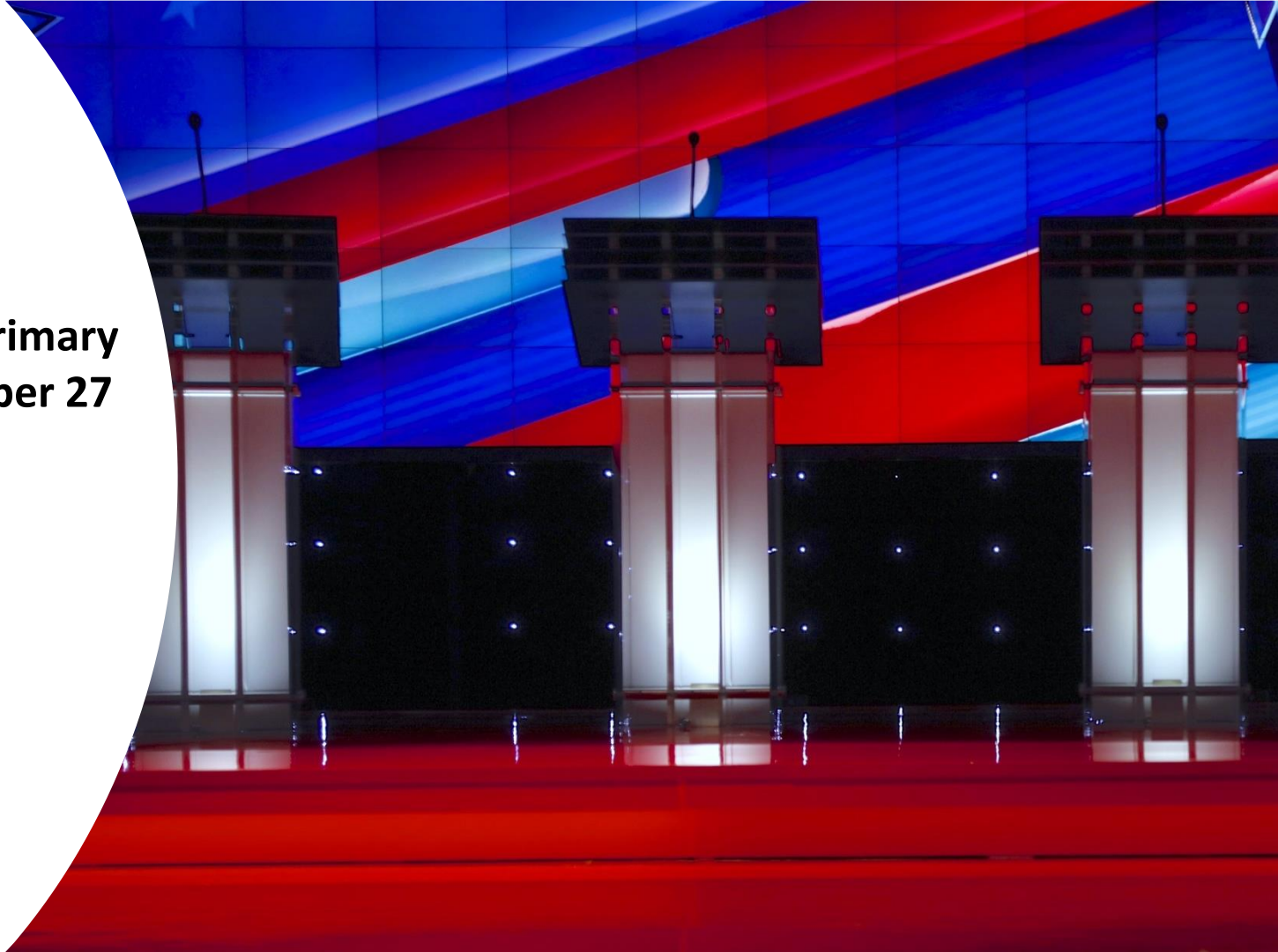R E P O R T

The Republican Primary Debate – September 27

Survey of Americans

DATE 2023-09-28

Methodology

Method

An online survey among respondents 1,300 Americans 18 years of age or older. Out of those, 377 watched the Republican Primary Debate.

Respondents were randomly recruited using LEO's online panel.

