

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[Q2024GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote?

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	275	140	135	41	38	99	97	78	196	59	119	68	23	177	91
	34%	33%	36%	31%	35%	38%	33%	33%	35%	39%	33%	35%	25%	35%	32%
Mike Pence	24	10	14	3	3	5	12	7	17	3	13	7	2	15	8
	3%	2%	4%	3%	3%	2%	4%	3%	3%	2%	4%	3%	2%	3%	3%
Nikki Haley	21	16	5	-	6	9	6	6	15	2	8	6	5	10	11
	3%	4%	1%		6%	3%	2%	3%	3%	2%	2%	3%	6%	2%	4%
Ron DeSantis	70	43	26	14	7	24	25	21	49	12	32	14	12	44	26
	9%	10%	7%	11%	6%	9%	8%	9%	9%	8%	9%	7%	13%	9%	9%
Tim Scott	57	34	24	4	10	10	33	14	43	7	30	10	9	37	19
	7%	8%	6%	3%	9%	4%	11%	6%	8%	5%	9%	5%	10%	7%	7%
Chris Christie	111	56	54	10	16	45	39	26	85	26	32	31	21	58	52
	14%	13%	15%	8%	15%	17%	13%	11%	15%	18%	9%	16%	23%	12%	18%
Will Hurd	25	13	12	2	7	7	9	9	16	4	14	6	2	17	8
	3%	3%	3%	1%	7%	3%	3%	4%	3%	3%	4%	3%	2%	3%	3%
Vivek Ramaswamy	86	48	38	26	9	19	32	35	51	13	48	17	7	61	24
	11%	11%	10%	19%	9%	7%	11%	15%	9%	9%	13%	9%	7%	12%	8%

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	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor's	Graduate	Non-college	College
Asa Hutchinson	4 1%	1 *%	3 1%	-	2 1%	1 1%	1 *%	2 1%	3 *%	-	1 *%	3 1%	1 1%	1 *%	4 1%
Larry Elder	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Francis Suarez	1 *%	1 *%	-	-	-	-	1 *%	-	1 *%	-	1 *%	-	-	1 *%	-
Doug Burgum	14 2%	10 2%	4 1%	1 1%	-	5 2%	7 2%	1 *%	13 2%	4 2%	4 1%	5 3%	1 1%	8 2%	6 2%
Ryan Binkley	1 *%	1 *%	-	-	-	1 *%	-	-	1 *%	-	-	1 *%	-	-	1 *%
Someone else (Please specify)	17 2%	10 2%	7 2%	7 5%	1 1%	8 3%	2 1%	8 3%	10 2%	3 2%	8 2%	4 2%	2 2%	11 2%	6 2%
Unsure	95 12%	44 10%	50 14%	24 18%	9 8%	30 11%	32 11%	33 14%	62 11%	16 11%	46 13%	22 11%	9 9%	63 12%	31 11%

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	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump	275	59	208	21	38	24	72	176	34	109	111	55
	34%	35%	34%	24%	46%	29%	32%	36%	38%	51%	39%	18%
Mike Pence	24	3	20	-	3	1	9	14	4	6	5	13
	3%	2%	3%		4%	1%	4%	3%	4%	3%	2%	4%
Nikki Haley	21	6	16	4	1	2	12	8	2	2	9	10
	3%	3%	3%	5%	2%	2%	5%	2%	3%	1%	3%	3%
Ron DeSantis	70	17	50	14	4	10	23	37	2	23	25	22
	9%	10%	8%	16%	4%	12%	10%	8%	3%	11%	9%	7%
Tim Scott	57	10	48	7	2	6	21	30	10	8	25	24
	7%	6%	8%	8%	3%	8%	9%	6%	12%	4%	9%	8%
Chris Christie	111	17	92	10	7	13	34	63	15	19	23	68
	14%	10%	15%	11%	9%	17%	15%	13%	16%	9%	8%	22%
Will Hurd	25	3	20	3	-	2	5	19	1	2	5	17
	3%	2%	3%	3%		3%	2%	4%	1%	1%	2%	6%
Vivek Ramaswamy	86	25	60	11	13	8	20	56	7	22	39	25
	11%	14%	10%	13%	16%	10%	9%	11%	7%	10%	14%	8%

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	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Asa Hutchinson	4 1%	2 1%	3 *%	-	2 2%	-	-	4 1%	-	-	-	4 1%
Larry Elder	-	-	-	-	-	-	-	-	-	-	-	-
Francis Suarez	1 *%	-	1 *%	-	-	-	-	1 *%	-	1 *%	-	-
Doug Burgum	14 2%	-	14 2%	-	-	2 2%	4 2%	8 2%	2 2%	3 1%	5 2%	7 2%
Ryan Binkley	1 *%	1 *%	-	1 1%	-	-	1 *%	-	-	-	1 *%	-
Someone else (Please specify)	17 2%	5 3%	11 2%	5 6%	-	1 1%	4 2%	12 2%	1 1%	3 1%	2 1%	13 4%
Unsure	95 12%	24 14%	67 11%	12 13%	12 14%	12 15%	25 11%	58 12%	13 14%	14 7%	33 12%	48 16%

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[QIssues] If you had to choose just one, which would you say is the biggest issue facing the country today?

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	6	2	4	-	3	1	2	3	3	1	3	2	-	4	2
	1%	*%	1%		3%	*%	1%	1%	1%	1%	1%	1%		1%	1%
The environment and climate change	51	27	24	5	14	14	18	19	32	12	26	5	7	38	12
	6%	6%	6%	4%	13%	6%	6%	8%	6%	8%	7%	3%	7%	8%	4%
Education	1	1	1	-	-	-	1	-	1	1	1	-	-	1	-
	*%	*%	*%				*%		*%	1%	*%			*%	
National security	61	34	27	8	5	20	28	13	48	10	29	15	7	39	22
	8%	8%	7%	6%	5%	8%	10%	5%	9%	7%	8%	8%	8%	8%	8%
Gun rights	12	9	3	6	1	3	2	7	5	2	4	5	1	6	6
	1%	2%	1%	4%	1%	1%	1%	3%	1%	1%	1%	3%	1%	1%	2%
Healthcare	16	8	8	2	5	3	7	6	9	5	6	4	1	10	5
	2%	2%	2%	1%	4%	1%	2%	3%	2%	3%	2%	2%	1%	2%	2%
Taxes	21	13	8	10	-	2	9	10	11	2	11	5	3	12	8
	3%	3%	2%	7%		1%	3%	4%	2%	1%	3%	3%	4%	2%	3%
Jobs and the economy	91	54	36	13	11	32	35	24	67	14	46	22	8	60	30
	11%	13%	10%	10%	11%	12%	12%	10%	12%	9%	13%	12%	9%	12%	11%

