



Primary Electability Conjoint Analysis

Verified Voter Omnibus Survey

N = 1,023 Voters in the 2024 Likely Electorate (LV), Nationwide
Field Dates: February 21-23, 2023



Using Conjoint Methodology To Find The Republican And Democratic Candidates Best Positioned To Win Primaries

To understand the kind of candidate ideally positioned to succeed in both a Republican and Democratic primary, we presented Republicans and Democrats with hypothetical primary matchups between two candidates (from the respondent's party) possessing a random set of attributes. Respondents were shown three different pairings of attribute sets, and attributes were randomly displayed within each set. For each attribute, a win rate and margin was calculated. For example, a win margin of 10% would indicate that a candidate possessing that attribute was chosen 55% of the time.

Q. If given a choice between two candidates with the following attributes in the Republican primary in your state, which would you prefer? [Asked of Republicans and Republican-leaning independents]

Q. If given a choice between two candidates with the following attributes in the Democratic primary in your state, which would you prefer? [Asked of Democrats and Democratic-leaning independents]

<p>A Republican who ran stronger than Donald Trump in the 2020 election</p> <p>Consistently opposes their party's leadership because they're too weak and won't stand up for conservative principles</p> <p>Has made controversial comments about other groups</p> <p>Is a first-time candidate</p> <p>Talks more about the need to win by rallying members of the Republican base</p> <p>Is in their 40s or 50s</p> <p>Leads the Democratic candidate in the latest polls</p> <p><input type="radio"/></p>	<p>A Republican who ran stronger than Donald Trump in the 2020 election</p> <p>Consistently opposes their party's leadership because they're too weak and won't stand up for conservative principles</p> <p>Has not made controversial comments about other groups</p> <p>Is a first-time candidate</p> <p>Talks more about the need to win by rallying members of the Republican base</p> <p>Is in their 70s or 80s</p> <p>Trails the Democratic candidate in the latest polls</p> <p><input type="radio"/></p>
---	--

<p>A Democrat who did not run as strongly as Joe Biden in the 2020 election</p> <p>Consistently opposes their party's leadership because they're too weak and won't stand up for progressive principles</p> <p>Has made controversial comments about other groups</p> <p>Is a first-time candidate</p> <p>Talks more about the need to win by talking to swing voters who don't agree with Democrats on every issue</p> <p>Is in their 40s or 50s</p> <p>Leads the Republican candidate in the latest polls</p> <p><input type="radio"/></p>	<p>A Democrat who ran stronger than Joe Biden in the 2020 election</p> <p>Consistently opposes their party's leadership because they're too weak and won't stand up for progressive principles</p> <p>Has not made controversial comments about other groups</p> <p>Is a first-time candidate</p> <p>Talks more about the need to win by talking to swing voters who don't agree with Democrats on every issue</p> <p>Is in their 40s or 50s</p> <p>Trails the Republican candidate in the latest polls</p> <p><input type="radio"/></p>
--	--



N = 1,023 Voters in the 2024 Likely Electorate nationwide, fielded February 21-23, 2023

Building Each Party's Ideal Primary Candidate

Q. If given a choice between two candidates with the following attributes in the [Republican/Democratic] primary in your state, which would you prefer? [GOP+Lean and DEM+Lean voters asked about own party]

Wins above replacement	A [Republican/Democrat] who ran stronger than [Donald Trump/Joe Biden] in the 2020 election A [Republican/Democrat] who did not run as strongly as [Donald Trump/Joe Biden] in the 2020 election
Supports or opposes party leadership	Consistently supports their party's leadership, focusing on issues where all [Republicans/Democrats] agree Consistently opposes their party's leadership because they're too weak and won't stand up for [conservative/progressive] principles
Controversial comments	Has not made controversial comments about other groups Has made controversial comments about other groups
Has previously won election vs. first-time politician	Has previously won election to public office Is a first-time candidate
Swing vs. base	Talks more about the need to win by talking to swing voters who don't agree with [Republicans/Democrats] on every issue Talks more about the need to win by rallying members of the [Republican/Democratic] base
Age	Is in their 70s or 80s Is in their 40s or 50s
Polling	Leads the [OPPOSING PARTY: Democratic/Republican] candidate in the latest polls Trails the [OPPOSING PARTY: Republican/Democratic] candidate in the latest polls



