

### **Trump's Republican Party** Results of 2022 national polls

CAMPAIGNS CORPORATIONS ADVOCACY WORLDWIDE

#### **Key Findings**

- This is now a party with a base of Trump loyalists but also groups of non-Trump, anti-MAGA voters.
- The Trump loyalists are 58 percent of the party. His control has been contested, and it made it insecure. In primaries, his candidates got 55 to 60 percent, reflecting the proportion who are Trump loyalists.
- Trump dominates the party, not because of his support across all factions, but because of the intense loyalty of those who strongly approve of him. The Trump loyalists raise their share of the vote to 63 percent in actual elections, and the moderates lower theirs.
- Because of the insurrection, you now have two groups for potential defection: Cheney conservatives and the moderate Republicans. The election days survey shows conclusively that a significant number of these voters abstain rather than go to polls and vote for the Democrat. However, Democrats gain from both ticket splitting and abstention.
- All factions intensively dislike Nancy Pelosi, Black Lives Matter, undocumented immigrants, and transgender people participating in sports. They worry about whites becoming a minority and would ban the teaching of CRT.
- Potential fractures are there now on MAGA, taxing billionaires, Obamacare, and overturning Roe v.
  Wade. The last is important to moderate Republicans. The ACA may be a factor with Evangelical Trump loyalists.
- The two parties are at parity nationally, and I believe that is because Democrats are out of touch on the economy and crime and not able to address them. That will be taken up in the working class project.

### Partisan fight at end consolidated Dems and engaged Trump loyalists. But fractures with Evangelicals, Cheney conservatives, and moderates most of all

Thinking about the election for Congress in your district in November 2022, will you vote for -- the Democratic candidate or the Republican candidate?



**psg** consulting

\*Upper percentage numbers are from the November 2022 survey and the lower percentage numbers are from October 2022.

# **Trump's United GOP**

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





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



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



# **Trump's GOP: Potential Fractures**

## Almost 60% of Trump loyalists – the heart of Trump's GOP – want to tax billionaires



### Obamacare hate key to Trump loyalists & aligned, but nearly 30% of Evangelical loyalists (1 in 5 very warm), moderates, and Cheney bloc warm to ACA



### But distaste for Roe decision: 1/4<sup>th</sup> of Trump loyalists & Cheney bloc, & fully ½ of moderate Reps and Dem defectors react against



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



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