A SURVEY OF REGISTERED NEW HAMPSHIRE VOTERS

July 24-25, 2024

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NEW HAMPSHIRE INSTITUTE OF POLITICS
Saint Anselm College

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Survey Notes

These results are from a Saint Anselm College Survey Center poll based on online surveys of 2083 New Hampshire registered voters. Surveys were collected between July 24th and 25th, 2024, from cell phone users randomly drawn from a sample of registered voters reflecting the demographic and partisan characteristics of the voting population. Names were presented in random order for the favorability and ballot questions. The survey has an overall margin of sampling error of +/- 2.1% with a confidence interval of 95%. The data are weighted for age, gender, geography, and education based on a voter demographic model derived from historical voting patterns, but are not weighted by party registration or party identification.

Questions Tested

Would you say that things in our country are heading in the right direction, or have things gotten off on the wrong track?

- Right Track
- Wrong Track
- Unsure

If the election for Congress were held today, for which candidate would you likely vote?

- Democratic
- Republican
- Other
- Unsure

What is your opinion of Kamala Harris?
What is your opinion of Donald Trump?

- Strongly Favorable
- Somewhat Favorable
- Somewhat Unfavorable
- Strongly Unfavorable
- No Opinion
- Never Heard Of

Which of the below issues is most important in determining how you vote?

- Abortion
- Crime
- Economy/Inflation
- Education
- Elections/Voting
- Environment/Climate
- Government Spending/Taxes
- Gun Regulation
- Health Care
- Immigration
- Israel/Palestine
- National Security
- Russian/Chinese Expansionism
- Other _____

If the Presidential election were held today, for whom would you vote?

- Kamala Harris
- Donald Trump
- Robert F. Kennedy, Jr.
- Chase Oliver
- Jill Stein
- Cornel West
- Someone Else
- Unsure

Are you committed to your vote, or could your preference change between now and Election Day?

- Committed
- Could change

Summary

New Hampshire Institute of Politics Executive Director Neil Levesque summarized the results, saying, "With President Joe Biden bowing out of the race and endorsing his Vice President Kamala Harris, the presidential campaign has been reset as Harris has become the new favorite to win New Hampshire. Free of Biden's baggage, Harris consolidates her party, enough to give her a 6-point edge."

Former President Donald Trump remains the same candidate he was in June. 43% of respondents have a favorable opinion of Trump versus 56% that have an unfavorable opinion. This is virtually identical to his 42%-57% favorable rating in June.

Presumptive Democratic nominee Kamala Harris is a stronger candidate than President Joe Biden. Harris' image is even at 49%-49%. This is a significant improvement over Biden's net negative 20 points (39%-59%) recorded in June.

The candidates' relative popularity translates directly into a ballot lead for Harris. Harris currently leads Trump by 6 points, 50%-44%.

Trump hasn't lost support; Harris consolidates votes that Biden left scattered. Trump led Biden 44%-42% in June. Harris improves over Biden by 8 points by taking 4 points from minor candidates and 4 points from "unsure".

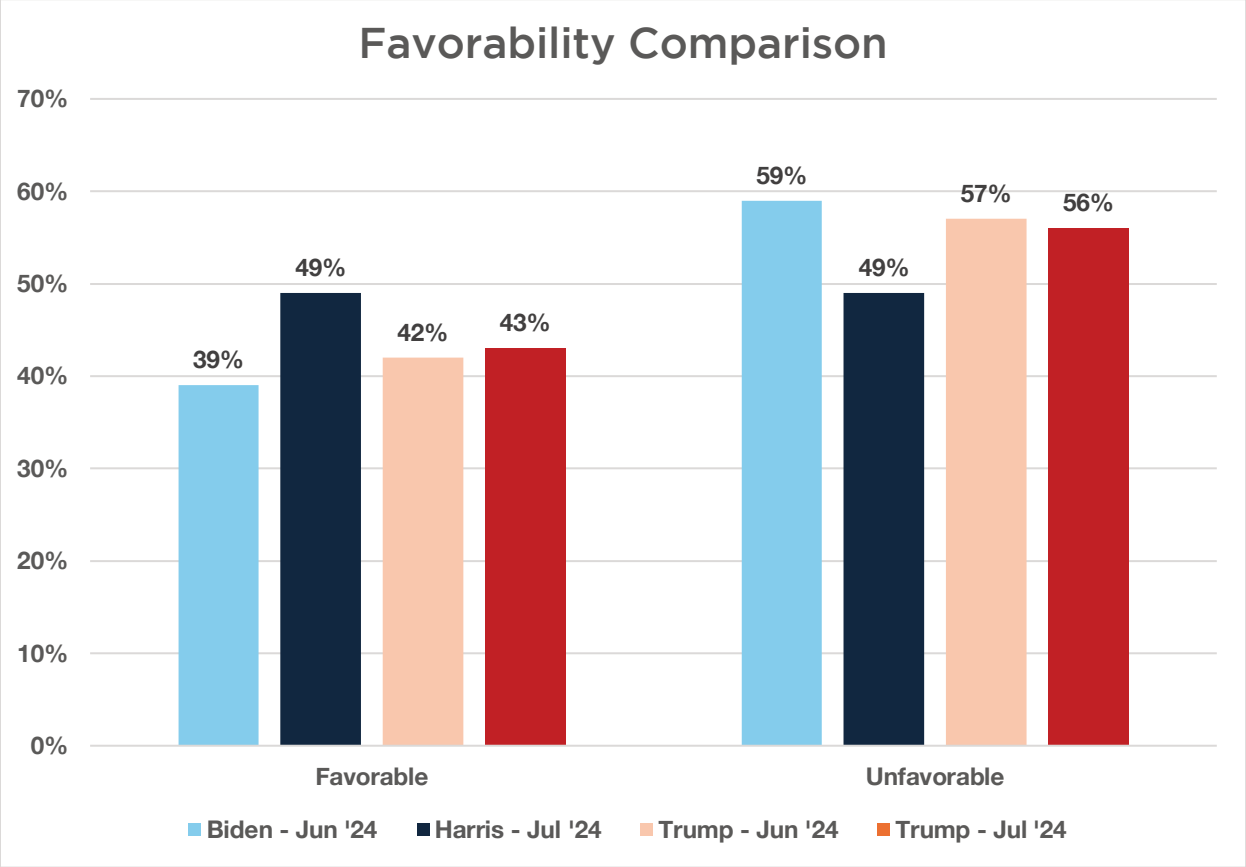
Whereas Biden underperformed the generic ballot, Harris runs ahead of her party. At 42% on the ballot, Biden trailed the generic Democratic ballot by 4 points in June. By contrast, Harris's 50% is 3 points ahead of the current generic Democratic ballot.

