



# Memorandum

*The following memo is based on a National Research Inc. survey of 500 likely Nevada Republican Primary voters. The survey was conducted on June 26-28, 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 maintains a 30-point lead over Florida Governor Ron DeSantis among likely Nevada primary voters. Trump leads DeSantis 52%-22% in the multi-candidate ballot; last month, he led DeSantis 53%-21%. The change is statistically insignificant and within the survey's margin of error.

## **Overall: Ballot Trend**

Former New Jersey Governor Chris Christie and South Carolina Governor Nikki Haley are tied for third at 3% each.

	<u>Current Results:</u> June 2023	<u>Previous Results:</u> May 2023	Change
Trump	52%	53%	-1
DeSantis	22%	21%	+1
Christie	3%	n/a	+3
Haley	3%	3%	--
Ramaswamy	2%	2%	--
Scott	2%	2%	--
Pence	2%	1%	+1
Hutchinson	--	--	--
Undecided/Other/Ref	14%	17%	-3

*(\*\*Numbers may not sum to 100% due to rounding)*

**Current Ballot: June 2023**

Trump leads DeSantis by 45-points (64%-19%) among voters who are favorable to Trump. DeSantis trails by 21-points (50%-29%) among the primary voters who are favorable to DeSantis. Among the primary voters who are favorable to both candidates, Trump leads DeSantis by 34-points (57%-23%). Last month in Nevada, Trump led DeSantis 59%-22% among voters who are favorable to both candidates.

In short, DeSantis continues to lose among his own favorables - the very voters who like DeSantis are currently voting for Trump.

	Total	Favorable Trump	Favorable DeSantis	Favorable Both
Trump	52%	64%	50%	57%
DeSantis	22%	19%	29%	23%
Christie	3%	--	--	--
Haley	3%	2%	2%	2%
Ramaswamy	2%	2%	2%	2%
Scott	2%	2%	2%	2%
Pence	2%	1%	1%	1%
Hutchinson	--	--	--	--
Undecided/Other/Ref	14%	10%	14%	13%

(more)

## Perceptual Attributes

The perceptual attributes of Trump and DeSantis largely follow the same broad patterns of our previous Nevada survey. His strengths over DeSantis continue to be on the economy, the fight against the progressive left, and on empathy. Trump increased his lead over DeSantis when it comes to which one is better able to defeat President Biden.

### **CURRENT RESULTS: JUNE 2023**

	Trump	DeSantis	Spread
Best to Improve Our Economy	65%	10%	T +55
Strongest to Oppose Far-Left Progressives	50%	23%	T +27
Cares About Needs and Concerns of People Like Me	45%	16%	T +29
Best Chance of Beating Joe Biden	44%	26%	T +18

### **PREVIOUS RESULTS: MAY 2023**

	Trump	DeSantis	Spread
Best to Improve Our Economy	64%	11%	T +53
Strongest to Oppose Far-Left Progressives	49%	22%	T +27
Cares About Needs and Concerns of People Like Me	46%	17%	T +29
Best Chance of Beating Joe Biden	39%	29%	T +10

## Other Key Findings

- President Trump's Image Rating is 82% Favorable/18% Unfavorable. This is exactly what it was in our May survey in Nevada.
- Governor DeSantis's Image Rating is 76% Favorable/19% Unfavorable. Last month, it was 79% Favorable/16% Unfavorable.
- Ad recall is higher for DeSantis (63%) than for Trump (51%) this past month.
- The top issues for these voters: Liberal Politicians in Washington (25%); Border Security (19%); Election Security (14%); and Taxes and the Cost of Living (9%).

## Survey Demographics

<u>Party Registration</u>	<u>Total</u>
Republican	100%
 <u>Gender</u>	
Male	51%
Female	49%
 <u>Race/Ethnicity</u>	
Non-Hispanic White	81%
African American	2%
Hispanic/Latino	8%
Asian/Indian	4%
Other/Refused	5%
 <u>Age</u>	
18-34	6%
35-44	8%
45-54	12%
55-64	22%
65+	52%
 <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 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.*