

# New Hampshire Republican primary polling

April 2023

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# Methodology

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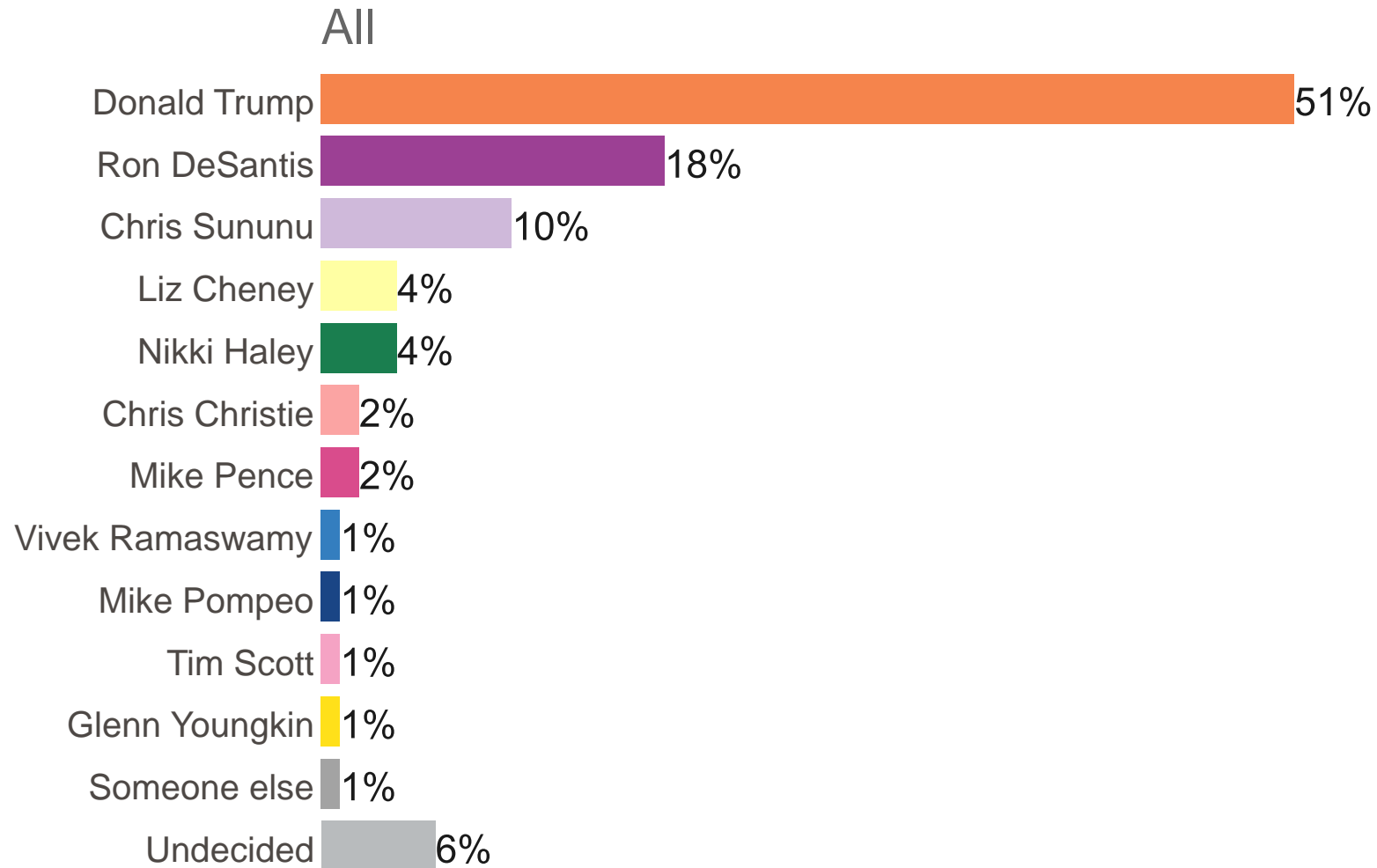
J.L. Partners polled a representative sample of 623 registered Republicans and undeclared voters who would request a ballot in 2024 presidential primary.

- Fieldwork dates of 2<sup>nd</sup> April to 11<sup>th</sup> April 2023
- Sample collected using mixed methods:
  - Live landline call for 132 responses (21%)
  - Live mobile call for 88 responses (14%)
  - SMS for 330 responses (53%)
  - In-app for 73 responses (12%)
- Quotas were added to ensure representative data: on gender, age, education, partisan registration (Republican or undeclared), race, congressional district, and participation in previous primary elections
- The sample was weighted back to the population using data on the same variables: on gender, age, education, partisan registration (Republican or undeclared), race, congressional district, and participation in previous primary elections
- 5-minute survey
- Margin of error: 3.9%

# State of play



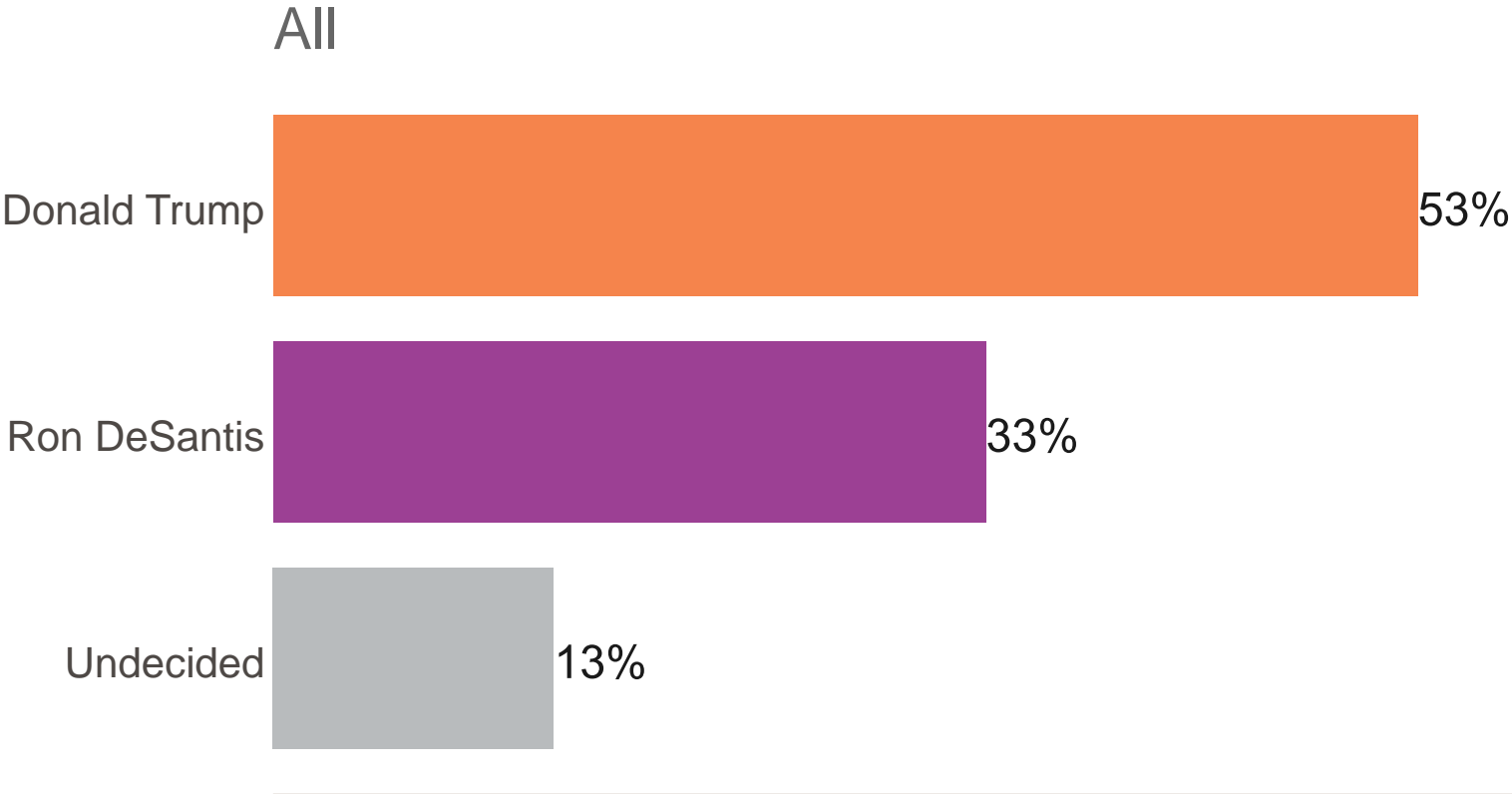
# Donald Trump leads the New Hampshire primary by 33 points



