



Trump's engaged party defining the battle for 2022

May 14, 2021

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2022 Congressional, Senate, and gubernatorial battleground, with large oversample of Republicans

METHODOLOGY & DEFINITION OF BATTLEGROUNDS

A battleground phone poll of 1,000 registered voters, with an oversample of 500 Republicans was conducted by phone April 27-May 3, 2021 from a voter-file sample. 67% of respondents were reached on cell phones in order to accurately reflect the American electorate. The margin of error is +/- 3.5 percentage points.

4 South/Sunbelt States = AZ (+5), FL (+2), GA (+5), NV (+1)

7 Blue Wall States = MI (+1), ME (+3), MN (+1), NH (-), OH (+3), PA (-), WI (-)

13 Additional Frontline Congressional Districts:

- CA-39(+3), CA-45 (+3), CA-48 (+1), CA-49 (+4)
- NJ-03 (+3), NJ-05 (+1), NJ-07(+1), NJ-11 (-)
- TX-22 (+4), TX-24 (+2), TX-32 (+1)
- VA-02 (+1), VA-07 (+3)

**(Republican PVI advantage) (PVI – even) (Democratic PVI advantage)*



Key Findings:

- Trump's loyalists and aligned voters are 75 percent of the GOP in the 2022 battleground and importantly, are already consolidated and engaged in support of Trump's unfinished fight for America.
- The critical bloc of non-Trump conservatives and moderates is only a quarter of the battleground electorate — compared to 30 percent in our national poll last month. They are vocal in opposition to Trump, many approve of Biden, and even more could abstain or vote 3rd party.
- Our polls are adjusted to reflect what I learned dealing with right-wing populist parties: it maintains the 2020 proportion who are white non-college, as well as their recalled vote for Trump. It shows the Trump loyalists, Republicans, and white working class voters as much more engaged than Democrats, with Trump still able to shape events.
- High interest is not as high as a presidential year, but it is comparable to 2018, suggesting the era of high turnout elections is not over.



Key Findings:

- Trump's continuing battle to reverse an election stolen by Democrats and Black voters brings out the drivers of GOP identity — deep hostility to Black Lives Matter, undocumented immigrants, and Antifa.
- There is no escaping the reality that Trump's Republican Party is a self-consciously and self-confidently anti-democratic, anti-immigrant party that will battle for the future of white people in a multicultural America.
- The non-Trump Republicans are now vocal in their opposition to the GOP's current direction, but Republican primaries will only confirm Trump's ascendancy. Only the defeat of this anti-democratic, racist party in an election where it loses power can bring change.
- The parties are tied in the generic congressional, but fortunately, Biden gives Democrats a headwind: 49 percent approve, with a net 4 points more positive than negative. That contrasts with Trump who has a negative 5-point net approval rating. And there are Biden Republicans.



Key Findings:

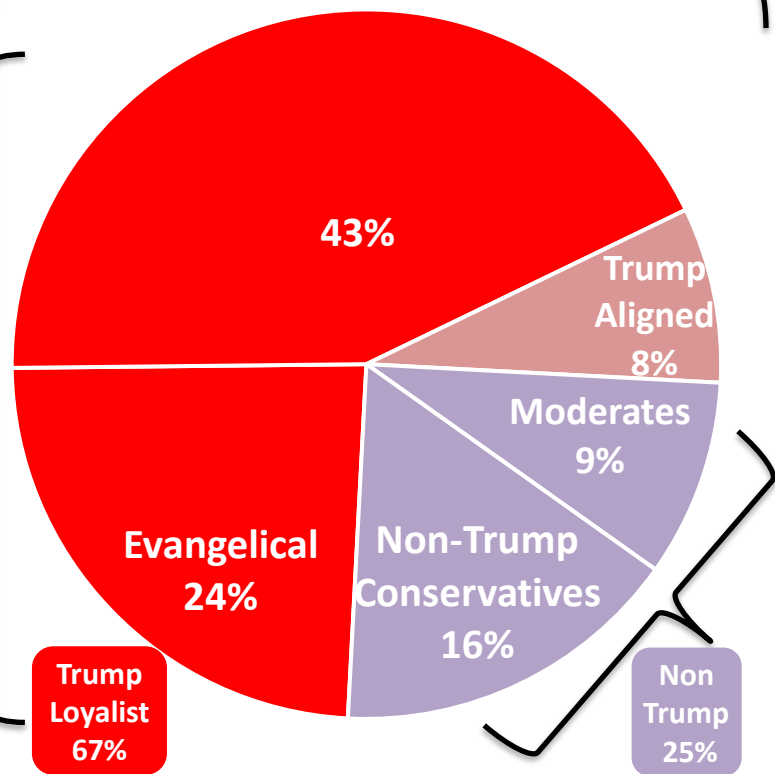
- The congressional generic (45 to 45 to percent) is produced by the complete consolidation of Republicans, while more Democrats are undecided. Importantly, Democrats are ahead by 3 points in the the House seats. Blacks, unmarried women, and probably Asian Americans (AAPI) are delivering, but not Hispanics on and Millennials/Gen-Z voters on turnout.
- Health care could be key again: almost one-fifth of non-Trump conservatives and one third of moderates are warm to Obamacare.
- Democrats and Biden need to show that they are helping people in historic ways, and it will all be put at risk if Republicans retake the Congress.
- And this time, Democrats cannot fail to see how Trump's party is fully engaged with its ongoing culture war, focused on crime, open borders, and defunding the police. Democrats are at risk of repeating 2020 if they do not prioritize defusing and neutralizing it.

Trump's Loyalists and aligned fully 3/4th in 2022 battleground – and will play a big part in the fights ahead

