

A SURVEY OF LIKELY NH VOTERS

September 11-12, 2024

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



Contents

3	Survey Notes
4	Summary
5	Charts
7	Weighted Marginals
12	Weighted Tables
32	Weighted Demographics
35	About SACSC

Survey Notes

These results are from a Saint Anselm College Survey Center poll based on online surveys of 2241 New Hampshire likely voters. Surveys were collected between September 11th and 12th, 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 tests. The survey has an overall margin of sampling error of +/- 2.1% with a confidence interval of 95%; the margin of sampling error for questions specific to congressional districts is +/- 2.9%. 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 nominees in place for New Hampshire’s gubernatorial and Congressional campaigns, Democrats are well-positioned to retain control of both House seats. The race to succeed retiring Governor Chris Sununu starts with a tight margin, and is likely to remain very competitive and closely watched down the stretch.”

The Democratic Party continues to maintain its lead on the generic ballot. 49% of voters choose a generic Democrat versus 44% that choose a Republican. This is an improvement over August’s 48%-45%.

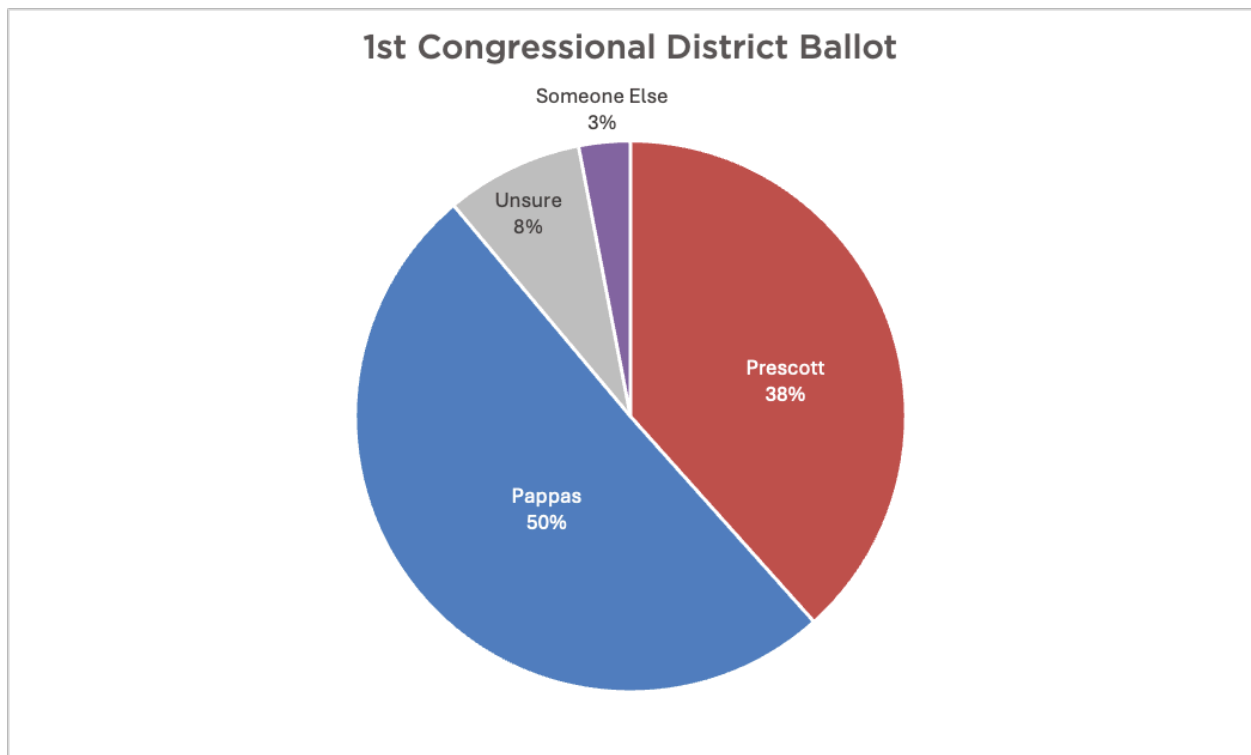
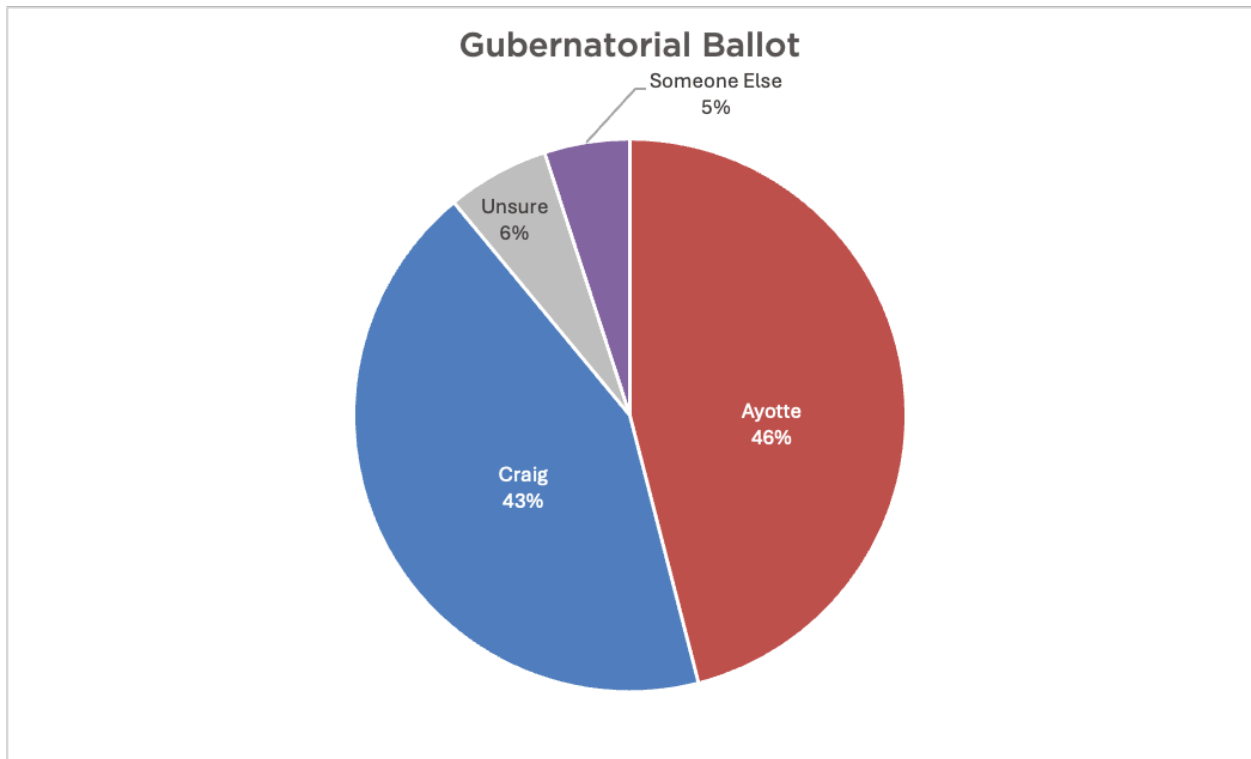
Incumbent Chris Pappas is the most popular federal candidate on the ballot this fall. The 3-term Democratic Congressman enjoys a 52%-39% favorable image, putting him ahead of his challenger for the 1st Congressional District seat, former Executive Councilor Russell Prescott (22%-13%). In the 2nd Congressional District, first-time Democratic candidate Maggie Goodlander has a 38%-27% favorable image, somewhat better than repeat candidate Republican Lily Tang Williams (28%-22%).

