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DESANTIS OPENS LEAD OVER TRUMP IN NEW HAMPSHIRE IN RACE FOR 2024 GOP NOMINATION

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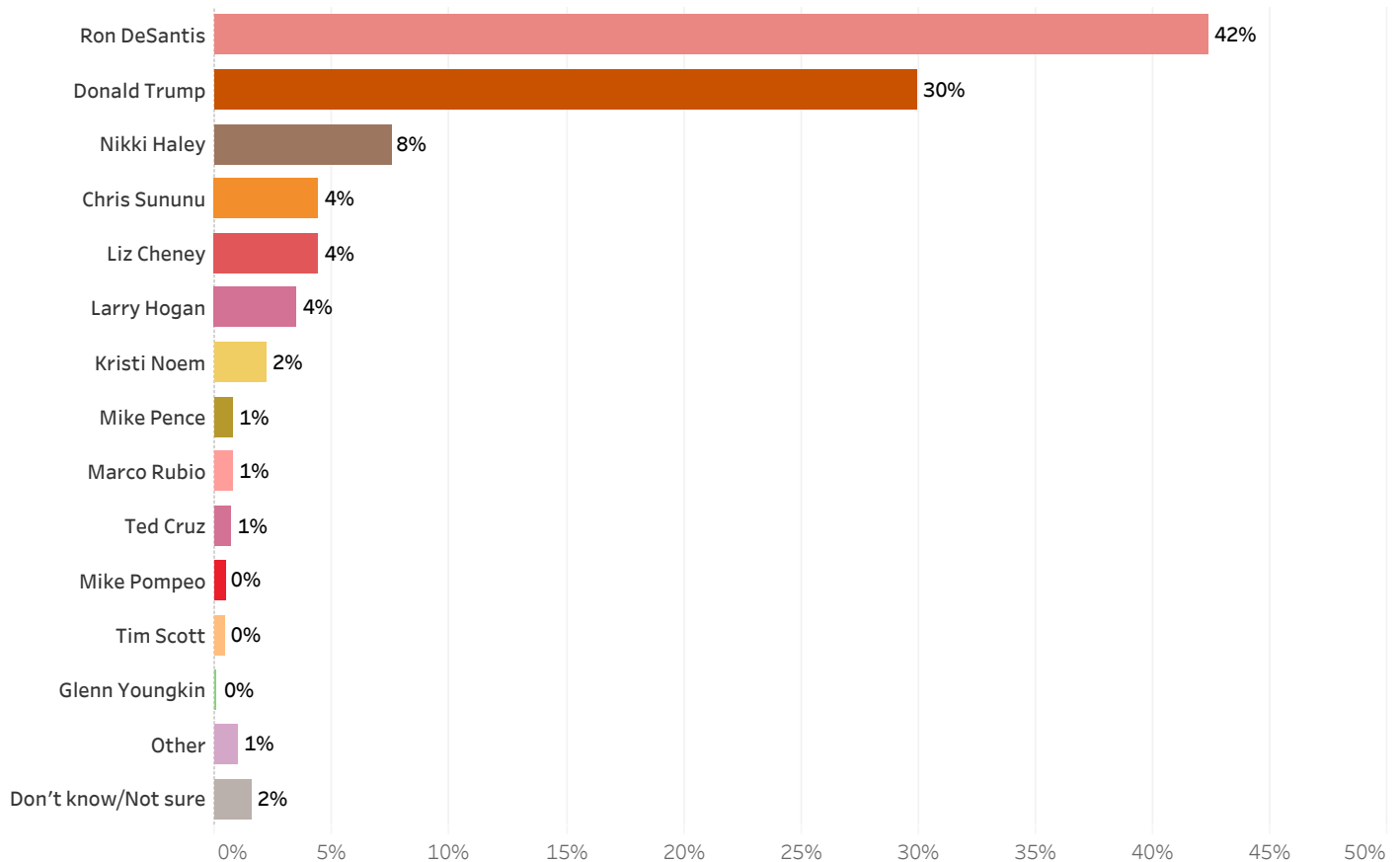
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DURHAM, NH - Florida Governor Ron DeSantis has opened a lead over former President Donald Trump among likely voters in the New Hampshire 2024 Republican presidential primary. Less than half of likely GOP primary voters think Trump should be running.

2024 Republican Presidential Primary

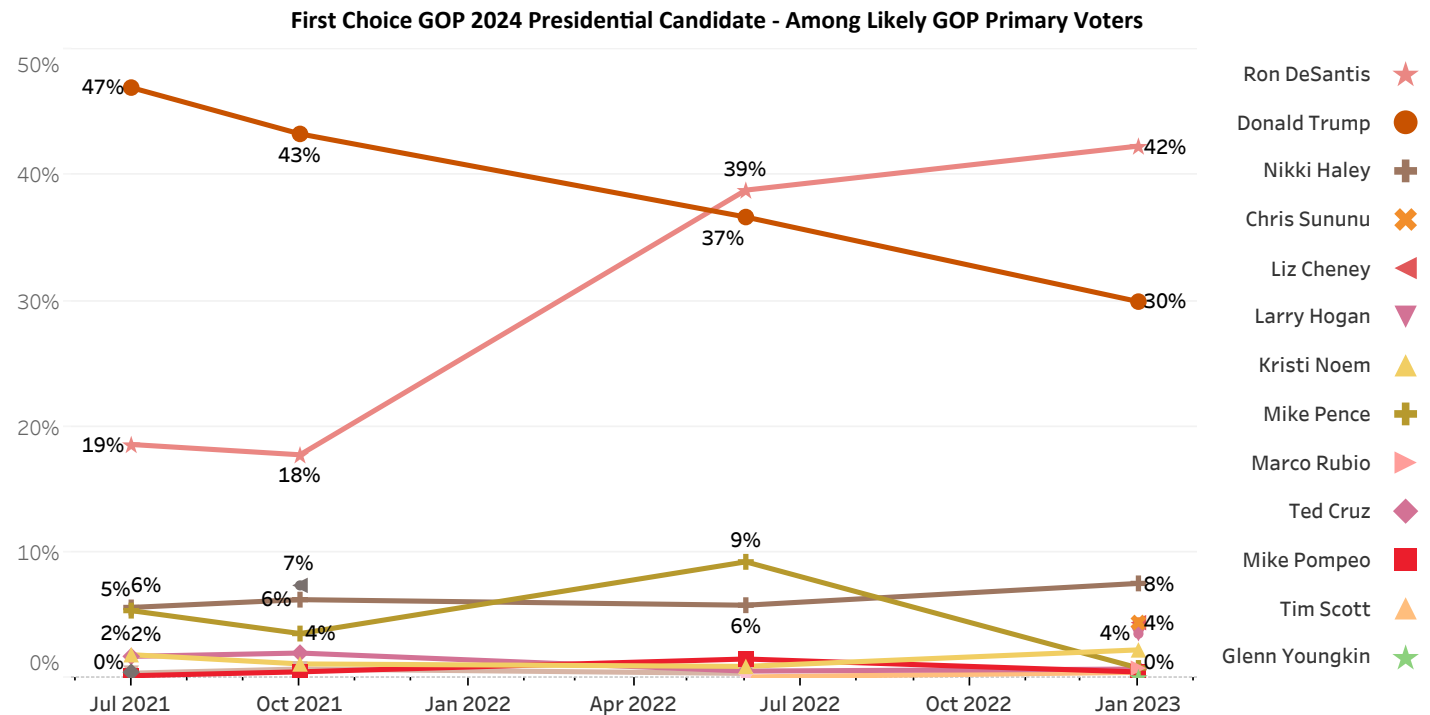
The New Hampshire 2024 Republican presidential primary is about a year away and Republican candidates have been visiting the Granite State to talk to voters in the "first-in-the-nation" primary state. DeSantis, who has not yet announced his candidacy, holds a lead over his potential rivals, most notably Trump. When provided with a list of Republicans who are thought by observers to be considering running for President in 2024, DeSantis currently has the support of 42% of likely New Hampshire Republican primary voters (N=347), followed by Trump at 30%. Other potential candidates get far less support: 8% of likely GOP primary voters support former UN Ambassador Nikki Haley, 4% each support New Hampshire Governor Chris Sununu, former Wyoming Representative Liz Cheney, or former Maryland Governor Larry Hogan, while 2% support South Dakota Governor Kristi Noem. No other candidate was chosen by more than 1% of respondents, while 2% are unsure who they would support. It should be noted that primary campaigns are very volatile and leading a year before the primary does not guarantee a win in New Hampshire.

First Choice GOP 2024 Presidential Candidate - Among Likely GOP Primary Voters - January 2023



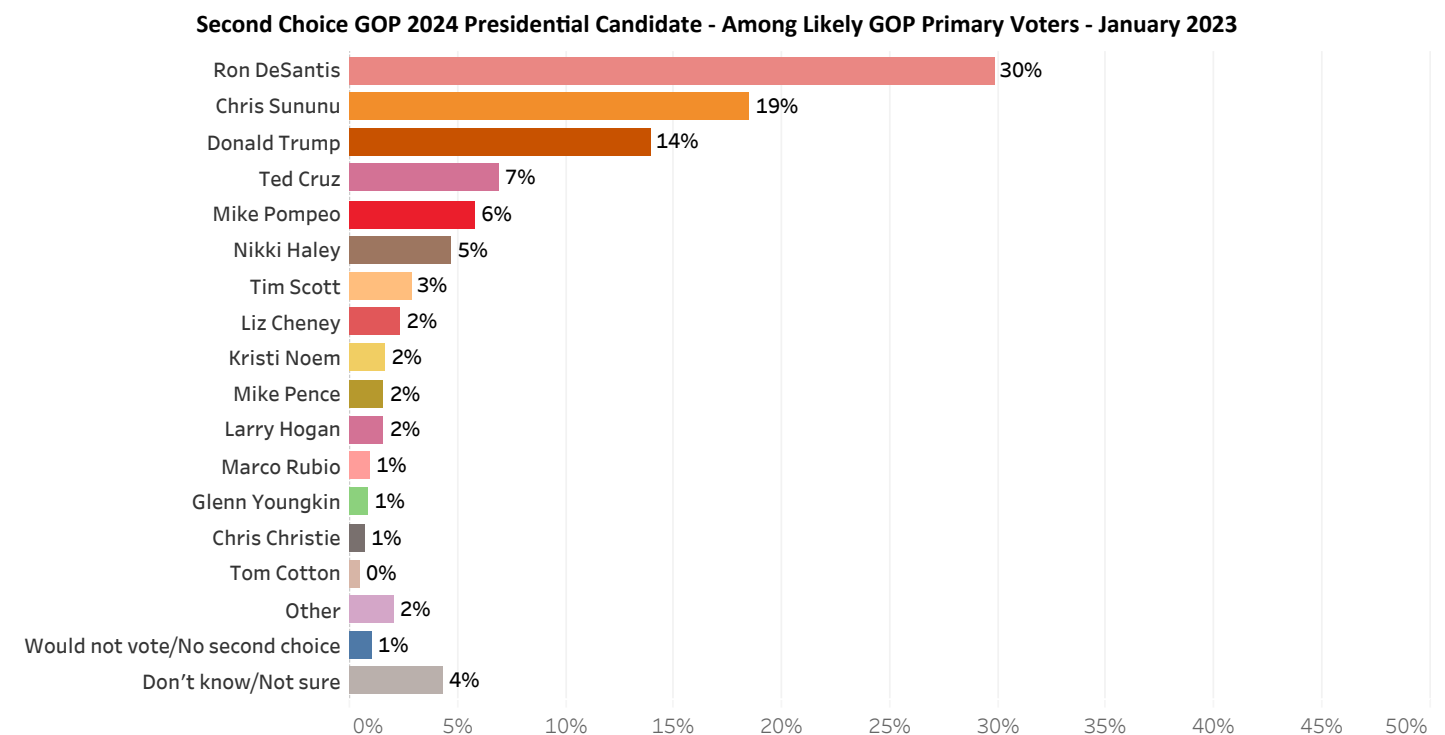
* We ask that this copyrighted information be referred to as *the Granite State Poll*, a States of Opinion Project, conducted by the University of New Hampshire Survey Center.

Support for DeSantis (42%) is largely unchanged since June 2022 (39%) while support for Trump (30%) has steadily declined from a high of 47% in July 2021.



