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

Field Dates: Oct. 10 - 23, 2024

N=600 New Hampshire Likely Voters  
Adjusted Margin of Error: +/- 4.38%

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

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YouGov interviewed 670 respondents who were registered voters in New Hampshire. These respondents were then matched down to a sample of 600 to produce the final

# Likely NH Voters

October 2024

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# Likely NH Voters

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# Likely NH Voters

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# Likely NH Voters

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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%	95%	43%	6%	53%	49%	49%	51%	46%	52%
Donald Trump	43%	3%	33%	90%	39%	43%	47%	45%	48%	40%
Jill Stein	1%	1%	4%		3%	1%		1%	1%	2%
Chase Oliver	1%		3%	2%	1%	1%	1%		1%	1%
Another Candidate	1%		4%	1%	1%	1%	1%	2%	1%	0%
Undecided	4%	1%	14%	2%	4%	4%	2%	2%	3%	4%
Did not vote for president										

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	50%	46%	55%	47%	53%
Donald Trump	43%	48%	37%	45%	41%
Jill Stein	1%	0%	2%	2%	1%
Chase Oliver	1%	1%	1%	2%	0%
Another Candidate	1%	1%	1%	1%	1%
Undecided	4%	3%	4%	3%	4%
Did not vote for president					

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	50%	100%		65%	48%
Donald Trump	43%		100%	26%	45%
Jill Stein	1%			1%	1%
Chase Oliver	1%			1%	1%
Another Candidate	1%				1%
Undecided	4%			6%	3%
Did not vote for president					

# Likely NH Voters

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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%	97%			95%	96%	92%	100%	90%	96%
Could change mind	6%	3%			5%	4%	8%		10%	4%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Definitely vote for Kamala Harris	94%	93%	96%	92%	96%
Could change mind	6%	7%	4%	8%	4%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Definitely vote for Kamala Harris	94%	94%			93%
Could change mind	6%	6%			7%

# Likely NH Voters

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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+
De nitely vote for Donald Trump	91%			92%	76%	98%	97%	92%	89%	90%
Could change mind	9%			8%	24%	2%	3%	8%	11%	10%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
De nitely vote for Donald Trump	91%	89%	93%	89%	92%
Could change mind	9%	11%	7%	11%	8%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
De nitely vote for Donald Trump	91%		91%		90%
Could change mind	9%		9%		10%

# Likely NH Voters

October 2024

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?

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Leaned Party ID	Age	Income
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# Likely NH Voters

October 2024

5. Will you definitely vote for Joyce Craig over Kelly Ayotte and Stephen Villet 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	86%	89%			80%	90%	91%	86%	83%	92%
Could change mind	14%	11%			20%	10%	9%	14%	17%	8%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Definitely vote for Joyce Craig	86%	90%	83%	90%	84%
Could change mind	14%	10%	17%	10%	16%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Definitely vote for Joyce Craig	86%	88%			85%
Could change mind	14%	12%			15%

# Likely NH Voters

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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	82%			87%	68%	84%	92%	81%	81%	80%
Could change mind	18%			13%	32%	16%	8%	19%	19%	20%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Definitely vote for Kelly Ayotte	82%	80%	85%	82%	83%
Could change mind	18%	20%	15%	18%	17%

	2024 vote	Union household

# Likely NH Voters

October 2024

## 7. Do you plan to vote by mail, or do you plan to vote in person on Election Day?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
By mail	11%	16%	6%	8%	10%	10%	15%	14%	8%	13%
In person on Election Day	84%	81%	83%	89%	86%	83%	84%	78%	88%	86%
Not sure	4%	3%	11%	3%	5%	7%	1%	8%	5%	1%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
By mail	11%	11%	11%	11%	11%
In person on Election Day	84%	83%	86%	85%	84%
Not sure	4%	6%	3%	4%	5%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
By mail	11%	15%	8%	8%	12%
In person on Election Day	84%	81%	89%	89%	84%
Not sure	4%	4%	3%	3%	5%

# Likely NH Voters

October 2024

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

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Leaned Party ID	Age	Income
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# Likely NH Voters

October 2024

## 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	40%	68%	42%	11%	37%	41%	44%	40%	38%	44%
Donald Trump	37%	8%	25%	72%	37%	39%	35%	41%	41%	33%
Another candidate										
Don't know	22%	24%	33%	17%	25%	20%	21%	19%	21%	23%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	40%	38%	44%	40%	41%
Donald Trump	37%	42%	32%	40%	35%
Another candidate					
Don't know	22%	21%	24%	20%	24%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	40%	72%	5%	46%	40%
Donald Trump	37%	6%	78%	18%	40%
Another candidate					
Don't know	22%	22%	17%	36%	20%

