University of New Hampshire

The Survey Center

Granite State Poll Report
New Hampshire Department of Environmental Services

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The Survey Center
University of New Hampshire
January, 2024

The University of New Hampshire
Survey Center

The UNH Survey Center is an independent, non-partisan academic survey research organization and division of the UNH College of Liberal Arts.

The Survey Center conducts telephone, mail, web, and intercept surveys, as well as focus groups and other qualitative research for university researchers, government agencies, public non-profit organizations, private businesses and media clients.

Our senior staff have over 50 years experience in designing and conducting custom research on a broad range of political, social, health care, and other public policy issues.

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Executive Summary

The University of New Hampshire Survey Center included two questions on its January 2024 Granite State Poll for the New Hampshire Department of Environmental Services to better understand New Hampshire residents' feelings about climate change and air pollution. One thousand, eight hundred, and sixty-four (1,864) Granite State Panel members completed the survey online between January 4 and January 8, 2024. The margin of sampling error for the survey is +/- 2.3 percent.

The following figures display survey results, detailed tabular results may be found in Appendix A and Appendix B contains the survey instrument. Due to rounding, percentages may not add to 100%.
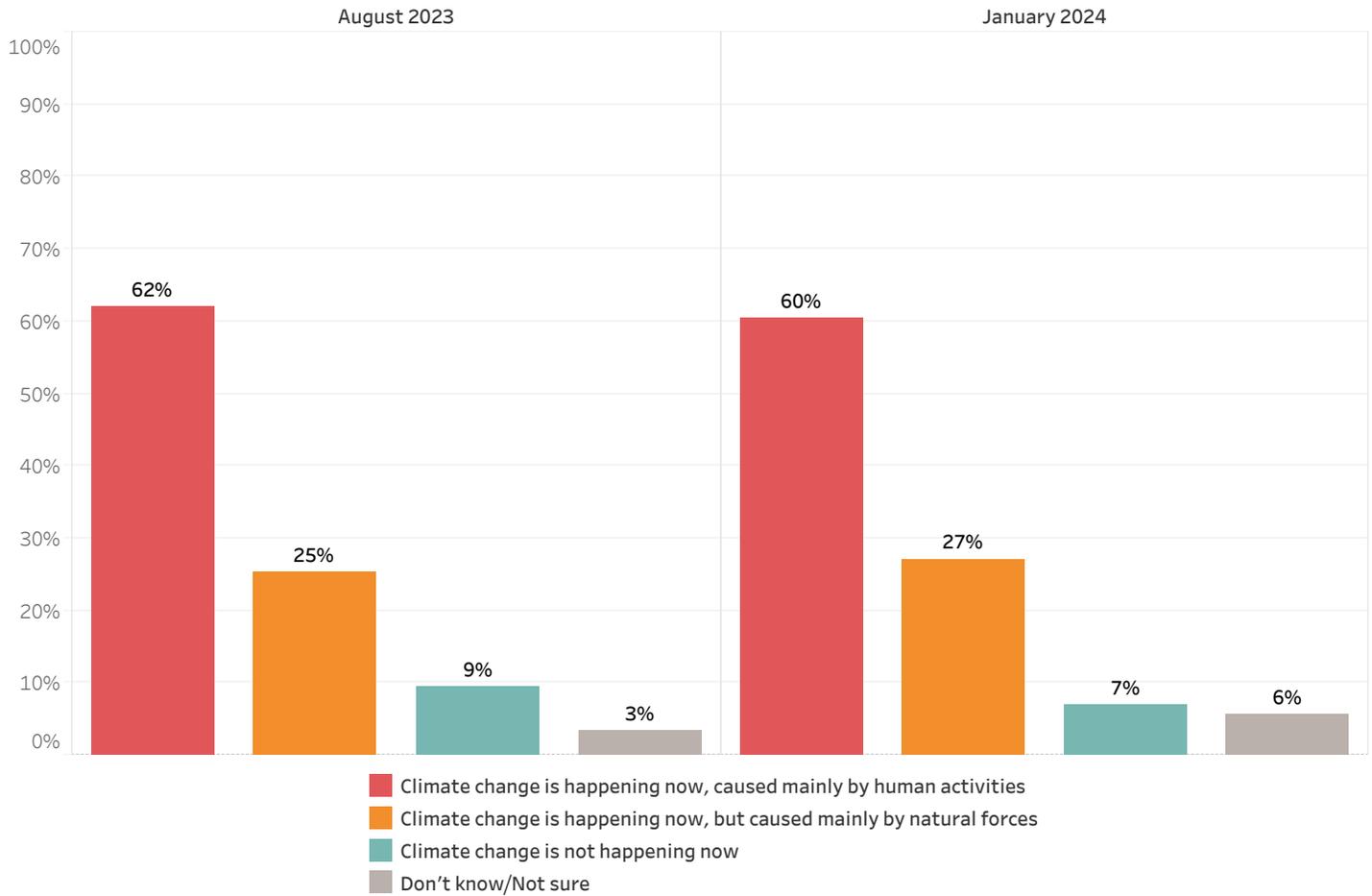
Key Findings

Six in ten New Hampshire residents feel that climate change is happening now and is caused mainly by human activities; left-leaning Granite Staters and those with a college degree or more education are most likely to believe this to be true. Just over a quarter of state residents, particularly libertarians and conservatives, feel climate change is happening now but is caused mainly by natural forces, while less than one in ten feel that climate change is not happening now.

Just over half of Granite Staters think it should be a very high or high priority for New Hampshire to reduce air pollution to address climate change, including most who believe climate change is happening and caused mainly by humans. Just over a quarter think reducing air pollution should be a low or very low priority for the state, including a majority of those who believe climate change is happening but caused mostly by natural forces and nearly all of those who believe climate change is not happening now. Young people and those with high levels of education are particularly likely to think reducing air pollution should be a very high or high priority.

Six in ten (60%) New Hampshire residents believe climate change is happening now, caused mainly by human activities, 27% believe climate change is happening now, but is caused mainly by natural forces, 7% believe climate change is not happening now, and 6% don't know or are unsure. Results are broadly similar to those in August 2023.
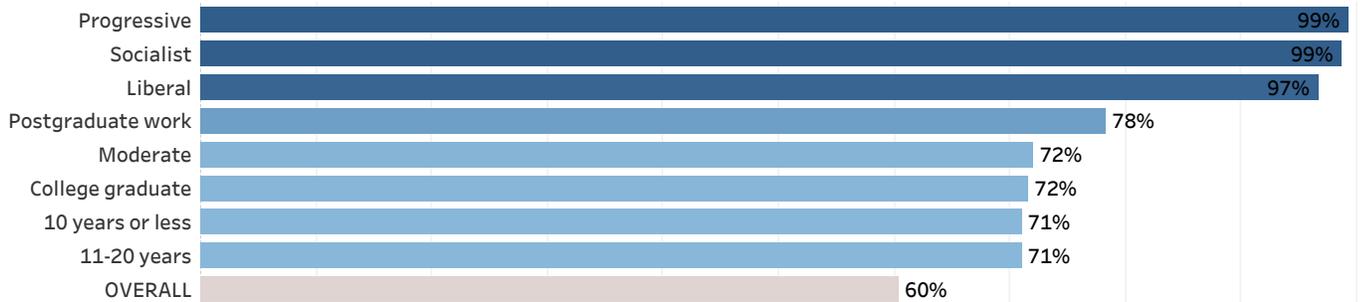
Figure 1a: Which of the following three statements do you think is more accurate?

