New Hampshire Republican primary polling

April 2023
Methodology

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 2nd April to 11th 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

Q5. If the New Hampshire Republican presidential primaries were held today and the candidates were the following, for whom would you vote?

- Donald Trump: 51%
- Ron DeSantis: 18%
- Chris Sununu: 10%
- Liz Cheney: 4%
- Nikki Haley: 4%
- Chris Christie: 2%
- Mike Pence: 2%
- Vivek Ramaswamy: 1%
- Mike Pompeo: 1%
- Tim Scott: 1%
- Glenn Youngkin: 1%
- Someone else: 1%
- Undecided: 6%
In a Trump/DeSantis match-up, Trump leads by 20 points

Q7. If the New Hampshire Republican presidential primary were held today and the candidates were Donald Trump and Ron DeSantis, for whom would you vote?

- Donald Trump: 53%
- Ron DeSantis: 33%
- Undecided: 13%
DeSantis is around one-third of voters’ second choice in the primary

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Second Choice Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ron DeSantis</td>
<td>31%</td>
</tr>
<tr>
<td>Chris Sununu</td>
<td>11%</td>
</tr>
<tr>
<td>Donald Trump</td>
<td>10%</td>
</tr>
<tr>
<td>Nikki Haley</td>
<td>8%</td>
</tr>
<tr>
<td>Vivek Ramaswamy</td>
<td>5%</td>
</tr>
<tr>
<td>Mike Pence</td>
<td>4%</td>
</tr>
<tr>
<td>Mike Pompeo</td>
<td>4%</td>
</tr>
<tr>
<td>Tim Scott</td>
<td>3%</td>
</tr>
<tr>
<td>Chris Christie</td>
<td>3%</td>
</tr>
<tr>
<td>Liz Cheney</td>
<td>3%</td>
</tr>
<tr>
<td>Glenn Youngkin</td>
<td>2%</td>
</tr>
<tr>
<td>Someone else</td>
<td>4%</td>
</tr>
<tr>
<td>Undecided</td>
<td>13%</td>
</tr>
</tbody>
</table>
DeSantis is one half of NH Trump voters’ second choice

Q6. Now, who would your second choice be? [1st preference Trump voters only]

Trump voters

- Ron DeSantis: 48%
- Chris Sununu: 8%
- Vivek Ramaswamy: 6%
- Mike Pompeo: 5%
- Nikki Haley: 4%
- Mike Pence: 4%
- Chris Christie: 3%
- Tim Scott: 2%
- Glenn Youngkin: 2%
- Liz Cheney: 0%
- Someone else: 5%
- Undecided: 14%
Trump is the second choice of four in ten DeSantis voters, followed by Haley on 15%
Q6. Now, who would your second choice be? [Just those that do not have a 1st preference for DeSantis or Trump]

<table>
<thead>
<tr>
<th>Candidate</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chris Sununu</td>
<td>19%</td>
</tr>
<tr>
<td>Ron DeSantis</td>
<td>17%</td>
</tr>
<tr>
<td>Nikki Haley</td>
<td>12%</td>
</tr>
<tr>
<td>Liz Cheney</td>
<td>9%</td>
</tr>
<tr>
<td>Donald Trump</td>
<td>7%</td>
</tr>
<tr>
<td>Tim Scott</td>
<td>5%</td>
</tr>
<tr>
<td>Chris Christie</td>
<td>5%</td>
</tr>
<tr>
<td>Vivek Ramaswamy</td>
<td>3%</td>
</tr>
<tr>
<td>Mike Pence</td>
<td>2%</td>
</tr>
<tr>
<td>Glenn Youngkin</td>
<td>2%</td>
</tr>
<tr>
<td>Mike Pompeo</td>
<td>1%</td>
</tr>
<tr>
<td>Someone else</td>
<td>3%</td>
</tr>
<tr>
<td>Undecided</td>
<td>14%</td>
</tr>
</tbody>
</table>
Half of New Hampshire primary voters say their mind is made up

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?

- Mind is made up: 49%
- Could be persuaded: 45%
- Unsure: 6%
Seven in ten Trump voters say their mind is made up

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? [1st preference Trump voters only]

- Mind is made up: 71%
- Could be persuaded: 25%
- Unsure: 4%
Two-thirds of DeSantis voters say they could be persuaded to support another candidate

DeSantis voters

- Mind is made up: 29%
- Could be persuaded: 66%
- Unsure: 5%

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? [1st preference DeSantis voters only]
Non-Trump and non-DeSantis voters have a big chance of being won over

Other voters

- Mind is made up: 20%
- Could be persuaded: 68%
- Unsure: 12%

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]
Q8. Of the following, who would you like to see as the Republican Vice-Presidential candidate?

