



Memorandum

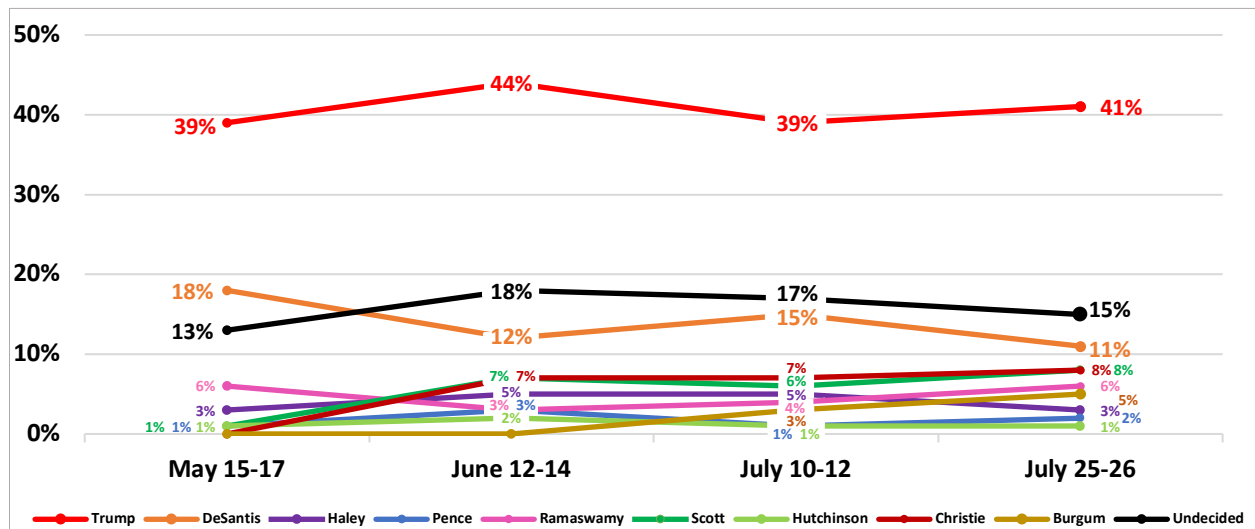
The following memo is based on a National Research Inc. survey of 500 likely New Hampshire Republican Primary voters. The survey was conducted on July 25-26, 2023. The margin of error for this survey is +/- 4.38% at the 95% confidence interval. The survey was commissioned by American Greatness.

State of the GOP Primary

Former President Donald Trump holds a 30-point lead over Florida Governor Ron DeSantis in a multi-candidate ballot among likely New Hampshire primary voters. Senator Tim Scott and former New Jersey Governor Chris Christie are tied with 8% and each are within the margin of error of DeSantis.

Overall Ballot Trend

Governor DeSantis has trended downward over the spring and summer, starting at 18% in May and currently at 11% in late July. Trump has held relatively steady, while Scott and Christie are both within striking distance of second place.



