



# The Republican Party

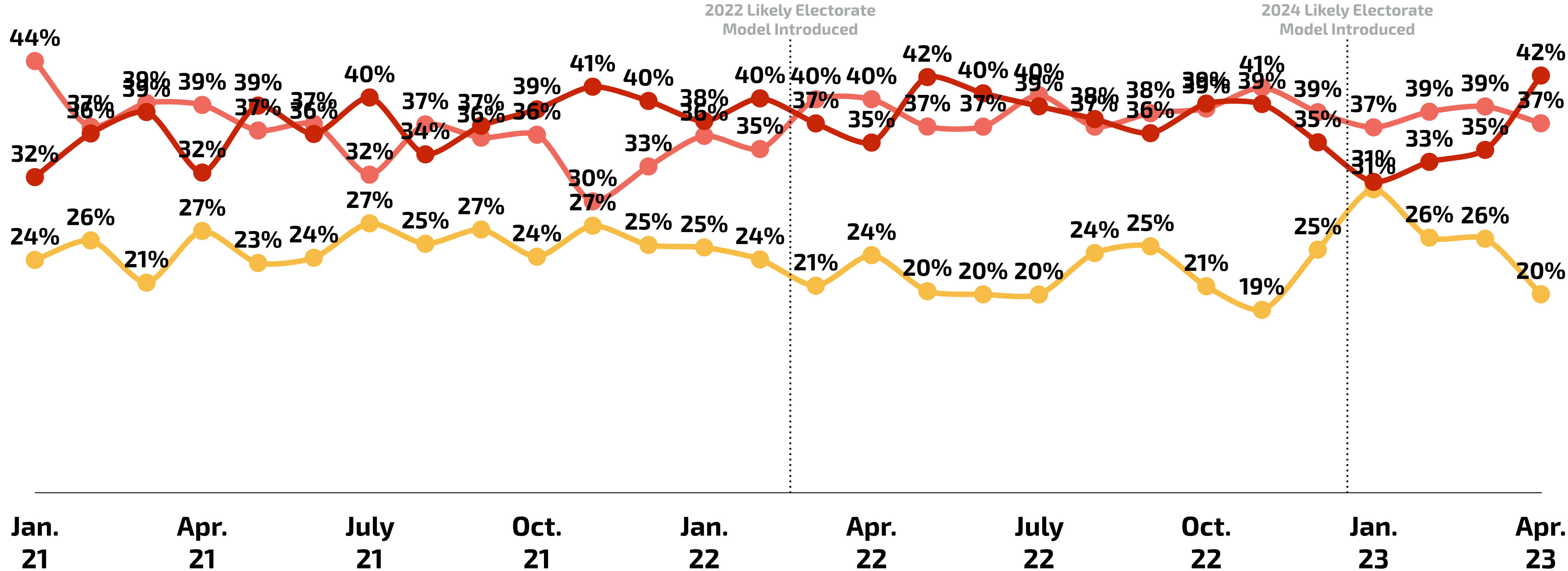
## Verified Voter Omnibus Survey

N = 1,012 Voters in the 2024 Likely Electorate (LV),  
Nationwide  
Field Dates: April 25-27, 2023



