

September 30, 2020

## PRE-DEBATE: BIDEN MAINTAINS LEAD IN NH; MOST VOTERS ALREADY DECIDED

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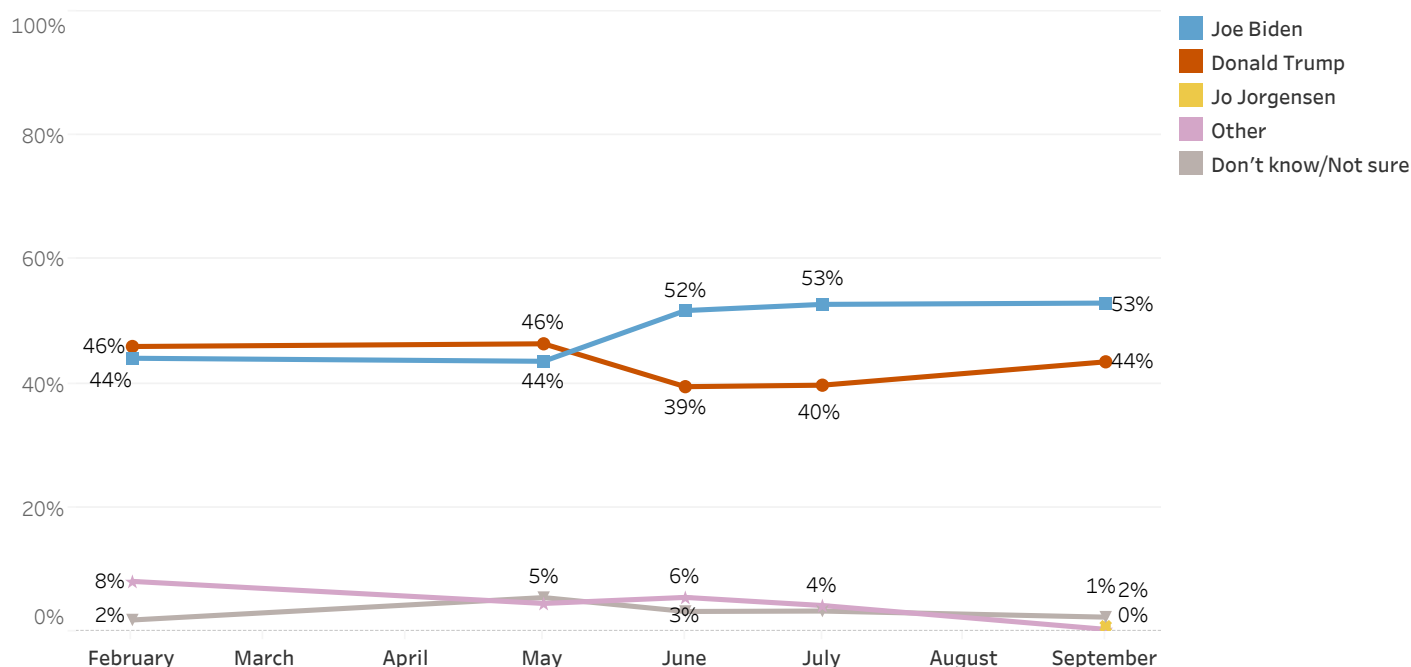
DURHAM, NH – Former Vice President Joe Biden continues to lead President Donald Trump in New Hampshire with only five weeks to go until Election Day. Half of likely voters say they have definitely decided to vote for Biden while four in ten say they will definitely vote for Trump. Despite trailing, most Trump supporters believe he will win the state of New Hampshire and the presidential election. Last night's debate is unlikely to have had much impact as most Granite Staters planned to watch all or some of the debate, but the few who have not definitely decided who to vote for were less likely to watch.

These findings are based on the latest **Granite State Poll\***, conducted by the University of New Hampshire Survey Center. One thousand and thirty (1,030) Granite State Panel members completed the survey online between September 24 and September 28, 2020. The margin of sampling error for the survey is +/- 3.1 percent. Included were 972 likely 2020 general election voters (MSE = +/- 3.1%). Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as party registration levels provided by the New Hampshire Secretary of State and 2016 election results in NH. Granite State Panel members are recruited from randomly-selected landline and cell phone numbers across New Hampshire and surveys are sent periodically to panel members.

### Presidential Election

Just before the first presidential debate, Joe Biden continues to maintain a solid lead over Donald Trump. When asked who they would vote for if the presidential election were held today, 53% of likely New Hampshire voters say they would vote for Joe Biden while 43% would vote for Donald Trump, 1% would vote for Libertarian Jo Jorgensen, less than 1% would vote for another candidate, and 3% don't know or are undecided. When those who are leaning towards a candidate are included, 53% support Biden, 44% support Trump, and 1% support Jorgensen. Biden's lead over Trump (+9 percentage points) has slightly declined since July (+13).

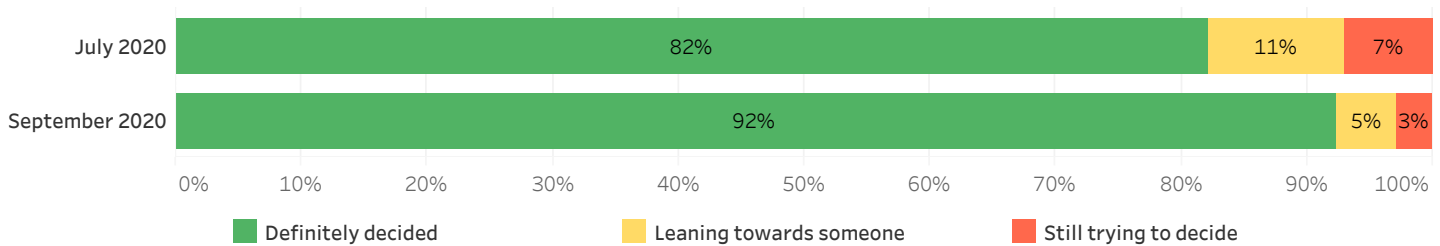
### 2020 Presidential General Election (With Leaners)



\* We ask that this copyrighted information be referred to as *the Granite State Poll*, conducted by the University of New Hampshire Survey Center.

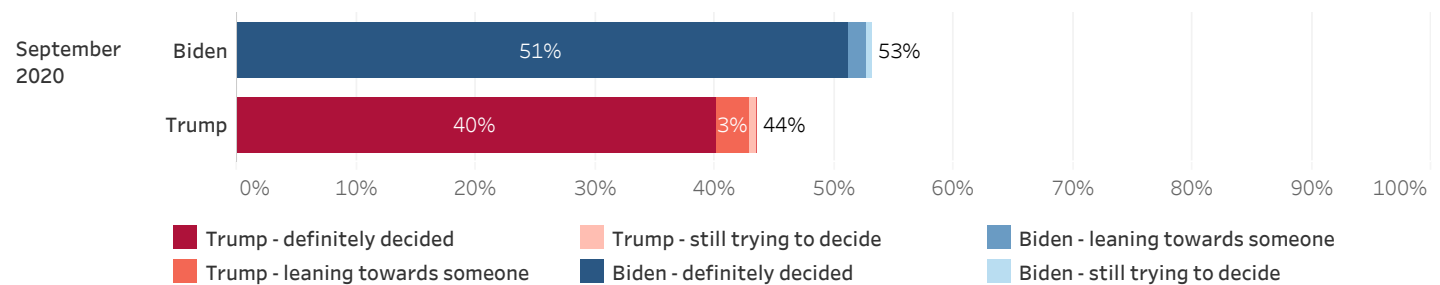
With the election only five weeks away, 92% of likely voters in New Hampshire say they have definitely decided whom they will vote for, up from 82% in July. By contrast, in October of 2016, only 73% of likely voters had definitely decided who they would vote for.

### Decided on Choice for Presidential Election



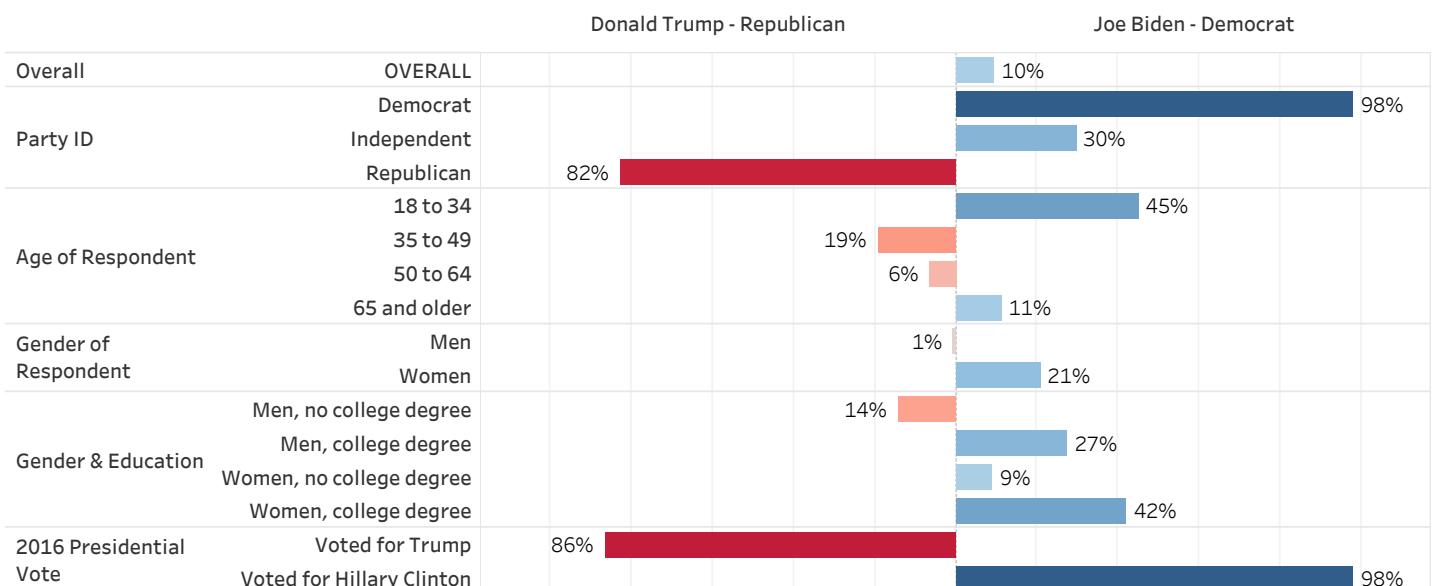
New Hampshire voters are unlikely to change their minds - just over half of likely voters (51%) say they have definitely decided to vote for Biden, 2% lean toward Biden, and less than 1% currently support Biden but are still trying to decide. Forty percent of likely voters say they have definitely decided to vote for Trump, 3% lean toward Trump, and less than 1% support Trump but are still trying to decide.

