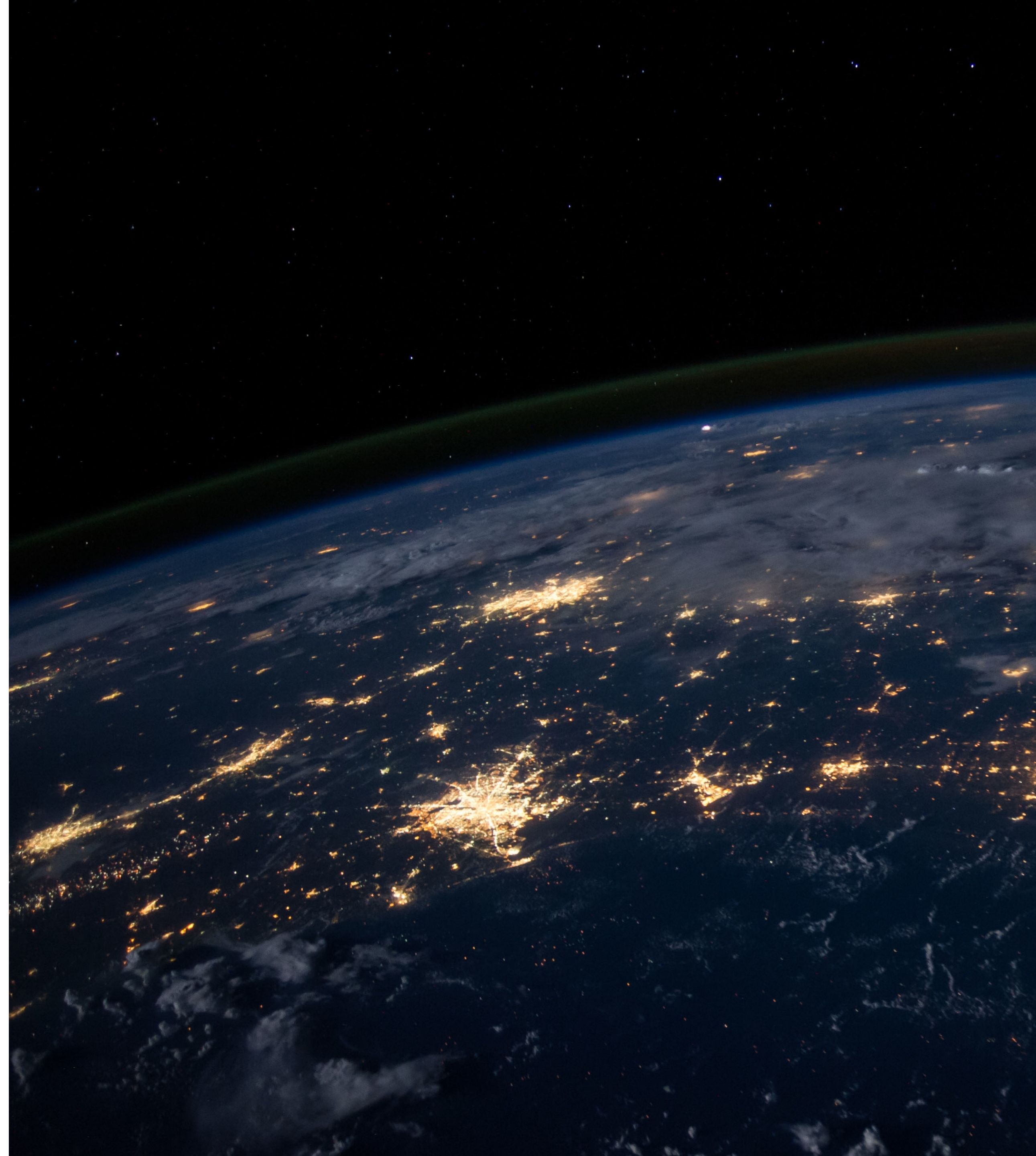




Trump vs. DeSantis

Verified Voter Omnibus Survey

N = 1,022 Voters in the Likely Electorate (LV), Nationwide
Field Dates: July 15-18, 2022

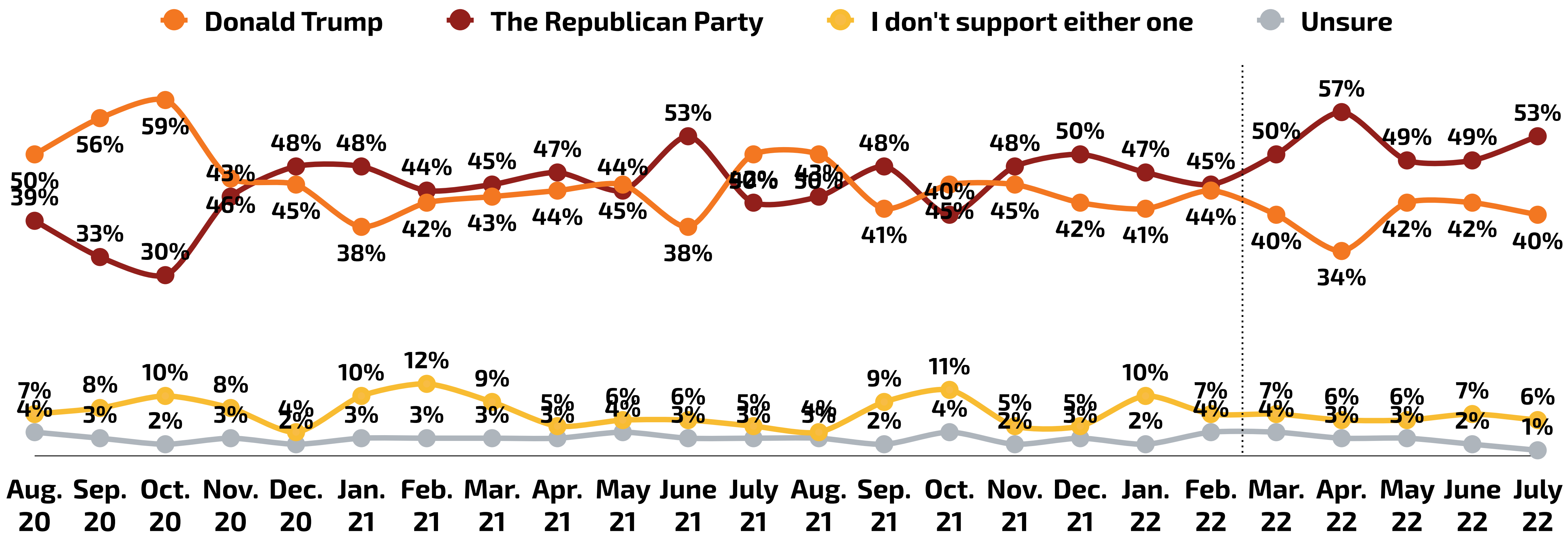


Republican Party Landscape



“Party-First” Republicans Climb In July

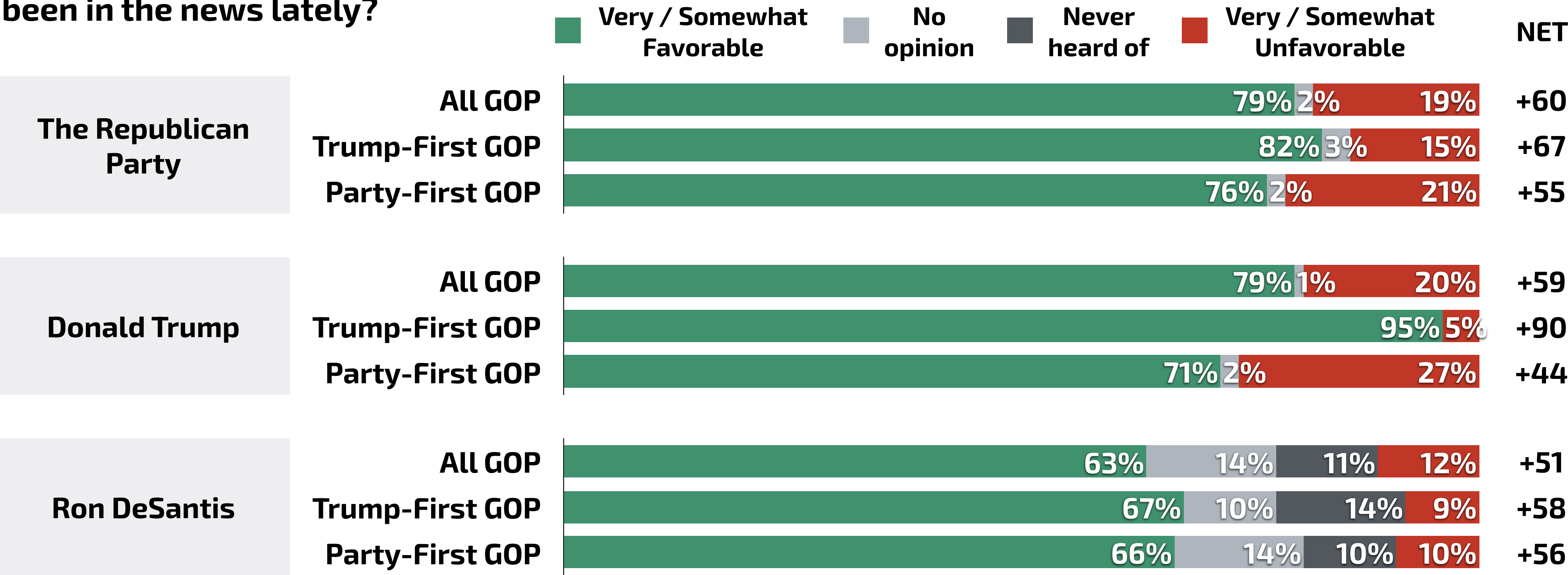
Q. Would you say you consider yourself to be primarily a supporter of Donald Trump, or a supporter of the Republican Party? [Asked of Republican+Lean Voters]



N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022
Note: Surveys prior to March 2022 were of Registered Voters, not weighted to Likely Electorate

Trump-First, Party-First Republicans Aligned On DeSantis, More Split On Trump

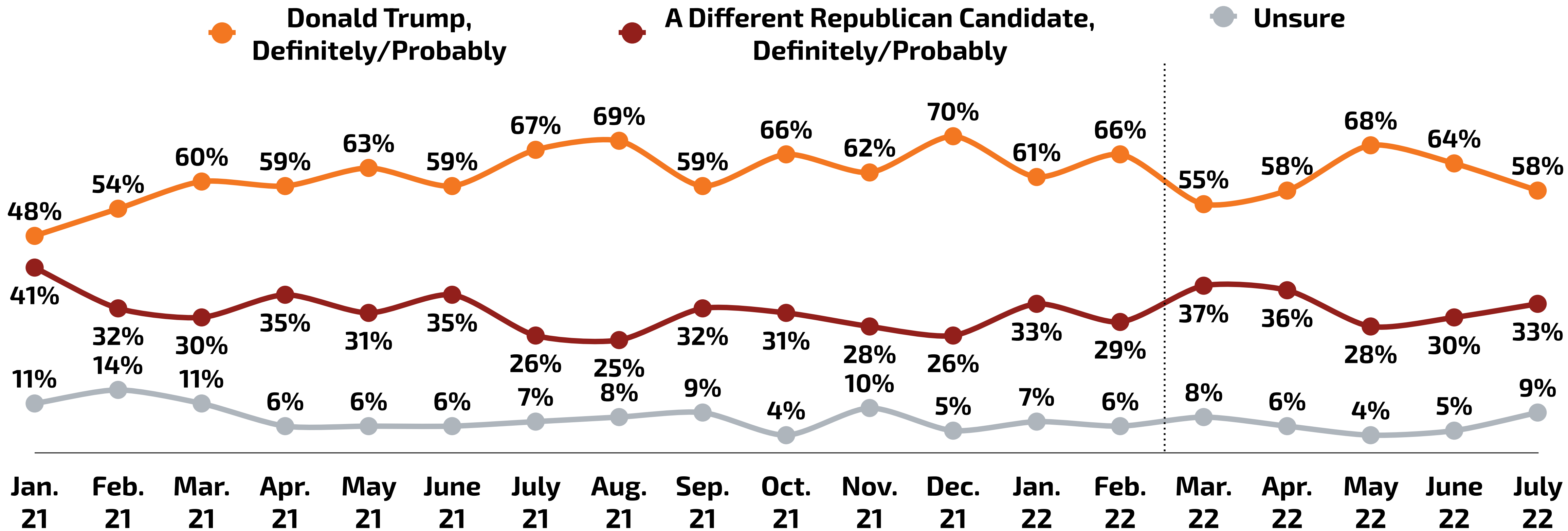
Q. Do you have a favorable or unfavorable view of the following individuals or groups which have been in the news lately?



