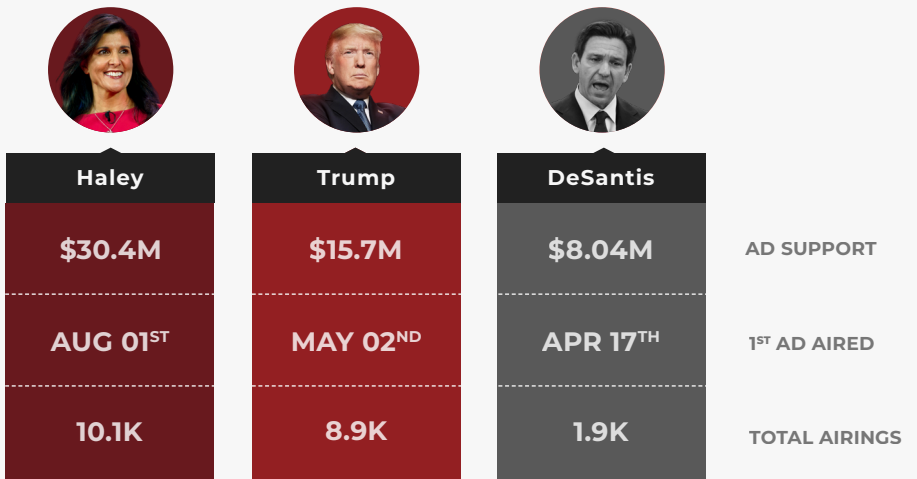


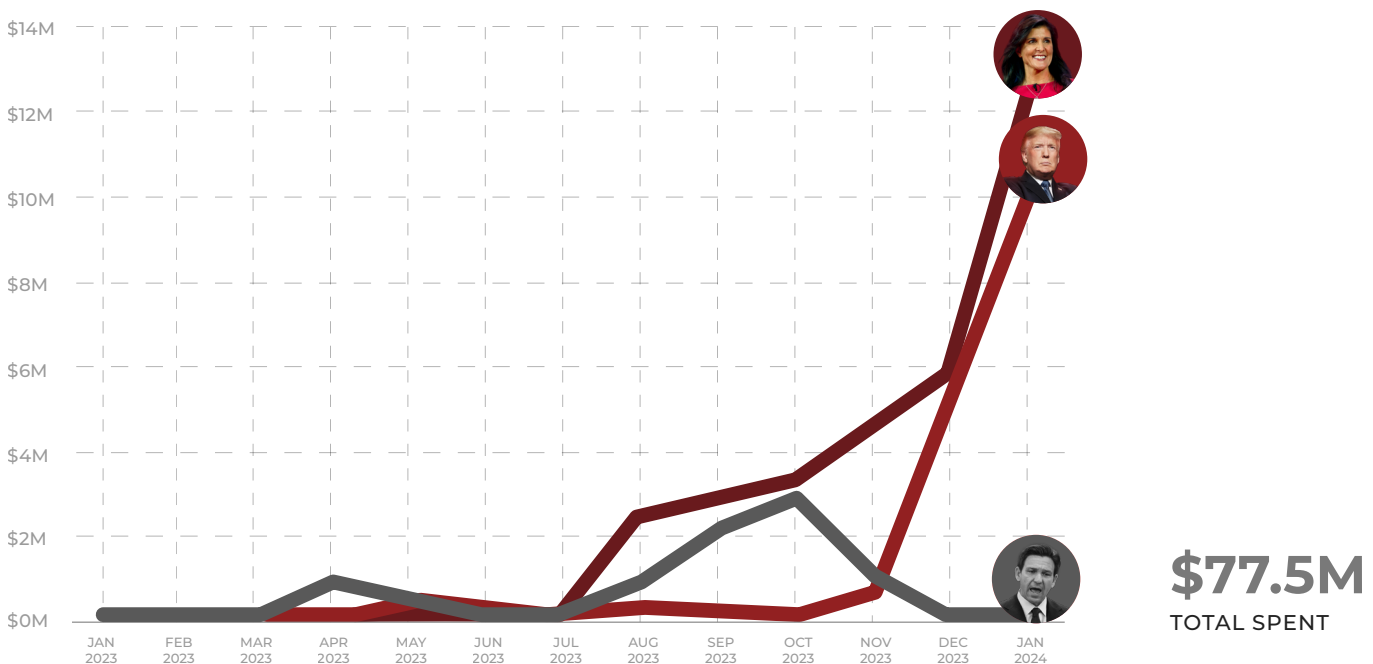
THE NEW HAMPSHIRE REPUBLICAN PRESIDENTIAL PRIMARY SPENDING OVERVIEW

The Granite State will host the second contest of the Republican Presidential primary this Tuesday and, following DeSantis' announcement to suspend his campaign, has become a two-person race. New Hampshire has seen \$77.5M in total ad spending from Republican candidates and groups. In total, 27% of all Republican Presidential primary spending has gone toward New Hampshire.

