

December 12-14, 2022



Survey of Likely 2024 GOP Primary Voters in the Republican Primary for President

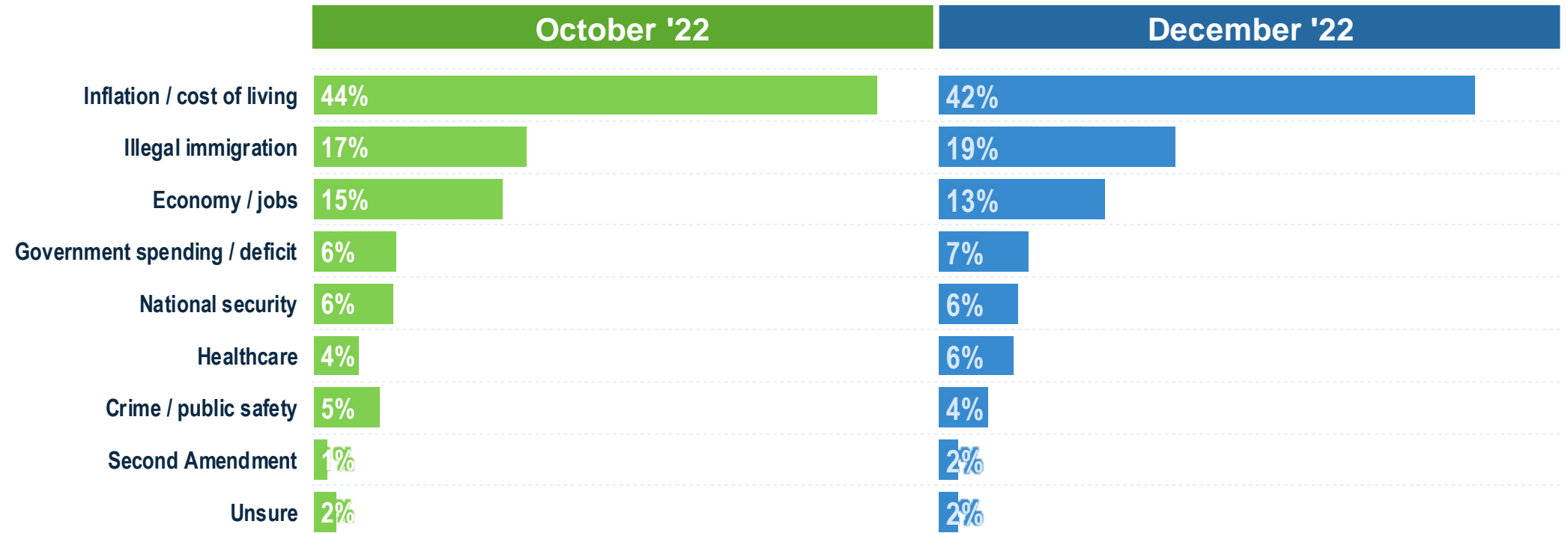
n=1019 | $\pm 3.07\%$

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Inflation continues to be the dominating issue for 2024 Republican primary voters

Republican primary voters remain singularly focused on inflation and the cost of living and believe that this should be the primary focus of the Republican presidential nominee in 2024. When combined with economy/jobs, **55% of Republicans are focused on pocketbook issues**. Immigration surpasses inflation with men age 70+.

