



DEMOCRACY CORPUS
CARVILLE ♦ GREENBERG

Trump's campaign united and polarized the GOP

December 11, 2018

GREENBERG RESEARCH

Methodology

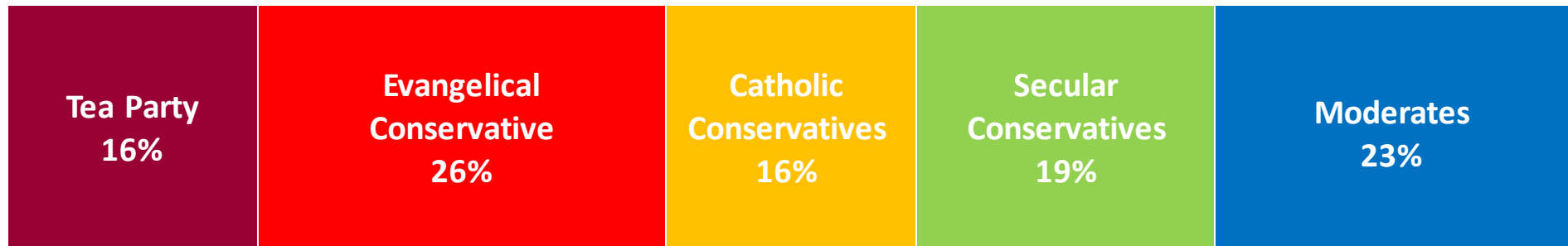
On-going web-panel of Republicans in the battleground.

On November 3-16, Democracy Corps conducted the second in a series of two web-surveys among an on-going panel of 1,280 self-identified Republicans and Republican-leaning independents in 12 states with Governor races (10 Senate races): Arizona, Colorado, Florida, Georgia, Michigan, Minnesota, Nevada, New Mexico, Ohio, Pennsylvania, Tennessee and Wisconsin.

Composition of the GOP base

Trump Loyalists: 42-58%

Less Enthusiastic GOP: 42-58%



40% Conservative
18% Republican

10% Faith Immig guns
23% Small governmnt

13% Independent
10% Moderate
11% Best for country

12% Socially liberal

58% Conservative
18% Republican

18% Faith Immig guns
17% Small governmnt

9% Independent
4% Moderate
8% Best for country

4% Socially liberal

42% Conservative
24% Republican

7% Faith immig guns
14% Small governmnt

13% Independent
13% Moderate
11% Best for country

4% Socially liberal

32% Conservatives
16% Republican

6% Faith immig guns
15% Small governmnt

16% Independent
7% Moderate
16% Best for country

3% Socially liberal

13% Conservative
17% Republican

4% Faith Immig guns
15% Small governmnt

25% Independent
30% Moderate
7% Best for country

10% Socially liberal



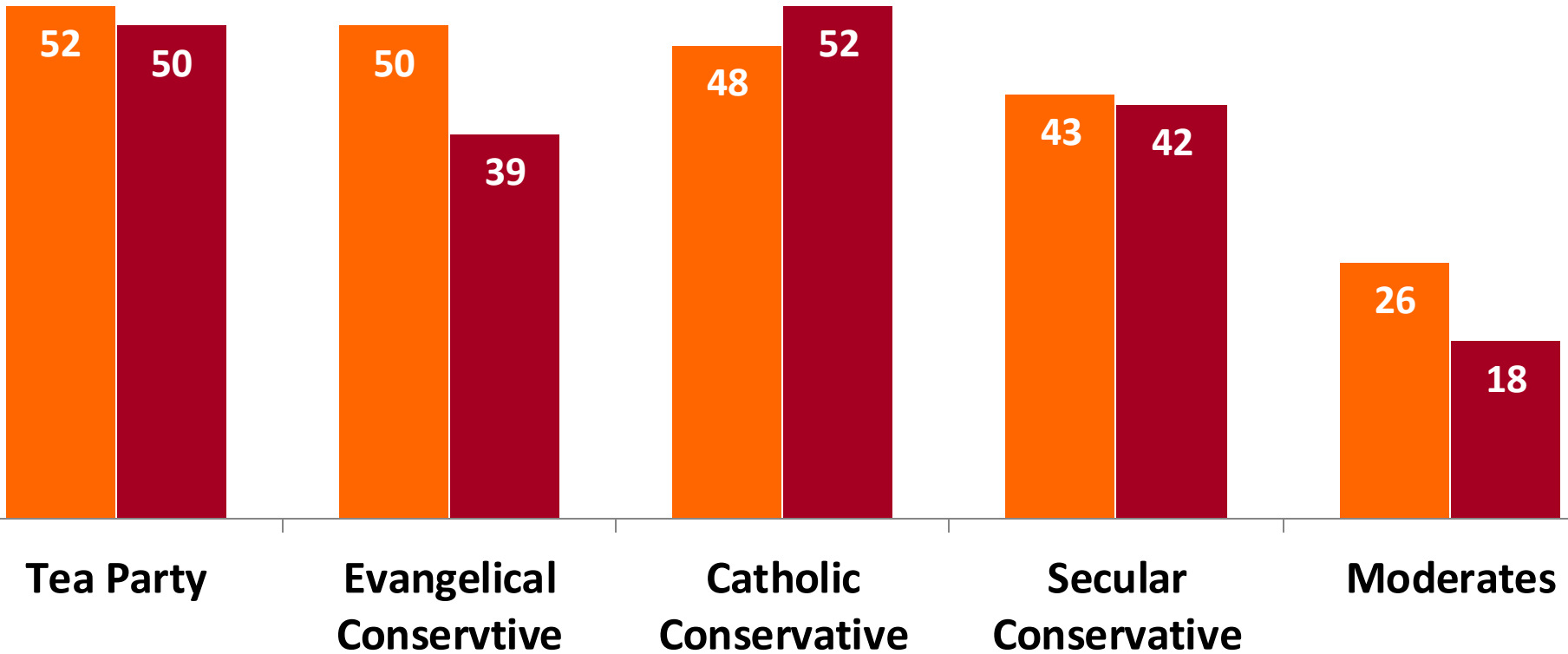
Trump gets to loyalists with rallies and Fox

Below is a list of political activities popular among different voters. Please select all of the activities in which you participated in the past year.