N = 1,023 Voters in the 2024 Likely Electorate nationwide, fielded February 21-23, 2023

Both Parties Focused On Age, But Dems Moreso; Democrats Prioritize Support For Party Leadership & Republicans Past Electoral Performance

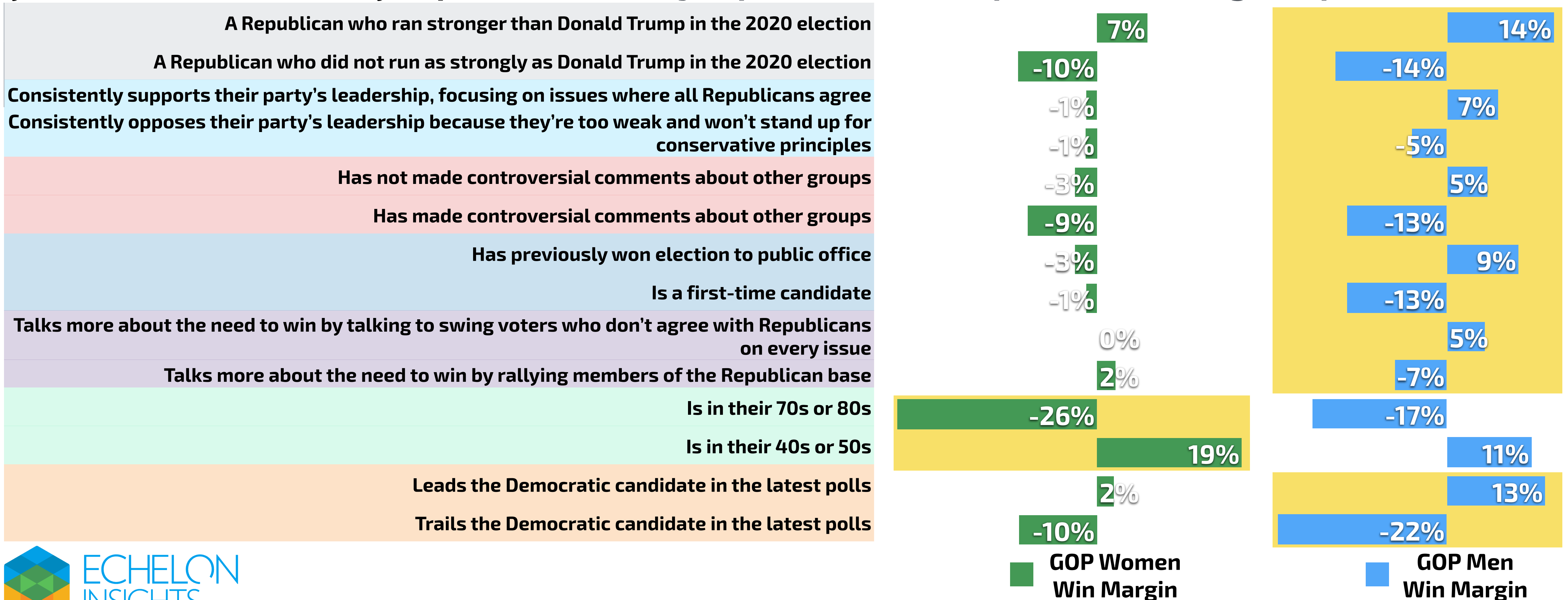
Q. If given a choice between two candidates with the following attributes in the [Republican/Democratic] primary in your state, which would you prefer?