# Upwards of 3/4ths of GOP Voters are Conservative, with Very and Somewhat Conservative Voters Alternating in the Lead

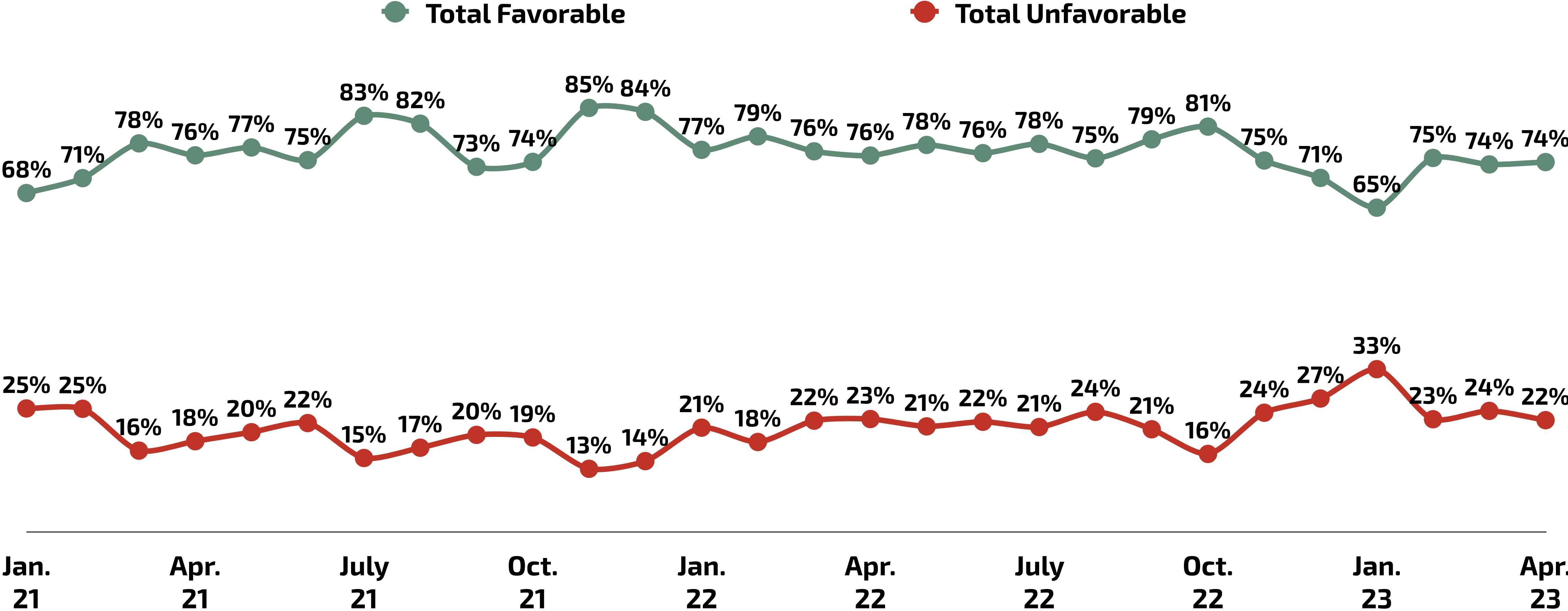
● Very conservative ● Somewhat conservative ● Moderate/Liberal



Q. Regardless of how you typically vote, would you say you consider yourself to be...?  
 [%AMONG GOP+LEAN, UNSURE REMOVED]  
 N = 1,012 Voters in the 2024 Likely Electorate nationwide, fielded April 25-27, 2023

Note: Surveys prior to March 2022 were of Registered Voters, not weighted to Likely Electorate

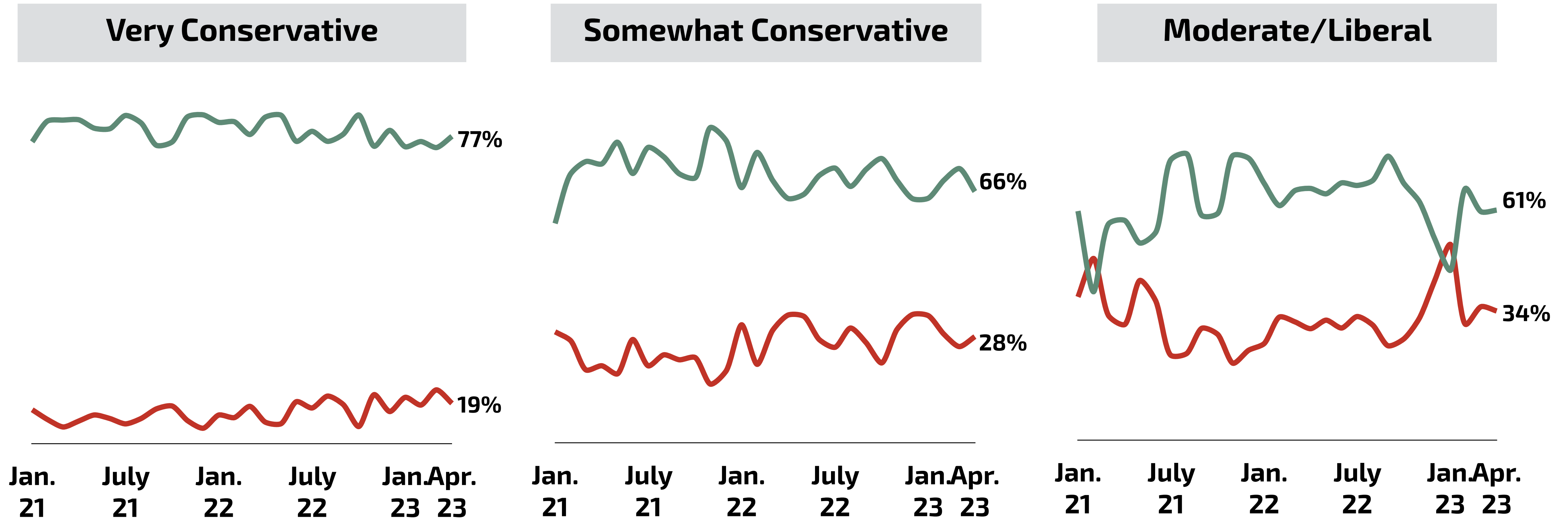
# Trump Favorability in the GOP From January '21 to Now



