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SILENT VOTERS? MANY TRUMP SUPPORTERS FEEL NEED TO HIDE THEIR SUPPORT

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DURHAM, NH – New Hampshire voters who back Donald Trump are far less likely to express their support publicly than are supporters of Joe Biden. More than 60% of Trump supporters say they will not put a Trump bumper sticker on their car or put a Trump yard sign in front of their house out of fear of vandalism. Biden voters are much less likely to say they fear vandalism because of their support for Biden.

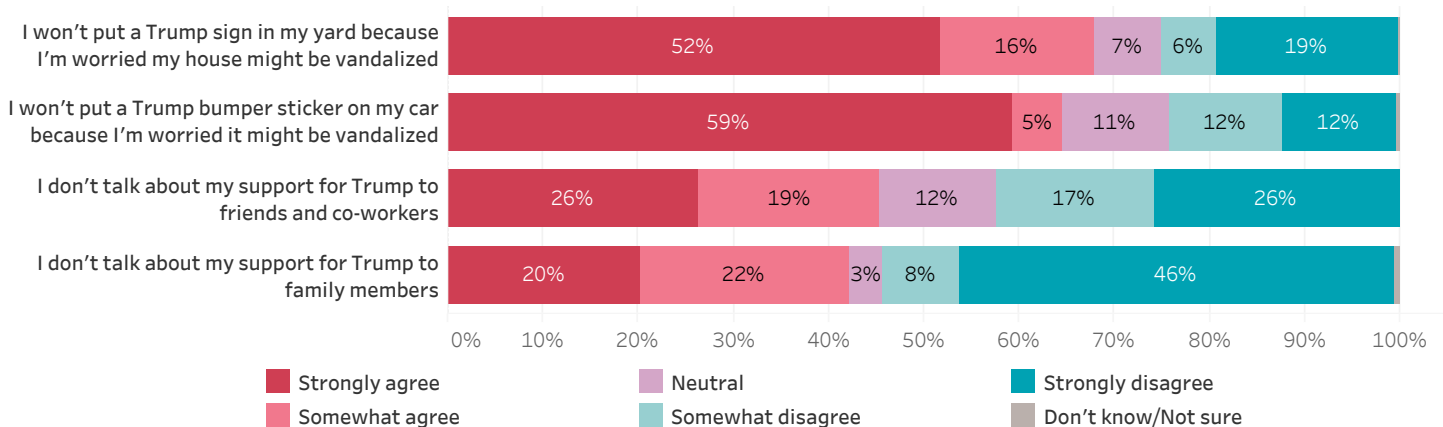
These findings are based on the latest **Granite State Poll***, conducted by the University of New Hampshire Survey Center. Nine hundred thirty-three (933) Granite State Panel members completed the survey online between October 9 and October 12, 2020. The margin of sampling error for the survey is +/- 3.2 percent. Included were 899 likely 2020 general election voters (MSE = +/- 3.3%). 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.

Spiral of Silence and Political Beliefs

The "spiral of silence" theory in public opinion, coined by German scholar Elizabeth Noelle-Neuman holds that people are less likely to publicly support a political candidate if they feel their favored candidate is unpopular. This unwillingness to show public support leads to an unpopular candidate being perceived as being even less popular - the spiral of silence. This spiral can impact campaigns and even election polls. In order to test whether there is indeed a spiral of silence in the 2020 presidential campaign, Trump and Biden supporters were asked several questions about their willingness to show their support for their candidate publicly - from discussions with friends and family members to bumper stickers and yard signs. Trump voters are much less likely than Biden voters to publicly show their support. The unwillingness of Trump voters to publicly demonstrate their support may lead to an underestimation of Trump support in public opinion polls.

Among those who plan to vote for Donald Trump or already have voted for him, more than two-thirds (68%) strongly (52%) or somewhat (16%) agree that they won't put a Trump sign in their yard because they are worried their house may be vandalized and nearly the same number (65%) strongly (59%) or somewhat (5%) agree that they won't put a Trump bumper sticker on their car because they are worried it might be vandalized. Trump supporters are somewhat less likely to say that they refrain from speaking to others about their support for Trump: 45% strongly (26%) or somewhat (19%) agree that they don't talk about their support for Trump with their friends and co-workers while 42% strongly (20%) or somewhat (22%) agree that they don't talk about their support for Trump to family members.

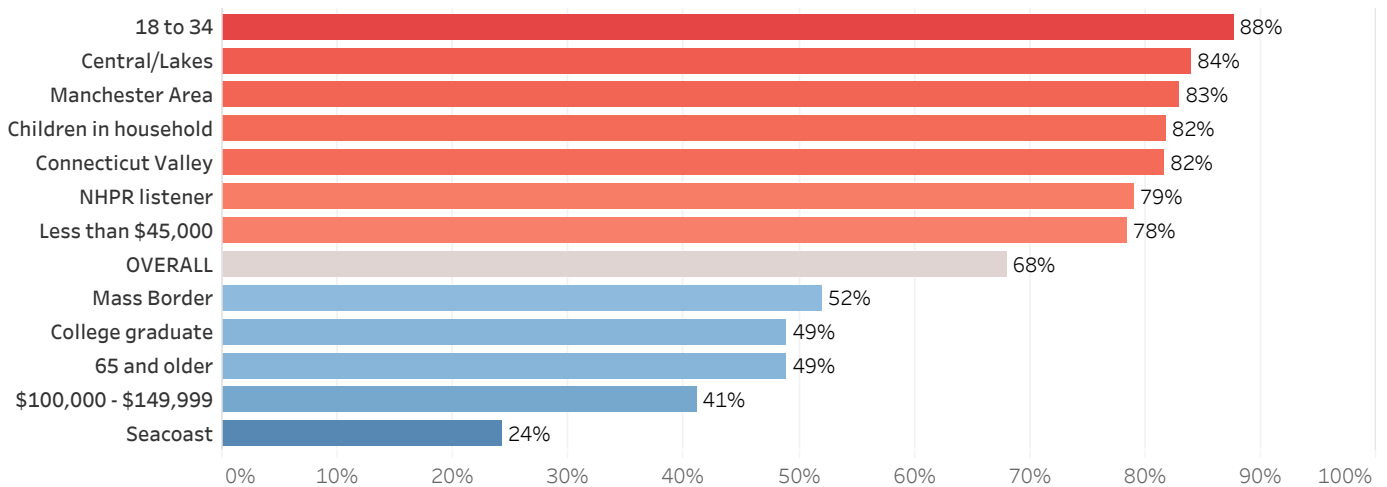
Agree or Disagree with Concerns Some Trump Supporters Have



