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PUBLIC OPINION

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UMass Lowell / YouGov Survey of New Hampshire Likely Voters

Survey produced by Dr. John Cluverius, Director of Survey Research

Field Dates: October 2–10, 2024

N=600 New Hampshire Likely Voters
Adjusted Margin of Error: +/- 4.83%

Margins of error have been adjusted to include
design effects resulting from weighting and survey design features

Methodology in Brief

YouGov interviewed 677 respondents who were registered voters in New Hampshire. These respondents were then matched down to a sample of 600 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, and education. The sampling frame is a politically representative "modeled frame" of New Hampshire registered voters, based upon the American Community Survey (ACS) public use microdata file, public voter file records, the 2020 Current Population Survey (CPS) Voting and Registration supplements, the 2020 National Election Pool (NEP) exit poll, and the 2020 CES surveys, including demographics and 2020 presidential vote. The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and home ownership. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles. The weights were then post-stratified on 2020 presidential vote choice as well as a four-way stratification of gender, age (4-categories), race (4-categories), and education (4-categories), to produce a registered voter weight. Finally, registered voter weights were then weighted to give likely voter profiles given a battery of three items in order slightly more weight than their unlikely voter counterparts. These included, 1) how closely they follow news about candidates running for President; 2) How often they say that they vote when there is a Presidential election; and 3) how likely they are to vote in the Presidential election in November. The likely voter weights were then trimmed and centered.

UMass Lowell is a public institution and releases surveys as a source of public information. We offer a complete methodology report in adherence with standards of the AAPOR Transparency Initiative, as well an extensive set of crosstabs. Our goal is complete transparency in the reporting of our findings. If there is something you do not see here, but wish you did, please contact Director of Survey Research, Dr. John Cluverius (john_cluverius@uml.edu; [@JohnCluverius](#)).



--- indicates 0 respondents in the crosstab, 0% indicates less than .5%, rounded to 0

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1. If the 2024 Presidential election were held today, and the candidates were Kamala Harris, Donald Trump, Jill Stein, and Chase Oliver, for whom would you vote?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	50%	97%	37%	5%	47%	43%	61%	47%	48%	54%
Donald Trump	41%	0%	36%	91%	41%	48%	32%	40%	43%	42%
Jill Stein	1%	2%	1%	—	2%	—	1%	1%	1%	1%
Chase Oliver	1%	—	2%	1%	2%	1%	0%	—	2%	1%
Another Candidate	1%	—	3%	1%	2%	0%	0%	1%	1%	—
Undecided	6%	1%	22%	2%	6%	7%	5%	11%	5%	2%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Kamala Harris	50%	44%	57%	44%	53%	61%	47%	25%
Donald Trump	41%	44%	38%	47%	37%	29%	45%	66%
Jill Stein	1%	0%	1%	1%	1%	1%	1%	—
Chase Oliver	1%	1%	1%	1%	1%	0%	1%	1%
Another Candidate	1%	1%	1%	1%	1%	2%	—	3%
Undecided	6%	9%	3%	5%	8%	8%	5%	5%

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2. Will you definitely vote for Kamala Harris over the other candidates in the presidential election or is there a chance you could change your mind and vote for someone else?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Definitely vote for Kamala Harris	94%	96%	—	—	95%	89%	98%	91%	96%	96%
Could change mind	6%	4%	—	—	5%	11%	2%	9%	4%	4%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Definitely vote for Kamala Harris	94%	95%	93%	96%	93%	97%	91%	—
Could change mind	6%	5%	7%	4%	7%	3%	9%	—

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3. Will you definitely vote for Donald Trump over the other candidates in the presidential election or is there a chance you could change your mind and vote for someone else?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Definitely vote for Donald Trump	93%	—	—	94%	92%	92%	94%	96%	91%	90%
Could change mind	7%	—	—	6%	8%	8%	6%	4%	9%	10%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Definitely vote for Donald Trump	93%	94%	91%	91%	94%	91%	92%	95%
Could change mind	7%	6%	9%	9%	6%	9%	8%	5%

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4. If the 2024 election for Governor were held today, and the candidates were Joyce Craig, Kelly Ayotte, and Stephen Villet, for whom would you vote?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Joyce Craig	41%	80%	24%	7%	42%	33%	50%	41%	37%	44%
Kelly Ayotte	42%	12%	36%	80%	38%	46%	41%	34%	43%	46%
Stephen Villet	3%	2%	4%	4%	4%	4%	2%	5%	5%	2%
Another Candidate	1%	0%	1%	1%	—	2%	0%	2%	—	0%
Undecided	14%	6%	35%	8%	16%	16%	7%	19%	16%	7%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Joyce Craig	41%	36%	46%	36%	44%	51%	35%	26%
Kelly Ayotte	42%	43%	40%	51%	34%	31%	49%	52%
Stephen Villet	3%	2%	4%	3%	4%	1%	3%	10%
Another Candidate	1%	1%	0%	0%	1%	0%	0%	3%
Undecided	14%	18%	9%	10%	17%	16%	12%	10%

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5. Will you definitely vote for Joyce Craig over Kelly Ayotte and Stephen Vilee in the New Hampshire Gubernatorial election or is there a chance you could change your mind and vote for someone else?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Definitely vote for Joyce Craig	87%	88%	—	—	92%	76%	93%	86%	92%	87%
Could change mind	13%	12%	—	—	8%	24%	7%	14%	8%	13%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Definitely vote for Joyce Craig	87%	88%	87%	89%	85%	88%	87%	—
Could change mind	13%	12%	13%	11%	15%	12%	13%	—

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6. Will you definitely vote for Kelly Ayotte over Joyce Craig and Stephen Vilee in the New Hampshire Gubernatorial election or is there a chance you could change your mind and vote for someone else?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Definitely vote for Kelly Ayotte	84%	—	—	92%	80%	84%	90%	91%	81%	83%
Could change mind	16%	—	—	8%	20%	16%	10%	9%	19%	17%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Definitely vote for Kelly Ayotte	84%	85%	83%	87%	80%	77%	85%	—
Could change mind	16%	15%	17%	13%	20%	23%	15%	—

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7. Looking at the entire presidential ballot, how happy or unhappy are you with your choices this year?