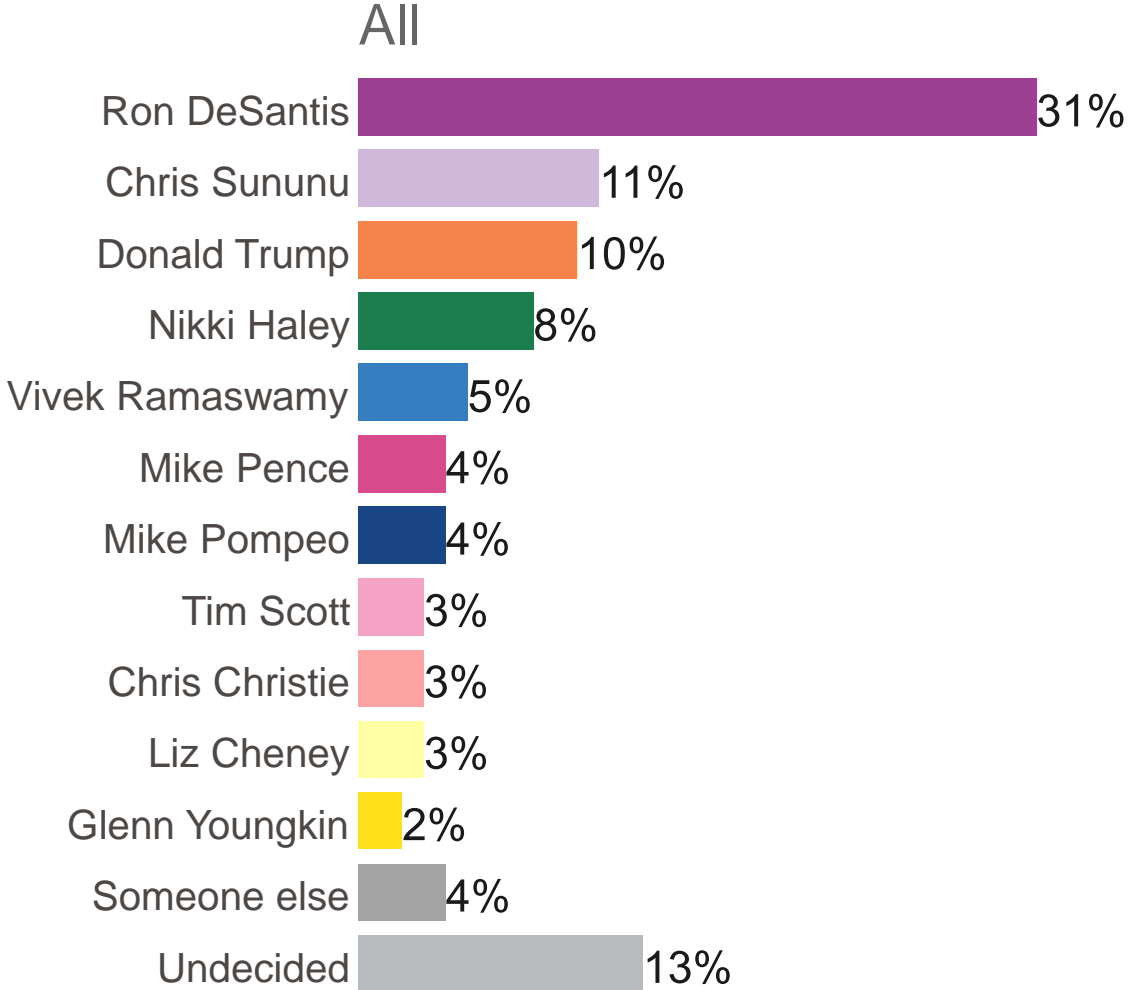


# In a Trump/DeSantis match-up, Trump leads by 20 points

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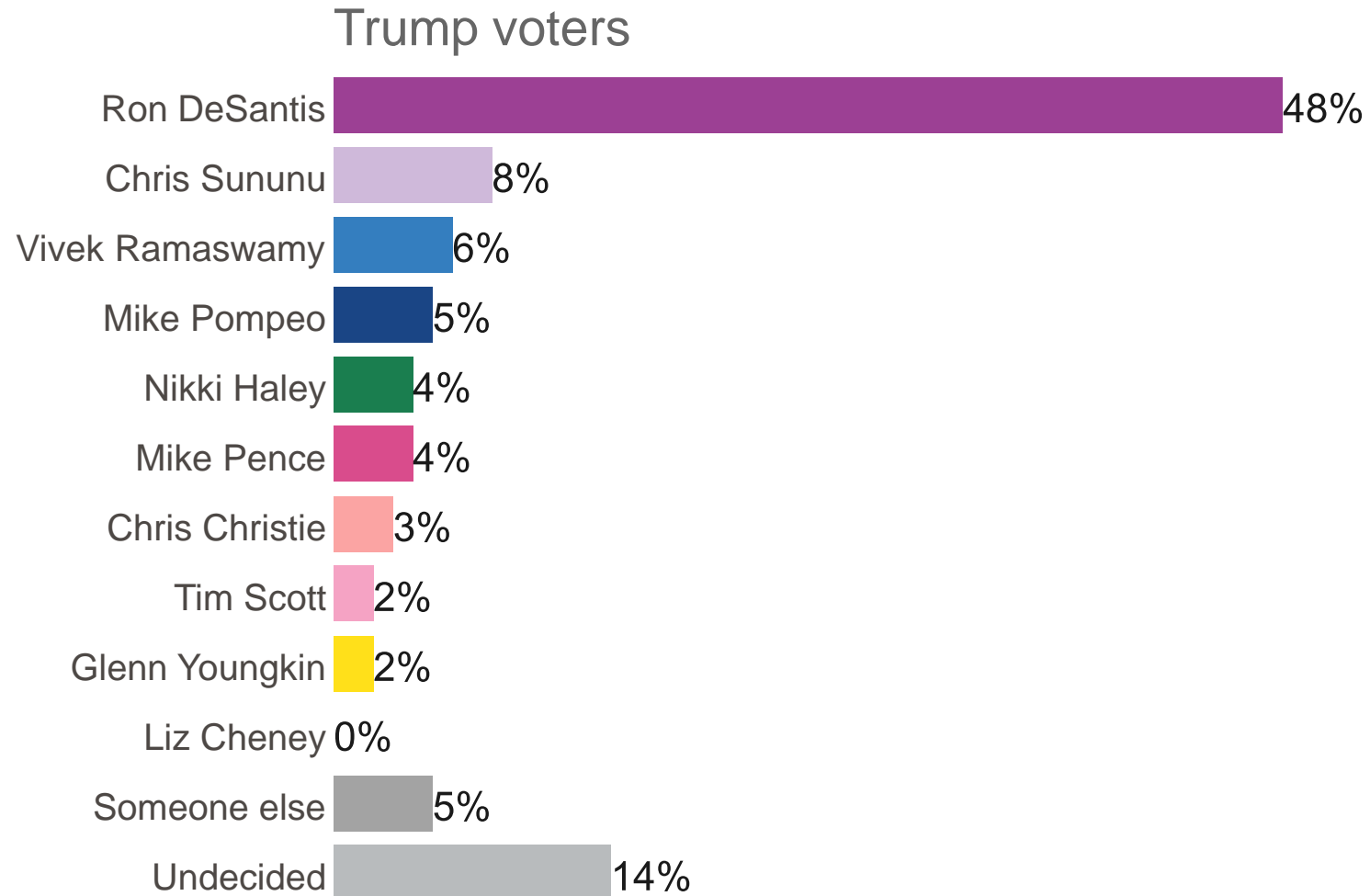


# DeSantis is around one-third of voters' second choice in the primary

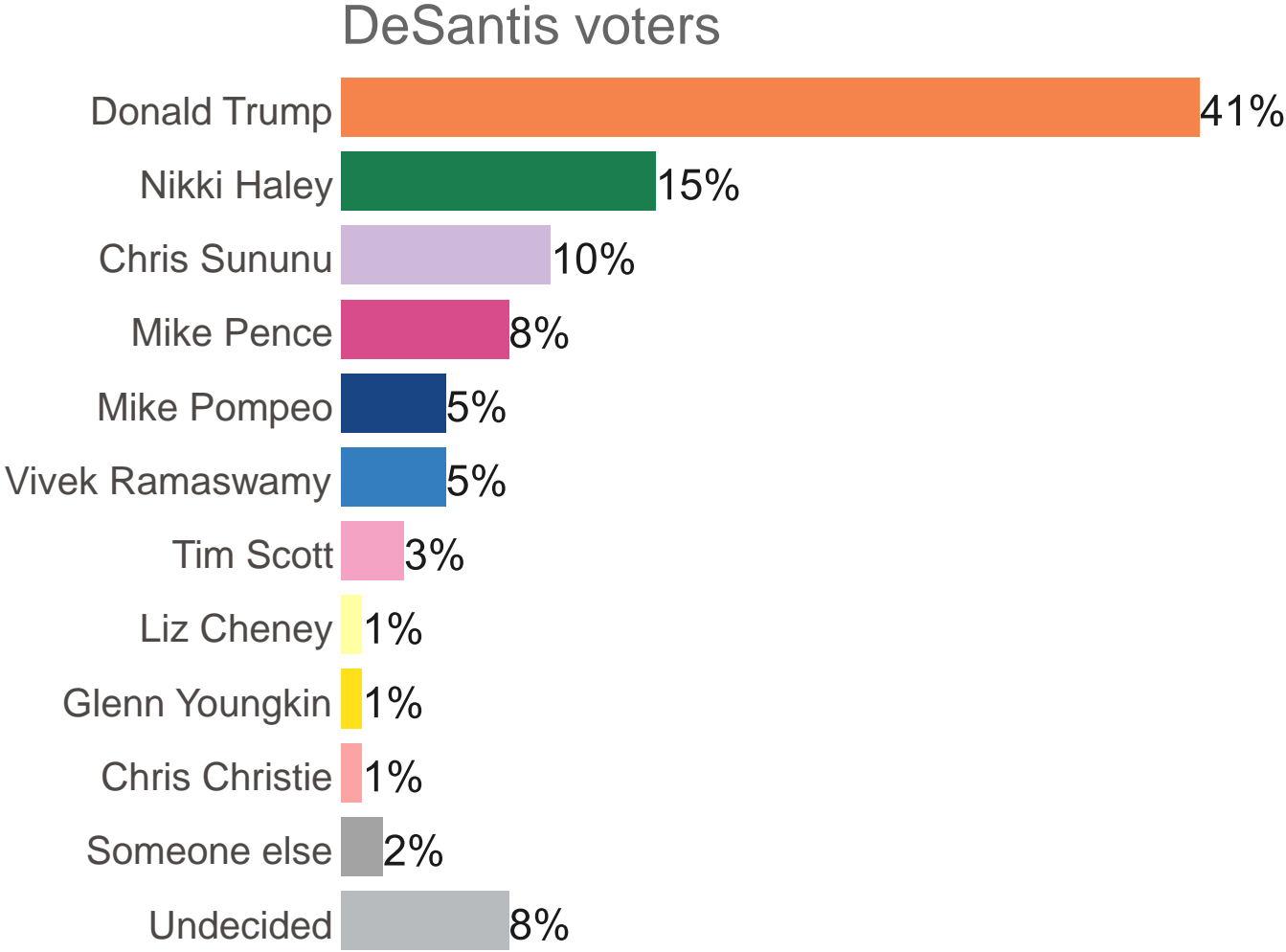


Q6. Now, who would your second choice be? [Just answered by those who gave a 1<sup>st</sup> preference]