When asked for their second choice, 30% of likely Republican primary voters support DeSantis, 19% support Sununu, 14% support Trump, 7% support Texas Senator Ted Cruz, 6% support former Secretary of State Mike Pompeo, and 5% support Haley. Less than 5% support South Carolina Senator Tim Scott (3%), Cheney (2%), Noem (2%), former Vice President Mike Pence (2%), or Hogan (2%). No other candidate was chosen by more than 1% of respondents, while 1% say they would not vote or do not have a second choice and 4% are unsure who would be their second choice.

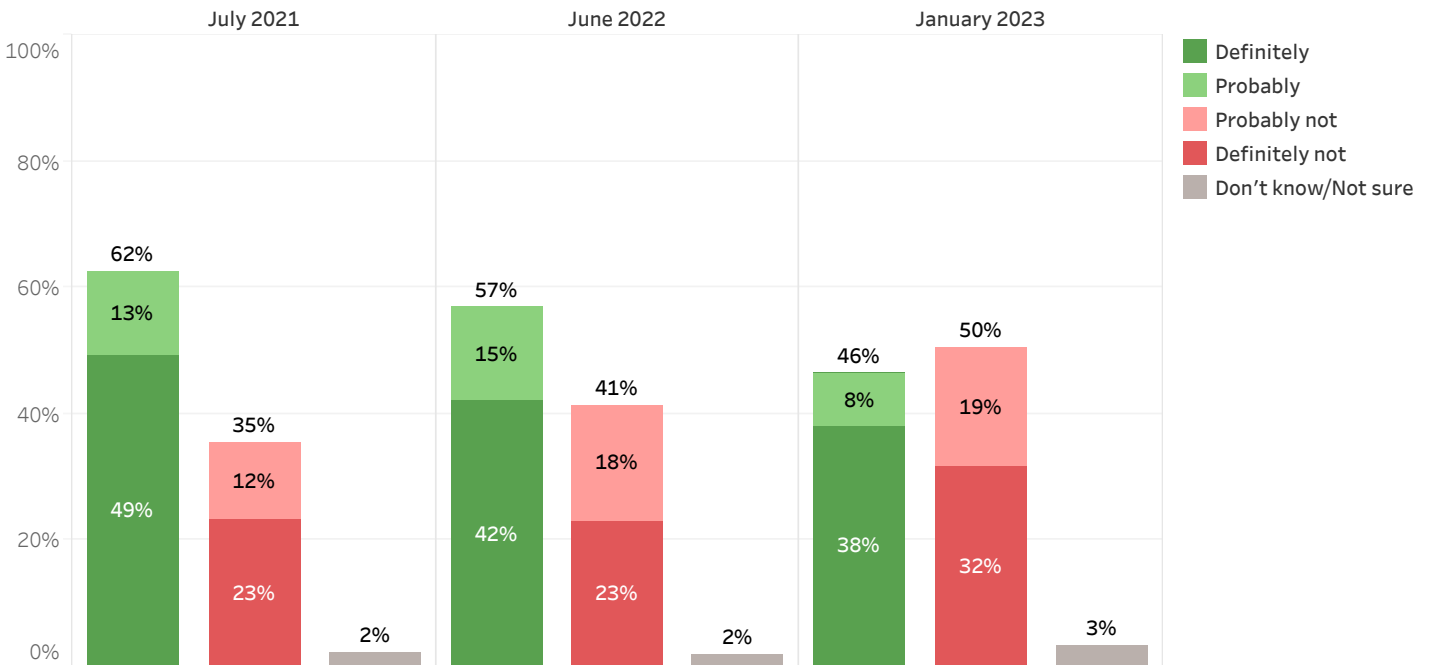
More than three-quarters (78%) of those whose first choice is Trump say that DeSantis is their second choice, while those whose first choice is DeSantis have more varied second-place picks, with Trump (30%), Sununu (16%), Cruz (15%), and Haley (10%) each receiving double-digit second choice support.



As time has passed, fewer New Hampshire Republicans want Trump to run in 2024. Forty-six percent of likely New Hampshire 2024 Republican primary voters think Trump definitely (38%) or probably (8%) should be running for President in 2024, 50% think he definitely (32%) or probably (19%) should not run, and 3% are unsure. Majorities of likely Republican primary voters said they wanted Trump to run in July 2021 (62%) and in June 2022 (57%) before he announced his run for President in late 2022. Fifty-eight percent of self-described conservative likely Republican primary voters think Trump should be running but only 44% of moderate and 24% of libertarian likely GOP primary voters agree.

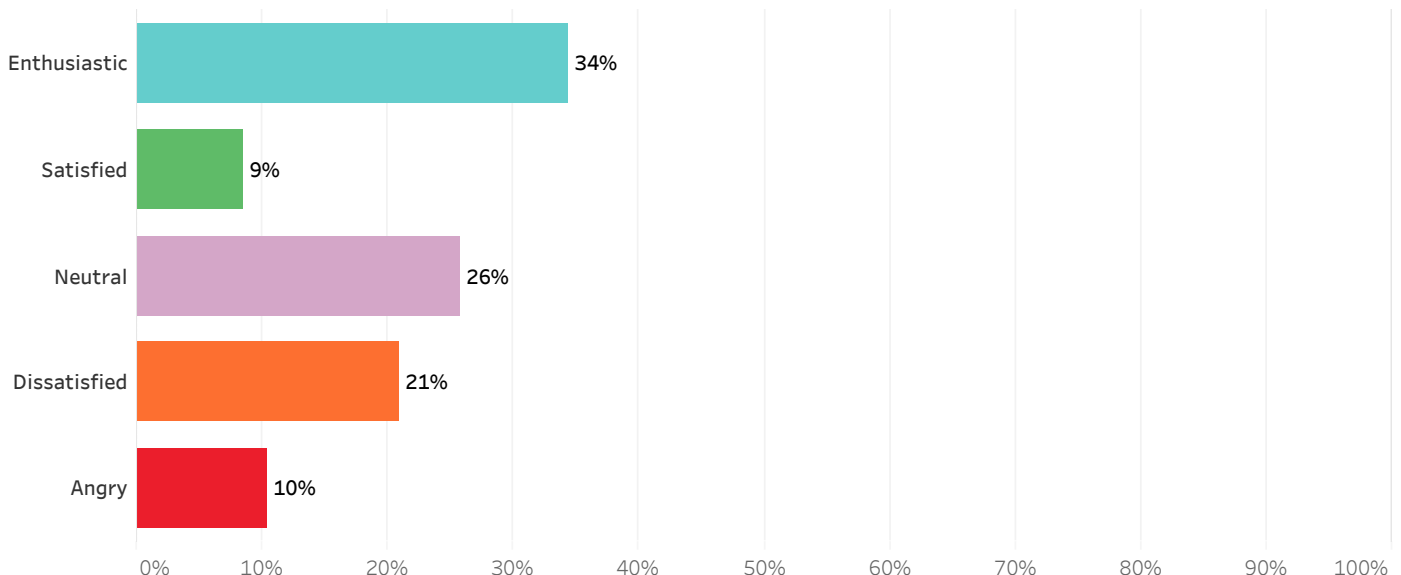
Among all Granite Staters, only 21% think Trump definitely (17%) or probably (4%) should be running for President while 73% think he definitely (61%) or probably (12%) should not be running.

Should Trump Run in 2024 - Among Likely GOP 2024 Primary Voters



Soon after the 2022 midterm elections, Trump announced that he would seek the presidency again in 2024. When asked how they feel about Trump's announcement, 34% of likely New Hampshire Republican primary voters say that they are enthusiastic, 9% describe themselves as satisfied, 26% say they are neutral, 21% say they are dissatisfied, and 10% say they are angry. Among conservative likely GOP primary voters, 43% say they are enthusiastic and only 6% say they are angry, while moderates are more divided, with 44% describing themselves as enthusiastic but 21% describing themselves as angry.

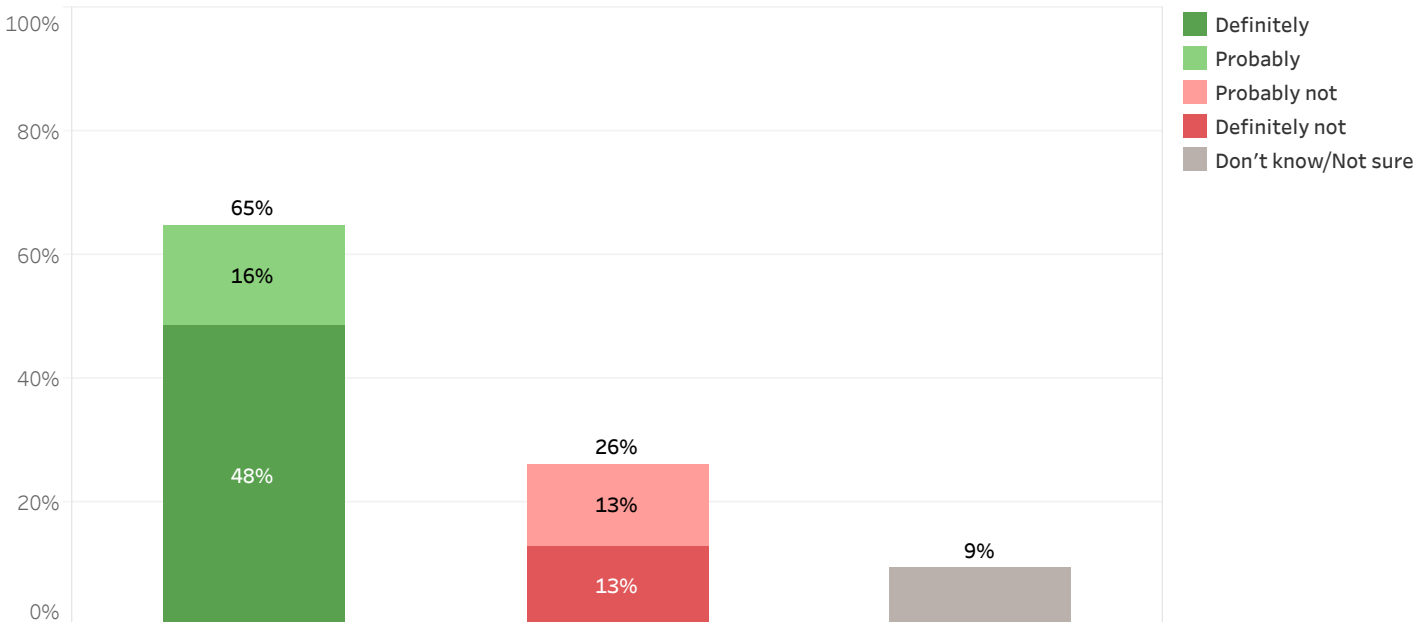
Feelings About Trump's Announcement Running for President - January 2023



Nearly two-thirds (65%) of likely New Hampshire 2024 Republican primary voters think that DeSantis should definitely (48%) or probably (16%) run for President in 2024, 26% think he definitely (13%) or probably (13%) should not run, and 9% are unsure. Most self-described libertarian (81%) and conservative (76%) likely Republican primary voters think DeSantis should run for President, while moderates are more divided, as 55% think he should definitely or probably run and 40% think he definitely or probably should not.

Among all Granite Staters, 35% think DeSantis definitely (23%) or probably (12%) should run for President while 54% think he definitely (47%) or probably (7%) should not.

