October 17, 2022

CYGNAL

Survey of Likely 204 GOP Primary Voters
Republican Nomination for President

October 10 – 12, 2022 | n=1209 | ±2.82%

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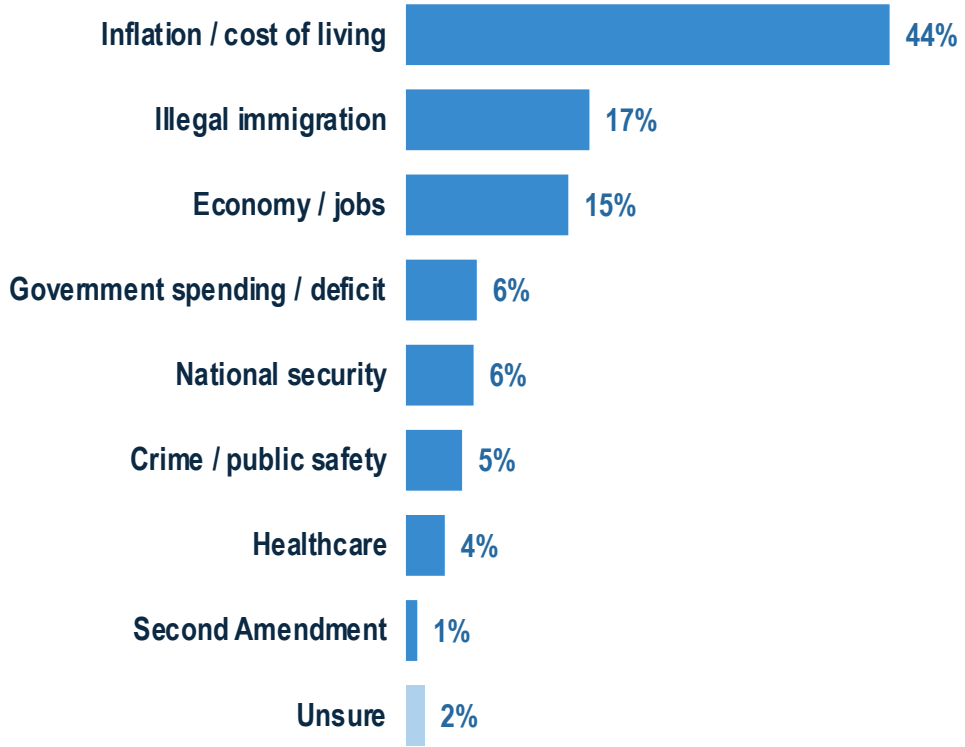
response:AI

CYGNAL

TOP PRIORITY

Republican primary voters for the next presidential nomination in 2024 are overwhelmingly concerned with inflation. When combined with economy / jobs, **59% of Republicans are focused on pocketbook issues**. Immigration peaks with voters age 65+ but still falls far short of inflation.



TOP 3	TOTAL	GENDER x AGE						EDUCATION			HH INCOME		RELIGION			IDEOLOGY				GOP	
	TOTAL	M <50	M 50-69	M 70+	F <50	F 50-69	F 70+	Coll+	S.Coll/2y	No Coll	<$75k	$75k+	Catholic	Protest	Evang	Ext Cons	Very Con	Smwt Co	Moderat	Trump	Trad
NUMBER OF RESPONDENTS	1209	181	234	189	156	252	197	508	453	248	806	393	286	268	333	270	305	355	238	481	580
Inflation / cost of living	44%	46%	43%	36%	47%	51%	41%	43%	44%	46%	44%	44%	45%	48%	40%	40%	43%	48%	47%	42%	46%
Illegal immigration	17%	7%	19%	29%	8%	16%	22%	16%	16%	20%	19%	12%	15%	17%	20%	21%	22%	14%	10%	18%	17%
Economy / jobs	15%	23%	18%	12%	20%	11%	7%	18%	13%	10%	14%	17%	15%	12%	14%	14%	13%	16%	17%	16%	13%

ALL RESPONDENTS

TopPriority: Which one of the following issues do you believe should be the top priority for the next President of the United States?

CYGNAL

ISSUES – NATIONAL SECURITY

The **same amount** of GOP primary voters want the U.S. to maintain global military **dominance** as desire to **deescalate** military engagements. Younger Republican voters are more likely to be most concerned with strengthening our alliances.

TOP 3	TOTAL	GENDER x AGE						EDUCATION			HH INCOME		RELIGION			IDEOLOGY				GOP	
	TOTAL	M <50	M 50-69	M 70+	F <50	F 50-69	F 70+	Coll+	S.Coll/2y	No Coll	<$75k	$75k+	Catholic	Protest	Evang	Ext Cons	Very Con	Smwt Co	Moderat	Trump	Trad
NUMBER OF RESPONDENTS	1209	181	234	189	156	252	197	508	453	248	806	393	286	268	333	270	305	355	238	481	580
Maintain global military dominance	22%	15%	27%	30%	12%	21%	21%	23%	22%	20%	21%	23%	20%	26%	22%	27%	23%	21%	17%	22%	24%
Deescalate military engagements / focus o …	21%	25%	22%	19%	27%	20%	16%	25%	21%	15%	22%	20%	17%	19%	24%	23%	19%	23%	19%	23%	18%
Strengthen our alliances	19%	25%	17%	16%	20%	20%	19%	19%	17%	25%	20%	19%	22%	18%	18%	16%	21%	19%	23%	19%	21%

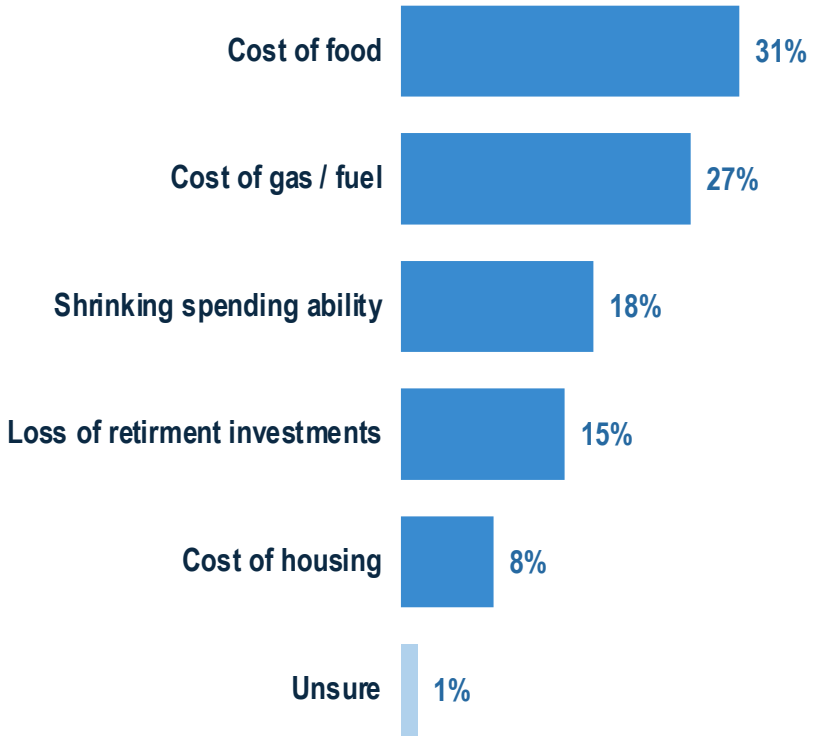
ALL RESPONDENTS

IssueNatlSec: Out of the following options, what is the most important national security issue to you?

CYGNAL

ISSUES – INFLATION / COST OF LIVING

Cost of **food** matters more to **female** Republican primary voters while **male** Republican primary voters are more concerned with the cost of **gas / fuel**. The cost of food is a much larger concern to those making less than $75k/yr than those making more.



