AtlasIntel Poll: New Hampshire
10/28/2026 – 11/01/2026

2026 Midterms: New Hampshire

Approval and government evaluation | Vote intention | Key issues and candidate comparison | Economic perceptions | Image of political figures

AtlasIntel PollsterGraph

Summary

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2 Vote intention

3 Key issues and candidate comparison

4 Economic perceptions

5 Image of political figures

Methodology and sample profile

Methodology: Atlas RDR

Atlas Random Digital Recruitment [RDR] is a methodology developed by AtlasIntel to calibrate robust samples, representative of the target population.

The method seeks to address sources of bias and possible over-or underrepresentation of specific demographic groups.

Respondents are recruited randomly during routine web browsing in geolocated territories on any device (smartphones, tablets, laptops or PCs).

Compared to face-to-face surveys, **RDR avoids the possible psychological impact of human interaction on the respondent at the time of the interview**: the respondent can answer the questionnaire under conditions of full anonymity, without fear of causing a negative impression to the interviewer or to people who may eventually be listening to the answers shared during the interview.

Compared to telephone surveys based on Random Digit Dialing (RDD), **the RDR method allows for granular mapping of non-response patterns**, so that biases arising from variable non-response rates can be adequately addressed during the process of building each sample.

To ensure representativeness at the national level, the AtlasIntel samples are post-stratified using an iterative algorithm on a minimum set of target variables: gender, age group, education level, income level, region, and previous electoral behavior. The samples resulting from the post-stratification process match the profile of the US adult population and that of likely voters.

Sample Profile

TARGET POPULATION
Likely voters in New Hampshire

SAMPLE SIZE
1,057 respondents

METHODOLOGY
Random Digital Recruitment (Atlas RDR)

MARGIN OF ERROR
±3 p.p.

CONFIDENCE LEVEL FOR ESTIMATION OF THE MARGIN OF ERROR
95%

POLLING PERIOD
10/28/2026 - 11/01/2026

GENDER



AGE



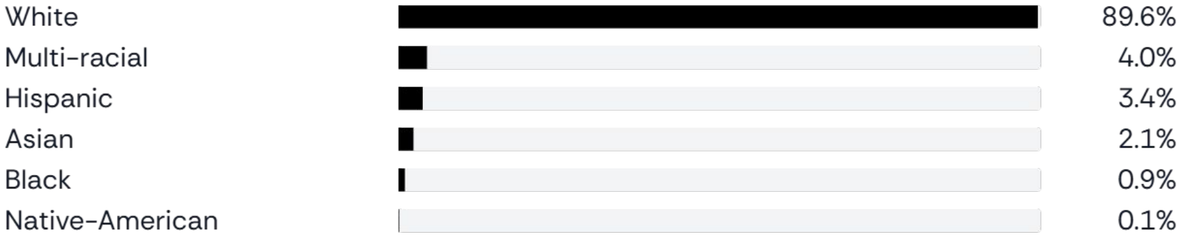
YEARLY HOUSEHOLD INCOME



EDUCATIONAL LEVEL

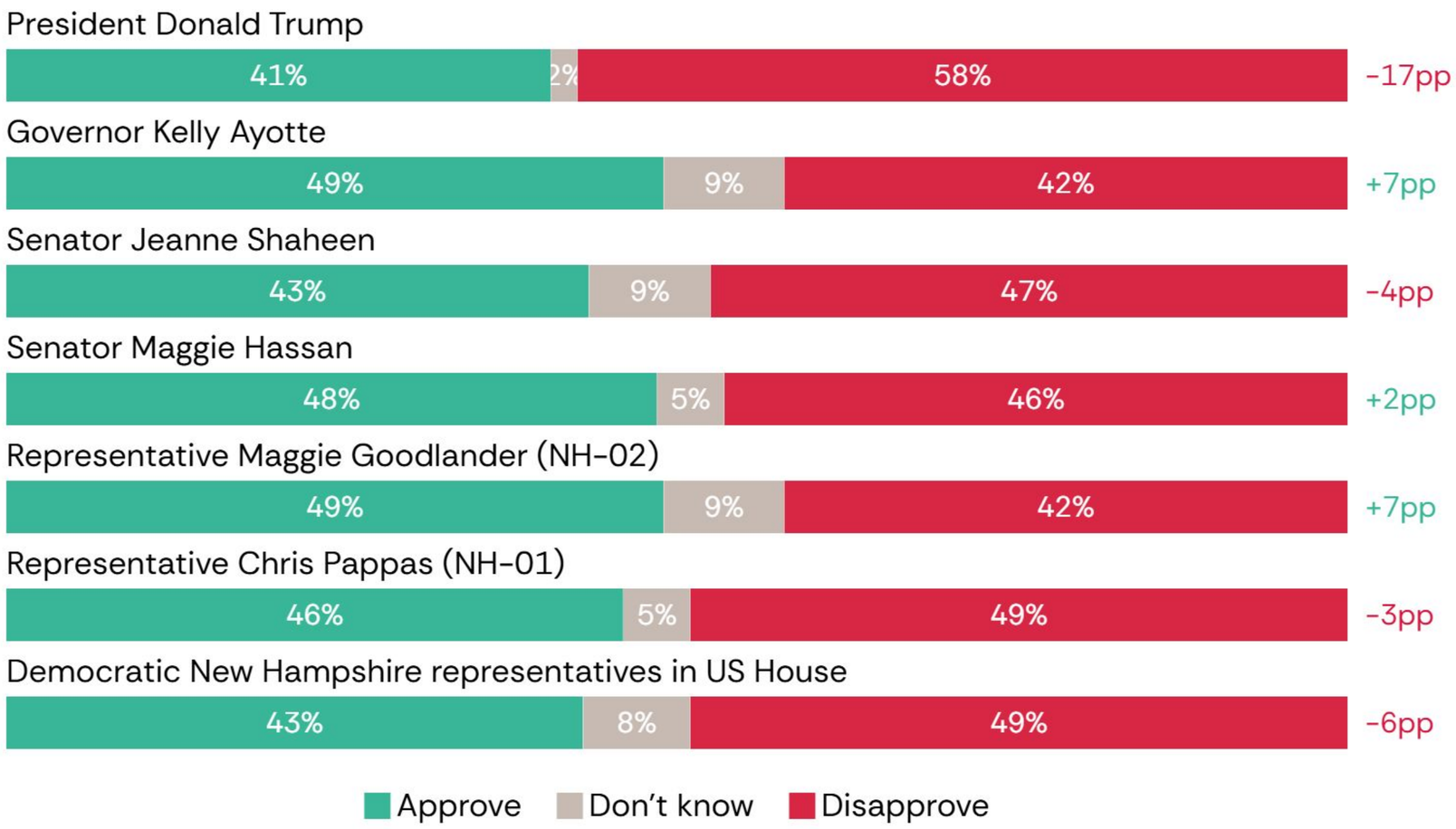


RACE



1. Approval and government evaluation

Do you approve or disapprove of the job these politicians are doing?



