

MY PEOPLE VOTE | EDGEWATER RESEARCH



My People Vote® | Edgewater Research survey of registered Republicans in Louisiana finds more support for Donald Trump than for Ron DeSantis in the 2024 Republican presidential primary election.

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NEW ORLEANS, LA –My People Vote teamed up with Edgewater Research to conduct a poll that gauges who registered Republicans in Louisiana would support in the potential contest between former president Donald Trump and Florida Governor Ron DeSantis for the 2024 Republican nomination for president.

The survey of 474 Republican registered voters in Louisiana reveals that a majority of respondents support Donald Trump over Ron DeSantis for the Republican nomination for president. The survey finds geographical and age category cleavages among registered Republicans in their preference for the 2024 presidential nominee.

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2022 SURVEY OF REGISTERED REPUBLICANS IN LOUISIANA

Former president Donald Trump recently announced his intention to seek the Republican nomination for president in 2024. Political pundits consider Florida Governor Ron DeSantis to be Trump's main rival in securing the nomination. As a result, an interactive voice response telephone survey (IVR)¹ was conducted that asked 474 randomly selected registered Republicans in Louisiana whether they would support Trump or DeSantis if the primary election was held "today". The survey was conducted on November 15th and 16th, 2022, and yields a margin of error of +/- 4.5% at a 95% confidence level.

The poll was conducted by pollsters Dr. Edward Chervenak of Edgewater Research LLC and Dr. Tony Licciardi of My People Vote[®]. Dr. Chervenak is a twenty-year veteran pollster of the University of Orleans Survey Research Center (SRC). Dr. Licciardi serves as a research associate in UNO's SRC and is the developer of the My People Vote[®] campaign canvassing app.

REPUBLICAN PREFERENCE FOR PRESIDENTIAL NOMINEE

Former president Donald Trump enjoys a sizable advantage over Florida Governor Ron DeSantis among Republican registered voters in Louisiana. Over half, 56%, support Trump's candidacy while 36% would like to see DeSantis win the Republican nomination, and 8% are undecided.

¹ IVR surveys, also known as "robo-polls" employ an automated, recorded voice to call respondents who are asked to answer questions by punching telephone keys. Advantages of IVR surveys include their low cost, the almost immediate collection of data, and the simple and convenient processing of data. They also reduce interviewer bias to zero by eliminating the live human interviewer. Every survey respondent hears the same question read the same way.

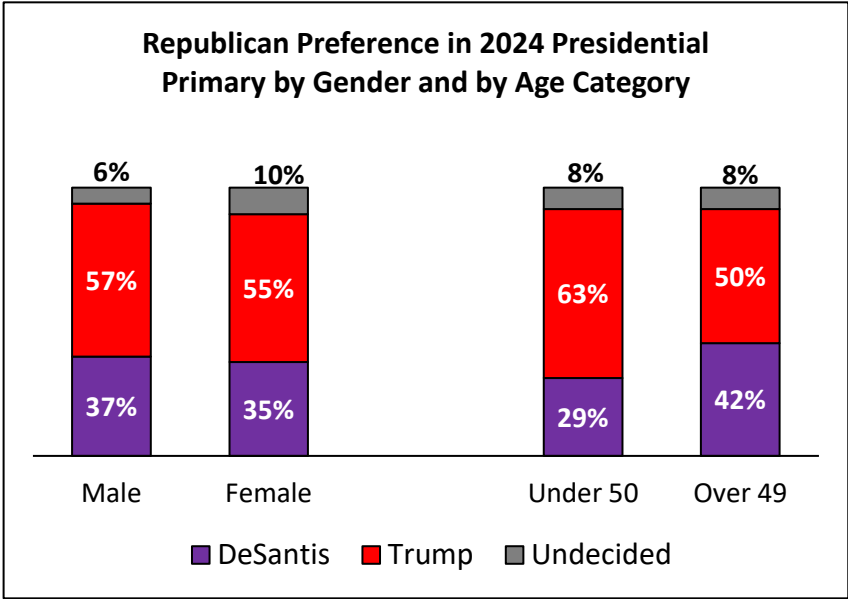
When conducting IVR surveys, pollsters must not rely on all details of a call list. They cannot assume that the details of the person in the file will match the individual who picks up the call. Demographic categories of race, age, gender, and political party identification must be self-reported by the respondent to ensure a valid and accurate analysis.

Ideally, the sample of respondents should reflect the population of interest. Unfortunately, this is usually not the case. One of the problems with telephone surveys is non-response since some people may screen their calls or hang-up when called. This may cause some groups to be over- or under-represented.

Because IVR surveying is prohibited by FCC rules from calling cell phone numbers, only VOIP and home phone numbers can be called. The growing trend of minority and younger households without land lines can result in a coverage error. Residents who are cell phone only who would be eligible to participate are excluded from IVR polls, unless they answer the survey from a home telephone in another home. As such, no reliable conclusions can be drawn from the observed survey data unless the sample has been post-weighted to correct for the lack of representativeness. It is imperative that survey analysts accurately post weight the cases to reflect the demographics of the population of interest. In this instance, this sample was post-weighted to reflect the gender, age, and regional parameters of the population of registered Republicans in Louisiana.