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NUMBER OF RESPONDENTS	1209	181	234	189	156	252	197	508	453	248	806	393	286	268	333	270	305	355	238	481	580
Cost of food	31%	26%	30%	25%	33%	34%	37%	25%	32%	41%	35%	22%	32%	26%	34%	31%	32%	31%	30%	33%	30%
Cost of gas / fuel	27%	30%	30%	29%	31%	22%	19%	28%	24%	28%	26%	28%	25%	27%	28%	31%	29%	22%	26%	30%	25%
Shrinking spending ability	18%	15%	18%	24%	12%	17%	20%	20%	19%	10%	18%	18%	16%	24%	15%	17%	18%	19%	17%	14%	19%

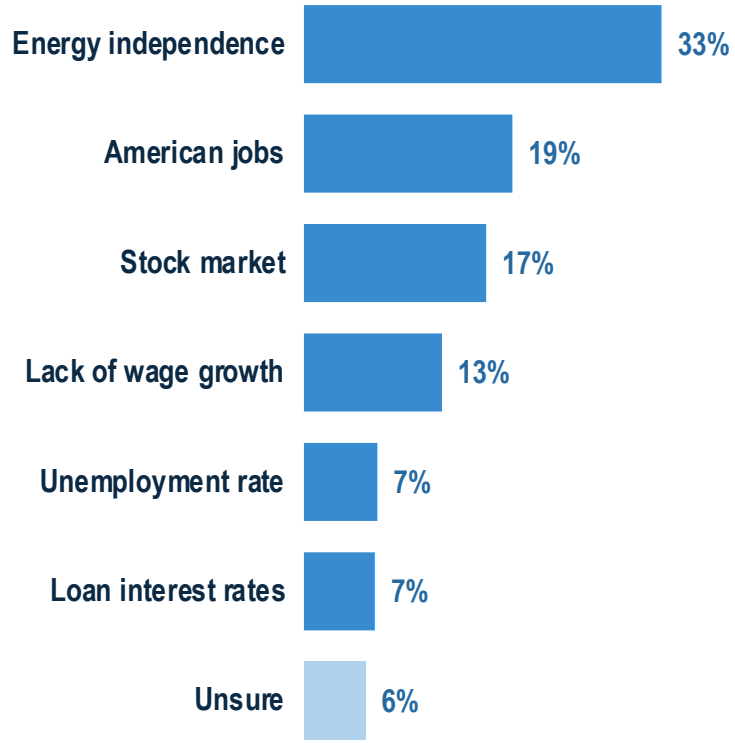
ALL RESPONDENTS

IssueInflationCoL: Out of the following options, what is the most important inflation / cost of living issue to you?

CYGNAL

ISSUES – ECONOMY / JOB

Concern for the **stock market** pops to second behind energy independence with **college-educated** GOP primary voters. Those without a college degree rate American jobs as number two. The unemployment rate only registers as a top three or four issue with the youngest voters.



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NUMBER OF RESPONDENTS	1209	181	234	189	156	252	197	508	453	248	806	393	286	268	333	270	305	355	238	481	580
Energy independence	33%	20%	44%	49%	12%	28%	38%	33%	34%	29%	33%	32%	27%	34%	40%	37%	37%	34%	23%	32%	33%
American jobs	19%	24%	16%	15%	21%	23%	16%	15%	21%	23%	21%	15%	20%	18%	20%	22%	16%	19%	21%	22%	17%
Stock market	17%	14%	17%	21%	7%	17%	21%	24%	13%	9%	13%	25%	22%	21%	12%	15%	18%	17%	17%	12%	21%

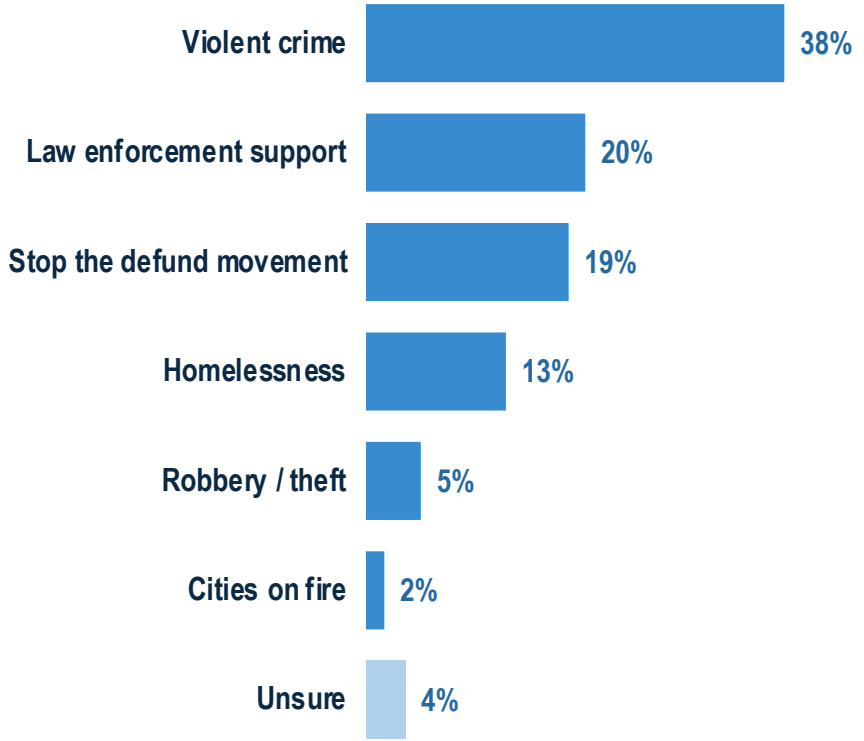
ALL RESPONDENTS

IssueEconomyJobs: Out of the following options, what is the most important economy / job issue to you?

CYGNAL

ISSUES – CRIME / PUBLIC SAFETY

As Republican prioritize crime as a general election message for the second cycle in a row, violent crime is the top crime / public safety issue for Republican primary voters. It reaches the **highest concern with women, especially senior women**. Defund comes in third and is more an issue with men than women.



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NUMBER OF RESPONDENTS	1209	181	234	189	156	252	197	508	453	248	806	393	286	268	333	270	305	355	238	481	580
Violent crime	38%	39%	37%	34%	34%	39%	46%	41%	33%	44%	36%	43%	43%	42%	36%	34%	36%	40%	44%	40%	37%
Law enforcement support	20%	13%	21%	27%	16%	21%	21%	22%	19%	17%	19%	21%	17%	23%	24%	22%	22%	23%	13%	16%	25%
Stop the defund movement	19%	15%	21%	28%	14%	17%	16%	20%	19%	14%	18%	19%	17%	19%	20%	23%	21%	17%	14%	18%	19%

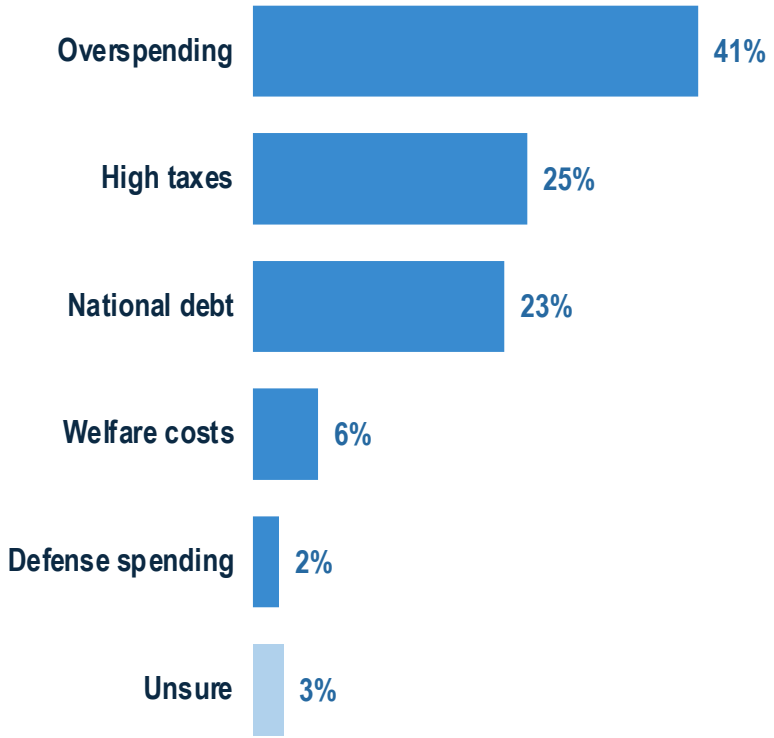
ALL RESPONDENTS

IssueCrimeSafety: Out of the following options, what is the most important crime / public safety issue to you?

CYGNAL

ISSUES – GOVERNMENT SPENDING / DEBT

Most Republican primary voters are concerned with government overspending, especially older primary voters. **Younger voters** see more an issue with **high taxes**.