Legend:
- Climate change is happening now, caused mainly by human activities
- Climate change is happening now, but caused mainly by natural forces
- Climate change is not happening now
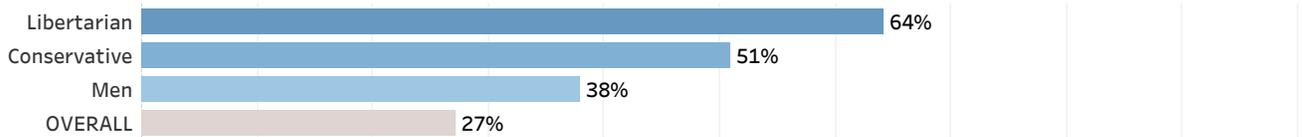- Don't know/Not sure

- Self-described progressives, socialists, liberals, and moderates, those with a college degree or more education, and those who have lived in New Hampshire for 20 years or less are more likely than others to believe that climate change is happening now, caused mainly by human activities.
- Self-described libertarians and conservatives and men are more likely than others to believe that climate change is happening now, but caused mainly by natural forces.
- Self-described conservatives are more likely than others to believe climate change is not happening now.

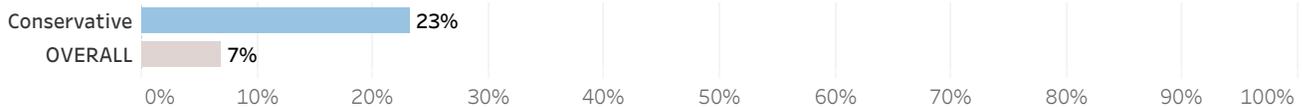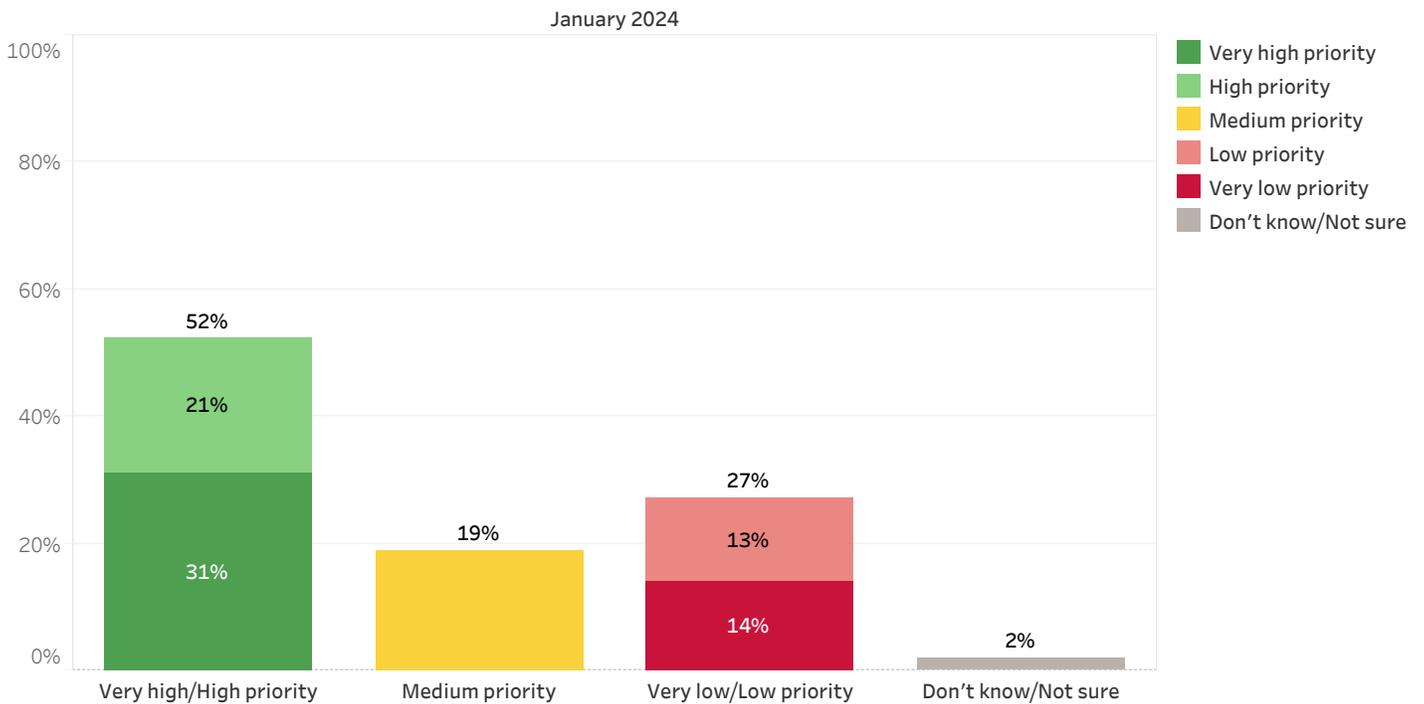## Figure 1b: Closest Opinion on Climate Change - By Demographics

Climate change is happening now, caused mainly by human activities

Category	Percent
Progressive	99%
Socialist	99%
Liberal	97%
Postgraduate work	78%
Moderate	72%
College graduate	72%
10 years or less	71%
11-20 years	71%
OVERALL	60%

