



RONCHETTI A PAPER TIGER; ZANETTI ONLY CANDIDATE TO BEAT MLG

DATE: Monday, January 10, 2021
TO: Interested Parties
FROM: Brent Buchanan, CEO & Founder
RE: Survey of Likely 2022 General Election Voters in New Mexico

Governor Grisham is in a bad position for an incumbent Democrat in New Mexico

- The **environment is ripe** for a GOP win in November. Voters believe New Mexico is off on the wrong track (WT +5), and they are not happy with President Biden (-2 net fav, 41% very unfavorable).
- The generic Democrat has a slight edge in the Governor's race (D+1). **Voters aged 65+ are R+4**, and they represent the **largest age group in the turnout universe (37%)**.
- **Voters are ready for someone new** as 52% want someone other than Grisham to be Governor. She only gets 39% re-elect (a measly 25% "definite") with 9% undecided.

Ronchetti starts off well then fades hard when voters are reminded about his experience

- On an uninformed head-to-head ballot, Grisham leads Ronchetti by 1% with 16% undecided.
- Once voters are presented with **Ronchetti's thin experience, Grisham takes the lead by 5%**.
 - *"Mark Ronchetti is a TV weatherman and anti-Trumper who lost the US Senate race in 2020. His only relevant work experience is as a weatherman, reading forecasts. He is pro-life, against measure to mitigate COVID-19 spread, and wants to stop illegal immigration."*
- He **loses** 10% of definite support with **Trump 2020 voters**; Grisham picks up 5% with women.

Zanetti's leadership experience performs the best against Grisham

- On uninformed head-to-head ballot, Grisham leads Zanetti by 4.7% with 21% undecided.
- Once voters are presented with **Zanetti's executive leadership background, he leads by 3%, a nearly 8-point swing** in Zanetti's direction.
 - *"Greg Zanetti is a retired general who served in the national guard. He has served our country overseas, managed investments for Bill Gates, and now runs a successful financial business. Greg is focused on fixing our economy, investing in education, and protecting our communities."*
- His leads +38 with Independents, +17 with 18 – 49, and **wins 12% of Biden 2022 voters**.
- The fact that Zanetti managed money for Bill Gates, the attack that has been levied by his primary opponents, has zero effect on voters on either end of the partisan spectrum.

