NEW POLL:
TRUMP MAINTAINS SIGNIFICANT LEAD IN 2024 IOWA CAUCUS

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Poll conducted June 3-6, 2023 among 450 likely 2024 Republican caucus participants throughout Iowa. Responses were collected via IVR and text-to-web. Maximum margin of error of ±4.9%. Not commissioned by any candidate or committee.
Executive Summary

Our firm’s 2024 polls are not funded by Donald Trump or Ron DeSantis. Instead, we conduct these polls as a way to gauge national and state-specific trends and advise our private clients on big-picture strategy. When we showed Trump leading Florida and Iowa by double digits in April, much of the DeSantis-aligned Twitter crowed accused us of being Trump-aligned. Then, when our May poll showed Trump and DeSantis statistically tied in Florida following DeSantis’s campaign announcement, much of the Trump-aligned Twitter crowd accused us of being DeSantis-aligned. The reality is that we provide real, accurate, up-to-date poll results, free of bias and unaffected by the desires of any candidate.

This new poll writes the next chapter in our 2024 story. Trump maintains a significant lead over DeSantis in Iowa for the 2024 GOP nomination. Notably, our results contrast with the results released recently by Never Back Down, a PAC supporting DeSantis. Never Back Down reported a 10-point margin between the two frontrunners, but our numbers show Trump leading by 23 points among the crowded field. Even if the race narrowed to a head-to-head contest against DeSantis, Trump would maintain a lead of just over 16%. No matter how you spin it, Trump is ahead in Iowa by a significant margin.

Trump also enjoys strong favorability numbers, though DeSantis is trailing only slightly, posting impressive favorability numbers of his own. Tim Scott occupies third place, while Nikki Haley comes in fourth. Vivek Ramaswamy posts interesting numbers showing that, although many voters still haven’t heard of him, those that have tend to like him. Our poll also provides further evidence for one assertion that we’ve held for many months now: Trump’s base is the lower class, while DeSantis’s base is the upper class. Trump wins lower-class voters by 29%, while upper-class Iowans only prefer him to DeSantis by 6%. Although this information has been largely ignored by the mainstream media, we believe it could be of paramount significance in terms of fundraising, rhetoric, and state-by-state dynamics.

The Iowa caucus is still many months away. Many things could – and will – change before then. What we can tell you right now, with a high degree of certainty, is that Donald Trump is the frontrunner, while Ron DeSantis is the clear number-two pick.

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Full Ballot

Trump leads the field by 23%. DeSantis is the clear second-choice pick, garnering 21% of the vote, just under half of Trump’s 44.3% share of the vote. All five other candidates surveyed garnered vote shares in the single digits, with only 11.5% of voters indicating that they remain undecided.

Head-to-Head Ballot

When the field is narrowed to only Trump and DeSantis, the spread between the two candidates decreases, but not by much. Trump maintains a 16.2% lead over DeSantis, with 19% of the electorate still undecided.
Candidate Favorability

We asked Iowans to rate each of the 2024 presidential contenders on a scale from 1 to 5, with 1 being very negative and 5 being very positive. If voters had no opinion of the candidate, they could indicate such. From this information, we extracted averages, both among all voters (counting “no opinion” as a 0 out of 5) and among opinionated voters (those who gave a rating). Trump scored highest in both metrics, while DeSantis came in second place for both. It’s worth noting that this is a slightly anomalous result, as DeSantis has often posted higher favorability numbers than Trump in the past. Scott comes in third place for each metric, followed by Haley in fourth. Interestingly, despite nearly having the lowest total-electorate favorability, Ramaswamy has the fifth-highest favorability numbers among opinionated voters. This dissonance is the highest in both absolute and relative terms. In other words, Ramaswamy is highly liked by those who know anything about him. Pence falls next in line, with Christie in last place.
Socioeconomic Divide

Every single one of our 2024 polls have exposed the same trend: Donald Trump performs better among lower-class voters, while DeSantis performs better among upper-class voters. This poll provides additional evidence of this trend, with Trump winning lower-class voters by 29% and upper-class voters by only 6%. These datapoints are often overlooked by the mainstream media, but in terms of campaign strategy (perhaps in early states), they could be of utmost importance.