



Memorandum

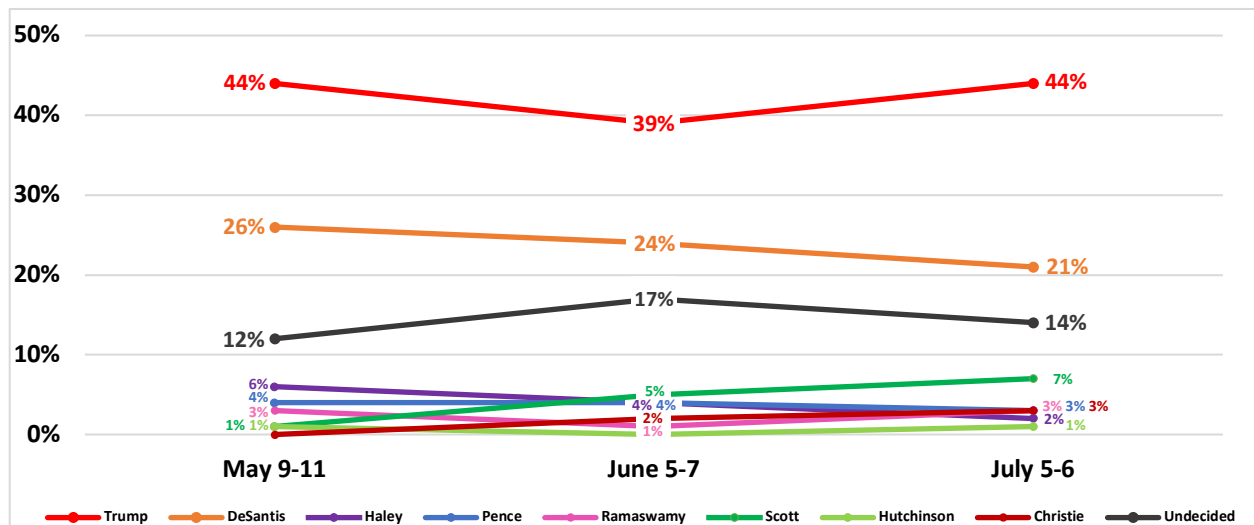
The following memo is based on a National Research Inc. survey of 500 likely Iowa Republican Caucus participants. The survey was conducted on July 5-6, 2023. The margin of error for this survey is +/- 4.38% at the 95% confidence interval. The survey was commissioned by American Greatness.

State of the GOP Caucus

Former President Donald Trump has increased his lead over Florida Governor Ron DeSantis among likely Iowa GOP Caucus voters. Trump's current 23-point lead over DeSantis is his largest in Iowa in our polling to date.

Overall Ballot Trend

Trump bounced back to the 44% we measured in our May survey, while DeSantis is now five-points lower than he was in May. Senator Scott saw a marginal increase since last month and now stands at 7%.



(**Numbers may not sum to 100% due to rounding)

Ballot Among Key Groups

Governor DeSantis continues to trail by double digits among voters who are favorable to him. Among voters who have a favorable opinion of the Governor, Trump leads DeSantis 42%-28%. Among voters who favor both Trump and DeSantis, Trump leads 55%-25%. Regardless of how high the Governor can grow his favorable ratings, it won't matter if he cannot translate those favorable ratings into votes - and thus far, he has not been able to do that.