Do you approve or disapprove of the job these politicians are doing?
[crosstabs]

	GENDER			AGE				EDUCATION		RACE					
	Man	Woman	Other / prefer not to	18 - 29	30 - 44	45 - 64	65+	College degree or	All other	Asian	Black	Hispanic	Native - American	White	Multi - racial
President Donald Trump															
Approve	47	33	83	32	24	46	47	31	48	23	70	42	73	40	61
Don't know	2	2	0	0	2	1	3	1	2	0	0	0	0	2	9
Disapprove	51	65	17	68	75	53	50	67	49	77	30	58	27	59	30
Governor Kelly Ayotte															
Approve	62	36	83	40	27	53	60	41	56	31	90	42	73	49	66
Don't know	7	11	3	11	9	9	8	5	12	5	10	0	0	9	4
Disapprove	32	53	15	50	64	38	32	54	33	65	0	58	27	42	29
Senator Jeanne Shaheen															
Approve	44	46	10	33	30	44	52	49	38	48	25	49	0	44	20
Don't know	7	13	0	0	20	11	4	11	8	0	75	0	38	10	7
Disapprove	50	42	90	67	51	45	44	40	54	52	0	51	63	46	73

	INCOME					PARTISANSHIP			LOCATION			2024 VOTE FOR PRESIDENT			
	Up to $50,000	$50,000 to $80,000	$80,000 to $120,000	$120,000 to $190,000	More than $190,000	Democrat	Republican	Independent	Urban	Sub - urban	Rural	Donald Trump	Kamala Harris	Other candidate	Didn't vote
President Donald Trump															
Approve	42	41	36	47	37	3	88	32	33	41	43	91	2	5	24
Don't know	2	0	2	1	3	0	1	3	0	1	4	3	0	1	8
Disapprove	55	59	62	52	60	97	11	64	67	58	53	7	98	94	68
Governor Kelly Ayotte															
Approve	49	41	49	52	53	7	85	51	39	48	55	90	14	59	48
Don't know	15	13	7	7	3	8	7	10	7	10	8	4	10	0	31
Disapprove	36	46	44	41	45	85	9	39	54	43	37	6	76	41	22
Senator Jeanne Shaheen															
Approve	41	45	46	28	53	73	6	47	40	49	38	3	75	11	58
Don't know	11	5	4	12	17	8	5	13	17	4	13	7	10	0	21
Disapprove	48	50	50	59	30	19	90	40	43	47	50	91	15	89	21

PollsterGraph AtlasIntel

Do you approve or disapprove of the job these politicians are doing?

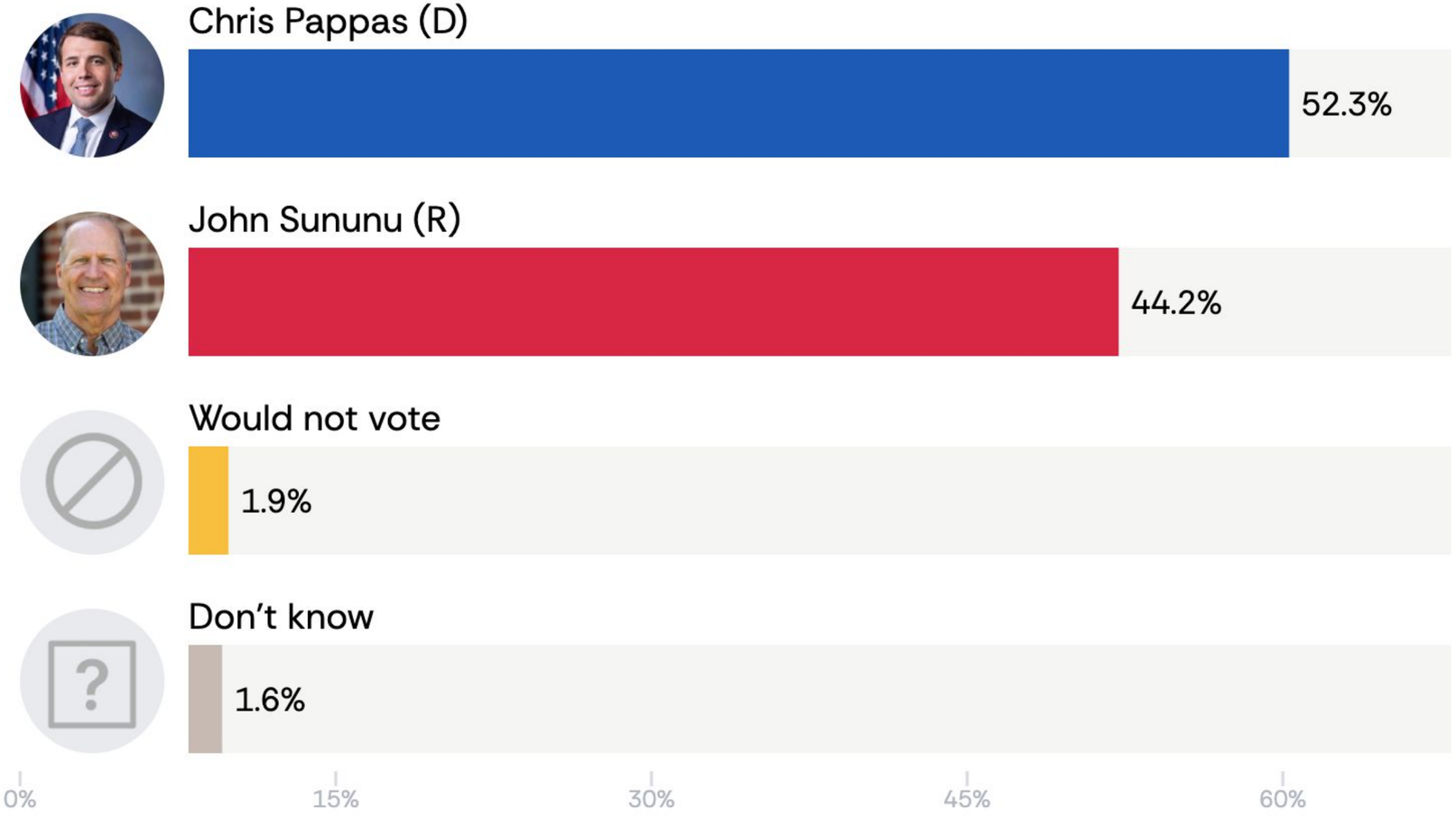
[crosstabs]

	GENDER			AGE				EDUCATION		RACE					
	Man	Woman	Other / prefer not to	18 - 29	30 - 44	45 - 64	65+	College degree or	All other	Asian	Black	Hispanic	Native - American	White	Multi - racial
Senator Maggie Hassan															
Approve	45	55	10	33	49	49	51	56	42	48	64	49	0	49	25
Don't know	4	8	0	0	10	6	4	5	6	0	37	0	0	6	7
Disapprove	52	38	90	67	41	45	45	40	52	52	0	51	100	45	68
Representative Maggie Goodlander (NH-02)															
Approve	46	54	14	33	50	49	52	52	45	48	39	49	17	50	25
Don't know	8	11	0	5	2	14	8	8	10	0	61	7	0	9	11
Disapprove	46	35	86	62	49	37	40	40	45	52	0	45	83	41	64
Representative Chris Pappas (NH-01)															
Approve	44	51	9	31	51	44	51	52	41	48	64	49	0	47	20
Don't know	3	7	5	5	2	8	3	3	7	0	0	0	0	6	0
Disapprove	53	42	86	64	47	48	46	45	52	52	37	51	100	47	80

