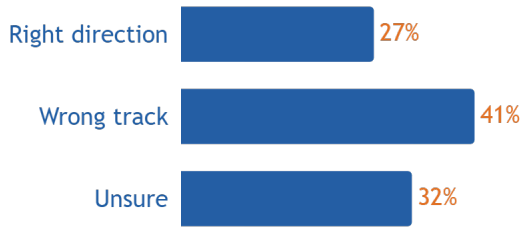


New Hampshire Senate 2026 Election

Image, Ballot and Message Testing
September 12th, 2025

NH Direction

*All General Election Voters



Full Question:

Is New Hampshire heading in the right direction, or have things gone off the wrong track?

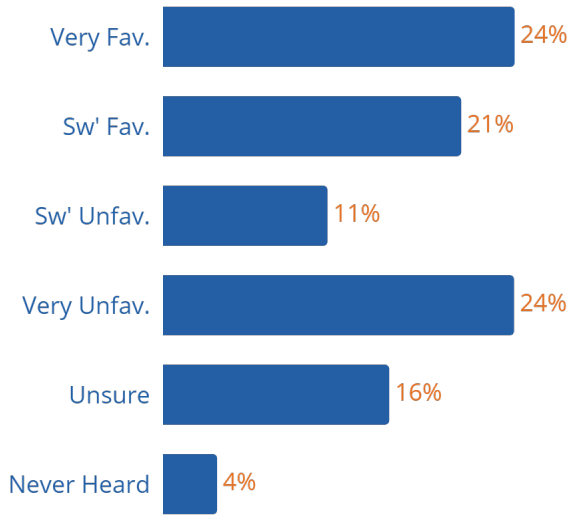
	Right direction	Wrong track	Unsure
Republican	46%	21%	34%
Democrat	10%	62%	29%
NP/Other	23%	44%	34%
Male	30%	38%	31%
Female	23%	43%	33%
18-34	29%	39%	32%
35-44	17%	65%	17%
45-54	28%	37%	35%
55-64	30%	37%	33%
65+	27%	39%	35%
Moderate	22%	40%	38%
Conservative	44%	25%	31%
Liberal	6%	74%	21%
White	26%	41%	33%
Non-White	36%	40%	24%
HS	31%	31%	39%
Some College	24%	41%	35%
College	25%	45%	30%
Grad+	27%	55%	18%
4 of 4	27%	43%	31%
3 of 4	27%	36%	37%
2 of 4	30%	38%	32%
1 of 4	25%	41%	34%
0 of 4	48%	46%	6%
Rockingham	25%	37%	39%
Hillsborough	27%	44%	29%
Merrimack	44%	33%	23%
Strafford	10%	40%	50%
Grafton	42%	36%	22%
Belknap	15%	47%	39%
Other County	25%	50%	25%

Pappas Image



*All General Election Voters

Full Question:
What is your opinion of Chris Pappas?



	Republican	Democrat	NP/Other	Male	Female	18-34	35-44	45-54	55-64	65+	Moderate	Conservative	Liberal
Very Fav.	4%	53%	20%	17%	31%	6%	20%	13%	23%	32%	29%	4%	53%
Sw' Fav.	11%	28%	24%	23%	18%	9%	42%	13%	19%	20%	26%	11%	31%
Sw' Unfav.	19%	6%	8%	10%	13%	5%	6%	9%	15%	12%	11%	14%	6%
Very Unfav.	43%	3%	24%	30%	19%	29%	11%	35%	31%	20%	13%	48%	3%
Unsure	19%	9%	17%	15%	16%	42%	9%	24%	11%	14%	18%	18%	6%
Never Heard	4%	0%	6%	5%	3%	8%	11%	6%	1%	2%	3%	5%	0%

