



AMERICAN
PRINCIPLES PROJECT

APP NATIONAL GOP PRIMARY SURVEY

Jan. 30 – Feb. 5, 2023

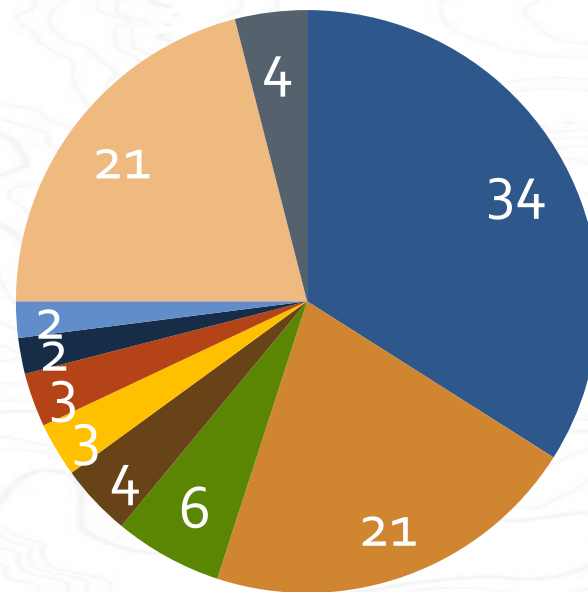
METHODOLOGY

The following survey was conducted by OnMessage Inc. nationwide. Telephone interviews and online surveys were conducted on January 30th – February 5th, 2023.

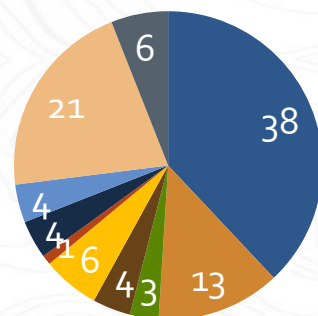
This survey consists of 1,000 likely GOP primary voters and was stratified to reflect historical turnout. The margin of error for this survey is +/- 3.1%.

Political Environment

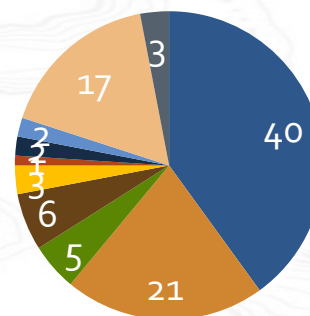
MOST IMPORTANT ISSUE



Moderate
(13%)



Somewhat
Conservative
(36%)



Very
Conservative
(47%)

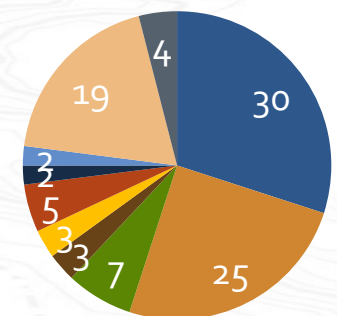
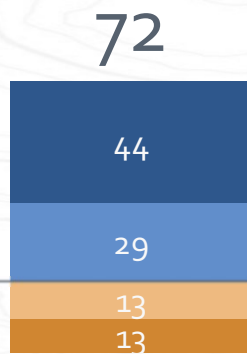
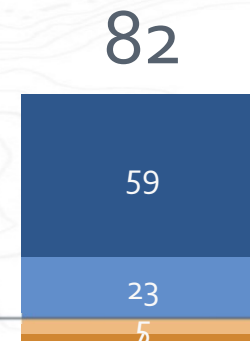