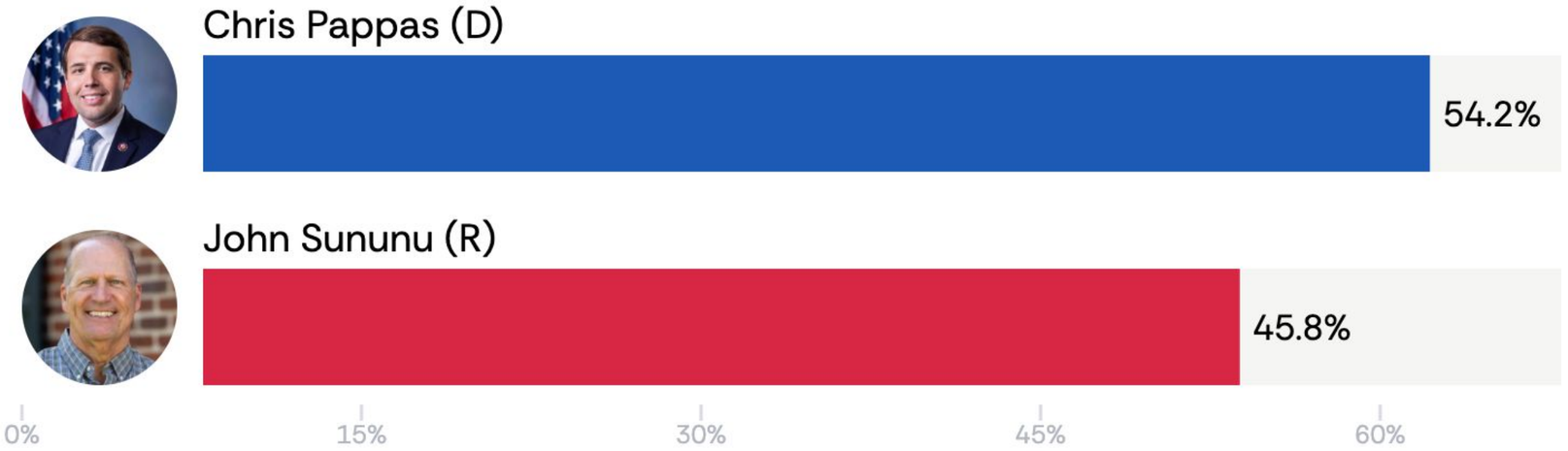
	INCOME					PARTISANSHIP			LOCATION			2024 VOTE FOR PRESIDENT			
	Up to $50,000	$50,000 to $80,000	$80,000 to $120,000	$120,000 to $190,000	More than $190,000	Democrat	Republican	Independent	Urban	Sub - urban	Rural	Donald Trump	Kamala Harris	Other candidate	Didn't vote
Senator Maggie Hassan															
Approve	38	58	47	29	68	76	7	55	61	48	44	2	82	43	65
Don't know	5	3	5	12	2	8	4	5	7	3	8	4	6	0	14
Disapprove	56	39	48	60	30	15	89	41	32	49	49	94	12	57	21
Representative Maggie Goodlander (NH-02)															
Approve	35	49	50	40	66	79	7	55	53	47	49	4	82	29	68
Don't know	16	8	5	13	5	6	13	8	11	10	7	11	8	14	7
Disapprove	49	43	45	47	28	15	81	37	37	43	44	86	10	57	25
Representative Chris Pappas (NH-01)															
Approve	44	58	36	34	64	76	7	51	61	45	42	3	79	11	65
Don't know	0	3	11	7	1	3	2	8	1	4	8	1	8	0	7
Disapprove	56	39	54	59	36	21	91	42	38	52	50	96	14	89	28

2. Vote intention

If the New Hampshire midterm election for US Senate were held today, and these were the candidates, who would you vote for?



If the New Hampshire midterm election for US Senate were held today, and these were the candidates, who would you vote for? [Valid votes]



If the New Hampshire midterm election for US Senate were held today, and these were the candidates, who would you vote for?

[crosstabs]

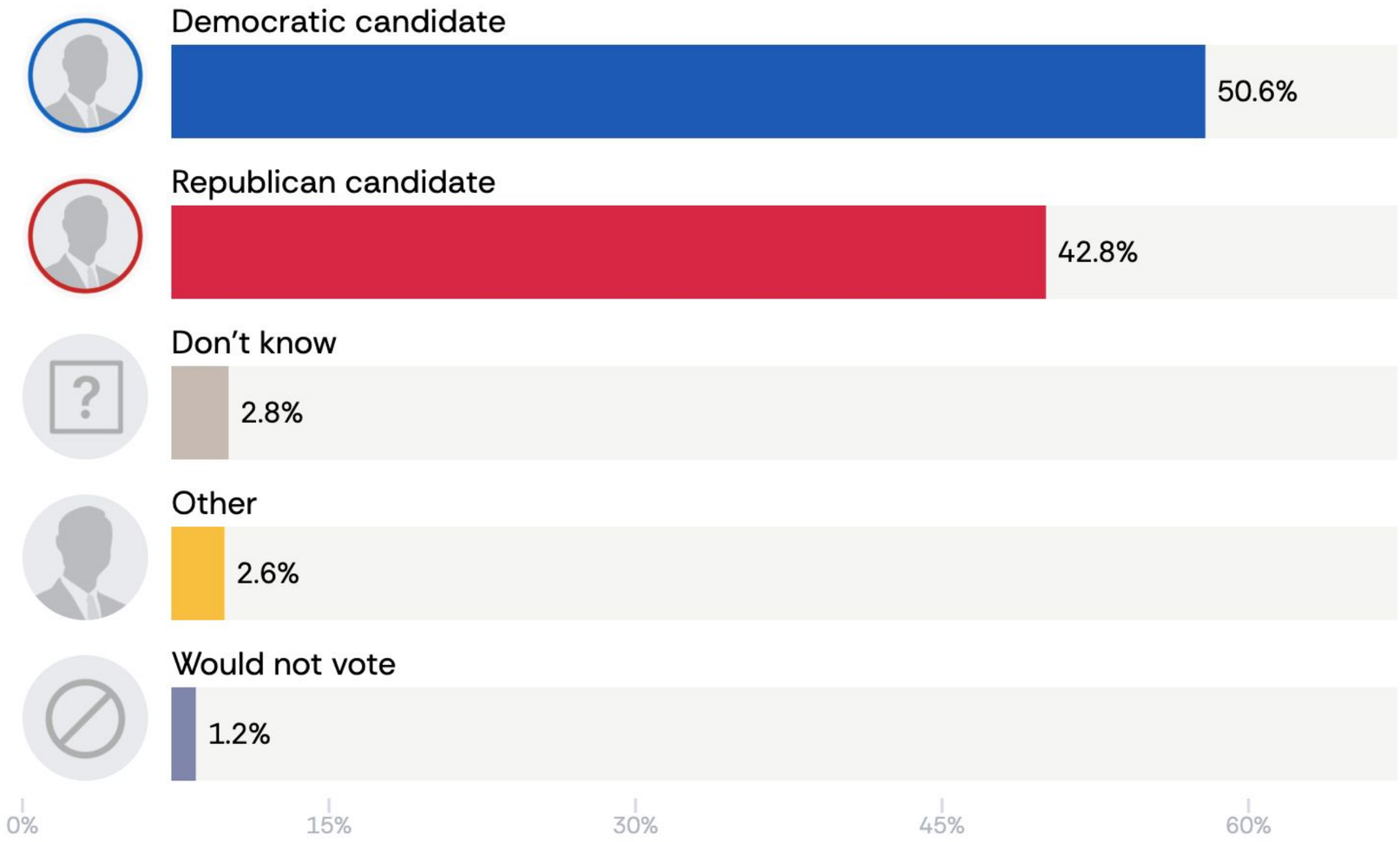
	GENDER			AGE				EDUCATION	
	Man	Woman	Other / prefer not to identify	18 - 29	30 - 44	45 - 64	65+	College degree or higher	All other
Chris Pappas (D)	42.9	62.4	14.1	50.6	72.6	47.1	46.9	62.9	43.1
John Sununu (R)	54.9	32.9	82.3	44.9	25.0	48.2	50.7	35.0	52.1
Would not vote	1.4	2.4	0.5	4.5	2.4	2.3	0.3	0.2	3.3
Don't know	0.8	2.3	3.2	0	0	2.4	2.1	1.8	1.5

