

# A SURVEY OF LIKELY NH SEPTEMBER PRIMARY VOTERS

August 13-14, 2024

Neil Levesque, Executive Director  
Tauna Sisco, Ph. D, Faculty Advisor



# Contents

3	Survey Notes
4	Summary
5	Charts
8	Weighted Marginals
11	Weighted Tables
22	Weighted Demographics
23	About SACSC

# Survey Notes

These results are from a Saint Anselm College Survey Center poll based on online surveys of 1327 New Hampshire registered voters likely to vote in the September primary. Surveys were collected between August 13th and 14th, 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 ballot tests. The survey has an overall margin of sampling error of +/- 2.7% 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.

# Summary

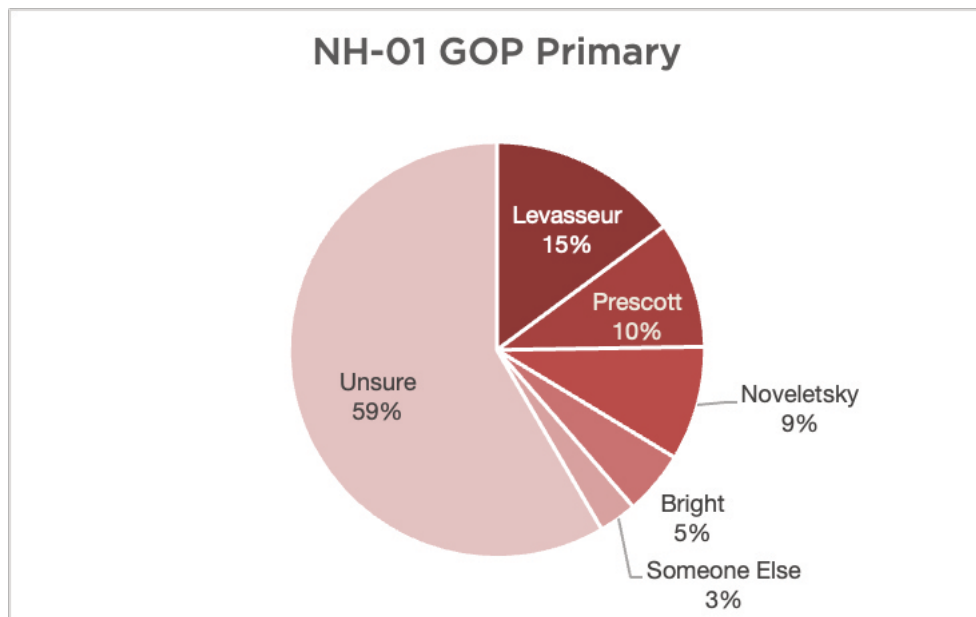
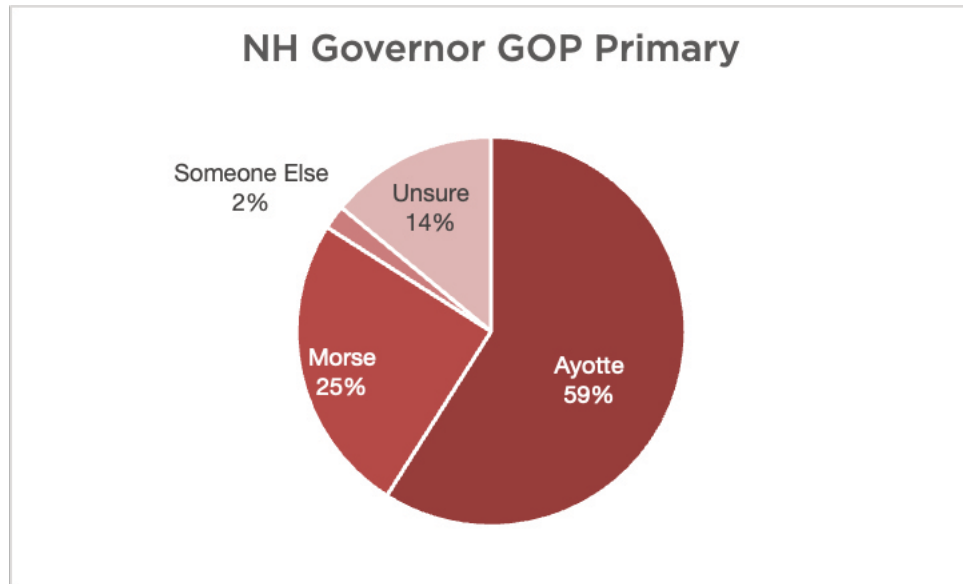
**New Hampshire Institute of Politics Executive Director Neil Levesque summarized the results, saying, “With the state and federal primaries less than a month away, the fall race for governor is beginning to take shape, with former Senator Kelly Ayotte taking a commanding lead over former State Senate President Chuck Morse. She’s on pace to face off against either former Manchester Mayor Joyce Craig or Executive Councilor Cinde Warmington. The Congressional primaries are far less defined, especially on the Republican side where races for both the First and Second Congressional District nomination are wide open.”**

