



Political “Tribes” within Today’s GOP

National Survey of GOP Voters
Conducted by Fabrizio, Lee and Associates
March 2021

Survey Methodology Statement:

Fabrizio, Lee & Associates conducted a nationwide survey of 1,264 known voters who are registered Republicans or affiliate as Republicans. The survey was conducted between February 20 - March 2, 2021. The interviews were split evenly and conducted using two different modes of data collection – through an online panel of known voters and through SMS to web using a registered voter list. Respondents were randomly selected from the registered voter lists.

Geography was matched to the number of Republicans in each state according to the number of voters in the state and the percentage who identify as such according to official registration statistics and affiliation levels according to the AP VoteCast. Gender, age, race/ethnicity, education, and urban/rural split were matched to demographic profiles of Republicans based on previous nationally representative surveys. The margin of sampling error at the 95% confidence interval for 1,264 voters is $\pm 2.76\%$.

Project Background:

- There has been a great deal of speculation about how much influence former President Trump wields over the GOP. One of the objectives of this study was to answer that question by parsing GOP voters based on their attitudes toward President Trump and his role in the party to identify and define the “tribes” that currently exist within the GOP.
- The short answer to the question is that President Trump still wields tremendous influence over the party, yet it is not universal or homogenous. We found that there are clear and distinct “tribes” of Trump supporters within the GOP and, not surprisingly, a small Never Trump group.
- Our analysis identified 5 distinct “tribes” within the current GOP:
 - “Trump Boosters”
 - “Diehard Trumpers”
 - “Post-Trump GOP”
 - “Never Trump”
 - “Infowars GOP”
- 4 of the 5 “tribes” are very positive toward President Trump and strongly approve of the job he did as President. Yet there are clear differences beyond liking him and the job he did as President.
- The following slides detail the size of each “tribe,” what defines them and the questions we used in determining the tribes they belong to.

Current 5 “Tribes” within the GOP

Infowars GOP

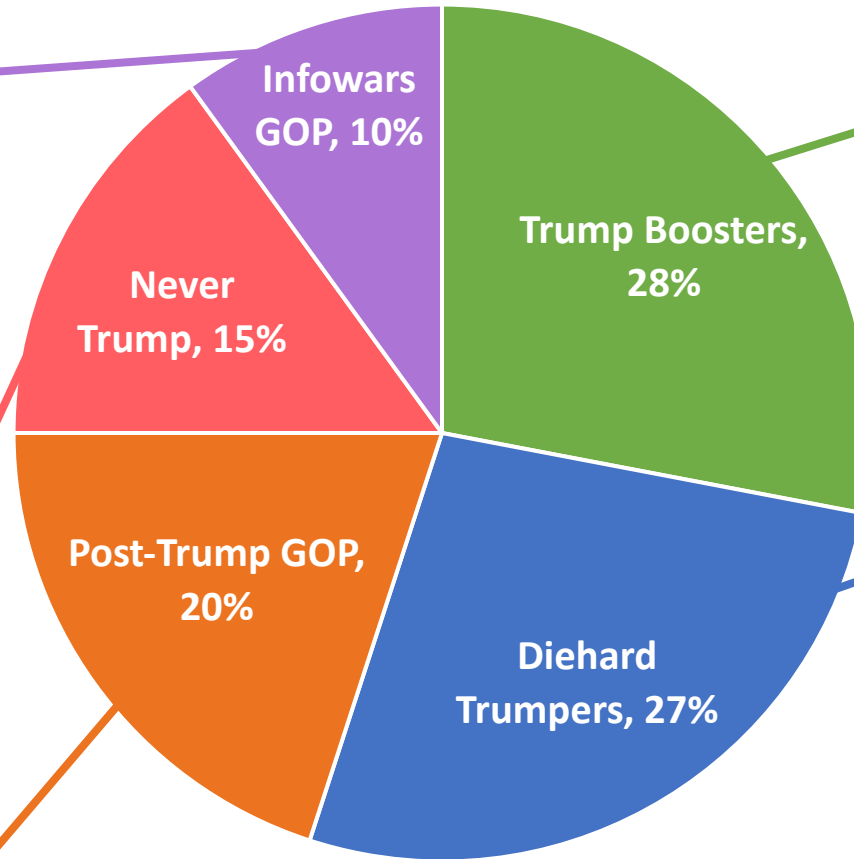
- Strong favorable image of QAnon
- Believes several conspiracy theories pushed by QAnon
- Near unanimous support for Donald Trump

Never Trump

- Unfavorable opinion of Donald Trump
- Nearly all believe Trump is bad for the party and it needs to move on from him
- Vast majority would definitely not vote for Trump in a GOP primary

Post-Trump GOP

- Strong positive opinion of Donald Trump, BUT...
- Believe Trump should NOT continue to lead the party
- Votes for someone other than Trump in a GOP primary ballot