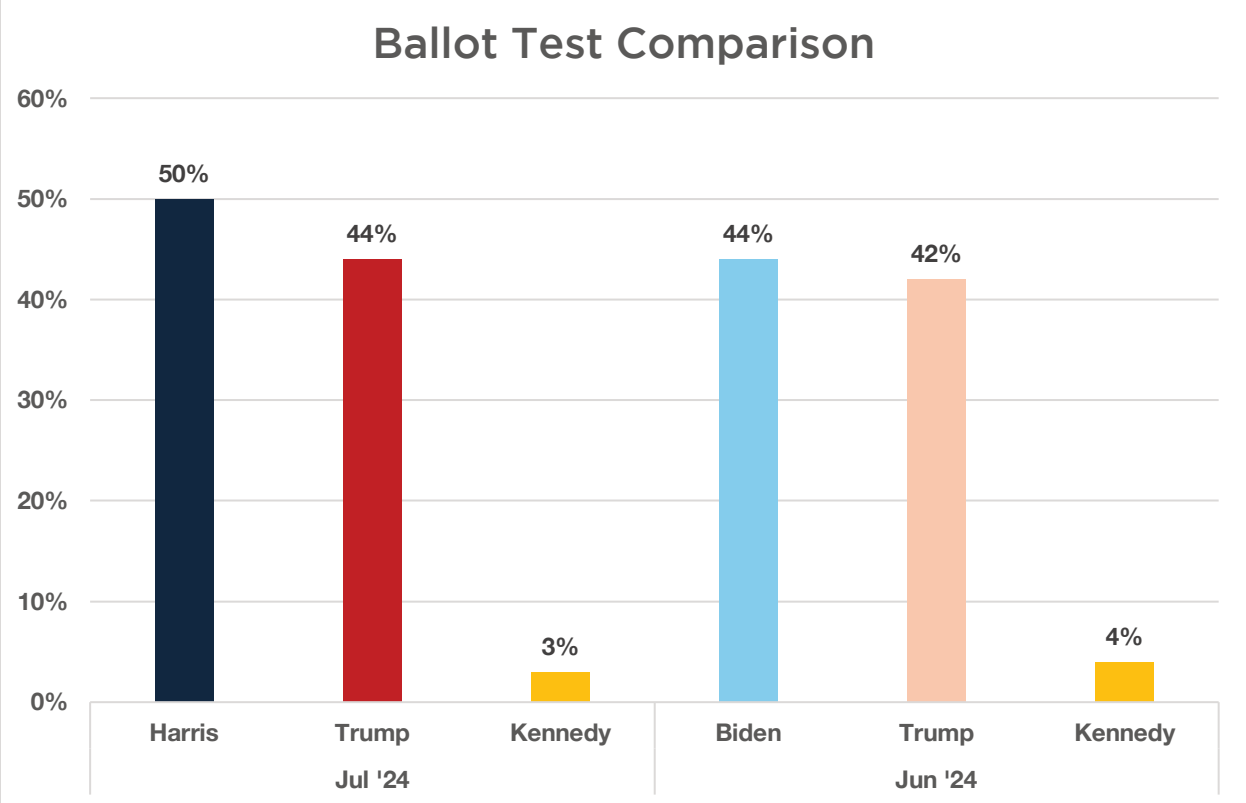
Harris has gained the partisan intensity that eluded Biden. 94% of Democratic voters are supporting Harris, compared to only 82% that were supporting Biden in June.

