

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



SUMMARY OF KEY DATA

	BANNER 1															
	TOTAL	IDEOLOGY			TRIBE			PARTY			CHURCH			RELIG/DENOM		
		VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC
TOTAL	629 100%	287 46%	155 25%	173 28%	192 31%	256 41%	102 16%	347 55%	101 16%	172 27%	298 47%	77 12%	211 33%	139 22%	157 25%	77 12%
DESANTIS IMAGE																
FAV	465 74%	247 86%	128 83%	83 48%	137 71%	224 87%	75 74%	297 86%	70 69%	96 56%	231 77%	61 79%	146 69%	114 82%	114 73%	59 78%
UNFAV	120 19%	19 7%	17 11%	81 47%	48 25%	11 4%	14 14%	23 7%	26 26%	67 39%	41 14%	14 18%	53 25%	17 13%	33 21%	15 19%
NAME ID	617 98%	282 98%	153 99%	170 98%	189 98%	250 97%	100 98%	340 98%	99 98%	168 98%	293 98%	76 99%	205 97%	138 99%	155 99%	77 100%
TRUMP IMAGE																
FAV	418 66%	251 87%	103 66%	54 31%	88 46%	208 81%	101 99%	287 83%	48 48%	77 45%	214 72%	42 54%	131 62%	103 74%	95 61%	48 62%
UNFAV	193 31%	31 11%	48 31%	110 64%	97 51%	40 16%	1 1%	54 16%	50 50%	85 49%	72 24%	34 44%	76 36%	35 25%	58 37%	25 33%
NAME ID	629 100%	287 100%	155 100%	173 100%	192 100%	256 100%	102 100%	347 100%	101 100%	172 100%	298 100%	77 100%	211 100%	139 100%	157 100%	77 100%
H2H BALLOT																
DESANTIS	302 48%	128 44%	89 57%	82 47%	122 63%	141 55%	17 17%	162 47%	62 61%	76 44%	147 49%	48 62%	96 46%	71 51%	80 51%	44 58%
TRUMP	237 38%	149 52%	51 33%	29 17%	35 18%	109 42%	80 79%	163 47%	29 28%	40 23%	129 43%	16 21%	72 34%	60 43%	56 36%	21 28%
UNDECIDED	90 14%	10 4%	16 10%	62 36%	36 18%	7 3%	4 4%	21 6%	11 10%	56 32%	23 8%	14 18%	43 20%	9 6%	21 14%	11 14%

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SUMMARY OF KEY DATA

	BANNER 2																		
	EDUCATION					AGE						GENDER		GENERATION				INTERVIEW METHOD	
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE
TOTAL	629 100%	79 13%	204 32%	194 31%	146 23%	75 12%	82 13%	120 19%	126 20%	126 20%	82 13%	321 51%	308 49%	333 53%	201 32%	57 9%	19 3%	346 55%	283 45%
DESANTIS IMAGE																			
FAV	465 74%	55 69%	166 81%	144 74%	96 66%	57 76%	56 69%	94 78%	83 66%	97 77%	64 78%	258 80%	208 67%	244 73%	150 74%	45 80%	12 62%	250 72%	216 76%
UNFAV	120 19%	10 13%	28 14%	37 19%	43 29%	13 17%	22 27%	22 18%	33 26%	16 13%	11 14%	51 16%	69 22%	60 18%	44 22%	11 20%	2 9%	77 22%	44 15%
NAME ID	617 98%	74 93%	200 98%	191 98%	146 100%	71 94%	82 100%	119 99%	123 98%	124 99%	80 97%	317 99%	300 97%	327 98%	200 100%	57 100%	14 76%	338 98%	279 98%
TRUMP IMAGE																			
FAV	418 66%	68 86%	167 82%	113 58%	65 44%	45 59%	42 52%	81 68%	73 58%	102 81%	62 76%	216 67%	202 65%	236 71%	123 61%	31 56%	13 70%	210 61%	208 74%
UNFAV	193 31%	10 13%	35 17%	69 35%	78 54%	28 37%	38 47%	34 29%	49 39%	23 19%	15 19%	95 30%	98 32%	88 26%	72 36%	25 44%	3 14%	128 37%	65 23%
NAME ID	629 100%	79 100%	204 100%	194 100%	146 100%	75 100%	82 100%	120 100%	126 100%	126 100%	82 100%	321 100%	308 100%	333 100%	201 100%	57 100%	19 100%	346 100%	283 100%
H2H BALLOT																			
DESANTIS	302 48%	31 39%	79 39%	111 57%	82 56%	56 74%	40 49%	57 48%	58 46%	53 42%	29 36%	171 53%	132 43%	141 42%	98 48%	44 78%	11 59%	183 53%	119 42%
TRUMP	237 38%	44 56%	103 50%	53 27%	35 24%	9 12%	21 25%	49 41%	47 38%	59 47%	44 54%	114 35%	123 40%	150 45%	69 34%	7 12%	2 13%	104 30%	133 47%
UNDECIDED	90 14%	4 5%	23 11%	31 16%	29 20%	11 14%	21 25%	13 11%	20 16%	13 10%	8 10%	36 11%	53 17%	42 13%	34 17%	6 10%	5 28%	59 17%	31 11%

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SUMMARY OF KEY DATA

	BANNER 3																					
	GENDER AGE				GEN/EDU				DMA				REGION				PRIMARY VOTE HISTORY					
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/ MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4
TOTAL	629 100%	158 25%	155 25%	119 19%	179 28%	142 22%	177 28%	142 23%	163 26%	426 68%	38 6%	48 8%	118 19%	75 12%	69 11%	170 27%	101 16%	214 34%	76 12%	55 9%	83 13%	415 66%
DESANTIS IMAGE																						
FAV	465 74%	129 82%	122 79%	78 66%	122 69%	116 82%	140 79%	105 74%	100 61%	314 74%	28 74%	32 66%	93 79%	57 75%	49 70%	129 76%	72 72%	159 74%	52 68%	44 80%	56 68%	313 76%
UNFAV	120 19%	26 17%	24 16%	30 25%	36 20%	17 12%	34 19%	22 15%	47 29%	84 20%	7 18%	11 22%	18 16%	16 21%	14 20%	29 17%	20 20%	41 19%	16 21%	8 14%	20 24%	77 18%
NAME ID	617 98%	158 100%	150 97%	114 96%	176 99%	137 97%	177 100%	137 97%	160 98%	419 98%	38 100%	45 94%	116 98%	75 100%	66 96%	168 99%	97 96%	211 99%	68 89%	54 99%	81 97%	414 100%
TRUMP IMAGE																						
FAV	418 66%	101 64%	109 70%	66 56%	128 72%	118 84%	96 54%	117 82%	82 50%	265 62%	30 79%	36 75%	87 74%	32 42%	50 72%	127 75%	76 76%	133 62%	48 63%	42 77%	51 61%	277 67%
UNFAV	193 31%	52 33%	41 27%	49 41%	47 26%	22 15%	73 41%	23 16%	74 45%	148 35%	6 16%	10 22%	29 24%	40 53%	11 16%	41 24%	22 22%	78 36%	24 31%	12 22%	30 36%	127 31%
NAME ID	629 100%	158 100%	155 100%	119 100%	179 100%	142 100%	177 100%	142 100%	163 100%	426 100%	38 100%	48 100%	118 100%	75 100%	69 100%	170 100%	101 100%	214 100%	76 100%	55 100%	83 100%	415 100%
H2H BALLOT																						
DESANTIS	302 48%	99 63%	69 45%	54 45%	72 40%	57 40%	114 65%	53 37%	79 48%	229 54%	16 41%	16 33%	42 36%	44 58%	29 41%	74 44%	36 36%	120 56%	35 46%	25 46%	30 36%	212 51%
TRUMP	237 38%	41 26%	68 44%	38 32%	83 46%	72 51%	41 23%	75 53%	47 29%	138 32%	18 48%	26 54%	55 46%	14 18%	30 44%	75 44%	49 48%	70 33%	28 37%	23 42%	41 50%	144 35%
UNDECIDED	90 14%	18 11%	18 12%	27 23%	24 13%	13 9%	22 12%	14 10%	37 23%	59 14%	4 10%	6 13%	21 18%	18 24%	10 15%	21 12%	16 16%	24 11%	13 17%	6 11%	12 14%	59 14%

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SUMMARY OF KEY DATA

BANNER 1	IDEOLOGY			TRIBE			PARTY			CHURCH			RELIG/DENOM			
	TOTAL	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON GOP	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC
TOTAL	629 100%	287 46%	155 25%	173 28%	192 31%	256 41%	102 16%	347 55%	101 16%	172 27%	298 47%	77 12%	211 33%	139 22%	157 25%	77 12%
POTENTIAL BALLOT INITIAL																
DESANTIS	231 37%	112 39%	77 49%	38 22%	82 43%	123 48%	17 16%	139 40%	41 40%	50 29%	113 38%	38 49%	75 36%	55 40%	56 36%	32 42%
TRUMP	228 36%	147 51%	44 29%	29 17%	33 17%	104 40%	80 79%	162 47%	25 24%	37 21%	123 41%	16 20%	68 33%	58 41%	52 33%	22 29%
HALEY	28 4%	10 3%	6 4%	12 7%	14 7%	6 2%	3 3%	12 4%	9 9%	7 4%	12 4%	5 6%	9 4%	5 3%	10 6%	5 6%
PENCE	16 3%	7 2%	3 2%	6 3%	3 1%	9 3%	-	8 2%	3 3%	6 3%	9 3%	1 1%	4 2%	7 5%	-	2 3%
POMPEO	3 *	1 *	1 1%	1 1%	2 1%	-	-	1 *	1 1%	1 1%	-	1 1%	1 1%	-	1 1%	1 1%
SCOTT	7 1%	-	* *	6 4%	3 2%	2 1%	-	3 1%	3 3%	1 1%	1 *	1 1%	2 1%	1 1%	3 2%	1 2%
CHENEY	53 8%	2 1%	8 5%	41 24%	37 19%	-	-	6 2%	14 14%	33 19%	20 7%	8 10%	24 11%	6 4%	21 13%	4 6%
RAMASWAMY	7 1%	2 1%	3 2%	2 1%	2 1%	3 1%	-	2 1%	2 2%	3 2%	3 1%	-	4 2%	1 1%	2 1%	1 1%
OTHER	19 3%	1 *	4 2%	15 8%	5 2%	2 1%	-	2 1%	-	17 10%	3 1%	2 3%	10 5%	1 1%	1 1%	4 5%
UNDECIDED	38 6%	7 2%	8 5%	22 13%	12 6%	7 3%	2 2%	11 3%	5 5%	19 11%	13 4%	6 7%	13 6%	6 4%	10 6%	4 5%

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	BANNER 2																		
	EDUCATION					AGE						GENDER		GENERATION				INTERVIEW METHOD	
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE
TOTAL	629 100%	79 13%	204 32%	194 31%	146 23%	75 12%	82 13%	120 19%	126 20%	126 20%	82 13%	321 51%	308 49%	333 53%	201 32%	57 9%	19 3%	346 55%	283 45%
POTENTIAL BALLOT INITIAL																			
DESANTIS	231 37%	24 31%	66 32%	87 45%	53 37%	44 59%	31 38%	45 38%	38 31%	42 34%	24 29%	134 42%	97 32%	105 31%	76 38%	34 60%	10 53%	137 40%	95 33%
TRUMP	228 36%	45 57%	99 49%	49 25%	31 21%	10 14%	17 21%	48 40%	47 37%	59 47%	39 47%	114 36%	114 37%	145 43%	65 32%	7 12%	3 18%	101 29%	127 45%
HALEY	28 4%	1 1%	2 1%	14 7%	11 8%	1 1%	4 5%	5 4%	9 7%	1 1%	6 8%	10 3%	18 6%	16 5%	10 5%	1 1%	-	15 4%	13 5%
PENCE	16 3%	4 6%	6 3%	2 1%	4 2%	3 4%	3 4%	1 1%	3 2%	2 2%	4 5%	5 2%	10 3%	9 3%	4 2%	2 4%	1 4%	7 2%	9 3%
POMPEO	3 *	-	-	2 1%	1 1%	-	-	-	-	1 1%	2 2%	3 1%	-	3 1%	-	-	-	-	3 1%
SCOTT	7 1%	1 2%	1 1%	2 1%	2 1%	-	3 4%	-	1 1%	1 1%	-	-	7 2%	3 1%	3 2%	-	-	7 2%	-
CHENEY	53 8%	1 1%	10 5%	16 8%	25 17%	4 5%	11 13%	11 9%	17 13%	8 6%	3 3%	30 9%	23 7%	27 8%	22 11%	4 6%	-	33 9%	20 7%
RAMASWAMY	7 1%	-	4 2%	2 1%	1 1%	1 2%	1 1%	2 2%	-	1 1%	2 2%	5 1%	2 1%	3 1%	3 1%	1 2%	-	4 1%	3 1%
OTHER	19 3%	-	5 2%	7 4%	8 5%	5 7%	6 7%	1 1%	3 2%	3 2%	1 1%	7 2%	12 4%	7 2%	7 3%	5 8%	1 3%	15 4%	4 1%
UNDECIDED	38 6%	2 2%	11 5%	14 7%	10 7%	8 10%	6 7%	6 5%	7 6%	7 5%	2 2%	12 4%	25 8%	16 5%	12 6%	4 6%	4 21%	28 8%	10 3%

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SUMMARY OF KEY DATA

	BANNER 3																					
	GENDER AGE					GEN/EDU				DMA				REGION				PRIMARY VOTE HISTORY				
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/ MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4
TOTAL	629 100%	158 25%	155 25%	119 19%	179 28%	142 22%	177 28%	142 23%	163 26%	426 68%	38 6%	48 8%	118 19%	75 12%	69 11%	170 27%	101 16%	214 34%	76 12%	55 9%	83 13%	415 66%
POTENTIAL BALLOT INITIAL																						
DESANTIS	231 37%	81 51%	51 33%	39 33%	53 30%	46 32%	88 50%	45 32%	52 32%	167 39%	9 25%	15 32%	40 34%	33 44%	20 29%	59 35%	35 35%	84 39%	31 40%	20 36%	23 27%	158 38%
TRUMP	228 36%	41 26%	67 44%	34 28%	78 43%	73 51%	39 22%	72 51%	41 25%	133 31%	18 47%	24 50%	53 45%	10 14%	30 43%	76 45%	46 45%	66 31%	27 35%	24 43%	38 46%	139 34%
HALEY	28 4%	4 3%	6 4%	6 5%	11 6%	1 *	10 6%	2 1%	15 9%	18 4%	5 14%	3 6%	2 2%	5 7%	6 8%	4 2%	4 4%	9 4%	2 2%	1 1%	1 1%	25 6%
PENCE	16 3%	4 2%	2 1%	3 3%	7 4%	5 3%	1 *	6 4%	4 3%	14 3%	- -	- -	2 2%	1 2%	2 3%	6 3%	1 1%	6 3%	- -	- -	2 2%	14 3%
POMPEO	3 *	- -	3 2%	- -	- -	- -	3 2%	- -	- -	3 1%	- -	- -	- -	3 4%	- -	- -	- -	- -	- -	- -	- -	3 1%
SCOTT	7 1%	- -	- -	3 3%	3 1%	- -	- -	3 2%	4 2%	7 2%	- -	- -	- -	3 4%	- -	- -	- -	3 2%	- -	2 4%	1 1%	3 1%
CHENEY	53 8%	15 9%	15 9%	11 9%	12 7%	6 4%	23 13%	5 4%	18 11%	35 8%	4 12%	2 5%	11 9%	10 14%	6 9%	11 7%	4 4%	20 10%	9 12%	1 2%	8 10%	34 8%
RAMASWAMY	7 1%	4 2%	1 1%	- -	2 1%	3 2%	2 1%	1 1%	1 1%	5 1%	- -	1 2%	1 1%	2 2%	- -	2 1%	1 1%	2 1%	- -	- -	2 2%	5 1%
OTHER	19 3%	3 2%	4 3%	9 8%	3 2%	1 *	6 4%	4 3%	8 5%	11 3%	1 2%	1 1%	6 6%	3 3%	1 1%	4 2%	7 7%	5 2%	5 6%	3 5%	5 6%	7 2%
UNDECIDED	38 6%	6 4%	6 4%	14 12%	10 5%	8 6%	4 2%	4 3%	20 12%	34 8%	- -	2 4%	1 1%	4 6%	5 8%	8 4%	3 3%	17 8%	3 5%	4 8%	4 4%	26 6%

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3. Now I am going to read you a list of names of people active in national politics. After I read each one, please tell me if you have a favorable or unfavorable impression of that person. If I read you one you have never heard of, just tell me and we'll move on to the next person.

Ron DeSantis

	BANNER 1															
	IDEOLOGY				TRIBE			PARTY			CHURCH			RELIG/DENOM		
TOTAL	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON GOP	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC	
TOTAL	629	287	155	173	192	256	102	347	101	172	298	77	211	139	157	77
	100%	46%	25%	28%	31%	41%	16%	55%	16%	27%	47%	12%	33%	22%	25%	12%
DIFFERENCE D/S	345	228	112	1	89	213	61	275	43	30	190	47	93	97	81	45
	55%	79%	72%	1%	46%	83%	60%	79%	43%	17%	64%	61%	44%	69%	52%	58%
TOTAL FAVORABLE	465	247	128	83	137	224	75	297	70	96	231	61	146	114	114	59
	74%	86%	83%	48%	71%	87%	74%	86%	69%	56%	77%	79%	69%	82%	73%	78%
TOTAL UNFAVORABLE	120	19	17	81	48	11	14	23	26	67	41	14	53	17	33	15
	19%	7%	11%	47%	25%	4%	14%	7%	26%	39%	14%	18%	25%	13%	21%	19%
Very Fav	329	188	89	46	89	170	51	227	45	56	167	43	98	83	77	41
	52%	65%	58%	26%	47%	66%	50%	66%	44%	32%	56%	56%	47%	60%	49%	54%
Somewhat Fav	136	59	39	37	47	54	24	70	25	41	64	18	48	31	37	18
	22%	21%	25%	21%	25%	21%	24%	20%	25%	24%	22%	23%	23%	22%	24%	24%
No opinion	31	16	9	6	5	14	11	20	3	5	21	1	5	6	8	2
	5%	6%	5%	3%	2%	6%	11%	6%	3%	3%	7%	1%	3%	4%	5%	3%
Never heard of	12	5	2	4	3	7	2	6	2	4	6	1	5	1	2	-
	2%	2%	1%	2%	2%	3%	2%	2%	2%	2%	2%	1%	3%	1%	1%	-
Somewhat Unfav	41	14	6	22	13	9	7	14	13	14	19	6	9	10	13	5
	7%	5%	4%	12%	7%	3%	7%	4%	13%	8%	6%	7%	4%	7%	9%	6%
Very Unfav	79	5	10	60	35	3	7	9	14	53	22	8	45	7	19	10
	13%	2%	7%	34%	18%	1%	7%	2%	14%	31%	7%	11%	21%	5%	12%	13%

<<Sigma>>	629	287	155	173	192	256	102	347	101	172	298	77	211	139	157	77
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Ron DeSantis

	BANNER 2																			
	EDUCATION					AGE						GENDER		GENERATION					INTERVIEW METHOD	
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE	
TOTAL	629	79	204	194	146	75	82	120	126	126	82	321	308	333	201	57	19	346	283	
	100%	13%	32%	31%	23%	12%	13%	19%	20%	20%	13%	51%	49%	53%	32%	9%	3%	55%	45%	
DIFFERENCE D/S	345	44	138	107	53	44	34	72	50	81	53	206	139	184	106	34	10	173	172	
	55%	56%	67%	55%	37%	59%	42%	60%	40%	64%	64%	64%	45%	55%	53%	61%	53%	50%	61%	
TOTAL FAVORABLE	465	55	166	144	96	57	56	94	83	97	64	258	208	244	150	45	12	250	216	
	74%	69%	81%	74%	66%	76%	69%	78%	66%	77%	78%	80%	67%	73%	74%	80%	62%	72%	76%	
TOTAL UNFAVORABLE	120	10	28	37	43	13	22	22	33	16	11	51	69	60	44	11	2	77	44	
	19%	13%	14%	19%	29%	17%	27%	18%	26%	13%	14%	16%	22%	18%	22%	20%	9%	22%	15%	
Very Fav	329	38	119	108	61	48	40	63	53	66	49	187	142	168	103	37	11	182	147	
	52%	47%	58%	56%	42%	63%	49%	53%	42%	52%	60%	58%	46%	50%	51%	65%	59%	53%	52%	
Somewhat Fav	136	17	47	36	35	9	16	31	30	32	14	70	66	76	47	9	1	68	69	
	22%	22%	23%	19%	24%	12%	20%	26%	24%	25%	18%	22%	21%	23%	23%	16%	3%	20%	24%	
No opinion	31	9	6	9	7	1	4	3	7	11	5	8	24	22	7	-	1	12	19	
	5%	12%	3%	5%	5%	1%	4%	3%	5%	9%	6%	2%	8%	7%	3%	-	5%	4%	7%	
Never heard of	12	5	4	3	-	5	-	1	3	1	2	4	8	7	1	-	5	8	4	
	2%	7%	2%	2%	-	6%	-	1%	2%	1%	3%	1%	3%	2%	*	-	24%	2%	2%	
Somewhat Unfav	41	6	10	13	12	6	9	8	9	4	5	19	22	18	17	5	1	27	14	
	7%	8%	5%	7%	8%	7%	11%	7%	7%	3%	6%	6%	7%	5%	9%	9%	4%	8%	5%	
Very Unfav	79	4	19	24	31	7	13	14	24	12	6	32	47	42	27	6	1	50	29	
	13%	5%	9%	12%	21%	10%	16%	11%	19%	10%	8%	10%	15%	13%	13%	11%	6%	14%	10%	

<<Sigma>>	629	79	204	194	146	75	82	120	126	126	82	321	308	333	201	57	19	346	283	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



