

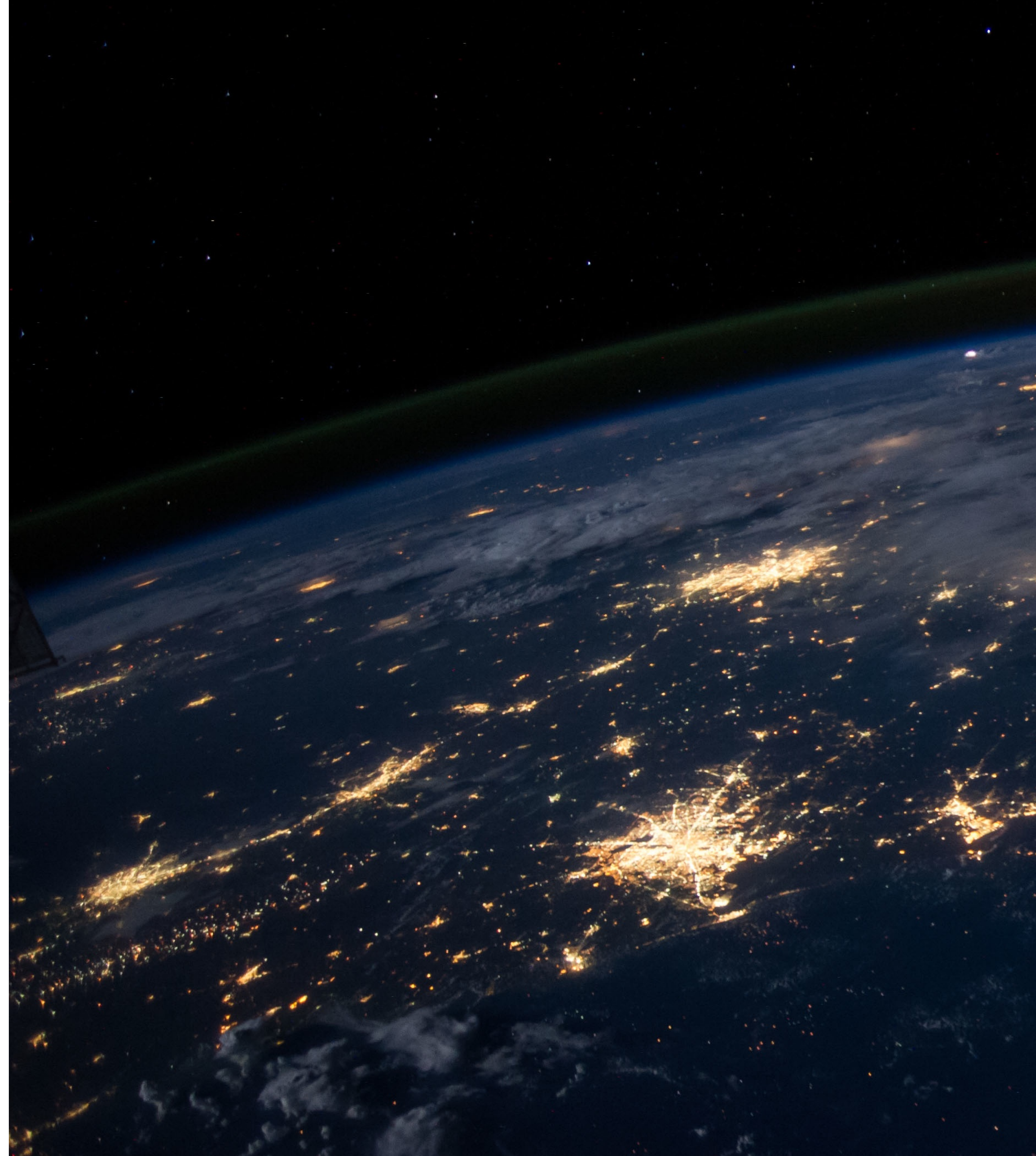


2024 GOP Primary

Verified Voter Omnibus Survey

N=1,000 Likely Electorate

August 14–August 18, 2020

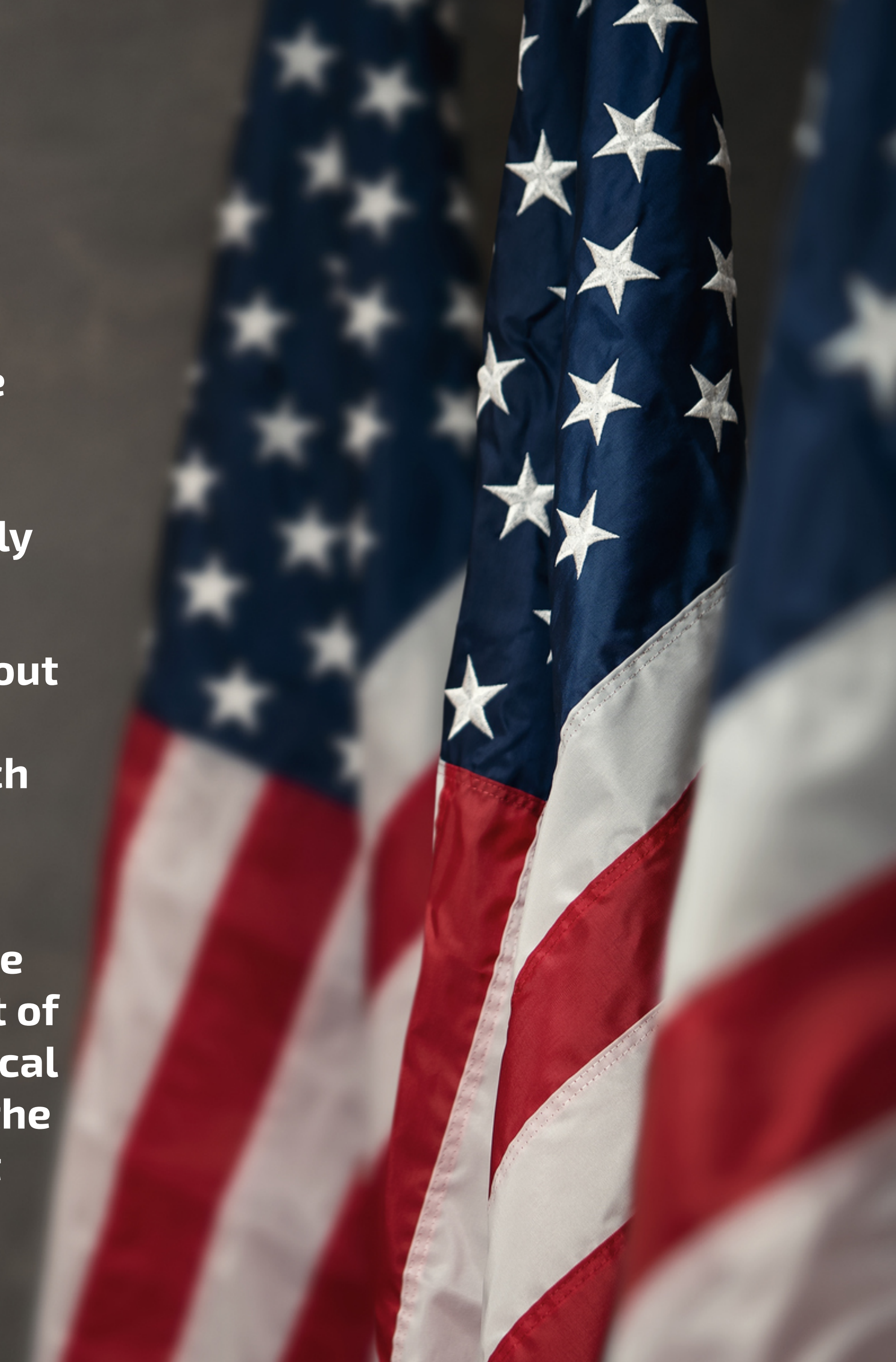


Meet the Likely Electorate

We know that on Election Day, those who turn out to vote won't necessarily look like the pool of all registered voters. Some voters are more likely to turn out than others, and polling should reflect that reality. But not everyone who shows up to vote on Election Day is a "likely voter," and often times, pollsters' methods of excluding "unlikely voters" can leave out those who are becoming newly activated.