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NUMBER OF RESPONDENTS	1209	181	234	189	156	252	197	508	453	248	806	393	286	268	333	270	305	355	238	481	580
Overspending	41%	27%	41%	50%	26%	45%	51%	42%	42%	34%	42%	38%	41%	41%	45%	43%	46%	42%	33%	37%	44%
High taxes	25%	38%	28%	10%	35%	26%	15%	24%	23%	31%	22%	31%	28%	21%	23%	29%	19%	25%	26%	29%	23%
National debt	23%	21%	23%	30%	23%	20%	22%	23%	23%	23%	25%	20%	20%	26%	24%	22%	25%	23%	24%	20%	24%

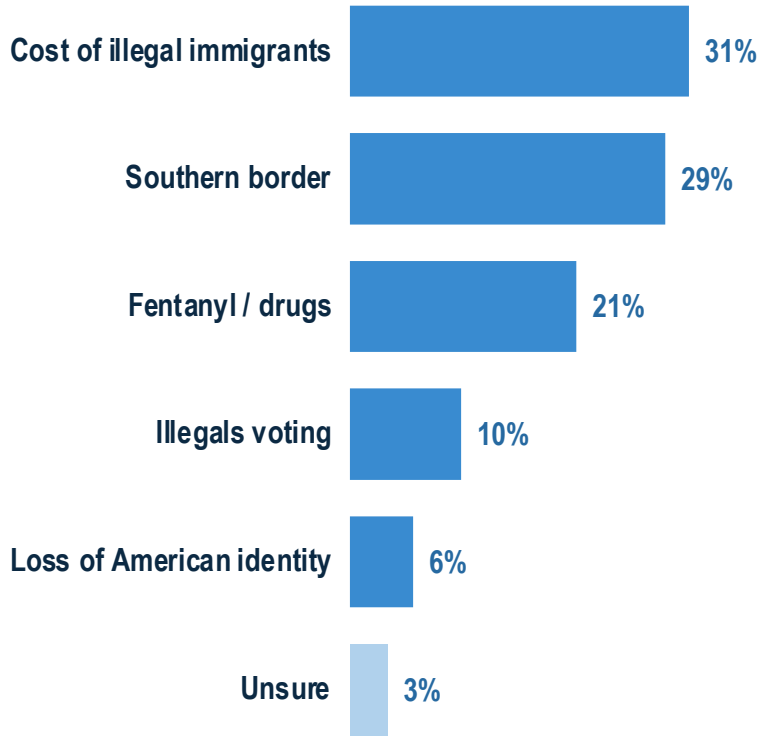
ALL RESPONDENTS

IssueGovtSpendingDebt: Out of the following options, what is the most important government spending / debt issue to you?

CYGNAL

ISSUES – ILLEGAL IMMIGRATION

While the Southern border and the wall gets all the attention, Republican primary voters are much more nuanced on the issue and effects of illegal immigration. **Younger** primary voters are concerned about **fentanyl / drugs** while **older** voters are more focused on the **cost** of illegal immigrants, especially **women**. **College-educated** voters are more worried about the Southern **border**.



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NUMBER OF RESPONDENTS	1209	181	234	189	156	252	197	508	453	248	806	393	286	268	333	270	305	355	238	481	580
Cost of illegal immigrants	31%	30%	29%	28%	27%	38%	32%	31%	32%	29%	29%	35%	34%	30%	28%	24%	29%	34%	37%	29%	32%
Southern border	29%	20%	36%	42%	16%	25%	31%	33%	27%	24%	29%	28%	29%	33%	29%	38%	35%	25%	19%	28%	30%
Fentanyl / drugs	21%	27%	19%	15%	34%	17%	18%	19%	22%	23%	21%	22%	19%	22%	20%	16%	15%	22%	30%	22%	18%

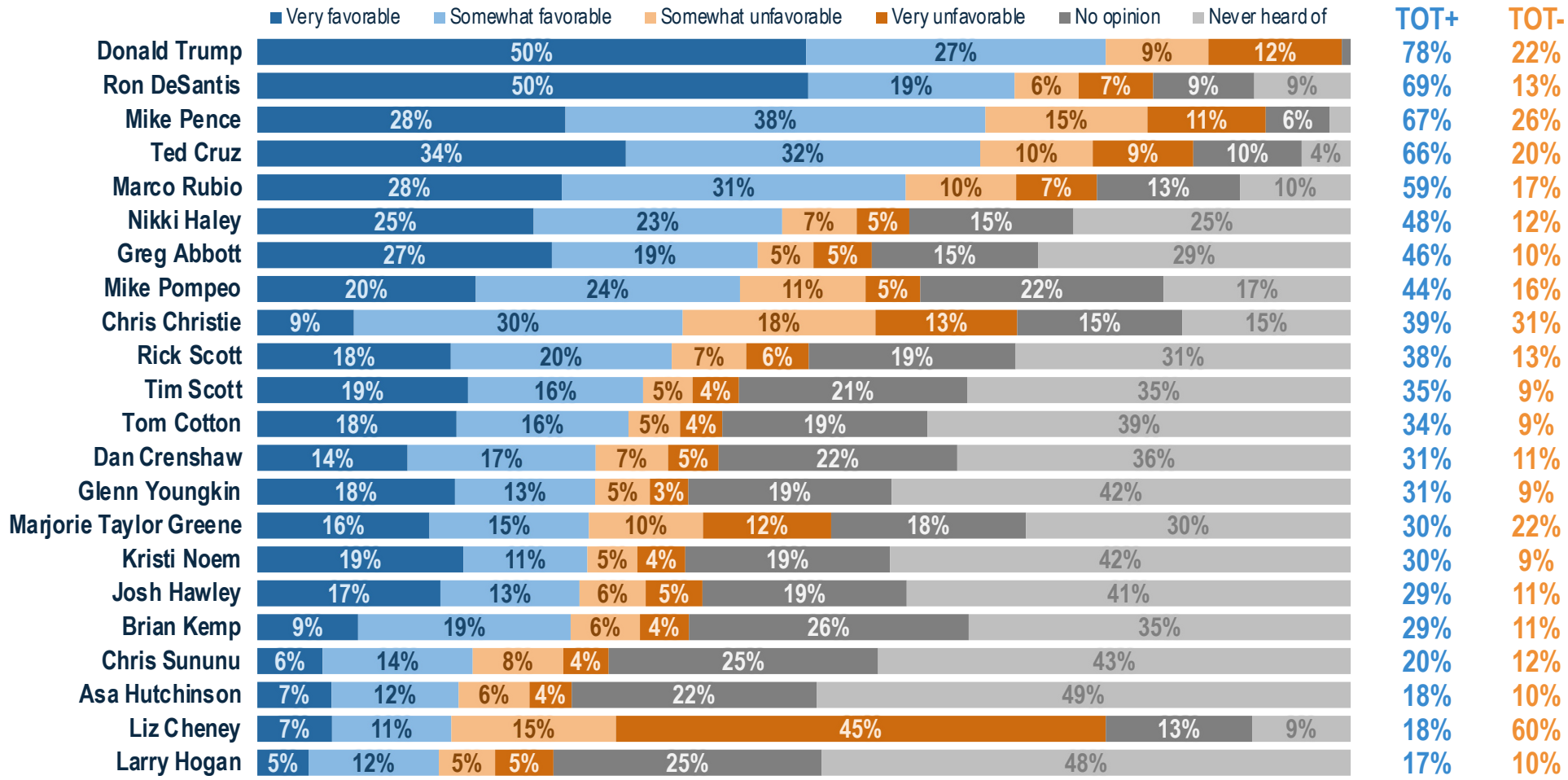
ALL RESPONDENTS

IssueImmigration: Out of the following options, what is the most important illegal immigration issue to you?

CYGNAL

CANDIDATES POPULARITY

Former President Donald **Trump** has the **highest favorables** with Republican primary voters. DeSantis, Pence, and Cruz are close behind in image. **Republican governors** are scattered among U.S. Senators for total name ID. Liz **Cheney** has the **highest unfavorables** by far at 60% with Chris **Christie** having the **second worst** favorables (31%).



