

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QPrimaryEffect_GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote?

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
TOTAL DONALD TRUMP	1837	297	321	303	323	593
	60%	58%	62%	59%	63%	58%
TOTAL OTHER CANDIDATES	1061	186	165	189	165	356
	35%	36%	32%	37%	32%	35%
Donald Trump	1837	297	321	303	323	593
	60%	58%	62%	59%	63%	58%
Mike Pence	126	15	28	18	23	42
	4%	3%	5%	4%	4%	4%
Nikki Haley	149	18	23	34	22	52
	5%	4%	4%	7%	4%	5%
Ron DeSantis	359	75	48	54	64	118
	12%	15%	9%	10%	12%	12%
Tim Scott	50	6	8	10	4	21
	2%	1%	2%	2%	1%	2%
Vivek Ramaswamy	325	63	53	63	44	103
	11%	12%	10%	12%	9%	10%

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[QPrimaryEffect_GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote?

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Chris Christie	45 1%	6 1%	3 1%	11 2%	7 1%	17 2%
Someone else (Please specify)	7 *%	3 1%	2 *%	-	0 *%	2 *%
Unsure	177 6%	32 6%	29 6%	23 4%	27 5%	67 7%

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 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QPrimaryEffect_GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
TOTAL DONALD TRUMP	1837	142	155	165	156	150	153	164	158	306	286
	60%	55%	60%	65%	60%	58%	59%	64%	61%	61%	56%
TOTAL OTHER CANDIDATES	1061	104	82	82	84	95	94	80	85	165	191
	35%	41%	32%	32%	32%	37%	36%	31%	33%	33%	37%
Donald Trump	1837	142	155	165	156	150	153	164	158	306	286
	60%	55%	60%	65%	60%	58%	59%	64%	61%	61%	56%
Mike Pence	126	8	7	13	14	11	7	13	10	10	32
	4%	3%	3%	5%	6%	4%	3%	5%	4%	2%	6%
Nikki Haley	149	12	6	13	10	16	17	11	12	28	23
	5%	5%	2%	5%	4%	6%	7%	4%	4%	6%	5%
Ron DeSantis	359	40	35	21	27	29	24	34	30	51	67
	12%	16%	14%	8%	10%	11%	9%	13%	12%	10%	13%
Tim Scott	50	4	3	1	7	9	2	1	3	9	12
	2%	1%	1%	*%	3%	3%	1%	*%	1%	2%	2%
Vivek Ramaswamy	325	34	28	28	25	21	41	17	27	53	49
	11%	13%	11%	11%	10%	8%	16%	7%	10%	11%	10%

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 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QPrimaryEffect_GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Chris Christie	45 1%	4 1%	3 1%	3 1%	0 *%	8 3%	2 1%	4 2%	3 1%	11 2%	7 1%
Someone else (Please specify)	7 *%	3 1%	-	2 1%	-	-	-	0 *%	-	2 *%	-
Unsure	177 6%	10 4%	21 8%	9 3%	20 8%	12 5%	11 4%	13 5%	14 6%	34 7%	33 6%

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[QPrimaryEffect_GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
TOTAL DONALD TRUMP	1837	93	204	93	229	94	209	109	213	188	405
	60%	60%	57%	60%	63%	61%	58%	71%	59%	62%	57%
TOTAL OTHER CANDIDATES	1061	52	134	53	112	57	132	40	125	88	267
	35%	34%	37%	34%	31%	37%	37%	26%	35%	29%	37%
Donald Trump	1837	93	204	93	229	94	209	109	213	188	405
	60%	60%	57%	60%	63%	61%	58%	71%	59%	62%	57%
Mike Pence	126	4	10	6	22	2	16	3	20	10	32
	4%	3%	3%	4%	6%	1%	4%	2%	6%	3%	5%
Nikki Haley	149	3	15	5	18	3	31	5	17	12	40
	5%	2%	4%	3%	5%	2%	9%	3%	5%	4%	6%
Ron DeSantis	359	12	63	14	34	14	39	14	50	28	90
	12%	8%	18%	9%	9%	9%	11%	9%	14%	9%	13%
Tim Scott	50	1	5	1	6	3	7	1	3	4	17
	2%	1%	1%	1%	2%	2%	2%	1%	1%	1%	2%
Vivek Ramaswamy	325	27	35	27	26	31	32	15	29	28	74
	11%	18%	10%	18%	7%	20%	9%	10%	8%	9%	10%

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[QPrimaryEffect_GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Chris Christie	45 1%	2 2%	4 1%	- 0%	3 1%	3 2%	7 2%	1 *%	7 2%	5 2%	12 2%
Someone else (Please specify)	7 *%	1 1%	1 *%	- 0%	2 1%	- 0%	- 0%	0 *%	- 0%	- 0%	2 *%
Unsure	177 6%	9 6%	22 6%	8 5%	20 6%	4 3%	19 5%	4 3%	23 6%	24 8%	42 6%

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 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QPrimaryEffect_GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
TOTAL DONALD TRUMP	1837	214	83	241	80	216	85	235	88	425	167
	60%	61%	51%	68%	49%	62%	53%	67%	54%	62%	52%
TOTAL OTHER CANDIDATES	1061	113	73	93	73	121	69	95	70	211	144
	35%	32%	44%	26%	44%	34%	42%	27%	43%	30%	45%
Donald Trump	1837	214	83	241	80	216	85	235	88	425	167
	60%	61%	51%	68%	49%	62%	53%	67%	54%	62%	52%
Mike Pence	126	8	7	15	13	15	4	16	7	27	15
	4%	2%	4%	4%	8%	4%	2%	5%	4%	4%	5%
Nikki Haley	149	9	9	12	11	16	18	8	14	18	33
	5%	3%	6%	3%	7%	4%	11%	2%	9%	3%	10%
Ron DeSantis	359	48	27	27	21	31	22	38	26	79	39
	12%	14%	16%	8%	13%	9%	14%	11%	16%	11%	12%
Tim Scott	50	3	3	7	1	4	6	2	2	8	13
	2%	1%	2%	2%	1%	1%	4%	1%	1%	1%	4%
Vivek Ramaswamy	325	42	21	29	25	48	15	26	18	65	37
	11%	12%	13%	8%	15%	14%	9%	7%	11%	9%	11%

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[QPrimaryEffect_GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Chris Christie	45 1%	3 1%	3 2%	2 1%	1 *%	7 2%	4 2%	4 1%	4 2%	12 2%	6 2%
Someone else (Please specify)	7 *%	-	3 2%	1 *%	1 1%	-	-	0 *%	-	1 *%	1 *%
Unsure	177 6%	22 6%	8 5%	18 5%	10 6%	15 4%	8 5%	22 6%	5 3%	55 8%	12 4%

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[QPrimaryEffect_GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
TOTAL DONALD TRUMP	1837	251	46	275	46	251	52	270	53	494	99
	60%	57%	61%	63%	61%	57%	68%	61%	70%	57%	67%
TOTAL OTHER CANDIDATES	1061	163	23	143	22	166	23	148	17	323	32
	35%	37%	31%	33%	29%	38%	30%	34%	22%	37%	22%
Donald Trump	1837	251	46	275	46	251	52	270	53	494	99
	60%	57%	61%	63%	61%	57%	68%	61%	70%	57%	67%
Mike Pence	126	12	2	22	6	16	2	21	2	39	4
	4%	3%	3%	5%	8%	4%	3%	5%	2%	4%	3%
Nikki Haley	149	16	2	20	2	33	1	22	1	46	6
	5%	4%	3%	5%	3%	8%	1%	5%	1%	5%	4%
Ron DeSantis	359	70	5	46	2	48	6	57	7	105	13
	12%	16%	7%	10%	3%	11%	7%	13%	9%	12%	9%
Tim Scott	50	6	1	6	2	10	-	3	1	21	1
	2%	1%	1%	1%	3%	2%		1%	2%	2%	*%
Vivek Ramaswamy	325	53	10	44	9	48	15	39	5	95	8
	11%	12%	13%	10%	12%	11%	19%	9%	7%	11%	5%

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[QPrimaryEffect_GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Chris Christie	45 1%	4 1%	3 3%	3 1%	-	10 2%	1 1%	7 2%	1 1%	16 2%	1 1%
Someone else (Please specify)	7 *%	1 *%	1 2%	2 *%	-	-	-	0 *%	-	1 *%	1 1%
Unsure	177 6%	25 6%	6 9%	21 5%	7 10%	21 5%	2 2%	21 5%	6 8%	50 6%	17 11%

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[QPrimaryEffect_GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote?

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TOTAL DONALD TRUMP	1837	297	-	-	321	-	-	303	-	-	323	-	-	593	-	-
	60%	100%			100%			100%			100%			100%		
TOTAL OTHER CANDIDATES	1061	-	75	111	-	48	117	-	54	136	-	64	101	-	118	238
	35%		100%	78%		100%	80%		100%	86%		100%	79%		100%	78%
Donald Trump	1837	297	-	-	321	-	-	303	-	-	323	-	-	593	-	-
	60%	100%			100%			100%			100%			100%		
Mike Pence	126	-	-	15	-	-	28	-	-	18	-	-	23	-	-	42
	4%			10%			19%			11%			18%			14%
Nikki Haley	149	-	-	18	-	-	23	-	-	34	-	-	22	-	-	52
	5%			13%			16%			21%			17%			17%
Ron DeSantis	359	-	75	-	-	48	-	-	54	-	-	64	-	-	118	-
	12%		100%			100%			100%			100%			100%	
Tim Scott	50	-	-	6	-	-	8	-	-	10	-	-	4	-	-	21
	2%			5%			5%			6%			3%			7%
Vivek Ramaswamy	325	-	-	63	-	-	53	-	-	63	-	-	44	-	-	103
	11%			44%			37%			39%			34%			34%

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[QPrimaryEffect_GOPPrimary] If the Republican presidential primary were being held today, for whom would you vote?

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Chris Christie	45 1%	-	-	6 4%	-	-	3 2%	-	-	11 7%	-	-	7 6%	-	-	17 6%
Someone else (Please specify)	7 *%	-	-	3 2%	-	-	2 1%	-	-	-	-	-	0 *%	-	-	2 1%
Unsure	177 6%	-	-	32 22%	-	-	29 20%	-	-	23 14%	-	-	27 21%	-	-	67 22%

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 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect1_TrumpDeSantis] If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY	2127 69%	353 69%	368 72%	353 68%	368 71%	685 67%
RON DESANTIS, DEFINITELY/ PROBABLY	687 22%	119 23%	103 20%	111 22%	111 22%	244 24%
Donald Trump, definitely	1600 52%	269 52%	286 55%	252 49%	294 57%	499 49%
Donald Trump, probably	527 17%	85 16%	83 16%	101 20%	73 14%	186 18%
Ron DeSantis, probably	404 13%	67 13%	61 12%	62 12%	59 12%	154 15%
Ron DeSantis, definitely	284 9%	51 10%	42 8%	49 10%	52 10%	90 9%
Unsure	261 8%	43 8%	44 9%	51 10%	36 7%	86 8%

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N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect1_TrumpDeSantis] If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY	2127 69%	176 69%	177 68%	187 73%	181 70%	172 67%	181 70%	182 71%	185 72%	345 68%	339 67%
RON DESANTIS, DEFINITELY/ PROBABLY	687 22%	64 25%	54 21%	48 19%	54 21%	61 24%	50 19%	53 21%	58 23%	112 22%	132 26%
Donald Trump, definitely	1600 52%	132 52%	136 53%	150 59%	136 52%	129 50%	123 47%	147 57%	147 57%	257 51%	242 48%
Donald Trump, probably	527 17%	44 17%	41 16%	38 15%	45 17%	43 17%	58 22%	35 14%	38 15%	89 18%	97 19%
Ron DeSantis, probably	404 13%	33 13%	34 13%	28 11%	32 12%	36 14%	26 10%	25 10%	34 13%	69 14%	85 17%
Ron DeSantis, definitely	284 9%	31 12%	20 8%	20 8%	22 8%	25 10%	24 9%	28 11%	24 9%	43 8%	47 9%
Unsure	261 8%	16 6%	27 10%	20 8%	24 9%	23 9%	28 11%	22 8%	15 6%	48 9%	39 8%

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N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect1_TrumpDeSantis] If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY	2127 69%	112 72%	242 67%	117 76%	252 70%	117 75%	236 66%	123 80%	244 68%	224 75%	460 64%
RON DESANTIS, DEFINITELY/ PROBABLY	687 22%	24 15%	95 26%	26 17%	77 21%	28 18%	83 23%	25 16%	86 24%	59 20%	185 26%
Donald Trump, definitely	1600 52%	77 50%	191 53%	85 55%	201 56%	81 52%	171 47%	97 63%	198 55%	148 49%	351 49%
Donald Trump, probably	527 17%	34 22%	51 14%	32 21%	51 14%	36 23%	65 18%	26 17%	47 13%	76 25%	109 15%
Ron DeSantis, probably	404 13%	14 9%	54 15%	15 10%	46 13%	12 8%	49 14%	15 10%	44 12%	41 14%	113 16%
Ron DeSantis, definitely	284 9%	10 6%	41 11%	11 7%	31 9%	15 10%	34 9%	10 6%	42 12%	18 6%	72 10%
Unsure	261 8%	19 13%	24 7%	12 8%	32 9%	10 7%	41 11%	5 3%	31 9%	17 6%	69 10%

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N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect1_TrumpDeSantis] If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY	2127 69%	246 70%	106 65%	271 77%	97 60%	254 72%	98 60%	258 73%	109 67%	491 71%	193 60%
RON DESANTIS, DEFINITELY/ PROBABLY	687 22%	76 22%	43 26%	54 15%	49 30%	69 20%	42 26%	70 20%	41 25%	144 21%	100 31%
Donald Trump, definitely	1600 52%	192 55%	77 47%	212 60%	74 45%	183 52%	68 42%	211 60%	82 51%	377 54%	122 38%
Donald Trump, probably	527 17%	54 15%	30 18%	59 17%	23 14%	71 20%	30 18%	47 13%	26 16%	114 17%	71 22%
Ron DeSantis, probably	404 13%	42 12%	26 16%	29 8%	32 19%	37 10%	25 16%	40 11%	20 12%	90 13%	65 20%
Ron DeSantis, definitely	284 9%	34 10%	17 11%	25 7%	17 11%	32 9%	17 10%	30 8%	22 13%	55 8%	35 11%
Unsure	261 8%	28 8%	15 9%	27 8%	17 11%	29 8%	22 14%	24 7%	12 8%	56 8%	31 9%

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N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect1_TrumpDeSantis] If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY	2127 69%	300 68%	54 71%	313 71%	55 73%	287 66%	65 85%	311 71%	57 75%	567 65%	117 79%
RON DESANTIS, DEFINITELY/ PROBABLY	687 22%	108 25%	11 14%	92 21%	11 14%	103 24%	8 10%	97 22%	14 19%	222 26%	22 15%
Donald Trump, definitely	1600 52%	228 52%	40 53%	244 56%	42 55%	206 47%	46 60%	251 57%	43 57%	417 48%	82 55%
Donald Trump, probably	527 17%	72 16%	13 17%	69 16%	14 18%	82 19%	19 25%	60 14%	14 18%	150 17%	35 24%
Ron DeSantis, probably	404 13%	62 14%	6 7%	52 12%	9 12%	60 14%	2 2%	50 11%	9 12%	143 16%	11 8%
Ron DeSantis, definitely	284 9%	46 10%	5 7%	40 9%	2 2%	43 10%	6 8%	46 11%	5 7%	79 9%	11 7%
Unsure	261 8%	32 7%	11 15%	35 8%	9 12%	48 11%	4 5%	32 7%	4 6%	77 9%	9 6%

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Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect1_TrumpDeSantis] If the 2024 Republican presidential primaries were being held today and you had to make a choice, for whom would you vote?

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
DONALD TRUMP, DEFINITELY/ PROBABLY	2127	292	4	57	316	3	50	296	1	56	319	1	47	583	3	99
	69%	98%	6%	40%	98%	6%	34%	98%	2%	35%	99%	2%	36%	98%	2%	32%
RON DESANTIS, DEFINITELY/ PROBABLY	687	3	71	44	3	45	54	4	51	56	2	63	46	5	115	124
	22%	1%	94%	31%	1%	94%	37%	1%	95%	35%	1%	98%	36%	1%	98%	41%
Donald Trump, definitely	1600	245	2	22	267	1	17	227	-	25	276	-	18	458	1	40
	52%	82%	2%	15%	83%	3%	12%	75%		16%	86%		14%	77%	1%	13%
Donald Trump, probably	527	47	3	35	48	2	33	69	1	31	43	1	29	125	1	59
	17%	16%	4%	25%	15%	4%	22%	23%	2%	19%	13%	2%	23%	21%	1%	19%
Ron DeSantis, probably	404	2	36	30	3	14	43	3	25	34	2	27	30	4	57	94
	13%	1%	47%	21%	1%	29%	30%	1%	46%	21%	1%	43%	23%	1%	48%	31%
Ron DeSantis, definitely	284	1	35	15	-	31	11	1	26	22	-	35	16	1	58	30
	9%	*%	47%	10%		64%	7%	*%	49%	14%		55%	13%	*%	50%	10%
Unsure	261	2	-	41	2	-	42	2	2	47	1	-	35	4	-	82
	8%	1%		29%	1%		29%	1%	3%	30%	*%		28%	1%		27%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect2_GOPConsider] Which candidates would you consider supporting for the Republican nomination for President in 2024? You may choose as many as you like

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
TOTAL NON-TRUMP CONSIDERATION	2218	356	361	365	376	759
	72%	69%	70%	71%	73%	75%
Donald Trump	2145	377	362	340	366	700
	70%	73%	70%	66%	71%	69%
Mike Pence	489	71	82	74	89	173
	16%	14%	16%	14%	17%	17%
Nikki Haley	636	93	112	98	103	230
	21%	18%	22%	19%	20%	23%
Ron DeSantis	1245	198	182	204	219	442
	40%	39%	35%	40%	43%	44%
Tim Scott	448	70	73	73	79	153
	15%	14%	14%	14%	15%	15%
Vivek Ramaswamy	1142	179	184	180	188	411
	37%	35%	36%	35%	36%	41%
Chris Christie	173	29	20	34	34	55
	6%	6%	4%	7%	7%	5%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect2_GOPConsider] Which candidates would you consider supporting for the Republican nomination for President in 2024? You may choose as many as you like

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Someone else (Please specify)	38 1%	6 1%	4 1%	4 1%	6 1%	17 2%
Unsure	101 3%	22 4%	23 4%	15 3%	11 2%	30 3%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect2_GOPConsider] Which candidates would you consider supporting for the Republican nomination for President in 2024? You may choose as many as you like

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
TOTAL NON-TRUMP CONSIDERATION	2218	197	159	187	174	188	177	195	181	381	378
	72%	77%	61%	73%	67%	73%	69%	76%	70%	75%	74%
Donald Trump	2145	187	189	179	183	165	176	186	180	357	343
	70%	73%	73%	70%	70%	64%	68%	73%	70%	71%	67%
Mike Pence	489	38	33	44	39	41	33	44	45	66	107
	16%	15%	13%	17%	15%	16%	13%	17%	17%	13%	21%
Nikki Haley	636	50	43	62	50	53	46	59	45	131	99
	21%	19%	17%	24%	19%	21%	18%	23%	17%	26%	19%
Ron DeSantis	1245	109	89	95	87	108	96	128	92	221	221
	40%	42%	35%	37%	33%	42%	37%	50%	36%	44%	43%
Tim Scott	448	41	29	41	32	48	25	41	38	98	55
	15%	16%	11%	16%	12%	19%	10%	16%	15%	19%	11%
Vivek Ramaswamy	1142	100	79	95	89	88	92	91	97	212	200
	37%	39%	31%	37%	34%	34%	36%	35%	37%	42%	39%
Chris Christie	173	15	14	12	8	23	12	20	14	31	25
	6%	6%	5%	5%	3%	9%	5%	8%	5%	6%	5%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect2_GOPConsider] Which candidates would you consider supporting for the Republican nomination for President in 2024? You may choose as many as you like

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Someone else (Please specify)	38 1%	5 2%	1 1%	1 1%	3 1%	4 1%	1 *	5 2%	1 *	10 2%	7 1%
Unsure	101 3%	4 1%	18 7%	5 2%	17 7%	7 3%	8 3%	5 2%	7 3%	16 3%	14 3%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect2_GOPConsider] Which candidates would you consider supporting for the Republican nomination for President in 2024? You may choose as many as you like

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
TOTAL NON-TRUMP CONSIDERATION	2218	98	258	105	256	104	262	107	270	216	543
	72%	63%	72%	68%	71%	67%	73%	69%	75%	72%	76%
Donald Trump	2145	117	259	106	256	114	226	121	245	214	486
	70%	76%	72%	69%	71%	74%	63%	79%	68%	71%	68%
Mike Pence	489	29	42	26	56	20	54	20	68	50	123
	16%	19%	12%	17%	16%	13%	15%	13%	19%	17%	17%
Nikki Haley	636	13	80	14	98	16	82	22	82	43	186
	21%	9%	22%	9%	27%	10%	23%	14%	23%	14%	26%
Ron DeSantis	1245	47	151	55	126	49	155	58	161	109	332
	40%	31%	42%	36%	35%	31%	43%	38%	45%	36%	47%
Tim Scott	448	11	59	7	65	17	56	7	72	20	133
	15%	7%	16%	5%	18%	11%	16%	5%	20%	7%	19%
Vivek Ramaswamy	1142	56	123	55	129	58	122	56	131	117	294
	37%	36%	34%	35%	36%	38%	34%	37%	36%	39%	41%
Chris Christie	173	9	20	4	16	5	29	8	26	13	42
	6%	6%	6%	3%	5%	3%	8%	5%	7%	4%	6%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect2_GOPConsider] Which candidates would you consider supporting for the Republican nomination for President in 2024? You may choose as many as you like

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Someone else (Please specify)	38 1%	2 1%	4 1%	- 0%	4 1%	1 1%	3 1%	1 1%	5 1%	5 2%	12 2%
Unsure	101 3%	11 7%	11 3%	9 6%	14 4%	3 2%	12 3%	1 1%	11 3%	11 4%	19 3%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect2_GOPConsider] Which candidates would you consider supporting for the Republican nomination for President in 2024? You may choose as many as you like

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
TOTAL NON-TRUMP CONSIDERATION	2218	242	114	240	121	239	127	249	127	486	272
	72%	69%	70%	68%	74%	68%	78%	71%	78%	70%	84%
Donald Trump	2145	265	111	253	108	249	91	267	100	494	206
	70%	76%	68%	72%	66%	71%	56%	76%	61%	72%	64%
Mike Pence	489	49	22	56	26	58	16	54	34	107	65
	16%	14%	14%	16%	16%	17%	10%	15%	21%	16%	20%
Nikki Haley	636	45	48	60	51	56	42	64	39	122	107
	21%	13%	29%	17%	32%	16%	26%	18%	24%	18%	33%
Ron DeSantis	1245	134	65	123	58	134	70	147	72	281	160
	40%	38%	39%	35%	36%	38%	43%	42%	45%	41%	50%
Tim Scott	448	39	32	42	31	43	30	45	34	81	71
	15%	11%	19%	12%	19%	12%	19%	13%	21%	12%	22%
Vivek Ramaswamy	1142	126	53	125	58	115	65	114	73	267	145
	37%	36%	32%	36%	36%	33%	40%	32%	45%	39%	45%
Chris Christie	173	18	11	11	10	16	18	22	12	29	27
	6%	5%	7%	3%	6%	5%	11%	6%	7%	4%	8%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect2_GOPConsider] Which candidates would you consider supporting for the Republican nomination for President in 2024? You may choose as many as you like