IMAGE TEST

Donald Trump
Net: +47

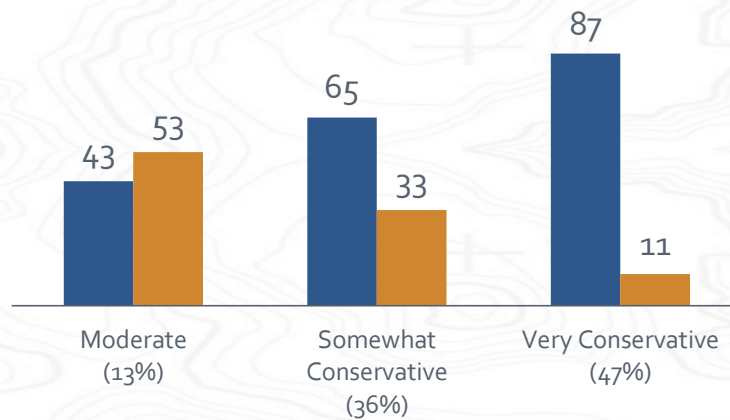


Ron DeSantis
Net: +73

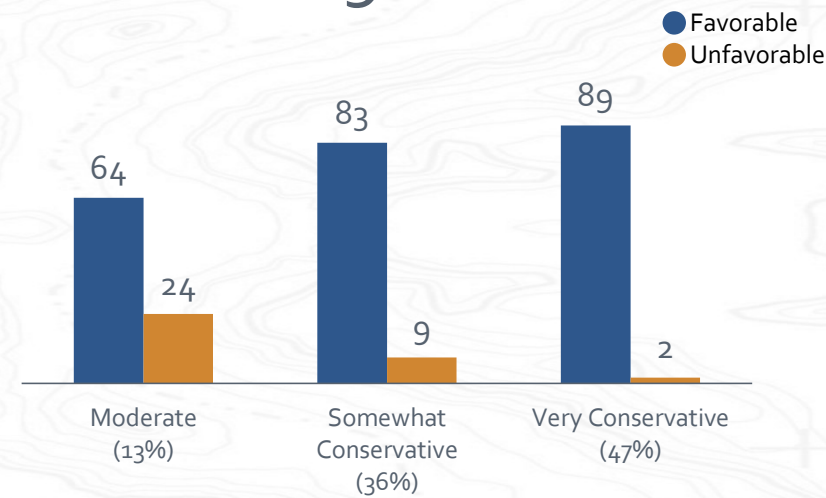


Very Fav
Somewhat Fav
Somewhat Unfav
Very Unfav

25



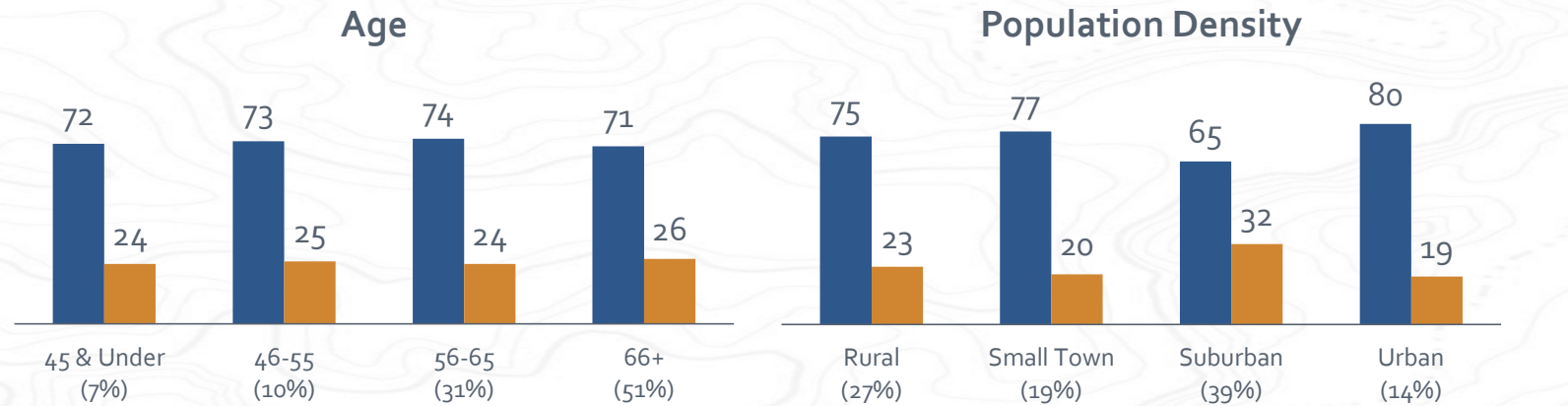
9



Favorable
Unfavorable

IMAGE TEST

Donald Trump
Net: +47



Ron DeSantis
Net: +73

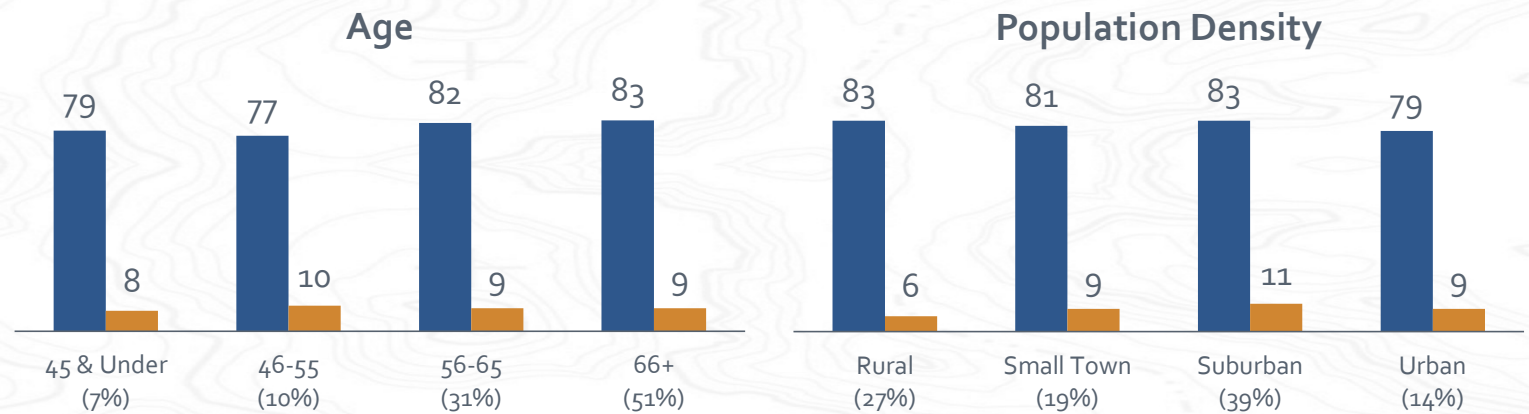
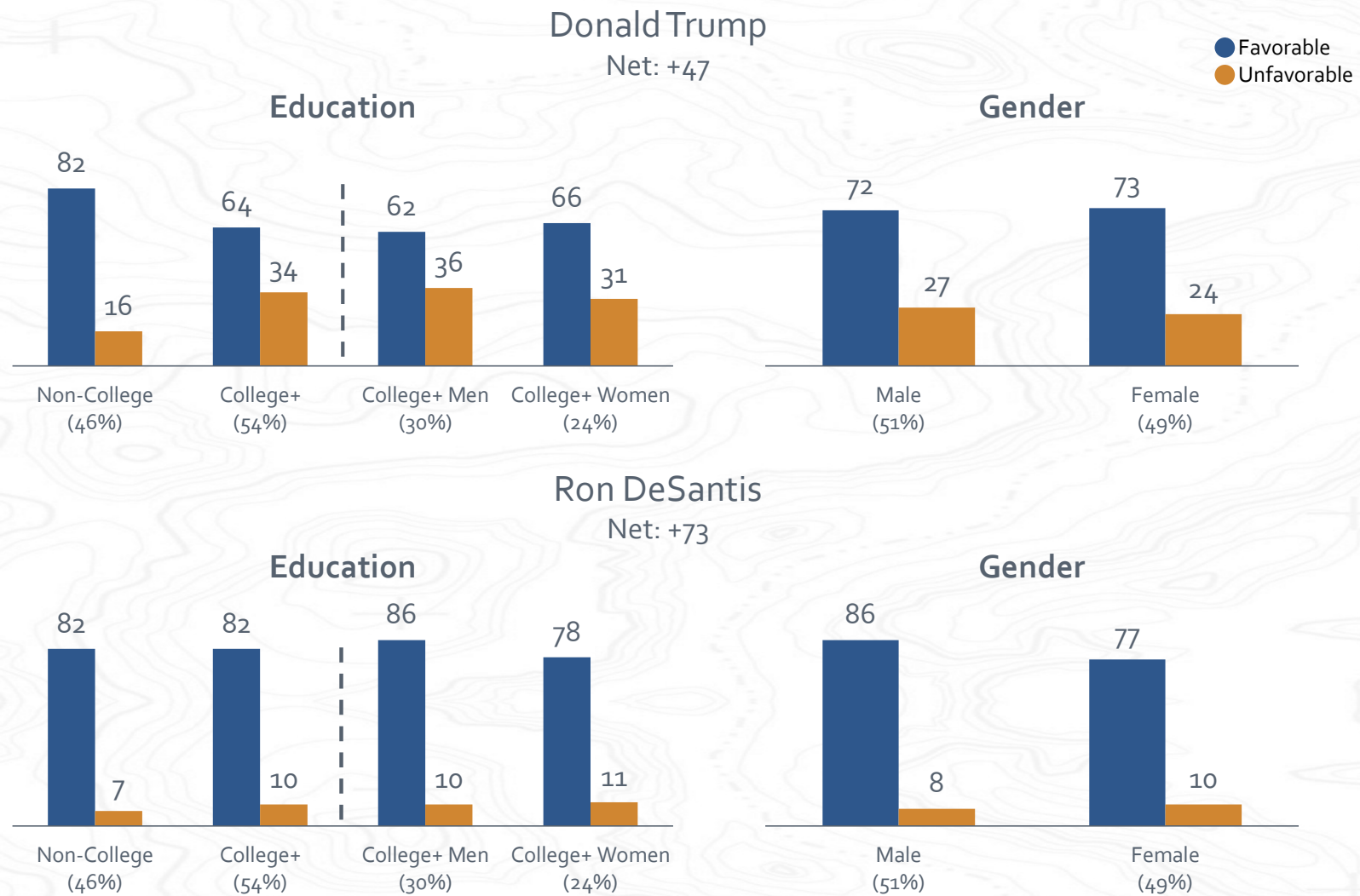


IMAGE TEST



Issue Intensity Testing

SUMMARY

Thinking about the Republican primary election for President in 2024, would a candidate who prioritizes _____ be more or less likely to earn your support?

Guaranteeing parents have the right to know what their kids are being taught and have their voices heard concerning what happens in their public schools

Less Likely  More Likely



Banning permanent sex changing medical procedures and treatments for minors



Protecting minors by requiring age verifications to access pornographic content online



Comprehensive immigration reform, including a pathway to citizenship



Enacting reforms to Social Security and Medicare



Providing funding and military support to Ukraine in its conflict with Russia



 Much Less Likely
  Somewhat Less Likely
  Somewhat More Likely
  Much More Likely

AMONG VERY CONSERVATIVES (47%)

Thinking about the Republican primary election for President in 2024, would a candidate who prioritizes _____ be more or less likely to earn your support?

Less Likely   More Likely

Guaranteeing parents have the right to know what their kids are being taught and have their voices heard concerning what happens in their public schools



Banning permanent sex changing medical procedures and treatments for minors



Protecting minors by requiring age verifications to access pornographic content online



Comprehensive immigration reform, including a pathway to citizenship



Enacting reforms to Social Security and Medicare



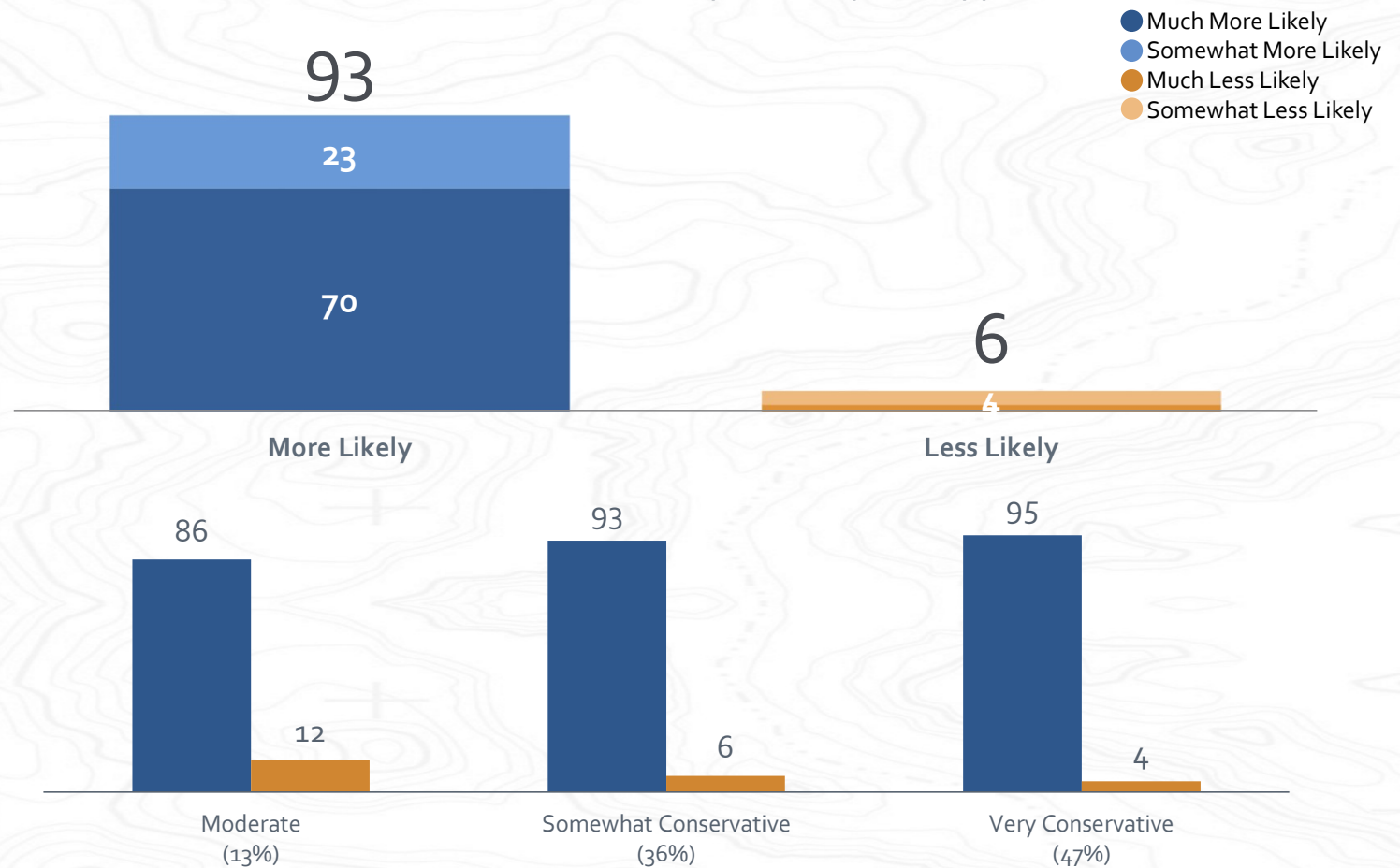
Providing funding and military support to Ukraine in its conflict with Russia



 Much Less Likely
  Somewhat Less Likely
  Somewhat More Likely
  Much More Likely

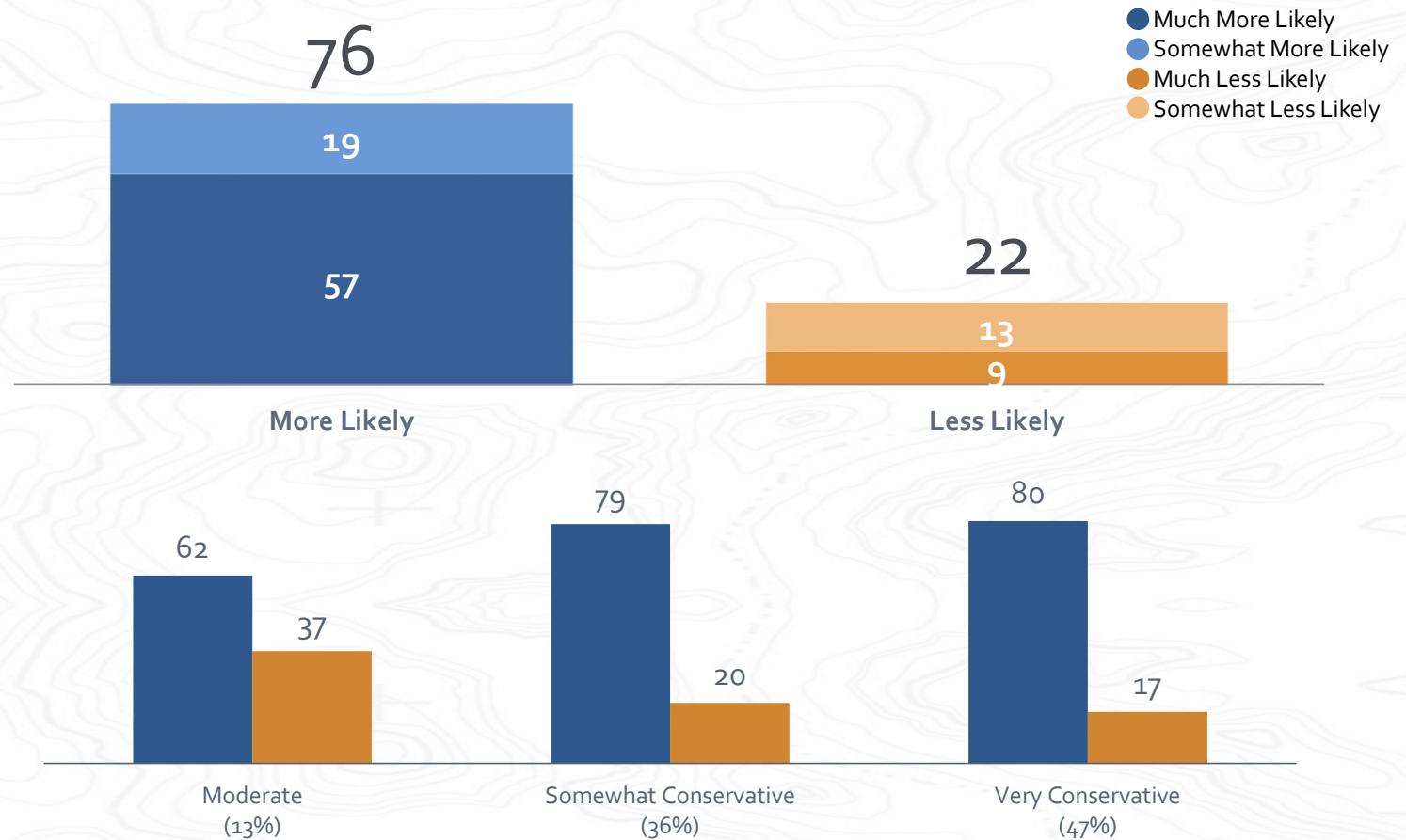
PARENTAL RIGHTS

Thinking about the Republican primary election for President in 2024, would a candidate who prioritizes guaranteeing parents have the right to know what their kids are being taught and have their voices heard concerning what happens in their public schools be more or less likely to earn your support?



