

New Hampshire General Election 2026 – Likely Voters



Sample 1,520 New Hampshire Likely Voters
Conducted September 28 - October 5, 2026
Margin of Error $\pm 3.9\%$

1. How would you describe your political views?

Very liberal	13%
Liberal	16%
Moderate	30%
Conservative	26%
Very conservative	14%
Not sure	2%

2. Do you have a favorable or an unfavorable view of the Democratic Party?

Very favorable	10%
Somewhat favorable	25%
Neutral	9%
Somewhat unfavorable	14%
Very unfavorable	42%

3. Do you have a favorable or an unfavorable view of the Republican Party?

Very favorable	22%
Somewhat favorable	17%
Neutral	5%
Somewhat unfavorable	11%
Very unfavorable	45%

4. Do you approve or disapprove of the job Donald Trump is doing as President?

Strongly approve	26%
Somewhat approve	15%
Somewhat disapprove	4%
Strongly disapprove	55%
Not sure	0%

5. Are you registered as a Democrat or a Republican?

Democrat	28%
Republican	32%
Independent	37%
Other / Not enrolled with a party	4%

6. Who [did / will / would] you vote for in the election for U.S. Senator?

Those who say they definitely will vote were asked how they will vote. Those who say they probably will, maybe will, or probably will not vote were asked how they would vote. Undecided voters were asked their preference and allocated.

Chris Pappas (Democrat)	51%
John E. Sununu (Republican)	43%
Someone else	1%
Undecided	4%
I will not vote in this race	0%

7. Is your mind made up or is there a chance that you would change your mind and vote for John E. Sununu?

Asked of those who said they would vote for Pappas

My mind is made up	96%
There is a chance I would vote for John E. Sununu	4%

8. Is your mind made up or is there a chance that you would change your mind and vote for Chris Pappas?

Asked of those who said they would vote for Sununu

My mind is made up	97%
There is a chance I would vote for Chris Pappas	3%

9. Who [did / will / would] you vote for in the election for Governor of New Hampshire?

Those who say they definitely will vote were asked how they will vote. Those who say they probably will, maybe will, or probably will not vote were asked how they would vote.

Cinde Warmington (Democrat)	40%
Kelly Ayotte (Republican)	49%
Someone else	0%
Undecided	11%
I will not vote in this race	1%

10. Respondent age by category

18-34	11%
35-49	24%
50-64	31%
65+	34%

11. Are you a man or a woman?

Man	46%
Woman	54%
Non-binary	1%

12. What racial or ethnic group best describes you?

White	93%
Black	0%
Hispanic	2%
Other	5%

13. What is the highest level of education you have completed?

HS or less	27%
Some college	30%
College grad	26%
Postgrad	18%

14. Who did you vote for in the 2024 U.S. Presidential election?

Kamala Harris	50%
Donald Trump	44%
Someone else	1%
Did not vote	5%

New Hampshire General Election 2026 – Likely Voters

September 28 - October 5, 2026 – 1,520 New Hampshire Likely Voters



1. Ideology

How would you describe your political views?

		Age				Gender		2024 Vote		White Education	
	Total	18-34	35-49	50-64	65+	Men	Women	Harris	Trump	Non-college	College
Very liberal	13%	32%	23%	6%	5%	10%	15%	24%	0%	11%	16%
Liberal	16%	17%	18%	17%	13%	11%	20%	31%	0%	12%	21%
Moderate	30%	16%	29%	31%	33%	33%	27%	39%	18%	28%	32%
Conservative	26%	18%	18%	31%	29%	31%	21%	3%	52%	28%	21%
Very conservative	14%	14%	10%	13%	17%	13%	14%	0%	27%	17%	8%
Not sure	2%	4%	1%	2%	3%	2%	3%	3%	2%	3%	2%
Totals	101%	101%	99%	100%	100%	100%	100%	100%	99%	99%	100%
Unweighted N	(1,520)	(132)	(300)	(406)	(682)	(754)	(757)	(869)	(551)	(505)	(881)

New Hampshire General Election 2026 – Likely Voters

September 28 - October 5, 2026 – 1,520 New Hampshire Likely Voters



2. Democratic Party Favorability

Do you have a favorable or an unfavorable view of the Democratic Party?