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Very happy	25%	28%	14%	29%	15%	28%	33%	29%	22%	24%
Somewhat happy	32%	36%	23%	34%	34%	30%	34%	34%	34%	32%
Somewhat unhappy	29%	30%	34%	25%	35%	30%	20%	24%	32%	30%
Very unhappy	13%	6%	29%	12%	16%	12%	13%	14%	11%	14%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Very happy	25%	22%	29%	28%	22%	26%	24%	26%
Somewhat happy	32%	34%	31%	31%	33%	31%	32%	39%
Somewhat unhappy	29%	29%	29%	27%	31%	27%	31%	27%
Very unhappy	13%	15%	12%	13%	14%	16%	13%	8%

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8. How comfortable or uncomfortable would you be telling your neighbors about how you voted this year?

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Very comfortable	44%	48%	35%	47%	32%	50%	51%	40%	45%	47%
Somewhat comfortable	26%	26%	29%	25%	34%	20%	23%	23%	26%	30%
Somewhat uncomfortable	20%	19%	11%	22%	22%	20%	16%	24%	22%	15%
Very uncomfortable	10%	6%	24%	7%	11%	9%	10%	13%	7%	8%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Very comfortable	44%	43%	46%	53%	37%	47%	44%	40%
Somewhat comfortable	26%	25%	26%	25%	26%	24%	26%	29%
Somewhat uncomfortable	20%	22%	17%	15%	25%	17%	22%	19%
Very uncomfortable	10%	9%	11%	7%	13%	12%	8%	12%

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9. Who do you think will eventually win the presidential election?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	42%	78%	32%	9%	36%	38%	56%	36%	45%	44%
Donald Trump	36%	3%	28%	77%	38%	41%	27%	38%	39%	34%
Another candidate	0%	—	—	0%	—	0%	—	—	—	0%
Don't know	22%	19%	40%	13%	25%	21%	18%	26%	16%	22%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Kamala Harris	42%	38%	48%	40%	44%	50%	40%	26%
Donald Trump	36%	40%	31%	43%	30%	26%	41%	53%
Another candidate	0%	—	0%	—	0%	0%	—	—
Don't know	22%	22%	21%	17%	25%	24%	19%	22%

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10. Do you feel things in this country are generally going in the right direction or do you feel things have pretty seriously gotten off on the wrong track?

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Right direction	33%	53%	22%	16%	30%	27%	43%	31%	39%	29%
Wrong track	67%	47%	78%	84%	70%	73%	57%	69%	61%	71%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Right direction	33%	27%	40%	37%	29%	33%	28%	48%
Wrong track	67%	73%	60%	63%	71%	67%	72%	52%

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11. Would you say that you approve or disapprove of the way Joe Biden is handling his job as president?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Strongly approve	20%	34%	15%	8%	15%	15%	34%	22%	23%	16%
Somewhat approve	24%	46%	18%	3%	27%	23%	23%	19%	27%	28%
Strongly disapprove	41%	4%	50%	76%	34%	52%	33%	45%	37%	41%
Somewhat disapprove	15%	15%	18%	14%	25%	11%	9%	14%	13%	15%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Strongly approve	20%	17%	23%	22%	18%	21%	16%	33%
Somewhat approve	24%	20%	29%	21%	27%	27%	26%	11%
Strongly disapprove	41%	48%	31%	45%	38%	37%	43%	44%
Somewhat disapprove	15%	14%	16%	11%	18%	15%	16%	12%

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12. Would you say that you approve or disapprove of the way Chris Sununu is handling his job as Governor of New Hampshire?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Strongly approve	33%	18%	36%	49%	33%	35%	32%	27%	41%	31%
Somewhat approve	31%	25%	36%	36%	30%	34%	28%	26%	30%	36%
Strongly disapprove	15%	27%	10%	6%	15%	15%	16%	19%	11%	16%
Somewhat disapprove	20%	31%	19%	9%	22%	16%	24%	27%	18%	16%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Strongly approve	33%	36%	30%	42%	26%	25%	41%	37%
Somewhat approve	31%	29%	34%	28%	35%	27%	33%	41%
Strongly disapprove	15%	15%	16%	12%	18%	20%	11%	12%
Somewhat disapprove	20%	20%	20%	18%	22%	28%	16%	10%

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13. On most issues, how do you think Kamala Harris' position is different from Joe Biden's?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Harris is more liberal than Biden	37%	28%	29%	54%	40%	37%	36%	32%	32%	47%
Harris is more conservative than Biden	9%	11%	10%	6%	9%	8%	12%	6%	10%	11%
Harris and Biden are mostly similar	53%	61%	61%	40%	51%	56%	52%	61%	58%	43%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Harris is more liberal than Biden	37%	34%	42%	41%	34%	32%	37%	56%
Harris is more conservative than Biden	9%	11%	7%	7%	11%	11%	9%	4%
Harris and Biden are mostly similar	53%	55%	52%	52%	54%	57%	54%	39%

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14. In the past six months, has it gotten easier or harder for you to pay for basic necessities like housing, food, clothing, and medical care?

