



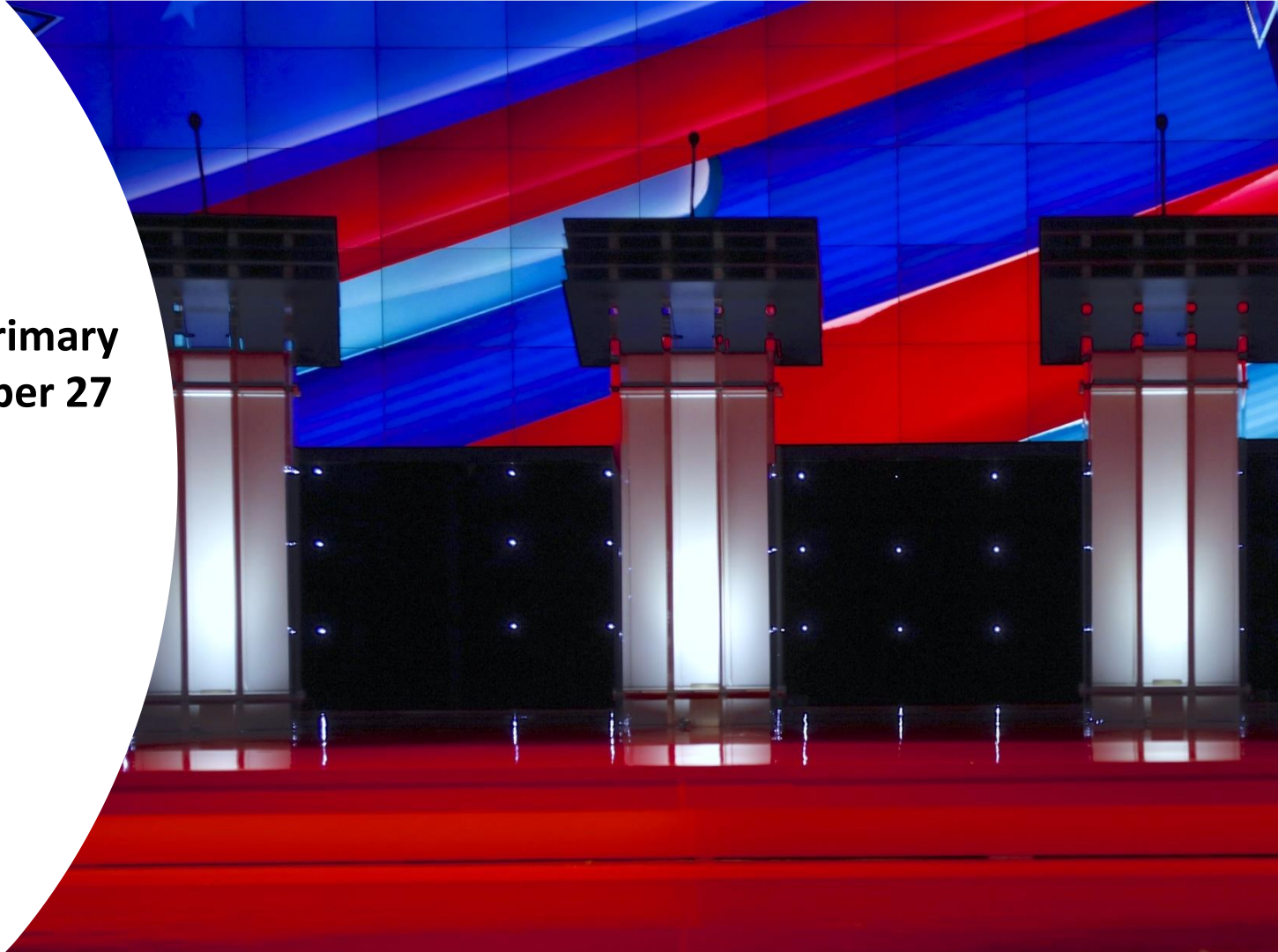
REPORT

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 $\pm 2.71\%$, (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 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