**With a better than 2-1 lead on the gubernatorial ballot, Kelly Ayotte looks headed for the Republican nomination.** She currently leads Chuck Morse 59%-25% with less than a month left in the campaign.

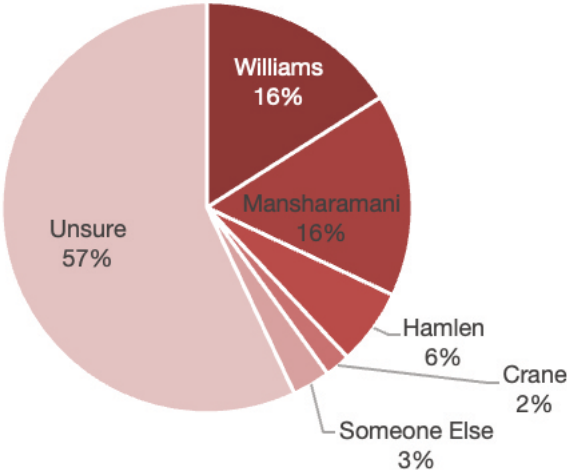
**Joyce Craig has a solid although not insurmountable lead over Cinde Warmington.** Craig enjoys a 9-point (37%-28%) lead, but still has work to do to sew up the nomination.

**In the Second Congressional District, political newcomer Maggie Goodlander is running strong against Congresswoman Annie Kuster’s endorsed successor, Colin Van Ostern.** Former Executive Councilor and gubernatorial nominee Van Ostern currently trails Goodlander by 10 points, 41%-31%.

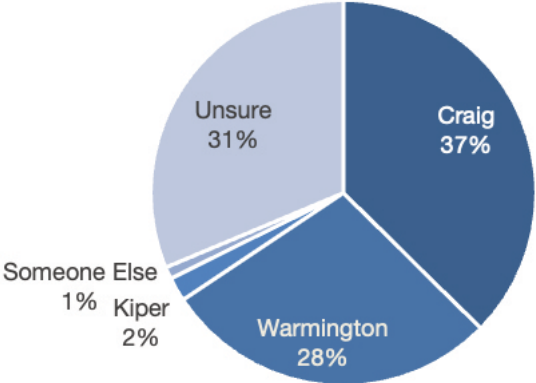
**The Republican congressional primaries are poorly defined at this point and are up for grabs.** In the First Congressional District, Manchester Alderman Joe Kelly Levasseur has a narrow lead over the rest of the field with 59% still undecided. In the Second Congressional District, repeat candidate Lily Tang Williams is tied at 16% with Vikram Mansharamani, with 57% still undecided.