		Age				Gender		2024 Vote		White Education	
	Total	18-34	35-49	50-64	65+	Men	Women	Harris	Trump	Non-college	College
Very favorable	10%	8%	7%	9%	14%	9%	12%	18%	1%	11%	10%
Somewhat favorable	25%	30%	27%	21%	26%	21%	29%	49%	1%	22%	31%
Neutral	9%	11%	8%	12%	6%	9%	9%	13%	3%	7%	12%
Somewhat unfavorable	14%	20%	22%	12%	6%	15%	12%	14%	12%	12%	15%
Very unfavorable	42%	31%	35%	46%	47%	47%	38%	6%	83%	47%	32%
Totals	100%	100%	99%	100%	99%	101%	100%	100%	100%	99%	100%
Unweighted N	(1,518)	(132)	(300)	(405)	(681)	(752)	(757)	(869)	(549)	(505)	(879)

New Hampshire General Election 2026 – Likely Voters

September 28 - October 5, 2026 – 1,520 New Hampshire Likely Voters



3. Republican Party Favorability

Do you have a favorable or an unfavorable view of the Republican Party?

		Age				Gender		2024 Vote		White Education	
	Total	18-34	35-49	50-64	65+	Men	Women	Harris	Trump	Non-college	College
Very favorable	22%	21%	10%	26%	28%	22%	23%	2%	45%	28%	13%
Somewhat favorable	17%	6%	18%	20%	17%	21%	13%	1%	36%	18%	14%
Neutral	5%	4%	6%	6%	2%	4%	5%	1%	7%	4%	5%
Somewhat unfavorable	11%	11%	12%	12%	10%	12%	10%	13%	8%	10%	12%
Very unfavorable	45%	59%	55%	36%	42%	41%	49%	83%	4%	40%	56%
Totals	100%	101%	101%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,516)	(132)	(300)	(405)	(679)	(752)	(755)	(867)	(549)	(504)	(878)

New Hampshire General Election 2026 – Likely Voters

September 28 - October 5, 2026 – 1,520 New Hampshire Likely Voters



4. Trump Job Approval

Do you approve or disapprove of the job Donald Trump is doing as President?

		Age				Gender		2024 Vote		White Education	
	Total	18-34	35-49	50-64	65+	Men	Women	Harris	Trump	Non-college	College
Strongly approve	26%	12%	10%	33%	35%	28%	25%	0%	57%	32%	15%
Somewhat approve	15%	15%	20%	15%	12%	17%	13%	0%	32%	16%	13%
Somewhat disapprove	4%	3%	6%	3%	3%	4%	3%	0%	6%	3%	5%
Strongly disapprove	55%	70%	65%	48%	49%	50%	58%	99%	5%	48%	67%
Not sure	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Totals	100%	100%	101%	99%	99%	99%	99%	99%	100%	99%	100%
Unweighted N	(1,518)	(132)	(300)	(406)	(680)	(753)	(756)	(868)	(550)	(505)	(879)

New Hampshire General Election 2026 – Likely Voters

September 28 - October 5, 2026 – 1,520 New Hampshire Likely Voters



5. New Hampshire Senate Vote 2026

Who [did / will / would] you vote for in the election for U.S. Senator?

Those who say they definitely will vote were asked how they will vote. Those who say they probably will, maybe will, or probably will not vote were asked how they would vote. Undecided voters were asked their preference and allocated.

		Age				Gender		2024 Vote		White Education	
	Total	18-34	35-49	50-64	65+	Men	Women	Harris	Trump	Non-college	College
Chris Pappas (Democrat)	51%	62%	60%	47%	45%	47%	54%	94%	3%	45%	62%
John E. Sununu (Republican)	43%	34%	34%	49%	49%	47%	41%	2%	91%	49%	33%
Someone else	1%	3%	1%	1%	1%	2%	1%	1%	2%	1%	2%
Undecided	4%	0%	5%	3%	5%	3%	4%	3%	4%	5%	2%
I will not vote in this race	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Totals	99%	99%	100%	100%	100%	99%	100%	100%	101%	100%	99%
Unweighted N	(1,519)	(132)	(300)	(406)	(681)	(754)	(756)	(868)	(551)	(505)	(880)

New Hampshire General Election 2026 – Likely Voters

September 28 - October 5, 2026 – 1,520 New Hampshire Likely Voters



6. Consider Sununu

Is your mind made up or is there a chance that you would change your mind and vote for John E. Sununu?