Climate change is happening now, but caused mainly by natural forces

Category	Percent
Libertarian	64%
Conservative	51%
Men	38%
OVERALL	27%

Climate change is not happening now

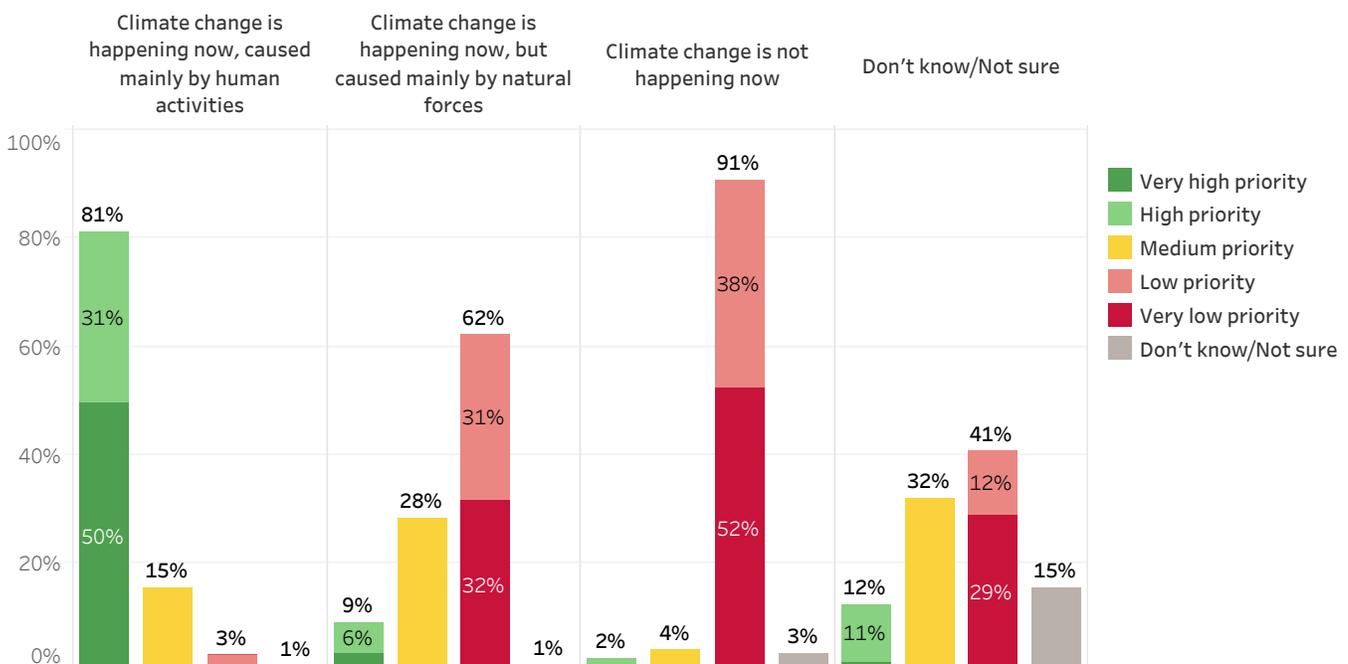| Category	Percent
Conservative	23%
OVERALL	7%

Just over half (52%) of New Hampshire residents think it should be a very high (31%) or high (21%) priority for New Hampshire to reduce air pollution in order to help address climate change, 19% think it should be a medium priority, 27% think it should be a low (13%) or very low (14%) priority, and 2% don't know or are unsure.

Figure 2a: How much of a priority do you think it should be for New Hampshire to reduce air pollution in order to help address climate change?

January 2024

Among those who believe climate change is happening now, caused mainly by human activities (N=1,121), 81% think it should be a very high or high priority for New Hampshire to reduce air pollution. By contrast, among those who think climate change is happening but is caused mainly by natural forces (N=504), 62% think it should be a low or very low priority to reduce air pollution and 91% of those who think climate change is not happening now (N=128) think it should be a very low or low priority.
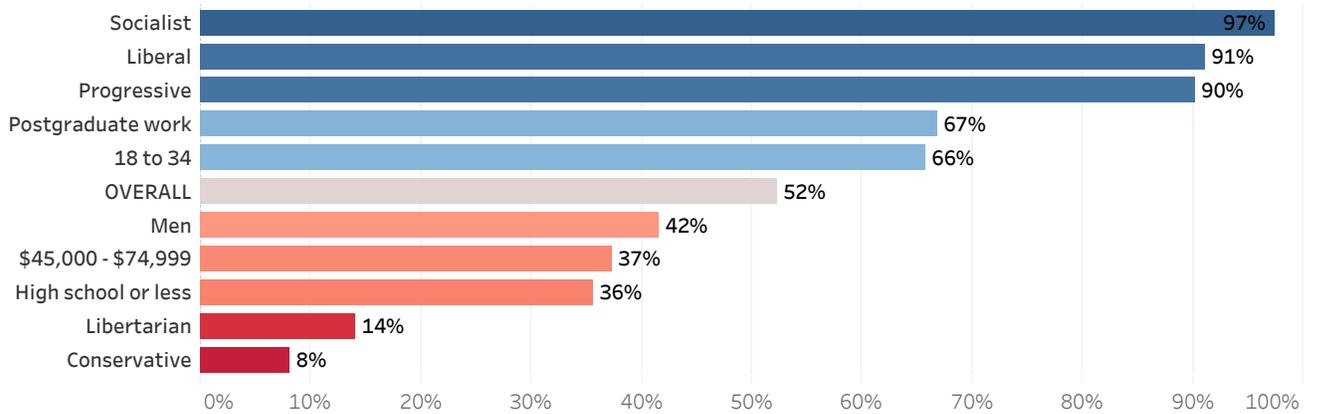
Figure 2b: How much of a priority do you think it should be for New Hampshire to reduce air pollution in order to help address climate change? - by Closest Opinion on Climate Change

Self-described socialists, liberals, and progressives, those who have completed postgraduate work, and those aged 18 to 34 are more likely than others to think it should be a very high or high priority for New Hampshire to reduce air pollution in order to help address climate change. Self-described conservatives and libertarians, those with a high school education or less, those with a household income between $45,000 and $74,999, and men are less likely to feel this way.

Figure 2c: Priority for State to Reduce Air Pollution - By Demographics
Very high/High priority

Demographic	Percentage
Socialist	97%
Liberal	91%
Progressive	90%
Postgraduate work	67%
18 to 34	66%
OVERALL	52%
Men	42%
$45,000 - $74,999	37%
High school or less	36%
Libertarian	14%
Conservative	8%

Technical Report

How the Sample Was Selected

The January 2024 Granite State Poll survey was a web-based survey of Granite State Panel members who are recruited from randomly-selected landline and cell phone numbers across 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. Respondents to the Granite State Poll were asked if they wished to participate in further research and asked to provide an email address. Those who agreed and provided an email address were added to the panel. Panel members were also recruited by texting a random sample of cellular telephones in the state and inviting the recipient to take a short survey. At the conclusion of the survey, recipients were asked if they would like to join the panel and provide an email address. Respondents under the age of 18, non-New Hampshire residents, and seasonal residents who are not registered to vote in New Hampshire were excluded from this survey and did not receive an invitation to join the panel. For each survey which they complete, panel members are entered into quarterly drawings to earn rewards, such as gift certificates from statewide and internet companies.

When Data Was Collected

An invitation email was sent to Granite State Panel members on January 4th, 2024. Two email reminders were sent to non-responders and the survey was completely closed on the morning of January 8th. One thousand, eight hundred sixty-four (1,864) Granite State Panel members completed the survey. The response rate for the January 2024 Granite State Poll is 34%.

Weighting of Data

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 2020 election results in New Hampshire. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response. Due to rounding, percentages may not sum to 100%. 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.

Sampling Error

The Granite State Poll, like all surveys, is subject to sampling error due to the fact that all residents in the area were not interviewed. For those questions asked of five hundred (500) or so respondents, the error is +/-4.4%. For those questions where fewer than 500 persons responded, the sampling error can be calculated as follows:

$$Sampling\ Error = \pm 1.96 \sqrt{\frac{P(1-P)}{N}}$$

Where P is the percentage of responses in the answer category being evaluated and N is the total number of persons answering the particular question.

