



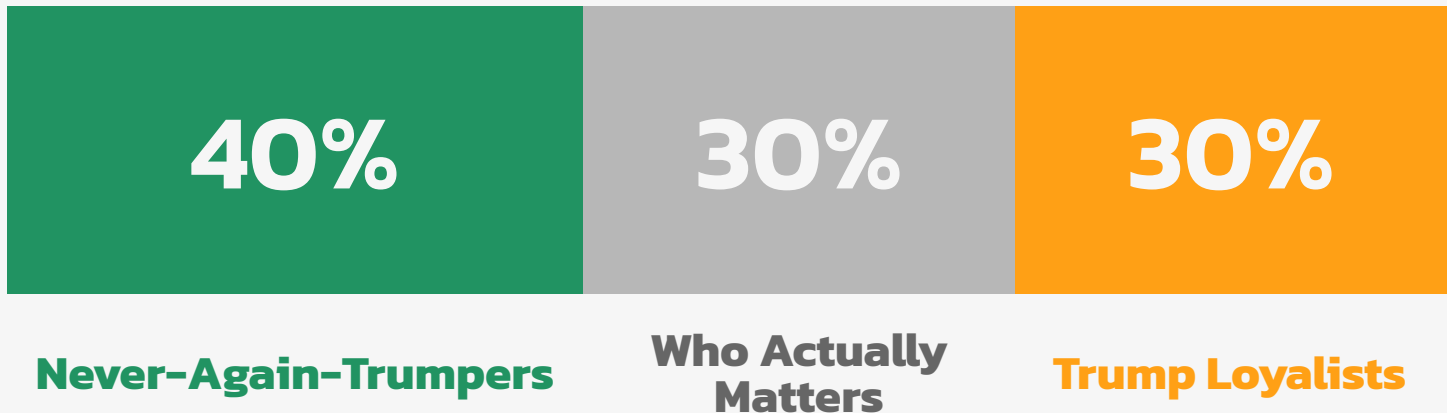
The 2024 GOP Presidential Primary

a comprehensive report



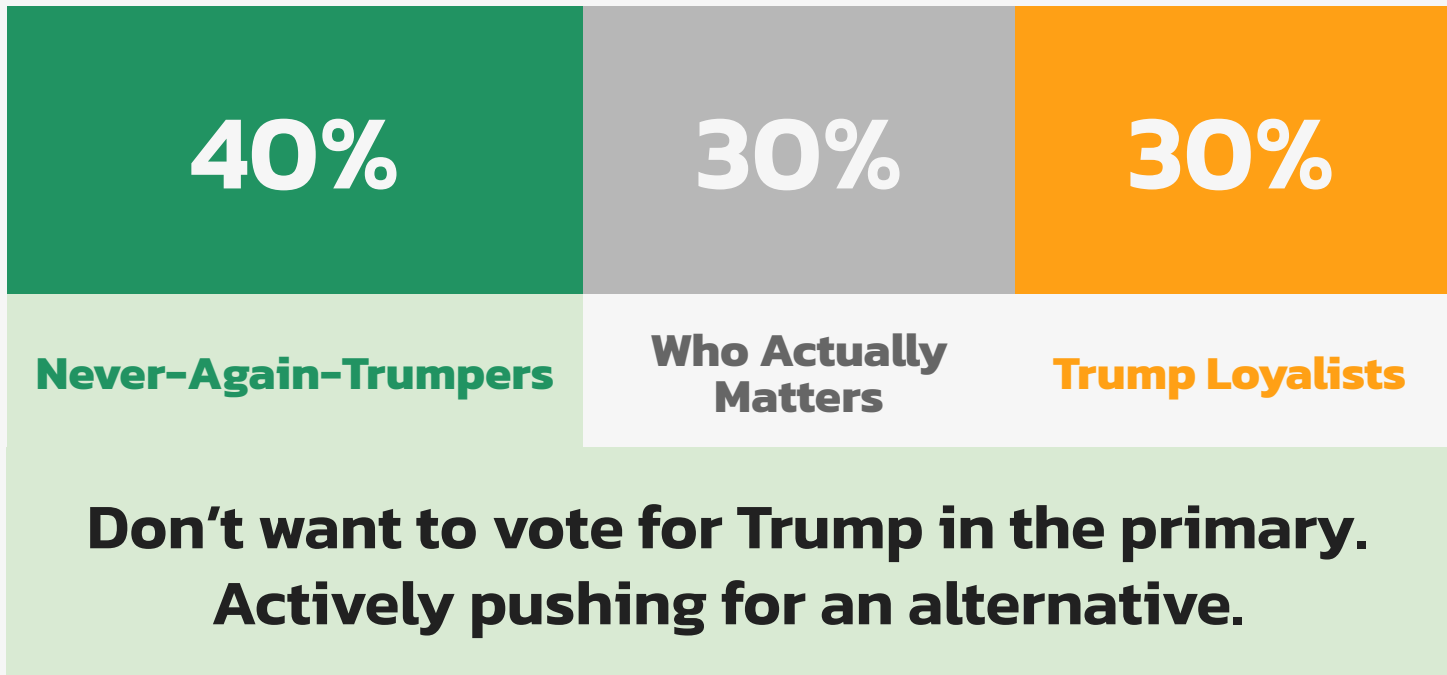


The 2024 GOP Electorate