N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022

Share Favoring Trump In 2024 GOP Primary Drops 6 Points

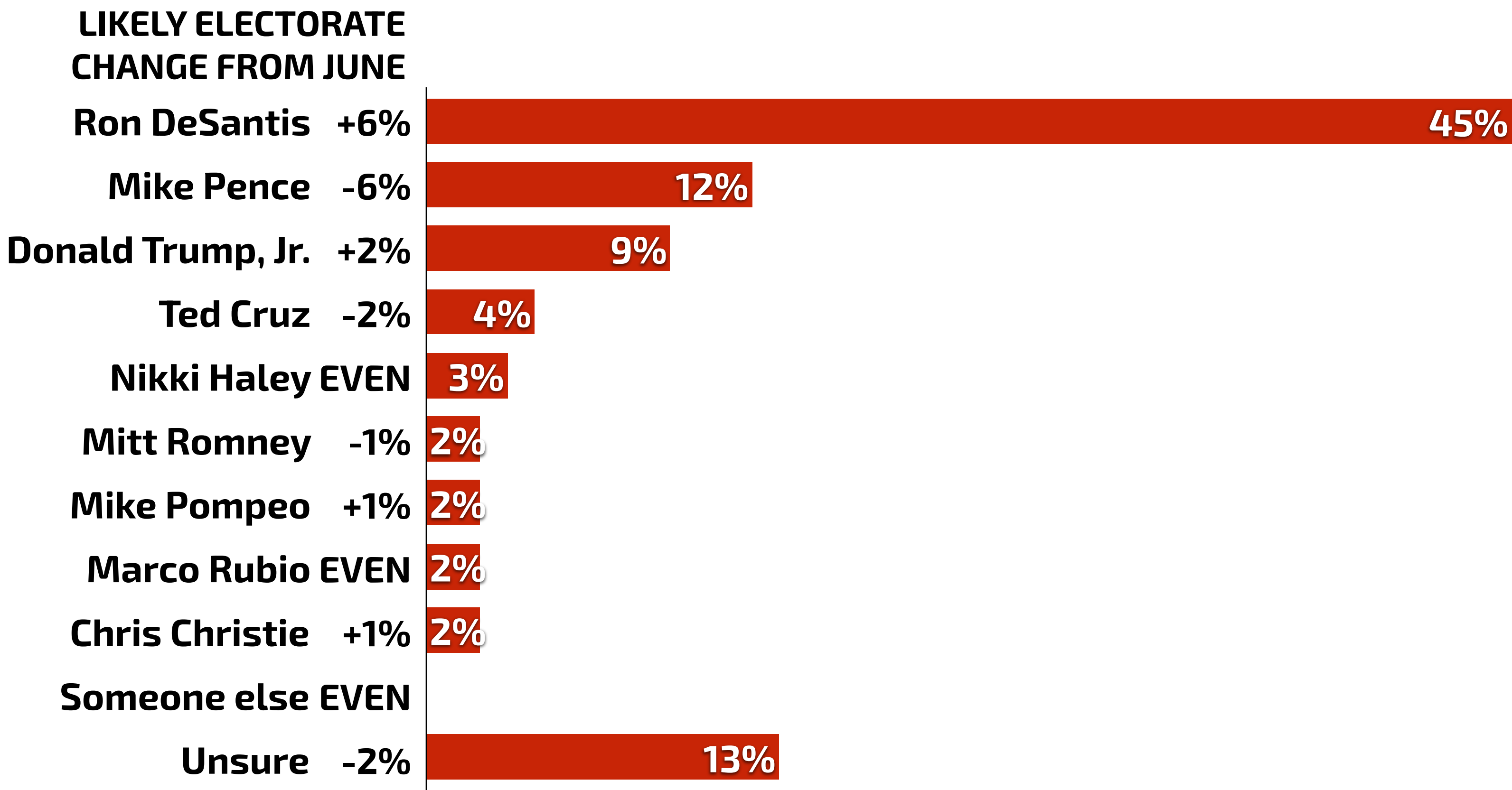
Q. If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote? [Asked of Republican+Lean Voters]



N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022
Note: Surveys prior to March 2022 were of Registered Voters, not weighted to Likely Electorate

DeSantis Holds Commanding Lead Over Non-Trump 2024 Field

Q. If Donald Trump does NOT seek the Republican nomination for President in 2024 and the Republican presidential primaries were being held today, for whom would you vote? [Asked of Republican+Lean Voters]



The following candidates were tested but received 1% or LESS vote share:

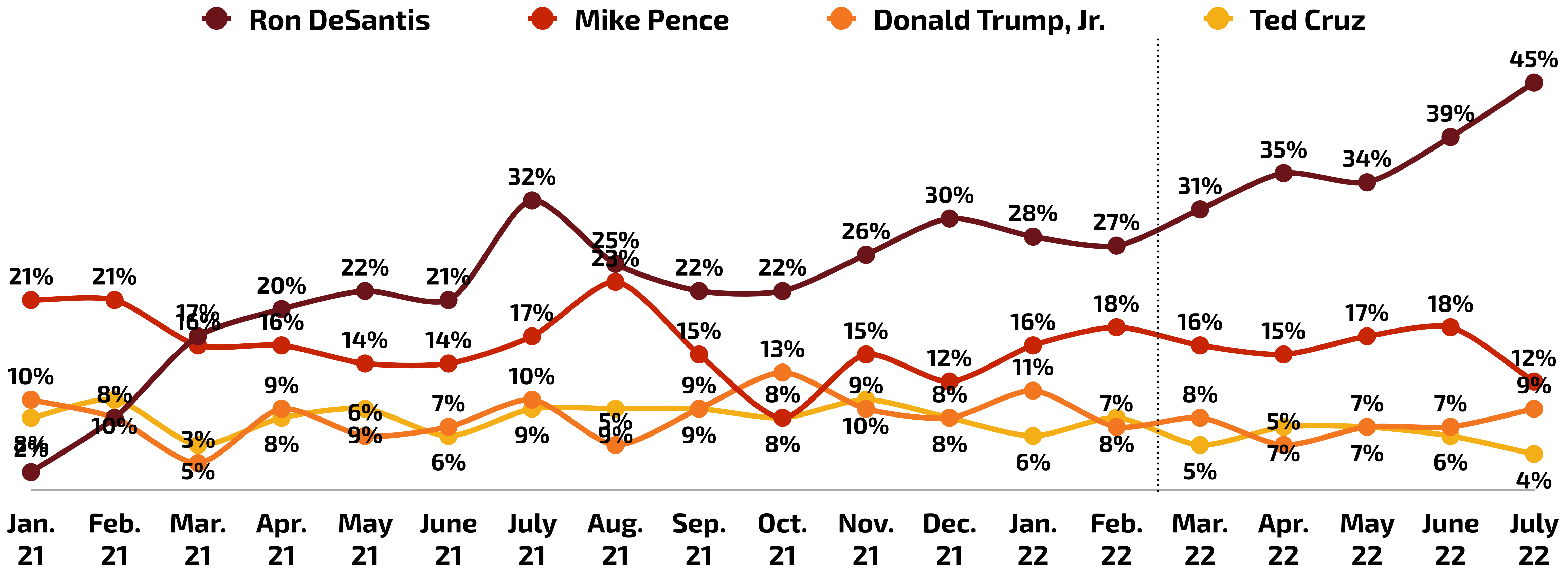
- Tom Cotton
- Josh Hawley
- Greg Abbott
- Glenn Youngkin
- Larry Hogan
- Tim Scott
- Rick Scott
- Marjorie Taylor Greene
- Kristi Noem
- Liz Cheney



N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022

Gap Between DeSantis And Non-Trump Field Widens

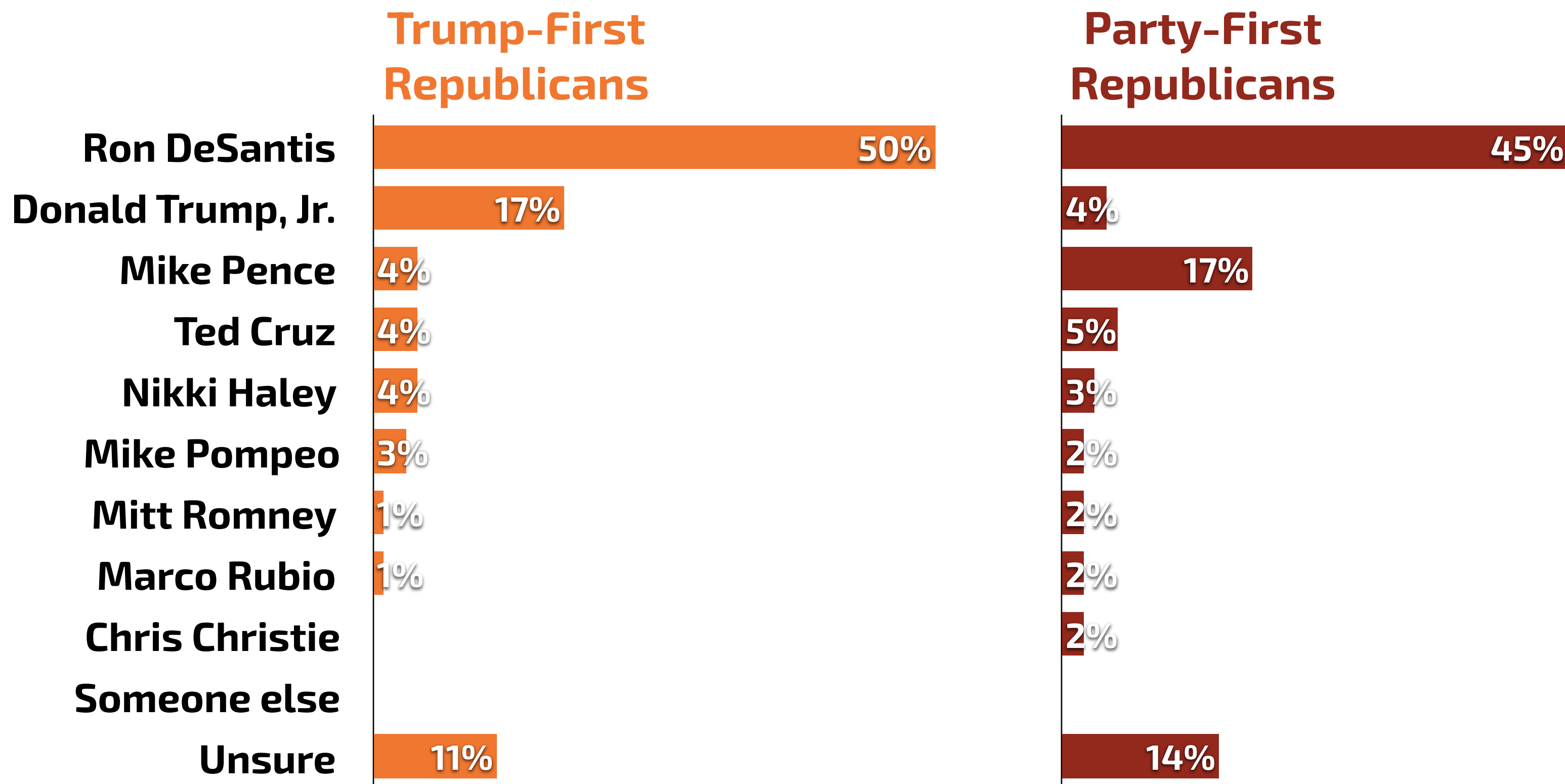
Q. If Donald Trump does NOT seek the Republican nomination for President in 2024 and the Republican presidential primaries were being held today, for whom would you vote? [Asked of Republican+Lean Voters]