GOP TYPOLOGY

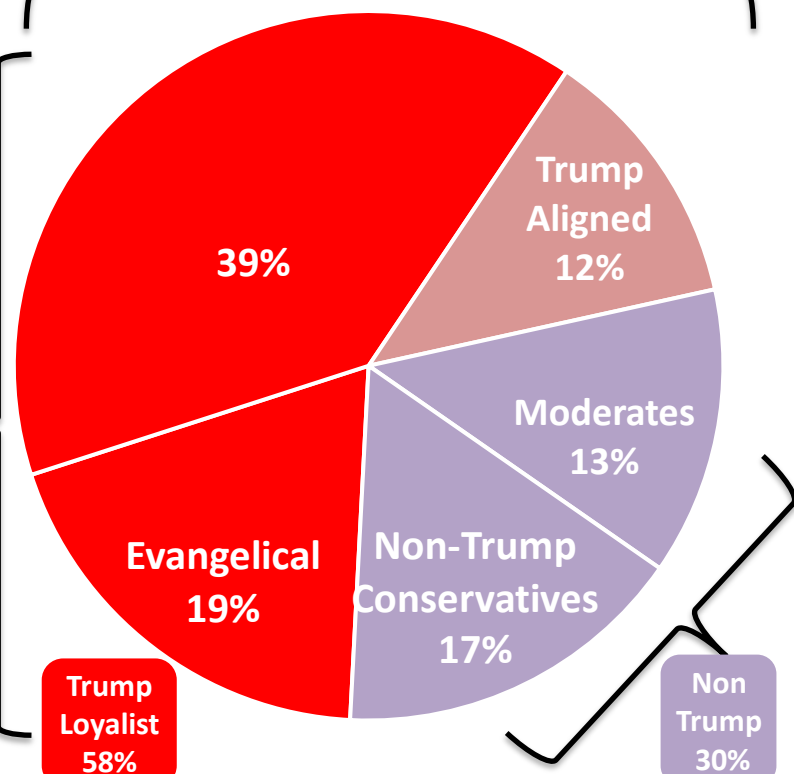
BATTLEGROUND

Loyal + Aligned, 75%



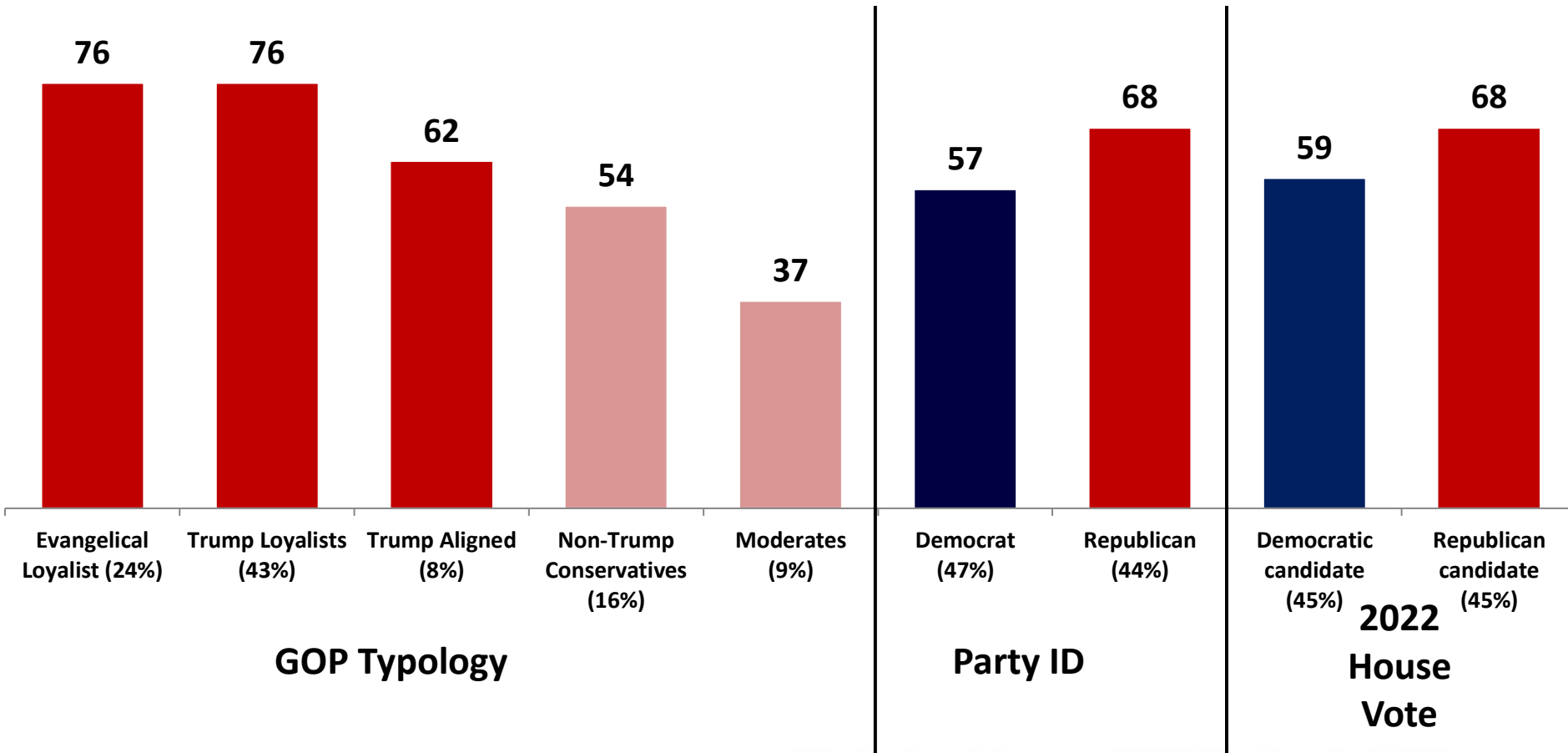
NATIONAL

Loyal + Aligned, 70%



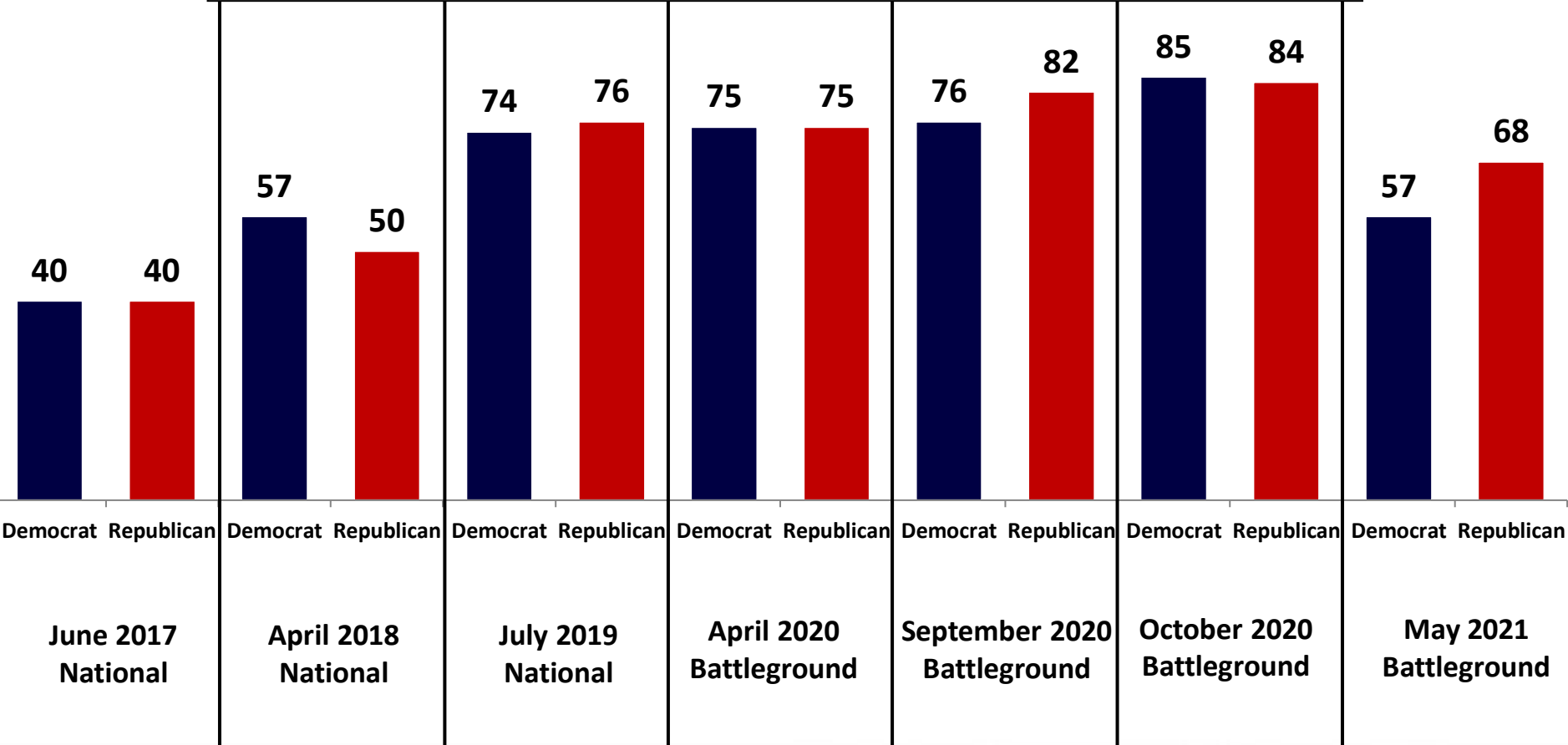
They are deeply engaged – led by the 58% of GOP who are Trump loyalists – and alarmingly, Democrats are barely following politics

%10, INTEREST IN 2022 ELECTION



**Trump kept Republicans highly engaged, but major pull back from election;
Democrats pulled back much more, but both at level indicating in high turnout era**

%10, INTEREST
2017-2021 NATIONAL AND BATTLEGROUND

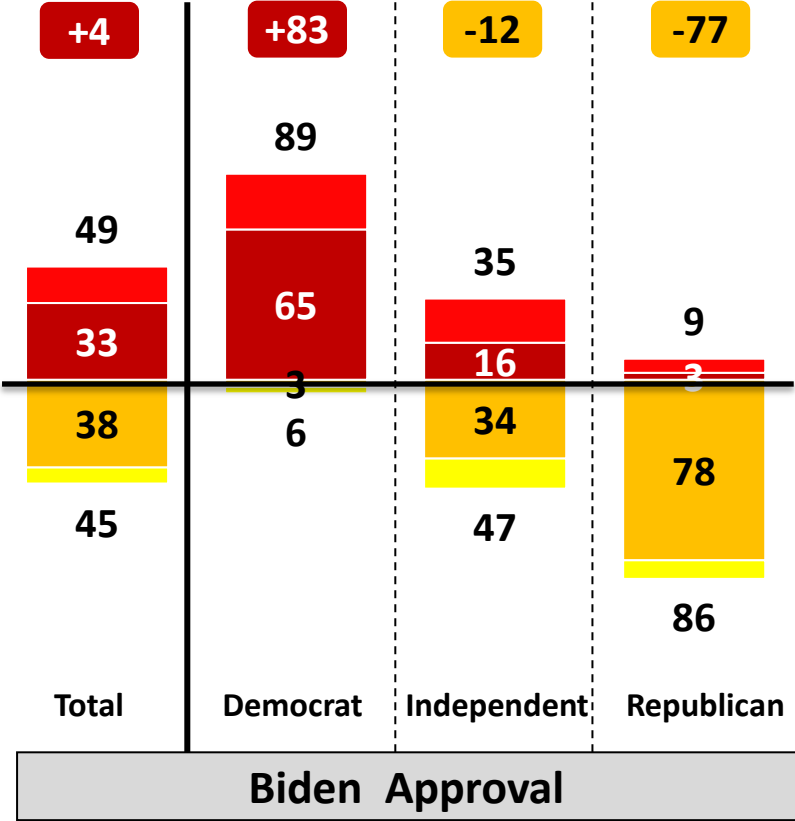


Fortunately, Biden has 49 percent approval in battleground, and gives Democrats a headwind: net +4 compared to -5 for Trump