# Likely NH Voters

October 2024

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	28%	50%	20%	8%	23%	29%	34%	30%	27%	29%
Wrong track	72%	50%	80%	92%	77%	71%	66%	70%	73%	71%

  

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Right direction	28%	26%	31%	29%	28%
Wrong track	72%	74%	69%	71%	72%

  

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Right direction	28%	51%	6%	34%	27%
Wrong track	72%	49%	94%	66%	73%

# Likely NH Voters

October 2024

## 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	18%	37%	11%	1%	12%	19%	26%	18%	17%	19%
Somewhat approve	25%	45%	25%	5%	33%	22%	21%	24%	23%	27%
Somewhat disapprove	14%	13%	18%	14%	21%	11%	11%	14%	14%	16%
Strongly disapprove	42%	5%	46%	80%	34%	48%	43%	44%	45%	37%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Strongly approve	18%	17%	20%	18%	19%
Somewhat approve	25%	24%	27%	23%	27%
Somewhat disapprove	14%	13%	15%	13%	15%
Strongly disapprove	42%	45%	38%	46%	38%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Strongly approve	18%	36%	1%	17%	19%
Somewhat approve	25%	49%	1%	42%	23%
Somewhat disapprove	14%	12%	14%	13%	14%
Strongly disapprove	42%	3%	83%	28%	44%

# Likely NH Voters

October 2024

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

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# Likely NH Voters

October 2024

13. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle the economy?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	47%	89%	38%	4%	48%	47%	45%	49%	43%	49%
Donald Trump	46%	5%	45%	91%	43%	48%	48%	44%	53%	45%
About even	4%	4%	5%	4%	5%	3%	4%	4%	2%	5%
Unsure	3%	2%	11%	2%	5%	3%	2%	4%	3%	1%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	47%	44%	50%	44%	48%
Donald Trump	46%	49%	42%	50%	43%
About even	4%	4%	4%	4%	4%
Unsure	3%	3%	4%	2%	5%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	47%	89%	0%	62%	44%
Donald Trump	46%	3%	97%	32%	48%
About even	4%	5%	2%	3%	4%
Unsure	3%	3%	1%	4%	3%

# Likely NH Voters

October 2024

14. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle the Israel-Hamas War?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	42%	79%	33%	5%	39%	41%	47%	42%	38%	42%
Donald Trump	44%	4%	44%	87%	40%	46%	47%	45%	51%	41%
About even	6%	10%	9%	2%	13%	5%	1%	4%	5%	11%
Unsure	7%	7%	13%	5%	9%	8%	5%	9%	6%	7%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	42%	40%	44%	40%	43%
Donald Trump	44%	48%	40%	48%	41%
About even	6%	4%	9%	5%	7%
Unsure	7%	8%	7%	6%	9%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	42%	81%	1%	51%	41%
Donald Trump	44%	3%	95%	29%	46%
About even	6%	8%	2%	7%	6%
Unsure	7%	8%	3%	13%	7%

# Likely NH Voters

October 2024

# Likely NH Voters

October 2024

16. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle immigration policy?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	45%	86%	35%	5%	47%	42%	46%	45%	40%	46%
Donald Trump	46%	6%	42%	91%	40%	50%	49%	45%	54%	43%
About even	4%	5%	11%	1%	6%	4%	3%	4%	3%	6%
Unsure	4%	4%	12%	3%	6%	4%	2%	5%	3%	4%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	45%	43%	48%	41%	48%
Donald Trump	46%	50%	42%	50%	43%
About even	4%	3%	5%	4%	5%
Unsure	4%	4%	5%	5%	4%

# Likely NH Voters

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17. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle abortion policy?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	57%	97%	55%	14%	65%	54%	50%	53%	54%	61%
Donald Trump	31%	1%	27%	65%	28%	29%	37%	34%	31%	27%
About even	6%	1%	10%	10%	3%	9%	7%	5%	7%	7%
Unsure	6%	2%	9%	11%	4%	9%	6%	8%	8%	5%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	57%	52%	62%	53%	59%
Donald Trump	31%	35%	25%	37%	25%
About even	6%	6%	6%	6%	7%
Unsure	6%	6%	7%	5%	8%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	57%	97%	11%	69%	55%
Donald Trump	31%	0%	68%	21%	32%
About even	6%	1%	11%	8%	6%
Unsure	6%	2%	10%	2%	7%