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	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Cost of living	119 15%	48 11%	71 19%	22 17%	18 17%	37 14%	42 14%	40 17%	79 14%	26 17%	45 13%	32 17%	15 17%	71 14%	47 17%
Drug abuse	6 1%	2 1%	4 1%	-	1 1%	3 1%	2 1%	1 *	5 1%	2 1%	2 1%	1 1%	-	4 1%	1 *
Immigration	89 11%	50 12%	39 10%	11 9%	5 5%	26 10%	46 15%	16 7%	72 13%	13 9%	48 14%	15 8%	10 11%	61 12%	25 9%
Crime	13 2%	5 1%	8 2%	-	2 2%	4 1%	7 2%	2 1%	11 2%	5 3%	5 1%	3 2%	-	10 2%	3 1%
Political corruption	211 26%	125 29%	86 23%	36 27%	24 23%	79 30%	72 24%	60 25%	151 27%	36 24%	94 26%	56 29%	24 26%	130 26%	80 28%
Race relations	6 1%	4 1%	2 *	-	3 3%	2 1%	1 *	3 1%	2 *	1 1%	2 1%	2 1%	1 1%	3 1%	3 1%
Abortion	21 3%	7 2%	14 4%	2 1%	3 3%	11 4%	5 2%	5 2%	16 3%	7 4%	8 2%	4 2%	2 2%	15 3%	6 2%
Mental health	19 2%	4 1%	14 4%	10 8%	4 4%	2 1%	2 1%	15 6%	4 1%	1 1%	8 2%	4 2%	6 6%	9 2%	10 3%
Something else (Please specify)	54 7%	32 7%	22 6%	9 6%	7 7%	20 8%	18 6%	16 7%	38 7%	12 8%	14 4%	17 9%	6 7%	26 5%	24 8%

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	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Unsure	4	1	3	-	-	1	3	-	4	1	2	1	1	3	2
	1%	*%	1%			1%	1%		1%	1%	*%	*%	1%	1%	1%

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Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
Infrastructure	6	1	5	1	-	-	-	6	-	-	2	4
	1%	*%	1%	1%				1%			1%	1%
The environment and climate change	51	7	42	5	2	4	9	38	6	5	13	33
	6%	4%	7%	6%	3%	5%	4%	8%	7%	3%	4%	11%
Education	1	-	1	-	-	-	-	1	-	1	1	-
	*%		*%					*%		*%	*%	
National security	61	11	48	3	8	5	19	37	7	23	22	16
	8%	7%	8%	4%	10%	6%	8%	8%	7%	11%	8%	5%
Gun rights	12	2	10	2	-	1	4	7	-	7	1	4
	1%	1%	2%	2%		1%	2%	2%		3%	*%	1%
Healthcare	16	6	9	3	4	1	4	11	1	1	2	13
	2%	4%	2%	3%	4%	1%	2%	2%	1%	*%	1%	4%
Taxes	21	-	20	-	-	-	7	12	-	6	5	11
	3%		3%				3%	2%		3%	2%	3%
Jobs and the economy	91	27	62	17	9	10	30	51	9	18	48	24
	11%	16%	10%	19%	11%	12%	13%	10%	10%	9%	17%	8%

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	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Cost of living	119 15%	32 19%	86 14%	15 17%	17 21%	10 12%	36 16%	73 15%	21 23%	20 9%	47 17%	52 17%
Drug abuse	6 1%	1 *%	4 1%	-	1 1%	1 1%	2 1%	3 1%	1 1%	-	3 1%	3 1%
Immigration	89 11%	6 4%	80 13%	3 4%	3 4%	9 12%	31 13%	48 10%	9 10%	36 17%	34 12%	19 6%
Crime	13 2%	1 1%	10 2%	-	1 1%	5 6%	4 2%	4 1%	4 4%	2 1%	4 1%	7 2%
Political corruption	211 26%	54 31%	153 25%	25 28%	29 35%	21 26%	56 25%	132 27%	24 26%	64 30%	79 28%	68 22%
Race relations	6 1%	3 1%	3 1%	3 3%	-	3 3%	2 1%	1 *%	-	1 *%	-	5 2%
Abortion	21 3%	6 3%	14 2%	3 3%	3 4%	1 1%	7 3%	13 3%	3 3%	4 2%	3 1%	14 4%
Mental health	19 2%	6 3%	13 2%	2 2%	4 5%	6 7%	2 1%	11 2%	1 1%	5 2%	5 2%	9 3%
Something else (Please specify)	54 7%	9 5%	44 7%	7 8%	2 2%	4 4%	15 6%	35 7%	5 6%	17 8%	13 5%	23 8%

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	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Unsure	4 1%	-	4 1%	-	-	2 2%	1 *%	2 *%	1 1%	2 1%	1 *%	2 1%

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[QAbortionFederal] Do you support a federal law on abortion restrictions, or should it be left to the individual states?

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support a federal law on abortion restrictions	134	78	57	43	30	27	35	73	62	20	69	31	14	89	45
	17%	18%	15%	32%	28%	10%	12%	30%	11%	13%	19%	16%	15%	18%	16%
Leave it to the individual states	613	326	288	81	67	217	248	148	465	116	270	142	74	387	216
	77%	76%	77%	61%	62%	83%	83%	62%	83%	78%	76%	74%	80%	77%	76%
Unsure	52	24	28	9	11	17	15	20	33	12	16	20	5	28	24
	7%	6%	8%	7%	10%	7%	5%	8%	6%	8%	4%	10%	5%	6%	8%

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	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
Support a federal law on abortion restrictions	134	48	83	30	18	15	46	73	13	44	49	41
	17%	28%	14%	34%	22%	19%	20%	15%	14%	21%	17%	14%
Leave it to the individual states	613	110	491	54	56	62	164	383	67	165	220	228
	77%	65%	81%	62%	68%	77%	72%	79%	74%	78%	78%	74%
Unsure	52	13	35	4	9	4	18	29	11	2	12	37
	7%	8%	6%	5%	11%	4%	8%	6%	12%	1%	4%	12%

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[QAbortionEurope] Many European nations ban elective abortions after the 17th week of pregnancy, with exceptions for rape, incest, and the life of the mother. Would you support or oppose a similar law on the federal level in the United States?

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor's	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Support a similar law	490	266	223	95	61	160	174	156	334	96	234	108	48	330	155
	61%	62%	60%	72%	57%	61%	58%	65%	60%	65%	66%	56%	52%	65%	54%
Oppose a similar law	167	81	87	24	25	51	68	49	119	29	69	42	25	98	68
	21%	19%	23%	18%	23%	19%	23%	20%	21%	19%	19%	22%	27%	19%	24%
Unsure	143	80	63	13	22	51	56	36	107	24	52	43	19	76	62
	18%	19%	17%	10%	20%	20%	19%	15%	19%	16%	15%	22%	21%	15%	22%

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[QAbortionEurope] Many European nations ban elective abortions after the 17th week of pregnancy, with exceptions for rape, incest, and the life of the mother. Would you support or oppose a similar law on the federal level in the United States?

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
Support a similar law	490	113	367	57	56	43	142	301	56	146	183	160
	61%	66%	60%	64%	68%	54%	62%	62%	62%	69%	65%	52%
Oppose a similar law	167	25	137	12	12	22	41	104	15	40	49	78
	21%	15%	22%	14%	15%	27%	18%	21%	16%	19%	18%	25%
Unsure	143	33	106	19	14	16	46	80	20	25	49	69
	18%	19%	17%	22%	17%	20%	20%	16%	22%	12%	17%	23%

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[QEconImprove] Do you think the current economic situation in the United States is improving, getting worse, or staying about the same?