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

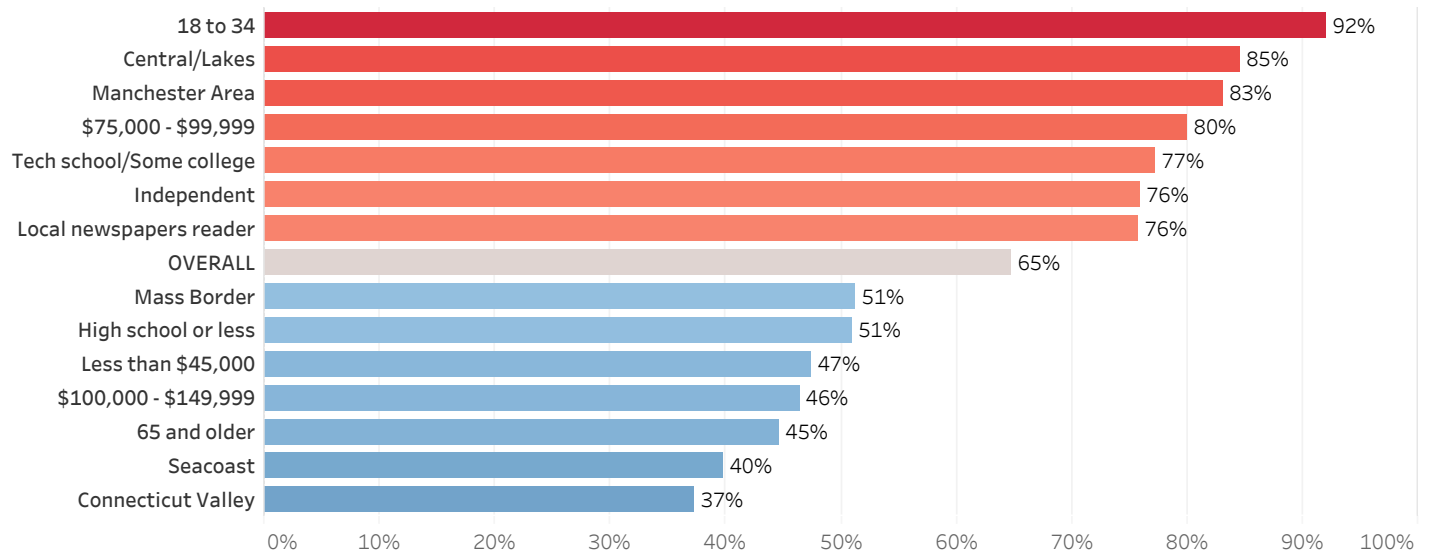
Trump supporters aged 18 and 34, Central/Lakes Region, Manchester Area, and Connecticut Valley residents, those with children in their household, NHPR listeners, and those with a household income below \$45,000 are more likely than others to agree that they won't put a Trump sign in their yard because they are worried about their house being vandalized. Seacoast and Massachusetts Border residents, those with a household income between \$100,000 and \$149,999, those aged 65 and older, and college graduates are less likely to say so.

Agree Won't Put a Trump Sign in Yard Due to Worry About House Being Vandalized - By Select Demographics - October 2020



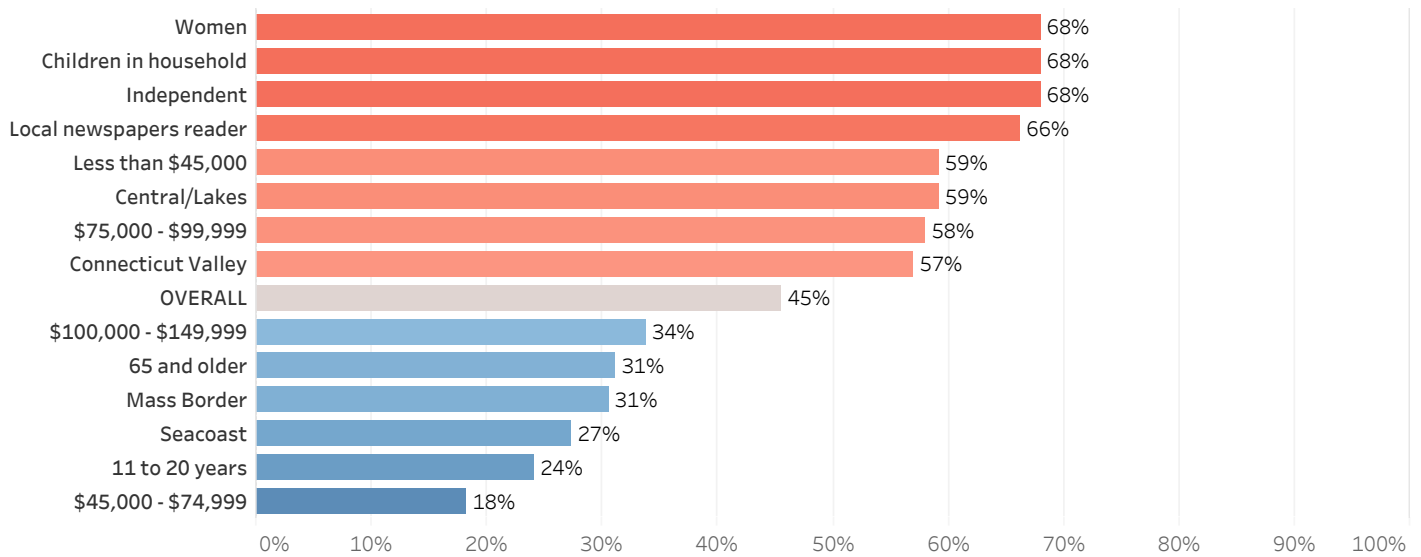
Trump supporters aged 18 to 34, Central/Lakes Region and Manchester Area residents, those with a household income between \$75,000 and \$99,999, those who attended technical school or some college, self-identified Independents, and local newspaper readers are more likely than others to agree that they won't put a Trump bumper sticker on their car because they are worried about their car being vandalized. Connecticut Valley, Seacoast, and Massachusetts Border residents, those aged 65 and older, those with a household income between \$100,000 and \$149,999 or below \$45,000, and those with a high school education or less are less likely to say so.

Agree Won't Put a Trump Bumper Sticker on Car Due to Worry About Car Being Vandalized - By Select Demographics - October 2020



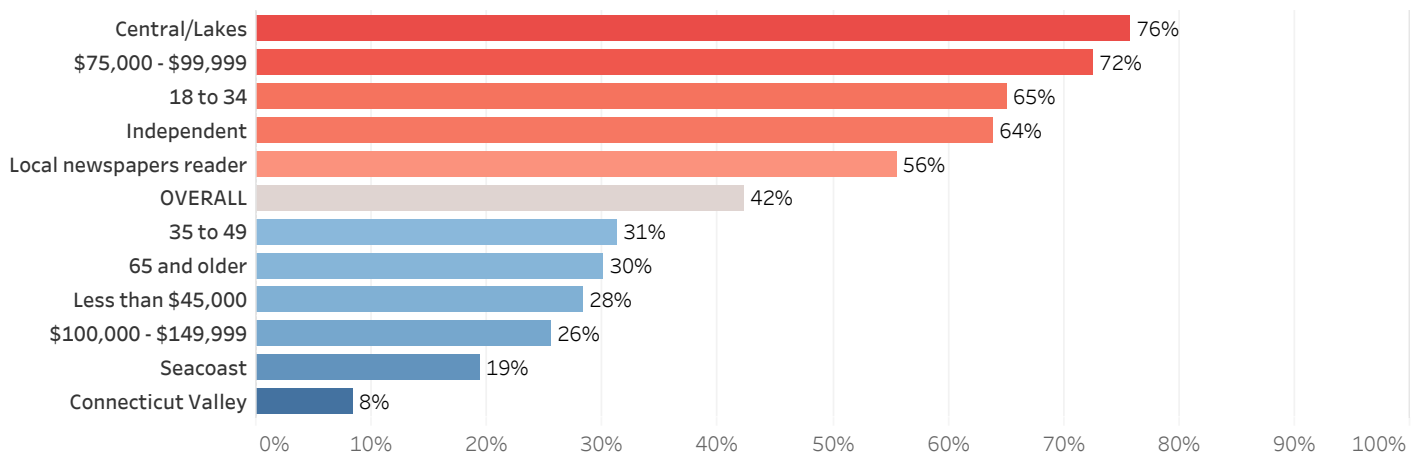
Trump supporters who are women, those with children in their household, self-identified Independents, local newspaper readers, those with a household income below \$45,000 or between \$75,000 and \$99,999, and Central/Lakes Region or Connecticut Valley residents are more likely than others to agree that they won't talk about their support for Trump to friends and co-workers. Those with a household income between \$45,000 and \$74,999 or between \$100,000 and \$149,999, those who have lived in New Hampshire for 11 to 20 years, Seacoast and Massachusetts Border residents, and those aged 65 and older are less likely to say so.