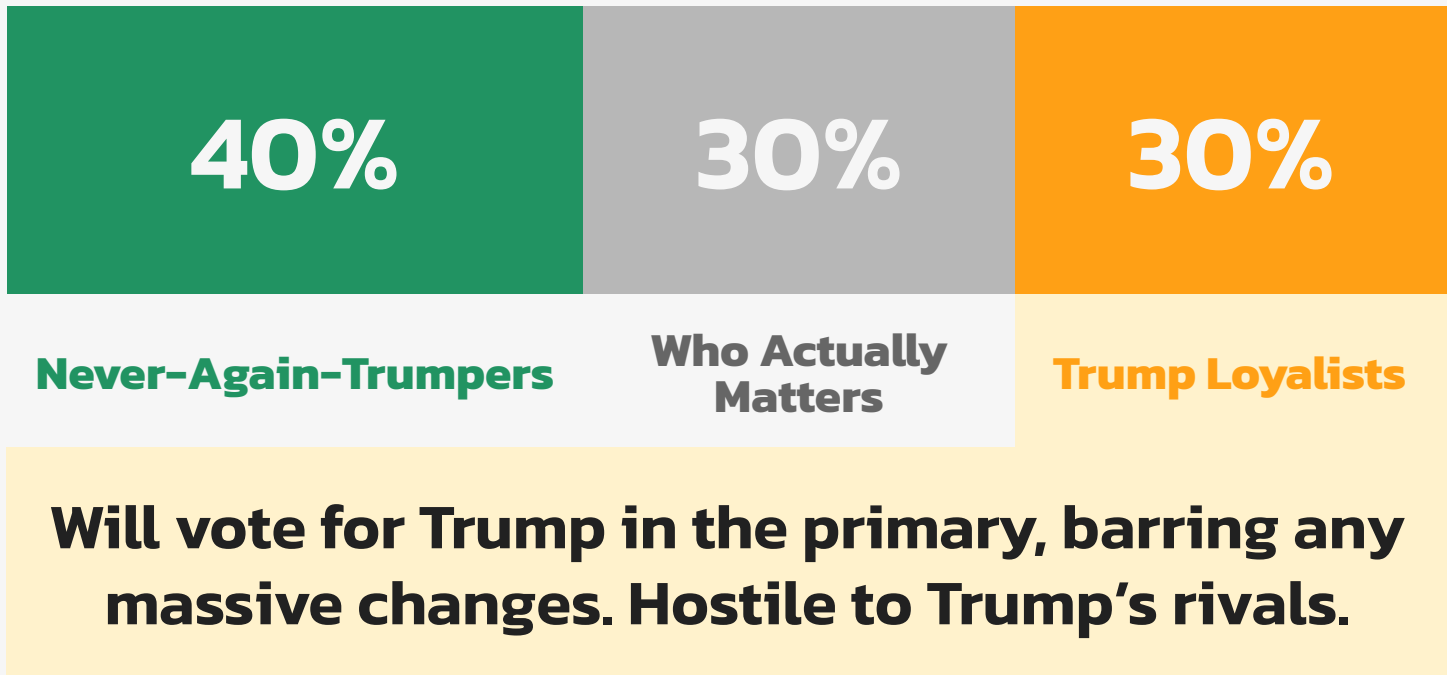


The 2024 GOP Electorate





The 2024 GOP Electorate





The 2024 GOP Electorate

40%

Never-Again-Trumpers

30%

**Who Actually
Matters**