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Ron DeSantis

BANNER 3

	GENDER AGE				GEN/EDU				DMA				REGION				PRIMARY VOTE HISTORY					
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/ MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4
TOTAL	629	158	155	119	179	142	177	142	163	426	38	48	118	75	69	170	101	214	76	55	83	415
	100%	25%	25%	19%	28%	22%	28%	23%	26%	68%	6%	8%	19%	12%	11%	27%	16%	34%	12%	9%	13%	66%
DIFFERENCE D/S	345	102	97	48	86	99	107	83	54	229	21	21	74	41	35	100	52	118	35	36	37	237
	55%	65%	63%	40%	48%	70%	60%	59%	33%	54%	56%	44%	63%	54%	50%	59%	52%	55%	47%	66%	44%	57%
TOTAL FAVORABLE	465	129	122	78	122	116	140	105	100	314	28	32	93	57	49	129	72	159	52	44	56	313
	74%	82%	79%	66%	69%	82%	79%	74%	61%	74%	74%	66%	79%	75%	70%	76%	72%	74%	68%	80%	68%	76%
TOTAL UNFAVORABLE	120	26	24	30	36	17	34	22	47	84	7	11	18	16	14	29	20	41	16	8	20	77
	19%	17%	16%	25%	20%	12%	19%	15%	29%	20%	18%	22%	16%	21%	20%	17%	20%	19%	21%	14%	24%	18%
Very Fav	329	99	83	52	85	80	106	76	63	217	19	22	72	38	35	96	51	110	44	29	37	218
	52%	63%	53%	43%	48%	57%	60%	54%	38%	51%	49%	45%	62%	50%	50%	56%	51%	51%	58%	53%	45%	53%
Somewhat Fav	136	30	39	27	37	36	34	29	37	97	9	10	20	19	14	33	21	49	7	15	19	95
	22%	19%	25%	22%	21%	25%	19%	20%	23%	23%	25%	21%	17%	25%	20%	20%	21%	23%	10%	27%	23%	23%
No opinion	31	3	5	5	18	5	3	10	14	21	3	3	5	3	4	10	5	10	-	2	5	24
	5%	2%	3%	4%	10%	3%	2%	7%	8%	5%	8%	5%	4%	3%	5%	6%	5%	5%	-	4%	6%	6%
Never heard of	12	-	4	5	3	4	-	5	3	7	-	3	2	-	3	2	4	3	8	1	2	1
	2%	-	3%	4%	1%	3%	-	3%	2%	2%	-	6%	2%	-	4%	1%	4%	1%	11%	1%	3%	*
Somewhat Unfav	41	14	6	9	12	8	12	8	14	27	3	5	6	5	5	13	10	9	5	3	6	27
	7%	9%	4%	8%	7%	5%	7%	6%	8%	6%	9%	10%	5%	7%	8%	8%	10%	4%	7%	5%	8%	7%
Very Unfav	79	13	18	21	24	9	22	13	33	57	3	6	13	11	9	16	10	33	11	5	13	49
	13%	8%	12%	18%	13%	7%	12%	9%	20%	13%	9%	12%	11%	15%	13%	10%	10%	15%	14%	10%	16%	12%
----- <<Sigma>>	629	158	155	119	179	142	177	142	163	426	38	48	118	75	69	170	101	214	76	55	83	415
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



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Donald Trump

	BANNER 1															
	IDEOLOGY			TRIBE			PARTY			CHURCH			RELIG/DENOM			
TOTAL	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON GOP	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC	
TOTAL	629	287	155	173	192	256	102	347	101	172	298	77	211	139	157	77
	100%	46%	25%	28%	31%	41%	16%	55%	16%	27%	47%	12%	33%	22%	25%	12%
DIFFERENCE D/S	225	219	55	-56	-9	168	100	233	-2	-8	143	8	55	68	37	23
	36%	76%	35%	-33%	-5%	65%	98%	67%	-2%	-4%	48%	10%	26%	49%	24%	30%
TOTAL FAVORABLE	418	251	103	54	88	208	101	287	48	77	214	42	131	103	95	48
	66%	87%	66%	31%	46%	81%	99%	83%	48%	45%	72%	54%	62%	74%	61%	62%
TOTAL UNFAVORABLE	193	31	48	110	97	40	1	54	50	85	72	34	76	35	58	25
	31%	11%	31%	64%	51%	16%	1%	16%	50%	49%	24%	44%	36%	25%	37%	33%
Very Fav	272	176	53	35	42	133	84	199	21	48	143	21	79	66	59	30
	43%	61%	34%	20%	22%	52%	83%	57%	21%	28%	48%	28%	38%	48%	37%	39%
Somewhat Fav	146	75	50	19	46	75	17	88	28	29	71	20	52	37	37	18
	23%	26%	32%	11%	24%	29%	17%	26%	27%	17%	24%	26%	25%	27%	23%	23%
No opinion	18	5	4	9	7	9	-	6	3	10	12	1	3	1	4	4
	3%	2%	3%	5%	3%	3%	-	2%	3%	6%	4%	2%	1%	1%	2%	5%
Never heard of	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat Unfav	56	16	22	17	23	24	-	26	18	12	26	13	16	13	15	9
	9%	6%	14%	10%	12%	9%	-	7%	17%	7%	9%	16%	8%	9%	10%	12%
Very Unfav	137	15	26	93	74	16	1	28	33	73	46	22	60	22	42	16
	22%	5%	17%	54%	39%	6%	1%	8%	32%	43%	15%	28%	29%	16%	27%	20%

<<Sigma>>	629	287	155	173	192	256	102	347	101	172	298	77	211	139	157	77
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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n=629 REPUBLICAN PRIMARY VOTERS
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Donald Trump

	BANNER 2																			
	EDUCATION					AGE						GENDER		GENERATION					INTERVIEW METHOD	
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE	
TOTAL	629	79	204	194	146	75	82	120	126	126	82	321	308	333	201	57	19	346	283	
	100%	13%	32%	31%	23%	12%	13%	19%	20%	20%	13%	51%	49%	53%	32%	9%	3%	55%	45%	
DIFFERENCE D/S	225	58	132	45	-14	17	4	46	24	78	47	121	104	149	51	6	10	82	143	
	36%	74%	65%	23%	-9%	22%	5%	39%	19%	62%	57%	38%	34%	45%	25%	11%	55%	24%	51%	
TOTAL FAVORABLE	418	68	167	113	65	45	42	81	73	102	62	216	202	236	123	31	13	210	208	
	66%	86%	82%	58%	44%	59%	52%	68%	58%	81%	76%	67%	65%	71%	61%	56%	70%	61%	74%	
TOTAL UNFAVORABLE	193	10	35	69	78	28	38	34	49	23	15	95	98	88	72	25	3	128	65	
	31%	13%	17%	35%	54%	37%	47%	29%	39%	19%	19%	30%	32%	26%	36%	44%	14%	37%	23%	
Very Fav	272	52	107	67	41	18	24	53	51	73	46	140	132	169	77	15	3	125	146	
	43%	66%	52%	34%	28%	23%	29%	45%	40%	58%	56%	44%	43%	51%	38%	26%	15%	36%	52%	
Somewhat Fav	146	16	60	47	24	27	18	27	22	29	17	77	70	68	46	17	10	84	62	
	23%	20%	29%	24%	16%	36%	22%	23%	18%	23%	20%	24%	23%	20%	23%	29%	55%	24%	22%	
No opinion	18	1	2	12	3	3	1	4	4	1	4	9	9	9	6	-	3	9	10	
	3%	1%	1%	6%	2%	4%	1%	4%	3%	1%	5%	3%	3%	3%	3%	-	16%	2%	3%	
Never heard of	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Somewhat Unfav	56	4	13	20	19	6	8	13	16	6	6	30	26	27	22	5	1	31	25	
	9%	4%	6%	11%	13%	8%	10%	11%	12%	4%	8%	9%	8%	8%	11%	9%	5%	9%	9%	
Very Unfav	137	7	22	48	59	22	30	21	33	18	9	65	72	60	51	20	2	97	40	
	22%	8%	11%	25%	41%	29%	37%	17%	26%	14%	11%	20%	23%	18%	25%	36%	9%	28%	14%	

<<Sigma>>	629	79	204	194	146	75	82	120	126	126	82	321	308	333	201	57	19	346	283	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

NBD GEORGIA BRUSHFIRE
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CONDUCTED: MARCH 28-29, 2023



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Donald Trump

BANNER 3

	GENDER AGE				GEN/EDU				DMA				REGION				PRIMARY VOTE HISTORY					
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/ MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4
TOTAL	629	158	155	119	179	142	177	142	163	426	38	48	118	75	69	170	101	214	76	55	83	415
	100%	25%	25%	19%	28%	22%	28%	23%	26%	68%	6%	8%	19%	12%	11%	27%	16%	34%	12%	9%	13%	66%
DIFFERENCE D/S	225	50	67	18	81	97	23	94	8	118	24	25	59	-8	39	85	54	56	24	30	21	150
	36%	31%	44%	15%	46%	68%	13%	66%	5%	28%	63%	53%	50%	-11%	56%	50%	54%	26%	32%	54%	25%	36%
TOTAL FAVORABLE	418	101	109	66	128	118	96	117	82	265	30	36	87	32	50	127	76	133	48	42	51	277
	66%	64%	70%	56%	72%	84%	54%	82%	50%	62%	79%	75%	74%	42%	72%	75%	76%	62%	63%	77%	61%	67%
TOTAL UNFAVORABLE	193	52	41	49	47	22	73	23	74	148	6	10	29	40	11	41	22	78	24	12	30	127
	31%	33%	27%	41%	26%	15%	41%	16%	45%	35%	16%	22%	24%	53%	16%	24%	22%	36%	31%	22%	36%	31%
Very Fav	272	54	80	41	89	83	55	76	53	157	22	26	66	14	36	90	55	76	30	28	40	173
	43%	34%	52%	34%	50%	59%	31%	54%	33%	37%	59%	55%	56%	18%	52%	53%	55%	36%	40%	52%	48%	42%
Somewhat Fav	146	47	28	25	39	35	41	41	29	108	8	9	21	18	14	37	21	57	18	14	11	104
	23%	30%	18%	21%	22%	25%	23%	29%	18%	25%	20%	19%	18%	24%	20%	22%	20%	27%	23%	25%	13%	25%
No opinion	18	4	5	4	4	1	8	2	7	13	2	2	1	3	8	1	2	3	5	1	2	11
	3%	3%	3%	3%	2%	1%	5%	1%	4%	3%	4%	4%	1%	4%	11%	1%	2%	1%	6%	1%	3%	3%
Never heard of	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Somewhat Unfav	56	18	11	10	16	8	22	9	17	49	-	4	4	13	-	12	6	24	4	3	9	40
	9%	11%	7%	8%	9%	6%	13%	6%	10%	11%	-	8%	3%	17%	-	7%	6%	11%	5%	5%	11%	10%
Very Unfav	137	34	30	39	31	14	50	14	57	99	6	7	25	27	11	29	16	53	20	9	21	87
	22%	22%	19%	33%	17%	10%	28%	10%	35%	23%	16%	14%	21%	36%	16%	17%	16%	25%	26%	17%	25%	21%

<<Sigma>>	629	158	155	119	179	142	177	142	163	426	38	48	118	75	69	170	101	214	76	55	83	415
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

NBD GEORGIA BRUSHFIRE
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Brian Kemp

	BANNER 1															
	IDEOLOGY			TRIBE			PARTY			CHURCH			RELIG/DENOM			
TOTAL	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON GOP	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC	
TOTAL	629	287	155	173	192	256	102	347	101	172	298	77	211	139	157	77
	100%	46%	25%	28%	31%	41%	16%	55%	16%	27%	47%	12%	33%	22%	25%	12%
DIFFERENCE D/S	395	217	120	51	136	207	52	281	69	38	221	50	106	100	101	51
	63%	75%	78%	30%	71%	81%	51%	81%	68%	22%	74%	65%	50%	72%	64%	67%
TOTAL FAVORABLE	499	248	134	108	162	229	75	309	84	100	255	61	155	119	126	62
	79%	86%	87%	62%	84%	89%	74%	89%	83%	58%	86%	79%	74%	85%	81%	81%
TOTAL UNFAVORABLE	104	32	14	57	25	21	23	28	14	62	34	11	49	19	25	11
	17%	11%	9%	33%	13%	8%	22%	8%	14%	36%	11%	15%	23%	14%	16%	14%
Very Fav	315	164	87	56	106	149	43	207	57	46	171	37	95	77	77	36
	50%	57%	56%	32%	55%	58%	42%	60%	56%	27%	57%	48%	45%	56%	49%	47%
Somewhat Fav	184	84	47	52	55	80	32	102	27	53	84	24	60	41	49	26
	29%	29%	30%	30%	29%	31%	32%	29%	27%	31%	28%	31%	28%	30%	31%	34%
No opinion	23	7	7	9	5	6	4	9	3	10	8	4	6	2	4	2
	4%	2%	5%	5%	3%	2%	4%	3%	3%	6%	3%	6%	3%	1%	3%	3%
Never heard of	2	1	-	-	-	1	-	1	-	-	1	-	1	-	1	1
	*	*	-	-	-	*	-	*	-	-	*	-	*	-	*	2%
Somewhat Unfav	60	19	5	35	15	13	14	16	11	33	20	8	24	9	22	8
	9%	7%	3%	20%	8%	5%	14%	5%	10%	19%	7%	10%	12%	7%	14%	10%
Very Unfav	45	12	9	21	10	9	9	12	4	29	14	4	25	9	3	3
	7%	4%	6%	12%	5%	3%	9%	3%	4%	17%	5%	5%	12%	7%	2%	4%

<<Sigma>>	629	287	155	173	192	256	102	347	101	172	298	77	211	139	157	77
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Brian Kemp

	BANNER 2																			
	EDUCATION					AGE						GENDER		GENERATION					INTERVIEW METHOD	
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE	
TOTAL	629	79	204	194	146	75	82	120	126	126	82	321	308	333	201	57	19	346	283	
	100%	13%	32%	31%	23%	12%	13%	19%	20%	20%	13%	51%	49%	53%	32%	9%	3%	55%	45%	
DIFFERENCE D/S	395	60	140	129	64	46	45	76	72	75	68	220	175	216	121	38	9	186	209	
	63%	75%	68%	66%	44%	62%	55%	63%	58%	60%	83%	69%	57%	65%	60%	67%	46%	54%	74%	
TOTAL FAVORABLE	499	66	169	159	102	60	62	95	96	99	73	265	235	268	157	46	13	259	240	
	79%	83%	83%	82%	70%	79%	75%	79%	76%	78%	90%	83%	76%	80%	78%	82%	71%	75%	85%	
TOTAL UNFAVORABLE	104	6	29	31	37	13	17	19	23	24	5	45	59	52	36	8	5	73	31	
	17%	7%	14%	16%	26%	17%	20%	16%	19%	19%	6%	14%	19%	16%	18%	15%	25%	21%	11%	
Very Fav	315	46	111	95	61	39	40	64	57	60	45	169	146	162	104	31	8	171	144	
	50%	58%	54%	49%	42%	52%	48%	54%	45%	48%	55%	53%	47%	49%	52%	56%	41%	49%	51%	
Somewhat Fav	184	20	58	64	41	20	22	31	39	39	28	96	88	106	53	15	6	88	96	
	29%	25%	28%	33%	28%	27%	27%	26%	31%	31%	34%	30%	29%	32%	26%	26%	30%	26%	34%	
No opinion	23	7	4	4	7	3	3	5	7	2	3	10	13	11	9	2	1	12	11	
	4%	9%	2%	2%	5%	4%	4%	4%	5%	2%	3%	3%	4%	3%	4%	3%	5%	4%	4%	
Never heard of	2	1	1	-	-	-	-	-	-	1	1	1	1	2	-	-	-	1	1	
	*	1%	1%	-	-	-	-	-	-	1%	1%	*	*	1%	-	-	-	*	*	
Somewhat Unfav	60	3	16	16	24	5	10	9	15	18	3	26	34	36	19	5	-	40	19	
	9%	4%	8%	8%	16%	6%	12%	7%	12%	14%	4%	8%	11%	11%	9%	8%	-	12%	7%	
Very Unfav	45	3	13	15	14	8	7	10	8	6	2	19	25	16	17	4	5	33	12	
	7%	4%	6%	8%	9%	11%	8%	9%	7%	5%	3%	6%	8%	5%	9%	7%	25%	9%	4%	

<<Sigma>>	629	79	204	194	146	75	82	120	126	126	82	321	308	333	201	57	19	346	283	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
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5. Now I am going to read you a list of names of people active in national politics. After I read each one, please tell me if you have a favorable or unfavorable impression of that person. If I read you one you have never heard of, just tell me and we'll move on to the next person.

Brian Kemp

BANNER 3

	GENDER AGE				GEN/EDU				DMA				REGION				PRIMARY VOTE HISTORY					
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/ MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4
TOTAL	629	158	155	119	179	142	177	142	163	426	38	48	118	75	69	170	101	214	76	55	83	415
	100%	25%	25%	19%	28%	22%	28%	23%	26%	68%	6%	8%	19%	12%	11%	27%	16%	34%	12%	9%	13%	66%
DIFFERENCE D/S	395	111	101	56	115	95	125	105	68	274	25	29	67	50	46	121	49	130	40	31	47	278
	63%	71%	65%	47%	64%	67%	71%	74%	41%	64%	66%	61%	57%	66%	67%	71%	48%	61%	52%	56%	56%	67%
TOTAL FAVORABLE	499	133	124	83	144	116	148	118	113	344	30	38	88	62	56	142	71	168	55	42	64	338
	79%	84%	80%	70%	81%	82%	84%	84%	69%	81%	81%	79%	75%	83%	81%	83%	70%	79%	73%	76%	77%	82%
TOTAL UNFAVORABLE	104	22	23	27	29	21	23	14	45	69	5	8	21	13	10	21	22	39	16	11	17	61
	17%	14%	15%	23%	16%	15%	13%	10%	28%	16%	15%	17%	18%	17%	14%	12%	22%	18%	21%	19%	21%	15%
Very Fav	315	91	71	52	90	79	91	78	65	222	22	19	53	37	36	91	39	113	31	28	37	219
	50%	58%	46%	43%	51%	56%	51%	55%	40%	52%	58%	39%	45%	49%	52%	54%	38%	53%	41%	52%	44%	53%
Somewhat Fav	184	42	52	31	54	37	57	40	48	122	8	19	35	25	20	50	32	56	24	13	27	120
	29%	27%	34%	26%	30%	26%	32%	28%	29%	29%	23%	39%	30%	34%	29%	30%	32%	26%	31%	24%	33%	29%
No opinion	23	3	7	9	4	3	6	8	5	11	2	2	9	*	2	7	8	6	5	3	2	13
	4%	2%	5%	7%	2%	2%	3%	6%	3%	3%	4%	4%	7%	*	3%	4%	8%	3%	7%	5%	2%	3%
Never heard of	2	-	1	-	1	1	-	1	-	2	-	-	-	-	1	-	-	1	-	-	-	2
	*	-	*	-	1%	1%	-	1%	-	1%	-	-	-	-	1%	-	-	1%	-	-	-	1%
Somewhat Unfav	60	11	15	12	21	11	14	8	25	41	5	5	9	12	6	8	12	22	7	5	9	39
	9%	7%	10%	10%	12%	8%	8%	6%	16%	10%	15%	10%	7%	15%	8%	5%	12%	10%	9%	9%	11%	9%
Very Unfav	45	11	8	15	8	11	9	5	20	29	-	4	12	1	4	13	10	17	9	6	8	22
	7%	7%	5%	12%	5%	7%	5%	4%	12%	7%	-	8%	10%	1%	6%	8%	10%	8%	12%	11%	9%	5%

<<Sigma>>	629	158	155	119	179	142	177	142	163	426	38	48	118	75	69	170	101	214	76	55	83	415
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



6. If the Republican primary for United States President were held today, for whom would you vote if the candidates were...

Ron DeSantis
...or...
Donald Trump

BANNER 1	IDEOLOGY			TRIBE			PARTY			CHURCH			RELIG/DENOM			
	TOTAL	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON GOP	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC
TOTAL	629 100%	287 46%	155 25%	173 28%	192 31%	256 41%	102 16%	347 55%	101 16%	172 27%	298 47%	77 12%	211 33%	139 22%	157 25%	77 12%
DIFFERENCE D/S	66 10%	-22 -8%	38 25%	52 30%	87 45%	32 12%	-63 -62%	-1 *	33 33%	36 21%	18 6%	32 41%	25 12%	11 8%	24 15%	23 30%
TOTAL DESANTIS	302 48%	128 44%	89 57%	82 47%	122 63%	141 55%	17 17%	162 47%	62 61%	76 44%	147 49%	48 62%	96 46%	71 51%	80 51%	44 58%
TOTAL TRUMP	237 38%	149 52%	51 33%	29 17%	35 18%	109 42%	80 79%	163 47%	29 28%	40 23%	129 43%	16 21%	72 34%	60 43%	56 36%	21 28%
Definitely DeSantis	187 30%	74 26%	59 38%	52 30%	79 41%	83 32%	11 11%	102 29%	44 44%	39 23%	95 32%	28 37%	63 30%	40 29%	50 32%	28 37%
Probably DeSantis	80 13%	38 13%	22 15%	18 11%	31 16%	41 16%	4 4%	42 12%	14 13%	25 14%	36 12%	12 15%	23 11%	23 17%	24 15%	8 10%
Lean DeSantis	35 6%	15 5%	8 5%	12 7%	11 6%	17 6%	2 2%	18 5%	4 4%	12 7%	16 5%	7 10%	10 5%	7 5%	6 4%	8 11%
Hard Undecided/ DK/ Refused	90 14%	10 4%	16 10%	62 36%	36 18%	7 3%	4 4%	21 6%	11 10%	56 32%	23 8%	14 18%	43 20%	9 6%	21 14%	11 14%
Lean Trump	32 5%	16 6%	10 7%	6 3%	7 4%	18 7%	3 3%	18 5%	7 6%	8 4%	13 5%	5 7%	11 5%	7 5%	12 8%	- -
Probably Trump	31 5%	20 7%	6 4%	5 3%	7 3%	17 7%	5 5%	22 6%	7 7%	2 1%	15 5%	- -	10 5%	7 5%	8 5%	4 5%
Definitely Trump	174 28%	114 40%	34 22%	18 11%	21 11%	74 29%	73 71%	123 35%	15 15%	31 18%	100 34%	11 14%	51 24%	46 33%	35 23%	18 23%
----- <<Sigma>>	629 100%	287 100%	155 100%	173 100%	192 100%	256 100%	102 100%	347 100%	101 100%	172 100%	298 100%	77 100%	211 100%	139 100%	157 100%	77 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



6. If the Republican primary for United States President were held today, for whom would you vote if the candidates were...