Agree Won't Talk About Support for Trump to Friends and Co-Workers - By Select Demographics - October 2020



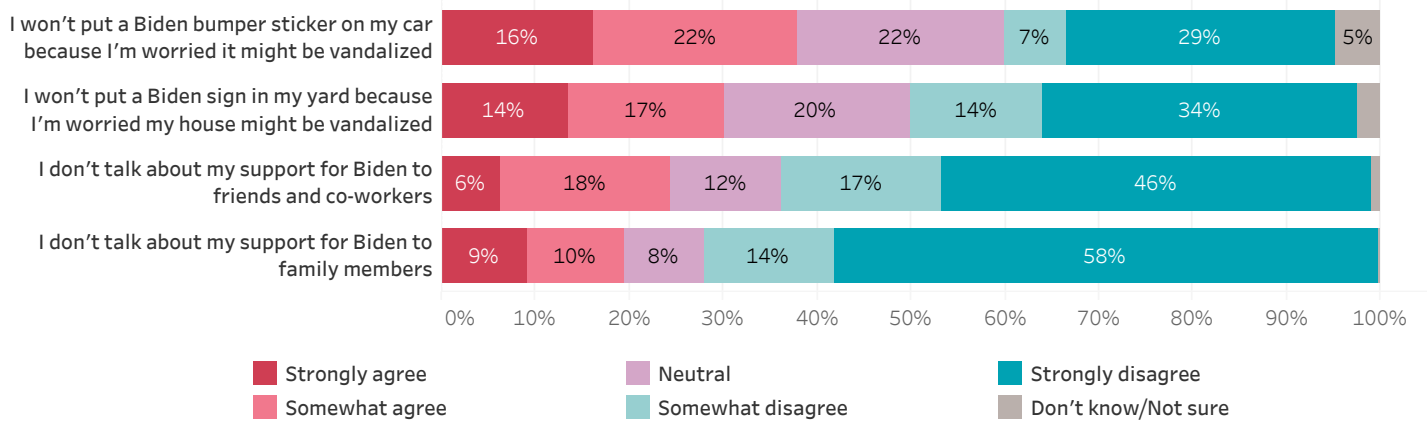
Central/Lakes Region residents, those with a household income between \$75,000 and \$99,999, those aged 18 to 34, self-identified Independents, and local newspaper readers are more likely than others to agree that they won't talk about their support for Trump to family members. Connecticut Valley and Seacoast residents, those with a household income between \$100,000 and \$149,999 or below \$45,000, and those aged 65 and older or 35 to 49 are less likely to say so.

Agree Won't Talk About Support for Trump to Family Members - By Select Demographics - October 2020



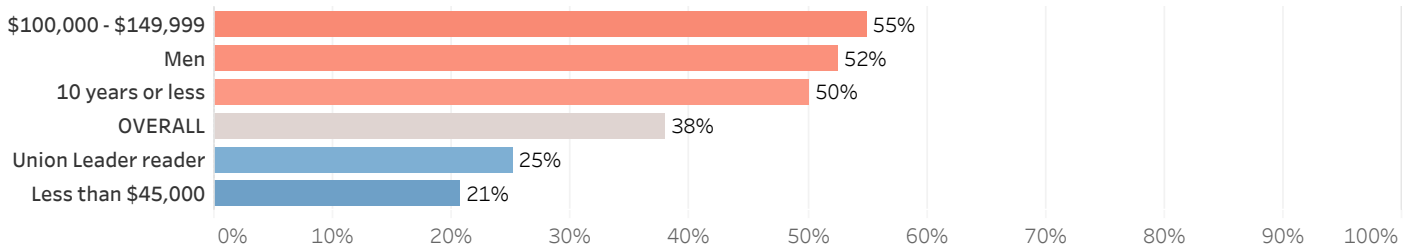
New Hampshire Biden voters (N=496) are far less likely to feel concerned about expressing their support for him than are Trump voters. Only 38% strongly (16%) or somewhat (22%) agree that they won't put a Biden bumper sticker on their car because they are worried it might be vandalized - 30 percentage points less than Trump voters. Similarly, only 30% strongly (14%) or somewhat (17%) agree that they won't put a Biden sign in their yard because they are worried their house may be vandalized - 35 percentage points lower than Trump voters. Even fewer Biden supporters (24%) strongly (6%) or somewhat (18%) agree that they don't talk about their support for Biden with their friends and co-workers - 21 percentage points lower than Trump voters. Finally, only 19% strongly (9%) or somewhat (10%) agree that they don't talk about their support for Biden to family members, half as many as Trump voters.

Agree or Disagree with Concerns Some Biden Supporters Have



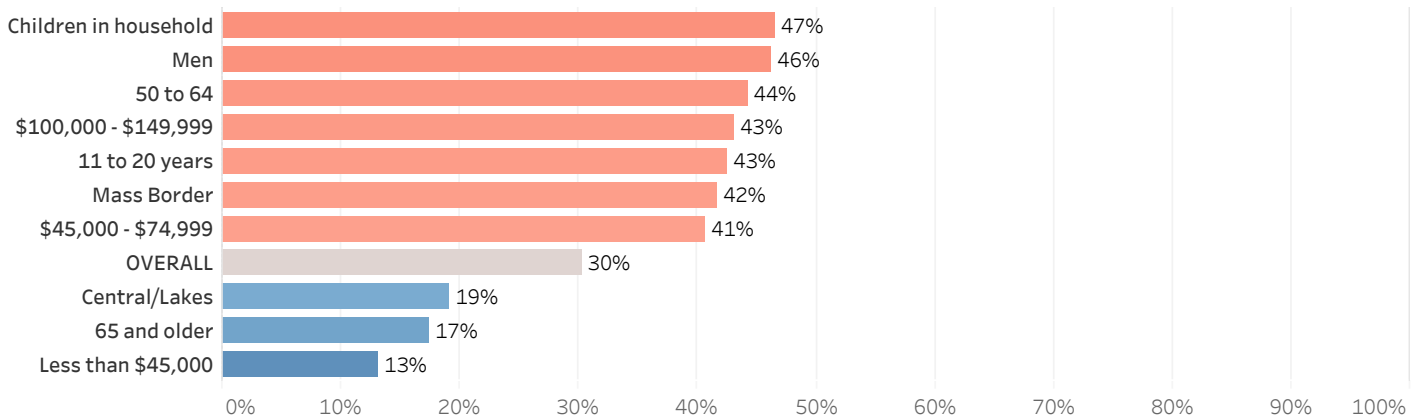
Biden supporters with a household income between \$100,000 and \$149,999, men, and those who have lived in New Hampshire for 10 years or less are more likely than others to agree that they won't put a Biden bumper sticker on their car because they are worried about their car being vandalized. Those with a household income below \$45,000 and *Union Leader* readers are less likely to say so.

Agree Won't Put a Biden Bumper Sticker on Car Due to Worry About Car Being Vandalized - By Select Demographics - October 2020



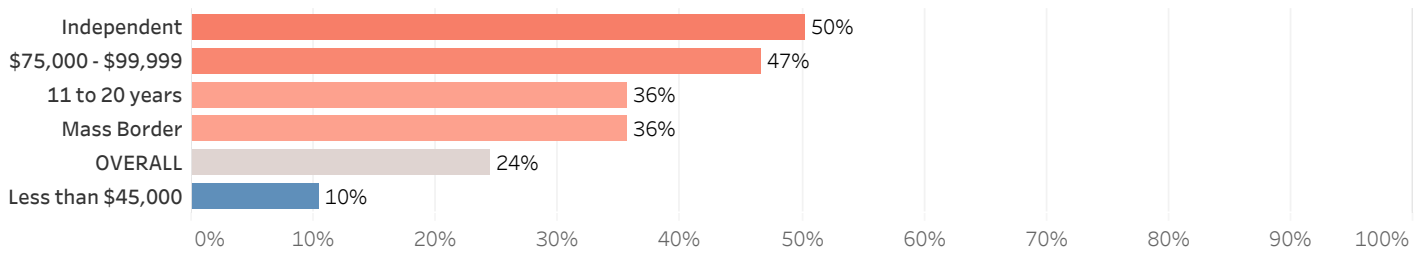
Biden supporters with children in their household, men, those aged 50 to 64, those with a household income between \$100,000 and \$149,999 or between \$45,000 and \$74,999, those who have lived in New Hampshire for 11 to 20 years, and Massachusetts Border residents are more likely than others to agree that they won't put a Biden sign in their yard because they are worried about their house being vandalized. Those with a household income below \$45,000, those aged 65 and older, and Central/Lakes Region residents are less likely to say so.

