

CBS News Poll – September 15-24, 2023

Registered voters in New Hampshire



Sample 943 Registered voters in New Hampshire
 Margin of Error ±3.7%

1. How would you rate the condition of the economy in New Hampshire today?

Very good	9%
Fairly good	47%
Fairly bad	29%
Very bad	9%
Not sure	5%

2. Do you think the New Hampshire economy is doing better, worse, or the same as the nation's economy?

Better	40%
Worse	13%
Same	47%

3. How likely is it that you will vote in the Republican presidential primary in New Hampshire in 2024?

Definitely will vote	43%
Probably will vote	10%
May or may not vote	9%
Probably will not vote	7%
Definitely will not vote	27%
Don't know	4%

4. It's still early, but for each of the following people, please tell us whether you are considering supporting them for the 2024 Republican nomination for president, might consider them but haven't heard enough yet, or are not considering them?

Among likely New Hampshire Republican presidential primary voters

	Consider- ing	Might consider, but haven't heard enough	Not considering
Doug Burgum	10%	27%	63%
Chris Christie	17%	14%	69%
Ron DeSantis	37%	22%	41%
Larry Elder	6%	19%	75%
Nikki Haley	31%	26%	42%
Will Hurd	3%	19%	78%
Asa Hutchinson	6%	18%	76%
Mike Pence	14%	12%	74%
Vivek Ramaswamy	34%	27%	39%
Tim Scott	29%	27%	44%
Donald Trump	66%	6%	28%

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5. Of the candidates you are considering, or might consider, if the 2024 Republican primary or caucus in your state were held today, which ONE of those candidates would you vote for?

Among likely New Hampshire Republican presidential primary voters. Asked only about candidates respondent is considering or might consider supporting.

Doug Burgum	2%
Chris Christie	8%
Ron DeSantis	13%
Larry Elder	0%
Nikki Haley	11%
Will Hurd	0%
Asa Hutchinson	1%
Mike Pence	2%
Vivek Ramaswamy	8%
Tim Scott	5%
Donald Trump	50%

6. How would you describe your feelings right now about [candidate respondent would vote for] ... ?

Among likely New Hampshire Republican presidential primary voters

Enthusiastic about [candidate respondent would vote for]	53%
Supporting [candidate respondent would vote for] but with some reservations	39%
Supporting [candidate respondent would vote for] mainly because I don't really like the other choices	8%

7. Are you considering other candidates besides Donald Trump because:

Among likely New Hampshire Republican presidential primary voters considering anyone other than Trump

	Yes	No
Trump is controversial	63%	37%
I'm concerned about Trump's legal fights	52%	48%
I don't like Trump personally	41%	59%
The party should consider someone new	57%	43%
Trump could lose to Biden	40%	60%
I'm just keeping options open, it's still early	67%	33%
He doesn't represent New Hampshire values	36%	64%

9. Have you experienced any of the following during the 2024 presidential campaign so far? CHECK ALL APPLY

Among likely New Hampshire Republican presidential primary voters

A campaign volunteer has contacted you in person	25%
You've received emails or text messages directly from a campaigns	58%
You've personally attended a campaign event	9%
You've attended a political meeting or gathering at someone's house	7%
You've seen campaign ads on local TV	70%
You've seen campaign ads on social media	56%
None of the above	10%

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12. When you think about your 2024 primary vote, what's more important to you? How the candidates address...

Among likely New Hampshire Republican presidential primary voters

State and local issues in New Hampshire	12%
National issues in the country	88%

13. Over the next few months, how important is it for you that a Republican presidential candidate spends more time campaigning in the state of New Hampshire than in other states?

Among likely New Hampshire Republican presidential primary voters

Very important	18%
Somewhat important	33%
Not too important	35%
Not at all important	14%

15. If each of the following candidates were to become the Republican nominee in 2024, how would you describe their chances against Joe Biden?

Among likely New Hampshire Republican presidential primary voters

	Long shot to beat Biden	Might beat Biden	Would definitely beat Biden
Doug Burgum	59%	30%	10%
Chris Christie	52%	34%	14%
Ron DeSantis	22%	40%	38%
Larry Elder	70%	20%	10%
Nikki Haley	29%	42%	29%
Will Hurd	71%	21%	8%
Asa Hutchinson	69%	22%	9%
Mike Pence	54%	32%	14%
Vivek Ramaswamy	31%	46%	23%
Tim Scott	36%	41%	23%
Donald Trump	17%	25%	58%

19. What do you think is more important for the Republican nominee to be able to do in 2024? Is it more important to have a Republican nominee who...

Among likely New Hampshire Republican presidential primary voters

Appeals to moderate and independent voters	59%
Motivates conservatives and the Republican base to turn out and vote	41%

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20. When you're evaluating Republicans campaigning for president, which of these is a factor for you? How the candidates do in...

Among likely New Hampshire Republican presidential primary voters

	Major factor	Minor factor	Not a factor
Presidential debates	53%	37%	10%
Interviews and media appearances	48%	43%	9%
Meeting and talking to voters face to face	54%	35%	11%

21. For each candidate [Donald Trump], please check the box if you think the phrase describes them. CHECK ALL THAT APPLY

Among likely New Hampshire Republican presidential primary voters

Prepared	54%
Likable	24%
True conservative	39%
Strong leader	67%
Understands people like you	41%

22. For each candidate [Ron DeSantis], please check the box if you think the phrase describes them. CHECK ALL THAT APPLY

Among likely New Hampshire Republican presidential primary voters

Prepared	43%
Likable	38%
True conservative	39%
Strong leader	43%
Understands people like you	27%

23. For each candidate [Nikki Haley], please check the box if you think the phrase describes them. CHECK ALL THAT APPLY

Among likely New Hampshire Republican presidential primary voters

Prepared	41%
Likable	45%
True conservative	30%
Strong leader	30%
Understands people like you	25%

24. For each candidate [Tim Scott], please check the box if you think the phrase describes them. CHECK ALL THAT APPLY

Among likely New Hampshire Republican presidential primary voters

Prepared	31%
Likable	50%
True conservative	42%
Strong leader	22%
Understands people like you	27%

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25. For each candidate [Mike Pence], please check the box if you think the phrase describes them. CHECK ALL THAT APPLY

Among likely New Hampshire Republican presidential primary voters

Prepared	30%
Likable	22%
True conservative	35%
Strong leader	12%
Understands people like you	10%

26. For each candidate [Vivek Ramaswamy], please check the box if you think the phrase describes them. CHECK ALL THAT APPLY

Among likely New Hampshire Republican presidential primary voters

Prepared	46%
Likable	48%
True conservative	32%
Strong leader	26%
Understands people like you	29%

27. For each candidate [Chris Christie], please check the box if you think the phrase describes them. CHECK ALL THAT APPLY

Among likely New Hampshire Republican presidential primary voters

Prepared	36%
Likable	23%
True conservative	20%
Strong leader	20%
Understands people like you	14%

28. Do you want abortion in New Hampshire to be...

Among likely New Hampshire Republican presidential primary voters

Legal in all cases	15%
Legal in most cases	36%
Illegal in most cases	39%
Illegal in all cases	10%

29. Would you like to see the Republican 2024 Presidential nominee be someone who would...

Among likely New Hampshire Republican presidential primary voters

Support a national abortion ban	23%
Oppose a national abortion ban	46%
Doesn't matter either way	31%

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30. In states where abortion is illegal, who should be subject to criminal punishment or penalties if an illegal abortion occurs?