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	131	70	61	23	21	39	48	44	87	28	42	40	20	70	60
	16%	16%	16%	17%	19%	15%	16%	18%	16%	19%	12%	21%	22%	14%	21%
GETTING A LOT/LITTLE WORSE	604	324	280	107	79	198	220	185	418	107	282	145	59	390	204
	75%	76%	75%	81%	73%	76%	74%	77%	75%	72%	80%	75%	64%	77%	71%
Improving a lot	41	22	18	5	8	11	16	13	28	11	8	11	10	19	21
	5%	5%	5%	4%	7%	4%	5%	5%	5%	7%	2%	6%	11%	4%	7%
Improving a little	90	48	42	18	13	28	32	31	59	17	34	29	11	51	40
	11%	11%	11%	13%	12%	11%	11%	13%	11%	11%	10%	15%	12%	10%	14%
Staying the same	62	30	32	2	8	22	30	10	52	12	30	7	13	42	21
	8%	7%	9%	2%	7%	8%	10%	4%	9%	8%	8%	4%	14%	8%	7%
Getting a little worse	116	66	50	19	13	39	45	32	84	16	53	28	19	69	47
	14%	15%	13%	14%	12%	15%	15%	13%	15%	11%	15%	15%	20%	14%	16%
Getting a lot worse	488	258	230	88	66	159	175	154	334	92	230	117	40	321	157
	61%	60%	62%	67%	61%	61%	59%	64%	60%	62%	65%	61%	43%	64%	55%
Unsure	3	3	-	-	1	2	-	1	2	2	1	1	-	2	1
	*%	1%			1%	1%		*%	*%	1%	*%	*%		*%	*%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QEconImprove] Do you think the current economic situation in the United States is improving, getting worse, or staying about the same?

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
IMPROVING A LOT/LITTLE	131	32	93	17	15	10	37	83	13	7	15	108
	16%	19%	15%	19%	18%	13%	16%	17%	14%	3%	5%	35%
GETTING A LOT/LITTLE WORSE	604	128	462	65	63	66	178	355	72	195	249	160
	75%	75%	76%	73%	77%	81%	78%	73%	79%	92%	88%	52%
Improving a lot	41	11	25	7	3	4	14	22	5	-	3	37
	5%	6%	4%	8%	4%	5%	6%	5%	6%		1%	12%
Improving a little	90	21	68	10	11	6	23	61	8	7	12	71
	11%	12%	11%	11%	14%	8%	10%	13%	9%	3%	4%	23%
Staying the same	62	10	52	6	4	5	13	44	6	10	17	36
	8%	6%	9%	7%	5%	6%	6%	9%	6%	5%	6%	12%
Getting a little worse	116	31	84	14	17	14	36	63	9	28	42	45
	14%	18%	14%	16%	20%	18%	16%	13%	9%	13%	15%	15%
Getting a lot worse	488	97	379	51	46	52	142	293	64	167	207	115
	61%	57%	62%	57%	56%	64%	62%	60%	70%	79%	73%	37%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QEconImprove] Do you think the current economic situation in the United States is improving, getting worse, or staying about the same?

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Unsure	3	1	2	1	-	-	-	3	-	-	1	2
	*%	*%	*%	1%				1%			*%	1%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QConPS_Immig] How concerned are you, if at all, that each of the following are a problem for your local community?

-Illegal immigration

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	441	243	198	62	51	146	182	113	328	82	207	96	45	289	141
	55%	57%	53%	47%	47%	56%	61%	47%	59%	55%	58%	50%	49%	57%	50%
NOT VERY/NOT AT ALL CONCERNED	189	102	87	25	37	65	60	63	126	38	71	53	26	109	78
	24%	24%	23%	19%	35%	25%	20%	26%	22%	26%	20%	27%	28%	22%	27%
Extremely concerned	282	161	121	41	36	79	125	77	204	48	136	57	31	184	88
	35%	38%	32%	31%	33%	30%	42%	32%	37%	32%	38%	30%	33%	37%	31%
Very concerned	159	82	77	21	15	67	57	36	123	34	70	39	15	105	53
	20%	19%	21%	16%	14%	25%	19%	15%	22%	23%	20%	20%	16%	21%	19%
Somewhat concerned	171	83	88	45	19	51	56	65	106	28	77	45	21	105	66
	21%	19%	24%	34%	18%	19%	19%	27%	19%	19%	22%	23%	23%	21%	23%
Not very concerned	103	54	49	15	24	37	27	39	64	21	42	29	11	63	40
	13%	13%	13%	12%	22%	14%	9%	16%	11%	14%	12%	15%	12%	13%	14%
Not at all concerned	85	48	37	10	14	28	33	24	62	17	29	23	15	46	38
	11%	11%	10%	8%	13%	11%	11%	10%	11%	11%	8%	12%	16%	9%	13%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QConPS_Immig] How concerned are you, if at all, that each of the following are a problem for your local community?

-Illegal immigration

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	441	78	348	42	36	49	137	252	53	149	178	114
	55%	45%	57%	48%	43%	61%	60%	52%	58%	70%	63%	37%
NOT VERY/NOT AT ALL CONCERNED	189	53	132	31	22	14	40	132	15	12	41	136
	24%	31%	22%	35%	27%	17%	17%	27%	17%	6%	14%	44%
Extremely concerned	282	51	221	27	24	30	79	171	31	99	112	70
	35%	30%	36%	30%	29%	36%	35%	35%	34%	47%	40%	23%
Very concerned	159	27	127	15	12	19	58	81	22	49	66	43
	20%	16%	21%	17%	14%	24%	25%	17%	24%	23%	24%	14%
Somewhat concerned	171	40	129	15	25	18	51	102	23	51	63	57
	21%	23%	21%	17%	30%	22%	22%	21%	26%	24%	22%	19%
Not very concerned	103	36	65	18	18	8	20	75	7	7	31	65
	13%	21%	11%	21%	21%	10%	9%	15%	8%	4%	11%	21%
Not at all concerned	85	17	67	13	4	6	20	57	8	5	9	71
	11%	10%	11%	15%	5%	7%	9%	12%	9%	2%	3%	23%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QConPS_Home] How concerned are you, if at all, that each of the following are a problem for your local community?

-Homelessness

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	382	186	196	65	52	119	146	117	265	67	180	96	32	247	128
	48%	43%	53%	49%	49%	45%	49%	49%	47%	45%	51%	50%	35%	49%	45%
NOT VERY/NOT AT ALL CONCERNED	174	104	69	38	25	42	69	63	111	43	70	35	25	114	59
	22%	24%	19%	29%	23%	16%	23%	26%	20%	29%	20%	18%	27%	23%	21%
Extremely concerned	186	90	96	42	26	44	74	69	117	32	94	37	17	125	54
	23%	21%	26%	32%	24%	17%	25%	29%	21%	21%	26%	19%	18%	25%	19%
Very concerned	196	96	100	22	26	75	72	49	147	35	87	59	15	122	74
	24%	22%	27%	17%	24%	29%	24%	20%	26%	24%	24%	30%	16%	24%	26%
Somewhat concerned	244	137	107	30	31	101	83	60	184	39	104	62	36	143	98
	31%	32%	29%	22%	28%	39%	28%	25%	33%	26%	29%	32%	39%	28%	34%
Not very concerned	123	69	54	25	16	32	50	41	81	21	56	31	15	77	46
	15%	16%	14%	19%	15%	12%	17%	17%	15%	14%	16%	16%	16%	15%	16%
Not at all concerned	51	36	16	12	9	10	20	22	30	22	14	4	10	36	14
	6%	8%	4%	9%	8%	4%	7%	9%	5%	15%	4%	2%	11%	7%	5%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QConPS_Home] How concerned are you, if at all, that each of the following are a problem for your local community?