FOX NEWS AND POLITICAL RALLY VIEWERSHIP

GOP IN STATE BATTLEGROUND PANEL

■ Watched rally on TV
 ■ Watch Fox News frequently



Moderates the least likely to engage in political activities in 2018

Below is a list of political activities popular among different voters. Please select all of the activities in which you participated in the past year.

POLITICAL ACTIVITIES

	Tea Party	Evangelical Conservative	Catholic Conservative	Secular Conservative	Moderate
Watched a debate	52	45	50	42	39
Watched a rally on TV	52	50	48	43	26
Posted on social media	31	26	16	23	18
Displayed a yard sign	33	25	24	22	18
Attended a town hall event	8	12	13	12	11
Attended a rally	10	9	15	11	4
Discussed at church or bible study	8	20	4	2	5
Attended a rally	6	7	10	6	1
Attended a town hall event	10	3	6	4	4
Displayed bumper stickers	5	2	6	4	2
None of the above	19	25	26	34	38



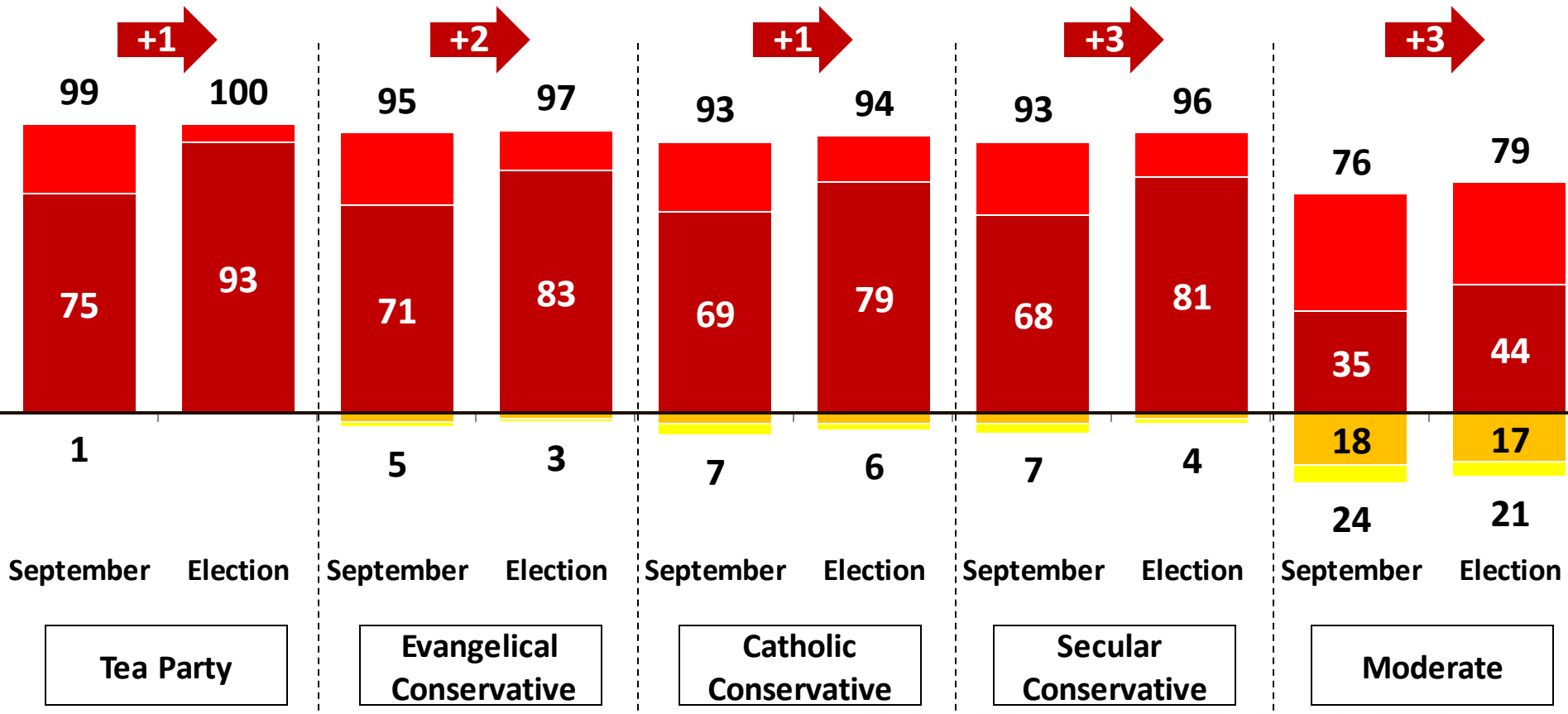
Trump consolidates base and gains with moderates