Among likely New Hampshire Republican presidential primary voters

	Should	Should not
The woman having the abortion	41%	59%
The doctor and medical staff who performed the abortion	56%	44%
Anyone who helped the woman obtain an abortion	41%	59%
Any person or company that helped pay for the abortion	46%	54%

35. Do you plan to watch the next Republican presidential debate this Wednesday, September 27?

Among likely New Hampshire Republican presidential primary voters

Definitely will	36%
Probably will	35%
Probably will not	17%
Definitely will not	12%

Questions held for future release.

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1. Condition of State Economy

How would you rate the condition of the economy in New Hampshire today?

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Very good	9%	13%	5%	6%	11%	11%
Fairly good	47%	48%	46%	39%	47%	55%
Fairly bad	29%	26%	32%	34%	28%	24%
Very bad	9%	8%	11%	12%	9%	7%
Not sure	5%	5%	6%	9%	4%	3%
Totals	99%	100%	100%	100%	99%	100%
Weighted N	(942)	(465)	(476)	(320)	(324)	(298)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Very good	9%	9%	7%	10%	6%
Fairly good	47%	46%	43%	48%	41%
Fairly bad	29%	31%	31%	29%	35%
Very bad	9%	10%	16%	9%	14%
Not sure	5%	4%	3%	4%	4%
Totals	99%	100%	100%	100%	100%
Weighted N	(942)	(405)	(263)	(374)	(268)

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2. State Economy Compared to National Economy

Do you think the New Hampshire economy is doing better, worse, or the same as the nation's economy?

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Better	40%	47%	34%	33%	41%	48%
Worse	13%	10%	16%	19%	9%	10%
Same	47%	43%	50%	48%	50%	42%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(942)	(466)	(476)	(319)	(325)	(297)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Better	40%	43%	42%	42%	41%
Worse	13%	13%	17%	11%	16%
Same	47%	44%	41%	47%	43%
Totals	100%	100%	100%	100%	100%
Weighted N	(942)	(405)	(263)	(376)	(267)

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3. Likely to Vote in New Hampshire Primary

How likely is it that you will vote in the Republican presidential primary in New Hampshire in 2024?

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Definitely will vote	43%	45%	40%	33%	46%	49%
Probably will vote	10%	10%	10%	11%	9%	10%
May or may not vote	9%	8%	10%	11%	10%	6%
Probably will not vote	7%	7%	7%	10%	5%	6%
Definitely will not vote	27%	26%	28%	29%	26%	25%
Don't know	4%	4%	5%	5%	4%	3%
Totals	100%	100%	100%	99%	100%	99%
Weighted N	(943)	(467)	(476)	(320)	(325)	(298)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Definitely will vote	43%	36%	87%	39%	82%
Probably will vote	10%	15%	9%	14%	7%
May or may not vote	9%	15%	2%	14%	3%
Probably will not vote	7%	7%	0%	9%	2%
Definitely will not vote	27%	19%	1%	18%	3%
Don't know	4%	7%	1%	6%	2%
Totals	100%	99%	100%	100%	99%
Weighted N	(943)	(406)	(263)	(376)	(268)

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4A. Consider Supporting in Republican Primary — Doug Burgum

It's still early, but for each of the following people, please tell us whether you are considering supporting them for the 2024 Republican nomination for president, might consider them but haven't heard enough yet, or are not considering them?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Considering	10%	14%	6%	7%	10%	13%
Might consider, but haven't heard enough	27%	25%	28%	36%	28%	18%
Not considering	63%	61%	66%	57%	62%	69%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(489)	(263)	(226)	(124)	(207)	(158)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Considering	10%	12%	8%	12%	10%
Might consider, but haven't heard enough	27%	29%	25%	30%	23%
Not considering	63%	58%	67%	58%	67%
Totals	100%	99%	100%	100%	100%
Weighted N	(489)	(196)	(278)	(148)	(309)

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4B. Consider Supporting in Republican Primary — Chris Christie

It's still early, but for each of the following people, please tell us whether you are considering supporting them for the 2024 Republican nomination for president, might consider them but haven't heard enough yet, or are not considering them?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Considering	17%	20%	14%	17%	17%	16%
Might consider, but haven't heard enough	14%	12%	16%	19%	10%	15%
Not considering	69%	68%	70%	63%	73%	69%
Totals	100%	100%	100%	99%	100%	100%
Weighted N	(489)	(262)	(227)	(124)	(207)	(158)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Considering	17%	21%	13%	26%	10%
Might consider, but haven't heard enough	14%	12%	14%	16%	12%
Not considering	69%	67%	72%	58%	77%
Totals	100%	100%	99%	100%	99%
Weighted N	(489)	(197)	(278)	(149)	(309)

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4C. Consider Supporting in Republican Primary — Ron DeSantis

It's still early, but for each of the following people, please tell us whether you are considering supporting them for the 2024 Republican nomination for president, might consider them but haven't heard enough yet, or are not considering them?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Considering	37%	42%	31%	43%	33%	37%
Might consider, but haven't heard enough	22%	19%	25%	26%	20%	21%
Not considering	41%	39%	44%	31%	47%	42%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(491)	(262)	(229)	(126)	(207)	(158)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Considering	37%	29%	44%	26%	45%
Might consider, but haven't heard enough	22%	24%	20%	21%	21%
Not considering	41%	47%	36%	53%	34%
Totals	100%	100%	100%	100%	100%
Weighted N	(491)	(199)	(279)	(150)	(310)

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4D. Consider Supporting in Republican Primary — Larry Elder