Trump Boosters

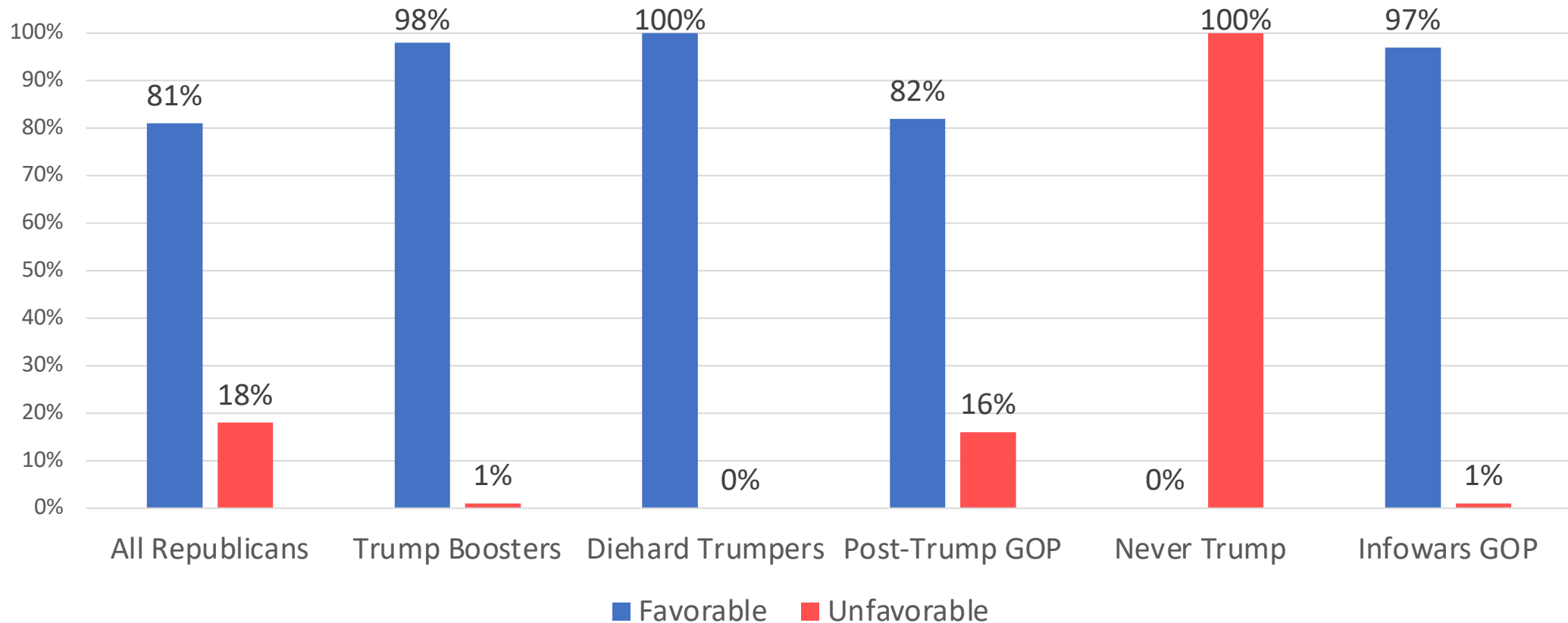
- Very strong image and job approval ratings for President Trump
- Slight majority vote for Trump in a GOP primary ballot
- Unlike Diehard Trumpers, more supportive of the Republican Party than Donald Trump

Diehard Trumpers

- Vote for Trump in hypothetical GOP primary
- Would “definitely” vote for him no matter the opponents
- Believe Trump should still lead the party
- More a supporter of Trump than the GOP
- Separate from Infowars GOP because they aren’t believers in QAnon conspiracy theories

Former President Trump's Image

- Overall, Donald Trump enjoys a better than 4-to-1 positive image, with 81% saying they are favorable toward him.
- Diehard Trumpers, Trump Boosters and Infowars GOP are universally positive, while Never Trumpers are universally negative. But even Post-Trump GOPers are extremely favorable toward him.



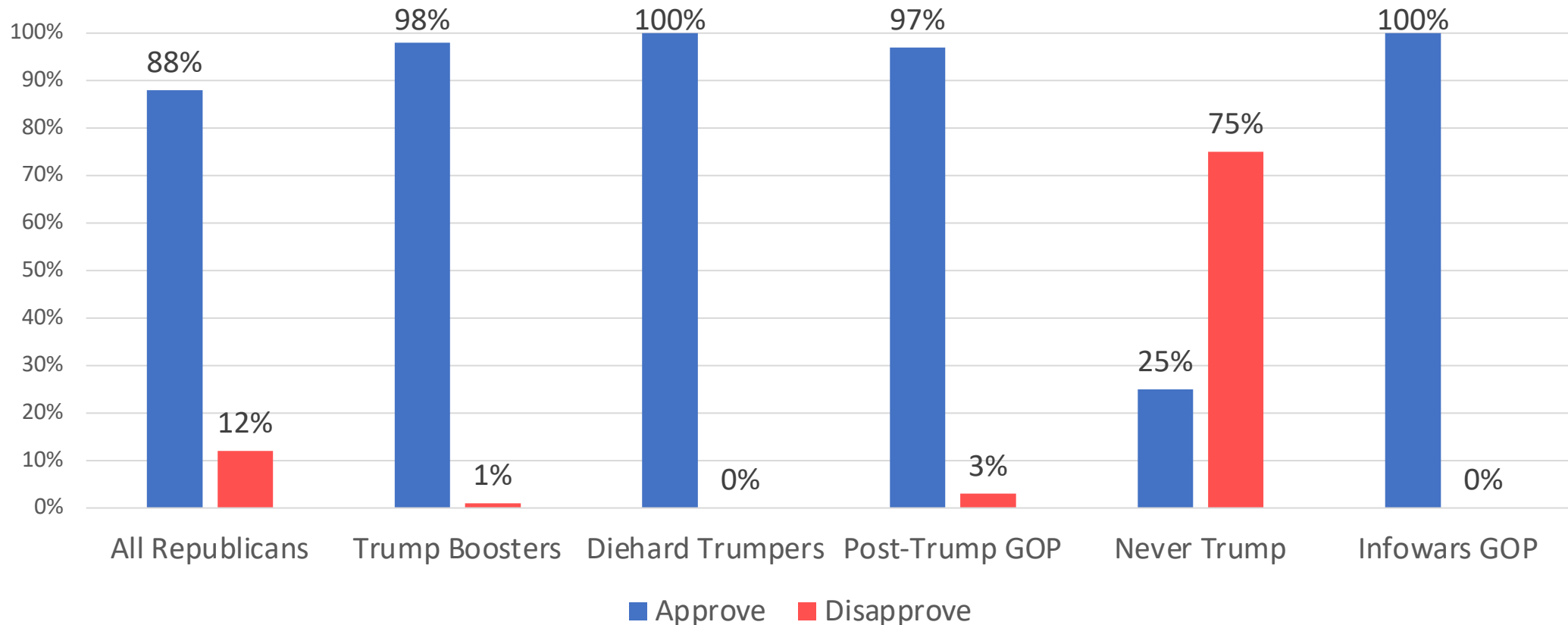
Q. From the following list of names and organizations, would you say you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of each person or organization? If you have no opinion or have never heard of the person or organization, just indicate that.



