

NEW HAMPSHIRE STATEWIDE GOP PRIMARY SURVEY

Interview Schedule



PUBLIC OPINION
STRATEGIES

turning questions into answers

September 28-October 1, 2023

Project: 232053

N=400 Primary Voters

Margin of Error: + 4.9%

D4B. Are you registered to vote as...

a Republican,
a Democrat,
or something else?

<u>6-1</u>	<u>6-22</u>	<u>8-24</u>	<u>9-7</u>	<u>10-1</u>	
43%	40%	44%	44%	42%	STRONG REPUBLICAN
19%	17%	16%	17%	17%	NOT-SO-STRONG REPUBLICAN
12%	15%	15%	12%	11%	LEAN TO REPUBLICANS
26%	27%	25%	27%	30%	UNAFFILIATED / INDEPENDENT / SOMETHING ELSE
62%	57%	60%	61%	59%	TOTAL REPUBLICAN
38%	43%	40%	39%	41%	TOTAL LEAN GOP/IND

D4C. Party from file.

<u>6-1</u>	<u>6-22</u>	<u>8-24</u>	<u>9-7</u>	<u>10-1</u>	
66%	62%	61%	65%	65%	REPUBLICAN
1%	*	–	2%	1%	DEMOCRAT
33%	38%	39%	34%	34%	INDEPENDENT/OTHER

PP1. And, how likely are you to vote in the 2024 Republican Presidential Primary here in **New Hampshire**?

<u>6-1</u>	<u>6-22</u>	<u>8-24</u>	<u>9-7</u>	<u>10-1</u>	
83%	80%	85%	84%	86%	EXTREMELY LIKELY
17%	20%	15%	16%	14%	VERY LIKELY

Now, I would like to read you several names of different people active in politics. For each one, please tell me, first, whether you have heard of the person. If you have, please tell me whether you have a FAVORABLE impression of that person or an UNFAVORABLE impression of that person. If I name someone you have not heard of or someone who you do not know too much about, just tell me and we will go to the next one.

	TOTAL FAV	TOTAL UNFAV	VERY FAV	SMWT FAV	SMWT UNFAV	VERY UNFAV	HEARD OF/NO OPIN	NEVER HRD	REF
Ranked by % Very Favorable									
N2. Donald Trump									
10-1	63%	36%	47%	16%	7%	29%	1%	—	—
9-7	63%	35%	44%	19%	10%	25%	1%	1%	—
8-24	65%	34%	50%	15%	6%	28%	1%	*	—
6-22	65%	33%	46%	19%	10%	23%	2%	—	*
6-1	68%	32%	46%	22%	9%	23%	*	—	—
N4. Nikki Haley									
10-1	71%	24%	31%	40%	13%	11%	5%	1%	—
9-7	62%	24%	24%	38%	13%	11%	9%	5%	*
8-24	54%	34%	21%	33%	18%	16%	8%	4%	—
6-22	47%	31%	12%	35%	16%	15%	12%	10%	—
6-1	52%	25%	13%	39%	16%	9%	13%	10%	—
N1. Ron DeSantis									
10-1	64%	33%	30%	34%	12%	21%	2%	1%	—
9-7	62%	33%	24%	38%	16%	17%	3%	2%	*
8-24	60%	35%	30%	30%	15%	20%	5%	1%	—
6-22	61%	31%	26%	35%	12%	19%	7%	1%	*
6-1	67%	26%	35%	32%	12%	14%	4%	2%	—
N6. Tim Scott									
10-1	67%	19%	24%	44%	12%	7%	9%	5%	—
9-7	65%	15%	22%	43%	8%	6%	12%	8%	*
8-24	63%	20%	24%	39%	11%	9%	10%	6%	—
6-22	54%	12%	18%	37%	6%	6%	17%	16%	—
6-1	49%	11%	16%	33%	7%	4%	20%	20%	—
N3. Vivek Ramaswamy									
10-1	51%	37%	16%	36%	16%	21%	7%	5%	—
9-7	56%	28%	25%	30%	12%	16%	10%	6%	*
8-24	58%	32%	25%	33%	12%	19%	4%	6%	—
6-22	45%	15%	17%	28%	8%	7%	17%	22%	*
6-1	45%	11%	16%	29%	6%	4%	21%	23%	*

Continued...

