



Fragmenting Trump's Republican Party

Results of new poll of Republicans & partisan defectors

September 9-15, 2022

CAMPAIGNS | CORPORATIONS | ADVOCACY | WORLDWIDE

The national web survey described

METHODOLOGY

Democracy Corps conducted a national web survey among 2,770 registered voters from Sept. 9-15, 2022. The data include a base sample of 1,270 registered voters, with large oversamples of 500 Black voters, 500 Hispanic voters, and 500 AAPI voters. The oversample data are statistically weighted to ensure the sample's regional, age, and gender composition reflects that of the estimated registered voters in the United States.

The total data set of 2,770 registered voters (1,270 base sample plus 1,500 oversample of voters of color) were weighted down to an effective sample size of 1,000, nationally representative of registered voters. Additionally, the data were weighted to an average of recent phone polls (or moving norm) on core cultural thermometers, and the 2020 vote was weighted to the moving norm among white working-class men and women, Black, Hispanic, and AAPI voters.

The total sample of 2,770 Registered Voters (1,000 Weighted) includes:

- 839 Registered Voters in Battleground States/CDs (326 Weighted)
- 977 White Voters (720 Weighted)
- 632 Black/African-American Voters (120 Weighted)
- 604 Hispanic/Latino Voters (100 Weighted)
- 530 Asian American (AAPI) Voters (58 Weighted)



Key Findings

- Donald Trump stokes the beating heart of the party — which includes Republican conservatives who are evangelicals who strongly approve of him and his even stronger base in the non-evangelicals GOP conservatives. There is a strong affinity of the Trump aligned, the GOP conservatives who somewhat approve of Trump because of their strong view on race issues.
- This is a party united with its intense reaction against Nancy Pelosi, undocumented immigrants, Black Lives Matter, transgender and gender overreach. Central are reactions to Critical Race Theory and fear of whites becoming a minority. The party is very united on these issues.
- But reaction against Trump on key issues shows the potential to fracture on the Supreme Court decision to overturn Roe v. Wade, guns, the Affordable Care Act, and MAGA Republicans – creates potential with moderate Republicans, Cheney conservatives and Democratic defectors. (The last are most working class voters who became Republican under Trump.)
- Even small shifts can make a huge difference when you are eroding the base of the other party. Right now, Democrats are slightly more consolidated. Messages shifts the Democratic vote among Cheney conservatives from 4 to 6 percent. That vote is way below the current defection rate on key issues.
- While embrace of NRA and guns is key to the Trump loyalist party, a significant number in the GOP orbit are cool to the NRA, including moderate Republicans, Cheney conservatives and GOP defectors. Let's see how they react to a party that won't even raise the AR15 age to 21 years.
- Take note of how economically populist are the non-evangelical Trump loyalists who 60% warm to taxing billionaires.



Key Findings - 2

- America being a Christian nation gets a strong emotive response from Evangelical Trump loyalists and Trump aligned – but NOT the same intensity with core non-evangelical Trump loyalists or Cheney conservatives.
- The evangelic Trump loyalists offer a soft spot when it comes to Obamacare. About 30 percent of them, as well as a similar number with moderates and Cheney conservatives; and over half of GOP defectors. You would expect this to matter when there are efforts to repeal.
- It is hard to underestimate the potential power of the Roe decision. There is no issue that has produced more fractures in the Republican Party – including 30 percent of non-evangelical Trump loyalists, moderate Republicans, Cheney conservatives and over half of Democratic defectors. This may well motivate many yet.
- And characterizing the Republicans as MAGA Republicans also has a potential reception. Yes, it is motivating for Trump loyalist base, but it raises major doubt for 40 percent of moderate Republicans (higher than on other dimensions), a third of Cheney conservatives and a plurality of Democratic defectors. MAGA Republicans should be part of the fragmentation project.