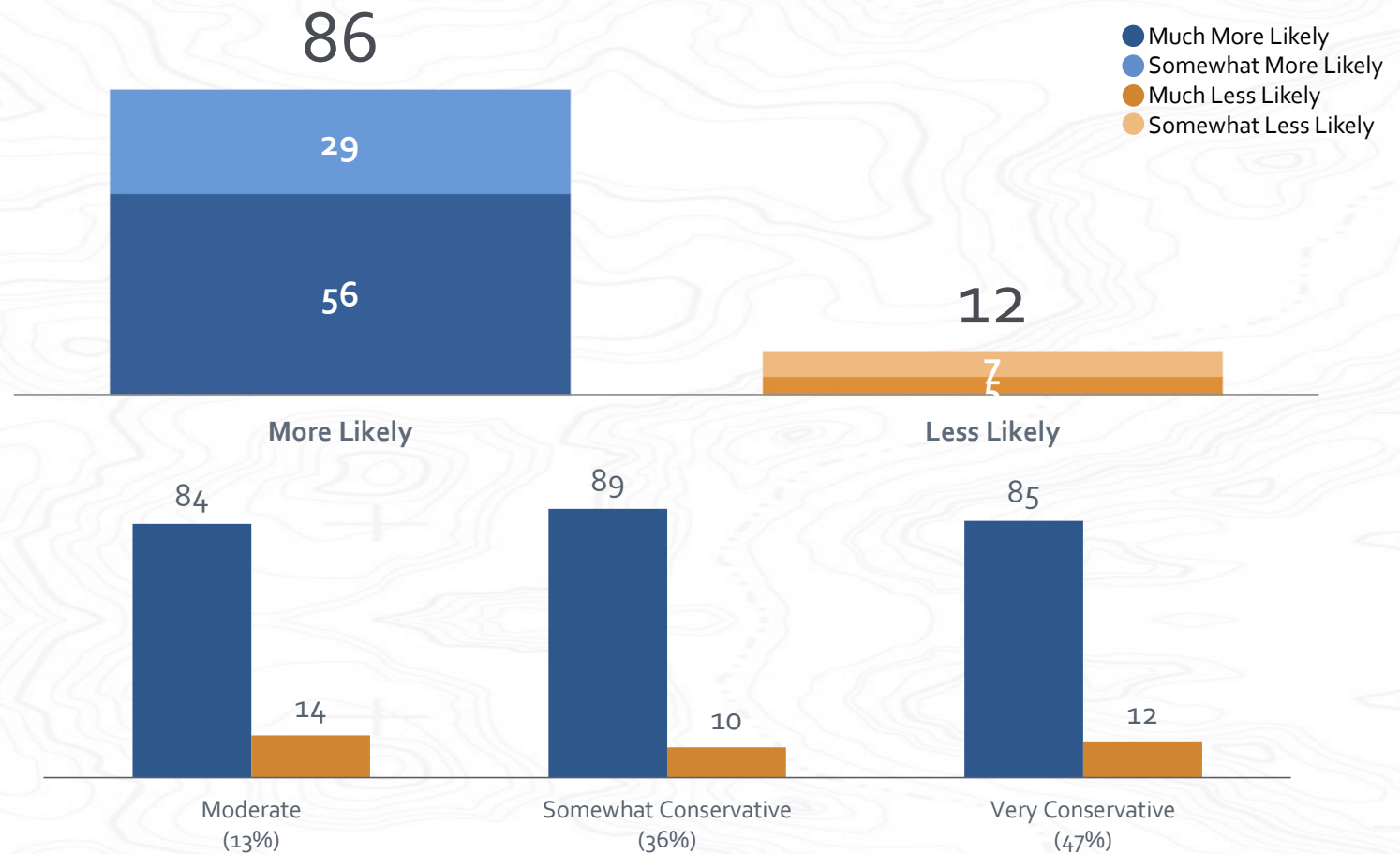
BANNING SEX- CHANGING PROCEDURES

Thinking about the Republican primary election for President in 2024, would a candidate who prioritizes banning permanent sex changing medical procedures and treatments for minors be more or less likely to earn your support?



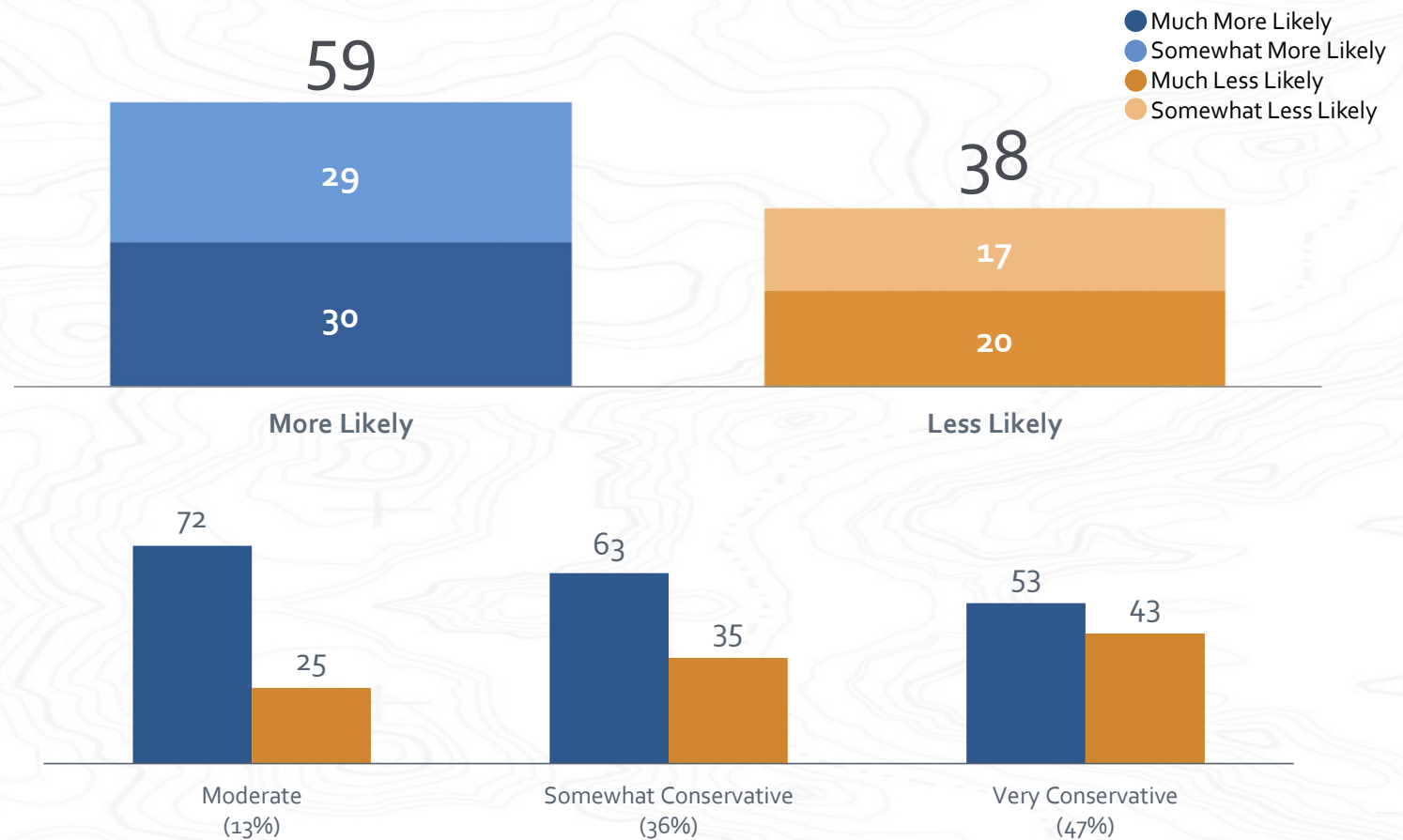
AGE VERIFICATIONS FOR PORNOGRAPHY

Thinking about the Republican primary election for President in 2024, would a candidate who prioritizes protecting minors by requiring age verifications to access pornographic content online be more or less likely to earn your support?