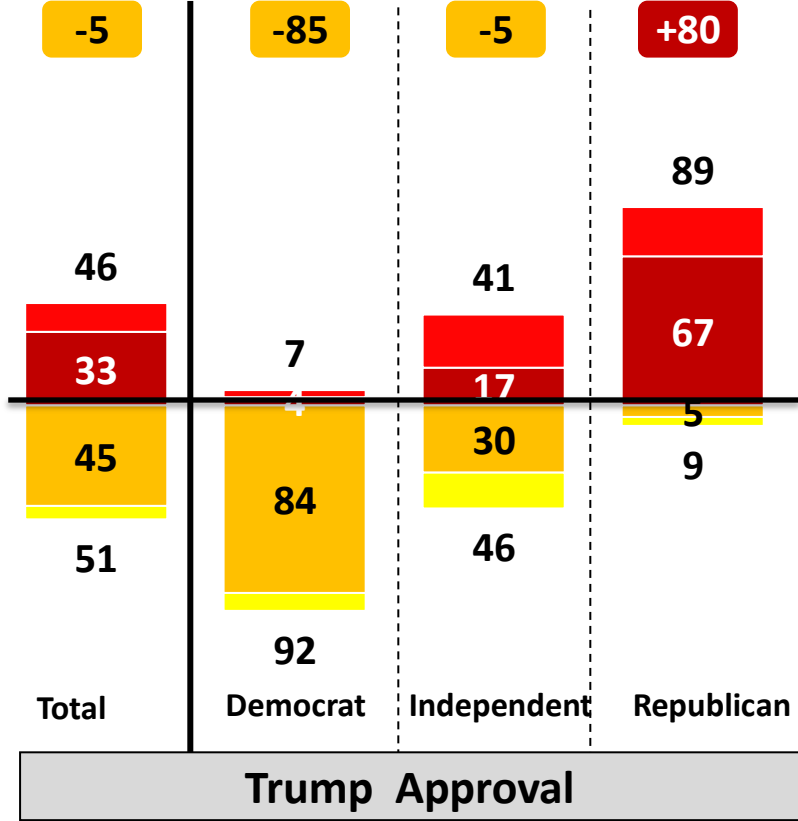
Do you approve or disapprove of Joe Biden/Donald Trump?

BIDEN/TRUMP APPROVAL COMPARISON

■ Strong approve ■ Strong disapprove



■ Strong approve ■ Strong disapprove

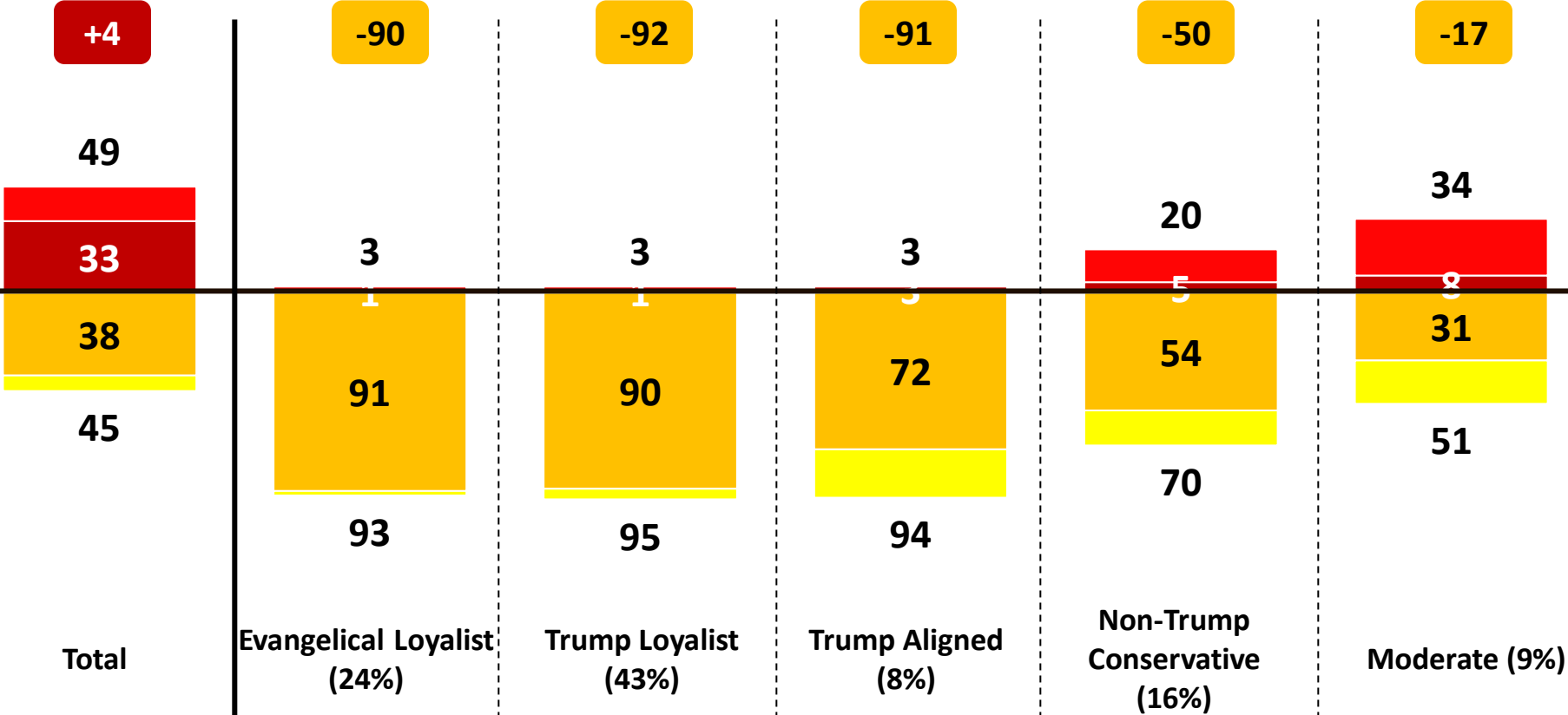


Biden Republicans? While 3 in 5 Trump loyalists are intensely anti-Biden, other factions less hostile and some warm to him.

Do you approve or disapprove of Joe Biden?

BIDEN APPROVAL: GOP TYPOLOGY

■ Strong approve ■ Strong disapprove



Poll adjusted to ensure 2020 white working class proportion and recalled Trump vote shows Dems up 4 nationally, but tied in 2022 battleground