# DeSantis is one half of NH Trump voters' second choice



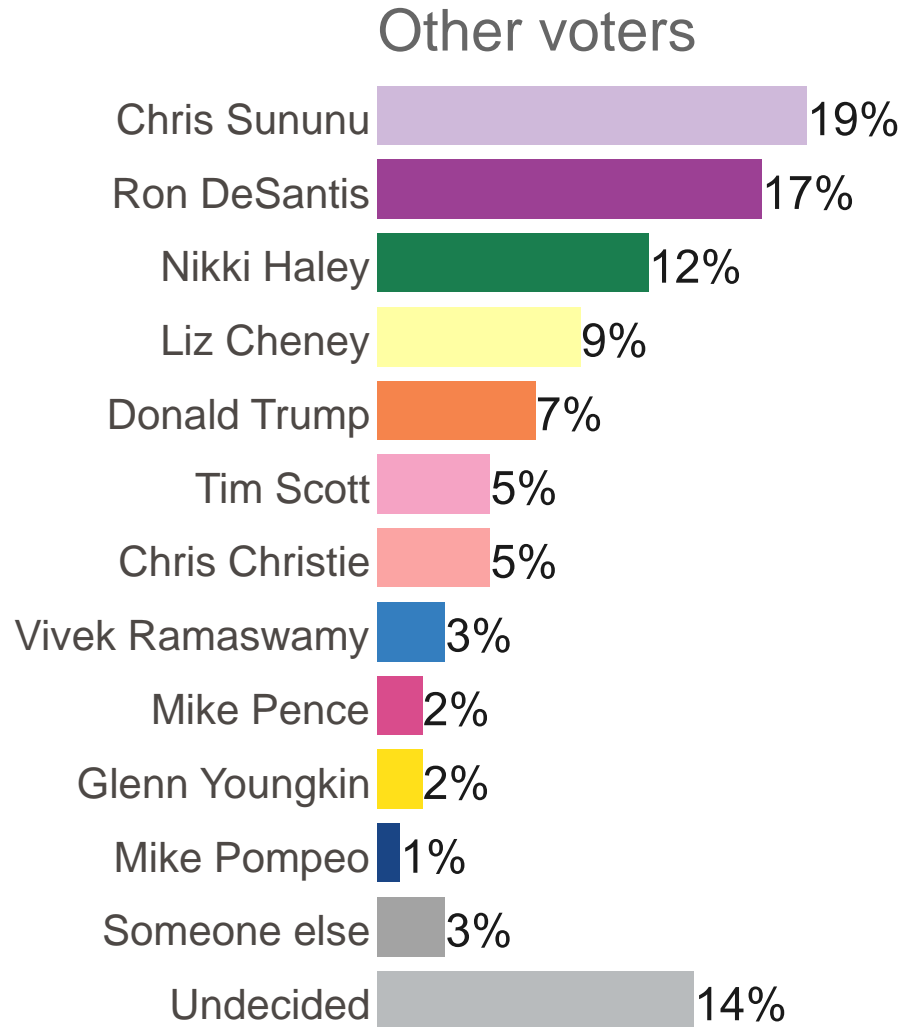
# Trump is the second choice of four in ten DeSantis voters, followed by Haley on 15%



Q6. Now, who would your second choice be? [1<sup>st</sup> preference DeSantis voters only]

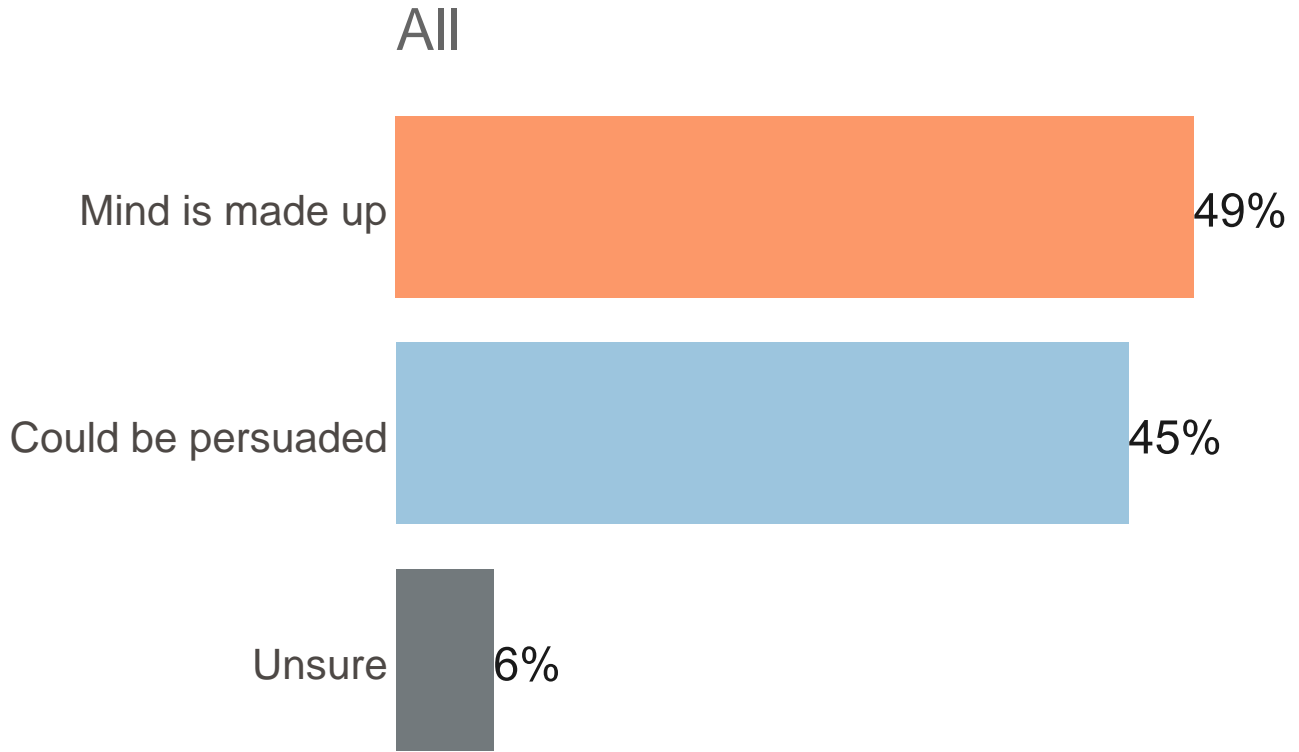


# Voters for candidates other than Trump and DeSantis put Sununu and DeSantis as their second choices



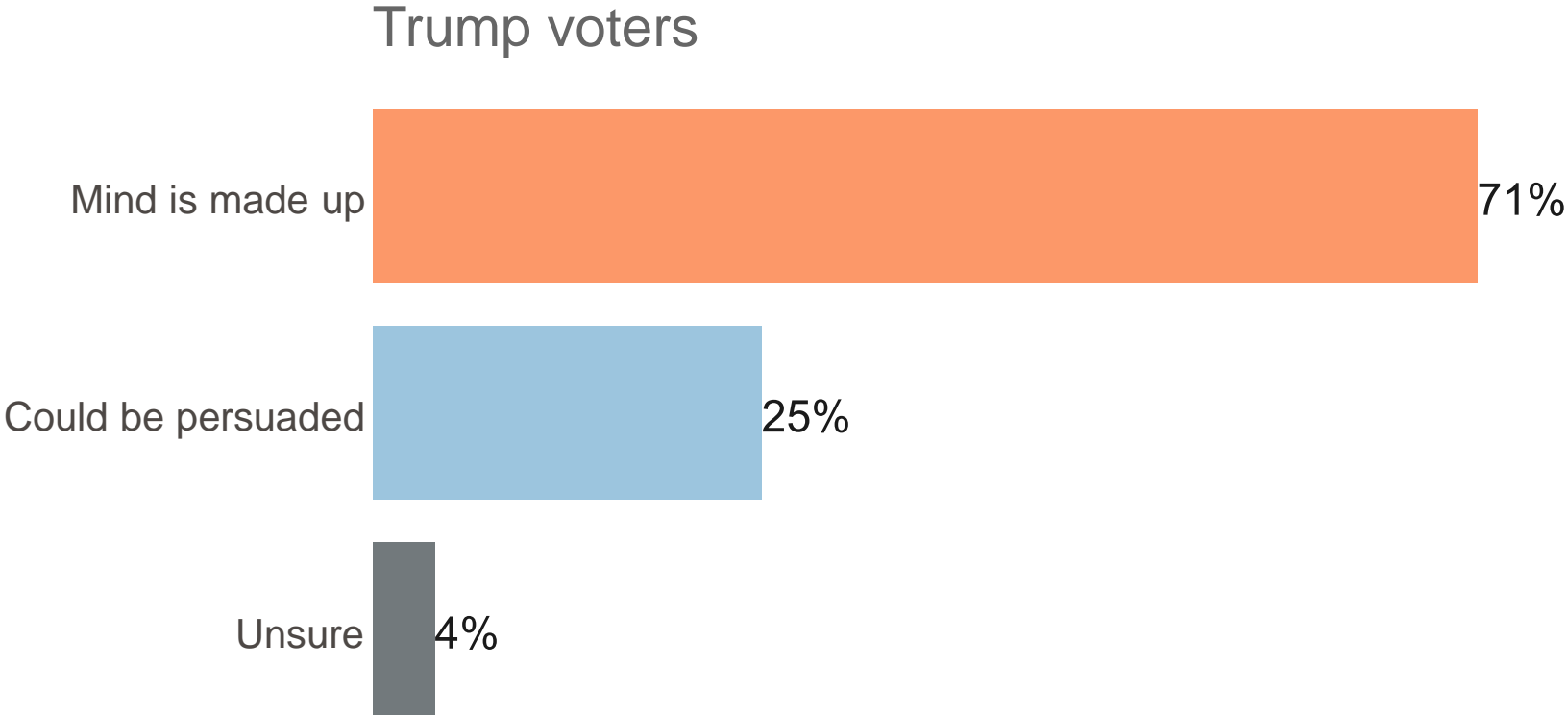
# Half of New Hampshire primary voters say their mind is made up