### Decided on Choice for Presidential Election - By Preferred Candidate - September 2020



- Biden leads Trump by 98 percentage points among Democrats and by 30 points among Independents. Trump holds a 82 point lead among Republicans.
- Biden holds a commanding lead over Trump among those aged 18 to 34 (+45 percentage points) and a smaller lead among those aged 65 and older (+11) while Trump leads among those aged 35 to 49 (+19) and holds a very small lead among those aged 50 to 64 (+6).
- Trump and Biden are nearly tied among men (Trump +1) while Biden holds a wide lead among women (+21 percentage points).
- Biden holds clear leads among women with a college degree (+42 percentage points) and men with a college degree (+27) and holds a smaller lead among women without a college degree (+9). Trump leads among men without a college degree (+14).
- Biden leads Trump by 98 percentage points among those who supported Hillary Clinton in 2016 while Trump holds a slightly smaller lead (+86) among those who voted for him in 2016.

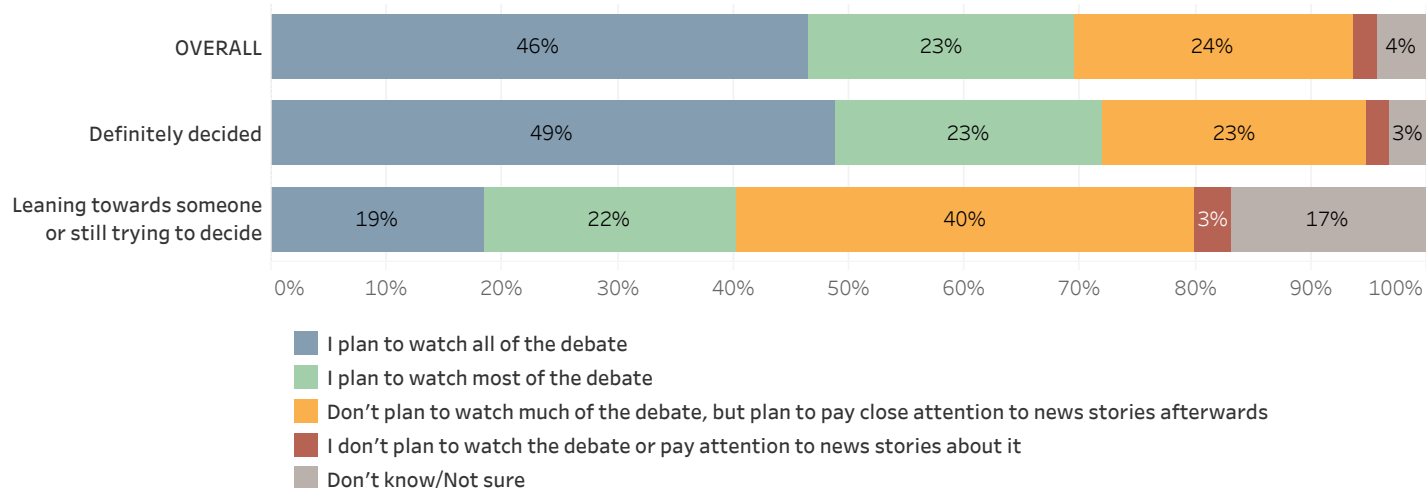
### 2020 Presidential General Election - Difference in Support - September 2020



Forty-six percent of likely voters in New Hampshire said they planned to watch all of Tuesday's presidential debate, 23% planned to watch most of the debate, 24% didn't plan to watch much of the debate but planned to pay close attention to news stories afterwards, 2% didn't plan to watch the debate or pay attention to news stories about it, and 4% didn't know or were unsure.

Among voters who are leaning towards someone or are still trying to decide, only 40% said they planned to watch all or most of the debate while nearly three-quarters (72%) of those who have definitely decided planned to watch all or most of it.

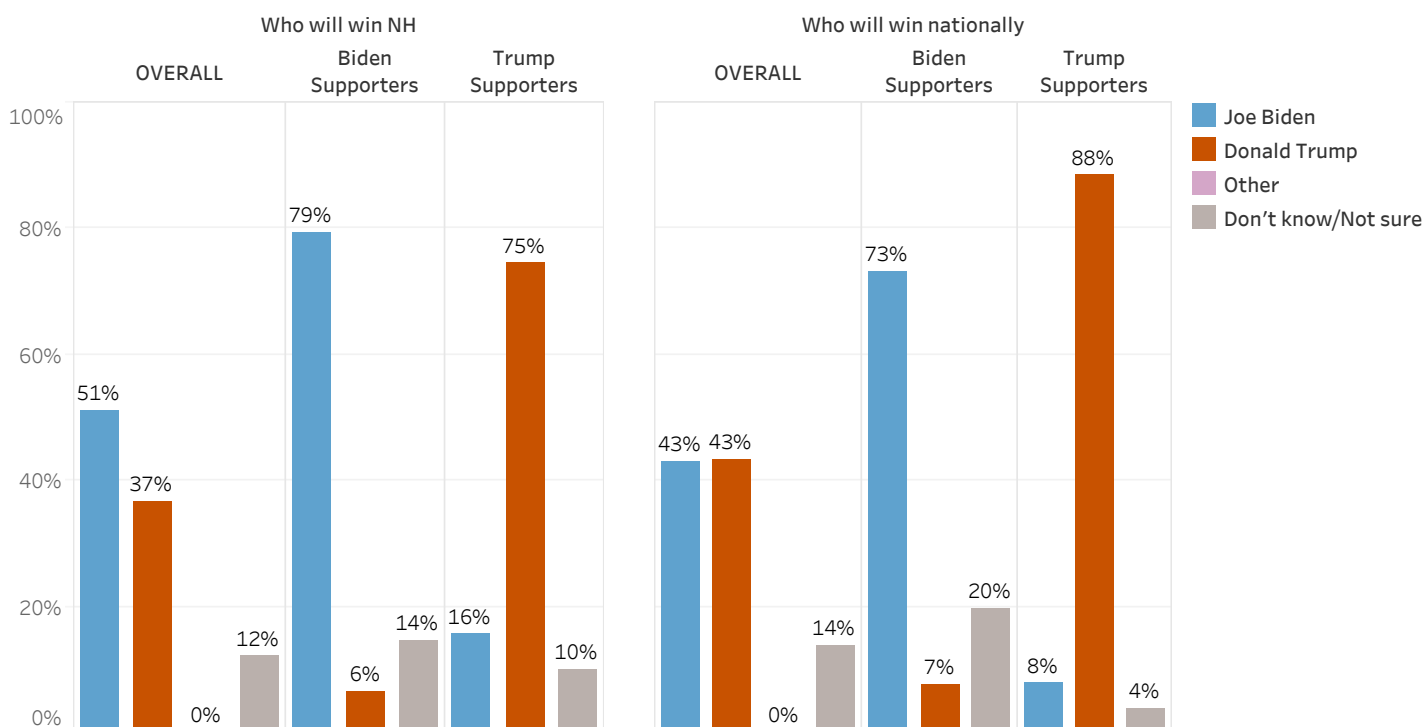
**Plan for September 2020 Debate - By Firmness of Choice in Presidential Race - September 2020**



When asked which candidate they think will win the presidential election in New Hampshire, regardless of who they plan to vote for, 51% of likely voters think Biden will win New Hampshire, unchanged since July (51%), while 37% think Trump will win, less than 1% say another candidate will win, and 12% don't know or are unsure. Biden and Trump supporters are about equally confident that their preferred candidate will win New Hampshire - 79% of Biden supporters think he will win while 75% of Trump supporters think he will win.

However, residents are split in their assessment of who will win nationally - 43% think Biden will win, largely unchanged since July (44%), while 43% think Trump will win. Eighty-eight percent of Trump supporters believe he will win nationally while 73% of Biden supporters believe Biden will win.

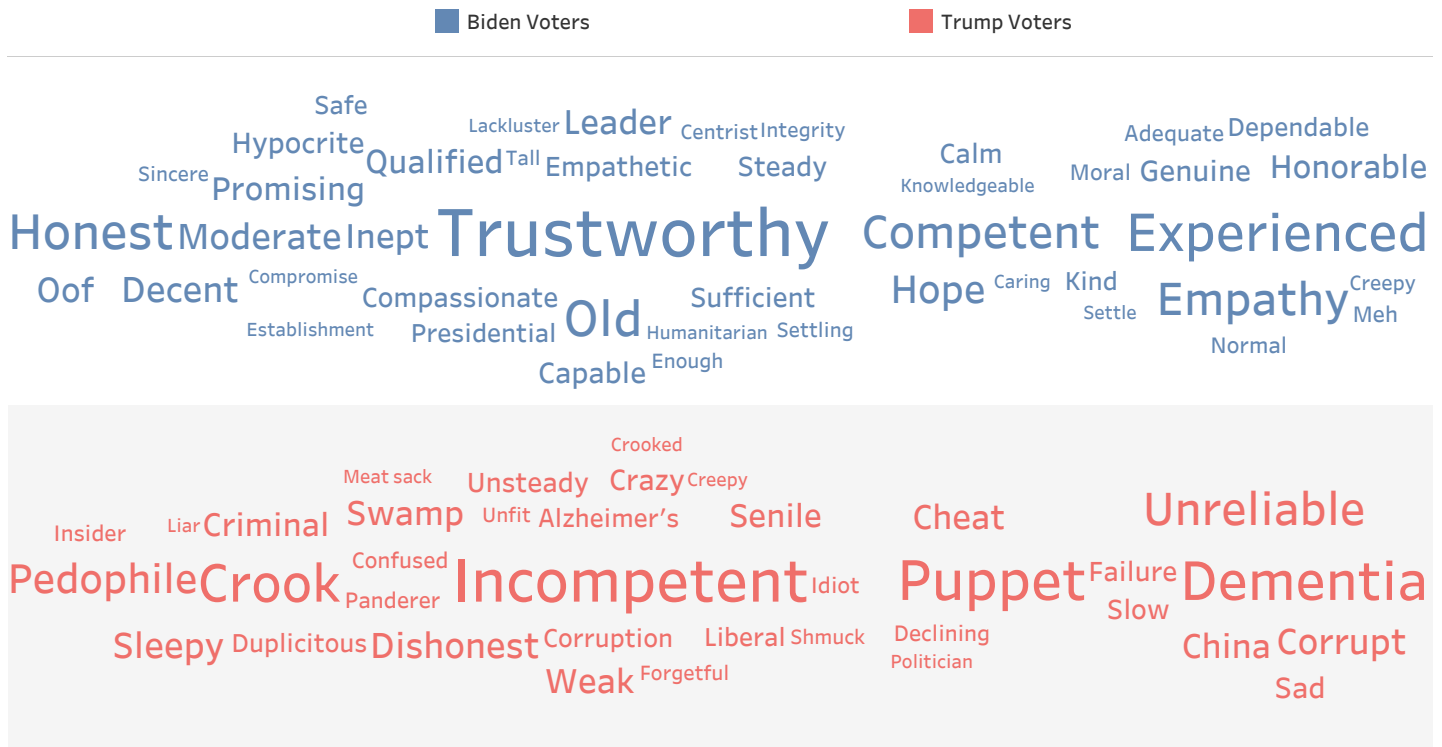
**Which Candidate Believe Will Win NH & National Presidential Election - September 2020**