Agree Won't Put a Biden Sign in Yard Due to Worry About House Being Vandalized - By Select Demographics - October 2020



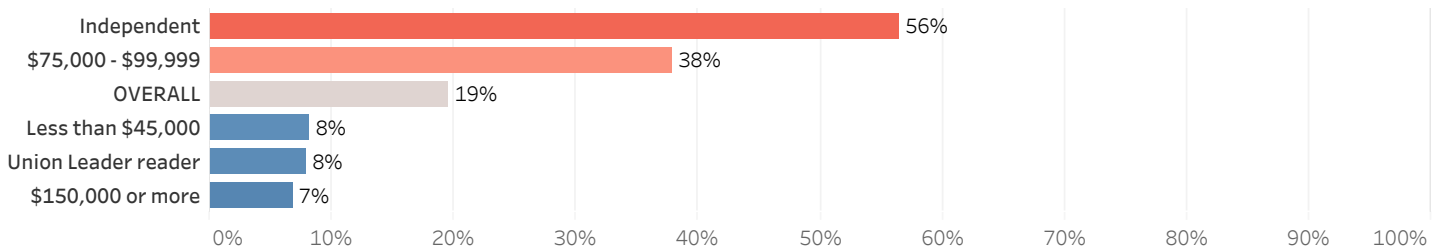
Biden supporters who self-identify as Independents, those with a household income between \$75,000 and \$99,999, those who have lived in New Hampshire for 11 to 20 years, and Massachusetts Border residents are more likely than others to agree that they won't talk about their support for Biden to friends and co-workers. Those with a household income below \$45,000 are less likely to say so.

Agree Won't Talk About Support for Biden to Friends and Co-Workers - By Select Demographics - October 2020



Biden supporters who self-identify as Independents and those with a household income between \$75,000 and \$99,999 are more likely than others to agree that they won't talk about their support for Biden to family members. Those with a household income of \$150,000 or more or below \$45,000 and *Union Leader* readers are less likely to say so.

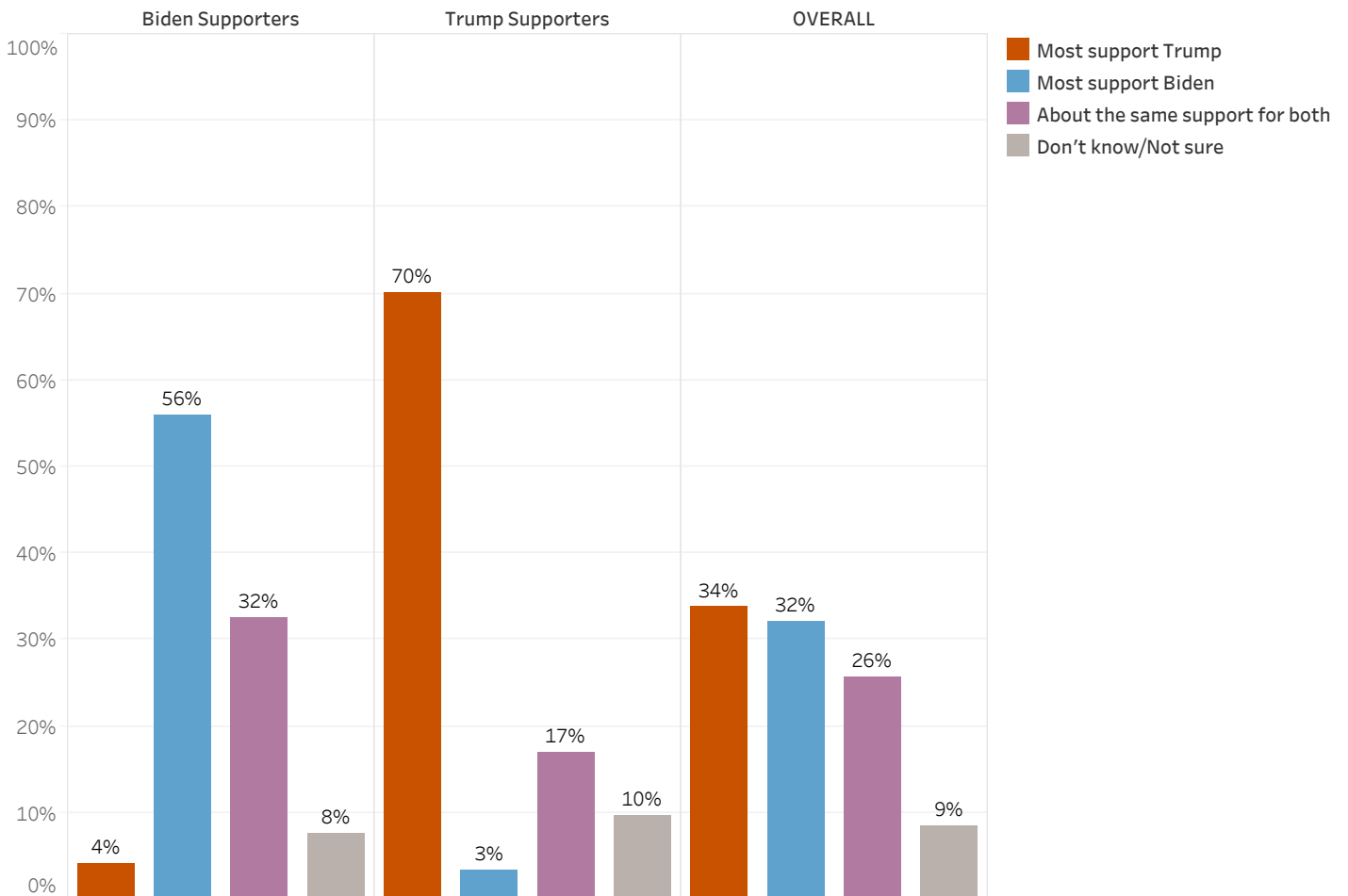
Agree Won't Talk About Support for Biden to Family Members - By Select Demographics - October 2020



Further evidence that polls may underestimate Trump support can be seen when respondents are asked which candidate most people they know are supporting. One-third (34%) of New Hampshire residents say that among the people they know, most support Donald Trump in the 2020 presidential election, 32% say that most people they know support Biden, 26% say there is about the same support for both among the people they know, and 9% don't know or are unsure. "This question indicates the race in New Hampshire may be closer than this poll's presidential race question which showed Biden with a 12 percentage point lead over Trump," said Andrew Smith, Director of the UNH Survey Center.

