



NH Survey of Registered Republican Voters
May 15-20, 2024
N=420

Topline Results

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

Primary Governor Vote Choice

If the 2024 New Hampshire GOP primary election for governor were being held today, would you vote for...

Kelly Ayotte	50.0
Chuck Morse	27.9
None of these	22.0

Enthusiasm

Compared to the previous presidential election in 2020, are you more enthusiastic than usual about voting this November, or less enthusiastic?

More enthusiastic	48.8
The same	22.0
Less enthusiastic	29.1

Crosstabulated Results by Selected Covariates

Note: Reported decimal proportions in central cells are row percentages, in other words, the percentage of each row category falling into each response cell. Due to rounding, row totals may not sum to 100 percent.

Sex Crosstabs

Primary Governor Vote Choice

	Ayotte	Morse	None of these
Female	48.3%	28%	23.7%
Male	51.5%	27.9%	20.6%

Enthusiasm

	Ayotte	Morse	None of these
Female	45.7%	27.2%	27%
Male	51.5%	17.6%	30.9%

Age Crosstabs

Primary Governor Vote Choice

	Ayotte	Morse	None of these
18-44	48.1%	30.6%	21.3%
45-64	42.8%	29.7%	27.5%
65+	59.7%	24%	16.3%

Enthusiasm

	Ayotte	Morse	None of these
18-44	50%	20.2%	29.8%
45-64	50.1%	20.9%	29%
65+	46.6%	24.5%	28.9%

Weighting-Adjusted Sample Demographics

Gender

Female	45.6
Male	54.4

Age

18-29	6.1
30-44	18.4
45-64	40.4
65+	35.1

Race

White	96.9
Nonwhite	3.1

Education

No college degree	60.7
College degree	39.2

County

Belknap	5.8
Carroll	4.5
Cheshire	4.9
Coos	2.2
Grafton	6.0
Hillsborough	28.6
Merrimack	11.7
Rockingham	25.4
Strafford	7.9
Sullivan	3.1

Polling Methodology

Survey results are based on an online survey conducted in English using a sample of 420 registered Republican voters in New Hampshire taken from the SurveyMonkey online panel, with quotas set for gender and age based on US Census general population estimates.

1196 New Hampshire adults began the survey, with 773 respondents being screened from the survey due to issues with current voter registration, and 3 respondents dropped due to incomplete responses, yielding a sample of 420 New Hampshire registered Republican voters who completed the survey between May 15 and May 20, 2024.

The margin of error for the sample of 420 registered New Hampshire Republican voters is +/- 4.78%. The design effect for the survey is 1.80, and after adjusting the margin of error for the design effect, the resulting weighted margin of error is +/- 6.42%.

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, and county of residence. Respondent sex, age, race, and education were weighted to targets derived from AP VoteCast data on New Hampshire Republican primary voters from the 2024 presidential primary election. Respondent county of residence was weighted to targets derived from New Hampshire Secretary of State vote totals from the 2024 presidential primary election. 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.