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

SHIFT IN TRUMP JOB PERFORMANCE

GOP IN STATE BATTLEGROUND PANEL

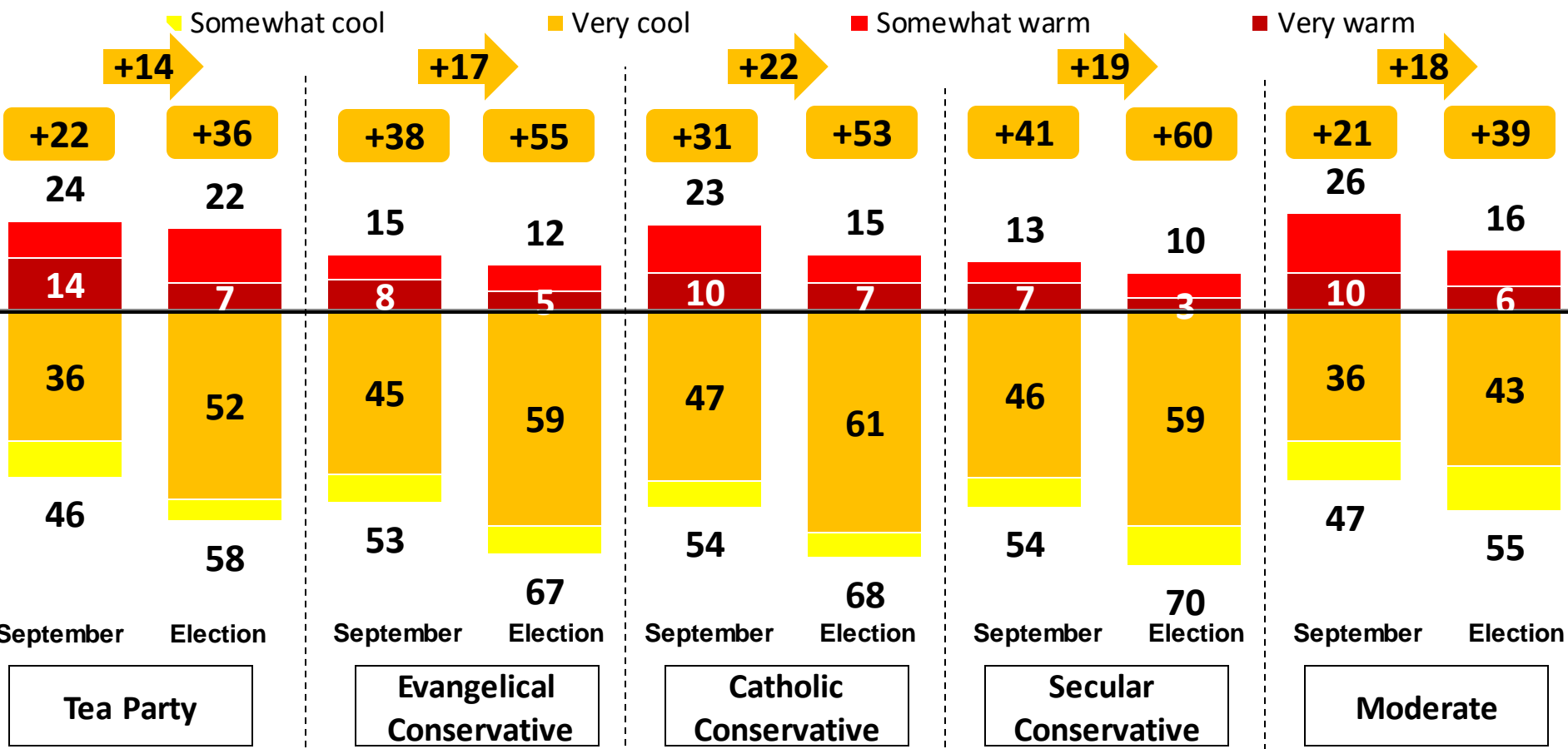
■ Strong approve ■ Somewhat approve ■ Strong disapprove ■ Somewhat disapprove



Trump pushed up anti-immigrant sentiment with all factions

Please rate your feelings toward some people, organizations and concepts, with 100 meaning a VERY WARM, FAVORABLE feeling; 0 meaning a VERY COLD, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