30%

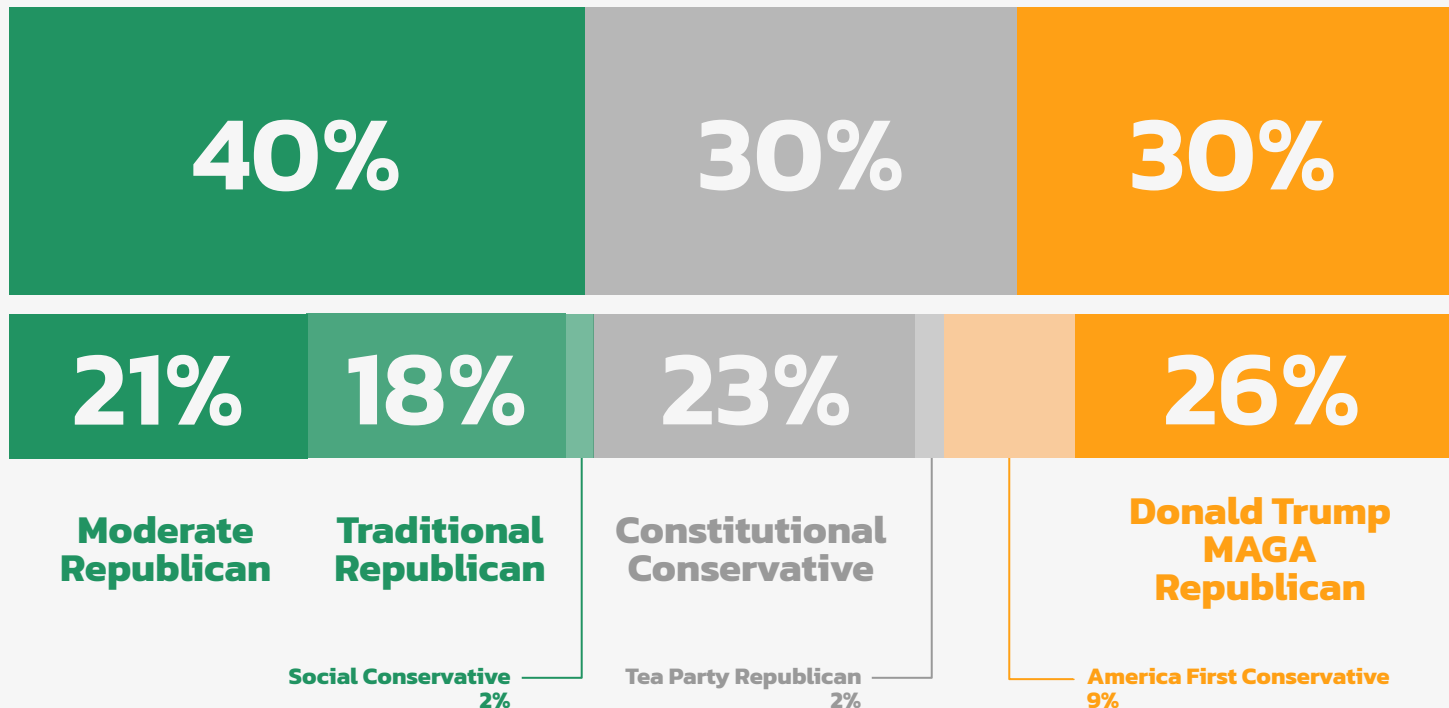
Trump Loyalists

**Don't hate Trump, but also don't worship him.
Open to alternatives.**



Real Voters, Real Data

