

New Hampshire Statewide Survey

N=563 Likely Voters | MoE = +/- 4.1%
79% Text-To-Web, 21% Online

January 28-29, 2026

yes.
every
kid.

Key Findings

New Hampshire likely voters overwhelmingly support education freedom and giving families more flexibility and options to tailor an education for their children. They view the state's EFA program favorably and support last year's expansion to all children. They also support universal, cross-district access to all public schools and would be more likely to vote for their legislators if they supported the same.

Demand for *More* Education Freedom in New Hampshire

Likely voters support giving families more flexibility to choose the best school for their children.

- 64% support education freedom, more than twice as many who oppose.
- 66% say families should have more flexibility and options in how their children are educated.
- 60% believe parents should decide the school a child attends, a significant advantage over school and district administrators, education experts, lawmakers, and government officials.

Strong Support for Universal Public School Access

Likely voters believe every child in the state should have access to the public school that best meets their needs.

- 59% support New Hampshire adopting universal, cross-district open enrollment policies; only 30% oppose.
- 56% support universal district participation for available, unused seats, while 69% support public reporting of available, unused seats.
- 40% would be more likely to vote for their state legislator if their legislator supported universal access.

Favorable Opinion of Education Freedom Account Program

Likely voters support the EFA program being expanded last year to all children in the state.

- 47% view the EFA program favorably, 14 points higher than those who view it unfavorably.
- 55% support last year's expansion to all children across New Hampshire; only 30% oppose it.
- 40% would be more likely to vote for their state legislator if they knew their legislator supported expansion.

2026 U.S. Senate Election

U.S. Congressman Chris Pappas has a slight lead over John E. Sununu in the general election for U.S. Senator.

- Chris Pappas: 45%
- John E. Sununu: 41%
- Undecided: 10%

2026 Gubernatorial Election

Governor Kelly Ayotte holds a commanding lead over Democratic frontrunner Jon Kiper in the battle for governor.

- Kelly Ayotte: 47%
- Jon Kiper: 37%
- Undecided: 13%

Methodology

yes. every kid. conducted a multi-modal survey of n=563 likely voters in New Hampshire from January 28-29, 2026. The survey was stratified based on the known demographic composition of the New Hampshire voter population. Results for the entire population have a margin of error of +/- 4.1%.

Survey Data

** denotes a result less than 0.5%.*

Due to rounding, some figures may be higher or lower by less than one-half of one percent.

1. In which state do you live?

100% New Hampshire

2. In which county in New Hampshire do you live?

5%	Belknap
4%	Carroll
5%	Cheshire
2%	Coos
6%	Grafton
30%	Hillsborough
12%	Merrimack
25%	Rockingham
9%	Strafford
2%	Sullivan

3. Are you registered to vote in New Hampshire?

100% Yes

4. And, with which political party are you registered to vote?

34%	Republican
29%	Democratic
36%	Undeclared
1%	Don't know

5. Thinking about the upcoming election in November for governor, U.S. Congress, New Hampshire legislature, and other various offices in the state, how likely are you to vote in this election?

86%	Definitely will vote
9%	Probably will vote
4%	It's fifty-fifty
--	Probably will not vote
--	Definitely will not vote
--	Don't know

6. In which age range do you fall?

4%	18-24
14%	25-34
17%	35-44
14%	45-54
19%	55-64
32%	65 or older

7. What do you consider to be your gender?

50%	Female
49%	Male
1%	Other

8. Which of the following *best* describes your racial or ethnic identity?

91%	White
3%	Hispanic or Latino
2%	Asian
1%	Native American or Alaska Native
1%	Black or African American
*	Native Hawaiian or Pacific Islander
1%	Mixed race/ethnicity
--	Other
2%	Prefer not to say

9. Are you the parent or legal guardian of a child in your household under the age of 18 or in a K-12 school?

27% Yes

72% No

* Don't know

Now, thinking about New Hampshire...

10. In general, do you think things in New Hampshire are heading in the right direction, or do you think things are off on the wrong track?

38% Right direction

50% Wrong track

12% Don't know

The following are a few names of people and organizations in New Hampshire and nationally. For each one, please indicate if you have a favorable or an unfavorable opinion. If you have never heard of that person or organization or don't have an opinion, please indicate that.