	TOTAL FAV	TOTAL UNFAV	VERY FAV	SMWT FAV	SMWT UNFAV	VERY UNFAV	HEARD OF/NO OPIN	NEVER HRD	REF
N7. Chris Christie									
10-1	30%	66%	11%	19%	15%	51%	3%	1%	—
9-7	29%	65%	9%	20%	20%	44%	4%	3%	*
8-24	27%	67%	7%	20%	16%	51%	4%	2%	—
6-22	23%	63%	4%	18%	24%	39%	10%	4%	—
N8. Doug Burgum									
10-1	33%	16%	8%	25%	10%	7%	28%	23%	—
9-7	28%	17%	5%	23%	10%	7%	28%	27%	—
8-24	30%	18%	9%	21%	13%	5%	30%	21%	—
6-22	16%	8%	3%	13%	4%	4%	21%	55%	—
N5. Mike Pence									
10-1	27%	66%	4%	23%	28%	39%	5%	1%	—
9-7	32%	60%	6%	26%	26%	34%	6%	1%	*
8-24	29%	67%	6%	23%	25%	41%	4%	*	—
6-22	37%	54%	8%	30%	27%	27%	8%	1%	1%
6-1	43%	49%	10%	33%	27%	21%	8%	1%	—

B1. Thinking ahead to the 2024 Republican Presidential Primary, for whom would you vote if the candidates were...

Ron DeSantis,
 Donald Trump,
 Vivek Ramaswamy,
 Nikki Haley,
 Tim Scott,
 Asa Hutchinson,
 Mike Pence,
 Chris Christie
 ...and...
 Doug Burgum

<u>6-1</u>	<u>6-22</u>	<u>8-24</u>	<u>9-7</u>	<u>10-1</u>	
13%	8%	5%	3%	7%	DEFINITELY DeSANTIS
8%	7%	4%	5%	3%	PROBABLY DeSANTIS
1%	2%	2%	1%	2%	LEAN DeSANTIS
33%	37%	38%	33%	38%	DEFINITELY TRUMP
9%	6%	5%	7%	6%	PROBABLY TRUMP
1%	2%	3%	2%	2%	LEAN TRUMP
2%	2%	7%	5%	2%	DEFINITELY RAMASWAMY
2%	2%	3%	6%	1%	PROBABLY RAMASWAMY
*	*	2%	1%	1%	LEAN RAMASWAMY
3%	2%	4%	3%	8%	DEFINITELY HALEY
4%	2%	5%	10%	9%	PROBABLY HALEY
1%	*	2%	1%	1%	LEAN HALEY
1%	1%	1%	1%	2%	DEFINITELY SCOTT
3%	3%	1%	2%	1%	PROBABLY SCOTT
1%	2%	1%	1%	*	LEAN SCOTT
1%	1%	1%	—	*	DEFINITELY HUTCHINSON
*	1%	1%	1%	*	PROBABLY HUTCHINSON
—	*	*	—	—	LEAN HUTCHINSON
1%	—	*	*	—	DEFINITELY PENCE
3%	2%	*	2%	*	PROBABLY PENCE
1%	1%	*	*	—	LEAN PENCE
—	3%	2%	4%	4%	DEFINITELY CHRISTIE
—	3%	4%	5%	4%	PROBABLY CHRISTIE
—	1%	*	*	*	LEAN CHRISTIE

–	1%	*	1%	*	DEFINITELY BURGUM
–	1%	2%	1%	1%	PROBABLY BURGUM
–	–	1%	–	–	LEAN BURGUM
10%	10%	4%	6%	6%	HARD UNDECIDED/NOT SURE
1%	1%	–	1%	–	REFUSED
21%	15%	9%	8%	10%	TOTAL DESANTIS
42%	43%	43%	40%	44%	TOTAL TRUMP
7%	4%	9%	13%	17%	TOTAL HALEY
–	6%	6%	9%	8%	TOTAL CHRISTIE
4%	3%	10%	11%	4%	TOTAL RAMASWAMY
5%	4%	2%	3%	3%	TOTAL SCOTT
–	2%	2%	1%	1%	TOTAL BURGUM
2%	2%	1%	1%	*	TOTAL HUTCHINSON
3%	2%	1%	2%	*	TOTAL PENCE
16%	19%	16%	12%	12%	TOTAL LEAN/ UNDECIDED

(ASKED IF CHOSE A CANDIDATE ON FULL BALLOT)

B1S. And, who would be your second choice?

19%	Ron DeSantis
5%	Donald Trump
16%	Nikki Haley
10%	Tim Scott
8%	Vivek Ramaswamy
5%	Chris Christie
5%	Doug Burgum
4%	Mike Pence
	...or...
2%	Asa Hutchinson
11%	Hard Undecided/Not Sure
4%	Refused

B1C. Combined Choices.

29%	DESANTIS
48%	TRUMP
33%	HALEY
14%	CHRISTIE
13%	SCOTT
11%	RAMASWAMY
5%	BURGUM
4%	PENCE
2%	HUTCHINSON
23%	HARD UNDECIDED/NOT SURE
4%	REFUSED

B2. And, for whom would you vote for in the 2024 Republican Presidential Primary if the candidates were...