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Much harder	25%	13%	24%	36%	23%	30%	19%	40%	20%	15%
Somewhat harder	30%	21%	35%	37%	28%	31%	30%	30%	29%	33%
Stayed about the same	38%	55%	36%	20%	37%	35%	43%	24%	38%	46%
Somewhat easier	5%	8%	1%	5%	7%	4%	6%	4%	9%	4%
Much easier	3%	3%	4%	1%	5%	1%	2%	2%	4%	2%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Much harder	25%	32%	15%	22%	28%	24%	25%	24%
Somewhat harder	30%	28%	31%	27%	32%	27%	33%	28%
Stayed about the same	38%	34%	42%	40%	35%	43%	35%	31%
Somewhat easier	5%	3%	8%	7%	4%	5%	5%	10%
Much easier	3%	2%	3%	4%	1%	2%	2%	7%

Likely NH Voters

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15. Do you think that the winner of the 2024 presidential election will make things better for people struggling to make ends meet, make things worse for people struggling to make ends meet, or will it not matter much?

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Will make things better	52%	56%	34%	58%	42%	59%	55%	54%	48%	56%
Will make things worse	9%	3%	9%	13%	11%	8%	6%	7%	10%	9%
It won't matter much	39%	41%	57%	29%	47%	33%	38%	39%	42%	36%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Will make things better	52%	54%	49%	55%	50%	48%	59%	45%
Will make things worse	9%	9%	9%	11%	7%	8%	7%	17%
It won't matter much	39%	37%	42%	34%	44%	44%	35%	38%

Likely NH Voters

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16. Overall, are you doing better or worse, money-wise, now than you were before the pandemic?

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Much better than before	7%	7%	5%	7%	9%	6%	5%	4%	7%	10%
Somewhat better than before	16%	23%	13%	8%	22%	11%	15%	11%	15%	21%
Doing about the same	33%	43%	31%	23%	27%	31%	42%	26%	37%	32%
Somewhat worse than before	26%	17%	29%	35%	28%	27%	23%	27%	25%	24%
Much worse than before	19%	9%	23%	26%	15%	25%	16%	32%	16%	12%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Much better than before	7%	4%	9%	9%	4%	7%	6%	8%
Somewhat better than before	16%	13%	19%	17%	14%	21%	11%	15%
Doing about the same	33%	35%	30%	31%	34%	34%	33%	29%
Somewhat worse than before	26%	23%	30%	28%	24%	19%	31%	36%
Much worse than before	19%	25%	12%	14%	23%	20%	20%	12%

Likely NH Voters

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17. How much pressure should the U.S. government put on the Israeli government to end Israeli occupation of the Palestinian territories to help resolve the conflict permanently?

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Much more	24%	39%	14%	10%	32%	19%	20%	22%	20%	28%
Somewhat more	22%	27%	17%	17%	21%	19%	26%	18%	22%	24%
About the same amount	29%	27%	41%	25%	25%	30%	31%	35%	30%	23%
Somewhat less	10%	6%	10%	14%	11%	12%	4%	12%	10%	7%
Much less	17%	1%	19%	34%	11%	21%	18%	12%	17%	18%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Much more	24%	25%	21%	25%	21%	32%	20%	11%
Somewhat more	22%	19%	25%	19%	25%	21%	23%	21%
About the same amount	29%	28%	29%	28%	30%	26%	29%	33%
Somewhat less	10%	11%	8%	8%	11%	8%	11%	11%
Much less	17%	17%	16%	20%	14%	13%	18%	24%

Likely NH Voters

October 2024



18. Since October 2023 the U.S. Government has sent over 500 shipments of weapons to Israel. How much do you support or oppose the United States withholding additional weapons transfers to Israel until Israeli attacks on Gaza stop?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Strongly support	26%	37%	27%	14%	37%	23%	17%	29%	25%	25%
Somewhat support	34%	36%	31%	31%	34%	34%	32%	31%	31%	37%
Somewhat oppose	19%	19%	15%	19%	14%	21%	21%	21%	23%	14%
Strongly oppose	22%	8%	26%	36%	14%	23%	30%	19%	21%	24%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Strongly support	26%	30%	21%	26%	25%	38%	20%	10%
Somewhat support	34%	29%	39%	31%	36%	28%	38%	37%
Somewhat oppose	19%	20%	17%	17%	20%	18%	17%	23%
Strongly oppose	22%	21%	23%	26%	18%	16%	25%	30%

Likely NH Voters

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19. Do you think that criticizing Israel or actions of the Israeli government is by its nature antisemitic or is it a legitimate criticism of a foreign government?

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Mostly antisemitic	11%	4%	10%	20%	11%	10%	14%	13%	8%	12%
Somewhat antisemitic	20%	12%	22%	28%	19%	24%	17%	23%	22%	15%
Somewhat legitimate	36%	34%	40%	35%	35%	38%	33%	34%	41%	35%
Mostly legitimate	33%	50%	28%	17%	36%	28%	37%	29%	29%	38%

	Education			Gender		Church Attendance		
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Mostly antisemitic	11%	13%	9%	14%	9%	8%	13%	17%
Somewhat antisemitic	20%	23%	17%	18%	22%	18%	23%	20%
Somewhat legitimate	36%	34%	37%	32%	39%	31%	38%	42%
Mostly legitimate	33%	30%	36%	36%	29%	43%	27%	22%

Likely NH Voters

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20. Student-led protests over the Israel-Hamas war have emerged at dozens of American colleges and universities. Do you think that these protests are the right thing for students to do or the wrong thing for students to do?

