



PUBLIC OPINION STRATEGIES

turning questions into answers

MEMORANDUM

TO: MARK RONCHETTI FOR GOVERNOR
FROM: NICOLE McCLESKEY
DATE: FEBRUARY 2, 2022
RE: NEW MEXICO REPUBLICAN PRIMARY SURVEY KEY FINDINGS

KEY FINDINGS

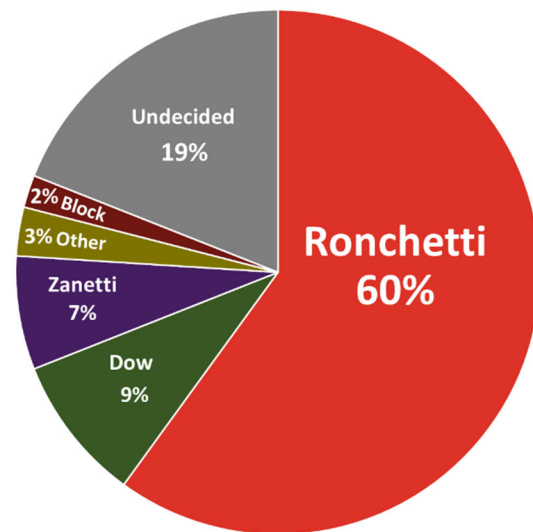
Mark Ronchetti is crushing the competition.

Ronchetti leads the primary field with 60% of the vote, with none of his opponents surpassing single digits.

Perhaps even more impressive is Ronchetti's name ID and image rating. Fully 93% of primary voters know the Ronchetti name with 81% favorable and just 5% unfavorable.

Even with positive information about the other candidates supplied, Ronchetti's support is unshakeable. Primary voters are excited about his candidacy and the potential to take down Governor MLG. They have rallied behind him early and without equivocation.

The vulnerabilities of his opponents are likely to be fatal, not only in the primary but the general election as well.



BOTTOM LINE

Mark Ronchetti will win the Republican nomination for Governor in New Mexico. His financial support coupled with his extraordinary grassroots backing as evidenced in the survey put him head-and-shoulders above the field. Republicans are hungry for a win in November, and they recognize only Mark Ronchetti can deliver.

METHODOLOGY

Public Opinion Strategies conducted a telephone survey of 400 Republican primary voters in New Mexico. Forty-nine percent (49%) of the interviews were conducted by cell phone. The survey was conducted January 31-February 1, 2022 and has a margin of error of $\pm 4.9\%$.