



## Survey of Likely New Hampshire Primary Voters Dec. 7-18, 2023

N = 450 Likely NH Primary Voters

The sample has an adjusted margin of error +/-5.4 percentage points

See <http://uml.edu/polls> for full questionnaire/topline results and detailed methodology disclosure.

Survey design and analysis by John Cluverius, director of survey research, University of Massachusetts Lowell Center for Public Opinion.

Do you have a question about this poll? If so, tweet @UML\_CPO and we'll get back to you.

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### HIGHLIGHTS

#### 1. Haley “Surges” to 30 points behind Donald Trump

*“Nikki Haley has seen a surge of support in New Hampshire, but she can’t seem to make significant dents in Donald Trump’s lead. Despite endorsements from the very popular New Hampshire governor and an attempt to thread the needle on abortion with the most pro-choice Republicans in the country, Haley can’t seem to close the deal. The anti-Trump candidates are playing a game of musical chairs on the Titanic” said Associate Professor John Cluverius, director of survey research at the Center for Public Opinion.*

Former president Donald Trump leads in the latest poll from the UMass Lowell Center for Public Opinion and YouGov, with 52% of likely Republican primary voters saying they plan to vote for him in the January 23 first-in-the-nation Republican Presidential primary.

Former ambassador Nikki Haley trails Trump by 30 points, with 22% support, and Florida governor Ron DeSantis has the support of 10% of respondents. Also receiving support are former New Jersey governor Chris Christie (6%), entrepreneur Vivek Ramaswamy (4%), and former Arkansas governor Asa Hutchinson (1%). Less than .5% of respondents say they are supporting another candidate, and 5% of likely primary voters are undecided.

The poll is bad news for Haley. Trump leads in every demographic category, and Haley does worse among women respondents than men. 6 percent of women respondents in the survey are undecided, compared to 3 percent of men.

In addition, 80% of respondents in the survey say they somewhat or strongly approve of the job Chris Sununu is doing as governor, while 20% disapprove. Sununu has endorsed Haley in the race, and most of the poll was fielded after Sununu's endorsement. Despite this, Haley has not managed to convert Sununu's good standing into votes.

Trump's supporters are the most stalwart among candidates; 79% of Trump's supporters say they will definitely vote for Trump, while 21% say they could change their mind. In contrast, 47% of Haley's supporters say they will definitely vote for her, while 53% say they could change their minds. DeSantis's support is also soft, with 27% saying they will definitely vote for him and 73% saying they could change their minds. When asked who the thought would win the New Hampshire primary, Trump leads as well, with 65% saying they think he will win New Hampshire and 66% saying they think he will win the Republican nomination.

## 2. Primary voters closely split over Israel and Ukraine

*“While Republican candidates have often pledged support to U.S. allies in conflict, voters are much more divided. Voters seem to want to keep the U.S. out of both the Israel-Hamas and Russia-Ukraine conflicts, and want accountability for those who use American aid to violate agreed upon rules of war.” said Cluverius.*

In town halls, candidate forums, and news stories, foreign policy has dominated the discussion. Despite many pro-Israel statements from the candidates, voters are evenly divided on America's involvement in the Israel-Hamas conflict. 50% of respondents say they somewhat or strongly support the Republican nominee calling for an immediate ceasefire, while 50% somewhat or strongly oppose it. On the question of aid, to Israel, the share of respondents who support it is slightly higher than those who oppose it. 46% of respondents in the sample say they somewhat (27%) or strongly (19%) support additional U.S. aid to Israel, while 54% say they somewhat (26%) or strongly (28%) oppose it.

Opposition to additional aid to Ukraine is much clearer, with 34% saying they somewhat (20%) or strongly (14%) support the proposed additional aid to Ukraine, while 66% say they somewhat (21%) or strongly (45%) oppose it. However, voters in the sample still view Vladimir Putin negatively, with 5% holding a favorable view of the Russian president and 76% holding an unfavorable view.

## 3. For Voters, Age Isn't Just a Number

*“One big theme of this election has been voter dissatisfaction with the age of the frontrunners for both political parties. Voters say they are tired of an older generation of elected officials, but seem gung-ho to vote for that generation anyway.” said Cluverius.*

64% of all respondents in the poll say they would support a constitutional amendment banning all persons over 75 from holding federal office, a measure that would disqualify Donald Trump and Joe Biden from the presidency. Majorities favor the ban across all demographic splits in the poll, but support is highest among voters earning more than \$100,000 per year, with 69% in support.

### 3. Other notable findings

- When asked if there should or should not be a right to get an abortion in every state in the U.S., 67% of respondents said definitely or probably yes, including 64% of self-identified Republicans. This aligns with a previous finding in an October 2022 General election poll from UMass Lowell, which found that 59% of self-identified Republicans said that there definitely or probably should be a right to an abortion.
- 39% of respondents say they strongly or somewhat support constructing a wall along the U.S.-Canada border, which would include about 60 miles along New Hampshire’s northern edge. 61% of respondents said they somewhat or strongly opposed the border wall.
- Some positive news for Kelly Ayotte in the primary for governor, as 50% of respondents view her favorably, while 18% percent of respondents view her unfavorably, 26% have no opinion, and 6% have never heard of her. She starts in a strong position relative to Chuck Morse. 12% of respondents view Morse favorably, and 9% view him unfavorably, but 42% could not form an opinion of him and 37% have never heard of him.