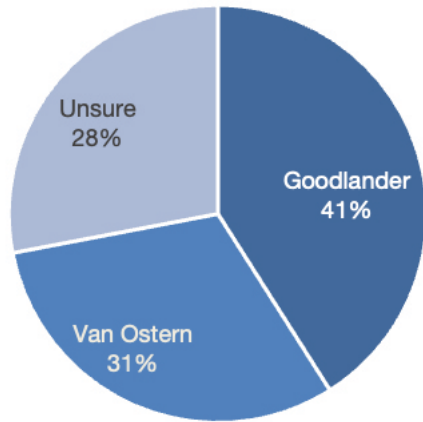
### NH-02 GOP Primary



### NH Governor Dem Primary



## NH-02 Dem Primary



August 13-14, 2024 | n = 1327 | New Hampshire September Primary Likely Voters | Overall MoE +/- 2.7%

In your opinion, what is the most important issue facing America?			
		Frequency	Percent
	Economy/Inflation	340	26
	Border Security	237	18
	Elections/Voting	154	12
	Abortion	127	10
	Environment/Climate	105	8
	Health Care	76	6
	National Security	64	5
	Government Spending/Taxes	55	4
	Gun Regulation	45	3
	Education	20	2
	Russian/Chinese Expansionism	15	1
	Israel/Palestine	13	1
	Crime	6	0
	Other	52	4
	Unsure	19	1
	Total	1327	100

If the Republican primary election for Governor were held today, for which of the below candidates would you vote? (MoE +/- 3.8%)			
		Frequency	Percent
	Ayotte	384	59
	Morse	167	25
	Someone Else	14	2
	Unsure	91	14
	Total	657	100



**If the Republican primary election for the US House of Representatives were held today, for which of the below candidates would you vote? (1st CD) (MoE +/- 5.3%)**

		Frequency	Percent
	Levasseur	50	15
	Prescott	33	10
	Noveletsky	30	9
	Bright	18	5
	Someone Else	9	3
	Unsure	200	59
	Total	340	100

**If the Republican primary election for the US House of Representatives were held today, for which of the below candidate would you vote? (2nd CD) (MoE +/- 5.5%)**

		Frequency	Percent
	Williams	51	16
	Mansharamani	50	16
	Hamlen	21	6
	Crane	6	2
	Someone Else	8	3
	Unsure	183	57
	Total	318	100

**If the Democratic primary election for Governor were held today, for which of the below candidates would you vote? (MoE +/- 3.8%)**

		Frequency	Percent
	Craig	248	37
	Warmington	189	28
	Kiper	15	2
	Someone Else	8	1
	Unsure	211	31
	Total	670	100

**If the Democratic primary election for Congress were held today, for which of the below candidates would you vote? (2nd CD) (MoE +/- 5.5%)**

		Frequency	Percent
	Goodlander	130	41
	Van Ostern	100	31
	Someone Else	1	0
	Unsure	89	28
	Total	320	100

August 13-14, 2024 | n = 1327 | New Hampshire September Primary Likely Voters | Overall MoE +/- 2.7%