Q. Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately? -Donald Trump [%AMONG GOP+LEAN, UNSURE REMOVED]  
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# Only Moderate to Liberal Republicans Saw Big Drops in Trump's Favorability Rating After January 6 & Midterms – and Both Recovered

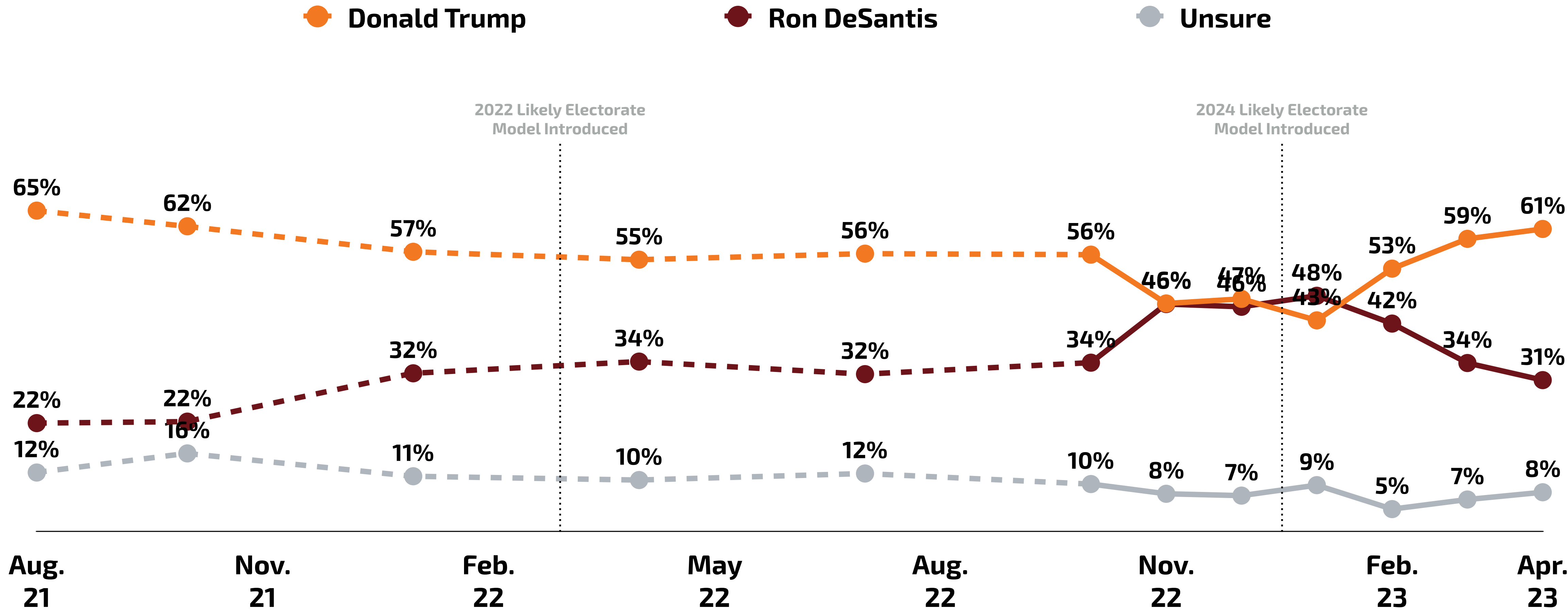
— Total Favorable — Total Unfavorable



Q. Regardless of how you typically vote, would you say you consider yourself to be...? [%AMONG GOP+LEAN, UNSURE REMOVED]  
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# A Look at the Trump-DeSantis Head-to-Head Since 2021



