



# Trump's GOP Election Eve

*Based on 6,069 interviews among Republican voters*

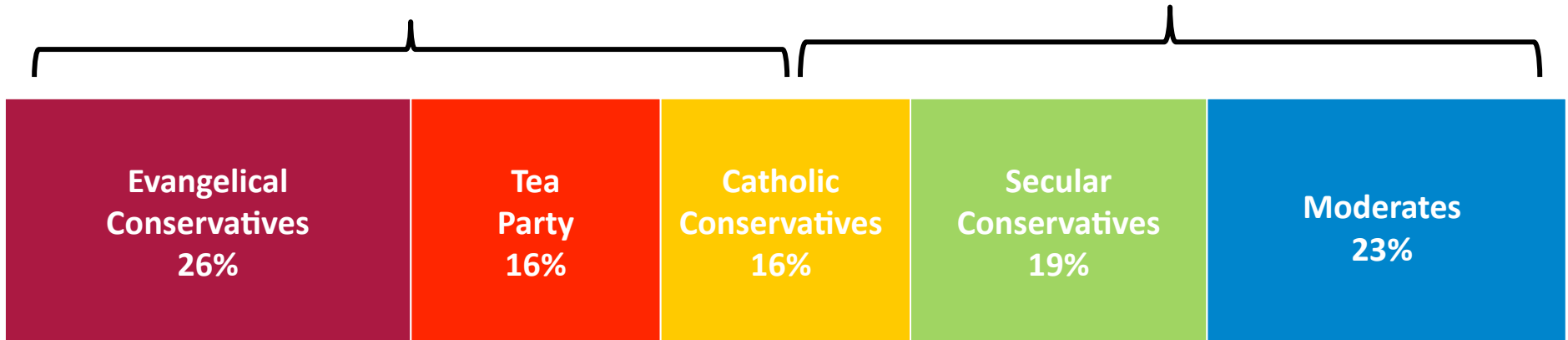
**November 5, 2018**

**GREENBERG** RESEARCH

# Composition of the GOP base

**Trump Loyalists: 42-58%**

**Less Enthusiastic GOP: 42-58%**



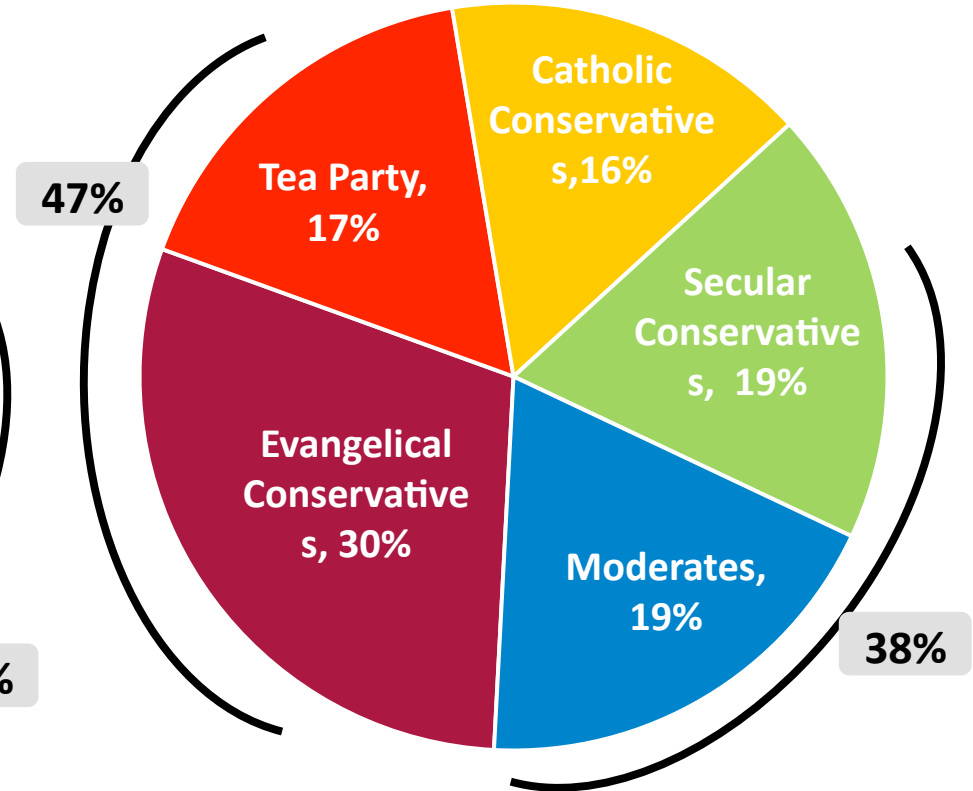
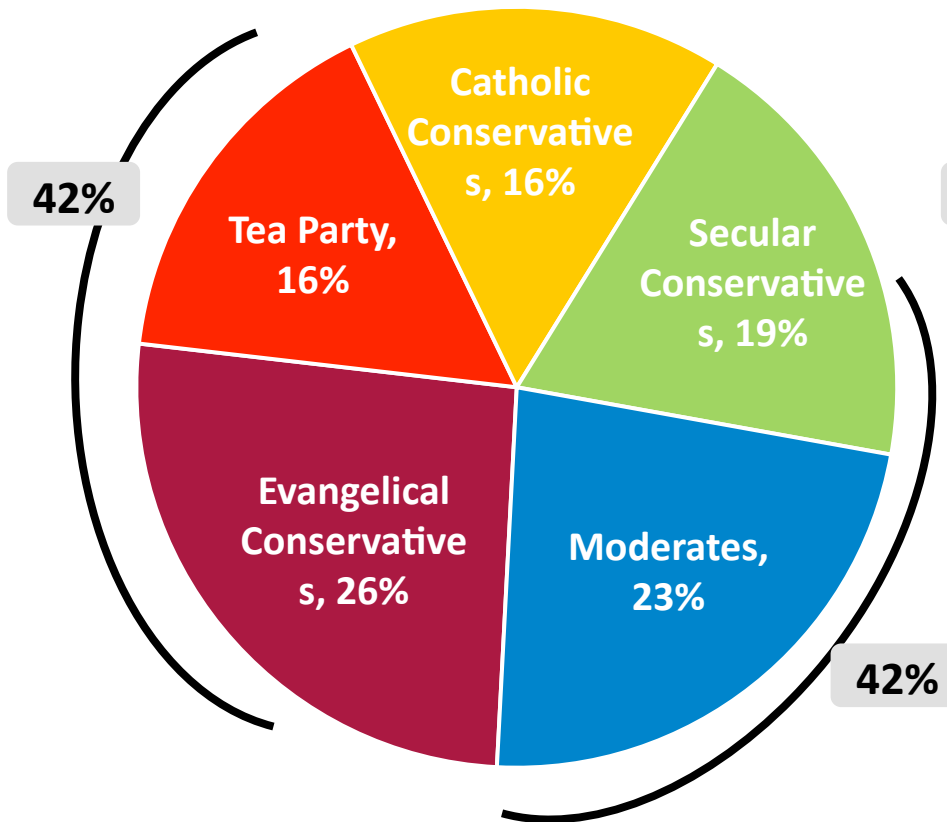
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|---|--|--|--|--|
| <p>69% strong Trump<br/>59% highest interest<br/>6% not Trump 2020</p> <p>34% NAFTA very neg<br/>41% Raise taxes/rich very negative<br/>39% Immigrants very negative</p> <p>44% South</p> | <p>66% strong Trump<br/>57% highest interest<br/>10% not Trump 2020</p> <p>43% NAFTA very neg<br/>53% Raise taxes/rich very negative<br/>34% Immigrants very negative</p> <p>39% South</p> | <p>60% strong Trump<br/>55% highest interest<br/>11% not Trump 2020</p> <p>42% NAFTA very neg<br/>43% Raise taxes/rich very negative<br/>37% Immigrants very negative</p> <p>28% South</p> | <p>59% strong Trump<br/>46% highest interest<br/>11% not Trump 2020</p> <p>32% NAFTA very neg<br/>33% Raise taxes/rich very negative<br/>43% Immigrants very negative</p> <p>35% South</p> | <p>31% strong Trump<br/>39% highest interest<br/>25% not Trump 2020</p> <p>25% NAFTA very neg<br/>23% Raise taxes/rich very negative<br/>30% Immigrants very negative</p> <p>36% South</p> |
|---|--|--|--|--|