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

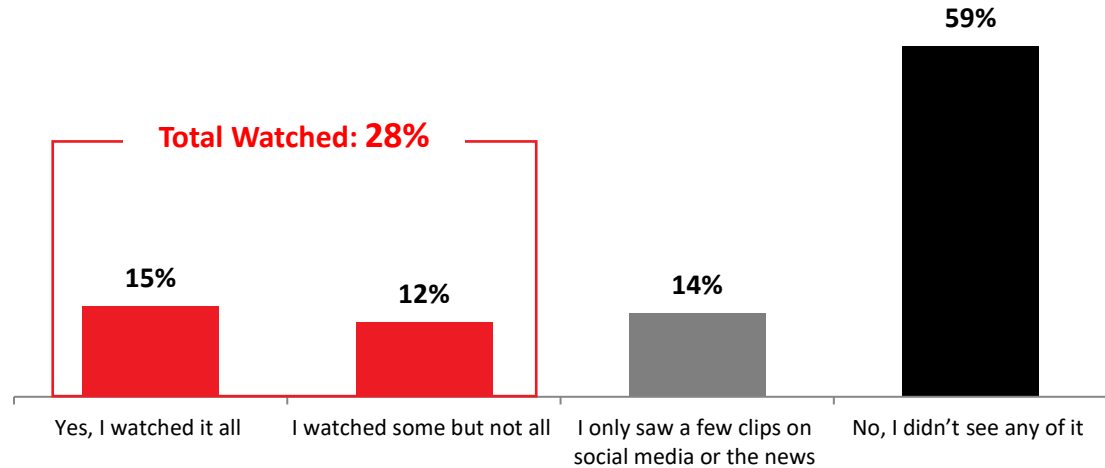
Detailed Results



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)

