

January 28, 2021

NH ELECTION FALLOUT: TRUMP'S FAVORABILITY TUMBLES, LESS THAN HALF OF NH REPUBLICANS WANT TRUMP TO RUN IN 2024

By: Sean P. McKinley, M.A.
 Zachary S. Azem, M.A.
 Andrew E. Smith, Ph.D.

andrew.smith@unh.edu
 603-862-2226
 cola.unh.edu/unh-survey-center

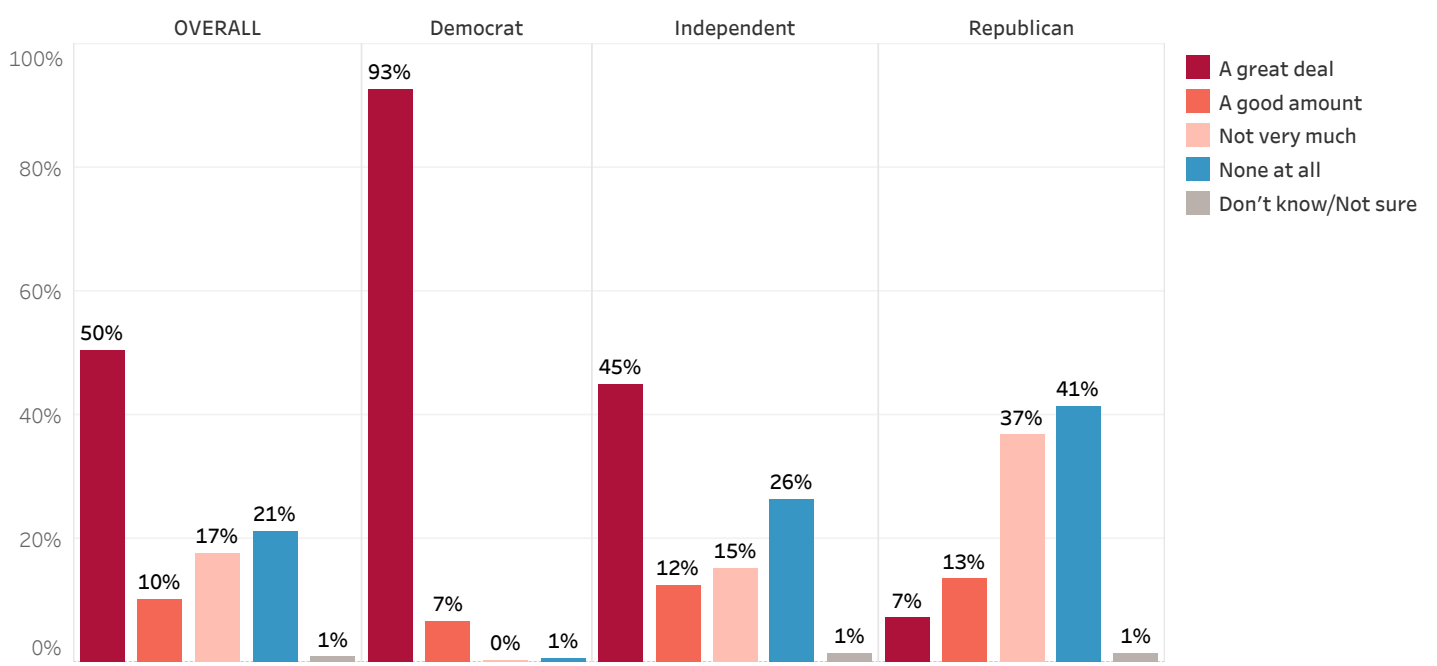
DURHAM, NH - Less than half of New Hampshire Republicans support a 2024 run by former President Trump. Six in ten New Hampshire residents believe Trump bears substantial responsibility for what happened at the Capitol on January 6th and a majority support the impeachment vote by the House of Representatives. Trump's overall personal favorability has fallen to its lowest point in nearly two years and Trump is viewed less favorably than former Presidents Obama, Bush, and Clinton.

These findings are based on the latest **Granite State Poll***, conducted by the University of New Hampshire Survey Center. Two thousand and twenty-five (2,025) Granite State Panel members completed the survey online between January 21 and January 25, 2021. The margin of sampling error for the survey is +/- 2.2 percent. 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 NH Secretary of State and 2020 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.

Impeachment of Donald Trump

Former President Donald Trump continued to contest his loss to Joe Biden even after losing the vote by the Electoral College in December. The riot at the U.S. Capitol following a Trump rally has been cited by House Democrats to pass an article of impeachment against Trump. Half (50%) of New Hampshire residents believe that Donald Trump bears a great deal of responsibility for what happened at the U.S. Capitol on January 6th, 10% believe he bears a good amount of responsibility, 17% believe he bears not very much responsibility, 21% believe he bears no responsibility at all, and 1% don't know or are unsure. Nearly all Democrats (93%) and 45% of Independents believe Trump bears a great deal of responsibility for what happened, but most Republicans (78%) believe Trump bears not very much (37%) or no responsibility at all (41%) for what happened.

Responsibility Trump Bears for What Happened At U.S. Capitol on January 6th

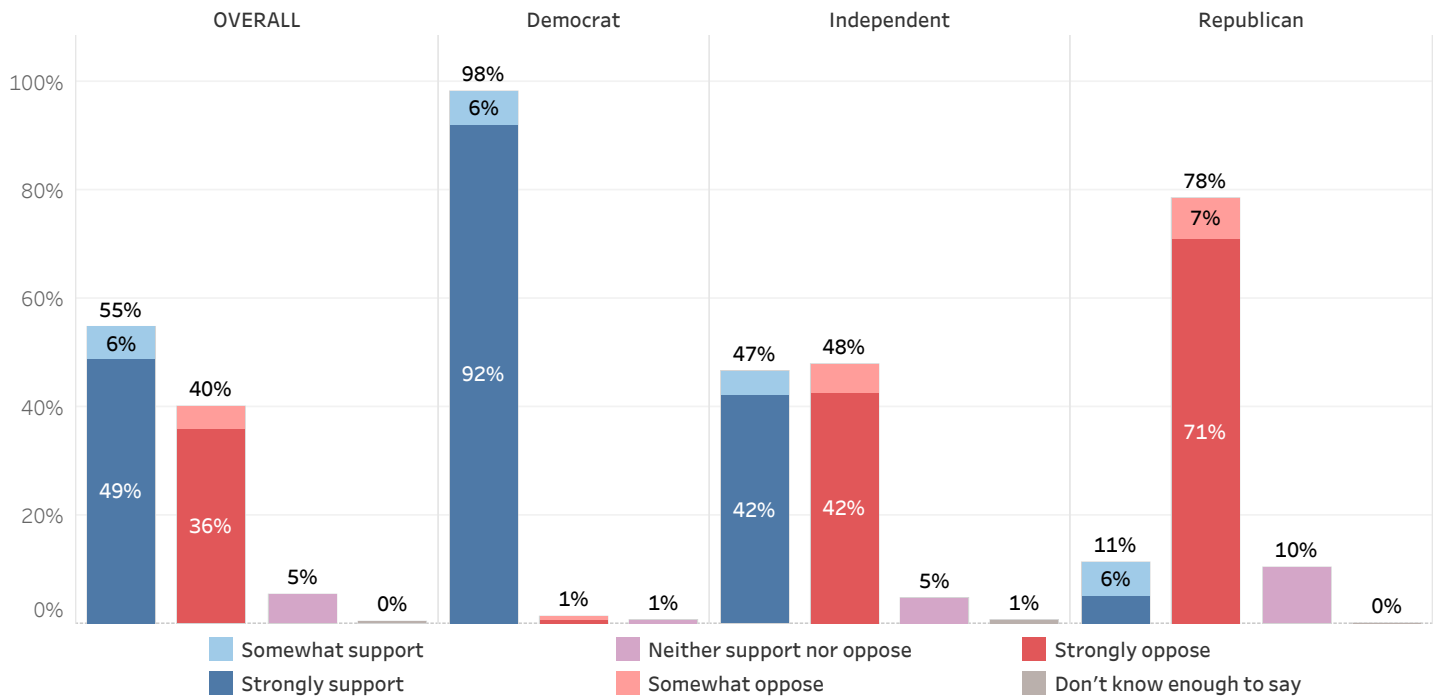


* We ask that this copyrighted information be referred to as *the Granite State Panel*, conducted by the University of New Hampshire Survey Center.

On January 13th, the United States House of Representatives impeached former President Trump, citing incitement of violence against the government. More than half of Granite Staters (55%) strongly (49%) or somewhat (6%) support the House's vote to impeach Trump, 40% strongly (36%) or somewhat (4%) oppose the House's vote, 5% are neutral, and less than 1% are unsure. Democrats overwhelmingly support (98%) the House's vote to impeach, Independents are divided (47% support, 48% oppose), while more than three-quarters (78%) of Republicans are opposed.