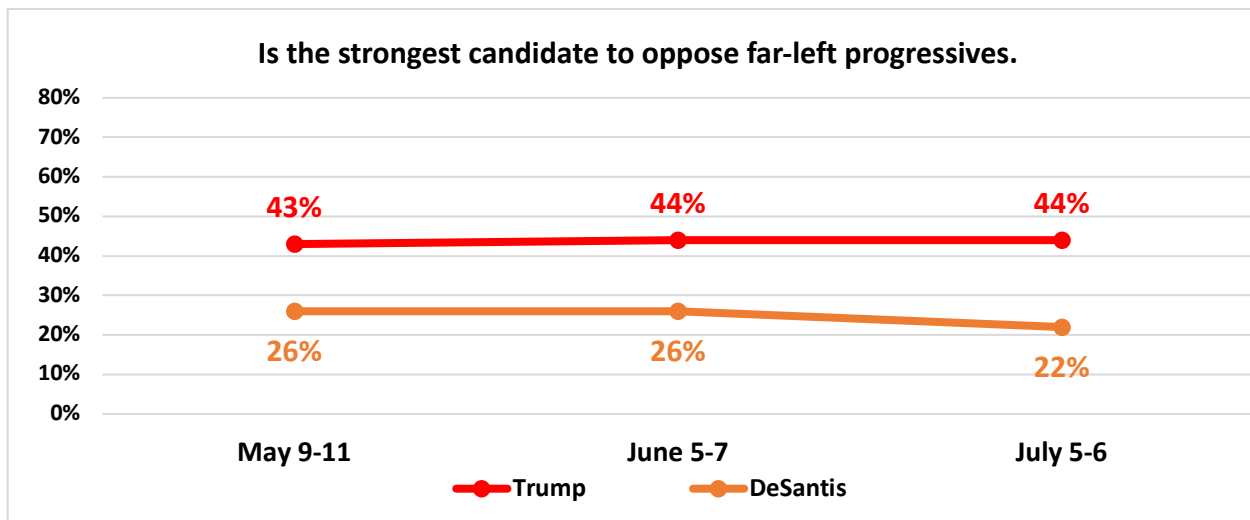
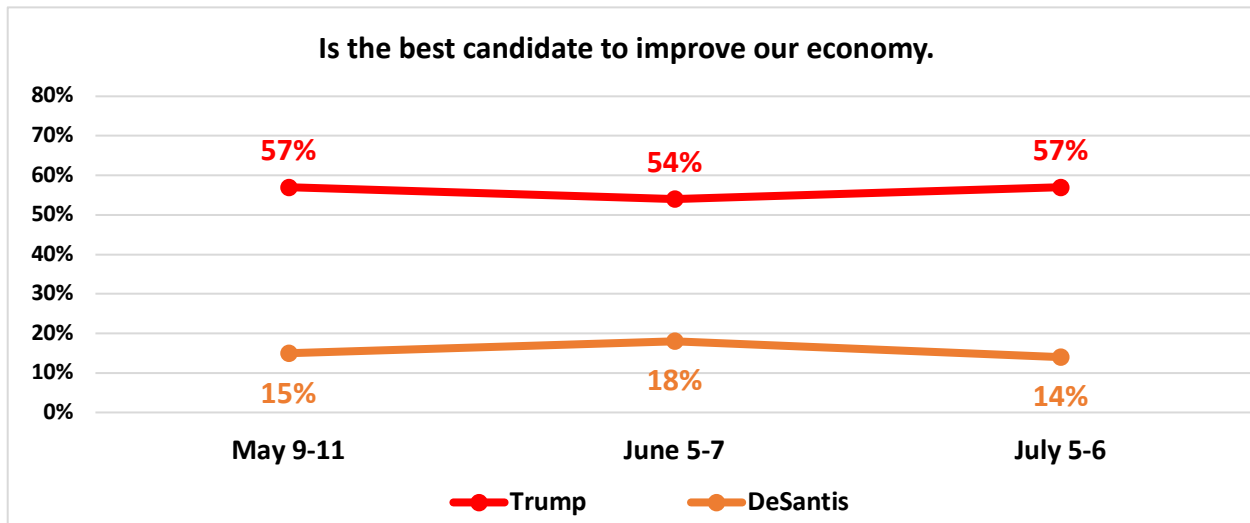
The attempt by the DeSantis campaign to challenge Trump from the right has not paid dividends, as Trump leads DeSantis by 33-points - 54%-21% among voters who identify themselves as "very conservative".