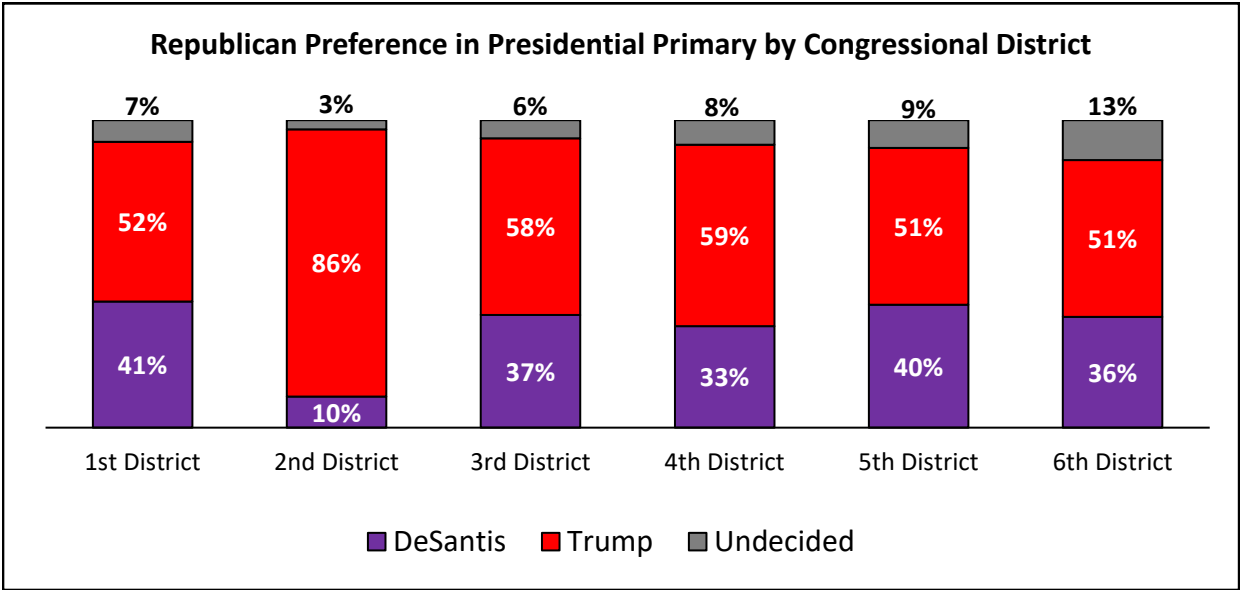
Republican Preference in 2024 Presidential Primary Election

	Frequency	Percent	Valid Percent	Cumulative Percent
DeSantis	170	35.9	35.9	35.9
Trump	266	56.1	56.1	92.0
Don't Know	38	8.0	8.0	100.0
Total	474	100.0	100.0	



The column chart illustrates that males and females are generally of the same mind in whom they would like to see win the nomination in the 2024 presidential primary.

There is a difference of opinion across the age cohorts. While respondents over 49 years old were more likely to back Trump, the younger age cohort of Republicans chose Trump over DeSantis by a two-to-one margin.



The survey reveals that Trump enjoys majority support among Republicans in all six congressional districts. While the 2nd congressional district is solidly behind the Trump candidacy, only 6% of all registered Republicans reside in that district. DeSantis performs best in the 1st and the 5th congressional district.

SURVEY INSTRUMENT

“This is an academic survey of Louisiana registered Republican voters. If you are a Republican press 1. If you are not a republican press 2.”

(Logic - If 2 is pressed, terminate survey)

“If the Republican presidential primary was today, would you vote for former President Donald Trump or Florida Governor Ron DeSantis? Press 1 for Ron DeSantis. Press 2 for Donald Trump. If you don’t know press 3.”

“If you are female press 1. If you are male press 2.”

“If you are younger than 50 press 1. If you are older than 49 press 2.”

“Thank you for taking the survey.”

FREQUENCY TABLES FOR REGISTERED REPUBLICAN VOTERS IN LOUISIANA

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Female	248	52.3	52.3	52.3
Male	226	47.7	47.7	100.0
Total	474	100.0	100.0	

Age Category				
	Frequency	Percent	Valid Percent	Cumulative Percent
Under 50	215	45.5	45.5	45.5
Over 49	258	54.5	54.5	100.0
Total	474	100.0	100.0	

Congressional District				
	Frequency	Percent	Valid Percent	Cumulative Percent
1 st District	101	21.3	21.3	21.3
2 nd District	29	6.2	6.2	27.5
3 rd District	90	19.0	19.0	46.5
4 th District	82	17.4	17.4	63.8
5 th District	82	17.2	17.2	81.1
6 th District	90	18.9	18.9	100.0
Total	474	100.0	100.0	