Ron DeSantis
...or...
Donald Trump

	BANNER 2					EDUCATION						AGE						GENDER		GENERATION			INTERVIEW METHOD	
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE					
TOTAL	629 100%	79 13%	204 32%	194 31%	146 23%	75 12%	82 13%	120 19%	126 20%	126 20%	82 13%	321 51%	308 49%	333 53%	201 32%	57 9%	19 3%	346 55%	283 45%					
DIFFERENCE D/S	66 10%	-13 -17%	-24 -12%	58 30%	47 32%	46 61%	20 24%	8 7%	11 9%	-6 -5%	-15 -18%	57 18%	8 3%	-9 -3%	28 14%	38 66%	9 47%	80 23%	-14 -5%					
TOTAL DESANTIS	302 48%	31 39%	79 39%	111 57%	82 56%	56 74%	40 49%	57 48%	58 46%	53 42%	29 36%	171 53%	132 43%	141 42%	98 48%	44 78%	11 59%	183 53%	119 42%					
TOTAL TRUMP	237 38%	44 56%	103 50%	53 27%	35 24%	9 12%	21 25%	49 41%	47 38%	59 47%	44 54%	114 35%	123 40%	150 45%	69 34%	7 12%	2 13%	104 30%	133 47%					
Definitely DeSantis	187 30%	13 16%	48 23%	72 37%	55 37%	32 43%	29 35%	41 34%	40 32%	27 22%	15 18%	102 32%	85 28%	82 25%	69 34%	31 54%	2 10%	122 35%	65 23%					
Probably DeSantis	80 13%	17 22%	18 9%	26 13%	19 13%	16 21%	9 11%	10 9%	10 8%	19 15%	12 15%	44 14%	36 12%	42 13%	20 10%	7 13%	9 47%	43 12%	37 13%					
Lean DeSantis	35 6%	1 1%	12 6%	13 7%	9 6%	7 9%	2 3%	6 5%	8 7%	7 5%	2 3%	25 8%	10 3%	17 5%	9 4%	6 11%	* 3%	18 5%	17 6%					
Hard Undecided/ DK/ Refused	90 14%	4 5%	23 11%	31 16%	29 20%	11 14%	21 25%	13 11%	20 16%	13 10%	8 10%	36 11%	53 17%	42 13%	34 17%	6 10%	5 28%	59 17%	31 11%					
Lean Trump	32 5%	3 4%	16 8%	9 5%	5 4%	1 2%	6 7%	5 4%	9 7%	4 3%	7 9%	19 6%	13 4%	20 6%	11 5%	1 1%	1 3%	14 4%	18 6%					
Probably Trump	31 5%	5 6%	16 8%	5 3%	5 3%	2 3%	2 2%	9 8%	7 5%	5 4%	6 7%	16 5%	15 5%	18 5%	11 5%	1 2%	1 5%	13 4%	18 6%					
Definitely Trump	174 28%	37 46%	71 35%	39 20%	25 17%	6 8%	13 16%	35 29%	31 25%	50 39%	31 38%	78 24%	95 31%	112 34%	48 24%	5 9%	1 5%	76 22%	97 34%					
<<Sigma>>	629 100%	79 100%	204 100%	194 100%	146 100%	75 100%	82 100%	120 100%	126 100%	126 100%	82 100%	321 100%	308 100%	333 100%	201 100%	57 100%	19 100%	346 100%	283 100%					

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



6. If the Republican primary for United States President were held today, for whom would you vote if the candidates were...

Ron DeSantis
...or...
Donald Trump

	GENDER AGE				GEN/EDU				DMA				REGION					PRIMARY VOTE HISTORY					
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/ MACON/MID	NORTH /AUG	GA	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4
TOTAL	629 100%	158 25%	155 25%	119 19%	179 28%	142 22%	177 28%	142 23%	163 26%	426 68%	38 6%	48 8%	118 19%	75 12%	69 11%	170 27%	101 16%	214 34%	76 12%	55 9%	83 13%	415 66%	
DIFFERENCE D/S	66 10%	59 37%	1 1%	16 13%	-11 -6%	-15 -11%	73 42%	-22 -16%	32 20%	90 21%	-3 -7%	-10 -20%	-12 -11%	30 40%	-2 -2%	* *	-13 -13%	50 24%	7 9%	2 4%	-11 -13%	68 16%	
TOTAL DESANTIS	302 48%	99 63%	69 45%	54 45%	72 40%	57 40%	114 65%	53 37%	79 48%	229 54%	16 41%	16 33%	42 36%	44 58%	29 41%	74 44%	36 36%	120 56%	35 46%	25 46%	30 36%	212 51%	
TOTAL TRUMP	237 38%	41 26%	68 44%	38 32%	83 46%	72 51%	41 23%	75 53%	47 29%	138 32%	18 48%	26 54%	55 46%	14 18%	30 44%	75 44%	49 48%	70 33%	28 37%	23 42%	41 50%	144 35%	
Definitely DeSantis	187 30%	60 38%	41 27%	42 35%	41 23%	31 22%	71 40%	30 21%	55 34%	145 34%	11 28%	9 20%	22 19%	27 36%	17 24%	45 26%	21 21%	78 36%	21 28%	21 39%	20 24%	124 30%	
Probably DeSantis	80 13%	26 16%	17 11%	10 8%	25 14%	17 12%	27 15%	19 13%	17 11%	62 14%	3 8%	4 9%	11 9%	11 15%	10 14%	19 11%	9 8%	32 15%	12 15%	3 5%	7 9%	59 14%	
Lean DeSantis	35 6%	14 9%	11 7%	2 2%	6 3%	10 7%	16 9%	4 3%	6 4%	22 5%	2 5%	2 4%	9 8%	5 7%	2 3%	10 6%	6 6%	11 5%	2 3%	1 2%	2 3%	29 7%	
Hard Undecided/ DK/ Refused	90 14%	18 11%	18 12%	27 23%	24 13%	13 9%	22 12%	14 10%	37 23%	59 14%	4 10%	6 13%	21 18%	18 24%	10 15%	21 12%	16 16%	24 11%	13 17%	6 11%	12 14%	59 14%	
Lean Trump	32 5%	8 5%	11 7%	4 4%	9 5%	10 7%	9 5%	8 6%	5 3%	14 3%	2 7%	5 10%	11 9%	2 2%	5 8%	9 6%	6 6%	9 4%	8 11%	2 3%	6 7%	17 4%	
Probably Trump	31 5%	6 4%	10 6%	6 5%	8 5%	9 6%	7 4%	12 8%	3 2%	13 3%	2 7%	2 5%	14 11%	4 5%	6 8%	10 6%	7 7%	4 2%	3 4%	3 6%	4 5%	20 5%	
Definitely Trump	174 28%	26 17%	47 30%	27 23%	66 37%	53 37%	25 14%	55 39%	39 24%	112 26%	13 35%	19 39%	30 26%	8 11%	19 27%	55 32%	35 35%	57 27%	17 22%	18 33%	31 38%	107 26%	
<<Sigma>>	629 100%	158 100%	155 100%	119 100%	179 100%	142 100%	177 100%	142 100%	163 100%	426 100%	38 100%	48 100%	118 100%	75 100%	69 100%	170 100%	101 100%	214 100%	76 100%	55 100%	83 100%	415 100%	

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



7. And, if the Republican primary for United States President were held today, for whom would you vote if the candidates were...

Ron DeSantis, Donald Trump, Nikki Haley, Mike Pence, Mike Pompeo, Tim Scott, Liz Cheney, Vivek Ramaswamy OR Someone else

BANNER 1	IDEOLOGY			TRIBE			PARTY			CHURCH			RELIG/DENOM			
	TOTAL	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON GOP	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC
TOTAL	629	287	155	173	192	256	102	347	101	172	298	77	211	139	157	77
	100%	46%	25%	28%	31%	41%	16%	55%	16%	27%	47%	12%	33%	22%	25%	12%
TOTAL DESANTIS	231	112	77	38	82	123	17	139	41	50	113	38	75	55	56	32
	37%	39%	49%	22%	43%	48%	16%	40%	40%	29%	38%	49%	36%	40%	36%	42%
TOTAL TRUMP	228	147	44	29	33	104	80	162	25	37	123	16	68	58	52	22
	36%	51%	29%	17%	17%	40%	79%	47%	24%	21%	41%	20%	33%	41%	33%	29%
TOTAL HALEY	28	10	6	12	14	6	3	12	9	7	12	5	9	5	10	5
	4%	3%	4%	7%	7%	2%	3%	4%	9%	4%	4%	6%	4%	3%	6%	6%
TOTAL PENCE	16	7	3	6	3	9	-	8	3	6	9	1	4	7	-	2
	3%	2%	2%	3%	1%	3%	-	2%	3%	3%	3%	1%	2%	5%	-	3%
TOTAL POMPEO	3	1	1	1	2	-	-	1	1	1	-	1	1	-	1	1
	*	*	1%	1%	1%	-	-	*	1%	1%	-	1%	1%	-	1%	1%
TOTAL SCOTT	7	-	*	6	3	2	-	3	3	1	1	1	2	1	3	1
	1%	-	*	4%	2%	1%	-	1%	3%	1%	*	1%	1%	1%	2%	2%
TOTAL CHENEY	53	2	8	41	37	-	-	6	14	33	20	8	24	6	21	4
	8%	1%	5%	24%	19%	-	-	2%	14%	19%	7%	10%	11%	4%	13%	6%
Definitely DeSantis	124	65	39	18	38	72	10	81	22	19	63	20	41	28	24	21
	20%	23%	25%	11%	20%	28%	10%	23%	22%	11%	21%	26%	19%	20%	16%	27%
Probably DeSantis	79	35	29	13	33	37	5	42	13	24	36	13	26	20	25	5
	13%	12%	19%	8%	17%	14%	5%	12%	13%	14%	12%	17%	12%	14%	16%	7%
Lean DeSantis	28	13	8	7	11	14	2	16	5	7	14	5	9	7	6	6
	4%	4%	5%	4%	6%	5%	2%	5%	5%	4%	5%	6%	4%	5%	4%	8%
Definitely Trump	172	119	29	17	21	75	69	129	12	27	102	9	50	46	36	16
	27%	41%	19%	10%	11%	29%	68%	37%	11%	16%	34%	11%	24%	33%	23%	21%
Probably Trump	37	23	6	7	9	18	8	24	9	5	15	2	14	9	11	5
	6%	8%	4%	4%	5%	7%	8%	7%	9%	3%	5%	2%	7%	6%	7%	6%
Lean Trump	19	5	9	4	3	10	3	10	4	5	5	5	5	3	6	1
	3%	2%	6%	2%	2%	4%	3%	3%	4%	3%	2%	6%	2%	2%	4%	1%
Definitely Haley	12	4	2	7	7	1	2	4	4	5	6	-	4	1	6	1
	2%	1%	1%	4%	4%	*	2%	1%	4%	3%	2%	-	2%	*	4%	1%
Probably Haley	11	4	4	3	5	4	1	8	3	1	4	4	3	1	4	4
	2%	1%	3%	2%	2%	2%	1%	2%	3%	*	1%	5%	1%	1%	2%	5%
Lean Haley	4	2	-	2	2	1	-	1	2	1	2	1	1	3	1	-
	1%	1%	-	1%	1%	*	-	*	2%	1%	1%	1%	1%	2%	*	-
Definitely Pence	6	3	1	1	1	3	-	4	-	1	4	-	-	3	-	1
	1%	1%	1%	1%	1%	1%	-	1%	-	1%	1%	-	-	2%	-	1%
Probably Pence	7	1	1	5	2	2	-	1	3	3	2	1	4	3	-	-
	1%	*	1%	3%	1%	1%	-	*	3%	2%	1%	1%	2%	2%	-	-
Lean Pence	3	2	1	-	-	3	-	2	-	1	3	-	-	1	-	1
	1%	1%	1%	-	-	1%	-	1%	-	1%	1%	-	-	1%	-	2%
Definitely Pompeo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Probably Pompeo	3	1	1	1	2	-	-	1	1	1	-	1	1	-	1	1
	*	*	1%	1%	1%	-	-	*	1%	1%	-	1%	1%	-	1%	1%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



7. And, if the Republican primary for United States President were held today, for whom would you vote if the candidates were...

Ron DeSantis, Donald Trump, Nikki Haley, Mike Pence, Mike Pompeo, Tim Scott, Liz Cheney, Vivek Ramaswamy OR Someone else

	BANNER 1															
	IDEOLOGY			TRIBE			PARTY			CHURCH			RELIG/DENOM			
	TOTAL	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC
TOTAL	629 100%	287 46%	155 25%	173 28%	192 31%	256 41%	102 16%	347 55%	101 16%	172 27%	298 47%	77 12%	211 33%	139 22%	157 25%	77 12%
Lean Pompeo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Definitely Scott	2 *	-	-	2 1%	-	2 1%	-	2 1%	-	-	1 *	-	-	1 1%	1 1%	-
Probably Scott	* *	-	* *	-	* *	-	-	* *	-	-	* *	-	-	-	* *	-
Lean Scott	4 1%	-	-	4 2%	3 1%	-	-	-	3 3%	1 1%	-	1 1%	2 1%	-	1 1%	1 2%
Definitely Cheney	38 6%	1 *	6 4%	30 17%	26 13%	-	-	5 2%	10 10%	23 14%	13 4%	5 6%	20 9%	3 2%	13 8%	4 6%
Probably Cheney	10 2%	1 *	2 1%	7 4%	8 4%	-	-	1 *	3 3%	6 3%	5 2%	3 4%	2 1%	2 1%	6 4%	-
Lean Cheney	4 1%	-	-	4 2%	3 2%	-	-	-	1 1%	3 2%	2 1%	-	2 1%	1 1%	2 1%	-
Vivek Ramaswamy	7 1%	2 1%	3 2%	2 1%	2 1%	3 1%	-	2 1%	2 2%	3 2%	3 1%	-	4 2%	1 1%	2 1%	1 1%
Someone else (specify)	19 3%	1 *	4 2%	15 8%	5 2%	2 1%	-	2 1%	-	17 10%	3 1%	2 3%	10 5%	1 1%	1 1%	4 5%
Hard Undecided/ DK/ Refused	38 6%	7 2%	8 5%	22 13%	12 6%	7 3%	2 2%	11 3%	5 5%	19 11%	13 4%	6 7%	13 6%	6 4%	10 6%	4 5%
<<Sigma>>	629 100%	287 100%	155 100%	173 100%	192 100%	256 100%	102 100%	347 100%	101 100%	172 100%	298 100%	77 100%	211 100%	139 100%	157 100%	77 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



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	BANNER 2																			
	EDUCATION					AGE						GENDER		GENERATION					INTERVIEW METHOD	
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE	
TOTAL	629	79	204	194	146	75	82	120	126	126	82	321	308	333	201	57	19	346	283	
	100%	13%	32%	31%	23%	12%	13%	19%	20%	20%	13%	51%	49%	53%	32%	9%	3%	55%	45%	
TOTAL DESANTIS	231	24	66	87	53	44	31	45	38	42	24	134	97	105	76	34	10	137	95	
	37%	31%	32%	45%	37%	59%	38%	38%	31%	34%	29%	42%	32%	31%	38%	60%	53%	40%	33%	
TOTAL TRUMP	228	45	99	49	31	10	17	48	47	59	39	114	114	145	65	7	3	101	127	
	36%	57%	49%	25%	21%	14%	21%	40%	37%	47%	47%	36%	37%	43%	32%	12%	18%	29%	45%	
TOTAL HALEY	28	1	2	14	11	1	4	5	9	1	6	10	18	16	10	1	-	15	13	
	4%	1%	1%	7%	8%	1%	5%	4%	7%	1%	6%	3%	6%	5%	5%	1%	-	4%	5%	
TOTAL PENCE	16	4	6	2	4	3	3	1	3	2	4	5	10	9	4	2	1	7	9	
	3%	6%	3%	1%	2%	4%	4%	1%	2%	2%	5%	2%	3%	3%	2%	4%	4%	2%	3%	
TOTAL POMPEO	3	-	-	2	1	-	-	-	-	1	2	3	-	3	-	-	-	-	3	
	*	-	-	1%	1%	-	-	-	-	1%	2%	1%	-	1%	-	-	-	-	1%	
TOTAL SCOTT	7	1	1	2	2	-	3	-	1	1	-	-	7	3	3	-	-	7	-	
	1%	2%	1%	1%	1%	-	4%	-	1%	1%	-	-	2%	1%	2%	-	-	2%	-	
TOTAL CHENEY	53	1	10	16	25	4	11	11	17	8	2	30	23	27	22	4	-	33	20	
	8%	1%	5%	8%	17%	5%	13%	9%	13%	6%	3%	9%	7%	8%	11%	6%	-	9%	7%	
Definitely DeSantis	124	11	38	49	26	20	15	31	22	20	14	67	57	56	46	20	*	77	47	
	20%	14%	19%	25%	18%	27%	19%	26%	17%	16%	17%	21%	19%	17%	23%	35%	3%	22%	17%	
Probably DeSantis	79	13	17	30	19	15	11	10	11	20	9	46	34	40	21	7	9	40	39	
	13%	16%	8%	16%	13%	20%	14%	8%	8%	16%	11%	14%	11%	12%	11%	12%	45%	12%	14%	
Lean DeSantis	28	1	11	8	8	9	5	4	6	2	1	22	6	9	9	8	1	20	8	
	4%	1%	5%	4%	6%	11%	6%	3%	5%	2%	1%	7%	2%	3%	4%	14%	5%	6%	3%	
Definitely Trump	172	34	74	38	23	7	12	35	32	47	31	84	88	110	47	5	2	80	93	
	27%	43%	36%	20%	16%	9%	15%	30%	26%	37%	38%	26%	29%	33%	24%	9%	9%	23%	33%	
Probably Trump	37	10	15	6	6	3	2	9	9	8	7	18	19	24	11	2	1	14	23	
	6%	12%	7%	3%	4%	3%	3%	7%	7%	6%	8%	6%	6%	7%	5%	3%	4%	4%	8%	
Lean Trump	19	1	10	5	2	1	3	4	5	4	1	12	7	11	7	-	1	8	11	
	3%	1%	5%	3%	1%	1%	3%	3%	4%	3%	1%	4%	2%	3%	3%	-	5%	2%	4%	
Definitely Haley	12	-	1	8	4	1	1	3	4	-	4	4	9	8	3	1	-	6	7	
	2%	-	*	4%	3%	1%	1%	2%	3%	-	5%	1%	3%	2%	2%	1%	-	2%	2%	
Probably Haley	11	-	1	4	7	-	3	1	4	1	2	3	8	7	4	-	-	5	6	
	2%	-	*	2%	4%	-	3%	1%	3%	1%	3%	1%	3%	2%	2%	-	-	2%	2%	
Lean Haley	4	1	-	2	1	-	1	2	1	-	-	3	1	1	2	-	-	4	-	
	1%	1%	-	1%	*	-	1%	1%	1%	-	-	1%	*	*	1%	-	-	1%	-	
Definitely Pence	6	1	2	-	2	-	2	1	-	1	1	2	4	2	3	-	-	2	3	
	1%	1%	1%	-	2%	-	3%	1%	-	1%	2%	1%	1%	1%	2%	-	-	1%	1%	
Probably Pence	7	2	2	2	1	3	1	-	1	-	2	3	3	3	1	2	1	4	2	
	1%	3%	1%	1%	1%	4%	1%	-	1%	-	3%	1%	1%	1%	*	4%	4%	1%	1%	
Lean Pence	3	1	2	-	-	-	-	-	2	1	-	-	3	3	-	-	-	-	3	
	1%	1%	1%	-	-	-	-	-	2%	1%	-	-	1%	1%	-	-	-	-	1%	
Definitely Pompeo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Probably Pompeo	3	-	-	2	1	-	-	-	-	1	2	3	-	3	-	-	-	-	3	
	*	-	-	1%	1%	-	-	-	-	1%	2%	1%	-	1%	-	-	-	-	1%	