When

September 27 to September 28, 2023

Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than ±2.71%, (19 times out of 20).

Weighting

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

Methodology

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 that 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

A more detailed methodology is presented in the Appendix.

Key highlights

With the 2024 presidential election approaching, seven Republican primary candidates took part in their second debate on Wednesday night to discuss and share their ideas with the American public and Republican voters. From September 27 to 28, 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 Second Republican primary debate include…

Vivek Ramaswamy gave a good second performance

- 28% of Americans watched the debate, with 15% watching all of it and 12% watching some, but not all. 38% of those who plan to vote Republican in 2024 watched the debate.

- Among Republican voters who watched the debate, 26% say Vivek Ramaswamy won it, while 15% say Nikki Haley was the winner and 14% say it was Ron DeSantis.

Trump remains in the lead, but his trial could have an impact on his campaign

- Despite not participating in the second debate, Donald Trump still holds an overwhelming 63% of support among Republican voters, with Ron DeSantis as a distant second at 9%.

- 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.

- However, if Trump is charged and proven guilty during a trial, 46% of decided American voters would vote for Joe Biden, compared to 36% for him.
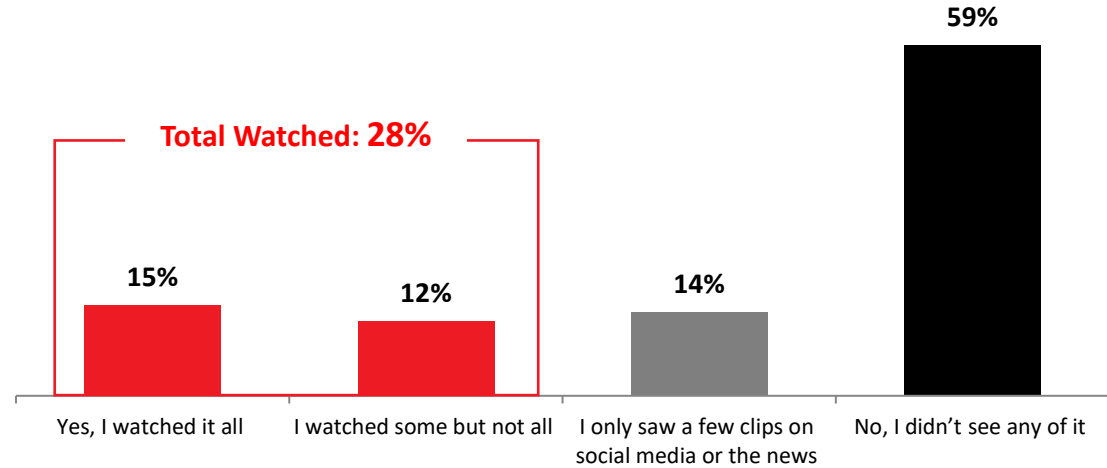
REPORT