TOT+ = the sum of the two most positive values

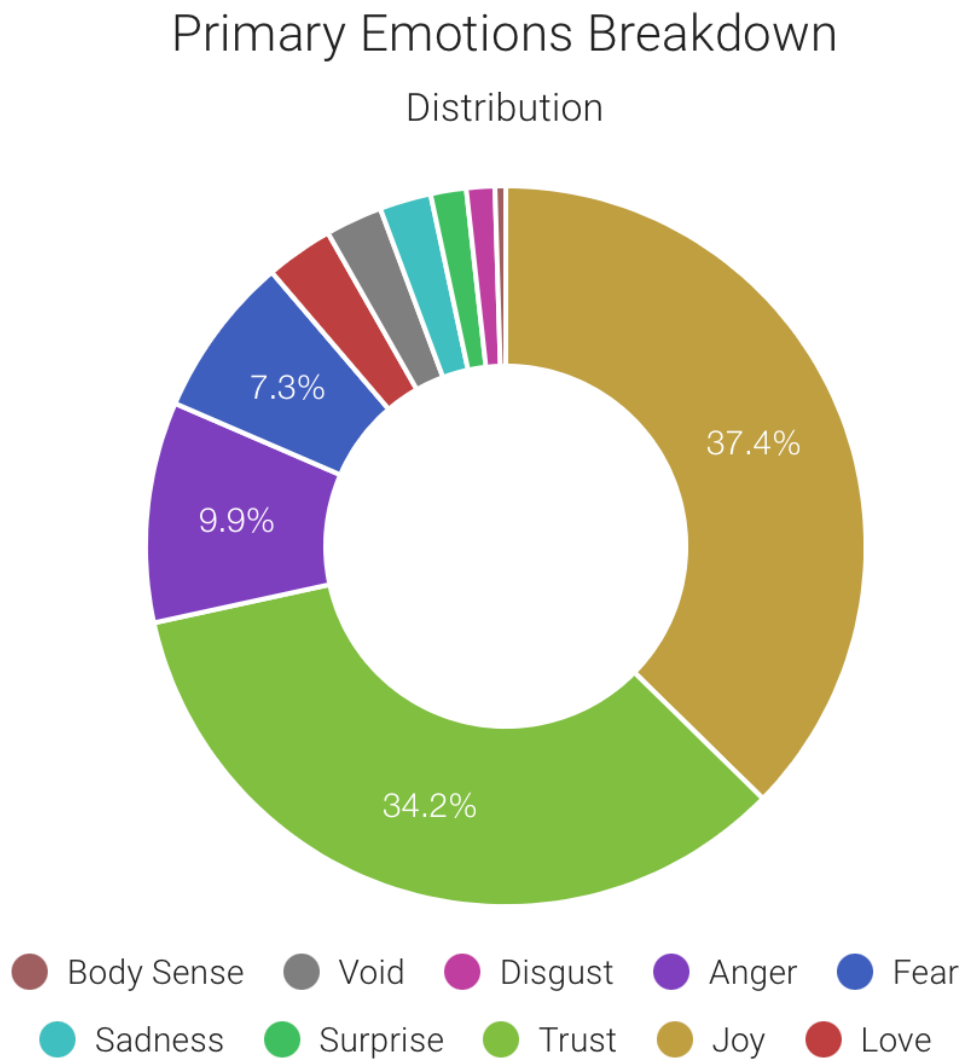
TOT- = the sum of the two most negative values

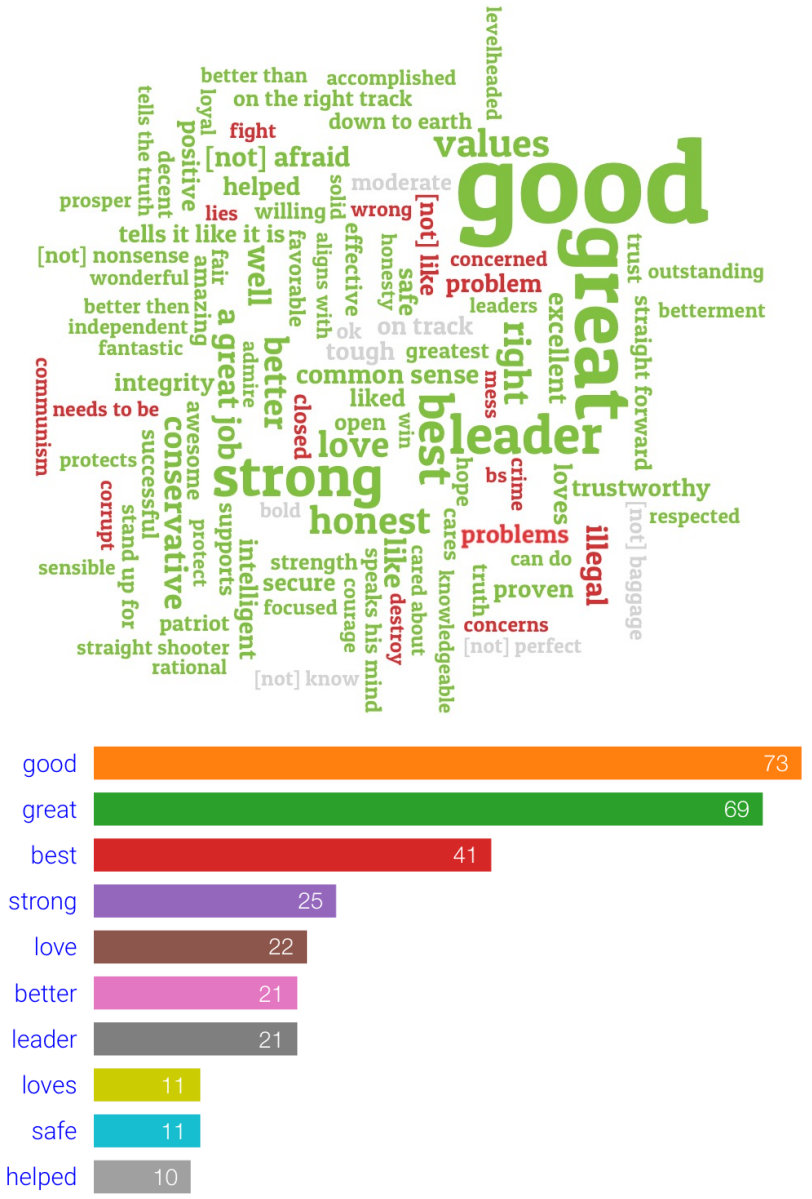
ALL RESPONDENTS

CygnFavorability: For each one, please indicate if you have heard of the person, and if you have, whether you have a favorable or unfavorable impression of the person. If you don't recognize a name, choose so.

CYGNAL

CYGNAL EMOTIVE ANALYSIS (CEA): FEELINGS RE: DONALD TRUMP





CYGNAL EMOTIVE ANALYSIS (CEA): FEELINGS RE: DONALD TRUMP

Voters who selected Trump on the ballot do so because he engenders feelings of **trust and joy**, the two **most important emotions for determining support** of an individual candidate. Trump voters feel understood by Trump in a way that most GOP Candidates are incapable of doing. Those who **didn't vote for Trump in 2020 feel a bit more anger** towards the former president, but their overall sentiment is positive

"He's sincere about helping the people."

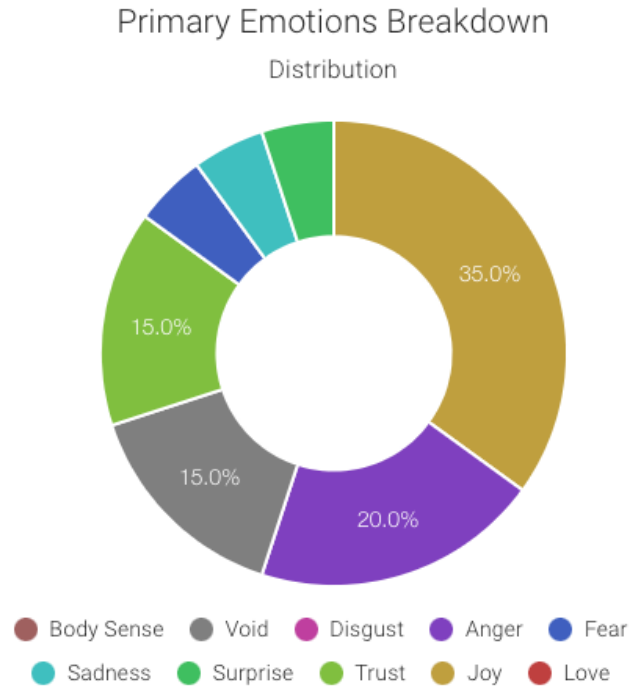
"His record as a leader was unquestionable amid the leftist media onslaught of daily slander and defamation he endured, yet he still accomplished more than all Democrats combined since 2007. All the Democrats did was spend $20,000,000,000,000 of your and my tax dollars for their pensions."

"I like Donald Trump, mainly because he has done for our country. I also love that he is not afraid to stand up for what he believes.