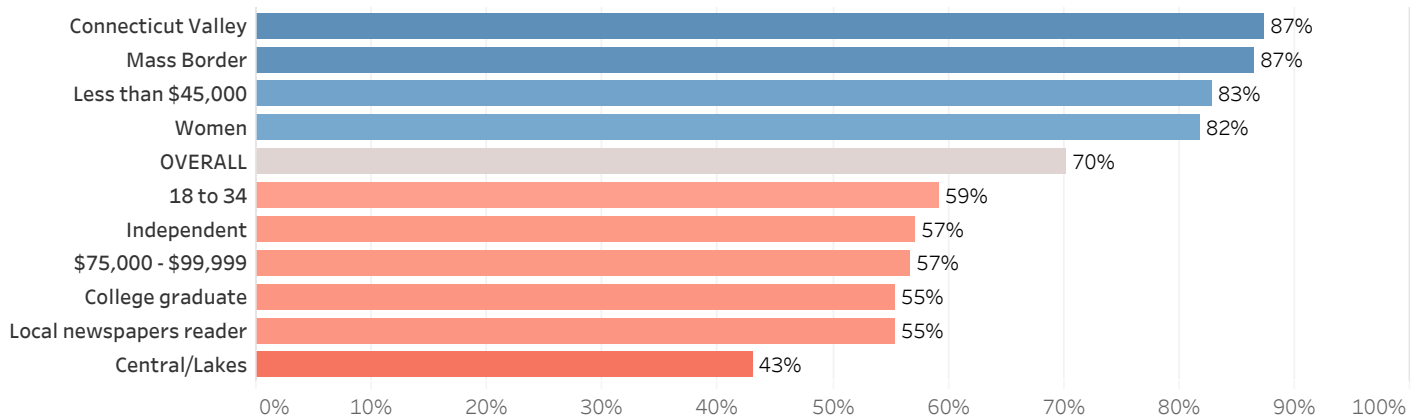
Among Biden supporters, 56% say that most of the people they know also support Biden, while 32% say the people they know are split between the two candidates and only 4% say that most of the people they know support Trump. Among Trump supporters, 70% say that most of the people they know also support Trump, while 17% say the people they know are split between the two candidates and only 3% say that most of the people they know support Biden. This polarization of supporters is indicative of the increasing polarization of the American electorate.

Candidate Most People You Know Support - October 2020



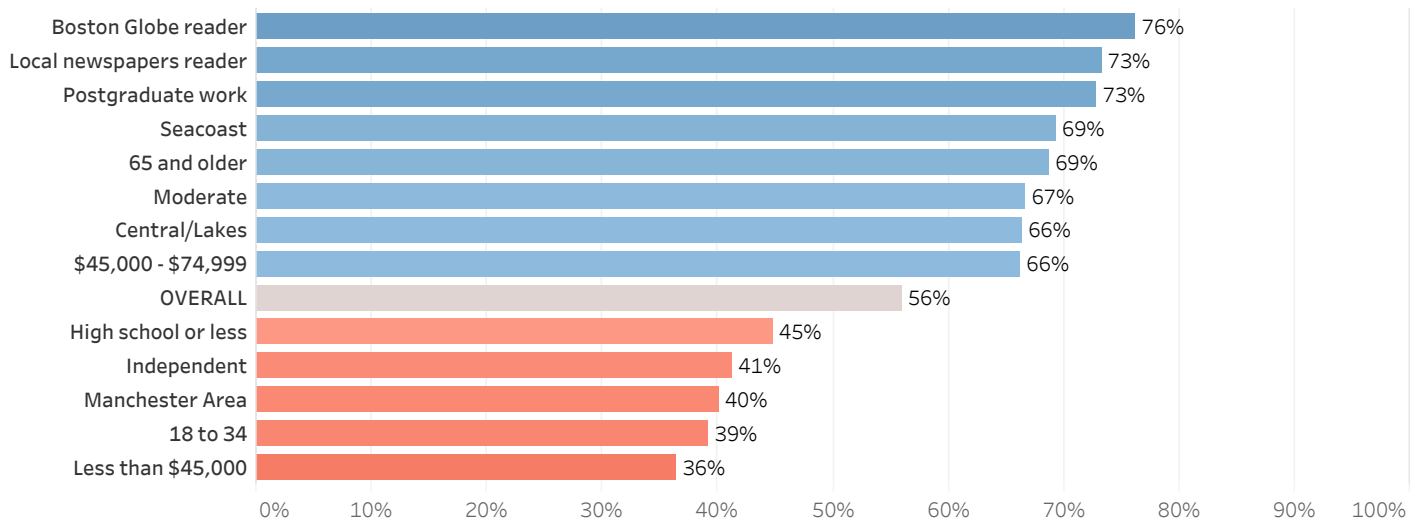
Among Trump supporters, those who are Connecticut Valley or Massachusetts Border residents, those with a household income below \$45,000, and women are more likely than others to say that most of the people they know support also Trump. Central/Lakes Region residents, local newspaper readers, college graduates, those with a household income between \$75,000 and \$99,999, self-identified Independents, and those aged 18 to 34 are less likely to say so.

Trump Supporters Who Say Most People They Know Support Trump - By Select Demographics - October 2020



Among Biden supporters, *Boston Globe* readers, local newspaper readers, those who have completed postgraduate work, Seacoast residents, those aged 65 and older, self-described moderates, Central/Lakes Region residents, and those with a household income between \$45,000 and \$74,999 are more likely than others to say that most of the people they know also support Biden. Those with a household income below \$45,000, those aged 18 to 34, Manchester Area residents, self-identified Independents, and those with a high school education or less are less likely to say so.

Biden Supporters Who Say Most People They Know Support Biden - By Select Demographics - October 2020



Granite State Poll Methodology

These findings are based on the latest Granite State Poll, conducted by the University of New Hampshire Survey Center. Nine hundred thirty-three (933) Granite State Panel members completed the survey online between October 9 and October 12, 2020. The margin of sampling error for the survey is +/- 3.2 percent. Included were 899 likely 2020 general election voters (MSE = +/- 3.3%). These MSE's have not been adjusted for design effect. The response rate for the October 2020 Granite State Poll is 35%. The design effect for the survey is 2.7%.

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.

Granite State Poll, October 2020 Demographics

		%	N
Gender of Respondent	Men	49%	449
	Women	51%	466
Age of Respondent	18 to 34	27%	248
	35 to 49	22%	201
	50 to 64	31%	287
	65 and older	21%	190
Level of Education	High school or less	36%	334
	Tech school/Some college	31%	287
	College graduate	21%	193
	Postgraduate work	13%	117
Region of State	Central/Lakes	17%	156
	Connecticut Valley	15%	143
	Manchester Area	26%	245
	Mass Border	21%	197
	North Country	8%	70
	Seacoast	13%	120
Party ID	Democrat	43%	390
	Independent	15%	133
	Republican	42%	381
Voting Registration	Registered Democrat	28%	258
	Registered Undeclared/Not Reg.	42%	383
	Registered Republican	30%	271

Agree or Disagree with Concerns Some Trump Supporters Have - Won't Put Trump Bumper Sticker on Car

Please indicate below whether you agree or disagree with the following statements about concerns some Trump supporters have - I won't put a Trump bumper sticker on my car because I'm worried it might be vandalized

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neutral</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
October 2020	59%	5%	11%	12%	12%	0%	390

Agree or Disagree with Concerns Some Trump Supporters Have - Won't Put Trump Sign in Yard

Please indicate below whether you agree or disagree with the following statements about concerns some Trump supporters have - I won't put a Trump sign in my yard because I'm worried my house might be vandalized

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neutral</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
October 2020	52%	16%	7%	6%	19%	0%	390

Agree or Disagree with Concerns Some Trump Supporters Have - Don't Talk About Trump Support to Friends and Co-workers

Please indicate below whether you agree or disagree with the following statements about concerns some Trump supporters have - I don't talk about my support for Trump to friends and co-workers

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neutral</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>N</u>
October 2020	26%	19%	12%	17%	26%	390

Agree or Disagree with Concerns Some Trump Supporters Have - Don't Talk About Trump Support to Family Members

Please indicate below whether you agree or disagree with the following statements about concerns some Trump supporters have - I don't talk about my support for Trump to family members

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neutral</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
October 2020	20%	22%	3%	8%	46%	1%	390

Agree or Disagree with Concerns Some Biden Supporters Have - Won't Put Biden Bumper Sticker on Car

Please indicate below whether you agree or disagree with the following statements about concerns some Biden supporters have - I won't put a Biden bumper sticker on my car because I'm worried it might be vandalized

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neutral</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
October 2020	16%	22%	22%	7%	29%	5%	494

Agree or Disagree with Concerns Some Biden Supporters Have - Won't Put Biden Sign in Yard

Please indicate below whether you agree or disagree with the following statements about concerns some Biden supporters have - I won't put a Biden sign in my yard because I'm worried my house might be vandalized

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neutral</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
October 2020	14%	17%	20%	14%	34%	2%	495

Agree or Disagree with Concerns Some Biden Supporters Have - Don't Talk About Biden Support to Friends and Co-workers

Please indicate below whether you agree or disagree with the following statements about concerns some Biden supporters have - I don't talk about my support for Biden to friends and co-workers

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neutral</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
October 2020	6%	18%	12%	17%	46%	1%	496

Agree or Disagree with Concerns Some Biden Supporters Have - Don't Talk About Biden Support to Family Members

Please indicate below whether you agree or disagree with the following statements about concerns some Biden supporters have - I don't talk about my support for Biden to family members

	<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neutral</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
October 2020	9%	10%	8%	14%	58%	0%	496

Candidate Most People You Know Support

Regardless of your personal opinion, do you think most people you know support Trump or Biden?