NBD GEORGIA BRUSHFIRE
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	BANNER 2																			
	EDUCATION					AGE						GENDER		GENERATION				INTERVIEW METHOD		
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE	
TOTAL	629 100%	79 13%	204 32%	194 31%	146 23%	75 12%	82 13%	120 19%	126 20%	126 20%	82 13%	321 51%	308 49%	333 53%	201 32%	57 9%	19 3%	346 55%	283 45%	
Lean Pompeo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Definitely Scott	2 *	1 2%	-	1 1%	-	-	1 1%	-	-	1 1%	-	-	2 1%	1 *	1 *	-	-	2 1%	-	-
Probably Scott	* *	-	-	* *	-	-	-	-	-	-	-	-	* *	-	-	-	-	* *	-	-
Lean Scott	4 1%	-	1 1%	* *	2 1%	-	2 3%	-	1 1%	-	-	-	4 1%	1 *	2 1%	-	-	4 1%	-	
Definitely Cheney	38 6%	1 1%	5 2%	13 7%	19 13%	2 2%	6 8%	8 7%	15 12%	5 4%	2 3%	25 8%	13 4%	22 7%	14 7%	2 3%	-	22 6%	16 6%	
Probably Cheney	10 2%	-	4 2%	2 1%	4 3%	2 2%	4 4%	3 2%	-	1 1%	-	4 1%	6 2%	1 *	6 3%	2 3%	-	8 2%	2 1%	
Lean Cheney	4 1%	-	1 1%	1 1%	2 1%	-	1 1%	-	2 2%	1 1%	-	1 *	3 1%	3 1%	1 *	-	-	2 1%	2 1%	
Vivek Ramaswamy	7 1%	-	4 2%	2 1%	1 1%	1 2%	1 1%	2 2%	-	1 1%	2 2%	5 1%	2 1%	3 1%	3 1%	1 2%	-	4 1%	3 1%	
Someone else (specify)	19 3%	-	5 2%	7 4%	8 5%	5 7%	6 7%	1 1%	3 2%	3 2%	1 1%	7 2%	12 4%	7 2%	7 3%	5 8%	1 3%	15 4%	4 1%	
Hard Undecided/ DK/ Refused	38 6%	2 2%	11 5%	14 7%	10 7%	8 10%	6 7%	6 5%	7 6%	7 5%	2 2%	12 4%	25 8%	16 5%	12 6%	4 6%	4 21%	28 8%	10 3%	
<<Sigma>>	629 100%	79 100%	204 100%	194 100%	146 100%	75 100%	82 100%	120 100%	126 100%	126 100%	82 100%	321 100%	308 100%	333 100%	201 100%	57 100%	19 100%	346 100%	283 100%	

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	BANNER 3										REGION				PRIMARY VOTE HISTORY							
	GENDER AGE				GEN/EDU				DMA													
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4
TOTAL	629	158	155	119	179	142	177	142	163	426	38	48	118	75	69	170	101	214	76	55	83	415
	100%	25%	25%	19%	28%	22%	28%	23%	26%	68%	6%	8%	19%	12%	11%	27%	16%	34%	12%	9%	13%	66%
TOTAL DESANTIS	231	81	51	39	53	46	88	45	52	167	9	15	40	33	20	59	35	84	31	20	23	158
	37%	51%	33%	33%	30%	32%	50%	32%	32%	39%	25%	32%	34%	44%	29%	35%	35%	39%	40%	36%	27%	38%
TOTAL TRUMP	228	41	67	34	78	73	39	72	41	133	18	24	53	10	30	76	46	66	27	24	38	139
	36%	26%	44%	28%	43%	51%	22%	51%	25%	31%	47%	50%	45%	14%	43%	45%	45%	31%	35%	43%	46%	34%
TOTAL HALEY	28	4	6	6	11	1	10	2	15	18	5	3	2	5	6	4	4	9	2	1	1	25
	4%	3%	4%	5%	6%	*	6%	1%	9%	4%	14%	6%	2%	7%	8%	2%	4%	4%	2%	1%	1%	6%
TOTAL PENCE	16	4	2	3	7	5	1	6	4	14	-	-	2	1	2	6	1	6	-	-	2	14
	3%	2%	1%	3%	4%	3%	*	4%	3%	3%	-	-	2%	2%	3%	3%	1%	3%	-	-	2%	3%
TOTAL POMPEO	3	-	3	-	-	-	3	-	-	3	-	-	-	3	-	-	-	-	-	-	-	3
	*	-	2%	-	-	-	2%	-	-	1%	-	-	-	4%	-	-	-	-	-	-	-	1%
TOTAL SCOTT	7	-	-	3	3	-	-	3	4	7	-	-	-	3	-	-	-	3	-	2	1	3
	1%	-	-	3%	1%	-	-	2%	2%	2%	-	-	-	4%	-	-	-	2%	-	4%	1%	1%
TOTAL CHENEY	53	15	15	11	12	6	23	5	18	35	4	2	11	10	6	11	4	20	9	1	8	34
	8%	9%	9%	9%	7%	4%	13%	4%	11%	8%	12%	5%	9%	14%	9%	7%	4%	10%	12%	2%	10%	8%
Definitely DeSantis	124	40	27	27	29	22	45	27	30	91	5	9	19	19	10	27	19	49	15	15	12	81
	20%	25%	18%	23%	16%	15%	25%	19%	18%	21%	14%	18%	16%	25%	15%	16%	19%	23%	20%	28%	15%	19%
Probably DeSantis	79	25	19	11	21	13	32	17	17	58	3	4	14	7	8	26	10	28	13	4	6	56
	13%	16%	12%	9%	12%	9%	18%	12%	11%	14%	9%	9%	12%	10%	11%	15%	10%	13%	17%	7%	7%	14%
Lean DeSantis	28	16	5	1	4	11	11	1	5	18	1	2	8	7	2	7	5	7	2	1	4	21
	4%	10%	3%	1%	2%	8%	6%	1%	3%	4%	2%	4%	6%	9%	2%	4%	5%	4%	3%	2%	5%	5%
Definitely Trump	172	27	51	27	59	53	29	55	32	103	14	18	36	7	21	59	37	49	21	18	29	103
	27%	17%	33%	23%	33%	38%	17%	39%	19%	24%	38%	31%	9%	30%	34%	37%	23%	28%	28%	33%	35%	25%
Probably Trump	37	7	11	7	12	11	7	14	5	17	3	5	13	3	5	12	8	9	2	5	7	24
	6%	4%	7%	6%	7%	8%	4%	10%	3%	4%	7%	10%	11%	4%	8%	7%	7%	4%	2%	8%	8%	6%
Lean Trump	19	8	5	-	6	9	3	2	4	13	1	1	4	1	3	5	1	8	4	1	2	12
	3%	5%	3%	-	4%	6%	1%	2%	3%	3%	2%	2%	4%	1%	5%	3%	1%	4%	5%	2%	2%	3%
Definitely Haley	12	2	2	2	6	-	4	1	8	7	4	1	-	1	4	1	1	5	1	1	-	11
	2%	1%	1%	2%	3%	-	2%	1%	5%	2%	10%	3%	-	2%	6%	*	1%	3%	1%	1%	-	3%
Probably Haley	11	1	3	3	5	1	3	-	8	8	1	1	4	1	1	2	2	2	-	-	-	11
	2%	1%	2%	2%	3%	*	2%	-	5%	2%	2%	3%	1%	6%	2%	1%	2%	1%	-	-	-	3%
Lean Haley	4	1	1	1	-	-	3	1	-	2	1	-	1	-	1	2	-	2	1	-	1	2
	1%	1%	1%	1%	-	-	2%	1%	-	1%	2%	-	1%	-	1%	1%	-	1%	2%	-	1%	1%
Definitely Pence	6	1	1	2	1	2	-	1	2	4	-	-	1	-	1	4	-	1	-	-	-	6
	1%	1%	1%	2%	1%	1%	-	1%	1%	1%	-	-	1%	-	1%	2%	-	*	-	-	-	1%
Probably Pence	7	3	1	1	2	3	1	1	2	7	-	-	-	1	1	2	-	3	-	-	2	5
	1%	2%	1%	1%	1%	2%	*	1%	1%	2%	-	-	-	2%	1%	1%	-	1%	-	-	2%	1%
Lean Pence	3	-	-	-	3	-	-	3	-	3	-	-	1	-	-	-	1	3	-	-	-	3
	1%	-	-	-	2%	-	-	2%	-	1%	-	-	1%	-	-	-	1%	1%	-	-	-	1%
Definitely Pompeo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Probably Pompeo	3	-	3	-	-	-	3	-	-	3	-	-	-	3	-	-	-	-	-	-	-	3
	*	-	2%	-	-	-	2%	-	-	1%	-	-	-	4%	-	-	-	-	-	-	-	1%

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	BANNER 3																					
	GENDER AGE				GEN/EDU				DMA				REGION				PRIMARY VOTE HISTORY					
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4
TOTAL	629	158	155	119	179	142	177	142	163	426	38	48	118	75	69	170	101	214	76	55	83	415
	100%	25%	25%	19%	28%	22%	28%	23%	26%	68%	6%	8%	19%	12%	11%	27%	16%	34%	12%	9%	13%	66%
Lean Pompeo	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Definitely Scott	2	-	-	1	1	-	-	1	1	2	-	-	-	-	-	-	2	-	1	-	1	
	*	-	-	1%	1%	-	-	1%	1%	1%	-	-	-	-	-	-	1%	-	2%	-	*	
Probably Scott	*	-	-	-	-	-	-	-	*	*	-	-	*	-	-	-	-	-	-	-	-	*
	*	-	-	-	-	-	-	-	*	*	-	-	1%	-	-	-	-	-	-	-	-	*
Lean Scott	4	-	-	2	1	-	-	1	3	4	-	-	-	3	-	-	-	1	-	1	1	
	1%	-	-	2%	1%	-	-	1%	2%	1%	-	-	-	4%	-	-	-	*	-	2%	1%	*
Definitely Cheney	38	11	14	5	9	3	22	3	10	25	4	2	8	7	6	10	2	13	6	1	7	24
	6%	7%	9%	4%	5%	2%	12%	2%	6%	6%	12%	3%	7%	9%	9%	6%	2%	6%	8%	2%	9%	6%
Probably Cheney	10	4	-	5	1	3	1	1	5	7	-	1	2	1	-	1	2	6	2	-	1	7
	2%	2%	-	4%	1%	2%	1%	1%	3%	2%	-	2%	2%	2%	-	1%	2%	3%	2%	-	1%	2%
Lean Cheney	4	-	1	1	2	-	1	1	2	3	-	-	1	2	-	-	1	1	1	-	-	3
	1%	-	1%	1%	1%	-	1%	1%	1%	1%	-	-	1%	3%	-	-	1%	*	2%	-	-	1%
Vivek Ramaswamy	7	4	1	-	2	3	2	1	1	5	-	1	1	2	-	2	1	2	-	-	2	5
	1%	2%	1%	-	1%	2%	1%	1%	1%	1%	-	2%	1%	2%	-	1%	1%	1%	-	-	2%	1%
Someone else (specify)	19	3	4	9	3	1	6	4	8	11	1	1	6	3	1	4	7	5	5	3	5	7
	3%	2%	3%	8%	2%	*	4%	3%	5%	3%	2%	1%	6%	3%	1%	2%	7%	2%	6%	5%	6%	2%
Hard Undecided/ DK/ Refused	38	6	6	14	10	8	4	4	20	34	-	2	1	4	5	8	3	17	3	4	4	26
	6%	4%	4%	12%	5%	6%	2%	3%	12%	8%	-	4%	1%	6%	8%	4%	3%	8%	5%	8%	4%	6%
<<Sigma>>	629	158	155	119	179	142	177	142	163	426	38	48	118	75	69	170	101	214	76	55	83	415
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



8. What impact would it have if Governor Brian Kemp were to endorse Ron DeSantis for president? How would you vote?

Ron DeSantis
...or...
Donald Trump

	BANNER 1															
	TOTAL	IDEOLOGY			TRIBE			PARTY			CHURCH			RELIG/DENOM		
	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON GOP	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC	
TOTAL	629 100%	287 46%	155 25%	173 28%	192 31%	256 41%	102 16%	347 55%	101 16%	172 27%	298 47%	77 12%	211 33%	139 22%	157 25%	77 12%
DIFFERENCE D/S	70 11%	-8 -3%	38 24%	43 25%	87 45%	32 13%	-56 -55%	8 2%	36 35%	29 17%	28 9%	29 38%	23 11%	17 12%	29 18%	19 24%
TOTAL DESANTIS	300 48%	134 47%	88 57%	73 42%	120 63%	138 54%	22 21%	167 48%	62 61%	69 40%	149 50%	45 59%	95 45%	72 52%	80 51%	42 55%
TOTAL TRUMP	230 37%	142 49%	51 33%	31 18%	33 17%	106 41%	78 76%	159 46%	26 26%	40 23%	121 41%	16 21%	72 34%	55 40%	51 33%	23 31%
Definitely DeSantis	183 29%	83 29%	54 35%	42 24%	71 37%	89 35%	14 14%	110 32%	38 38%	33 19%	97 33%	26 34%	58 27%	44 32%	45 29%	26 34%
Probably DeSantis	82 13%	36 13%	26 17%	20 11%	34 18%	38 15%	5 5%	44 13%	12 12%	25 15%	36 12%	14 18%	23 11%	19 14%	27 17%	10 13%
Lean DeSantis	34 5%	15 5%	8 5%	12 7%	15 8%	12 5%	3 3%	13 4%	11 11%	10 6%	15 5%	5 6%	14 7%	9 6%	9 6%	6 8%
Hard Undecided/ DK/ Refused	99 16%	11 4%	16 10%	69 40%	39 20%	12 5%	2 2%	21 6%	13 13%	63 37%	28 10%	16 21%	43 21%	12 8%	25 16%	11 14%
Lean Trump	33 5%	12 4%	12 8%	10 6%	7 4%	18 7%	5 5%	20 6%	6 6%	7 4%	9 3%	4 6%	15 7%	5 4%	5 3%	5 7%
Probably Trump	27 4%	13 5%	6 4%	5 3%	6 3%	13 5%	4 4%	16 4%	6 6%	3 2%	13 4%	3 3%	8 4%	7 5%	8 5%	1 2%
Definitely Trump	170 27%	117 41%	32 21%	16 9%	20 10%	76 30%	68 67%	124 36%	14 14%	29 17%	99 33%	9 12%	50 24%	43 31%	38 24%	17 22%
<<Sigma>>	629 100%	287 100%	155 100%	173 100%	192 100%	256 100%	102 100%	347 100%	101 100%	172 100%	298 100%	77 100%	211 100%	139 100%	157 100%	77 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



8. What impact would it have if Governor Brian Kemp were to endorse Ron DeSantis for president? How would you vote?

Ron DeSantis
...or...
Donald Trump

	BANNER 2																			
	EDUCATION					AGE						GENDER		GENERATION					INTERVIEW METHOD	
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE	
TOTAL	629	79	204	194	146	75	82	120	126	126	82	321	308	333	201	57	19	346	283	
	100%	13%	32%	31%	23%	12%	13%	19%	20%	20%	13%	51%	49%	53%	32%	9%	3%	55%	45%	
DIFFERENCE D/S	70	-16	-18	58	46	48	21	5	13	*	-15	59	12	-2	26	40	8	77	-6	
	11%	-21%	-9%	30%	31%	63%	26%	4%	10%	*	-18%	18%	4%	-1%	13%	70%	40%	22%	-2%	
TOTAL DESANTIS	300	30	81	108	79	57	39	54	57	56	30	170	130	143	93	45	11	179	121	
	48%	38%	40%	56%	54%	75%	48%	45%	46%	44%	36%	53%	42%	43%	46%	80%	59%	52%	43%	
TOTAL TRUMP	230	47	98	50	33	9	19	49	45	56	45	111	118	145	67	6	4	102	128	
	37%	59%	48%	26%	23%	12%	23%	41%	35%	44%	55%	35%	38%	43%	33%	10%	19%	29%	45%	
Definitely DeSantis	183	16	48	70	49	35	24	38	33	28	21	99	84	82	62	30	6	114	70	
	29%	20%	23%	36%	33%	47%	30%	32%	26%	22%	26%	31%	27%	25%	31%	53%	29%	33%	25%	
Probably DeSantis	82	13	21	27	21	14	11	11	15	23	7	45	37	45	22	8	6	43	39	
	13%	16%	10%	14%	15%	18%	14%	9%	12%	18%	8%	14%	12%	13%	11%	14%	30%	13%	14%	
Lean DeSantis	34	2	12	11	9	8	4	5	10	4	2	25	9	16	9	8	-	22	13	
	5%	2%	6%	6%	6%	10%	5%	4%	8%	4%	2%	8%	3%	5%	4%	13%	-	6%	4%	
Hard Undecided/ DK/ Refused	99	3	25	36	33	10	24	17	24	14	8	40	60	45	41	6	4	65	34	
	16%	3%	12%	18%	23%	13%	29%	14%	19%	11%	9%	12%	19%	14%	20%	10%	21%	19%	12%	
Lean Trump	33	1	18	7	6	3	5	6	8	7	3	16	17	18	11	1	3	18	15	
	5%	2%	9%	4%	4%	5%	6%	5%	7%	6%	4%	5%	6%	5%	6%	1%	14%	5%	5%	
Probably Trump	27	8	12	2	4	-	3	6	6	4	7	13	14	18	9	-	-	7	19	
	4%	10%	6%	1%	3%	-	3%	5%	5%	3%	9%	4%	4%	5%	4%	-	-	2%	7%	
Definitely Trump	170	37	69	40	23	6	11	37	30	45	34	83	87	109	47	5	1	77	93	
	27%	47%	34%	21%	16%	8%	13%	31%	24%	35%	42%	26%	28%	33%	24%	9%	5%	22%	33%	
<<Sigma>>	629	79	204	194	146	75	82	120	126	126	82	321	308	333	201	57	19	346	283	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



8. What impact would it have if Governor Brian Kemp were to endorse Ron DeSantis for president? How would you vote?

Ron DeSantis
...or...
Donald Trump

	BANNER 3																							
	GENDER AGE					GEN/EDU				DMA				REGION					PRIMARY VOTE HISTORY					
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/ MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4		
TOTAL	629 100%	158 25%	155 25%	119 19%	179 28%	142 22%	177 28%	142 23%	163 26%	426 68%	38 6%	48 8%	118 19%	75 12%	69 11%	170 27%	101 16%	214 34%	76 12%	55 9%	83 13%	415 66%		
DIFFERENCE D/S	70 11%	56 35%	7 4%	18 15%	-9 -5%	-13 -9%	72 41%	-21 -15%	31 19%	85 20%	-1 -4%	-8 -16%	-5 -5%	32 42%	-1 -1%	3 2%	-8 -8%	44 21%	8 11%	* *	-6 -8%	69 17%		
TOTAL DESANTIS	300 48%	97 62%	71 46%	53 44%	72 40%	58 41%	112 63%	53 37%	75 46%	221 52%	16 44%	18 38%	45 38%	45 59%	29 41%	75 44%	39 39%	113 53%	35 46%	26 46%	33 39%	207 50%		
TOTAL TRUMP	230 37%	41 26%	64 42%	35 29%	81 45%	71 50%	39 22%	74 52%	44 27%	136 32%	18 48%	26 54%	50 43%	13 17%	29 42%	72 42%	47 47%	69 32%	27 35%	25 46%	39 47%	138 33%		
Definitely DeSantis	183 29%	60 38%	38 25%	38 32%	44 25%	31 22%	69 39%	32 23%	50 31%	137 32%	12 31%	12 25%	23 19%	24 32%	18 26%	50 29%	23 23%	68 32%	20 27%	20 36%	18 22%	125 30%		
Probably DeSantis	82 13%	24 15%	21 14%	12 10%	24 13%	17 12%	29 16%	17 12%	20 12%	59 14%	2 5%	4 8%	18 15%	14 19%	7 10%	16 9%	12 12%	33 16%	10 13%	5 9%	10 13%	58 14%		
Lean DeSantis	34 5%	13 8%	12 8%	3 3%	5 3%	11 8%	15 8%	3 2%	6 4%	25 6%	3 8%	2 4%	4 4%	6 8%	4 5%	9 6%	4 4%	12 5%	5 7%	1 2%	4 5%	25 6%		
Hard Undecided/ DK/ Refused	99 16%	19 12%	19 12%	31 26%	26 15%	13 9%	25 14%	14 10%	44 27%	69 16%	3 8%	4 9%	23 19%	18 24%	12 17%	23 13%	15 15%	32 15%	14 19%	4 7%	12 14%	69 17%		
Lean Trump	33 5%	10 6%	6 4%	5 4%	12 7%	11 8%	5 3%	9 6%	9 5%	21 5%	3 8%	5 10%	5 4%	2 3%	5 7%	6 3%	7 7%	14 6%	5 6%	4 7%	5 6%	20 5%		
Probably Trump	27 4%	4 3%	9 6%	4 4%	9 5%	8 5%	5 3%	12 9%	2 1%	11 3%	1 3%	3 5%	12 10%	1 1%	4 6%	11 7%	5 5%	5 2%	1 1%	2 5%	5 6%	19 4%		
Definitely Trump	170 27%	27 17%	50 32%	26 22%	59 33%	52 37%	30 17%	54 38%	34 21%	104 24%	14 37%	18 38%	34 29%	10 13%	20 29%	55 32%	35 35%	50 23%	21 28%	19 35%	29 35%	100 24%		
<<Sigma>>	629 100%	158 100%	155 100%	119 100%	179 100%	142 100%	177 100%	142 100%	163 100%	426 100%	38 100%	48 100%	118 100%	75 100%	69 100%	170 100%	101 100%	214 100%	76 100%	55 100%	83 100%	415 100%		

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
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13. In politics today, do you usually think of yourself as a strong Republican, a not-so-strong Republican, or an Independent?

	BANNER 1															
	IDEOLOGY			TRIBE			PARTY			CHURCH			RELIG/DENOM			
	TOTAL	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON GOP	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC
TOTAL	629 100%	287 46%	155 25%	173 28%	192 31%	256 41%	102 16%	347 55%	101 16%	172 27%	298 47%	77 12%	211 33%	139 22%	157 25%	77 12%
Strong Republican	347 55%	232 81%	76 49%	30 17%	87 45%	194 76%	61 60%	347 100%	- -	- -	198 66%	37 47%	91 43%	93 67%	76 49%	38 50%
Not-So-Strong Republican	101 16%	16 5%	34 22%	52 30%	50 26%	24 9%	14 14%	- -	101 100%	- -	29 10%	19 24%	48 23%	18 13%	33 21%	17 22%
Independent/ Something Else	172 27%	36 13%	44 28%	89 51%	54 28%	37 14%	23 23%	- -	- -	172 100%	65 22%	21 27%	70 33%	25 18%	48 31%	20 26%
DK/Refused	9 1%	4 1%	1 1%	3 2%	1 1%	2 1%	3 3%	- -	- -	- -	6 2%	1 1%	2 1%	3 2%	- -	1 2%
----- <<Sigma>>	629 100%	287 100%	155 100%	173 100%	192 100%	256 100%	102 100%	347 100%	101 100%	172 100%	298 100%	77 100%	211 100%	139 100%	157 100%	77 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



13. In politics today, do you usually think of yourself as a strong Republican, a not-so-strong Republican, or an Independent?

