



# Memorandum

The following memo is based on a National Research Inc. survey of 500 likely New Hampshire Republican Primary voters. The survey was conducted on May 15-17, 2023. The margin of error for this survey is +/- 4.38% at the 95% confidence interval. The survey was commissioned by American Greatness.

## State of the GOP Primary

Former President Donald Trump holds a 21-point lead over Governor Ron DeSantis in a multi-candidate ballot, 39%-18%. But the unique story in New Hampshire is the fact that Governor Chris Sununu is essentially tied with Governor DeSantis for second place, garnering 17% of the vote.

## Current Ballot

Governor Sununu is a top tier candidate in New Hampshire as a "favorite son" candidate. This is hurting Governor DeSantis and the rest of the field, as it absorbs much of the "not Trump" vote. Trump holds double digit leads over key subgroups, such as those who are most engaged.

	Total	Favorable of Both Trump & DeSantis	Definitely Vote & 9-10 Vote Interest	Seen Ads About Trump & DeSantis
Trump	39%	57%	45%	38%
DeSantis	18%	20%	19%	19%
Sununu	17%	4%	13%	20%
Ramaswamy	6%	5%	6%	5%
Haley	3%	1%	2%	3%
Hutchinson	1%	--	--	2%
Pence	1%	--	1%	--
Scott	1%	1%	1%	--
Und/Other/Ref	15%	12%	13%	13%

\* Numbers may not sum to 100 due to rounding.

## Perceptual Attributes

As in other states we have recently surveyed, former President Trump holds an advantage over Governor DeSantis on the key three perceptual attributes that we are tracking, on the economy, the battle against far-left progressive ideology, and compassion. His advantage on the economy is clearly his strongest.

	Trump	DeSantis	Spread
Best to Improve Our Economy	54%	13%	T +41%
Strongest to Oppose Far-Left Progressives	40%	21%	T +19%
Cares About Needs and Concerns of People Like Me	34%	17%	T +17%

## Other Key Findings

New Hampshire Republican primary voters are concerned most about the crisis at our southern border, liberal politicians in DC, and taxes/cost of living. Election security also registers as a double digit issue.

	Total
Border Security	22%
Liberal politicians in DC	21%
Taxes and Cost of Living	16%
Election / Ballot Security	10%
China/Iran	6%
Abortion	4%
Public School Curriculum	3%
Crime	2%
Retirement Security	2%
Second Amendment Rights	2%
Other/All/None/Undecided/Refused	12%

## Survey Demographics

<u>Party Registration</u>	<u>Total</u>
Republican	77%
Undeclared	23%
 <u>Gender</u>	
Male	53%
Female	47%
 <u>Race/Ethnicity</u>	
Non-Hispanic White	93%
African American	1%
Hispanic/Latino	2%
Asian/Indian	1%
Other/Refused	3%
 <u>Age</u>	
18-34	5%
35-44	8%
45-54	14%
55-64	25%
65+	48%
 <u>Data Collection Method</u>	
Live Telephone Interviews (Landline and Cell) & Text-To-Online	
 <u>Sample Source</u>	
Voter List	

*National Research Inc. is a Republican survey research firm located in central New Jersey. They are not affiliated with any current 2024 Presidential candidate. They have been the campaign pollster for successful Republican presidential, gubernatorial, and congressional campaigns for the past 30 years. In addition to their political polling, they've conducted opinion research in the gaming, finance, retail, telecommunications, and energy spaces.*