-Homelessness

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	382	79	292	35	44	59	121	201	48	119	125	138
	48%	46%	48%	39%	54%	73%	53%	41%	53%	56%	44%	45%
NOT VERY/NOT AT ALL CONCERNED	174	43	129	25	18	5	40	127	15	42	69	63
	22%	25%	21%	28%	22%	6%	17%	26%	16%	20%	24%	20%
Extremely concerned	186	42	135	20	23	34	59	93	28	66	56	65
	23%	25%	22%	22%	27%	42%	26%	19%	31%	31%	20%	21%
Very concerned	196	37	156	15	22	25	62	108	20	53	69	73
	24%	22%	26%	17%	26%	31%	27%	22%	21%	25%	25%	24%
Somewhat concerned	244	49	189	29	20	17	67	158	28	50	88	106
	31%	29%	31%	32%	25%	21%	30%	33%	31%	24%	31%	35%
Not very concerned	123	32	88	16	16	4	28	89	10	31	50	41
	15%	19%	15%	18%	19%	5%	12%	18%	11%	15%	18%	14%
Not at all concerned	51	11	40	9	2	1	12	38	4	11	19	21
	6%	6%	7%	10%	3%	1%	5%	8%	5%	5%	7%	7%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QConPS_Drug] How concerned are you, if at all, that each of the following are a problem for your local community?

-Drug addiction

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	499	256	243	78	54	175	193	132	368	90	218	129	51	309	180
	62%	60%	65%	59%	50%	67%	65%	55%	66%	61%	62%	67%	56%	61%	63%
NOT VERY/NOT AT ALL CONCERNED	74	34	41	18	15	14	27	33	42	25	34	11	4	59	15
	9%	8%	11%	13%	14%	6%	9%	14%	7%	17%	9%	6%	4%	12%	5%
Extremely concerned	234	111	122	48	28	66	92	76	158	43	100	58	25	143	83
	29%	26%	33%	36%	26%	25%	31%	31%	28%	29%	28%	30%	27%	28%	29%
Very concerned	266	145	121	30	26	109	100	56	210	48	119	70	26	166	97
	33%	34%	32%	23%	24%	42%	34%	23%	37%	32%	33%	36%	29%	33%	34%
Somewhat concerned	227	137	89	37	39	72	78	76	150	33	103	53	37	136	90
	28%	32%	24%	28%	36%	28%	26%	32%	27%	22%	29%	28%	40%	27%	32%
Not very concerned	45	20	25	11	9	14	11	19	25	16	19	8	2	35	10
	6%	5%	7%	8%	8%	5%	4%	8%	5%	11%	5%	4%	2%	7%	3%
Not at all concerned	29	14	16	7	6	1	16	13	16	9	15	3	2	24	5
	4%	3%	4%	5%	6%	*%	5%	5%	3%	6%	4%	2%	2%	5%	2%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QConPS_Drug] How concerned are you, if at all, that each of the following are a problem for your local community?

-Drug addiction

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	499	110	376	51	59	61	147	290	59	155	173	171
	62%	65%	62%	58%	71%	75%	65%	60%	64%	73%	62%	56%
NOT VERY/NOT AT ALL CONCERNED	74	16	56	8	9	3	12	59	4	13	29	32
	9%	10%	9%	9%	11%	4%	5%	12%	5%	6%	10%	11%
Extremely concerned	234	57	171	23	34	31	68	134	33	95	68	71
	29%	33%	28%	26%	42%	38%	30%	28%	37%	45%	24%	23%
Very concerned	266	53	206	29	25	30	79	156	25	59	106	101
	33%	31%	34%	33%	30%	37%	35%	32%	28%	28%	38%	33%
Somewhat concerned	227	44	177	29	15	17	69	137	28	44	79	103
	28%	26%	29%	33%	18%	21%	30%	28%	31%	21%	28%	34%
Not very concerned	45	15	28	7	8	2	7	36	3	9	14	22
	6%	9%	5%	8%	10%	3%	3%	7%	3%	4%	5%	7%
Not at all concerned	29	2	28	1	1	1	5	23	1	4	15	11
	4%	1%	5%	1%	1%	1%	2%	5%	1%	2%	5%	3%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QConPS_VCrime] How concerned are you, if at all, that each of the following are a problem for your local community?
 -Violent crime

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	325	180	145	55	31	106	133	86	239	57	148	84	29	206	113
	41%	42%	39%	41%	29%	41%	45%	36%	43%	38%	42%	44%	31%	41%	40%
NOT VERY/NOT AT ALL CONCERNED	277	148	129	56	54	73	93	111	166	54	122	56	41	176	98
	35%	35%	35%	43%	50%	28%	31%	46%	30%	36%	34%	29%	45%	35%	34%
Extremely concerned	151	85	65	29	19	49	53	48	102	26	64	40	15	90	55
	19%	20%	18%	22%	18%	19%	18%	20%	18%	18%	18%	21%	17%	18%	19%
Very concerned	175	95	80	25	12	57	80	38	137	31	84	44	13	115	58
	22%	22%	21%	19%	12%	22%	27%	16%	24%	21%	24%	23%	14%	23%	20%
Somewhat concerned	198	99	98	21	22	82	72	43	154	38	84	52	22	122	75
	25%	23%	26%	16%	21%	31%	24%	18%	28%	26%	24%	27%	24%	24%	26%
Not very concerned	193	100	93	33	41	48	71	74	119	32	90	43	26	122	69
	24%	23%	25%	25%	38%	18%	24%	31%	21%	21%	25%	22%	28%	24%	24%
Not at all concerned	84	48	36	23	13	25	23	36	48	22	32	13	15	54	28
	10%	11%	10%	18%	12%	10%	8%	15%	8%	15%	9%	7%	16%	11%	10%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QConPS_VCrime] How concerned are you, if at all, that each of the following are a problem for your local community?

-Violent crime

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	325 41%	59 34%	256 42%	24 28%	34 42%	49 60%	106 47%	169 35%	40 44%	113 53%	114 40%	99 32%
NOT VERY/NOT AT ALL CONCERNED	277 35%	68 40%	202 33%	40 45%	28 34%	12 15%	59 26%	206 42%	21 23%	45 21%	92 33%	140 46%
Extremely concerned	151 19%	21 12%	124 20%	9 10%	13 15%	18 22%	50 22%	82 17%	20 22%	57 27%	55 19%	39 13%
Very concerned	175 22%	37 22%	132 22%	16 18%	22 26%	31 38%	56 25%	87 18%	20 22%	56 26%	59 21%	60 19%
Somewhat concerned	198 25%	45 26%	151 25%	24 27%	20 25%	21 25%	63 28%	111 23%	30 33%	54 25%	76 27%	68 22%
Not very concerned	193 24%	44 26%	145 24%	20 23%	24 29%	9 11%	37 16%	146 30%	13 14%	27 13%	66 24%	100 33%
Not at all concerned	84 10%	24 14%	58 9%	20 22%	4 5%	3 3%	21 9%	60 12%	8 9%	18 8%	26 9%	41 13%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QConPS_PCri] How concerned are you, if at all, that each of the following are a problem for your local community?

-Property crime

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	309	173	136	60	30	92	127	90	219	59	140	73	32	199	105
	39%	41%	36%	45%	28%	35%	43%	37%	39%	40%	39%	38%	34%	39%	37%
NOT VERY/NOT AT ALL CONCERNED	242	129	113	51	42	63	87	93	150	40	108	55	38	147	93
	30%	30%	30%	39%	38%	24%	29%	39%	27%	27%	30%	28%	42%	29%	33%
Extremely concerned	117	67	50	23	20	25	49	43	74	26	50	24	13	76	37
	15%	16%	13%	17%	18%	10%	16%	18%	13%	18%	14%	12%	14%	15%	13%
Very concerned	192	106	86	37	10	67	78	47	145	33	90	49	19	123	68
	24%	25%	23%	28%	9%	25%	26%	20%	26%	22%	25%	25%	20%	24%	24%
Somewhat concerned	248	124	124	21	37	107	83	58	190	50	107	65	22	157	88
	31%	29%	33%	16%	34%	41%	28%	24%	34%	34%	30%	34%	24%	31%	31%
Not very concerned	179	96	83	36	32	51	60	68	111	25	88	44	21	113	65
	22%	23%	22%	27%	30%	20%	20%	28%	20%	17%	25%	23%	23%	22%	23%
Not at all concerned	63	33	30	15	9	11	28	24	39	15	19	11	17	34	28
	8%	8%	8%	11%	9%	4%	9%	10%	7%	10%	5%	6%	18%	7%	10%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QConPS_PCrime] How concerned are you, if at all, that each of the following are a problem for your local community?