It's still early, but for each of the following people, please tell us whether you are considering supporting them for the 2024 Republican nomination for president, might consider them but haven't heard enough yet, or are not considering them?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Considering	6%	8%	3%	10%	3%	6%
Might consider, but haven't heard enough	19%	18%	21%	26%	15%	19%
Not considering	75%	74%	75%	64%	82%	75%
Totals	100%	100%	99%	100%	100%	100%
Weighted N	(485)	(261)	(224)	(124)	(204)	(157)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Considering	6%	5%	5%	3%	7%
Might consider, but haven't heard enough	19%	24%	16%	22%	16%
Not considering	75%	71%	79%	74%	77%
Totals	100%	100%	100%	99%	100%
Weighted N	(485)	(193)	(278)	(146)	(308)

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4E. Consider Supporting in Republican Primary — Nikki Haley

It's still early, but for each of the following people, please tell us whether you are considering supporting them for the 2024 Republican nomination for president, might consider them but haven't heard enough yet, or are not considering them?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Considering	31%	40%	21%	26%	25%	44%
Might consider, but haven't heard enough	26%	24%	30%	34%	26%	20%
Not considering	42%	36%	49%	39%	49%	36%
Totals	99%	100%	100%	99%	100%	100%
Weighted N	(486)	(262)	(225)	(124)	(206)	(156)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Considering	31%	35%	28%	38%	30%
Might consider, but haven't heard enough	26%	26%	27%	29%	24%
Not considering	42%	38%	45%	33%	46%
Totals	99%	99%	100%	100%	100%
Weighted N	(486)	(195)	(277)	(148)	(307)

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4F. Consider Supporting in Republican Primary — Will Hurd

It's still early, but for each of the following people, please tell us whether you are considering supporting them for the 2024 Republican nomination for president, might consider them but haven't heard enough yet, or are not considering them?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Considering	3%	4%	2%	7%	2%	1%
Might consider, but haven't heard enough	19%	18%	20%	32%	18%	11%
Not considering	78%	78%	78%	61%	80%	88%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(488)	(262)	(226)	(124)	(206)	(157)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Considering	3%	3%	2%	4%	1%
Might consider, but haven't heard enough	19%	22%	16%	24%	15%
Not considering	78%	75%	82%	72%	84%
Totals	100%	100%	100%	100%	100%
Weighted N	(488)	(196)	(278)	(147)	(309)

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4G. Consider Supporting in Republican Primary — Asa Hutchinson

It's still early, but for each of the following people, please tell us whether you are considering supporting them for the 2024 Republican nomination for president, might consider them but haven't heard enough yet, or are not considering them?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Considering	6%	8%	2%	14%	4%	2%
Might consider, but haven't heard enough	18%	16%	21%	30%	17%	10%
Not considering	76%	75%	77%	56%	79%	88%
Totals	100%	99%	100%	100%	100%	100%
Weighted N	(486)	(260)	(226)	(124)	(205)	(157)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Considering	6%	7%	4%	8%	4%
Might consider, but haven't heard enough	18%	20%	16%	25%	13%
Not considering	76%	72%	80%	67%	83%
Totals	100%	99%	100%	100%	100%
Weighted N	(486)	(196)	(276)	(146)	(308)

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4H. Consider Supporting in Republican Primary — Mike Pence

It's still early, but for each of the following people, please tell us whether you are considering supporting them for the 2024 Republican nomination for president, might consider them but haven't heard enough yet, or are not considering them?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Considering	14%	13%	15%	15%	14%	14%
Might consider, but haven't heard enough	12%	10%	14%	17%	8%	12%
Not considering	74%	77%	71%	68%	78%	74%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(488)	(262)	(227)	(124)	(207)	(157)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Considering	14%	10%	16%	15%	12%
Might consider, but haven't heard enough	12%	14%	10%	15%	10%
Not considering	74%	76%	74%	70%	78%
Totals	100%	100%	100%	100%	100%
Weighted N	(488)	(196)	(278)	(148)	(308)

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4I. Consider Supporting in Republican Primary — Vivek Ramaswamy

It's still early, but for each of the following people, please tell us whether you are considering supporting them for the 2024 Republican nomination for president, might consider them but haven't heard enough yet, or are not considering them?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Considering	34%	34%	34%	46%	34%	24%
Might consider, but haven't heard enough	27%	27%	26%	24%	28%	27%
Not considering	39%	39%	40%	29%	38%	49%
Totals	100%	100%	100%	99%	100%	100%
Weighted N	(485)	(260)	(225)	(124)	(205)	(156)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Considering	34%	28%	40%	30%	38%
Might consider, but haven't heard enough	27%	32%	22%	26%	26%
Not considering	39%	40%	38%	44%	36%
Totals	100%	100%	100%	100%	100%
Weighted N	(485)	(195)	(276)	(148)	(306)

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4J. Consider Supporting in Republican Primary — Tim Scott

It's still early, but for each of the following people, please tell us whether you are considering supporting them for the 2024 Republican nomination for president, might consider them but haven't heard enough yet, or are not considering them?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Considering	29%	34%	23%	25%	30%	31%
Might consider, but haven't heard enough	27%	23%	32%	32%	24%	27%
Not considering	44%	43%	45%	43%	46%	42%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(488)	(262)	(226)	(124)	(206)	(158)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Considering	29%	27%	30%	22%	33%
Might consider, but haven't heard enough	27%	27%	27%	30%	26%
Not considering	44%	46%	43%	47%	41%
Totals	100%	100%	100%	99%	100%
Weighted N	(488)	(195)	(279)	(147)	(309)

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4K. Consider Supporting in Republican Primary — Donald Trump

It's still early, but for each of the following people, please tell us whether you are considering supporting them for the 2024 Republican nomination for president, might consider them but haven't heard enough yet, or are not considering them?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Considering	66%	67%	65%	64%	70%	63%
Might consider, but haven't heard enough	6%	6%	5%	7%	5%	6%
Not considering	28%	27%	30%	29%	25%	31%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(498)	(265)	(233)	(130)	(208)	(160)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Considering	66%	54%	76%	48%	77%
Might consider, but haven't heard enough	6%	7%	5%	5%	5%
Not considering	28%	39%	18%	47%	17%
Totals	100%	100%	99%	100%	99%
Weighted N	(498)	(197)	(287)	(153)	(313)

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5. Republican Presidential Primary Vote

Of the candidates you are considering, or might consider, if the 2024 Republican primary or caucus in your state were held today, which ONE of those candidates would you vote for?

Among likely New Hampshire Republican presidential primary voters. Asked only about candidates respondent is considering or might consider supporting.