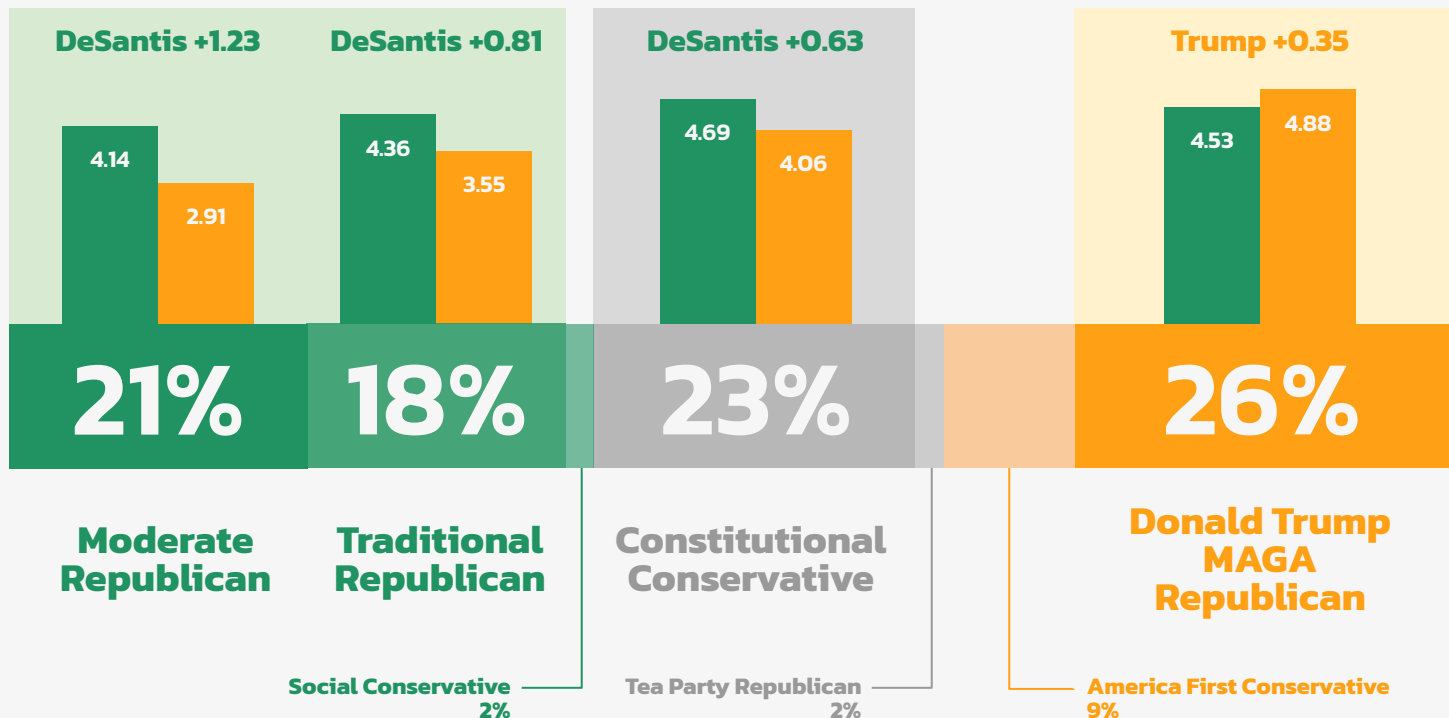
SOURCE: Victory Insights. 1100+ likely GOP presidential primary voters in ten early states. Conducted Nov. 23–26, 2022. 3% margin of error.