-Property crime

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	309	52	247	25	26	39	96	171	37	103	115	92
	39%	30%	40%	28%	32%	48%	42%	35%	40%	49%	41%	30%
NOT VERY/NOT AT ALL CONCERNED	242	56	182	30	25	12	54	176	24	54	67	121
	30%	33%	30%	34%	31%	15%	24%	36%	26%	26%	24%	39%
Extremely concerned	117	19	93	13	5	7	38	70	14	42	49	26
	15%	11%	15%	15%	7%	9%	17%	14%	16%	20%	17%	8%
Very concerned	192	33	154	12	21	31	58	101	22	60	66	66
	24%	19%	25%	13%	25%	39%	25%	21%	25%	28%	23%	22%
Somewhat concerned	248	64	180	33	31	30	78	138	30	55	100	94
	31%	37%	30%	37%	37%	37%	34%	29%	33%	26%	35%	31%
Not very concerned	179	45	130	25	21	9	41	129	22	38	54	87
	22%	26%	21%	28%	25%	11%	18%	26%	24%	18%	19%	28%
Not at all concerned	63	10	52	6	5	3	13	47	2	16	14	34
	8%	6%	9%	6%	6%	4%	6%	10%	2%	8%	5%	11%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QConPS_MentalHealth] How concerned are you, if at all, that each of the following are a problem for your local community?

-Mental health challenges

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	484	230	254	88	70	157	168	158	326	89	208	125	54	297	179
	60%	54%	68%	66%	65%	60%	57%	66%	58%	60%	59%	65%	59%	59%	63%
NOT VERY/NOT AT ALL CONCERNED	72	44	29	12	4	25	31	16	56	14	32	15	11	45	26
	9%	10%	8%	9%	4%	9%	10%	7%	10%	9%	9%	8%	12%	9%	9%
Extremely concerned	184	80	103	41	32	53	58	73	111	28	78	51	22	105	73
	23%	19%	28%	31%	30%	20%	20%	30%	20%	19%	22%	26%	24%	21%	26%
Very concerned	300	149	151	47	38	105	110	85	215	61	130	74	32	191	106
	37%	35%	40%	36%	35%	40%	37%	35%	38%	41%	37%	38%	35%	38%	37%
Somewhat concerned	244	154	90	32	34	80	98	66	178	46	115	53	27	162	80
	30%	36%	24%	24%	31%	30%	33%	27%	32%	31%	33%	28%	29%	32%	28%
Not very concerned	58	36	22	12	2	20	24	14	44	7	27	12	10	34	22
	7%	8%	6%	9%	2%	8%	8%	6%	8%	5%	8%	6%	11%	7%	8%
Not at all concerned	15	8	6	-	3	5	7	3	12	6	5	3	1	11	4
	2%	2%	2%		2%	2%	2%	1%	2%	4%	1%	1%	1%	2%	1%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QConPS_MentalHealth] How concerned are you, if at all, that each of the following are a problem for your local community?

-Mental health challenges

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	484	110	362	48	62	59	139	284	60	129	170	185
	60%	64%	59%	54%	76%	72%	61%	59%	66%	61%	60%	60%
NOT VERY/NOT AT ALL CONCERNED	72	10	58	7	3	5	15	52	5	28	22	22
	9%	6%	10%	8%	4%	6%	7%	11%	6%	13%	8%	7%
Extremely concerned	184	56	120	23	33	28	55	100	26	46	71	67
	23%	33%	20%	26%	40%	35%	24%	21%	29%	22%	25%	22%
Very concerned	300	54	242	25	29	30	83	184	34	83	99	118
	37%	32%	40%	28%	35%	37%	37%	38%	37%	39%	35%	38%
Somewhat concerned	244	50	189	33	17	18	75	149	26	55	89	99
	30%	30%	31%	38%	21%	22%	33%	31%	28%	26%	32%	32%
Not very concerned	58	7	47	4	3	5	14	38	5	25	19	14
	7%	4%	8%	5%	4%	6%	6%	8%	6%	12%	7%	5%
Not at all concerned	15	3	11	3	-	-	1	14	-	3	3	8
	2%	2%	2%	4%	-	-	*%	3%	-	1%	1%	3%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QConPS_Opioid] How concerned are you, if at all, that each of the following are a problem for your local community?

-Opioid abuse

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	511	262	249	72	58	173	207	131	380	98	223	127	53	322	180
	64%	61%	67%	55%	54%	66%	70%	54%	68%	66%	63%	66%	57%	64%	63%
NOT VERY/NOT AT ALL CONCERNED	90	54	36	27	6	27	30	33	56	22	37	19	10	59	29
	11%	13%	10%	21%	6%	10%	10%	14%	10%	15%	10%	10%	11%	12%	10%
Extremely concerned	243	116	127	42	32	66	102	75	168	49	105	60	22	154	82
	30%	27%	34%	32%	30%	25%	34%	31%	30%	33%	30%	31%	24%	31%	29%
Very concerned	269	146	123	30	26	107	106	56	212	49	118	68	31	168	98
	34%	34%	33%	23%	24%	41%	35%	23%	38%	33%	33%	35%	33%	33%	34%
Somewhat concerned	199	112	88	32	44	62	61	76	123	28	94	47	30	123	77
	25%	26%	24%	24%	40%	24%	20%	32%	22%	19%	27%	24%	32%	24%	27%
Not very concerned	69	42	27	25	4	25	15	29	40	16	31	13	6	48	19
	9%	10%	7%	19%	4%	10%	5%	12%	7%	11%	9%	7%	7%	9%	7%
Not at all concerned	21	12	9	3	2	2	15	4	17	6	6	6	4	12	9
	3%	3%	3%	2%	1%	1%	5%	2%	3%	4%	2%	3%	4%	2%	3%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QConPS_Opioid] How concerned are you, if at all, that each of the following are a problem for your local community?

-Opioid abuse

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	511	109	387	48	61	65	157	288	66	148	182	182
	64%	64%	64%	54%	74%	81%	69%	59%	73%	70%	64%	59%
NOT VERY/NOT AT ALL CONCERNED	90	15	71	13	2	5	15	69	1	25	34	31
	11%	9%	12%	15%	2%	6%	7%	14%	1%	12%	12%	10%
Extremely concerned	243	61	175	27	35	28	74	140	33	79	81	82
	30%	36%	29%	30%	42%	35%	32%	29%	36%	38%	29%	27%
Very concerned	269	48	213	21	26	37	83	148	33	69	100	100
	34%	28%	35%	24%	32%	46%	36%	30%	36%	32%	36%	32%
Somewhat concerned	199	46	151	27	19	11	56	129	24	39	66	94
	25%	27%	25%	30%	24%	14%	25%	27%	26%	18%	23%	31%
Not very concerned	69	12	54	11	1	4	13	50	-	22	27	19
	9%	7%	9%	13%	1%	5%	6%	10%	-	11%	10%	6%
Not at all concerned	21	3	18	2	1	1	2	19	1	2	7	12
	3%	2%	3%	3%	1%	1%	1%	4%	1%	1%	2%	4%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QConPS_Fentanyl] How concerned are you, if at all, that each of the following are a problem for your local community?
 -Fentanyl