N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022
Note: Surveys prior to March 2022 were of Registered Voters, not weighted to Likely Electorate

Trump-First And Party-First Republicans Alike Support DeSantis In Non-Trump 2024 Field

Q. If Donald Trump does NOT seek the Republican nomination for President in 2024 and the Republican presidential primaries were being held today, for whom would you vote? [Asked of Republican+Lean Voters]



The following candidates were tested but received 1% or LESS vote share in both breaks:

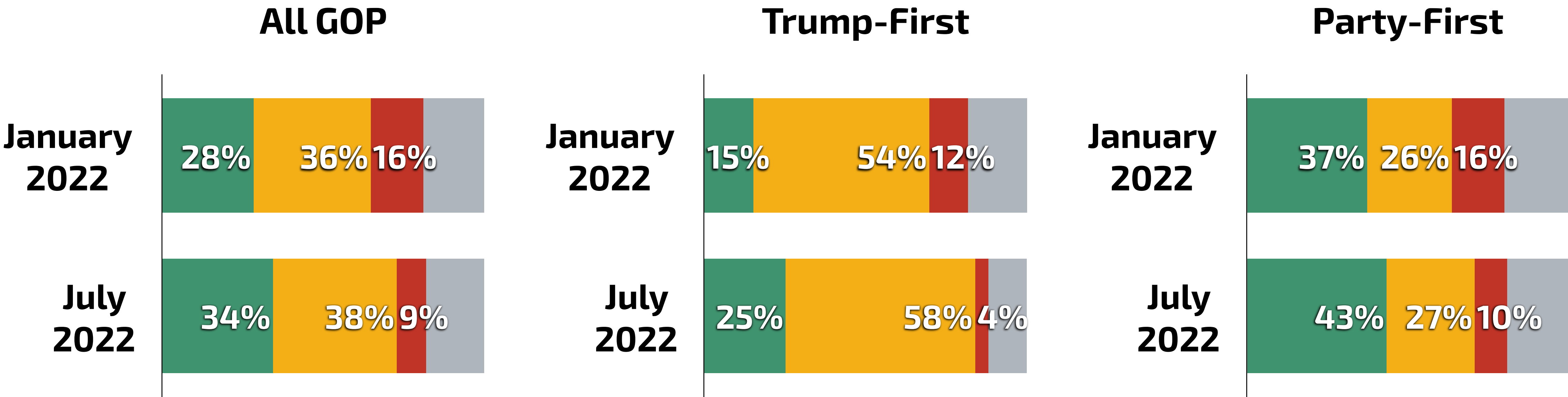
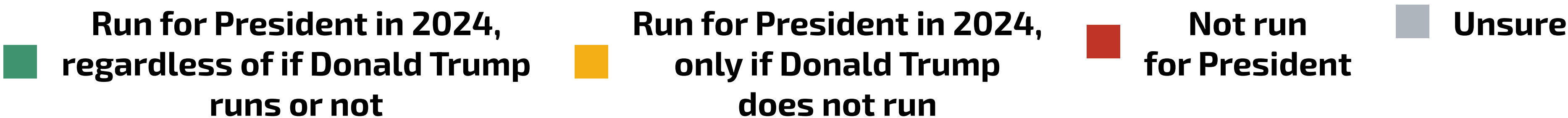
- Greg Abbott
- Tom Cotton
- Larry Hogan
- Tim Scott
- Rick Scott
- Marjorie Taylor Greene
- Kristi Noem
- Liz Cheney
- Josh Hawley

What Should DeSantis Do?



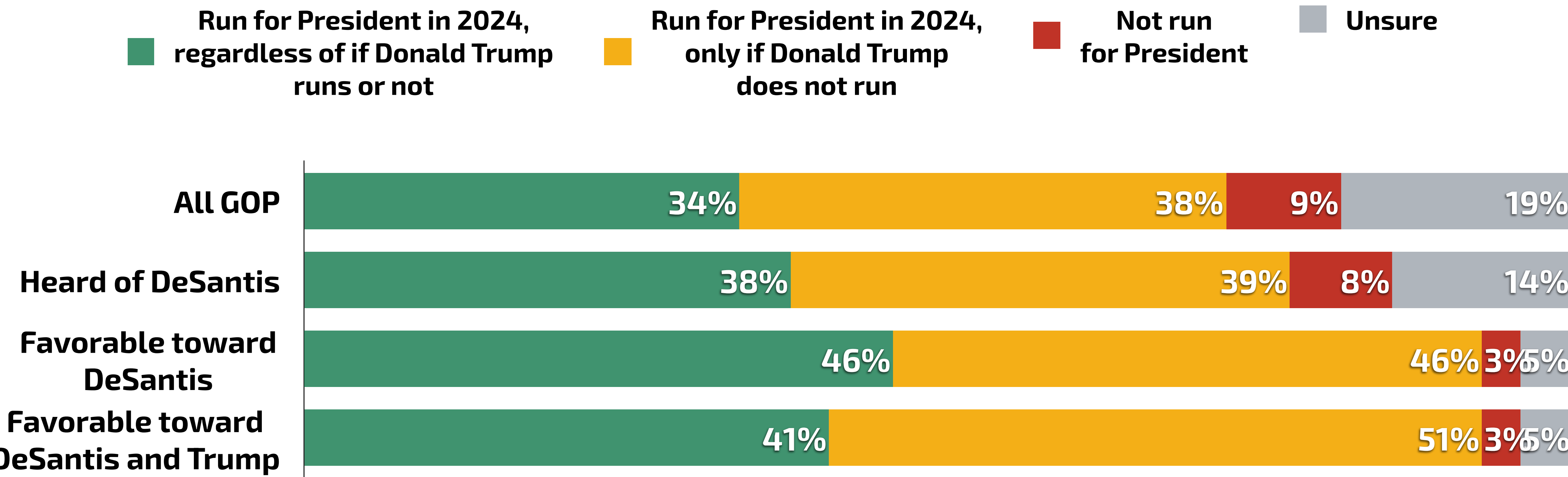
GOP Calls For DeSantis To Run Up Since January

Q. Which of the following comes closest to your view, even if none are exactly right?
Ron DeSantis should... [Asked of Republican+Lean Voters]



Less Than 10% Against DeSantis Running, Party Split If Trump Enters Race

Q. Which of the following comes closest to your view, even if none are exactly right?
Ron DeSantis should... [Asked of Republican+Lean Voters]



N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022

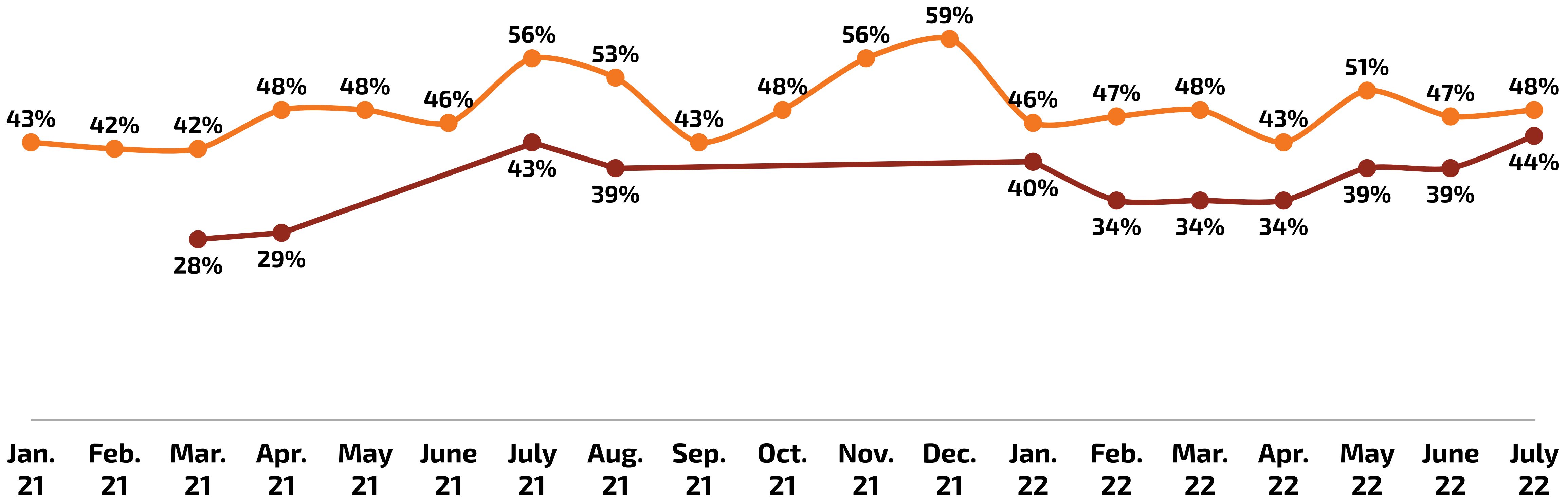
Trump vs. DeSantis



Share Of GOP Viewing DeSantis Very Favorably Converging With Trump

Q. Do you have a favorable or unfavorable view of the following individuals or groups which have been in the news lately? [% Among Republicans+Lean Voters]