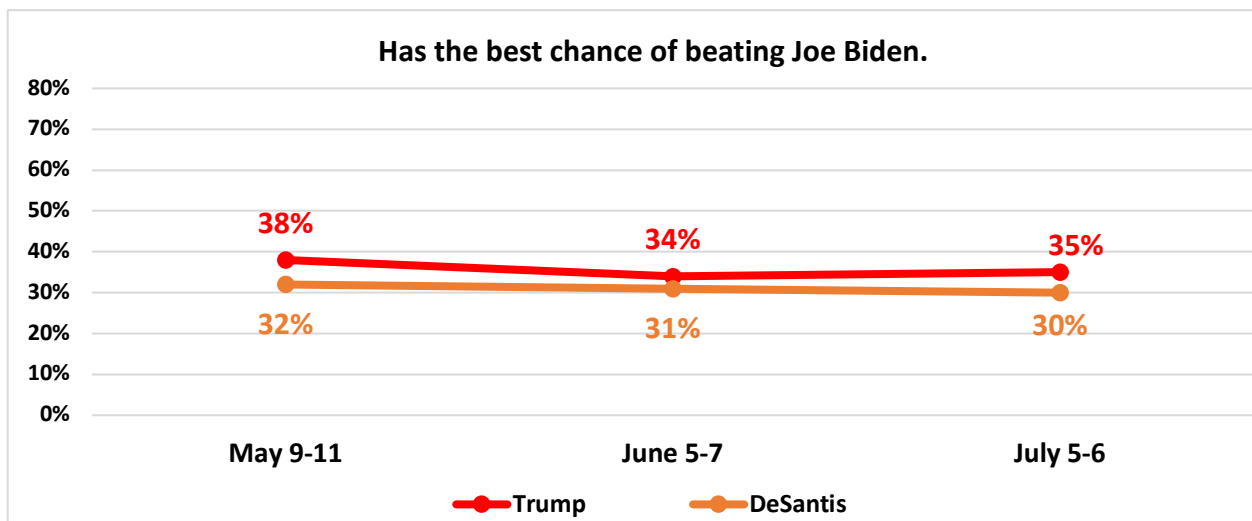
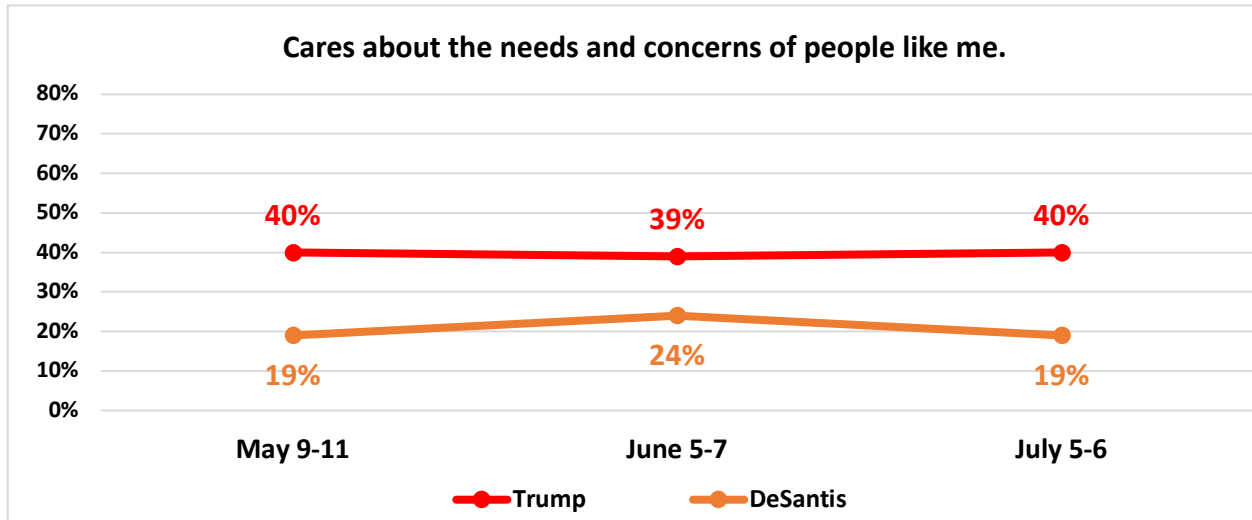
	Total	Fav Trump	Fav DeSantis	Fav Both	Very Cons
Trump	44%	61%	42%	55%	54%
DeSantis	21%	20%	28%	25%	21%
Haley	2%	1%	2%	1%	2%
Ramaswamy	3%	3%	3%	3%	3%
Hutchinson	1%	--	--	--	--
Pence	3%	--	2%	--	1%
Scott	7%	4%	6%	4%	5%
Christie	3%	--	1%	--	--
Undecided	14%	10%	14%	11%	13%

*(**Numbers may not sum to 100% due to rounding)*

Perceptual Attribute Trend

The perceptual attributes of Trump and DeSantis have remained remarkably consistent over the course of our spring and summer polling, save for marginal dips and bumps that are normal in trendlines. Trump's advantages over DeSantis continue to be on the economy, the fight against the progressive left, and on empathy. Trump maintains a slight lead when it comes to which one is better able to defeat President Biden.





Summary

Despite the normal dips and bumps we see in trendlines, Governor DeSantis has not been able to alter the trajectory of the race in Iowa.

The biggest immediate red flags for DeSantis, in no particular order, are: he is losing among his own favorables, and he is losing among the most conservative Caucus goers.

Trump's greatest perceptual strength over DeSantis is focused on the economy, but he also holds significant advantages over the Governor on empathy and opposing the far left. Trump maintains a small lead over DeSantis when it comes to being able to defeat President Biden.

Thus, the two general themes that DeSantis has pursued thus far - attacking Trump from the right, while concurrently making an electability argument - have not paid off thus far.

Survey Demographics

<u>Party Registration</u>	<u>Total</u>
Republican	100%
 <u>Gender</u>	
Male	52%
Female	48%
 <u>Race/Ethnicity</u>	
Non-Hispanic White	94%
African American	2%
Hispanic/Latino	1%
Asian/Indian	1%
Other/Refused	2%
 <u>Age</u>	
18-34	8%
35-44	9%
45-54	12%
55-64	20%
65+	51%
 <u>Data Collection Method</u>	
Live Telephone Interviews (Landline and Cell) & Text-To-Online	
 <u>Sample Source</u>	
Voter List	

National Research Inc. is a Republican survey research firm located in central New Jersey. They have been the campaign pollster for successful Republican presidential, gubernatorial, and congressional campaigns for the past 30 years. In addition to their political polling, they've conducted opinion research in the gaming, finance, retail, telecommunications, and energy spaces.