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	570	297	274	81	72	193	224	153	417	111	256	138	56	367	193
	71%	69%	73%	61%	67%	74%	75%	64%	75%	74%	72%	71%	60%	73%	68%
NOT VERY/NOT AT ALL CONCERNED	70	42	29	18	7	17	28	25	45	15	21	21	14	36	35
	9%	10%	8%	13%	7%	6%	10%	10%	8%	10%	6%	11%	15%	7%	12%
Extremely concerned	297	146	151	41	37	95	125	77	220	57	135	71	26	191	97
	37%	34%	40%	31%	34%	36%	42%	32%	39%	38%	38%	37%	28%	38%	34%
Very concerned	274	150	123	40	36	98	99	76	198	54	122	67	30	175	96
	34%	35%	33%	30%	33%	38%	33%	32%	35%	36%	34%	34%	32%	35%	34%
Somewhat concerned	159	89	70	34	28	52	45	62	97	23	78	34	23	101	57
	20%	21%	19%	26%	26%	20%	15%	26%	17%	16%	22%	18%	25%	20%	20%
Not very concerned	52	32	20	16	7	14	15	23	29	6	18	17	11	24	28
	6%	8%	5%	12%	7%	5%	5%	10%	5%	4%	5%	9%	12%	5%	10%
Not at all concerned	18	9	9	2	-	3	14	2	17	9	2	4	2	12	6
	2%	2%	2%	1%		1%	5%	1%	3%	6%	1%	2%	2%	2%	2%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QConPS_Fentanyl] How concerned are you, if at all, that each of the following are a problem for your local community?

-Fentanyl

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY CONCERNED	570	120	435	51	69	68	166	335	69	155	212	203
	71%	70%	71%	58%	83%	84%	73%	69%	75%	74%	75%	66%
NOT VERY/NOT AT ALL CONCERNED	70	15	52	13	3	3	11	56	3	20	13	36
	9%	9%	9%	14%	3%	4%	5%	12%	3%	10%	5%	12%
Extremely concerned	297	62	226	24	38	31	92	173	37	97	108	92
	37%	36%	37%	27%	46%	39%	40%	36%	40%	46%	38%	30%
Very concerned	274	58	209	27	30	36	74	162	32	59	104	111
	34%	34%	34%	31%	37%	45%	32%	33%	35%	28%	37%	36%
Somewhat concerned	159	36	122	24	11	10	52	94	19	36	57	67
	20%	21%	20%	28%	14%	12%	23%	19%	21%	17%	20%	22%
Not very concerned	52	14	36	11	3	2	11	39	3	19	8	26
	6%	8%	6%	13%	3%	2%	5%	8%	3%	9%	3%	8%
Not at all concerned	18	2	17	2	-	1	-	17	-	1	6	11
	2%	1%	3%	2%	-	1%	-	4%	-	1%	2%	4%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QIdeology] Regardless of how you typically vote, would you say you consider yourself to be...?

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	493	279	215	84	59	158	192	143	350	95	225	120	46	320	166
	62%	65%	58%	64%	55%	60%	64%	60%	62%	64%	63%	62%	50%	64%	58%
VERY/SOMEWHAT LIBERAL	41	20	21	17	6	12	7	22	19	6	17	10	9	23	18
	5%	5%	6%	13%	5%	4%	2%	9%	3%	4%	5%	5%	9%	5%	6%
Very conservative	211	109	102	44	18	63	87	62	150	39	108	45	14	147	60
	26%	26%	27%	33%	16%	24%	29%	26%	27%	26%	30%	23%	15%	29%	21%
Somewhat conservative	282	169	112	40	42	95	105	82	200	56	117	75	32	173	107
	35%	40%	30%	30%	38%	36%	35%	34%	36%	38%	33%	39%	34%	34%	37%
Moderate	260	123	136	30	43	89	98	73	187	45	113	61	37	158	98
	32%	29%	37%	22%	40%	34%	33%	30%	33%	30%	32%	32%	40%	31%	34%
Somewhat liberal	29	10	19	10	2	10	7	12	17	4	13	4	9	17	12
	4%	2%	5%	8%	2%	4%	2%	5%	3%	3%	4%	2%	9%	3%	4%
Very liberal	12	10	2	6	4	2	-	10	2	3	4	6	-	6	6
	2%	2%	1%	5%	4%	1%	-	4%	*%	2%	1%	3%	-	1%	2%
Unsure	6	5	1	2	-	3	1	2	4	2	1	2	1	3	2
	1%	1%	*%	1%	-	1%	*%	1%	1%	1%	*%	1%	1%	1%	1%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QIdeology] Regardless of how you typically vote, would you say you consider yourself to be...?

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	493	91	391	48	43	54	135	302	47	211	282	-
	62%	53%	64%	55%	52%	67%	59%	62%	51%	100%	100%	
VERY/SOMEWHAT LIBERAL	41	12	29	6	6	3	17	21	9	-	-	41
	5%	7%	5%	7%	7%	4%	8%	4%	10%			13%
Very conservative	211	26	179	11	15	22	57	131	22	211	-	-
	26%	15%	29%	12%	19%	27%	25%	27%	24%	100%		
Somewhat conservative	282	65	212	37	27	32	79	171	25	-	282	-
	35%	38%	35%	42%	33%	39%	34%	35%	27%		100%	
Moderate	260	65	187	31	34	22	74	161	35	-	-	260
	32%	38%	31%	35%	41%	27%	32%	33%	39%			85%
Somewhat liberal	29	8	21	3	5	2	11	16	9	-	-	29
	4%	5%	3%	4%	6%	3%	5%	3%	10%			10%
Very liberal	12	4	8	3	1	1	6	5	-	-	-	12
	2%	2%	1%	3%	1%	1%	3%	1%				4%
Unsure	6	3	2	3	-	2	2	2	-	-	-	6
	1%	2%	*%	4%		2%	1%	*%				2%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QKids] Do you currently have children under the age of 18 in your home?

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	171	88	83	55	69	34	13	123	47	34	63	51	23	96	74
	21%	21%	22%	41%	64%	13%	4%	51%	8%	23%	18%	27%	25%	19%	26%
No	609	330	279	73	39	216	281	112	498	114	284	139	65	398	204
	76%	77%	75%	55%	36%	83%	94%	47%	89%	77%	80%	72%	71%	79%	72%
Prefer not to say	20	9	11	4	1	11	3	5	15	1	9	3	4	10	7
	2%	2%	3%	3%	1%	4%	1%	2%	3%	1%	2%	2%	4%	2%	2%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QKids] Do you currently have children under the age of 18 in your home?

	Total	Kids				Community				Ideology		
		Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Yes	171	171	-	88	83	11	55	105	22	26	65	80
	21%	100%		100%	100%	14%	24%	22%	24%	12%	23%	26%
No	609	-	609	-	-	66	168	372	66	179	212	218
	76%		100%			81%	74%	77%	72%	85%	75%	71%
Prefer not to say	20	-	-	-	-	4	6	9	3	6	5	9
	2%					4%	3%	2%	4%	3%	2%	3%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QUrbanRural] How would you describe the area in which you live?