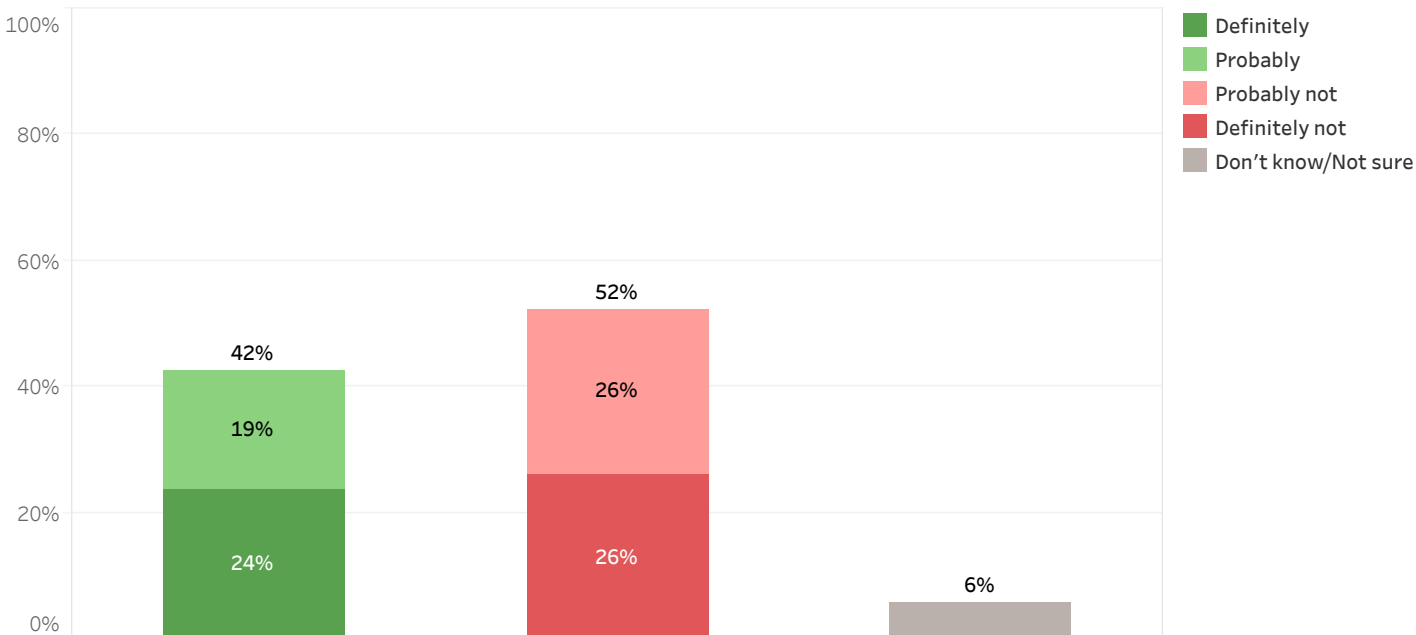
Want DeSantis to Run in 2024 - Among Likely GOP 2024 Primary Voters - January 2023



A slim majority (52%) of likely New Hampshire 2024 Republican primary voters think that Sununu should definitely not (26%) or probably not (26%) run for President in 2024. Only 42% think that he definitely (24%) or probably (19%) should run for President while 6% are unsure. Fifty-six percent of libertarian and 48% of moderate likely Republican primary voters think Sununu should run for President but only 27% of conservatives agree.

Among all Granite Staters, 31% think Sununu definitely (11%) or probably (20%) should run for President while 59% think he definitely (34%) or probably (25%) should not.

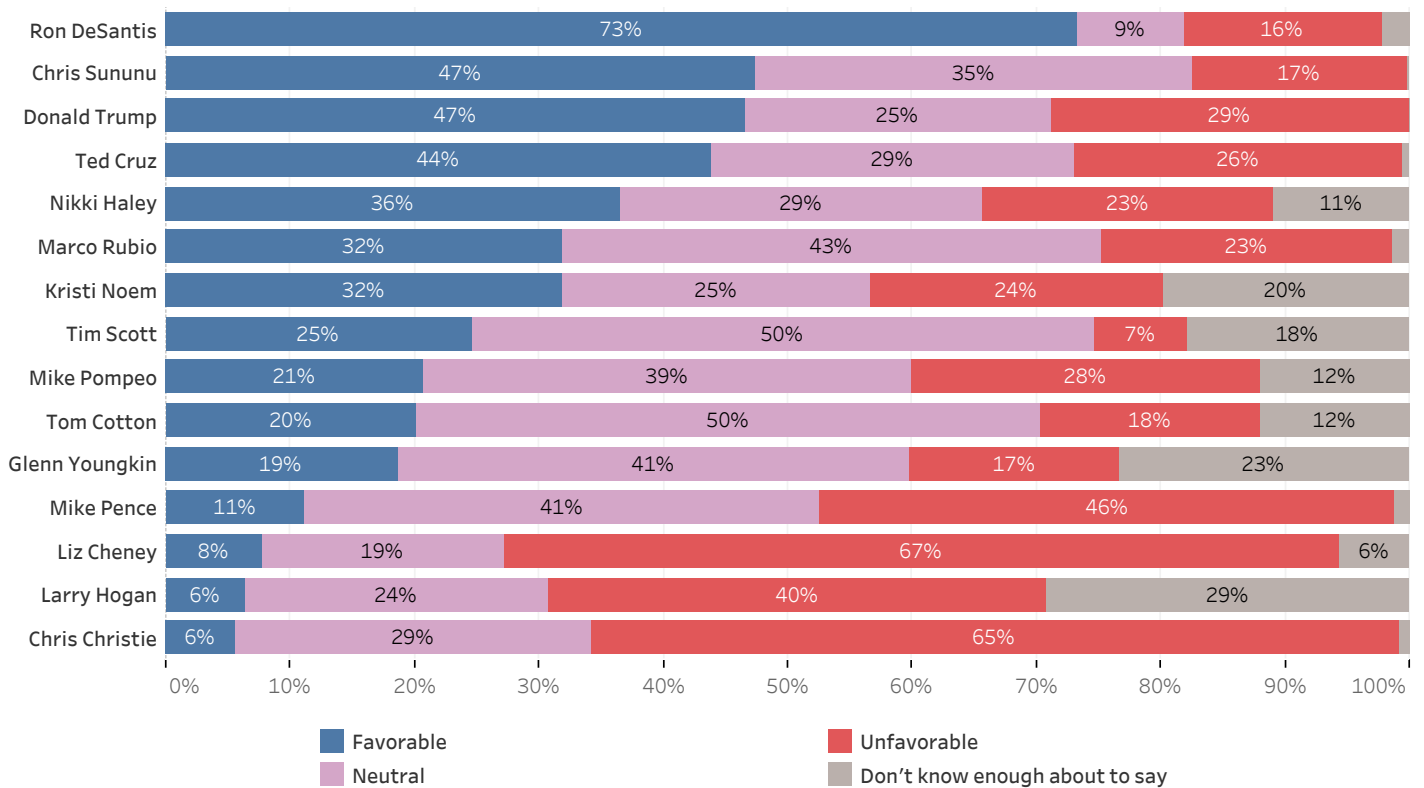
Want Sununu to Run in 2024 - Among Likely GOP 2024 Primary Voters - January 2023



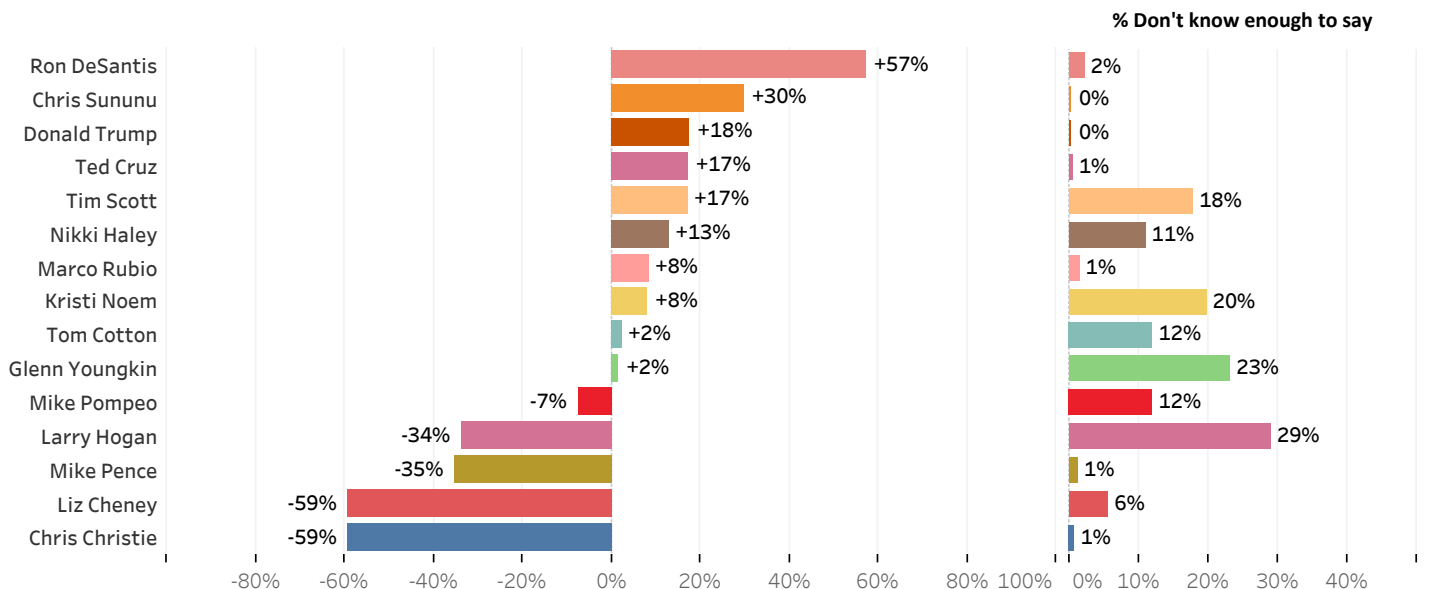
Among likely 2024 Republican New Hampshire presidential primary voters, DeSantis is by far the most popular potential candidate. Nearly three-quarters (73%) of likely Republican primary voters have a favorable opinion of DeSantis, 16% have an unfavorable opinion of him, 9% are neutral, and 2% don't know enough about him to say. DeSantis' net favorability rating (the percentage who have a favorable opinion minus the percentage with an unfavorable opinion) is +57. Sununu (+30) has the next highest net favorability among likely Republican primary voters, followed by Trump (+18), Cruz (+17), Scott (+17), and Haley (+13). Likely Republican primary voters are largely neutral in their feelings towards Rubio (+8), Noem (+8), Cotton (+2), Youngkin (+2), and Pompeo (-7), while Hogan (-34), Pence (-35), Cheney (-59), and Christie (-59) are unpopular among likely Republican primary voters.

One-fifth or more likely Republican primary voters don't know enough about Hogan (29%), Youngkin (23%), or Noem (20%) to have an opinion about them.

Favorability - Potential 2024 Republican Candidates - Among Likely GOP 2024 Primary Voters - January 2023



Net Favorability - Potential 2024 Republican Candidates - Among Likely GOP 2024 Primary Voters - January 2023



Granite State Poll Methodology

These findings are based on the latest Granite State Poll, conducted by the University of New Hampshire Survey Center. Eight hundred ninety-two (892) Granite State Panel members completed the survey online between January 19 and January 23, 2023. The margin of sampling error for the survey is +/- 3.3 percent. Included in the sample were 349 likely 2024 Republican Primary voters (margin of sampling error +/- 5.2 percent) and 346 likely 2024 Democratic Primary voters (margin of sampling error +/- 5.3 percent). These MSE's have not been adjusted for design effect. The response rate for the January 2023 Granite State Poll is 26%. The design effect for the survey is 3.0%.

Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as party registration levels provided by the NH Secretary of State and to 2020 election results in New Hampshire.

The Granite State Panel is part of an effort by the University of New Hampshire Survey Center to investigate new ways of gathering and understanding the opinion of New Hampshire residents. Approximately 7,500 New Hampshire adults have been recruited from randomly-selected landline and cell phone numbers to participate in the panel. Panelists are then asked to participate in online surveys sponsored by the UNH Survey Center.

The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions. Due to rounding, percentages may not sum to 100%.

For more information about the methodology used in the Granite State Panel, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.

January 2023 Granite State Poll Demographics

Gender of Respondent	Men	49%	418
	Women	51%	434
Age of Respondent	18 to 34	27%	230
	35 to 49	18%	151
	50 to 64	35%	302
	65 and older	21%	176
Level of Education	High school or less	36%	313
	Tech school/Some college	31%	269
	College graduate	21%	181
	Postgraduate work	13%	109
Region of State	Central/Lakes	18%	157
	Connecticut Valley	13%	115
	Manchester Area	15%	133
	Mass Border	29%	256
	North Country	10%	85
	Seacoast	16%	141
Party ID	Democrat	43%	378
	Independent	16%	140
	Republican	41%	361
Voting Registration	Registered Democrat	28%	244
	Registered Undeclared/Not Reg.	42%	367
	Registered Republican	29%	256
Political Ideology	Moderate	48%	246
	Conservative	42%	213
	Libertarian	10%	53

First Choice GOP 2024 Presidential Candidate - Among Likely GOP Primary Voters

If the primary for President were held today, who would you support for the Republican nomination?