Of the \$77.5M spent in New Hampshire nearly 60% has been in support of either Haley or Trump, with each seeing more than \$15M in ad support. No other candidate received more than \$9M. While DeSantis dropped out of the race on January 21st, he had not seen TV support in the state since November 12th.



NH PRESIDENTIAL 2024 PRIMARY



THE NEW HAMPSHIRE REPUBLICAN PRESIDENTIAL PRIMARY MESSAGING OVERVIEW

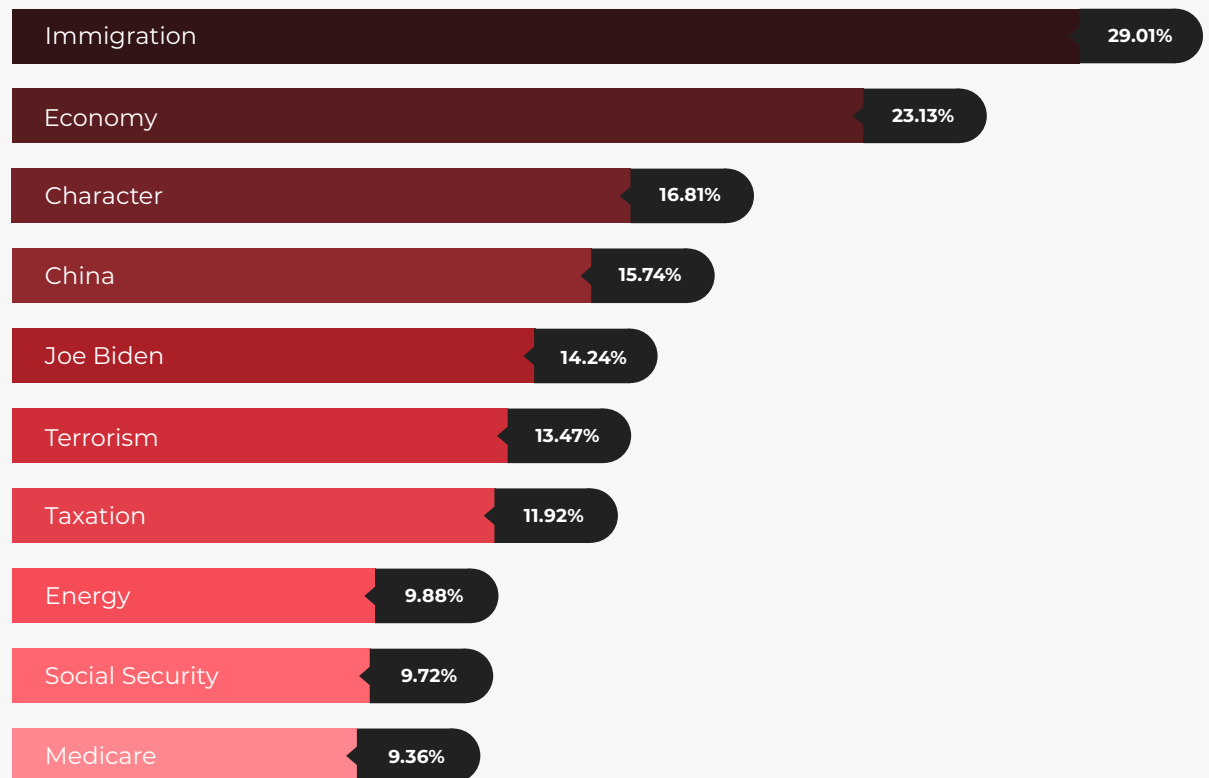
Immigration, the economy, candidates' characters, and China have dominated TV ad messaging during the New Hampshire Republican Presidential primary through 1/21/2024.

Of the 30.3K TV airings captured during the primary, 68.8% were either negative or contrast ads. The leading target of these airings has been Joe Biden at 42.4%. Within the Republican primary field, 32.6% have targeted Haley, 17.9% Trump, and 7% DeSantis.

In recent months, Haley, Trump, and their allied PACs have been responsible for the vast majority of the broadcast airings with over 91% coming from those advertisers since December 1st. The most aired ads from Trump and MAGA Inc. focused on Haley's positions concerning [Social Security](#) and [taxes](#). Meanwhile, the [Haley campaign's most aired ad](#) described Trump and Biden as the "two most disliked politicians in America" and [SFA Fund's](#) discussed immigration and the southern border.

MOST MENTIONED ISSUES

Top 10 issues mentioned by advertisers



30.3K TOTAL AIRINGS

68.8% CONTRAST OR NEGATIVE BROADCAST ADS

98 TOTAL UNIQUE ADS