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Someone else (Please specify)	38 1%	3 1%	4 2%	2 1%	2 1%	3 1%	1 1%	5 1%	1 1%	7 1%	10 3%
Unsure	101 3%	12 3%	10 6%	17 5%	6 4%	10 3%	4 3%	9 3%	2 1%	27 4%	3 1%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect2_GOPConsider] Which candidates would you consider supporting for the Republican nomination for President in 2024? You may choose as many as you like

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
TOTAL NON-TRUMP CONSIDERATION	2218	309	47	316	45	319	46	322	54	657	102
	72%	70%	63%	72%	59%	73%	60%	73%	72%	76%	69%
Donald Trump	2145	322	55	305	56	278	62	312	54	594	106
	70%	73%	72%	69%	75%	63%	81%	71%	72%	69%	72%
Mike Pence	489	61	10	72	10	59	15	84	5	155	18
	16%	14%	14%	16%	14%	13%	20%	19%	6%	18%	12%
Nikki Haley	636	85	9	102	10	91	7	91	13	201	29
	21%	19%	11%	23%	13%	21%	9%	21%	17%	23%	19%
Ron DeSantis	1245	179	20	164	17	184	20	184	35	397	44
	40%	41%	26%	37%	23%	42%	27%	42%	46%	46%	30%
Tim Scott	448	63	8	66	7	65	8	71	8	136	17
	15%	14%	10%	15%	9%	15%	11%	16%	10%	16%	11%
Vivek Ramaswamy	1142	156	23	156	28	153	27	156	31	356	56
	37%	36%	30%	36%	37%	35%	35%	36%	42%	41%	38%
Chris Christie	173	22	6	19	1	30	4	27	7	52	4
	6%	5%	8%	4%	1%	7%	5%	6%	9%	6%	2%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect2_GOPConsider] Which candidates would you consider supporting for the Republican nomination for President in 2024? You may choose as many as you like

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Someone else (Please specify)	38 1%	4 1%	2 3%	4 1%	- -	4 1%	0 1%	6 1%	- -	15 2%	2 1%
Unsure	101 3%	16 4%	6 8%	17 4%	6 7%	13 3%	2 3%	9 2%	3 3%	24 3%	6 4%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect2_GOPConsider] Which candidates would you consider supporting for the Republican nomination for President in 2024? You may choose as many as you like

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TOTAL NON-TRUMP CONSIDERATION	2218	165	74	118	189	48	124	169	52	144	198	63	116	377	114	268
	72%	55%	98%	83%	59%	99%	85%	56%	97%	91%	61%	98%	90%	64%	96%	88%
Donald Trump	2145	282	39	56	293	18	51	283	21	36	298	26	42	550	55	96
	70%	95%	51%	39%	91%	37%	35%	94%	39%	23%	92%	41%	33%	93%	46%	31%
Mike Pence	489	24	13	34	30	7	45	28	5	41	32	18	38	56	29	88
	16%	8%	17%	24%	9%	14%	31%	9%	9%	26%	10%	29%	30%	9%	25%	29%
Nikki Haley	636	35	23	36	48	10	53	36	13	49	47	14	42	96	40	94
	21%	12%	30%	25%	15%	21%	37%	12%	24%	31%	15%	21%	33%	16%	34%	31%
Ron DeSantis	1245	83	72	44	93	47	42	112	49	43	108	61	50	227	110	104
	40%	28%	95%	31%	29%	96%	29%	37%	91%	27%	34%	96%	39%	38%	93%	34%
Tim Scott	448	34	14	22	41	5	27	39	7	27	29	19	31	68	28	57
	15%	12%	19%	15%	13%	10%	19%	13%	14%	17%	9%	29%	24%	12%	24%	19%
Vivek Ramaswamy	1142	85	23	71	102	14	68	94	12	74	95	23	70	209	55	147
	37%	29%	31%	50%	32%	30%	47%	31%	23%	47%	29%	36%	54%	35%	47%	48%
Chris Christie	173	8	5	16	7	1	12	5	2	28	6	9	19	7	7	41
	6%	3%	6%	11%	2%	2%	8%	2%	3%	17%	2%	14%	15%	1%	6%	13%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect2_GOPConsider] Which candidates would you consider supporting for the Republican nomination for President in 2024? You may choose as many as you like

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Someone else (Please specify)	38 1%	1 *%	-	5 4%	0 *%	2 5%	1 1%	2 1%	0 1%	2 1%	4 1%	1 1%	2 1%	7 1%	-	10 3%
Unsure	101 3%	2 1%	2 2%	19 13%	5 2%	-	18 12%	1 *%	2 3%	12 8%	1 *%	-	10 8%	5 1%	1 1%	24 8%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect3_TrumpConsider] On a scale of 0 to 10, with 0 being definitely would not consider and 10 being definitely would consider, how strongly would you consider voting for Donald Trump in the 2024 Republican presidential primaries?

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
MEAN	7.76	7.92	7.91	7.45	7.93	7.66
0	275	45	42	55	36	97
	9%	9%	8%	11%	7%	10%
1	55	5	9	12	10	20
	2%	1%	2%	2%	2%	2%
2	64	8	8	12	13	23
	2%	2%	2%	2%	3%	2%
3	66	8	9	10	17	23
	2%	1%	2%	2%	3%	2%
4	44	6	5	10	8	16
	1%	1%	1%	2%	2%	2%
5	156	26	31	33	22	45
	5%	5%	6%	6%	4%	4%
6	111	19	23	19	15	35
	4%	4%	5%	4%	3%	3%
7	156	32	23	25	18	57
	5%	6%	4%	5%	4%	6%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect3_TrumpConsider] On a scale of 0 to 10, with 0 being definitely would not consider and 10 being definitely would consider, how strongly would you consider voting for Donald Trump in the 2024 Republican presidential primaries?

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
8	235 8%	41 8%	34 7%	42 8%	36 7%	82 8%
9	247 8%	38 7%	35 7%	42 8%	48 9%	84 8%
10	1665 54%	287 56%	296 57%	256 50%	292 57%	534 53%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect3_TrumpConsider] On a scale of 0 to 10, with 0 being definitely would not consider and 10 being definitely would consider, how strongly would you consider voting for Donald Trump in the 2024 Republican presidential primaries?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
MEAN	7.76	7.85	8.00	8.03	7.80	7.34	7.55	7.81	8.05	7.67	7.65
0	275	24	21	19	23	31	24	20	16	52	46
	9%	9%	8%	7%	9%	12%	9%	8%	6%	10%	9%
1	55	2	3	5	4	4	8	6	4	9	11
	2%	1%	1%	2%	2%	2%	3%	2%	1%	2%	2%
2	64	4	4	2	6	4	8	7	6	13	10
	2%	2%	2%	1%	2%	2%	3%	3%	2%	3%	2%
3	66	2	5	7	3	7	3	9	8	11	12
	2%	1%	2%	3%	1%	3%	1%	3%	3%	2%	2%
4	44	3	2	4	0	2	8	5	3	8	8
	1%	1%	1%	2%	*%	1%	3%	2%	1%	2%	2%
5	156	16	9	12	19	21	12	7	15	13	31
	5%	6%	4%	5%	7%	8%	4%	3%	6%	3%	6%
6	111	9	11	8	15	10	9	8	7	18	17
	4%	3%	4%	3%	6%	4%	3%	3%	3%	4%	3%
7	156	16	16	13	10	14	11	12	7	27	31
	5%	6%	6%	5%	4%	6%	4%	5%	3%	5%	6%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect3_TrumpConsider] On a scale of 0 to 10, with 0 being definitely would not consider and 10 being definitely would consider, how strongly would you consider voting for Donald Trump in the 2024 Republican presidential primaries?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
8	235 8%	21 8%	20 8%	13 5%	21 8%	21 8%	21 8%	17 7%	19 7%	43 9%	39 8%
9	247 8%	24 9%	14 5%	22 9%	13 5%	22 9%	20 8%	23 9%	25 10%	45 9%	38 8%
10	1665 54%	135 53%	152 59%	149 59%	146 56%	122 47%	134 52%	143 56%	149 58%	266 53%	268 52%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect3_TrumpConsider] On a scale of 0 to 10, with 0 being definitely would not consider and 10 being definitely would consider, how strongly would you consider voting for Donald Trump in the 2024 Republican presidential primaries?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
MEAN	7.76	7.90	7.93	7.99	7.87	7.67	7.35	8.34	7.75	7.98	7.53
0	275	14	31	10	31	9	45	5	31	12	86
	9%	9%	9%	7%	9%	6%	13%	3%	9%	4%	12%
1	55	1	4	1	8	4	7	2	8	4	16
	2%	1%	1%	*%	2%	3%	2%	1%	2%	1%	2%
2	64	2	6	3	5	3	9	1	12	8	15
	2%	1%	2%	2%	1%	2%	2%	1%	3%	3%	2%
3	66	2	6	2	7	1	9	3	14	5	18
	2%	1%	2%	1%	2%	1%	2%	2%	4%	2%	2%
4	44	2	3	0	4	6	4	5	3	7	9
	1%	2%	1%	*%	1%	4%	1%	3%	1%	2%	1%
5	156	5	21	8	23	12	21	8	14	15	30
	5%	3%	6%	5%	7%	8%	6%	5%	4%	5%	4%
6	111	8	11	11	12	8	10	5	10	10	25
	4%	5%	3%	7%	3%	5%	3%	3%	3%	3%	4%
7	156	10	22	12	11	11	14	10	9	31	26
	5%	7%	6%	8%	3%	7%	4%	6%	2%	10%	4%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect3_TrumpConsider] On a scale of 0 to 10, with 0 being definitely would not consider and 10 being definitely would consider, how strongly would you consider voting for Donald Trump in the 2024 Republican presidential primaries?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
8	235 8%	16 10%	25 7%	18 11%	16 4%	14 9%	29 8%	9 6%	26 7%	34 11%	49 7%
9	247 8%	7 5%	30 8%	7 5%	28 8%	14 9%	29 8%	17 11%	31 9%	32 11%	51 7%
10	1665 54%	86 56%	201 56%	83 54%	213 59%	74 48%	182 51%	88 57%	204 56%	142 47%	391 55%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect3_TrumpConsider] On a scale of 0 to 10, with 0 being definitely would not consider and 10 being definitely would consider, how strongly would you consider voting for Donald Trump in the 2024 Republican presidential primaries?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
MEAN	7.76	8.11	7.51	8.27	7.13	7.64	7.01	8.03	7.71	7.90	7.16
0	275	26	19	19	23	31	24	24	13	57	40
	9%	7%	12%	5%	14%	9%	15%	7%	8%	8%	12%
1	55	2	3	3	6	8	4	9	1	13	7
	2%	1%	2%	1%	3%	2%	3%	3%	1%	2%	2%
2	64	3	5	4	4	9	3	4	8	8	15
	2%	1%	3%	1%	2%	2%	2%	1%	5%	1%	5%
3	66	5	3	5	4	7	3	12	5	17	6
	2%	1%	2%	1%	3%	2%	2%	4%	3%	2%	2%
4	44	4	2	3	2	10	0	4	4	12	4
	1%	1%	1%	1%	1%	3%	0%	1%	2%	2%	1%
5	156	21	5	26	5	16	17	12	10	27	18
	5%	6%	3%	7%	3%	5%	10%	3%	6%	4%	5%
6	111	16	4	15	8	13	5	11	4	25	9
	4%	4%	2%	4%	5%	4%	3%	3%	2%	4%	3%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect3_TrumpConsider] On a scale of 0 to 10, with 0 being definitely would not consider and 10 being definitely would consider, how strongly would you consider voting for Donald Trump in the 2024 Republican presidential primaries?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
7	156 5%	19 6%	13 8%	15 4%	8 5%	18 5%	7 4%	12 3%	6 4%	38 5%	19 6%
8	235 8%	25 7%	16 10%	24 7%	10 6%	27 8%	15 9%	28 8%	7 5%	53 8%	29 9%
9	247 8%	28 8%	10 6%	23 6%	13 8%	29 8%	13 8%	31 9%	16 10%	54 8%	30 9%
10	1665 54%	202 58%	84 51%	215 61%	80 49%	183 52%	72 44%	204 58%	88 54%	387 56%	146 45%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect3_TrumpConsider] On a scale of 0 to 10, with 0 being definitely would not consider and 10 being definitely would consider, how strongly would you consider voting for Donald Trump in the 2024 Republican presidential primaries?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
MEAN	7.76	7.86	8.26	7.93	7.79	7.30	8.27	7.94	7.87	7.60	8.02
0	275	41	5	35	7	50	4	32	4	93	5
	9%	9%	6%	8%	9%	11%	6%	7%	6%	11%	3%
1	55	4	1	7	2	11	0	10	-	18	2
	2%	1%	1%	2%	3%	3%	*%	2%		2%	1%
2	64	7	1	7	1	10	1	12	1	19	4
	2%	2%	2%	2%	1%	2%	2%	3%	2%	2%	3%
3	66	7	0	7	2	10	-	14	3	18	5
	2%	2%	*%	2%	3%	2%		3%	4%	2%	3%
4	44	4	1	3	1	9	1	4	4	10	6
	1%	1%	2%	1%	1%	2%	1%	1%	5%	1%	4%
5	156	21	5	29	2	28	5	17	5	41	4
	5%	5%	6%	7%	3%	6%	7%	4%	7%	5%	3%
6	111	19	1	21	2	15	4	14	1	28	7
	4%	4%	1%	5%	3%	3%	5%	3%	1%	3%	5%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect3_TrumpConsider] On a scale of 0 to 10, with 0 being definitely would not consider and 10 being definitely would consider, how strongly would you consider voting for Donald Trump in the 2024 Republican presidential primaries?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
7	156 5%	26 6%	7 9%	16 4%	7 9%	22 5%	3 4%	13 3%	5 7%	43 5%	14 10%
8	235 8%	37 8%	5 6%	30 7%	4 5%	38 9%	4 5%	30 7%	6 7%	73 8%	9 6%
9	247 8%	34 8%	4 5%	30 7%	5 7%	32 7%	10 13%	40 9%	7 10%	67 8%	17 11%
10	1665 54%	240 55%	47 62%	253 58%	42 56%	213 49%	43 57%	254 58%	39 51%	458 53%	75 51%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect3_TrumpConsider] On a scale of 0 to 10, with 0 being definitely would not consider and 10 being definitely would consider, how strongly would you consider voting for Donald Trump in the 2024 Republican presidential primaries?

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	7.76	9.54	5.73	5.71	9.63	5.63	4.86	9.40	5.17	4.50	9.55	4.99	5.32	9.52	5.89	4.75
0	275	3	8	34	-	6	36	1	9	45	1	10	25	1	12	84
	9%	1%	11%	24%		12%	25%	*%	17%	28%	*%	16%	19%	*%	10%	28%
1	55	-	2	2	-	4	5	4	3	5	1	3	6	2	3	15
	2%		3%	2%		9%	3%	1%	5%	3%	*%	5%	5%	*%	2%	5%
2	64	1	5	3	-	2	6	-	3	9	1	4	8	0	5	18
	2%	*%	6%	2%		3%	4%		5%	6%	*%	6%	6%	*%	4%	6%
3	66	-	4	4	2	1	7	-	-	10	1	7	9	1	12	9
	2%		5%	3%	1%	2%	5%			6%	*%	10%	7%	*%	10%	3%
4	44	2	-	4	1	0	3	2	2	7	0	5	3	3	6	6
	1%	1%		3%	*%	1%	2%	1%	3%	4%	*%	7%	3%	1%	5%	2%
5	156	1	13	11	1	10	20	7	9	17	1	10	10	4	9	32
	5%	*%	18%	8%	*%	21%	14%	2%	16%	11%	*%	16%	8%	1%	8%	10%
6	111	4	6	9	6	3	14	-	7	11	4	-	12	6	10	20
	4%	1%	8%	6%	2%	7%	10%		13%	7%	1%		9%	1%	8%	6%
7	156	9	9	15	6	3	14	6	10	8	6	4	7	22	13	21
	5%	3%	12%	10%	2%	6%	9%	2%	19%	5%	2%	7%	6%	4%	11%	7%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect3_TrumpConsider] On a scale of 0 to 10, with 0 being definitely would not consider and 10 being definitely would consider, how strongly would you consider voting for Donald Trump in the 2024 Republican presidential primaries?

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
8	235 8%	14 5%	14 19%	13 9%	13 4%	8 16%	13 9%	19 6%	7 13%	16 10%	20 6%	7 11%	9 7%	28 5%	21 18%	33 11%
9	247 8%	16 5%	5 6%	17 12%	24 7%	4 7%	8 5%	28 9%	1 2%	14 9%	27 8%	6 10%	15 11%	59 10%	12 10%	13 4%
10	1665 54%	248 83%	8 11%	31 22%	268 83%	8 16%	20 14%	235 78%	4 8%	17 11%	260 81%	8 12%	25 19%	465 79%	15 12%	54 18%

Echelon Insights
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 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect4_TrumpFav] Do you have a favorable or unfavorable view of Donald Trump?

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	2418	419	408	388	405	798
	79%	81%	79%	75%	79%	79%
VERY/SOMEWHAT UNFAVORABLE	637	92	100	126	107	212
	21%	18%	19%	25%	21%	21%
Very favorable	1617	295	278	262	283	499
	53%	57%	54%	51%	55%	49%
Somewhat favorable	801	124	130	126	122	299
	26%	24%	25%	24%	24%	29%
Somewhat unfavorable	283	45	46	54	56	82
	9%	9%	9%	10%	11%	8%
Very unfavorable	354	47	53	73	51	130
	12%	9%	10%	14%	10%	13%
Unsure	20	3	8	1	3	5
	1%	1%	1%	*%	1%	*%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect4_TrumpFav] Do you have a favorable or unfavorable view of Donald Trump?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	2418	208	211	204	204	185	202	205	200	388	410
	79%	81%	82%	80%	78%	72%	78%	80%	77%	77%	80%
VERY/SOMEWHAT UNFAVORABLE	637	48	45	51	48	70	56	51	56	116	96
	21%	19%	17%	20%	19%	27%	22%	20%	22%	23%	19%
Very favorable	1617	144	151	135	143	121	142	148	135	252	247
	53%	56%	58%	53%	55%	47%	55%	57%	52%	50%	48%
Somewhat favorable	801	63	61	69	61	65	61	58	65	136	163
	26%	25%	23%	27%	23%	25%	24%	22%	25%	27%	32%
Somewhat unfavorable	283	21	25	24	22	26	27	26	30	42	40
	9%	8%	9%	9%	9%	10%	11%	10%	12%	8%	8%
Very unfavorable	354	27	20	27	26	44	28	25	26	74	57
	12%	10%	8%	11%	10%	17%	11%	10%	10%	15%	11%
Unsure	20	1	2	-	8	1	-	1	2	1	4
	1%	*%	1%		3%	*%		*%	1%	*%	1%

Echelon Insights
Creative Optimizer Survey
N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect4_TrumpFav] Do you have a favorable or unfavorable view of Donald Trump?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	2418	126	293	130	278	128	260	134	271	262	537
	79%	82%	81%	84%	77%	82%	72%	88%	75%	87%	75%
VERY/SOMEWHAT UNFAVORABLE	637	27	65	20	79	26	100	17	90	38	174
	21%	18%	18%	13%	22%	17%	28%	11%	25%	13%	24%
Very favorable	1617	95	200	88	190	87	176	96	187	154	345
	53%	61%	56%	57%	53%	56%	49%	62%	52%	51%	48%
Somewhat favorable	801	31	93	42	87	41	84	38	84	108	192
	26%	20%	26%	28%	24%	27%	23%	25%	23%	36%	27%
Somewhat unfavorable	283	16	29	9	38	11	43	8	48	17	65
	9%	11%	8%	6%	10%	7%	12%	5%	13%	6%	9%
Very unfavorable	354	11	36	12	42	15	57	9	42	21	109
	12%	7%	10%	7%	12%	10%	16%	6%	12%	7%	15%
Unsure	20	1	2	4	4	1	-	2	1	1	4
	1%	1%	1%	3%	1%	1%		1%	*%	*%	1%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect4_TrumpFav] Do you have a favorable or unfavorable view of Donald Trump?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	2418	297	121	291	117	281	106	287	117	559	239
	79%	85%	74%	83%	72%	80%	65%	82%	72%	81%	74%
VERY/SOMEWHAT UNFAVORABLE	637	50	43	57	43	70	56	62	45	130	82
	21%	14%	26%	16%	26%	20%	35%	18%	28%	19%	25%
Very favorable	1617	206	89	214	63	193	68	201	81	360	139
	53%	59%	55%	61%	39%	55%	42%	57%	50%	52%	43%
Somewhat favorable	801	91	32	76	54	88	38	86	36	199	99
	26%	26%	20%	22%	33%	25%	24%	25%	22%	29%	31%
Somewhat unfavorable	283	20	26	32	14	30	23	27	29	49	33
	9%	6%	16%	9%	9%	9%	14%	8%	18%	7%	10%
Very unfavorable	354	30	17	25	29	40	33	35	16	81	49
	12%	9%	10%	7%	18%	11%	20%	10%	10%	12%	15%
Unsure	20	3	-	4	3	1	-	3	-	2	3
	1%	1%		1%	2%	*%		1%		*%	1%

Echelon Insights
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 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect4_TrumpFav] Do you have a favorable or unfavorable view of Donald Trump?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	2418	360	59	351	57	319	69	344	61	673	126
	79%	82%	78%	80%	75%	73%	90%	78%	81%	78%	85%
VERY/SOMEWHAT UNFAVORABLE	637	77	15	84	16	119	7	94	13	191	21
	21%	18%	20%	19%	21%	27%	9%	21%	18%	22%	14%
Very favorable	1617	256	39	239	38	211	51	241	41	428	71
	53%	58%	51%	54%	51%	48%	66%	55%	55%	49%	48%
Somewhat favorable	801	104	20	111	19	108	18	102	20	244	55
	26%	24%	26%	25%	25%	25%	23%	23%	26%	28%	37%
Somewhat unfavorable	283	38	8	39	8	51	2	49	7	71	10
	9%	9%	10%	9%	10%	12%	3%	11%	10%	8%	7%
Very unfavorable	354	40	7	45	8	68	5	45	6	120	10
	12%	9%	10%	10%	11%	15%	6%	10%	8%	14%	7%
Unsure	20	2	2	5	3	-	1	2	1	3	2
	1%	*%	3%	1%	4%		1%	*%	1%	*%	1%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect4_TrumpFav] Do you have a favorable or unfavorable view of Donald Trump?

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT FAVORABLE	2418	285	52	82	307	30	71	293	30	65	303	35	67	562	78	158
	79%	96%	70%	57%	95%	62%	49%	97%	56%	41%	94%	55%	52%	95%	66%	52%
VERY/SOMEWHAT UNFAVORABLE	637	12	23	57	11	17	71	9	23	93	20	29	58	30	39	142
	21%	4%	30%	40%	3%	35%	49%	3%	44%	59%	6%	45%	45%	5%	33%	47%
Very favorable	1617	246	12	37	250	6	22	232	6	24	253	7	23	444	16	39
	53%	83%	16%	26%	78%	11%	15%	77%	10%	15%	78%	11%	18%	75%	14%	13%
Somewhat favorable	801	39	40	45	56	25	49	60	25	41	50	28	44	118	62	119
	26%	13%	53%	32%	17%	51%	34%	20%	46%	26%	16%	44%	34%	20%	53%	39%
Somewhat unfavorable	283	2	15	29	3	11	33	4	14	36	7	18	32	6	29	46
	9%	1%	20%	20%	1%	22%	23%	1%	26%	23%	2%	27%	25%	1%	25%	15%
Very unfavorable	354	10	8	29	8	6	39	6	10	57	13	11	26	24	10	96
	12%	3%	11%	20%	3%	13%	27%	2%	18%	36%	4%	18%	20%	4%	9%	32%
Unsure	20	-	-	3	4	1	3	1	-	0	-	-	3	-	0	4
	1%			2%	1%	3%	2%	*%		*%			2%		*%	1%

Echelon Insights
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 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect5_PartyDirection] Which of the following statements comes closest to your view of Donald Trump as a Republican candidate for president in 2024?