N = 1,023 Voters in the 2024 Likely Electorate nationwide, fielded February 21-23, 2023

GOP Women More Focused On Age In Selecting A Primary Candidate, Men On Electability And Experience

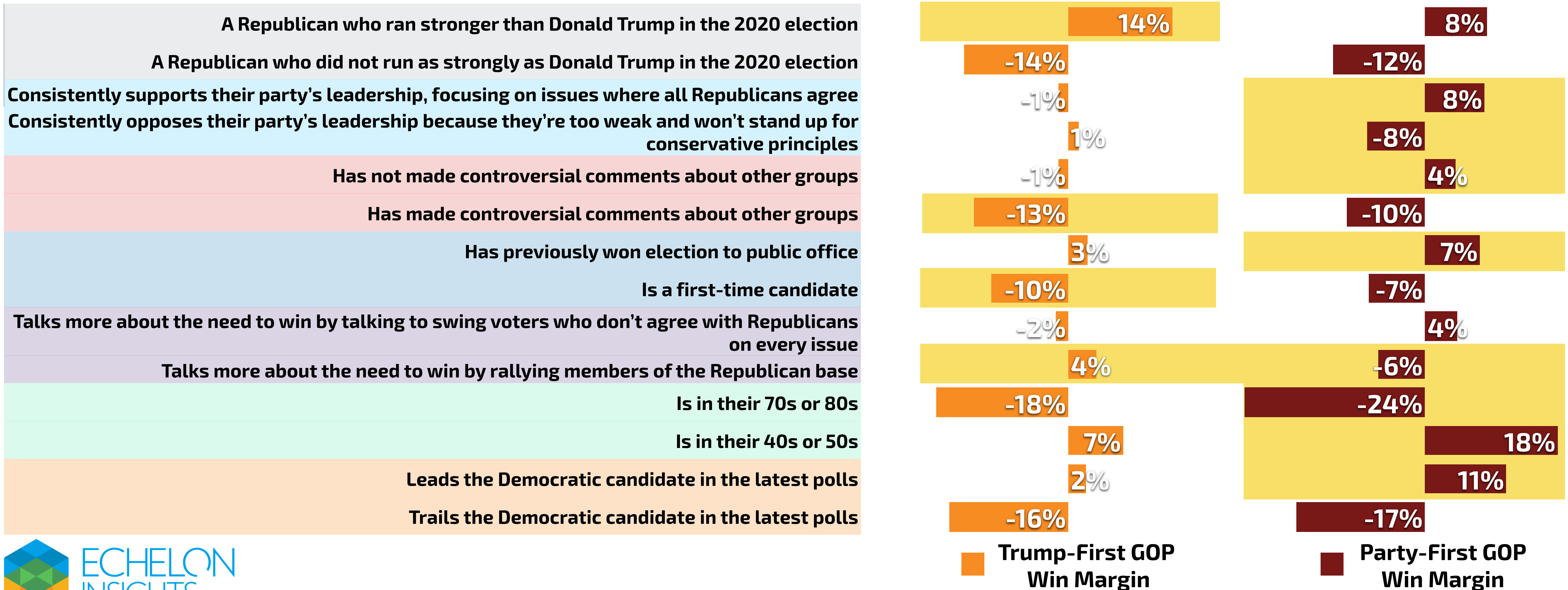
Q. If given a choice between two candidates with the following attributes in the Republican primary in your state, which would you prefer? *[Asked of Republicans and Republican-leaning independents]*



N = 1,023 Voters in the 2024 Likely Electorate nationwide, fielded February 21-23, 2023

Party-First Republicans Support Establishment-Friendly Younger Candidates Who Lead In Polls; Trump-First GOP Cares More About Outperforming Trump

Q. If given a choice between two candidates with the following attributes in the Republican primary in your state, which would you prefer? *[Asked of Republicans and Republican-leaning independents]*