● Donald Trump: Very Favorable ● Ron DeSantis: Very Favorable



Trump +24 Over DeSantis In Hypothetical 2024 GOP Primary

Q. If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote? [Asked of Republican+Lean Voters]

Trump, definitely Trump, probably

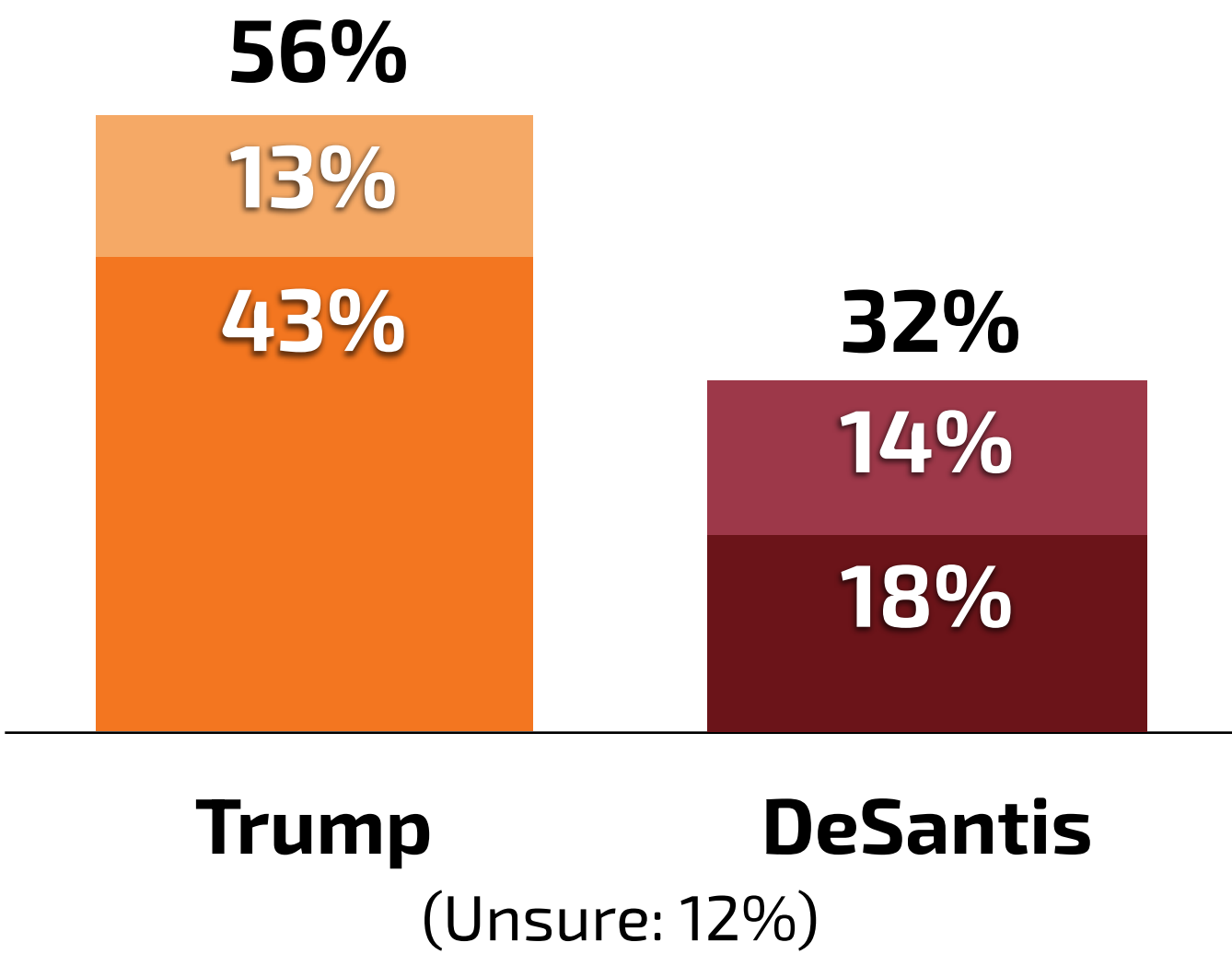
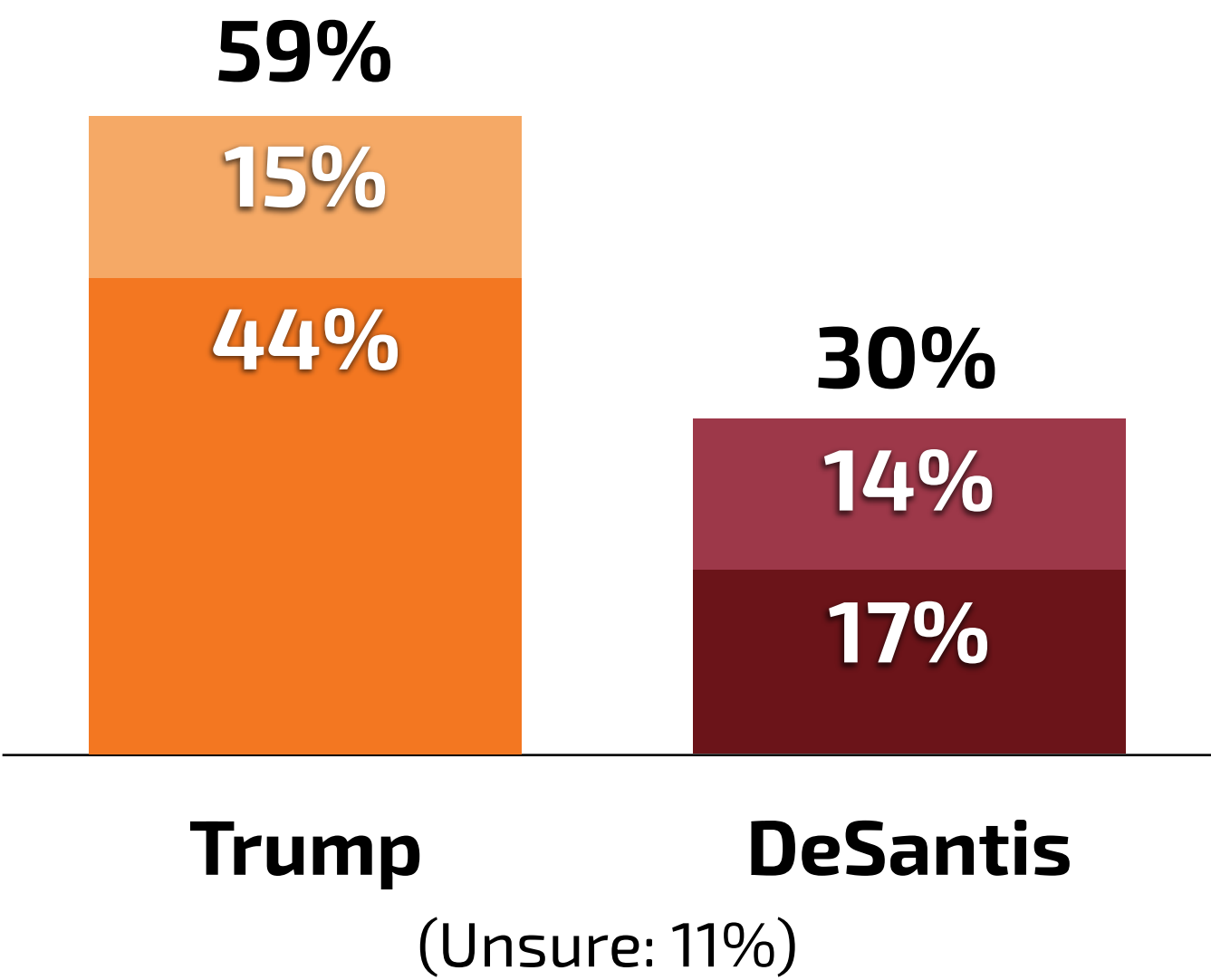
DeSantis, definitely DeSantis, probably

Registered Voters

Likely Electorate

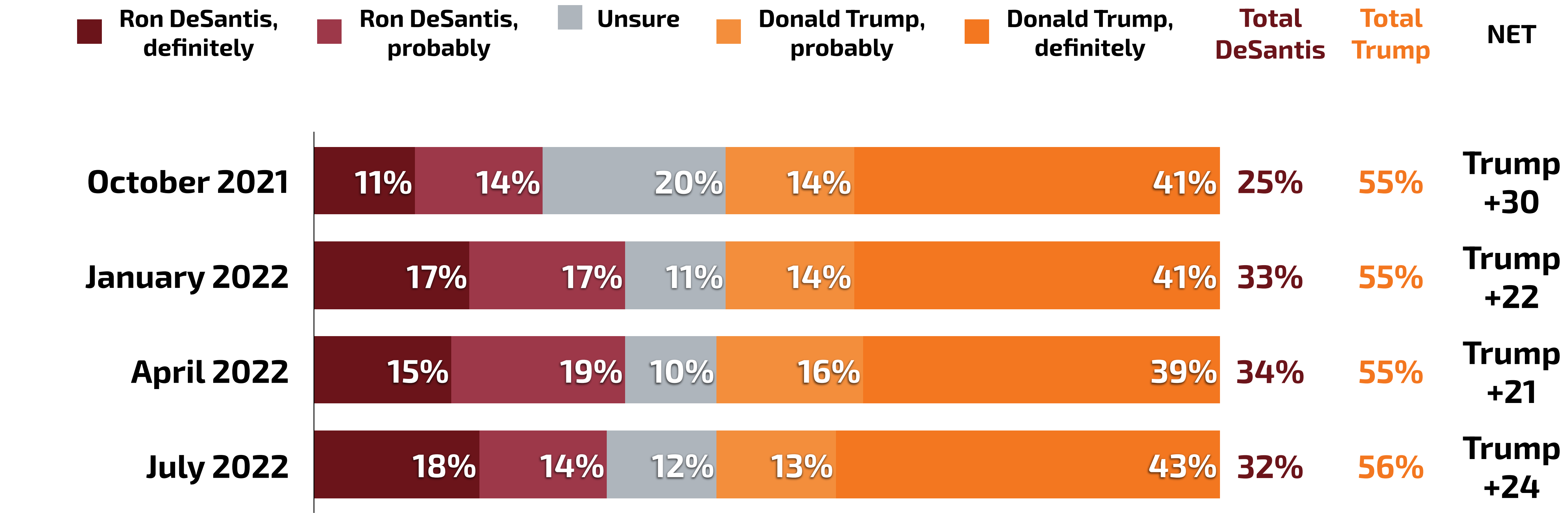
Trump +29

Trump +24



Support For Trump Over DeSantis Has Remained Steady Around 55% Since October 2021

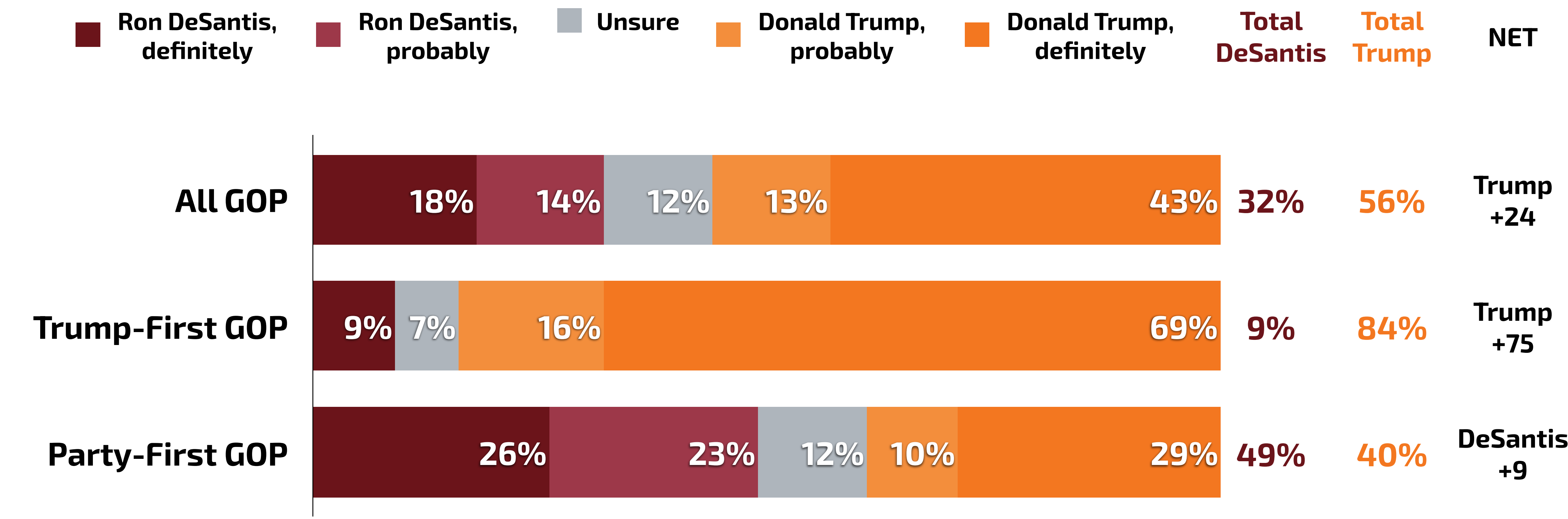
Q. If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote? [Asked of Republican+Lean Voters]



N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022
Note: All surveys have been weighted to Likely Electorate

DeSantis Beats Trump Among “Party-First” Republicans

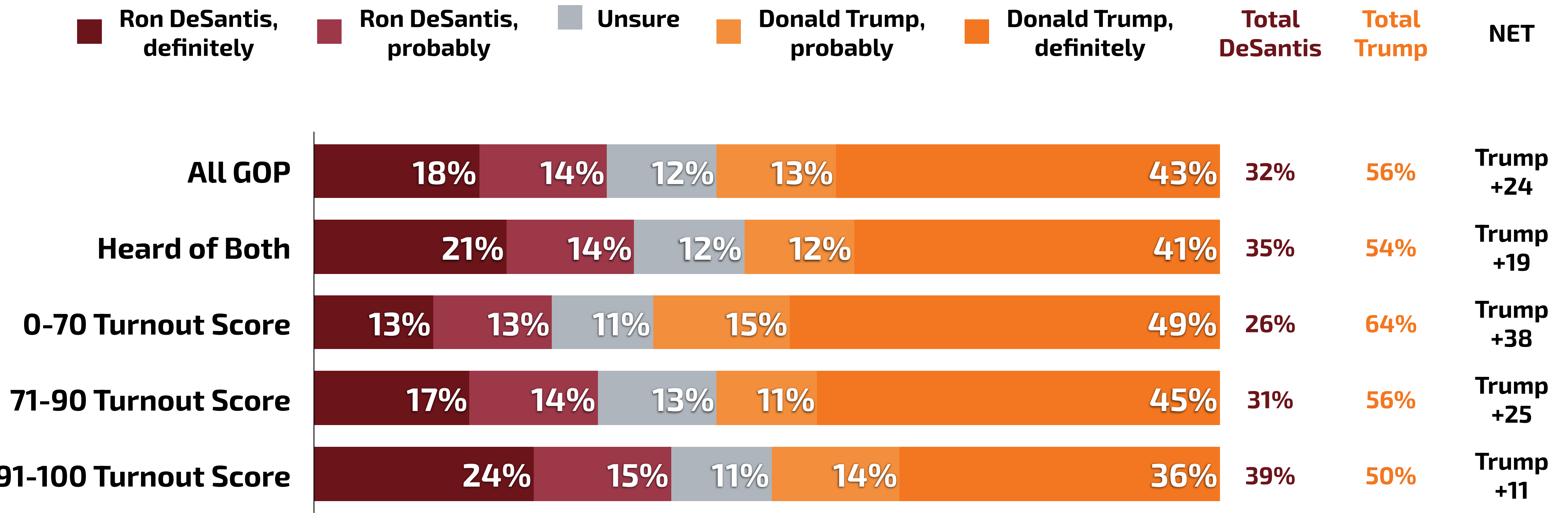
Q. If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote? [Asked of Republican+Lean Voters]