In your opinion, what is the most important issue facing America?																
		Economy/Inflation	Border Security	Elections/Voting	Abortion	Environment/Climate	Health Care	National Security	Government Spending/Taxes	Gun Regulation	Education	Russian/Chinese Expansionism	Israel/Palestine	Crime	Other	Unsure
Gender	Female	20%	16%	11%	13%	10%	7%	4%	4%	5%	1%	1%	1%	1%	4%	2%
	Male	31%	20%	12%	6%	5%	5%	5%	5%	2%	2%	1%	1%	0%	4%	1%
Age	18-34	36%	18%	4%	3%	9%	8%	3%	7%	2%	2%		5%	2%		
	35-54	37%	13%	9%	9%	6%	6%	5%	5%	2%	2%	1%	1%		5%	0%
	55-64	23%	20%	11%	12%	7%	6%	5%	3%	2%	1%	2%	0%	0%	4%	2%
	65+	20%	19%	15%	9%	10%	5%	4%	4%	5%	1%	1%	1%	0%	4%	2%
Education	High School or Less	26%	28%	12%	6%	3%	7%	3%	5%	1%		3%		1%	3%	2%
	Some College/Associates Degree	28%	18%	10%	12%	7%	5%	5%	2%	4%	1%	1%	1%	0%	4%	2%
	College Graduate	26%	20%	11%	8%	8%	6%	5%	5%	4%	1%	0%	1%	0%	4%	1%
	Graduate/Professional School	22%	9%	14%	11%	13%	6%	5%	5%	3%	4%	2%	1%	0%	5%	
Ideology	Very Conservative	34%	43%	5%	4%			6%	5%			1%	0%		2%	0%
	Somewhat Conservative	36%	28%	5%	3%	2%	2%	8%	8%	2%	1%	1%	0%	0%	2%	2%
	Moderate	23%	13%	19%	10%	2%	4%	9%	1%	2%		2%	1%	5%	6%	2%
	Somewhat Liberal	16%	2%	19%	16%	14%	11%	2%	2%	6%	3%	2%	0%		5%	1%
	Very Liberal	14%		17%	18%	21%	11%	1%	1%	6%	2%		4%		6%	1%
Ideology	Conservative	35%	33%	5%	3%	1%	1%	7%	7%	1%	1%	1%	0%	0%	2%	2%
	Moderate	23%	13%	19%	10%	2%	4%	9%	1%	2%		2%	1%	5%	6%	2%
	Liberal	15%	1%	18%	17%	16%	11%	2%	2%	6%	3%	1%	2%		6%	1%
Party Registration	Democratic	14%	1%	19%	17%	16%	11%	2%	1%	6%	3%	1%	1%	0%	6%	1%
	Republican	37%	35%	5%	3%	0%		6%	8%	0%	0%	1%	0%		3%	1%
	Undeclared	26%	17%	11%	9%	8%	6%	6%	3%	4%	1%	1%	1%	1%	3%	2%
Party Identification	Democratic	15%	1%	19%	17%	15%	11%	2%	1%	6%	2%	1%	1%	1%	6%	1%
	Republican	36%	35%	5%	3%	0%	0%	7%	8%	0%	1%	1%	0%		2%	1%
	Swing	27%	21%	6%	2%	4%	8%	12%	2%	4%		2%	2%	2%	6%	4%
Region	North Country/Lakes	24%	18%	10%	11%	13%	3%	3%	4%	3%	1%	2%	1%	1%	4%	1%
	Monadnock/Dartmouth	23%	20%	10%	11%	9%	5%	5%	6%	2%	2%	1%			3%	2%
	Merrimack Valley	26%	17%	12%	10%	6%	6%	5%	4%	4%	1%	2%	1%	0%	5%	1%
	Seacoast/Border	27%	18%	12%	8%	8%	6%	5%	4%	3%	1%	0%	1%	0%	3%	2%
Congressional District	CD1	28%	17%	13%	9%	8%	5%	5%	3%	4%	1%	1%	1%	1%	4%	1%
	CD2	23%	19%	10%	10%	8%	6%	5%	5%	3%	2%	2%	1%	0%	4%	2%
Total		26%	18%	12%	9%	8%	6%	5%	4%	3%	2%	1%	1%	0%	4%	2%

If the Republican primary election for Governor were held today, for which of the below candidates would you vote?					
		Ayotte	Morse	Someone Else	Unsure
Gender	Female	54%	26%	2%	18%
	Male	61%	25%	2%	11%
Age	18-34	58%	19%		23%
	35-54	53%	30%	3%	13%
	55-64	50%	32%	2%	15%
	65+	67%	19%	2%	12%
Education	High School or Less	43%	42%	2%	12%
	Some College/Associates Degree	59%	24%	3%	15%
	College Graduate	64%	21%	2%	14%
	Graduate/Professional School	64%	18%	3%	15%
Ideology	Very Conservative	53%	32%	2%	13%
	Somewhat Conservative	63%	21%	2%	14%
	Moderate	50%	28%	2%	20%
	Somewhat Liberal	58%	21%	8%	13%
Ideology	Conservative	59%	25%	2%	13%
	Moderate	50%	28%	2%	20%
	Liberal	58%	21%	8%	13%
Party Registration	Republican	59%	25%	2%	13%
	Undeclared	57%	26%	2%	15%
Party Identification	Democratic	43%	14%	14%	29%
	Republican	59%	25%	2%	13%
	Swing	47%	31%		22%
Region	North Country/Lakes	58%	29%	4%	9%
	Monadnock/Dartmouth	61%	18%	2%	18%
	Merrimack Valley	61%	21%	2%	15%
	Seacoast/Border	54%	32%	1%	12%
Congressional District	CD1	60%	26%	3%	11%
	CD2	57%	24%	2%	17%
Total		59%	25%	2%	14%