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Doug Burgum	2%	1%	3%	0%	2%	3%
Chris Christie	8%	8%	8%	3%	9%	10%
Ron DeSantis	13%	14%	13%	24%	8%	12%
Larry Elder	0%	1%	0%	1%	0%	0%
Nikki Haley	11%	14%	8%	9%	10%	14%
Will Hurd	0%	1%	0%	1%	0%	0%
Asa Hutchinson	1%	1%	1%	0%	1%	1%
Mike Pence	2%	1%	3%	2%	1%	3%
Vivek Ramaswamy	8%	5%	10%	12%	7%	6%
Tim Scott	5%	6%	3%	5%	5%	3%
Donald Trump	50%	48%	51%	43%	56%	47%
Totals	100%	100%	100%	100%	99%	99%
Weighted N	(502)	(269)	(233)	(131)	(211)	(161)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Doug Burgum	2%	3%	1%	3%	1%
Chris Christie	8%	14%	2%	17%	2%
Ron DeSantis	13%	13%	13%	11%	15%
Larry Elder	0%	0%	1%	0%	0%
Nikki Haley	11%	15%	9%	13%	10%
Will Hurd	0%	1%	0%	1%	0%
Asa Hutchinson	1%	2%	0%	1%	1%
Mike Pence	2%	1%	2%	3%	2%
Vivek Ramaswamy	8%	6%	9%	10%	7%
Tim Scott	5%	3%	6%	2%	6%
Donald Trump	50%	42%	57%	39%	56%
Totals	100%	100%	100%	100%	100%
Weighted N	(502)	(201)	(287)	(154)	(317)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



6. Feelings about First-Choice Candidate

How would you describe your feelings right now about [candidate respondent would vote for] ... ?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Enthusiastic about [candidate respondent would vote for]	53%	57%	48%	53%	54%	52%
Supporting [candidate respondent would vote for] but with some reservations	39%	34%	45%	37%	38%	42%
Supporting [candidate respondent would vote for] mainly because I don't really like the other choices	8%	8%	7%	10%	8%	6%
Totals	100%	99%	100%	100%	100%	100%
Weighted N	(501)	(268)	(233)	(129)	(211)	(161)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Enthusiastic about [candidate respondent would vote for]	53%	41%	63%	38%	61%
Supporting [candidate respondent would vote for] but with some reservations	39%	48%	32%	48%	35%
Supporting [candidate respondent would vote for] mainly because I don't really like the other choices	8%	11%	4%	14%	4%
Totals	100%	100%	99%	100%	100%
Weighted N	(501)	(201)	(286)	(154)	(315)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



7A. Why are You Considering Other Candidates — Trump is controversial

Are you considering other candidates besides Donald Trump because:

Among likely New Hampshire Republican presidential primary voters considering anyone other than Trump

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Yes	63%	63%	63%	49%	69%	69%
No	37%	37%	37%	51%	31%	31%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(435)	(238)	(197)	(125)	(173)	(138)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Yes	63%	67%	59%	70%	57%
No	37%	33%	41%	30%	43%
Totals	100%	100%	100%	100%	100%
Weighted N	(435)	(181)	(240)	(141)	(265)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



7B. Why are You Considering Other Candidates — I'm concerned about Trump's legal fights

Are you considering other candidates besides Donald Trump because:

Among likely New Hampshire Republican presidential primary voters considering anyone other than Trump

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Yes	52%	45%	60%	50%	52%	53%
No	48%	55%	40%	50%	48%	47%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(434)	(240)	(195)	(123)	(173)	(139)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Yes	52%	54%	49%	56%	48%
No	48%	46%	51%	44%	52%
Totals	100%	100%	100%	100%	100%
Weighted N	(434)	(183)	(238)	(142)	(263)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



7C. Why are You Considering Other Candidates — I don't like Trump personally

Are you considering other candidates besides Donald Trump because:

Among likely New Hampshire Republican presidential primary voters considering anyone other than Trump

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Yes	41%	36%	47%	39%	39%	46%
No	59%	64%	53%	61%	61%	54%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(433)	(238)	(194)	(123)	(172)	(138)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Yes	41%	51%	31%	56%	31%
No	59%	49%	69%	44%	69%
Totals	100%	100%	100%	100%	100%
Weighted N	(433)	(183)	(236)	(141)	(262)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



7D. Why are You Considering Other Candidates — The party should consider someone new

Are you considering other candidates besides Donald Trump because:

Among likely New Hampshire Republican presidential primary voters considering anyone other than Trump

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Yes	57%	55%	59%	57%	57%	56%
No	43%	45%	41%	43%	43%	44%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(432)	(239)	(193)	(122)	(172)	(137)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Yes	57%	64%	50%	66%	51%
No	43%	36%	50%	34%	49%
Totals	100%	100%	100%	100%	100%
Weighted N	(432)	(182)	(237)	(141)	(262)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



7E. Why are You Considering Other Candidates — Trump could lose to Biden

Are you considering other candidates besides Donald Trump because:

Among likely New Hampshire Republican presidential primary voters considering anyone other than Trump

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Yes	40%	39%	40%	38%	36%	46%
No	60%	61%	60%	62%	64%	54%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(430)	(239)	(192)	(123)	(171)	(137)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Yes	40%	42%	36%	41%	39%
No	60%	58%	64%	59%	61%
Totals	100%	100%	100%	100%	100%
Weighted N	(430)	(181)	(236)	(141)	(260)

CBS News Poll – September 15-24, 2023
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7F. Why are You Considering Other Candidates — I'm just keeping options open, it's still early

Are you considering other candidates besides Donald Trump because:

Among likely New Hampshire Republican presidential primary voters considering anyone other than Trump

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Yes	67%	63%	72%	63%	70%	67%
No	33%	37%	28%	37%	30%	33%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(437)	(241)	(196)	(123)	(175)	(138)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Yes	67%	66%	68%	64%	69%
No	33%	34%	32%	36%	31%
Totals	100%	100%	100%	100%	100%
Weighted N	(437)	(184)	(240)	(144)	(264)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



7G. Why are You Considering Other Candidates — He doesn't represent New Hampshire values

Are you considering other candidates besides Donald Trump because:

Among likely New Hampshire Republican presidential primary voters considering anyone other than Trump

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Yes	36%	36%	35%	37%	37%	33%
No	64%	64%	65%	63%	63%	67%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(432)	(238)	(194)	(122)	(172)	(138)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Yes	36%	44%	25%	52%	25%
No	64%	56%	75%	48%	75%
Totals	100%	100%	100%	100%	100%
Weighted N	(432)	(183)	(236)	(141)	(262)