For example, suppose you had the following distribution of answers to the question, "Should the state spend more money on road repair even if that means higher taxes?" Assume 1,000 respondents answered the question as follows:

YES	47%
NO	48%
DON'T KNOW	5%

The sampling error for the "YES" percentage of 47% would be

$$\pm 1.96 \sqrt{\frac{47(53)}{1000}} = \pm 3.1\%$$

for the "NO" percentage of 48% it would be

$$\pm 1.96 \sqrt{\frac{48(52)}{1000}} = \pm 3.1\%$$

and for the "DON'T KNOW" percentage of 5% it would be

$$\pm 1.96 \sqrt{\frac{5(95)}{1000}} = \pm 1.4\%$$

In this case we would expect the true population figures to be within the following ranges:

YES	43.9% - 50.1% (i.e., 47% ±3.1%)
NO	44.9% - 51.1% (i.e., 48% ±3.1%)
DON'T KNOW	3.6% - 6.4% (i.e., 5% ±1.4%)

The margin of sampling error for the January 2024 Granite State Poll is +/-2.3 percent.

Design Effect

These MSE's have not been adjusted for design effect. The design effect for the survey is 2.2%. To learn more about the Granite State Panel, please visit our website https://cola.unh.edu/unh-survey-center/projects/granite-state-panel. For more information about the methodology used in the Granite State Poll, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.

Appendix A

DES1: Which of the following three statements do you think is more accurate?

		Climate change is happening now, but caused mainly by natural forces	Climate change is happening now, caused mainly by human activities	Climate change is not happening now	Don't know/Not sure	N
STATEWIDE	August 2023	25%	62%	9%	3%	1,152
	January 2024	27%	60%	7%	6%	1,856
Party ID	Democrat	2%	96%	1%	2%	1,360
	Independent	20%	56%	7%	18%	414
	Republican	52%	23%	16%	9%	1,249
Age of Respondent	18 to 34	18%	72%	3%	7%	771
	35 to 49	23%	59%	9%	10%	590
	50 to 64	28%	56%	9%	7%	964
	65 and older	34%	52%	10%	4%	742
Gender of Respondent	Men	34%	51%	8%	6%	1,413
	Women	19%	65%	7%	8%	1,522
Level of Education	High school or less	34%	46%	11%	9%	981
	Tech school/Some college	27%	58%	7%	8%	930
	College graduate	19%	69%	6%	6%	718
	Postgraduate work	14%	79%	4%	4%	452
Media Usage	CNN viewer	13%	79%	2%	6%	720
	Conservative radio listener	47%	16%	24%	13%	346
	Fox News viewer	54%	20%	14%	12%	587
	Joe Rogan listener	39%	32%	21%	9%	298
	Local NH news viewer	24%	64%	5%	7%	2,068
	MSNBC viewer	6%	85%	2%	7%	486
	NHPR listener	12%	82%	3%	4%	1,026
2020 Presidential Vote	Voted for Biden	3%	95%	1%	2%	1,609
	Voted for Trump	53%	18%	17%	12%	1,331
	Voted for other 2020 candidate	57%	39%	0%	5%	50
	Did not vote in 2020	18%	54%	0%	28%	87
Region of State	Central/Lakes	34%	52%	11%	4%	530
	Connecticut Valley	32%	56%	7%	5%	381
	Manchester Area	27%	62%	4%	7%	477
	Mass Border	27%	58%	8%	7%	744
	North Country	24%	56%	8%	12%	298
	Seacoast	14%	71%	7%	8%	644
Household Income	Less than $45,000	19%	67%	8%	6%	380
	$45,000 - $74,999	32%	51%	5%	12%	468
	$75,000 - $99,999	24%	59%	9%	8%	501
	$100,000 - $149,999	24%	58%	11%	7%	601
	$150,000 or more	29%	62%	3%	6%	534
Years Lived in NH	10 years or less	17%	70%	4%	8%	322
	11-20 years	17%	65%	8%	10%	345
	More than 20 years	27%	58%	8%	7%	2,380
Children in household	Children in household	26%	56%	8%	10%	727
	No children in household	25%	62%	8%	6%	2,313
Race/Ethnic Identity	White/Caucasian alone	24%	63%	7%	5%	2,697
	Not White/Caucasian alone	30%	58%	10%	2%	136

DES2: How much of a priority do you think it should be for New Hampshire to reduce air pollution in order to help address climate change?

		Very high priority	High priority	Medium priority	Low priority	Very low priority	Don't know/Not sure	N
STATEWIDE	January 2024	31%	21%	19%	13%	14%	2%	1,860
Party ID	Democrat	58%	32%	9%	0%	0%	1%	856
	Independent	20%	23%	22%	13%	22%	0%	214
	Republican	3%	10%	31%	26%	29%	2%	735
Age of Respondent	18 to 34	45%	21%	14%	8%	12%		433
	35 to 49	29%	23%	14%	11%	21%	2%	367
	50 to 64	23%	22%	27%	13%	12%	4%	592
	65 and older	30%	19%	17%	19%	13%	1%	458
Gender of Respondent	Men	24%	18%	19%	18%	20%	1%	840
	Women	36%	24%	19%	10%	9%	3%	938
Level of Education	High school or less	21%	15%	24%	18%	20%	3%	561
	Tech school/Some college	30%	26%	16%	12%	14%	2%	571
	College graduate	38%	22%	19%	11%	10%	0%	443
	Postgraduate work	44%	23%	15%	8%	9%	1%	282
Media Usage	CNN viewer	45%	31%	15%	3%	4%	1%	444
	Conservative radio listener	0%	11%	18%	32%	34%	4%	188
	Fox News viewer	7%	10%	31%	23%	26%	2%	365
	Joe Rogan listener	18%	10%	23%	24%	25%	0%	146
	Local NH news viewer	33%	23%	22%	10%	10%	1%	1,196
	MSNBC viewer	53%	29%	6%	3%	7%	0%	286
	NHPR listener	47%	31%	14%	5%	1%	2%	647
2020 Presidential Vote	Voted for Biden	55%	32%	11%	2%	0%	1%	1,007
	Voted for Trump	3%	6%	29%	28%	32%	3%	775
	Voted for other 2020 candidate	4%	20%	38%	15%	21%	2%	31
	Did not vote in 2020	9%	61%	15%	1%	14%		43
Region of State	Central/Lakes	24%	22%	18%	23%	12%	1%	335
	Connecticut Valley	28%	16%	15%	14%	27%	1%	229
	Manchester Area	25%	26%	30%	9%	9%	1%	290
	Mass Border	31%	26%	19%	9%	14%	1%	435
	North Country	40%	14%	18%	7%	15%	6%	177
	Seacoast	39%	19%	15%	14%	11%	2%	389
Household Income	Less than $45,000	42%	15%	22%	9%	9%	3%	230
	$45,000 - $74,999	22%	15%	19%	16%	26%	2%	284
	$75,000 - $99,999	30%	27%	21%	10%	12%	1%	298
	$100,000 - $149,999	30%	22%	21%	11%	15%	1%	354
	$150,000 or more	31%	22%	22%	15%	10%		353
Years Lived in NH	10 years or less	35%	25%	13%	9%	17%	0%	189
	11-20 years	38%	22%	14%	5%	21%	0%	223
	More than 20 years	29%	21%	21%	14%	13%	2%	1,417
Children in household	Children in household	20%	25%	19%	15%	19%	2%	426
	No children in household	35%	21%	19%	11%	12%	2%	1,393
Race/Ethnic Identity	White/Caucasian alone	33%	22%	20%	12%	11%	2%	1,635
	Not White/Caucasian alone	22%	31%	18%	11%	17%	1%	95

Appendix B

2024 01 – Granite State Poll

You are invited to participate in a study about politics and current events, sponsored by the University of New Hampshire. The use of human subjects in this project has been approved by the UNH Institutional Review Board (IRB) for the Protection of Human Subjects in Research.