	<u>Most support Biden</u>	<u>Most support Trump</u>	<u>About the same support for both</u>	<u>Don't know/Not sure</u>	<u>N</u>
October 2020	32%	34%	26%	9%	883

Agree or Disagree with Concerns Some Trump Supporters Have - Won't Put Trump Bumper Sticker on Car

		<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neutral</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	October 2020	59%	5%	11%	12%	12%	0%	390
Voting Registration	Registered Dem/Und./Not Reg.	69%	9%	9%	2%	12%	0%	153
	Registered Republican	53%	4%	13%	19%	12%	0%	235
Party ID	Democrat/Independent	74%		5%		21%	0%	45
	Republican	57%	6%	12%	14%	10%	0%	343
Ideology	Moderate/Liberal	62%	6%	12%	2%	18%	0%	106
	Conservative	57%	6%	9%	18%	10%	0%	249
Media Usage	Boston Globe reader	5%	4%	84%	7%			8
	Conservative radio listener	64%	4%	10%	9%	13%	0%	250
	Fox News viewer	59%	4%	12%	13%	10%	0%	343
	Local newspapers reader	74%	2%	0%	17%	7%	0%	67
	NHPR listener	65%	4%	8%	12%	10%	0%	215
	Union Leader reader	54%	12%	9%	1%	24%	1%	66
	WMUR viewer	63%	5%	14%	5%	13%	0%	293
Age of Respondent	18 to 34	88%	4%			8%		61
	35 to 49	54%	6%	1%	21%	18%		109
	50 to 64	60%	6%	13%	15%	6%	0%	151
	65 and older	38%	6%	35%	1%	19%	1%	66
Gender of Respondent	Men	63%	6%	11%	8%	12%	0%	261
	Women	53%	5%	14%	21%	6%	1%	117
Level of Education	High school or less	50%	1%	19%	25%	5%		166
	Tech school/Some college	70%	7%	3%	2%	17%		147
	College graduate	56%	11%	9%	3%	20%	1%	51
	Postgraduate work	67%	11%	10%	4%	6%	3%	25
Region of State	Central/Lakes	83%	2%		15%	1%		82
	Connecticut Valley	36%	1%	2%	48%	12%	0%	48
	Manchester Area	69%	14%	6%	1%	9%	0%	99
	Mass Border	48%	3%	26%	10%	12%	1%	97
	North Country	62%	5%	6%		25%	1%	27
	Seacoast	35%	4%	24%	1%	35%		37
Gender & Education	Men, no college degree	64%	4%	11%	10%	11%		215
	Men, college degree	63%	12%	8%	2%	13%	1%	45
	Women, no college degree	54%	3%	14%	27%	2%		88
	Women, college degree	51%	9%	11%	6%	21%	2%	29

Agree or Disagree with Concerns Some Trump Supporters Have - Won't Put Trump Sign in Yard

		<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neutral</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	October 2020	52%	16%	7%	6%	19%	0%	390
Voting Registration	Registered Dem/Und./Not Reg.	63%	10%	3%	6%	18%	0%	153
	Registered Republican	44%	20%	10%	6%	20%	0%	235
Party ID	Democrat/Independent	70%		3%		28%	0%	45
	Republican	50%	18%	8%	6%	18%	0%	343
Ideology	Moderate/Liberal	57%	13%	4%	5%	21%	0%	106
	Conservative	47%	20%	10%	6%	17%	0%	248
Media Usage	Boston Globe reader	5%	4%	84%		7%		8
	Conservative radio listener	55%	9%	6%	7%	23%	0%	249
	Fox News viewer	53%	17%	7%	5%	18%	0%	342
	Local newspapers reader	59%	9%	18%	3%	11%	0%	67
	NHPR listener	61%	19%	3%	2%	16%	0%	215
	Union Leader reader	45%	23%	4%	2%	26%	0%	66
	WMUR viewer	57%	10%	9%	2%	22%	0%	293
Age of Respondent	18 to 34	87%	1%		4%	8%		61
	35 to 49	42%	33%	3%	4%	18%		109
	50 to 64	52%	11%	9%	10%	18%	0%	152
	65 and older	33%	16%	15%	1%	35%	0%	65
Gender of Respondent	Men	55%	13%	8%	7%	17%	0%	261
	Women	48%	24%	6%	3%	19%	0%	117
Level of Education	High school or less	45%	24%	9%	6%	17%		166
	Tech school/Some college	63%	12%	4%	2%	18%		147
	College graduate	40%	9%	8%	15%	28%	1%	51
	Postgraduate work	58%	7%	13%	5%	16%	1%	25
Region of State	Central/Lakes	83%	1%	0%	14%	2%		82
	Connecticut Valley	13%	69%	4%		14%	0%	48
	Manchester Area	67%	16%	1%	4%	12%		99
	Mass Border	41%	11%	12%	3%	32%	1%	97
	North Country	53%	5%	14%	4%	25%		27
	Seacoast	22%	3%	24%	9%	43%		37
Gender & Education	Men, no college degree	56%	14%	8%	6%	15%		215
	Men, college degree	49%	9%	8%	13%	21%	1%	45
	Women, no college degree	52%	29%	4%		15%		88
	Women, college degree	36%	9%	13%	11%	30%	2%	29

Agree or Disagree with Concerns Some Trump Supporters Have - Don't Talk about Trump Support to Friends and Co-workers

		<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neutral</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>N</u>
STATEWIDE	October 2020	26%	19%	12%	17%	26%	390
Voting Registration	Registered Dem/Und./Not Reg.	42%	22%	13%	3%	20%	153
	Registered Republican	16%	18%	12%	25%	30%	235
Party ID	Democrat/Independent	66%	2%	4%	6%	21%	45
	Republican	21%	21%	13%	18%	26%	343
Ideology	Moderate/Liberal	34%	10%	28%	16%	13%	106
	Conservative	22%	26%	7%	18%	27%	248
Media Usage	Boston Globe reader	8%	6%		2%	84%	8
	Conservative radio listener	21%	15%	12%	18%	34%	249
	Fox News viewer	23%	20%	14%	16%	28%	342
	Local newspapers reader	53%	14%	7%	1%	26%	67
	NHPR listener	24%	26%	14%	13%	24%	215
	Union Leader reader	35%	15%	8%	14%	28%	66
	WMUR viewer	30%	15%	16%	6%	33%	293
Age of Respondent	18 to 34	28%	23%	41%	8%		61
	35 to 49	16%	36%	5%	29%	15%	109
	50 to 64	36%	10%	9%	11%	34%	152
	65 and older	20%	12%	6%	17%	46%	65
Gender of Respondent	Men	23%	13%	18%	22%	24%	261
	Women	35%	33%	1%	6%	24%	117
Level of Education	High school or less	22%	15%	5%	26%	32%	166
	Tech school/Some college	30%	21%	23%	4%	21%	147
	College graduate	27%	26%	6%	28%	14%	51
	Postgraduate work	30%	23%	14%	6%	28%	25
Region of State	Central/Lakes	50%	9%	0%	38%	2%	82
	Connecticut Valley	8%	49%	1%	24%	19%	48
	Manchester Area	15%	25%	27%	9%	25%	99
	Mass Border	20%	10%	19%	4%	47%	97
	North Country	73%	10%	3%	1%	13%	27
	Seacoast	10%	17%	4%	26%	43%	37
Gender & Education	Men, no college degree	22%	12%	19%	23%	23%	215
	Men, college degree	27%	20%	11%	17%	26%	45
	Women, no college degree	36%	34%			30%	88
	Women, college degree	29%	32%	5%	26%	7%	29