Detailed Results

Watched the Debate

Q1. Did you watch or listen to the Republican primary candidates' debate held in Simi Valley, California the evening of September 27, 2023?
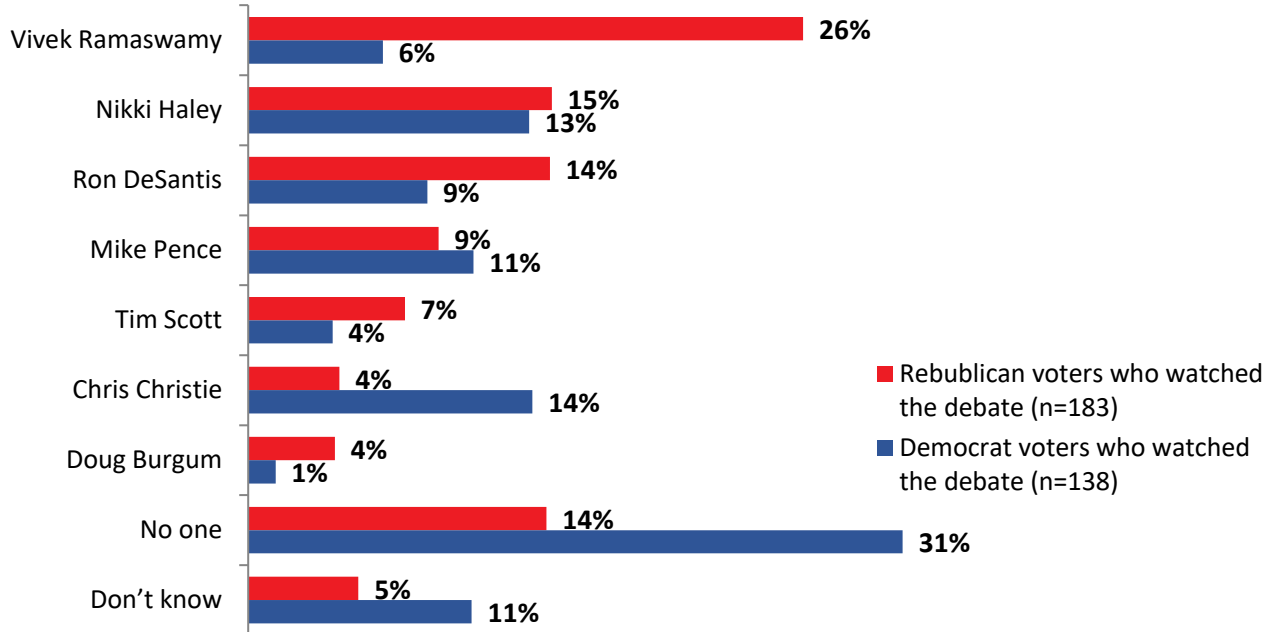Base: All respondents (n=1,303)

Total Watched: 28%

- Yes, I watched it all — **15%**
- I watched some but not all — **12%**
- I only saw a few clips on social media or the news — **14%**
- No, I didn't see any of it — **59%**

	Total	North east	Mid west	South	West	18-34	35-54	55+	Male	Female	Vote in 2024 Repu.	Vote in 2024 Demo.	Vote in 2024 Someone else	Total Debate August 2023	Gap
Weighted n=	*1,303*	*227*	*261*	*505*	*310*	*397*	*356*	*550*	*650*	*653*	*501*	*468*	*173*	*1,800*	
Unweighted n=	*1,303*	*259*	*294*	*421*	*329*	*385*	*276*	*642*	*716*	*587*	*495*	*486*	*188*	*1,800*	
Total Watched	**28%**	**35%**	31%	**23%**	27%	**39%**	26%	**20%**	**35%**	**20%**	**38%**	28%	**16%**	**29%**	-1
Yes, I watched it all	**15%**	19%	15%	13%	15%	**23%**	16%	**9%**	**19%**	**11%**	**21%**	16%	**8%**	**15%**	-
I watched some but not all	**12%**	15%	15%	10%	11%	16%	11%	11%	**16%**	**9%**	**17%**	12%	8%	**15%**	-3
I only saw a few clips on social media or the news	**14%**	18%	12%	16%	**9%**	14%	13%	15%	14%	14%	12%	15%	18%	**16%**	-2
No, I didn't see any of it	**59%**	**47%**	57%	61%	**65%**	**47%**	61%	**65%**	**51%**	**66%**	**50%**	57%	66%	**55%**	+4

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

Candidate	Republican voters who watched the debate (n=183)	Democrat voters who watched the debate (n=138)
Vivek Ramaswamy	26%	6%
Nikki Haley	15%	13%
Ron DeSantis	14%	9%
Mike Pence	9%	11%
Tim Scott	7%	4%
Chris Christie	4%	14%
Doug Burgum	4%	1%
No one	14%	31%
Don't know	5%	11%

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Winner of the Debate – *Detailed Results for <u>Republican Voters</u>*