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 GOP groups shown in order of share of the electorate

Former President Trump's Job Approval

- There's overwhelmingly strong approval of Trump's performance as president.
- Except for Never Trumpers, approval is near universal with the other four groups of Republicans.



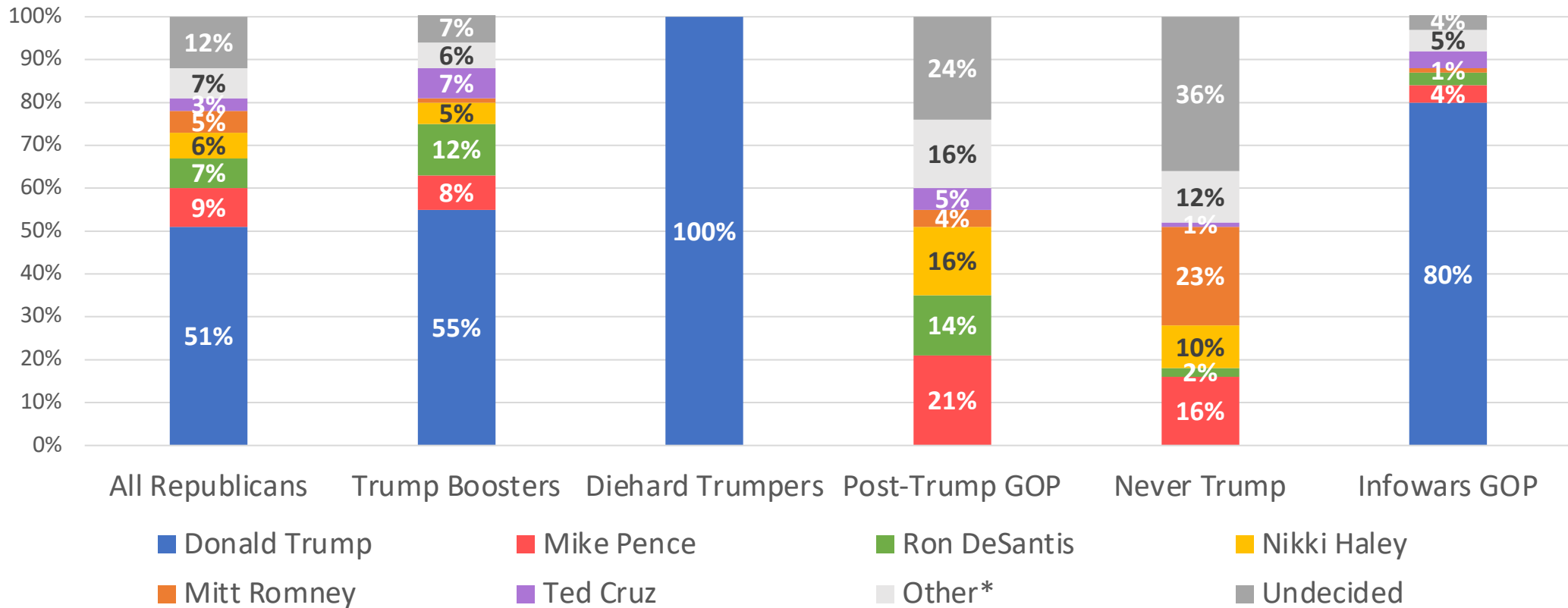
Q. Do you strongly approve, somewhat approve, somewhat disapprove, or strongly disapprove of the job Donald Trump did as President?



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Presidential GOP Primary Ballot

- If the election was held today, Trump would dominate a GOP Primary, winning 51% of the vote, with no one else breaking double-digits.
- He wins all Diehard Trumpers, and an overwhelming majority of Infowars GOP, as well as a majority of Trump Boosters.
- By definition, Post-Trump GOP and Never Trump do not vote for Trump. VP Pence has a marginal lead over Haley and DeSantis with Post-Trump GOP while Romney leads with Never Trump.