To put this in context, only 43% of Granite Staters supported the 2020 impeachment of Trump.

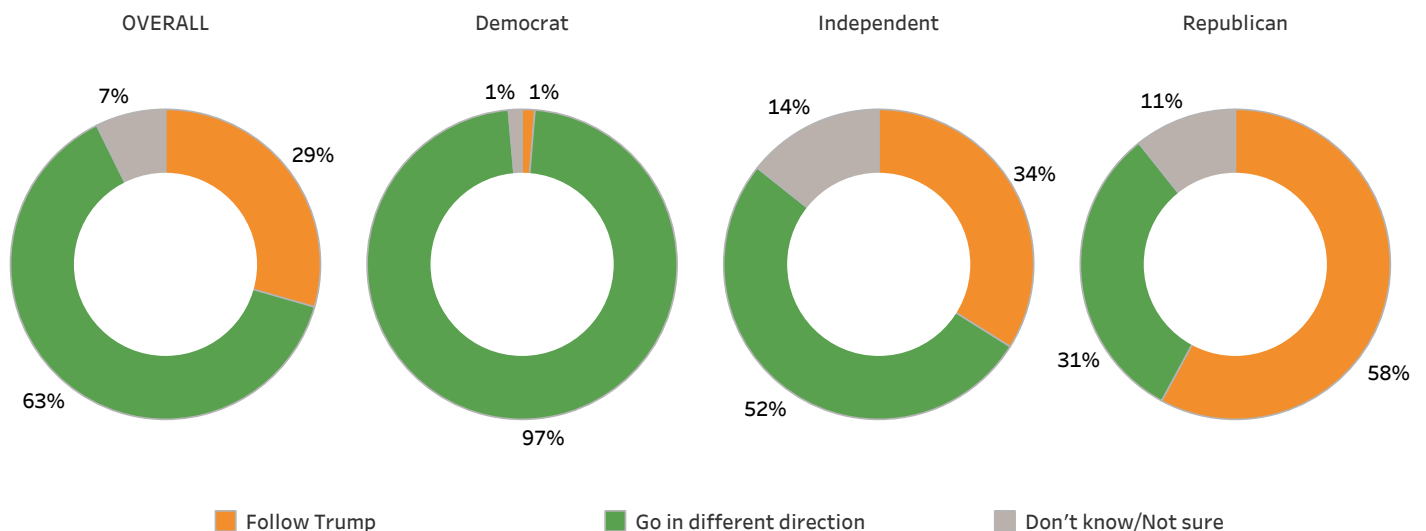
Support or Oppose House's Vote to Impeach Trump



Trump and the Future of the Republican Party

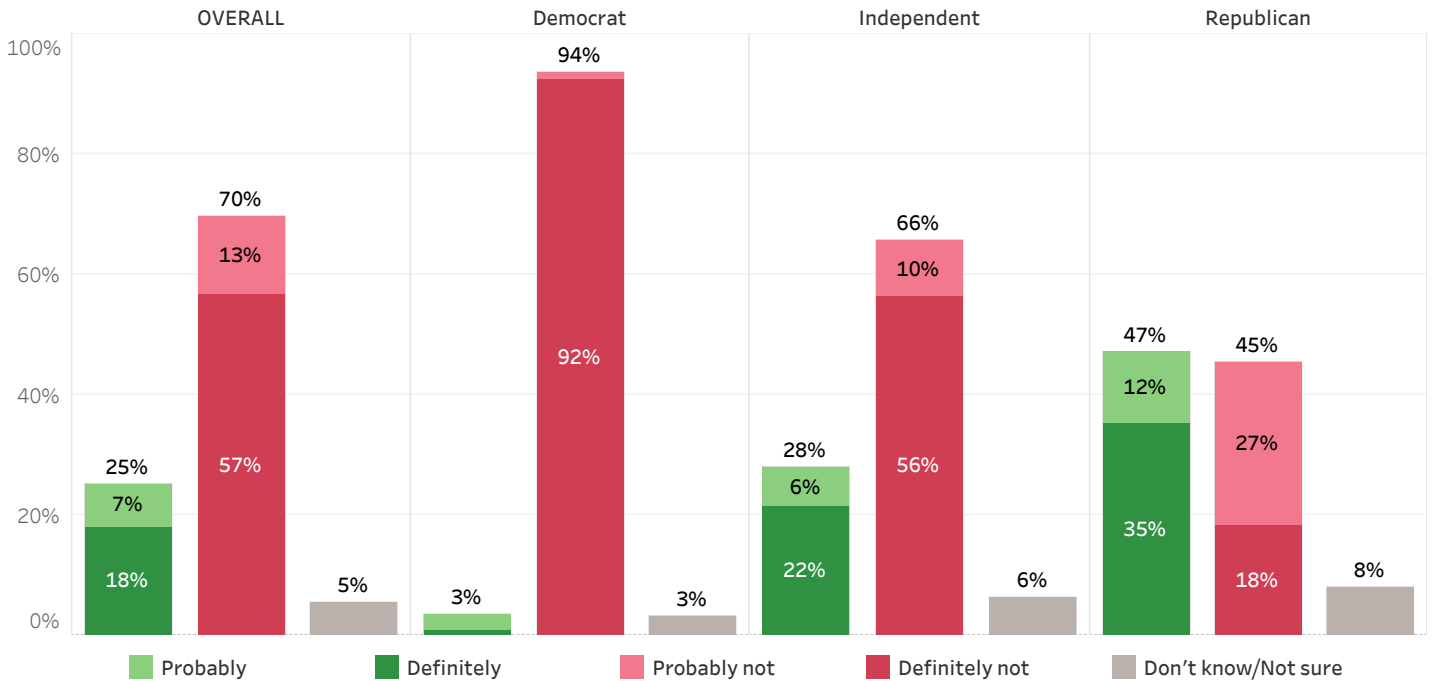
Overall, Granite Staters believe that the Republican Party should move on from Trump: 63% say that Republican leaders should go in a different direction, only 29% think Republican leaders should follow Trump's leadership going forward, and 7% are unsure. Democrats are nearly unanimous in believing Republicans should go in a different direction (97%) and a majority of Independents (52%) agree. However, a majority of New Hampshire Republicans (58%) believe Republican leaders should follow Trump's leadership going forward and only 31% think the party should go in a different direction.

Should Republican Leaders Follow Trump's Leadership or Should Party Go in Different Direction



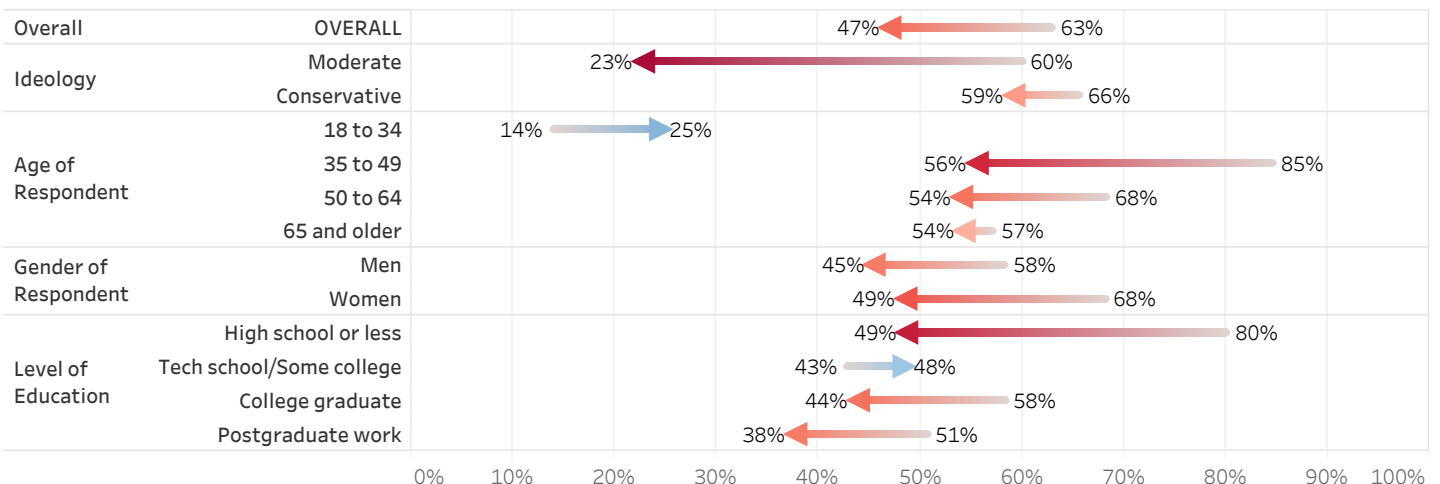
Seven in ten Granite Staters (70%) definitely (57%) or probably (13%) do not want Trump to run for President in 2024, 25% definitely (18%) or probably (7%) would like Trump to run again while 5% are unsure. Nearly all Democrats (94%) do not want Trump to run in 2024, along with nearly two-thirds (66%) of Independents. Republicans are split on the question - 47% would like Trump to run and 45% do not want him to run.