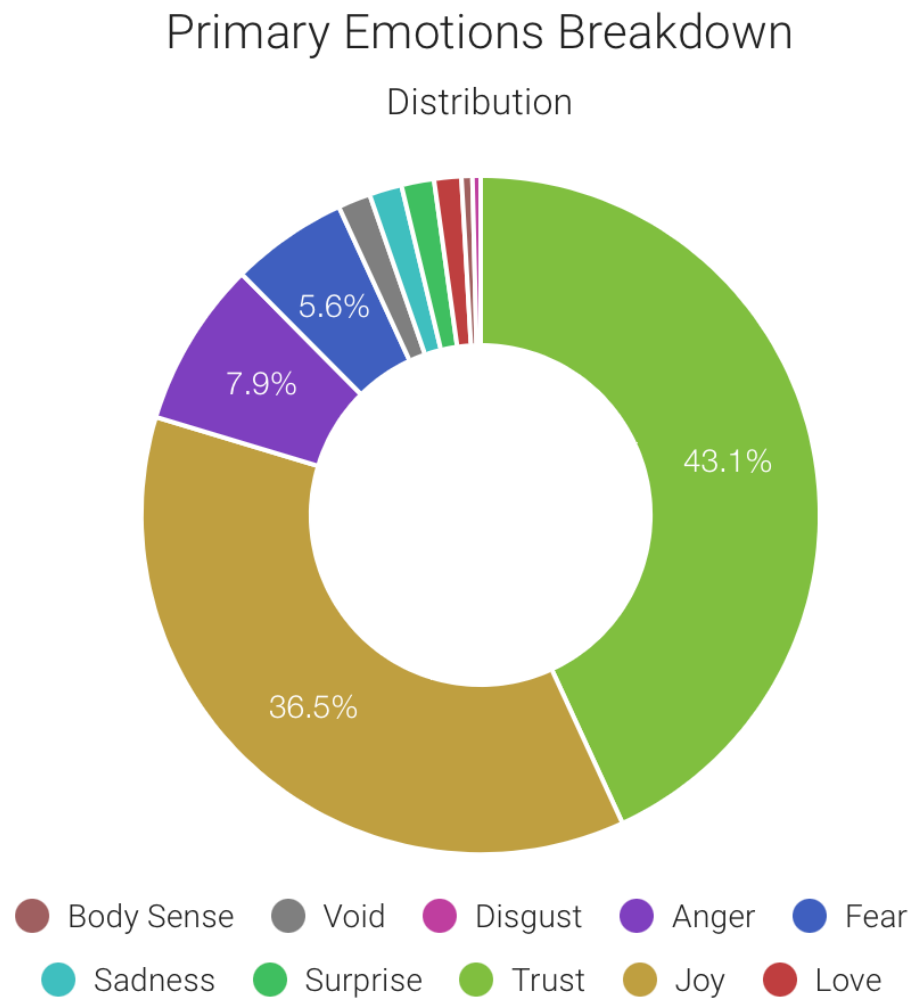
"He is honest, straight forward, very believable and cares about the state of our country"

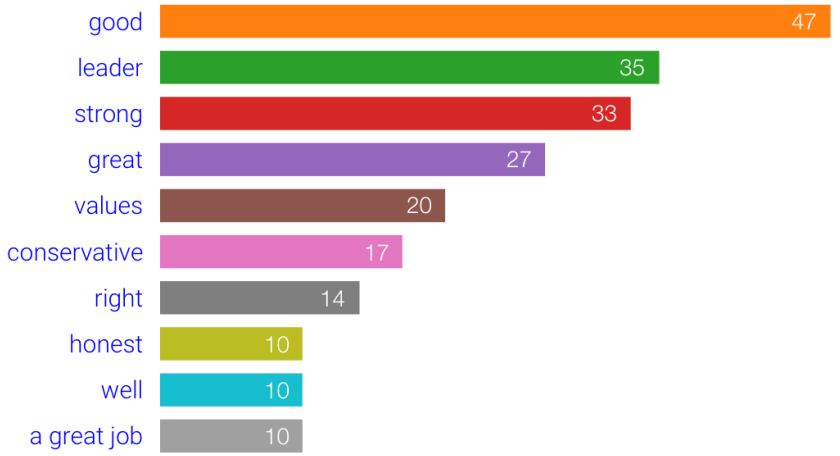
"He is not a typical scripted individual. He speaks his mind without worrying about who may or may not be offended. He seems sincere about his thoughts and agendas."

Didn't vote for Trump in 2020



CYGNAL EMOTIVE ANALYSIS (CEA): FEELINGS RE: RON DESANTIS





CYGNAL EMOTIVE ANALYSIS (CEA): FEELINGS RE: RON DESANTIS

Voters who selected DeSantis feel similarly about the Florida Governor as Trump voters feel about the former president, except **DeSantis engenders slightly more trust** than Trump. His supporters see many of the same qualities but see DeSantis as more palatable for moderate voters in the party.

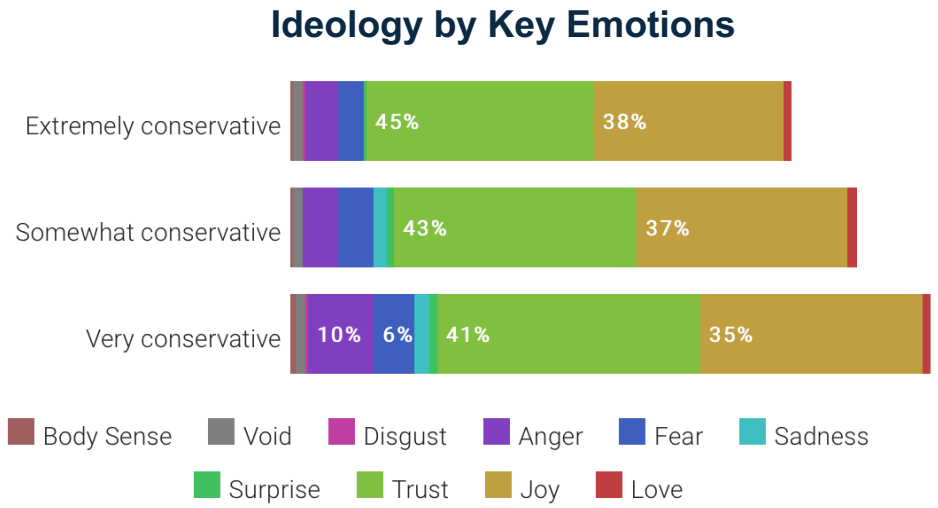
"The man has strong leadership and principles. He seems to be the most electable for moderates and independent voters.

"The governor of Florida, Ron DeSantis, has enabled his state to grow and be profitable by going against everything that the Democratic Party stands for. He would be able to set our country on the right track and, once again, put us back to the strong economy we had prior to the present administration."

"He is the most charismatic, honorable, honest, for the American people politician I have seen and I totally admire and respect this man."

"He's a rational Republican who can be elected."

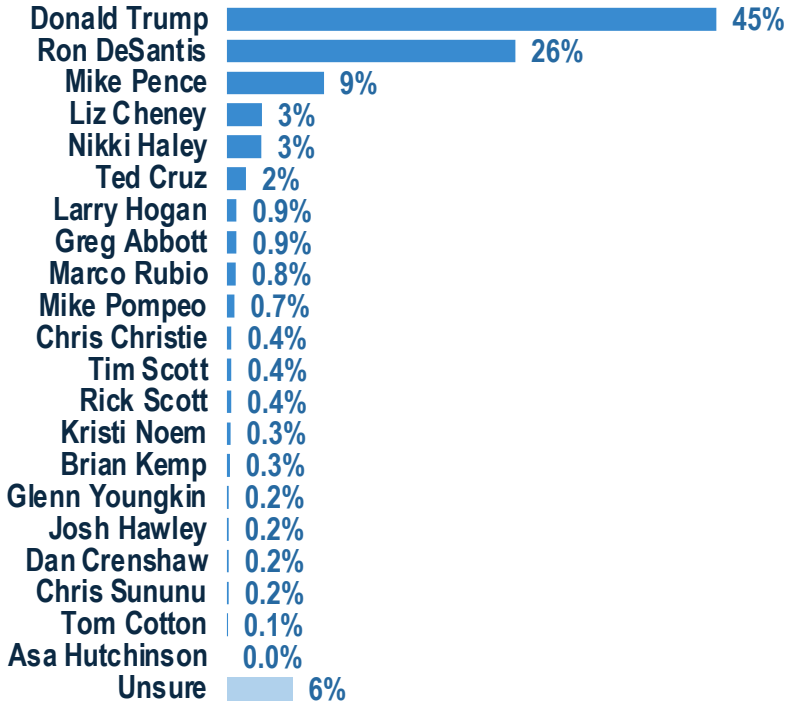
"I really like Ron DeSantis. I live in Florida, moved here from Alabama 8 years ago. I have lived with some real losers at gov in the past, so moving to Florida and having Rick Scott and now Ron DeSantis as gov really opens your eyes to what good governance is."