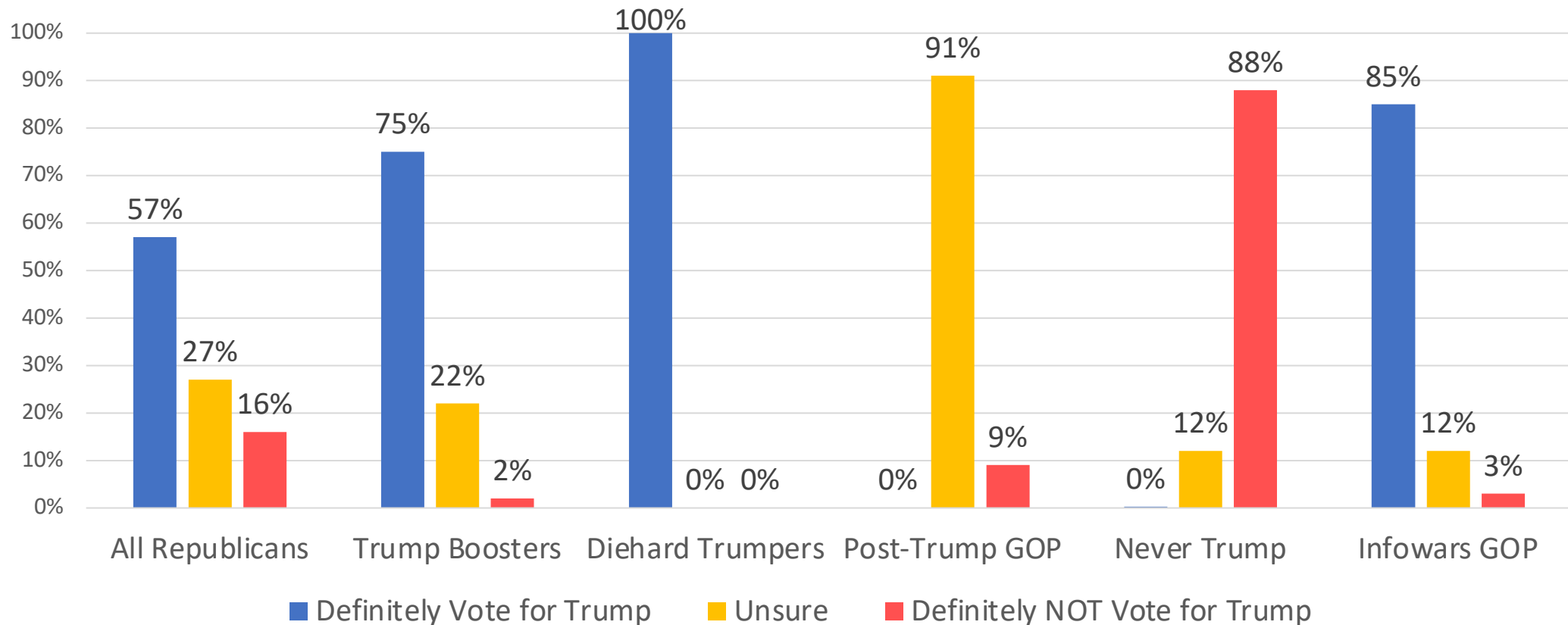
Q. If the Republican primary or caucus for President were held today in your state, for whom would you vote if the candidates were...
 *15 candidates were tested; those in Other received 2% or less



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Former President Trump GOP Primary Re-Elect

- Clear majority of Republicans say they would vote for Trump no matter what, with 27% unsure and 16% voting against.
- All Diehard Trumpers, along with 85% of Infowars GOP and 75% of Trump Boosters, would definitely vote for him.
- Nearly all Never Trumpers would vote against Trump, while over 90% of Post-Trump GOP are unsure.



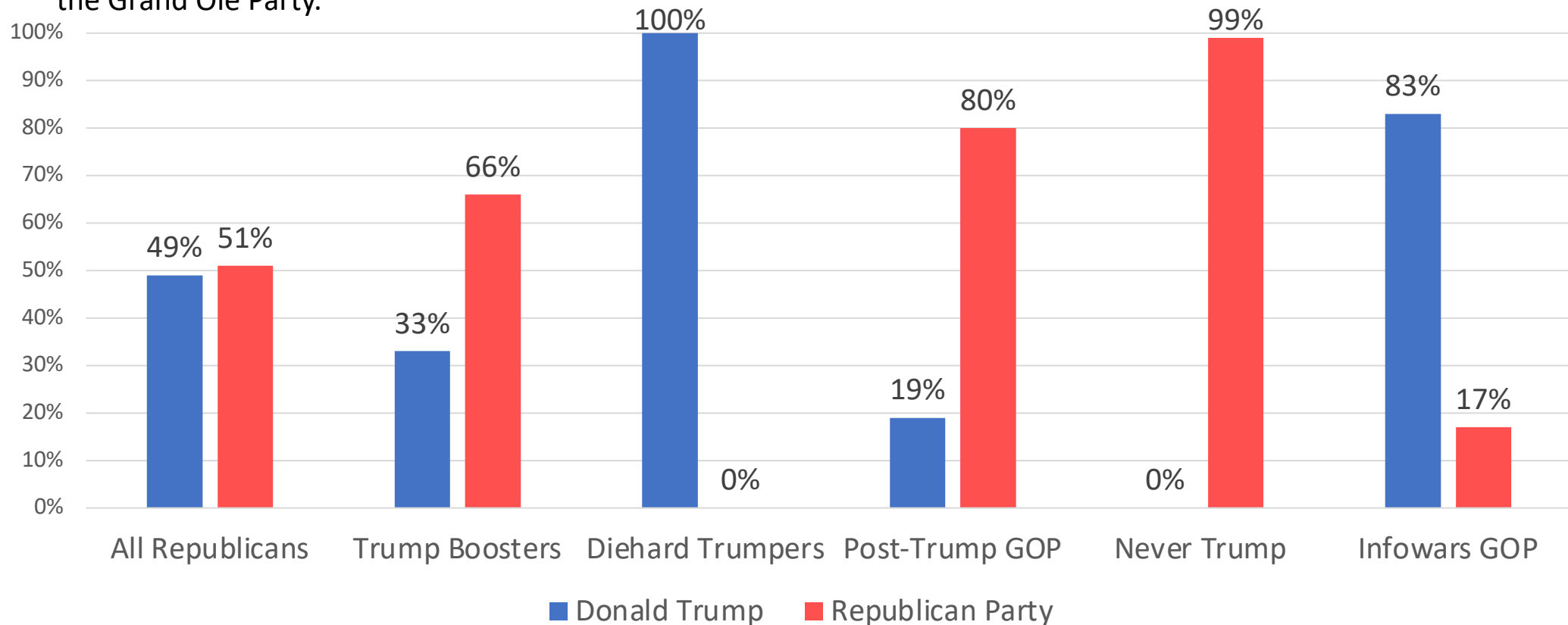
Q. If President Trump decided to run again for President in 2024, how likely would you be to vote for him in the Republican primary?