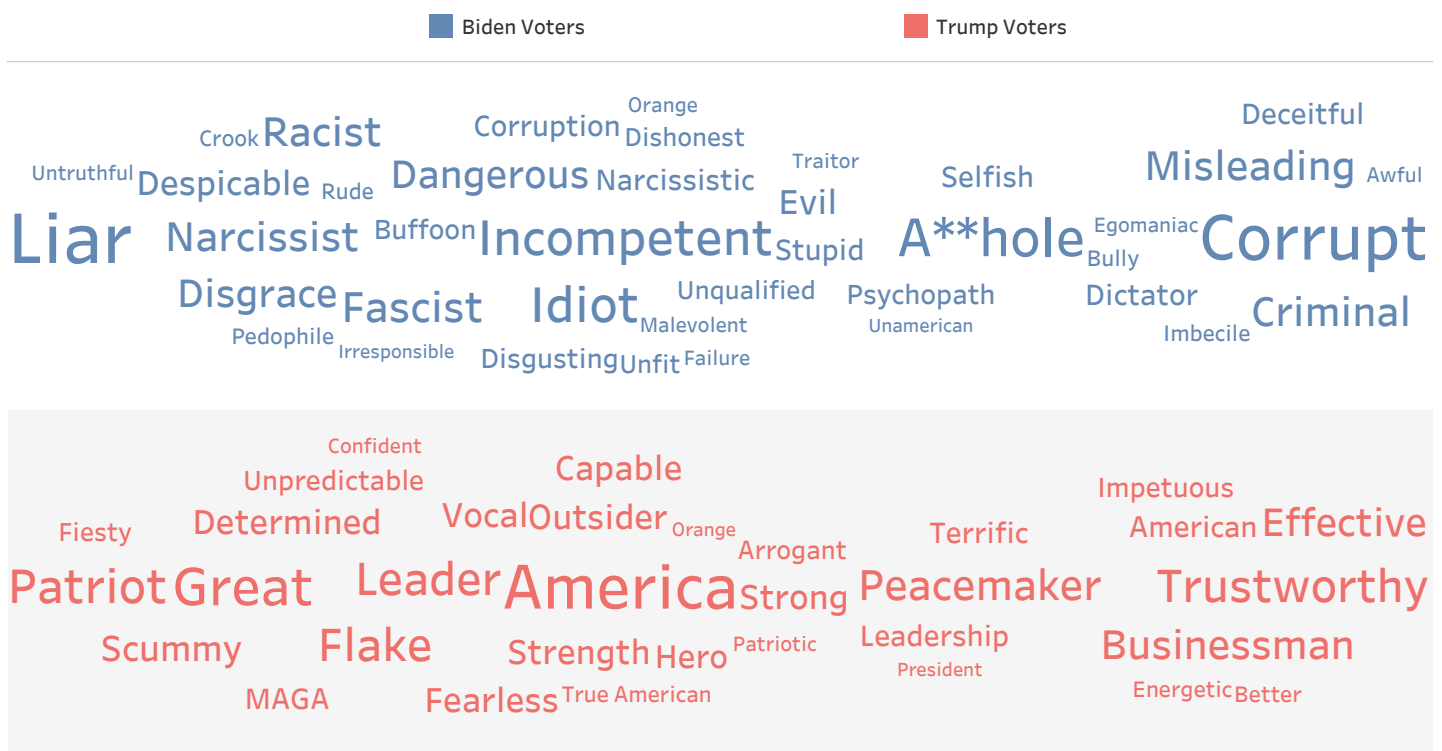
## Descriptions of the Candidates

The following charts show the most common words used by voters when asked what one word comes to mind when they think of Joe Biden and Donald Trump. The size of each word corresponds to the frequency it was mentioned. Biden voters characterize Biden as trustworthy, experienced, old, honest, and competent while the words Trump voters most often use to describe Biden are incompetent, puppet, crook, and dementia. Similar sharp divisions are reflected in the words Biden voters use to describe Trump: corrupt, liar, incompetent, and a\*\*hole. Trump voters most commonly describe Trump with America, great, trustworthy, and patriot.

**What one word comes to mind when you think of Joe Biden? - by Candidate Supported - September 2020**



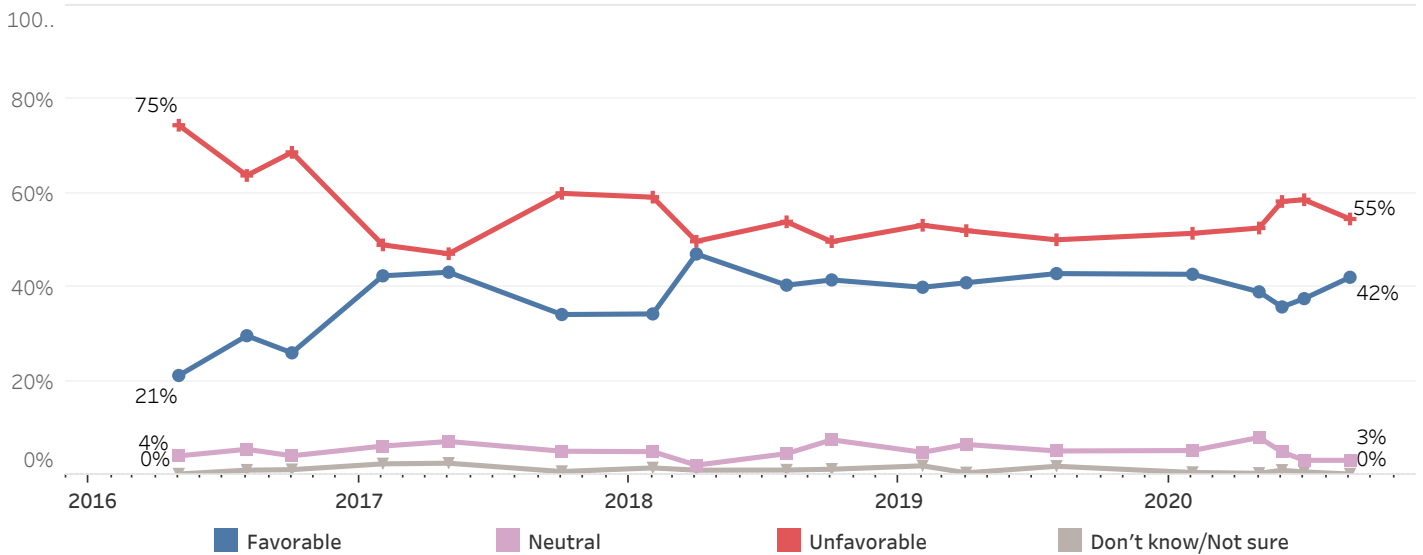
**What one word comes to mind when you think of Donald Trump? - by Candidate Supported - September 2020**



## Presidential Candidates Favorability

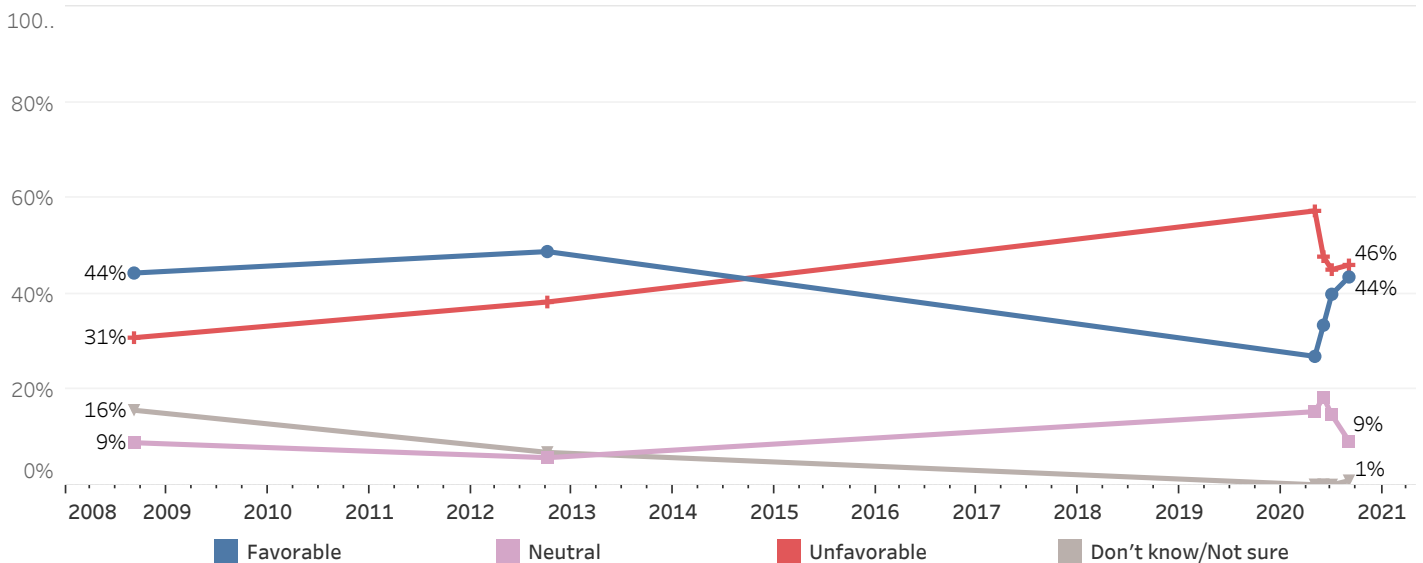
Forty-two percent of New Hampshire residents say they have a favorable opinion of Donald Trump, 55% have an unfavorable opinion of him, 3% are neutral, and less than 1% don't know or are unsure. Trump's net favorability rating (the percentage with a favorable opinion minus the percentage with an unfavorable opinion) is -12% and has remained largely stable over the past two years.