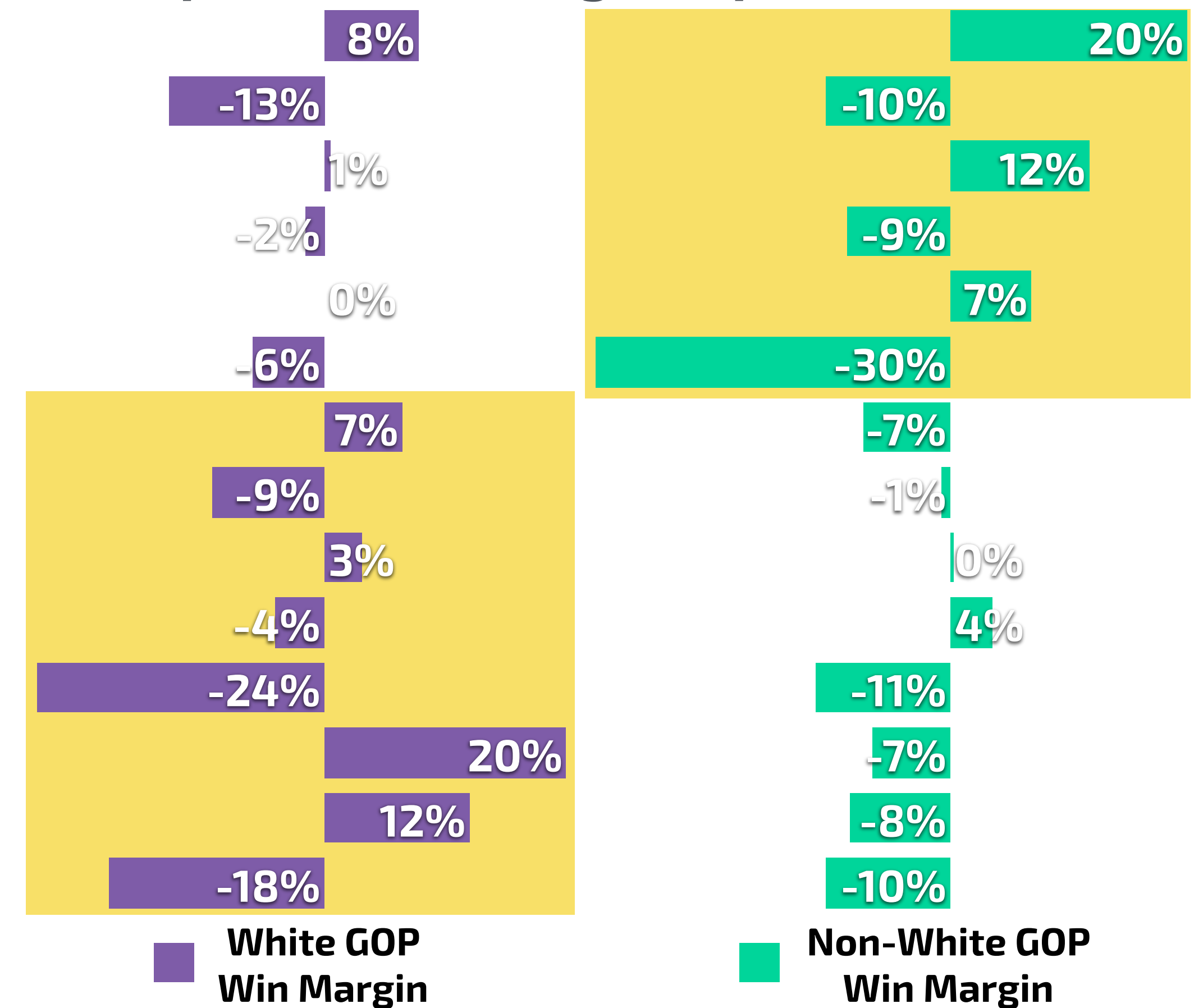


N = 1,023 Voters in the 2024 Likely Electorate nationwide, fielded February 21-23, 2023

Candidate Who Has Made Controversial Comments About Other Groups Performs Poorly Among Non-White Republicans

Q. If given a choice between two candidates with the following attributes in the Republican primary in your state, which would you prefer? *[Asked of Republicans and Republican-leaning independents]*

A Republican who ran stronger than Donald Trump in the 2020 election
A Republican who did not run as strongly as Donald Trump in the 2020 election
Consistently supports their party's leadership, focusing on issues where all Republicans agree
Consistently opposes their party's leadership because they're too weak and won't stand up for conservative principles
Has not made controversial comments about other groups
Has made controversial comments about other groups
Has previously won election to public office
Is a first-time candidate
Talks more about the need to win by talking to swing voters who don't agree with Republicans on every issue
Talks more about the need to win by rallying members of the Republican base
Is in their 70s or 80s
Is in their 40s or 50s
Leads the Democratic candidate in the latest polls
Trails the Democratic candidate in the latest polls