	INCOME					LOCATION		
	Up to $50,000	$50,000 to $80,000	$80,000 to $120,000	$120,000 to $190,000	More than $190,000	Urban	Sub - urban	Rural
Chris Pappas (D)	45.3	55.7	55.6	49.9	55.3	55.0	54.8	47.5
John Sununu (R)	42.6	39.4	43.3	50.1	44.7	36.0	43.3	49.1
Would not vote	5.7	4.5	0	0	0	5.6	0.8	1.8
Don't know	6.4	0.5	1.1	0	0	3.4	1.1	1.5

	RACE						PARTISANSHIP		
	Asian	Black	Hispanic	Native - American	White	Multi - racial	Democrat	Republican	Independent
Chris Pappas (D)	76.9	21.6	58.1	27.0	53.0	26.7	95.0	6.5	56.6
John Sununu (R)	23.1	78.4	41.9	73.0	43.3	68.4	3.1	92.0	37.8
Would not vote	0	0	0	0	2.1	0	1.4	1.4	2.4
Don't know	0	0	0	0	1.6	4.9	0.4	0	3.2

	2024 VOTE FOR PRESIDENT			
	Donald Trump	Kamala Harris	Other candidate	Didn't vote
Chris Pappas (D)	2.3	96.8	46.4	43.0
John Sununu (R)	95.3	1.9	18.9	41.7
Would not vote	1.0	0.9	32.4	5.1
Don't know	1.5	0.4	2.3	10.2

If the New Hampshire midterm election for US House were held today, which party/candidate would you vote for?



If the New Hampshire midterm election for US House were held today, which party/candidate would you vote for?

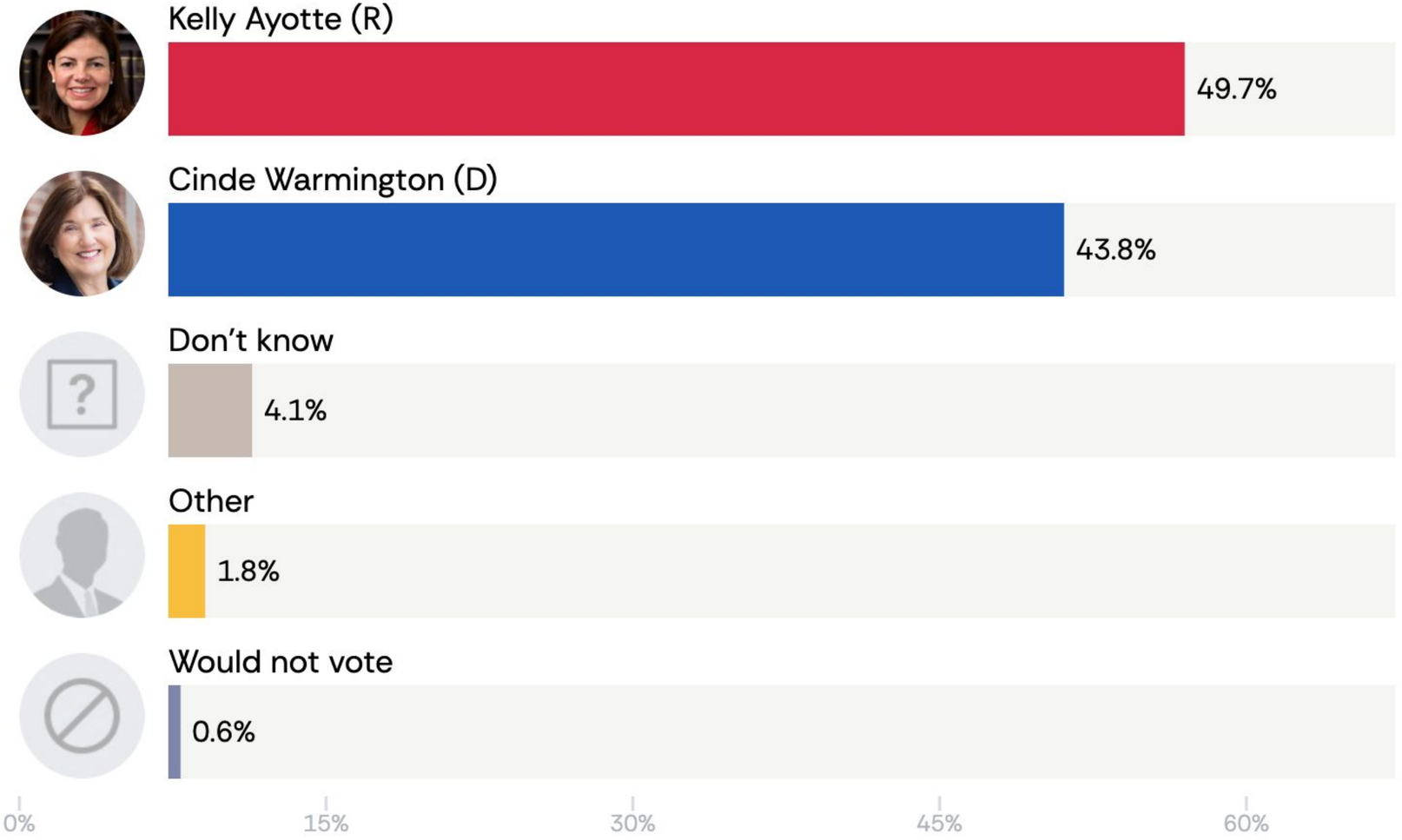
[crosstabs]

	GENDER			AGE				EDUCATION		LOCATION		
	Man	Woman	Other / prefer not to identify	18 - 29	30 - 44	45 - 64	65+	College degree or higher	All other	Urban	Sub - urban	Rural
Democratic candida	41.5	60.5	11.4	49.3	70.0	45.3	46.0	60.1	42.4	50.9	53.3	46.8
Republican candida	51.0	33.7	83.0	40.1	23.5	48.0	49.0	33.8	50.5	33.9	42.9	46.5
Don't know	3.5	2.1	5.2	0	2.7	3.2	3.2	4.2	1.7	6.9	2.5	1.5
Other	3.0	2.3	0.5	7.3	3.8	2.5	0.4	1.7	3.4	5.4	0.6	4.2
Would not vote	0.9	1.4	0	3.3	0	1.0	1.4	0.2	2.0	3.0	0.7	1.0