Agree or Disagree with Concerns Some Trump Supporters Have - Don't Talk about Trump Support to Family Members

		<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neutral</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	October 2020	20%	22%	3%	8%	46%	1%	390
Voting Registration	Registered Dem/Und./Not Reg.	33%	21%	4%	11%	31%		153
	Registered Republican	13%	22%	3%	6%	55%	1%	236
Party ID	Democrat/Independent	63%	1%	6%	4%	25%		45
	Republican	15%	25%	3%	8%	49%	1%	343
Ideology	Moderate/Liberal	23%	20%	5%	13%	39%		106
	Conservative	17%	26%	3%	3%	50%	1%	249
Media Usage	Boston Globe reader	4%	2%			95%		8
	Conservative radio listener	16%	25%	2%	7%	50%		250
	Fox News viewer	22%	20%	3%	6%	48%		343
	Local newspapers reader	44%	11%	6%	7%	28%	3%	67
	NHPR listener	21%	25%	4%	9%	42%		215
	Union Leader reader	26%	9%	6%	14%	41%	3%	66
	WMUR viewer	24%	22%	4%	8%	43%	1%	294
Age of Respondent	18 to 34	43%	23%		4%	31%		61
	35 to 49	6%	26%	6%	6%	55%	2%	109
	50 to 64	23%	24%	3%	4%	47%		152
	65 and older	18%	12%	5%	25%	40%		66
Gender of Respondent	Men	23%	23%	4%	11%	39%		261
	Women	16%	21%	3%	2%	56%	2%	117
Level of Education	High school or less	14%	24%		8%	53%		166
	Tech school/Some college	28%	22%	5%	5%	39%	1%	147
	College graduate	20%	15%	7%	18%	40%		51
	Postgraduate work	17%	25%	10%	6%	43%		25
Region of State	Central/Lakes	48%	28%	2%	5%	17%		82
	Connecticut Valley	5%	3%	1%		91%		48
	Manchester Area	9%	29%	5%	9%	47%		99
	Mass Border	24%	14%	4%	14%	43%		97
	North Country	6%	52%	2%	0%	33%	7%	27
	Seacoast	8%	11%	5%	11%	64%		37
Gender & Education	Men, no college degree	23%	24%	2%	10%	40%		215
	Men, college degree	21%	18%	10%	19%	32%		45
	Women, no college degree	16%	21%	3%		57%	2%	88
	Women, college degree	15%	19%	6%	9%	52%		29

Agree or Disagree with Concerns Some Biden Supporters Have - Won't Put Biden Bumper Sticker on Car

		<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neutral</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	October 2020	16%	22%	22%	7%	29%	5%	494
Voting Registration	Registered Democrat	17%	12%	18%	6%	43%	4%	252
	Registered Rep./Und./Not Reg.	15%	32%	26%	8%	14%	5%	236
Party ID	Democrat	18%	22%	15%	7%	34%	4%	385
	Independent/Republican	9%	23%	43%	5%	11%	9%	102
Ideology	Liberal	13%	22%	11%	7%	43%	4%	227
	Moderate/Conservative	21%	25%	23%	7%	18%	6%	233
Media Usage	Boston Globe reader	17%	23%	27%	8%	24%	1%	54
	Conservative radio listener	10%	9%	42%	1%	10%	27%	19
	Fox News viewer	16%	14%	29%	13%	24%	3%	75
	Local newspapers reader	22%	25%	17%	9%	20%	7%	132
	NHPR listener	18%	23%	26%	6%	22%	5%	343
	Union Leader reader	15%	10%	35%	7%	24%	8%	82
	WMUR viewer	20%	22%	25%	8%	20%	5%	376
Age of Respondent	18 to 34	8%	26%	9%	6%	45%	6%	158
	35 to 49	11%	31%	14%	10%	28%	5%	86
	50 to 64	23%	22%	26%	4%	22%	3%	131
	65 and older	23%	9%	40%	7%	15%	5%	117
Gender of Respondent	Men	18%	35%	13%	9%	21%	5%	164
	Women	15%	15%	27%	6%	33%	5%	324
Level of Education	High school or less	23%	15%	27%		36%		146
	Tech school/Some college	14%	26%	25%	6%	25%	5%	130
	College graduate	14%	24%	17%	10%	27%	7%	131
	Postgraduate work	13%	23%	17%	14%	23%	9%	86
Region of State	Central/Lakes	21%	21%	27%	4%	17%	10%	69
	Connecticut Valley	9%	33%	18%	4%	29%	7%	85
	Manchester Area	10%	21%	16%	2%	48%	2%	140
	Mass Border	27%	17%	25%	15%	14%	3%	95
	North Country	25%	14%	32%	4%	24%		26
	Seacoast	15%	18%	26%	11%	23%	6%	79
Gender & Education	Men, no college degree	19%	44%	10%	4%	22%		85
	Men, college degree	16%	26%	15%	14%	20%	10%	79
	Women, no college degree	17%	10%	33%	2%	35%	3%	189
	Women, college degree	12%	22%	18%	11%	30%	7%	135

Agree or Disagree with Concerns Some Biden Supporters Have - Won't Put Biden Sign in Yard

		<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neutral</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	October 2020	14%	17%	20%	14%	34%	2%	495
Voting Registration	Registered Democrat	12%	17%	17%	9%	44%	1%	252
	Registered Rep./Und./Not Reg.	14%	17%	22%	19%	24%	4%	237
Party ID	Democrat	14%	17%	15%	16%	37%	1%	386
	Independent/Republican	12%	18%	34%	8%	21%	7%	102
Ideology	Liberal	10%	17%	9%	18%	45%	1%	227
	Moderate/Conservative	19%	19%	20%	12%	26%	4%	233
Media Usage	Boston Globe reader	19%	8%	16%	17%	39%	2%	55
	Conservative radio listener	9%	10%	29%	6%	20%	27%	19
	Fox News viewer	16%	6%	28%	20%	26%	4%	75
	Local newspapers reader	17%	13%	10%	23%	31%	6%	132
	NHPR listener	13%	20%	23%	13%	28%	3%	344
	Union Leader reader	13%	9%	30%	11%	31%	7%	82
	WMUR viewer	16%	18%	22%	14%	27%	3%	376
Age of Respondent	18 to 34	9%	15%	6%	20%	48%	2%	158
	35 to 49	16%	23%	18%	18%	23%	2%	85
	50 to 64	23%	21%	24%	5%	25%	2%	132
	65 and older	8%	9%	35%	13%	32%	3%	117
Gender of Respondent	Men	23%	24%	11%	16%	24%	3%	164
	Women	9%	13%	24%	13%	39%	2%	324
Level of Education	High school or less	11%	12%	30%	11%	36%		146
	Tech school/Some college	12%	23%	19%	9%	36%	2%	130
	College graduate	17%	18%	12%	20%	30%	3%	131
	Postgraduate work	15%	14%	15%	19%	31%	7%	87
Region of State	Central/Lakes	12%	7%	30%	20%	23%	8%	69
	Connecticut Valley	3%	22%	12%	26%	36%	1%	86
	Manchester Area	11%	20%	11%	4%	53%	0%	139
	Mass Border	20%	22%	24%	14%	19%	2%	95
	North Country	30%	9%	34%	5%	21%	0%	26
	Seacoast	18%	10%	24%	17%	27%	3%	79
Gender & Education	Men, no college degree	24%	30%	9%	19%	18%		85
	Men, college degree	21%	17%	14%	13%	29%	6%	79
	Women, no college degree	5%	11%	33%	5%	45%	1%	189
	Women, college degree	14%	16%	12%	23%	31%	3%	135