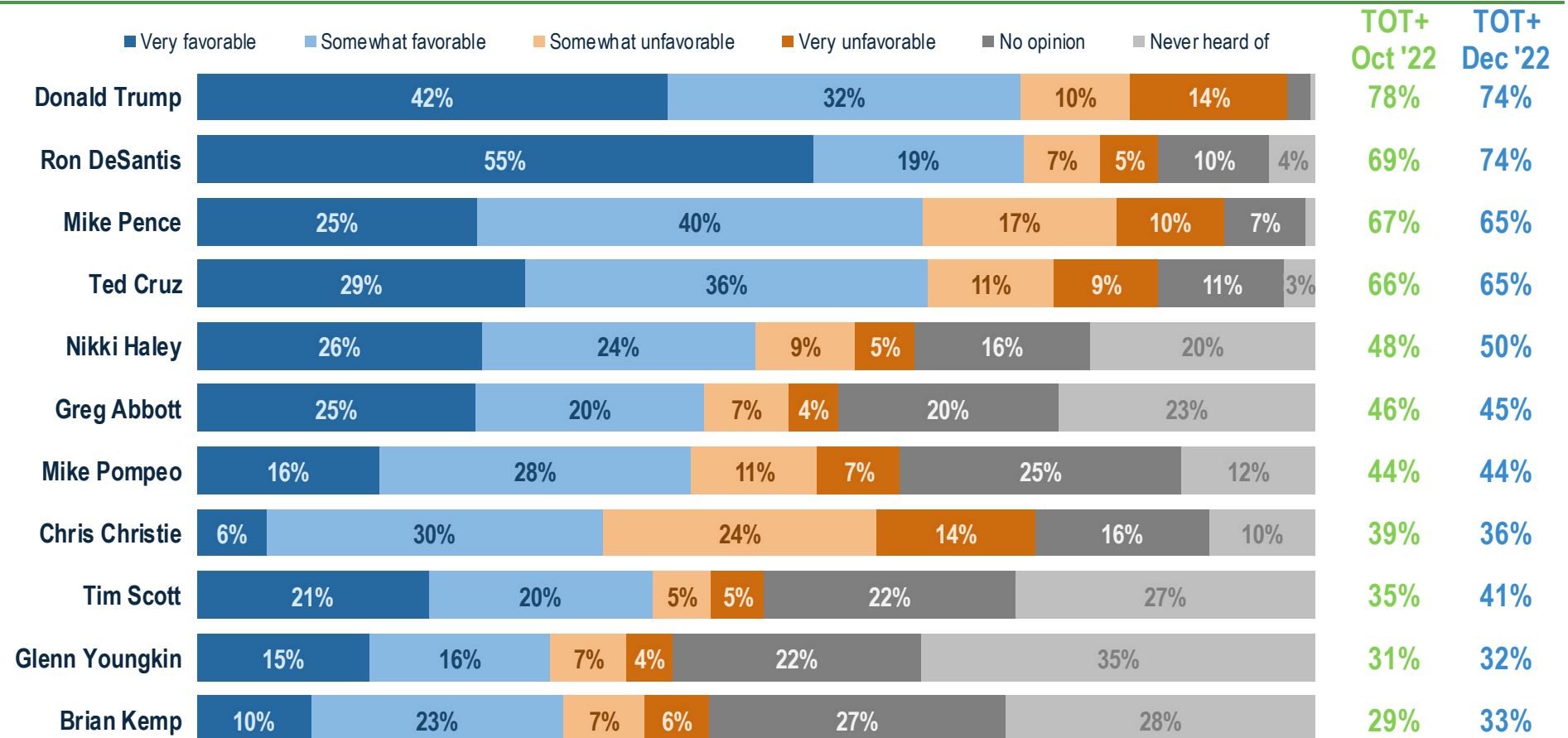


December '22	TOTAL	GENDER x AGE						EDUCATION			HH INCOME		RELIGION			IDEOLOGY				GOP	
TOP 3	TOTAL	M <50	M 50-69	M 70+	F <50	F 50-69	F 70+	Coll+	S.Coll/2y	No Coll	<\$75k	\$75k+	Catholic	Protest	Ev ang	ExtCons	Very Con	Smw tCo	Moderat	Trump	Trad
NUMBER OF RESPONDENTS	1019	137	214	156	137	210	165	387	370	262	686	324	266	236	276	232	260	311	183	391	529
Inflation / cost of living	42%	32%	47%	30%	52%	50%	39%	40%	42%	46%	43%	39%	43%	47%	37%	37%	44%	46%	44%	43%	42%
Illegal immigration	19%	5%	19%	33%	6%	18%	29%	18%	21%	17%	19%	18%	22%	21%	19%	23%	21%	17%	12%	21%	18%
Economy / jobs	13%	30%	7%	14%	12%	14%	6%	15%	14%	9%	10%	18%	14%	10%	14%	11%	11%	13%	16%	13%	13%

DeSantis has the strongest “very favorable” rating and is the only potential candidate who saw an increase in net favorability

