



**School of Public &
International Affairs**

Survey Research Center

UNIVERSITY OF GEORGIA

**SPIA 2024 GEORGIA REPUBLICAN
PRESIDENTIAL PRIMARY SURVEY**

CONDUCTED BY THE SPIA SURVEY RESEARCH CENTER

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SPIA Survey Research Center

General Information:

The SPIA GOP Presidential Primary Poll was a live interviewer telephone survey conducted April 2-7 and 10-12, 2023 that included a total of 983 likely Republican primary voters in Georgia. Likely primary voters were respondents who had voted in the 2020 and/or 2022 statewide Republican primaries, who indicated they were currently registered to vote in Georgia, and who were *definitely* or *probably* going to vote in the 2024 Republican Presidential Preference Primary election in 2024. The survey was administered by the School of Public and International Affairs Survey Research Center at the University of Georgia. Interviews were conducted in English. A dual-frame statewide random sample consisting of approximately 90% cell phone numbers and 10% landline numbers was obtained through L2 (L2 is a sampling vendor that maintains a database constructed from state voter registration lists. Through commercial sources, phone numbers have been appended to the individual records (registrants) that make up these lists). The survey results were weighted using iterative proportional raking in order to ensure the sample was representative of the 2024 GOP primary electorate in terms of race, sex, age, and education. The calculated margin of error for the total sample is +/-3.1 points at the 95% confidence level. This would mean that if 50% of respondents indicate a topline view on an issue, we can be 95% confident that the population's view on that issue is somewhere between 53.1% and 46.9%.

Statistical Calculations:¹

The difference between first-place candidate Trump's estimated vote share and second-place candidate DeSantis' estimated vote share, at 20.9, is statistically significant. In plain English, Trump is currently leading DeSantis in the Republican presidential primary. In a Trump-DeSantis head-to-head matchup, Trump's 10.7-point lead over DeSantis is also statistically significant.

¹The formula used to determine if the difference in vote percentages between candidates is statistically significant is derived from Alastair J. Scott and George A.F. Seber. 1983. "Difference of Proportions from the Same Survey." *The American Statistician* 37(4): 319-320.

Q1: Presidential Primary Vote-First Choice

	Topline	Male	Female	White	Minority	18-29	30-44	45-64	65+	High School or less	Some College	BA/Graduate
Donald Trump	50.7	47.6	53.5	51.0	42.2	20.0	44.5	48.3	58.1	65.4	52.1	35.2
Ron DeSantis	29.8	31.0	28.6	29.8	26.7	41.7	34.5	31.0	25.7	23.1	29.5	36.4
Mike Pence	2.3	2.6	2.1	2.1	6.7	0.0	2.5	3.4	1.8	0.3	3.0	3.7
Nikki Haley	4.0	3.6	4.3	4.1	2.2	6.7	3.4	5.5	2.7	2.5	3.6	5.7
Mike Pompeo	0.6	0.6	0.6	0.6	2.2	0.0	0.0	0.9	0.7	0.0	1.0	0.9
Chris Sununu	0.3	0.6	0.0	0.3	0.0	0.0	0.8	0.6	0.0	0.0	0.3	0.6
Tim Scott	1.3	2.4	0.2	1.3	0.0	3.3	0.8	1.1	1.4	1.2	0.7	1.7
Liz Cheney	2.3	2.8	1.9	2.2	4.4	6.7	5.0	1.1	1.6	0.6	1.0	5.2
Chris Christie	.4	0.2	0.6	0.4	2.2	0.0	0.0	0.0	0.9	0.0	1.0	0.3
Glenn Youngkin	.1	0.0	0.2	0.1	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.3
Kristi Noem	.4	0.4	0.4	0.2	4.4	5.0	0.8	0.0	0.0	0.3	0.7	0.3
Asa Hutchinson	.4	0.6	0.2	0.4	0.0	0.0	0.8	0.9	0.2	0.6	0.0	0.6
Undecided	7.4	7.5	7.4	7.3	8.9	16.7	6.7	6.9	6.8	5.9	7.3	9.2