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Who do You Support More – Trump OR Republican Party

- Voters are split on their fidelity to President Trump (49%) or to the Republican Party (51%).
- Despite their admiration for Trump, Trump Boosters are more supportive of the GOP by a 2-to-1 margin.
- Diehard Trumpers and Infowars GOP are much more supportive of Trump, while Post-Trump GOP and Never Trump back the Grand Ole Party.



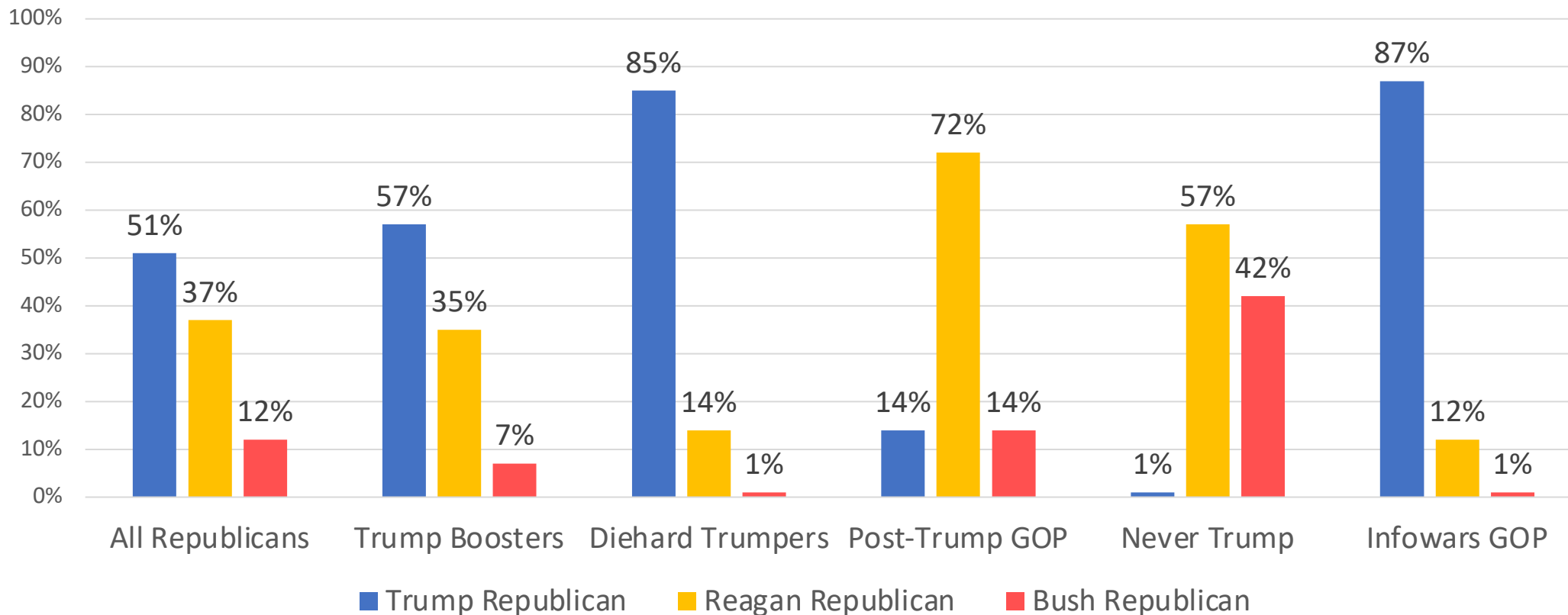
Q. Do you consider yourself MORE a supporter of the Republican Party or Donald Trump?



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More Likely to Support - A Trump, Bush, or Reagan Republican

- A majority of Republicans would most likely back a Trump candidate, followed by 37% for a Reagan candidate and just 12% for a Bush candidate.
- Post-Trump GOP strongly desires a candidate in the mold of Reagan, and Never Trumpers want either a Reagan (57%) or Bush (42%) Republican.
- However, Trump Boosters, Die Hard Trumpers and Infowars GOPers are solidly behind a Trump aligned candidate