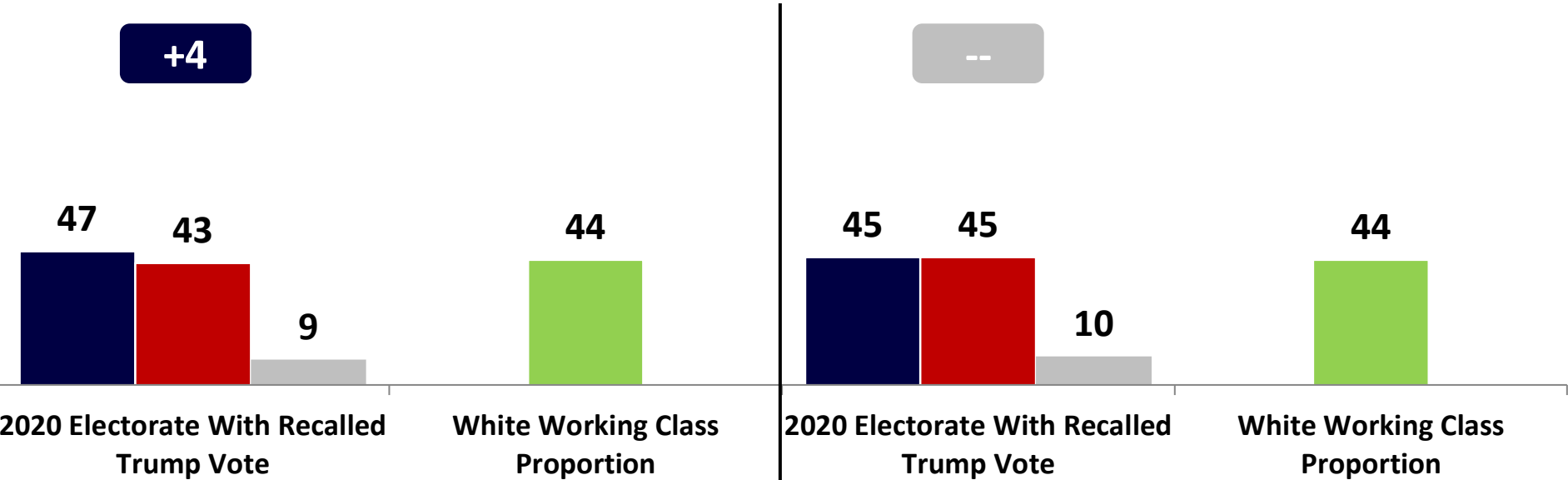
Even though it is a long way off, thinking about the election for Congress in your district in November 2022, will you vote for – the Democratic candidate or the Republican candidate?

2022 CONGRESSIONAL VOTE NATIONAL VS. BATTLEGROUND

■ Democratic Candidate ■ Republican Candidate ■ Other/Undecided

+4

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March National Poll

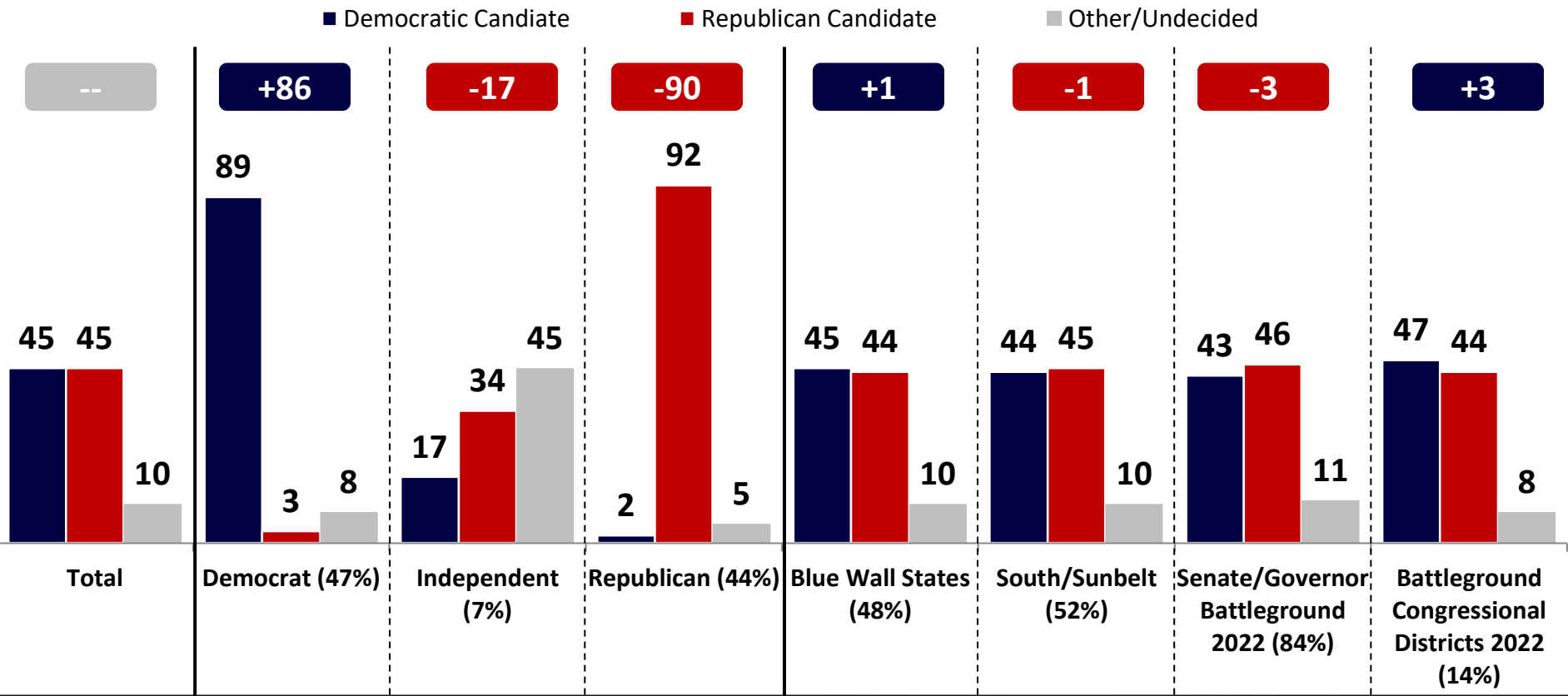
April Battleground Poll



Tied vote for Congress produced by early GOP consolidation fighting nationally, while Democrats more undecided; but lead in congressional battleground

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2022 CONGRESSIONAL VOTE

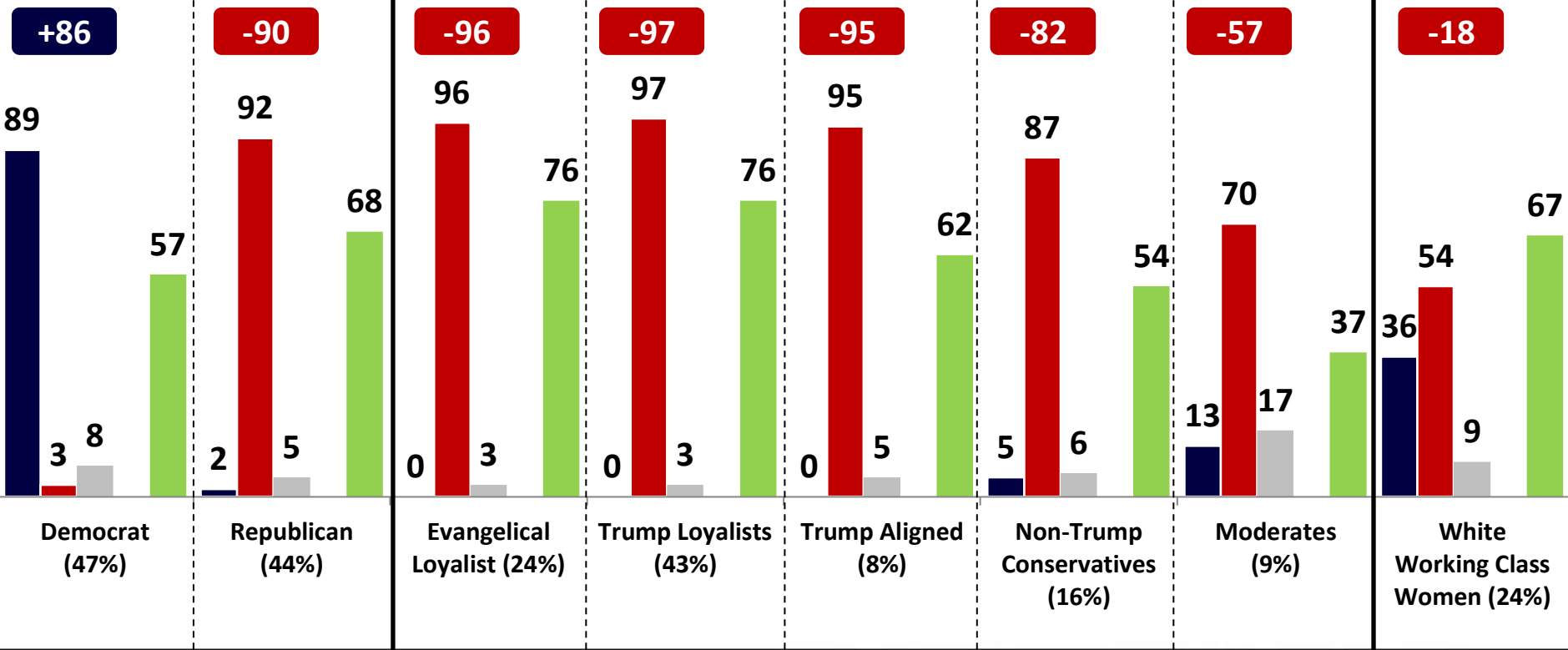


Trump loyalists produce big GOP vote and turnout, but non-Trump conservatives and moderates could drop off; and white working class women unusually engaged