Q1. Continued

	Liberal	Moderate	Conservative	Under \$25,000	\$25,000-49,999	\$50,000-74,999	\$75,000-99,000	\$100,000-149,999	Over \$150,000
Donald Trump	33.3	23.6	55.4	60.5	64.4	54.2	48.0	43.1	45.7
Ron DeSantis	20.4	30.1	30.7	13.2	19.2	30.7	31.6	40.2	32.2
Mike Pence	1.9	6.5	1.7	7.9	1.0	1.8	1.3	2.9	2.4
Nikki Haley	9.3	9.8	2.8	2.6	6.7	4.2	3.3	1.7	5.3
Mike Pompeo	0.0	0.8	0.6	0.0	1.0	0.0	0.7	1.1	0.4
Chris Sununu	3.7	0.0	0.1	0.0	0.0	0.0	0.0	1.1	0.4
Tim Scott	0.0	3.3	1.1	0.0	0.0	0.6	1.3	3.4	1.6
Liz Cheney	13.0	7.3	0.8	5.3	0.0	1.8	0.7	1.7	4.1
Chris Christie	1.9	0.0	0.4	5.3	1.0	0.0	0.7	0.0	0.4
Glenn Youngkin	0.0	0.0	0.1	0.0	1.0	0.0	0.0	0.0	0.0
Kristi Noem	1.9	1.6	0.3	0.0	0.0	0.6	0.7	1.1	0.0
Asa Hutchinson	0.0	3.3	0.1	0.0	0.0	0.0	0.7	0.6	0.8
Undecided	14.8	13.8	5.8	5.3	5.8	6.0	11.2	2.9	6.5

Note: Entries are column percentages.

Q2: Presidential Primary Vote-Second Choice

	Topline	Male	Female	White	Minority	18-29	30-44	45-64	65+	High School or less	Some College	BA/Graduate
Donald Trump	17.4	17.7	17.2	17.7	12.8	31.4	20.9	17.0	15.4	15.3	20.6	17.0
Ron DeSantis	36.8	36.8	36.7	37.2	28.2	19.6	24.5	39.0	40.4	41.0	41.5	28.4
Mike Pence	7.4	7.4	7.3	7.5	5.1	11.8	13.6	5.3	5.6	6.5	8.5	7.3
Nikki Haley	10.3	10.8	9.9	10.3	10.3	2.0	7.3	11.8	11.0	9.4	6.4	14.5
Mike Pompeo	2.5	2.3	2.7	2.5	2.6	0.0	0.9	3.4	2.7	1.3	1.4	4.4
Chris Sununu	1.0	0.9	1.0	0.9	2.6	0.0	1.8	0.3	1.0	1.3	0.0	1.6
Tim Scott	3.0	3.2	2.7	2.9	5.1	2.0	2.7	3.7	2.7	2.6	1.8	4.4
Liz Cheney	1.1	0.9	1.3	1.0	2.6	2.0	1.8	0.9	1.0	1.0	0.4	1.9
Chris Christie	1.4	0.9	1.9	1.4	2.6	5.9	2.7	0.6	1.2	1.0	1.4	1.9
Glenn Youngkin	0.7	1.1	0.4	0.7	2.6	0.0	0.9	0.6	1.0	0.0	1.1	0.9
Kristi Noem	1.9	2.5	1.5	2.0	0.0	0.0	3.6	3.1	1.0	0.7	3.2	2.2
Asa Hutchinson	0.3	0.7	0.0	0.3	0.0	0.0	0.9	0.3	0.2	0.0	0.0	0.9
Undecided	16.1	14.7	17.4	15.6	25.7	25.4	18.2	13.9	16.7	19.8	13.9	14.5

Q2. Continued

	Liberal	Moderate	Conservative	Under \$25,000	\$25,000-49,999	\$50,000-74,999	\$75,000-99,000	\$100,000-149,999	Over \$150,000
Donald Trump	11.4	16.2	18.5	17.1	8.0	20.5	15.6	27.5	14.8
Ron DeSantis	27.3	23.8	39.9	28.6	48.0	29.5	35.6	37.7	35.7
Mike Pence	15.9	10.5	6.5	0.0	12.0	11.5	3.0	6.6	7.0
Nikki Haley	2.3	12.4	10.4	17.1	9.0	6.4	14.8	9.6	11.7
Mike Pompeo	2.3	3.8	2.4	0.0	0.0	1.9	2.2	1.8	3.5
Chris Sununu	0.0	1.0	0.9	0.0	0.0	2.6	0.7	0.0	1.3
Tim Scott	0.0	6.7	2.7	0.0	5.0	1.9	1.5	5.4	3.9
Liz Cheney	9.1	2.9	0.3	0.0	1.0	0.6	0.7	0.6	0.9
Chris Christie	6.8	1.0	1.2	0.0	2.0	1.3	1.5	2.4	1.7
Glenn Youngkin	0.0	0.0	0.8	0.0	0.0	1.3	1.5	0.0	1.3
Kristi Noem	0.0	1.9	1.9	0.0	4.0	0.0	3.7	0.6	2.2
Asa Hutchinson	2.3	0.0	0.3	0.0	0.0	0.0	0.0	0.6	0.4
Undecided	22.8	20.0	14.1	37.1	11.0	22.4	19.3	7.2	15.6

Note: Entries are column percentages.