Asked of those who said they would vote for Pappas

	Total	Age				Gender		2024 Vote		White Education	
		18-34	35-49	50-64	65+	Men	Women	Harris	Trump	Non-college	College
My mind is made up	96%	97%	99%	92%	97%	97%	96%	97%	*	97%	96%
There is a chance I would vote for John E. Sununu	4%	3%	1%	8%	3%	3%	4%	3%	*	3%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	*	100%	100%
Unweighted N	(853)	(82)	(179)	(194)	(398)	(393)	(452)	(798)	(13)	(237)	(556)

New Hampshire General Election 2026 – Likely Voters

September 28 - October 5, 2026 – 1,520 New Hampshire Likely Voters



7. Consider Pappas

Is your mind made up or is there a chance that you would change your mind and vote for Chris Pappas?

Asked of those who said they would vote for Sununu

		Age				Gender		2024 Vote		White Education	
	Total	18-34	35-49	50-64	65+	Men	Women	Harris	Trump	Non-college	College
My mind is made up	97%	*	96%	97%	97%	97%	97%	*	98%	98%	95%
There is a chance I would vote for Chris Pappas	3%	*	4%	3%	3%	3%	3%	*	2%	2%	5%
Totals	100%	*	100%	100%	100%	100%	100%	*	100%	100%	100%
Unweighted N	(526)	(36)	(75)	(173)	(242)	(285)	(240)	(17)	(485)	(218)	(253)

New Hampshire General Election 2026 – Likely Voters

September 28 - October 5, 2026 – 1,520 New Hampshire Likely Voters



8. New Hampshire Governor Vote 2026

Who [did / will / would] you vote for in the election for Governor of New Hampshire?

Those who say they definitely will vote were asked how they will vote. Those who say they probably will, maybe will, or probably will not vote were asked how they would vote.

	Total	Age				Gender		2024 Vote		White Education	
		18-34	35-49	50-64	65+	Men	Women	Harris	Trump	Non-college	College
Cinde Warmington (Democrat)	40%	58%	49%	32%	33%	35%	43%	75%	2%	33%	50%
Kelly Ayotte (Republican)	49%	37%	39%	55%	54%	55%	44%	10%	93%	55%	38%
Someone else	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Undecided	11%	5%	12%	11%	11%	10%	11%	15%	4%	10%	11%
I will not vote in this race	1%	0%	0%	1%	1%	1%	1%	1%	1%	1%	1%
Totals	101%	100%	100%	99%	100%	101%	99%	101%	100%	99%	100%
Unweighted N	(1,520)	(132)	(300)	(406)	(682)	(754)	(757)	(869)	(551)	(505)	(881)

Fieldwork	YouGov
Interviewing Dates	September 28 - October 5, 2026
Target population	Likely Voters in New Hampshire
Sample	Stratified random sample of voters selected from a list of New Hampshire registered voters who were contacted via text message and interviewed on YouGov's web-based survey system. Voters were selected at random within each stratum until the target number of interviews were completed.
Weighting	The sample was weighted to gender, age, in-state geography (using the current New Hampshire voter list), party registration, and imputed education, 2024 presidential vote, and past Senate vote. Weights were computed using the method of raking. Likely voters are defined using a model that takes into account past vote, demographics, and self-reported likelihood to vote. The likely voter weights range from less than 0.1 to 9.9 with a coefficient of variation of 1.2.
Number of respondents	1,520
Margin of error	± 3.9% (1,520 New Hampshire Likely Voters)
Survey mode	All interviews were conducted online using YouGov's web-based survey system.
Questions not reported	Five