CYGNAL

PRIMARY ELECTION – PREFERRED CANDIDATE WITH DONALD TRUMP

If former President Donald **Trump** runs in 2024, he will have the **clear lead** in the primary, almost reaching a majority. His strongest lead is with younger voters. Seniors are closely split between Trump and DeSantis. **Trump** is **strongest** with with the **most conservative** primary voters.



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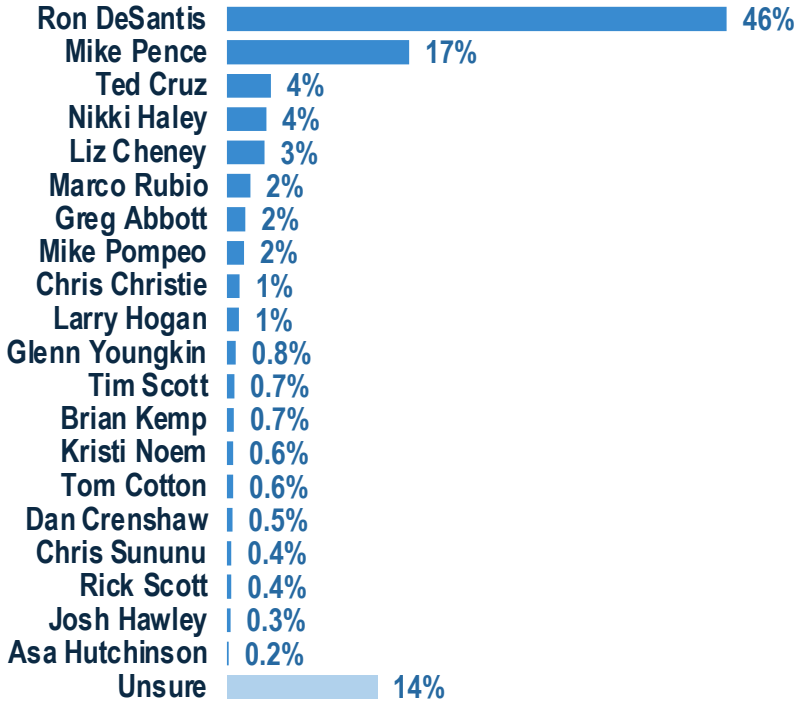
Donald Trump	45%	63%	40%	35%	56%	41%	39%	37%	46%	60%	49%	36%	45%	36%	49%	54%	44%	40%	41%	71%	28%
Ron DeSantis	26%	16%	30%	30%	15%	29%	34%	30%	28%	17%	22%	35%	24%	33%	26%	28%	35%	26%	17%	18%	33%
Mike Pence	9%	4%	8%	10%	11%	12%	9%	11%	7%	7%	9%	9%	8%	10%	10%	6%	7%	11%	12%	3%	14%

ALL RESPONDENTS

PrimaryWithTrump: If the 2024 Republican primary election for President was held today, who would be your preferred candidate out of the following list?

PRIMARY ELECTION – PREFERRED CANDIDATE WITHOUT DONALD TRUMP

If Trump does not run in 2024, DeSantis takes the lead – mostly driven by more educated voters – and Pence nearly doubles his share. The **governors** each receive about **1%** of the vote in this scenario.



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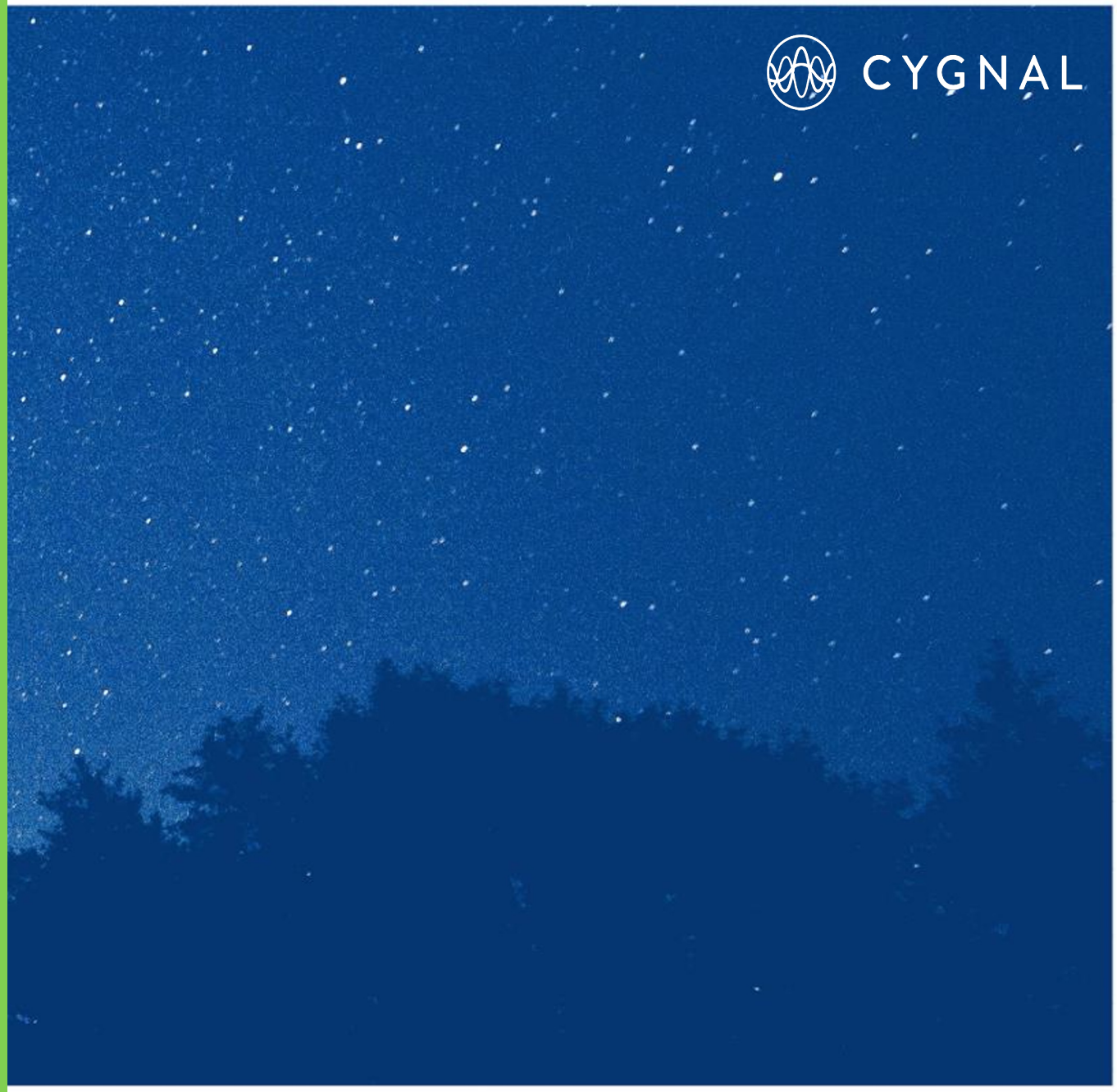
Ron DeSantis	46%	36%	53%	52%	26%	45%	57%	51%	45%	36%	43%	51%	43%	52%	49%	60%	58%	42%	25%	50%	45%
Mike Pence	17%	20%	13%	14%	21%	19%	15%	16%	17%	19%	17%	17%	17%	17%	18%	14%	11%	19%	21%	15%	19%
Ted Cruz	4%	6%	4%	3%	6%	4%	2%	4%	5%	4%	5%	2%	2%	4%	7%	4%	5%	3%	3%	5%	3%

ALL RESPONDENTS

PrimaryNoTrump: If the 2024 Republican primary election for President was held today and Donald Trump did not run, who would be your preferred candidate out of the following list?