# Likely NH Voters

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20. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle the Russia-Ukraine War?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	47%	86%	41%	7%	48%	44%	49%	46%	41%	50%
Donald Trump	44%	5%	42%	88%	42%	46%	45%	43%	51%	42%
About even	2%	3%	4%	1%	3%	2%	1%	4%	1%	3%
Unsure	7%	6%	13%	4%	8%	7%	4%	7%	7%	5%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	47%	42%	52%	45%	47%
Donald Trump	44%	48%	40%	48%	42%
About even	2%	2%	3%	2%	3%
Unsure	7%	7%	6%	5%	8%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	47%	87%	2%	63%	44%
Donald Trump	44%	4%	94%	28%	47%
About even	2%	2%	1%	2%	2%
Unsure	7%	7%	2%	8%	6%



# Likely NH Voters

October 2024

21. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would better handle policing and crime?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	46%	87%	40%	5%	44%	46%	47%	45%	40%	50%
Donald Trump	45%	6%	38%	90%	40%	47%	48%	44%	50%	44%
About even	3%	3%	6%	1%	6%	0%	1%	1%	3%	3%
Unsure	7%	5%	17%	4%	10%	6%	3%	10%	7%	4%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	46%	42%	51%	41%	50%
Donald Trump	45%	49%	41%	50%	41%
About even	3%	2%	4%	1%	4%
Unsure	7%	8%	5%	7%	6%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	46%	87%	1%	61%	44%
Donald Trump	45%	3%	96%	29%	47%
About even	3%	2%	1%	2%	3%
Unsure	7%	7%	2%	8%	6%

# Likely NH Voters

October 2024

22. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would stand up more to extremists in their own party?

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Leaned Party ID	Age	Income
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# Likely NH Voters

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23. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is more corrupt?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	32%	4%	29%	64%	31%	33%	33%	34%	37%	29%
Donald Trump	54%	94%	51%	14%	58%	52%	53%	53%	47%	58%
About even	9%	2%	10%	15%	7%	12%	7%	7%	10%	9%
Unsure	5%		10%	7%	5%	3%	7%	6%	5%	4%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	32%	36%	27%	35%	30%
Donald Trump	54%	50%	59%	49%	59%
About even	9%	8%	11%	9%	9%
Unsure	5%	6%	4%	7%	3%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	32%	4%	69%	18%	34%
Donald Trump	54%	95%	7%	70%	52%
About even	9%	1%	16%	4%	10%
Unsure	5%		8%	8%	4%



# Likely NH Voters

October 2024

25. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is a better role model for young people?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	54%	95%	50%	12%	57%	52%	53%	51%	49%	60%
Donald Trump	28%	1%	21%	60%	26%	27%	32%	34%	27%	25%
About even	9%	2%	14%	15%	9%	11%	9%	8%	14%	7%
Unsure	8%	3%	14%	13%	8%	10%	7%	7%	11%	8%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	54%	49%	61%	49%	58%
Donald Trump	28%	34%	21%	33%	24%
About even	9%	10%	9%	10%	9%
Unsure	8%	7%	10%	8%	9%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	54%	96%	7%	67%	53%
Donald Trump	28%		65%	16%	30%
About even	9%	1%	16%	12%	9%
Unsure	8%	3%	12%	5%	9%

# Likely NH Voters

October 2024

26. Please tell us about some of your qualities and what you think you bring to the table.



# Likely NH Voters

October 2024

28. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is more of a bully?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	16%	1%	16%	31%	15%	17%	13%	17%	16%	16%
Donald Trump	67%	98%	67%	35%	71%	63%	70%	67%	63%	71%
About even	11%	0%	10%	23%	7%	13%	14%	10%	13%	9%
Unsure	6%		7%	11%	7%	7%	3%	6%	8%	5%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	16%	17%	13%	17%	15%
Donald Trump	67%	64%	72%	65%	69%
About even	11%	11%	11%	12%	11%
Unsure	6%	7%	4%	6%	5%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	16%	1%	34%	3%	17%
Donald Trump	67%	99%	30%	81%	66%
About even	11%	0%	24%	13%	11%
Unsure	6%		12%	3%	6%