CBS News Poll – September 15-24, 2023

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9. Experienced in 2024 Presidential Campaign

Have you experienced any of the following during the 2024 presidential campaign so far? CHECK ALL APPLY

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
A campaign volunteer has contacted you in person	25%	25%	24%	21%	22%	30%
You've received emails or text messages directly from a campaign	58%	57%	59%	57%	51%	67%
You've personally attended a campaign event	9%	8%	9%	9%	9%	8%
You've attended a political meeting or gathering at someone's house	7%	6%	7%	6%	6%	8%
You've seen campaign ads on local TV	70%	69%	71%	70%	67%	74%
You've seen campaign ads on social media	56%	54%	59%	74%	53%	46%
None of the above	10%	10%	10%	8%	13%	7%
Weighted N	(502)	(269)	(233)	(131)	(211)	(161)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
A campaign volunteer has contacted you in person	25%	26%	23%	23%	25%
You've received emails or text messages directly from a campaign	58%	54%	61%	44%	65%
You've personally attended a campaign event	9%	7%	10%	6%	10%
You've attended a political meeting or gathering at someone's house	7%	6%	7%	5%	7%
You've seen campaign ads on local TV	70%	72%	69%	66%	72%
You've seen campaign ads on social media	56%	58%	55%	51%	57%
None of the above	10%	10%	10%	15%	7%
Weighted N	(502)	(201)	(287)	(154)	(317)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



12. State vs. National Issues

When you think about your 2024 primary vote, what's more important to you? How the candidates address...

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
State and local issues in New Hampshire	12%	12%	13%	26%	11%	3%
National issues in the country	88%	88%	87%	74%	89%	97%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(501)	(269)	(232)	(131)	(210)	(160)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
State and local issues in New Hampshire	12%	6%	16%	13%	11%
National issues in the country	88%	94%	84%	87%	89%
Totals	100%	100%	100%	100%	100%
Weighted N	(501)	(201)	(286)	(153)	(316)

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13. Importance of Campaigning in State

Over the next few months, how important is it for you that a Republican presidential candidate spends more time campaigning in the state of New Hampshire than in other states?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Very important	18%	17%	18%	22%	19%	13%
Somewhat important	33%	32%	34%	36%	30%	34%
Not too important	35%	36%	35%	32%	34%	39%
Not at all important	14%	15%	13%	10%	16%	14%
Totals	100%	100%	100%	100%	99%	100%
Weighted N	(501)	(269)	(232)	(129)	(211)	(161)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Very important	18%	13%	21%	16%	19%
Somewhat important	33%	33%	33%	32%	32%
Not too important	35%	37%	34%	40%	34%
Not at all important	14%	17%	12%	12%	15%
Totals	100%	100%	100%	100%	100%
Weighted N	(501)	(201)	(286)	(154)	(315)

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15A. Chances of Beating Biden — Doug Burgum

If each of the following candidates were to become the Republican nominee in 2024, how would you describe their chances against Joe Biden?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Long shot to beat Biden	59%	60%	59%	54%	59%	64%
Might beat Biden	30%	27%	34%	31%	31%	29%
Would definitely beat Biden	10%	13%	7%	15%	9%	7%
Totals	99%	100%	100%	100%	99%	100%
Weighted N	(488)	(264)	(224)	(126)	(203)	(159)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Long shot to beat Biden	59%	65%	55%	61%	59%
Might beat Biden	30%	32%	30%	31%	29%
Would definitely beat Biden	10%	3%	15%	8%	12%
Totals	99%	100%	100%	100%	100%
Weighted N	(488)	(196)	(278)	(148)	(308)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



15B. Chances of Beating Biden — Chris Christie

If each of the following candidates were to become the Republican nominee in 2024, how would you describe their chances against Joe Biden?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Long shot to beat Biden	52%	53%	51%	46%	52%	57%
Might beat Biden	34%	31%	37%	36%	32%	34%
Would definitely beat Biden	14%	16%	12%	18%	15%	9%
Totals	100%	100%	100%	100%	99%	100%
Weighted N	(492)	(264)	(229)	(126)	(207)	(160)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Long shot to beat Biden	52%	55%	51%	45%	57%
Might beat Biden	34%	37%	30%	45%	28%
Would definitely beat Biden	14%	8%	19%	10%	15%
Totals	100%	100%	100%	100%	100%
Weighted N	(492)	(200)	(278)	(149)	(312)

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15C. Chances of Beating Biden — Ron DeSantis

If each of the following candidates were to become the Republican nominee in 2024, how would you describe their chances against Joe Biden?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Long shot to beat Biden	22%	23%	21%	19%	24%	23%
Might beat Biden	40%	29%	53%	32%	43%	42%
Would definitely beat Biden	38%	48%	26%	49%	33%	35%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(493)	(262)	(230)	(126)	(207)	(160)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Long shot to beat Biden	22%	29%	15%	37%	12%
Might beat Biden	40%	44%	37%	40%	41%
Would definitely beat Biden	38%	26%	48%	23%	47%
Totals	100%	99%	100%	100%	100%
Weighted N	(493)	(200)	(279)	(150)	(311)

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15D. Chances of Beating Biden — Larry Elder

If each of the following candidates were to become the Republican nominee in 2024, how would you describe their chances against Joe Biden?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Long shot to beat Biden	70%	71%	69%	55%	73%	78%
Might beat Biden	20%	17%	24%	30%	19%	14%
Would definitely beat Biden	10%	12%	7%	15%	8%	8%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(492)	(264)	(229)	(126)	(207)	(160)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Long shot to beat Biden	70%	77%	65%	75%	69%
Might beat Biden	20%	19%	21%	16%	21%
Would definitely beat Biden	10%	4%	14%	9%	10%
Totals	100%	100%	100%	100%	100%
Weighted N	(492)	(200)	(278)	(149)	(312)

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15E. Chances of Beating Biden — Nikki Haley

If each of the following candidates were to become the Republican nominee in 2024, how would you describe their chances against Joe Biden?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Long shot to beat Biden	29%	27%	31%	30%	30%	26%
Might beat Biden	42%	36%	50%	41%	44%	41%
Would definitely beat Biden	29%	37%	19%	29%	26%	32%
Totals	100%	100%	100%	100%	100%	99%
Weighted N	(492)	(264)	(228)	(126)	(206)	(160)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Long shot to beat Biden	29%	33%	25%	27%	28%
Might beat Biden	42%	45%	40%	49%	40%
Would definitely beat Biden	29%	22%	35%	24%	32%
Totals	100%	100%	100%	100%	100%
Weighted N	(492)	(200)	(278)	(149)	(311)

