



ECHELON
INSIGHTS

To: Interested Parties
From: Patrick Ruffini, Echelon Insights
Re: DeSantis Leads Trump 47-42 Among Michigan GOP Voters
Date: February 21, 2023

A survey of 400 Michigan Republican Primary Voters conducted from February 13 to 16, 2023 shows Florida Governor Ron DeSantis leading in a head-to-head primary matchup with former President Donald Trump by a margin of 47 to 42 percent. This result is notable given Trump’s surprise victory there in 2016 and his past strength throughout the Midwest and Rust Belt states. These results are consistent with state polls throughout the country that show DeSantis leading or competitive with Trump.

Q. If the 2024 Republican Presidential primaries were being held today, would you vote for...?

Ron DeSantis	47%
Donald Trump	42%
Don’t know/Refused	11%

Key Group Results:

- Voters Over 65 DeSantis 54, Trump 32
- Men DeSantis 51, Trump 41
- Women Trump 43, DeSantis 40
- Detroit DMA DeSantis 48, Trump 40
- 2+/4 GOP Primary DeSantis 53, Trump 37

“Ron DeSanctimonious” Taunt Doesn’t Land

We also asked Michigan GOP voters if they had heard of Trump’s recent attacks on DeSantis using the nickname “Ron DeSanctimonious.” Overall, 30 percent said they had heard a lot or some and 68 percent said they had heard not much or nothing at all. We

then followed up with those who had heard at least some to ask if they thought that these statements by Trump reflected more poorly on Trump, more poorly on DeSantis, or if it didn't make a difference. By a nine-to-one margin, 45 to 5 percent, voters familiar with the statements said that they thought it reflected more poorly on Trump rather than DeSantis. Exactly half said it didn't change their view either way. While those preferring Trump in a 2024 primary were more apt to say that this did not change their view (70%), twice as many respondents said that it reflected more poorly on Trump (21%) than DeSantis (9%).

Q. Recently, Donald Trump attacked Ron DeSantis using the nickname “Ron DeSanctimonious.” How much have you heard about this, if anything?

A Lot/Some	30%
Not Much/Nothing at all	68%
Don't know/Refused	2%

Q. Are these statements by Donald Trump more likely to make you think more poorly of [ROTATE: Donald Trump/Ron DeSantis], more poorly of [ROTATE: Ron DeSantis/Donald Trump], or does it not change your view either way? (Asked of those who heard A lot/Some)

More poorly of Donald Trump	45%
More poorly of Ron DeSantis	5%
Doesn't change my view either way	50%
Don't know/Refused	-

Methodology:

N = 400 Republican Primary Voters in Michigan surveyed from February 13 to 16, 2023, with text-to-web and live cell phone and landline interviewing, sampled at random from L2's Michigan voter file. The sample was weighted to population benchmarks on gender, age, education, party, DMA (designated market area) region, and turnout. The margin of error, calculated the way it would be for a random sample and adjusted to incorporate the effects of weighting, is +/- 6.0 percentage points.