Would Like Trump to Run for President in 2024



- Republican support for a 2024 Trump run has dropped from 63% in December to 47% in January.
- In December, self-described moderate and conservative Republicans were equally likely to want Trump to run again in 2024. Since then moderate Republicans have become less likely to support a 2024 Trump run (-37 percentage points) while conservatives are only slightly less likely to want Trump to run (-7).
- Younger Republicans (aged 18 to 34) remain less likely than older Republicans to want Trump to run in 2024, but a slightly larger percentage of this group (25%) want Trump to run compared to 14% in December. Support for a 2024 run among older Republicans has dropped since December.
- Among Republicans, both men (-13 percentage points) and women (-19) are less likely than they were in December to want Trump to run again in 2024.
- A key segment of Trump supporters, Republicans with a high school education or less, are much less supportive of a 2024 Trump run than they were in December, dropping 31 percentage points. Support for a 2024 Trump run among Republican college graduates (-14 percentage points) and those who have completed postgraduate work (-13) has also declined since December.

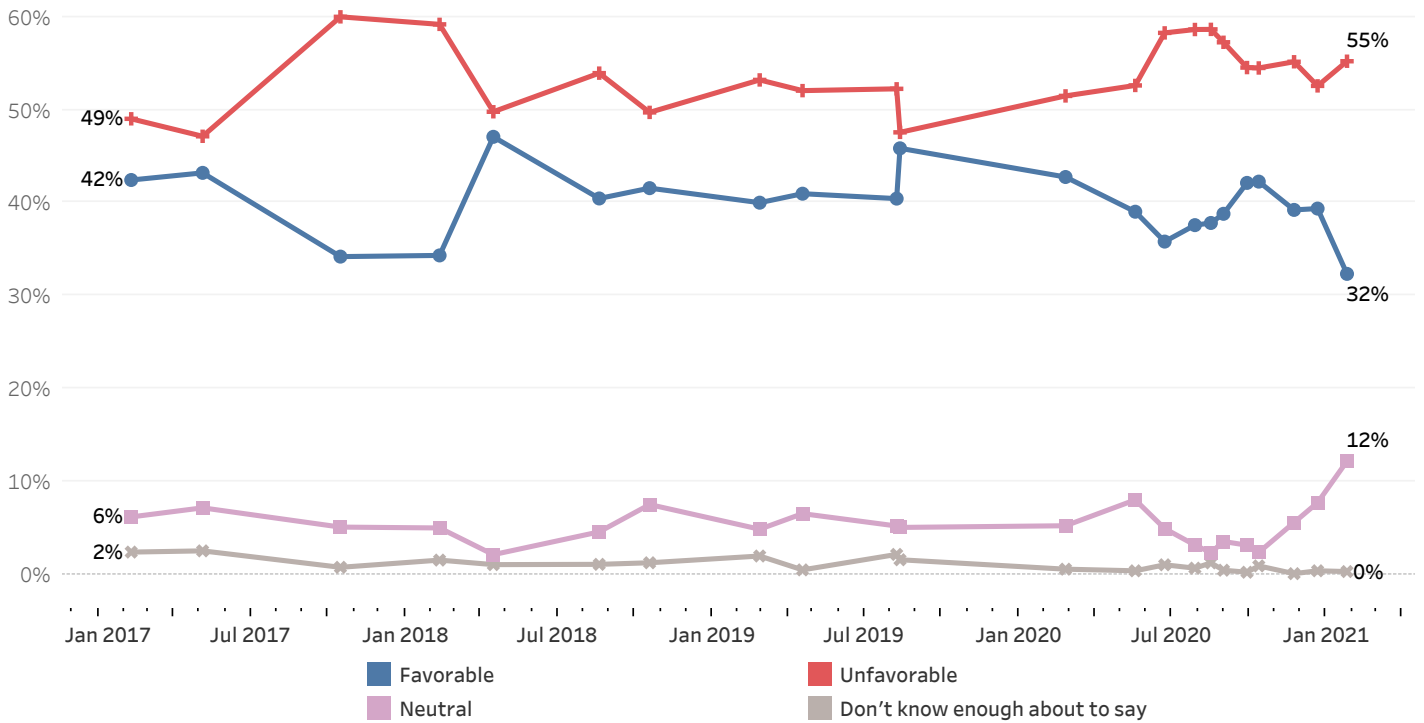
Would Like Trump to Run for President in 2024 - Republicans - Change from December 2020 to January 2021



Past Presidents' Favorability

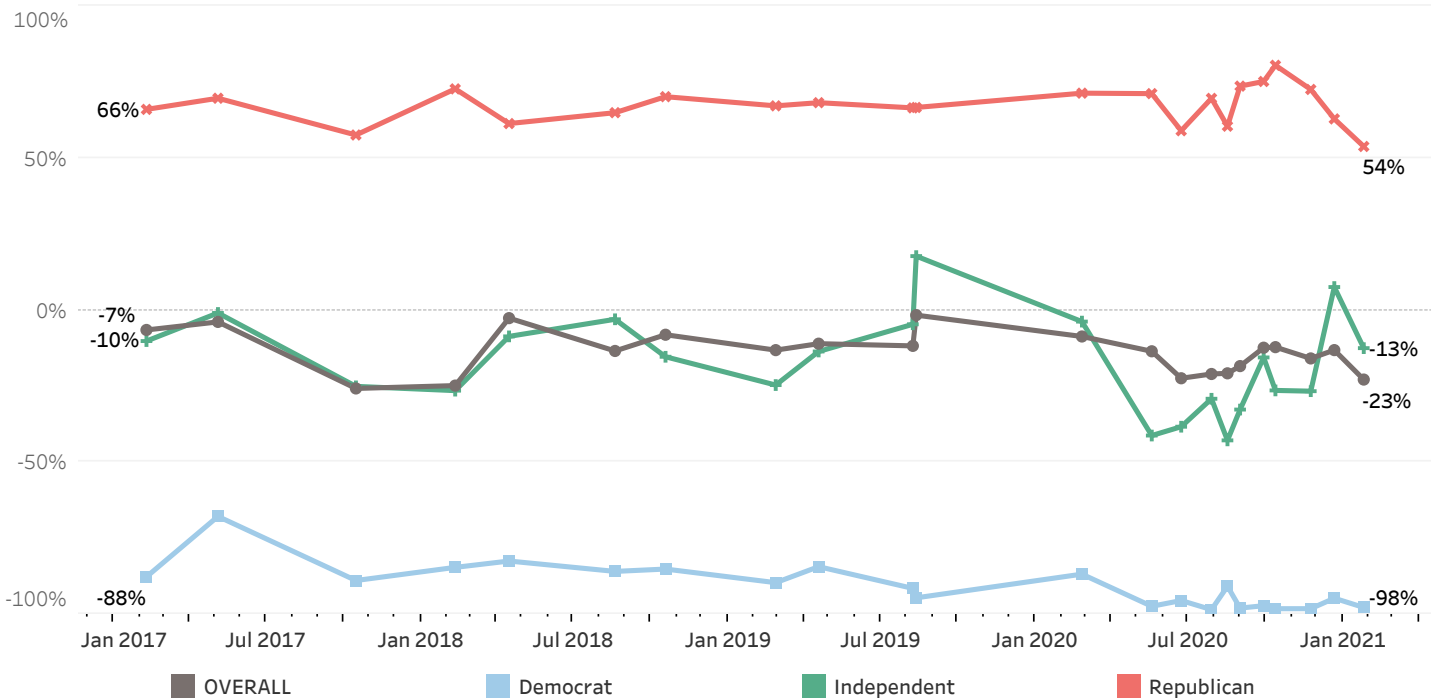
Only 32% of New Hampshire residents have a favorable opinion of Trump, 55% have an unfavorable opinion of him, 12% are neutral, and less than 1% are unsure.