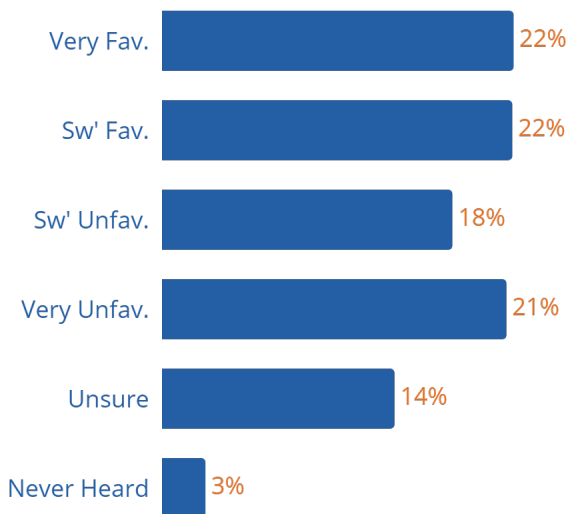
	White	Non-White	HS	Some College	College	Grad+	4 of 4	3 of 4	2 of 4	1 of 4	0 of 4	Rockingham	Hillsborough	Merrimack	Strafford	Grafton	Belknap	Other County
Very Fav.	25%	8%	19%	19%	32%	33%	31%	21%	6%	11%	6%	27%	20%	21%	22%	19%	23%	35%
Sw' Fav.	20%	37%	17%	19%	24%	25%	18%	18%	27%	27%	70%	15%	28%	22%	23%	23%	21%	14%
Sw' Unfav.	12%	3%	11%	13%	10%	10%	14%	13%	4%	5%	6%	13%	10%	22%	3%	7%	15%	9%
Very Unfav.	24%	34%	24%	29%	22%	21%	26%	24%	17%	22%	6%	29%	24%	15%	26%	30%	25%	22%
Unsure	16%	14%	24%	14%	10%	9%	10%	23%	26%	26%	7%	13%	14%	20%	18%	20%	9%	18%
Never Heard	4%	4%	4%	6%	2%	1%	1%	2%	19%	8%	5%	3%	5%	0%	9%	1%	6%	3%

Sununu Image



*All General Election Voters

Full Question:
What is your opinion of John Sununu?



GOP Primary Voters

	%
Very Fav.	37%
Sw' Fav.	32%
Sw' Unfav.	11%
Very Unfav.	8%
Unsure	10%
Never Heard	2%

	Republican	Democrat	NP/Other	Male	Female	18-34	35-44	45-54	55-64	65+	Moderate	Conservative	Liberal
Very Fav.	35%	7%	22%	25%	19%	20%	10%	16%	29%	23%	14%	39%	3%
Sw' Fav.	36%	9%	18%	26%	17%	14%	11%	36%	22%	20%	18%	34%	6%
Sw' Unfav.	11%	24%	20%	20%	16%	15%	19%	18%	16%	19%	23%	9%	27%
Very Unfav.	5%	45%	17%	19%	23%	9%	43%	16%	20%	20%	21%	5%	55%
Unsure	12%	12%	19%	8%	21%	42%	15%	9%	11%	15%	21%	12%	5%
Never Heard	1%	4%	4%	2%	3%	0%	2%	4%	2%	3%	4%	1%	4%

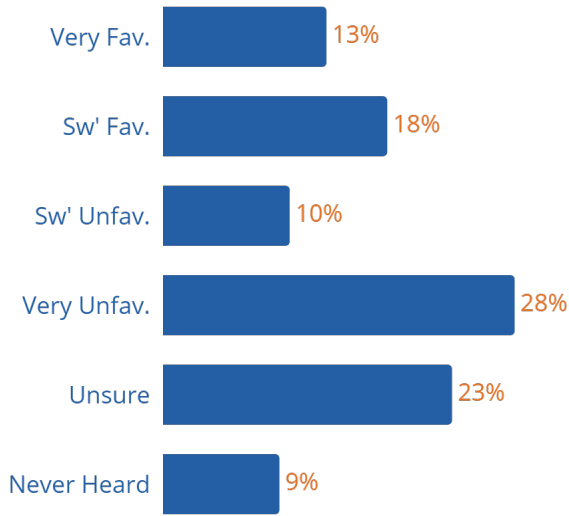
	White	Non-White	HS	Some College	College	Grad+	4 of 4	3 of 4	2 of 4	1 of 4	0 of 4	Rockingham	Hillsborough	Merrimack	Strafford	Grafton	Belknap	Other County
Very Fav.	21%	30%	32%	21%	15%	13%	22%	21%	24%	20%	49%	24%	19%	32%	19%	28%	21%	16%
Sw' Fav.	22%	19%	22%	24%	19%	22%	21%	26%	19%	23%	6%	27%	22%	14%	23%	22%	23%	16%
Sw' Unfav.	19%	6%	11%	20%	22%	24%	19%	16%	13%	17%	17%	21%	16%	12%	18%	23%	7%	24%
Very Unfav.	21%	25%	14%	16%	31%	30%	24%	18%	18%	15%	23%	18%	24%	22%	15%	19%	16%	28%
Unsure	14%	16%	17%	17%	12%	8%	11%	15%	25%	24%	0%	8%	16%	18%	23%	7%	25%	14%
Never Heard	3%	3%	4%	2%	2%	2%	3%	3%	0%	2%	5%	2%	3%	2%	2%	0%	7%	2%