N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022

DeSantis Support Rises Among Higher Turnout Republicans

Q. If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote? [Asked of Republican+Lean Voters]

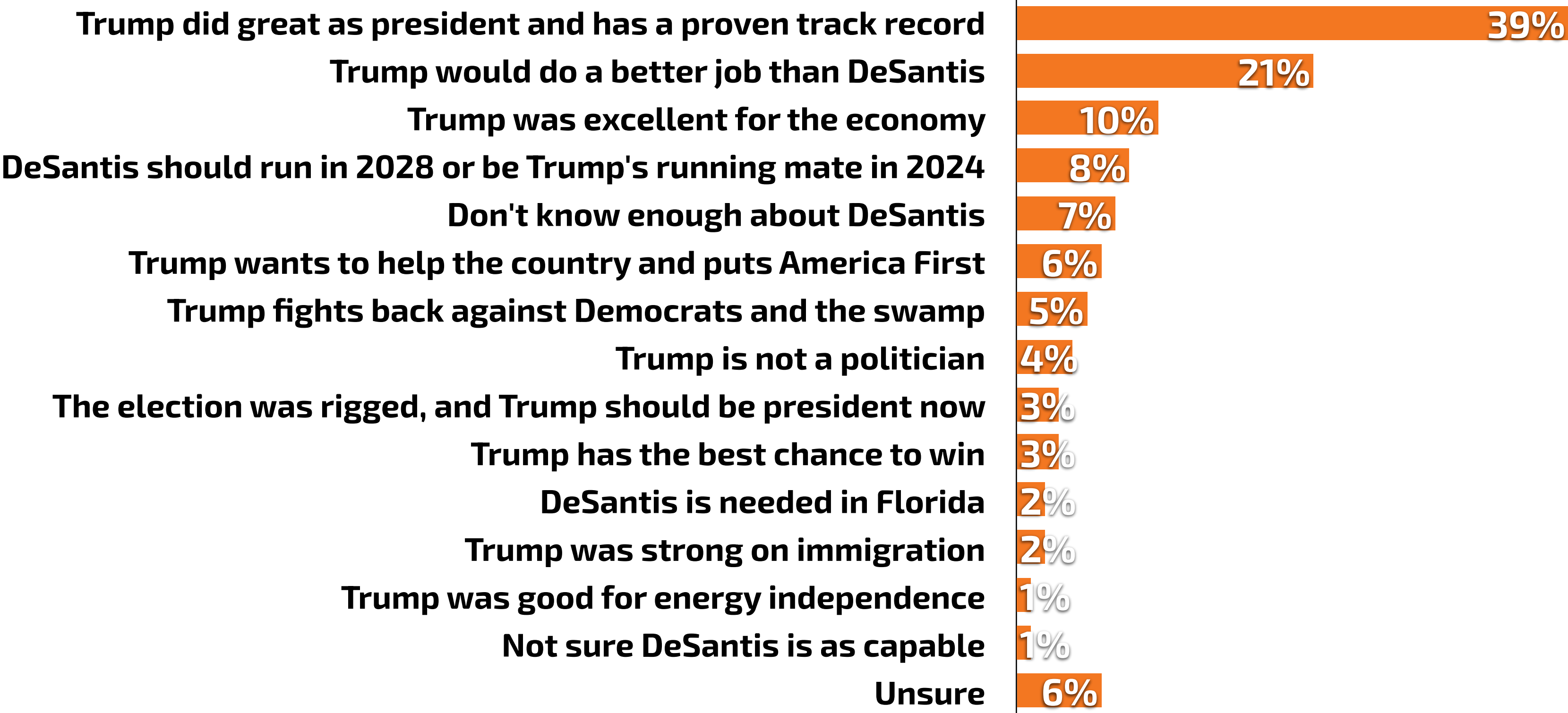


N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022

Trump's Experience, Track Record Top Reason For Vote Over DeSantis

Q. Why would you vote for Donald Trump over Ron DeSantis if the 2024 Republican presidential primaries were being held today? [MANUALLY CODED OPEN ENDS]

Reasons why
56%
of Republicans
would vote for
Donald Trump over
Ron DeSantis In
2024



Republicans Who Pick Trump Over DeSantis Still View DeSantis Favorably, But Want Trump To Finish What He Started First

Q. Why would you vote for Donald Trump over Ron DeSantis if the 2024 Republican presidential primaries were being held today?

**Reasons why
56%
of Republicans
would vote for
Donald Trump over
Ron DeSantis In
2024**

"I think Donald Trump did an amazing job during his last term and think it would do great again."

"Because I think he was treated unfairly and he won the election over Biden but it was a crooked election."

"The country was thriving when Trump was President and he has the experience to POSSIBLY turn the Democratic mess around but DeSantis DEFINITELY in 2028."

"We saw the good President Donald Trump did in the past and would make America great all over again and Florida needs Ron DeSantis to keep Florida as good as it is today and free."

"I feel that Ron DeSantis is needed more in Florida right now and that he should run for President in 2028."

"Trump has some unfinished business and I'd like to see DeSantis continue his job in Florida."

"Economy defense inflation prices were all under control with Trump."

"Because he can finish the job he started in 2016."

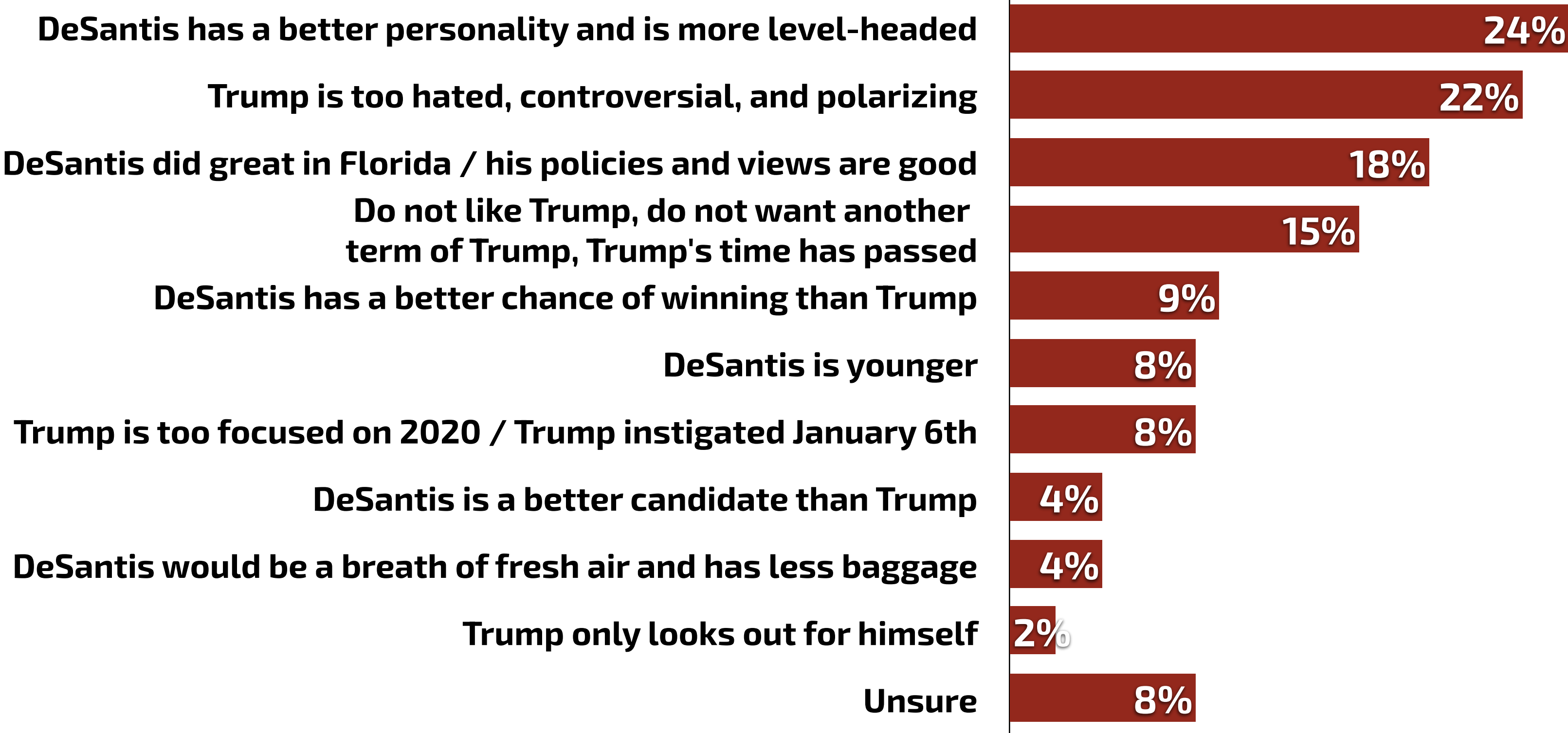
"I know how our country was better off with Trump vs Biden and I have not heard of Ron DeSantis so don't know his views."

DeSantis Personality, Policies, Trump's Polarizing Presence

Top Reasons For DeSantis 2024 Vote

Q. Why would you vote for Ron DeSantis over Donald Trump if the 2024 Republican presidential primaries were being held today? [MANUALLY CODED OPEN ENDS]

Reasons why
32%
of Republicans
would vote for Ron
DeSantis over
Donald Trump In
2024



DeSantis Voters: Trump Is Old And Polarizing While DeSantis Is Young And Respected; It Is Time To Move Forward

Q. Why would you vote for Ron DeSantis over Donald Trump if the 2024 Republican presidential primaries were being held today?

Reasons why
32%
of Republicans
would vote for Ron
DeSantis over
Donald Trump In
2024

"Trump is hated: he is polarizing and difficult."

"I think Trump is too old and confrontational."

"I like what Trump did, but he is polarizing and I don't know he could get Democratic votes."

"Younger and has really made positive outcomes in Florida."

"DeSantis has all of Trump's 'America First' policies without Trump's age or baggage. This movement is more than about one man."

"Trump is a liar and guilty of criminal behavior against the U.S."

"Ron DeSantis, in my opinion, has a better chance to defeat a Democratic candidate no matter who that candidate is."

"Even though both candidates basically agree on most issues I think DeSantis is more respected and conducts himself appropriately than Trump."