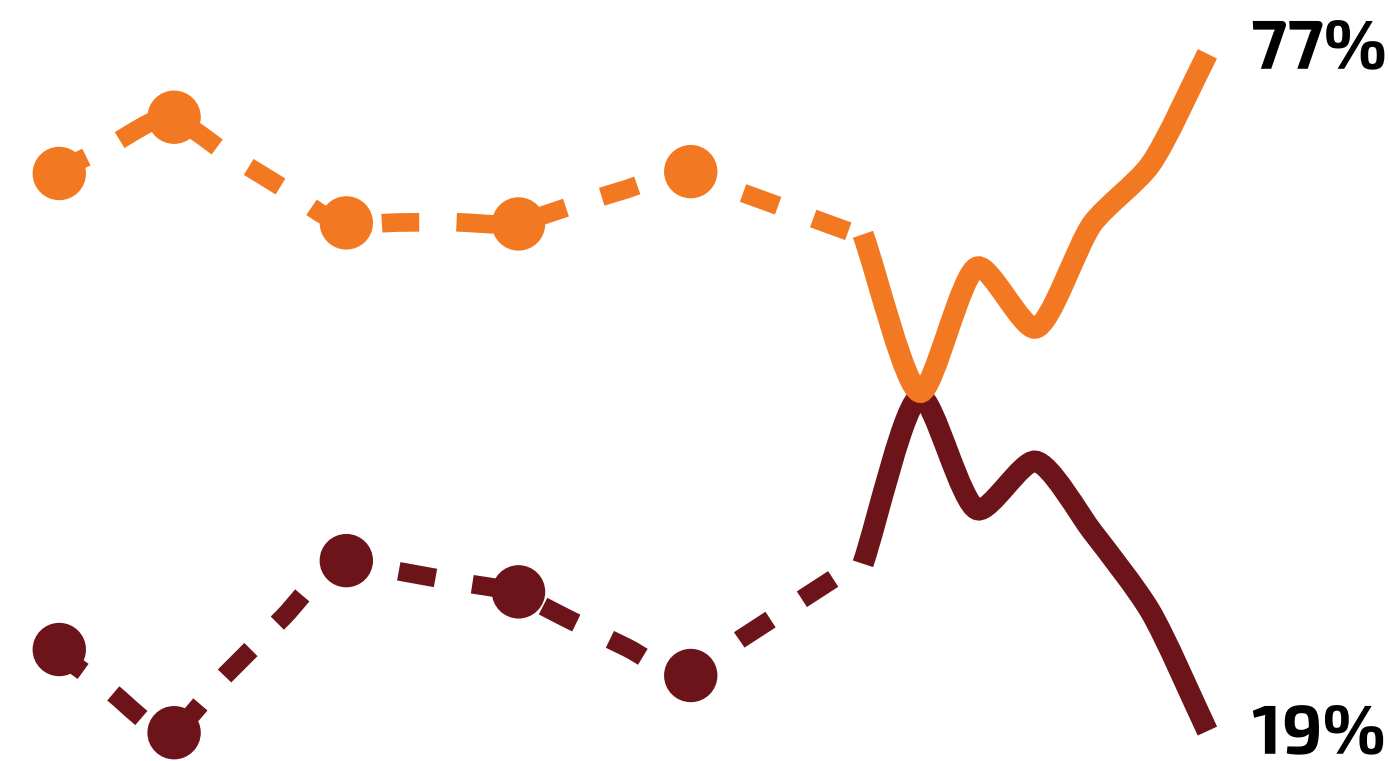
Q. If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote? [%AMONG GOP+LEAN]  
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Note: Surveys prior to March 2022 were of Registered Voters, not weighted to Likely Electorate

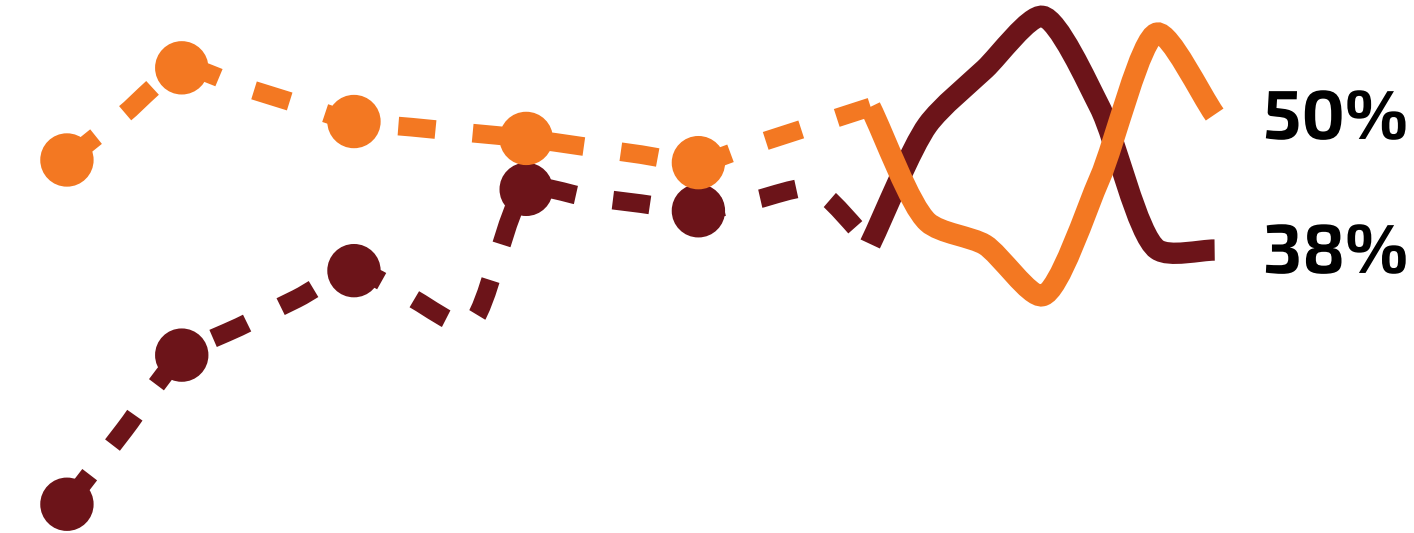
# Recent Shift Towards Trump is Driven by Very Conservative Republicans, Who Are the Most Volatile in Their Voting Intentions