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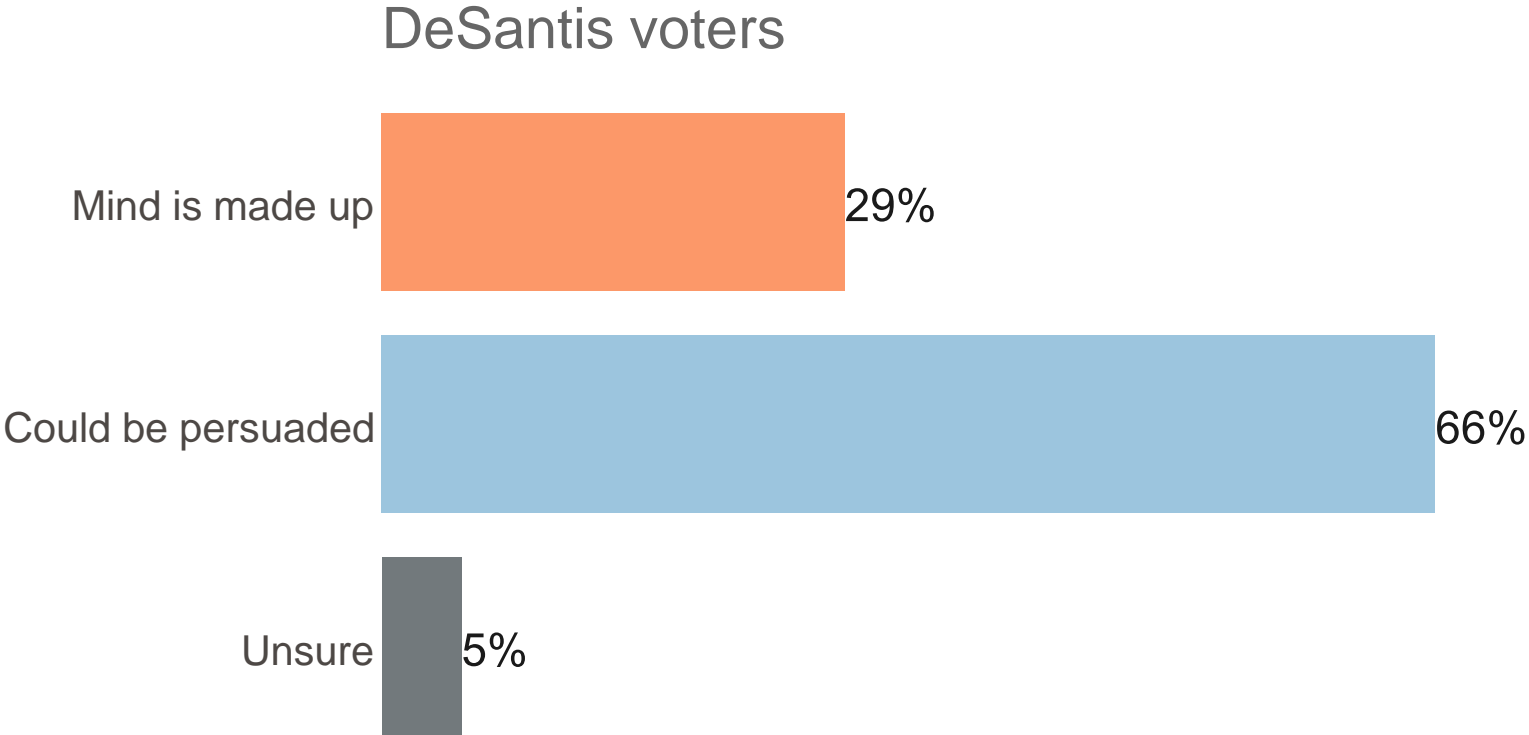
# Seven in ten Trump voters say their mind is made up

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# Two-thirds of DeSantis voters say they could be persuaded to support another candidate

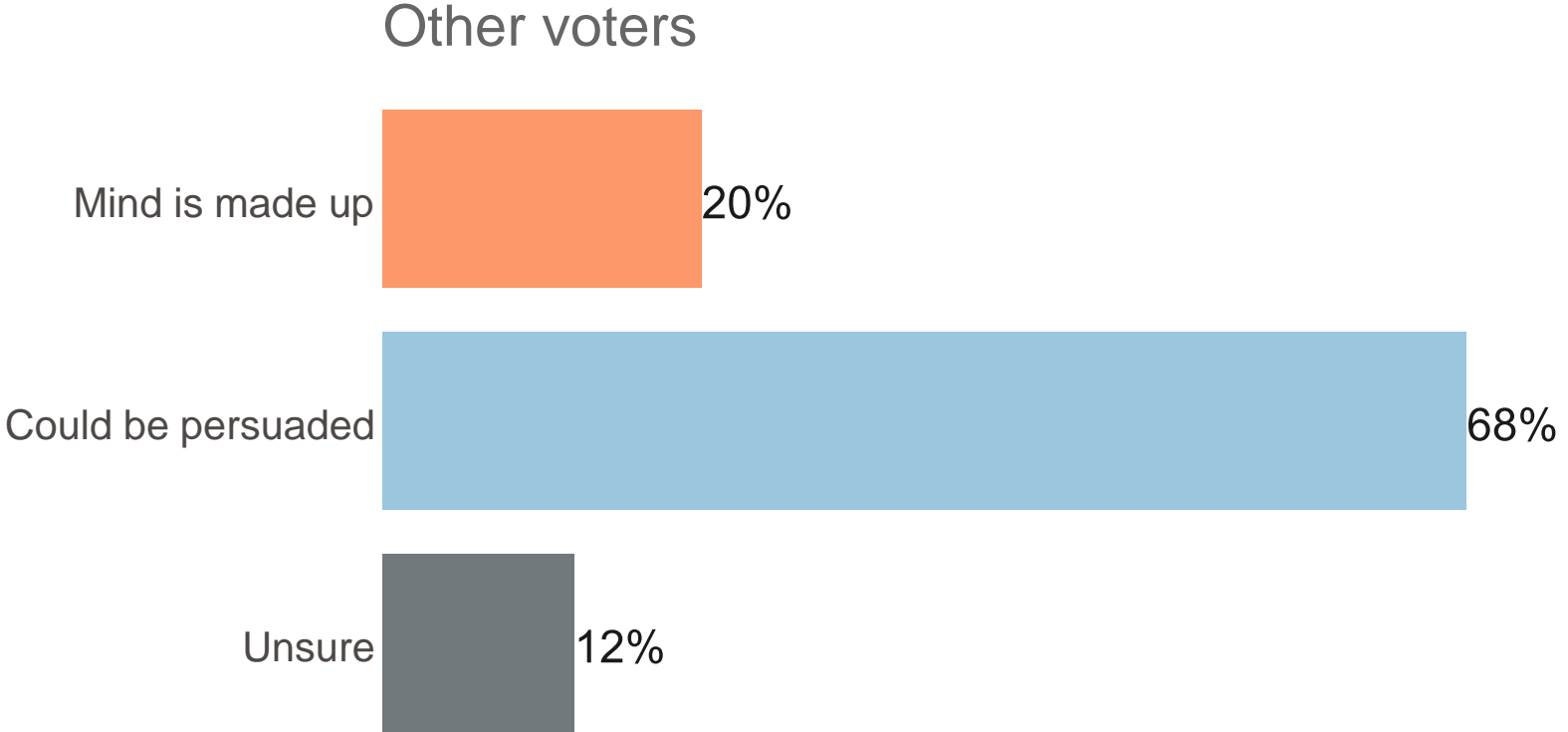
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Q9. Would you say your mind is made up to support your first choice candidate, or could you still be persuaded to support another candidate as your first choice? [1<sup>st</sup> preference DeSantis voters only]