The Democratic Congressional candidates both start with early leads. Pappas currently leads Prescott by 12 points, 50%-38%, while Goodlander outpaces Tang Williams by 11, 49%-38%.

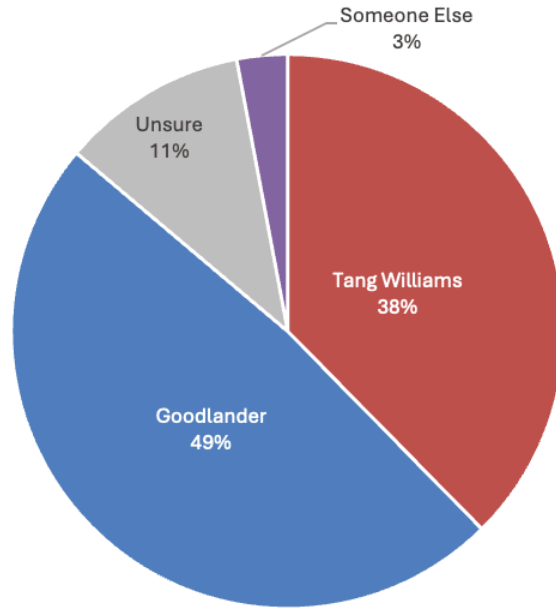
Republican Kelly Ayotte starts the general election campaign for Governor with a narrow lead. The former United States Senator leads the Democratic former Mayor of Manchester Joyce Craig by 3 points, 46%-43%.

Relatively negative primary campaigns have cost both gubernatorial candidates some popularity. Both candidates are regarded unfavorably by a high number of voters, with Ayotte at a 45%-50% favorable image and Craig at 37%-36%. With control of the corner office at stake, this race is likely to be hard-fought while attracting a great deal of attention and resources.

Charts



2nd Congressional District Ballot



September 11-12, 2024 | n = 2241 | New Hampshire Likely 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	704	31
	Wrong Track	1348	60
	Unsure	189	8
	Total	2241	100

If the election for Congress were held today, for which candidate would you likely vote?			
		Frequency	Percent
	Democratic	1098	49
	Republican	995	44
	Other	31	1
	Unsure	117	5
	Total	2241	100

In your opinion, what is the most important issue facing America?			
		Frequency	Percent
	Economy/Inflation	657	29
	Border Security	344	15
	Elections/Democracy	339	15
	Abortion	164	7
	Environment/Climate	126	6
	Affordable Housing	114	5
	Government Spending/Taxes	103	5
	Foreign Relations/National Security	95	4
	Gun Regulation	82	4
	Health Care	79	4
	Education	36	2
	Social Security/Medicare	30	1
	Crime	17	1
	Other	30	1
	Unsure	26	1
	Total	2241	100

What is your opinion of Joyce Craig?			
		Frequency	Percent
	Strongly Favorable	253	11
	Somewhat Favorable	580	26
	Somewhat Unfavorable	253	11
	Strongly Unfavorable	565	25
	No Opinion	356	16
	Never Heard Of	235	10
	Favorable	833	37
	Unfavorable	818	36
	No Opinion	590	26
	Total	2241	100

What is your opinion of Kelly Ayotte?			
		Frequency	Percent
	Strongly Favorable	422	19
	Somewhat Favorable	597	27
	Somewhat Unfavorable	420	19
	Strongly Unfavorable	707	32
	No Opinion	83	4
	Never Heard Of	12	1
	Favorable	1019	45
	Unfavorable	1127	50
	No Opinion	95	4
	Total	2241	100

What is your opinion of Chris Pappas? (1st CD ONLY)

		Frequency	Percent
	Strongly Favorable	366	32
	Somewhat Favorable	223	20
	Somewhat Unfavorable	126	11
	Strongly Unfavorable	313	28
	No Opinion	99	9
	Never Heard Of	4	0
	Favorable	589	52
	Unfavorable	438	39
	No Opinion	103	9
	Total	1130	100

What is your opinion of Russell Prescott? (1st CD ONLY)

		Frequency	Percent
	Strongly Favorable	87	8
	Somewhat Favorable	164	15
	Somewhat Unfavorable	61	5
	Strongly Unfavorable	87	8
	No Opinion	357	32
	Never Heard Of	373	33
	Favorable	252	22
	Unfavorable	149	13
	No Opinion	730	65
	Total	1130	100

What is your opinion of Maggie Goodlander? (2nd CD ONLY)			
		Frequency	Percent
	Strongly Favorable	166	15
	Somewhat Favorable	256	23
	Somewhat Unfavorable	121	11
	Strongly Unfavorable	174	16
	No Opinion	258	23
	Never Heard Of	136	12
	Favorable	422	38
	Unfavorable	294	27
	No Opinion	394	35
	Total	1111	100