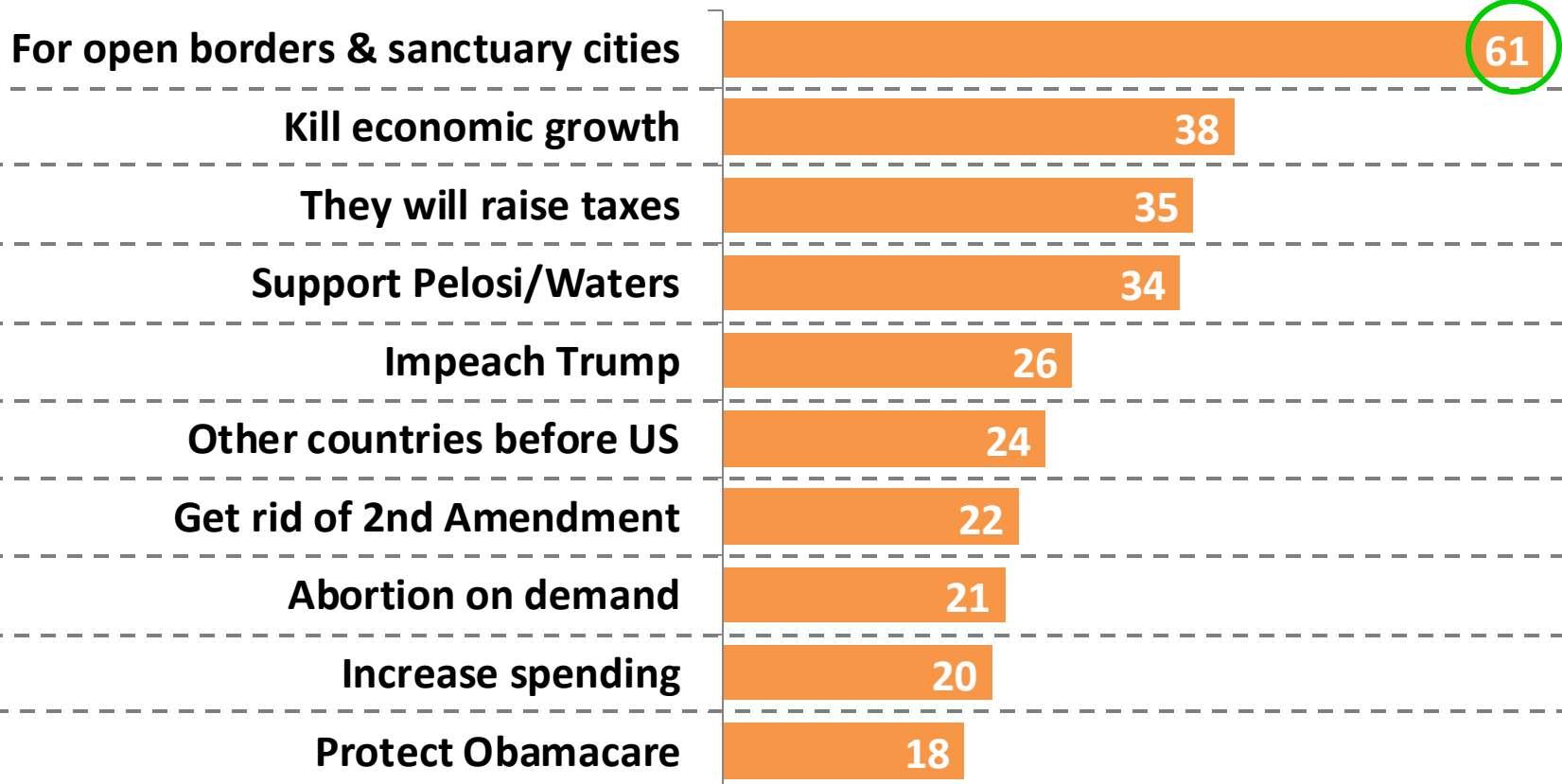
“IMMIGRANTS TO THE US” SHIFT GOP IN STATE BATTLEGROUND PANEL



“Open borders” top reason for GOP voters to oppose congressional Democrat

This is a list reasons to oppose Democrats for Congress. Which THREE describe the most important reasons why you opposed the Democratic candidate for Congress in your district?