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2022 CONGRESSIONAL VOTE

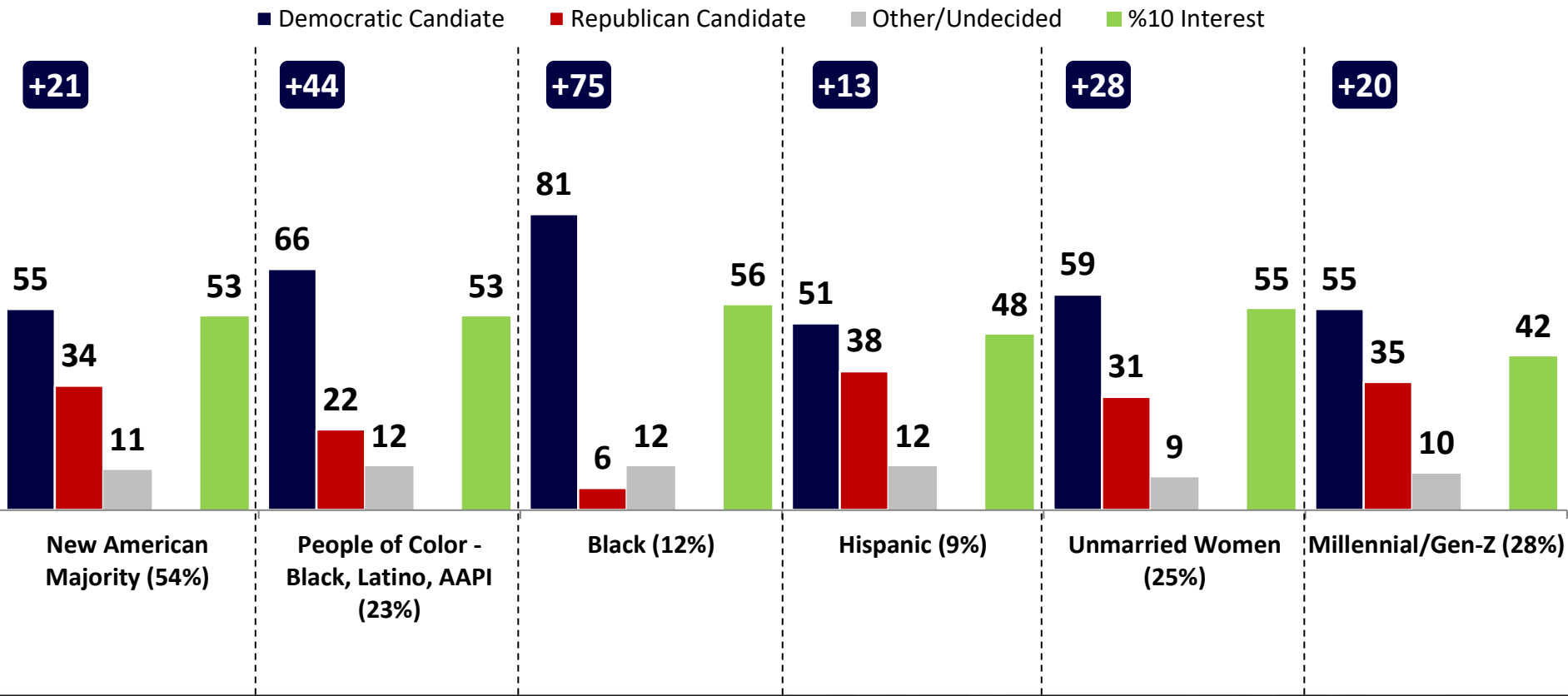
■ Democratic Candidate ■ Republican Candidate ■ Other/Undecided ■ %10 Interest



Blacks and unmarried women game on, likely with AAPI; but not Hispanics and millennials

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2022 CONGRESSIONAL VOTE



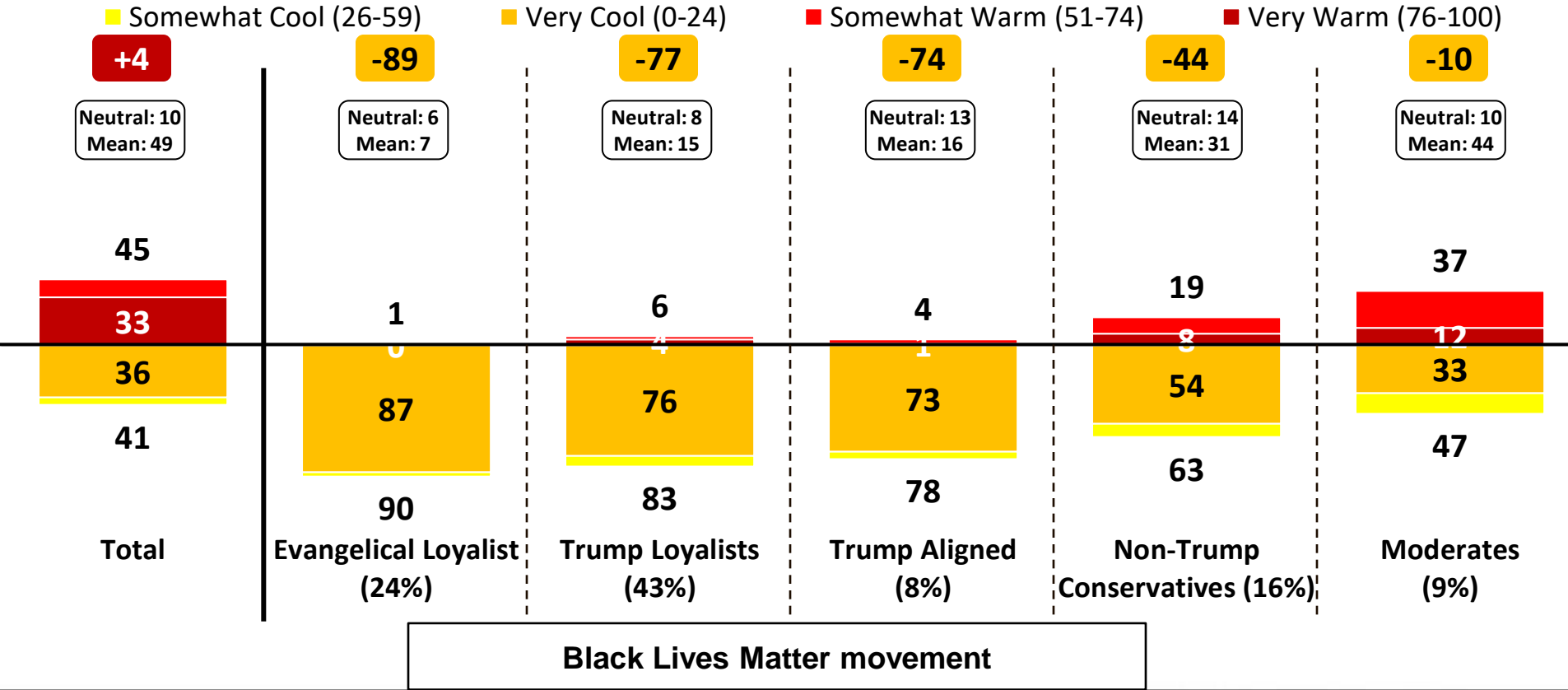
Drivers of Trump's loyalist GOP



Republicans united in intense hostility to Black Lives Matter; only moderates split

Now, I'd like you to 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.