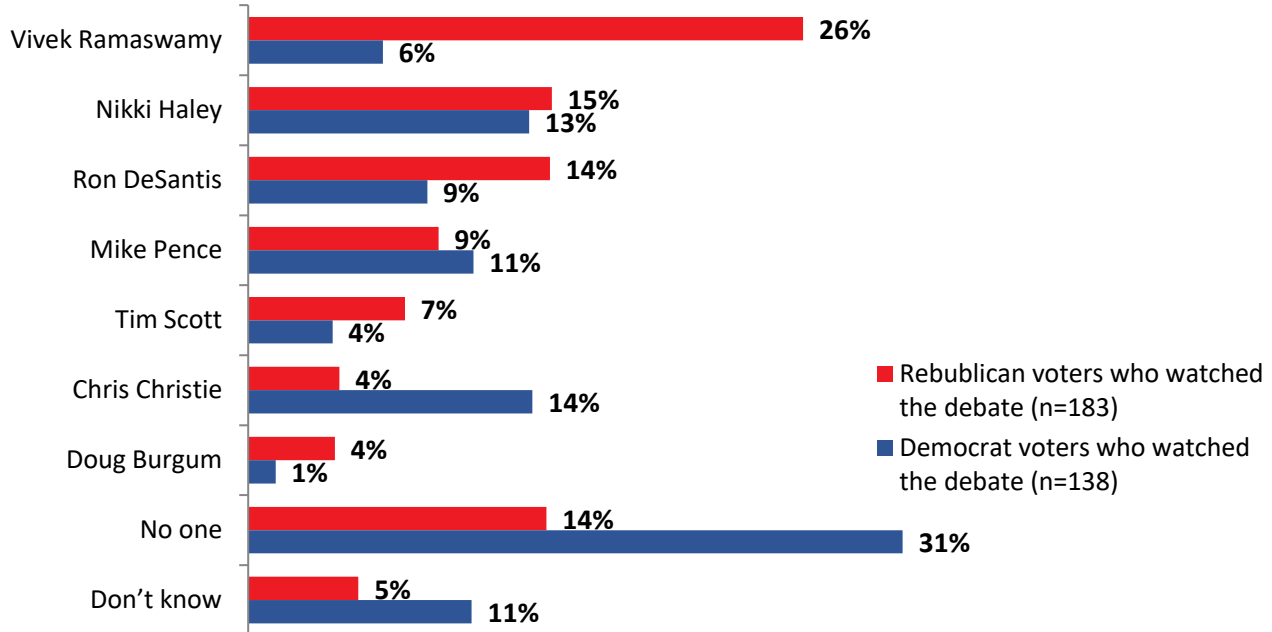


	Total	Vote in 2024											Total Debate August 2023	Gap	
		North east	Mid west	South	West	18-34	35-54	55+	Male	Female	Repu.	Demo.			Someone else
Weighted n=	1,303	227	261	505	310	397	356	550	650	653	501	468	173	1,800	
Unweighted n=	1,303	259	294	421	329	385	276	642	716	587	495	486	188	1,800	
Total 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



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

Q2. In your opinion, who won the debate?

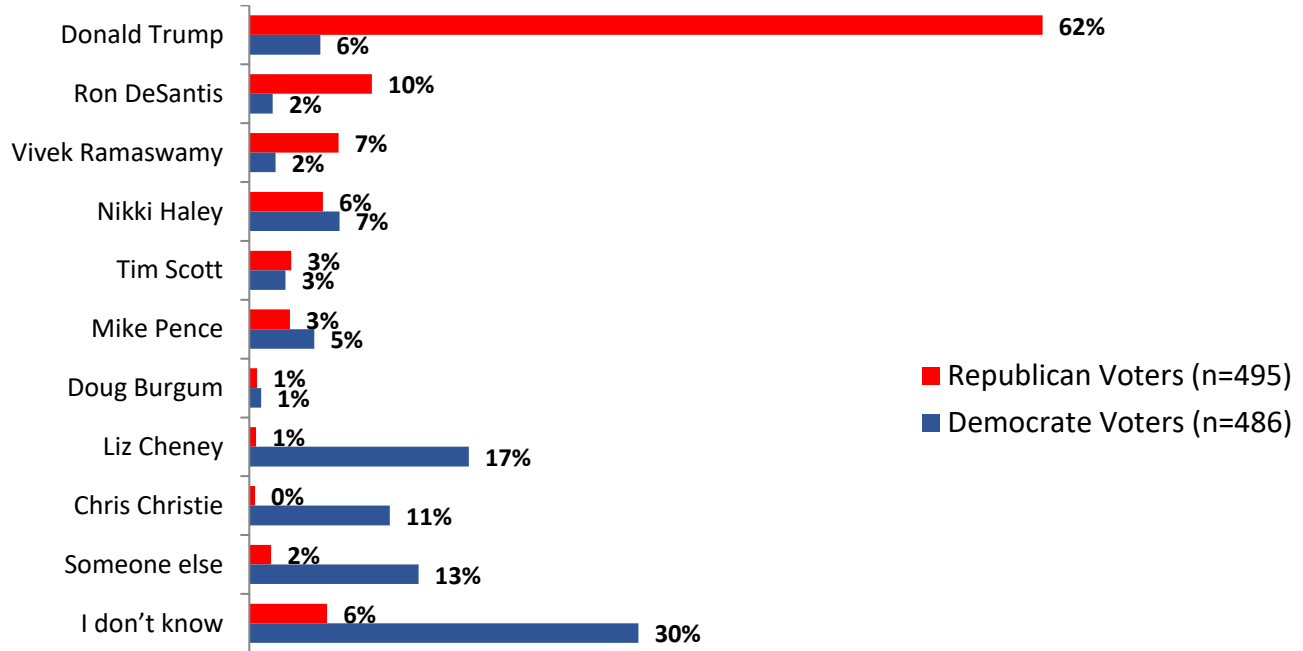
Base: Republican voters who watched all or some parts of the debate

	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female	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