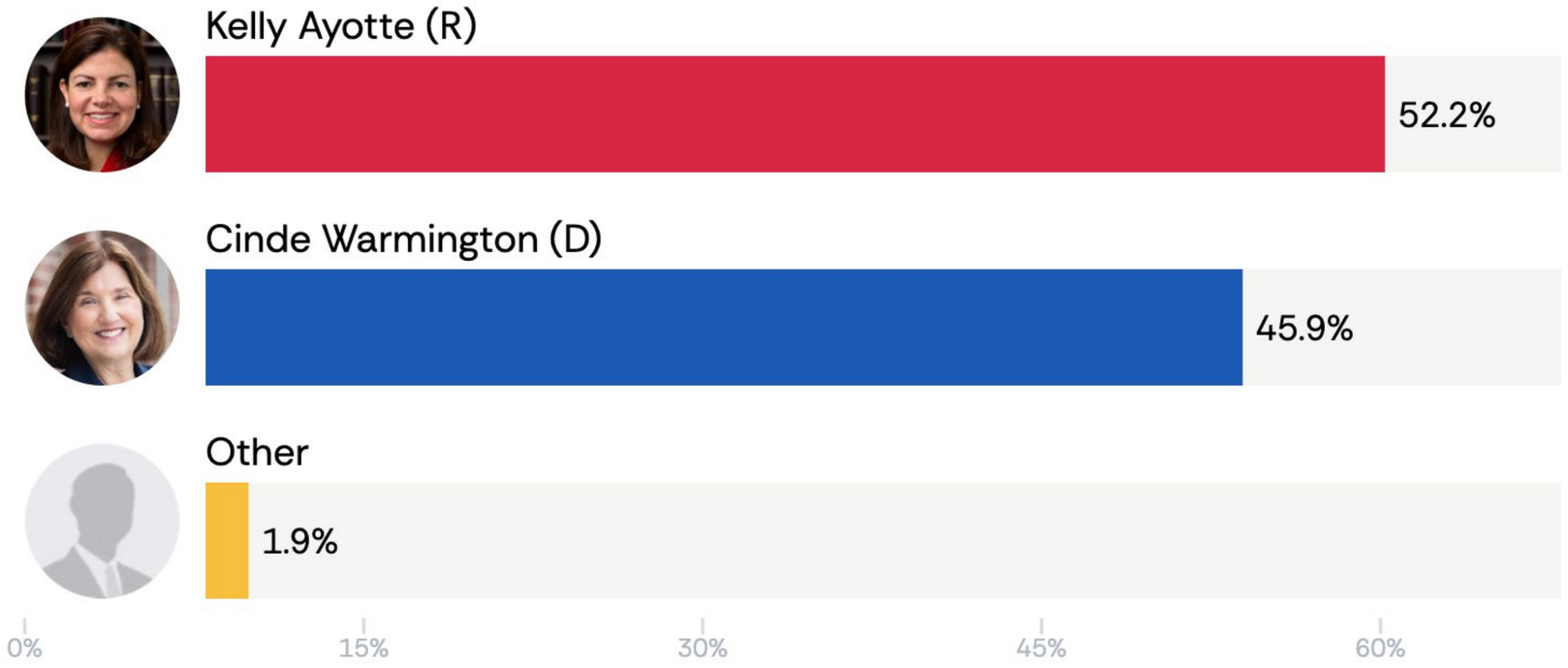
	INCOME					RACE					
	Up to $50,000	$50,000 to $80,000	$80,000 to $120,000	$120,000 to $190,000	More than $190,000	Asian	Black	Hispanic	Native - American	White	Multi - racial
Democratic candida	45.4	50.5	54.3	50.2	52.3	76.9	29.6	52.3	27.0	51.3	26.6
Republican candida	39.8	38.3	39.9	49.0	46.5	23.1	70.4	41.9	73.0	42.1	61.3
Don't know	5.7	4.4	2.4	0.8	1.1	0	0	0	0	3.0	3.4
Other	7.4	2.0	3.4	0	0	0	0	5.8	0	2.3	8.8
Would not vote	1.8	4.8	0	0	0	0	0	0	0	1.3	0

	PARTISANSHIP			2024 VOTE FOR PRESIDENT			
	Democrat	Republican	Independent	Donald Trump	Kamala Harris	Other candidate	Didn't vote
Democratic candida	94.8	5.8	53.6	2.2	94.0	29.8	43.9
Republican candida	3.4	90.6	35.4	92.4	2.3	18.9	36.0
Don't know	0.4	0.7	5.4	2.4	2.8	8.1	3.5
Other	0	1.6	4.7	2.1	0.9	43.2	5.5
Would not vote	1.4	1.2	0.9	0.8	0	0	11.0

If the New Hampshire election for state governor were held today, and these were the candidates, who would you vote for?



If the New Hampshire election for state governor were held today, and these were the candidates, who would you vote for? [Valid votes]



If the New Hampshire election for state governor were held today, and these were the candidates, who would you vote for?

[crosstabs]