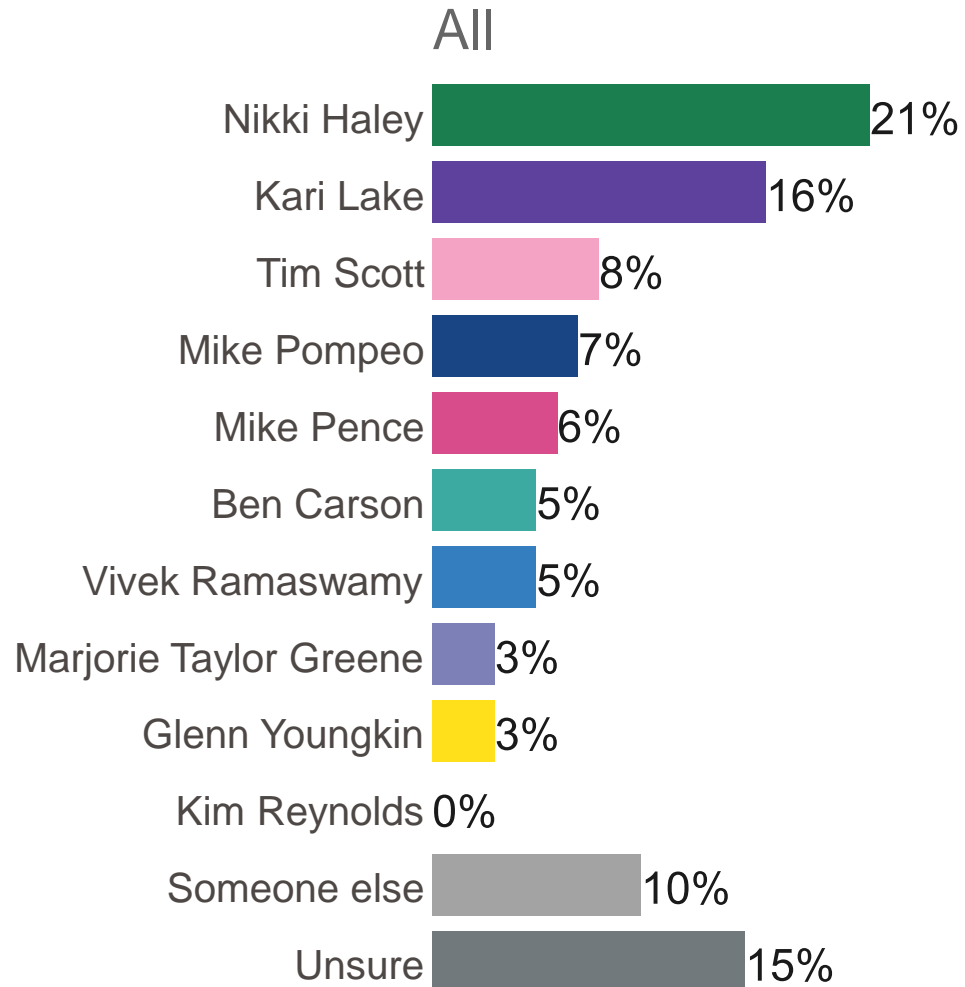
# Non-Trump and non-DeSantis voters have a big chance of being won over

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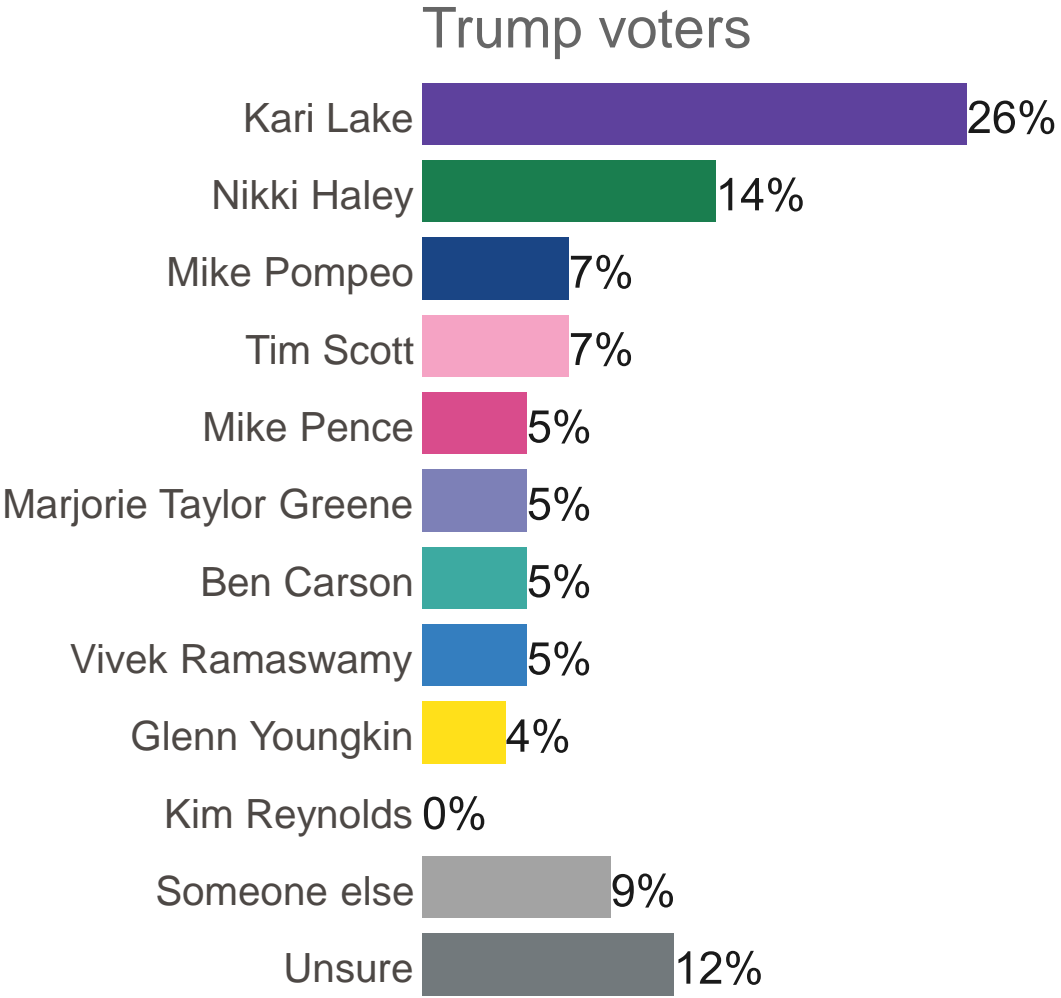
Q9. Would you say your mind is made up to support your first choice candidate, or could you still be persuaded to support another candidate as your first choice? [Just those that do not have a 1st preference for DeSantis or Trump]

