



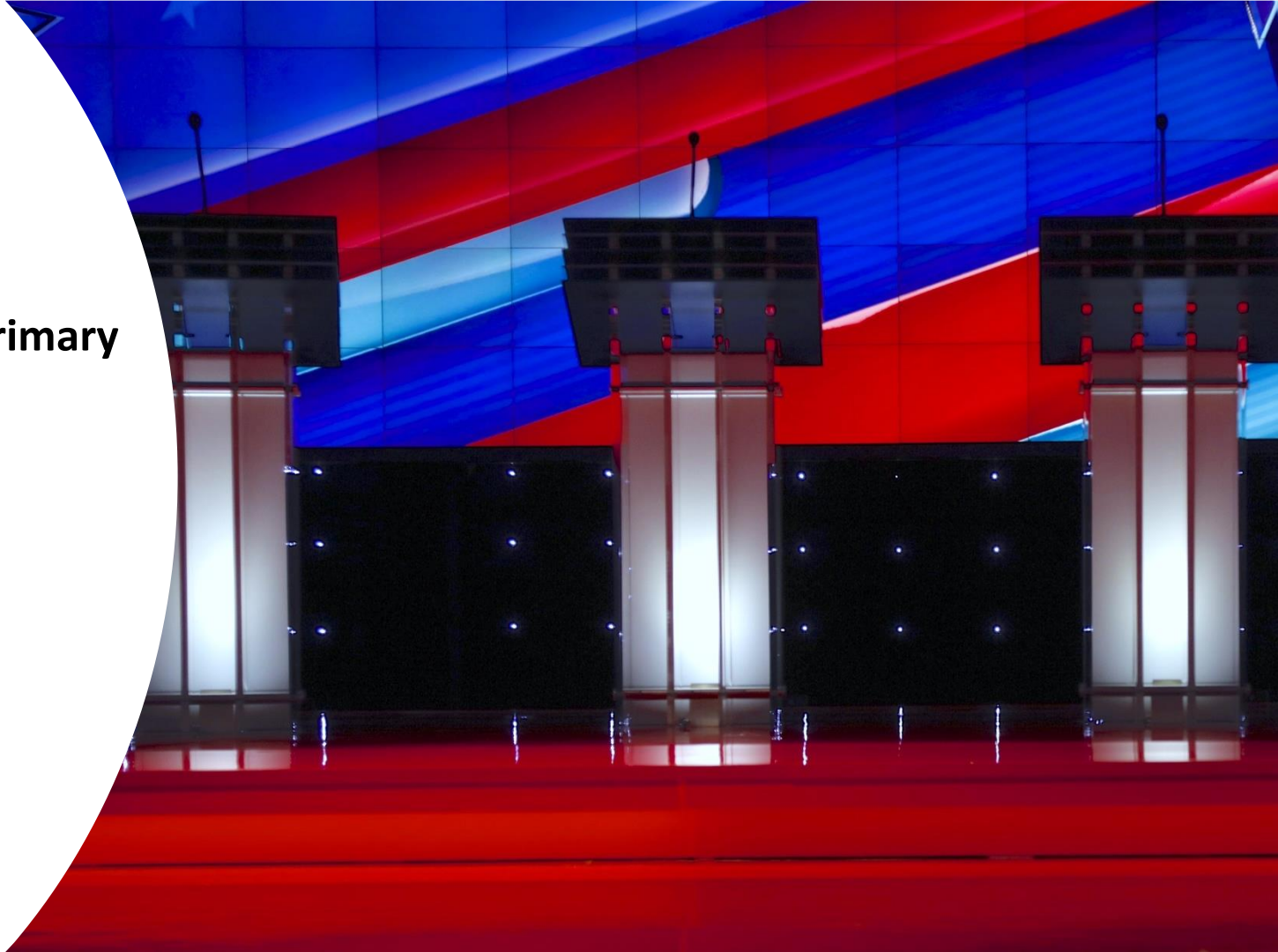
REPORT

# The Republican Primary Debate

*Survey of Americans*



DATE 2023-08-25



# Methodology

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## Method

An online survey among respondents 1,800 Americans 18 years of age or older. Out of those, 534 watched the Republican Primary Debate.