# Trump loyalists dominate primary electorate

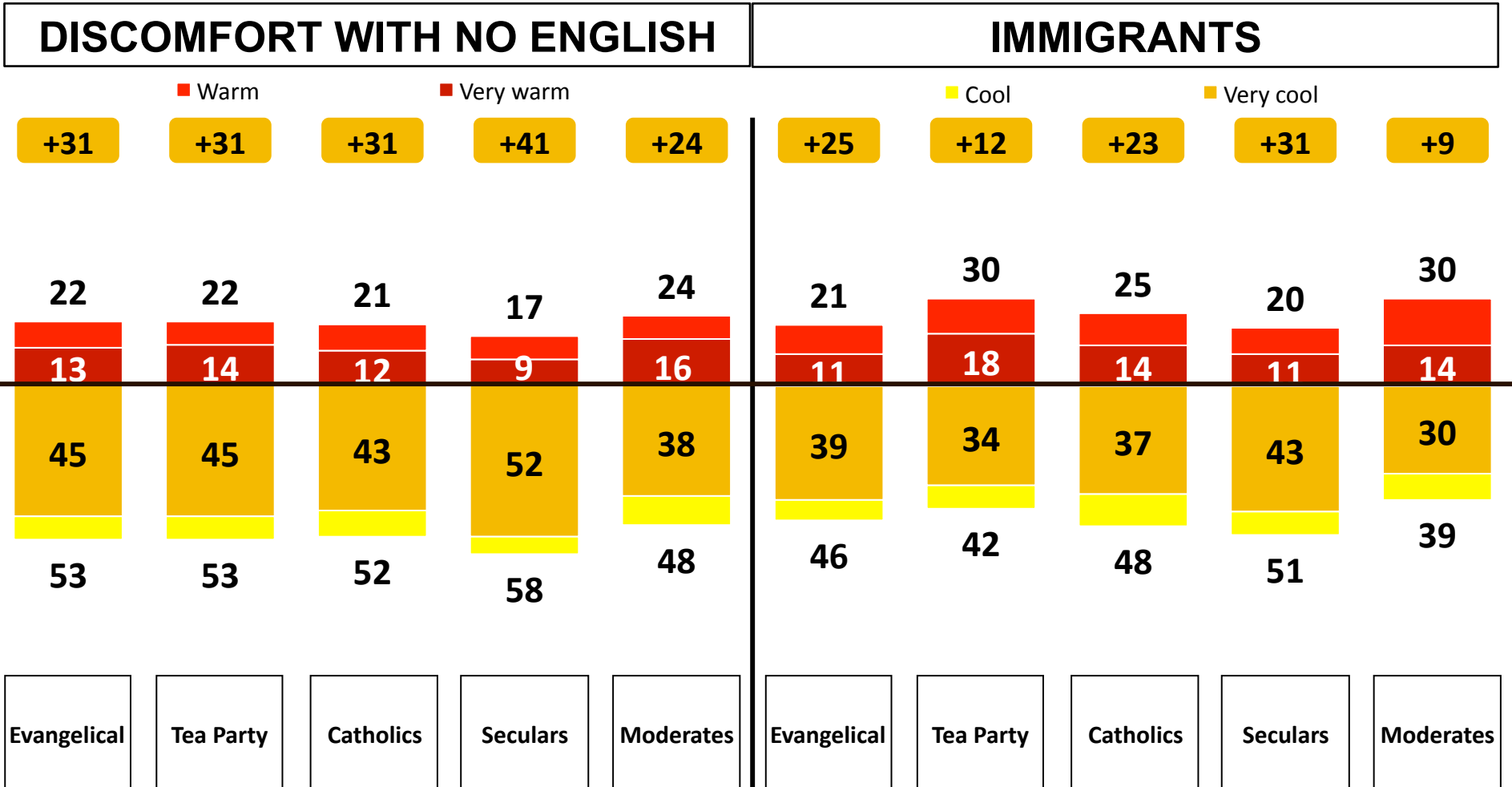
ALL REPUBLICANS

2020 GOP PRIMARY VOTERS

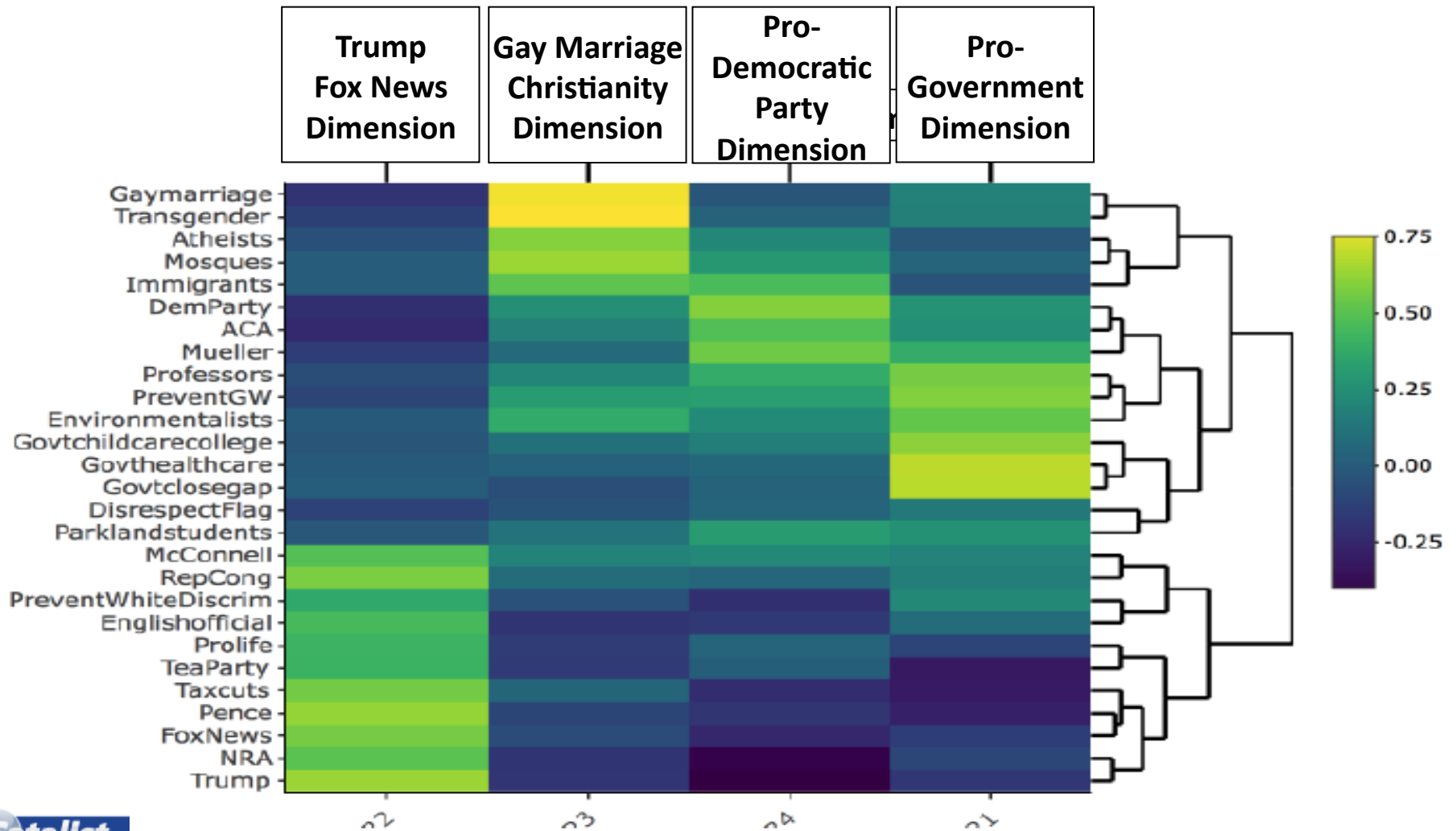


# All GOP factions uncomfortable with immigration and foreignness

Please rate your feelings toward some