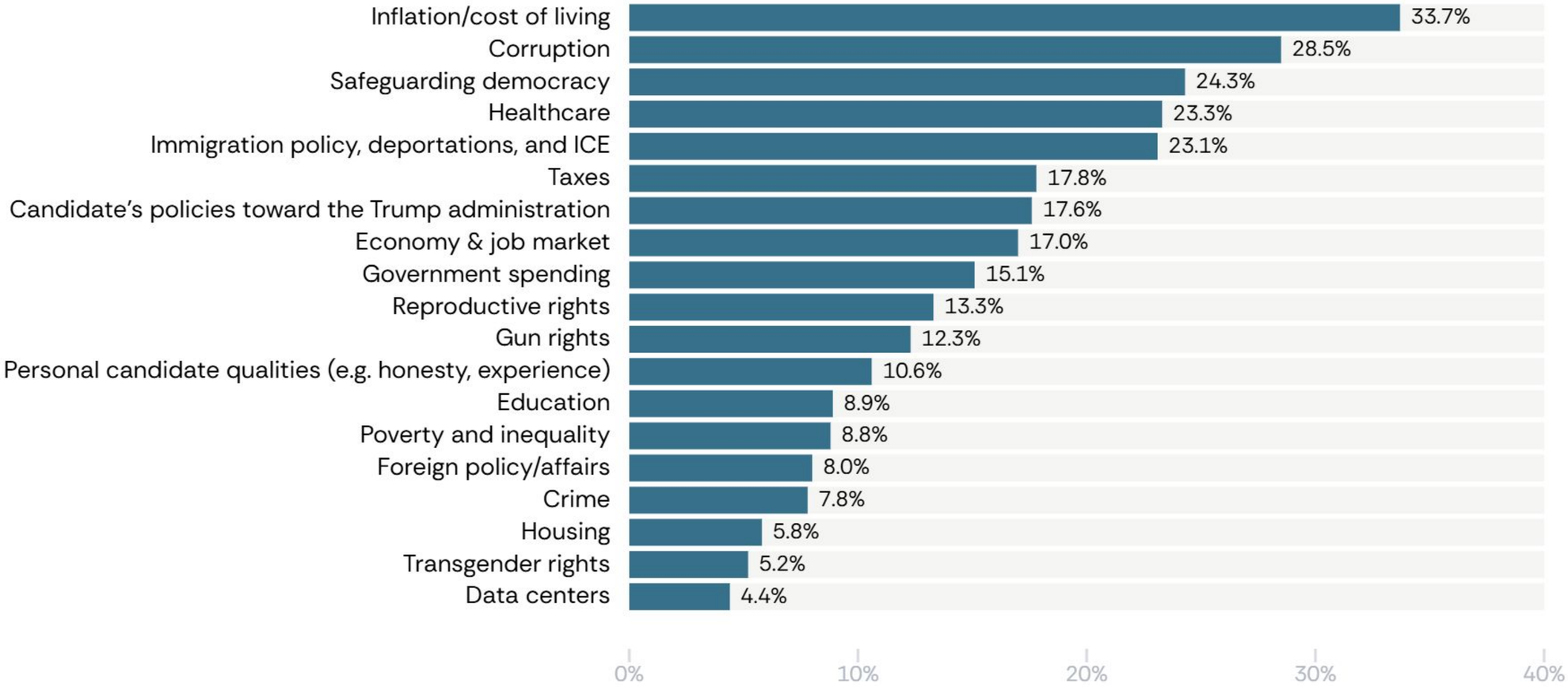
	GENDER			AGE				EDUCATION		LOCATION		
	Man	Woman	Other / prefer not to identify	18 - 29	30 - 44	45 - 64	65+	College degree or higher	All other	Urban	Sub - urban	Rural
Kelly Ayotte (R)	59.7	39.3	83.0	41.9	28.2	54.4	59.5	40.0	58.2	38.8	49.9	54.3
Cinde Warmington (	34.3	53.6	13.2	49.2	62.5	39.6	35.9	53.1	35.7	51.9	43.5	40.6
Don't know	3.5	4.8	0.4	4.2	7.0	4.1	2.4	4.7	3.6	3.9	5.7	2.0
Other	1.4	2.2	3.0	3.2	2.4	1.9	1.0	1.7	1.9	4.1	0.9	2.2
Would not vote	1.1	0.0	0.4	1.6	0	0	1.2	0.4	0.7	1.2	0.0	1.1

	INCOME					RACE					
	Up to $50,000	$50,000 to $80,000	$80,000 to $120,000	$120,000 to $190,000	More than $190,000	Asian	Black	Hispanic	Native - American	White	Multi - racial
Kelly Ayotte (R)	47.4	44.3	50.2	57.9	47.4	35.3	78.4	41.9	73.0	49.1	70.1
Cinde Warmington (	35.4	50.1	46.6	41.0	46.4	64.7	10.4	52.3	0	44.2	24.2
Don't know	8.7	3.1	2.9	0.6	5.6	0	0	0	27.0	4.6	0
Other	5.8	2.3	0.3	0.5	0.5	0	11.2	5.8	0	1.4	5.8
Would not vote	2.7	0.1	0	0.0	0	0	0	0	0	0.6	0

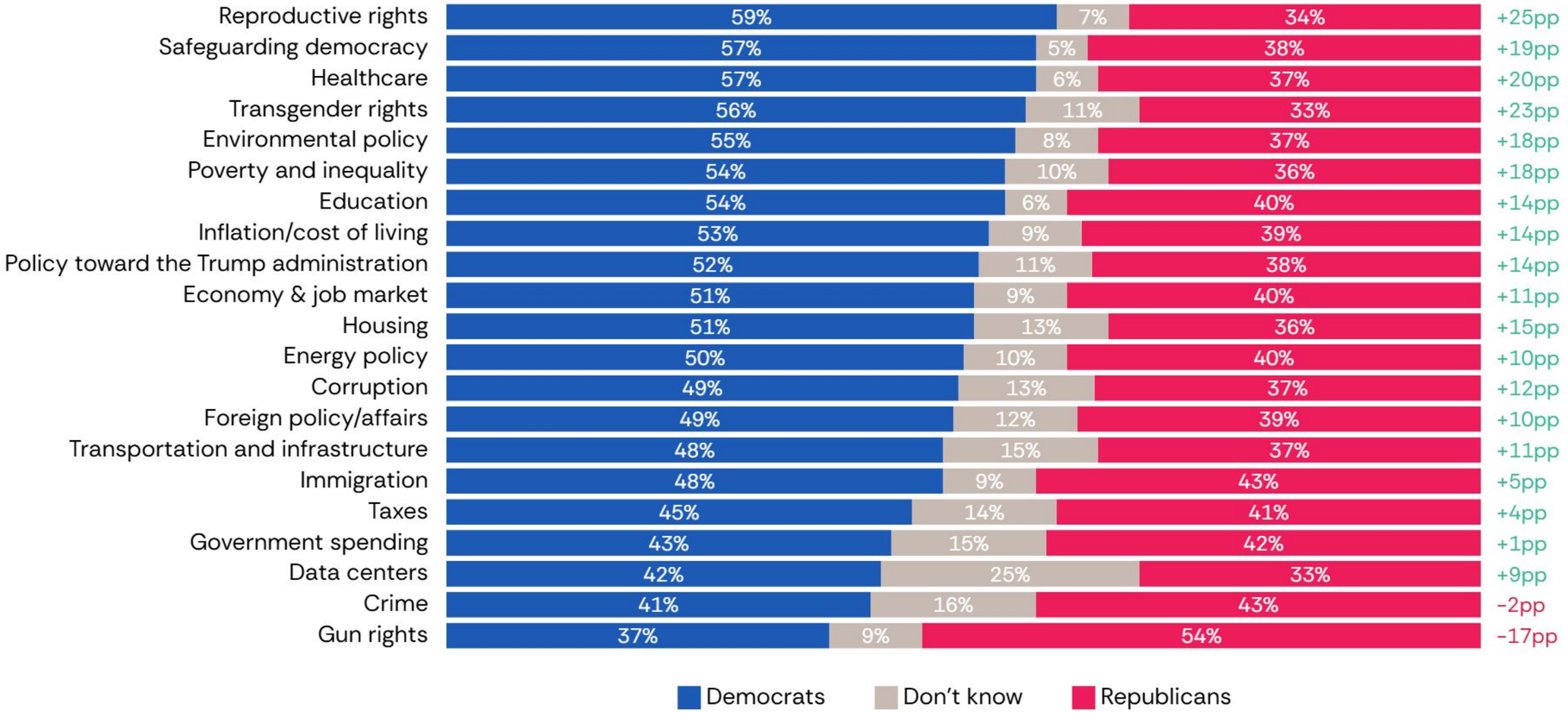
	PARTISANSHIP			2024 VOTE FOR PRESIDENT			
	Democrat	Republican	Independent	Donald Trump	Kamala Harris	Other candidate	Didn't vote
Kelly Ayotte (R)	6.1	90.0	49.3	94.4	13.0	42.1	41.7
Cinde Warmington (	90.8	6.5	40.6	2.4	83.2	15.4	24.8
Don't know	2.5	3.2	5.6	2.8	2.8	0	21.1
Other	0.5	0.4	3.4	0.4	0.8	42.4	5.5
Would not vote	0.1	0	1.2	0	0.1	0	6.9

