



Memorandum

The following memo is based on a National Research Inc. survey of 500 Likely Republican Primary voters in the state of Florida. The survey was conducted on May 8-9, 2023. The margin of error for this survey is +/- 4.38% at the 95% confidence interval. The survey was commissioned by American Greatness. Demographic and methodology information are attached at the end of this memo.

State of the GOP Primary

Both former President Donald Trump and Governor Ron DeSantis are, not surprisingly, very popular among Republican primary voters in Florida. This popularity is currently benefitting Trump to a higher degree, as he leads the Governor by 8-points in a multi-candidate ballot.

The Current Ballot

Trump's current ballot lead increases among voters who are most engaged: those who are favorable to both candidates, those who are the most enthusiastic about voting, and those who have recently seen commercials about both candidates.

	Total	Favorable of Both Trump & DeSantis	Definitely Vote & 9-10 Vote Interest	Seen Ads About Trump & DeSantis
Trump	42%	53%	44%	47%
DeSantis	34%	34%	34%	31%
Haley	2%	--	1%	1%
Ramaswamy	2%	1%	2%	1%
Hutchinson	--	--	1%	1%
Pence	2%	1%	2%	2%
Scott	1%	--	1%	2%
Sununu	1%	--	1%	--
Und/Other/Ref	16%	11%	14%	15%

Perceptual Attributes

Former President Trump holds an advantage over Governor DeSantis when it comes to which candidate is viewed as the best to improve our economy, as well as the strongest candidate to take on the far-left progressives. The two candidates are statistically tied when it comes to which one is better described by: "cares about the needs and concerns of people like me".

	Trump	DeSantis	Spread
Best to Improve Our Economy	46%	18%	T +28%
Strongest to Oppose Far Left Progressives	33%	27%	T +6%
Cares About Needs and Concerns of People Like Me	26%	25%	T +1%

Most Important Issue

Primary voters are most concerned with progressive politicians in Washington DC, and by connection, some of the problems that they attribute to them, such as border security, election security, and the cost of living.

	Total
Liberal politicians in DC	26%
Border Security	17%
Election/Ballot Security	12%
Taxes and Cost of Living	11%
China/Iran	8%
Second Amendment	4%
Public School Curriculum	4%
Crime	3%
Abortion	2%
Retirement Security	2%
Other/All/None/Undecided/Refused	11%

Survey Demographics

<u>Party Registration</u>	<u>Total</u>
Republican	100%
<u>Gender</u>	
Male	49%
Female	51%
<u>Race/Ethnicity</u>	
Non-Hispanic White	78%
African American	4%
Hispanic/Latino	13%
Other/Refused	5%
<u>Age</u>	
18-34	8%
35-44	9%
45-54	12%
55-64	20%
65+	51%
<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.