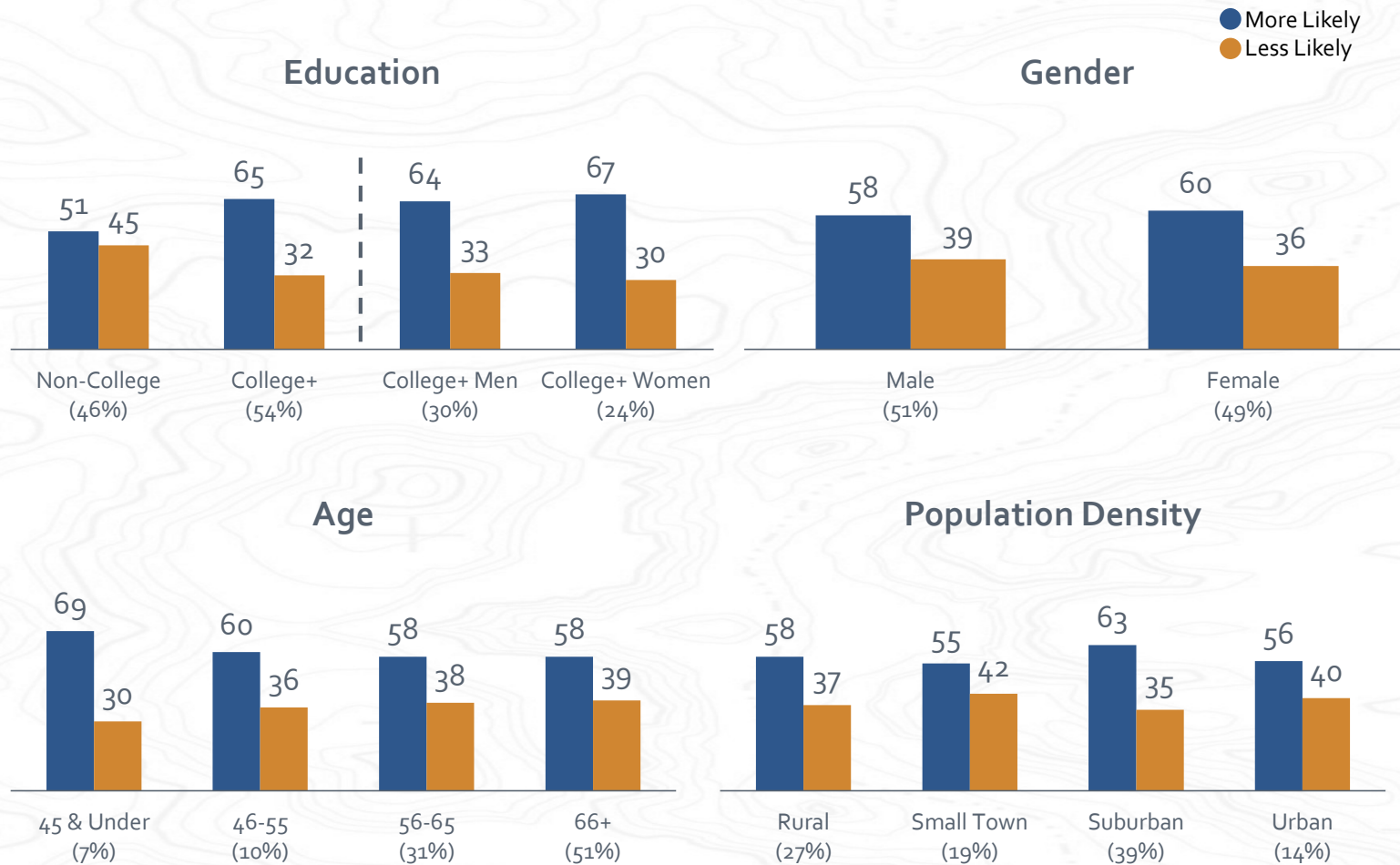
PATHWAY TO CITIZENSHIP

Thinking about the Republican primary election for President in 2024, would a candidate who prioritizes comprehensive immigration reform, including a pathway to citizenship, be more or less likely to earn your support?



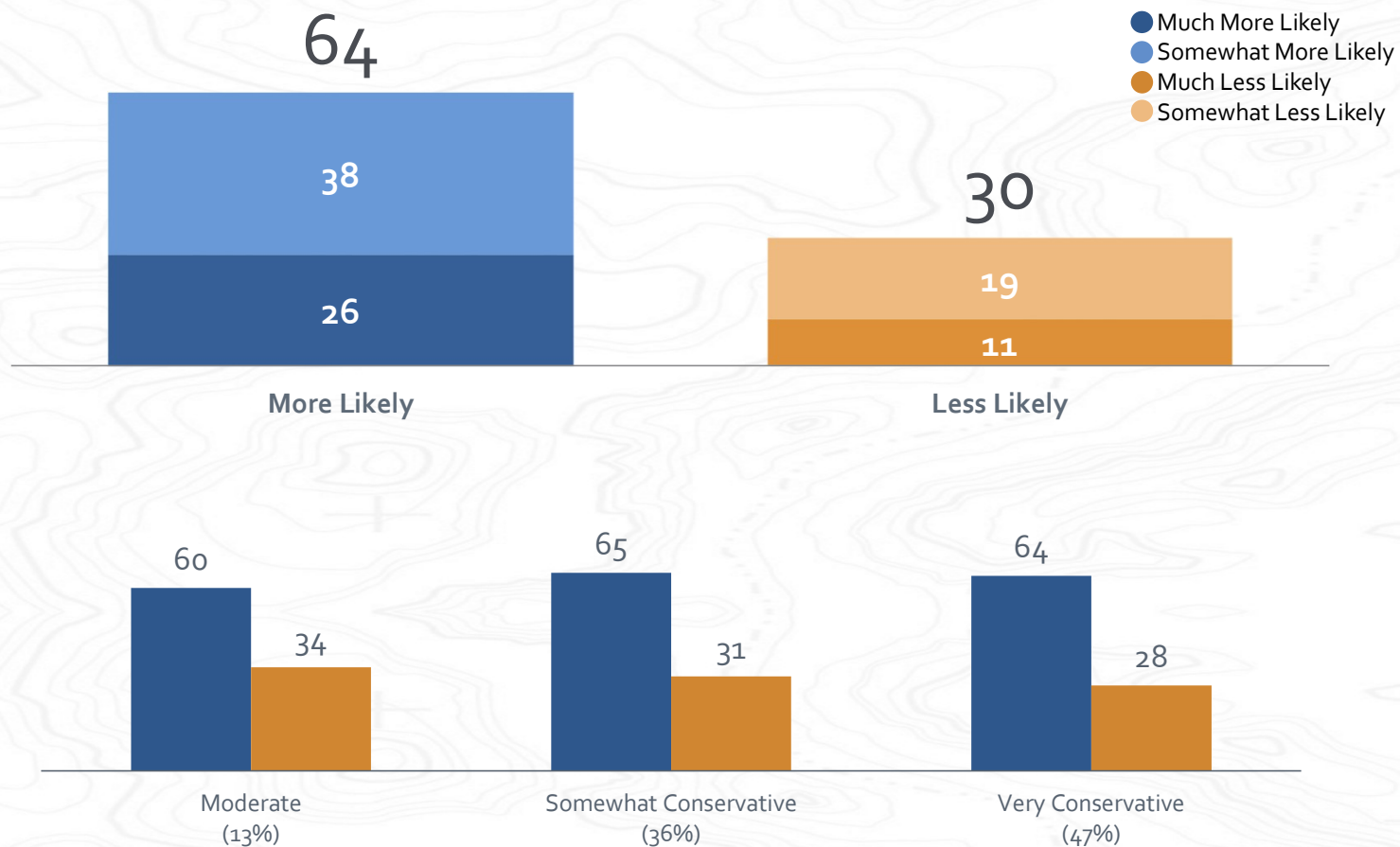
PATHWAY TO CITIZENSHIP

Thinking about the Republican primary election for President in 2024, would a candidate who prioritizes comprehensive immigration reform, including a pathway to citizenship, be more or less likely to earn your support?



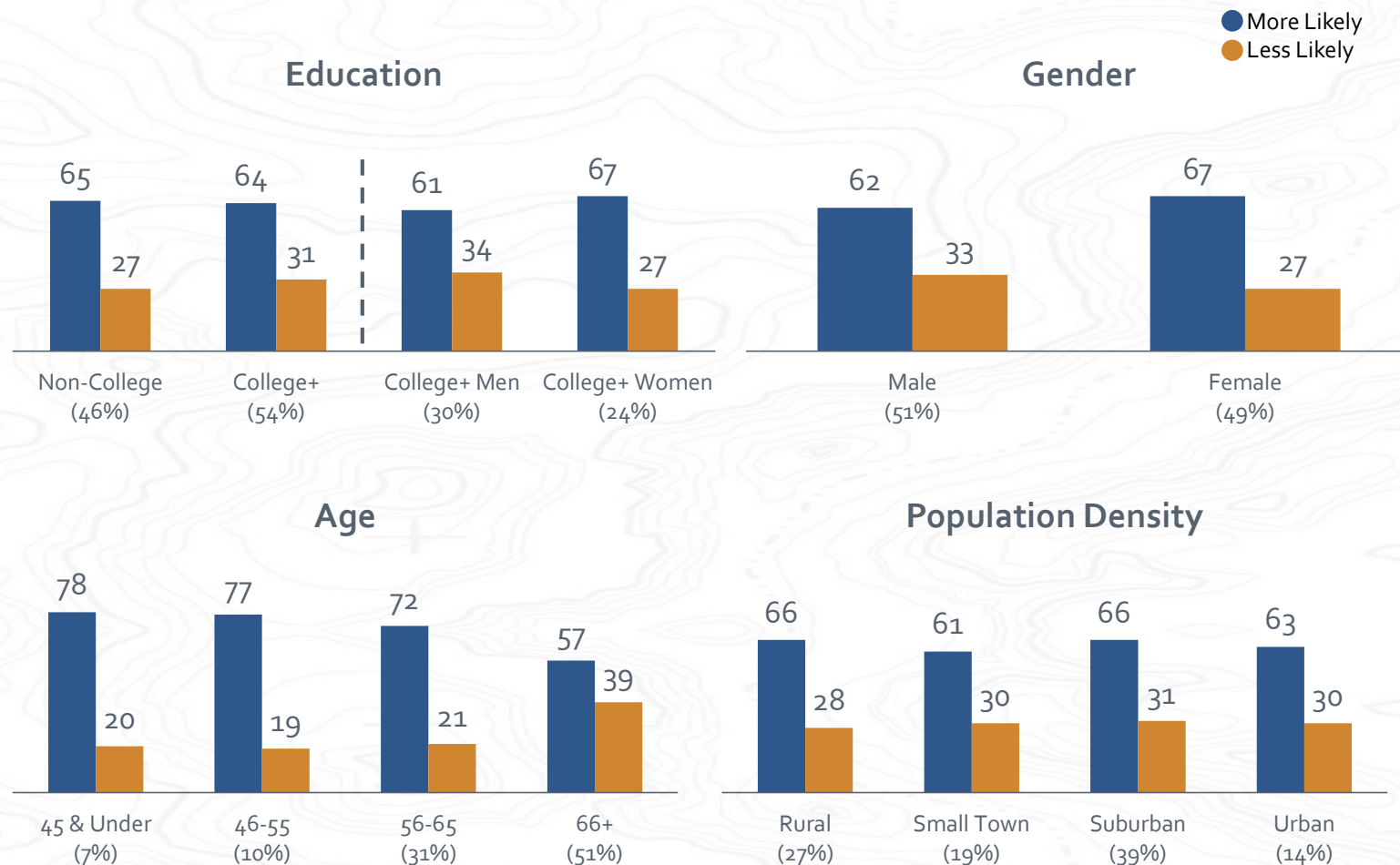
REFORMING SOCIAL SECURITY AND MEDICARE

Thinking about the Republican primary election for President in 2024, would a candidate who prioritizes enacting reforms to Social Security and Medicare be more or less likely to earn your support?