# Nikki Haley is NH's choice for the VP nomination



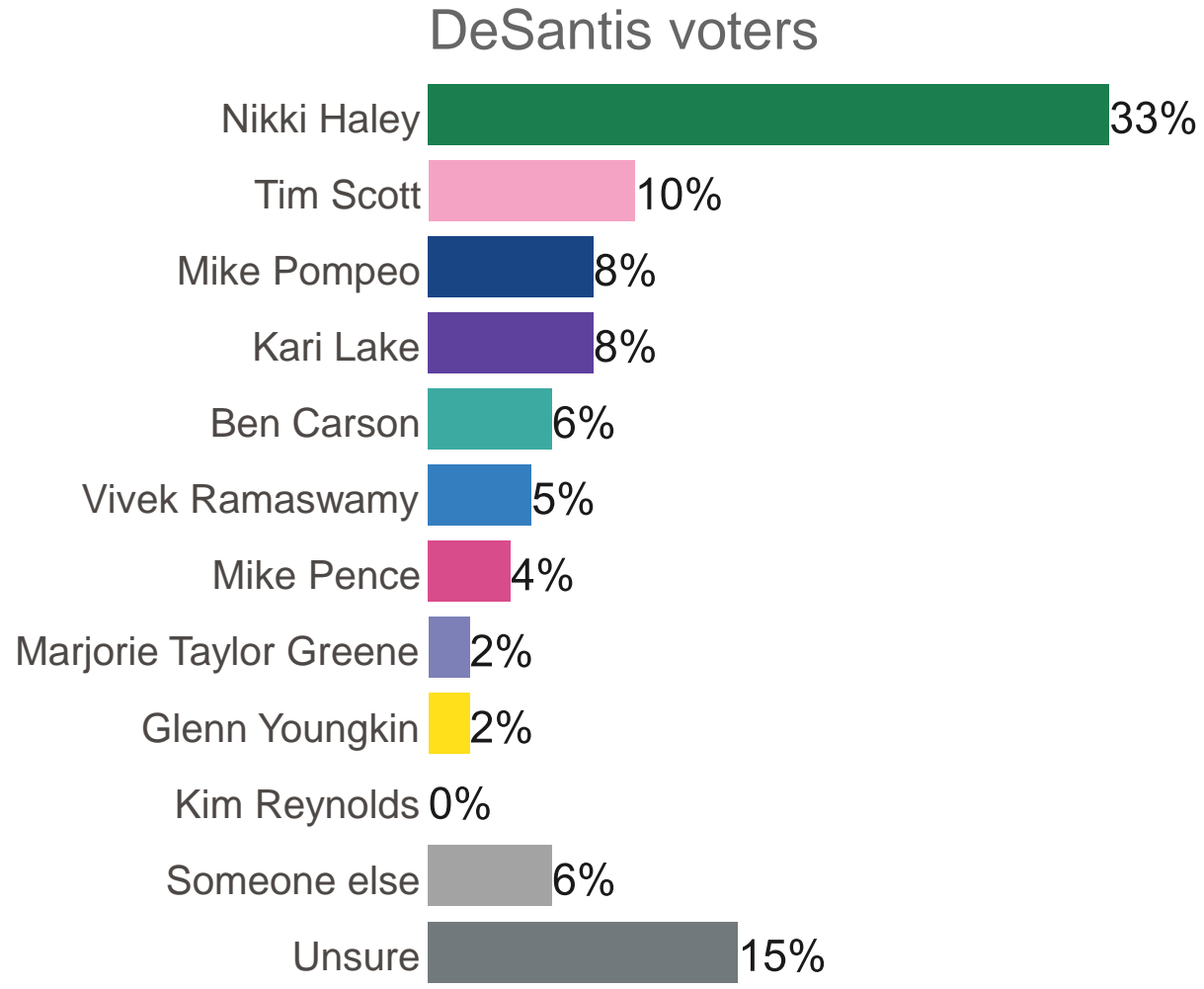


# Amongst Trump voters, Kari Lake is the top choice for VP in NH

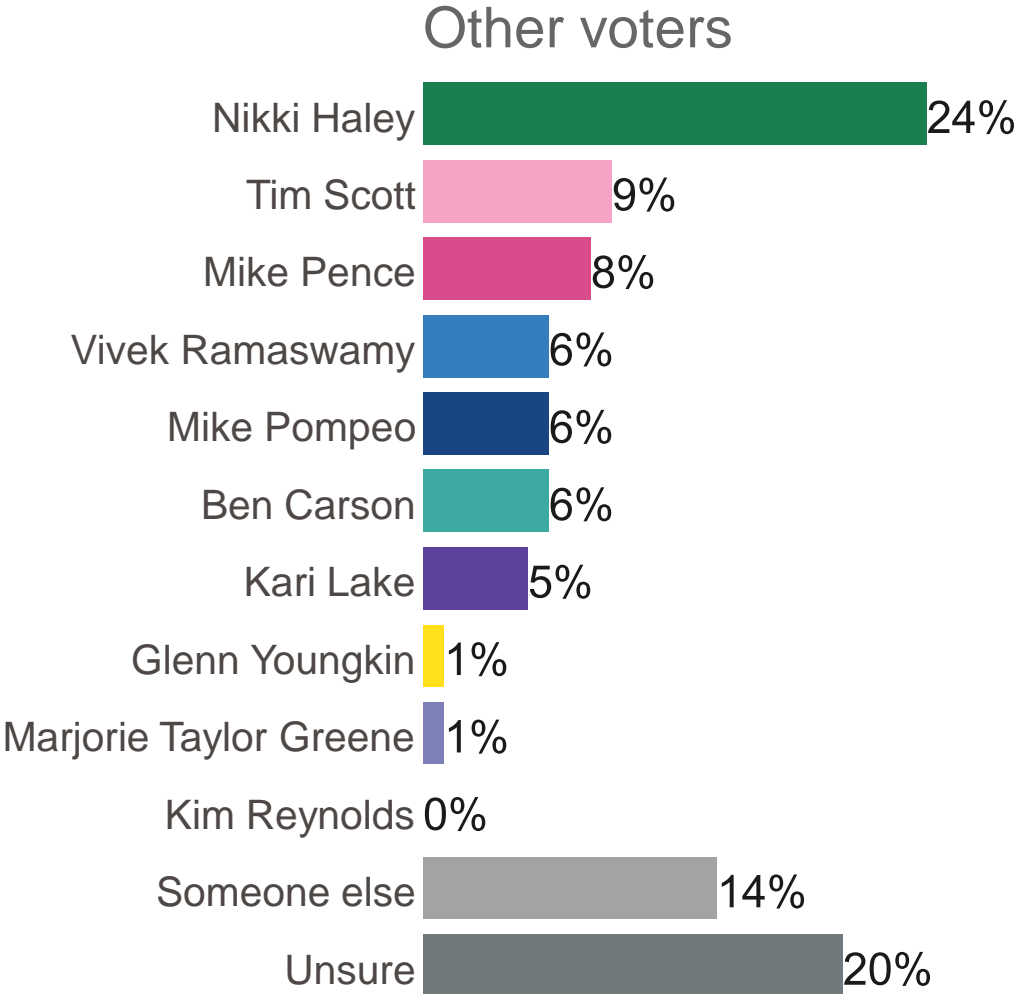


Q8. Of the following, who would you like to see as the Republican Vice-Presidential candidate? [1st preference Trump voters only]

# DeSantis voters in NH opt for Nikki Haley for VP



# A good deal of Haley's support comes from those who are not saying they will vote for Trump or DeSantis



Q8. Of the following, who would you like to see as the Republican Vice-Presidential candidate? [Just those that do not have a 1st preference for DeSantis or Trump]

