



## MEMORANDUM

**TO:** Interested Parties

**RE:** Favorable Political Climate for Republicans in New Hampshire

**DATE:** April 3, 2025

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## OVERVIEW

Senator Shaheen's retirement has set the table for New Hampshire liberals, like Representatives Chris Pappas and Maggie Goodlander, to compete for the affections of the modern Democrat coalition: "activists" destroying electric vehicles, men seeking to exert their advantage over women in athletic competitions, and the Karen class cheering them on from the couch with a glass of chilled chardonnay during MSNBC prime time.

In response, the NRSC conducted a survey of 600 likely 2026 New Hampshire voters between March 18-20, 2025. The margin of error for this survey was +/- 4% at the 95% confidence interval. Key insights from this survey, in addition to recent voter registration trends in New Hampshire, indicate a favorable political climate for Republicans in New Hampshire ahead of the 2026 Senate election:

### 1. Voter Registration Trending Republican

Republicans have a +48,145 voter registration advantage over Democrats as of February 2025, and Democrat registration has declined 20% since 2020. This significant shift in New Hampshire's electorate is being driven by the realignment of blue collar voters and independent men toward the GOP.

### 2. Republicans Lead on Generic Ballot

New Hampshire voters favor Republicans over Democrats on the generic ballot, with Republicans holding a +1% advantage. This reflects both enthusiasm for President Trump's leadership and the broader dissatisfaction with the Democrat Party.

### 3. Enthusiasm Gap Among Democrats

Republicans show stronger support for their party's candidate, with 92% of registered Republicans indicating they will back the GOP candidate. By contrast, only 87% of registered Democrats express similar commitment to the Democrat candidate, signaling an enthusiasm gap in the midterm election.

### 4. Independent Voters Favor Republican Policy Priorities

Undeclared voters outnumber Democrats and Republicans in New Hampshire, and our polling indicates these voters – especially independent men – prioritize inflation and federal spending. This is an excellent opportunity as President Trump and Senate Republicans work to improve government efficiency, cut taxes, and reign in the out-of-control Democrat spending that caused higher costs of living.

- 31% of independents identify inflation, jobs, and cost of living, as their most important issue.
- 17% of independents rank the federal budget and spending as their primary concern.

## CONCLUSION

Our internal polling data in New Hampshire demonstrates a favorable political environment for Republicans in this toss-up Senate race. With a registration advantage, edge on the generic ballot, stronger enthusiasm among our voters, and alignment with independents on core party policy issues, Republicans are well positioned to flip this open Senate seat in New Hampshire regardless of who either party nominates.

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