Ron DeSantis
 ...and...
 Donald Trump

<u>6-1</u>	<u>6-22</u>	<u>8-24</u>	<u>9-7</u>	<u>10-1</u>	
25%	21%	18%	17%	20%	DEFINITELY DeSANTIS
10%	10%	11%	12%	8%	PROBABLY DeSANTIS
3%	3%	3%	2%	4%	LEAN DeSANTIS
13%	14%	13%	13%	14%	HARD UNDECIDED/NOT SURE
3%	5%	5%	3%	3%	LEAN TRUMP
8%	5%	8%	10%	6%	PROBABLY TRUMP
36%	38%	41%	40%	42%	DEFINITELY TRUMP
3%	3%	2%	3%	3%	REFUSED
35%	32%	28%	29%	27%	TOTAL DESANTIS
44%	44%	49%	49%	49%	TOTAL TRUMP
19%	22%	21%	18%	21%	TOTAL LEAN/UNDECIDED

B3. And, thinking again about who you're considering voting for in the 2024 Republican Primary...would you say you're

<u>6-22</u>	<u>8-24</u>	<u>9-7</u>	<u>10-1</u>	
27%	26%	22%	25%	Only considering Trump
39%	40%	42%	40%	Considering Trump and other candidates
33%	34%	35%	35%	Not considering Trump
1%	–	1%	–	DON'T KNOW
–	–	1%	–	REFUSED

And, thinking now about Wednesday night's Republican Presidential debate...

1. Which of the following statements best describes you?

<u>8-24</u>	<u>10-1</u>	
50%	42%	You watched or listened to all or some of the debate
26%	21%	You did not watch or listen to the debate, but you paid close attention to news stories about it
23%	37%	You did not watch or listen to the debate or pay much attention to news stories about it
–	*	NOT SURE
*	–	REFUSED
77%	63%	TOTAL PAID ATTENTION

2. And, did the debate change who you plan to vote for?

<u>8-24</u>	<u>10-1</u>	
14%	4%	YES
86%	93%	NO
1%	3%	DON'T KNOW
*	1%	REFUSED

Regardless of whether or not you watched the debate...

3. In your opinion, who won the debate?

<u>8-24</u>	<u>10-1</u>	
9%	18%	Ron DeSantis,
19%	17%	Nikki Haley,
34%	6%	Vivek Ramaswamy,
3%	5%	Chris Christie,
1%	2%	Tim Scott,
*	1%	Doug Burgum,
		...or...
1%	*	Mike Pence
32%	51%	UNDECIDED/DON'T KNOW
*	2%	REFUSED

4. In your opinion, who lost the debate?

<u>8-24</u>	<u>10-1</u>	
23%	24%	Chris Christie,
14%	12%	Mike Pence,
13%	12%	Vivek Ramaswamy,
2%	4%	Doug Burgum,
1%	2%	Tim Scott,
7%	2%	Ron DeSantis,
		...or...
2%	1%	Nikki Haley
26%	40%	UNDECIDED/DON'T KNOW
1%	2%	REFUSED

Next, I'm going to read you attributes and regardless of whether or not you watched the debate, I'd like to know which candidate that was on the debate stage this attribute best describes...

5. Which candidate is strongest on border security?

<u>8-24</u>	<u>10-1</u>	
37%	42%	Ron DeSantis
5%	10%	Nikki Haley,
9%	9%	Tim Scott,
21%	7%	Vivek Ramaswamy,
2%	5%	Chris Christie,
1%	3%	Mike Pence,
		...or...
1%	1%	Doug Burgum
22%	23%	UNDECIDED/DON'T KNOW
*	1%	REFUSED

6. Which candidate is best able to beat Donald Trump?

<u>8-24</u>	<u>10-1</u>	
22%	28%	Ron DeSantis,
9%	22%	Nikki Haley,
5%	8%	Chris Christie,
17%	5%	Vivek Ramaswamy,
4%	1%	Tim Scott,
1%	1%	Mike Pence,
		...or...
2%	1%	Doug Burgum
*	1%	All
6%	11%	None
33%	23%	UNDECIDED/DON'T KNOW
-	*	REFUSED

Next, here are a list of characteristics or attributes a Republican candidate for President could possess, for each one, please indicate whether it is very important, somewhat important, or not important for you as you consider who to support...

The candidate...

	TOTAL IMPORTANT	VERY IMPORTANT	SMWT IMPORTANT	NOT IMPORTANT	DK	REF	
Ranked by % Very Important							
8.	Can improve the job and economic situation.	98%	88%	10%	2%	*	—
7.	Is a traditional conservative on the important issues.	81%	49%	33%	15%	2%	1%
11.	Has experience as a Governor getting things done.	70%	32%	38%	29%	*	*
10.	Is young and is a change from the past.	55%	18%	37%	44%	1%	*
9.	Is a Military Veteran.	46%	11%	35%	53%	*	*

Now, thinking about foreign affairs for a moment...