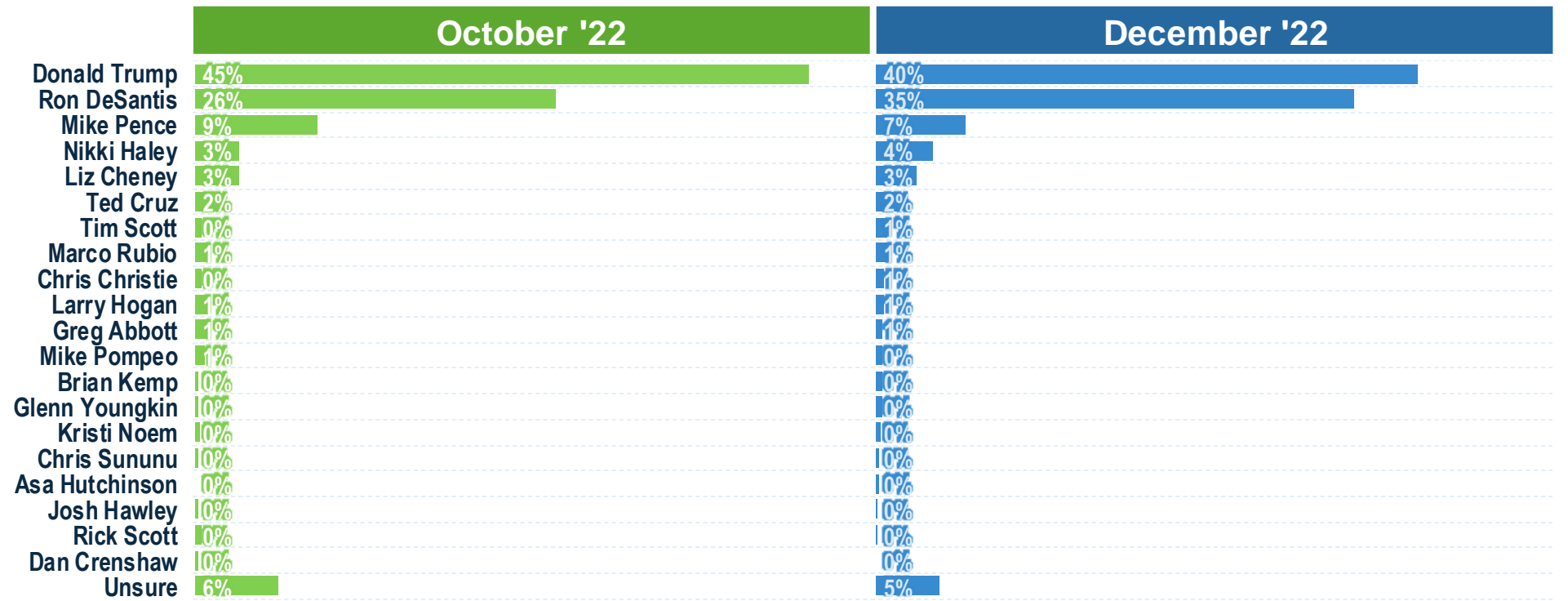
Former President Donald **Trump** and Florida Governor Ron **DeSantis** share the highest favorable among Republican primary voters. Pence and Cruz are close behind in image. **Former Trump Officials** Haley and Pompeo as well as Texas Governor Greg Abbott round out the next most favorable group. Chris **Christie** is the only Republican politician with a **negative image** among the voter base (38% unfavorable).

TOT+ = the sum of the two most positive values



President Trump continues to lead the field, but he saw a 5% drop in support since October and DeSantis is now with 5 points

Following the midterms, the hypothetical 2024 presidential primary **race draws closer** between former President Donald Trump and Governor DeSantis. Trump leads with younger voters while DeSantis holds older voters, and middle-aged voters are split. **Trump** leads DeSantis with **moderate voters**.