Avg. 1-5 Rating by Group

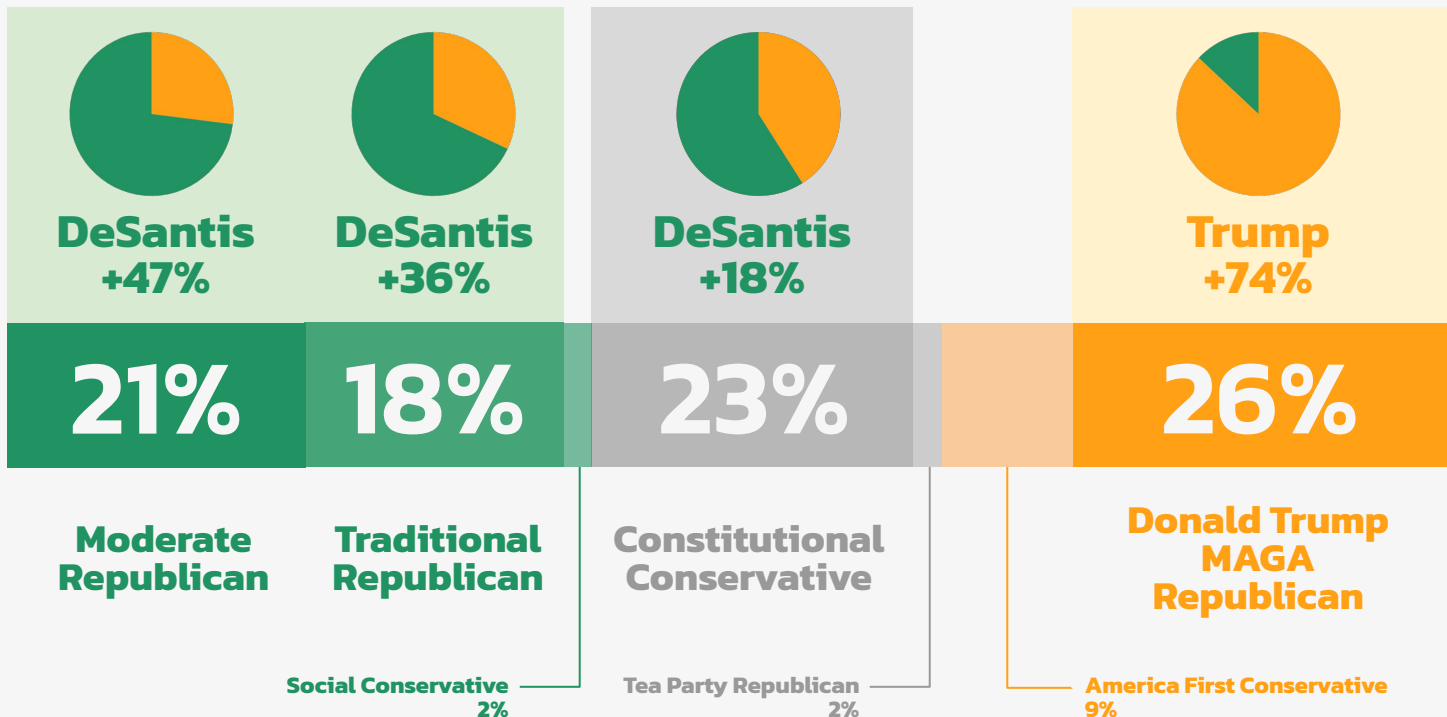
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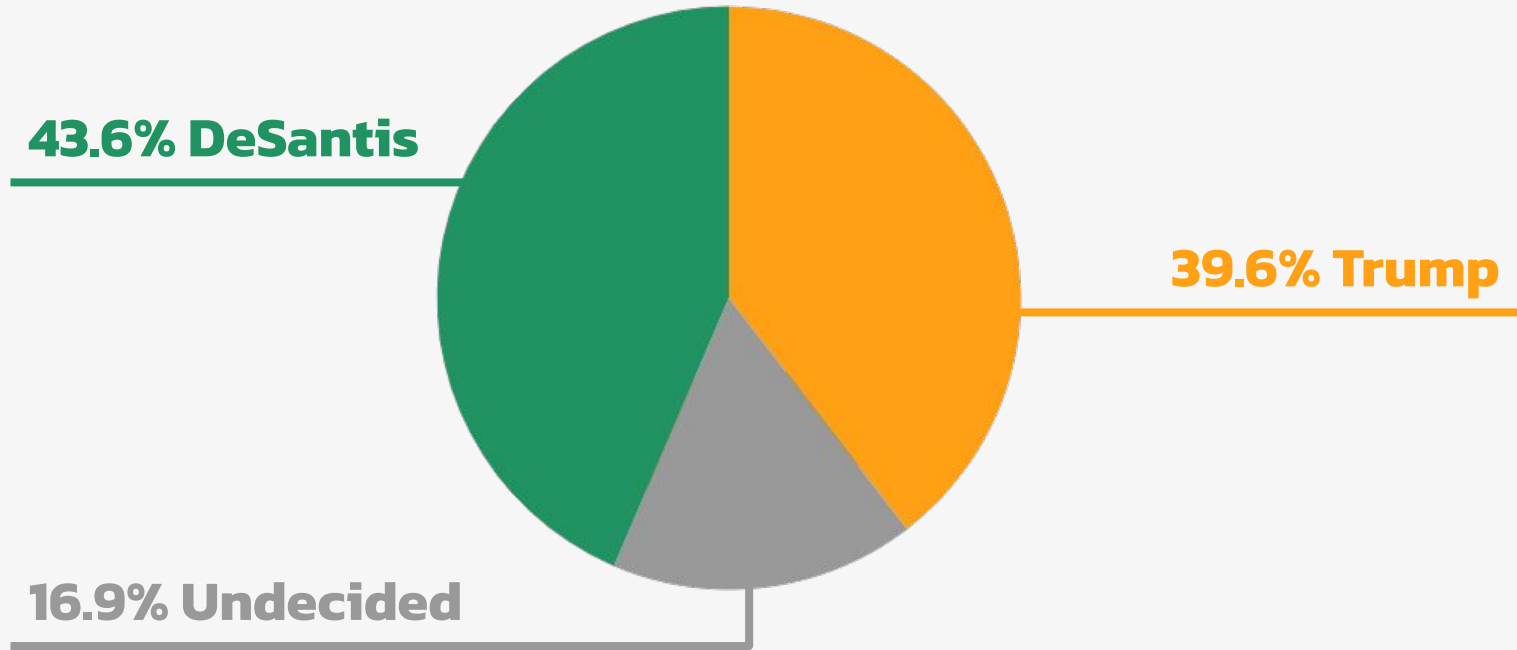
Primary Ballot by Group