# Leadership attributes









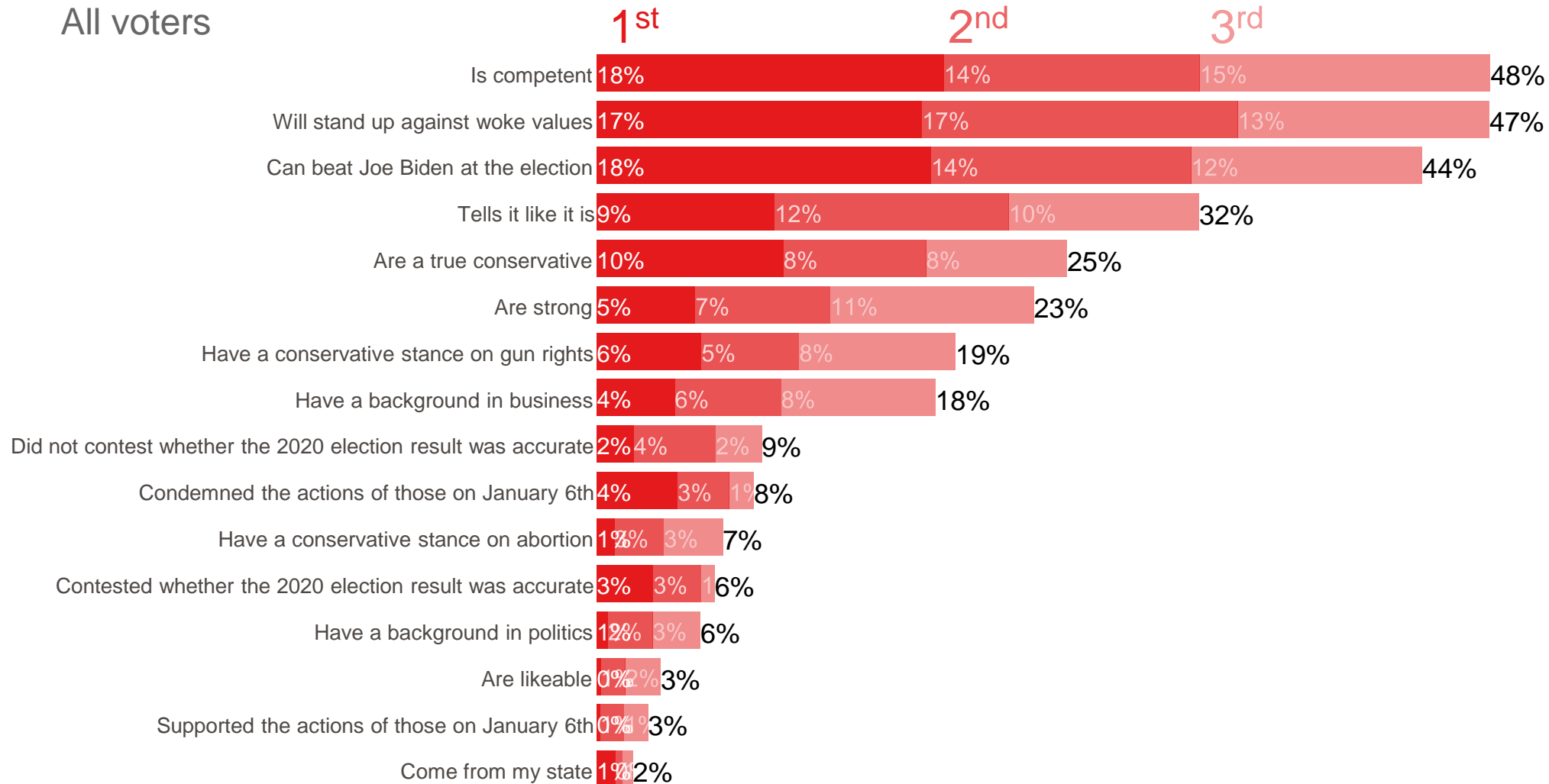




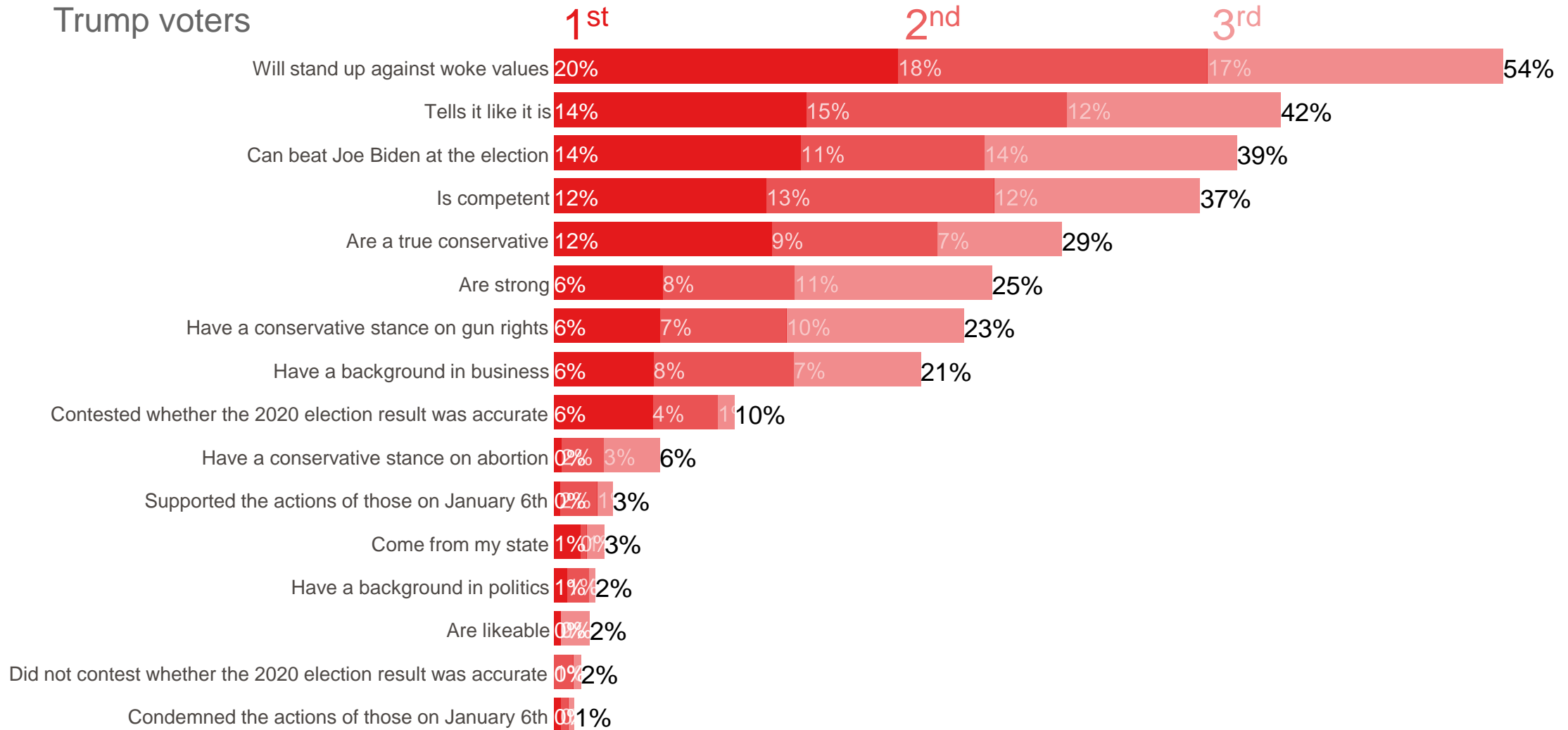


# Saliency: competence, standing up against woke values, and being able to beat Joe Biden are the most important factors in the race

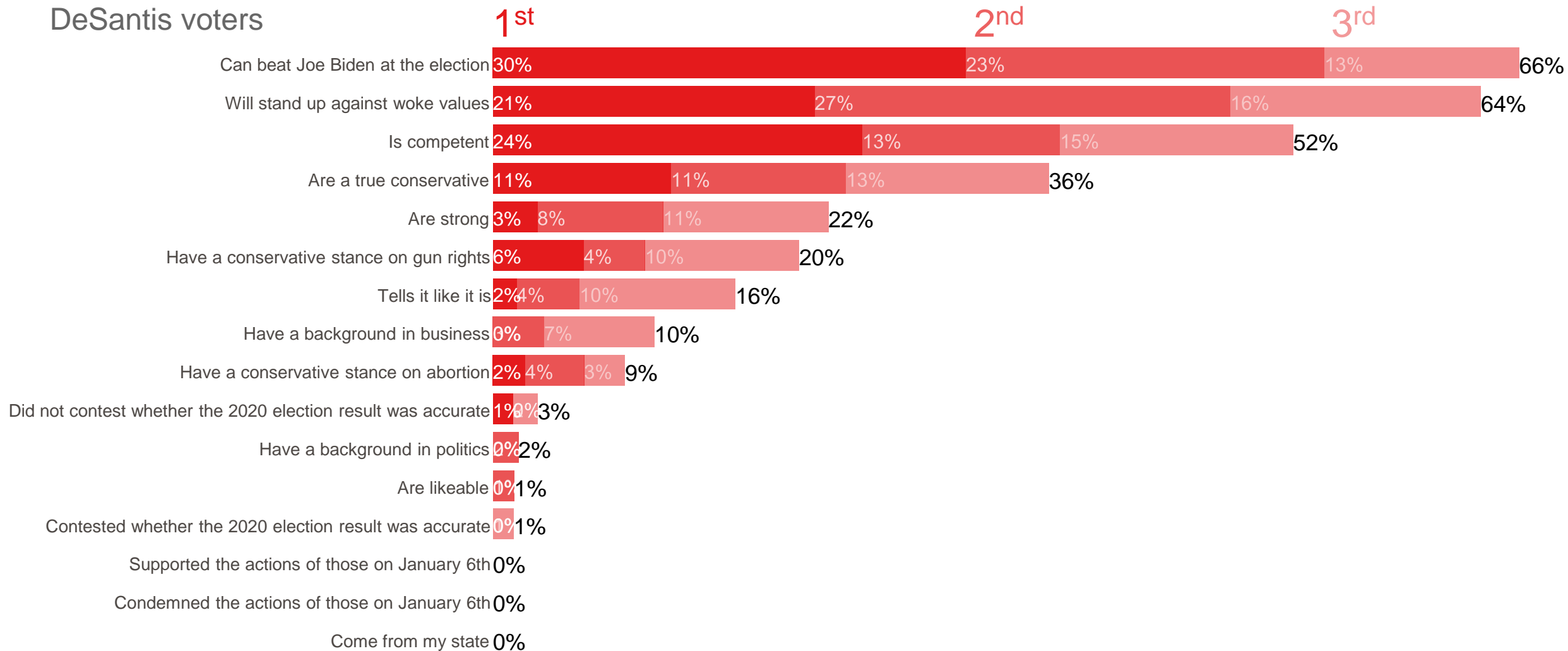
All voters



# Saliency: Trump voters put slightly more focus on ‘tells it like it is’ and standing up against woke values

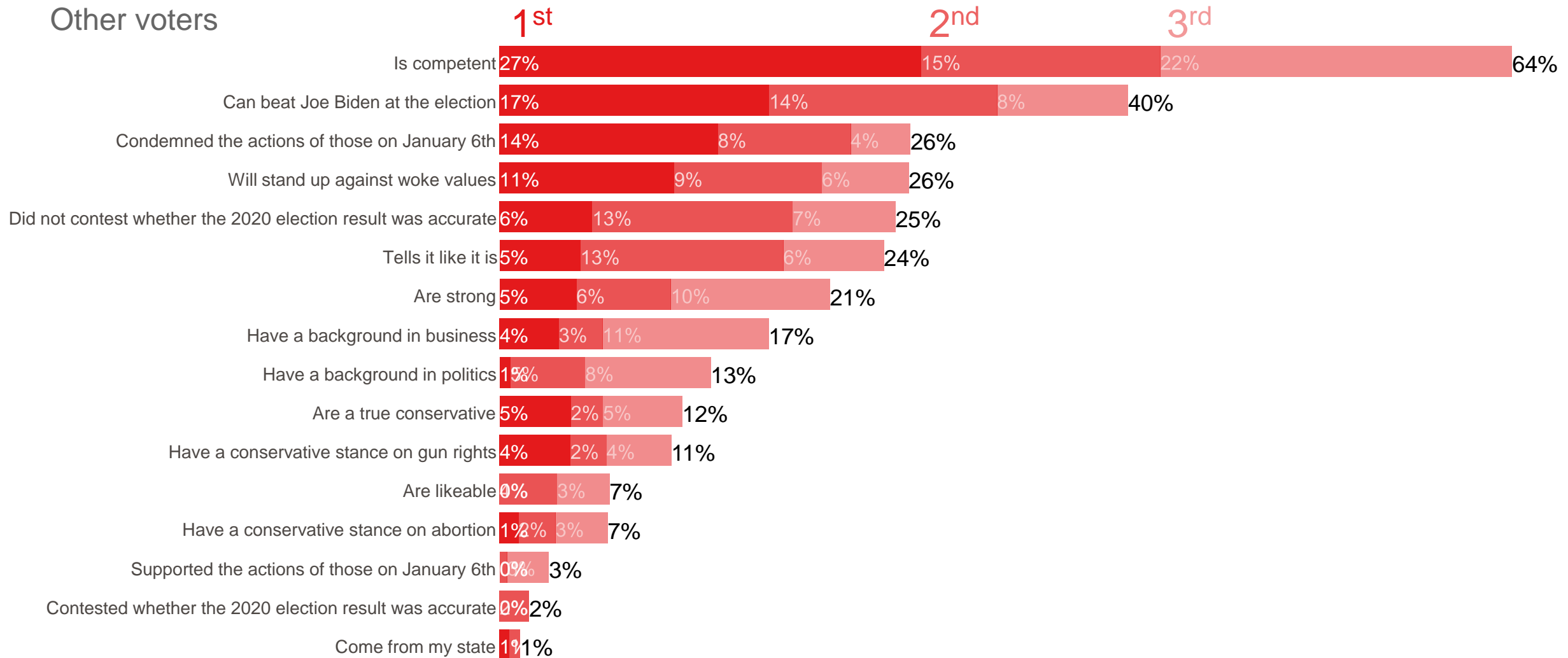


# Saliency: DeSantis voters rank beating Biden, standing up against woke values, and competence as the key things they are looking for