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
City	81	40	41	12	13	31	25	25	56	17	37	16	11	54	27
	10%	9%	11%	9%	12%	12%	8%	10%	10%	12%	10%	8%	12%	11%	9%
Suburb near a city	228	137	91	45	33	90	60	78	150	33	100	63	28	133	90
	29%	32%	24%	34%	31%	34%	20%	32%	27%	22%	28%	32%	30%	26%	32%
Small town not near a city	261	146	114	53	26	84	98	78	182	41	116	72	29	157	101
	33%	34%	31%	40%	24%	32%	33%	33%	33%	28%	33%	37%	31%	31%	35%
Rural or country area	225	101	124	20	36	54	114	57	168	57	102	39	24	159	64
	28%	24%	33%	15%	33%	21%	38%	24%	30%	38%	29%	20%	26%	32%	22%
Unsure	5	3	2	2	-	2	1	2	3	-	-	3	1	-	4
	1%	1%	1%	2%		1%	*%	1%	1%			1%	1%		1%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QUrbanRural] How would you describe the area in which you live?

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
City	81	11	66	6	5	81	-	-	-	22	32	27
	10%	7%	11%	7%	7%	100%				10%	11%	9%
Suburb near a city	228	55	168	32	22	-	228	-	91	57	79	93
	29%	32%	28%	36%	27%		100%		100%	27%	28%	30%
Small town not near a city	261	60	197	35	25	-	-	261	-	74	92	95
	33%	35%	32%	40%	30%			54%		35%	33%	31%
Rural or country area	225	45	175	15	30	-	-	225	-	57	79	89
	28%	26%	29%	17%	36%			46%		27%	28%	29%
Unsure	5	-	4	-	-	-	-	-	-	2	1	3
	1%		1%							1%	*%	1%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QAge] What is your age?

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-29	60	28	32	60	-	-	-	60	-	10	34	9	7	44	16
	8%	7%	9%	45%				25%		7%	10%	5%	8%	9%	6%
30-39	72	47	25	72	-	-	-	72	-	13	30	23	4	43	27
	9%	11%	7%	55%				30%		9%	9%	12%	4%	9%	9%
40-49	108	54	54	-	108	-	-	108	-	19	42	33	14	60	48
	14%	13%	15%		100%			45%		13%	12%	17%	16%	12%	17%
50-64	262	143	119	-	-	262	-	-	262	41	98	83	33	139	116
	33%	33%	32%			100%		47%		27%	28%	43%	36%	28%	41%
65+	298	156	142	-	-	-	298	-	298	66	151	45	33	217	78
	37%	37%	38%				100%	53%		45%	43%	23%	36%	43%	27%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QAge] What is your age?

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
18-29	60	21	39	3	17	4	18	36	8	23	23	14
	8%	12%	6%	4%	21%	5%	8%	7%	8%	11%	8%	4%
30-39	72	34	34	20	14	8	27	38	11	21	17	34
	9%	20%	6%	22%	17%	10%	12%	8%	12%	10%	6%	11%
40-49	108	69	39	35	34	13	33	62	11	18	42	49
	14%	40%	6%	40%	41%	16%	15%	13%	12%	8%	15%	16%
50-64	262	34	216	23	11	31	90	138	37	63	95	104
	33%	20%	35%	26%	14%	39%	40%	28%	41%	30%	34%	34%
65+	298	13	281	7	6	25	60	212	24	87	105	106
	37%	8%	46%	8%	7%	31%	26%	44%	26%	41%	37%	35%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QGender] Do you describe yourself as a man, a woman, or in some other way?

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Man	427	427	-	75	54	143	156	128	299	79	173	124	49	252	173
	53%	100%		56%	50%	55%	52%	53%	53%	53%	49%	64%	53%	50%	61%
Woman	373	-	373	57	54	119	142	112	261	70	182	69	43	251	112
	47%		100%	44%	50%	45%	48%	47%	47%	47%	51%	36%	47%	50%	39%
In some other way	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QGender] Do you describe yourself as a man, a woman, or in some other way?

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
Man	427	88	330	88	-	40	137	247	-	109	169	149
	53%	52%	54%	100%		49%	60%	51%		52%	60%	48%
Woman	373	83	279	-	83	41	91	238	91	102	112	158
	47%	48%	46%		100%	51%	40%	49%	100%	48%	40%	52%
In some other way	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QState] In what state do you live?

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
New Hampshire	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QState] In what state do you live?

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
New Hampshire	800	171	609	88	83	81	228	486	91	211	282	307
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QRegVote] Are you registered to vote?

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dont know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QRegVote] Are you registered to vote?

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	800	171	609	88	83	81	228	486	91	211	282	307
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-
Dont know	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QPrimary] Thinking ahead to 2024, are you likely to vote in the Republican presidential primary?

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY LIKELY	655	366	289	104	94	207	250	198	457	121	278	171	75	399	246
	82%	86%	77%	79%	87%	79%	84%	82%	82%	82%	78%	89%	81%	79%	86%
NOT VERY/NOT AT ALL LIKELY	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Extremely likely	505	280	225	76	71	165	193	147	358	92	212	135	59	304	194
	63%	66%	60%	58%	66%	63%	65%	61%	64%	62%	60%	70%	64%	60%	68%
Very likely	150	86	64	28	23	41	58	51	99	30	66	36	16	96	52
	19%	20%	17%	21%	21%	16%	19%	21%	18%	20%	19%	19%	17%	19%	18%
Somewhat likely	145	61	84	28	14	55	48	42	103	27	77	22	17	104	39
	18%	14%	23%	21%	13%	21%	16%	18%	18%	18%	22%	11%	19%	21%	14%
Not very likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not at all likely	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QPrimary] Thinking ahead to 2024, are you likely to vote in the Republican presidential primary?

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
EXTREMELY/VERY LIKELY	655	146	496	77	68	64	184	402	65	177	246	232
	82%	85%	81%	88%	83%	80%	81%	83%	72%	84%	87%	76%
NOT VERY/NOT AT ALL LIKELY	-	-	-	-	-	-	-	-	-	-	-	-
Extremely likely	505	109	387	59	49	54	137	312	52	157	202	146
	63%	64%	63%	67%	60%	67%	60%	64%	57%	74%	72%	48%
Very likely	150	37	110	18	19	10	47	90	14	20	44	86
	19%	22%	18%	21%	23%	13%	20%	18%	15%	9%	16%	28%
Somewhat likely	145	25	113	11	14	17	44	84	26	34	36	75
	18%	15%	19%	12%	17%	20%	19%	17%	28%	16%	13%	24%
Not very likely	-	-	-	-	-	-	-	-	-	-	-	-
Not at all likely	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QIndustry] Do you or does anyone in your household work in any of the following industries?

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	410	220	190	86	58	121	146	144	267	61	194	110	37	255	147
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Technology	41	27	13	11	9	13	7	20	21	6	21	10	2	27	12
	10%	12%	7%	13%	15%	11%	5%	14%	8%	10%	11%	9%	4%	11%	8%
Sales	44	27	17	12	7	11	14	19	25	4	24	11	4	28	15
	11%	12%	9%	14%	13%	9%	10%	13%	9%	7%	12%	10%	11%	11%	10%
Healthcare or the pharmaceutical industry	56	25	30	15	8	11	21	24	32	12	25	11	6	38	17
	14%	12%	16%	18%	14%	9%	15%	16%	12%	20%	13%	10%	17%	15%	12%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	10	4	6	-	2	4	4	2	8	3	4	2	1	7	3
	2%	2%	3%		4%	3%	3%	2%	3%	5%	2%	2%	2%	3%	2%
Market research	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
None of these	280	147	133	51	36	87	105	88	192	37	130	79	27	167	106
	68%	67%	70%	60%	63%	72%	72%	61%	72%	61%	67%	72%	74%	66%	73%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QIndustry] Do you or does anyone in your household work in any of the following industries?