SOURCE: Victory Insights. 1100+ likely GOP presidential primary voters in ten early states. Conducted Nov. 23-26, 2022. 3% margin of error.



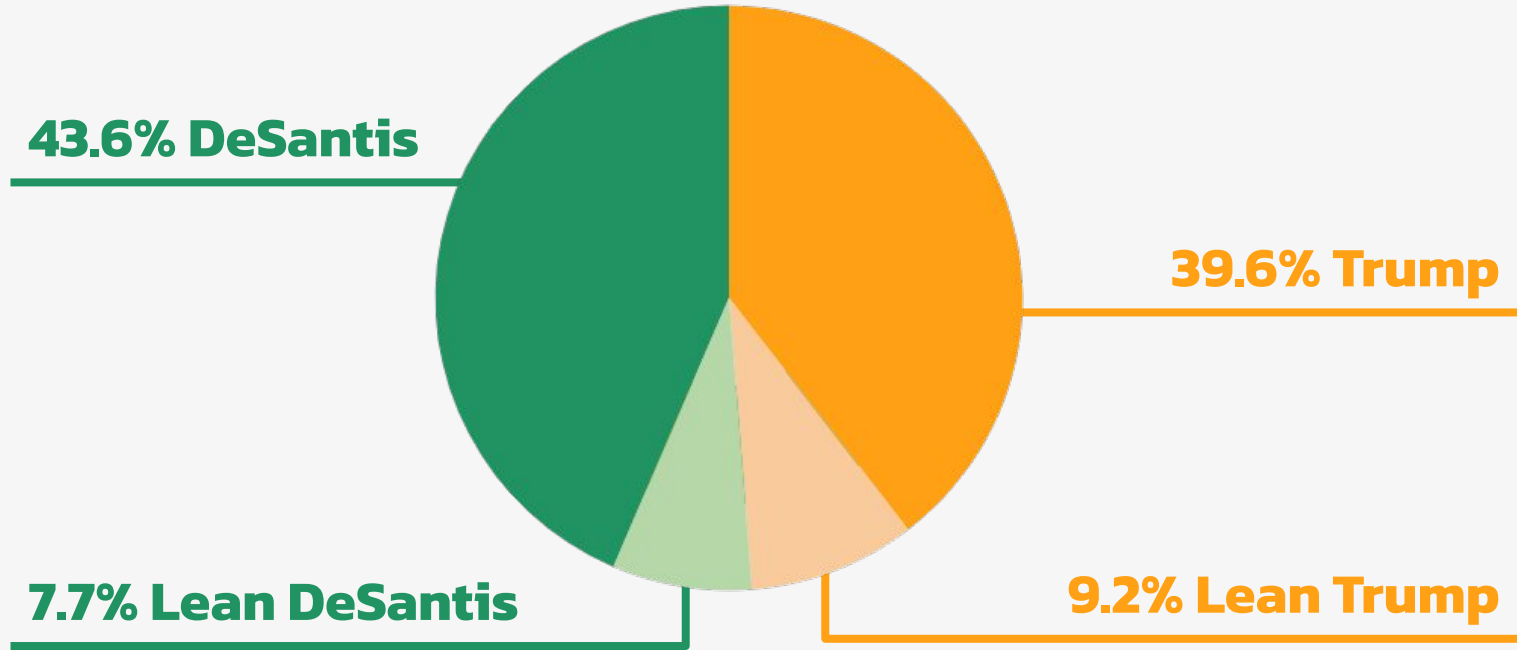
Where Things Stand

SOURCE: Victory Insights. 1100+ likely GOP presidential primary voters in ten early states. Conducted Nov. 23-26, 2022. 