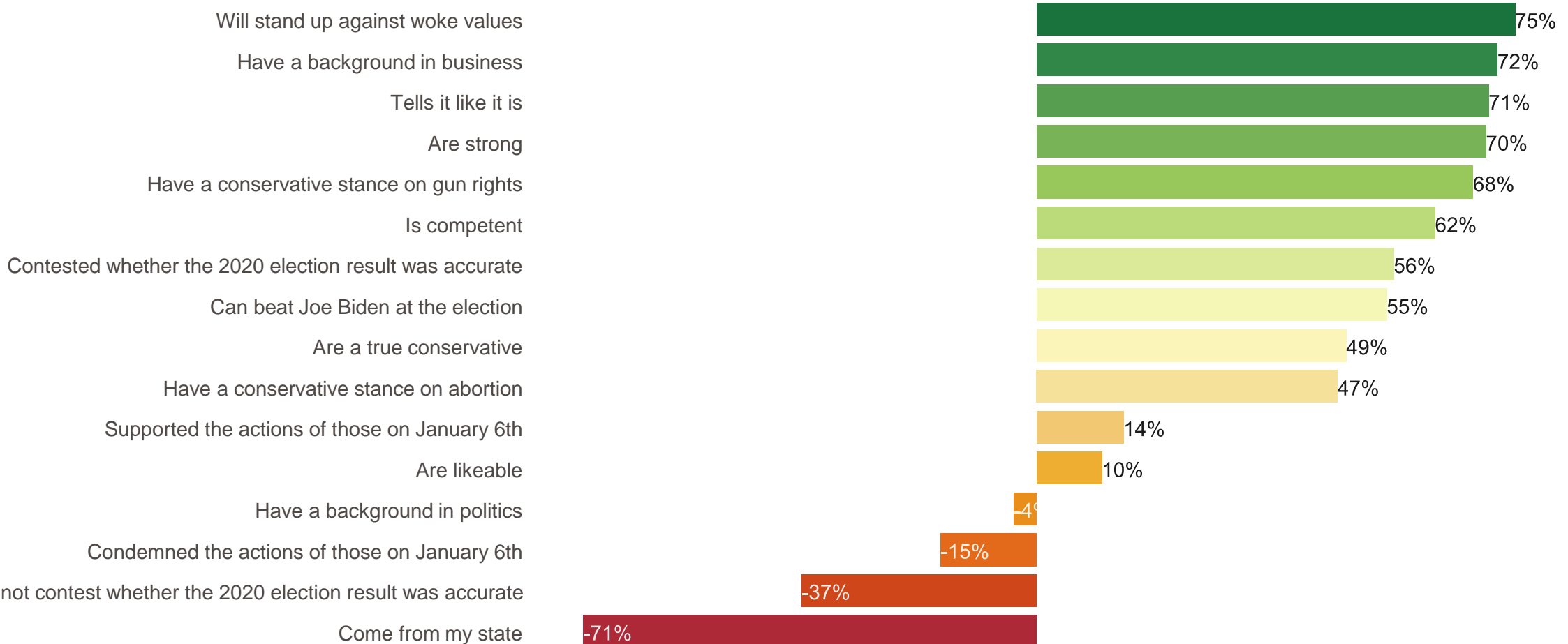


# Salience: Competence matters most to those currently supporting someone other than DeSantis or Trump



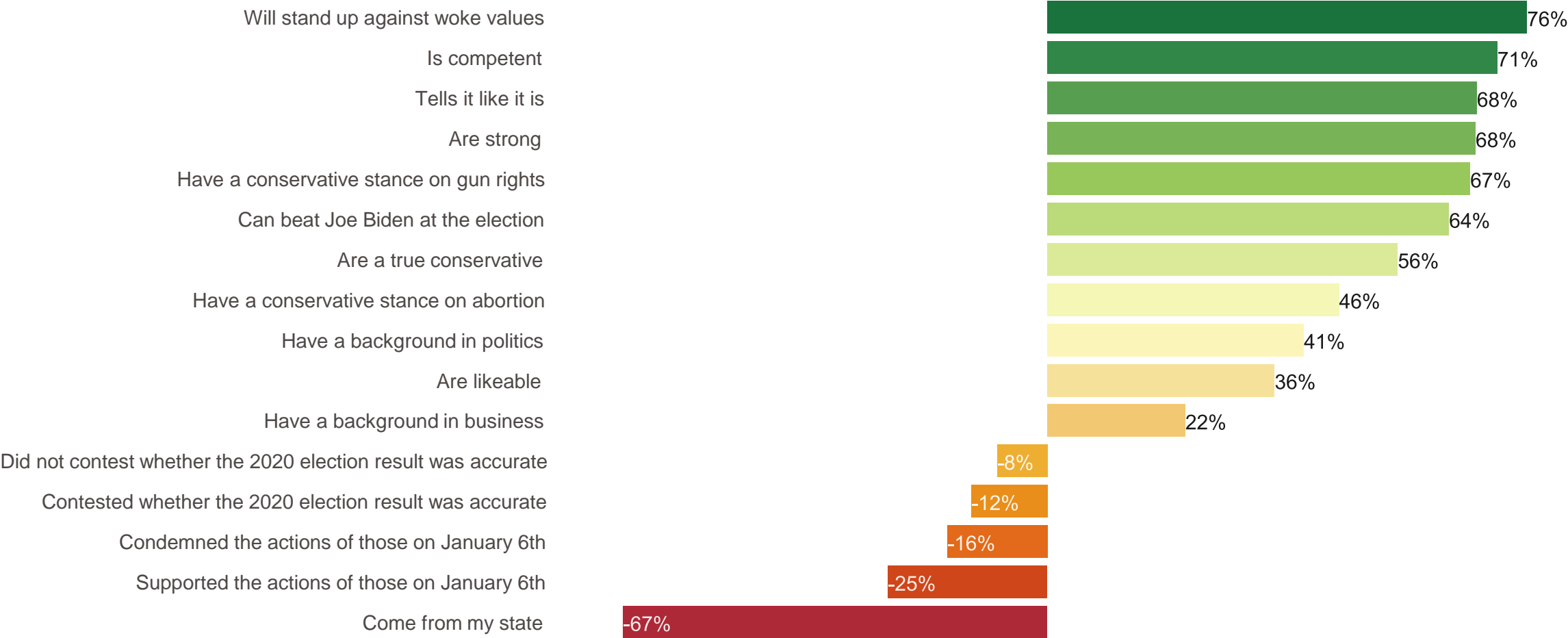
# Ownership: Trump scores best on standing up against woke values and having a business background; ranks lower on being a “true conservative”

## All voters



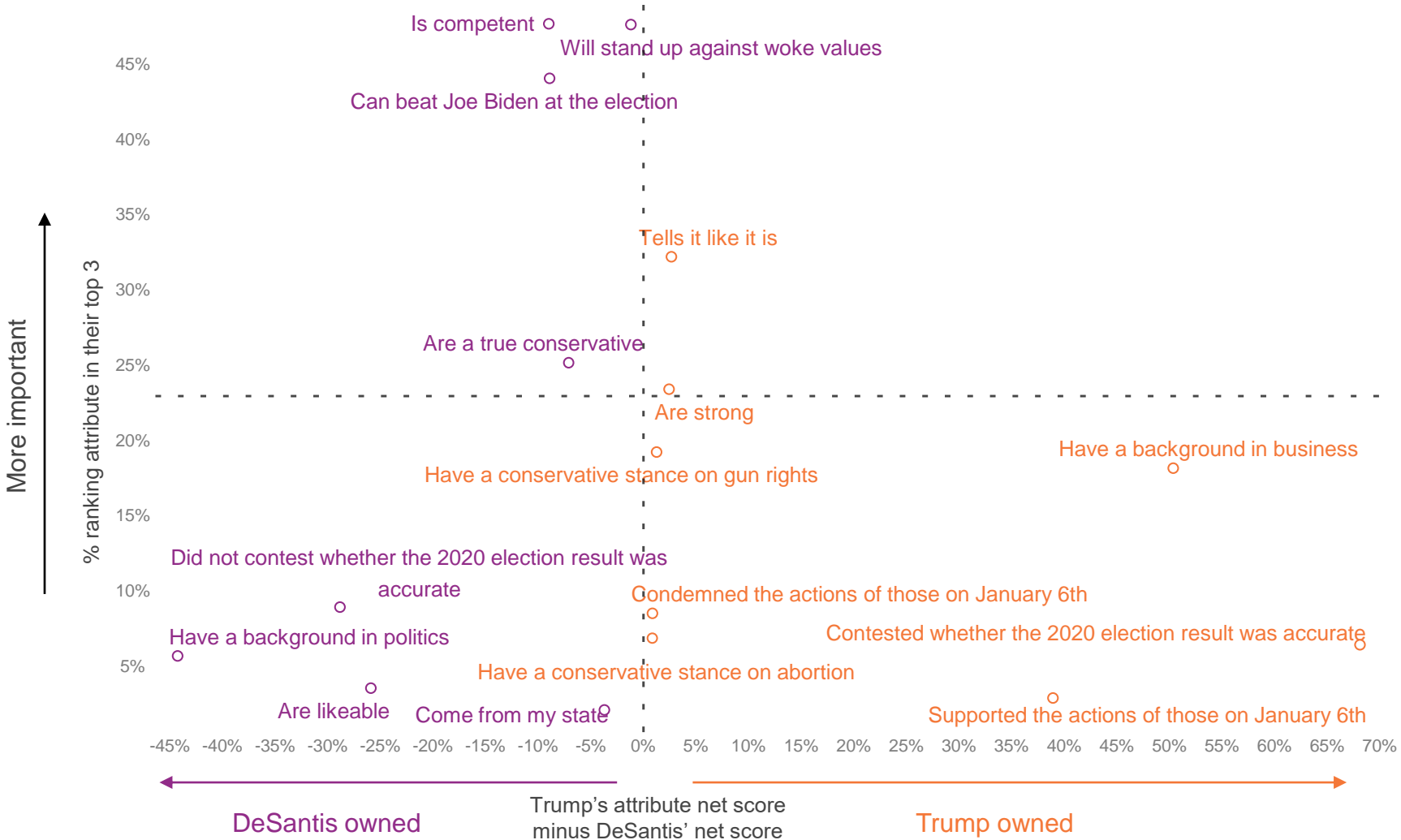
# Ownership: DeSantis rates best on standing up against woke values and competence

All voters



Q11. On a scale of 0 to 10, 0 being not at all and 10 being a great deal, how much do each of the following apply to Ron DeSantis? [Showing net scores: % giving DeSantis 7/10 or higher MINUS % giving Trump 3/10 or lower]

# The battleground: Despite NH breaking heavily for Trump, the three most salient attributes are more associated with DeSantis



Q10. Which of the following is the [first/second/third] most important to you in the next presidential candidate for the Republican Party? Q11. On a scale of 0 to 10, 0 being not at all and 10 being a great deal, how much do each of the following apply to [Ron DeSantis / Donald Trump]?

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