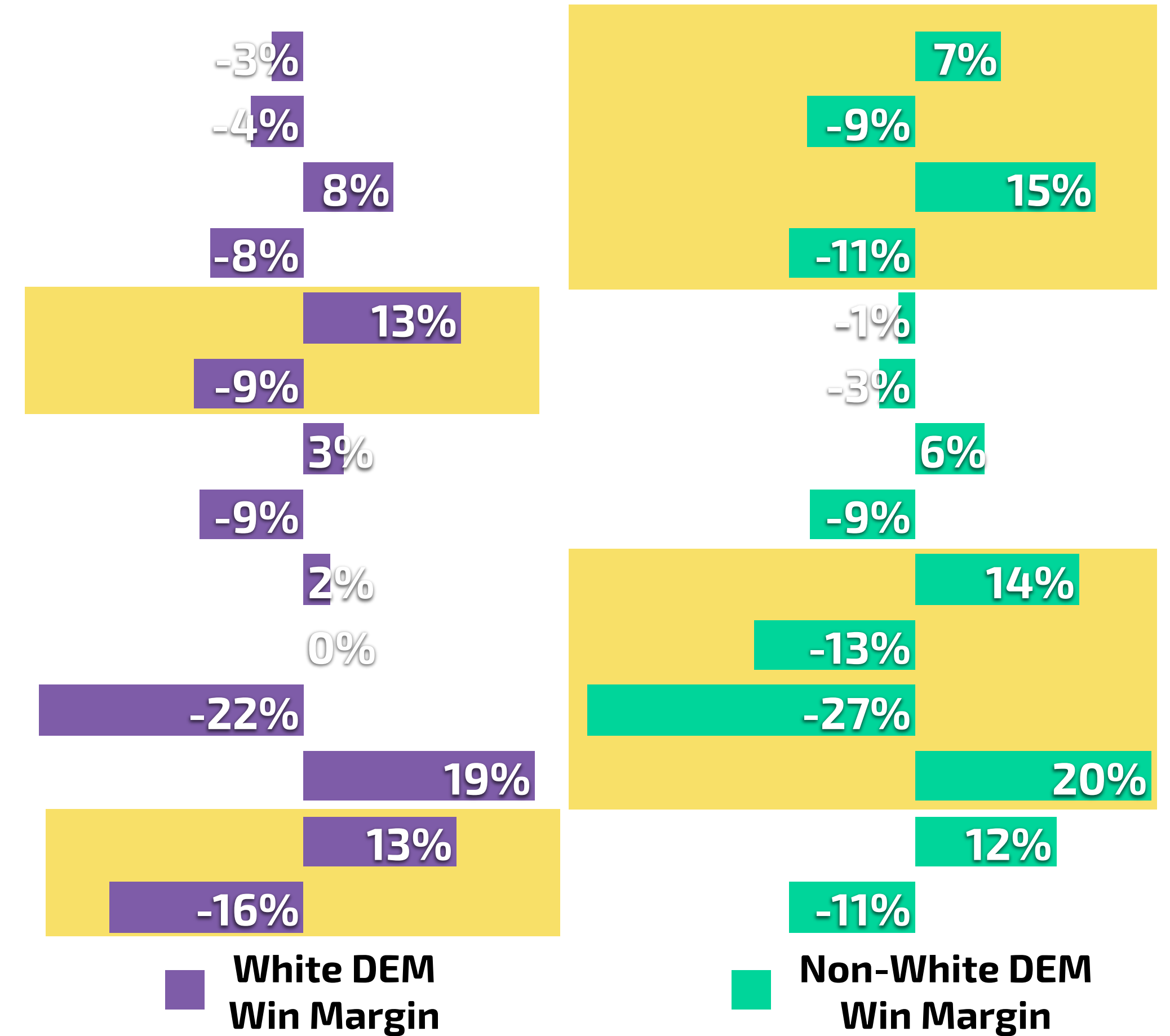


N = 1,023 Voters in the 2024 Likely Electorate nationwide, fielded February 21-23, 2023

White Dems More Likely Than Nonwhites To Reject Candidate Who Has Made Controversial Comments About Other Groups, While Establishment Support Matters More To Nonwhites

Q. If given a choice between two candidates with the following attributes in the Democratic primary in your state, which would you prefer? [Asked of Democrats and Democratic-leaning independents]