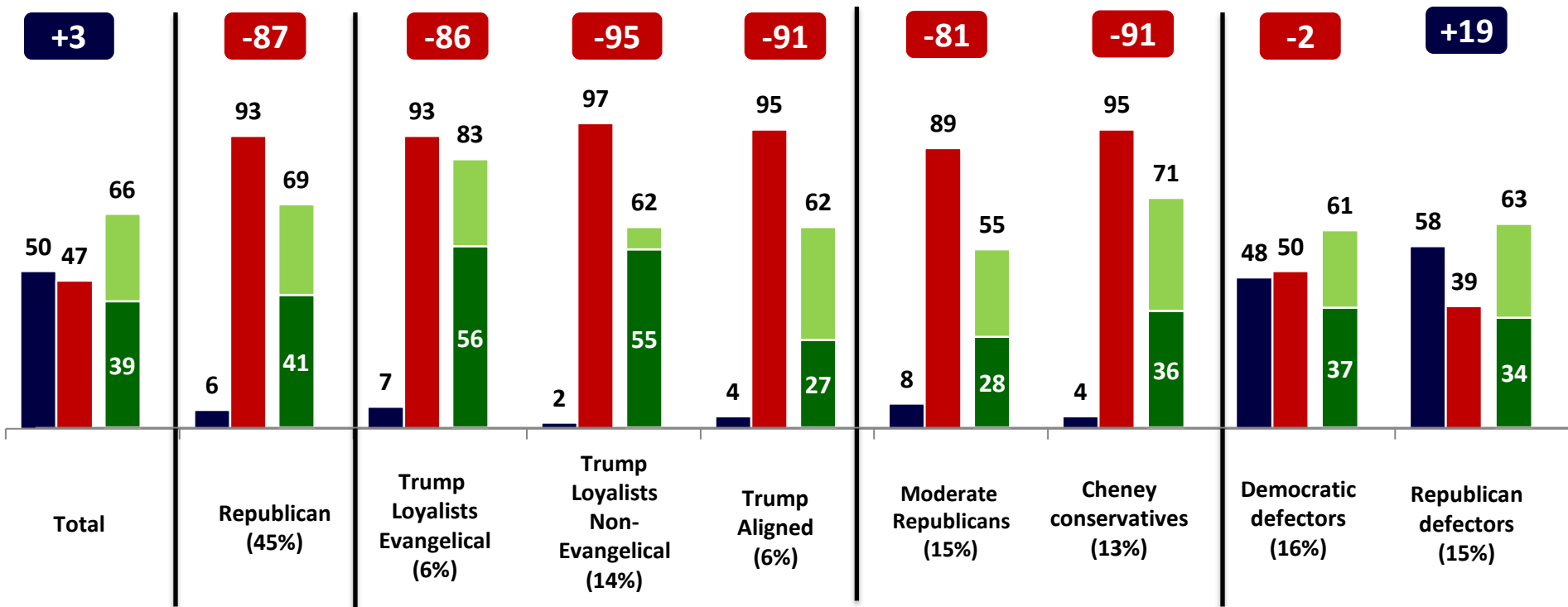


The Republicans now slightly more fractured with potential for more

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

■ Democratic candidate ■ Republican candidate ■ % 8-10 Interest in election ■ %10 Interest

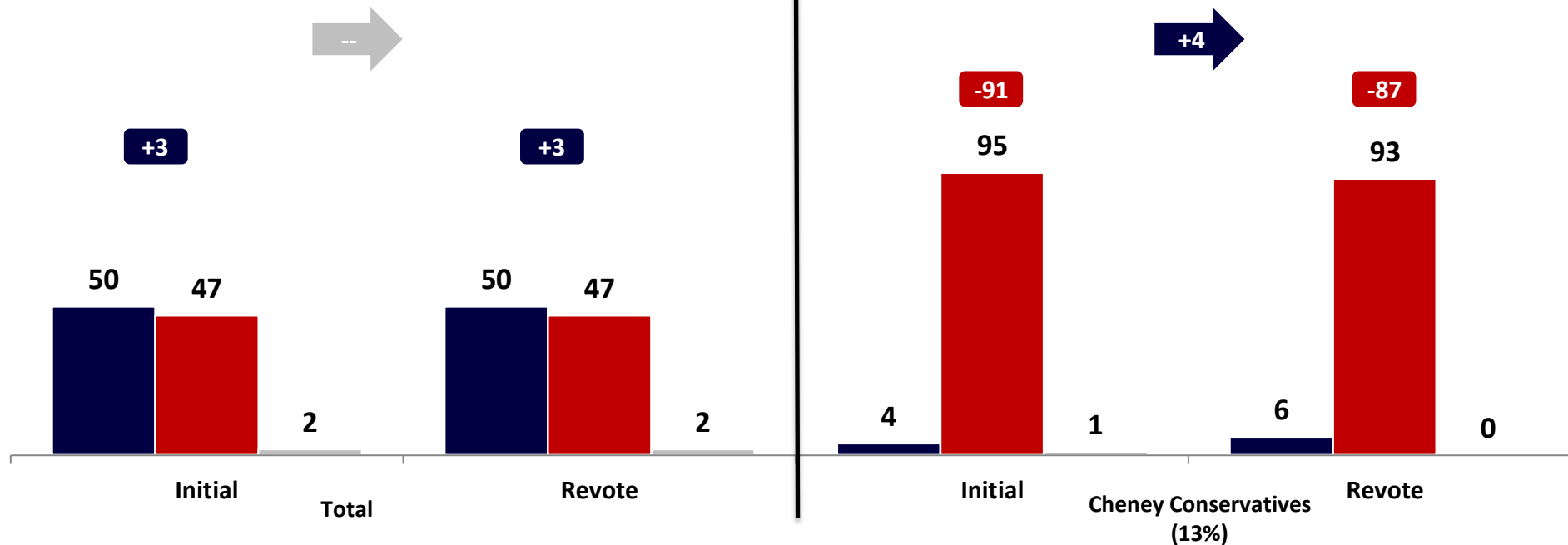


After the simulated campaign – Cheney conservatives shift margin by 4 points toward the Democrats

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

■ Democratic candidate ■ Republican candidate ■ 3rd party/Other candidate



Trump's United GOP



Trump's party unified in deep hostility to Speaker Pelosi, Black Lives Matter and undocumented immigrants