		<u>Liz Cheney</u>	<u>Ted Cruz</u>	<u>Ron DeSantis</u>	<u>Nikki Haley</u>	<u>Larry Hogan</u>	<u>Kristi Noem</u>	<u>Mike Pence</u>	<u>Mike Pompeo</u>
STATEWIDE	January 2023	4%	1%	42%	8%	4%	2%	1%	0%
Voting Registration	Registered Undeclared/Not Reg.	8%	0%	38%	19%	7%	3%	0%	
	Registered Republican	2%	1%	44%	2%	2%	2%	1%	1%
Party ID	Democrat/Independent	17%		9%	32%	24%	1%	0%	
	Republican	2%	1%	48%	4%	0%	2%	1%	0%
Political Ideology	Moderate	11%		20%	1%	11%		1%	
	Conservative	0%	0%	55%	6%		3%	1%	1%
	Libertarian	3%	5%	72%	1%		7%		
Age of Respondent	18 to 34				3%	19%			
	35 to 49	4%	3%	69%			8%		
	50 to 64	4%		35%	12%	3%	0%	1%	1%
	65 and older	7%	0%	47%	10%	2%	1%	2%	0%
Gender of Respondent	Men	3%	0%	36%	9%	5%	3%	1%	0%
	Women	6%	2%	50%	6%	1%	1%	1%	0%
Level of Education	High school or less	4%		35%	19%				
	Tech school/Some college	5%		56%	2%	1%	1%	1%	
	College graduate	3%	3%	30%	1%	16%	6%	2%	1%
	Postgraduate work	9%	0%	43%	11%	3%	1%	1%	2%
Region of State	Central/Lakes	10%		71%	1%	2%		1%	
	Connecticut Valley	7%		22%	29%	0%	6%	0%	
	Manchester Area	2%	3%	22%				1%	0%
	Mass Border	1%		42%	3%	10%	2%	1%	0%
	North Country	11%		69%		1%			
	Seacoast	1%		51%	17%	6%	6%	1%	2%
Household Income	Less than \$45,000	17%		49%	24%				
	\$45,000 - \$74,999	2%	0%	40%	3%		7%	0%	
	\$75,000 - \$99,999	3%		78%	3%	2%		1%	
	\$100,000 - \$149,999	3%	3%	30%	0%	1%	1%	1%	1%
	\$150,000 or more	9%		40%	2%	15%	5%		
Media Usage	CNN viewer	9%		44%	5%	8%	2%	5%	
	Conservative radio listener			55%	1%			0%	1%
	Fox News viewer		0%	50%	11%		1%	0%	0%
	Joe Rogan listener			55%	32%				
	Local NH news viewer	5%	1%	56%	8%	5%	2%	1%	1%
	NHPR listener	15%		26%	36%	3%		0%	
Frequency Attending Religious Services	Never	6%		37%	15%	2%	4%	1%	0%
	A few times a year	7%	3%	45%	2%	10%			
	Once or twice a month	0%		71%	1%		1%		
	Once a week or more	1%	0%	41%	2%	0%	1%	2%	1%

First Choice GOP 2024 Presidential Candidate - Among Likely GOP Primary Voters

If the primary for President were held today, who would you support for the Republican nomination?

		<u>Marco Rubio</u>	<u>Tim Scott</u>	<u>Chris Sununu</u>	<u>Donald Trump</u>	<u>Glenn Youngkin</u>	<u>Other</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	January 2023	1%	0%	4%	30%	0%	1%	2%	347
Voting Registration	Registered Undeclared/Not Reg.	0%	1%	6%	13%		2%	2%	115
	Registered Republican	1%	0%	3%	38%	0%	1%	2%	230
Party ID	Democrat/Independent			11%	3%		0%	3%	45
	Republican	1%	0%	3%	34%	0%	1%	1%	297
Political Ideology	Moderate	2%		7%	44%		1%	2%	111
	Conservative	0%	1%	2%	28%		1%	1%	153
	Libertarian			6%	4%	0%	0%	0%	46
Age of Respondent	18 to 34				79%				38
	35 to 49			7%	6%		2%		74
	50 to 64	2%	1%	5%	32%	0%	1%	3%	128
	65 and older	0%		3%	25%		0%	2%	95
Gender of Respondent	Men			5%	34%	0%	2%	1%	200
	Women	2%	1%	4%	24%			2%	143
Level of Education	High school or less			0%	41%				106
	Tech school/Some college			4%	31%		1%		138
	College graduate	0%	2%	12%	16%		2%	5%	67
	Postgraduate work	1%	1%	5%	15%	0%	2%	8%	25
Region of State	Central/Lakes			3%	10%		0%	2%	52
	Connecticut Valley	0%	3%		28%	0%	3%	1%	46
	Manchester Area	0%		3%	67%		0%	0%	89
	Mass Border			9%	27%		2%	2%	73
	North Country			0%	14%		1%	4%	28
	Seacoast	4%	0%	7%	2%			2%	57
Household Income	Less than \$45,000				3%	0%	5%	2%	29
	\$45,000 - \$74,999	0%	2%	6%	39%			0%	50
	\$75,000 - \$99,999	1%	1%	3%	7%			1%	42
	\$100,000 - \$149,999			2%	56%		1%	1%	88
	\$150,000 or more			14%	11%		1%	3%	56
Media Usage	CNN viewer		1%	21%	2%		1%	3%	22
	Conservative radio listener			1%	42%			0%	76
	Fox News viewer	0%	1%	1%	35%			1%	198
	Joe Rogan listener				13%				42
	Local NH news viewer	1%	0%	5%	11%		2%	2%	209
	NHPR listener	5%		9%			4%	2%	48
Frequency Attending Religious Services	Never			8%	25%	0%	0%	1%	151
	A few times a year	1%	1%	2%	26%		2%	3%	81
	Once or twice a month	8%	3%	1%	8%		5%	1%	26
	Once a week or more		0%	2%	49%			2%	81

Second Choice GOP 2024 Presidential Candidate - Among Likely GOP Primary Voters

If that candidate were not running, who would you support for the Republican nomination?

		<u>Liz Cheney</u>	<u>Chris Christie</u>	<u>Tom Cotton</u>	<u>Ted Cruz</u>	<u>Ron DeSantis</u>	<u>Nikki Haley</u>
STATEWIDE	January 2023	2%	1%	0%	7%	30%	5%
Voting Registration	Registered Undeclared/Not Reg.	2%	0%	1%	7%	23%	1%
	Registered Republican	2%	1%	0%	7%	33%	7%
Party ID	Democrat/Independent	11%	1%			1%	1%
	Republican	1%	1%	1%	8%	34%	5%
Political Ideology	Moderate	6%	1%		1%	50%	11%
	Conservative	0%	1%	1%	6%	26%	2%
	Libertarian			1%	27%	8%	1%
Age of Respondent	18 to 34					79%	
	35 to 49		2%		10%	13%	1%
	50 to 64	5%		1%	10%	32%	1%
	65 and older	2%	1%		4%	19%	14%
Gender of Respondent	Men	2%	1%	1%	11%	28%	1%
	Women	2%	0%	0%	1%	32%	9%
Level of Education	High school or less				8%	32%	9%
	Tech school/Some college	2%	1%		9%	31%	1%
	College graduate	8%	2%	2%	3%	24%	4%
	Postgraduate work	3%	1%	2%	0%	20%	4%
Region of State	Central/Lakes	2%			20%	9%	2%
	Connecticut Valley	0%	3%	1%	17%	28%	0%
	Manchester Area	0%	0%	1%	0%	62%	1%
	Mass Border	4%		1%	4%	16%	3%
	North Country	1%	3%		5%	3%	37%
	Seacoast	8%			2%	29%	2%
Household Income	Less than \$45,000	5%			5%	27%	
	\$45,000 - \$74,999	0%		1%	1%	38%	2%
	\$75,000 - \$99,999	3%	1%		18%	4%	1%
	\$100,000 - \$149,999	2%	3%		14%	47%	2%
	\$150,000 or more	3%		2%	3%	12%	3%
Media Usage	CNN viewer	11%	2%		2%	18%	1%
	Conservative radio listener			0%	15%	26%	1%
	Fox News viewer	0%		1%	6%	36%	7%
	Joe Rogan listener			3%	18%	13%	1%
	Local NH news viewer	3%	1%	0%	10%	14%	6%
	NHPR listener	9%	1%			10%	1%
Frequency Attending Religious Services	Never	3%	0%	1%	8%	34%	0%
	A few times a year	1%	3%	1%	12%	5%	5%
	Once or twice a month	6%			6%	12%	2%
	Once a week or more	1%	0%		0%	50%	13%

Second Choice GOP 2024 Presidential Candidate - Among Likely GOP Primary Voters

If that candidate were not running, who would you support for the Republican nomination?

		<u>Larry Hogan</u>	<u>Kristi Noem</u>	<u>Mike Pence</u>	<u>Mike Pompeo</u>	<u>Marco Rubio</u>	<u>Tim Scott</u>
STATEWIDE	January 2023	2%	2%	2%	6%	1%	3%
Voting Registration	Registered Undeclared/Not Reg.	4%	3%	1%	6%	1%	5%
	Registered Republican	0%	1%	2%	6%	1%	2%
Party ID	Democrat/Independent	11%		0%	1%		7%
	Republican	0%	2%	2%	7%	1%	2%
Political Ideology	Moderate	5%	2%	0%		0%	3%
	Conservative		1%	3%	13%		2%
	Libertarian	1%	4%	0%	1%	7%	1%
Age of Respondent	18 to 34						
	35 to 49					4%	3%
	50 to 64	0%	2%	2%	3%	0%	3%
	65 and older	5%	2%	3%	18%	0%	0%
Gender of Respondent	Men	0%	1%	2%	10%	0%	3%
	Women	3%	3%	1%	0%	2%	3%
Level of Education	High school or less	4%			15%		
	Tech school/Some college		3%	2%	1%		4%
	College graduate	1%	1%	3%	1%	4%	6%
	Postgraduate work	1%	4%	5%	4%	4%	
Region of State	Central/Lakes	9%	8%	1%	1%		5%
	Connecticut Valley			1%			
	Manchester Area	0%		1%		3%	1%
	Mass Border	0%	1%	3%	16%	1%	3%
	North Country	1%	4%		8%		2%
	Seacoast	0%		4%	11%	0%	7%
Household Income	Less than \$45,000	16%					
	\$45,000 - \$74,999		8%	3%			
	\$75,000 - \$99,999			3%	18%		
	\$100,000 - \$149,999			1%	13%	3%	
	\$150,000 or more	1%	1%	1%	1%	2%	6%
Media Usage	CNN viewer	2%	0%	3%	1%	1%	
	Conservative radio listener				15%	1%	3%
	Fox News viewer		1%	1%	4%	0%	2%
	Joe Rogan listener				14%		8%
	Local NH news viewer	2%	2%	2%	4%	1%	3%
	NHPR listener	10%		5%			
Frequency Attending Religious Services	Never	0%	2%	0%	1%	0%	2%
	A few times a year	6%	1%	0%	16%	4%	4%
	Once or twice a month				1%		10%
	Once a week or more	0%	3%	6%	7%	0%	1%

Second Choice GOP 2024 Presidential Candidate - Among Likely GOP Primary Voters

If that candidate were not running, who would you support for the Republican nomination?