	<i>TOTAL FAVORABLE</i>	<i>TOTAL UNFAVORABLE</i>	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	No opinion	Never heard of
11. Donald Trump	40%	58%	27%	13%	4%	54%	2%	*
12. Kelly Ayotte	47%	47%	22%	26%	19%	28%	5%	*
13. Jon Kiper	13%	11%	5%	8%	5%	6%	23%	52%
14. John E. Sununu	46%	44%	19%	27%	19%	25%	9%	2%
15. Scott Brown	28%	38%	9%	19%	13%	25%	19%	15%
16. Chris Pappas	46%	40%	19%	27%	14%	26%	12%	2%
17. Republicans in the state legislature	42%	50%	18%	24%	13%	37%	7%	*
18. Democrats in the state legislature	46%	45%	12%	34%	16%	29%	9%	*

19. Generally speaking, do you approve or disapprove of the job Donald Trump is doing as president?

43% TOTAL APPROVE
56% TOTAL DISAPPROVE

27% Strongly approve
16% Somewhat approve
4% Somewhat disapprove
52% Strongly disapprove

1% Don't know

20. And, generally speaking, do you approve or disapprove of the job Kelly Ayotte is doing as governor?

51% TOTAL APPROVE
45% TOTAL DISAPPROVE

20% Strongly approve
31% Somewhat approve
24% Somewhat disapprove
21% Strongly disapprove

4% Don't know

Thinking again about the upcoming election in November...

21. If the election for U.S. senator were being held today, for whom would you vote if the candidates were John E. Sununu, the Republican, and Chris Pappas, the Democrat?

41% TOTAL SUNUNU
45% TOTAL PAPPAS

28% Definitely John E. Sununu
13% Probably John E. Sununu
12% Probably Chris Pappas
34% Definitely Chris Pappas

4% Someone else/Other (Please specify: ____)

10% Undecided/Don't know

22. If the election for New Hampshire governor were being held today, for whom would you vote if the candidates were Kelly Ayotte, the Republican, and Jon Kiper, the Democrat?

47% TOTAL AYOTTE

37% TOTAL KIPER

32% Definitely Kelly Ayotte

15% Probably Kelly Ayotte

17% Probably Jon Kiper

19% Definitely Jon Kiper

2% Someone else/Other (Please specify: ____)

13% Undecided/Don't know

Moving on and thinking about some issues facing New Hampshire...

23. In general, do you think K-12 education in New Hampshire is heading in the right or wrong direction?

20% Right direction

52% Wrong direction

28% Don't know

24. Do you support or oppose parents, instead of the government, choosing the best school for their children?

64% TOTAL SUPPORT

29% TOTAL OPPOSE

42% Strongly support

22% Somewhat support

16% Somewhat oppose

13% Strongly oppose

8% Don't know

25. Some states have started to allow for more flexibility in K-12 education and giving families more choices in how a child receives an education, such as the public schools they can attend. In general, do you support or oppose making K-12 education more flexible for families?

66% TOTAL SUPPORT
25% TOTAL OPPOSE

36% Strongly support
30% Somewhat support
15% Somewhat oppose
10% Strongly oppose

9% Don't know

26. Who among the following should decide the school a child attends?

60% Parents or guardians
13% School and district administrators
10% Education experts
2% Elected lawmakers
1% Government officials
6% Someone else (please specify: ____)

7% Don't know

27. Do you agree or disagree that every child in New Hampshire should have access to the public school that best meets their needs?

85% TOTAL AGREE
11% TOTAL DISAGREE

58% Strongly agree
27% Somewhat agree
6% Somewhat disagree
4% Strongly disagree

4% Don't know

28. As you may know, children in New Hampshire are assigned to a public school based on their home address. However, New Hampshire allows children to attend a different public school in the same school district if the school has capacity. Only a few districts in the state have multiple schools, meaning for the remainder of our children, they can't utilize the program. Would you support or oppose expanding this program to all school districts in New Hampshire so every child can attend any public school in the state regardless of where they live?

59% TOTAL SUPPORT
30% TOTAL OPPOSE

29% Strongly support
30% Somewhat support
17% Somewhat oppose
13% Strongly oppose

11% Don't know

29. And, would you support or oppose requiring all school districts to participate in the program and not allow them to deny any child access to their schools outside of capacity limitations?