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

Nancy Pelosi

Black Lives Matter

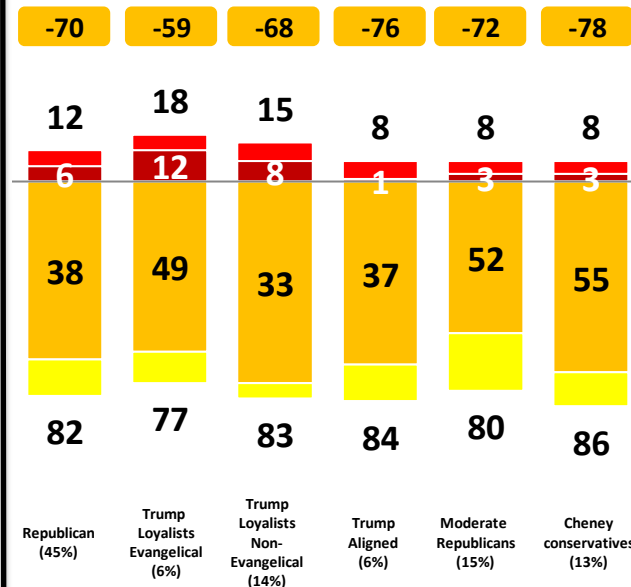
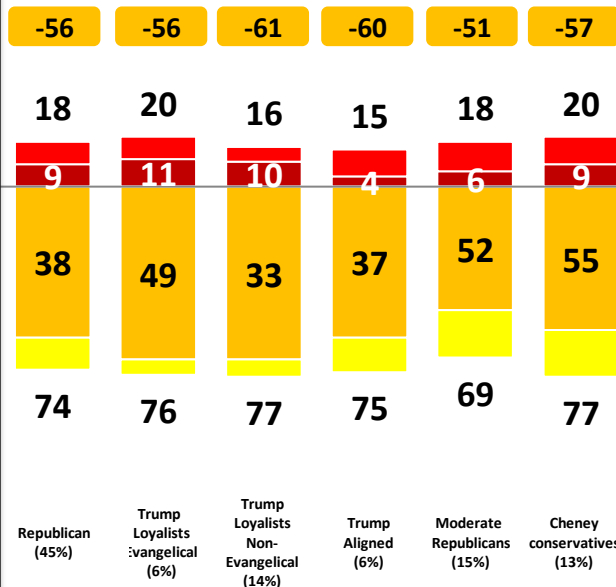
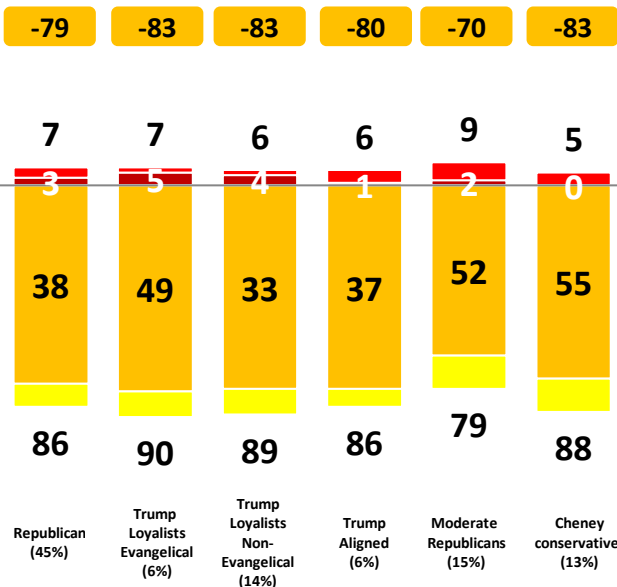
Undocumented Immigrants

Very Warm (76-100)

Somewhat Warm (51-74)

Very Cool (0-24)

Somewhat Cool (26-59)

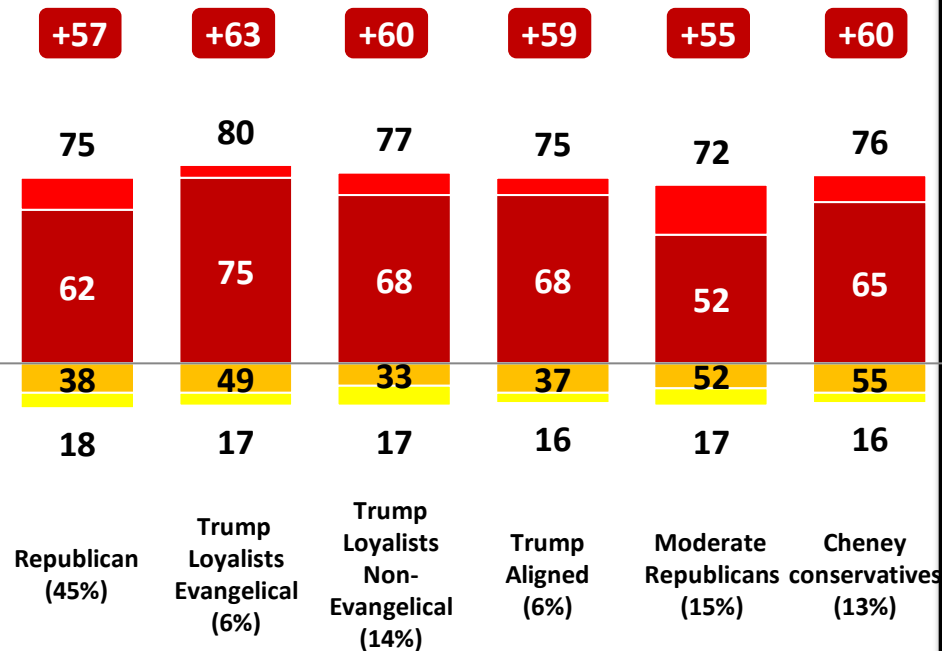


Trump's party also united in banning transgender athletes and teaching young about gender