# Likely NH Voters

October 2024

29. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – is a better public speaker?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	51%	89%	46%	11%	52%	52%	48%	52%	45%	54%
Donald Trump	37%	2%	30%	77%	36%	36%	40%	37%	40%	36%
About even	9%	6%	12%	10%	9%	8%	9%	9%	10%	7%
Unsure	4%	3%	12%	1%	4%	4%	2%	2%	6%	2%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	51%	47%	55%	46%	54%
Donald Trump	37%	41%	33%	45%	30%
About even	9%	8%	9%	6%	11%
Unsure	4%	4%	3%	3%	5%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	51%	89%	7%	60%	49%
Donald Trump	37%	1%	82%	28%	39%
About even	9%	6%	10%	9%	8%
Unsure	4%	4%	1%	3%	4%

# Likely NH Voters

October 2024

30. Please tell us about some of the qualities of the two major-party candidates. Regardless of who you vote for, who do you think ... – would make a scarier Halloween costume?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Kamala Harris	26%	4%	26%	50%	24%	27%	27%	26%	27%	25%
Donald Trump	50%	81%	43%	19%	51%	52%	48%	52%	50%	51%
About even	13%	5%	13%	21%	13%	12%	13%	10%	16%	13%
Unsure	11%	10%	18%	10%	13%	9%	12%	11%	8%	12%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Kamala Harris	26%	30%	21%	29%	23%
Donald Trump	50%	47%	54%	48%	52%
About even	13%	12%	13%	14%	13%
Unsure	11%	10%	12%	10%	12%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Kamala Harris	26%	4%	55%	16%	27%
Donald Trump	50%	82%	14%	59%	49%
About even	13%	5%	18%	5%	14%
Unsure	11%	9%	13%	20%	10%

# Likely NH Voters

October 2024

# Likely NH Voters

October 2024

32. If your preferred presidential candidate loses the election, will you accept or not accept the results?

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
De nitely accept	46%	58%	50%	34%	43%	48%	47%	39%	49%	49%
Probably accept	35%	33%	34%	38%	35%	35%	35%	32%	33%	38%
Probably not accept	15%	8%	12%	23%	18%	13%	14%	21%	17%	10%
De nitely not accept	4%	1%	5%	5%	4%	3%	3%	8%	1%	3%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
De nitely accept	46%	45%	48%	47%	46%
Probably accept	35%	32%	38%	37%	34%
Probably not accept	15%	19%	10%	13%	16%
De nitely not accept	4%	4%	3%	3%	4%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
De nitely accept	46%	57%	31%	46%	46%
Probably accept	35%	34%	39%	47%	34%
Probably not accept	15%	8%	24%	6%	16%
De nitely not accept	4%	2%	6%	1%	4%

# Likely NH Voters

October 2024

33. 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. – Donald Trump

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	40%	1%	36%	83%	37%	42%	43%	43%	45%	36%
Unfavorable	58%	98%	58%	14%	60%	56%	57%	56%	51%	62%
No Opinion	2%	1%	6%	2%	4%	2%	1%	1%	4%	1%
Never heard of										

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	40%	45%	34%	44%	37%
Unfavorable	58%	52%	64%	54%	61%
No Opinion	2%	3%	1%	2%	2%
Never heard of					

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Favorable	40%	2%	90%	25%	42%
Unfavorable	58%	98%	7%	72%	56%
No Opinion	2%	0%	3%	3%	2%
Never heard of					

# Likely NH Voters

October 2024

34. 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. – Barack Obama

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	57%	96%	48%	17%	64%	54%	51%	54%	52%	63%
Unfavorable	37%	2%	41%	73%	27%	41%	42%	38%	40%	34%
No Opinion	7%	3%	11%	9%	8%	5%	7%	9%	7%	3%
Never heard of	0%			0%	1%				1%	

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	57%	51%	64%	50%	62%
Unfavorable	37%	40%	33%	43%	32%
No Opinion	7%	9%	4%	7%	6%
Never heard of	0%	0%			0%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Favorable	57%	95%	16%	69%	55%
Unfavorable	37%	2%	77%	23%	38%
No Opinion	7%	3%	7%	8%	6%
Never heard of	0%		0%		0%

# Likely NH Voters

October 2024

35. 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. – Joe Biden

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	41%	79%	33%	4%	38%	41%	44%	39%	39%	45%
Unfavorable	53%	15%	57%	91%	53%	54%	49%	54%	55%	51%
No Opinion	6%	6%	9%	5%	8%	3%	7%	6%	6%	4%
Never heard of	0%		1%	1%		1%		0%	1%	