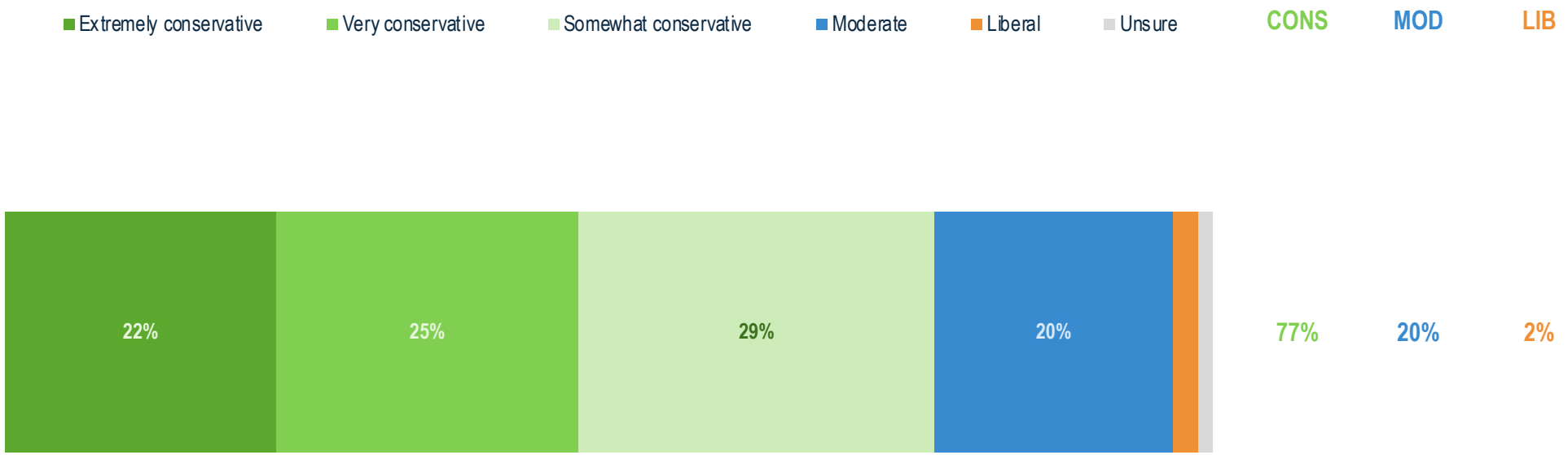
National '24 GOP

SAMPLE STRUCTURE



IDEOLOGY

The **older** someone is or the more **educated** they are, the more likely they are to be **conservative**.



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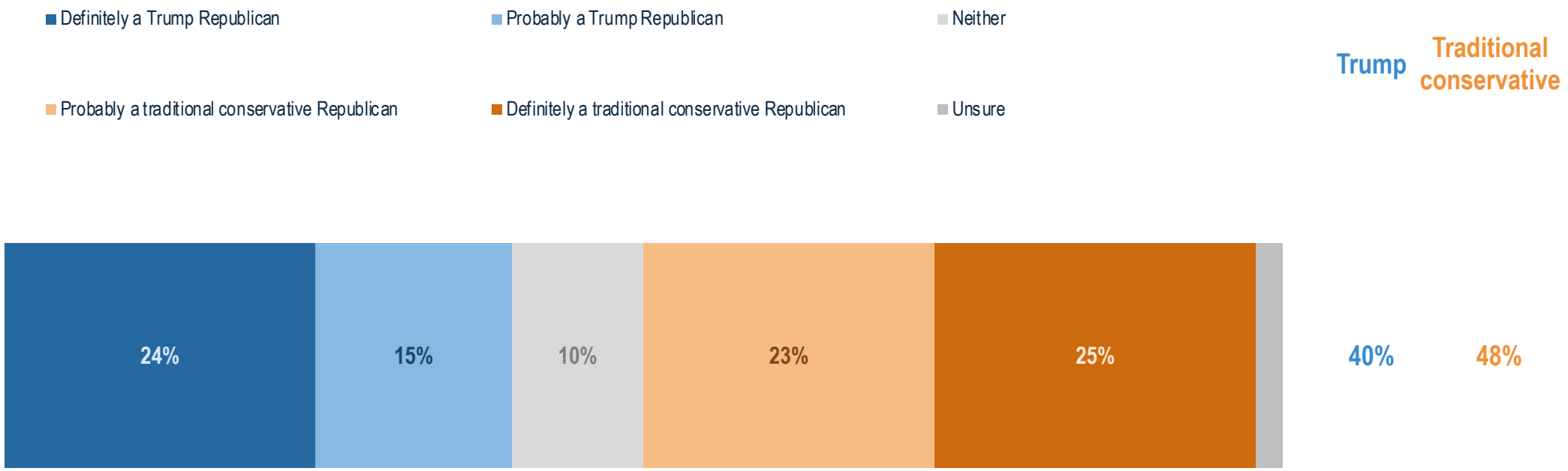
NUMBER OF RESPONDENTS	1209	181	234	189	156	252	197	508	453	248	806	393	286	268	333	270	305	355	238	481	580
Conservative	77%	73%	78%	78%	74%	78%	79%	82%	75%	69%	75%	81%	75%	82%	85%	100%	100%	100%	0%	76%	85%
Moderate	20%	21%	20%	19%	20%	19%	20%	16%	21%	26%	21%	17%	22%	17%	12%	0%	0%	0%	100%	19%	13%
Liberal	2%	3%	2%	2%	4%	2%	1%	2%	2%	3%	3%	1%	2%	0%	3%	0%	0%	0%	0%	3%	1%

ALL RESPONDENTS

CygnIdeology: And thinking about your views toward politics and government, would you say you are…

GOP SEGMENT

Self-identifying Trump Republicans are young, while older voters consider themselves more traditional conservatives. This spans across gender. GOP primary voters making a higher income are more likely to be traditional conservatives.



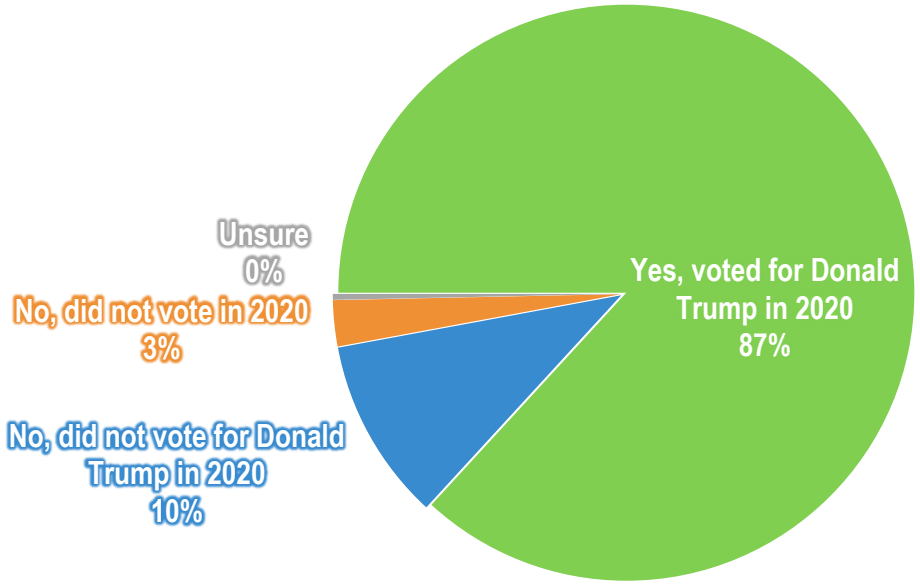
	TOTAL	GENDER x AGE						EDUCATION			HH INCOME		RELIGION			IDEOLOGY				GOP	
	TOTAL	M <50	M 50-69	M 70+	F <50	F 50-69	F 70+	Coll+	S.Coll/2y	No Coll	<$75k	$75k+	Catholic	Protest	Evang	Ext Cons	Very Con	Smwt Co	Moderat	Trump	Trad
NUMBER OF RESPONDENTS	1209	181	234	189	156	252	197	508	453	248	806	393	286	268	333	270	305	355	238	481	580
Trump	40%	51%	36%	30%	50%	37%	39%	32%	40%	54%	42%	36%	41%	35%	40%	46%	43%	31%	38%	100%	0%
Traditional conservative	48%	37%	48%	57%	37%	52%	53%	55%	45%	38%	45%	53%	48%	55%	50%	49%	55%	55%	32%	0%	100%

ALL RESPONDENTS

GOPSegment: Do you consider yourself more a Trump Republican or traditional conservative Republican?

