



Polling Memorandum

To: Tell It Like It Is Senior Advisors
From: Adam Geller/National Research Inc.
Re: NH Survey Results
Date: 11/21/23

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A few of the main takeaways from our poll of 500 NH GOP Primary voters:

- Haley and Christie voters show strong correlation. Both groups of voters tend to be moderate to somewhat conservative, college educated and Indies. And in a "second choice" ballot, Haley and Christie swap a significant percentage of votes.
- Boosting Independent/undeclared turnout is imperative. Among Independents, the ballot is Haley 28%, Trump 27% and Christie 22% -- statistically, a three-way cluster. The higher turnout among Indies, the worse it is for Trump, DeSantis and Ramaswamy
- The two key issues drivers among the electorate: **Inflation**, and **border security**. These two issues are the top concerns of almost every primary voting subgroup.
- Border security is an under-served issue. While some of the candidates all sound the same on this issue, Governor Christie has a unique voice: conservative, serious, sober, realistic and empathetic. In the current political environment, and given the importance of the issue, it makes sense why others have visited the border.
- We find a significant number of voters are "open to Christie." They are right of center, not strong Trump supporters, and are concerned primarily with border security and inflation. They are what we call gettable but not yet got.
- While most voters' opinions of Governor Christie have remained about the same, the polls shows that among those whose opinion of the Governor has gotten better over the past few months, they were more likely to have watched the Governor being interviewed on news shows, or have seen television ads that we've run (or both). Obviously, hearing and seeing the Governor in these formats is beneficial.
- The Governor continues to benefit from his brand. In open-ended responses, voters cite his being a straight shooter, being calm and well spoken, and experienced.
- Although not captured in our data specifically, the microtargeting team has found that turning out undeclared/independent voters in New Hampshire at a high rate (roughly 45K who would not vote absent a strong turnout operation) could potentially get the Governor to 35-40%.

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