



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 June 12-14, 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 has increased his lead over Florida Governor Ron DeSantis among likely New Hampshire primary voters. Trump now leads DeSantis 44%-12% in the multi-candidate ballot; last month, he led DeSantis 39%-18%.

Overall: Ballot Trend

Former New Jersey Governor Chris Christie and South Carolina U.S. Senator Tim Scott are tied for third at 7% each. Interestingly, removing Governor Sununu from this month's survey did NOT benefit Governor DeSantis, as some assumed it would have.

	<u>Current Results:</u> June 2023	<u>Previous Results:</u> May 2023	Change
Trump	44%	39%	+5
DeSantis	12%	18%	-6
Christie	7%	n/a	n/a
Scott	7%	1%	+6
Haley	5%	3%	+2
Ramaswamy	3%	6%	-3
Pence	3%	1%	+2
Hutchinson	2%	1%	+1
Sununu	n/a	17%	n/a
Undecided/Other/Ref	18%	15%	+3

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

Current Ballot: June 2023

A consistent thorn for Governor DeSantis is that those voters who are favorable to him (63%) are voting for Trump, 51%-18%. Among those who have a favorable opinion of both candidates, Trump holds a 51-point lead (64%-13%).

Among voters who have been visited by the DeSantis campaign (including staffers, volunteers, and surrogates) Trump holds a 25-point lead (36%-11%).

	Total	Favorable Trump	Favorable DeSantis	Favorable Both	Visited by DeSantis Campaign
Trump	44%	69%	51%	64%	36%
DeSantis	12%	10%	18%	13%	11%
Christie	7%	1%	1%	1%	8%
Scott	7%	4%	7%	5%	4%
Haley	5%	2%	3%	2%	11%
Ramaswamy	3%	3%	4%	4%	--
Pence	3%	1%	2%	1%	--
Hutchinson	2%	--	--	--	3%
Undecided/Other/Ref	18%	10%	14%	10%	27%

Perceptual Attributes

The perceptual attributes of Trump and DeSantis largely follow the same broad patterns of the previous survey, although Trump's advantages increased marginally.

CURRENT RESULTS: JUNE 2023

	Trump	DeSantis	Spread
Best to Improve Our Economy	55%	11%	T +44
Strongest to Oppose Far-Left Progressives	42%	19%	T +23
Cares About Needs and Concerns of People Like Me	36%	15%	T +21
Best Chance of Beating Joe Biden	35%	25%	T +10

PREVIOUS RESULTS: MAY 2023

	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
Best Chance of Beating Joe Biden	34%	29%	T +5

Other Key Findings

- President Trump's Image Rating is 63% Favorable/37% Unfavorable.
- Governor DeSantis's Image Rating is 63% Favorable/32% Unfavorable.
- Ad recall is higher for DeSantis (71%) than for Trump (62%) this past month.
- The top issues for these voters: Liberal Politicians in Washington (26%); Border Security (16%); Taxes and Cost of Living (14%); and Election Security (9%).

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 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.