



New Hampshire Republican Primary Survey
Survey of N=800 Likely Republican Primary Voters Statewide
Sample from L2 Voter File (400 completed via text-to-web, 400 via phone)
Field Dates: August 15–17, 2023
Margin of Error: ± 4.0 Percentage Points

REPUBLICAN PRIMARY

1. [Q2024GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote? [RANDOMIZE 1-13]
- | | |
|-----------------------------------|-----|
| 1. Donald Trump | 34% |
| 2. Chris Christie | 14% |
| 3. Vivek Ramaswamy | 11% |
| 4. Ron DeSantis | 9% |
| 5. Tim Scott | 7% |
| 6. Mike Pence | 3% |
| 7. Nikki Haley | 3% |
| 8. Will Hurd | 3% |
| 9. Doug Burgum | 2% |
| 10. Asa Hutchinson | 1% |
| 11. Francis Suarez | *% |
| 12. Ryan Binkley | *% |
| 13. Larry Elder | - |
| 14. Someone else (Please specify) | 2% |
| 15. Don't know/Refused/Unsure | 12% |

2. [QIssues] If you had to choose just one, which would you say is the biggest issue facing the country today? [RANDOMIZE 1-16] [PHONE: IF NEEDED, REPEAT RESPONSE OPTIONS]

1. Political corruption	26%
2. Cost of living	15%
3. Jobs and the economy	11%
4. Immigration	11%
5. National security	8%
6. The environment and climate change	6%
7. Taxes	3%
8. Abortion	3%
9. Healthcare	2%
10. Crime	2%
11. Mental health	2%
12. Infrastructure	1%
13. Gun rights	1%
14. Drug abuse	1%
15. Race relations	1%
16. Education	*%
17. Something else (Please specify)	7%
18. Don't know/Refused/Unsure	1%

KEY ISSUES: CULTURE AND SECURITY

Changing topics slightly...

3. [QAbortionFederal] Do you support a federal law on abortion restrictions, or should it be left to the individual states? [RANDOMIZE 1-2]

1. Leave it to the individual states	77%
2. Support a federal law on abortion restrictions	17%
3. Don't know/Refused/Unsure	7%

4. [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? [RANDOMIZE 1-2]

1. Support a similar law	61%
2. Oppose a similar law	21%
3. Don't know/Refused/Unsure	18%

KEY ISSUES: ECONOMIC

Changing topics again...

5. [QEconImprove] Do you think the current economic situation in the United States is improving, getting worse, or staying about the same? [RANDOMIZE SCALE 1-5, 5-1]

IMPROVING A LOT/LITTLE	16%
GETTING A LOT/LITTLE WORSE	75%
1. Improving a lot	5%
2. Improving a little	11%
3. Staying the same	8%
4. Getting a little worse	14%
5. Getting a lot worse	61%
6. Don't know/Refused/Unsure	*%

KEY ISSUES: SAFETY AND SECURITY

Changing topics one last time...

6. [Public Safety Concerns Battery] How concerned are you, if at all, that each of the following are a problem for your local community? [DISPLAY AS GRID OVER 2 PAGES] [RANDOMIZE ITEM ORDER] [RANDOMIZE SCALE 1-5, 5-1] [PHONE: IF NEEDED, REPEAT RESPONSE OPTIONS AFTER READING ITEM]

	1. Extremely concerned	2. Very concerned	3. Somewhat concerned	4. Not very concerned	5. Not at all concerned		
	EXTREM./ VERY	NOT VERY/ NOT AT ALL	1. Extremely concerned	2. Very concerned	3. Somewhat concerned	4. Not very concerned	5. Not at all concerned
1. Fentanyl	71%	9%	37%	34%	20%	6%	2%
2. Opioid abuse	64%	11%	30%	34%	25%	9%	3%
3. Drug addiction	62%	9%	29%	33%	28%	6%	4%
4. Mental health challenges	60%	9%	23%	37%	30%	7%	2%
5. Illegal immigration	55%	24%	35%	20%	21%	13%	11%
6. Homelessness	48%	22%	23%	24%	31%	15%	6%
7. Violent crime	41%	35%	19%	22%	25%	24%	10%
8. Property crime	39%	30%	15%	24%	31%	22%	8%

DEMOGRAPHICS

And now, just a few final demographic questions for statistical purposes.