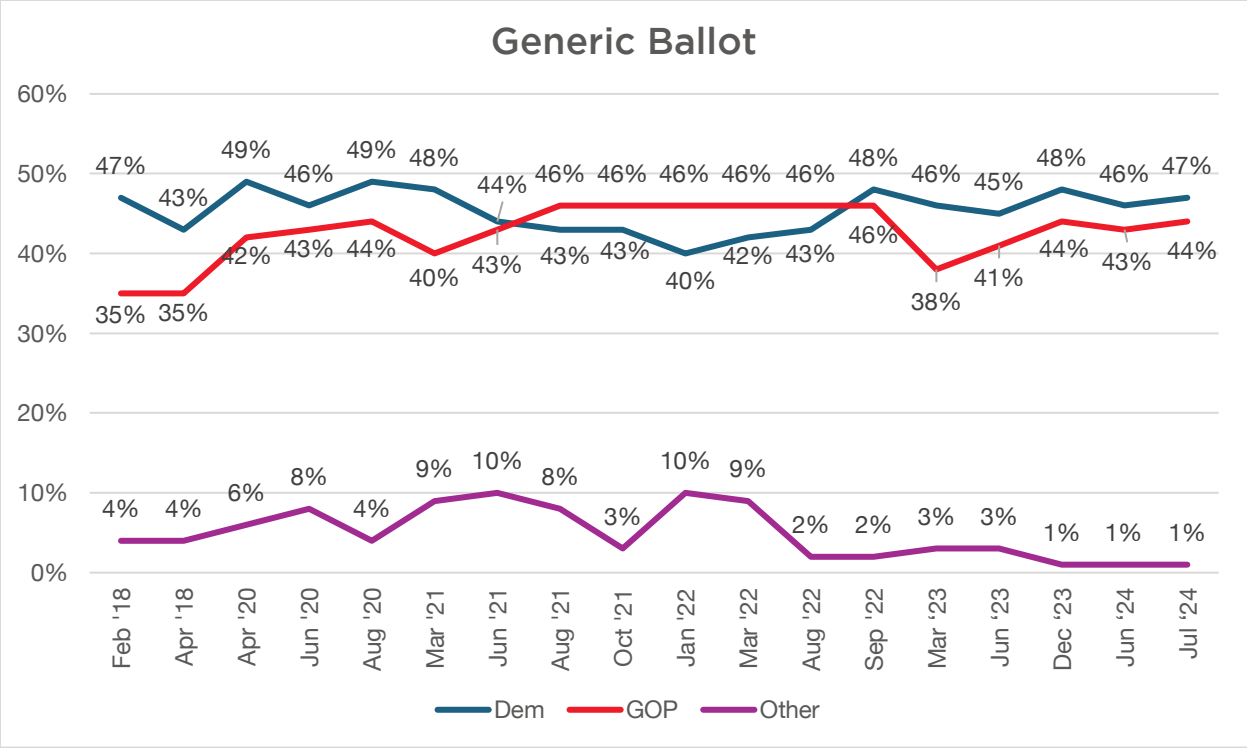
Liberal voters have come home for Harris. Biden suffered a notable weakness among his party's liberal base, garnering support from only 83% of somewhat liberal and 67% of very liberal voters. By contrast, Harris gets 92% and 95% respectively.

The presidential campaign will likely remain fluid throughout the fall as Harris takes center stage for the first time during this contest. Voters may adjust their perception of the Vice President as the race settles in the coming weeks.

Charts


Favorability Comparison
70%
60%
50%
40%
30%
20%
10%
0%
39%
49%
42%
43%
59%
49%
57%
56%
Favorable
Unfavorable
Biden - Jun '24
Harris - Jul '24
Trump - Jun '24
Trump - Jul '24


Ballot Test Comparison
60%
50%
40%
30%
20%
10%
0%
50%
44%
3%
44%
42%
4%
Harris
Trump
Kennedy
Biden
Trump
Kennedy
Jul '24
Jun '24


Generic Ballot
60%
50%
40%
30%
20%
10%
0%
47% 43% 49% 46% 49% 48% 44% 46% 46% 46% 46% 46% 48% 46% 45% 48% 46% 47%
35% 35% 42% 43% 44% 40% 43% 43% 43% 40% 42% 43% 46% 38% 41% 44% 43% 44%
4% 4% 6% 8% 4% 9% 10% 8% 3% 10% 9% 2% 2% 3% 3% 1% 1% 1%
Feb '18
Apr '18
Apr '20
Jun '20
Aug '20
Mar '21
Jun '21
Aug '21
Oct '21
Jan '22
Mar '22
Aug '22
Sep '22
Mar '23
Jun '23
Dec '23
Jun '24
Jul '24
Dem
GOP
Other

July 24-25, 2024 | n = 2083 | New Hampshire Registered Voters | MoE +/- 2.1%

Would you say that things in our country are heading in the right direction, or have things gotten off on the wrong track?