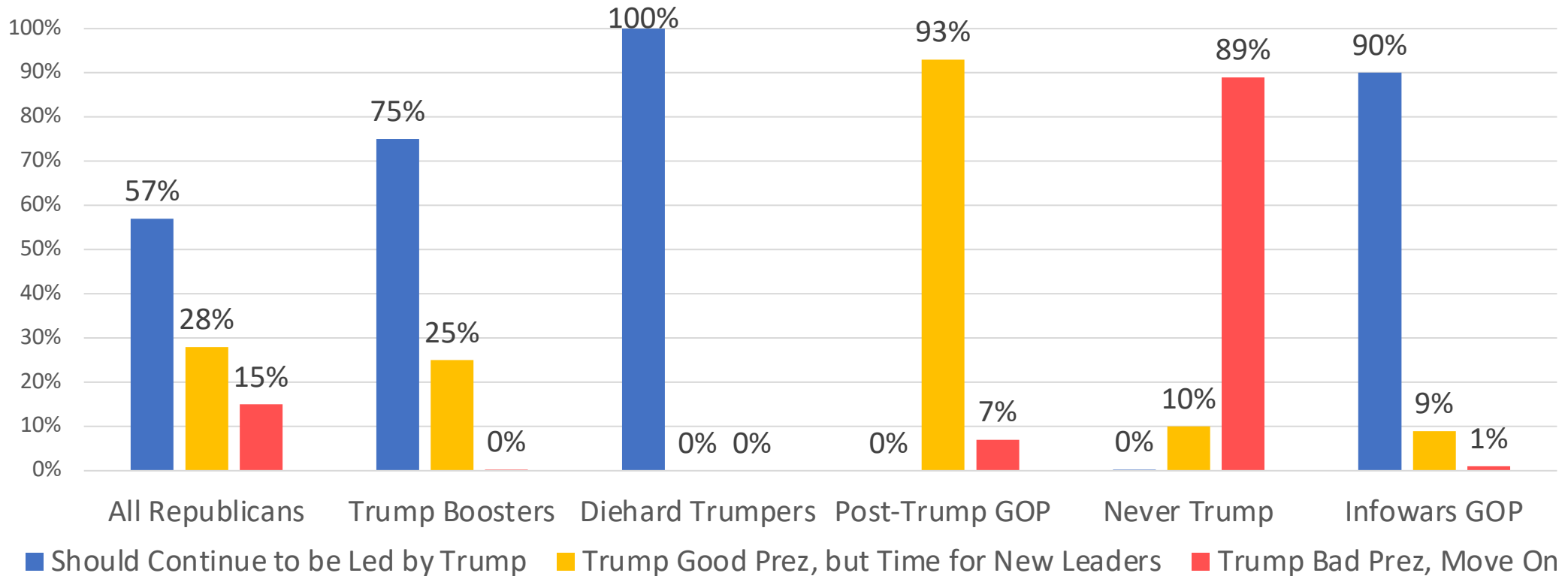
Q. All things being equal, who would you be MOST likely to support - a candidate that called themselves a Trump Republican, a Bush Republican, or a Reagan Republican?



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Former President Trump's Role in GOP Future

- A clear 57% majority want Trump to continue leading the party, while 28% says he did a good job as president, but say its time for new leaders while 15% say he is bad for the party and the party should move on.
- Never Trumpers think Trump was a bad president and want to move on, while Post-Trump GOP want someone new even though they thought he did a good job in office.
- Diehard Trumpers, Infowars GOPers and Trump Boosters overwhelmingly want Trump to continue to lead the party.



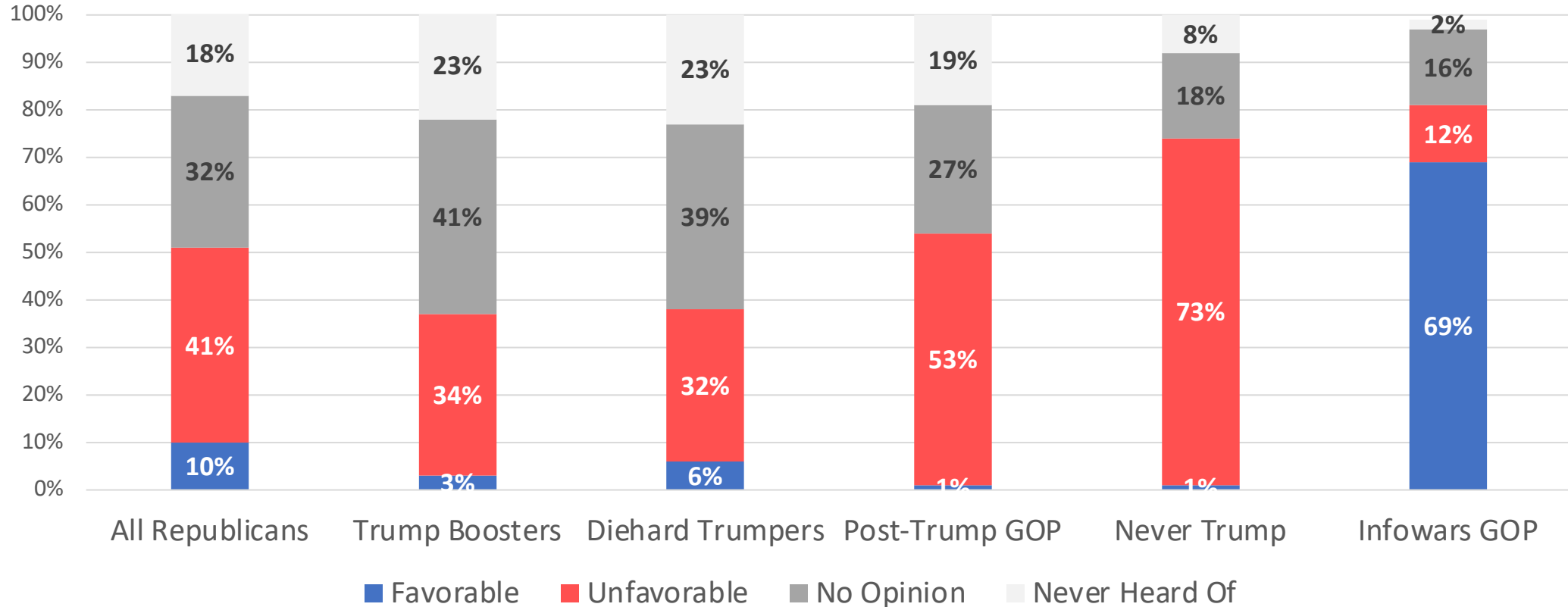
Q. Which of the following statements comes closest to your opinion regarding Donald Trump and the future of the Republican Party?