### Trump (R) Favorability



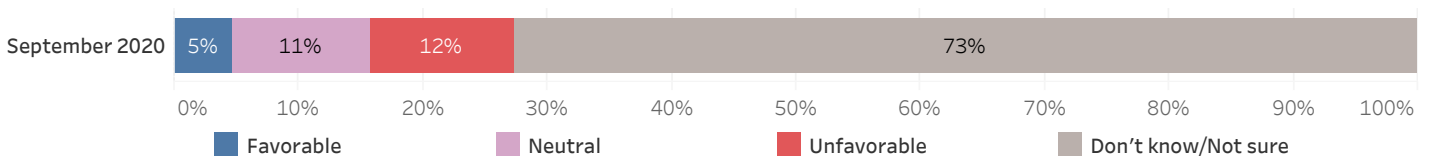
Joe Biden is slightly more popular than Trump – 44% of New Hampshire residents say they have a favorable opinion of Biden, 46% have an unfavorable opinion of him, 9% are neutral, and 1% don't know or are unsure. Biden's net favorability rating is -3%, largely unchanged compared to July (-5%).

### Biden (D) Favorability



Libertarian presidential nominee Jo Jorgensen is not well-known in the state - only 5% of New Hampshire residents have a favorable opinion of her, 12% have an unfavorable opinion of her, 11% are neutral, and nearly three-quarters (73%) don't know or are unsure.

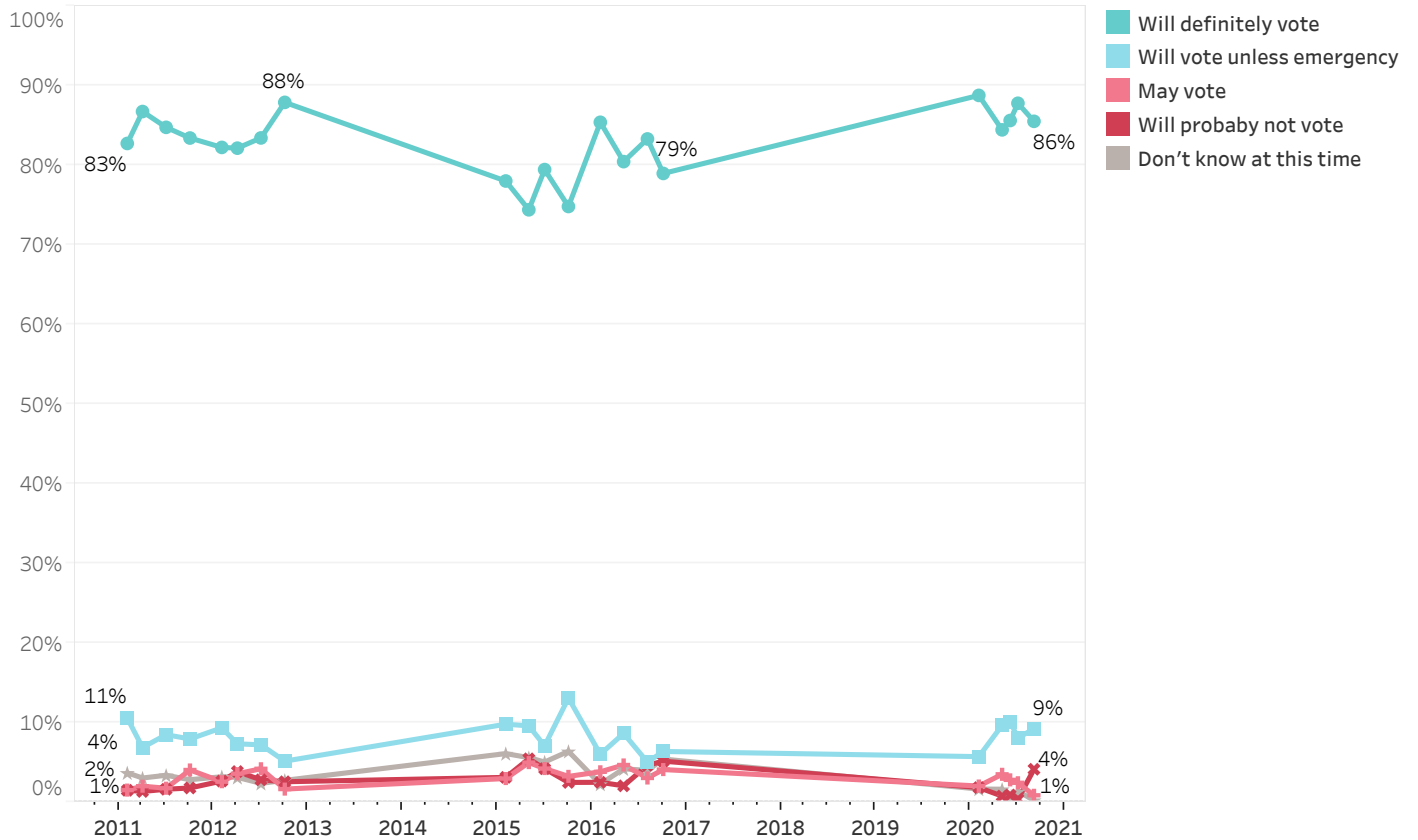
### Jorgensen (L) Favorability



## Political Engagement

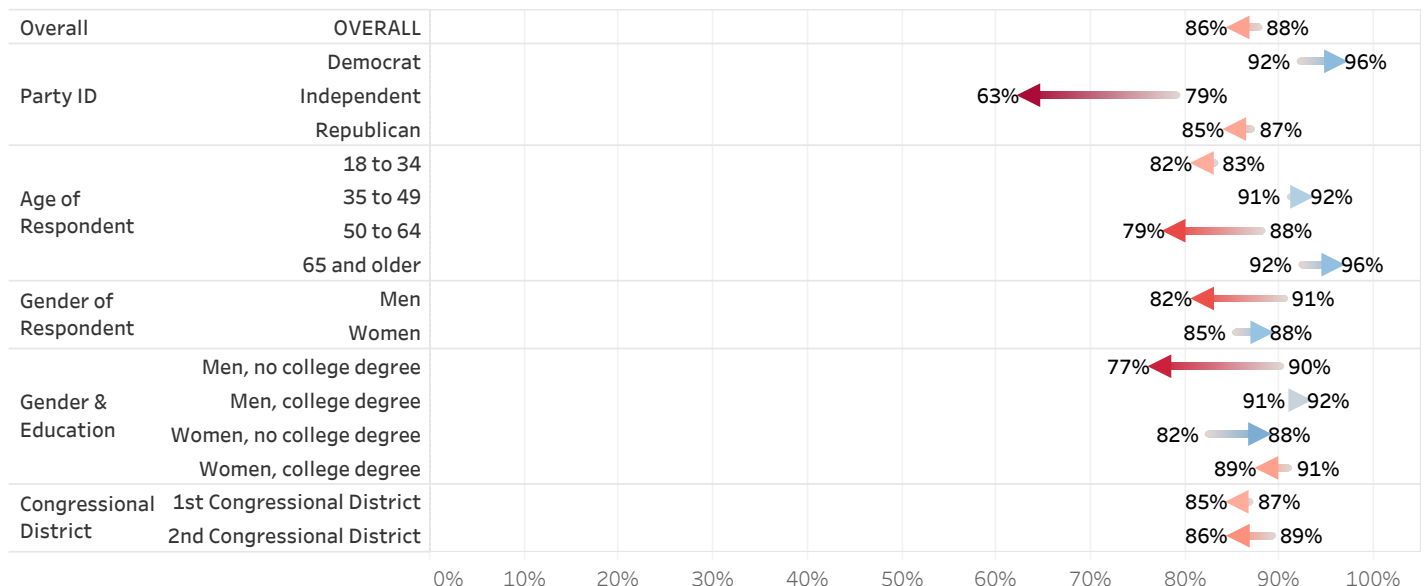
Eighty-six percent of New Hampshire residents say they will definitely vote in the 2020 election, 9% will vote unless some emergency comes up, less than 1% may vote, 4% will probably not vote, and less than 1% don't know at this time. The percentage who say they will definitely vote is slightly higher than in October 2016 (79%) but largely matches results from October 2012 (88%).

### General Election Voting Intent



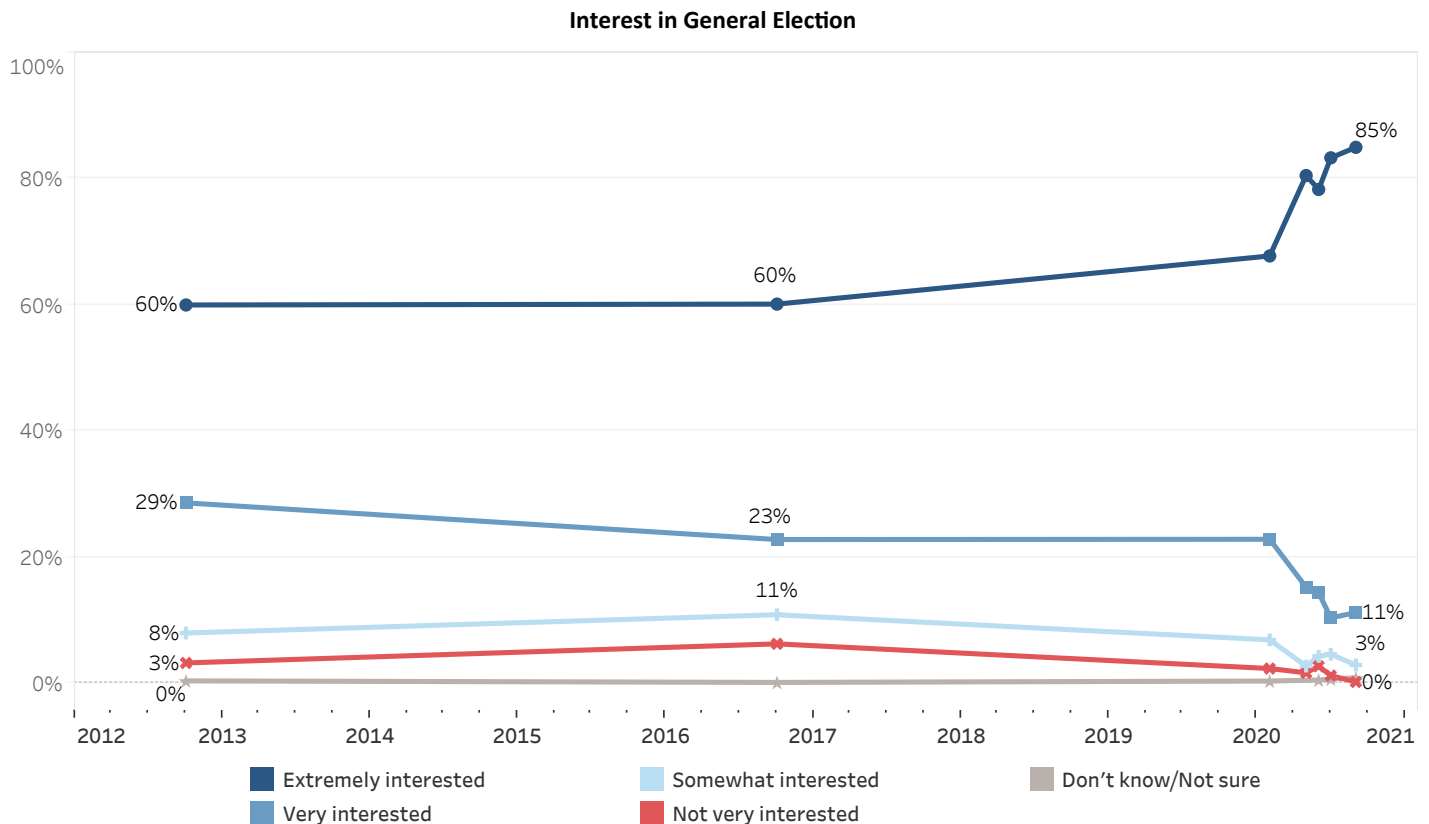
Democrats (96%) are slightly more likely than Republicans (85%) and a good deal more likely than Independents (63%) to say they will definitely vote in November. Since July, men, particularly those without a college degree, are less likely to say they will definitely vote.