		Frequency	Percent
	Right Track	543	26
	Wrong Track	1353	65
	Unsure	187	9
	Total	2083	100

If the election for Congress were held today, for which candidate would you likely vote?

		Frequency	Percent
	Democratic	986	47
	Republican	918	44
	Other	19	1
	Unsure	160	8
	Total	2083	100

What is your opinion of Kamala Harris?

		Frequency	Percent
	Strongly Favorable	678	33
	Somewhat Favorable	344	17
	Somewhat Unfavorable	100	5
	Strongly Unfavorable	931	45
	No Opinion	17	1
	Never Heard Of	13	1
	Favorable	1022	49
	Unfavorable	1031	49
	No Opinion	30	1
	Total	2083	100

What is your opinion of Donald Trump?

		Frequency	Percent
	Strongly Favorable	610	29
	Somewhat Favorable	292	14
	Somewhat Unfavorable	65	3
	Strongly Unfavorable	1108	53
	No Opinion	3	0
	Never Heard Of	5	0
	Favorable	902	43
	Unfavorable	1173	56
	No Opinion	8	0
	Total	2083	100

Which of the below issues is most important in determining how you vote?

		Frequency	Percent
	Economy/Inflation	533	26
	Abortion	315	15
	Immigration	284	14
	Elections/Voting	153	7
	National Security	150	7
	Government Spending/Taxes	144	7
	Environment/Climate	131	6
	Health Care	118	6
	Gun Regulation	56	3
	Education	42	2
	Russian/Chinese Expansionism	35	2
	Israel/Palestine	12	1
	Crime	11	1
	Other	77	4
	Unsure	20	1
	Total	2083	100

If the Presidential election were held today, for whom would you vote?

		Frequency	Percent
	Harris	1038	50
	Trump	908	44
	Kennedy	60	3
	Oliver	3	0
	Stein	8	0
	West	6	0
	Someone Else	11	1
	Unsure	48	2
	Total	2083	100

Are you committed to your vote, or could your preference change between now and Election Day?

		Frequency	Percent
	Committed	1750	84
	Could Change	333	16
	Total	2083	100

Unfavorable Opinion of Both Candidates

		Frequency	Percent
	Unfavorable of Both	148	7
	Favorable of One or Both	1935	93
	Total	2083	100

July 24-25, 2024 | n = 2083 | New Hampshire Registered Voters | MoE +/- 2.1%

Would you say that things in our country are heading in the right direction, or have things gotten off on the wrong track?

		Right Track	Wrong Track	Unsure
Gender	Female	25%	64%	10%
	Male	27%	66%	7%
Age	18-34	15%	73%	12%
	35-54	23%	66%	11%
	55-64	28%	66%	6%
	65+	33%	60%	8%
Education	High School or Less	23%	73%	5%
	Some College/Associates Degree	25%	68%	6%
	College Graduate	24%	63%	13%
	Graduate/Professional School	34%	54%	12%
Ideology	Very Conservative	2%	97%	1%
	Somewhat Conservative	10%	86%	4%
	Moderate	27%	58%	16%
	Somewhat Liberal	49%	37%	14%
	Very Liberal	46%	36%	18%
Ideology	Conservative	7%	90%	3%
	Moderate	27%	58%	16%
	Liberal	49%	37%	15%
Party Registration	Democratic	52%	34%	14%
	Republican	3%	96%	2%
	Undeclared	25%	65%	11%
Party Identification	Democratic	49%	35%	16%
	Republican	3%	95%	1%
	Swing	18%	70%	12%
Region	North Country/Lakes	24%	66%	9%
	Monadnock/Dartmouth	29%	60%	11%
	Merrimack Valley	25%	65%	9%
	Seacoast/Border	26%	66%	8%
Congressional District	CD1	27%	66%	7%
	CD2	26%	64%	11%
Committed to Choice	Committed	29%	62%	9%
	Could Change	9%	83%	8%
Opinion	Unfavorable of Both	4%	89%	7%
Total		26%	65%	9%

If the election for Congress were held today, for which candidate would you likely vote?

		Democratic	Republican	Other	Unsure
Gender	Female	53%	40%	0%	7%
	Male	41%	49%	1%	8%
Age	18-34	40%	47%	4%	9%
	35-54	50%	41%	1%	8%
	55-64	41%	49%	0%	10%
	65+	52%	42%	0%	6%
Education	High School or Less	32%	60%		8%
	Some College/Associates Degree	44%	46%	1%	9%
	College Graduate	51%	40%	2%	7%
	Graduate/Professional School	63%	31%	1%	5%
Ideology	Very Conservative	1%	96%	1%	3%
	Somewhat Conservative	15%	74%		11%
	Moderate	49%	28%	7%	17%
	Somewhat Liberal	90%	5%	0%	5%
	Very Liberal	96%	1%		3%
Ideology	Conservative	11%	81%	0%	9%
	Moderate	49%	28%	7%	17%
	Liberal	92%	4%	0%	4%
Party Registration	Democratic	94%	3%	0%	2%
	Republican	4%	91%	0%	5%
	Undeclared	45%	38%	2%	15%
Party Identification	Democratic	93%	3%	1%	4%
	Republican	4%	88%	0%	8%
	Swing	28%	36%	7%	28%
Region	North Country/Lakes	40%	50%	2%	9%
	Monadnock/Dartmouth	53%	39%	0%	8%
	Merrimack Valley	48%	43%	1%	9%
	Seacoast/Border	47%	46%	1%	6%
Congressional District	CD1	46%	44%	1%	9%
	CD2	48%	44%	1%	7%
Committed to Choice	Committed	52%	45%	0%	3%
	Could Change	26%	37%	5%	33%
Opinion	Unfavorable of Both	16%	40%	11%	33%
Total		47%	44%	1%	8%