— Donald Trump — Ron DeSantis

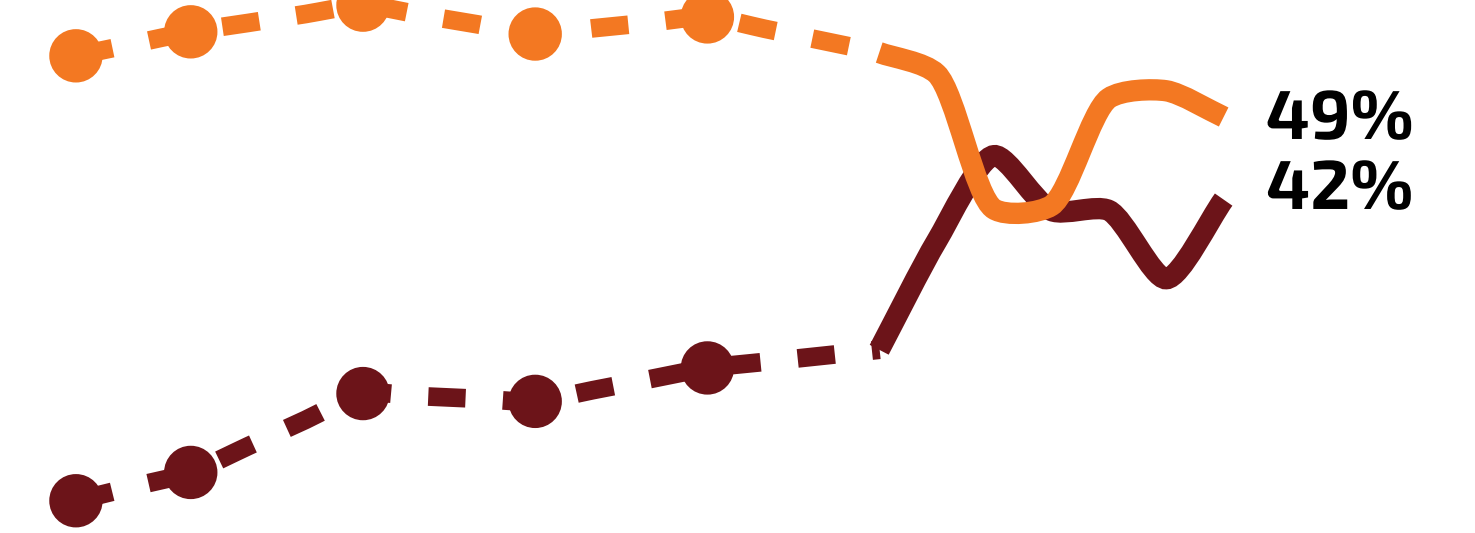
Very Conservative



Somewhat Conservative



Moderate/Liberal



Aug.  
21

Mar.  
22

Oct.  
22

Apr.  
23

Aug.  
21

Mar.  
22

Oct.  
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Apr.  
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Aug.  
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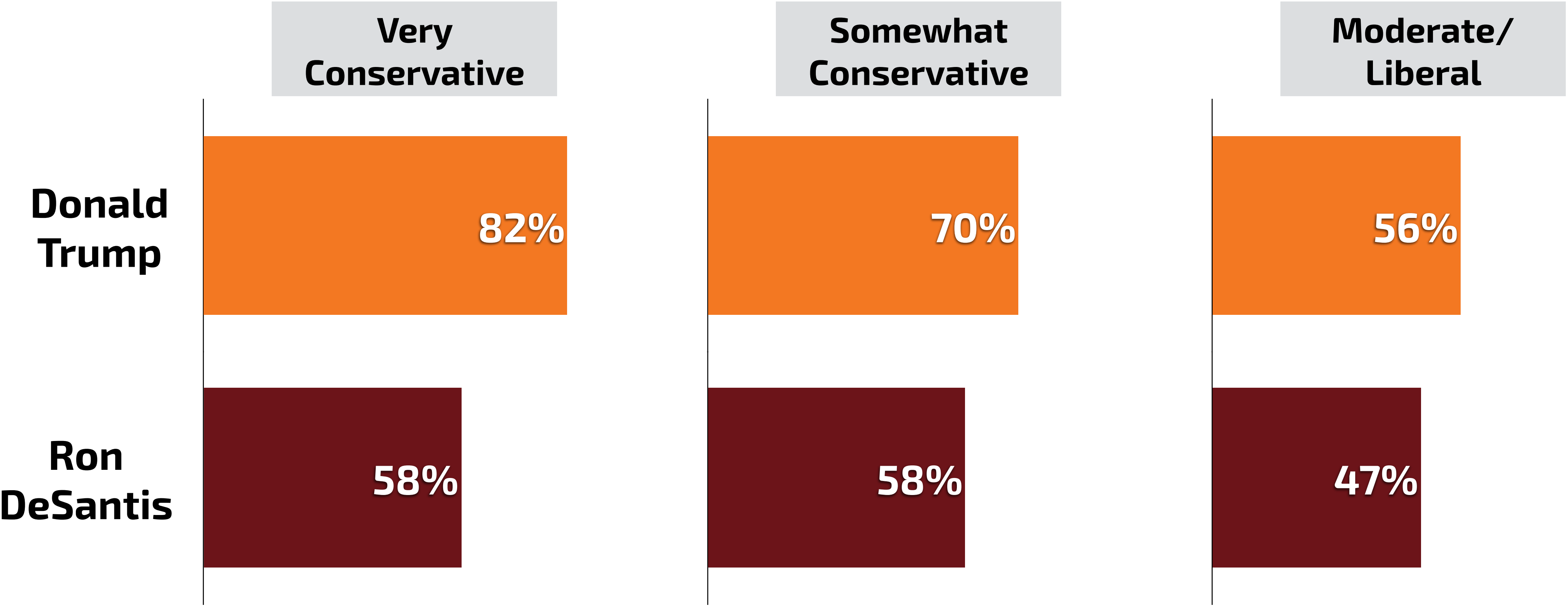


Q. If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote? [%AMONG GOP+LEAN, UNSURE REMOVED]

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# Very Conservative Voters Are the Most-Trump Group – And Also Tied for the Group Most Considering DeSantis



Q. Which candidates would you consider supporting for the Republican nomination for President in 2024? You may choose as many as you like. [%AMONG GOP+LEAN, OTHER CANDIDATES REMOVED]  
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# The Trump-DeSantis Swing Vote – Those Considering Both – Are Still The Largest Group Of GOP Voters – and the Most Conservative

*Would consider supporting...*

	<b>Trump AND DeSantis</b>	<b>Trump, but NOT DeSantis</b>	<b>DeSantis, but NOT Trump</b>	<b>Neither Trump nor DeSantis</b>
<b>IDEOLOGY</b>	<b>52% Very Conservative</b> 35% Somewhat Conservative 14% Moderate/Liberal	<b>49% Very Conservative</b> 30% Somewhat Conservative 20% Moderate/Liberal	23% Very Conservative <b>52% Somewhat Conservative</b> 25% Moderate/Liberal	25% Very Conservative <b>44% Somewhat Conservative</b> 31% Moderate/Liberal
<b>April 2023 GOP+Lean</b>	<b>41%</b>	28%	15%	16%
<b>March 2023 GOP+Lean</b>	<b>39%</b>	25%	22%	15%