	BANNER 2																		
	EDUCATION					AGE						GENDER		GENERATION			INTERVIEW METHOD		
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE
TOTAL	629 100%	79 13%	204 32%	194 31%	146 23%	75 12%	82 13%	120 19%	126 20%	126 20%	82 13%	321 51%	308 49%	333 53%	201 32%	57 9%	19 3%	346 55%	283 45%
Strong Republican	347 55%	55 70%	130 64%	97 50%	62 43%	35 47%	38 46%	67 56%	64 51%	76 60%	59 72%	176 55%	170 55%	199 60%	105 52%	32 56%	4 20%	172 50%	174 62%
Not-So-Strong Republican	101 16%	8 10%	24 12%	34 17%	36 25%	16 21%	13 16%	22 19%	27 22%	10 8%	10 12%	56 18%	45 15%	48 14%	35 17%	9 16%	7 36%	62 18%	39 14%
Independent/ Something Else	172 27%	14 18%	47 23%	60 31%	48 33%	23 30%	31 38%	29 24%	32 25%	37 29%	12 14%	86 27%	86 28%	80 24%	60 30%	14 25%	8 44%	106 31%	66 23%
DK/Refused	9 1%	3 3%	3 2%	3 2%	- -	2 2%	- -	1 1%	3 2%	3 2%	1 1%	2 1%	7 2%	7 2%	1 *	2 3%	- -	5 1%	4 1%
----- <<Sigma>>	629 100%	79 100%	204 100%	194 100%	146 100%	75 100%	82 100%	120 100%	126 100%	126 100%	82 100%	321 100%	308 100%	333 100%	201 100%	57 100%	19 100%	346 100%	283 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
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13. In politics today, do you usually think of yourself as a strong Republican, a not-so-strong Republican, or an Independent?

	BANNER 3																					
	GENDER AGE				GEN/EDU				DMA				REGION				PRIMARY VOTE HISTORY					
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4
TOTAL	629 100%	158 25%	155 25%	119 19%	179 28%	142 22%	177 28%	142 23%	163 26%	426 68%	38 6%	48 8%	118 19%	75 12%	69 11%	170 27%	101 16%	214 34%	76 12%	55 9%	83 13%	415 66%
Strong Republican	347 55%	83 52%	92 59%	58 49%	107 60%	93 66%	84 47%	93 65%	76 46%	221 52%	22 59%	28 58%	76 64%	38 50%	38 55%	109 64%	59 58%	103 48%	40 53%	34 62%	42 51%	230 55%
Not-So-Strong Republican	101 16%	32 20%	23 15%	19 16%	25 14%	15 11%	41 23%	16 11%	29 18%	79 18%	7 19%	6 12%	10 8%	20 26%	11 16%	20 12%	10 10%	40 19%	12 15%	6 12%	11 14%	72 17%
Independent/ Something Else	172 27%	42 27%	38 25%	41 34%	42 24%	32 23%	51 29%	28 20%	56 34%	118 28%	8 22%	14 30%	31 27%	18 24%	20 28%	38 22%	31 31%	66 31%	23 30%	13 24%	28 33%	108 26%
DK/Refused	9 1%	1 1%	1 1%	2 2%	5 3%	1 1%	1 *	4 3%	3 2%	8 2%	- -	- -	1 1%	- -	1 1%	3 2%	1 1%	4 2%	1 1%	1 3%	2 2%	5 1%
<<Sigma>>	629 100%	158 100%	155 100%	119 100%	179 100%	142 100%	177 100%	142 100%	163 100%	426 100%	38 100%	48 100%	118 100%	75 100%	69 100%	170 100%	101 100%	214 100%	76 100%	55 100%	83 100%	415 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
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14. If you had to choose, which of these comes closest to how you would describe yourself politically?

	BANNER 1															
	IDEOLOGY				TRIBE			PARTY			CHURCH			RELIG/DENOM		
	TOTAL	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON GOP	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC
TOTAL	629 100%	287 46%	155 25%	173 28%	192 31%	256 41%	102 16%	347 55%	101 16%	172 27%	298 47%	77 12%	211 33%	139 22%	157 25%	77 12%
Traditional Republican	192 31%	44 15%	69 44%	77 44%	192 100%	- -	- -	87 25%	50 50%	54 31%	54 18%	40 52%	93 44%	20 14%	62 40%	32 41%
Christian Conservative Republican	256 41%	184 64%	44 28%	25 14%	- -	256 100%	- -	194 56%	24 24%	37 21%	189 63%	20 26%	33 16%	98 70%	47 30%	26 34%
Trump Republican	102 16%	56 19%	25 16%	16 9%	- -	- -	102 100%	61 18%	14 14%	23 14%	40 13%	8 11%	44 21%	15 10%	30 19%	11 14%
DK/Refused	79 13%	3 1%	17 11%	55 32%	- -	- -	- -	5 2%	12 12%	58 34%	16 5%	9 12%	41 19%	7 5%	18 11%	8 10%
----- <<Sigma>>	629 100%	287 100%	155 100%	173 100%	192 100%	256 100%	102 100%	347 100%	101 100%	172 100%	298 100%	77 100%	211 100%	139 100%	157 100%	77 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



14. If you had to choose, which of these comes closest to how you would describe yourself politically?

	BANNER 2																		
	EDUCATION					AGE						GENDER		GENERATION			INTERVIEW METHOD		
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE
TOTAL	629 100%	79 13%	204 32%	194 31%	146 23%	75 12%	82 13%	120 19%	126 20%	126 20%	82 13%	321 51%	308 49%	333 53%	201 32%	57 9%	19 3%	346 55%	283 45%
Traditional Republican	192 31%	13 16%	57 28%	64 33%	59 41%	29 39%	34 41%	37 31%	38 30%	28 22%	22 27%	107 34%	85 27%	88 26%	71 35%	18 33%	11 57%	116 34%	76 27%
Christian Conservative Republican	256 41%	46 58%	91 45%	79 41%	39 27%	29 39%	19 24%	49 41%	53 42%	56 44%	45 54%	131 41%	126 41%	153 46%	68 34%	26 46%	3 15%	130 37%	127 45%
Trump Republican	102 16%	18 22%	38 19%	22 11%	23 16%	8 10%	11 13%	17 14%	19 15%	31 25%	11 13%	54 17%	48 16%	61 18%	28 14%	5 10%	2 13%	46 13%	56 20%
DK/Refused	79 13%	3 4%	18 9%	30 15%	24 17%	9 12%	18 22%	17 14%	16 13%	11 9%	4 5%	29 9%	50 16%	32 10%	35 17%	6 11%	3 15%	54 16%	25 9%
<<Sigma>>	629 100%	79 100%	204 100%	194 100%	146 100%	75 100%	82 100%	120 100%	126 100%	126 100%	82 100%	321 100%	308 100%	333 100%	201 100%	57 100%	19 100%	346 100%	283 100%

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14. If you had to choose, which of these comes closest to how you would describe yourself politically?

	BANNER 3																					
	GENDER AGE				GEN/EDU				DMA				REGION				PRIMARY VOTE HISTORY					
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4
TOTAL	629 100%	158 25%	155 25%	119 19%	179 28%	142 22%	177 28%	142 23%	163 26%	426 68%	38 6%	48 8%	118 19%	75 12%	69 11%	170 27%	101 16%	214 34%	76 12%	55 9%	83 13%	415 66%
Traditional Republican	192 31%	59 38%	46 30%	40 34%	42 23%	36 26%	71 40%	33 23%	52 32%	146 34%	12 33%	11 23%	23 19%	35 46%	23 33%	40 23%	21 21%	75 35%	24 32%	15 27%	23 28%	129 31%
Christian Conservative Republican	256 41%	62 39%	66 43%	35 30%	87 48%	65 46%	65 37%	71 50%	53 33%	158 37%	13 35%	20 43%	65 55%	21 28%	26 38%	83 49%	44 44%	82 38%	29 39%	27 49%	29 34%	172 41%
Trump Republican	102 16%	18 12%	32 21%	17 14%	29 16%	30 21%	23 13%	25 18%	23 14%	64 15%	10 28%	12 26%	15 13%	2 3%	14 20%	29 17%	22 22%	34 16%	12 16%	8 14%	16 19%	66 16%
DK/Refused	79 13%	18 11%	11 7%	26 22%	21 12%	10 7%	18 10%	12 9%	36 22%	59 14%	2 4%	4 9%	15 12%	17 23%	7 10%	18 11%	13 13%	23 11%	10 13%	6 10%	15 18%	48 12%
<<Sigma>>	629 100%	158 100%	155 100%	119 100%	179 100%	142 100%	177 100%	142 100%	163 100%	426 100%	38 100%	48 100%	118 100%	75 100%	69 100%	170 100%	101 100%	214 100%	76 100%	55 100%	83 100%	415 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
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15. Would you say you are a Conservative, a Moderate, or a Liberal in your political beliefs?

	BANNER 1															
	IDEOLOGY				TRIBE			PARTY			CHURCH			RELIG/DENOM		
	TOTAL	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC
TOTAL	629 100%	287 46%	155 25%	173 28%	192 31%	256 41%	102 16%	347 55%	101 16%	172 27%	298 47%	77 12%	211 33%	139 22%	157 25%	77 12%
DIFFERENCE D/S	398 63%	287 100%	155 100%	-44 -26%	104 54%	224 87%	81 79%	303 87%	48 47%	44 26%	218 73%	47 61%	107 51%	110 79%	91 58%	47 62%
TOTAL CONSERVATIVE	442 70%	287 100%	155 100%	- -	113 59%	228 89%	81 79%	308 89%	50 49%	80 47%	236 79%	50 65%	129 61%	114 82%	101 65%	51 66%
TOTAL LIBERAL	44 7%	- -	- -	44 26%	9 5%	4 1%	- -	4 1%	2 2%	36 21%	17 6%	4 5%	22 10%	4 3%	10 7%	3 4%
Very Conservative	287 46%	287 100%	- -	- -	44 23%	184 72%	56 55%	232 67%	16 16%	36 21%	181 61%	28 36%	61 29%	99 71%	56 35%	29 37%
Somewhat Conservative	155 25%	- -	155 100%	- -	69 36%	44 17%	25 25%	76 22%	34 33%	44 26%	55 18%	22 29%	67 32%	15 11%	45 29%	22 29%
Moderate	129 20%	- -	- -	129 74%	68 35%	21 8%	16 16%	25 7%	50 49%	53 31%	38 13%	22 29%	55 26%	19 14%	43 28%	22 28%
DK/Refused	13 2%	- -	- -	- -	2 1%	3 1%	5 5%	10 3%	- -	2 1%	7 2%	1 1%	5 2%	1 1%	2 1%	1 2%
Somewhat Liberal	28 4%	- -	- -	28 16%	6 3%	4 1%	- -	3 1%	2 2%	21 12%	15 5%	2 3%	9 4%	4 3%	7 4%	- -
Very Liberal	16 3%	- -	- -	16 9%	3 1%	- -	- -	1 *	- -	15 9%	2 1%	1 2%	13 6%	- -	4 2%	3 4%
<<Sigma>>	629 100%	287 100%	155 100%	173 100%	192 100%	256 100%	102 100%	347 100%	101 100%	172 100%	298 100%	77 100%	211 100%	139 100%	157 100%	77 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
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15. Would you say you are a Conservative, a Moderate, or a Liberal in your political beliefs?

	BANNER 2																		
	EDUCATION					AGE						GENDER		GENERATION			INTERVIEW METHOD		
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE
TOTAL	629 100%	79 13%	204 32%	194 31%	146 23%	75 12%	82 13%	120 19%	126 20%	126 20%	82 13%	321 51%	308 49%	333 53%	201 32%	57 9%	19 3%	346 55%	283 45%
DIFFERENCE D/S	398 63%	65 82%	152 75%	115 59%	62 43%	36 48%	43 52%	72 60%	90 71%	86 68%	61 74%	221 69%	177 57%	236 71%	114 57%	29 51%	7 38%	194 56%	204 72%
TOTAL CONSERVATIVE	442 70%	66 83%	160 78%	134 69%	79 54%	46 61%	51 62%	82 69%	93 74%	91 73%	66 81%	238 74%	204 66%	250 75%	133 66%	34 60%	12 65%	226 65%	216 76%
TOTAL LIBERAL	44 7%	1 1%	8 4%	19 10%	17 12%	11 14%	8 10%	10 9%	3 3%	6 5%	6 7%	17 5%	28 9%	15 4%	19 9%	5 9%	5 28%	32 9%	12 4%
Very Conservative	287 46%	49 62%	109 53%	85 44%	42 29%	26 35%	26 31%	51 43%	61 48%	63 50%	51 63%	157 49%	130 42%	175 52%	77 38%	22 40%	4 21%	144 42%	144 51%
Somewhat Conservative	155 25%	17 21%	51 25%	48 25%	37 25%	20 26%	26 31%	31 26%	32 26%	29 23%	15 18%	81 25%	74 24%	76 23%	56 28%	12 21%	8 44%	82 24%	73 26%
Moderate	129 20%	8 10%	30 15%	40 21%	48 33%	19 25%	22 27%	26 22%	27 22%	21 17%	8 10%	62 19%	67 22%	56 17%	49 24%	17 30%	1 7%	84 24%	45 16%
DK/Refused	13 2%	4 5%	6 3%	2 1%	2 1%	- -	- -	1 1%	2 2%	8 6%	2 2%	4 1%	10 3%	12 4%	1 *	- -	- -	4 1%	10 3%
Somewhat Liberal	28 4%	1 1%	3 2%	11 6%	12 8%	6 8%	7 8%	6 5%	- -	3 2%	6 7%	9 3%	19 6%	8 2%	13 6%	3 5%	4 19%	20 6%	8 3%
Very Liberal	16 3%	- -	4 2%	7 4%	5 3%	4 6%	2 2%	4 3%	3 3%	3 3%	- -	7 2%	9 3%	6 2%	6 3%	3 5%	2 8%	12 3%	4 2%
<<Sigma>>	629 100%	79 100%	204 100%	194 100%	146 100%	75 100%	82 100%	120 100%	126 100%	126 100%	82 100%	321 100%	308 100%	333 100%	201 100%	57 100%	19 100%	346 100%	283 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
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15. Would you say you are a Conservative, a Moderate, or a Liberal in your political beliefs?

	BANNER 3																					
	GENDER AGE					GEN/EDU				DMA				REGION				PRIMARY VOTE HISTORY				
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4
TOTAL	629 100%	158 25%	155 25%	119 19%	179 28%	142 22%	177 28%	142 23%	163 26%	426 68%	38 6%	48 8%	118 19%	75 12%	69 11%	170 27%	101 16%	214 34%	76 12%	55 9%	83 13%	415 66%
DIFFERENCE D/S	398 63%	97 62%	118 76%	53 45%	118 66%	116 82%	104 59%	101 71%	73 45%	255 60%	24 64%	37 77%	82 70%	43 57%	41 60%	119 70%	68 67%	127 59%	43 57%	32 58%	52 62%	271 65%
TOTAL CONSERVATIVE	442 70%	109 69%	123 79%	71 59%	128 71%	121 86%	116 66%	105 74%	97 59%	289 68%	26 69%	38 79%	90 76%	50 66%	47 69%	130 76%	73 73%	142 67%	51 67%	38 69%	59 71%	294 71%
TOTAL LIBERAL	44 7%	12 7%	5 3%	18 15%	9 5%	5 3%	12 7%	4 3%	24 14%	34 8%	2 4%	1 2%	8 7%	7 9%	6 9%	10 6%	5 5%	15 7%	7 10%	6 11%	8 9%	23 6%
Very Conservative	287 46%	63 40%	89 58%	40 34%	86 48%	87 61%	70 39%	71 50%	58 36%	180 42%	14 36%	26 55%	68 58%	29 39%	30 44%	90 53%	51 51%	87 41%	31 41%	23 42%	39 47%	194 47%
Somewhat Conservative	155 25%	46 29%	34 22%	30 25%	42 23%	35 24%	47 26%	34 24%	39 24%	110 26%	12 32%	11 24%	22 19%	21 27%	17 25%	39 23%	22 22%	56 26%	20 26%	15 26%	20 24%	100 24%
Moderate	129 20%	37 24%	23 15%	30 25%	33 19%	13 9%	47 27%	26 18%	41 25%	94 22%	10 27%	9 19%	16 13%	18 24%	15 21%	26 16%	19 19%	50 23%	16 21%	10 17%	16 19%	87 21%
DK/Refused	13 2%	- -	4 2%	1 1%	8 5%	3 2%	1 1%	7 5%	2 1%	9 2%	- -	- -	4 4%	- -	1 1%	3 2%	3 3%	6 3%	2 2%	2 3%	- -	10 2%
Somewhat Liberal	28 4%	7 4%	2 1%	12 10%	6 3%	2 1%	8 4%	3 2%	16 10%	25 6%	2 4%	- -	1 1%	5 7%	6 9%	7 4%	1 1%	9 4%	4 5%	3 6%	7 8%	14 3%
Very Liberal	16 3%	5 3%	3 2%	5 5%	4 2%	3 2%	4 3%	1 1%	8 5%	9 2%	- -	1 2%	7 6%	2 2%	- -	3 2%	5 5%	7 3%	4 5%	3 5%	1 1%	9 2%
<<Sigma>>	629 100%	158 100%	155 100%	119 100%	179 100%	142 100%	177 100%	142 100%	163 100%	426 100%	38 100%	48 100%	118 100%	75 100%	69 100%	170 100%	101 100%	214 100%	76 100%	55 100%	83 100%	415 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
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16. How often do you attend church or religious services?

	BANNER 1															
	IDEOLOGY			TRIBE			PARTY			CHURCH			RELIG/DENOM			
	TOTAL	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON GOP	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC
TOTAL	629 100%	287 46%	155 25%	173 28%	192 31%	256 41%	102 16%	347 55%	101 16%	172 27%	298 47%	77 12%	211 33%	139 22%	157 25%	77 12%
More than once a week	110 17%	77 27%	9 6%	21 12%	14 7%	82 32%	10 10%	77 22%	6 6%	25 14%	110 37%	- -	- -	53 38%	19 12%	5 6%
Once a week	188 30%	104 36%	45 29%	35 20%	40 21%	107 42%	30 29%	121 35%	23 23%	41 24%	188 63%	- -	- -	52 37%	52 33%	27 35%
Couple of times a month	54 9%	19 7%	16 10%	18 11%	30 16%	13 5%	4 4%	28 8%	13 12%	13 8%	- -	54 70%	- -	10 7%	19 12%	10 13%
Once a month	23 4%	9 3%	6 4%	8 4%	10 5%	7 3%	4 4%	9 3%	6 6%	8 5%	- -	23 30%	- -	5 4%	9 6%	2 3%
Once/twice a year	105 17%	33 11%	37 24%	33 19%	49 26%	24 9%	18 17%	53 15%	23 22%	29 17%	- -	- -	105 50%	10 7%	28 18%	18 24%
Never	106 17%	29 10%	30 19%	44 26%	44 23%	9 3%	27 26%	38 11%	25 25%	41 24%	- -	- -	106 50%	3 2%	20 13%	9 12%
DK/Refused	43 7%	17 6%	11 7%	14 8%	6 3%	15 6%	10 9%	21 6%	6 6%	16 9%	- -	- -	- -	6 4%	9 5%	5 6%
----- <<Sigma>>	629 100%	287 100%	155 100%	173 100%	192 100%	256 100%	102 100%	347 100%	101 100%	172 100%	298 100%	77 100%	211 100%	139 100%	157 100%	77 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
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16. How often do you attend church or religious services?