*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

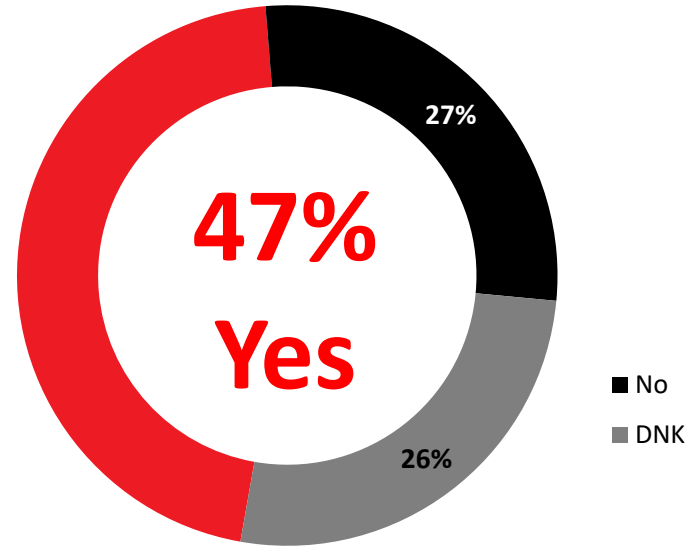
	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female	Total Debate August 2023	Gap
Weighted n=	494	87	113	192	102	162	108	224	282	212	686	
Unweighted n=	488	94	122	164	108	156	89	243	304	184	658	
Donald Trump	62%	49%	70%	63%	61%	66%	63%	58%	64%	59%	61%	+1
Ron DeSantis	10%	5%	8%	12%	10%	6%	3%	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)

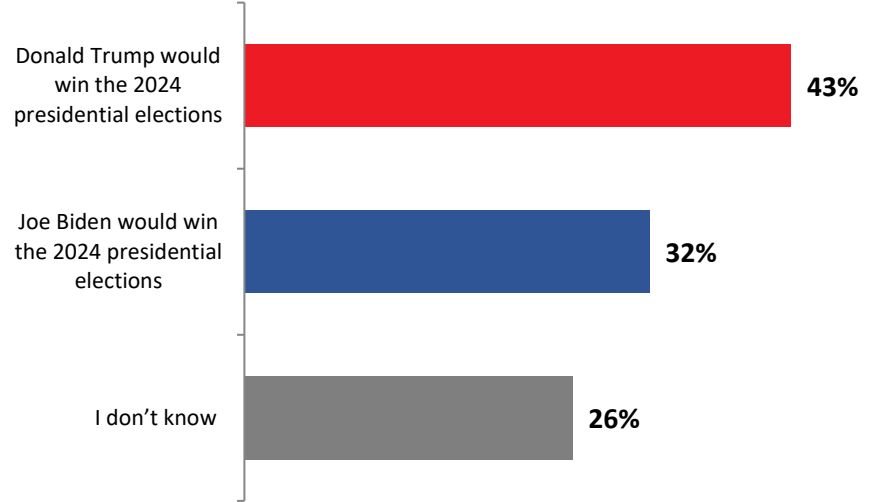


	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female	Vote in 2024		
											Repu.	Demo.	Someone else
Weighted n=	1,303	227	261	505	310	397	356	550	650	653	501	468	173
Unweighted n=	1,303	259	294	421	329	385	276	642	716	587	495	486	188
Yes	47%	48%	48%	46%	48%	48%	42%	50%	58%	37%	75%	37%	25%
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%

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)