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15F. Chances of Beating Biden — Will Hurd

If each of the following candidates were to become the Republican nominee in 2024, how would you describe their chances against Joe Biden?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Long shot to beat Biden	71%	70%	71%	52%	73%	83%
Might beat Biden	21%	20%	22%	33%	20%	12%
Would definitely beat Biden	8%	10%	7%	15%	7%	5%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(492)	(264)	(228)	(126)	(207)	(159)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Long shot to beat Biden	71%	78%	65%	73%	71%
Might beat Biden	21%	20%	21%	21%	19%
Would definitely beat Biden	8%	1%	14%	6%	10%
Totals	100%	99%	100%	100%	100%
Weighted N	(492)	(200)	(278)	(150)	(311)

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15G. Chances of Beating Biden — Asa Hutchinson

If each of the following candidates were to become the Republican nominee in 2024, how would you describe their chances against Joe Biden?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Long shot to beat Biden	69%	68%	71%	51%	71%	81%
Might beat Biden	22%	22%	23%	35%	22%	12%
Would definitely beat Biden	9%	10%	6%	14%	7%	6%
Totals	100%	100%	100%	100%	100%	99%
Weighted N	(490)	(264)	(227)	(126)	(206)	(159)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Long shot to beat Biden	69%	73%	66%	71%	71%
Might beat Biden	22%	25%	20%	23%	19%
Would definitely beat Biden	9%	2%	14%	6%	10%
Totals	100%	100%	100%	100%	100%
Weighted N	(490)	(199)	(277)	(148)	(311)

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15H. Chances of Beating Biden — Mike Pence

If each of the following candidates were to become the Republican nominee in 2024, how would you describe their chances against Joe Biden?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Long shot to beat Biden	54%	55%	52%	46%	57%	56%
Might beat Biden	32%	31%	34%	34%	30%	35%
Would definitely beat Biden	14%	14%	14%	20%	13%	9%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(494)	(264)	(230)	(126)	(208)	(160)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Long shot to beat Biden	54%	59%	50%	51%	55%
Might beat Biden	32%	34%	31%	38%	30%
Would definitely beat Biden	14%	6%	19%	11%	15%
Totals	100%	99%	100%	100%	100%
Weighted N	(494)	(201)	(279)	(150)	(312)

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15I. Chances of Beating Biden — Vivek Ramaswamy

If each of the following candidates were to become the Republican nominee in 2024, how would you describe their chances against Joe Biden?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Long shot to beat Biden	31%	35%	26%	24%	31%	36%
Might beat Biden	46%	39%	54%	48%	45%	45%
Would definitely beat Biden	23%	26%	20%	28%	24%	19%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(491)	(264)	(227)	(126)	(207)	(158)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Long shot to beat Biden	31%	37%	26%	41%	24%
Might beat Biden	46%	45%	46%	38%	50%
Would definitely beat Biden	23%	18%	28%	21%	26%
Totals	100%	100%	100%	100%	100%
Weighted N	(491)	(199)	(278)	(149)	(310)

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15J. Chances of Beating Biden — Tim Scott

If each of the following candidates were to become the Republican nominee in 2024, how would you describe their chances against Joe Biden?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Long shot to beat Biden	36%	36%	36%	38%	35%	36%
Might beat Biden	41%	33%	50%	37%	44%	40%
Would definitely beat Biden	23%	31%	14%	25%	21%	24%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(495)	(266)	(229)	(129)	(208)	(159)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Long shot to beat Biden	36%	42%	30%	46%	30%
Might beat Biden	41%	41%	42%	37%	43%
Would definitely beat Biden	23%	17%	28%	16%	27%
Totals	100%	100%	100%	99%	100%
Weighted N	(495)	(199)	(282)	(149)	(315)

CBS News Poll – September 15-24, 2023
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15K. Chances of Beating Biden — Donald Trump

If each of the following candidates were to become the Republican nominee in 2024, how would you describe their chances against Joe Biden?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Long shot to beat Biden	17%	18%	15%	19%	14%	18%
Might beat Biden	25%	22%	29%	25%	23%	29%
Would definitely beat Biden	58%	60%	56%	56%	63%	53%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(496)	(266)	(231)	(127)	(209)	(160)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Long shot to beat Biden	17%	23%	10%	27%	9%
Might beat Biden	25%	27%	24%	29%	25%
Would definitely beat Biden	58%	49%	66%	43%	66%
Totals	100%	99%	100%	99%	100%
Weighted N	(496)	(200)	(282)	(152)	(312)

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19. Republican Nominee’s Ideological Appeal

What do you think is more important for the Republican nominee to be able to do in 2024? Is it more important to have a Republican nominee who...

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Appeals to moderate and independent voters	59%	57%	62%	55%	58%	64%
Motivates conservatives and the Republican base to turn out and vote	41%	43%	38%	45%	42%	36%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(495)	(266)	(229)	(130)	(207)	(157)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Appeals to moderate and independent voters	59%	70%	51%	73%	51%
Motivates conservatives and the Republican base to turn out and vote	41%	30%	49%	27%	49%
Totals	100%	100%	100%	100%	100%
Weighted N	(495)	(198)	(283)	(152)	(312)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



20A. Evaluating Candidates — Presidential debates

When you're evaluating Republicans campaigning for president, which of these is a factor for you? How the candidates do in...

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Major factor	53%	58%	49%	62%	51%	51%
Minor factor	37%	31%	43%	30%	40%	37%
Not a factor	10%	11%	8%	8%	9%	12%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(501)	(269)	(232)	(131)	(211)	(160)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Major factor	53%	54%	53%	54%	51%
Minor factor	37%	39%	36%	37%	38%
Not a factor	10%	7%	11%	9%	10%
Totals	100%	100%	100%	100%	99%
Weighted N	(501)	(201)	(286)	(154)	(316)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



20B. Evaluating Candidates — Interviews and media appearances

When you're evaluating Republicans campaigning for president, which of these is a factor for you? How the candidates do in...

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Major factor	48%	47%	49%	40%	50%	52%
Minor factor	43%	41%	45%	49%	43%	38%
Not a factor	9%	12%	6%	11%	7%	10%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(501)	(269)	(232)	(131)	(211)	(160)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Major factor	48%	44%	51%	47%	50%
Minor factor	43%	49%	38%	46%	40%
Not a factor	9%	7%	11%	7%	10%
Totals	100%	100%	100%	100%	100%
Weighted N	(501)	(201)	(286)	(154)	(316)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



20C. Evaluating Candidates — Meeting and talking to voters face to face

When you're evaluating Republicans campaigning for president, which of these is a factor for you? How the candidates do in...