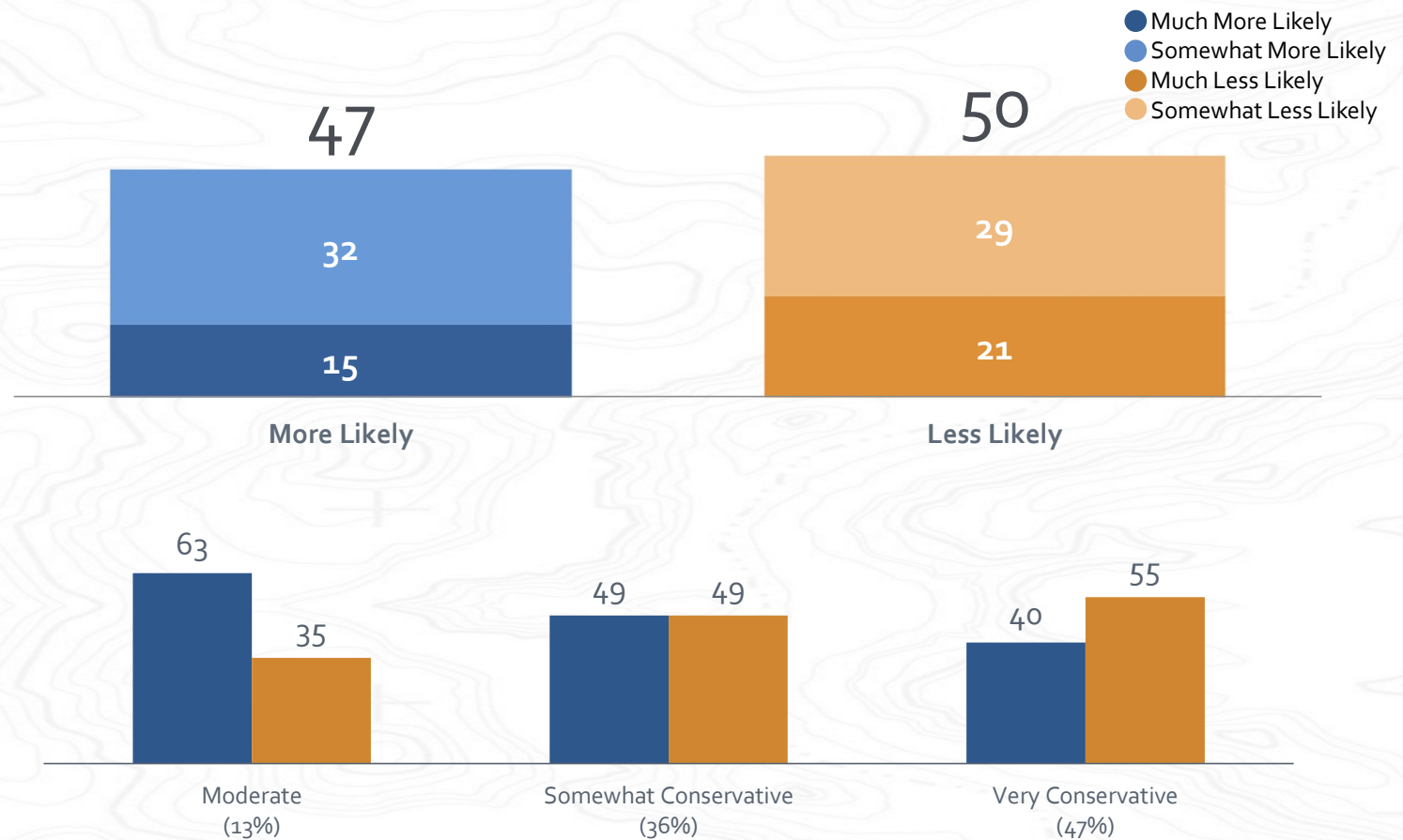
REFORMING SOCIAL SECURITY AND MEDICARE

Thinking about the Republican primary election for President in 2024, would a candidate who prioritizes enacting reforms to Social Security and Medicare be more or less likely to earn your support?



FUNDING UKRAINE

Thinking about the Republican primary election for President in 2024, would a candidate who prioritizes providing funding and military support to Ukraine in its conflict with Russia be more or less likely to earn your support?



FUNDING UKRAINE

Thinking about the Republican primary election for President in 2024, would a candidate who prioritizes providing funding and military support to Ukraine in its conflict with Russia be more or less likely to earn your support?

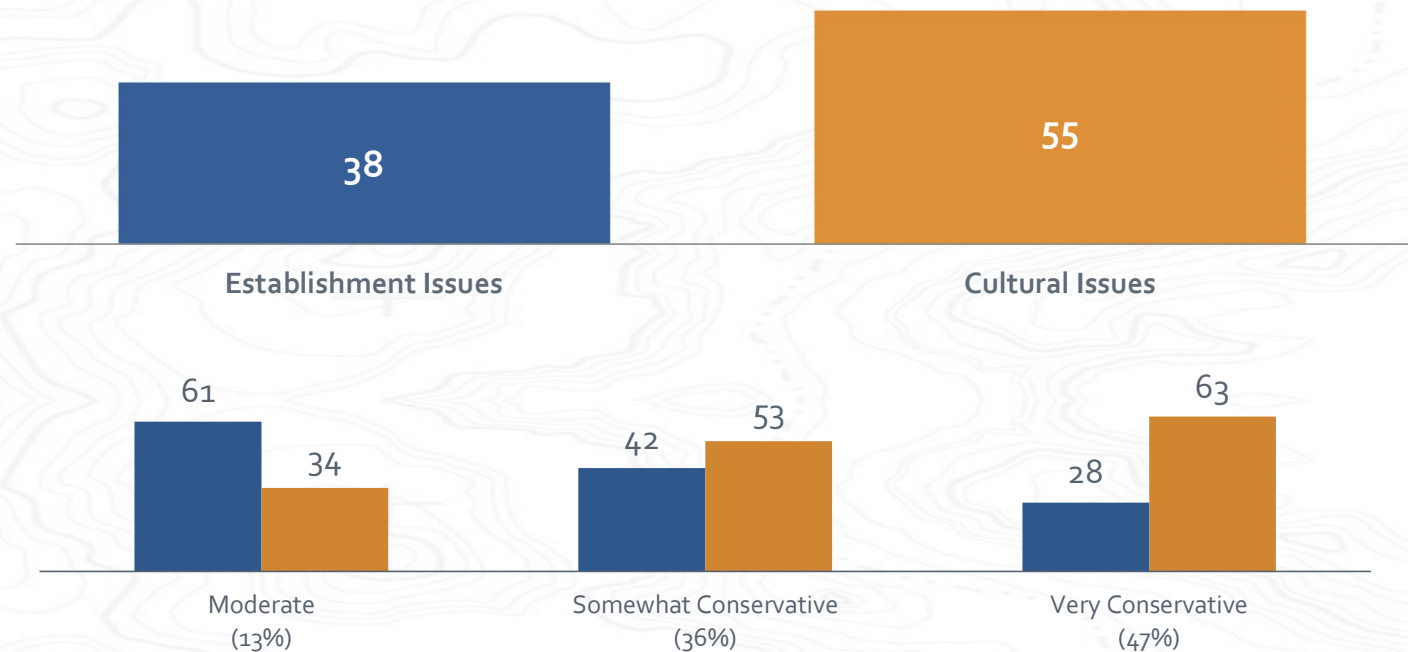


Thinking about the Republican primary election for President in 2024, which of the following candidates would you prefer?

A candidate who prioritizes reforming Social Security and Medicare, passing comprehensive immigration reforms, and providing funding to Ukraine in its conflict with Russia.

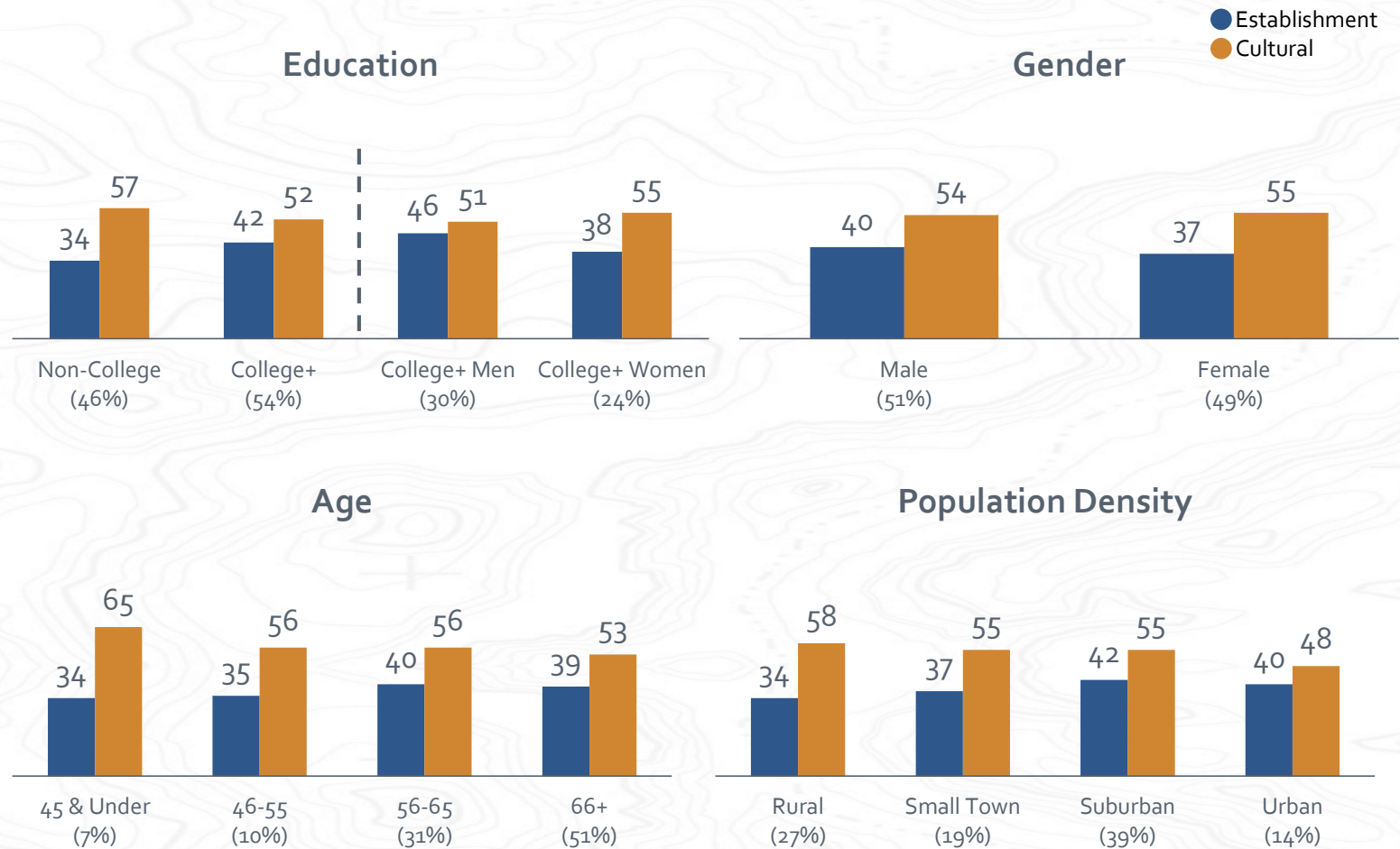
A candidate that prioritizes combating the woke Left's agenda of transgenderism in schools and commits to fighting for parental rights in education.