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Definitely the right thing	16%	28%	10%	6%	23%	12%	13%	18%	12%	15%
Probably the right thing	28%	39%	19%	20%	36%	22%	25%	24%	32%	29%
Probably not the right thing	28%	24%	36%	27%	25%	33%	24%	31%	30%	26%
Definitely not the right thing	28%	9%	35%	47%	16%	33%	37%	27%	25%	31%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Definitely the right thing	16%	15%	18%	13%	17%	20%	13%	13%
Probably the right thing	28%	27%	28%	30%	27%	27%	28%	33%
Probably not the right thing	28%	28%	28%	27%	29%	28%	30%	18%
Definitely not the right thing	28%	30%	26%	31%	27%	25%	29%	36%

Likely NH Voters

October 2024



21. When it comes to migrants from other countries, do you think that the government is doing too much, too little, or about the right amount to help them find jobs and housing in the United States?

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Too much	46%	17%	47%	76%	35%	58%	42%	49%	46%	44%
Too little	26%	39%	21%	15%	33%	20%	25%	20%	25%	30%
About the right amount	28%	44%	32%	9%	33%	22%	33%	31%	28%	27%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Too much	46%	49%	41%	46%	46%	36%	52%	56%
Too little	26%	24%	29%	27%	24%	31%	24%	18%
About the right amount	28%	27%	30%	27%	30%	34%	24%	27%

Likely NH Voters

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22. When it comes to the number of immigrants from foreign countries who are legally permitted to come to the United States to live, do you think that the United States should increase the number of immigrants allowed into the United States, decrease the number of immigrants allowed into the United States, or keep legal immigration about the same?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Increase immigrants allowed into U.S.	19%	27%	19%	12%	28%	14%	16%	10%	19%	25%
Decrease immigrants allowed into U.S.	38%	18%	39%	57%	28%	50%	33%	37%	44%	35%
Keep legal immigration about the same	43%	55%	42%	31%	44%	36%	51%	53%	37%	40%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Increase immigrants allowed into U.S.	19%	16%	24%	18%	19%	22%	15%	26%
Decrease immigrants allowed into U.S.	38%	46%	27%	40%	36%	37%	41%	30%
Keep legal immigration about the same	43%	38%	49%	42%	44%	41%	44%	43%

Likely NH Voters

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23. During the presidential campaign, would you rather candidates talk more about how immigrants strengthen America or about how immigrants weaken America?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Much more about how they strengthen	31%	56%	23%	6%	33%	25%	35%	33%	25%	33%
Somewhat more about how they strengthen	31%	35%	36%	24%	35%	25%	34%	22%	35%	34%
Somewhat more about how they weaken	16%	5%	24%	24%	16%	18%	12%	13%	22%	12%
Much more about how they weaken	23%	4%	17%	46%	15%	32%	19%	32%	18%	21%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Much more about how they strengthen	31%	27%	35%	30%	30%	38%	26%	24%
Somewhat more about how they strengthen	31%	27%	36%	28%	34%	30%	29%	37%
Somewhat more about how they weaken	16%	18%	12%	16%	16%	11%	19%	20%
Much more about how they weaken	23%	27%	17%	26%	20%	21%	26%	19%

Likely NH Voters

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24. As you know, some voting irregularities occur in every election that can change some votes here and there. Who do you think was the legitimate winner of the 2020 presidential election

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Definitely Joe Biden	54%	92%	48%	16%	56%	44%	64%	48%	53%	58%
Probably Joe Biden	12%	5%	14%	18%	13%	11%	12%	8%	14%	11%
Probably Donald Trump	16%	2%	19%	31%	19%	16%	14%	17%	18%	16%
Definitely Donald Trump	18%	1%	20%	35%	12%	29%	10%	27%	15%	16%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Definitely Joe Biden	54%	46%	63%	52%	54%	62%	51%	36%
Probably Joe Biden	12%	12%	12%	13%	12%	8%	13%	23%
Probably Donald Trump	16%	18%	14%	17%	16%	14%	18%	19%
Definitely Donald Trump	18%	24%	11%	18%	18%	16%	18%	22%

Likely NH Voters

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25. How strongly would you support or oppose a constitutional amendment to allow a U.S. President to serve more than two terms?

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Strongly support	5%	4%	8%	5%	9%	4%	2%	7%	6%	3%
Somewhat support	18%	10%	9%	31%	28%	17%	7%	20%	22%	16%
Somewhat oppose	17%	13%	18%	20%	13%	22%	16%	19%	20%	12%
Strongly oppose	59%	73%	64%	44%	51%	57%	75%	53%	53%	69%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Strongly support	5%	8%	2%	7%	3%	3%	4%	14%
Somewhat support	18%	20%	15%	15%	21%	14%	19%	28%
Somewhat oppose	17%	20%	14%	18%	17%	16%	17%	22%
Strongly oppose	59%	52%	68%	60%	58%	66%	61%	37%