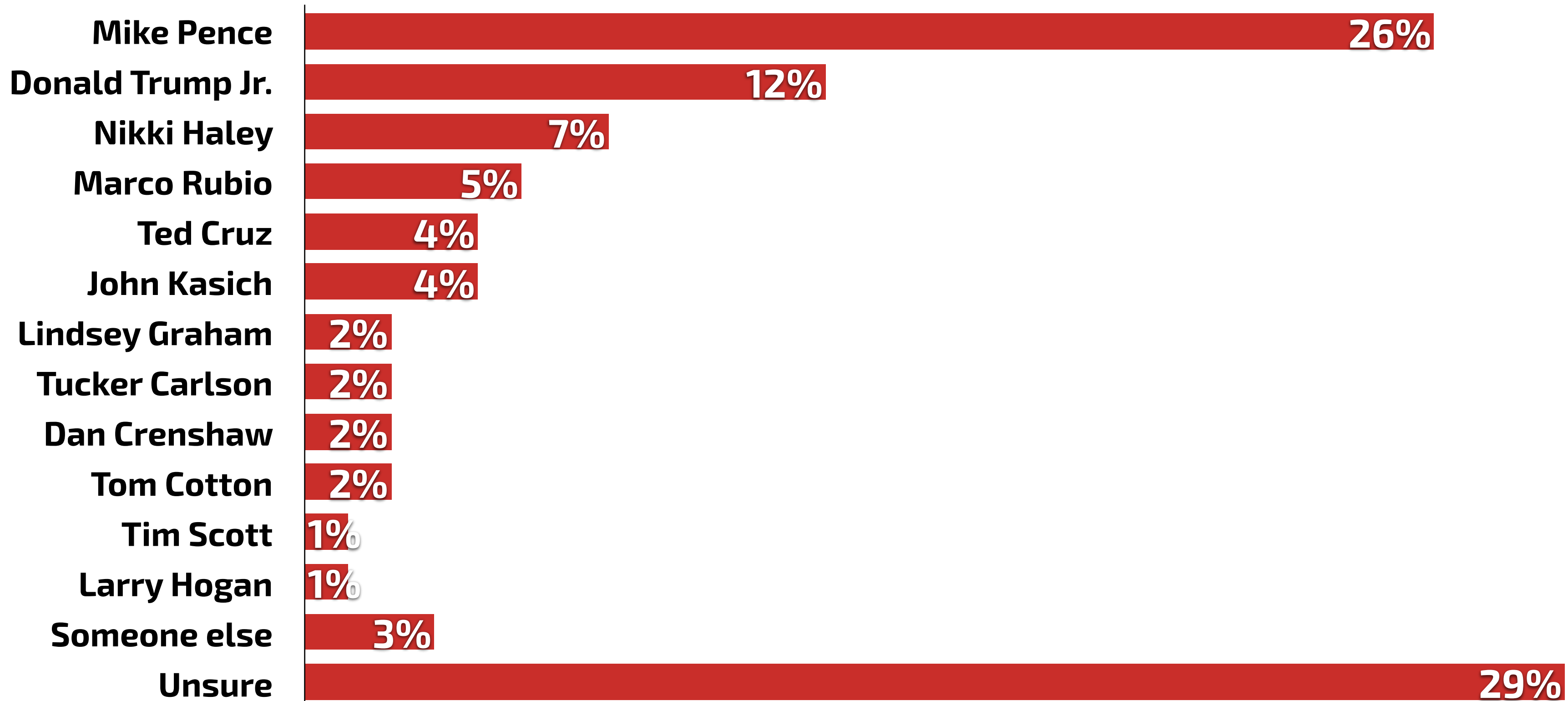
That's why we at Echelon Insights are making the switch, six months out from Election Day, not to a "likely voter" sample which arbitrarily excludes certain voters, but to our "Likely Electorate" (LE) frame, which accounts for voter turnout probability in how we weight our national survey.

