



MEMORANDUM

TO: Senate Republicans

RE: Senator John Sununu Enters New Hampshire Senate Race

DATE: October 22, 2025

OVERVIEW

We've long said New Hampshire could become one of the cycle's most competitive states, and with Senator John Sununu's announcement, it now is. A respected, disciplined, and battle-tested Republican, Sununu transforms this race overnight into a top-tier pickup opportunity for Senate Republicans.

Sununu enters as a broadly popular Republican whose profile reflects New Hampshire's independent streak. The state's political fundamentals have moved steadily in our direction since the last Senate race in 2022 and the policy environment now favors President Trump and Senate Republicans' economic message delivered in the Working Families Tax Cut. With strong name recognition, crossover appeal, and the national network to go toe-to-toe with Pappas, Sununu is the strongest Republican to reclaim this seat and put New Hampshire squarely in play.

POLITICAL ENVIRONMENT

New Hampshire continues to trend Republican. Since 2022, the GOP has gained roughly a five point advantage in statewide voter registration, and the generic Senate ballot now sits at 47% Democrat to 44% Republican. Republican economic priorities are resonating with voters: by an almost 30% margin, voters support the Working Families Tax Cut bill, and 66% back its provisions to eliminate taxes on tips, overtime, and Social Security. These trends demonstrate Sununu can run and win on a pro-growth, working-class message aligned with President Trump and Senate Republicans.

STATE OF THE RACE

Four public polls have been released since Sununu announced he was exploring a run, each confirming that his candidacy immediately transforms this race into a top pickup opportunity. Sununu's early standing demonstrates broad appeal and clear momentum compared to other tested Republicans:

- **Sununu vs. Pappas:** 42–45% (statistically tied)
- **Sununu vs. Generic Republican:** +1.5-point overperformance
- **Brown vs. Pappas:** 38–50% (-12 point deficit)
- **Brown vs. Generic Republican:** -6.5-point underperformance
- **Favorability:**
 - Sununu: +5 net favorable; +6 among independents
 - Brown: -13 net unfavorable; -14 among independents
- **Among Republicans:** Sununu +37 | Brown +8
- **Primary:** Sununu +20 over Brown

BOTTOM LINE

Senator Sununu's entrance in the race turns New Hampshire from a potential opportunity into a top Republican pickup. With a favorable trendline in voter registration, broad support for Republicans' working-class economic agenda, and a candidate who can unite the party and win independents, **New Hampshire is officially in play.**