Q3: Presidential Primary Vote: Trump vs. DeSantis Head-to-Head Matchup

	Topline	Male	Female	White	Minority	18-29	30-44	45-64	65+	High School or less	Some College	BA/Graduate
Donald Trump	51.4	49.4	53.2	51.4	50.0	41.7	44.9	46.8	58.0	67.0	53.4	35.1
Ron DeSantis	40.7	43.8	38.1	40.6	42.9	53.3	46.6	45.7	33.6	27.8	41.6	52.3
Undecided	7.9	6.8	8.7	8.0	7.1	5.0	8.5	7.5	8.4	5.2	4.9	12.6

	Liberal	Moderate	Conservative	Under \$25,000	\$25,000-49,999	\$50,000-74,999	\$75,000-99,000	\$100,000-149,999	Over \$150,000
Donald Trump	38.5	28.7	55.1	70.3	64.4	58.2	51.7	44.8	43.3
Ron DeSantis	51.9	49.2	39.3	5.4	25.0	40.0	41.7	50.0	46.5
Undecided	9.6	22.1	5.6	24.3	10.6	1.8	6.6	5.2	10.2

Note: Entries are column percentages.

Q4. If Donald Trump is the Republican nominee for president in 2024, which of the following best describes what you will do in the general election?

- A. I will vote for Trump.
- B. I will vote for the Democratic nominee.
- C. I will vote for a third-party candidate.
- D. I will skip over the presidential election on the ballot.

	Topline	Male	Female	White	Minority	18-29	30-44	45-64	65+	High School or less	Some College	BA/Graduate
A	84.9	82.5	87.0	85.5	69.8	64.4	81.2	84.8	88.6	90.5	89.5	75.6
B	6.2	6.2	6.2	5.9	14.0	28.8	8.5	4.3	4.1	3.4	4.3	10.6
C	3.3	4.3	2.5	3.2	7.0	1.7	3.4	5.4	1.6	1.2	2.6	6.0
D	2.2	3.2	1.2	2.1	2.3	1.7	2.6	2.3	2.0	1.8	1.0	3.4
Undecided	3.4	3.8	3.1	3.3	7.0	3.4	4.3	3.2	3.6	3.1	2.6	4.3

	Liberal	Moderate	Conservative	Under \$25,000	\$25,000-49,999	\$50,000-74,999	\$75,000-99,000	\$100,000-149,999	Over \$150,000
A	48.1	62.0	91.1	86.5	87.4	86.1	87.4	87.9	80.0
B	46.2	16.5	1.8	10.8	8.7	7.3	2.6	3.4	7.8
C	3.8	6.6	2.8	2.7	1.0	0.6	2.6	4.0	6.5
D	1.9	4.1	1.8	0.0	0.0	2.4	4.0	2.3	2.4
Undecided	0.0	10.7	2.6	0.0	2.9	3.6	3.3	2.3	3.3

Note: Entries are column percentages.

Q5. Related to the Republican presidential nominee, which is more important to you personally...

- A. That the Republican Party nominate a presidential candidate with a strong chance of beating Joe Biden
- B. That the Republican Party nominate a presidential candidate who shares your positions on major issues
- C. Both equally (volunteered)

	Topline	Male	Female	White	Minority	18-29	30-44	45-64	65+	High School or less	Some College	BA/Graduate
A	34.4	36.7	32.2	34.9	22.7	20.0	33.9	30.9	39.5	32.1	35.7	35.2
B	46.4	45.0	47.6	45.9	56.8	65.0	48.3	47.6	41.8	46.6	46.6	46.1
C	18.4	17.5	19.2	18.4	18.2	15.0	16.9	20.3	17.7	20.7	16.7	17.5
Undecided	0.9	0.9	1.0	0.9	2.3	0.0	0.8	1.1	0.9	0.6	1.0	1.1

	Liberal	Moderate	Conservative	Under \$25,000	\$25,000-49,999	\$50,000-74,999	\$75,000-99,000	\$100,000-149,999	Over \$150,000
A	19.2	23.1	37.6	29.7	32.7	36.1	38.8	29.9	37.6
B	65.4	53.7	43.6	45.9	52.9	46.4	41.4	44.8	46.9
C	11.5	22.3	18.2	18.9	13.5	17.5	19.7	24.7	14.7
Undecided	3.8	0.8	0.5	5.4	1.0	0.0	0.0	0.6	0.8

Note: Entries are column percentages.