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
Donald Trump was a good president and is the best possible candidate Republicans can nominate in 2024	1851	298	331	303	318	600
	60%	58%	64%	59%	62%	59%
Donald Trump was a good president but it would be better if Republicans nominated a different candidate in 2024	902	168	138	137	149	309
	29%	33%	27%	27%	29%	30%
Donald Trump was not a good president and the Republican party would be better off without his influence	236	34	31	57	34	81
	8%	7%	6%	11%	7%	8%
Unsure	86	15	15	18	14	25
	3%	3%	3%	3%	3%	2%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect5_PartyDirection] Which of the following statements comes closest to your view of Donald Trump as a Republican candidate for president in 2024?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
Donald Trump was a good president and is the best possible candidate Republicans can nominate in 2024	1851	146	152	164	166	148	155	160	158	306	294
	60%	57%	59%	64%	64%	58%	60%	62%	61%	61%	58%
Donald Trump was a good president but it would be better if Republicans nominated a different candidate in 2024	902	87	81	74	64	69	68	68	81	143	166
	29%	34%	32%	29%	25%	27%	26%	26%	31%	28%	33%
Donald Trump was not a good president and the Republican party would be better off without his influence	236	17	17	14	17	33	24	22	12	46	35
	8%	7%	6%	6%	7%	13%	9%	9%	5%	9%	7%
Unsure	86	7	8	3	12	7	11	7	7	10	15
	3%	3%	3%	1%	5%	3%	4%	3%	3%	2%	3%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect5_PartyDirection] Which of the following statements comes closest to your view of Donald Trump as a Republican candidate for president in 2024?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
Donald Trump was a good president and is the best possible candidate Republicans can nominate in 2024	1851	85	213	93	238	97	206	99	219	184	416
	60%	55%	59%	60%	66%	63%	57%	65%	61%	61%	58%
Donald Trump was a good president but it would be better if Republicans nominated a different candidate in 2024	902	53	115	41	97	34	103	41	108	93	216
	29%	34%	32%	27%	27%	22%	29%	27%	30%	31%	30%
Donald Trump was not a good president and the Republican party would be better off without his influence	236	14	20	11	20	15	42	10	25	18	62
	8%	9%	6%	7%	6%	10%	12%	6%	7%	6%	9%
Unsure	86	3	12	9	6	9	9	3	10	5	20
	3%	2%	3%	6%	2%	6%	3%	2%	3%	2%	3%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect5_PartyDirection] Which of the following statements comes closest to your view of Donald Trump as a Republican candidate for president in 2024?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
Donald Trump was a good president and is the best possible candidate Republicans can nominate in 2024	1851	215	83	248	82	226	77	238	80	442	159
	60%	61%	51%	71%	50%	64%	47%	67%	49%	64%	49%
Donald Trump was a good president but it would be better if Republicans nominated a different candidate in 2024	902	105	63	81	57	78	59	85	64	189	120
	29%	30%	39%	23%	35%	22%	36%	24%	39%	27%	37%
Donald Trump was not a good president and the Republican party would be better off without his influence	236	23	11	12	19	35	22	21	13	42	38
	8%	6%	7%	3%	12%	10%	13%	6%	8%	6%	12%
Unsure	86	7	7	10	5	12	6	9	5	18	7
	3%	2%	4%	3%	3%	4%	3%	2%	3%	3%	2%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect5_PartyDirection] Which of the following statements comes closest to your view of Donald Trump as a Republican candidate for president in 2024?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
Donald Trump was a good president and is the best possible candidate Republicans can nominate in 2024	1851	252	46	284	47	243	60	272	46	500	101
	60%	57%	61%	65%	62%	56%	78%	62%	61%	58%	68%
Donald Trump was a good president but it would be better if Republicans nominated a different candidate in 2024	902	153	16	122	17	124	13	124	25	275	34
	29%	35%	21%	28%	22%	28%	17%	28%	33%	32%	23%
Donald Trump was not a good president and the Republican party would be better off without his influence	236	24	9	26	5	55	1	31	3	68	12
	8%	6%	12%	6%	7%	13%	2%	7%	4%	8%	8%
Unsure	86	10	5	8	7	15	2	11	2	23	1
	3%	2%	6%	2%	10%	4%	3%	3%	3%	3%	1%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect5_PartyDirection] Which of the following statements comes closest to your view of Donald Trump as a Republican candidate for president in 2024?

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Donald Trump was a good president and is the best possible candidate Republicans can nominate in 2024	1851	258	2	38	299	7	24	266	7	30	296	3	19	549	8	44
	60%	87%	3%	27%	93%	15%	17%	88%	13%	19%	92%	5%	15%	93%	7%	14%
Donald Trump was a good president but it would be better if Republicans nominated a different candidate in 2024	902	33	65	71	20	35	84	27	38	72	24	52	73	28	100	182
	29%	11%	86%	50%	6%	72%	58%	9%	70%	46%	7%	81%	57%	5%	85%	60%
Donald Trump was not a good president and the Republican party would be better off without his influence	236	2	7	25	1	3	28	7	8	42	2	7	24	9	7	64
	8%	1%	9%	18%	*%	5%	19%	2%	14%	26%	1%	12%	19%	2%	6%	21%
Unsure	86	5	2	9	1	4	10	3	1	14	1	2	11	7	3	15
	3%	2%	3%	6%	*%	8%	7%	1%	3%	9%	*%	3%	9%	1%	2%	5%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect6_TrumpConcerns] Which of the following concerns do you have about Donald Trump as a Republican candidate for president in 2024, if any? Select up to two

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
Trump is too focused on fighting other Republicans instead of beating Democrats	311 10%	42 8%	52 10%	61 12%	58 11%	98 10%
Trump has too much baggage to win a general election	562 18%	88 17%	93 18%	90 18%	85 17%	206 20%
Trump can be easily distracted, letting advisers like Dr Anthony Fauci get their way	244 8%	39 7%	40 8%	36 7%	35 7%	94 9%
Trump is too focused on the past and I would prefer a new, younger leader	370 12%	69 13%	65 13%	62 12%	58 11%	116 11%
Trump runs his mouth too much on social media	837 27%	127 25%	119 23%	146 28%	136 26%	308 30%
Trump could be convicted during the campaign, handing the election to the Democrats	589 19%	102 20%	125 24%	83 16%	86 17%	193 19%
Something else	90 3%	10 2%	13 3%	14 3%	18 3%	36 4%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect6_TrumpConcerns] Which of the following concerns do you have about Donald Trump as a Republican candidate for president in 2024, if any? Select up to two

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
None of these	1091 35%	191 37%	179 35%	183 36%	203 39%	335 33%
Unsure	92 3%	24 5%	12 2%	13 2%	15 3%	28 3%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect6_TrumpConcerns] Which of the following concerns do you have about Donald Trump as a Republican candidate for president in 2024, if any? Select up to two

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
Trump is too focused on fighting other Republicans instead of beating Democrats	311 10%	22 9%	20 8%	34 13%	17 7%	34 13%	27 10%	33 13%	24 9%	60 12%	39 8%
Trump has too much baggage to win a general election	562 18%	43 17%	45 18%	51 20%	42 16%	40 16%	50 19%	46 18%	39 15%	104 21%	101 20%
Trump can be easily distracted, letting advisers like Dr Anthony Fauci get their way	244 8%	29 11%	10 4%	22 9%	18 7%	21 8%	15 6%	21 8%	14 6%	52 10%	41 8%
Trump is too focused on the past and I would prefer a new, younger leader	370 12%	39 15%	30 12%	31 12%	34 13%	41 16%	22 8%	31 12%	27 11%	51 10%	65 13%
Trump runs his mouth too much on social media	837 27%	71 28%	56 22%	71 28%	48 19%	74 29%	72 28%	69 27%	67 26%	154 30%	154 30%
Trump could be convicted during the campaign, handing the election to the Democrats	589 19%	49 19%	53 20%	60 23%	65 25%	30 12%	53 20%	40 15%	47 18%	86 17%	107 21%
Something else	90 3%	6 2%	4 1%	5 2%	8 3%	10 4%	3 1%	13 5%	5 2%	21 4%	15 3%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect6_TrumpConcerns] Which of the following concerns do you have about Donald Trump as a Republican candidate for president in 2024, if any? Select up to two

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
None of these	1091 35%	90 35%	101 39%	82 32%	97 37%	95 37%	88 34%	99 38%	104 40%	168 33%	167 33%
Unsure	92 3%	9 4%	15 6%	4 2%	8 3%	5 2%	8 3%	2 1%	12 5%	11 2%	17 3%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect6_TrumpConcerns] Which of the following concerns do you have about Donald Trump as a Republican candidate for president in 2024, if any? Select up to two

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
Trump is too focused on fighting other Republicans instead of beating Democrats	311 10%	16 10%	26 7%	24 15%	28 8%	22 14%	39 11%	19 13%	38 11%	27 9%	72 10%
Trump has too much baggage to win a general election	562 18%	26 17%	62 17%	28 18%	65 18%	23 15%	67 19%	14 9%	72 20%	49 16%	157 22%
Trump can be easily distracted, letting advisers like Dr Anthony Fauci get their way	244 8%	18 12%	20 6%	21 14%	19 5%	27 17%	9 3%	20 13%	15 4%	44 15%	50 7%
Trump is too focused on the past and I would prefer a new, younger leader	370 12%	13 8%	56 16%	29 19%	36 10%	18 11%	45 12%	12 8%	46 13%	39 13%	77 11%
Trump runs his mouth too much on social media	837 27%	33 22%	93 26%	28 18%	92 25%	33 21%	114 32%	36 24%	100 28%	78 26%	231 32%
Trump could be convicted during the campaign, handing the election to the Democrats	589 19%	33 21%	69 19%	34 22%	91 25%	34 22%	49 14%	27 17%	60 16%	65 22%	128 18%
Something else	90 3%	1 *	9 3%	2 2%	11 3%	2 1%	12 3%	2 1%	16 4%	6 2%	30 4%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect6_TrumpConcerns] Which of the following concerns do you have about Donald Trump as a Republican candidate for president in 2024, if any? Select up to two

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
None of these	1091 35%	53 34%	138 38%	46 30%	133 37%	48 31%	135 37%	66 43%	137 38%	99 33%	236 33%
Unsure	92 3%	9 6%	15 4%	2 1%	10 3%	5 3%	8 2%	3 2%	12 3%	11 4%	17 2%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect6_TrumpConcerns] Which of the following concerns do you have about Donald Trump as a Republican candidate for president in 2024, if any? Select up to two

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
Trump is too focused on fighting other Republicans instead of beating Democrats	311 10%	25 7%	16 10%	30 8%	22 13%	38 11%	23 14%	42 12%	16 10%	58 8%	41 13%
Trump has too much baggage to win a general election	562 18%	55 16%	33 20%	46 13%	47 29%	51 14%	39 24%	46 13%	40 24%	126 18%	79 24%
Trump can be easily distracted, letting advisers like Dr Anthony Fauci get their way	244 8%	25 7%	14 8%	29 8%	11 7%	25 7%	11 7%	28 8%	7 5%	62 9%	32 10%
Trump is too focused on the past and I would prefer a new, younger leader	370 12%	46 13%	23 14%	34 10%	31 19%	40 11%	22 14%	34 10%	24 15%	67 10%	49 15%
Trump runs his mouth too much on social media	837 27%	82 24%	44 27%	78 22%	41 25%	92 26%	54 33%	94 27%	42 26%	189 27%	119 37%
Trump could be convicted during the campaign, handing the election to the Democrats	589 19%	60 17%	41 25%	82 23%	43 26%	61 17%	21 13%	54 15%	33 20%	132 19%	60 19%
Something else	90 3%	5 1%	5 3%	9 2%	5 3%	7 2%	6 4%	11 3%	7 4%	19 3%	17 5%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect6_TrumpConcerns] Which of the following concerns do you have about Donald Trump as a Republican candidate for president in 2024, if any? Select up to two

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
None of these	1091 35%	141 40%	49 30%	141 40%	38 23%	131 37%	51 32%	143 41%	59 36%	254 37%	81 25%
Unsure	92 3%	20 6%	4 2%	5 2%	7 4%	11 3%	1 1%	11 3%	3 2%	21 3%	7 2%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect6_TrumpConcerns] Which of the following concerns do you have about Donald Trump as a Republican candidate for president in 2024, if any? Select up to two

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
Trump is too focused on fighting other Republicans instead of beating Democrats	311 10%	37 9%	4 6%	48 11%	4 5%	54 12%	7 10%	48 11%	10 13%	87 10%	12 8%
Trump has too much baggage to win a general election	562 18%	77 18%	11 14%	80 18%	13 18%	78 18%	13 16%	79 18%	6 8%	185 21%	21 14%
Trump can be easily distracted, letting advisers like Dr Anthony Fauci get their way	244 8%	28 6%	10 14%	27 6%	14 18%	27 6%	9 12%	25 6%	10 13%	77 9%	17 12%
Trump is too focused on the past and I would prefer a new, younger leader	370 12%	63 14%	5 7%	56 13%	9 12%	57 13%	5 7%	48 11%	10 13%	101 12%	14 10%
Trump runs his mouth too much on social media	837 27%	108 25%	19 25%	110 25%	10 13%	131 30%	16 20%	120 27%	16 21%	273 31%	35 24%
Trump could be convicted during the campaign, handing the election to the Democrats	589 19%	84 19%	18 23%	108 25%	17 22%	69 16%	13 18%	78 18%	9 11%	159 18%	34 23%
Something else	90 3%	7 2%	2 3%	12 3%	2 2%	14 3%	-	15 3%	2 3%	32 4%	4 3%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect6_TrumpConcerns] Which of the following concerns do you have about Donald Trump as a Republican candidate for president in 2024, if any? Select up to two

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
None of these	1091 35%	167 38%	24 32%	151 34%	29 38%	150 34%	33 43%	170 39%	33 44%	278 32%	57 39%
Unsure	92 3%	16 4%	8 10%	10 2%	2 2%	10 2%	3 3%	12 3%	3 4%	25 3%	3 2%

Echelon Insights
Creative Optimizer Survey
N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect6_TrumpConcerns] Which of the following concerns do you have about Donald Trump as a Republican candidate for president in 2024, if any? Select up to two

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Trump is too focused on fighting other Republicans instead of beating Democrats	311	18	13	11	29	10	13	30	12	19	18	18	22	33	29	36
	10%	6%	17%	8%	9%	20%	9%	10%	22%	12%	6%	28%	17%	6%	25%	12%
Trump has too much baggage to win a general election	562	13	28	47	16	19	58	18	19	54	11	23	51	53	44	109
	18%	4%	38%	33%	5%	39%	40%	6%	35%	34%	3%	37%	40%	9%	37%	36%
Trump can be easily distracted, letting advisers like Dr Anthony Fauci get their way	244	19	9	11	22	2	16	25	6	6	26	4	6	55	10	29
	8%	6%	12%	7%	7%	5%	11%	8%	10%	4%	8%	6%	4%	9%	9%	9%
Trump is too focused on the past and I would prefer a new, younger leader	370	11	28	29	16	19	30	11	18	34	5	17	36	28	26	62
	12%	4%	38%	21%	5%	39%	21%	4%	33%	21%	2%	27%	28%	5%	22%	20%
Trump runs his mouth too much on social media	837	50	28	48	63	10	47	53	24	69	62	23	52	119	52	138
	27%	17%	38%	34%	20%	20%	32%	17%	45%	44%	19%	35%	40%	20%	44%	45%
Trump could be convicted during the campaign, handing the election to the Democrats	589	39	24	38	68	15	42	32	10	41	46	15	25	101	24	68
	19%	13%	32%	27%	21%	30%	29%	11%	18%	26%	14%	24%	19%	17%	20%	22%
Something else	90	6	1	3	5	-	8	6	-	8	10	4	4	13	4	19
	3%	2%	1%	2%	2%		6%	2%		5%	3%	7%	3%	2%	3%	6%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QSecondaryEffect6_TrumpConcerns] Which of the following concerns do you have about Donald Trump as a Republican candidate for president in 2024, if any? Select up to two

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
None of these	1091 35%	172 58%	1 1%	18 13%	165 51%	2 5%	12 8%	166 55%	-	17 10%	188 58%	2 2%	13 10%	307 52%	3 3%	25 8%
Unsure	92 3%	11 4%	4 5%	9 7%	6 2%	1 2%	5 3%	8 3%	3 6%	2 1%	11 3%	2 3%	2 2%	13 2%	3 3%	12 4%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRating] On a scale of 0 (Very Poor) to 10 (Excellent), how would you rate the ad you saw overall?

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
MEAN	6.28	6.56	5.90	6.09	5.40	6.88
0	206	29	44	39	71	23
	7%	6%	9%	8%	14%	2%
1	72	12	9	17	22	12
	2%	2%	2%	3%	4%	1%
2	90	21	21	21	20	7
	3%	4%	4%	4%	4%	1%
3	108	12	19	23	26	28
	4%	2%	4%	4%	5%	3%
4	150	23	35	20	25	46
	5%	4%	7%	4%	5%	4%
5	564	87	103	101	83	189
	18%	17%	20%	20%	16%	19%
6	295	43	44	47	55	106
	10%	8%	9%	9%	11%	10%
7	395	56	68	62	51	157
	13%	11%	13%	12%	10%	15%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRating] On a scale of 0 (Very Poor) to 10 (Excellent), how would you rate the ad you saw overall?

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
8	449 15%	79 15%	71 14%	57 11%	67 13%	176 17%
9	271 9%	52 10%	31 6%	33 6%	40 8%	114 11%
10	477 16%	102 20%	68 13%	95 19%	53 10%	158 16%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRating] On a scale of 0 (Very Poor) to 10 (Excellent), how would you rate the ad you saw overall?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
MEAN	6.28	6.64	6.48	5.89	5.90	5.89	6.29	5.34	5.45	6.81	6.96
0	206	18	11	24	20	18	20	39	32	7	16
	7%	7%	4%	10%	8%	7%	8%	15%	12%	1%	3%
1	72	3	8	7	3	9	8	10	12	7	5
	2%	1%	3%	3%	1%	4%	3%	4%	5%	1%	1%
2	90	10	11	9	12	12	8	13	7	5	2
	3%	4%	4%	4%	5%	5%	3%	5%	3%	1%	*%
3	108	8	4	8	11	14	9	10	16	20	8
	4%	3%	1%	3%	4%	5%	4%	4%	6%	4%	2%
4	150	11	12	20	15	10	11	7	18	20	26
	5%	4%	5%	8%	6%	4%	4%	3%	7%	4%	5%
5	564	29	58	42	61	49	51	43	40	95	95
	18%	11%	22%	16%	24%	19%	20%	17%	16%	19%	19%
6	295	22	21	23	22	28	19	24	31	52	54
	10%	8%	8%	9%	8%	11%	7%	9%	12%	10%	11%
7	395	34	22	33	36	35	28	25	26	89	68
	13%	13%	9%	13%	14%	13%	11%	10%	10%	18%	13%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRating] On a scale of 0 (Very Poor) to 10 (Excellent), how would you rate the ad you saw overall?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
8	449 15%	40 15%	39 15%	40 16%	31 12%	27 11%	30 11%	46 18%	21 8%	89 18%	87 17%
9	271 9%	31 12%	21 8%	12 5%	20 8%	19 7%	14 6%	16 6%	24 9%	51 10%	63 12%
10	477 16%	50 20%	52 20%	38 15%	30 12%	36 14%	60 23%	23 9%	30 12%	71 14%	88 17%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRating] On a scale of 0 (Very Poor) to 10 (Excellent), how would you rate the ad you saw overall?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
MEAN	6.28	7.02	6.37	6.38	5.69	6.57	5.89	6.07	5.11	7.11	6.79
0	206	4	24	13	31	9	30	17	54	10	13
	7%	3%	7%	9%	9%	6%	8%	11%	15%	3%	2%
1	72	0	11	3	6	2	15	3	19	2	10
	2%	*%	3%	2%	2%	1%	4%	2%	5%	1%	1%
2	90	3	18	2	19	7	14	4	16	2	5
	3%	2%	5%	1%	5%	4%	4%	3%	4%	1%	1%
3	108	3	9	5	14	7	15	10	15	3	25
	4%	2%	2%	3%	4%	5%	4%	7%	4%	1%	3%
4	150	7	16	6	30	6	15	3	22	7	38
	5%	4%	5%	4%	8%	4%	4%	2%	6%	2%	5%
5	564	30	57	31	72	24	77	21	63	48	141
	18%	19%	16%	20%	20%	15%	21%	13%	17%	16%	20%
6	295	15	28	8	37	21	25	22	33	39	66
	10%	9%	8%	5%	10%	14%	7%	14%	9%	13%	9%
7	395	18	38	23	45	16	46	11	40	42	114
	13%	12%	10%	15%	13%	10%	13%	7%	11%	14%	16%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRating] On a scale of 0 (Very Poor) to 10 (Excellent), how would you rate the ad you saw overall?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
8	449 15%	24 15%	55 15%	21 13%	50 14%	12 8%	44 12%	21 14%	46 13%	51 17%	125 18%
9	271 9%	16 10%	36 10%	12 8%	19 5%	6 4%	27 8%	14 9%	26 7%	35 12%	79 11%
10	477 16%	35 23%	67 19%	30 19%	38 10%	44 29%	51 14%	27 18%	26 7%	59 20%	99 14%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRating] On a scale of 0 (Very Poor) to 10 (Excellent), how would you rate the ad you saw overall?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
MEAN	6.28	6.54	6.60	6.03	5.61	6.10	6.08	5.11	6.01	6.93	6.79
0	206	16	13	30	14	28	10	61	10	18	4
	7%	5%	8%	9%	9%	8%	6%	17%	6%	3%	1%
1	72	8	4	5	5	8	8	17	5	7	5
	2%	2%	2%	1%	3%	2%	5%	5%	3%	1%	2%
2	90	21	1	10	12	12	9	13	7	4	3
	3%	6%	*%	3%	7%	3%	6%	4%	4%	1%	1%
3	108	8	5	14	5	13	10	18	7	18	10
	4%	2%	3%	4%	3%	4%	6%	5%	5%	3%	3%
4	150	19	4	27	8	17	4	17	9	31	14
	5%	5%	3%	8%	5%	5%	2%	5%	5%	4%	4%
5	564	57	30	72	32	76	25	50	33	126	63
	18%	16%	18%	20%	19%	22%	15%	14%	20%	18%	19%
6	295	31	12	27	17	31	15	42	14	73	33
	10%	9%	7%	8%	11%	9%	9%	12%	8%	11%	10%
7	395	29	25	42	26	43	20	33	19	99	58
	13%	8%	16%	12%	16%	12%	12%	9%	11%	14%	18%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRating] On a scale of 0 (Very Poor) to 10 (Excellent), how would you rate the ad you saw overall?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
8	449 15%	58 17%	20 12%	51 14%	20 12%	38 11%	18 11%	40 11%	27 17%	117 17%	59 18%
9	271 9%	35 10%	17 10%	22 6%	9 6%	23 6%	11 7%	24 7%	16 10%	81 12%	33 10%
10	477 16%	69 20%	34 20%	53 15%	15 9%	64 18%	32 19%	36 10%	16 10%	117 17%	41 13%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRating] On a scale of 0 (Very Poor) to 10 (Excellent), how would you rate the ad you saw overall?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
MEAN	6.28	6.49	6.99	5.77	6.61	5.94	6.98	5.49	4.84	6.88	6.92
0	206	24	5	35	9	36	3	56	15	15	7
	7%	6%	6%	8%	12%	8%	3%	13%	20%	2%	5%
1	72	12	-	9	1	15	2	21	1	9	3
	2%	3%		2%	1%	3%	2%	5%	2%	1%	2%
2	90	17	4	20	1	17	4	15	5	6	1
	3%	4%	5%	5%	2%	4%	6%	3%	6%	1%	1%
3	108	12	-	18	1	22	1	18	8	25	2
	4%	3%		4%	1%	5%	1%	4%	11%	3%	2%
4	150	20	3	33	2	17	3	24	2	42	4
	5%	4%	5%	8%	3%	4%	4%	5%	2%	5%	2%
5	564	74	13	94	9	90	11	72	11	163	27
	18%	17%	17%	21%	12%	20%	15%	16%	15%	19%	18%
6	295	38	5	40	4	36	10	50	5	92	14
	10%	9%	7%	9%	6%	8%	14%	11%	7%	11%	9%
7	395	53	3	57	11	55	7	41	10	138	19
	13%	12%	3%	13%	15%	13%	9%	9%	13%	16%	13%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRating] On a scale of 0 (Very Poor) to 10 (Excellent), how would you rate the ad you saw overall?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
8	449 15%	67 15%	12 16%	58 13%	12 16%	50 11%	7 9%	61 14%	6 8%	148 17%	28 19%
9	271 9%	38 9%	13 17%	23 5%	8 11%	31 7%	2 3%	37 8%	4 5%	103 12%	11 8%
10	477 16%	84 19%	18 24%	52 12%	16 22%	69 16%	27 35%	44 10%	9 12%	126 14%	33 22%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRating] On a scale of 0 (Very Poor) to 10 (Excellent), how would you rate the ad you saw overall?