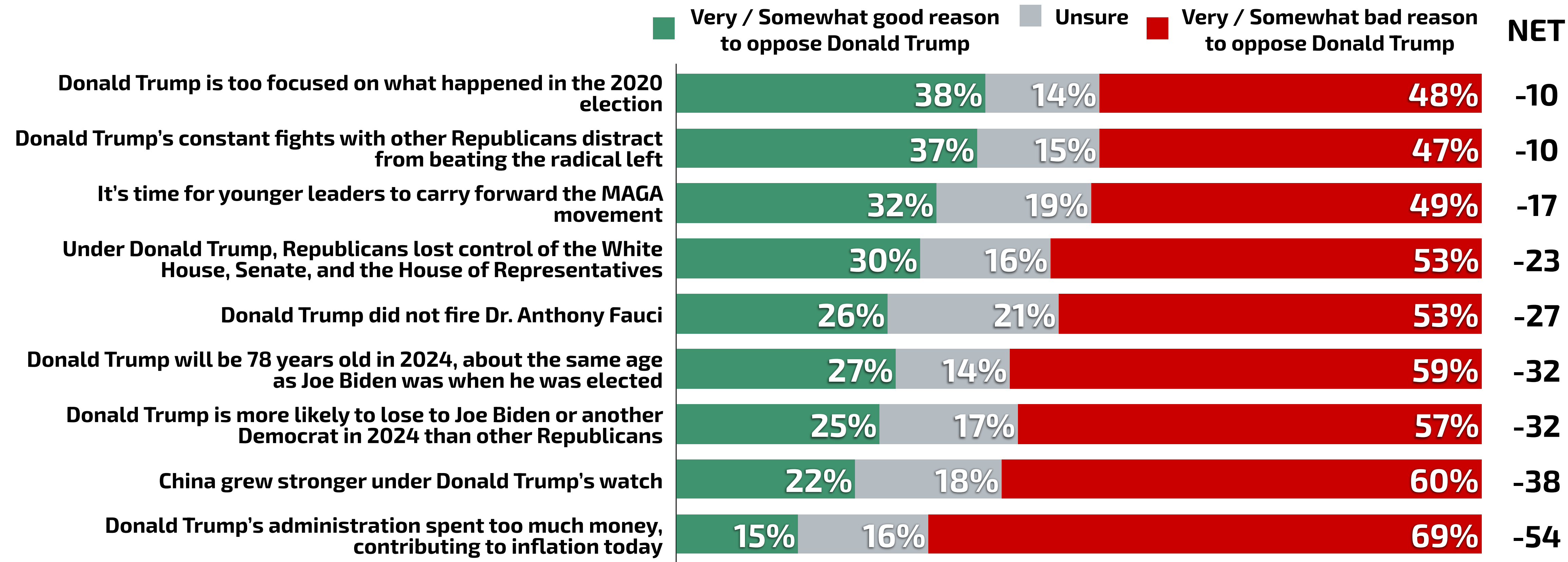
"Trump is too polarizing. We also need younger people running for President."

Making The Case Against Trump 2024



Opposition To Trump 2024 Run Would Be Rooted In Desire To Move Forward & Beat The Radical Left, Not Attack Other Republicans

Q. Do you think each of the following would be a good reason to oppose Donald Trump in a 2024 Republican primary or a bad reason to oppose Donald Trump in a 2024 Republican primary? [Asked of Republican+Lean Voters]

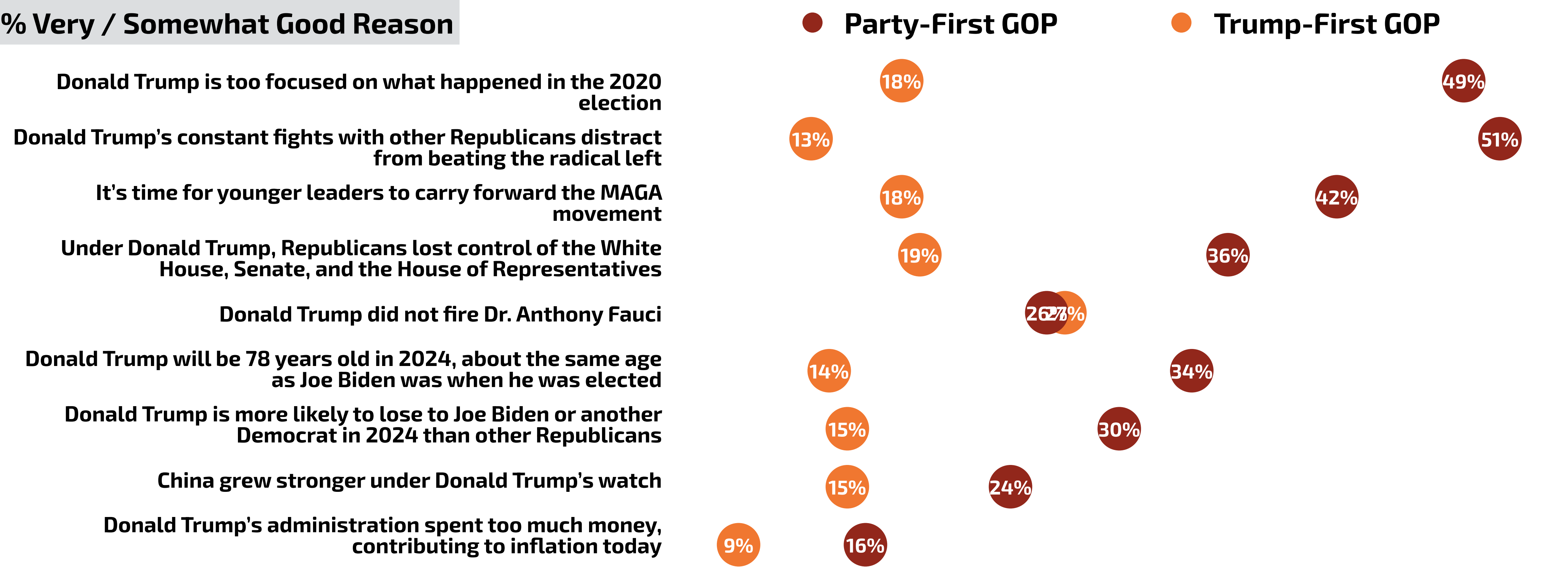


N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022

Party First Republicans Focused On Intra-Party Divisiveness; Trump First Republicans On Not Firing Fauci

Q. Do you think each of the following would be a good reason to oppose Donald Trump in a 2024 Republican primary or a bad reason to oppose Donald Trump in a 2024 Republican primary? [Asked of Republican+Lean Voters]

% Very / Somewhat Good Reason

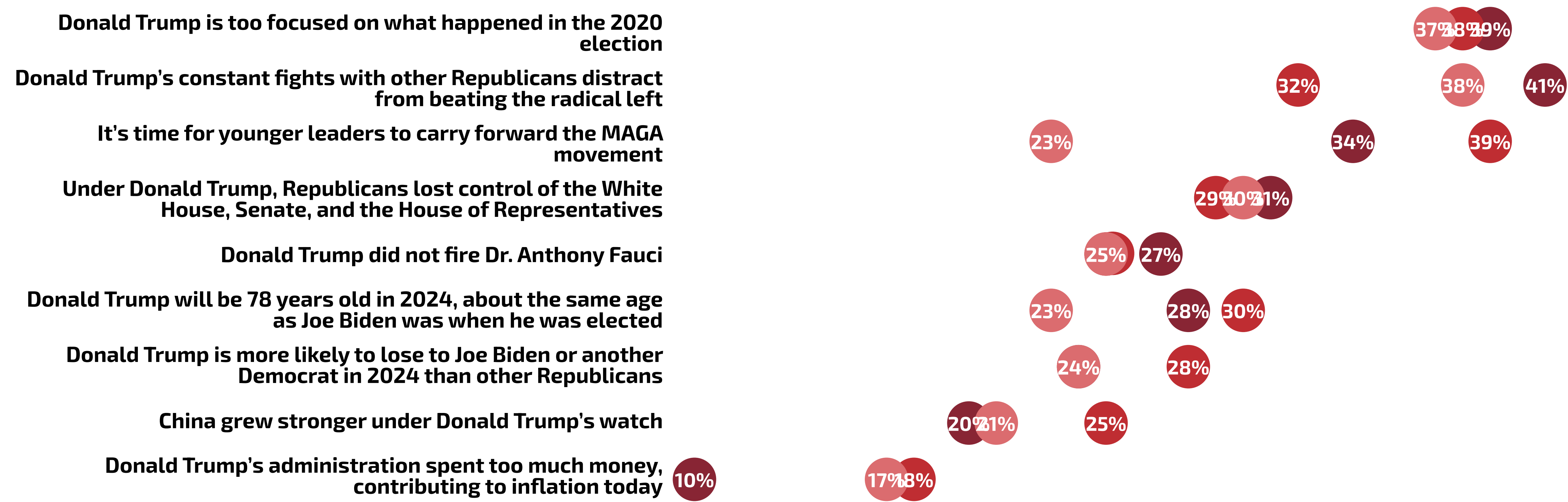


N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022

Highest Turnout Republicans Want Trump To Stop Focusing On Fighting Other Republicans

Q. Do you think each of the following would be a good reason to oppose Donald Trump in a 2024 Republican primary or a bad reason to oppose Donald Trump in a 2024 Republican primary? [Asked of Republican+Lean Voters]

% Very / Somewhat Good Reason ● 0-70 Turnout Score ● 71-90 Turnout Score ● 91-100 Turnout Score