ESTABLISHMENT VS. CULTURAL ISSUES



ESTABLISHMENT VS. CULTURAL ISSUES

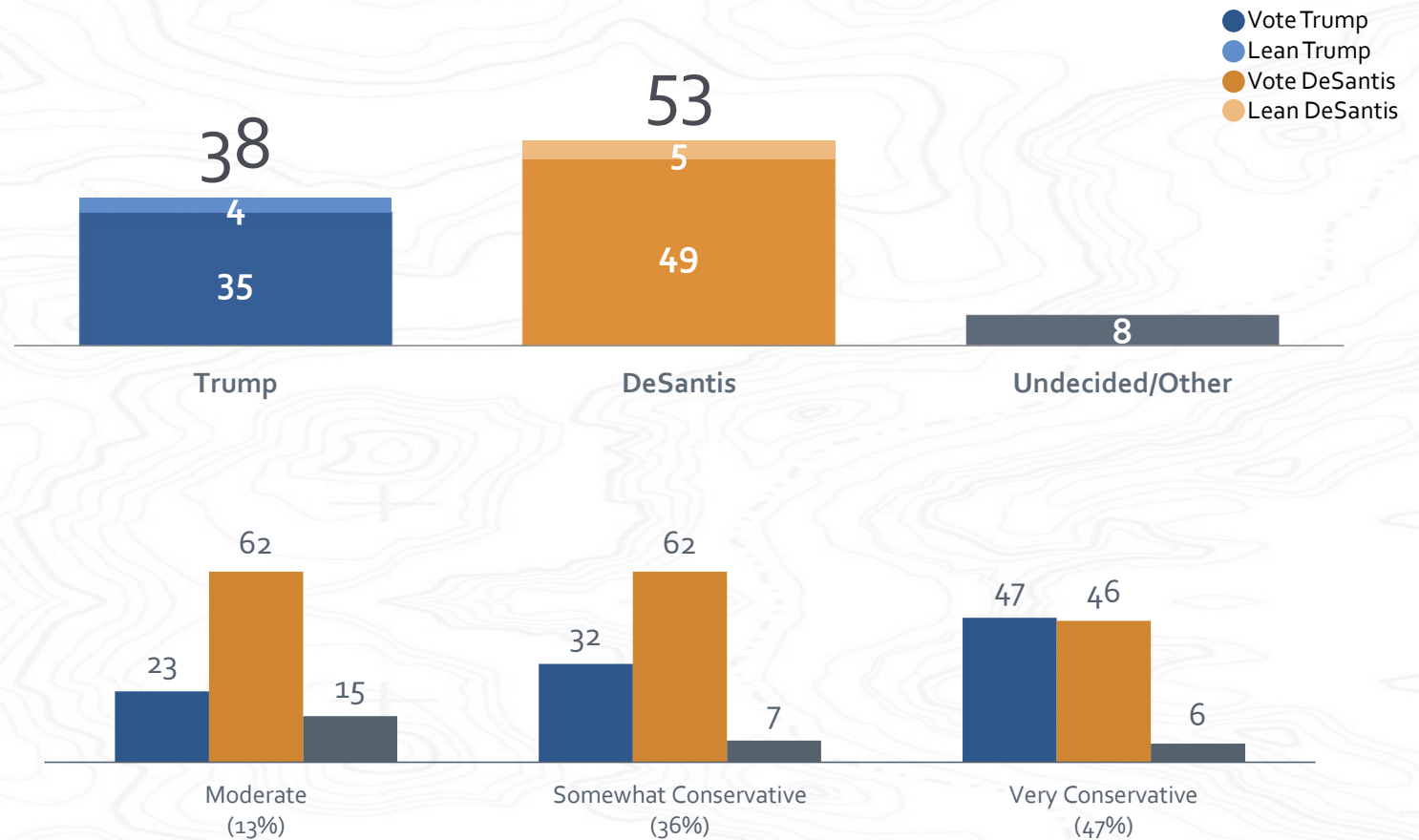
Thinking about the Republican primary election for President in 2024, which of the following candidates would you prefer?



2024 GOP Primary Election

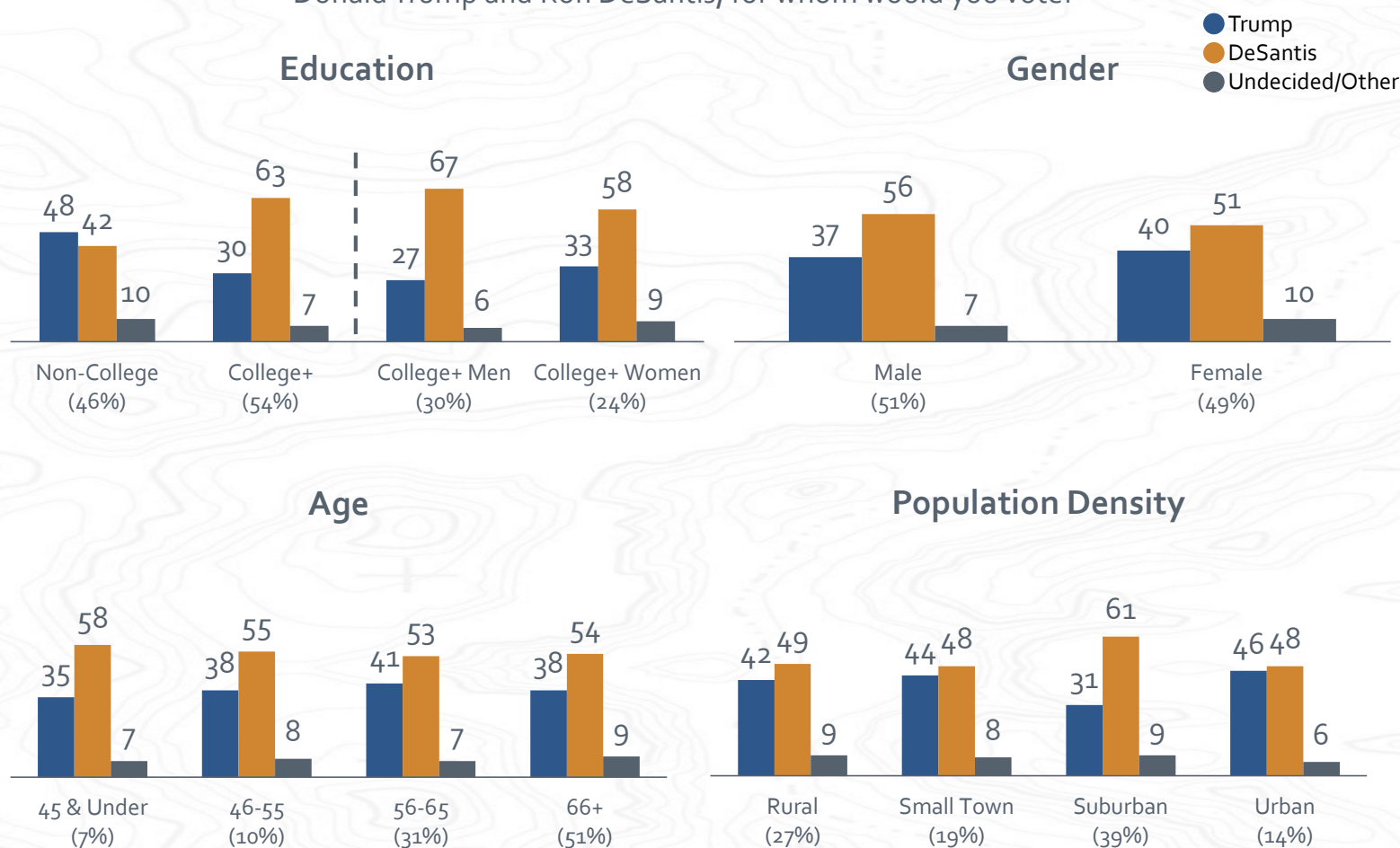
TRUMP VS. DESANTIS BALLOT

If the 2024 Republican primary election for President were held today and the candidates were Donald Trump and Ron DeSantis, for whom would you vote?

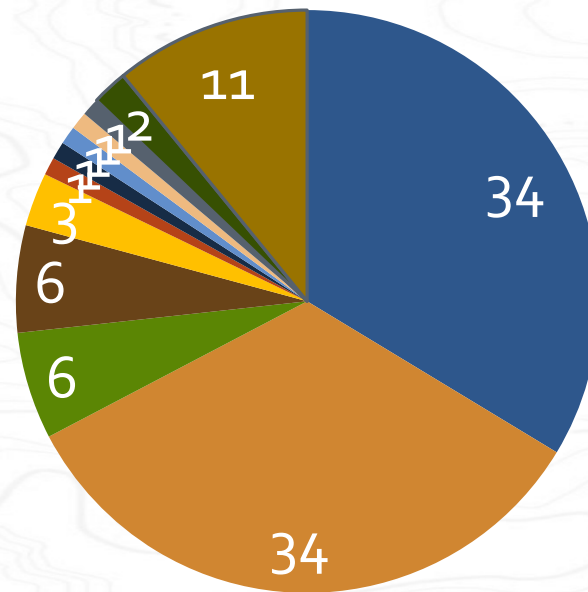


TRUMP VS. DESANTIS BALLOT

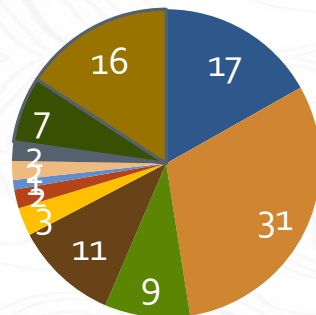
If the 2024 Republican primary election for President were held today and the candidates were Donald Trump and Ron DeSantis, for whom would you vote?