		<u>Chris Sununu</u>	<u>Donald Trump</u>	<u>Glenn Youngkin</u>	<u>Other</u>	<u>Would not vote/No second choice</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	January 2023	19%	14%	1%	2%	1%	4%	342
Voting Registration	Registered Undeclared/Not Reg.	36%	5%	0%	3%	1%	1%	114
	Registered Republican	9%	18%	1%	2%	1%	6%	226
Party ID	Democrat/Independent	53%	1%	1%	7%	3%	2%	44
	Republican	14%	16%	1%	1%	1%	5%	292
Political Ideology	Moderate	15%	1%		0%	0%	3%	108
	Conservative	13%	24%	2%	1%	2%	5%	151
	Libertarian	14%	17%	0%	10%		9%	46
Age of Respondent	18 to 34	21%						38
	35 to 49	12%	38%	0%	6%	1%	9%	74
	50 to 64	20%	12%	1%	1%	1%	6%	123
	65 and older	23%	5%	2%	2%	1%	1%	93
Gender of Respondent	Men	24%	9%	1%	2%	1%	1%	197
	Women	11%	20%	0%	2%	1%	9%	140
Level of Education	High school or less	31%						106
	Tech school/Some college	10%	23%	0%	3%	1%	8%	138
	College graduate	17%	14%	2%	1%	3%	4%	63
	Postgraduate work	18%	13%	5%	9%	2%	4%	23
Region of State	Central/Lakes	13%	30%		1%		1%	51
	Connecticut Valley	39%	9%	1%		0%		45
	Manchester Area	16%	8%	1%	1%	0%	6%	89
	Mass Border	25%	14%	1%	4%	2%	2%	71
	North Country	11%	21%		0%	5%	1%	27
	Seacoast	7%	9%	2%	5%		14%	56
Household Income	Less than \$45,000	24%	12%	2%	7%		1%	28
	\$45,000 - \$74,999	39%	5%	1%	2%		1%	50
	\$75,000 - \$99,999	11%	25%	0%	0%	1%	15%	42
	\$100,000 - \$149,999	4%	7%			1%	4%	88
	\$150,000 or more	25%	26%	2%	6%	2%	3%	54
Media Usage	CNN viewer	36%	0%		1%	3%	19%	21
	Conservative radio listener	4%	21%		2%	2%	10%	76
	Fox News viewer	22%	12%	1%	1%	1%	5%	197
	Joe Rogan listener	33%	4%	2%	4%			42
	Local NH news viewer	25%	14%	1%	2%	1%	7%	205
	NHPR listener	38%	0%	0%	4%	1%	21%	47
Frequency Attending Religious Services	Never	20%	17%	0%	3%	2%	5%	150
	A few times a year	22%	17%		2%	1%	1%	79
	Once or twice a month	31%	6%				26%	26
	Once a week or more	9%	6%	2%	1%			80

Should Trump Run in 2024 - Among Likely GOP 2024 Primary Voters

Should Donald Trump run for President again in 2024?

		<u>Definitely</u>	<u>Probably</u>	<u>Probably not</u>	<u>Definitely not</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	January 2023	38%	8%	19%	32%	3%	347
Voting Registration	Registered Undeclared/Not Reg.	22%	1%	29%	45%	2%	115
	Registered Republican	46%	12%	14%	25%	4%	230
Party ID	Democrat/Independent	3%	1%	3%	92%	1%	45
	Republican	44%	9%	21%	23%	3%	297
Political Ideology	Moderate	44%	1%	7%	49%	0%	111
	Conservative	47%	11%	27%	14%	1%	153
	Libertarian	6%	18%	24%	37%	15%	46
Age of Respondent	18 to 34	79%			21%		38
	35 to 49	25%	22%	12%	31%	9%	74
	50 to 64	43%	7%	13%	37%	0%	128
	65 and older	27%	4%	35%	33%	1%	95
Gender of Respondent	Men	38%	12%	13%	35%	2%	200
	Women	38%	3%	27%	28%	5%	143
Level of Education	High school or less	49%	0%	19%	32%		106
	Tech school/Some college	41%	16%	20%	19%	4%	138
	College graduate	25%	4%	16%	50%	4%	67
	Postgraduate work	10%	15%	21%	53%	2%	25
Region of State	Central/Lakes	39%	11%	14%	31%	6%	52
	Connecticut Valley	34%	23%	1%	42%	0%	46
	Manchester Area	73%	3%	9%	12%	3%	89
	Mass Border	28%	14%	27%	31%	0%	73
	North Country	17%		8%	58%	17%	28
	Seacoast	10%	1%	48%	42%		57
Household Income	Less than \$45,000	6%	9%	54%	31%	1%	29
	\$45,000 - \$74,999	39%	8%	12%	40%	2%	50
	\$75,000 - \$99,999	28%	22%	38%	12%		42
	\$100,000 - \$149,999	68%	5%	16%	8%	3%	88
	\$150,000 or more	16%	12%	7%	57%	8%	56
Media Usage	CNN viewer	2%	3%	22%	73%		22
	Conservative radio listener	65%	5%	21%	9%		76
	Fox News viewer	46%	5%	24%	24%	1%	198
	Joe Rogan listener	10%	26%	17%	47%		42
	Local NH news viewer	23%	10%	21%	44%	2%	209
	NHPR listener	0%	1%	27%	71%	1%	48
Frequency Attending Religious Services	Never	32%	12%	15%	39%	3%	151
	A few times a year	52%	5%	13%	27%	4%	81
	Once or twice a month	8%	1%	68%	22%	1%	26
	Once a week or more	48%	8%	16%	28%	0%	81

Feelings About Trump's Announcement Running for President - Among Likely GOP 2024 Primary Voters

Which of the following best describes how you feel about Donald Trump announcing that he is running for President again in 2024?

		<u>Enthusiastic</u>	<u>Satisfied</u>	<u>Neutral</u>	<u>Dissatisfied</u>	<u>Angry</u>	<u>N</u>
STATEWIDE	January 2023	34%	9%	26%	21%	10%	347
Voting Registration	Registered Undeclared/Not Reg.	23%	3%	24%	40%	11%	115
	Registered Republican	40%	12%	27%	11%	10%	230
Party ID	Democrat/Independent	3%	1%	4%	63%	29%	45
	Republican	39%	10%	29%	14%	8%	297
Political Ideology	Moderate	44%	1%	14%	21%	21%	111
	Conservative	43%	9%	31%	11%	6%	153
	Libertarian	3%	7%	59%	29%	2%	46
Age of Respondent	18 to 34	79%			21%		38
	35 to 49	13%	18%	42%	23%	4%	74
	50 to 64	44%	4%	14%	26%	12%	128
	65 and older	19%	12%	42%	9%	18%	95
Gender of Respondent	Men	37%	7%	20%	27%	9%	200
	Women	31%	10%	35%	11%	12%	143
Level of Education	High school or less	43%	6%	28%	14%	10%	106
	Tech school/Some college	37%	11%	28%	18%	6%	138
	College graduate	22%	8%	22%	33%	15%	67
	Postgraduate work	10%	12%	21%	37%	20%	25
Region of State	Central/Lakes	27%	23%	14%	24%	12%	52
	Connecticut Valley	34%	0%	24%	33%	10%	46
	Manchester Area	66%	11%	8%	7%	8%	89
	Mass Border	29%	6%	34%	24%	7%	73
	North Country	13%	3%	52%	24%	8%	28
	Seacoast	10%	3%	42%	26%	18%	57
Household Income	Less than \$45,000	3%	12%	51%	13%	21%	29
	\$45,000 - \$74,999	24%	21%	22%	17%	16%	50
	\$75,000 - \$99,999	7%	24%	51%	14%	4%	42
	\$100,000 - \$149,999	71%	3%	15%	7%	3%	88
	\$150,000 or more	13%	2%	27%	36%	21%	56
Media Usage	CNN viewer	2%	3%	23%	50%	23%	22
	Conservative radio listener	53%	15%	19%	13%		76
	Fox News viewer	40%	11%	27%	18%	4%	198
	Joe Rogan listener	15%	3%	35%	48%		42
	Local NH news viewer	19%	10%	29%	27%	14%	209
	NHPR listener	1%	3%	22%	40%	35%	48
Frequency Attending Religious Services	Never	31%	2%	28%	29%	10%	151
	A few times a year	32%	28%	9%	22%	9%	81
	Once or twice a month	2%		66%	16%	16%	26
	Once a week or more	52%	4%	27%	6%	11%	81

Want DeSantis to Run in 2024 - Among Likely GOP 2024 Primary Voters

Would you like to see Ron DeSantis run for President in 2024?

		<u>Definitely</u>	<u>Probably</u>	<u>Probably not</u>	<u>Definitely not</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	January 2023	48%	16%	13%	13%	9%	347
Voting Registration	Registered Undeclared/Not Reg.	46%	11%	12%	31%	1%	115
	Registered Republican	50%	19%	14%	4%	13%	230
Party ID	Democrat/Independent	10%	4%	3%	82%	2%	45
	Republican	54%	18%	15%	2%	10%	297
Political Ideology	Moderate	37%	18%	20%	20%	5%	111
	Conservative	59%	17%	13%	2%	9%	153
	Libertarian	64%	17%	6%	7%	6%	46
Age of Respondent	18 to 34	79%		3%	19%		38
	35 to 49	72%	11%	5%	8%	3%	74
	50 to 64	31%	13%	29%	18%	9%	128
	65 and older	38%	31%	3%	9%	19%	95
Gender of Respondent	Men	52%	13%	7%	17%	11%	200
	Women	42%	22%	22%	7%	6%	143
Level of Education	High school or less	26%	16%	25%	17%	16%	106
	Tech school/Some college	67%	17%	4%	6%	5%	138
	College graduate	45%	11%	13%	23%	8%	67
	Postgraduate work	41%	23%	15%	12%	9%	25
Region of State	Central/Lakes	71%	9%	5%	11%	5%	52
	Connecticut Valley	27%	10%	27%	31%	6%	46
	Manchester Area	58%	2%	26%	1%	12%	89
	Mass Border	42%	15%	6%	18%	19%	73
	North Country	18%	62%	2%	16%	1%	28
	Seacoast	53%	29%	5%	10%	3%	57
Household Income	Less than \$45,000	41%	26%	2%	22%	9%	29
	\$45,000 - \$74,999	49%	9%	29%	0%	14%	50
	\$75,000 - \$99,999	80%	9%	4%	7%		42
	\$100,000 - \$149,999	62%	13%	4%	5%	15%	88
	\$150,000 or more	38%	18%	14%	23%	7%	56
Media Usage	CNN viewer	55%	14%	7%	21%	2%	22
	Conservative radio listener	54%	8%	22%	1%	15%	76
	Fox News viewer	59%	19%	11%	7%	3%	198
	Joe Rogan listener	47%	11%	11%	32%		42
	Local NH news viewer	51%	17%	10%	18%	5%	209
	NHPR listener	30%	11%	8%	49%	2%	48
Frequency Attending Religious Services	Never	38%	15%	23%	19%	5%	151
	A few times a year	40%	15%	3%	17%	25%	81
	Once or twice a month	74%	12%	6%	6%	1%	26
	Once a week or more	65%	22%	8%	1%	3%	81

Want Sununu to Run in 2024 - Among Likely GOP 2024 Primary Voters

Would you like to see Chris Sununu run for President in 2024?