Brown Image



*All General Election Voters

Full Question:
What is your opinion of Scott Brown?



GOP Primary Voters

	%
Very Fav.	26%
Sw' Fav.	30%
Sw' Unfav.	6%
Very Unfav.	14%
Unsure	19%
Never Heard	5%

	Republican	Democrat	NP/Other	Male	Female	18-34	35-44	45-54	55-64	65+	Moderate	Conservative	Liberal
Very Fav.	27%	2%	8%	15%	11%	1%	2%	17%	14%	15%	6%	26%	1%
Sw' Fav.	32%	5%	14%	20%	16%	13%	7%	12%	28%	17%	11%	32%	2%
Sw' Unfav.	6%	15%	9%	11%	9%	3%	14%	6%	10%	11%	13%	4%	15%
Very Unfav.	7%	52%	27%	27%	28%	14%	25%	28%	23%	32%	35%	8%	52%
Unsure	22%	18%	28%	19%	27%	47%	31%	23%	19%	20%	27%	22%	15%
Never Heard	5%	8%	15%	9%	9%	22%	21%	15%	6%	5%	6%	9%	15%

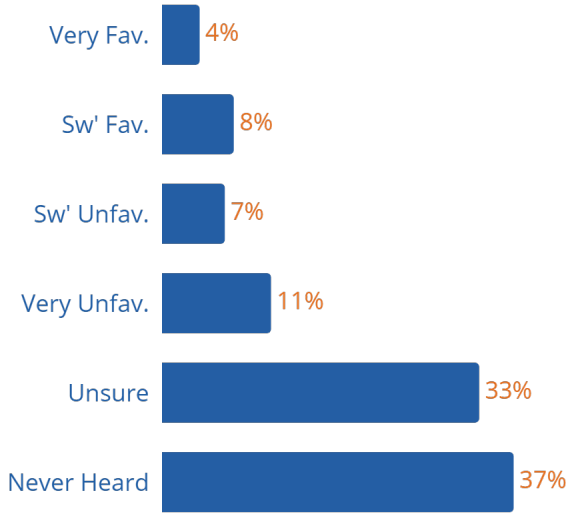
	White	Non-White	HS	Some College	College	Grad+	4 of 4	3 of 4	2 of 4	1 of 4	0 of 4	Rockingham	Hillsborough	Merrimack	Strafford	Grafton	Belknap	Other County
Very Fav.	12%	20%	15%	14%	11%	9%	16%	11%	8%	7%	6%	17%	10%	11%	14%	13%	10%	12%
Sw' Fav.	17%	29%	16%	21%	18%	13%	16%	20%	11%	22%	43%	20%	20%	23%	3%	12%	25%	14%
Sw' Unfav.	10%	14%	8%	8%	13%	14%	11%	11%	8%	5%	16%	5%	15%	7%	11%	9%	6%	12%
Very Unfav.	29%	10%	23%	24%	31%	38%	39%	13%	12%	11%	17%	29%	24%	31%	34%	26%	20%	29%
Unsure	23%	23%	28%	26%	16%	17%	14%	37%	31%	38%	6%	20%	23%	26%	27%	28%	25%	19%
Never Heard	10%	3%	10%	7%	10%	9%	5%	8%	29%	17%	12%	8%	8%	3%	12%	11%	14%	13%

Innis Image



*All General Election Voters

Full Question:
What is your opinion of Dan Innis?