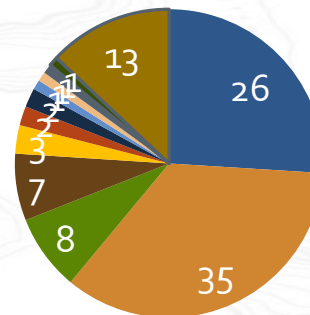
ENTIRE FIELD PRIMARY BALLOT



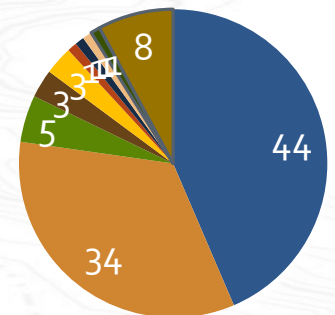
Moderate
(13%)



Somewhat
Conservative
(36%)



Very
Conservative
(47%)

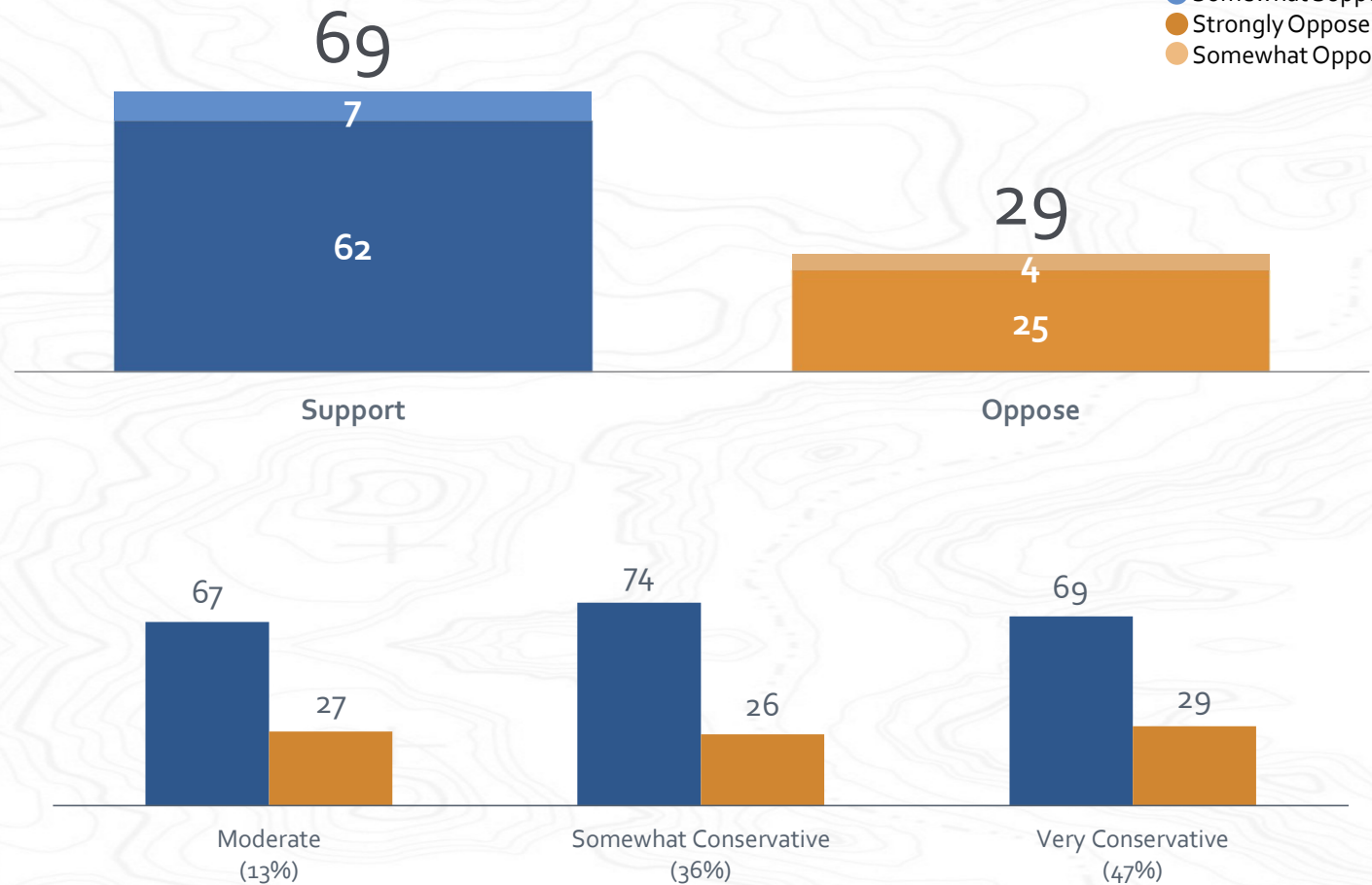


Transgender and Parental Rights Issues

BIOLOGICAL MALES IN WOMEN'S SPORTS

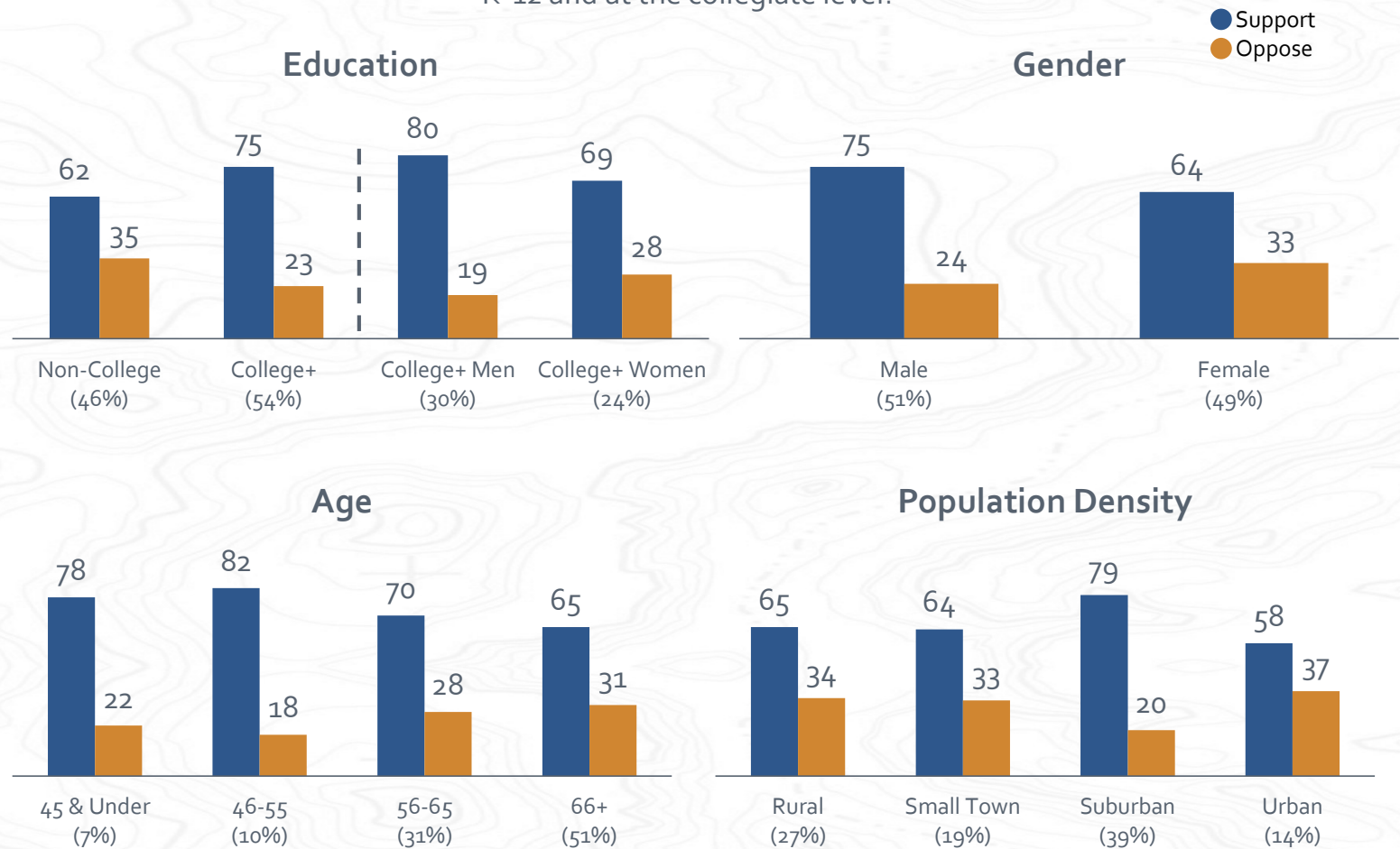
Do you support or oppose legislation that would prohibit biological males who identify as transgender women from participating in girls' sports programs both in K-12 and at the collegiate level?

- Strongly Support
- Somewhat Support
- Strongly Oppose
- Somewhat Oppose



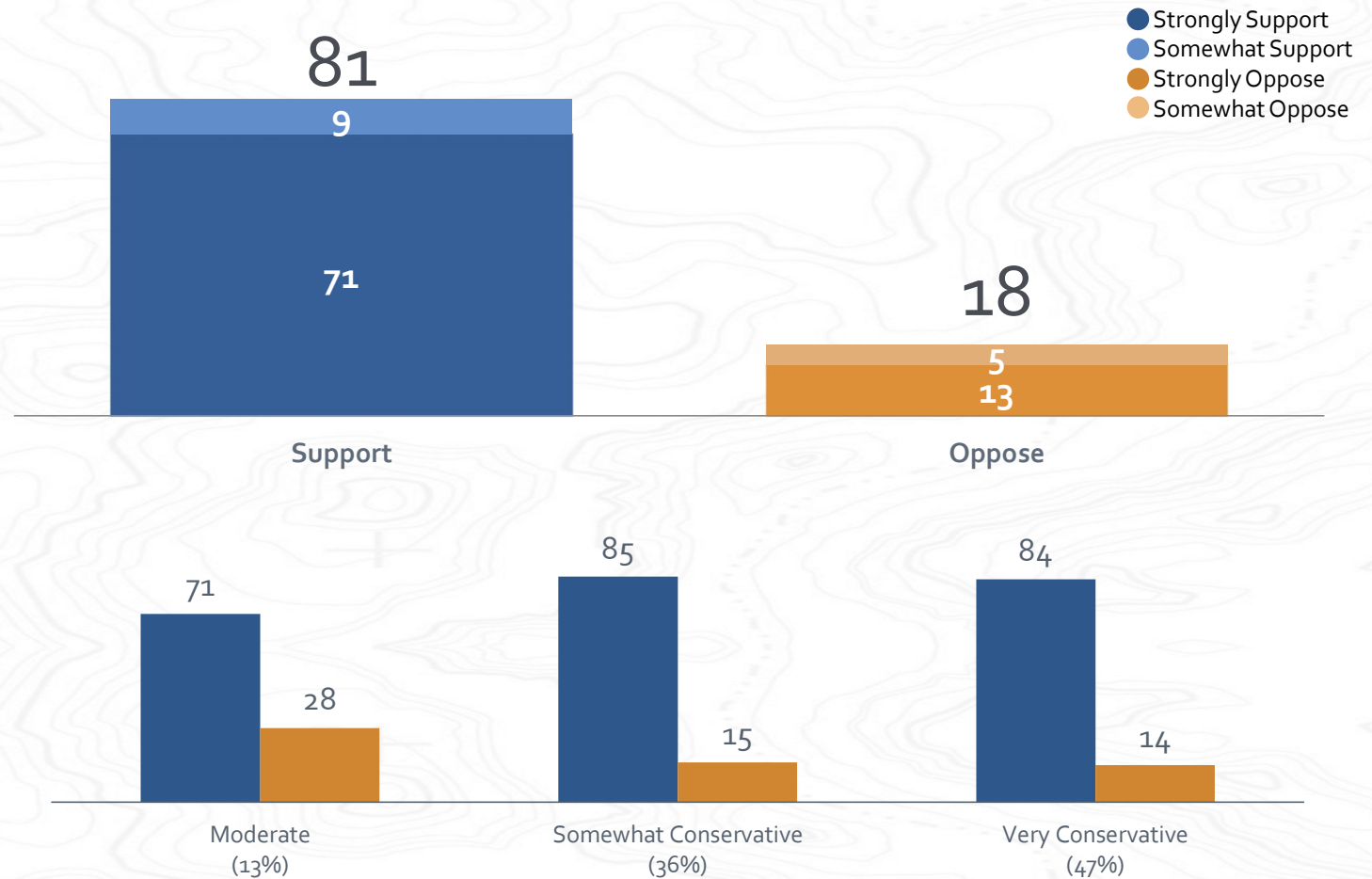
BIOLOGICAL MALES IN WOMEN'S SPORTS

Do you support or oppose legislation that would prohibit biological males who identify as transgender women from participating in girls' sports programs both in K-12 and at the collegiate level?