What is your opinion of Kamala Harris?				
		Favorable	Unfavorable	No Opinion
Gender	Female	55%	44%	1%
	Male	43%	56%	1%
Age	18-34	42%	54%	4%
	35-54	51%	48%	1%
	55-64	44%	55%	2%
	65+	55%	45%	1%
Education	High School or Less	34%	63%	3%
	Some College/Associates Degree	47%	52%	2%
	College Graduate	53%	47%	0%
	Graduate/Professional School	65%	34%	1%
Ideology	Very Conservative	1%	97%	1%
	Somewhat Conservative	19%	78%	3%
	Moderate	50%	49%	2%
	Somewhat Liberal	90%	9%	0%
	Very Liberal	96%	4%	
Ideology	Conservative	14%	84%	2%
	Moderate	50%	49%	2%
	Liberal	92%	8%	0%
Party Registration	Democratic	94%	6%	0%
	Republican	5%	93%	1%
	Undeclared	49%	49%	2%
Party Identification	Democratic	92%	7%	1%
	Republican	7%	92%	1%
	Swing	37%	55%	8%
Region	North Country/Lakes	43%	57%	1%
	Monadnock/Dartmouth	53%	45%	2%
	Merrimack Valley	50%	48%	2%
	Seacoast/Border	48%	50%	1%
Congressional District	CD1	48%	50%	1%
	CD2	50%	49%	1%
Committed to Choice	Committed	53%	46%	1%
	Could Change	29%	65%	6%
Total		49%	49%	1%

What is your opinion of Kamala Harris?

		Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	No Opinion	Never Heard Of
Gender	Female	40%	15%	4%	40%	1%	1%
	Male	25%	18%	6%	50%	1%	0%
Age	18-34	19%	22%	7%	46%		4%
	35-54	31%	19%	5%	44%	1%	
	55-64	31%	12%	4%	51%	2%	
	65+	41%	14%	4%	40%	0%	
Education	High School or Less	27%	7%	6%	57%	1%	2%
	Some College/Associates Degree	31%	15%	4%	48%	1%	1%
	College Graduate	30%	22%	5%	42%	0%	
	Graduate/Professional School	44%	20%	4%	30%	1%	1%
Ideology	Very Conservative	0%	1%	2%	96%		1%
	Somewhat Conservative	9%	10%	8%	70%	1%	1%
	Moderate	28%	22%	9%	39%	2%	
	Somewhat Liberal	63%	27%	3%	6%	0%	
	Very Liberal	71%	26%	0%	3%		
Ideology	Conservative	6%	7%	6%	78%	1%	1%
	Moderate	28%	22%	9%	39%	2%	
	Liberal	65%	27%	2%	6%	0%	
Party Registration	Democratic	72%	22%	2%	3%	0%	
	Republican	2%	3%	4%	89%	0%	1%
	Undeclared	25%	24%	7%	42%	1%	1%
Party Identification	Democratic	65%	27%	3%	4%	1%	
	Republican	3%	4%	6%	86%	0%	1%
	Swing	11%	25%	9%	47%	3%	5%
Region	North Country/Lakes	26%	17%	4%	52%	1%	
	Monadnock/Dartmouth	39%	14%	4%	41%	1%	1%
	Merrimack Valley	33%	18%	5%	43%	1%	0%
	Seacoast/Border	32%	16%	5%	45%	0%	1%
Congressional District	CD1	32%	17%	6%	44%	1%	1%
	CD2	34%	16%	4%	45%	1%	1%
Committed to Choice	Committed	38%	15%	2%	45%	0%	0%
	Could Change	4%	25%	21%	44%	4%	2%
Opinion	Unfavorable of Both			43%	57%		
Total		33%	17%	5%	45%	1%	1%

What is your opinion of Donald Trump?