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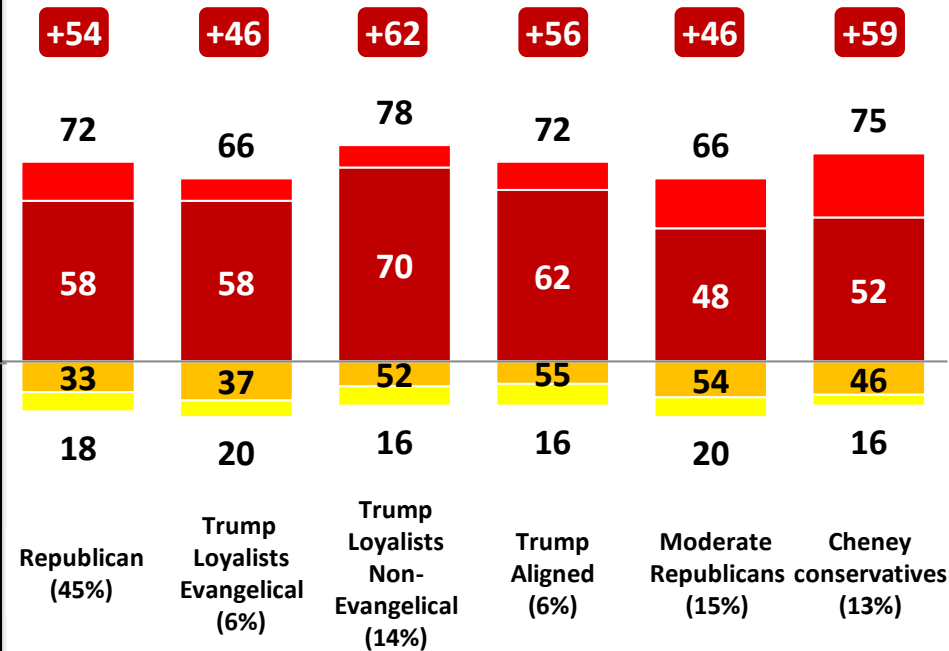
Banning transgender athletes from participating in women's sports

Very Warm (76-100) Somewhat Warm (51-74)



Ban teaching about sexual orientation or gender until 3rd grade

Very Cool (0-24) Somewhat Cool (26-59)

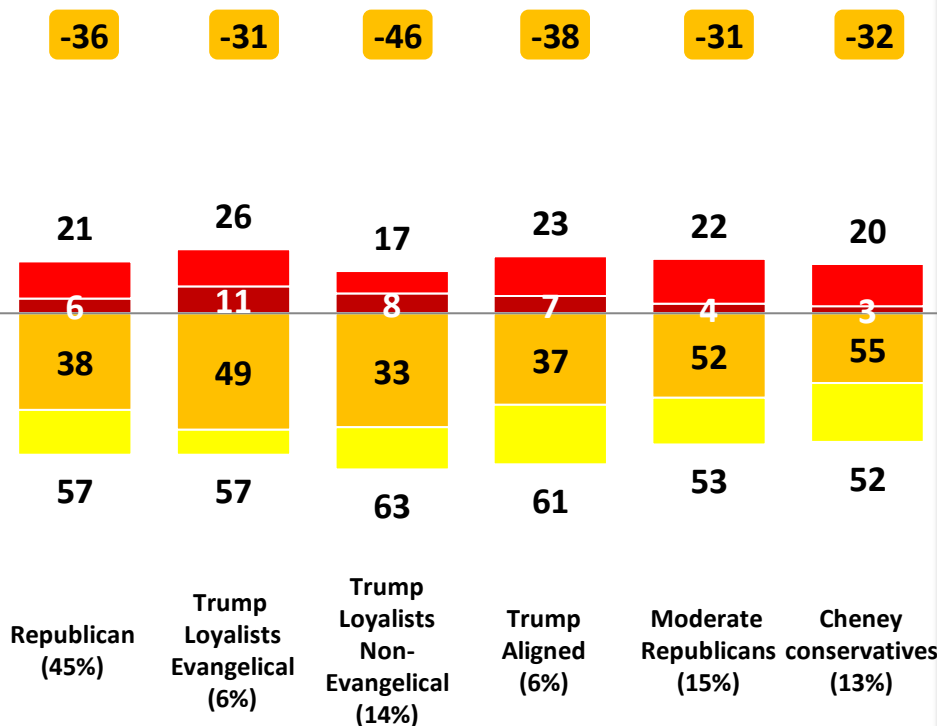


Trump's party worried whites become a minority and banning CRT approved, but big difference in intensity among moderates and Cheney conservatives

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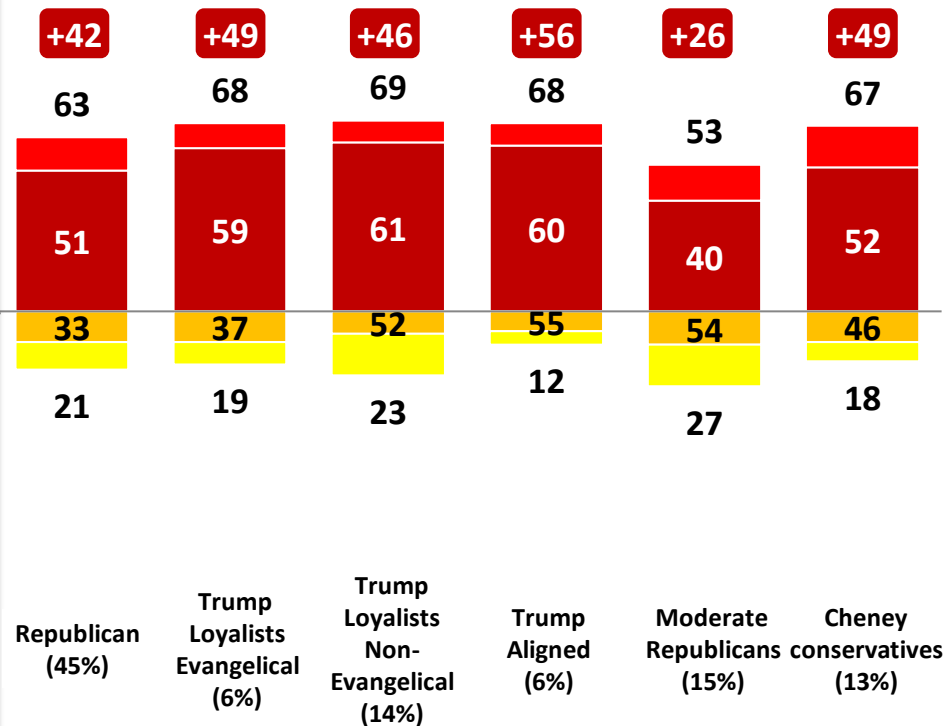
Whites becoming a minority in America