people, organizations, and concepts, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.



# Dimensions of GOP thinking: Catalyst factor analysis

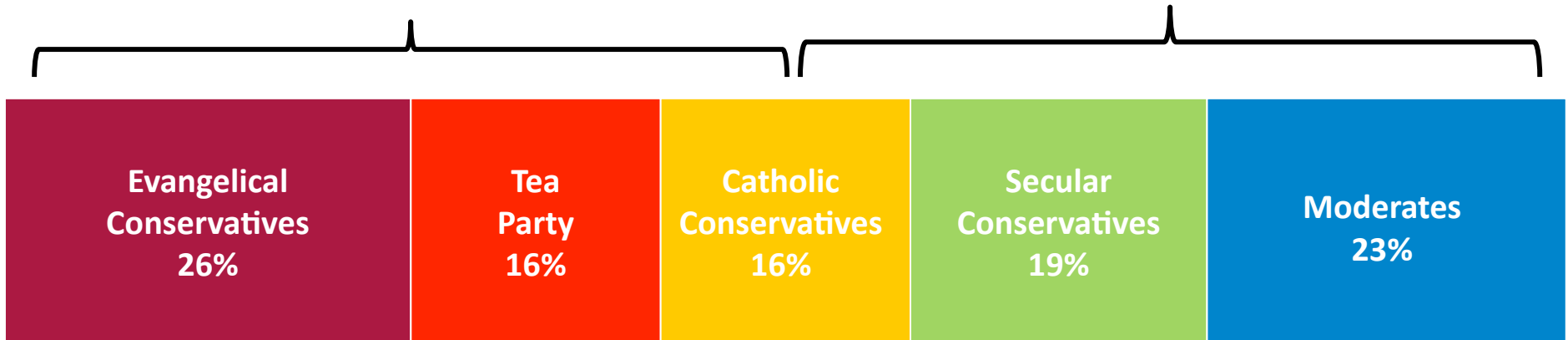


Darker yellow bars denote shared pattern of variation across question responses for each dimension.