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QAnon Image

- Only 10% have a favorable view of QAnon vs. 41% who view it unfavorably, while half don't know enough to rate it.
- Outside of the Infowars GOP group, Republicans with enough information about QAnon to have an opinion largely view it unfavorably, especially Post-Trump GOPers and Never Trumpers.



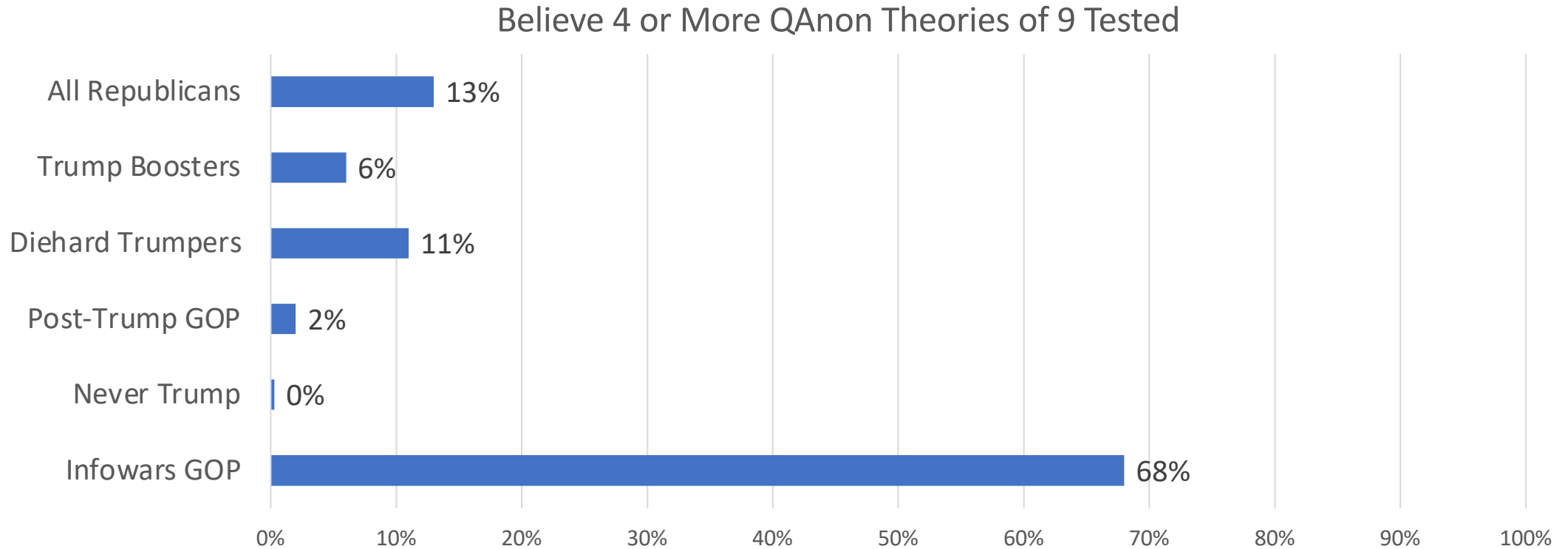
Q. From the following list of names and organizations, would you say you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of each person or organization? If you have no opinion or have never heard of the person or organization, just indicate that. QAnon



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Belief in QAnon Theories

- Overall, only 13% of Republicans believe 4 or more QAnon conspiracy theories of the 9 tested.
- More than two-thirds of Infowars GOP believes 4 or more QAnon theories, compared to 11% or less with all the other GOP tribes. This is what truly separates Infowars GOP from the others.