Q2. In your opinion, who won the debate?
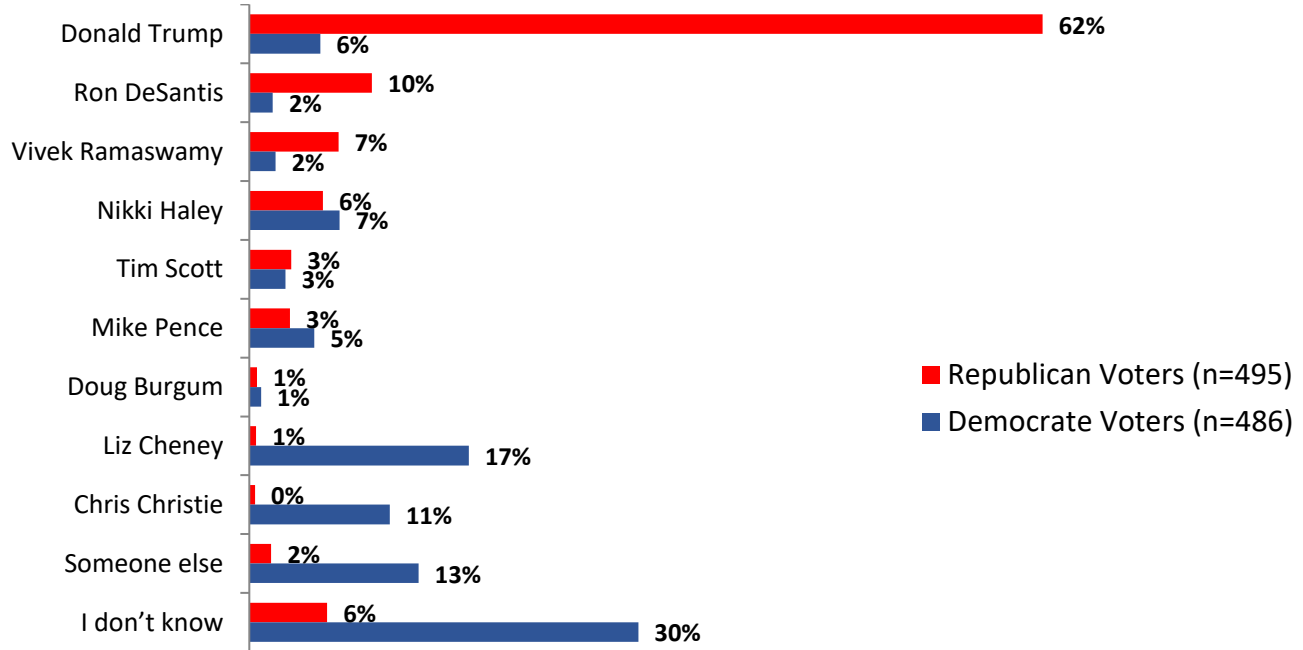Base: Republican voters who watched all or some parts of the debate

	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female	Total Debate August 2023	Gap
Weighted n=	189	43	48	58	39	86	40	62	125	63	250	
Unweighted n=	183	44	45	51	42	83	31	68	135	47	239	
Vivek Ramaswamy	**26%**	25%	24%	28%	28%	32%	38%	**11%**	26%	27%	**23%**	+3
Nikki Haley	**15%**	7%	10%	**27%**	12%	13%	11%	20%	17%	10%	**7%**	+8
Ron DeSantis	**14%**	16%	7%	15%	20%	**7%**	6%	**30%**	15%	12%	**21%**	-7
Mike Pence	**9%**	9%	23%	**2%**	4%	14%	7%	3%	10%	8%	**11%**	-2
Tim Scott	**7%**	5%	5%	3%	20%	12%	7%	2%	7%	8%	**6%**	+1
Chris Christie	**4%**	2%	6%	7%	1%	9%	1%	**0%**	5%	4%	**4%**	-
Doug Burgum	**4%**	10%	6%	**0%**	2%	4%	9%	2%	2%	8%	**1%**	+3
No one	**14%**	17%	15%	14%	11%	**3%**	16%	**28%**	11%	21%	**14%**	-
Don't know	**5%**	9%	6%	3%	3%	6%	5%	4%	6%	3%	**8%**	-3

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

Candidate	Republican Voters (n=495)	Democrate Voters (n=486)
Donald Trump	62%	6%
Ron DeSantis	10%	2%
Vivek Ramaswamy	7%	2%
Nikki Haley	6%	7%
Tim Scott	3%	3%
Mike Pence	3%	5%
Doug Burgum	1%	1%
Liz Cheney	1%	17%
Chris Christie	0%	11%
Someone else	2%	13%
I don't know	6%	30%

■ Republican Voters (n=495)
■ Democrate Voters (n=486)