		<u>Definitely</u>	<u>Probably</u>	<u>Probably not</u>	<u>Definitely not</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	January 2023	24%	19%	26%	26%	6%	341
Voting Registration	Registered Undeclared/Not Reg.	24%	24%	27%	17%	8%	109
	Registered Republican	23%	16%	26%	31%	4%	230
Party ID	Democrat/Independent	34%	27%	11%	11%	16%	45
	Republican	23%	16%	28%	29%	4%	291
Political Ideology	Moderate	37%	11%	17%	23%	12%	111
	Conservative	8%	19%	35%	36%	2%	147
	Libertarian	32%	24%	17%	22%	4%	46
Age of Respondent	18 to 34	79%	3%			19%	38
	35 to 49	21%	20%	27%	30%	1%	74
	50 to 64	20%	11%	26%	37%	7%	128
	65 and older	10%	32%	34%	21%	2%	89
Gender of Respondent	Men	36%	20%	23%	16%	5%	195
	Women	7%	17%	29%	40%	6%	143
Level of Education	High school or less	20%	18%	25%	37%		100
	Tech school/Some college	36%	13%	26%	23%	2%	138
	College graduate	11%	19%	29%	23%	18%	67
	Postgraduate work	17%	36%	25%	19%	4%	25
Region of State	Central/Lakes	15%	23%	39%	23%		52
	Connecticut Valley	50%	7%	6%	28%	9%	46
	Manchester Area	44%	14%	16%	24%	2%	89
	Mass Border	6%	31%	21%	29%	12%	73
	North Country	4%	11%	50%	32%	3%	28
	Seacoast	11%	19%	40%	24%	6%	52
Household Income	Less than \$45,000	0%	48%	42%	9%	1%	29
	\$45,000 - \$74,999	27%	21%	22%	27%	3%	50
	\$75,000 - \$99,999	28%	15%	27%	29%	1%	36
	\$100,000 - \$149,999	39%	11%	19%	29%	3%	88
	\$150,000 or more	12%	31%	20%	18%	18%	56
Media Usage	CNN viewer	43%	40%	8%	4%	5%	22
	Conservative radio listener	3%	7%	32%	57%		76
	Fox News viewer	33%	15%	30%	20%	1%	192
	Joe Rogan listener	59%	9%	9%	24%		36
	Local NH news viewer	23%	18%	32%	20%	7%	204
	NHPR listener	40%	33%	17%	5%	5%	48
Frequency Attending Religious Services	Never	23%	20%	21%	31%	4%	151
	A few times a year	8%	18%	27%	37%	10%	81
	Once or twice a month	4%	34%	38%	14%	10%	26
	Once a week or more	50%	8%	29%	10%	3%	75

Favorability Among Likely GOP Primary Voters - Donald Trump

Below is a list of national public figures who could potentially run for the Republican nomination for President in 2024. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Former President Donald Trump

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	January 2023	47%	25%	29%	0%	347
Voting Registration	Registered Undeclared/Not Reg.	28%	25%	47%	0%	116
	Registered Republican	56%	25%	19%		230
Party ID	Democrat/Independent	5%	1%	93%	0%	47
	Republican	53%	29%	19%		295
Political Ideology	Moderate	46%	15%	39%		112
	Conservative	57%	28%	15%		151
	Libertarian	20%	45%	35%		46
Age of Respondent	18 to 34	79%		21%		38
	35 to 49	37%	34%	29%		73
	50 to 64	48%	16%	36%	0%	130
	65 and older	39%	38%	23%		94
Gender of Respondent	Men	48%	16%	36%	0%	198
	Women	45%	36%	19%		145
Level of Education	High school or less	47%	30%	23%		106
	Tech school/Some college	56%	26%	19%		140
	College graduate	33%	15%	52%		65
	Postgraduate work	23%	29%	48%	1%	25
Region of State	Central/Lakes	45%	25%	30%		52
	Connecticut Valley	35%	22%	43%		44
	Manchester Area	79%	6%	15%		91
	Mass Border	45%	25%	30%	0%	73
	North Country	16%	57%	26%		28
	Seacoast	24%	39%	38%		57
Household Income	Less than \$45,000	15%	61%	24%		29
	\$45,000 - \$74,999	52%	8%	41%		49
	\$75,000 - \$99,999	43%	39%	18%		42
	\$100,000 - \$149,999	70%	21%	9%		87
	\$150,000 or more	28%	16%	56%		56
Media Usage	CNN viewer	20%	5%	75%		22
	Conservative radio listener	63%	30%	7%		75
	Fox News viewer	53%	29%	18%		197
	Joe Rogan listener	31%	33%	36%		42
	Local NH news viewer	30%	31%	38%		209
	NHPR listener	8%	17%	76%		49
Frequency Attending Religious Services	Never	41%	21%	38%		151
	A few times a year	47%	25%	28%		81
	Once or twice a month	14%	65%	21%		26
	Once a week or more	66%	18%	16%		81

Favorability Among Likely GOP Primary Voters - Mike Pence

Below is a list of national public figures who could potentially run for the Republican nomination for President in 2024. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Former Vice President Mike Pence

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	January 2023	11%	41%	46%	1%	349
Voting Registration	Registered Undeclared/Not Reg.	11%	42%	47%	0%	115
	Registered Republican	11%	41%	46%	2%	232
Party ID	Democrat/Independent	1%	13%	86%		47
	Republican	13%	46%	40%	1%	296
Political Ideology	Moderate	5%	52%	41%	2%	113
	Conservative	13%	43%	44%		153
	Libertarian	24%	22%	49%	5%	46
Age of Respondent	18 to 34		79%	21%		38
	35 to 49	10%	32%	56%	3%	74
	50 to 64	12%	26%	61%	1%	130
	65 and older	17%	54%	29%		94
Gender of Respondent	Men	12%	41%	46%	1%	200
	Women	10%	42%	47%	2%	145
Level of Education	High school or less	7%	48%	46%		106
	Tech school/Some college	12%	44%	43%	1%	139
	College graduate	15%	30%	52%	4%	67
	Postgraduate work	17%	37%	46%		25
Region of State	Central/Lakes	22%	22%	56%		52
	Connecticut Valley	4%	30%	67%		46
	Manchester Area	12%	48%	36%	4%	91
	Mass Border	7%	33%	60%		73
	North Country	11%	56%	33%		28
	Seacoast	10%	62%	28%		57
Household Income	Less than \$45,000	2%	78%	20%		28
	\$45,000 - \$74,999	37%	50%	14%		50
	\$75,000 - \$99,999	7%	40%	52%	1%	42
	\$100,000 - \$149,999	11%	48%	38%	3%	88
	\$150,000 or more	4%	28%	67%		56
Media Usage	CNN viewer	52%	23%	25%		22
	Conservative radio listener	3%	38%	58%		76
	Fox News viewer	13%	50%	37%		197
	Joe Rogan listener	1%	28%	71%		42
	Local NH news viewer	16%	37%	46%	2%	211
	NHPR listener	12%	39%	49%		49
Frequency Attending Religious Services	Never	9%	30%	60%	1%	151
	A few times a year	4%	28%	65%	3%	83
	Once or twice a month	11%	75%	14%		26
	Once a week or more	21%	68%	12%		81

Favorability Among Likely GOP Primary Voters - Mike Pompeo

Below is a list of national public figures who could potentially run for the Republican nomination for President in 2024. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Former Secretary of State Mike Pompeo

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	January 2023	21%	39%	28%	12%	347
Voting Registration	Registered Undeclared/Not Reg.	15%	34%	41%	10%	116
	Registered Republican	24%	42%	21%	13%	230
Party ID	Democrat/Independent	2%	7%	88%	2%	45
	Republican	23%	44%	19%	14%	296
Political Ideology	Moderate	11%	40%	43%	6%	111
	Conservative	35%	37%	14%	13%	153
	Libertarian	4%	45%	22%	30%	46
Age of Respondent	18 to 34		79%	21%		38
	35 to 49	0%	39%	30%	31%	74
	50 to 64	12%	41%	39%	8%	128
	65 and older	54%	21%	16%	9%	95
Gender of Respondent	Men	19%	47%	27%	7%	200
	Women	23%	29%	29%	19%	143
Level of Education	High school or less	36%	24%	32%	8%	106
	Tech school/Some college	12%	59%	15%	14%	138
	College graduate	13%	27%	43%	17%	67
	Postgraduate work	22%	27%	40%	12%	25
Region of State	Central/Lakes	9%	74%	11%	6%	52
	Connecticut Valley	3%	33%	42%	22%	46
	Manchester Area	18%	50%	26%	6%	89
	Mass Border	25%	27%	34%	13%	73
	North Country	44%	29%	20%	6%	28
	Seacoast	32%	17%	32%	20%	57
Household Income	Less than \$45,000	24%	18%	32%	26%	29
	\$45,000 - \$74,999	22%	54%	20%	3%	49
	\$75,000 - \$99,999	23%	36%	7%	34%	42
	\$100,000 - \$149,999	18%	64%	10%	9%	88
	\$150,000 or more	8%	37%	44%	11%	56
Media Usage	CNN viewer	4%	63%	29%	5%	22
	Conservative radio listener	24%	54%	12%	10%	76
	Fox News viewer	28%	42%	22%	8%	197
	Joe Rogan listener	22%	4%	56%	18%	42
	Local NH news viewer	22%	34%	29%	16%	209
	NHPR listener	4%	19%	58%	18%	48
Frequency Attending Religious Services	Never	13%	32%	45%	11%	151
	A few times a year	23%	42%	25%	10%	81
	Once or twice a month	4%	28%	12%	56%	26
	Once a week or more	38%	53%	7%	3%	81

Favorability Among Likely GOP Primary Voters - Nikki Haley

Below is a list of national public figures who could potentially run for the Republican nomination for President in 2024. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Former UN Ambassador Nikki Haley

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	January 2023	36%	29%	23%	11%	347
Voting Registration	Registered Undeclared/Not Reg.	46%	28%	13%	13%	116
	Registered Republican	32%	30%	29%	10%	230
Party ID	Democrat/Independent	36%	34%	26%	4%	45
	Republican	37%	29%	23%	11%	297
Political Ideology	Moderate	18%	36%	35%	11%	111
	Conservative	46%	26%	22%	5%	152
	Libertarian	19%	38%	14%	29%	46
Age of Respondent	18 to 34	3%	19%	79%		38
	35 to 49	14%	47%	23%	16%	74
	50 to 64	44%	33%	12%	11%	128
	65 and older	56%	17%	17%	9%	95
Gender of Respondent	Men	32%	27%	33%	8%	200
	Women	42%	33%	11%	14%	143
Level of Education	High school or less	56%	27%	10%	7%	106
	Tech school/Some college	25%	29%	36%	11%	138
	College graduate	25%	39%	23%	13%	67
	Postgraduate work	46%	23%	21%	9%	25
Region of State	Central/Lakes	20%	66%	1%	13%	52
	Connecticut Valley	66%	8%	4%	22%	46
	Manchester Area	31%	22%	42%	5%	89
	Mass Border	20%	31%	36%	13%	73
	North Country	52%	31%	9%	7%	28
	Seacoast	51%	21%	21%	7%	57
Household Income	Less than \$45,000	31%	36%	9%	24%	29
	\$45,000 - \$74,999	63%	25%	4%	8%	50
	\$75,000 - \$99,999	32%	29%	20%	18%	42
	\$100,000 - \$149,999	15%	24%	55%	6%	88
	\$150,000 or more	23%	46%	22%	9%	55
Media Usage	CNN viewer	33%	44%	20%	4%	21
	Conservative radio listener	29%	35%	35%	0%	76
	Fox News viewer	45%	27%	24%	4%	198
	Joe Rogan listener	62%	9%	11%	18%	42
	Local NH news viewer	45%	30%	12%	14%	209
	NHPR listener	49%	16%	26%	9%	48
Frequency Attending Religious Services	Never	37%	39%	15%	10%	151
	A few times a year	33%	44%	16%	7%	81
	Once or twice a month	22%	4%	35%	39%	26
	Once a week or more	44%	8%	44%	4%	81

Favorability Among Likely GOP Primary Voters - Ted Cruz

Below is a list of national public figures who could potentially run for the Republican nomination for President in 2024. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Texas Senator Ted Cruz

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	January 2023	44%	29%	26%	1%	349
Voting Registration	Registered Undeclared/Not Reg.	39%	16%	44%	1%	115
	Registered Republican	46%	35%	18%	0%	232
Party ID	Democrat/Independent	2%	11%	86%	2%	47
	Republican	50%	32%	17%	0%	297
Political Ideology	Moderate	32%	25%	42%	1%	113
	Conservative	59%	30%	11%		153
	Libertarian	41%	34%	25%		46
Age of Respondent	18 to 34	79%	3%	19%		38
	35 to 49	49%	29%	22%		74
	50 to 64	30%	38%	30%	1%	130
	65 and older	43%	27%	30%		95
Gender of Respondent	Men	50%	20%	29%	0%	200
	Women	35%	40%	23%	1%	145
Level of Education	High school or less	40%	28%	32%		106
	Tech school/Some college	56%	27%	18%		140
	College graduate	25%	36%	38%	2%	67
	Postgraduate work	38%	25%	33%	3%	25
Region of State	Central/Lakes	59%	15%	26%		52
	Connecticut Valley	55%	5%	40%		46
	Manchester Area	42%	44%	14%		91
	Mass Border	46%	26%	26%	2%	73
	North Country	19%	26%	55%		28
	Seacoast	33%	43%	23%	1%	57
Household Income	Less than \$45,000	49%	25%	27%		29
	\$45,000 - \$74,999	41%	28%	31%		50
	\$75,000 - \$99,999	78%	10%	12%		42
	\$100,000 - \$149,999	70%	23%	8%		88
	\$150,000 or more	17%	37%	44%	1%	56
Media Usage	CNN viewer	4%	24%	72%		21
	Conservative radio listener	77%	19%	4%		76
	Fox News viewer	48%	31%	21%		198
	Joe Rogan listener	46%	18%	36%		42
	Local NH news viewer	44%	18%	37%	0%	211
	NHPR listener	17%	16%	66%	1%	49
Frequency Attending Religious Services	Never	28%	39%	34%		151
	A few times a year	47%	28%	23%	1%	83
	Once or twice a month	72%	18%	10%		26
	Once a week or more	61%	14%	24%	1%	81