Respondents were randomly recruited using LEO's online panel.



## When

August 23 to August 24, 2023



## Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than  $\pm 2.3\%$ , (19 times out of 20).



## Weighting

Results were weighted according to **age, gender, region, education, ethnicity, number of people in the household, and past vote** in order to ensure a representative sample of the American population.

# Methodology

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## Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



## Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



## Questions

Have questions about the data presented in this report? Please contact Andrew Enns, Executive Vice-President, Central Canada at the following e-mail addresses: [aenns@leger360.com](mailto:aenns@leger360.com)

*A more detailed methodology is presented in the Appendix.*

# Key highlights

With the 2024 presidential election approaching, eight candidates took part in the first Republican primary debate to share their ideas with the American public and Republican voters. From August 23a to 24, 2023, we conducted a survey among Americans to explore their opinions on the candidates and how they felt the candidates performed in the Republican debate.

## Some of the key highlights of our survey about the Republican primary debate include...

### Republican voters think two candidates performed best

- 29% of Americans watched the debate, with 15% watching all of it and 15% watching some, but not all. 36% of those who plan to vote Republican in 2024 watched the debate.
- Among Republican voters who watched the debate, 23% say Vivek Ramaswamy won it, while 21% say Ron DeSantis was the winner. Mike Pence came in third place, at 11%.

### Trump's presence was felt, despite his absence

- 45% of Americans agree with Trump's decision to boycott the first Republican debate.
- Most (61%) Republican voters would like to see Trump as the Republican candidate for the 2024 election, with Ron DeSantis coming in at a distant second, as the preferred candidate of 9% of Republican voters.
- If a presidential election were held today, Trump would perform well in a head-to-head race against President Biden. Among decided voters, Trump would receive 44% of the popular vote, while Biden would receive 41%, and 15% of voters would choose someone else.

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# Detailed Results

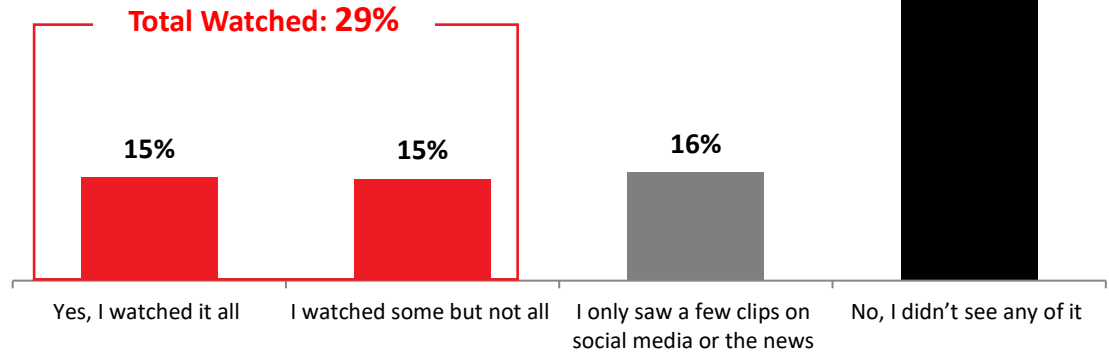


55%

# Watched the Debate

**Q1. Did you watch or listen to the Republican primary candidates' debate held in Milwaukee, Wisconsin the evening of August 23, 2023?**

Base: All respondents (n=1,800)