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	41%	36%	46%	37%	44%
Unfavorable	53%	56%	49%	56%	51%
No Opinion	6%	8%	4%	7%	5%
Never heard of	0%	0%	0%	0%	0%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Favorable	41%	80%	1%	50%	40%
Unfavorable	53%	12%	96%	41%	54%
No Opinion	6%	8%	2%	9%	6%
Never heard of	0%		1%		0%

# Likely NH Voters

October 2024

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. – Kamala Harris

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	51%	94%	46%	7%	56%	49%	48%	51%	47%	54%
Unfavorable	44%	4%	48%	87%	39%	47%	48%	42%	50%	43%
No Opinion	4%	2%	5%	5%	4%	5%	4%	6%	3%	3%
Never heard of	1%	0%	1%	0%	1%	0%		1%	1%	0%

	Education		Gender		
	Total	No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	51%	47%	56%	46%	54%
Unfavorable	44%	47%	41%	49%	41%
No Opinion					



# Likely NH Voters

October 2024

Likely NH Voters

# Likely NH Voters

October 2024

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. – Maggie Hassan

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	43%	75%	39%	12%	38%	45%	46%	40%	40%	46%
Unfavorable	36%	6%	42%	67%	30%	38%	41%	38%	37%	35%
No Opinion	18%	15%	15%	19%	26%	14%	13%	18%	21%	17%
Never heard of	3%	4%	4%	1%	6%	2%		4%	2%	3%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	43%	39%	48%	42%	44%
Unfavorable	36%	40%	32%	44%	30%
No Opinion	18%	17%	18%	10%	24%
Never heard of	3%	4%	2%	4%	2%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Favorable	43%	76%	9%	50%	42%
Unfavorable	36%	7%	70%	28%	37%
No Opinion	18%	14%	19%	22%	17%
Never heard of	3%	4%	2%		3%

# Likely NH Voters

October 2024

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. – Chris Sununu

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	53%	30%	62%	75%	42%	56%	62%	48%	58%	49%
Unfavorable	37%	60%	28%	17%	45%	35%	32%	42%	35%	39%
No Opinion	8%	9%	8%	6%	10%	8%	6%	8%	6%	11%
Never heard of	1%	1%	1%	1%	3%	1%		1%	1%	1%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	53%	56%	50%	56%	52%
Unfavorable	37%	33%	42%	36%	37%
No Opinion	8%	9%	7%	5%	11%
Never heard of	1%	2%	1%	3%	0%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Favorable	53%	34%	75%	48%	54%
Unfavorable	37%	56%	17%	48%	36%
No Opinion	8%	8%	7%	5%	9%
Never heard of	1%	1%	1%		2%

# Likely NH Voters

October 2024

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. – Mike Johnson

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	16%	3%	14%	30%	9%	12%	29%	15%	16%	15%
Unfavorable	31%	53%	29%	9%	25%	32%	39%	27%	27%	39%
No Opinion	27%	22%	24%	33%	32%	29%	18%	26%	26%	28%
Never heard of	26%	22%	33%	29%	33%	27%	15%	32%	31%	19%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	16%	16%	16%	21%	12%
Unfavorable	31%	24%	40%	38%	26%
No Opinion	27%	29%	25%	22%	30%
Never heard of	26%	31%	19%	19%	32%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Favorable	16%	4%	31%	14%	16%
Unfavorable	31%	52%	9%	49%	29%
No Opinion	27%	21%	31%	15%	29%
Never heard of	26%	24%	29%	22%	26%

# Likely NH Voters

October 2024

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. – Chase Oliver

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+

Favorable

# Likely NH Voters

October 2024

# Likely NH Voters

October 2024

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. – Stephen Villet

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	2%	1%	3%	4%	3%	2%	1%	5%	1%	2%
Unfavorable	5%	4%	3%	5%	8%	2%	4%	8%	6%	3%
No Opinion	29%	27%	28%	31%	35%	26%	26%	30%	30%	30%
Never heard of	64%	68%	66%	60%	54%	70%	69%	57%	63%	65%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	2%	2%	2%	3%	1%
Unfavorable	5%	6%	4%	7%	2%
No Opinion	29%	28%	30%	28%	30%
Never heard of	64%	64%	65%	62%	66%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Favorable	2%	1%	3%		2%
Unfavorable	5%	5%	5%	2%	5%
No Opinion	29%	27%	31%	27%	29%
Never heard of	64%	67%	61%	72%	63%