Trump (R) Favorability



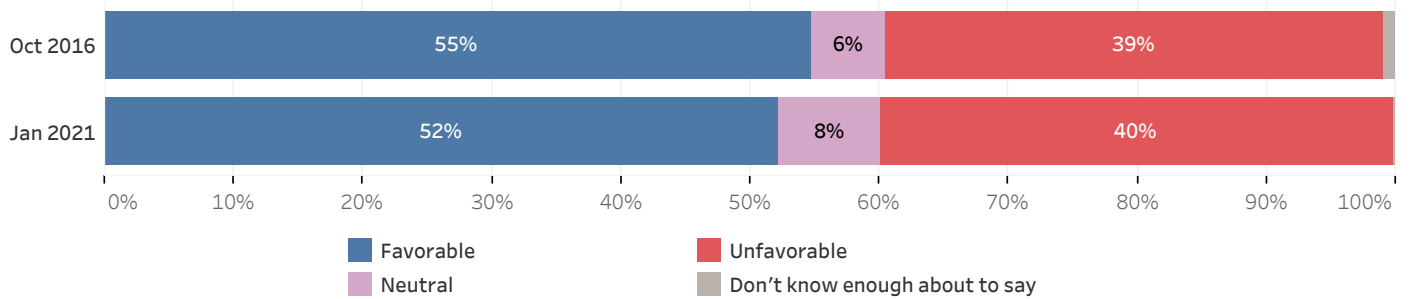
Trump's net favorability rating (the percentage with a favorable opinion minus the percentage with an unfavorable opinion) is -23, down from -13 in December. Trump's net favorability among Republicans (+54) is lower than at any point during his presidency but he remains popular among this group. His popularity among Democrats (-98) has been largely stable since Trump was inaugurated in January 2017.

Trump (R) Net Favorability - By Party ID



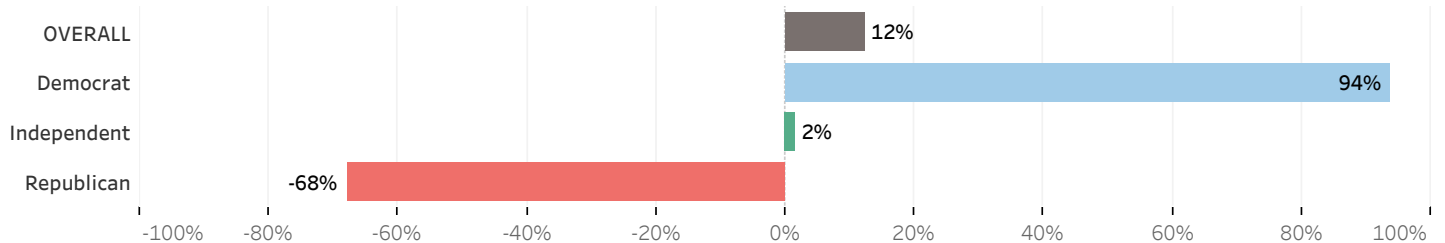
Trump leaves office with far lower approval than former President Barack Obama did in the final months of his term. In October 2016, 55% had a favorable opinion of Obama, 39% had an unfavorable opinion of him, 6% were neutral, and 1% were unsure. Obama's popularity has remained largely unchanged since the end of his presidency: currently 52% have a favorable opinion of him, 40% have an unfavorable opinion of him, and 8% are neutral.

Obama (D) Favorability



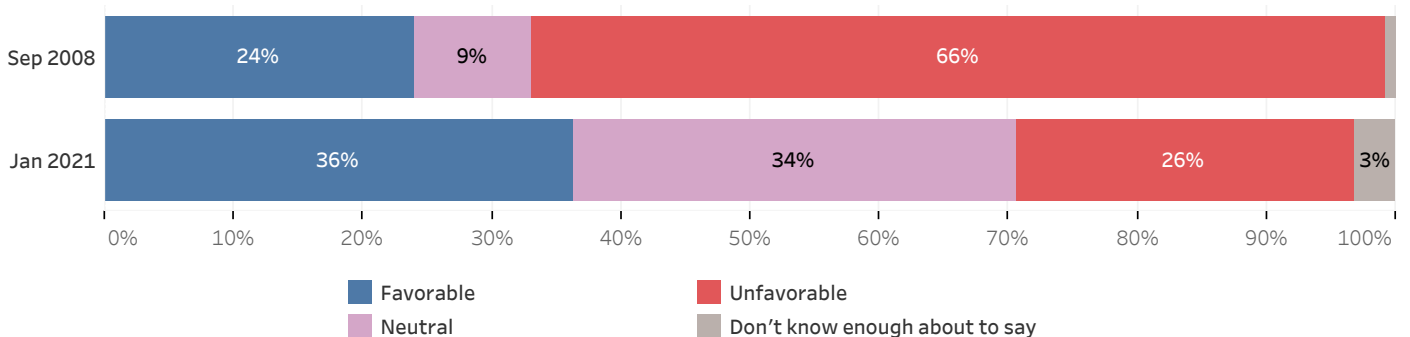
Obama is very popular among Democrats (+94% net favorability) and very unpopular among Republicans (-68%) while Independents are neutral (+2%).

Obama (D) Net Favorability - By Party ID - Jan 2021



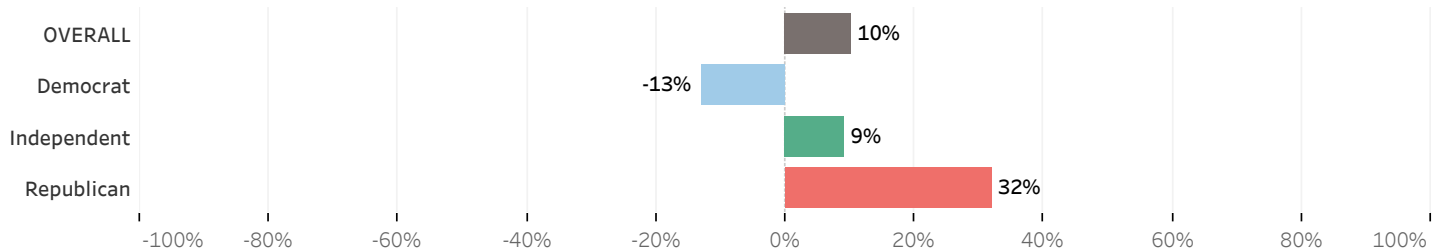
Trump's net favorability is significantly higher than that of George W. Bush in the last months of his presidency. In September 2008, only 24% had a favorable opinion of Bush, 66% had an unfavorable opinion of him, 9% were neutral, and 1% were unsure. Since that time however, Bush's popularity has increased considerably: currently 36% have a favorable opinion of him, 26% have an unfavorable opinion of him, and 34% are neutral.

Bush (R) Favorability



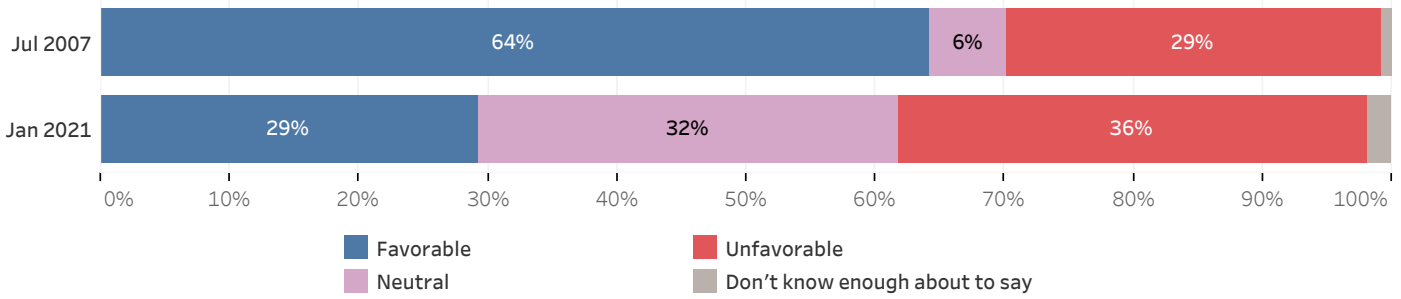
Bush is a far less divisive figure among Granite Staters than Trump or Obama. Bush is slightly unpopular among Democrats (-13% net favorability) and somewhat popular among Republicans (+32%) and Independents (+9%).