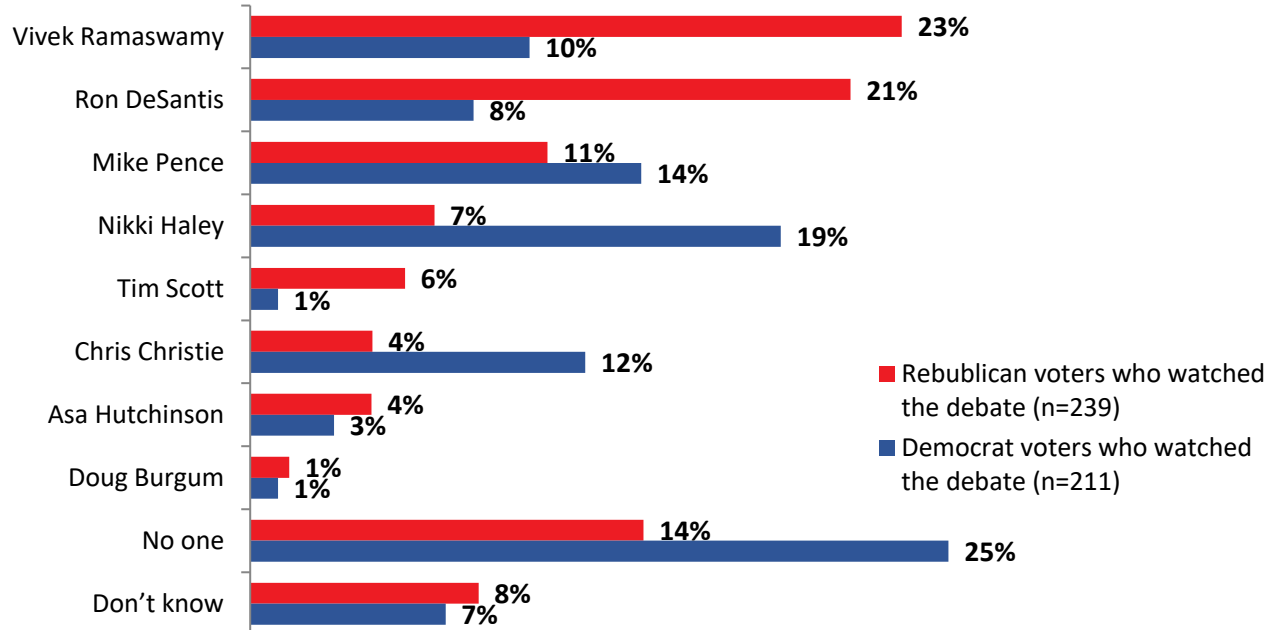


	Total	Vote in 2024											
		Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female	Repu.	Demo.	Someone else
Weighted n=	1,800	323	367	680	429	540	523	737	874	926	686	638	228
Unweighted n=	1,800	375	376	589	459	380	444	976	856	944	658	703	262
<b>Total Watched</b>	<b>29%</b>	<b>36%</b>	26%	30%	26%	<b>36%</b>	31%	<b>23%</b>	<b>36%</b>	<b>23%</b>	<b>36%</b>	32%	24%
Yes, I watched it all	<b>15%</b>	<b>20%</b>	11%	14%	15%	18%	18%	<b>11%</b>	<b>20%</b>	<b>9%</b>	<b>20%</b>	15%	<b>10%</b>
I watched some but not all	<b>15%</b>	16%	15%	16%	<b>11%</b>	<b>19%</b>	14%	12%	15%	14%	16%	17%	14%
I only saw a few clips on social media or the news	<b>16%</b>	16%	17%	16%	13%	18%	13%	15%	<b>19%</b>	<b>12%</b>	17%	17%	16%
No, I didn't see any of it	<b>55%</b>	<b>48%</b>	57%	55%	60%	<b>45%</b>	56%	<b>62%</b>	<b>45%</b>	<b>65%</b>	<b>47%</b>	<b>51%</b>	61%