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	6.28	6.10	7.50	7.04	5.54	6.49	6.49	5.85	6.65	6.37	4.64	7.07	6.46	7.06	6.85	6.54
0	206	24	3	2	38	1	5	35	-	4	66	-	5	11	3	9
	7%	8%	4%	1%	12%	1%	4%	12%		2%	20%		4%	2%	3%	3%
1	72	12	-	-	7	-	2	13	1	2	19	1	2	7	2	4
	2%	4%			2%		2%	4%	3%	1%	6%	1%	2%	1%	1%	1%
2	90	19	0	2	16	4	2	14	1	6	14	-	6	5	-	2
	3%	6%	1%	1%	5%	7%	1%	5%	1%	4%	4%		4%	1%		1%
3	108	9	2	1	11	3	5	14	-	8	21	1	4	20	1	7
	4%	3%	3%	1%	3%	6%	3%	5%		5%	6%	1%	3%	3%	1%	2%
4	150	11	2	10	27	1	7	11	0	9	12	7	6	21	6	19
	5%	4%	3%	7%	8%	2%	5%	4%	1%	5%	4%	11%	5%	4%	5%	6%
5	564	50	9	28	67	6	30	58	10	33	60	9	14	102	18	70
	18%	17%	12%	20%	21%	13%	21%	19%	19%	21%	18%	15%	11%	17%	15%	23%
6	295	23	5	15	26	5	13	13	16	18	27	5	24	60	17	29
	10%	8%	7%	11%	8%	10%	9%	4%	29%	12%	8%	8%	18%	10%	15%	10%
7	395	29	7	20	30	12	26	32	7	24	28	7	16	82	23	52
	13%	10%	10%	14%	9%	26%	18%	11%	13%	15%	9%	12%	13%	14%	19%	17%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRating] On a scale of 0 (Very Poor) to 10 (Excellent), how would you rate the ad you saw overall?

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
8	449 15%	39 13%	12 16%	27 19%	37 12%	9 18%	25 17%	25 8%	10 18%	22 14%	29 9%	18 28%	20 16%	104 18%	18 15%	54 18%
9	271 9%	25 8%	17 22%	10 7%	19 6%	3 5%	9 7%	18 6%	4 8%	11 7%	15 5%	9 14%	16 12%	69 12%	21 18%	24 8%
10	477 16%	56 19%	17 23%	29 20%	42 13%	6 12%	20 14%	69 23%	4 8%	23 14%	32 10%	7 11%	15 11%	113 19%	10 8%	35 11%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QUnderstood] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I understood the message of the ad

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
MEAN	7.55	8.08	7.55	7.84	7.83	6.98
0	102	14	18	10	21	39
	3%	3%	3%	2%	4%	4%
1	50	4	6	9	13	17
	2%	1%	1%	2%	3%	2%
2	62	6	8	9	5	33
	2%	1%	1%	2%	1%	3%
3	71	13	5	15	13	26
	2%	2%	1%	3%	3%	3%
4	107	12	24	16	9	46
	3%	2%	5%	3%	2%	5%
5	287	26	54	43	35	128
	9%	5%	11%	8%	7%	13%
6	255	33	42	43	30	108
	8%	6%	8%	8%	6%	11%
7	282	43	56	34	40	109
	9%	8%	11%	7%	8%	11%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QUnderstood] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I understood the message of the ad

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
8	383	75	58	53	56	141
	12%	15%	11%	10%	11%	14%
9	370	65	66	60	67	112
	12%	13%	13%	12%	13%	11%
10	1107	225	177	223	225	256
	36%	44%	34%	43%	44%	25%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QUnderstood] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I understood the message of the ad

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
MEAN	7.55	8.21	7.96	7.58	7.52	7.93	7.75	7.78	7.88	7.10	6.87
0	102	4	9	14	4	4	6	11	10	14	25
	3%	2%	4%	5%	2%	2%	2%	4%	4%	3%	5%
1	50	2	2	4	1	6	3	9	4	4	14
	2%	1%	1%	2%	*%	2%	1%	4%	2%	1%	3%
2	62	2	4	1	6	2	7	2	4	13	20
	2%	1%	2%	1%	2%	1%	3%	1%	1%	3%	4%
3	71	11	2	3	3	4	11	4	9	17	9
	2%	4%	1%	1%	1%	2%	4%	2%	3%	3%	2%
4	107	7	5	2	23	5	11	5	4	28	18
	3%	3%	2%	1%	9%	2%	4%	2%	2%	6%	4%
5	287	9	17	31	23	22	21	16	19	64	64
	9%	4%	7%	12%	9%	8%	8%	6%	8%	13%	13%
6	255	10	23	18	24	22	21	18	12	48	60
	8%	4%	9%	7%	9%	9%	8%	7%	5%	10%	12%
7	282	25	18	31	25	23	11	18	22	57	52
	9%	10%	7%	12%	9%	9%	4%	7%	9%	11%	10%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QUnderstood] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I understood the message of the ad

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
8	383 12%	37 14%	38 15%	24 10%	34 13%	30 12%	23 9%	33 13%	23 9%	78 15%	63 12%
9	370 12%	30 12%	35 14%	34 13%	32 12%	31 12%	29 11%	34 13%	33 13%	66 13%	46 9%
10	1107 36%	119 47%	105 41%	93 36%	85 33%	107 42%	116 45%	107 42%	118 46%	117 23%	139 27%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QUnderstood] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I understood the message of the ad

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
MEAN	7.55	7.65	8.27	7.28	7.66	7.60	7.94	7.90	7.80	7.13	6.92
0	102	6	8	4	14	4	6	7	15	8	31
	3%	4%	2%	3%	4%	3%	2%	4%	4%	3%	4%
1	50	-	4	1	4	2	8	2	11	4	13
	2%		1%	1%	1%	1%	2%	1%	3%	1%	2%
2	62	0	6	2	6	5	4	2	4	9	24
	2%	0%	2%	1%	2%	3%	1%	1%	1%	3%	3%
3	71	8	4	3	3	6	9	5	8	7	19
	2%	5%	1%	2%	1%	4%	2%	3%	2%	2%	3%
4	107	7	5	11	14	11	5	3	6	14	32
	3%	4%	1%	7%	4%	7%	1%	2%	2%	5%	4%
5	287	8	18	20	34	7	36	8	27	36	92
	9%	5%	5%	13%	9%	5%	10%	6%	7%	12%	13%
6	255	13	20	17	25	16	26	13	17	38	70
	8%	8%	6%	11%	7%	11%	7%	8%	5%	12%	10%
7	282	20	23	15	41	13	21	10	31	37	72
	9%	13%	6%	9%	11%	9%	6%	6%	8%	12%	10%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QUnderstood] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I understood the message of the ad

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
8	383 12%	23 15%	52 15%	20 13%	38 11%	10 6%	43 12%	17 11%	40 11%	36 12%	104 15%
9	370 12%	9 6%	56 16%	16 10%	50 14%	10 7%	50 14%	19 12%	48 13%	29 10%	82 12%
10	1107 36%	61 39%	164 45%	46 30%	132 37%	71 46%	152 42%	69 45%	156 43%	82 27%	174 24%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QUnderstood] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I understood the message of the ad

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
MEAN	7.55	8.15	7.93	7.51	7.64	7.78	7.97	7.60	8.33	6.89	7.19
0	102	6	8	14	4	9	1	18	3	28	11
	3%	2%	5%	4%	2%	3%	1%	5%	2%	4%	3%
1	50	2	2	4	2	4	5	12	1	14	3
	2%	1%	1%	1%	1%	1%	3%	3%	1%	2%	1%
2	62	5	1	2	6	7	2	3	3	26	8
	2%	2%	*%	*%	4%	2%	1%	1%	2%	4%	2%
3	71	10	3	4	2	9	6	11	2	20	6
	2%	3%	2%	1%	1%	2%	4%	3%	1%	3%	2%
4	107	6	6	17	7	10	6	7	2	31	15
	3%	2%	3%	5%	4%	3%	4%	2%	1%	4%	5%
5	287	19	7	40	14	34	9	30	5	92	35
	9%	6%	4%	11%	9%	10%	6%	8%	3%	13%	11%
6	255	26	7	32	10	29	14	18	12	71	37
	8%	7%	4%	9%	6%	8%	9%	5%	7%	10%	11%
7	282	28	15	39	17	26	8	24	17	70	39
	9%	8%	9%	11%	10%	7%	5%	7%	10%	10%	12%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QUnderstood] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I understood the message of the ad

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
		Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
8	383 12%	52 15%	23 14%	38 11%	21 13%	41 12%	11 7%	41 12%	16 10%	91 13%	50 15%
9	370 12%	37 11%	28 17%	42 12%	24 15%	36 10%	24 15%	42 12%	24 15%	79 11%	33 10%
10	1107 36%	159 45%	64 39%	120 34%	57 35%	148 42%	75 46%	147 42%	77 48%	170 25%	87 27%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QUnderstood] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I understood the message of the ad

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
MEAN	7.55	7.96	8.82	7.46	8.07	7.84	7.87	7.92	7.35	6.98	7.02
0	102	14	-	14	4	10	1	16	6	34	6
	3%	3%		3%	5%	2%	1%	4%	8%	4%	4%
1	50	4	-	6	-	9	-	10	3	17	1
	2%	1%		1%		2%		2%	4%	2%	*%
2	62	6	0	7	0	7	2	5	-	25	8
	2%	1%	1%	2%	1%	2%	2%	1%		3%	5%
3	71	12	1	5	0	14	1	8	5	22	4
	2%	3%	1%	1%	*%	3%	1%	2%	6%	3%	2%
4	107	11	0	21	4	12	3	7	2	40	6
	3%	3%	1%	5%	5%	3%	4%	2%	2%	5%	4%
5	287	23	4	50	5	35	8	33	3	107	21
	9%	5%	5%	11%	6%	8%	11%	7%	3%	12%	14%
6	255	30	3	39	3	33	10	28	1	90	17
	8%	7%	4%	9%	4%	7%	13%	6%	2%	10%	12%
7	282	38	4	49	7	29	5	32	8	97	12
	9%	9%	6%	11%	9%	7%	6%	7%	11%	11%	8%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QUnderstood] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I understood the message of the ad

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
8	383 12%	63 14%	12 16%	52 12%	7 9%	46 10%	7 9%	51 12%	5 7%	123 14%	18 12%
9	370 12%	57 13%	8 11%	58 13%	8 11%	52 12%	8 11%	51 12%	16 21%	100 11%	12 8%
10	1107 36%	182 41%	42 56%	140 32%	37 49%	191 44%	32 42%	198 45%	27 36%	212 24%	45 30%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QUnderstood] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I understood the message of the ad

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	7.55	7.94	8.67	8.06	7.41	7.33	7.92	7.87	7.81	7.80	7.66	8.71	7.83	7.05	6.91	6.88
0	102	12	1	1	16	1	1	6	2	3	17	-	5	26	4	8
	3%	4%	1%	1%	5%	1%	1%	2%	3%	2%	5%		4%	4%	4%	3%
1	50	1	-	3	3	1	2	6	-	3	9	-	4	13	0	4
	2%	*%		2%	1%	2%	1%	2%		2%	3%		3%	2%	*%	1%
2	62	6	0	-	6	1	1	7	-	2	4	-	1	12	4	17
	2%	2%	1%		2%	3%	*%	2%		1%	1%		1%	2%	4%	5%
3	71	8	1	4	3	-	2	10	1	3	10	2	2	14	3	8
	2%	3%	1%	3%	1%		1%	3%	2%	2%	3%	2%	1%	2%	3%	3%
4	107	8	0	3	15	2	7	6	1	8	5	-	4	31	3	13
	3%	3%	1%	2%	5%	4%	5%	2%	2%	5%	2%		3%	5%	2%	4%
5	287	15	4	7	34	9	12	26	6	11	24	3	8	69	12	47
	9%	5%	5%	5%	11%	18%	8%	9%	11%	7%	7%	5%	6%	12%	10%	16%
6	255	17	4	13	30	1	11	27	3	13	21	4	5	52	23	32
	8%	6%	5%	9%	9%	3%	8%	9%	5%	8%	6%	6%	4%	9%	20%	11%
7	282	25	5	12	31	10	15	17	8	9	27	6	8	67	16	26
	9%	8%	7%	9%	10%	21%	10%	6%	16%	6%	8%	9%	6%	11%	13%	8%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QUnderstood] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I understood the message of the ad

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
8	383 12%	41 14%	8 10%	26 18%	31 10%	4 9%	23 16%	27 9%	5 8%	21 13%	24 8%	8 12%	24 19%	80 13%	18 15%	43 14%
9	370 12%	35 12%	14 19%	16 12%	44 14%	4 9%	18 12%	24 8%	13 23%	23 15%	34 11%	8 13%	24 19%	66 11%	8 6%	38 13%
10	1107 36%	130 44%	38 50%	57 40%	109 34%	15 30%	54 37%	146 48%	16 30%	61 38%	147 45%	34 53%	44 35%	161 27%	26 22%	69 23%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QConvincing] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The people featured in this ad were convincing

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
MEAN	5.83	6.17	5.39	5.55	4.91	6.50
0	338	56	67	72	105	38
	11%	11%	13%	14%	20%	4%
1	113	18	22	25	27	20
	4%	4%	4%	5%	5%	2%
2	141	18	30	30	34	29
	5%	3%	6%	6%	7%	3%
3	162	25	24	32	25	55
	5%	5%	5%	6%	5%	5%
4	161	13	33	31	34	49
	5%	3%	7%	6%	7%	5%
5	473	80	95	59	51	188
	15%	16%	19%	11%	10%	19%
6	232	42	29	32	29	100
	8%	8%	6%	6%	6%	10%
7	288	38	52	47	51	100
	9%	7%	10%	9%	10%	10%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QConvincing] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The people featured in this ad were convincing

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
8	366 12%	53 10%	51 10%	46 9%	53 10%	163 16%
9	299 10%	59 12%	45 9%	37 7%	49 10%	109 11%
10	502 16%	112 22%	66 13%	104 20%	57 11%	164 16%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QConvincing] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The people featured in this ad were convincing

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
MEAN	5.83	6.06	6.28	5.18	5.60	5.24	5.85	4.79	5.02	6.43	6.57
0	338	29	27	42	24	40	33	55	50	18	20
	11%	11%	10%	17%	9%	15%	13%	21%	19%	4%	4%
1	113	12	6	13	9	17	9	16	11	11	8
	4%	5%	2%	5%	4%	7%	3%	6%	4%	2%	2%
2	141	9	9	14	16	13	17	11	22	12	17
	5%	4%	3%	6%	6%	5%	7%	4%	9%	2%	3%
3	162	17	8	12	12	11	21	12	13	20	36
	5%	7%	3%	5%	5%	4%	8%	5%	5%	4%	7%
4	161	4	9	16	18	19	13	22	13	32	17
	5%	2%	3%	6%	7%	7%	5%	8%	5%	6%	3%
5	473	35	45	41	55	32	27	23	28	99	89
	15%	14%	17%	16%	21%	13%	10%	9%	11%	20%	18%
6	232	19	23	10	19	18	14	16	13	55	45
	8%	7%	9%	4%	7%	7%	6%	6%	5%	11%	9%
7	288	17	21	28	24	24	23	27	25	57	43
	9%	7%	8%	11%	9%	9%	9%	10%	10%	11%	8%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QConvincing] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The people featured in this ad were convincing

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
8	366 12%	26 10%	27 10%	26 10%	25 10%	30 12%	16 6%	32 13%	20 8%	76 15%	87 17%
9	299 10%	31 12%	28 11%	23 9%	22 8%	19 8%	18 7%	20 8%	29 11%	54 11%	55 11%
10	502 16%	56 22%	56 22%	31 12%	35 13%	35 14%	68 26%	23 9%	34 13%	71 14%	93 18%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QConvincing] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The people featured in this ad were convincing

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
MEAN	5.83	6.33	6.10	6.20	5.05	5.99	5.36	5.48	4.66	6.70	6.42
0	338	12	44	16	50	16	56	27	78	7	31
	11%	8%	12%	10%	14%	10%	16%	18%	22%	2%	4%
1	113	1	17	3	20	6	20	7	20	2	18
	4%	1%	5%	2%	5%	4%	5%	4%	6%	1%	2%
2	141	5	12	5	25	8	22	5	28	4	25
	5%	3%	3%	3%	7%	5%	6%	4%	8%	1%	4%
3	162	10	15	5	19	10	22	9	16	20	36
	5%	7%	4%	3%	5%	6%	6%	6%	4%	7%	5%
4	161	8	5	9	25	14	18	6	28	17	32
	5%	5%	1%	6%	7%	9%	5%	4%	8%	6%	4%
5	473	26	54	21	74	15	44	11	40	47	141
	15%	17%	15%	14%	21%	9%	12%	7%	11%	16%	20%
6	232	18	24	14	15	11	21	12	16	41	59
	8%	12%	7%	9%	4%	7%	6%	8%	5%	14%	8%
7	288	11	26	18	34	14	33	20	32	32	68
	9%	7%	7%	12%	9%	9%	9%	13%	9%	11%	10%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QConvincing] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The people featured in this ad were convincing

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
8	366 12%	14 9%	39 11%	20 13%	31 9%	13 9%	33 9%	18 12%	35 10%	51 17%	113 16%
9	299 10%	14 9%	45 12%	19 12%	26 7%	7 4%	30 8%	15 10%	35 10%	35 12%	74 10%
10	502 16%	35 22%	77 21%	25 16%	41 11%	42 27%	62 17%	23 15%	34 9%	45 15%	118 17%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QConvincing] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The people featured in this ad were convincing

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
MEAN	5.83	6.18	6.18	5.41	5.36	5.42	5.82	4.62	5.52	6.54	6.43
0	338	34	22	50	17	54	18	80	25	27	11
	11%	10%	14%	14%	10%	15%	11%	23%	15%	4%	3%
1	113	18	0	15	7	12	13	21	7	11	9
	4%	5%	*%	4%	4%	3%	8%	6%	4%	2%	3%
2	141	14	4	18	12	24	6	25	9	21	9
	5%	4%	3%	5%	7%	7%	4%	7%	5%	3%	3%
3	162	17	8	12	12	22	10	19	6	41	14
	5%	5%	5%	3%	7%	6%	6%	5%	4%	6%	4%
4	161	9	4	28	6	22	9	21	13	27	21
	5%	2%	3%	8%	3%	6%	6%	6%	8%	4%	7%
5	473	53	27	68	27	46	13	38	12	128	60
	15%	15%	16%	19%	17%	13%	8%	11%	8%	19%	19%
6	232	24	19	15	15	24	8	17	12	64	36
	8%	7%	11%	4%	9%	7%	5%	5%	7%	9%	11%
7	288	27	11	27	25	30	17	29	22	69	31
	9%	8%	6%	8%	15%	8%	10%	8%	14%	10%	9%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QConvincing] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The people featured in this ad were convincing

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
8	366 12%	38 11%	15 9%	35 10%	15 9%	26 7%	19 12%	34 10%	18 11%	105 15%	59 18%
9	299 10%	42 12%	17 10%	34 10%	10 6%	23 6%	14 9%	29 8%	20 12%	82 12%	26 8%
10	502 16%	75 21%	37 23%	49 14%	17 10%	70 20%	34 21%	38 11%	19 12%	114 17%	49 15%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QConvincing] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The people featured in this ad were convincing

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
MEAN	5.83	6.05	6.87	5.22	6.39	5.47	5.99	5.04	4.12	6.52	6.41
0	338	47	9	56	11	62	10	85	21	34	4
	11%	11%	12%	13%	14%	14%	13%	19%	27%	4%	3%
1	113	18	0	22	0	23	2	23	4	19	1
	4%	4%	*%	5%	*%	5%	3%	5%	6%	2%	1%
2	141	16	1	30	0	25	5	26	7	19	10
	5%	4%	2%	7%	*%	6%	7%	6%	10%	2%	7%
3	162	24	2	22	2	29	3	19	6	47	8
	5%	5%	2%	5%	2%	7%	4%	4%	8%	5%	5%
4	161	11	2	32	2	29	2	30	4	39	9
	5%	3%	3%	7%	2%	7%	3%	7%	5%	5%	6%
5	473	70	10	80	15	53	6	44	6	167	21
	15%	16%	14%	18%	20%	12%	8%	10%	9%	19%	14%
6	232	37	6	26	3	23	9	27	2	79	21
	8%	8%	7%	6%	4%	5%	12%	6%	2%	9%	14%
7	288	35	3	43	10	36	10	48	3	85	15
	9%	8%	4%	10%	13%	8%	14%	11%	4%	10%	10%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QConvincing] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The people featured in this ad were convincing

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
8	366 12%	44 10%	9 11%	44 10%	7 9%	40 9%	6 8%	44 10%	9 11%	143 17%	20 14%
9	299 10%	48 11%	12 15%	37 8%	8 11%	31 7%	6 8%	41 9%	8 11%	95 11%	14 9%
10	502 16%	89 20%	23 30%	48 11%	18 24%	87 20%	17 22%	52 12%	5 7%	139 16%	24 16%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QConvincing] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The people featured in this ad were convincing