What is your opinion of Lily Tang Williams? (2nd CD ONLY)			
		Frequency	Percent
	Strongly Favorable	159	14
	Somewhat Favorable	150	13
	Somewhat Unfavorable	95	9
	Strongly Unfavorable	147	13
	No Opinion	299	27
	Never Heard Of	260	23
	Favorable	308	28
	Unfavorable	243	22
	No Opinion	560	50
	Total	1111	100

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

		Frequency	Percent
	Ayotte	1038	46
	Craig	961	43
	Someone Else	113	5
	Unsure	129	6
	Total	2241	100

If the Congressional election were held today, for whom would you vote? (1st CD)

		Frequency	Percent
	Pappas	570	50
	Prescott	430	38
	Someone Else	39	3
	Unsure	91	8
	Total	1130	100

If the Congressional election were held today, for whom would you vote? (2nd CD)

		Frequency	Percent
	Goodlander	546	49
	Tang Williams	419	38
	Someone Else	28	3
	Unsure	118	11
	Total	1111	100

September 11-12, 2024 | n = 2241 | New Hampshire Likely Voters | MoE +/- 2.1%

		Right Track	Wrong Track	Unsure
Gender	Female	34%	57%	10%
	Male	29%	64%	7%
Age	18-34	21%	72%	8%
	35-54	26%	63%	10%
	55-64	35%	60%	5%
	65+	37%	53%	9%
Education	High School or Less	30%	64%	5%
	Some College/Associates Degree	27%	64%	9%
	College Graduate	31%	59%	10%
	Graduate/Professional School	40%	52%	8%
Ideology	Very Conservative	1%	99%	
	Somewhat Conservative	11%	85%	4%
	Moderate	28%	62%	10%
	Somewhat Liberal	58%	26%	16%
	Very Liberal	59%	28%	13%
Ideology	Conservative	8%	89%	3%
	Moderate	28%	62%	10%
	Liberal	59%	26%	15%
Party Registration	Democratic	62%	24%	14%
	Republican	4%	95%	1%
	Undeclared	29%	60%	11%
Party Identification	Democratic	60%	25%	15%
	Republican	4%	95%	2%
	Swing	19%	71%	10%
Region	North Country/Lakes	22%	70%	9%
	Monadnock/Dartmouth	35%	51%	14%
	Merrimack Valley	31%	60%	9%
	Seacoast/Border	33%	61%	6%
Congressional District	CD1	32%	60%	8%
	CD2	31%	60%	9%
Total		31%	60%	8%

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

		Democratic	Republican	Other	Unsure
Gender	Female	56%	38%	1%	5%
	Male	42%	51%	1%	5%
Age	18-34	44%	45%	3%	8%
	35-54	48%	45%	2%	5%
	55-64	47%	49%	1%	4%
	65+	53%	41%	1%	5%
Education	High School or Less	40%	53%		7%
	Some College/Associates Degree	45%	51%	1%	4%
	College Graduate	52%	39%	3%	6%
	Graduate/Professional School	58%	36%	2%	4%
Ideology	Very Conservative	1%	97%	0%	2%
	Somewhat Conservative	16%	76%	1%	7%
	Moderate	44%	39%	4%	13%
	Somewhat Liberal	92%	5%	0%	3%
	Very Liberal	95%	1%	3%	0%
Ideology	Conservative	12%	82%	1%	6%
	Moderate	44%	39%	4%	13%
	Liberal	93%	4%	1%	2%
Party Registration	Democratic	95%	2%	1%	2%
	Republican	5%	90%	1%	4%
	Undeclared	49%	40%	2%	9%
Party Identification	Democratic	94%	2%	1%	3%
	Republican	5%	89%	1%	6%
	Swing	36%	40%	5%	20%
Region	North Country/Lakes	46%	50%	0%	4%
	Monadnock/Dartmouth	55%	37%	1%	7%
	Merrimack Valley	49%	45%	1%	4%
	Seacoast/Border	47%	45%	2%	6%
Congressional District	CD1	48%	44%	1%	6%
	CD2	50%	44%	2%	4%
Total		49%	44%	1%	5%

In your opinion, what is the most important issue facing America?

		Economy/Inflation	Border Security	Elections/Democracy	Abortion	Environment/Climate	Affordable Housing	Government Spending/Taxes	Foreign Relations/National Security	Gun Regulation	Health Care	Education	Social Security/Medicare	Crime	Other	Unsure
Gender	Female	26%	15%	15%	10%	5%	6%	3%	4%	5%	3%	2%	2%	1%	1%	1%
	Male	33%	16%	15%	4%	6%	4%	6%	5%	2%	4%	1%	1%	1%	1%	1%
Age	18-34	35%	11%	11%	5%	11%	8%	2%	7%	5%	5%	1%		1%		1%
	35-54	35%	12%	14%	9%	4%	6%	4%	3%	3%	3%	2%		1%	2%	1%
	55-64	32%	17%	14%	11%	2%	5%	4%	3%	2%	4%	1%	2%	1%	1%	1%
	65+	20%	19%	19%	4%	7%	3%	6%	5%	5%	3%	1%	3%	1%	2%	2%
Education	High School or Less	36%	19%	11%	5%	2%	4%	6%	4%	2%	6%		2%		1%	3%
	Some College/Associates Degree	27%	19%	15%	8%	5%	6%	6%	3%	3%	1%	2%	2%	1%	2%	0%
	College Graduate	32%	12%	14%	7%	7%	5%	2%	5%	6%	4%	2%	1%	1%	1%	1%
	Graduate/Professional School	22%	11%	21%	8%	9%	5%	5%	5%	4%	3%	3%	1%	1%	1%	1%
Ideology	Very Conservative	40%	39%	1%	3%		1%	7%	5%				1%	1%	2%	1%
	Somewhat Conservative	43%	23%	7%	4%	1%	3%	6%	5%	1%	1%	1%	2%	1%	1%	1%
	Moderate	31%	11%	16%	4%	5%	7%	7%	3%	5%	2%	2%	1%	0%	3%	2%
	Somewhat Liberal	16%	4%	27%	12%	8%	9%	2%	4%	6%	6%	3%	2%	0%	1%	1%
	Very Liberal	10%	1%	24%	14%	18%	6%	2%	3%	6%	8%	4%			1%	3%
Ideology	Conservative	42%	27%	5%	4%	1%	2%	7%	5%	1%	1%	0%	1%	1%	1%	1%
	Moderate	31%	11%	16%	4%	5%	7%	7%	3%	5%	2%	2%	1%	0%	3%	2%
	Liberal	14%	3%	26%	12%	11%	8%	2%	4%	6%	7%	3%	1%	0%	1%	1%
Party Registration	Democratic	14%	2%	27%	11%	12%	8%	2%	3%	7%	6%	3%	2%	0%	1%	2%
	Republican	43%	33%	4%	3%	0%	1%	6%	4%	1%	0%	1%	0%	1%	2%	1%
	Undeclared	30%	11%	14%	8%	5%	6%	5%	6%	3%	4%	1%	2%	1%	1%	1%
Party Identification	Democratic	15%	2%	27%	12%	11%	9%	2%	4%	7%	6%	3%	2%	0%	1%	1%
	Republican	43%	30%	4%	2%	0%	1%	7%	4%	1%	1%	1%	0%	1%	2%	1%
	Swing	36%	14%	8%	12%	4%	5%	6%	5%	3%	3%	1%	3%		3%	
Region	North Country/Lakes	28%	17%	12%	7%	6%	6%	8%	4%	5%	2%	2%	1%	2%	1%	0%
	Monadnock/Dartmouth	27%	8%	14%	7%	10%	4%	7%	4%	4%	5%	3%	2%		3%	1%
	Merrimack Valley	30%	15%	16%	8%	5%	6%	4%	4%	3%	4%	1%	1%	1%	1%	2%
	Seacoast/Border	30%	19%	16%	7%	5%	5%	3%	4%	4%	3%	1%	1%	0%	1%	1%
Congressional District	CD1	29%	16%	16%	7%	5%	6%	4%	4%	4%	3%	1%	2%	1%	1%	1%
	CD2	29%	14%	14%	8%	6%	5%	5%	5%	3%	4%	2%	1%	1%	2%	1%
Total		29%	15%	15%	7%	6%	5%	5%	4%	4%	4%	2%	1%	1%	1%	1%