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

Preferred Republican Candidate - *Detailed Results for <u>Republican Voters</u>*

Q3. Which candidate would you like to see as the Republican candidate for President in 2024?
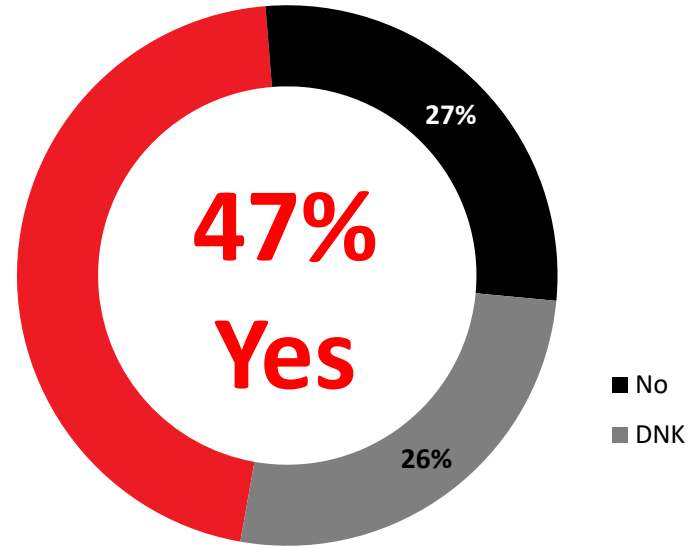Base: Republican Voters

	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female	Total Debate August 2023	Gap
Weighted n=	494	87	113	192	102	162	108	224	282	212	686	
Unweighted n=	488	94	122	164	108	156	89	243	304	184	658	
Donald Trump	62%	49%	70%	63%	61%	66%	63%	58%	64%	59%	61%	+1
Ron DeSantis	10%	5%	8%	12%	10%	6%	3%	15%	8%	12%	9%	+1
Vivek Ramaswamy	7%	10%	5%	5%	9%	10%	8%	4%	6%	8%	5%	+2
Nikki Haley	6%	10%	3%	5%	6%	5%	3%	8%	8%	3%	2%	+4
Tim Scott	3%	4%	0%	4%	4%	2%	4%	3%	4%	3%	3%	-
Mike Pence	3%	5%	3%	3%	3%	5%	4%	2%	2%	5%	5%	-2
Someone else	1%	3%	2%	2%	1%	0%	3%	2%	2%	1%	2%	-1
I don't know	6%	8%	6%	5%	6%	4%	8%	7%	5%	7%	9%	-3

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

Trump as the Winner of the Republican Primaries

Q4. Do you believe Donald Trump will win the Republican primaries?
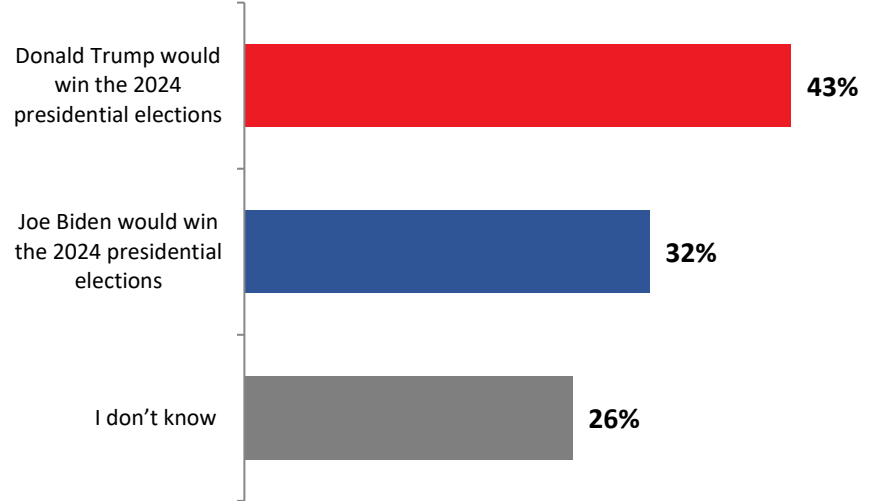Base: All respondents (n=1,303)

