



# Memorandum

The following memo is based on a National Research Inc. survey of 500 likely Nevada Republican Primary voters. The survey was conducted on May 30 – June 1, 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 32-point lead over Governor Ron DeSantis in a multi-candidate ballot, 53%-21%, among likely Nevada Republican Primary voters. The rest of the field is either undecided or in the low single digits.

## Current Ballot

Trump holds a 37-point lead over DeSantis among voters who are favorable to both candidates. He also holds double digit leads over voters who are most engaged and motivated to vote in the primary, as well as among those who have seen ads on behalf of both candidates.

	Total	Favorable of Both Trump & DeSantis	Definitely Vote & 9-10 Vote Interest	Seen Ads About Trump & DeSantis
Trump	53%	59%	54%	56%
DeSantis	21%	22%	22%	18%
Haley	3%	1%	3%	4%
Scott	2%	1%	2%	2%
Ramaswamy	2%	2%	2%	3%
Pence	1%	1%	1%	1%
Sununu	--	--	--	1%
Hutchinson	--	--	--	--
Und/Other/Ref	17%	14%	16%	15%

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

## Perceptual Attributes

Former President Trump holds a substantial lead over Governor DeSantis on who primary voters feel is the best candidate to improve our economy. He is also seen as a stronger voice against far-left progressives and is seen as more empathetic. Trump holds a 10-point lead over Governor DeSantis when it comes to which candidate has the best chance to defeat President Biden.

	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
Has the Best Chance of Defeating Joe Biden	39%	29%	T+10

## Other Key Findings

Two issues - liberal politicians in DC and our crisis at the border - account for one half of issue concerns among these primary voters. The only other issue to hit double digits: election and ballot security and preventing voting fraud.

	Total
Liberal Politicians in DC	26%
Border Security	24%
Election/Ballot Security	11%
Taxes and Cost of Living	9%
China/Iran	6%
Retirement Security	4%
Second Amendment Rights	4%
Public School Curriculum	3%
Crime	2%
Abortion	2%
Other/All/None/Undecided/Refused	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 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.*