Likely NH Voters

October 2024



26. Regardless of who you plan to vote for, how confident are you that your vote will be accurately counted?

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Very confident	48%	76%	48%	19%	44%	41%	63%	43%	46%	51%
Somewhat confident	27%	17%	20%	42%	36%	24%	19%	26%	23%	31%
A little confident	16%	5%	17%	26%	12%	22%	11%	14%	21%	14%
Not at all confident	10%	2%	16%	14%	8%	13%	6%	17%	9%	4%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Very confident	48%	44%	52%	52%	44%	55%	48%	30%
Somewhat confident	27%	26%	28%	24%	29%	20%	28%	41%
A little confident	16%	15%	17%	14%	17%	14%	15%	23%
Not at all confident	10%	15%	3%	10%	9%	12%	9%	5%

Likely NH Voters

October 2024



27. Do you think that there should or should not be a right to get an abortion in every state in the United States?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Definitely should be a right to an abortion	59%	89%	57%	29%	61%	54%	64%	63%	53%	64%
Probably should be a right to an abortion	19%	8%	25%	28%	12%	24%	21%	19%	22%	18%
Probably should not be a right to an abortion	10%	3%	10%	18%	11%	10%	8%	10%	11%	6%
Definitely should not be a right to an abortion	11%	1%	8%	25%	15%	11%	7%	8%	14%	12%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Definitely should be a right to an abortion	59%	57%	63%	50%	67%	72%	59%	23%
Probably should be a right to an abortion	19%	21%	17%	22%	17%	16%	20%	27%
Probably should not be a right to an abortion	10%	12%	8%	12%	9%	7%	11%	19%
Definitely should not be a right to an abortion	11%	10%	13%	16%	7%	5%	10%	32%

Likely NH Voters

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28. How much do you support or oppose a law establishing a nationwide right to an abortion?

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Strongly support	51%	77%	45%	26%	58%	44%	52%	51%	52%	51%
Somewhat support	15%	6%	16%	22%	13%	16%	14%	18%	16%	11%
Somewhat oppose	12%	3%	16%	19%	6%	17%	13%	17%	10%	8%
Strongly oppose	23%	14%	22%	33%	23%	23%	21%	14%	22%	30%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Strongly support	51%	50%	53%	45%	56%	61%	48%	32%
Somewhat support	15%	15%	14%	17%	13%	12%	15%	21%
Somewhat oppose	12%	16%	7%	12%	11%	8%	15%	12%
Strongly oppose	23%	20%	25%	26%	19%	19%	22%	36%

Likely NH Voters

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29. How much do you support or oppose a law establishing a nationwide ban on abortion at 15 weeks?

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Strongly support	16%	4%	13%	30%	19%	14%	13%	17%	15%	17%
Somewhat support	19%	11%	19%	25%	17%	21%	18%	22%	15%	19%
Somewhat oppose	17%	12%	25%	19%	13%	20%	18%	14%	24%	13%
Strongly oppose	49%	72%	43%	26%	51%	45%	50%	47%	46%	52%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Strongly support	16%	17%	14%	19%	12%	9%	15%	39%
Somewhat support	19%	20%	17%	21%	16%	18%	20%	14%
Somewhat oppose	17%	21%	13%	15%	19%	14%	20%	18%
Strongly oppose	49%	43%	56%	44%	52%	59%	46%	29%

Likely NH Voters

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30. How much do you support or oppose leaving it up to the states to decide whether abortion is legal in each state?

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Strongly support	21%	5%	25%	38%	13%	27%	22%	19%	20%	22%
Somewhat support	18%	9%	21%	26%	19%	17%	16%	19%	17%	19%
Somewhat oppose	17%	16%	22%	14%	17%	16%	17%	17%	17%	18%
Strongly oppose	44%	71%	32%	22%	50%	40%	45%	45%	47%	41%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Strongly support	21%	21%	22%	28%	15%	16%	24%	29%
Somewhat support	18%	20%	15%	18%	17%	13%	20%	22%
Somewhat oppose	17%	20%	13%	14%	20%	18%	18%	12%
Strongly oppose	44%	40%	50%	40%	48%	54%	38%	36%

Likely NH Voters

October 2024



31. Regardless of who wins the 2024 Presidential elections, how much do you support or oppose full pardons for all Americans arrested for their participation in the riot at the U.S. Capitol on January 6, 2021?

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Strongly support	18%	2%	19%	35%	13%	23%	17%	16%	19%	17%
Somewhat support	16%	4%	18%	27%	21%	15%	10%	17%	21%	10%
Somewhat oppose	14%	5%	16%	21%	14%	16%	11%	14%	11%	17%
Strongly oppose	53%	90%	47%	16%	52%	46%	63%	53%	49%	56%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Strongly support	18%	21%	14%	21%	15%	11%	21%	27%
Somewhat support	16%	17%	14%	18%	14%	11%	16%	30%
Somewhat oppose	14%	14%	13%	11%	17%	13%	14%	18%
Strongly oppose	53%	48%	59%	50%	54%	65%	50%	24%

Likely NH Voters

October 2024



32. Who do you think would be better suited to serve as President if their running mate were not able to do the job?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
JD Vance	36%	2%	32%	77%	31%	44%	31%	34%	34%	39%
Tim Walz	48%	89%	33%	12%	54%	38%	57%	45%	51%	50%
Both are equally suited	16%	9%	35%	11%	15%	18%	13%	21%	16%	11%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
JD Vance	36%	38%	33%	43%	30%	26%	39%	54%
Tim Walz	48%	41%	58%	44%	52%	57%	45%	36%
Both are equally suited	16%	21%	10%	13%	18%	17%	16%	10%

Likely NH Voters

October 2024



33. How much do you think New Hampshire is at risk of becoming too much like Massachusetts in the next 10 years?

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
At great risk	29%	7%	29%	55%	22%	37%	29%	29%	27%	31%
Somewhat risk	23%	21%	23%	24%	24%	26%	19%	28%	24%	22%
A little risk	21%	25%	19%	17%	24%	16%	25%	14%	28%	21%
Not at risk at all	26%	47%	28%	4%	31%	22%	27%	29%	22%	26%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
At great risk	29%	31%	27%	31%	29%	25%	30%	40%
Somewhat risk	23%	25%	21%	21%	25%	20%	29%	18%
A little risk	21%	20%	23%	22%	20%	17%	22%	28%
Not at risk at all	26%	24%	29%	26%	26%	38%	19%	14%

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34. How often do you return your shopping cart to either the front of the store or a cart return?