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

Ballot Among Key Groups

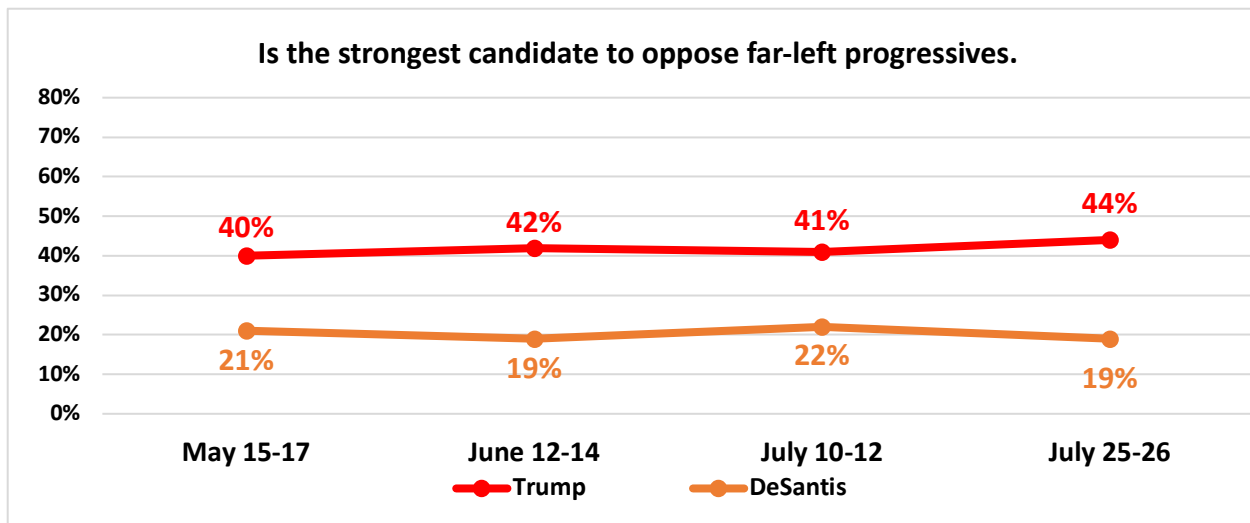
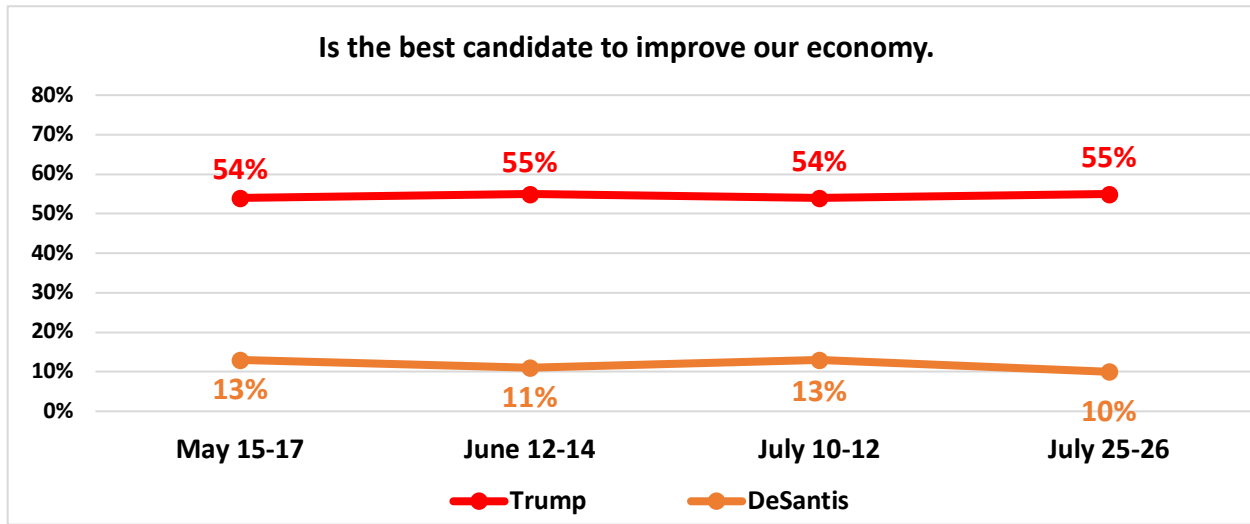
DeSantis is still well behind among his own favorables. The voters who like him are voting for Trump, which really boxes him in. Among the voters who have seen recent television ads critical of Trump, the former President leads DeSantis by 34-points. Senator Scott seems to be getting the most benefit from those ads.