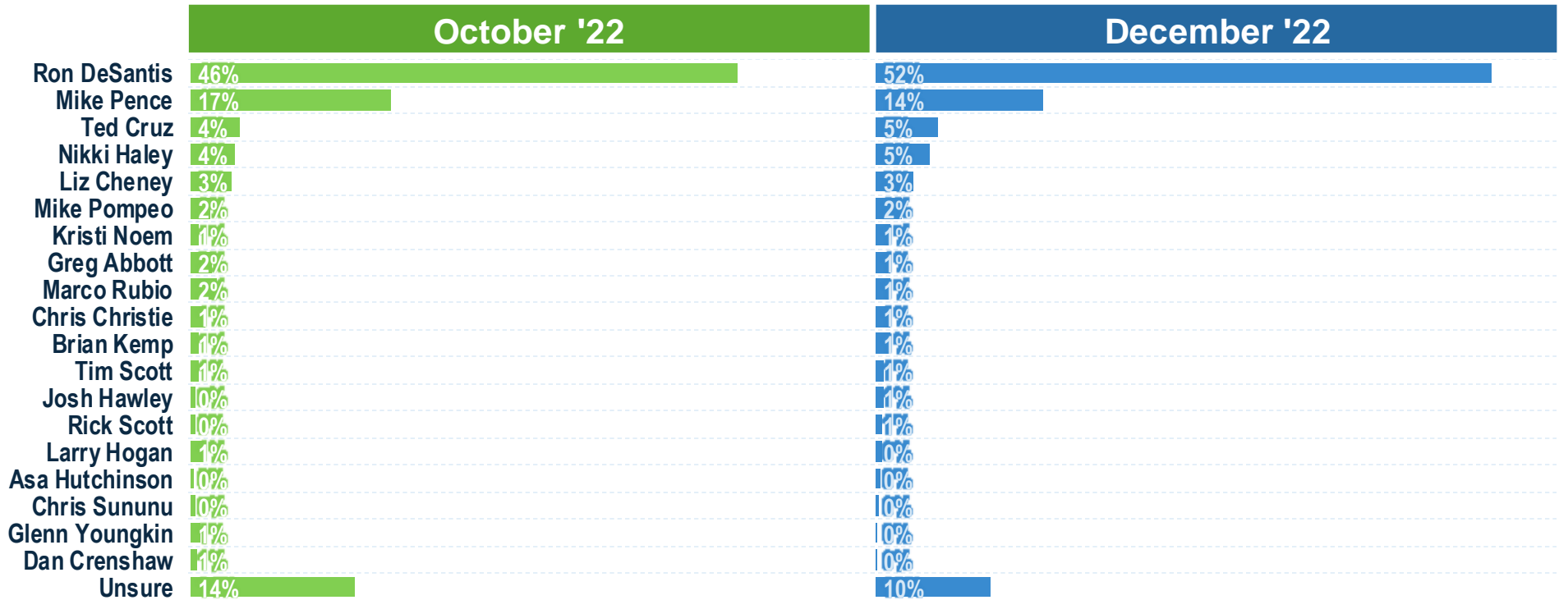


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NUMBER OF RESPONDENTS	1019	137	214	156	137	210	165	387	370	262	686	324	266	236	276	232	260	311	183	391	529
Donald Trump	40%	52%	35%	27%	54%	42%	31%	31%	40%	54%	43%	35%	40%	33%	42%	45%	40%	34%	39%	66%	22%
Ron DeSantis	35%	30%	40%	39%	23%	32%	43%	41%	37%	22%	32%	39%	38%	34%	35%	43%	39%	32%	27%	22%	45%
Mike Pence	7%	3%	5%	10%	2%	10%	8%	6%	7%	6%	7%	6%	5%	7%	10%	4%	6%	7%	9%	2%	10%

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

If President Trump decides not to run, DeSantis has increased his lead over all other potential candidates by 6 points

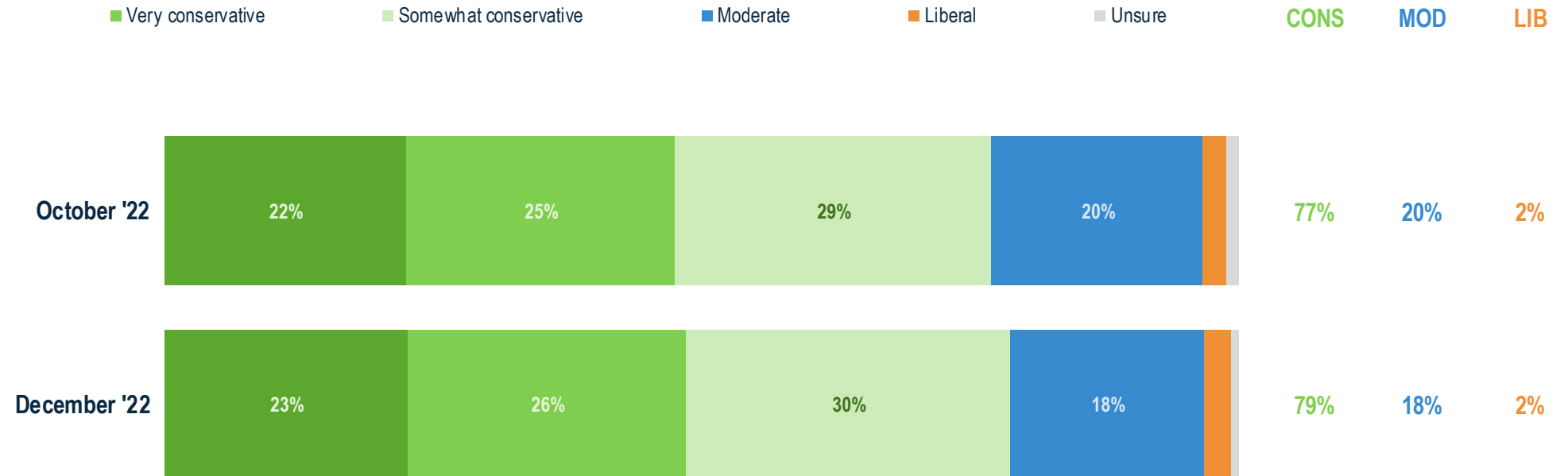
Without the former President in the race, DeSantis runs away from the field, and Mike Pence doubles his share. Senator Ted Cruz and Ambassador Haley each garner 5%.