**If the Republican primary election for the US House of Representatives were held today, for which of the below candidates would you vote? (1st CD)**

		Levasseur	Prescott	Noveletsky	Bright	Someone Else	Unsure
Gender	Female	15%	9%	10%	6%	1%	60%
	Male	15%	10%	8%	6%	4%	58%
Age	18-34	22%	3%	13%			63%
	35-54	17%	4%	14%	5%	4%	57%
	55-64	14%	11%	9%	4%		61%
	65+	12%	15%	4%	7%	4%	57%
Education	High School or Less	11%	2%	5%	14%	5%	63%
	Some College/Associates Degree	18%	11%	7%	2%	1%	61%
	College Graduate	17%	10%	9%	5%	3%	56%
	Graduate/Professional School	10%	15%	15%	1%	3%	55%
Ideology	Very Conservative	14%	9%	9%	3%	4%	60%
	Somewhat Conservative	15%	11%	8%	7%	2%	58%
	Moderate	17%	9%		4%		70%
	Somewhat Liberal	20%		27%			53%
Ideology	Conservative	14%	10%	8%	6%	3%	58%
	Moderate	17%	9%		4%		70%
	Liberal	20%		27%			53%
Party Registration	Republican	14%	12%	10%	5%	3%	56%
	Undeclared	16%	5%	5%	7%	1%	65%
Party Identification	Democratic						100%
	Republican	14%	10%	9%	6%	3%	59%
	Swing	40%	5%				55%
Region	North Country/Lakes	5%	11%	2%	2%	9%	70%
	Merrimack Valley	33%	5%	4%		1%	57%
	Seacoast/Border	8%	12%	13%	9%	2%	57%
Total		15%	10%	9%	5%	3%	59%

If the Republican primary election for the US House of Representatives were held today, for which of the below candidates would you vote? (2nd CD)							
		Williams	Mansharamani	Hamlen	Crane	Someone Else	Unsure
Gender	Female	16%	16%	5%	1%	2%	60%
	Male	15%	16%	8%	3%	3%	56%
Age	18-34		6%				94%
	35-54	21%	25%	4%	3%	3%	44%
	55-64	20%	14%	8%	3%	4%	51%
	65+	13%	14%	7%	1%	1%	65%
Education	High School or Less	20%	15%	7%	2%	2%	56%
	Some College/Associates Degree	22%	17%	3%		1%	57%
	College Graduate	8%	17%	9%	4%	2%	61%
	Graduate/Professional School	19%	13%	8%		6%	54%
Ideology	Very Conservative	14%	15%	6%	4%	2%	60%
	Somewhat Conservative	16%	18%	7%	1%	2%	57%
	Moderate	24%				10%	67%
	Somewhat Liberal	11%	11%	33%	11%	22%	11%
Ideology	Conservative	15%	17%	6%	2%	2%	58%
	Moderate	24%				10%	67%
	Liberal	11%	11%	33%	11%	22%	11%
Party Registration	Republican	15%	17%	7%	3%	3%	56%
	Undeclared	20%	11%	5%		3%	61%
Party Identification	Democratic					33%	67%
	Republican	15%	16%	7%	2%	2%	57%
	Swing	33%	7%				60%
Region	North Country/Lakes	4%	23%	8%			65%
	Monadnock/Dartmouth	24%	20%	5%	1%	2%	49%
	Merrimack Valley	14%	9%	9%	3%	3%	61%
	Seacoast/Border	11%	28%			3%	58%
Total		16%	16%	7%	2%	3%	57%

