

ROTARY PRESENTATION

May 12, 2021



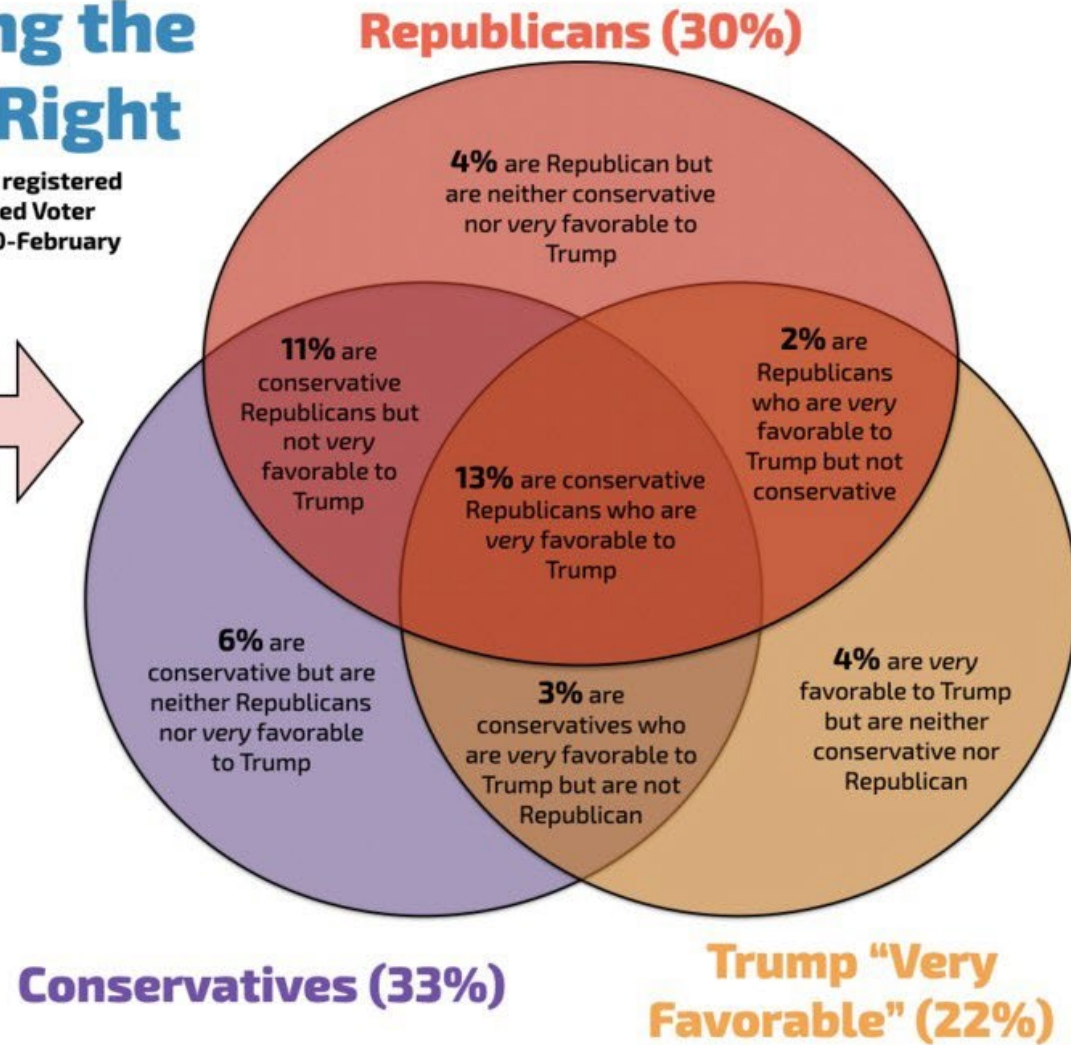
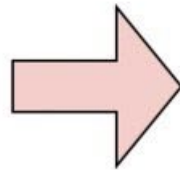


Segmenting the American Right

Echelon Insights surveyed 3011 registered voters nationwide for our Verified Voter Omnibus during December 2020-February 2021.

43% of registered voters are **EITHER** conservative, Republican, OR very favorable to Trump.

57% of registered voters are **NEITHER** conservative, Republican, nor very favorable to Trump.