Agree or Disagree with Concerns Some Biden Supporters Have - Don't Talk about Biden Support to Friends and Co-workers

		<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neutral</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	October 2020	6%	18%	12%	17%	46%	1%	496
Voting Registration	Registered Democrat	4%	10%	9%	19%	58%	0%	252
	Registered Rep./Und./Not Reg.	9%	28%	15%	13%	34%	1%	237
Party ID	Democrat	5%	13%	10%	17%	54%	1%	387
	Independent/Republican	11%	39%	15%	18%	15%	2%	102
Ideology	Liberal	3%	14%	6%	15%	62%	0%	228
	Moderate/Conservative	10%	17%	17%	19%	36%	2%	233
Media Usage	Boston Globe reader	3%	19%	5%	17%	52%	3%	55
	Conservative radio listener	1%	16%	37%	21%	24%		19
	Fox News viewer	5%	25%	19%	17%	33%	0%	75
	Local newspapers reader	9%	14%	4%	25%	46%	2%	132
	NHPR listener	5%	23%	13%	22%	36%	1%	344
	Union Leader reader	6%	12%	12%	30%	40%		82
	WMUR viewer	7%	21%	13%	19%	39%	1%	377
Age of Respondent	18 to 34	3%	16%	6%	10%	64%		158
	35 to 49	9%	18%	15%	21%	35%	2%	86
	50 to 64	10%	12%	20%	26%	31%	0%	132
	65 and older	3%	28%	9%	13%	45%	3%	117
Gender of Respondent	Men	9%	19%	15%	21%	35%	0%	164
	Women	5%	17%	10%	15%	52%	1%	325
Level of Education	High school or less	3%	15%	14%	9%	59%		146
	Tech school/Some college	8%	22%	14%	17%	37%	2%	130
	College graduate	7%	23%	10%	20%	40%	1%	131
	Postgraduate work	8%	11%	9%	26%	45%	0%	87
Region of State	Central/Lakes	5%	16%	21%	24%	34%	1%	69
	Connecticut Valley	1%	19%	8%	9%	61%	2%	86
	Manchester Area	7%	13%	9%	16%	54%		140
	Mass Border	3%	33%	10%	19%	35%	0%	95
	North Country	16%	18%	24%	17%	24%		26
	Seacoast	13%	11%	11%	17%	45%	2%	79
Gender & Education	Men, no college degree	8%	17%	19%	13%	42%	0%	85
	Men, college degree	11%	21%	10%	29%	28%	0%	79
	Women, no college degree	4%	18%	11%	13%	52%	1%	189
	Women, college degree	5%	17%	9%	17%	51%	1%	136

Agree or Disagree with Concerns Some Biden Supporters Have - Don't Talk About Biden Support to Family Members

		<u>Strongly agree</u>	<u>Somewhat agree</u>	<u>Neutral</u>	<u>Somewhat disagree</u>	<u>Strongly disagree</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	October 2020	9%	10%	8%	14%	58%	0%	496
Voting Registration	Registered Democrat	3%	7%	8%	15%	67%	0%	252
	Registered Rep./Und./Not Reg.	15%	14%	9%	12%	49%	0%	237
Party ID	Democrat	5%	7%	8%	16%	64%	0%	387
	Independent/Republican	24%	25%	3%	9%	39%	0%	102
Ideology	Liberal	6%	5%	2%	14%	72%	0%	228
	Moderate/Conservative	5%	16%	13%	15%	50%	0%	233
Media Usage	Boston Globe reader	3%	8%	4%	12%	74%		55
	Conservative radio listener	2%	3%	36%	1%	59%		19
	Fox News viewer	6%	9%	8%	18%	59%		75
	Local newspapers reader	6%	11%	4%	23%	55%	0%	132
	NHPR listener	11%	13%	9%	14%	53%	0%	344
	Union Leader reader	3%	5%	8%	18%	65%		82
	WMUR viewer	11%	10%	10%	16%	52%	0%	377
Age of Respondent	18 to 34	6%	7%	3%	15%	69%		158
	35 to 49	4%	18%	5%	15%	58%	1%	86
	50 to 64	8%	10%	21%	15%	46%	0%	132
	65 and older	19%	9%	4%	10%	57%	0%	117
Gender of Respondent	Men	4%	14%	10%	17%	54%	1%	164
	Women	12%	9%	8%	12%	60%	0%	325
Level of Education	High school or less	16%	5%	15%	9%	55%		146
	Tech school/Some college	5%	20%	6%	9%	61%	0%	130
	College graduate	10%	7%	6%	21%	55%	1%	131
	Postgraduate work	4%	10%	3%	20%	63%	0%	87
Region of State	Central/Lakes	8%	11%	14%	19%	47%	0%	69
	Connecticut Valley	12%	6%	5%	4%	72%	1%	86
	Manchester Area	3%	10%	7%	7%	73%		140
	Mass Border	21%	8%	9%	24%	38%	0%	95
	North Country	13%	10%	26%	12%	39%		26
	Seacoast	4%	17%	4%	20%	55%	0%	79
Gender & Education	Men, no college degree	4%	17%	14%	12%	52%	0%	85
	Men, college degree	4%	11%	6%	23%	56%	1%	79
	Women, no college degree	13%	10%	10%	7%	60%		189
	Women, college degree	10%	7%	5%	19%	60%	0%	136

Candidate Most People You Know Support

		Most support Biden	Most support Trump	About the same support for both	Don't know/Not sure	N
STATEWIDE	October 2020	32%	34%	26%	9%	883
Voting Registration	Registered Democrat	63%	4%	29%	4%	244
	Registered Undeclared/Not Reg.	31%	30%	31%	7%	374
	Registered Republican	5%	68%	13%	14%	257
Party ID	Democrat	61%	5%	27%	7%	376
	Independent	27%	23%	47%	4%	125
	Republican	6%	67%	17%	10%	370
Ideology	Liberal	54%	5%	32%	9%	221
	Moderate	45%	23%	28%	4%	321
	Conservative	4%	66%	17%	13%	269
Media Usage	Boston Globe reader	67%	12%	19%	2%	62
	Conservative radio listener	6%	69%	11%	14%	270
	Fox News viewer	12%	60%	18%	11%	417
	Local newspapers reader	49%	21%	27%	3%	200
	NHPR listener	37%	27%	24%	12%	556
	Union Leader reader	32%	34%	19%	16%	148
	WMUR viewer	34%	36%	23%	8%	665
Age of Respondent	18 to 34	29%	22%	40%	9%	221
	35 to 49	27%	42%	21%	11%	193
	50 to 64	30%	43%	22%	5%	278
	65 and older	45%	25%	20%	10%	184
Gender of Respondent	Men	26%	40%	24%	10%	427
	Women	38%	26%	28%	7%	437
Level of Education	High school or less	20%	39%	29%	12%	305
	Tech school/Some college	28%	43%	23%	6%	280
	College graduate	41%	23%	27%	9%	184
	Postgraduate work	59%	14%	20%	6%	112
Region of State	Central/Lakes	31%	26%	30%	13%	151
	Connecticut Valley	44%	38%	10%	8%	131
	Manchester Area	26%	29%	39%	7%	240
	Mass Border	28%	45%	20%	7%	190
	North Country	20%	50%	14%	17%	54
	Seacoast	47%	24%	26%	4%	115
Gender & Education	Men, no college degree	18%	47%	22%	13%	299
	Men, college degree	44%	24%	29%	3%	127
	Women, no college degree	31%	32%	32%	5%	274
	Women, college degree	51%	16%	21%	11%	163
2016 Presidential Vote	Voted for Trump	6%	65%	20%	9%	414
	Voted for Hillary Clinton	56%	4%	32%	8%	410
	Did not vote in 2016	44%	27%	27%	1%	15