(ASKED OF SAMPLE A ONLY)

12. Do you think the United States is doing...

<u>6-1</u>	<u>10-1</u>	
54%	56%	Too much to help Ukraine
11%	15%	Not enough to help Ukraine
		...or...
30%	29%	Doing the right amount to help Ukraine?
4%	1%	DON'T KNOW
–	–	REFUSED

(ASKED OF SAMPLE B ONLY)

13. Next, how serious of a threat do you consider China to be to the economic security of the United States?

83%	Very Serious
14%	Somewhat Serious
2%	Not Very Serious
	...or...
1%	Not Serious At All
–	DON'T KNOW
–	REFUSED
97%	TOTAL SERIOUS
3%	TOTAL NOT SERIOUS

Now, I have just a few questions for statistical purposes only...

D2. Gender.

<u>6-1</u>	<u>6-22</u>	<u>8-24</u>	<u>9-7</u>	<u>10-1</u>	
54%	54%	54%	54%	54%	MALE
46%	46%	46%	46%	46%	FEMALE

D1. In what year were you born?

<u>6-1</u>	<u>6-22</u>	<u>8-24</u>	<u>9-7</u>	<u>10-1</u>	
1%	1%	*	1%	1%	18 - 24
7%	4%	6%	5%	4%	25 - 34
13%	14%	12%	13%	13%	35 - 44
21%	17%	19%	16%	17%	45 - 54
29%	31%	31%	34%	33%	55 - 64
30%	32%	32%	32%	32%	65 AND ABOVE
-	-	*	*	*	REFUSED

D3. And what was the last grade you completed in school?

<u>6-1</u>	<u>6-22</u>	<u>8-24</u>	<u>9-7</u>	<u>10-1</u>	
1%	*	*	-	-	SOME GRADE SCHOOL (1-8)
1%	1%	1%	1%	2%	SOME HIGH SCHOOL (9-11)
14%	17%	15%	13%	17%	GRADUATED HIGH SCHOOL (9-12)
5%	4%	4%	4%	3%	TECHNICAL OR VOCATIONAL SCHOOL (12)
28%	26%	27%	30%	25%	SOME COLLEGE (13-15)
29%	32%	31%	32%	33%	GRADUATED COLLEGE (16)
23%	20%	21%	20%	19%	GRADUATE/PROFESSIONAL SCHOOL (16+)
-	*	-	-	*	REFUSED
15%	18%	17%	14%	20%	TOTAL HS OR LESS
33%	29%	31%	34%	28%	TOTAL SOME COLLEGE
52%	52%	52%	52%	52%	TOTAL COLLEGE+

D5A. Generally speaking, do you consider yourself to be conservative, moderate or liberal on most issues?

<u>6-1</u>	<u>6-22</u>	<u>8-24</u>	<u>9-7</u>	<u>10-1</u>	
36%	32%	34%	33%	33%	VERY CONSERVATIVE
27%	28%	28%	29%	29%	SOMEWHAT CONSERVATIVE
35%	38%	33%	36%	35%	MODERATE
1%	1%	3%	1%	1%	SOMEWHAT LIBERAL
*	1%	*	*	*	VERY LIBERAL
1%	*	*	1%	—	DON'T KNOW
—	—	1%	—	1%	REFUSED
63%	60%	62%	62%	62%	TOTAL CONSERVATIVE
2%	2%	3%	1%	2%	TOTAL LIBERAL

D13C. Do you, or does anyone in your household, own a gun of any kind?

<u>6-1</u>	<u>6-22</u>	<u>8-24</u>	<u>9-7</u>	<u>10-1</u>	
55%	54%	57%	53%	54%	Yes, gun in household
36%	39%	39%	41%	38%	No, no gun in household
*	1%	—	—	1%	NOT SURE
8%	6%	3%	6%	8%	REFUSED

D12A. On the issue of abortion, do you consider yourself to be...

Pro-Life
...or...
Pro-Choice?

<u>6-1</u>	<u>6-22</u>	<u>8-24</u>	<u>9-7</u>	<u>10-1</u>	
31%	35%	29%	27%	33%	STRONGLY PRO-LIFE
20%	20%	25%	24%	22%	SOMEWHAT PRO-LIFE
24%	20%	24%	24%	21%	SOMEWHAT PRO-CHOICE
20%	22%	20%	21%	21%	STRONGLY PRO-CHOICE
2%	2%	1%	4%	3%	DON'T KNOW/NEITHER
2%	1%	2%	1%	*	REFUSED
52%	55%	54%	51%	55%	TOTAL PRO-LIFE
44%	42%	44%	45%	42%	TOTAL PRO-CHOICE