What is your opinion of Joyce Craig?				
		Favorable	Unfavorable	No Opinion
Gender	Female	43%	30%	27%
	Male	31%	43%	26%
Age	18-34	26%	39%	34%
	35-54	35%	36%	29%
	55-64	37%	42%	21%
	65+	43%	33%	24%
Education	High School or Less	33%	35%	32%
	Some College/Associates Degree	34%	42%	24%
	College Graduate	38%	36%	26%
	Graduate/Professional School	44%	31%	25%
Ideology	Very Conservative	1%	72%	27%
	Somewhat Conservative	12%	54%	34%
	Moderate	33%	41%	26%
	Somewhat Liberal	69%	11%	20%
	Very Liberal	74%	7%	19%
Ideology	Conservative	9%	59%	32%
	Moderate	33%	41%	26%
	Liberal	70%	10%	20%
Party Registration	Democratic	74%	8%	18%
	Republican	3%	65%	32%
	Undeclared	36%	36%	28%
Party Identification	Democratic	70%	9%	20%
	Republican	5%	63%	32%
	Swing	26%	45%	29%
Region	North Country/Lakes	33%	31%	36%
	Monadnock/Dartmouth	39%	30%	31%
	Merrimack Valley	38%	42%	20%
	Seacoast/Border	37%	35%	29%
Congressional District	CD1	39%	38%	23%
	CD2	35%	35%	30%
Total		37%	37%	26%

What is your opinion of Joyce Craig?							
		Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	No Opinion	Never Heard Of
Gender	Female	12%	30%	11%	20%	16%	10%
	Male	10%	21%	12%	31%	15%	10%
Age	18-34	10%	16%	8%	31%	16%	19%
	35-54	8%	27%	10%	25%	17%	12%
	55-64	12%	25%	13%	29%	15%	6%
	65+	15%	29%	12%	21%	15%	9%
Education	High School or Less	9%	25%	6%	29%	16%	16%
	Some College/Associates Degree	10%	24%	13%	29%	16%	8%
	College Graduate	12%	26%	12%	24%	16%	10%
	Graduate/Professional School	14%	30%	13%	18%	15%	10%
Ideology	Very Conservative	1%	0%	12%	60%	11%	16%
	Somewhat Conservative	3%	9%	16%	38%	20%	13%
	Moderate	8%	25%	14%	27%	18%	8%
	Somewhat Liberal	20%	49%	7%	4%	13%	7%
	Very Liberal	28%	46%	5%	2%	13%	6%
Ideology	Conservative	2%	7%	15%	44%	18%	14%
	Moderate	8%	25%	14%	27%	18%	8%
	Liberal	23%	48%	7%	3%	13%	7%
Party Registration	Democratic	27%	46%	6%	2%	13%	5%
	Republican	0%	3%	13%	52%	17%	15%
	Undeclared	7%	29%	15%	21%	17%	11%
Party Identification	Democratic	23%	48%	7%	2%	14%	6%
	Republican	1%	4%	14%	49%	16%	16%
	Swing	4%	22%	20%	25%	23%	6%
Region	North Country/Lakes	9%	24%	13%	18%	20%	15%
	Monadnock/Dartmouth	10%	29%	11%	19%	15%	15%
	Merrimack Valley	12%	26%	13%	30%	14%	6%
	Seacoast/Border	12%	25%	9%	25%	17%	12%
Congressional District	CD1	12%	27%	12%	26%	14%	9%
	CD2	11%	25%	11%	24%	18%	12%
Total		11%	26%	11%	25%	16%	10%