Current 5 “Tribes” within the GOP

Infowars GOP

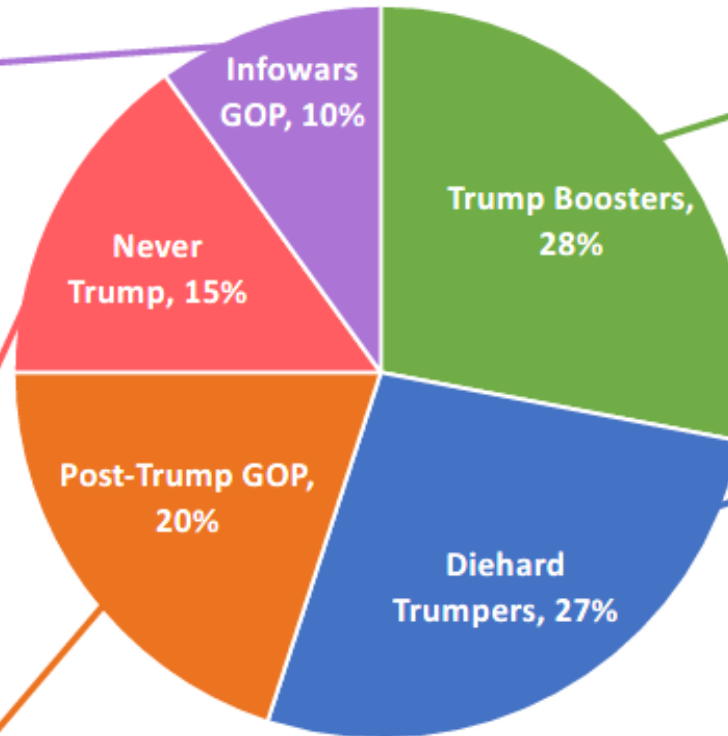
- Strong favorable image of QAnon
- Believes several conspiracy theories pushed by QAnon
- Near unanimous support for Donald Trump