GOP Primary Voters

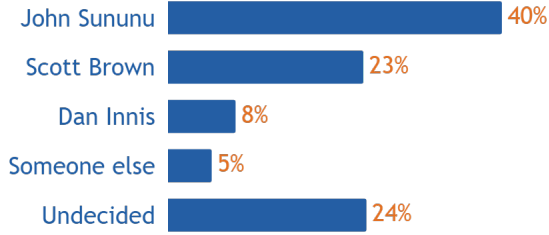
	%
Very Fav.	7%
Sw' Fav.	11%
Sw' Unfav.	7%
Very Unfav.	7%
Unsure	33%
Never Heard	35%

	Republican	Democrat	NP/Other	Male	Female	18-34	35-44	45-54	55-64	65+	Moderate	Conservative	Liberal
Very Fav.	8%	0%	3%	3%	4%	2%	2%	6%	7%	3%	2%	8%	0%
Sw' Fav.	11%	2%	9%	10%	5%	10%	2%	7%	10%	7%	2%	16%	1%
Sw' Unfav.	5%	9%	6%	8%	5%	1%	7%	3%	8%	7%	7%	5%	9%
Very Unfav.	4%	23%	8%	14%	9%	7%	29%	10%	9%	10%	10%	4%	29%
Unsure	38%	25%	36%	31%	36%	36%	19%	38%	33%	35%	42%	32%	22%
Never Heard	34%	41%	37%	33%	41%	43%	40%	36%	33%	38%	36%	35%	38%

	White	Non-White	HS	Some College	College	Grad+	4 of 4	3 of 4	2 of 4	1 of 4	0 of 4	Rockingham	Hillsborough	Merrimack	Strafford	Grafton	Belknap	Other County
Very Fav.	4%	2%	4%	4%	4%	4%	4%	4%	1%	6%	6%	5%	4%	0%	5%	3%	0%	6%
Sw' Fav.	8%	7%	9%	9%	6%	6%	7%	8%	6%	8%	43%	8%	7%	6%	2%	19%	18%	4%
Sw' Unfav.	6%	22%	7%	4%	7%	9%	7%	8%	2%	7%	6%	4%	5%	15%	6%	6%	8%	6%
Very Unfav.	11%	14%	9%	10%	16%	12%	15%	5%	10%	7%	0%	7%	12%	21%	9%	7%	6%	16%
Unsure	34%	28%	30%	40%	29%	36%	31%	39%	34%	37%	33%	32%	32%	38%	31%	39%	35%	34%
Never Heard	38%	27%	42%	33%	38%	32%	37%	36%	47%	35%	12%	44%	41%	19%	47%	25%	34%	33%

GOP Ballot

*GOP Primary Voters Only



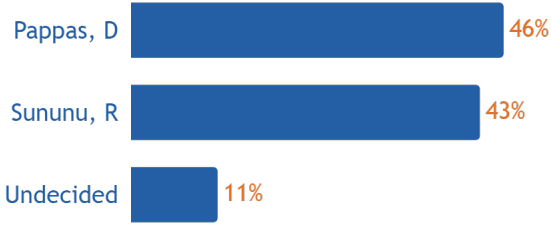
Full Question:

If the 2026 Republican primary for U.S. Senate were held today, who would you vote for?

	John Sununu	Scott Brown	Dan Innis	Someone else	Undecided
Republican	42%	26%	6%	3%	23%
NP/Other	33%	13%	15%	12%	27%
Male	45%	22%	7%	4%	22%
Female	34%	25%	9%	6%	26%
18-34	70%	12%	0%	0%	19%
35-44	25%	9%	10%	0%	55%
45-54	29%	35%	9%	8%	19%
55-64	48%	27%	9%	4%	12%
65+	39%	21%	8%	6%	26%
Moderate	43%	13%	8%	8%	27%
Conservative	40%	30%	7%	3%	20%
Liberal	6%	0%	0%	37%	57%
White	40%	23%	8%	5%	24%
Non-White	44%	31%	21%	2%	2%
HS	39%	30%	11%	0%	21%
Some College	45%	21%	5%	7%	22%
College	38%	23%	9%	6%	24%
Grad+	37%	14%	7%	11%	32%
4 of 4	44%	19%	9%	7%	20%
3 of 4	41%	28%	14%	4%	13%
2 of 4	34%	27%	0%	3%	36%
1 of 4	39%	22%	5%	6%	28%
0 of 4	24%	0%	76%	0%	0%
Rockingham	44%	30%	7%	4%	16%
Hillsborough	43%	20%	5%	4%	27%
Merrimack	48%	5%	16%	3%	28%
Strafford	16%	45%	8%	24%	6%
Grafton	31%	21%	0%	5%	42%
Belknap	52%	3%	10%	0%	35%
Other County	27%	32%	12%	5%	24%