What is your opinion of Kelly Ayotte?				
		Favorable	Unfavorable	No Opinion
Gender	Female	39%	57%	4%
	Male	53%	43%	4%
Age	18-34	42%	53%	5%
	35-54	41%	53%	6%
	55-64	51%	46%	3%
	65+	47%	50%	3%
Education	High School or Less	50%	44%	6%
	Some College/Associates Degree	51%	46%	3%
	College Graduate	42%	54%	4%
	Graduate/Professional School	39%	56%	4%
Ideology	Very Conservative	82%	17%	1%
	Somewhat Conservative	74%	21%	4%
	Moderate	46%	47%	7%
	Somewhat Liberal	13%	81%	6%
	Very Liberal	2%	96%	2%
Ideology	Conservative	76%	20%	3%
	Moderate	46%	47%	7%
	Liberal	10%	86%	4%
Party Registration	Democratic	10%	86%	4%
	Republican	82%	15%	3%
	Undeclared	43%	51%	6%
Party Identification	Democratic	11%	86%	4%
	Republican	80%	16%	4%
	Swing	55%	36%	9%
Region	North Country/Lakes	48%	46%	7%
	Monadnock/Dartmouth	42%	53%	5%
	Merrimack Valley	46%	51%	3%
	Seacoast/Border	46%	50%	4%
Congressional District	CD1	46%	49%	5%
	CD2	45%	52%	4%
Total		45%	50%	4%

What is your opinion of Kelly Ayotte?							
		Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	No Opinion	Never Heard Of
Gender	Female	14%	25%	22%	35%	3%	1%
	Male	24%	28%	16%	27%	4%	0%
Age	18-34	18%	24%	18%	34%	2%	3%
	35-54	13%	28%	21%	32%	6%	0%
	55-64	20%	31%	18%	28%	3%	
	65+	23%	24%	17%	33%	3%	
Education	High School or Less	21%	29%	20%	24%	6%	
	Some College/Associates Degree	21%	30%	17%	29%	3%	0%
	College Graduate	16%	25%	19%	35%	3%	1%
	Graduate/Professional School	17%	22%	19%	37%	3%	1%
Ideology	Very Conservative	48%	34%	11%	7%	1%	
	Somewhat Conservative	30%	45%	13%	9%	3%	1%
	Moderate	16%	31%	21%	26%	7%	
	Somewhat Liberal	2%	11%	30%	51%	5%	0%
	Very Liberal	1%	1%	15%	80%	0%	2%
Ideology	Conservative	35%	42%	12%	8%	3%	0%
	Moderate	16%	31%	21%	26%	7%	
	Liberal	2%	8%	26%	60%	4%	1%
Party Registration	Democratic	2%	8%	23%	64%	3%	1%
	Republican	40%	42%	10%	6%	2%	0%
	Undeclared	14%	29%	24%	27%	6%	1%
Party Identification	Democratic	2%	9%	26%	60%	3%	1%
	Republican	38%	42%	11%	5%	4%	0%
	Swing	10%	45%	21%	14%	9%	
Region	North Country/Lakes	20%	28%	17%	28%	6%	1%
	Monadnock/Dartmouth	19%	23%	19%	33%	4%	1%
	Merrimack Valley	20%	26%	21%	30%	2%	0%
	Seacoast/Border	16%	29%	17%	33%	4%	0%
Congressional District	CD1	19%	27%	18%	31%	5%	0%
	CD2	18%	26%	20%	32%	3%	1%
Total		19%	27%	19%	32%	4%	1%

What is your opinion of Chris Pappas? (1st CD ONLY)				
		Favorable	Unfavorable	No Opinion
Gender	Female	56%	33%	11%
	Male	47%	45%	8%
Age	18-34	48%	35%	17%
	35-54	48%	42%	10%
	55-64	49%	43%	7%
	65+	59%	34%	7%
Education	High School or Less	45%	42%	13%
	Some College/Associates Degree	52%	40%	8%
	College Graduate	54%	38%	8%
	Graduate/Professional School	56%	34%	9%
Ideology	Very Conservative	4%	88%	8%
	Somewhat Conservative	31%	57%	12%
	Moderate	43%	44%	13%
	Somewhat Liberal	90%	5%	5%
	Very Liberal	88%	6%	6%
Ideology	Conservative	24%	65%	11%
	Moderate	43%	44%	13%
	Liberal	89%	5%	5%
Party Registration	Democratic	90%	6%	4%
	Republican	13%	76%	11%
	Undeclared	58%	31%	11%
Party Identification	Democratic	89%	5%	6%
	Republican	16%	71%	12%
	Swing	51%	39%	11%
Region	North Country/Lakes	53%	34%	13%
	Merrimack Valley	54%	38%	8%
	Seacoast/Border	51%	40%	8%
Total		52%	39%	9%

What is your opinion of Chris Pappas? (1st CD ONLY)							
		Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	No Opinion	Never Heard Of
Gender	Female	38%	19%	11%	22%	10%	1%
	Male	27%	21%	11%	34%	8%	
Age	18-34	30%	18%	11%	24%	15%	2%
	35-54	28%	20%	14%	28%	10%	0%
	55-64	30%	19%	11%	32%	7%	
	65+	38%	20%	9%	25%	7%	
Education	High School or Less	26%	19%	8%	33%	13%	
	Some College/Associates Degree	34%	18%	11%	29%	8%	
	College Graduate	32%	22%	13%	26%	7%	1%
	Graduate/Professional School	37%	20%	11%	23%	9%	0%
Ideology	Very Conservative	1%	4%	13%	75%	8%	
	Somewhat Conservative	11%	20%	21%	36%	12%	1%
	Moderate	25%	18%	10%	34%	13%	
	Somewhat Liberal	66%	24%	1%	3%	5%	
	Very Liberal	61%	27%	3%	4%	6%	
Ideology	Conservative	8%	16%	19%	46%	11%	1%
	Moderate	25%	18%	10%	34%	13%	
	Liberal	65%	25%	2%	3%	5%	
Party Registration	Democratic	69%	21%	3%	3%	4%	
	Republican	3%	10%	19%	57%	11%	0%
	Undeclared	30%	28%	11%	20%	11%	1%
Party Identification	Democratic	65%	24%	3%	2%	6%	
	Republican	3%	13%	19%	53%	12%	1%
	Swing	19%	32%	14%	25%	11%	
Region	North Country/Lakes	28%	24%	11%	23%	12%	2%
	Merrimack Valley	31%	23%	9%	29%	8%	
	Seacoast/Border	34%	17%	12%	28%	8%	0%
Total		32%	20%	11%	28%	9%	0%