We surveyed N = 1,000 registered voters in the Likely Electorate online from May 18 - May 20, 2020 using a voter file-matched sample as part of our monthly Verified Voter Omnibus tracking survey of the 2020 political environment. The sample was weighted to known characteristics of the 2020 "Likely Electorate" population, a frame which takes into account demographic and turnout characteristics of the 2020 electorate.



Pence Leads Field of Potential 2024 Candidates

Q. Which candidate would you be most likely to support for the Republican nomination for President in 2024?
(Asked of GOP & Lean-GOP voters)



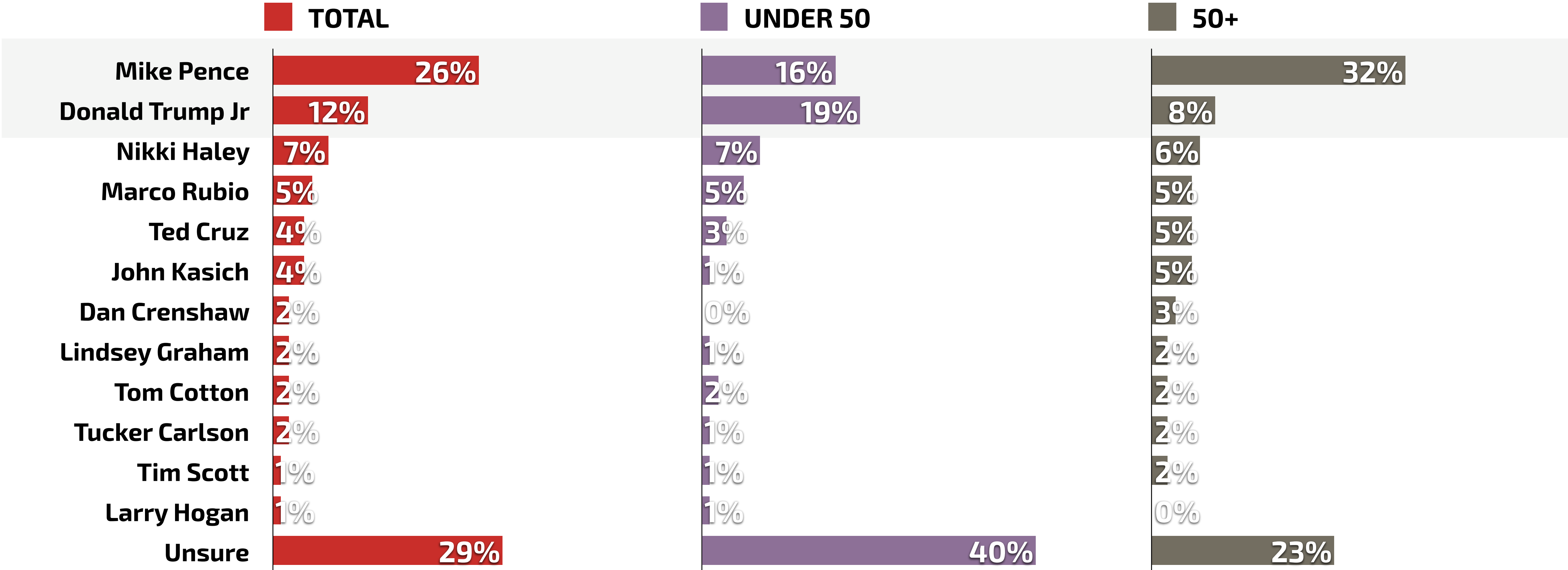
The following candidates were tested but received **under 0.5% vote share:**