# How the GOP Base Identifies Itself Politically

**Trump Loyalists: 42-58%**

**Less Enthusiastic GOP: 42-58%**

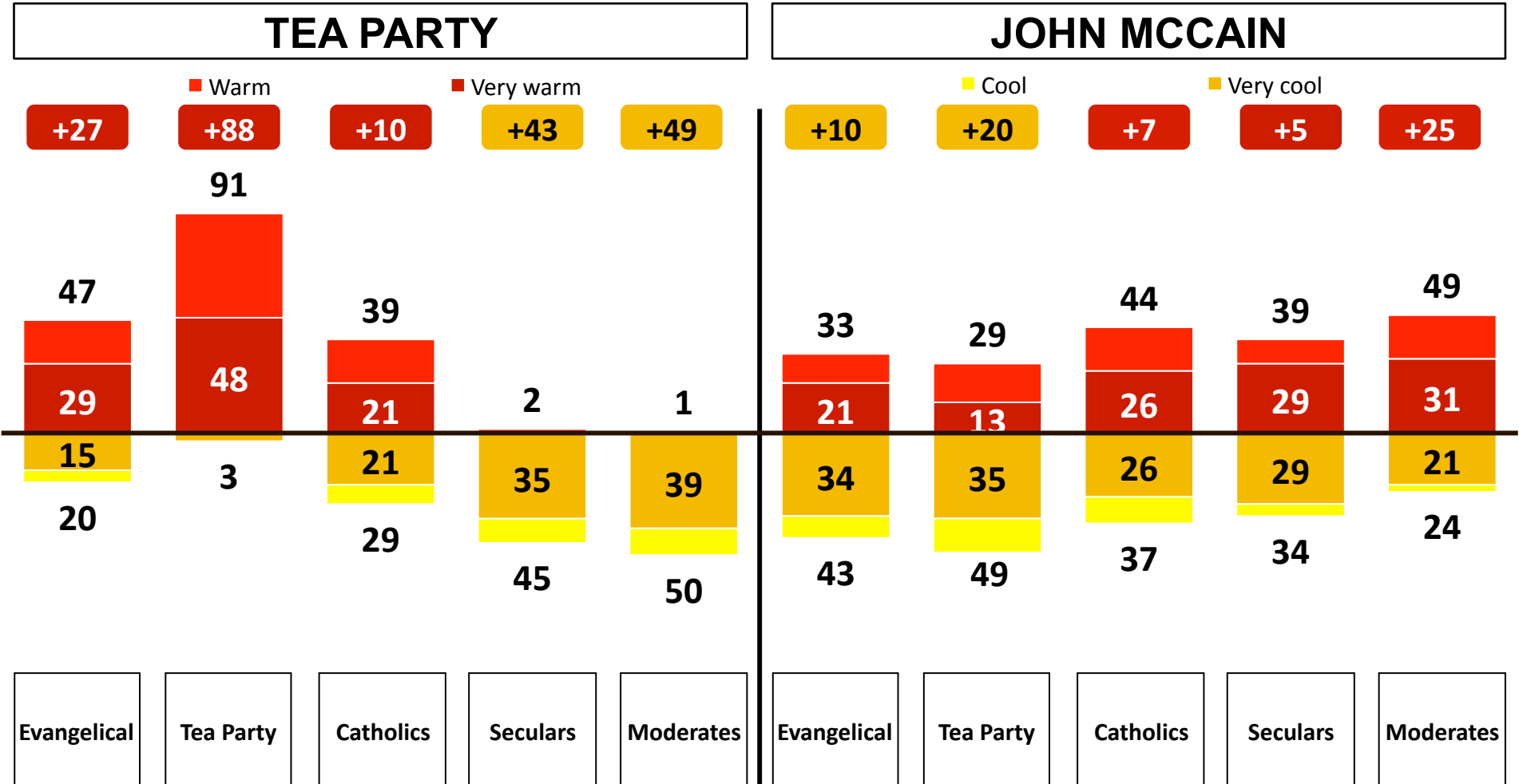


|   |   |   |   |   |
|---|---|---|---|---|
| <p>58% Conservative<br/>18% Republican</p> <p>18% Faith Immig guns<br/>17% Small governmnt</p> <p>9% Independent<br/>4% Moderate<br/>8% Best for country</p> <p>4% Socially liberal</p> | <p>40% Conservative<br/>18% Republican</p> <p>10% Faith Immig guns<br/>23% Small governmnt</p> <p>13% Independent<br/>10% Moderate<br/>11% Best for country</p> <p>12% Socially liberal</p> | <p>42% Conservative<br/>24% Republican</p> <p>7% Faith immig guns<br/>14% Small governmnt</p> <p>13% Independent<br/>13% Moderate<br/>11% Best for country</p> <p>4% Socially liberal</p> | <p>32% Conservatives<br/>16% Republican</p> <p>6% Faith immig guns<br/>15% Small governmnt</p> <p>16% Independent<br/>7% Moderate<br/>16% Best for country</p> <p>3% Socially liberal</p> | <p>13% Conservative<br/>17% Republican</p> <p>4% Faith Immig guns<br/>15% Small governmnt</p> <p>25% Independent<br/>30% Moderate<br/>7% Best for country</p> <p>10% Socially liberal</p> |
|---|---|---|---|---|