What is your opinion of Russell Prescott? (1st CD ONLY)				
		Favorable	Unfavorable	No Opinion
Gender	Female	21%	9%	70%
	Male	24%	17%	59%
Age	18-34	16%	10%	74%
	35-54	20%	15%	65%
	55-64	24%	11%	65%
	65+	25%	13%	62%
Education	High School or Less	21%	4%	75%
	Some College/Associates Degree	25%	12%	63%
	College Graduate	18%	16%	65%
	Graduate/Professional School	25%	18%	57%
Ideology	Very Conservative	56%	4%	41%
	Somewhat Conservative	35%	6%	59%
	Moderate	15%	12%	74%
	Somewhat Liberal	5%	20%	75%
	Very Liberal	1%	27%	72%
Ideology	Conservative	40%	6%	54%
	Moderate	15%	12%	74%
	Liberal	3%	23%	74%
Party Registration	Democratic	3%	26%	70%
	Republican	46%	6%	48%
	Undeclared	16%	8%	76%
Party Identification	Democratic	3%	21%	76%
	Republican	42%	5%	53%
	Swing	16%	12%	72%
Region	North Country/Lakes	23%	8%	69%
	Merrimack Valley	19%	12%	69%
	Seacoast/Border	23%	15%	61%
Total		22%	13%	65%

What is your opinion of Russell Prescott? (1st CD ONLY)							
		Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	No Opinion	Never Heard Of
Gender	Female	9%	11%	5%	5%	31%	38%
	Male	6%	18%	6%	11%	32%	27%
Age	18-34	10%	6%	5%	6%	23%	51%
	35-54	5%	15%	5%	11%	27%	37%
	55-64	7%	17%	4%	7%	36%	29%
	65+	10%	15%	7%	6%	35%	27%
Education	High School or Less	10%	11%	2%	2%	35%	40%
	Some College/Associates Degree	10%	15%	6%	6%	32%	31%
	College Graduate	4%	14%	7%	10%	31%	34%
	Graduate/Professional School	9%	16%	6%	12%	30%	28%
Ideology	Very Conservative	29%	26%	2%	1%	26%	15%
	Somewhat Conservative	10%	24%	4%	2%	35%	24%
	Moderate	3%	12%	3%	8%	29%	44%
	Somewhat Liberal	1%	4%	8%	12%	33%	42%
	Very Liberal		1%	8%	20%	26%	46%
Ideology	Conservative	15%	25%	4%	2%	33%	22%
	Moderate	3%	12%	3%	8%	29%	44%
	Liberal	0%	3%	8%	15%	31%	43%
Party Registration	Democratic	1%	3%	10%	17%	29%	41%
	Republican	18%	28%	4%	3%	27%	21%
	Undeclared	4%	12%	3%	5%	39%	37%
Party Identification	Democratic	0%	3%	8%	13%	31%	44%
	Republican	16%	26%	3%	2%	29%	23%
	Swing	2%	14%	4%	8%	47%	25%
Region	North Country/Lakes	10%	13%	4%	3%	33%	36%
	Merrimack Valley	5%	14%	6%	6%	30%	38%
	Seacoast/Border	8%	15%	6%	10%	32%	29%
Total		8%	14%	5%	8%	32%	33%

What is your opinion of Maggie Goodlander? (2nd CD ONLY)				
		Favorable	Unfavorable	No Opinion
Gender	Female	45%	23%	33%
	Male	31%	30%	38%
Age	18-34	23%	27%	50%
	35-54	30%	25%	44%
	55-64	40%	31%	29%
	65+	49%	24%	27%
Education	High School or Less	32%	13%	55%
	Some College/Associates Degree	30%	37%	33%
	College Graduate	43%	26%	31%
	Graduate/Professional School	47%	24%	29%
Ideology	Very Conservative	5%	48%	48%
	Somewhat Conservative	14%	39%	47%
	Moderate	38%	26%	36%
	Somewhat Liberal	63%	11%	25%
	Very Liberal	75%	8%	17%
Ideology	Conservative	11%	41%	47%
	Moderate	38%	26%	36%
	Liberal	67%	10%	22%
Party Registration	Democratic	68%	9%	23%
	Republican	7%	47%	46%
	Undeclared	38%	24%	38%
Party Identification	Democratic	68%	9%	23%
	Republican	6%	45%	49%
	Swing	32%	29%	38%
Region	North Country/Lakes	29%	23%	48%
	Monadnock/Dartmouth	39%	26%	35%
	Merrimack Valley	40%	28%	31%
	Seacoast/Border	30%	23%	47%
Total		38%	26%	35%

What is your opinion of Maggie Goodlander? (2nd CD ONLY)							
		Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	No Opinion	Never Heard Of
Gender	Female	18%	26%	11%	12%	22%	11%
	Male	12%	20%	11%	19%	24%	14%
Age	18-34	8%	16%	10%	17%	24%	25%
	35-54	9%	22%	9%	16%	28%	17%
	55-64	19%	21%	10%	22%	21%	8%
	65+	21%	28%	13%	11%	20%	6%
Education	High School or Less	11%	20%	6%	7%	34%	21%
	Some College/Associates Degree	13%	17%	16%	22%	23%	9%
	College Graduate	15%	28%	10%	16%	19%	12%
	Graduate/Professional School	21%	27%	9%	15%	19%	9%
Ideology	Very Conservative		5%	11%	37%	29%	19%
	Somewhat Conservative	4%	10%	15%	23%	30%	17%
	Moderate	11%	27%	12%	15%	30%	5%
	Somewhat Liberal	27%	36%	8%	4%	17%	8%
	Very Liberal	32%	42%	7%	2%	9%	8%
Ideology	Conservative	3%	8%	14%	27%	30%	18%
	Moderate	11%	27%	12%	15%	30%	5%
	Liberal	29%	38%	7%	3%	14%	8%
Party Registration	Democratic	32%	37%	6%	3%	16%	7%
	Republican	1%	6%	13%	33%	29%	18%
	Undeclared	12%	26%	13%	12%	26%	13%
Party Identification	Democratic	29%	39%	7%	2%	16%	6%
	Republican	1%	6%	15%	30%	30%	19%
	Swing	9%	23%	9%	20%	30%	9%
Region	North Country/Lakes	13%	16%	13%	10%	30%	17%
	Monadnock/Dartmouth	13%	26%	10%	15%	25%	10%
	Merrimack Valley	16%	25%	12%	16%	19%	13%
	Seacoast/Border	16%	14%	7%	17%	33%	14%
Total		15%	23%	11%	16%	23%	12%

