

Trump Drops: New Hampshire Poll

Donald Trump's 'base' – Republican voters who are 'Strongly Favorable' to Trump – has dropped by 35% in New Hampshire. Seven months ago, in October, 72% of Republican voters in New Hampshire were *Strongly Favorable* to Trump. Now, in St. Anselm College's Institute of Politics' May 7-10 poll, 47% of Republican voters are *Strongly Favorable* to Trump – a 25-point, or 35%, drop.¹ (Numbers refer to charts attached at the end of this narrative.)

That drop in Trump's 'base' mirrors the drop we saw in the national poll we took in March. Last October, nationally, 77% of Republican voters were *Very Favorable* to Trump. In March, nationally, 58% were *Very Favorable* – a 19-point, or 25%, drop.²

The St. Anselm poll, taken approximately one month after the national poll, shows a further drop in New Hampshire from 58% to 48%.

As the percentage of Republican voters who are *Strongly Favorable* to Trump dropped in New Hampshire, the number of voters *Somewhat Favorable* to Trump increased by 18 points. And Trump's Unfavorables increased by 4 points.¹

Why does the drop in Trump's *Strongly Favorables* matter?

Most Republican voters who are *Strongly Favorable* to Trump vote for Trump in the 2024 Republican Presidential primary. Most Republican voters who are *Somewhat Favorable* to Trump do not vote for Trump.³ As Trump's *Strongly Favorables* drop, his vote drops in the 2024 primary.

Trump's allies like to say that 'Trump controls the Republican party.' They could say, "in New Hampshire, 81% of the Republicans are favorable to Trump," thus proving his control. But they ignore the fact that most Republican voters who are only *Somewhat Favorable* to Trump do not vote for Trump in the 2024 primary.

Why have Trump's *Strongly Favorables* dropped?

Last October, with Joe Biden as his opponent, just before the election, in St. Anselm's poll, 72% of the Republican voters in New Hampshire were *Strongly Favorable* to Trump. Now, Republican voters' disapproval of Trump's personality or character has eroded his base.

A New Hampshire Republican voter who likes both Trump's Policies and Personality is likely to be *Strongly Favorable* to Trump. A voter who likes Trump's Policy but not his Personality is likely to be *Somewhat Favorable* to Trump.⁴

Currently, 37% of New Hampshire Republican voters like both Trump's Policy and Personality – while 53% like his Policy but not his Personality. 8% dislike both. A total of 61% of New Hampshire Republican voters dislike Trump's personality.

How these three groups – Like Both, Like Policy Not Personality, Dislike Both – vote in the 2024 Republican Presidential primary is very different. Most Republicans who 'Like Both' vote for Trump. Most Republicans who like Trump's policy but not his Personality do not vote for Trump.⁵

The number of New Hampshire Republicans who would vote to elect Trump regardless of who runs against him in the primary reflects similar divisions based on Trump's personality. 36% - a

significant but not overwhelming number – of New Hampshire Republican voters said they would vote to elect Trump ‘regardless’ of who ran against him in the 2024 primary. 48% said they would ‘not necessarily’ vote for Trump. 16% said they would vote against Trump.⁶

The first group – with more voters who are Strongly Favorable to Trump, who approve of Trump’s personality – votes for Trump in the primary. The second and third groups do not vote for Trump.^{7, 8}

Voters in New Hampshire also say, overwhelmingly, that a candidate’s stands on issues is more important to them than a candidate’s loyalty to Trump – by a margin of 91% to 8%.⁹

In our previous national poll, in April, 50% of the Republican voters said Trump opposing a Republican candidate in a primary made no difference to them; in New Hampshire, in May, 46% said it would make no difference. Trump opposing a Republican candidate in a primary made little difference in the national poll – it made more difference in New Hampshire.¹⁰

However, there is a downside to Trump’s endorsement. In the general election Trump’s negatives with Undeclared voters (as Independents are called in New Hampshire) would hurt a Republican candidate he endorses. In New Hampshire, since there are nearly equal numbers of Republican (28%) and Democrat (29%) voters, a candidate needs to win ‘Undeclared’ voters to be elected.