27% No
26% DNK
47% Yes

	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female	Repu.	Demo.	Someone else
											Vote in 2024		
Weighted n=	*1,303*	*227*	*261*	*505*	*310*	*397*	*356*	*550*	*650*	*653*	*501*	*468*	*173*
Unweighted n=	*1,303*	*259*	*294*	*421*	*329*	*385*	*276*	*642*	*716*	*587*	*495*	*486*	*188*
Yes	**47%**	48%	48%	46%	48%	48%	42%	50%	**58%**	**37%**	**75%**	**37%**	**25%**
No	**27%**	29%	29%	**22%**	30%	29%	29%	23%	**20%**	**33%**	**6%**	**41%**	**45%**
I don't know	**26%**	23%	23%	**31%**	22%	23%	29%	26%	**22%**	**30%**	**19%**	**22%**	30%

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Biden vs Trump: Who Will Win the Presidential Election?

Q5. If the next presidential election is between Donald Trump and Joe Biden, do you think Donald Trump will win the next presidential election?
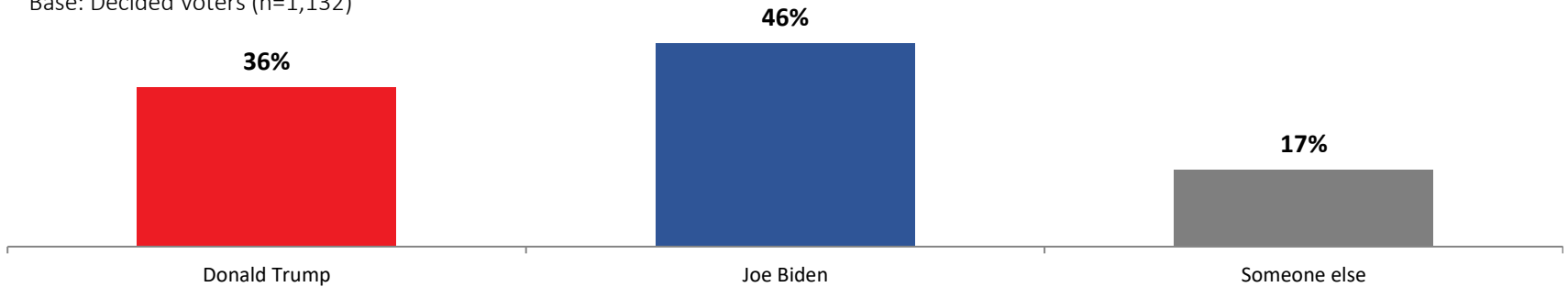Base: All respondents (n=1,303)

	Donald Trump would win the 2024 presidential elections	**43%**
	Joe Biden would win the 2024 presidential elections	**32%**
	I don't know	**26%**

| | Total | Northeast | Midwest | South | West | 18-34 | 35-54 | 55+ | Male | Female | Vote in 2024 | | |
											Repu.	Demo.	Someone else
Weighted n=	*1,303*	*227*	*261*	*505*	*310*	*397*	*356*	*550*	*650*	*653*	*501*	*468*	*173*
Unweighted n=	*1,303*	*259*	*294*	*421*	*329*	*385*	*276*	*642*	*716*	*587*	*495*	*486*	*188*
Donald Trump would win the 2024 presidential elections	**43%**	39%	47%	45%	37%	**51%**	37%	41%	**49%**	**37%**	**87%**	**5%**	37%
Joe Biden would win the 2024 presidential elections	**32%**	35%	34%	**26%**	36%	27%	31%	**35%**	33%	31%	**1%**	**78%**	**15%**
I don't know	**26%**	26%	**19%**	28%	26%	22%	**32%**	24%	**19%**	**33%**	**12%**	**16%**	**48%**

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Impact of Trump's Trials on Voting Intentions (1/2)