REASONS TO OPPOSE CONGRESSIONAL DEMOCRATS GOP VOTERS AMONG GOP IN STATE BATTLEGROUND

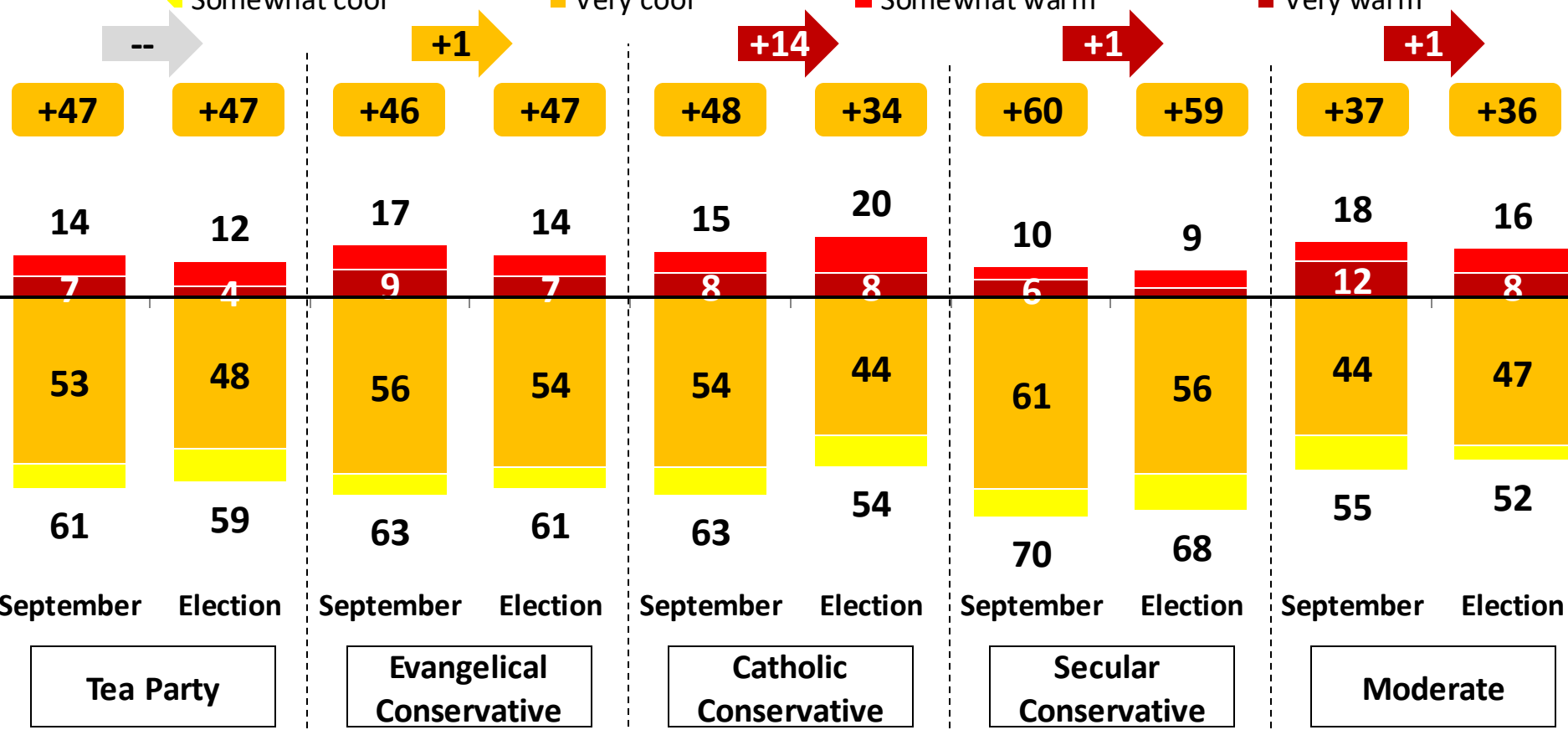


Anti-foreign campaign pulled off some Catholics

Please rate your feelings toward some people, organizations and concepts, with 100 meaning a VERY WARM, FAVORABLE feeling; 0 meaning a VERY COLD, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

“CONTACT WITH NON-ENGLISH SPEAKERS” SHIFT GOP IN STATE BATTLEGROUND PANEL

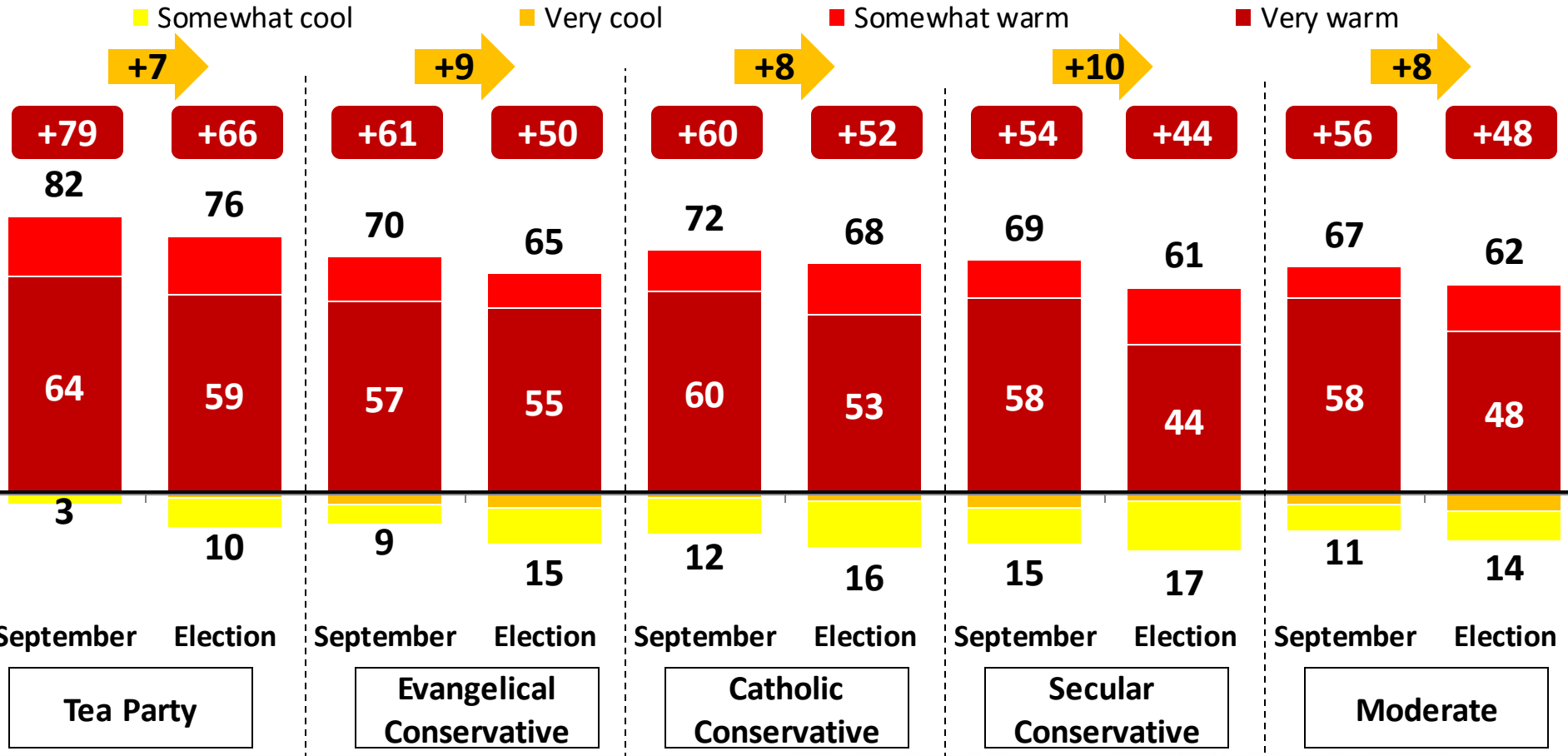
■ Somewhat cool
 ■ Very cool
 ■ Somewhat warm
 ■ Very warm



Trump's advocacy for white people lost him ground in GOP

Please rate your feelings toward some people, organizations and concepts, with 100 meaning a VERY WARM, FAVORABLE feeling; 0 meaning a VERY COLD, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

