

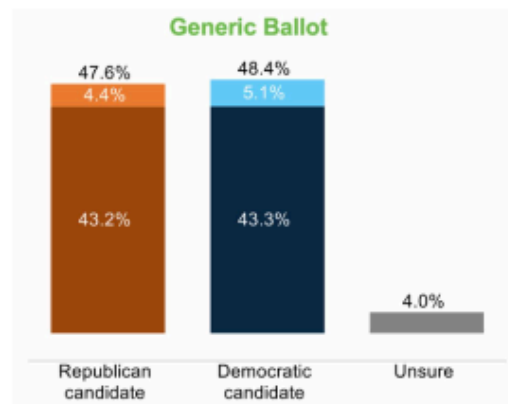
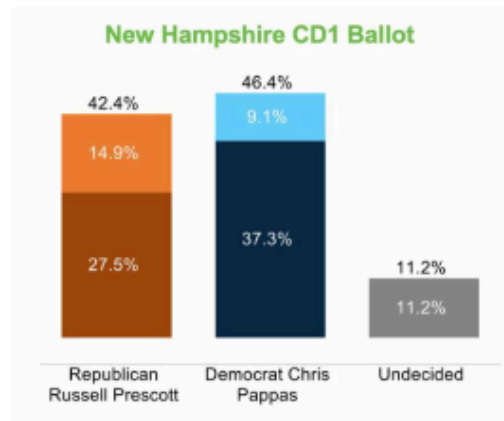


Prescott in striking distance in New Hampshire CD-1

DATE: Monday, September 30, 2024
TO: Interested Parties
FROM: Brock McCleary, Vice President & Mike Yelovich, Polling Director
RE: Survey of likely voters in New Hampshire CD-1

Incumbent Pappas well below 50% and underperforming a generic Democrat

- The **Congressional Ballot** shows Chris Pappas leading by only 4% at 42% Russell Prescott, 46% Pappas. 11% of the electorate remains undecided.
- Prescott leads in Rockingham County** (45% - 41%).
- After **messaging on Prescott**, the ballot changes to 51% Prescott, 42% Pappas.
- Messaging on Pappas** moves the ballot to a similar position at 50% Prescott, 43% Pappas.
- The **tied Generic Congressional Ballot** forecasts a highly competitive race.
- Undecided** congressional voters prefer a generic Republican 44-30%.
- Undecided** congressional voters disapprove of Pappas by a 10% margin.
- On the **Gubernatorial Ballot** Kelly Ayotte is leading with 49% over Joyce Craig at 39%.



METHODOLOGY

This probabilistic survey was conducted September 26-28, 2024, with 406 likely general election voters. It has a margin of error of ±4.85%. Known registered voters were interviewed via live phones and SMS. This survey was weighted to a likely general election voter universe.

ABOUT THE FIRM

Cygnal is an award-winning international polling, public opinion, and predictive analytics firm that pioneered multi-mode polling, text-to-web collection, and emotive analysis. Cygnal consistently ranks as the most accurate firm, and clients rely on Cygnal's ability to create intelligence for action. Its team members have worked in 48 states and multiple countries on more than 2,700 corporate, public affairs, and political campaigns.