**Josh Hawley
Ben Sasse
Elise Stefanik**



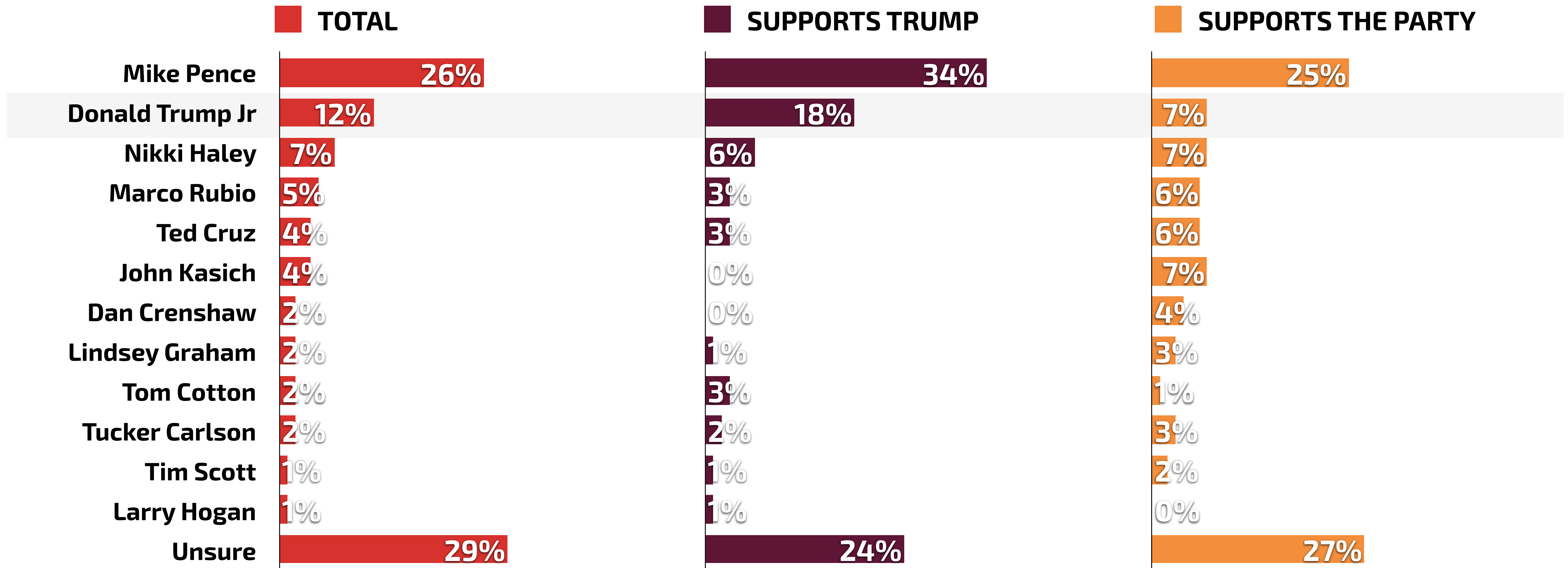
Generational Divide Between Pence and Trump Jr. Support