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Major factor	54%	54%	54%	52%	56%	53%
Minor factor	35%	34%	36%	32%	35%	36%
Not a factor	11%	11%	10%	15%	9%	10%
Totals	100%	99%	100%	99%	100%	99%
Weighted N	(501)	(269)	(232)	(131)	(211)	(160)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Major factor	54%	51%	56%	52%	55%
Minor factor	35%	40%	32%	35%	35%
Not a factor	11%	9%	12%	13%	10%
Totals	100%	100%	100%	100%	100%
Weighted N	(501)	(201)	(286)	(154)	(316)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



21. Describe Candidates – Donald Trump

For each candidate [Donald Trump], please check the box if you think the phrase describes them. CHECK ALL THAT APPLY

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Prepared	54%	53%	56%	48%	57%	55%
Likable	24%	24%	24%	25%	25%	22%
True conservative	39%	35%	44%	34%	38%	44%
Strong leader	67%	67%	68%	56%	76%	65%
Understands people like you	41%	37%	46%	31%	42%	48%
Weighted N	(502)	(269)	(233)	(131)	(211)	(161)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Prepared	54%	43%	62%	36%	64%
Likable	24%	15%	31%	16%	29%
True conservative	39%	28%	48%	22%	50%
Strong leader	67%	60%	76%	51%	79%
Understands people like you	41%	34%	48%	27%	49%
Weighted N	(502)	(201)	(287)	(154)	(317)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



22. Describe Candidates – Ron DeSantis

For each candidate [Ron DeSantis], please check the box if you think the phrase describes them. CHECK ALL THAT APPLY

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Prepared	43%	48%	37%	53%	38%	41%
Likable	38%	36%	41%	37%	33%	46%
True conservative	39%	40%	38%	42%	35%	42%
Strong leader	43%	42%	45%	40%	41%	49%
Understands people like you	27%	25%	28%	23%	25%	32%
Weighted N	(502)	(269)	(233)	(131)	(211)	(161)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Prepared	43%	35%	49%	36%	47%
Likable	38%	33%	43%	28%	45%
True conservative	39%	31%	45%	30%	45%
Strong leader	43%	37%	50%	22%	56%
Understands people like you	27%	22%	31%	14%	34%
Weighted N	(502)	(201)	(287)	(154)	(317)

CBS News Poll – September 15-24, 2023
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23. Describe Candidates – Nikki Haley

For each candidate [Nikki Haley], please check the box if you think the phrase describes them. CHECK ALL THAT APPLY

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Prepared	41%	44%	37%	41%	32%	51%
Likable	45%	46%	43%	36%	41%	56%
True conservative	30%	33%	26%	23%	29%	36%
Strong leader	30%	31%	29%	31%	23%	39%
Understands people like you	25%	26%	23%	21%	19%	34%
Weighted N	(502)	(269)	(233)	(131)	(211)	(161)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Prepared	41%	45%	39%	50%	36%
Likable	45%	50%	41%	48%	44%
True conservative	30%	28%	32%	23%	34%
Strong leader	30%	27%	33%	23%	35%
Understands people like you	25%	25%	25%	21%	27%
Weighted N	(502)	(201)	(287)	(154)	(317)

CBS News Poll – September 15-24, 2023
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24. Describe Candidates – Tim Scott

For each candidate [Tim Scott], please check the box if you think the phrase describes them. CHECK ALL THAT APPLY

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Prepared	31%	32%	30%	23%	30%	38%
Likable	50%	50%	50%	38%	48%	63%
True conservative	42%	43%	41%	33%	42%	48%
Strong leader	22%	23%	22%	19%	21%	27%
Understands people like you	27%	25%	29%	13%	26%	39%
Weighted N	(502)	(269)	(233)	(131)	(211)	(161)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Prepared	31%	32%	31%	33%	30%
Likable	50%	49%	53%	43%	55%
True conservative	42%	41%	42%	33%	47%
Strong leader	22%	20%	25%	16%	25%
Understands people like you	27%	27%	28%	19%	31%
Weighted N	(502)	(201)	(287)	(154)	(317)

CBS News Poll – September 15-24, 2023
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25. Describe Candidates – Mike Pence

For each candidate [Mike Pence], please check the box if you think the phrase describes them. CHECK ALL THAT APPLY

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Prepared	30%	31%	29%	36%	25%	31%
Likable	22%	21%	24%	16%	20%	30%
True conservative	35%	36%	34%	33%	32%	41%
Strong leader	12%	15%	8%	13%	10%	13%
Understands people like you	10%	8%	12%	6%	8%	16%
Weighted N	(502)	(269)	(233)	(131)	(211)	(161)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Prepared	30%	26%	33%	28%	31%
Likable	22%	15%	27%	18%	25%
True conservative	35%	42%	30%	37%	35%
Strong leader	12%	10%	13%	17%	8%
Understands people like you	10%	8%	11%	8%	12%
Weighted N	(502)	(201)	(287)	(154)	(317)

CBS News Poll – September 15-24, 2023
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26. Describe Candidates – Vivek Ramaswamy

For each candidate [Vivek Ramaswamy], please check the box if you think the phrase describes them. CHECK ALL THAT APPLY

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Prepared	46%	47%	44%	51%	46%	40%
Likable	48%	47%	48%	43%	50%	48%
True conservative	32%	34%	29%	36%	30%	30%
Strong leader	26%	26%	25%	35%	25%	19%
Understands people like you	29%	28%	29%	32%	31%	23%
Weighted N	(502)	(269)	(233)	(131)	(211)	(161)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Prepared	46%	41%	49%	37%	51%
Likable	48%	44%	52%	38%	53%
True conservative	32%	27%	36%	28%	36%
Strong leader	26%	17%	32%	20%	30%
Understands people like you	29%	27%	30%	20%	34%
Weighted N	(502)	(201)	(287)	(154)	(317)

CBS News Poll – September 15-24, 2023
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27. Describe Candidates – Chris Christie

For each candidate [Chris Christie], please check the box if you think the phrase describes them. CHECK ALL THAT APPLY

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Prepared	36%	36%	35%	37%	30%	42%
Likable	23%	23%	24%	29%	22%	21%
True conservative	20%	20%	20%	23%	18%	20%
Strong leader	20%	19%	21%	16%	21%	22%
Understands people like you	14%	12%	17%	11%	15%	15%
Weighted N	(502)	(269)	(233)	(131)	(211)	(161)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Prepared	36%	39%	32%	42%	32%
Likable	23%	17%	28%	24%	21%
True conservative	20%	21%	19%	24%	17%
Strong leader	20%	22%	19%	18%	20%
Understands people like you	14%	19%	11%	17%	12%
Weighted N	(502)	(201)	(287)	(154)	(317)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



28. Abortion Legal in State

Do you want abortion in New Hampshire to be...