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	5.83	5.40	7.81	6.90	4.76	6.54	6.40	5.01	6.15	6.37	3.94	7.34	6.12	6.49	6.46	6.55
0	338	49	4	3	56	1	9	61	1	10	94	2	9	23	8	7
	11%	16%	6%	2%	17%	3%	6%	20%	1%	7%	29%	3%	7%	4%	7%	2%
1	113	17	-	1	20	1	1	20	1	4	19	-	8	11	3	6
	4%	6%		1%	6%	1%	1%	7%	3%	2%	6%		6%	2%	2%	2%
2	141	13	0	4	24	1	5	16	3	11	29	-	5	23	1	5
	5%	4%	*%	3%	7%	3%	4%	5%	5%	7%	9%		4%	4%	1%	2%
3	162	15	1	9	17	-	7	20	1	10	15	4	7	33	3	19
	5%	5%	2%	6%	5%		5%	7%	3%	6%	5%	6%	5%	6%	2%	6%
4	161	10	1	2	22	3	9	17	5	10	24	4	6	34	1	13
	5%	3%	1%	1%	7%	5%	6%	6%	9%	6%	7%	7%	5%	6%	1%	4%
5	473	47	8	25	59	11	25	31	12	15	29	7	15	98	27	63
	15%	16%	10%	18%	18%	23%	17%	10%	22%	10%	9%	10%	12%	17%	23%	21%
6	232	22	3	17	16	7	6	21	5	6	15	5	9	59	12	29
	8%	8%	4%	12%	5%	14%	4%	7%	9%	4%	5%	7%	7%	10%	10%	9%
7	288	18	4	15	28	6	19	15	8	24	31	4	17	49	16	35
	9%	6%	6%	11%	9%	11%	13%	5%	14%	15%	10%	6%	13%	8%	13%	12%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QConvincing] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The people featured in this ad were convincing

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
8	366 12%	26 9%	7 10%	20 14%	19 6%	9 18%	23 16%	23 8%	7 14%	15 10%	21 7%	14 21%	17 14%	93 16%	18 15%	53 17%
9	299 10%	18 6%	23 30%	19 13%	27 9%	3 6%	14 10%	17 5%	6 11%	15 9%	25 8%	10 16%	14 11%	75 13%	8 7%	26 9%
10	502 16%	61 21%	23 30%	28 20%	34 11%	7 15%	25 17%	61 20%	5 9%	38 24%	22 7%	15 23%	20 16%	95 16%	21 18%	48 16%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QBelievable] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad was believable

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
MEAN	6.05	6.26	5.72	5.92	4.98	6.71
0	309	56	60	57	108	28
	10%	11%	12%	11%	21%	3%
1	115	21	17	24	31	21
	4%	4%	3%	5%	6%	2%
2	115	14	28	16	23	33
	4%	3%	5%	3%	4%	3%
3	132	19	18	30	21	44
	4%	4%	3%	6%	4%	4%
4	151	18	21	34	29	49
	5%	4%	4%	7%	6%	5%
5	476	70	105	73	63	165
	15%	14%	20%	14%	12%	16%
6	260	45	39	40	40	96
	8%	9%	8%	8%	8%	9%
7	269	41	42	31	37	117
	9%	8%	8%	6%	7%	12%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QBelievable] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad was believable

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
8	362 12%	57 11%	62 12%	53 10%	38 7%	151 15%
9	323 10%	45 9%	45 9%	51 10%	58 11%	123 12%
10	564 18%	127 25%	78 15%	106 21%	66 13%	186 18%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QBelievable] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad was believable

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
MEAN	6.05	6.38	6.15	5.55	5.89	5.75	6.10	4.92	5.04	6.70	6.72
0	309	28	29	37	23	34	23	56	52	15	13
	10%	11%	11%	14%	9%	13%	9%	22%	20%	3%	3%
1	115	10	12	9	8	11	13	14	16	14	8
	4%	4%	4%	3%	3%	4%	5%	6%	6%	3%	2%
2	115	5	10	12	15	10	7	10	13	13	21
	4%	2%	4%	5%	6%	4%	3%	4%	5%	3%	4%
3	132	11	8	7	11	12	17	12	10	22	23
	4%	4%	3%	3%	4%	5%	7%	5%	4%	4%	4%
4	151	13	6	12	9	17	17	15	14	24	26
	5%	5%	2%	5%	3%	7%	6%	6%	5%	5%	5%
5	476	34	36	48	57	32	40	35	28	85	81
	15%	13%	14%	19%	22%	12%	16%	14%	11%	17%	16%
6	260	17	28	18	21	19	21	11	29	47	49
	8%	6%	11%	7%	8%	7%	8%	4%	11%	9%	10%
7	269	20	21	26	17	17	15	26	11	60	57
	9%	8%	8%	10%	6%	7%	6%	10%	4%	12%	11%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QBelievable] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad was believable

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
8	362 12%	28 11%	29 11%	29 11%	33 13%	34 13%	19 7%	19 7%	19 8%	71 14%	81 16%
9	323 10%	23 9%	23 9%	18 7%	27 10%	32 12%	19 7%	29 11%	30 12%	63 12%	60 12%
10	564 18%	69 27%	58 23%	39 15%	39 15%	39 15%	68 26%	30 12%	36 14%	93 18%	93 18%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QBelievable] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad was believable

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
MEAN	6.05	6.70	6.08	6.44	5.42	6.31	5.76	5.61	4.72	7.00	6.59
0	309	13	44	9	51	13	43	21	87	4	25
	10%	8%	12%	6%	14%	9%	12%	14%	24%	1%	3%
1	115	2	19	5	13	5	19	7	23	2	20
	4%	1%	5%	3%	3%	3%	5%	5%	6%	1%	3%
2	115	3	11	5	22	5	12	7	16	7	26
	4%	2%	3%	3%	6%	3%	3%	5%	4%	2%	4%
3	132	5	14	4	14	12	18	6	16	15	30
	4%	3%	4%	3%	4%	8%	5%	4%	4%	5%	4%
4	151	10	8	5	16	9	24	12	16	13	37
	5%	6%	2%	3%	4%	6%	7%	8%	5%	4%	5%
5	476	12	58	28	77	15	57	19	44	43	122
	15%	8%	16%	18%	21%	10%	16%	12%	12%	14%	17%
6	260	25	20	19	20	19	21	15	25	32	64
	8%	16%	6%	12%	6%	12%	6%	10%	7%	11%	9%
7	269	15	26	16	26	11	21	12	25	44	74
	9%	10%	7%	11%	7%	7%	6%	8%	7%	15%	10%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QBelievable] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad was believable

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
8	362 12%	16 10%	41 12%	18 11%	44 12%	11 7%	42 12%	11 7%	28 8%	50 17%	101 14%
9	323 10%	14 9%	31 9%	13 9%	32 9%	10 6%	41 11%	17 11%	41 11%	37 12%	86 12%
10	564 18%	41 26%	86 24%	32 20%	47 13%	45 29%	62 17%	27 17%	39 11%	54 18%	131 18%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QBelievable] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad was believable

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
MEAN	6.05	6.25	6.31	5.70	5.77	5.77	6.24	4.60	5.81	6.69	6.75
0	309	35	21	43	17	41	16	86	22	19	9
	10%	10%	13%	12%	10%	12%	10%	24%	13%	3%	3%
1	115	14	7	12	5	12	13	25	6	17	5
	4%	4%	4%	3%	3%	3%	8%	7%	4%	2%	2%
2	115	12	3	15	13	13	4	15	8	26	7
	4%	3%	2%	4%	8%	4%	2%	4%	5%	4%	2%
3	132	15	4	13	5	21	9	19	3	29	15
	4%	4%	2%	4%	3%	6%	6%	5%	2%	4%	5%
4	151	13	5	16	6	30	3	24	4	35	14
	5%	4%	3%	4%	3%	9%	2%	7%	3%	5%	4%
5	476	54	15	74	31	50	23	38	24	114	52
	15%	15%	9%	21%	19%	14%	14%	11%	15%	16%	16%
6	260	25	20	28	11	36	4	19	21	57	39
	8%	7%	12%	8%	7%	10%	3%	6%	13%	8%	12%
7	269	26	15	27	15	24	7	25	12	76	41
	9%	7%	9%	8%	9%	7%	4%	7%	8%	11%	13%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QBelievable] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad was believable

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
8	362 12%	40 12%	17 10%	38 11%	24 14%	30 9%	22 14%	24 7%	15 9%	106 15%	45 14%
9	323 10%	26 7%	19 12%	35 10%	10 6%	28 8%	23 14%	33 9%	26 16%	86 12%	37 11%
10	564 18%	89 25%	38 23%	52 15%	26 16%	69 20%	37 23%	45 13%	21 13%	126 18%	59 18%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QBelievable] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad was believable

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
MEAN	6.05	6.17	6.81	5.60	6.45	5.91	6.02	5.08	4.39	6.71	6.71
0	309	46	10	50	10	52	4	87	21	24	4
	10%	10%	13%	11%	13%	12%	5%	20%	28%	3%	3%
1	115	20	1	16	1	24	1	27	4	19	3
	4%	5%	1%	4%	2%	5%	1%	6%	5%	2%	2%
2	115	14	0	25	3	11	6	14	9	23	11
	4%	3%	1%	6%	3%	2%	7%	3%	12%	3%	7%
3	132	18	1	18	-	24	6	20	2	36	8
	4%	4%	1%	4%		5%	8%	5%	2%	4%	6%
4	151	14	5	20	1	26	8	23	6	44	6
	5%	3%	6%	5%	2%	6%	10%	5%	7%	5%	4%
5	476	64	7	93	12	58	15	61	2	146	19
	15%	14%	9%	21%	16%	13%	19%	14%	3%	17%	13%
6	260	39	6	32	7	34	6	38	2	84	12
	8%	9%	7%	7%	9%	8%	7%	9%	3%	10%	8%
7	269	38	3	39	4	28	3	31	7	104	13
	9%	9%	4%	9%	5%	6%	4%	7%	9%	12%	9%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QBelievable] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad was believable

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
8	362 12%	47 11%	10 13%	52 12%	10 13%	47 11%	6 8%	33 8%	5 7%	127 15%	24 16%
9	323 10%	36 8%	10 13%	38 9%	8 10%	44 10%	7 9%	48 11%	11 14%	110 13%	13 9%
10	564 18%	103 24%	24 31%	58 13%	20 27%	91 21%	16 21%	59 13%	7 10%	150 17%	36 24%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QBelievable] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad was believable

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	6.05	5.45	8.15	6.96	5.11	6.70	6.77	5.33	6.91	6.71	3.83	7.71	6.53	6.80	6.65	6.57
0	309	53	1	3	51	2	7	50	0	6	94	1	13	17	6	6
	10%	18%	1%	2%	16%	4%	5%	16%	1%	4%	29%	1%	10%	3%	5%	2%
1	115	13	2	6	15	1	1	15	1	8	27	-	4	16	2	3
	4%	4%	2%	4%	5%	3%	1%	5%	3%	5%	8%	3%	3%	3%	1%	1%
2	115	12	0	2	22	-	6	12	2	2	17	3	3	20	2	12
	4%	4%	1%	1%	7%	4%	4%	4%	4%	2%	5%	5%	3%	3%	2%	4%
3	132	13	-	5	13	1	3	17	2	11	20	-	2	33	3	8
	4%	4%	4%	4%	4%	2%	2%	6%	3%	7%	6%	1%	1%	6%	2%	3%
4	151	12	3	3	14	1	6	22	-	11	22	3	4	20	7	22
	5%	4%	5%	2%	4%	2%	4%	7%	7%	7%	7%	5%	3%	3%	6%	7%
5	476	47	5	18	65	11	29	48	8	16	44	7	13	88	18	59
	15%	16%	7%	13%	20%	22%	20%	16%	15%	10%	13%	11%	10%	15%	15%	19%
6	260	17	2	26	24	4	11	15	9	16	23	4	13	42	11	42
	8%	6%	3%	18%	8%	7%	8%	5%	17%	10%	7%	7%	10%	7%	9%	14%
7	269	24	5	12	20	9	13	16	6	10	16	4	17	64	19	34
	9%	8%	7%	9%	6%	19%	9%	5%	11%	6%	5%	7%	13%	11%	16%	11%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QBelievable] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad was believable

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
8	362 12%	24 8%	16 22%	17 12%	32 10%	8 16%	21 15%	28 9%	8 16%	16 10%	17 5%	7 11%	14 11%	95 16%	22 18%	35 12%
9	323 10%	22 7%	9 12%	14 10%	26 8%	4 8%	16 11%	19 6%	10 19%	22 14%	17 5%	17 26%	25 19%	77 13%	11 9%	35 12%
10	564 18%	60 20%	31 41%	36 25%	38 12%	8 17%	32 22%	60 20%	6 12%	41 26%	27 8%	17 27%	22 17%	120 20%	18 15%	48 16%

Echelon Insights
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 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QAgree] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I agree with the message of the ad

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
MEAN	5.46	5.62	4.90	5.25	4.36	6.33
0	503	92	102	111	160	38
	16%	18%	20%	22%	31%	4%
1	120	17	30	23	30	21
	4%	3%	6%	4%	6%	2%
2	119	25	21	22	20	32
	4%	5%	4%	4%	4%	3%
3	138	21	31	22	14	49
	4%	4%	6%	4%	3%	5%
4	146	19	28	19	26	53
	5%	4%	5%	4%	5%	5%
5	509	67	75	67	58	242
	17%	13%	15%	13%	11%	24%
6	216	28	36	30	29	92
	7%	6%	7%	6%	6%	9%
7	254	42	47	36	31	99
	8%	8%	9%	7%	6%	10%

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N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QAgree] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I agree with the message of the ad

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
8	302 10%	41 8%	40 8%	45 9%	41 8%	134 13%
9	284 9%	64 12%	40 8%	32 6%	41 8%	108 11%
10	485 16%	98 19%	65 13%	107 21%	65 13%	149 15%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QAgree] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I agree with the message of the ad

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
MEAN	5.46	5.75	5.48	4.70	5.11	4.95	5.55	4.21	4.51	6.34	6.32
0	503	47	45	56	45	61	50	84	76	15	23
	16%	18%	17%	22%	17%	24%	19%	33%	29%	3%	4%
1	120	5	12	22	9	12	11	11	18	10	11
	4%	2%	5%	8%	3%	5%	4%	4%	7%	2%	2%
2	119	14	11	12	9	11	10	13	7	16	16
	4%	5%	4%	5%	4%	4%	4%	5%	3%	3%	3%
3	138	12	9	10	21	8	14	8	5	21	28
	4%	5%	4%	4%	8%	3%	5%	3%	2%	4%	5%
4	146	7	12	10	17	12	8	15	11	24	29
	5%	3%	5%	4%	7%	5%	3%	6%	4%	5%	6%
5	509	32	35	31	44	30	37	28	30	134	108
	17%	13%	14%	12%	17%	12%	14%	11%	12%	26%	21%
6	216	8	21	19	16	17	13	13	16	52	40
	7%	3%	8%	8%	6%	7%	5%	5%	6%	10%	8%
7	254	21	21	28	18	25	11	11	20	42	57
	8%	8%	8%	11%	7%	10%	4%	4%	8%	8%	11%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QAgree] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I agree with the message of the ad

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
8	302 10%	21 8%	20 8%	15 6%	25 10%	20 8%	25 10%	18 7%	23 9%	70 14%	63 12%
9	284 9%	38 15%	25 10%	18 7%	22 9%	23 9%	9 4%	22 9%	18 7%	50 10%	57 11%
10	485 16%	51 20%	47 18%	33 13%	32 12%	37 14%	70 27%	31 12%	34 13%	72 14%	78 15%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QAgree] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I agree with the message of the ad

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
MEAN	5.46	6.16	5.38	6.03	4.42	5.87	4.99	5.13	4.04	6.70	6.18
0	503	17	75	18	83	20	91	34	126	5	33
	16%	11%	21%	12%	23%	13%	25%	22%	35%	2%	5%
1	120	1	16	6	25	5	18	7	22	4	17
	4%	*%	5%	4%	7%	3%	5%	5%	6%	1%	2%
2	119	6	19	5	16	10	12	3	17	7	24
	4%	4%	5%	4%	4%	6%	3%	2%	5%	2%	3%
3	138	7	14	3	28	8	14	3	11	8	41
	4%	5%	4%	2%	8%	5%	4%	2%	3%	3%	6%
4	146	12	8	6	22	9	10	8	18	20	33
	5%	8%	2%	4%	6%	6%	3%	5%	5%	7%	5%
5	509	24	43	22	52	17	50	18	40	63	178
	17%	15%	12%	15%	15%	11%	14%	12%	11%	21%	25%
6	216	11	18	15	21	13	17	15	14	28	64
	7%	7%	5%	10%	6%	9%	5%	10%	4%	9%	9%
7	254	19	24	19	28	14	21	14	17	38	61
	8%	12%	7%	12%	8%	9%	6%	9%	5%	13%	8%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QAgree] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I agree with the message of the ad

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
8	302 10%	9 6%	32 9%	15 10%	25 7%	11 7%	35 10%	17 11%	25 7%	50 17%	84 12%
9	284 9%	16 10%	47 13%	17 11%	23 7%	8 5%	24 7%	13 9%	28 8%	32 11%	76 11%
10	485 16%	34 22%	64 18%	27 18%	38 10%	40 26%	67 19%	20 13%	45 12%	45 15%	104 15%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QAgree] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I agree with the message of the ad

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
MEAN	5.46	5.62	5.59	4.97	4.76	5.13	5.51	4.02	5.09	6.35	6.28
0	503	58	34	71	31	73	38	117	43	23	15
	16%	16%	21%	20%	19%	21%	24%	33%	27%	3%	5%
1	120	15	2	16	14	15	7	24	5	15	5
	4%	4%	1%	5%	9%	4%	5%	7%	3%	2%	2%
2	119	20	5	11	10	22	-	16	4	21	10
	4%	6%	3%	3%	6%	6%	-	5%	2%	3%	3%
3	138	10	12	25	6	17	5	14	0	35	14
	4%	3%	7%	7%	4%	5%	3%	4%	*%	5%	4%
4	146	14	5	21	7	14	6	20	6	35	18
	5%	4%	3%	6%	4%	4%	3%	6%	4%	5%	6%
5	509	49	18	48	27	48	19	34	23	165	76
	17%	14%	11%	14%	16%	14%	12%	10%	14%	24%	24%
6	216	20	8	27	9	19	11	17	12	63	30
	7%	6%	5%	8%	5%	6%	7%	5%	7%	9%	9%
7	254	28	13	34	12	26	10	21	10	68	31
	8%	8%	8%	10%	8%	7%	6%	6%	6%	10%	10%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QAgree] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I agree with the message of the ad

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
8	302 10%	30 9%	11 7%	23 7%	17 10%	30 8%	15 9%	25 7%	17 10%	89 13%	44 14%
9	284 9%	38 11%	25 16%	28 8%	12 8%	17 5%	15 9%	20 6%	21 13%	71 10%	36 11%
10	485 16%	68 19%	30 18%	47 13%	18 11%	71 20%	37 23%	44 12%	21 13%	106 15%	43 13%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QAgree] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I agree with the message of the ad

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
MEAN	5.46	5.48	6.40	4.67	6.23	5.14	5.92	4.43	3.94	6.34	6.25
0	503	81	11	92	10	103	8	136	24	32	5
	16%	18%	15%	21%	13%	24%	10%	31%	32%	4%	4%
1	120	15	2	29	2	20	3	23	6	18	2
	4%	4%	2%	7%	2%	5%	3%	5%	9%	2%	1%
2	119	21	4	16	5	17	4	18	2	18	13
	4%	5%	5%	4%	7%	4%	6%	4%	3%	2%	9%
3	138	19	2	30	1	19	3	11	2	46	4
	4%	4%	2%	7%	2%	4%	3%	3%	3%	5%	2%
4	146	17	3	26	1	16	4	22	5	47	6
	5%	4%	3%	6%	2%	4%	5%	5%	6%	5%	4%
5	509	62	5	68	7	52	15	52	7	206	35
	17%	14%	6%	15%	9%	12%	20%	12%	9%	24%	24%
6	216	26	3	31	5	25	5	22	7	78	14
	7%	6%	3%	7%	6%	6%	7%	5%	9%	9%	9%
7	254	31	11	35	12	30	6	24	7	85	14
	8%	7%	14%	8%	15%	7%	8%	5%	9%	10%	9%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QAgree] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I agree with the message of the ad

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
8	302 10%	35 8%	6 8%	32 7%	8 10%	39 9%	7 9%	36 8%	5 7%	120 14%	13 9%
9	284 9%	53 12%	10 14%	34 8%	7 9%	27 6%	6 8%	35 8%	6 8%	90 10%	18 12%
10	485 16%	78 18%	20 27%	47 11%	18 24%	91 21%	17 22%	60 14%	5 6%	125 14%	24 16%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QAgree] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I agree with the message of the ad

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	5.46	4.62	7.72	6.58	4.17	6.01	6.15	4.57	6.35	6.19	2.99	7.47	6.27	6.40	6.28	6.21
0	503	82	2	7	88	1	13	87	5	19	143	1	16	24	7	8
	16%	28%	3%	5%	27%	2%	9%	29%	10%	12%	44%	2%	12%	4%	6%	2%
1	120	13	1	3	24	5	1	16	1	6	27	-	3	12	2	6
	4%	4%	2%	2%	7%	11%	1%	5%	1%	4%	8%		2%	2%	2%	2%
2	119	16	1	9	12	3	7	13	-	8	14	2	4	19	2	10
	4%	5%	1%	6%	4%	6%	5%	4%		5%	4%	3%	3%	3%	2%	3%
3	138	11	2	8	20	1	10	16	1	5	8	1	5	23	4	22
	4%	4%	3%	6%	6%	2%	7%	5%	2%	3%	3%	2%	4%	4%	3%	7%
4	146	14	1	5	14	4	10	10	2	7	14	3	9	35	7	11
	5%	5%	1%	3%	4%	7%	7%	3%	4%	5%	4%	5%	7%	6%	6%	4%
5	509	40	7	21	44	4	27	39	9	19	36	7	15	130	32	80
	17%	13%	9%	15%	14%	8%	19%	13%	17%	12%	11%	11%	12%	22%	27%	26%
6	216	11	4	14	23	10	3	20	2	8	17	6	6	52	11	29
	7%	4%	5%	10%	7%	20%	2%	7%	4%	5%	5%	10%	5%	9%	10%	9%
7	254	23	7	12	28	8	10	8	13	15	12	4	15	59	8	31
	8%	8%	10%	8%	9%	17%	7%	3%	24%	9%	4%	7%	11%	10%	7%	10%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QAgree] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I agree with the message of the ad

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
8	302 10%	18 6%	11 15%	12 9%	21 7%	- 0%	19 13%	18 6%	8 16%	19 12%	22 7%	9 14%	11 8%	81 14%	12 10%	41 13%
9	284 9%	30 10%	16 22%	17 12%	20 6%	2 4%	19 13%	12 4%	4 8%	16 10%	12 4%	12 19%	16 13%	63 11%	16 13%	28 9%
10	485 16%	41 14%	23 30%	35 25%	27 9%	11 23%	26 18%	63 21%	7 14%	37 24%	18 6%	17 27%	30 23%	93 16%	18 15%	38 13%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QCaptured] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad captured my attention

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
MEAN	5.80	6.26	5.73	5.87	5.25	5.84
0	313	50	54	56	79	74
	10%	10%	10%	11%	15%	7%
1	123	16	20	24	28	35
	4%	3%	4%	5%	5%	3%
2	170	20	32	27	33	59
	6%	4%	6%	5%	6%	6%
3	178	22	36	29	31	60
	6%	4%	7%	6%	6%	6%
4	191	22	34	36	28	72
	6%	4%	7%	7%	5%	7%
5	428	75	73	53	66	161
	14%	15%	14%	10%	13%	16%
6	248	45	34	44	36	89
	8%	9%	7%	9%	7%	9%
7	288	39	40	42	51	116
	9%	8%	8%	8%	10%	11%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QCaptured] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad captured my attention

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
8	323 10%	53 10%	56 11%	49 10%	44 8%	121 12%
9	289 9%	62 12%	35 7%	50 10%	43 8%	99 10%
10	524 17%	112 22%	101 20%	105 20%	77 15%	130 13%

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Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QCaptured] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad captured my attention