### Will Definitely Vote in General Election - Change from July 2020 to September 2020

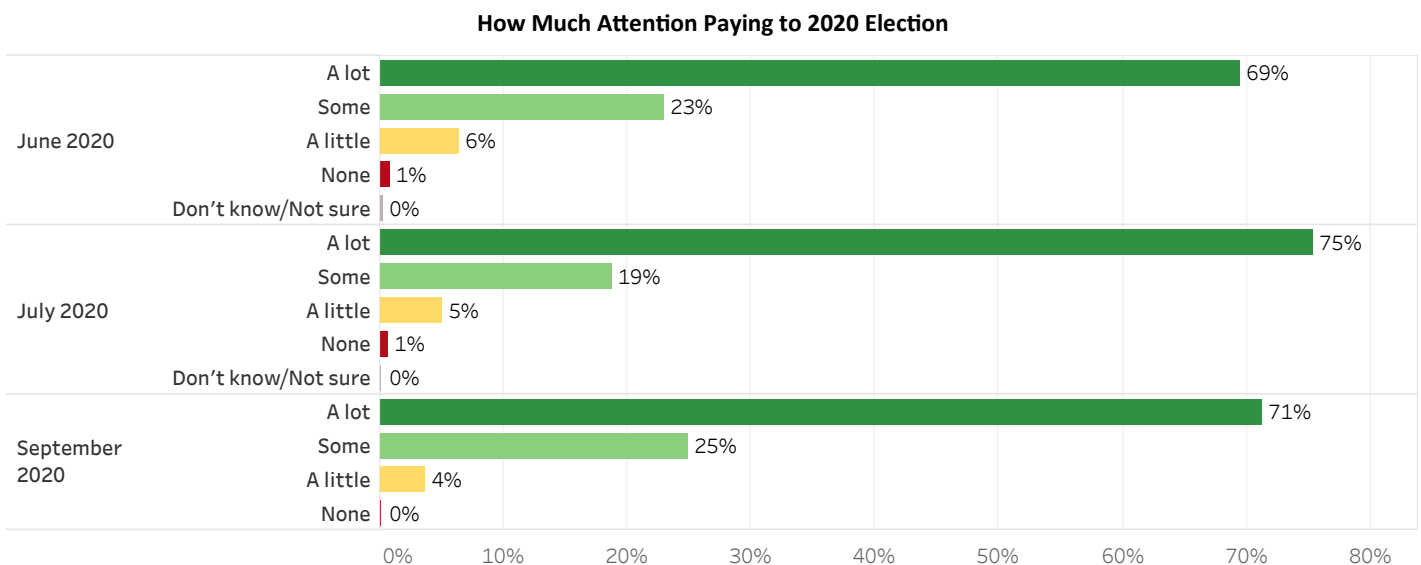


Eighty-five percent of New Hampshire residents describe themselves as extremely interested in the upcoming general election; 11% say they are very interested, 3% say they are somewhat interested, less than 1% say they are not very interested, and 1% don't know or are unsure. The percentage of respondents who say they are extremely interested (85%) is largely unchanged since July (83%) but remains far higher than around this point in the 2016 (60% extremely interested) and in the 2012 (60% extremely interested) election cycles.

Democrats (92%) are slightly more likely than Republicans (84%) to say they are extremely interested in the 2020 general election while 81% of Independents are extremely interested.



Seventy-one percent of New Hampshire residents say they are paying a lot of attention to the 2020 election; 25% say they are paying some attention, 4% are paying a little attention, and less than 1% are not paying any attention. Democrats (84%) are more likely than Republicans (67%) and Independents (58%) to say they are paying a lot of attention to the election.



## Granite State Poll Methodology

These findings are based on the latest Granite State Poll, conducted by the University of New Hampshire Survey Center. One thousand and thirty (1,030) Granite State Panel members completed the survey online between September 24 and September 28, 2020. The margin of sampling error for the survey is +/- 3.1 percent. Included were 972 likely 2020 general election voters (MSE = +/- 3.1%). These MSE's have not been adjusted for design effect. The response rate for the September 2020 Granite State Poll is 37%. The design effect for the survey is 2.5%.

Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as party registration levels provided by the New Hampshire Secretary of State and to 2016 election results in New Hampshire.

The Granite State Panel is part of an effort by the University of New Hampshire Survey Center to investigate new ways of gathering and understanding the opinion of New Hampshire residents. Approximately 5,750 New Hampshire adults were recruited from randomly selected landline and cell phone numbers to participate in the panel. Panelists are then asked to participate in online surveys sponsored by the UNH Survey Center.

The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions. Due to rounding, percentages may not sum to 100%.

For more information about the methodology used in the Granite State Panel, contact Dr. Andrew Smith at (603) 862-2226 or by email at [andrew.smith@unh.edu](mailto:andrew.smith@unh.edu).

### Granite State Poll, September 2020 Demographics

		%	N
Gender of Respondent	Men	49%	476
	Women	51%	495
Age of Respondent	18 to 34	27%	264
	35 to 49	18%	179
	50 to 64	34%	332
	65 and older	21%	204
Level of Education	High school or less	36%	362
	Tech school/Some college	31%	309
	College graduate	21%	206
	Postgraduate work	12%	122
Region of State	Connecticut Valley	15%	155
	Manchester Area	21%	211
	Mass Border	22%	220
	North Country	8%	80
	Seacoast	19%	195
	Central/Lakes	16%	163
Party ID	Democrat	42%	417
	Independent	16%	164
	Republican	42%	419
Voting Registration	Registered Democrat	28%	284
	Registered Undeclared/Not Reg.	42%	417
	Registered Republican	30%	298



## 2020 Presidential General Election

If the presidential election was being held today, would you vote for....

	<u>Donald Trump</u>	<u>Joe Biden</u>	<u>Jo Jorgensen</u>	<u>Other</u>	<u>Don't know/Not sure</u>	<u>N</u>
February 2020	46%	44%		8%	2%	569
May 2020	46%	44%		5%	5%	790
June 2020	39%	52%		6%	3%	946
July 2020	40%	53%		4%	3%	1,887
September 2020	43%	53%	1%	0%	3%	972

## 2020 Presidential General Election (With Leaners)

Who would you say you are leaning towards voting for....

	<u>Donald Trump</u>	<u>Joe Biden</u>	<u>Jo Jorgensen</u>	<u>Other</u>	<u>Don't know/Not sure</u>	<u>N</u>
September 2020	44%	53%	1%	0%	2%	972

## Decided on Choice for Presidential Election

Have you definitely decided who you will vote for in the election for President, are you leaning toward someone, or have you considered some candidates but are still trying to decide?

	<u>Definitely decided</u>	<u>Leaning towards someone</u>	<u>Still trying to decide</u>	<u>N</u>
July 2020	82%	11%	7%	1,878
September 2020	92%	5%	3%	972

## Which Candidate Will Win Presidential Election in New Hampshire

Regardless of who you are voting for, which candidate do you think is most likely to win New Hampshire?

	<u>Donald Trump</u>	<u>Joe Biden</u>	<u>Other</u>	<u>Don't know/Not sure</u>	<u>N</u>
July 2020	35%	51%	0%	13%	1,862
September 2020	37%	51%	0%	12%	972

## Which Candidate Will Win Presidential Election in United States

Regardless of who you are voting for, which candidate do you think is most likely to win the 2020 presidential election nationwide?

	<u>Donald Trump</u>	<u>Joe Biden</u>	<u>Other</u>	<u>Don't know/Not sure</u>	<u>N</u>
July 2020	39%	44%	0%	17%	1,887
September 2020	43%	43%	0%	14%	971

### Favorability - Donald Trump

Below are a list of political figures in the U.S. and New Hampshire. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - President Donald Trump

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know/Not sure</u>	<u>N</u>
May 2016	21%	4%	75%	0%	553
August 2016	30%	5%	64%	1%	529
October 2016	26%	4%	69%	1%	767
February 2017	42%	6%	49%	2%	503
May 2017	43%	7%	47%	3%	515
October 2017	34%	5%	60%	1%	571
February 2018	34%	5%	59%	2%	517
April 2018	47%	2%	50%	1%	208
August 2018	40%	5%	54%	1%	499
October 2018	42%	7%	50%	1%	637
February 2019	40%	5%	53%	2%	604
April 2019	41%	7%	52%	0%	546
August 2019	46%	5%	48%	2%	416
February 2020	43%	5%	51%	1%	611
May 2020	39%	8%	53%	0%	839
June 2020	36%	5%	58%	1%	994
July 2020	38%	3%	59%	1%	1,876
September 2020	42%	3%	55%	0%	1,019

### Favorability - Joe Biden

Below are a list of political figures in the U.S. and New Hampshire. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Former Vice President Joe Biden

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know/Not sure</u>	<u>N</u>
September 2008	44%	9%	31%	16%	547
October 2012	49%	6%	38%	7%	636
May 2020	27%	15%	57%	0%	837
June 2020	33%	18%	48%	0%	994
July 2020	40%	15%	45%	0%	1,883
September 2020	44%	9%	46%	1%	1,012

### Favorability - Jo Jorgensen

Below are a list of political figures in the U.S. and New Hampshire. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Professor Jo Jorgensen

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know/Not sure</u>	<u>N</u>
September 2020	5%	11%	12%	73%	1,006

### General Voting Intent

Which of the following statements best describes you...

	<u>Will definitely vote</u>	<u>Will vote unless emergency</u>	<u>May vote</u>	<u>Will probably not vote</u>	<u>Don't know at this time</u>	<u>N</u>
February 2020	89%	6%	2%	2%	2%	610
May 2020	84%	10%	4%	1%	2%	840
June 2020	86%	10%	3%	1%	1%	997
July 2020	88%	8%	2%	0%	1%	1,973
September 2020	86%	9%	1%	4%	0%	1,026

### Interest in General Election

Turning to the November General election, how interested would you say you are in the 2020 General Election for President, Governor, and U.S. Senate?