Bush (R) Favorability - By Party ID - Jan 2021



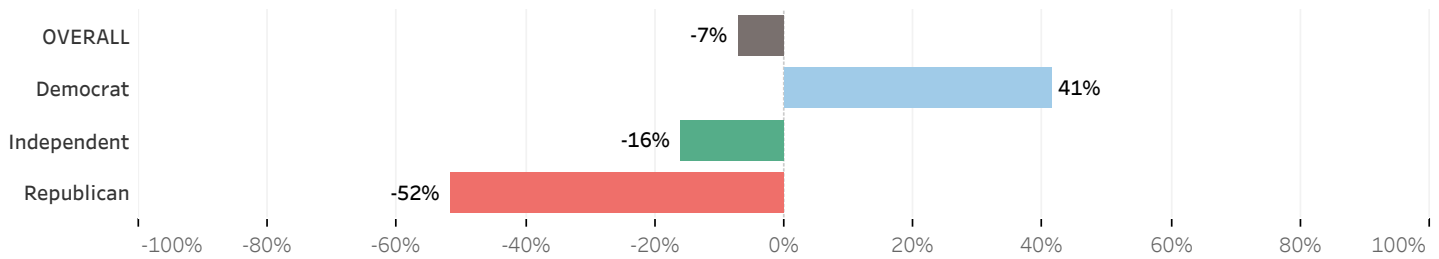
Former President Bill Clinton was quite popular in July of 2007: at that point 64% had a favorable opinion of Clinton, 29% had an unfavorable opinion of him, 6% were neutral, and 1% were unsure. However Clinton's popularity has fallen considerably in the intervening years: currently 29% have a favorable opinion of him, 36% have an unfavorable opinion of him, and 32% are neutral.

Clinton (D) Favorability



Clinton is popular among Democrats (+41% net favorability) but is unpopular among Republicans (-52%) and somewhat unpopular among Independents (-16%).

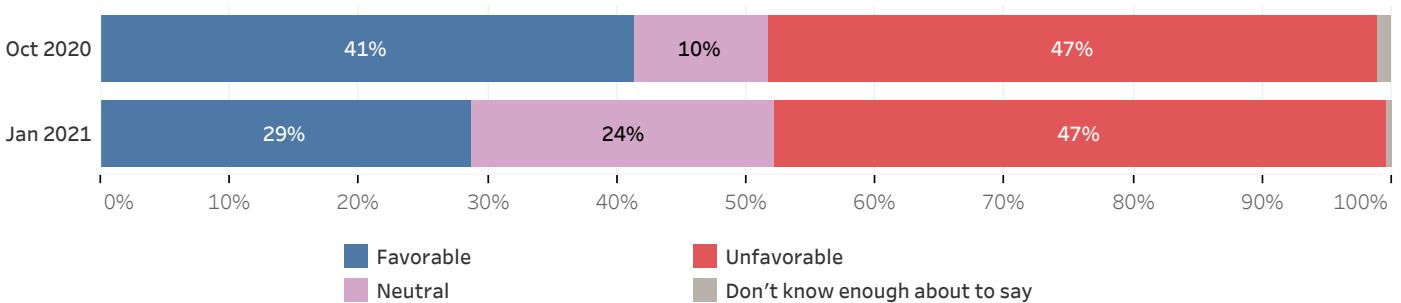
Clinton (D) Net Favorability - By Party ID - Jan 2021



Former Vice President Mike Pence Favorability

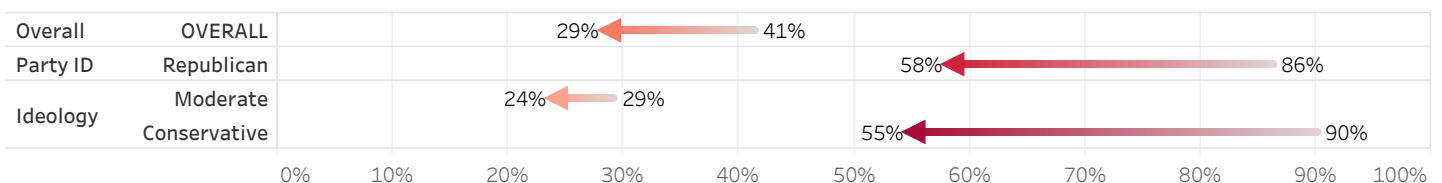
Former Vice President Mike Pence, a likely 2024 candidate for President, exits the White House only slightly more popular than Trump. Currently 29% of New Hampshire residents have a favorable opinion of Pence, 47% have an unfavorable opinion of him, 24% are neutral, and less than 1% don't know or are unsure. Like Trump, Pence's favorability has fallen in recent months: in October 2020, 41% had a favorable opinion of Pence, 47% had an unfavorable opinion of him, 10% were neutral, and 1% were unsure.

Pence (R) Favorability



Since October, the percentage of Republicans who have a favorable opinion of Pence has fallen by 28 percentage points and the percentage of conservatives who have a favorable opinion has fallen by 35 percentage points. Among moderates however, Pence's favorability is only very slightly diminished (-5 points).

Have Favorable Opinion of Mike Pence - Change from October 2020 to January 2021



Granite State Poll Methodology

These findings are based on the latest Granite State Poll, conducted by the University of New Hampshire Survey Center. Two thousand and twenty-five (2,025) Granite State Panel members completed the survey online between January 21 and January 25, 2021. The margin of sampling error for the survey is +/- 2.2 percent. These MSE's have not been adjusted for design effect. The response rate for the January 2021 Granite State Poll is 36%. 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 NH Secretary of State and to 2020 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 Panel, January 2021 Demographics

		%	N
Gender of Respondent	Men	49%	976
	Women	51%	1,010
Age of Respondent	18 to 34	27%	536
	35 to 49	21%	416
	50 to 64	32%	646
	65 and older	21%	414
Level of Education	High school or less	36%	725
	Tech school/Some college	31%	622
	College graduate	21%	419
	Postgraduate work	13%	255
Region of State	Central/Lakes	17%	334
	Connecticut Valley	14%	282
	Manchester Area	16%	325
	Mass Border	25%	501
	North Country	9%	179
	Seacoast	20%	396
Party ID	Democrat	42%	842
	Independent	17%	340
	Republican	40%	804
Voting Registration	Registered Democrat	28%	555
	Registered Undeclared/Not Reg.	42%	834
	Registered Republican	29%	581
2020 Presidential Vote	Voted for Trump	44%	890
	Voted for Biden	52%	1,034
	Voted for other 2020 candidate	2%	30
	Did not vote in 2020	2%	47
Gender & Education	Men, no college degree	33%	665
	Men, college degree	16%	311
	Women, no college degree	34%	671
	Women, college degree	17%	340

Responsibility Trump Bears for What Happened At U.S. Capitol on January 6th

How much responsibility do you think President Trump bears for what happened at the U.S. Capitol on January 6th?

	<u>A great deal</u>	<u>A good amount</u>	<u>Not very much</u>	<u>None at all</u>	<u>Don't know/Not sure</u>	<u>N</u>
January 2021	50%	10%	17%	21%	1%	2,023

Support or Oppose House's Vote to Impeach Trump

On January 13th, President Trump was impeached by the United States House of Representatives. Do you support or oppose the House's vote to impeach Trump?

	<u>Strongly support</u>	<u>Somewhat support</u>	<u>Neither support nor oppose</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don't know enough to say</u>	<u>N</u>
January 2021	49%	6%	5%	4%	36%	0%	2,024

Should Republican Leaders Follow Trump's Leadership or Should Party Go in Different Direction

Going forward, do you think Republican leaders should follow Trump's leadership or should the party go in a different direction?

	<u>Follow Trump</u>	<u>Go in different direction</u>	<u>Don't know/Not sure</u>	<u>N</u>
January 2021	29%	63%	7%	2,022

Would Like to Trump to Run For President Again in 2024

Would you like to see Donald Trump run for President again in 2024?