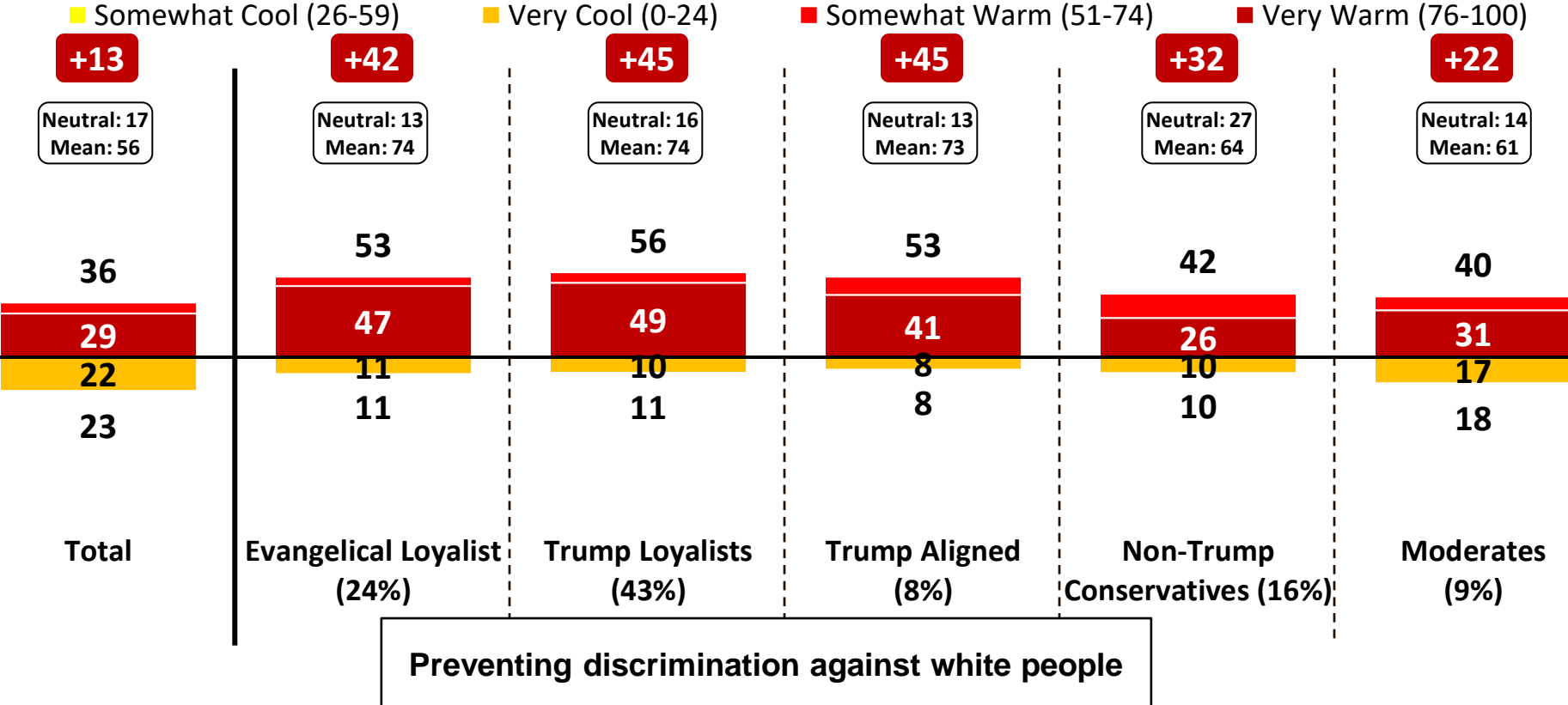
THERMOMETERS 2022 BATTLEGROUND



Preventing discrimination *against white people* animates Trump loyalists and aligned – 75% of party

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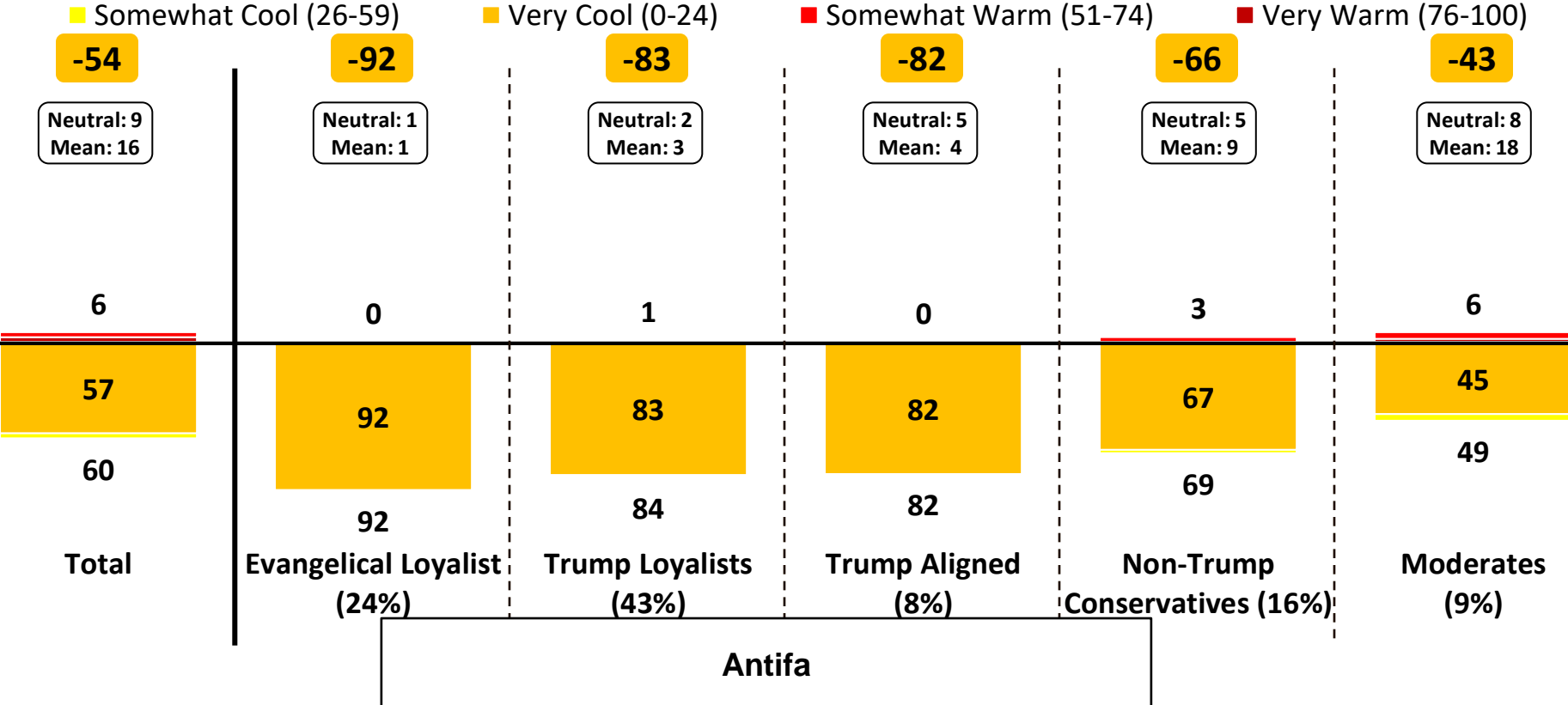
THERMOMETERS 2022 BATTLEGROUND



GOP united and at war against Antifa – the leftist anarchists GOP blames for all white violence

