



**NHJournal/Praecones Analytica**

NH Survey of Registered Voters

May 15-20, 2024

N=862

**Topline Results**

*Note: All numbers are percentages. Due to rounding, columns may not total 100 percent.*

If the 2024 presidential election were being held today, would you vote for...

Donald Trump, the Republican	36.6
Joe Biden, the Democrat	36.5
Robert F. Kennedy, Jr., an independent	14.6
None of these	12.4

**Three Way Presidential Vote Choice**

	Biden	Trump	Kennedy	None of these
Democrat	80.7%	4.6%	11.2%	3.5%
Republican	4.5%	84.2%	6.6%	4.7%
Undeclared	27.5%	24.2%	23.2%	25.1%

**Three Way Presidential Vote Choice**

	Biden	Trump	Kennedy	None of these
18-24	25.2%	34.3%	12.4%	28%
25-34	27.7%	36.8%	18.4%	17.1%
35-44	31.3%	44.6%	14.2%	10%
45-64	30%	42.4%	18.8%	8.8%
65+	52.2%	26.8%	8.8%	12.1%

## Weighting-Adjusted Sample Demographics

### **Gender**

Female	50.5
Male	49.5

### **Age**

18-24	6.5
25-34	13.9
35-44	13.4
45-64	34.4
65+	31.6

### **Race**

White	94.8
Black	1.9
Asian	2.3
Other	1.0

### **Party Identification**

Democratic	30.1
Undeclared/Independent	39.6
Republican	30.3

### **County**

Belknap	5.0
Carroll	4.4
Cheshire	5.5
Coos	2.1
Grafton	6.9
Hillsborough	27.7
Merrimack	11.3
Rockingham	24.8
Strafford	9.1
Sullivan	3.1

## **Polling Methodology**

Survey results are based on an online survey conducted in English using a sample of 862 registered voters in New Hampshire taken from the SurveyMonkey online panel, with quotas set for gender and age based on US Census general population estimates.

2039 New Hampshire adults began the survey, with 1170 respondents being screened from the survey due to issues with current voter registration, and 7 respondents dropped due to incomplete responses, yielding a sample of 862 New Hampshire registered voters who completed the survey between May 15 and May 20, 2024.

The margin of error for the sample of 862 registered New Hampshire voters is +/- 3.33%. The design effect for the survey is 1.56, and after adjusting the margin of error for the design effect, the resulting weighted margin of error is +/- 4.18%.

Differential rates of nonresponse among subgroups in the population can produce survey bias. To compensate for known bias, responses have been weighted by sex, age, race, education, party registration, and county of residence. Respondent sex, age, and race were weighted to targets derived from US Census data on New Hampshire registered voters from the 2022 general election, and respondent education was weighted to targets derived from US Census data on New Hampshire registered voters from the 2020 general election. Respondent county of residence was weighted to targets derived from New Hampshire Secretary of State vote totals from the 2022 general election. Respondent party registration was weighted to party identification targets derived from an average of four statewide polls conducted by the same pollster between March 2023 and January 2024, consistent with an accepted practice known as dynamic partisan weighting. These targets were compared with equivalent parameters from the sample to construct weights, using iterative proportional fitting, which simultaneously balances the distributions of all variables used to weight the data.

Weighting is not a silver bullet for survey bias. The sample used in this study was assembled through an online panel of New Hampshire adult residents. While weighting may address nonresponse bias to a great degree, sampling bias introduced by targeting online panel members cannot be addressed by weighting. Political polls using online panels occasionally display a liberal/Democratic house effect in comparison to other polls, and this should be kept in mind when interpreting the results presented above.

## **ABOUT THE POLLSTER:**

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