3% margin of error.



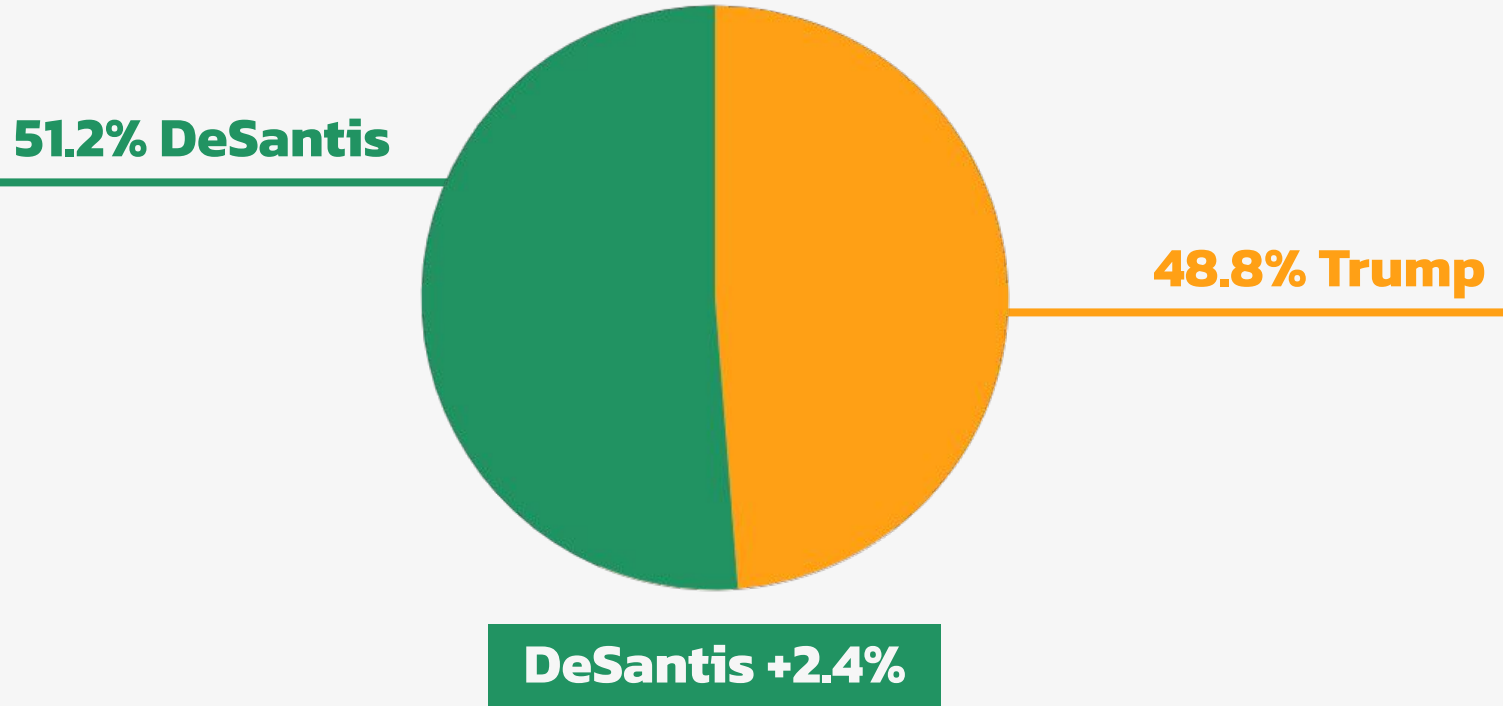
Where Things Stand

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Where Things Stand

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What's next?



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