What is your opinion of Lily Tang Williams? (2nd CD ONLY)				
		Favorable	Unfavorable	No Opinion
Gender	Female	23%	24%	53%
	Male	32%	20%	48%
Age	18-34	24%	21%	54%
	35-54	23%	23%	54%
	55-64	33%	20%	47%
	65+	30%	22%	48%
Education	High School or Less	30%	16%	54%
	Some College/Associates Degree	32%	19%	48%
	College Graduate	24%	23%	53%
	Graduate/Professional School	25%	28%	46%
Ideology	Very Conservative	66%	7%	27%
	Somewhat Conservative	43%	10%	47%
	Moderate	26%	13%	62%
	Somewhat Liberal	6%	32%	62%
	Very Liberal	1%	50%	48%
Ideology	Conservative	49%	9%	41%
	Moderate	26%	13%	62%
	Liberal	5%	38%	57%
Party Registration	Democratic	4%	36%	60%
	Republican	55%	8%	37%
	Undeclared	25%	21%	54%
Party Identification	Democratic	3%	37%	60%
	Republican	54%	7%	39%
	Swing	31%	12%	57%
Region	North Country/Lakes	23%	17%	59%
	Monadnock/Dartmouth	23%	22%	55%
	Merrimack Valley	28%	24%	48%
	Seacoast/Border	40%	15%	45%
Total		28%	22%	50%

What is your opinion of Lily Tang Williams? (2nd CD ONLY)							
		Strongly Favorable	Somewhat Favorable	Somewhat Unfavorable	Strongly Unfavorable	No Opinion	Never Heard Of
Gender	Female	13%	10%	8%	16%	28%	25%
	Male	15%	17%	9%	11%	26%	22%
Age	18-34	9%	15%	5%	16%	17%	37%
	35-54	16%	7%	7%	16%	24%	31%
	55-64	17%	16%	11%	9%	30%	17%
	65+	13%	17%	9%	13%	32%	16%
Education	High School or Less	15%	16%	5%	11%	25%	29%
	Some College/Associates Degree	18%	14%	10%	9%	28%	21%
	College Graduate	12%	12%	8%	15%	29%	24%
	Graduate/Professional School	12%	13%	10%	19%	25%	21%
Ideology	Very Conservative	32%	34%	7%	1%	17%	10%
	Somewhat Conservative	21%	22%	6%	4%	27%	21%
	Moderate	21%	5%	3%	10%	21%	41%
	Somewhat Liberal	2%	4%	12%	20%	35%	26%
	Very Liberal	1%	1%	13%	38%	24%	24%
Ideology	Conservative	24%	25%	6%	3%	24%	18%
	Moderate	21%	5%	3%	10%	21%	41%
	Liberal	2%	3%	13%	25%	32%	26%
Party Registration	Democratic	1%	3%	12%	25%	28%	31%
	Republican	29%	26%	7%	1%	22%	15%
	Undeclared	14%	11%	8%	13%	30%	24%
Party Identification	Democratic	1%	3%	12%	25%	31%	29%
	Republican	29%	25%	5%	2%	23%	16%
	Swing	18%	13%	6%	6%	25%	32%
Region	North Country/Lakes	12%	12%	6%	12%	28%	31%
	Monadnock/Dartmouth	12%	11%	9%	13%	33%	22%
	Merrimack Valley	16%	13%	10%	14%	24%	24%
	Seacoast/Border	15%	25%	2%	13%	22%	23%
Total		14%	14%	9%	13%	27%	23%

If the Gubernatorial election were held today, for whom would you vote?					
		Ayotte	Craig	Someone Else	Unsure
Gender	Female	39%	49%	5%	7%
	Male	54%	36%	5%	5%
Age	18-34	46%	45%	2%	6%
	35-54	43%	42%	7%	8%
	55-64	51%	42%	4%	3%
	65+	46%	44%	5%	6%
Education	High School or Less	56%	35%	3%	7%
	Some College/Associates Degree	49%	39%	6%	6%
	College Graduate	43%	46%	6%	6%
	Graduate/Professional School	39%	52%	4%	5%
Ideology	Very Conservative	89%	1%	8%	2%
	Somewhat Conservative	77%	11%	6%	5%
	Moderate	45%	39%	5%	11%
	Somewhat Liberal	10%	79%	3%	8%
	Very Liberal	3%	93%	3%	1%
Ideology	Conservative	80%	8%	7%	5%
	Moderate	45%	39%	5%	11%
	Liberal	8%	84%	3%	6%
Party Registration	Democratic	6%	87%	3%	4%
	Republican	88%	2%	6%	3%
	Undeclared	44%	41%	6%	9%
Party Identification	Democratic	6%	85%	3%	6%
	Republican	87%	2%	6%	5%
	Swing	53%	26%	9%	13%
Region	North Country/Lakes	51%	39%	2%	9%
	Monadnock/Dartmouth	42%	48%	5%	5%
	Merrimack Valley	46%	44%	5%	5%
	Seacoast/Border	47%	41%	6%	6%
Congressional District	CD1	47%	41%	5%	7%
	CD2	45%	45%	5%	5%
Total		46%	43%	5%	6%

If the Congressional election were held today, for whom would you vote? (1st CD)					
		Pappas	Prescott	Someone Else	Unsure
Gender	Female	54%	33%	3%	10%
	Male	47%	44%	4%	5%
Age	18-34	55%	34%	2%	10%
	35-54	49%	33%	6%	12%
	55-64	48%	44%	2%	6%
	65+	52%	40%	2%	6%
Education	High School or Less	42%	45%	1%	11%
	Some College/Associates Degree	49%	41%	4%	6%
	College Graduate	53%	32%	6%	9%
	Graduate/Professional School	58%	35%	2%	5%
Ideology	Very Conservative	1%	92%	3%	4%
	Somewhat Conservative	24%	61%	5%	10%
	Moderate	41%	31%	8%	21%
	Somewhat Liberal	92%	3%	1%	5%
	Very Liberal	96%		3%	1%
Ideology	Conservative	18%	70%	4%	8%
	Moderate	41%	31%	8%	21%
	Liberal	93%	2%	1%	4%
Party Registration	Democratic	95%	2%		2%
	Republican	8%	80%	6%	6%
	Undeclared	54%	27%	4%	15%
Party Identification	Democratic	94%	2%	1%	3%
	Republican	10%	75%	5%	10%
	Swing	43%	25%	11%	21%
Region	North Country/Lakes	50%	37%	2%	11%
	Merrimack Valley	48%	37%	4%	10%
	Seacoast/Border	52%	39%	4%	6%
Total		50%	38%	3%	8%