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Legal in all cases	15%	15%	14%	30%	10%	8%
Legal in most cases	36%	39%	32%	31%	40%	34%
Illegal in most cases	39%	37%	41%	22%	42%	49%
Illegal in all cases	10%	8%	12%	16%	8%	9%
Totals	100%	99%	99%	99%	100%	100%
Weighted N	(501)	(269)	(232)	(131)	(210)	(161)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Legal in all cases	15%	19%	10%	21%	9%
Legal in most cases	36%	42%	31%	55%	26%
Illegal in most cases	39%	34%	44%	21%	50%
Illegal in all cases	10%	5%	15%	3%	14%
Totals	100%	100%	100%	100%	99%
Weighted N	(501)	(200)	(287)	(154)	(316)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



29. Republican Nominee - Abortion

Would you like to see the Republican 2024 Presidential nominee be someone who would...

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Support a national abortion ban	23%	21%	26%	24%	21%	25%
Oppose a national abortion ban	46%	49%	42%	61%	42%	39%
Doesn't matter either way	31%	30%	32%	15%	36%	36%
Totals	100%	100%	100%	100%	99%	100%
Weighted N	(502)	(269)	(233)	(131)	(211)	(161)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Support a national abortion ban	23%	20%	25%	12%	30%
Oppose a national abortion ban	46%	53%	40%	59%	36%
Doesn't matter either way	31%	26%	35%	29%	34%
Totals	100%	99%	100%	100%	100%
Weighted N	(502)	(201)	(287)	(154)	(317)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



30A. Criminality of Abortion — The woman having the abortion

In states where abortion is illegal, who should be subject to criminal punishment or penalties if an illegal abortion occurs?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Should	41%	40%	41%	38%	40%	43%
Should not	59%	60%	59%	62%	60%	57%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(493)	(265)	(229)	(130)	(206)	(157)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Should	41%	28%	50%	28%	47%
Should not	59%	72%	50%	72%	53%
Totals	100%	100%	100%	100%	100%
Weighted N	(493)	(200)	(280)	(152)	(310)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



30B. Criminality of Abortion — The doctor and medical staff who performed the abortion

In states where abortion is illegal, who should be subject to criminal punishment or penalties if an illegal abortion occurs?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Should	56%	55%	57%	44%	57%	64%
Should not	44%	45%	43%	56%	43%	36%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(497)	(267)	(229)	(131)	(208)	(158)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Should	56%	48%	62%	34%	67%
Should not	44%	52%	38%	66%	33%
Totals	100%	100%	100%	100%	100%
Weighted N	(497)	(200)	(283)	(154)	(312)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



30C. Criminality of Abortion — Anyone who helped the woman obtain an abortion

In states where abortion is illegal, who should be subject to criminal punishment or penalties if an illegal abortion occurs?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Should	41%	43%	38%	39%	37%	46%
Should not	59%	57%	62%	61%	63%	54%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(489)	(262)	(227)	(127)	(205)	(157)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Should	41%	28%	49%	24%	49%
Should not	59%	72%	51%	76%	51%
Totals	100%	100%	100%	100%	100%
Weighted N	(489)	(198)	(277)	(151)	(306)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



30D. Criminality of Abortion — Any person or company that helped pay for the abortion

In states where abortion is illegal, who should be subject to criminal punishment or penalties if an illegal abortion occurs?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Should	46%	46%	47%	39%	47%	52%
Should not	54%	54%	53%	61%	53%	48%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(493)	(266)	(227)	(130)	(205)	(157)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Should	46%	36%	55%	28%	56%
Should not	54%	64%	45%	72%	44%
Totals	100%	100%	100%	100%	100%
Weighted N	(493)	(198)	(281)	(151)	(310)

CBS News Poll – September 15-24, 2023
Registered voters in New Hampshire



35. Plan to Watch Debate

Do you plan to watch the next Republican presidential debate this Wednesday, September 27?

Among likely New Hampshire Republican presidential primary voters

	Total	Gender		Age		
		Male	Female	Under 45	45-64	65+
Definitely will	36%	38%	35%	39%	35%	37%
Probably will	35%	32%	37%	38%	34%	34%
Probably will not	17%	15%	18%	13%	19%	15%
Definitely will not	12%	14%	10%	10%	12%	14%
Totals	100%	99%	100%	100%	100%	100%
Weighted N	(500)	(268)	(232)	(131)	(209)	(161)

	Total	Party ID		Ideology	
		Ind	Rep	Moderate	Conservative
Definitely will	36%	29%	41%	35%	38%
Probably will	35%	38%	33%	38%	33%
Probably will not	17%	23%	12%	18%	15%
Definitely will not	12%	10%	14%	9%	14%
Totals	100%	100%	100%	100%	100%
Weighted N	(500)	(200)	(287)	(152)	(317)

HOW THE POLL WAS CONDUCTED AND THE MARGIN OF ERROR CALCULATED

The CBS News/YouGov survey of 943 registered voters in New Hampshire was conducted between September 15-24, 2023.

This sample was weighted according to gender, age, race, and education based on the U.S. Census American Community Survey, and the U.S. Census Current Population Survey, as well as 2020 Presidential vote. “Likely voters” – respondents’ relative probabilities of voting – were determined using a regression model that incorporates current, self-reported intentions to vote, along with individual-level and aggregate data about voters, such as demographics and vote history. Respondents were selected to be representative of registered voters in New Hampshire. Of the 943 respondents, 400 were selected from YouGov’s online panel, 277 were selected from Quest Mindshare’s online panel, 111 were selected from Cint’s online panel, 84 were selected from Prodege’s online panel, and 62 were selected from Dynata’s online panel. The weights range from 0.4 to 6.0, with a mean of 1 and a standard deviation of 0.6.

The *margin of error* (a 95% confidence interval) for a sample percentage p based upon the entire sample is approximately 3.7%. It is calculated using the formula

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + CV^2}{n}}$$

where CV is the coefficient of variation of the sample weights and n is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.