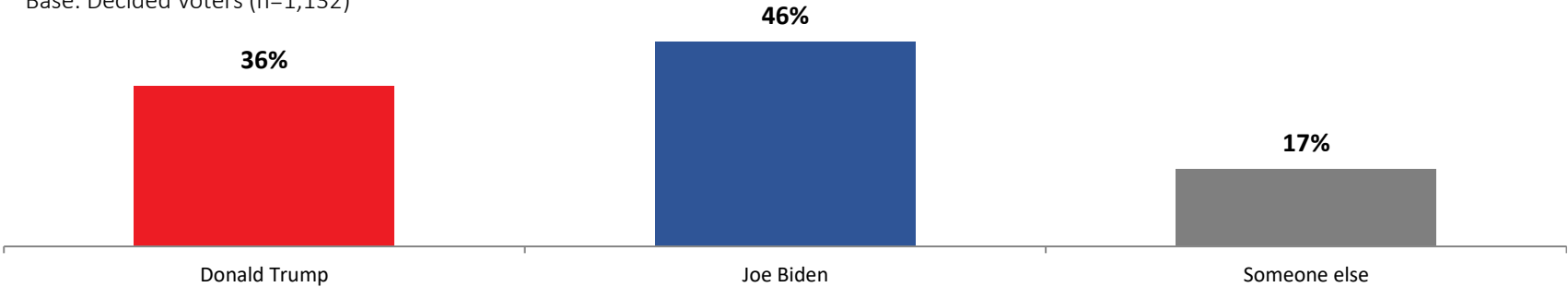


	Total	Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female	Vote in 2024		
											Repu.	Demo.	Someone else
Weighted n=	1,303	227	261	505	310	397	356	550	650	653	501	468	173
Unweighted n=	1,303	259	294	421	329	385	276	642	716	587	495	486	188
Donald Trump would win the 2024 presidential elections	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%

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)



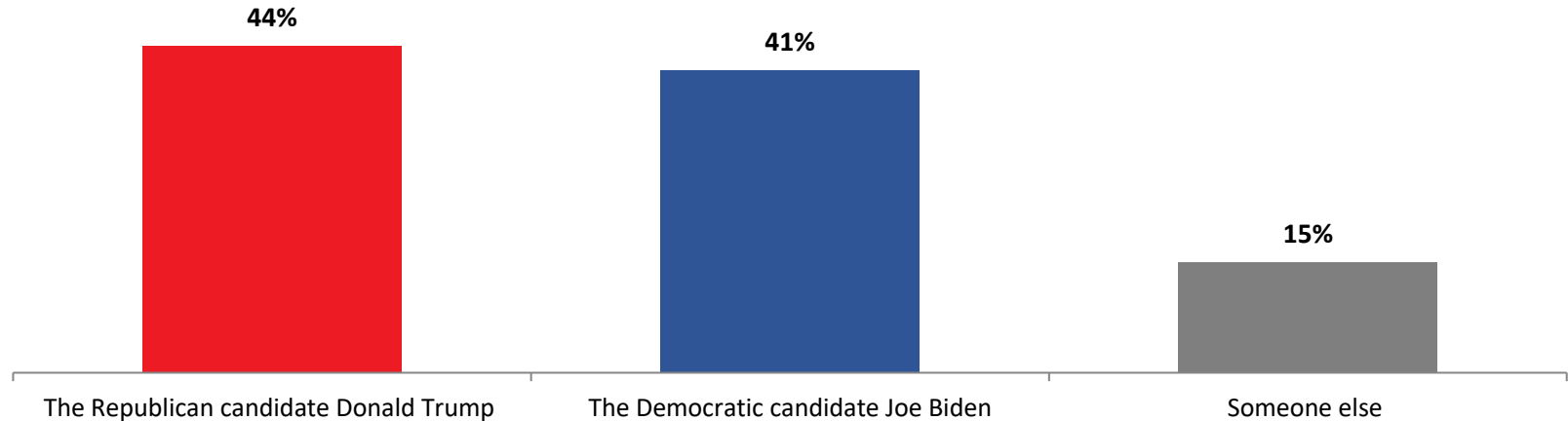
	Total	Vote in 2024											
		Northeast	Midwest	South	West	18-34	35-54	55+	Male	Female	Repu.	Dem.	Someone else
Weighted n=	1,095	192	226	418	259	340	271	484	559	535	457	462	146
Unweighted n=	1,132	228	257	356	291	334	226	572	635	497	450	479	169
Donald Trump	36%	34%	37%	39%	32%	37%	35%	36%	43%	29%	81%	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)



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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