Favorability Among Likely GOP Primary Voters - Marco Rubio

Below is a list of national public figures who could potentially run for the Republican nomination for President in 2024. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Florida Senator Marco Rubio

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	January 2023	32%	43%	23%	1%	348
Voting Registration	Registered Undeclared/Not Reg.	18%	47%	32%	2%	116
	Registered Republican	39%	41%	19%	1%	231
Party ID	Democrat/Independent	1%	16%	82%	2%	47
	Republican	37%	47%	14%	1%	296
Political Ideology	Moderate	34%	40%	24%	1%	113
	Conservative	34%	50%	15%	0%	153
	Libertarian	25%	41%	30%	4%	46
Age of Respondent	18 to 34	79%	3%	19%		38
	35 to 49	24%	50%	25%	2%	74
	50 to 64	16%	52%	29%	3%	130
	65 and older	40%	41%	19%		94
Gender of Respondent	Men	35%	31%	34%	1%	199
	Women	29%	60%	10%	2%	145
Level of Education	High school or less	23%	54%	23%		106
	Tech school/Some college	45%	35%	20%		139
	College graduate	23%	36%	36%	5%	67
	Postgraduate work	30%	43%	22%	5%	25
Region of State	Central/Lakes	30%	54%	12%	4%	52
	Connecticut Valley	4%	41%	55%		46
	Manchester Area	57%	33%	10%		91
	Mass Border	25%	34%	38%	2%	73
	North Country	23%	59%	17%	1%	28
	Seacoast	29%	55%	14%	1%	56
Household Income	Less than \$45,000	35%	57%	9%		29
	\$45,000 - \$74,999	34%	62%	4%		49
	\$75,000 - \$99,999	45%	31%	23%		42
	\$100,000 - \$149,999	52%	24%	23%	1%	88
	\$150,000 or more	9%	43%	45%	3%	56
Media Usage	CNN viewer	24%	47%	28%		22
	Conservative radio listener	23%	51%	26%		76
	Fox News viewer	46%	43%	11%	0%	197
	Joe Rogan listener	30%	8%	63%		42
	Local NH news viewer	28%	46%	25%	1%	210
	NHPR listener	11%	40%	47%	1%	48
Frequency Attending Religious Services	Never	11%	58%	30%	1%	151
	A few times a year	37%	30%	31%	1%	82
	Once or twice a month	47%	36%	12%	5%	26
	Once a week or more	64%	28%	7%	1%	81

Favorability Among Likely GOP Primary Voters - Tim Scott

Below is a list of national public figures who could potentially run for the Republican nomination for President in 2024. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - South Carolina Senator Tim Scott

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	January 2023	25%	50%	7%	18%	346
Voting Registration	Registered Undeclared/Not Reg.	27%	58%	7%	7%	116
	Registered Republican	24%	46%	7%	23%	229
Party ID	Democrat/Independent	2%	77%	10%	12%	45
	Republican	28%	46%	7%	19%	296
Political Ideology	Moderate	9%	69%	9%	14%	111
	Conservative	45%	33%	9%	12%	153
	Libertarian	6%	51%		42%	46
Age of Respondent	18 to 34		100%			38
	35 to 49	15%	45%	7%	33%	74
	50 to 64	26%	46%	9%	19%	128
	65 and older	37%	40%	8%	15%	94
Gender of Respondent	Men	18%	56%	11%	15%	199
	Women	33%	41%	3%	23%	143
Level of Education	High school or less	32%	56%	7%	6%	106
	Tech school/Some college	23%	49%	5%	24%	137
	College graduate	19%	42%	14%	25%	67
	Postgraduate work	23%	48%	9%	19%	25
Region of State	Central/Lakes	28%	60%	1%	11%	52
	Connecticut Valley	30%	42%	1%	27%	46
	Manchester Area	12%	57%	12%	18%	89
	Mass Border	26%	59%	4%	11%	73
	North Country	21%	54%	18%	6%	28
	Seacoast	36%	22%	10%	32%	56
Household Income	Less than \$45,000	33%	56%	8%	4%	29
	\$45,000 - \$74,999	33%	31%	13%	23%	49
	\$75,000 - \$99,999	45%	15%	1%	38%	42
	\$100,000 - \$149,999	14%	57%	8%	20%	88
	\$150,000 or more	13%	67%	9%	11%	56
Media Usage	CNN viewer	8%	47%	17%	27%	22
	Conservative radio listener	49%	36%	6%	9%	76
	Fox News viewer	27%	57%	6%	10%	197
	Joe Rogan listener	31%	43%	7%	19%	42
	Local NH news viewer	25%	45%	8%	22%	208
	NHPR listener	2%	47%	11%	40%	46
Frequency Attending Religious Services	Never	24%	51%	7%	17%	151
	A few times a year	35%	40%	3%	22%	80
	Once or twice a month	22%	34%	6%	37%	26
	Once a week or more	17%	61%	13%	9%	81

Favorability Among Likely GOP Primary Voters - Tom Cotton

Below is a list of national public figures who could potentially run for the Republican nomination for President in 2024. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Arkansas Senator Tom Cotton

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	January 2023	20%	50%	18%	12%	348
Voting Registration	Registered Undeclared/Not Reg.	14%	47%	32%	6%	116
	Registered Republican	23%	52%	10%	14%	230
Party ID	Democrat/Independent	1%	14%	77%	7%	45
	Republican	22%	56%	9%	13%	297
Political Ideology	Moderate	5%	61%	21%	13%	111
	Conservative	35%	46%	12%	6%	153
	Libertarian	15%	43%	7%	35%	46
Age of Respondent	18 to 34		81%	19%		38
	35 to 49	38%	32%	13%	17%	74
	50 to 64	18%	48%	20%	14%	128
	65 and older	16%	55%	19%	11%	95
Gender of Respondent	Men	12%	50%	24%	13%	200
	Women	30%	51%	8%	11%	143
Level of Education	High school or less	5%	61%	27%	7%	106
	Tech school/Some college	28%	50%	8%	14%	138
	College graduate	22%	40%	25%	13%	67
	Postgraduate work	18%	48%	17%	17%	25
Region of State	Central/Lakes	28%	51%	12%	10%	52
	Connecticut Valley	6%	37%	33%	24%	46
	Manchester Area	10%	71%	6%	13%	89
	Mass Border	13%	43%	34%	9%	73
	North Country	28%	50%	12%	10%	28
	Seacoast	45%	37%	10%	7%	57
Household Income	Less than \$45,000	2%	73%	22%	2%	29
	\$45,000 - \$74,999	9%	69%	3%	19%	50
	\$75,000 - \$99,999	63%	11%	3%	22%	42
	\$100,000 - \$149,999	7%	63%	20%	10%	88
	\$150,000 or more	20%	39%	29%	11%	56
Media Usage	CNN viewer	7%	58%	24%	11%	22
	Conservative radio listener	33%	47%	19%	2%	76
	Fox News viewer	26%	61%	10%	4%	198
	Joe Rogan listener	31%	8%	43%	18%	42
	Local NH news viewer	23%	41%	19%	17%	209
	NHPR listener	17%	18%	53%	12%	48
Frequency Attending Religious Services	Never	13%	53%	20%	14%	151
	A few times a year	30%	34%	30%	6%	81
	Once or twice a month	31%	49%	7%	13%	26
	Once a week or more	17%	63%	6%	15%	81

Favorability Among Likely GOP Primary Voters - Liz Cheney

Below is a list of national public figures who could potentially run for the Republican nomination for President in 2024. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Former Wyoming Congresswoman Liz Cheney

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	January 2023	8%	19%	67%	6%	348
Voting Registration	Registered Undeclared/Not Reg.	14%	13%	71%	2%	116
	Registered Republican	5%	23%	65%	7%	230
Party ID	Democrat/Independent	34%	21%	42%	3%	45
	Republican	4%	20%	70%	6%	297
Political Ideology	Moderate	17%	40%	40%	3%	111
	Conservative	1%	8%	90%	1%	153
	Libertarian	10%	20%	55%	15%	46
Age of Respondent	18 to 34		100%			38
	35 to 49	10%	10%	75%	5%	74
	50 to 64	9%	6%	78%	7%	128
	65 and older	9%	13%	72%	7%	95
Gender of Respondent	Men	8%	30%	57%	4%	200
	Women	8%	5%	80%	7%	143
Level of Education	High school or less	4%	6%	84%	7%	106
	Tech school/Some college	5%	34%	59%	3%	138
	College graduate	16%	18%	58%	8%	67
	Postgraduate work	20%	12%	64%	4%	25
Region of State	Central/Lakes	12%	16%	68%	4%	52
	Connecticut Valley	3%	8%	88%		46
	Manchester Area	2%	44%	41%	13%	89
	Mass Border	9%	19%	71%	1%	73
	North Country	12%	7%	78%	3%	28
	Seacoast	13%	1%	79%	6%	57
Household Income	Less than \$45,000	19%		81%		29
	\$45,000 - \$74,999	3%	27%	58%	13%	50
	\$75,000 - \$99,999	4%	5%	90%		42
	\$100,000 - \$149,999	5%	41%	44%	9%	88
	\$150,000 or more	18%	23%	55%	4%	56
Media Usage	CNN viewer	33%	32%	18%	16%	22
	Conservative radio listener	2%	1%	97%		76
	Fox News viewer	0%	22%	72%	6%	198
	Joe Rogan listener		3%	97%		42
	Local NH news viewer	10%	14%	70%	6%	209
	NHPR listener	27%	2%	57%	14%	48
Frequency Attending Religious Services	Never	12%	10%	75%	3%	151
	A few times a year	9%	14%	66%	12%	81
	Once or twice a month	1%		86%	13%	26
	Once a week or more	2%	49%	47%	2%	81

Favorability Among Likely GOP Primary Voters - Chris Sununu

Below is a list of national public figures who could potentially run for the Republican nomination for President in 2024. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - New Hampshire Governor Chris Sununu

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	January 2023	47%	35%	17%	0%	349
Voting Registration	Registered Undeclared/Not Reg.	53%	42%	4%	0%	116
	Registered Republican	44%	32%	24%	0%	232
Party ID	Democrat/Independent	45%	45%	10%	0%	47
	Republican	47%	34%	19%	0%	297
Political Ideology	Moderate	45%	37%	18%		113
	Conservative	37%	43%	20%		153
	Libertarian	65%	17%	17%	0%	46
Age of Respondent	18 to 34	81%	19%			38
	35 to 49	48%	28%	23%	0%	74
	50 to 64	38%	42%	20%		130
	65 and older	46%	37%	17%	0%	95
Gender of Respondent	Men	58%	31%	11%	0%	200
	Women	32%	41%	27%	0%	145
Level of Education	High school or less	38%	37%	25%		106
	Tech school/Some college	48%	35%	17%		140
	College graduate	57%	31%	12%	0%	67
	Postgraduate work	49%	43%	7%	0%	25
Region of State	Central/Lakes	31%	49%	20%		52
	Connecticut Valley	62%	37%	1%		46
	Manchester Area	59%	15%	26%		91
	Mass Border	35%	42%	23%	0%	73
	North Country	37%	39%	24%	1%	28
	Seacoast	53%	44%	3%		57
Household Income	Less than \$45,000	54%	40%	6%		29
	\$45,000 - \$74,999	63%	36%	1%		50
	\$75,000 - \$99,999	42%	34%	23%		42
	\$100,000 - \$149,999	59%	20%	21%		88
	\$150,000 or more	39%	46%	15%	0%	56
Media Usage	CNN viewer	80%	15%	5%		22
	Conservative radio listener	11%	54%	35%		76
	Fox News viewer	54%	30%	16%		198
	Joe Rogan listener	55%	35%	10%		42
	Local NH news viewer	44%	47%	9%	0%	211
	NHPR listener	59%	31%	9%	1%	49
Frequency Attending Religious Services	Never	49%	34%	17%	0%	151
	A few times a year	33%	36%	31%		83
	Once or twice a month	43%	51%	6%		26
	Once a week or more	60%	33%	7%		81