If the Congressional election were held today, for whom would you vote? (2nd CD)

		Goodlander	Tang Williams	Someone Else	Unsure
Gender	Female	58%	30%	2%	10%
	Male	40%	46%	3%	11%
Age	18-34	41%	41%	2%	15%
	35-54	46%	37%	5%	13%
	55-64	46%	43%	1%	9%
	65+	57%	33%	2%	8%
Education	High School or Less	38%	45%	4%	14%
	Some College/Associates Degree	43%	43%	3%	11%
	College Graduate	55%	33%	2%	11%
	Graduate/Professional School	60%	32%	2%	7%
Ideology	Very Conservative	1%	90%	2%	7%
	Somewhat Conservative	16%	64%	4%	16%
	Moderate	52%	26%	3%	18%
	Somewhat Liberal	86%	5%	1%	7%
	Very Liberal	94%	1%	1%	3%
Ideology	Conservative	12%	71%	4%	13%
	Moderate	52%	26%	3%	18%
	Liberal	89%	4%	1%	6%
Party Registration	Democratic	92%	2%	1%	6%
	Republican	6%	79%	4%	11%
	Undeclared	48%	34%	3%	15%
Party Identification	Democratic	92%	1%	1%	6%
	Republican	6%	79%	4%	12%
	Swing	34%	25%	6%	35%
Region	North Country/Lakes	38%	46%	3%	13%
	Monadnock/Dartmouth	54%	32%	3%	11%
	Merrimack Valley	50%	38%	1%	11%
	Seacoast/Border	40%	49%	5%	7%
Total		49%	38%	3%	11%

Issues by Candidate Preference (Gubernatorial)				
	Ayotte	Craig	Someone Else	Unsure
Abortion	14%	77%	1%	7%
Affordable Housing	22%	67%	4%	8%
Border Security	88%	2%	6%	3%
Crime	59%	18%	24%	
Economy/Inflation	70%	19%	7%	5%
Education	14%	72%	8%	6%
Elections/Democracy	13%	80%	2%	5%
Environment/Climate	1%	93%	2%	4%
Foreign Relations/National Security	47%	31%	8%	14%
Government Spending/Taxes	77%	16%	6%	2%
Gun Regulation	7%	78%	5%	10%
Health Care	13%	79%	4%	4%
Social Security/Medicare	13%	73%	3%	10%
Other	43%	23%	3%	30%
Unsure	46%	50%		4%
Total	46%	43%	5%	6%

Issues by Candidate Preference (1st CD)				
	Pappas	Prescott	Someone Else	Unsure
Abortion	90%	3%		8%
Affordable Housing	81%	11%		8%
Border Security	4%	83%	4%	9%
Crime	50%	50%		
Economy/Inflation	26%	57%	6%	10%
Education	67%	27%	7%	
Elections/Democracy	87%	7%	2%	4%
Environment/Climate	94%			6%
Foreign Relations/National Security	42%	28%	7%	23%
Government Spending/Taxes	38%	54%	2%	6%
Gun Regulation	91%			9%
Health Care	84%	3%	10%	3%
Social Security/Medicare	94%	6%		
Other	25%	42%	17%	17%
Unsure	47%	53%		
Total	50%	38%	4%	8%

Issues by Candidate Preference (2nd CD)				
	Goodlander	Tang Williams	Someone Else	Unsure
Abortion	83%	17%		
Affordable Housing	80%	10%		10%
Border Security	2%	83%	6%	8%
Crime	33%	67%		
Economy/Inflation	25%	57%	2%	16%
Education	86%	5%		9%
Elections/Democracy	84%	8%	2%	7%
Environment/Climate	92%		1%	7%
Foreign Relations/National Security	46%	37%		17%
Government Spending/Taxes	24%	44%	4%	28%
Gun Regulation	83%	6%	8%	3%
Health Care	77%	13%		10%
Social Security/Medicare	83%	17%		
Other	44%	50%		6%
Unsure	70%	30%		
Total	49%	38%	2%	11%

September 11-12, 2024 | n = 2241 | New Hampshire Likely Voters | MoE +/- 2.1%

Gender			
		Frequency	Percent
	Female	1152	51
	Male	1089	49
	Total	2241	100

Age			
		Frequency	Percent
	18-34	264	12
	35-54	695	31
	55-64	499	22
	65+	783	35
	Total	2241	100

Education			
		Frequency	Percent
	High School or Less	417	19
	Some College/Associates Degree	681	30
	College Graduate	708	32
	Graduate/Professional School	435	19
	Total	2241	100

Ideology			
		Frequency	Percent
	Very Conservative	291	13
	Somewhat Conservative	765	34
	Moderate	262	12
	Somewhat Liberal	636	28
	Very Liberal	287	13
	Conservative	1056	47
	Moderate	262	12
	Liberal	923	41
	Total	2241	100

Party Registration			
		Frequency	Percent
Statewide	Democratic	716	32
	Republican	749	33
	Undeclared	776	35
	Total	2241	100
1st Congressional District	Democratic	343	30
	Republican	391	35
	Undeclared	396	35
	Total	1130	100
2nd Congressional District	Democratic	372	34
	Republican	359	32
	Undeclared	380	34
	Total	1111	100

Party Identification			
		Frequency	Percent
Statewide	Democratic	1056	47
	Republican	1032	46
	Swing	153	7
	Total	2241	100
1st Congressional District	Democratic	515	46
	Republican	530	47
	Swing	85	8
	Total	1130	100
2nd Congressional District	Democratic	540	49
	Republican	502	45
	Swing	69	6
	Total	1111	100

Region			
		Frequency	Percent
	North Country/Lakes	253	11
	Monadnock/Dartmouth	350	16
	Merrimack Valley	881	39
	Seacoast/Border	757	34
	Total	2241	100

Congressional District			
		Frequency	Percent
	CD1	1130	50
	CD2	1111	50
	Total	2241	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