# Winner of the Debate – *Republican vs Democrat Voters*

## Q2. In your opinion, who won the debate?

Base: Respondents who watched all or some parts of the debate



# Winner of the Debate – *Detailed Results for Republican Voters*

## Q2. In your opinion, who won the debate?

Base: Republican voters who watched all or some parts of the debate

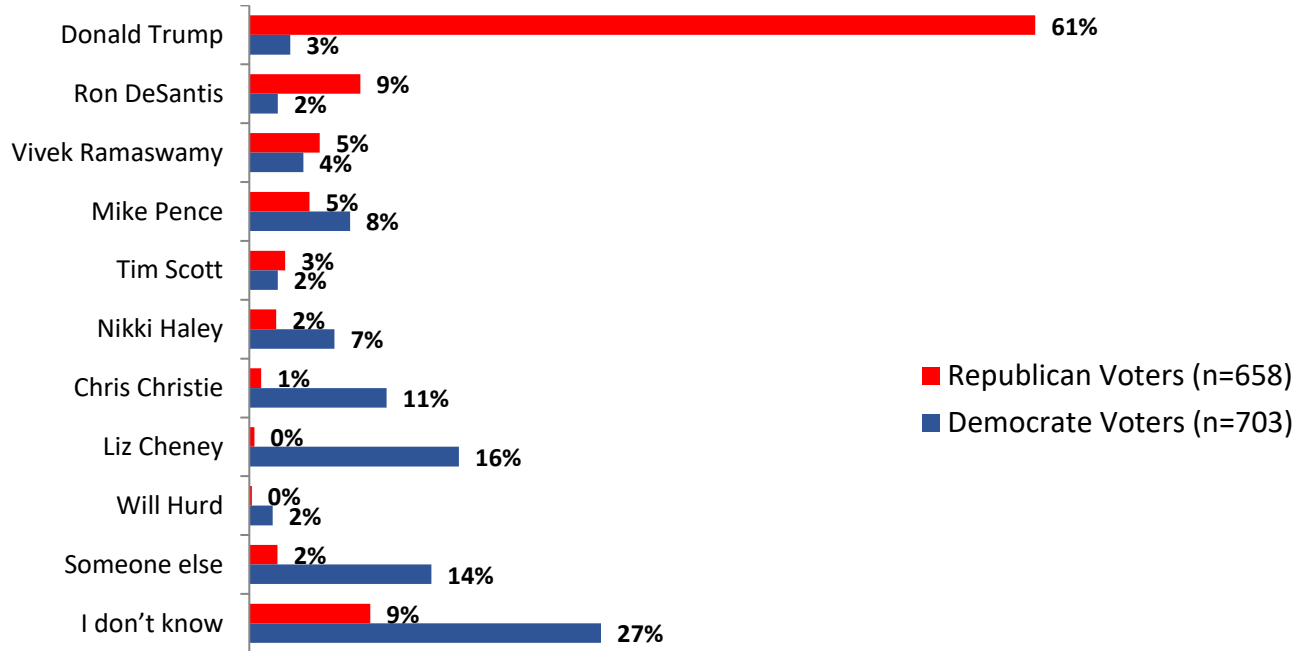
	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	250	54	48	104	44	102	63	85	153	97
Unweighted n=	239	60	38	92	49	81	49	109	140	99
Vivek Ramaswamy	23%	25%	17%	31%	11%	19%	17%	33%	25%	21%
Ron DeSantis	21%	20%	22%	21%	24%	17%	17%	31%	20%	23%
Mike Pence	11%	12%	15%	8%	11%	18%	11%	2%	9%	12%
Nikki Haley	7%	6%	4%	7%	10%	4%	7%	9%	8%	5%
Tim Scott	6%	9%	6%	2%	8%	11%	0%	3%	7%	3%
Chris Christie	4%	3%	0%	4%	12%	8%	5%	1%	7%	1%
Asa Hutchinson	4%	8%	14%	0%	0%	9%	2%	0%	5%	3%
Doug Burgum	1%	0%	0%	0%	8%	0%	6%	0%	2%	0%
No one	14%	15%	18%	12%	13%	2%	33%	15%	12%	17%
Don't know	8%	3%	5%	15%	3%	14%	2%	6%	5%	14%



# Preferred Republican Candidate – *Republican vs Democrat Voters*

## Q3. Which candidate would you like to see as the Republican candidate for president in 2024?

Base: All respondents



\*Other Candidates are not shown because they were mentioned by 1% of respondents or less.