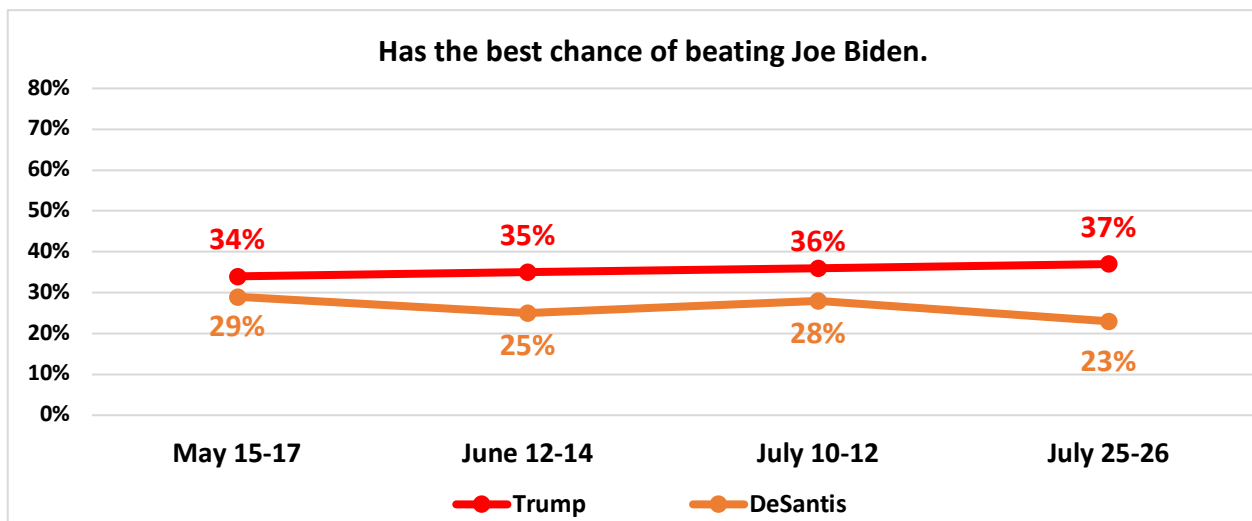
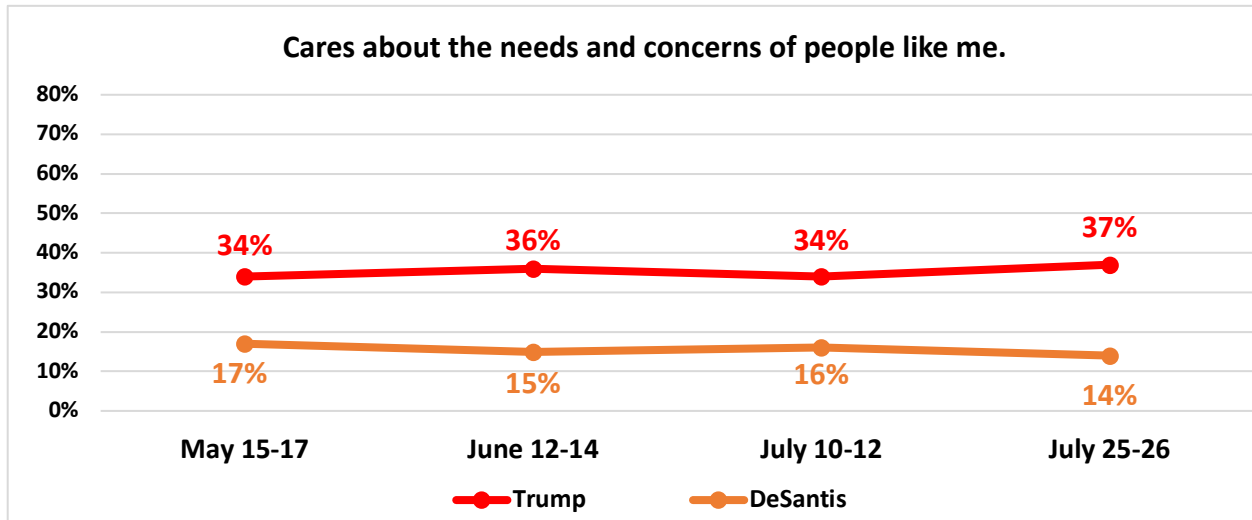
	Total	Favorable Trump	Favorable DeSantis	Favorable Both	Seen TV Ads Critical of Trump
Trump	41%	66%	49%	61%	39%
DeSantis	11%	10%	16%	13%	5%
Haley	3%	2%	3%	2%	2%
Ramaswamy	6%	5%	7%	6%	4%
Hutchinson	1%	--	--	--	2%
Pence	2%	--	1%	--	4%
Scott	8%	4%	6%	4%	16%
Christie	8%	2%	3%	2%	6%
Burgum	5%	2%	3%	2%	5%
Undecided	15%	8%	11%	10%	15%

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

Perceptual Attribute Trend

Trump has maintained and grown his lead over DeSantis on key perceptual attributes. Trump's 14-point advantage over DeSantis on "best chance of beating Joe Biden" is his largest yet and suggests that DeSantis's "electability" argument is losing steam.





Summary

The data presents a grim outlook for Governor DeSantis. Other candidates, in particular Senator Scott and Governor Christie - appear poised to overtake the Florida Governor's second place positioning. Trump still maintains a strong position in the field and the TV spots running against him appear to be benefitting Scott at DeSantis's expense.

Survey Demographics

<u>Party Registration</u>	<u>Total</u>
Republican	77%
Independent/Unaffiliated/Other	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	7%
35-44	9%
45-54	15%
55-64	26%
65+	43%
 <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.