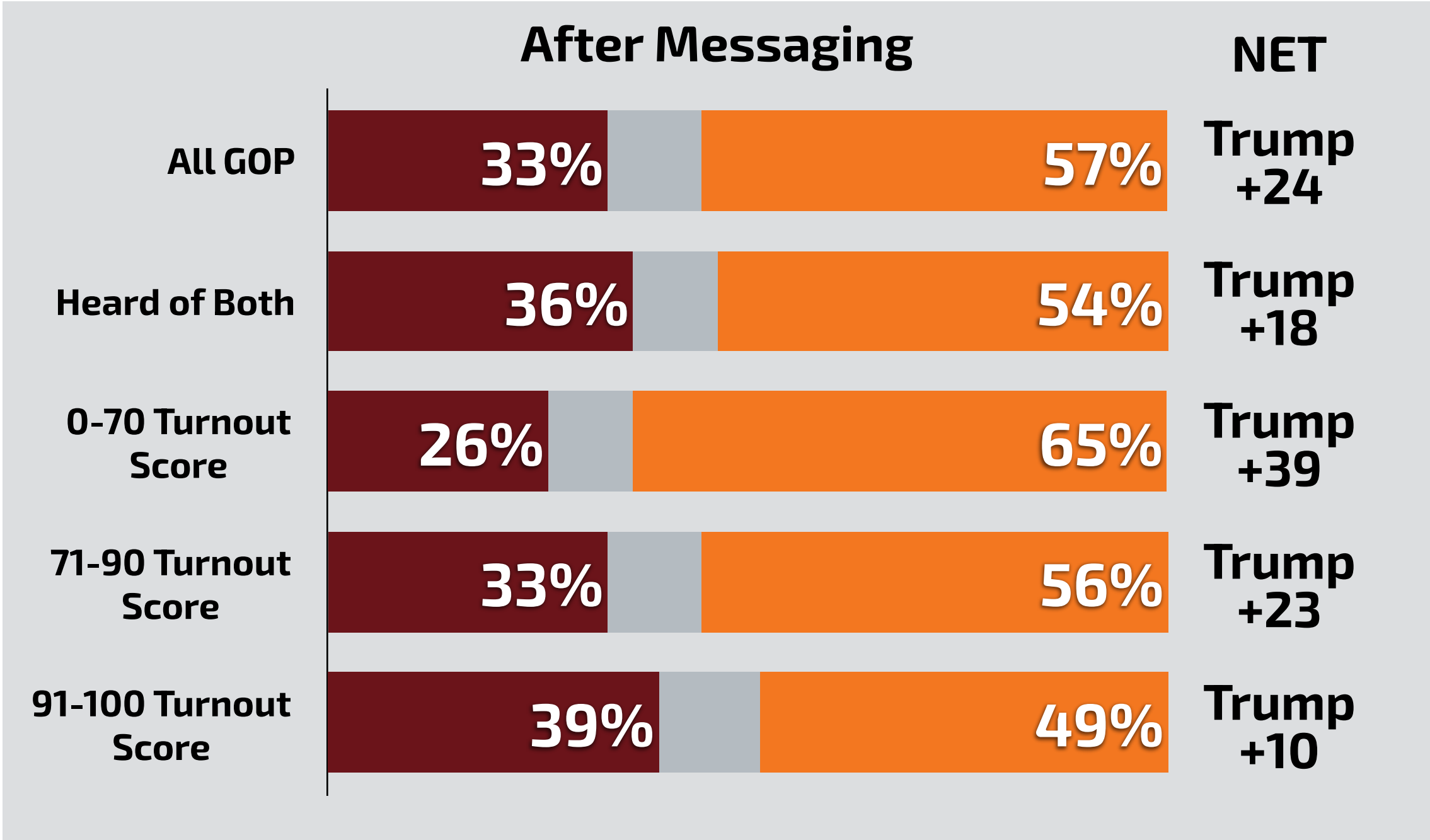
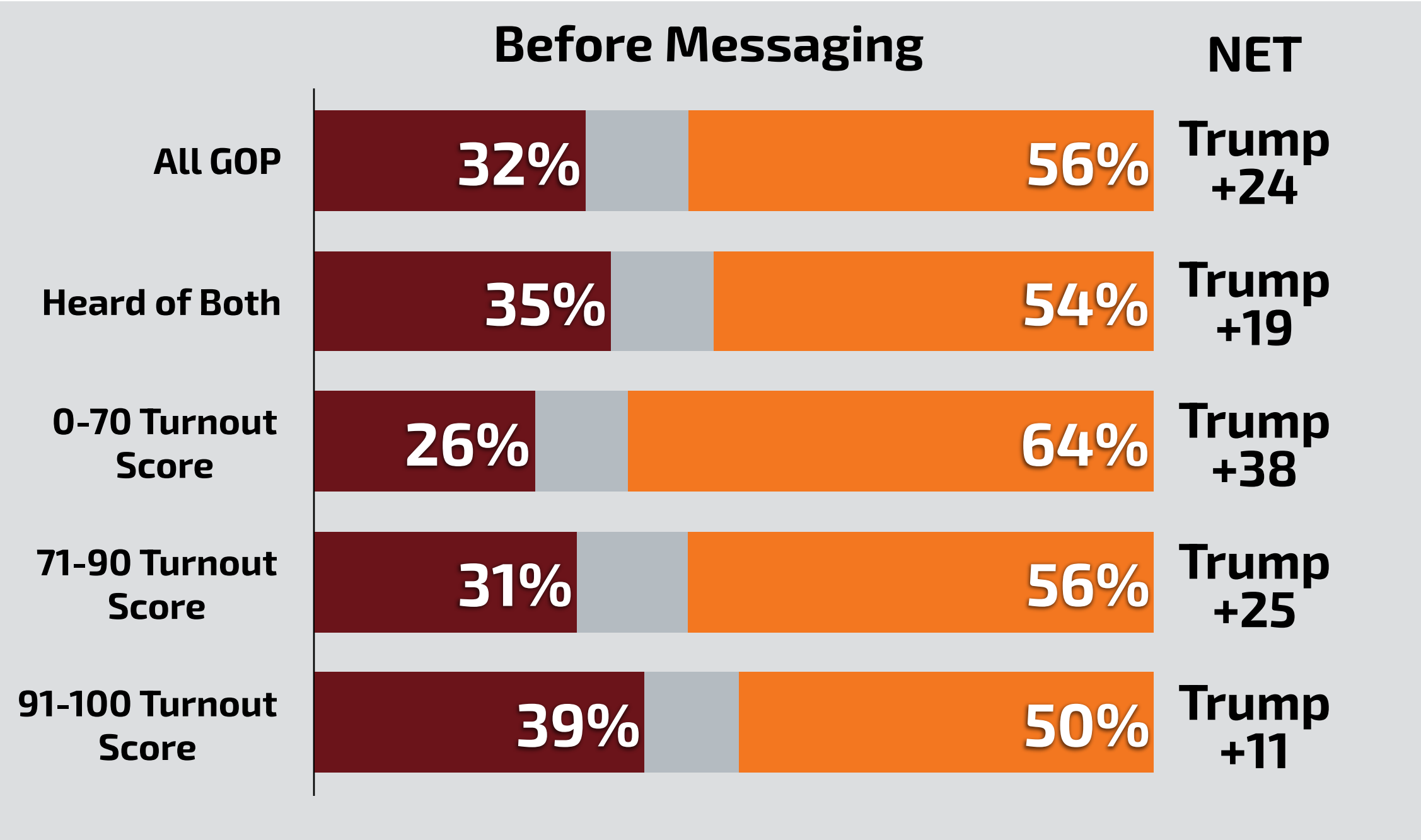


N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022

Trump Maintains 24 Point Lead Over DeSantis Even After Anti-Trump Messaging

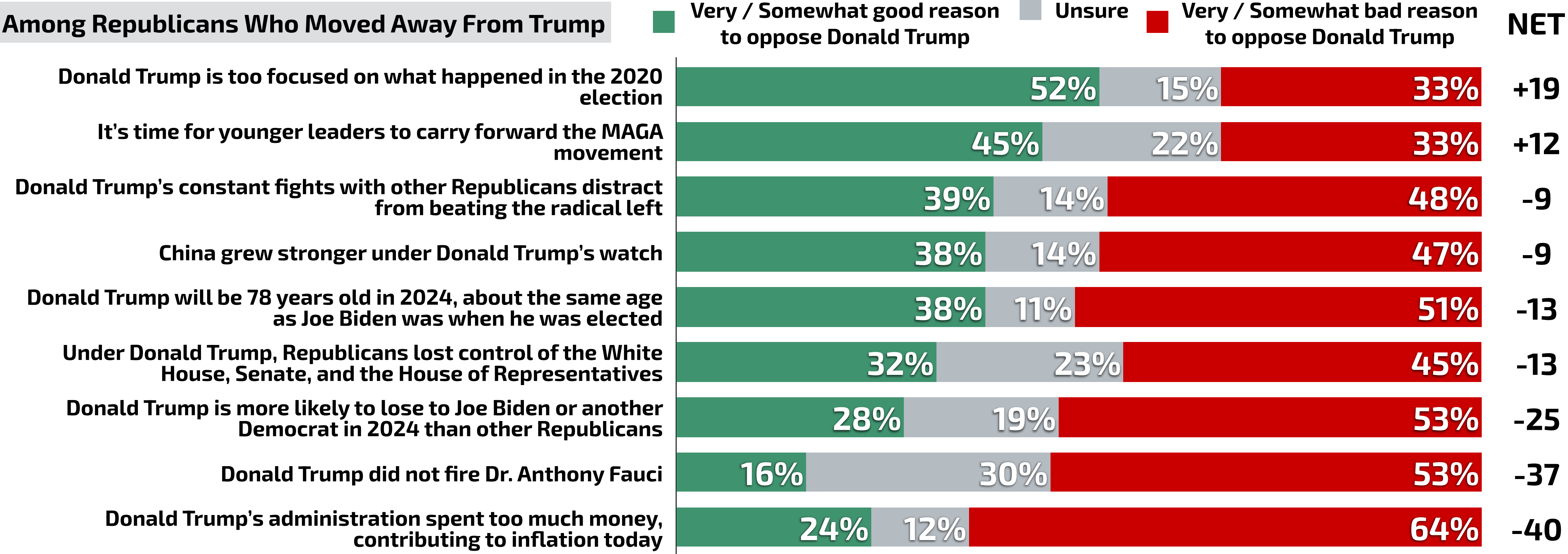
Q. Having heard more information, if the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote? [Asked of Republican+Lean Voters]

■ Definitely / Probably Ron DeSantis ■ Unsure ■ Definitely / Probably Donald Trump



Over-Focus On 2020 Most Likely To Move GOP Voters Away From Trump

Q. Do you think each of the following would be a good reason to oppose Donald Trump in a 2024 Republican primary or a bad reason to oppose Donald Trump in a 2024 Republican primary? [Asked of Republican+Lean Voters]

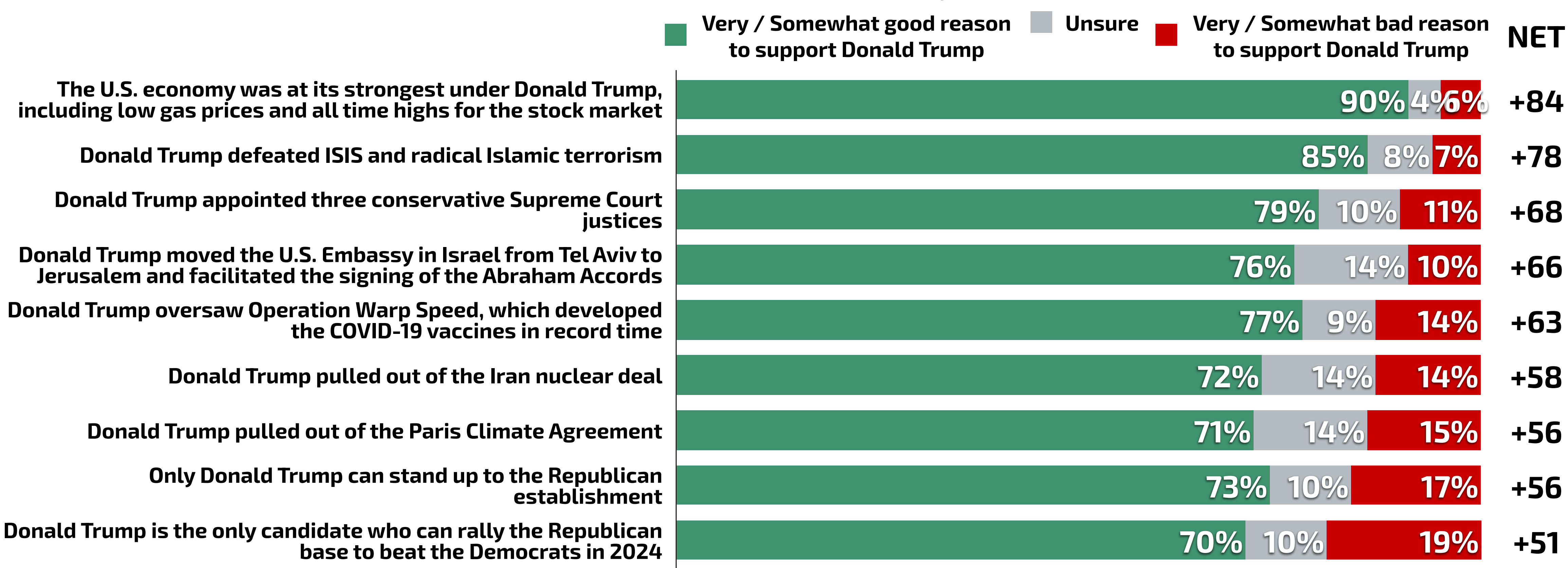


Making The Case For Trump 2024



Economy, Defeating ISIS, SCOTUS Seen As Best Reasons To Support Trump In 2024

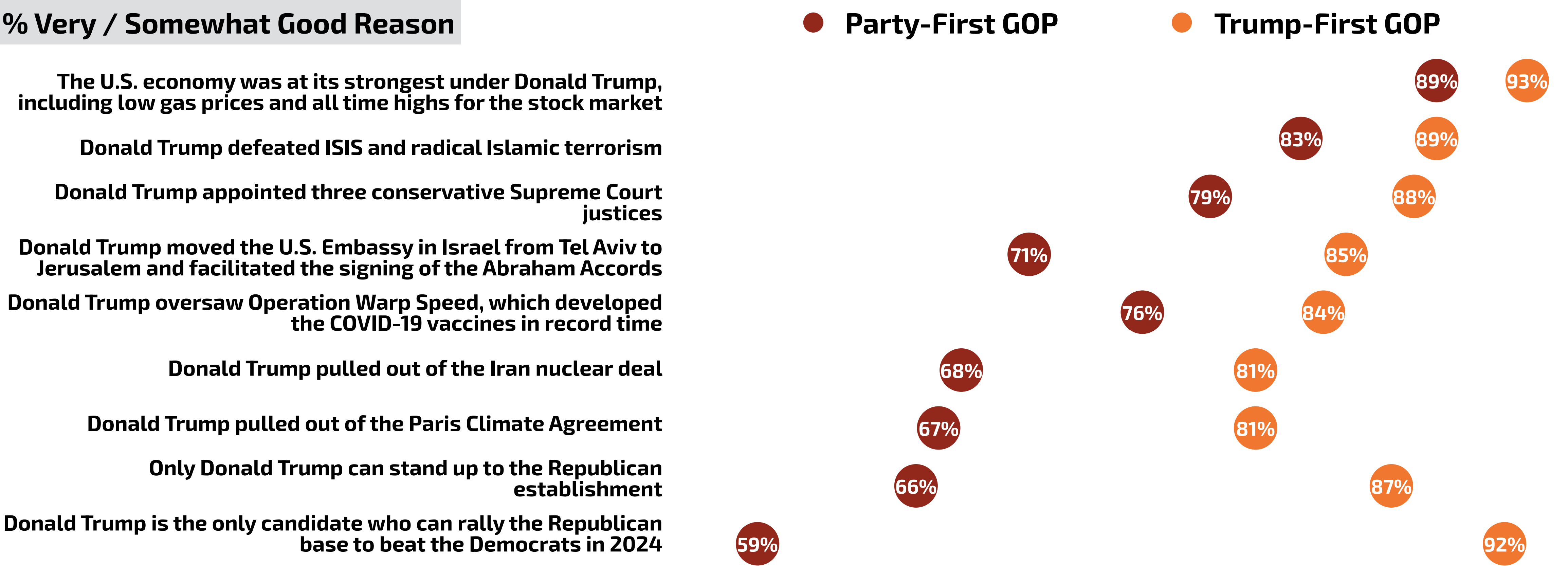
Q. Do you think each of the following would be a good reason to support Donald Trump in a 2024 Republican primary or a bad reason to support Donald Trump in a 2024 Republican primary? [Asked of Republican+Lean Voters]



