



Survey of New Hampshire Likely Republican Primary Voters Jan. 6 – 16, 2024

N = 600 New Hampshire Likely Republican Primary Voters

The sample has an adjusted margin of error of +/-4.65 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.

HIGHLIGHTS

1. Trump still leads in New Hampshire by 16 points

“While the race is closer, and Donald Trump isn’t performing as well as an incumbent president, he is clearly the frontrunner, and the fundamentals of the race remain in his favor. Anything can happen in New Hampshire, but to win, Haley needs to be very good and very lucky,” said Associate Professor John Cluverius, director of survey research at the Center for Public Opinion.

The race has tightened in New Hampshire, but Donald Trump still leads the race for the Republican presidential primary by 16 percentage points, with 50% of respondents saying they intend to vote for the former president Donald Trump. 34% said they would vote for former U.N. Ambassador Nikki Haley, and 11% said they would vote for Florida governor Ron DeSantis. One percent said they would write in another candidate, and four percent are undecided. In the last UMass Lowell/YouGov poll, Trump led by 30 percentage points, with 52% over Haley’s 22%.

The core fundamentals of the race slightly favor Trump when voters compare him directly to Haley. When asked who would be more likely to defeat Joe Biden in the general election, 51% of likely primary voters say Trump is, while 31% say Haley, and 18% say they are equally likely. However, 62% of respondents in the poll view Trump favorably compared to 30% who view him unfavorably (7% had no opinion and 1% said they had never heard of Trump), while 61% view Haley favorably and 26% view her unfavorably (13% had no opinion of Haley and 1% had never heard of her).

In addition, 80% of respondents in the survey say they somewhat or strongly approve of the job Chris Sununu is doing as governor, while 21% disapprove, nearly the exact approval margin from the December UMass Lowell/YouGov poll. Sununu's December endorsement of Haley seems to have helped her in the primary, while not hurting Sununu's strong popularity among likely primary voters.

Trump's supporters are the most stalwart among candidates; 81% of Trump's supporters say they will definitely vote for Trump, while 19% say they could change their mind. In contrast, 70% of Haley's supporters say they will definitely vote for her, while 30% say they could change their minds. DeSantis's support is much softer than Trump's, with 52% saying they will definitely vote for him and 48% saying they could change their minds. When asked who they thought would win the New Hampshire primary, Trump leads as well with 59% saying they think he will win New Hampshire and 61% saying they think he will win the Republican nomination. This confidence in Trump's victory is down slightly from the December poll.

2. Primary voters believe Trump won 2020, support pardons for Jan. 6 rioters

56% of likely Republican presidential primary voters in the poll say Donald Trump was probably (24%) or definitely (32%) the legitimate winner of the 2020 presidential election, including 64% of self-identified Republicans in the sample. These percentages among Republicans are consistent with nearly every survey of Republicans taken in the last three years, showing that at least two-thirds of Republicans see Trump (wrongly) as the winner of the 2020 presidential election.

Respondents in the poll are also supportive of full pardons for all persons arrested for participation in the riots at the U.S. Capitol Jan. 6, 2021. 58% of respondents said they strongly (34%) or somewhat (24%) support pardons for all Jan. 6 rioters, while 42% say they strongly (26%) or somewhat (16%) oppose those pardons.

Despite Trump's frequent talk of seeking a third term in office, respondents to the poll oppose amending the constitution to allow any person to serve more than two terms as president. 68% said they would oppose such a measure, with 32% in support.

3. Among likely Presidential Primary voters, Ayotte Leads Morse

Former U.S. Senator Kelly Ayotte leads former New Hampshire Senate president Chuck Morse in a potential Republican primary for governor by 32 percentage points, 54% to 22%. One percent of respondents say they plan to vote for another candidate and 23% are undecided. Ayotte leads among all demographic categories.

Key to the race seems to be that Morse is much less well-known and well-liked than Ayotte. 55% of respondents say they have a favorable view of Ayotte, while 20% view her unfavorably. 22% had no opinion of her and 3% say they have never heard

of her. In comparison, 25% of respondents view Morse favorably while 18% view him unfavorably. 43% had no opinion of him and 8% had never heard of him. Despite both of their profiles, a quarter of poll respondents could not form an opinion of Ayotte, but more than half could not form an opinion of Morse.

3. Other notable findings

- When asked whether Donald Trump or Elon Musk is smarter, 65% said Musk is somewhat (34%) or much (31%) smarter than Trump, while 35% said that Trump is somewhat (18%) or much (17%) smarter than Musk.
- Ukrainian Prime Minister Volodymyr Zelenskyy's favorability ratings are now underwater with New Hampshire primary voters. 33% of respondents to the poll view Zelensky favorably, while 34% view him unfavorably, 24% have no opinion of him, and 9% have never heard of him.