3. Key issues and candidate comparison

Which of the following issues are most important to you when deciding how to vote in the above elections in November 2026? (Select up to three)

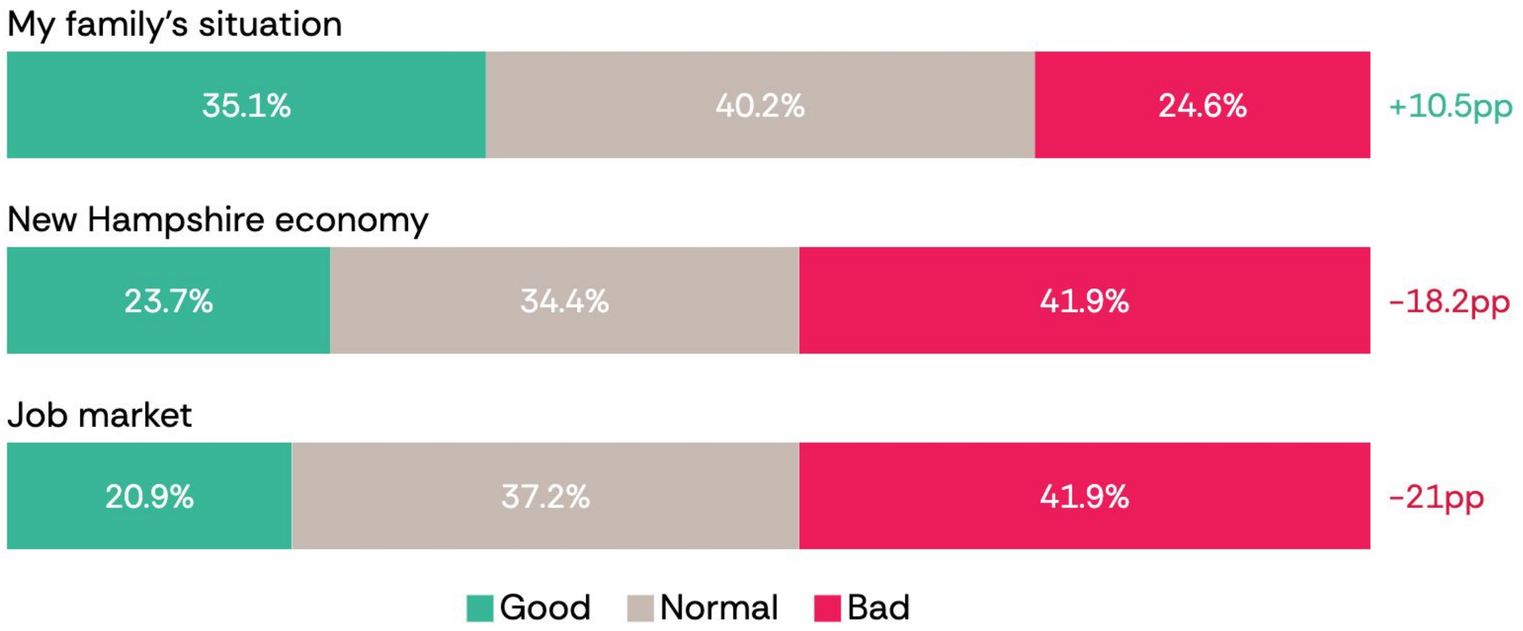


When thinking about the New Hampshire 2026 Senate race, which of these candidates do you think has the best performance/approach regarding each of the following issues?