- Nikki Haley: 21%
- Kari Lake: 16%
- Tim Scott: 8%
- Mike Pompeo: 7%
- Mike Pence: 6%
- Ben Carson: 5%
- Vivek Ramaswamy: 5%
- Marjorie Taylor Greene: 3%
- Glenn Youngkin: 3%
- Kim Reynolds: 0%
- Someone else: 10%
- Unsure: 15%
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]

- Kari Lake: 26%
- Nikki Haley: 14%
- Mike Pompeo: 7%
- Tim Scott: 7%
- Mike Pence: 5%
- Marjorie Taylor Greene: 5%
- Ben Carson: 5%
- Vivek Ramaswamy: 5%
- Glenn Youngkin: 4%
- Kim Reynolds: 0%
- Someone else: 9%
- Unsure: 12%
DeSantis voters in NH opt for Nikki Haley for VP

DeSantis voters

- Nikki Haley: 33%
- Tim Scott: 10%
- Mike Pompeo: 8%
- Kari Lake: 8%
- Ben Carson: 6%
- Vivek Ramaswamy: 5%
- Mike Pence: 4%
- Marjorie Taylor Greene: 2%
- Glenn Youngkin: 2%
- Kim Reynolds: 0%
- Someone else: 6%
- Unsure: 15%

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

Other voters

- Nikki Haley: 24%
- Tim Scott: 9%
- Mike Pence: 8%
- Vivek Ramaswamy: 6%
- Mike Pompeo: 6%
- Ben Carson: 6%
- Kari Lake: 5%
- Glenn Youngkin: 1%
- Marjorie Taylor Greene: 1%
- Kim Reynolds: 0%
- Someone else: 14%
- Unsure: 20%
Leadership attributes
**Trump in a Word**: Trump is seen by NH voters as “strong”, “leader”, “patriot”, “American” and “arrogant”

Q13. In one word, how would you describe Donald Trump?

Q14. In one word, how would you describe Ron DeSantis?
DeSantis in a word: DeSantis is seen by NH voters as “strong”, “competent”, “leader”, “smart” and “honest”

In one word, how would you describe Ron DeSantis?
NH Trump primary voters’ view on Trump and DeSantis: positive on both

Q13. In one word, how would you describe Donald Trump? Q14. In one word, how would you describe Ron DeSantis? [1st preference Trump voters only]

In one word, how would you describe Donald Trump?

strong

In one word, how would you describe Ron DeSantis?

strong
NH DeSantis primary voters’ view on Trump and DeSantis: competence is DeSantis’ biggest asset, whereas Trump receives more negative views

Q13. In one word, how would you describe Donald Trump?

Q14. In one word, how would you describe Ron DeSantis? [1st preference DeSantis voters only]
Those currently not voting for Trump or DeSantis view Trump as “arrogant” and DeSantis as “competent”
Salience: competence, standing up against woke values, and being able to beat Joe Biden are the most important factors in the race

<table>
<thead>
<tr>
<th>Factor</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is competent</td>
<td>18%</td>
<td>14%</td>
<td>15%</td>
<td>48%</td>
</tr>
<tr>
<td>Will stand up against woke values</td>
<td>17%</td>
<td>17%</td>
<td>13%</td>
<td>47%</td>
</tr>
<tr>
<td>Can beat Joe Biden at the election</td>
<td>18%</td>
<td>14%</td>
<td>12%</td>
<td>44%</td>
</tr>
<tr>
<td>Tells it like it is</td>
<td>9%</td>
<td>12%</td>
<td>10%</td>
<td>32%</td>
</tr>
<tr>
<td>Are a true conservative</td>
<td>10%</td>
<td>8%</td>
<td>8%</td>
<td>25%</td>
</tr>
<tr>
<td>Are strong</td>
<td>5%</td>
<td>7%</td>
<td>11%</td>
<td>23%</td>
</tr>
<tr>
<td>Have a conservative stance on gun rights</td>
<td>3%</td>
<td>5%</td>
<td>8%</td>
<td>19%</td>
</tr>
<tr>
<td>Have a background in business</td>
<td>4%</td>
<td>6%</td>
<td>8%</td>
<td>18%</td>
</tr>
<tr>
<td>Did not contest whether the 2020 election result was accurate</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
<td>9%</td>
</tr>
<tr>
<td>Condemned the actions of those on January 6th</td>
<td>4%</td>
<td>3%</td>
<td>1%</td>
<td>8%</td>
</tr>
<tr>
<td>Have a conservative stance on abortion</td>
<td>4%</td>
<td>3%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Contested whether the 2020 election result was accurate</td>
<td>3%</td>
<td>3%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Have a background in politics</td>
<td>12%</td>
<td>3%</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>Are likeable</td>
<td>9%</td>
<td>3%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Supported the actions of those on January 6th</td>
<td>1%</td>
<td>3%</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>Come from my state</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
<td></td>
</tr>
</tbody>
</table>

Q10. Which of the following is the [first/second/third] most important to you in the next presidential candidate for the Republican Party?
Salience: Trump voters put slightly more focus on ‘tells it like it is’ and standing up against woke values

Q10. Which of the following is the [first/second/third] most important to you in the next presidential candidate for the Republican Party? [1st preference Trump voters only]
**Salience:** DeSantis voters rank beating Biden, standing up against woke values, and competence as the key things they are looking for