GE Ballot 1

*All General Election Voters



Full Question:

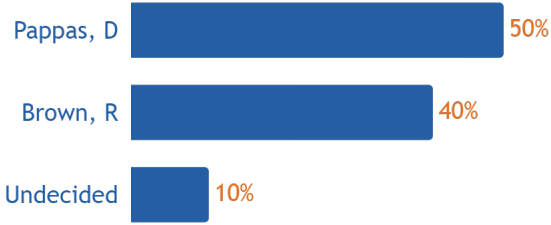
If the November 2026 general election for U.S. Senate were held today between these candidates, who would you vote for?

- Chris Pappas, Democrat
- John Sununu, Republican
- Undecided

	Pappas, D	Sununu, R	Undecided
Republican	8%	78%	14%
Democrat	88%	7%	6%
NP/Other	49%	39%	12%
Male	39%	50%	10%
Female	52%	36%	11%
18-34	31%	57%	12%
35-44	67%	25%	8%
45-54	32%	54%	14%
55-64	38%	51%	11%
65+	51%	39%	10%
Moderate	61%	27%	13%
Conservative	7%	84%	9%
Liberal	97%	1%	3%
White	47%	43%	10%
Non-White	30%	54%	16%
HS	35%	51%	14%
Some College	40%	49%	11%
College	57%	36%	7%
Grad+	61%	29%	9%
4 of 4	53%	39%	8%
3 of 4	36%	52%	13%
2 of 4	35%	41%	23%
1 of 4	38%	49%	13%
0 of 4	33%	55%	12%
Rockingham	42%	49%	9%
Hillsborough	48%	38%	14%
Merrimack	35%	45%	20%
Strafford	60%	35%	5%
Grafton	36%	52%	12%
Belknap	46%	42%	12%
Other County	55%	42%	3%

GE Ballot 2

*All General Election Voters



Full Question:

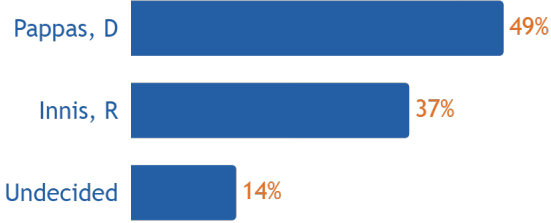
Now, if the November 2026 general election for U.S. Senate were held today between these candidates, who would you vote for?

- Chris Pappas, Democrat
- Scott Brown, Republican
- Undecided

	Pappas, D	Brown, R	Undecided
Republican	9%	76%	15%
Democrat	93%	3%	4%
NP/Other	53%	36%	12%
Male	44%	46%	10%
Female	55%	34%	11%
18-34	34%	49%	17%
35-44	67%	28%	6%
45-54	35%	58%	7%
55-64	46%	46%	9%
65+	54%	34%	13%
Moderate	63%	23%	14%
Conservative	11%	80%	9%
Liberal	97%	0%	3%
White	50%	40%	10%
Non-White	45%	40%	15%
HS	42%	47%	11%
Some College	42%	46%	12%
College	59%	33%	8%
Grad+	63%	28%	9%
4 of 4	56%	36%	8%
3 of 4	38%	51%	11%
2 of 4	39%	48%	13%
1 of 4	46%	42%	12%
0 of 4	33%	6%	61%
Rockingham	46%	45%	8%
Hillsborough	51%	38%	11%
Merrimack	45%	38%	18%
Strafford	63%	35%	1%
Grafton	37%	41%	21%
Belknap	47%	42%	11%
Other County	55%	39%	6%

GE Ballot 3

*All General Election Voters



Full Question:

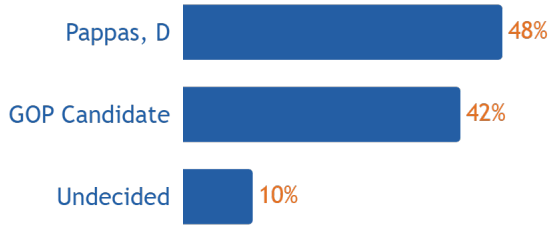
Now, if the November 2026 general election for U.S. Senate were held today between these candidates, who would you vote for?_1

- Chris Pappas, Democrat
- Dan Innis, Republican
- Undecided

	Pappas, D	Innis, R	Undecided
Republican	10%	70%	21%
Democrat	92%	2%	6%
NP/Other	52%	33%	14%
Male	44%	44%	12%
Female	54%	30%	16%
18-34	34%	48%	18%
35-44	68%	26%	6%
45-54	36%	57%	6%
55-64	43%	43%	15%
65+	54%	28%	17%
Moderate	63%	19%	18%
Conservative	10%	76%	14%
Liberal	97%	0%	3%
White	50%	36%	14%
Non-White	45%	43%	13%
HS	40%	43%	17%
Some College	43%	41%	16%
College	58%	31%	10%
Grad+	64%	25%	10%
4 of 4	54%	33%	13%
3 of 4	39%	44%	16%
2 of 4	39%	49%	12%
1 of 4	47%	40%	13%
0 of 4	33%	6%	61%
Rockingham	48%	40%	12%
Hillsborough	51%	36%	13%
Merrimack	45%	29%	26%
Strafford	55%	35%	11%
Grafton	37%	41%	22%
Belknap	47%	41%	12%
Other County	55%	36%	9%

GE Ballot 4

*All General Election Voters



Full Question:

Now, if the November 2026 general election for U.S. Senate were held today between these candidates, who would you vote for?_2

- Chris Pappas, Democrat
- The Republican candidate
- Undecided

	Pappas, D	GOP Candidate	Undecided
Republican	8%	79%	13%
Democrat	92%	3%	6%
NP/Other	51%	37%	12%
Male	41%	47%	12%
Female	54%	37%	9%
18-34	34%	50%	16%
35-44	67%	29%	4%
45-54	32%	54%	14%
55-64	45%	48%	7%
65+	52%	37%	12%
Moderate	61%	23%	16%
Conservative	10%	83%	7%
Liberal	97%	0%	3%
White	48%	42%	10%
Non-White	45%	43%	13%
HS	41%	48%	12%
Some College	40%	49%	11%
College	57%	34%	9%
Grad+	62%	29%	9%
4 of 4	53%	39%	8%
3 of 4	38%	51%	11%
2 of 4	36%	51%	13%
1 of 4	46%	37%	17%
0 of 4	40%	55%	5%
Rockingham	45%	45%	11%
Hillsborough	49%	40%	11%
Merrimack	42%	41%	16%
Strafford	61%	36%	4%
Grafton	37%	50%	13%
Belknap	47%	41%	13%
Other County	54%	41%	5%

Fielded On:

September 10-12, 2025

Method:

Mobile Text Responses and Landline Interviews

Population & Sample Description:

904 Likely General Election Voters With a Subset of 346 Likely Republican Primary Voters

Weighting:

Age, Gender, Education Level, Race, and County, and Registered Party

MoE:

+/- 3.26%

Registered Party

	%
Republican	36%
Democrat	31%
NP/Other	33%

Age

	%
18-34	5%
35-44	11%
45-54	15%
55-64	23%
65+	46%

Gender

	%
Male	49%
Female	51%

Ideology

	%
Moderate	39%
Conservative	40%
Liberal	21%

Education

	%
HS	33%
Some College	27%
College	25%
Grad+	16%

Race

	%
White	94%
Non-White	6%

Last 4 Generals

	%
4 of 4	59%
3 of 4	17%
2 of 4	7%
1 of 4	16%
0 of 4	1%

County

	%
Rockingham	25%
Hillsborough	28%
Merrimack	12%
Strafford	9%
Grafton	7%
Belknap	5%
Other County	15%

Household Income

	%
<\$50k	10%
\$50-75k	13%
\$75-100k	21%
\$100-150k	36%
\$150k+	21%

For information, contact:
 Ryan Munce
 President
 co/efficient
ryan@coefficient.org