- The survey will take about 10 minutes to complete.
- Participation is completely voluntary and refusal to participate will not affect you in any way.
- You may refuse to answer any questions or stop at any time.
- Your answers will be combined with the answers of residents across the state and used for research purposes only.
- Data will be kept in secured files, available only to the researchers. We will make every effort to maintain the confidentiality of the data.
- Research via the internet presents minimal risk of a breach of confidentiality. You are not anticipated to receive any direct benefits from participating in this research.

By clicking the "Yes, I'd like to participate" button below, you are indicating that you consent to participate in this study. If you prefer not to participate, please simply close this window in your browser.

 If you have any questions about the survey, please contact Sean McKinley at the University of New Hampshire Survey Center, sean.mckinley@unh.edu or 603-862-2563.

 If you have any questions about your rights as a research participant, you may contact Melissa McGee in UNH Research Integrity Services, melissa.mcgee@unh.edu or 603-862-2005 to discuss them.

 Thank you for your participation!

Let's start with a question about the President.

Generally speaking, do you approve or disapprove of the way Joe Biden is handling his job as President?

○ Approve (1)

○ Disapprove (2)

○ Neither, not sure, or don't know (3)

> *Display This Question:*
>   *If Let's start with a question about the President. Generally speaking, do you approve or disapprove...*
> *= Approve*

Would you say that you strongly approve of the way he is handling his job as President or that you approve only somewhat?

○ Strongly approve (1)

○ Somewhat approve (2)

> *Display This Question:*
>   *If Let's start with a question about the President. Generally speaking, do you approve or disapprove...*
> *= Disapprove*

Would you say that you strongly disapprove of the way he is handling his job as President or that you disapprove only somewhat?

○ Strongly disapprove (1)

○ Somewhat disapprove (2)

Would you say that you lean a little more toward approving or disapproving of the way he is handling his job as President?

○ Lean toward approving (1)

○ Lean toward disapproving (2)

○ Neither, not sure, or don't know (3)

And why do you feel that way about how Joe Biden is handling his job as President?

_____

Generally speaking, do you approve or disapprove of the way President Biden is handling the economy?

○ Approve (1)

○ Disapprove (2)

○ Neither, not sure, or don't know (3)

Would you say that you strongly approve of the way he is handling the economy or that you approve only somewhat?

○ Strongly approve (1)

○ Somewhat approve (2)

Would you say that you strongly disapprove of the way he is handling the economy or that you disapprove only somewhat?

◯ Strongly disapprove (1)

◯ Somewhat disapprove (2)

Would you say that you lean a little more toward approving or disapproving of the way he is handling the economy?

◯ Lean toward approving (1)

◯ Lean toward disapproving (2)

◯ Neither, not sure, or don't know (3)

Generally speaking, do you approve or disapprove of the way President Biden is handling foreign affairs?

◯ Approve (1)

◯ Disapprove (2)

◯ Neither, not sure, or don't know (3)

Would you say that you strongly approve of the way he is handling foreign affairs or that you approve only somewhat?

○ Strongly approve (1)

○ Somewhat approve (2)

Would you say that you strongly disapprove of the way he is handling foreign affairs or that you disapprove only somewhat?

○ Strongly disapprove (1)

○ Somewhat disapprove (2)

Would you say that you lean a little more toward approving or disapproving of the way he is handling foreign affairs?

○ Lean toward approving (1)

○ Lean toward disapproving (2)

○ Neither, not sure, or don't know (3)

Do you think things in this country are generally going in the right direction or are they seriously off on the wrong track?

○ Right direction (1)

○ Wrong track (2)

○ Don't know/Not sure (98)

And why do you feel that way about the direction of the country?

_____

_____

_____

_____

_____

Let's turn to the state of New Hampshire. What do you think is the **most important problem** facing the state of New Hampshire today?

_____

_____

_____

_____

_____

How much of the time do you think you can trust the **national government** to do what is right?

○ Just about always (1)

○ Most of the time (2)

○ Some of the time (3)

○ Hardly ever (4)

○ Don't know/Not sure (98)

How much of the time do you think you can trust your **local government** to do what is right?

○ Just about always (1)

○ Most of the time (2)

○ Some of the time (3)

○ Hardly ever (4)

○ Don't know/Not sure (98)

Generally speaking, do you approve or disapprove of the way Chris Sununu is handling his job as Governor?

○ Approve (1)

○ Disapprove (2)

○ Neither, not sure, or don't know (3)

Would you say that you strongly approve of the way he is handling his job as Governor or that you approve only somewhat?

○ Strongly approve (1)

○ Somewhat approve (2)

Would you say that you strongly disapprove of the way he is handling his job as Governor or that you disapprove only somewhat?

○ Strongly disapprove (1)

○ Somewhat disapprove (2)

Would you say that you lean a little more toward approving or disapproving of the way he is handling his job as Governor?

○ Lean toward approving (1)

○ Lean toward disapproving (2)

○ Neither, not sure, or don't know (3)

What **one word** would you use to describe Chris Sununu?

_____

In which town or city do you live?

▼ Acworth (1) ... Other (997)

You indicated an "other" town or city above. Which town or city is that?

_____

Are you registered to vote at your current address?

○ Yes (1)

○ No (2)

○ Don't know/Not sure (98)

And what are you registered as?

○ Registered Democrat (1)

○ Registered Undeclared/Independent (2)

○ Registered Republican (3)

○ Registered Other (Please specify) (97)
_____

○ Don't know/Not sure (98)

Thinking about the race for president in 2024...

How interested would you say you are in the 2024 New Hampshire presidential primary?

○ Extremely interested (1)

○ Very interested (2)

○ Somewhat interested (3)

○ Not very interested (4)

○ Don't know/Not sure (98)

How often would you say you discuss the 2024 presidential primary with your friends and family members?

○ Often (1)

○ Sometimes (2)

○ Rarely (3)

○ Never (4)

○ Don't know/Not sure (98)

Which of the following statements best describes you regarding the 2024 New Hampshire presidential primary?

○ I will definitely vote in the 2024 presidential primary (4)

○ Unless some emergency comes up, I will vote in the 2024 presidential primary (3)

○ I may vote in the 2024 presidential primary (2)

○ I will probably not vote in the 2024 presidential primary (1)

○ I just don't know at this time (98)

Skip To: End of Block If Which of the following statements best describes you regarding the 2024 Nds Hampshire… = I may vote in the 2024 presidential primary

Skip To: End of Block If Which of the following statements best describes you regarding the 2024 New Hampshire... = I will probably not vote in the 2024 presidential primary

Skip To: End of Block If Which of the following statements best describes you regarding the 2024 New Hampshire... = I just don't know at this time

Display This Question:

If And what are you registered as? = Registered Undeclared/Independent

Or And what are you registered as? = Registered Other (Please specify)

Or And what are you registered as? = Don't know/Not sure

Or Are you registered to vote at your current address? = No

Or Are you registered to vote at your current address? = Don't know/Not sure

In which party primary do you think you will vote in the 2024 New Hampshire presidential primary?