# Preferred Republican Candidate - *Detailed Results for Republican Voters*

## Q3. Which candidate would you like to see as the Republican candidate for president in 2024?

Base: Republican Voters

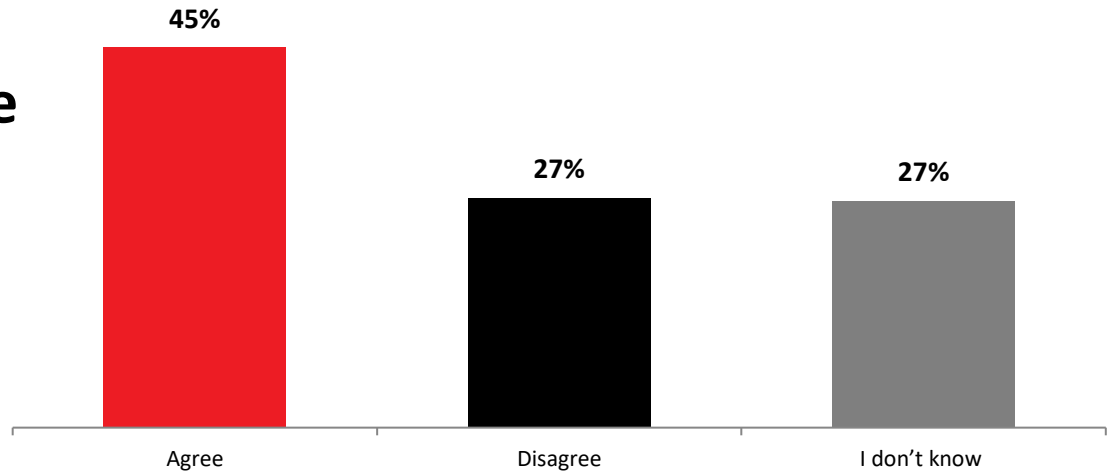
	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	686	127	161	285	113	217	166	302	371	315
Unweighted n=	658	135	152	241	130	153	144	361	349	309
Donald Trump	61%	58%	62%	66%	53%	58%	64%	61%	63%	59%
Ron DeSantis	9%	6%	9%	8%	13%	5%	5%	14%	8%	9%
Vivek Ramaswamy	5%	2%	7%	5%	8%	5%	8%	4%	6%	5%
Mike Pence	5%	4%	3%	6%	5%	6%	4%	4%	4%	6%
Tim Scott	3%	3%	5%	2%	1%	4%	1%	3%	4%	1%
Nikki Haley	2%	2%	2%	2%	1%	1%	2%	3%	2%	3%
Someone else	2%	0%	5%	2%	1%	5%	2%	0%	3%	1%
I don't know	9%	15%	6%	8%	11%	12%	9%	8%	4%	16%

\*Other Candidates are not shown because they were mentioned by 1% of respondents or less.

# Opinion on Trump's Absence from the Debate

**Q6. Do you agree or disagree with Donald Trump's decision not to participate in the Republican debate?**

Base: All respondents (n=1,800)