56% TOTAL SUPPORT
29% TOTAL OPPOSE

27% Strongly support
30% Somewhat support
16% Somewhat oppose
13% Strongly oppose

14% Don't know

30. As part of this program, would you support or oppose requiring school districts to report publicly the number of available seats they have in each school so families are aware if their desired schools have capacity?

69% TOTAL SUPPORT
18% TOTAL OPPOSE

39% Strongly support
30% Somewhat support
9% Somewhat oppose
9% Strongly oppose

13% Don't know

31. If your local legislator supported expanding this program to all school districts and children in New Hampshire, would you be more or less likely to vote for them?

40% TOTAL MORE LIKELY

23% TOTAL LESS LIKELY

18% Much more likely

21% Somewhat more likely

11% Somewhat less likely

12% Much less likely

21% No difference in support

16% Don't know

32. Do you agree or disagree with the following statement?

Public school administrators should not be able to run their school like a private school and deny kids entry for whatever reason they choose. Every kid should have access to the public school that best meets their needs.

72% TOTAL AGREE

17% TOTAL DISAGREE

42% Strongly agree

30% Somewhat agree

12% Somewhat disagree

5% Strongly disagree

10% Don't know

33. As you may know, New Hampshire has a program called the Education Freedom Account program. This program allows students to use existing education funding from the state to help pay for the student's education, including things like private school tuition, tutoring, textbooks, additional courses, and therapies to help those with learning disabilities. Based on what you know, do you have a favorable or an unfavorable opinion of New Hampshire's Education Freedom Account program?

47% TOTAL FAVORABLE
33% TOTAL UNFAVORABLE

23% Very favorable
25% Somewhat favorable
12% Somewhat unfavorable
22% Very unfavorable

19% Don't know

34. In 2025, state leaders expanded the Education Freedom Account program to all children in the state so any child struggling in their school can use funding from the program to find a school or environment that works best for them. Knowing this, do you support or oppose New Hampshire expanding the program to all children in the state?

55% TOTAL SUPPORT
30% TOTAL OPPOSE

29% Strongly support
25% Somewhat support
13% Somewhat oppose
18% Strongly oppose

15% Don't know

35. If you knew your local legislator supported expanding this program to all children in New Hampshire last year, would that make you more or less likely to vote for them?

40% TOTAL MORE LIKELY
26% TOTAL LESS LIKELY

18% Much more likely
22% Somewhat more likely
10% Somewhat less likely
16% Much less likely

20% No difference in support

15% Don't know

Now, just a few more questions for statistical purposes only...

36. What is the highest level of education you have completed or the highest degree you have received?

- 1% No high school diploma
- 15% High school diploma or equivalent
- 21% Some college but no degree
- 8% Technical or vocational degree/credential
- 11% Associate's degree
- 24% Bachelor's degree
- 20% Advanced degree (such as Master's, Professional, or Doctorate)

- 1% Prefer not to say

37. What is your household's total annual income before taxes?

- 13% Under \$50,000
- 25% \$50,000 - \$99,999
- 20% \$100,000 - \$149,999
- 13% \$150,000 - \$199,999
- 7% \$200,000 - \$249,999
- 12% \$250,000 or more

- 10% Prefer not to say

38. How would you describe the area where you live?

- 19% An urban area or city
- 25% A suburban area
- 34% A small town
- 21% A rural area

- 1% Don't know

[REPUBLICAN, N=191]

39. Would you say you are more a supporter of the Make America Great Again (MAGA) movement or Republican Party?

- 55% Republican Party
- 41% Make America Great Again (MAGA) movement

- 5% Don't know

40. Overall, would you describe your views as...?

36%	<i>TOTAL CONSERVATIVE</i>
32%	<i>TOTAL LIBERAL</i>
14%	Very conservative
22%	Somewhat conservative
26%	Moderate
15%	Somewhat liberal
17%	Very liberal
4%	Something else/Other
2%	Don't know

41. Thinking back to the presidential election in November 2024, regardless of how you feel today, for whom did you vote?

47%	Kamala Harris
43%	Donald Trump
3%	Someone else
1%	Did not vote
6%	Prefer not to say

42. And, thinking back to the gubernatorial election in November 2024, regardless of how you feel today, for whom did you vote?

49%	Kelly Ayotte
38%	Joyce Craig
4%	Someone else
4%	Did not vote
5%	Prefer not to say