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Always	72%	78%	83%	61%	71%	71%	75%	65%	62%	86%
Often	16%	13%	9%	22%	10%	21%	18%	21%	20%	8%
Sometimes	7%	6%	5%	11%	10%	7%	5%	8%	12%	4%
Rarely	3%	3%	1%	4%	7%	1%	—	3%	6%	1%
Never	1%	1%	2%	2%	1%	1%	2%	4%	—	1%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Always	72%	69%	76%	69%	74%	77%	74%	50%
Often	16%	18%	14%	16%	17%	12%	19%	21%
Sometimes	7%	9%	5%	10%	5%	7%	5%	17%
Rarely	3%	2%	4%	3%	3%	2%	2%	12%
Never	1%	1%	2%	1%	2%	2%	1%	—

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35. Which of the following grocery stores is the best in New Hampshire?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Market Basket	60%	54%	70%	63%	53%	58%	71%	61%	60%	59%
Hannaford	27%	34%	18%	25%	36%	26%	18%	22%	33%	26%
Shaws	7%	6%	8%	7%	5%	9%	5%	7%	6%	7%
Price Chopper	0%	1%	—	0%	—	1%	0%	0%	1%	0%
Another store	6%	5%	4%	5%	6%	5%	5%	10%	1%	7%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Market Basket	60%	59%	60%	60%	60%	54%	64%	64%
Hannaford	27%	29%	26%	28%	27%	31%	25%	24%
Shaws	7%	8%	5%	6%	7%	8%	5%	7%
Price Chopper	0%	1%	0%	1%	0%	0%	0%	1%
Another store	6%	4%	8%	5%	6%	7%	5%	4%

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36. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her. – Donald Trump

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	40%	2%	38%	84%	39%	47%	31%	41%	41%	38%
Unfavorable	55%	96%	53%	11%	55%	46%	67%	53%	52%	59%
No Opinion	5%	2%	9%	4%	5%	7%	2%	6%	5%	3%
Never heard of	1%	–	–	1%	1%	–	–	–	2%	–

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	40%	44%	35%	45%	36%	29%	43%	64%
Unfavorable	55%	49%	62%	48%	60%	67%	51%	29%
No Opinion	5%	7%	2%	6%	4%	4%	6%	3%
Never heard of	1%	–	1%	1%	–	–	–	4%

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37. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her. – Barack Obama

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	56%	95%	49%	15%	57%	48%	65%	49%	54%	62%
Unfavorable	37%	4%	40%	73%	31%	46%	31%	42%	35%	34%
No Opinion	6%	1%	9%	8%	8%	7%	4%	8%	7%	4%
Never heard of	2%	–	2%	3%	4%	–	–	1%	3%	–

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	56%	49%	63%	48%	62%	65%	54%	30%
Unfavorable	37%	41%	31%	43%	31%	30%	40%	47%
No Opinion	6%	8%	4%	6%	6%	5%	5%	12%
Never heard of	2%	2%	1%	3%	0%	–	–	11%

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38. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her. – Joe Biden

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	45%	82%	32%	12%	43%	38%	58%	41%	52%	44%
Unfavorable	50%	10%	63%	88%	46%	60%	40%	53%	44%	51%
No Opinion	5%	8%	5%	1%	11%	2%	2%	6%	5%	5%
Never heard of	—	—	—	—	—	—	—	—	—	—

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	45%	38%	54%	43%	46%	49%	43%	43%
Unfavorable	50%	57%	40%	53%	47%	44%	55%	51%
No Opinion	5%	5%	6%	4%	6%	7%	3%	6%
Never heard of	—	—	—	—	—	—	—	—

Likely NH Voters

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39. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her. – Kamala Harris

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	50%	94%	36%	9%	49%	44%	61%	48%	51%	53%
Unfavorable	43%	3%	54%	82%	38%	53%	36%	46%	39%	42%
No Opinion	5%	3%	7%	4%	7%	4%	4%	5%	5%	4%
Never heard of	2%	–	2%	4%	6%	–	–	1%	5%	–

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	50%	45%	56%	43%	55%	59%	49%	26%
Unfavorable	43%	49%	36%	47%	40%	37%	46%	51%
No Opinion	5%	4%	5%	5%	4%	4%	5%	8%
Never heard of	2%	1%	3%	4%	–	–	–	14%

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40. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her. – Robert F. Kennedy Jr.