Q6. Overall, do you think Donald Trump has had a mainly positive or mainly negative impact on the Republican party?

	Topline	Male	Female	White	Minority	18-29	30-44	45-64	65+	High School or less	Some College	BA/Graduate
Mainly positive	59.2	58.8	59.7	59.7	46.5	40.0	63.2	60.2	60.4	70.2	58.8	49.0
Mainly negative	24.9	27.8	22.2	24.2	39.5	41.7	26.5	24.9	22.1	17.8	21.9	34.4
Mixed (vol.)	14.0	12.2	15.6	14.1	11.6	18.3	9.4	12.6	15.7	11.1	17.0	14.0
Don't know	2.0	1.3	2.5	1.9	2.3	0.0	0.9	2.3	1.8	0.9	2.3	2.6

	Liberal	Moderate	Conservative	Under \$25,000	\$25,000-49,999	\$50,000-74,999	\$75,000-99,000	\$100,000-149,999	Over \$150,000
Mainly positive	35.8	31.1	65.3	66.7	62.5	64.2	63.2	61.5	50.4
Mainly negative	52.8	45.1	20.2	13.9	24.0	19.4	21.1	25.3	35.0
Mixed (vol.)	11.3	22.1	12.8	19.4	13.5	15.2	14.5	12.1	11.8
Don't know	0.0	1.6	1.8	0.0	0.0	1.2	1.3	1.1	2.8

Note: Entries are column percentages.

Q7. As you may know, the Manhattan district attorney has filed criminal charges against former President Trump. In your opinion, should this indictment disqualify him from running for president again?

	Topline	Male	Female	White	Minority	18-29	30-44	45-64	65+	High School or less	Some College	BA/Graduate
Yes	7.7	6.8	8.3	6.9	23.3	20.0	8.5	8.0	5.5	5.2	6.6	10.9
No	89.2	88.7	89.7	90.0	74.4	70.0	82.2	90.5	92.7	91.7	91.1	85.4
Don't know	3.1	4.5	1.9	3.1	2.3	10.0	9.3	1.4	1.8	3.1	2.3	3.7

	Liberal	Moderate	Conservative	Under \$25,000	\$25,000-49,999	\$50,000-74,999	\$75,000-99,000	\$100,000-149,999	Over \$150,000
Yes	20.8	28.7	3.6	5.6	4.8	7.3	9.9	8.6	8.5
No	67.9	65.6	94.3	88.9	89.4	89.1	88.2	87.9	89.4
Don't know	11.3	5.7	2.2	5.6	5.8	3.6	2.0	3.4	2.0

Note: Entries are column percentages.

Q8. Overall, do you have a favorable or unfavorable opinion of Donald Trump?

	Topline	Male	Female	White	Minority	18-29	30-44	45-64	65+	High School or less	Some College	BA/Graduate
Favorable	78.3	77.2	79.2	79.0	62.8	61.7	73.5	78.2	82.2	87.4	84.3	64.5
Unfavorable	18.0	19.0	17.1	17.3	30.2	36.7	22.2	17.5	14.6	10.2	13.1	29.5
Don't know	3.7	3.8	3.7	3.6	7.0	1.7	4.3	4.3	3.2	2.5	2.6	6.0

	Liberal	Moderate	Conservative	Under \$25,000	\$25,000-49,999	\$50,000-74,999	\$75,000-99,000	\$100,000-149,999	Over \$150,000
Favorable	43.4	55.7	84.0	88.9	81.6	82.4	79.5	82.1	69.5
Unfavorable	52.8	37.7	12.6	11.1	13.6	15.8	13.9	15.6	26.8
Don't know	3.8	6.6	3.3	0.0	4.9	1.8	6.6	2.3	3.7

Note: Entries are column percentages.

Q9. Overall, do you have a favorable or unfavorable opinion of Mike Pence?

	Topline	Male	Female	White	Minority	18-29	30-44	45-64	65+	High School or less	Some College	BA/Graduate
Favorable	59.9	61.8	58.2	60.2	52.4	56.7	65.0	59.6	58.5	56.3	57.7	65.1
Unfavorable	31.2	30.3	31.9	31.0	38.1	36.7	26.5	30.7	32.6	34.8	31.8	27.4
Don't know	8.9	7.9	9.9	8.8	9.5	6.7	8.5	9.7	8.9	8.9	10.5	7.4

	Liberal	Moderate	Conservative	Under \$25,000	\$25,000-49,999	\$50,000-74,999	\$75,000-99,000	\$100,000-149,999	Over \$150,000
Favorable	46.2	53.3	62.7	48.6	54.8	58.4	65.6	68.8	57.7
Unfavorable	40.4	35.2	29.6	45.9	38.5	34.3	27.8	21.4	33.3
Don't know	13.5	11.5	7.7	5.4	6.7	7.2	6.6	9.8	8.9

Note: Entries are column percentages.