7. **[QIdeology]** Regardless of how you typically vote, would you say you consider yourself to be...? **[RANDOMIZE SCALE 1-5, 5-1]**

VERY/SOMEWHAT CONSERVATIVE	62%
VERY/SOMEWHAT LIBERAL	5%
1. Very conservative	26%
2. Somewhat conservative	35%
3. Moderate	32%
4. Somewhat liberal	4%
5. Very liberal	2%
6. Don't know/Refused/Unsure	1%

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

1. Yes	21%
2. No	76%
3. Prefer not to say	2%

9. **[QUrbanRural]** How would you describe the area in which you live? **[RANDOMIZE SCALE 1-4, 4-1]**

1. City	10%
2. Suburb near a city	29%
3. Small town not near a city	33%
4. Rural or country area	28%
5. Don't know/Refused/Unsure	1%

INITIAL DEMOGRAPHICS AND SCREENERS (ASKED AT BEGINNING OF SURVEY)

PHONE PROGRAMMING: If Refused, Code as Unsure/Don't know/Prefer not to say.

10. [QAge] What is your age?

1. 18-29	8%
2. 30-39	9%
3. 40-49	14%
4. 50-64	33%
5. 65+	37%

**11. [QGender] Do you describe yourself as a man, a woman, or in some other way?
[RANDOMIZE 1-2]**

1. Man	53%
2. Woman	47%
3. In some other way	-

12. [QState] What state do you live in?

1. New Hampshire	100%
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13. [QRegVote] Are you registered to vote in [STATE]?

1. Yes	100%
2. No	TERMINATE -
3. Don't know	TERMINATE -

14. [QPrimary] Thinking ahead to 2024, are you likely to vote in the Republican presidential primary? [RANDOMIZE SCALE 1-5, 5-1]

EXTREMELY/VERY LIKELY	82%
NOT VERY/NOT AT ALL LIKELY	-
1. Extremely likely	63%
2. Very likely	19%
3. Somewhat likely	18%
4. Not very likely	TERMINATE -
5. Not at all likely	TERMINATE -
6. Don't know/Refused/Unsure	TERMINATE -

SHOW ON WEB ONLY:

15. [QIndustry] Do you or does anyone in your household work in any of the following industries? [SELECT MULTIPLE] [RANDOMIZE 1-7]

			(n=400)
1.	Healthcare or the pharmaceutical industry		14%
2.	Sales		11%
3.	Technology		10%
4.	Food service or the restaurant industry		2%
5.	Journalism or the media	TERMINATE	-
6.	Market research	TERMINATE	-
7.	Public relations	TERMINATE	-
8.	None of these		68%

PHONE ONLY:

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

			(n=400)
1.	Yes	TERMINATE	-
2.	No		100%
3.	Don't know/Refused/Unsure	TERMINATE	-

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

1.	Have not completed high school	1%
2.	High school graduate or equivalent	17%
3.	Some college, no degree	27%
4.	Associate degree	17%
5.	Bachelor's degree	24%
6.	Graduate degree	12%
7.	Prefer not to say	1%

18. [QRace] What is your race or ethnicity? [SELECT MULTIPLE] [RANDOMIZE 1-6]

1.	White	93%
2.	Hispanic or Latino	3%
3.	Native American or Alaska Native	2%
4.	Asian	1%
5.	Black or African American	*%
6.	Native Hawaiian or Other Pacific Islander	*%
7.	Something else	4%
8.	Don't know/Refused/Unsure	TERMINATE -

METHODOLOGY

This survey was fielded from August 15–17, 2023 among a sample of N=800 likely 2024 Republican primary voters in New Hampshire. The sample was drawn from the L2 voter file. 400 respondents were contacted via text message and completed the survey online, and 400 were interviewed by live interviewers over the phone, on both landlines and cell phones. The sample was weighted to population benchmarks for likely Republican primary voters in New Hampshire on gender, age, and congressional district. Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is ± 4.0 percentage points.

This survey was conducted by Echelon Insights on behalf of the Republican Main Street Partnership.