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	30%	8%	34%	53%	29%	35%	25%	25%	36%	32%
Unfavorable	44%	74%	32%	16%	37%	39%	57%	39%	36%	53%
No Opinion	25%	16%	33%	28%	29%	26%	17%	34%	26%	13%
Never heard of	1%	1%	1%	2%	4%	0%	0%	1%	2%	1%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	30%	34%	25%	30%	31%	22%	36%	34%
Unfavorable	44%	37%	52%	44%	42%	56%	39%	24%
No Opinion	25%	27%	22%	23%	27%	22%	24%	37%
Never heard of	1%	2%	1%	2%	1%	0%	1%	5%

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41. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her. – Jeanne Shaheen

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	46%	81%	36%	13%	36%	46%	60%	46%	49%	47%
Unfavorable	35%	5%	40%	66%	32%	43%	28%	34%	36%	35%
No Opinion	15%	10%	19%	19%	24%	10%	12%	14%	13%	15%
Never heard of	4%	4%	4%	2%	9%	1%	1%	6%	2%	3%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	46%	43%	50%	47%	45%	53%	45%	27%
Unfavorable	35%	38%	31%	37%	33%	31%	36%	41%
No Opinion	15%	16%	15%	14%	17%	12%	15%	28%
Never heard of	4%	3%	4%	2%	5%	3%	4%	4%

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42. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her. – Maggie Hassan

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	45%	81%	35%	13%	36%	43%	59%	42%	48%	48%
Unfavorable	34%	7%	43%	60%	29%	41%	28%	36%	29%	35%
No Opinion	18%	10%	16%	23%	27%	14%	11%	19%	17%	15%
Never heard of	4%	2%	6%	4%	8%	2%	2%	4%	6%	2%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	45%	40%	52%	42%	47%	51%	45%	26%
Unfavorable	34%	37%	29%	39%	29%	32%	33%	39%
No Opinion	18%	19%	16%	14%	21%	14%	18%	24%
Never heard of	4%	5%	3%	5%	3%	3%	3%	11%

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43. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her. – Chris Sununu

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	53%	36%	56%	70%	40%	61%	56%	48%	54%	55%
Unfavorable	35%	53%	32%	17%	41%	30%	34%	39%	30%	36%
No Opinion	11%	10%	13%	11%	16%	8%	10%	12%	15%	6%
Never heard of	1%	1%	–	2%	3%	1%	–	1%	1%	2%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	53%	53%	51%	54%	52%	42%	64%	47%
Unfavorable	35%	34%	36%	33%	36%	49%	23%	31%
No Opinion	11%	11%	11%	12%	11%	9%	10%	21%
Never heard of	1%	1%	2%	1%	1%	0%	2%	1%

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44. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her. – Mike Johnson

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	15%	2%	16%	28%	9%	13%	23%	16%	13%	14%
Unfavorable	32%	52%	22%	17%	27%	30%	42%	27%	32%	37%
No Opinion	27%	20%	23%	33%	28%	30%	19%	30%	26%	27%
Never heard of	27%	26%	39%	22%	35%	27%	16%	28%	29%	22%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	15%	15%	14%	20%	10%	8%	16%	28%
Unfavorable	32%	30%	34%	36%	28%	36%	30%	28%
No Opinion	27%	27%	27%	26%	28%	23%	31%	23%
Never heard of	27%	28%	25%	18%	34%	32%	23%	21%

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45. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her. – Chase Oliver

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	2%	2%	1%	3%	5%	0%	2%	1%	3%	3%
Unfavorable	7%	5%	5%	11%	10%	5%	6%	7%	10%	5%
No Opinion	31%	32%	26%	32%	37%	30%	27%	29%	31%	32%
Never heard of	60%	62%	68%	55%	49%	65%	66%	63%	57%	60%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	2%	2%	2%	3%	1%	0%	2%	4%
Unfavorable	7%	7%	7%	10%	5%	8%	5%	12%
No Opinion	31%	34%	28%	35%	28%	29%	35%	28%
Never heard of	60%	57%	62%	52%	66%	63%	58%	57%

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46. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her. – Scott Brown

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	15%	4%	21%	23%	7%	15%	24%	12%	12%	18%
Unfavorable	22%	31%	15%	15%	20%	22%	22%	17%	21%	27%
No Opinion	32%	34%	28%	30%	33%	31%	32%	31%	33%	34%
Never heard of	32%	30%	37%	32%	40%	31%	22%	40%	34%	21%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	15%	12%	18%	18%	11%	9%	18%	20%
Unfavorable	22%	19%	25%	26%	17%	27%	18%	18%
No Opinion	32%	34%	30%	37%	28%	31%	34%	28%
Never heard of	32%	36%	27%	19%	43%	33%	30%	34%

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47. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her. – Stephen Villet

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	2%	2%	1%	5%	5%	1%	0%	2%	4%	1%
Unfavorable	6%	7%	2%	7%	10%	4%	4%	6%	5%	8%
No Opinion	27%	23%	22%	32%	29%	28%	22%	24%	28%	31%
Never heard of	65%	68%	76%	57%	56%	66%	73%	67%	63%	59%

	Education		Gender		Church Attendance			
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	2%	1%	4%	4%	2%	1%	1%	11%
Unfavorable	6%	7%	5%	7%	6%	7%	5%	6%
No Opinion	27%	28%	26%	29%	25%	22%	32%	27%
Never heard of	65%	64%	65%	61%	67%	71%	62%	56%

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48. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her. – Kelly Ayotte

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	39%	18%	32%	67%	32%	43%	42%	35%	36%	44%
Unfavorable	43%	71%	43%	13%	45%	39%	46%	40%	44%	46%
No Opinion	16%	11%	23%	15%	16%	18%	11%	23%	15%	9%
Never heard of	2%	0%	1%	5%	6%	0%	–	1%	5%	–