<table>
<thead>
<tr>
<th></th>
<th>1st Preference</th>
<th>2nd Preference</th>
<th>3rd Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can beat Joe Biden at the election</td>
<td>30%</td>
<td>23%</td>
<td>13%</td>
</tr>
<tr>
<td>Will stand up against woke values</td>
<td>21%</td>
<td>27%</td>
<td>16%</td>
</tr>
<tr>
<td>Is competent</td>
<td>24%</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>Are a true conservative</td>
<td>11%</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>Are strong</td>
<td>3%</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>Have a conservative stance on gun rights</td>
<td>6%</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>Tells it like it is</td>
<td>24%</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>Have a background in business</td>
<td>3%</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>Have a conservative stance on abortion</td>
<td>2%</td>
<td>4%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Q10. Which of the following is the [first/second/third] most important to you in the next presidential candidate for the Republican Party? [1st preference DeSantis voters only]
**Salience: Competence matters most to those currently supporting someone other than DeSantis or Trump**

<table>
<thead>
<tr>
<th>Category</th>
<th>1st</th>
<th>2nd</th>
<th>3rd</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is competent</td>
<td>27%</td>
<td>15%</td>
<td>22%</td>
</tr>
<tr>
<td>Can beat Joe Biden at the election</td>
<td>17%</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>Condemned the actions of those on January 6th</td>
<td>14%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Will stand up against woke values</td>
<td>11%</td>
<td>9%</td>
<td>6%</td>
</tr>
<tr>
<td>Did not contest whether the 2020 election result was accurate</td>
<td>6%</td>
<td>13%</td>
<td>7%</td>
</tr>
<tr>
<td>Tells it like it is</td>
<td>5%</td>
<td>13%</td>
<td>6%</td>
</tr>
<tr>
<td>Are strong</td>
<td>5%</td>
<td>6%</td>
<td>10%</td>
</tr>
<tr>
<td>Have a background in business</td>
<td>4%</td>
<td>3%</td>
<td>11%</td>
</tr>
<tr>
<td>Have a background in politics</td>
<td>15%</td>
<td>8%</td>
<td>13%</td>
</tr>
<tr>
<td>Are a true conservative</td>
<td>5%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Have a conservative stance on gun rights</td>
<td>4%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Are likeable</td>
<td>3%</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Have a conservative stance on abortion</td>
<td>2%</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Supported the actions of those on January 6th</td>
<td>0%</td>
<td>3%</td>
<td>7%</td>
</tr>
<tr>
<td>Contested whether the 2020 election result was accurate</td>
<td>0%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Come from my state</td>
<td>11%</td>
<td>14%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Q10. Which of the following is the [first/second/third] most important to you in the next presidential candidate for the Republican Party? [Just those that do not have a 1st preference for 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

- Will stand up against woke values: 75%
- Have a background in business: 72%
- Tells it like it is: 71%
- Are strong: 70%
- Have a conservative stance on gun rights: 68%
- Is competent: 62%
- Contested whether the 2020 election result was accurate: 56%
- Can beat Joe Biden at the election: 55%
- Are a true conservative: 49%
- Have a conservative stance on abortion: 47%
- Supported the actions of those on January 6th: 14%
- Are likeable: 10%
- Have a background in politics: -4%
- Condemned the actions of those on January 6th: -15%
- Did not contest whether the 2020 election result was accurate: -37%
- Come from my state: -71%

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 Donald Trump? [Showing net scores: % giving Trump 7/10 or higher MINUS % giving Trump 3/10 or lower]
Ownership: DeSantis rates best on standing up against woke values and competence

All voters

- Will stand up against woke values: 76%
- Is competent: 71%
- Tells it like it is: 68%
- Are strong: 68%
- Have a conservative stance on gun rights: 67%
- Can beat Joe Biden at the election: 64%
- Are a true conservative: 56%
- Have a conservative stance on abortion: 46%
- Have a background in politics: 41%
- Are likeable: 36%
- Have a background in business: 22%

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]

- Did not contest whether the 2020 election result was accurate: -8%
- Contested whether the 2020 election result was accurate: -12%
- Condemned the actions of those on January 6th: -16%
- Supported the actions of those on January 6th: -25%
- Come from my state: -67%
- Supported the actions of those on January 6th: -25%
- Condemned the actions of those on January 6th: -16%
- Contested whether the 2020 election result was accurate: -12%
- Did not contest whether the 2020 election result was accurate: -8%
- Have a background in business: 22%
- Are likeable: 36%
- Have a background in politics: 41%
- Have a conservative stance on abortion: 46%
- Are a true conservative: 56%
- Can beat Joe Biden at the election: 64%
- Have a conservative stance on gun rights: 67%
- Are strong: 68%
- Tells it like it is: 68%
- Is competent: 71%
- Will stand up against woke values: 76%

29.
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]?
New Hampshire Republican primary polling

April 2023