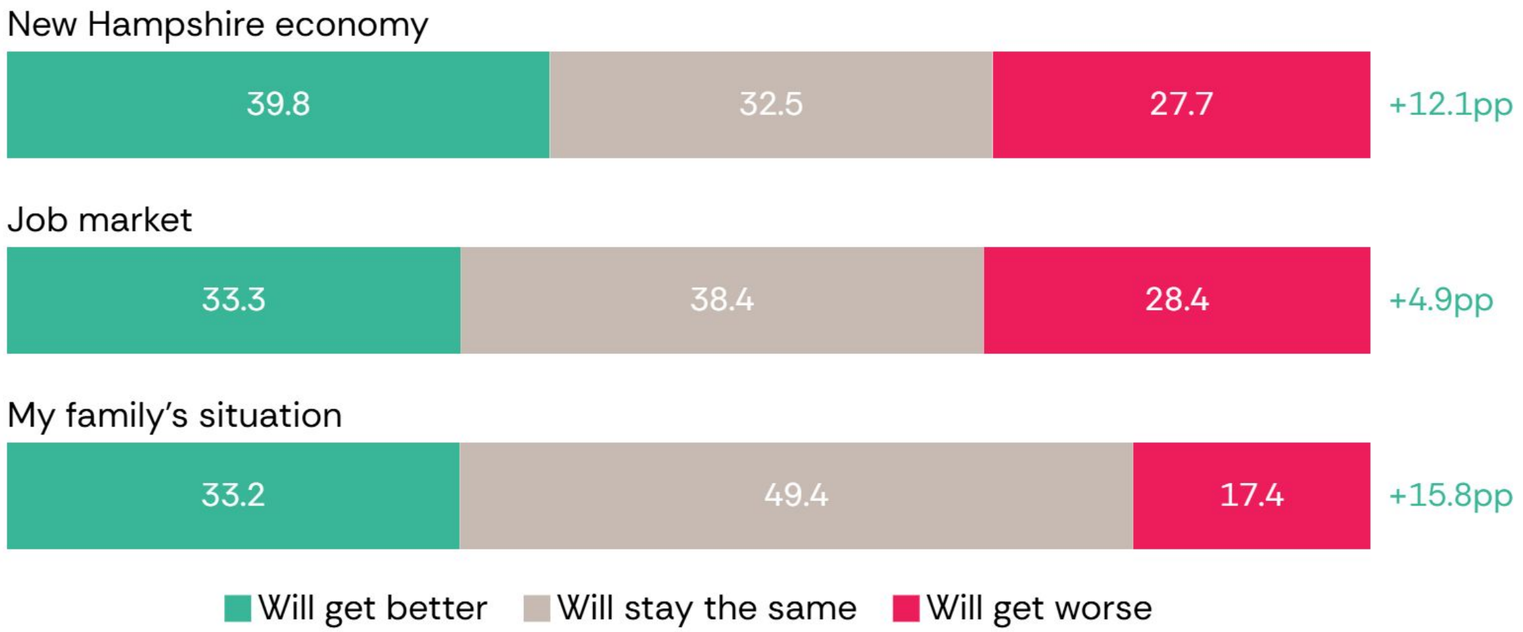


4. Economic perceptions

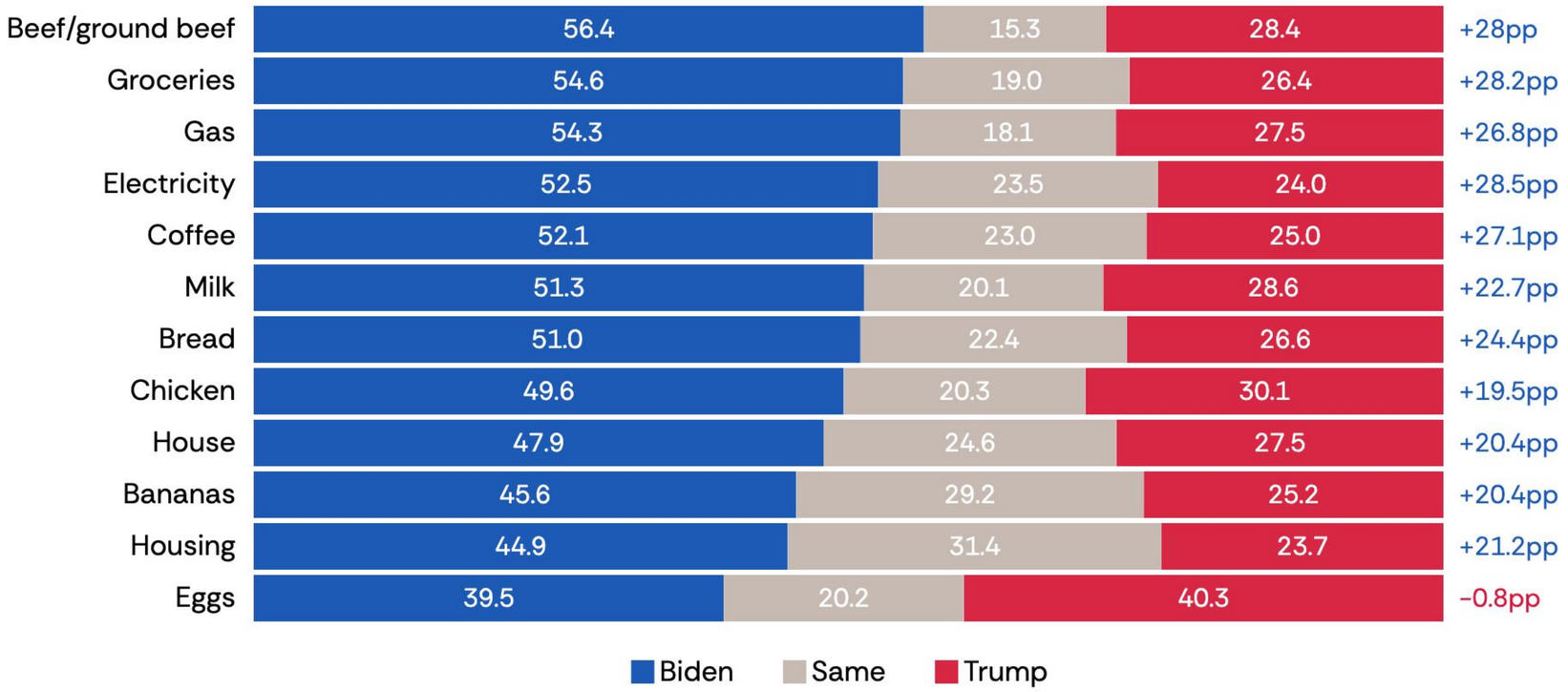
How do you evaluate the New Hampshire economy and job market right now? And how do you evaluate your family's economic situation?



What is your expectation regarding the New Hampshire economy and job market six months from now? What is your expectation regarding your family's situation?

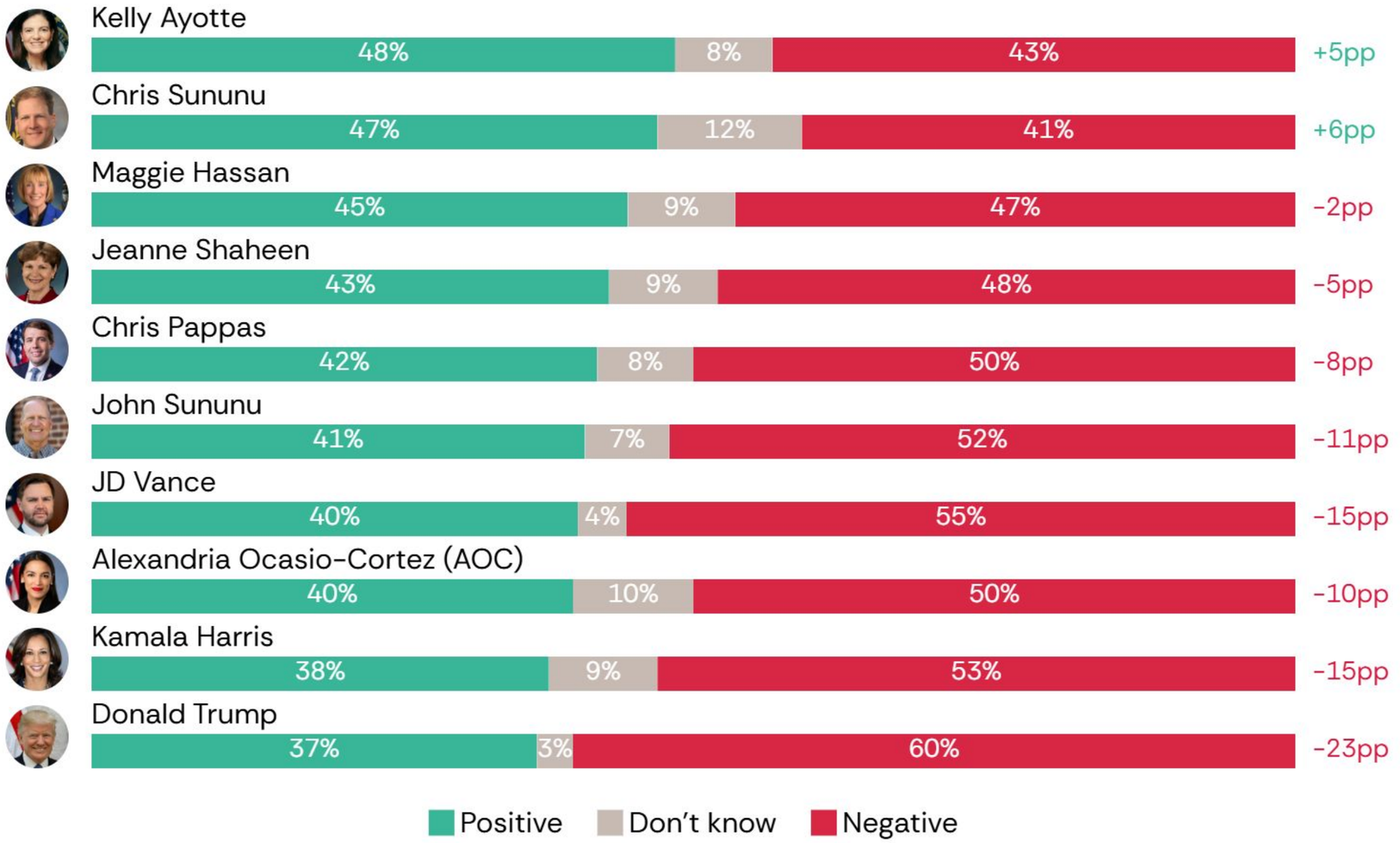


For each item below, do you think it costs less under Biden, Trump, or about the same in your state?



5. Image of political figures

Do you have a positive or negative image of the following political figures?




AtlasIntel
PollsterGraph