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
MEAN	5.80	6.28	6.23	5.76	5.70	5.74	6.01	5.29	5.22	5.73	5.95
0	313	19	30	30	24	33	23	40	40	39	35
	10%	8%	12%	12%	9%	13%	9%	15%	15%	8%	7%
1	123	14	2	13	7	8	15	16	11	13	22
	4%	6%	1%	5%	3%	3%	6%	6%	4%	3%	4%
2	170	13	7	15	17	7	21	20	13	31	28
	6%	5%	3%	6%	6%	3%	8%	8%	5%	6%	5%
3	178	6	15	14	22	16	13	9	22	32	28
	6%	3%	6%	6%	9%	6%	5%	3%	9%	6%	5%
4	191	10	11	14	20	22	14	15	12	38	35
	6%	4%	4%	5%	8%	9%	5%	6%	5%	7%	7%
5	428	39	36	27	47	28	25	27	39	86	75
	14%	15%	14%	10%	18%	11%	10%	10%	15%	17%	15%
6	248	18	27	20	14	22	22	21	15	45	44
	8%	7%	10%	8%	6%	9%	8%	8%	6%	9%	9%
7	288	20	18	22	18	24	18	22	30	60	55
	9%	8%	7%	9%	7%	9%	7%	8%	11%	12%	11%

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N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QCaptured] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad captured my attention

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
8	323 10%	28 11%	24 9%	34 13%	22 8%	28 11%	21 8%	26 10%	18 7%	55 11%	66 13%
9	289 9%	34 13%	29 11%	17 7%	18 7%	32 13%	18 7%	23 9%	20 8%	53 10%	46 9%
10	524 17%	53 21%	58 23%	50 19%	51 20%	36 14%	69 27%	39 15%	38 15%	54 11%	77 15%

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Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QCaptured] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad captured my attention

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
MEAN	5.80	6.70	6.07	6.34	5.46	6.49	5.60	5.84	5.01	6.28	5.65
0	313	11	38	13	41	10	46	18	61	9	65
	10%	7%	11%	8%	11%	7%	13%	12%	17%	3%	9%
1	123	1	15	4	16	4	19	6	22	4	31
	4%	1%	4%	3%	4%	3%	5%	4%	6%	1%	4%
2	170	4	16	6	26	10	17	7	26	19	39
	6%	3%	4%	4%	7%	6%	5%	5%	7%	6%	5%
3	178	5	16	8	29	6	23	7	24	13	48
	6%	4%	4%	5%	8%	4%	6%	5%	7%	4%	7%
4	191	10	12	8	26	13	23	6	21	19	54
	6%	6%	3%	5%	7%	9%	6%	4%	6%	6%	8%
5	428	19	56	22	52	16	37	21	45	54	107
	14%	12%	15%	14%	14%	11%	10%	13%	13%	18%	15%
6	248	16	29	14	20	13	31	13	23	36	52
	8%	10%	8%	9%	6%	8%	9%	9%	6%	12%	7%
7	288	12	27	16	24	14	28	18	34	42	74
	9%	8%	7%	10%	7%	9%	8%	12%	9%	14%	10%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QCaptured] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad captured my attention

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
8	323 10%	15 9%	38 11%	13 8%	43 12%	9 6%	40 11%	17 11%	27 7%	34 11%	87 12%
9	289 9%	27 18%	35 10%	9 6%	27 7%	8 5%	42 12%	17 11%	26 7%	31 10%	68 9%
10	524 17%	34 22%	78 22%	43 28%	58 16%	51 33%	54 15%	24 15%	53 15%	40 13%	90 13%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QCaptured] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad captured my attention

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
MEAN	5.80	6.20	6.39	5.67	5.84	5.77	6.08	4.93	5.94	5.90	5.70
0	313	29	21	41	13	40	16	66	13	49	25
	10%	8%	13%	12%	8%	11%	10%	19%	8%	7%	8%
1	123	16	0	10	10	18	6	22	6	20	14
	4%	5%	*%	3%	6%	5%	4%	6%	4%	3%	4%
2	170	10	11	18	13	22	5	24	8	36	23
	6%	3%	7%	5%	8%	6%	3%	7%	5%	5%	7%
3	178	18	3	27	9	21	8	21	10	41	19
	6%	5%	2%	8%	6%	6%	5%	6%	6%	6%	6%
4	191	18	4	28	5	21	15	18	10	55	17
	6%	5%	2%	8%	3%	6%	9%	5%	6%	8%	5%
5	428	55	19	53	21	38	15	46	20	110	51
	14%	16%	11%	15%	13%	11%	9%	13%	12%	16%	16%
6	248	35	10	21	13	29	15	24	12	58	30
	8%	10%	6%	6%	8%	8%	9%	7%	7%	8%	9%
7	288	20	18	22	18	29	13	26	25	85	30
	9%	6%	11%	6%	11%	8%	8%	7%	16%	12%	9%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QCaptured] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad captured my attention

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
8	323 10%	36 10%	17 10%	35 10%	21 13%	27 8%	22 13%	28 8%	16 10%	78 11%	43 13%
9	289 9%	39 11%	23 14%	26 7%	10 6%	32 9%	19 11%	26 7%	17 11%	65 9%	34 10%
10	524 17%	74 21%	37 23%	70 20%	31 19%	76 22%	29 18%	53 15%	24 15%	93 13%	36 11%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

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	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
MEAN	5.80	6.13	6.97	5.56	6.70	5.85	6.02	5.29	5.01	5.79	6.11
0	313	41	9	45	9	52	5	65	15	69	5
	10%	9%	12%	10%	12%	12%	6%	15%	19%	8%	3%
1	123	16	0	19	1	21	2	22	5	33	2
	4%	4%	*%	4%	1%	5%	3%	5%	7%	4%	1%
2	170	20	0	29	3	23	4	27	6	46	13
	6%	4%	1%	7%	4%	5%	6%	6%	8%	5%	9%
3	178	21	1	35	2	26	2	28	4	55	5
	6%	5%	1%	8%	2%	6%	3%	6%	5%	6%	3%
4	191	20	2	32	2	30	6	24	3	62	10
	6%	5%	2%	7%	3%	7%	8%	6%	4%	7%	7%
5	428	67	7	67	6	38	15	57	9	125	36
	14%	15%	10%	15%	8%	9%	20%	13%	11%	14%	24%
6	248	35	10	28	6	34	10	33	4	78	11
	8%	8%	13%	6%	8%	8%	13%	7%	5%	9%	7%
7	288	33	6	30	10	37	5	48	3	98	17
	9%	8%	8%	7%	13%	8%	7%	11%	4%	11%	12%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QCaptured] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad captured my attention

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
8	323 10%	46 10%	7 9%	48 11%	8 11%	44 10%	5 6%	34 8%	10 13%	110 13%	11 8%
9	289 9%	52 12%	10 14%	33 7%	2 3%	45 10%	5 6%	37 8%	6 8%	84 10%	15 10%
10	524 17%	88 20%	23 31%	75 17%	26 34%	89 20%	16 21%	64 15%	12 16%	107 12%	24 16%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QCaptured] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements The ad captured my attention

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	5.80	5.78	7.33	6.68	5.42	6.18	6.26	5.56	6.94	6.11	4.64	6.99	5.92	5.93	5.73	5.70
0	313	43	3	4	42	2	9	47	0	9	65	4	10	43	11	20
	10%	15%	4%	3%	13%	5%	6%	15%	1%	6%	20%	6%	8%	7%	10%	7%
1	123	11	-	5	14	1	6	16	0	8	23	1	5	19	6	10
	4%	4%		4%	4%	2%	4%	5%	1%	5%	7%	1%	4%	3%	5%	3%
2	170	10	5	5	21	3	8	15	3	9	17	4	11	33	5	20
	6%	3%	7%	3%	6%	6%	5%	5%	6%	6%	5%	6%	9%	6%	5%	7%
3	178	16	1	5	27	2	7	20	0	9	24	2	5	42	2	17
	6%	5%	1%	3%	8%	4%	5%	6%	1%	6%	7%	3%	4%	7%	2%	6%
4	191	12	2	8	21	4	9	21	3	12	18	1	9	35	12	26
	6%	4%	2%	6%	6%	9%	6%	7%	5%	7%	6%	1%	7%	6%	10%	8%
5	428	44	9	22	43	8	22	26	8	19	46	5	15	83	22	57
	14%	15%	12%	16%	13%	16%	15%	9%	14%	12%	14%	8%	12%	14%	18%	19%
6	248	25	4	16	19	4	12	18	12	15	20	6	10	57	8	24
	8%	8%	6%	11%	6%	7%	8%	6%	22%	9%	6%	10%	7%	10%	6%	8%
7	288	24	3	12	27	6	7	25	5	13	30	7	15	67	13	36
	9%	8%	4%	8%	8%	12%	5%	8%	9%	8%	9%	11%	11%	11%	11%	12%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

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	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
8	323 10%	21 7%	14 19%	18 12%	27 8%	8 16%	21 15%	24 8%	5 8%	21 13%	23 7%	8 12%	13 10%	74 12%	13 11%	35 11%
9	289 9%	27 9%	13 17%	23 16%	21 7%	1 2%	13 9%	24 8%	6 11%	20 13%	18 6%	9 14%	16 12%	61 10%	9 8%	28 9%
10	524 17%	65 22%	21 28%	26 18%	60 19%	10 20%	30 21%	68 22%	12 23%	25 16%	40 12%	17 27%	20 15%	81 14%	18 15%	32 10%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

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	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
MEAN	4.45	4.95	4.29	4.50	3.64	4.67
0	739	115	140	135	172	176
	24%	22%	27%	26%	33%	17%
1	186	28	26	29	42	60
	6%	5%	5%	6%	8%	6%
2	169	25	26	30	27	61
	6%	5%	5%	6%	5%	6%
3	186	22	27	29	29	79
	6%	4%	5%	6%	6%	8%
4	191	25	37	26	30	74
	6%	5%	7%	5%	6%	7%
5	494	80	81	75	69	188
	16%	16%	16%	15%	13%	18%
6	151	21	24	32	16	58
	5%	4%	5%	6%	3%	6%
7	181	25	29	19	27	81
	6%	5%	6%	4%	5%	8%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QShare] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I would share this ad with friends and family

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
8	218 7%	47 9%	40 8%	19 4%	34 7%	78 8%
9	167 5%	37 7%	27 5%	27 5%	22 4%	55 5%
10	395 13%	88 17%	60 12%	94 18%	47 9%	105 10%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QShare] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I would share this ad with friends and family

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
MEAN	4.45	5.21	4.69	4.33	4.25	4.36	4.63	3.63	3.64	4.68	4.65
0	739	58	57	72	68	64	71	90	82	84	92
	24%	22%	22%	28%	26%	25%	28%	35%	32%	17%	18%
1	186	8	20	13	13	19	9	19	23	34	27
	6%	3%	8%	5%	5%	7%	4%	7%	9%	7%	5%
2	169	13	12	12	14	8	22	13	14	33	28
	6%	5%	5%	5%	5%	3%	8%	5%	6%	7%	6%
3	186	10	13	11	16	18	11	11	17	29	51
	6%	4%	5%	4%	6%	7%	4%	4%	7%	6%	10%
4	191	9	16	10	27	13	13	12	17	38	36
	6%	3%	6%	4%	10%	5%	5%	5%	7%	7%	7%
5	494	40	41	47	34	47	28	42	27	104	83
	16%	16%	16%	19%	13%	18%	11%	17%	10%	21%	16%
6	151	9	12	14	10	14	18	7	8	28	31
	5%	4%	5%	6%	4%	5%	7%	3%	3%	5%	6%
7	181	16	10	11	18	13	6	9	18	39	42
	6%	6%	4%	4%	7%	5%	2%	4%	7%	8%	8%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QShare] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I would share this ad with friends and family

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
8	218 7%	26 10%	21 8%	21 8%	19 7%	13 5%	6 2%	15 6%	18 7%	35 7%	43 8%
9	167 5%	19 7%	18 7%	15 6%	11 4%	15 6%	12 5%	10 4%	11 4%	33 7%	21 4%
10	395 13%	49 19%	39 15%	29 11%	31 12%	33 13%	60 23%	27 10%	21 8%	49 10%	56 11%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

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	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
MEAN	4.45	5.58	4.67	5.80	3.64	5.46	4.08	4.71	3.18	5.34	4.38
0	739	20	95	19	121	27	108	33	139	29	147
	24%	13%	26%	12%	34%	17%	30%	21%	39%	10%	21%
1	186	5	23	6	21	7	22	6	36	11	49
	6%	3%	6%	4%	6%	4%	6%	4%	10%	4%	7%
2	169	7	18	2	24	8	22	9	18	20	42
	6%	4%	5%	1%	7%	5%	6%	6%	5%	7%	6%
3	186	14	8	7	20	11	18	10	19	19	60
	6%	9%	2%	4%	6%	7%	5%	7%	5%	6%	8%
4	191	14	11	18	19	9	17	10	20	29	44
	6%	9%	3%	12%	5%	6%	5%	6%	6%	10%	6%
5	494	21	59	22	59	19	56	27	42	60	128
	16%	14%	16%	14%	16%	12%	16%	18%	12%	20%	18%
6	151	8	14	12	12	13	19	5	11	18	40
	5%	5%	4%	8%	3%	9%	5%	3%	3%	6%	6%
7	181	11	14	12	17	5	14	11	16	35	46
	6%	7%	4%	8%	5%	3%	4%	7%	4%	12%	6%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

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	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
8	218 7%	13 8%	35 10%	14 9%	25 7%	4 3%	15 4%	17 11%	17 5%	26 9%	52 7%
9	167 5%	7 5%	30 8%	15 10%	12 3%	4 3%	23 6%	3 2%	19 5%	14 5%	41 6%
10	395 13%	35 23%	53 15%	28 18%	32 9%	47 30%	47 13%	23 15%	25 7%	40 13%	66 9%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

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	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
MEAN	4.45	5.03	4.81	4.36	4.15	4.29	4.93	3.52	3.88	4.87	4.23
0	739	76	38	95	45	98	37	122	50	107	69
	24%	22%	23%	27%	28%	28%	23%	35%	31%	16%	21%
1	186	21	8	17	9	23	6	27	15	42	18
	6%	6%	5%	5%	5%	6%	4%	8%	9%	6%	6%
2	169	16	9	17	9	22	8	17	10	36	25
	6%	4%	6%	5%	6%	6%	5%	5%	6%	5%	8%
3	186	10	12	21	6	12	17	21	8	51	28
	6%	3%	7%	6%	4%	3%	11%	6%	5%	7%	9%
4	191	18	6	27	9	20	6	28	2	51	23
	6%	5%	4%	8%	6%	6%	3%	8%	1%	7%	7%
5	494	57	24	49	32	55	19	43	26	130	57
	16%	16%	14%	14%	19%	16%	12%	12%	16%	19%	18%
6	151	16	5	22	2	26	6	9	6	39	19
	5%	5%	3%	6%	1%	7%	4%	3%	4%	6%	6%
7	181	15	10	15	14	12	8	17	10	61	20
	6%	4%	6%	4%	9%	3%	5%	5%	6%	9%	6%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

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	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
8	218 7%	36 10%	12 7%	23 6%	17 10%	8 2%	11 7%	21 6%	12 8%	56 8%	22 7%
9	167 5%	26 7%	11 7%	19 5%	8 5%	12 3%	15 9%	16 5%	6 4%	36 5%	18 6%
10	395 13%	60 17%	29 17%	48 14%	12 7%	64 18%	30 18%	30 9%	18 11%	81 12%	24 7%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QShare] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I would share this ad with friends and family

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
MEAN	4.45	4.84	5.57	4.07	5.55	4.32	5.50	3.67	3.44	4.60	5.04
0	739	97	18	129	11	123	12	145	27	162	14
	24%	22%	24%	29%	15%	28%	16%	33%	36%	19%	10%
1	186	26	2	22	4	25	4	33	9	52	8
	6%	6%	3%	5%	5%	6%	5%	8%	12%	6%	6%
2	169	24	1	21	5	28	2	23	3	42	19
	6%	5%	2%	5%	7%	6%	3%	5%	5%	5%	13%
3	186	19	3	26	0	23	6	24	4	73	6
	6%	4%	4%	6%	*%	5%	7%	6%	6%	8%	4%
4	191	22	2	31	6	21	4	29	1	62	12
	6%	5%	3%	7%	8%	5%	6%	7%	2%	7%	8%
5	494	72	8	72	9	61	14	60	9	159	29
	16%	16%	11%	16%	11%	14%	19%	14%	12%	18%	20%
6	151	19	2	17	7	26	6	13	2	43	15
	5%	4%	3%	4%	9%	6%	7%	3%	3%	5%	10%
7	181	19	7	21	7	18	1	25	2	73	7
	6%	4%	9%	5%	10%	4%	2%	6%	3%	8%	5%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

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	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
8	218 7%	39 9%	9 11%	37 8%	3 3%	17 4%	2 3%	28 6%	5 7%	69 8%	9 6%
9	167 5%	32 7%	5 6%	17 4%	9 12%	22 5%	5 7%	20 5%	2 3%	48 6%	7 5%
10	395 13%	70 16%	19 25%	46 10%	14 18%	74 17%	20 26%	39 9%	9 12%	84 10%	22 15%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QShare] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I would share this ad with friends and family

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MEAN	4.45	4.32	6.46	5.46	3.93	4.95	4.87	4.22	5.25	4.77	2.98	5.59	4.32	4.94	4.20	4.30
0	739	87	10	18	107	8	25	97	3	36	142	9	22	102	23	51
	24%	29%	13%	13%	33%	16%	17%	32%	5%	22%	44%	13%	17%	17%	20%	17%
1	186	18	3	7	16	0	9	21	1	7	21	2	19	29	9	23
	6%	6%	4%	5%	5%	1%	6%	7%	2%	4%	6%	3%	15%	5%	7%	8%
2	169	15	3	7	17	3	7	11	6	13	20	1	6	25	11	25
	6%	5%	4%	5%	5%	5%	5%	4%	10%	8%	6%	1%	4%	4%	9%	8%
3	186	11	1	10	18	3	5	18	4	7	19	3	6	42	11	26
	6%	4%	1%	7%	6%	6%	4%	6%	7%	4%	6%	5%	5%	7%	9%	8%
4	191	14	1	9	17	4	16	14	5	7	18	5	8	39	11	24
	6%	5%	1%	6%	5%	8%	11%	5%	10%	4%	5%	7%	6%	7%	10%	8%
5	494	45	10	26	41	12	28	35	13	28	27	14	28	110	15	62
	16%	15%	13%	18%	13%	24%	19%	12%	24%	17%	8%	22%	22%	19%	13%	21%
6	151	14	2	6	14	7	3	16	9	7	10	3	2	35	6	17
	5%	5%	2%	4%	4%	14%	2%	5%	17%	4%	3%	5%	2%	6%	5%	5%
7	181	13	5	8	16	2	11	8	3	8	14	6	6	55	7	19
	6%	4%	7%	5%	5%	3%	7%	3%	6%	5%	4%	10%	5%	9%	6%	6%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QShare] On a scale of 0 to 10, with 0 being strongly disagree, and 10 being strongly agree, please rate the ad based on the following statements I would share this ad with friends and family

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
8	218 7%	19 6%	12 16%	16 11%	20 6%	4 7%	16 11%	11 4%	2 4%	6 4%	16 5%	7 11%	11 8%	50 8%	7 6%	22 7%
9	167 5%	14 5%	12 15%	11 8%	17 5%	3 7%	6 4%	11 4%	4 8%	12 8%	10 3%	5 8%	7 5%	36 6%	8 7%	11 4%
10	395 13%	47 16%	18 23%	24 17%	37 11%	4 8%	19 13%	61 20%	5 8%	28 18%	26 8%	9 14%	13 10%	71 12%	10 9%	24 8%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QBirthYear] Which range of years includes the year you were born?

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075 100	515 100	515 100	515 100	515 100	1015 100
1903 – 1927	2 *%	-	2 *%	-	-	-
1928 – 1945	231 8%	31 6%	54 10%	37 7%	38 7%	71 7%
1946 – 1964	1396 45%	239 46%	225 44%	240 47%	224 43%	468 46%
1965 – 1980	792 26%	138 27%	119 23%	130 25%	145 28%	260 26%
1981 – 1996	524 17%	85 17%	94 18%	87 17%	87 17%	171 17%
1997 – 2012	131 4%	22 4%	21 4%	21 4%	22 4%	45 4%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QBirthYear] Which range of years includes the year you were born?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
1903 – 1927	2	-	-	-	2	-	-	-	-	-	-
	*%				1%						
1928 – 1945	231	20	11	33	20	19	18	22	16	38	33
	8%	8%	4%	13%	8%	8%	7%	8%	6%	8%	6%
1946 – 1964	1396	128	110	110	115	125	114	115	109	244	224
	45%	50%	43%	43%	44%	49%	44%	45%	42%	48%	44%
1965 – 1980	792	57	81	55	64	64	66	60	85	115	144
	26%	22%	31%	22%	25%	25%	26%	23%	33%	23%	28%
1981 – 1996	524	42	43	45	49	38	49	46	41	82	88
	17%	16%	17%	18%	19%	15%	19%	18%	16%	16%	17%
1997 – 2012	131	9	12	12	9	11	11	14	7	25	21
	4%	4%	5%	5%	4%	4%	4%	6%	3%	5%	4%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QBirthYear] Which range of years includes the year you were born?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
1903 – 1927	2	-	-	-	2	-	-	-	-	-	-
	*%				*%						
1928 – 1945	231	-	31	-	54	-	37	-	38	-	71
	8%		9%		15%		10%		10%		10%
1946 – 1964	1396	-	239	-	225	-	240	-	224	-	468
	45%		66%		62%		67%		62%		66%
1965 – 1980	792	48	90	39	80	46	83	45	100	84	175
	26%	31%	25%	25%	22%	30%	23%	29%	28%	28%	25%
1981 – 1996	524	85	-	94	-	87	-	87	-	171	-
	17%	55%		61%		56%		57%		57%	
1997 – 2012	131	22	-	21	-	21	-	22	-	45	-
	4%	14%		14%		14%		14%		15%	

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QBirthYear] Which range of years includes the year you were born?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
1903 – 1927	2	-	-	2	-	-	-	-	-	-	-
	*%			*%							
1928 – 1945	231	21	11	36	18	18	19	27	10	42	29
	8%	6%	6%	10%	11%	5%	11%	8%	6%	6%	9%
1946 – 1964	1396	170	68	152	73	160	79	156	68	317	151
	45%	48%	41%	43%	45%	45%	48%	44%	42%	46%	47%
1965 – 1980	792	88	51	82	37	86	44	93	52	176	83
	26%	25%	31%	23%	23%	24%	27%	26%	32%	26%	26%
1981 – 1996	524	58	27	67	27	69	19	61	26	123	47
	17%	17%	17%	19%	16%	19%	12%	17%	16%	18%	15%
1997 – 2012	131	14	8	13	8	19	2	16	6	32	13
	4%	4%	5%	4%	5%	5%	1%	4%	4%	5%	4%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QBirthYear] Which range of years includes the year you were born?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
1903 – 1927	2	-	-	2	-	-	-	-	-	-	-
	*%			*%							
1928 – 1945	231	29	2	52	1	37	-	37	1	68	3
	8%	7%	3%	12%	1%	8%		8%	1%	8%	2%
1946 – 1964	1396	224	14	206	19	224	15	203	21	427	41
	45%	51%	19%	47%	25%	51%	20%	46%	28%	49%	28%
1965 – 1980	792	116	23	95	24	107	23	126	19	222	37
	26%	26%	30%	22%	32%	24%	30%	29%	25%	26%	25%
1981 – 1996	524	57	28	69	25	56	31	62	25	123	48
	17%	13%	37%	16%	33%	13%	40%	14%	33%	14%	32%
1997 – 2012	131	13	9	16	6	14	7	12	10	27	18
	4%	3%	12%	4%	7%	3%	10%	3%	13%	3%	12%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QBirthYear] Which range of years includes the year you were born?