Favorability Among Likely GOP Primary Voters - Kristi Noem

Below is a list of national public figures who could potentially run for the Republican nomination for President in 2024. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - South Dakota Governor Kristi Noem

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	January 2023	32%	25%	24%	20%	348
Voting Registration	Registered Undeclared/Not Reg.	33%	19%	34%	13%	116
	Registered Republican	31%	27%	18%	23%	230
Party ID	Democrat/Independent	1%	10%	79%	9%	45
	Republican	36%	27%	15%	21%	297
Political Ideology	Moderate	11%	27%	49%	13%	111
	Conservative	54%	26%	4%	16%	153
	Libertarian	25%	25%	9%	41%	46
Age of Respondent	18 to 34			100%		38
	35 to 49	40%	22%	12%	27%	74
	50 to 64	34%	30%	19%	17%	128
	65 and older	33%	32%	9%	26%	95
Gender of Respondent	Men	27%	19%	35%	19%	200
	Women	38%	33%	8%	21%	143
Level of Education	High school or less	34%	32%	17%	18%	106
	Tech school/Some college	29%	22%	29%	21%	138
	College graduate	30%	26%	28%	16%	67
	Postgraduate work	37%	20%	22%	22%	25
Region of State	Central/Lakes	54%	24%	12%	10%	52
	Connecticut Valley	37%	1%	36%	25%	46
	Manchester Area	13%	26%	37%	24%	89
	Mass Border	31%	31%	17%	20%	73
	North Country	34%	43%	15%	8%	28
	Seacoast	36%	26%	15%	23%	57
Household Income	Less than \$45,000	6%	46%	20%	28%	29
	\$45,000 - \$74,999	46%	22%	5%	27%	50
	\$75,000 - \$99,999	46%	13%	6%	35%	42
	\$100,000 - \$149,999	32%	11%	41%	16%	88
	\$150,000 or more	27%	29%	29%	14%	56
Media Usage	CNN viewer	9%	41%	19%	31%	22
	Conservative radio listener	63%	22%	4%	11%	76
	Fox News viewer	30%	30%	24%	16%	198
	Joe Rogan listener	32%	17%	33%	18%	42
	Local NH news viewer	34%	21%	19%	26%	209
	NHPR listener	2%	9%	53%	36%	48
Frequency Attending Religious Services	Never	26%	37%	22%	15%	151
	A few times a year	56%	7%	17%	20%	81
	Once or twice a month	16%	8%	10%	65%	26
	Once a week or more	24%	24%	39%	12%	81

Favorability Among Likely GOP Primary Voters - Ron DeSantis

Below is a list of national public figures who could potentially run for the Republican nomination for President in 2024. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Florida Governor Ron DeSantis

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	January 2023	73%	9%	16%	2%	349
Voting Registration	Registered Undeclared/Not Reg.	64%	2%	33%	1%	115
	Registered Republican	78%	12%	7%	3%	232
Party ID	Democrat/Independent	12%		86%	2%	47
	Republican	83%	10%	5%	2%	296
Political Ideology	Moderate	53%	16%	28%	2%	113
	Conservative	91%	6%	2%	1%	153
	Libertarian	81%	4%	10%	5%	46
Age of Respondent	18 to 34	79%		21%		38
	35 to 49	83%	4%	9%	3%	74
	50 to 64	55%	17%	24%	3%	130
	65 and older	85%	4%	9%	1%	94
Gender of Respondent	Men	74%	6%	19%	1%	200
	Women	72%	12%	12%	4%	145
Level of Education	High school or less	68%	15%	17%		106
	Tech school/Some college	85%	4%	9%	2%	139
	College graduate	55%	12%	27%	6%	67
	Postgraduate work	71%	2%	22%	5%	25
Region of State	Central/Lakes	82%	4%	14%		52
	Connecticut Valley	58%	3%	38%		46
	Manchester Area	70%	21%	4%	5%	91
	Mass Border	74%	4%	20%	2%	73
	North Country	80%	1%	18%	1%	28
	Seacoast	79%	7%	12%	1%	57
Household Income	Less than \$45,000	75%		25%		28
	\$45,000 - \$74,999	97%		3%		50
	\$75,000 - \$99,999	91%	1%	8%		42
	\$100,000 - \$149,999	84%	8%	6%	3%	88
	\$150,000 or more	56%	10%	33%	1%	56
Media Usage	CNN viewer	61%	12%	28%		22
	Conservative radio listener	92%	7%	1%		76
	Fox News viewer	83%	10%	7%		197
	Joe Rogan listener	60%	8%	32%		42
	Local NH news viewer	72%	4%	21%	3%	211
	NHPR listener	35%	7%	57%	1%	49
Frequency Attending Religious Services	Never	62%	13%	24%	1%	151
	A few times a year	73%	3%	20%	4%	83
	Once or twice a month	88%	6%	6%		26
	Once a week or more	89%	7%	1%	2%	81

Favorability Among Likely GOP Primary Voters - Glenn Youngkin

Below is a list of national public figures who could potentially run for the Republican nomination for President in 2024. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Virginia Governor Glenn Youngkin

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	January 2023	19%	41%	17%	23%	346
Voting Registration	Registered Undeclared/Not Reg.	14%	47%	14%	24%	115
	Registered Republican	21%	38%	18%	22%	229
Party ID	Democrat/Independent	2%	39%	24%	35%	45
	Republican	21%	42%	15%	22%	296
Political Ideology	Moderate	8%	30%	36%	26%	111
	Conservative	32%	39%	7%	22%	153
	Libertarian	16%	41%	7%	35%	46
Age of Respondent	18 to 34		3%	79%	19%	38
	35 to 49	27%	29%	15%	29%	74
	50 to 64	16%	54%	8%	21%	128
	65 and older	23%	48%	3%	26%	94
Gender of Respondent	Men	20%	34%	25%	21%	200
	Women	16%	51%	6%	27%	143
Level of Education	High school or less	18%	65%		18%	106
	Tech school/Some college	14%	34%	30%	22%	138
	College graduate	24%	24%	18%	34%	67
	Postgraduate work	28%	36%	9%	26%	25
Region of State	Central/Lakes	42%	29%	8%	21%	52
	Connecticut Valley	11%	58%	2%	29%	46
	Manchester Area	3%	41%	40%	16%	89
	Mass Border	23%	31%	12%	34%	73
	North Country	12%	54%	18%	15%	28
	Seacoast	26%	45%	7%	22%	56
Household Income	Less than \$45,000	3%	42%	9%	46%	28
	\$45,000 - \$74,999	16%	54%	4%	26%	50
	\$75,000 - \$99,999	29%	24%	4%	43%	42
	\$100,000 - \$149,999	28%	19%	41%	12%	88
	\$150,000 or more	17%	35%	16%	31%	56
Media Usage	CNN viewer	8%	55%	16%	21%	22
	Conservative radio listener	45%	33%	9%	13%	76
	Fox News viewer	18%	48%	19%	15%	197
	Joe Rogan listener	16%	53%	11%	20%	42
	Local NH news viewer	18%	41%	7%	34%	209
	NHPR listener	4%	49%	10%	37%	48
Frequency Attending Religious Services	Never	9%	63%	11%	18%	151
	A few times a year	48%	23%	3%	26%	81
	Once or twice a month	14%	14%	5%	67%	26
	Once a week or more	10%	29%	43%	18%	81

Favorability Among Likely GOP Primary Voters - Larry Hogan

Below is a list of national public figures who could potentially run for the Republican nomination for President in 2024. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Former Maryland Governor Larry Hogan

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	January 2023	6%	24%	40%	29%	347
Voting Registration	Registered Undeclared/Not Reg.	12%	30%	44%	15%	115
	Registered Republican	4%	22%	39%	36%	230
Party ID	Democrat/Independent	37%	6%	46%	11%	45
	Republican	2%	28%	39%	32%	297
Political Ideology	Moderate	17%	18%	47%	18%	111
	Conservative	1%	32%	34%	33%	153
	Libertarian	2%	24%	30%	44%	46
Age of Respondent	18 to 34	19%	3%	79%		38
	35 to 49	0%	29%	41%	30%	74
	50 to 64	5%	17%	41%	36%	127
	65 and older	8%	38%	22%	32%	95
Gender of Respondent	Men	6%	23%	49%	22%	200
	Women	7%	27%	28%	38%	143
Level of Education	High school or less	4%	36%	42%	17%	106
	Tech school/Some college	1%	16%	49%	33%	138
	College graduate	19%	24%	20%	37%	67
	Postgraduate work	12%	31%	26%	30%	25
Region of State	Central/Lakes	11%	23%	49%	17%	52
	Connecticut Valley	3%	26%	56%	16%	46
	Manchester Area	2%	6%	58%	34%	89
	Mass Border	12%	49%	19%	19%	73
	North Country	5%	43%	10%	43%	28
	Seacoast	6%	13%	32%	49%	57
Household Income	Less than \$45,000	16%	25%	51%	8%	29
	\$45,000 - \$74,999	2%	49%	8%	41%	50
	\$75,000 - \$99,999	5%	9%	46%	40%	42
	\$100,000 - \$149,999	0%	24%	53%	23%	88
	\$150,000 or more	21%	24%	23%	32%	56
Media Usage	CNN viewer	17%	44%	13%	25%	21
	Conservative radio listener	1%	34%	45%	20%	76
	Fox News viewer	1%	19%	51%	30%	198
	Joe Rogan listener		8%	63%	29%	42
	Local NH news viewer	9%	25%	31%	35%	209
	NHPR listener	17%	2%	43%	37%	47
Frequency Attending Religious Services	Never	5%	25%	46%	25%	151
	A few times a year	17%	22%	29%	32%	81
	Once or twice a month	1%	41%	13%	45%	26
	Once a week or more	1%	22%	48%	29%	81

Favorability Among Likely GOP Primary Voters - Chris Christie

Below is a list of national public figures who could potentially run for the Republican nomination for President in 2024. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Former New Jersey Governor Chris Christie

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	January 2023	6%	29%	65%	1%	348
Voting Registration	Registered Undeclared/Not Reg.	3%	38%	58%	1%	116
	Registered Republican	7%	24%	69%	1%	230
Party ID	Democrat/Independent	2%	39%	59%		47
	Republican	6%	27%	66%	1%	295
Political Ideology	Moderate	3%	29%	68%		113
	Conservative	10%	29%	61%	1%	152
	Libertarian	1%	29%	67%	3%	46
Age of Respondent	18 to 34		19%	81%		38
	35 to 49	14%	21%	64%	2%	74
	50 to 64	4%	31%	64%	1%	129
	65 and older	4%	36%	60%		94
Gender of Respondent	Men	4%	29%	65%	1%	199
	Women	7%	28%	65%		145
Level of Education	High school or less		31%	69%		106
	Tech school/Some college	7%	18%	74%	1%	139
	College graduate	11%	45%	42%	2%	67
	Postgraduate work	11%	30%	59%		25
Region of State	Central/Lakes	3%	36%	55%	6%	52
	Connecticut Valley	4%	5%	91%		46
	Manchester Area	1%	19%	80%		91
	Mass Border	4%	43%	53%		73
	North Country	10%	24%	66%		28
	Seacoast	16%	41%	42%		56
Household Income	Less than \$45,000	2%	45%	54%		29
	\$45,000 - \$74,999	2%	25%	73%		49
	\$75,000 - \$99,999	25%	26%	49%		42
	\$100,000 - \$149,999	3%	34%	62%	1%	88
	\$150,000 or more	6%	37%	57%		55
Media Usage	CNN viewer	15%	42%	42%		22
	Conservative radio listener	9%	21%	68%	2%	76
	Fox News viewer	6%	23%	70%	1%	197
	Joe Rogan listener	1%	13%	81%	4%	42
	Local NH news viewer	9%	34%	56%	1%	210
	NHPR listener	19%	34%	47%		48
Frequency Attending Religious Services	Never	3%	22%	74%		151
	A few times a year	5%	50%	45%		81
	Once or twice a month	27%	38%	31%	5%	26
	Once a week or more	4%	17%	77%	2%	81