“PREVENTING DISCRIMINATION AGAINST WHITE PEOPLE” SHIFT GOP IN STATE BATTLEGROUND PANEL

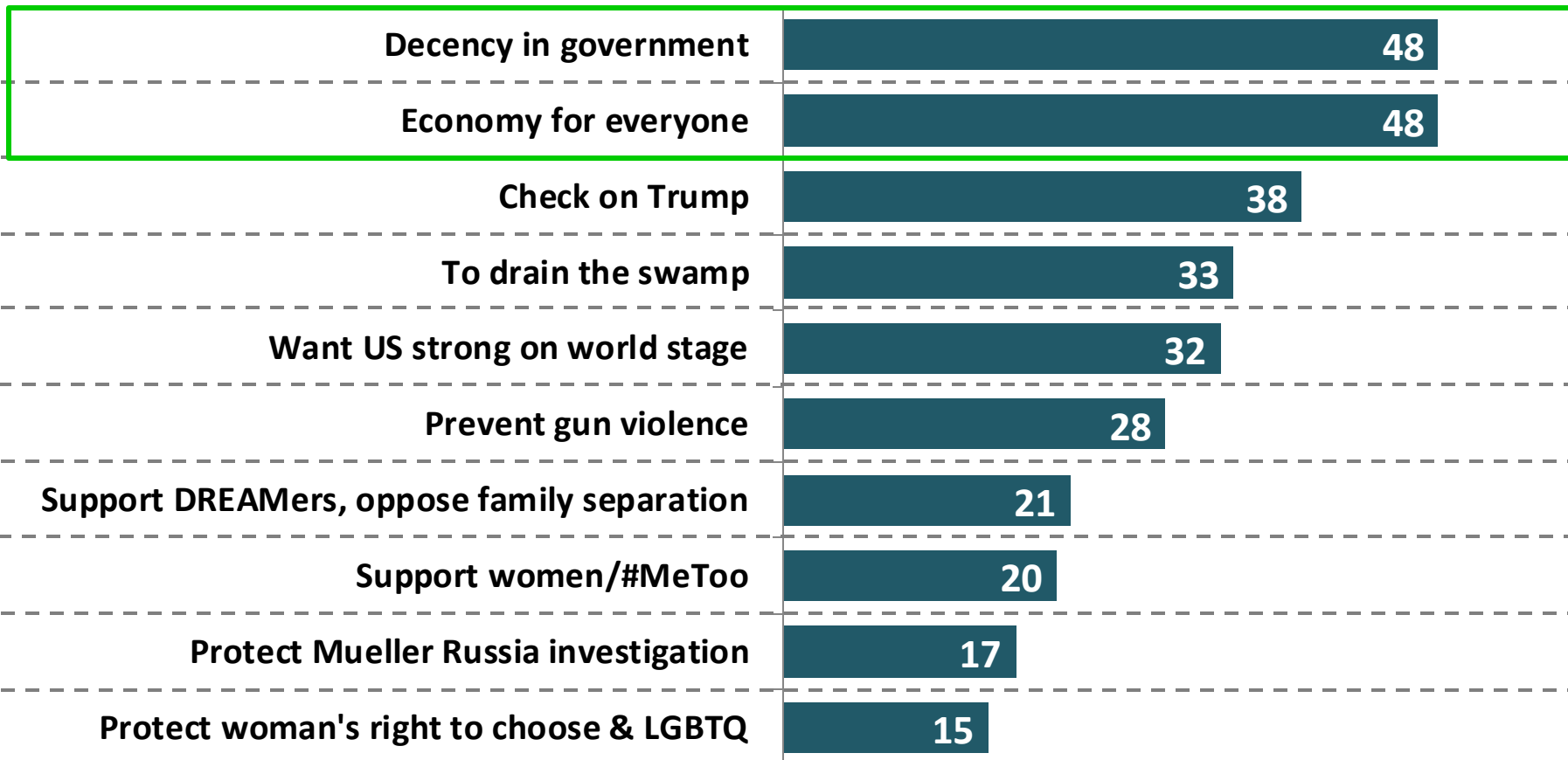


Republicans voting Dem looking for decency and economy for all

This is a list reasons to support Democrats for Congress. Which THREE describe the most important reasons why you voted for the Democratic candidate for Congress in your district?