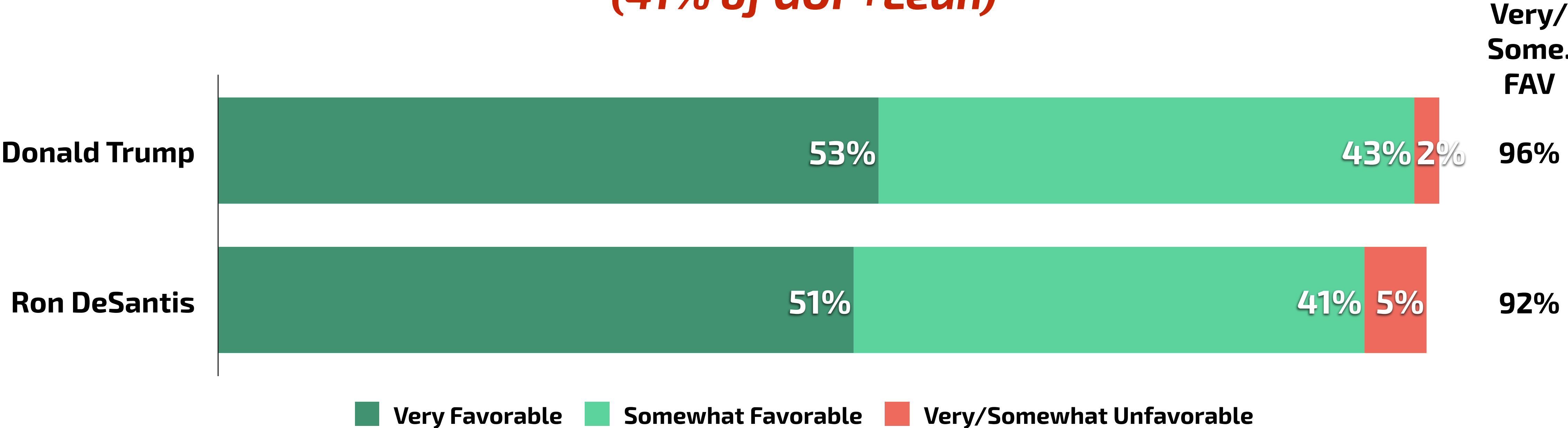


Q. Which candidates would you consider supporting for the Republican nomination for President in 2024? You may choose as many as you like. [%AMONG GOP+LEAN, OTHER CANDIDATES REMOVED]  
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# Those Considering Both Trump and DeSantis Are Very Favorable Towards Both...

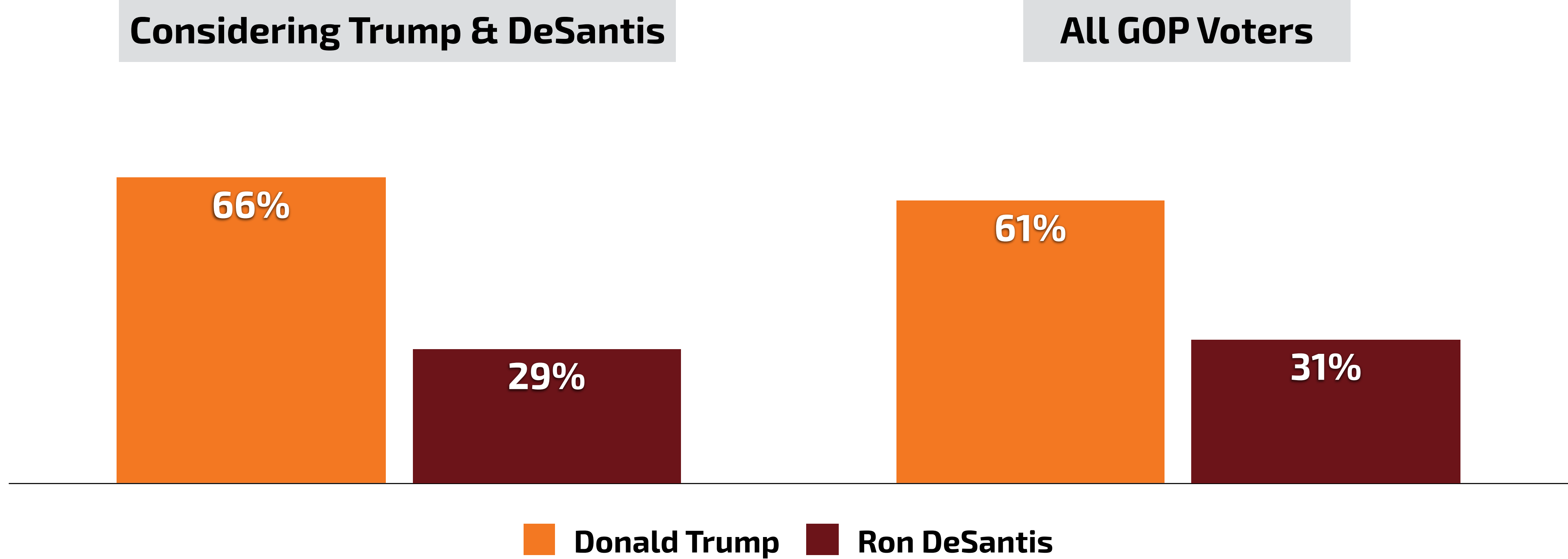
*Would consider supporting...*

*Trump AND DeSantis  
(41% of GOP+Lean)*



Q. Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately? [%CONSIDER TRUMP AND DESANTIS, UNSURE REMOVED]  
N = 1,012 Voters in the 2024 Likely Electorate nationwide, fielded April 25-27, 2023