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NUMBER OF RESPONDENTS	1019	137	214	156	137	210	165	387	370	262	686	324	266	236	276	232	260	311	183	391	529
Ron DeSantis	52%	40%	61%	55%	30%	53%	66%	55%	55%	41%	51%	53%	57%	50%	52%	69%	56%	47%	36%	50%	54%
Mike Pence	14%	18%	10%	14%	18%	15%	12%	12%	13%	19%	14%	14%	15%	13%	17%	11%	12%	16%	17%	14%	16%
Ted Cruz	5%	7%	5%	4%	9%	4%	3%	4%	4%	9%	6%	4%	4%	4%	7%	7%	8%	4%	3%	7%	4%

IDEOLOGY

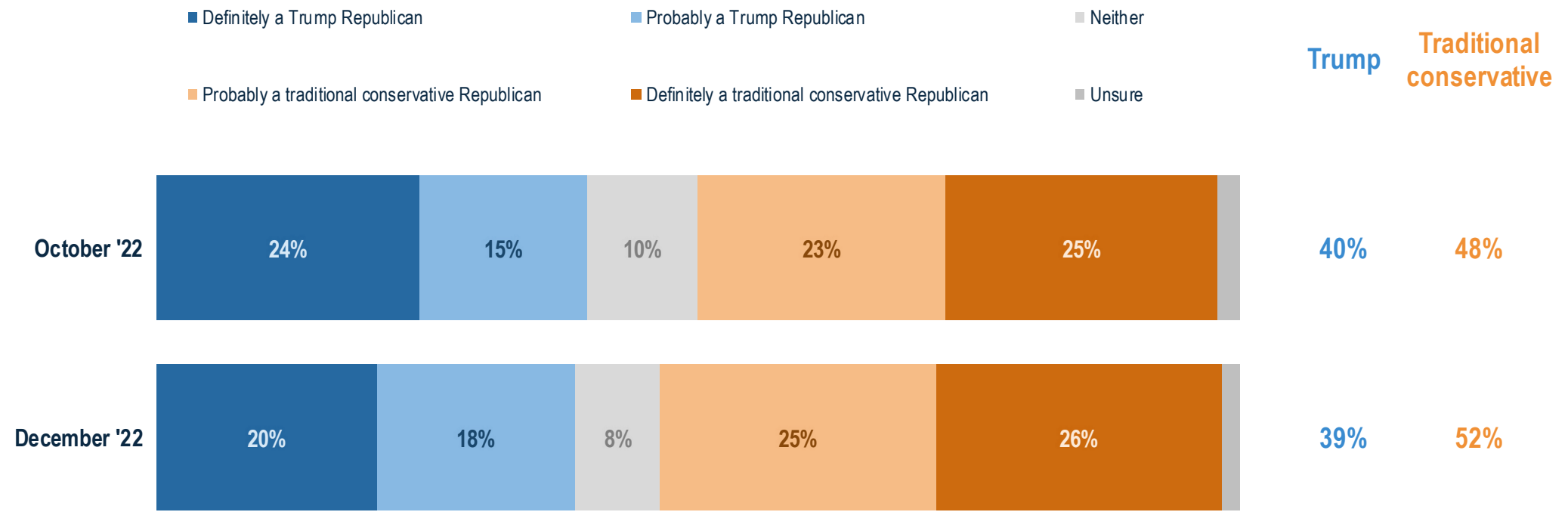
The **older** someone is or the more **educated** they are, the more likely they are to be **conservative**.