N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022

“Trump-First” Say Economy, Rallying The Base Top Reasons To Support Trump; Economy, Defeating ISIS, Appointing SCOTUS Justices Top For “Party-First”

Q. Do you think each of the following would be a good reason to support Donald Trump in a 2024 Republican primary or a bad reason to support Donald Trump in a 2024 Republican primary? [Asked of Republican+Lean Voters]

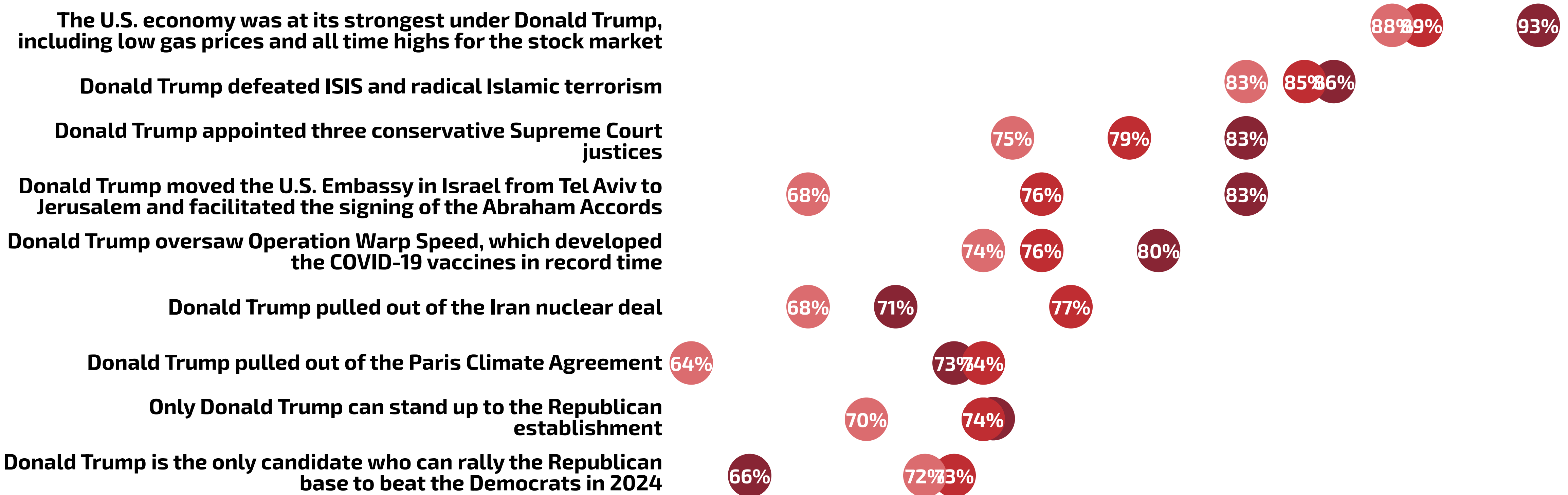


N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022

Largest Gaps Between Highest And Lower Turnout Republicans On Jerusalem Embassy, SCOTUS, Paris

Q. Do you think each of the following would be a good reason to support Donald Trump in a 2024 Republican primary or a bad reason to support Donald Trump in a 2024 Republican primary? [Asked of Republican+Lean Voters]

% Very / Somewhat Good Reason ● 0-70 Turnout Score ● 71-90 Turnout Score ● 91-100 Turnout Score

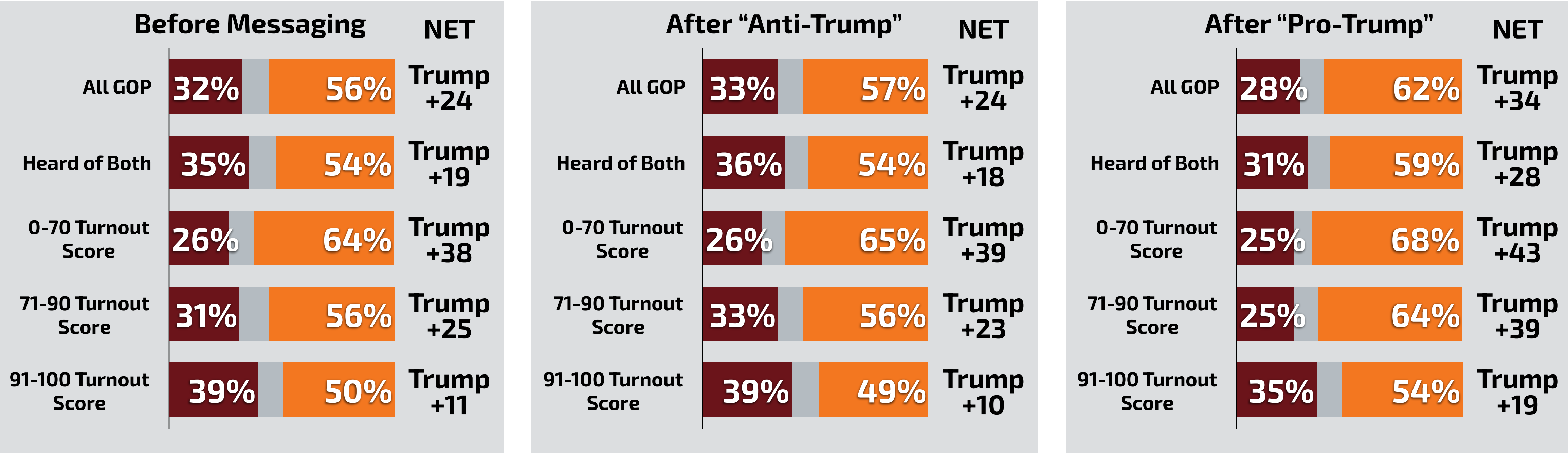


N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022

“Pro-Trump” Messaging Builds Trump Support Much More Than “Anti-Trump” Erodes

Q. Having heard more information, if the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote? [Asked of Republican+Lean Voters]

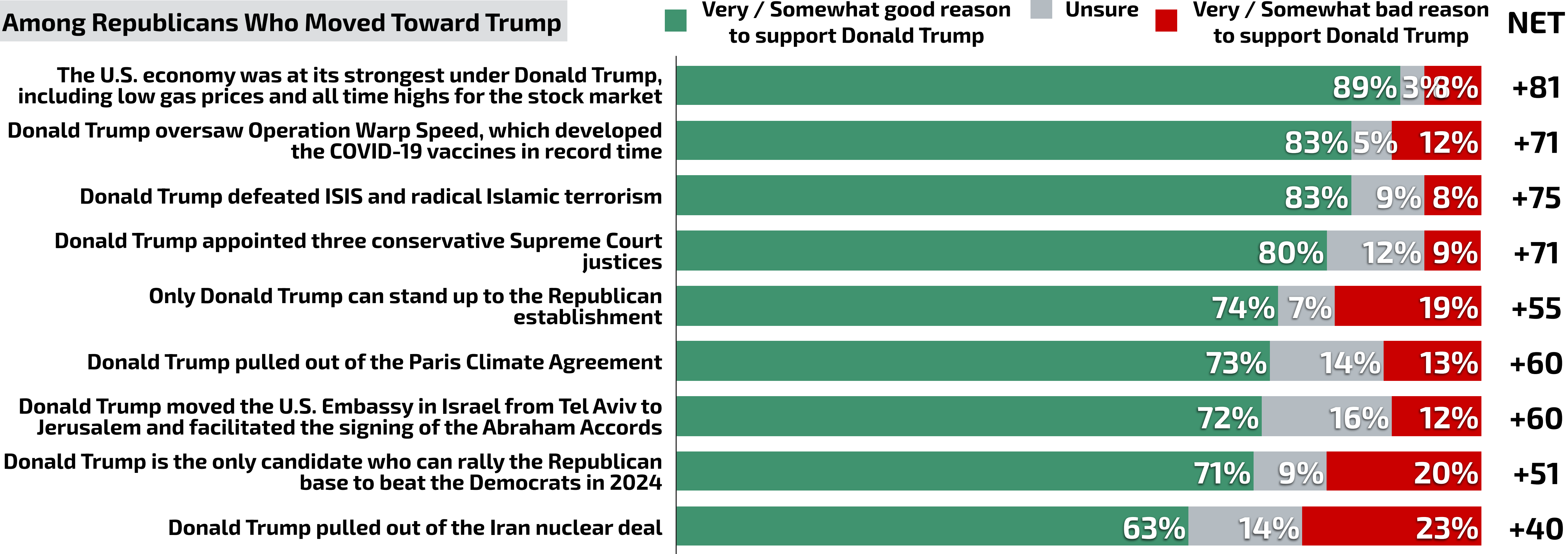
■ Definitely / Probably Ron DeSantis ■ Unsure ■ Definitely / Probably Donald Trump



N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022

Economy, Operation Warp Speed, Defeating ISIS Seen As Best Reasons To Support Trump In 2024

Q. Do you think each of the following would be a good reason to support Donald Trump in a 2024 Republican primary or a bad reason to support Donald Trump in a 2024 Republican primary? [Asked of Republican+Lean Voters]



N = 1,022 Voters in Likely Electorate nationwide, fielded July 15-18, 2022

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, in the months leading up to a national election, we at Echelon Insights switch 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.

Our Verified Voter Omnibus samples are matched to the L2 voter file to confirm registration status and incorporate data related to past voting history. The sample for this survey was weighted to characteristics of the 2022 "Likely Electorate" population, a frame which takes into account demographic and turnout characteristics of the 2022 electorate.



Methodology

The July 2022 Echelon Insights Verified Voter Omnibus was fielded online from July 15-18, 2022 in English among a sample of N=1,022 voters in the Likely Electorate (LV) nationwide using non-probability sampling. The sample was drawn from the Lucid sample exchange and matched to the L2 voter file.

The sample was weighted to population benchmarks for registered voters and the 2022 Likely Electorate on gender, age, race/ethnicity, education, region, party, and 2020 presidential vote adjusted for 2022 turnout probability. All benchmarks for the 2022 Likely Electorate were adjusted for turnout estimates based on a probabilistic model of the likely 2022 midterm electorate derived from the L2 voter file. Estimates for gender, age, and party were derived from the L2 voter file. Estimates for race/ethnicity and education were derived from the US Census Bureau's American Community Survey demographic data adjusted to match voter registration estimates from the November 2020 Current Population Survey Voting and Registration Supplement.

Data quality measures included the use of a trap question to check for attentiveness and measures to prevent and remove duplicate responses based on IP address and voter file matches.

Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.4 percentage points.





**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 key political trends questions included**
- **A customized slide deck with your results**

Contact omnibus@echeloninsights.com for more information.





ECHELON
INSIGHTS