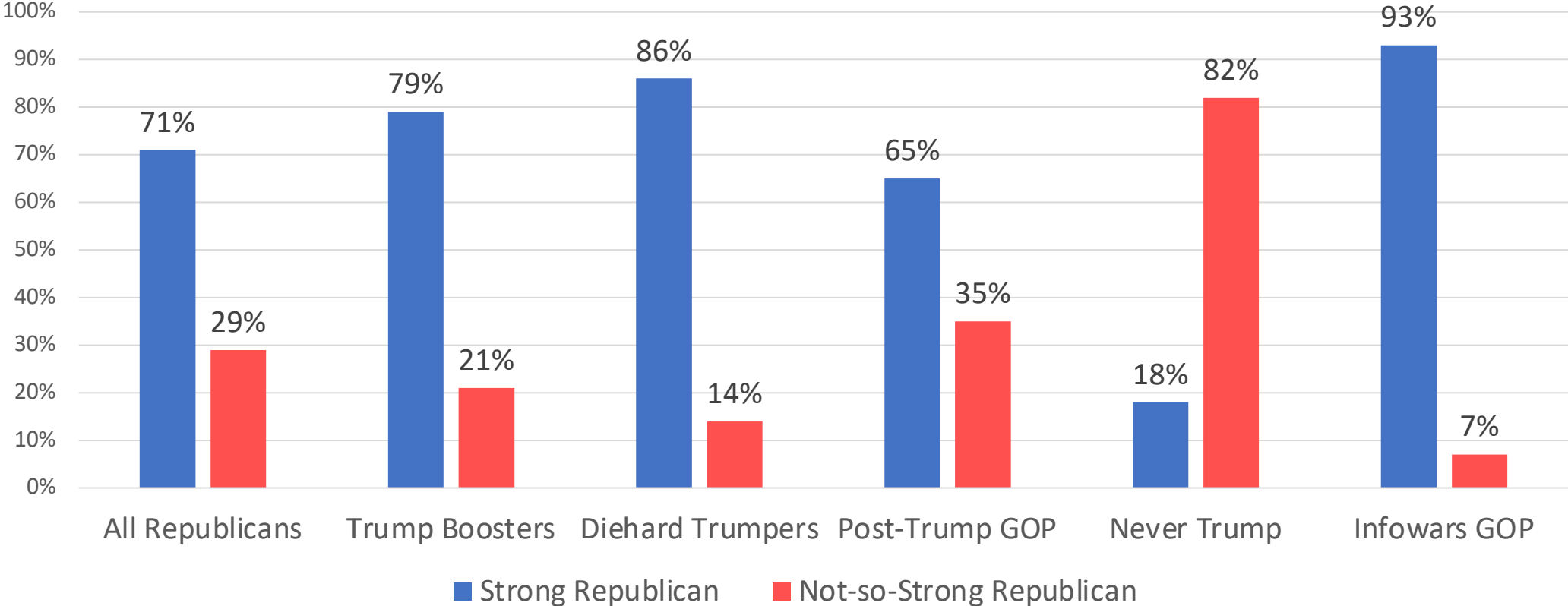
Q. Please indicate if each of the following is true or untrue.



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Strong OR Not-so-Strong Republican

- The groups most supportive of Trump are also the most likely to call themselves Strong Republicans.
- Only 18% of Never Trumpers say they are Strong Republicans. Trumpism and party fidelity have become highly correlated.



Q. Would you say you are a STRONG Republican or NOT-SO-STRONG Republican?



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GOP Political Groups Demographic Profiles

Overrepresented
Underrepresented

| | All GOP | Trump Boosters | Diehard Trumpers | Post-Trump GOP | Never Trump | Infowars GOP |
|-------------------|---------|----------------|------------------|----------------|-------------|--------------|
| Very Conservative | 49 | 56 | 65 | 37 | 11 | 72 |
| Smwt Conservative | 32 | 30 | 24 | 51 | 39 | 18 |
| Moderate/Liberal | 18 | 15 | 11 | 12 | 50 | 11 |
| 18-44 | 30 | 26 | 29 | 30 | 35 | 38 |
| 45-64 | 42 | 47 | 45 | 38 | 34 | 33 |
| 65+ | 28 | 27 | 27 | 33 | 31 | 19 |
| White | 88 | 87 | 87 | 91 | 88 | 88 |
| Non-White | 12 | 13 | 13 | 8 | 12 | 12 |
| Male | 50 | 46 | 50 | 53 | 54 | 51 |
| Female | 50 | 54 | 50 | 47 | 46 | 49 |
| Gun in HH: Yes | 55 | 55 | 57 | 52 | 44 | 73 |
| Gun in HH: No | 42 | 44 | 40 | 44 | 56 | 25 |
| Employed | 55 | 51 | 54 | 56 | 55 | 68 |
| Retired | 31 | 32 | 32 | 30 | 35 | 17 |
| Other | 14 | 17 | 14 | 14 | 10 | 15 |
| HS or less | 20 | 24 | 24 | 12 | 11 | 28 |
| Some College | 40 | 43 | 43 | 37 | 30 | 44 |
| College+ | 40 | 33 | 33 | 51 | 59 | 29 |
| Children <18: Yes | 27 | 24 | 26 | 25 | 27 | 37 |
| Children <18: No | 72 | 75 | 72 | 75 | 72 | 58 |

| | All GOP | Trump Boosters | Diehard Trumpers | Post-Trump GOP | Never Trump | Infowars GOP |
|----------------------|---------|----------------|------------------|----------------|-------------|--------------|
| HH Income: <\$50K | 23 | 19 | 30 | 16 | 21 | 32 |
| HH Income: \$50-100K | 36 | 39 | 38 | 36 | 30 | 33 |
| HH Income: \$100K+ | 29 | 29 | 22 | 34 | 39 | 22 |
| Urban | 17 | 17 | 17 | 14 | 20 | 20 |
| Suburban | 56 | 58 | 52 | 61 | 63 | 43 |
| Rural | 27 | 26 | 32 | 25 | 17 | 38 |
| Northeast | 13 | 15 | 11 | 14 | 15 | 9 |
| Midwest | 25 | 26 | 27 | 22 | 20 | 29 |
| South | 42 | 43 | 45 | 37 | 37 | 50 |
| West | 20 | 16 | 17 | 26 | 29 | 11 |
| Church: Weekly+ | 37 | 34 | 38 | 40 | 38 | 39 |
| Church: <Weekly | 33 | 37 | 33 | 33 | 25 | 32 |
| Church: Rarely/Never | 30 | 30 | 28 | 28 | 37 | 28 |
| Evangelical: Yes | 44 | 45 | 51 | 36 | 33 | 59 |
| Evangelical: No | 56 | 55 | 49 | 64 | 67 | 41 |
| Pro-Life | 76 | 78 | 80 | 77 | 51 | 95 |
| Pro-Choice | 24 | 21 | 20 | 22 | 49 | 5 |