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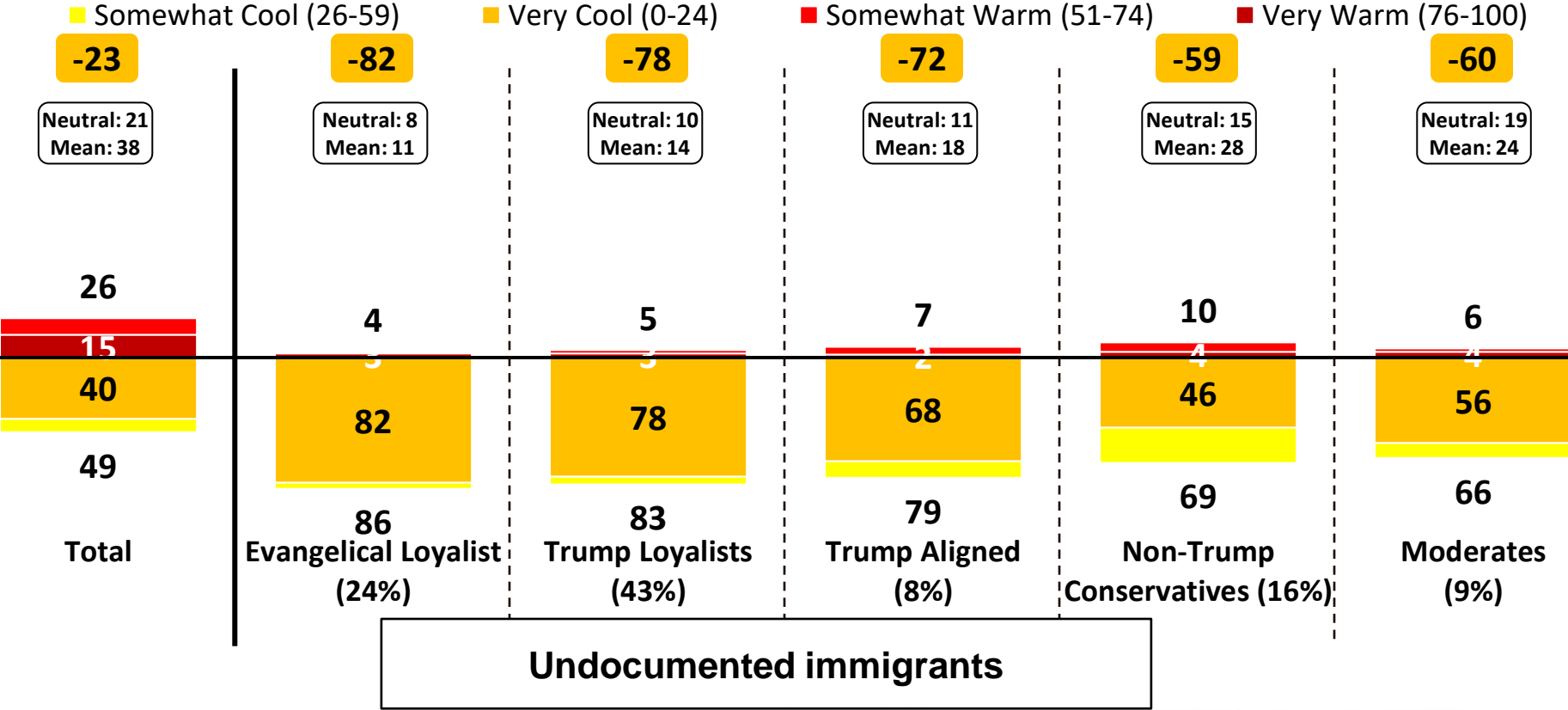
THERMOMETERS 2022 BATTLEGROUND



80% of Trump's loyalist extremely hostile to undocumented immigrants, and 2/3rds of Trump aligned

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THERMOMETERS 2022 BATTLEGROUND

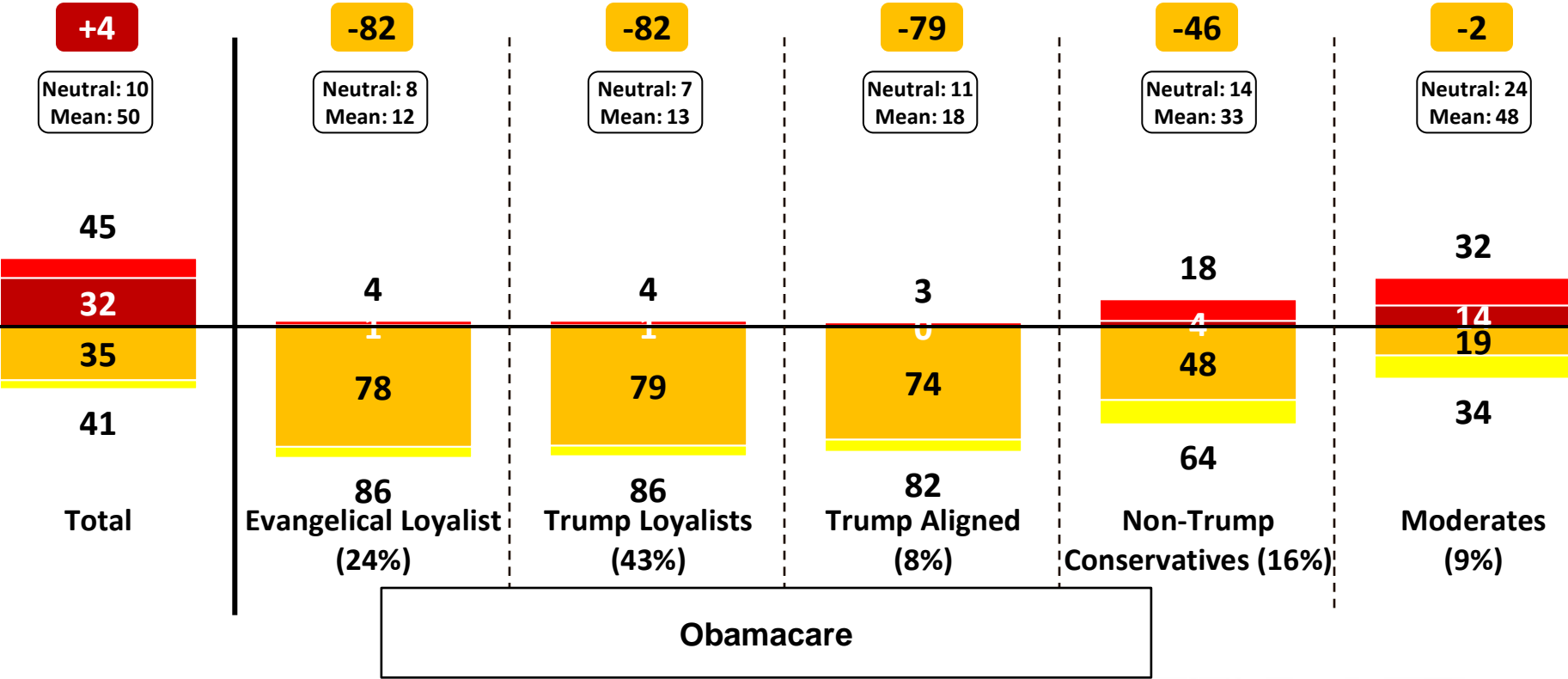


Hatred of Obamacare at the heart of Trump loyalists and aligned world view; though note, 1/5th of non-Trump conservatives and 1/3rd of moderates warm to ACA

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THERMOMETERS
2022 BATTLEGROUND

■ Somewhat Cool (26-59) ■ Very Cool (0-24) ■ Somewhat Warm (51-74) ■ Very Warm (76-100)



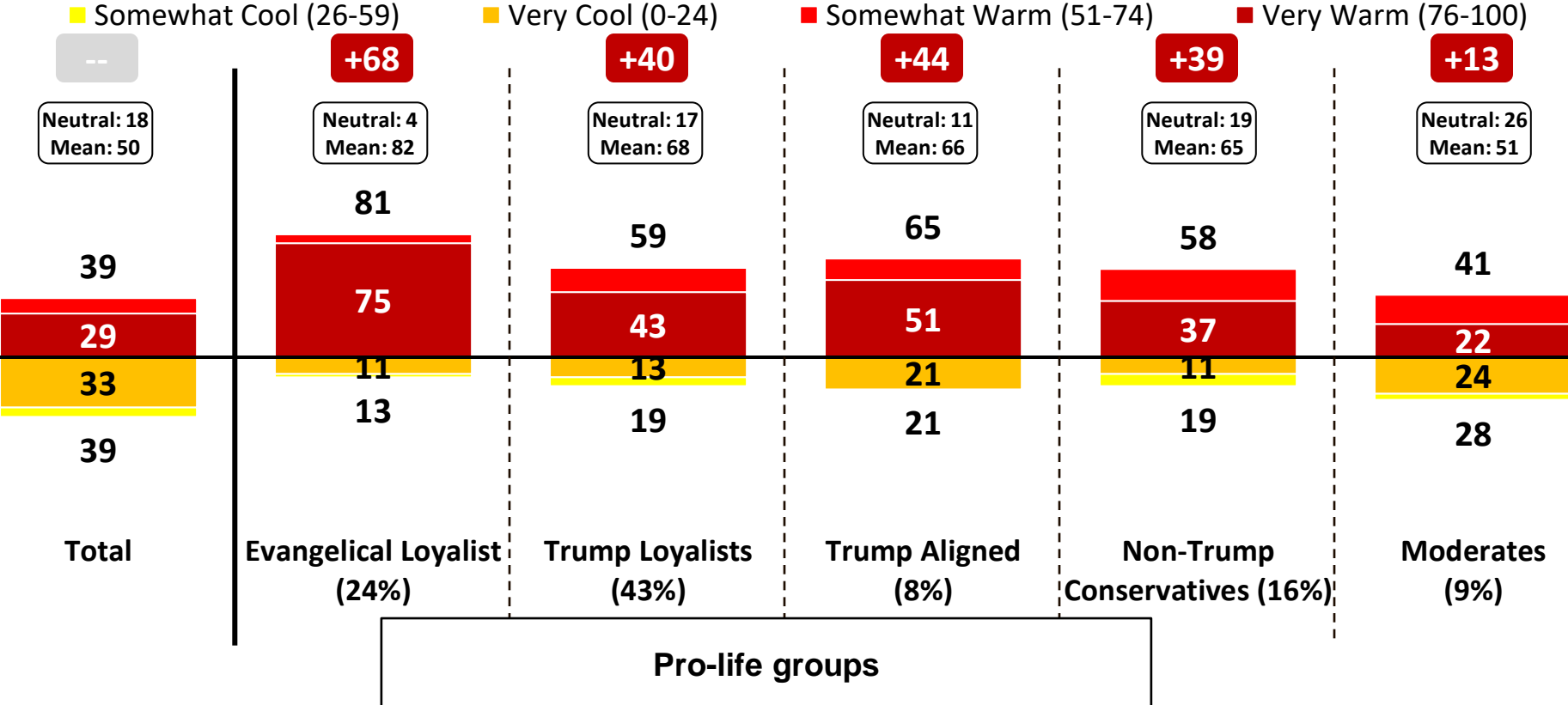
Obamacare



Pro-life is raison d'être for Evangelical Trump loyalists, and nearly all Republicans remain socially conservative