Q6. If Trump were found guilty and imprisoned following one of these trials, who would you vote between Donald Trump and Joe Biden?
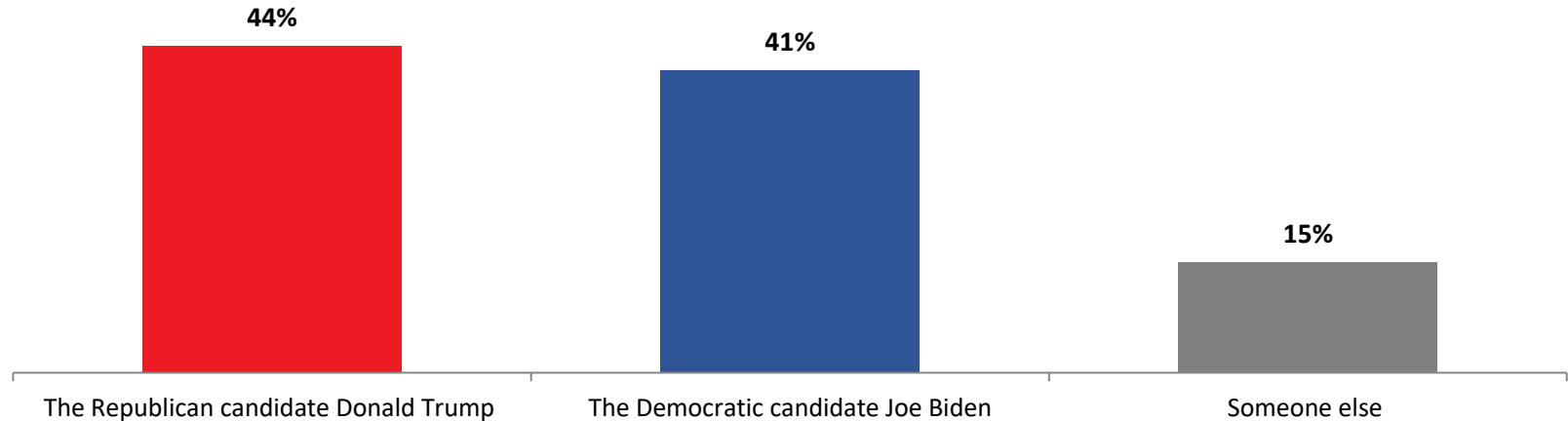
Base: Decided voters (n=1,132)

| | Total | Northeast | Midwest | South | West | 18-34 | 35-54 | 55+ | Male | Female | Vote in 2024 | | |
											Repu.	Demo.	Someone else
Weighted n=	*1,095*	*192*	*226*	*418*	*259*	*340*	*271*	*484*	*559*	*535*	*457*	*462*	*146*
Unweighted n=	*1,132*	*228*	*257*	*356*	*291*	*334*	*226*	*572*	*635*	*497*	*450*	*479*	*169*
Donald Trump	**36%**	34%	37%	39%	32%	37%	35%	36%	**43%**	**29%**	**81%**	**1%**	**9%**
Joe Biden	**46%**	49%	44%	42%	53%	47%	48%	45%	43%	50%	**5%**	**96%**	**18%**
Someone else	**17%**	17%	19%	19%	15%	16%	17%	19%	**14%**	**21%**	**14%**	**2%**	**74%**

Voting Intentions – 2024 Presidential Election (1/2)

Q7+Q8. 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=1,169)

The Republican candidate Donald Trump	The Democratic candidate Joe Biden	Someone else
44%	41%	15%

Voting Intentions – 2024 Presidential Election (2/2)

Q7+Q8. 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=1,169)

	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female	Total Debate August 2023	Gap
Weighted n=	*1,142*	*203*	*237*	*438*	*265*	*358*	*282*	*502*	*580*	*562*	*1,551*	
Unweighted n=	*1,169*	*237*	*268*	*367*	*297*	*346*	*235*	*588*	*658*	*511*	*1,623*	
The Republican candidate Donald Trump	**44%**	43%	48%	45%	39%	46%	39%	46%	**49%**	**39%**	**44%**	-
The Democratic candidate Joe Biden	**41%**	43%	40%	37%	46%	38%	45%	41%	38%	44%	**41%**	-
Someone else	**15%**	14%	12%	18%	15%	17%	17%	13%	**12%**	**18%**	**15%**	-

REPORT

Detailed Methodology

Weighted and Unweighted Sample

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

	Unweighted	Weighted
US Region		
Northeast	228	192
Midwest	257	226
South	356	418
West	291	259

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

	Unweighted	Weighted
Gender		
Male	635	559
Female	497	535
Age		
Between 18 and 34	334	340
Between 35 and 54	226	271
55 or older	572	484

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