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	39%	37%	42%	43%	36%	27%	48%	48%
Unfavorable	43%	42%	45%	37%	48%	57%	37%	23%
No Opinion	16%	19%	11%	16%	15%	15%	16%	16%
Never heard of	2%	2%	3%	4%	1%	0%	–	13%

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49. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her. – Joyce Craig

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	34%	68%	21%	5%	31%	28%	47%	33%	32%	38%
Unfavorable	33%	12%	29%	59%	30%	36%	33%	31%	27%	39%
No Opinion	25%	19%	39%	23%	29%	26%	16%	26%	32%	16%
Never heard of	8%	2%	12%	13%	10%	9%	4%	10%	8%	7%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	34%	31%	39%	33%	35%	40%	32%	22%
Unfavorable	33%	35%	31%	41%	27%	29%	38%	31%
No Opinion	25%	25%	24%	20%	29%	24%	24%	28%
Never heard of	8%	9%	6%	7%	9%	7%	6%	18%

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50. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her. – JD Vance

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	33%	2%	28%	72%	32%	37%	30%	34%	31%	34%
Unfavorable	49%	87%	40%	12%	53%	38%	58%	42%	48%	56%
No Opinion	16%	9%	27%	15%	12%	22%	12%	23%	19%	9%
Never heard of	2%	2%	5%	1%	3%	2%	0%	2%	3%	1%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	33%	35%	31%	38%	29%	23%	36%	56%
Unfavorable	49%	40%	59%	43%	53%	63%	45%	22%
No Opinion	16%	22%	8%	17%	15%	13%	17%	19%
Never heard of	2%	3%	1%	1%	3%	2%	2%	3%

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51. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her. – Tim Walz

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	47%	91%	31%	8%	47%	38%	59%	44%	45%	53%
Unfavorable	32%	4%	29%	67%	28%	38%	30%	31%	29%	35%
No Opinion	16%	5%	31%	20%	18%	19%	11%	20%	19%	12%
Never heard of	4%	1%	10%	5%	6%	5%	1%	5%	7%	1%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	47%	41%	55%	44%	49%	56%	46%	24%
Unfavorable	32%	34%	30%	39%	27%	27%	35%	39%
No Opinion	16%	20%	12%	15%	18%	13%	17%	26%
Never heard of	4%	5%	4%	2%	6%	4%	3%	12%

Likely NH Voters

October 2024



52. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her. – Benjamin Netanyahu

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	18%	3%	20%	34%	9%	17%	29%	15%	16%	20%
Unfavorable	40%	60%	36%	20%	44%	31%	46%	31%	39%	49%
No Opinion	25%	24%	24%	23%	26%	27%	19%	27%	27%	20%
Never heard of	18%	13%	20%	23%	20%	24%	7%	28%	18%	12%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	18%	18%	18%	23%	14%	13%	18%	32%
Unfavorable	40%	36%	43%	44%	34%	47%	38%	25%
No Opinion	25%	27%	22%	24%	25%	23%	26%	23%
Never heard of	18%	19%	17%	9%	27%	17%	18%	21%

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	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	4%	1%	5%	6%	3%	6%	2%	3%	5%	3%
Unfavorable	81%	95%	77%	69%	76%	79%	91%	76%	77%	90%
No Opinion	12%	3%	10%	20%	14%	12%	7%	12%	14%	7%
Never heard of	4%	1%	8%	4%	6%	3%	1%	8%	4%	0%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	4%	4%	3%	5%	2%	4%	4%	4%
Unfavorable	81%	78%	85%	80%	82%	86%	84%	61%
No Opinion	12%	14%	9%	12%	12%	7%	10%	29%
Never heard of	4%	4%	3%	3%	4%	4%	2%	6%

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54. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her. – Volodymyr Zelenskyy

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	43%	64%	41%	22%	35%	36%	64%	38%	40%	47%
Unfavorable	18%	5%	20%	33%	15%	23%	16%	17%	20%	20%
No Opinion	22%	17%	20%	27%	29%	23%	13%	20%	24%	23%
Never heard of	16%	14%	20%	18%	21%	18%	8%	25%	17%	11%

	Total	Education		Gender		Church Attendance		
		No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	43%	38%	49%	47%	40%	46%	43%	34%
Unfavorable	18%	19%	17%	23%	14%	16%	20%	20%
No Opinion	22%	25%	18%	22%	22%	20%	22%	28%
Never heard of	16%	17%	15%	8%	24%	18%	15%	17%

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55. We'd like to ask you about how you feel about a number of public figures. Please let us know if overall, you have a favorable or unfavorable impression of them. Select no opinion if you are undecided about that person, and "never heard of" if you've never heard of him or her. – Viktor Orbán

	Leaned Party ID				Age			Income		
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	7%	2%	5%	12%	7%	7%	4%	4%	5%	8%
Unfavorable	23%	35%	15%	15%	20%	17%	35%	19%	25%	24%
No Opinion	22%	18%	24%	25%	29%	19%	19%	21%	22%	25%
Never heard of	48%	46%	55%	48%	44%	56%	42%	56%	47%	44%

	Education			Gender		Church Attendance		
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman	Never	LT 1x per week	1x per week +
Favorable	7%	4%	9%	9%	4%	5%	6%	13%
Unfavorable	23%	19%	28%	32%	14%	26%	20%	23%
No Opinion	22%	25%	19%	27%	19%	20%	24%	24%
Never heard of	48%	52%	44%	32%	62%	48%	50%	40%