	BANNER 2																		
	EDUCATION					AGE						GENDER		GENERATION				INTERVIEW METHOD	
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE
TOTAL	629 100%	79 13%	204 32%	194 31%	146 23%	75 12%	82 13%	120 19%	126 20%	126 20%	82 13%	321 51%	308 49%	333 53%	201 32%	57 9%	19 3%	346 55%	283 45%
More than once a week	110 17%	16 20%	32 16%	36 19%	24 17%	17 23%	16 20%	14 12%	17 14%	19 15%	24 29%	48 15%	61 20%	60 18%	30 15%	13 23%	4 22%	59 17%	50 18%
Once a week	188 30%	32 41%	53 26%	68 35%	36 25%	21 27%	20 25%	38 32%	30 24%	43 34%	33 40%	83 26%	106 34%	106 32%	58 29%	18 32%	3 14%	93 27%	96 34%
Couple of times a month	54 9%	3 3%	17 8%	11 6%	23 16%	10 14%	18 22%	7 6%	8 6%	3 3%	5 6%	29 9%	25 8%	16 5%	25 13%	9 15%	2 9%	37 11%	17 6%
Once a month	23 4%	3 4%	5 3%	6 3%	9 6%	1 2%	3 4%	11 9%	3 2%	4 3%	- -	15 5%	8 3%	7 2%	14 7%	1 2%	* 2%	15 4%	8 3%
Once/twice a year	105 17%	14 17%	37 18%	33 17%	21 15%	15 20%	8 10%	19 16%	29 23%	22 18%	10 12%	62 19%	42 14%	62 19%	27 13%	7 13%	8 40%	56 16%	48 17%
Never	106 17%	9 12%	42 21%	29 15%	25 17%	10 13%	12 15%	24 20%	28 22%	20 16%	6 7%	61 19%	45 14%	54 16%	36 18%	8 13%	2 13%	65 19%	41 15%
DK/Refused	43 7%	3 4%	18 9%	10 5%	8 5%	1 2%	3 4%	6 5%	11 8%	15 12%	4 5%	22 7%	21 7%	30 9%	10 5%	1 2%	- -	20 6%	23 8%
----- <<Sigma>>	629 100%	79 100%	204 100%	194 100%	146 100%	75 100%	82 100%	120 100%	126 100%	126 100%	82 100%	321 100%	308 100%	333 100%	201 100%	57 100%	19 100%	346 100%	283 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



16. How often do you attend church or religious services?

	BANNER 3																						
	GENDER AGE					GEN/EDU				DMA				REGION					PRIMARY VOTE HISTORY				
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4	4 OF 4
TOTAL	629 100%	158 25%	155 25%	119 19%	179 28%	142 22%	177 28%	142 23%	163 26%	426 68%	38 6%	48 8%	118 19%	75 12%	69 11%	170 27%	101 16%	214 34%	76 12%	55 9%	83 13%	415 66%	
More than once a week	110 17%	24 15%	23 15%	23 20%	36 20%	21 15%	27 15%	26 18%	34 21%	68 16%	7 19%	7 14%	28 24%	5 7%	16 24%	41 24%	18 17%	30 14%	18 23%	3 5%	14 16%	75 18%	
Once a week	188 30%	44 28%	37 24%	35 29%	69 38%	32 22%	51 29%	53 37%	53 32%	124 29%	14 38%	10 20%	41 35%	19 25%	26 38%	62 37%	24 23%	58 27%	15 19%	17 31%	25 29%	132 32%	
Couple of times a month	54 9%	18 11%	10 6%	18 15%	6 3%	11 8%	17 10%	9 6%	16 10%	44 10%	2 5%	5 11%	3 3%	16 21%	3 4%	8 5%	7 7%	20 10%	3 4%	7 13%	7 8%	37 9%	
Once a month	23 4%	10 7%	5 3%	5 5%	2 1%	6 5%	9 5%	2 1%	6 4%	15 4%	1 2%	1 3%	6 5%	4 5%	1 1%	6 4%	5 5%	7 3%	3 3%	1 1%	1 1%	19 5%	
Once/twice a year	105 17%	29 18%	33 21%	13 11%	29 16%	33 23%	30 17%	18 13%	24 15%	71 17%	8 22%	10 22%	15 13%	12 16%	13 19%	19 11%	20 20%	40 19%	16 22%	11 19%	14 17%	63 15%	
Never	106 17%	28 18%	28 18%	18 15%	25 14%	29 20%	33 18%	23 16%	22 13%	79 19%	4 11%	9 20%	13 11%	16 21%	6 9%	21 12%	16 16%	47 22%	16 21%	14 26%	19 23%	57 14%	
DK/Refused	43 7%	4 3%	17 11%	6 5%	12 7%	10 7%	10 6%	11 8%	8 5%	26 6%	1 3%	5 10%	11 10%	4 6%	3 5%	12 7%	11 11%	12 6%	6 7%	2 4%	4 5%	31 7%	
<<Sigma>>	629 100%	158 100%	155 100%	119 100%	179 100%	142 100%	177 100%	142 100%	163 100%	426 100%	38 100%	48 100%	118 100%	75 100%	69 100%	170 100%	101 100%	214 100%	76 100%	55 100%	83 100%	415 100%	

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



17. Which of the following best describes your religion or religious denomination?

	BANNER 1															
	IDEOLOGY			TRIBE			PARTY			CHURCH			RELIG/DENOM			
	TOTAL	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON GOP	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC
TOTAL	629 100%	287 46%	155 25%	173 28%	192 31%	256 41%	102 16%	347 55%	101 16%	172 27%	298 47%	77 12%	211 33%	139 22%	157 25%	77 12%
Evangelical Protestant	139 22%	99 34%	15 10%	24 14%	20 10%	98 38%	15 14%	93 27%	18 18%	25 14%	104 35%	15 20%	13 6%	139 100%	-	-
Protestant Non-Evangelical	157 25%	56 19%	45 29%	54 31%	62 32%	47 18%	30 30%	76 22%	33 32%	48 28%	71 24%	28 37%	48 23%	-	157 100%	-
Catholic/ Roman Catholic	77 12%	29 10%	22 14%	25 14%	32 17%	26 10%	11 11%	38 11%	17 17%	20 11%	32 11%	12 16%	28 13%	-	-	77 100%
Orthodox Christian	42 7%	22 8%	17 11%	3 2%	13 7%	19 7%	8 7%	31 9%	7 7%	4 2%	17 6%	5 7%	16 8%	-	-	-
Jewish	11 2%	-	4 2%	7 4%	4 2%	1 *	1 1%	2 *	2 2%	6 4%	2 1%	2 2%	7 3%	-	-	-
Muslim	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Buddhist	2 *	1 *	-	1 *	-	-	1 1%	1 *	-	1 *	-	-	2 1%	-	-	-
Hindu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Atheist	20 3%	2 1%	5 3%	13 8%	6 3%	1 *	2 2%	3 1%	4 4%	13 7%	-	-	17 8%	-	-	-
Agnostic	15 2%	3 1%	4 3%	9 5%	10 5%	-	3 3%	4 1%	5 5%	7 4%	-	1 1%	14 7%	-	-	-
Latter-Day Saints/ Mormon	4 1%	1 *	1 1%	2 1%	-	2 1%	1 1%	2 1%	-	2 1%	4 1%	-	-	-	-	-
Other	120 19%	64 22%	27 17%	23 13%	29 15%	58 23%	20 20%	80 23%	11 10%	27 16%	59 20%	10 13%	43 21%	-	-	-
DK/Refused	44 7%	13 4%	15 10%	14 8%	16 8%	5 2%	11 11%	16 5%	6 6%	20 12%	9 3%	3 4%	22 10%	-	-	-
<<Sigma>>	629 100%	287 100%	155 100%	173 100%	192 100%	256 100%	102 100%	347 100%	101 100%	172 100%	298 100%	77 100%	211 100%	139 100%	157 100%	77 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



17. Which of the following best describes your religion or religious denomination?

	BANNER 2																		
	EDUCATION				AGE							GENDER		GENERATION			INTERVIEW METHOD		
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE
TOTAL	629 100%	79 13%	204 32%	194 31%	146 23%	75 12%	82 13%	120 19%	126 20%	126 20%	82 13%	321 51%	308 49%	333 53%	201 32%	57 9%	19 3%	346 55%	283 45%
Evangelical Protestant	139 22%	19 24%	50 25%	44 23%	25 17%	24 31%	17 21%	25 21%	24 19%	23 18%	24 29%	71 22%	68 22%	71 21%	42 21%	21 37%	3 15%	84 24%	55 19%
Protestant Non-Evangelical	157 25%	14 18%	33 16%	55 28%	54 37%	8 11%	23 28%	24 20%	32 25%	37 29%	25 31%	79 25%	77 25%	94 28%	47 23%	7 13%	1 5%	79 23%	78 27%
Catholic/ Roman Catholic	77 12%	4 5%	25 12%	29 15%	18 13%	6 8%	7 9%	16 13%	10 8%	26 21%	10 12%	33 10%	44 14%	46 14%	23 12%	6 10%	-	36 11%	40 14%
Orthodox Christian	42 7%	10 12%	12 6%	11 6%	8 5%	7 9%	4 5%	13 11%	9 7%	6 5%	2 3%	26 8%	16 5%	17 5%	17 8%	3 5%	5 24%	28 8%	14 5%
Jewish	11 2%	1 1%	2 1%	3 1%	5 3%	2 3%	1 1%	2 1%	3 2%	1 1%	2 3%	6 2%	4 1%	6 2%	3 1%	2 4%	-	5 1%	6 2%
Muslim	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Buddhist	2 *	1 1%	-	-	1 1%	-	1 1%	-	-	1 1%	-	1 *	1 *	1 *	1 *	-	-	-	2 1%
Hindu	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Atheist	20 3%	-	6 3%	3 2%	10 7%	1 2%	2 3%	7 6%	6 4%	3 2%	1 1%	15 5%	5 2%	9 3%	9 4%	1 1%	1 3%	11 3%	9 3%
Agnostic	15 2%	1 1%	4 2%	6 3%	4 3%	4 5%	3 4%	3 2%	4 3%	-	1 1%	13 4%	3 1%	6 2%	6 3%	4 6%	-	12 3%	3 1%
Latter-Day Saints/ Mormon	4 1%	-	3 1%	-	2 1%	1 2%	1 1%	1 1%	-	1 1%	-	3 1%	1 *	1 *	2 1%	1 3%	-	3 1%	1 *
Other	120 19%	24 31%	50 25%	33 17%	11 7%	14 19%	15 18%	28 23%	26 21%	20 16%	13 16%	51 16%	69 22%	60 18%	43 21%	9 15%	6 30%	66 19%	54 19%
DK/Refused	44 7%	5 7%	19 9%	9 5%	8 5%	8 11%	8 10%	1 1%	11 9%	8 6%	3 4%	24 8%	20 6%	22 7%	9 5%	4 7%	4 22%	22 6%	22 8%
<<Sigma>>	629 100%	79 100%	204 100%	194 100%	146 100%	75 100%	82 100%	120 100%	126 100%	126 100%	82 100%	321 100%	308 100%	333 100%	201 100%	57 100%	19 100%	346 100%	283 100%

NBD GEORGIA BRUSHFIRE
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17. Which of the following best describes your religion or religious denomination?

	BANNER 3																						
	GENDER AGE					GEN/EDU				DMA				REGION					PRIMARY VOTE HISTORY				
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4	4 OF 4
TOTAL	629 100%	158 25%	155 25%	119 19%	179 28%	142 22%	177 28%	142 23%	163 26%	426 68%	38 6%	48 8%	118 19%	75 12%	69 11%	170 27%	101 16%	214 34%	76 12%	55 9%	83 13%	415 66%	
Evangelical Protestant	139 22%	36 23%	34 22%	29 25%	37 21%	35 25%	36 20%	34 24%	34 21%	91 21%	8 21%	10 21%	30 25%	12 16%	16 24%	43 25%	22 22%	45 21%	18 23%	9 16%	19 23%	94 23%	
Protestant Non-Evangelical	157 25%	37 23%	38 25%	19 16%	56 31%	18 13%	61 34%	29 20%	48 30%	102 24%	14 37%	15 32%	25 21%	25 33%	19 27%	40 23%	26 26%	47 22%	20 26%	8 15%	17 20%	111 27%	
Catholic/ Roman Catholic	77 12%	15 9%	18 11%	14 12%	28 16%	14 10%	19 11%	15 10%	29 18%	58 14%	3 8%	5 11%	10 9%	14 18%	4 5%	10 6%	10 10%	39 18%	2 3%	9 17%	12 15%	53 13%	
Orthodox Christian	42 7%	18 11%	7 5%	6 5%	10 6%	13 9%	12 7%	9 6%	7 4%	29 7%	1 3%	4 8%	8 7%	2 3%	6 8%	15 9%	6 6%	13 6%	7 9%	5 8%	2 2%	29 7%	
Jewish	11 2%	2 2%	4 2%	2 2%	2 1%	1 1%	5 3%	2 2%	2 1%	10 2%	1 2%	- -	- -	5 7%	1 1%	- -	- -	5 2%	1 1%	1 1%	3 3%	6 1%	
Muslim	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
Buddhist	2 *	- -	1 1%	1 1%	- -	1 1%	- -	- -	1 *	- -	- -	- -	2 1%	- -	- -	- -	2 2%	- -	- -	- -	- -	2 *	
Hindu	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	
Atheist	20 3%	6 4%	8 5%	4 3%	1 1%	4 3%	10 6%	2 1%	3 2%	9 2%	2 6%	2 3%	7 6%	4 5%	3 4%	4 2%	5 5%	4 2%	7 9%	3 5%	3 3%	7 2%	
Agnostic	15 2%	7 5%	5 3%	2 2%	1 1%	4 3%	9 5%	1 1%	2 1%	12 3%	1 2%	- -	3 2%	2 2%	1 2%	4 2%	3 2%	6 3%	2 2%	- -	3 3%	11 3%	
Latter-Day Saints/ Mormon	4 1%	2 1%	1 1%	1 1%	- -	1 1%	2 1%	1 1%	- -	4 1%	- -	- -	- -	1 1%	- -	1 1%	- -	2 1%	3 3%	1 2%	- -	1 *	
Other	120 19%	23 15%	27 17%	34 28%	33 18%	34 24%	16 9%	40 28%	27 17%	75 18%	6 16%	11 23%	28 24%	6 8%	16 23%	36 21%	24 24%	38 18%	12 15%	14 25%	20 24%	74 18%	
DK/Refused	44 7%	11 7%	12 8%	7 6%	10 6%	15 11%	8 4%	9 6%	9 6%	36 8%	2 5%	1 2%	5 4%	4 6%	3 5%	17 10%	3 3%	16 7%	6 7%	6 11%	5 6%	28 7%	
<<Sigma>>	629 100%	158 100%	155 100%	119 100%	179 100%	142 100%	177 100%	142 100%	163 100%	426 100%	38 100%	48 100%	118 100%	75 100%	69 100%	170 100%	101 100%	214 100%	76 100%	55 100%	83 100%	415 100%	

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18. What is the highest level of formal education you have completed?

	BANNER 1															
	IDEOLOGY			TRIBE			PARTY			CHURCH			RELIG/DENOM			
	TOTAL	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON GOP	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC
TOTAL	629 100%	287 46%	155 25%	173 28%	192 31%	256 41%	102 16%	347 55%	101 16%	172 27%	298 47%	77 12%	211 33%	139 22%	157 25%	77 12%
High school or Less	79 13%	49 17%	17 11%	9 5%	13 7%	46 18%	18 17%	55 16%	8 7%	14 8%	48 16%	5 7%	23 11%	19 14%	14 9%	4 5%
Some College / Associates Degree	204 32%	109 38%	51 33%	38 22%	57 29%	91 36%	38 37%	130 38%	24 24%	47 27%	84 28%	22 29%	79 38%	50 36%	33 21%	25 33%
Bachelor's Degree	194 31%	85 30%	48 31%	58 34%	64 33%	79 31%	22 22%	97 28%	34 34%	60 35%	104 35%	17 23%	62 29%	44 32%	55 35%	29 38%
Post graduate	146 23%	42 15%	37 24%	65 38%	59 31%	39 15%	23 23%	62 18%	36 35%	48 28%	60 20%	31 41%	46 22%	25 18%	54 35%	18 24%
DK/Refused	6 1%	2 1%	1 1%	2 1%	- -	2 1%	1 1%	2 1%	- -	4 2%	2 1%	1 1%	- -	- -	1 *	- -
----- <<Sigma>>	629 100%	287 100%	155 100%	173 100%	192 100%	256 100%	102 100%	347 100%	101 100%	172 100%	298 100%	77 100%	211 100%	139 100%	157 100%	77 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
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18. What is the highest level of formal education you have completed?

	BANNER 2																			
	EDUCATION					AGE						GENDER		GENERATION					INTERVIEW METHOD	
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE	
TOTAL	629 100%	79 13%	204 32%	194 31%	146 23%	75 12%	82 13%	120 19%	126 20%	126 20%	82 13%	321 51%	308 49%	333 53%	201 32%	57 9%	19 3%	346 55%	283 45%	
High school or Less	79 13%	79 100%	- -	- -	- -	3 4%	2 2%	15 13%	15 12%	23 18%	20 24%	34 11%	45 15%	57 17%	17 8%	2 3%	2 8%	33 10%	46 16%	
Some College / Associates Degree	204 32%	- -	204 100%	- -	- -	19 25%	24 29%	40 34%	38 30%	49 39%	27 33%	107 33%	97 31%	114 34%	64 32%	15 27%	4 19%	106 31%	98 35%	
Bachelor's Degree	194 31%	- -	- -	194 100%	- -	38 50%	25 31%	40 33%	37 30%	33 26%	18 22%	100 31%	94 30%	88 26%	65 32%	24 43%	13 70%	124 36%	70 25%	
Post graduate	146 23%	- -	- -	- -	146 100%	16 21%	28 35%	24 20%	34 27%	21 17%	17 21%	76 24%	69 23%	72 22%	53 26%	15 27%	* 3%	79 23%	66 23%	
DK/Refused	6 1%	- -	- -	- -	- -	- -	3 4%	- -	2 2%	- -	- -	3 1%	3 1%	2 1%	3 1%	- -	- -	4 1%	2 1%	
----- <<Sigma>>	629 100%	79 100%	204 100%	194 100%	146 100%	75 100%	82 100%	120 100%	126 100%	126 100%	82 100%	321 100%	308 100%	333 100%	201 100%	57 100%	19 100%	346 100%	283 100%	

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
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18. What is the highest level of formal education you have completed?

	BANNER 3																						
	GENDER AGE					GEN/EDU				DMA				REGION					PRIMARY VOTE HISTORY				
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4	
TOTAL	629 100%	158 25%	155 25%	119 19%	179 28%	142 22%	177 28%	142 23%	163 26%	426 68%	38 6%	48 8%	118 19%	75 12%	69 11%	170 27%	101 16%	214 34%	76 12%	55 9%	83 13%	415 66%	
High school or Less	79 13%	13 8%	21 14%	8 7%	36 20%	34 24%	- -	45 32%	- -	43 10%	6 17%	10 22%	20 17%	1 1%	13 19%	31 18%	16 16%	19 9%	10 13%	6 10%	12 14%	52 13%	
Some College / Associates Degree	204 32%	51 32%	52 33%	32 26%	62 35%	107 76%	- -	97 68%	- -	130 30%	13 33%	18 38%	44 37%	14 19%	23 33%	52 30%	43 42%	72 34%	25 33%	19 35%	24 29%	135 33%	
Bachelor's Degree	194 31%	55 35%	44 29%	48 40%	43 24%	- -	100 57%	- -	94 57%	148 35%	9 24%	8 17%	29 24%	33 44%	18 26%	55 32%	16 16%	72 33%	25 33%	21 39%	30 36%	118 28%	
Post graduate	146 23%	38 24%	37 24%	31 26%	35 20%	- -	76 43%	- -	69 43%	102 24%	10 26%	11 23%	23 20%	27 36%	15 21%	28 17%	25 25%	51 24%	16 21%	9 16%	17 21%	104 25%	
DK/Refused	6 1%	2 1%	1 *	1 1%	2 1%	- -	- -	- -	- -	4 1%	- -	1 1%	2 1%	- -	* 1%	4 2%	1 1%	* *	- -	- -	- -	6 1%	
<<Sigma>>	629 100%	158 100%	155 100%	119 100%	179 100%	142 100%	177 100%	142 100%	163 100%	426 100%	38 100%	48 100%	118 100%	75 100%	69 100%	170 100%	101 100%	214 100%	76 100%	55 100%	83 100%	415 100%	

NBD GEORGIA BRUSHFIRE
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19. Age

	BANNER 1															
	IDEOLOGY			TRIBE			PARTY			CHURCH			RELIG/DENOM			
	TOTAL	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON GOP	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC
TOTAL	629 100%	287 46%	155 25%	173 28%	192 31%	256 41%	102 16%	347 55%	101 16%	172 27%	298 47%	77 12%	211 33%	139 22%	157 25%	77 12%
18-24	19 3%	4 1%	8 5%	7 4%	11 6%	3 1%	2 2%	4 1%	7 7%	8 5%	7 2%	2 3%	10 5%	3 2%	1 1%	- -
25-34	57 9%	22 8%	12 8%	23 13%	18 10%	26 10%	5 5%	32 9%	9 9%	14 8%	31 10%	10 12%	15 7%	21 15%	7 5%	6 7%
35-44	82 13%	26 9%	26 16%	31 18%	34 18%	19 8%	11 11%	38 11%	13 13%	31 18%	37 12%	21 27%	20 10%	17 12%	23 15%	7 10%
45-54	120 19%	51 18%	31 20%	37 21%	37 19%	49 19%	17 17%	67 19%	22 22%	29 17%	52 17%	18 24%	43 20%	25 18%	24 16%	16 21%
55-64	126 20%	61 21%	32 21%	31 18%	38 20%	53 21%	19 19%	64 19%	27 27%	32 19%	47 16%	11 14%	57 27%	24 17%	32 20%	10 14%
65-74	126 20%	63 22%	29 18%	27 15%	28 15%	56 22%	31 31%	76 22%	10 10%	37 21%	61 21%	7 9%	42 20%	23 16%	37 23%	26 34%
75 or over	82 13%	51 18%	15 10%	14 8%	22 11%	45 17%	11 11%	59 17%	10 10%	12 7%	57 19%	5 6%	16 8%	24 17%	25 16%	10 13%
Refused	19 3%	10 3%	3 2%	6 3%	5 3%	6 2%	5 5%	7 2%	3 3%	9 5%	6 2%	3 4%	6 3%	2 2%	7 4%	2 2%
----- <<Sigma>>	629 100%	287 100%	155 100%	173 100%	192 100%	256 100%	102 100%	347 100%	101 100%	172 100%	298 100%	77 100%	211 100%	139 100%	157 100%	77 100%

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19. Age

BANNER 2

	EDUCATION					AGE						GENDER		GENERATION			INTERVIEW METHOD		
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE
TOTAL	629 100%	79 13%	204 32%	194 31%	146 23%	75 12%	82 13%	120 19%	126 20%	126 20%	82 13%	321 51%	308 49%	333 53%	201 32%	57 9%	19 3%	346 55%	283 45%
18-24	19 3%	2 2%	4 2%	13 7%	* *	19 25%	- -	- -	- -	- -	- -	13 4%	6 2%	- -	- -	- -	19 100%	18 5%	* *
25-34	57 9%	2 2%	15 8%	24 13%	15 10%	57 75%	- -	- -	- -	- -	- -	35 11%	22 7%	- -	- -	57 100%	- -	56 16%	1 *
35-44	82 13%	2 2%	24 12%	25 13%	28 19%	- -	82 100%	- -	- -	- -	- -	40 12%	42 14%	- -	82 41%	- -	- -	78 23%	4 1%
45-54	120 19%	15 19%	40 20%	40 20%	24 17%	- -	- -	120 100%	- -	- -	- -	70 22%	50 16%	- -	120 59%	- -	- -	110 32%	9 3%
55-64	126 20%	15 18%	38 19%	37 19%	34 23%	- -	- -	- -	126 100%	- -	- -	57 18%	68 22%	126 38%	- -	- -	- -	39 11%	86 31%
65-74	126 20%	23 29%	49 24%	33 17%	21 15%	- -	- -	- -	- -	126 100%	- -	62 19%	64 21%	126 38%	- -	- -	- -	25 7%	100 36%
75 or over	82 13%	20 25%	27 13%	18 9%	17 12%	- -	- -	- -	- -	- -	82 100%	35 11%	47 15%	82 25%	- -	- -	- -	8 2%	74 26%
Refused	19 3%	1 2%	7 3%	4 2%	6 4%	- -	- -	- -	- -	- -	- -	8 3%	10 3%	- -	- -	- -	- -	11 3%	8 3%
----- <<Sigma>>	629 100%	79 100%	204 100%	194 100%	146 100%	75 100%	82 100%	120 100%	126 100%	126 100%	82 100%	321 100%	308 100%	333 100%	201 100%	57 100%	19 100%	346 100%	283 100%