REASONS TO VOTE FOR CONGRESSIONAL DEMOCRAT

VOTED/CONSIDERED DEM AMONG GOP IN STATE BATTLEGROUND

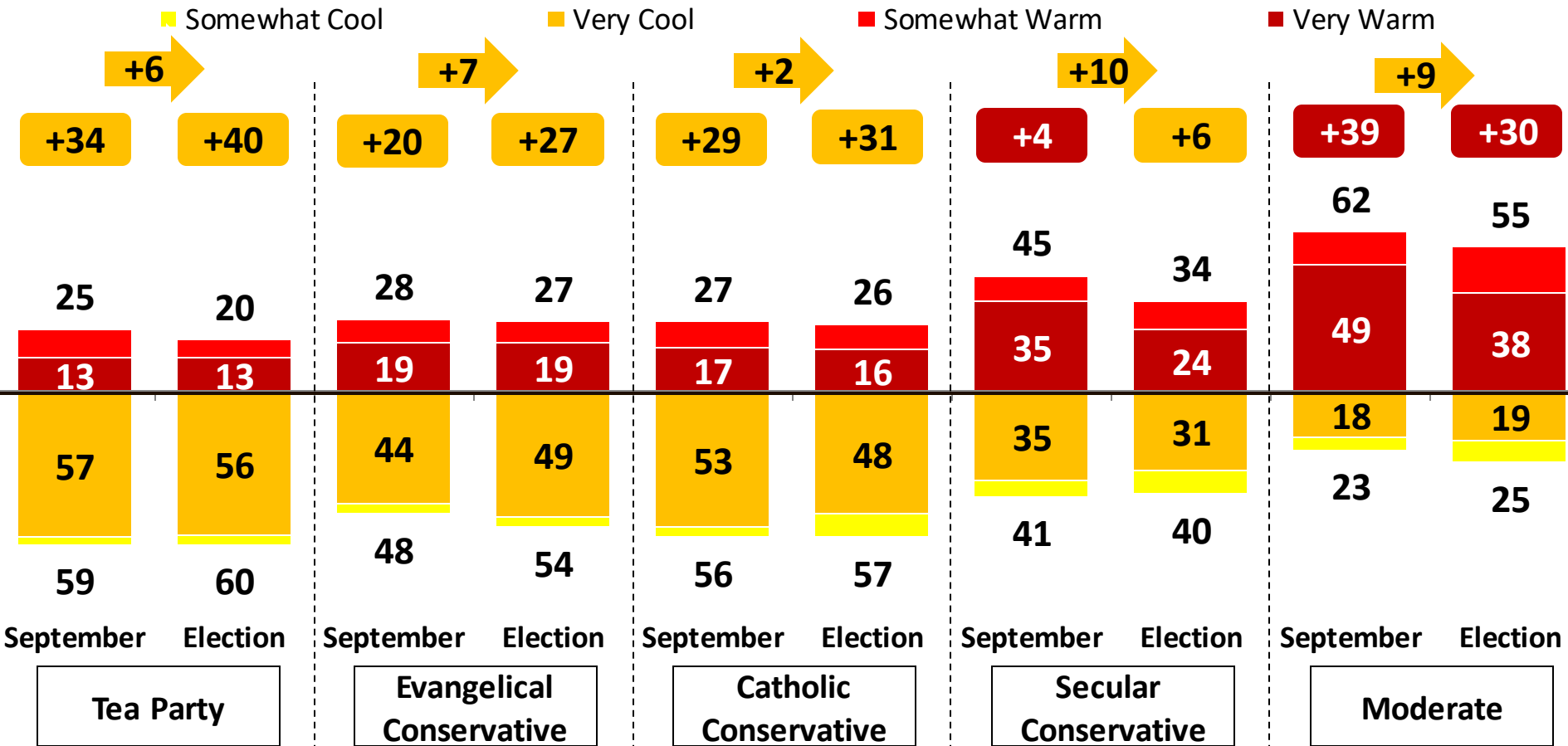


GOP split on populist economics

Please rate your feelings toward some people, organizations and concepts, with 100 meaning a VERY WARM, FAVORABLE feeling; 0 meaning a VERY COLD, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

“RAISING TAXES ON THOSE MAKING \$250K+ A YEAR” SHIFT

GOP IN STATE BATTLEGROUND PANEL



Trump's pro-life campaign polarized party on social issues

Please rate your feelings toward some people, organizations and concepts, with 100 meaning a VERY WARM, FAVORABLE feeling; 0 meaning a VERY COLD, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