	<u>Definitely</u>	<u>Probably</u>	<u>Probably not</u>	<u>Definitely not</u>	<u>Don't know/Not sure</u>	<u>N</u>
November 2020	25%	5%	8%	56%	6%	1,882
December 2020	26%	7%	5%	52%	10%	775
January 2021	18%	7%	13%	57%	5%	2,024

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 - Former President (President, Businessman) Donald Trump

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
April 2016	21%	4%	75%	0%	553
July 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	40%	5%	52%	2%	493
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
August 2020	39%	4%	57%	0%	1,876
September 2020	42%	3%	55%	0%	1,019
October 2020	42%	2%	55%	1%	917
November 2020	39%	6%	55%	0%	1,899
December 2020	39%	8%	53%	0%	775
January 2021	32%	12%	55%	0%	2,017

Favorability - Barack Obama

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 President (President, Senator) Barack Obama

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
July 2008	56%	10%	31%	2%	518
September 2008	54%	9%	35%	3%	547
February 2009	71%	9%	16%	3%	619
April 2009	64%	7%	27%	2%	503
July 2009	62%	7%	30%	1%	557
October 2009	56%	8%	35%	1%	502
February 2010	52%	6%	41%	1%	496
April 2010	50%	4%	44%	1%	510
July 2010	51%	5%	42%	1%	504
September 2010	47%	4%	48%	1%	515
February 2011	47%	8%	44%	1%	515
April 2011	44%	8%	48%	0%	503
June 2011	48%	6%	45%	1%	514
October 2011	44%	8%	47%	1%	553
February 2012	53%	5%	40%	2%	527
April 2012	51%	4%	44%	1%	532
July 2012	47%	4%	47%	3%	520
August 2012	47%	5%	47%	1%	579
September 2012	56%	4%	40%	0%	637
October 2012	53%	3%	41%	2%	589
February 2013	54%	4%	41%	1%	579
April 2013	52%	5%	43%	1%	499
July 2013	48%	6%	45%	1%	515
October 2013	47%	6%	46%	1%	658
January 2014	46%	5%	47%	2%	582
April 2014	41%	7%	51%	1%	506
July 2014	48%	5%	46%	1%	668
October 2014	40%	5%	53%	1%	679
February 2015	42%	7%	49%	2%	508
May 2015	42%	6%	51%	2%	565
July 2015	47%	6%	45%	3%	530
October 2015	46%	6%	46%	2%	584
February 2016	46%	6%	47%	1%	686
April 2016	49%	6%	44%	1%	619
July 2016	49%	5%	46%	1%	532
October 2016	55%	6%	39%	1%	904
January 2021	52%	8%	40%	0%	2,018

Favorability - George W. Bush

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 President (President) George W. Bush

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
October 2001	88%	4%	7%	0%	679
February 2002	85%	4%	11%	1%	725
April 2002	78%	6%	15%	1%	693
July 2002	69%	7%	23%	1%	641
February 2003	64%	6%	29%	1%	651
April 2003	72%	5%	23%	1%	505
June 2003	62%	5%	32%	1%	514
October 2003	57%	4%	38%	0%	497
February 2004	48%	4%	48%	0%	510
April 2004	48%	6%	46%	0%	540
July 2004	50%	5%	44%	1%	506
October 2004	55%	2%	43%		574
July 2005	52%	2%	46%		497
October 2005	42%	5%	52%	0%	510
February 2006	41%	6%	53%	0%	499
April 2006	35%	6%	59%	0%	505
July 2006	41%	7%	51%	1%	500
September 2006	37%	5%	58%	0%	513
February 2007	32%	5%	63%	0%	535
April 2007	30%	6%	63%	1%	515
July 2007	27%	4%	69%	0%	523
September 2007	29%	5%	66%	0%	507
January 2008	26%	7%	67%	0%	554
April 2008	27%	7%	65%	0%	500
July 2008	27%	6%	67%		519
September 2008	24%	9%	66%	1%	544
January 2021	36%	34%	26%	3%	2,022

Favorability - Bill Clinton

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 President Bill Clinton

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
July 2007	64%	6%	29%	1%	522
January 2021	29%	32%	36%	2%	2,021

Favorability - Mike Pence

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 (Vice President) Mike Pence

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
October 2020	41%	10%	47%	1%	917
January 2021	29%	24%	47%	0%	2,017

Responsibility Trump Bears for What Happened At U.S. Capitol on January 6th

		<u>A great deal</u>	<u>A good amount</u>	<u>Not very much</u>	<u>None at all</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	January 2021	50%	10%	17%	21%	1%	2,023
Voting Registration	Registered Democrat	92%	4%	1%	3%		555
	Registered Undeclared/Not Reg.	50%	11%	23%	16%	1%	833
	Registered Republican	12%	15%	24%	48%	2%	581
Party ID	Democrat	93%	7%	0%	1%		842
	Independent	45%	12%	15%	26%	1%	340
	Republican	7%	13%	37%	41%	1%	804
Ideology	Liberal	89%	6%	2%	3%		524
	Moderate	57%	14%	17%	11%	1%	812
	Conservative	4%	5%	34%	56%	1%	558
Media Usage	Boston Globe reader	88%	6%	0%	5%	1%	166
	Conservative radio listener	8%	7%	32%	53%	0%	538
	Fox News viewer	25%	11%	24%	39%	1%	861
	Local newspapers reader	68%	8%	14%	10%	0%	435
	NHPR listener	63%	9%	15%	13%	1%	1,136
	Union Leader reader	49%	19%	14%	16%	1%	326
	WMUR viewer	52%	12%	15%	20%	1%	1,630
Age of Respondent	18 to 34	51%	15%	18%	15%	0%	536
	35 to 49	44%	9%	23%	24%	0%	416
	50 to 64	48%	10%	17%	24%	2%	646
	65 and older	60%	6%	12%	21%	1%	414
Gender of Respondent	Men	40%	16%	19%	24%	0%	976
	Women	61%	4%	15%	18%	1%	1,010
Level of Education	High school or less	39%	15%	22%	24%	1%	725
	Tech school/Some college	51%	7%	18%	24%	1%	622
	College graduate	58%	9%	14%	18%	0%	419
	Postgraduate work	68%	8%	10%	13%	2%	255
Gender & Education	Men, no college degree	34%	19%	21%	27%	0%	665
	Men, college degree	54%	11%	17%	17%	1%	311
	Women, no college degree	56%	3%	19%	21%	1%	671
	Women, college degree	70%	6%	9%	14%	1%	340
Region of State	Central/Lakes	42%	12%	22%	22%	2%	334
	Connecticut Valley	49%	11%	16%	23%	0%	282
	Manchester Area	54%	8%	10%	28%	1%	325
	Mass Border	60%	6%	15%	17%	1%	501
	North Country	33%	4%	43%	19%	0%	179
	Seacoast	51%	18%	12%	19%	1%	396
2020 Presidential Vote	Voted for Trump	3%	13%	35%	47%	2%	890
	Voted for Biden	92%	7%	1%	0%		1,034
	Voted for other 2020 candidate	38%	32%	18%	10%	2%	30
	Did not vote in 2020	49%	7%	39%	3%	2%	47

Support or Oppose House's Vote to Impeach Trump

		<u>Strongly support</u>	<u>Somewhat support</u>	<u>Neither support nor oppose</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don't know enough to say</u>	<u>N</u>
STATEWIDE	January 2021	49%	6%	5%	4%	36%	0%	2,024
Voting Registration	Registered Democrat	92%	4%	0%	1%	3%		555
	Registered Undeclared/Not Reg.	47%	8%	6%	5%	34%	0%	833
	Registered Republican	10%	6%	8%	6%	70%	0%	581
Party ID	Democrat	92%	6%	1%	1%	1%		842
	Independent	42%	4%	5%	5%	42%	1%	340
	Republican	5%	6%	10%	7%	71%	0%	804
Ideology	Liberal	87%	7%	1%	0%	5%		524
	Moderate	55%	9%	7%	5%	23%	0%	812
	Conservative	3%	2%	2%	6%	87%	0%	558
Media Usage	Boston Globe reader	85%	6%	0%		8%		166
	Conservative radio listener	7%	2%	2%	5%	84%	0%	538
	Fox News viewer	23%	6%	8%	6%	57%	0%	861
	Local newspapers reader	66%	8%	3%	5%	18%	0%	435
	NHPR listener	61%	6%	4%	6%	24%	0%	1,136
	Union Leader reader	48%	9%	15%	2%	26%	0%	326
	WMUR viewer	51%	7%	6%	4%	32%	0%	1,630
Age of Respondent	18 to 34	51%	9%	8%	3%	29%		536
	35 to 49	42%	7%	7%	5%	39%	1%	416
	50 to 64	45%	5%	4%	6%	40%		646
	65 and older	58%	3%	2%	2%	34%	0%	414
Gender of Respondent	Men	37%	9%	7%	5%	42%	0%	976
	Women	60%	4%	3%	3%	29%	0%	1,010
Level of Education	High school or less	38%	7%	10%	5%	40%		725
	Tech school/Some college	50%	5%	2%	3%	40%	0%	622
	College graduate	55%	6%	2%	4%	31%	0%	419
	Postgraduate work	65%	6%	2%	3%	24%	0%	255
Gender & Education	Men, no college degree	31%	9%	9%	6%	45%		665
	Men, college degree	50%	8%	3%	5%	34%	0%	311
	Women, no college degree	56%	3%	4%	3%	33%	0%	671
	Women, college degree	68%	5%	2%	3%	22%	0%	340
Region of State	Central/Lakes	40%	12%	3%	10%	34%		334
	Connecticut Valley	48%	1%	1%	5%	44%		282
	Manchester Area	52%	2%	4%	3%	39%	0%	325
	Mass Border	59%	6%	3%	3%	29%	0%	501
	North Country	34%	1%	11%	2%	51%	0%	179
	Seacoast	48%	9%	11%	2%	29%	1%	396
2020 Presidential Vote	Voted for Trump	1%	4%	9%	8%	78%	0%	890
	Voted for Biden	91%	8%	0%	0%	0%		1,034
	Voted for other 2020 candidate	38%	5%	13%	12%	31%		30
	Did not vote in 2020	36%	5%	28%	10%	22%		47