○ Republican primary (1)

○ Democratic primary (2)

○ Don't know/It depends (98)

○ Will not vote in 2024 presidential primary (99)

As of right now, which presidential primary do you think you will vote in?

◯ Republican primary (1)

◯ Democratic primary (2)

◯ Don't know/It depends (98)

◯ Will not vote in 2024 presidential primary (99)

Below is a list of people who are running for the Republican nomination for president in 2024. 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.

	Favorable (1)	Neutral (2)	Unfavorable (3)	Don't know enough about to say (98)
Former New Jersey Governor Chris Christie	◯	◯	◯	◯
Florida Governor Ron DeSantis	◯	◯	◯	◯
Former UN Ambassador Nikki Haley	◯	◯	◯	◯
Former Arkansas Governor Asa Hutchinson	◯	◯	◯	◯
Entrepreneur Vivek Ramaswamy	◯	◯	◯	◯
Former President Donald Trump	◯	◯	◯	◯

If the 2024 New Hampshire presidential primary were held today, who would you vote for in the Republican Primary?

○ Chris Christie (19)

○ Ron DeSantis (3)

○ Nikki Haley (4)

○ Asa Hutchinson (20)

○ Vivek Ramaswamy (21)

○ Donald Trump (1)

○ Write in someone else (Please specify) (97)

_____

○ Would not vote (99)

○ Don't know/Undecided (98)

> *Display This Question:*
>
> *If If the 2024 New Hampshire presidential primary were held today, who would you vote for... != Would not vote*
>
> *And If the 2024 New Hampshire presidential primary were held today, who would you vote for... != Don't know/Undecided*

Have you definitely decided who you will vote for in the New Hampshire Primary, are you leaning towards someone, or have you considered some candidates but are still trying to decide?

○ Definitely decided (1)

○ Leaning to someone (2)

○ Still trying to decide (3)

○ Don't know/Not sure (98)

GOP_ELECT3 If your preferred candidate drops out of the race, who are you most likely to vote for in the 2024 Republican Primary?

○ Chris Christie (19)

○ Ron DeSantis (3)

○ Nikki Haley (4)

○ Asa Hutchinson (20)

○ Vivek Ramaswamy (21)

○ Donald Trump (1)

○ Other (Please specify) (97)

_____

○ Would not vote/No second choice (99)

○ Don't know/Undecided (98)

Below is a list of people who are running for the Democratic nomination for president in 2024.
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.

	Favorable (1)	Neutral (2)	Unfavorable (3)	Don't know enough about to say (98)
President Joe Biden	○	○	○	○
Minnesota Representative Dean Phillips	○	○	○	○
Author Marianne Williamson	○	○	○	○

If the 2024 New Hampshire presidential primary were held today, who would you vote for in the
Democratic Primary?

○ Dean Phillips (25)

○ Marianne Williamson (22)

○ Write in Joe Biden (1)

○ Write in someone else (Please specify) (97)
_____

○ Would not vote (99)

○ Don't know/Undecided (98)

Have you definitely decided who you will vote for in the New Hampshire Primary, are you
leaning towards someone, or have you considered some candidates but are still trying to
decide?

○ Definitely decided (1)

○ Leaning to someone (2)

○ Still trying to decide (3)

○ Don't know/Not sure (98)

In recent months, challenges have been made in some states regarding Donald Trump's
eligibility to run for president, citing the 14th Amendment to the U.S. Constitution.

Generally speaking, how well do you feel you understand the 14th Amendment regarding
whether a person is eligible to run for president of the United States?

○ Very well (1)

○ Somewhat well (2)

○ Not very well (3)

○ Not well at all (4)

○ Don't know/Not sure (98)

On December 28th, 2023, Maine Secretary of State Shenna Bellows ruled that Donald Trump is ineligible to run in the state's presidential primary, citing the 14th Amendment to the U.S. Constitution. This decision has been appealed to the Maine Superior Court.

Do you support or oppose Bellows' ruling that Donald Trump is ineligible to run in the Maine presidential primary due to the 14th Amendment or do you not know enough to say?

○ Strongly support (1)

○ Somewhat support (2)

○ Neutral (3)

○ Somewhat oppose (4)

○ Strongly oppose (5)

○ Don't know/Not sure (98)

How much, if at all, do you think partisan politics factored into Bellows' decision to rule that Donald Trump is ineligible to run for president due to the 14th Amendment?

○ A lot (1)

○ Some (2)

○ Not very much (3)

○ Not at all (4)

○ Don't know/Not sure (98)

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

○ A great deal (1)

○ A good amount (2)

○ Not very much (3)

○ None at all (4)

○ Don't know/Not sure (98)

On another topic...

Which of the following three statements do you think is more accurate?

○ Climate change is happening now, caused mainly by human activities (1)

○ Climate change is happening now, but caused mainly by natural forces (2)

○ Climate change is not happening now (3)

○ Don't know/Not sure (98)

How much of a priority do you think it should be for New Hampshire to reduce air pollution in order to help address climate change?

○ Very high priority (1)

○ High priority (2)

○ Medium priority (3)

○ Low priority (4)

○ Very low priority (5)

○ Don't know/Not sure (6)

Next are a few questions about your travel habits.

Do you primarily travel for business or leisure?

○ Leisure (1)

○ Business (2)

○ About equal amount (3)

○ Combine my business and leisure travel (5)

○ Don't typically travel (4)

In the past 2 years, approximately how many times have you used Manchester-Boston Regional Airport for travel?

○ Never (1)

○ 1 or 2 times (2)

○ 3 or 4 times (3)

○ 5 or more times (4)

○ Don't know/Not sure (98)

In the past 2 years, approximately how many times have you used Boston-Logan International Airport for travel?

○ Never (1)

○ 1 or 2 times (2)

○ 3 or 4 times (3)

○ 5 or more times (4)

○ Don't know/Not sure (98)

If you had a choice, would you prefer to fly out of Manchester-Boston Regional Airport or Boston-Logan International Airport?

If you don't typically travel, please answer which airport you would be most likely to use if you **had** to fly for some reason.

○ Manchester-Boston Regional Airport (1)

○ Boston-Logan International Airport (2)

○ Depends (3)

○ Prefer Another Airport (4)

○ Don't know/Not sure (98)

Display This Question:

If If you had a choice, would you prefer to fly out of Manchester-Boston Regional Airport or Boston-...
= Manchester-Boston Regional Airport

In your opinion, what are some things that Manchester-Boston Regional Airport could do to continue to earn your business as your airport of choice?

_____

_____

_____

_____

_____

Display This Question:

If If you had a choice, would you prefer to fly out of Manchester-Boston Regional Airport or Boston-...
!= Manchester-Boston Regional Airport

In your opinion, what are some things that Manchester-Boston Regional Airport could do to earn your business as your airport of choice?