Very Warm (76-100) Somewhat Warm (51-74)



Ban Critical Race Theory in schools

Very Cool (0-24) Somewhat Cool (26-59)



Trump's GOP: Potential Fractures

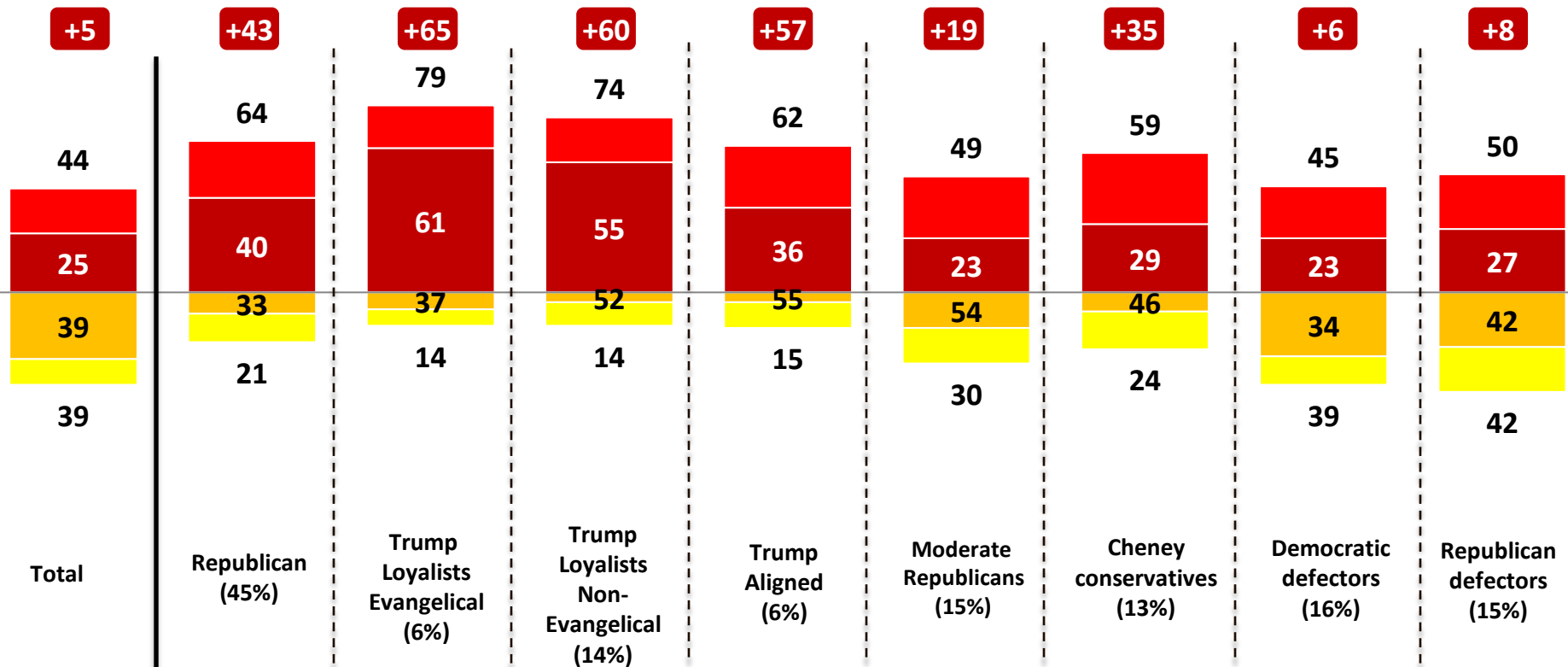


NRA is deeply motivation for near all of party; some fracturing among moderate Reps, Cheney conservatives and Dem defectors on guns

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National Rifles Association (NRA)