Trump lost Undeclared voters to Joe Biden by 12 points in the 2020 election.¹¹ Currently, with Undeclared voters Biden is Favorable 51%, Unfavorable 47%. Donald Trump’s Favorable – 36% – is much lower, and his Unfavorable – 62% – is much higher.¹² While Biden is +4 positive, Trump is -26 negative.

Worse, for a candidate Trump endorses, 56% of the Undeclared voters are Strongly Unfavorable to Trump.¹³ And almost all vote for Biden.¹⁴ Trump's endorsement would be helpful to a Republican candidate in New Hampshire in a primary but would hurt the same candidate in the General Election.

Trump won the 2020 election. New Hampshire voters disagree with Trump's claim 58% to 28%. However, Republican voters Agree 57%, Disagree 19%, Unsure 24%.¹⁵ Most Republican voters who agree with Trump vote for Trump in the 2024 primary; most Republican voters who don't agree or who are not sure – a total of 43% of Republican voters – do not vote for Trump.¹⁶

'Trump lies'. 60% of Republicans Disagree that Trump lies, but 40% either Agree or are Unsure.¹⁷ Most of the first group votes for Trump in the primary. The second two groups do not vote for Trump.¹⁸

General Election. In the General Election, with all voters, Joe Biden has a Favorable of 51%, Unfavorable 48%. Trump has a Favorable of 41%, Unfavorable 58%. Overall Biden, net is +3; Trump is -17 – a difference of 20 points.²¹ General Election voters believe Trump 'Brag and Boasts' (89%), that Trump 'Bullies' (62%), and that Trump 'Lies' (59%).²²

Trump's personality, or character, is also a problem for Trump in the General Election: 18% of the voters like Both Trump's Policy and Personality. 29% like his Policy but not his Personality. 52% dislike both.²³ In all, 81% of New Hampshire dislike Trump's personality.

Summary

General Election. Joe Biden is narrowly popular (+3) in New Hampshire. But Donald Trump is unpopular (-17). Trump trails Biden on the 2024 ballot by 8 points (Biden 51%, Trump 43%), primarily because Biden wins the Undeclared voters.

2024 Republican Primary. Trump's base has dropped 35% since the election. His 'elect Trump regardless' number in the Republican primary is only 36%. And a candidate's stands on issues matters much more to Republican voters than his or her loyalty to Trump. Trump remains an influential figure. But his base has dropped 35%.

Trump's decline is primarily due to his personality or character – 61% of Republican voters disapprove of his personality.

The best-known candidate, Trump leads in the primary (52% vote Trump, 48% not Trump). But, because voters who are 'Somewhat Favorable' to Trump are far less likely to vote for him, if his base continues to decline his vote in the primary is likely to decline.

Charts

1. Crosstab: The drop in Trump's base – his *Strong Favorables* – in New Hampshire.

Republican Voters

	October Poll	May Poll	+/-
Strong Favorable	72	47	-25
Somewhat Favorable	16	34	+18
Unfavorable	12	16	+4
No Opinion	-	2	+2

2. Comparison: The drop in Trump's base – National poll to New Hampshire poll –
Republican voters Strongly/Very Favorable to Trump

Republican Voters

	October	March, May	+/-	% Drop
Nat'l Poll	77	58	-19	25%
New Hampshire Poll	72	47	-25	35%

3. Crosstab: How Trump's *Strong Favorables*, *Somewhat Favorables* vote in the 2024 Primary

Republican Voters

	Strong Favorable	Somewhat Favorable	Unfavorable
Vote Trump	80	37	3
Not Trump	20	63	97

4. Crosstab: Trump's Personality and his Favorables

Republican Voters

	Like both Personality and Policy (37%)	Like Policy not Personality (53%)	Dislike Both (8%)
Strong Favorable	89	27	-
Somewhat Favorable	11	55	2
Somewhat Unfavorable	-	12	6
Unfavorable	-	3	91