# The McCain/Tea Party divide

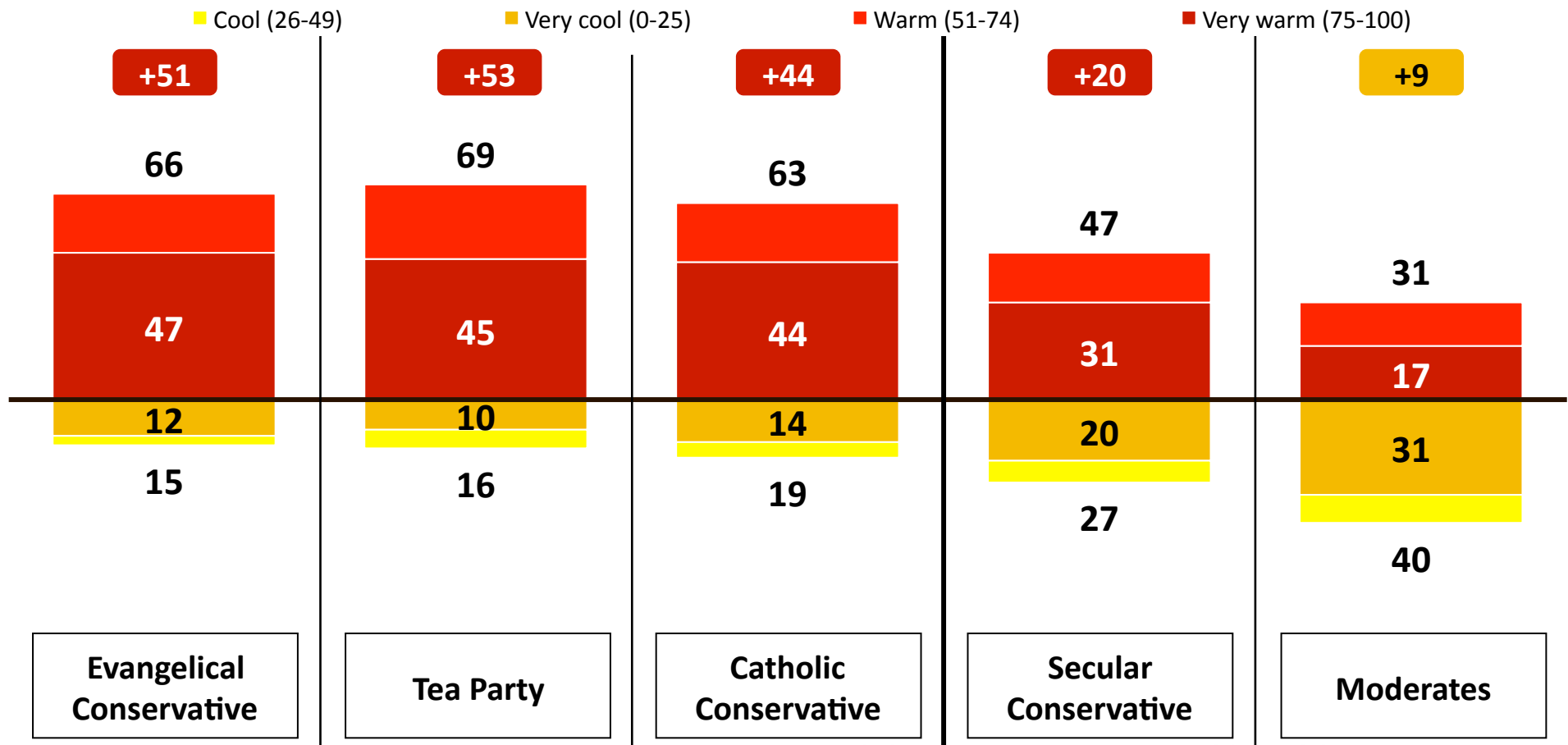
Please rate your feelings toward some people, organizations, and ideas, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.



# Seculars and moderates not part of Fox News loop

Please rate your feelings toward some people, organizations, and concepts, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold.