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

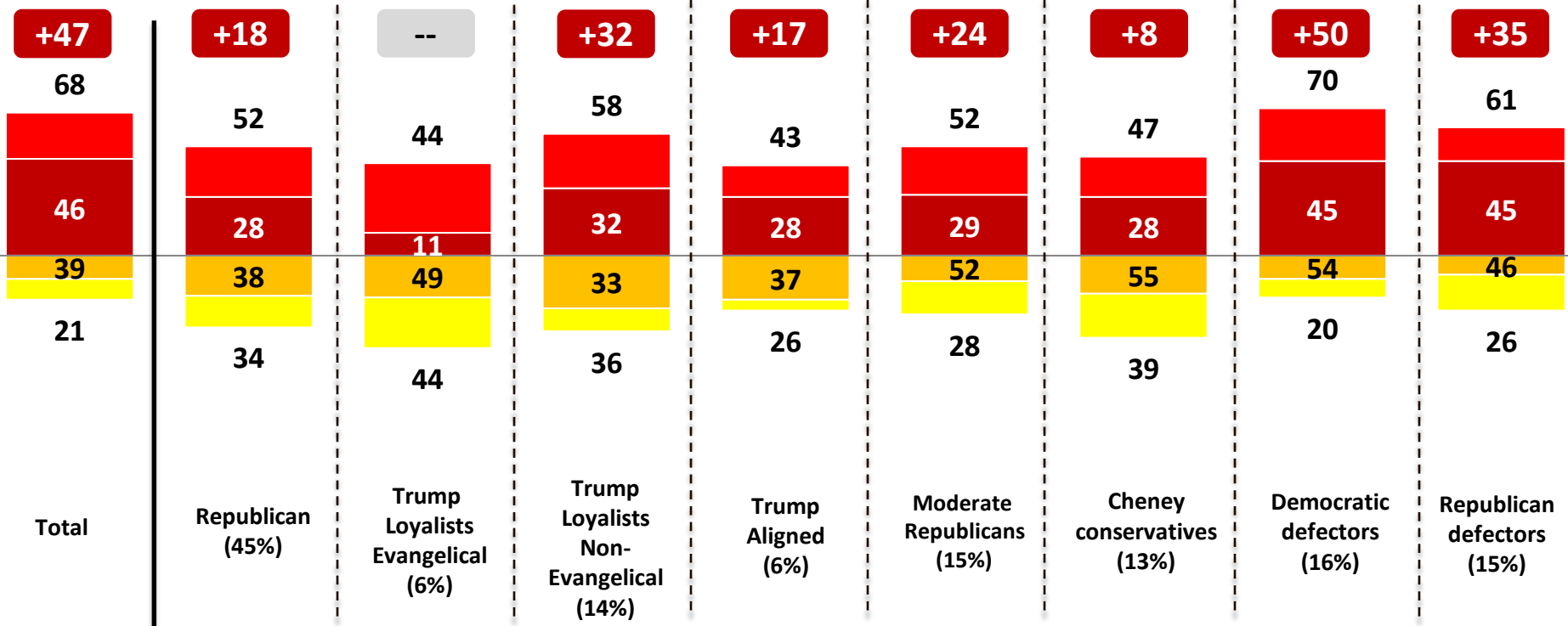


Almost 60 % of non-evangelical Trump loyalists – the heart of Trump’s GOP – want to tax billionaires

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Taxing Billionaires

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

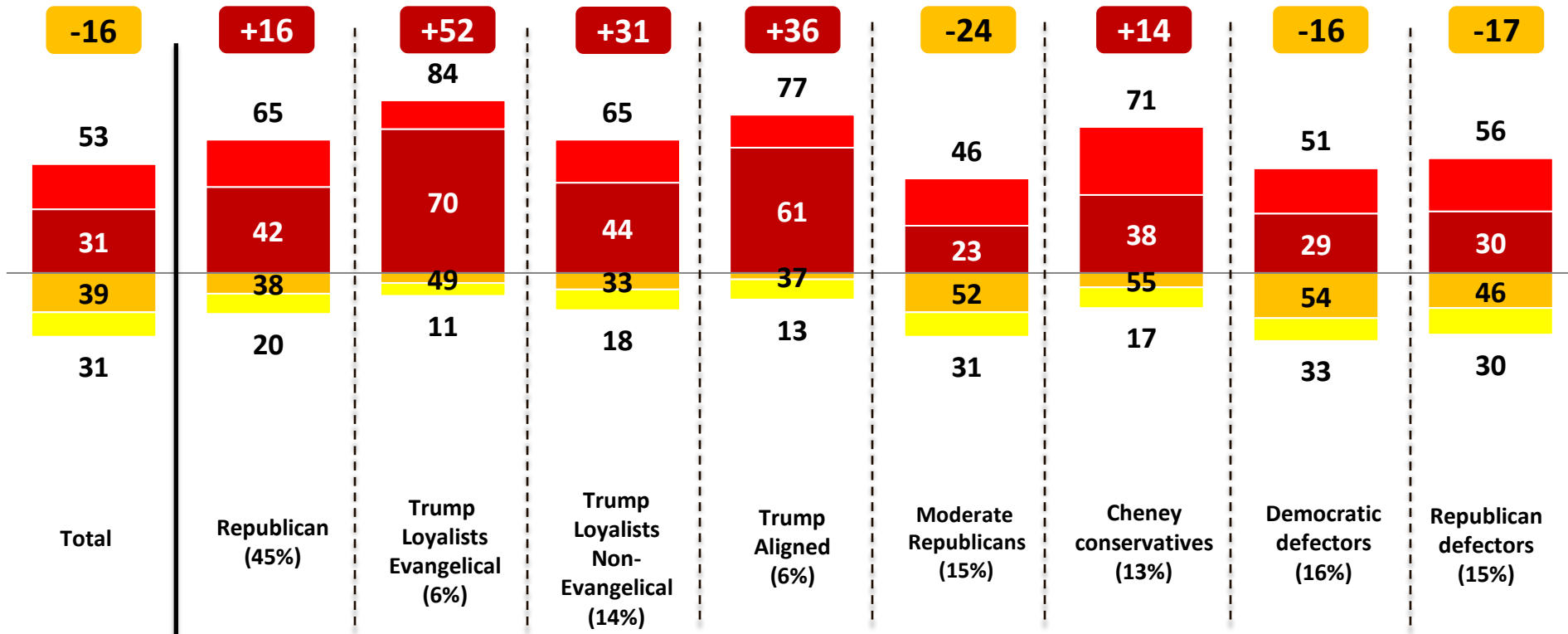


America as a Christian nation is emotive for Evangelical Trump loyalists and Trump aligned (a minority of party), but not others, including Trump core.