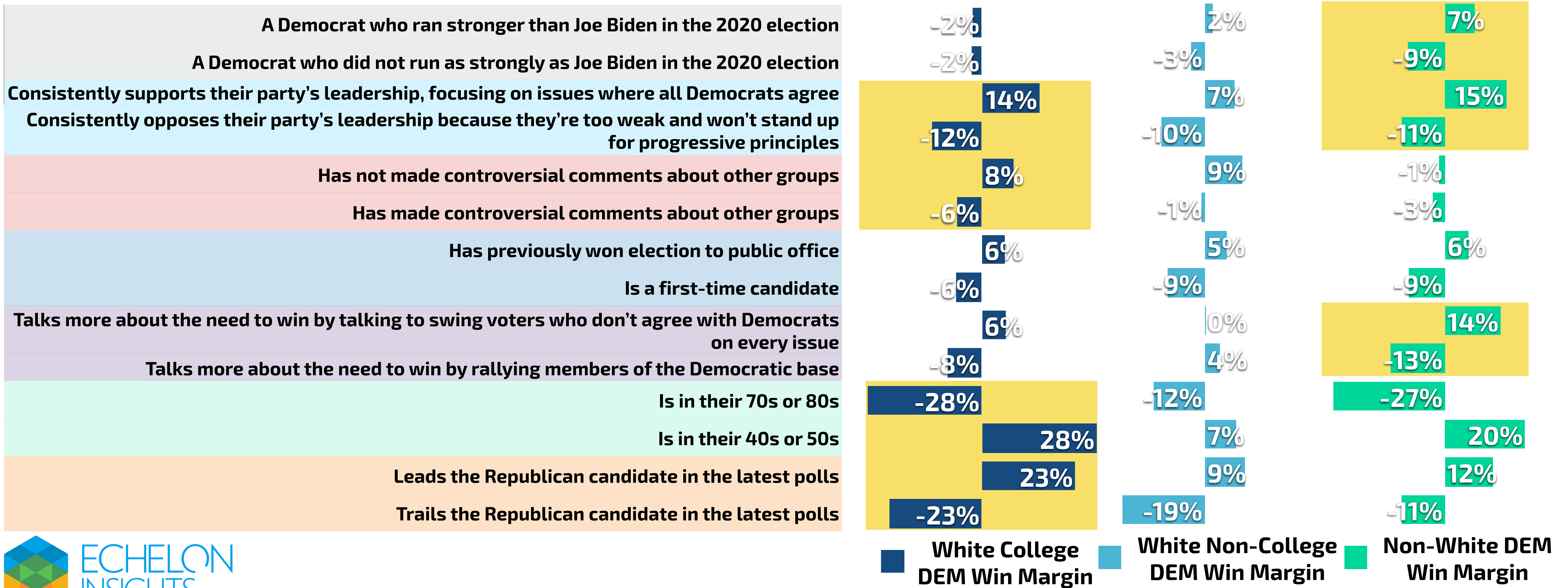
A Democrat who ran stronger than Joe Biden in the 2020 election
A Democrat who did not run as strongly as Joe Biden in the 2020 election
Consistently supports their party's leadership, focusing on issues where all Democrats agree
Consistently opposes their party's leadership because they're too weak and won't stand up for progressive principles
Has not made controversial comments about other groups
Has made controversial comments about other groups
Has previously won election to public office
Is a first-time candidate
Talks more about the need to win by talking to swing voters who don't agree with Democrats on every issue
Talks more about the need to win by rallying members of the Democratic base
Is in their 70s or 80s
Is in their 40s or 50s
Leads the Republican candidate in the latest polls
Trails the Republican candidate in the latest polls



N = 1,023 Voters in the 2024 Likely Electorate nationwide, fielded February 21-23, 2023

White College Dems Focused On Age, Polling, & Establishment Support, Nonwhite Dems On Age, Establishment Support & Playing To The Center

Q. If given a choice between two candidates with the following attributes in the Democratic primary in your state, which would you prefer? *[Asked of Democrats and Democratic-leaning independents]*



N = 1,023 Voters in the 2024 Likely Electorate nationwide, fielded February 21-23, 2023



ECHELON
INSIGHTS