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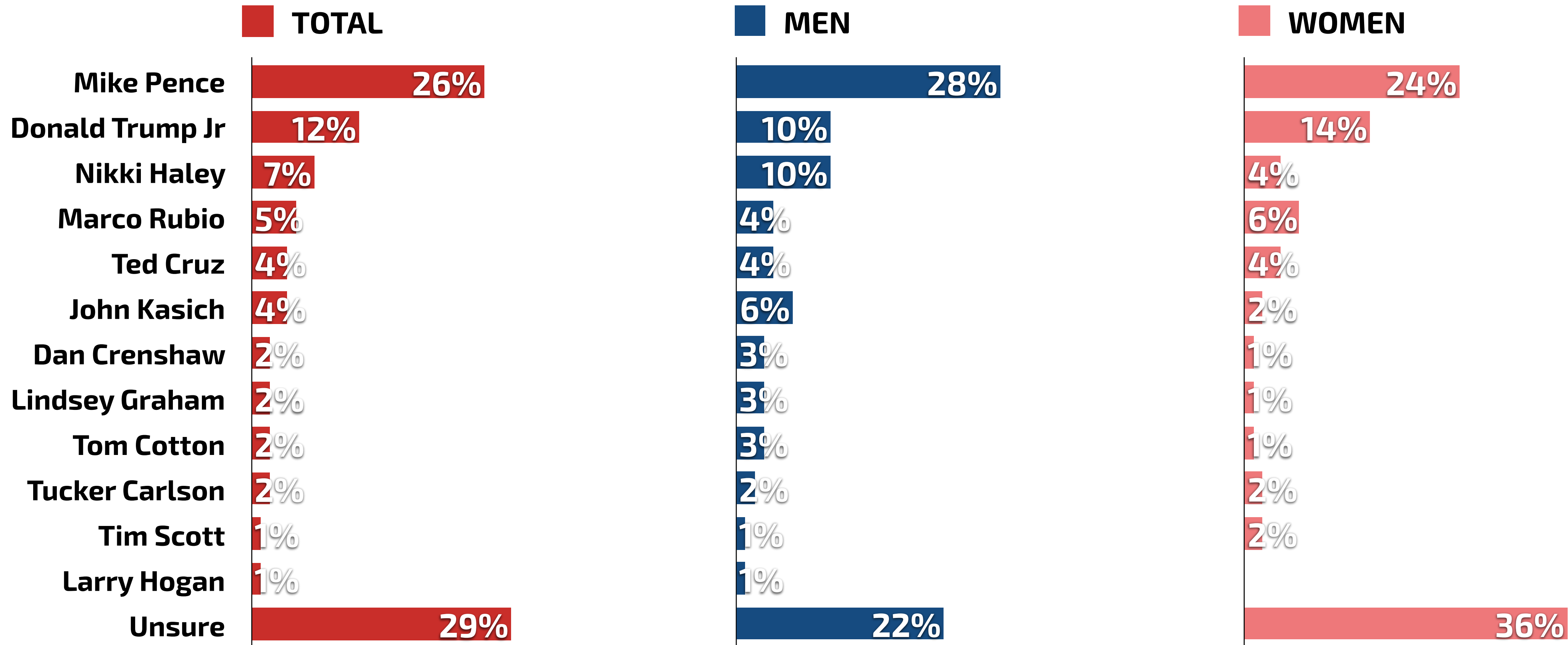
Nearly One-Fifth of Trump Supporters Back Trump Jr.

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 (Asked of GOP & Lean-GOP voters)



Few Gender Differences Though More Women Unsure

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(Asked of GOP & Lean-GOP voters)



2024 Primary Demographic Breakdown

	All Republicans & Republican-Leaners (N=423) 100% of sample	Supports Trump (N=198) 47% of sample	Supports the Republican Party (N=160) 38% of sample	Has a Bachelor's Degree (N=155) 37% of sample	Does not have a Bachelor's Degree (N=268) 63% of sample	Under 50 (N=162) 38% of sample	50 and Older (N=262) 62% of sample
Pence	26%	34%	25%	19%	30%	16%	32%
Trump Jr.	12%	18%	7%	5%	16%	19%	8%
Haley	7%	6%	7%	12%	4%	7%	6%
Rubio	5%	3%	6%	8%	3%	5%	5%
Cruz	4%	3%	6%	3%	5%	3%	5%
Kasich	4%	*0%	7%	6%	2%	1%	5%





**Verified Voter
Omnibus**

Your questions answered by real voters

Beyond our own public releases, the Verified Voter Omnibus is a resource companies and organizations can use to answer mission-critical questions through add-on questions to the monthly survey. It's the perfect tool for tracking a few core questions over time or gathering that one bit of crucial public opinion data you need right now.

By adding on to the Verified Voter Omnibus, you'll receive:

- **Hands-on assistance with drafting your questions**
- **Full topline and crosstabs with 2020 election questions included**
- **A customized slide deck with your results**

Contact omnibus@echeloninsights.com for more information.





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