		Favorable	Unfavorable	No Opinion
Gender	Female	39%	61%	0%
	Male	48%	52%	0%
Age	18-34	51%	48%	1%
	35-54	40%	59%	0%
	55-64	49%	51%	0%
	65+	39%	61%	
Education	High School or Less	59%	41%	
	Some College/Associates Degree	46%	53%	1%
	College Graduate	40%	60%	0%
	Graduate/Professional School	27%	73%	0%
Ideology	Very Conservative	96%	4%	
	Somewhat Conservative	69%	30%	1%
	Moderate	33%	66%	1%
	Somewhat Liberal	5%	95%	
	Very Liberal	2%	97%	0%
Ideology	Conservative	78%	22%	1%
	Moderate	33%	66%	1%
	Liberal	4%	96%	0%
Party Registration	Democratic	3%	97%	0%
	Republican	88%	12%	
	Undeclared	39%	61%	1%
Party Identification	Democratic	3%	97%	0%
	Republican	85%	14%	0%
	Swing	41%	58%	1%
Region	North Country/Lakes	48%	51%	1%
	Monadnock/Dartmouth	39%	60%	0%
	Merrimack Valley	41%	58%	0%
	Seacoast/Border	46%	54%	1%
Congressional District	CD1	43%	56%	0%
	CD2	43%	57%	0%
Committed to Choice	Committed	45%	55%	0%
	Could Change	36%	62%	2%
Total		43%	56%	0%

What is your opinion of Donald Trump?

		Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	No Opinion	Never Heard Of
Gender	Female	27%	12%	3%	58%	0%	0%
	Male	32%	16%	4%	48%		0%
Age	18-34	31%	20%	2%	46%		1%
	35-54	25%	15%	4%	56%	0%	0%
	55-64	33%	16%	4%	46%		0%
	65+	29%	9%	2%	59%		
Education	High School or Less	41%	19%	3%	37%		
	Some College/Associates Degree	34%	12%	2%	51%	0%	1%
	College Graduate	23%	16%	3%	57%		0%
	Graduate/Professional School	18%	9%	4%	69%		0%
Ideology	Very Conservative	82%	14%	1%	3%		
	Somewhat Conservative	40%	29%	6%	24%	0%	1%
	Moderate	22%	11%	5%	61%	0%	0%
	Somewhat Liberal	2%	3%	2%	93%		
	Very Liberal	2%			97%		0%
Ideology	Conservative	53%	25%	4%	17%	0%	0%
	Moderate	22%	11%	5%	61%	0%	0%
	Liberal	2%	2%	1%	94%		0%
Party Registration	Democratic	2%	1%	1%	95%	0%	0%
	Republican	68%	20%	4%	8%		
	Undeclared	20%	19%	4%	56%	0%	1%
Party Identification	Democratic	1%	2%	1%	96%	0%	0%
	Republican	60%	25%	5%	10%		0%
	Swing	16%	26%	5%	53%	1%	
Region	North Country/Lakes	33%	15%	4%	47%	1%	
	Monadnock/Dartmouth	29%	11%	4%	57%		0%
	Merrimack Valley	29%	13%	3%	55%	0%	0%
	Seacoast/Border	29%	17%	3%	51%		1%
Congressional District	CD1	29%	14%	3%	53%	0%	0%
	CD2	30%	14%	3%	53%	0%	0%
Committed to Choice	Committed	34%	11%	2%	54%		0%
	Could Change	6%	30%	10%	51%	1%	1%
Opinion	Unfavorable of Both			36%	64%		
Total		29%	14%	3%	53%	0%	0%

Which of the below issues is most important in determining how you vote?