_____

_____

_____

_____

_____

How likely are you to consider scheduling a trip <u>by air</u> in the following timeframes?

	Extremely unlikely (	Unlikely (20-40% chance) (2)	Somewhat unlikely (40-50% chance) (3)	Somewhat likely (50-60% chance) (4)	Likely (60-80% chance) (5)	Extremely likely (>80% chance) (6)
Within 1 month	○	○	○	○	○	○
Within 3 months	○	○	○	○	○	○
Within 6 months	○	○	○	○	○	○
Within 12 months	○	○	○	○	○	○

Please rank in order of importance the **top three factors** when deciding on which airport to use for air travel (with "1" being your most important factor, "2" being your second most important factor, and "3" being your third most important factor)

If you don't typically travel, please answer to the best of your ability which factors **would** be most important to you if you **had** to fly for some reason.
_____ Ticket price (1)
_____ Availability of flight times (2)
_____ Availability of a nonstop flight (3)
_____ Availability of airline carriers (4)
_____ Parking availability/costs (5)
_____ Location/Convenience (6)
_____ Other (Please specify) (97)

On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are you to refer Manchester-Boston Regional Airport to a friend or family member in the future?

○ 0 - Definitely Not (0)

○ 1 (1)

○ 2 (2)

○ 3 (3)

○ 4 (4)

○ 5 (5)

○ 6 (6)

○ 7 (7)

○ 8 (8)

○ 9 (9)

○ 10 - Definitely Would (10)

○ Don't know/Not sure (98)

Using that same scale, how likely are you to refer Manchester-Boston Regional Airport to a friend or family member in the future based upon the following aspects of the airport:

	0 - Definitely Not (0)	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	8 (8)	9 (9)	10 - Definitely Would (10)	Don't know/Not sure (98)
Parking (arrival, ease of finding a spot, customer service, exit)	○										○	○
TSA Checkpoint (speed of being screened)	○										○	○
Concessions (quality of concession offerings)	○										○	○
Airline choice	○										○	○
Choice of non-stop destinations	○										○	○

How aware are you that Avelo Airlines will shortly start serving Manchester-Boston Regional Airport with twice weekly flights?

○ Very aware (1)

○ Somewhat aware (2)

○ Not aware at all (3)

○ Don't know/Not sure (98)

Have you purchased a ticket from Manchester-Boston Regional Airport in the past year?

○ Yes (1)

○ No (2)

○ Don't know/Not sure (98)

How likely would you be to purchase a trip using the following airlines at Manchester-Boston Regional Airport in the next year?

	Very likely (1)	Somewhat likely (2)	Not very likely (3)	Not likely at all (4)	Not applicable/Don't travel (98)
Spirit Airlines	○	○	○	○	○
Avelo Airlines	○	○	○	○	○

Why are you unlikely to purchase a trip using Spirit Airlines in the next year? (Please select all that apply)

☐ Loyalty/Prefer another airline (1)

☐ Not familiar with Spirit/Didn't know it had flights in Manchester (2)

☐ Spirit doesn't fly to preferred destination(s) (3)

☐ Convenience/Flight times (4)

☐ Reputation/Brand of Spirit Airlines (5)

☐ Bad experience (6)

☐ Not planning on taking a trip in the next year (96)

☐ Other (Please specify) (97)

_____

☐ ⊗ Don't know/Not sure (98)

Why are you unlikely to purchase a trip using Avelo Airlines in the next year? (Please select all that apply)

☐ Loyalty/Prefer another airline (1)

☐ Not familiar with Avelo/Didn't know it had flights in Manchester (2)

☐ Avelo doesn't fly to preferred destination(s) (3)

☐ Convenience/Flight times (4)

☐ Reputation/Brand of Avelo Airlines (5)

☐ Bad experience (6)

☐ Not planning on taking a trip in the next year (96)

☐ Other (Please specify) (97)

_____

☐ ⊗Don't know/Not sure (98)

Have you purchased a ticket for Spirit or Avelo Airlines from Manchester-Boston Regional Airport in the past year?

	Yes (1)	No (2)	Don't know/Can't remember (98)
Spirit Airlines	○	○	○
Avelo Airlines	○	○	○

Why did you choose an airline other than Spirit Airlines at Manchester-Boston Regional Airport in the past year? (Please select all that apply)

☐ Loyalty/Prefer another airline (1)

☐ Not familiar with Spirit/Didn't know it had flights in Manchester (2)

☐ Spirit doesn't fly to preferred destination(s) (3)

☐ Convenience/Flight times (4)

☐ Reputation/Brand of Spirit Airlines (5)

☐ Bad previous experience with Spirit Airlines (6)

☐ Other (Please specify) (97)

_____

☐ ⊗ Don't know/Not sure (98)

Why did you choose an airline other than Avelo Airlines at Manchester-Boston Regional Airport in the past year? (Please select all that apply)

☐ Loyalty/Prefer another airline (1)

☐ Not familiar with Avelo/Didn't know it had flights in Manchester (2)

☐ Avelo doesn't fly to preferred destination(s) (3)

☐ Convenience/Flight times (4)

☐ Reputation/Brand of Avelo Airlines (5)

☐ Bad previous experience with Avelo Airlines (6)

☐ Other (Please specify) (97)

_____

☐ ⊗ Don't know/Not sure (98)

On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are you to refer taking a trip on Spirit Airlines at Manchester-Boston Regional Airport to a friend or family member in the future?

○ 0 - Definitely not (0)

○ 1 (1)

○ 2 (2)

○ 3 (3)

○ 4 (4)

○ 5 (5)

○ 6 (6)

○ 7 (7)

○ 8 (8)

○ 9 (9)

○ 10 - Definitely would (10)

○ Don't know/Not sure (98)

On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are you to refer taking a trip on Avelo Airlines at Manchester-Boston Regional Airport to a friend or family member in the future?

○ 0 - Definitely not (0)

○ 1 (1)

○ 2 (2)

○ 3 (3)

○ 4 (4)

○ 5 (5)

○ 6 (6)

○ 7 (7)

○ 8 (8)

○ 9 (9)

○ 10 - Definitely would (10)

○ Don't know/Not sure (98)

Display This Question:

> *If On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 7*
>
> *Or On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 8*
>
> *Or On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 9*
>
> *Or On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 10 - Definitely would*

Why would you recommend taking a trip on Spirit Airlines at Manchester-Boston Regional Airport to a friend or family member in the future?

_____

Display This Question:

> *If On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 7*
>
> *Or On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 8*
>
> *Or On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 9*
>
> *Or On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 10 - Definitely would*

Why would you recommend taking a trip on Avelo Airlines at Manchester-Boston Regional Airport to a friend or family member in the future?

_____

Display This Question:

   If On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 0 - Definitely not

   Or On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 1

   Or On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 2

   Or On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 3

   Or On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 4

   Or On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 5

   Or On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 6

Why wouldn't you recommend taking a trip on Spirit Airlines at Manchester-Boston Regional Airport to a friend or family member in the future?