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	410	87	314	48	38	49	128	229	53	125	136	149
	100	100	100	100	100	100	100	100	100	100	100	100
Technology	41	11	28	8	3	5	14	22	7	10	9	21
	10%	13%	9%	17%	8%	11%	11%	9%	13%	8%	7%	14%
Sales	44	13	31	6	7	4	17	24	8	11	21	12
	11%	15%	10%	12%	19%	7%	13%	10%	14%	9%	15%	8%
Healthcare or the pharmaceutical industry	56	17	39	10	7	10	11	35	4	13	24	19
	14%	20%	12%	21%	19%	21%	8%	15%	8%	10%	18%	13%
Journalism or the media	-	-	-	-	-	-	-	-	-	-	-	-
Food service or the restaurant industry	10	4	6	2	2	-	3	7	2	1	5	4
	2%	4%	2%	4%	5%		2%	3%	3%	1%	4%	3%
Market research	-	-	-	-	-	-	-	-	-	-	-	-
Public relations	-	-	-	-	-	-	-	-	-	-	-	-
None of these	280	48	225	26	22	31	90	154	36	95	80	105
	68%	55%	72%	53%	58%	63%	71%	67%	68%	76%	59%	70%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QIndustryPhone] Do you or does anyone in your household work in public relations, market research, or journalism or the media?

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	390	207	183	47	50	141	152	97	293	88	161	83	56	249	139
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No	390	207	183	47	50	141	152	97	293	88	161	83	56	249	139
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
[DNR: Refused]	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QIndustryPhone] Do you or does anyone in your household work in public relations, market research, or journalism or the media?

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	390	84	295	40	44	32	101	256	38	86	146	157
	100	100	100	100	100	100	100	100	100	100	100	100
Yes	-	-	-	-	-	-	-	-	-	-	-	-
No	390	84	295	40	44	32	101	256	38	86	146	157
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
[DNR: Refused]	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Have not completed high school	10	10	1	2	-	2	7	2	9	10	-	-	-	10	-
	1%	2%	*%	1%		1%	2%	1%	2%	7%				2%	
High school graduate or equivalent	138	69	69	21	19	39	60	40	98	138	-	-	-	138	-
	17%	16%	19%	16%	17%	15%	20%	17%	18%	93%				27%	
Some college, no degree	216	106	110	39	28	55	95	67	149	-	216	-	-	216	-
	27%	25%	29%	29%	26%	21%	32%	28%	27%		61%			43%	
Associate degree	139	67	72	25	14	44	56	39	100	-	139	-	-	139	-
	17%	16%	19%	19%	13%	17%	19%	16%	18%		39%			28%	
Bachelor' s degree	193	124	69	32	33	83	45	65	128	-	-	193	-	-	193
	24%	29%	19%	24%	31%	32%	15%	27%	23%			100%		68%	
Graduate degree	92	49	43	11	14	33	33	26	67	-	-	-	92	-	92
	12%	11%	12%	9%	13%	13%	11%	11%	12%				100%		32%
Prefer not to say	11	2	9	2	-	7	2	2	9	-	-	-	-	-	-
	1%	1%	2%	2%		3%	1%	1%	2%						

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
Have not completed high school	10	-	10	-	-	1	2	7	1	4	5	2
	1%		2%			1%	1%	1%	1%	2%	2%	1%
High school graduate or equivalent	138	34	104	15	18	16	31	91	14	35	51	52
	17%	20%	17%	17%	22%	20%	14%	19%	16%	17%	18%	17%
Some college, no degree	216	38	173	19	19	23	57	135	22	73	67	75
	27%	22%	28%	22%	23%	29%	25%	28%	24%	35%	24%	25%
Associate degree	139	24	110	10	14	14	42	83	19	34	50	55
	17%	14%	18%	11%	17%	17%	18%	17%	21%	16%	18%	18%
Bachelor' s degree	193	51	139	29	23	16	63	112	18	45	75	73
	24%	30%	23%	32%	28%	20%	27%	23%	20%	21%	27%	24%
Graduate degree	92	23	65	14	8	11	28	53	13	14	32	46
	12%	13%	11%	16%	10%	13%	12%	11%	14%	7%	11%	15%
Prefer not to say	11	1	7	1	-	-	5	5	4	5	2	4
	1%	*%	1%	1%			2%	1%	4%	3%	1%	1%

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Gender		Age				Age Group		Education				Education Group	
	Total	Men	Women	18-39	40-49	50-64	65+	18-49	50+	HS or less	Some college	Bachelor' s	Graduate	Non-college	College
Total	800	427	373	132	108	262	298	240	560	149	355	193	92	503	285
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
White	747	402	345	124	96	242	286	219	528	142	334	183	83	475	266
	93%	94%	92%	94%	89%	92%	96%	91%	94%	95%	94%	95%	90%	94%	93%
Black or African American	4	1	2	-	1	3	-	1	3	-	2	1	1	2	1
	*%	*%	1%		1%	1%		*%	*%		1%	*%	1%	*%	1%
Hispanic or Latino	21	6	14	4	6	9	2	10	11	4	2	3	10	6	13
	3%	1%	4%	3%	5%	3%	1%	4%	2%	2%	1%	1%	11%	1%	5%
Asian	6	4	2	3	1	2	-	4	2	1	2	2	1	3	3
	1%	1%	*%	2%	1%	1%		2%	*%	1%	*%	1%	1%	1%	1%
Native American or Alaska Native	13	10	3	3	1	8	1	4	10	1	7	4	1	8	5
	2%	2%	1%	2%	1%	3%	*%	1%	2%	1%	2%	2%	1%	2%	2%
Native Hawaiian or Other Pacific Islander	2	2	-	-	-	-	2	-	2	1	1	-	-	2	-
	*%	*%					1%		*%	1%	*%			*%	
Something else	33	17	16	10	7	8	8	17	16	2	18	6	4	20	10
	4%	4%	4%	8%	6%	3%	3%	7%	3%	1%	5%	3%	4%	4%	3%
Prefer not to respond	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 New Hampshire Republican Primary Voter Survey
 N=800, New Hampshire Likely Republican Primary Voters, August 15-17, 2023, Margin of Error=4.0 Percentage Points

[QRace] What is your race or ethnicity?

	Total	Kids				Community				Ideology		
	Total	Have Kids <18	No Kids <18	Men w/ Kids	Women w/ Kids	Urban	Suburban	Rural	Suburban Women	Very Conservative	Somewhat Conservative	Not Conservative
Total	800	171	609	88	83	81	228	486	91	211	282	307
	100	100	100	100	100	100	100	100	100	100	100	100
White	747	155	577	79	76	74	204	464	78	202	271	274
	93%	91%	95%	90%	92%	91%	90%	96%	86%	96%	96%	89%
Black or African American	4	1	2	1	-	1	-	3	-	-	-	4
	*%	1%	*%	1%		1%		1%				1%
Hispanic or Latino	21	11	9	2	9	1	10	10	7	-	4	16
	3%	7%	1%	3%	11%	1%	4%	2%	8%		2%	5%
Asian	6	3	3	3	-	-	4	2	2	-	2	4
	1%	2%	*%	3%			2%	*%	2%		1%	1%
Native American or Alaska Native	13	1	11	1	-	1	3	10	1	3	7	4
	2%	1%	2%	1%		1%	1%	2%	1%	1%	2%	1%
Native Hawaiian or Other Pacific Islander	2	-	2	-	-	-	1	1	-	-	2	-
	*%		*%				*%	*%			1%	
Something else	33	8	20	4	3	6	17	9	9	8	6	19
	4%	5%	3%	5%	4%	8%	7%	2%	10%	4%	2%	6%
Prefer not to respond	-	-	-	-	-	-	-	-	-	-	-	-