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
1903 – 1927	2	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
	*%				*%											
1928 – 1945	231	16	7	9	36	4	14	19	2	16	21	7	10	44	12	14
	8%	5%	9%	6%	11%	7%	10%	6%	4%	10%	6%	11%	8%	7%	10%	5%
1946 – 1964	1396	130	46	62	137	22	67	136	31	72	129	33	62	257	65	146
	45%	44%	61%	44%	43%	45%	46%	45%	58%	46%	40%	52%	48%	43%	55%	48%
1965 – 1980	792	85	15	38	79	11	29	78	12	40	95	16	34	159	21	79
	26%	29%	20%	27%	25%	22%	20%	26%	21%	25%	30%	24%	27%	27%	18%	26%
1981 – 1996	524	52	7	27	57	9	28	53	9	25	61	8	18	103	17	51
	17%	17%	9%	19%	18%	19%	19%	18%	16%	16%	19%	12%	14%	17%	14%	17%
1997 – 2012	131	15	1	6	11	3	7	16	0	5	17	1	4	29	2	14
	4%	5%	1%	5%	3%	6%	5%	5%	1%	3%	5%	1%	3%	5%	2%	5%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QIdeology] Regardless of how you typically vote, would you say you consider yourself a conservative, a moderate, or a liberal?

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	2303	387	384	386	386	759
	75%	75%	75%	75%	75%	75%
VERY/SOMEWHAT LIBERAL	114	15	19	20	23	35
	4%	3%	4%	4%	5%	3%
Very conservative	1113	187	186	186	187	367
	36%	36%	36%	36%	36%	36%
Somewhat conservative	1190	200	199	200	199	392
	39%	39%	39%	39%	39%	39%
Moderate	618	105	103	100	101	209
	20%	20%	20%	19%	20%	21%
Somewhat liberal	65	9	11	10	14	21
	2%	2%	2%	2%	3%	2%
Very liberal	49	6	9	10	10	14
	2%	1%	2%	2%	2%	1%
Unsure	40	8	8	9	5	11
	1%	1%	2%	2%	1%	1%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QIdeology] Regardless of how you typically vote, would you say you consider yourself a conservative, a moderate, or a liberal?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	2303	195	191	193	191	203	183	188	199	389	370
	75%	76%	74%	76%	74%	79%	71%	73%	77%	77%	73%
VERY/SOMEWHAT LIBERAL	114	6	9	14	6	8	12	17	6	19	17
	4%	2%	4%	5%	2%	3%	5%	7%	2%	4%	3%
Very conservative	1113	89	98	93	92	99	87	79	108	192	176
	36%	35%	38%	37%	35%	39%	34%	31%	42%	38%	34%
Somewhat conservative	1190	106	94	100	99	104	96	108	91	198	194
	39%	41%	36%	39%	38%	40%	37%	42%	35%	39%	38%
Moderate	618	49	56	46	57	44	56	50	50	97	112
	20%	19%	22%	18%	22%	17%	22%	20%	20%	19%	22%
Somewhat liberal	65	3	6	6	4	2	8	8	6	10	11
	2%	1%	2%	2%	2%	1%	3%	3%	2%	2%	2%
Very liberal	49	3	4	8	1	6	4	9	0	9	6
	2%	1%	1%	3%	1%	2%	2%	4%	*%	2%	1%
Unsure	40	6	1	2	6	2	6	2	3	0	11
	1%	2%	1%	1%	2%	1%	2%	1%	1%	*%	2%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QIdeology] Regardless of how you typically vote, would you say you consider yourself a conservative, a moderate, or a liberal?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	2303	92	294	102	282	106	280	95	291	196	564
	75%	60%	82%	66%	78%	68%	78%	62%	80%	65%	79%
VERY/SOMEWHAT LIBERAL	114	9	6	12	8	12	8	16	8	22	13
	4%	6%	2%	8%	2%	8%	2%	10%	2%	7%	2%
Very conservative	1113	43	144	50	136	52	134	45	142	81	286
	36%	28%	40%	32%	38%	34%	37%	29%	39%	27%	40%
Somewhat conservative	1190	49	150	52	147	54	146	51	148	114	278
	39%	32%	42%	34%	41%	35%	41%	33%	41%	38%	39%
Moderate	618	48	57	38	64	35	65	41	60	79	130
	20%	31%	16%	25%	18%	23%	18%	27%	17%	26%	18%
Somewhat liberal	65	5	4	6	4	2	8	7	7	11	10
	2%	4%	1%	4%	1%	1%	2%	5%	2%	4%	1%
Very liberal	49	4	3	5	4	10	-	8	1	11	3
	2%	2%	1%	3%	1%	6%		6%	*%	4%	*%
Unsure	40	6	2	2	6	2	7	1	3	4	8
	1%	4%	1%	1%	2%	1%	2%	1%	1%	1%	1%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QIdeology] Regardless of how you typically vote, would you say you consider yourself a conservative, a moderate, or a liberal?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	2303	255	131	258	126	262	124	251	135	510	250
	75%	73%	80%	73%	77%	74%	76%	71%	83%	74%	77%
VERY/SOMEWHAT LIBERAL	114	10	5	11	8	9	12	21	2	23	12
	4%	3%	3%	3%	5%	2%	7%	6%	1%	3%	4%
Very conservative	1113	123	63	121	65	125	61	123	64	261	106
	36%	35%	38%	34%	40%	35%	37%	35%	39%	38%	33%
Somewhat conservative	1190	132	67	137	61	137	63	128	71	248	143
	39%	38%	41%	39%	37%	39%	39%	36%	44%	36%	44%
Moderate	618	78	27	74	29	73	27	75	26	149	60
	20%	22%	17%	21%	18%	21%	17%	21%	16%	21%	19%
Somewhat liberal	65	6	4	6	4	4	6	13	1	14	7
	2%	2%	2%	2%	3%	1%	4%	4%	1%	2%	2%
Very liberal	49	5	2	5	4	5	5	9	1	9	5
	2%	1%	1%	1%	2%	1%	3%	2%	1%	1%	1%
Unsure	40	7	1	8	-	9	-	5	-	10	1
	1%	2%	1%	2%		2%		1%		1%	*%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QIdeology] Regardless of how you typically vote, would you say you consider yourself a conservative, a moderate, or a liberal?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	2303	342	44	334	51	337	49	333	54	655	104
	75%	78%	59%	76%	67%	77%	64%	76%	71%	76%	70%
VERY/SOMEWHAT LIBERAL	114	10	5	15	4	15	6	18	6	27	8
	4%	2%	6%	3%	6%	3%	7%	4%	7%	3%	6%
Very conservative	1113	168	19	159	27	157	29	159	28	315	53
	36%	38%	25%	36%	35%	36%	38%	36%	37%	36%	36%
Somewhat conservative	1190	174	26	175	24	180	20	173	26	341	51
	39%	40%	34%	40%	32%	41%	26%	39%	34%	39%	35%
Moderate	618	79	26	85	18	81	19	85	16	173	36
	20%	18%	35%	19%	24%	18%	25%	19%	21%	20%	24%
Somewhat liberal	65	7	2	8	3	9	1	10	3	18	3
	2%	2%	3%	2%	3%	2%	2%	2%	5%	2%	2%
Very liberal	49	3	3	7	2	6	4	8	2	9	5
	2%	1%	4%	2%	2%	1%	6%	2%	3%	1%	4%
Unsure	40	8	-	6	3	6	3	4	0	11	-
	1%	2%		1%	4%	1%	4%	1%	*%	1%	

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QIdeology] Regardless of how you typically vote, would you say you consider yourself a conservative, a moderate, or a liberal?

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
VERY/SOMEWHAT CONSERVATIVE	2303	228	63	96	249	33	102	234	44	108	253	50	83	477	97	186
	75%	77%	83%	67%	78%	68%	70%	77%	82%	68%	78%	78%	65%	80%	82%	61%
VERY/SOMEWHAT LIBERAL	114	9	2	4	15	1	3	16	1	4	14	2	8	19	2	14
	4%	3%	2%	3%	5%	3%	2%	5%	1%	3%	4%	3%	6%	3%	2%	5%
Very conservative	1113	125	27	35	132	13	40	132	16	39	140	23	24	270	36	61
	36%	42%	36%	24%	41%	27%	28%	44%	29%	24%	43%	36%	19%	46%	31%	20%
Somewhat conservative	1190	103	36	61	117	20	62	103	28	69	114	27	59	207	61	124
	39%	35%	47%	43%	36%	41%	43%	34%	53%	44%	35%	42%	46%	35%	51%	41%
Moderate	618	54	11	40	50	14	39	49	7	44	52	12	36	88	18	103
	20%	18%	14%	28%	16%	29%	27%	16%	14%	27%	16%	19%	28%	15%	15%	34%
Somewhat liberal	65	6	2	1	8	1	1	8	1	2	8	2	4	12	2	7
	2%	2%	2%	1%	2%	3%	1%	3%	1%	1%	2%	3%	3%	2%	2%	2%
Very liberal	49	3	-	3	7	-	2	8	-	2	6	-	4	8	-	7
	2%	1%		2%	2%		1%	3%		1%	2%		3%	1%		2%
Unsure	40	5	-	2	7	-	1	4	2	3	4	-	1	8	1	2
	1%	2%		2%	2%		1%	1%	3%	2%	1%		1%	1%	1%	1%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QState] In what state do you live?

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
States in the Northeast	545	91	92	91	92	179
	18%	18%	18%	18%	18%	18%
States in the Midwest	590	99	98	99	98	196
	19%	19%	19%	19%	19%	19%
States in the South	1143	191	192	192	192	376
	37%	37%	37%	37%	37%	37%
States in the West	797	133	133	133	133	265
	26%	26%	26%	26%	26%	26%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QState] In what state do you live?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	545	50	42	42	50	44	47	48	43	82	97
	18%	19%	16%	16%	19%	17%	18%	19%	17%	16%	19%
States in the Midwest	590	41	58	43	55	56	43	46	52	92	103
	19%	16%	22%	17%	21%	22%	17%	18%	20%	18%	20%
States in the South	1143	95	97	96	96	85	107	95	97	174	202
	37%	37%	37%	38%	37%	33%	42%	37%	38%	34%	40%
States in the West	797	71	62	74	60	72	61	68	65	157	108
	26%	28%	24%	29%	23%	28%	24%	26%	25%	31%	21%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QState] In what state do you live?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	545	20	71	26	66	28	63	28	63	60	119
	18%	13%	20%	17%	18%	18%	18%	19%	18%	20%	17%
States in the Midwest	590	31	68	40	58	22	76	26	72	51	145
	19%	20%	19%	26%	16%	14%	21%	17%	20%	17%	20%
States in the South	1143	56	135	52	140	54	138	55	137	106	269
	37%	36%	38%	34%	39%	35%	38%	36%	38%	35%	38%
States in the West	797	48	85	37	96	50	82	44	90	84	181
	26%	31%	24%	24%	27%	32%	23%	28%	25%	28%	25%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QState] In what state do you live?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	545	65	26	67	25	68	24	61	31	111	68
	18%	19%	16%	19%	15%	19%	15%	17%	19%	16%	21%
States in the Midwest	590	67	32	76	22	62	37	69	29	142	53
	19%	19%	19%	22%	14%	18%	22%	20%	18%	21%	16%
States in the South	1143	138	52	134	57	124	68	143	48	263	113
	37%	40%	32%	38%	35%	35%	42%	41%	30%	38%	35%
States in the West	797	79	54	74	59	98	34	78	55	175	90
	26%	23%	33%	21%	36%	28%	21%	22%	34%	25%	28%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QState] In what state do you live?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	545	79	12	79	13	78	13	77	15	161	18
	18%	18%	16%	18%	18%	18%	17%	17%	20%	19%	12%
States in the Midwest	590	89	10	84	14	88	11	91	8	176	20
	19%	20%	14%	19%	18%	20%	14%	21%	10%	20%	13%
States in the South	1143	161	31	167	24	167	25	161	31	327	49
	37%	37%	41%	38%	32%	38%	32%	37%	41%	38%	33%
States in the West	797	111	22	109	24	105	28	111	22	203	62
	26%	25%	29%	25%	32%	24%	37%	25%	30%	23%	42%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QState] In what state do you live?

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
States in the Northeast	545	62	8	21	61	2	29	51	7	33	61	5	26	89	26	64
	18%	21%	11%	15%	19%	5%	20%	17%	13%	21%	19%	8%	20%	15%	22%	21%
States in the Midwest	590	57	14	28	55	11	32	51	9	39	54	13	31	111	21	64
	19%	19%	18%	20%	17%	23%	22%	17%	17%	25%	17%	21%	24%	19%	18%	21%
States in the South	1143	112	31	48	126	22	43	125	24	43	124	24	44	242	36	98
	37%	38%	42%	34%	39%	45%	30%	41%	45%	27%	38%	38%	34%	41%	30%	32%
States in the West	797	66	22	45	79	13	41	76	13	44	84	21	28	151	36	78
	26%	22%	29%	32%	24%	27%	28%	25%	25%	28%	26%	33%	22%	25%	31%	26%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QIncome] Which range includes your annual household income?

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
Less than \$30,000 per year	658	115	106	112	110	215
	21%	22%	21%	22%	21%	21%
\$30,000 to \$49,999 per year	663	104	124	101	109	225
	22%	20%	24%	20%	21%	22%
\$50,000 to \$74,999 per year	730	106	116	126	121	262
	24%	21%	22%	24%	23%	26%
\$75,000 to \$124,999 per year	614	122	99	106	97	190
	20%	24%	19%	21%	19%	19%
More than \$125,000 per year	307	52	56	54	58	87
	10%	10%	11%	10%	11%	9%
Prefer not to say	104	16	15	16	20	36
	3%	3%	3%	3%	4%	4%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QIncome] Which range includes your annual household income?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	658	43	72	39	67	41	71	53	57	92	123
	21%	17%	28%	15%	26%	16%	28%	20%	22%	18%	24%
\$30,000 to \$49,999 per year	663	59	45	59	65	52	49	62	47	107	118
	22%	23%	17%	23%	25%	20%	19%	24%	18%	21%	23%
\$50,000 to \$74,999 per year	730	52	54	48	67	75	51	59	61	134	128
	24%	20%	21%	19%	26%	29%	20%	23%	24%	26%	25%
\$75,000 to \$124,999 per year	614	65	57	64	34	56	50	50	48	111	79
	20%	25%	22%	25%	13%	22%	19%	19%	19%	22%	16%
More than \$125,000 per year	307	31	21	39	17	30	24	27	31	50	37
	10%	12%	8%	15%	7%	12%	9%	11%	12%	10%	7%
Prefer not to say	104	6	10	5	10	4	13	6	14	10	26
	3%	2%	4%	2%	4%	1%	5%	2%	5%	2%	5%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QIncome] Which range includes your annual household income?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	658	33	82	25	81	38	74	30	80	56	159
	21%	21%	23%	16%	22%	25%	21%	19%	22%	19%	22%
\$30,000 to \$49,999 per year	663	34	70	35	89	27	74	29	80	69	156
	22%	22%	19%	23%	25%	17%	21%	19%	22%	23%	22%
\$50,000 to \$74,999 per year	730	33	73	44	72	42	84	43	78	84	177
	24%	21%	20%	28%	20%	27%	23%	28%	22%	28%	25%
\$75,000 to \$124,999 per year	614	41	81	32	66	31	74	33	65	63	127
	20%	27%	22%	21%	18%	20%	21%	21%	18%	21%	18%
More than \$125,000 per year	307	13	39	16	40	17	37	18	39	26	61
	10%	8%	11%	10%	11%	11%	10%	12%	11%	9%	9%
Prefer not to say	104	1	15	2	13	1	15	1	20	3	34
	3%	1%	4%	1%	4%	1%	4%	*%	5%	1%	5%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QIncome] Which range includes your annual household income?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	658	96	19	90	16	100	12	88	21	184	31
	21%	27%	12%	25%	10%	28%	7%	25%	13%	27%	9%
\$30,000 to \$49,999 per year	663	84	19	106	18	78	23	90	19	174	51
	22%	24%	11%	30%	11%	22%	14%	26%	12%	25%	16%
\$50,000 to \$74,999 per year	730	74	31	73	43	90	36	93	28	178	84
	24%	21%	19%	21%	26%	25%	22%	26%	17%	26%	26%
\$75,000 to \$124,999 per year	614	62	60	49	50	49	57	44	54	106	84
	20%	18%	36%	14%	31%	14%	35%	12%	33%	15%	26%
More than \$125,000 per year	307	22	30	23	33	22	32	22	36	28	60
	10%	6%	18%	6%	20%	6%	20%	6%	22%	4%	18%
Prefer not to say	104	11	5	13	2	12	3	16	5	21	15
	3%	3%	3%	4%	2%	4%	2%	4%	3%	3%	5%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QIncome] Which range includes your annual household income?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	658	97	18	87	19	89	23	90	20	174	41
	21%	22%	24%	20%	25%	20%	30%	20%	26%	20%	28%
\$30,000 to \$49,999 per year	663	82	22	116	8	89	12	100	9	204	21
	22%	19%	28%	26%	10%	20%	15%	23%	13%	24%	14%
\$50,000 to \$74,999 per year	730	89	16	88	28	108	18	101	19	223	39
	24%	20%	21%	20%	37%	25%	24%	23%	26%	26%	26%
\$75,000 to \$124,999 per year	614	109	13	91	8	94	11	78	20	161	30
	20%	25%	17%	21%	10%	22%	15%	18%	26%	19%	20%
More than \$125,000 per year	307	47	5	44	12	44	10	55	3	73	14
	10%	11%	6%	10%	16%	10%	13%	13%	4%	8%	9%
Prefer not to say	104	14	3	15	1	14	2	16	5	33	4
	3%	3%	3%	3%	1%	3%	3%	4%	6%	4%	2%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QIncome] Which range includes your annual household income?

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Less than \$30,000 per year	658	78	15	22	69	10	27	72	9	31	79	8	23	131	21	63
	21%	26%	20%	15%	22%	20%	19%	24%	17%	20%	25%	12%	18%	22%	18%	21%
\$30,000 to \$49,999 per year	663	52	15	37	87	13	24	61	8	32	69	10	30	132	26	67
	22%	18%	20%	26%	27%	27%	16%	20%	14%	20%	21%	16%	23%	22%	22%	22%
\$50,000 to \$74,999 per year	730	68	19	19	63	9	44	69	13	44	73	15	32	165	36	60
	24%	23%	25%	13%	20%	19%	30%	23%	24%	28%	23%	24%	25%	28%	31%	20%
\$75,000 to \$124,999 per year	614	69	15	39	53	12	34	62	14	30	55	20	22	97	21	72
	20%	23%	20%	27%	16%	24%	23%	20%	26%	19%	17%	32%	17%	16%	18%	24%
More than \$125,000 per year	307	21	9	23	37	5	13	31	8	15	34	8	15	40	11	36
	10%	7%	11%	16%	12%	11%	9%	10%	14%	10%	11%	13%	12%	7%	9%	12%
Prefer not to say	104	10	3	4	12	-	3	8	3	6	11	2	7	27	3	6
	3%	3%	3%	3%	4%		2%	2%	5%	4%	4%	3%	5%	5%	3%	2%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[MEDIA]

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
Focused	515	515	-	-	-	-
	17%	100%				
Don't Know	515	-	515	-	-	-
	17%		100%			
Trump Trump	515	-	-	515	-	-
	17%			100%		
Unrealistic	515	-	-	-	515	-
	17%				100%	
Control	1015	-	-	-	-	1015
	33%					100%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[MEDIA]

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
Focused	515	257	258	-	-	-	-	-	-	-	-
	17%	100%	100%								
Don't Know	515	-	-	255	260	-	-	-	-	-	-
	17%			100%	100%						
Trump Trump	515	-	-	-	-	257	258	-	-	-	-
	17%					100%	100%				
Unrealistic	515	-	-	-	-	-	-	257	258	-	-
	17%							100%	100%		
Control	1015	-	-	-	-	-	-	-	-	505	510
	33%									100%	100%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[MEDIA]

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
Focused	515	155	360	-	-	-	-	-	-	-	-
	17%	100%	100%								
Don't Know	515	-	-	154	361	-	-	-	-	-	-
	17%			100%	100%						
Trump Trump	515	-	-	-	-	155	360	-	-	-	-
	17%					100%	100%				
Unrealistic	515	-	-	-	-	-	-	153	362	-	-
	17%							100%	100%		
Control	1015	-	-	-	-	-	-	-	-	300	715
	33%									100%	100%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[MEDIA]

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075 100	350 100	164 100	352 100	163 100	352 100	162 100	352 100	163 100	691 100	323 100
Focused	515 17%	350 100%	164 100%	-	-	-	-	-	-	-	-
Don't Know	515 17%	-	-	352 100%	163 100%	-	-	-	-	-	-
Trump Trump	515 17%	-	-	-	-	352 100%	162 100%	-	-	-	-
Unrealistic	515 17%	-	-	-	-	-	-	352 100%	163 100%	-	-
Control	1015 33%	-	-	-	-	-	-	-	-	691 100%	323 100%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[MEDIA]

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
Focused	515	439	76	-	-	-	-	-	-	-	-
	17%	100%	100%								
Don't Know	515	-	-	439	76	-	-	-	-	-	-
	17%			100%	100%						
Trump Trump	515	-	-	-	-	438	77	-	-	-	-
	17%					100%	100%				
Unrealistic	515	-	-	-	-	-	-	439	76	-	-
	17%							100%	100%		
Control	1015	-	-	-	-	-	-	-	-	867	148
	33%									100%	100%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[MEDIA]

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Focused	515	297	75	143	-	-	-	-	-	-	-	-	-	-	-	-
	17%	100%	100%	100%												
Don't Know	515	-	-	-	321	48	145	-	-	-	-	-	-	-	-	-
	17%				100%	100%	100%									
Trump Trump	515	-	-	-	-	-	-	303	54	159	-	-	-	-	-	-
	17%							100%	100%	100%						
Unrealistic	515	-	-	-	-	-	-	-	-	-	323	64	128	-	-	-
	17%										100%	100%	100%			
Control	1015	-	-	-	-	-	-	-	-	-	-	-	-	593	118	304
	33%													100%	100%	100%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRegVote] Are you registered to vote?

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
Yes	3075	515	515	515	515	1015
	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-
Unsure	-	-	-	-	-	-

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRegVote] Are you registered to vote?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
Yes	3075	257	258	255	260	257	258	257	258	505	510
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRegVote] Are you registered to vote?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
Yes	3075	155	360	154	361	155	360	153	362	300	715
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRegVote] Are you registered to vote?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
Yes	3075	350	164	352	163	352	162	352	163	691	323
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRegVote] Are you registered to vote?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
Yes	3075	439	76	439	76	438	77	439	76	867	148
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRegVote] Are you registered to vote?

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Yes	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QPrimary] Thinking ahead to 2024, are you more likely to vote in the Republican or Democratic presidential primary?