## FOX News

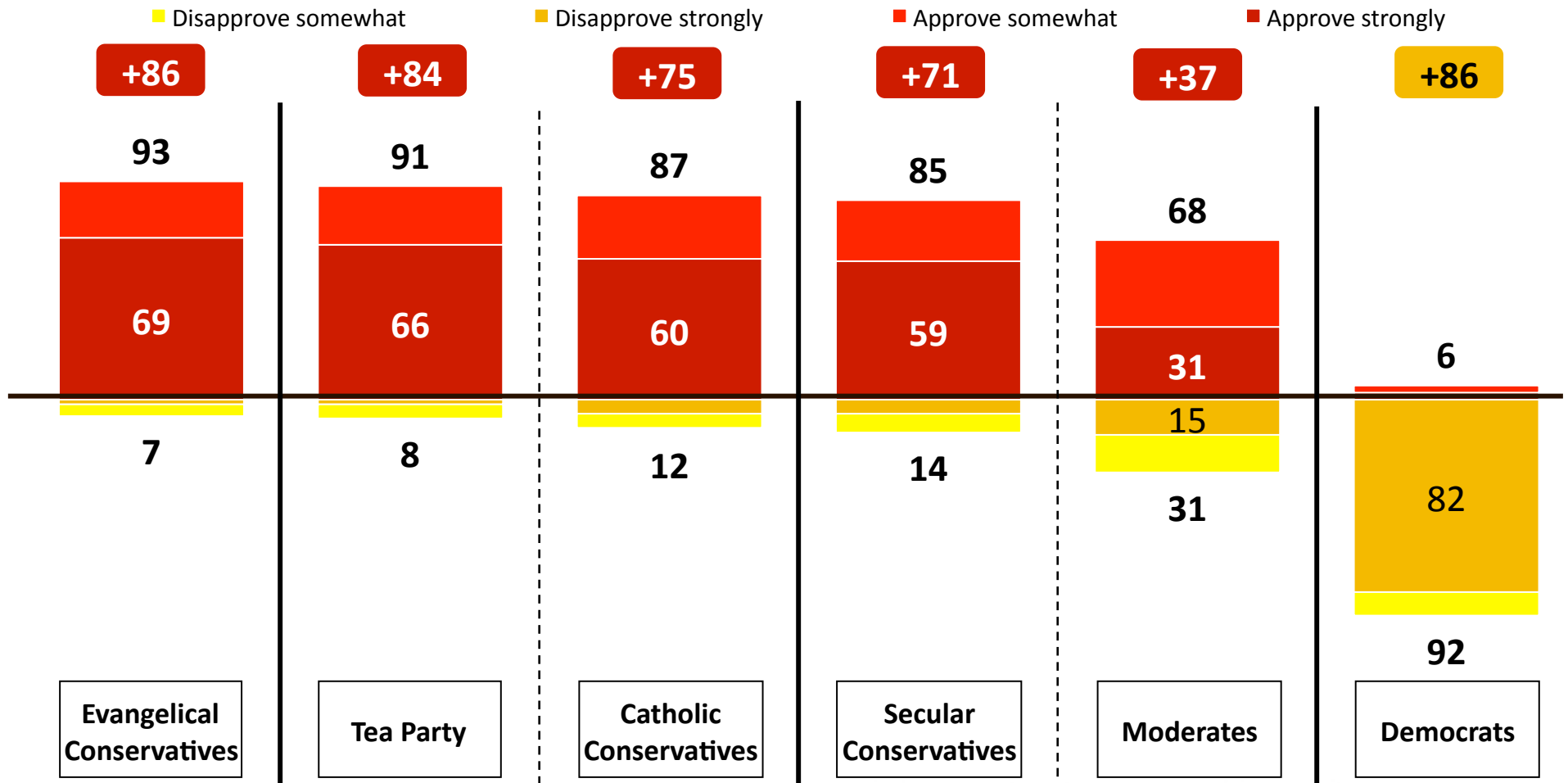




# GOP Trump intensity pales before Dems; some GOP disapprove

Do you approve or disapprove of the way Donald Trump is handling his job as president?