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American being a Christian nation

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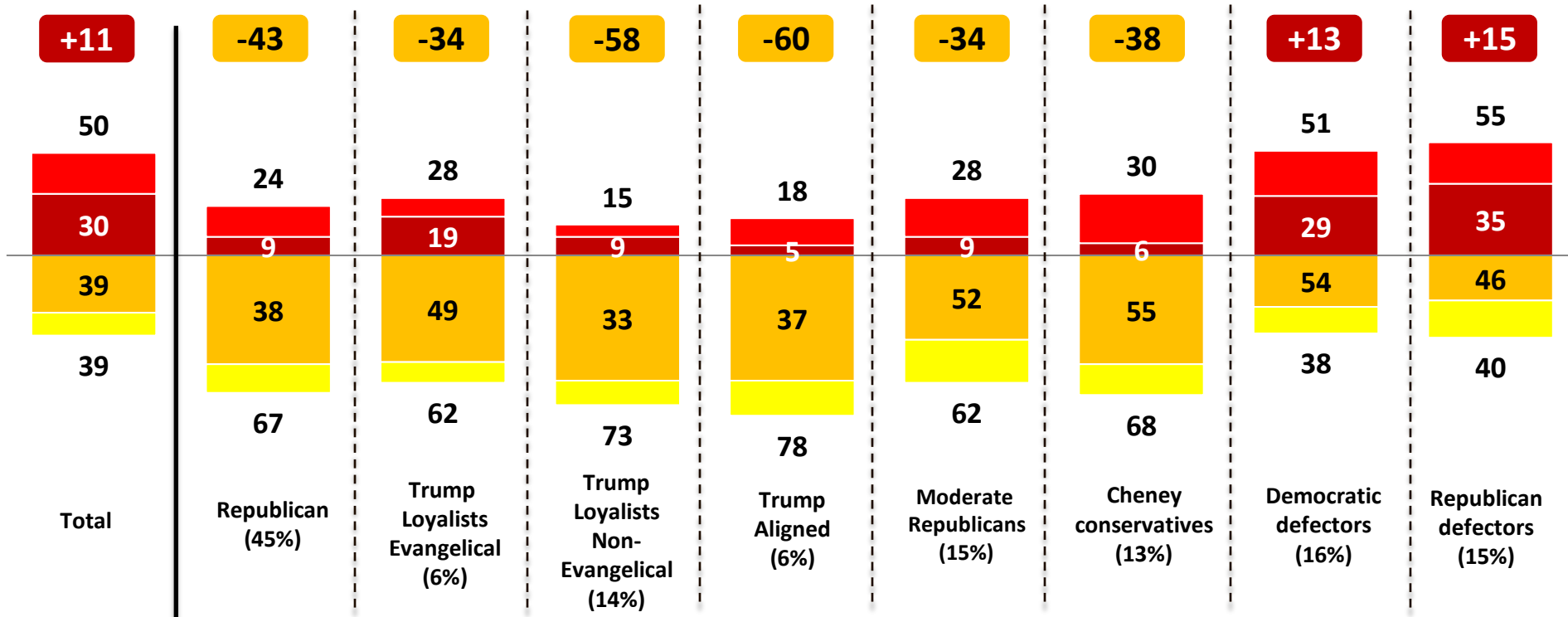


Obamacare hate key to Trump loyalists & aligned, but near 30% of Evangelical loyalists, moderates and Cheney bloc warm to ACA, & 51% of Dem defectors.