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19. Age

BANNER 3

	GENDER AGE				GEN/EDU				DMA				REGION				PRIMARY VOTE HISTORY					
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/ MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4
TOTAL	629 100%	158 25%	155 25%	119 19%	179 28%	142 22%	177 28%	142 23%	163 26%	426 68%	38 6%	48 8%	118 19%	75 12%	69 11%	170 27%	101 16%	214 34%	76 12%	55 9%	83 13%	415 66%
18-24	19 3%	13 8%	-	6 5%	-	3 2%	10 6%	2 2%	4 2%	18 4%	-	-	* *	1 1%	3 4%	8 5%	* *	6 3%	10 13%	3 5%	2 3%	4 1%
25-34	57 9%	35 22%	-	22 18%	-	13 9%	22 13%	5 3%	17 10%	47 11%	1 2%	4 8%	6 5%	11 15%	2 3%	18 11%	7 7%	18 8%	12 15%	5 9%	11 13%	29 7%
35-44	82 13%	40 25%	-	42 35%	-	18 13%	21 12%	8 5%	33 20%	65 15%	2 6%	8 7%	16 22%	4 6%	27 16%	8 8%	26 12%	6 7%	8 14%	14 17%	54 13%	
45-54	120 19%	70 44%	-	50 42%	-	31 22%	39 22%	25 17%	25 15%	78 18%	6 15%	12 25%	24 20%	10 13%	8 11%	32 19%	22 22%	48 22%	13 18%	14 25%	17 20%	76 18%
55-64	126 20%	-	57 37%	-	68 38%	25 17%	32 18%	28 20%	39 24%	89 21%	8 21%	9 18%	20 17%	14 19%	13 18%	30 17%	19 19%	50 24%	14 19%	12 21%	19 23%	81 19%
65-74	126 20%	-	62 40%	-	64 36%	32 23%	30 17%	39 28%	24 15%	72 17%	13 34%	11 23%	30 25%	12 16%	18 27%	17 10%	35 35%	43 20%	11 14%	14 25%	7 8%	94 23%
75 or over	82 13%	-	35 23%	-	47 26%	16 11%	19 11%	31 22%	16 10%	45 10%	8 21%	2 5%	27 23%	7 10%	19 28%	32 19%	5 5%	18 8%	5 7%	-	12 14%	65 16%
Refused	19 3%	-	-	-	-	5 3%	3 2%	4 3%	6 4%	13 3%	* 1%	3 7%	2 2%	3 4%	2 2%	5 3%	4 4%	5 2%	5 7%	-	2 2%	12 3%
----- <<Sigma>>	629 100%	158 100%	155 100%	119 100%	179 100%	142 100%	177 100%	142 100%	163 100%	426 100%	38 100%	48 100%	118 100%	75 100%	69 100%	170 100%	101 100%	214 100%	76 100%	55 100%	83 100%	415 100%

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n=629 REPUBLICAN PRIMARY VOTERS
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20. Sex: BY OBSERVATION

	BANNER 1																
	IDEOLOGY			TRIBE			PARTY			CHURCH			RELIG/DENOM				
TOTAL	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC		
TOTAL	629	287	155	173	192	256	102	347	101	172	298	77	211	139	157	77	
	100%	46%	25%	28%	31%	41%	16%	55%	16%	27%	47%	12%	33%	22%	25%	12%	
Male	321	157	81	79	107	131	54	176	56	86	131	44	124	71	79	33	
	51%	55%	52%	46%	56%	51%	53%	51%	56%	50%	44%	57%	59%	51%	51%	43%	
Female	308	130	74	94	85	126	48	170	45	86	167	33	87	68	77	44	
	49%	45%	48%	54%	44%	49%	47%	49%	44%	50%	56%	43%	41%	49%	49%	57%	
----- <<Sigma>>	629	287	155	173	192	256	102	347	101	172	298	77	211	139	157	77	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



20. Sex: BY OBSERVATION

	BANNER 2																		
	EDUCATION					AGE						GENDER		GENERATION				INTERVIEW METHOD	
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE
TOTAL	629	79	204	194	146	75	82	120	126	126	82	321	308	333	201	57	19	346	283
	100%	13%	32%	31%	23%	12%	13%	19%	20%	20%	13%	51%	49%	53%	32%	9%	3%	55%	45%
Male	321	34	107	100	76	48	40	70	57	62	35	321	-	155	110	35	13	186	135
	51%	43%	53%	52%	52%	63%	49%	58%	46%	49%	43%	100%	-	46%	55%	62%	68%	54%	48%
Female	308	45	97	94	69	28	42	50	68	64	47	-	308	179	91	22	6	160	148
	49%	57%	47%	48%	48%	37%	51%	42%	54%	51%	57%	-	100%	54%	45%	38%	32%	46%	52%
----- <<Sigma>>	629	79	204	194	146	75	82	120	126	126	82	321	308	333	201	57	19	346	283
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



20. Sex: BY OBSERVATION

	BANNER 3																					
	GENDER AGE				GEN/EDU				DMA				REGION				PRIMARY VOTE HISTORY					
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4
TOTAL	629 100%	158 25%	155 25%	119 19%	179 28%	142 22%	177 28%	142 23%	163 26%	426 68%	38 6%	48 8%	118 19%	75 12%	69 11%	170 27%	101 16%	214 34%	76 12%	55 9%	83 13%	415 66%
Male	321 51%	158 100%	155 100%	- -	- -	142 100%	177 100%	- -	- -	211 50%	18 48%	26 55%	65 55%	37 49%	30 44%	101 59%	49 49%	104 49%	54 71%	31 57%	38 46%	197 48%
Female	308 49%	- -	- -	119 100%	179 100%	- -	- -	142 100%	163 100%	215 50%	20 52%	21 45%	52 45%	39 51%	39 56%	69 41%	52 51%	110 51%	22 29%	24 43%	45 54%	217 52%
<<Sigma>>	629 100%	158 100%	155 100%	119 100%	179 100%	142 100%	177 100%	142 100%	163 100%	426 100%	38 100%	48 100%	118 100%	75 100%	69 100%	170 100%	101 100%	214 100%	76 100%	55 100%	83 100%	415 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



21. Congressional District: PRE-CODE

	BANNER 1															
	TOTAL	IDEOLOGY			TRIBE			PARTY			CHURCH			RELIG/DENOM		
		VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC
TOTAL	629 100%	287 46%	155 25%	173 28%	192 31%	256 41%	102 16%	347 55%	101 16%	172 27%	298 47%	77 12%	211 33%	139 22%	157 25%	77 12%
CD 1	42 7%	18 6%	11 7%	13 7%	11 6%	18 7%	7 7%	25 7%	5 5%	11 6%	21 7%	6 8%	13 6%	10 7%	12 8%	8 11%
CD 2	14 2%	8 3%	4 2%	3 1%	4 2%	4 2%	5 5%	8 2%	1 1%	4 3%	10 3%	1 1%	3 2%	4 3%	3 2%	2 2%
CD 3	51 8%	21 7%	10 6%	18 10%	16 8%	17 7%	11 11%	23 7%	8 8%	17 10%	27 9%	6 7%	13 6%	10 7%	11 7%	4 6%
CD 4	17 3%	10 4%	3 2%	4 2%	6 3%	7 3%	2 2%	10 3%	3 3%	4 2%	8 3%	3 3%	4 2%	5 4%	2 2%	3 4%
CD 5	22 3%	8 3%	5 3%	9 5%	12 6%	4 1%	- -	11 3%	5 5%	5 3%	4 1%	9 12%	9 4%	3 2%	8 5%	3 5%
CD 6	58 9%	28 10%	17 11%	12 7%	19 10%	23 9%	5 5%	35 10%	12 12%	12 7%	26 9%	10 13%	20 10%	12 9%	14 9%	15 19%
CD 7	48 8%	16 6%	11 7%	21 12%	23 12%	15 6%	5 5%	22 6%	9 9%	15 9%	15 5%	7 9%	22 10%	9 7%	15 9%	9 12%
CD 8	48 8%	22 8%	9 6%	16 9%	12 6%	20 8%	9 9%	27 8%	5 5%	16 9%	20 7%	4 6%	17 8%	9 6%	16 10%	3 4%
CD 9	64 10%	25 9%	18 12%	18 11%	19 10%	25 10%	13 13%	39 11%	9 9%	16 9%	40 14%	5 7%	16 7%	14 10%	13 8%	6 8%
CD 10	47 7%	24 8%	11 7%	12 7%	11 5%	23 9%	11 11%	25 7%	9 9%	12 7%	31 10%	5 7%	9 4%	13 9%	11 7%	* 1%
CD 11	87 14%	27 9%	28 18%	29 17%	35 18%	29 11%	13 12%	37 11%	20 20%	28 16%	34 12%	11 14%	37 18%	17 12%	24 15%	16 21%
CD 12	54 9%	35 12%	11 7%	6 3%	10 5%	31 12%	10 10%	35 10%	5 5%	13 8%	26 9%	3 4%	19 9%	14 10%	16 10%	3 3%
CD 13	30 5%	16 6%	6 4%	7 4%	2 1%	15 6%	6 6%	17 5%	3 3%	9 5%	11 4%	2 3%	14 7%	8 6%	2 1%	1 2%
CD 14	46 7%	30 10%	11 7%	5 3%	13 7%	26 10%	4 4%	32 9%	6 5%	9 5%	24 8%	6 8%	14 7%	11 8%	9 6%	2 3%
<<Sigma>>	629 100%	287 100%	155 100%	173 100%	192 100%	256 100%	102 100%	347 100%	101 100%	172 100%	298 100%	77 100%	211 100%	139 100%	157 100%	77 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



21. Congressional District: PRE-CODE

	BANNER 2																		
	EDUCATION					AGE						GENDER		GENERATION				INTERVIEW METHOD	
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE
TOTAL	629 100%	79 13%	204 32%	194 31%	146 23%	75 12%	82 13%	120 19%	126 20%	126 20%	82 13%	321 51%	308 49%	333 53%	201 32%	57 9%	19 3%	346 55%	283 45%
CD 1	42 7%	5 6%	18 9%	9 5%	9 6%	4 6%	3 4%	11 9%	3 2%	19 15%	1 1%	17 5%	25 8%	23 7%	14 7%	4 8%	- -	26 7%	17 6%
CD 2	14 2%	6 7%	4 2%	2 1%	3 2%	- -	1 1%	3 2%	3 2%	5 4%	2 3%	7 2%	7 2%	10 3%	4 2%	- -	- -	6 2%	8 3%
CD 3	51 8%	5 6%	18 9%	19 10%	8 6%	7 9%	4 5%	8 7%	13 11%	10 8%	7 8%	22 7%	29 10%	30 9%	12 6%	4 6%	3 16%	23 7%	28 10%
CD 4	17 3%	1 1%	8 4%	4 2%	4 3%	6 8%	2 2%	2 2%	4 3%	2 2%	- -	14 4%	3 1%	6 2%	4 2%	5 9%	1 4%	11 3%	7 2%
CD 5	22 3%	1 1%	3 1%	9 4%	9 6%	4 5%	5 6%	2 1%	4 4%	3 2%	3 4%	10 3%	12 4%	10 3%	7 3%	4 6%	1 3%	15 4%	7 2%
CD 6	58 9%	- -	15 7%	27 14%	16 11%	8 10%	12 15%	7 6%	13 10%	12 9%	5 6%	23 7%	35 11%	30 9%	19 10%	6 11%	2 8%	38 11%	20 7%
CD 7	48 8%	4 5%	16 8%	16 8%	12 8%	7 9%	4 5%	6 5%	13 11%	12 9%	5 6%	23 7%	25 8%	29 9%	10 5%	6 10%	1 6%	21 6%	27 9%
CD 8	48 8%	4 5%	19 9%	9 5%	16 11%	2 3%	2 3%	8 7%	12 10%	21 17%	2 2%	24 7%	24 8%	35 11%	11 5%	2 3%	* 2%	17 5%	31 11%
CD 9	64 10%	15 19%	15 7%	26 14%	6 4%	14 18%	13 16%	13 10%	9 7%	2 2%	12 15%	33 10%	31 10%	23 7%	26 13%	5 10%	8 44%	40 11%	24 9%
CD 10	47 7%	7 9%	11 5%	14 7%	15 10%	8 10%	7 9%	4 3%	7 6%	8 6%	12 14%	21 7%	26 8%	27 8%	11 6%	7 12%	1 5%	22 6%	25 9%
CD 11	87 14%	7 9%	21 10%	32 16%	27 19%	9 12%	11 13%	24 20%	16 13%	20 16%	6 7%	47 15%	41 13%	42 13%	35 17%	8 14%	1 6%	59 17%	29 10%
CD 12	54 9%	12 15%	18 9%	12 6%	11 8%	3 4%	8 10%	7 6%	12 10%	1 1%	18 22%	31 10%	23 7%	31 9%	15 8%	3 6%	- -	27 8%	27 9%
CD 13	30 5%	5 6%	15 7%	5 3%	5 3%	1 2%	1 1%	13 11%	4 3%	5 4%	4 5%	16 5%	14 5%	13 4%	14 7%	1 1%	1 3%	18 5%	12 4%
CD 14	46 7%	8 10%	24 12%	11 5%	3 2%	3 4%	8 10%	11 9%	11 9%	6 5%	5 6%	34 11%	12 4%	22 7%	19 9%	2 4%	1 4%	23 7%	23 8%
<<Sigma>>	629 100%	79 100%	204 100%	194 100%	146 100%	75 100%	82 100%	120 100%	126 100%	126 100%	82 100%	321 100%	308 100%	333 100%	201 100%	57 100%	19 100%	346 100%	283 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



21. Congressional District: PRE-CODE

	BANNER 3																					
	GENDER AGE					GEN/EDU				DMA				REGION				PRIMARY VOTE HISTORY				
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/ MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4
TOTAL	629 100%	158 25%	155 25%	119 19%	179 28%	142 22%	177 28%	142 23%	163 26%	426 68%	38 6%	48 8%	118 19%	75 12%	69 11%	170 27%	101 16%	214 34%	76 12%	55 9%	83 13%	415 66%
CD 1	42 7%	9 6%	8 5%	10 8%	15 8%	10 7%	6 3%	13 9%	12 7%	- -	- -	26 55%	16 14%	- -	- -	- -	42 42%	- -	4 5%	3 5%	6 7%	30 7%
CD 2	14 2%	2 1%	5 3%	2 1%	5 3%	3 2%	4 2%	6 5%	1 1%	- -	5 12%	- -	10 8%	- -	8 11%	- -	7 7%	- -	2 2%	- -	1 1%	11 3%
CD 3	51 8%	7 5%	13 9%	11 9%	17 9%	11 8%	10 6%	11 8%	18 11%	47 11%	- -	- -	4 3%	- -	22 32%	3 2%	- -	26 12%	7 9%	6 11%	7 9%	31 7%
CD 4	17 3%	9 5%	5 3%	1 1%	1 1%	7 5%	7 4%	1 1%	2 1%	17 4%	- -	- -	- -	6 9%	- -	4 3%	- -	6 3%	4 5%	1 1%	3 4%	10 2%
CD 5	22 3%	7 4%	3 2%	4 4%	7 4%	2 1%	8 4%	2 2%	10 6%	22 5%	- -	- -	- -	19 25%	- -	- -	- -	3 1%	2 2%	2 3%	8 10%	10 2%
CD 6	58 9%	11 7%	12 8%	16 13%	18 10%	5 4%	18 10%	9 7%	26 16%	58 14%	- -	- -	- -	41 55%	- -	- -	- -	17 8%	1 2%	8 15%	8 9%	41 10%
CD 7	48 8%	9 6%	13 9%	8 7%	16 9%	7 5%	16 9%	12 9%	13 8%	48 11%	- -	- -	- -	1 1%	- -	1 *	- -	46 22%	6 8%	5 10%	6 8%	30 7%
CD 8	48 8%	7 4%	17 11%	6 5%	18 10%	10 7%	14 8%	13 9%	11 7%	- -	21 56%	1 1%	26 22%	- -	19 28%	- -	29 28%	- -	5 7%	4 6%	2 3%	37 9%
CD 9	64 10%	25 16%	7 4%	14 12%	17 9%	10 7%	23 13%	20 14%	10 6%	57 13%	- -	- -	7 6%	- -	- -	54 32%	- -	10 4%	13 16%	4 7%	11 14%	36 9%
CD 10	47 7%	10 6%	11 7%	9 8%	16 9%	8 6%	13 7%	11 7%	16 10%	36 8%	7 17%	- -	5 4%	- -	11 16%	26 16%	- -	9 4%	5 7%	5 10%	2 2%	35 8%
CD 11	87 14%	23 14%	24 15%	21 18%	18 10%	16 12%	30 17%	12 8%	29 18%	86 20%	- -	- -	2 1%	7 10%	- -	9 5%	- -	71 33%	5 7%	9 17%	14 16%	59 14%
CD 12	54 9%	12 8%	16 10%	6 5%	15 9%	16 11%	14 8%	13 9%	10 6%	- -	5 14%	21 44%	28 24%	- -	9 13%	22 13%	23 23%	- -	11 15%	2 3%	4 5%	37 9%
CD 13	30 5%	11 7%	5 3%	5 4%	8 5%	11 8%	5 3%	9 6%	5 3%	27 6%	- -	- -	3 3%	1 1%	- -	4 2%	- -	25 12%	7 9%	3 5%	4 5%	16 4%
CD 14	46 7%	17 10%	16 11%	5 5%	6 3%	24 17%	11 6%	8 6%	3 2%	28 7%	- -	- -	18 15%	- -	- -	46 27%	- -	- -	4 6%	4 6%	6 7%	32 8%
<<Sigma>>	629 100%	158 100%	155 100%	119 100%	179 100%	142 100%	177 100%	142 100%	163 100%	426 100%	38 100%	48 100%	118 100%	75 100%	69 100%	170 100%	101 100%	214 100%	76 100%	55 100%	83 100%	415 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



22. Media Market: PRE-CODE

BANNER 1	IDEOLOGY			TRIBE			PARTY			CHURCH			RELIG/DENOM			
	TOTAL	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON GOP	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC
TOTAL	629 100%	287 46%	155 25%	173 28%	192 31%	256 41%	102 16%	347 55%	101 16%	172 27%	298 47%	77 12%	211 33%	139 22%	157 25%	77 12%
Albany	16 3%	9 3%	3 2%	2 1%	2 1%	8 3%	6 5%	11 3%	- -	4 3%	7 2%	* 1%	8 4%	3 2%	6 4%	- -
Atlanta	426 68%	180 62%	110 71%	128 74%	146 76%	158 62%	64 63%	221 64%	79 78%	118 69%	192 64%	59 76%	150 71%	91 66%	102 65%	58 76%
Augusta	32 5%	21 7%	4 2%	5 3%	8 4%	20 8%	1 1%	21 6%	3 3%	8 5%	21 7%	1 1%	5 2%	12 9%	9 6%	3 3%
Chattanooga	21 3%	14 5%	3 2%	3 2%	4 2%	14 5%	- -	14 4%	3 3%	4 2%	12 4%	4 5%	5 2%	5 4%	5 3%	1 2%
Columbus	7 1%	6 2%	1 1%	1 *	2 1%	3 1%	2 2%	5 1%	1 1%	2 1%	5 2%	- -	2 1%	2 1%	1 *	- -
Greenville/ Spartanburg/ Asheville	7 1%	4 1%	3 2%	- -	- -	5 2%	1 1%	5 2%	- -	1 1%	7 2%	- -	- -	- -	- -	1 2%
Jacksonville	16 3%	7 2%	4 3%	4 2%	3 2%	7 3%	3 3%	10 3%	1 1%	4 2%	10 3%	2 2%	3 2%	4 3%	2 1%	3 4%
Macon	38 6%	14 5%	12 8%	12 7%	12 6%	13 5%	10 10%	22 6%	7 7%	8 5%	21 7%	3 4%	12 6%	8 6%	14 9%	3 4%
Savannah	48 8%	26 9%	11 7%	10 6%	11 6%	20 8%	12 12%	28 8%	6 6%	14 8%	16 5%	7 9%	20 9%	10 7%	15 10%	5 7%
Tallahassee	19 3%	7 2%	3 2%	8 5%	4 2%	8 3%	2 2%	9 2%	2 2%	8 4%	6 2%	3 3%	6 3%	4 3%	2 1%	2 3%
----- <<Sigma>>	629 100%	287 100%	155 100%	173 100%	192 100%	256 100%	102 100%	347 100%	101 100%	172 100%	298 100%	77 100%	211 100%	139 100%	157 100%	77 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