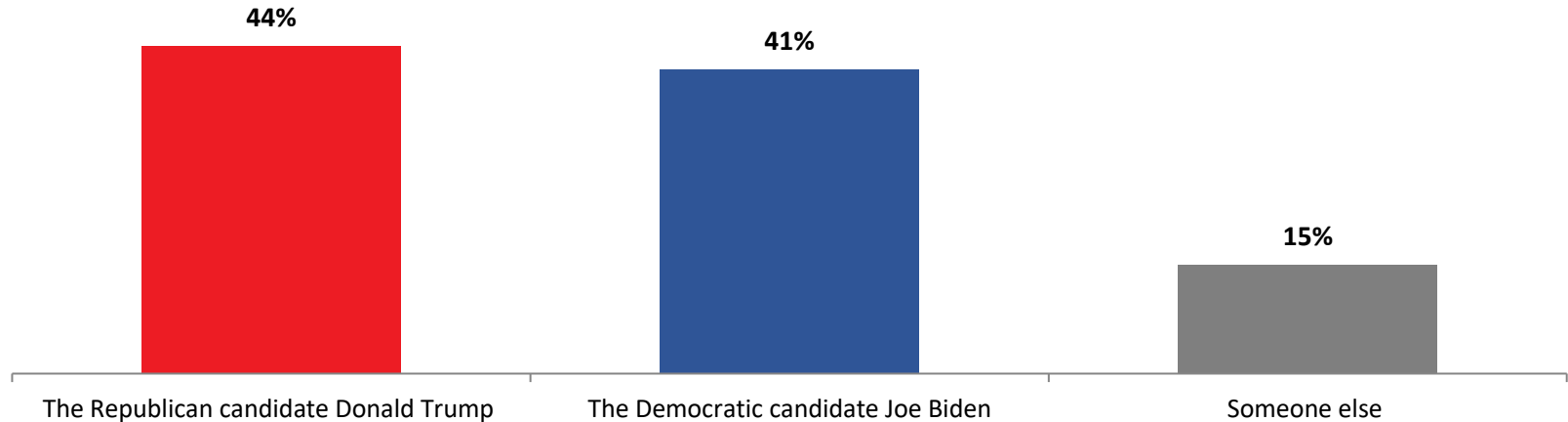
	Total	Vote in 2024											
		Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female	Repu.	Demo.	Someone else
Weighted n=	1,800	323	367	680	429	540	523	737	874	926	686	638	228
Unweighted n=	1,800	375	376	589	459	380	444	976	856	944	658	703	262
Agree	45%	51%	49%	45%	39%	48%	45%	44%	49%	42%	63%	36%	46%
Disagree	27%	28%	25%	26%	31%	26%	23%	32%	28%	27%	17%	46%	28%
I don't know	27%	22%	26%	29%	30%	26%	32%	25%	23%	31%	21%	19%	26%

## Voting Intentions – 2024 Presidential Election (1/2)

**Q4 + Q5. If the 2024 presidential election were held today, would you vote for the Republican candidate Donald Trump or Joe Biden, the Democratic candidate?**

*IN THE EVENT THAT A RESPONDENT HAD NO OPINION, THE FOLLOWING FOLLOW-UP QUESTION WAS ASKED: Even if your choice is not made yet, if you had the obligation, who would you most likely vote for at the 2024 presidential election between*

Base: Decided voters (n=1,623)



# Voting Intentions – 2024 Presidential Election (2/2)

## Q4 + Q5. If the 2024 presidential election were held today, would you vote for the Republican candidate or Joe Biden, the Democratic candidate?

*IN THE EVENT THAT A RESPONDENT HAD NO OPINION, THE FOLLOWING FOLLOW-UP QUESTION WAS ASKED: Even if your choice is not made yet, if you had the obligation, who would you most likely vote for at the 2024 presidential election between*

Base: Decided voters

	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female
Weighted n=	1,551	294	320	577	360	448	429	674	783	769
Unweighted n=	1,623	348	336	526	413	333	385	905	798	825
The Republican candidate Donald Trump	44%	43%	50%	49%	32%	48%	39%	45%	47%	41%
The Democratic candidate Joe Biden	41%	40%	34%	37%	55%	34%	45%	43%	41%	41%
Someone else	15%	17%	16%	14%	14%	17%	16%	12%	12%	18%

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# Detailed Methodology



# Weighted and Unweighted Sample

The table below presents the geographic distribution of respondents before and after weighting.

	Unweighted	Weighted
<b>US Region</b>		
Northeast	375	323
Midwest	376	367
South	589	680
West	459	429

The table below presents the age and gender distribution of respondents before and after weighting.

	Unweighted	Weighted
<b>Gender</b>		
Male	856	874
Female	944	926
<b>Age</b>		
Between 18 and 34	380	540
Between 35 and 54	444	523
55 or older	976	737

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