If the Democratic primary election for Governor were held today, for which of the below candidates would you vote?						
		Craig	Warrington	Kiper	Someone Else	Unsure
Gender	Female	33%	31%	2%	1%	33%
	Male	44%	23%	3%	1%	29%
Age	18-34	33%	23%	9%	5%	30%
	35-54	33%	21%	7%		39%
	55-64	33%	30%	1%	2%	34%
	65+	41%	31%	0%	1%	27%
Education	High School or Less	56%	17%			28%
	Some College/Associates Degree	35%	26%	2%	1%	36%
	College Graduate	33%	32%	5%	1%	28%
	Graduate/Professional School	36%	29%	1%	2%	32%
Ideology	Somewhat Conservative	41%	24%		3%	31%
	Moderate	49%	16%	4%		31%
	Somewhat Liberal	35%	27%	2%	2%	34%
	Very Liberal	37%	34%	3%		26%
Ideology	Conservative	41%	25%		3%	31%
	Moderate	49%	16%	4%		31%
	Liberal	36%	30%	2%	1%	31%
Party Registration	Democratic	40%	30%	2%	1%	28%
	Undeclared	31%	23%	4%	2%	41%
Party Identification	Democratic	37%	29%	2%	1%	31%
	Republican	40%			40%	20%
	Swing	32%	16%	5%		47%
Region	North Country/Lakes	38%	34%	2%		26%
	Monadnock/Dartmouth	28%	36%	2%		34%
	Merrimack Valley	39%	28%	1%	2%	29%
	Seacoast/Border	39%	22%	3%	1%	35%
Congressional District	CD1	44%	23%	2%	1%	30%
	CD2	30%	34%	2%	1%	33%
Total		37%	28%	2%	1%	31%

If the Democratic primary election for Congress were held today, for which of the below candidates would you vote? (2nd CD)					
		Goodlander	Van Ostern	Someone Else	Unsure
Gender	Female	42%	27%	0%	30%
	Male	38%	38%		23%
Age	18-34	26%	42%		32%
	35-54	32%	28%	2%	38%
	55-64	46%	22%		32%
	65+	43%	36%		21%
Education	High School or Less	32%	29%		39%
	Some College/Associates Degree	44%	32%		24%
	College Graduate	45%	30%		25%
	Graduate/Professional School	34%	33%	1%	32%
Ideology	Somewhat Conservative	43%	30%		26%
	Moderate	40%	15%		45%
	Somewhat Liberal	45%	29%	1%	26%
	Very Liberal	31%	40%	1%	27%
Ideology	Conservative	43%	30%		26%
	Moderate	40%	15%		45%
	Liberal	40%	32%	0%	27%
Party Registration	Democratic	41%	34%	0%	25%
	Undeclared	40%	24%		36%
Party Identification	Democratic	41%	32%	0%	27%
	Republican	67%			33%
	Swing	17%	33%		50%
Region	North Country/Lakes	45%	30%		25%
	Monadnock/Dartmouth	39%	34%	1%	26%
	Merrimack Valley	38%	32%		30%
	Seacoast/Border	64%	18%		18%
Total		41%	31%	0%	28%



### Republican Gubernatorial Ballot by Issue

		Ayotte	Morse	Someone Else	Unsure
	Abortion	41%	29%	29%	
	Border Security	53%	29%	3%	16%
	Economy/Inflation	64%	26%	0%	10%
	Education	75%			25%
	Elections/Voting	47%	30%	3%	20%
	Environment/Climate	50%	25%		25%
	Government Spending/Taxes	67%	12%		20%
	Gun Regulation	67%		33%	
	Health Care	67%		33%	
	Israel/Palestine	100%			
	National Security	65%	20%		15%
	Other	50%	29%		21%
	Russian/Chinese Expansionism	57%	29%		14%
	Unsure	56%	22%		22%
Total		59%	25%	2%	14%

Republican 1st CD Ballot by Issue							
		Levasseur	Prescott	Noveletsky	Bright	Someone Else	Unsure
Abortion						33%	67%
Border Security		19%	7%	6%	6%	2%	60%
Economy/Inflation		12%	10%	11%	5%	3%	59%
Education			50%				50%
Elections/Voting			9%	9%	5%		77%
Government Spending/Taxes		14%	14%	18%	5%		50%
Gun Regulation		100%					
Health Care							100%
Israel/Palestine							100%
National Security		33%	21%	4%	4%		38%
Other		17%			17%		67%
Russian/Chinese Expansionism							100%
Unsure							100%
Total		15%	9%	8%	5%	3%	60%