Should Republican Leaders Follow Trump's Leadership or Should Party Go in Different Direction

		Follow Trump	Go in different direction	Don't know/Not sure	N
STATEWIDE	January 2021	29%	63%	7%	2,022
Voting Registration	Registered Democrat	4%	93%	2%	555
	Registered Undeclared/Not Reg.	27%	62%	11%	832
	Registered Republican	58%	35%	7%	581
Party ID	Democrat	1%	97%	1%	842
	Independent	34%	52%	14%	340
	Republican	58%	31%	11%	803
Ideology	Liberal	5%	91%	4%	524
	Moderate	19%	73%	8%	812
	Conservative	71%	21%	8%	557
Media Usage	Boston Globe reader	6%	92%	2%	166
	Conservative radio listener	74%	22%	5%	537
	Fox News viewer	52%	39%	9%	860
	Local newspapers reader	21%	73%	6%	435
	NHPR listener	21%	74%	6%	1,135
	Union Leader reader	19%	75%	7%	326
	WMUR viewer	25%	67%	8%	1,629
Age of Respondent	18 to 34	22%	74%	3%	536
	35 to 49	34%	61%	5%	416
	50 to 64	31%	55%	14%	646
	65 and older	30%	65%	5%	412
Gender of Respondent	Men	33%	61%	5%	975
	Women	25%	66%	9%	1,010
Level of Education	High school or less	33%	59%	8%	725
	Tech school/Some college	33%	59%	7%	620
	College graduate	24%	69%	7%	419
	Postgraduate work	17%	77%	6%	255
Gender & Education	Men, no college degree	37%	59%	4%	664
	Men, college degree	25%	67%	9%	311
	Women, no college degree	29%	59%	12%	671
	Women, college degree	17%	80%	4%	340
Region of State	Central/Lakes	28%	60%	12%	334
	Connecticut Valley	35%	60%	5%	282
	Manchester Area	33%	61%	6%	325
	Mass Border	27%	65%	8%	501
	North Country	49%	48%	3%	178
	Seacoast	18%	76%	7%	396
2020 Presidential Vote	Voted for Trump	65%	25%	10%	889
	Voted for Biden	0%	96%	3%	1,034
	Voted for other 2020 candidate	4%	72%	24%	30
	Did not vote in 2020	19%	70%	11%	47

Would Like to Trump to Run For President Again in 2024

		Definitely	Probably	Probably not	Definitely not	Don't know/Not sure	N
STATEWIDE	January 2021	18%	7%	13%	57%	5%	2,024
Voting Registration	Registered Democrat	3%		2%	91%	4%	555
	Registered Undeclared/Not Reg.	12%	9%	12%	61%	6%	833
	Registered Republican	42%	11%	24%	18%	5%	581
Party ID	Democrat	1%	3%	1%	92%	3%	842
	Independent	22%	6%	10%	56%	6%	340
	Republican	35%	12%	27%	18%	8%	804
Ideology	Liberal	5%	4%	1%	90%	0%	524
	Moderate	9%	4%	11%	70%	6%	812
	Conservative	45%	15%	23%	11%	7%	558
Media Usage	Boston Globe reader	4%	1%	4%	90%	1%	166
	Conservative radio listener	47%	7%	19%	18%	9%	538
	Fox News viewer	37%	8%	15%	31%	9%	861
	Local newspapers reader	8%	4%	8%	75%	5%	435
	NHPR listener	13%	4%	9%	70%	4%	1,136
	Union Leader reader	15%	6%	22%	55%	2%	326
	WMUR viewer	17%	7%	11%	59%	6%	1,630
Age of Respondent	18 to 34	5%	10%	22%	55%	8%	536
	35 to 49	26%	6%	11%	54%	2%	416
	50 to 64	23%	7%	9%	57%	5%	646
	65 and older	20%	4%	9%	62%	6%	414
Gender of Respondent	Men	20%	10%	17%	47%	6%	976
	Women	16%	4%	9%	66%	5%	1,010
Level of Education	High school or less	21%	11%	19%	43%	6%	725
	Tech school/Some college	22%	5%	9%	59%	4%	622
	College graduate	12%	4%	12%	65%	6%	419
	Postgraduate work	8%	4%	7%	75%	5%	255
Gender & Education	Men, no college degree	23%	12%	18%	40%	6%	665
	Men, college degree	13%	6%	13%	63%	6%	311
	Women, no college degree	20%	5%	10%	61%	4%	671
	Women, college degree	8%	2%	8%	76%	5%	340
Region of State	Central/Lakes	20%	14%	10%	48%	8%	334
	Connecticut Valley	17%	5%	13%	64%	2%	282
	Manchester Area	25%	2%	11%	56%	6%	325
	Mass Border	17%	5%	9%	65%	4%	501
	North Country	21%	1%	24%	48%	5%	179
	Seacoast	12%	11%	18%	53%	7%	396
2020 Presidential Vote	Voted for Trump	40%	13%	25%	13%	9%	890
	Voted for Biden	0%	2%	1%	95%	2%	1,034
	Voted for other 2020 candidate	2%	0%	25%	66%	6%	30
	Did not vote in 2020	4%	0%	45%	46%	4%	47

Favorability - Donald Trump

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	January 2021	32%	12%	55%	0%	2,017
Voting Registration	Registered Democrat	3%	1%	95%	1%	552
	Registered Undeclared/Not Reg.	26%	17%	56%		830
	Registered Republican	71%	14%	14%		580
Party ID	Democrat	0%	1%	98%	1%	841
	Independent	37%	12%	50%		340
	Republican	65%	24%	11%		799
Ideology	Liberal	5%	1%	94%	0%	524
	Moderate	20%	13%	66%	0%	810
	Conservative	73%	21%	5%		556
Media Usage	Boston Globe reader	6%	0%	93%	1%	166
	Conservative radio listener	71%	21%	9%		537
	Fox News viewer	62%	10%	28%	0%	856
	Local newspapers reader	18%	9%	72%	1%	434
	NHPR listener	22%	9%	69%	0%	1,133
	Union Leader reader	38%	8%	54%		325
	WMUR viewer	31%	11%	58%	0%	1,628
Age of Respondent	18 to 34	23%	15%	62%	1%	536
	35 to 49	38%	14%	48%	0%	412
	50 to 64	38%	12%	50%	0%	645
	65 and older	31%	7%	62%	0%	413
Gender of Respondent	Men	40%	13%	46%	0%	971
	Women	25%	11%	64%	0%	1,009
Level of Education	High school or less	38%	19%	43%		725
	Tech school/Some college	35%	9%	55%	1%	618
	College graduate	27%	10%	63%	0%	418
	Postgraduate work	20%	4%	76%	0%	254
Gender & Education	Men, no college degree	45%	15%	39%	1%	663
	Men, college degree	29%	9%	62%	0%	309
	Women, no college degree	27%	13%	59%		670
	Women, college degree	19%	6%	75%	0%	339
Region of State	Central/Lakes	36%	13%	50%	1%	333
	Connecticut Valley	25%	26%	50%		281
	Manchester Area	37%	6%	57%	0%	324
	Mass Border	29%	5%	67%		499
	North Country	30%	33%	37%		177
	Seacoast	36%	8%	56%	0%	396
2020 Presidential Vote	Voted for Trump	72%	23%	4%	0%	886
	Voted for Biden		1%	99%	0%	1,033
	Voted for other 2020 candidate	13%	27%	60%		30
	Did not vote in 2020	2%	28%	70%		47