		Economy/Inflation	Abortion	Immigration	Elections/Voting	National Security	Government Spending/Taxes	Environment/Climate	Health Care	Gun Regulation	Education	Russian/Chinese Expansionism	Israel/Palestine	Crime	Other	Unsure
Gender	Female	23%	23%	11%	5%	8%	5%	7%	6%	3%	3%	1%	0%	0%	4%	1%
	Male	29%	7%	17%	10%	6%	9%	6%	5%	2%	1%	2%	1%	1%	4%	1%
Age	18-34	30%	13%	4%	7%	5%	8%	7%	8%	3%	4%	1%	2%	1%	7%	
	35-54	30%	15%	10%	9%	7%	7%	6%	6%	4%	2%	1%	0%	0%	3%	1%
	55-64	26%	14%	20%	7%	7%	6%	4%	5%	1%	1%	2%	0%	1%	4%	1%
	65+	19%	17%	17%	7%	8%	7%	8%	5%	3%	2%	2%	1%	1%	3%	1%
Education	High School or Less	31%	14%	18%	6%	5%	9%	1%	5%	2%	3%	2%			2%	1%
	Some College/Associates Degree	23%	13%	15%	9%	11%	7%	5%	6%	3%	1%	1%	1%	1%	2%	1%
	College Graduate	29%	16%	12%	5%	5%	7%	8%	6%	3%	2%	1%	0%	1%	5%	1%
	Graduate/Professional School	18%	19%	10%	9%	7%	6%	12%	6%	3%	3%	2%	1%	0%	6%	1%
Ideology	Very Conservative	32%	8%	28%	2%	10%	13%	1%		1%	0%	2%		0%	1%	2%
	Somewhat Conservative	39%	4%	23%	5%	10%	9%	2%	1%	1%	2%	2%	0%	0%	2%	1%
	Moderate	31%	11%	8%	7%	6%	10%	3%	7%	1%	2%	1%	0%	0%	9%	1%
	Somewhat Liberal	14%	27%	2%	10%	5%	2%	11%	10%	5%	3%	3%	0%	1%	5%	1%
	Very Liberal	4%	31%	2%	14%	1%	1%	17%	16%	5%	2%		3%		4%	
Ideology	Conservative	37%	5%	24%	4%	10%	10%	2%	1%	1%	1%	2%	0%	0%	1%	1%
	Moderate	31%	11%	8%	7%	6%	10%	3%	7%	1%	2%	1%	0%	0%	9%	1%
	Liberal	11%	28%	2%	11%	4%	2%	13%	11%	5%	3%	2%	1%	1%	5%	1%
Party Reg	Democratic	11%	27%	2%	13%	5%	2%	11%	12%	5%	3%	1%	1%	0%	6%	1%
	Republican	39%	5%	24%	3%	11%	13%	0%	1%	1%	0%	1%		1%	1%	1%
	Undeclared	26%	14%	15%	7%	6%	6%	7%	5%	2%	3%	3%	1%	1%	4%	1%
Party ID	Democratic	13%	26%	2%	12%	5%	2%	12%	11%	4%	3%	2%	1%	1%	5%	1%
	Republican	39%	5%	25%	3%	10%	12%	1%	1%	1%	0%	1%	0%	1%	1%	1%
	Swing	25%	10%	14%	8%	5%	9%	5%	3%	1%	7%	3%			8%	2%
Region	North Country/Lakes	22%	15%	15%	6%	8%	8%	7%	5%	3%	2%	2%		1%	5%	1%
	Monadnock/Dartmouth	26%	16%	12%	8%	9%	6%	6%	4%	3%	2%	2%	0%		3%	1%
	Merrimack Valley	26%	15%	13%	7%	7%	7%	7%	6%	2%	2%	1%	0%	1%	4%	1%
	Seacoast/Border	26%	15%	15%	7%	6%	7%	6%	6%	3%	2%	2%	1%	0%	4%	1%
CD	CD1	26%	15%	14%	6%	7%	7%	6%	7%	2%	2%	2%	1%	1%	3%	1%
	CD2	25%	16%	14%	8%	7%	7%	6%	5%	3%	2%	1%	0%	0%	4%	1%
Committed to Choice	Committed	25%	17%	14%	8%	7%	6%	7%	6%	3%	2%	2%	1%	0%	3%	1%
	Could Change	31%	6%	13%	3%	8%	12%	4%	6%	2%	4%	2%	0%	2%	5%	1%
Opinion	Unfavorable of Both	29%	4%	13%	5%	9%	17%	1%	5%	1%	1%	2%	1%	1%	9%	3%
Total		26%	15%	14%	7%	7%	7%	6%	6%	3%	2%	2%	1%	1%	4%	1%

If the Presidential election were held today, for whom would you vote?

		Harris	Trump	Kennedy	Stein	West	Oliver	Someone Else	Unsure
Gender	Female	55%	39%	2%	1%	0%	0%	0%	3%
	Male	45%	48%	3%	0%	0%	0%	1%	2%
Age	18-34	41%	50%	6%	2%				1%
	35-54	52%	40%	3%	0%	1%		1%	3%
	55-64	45%	50%	2%			0%	1%	2%
	65+	56%	39%	2%			0%	1%	2%
Education	High School or Less	34%	60%	3%		1%			3%
	Some College/Associates Degree	47%	46%	3%	1%	0%	0%	1%	2%
	College Graduate	54%	40%	3%	0%	0%	0%	1%	1%
	Graduate/Professional School	66%	28%	2%	0%		0%	1%	3%
Ideology	Very Conservative	1%	96%	1%				1%	1%
	Somewhat Conservative	20%	71%	4%	0%		0%	1%	5%
	Moderate	51%	33%	7%	2%	1%	0%	1%	3%
	Somewhat Liberal	92%	5%	2%	0%				1%
	Very Liberal	95%	2%			2%		0%	0%
Ideology	Conservative	14%	78%	3%	0%		0%	1%	3%
	Moderate	51%	33%	7%	2%	1%	0%	1%	3%
	Liberal	93%	4%	2%	0%	0%		0%	1%
Party Registration	Democratic	94%	3%	1%	0%			0%	1%
	Republican	5%	88%	2%			0%	1%	4%
	Undeclared	51%	39%	5%	1%	1%	0%	1%	3%
Party Identification	Democratic	93%	3%	2%	0%	0%		0%	1%
	Republican	7%	86%	3%	0%		0%	1%	3%
	Swing	39%	36%	12%	3%	3%	1%	1%	4%
Region	North Country/Lakes	44%	49%	3%	2%		1%	1%	1%
	Monadnock/Dartmouth	55%	40%	3%					2%
	Merrimack Valley	50%	42%	3%	0%	1%		1%	3%
	Seacoast/Border	49%	45%	3%		0%	0%	0%	2%
Congressional District	CD1	49%	44%	4%	0%	0%	0%	0%	3%
	CD2	51%	44%	2%	0%	0%	0%	1%	2%
Committed to Choice	Committed	53%	46%	0%	0%	0%	0%	0%	0%
	Could Change	31%	32%	16%	2%	1%	1%	3%	13%
Opinion	Unfavorable of Both	21%	24%	24%	3%	4%	2%	5%	16%
Total		50%	44%	3%	0%	0%	0%	1%	2%

Are you committed to your vote, or could your preference change between now and Election Day?

