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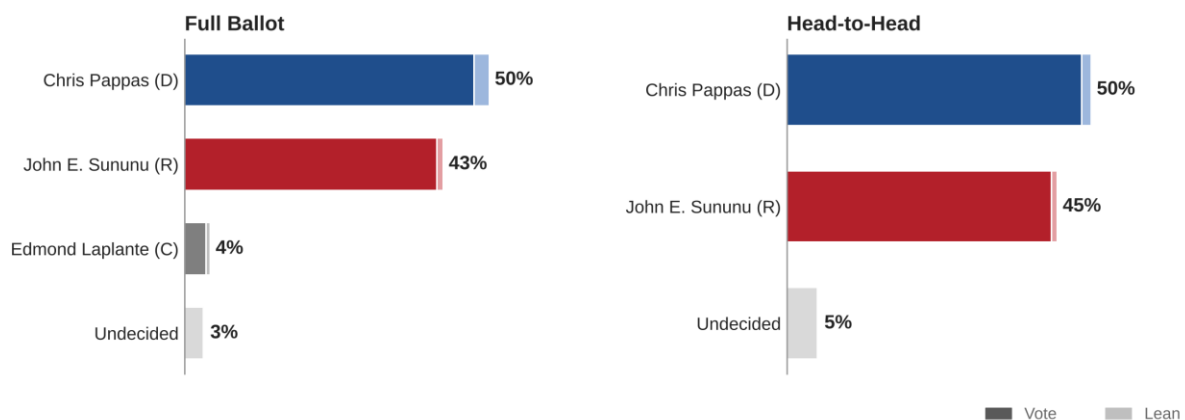
TO: Interested Parties
FROM: NPA Polling
DATE: October 16th, 2026
RE: New Hampshire 2026 General Election Survey Results

BOTTOM LINE

Democrat Chris Pappas leads Republican John E. Sununu by 8 points for U.S. Senate, and Republican Kelly Ayotte leads Democrat Cinde Warmington by 16 points for Governor. Pappas's lead tracks a Democratic-leaning environment, with Democrats ahead by 10 points on the generic congressional ballot and 60% of voters disapproving of President Trump's job performance. Ayotte runs well ahead of her party, drawing 16% of registered Democrats and 21% of Pappas voters on the full Senate ballot.

U.S. SENATE: PAPPAS LEADS BY 8

Statewide likely voters (n=600). Ballot totals include voters leaning toward a candidate. Margins are calculated from unrounded results. The analysis below is based on Full Ballot crosstabs.

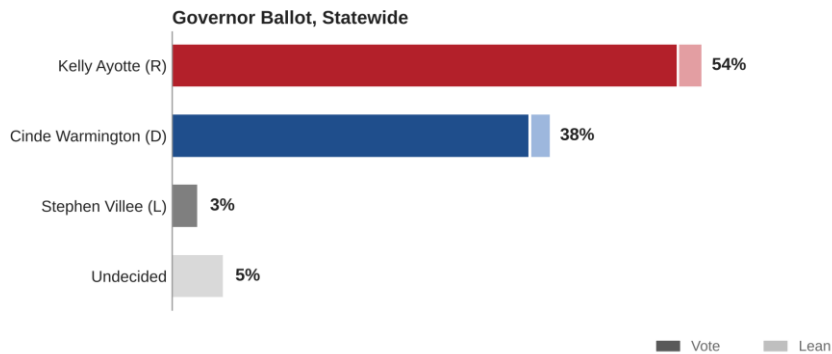


- **Pappas leads by 8 on the full ballot and by 6 head-to-head.** Asked the three-candidate ballot, voters favor Chris Pappas (D) 50% to John E. Sununu (R) 43%, with Edmond Laplante (Constitution Party) at 4%. Head-to-head, it is 50% to 45%.
- **The race tracks the partisan environment.** Democrats lead the generic congressional ballot 51% to 41%, and voters prefer Democratic control of the Senate 51% to 42%. President Trump's job approval stands at 38% approve to 60% disapprove, including 56% who strongly disapprove. Pappas's 50% is 1 point below the generic Democratic vote (51%), and Sununu's 43% is 2 points above the generic Republican vote (41%).
- **Both Senate candidates have net-negative images.** Pappas is 46% favorable to 49% unfavorable (-3), and Sununu is 44% to 53% (-9). Nearly all voters have heard of both candidates.
- **Pappas leads among undeclared voters.** Undeclared voters make up 36% of likely voters and favor Pappas 54% to 35%. Pappas takes 93% of registered Democrats and 9% of registered Republicans. Sununu takes 85% of registered Republicans and 4% of registered Democrats.
- **Sununu runs 11 points behind Ayotte.** Sununu's 43% trails Ayotte's 54% on the Governor ballot. Pappas draws 19% of Ayotte voters, while Sununu draws 2% of Warmington voters.