Favorability - Barack Obama

		Favorable	Neutral	Unfavorable	Don't know enough about to say	N
STATEWIDE	January 2021	52%	8%	40%	0%	2,018
Voting Registration	Registered Democrat	91%	4%	4%		553
	Registered Undeclared/Not Reg.	55%	9%	37%		829
	Registered Republican	10%	11%	79%	0%	581
Party ID	Democrat	95%	4%	1%		839
	Independent	45%	12%	43%		339
	Republican	12%	8%	80%	0%	803
Ideology	Liberal	90%	3%	7%		523
	Moderate	61%	12%	27%		808
	Conservative	6%	6%	87%	0%	558
Media Usage	Boston Globe reader	86%	3%	11%		166
	Conservative radio listener	9%	6%	85%	0%	537
	Fox News viewer	30%	8%	61%	0%	860
	Local newspapers reader	66%	12%	22%	0%	435
	NHPR listener	65%	8%	28%	0%	1,133
	Union Leader reader	54%	9%	37%		326
	WMUR viewer	55%	8%	37%	0%	1,625
Age of Respondent	18 to 34	57%	5%	37%		536
	35 to 49	46%	11%	42%		415
	50 to 64	49%	8%	42%	0%	642
	65 and older	57%	7%	36%	0%	413
Gender of Respondent	Men	43%	7%	49%	0%	975
	Women	62%	9%	30%	0%	1,006
Level of Education	High school or less	42%	7%	51%		725
	Tech school/Some college	53%	9%	38%	0%	618
	College graduate	59%	9%	31%	0%	417
	Postgraduate work	69%	5%	26%		254
Gender & Education	Men, no college degree	38%	6%	56%		665
	Men, college degree	56%	9%	35%	0%	310
	Women, no college degree	56%	10%	34%	0%	667
	Women, college degree	72%	7%	21%		338
Region of State	Central/Lakes	52%	6%	42%		333
	Connecticut Valley	44%	15%	42%		281
	Manchester Area	48%	12%	40%	0%	324
	Mass Border	61%	8%	31%		500
	North Country	32%	5%	63%		179
	Seacoast	60%	3%	37%	0%	394
2020 Presidential Vote	Voted for Trump	8%	8%	84%	0%	890
	Voted for Biden	92%	7%	1%		1,030
	Voted for other 2020 candidate	17%	19%	64%		30
	Did not vote in 2020	53%	12%	34%		47

Favorability - George W. Bush

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	January 2021	36%	34%	26%	3%	2,022
Voting Registration	Registered Democrat	18%	38%	35%	9%	555
	Registered Undeclared/Not Reg.	40%	39%	20%	1%	832
	Registered Republican	50%	23%	26%	1%	581
Party ID	Democrat	20%	41%	33%	7%	842
	Independent	35%	38%	26%	0%	340
	Republican	52%	27%	20%	1%	804
Ideology	Liberal	15%	35%	45%	5%	524
	Moderate	44%	42%	13%	1%	812
	Conservative	43%	26%	31%	0%	558
Media Usage	Boston Globe reader	25%	39%	24%	12%	166
	Conservative radio listener	35%	35%	30%	0%	538
	Fox News viewer	44%	32%	24%	1%	861
	Local newspapers reader	38%	37%	23%	1%	435
	NHPR listener	31%	41%	25%	3%	1,135
	Union Leader reader	49%	33%	16%	2%	325
	WMUR viewer	39%	35%	23%	3%	1,630
Age of Respondent	18 to 34	36%	21%	33%	10%	536
	35 to 49	36%	30%	34%	0%	415
	50 to 64	36%	43%	20%	2%	646
	65 and older	38%	41%	20%	0%	413
Gender of Respondent	Men	36%	35%	27%	2%	975
	Women	38%	34%	24%	4%	1,010
Level of Education	High school or less	41%	28%	24%	7%	725
	Tech school/Some college	35%	35%	28%	1%	622
	College graduate	31%	41%	28%	0%	418
	Postgraduate work	35%	40%	24%	1%	255
Gender & Education	Men, no college degree	36%	34%	27%	3%	665
	Men, college degree	34%	37%	28%	0%	310
	Women, no college degree	41%	28%	25%	6%	671
	Women, college degree	33%	44%	22%	1%	339
Region of State	Central/Lakes	31%	39%	28%	2%	334
	Connecticut Valley	31%	45%	24%		281
	Manchester Area	32%	40%	28%	0%	324
	Mass Border	30%	32%	31%	7%	501
	North Country	55%	23%	22%		179
	Seacoast	49%	26%	20%	6%	396
2020 Presidential Vote	Voted for Trump	44%	31%	24%	1%	890
	Voted for Biden	31%	36%	28%	6%	1,034
	Voted for other 2020 candidate	31%	41%	28%		30
	Did not vote in 2020	28%	40%	32%		47

Favorability - Bill Clinton

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	January 2021	29%	32%	36%	2%	2,021
Voting Registration	Registered Democrat	49%	39%	7%	5%	554
	Registered Undeclared/Not Reg.	31%	33%	35%	1%	831
	Registered Republican	8%	25%	67%	0%	581
Party ID	Democrat	47%	43%	6%	4%	840
	Independent	28%	27%	44%	0%	340
	Republican	12%	25%	63%		803
Ideology	Liberal	42%	43%	9%	5%	524
	Moderate	40%	30%	28%	1%	810
	Conservative	3%	26%	71%		558
Media Usage	Boston Globe reader	42%	29%	16%	12%	166
	Conservative radio listener	7%	20%	73%	0%	537
	Fox News viewer	22%	24%	53%	0%	860
	Local newspapers reader	41%	32%	26%	1%	435
	NHPR listener	36%	34%	27%	3%	1,133
	Union Leader reader	29%	28%	42%	2%	325
	WMUR viewer	31%	36%	31%	2%	1,628
Age of Respondent	18 to 34	16%	41%	38%	6%	536
	35 to 49	36%	24%	39%	0%	415
	50 to 64	33%	30%	36%	1%	645
	65 and older	34%	34%	32%	0%	413
Gender of Respondent	Men	28%	31%	39%	2%	975
	Women	31%	35%	33%	2%	1,009
Level of Education	High school or less	24%	32%	40%	3%	725
	Tech school/Some college	31%	29%	39%	2%	621
	College graduate	33%	34%	33%	0%	417
	Postgraduate work	34%	39%	26%	1%	255
Gender & Education	Men, no college degree	26%	29%	41%	3%	665
	Men, college degree	32%	34%	34%		310
	Women, no college degree	28%	32%	38%	2%	670
	Women, college degree	36%	40%	23%	1%	339
Region of State	Central/Lakes	31%	38%	31%	0%	334
	Connecticut Valley	23%	31%	46%		281
	Manchester Area	27%	34%	39%		325
	Mass Border	31%	32%	30%	7%	500
	North Country	27%	21%	52%		179
	Seacoast	33%	34%	32%	1%	396
2020 Presidential Vote	Voted for Trump	12%	21%	67%	0%	890
	Voted for Biden	45%	42%	9%	3%	1,032
	Voted for other 2020 candidate	25%	20%	55%		30
	Did not vote in 2020	26%	38%	36%		47

Favorability - Mike Pence

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	January 2021	29%	24%	47%	0%	2,017
Voting Registration	Registered Democrat	3%	16%	81%	1%	552
	Registered Undeclared/Not Reg.	26%	27%	47%	0%	829
	Registered Republican	57%	25%	18%	0%	581
Party ID	Democrat	1%	17%	81%	0%	842
	Independent	28%	36%	36%		340
	Republican	58%	26%	15%	1%	799
Ideology	Liberal	5%	12%	83%	0%	524
	Moderate	24%	28%	47%	0%	810
	Conservative	55%	29%	16%	0%	556
Media Usage	Boston Globe reader	7%	33%	59%	1%	166
	Conservative radio listener	52%	30%	18%	0%	537
	Fox News viewer	50%	25%	25%	0%	857
	Local newspapers reader	22%	18%	59%	1%	435
	NHPR listener	25%	19%	55%	0%	1,134
	Union Leader reader	39%	20%	40%	1%	325
	WMUR viewer	30%	23%	47%	0%	1,627
Age of Respondent	18 to 34	20%	30%	50%		536
	35 to 49	28%	21%	50%	1%	413
	50 to 64	35%	21%	43%	1%	643
	65 and older	31%	21%	48%	0%	413
Gender of Respondent	Men	38%	21%	40%	0%	971
	Women	19%	26%	54%	0%	1,009
Level of Education	High school or less	36%	23%	41%		725
	Tech school/Some college	30%	22%	47%	1%	617
	College graduate	21%	27%	51%	1%	418
	Postgraduate work	18%	21%	60%	0%	255
Gender & Education	Men, no college degree	45%	20%	35%	0%	661
	Men, college degree	25%	25%	50%	0%	309
	Women, no college degree	21%	26%	53%	0%	670
	Women, college degree	16%	26%	58%	1%	340
Region of State	Central/Lakes	34%	21%	45%	0%	334
	Connecticut Valley	35%	16%	49%	0%	281
	Manchester Area	26%	26%	47%	1%	325
	Mass Border	21%	27%	52%	0%	500
	North Country	18%	44%	39%		177
	Seacoast	38%	15%	47%	0%	394
2020 Presidential Vote	Voted for Trump	59%	26%	15%	0%	886
	Voted for Biden	3%	20%	77%	0%	1,034
	Voted for other 2020 candidate	32%	17%	51%		30
	Did not vote in 2020	24%	58%	18%	1%	47