		Committed	Could Change
Gender	Female	85%	15%
	Male	83%	17%
Age	18-34	76%	24%
	35-54	81%	19%
	55-64	87%	13%
	65+	88%	12%
Education	High School or Less	86%	14%
	Some College/Associates Degree	82%	18%
	College Graduate	83%	17%
	Graduate/Professional School	87%	13%
Ideology	Very Conservative	93%	7%
	Somewhat Conservative	77%	23%
	Moderate	76%	24%
	Somewhat Liberal	87%	13%
	Very Liberal	93%	7%
Ideology	Conservative	82%	18%
	Moderate	76%	24%
	Liberal	89%	11%
Party Registration	Democratic	91%	9%
	Republican	88%	12%
	Undeclared	75%	25%
Party Identification	Democratic	89%	11%
	Republican	83%	17%
	Swing	58%	42%
Region	North Country/Lakes	80%	20%
	Monadnock/Dartmouth	86%	14%
	Merrimack Valley	83%	17%
	Seacoast/Border	86%	14%
Congressional District	CD1	83%	17%
	CD2	85%	15%
Opinion	Unfavorable of Both	29%	71%
Total		84%	16%

Respondents with Unfavorable Opinion of Harris and Trump		
		Unfavorable of Both
Gender	Female	6%
	Male	9%
Age	18-34	9%
	35-54	9%
	55-64	5%
	65+	6%
Education	High School or Less	8%
	Some College/Associates Degree	6%
	College Graduate	7%
	Graduate/Professional School	8%
Ideology	Very Conservative	3%
	Somewhat Conservative	11%
	Moderate	15%
	Somewhat Liberal	4%
	Very Liberal	2%
Ideology	Conservative	8%
	Moderate	15%
	Liberal	3%
Party Registration	Democratic	3%
	Republican	6%
	Undeclared	12%
Party Identification	Democratic	4%
	Republican	8%
	Swing	20%
Region	North Country/Lakes	9%
	Monadnock/Dartmouth	6%
	Merrimack Valley	8%
	Seacoast/Border	6%
Congressional District	CD1	8%
	CD2	7%
Committed to Choice	Committed	2%
	Could Change	32%
Total		7%

July 24-25, 2024 | n = 2083 | New Hampshire Registered Voters | MoE +/- 2.1%

Gender			
		Frequency	Percent
	Female	1071	51
	Male	1012	49
	Total	2083	100

Age			
		Frequency	Percent
	18-34	298	14
	35-54	635	30
	55-64	493	24
	65+	658	32
	Total	2083	100

Education			
		Frequency	Percent
	High School or Less	408	20
	Some College/Associates Degree	685	33
	College Graduate	612	29
	Graduate/Professional School	377	18
	Total	2083	100

Ideology

		Frequency	Percent
	Very Conservative	319	15
	Somewhat Conservative	710	34
	Moderate	204	10
	Somewhat Liberal	606	29
	Very Liberal	244	12
	Conservative	1029	49
	Moderate	204	10
	Liberal	850	41
	Total	2083	100

Party Registration

		Frequency	Percent
	Democratic	642	31
	Republican	657	32
	Undeclared	784	38
	Total	2083	100

Party Identification

		Frequency	Percent
	Democratic	979	47
	Republican	956	46
	Swing	148	7
	Total	2083	100

Region

		Frequency	Percent
	North Country/Lakes	235	11
	Monadnock/Dartmouth	325	16
	Merrimack Valley	819	39
	Seacoast/Border	704	34
	Total	2083	100

County

		Frequency	Percent
	Belknap	102	5
	Carroll	90	4
	Cheshire	119	6
	Coos	44	2
	Grafton	144	7
	Hillsborough	585	28
	Merrimack	233	11
	Rockingham	512	25
	Strafford	192	9
	Sullivan	62	3
	Total	2083	100

Congressional District

		Frequency	Percent
	CD1	1062	51
	CD2	1021	49
	Total	2083	100

The Saint Anselm College Survey Center (SACSC) was founded in the wake of the 2016 election, and launched its first poll in February 2018 as the midterm elections were getting underway. Housed within the New Hampshire Institute of Politics at Saint Anselm College, the Center conducts quarterly polls of New Hampshire voter attitudes and additional polls as circumstances warrant. This research supports the academic mission of the College, and provides students with a practical education in survey techniques while providing the public at large with insight into political opinion trends that impact the state's federal and gubernatorial elections. To support its operations, the Center performs commissioned research on behalf of nonprofit organizations and corporations.

For more information on SACSC, please visit: anselm.edu/new-hampshire-institute-politics/polling For inquiries, please contact: nhioppoll@anselm.edu