# ...But They Support Trump in a Two-Way By 37 Points, More Than the Overall Margin Among GOP Voters



Q. If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote? [%CONSIDER TRUMP AND DESANTIS, UNSURE AND OTHER CANDIDATES REMOVED]  
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# Trump + DeSantis Voters Have Views Identical to Trump-Only Voters on the Manhattan DA's Indictment

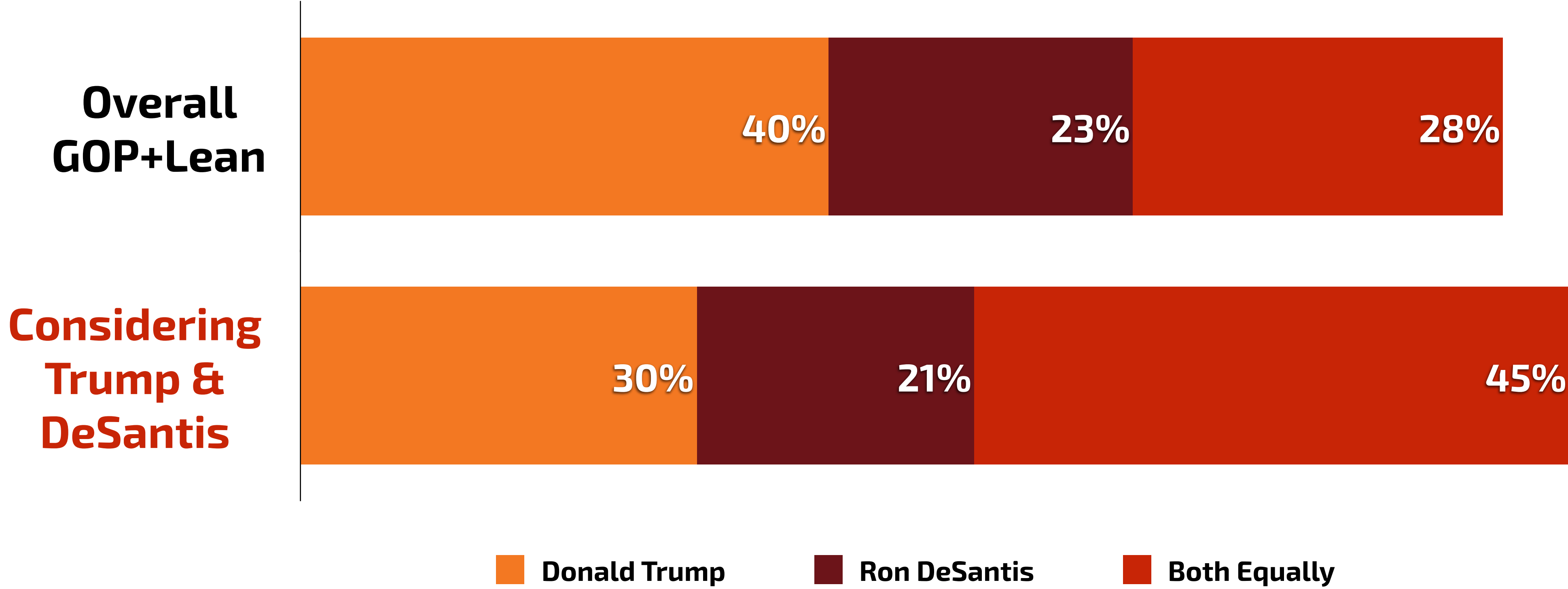
*Would consider supporting...*

	ALL GOP+LEAN	Trump AND DeSantis (41% of GOP+Lean)	Trump, but NOT DeSantis (28% of GOP+Lean)	DeSantis, but NOT Trump (15% of GOP+Lean)	Neither Trump nor DeSantis (16% of GOP+Lean)	Only Trump (18% of GOP+Lean)	Not Trump (31% of GOP+Lean)
The prosecution is a political witch hunt that makes me more motivated to support Donald Trump in the 2024 Republican primary	70%	88%	89%	28%	34%	86%	31%
The prosecution may be politically motivated, but Donald Trump's legal troubles have me worried that he's not the best candidate to beat Joe Biden and the Democrats	25%	11%	8%	62%	51%	11%	57%



Q. Which of the following comes closest to your view of Donald Trump's indictment by a Manhattan prosecutor, even if neither one is exactly right? [%AMONG GOP+LEAN, UNSURE REMOVED]  
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# They Are Less Likely To Say Trump Is More Electable Than DeSantis, But A Plurality Says Both Are Equally Electable



Q. Which candidate do you think would be most likely to defeat Joe Biden or the Democratic nominee in 2024? [%AMONG GOP+LEAN, NEITHER AND UNSURE REMOVED]  
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ECHELON  
INSIGHTS