RETRO VOTE

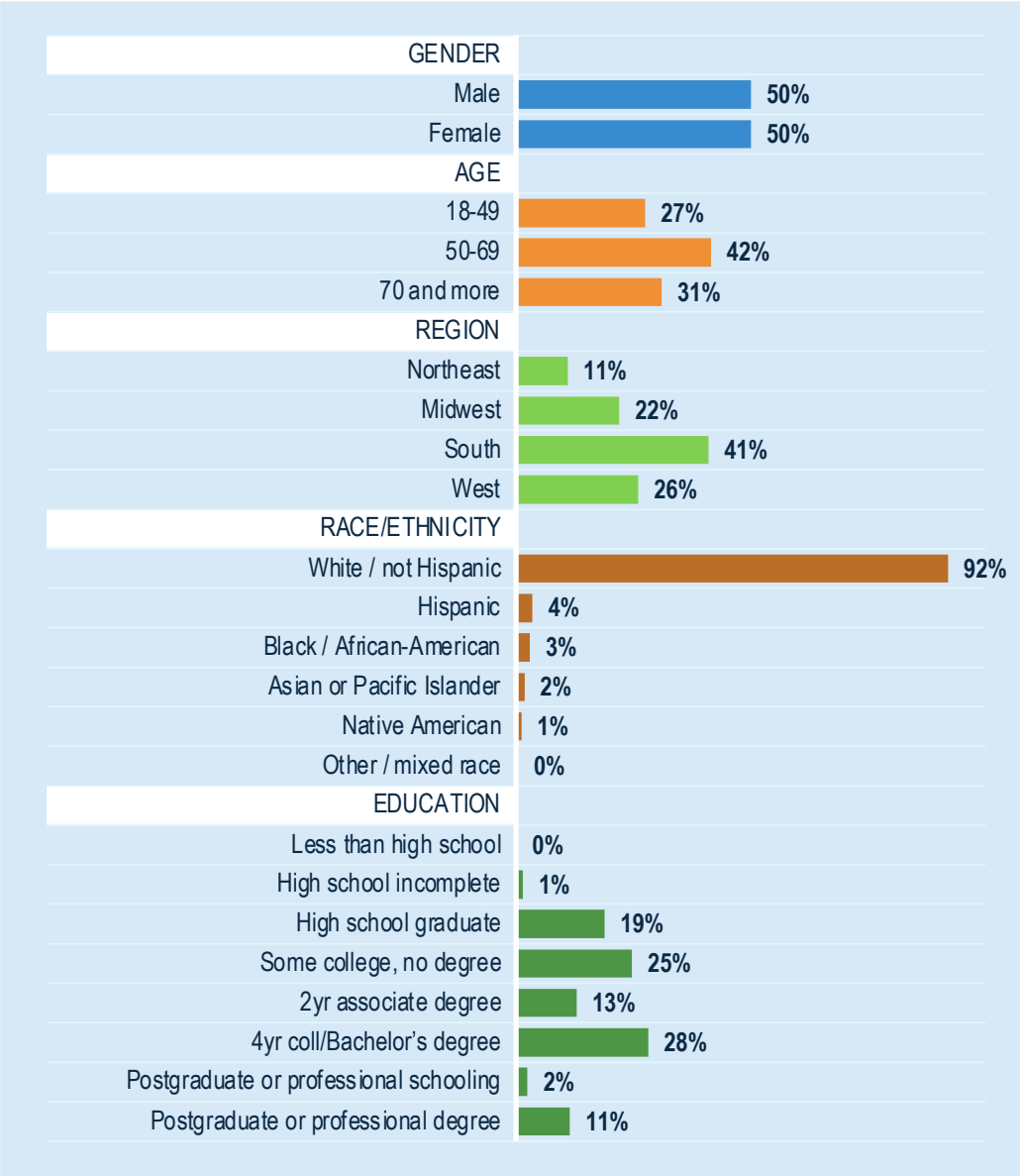
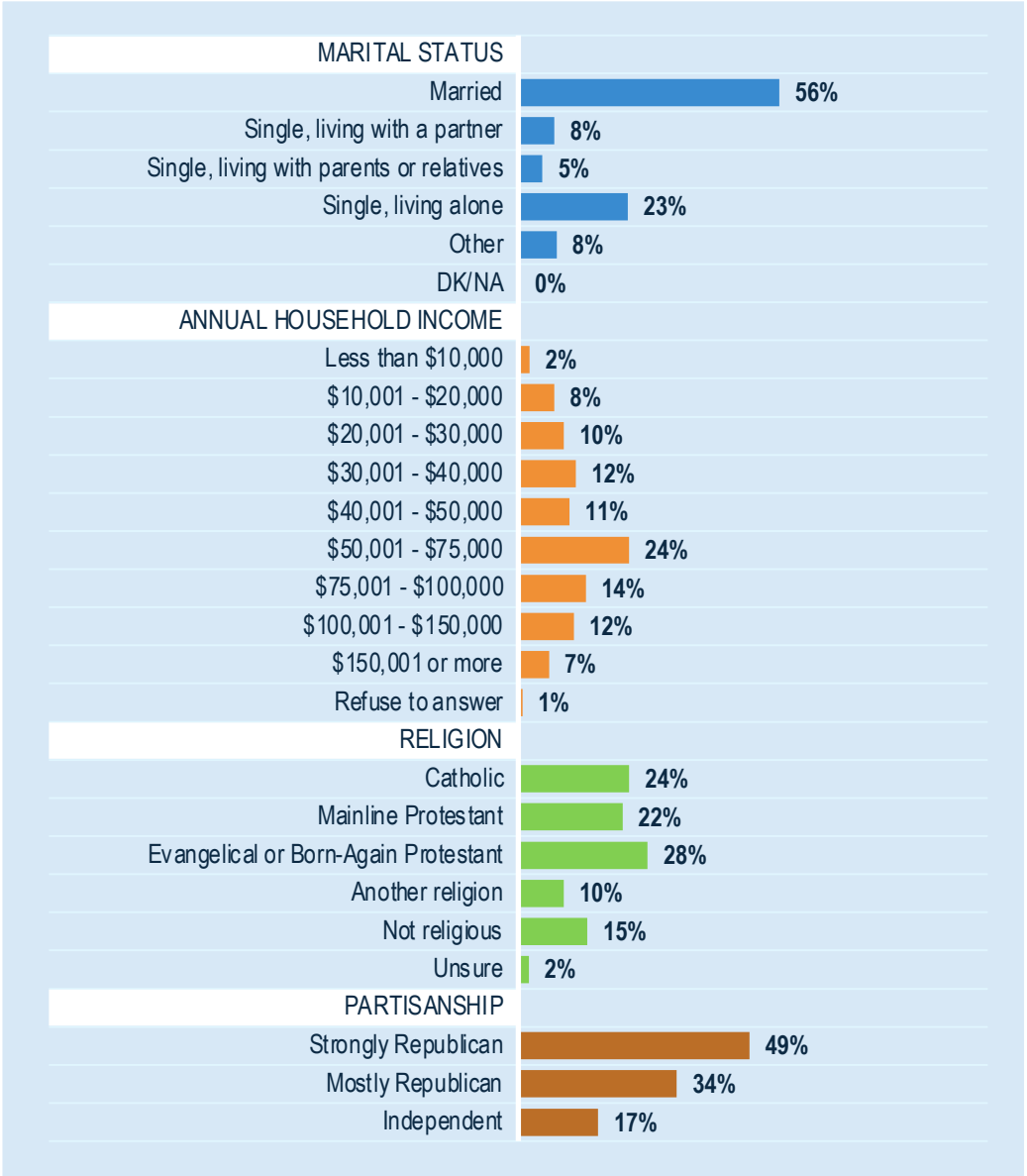
Most likely 2024 GOP primary voters voted for Donald Trump in 2020. More educated primary voters were more likely to vote for someone else in 2020.



	TOTAL	GENDER x AGE						EDUCATION			HH INCOME		RELIGION			IDEOLOGY				GOP	
	TOTAL	M <50	M 50-69	M 70+	F <50	F 50-69	F 70+	Coll+	S.Coll/2y	No Coll	<$75k	$75k+	Catholic	Protest	Evang	Ext Cons	Very Con	Smwt Co	Moderat	Trump	Trad
NUMBER OF RESPONDENTS	1209	181	234	189	156	252	197	508	453	248	806	393	286	268	333	270	305	355	238	481	580
Yes, voted for Donald Trump in 2020	87%	85%	82%	89%	85%	90%	90%	86%	87%	87%	88%	83%	84%	89%	90%	94%	95%	87%	70%	95%	84%
No, did not vote for Donald Trump in 2020	10%	11%	16%	11%	10%	6%	8%	12%	10%	7%	9%	14%	13%	10%	7%	5%	3%	10%	25%	2%	14%
No, did not vote in 2020	3%	3%	2%	0%	5%	4%	2%	1%	3%	5%	3%	2%	2%	2%	3%	1%	2%	3%	5%	3%	2%
Unsure	0%	2%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%

ALL RESPONDENTS

Vote2020: Did you vote for vote for Donald Trump in the 2020 election or another candidate?

CYGNAL

SAMPLE STRUCTURE