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ACA/Obamacare

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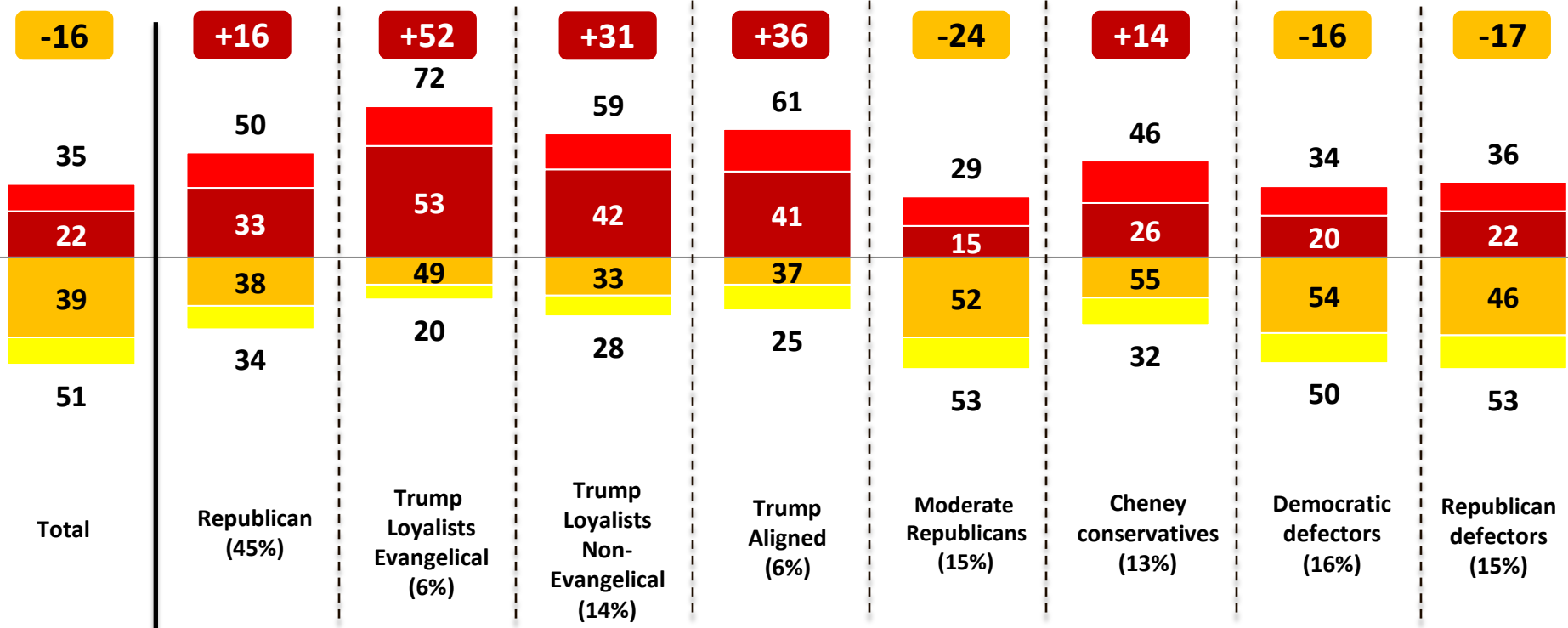


But distaste for Roe decision: 1/4th of Trump, non-Evangelical loyalists, third of Cheney bloc & fully 1/2 of moderate Reps and Dem defectors react against

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Supreme Court Overturning Roe v. Wade

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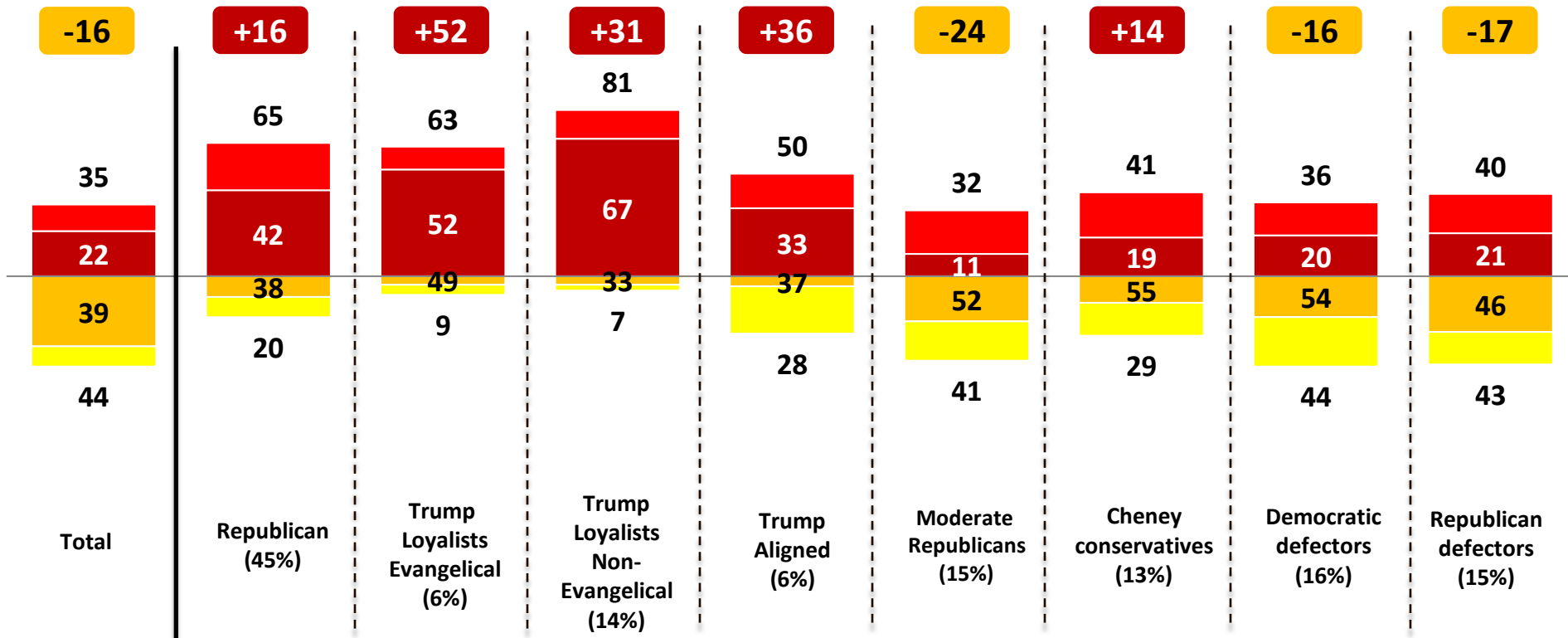


MAGA Republicans fracture:. energizing core Trump loyalists, while raising major doubts with 30% of Cheney bloc and 40% of GOP moderates & Dem defectors

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MAGA Republicans

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



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