# Likely NH Voters

October 2024

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. – Kelly Ayotte

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	42%	10%	49%	76%	32%	44%	52%	43%	46%	38%
Unfavorable	44%	76%	42%	10%	50%	44%	38%	43%	40%	52%
No Opinion	11%	11%	6%	12%	14%	11%	9%	11%	14%	9%
Never heard of	2%	3%	3%	2%	4%	2%	1%	3%	1%	2%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	42%	44%	40%	47%	38%
Unfavorable	44%	40%	49%	40%	47%
No Opinion	11%	13%	9%	10%	13%
Never heard of	2%	3%	1%	3%	2%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Favorable	42%	14%	75%	36%	43%
Unfavorable	44%	73%	10%	61%	42%
No Opinion	11%	11%	13%	3%	13%
Never heard of	2%	2%	2%		3%

# Likely NH Voters

October 2024

# Likely NH Voters

October 2024

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. – JD Vance

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	35%	3%	24%	73%	26%	37%	43%	32%	37%	35%
Unfavorable	49%	86%	48%	10%	51%	47%	50%	42%	45%	55%
No Opinion	11%	6%	22%	12%	15%	10%	7%	17%	11%	8%
Never heard of	5%	5%	6%	5%	8%	6%	1%	8%	7%	2%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	35%	36%	34%	40%	31%
Unfavorable	49%	43%	56%	47%	50%
No Opinion	11%	14%	7%	9%	13%
Never heard of	5%	7%	3%	4%	6%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Favorable	35%	2%	76%	27%	36%

# Likely NH Voters

October 2024

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. – Tim Walz

	Leaned Party ID			Age			Income			
	Total	Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+

Favorable

# Likely NH Voters

October 2024

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. – Benjamin Netanyahu

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	23%	7%	21%	42%	10%	24%	40%	21%	23%	24%
Unfavorable	37%	57%	37%	15%	41%	34%	36%	30%	33%	42%
No Opinion	22%	21%	26%	22%	23%	26%	17%	23%	23%	22%
Never heard of	17%	15%	16%	20%	26%	16%	8%	26%	21%	11%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	23%	24%	23%	30%	18%
Unfavorable	37%	29%	46%	39%	34%
No Opinion	22%	24%	20%	18%	27%
Never heard of	17%	23%	11%	12%	21%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Favorable	23%	7%	44%	24%	23%
Unfavorable	37%	58%	12%	45%	36%
No Opinion	22%	20%	23%	22%	23%
Never heard of	17%	16%	20%	9%	18%

# Likely NH Voters

October 2024

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. – Vladimir Putin

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	4%	1%	2%	6%	6%	2%	3%	3%	6%	3%
Unfavorable	85%	94%	86%	75%	80%	83%	93%	78%	82%	89%
No Opinion	9%	3%	6%	16%	11%	13%	2%	14%	9%	8%
Never heard of	2%	1%	6%	2%	3%	2%	3%	6%	3%	

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	4%	5%	3%	4%	4%
Unfavorable	85%	79%	91%	86%	83%
No Opinion	9%	13%	5%	9%	9%
Never heard of	2%	3%	1%	1%	4%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Favorable	4%	2%	6%	4%	4%
Unfavorable	85%	94%	73%	95%	83%
No Opinion	9%	3%	18%	1%	11%
Never heard of	2%	2%	3%		3%

# Likely NH Voters

October 2024

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. – Volodymyr Zelenskyy

# 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. – Viktor Orbán

	Total	Leaned Party ID			Age			Income		
		Democrat	Independent	Republican	18-44	45-64	65+	LT \$50k	\$50-\$100k	\$100k+
Favorable	4%	1%	1%	7%	4%	3%	5%	4%	2%	5%
Unfavorable	24%	40%	17%	9%	23%	21%	30%	21%	21%	28%
No Opinion	25%	20%	21%	30%	27%	25%	21%	22%	27%	24%
Never heard of	47%	39%	60%	54%	46%	51%	45%	54%	51%	43%

	Total	Education		Gender	
		No 4-Yr Degree	4-Yr Degree+	Man	Woman
Favorable	4%	2%	6%	5%	2%
Unfavorable	24%	20%	29%	28%	21%
No Opinion	25%	23%	26%	26%	24%
Never heard of	47%	54%	39%	41%	53%

	Total	2024 vote		Union household	
		Harris voters	Trump voters	Yes	No
Favorable	4%	1%	7%	1%	4%
Unfavorable	24%	39%	7%	36%	23%
No Opinion	25%	20%	28%	20%	25%
Never heard of	47%	39%	58%	43%	48%



# Likely NH Voters

October 2024

53. Are you or is anyone in your household a member of a labor union?

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