Q10. Overall, do you have a favorable or unfavorable opinion of Ron DeSantis?

	Topline	Male	Female	White	Minority	18-29	30-44	45-64	65+	High School or less	Some College	BA/Graduate
Favorable	81.2	83.6	79.0	81.7	69.8	67.8	72.6	85.1	82.3	80.3	81.3	81.9
Unfavorable	12.2	10.7	13.6	12.0	16.3	22.0	11.1	8.3	14.1	13.2	9.8	13.5
Don't know	6.6	5.8	7.4	6.3	14.0	10.2	16.2	6.6	3.6	6.5	8.9	4.6

	Liberal	Moderate	Conservative	Under \$25,000	\$25,000-49,999	\$50,000-74,999	\$75,000-99,000	\$100,000-149,999	Over \$150,000
Favorable	49.1	65.6	86.9	67.6	76.0	78.2	86.1	87.9	81.2
Unfavorable	39.6	24.6	7.8	27.0	16.3	12.1	6.0	6.9	13.9
Don't know	11.3	9.8	5.4	5.4	7.7	9.7	7.9	5.2	4.9

Note: Entries are column percentages.

Q11. Overall, do you have a favorable or unfavorable opinion of Nikki Haley?

	Topline	Male	Female	White	Minority	18-29	30-44	45-64	65+	High School or less	Some College	BA/Graduate
Favorable	59.2	64.5	54.3	59.7	48.8	31.7	53.4	57.2	66.5	55.9	53.1	67.6
Unfavorable	16.0	15.0	16.9	15.9	18.6	21.7	10.3	14.7	17.1	18.5	15.4	14.0
Don't know	24.8	20.5	28.8	24.5	32.6	46.7	36.2	28.2	16.4	25.6	31.5	18.3

	Liberal	Moderate	Conservative	Under \$25,000	\$25,000-49,999	\$50,000-74,999	\$75,000-99,000	\$100,000-149,999	Over \$150,000
Favorable	30.2	59.0	63.2	56.8	62.1	56.0	56.3	58.0	65.9
Unfavorable	28.3	13.9	14.8	10.8	12.6	18.1	15.9	13.8	15.4
Don't know	41.5	27.0	22.9	32.4	25.2	25.9	27.8	28.2	18.7

Note: Entries are column percentages.

Q12. Overall, do you have a favorable or unfavorable opinion of Tim Scott?

	Topline	Male	Female	White	Minority	18-29	30-44	45-64	65+	High School or less	Some College	BA/Graduate
Favorable	45.2	51.1	39.7	45.1	45.2	33.3	35.3	44.4	49.8	41.4	39.3	54.0
Unfavorable	11.9	12.8	11.0	11.7	16.7	8.3	11.2	12.9	11.6	14.2	11.1	10.3
Don't know	43.0	36.1	49.2	43.2	38.1	58.3	53.4	42.7	38.6	44.4	49.5	35.7

	Liberal	Moderate	Conservative	Under \$25,000	\$25,000-49,999	\$50,000-74,999	\$75,000-99,000	\$100,000-149,999	Over \$150,000
Favorable	18.9	38.5	48.6	13.5	45.2	38.8	45.4	54.6	47.2
Unfavorable	24.5	11.5	11.0	16.2	12.5	11.5	7.9	7.5	15.0
Don't know	56.6	50.0	40.4	70.3	42.3	49.7	46.7	37.9	37.8

Note: Entries are column percentages.

DEMOGRAPHIC TOPLINES

	Percentage
Sex:	
Male	47.7
Female	52.3
Race:	
White	95.6
Minority	4.4
Age:	
18-29	6.2
30-44	12.1
45-64	36.1
65+	45.5
Education:	
High school or less	33.2
Some college	31.2
BA/Graduate	35.7
Ideology:	
Liberal	5.5
Moderate	12.7
Conservative	81.8
Income:	
Under \$25,000	4.2
\$25,000-\$49,999	11.8
\$50,000-\$74,999	18.8
\$75,000-\$99,999	17.3
\$100,000-\$149,000	19.8
Over \$150,000	28.0