- **Education, sex, and geography divide the race.** College graduates back Pappas 59% to 36%, and non-college voters back Sununu 50% to 42%. Women favor Pappas 56% to 37%, while men are closely divided (48% Sununu, 45% Pappas). Pappas leads in Hillsborough County 58% to 36%, and Sununu leads in Rockingham County 54% to 42%.
- **Democrats are more motivated.** Overall, 83% of likely voters rate their motivation to vote a 10 out of 10. That includes 92% of registered Democrats compared to 81% of registered Republicans. Among Senate voters, 89% of Pappas voters and 83% of Sununu voters rate their motivation a 10.

GOVERNOR: AYOTTE LEADS BY 16

Statewide likely voters (n=600). Ballot totals include voters leaning toward a candidate. Margins are calculated from unrounded results. References to Pappas voters use the Full Ballot.



- **Ayotte leads by 16.** Voters favor Kelly Ayotte (R) 54% to Cinde Warmington (D) 38%, with Stephen Vilee (Libertarian) at 3% and 5% undecided. Ayotte's 54% runs 13 points ahead of the generic Republican vote (41%), while Warmington's 38% trails the generic Democratic vote (51%) by 13.
- **Ayotte has the stronger image.** Ayotte is 55% favorable to 38% unfavorable (+17), and Warmington is 33% to 41% (-7). About one in four voters (26%) have no opinion of Warmington or have never heard of her.
- **Ayotte draws across party lines.** Ayotte takes 91% of registered Republicans (compared to 85% for Sununu) and 16% of registered Democrats. She leads among undeclared voters 50% to 39%. About one in five Pappas voters (21%) back Ayotte, as do 19% of 2024 Harris voters.
- **Among sex-by-education groups, Warmington leads only with college-educated women.** College-educated women favor Warmington 56% to 35%. Ayotte leads non-college men 67% to 24%, non-college women 58% to 36%, and college-educated men 57% to 38%.

DEMOGRAPHIC ROLLUP

Statewide n=600. Weighted percentages; may not sum to 100% due to rounding.

Political	Statewide	Demographic	Statewide
Party Registration		Age	
Republican	34%	18-34	17%
Democrat	30%	35-44	14%
Undeclared	36%	45-54	17%
Unsure	<1%	55-64	21%
Refused	<1%	65+	31%
Ideology		Sex	
Conservative	39%	Male	49%
Moderate	32%	Female	51%
Liberal	25%	Race	
Unsure	4%	White	92%
2024 Presidential Vote		Black	2%
Trump	46%	Hispanic	1%
Harris	50%	Asian / Other	5%
Someone else	3%	Refused	<1%
Did not vote / DK	2%	Education	
		High school or less	24%
		Some college / tech	28%
		Bachelor's degree	28%
		Graduate degree	19%
		Unsure / Refused	2%

GEOGRAPHY

Statewide by Media Market	%
BOSTON (MANCHESTER) DMA	84%
Hillsborough County	28%
Rockingham County	25%
Rest of Boston DMA	31%
BURLINGTON-PLATTSBURGH DMA	10%
PORTLAND-AUBURN DMA	6%

Methodology: NPA Polling surveyed 600 likely 2026 general election voters in New Hampshire from October 8th to 12th, 2026, via live calls to landlines and text-to-web from a voter-file-based sample. Results are weighted to match the expected 2026 general electorate on key demographics. The margin of error is +/- 4.0% at a 95% confidence level. Margins of error for subgroups are larger. Percentages may not equal 100% due to rounding. Combined categories, totals, and margins are calculated from unrounded results and may not equal the sum or difference of their rounded components.