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NUMBER OF RESPONDENTS	1019	137	214	156	137	210	165	387	370	262	686	324	266	236	276	232	260	311	183	391	529
Conservative	79%	71%	81%	81%	76%	80%	80%	79%	80%	76%	79%	79%	81%	78%	86%	100%	100%	100%	0%	76%	87%
Moderate	18%	22%	15%	16%	21%	17%	19%	18%	17%	20%	18%	18%	16%	19%	12%	0%	0%	0%	100%	19%	12%
Liberal	2%	5%	4%	2%	1%	2%	1%	3%	2%	2%	2%	3%	2%	3%	2%	0%	0%	0%	0%	4%	1%

GOP SEGMENT

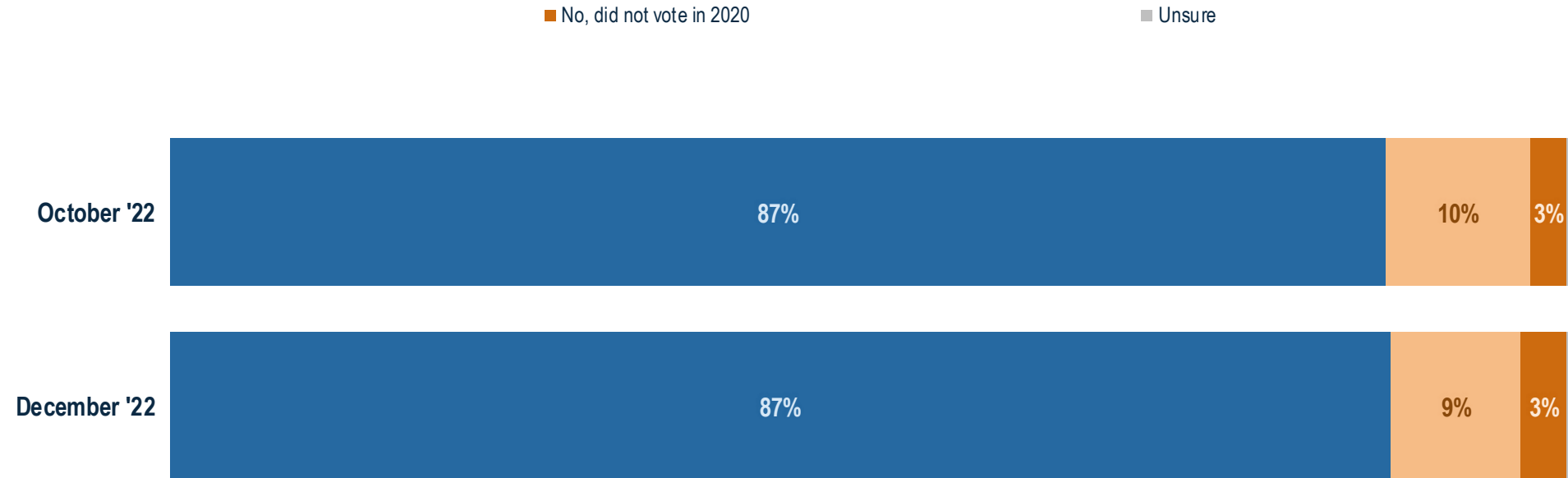
Self-identifying Trump Republicans are young, while older voters consider themselves more traditional conservatives. This spans across gender. GOP primary voters making a higher income are more likely to be traditional conservatives.



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NUMBER OF RESPONDENTS	1019	137	214	156	137	210	165	387	370	262	686	324	266	236	276	232	260	311	183	391	529
Trump	39%	58%	36%	31%	47%	37%	27%	38%	35%	44%	38%	40%	39%	31%	39%	40%	41%	31%	40%	100%	0%
Traditional conservative	52%	34%	56%	60%	41%	53%	62%	53%	52%	49%	53%	51%	52%	60%	54%	57%	52%	61%	34%	0%	100%

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.



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NUMBER OF RESPONDENTS	1019	137	214	156	137	210	165	387	370	262	686	324	266	236	276	232	260	311	183	391	529
Yes, v oted for Donald Trump in 2020	87%	88%	85%	89%	83%	89%	90%	87%	89%	83%	88%	85%	87%	85%	90%	95%	91%	83%	76%	95%	86%
No, did not v ote for Donald Trump in 2020	9%	7%	13%	10%	7%	9%	9%	11%	8%	8%	8%	12%	9%	14%	6%	4%	5%	12%	18%	2%	10%
No, did not v ote in 2020	3%	5%	2%	0%	10%	3%	2%	1%	2%	8%	4%	3%	4%	1%	4%	1%	3%	5%	4%	3%	3%
Unsure	0%	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%

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

SAMPLE STRUCTURE