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



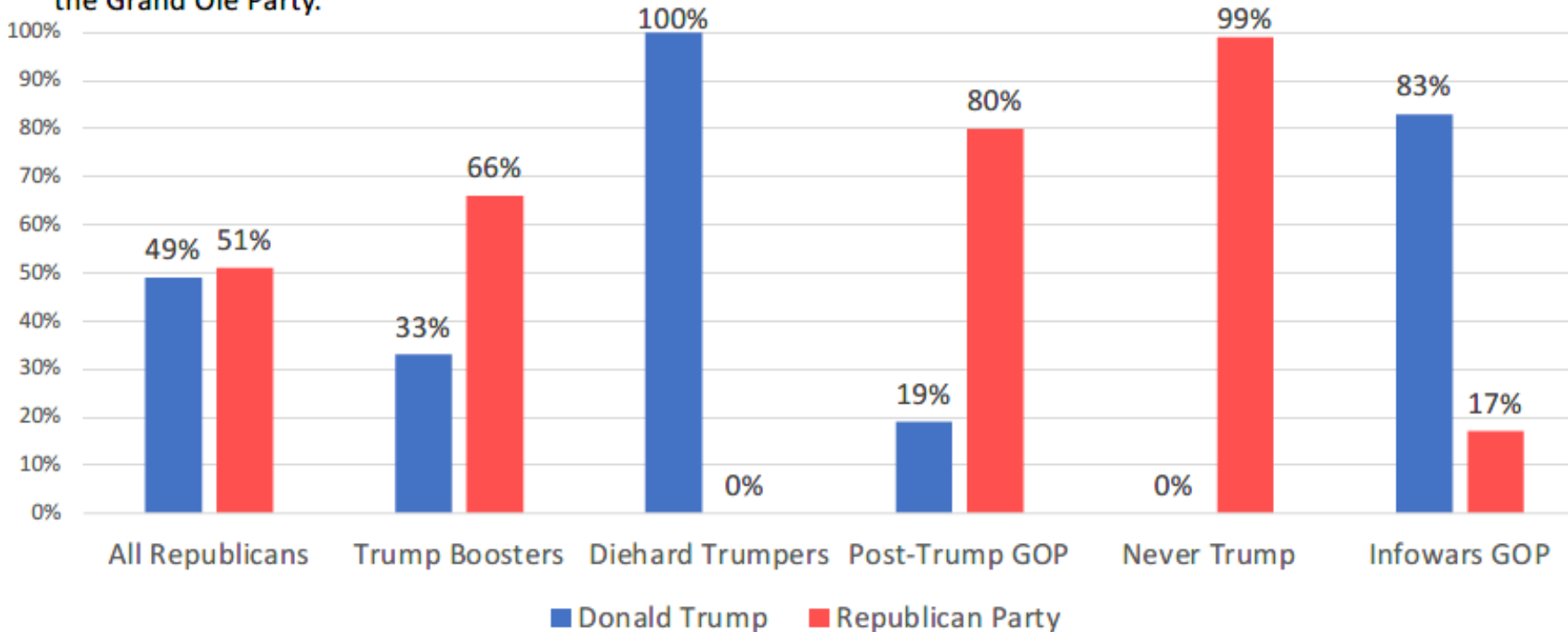
1,264 Republican Voters Nationally

February 20 - March 2, 2021

Totals may not add to 100% due to rounding

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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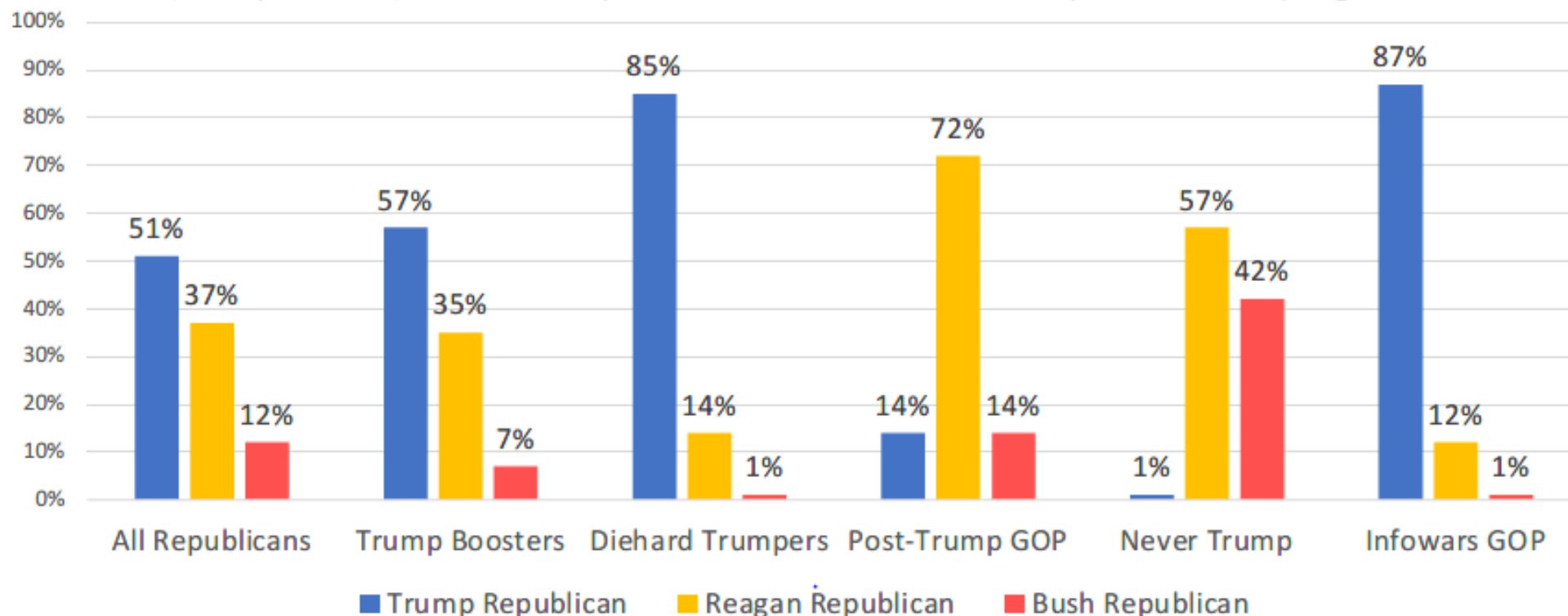
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GOP groups shown in order of share of the electorate

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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