	<u>Extremely interested</u>	<u>Very interested</u>	<u>Somewhat interested</u>	<u>Not very interested</u>	<u>Don't know/Not sure</u>	<u>N</u>
May 2020	81%	15%	3%	2%		840
June 2020	78%	14%	4%	3%	0%	997
July 2020	83%	10%	5%	1%	1%	1,973
September 2020	85%	11%	3%	0%	1%	1,026

### How Much Attention Paying to 2020 Election

How much attention would you say you are paying to the 2020 election?

	<u>A lot</u>	<u>Some</u>	<u>A little</u>	<u>None</u>	<u>Don't know/Not sure</u>	<u>N</u>
June 2020	69%	23%	6%	1%	0%	996
July 2020	75%	19%	5%	1%	0%	1,973
September 2020	71%	25%	4%	0%		1,026

# 2020 Presidential General Election

		<u>Donald Trump</u>	<u>Joe Biden</u>	<u>Jo Jorgensen</u>	<u>Other</u>	<u>Don't know/Not sure</u>	<u>N</u>
<b>STATEWIDE</b>	<b>September 2020</b>	43%	53%	1%	0%	3%	972
<b>Voting Registration</b>	Registered Democrat	6%	93%	0%	1%	0%	281
	Registered Undeclared/Not Reg.	35%	60%	2%	0%	3%	383
	Registered Republican	90%	6%	0%	0%	4%	296
<b>Party ID</b>	Democrat	1%	99%	0%	0%	0%	417
	Independent	29%	57%	5%	3%	7%	118
	Republican	90%	8%	0%	0%	2%	419
<b>Ideology</b>	Liberal	7%	92%	1%	1%		270
	Moderate	32%	64%	1%	0%	2%	373
	Conservative	94%	4%	0%	0%	2%	288
<b>Media Usage</b>	Boston Globe reader	4%	88%			8%	66
	Conservative radio listener	90%	5%			4%	267
	Fox News viewer	69%	25%	1%	0%	5%	430
	NHPR listener	31%	65%	0%	0%	3%	591
	Union Leader reader	45%	51%		0%	4%	127
	WMUR viewer	42%	54%	1%	0%	3%	766
	Local newspapers reader	32%	64%	0%	0%	4%	233
<b>Age of Respondent</b>	18 to 34	26%	71%		1%	2%	243
	35 to 49	58%	39%	1%	0%	0%	179
	50 to 64	50%	44%	2%	0%	4%	300
	65 and older	42%	54%	0%	0%	4%	201
<b>Gender of Respondent</b>	Men	48%	47%	1%	1%	2%	435
	Women	37%	59%	1%	0%	3%	479
<b>Level of Education</b>	High school or less	55%	40%	1%		3%	312
	Tech school/Some college	44%	51%	1%	1%	3%	306
	College graduate	37%	60%	1%	0%	2%	203
	Postgraduate work	22%	74%	1%	1%	2%	121
<b>Gender &amp; Education</b>	Men, no college degree	55%	41%	1%	1%	2%	293
	Men, college degree	35%	61%	1%	1%	3%	142
	Women, no college degree	43%	52%	1%		5%	306
	Women, college degree	28%	70%	1%	0%	1%	173
<b>Region of State</b>	Connecticut Valley	59%	33%	1%		7%	152
	Manchester Area	51%	44%	3%	0%	2%	178
	Mass Border	31%	67%	0%	1%	1%	220
	North Country	33%	67%	0%	0%		78
	Seacoast	32%	63%	1%	0%	4%	194
	Central/Lakes	56%	43%	0%	0%	0%	147
<b>2016 Presidential Vote</b>	Voted for Trump	91%	5%	0%		4%	422
	Voted for Hillary Clinton	1%	99%	0%		0%	457
	Did not vote in 2016	31%	63%		0%	6%	53

**2020 Presidential General Election (With Leaners)**

		<u>Donald Trump</u>	<u>Joe Biden</u>	<u>Jo Jorgensen</u>	<u>Other</u>	<u>Don't know/Not sure</u>	<u>N</u>
<b>STATEWIDE</b>	<b>September 2020</b>	44%	53%	1%	0%	2%	972
<b>Voting Registration</b>	Registered Democrat	6%	93%	0%	1%		281
	Registered Undeclared/Not Reg.	35%	60%	2%	0%	2%	383
	Registered Republican	90%	6%	1%	0%	4%	296
<b>Party ID</b>	Democrat	1%	99%	0%	0%		417
	Independent	29%	59%	5%	3%	4%	118
	Republican	91%	8%	0%	0%	1%	419
<b>Ideology</b>	Liberal	7%	92%	1%	1%		270
	Moderate	32%	65%	2%	0%	1%	373
	Conservative	94%	4%	1%	0%	1%	288
<b>Media Usage</b>	Boston Globe reader	6%	89%			5%	66
	Conservative radio listener	90%	6%			4%	267
	Fox News viewer	69%	26%	1%	0%	4%	429
	NHPR listener	31%	66%	0%	0%	3%	591
	Union Leader reader	45%	52%		0%	3%	127
	WMUR viewer	42%	55%	1%	0%	3%	766
	Local newspapers reader	32%	64%	0%	0%	3%	233
<b>Age of Respondent</b>	18 to 34	26%	71%		1%	1%	243
	35 to 49	58%	39%	1%	0%	0%	179
	50 to 64	50%	44%	2%	0%	4%	300
	65 and older	43%	54%	0%	0%	2%	201
<b>Gender of Respondent</b>	Men	49%	48%	1%	1%	1%	435
	Women	38%	59%	1%	0%	3%	479
<b>Level of Education</b>	High school or less	55%	40%	1%		3%	312
	Tech school/Some college	45%	51%	1%	1%	2%	306
	College graduate	38%	61%	1%	0%	0%	203
	Postgraduate work	22%	75%	1%	1%	1%	121
<b>Gender &amp; Education</b>	Men, no college degree	55%	41%	1%	1%	1%	293
	Men, college degree	35%	63%	1%	1%	1%	142
	Women, no college degree	43%	52%	1%		5%	306
	Women, college degree	28%	70%	1%	0%	1%	173
<b>Region of State</b>	Connecticut Valley	59%	33%	1%		7%	152
	Manchester Area	51%	44%	3%	0%	2%	178
	Mass Border	31%	67%	0%	1%	0%	220
	North Country	33%	67%	0%	0%		78
	Seacoast	33%	64%	1%	0%	2%	194
	Central/Lakes	56%	43%	0%	0%		147
<b>2016 Presidential Vote</b>	Voted for Trump	91%	5%	0%		4%	422
	Voted for Hillary Clinton	1%	99%	0%			457
	Did not vote in 2016	31%	63%		0%	6%	53

## Decided on Choice for Presidential Election

		Definitely decided	Leaning towards someone	Still trying to decide	N
STATEWIDE	September 2020	92%	5%	3%	972
Voting Registration	Registered Democrat	98%	2%	0%	281
	Registered Undeclared/Not Reg.	87%	9%	4%	384
	Registered Republican	93%	2%	5%	296
Party ID	Democrat	98%	1%	0%	417
	Independent	85%	8%	7%	118
	Republican	91%	7%	2%	419
Ideology	Liberal	98%	1%	1%	270
	Moderate	89%	8%	3%	373
	Conservative	95%	4%	1%	288
Media Usage	Boston Globe reader	91%	3%	7%	66
	Conservative radio listener	92%	2%	6%	267
	Fox News viewer	93%	3%	4%	430
	NHPR listener	90%	5%	4%	591
	Union Leader reader	93%	3%	4%	127
	WMUR viewer	91%	6%	4%	766
	Local newspapers reader	92%	6%	2%	233
Age of Respondent	18 to 34	95%	3%	2%	243
	35 to 49	98%	1%	1%	179
	50 to 64	86%	8%	6%	300
	65 and older	94%	5%	2%	201
Gender of Respondent	Men	96%	2%	2%	435
	Women	90%	7%	3%	479
Level of Education	High school or less	90%	6%	3%	312
	Tech school/Some college	92%	5%	3%	307
	College graduate	95%	4%	2%	203
	Postgraduate work	95%	2%	2%	121
Gender & Education	Men, no college degree	96%	2%	2%	294
	Men, college degree	94%	3%	3%	142
	Women, no college degree	87%	9%	4%	306
	Women, college degree	95%	4%	1%	173
Region of State	Connecticut Valley	79%	14%	7%	152
	Manchester Area	96%	2%	2%	178
	Mass Border	98%	1%	1%	220
	North Country	93%	7%		78
	Seacoast	91%	4%	5%	194
	Central/Lakes	95%	5%	1%	147
2016 Presidential Vote	Voted for Trump	88%	7%	4%	422
	Voted for Hillary Clinton	97%	2%	1%	457
	Did not vote in 2016	86%	8%	6%	53

## Which Candidate Will Win Presidential Election in New Hampshire

		<u>Donald Trump</u>	<u>Joe Biden</u>	<u>Other</u>	<u>Don't know/Not sure</u>	<u>N</u>
<b>STATEWIDE</b>	<b>September 2020</b>	37%	51%	0%	12%	972
<b>Voting Registration</b>	Registered Democrat	10%	70%		19%	281
	Registered Undeclared/Not Reg.	32%	57%	0%	10%	384
	Registered Republican	66%	25%		9%	296
<b>Party ID</b>	Democrat	7%	77%		17%	417
	Independent	31%	58%	1%	10%	118
	Republican	68%	23%		9%	419
<b>Ideology</b>	Liberal	13%	71%	0%	16%	270
	Moderate	26%	62%	0%	12%	373
	Conservative	73%	17%		9%	288
<b>Media Usage</b>	Boston Globe reader	13%	76%		11%	66
	Conservative radio listener	64%	23%		12%	267
	Fox News viewer	54%	34%		12%	430
	NHPR listener	30%	59%	0%	11%	591
	Union Leader reader	30%	63%		7%	127
	WMUR viewer	36%	54%	0%	11%	766
	Local newspapers reader	26%	65%	0%	8%	233
<b>Age of Respondent</b>	18 to 34	20%	54%		26%	243
	35 to 49	52%	40%	0%	7%	179
	50 to 64	46%	50%	0%	4%	300
	65 and older	30%	61%	0%	9%	201
<b>Gender of Respondent</b>	Men	37%	51%	0%	12%	435
	Women	35%	52%	0%	12%	479
<b>Level of Education</b>	High school or less	47%	52%		2%	312
	Tech school/Some college	35%	45%	0%	19%	307
	College graduate	35%	51%	0%	14%	203
	Postgraduate work	19%	65%	0%	17%	121
<b>Gender &amp; Education</b>	Men, no college degree	41%	46%	0%	14%	294
	Men, college degree	30%	61%	0%	9%	142
	Women, no college degree	40%	52%		8%	306
	Women, college degree	27%	52%	0%	21%	173
<b>Region of State</b>	Connecticut Valley	52%	36%		12%	152
	Manchester Area	39%	52%		9%	178
	Mass Border	36%	46%	0%	17%	220
	North Country	29%	58%		13%	78
	Seacoast	17%	67%		16%	194
	Central/Lakes	48%	48%	0%	4%	147
<b>2016 Presidential Vote</b>	Voted for Trump	70%	22%		8%	422
	Voted for Hillary Clinton	5%	79%		16%	457
	Did not vote in 2016	34%	62%		4%	53

