



To: Interested Parties  
From: Rick Wiley, Senior Advisor, Bolduc for Senate  
Date: April 5, 2022  
Re: Update on The State of The New Hampshire Senate Race

---

Seven months before Election Day, every available statistic and metric confirms retired Brigadier General Don Bolduc remains the GOP front-runner in the primary race to defeat Senator Maggie Hassan. With the clock ticking and Democrats running out of time to turn around their broader national fortunes, Bolduc is poised to emerge from the September 13 primary in a strong position for the eight-week stretch run. Here are five reasons why:

1. **Bolduc Is The Best Known and Best Liked Candidate Among GOP Voters Of All Ideological Stripes:**

New polling data from [Saint Anselm College Survey Center](#) shows Bolduc with the highest name identification and favorability among the Republican field:

Favorable/Unfavorable Party Registration Among Republicans:

- Retired Brigadier General Don Bolduc: 51% favorable/ 9% unfavorable (+42)
- Former Londonderry Town Manager Kevin Smith: 28% favorable/5% unfavorable (+23)
- State Senate President Chuck Morse: 31% favorable/6% unfavorable (+25)

2. **Bolduc's Favorability Holds Up Across The Spectrum of GOP Voters:**

Bolduc's lead holds up amongst GOP voters of all stripes, including among moderates that should be a more natural fit with establishment-backed candidates like Morse and Smith.

Favorable/Unfavorable by Ideology

- Bolduc
  - Very Conservative  
55% favorable/ 5 unfavorable (28% Strongly Favorable)
  - Somewhat Conservative  
39% favorable/ 11% unfavorable
  - Moderate  
29% favorable/19% unfavorable
- Smith
  - Very Conservative  
27% favorable, 3% unfavorable (6% strongly favorable)

Somewhat Conservative  
18% favorable/ 5% unfavorable

Moderate  
13% favorable/10% unfavorable

- Morse  
Very Conservative  
31% favorable/5% unfavorable (11% strongly favorable)

Somewhat Conservative  
25% favorable/6% unfavorable

Moderate  
21% favorable/12% unfavorable

### 3. **Morse & Smith Are Competing For The Same Pool Of Voters:**

Both State Senator Morse and Town Manager Smith hail from the same part of the state, compete for the same pool of voters and lack Bolduc's goodwill with conservative grassroots voters. Bolduc would have the edge in a one-on-one match-up against either Morse or Smith, but the current construct of the race prevents either of the establishment candidates from building a majority coalition.

### 4. **Bolduc Runs Closest With Hassan Among Moderates:**

While hypothetical head-to-head general election match-ups are not the most useful indicator at this point in time (although Bolduc runs the most competitive), among moderate voters, Hassan and Bolduc are virtually tied, 35-34%. Nearly [40% of the New Hampshire](#) electorate is unenrolled and belongs to neither party. An eye-popping 65% of moderates disapprove of Biden's handling of the economy. Both Hassan and President Biden's reputations are underwater with moderates:

Hassan underwater 37/52%  
Biden underwater 33/65%

### 5. **No Amount Of Money Can Offset Hassan's Political Climate:**

Hassan spent close to [\\$10 million dollars](#) last year, and has already reserved [\\$13 million dollars'](#) worth of television advertising for the fall. Yet despite it all, she cannot improve her standing with voters. In [January's St. Anselm survey](#), her job approval stood at 45%-51%; today it is virtually unchanged at 46%-49%. The entire Republican field of candidates will be outtraised by Hassan, who has the full support of left-wing special interests in Washington who know the Senate majority runs through New Hampshire. But as the [Washington Post's](#) Dan Balz observed last weekend, "Democrats need a change in the national mood: events or things to alter what Gallup and other pollsters continue to report ... Democrats have only a few months left to begin turning the lines on all these polls upward."

###