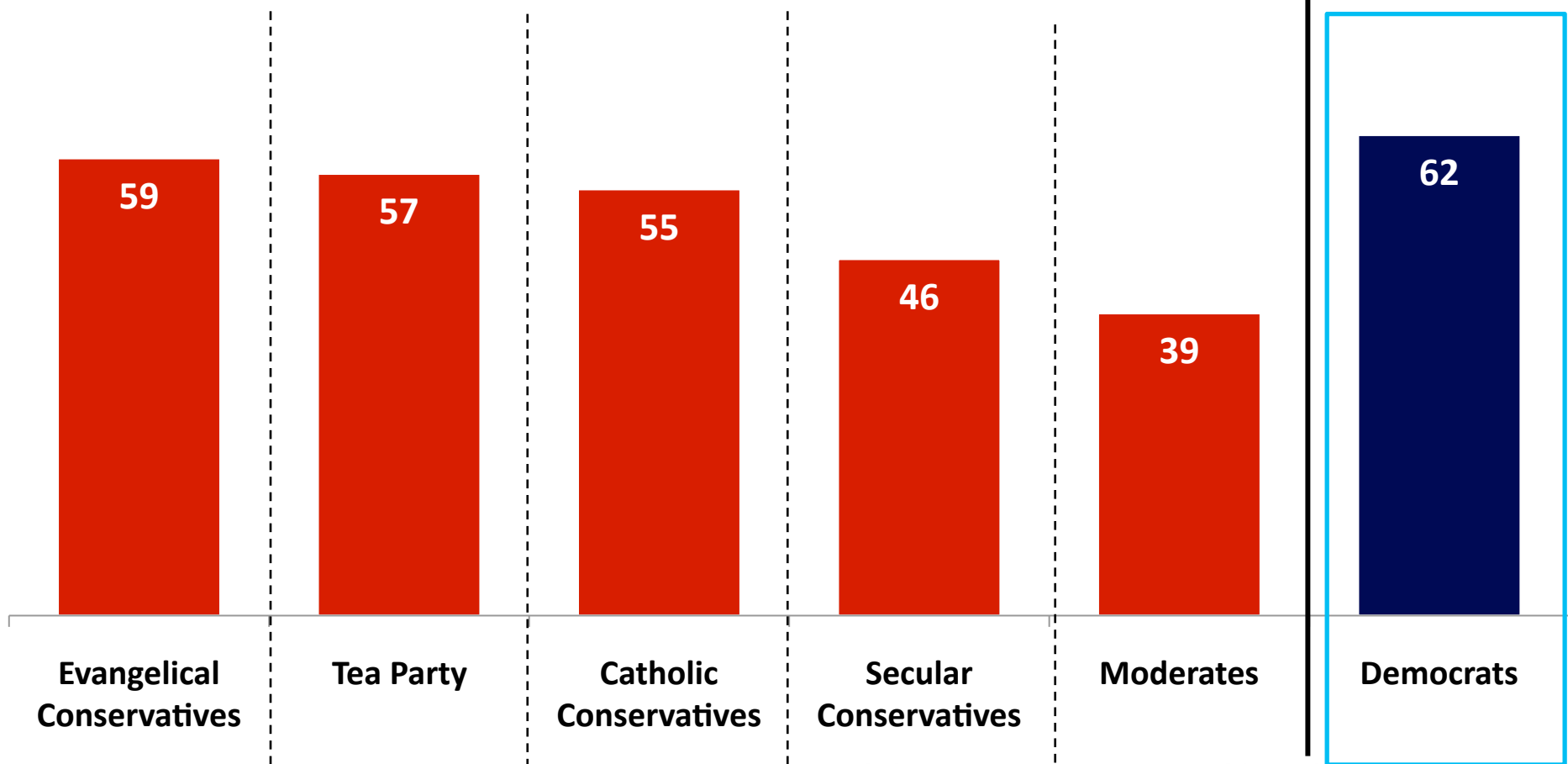
## TRUMP APPROVAL



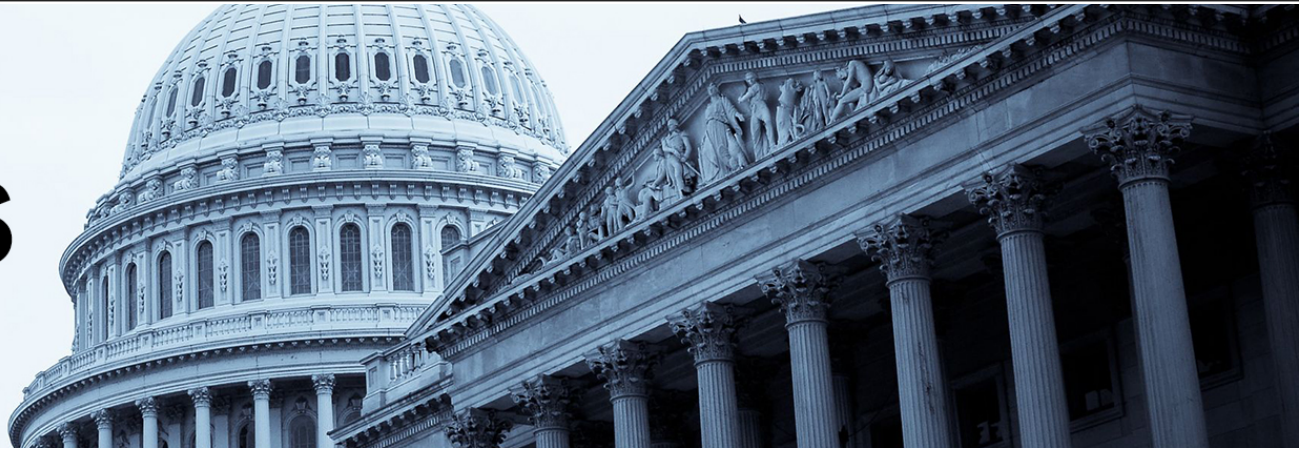
# Trump strategy gets only Evangelical/Tea Party to Dem turnout

How interested are you in the elections in November? Please rate your interest from 1 to 10, with 1 meaning that you have no interest in this election and 10 meaning that you are extremely interested.

**% 10 – EXTREMELY INTERESTED IN ELECTION IN 2018**



# CONTACT US



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