_____

Display This Question:

   If On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 0 - Definitely not

   Or On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 1

   Or On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 2

   Or On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 3

   Or On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 4

   Or On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 5

   Or On a scale from 0 to 10, where 0 is "Definitely not" and 10 is "Definitely would," how likely are... = 6

Why wouldn't you recommend taking a trip on Avelo Airlines at Manchester-Boston Regional Airport to a friend or family member in the future?

_____

If Manchester-Boston Regional Airport were to secure another ultra-low fare carrier (such as Frontier, Allegiant, or Breeze), would this make you more or less likely to use Manchester-Boston Regional Airport in the future?

○ More likely to use Manchester-Boston (1)

○ Less likely to use Manchester-Boston (2)

○ Makes no difference in my airport choice (3)

○ Don't know/Not sure (98)

We have a few final questions. Although some of the following questions will be asked on every survey, most will only be asked occasionally.

What is the zip code of your primary residence?

_____

Are you currently married, widowed, divorced, separated, or have you never been married?

○ Married (1)

○ Widowed (2)

○ Divorced (3)

○ Separated (4)

○ Never married (5)

○ Living together (6)

Which of the following best describes your gender?

○ Woman (1)

○ Man (2)

○ Transgender (3)

○ Gender expansive (4)

○ Prefer not to say (99)

Which of the following ethnic or racial groups do you identify with? (Please select all that apply)

☐ Native American, Inuit, or Aleut (1)

☐ Asian American/Pacific Islander (2)

☐ African American/Black/Caribbean American (3)

☐ Caucasian/White (4)

☐ Latin/Hispanic (5)

☐ Other (Please specify) (97)

_____

☐ ⊗Prefer not to say (99)

Do you or does anyone in your household own a gun?

○ Yes (1)

○ No (2)

○ Don't know/Not sure (98)

What is the highest grade in school or level of education that you've completed and got credit for?

◯ Eighth grade or less (1)

◯ Some high school (2)

◯ High school graduate (includes G.E.D.) (3)

◯ Technical school (4)

◯ Some college (5)

◯ College graduate (6)

◯ Postgraduate work (7)

◯ Don't know/Not sure (98)

Which of the following types of media do you regularly watch, read, or listen to?
(Please select all that apply)

☐   Local news (such as WMUR) (1)

☐   Fox News (5)

☐   MSNBC (6)

☐   CNN (7)

☐   New Hampshire Public Radio (8)

☐   Conservative talk radio (9)

☐   *The Joe Rogan Experience* podcast (10)

☐   *The Union Leader* or *The New Hampshire Sunday News* (11)

☐   *The Boston Globe* (12)

☐   *The New York Times* (13)

☐   *The Washington Post* (14)

☐   Other (Please specify) (97)

_____

Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or something else?

○ Democrat (1)

○ Independent (2)

○ Republican (3)

○ Other party (97)

○ Don't know/Not sure (98)

Would you call yourself a strong Democrat or a not very strong Democrat?

○ Strong Democrat (1)

○ Not very strong Democrat (2)

Which party do you think of yourself as closer to?

○ Democratic Party (1)

○ Republican Party (2)

○ Neither (96)

○ Don't know/Not sure (98)

Would you call yourself a strong Republican or a not very strong Republican?

○ Strong Republican (1)

○ Not very strong Republican (2)

And which of the following **best** describes your political ideology?

○ Socialist (1)

○ Progressive (2)

○ Liberal (3)

○ Moderate (4)

○ Conservative (5)

○ Libertarian (7)

○ Other (Please specify) (97)

_____

○ Don't know/Not sure (98)

In the election for President in **2020,** did you vote for Donald Trump, Joe Biden, Jo Jorgensen, someone else, or did you skip that election?

○ Donald Trump (1)

○ Joe Biden (2)

○ Jo Jorgensen (3)

○ Other (97)

○ Did not vote (99)

○ Don't know/Not sure (98)

How often do you attend religious services apart from occasional weddings, baptisms, or funerals?

○ More than once a week (1)

○ Once a week (2)

○ Once or twice a month (3)

○ A few times a year (4)

○ Never (5)

○ Don't know/Not sure (98)

Which of the following best describes your current religious affiliation?

○ Protestant (1)

○ Roman Catholic (2)

○ The Church of Jesus Christ of Latter-Day Saints (3)

○ Jehovah's Witness (4)

○ Jewish (5)

○ Muslim (6)

○ Buddhist (7)

○ Hindu (8)

○ ⊗ Atheist (9)

○ ⊗ Agnostic (10)

○ Other (Please specify) (97)

_____

○ ⊗ No affiliation (96)

And what is your current age?

(Please enter a number only)

_____

Were you born in New Hampshire or somewhere else?

○ New Hampshire (1)

○ Somewhere else (2)

And have you always lived in New Hampshire or have you lived elsewhere at some point in your life?

○ Have always lived in New Hampshire (1)

○ Have lived elsewhere (2)

What state did you move to New Hampshire from?

(If you have moved to New Hampshire more than once, please enter the state you moved from most recently)

▼ Alabama (1) ... Don't know/Not sure (98)

What year did you move to New Hampshire?

(If you have moved to New Hampshire more than once, please enter the year in which you moved most recently)

_____

How many years **in total** have you lived in New Hampshire?
  (Please enter a number only. For 1 year or less, enter 1)

_____

How many of the persons who currently live in your household are under 18 years of age, including babies and small children?

○ None (0)

○ One (1)

○ Two (2)

○ Three (3)

○ Four (4)

○ Five (5)

○ Six (6)

○ Seven or more (7)

○ Don't know/Not sure (98)

Including yourself, how many adults currently live in your household?

○ One (1)

○ Two (2)

○ Three (3)

○ Four (4)

○ Five (5)

○ Six (6)

○ Seven or more (7)

○ Don't know/Not sure (98)

How much **total** income did you and your family receive in 2022, not just from wages or salaries but from **all** sources, that is, before taxes and other deductions were made?

○ Less than $15,000 (Less than $1,250 per month) (1)

○ $15,000-$29,999 ($1,250-$2,499 per month) (2)

○ $30,000-$44,999 ($2,500-$3,749 per month) (3)

○ $45,000-$59,999 ($3,750-$4,999 per month) (4)

○ $60,000-$74,999 ($5,000-$6,249 per month) (5)

○ $75,000-$99,999 ($6,250-$8,333 per month) (6)

○ $100,000-$149,999 ($8,334-$12,499 per month) (7)

○ $150,000-$199,999 ($12,500-$16,666 per month) (8)

○ $200,000 and over ($16,667 and over per month) (9)

○ Don't know/Not sure (98)

○ Prefer not to say (99)

Which of the following best describes your current employment status? Are you currently...

○ Employed full-time (1)

○ Employed part-time (2)

○ Retired or not working (3)

○ Unemployed (4)

○ Student (5)

Do you own or rent your home?

◯ Own home (1)

◯ Rent home (2)

◯ Not applicable (99)

Are you or any person in your household a member or veteran of the armed forces?

◯ Yes (1)

◯ No (2)

◯ Don't know/Not sure (98)