Dow is a lame duck from the start

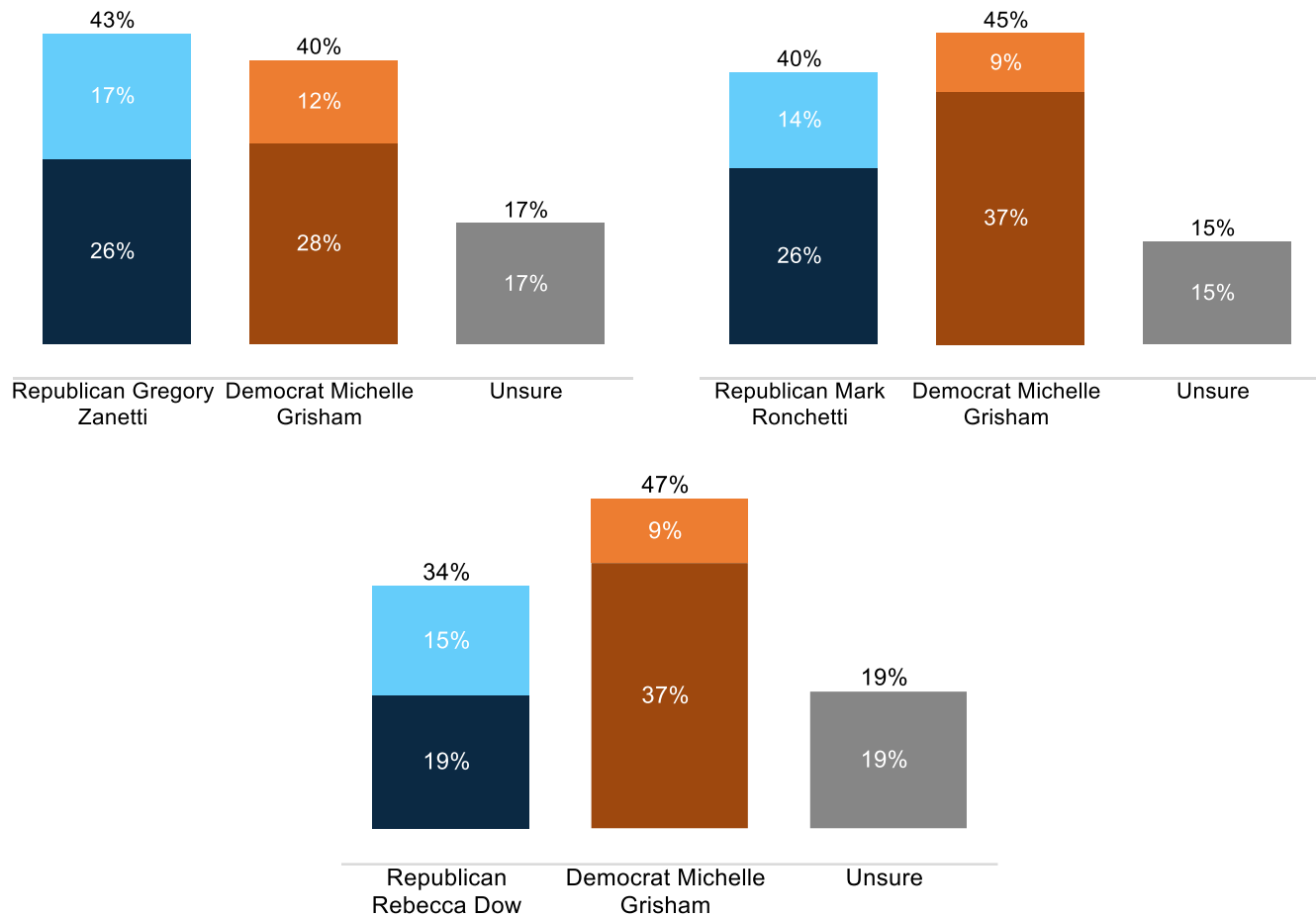
- On uninformed head-to-head ballot, Grisham leads Dow by 6.5% with 20% undecided.
- Once voters are presented with Dow's background and liabilities that have been widely [reported](#), Grisham leads by a huge 12%.
 - *"Rebecca Dow is a state legislator focused on defending mining and standing up for our rights. She runs a childcare center and had to settle a civil lawsuit after two children in her care were sexually assaulted."*
- Dow only gets 72% of Trump 2020 voters, 38% of Independents, and 25% of female voters.

Summary

- General election voters **top two issues** going into the November election are **public safety and jobs and the economy**.
- **Greg Zanetti's experience** as a General and in **finance is appealing** to voters across the political spectrum as his experience lines up with their top two issues.
- Once voters understand **Mark Ronchetti's lack of executive experience** at any level they **choose to re-elect MLG**, a candidate they initially rejected on the re-elect question.



- Republican primary voters, delegates, donors, and any voter who wants to see a change of leadership at the Roundhouse should be **concerned about Mark Ronchetti’s background** as a weatherman, as it will be easily and effectively exploited by Democrats in the General Election.
- What should further concern Republican primary voters is that **Ronchetti loses 10% of his Republican base in the General Election** once they hear he was previously a never-Trumper. Republicans cannot afford a 10% erosion of their base in pursuit of winning the Governor’s race.
- If Republicans want to win in November, they **need a candidate with executive experience**.



METHODOLOGY: This survey was conducted January 3 – 4, 2022, with 531 likely general election voters. It has a margin of error of $\pm 4.21\%$. Known registered voters were interviewed via IVR, SMS, and online panel. This survey was weighted to a likely general election voter universe.

ABOUT CYGNAL: [Cygnal](#) is an award-winning international public opinion and predictive analytics firm that pioneered multi-mode polling, peer-to-peer text collection, and Political Emotive Analysis. Cygnal is named the #1 Republican private pollster by Nate Silver’s *FiveThirtyEight* two cycles running, as well as the #1 most accurate polling and research firm in the country for 2018 by *The New York Times*. Its team members have worked in 47 states and countries on more than 2,100 corporate, public affairs, and political campaigns.