22. Media Market: PRE-CODE

	BANNER 2																		
	EDUCATION					AGE						GENDER		GENERATION				INTERVIEW METHOD	
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE
TOTAL	629 100%	79 13%	204 32%	194 31%	146 23%	75 12%	82 13%	120 19%	126 20%	126 20%	82 13%	321 51%	308 49%	333 53%	201 32%	57 9%	19 3%	346 55%	283 45%
Albany	16 3%	3 4%	9 5%	2 1%	2 1%	* 1%	- -	3 2%	3 2%	7 6%	2 3%	6 2%	10 3%	12 4%	3 1%	- -	* 2%	6 2%	10 4%
Atlanta	426 68%	43 54%	130 64%	148 77%	102 70%	65 86%	65 79%	78 65%	89 71%	72 57%	45 55%	211 66%	215 70%	206 62%	142 71%	47 82%	18 98%	254 73%	172 61%
Augusta	32 5%	2 3%	7 4%	13 7%	8 6%	3 3%	5 6%	2 2%	5 4%	1 1%	15 18%	20 6%	11 4%	22 6%	7 3%	3 5%	- -	11 3%	21 7%
Chattanooga	21 3%	6 7%	10 5%	5 3%	* *	- -	2 3%	9 8%	2 2%	3 2%	4 5%	19 6%	1 *	9 3%	11 6%	- -	- -	12 3%	9 3%
Columbus	7 1%	2 3%	1 1%	2 1%	1 1%	- -	- -	1 1%	3 2%	2 2%	1 2%	4 1%	3 1%	6 2%	1 *	- -	- -	1 *	6 2%
Greenville/ Spartanburg/ Asheville	7 1%	4 5%	1 1%	1 1%	- -	- -	- -	2 2%	- -	- -	4 5%	1 *	6 2%	4 1%	2 1%	- -	- -	2 1%	4 2%
Jacksonville	16 3%	2 2%	9 4%	3 1%	2 1%	2 2%	1 1%	4 3%	1 1%	9 7%	- -	4 1%	12 4%	9 3%	5 2%	2 3%	- -	9 3%	7 3%
Macon	38 6%	6 8%	13 6%	9 5%	10 7%	1 1%	2 3%	6 5%	8 6%	13 10%	8 9%	18 6%	20 6%	28 9%	8 4%	1 1%	- -	14 4%	24 8%
Savannah	48 8%	10 13%	18 9%	8 4%	11 7%	4 5%	6 8%	12 10%	9 7%	11 9%	2 3%	26 8%	21 7%	22 7%	18 9%	4 6%	- -	33 10%	14 5%
Tallahassee	19 3%	1 1%	6 3%	2 1%	10 7%	2 2%	1 1%	3 2%	6 5%	7 6%	- -	11 3%	8 3%	13 4%	3 2%	2 3%	- -	4 1%	14 5%
----- <<Sigma>>	629 100%	79 100%	204 100%	194 100%	146 100%	75 100%	82 100%	120 100%	126 100%	126 100%	82 100%	321 100%	308 100%	333 100%	201 100%	57 100%	19 100%	346 100%	283 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



22. Media Market: PRE-CODE

	GENDER AGE				GEN/EDU				DMA				REGION				PRIMARY VOTE HISTORY					
	MALE	MALE	FEMALE	FEMALE	MALE	MALE	FEMALE	FEMALE	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL	COL/	NORTH GA	SOUTH	SUB ATL	0-1	2	3	4	
	18-54	55+	18-54	55+	<COLL	COLL+	<COLL	COLL+	ATL	MACON/MID	/AUG	GA	ATL	MACON/MID	/AUG	GA	SUB ATL	OF 4	OF 4	OF 4	OF 4	
TOTAL	629	158	155	119	179	142	177	142	163	426	38	48	118	75	69	170	101	214	76	55	83	415
	100%	25%	25%	19%	28%	22%	28%	23%	26%	68%	6%	8%	19%	12%	11%	27%	16%	34%	12%	9%	13%	66%
Albany	16	2	4	2	8	4	2	8	2	-	-	-	16	-	-	-	16	-	-	1	1	14
	3%	1%	3%	1%	5%	3%	1%	6%	1%	-	-	-	14%	-	-	-	16%	-	-	1%	1%	3%
Atlanta	426	114	93	94	112	86	125	86	125	426	-	-	-	75	23	114	-	214	46	43	65	272
	68%	72%	60%	79%	63%	61%	71%	61%	77%	100%	-	-	-	100%	34%	67%	-	100%	60%	78%	78%	66%
Augusta	32	8	12	1	9	4	15	5	6	-	-	-	32	-	3	28	-	-	6	1	1	23
	5%	5%	8%	1%	5%	3%	9%	4%	4%	-	-	-	27%	-	5%	17%	-	-	9%	2%	1%	6%
Chattanooga	21	11	8	-	1	14	6	1	-	-	-	-	21	-	-	21	-	-	6	1	1	12
	3%	7%	5%	-	1%	10%	3%	1%	-	-	-	-	18%	-	-	12%	-	-	8%	3%	1%	3%
Columbus	7	1	3	-	3	1	3	2	1	-	-	-	7	-	7	-	-	-	-	1	-	6
	1%	*	2%	-	2%	1%	2%	2%	1%	-	-	-	6%	-	11%	-	-	-	-	2%	-	2%
Greenville/ Spartanburg/ Asheville	7	1	-	1	4	-	1	6	-	-	-	-	7	-	-	7	-	-	-	-	3	4
	1%	1%	-	1%	3%	-	1%	4%	-	-	-	-	6%	-	-	4%	-	-	-	-	3%	1%
Jacksonville	16	1	2	5	7	2	1	8	4	-	-	-	16	-	-	-	16	-	1	2	1	12
	3%	1%	2%	4%	4%	2%	*	6%	2%	-	-	-	14%	-	-	-	16%	-	1%	4%	1%	3%
Macon	38	5	13	3	16	8	10	11	9	-	38	-	-	-	35	-	2	-	2	1	3	32
	6%	3%	8%	3%	9%	6%	6%	8%	5%	-	100%	-	-	-	51%	-	2%	-	2%	2%	4%	8%
Savannah	48	12	11	10	11	18	8	10	11	-	-	48	-	-	-	-	48	-	9	2	8	29
	8%	8%	7%	8%	6%	13%	4%	7%	7%	-	-	100%	-	-	-	-	47%	-	11%	4%	9%	7%
Tallahassee	19	3	8	2	5	4	7	3	5	-	-	-	19	-	-	-	19	-	7	2	-	10
	3%	2%	5%	2%	3%	3%	4%	2%	3%	-	-	-	16%	-	-	-	19%	-	9%	4%	-	2%
----- <<Sigma>>	629	158	155	119	179	142	177	142	163	426	38	48	118	75	69	170	101	214	76	55	83	415
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



23. Region: PRE-CODE

BANNER 1	IDEOLOGY			TRIBE			PARTY			CHURCH			RELIG/DENOM			
	TOTAL	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC
TOTAL	629 100%	287 46%	155 25%	173 28%	192 31%	256 41%	102 16%	347 55%	101 16%	172 27%	298 47%	77 12%	211 33%	139 22%	157 25%	77 12%
Central Atlanta	75 12%	29 10%	21 13%	26 15%	35 18%	21 8%	2 2%	38 11%	20 19%	18 10%	24 8%	20 26%	28 13%	12 9%	25 16%	14 18%
Columbus/Macon/ Middle Georgia	69 11%	30 11%	17 11%	21 12%	23 12%	26 10%	14 13%	38 11%	11 11%	20 11%	43 14%	4 5%	20 9%	16 12%	19 12%	4 5%
North Georgia/ Augusta	170 27%	90 31%	39 25%	37 21%	40 21%	83 32%	29 29%	109 31%	20 20%	38 22%	103 35%	14 19%	40 19%	43 31%	40 25%	10 13%
South Georgia	101 16%	51 18%	22 14%	25 14%	21 11%	44 17%	22 22%	59 17%	10 10%	31 18%	41 14%	12 15%	36 17%	22 16%	26 17%	10 13%
Suburban Atlanta	214 34%	87 30%	56 36%	65 38%	75 39%	82 32%	34 33%	103 30%	40 40%	66 38%	88 29%	27 35%	87 41%	45 32%	47 30%	39 51%
----- <<Sigma>>	629 100%	287 100%	155 100%	173 100%	192 100%	256 100%	102 100%	347 100%	101 100%	172 100%	298 100%	77 100%	211 100%	139 100%	157 100%	77 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



23. Region: PRE-CODE

	BANNER 2																		
	EDUCATION					AGE						GENDER		GENERATION				INTERVIEW METHOD	
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE
TOTAL	629	79	204	194	146	75	82	120	126	126	82	321	308	333	201	57	19	346	283
	100%	13%	32%	31%	23%	12%	13%	19%	20%	20%	13%	51%	49%	53%	32%	9%	3%	55%	45%
Central Atlanta	75	1	14	33	27	12	16	10	14	12	7	37	39	34	26	11	1	51	25
	12%	1%	7%	17%	18%	16%	20%	8%	11%	10%	9%	12%	13%	10%	13%	20%	6%	15%	9%
Columbus/Macon/ Middle Georgia	69	13	23	18	15	5	4	8	13	18	19	30	39	50	12	2	3	25	44
	11%	16%	11%	9%	10%	7%	5%	6%	10%	15%	24%	9%	13%	15%	6%	4%	16%	7%	16%
North Georgia/ Augusta	170	31	52	55	28	26	27	32	30	17	32	101	69	79	60	18	8	89	81
	27%	39%	25%	28%	20%	35%	33%	27%	24%	14%	40%	31%	22%	24%	30%	32%	43%	26%	29%
South Georgia	101	16	43	16	25	7	8	22	19	35	5	49	52	59	30	7	*	54	47
	16%	20%	21%	8%	17%	9%	10%	19%	15%	28%	6%	15%	17%	18%	15%	12%	2%	15%	17%
Suburban Atlanta	214	19	72	72	51	24	26	48	50	43	18	104	110	111	74	18	6	128	86
	34%	24%	35%	37%	35%	32%	32%	40%	40%	34%	21%	32%	36%	33%	37%	32%	33%	37%	30%
----- <<Sigma>>	629	79	204	194	146	75	82	120	126	126	82	321	308	333	201	57	19	346	283
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



23. Region: PRE-CODE

	BANNER 3																					
	GENDER AGE					GEN/EDU				DMA				REGION				PRIMARY VOTE HISTORY				
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4
TOTAL	629 100%	158 25%	155 25%	119 19%	179 28%	142 22%	177 28%	142 23%	163 26%	426 68%	38 6%	48 8%	118 19%	75 12%	69 11%	170 27%	101 16%	214 34%	76 12%	55 9%	83 13%	415 66%
Central Atlanta	75 12%	23 15%	13 9%	15 13%	21 12%	7 5%	30 17%	8 6%	30 18%	75 18%	- -	- -	- -	75 100%	- -	- -	- -	- -	4 5%	7 13%	18 21%	47 11%
Columbus/Macon/ Middle Georgia	69 11%	8 5%	21 14%	9 8%	29 16%	14 10%	16 9%	22 15%	17 10%	23 5%	35 94%	- -	11 9%	- -	69 100%	- -	- -	- -	5 7%	2 4%	5 6%	56 14%
North Georgia/ Augusta	170 27%	58 37%	41 26%	28 23%	39 22%	45 32%	55 31%	37 26%	29 18%	114 27%	- -	- -	56 48%	- -	- -	170 100%	- -	- -	28 37%	13 24%	22 27%	106 26%
South Georgia	101 16%	18 12%	27 18%	19 16%	32 18%	29 21%	18 10%	30 21%	22 14%	- -	2 6%	48 100%	51 43%	- -	- -	- -	101 100%	- -	16 21%	7 13%	10 13%	67 16%
Suburban Atlanta	214 34%	50 32%	52 34%	48 40%	59 33%	46 33%	57 32%	45 32%	65 40%	214 50%	- -	- -	- -	- -	- -	- -	- -	214 100%	23 30%	25 46%	27 33%	138 33%
----- <<Sigma>>	629 100%	158 100%	155 100%	119 100%	179 100%	142 100%	177 100%	142 100%	163 100%	426 100%	38 100%	48 100%	118 100%	75 100%	69 100%	170 100%	101 100%	214 100%	76 100%	55 100%	83 100%	415 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



24. Republican Primary Vote History: PRE-CODE

	BANNER 1															
	IDEOLOGY			TRIBE			PARTY			CHURCH			RELIG/DENOM			
TOTAL	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON GOP	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC	
TOTAL	629 100%	287 46%	155 25%	173 28%	192 31%	256 41%	102 16%	347 55%	101 16%	172 27%	298 47%	77 12%	211 33%	139 22%	157 25%	77 12%
0 of 4	36 6%	12 4%	9 6%	15 9%	12 6%	12 5%	6 6%	15 4%	6 6%	15 9%	12 4%	- -	21 10%	3 2%	12 8%	- -
1 of 4	40 6%	19 7%	11 7%	8 5%	12 6%	17 7%	6 6%	25 7%	6 6%	8 5%	21 7%	6 7%	11 5%	15 11%	8 5%	2 3%
2 of 4	55 9%	23 8%	15 9%	15 9%	15 8%	27 10%	8 8%	34 10%	6 6%	13 8%	20 7%	8 10%	25 12%	9 6%	8 5%	9 12%
3 of 4	83 13%	39 14%	20 13%	24 14%	23 12%	29 11%	16 16%	42 12%	11 11%	28 16%	38 13%	7 10%	33 16%	19 14%	17 11%	12 16%
4 of 4	415 66%	194 68%	100 65%	110 64%	129 67%	172 67%	66 65%	230 66%	72 71%	108 63%	207 70%	56 73%	120 57%	94 67%	111 71%	53 69%
----- <<Sigma>>	629 100%	287 100%	155 100%	173 100%	192 100%	256 100%	102 100%	347 100%	101 100%	172 100%	298 100%	77 100%	211 100%	139 100%	157 100%	77 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



24. Republican Primary Vote History: PRE-CODE

	BANNER 2																		
	EDUCATION					AGE						GENDER		GENERATION				INTERVIEW METHOD	
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE
TOTAL	629 100%	79 13%	204 32%	194 31%	146 23%	75 12%	82 13%	120 19%	126 20%	126 20%	82 13%	321 51%	308 49%	333 53%	201 32%	57 9%	19 3%	346 55%	283 45%
0 of 4	36 6%	3 4%	9 4%	15 8%	9 6%	12 16%	3 4%	6 5%	9 7%	- -	3 4%	33 10%	3 1%	12 4%	9 4%	3 5%	9 48%	30 9%	6 2%
1 of 4	40 6%	7 9%	16 8%	10 5%	7 5%	10 13%	3 3%	7 6%	5 4%	11 9%	2 3%	21 7%	19 6%	18 5%	10 5%	9 15%	1 5%	25 7%	15 5%
2 of 4	55 9%	6 7%	19 9%	21 11%	9 6%	8 10%	8 10%	14 11%	12 9%	14 11%	- -	31 10%	24 8%	26 8%	22 11%	5 9%	3 15%	36 10%	19 7%
3 of 4	83 13%	12 15%	24 12%	30 15%	17 12%	13 17%	14 17%	17 14%	19 15%	7 6%	12 15%	38 12%	45 15%	38 11%	31 15%	11 19%	2 12%	55 16%	28 10%
4 of 4	415 66%	52 65%	135 66%	118 61%	104 71%	33 44%	54 66%	76 63%	81 64%	94 75%	65 79%	197 61%	217 71%	240 72%	130 65%	29 51%	4 20%	201 58%	214 76%
----- <<Sigma>>	629 100%	79 100%	204 100%	194 100%	146 100%	75 100%	82 100%	120 100%	126 100%	126 100%	82 100%	321 100%	308 100%	333 100%	201 100%	57 100%	19 100%	346 100%	283 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



24. Republican Primary Vote History: PRE-CODE

	BANNER 3																					
	GENDER AGE					GEN/EDU				DMA				REGION				PRIMARY VOTE HISTORY				
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4
TOTAL	629 100%	158 25%	155 25%	119 19%	179 28%	142 22%	177 28%	142 23%	163 26%	426 68%	38 6%	48 8%	118 19%	75 12%	69 11%	170 27%	101 16%	214 34%	76 12%	55 9%	83 13%	415 66%
0 of 4	36 6%	18 11%	12 8%	3 3%	- -	12 8%	21 12%	- -	3 2%	21 5%	- -	6 13%	9 8%	- -	3 4%	15 9%	9 9%	9 4%	36 47%	- -	- -	- -
1 of 4	40 6%	12 8%	9 6%	8 6%	10 5%	10 7%	12 7%	13 9%	6 3%	25 6%	2 4%	3 6%	11 10%	4 5%	2 3%	13 8%	7 7%	14 6%	40 53%	- -	- -	- -
2 of 4	55 9%	17 11%	14 9%	12 10%	11 6%	15 10%	17 9%	10 7%	13 8%	43 10%	1 3%	2 5%	8 7%	7 10%	2 3%	13 8%	7 7%	25 12%	- -	55 100%	- -	- -
3 of 4	83 13%	24 15%	13 9%	20 17%	25 14%	16 11%	22 13%	20 14%	25 15%	65 15%	3 8%	8 16%	7 6%	18 23%	5 8%	22 13%	10 10%	27 13%	- -	- -	83 100%	- -
4 of 4	415 66%	87 55%	107 69%	76 64%	133 74%	89 63%	105 60%	98 69%	116 71%	272 64%	32 84%	29 61%	82 70%	47 62%	56 82%	106 63%	67 66%	138 65%	- -	- -	- -	415 100%
----- <<Sigma>>	629 100%	158 100%	155 100%	119 100%	179 100%	142 100%	177 100%	142 100%	163 100%	426 100%	38 100%	48 100%	118 100%	75 100%	69 100%	170 100%	101 100%	214 100%	76 100%	55 100%	83 100%	415 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



25. Interview Method: PRE-CODE

	BANNER 1															
	IDEOLOGY			TRIBE			PARTY			CHURCH			RELIG/DENOM			
TOTAL	VERY CON	SMWT CON	MOD /LIB	TRAD GOP	CHRIST CON GOP	TRUMP GOP	STRONG GOP	NSS GOP	IND/ OTHER	WEEKLY+	MONTHLY+	RARELY /NEVER	EVANG PROT	NON-EVANG PROT	CATHOLIC	
TOTAL	629	287	155	173	192	256	102	347	101	172	298	77	211	139	157	77
	100%	46%	25%	28%	31%	41%	16%	55%	16%	27%	47%	12%	33%	22%	25%	12%
SMS	346	144	82	116	116	130	46	172	62	106	152	53	121	84	79	36
	55%	50%	53%	67%	60%	51%	45%	50%	62%	62%	51%	68%	58%	61%	50%	48%
Landline	283	144	73	57	76	127	56	174	39	66	146	24	89	55	78	40
	45%	50%	47%	33%	40%	49%	55%	50%	38%	38%	49%	32%	42%	39%	50%	52%
----- <<Sigma>>	629	287	155	173	192	256	102	347	101	172	298	77	211	139	157	77
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



25. Interview Method: PRE-CODE

	BANNER 2																		
	EDUCATION					AGE						GENDER		GENERATION				INTERVIEW METHOD	
	TOTAL	HS OR LESS	SM COLL	COLL GRAD	POST GRAD	18-34	35-44	45-54	55-64	65-74	75+	MALE	FEMALE	BOOMER	GEN X	MILLENNIAL	GEN Z	SMS	LANDLINE
TOTAL	629 100%	79 13%	204 32%	194 31%	146 23%	75 12%	82 13%	120 19%	126 20%	126 20%	82 13%	321 51%	308 49%	333 53%	201 32%	57 9%	19 3%	346 55%	283 45%
SMS	346 55%	33 42%	106 52%	124 64%	79 54%	74 98%	78 95%	110 92%	39 31%	25 20%	8 10%	186 58%	160 52%	73 22%	188 93%	56 98%	18 98%	346 100%	- -
Landline	283 45%	46 58%	98 48%	70 36%	66 46%	1 2%	4 5%	9 8%	86 69%	100 80%	74 90%	135 42%	148 48%	261 78%	13 7%	1 2%	* 2%	- -	283 100%
----- <<Sigma>>	629 100%	79 100%	204 100%	194 100%	146 100%	75 100%	82 100%	120 100%	126 100%	126 100%	82 100%	321 100%	308 100%	333 100%	201 100%	57 100%	19 100%	346 100%	283 100%

NBD GEORGIA BRUSHFIRE
n=629 REPUBLICAN PRIMARY VOTERS
CONDUCTED: MARCH 28-29, 2023



25. Interview Method: PRE-CODE

	BANNER 3																					
	GENDER AGE				GEN/EDU				DMA				REGION				PRIMARY VOTE HISTORY					
	TOTAL	MALE 18-54	MALE 55+	FEMALE 18-54	FEMALE 55+	MALE <COLL	MALE COLL+	FEMALE <COLL	FEMALE COLL+	ATLANTA	MACON	SAVANNAH	BALANCE	CENTRAL ATL	COL/ MACON/MID	NORTH GA /AUG	SOUTH GA	SUB ATL	0-1 OF 4	2 OF 4	3 OF 4	4 OF 4
TOTAL	629 100%	158 25%	155 25%	119 19%	179 28%	142 22%	177 28%	142 23%	163 26%	426 68%	38 6%	48 8%	118 19%	75 12%	69 11%	170 27%	101 16%	214 34%	76 12%	55 9%	83 13%	415 66%
SMS	346 55%	151 95%	29 19%	112 94%	43 24%	80 57%	103 58%	58 41%	100 61%	254 60%	14 37%	33 70%	45 38%	51 67%	25 36%	89 52%	54 53%	128 60%	55 72%	36 65%	55 66%	201 48%
Landline	283 45%	7 5%	125 81%	7 6%	135 76%	61 43%	73 42%	83 59%	63 39%	172 40%	24 63%	14 30%	73 62%	25 33%	44 64%	81 48%	47 47%	86 40%	21 28%	19 35%	28 34%	214 52%
----- <<Sigma>>	629 100%	158 100%	155 100%	119 100%	179 100%	142 100%	177 100%	142 100%	163 100%	426 100%	38 100%	48 100%	118 100%	75 100%	69 100%	170 100%	101 100%	214 100%	76 100%	55 100%	83 100%	415 100%