# Which Candidate Will Win Presidential Election in United States

		<u>Donald Trump</u>	<u>Joe Biden</u>	<u>Other</u>	<u>Don't know/Not sure</u>	<u>N</u>
<b>STATEWIDE</b>	<b>September 2020</b>	43%	43%	0%	14%	971
<b>Voting Registration</b>	Registered Democrat	9%	70%		21%	281
	Registered Undeclared/Not Reg.	36%	51%	0%	13%	384
	Registered Republican	85%	6%		9%	295
<b>Party ID</b>	Democrat	3%	77%		19%	417
	Independent	44%	37%	0%	18%	118
	Republican	83%	12%		5%	418
<b>Ideology</b>	Liberal	10%	70%	0%	19%	270
	Moderate	32%	53%		15%	373
	Conservative	90%	6%		4%	287
<b>Media Usage</b>	Boston Globe reader	10%	65%		25%	66
	Conservative radio listener	85%	8%		7%	265
	Fox News viewer	70%	23%		7%	429
	NHPR listener	31%	53%	0%	16%	591
	Union Leader reader	43%	41%		16%	127
	WMUR viewer	41%	46%	0%	13%	765
	Local newspapers reader	40%	47%		13%	233
<b>Age of Respondent</b>	18 to 34	38%	43%		19%	243
	35 to 49	56%	34%		9%	179
	50 to 64	43%	45%		12%	299
	65 and older	42%	46%	0%	12%	201
<b>Gender of Respondent</b>	Men	51%	44%	0%	5%	435
	Women	35%	44%		21%	478
<b>Level of Education</b>	High school or less	52%	39%		9%	312
	Tech school/Some college	45%	43%	0%	12%	305
	College graduate	41%	44%		15%	203
	Postgraduate work	23%	54%		24%	121
<b>Gender &amp; Education</b>	Men, no college degree	58%	40%	0%	3%	294
	Men, college degree	38%	53%		9%	142
	Women, no college degree	38%	43%		19%	305
	Women, college degree	30%	44%		26%	173
<b>Region of State</b>	Connecticut Valley	38%	45%		17%	152
	Manchester Area	49%	38%		13%	178
	Mass Border	30%	53%		17%	219
	North Country	37%	43%		20%	78
	Seacoast	48%	41%		10%	194
	Central/Lakes	57%	35%	0%	8%	147
<b>2016 Presidential Vote</b>	Voted for Trump	83%	11%		6%	421
	Voted for Hillary Clinton	5%	74%		21%	457
	Did not vote in 2016	59%	27%		14%	53



# Favorability - Donald Trump

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know/Not sure</u>	<u>N</u>
<b>STATEWIDE</b>	<b>September 2020</b>	42%	3%	55%	0%	1,019
<b>Voting Registration</b>	Registered Democrat	6%	0%	93%		283
	Registered Undeclared/Not Reg.	35%	7%	58%	0%	412
	Registered Republican	88%	1%	11%		297
<b>Party ID</b>	Democrat	1%	0%	99%		415
	Independent	40%	5%	56%		160
	Republican	85%	5%	10%	0%	419
<b>Ideology</b>	Liberal	7%		93%		270
	Moderate	32%	6%	63%	0%	413
	Conservative	93%	2%	5%		287
<b>Media Usage</b>	Boston Globe reader	4%	0%	95%		67
	Conservative radio listener	90%	0%	9%		265
	Fox News viewer	67%	2%	31%	0%	439
	NHPR listener	28%	4%	68%		588
	Union Leader reader	45%	1%	55%		129
	WMUR viewer	38%	4%	58%	0%	775
	Local newspapers reader	31%	2%	66%		235
<b>Age of Respondent</b>	18 to 34	25%		74%	1%	261
	35 to 49	57%	1%	42%		178
	50 to 64	49%	7%	44%	0%	331
	65 and older	42%	3%	55%		199
<b>Gender of Respondent</b>	Men	51%	1%	48%		469
	Women	32%	5%	62%	0%	492
<b>Level of Education</b>	High school or less	51%	6%	43%		359
	Tech school/Some college	44%	1%	54%	1%	308
	College graduate	36%	2%	62%	0%	204
	Postgraduate work	23%	1%	76%		118
<b>Gender &amp; Education</b>	Men, no college degree	58%	0%	41%		330
	Men, college degree	35%	2%	63%		139
	Women, no college degree	35%	7%	57%	1%	318
	Women, college degree	27%	2%	71%	0%	174
<b>Region of State</b>	Connecticut Valley	44%	14%	42%		155
	Manchester Area	58%	1%	40%	1%	209
	Mass Border	31%	1%	68%		216
	North Country	32%	0%	67%	0%	80
	Seacoast	32%	3%	65%		195
	Central/Lakes	50%	1%	50%		163
<b>2016 Presidential Vote</b>	Voted for Trump	87%	6%	7%	0%	451
	Voted for Hillary Clinton	1%	0%	99%		452
	Did not vote in 2016	26%	1%	73%		64

**Favorability - Joe Biden**

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know/Not sure</u>	<u>N</u>
<b>STATEWIDE</b>	<b>September 2020</b>	44%	9%	46%	1%	1,012
<b>Voting Registration</b>	Registered Democrat	77%	14%	9%		284
	Registered Undeclared/Not Reg.	50%	10%	41%	0%	411
	Registered Republican	5%	5%	90%	0%	290
<b>Party ID</b>	Democrat	85%	13%	2%		411
	Independent	36%	10%	50%	5%	164
	Republican	8%	3%	89%	0%	411
<b>Ideology</b>	Liberal	74%	15%	11%		271
	Moderate	53%	8%	37%	2%	412
	Conservative	3%	3%	94%		280
<b>Media Usage</b>	Boston Globe reader	65%	22%	13%		67
	Conservative radio listener	5%	10%	86%		265
	Fox News viewer	23%	8%	67%	2%	427
	NHPR listener	57%	11%	32%		588
	Union Leader reader	42%	8%	50%		124
	WMUR viewer	46%	11%	42%	1%	768
	Local newspapers reader	54%	14%	32%		235
<b>Age of Respondent</b>	18 to 34	49%	15%	32%	4%	257
	35 to 49	31%	12%	57%		178
	50 to 64	38%	8%	54%	0%	324
	65 and older	52%	4%	44%		204
<b>Gender of Respondent</b>	Men	39%	7%	54%		473
	Women	48%	12%	38%	2%	481
<b>Level of Education</b>	High school or less	36%	5%	57%	2%	351
	Tech school/Some college	43%	12%	44%	1%	309
	College graduate	45%	12%	42%	0%	200
	Postgraduate work	60%	12%	28%		122
<b>Gender &amp; Education</b>	Men, no college degree	36%	3%	60%		330
	Men, college degree	47%	15%	39%		143
	Women, no college degree	44%	12%	41%	3%	312
	Women, college degree	56%	10%	34%	0%	169
<b>Region of State</b>	Connecticut Valley	28%	16%	57%		155
	Manchester Area	36%	3%	61%	1%	209
	Mass Border	56%	14%	30%		208
	North Country	54%	7%	39%	0%	80
	Seacoast	56%	11%	33%		195
	Central/Lakes	34%	5%	56%	5%	163
<b>2016 Presidential Vote</b>	Voted for Trump	4%	5%	90%	0%	444
	Voted for Hillary Clinton	86%	12%	3%		452
	Did not vote in 2016	45%	8%	34%	13%	64

# Favorability - Jo Jorgensen

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know/Not sure</u>	<u>N</u>
<b>STATEWIDE</b>	<b>September 2020</b>	5%	11%	12%	73%	1,006
<b>Voting Registration</b>	Registered Democrat	1%	7%	14%	78%	283
	Registered Undeclared/Not Reg.	10%	9%	13%	69%	414
	Registered Republican	1%	19%	8%	72%	288
<b>Party ID</b>	Democrat	2%	4%	16%	78%	414
	Independent	22%	11%	12%	55%	164
	Republican	1%	19%	8%	73%	407
<b>Ideology</b>	Liberal	3%	5%	16%	76%	270
	Moderate	9%	7%	10%	74%	413
	Conservative	1%	23%	10%	66%	279
<b>Media Usage</b>	Boston Globe reader	2%	11%	19%	69%	66
	Conservative radio listener	0%	23%	13%	64%	262
	Fox News viewer	1%	13%	8%	77%	428
	NHPR listener	2%	13%	14%	72%	588
	Union Leader reader	1%	14%	9%	76%	128
	WMUR viewer	2%	12%	14%	72%	768
	Local newspapers reader	2%	13%	15%	70%	235
<b>Age of Respondent</b>	18 to 34	3%	10%	12%	76%	255
	35 to 49	2%	23%	12%	64%	178
	50 to 64	11%	8%	12%	69%	323
	65 and older	0%	11%	12%	77%	200
<b>Gender of Respondent</b>	Men	8%	19%	10%	63%	466
	Women	2%	5%	13%	80%	482
<b>Level of Education</b>	High school or less	10%	15%	10%	65%	346
	Tech school/Some college	1%	8%	14%	77%	305
	College graduate	3%	14%	9%	74%	203
	Postgraduate work	3%	7%	14%	76%	122
<b>Gender &amp; Education</b>	Men, no college degree	11%	22%	9%	58%	324
	Men, college degree	2%	11%	13%	73%	142
	Women, no college degree	0%	1%	16%	82%	309
	Women, college degree	4%	11%	8%	77%	174
<b>Region of State</b>	Connecticut Valley	0%	9%	12%	79%	155
	Manchester Area	18%	12%	3%	67%	208
	Mass Border	1%	6%	13%	80%	209
	North Country	8%	8%	17%	66%	80
	Seacoast	0%	6%	16%	78%	194
	Central/Lakes	1%	26%	13%	59%	158
<b>2016 Presidential Vote</b>	Voted for Trump	8%	19%	9%	64%	441
	Voted for Hillary Clinton	1%	4%	15%	79%	456
	Did not vote in 2016	0%	6%	6%	88%	63