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
The Republican primary	3075	515	515	515	515	1015
	100%	100%	100%	100%	100%	100%
The Democratic primary	-	-	-	-	-	-
Neither one	-	-	-	-	-	-
Unsure	-	-	-	-	-	-

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QPrimary] Thinking ahead to 2024, are you more likely to vote in the Republican or Democratic presidential primary?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
The Republican primary	3075	257	258	255	260	257	258	257	258	505	510
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The Democratic primary	-	-	-	-	-	-	-	-	-	-	-
Neither one	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QPrimary] Thinking ahead to 2024, are you more likely to vote in the Republican or Democratic presidential primary?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
The Republican primary	3075	155	360	154	361	155	360	153	362	300	715
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The Democratic primary	-	-	-	-	-	-	-	-	-	-	-
Neither one	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QPrimary] Thinking ahead to 2024, are you more likely to vote in the Republican or Democratic presidential primary?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
The Republican primary	3075	350	164	352	163	352	162	352	163	691	323
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The Democratic primary	-	-	-	-	-	-	-	-	-	-	-
Neither one	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QPrimary] Thinking ahead to 2024, are you more likely to vote in the Republican or Democratic presidential primary?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
The Republican primary	3075	439	76	439	76	438	77	439	76	867	148
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The Democratic primary	-	-	-	-	-	-	-	-	-	-	-
Neither one	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QPrimary] Thinking ahead to 2024, are you more likely to vote in the Republican or Democratic presidential primary?

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
The Republican primary	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The Democratic primary	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Neither one	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Unsure	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QParty] Regardless of how you typically vote, would you say you consider yourself a Republican, Democrat, independent, or something else?

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
Republican	2543	414	430	428	437	834
	83%	80%	84%	83%	85%	82%
Democrat	-	-	-	-	-	-
Independent	492	92	83	82	69	166
	16%	18%	16%	16%	13%	16%
Something else	33	7	2	3	9	12
	1%	1%	*%	1%	2%	1%
Unsure	8	2	-	2	-	4
	*%	*%		*%		*%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QParty] Regardless of how you typically vote, would you say you consider yourself a Republican, Democrat, independent, or something else?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
Republican	2543	200	215	206	224	207	221	220	217	402	431
	83%	78%	83%	81%	86%	80%	86%	86%	84%	80%	85%
Democrat	-	-	-	-	-	-	-	-	-	-	-
Independent	492	52	40	47	36	46	36	33	35	96	70
	16%	20%	15%	19%	14%	18%	14%	13%	14%	19%	14%
Something else	33	3	4	2	-	3	-	4	6	7	5
	1%	1%	1%	1%		1%		1%	2%	1%	1%
Unsure	8	1	1	-	-	1	1	-	-	0	4
	*%	*%	*%			*%	*%			*%	1%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QParty] Regardless of how you typically vote, would you say you consider yourself a Republican, Democrat, independent, or something else?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
Republican	2543	114	300	136	294	132	296	131	306	246	588
	83%	74%	83%	88%	82%	85%	82%	85%	85%	82%	82%
Democrat	-	-	-	-	-	-	-	-	-	-	-
Independent	492	37	55	18	65	22	60	22	47	50	115
	16%	24%	15%	12%	18%	14%	17%	14%	13%	17%	16%
Something else	33	1	5	-	2	1	3	1	9	3	9
	1%	1%	2%		*%	1%	1%	*%	2%	1%	1%
Unsure	8	2	-	-	-	1	1	-	-	1	3
	*%	1%				*%	*%			*%	*%

Echelon Insights
Creative Optimizer Survey

N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QParty] Regardless of how you typically vote, would you say you consider yourself a Republican, Democrat, independent, or something else?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
Republican	2543	276	137	293	137	301	125	301	136	579	254
	83%	79%	84%	83%	84%	86%	77%	85%	84%	84%	78%
Democrat	-	-	-	-	-	-	-	-	-	-	-
Independent	492	66	26	57	26	46	36	42	26	99	67
	16%	19%	16%	16%	16%	13%	22%	12%	16%	14%	21%
Something else	33	6	1	2	-	3	1	9	0	9	3
	1%	2%	1%	*%		1%	1%	3%	*%	1%	1%
Unsure	8	2	-	-	-	2	-	-	-	4	-
	*%	1%				*%				1%	

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QParty] Regardless of how you typically vote, would you say you consider yourself a Republican, Democrat, independent, or something else?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
Republican	2543	360	54	370	60	363	65	373	64	718	116
	83%	82%	71%	84%	80%	83%	84%	85%	84%	83%	78%
Democrat	-	-	-	-	-	-	-	-	-	-	-
Independent	492	73	19	69	14	74	8	61	8	136	29
	16%	17%	26%	16%	19%	17%	11%	14%	10%	16%	20%
Something else	33	4	2	1	1	1	3	5	4	9	3
	1%	1%	3%	*%	1%	*%	4%	1%	6%	1%	2%
Unsure	8	2	-	-	-	1	1	-	-	4	-
	*%	*%				*%	1%			*%	

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QParty] Regardless of how you typically vote, would you say you consider yourself a Republican, Democrat, independent, or something else?

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Republican	2543	254	57	103	276	40	114	253	51	124	281	51	105	516	100	218
	83%	85%	76%	72%	86%	83%	78%	83%	94%	78%	87%	80%	81%	87%	85%	72%
Democrat	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Independent	492	43	16	34	43	8	32	47	2	33	36	11	21	72	16	77
	16%	14%	21%	24%	14%	17%	22%	16%	4%	21%	11%	18%	16%	12%	14%	25%
Something else	33	0	2	5	2	-	-	2	1	0	5	1	3	5	2	6
	1%	*%	2%	3%	1%			1%	2%	*%	2%	2%	2%	1%	1%	2%
Unsure	8	-	1	1	-	-	-	1	-	1	-	-	-	-	-	4
	*%		1%	1%				*%		1%						1%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QAge] What is your age?

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
18-29	230	39	39	39	39	75
	7%	8%	8%	7%	7%	7%
30-39	299	50	50	52	50	97
	10%	10%	10%	10%	10%	10%
40-49	389	66	65	65	65	128
	13%	13%	13%	13%	13%	13%
50-64	930	155	156	155	155	309
	30%	30%	30%	30%	30%	30%
65+	1227	205	205	205	206	405
	40%	40%	40%	40%	40%	40%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QAge] What is your age?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
18-29	230	21	18	22	17	23	15	25	14	41	34
	7%	8%	7%	9%	6%	9%	6%	10%	5%	8%	7%
30-39	299	19	31	22	29	14	37	29	21	42	55
	10%	7%	12%	8%	11%	6%	14%	11%	8%	8%	11%
40-49	389	37	29	32	33	40	24	23	42	68	60
	13%	14%	11%	13%	13%	16%	9%	9%	16%	13%	12%
50-64	930	63	92	65	90	65	90	76	79	134	175
	30%	24%	36%	26%	35%	25%	35%	30%	31%	27%	34%
65+	1227	117	89	114	91	114	91	104	102	220	185
	40%	45%	34%	45%	35%	44%	35%	41%	40%	44%	36%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QAge] What is your age?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
18-29	230	39	-	39	-	39	-	39	-	75	-
	7%	25%		25%		25%		25%		25%	
30-39	299	50	-	50	-	52	-	50	-	97	-
	10%	32%		33%		33%		32%		32%	
40-49	389	66	-	65	-	65	-	65	-	128	-
	13%	43%		42%		42%		42%		43%	
50-64	930	-	155	-	156	-	155	-	155	-	309
	30%		43%		43%		43%		43%		43%
65+	1227	-	205	-	205	-	205	-	206	-	405
	40%		57%		57%		57%		57%		57%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QAge] What is your age?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
18-29	230	29	10	26	13	32	7	26	12	56	19
	7%	8%	6%	7%	8%	9%	4%	8%	7%	8%	6%
30-39	299	32	18	30	20	42	10	35	14	74	23
	10%	9%	11%	9%	12%	12%	6%	10%	9%	11%	7%
40-49	389	43	23	51	14	46	19	42	24	80	48
	13%	12%	14%	14%	9%	13%	11%	12%	15%	12%	15%
50-64	930	112	43	105	51	105	50	104	51	217	92
	30%	32%	26%	30%	31%	30%	31%	30%	31%	31%	28%
65+	1227	135	69	140	66	127	77	144	62	264	142
	40%	38%	42%	40%	40%	36%	47%	41%	38%	38%	44%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QAge] What is your age?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
18-29	230	20	19	26	13	28	11	21	18	45	30
	7%	5%	25%	6%	17%	6%	14%	5%	24%	5%	20%
30-39	299	35	15	37	13	31	21	34	16	69	28
	10%	8%	20%	9%	17%	7%	27%	8%	21%	8%	19%
40-49	389	52	14	48	17	44	21	57	8	108	20
	13%	12%	18%	11%	23%	10%	28%	13%	10%	13%	13%
50-64	930	137	18	134	22	141	14	137	18	268	41
	30%	31%	23%	30%	29%	32%	18%	31%	24%	31%	28%
65+	1227	195	11	195	10	195	10	190	16	376	30
	40%	44%	14%	44%	14%	44%	13%	43%	21%	43%	20%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QAge] What is your age?

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
18-29	230	29	1	9	25	3	11	26	5	7	28	2	9	50	7	18
	7%	10%	2%	6%	8%	6%	8%	9%	10%	4%	9%	3%	7%	8%	6%	6%
30-39	299	27	5	19	27	9	15	32	3	17	40	3	7	57	6	34
	10%	9%	6%	13%	8%	18%	10%	10%	6%	10%	12%	5%	5%	10%	5%	11%
40-49	389	38	6	22	41	3	21	36	6	23	42	9	15	80	16	32
	13%	13%	8%	15%	13%	6%	15%	12%	11%	15%	13%	14%	12%	14%	13%	11%
50-64	930	92	28	35	95	15	45	102	13	39	97	17	41	178	30	101
	30%	31%	37%	25%	30%	31%	31%	34%	25%	25%	30%	27%	32%	30%	25%	33%
65+	1227	112	35	58	134	19	53	106	26	73	116	33	58	227	60	119
	40%	38%	47%	41%	42%	39%	36%	35%	48%	46%	36%	51%	45%	38%	51%	39%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QGender] What is your gender?

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
Male	1530	257	255	257	257	505
	50%	50%	50%	50%	50%	50%
Female	1545	258	260	258	258	510
	50%	50%	50%	50%	50%	50%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QGender] What is your gender?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
Male	1530	257	-	255	-	257	-	257	-	505	-
	50%	100%		100%		100%		100%		100%	
Female	1545	-	258	-	260	-	258	-	258	-	510
	50%		100%		100%		100%		100%		100%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QGender] What is your gender?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
Male	1530	77	179	76	179	78	178	77	180	151	354
	50%	50%	50%	49%	50%	50%	50%	50%	50%	50%	50%
Female	1545	78	181	78	182	77	181	77	181	150	360
	50%	50%	50%	51%	50%	50%	50%	50%	50%	50%	50%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QGender] What is your gender?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
Male	1530	173	84	169	86	168	88	178	79	321	183
	50%	49%	51%	48%	53%	48%	54%	50%	49%	46%	57%
Female	1545	177	80	182	77	184	74	175	84	370	140
	50%	51%	49%	52%	47%	52%	46%	50%	51%	54%	43%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QGender] What is your gender?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
Male	1530	217	40	219	36	220	37	214	43	413	92
	50%	49%	52%	50%	47%	50%	48%	49%	57%	48%	62%
Female	1545	222	36	220	40	218	40	226	32	453	56
	50%	51%	48%	50%	53%	50%	52%	51%	43%	52%	38%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QGender] What is your gender?

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Male	1530	142	40	74	165	21	69	150	29	78	164	34	59	306	51	148
	50%	48%	54%	52%	51%	44%	47%	49%	55%	49%	51%	53%	46%	52%	43%	49%
Female	1545	155	35	68	156	27	76	153	24	81	158	30	70	286	67	156
	50%	52%	46%	48%	49%	56%	53%	51%	45%	51%	49%	47%	54%	48%	57%	51%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRace] What is your race? You may select more than one

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075 100	515 100	515 100	515 100	515 100	1015 100
Black	130 4%	26 5%	24 5%	27 5%	17 3%	36 4%
White	2773 90%	461 89%	463 90%	460 89%	471 92%	918 90%
Hispanic/Latino	173 6%	28 5%	20 4%	27 5%	37 7%	60 6%
Asian	59 2%	10 2%	11 2%	7 1%	13 2%	19 2%
Native American	86 3%	11 2%	12 2%	11 2%	19 4%	33 3%
Something else (Please specify)	40 1%	7 1%	10 2%	4 1%	4 1%	15 1%
Prefer not to say	5 *%	-	1 *%	2 *%	-	1 *%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRace] What is your race? You may select more than one

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
Black	130	14	12	16	8	11	16	13	4	24	12
	4%	5%	5%	6%	3%	4%	6%	5%	1%	5%	2%
White	2773	235	226	229	234	232	228	233	238	446	472
	90%	91%	87%	90%	90%	90%	88%	91%	92%	88%	93%
Hispanic/Latino	173	20	8	10	11	15	13	22	14	35	25
	6%	8%	3%	4%	4%	6%	5%	9%	6%	7%	5%
Asian	59	4	6	4	7	3	4	4	9	12	7
	2%	2%	2%	1%	3%	1%	1%	1%	3%	2%	1%
Native American	86	7	4	1	11	4	7	9	10	19	13
	3%	3%	2%	1%	4%	1%	3%	4%	4%	4%	3%
Something else (Please specify)	40	2	6	5	5	3	2	2	1	10	4
	1%	1%	2%	2%	2%	1%	1%	1%	1%	2%	1%
Prefer not to say	5	-	-	1	-	2	-	-	-	1	0
	*%			*%		1%				*%	*%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRace] What is your race? You may select more than one

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
Black	130	20	6	18	6	24	4	13	4	31	5
	4%	13%	2%	11%	2%	15%	1%	8%	1%	10%	1%
White	2773	119	342	120	343	118	342	125	347	244	675
	90%	77%	95%	78%	95%	76%	95%	81%	96%	81%	94%
Hispanic/Latino	173	20	8	14	6	19	9	22	15	32	28
	6%	13%	2%	9%	2%	12%	2%	14%	4%	11%	4%
Asian	59	9	1	4	7	4	3	7	6	8	11
	2%	6%	*%	2%	2%	3%	1%	4%	2%	3%	2%
Native American	86	5	6	4	8	5	6	8	11	10	22
	3%	3%	2%	2%	2%	3%	2%	5%	3%	3%	3%
Something else (Please specify)	40	0	7	6	4	-	4	1	3	6	8
	1%	*%	2%	4%	1%		1%	*%	1%	2%	1%
Prefer not to say	5	-	-	0	1	2	-	-	-	1	0
	*%			*%	*%	1%				*%	*%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRace] What is your race? You may select more than one

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
Black	130	20	6	16	7	21	6	14	3	27	9
	4%	6%	4%	5%	5%	6%	4%	4%	2%	4%	3%
White	2773	311	149	313	149	313	146	324	147	623	296
	90%	89%	91%	89%	91%	89%	90%	92%	91%	90%	91%
Hispanic/Latino	173	20	8	13	7	21	7	23	14	43	17
	6%	6%	5%	4%	4%	6%	4%	7%	8%	6%	5%
Asian	59	9	1	6	5	2	5	10	3	7	12
	2%	3%	1%	2%	3%	1%	3%	3%	2%	1%	4%
Native American	86	7	4	8	4	6	5	18	2	22	11
	3%	2%	3%	2%	2%	2%	3%	5%	1%	3%	3%
Something else (Please specify)	40	6	1	10	-	3	1	2	2	13	2
	1%	2%	1%	3%		1%	1%	1%	1%	2%	1%
Prefer not to say	5	-	-	1	-	2	-	-	-	0	1
	*%			*%		1%				*%	*%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRace] What is your race? You may select more than one

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
Black	130	-	26	-	24	-	27	-	17	-	36
	4%		34%		32%		36%		22%		24%
White	2773	439	22	439	23	438	22	439	32	867	52
	90%	100%	28%	100%	31%	100%	28%	100%	42%	100%	35%
Hispanic/Latino	173	-	28	-	20	-	27	-	37	-	60
	6%		37%		27%		36%		49%		41%
Asian	59	-	10	-	11	-	7	-	13	-	19
	2%		14%		14%		9%		17%		13%
Native American	86	-	11	-	12	-	11	-	19	-	33
	3%		15%		16%		14%		26%		22%
Something else (Please specify)	40	-	7	-	10	-	4	-	4	-	15
	1%		9%		13%		6%		5%		10%
Prefer not to say	5	-	-	-	1	-	2	-	-	-	1
	*%				2%		3%				1%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QRace] What is your race? You may select more than one

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Black	130	14	4	8	14	1	9	19	1	7	14	2	1	25	1	10
	4%	5%	5%	6%	4%	2%	6%	6%	1%	5%	4%	3%	*%	4%	*%	3%
White	2773	265	70	126	291	47	124	264	50	146	293	60	118	526	112	280
	90%	89%	93%	88%	91%	97%	86%	87%	93%	92%	91%	94%	92%	89%	95%	92%
Hispanic/Latino	173	19	1	8	12	1	7	18	0	9	30	2	4	42	5	13
	6%	6%	1%	6%	4%	3%	5%	6%	1%	6%	9%	4%	3%	7%	4%	4%
Asian	59	9	-	2	6	-	5	4	1	2	5	1	6	10	1	7
	2%	3%		1%	2%		3%	1%	2%	1%	2%	1%	5%	2%	1%	2%
Native American	86	7	0	4	10	1	1	8	2	1	14	2	3	19	7	6
	3%	2%	1%	3%	3%	1%	1%	3%	3%	1%	4%	3%	3%	3%	6%	2%
Something else (Please specify)	40	4	-	4	5	-	5	3	2	-	2	-	1	13	0	1
	1%	1%		3%	2%		3%	1%	3%		1%		1%	2%	*%	*%
Prefer not to say	5	-	-	-	1	-	-	2	-	-	-	-	-	1	-	-
	*%				*%			1%						*%		

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Media				
	Total	Focused	Don't Know	Trump Trump	Unrealistic	Control
Total	3075	515	515	515	515	1015
	100	100	100	100	100	100
High school or less	789	125	135	137	143	249
	26%	24%	26%	27%	28%	25%
Some college	818	151	144	124	134	264
	27%	29%	28%	24%	26%	26%
Associate degree	490	74	73	90	75	177
	16%	14%	14%	18%	15%	17%
Bachelor' s degree	681	117	122	106	106	230
	22%	23%	24%	21%	21%	23%
Graduate degree	295	47	41	57	56	94
	10%	9%	8%	11%	11%	9%
Prefer not to say	3	1	-	1	0	1
	*%	*%		*%	*%	*%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Total	3075	257	258	255	260	257	258	257	258	505	510
	100	100	100	100	100	100	100	100	100	100	100
High school or less	789	59	66	58	76	68	69	70	72	110	140
	26%	23%	26%	23%	29%	27%	27%	27%	28%	22%	27%
Some college	818	67	84	70	74	56	68	72	62	131	134
	27%	26%	32%	28%	28%	22%	26%	28%	24%	26%	26%
Associate degree	490	47	27	40	33	44	47	35	40	81	96
	16%	18%	10%	16%	13%	17%	18%	14%	16%	16%	19%
Bachelor' s degree	681	58	59	66	55	59	46	47	59	133	97
	22%	23%	23%	26%	21%	23%	18%	18%	23%	26%	19%
Graduate degree	295	25	22	19	22	29	28	32	24	50	44
	10%	10%	8%	8%	8%	11%	11%	12%	9%	10%	9%
Prefer not to say	3	-	1	-	-	1	-	0	-	1	-
	*%		*%			*%		*%		*%	

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+	Under 50	50+
Total	3075	155	360	154	361	155	360	153	362	300	715
	100	100	100	100	100	100	100	100	100	100	100
High school or less	789	42	84	37	98	59	79	40	102	79	170
	26%	27%	23%	24%	27%	38%	22%	26%	28%	26%	24%
Some college	818	38	112	48	96	33	91	36	99	59	205
	27%	25%	31%	31%	27%	21%	25%	23%	27%	20%	29%
Associate degree	490	24	50	23	50	28	62	28	48	72	106
	16%	15%	14%	15%	14%	18%	17%	18%	13%	24%	15%
Bachelor' s degree	681	37	80	34	88	21	84	36	70	64	165
	22%	24%	22%	22%	24%	14%	23%	24%	19%	21%	23%
Graduate degree	295	14	32	13	28	14	43	14	42	25	69
	10%	9%	9%	9%	8%	9%	12%	9%	12%	8%	10%
Prefer not to say	3	-	1	-	-	-	1	-	0	1	-
	*%		*%				*%		*%	*%	

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	Non-College	College	Non-College	College	Non-College	College	Non-College	College	Non-College	College
Total	3075	350	164	352	163	352	162	352	163	691	323
	100	100	100	100	100	100	100	100	100	100	100
High school or less	789	125	-	135	-	137	-	143	-	249	-
	26%	36%		38%		39%		40%		36%	
Some college	818	151	-	144	-	124	-	134	-	264	-
	27%	43%		41%		35%		38%		38%	
Associate degree	490	74	-	73	-	90	-	75	-	177	-
	16%	21%		21%		26%		21%		26%	
Bachelor's degree	681	-	117	-	122	-	106	-	106	-	230
	22%		71%		75%		65%		65%		71%
Graduate degree	295	-	47	-	41	-	57	-	56	-	94
	10%		29%		25%		35%		35%		29%
Prefer not to say	3	-	-	-	-	-	-	-	-	-	-
	*%										

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Focused		Don't Know		Trump Trump		Unrealistic		Control	
	Total	White	Non-White	White	Non-White	White	Non-White	White	Non-White	White	Non-White
Total	3075	439	76	439	76	438	77	439	76	867	148
	100	100	100	100	100	100	100	100	100	100	100
High school or less	789	114	11	119	16	116	21	126	16	210	40
	26%	26%	15%	27%	21%	27%	27%	29%	22%	24%	27%
Some college	818	126	25	117	27	108	16	109	26	224	41
	27%	29%	33%	27%	36%	25%	21%	25%	34%	26%	27%
Associate degree	490	55	18	62	11	72	18	63	12	152	26
	16%	13%	24%	14%	15%	16%	24%	14%	16%	18%	17%
Bachelor's degree	681	103	14	102	20	89	16	90	16	194	35
	22%	23%	19%	23%	26%	20%	21%	20%	22%	22%	24%
Graduate degree	295	40	7	40	1	52	5	51	5	87	6
	10%	9%	9%	9%	2%	12%	6%	12%	6%	10%	4%
Prefer not to say	3	1	-	-	-	1	-	0	-	-	1
	*%	*%				*%		*%			*%

Echelon Insights
 Creative Optimizer Survey
 N=3,075, Republican Primary Voters, September 15-19, 2023, Margin of Error=2.1 Percentage Points

[QEducation] What is the highest level of education you have completed?

	Total	Focused			Don't Know			Trump Trump			Unrealistic			Control		
	Total	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other	Trump	DeSantis	Other
Total	3075	297	75	143	321	48	145	303	54	159	323	64	128	593	118	304
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
High school or less	789	84	14	28	92	5	38	79	13	46	101	10	31	150	25	74
	26%	28%	18%	20%	29%	9%	26%	26%	25%	29%	31%	16%	24%	25%	22%	24%
Some college	818	89	20	42	102	11	30	76	11	37	86	18	31	154	36	74
	27%	30%	27%	30%	32%	23%	21%	25%	21%	23%	27%	28%	24%	26%	30%	24%
Associate degree	490	42	15	17	46	12	15	62	7	22	48	10	17	121	18	38
	16%	14%	19%	12%	14%	24%	11%	20%	13%	14%	15%	16%	13%	20%	15%	13%
Bachelor' s degree	681	55	21	41	57	12	52	54	18	34	61	14	31	124	25	80
	22%	19%	28%	29%	18%	26%	36%	18%	34%	21%	19%	23%	24%	21%	21%	26%
Graduate degree	295	28	6	13	23	9	10	32	4	21	27	11	18	43	13	37
	10%	9%	8%	9%	7%	18%	7%	10%	8%	13%	8%	18%	14%	7%	11%	12%
Prefer not to say	3	-	-	1	-	-	-	1	-	-	0	-	-	-	-	1
	*%			1%				*%			*%					*%