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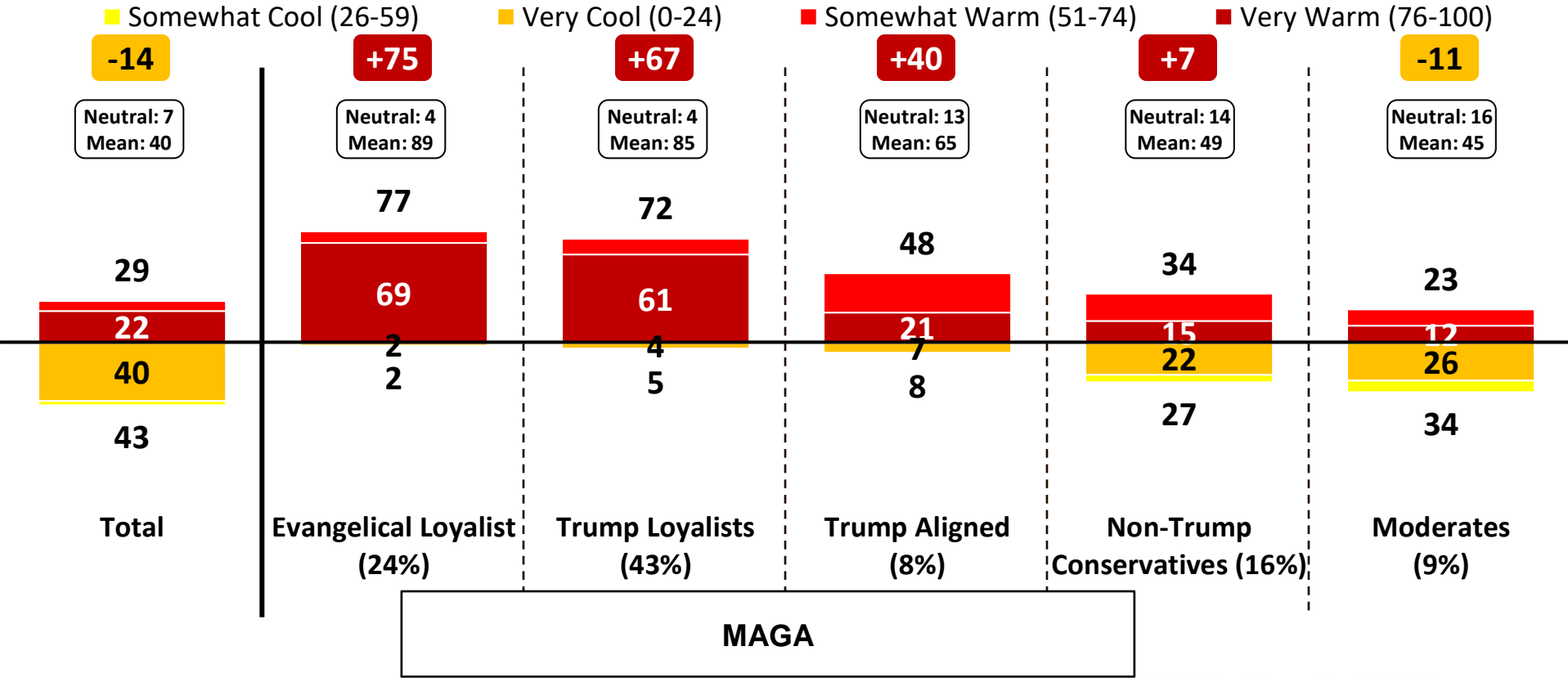
THERMOMETERS 2022 BATTLEGROUND



'MAGA' identity at the heart of Trump loyalist energy: they are 60 percent of the party

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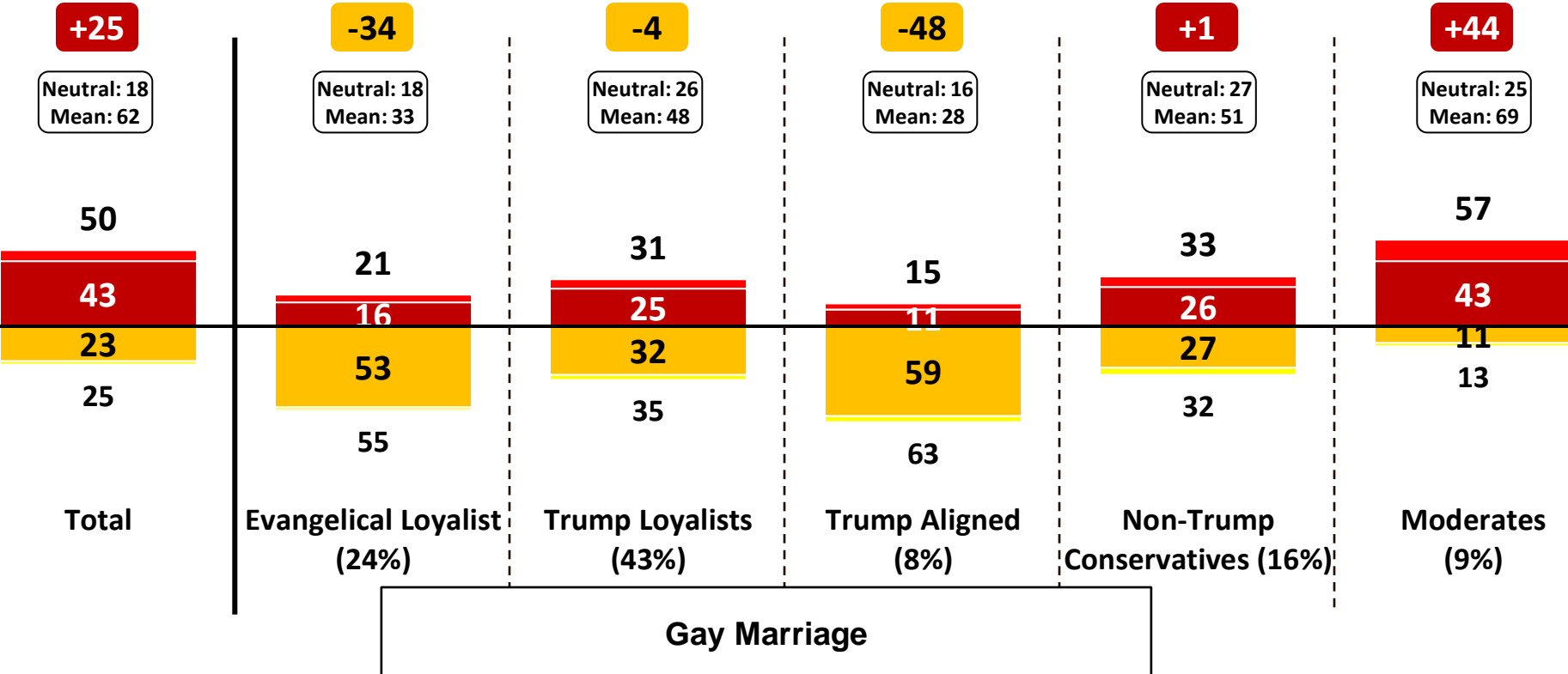


Gay marriage key for Evangelical loyalists and Trump aligned, but not other Trump loyalists

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THERMOMETERS 2022 BATTLEGROUND

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Gay Marriage



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