5. Crosstab: Vote Trump, Not Trump, to Trump’s Personality

Republican Voters

	Like Both	Policy not Personality	Dislike Both
Vote Trump	83	38	2
Not Trump	17	62	98

6. Vote to elect Trump Regardless in 2024 primary

	Republican Voters
Yes	36
Not Necessarily	48
No	16

7. Crosstab: Vote to elect Trump ‘regardless’ to Trump’s Favorables

Republican Voters

	Vote Trump Regardless	Not Necessarily vote Trump	Not vote Trump
Strong Favorable	81	37	3
Somewhat Favorable	18	50	21
Somewhat Unfavorable	-	7	23
Strongly Unfavorable	-	2	54

8. Crosstab: Elect Trump regardless to Vote in 2024 Primary

Republican Voters

	Vote Trump Regardless	Not Necessarily	No
Vote Trump	100%	32%	3
Not Trump	-	68%	97

9. What matters most: A candidate’s stands on issues or a candidate’s loyalty to Trump?

	Republican Voters
Stand on Issues	91%
Loyalty to Trump	8%

10. Crosstab: Would you be more likely to vote for or against a candidate Trump opposes in a primary – or would it make no difference?

Republican Voters

	National Poll	New Hampshire (May)
No Difference	50	46
Vote Against	26	39
Vote For	24	16

11. 2020 General Election Ballot – How Undeclared (or Independents) Voted

All Voters

	Undeclared Voters
Trump	39
Biden	51
Other	10

12. Crosstab: Trump, Biden, Favorable/Unfavorable with Undeclared Voters

Undeclared (Independent) Voters

	Biden	Trump	+/-
Favorable	51	36	-15
Unfavorable	47	62	-15

13. Undeclared Voters – Unfavorable to Trump

Undeclared Voters

	Undeclared Voters
Somewhat Unfavorable	6%
Strongly Unfavorable	<u>56%</u>
Total Unfavorable	62%

14. 56% of the Undeclared (or Independent) Voters are Strongly Unfavorable to Trump – and vote overwhelmingly for Biden in the 2024 General Election

Undeclared Voters

	Strongly Unfavorable to Trump
Trump	2%

Biden	89%
Unsure	9%

15. Crosstab: Trump Won the 2020 Election – All voters, Republican voters

	All Voters	Republican Voters
Agree	28	57
Disagree	58	19
Unsure	14	24

16. Crosstab: How Republican voters who say Trump won vote in the 2024 primary

Republican Voters			
	Agree Trump won	Disagree	Not Sure
Vote Trump	72	11	36
Not Trump	28	89	64

17. Trump lies – Republican voters

	Republican Voters
Agree	20
Disagree	60
Unsure	20

18. Crosstab: Trump Lies and Vote Trump in Republican primary

Republican Voters			
	Disagree Trump Lies	Agree Trump Lies	Unsure
Vote Trump	70	16	31
Not Trump	30	84	69

19. Trump Favorables – Republican Men/Women

Republican Voters		
	Men	Women
Strongly Favorable	69	76
Somewhat Favorable	16	16
Somewhat Unfavorable	4	3
Strongly Unfavorable	11	5

20. Trump – Education – Republican Voters

	High School	Some College	College Grad.	Post Grad
Favorable	89	86	77	73
Unfavorable	9	12	21	25

21. Crosstab: All Voters Comparison – Biden, Trump, Favorable/Unfavorable

All Voters

	Biden	Trump	+/-
Favorable	51	41	-10
Unfavorable	48	58	-10

22. Crosstab: All Voters – Trump Brags and Boasts, Bullies, Lies

All Voters

	Bragg	Bullies	Lies
Agree	89	62	59
Disagree	8	32	30

23. All Voters – Trump’s Personality

All Voters

	All Voters
Like Both Policy and Personality	18%
Like Policy but Not Personality	29%
Dislike Both	52%