"PRO LIFE, ANTI-ABORTION GROUPS" SHIFT

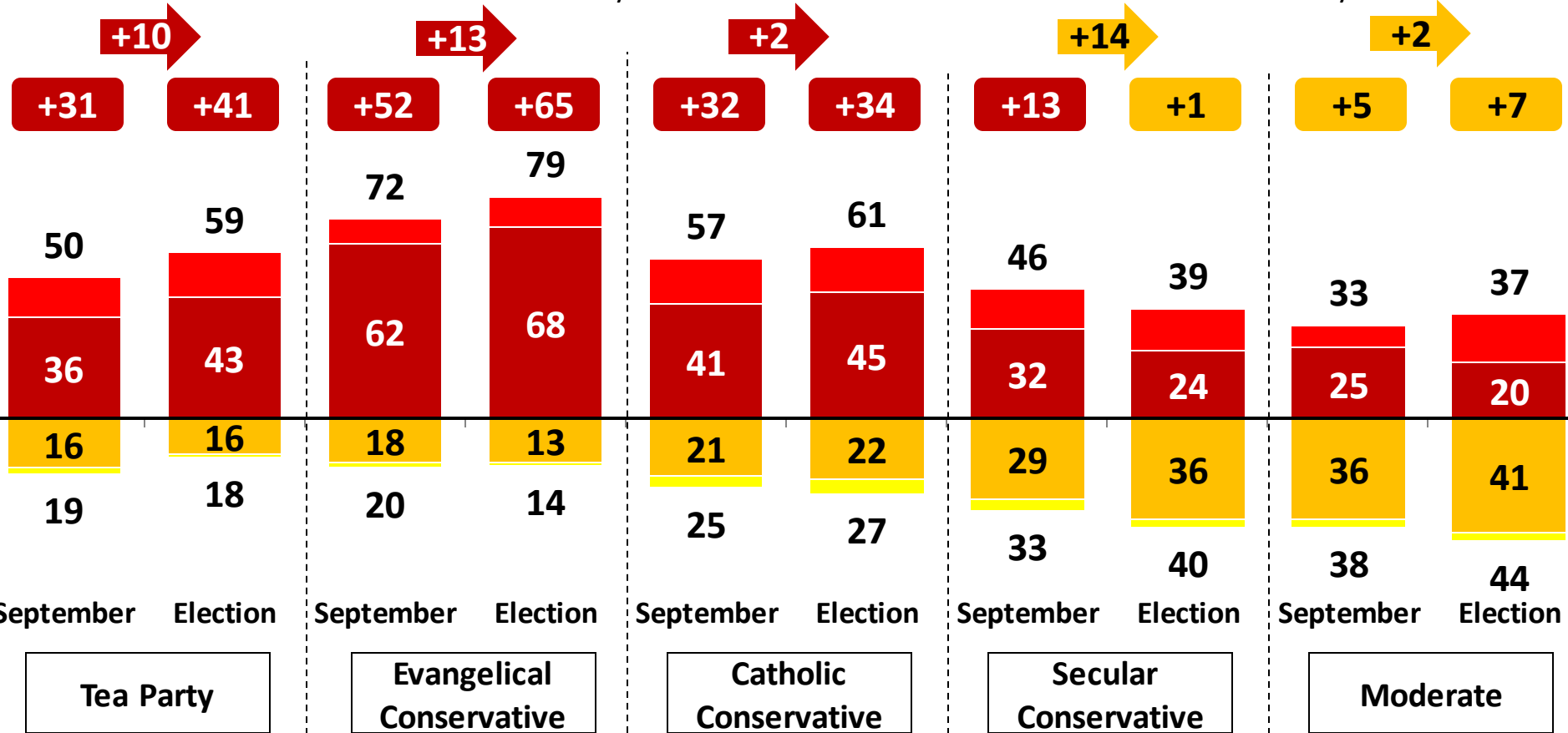
GOP IN STATE BATTLEGROUND PANEL

Somewhat cool

Very cool

Somewhat warm

Very warm



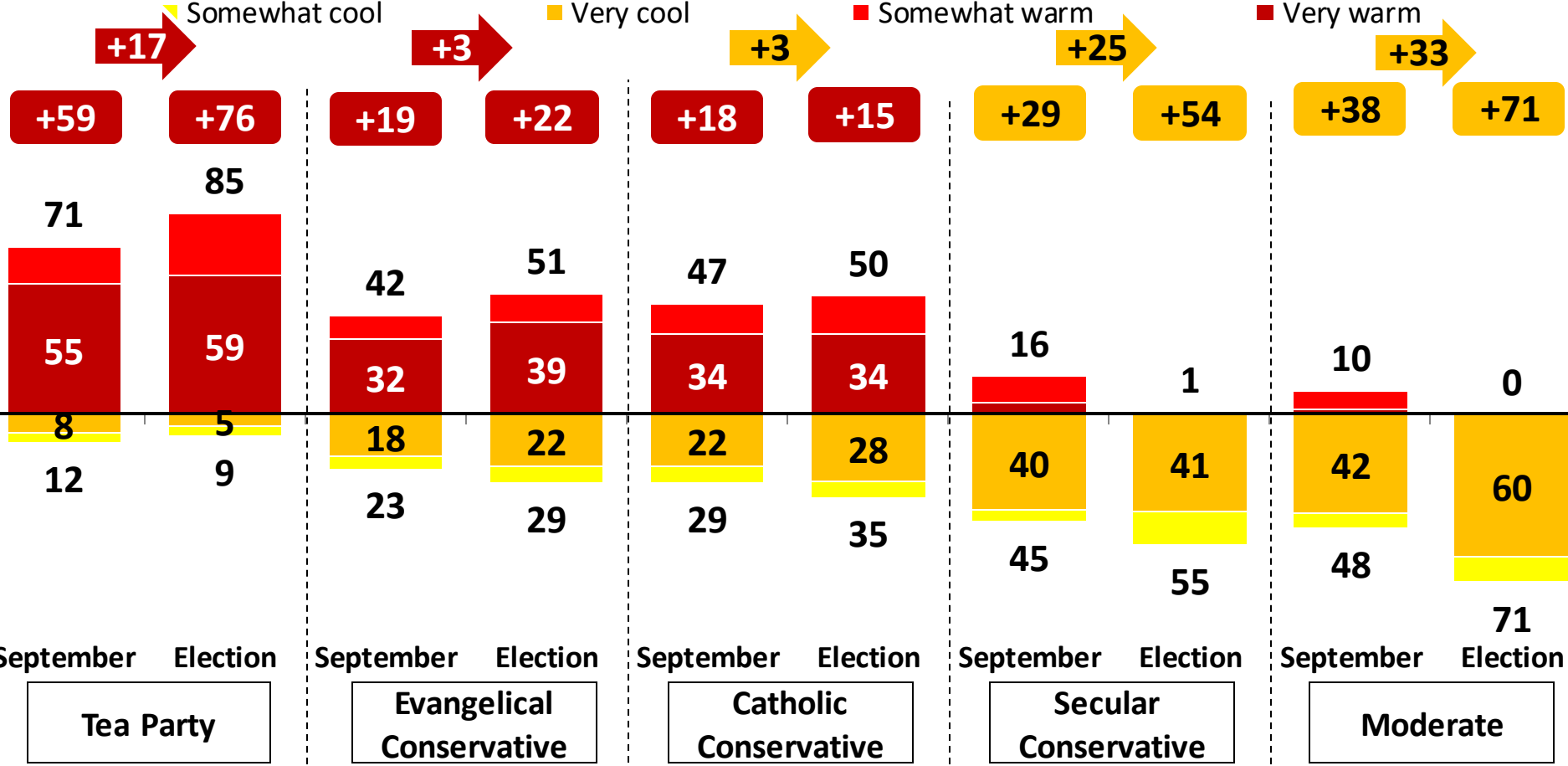
Trump's Tea Party campaign produces greatest polarization of all

Please rate your feelings toward some people, organizations and concepts, with 100 meaning a VERY WARM, FAVORABLE feeling; 0 meaning a VERY COLD, UNFAVORABLE feeling; and 50 meaning not particularly warm or cold.

“THE TEA PARTY” SHIFT

GOP IN STATE BATTLEGROUND PANEL

■ Somewhat cool
 ■ Very cool
 ■ Somewhat warm
 ■ Very warm



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