# Plan for September 2020 Presidential Debate

		<u>I plan to watch all of the debate</u>	<u>I plan to watch most of the debate</u>	<u>Don't plan to watch much of the debate, but plan to pay close attention to news stories afterwards</u>	<u>I don't plan to watch the debate or pay attention to news stories about it</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	September 2020	46%	23%	24%	2%	4%	972
Voting Registration	Registered Democrat	36%	23%	35%	2%	4%	281
	Registered Undeclared/Not Reg.	47%	24%	24%	2%	2%	384
	Registered Republican	56%	23%	13%	1%	7%	296
Party ID	Democrat	37%	24%	33%	2%	4%	417
	Independent	37%	31%	21%	4%	6%	118
	Republican	60%	21%	16%	1%	2%	419
Ideology	Liberal	32%	23%	41%	1%	2%	270
	Moderate	48%	21%	24%	3%	5%	373
	Conservative	62%	25%	9%	2%	2%	288
Media Usage	Boston Globe reader	35%	26%	34%	5%	0%	66
	Conservative radio listener	64%	25%	5%	1%	4%	267
	Fox News viewer	69%	15%	10%	1%	4%	430
	NHPR listener	42%	24%	26%	2%	6%	591
	Union Leader reader	62%	10%	23%	2%	2%	127
	WMUR viewer	49%	24%	21%	1%	5%	766
	Local newspapers reader	62%	16%	18%	3%	0%	233
Age of Respondent	18 to 34	43%	22%	30%	1%	5%	243
	35 to 49	30%	36%	28%	4%	2%	179
	50 to 64	50%	21%	22%	1%	6%	300
	65 and older	61%	20%	13%	3%	3%	201
Gender of Respondent	Men	47%	24%	22%	2%	4%	435
	Women	45%	23%	25%	2%	4%	479
Level of Education	High school or less	54%	24%	19%		3%	312
	Tech school/Some college	48%	25%	22%	2%	3%	307
	College graduate	42%	21%	31%	3%	4%	203
	Postgraduate work	33%	23%	27%	6%	10%	121
Gender & Education	Men, no college degree	51%	25%	20%	1%	2%	294
	Men, college degree	40%	21%	27%	4%	8%	142
	Women, no college degree	50%	23%	22%	1%	4%	306
	Women, college degree	38%	22%	32%	4%	4%	173
Region of State	Connecticut Valley	44%	11%	31%	1%	13%	152
	Manchester Area	54%	27%	15%	1%	3%	178
	Mass Border	51%	15%	28%	3%	3%	220
	North Country	30%	32%	31%	4%	2%	78
	Seacoast	47%	24%	26%	1%	2%	194
	Central/Lakes	42%	37%	14%	3%	4%	147
2016 Presidential Vote	Voted for Trump	57%	21%	16%	2%	5%	422
	Voted for Hillary Clinton	33%	26%	34%	2%	5%	457
	Did not vote in 2016	62%	22%	15%	0%		53

**General Voting Intent**

		<u>Will definitely vote</u>	<u>Will vote unless emergency</u>	<u>May vote</u>	<u>Will probably not vote</u>	<u>Don't know at this time</u>	<u>N</u>
<b>STATEWIDE</b>	<b>September 2020</b>	86%	9%	1%	4%	0%	1,026
<b>Voting Registration</b>	Registered Democrat	95%	4%	0%	0%	1%	284
	Registered Undeclared/Not Reg.	77%	15%	0%	8%	0%	417
	Registered Republican	92%	7%		0%		298
<b>Party ID</b>	Democrat	96%	4%	0%	0%		417
	Independent	63%	8%	1%	26%	2%	164
	Republican	85%	15%	0%			419
<b>Ideology</b>	Liberal	96%	3%		0%	1%	273
	Moderate	75%	15%	0%	10%	0%	417
	Conservative	94%	6%				288
<b>Media Usage</b>	Boston Globe reader	100%	0%	0%			67
	Conservative radio listener	97%	3%	0%			267
	Fox News viewer	87%	10%	0%	2%	0%	441
	NHPR listener	87%	13%	0%		0%	593
	Union Leader reader	98%	1%	1%			129
	WMUR viewer	87%	11%	0%	1%	0%	782
	Local newspapers reader	82%	17%	1%	1%		235
<b>Age of Respondent</b>	18 to 34	82%	11%	3%	4%		261
	35 to 49	92%	8%	0%		0%	179
	50 to 64	79%	12%	0%	9%	0%	332
	65 and older	96%	3%	0%	0%	1%	204
<b>Gender of Respondent</b>	Men	82%	10%	1%	7%	0%	473
	Women	88%	9%	0%	2%	0%	495
<b>Level of Education</b>	High school or less	73%	14%	1%	11%	1%	359
	Tech school/Some college	94%	5%	1%	0%		309
	College graduate	89%	10%	0%	1%	0%	206
	Postgraduate work	92%	6%	1%			122
<b>Gender &amp; Education</b>	Men, no college degree	77%	12%	1%	9%		330
	Men, college degree	92%	7%	1%		0%	143
	Women, no college degree	88%	8%	1%	3%	1%	320
	Women, college degree	89%	10%	0%	1%	0%	175
<b>Region of State</b>	Connecticut Valley	79%	19%		1%	1%	155
	Manchester Area	82%	3%	1%	15%		210
	Mass Border	99%	1%				220
	North Country	77%	21%		2%		80
	Seacoast	89%	10%	0%		0%	195
	Central/Lakes	78%	12%	4%	6%	0%	163
<b>2016 Presidential Vote</b>	Voted for Trump	81%	12%		7%	0%	453
	Voted for Hillary Clinton	96%	4%	0%	0%		457
	Did not vote in 2016	58%	25%	1%	16%		64

		Interest in General Election					N
		<u>Extremely interested</u>	<u>Very interested</u>	<u>Somewhat interested</u>	<u>Not very interested</u>	<u>Don't know/Not sure</u>	
<b>STATEWIDE</b>	<b>September 2020</b>	85%	11%	3%	0%	1%	1,026
<b>Voting Registration</b>	Registered Democrat	89%	9%	3%			284
	Registered Undeclared/Not Reg.	83%	14%	2%	0%		417
	Registered Republican	88%	10%	2%	0%		298
<b>Party ID</b>	Democrat	92%	7%	1%	0%		417
	Independent	81%	6%	8%	0%	5%	164
	Republican	84%	15%	1%	0%		419
<b>Ideology</b>	Liberal	90%	8%	2%	0%		273
	Moderate	81%	14%	3%	0%	2%	417
	Conservative	93%	6%	1%	0%		288
<b>Media Usage</b>	Boston Globe reader	97%	2%	0%			67
	Conservative radio listener	91%	8%	1%			267
	Fox News viewer	86%	11%	1%		2%	441
	NHPR listener	85%	13%	2%	0%		593
	Union Leader reader	94%	4%	1%			129
	WMUR viewer	83%	14%	2%	0%	1%	782
	Local newspapers reader	86%	11%	3%	1%		235
<b>Age of Respondent</b>	18 to 34	75%	15%	7%		3%	261
	35 to 49	88%	9%	2%	1%		179
	50 to 64	82%	16%	1%	0%		332
	65 and older	97%	2%	1%	0%		204
<b>Gender of Respondent</b>	Men	89%	8%	3%	0%		473
	Women	81%	14%	3%		2%	495
<b>Level of Education</b>	High school or less	81%	15%	1%	0%	2%	359
	Tech school/Some college	86%	11%	2%			309
	College graduate	84%	9%	6%	0%		206
	Postgraduate work	93%	4%	2%	1%		122
<b>Gender &amp; Education</b>	Men, no college degree	89%	7%	3%	0%		330
	Men, college degree	88%	10%	2%	1%		143
	Women, no college degree	78%	19%	1%		3%	320
	Women, college degree	87%	6%	7%			175
<b>Region of State</b>	Connecticut Valley	75%	21%	4%			155
	Manchester Area	93%	5%	2%			210
	Mass Border	88%	11%	1%	0%		220
	North Country	78%	13%	9%	0%		80
	Seacoast	84%	15%	1%	0%		195
	Central/Lakes	84%	5%	6%	0%	5%	163
<b>2016 Presidential Vote</b>	Voted for Trump	85%	13%	1%	0%		453
	Voted for Hillary Clinton	93%	6%	1%			457
	Did not vote in 2016	51%	32%	3%	1%	13%	64

## How Much Attention Paying to 2020 Election

		<u>A lot</u>	<u>Some</u>	<u>A little</u>	<u>None</u>	<u>N</u>
<b>STATEWIDE</b>	<b>September 2020</b>	71%	25%	4%	0%	1,026
<b>Voting Registration</b>	Registered Democrat	80%	19%	1%	0%	284
	Registered Undeclared/Not Reg.	71%	27%	2%	0%	417
	Registered Republican	67%	28%	5%	0%	298
<b>Party ID</b>	Democrat	84%	16%	1%	0%	417
	Independent	58%	31%	10%	0%	164
	Republican	67%	32%	1%	0%	419
<b>Ideology</b>	Liberal	82%	18%	0%	0%	273
	Moderate	63%	31%	5%	0%	417
	Conservative	78%	21%	1%		288
<b>Media Usage</b>	Boston Globe reader	83%	15%	2%		67
	Conservative radio listener	74%	21%	4%	0%	266
	Fox News viewer	77%	17%	6%		441
	NHPR listener	73%	23%	4%	0%	593
	Union Leader reader	73%	25%	2%		129
	WMUR viewer	73%	23%	4%	0%	782
	Local newspapers reader	76%	21%	2%		235
<b>Age of Respondent</b>	18 to 34	71%	24%	5%		261
	35 to 49	54%	43%	2%	0%	179
	50 to 64	68%	28%	4%	0%	332
	65 and older	90%	7%	3%	0%	204
<b>Gender of Respondent</b>	Men	71%	28%	1%	0%	473
	Women	70%	23%	6%	0%	495
<b>Level of Education</b>	High school or less	57%	37%	5%		359
	Tech school/Some college	77%	21%	2%		309
	College graduate	79%	18%	2%	1%	205
	Postgraduate work	82%	14%	4%	0%	122
<b>Gender &amp; Education</b>	Men, no college degree	64%	35%	1%		330
	Men, college degree	86%	11%	2%	0%	143
	Women, no college degree	68%	24%	8%		320
	Women, college degree	75%	21%	4%	0%	175
<b>Region of State</b>	Connecticut Valley	64%	28%	8%	0%	155
	Manchester Area	65%	33%	2%	0%	210
	Mass Border	82%	17%	1%		220
	North Country	70%	23%	7%	0%	80
	Seacoast	78%	22%	0%	1%	195
	Central/Lakes	65%	27%	8%		163
<b>2016 Presidential Vote</b>	Voted for Trump	64%	33%	4%	0%	453
	Voted for Hillary Clinton	84%	15%	2%	0%	457
	Did not vote in 2016	50%	36%	14%	0%	64