### Republican 2nd CD Ballot by Issue

	Williams	Manshara mani	Hamlen	Crane	Someone Else	Unsure
Abortion	18%		18%		27%	36%
Border Security	21%	18%	4%	3%	1%	54%
Economy/Inflation	14%	13%	7%	3%	2%	62%
Education						100%
Elections/Voting	25%	13%			13%	50%
Environment/Climate						100%
Government Spending/Taxes	15%	15%	12%			58%
Gun Regulation					50%	50%
Health Care					100%	
Israel/Palestine						100%
National Security	8%	21%	13%		4%	54%
Other		63%				38%
Russian/Chinese Expansionism	33%					67%
Unsure	14%					86%
Total	16%	16%	6%	2%	3%	57%

Democratic Gubernatorial Ballot by Issue						
		Craig	Warmington	Kiper	Someone Else	Unsure
Abortion		34%	33%	2%		32%
Border Security		40%	20%			40%
Crime		100%				
Economy/Inflation		30%	25%	6%	3%	36%
Education		38%	13%	13%	6%	31%
Elections/Voting		40%	27%	1%	2%	31%
Environment/Climate		39%	34%	1%		27%
Government Spending/Taxes			67%			33%
Gun Regulation		29%	24%		2%	45%
Health Care		41%	29%			30%
Israel/Palestine		22%	33%	22%		22%
National Security		50%	13%			38%
Other		37%	34%	3%	3%	24%
Russian/Chinese Expansionism		75%	25%			
Unsure		40%	10%			50%
Total		37%	28%	2%	1%	31%

## Democratic 2nd CD Ballot by Issue

		Goodlander	Van Ostern	Someone Else	Unsure
Abortion		48%	30%	2%	20%
Border Security					100%
Crime			100%		
Economy/Inflation		33%	29%		38%
Education		25%	50%		25%
Elections/Voting		61%	23%		16%
Environment/Climate		33%	38%		29%
Government Spending/Taxes		60%	20%		20%
Gun Regulation		16%	47%		37%
Health Care		38%	33%		28%
Israel/Palestine		33%	67%		
National Security		29%	14%		57%
Other		47%	18%		35%
Russian/Chinese Expansionism		50%	50%		
Unsure		50%			50%
Total		41%	31%	0%	27%

# WEIGHTED DEMOGRAPHICS

August 13-14, 2024 | n = 1327 | New Hampshire September Primary Likely Voters | Overall MoE +/- 2.7%

		Democratic Voters	Republican Voters
Gender	Female	64%	39%
	Male	36%	61%
Age	18-34	6%	7%
	35-54	20%	23%
	55-64	24%	28%
	65+	49%	41%
Education	High School or Less	11%	19%
	Some College/Associates Degree	29%	28%
	College Graduate	33%	35%
	Graduate/Professional School	28%	18%
Ideology	Very Conservative		34%
	Somewhat Conservative	9%	55%
	Moderate	7%	7%
	Somewhat Liberal	57%	4%
	Very Liberal	27%	
Ideology	Conservative	9%	89%
	Moderate	7%	7%
	Liberal	84%	4%
Party Registration	Democratic	71%	
	Republican		73%
	Undeclared	29%	27%
Party Identification	Democratic	96%	1%
	Republican	1%	94%
	Swing	3%	5%
Region	North Country/Lakes	12%	11%
	Monadnock/Dartmouth	15%	16%
	Merrimack Valley	40%	38%
	Seacoast/Border	32%	36%
Congressional District	CD1	52%	52%
	CD2	48%	48%

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](http://anselm.edu/new-hampshire-institute-politics/polling) For inquiries, please contact: [nhioppoll@anselm.edu](mailto:nhioppoll@anselm.edu)