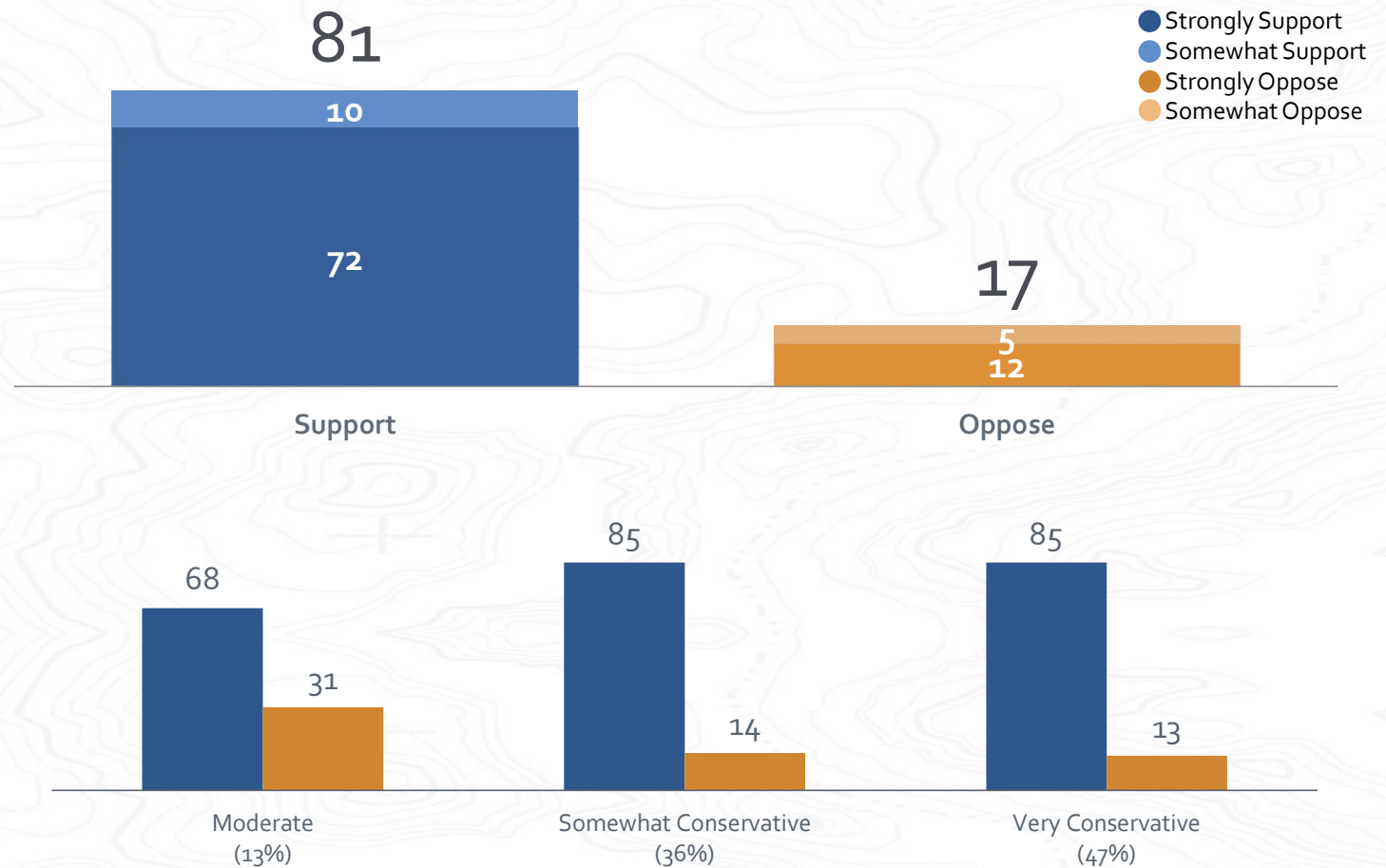
STOPPING CLASSROOM SEXUALIZATION

As you may know, last year Florida passed the Parental Rights in Education Act into law, which QUOTE “prohibits classroom instruction on sexual orientation or gender identity in kindergarten through 3rd grade.” Now, some lawmakers are calling on the federal government to enact a similar policy nationwide. Would you support or oppose such a law that would prohibit teaching about sexual orientation and gender identity to students in kindergarten through 4th grade classrooms?



BANNING PERMANENT SEX- CHANGING PROCEDURES

As you also may know, Congress is currently debating whether or not to prohibit permanent sex-change medical procedures, such as puberty blockers, cross-sex hormone therapies, and physical surgeries like double mastectomies, phalloplasties, or vaginoplasties for minors. Would you support or oppose a federal ban on permanent sex-change procedures on minors?



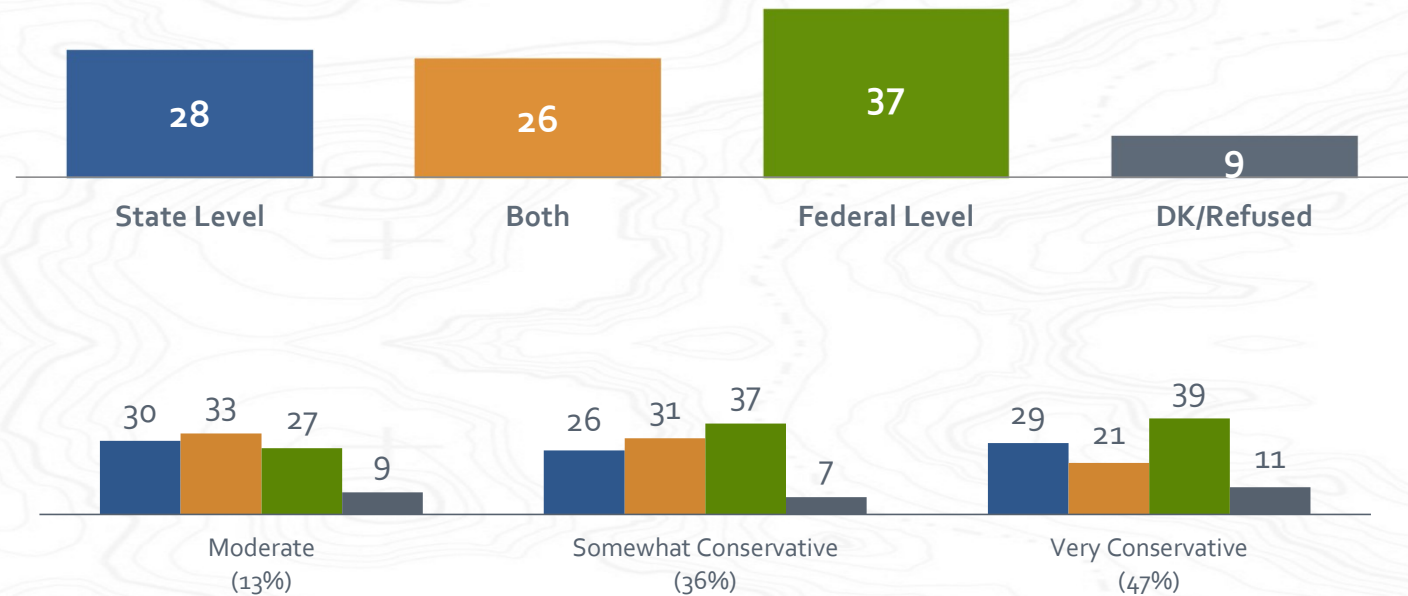
ROLE OF GOVERNMENT ON TRANSGENDER ISSUES

Which of the following comes closest to your opinion?

Decisions over transgender issues – including bans on sex-change procedures for minors, should only be made at the state level, not the federal level.

There is a role for both the federal government and state governments on transgender issues.

Transgender issues are too far-reaching and connected to federal civil rights law to be left to the states. Congress must step in to protect minors and ban permanent sex-change procedures.

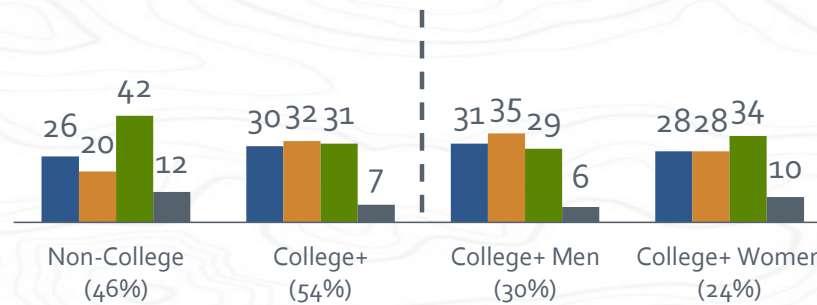


ROLE OF GOVERNMENT ON TRANSGENDER ISSUES

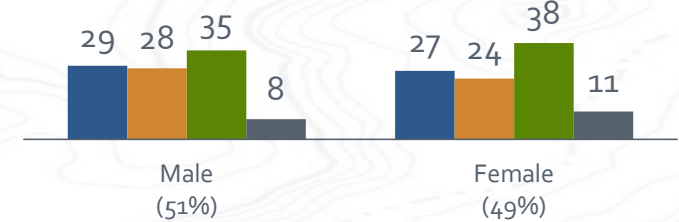
Which of the following comes closest to your opinion?

● State Level
● Both
● Federal Level
● DK/Refused

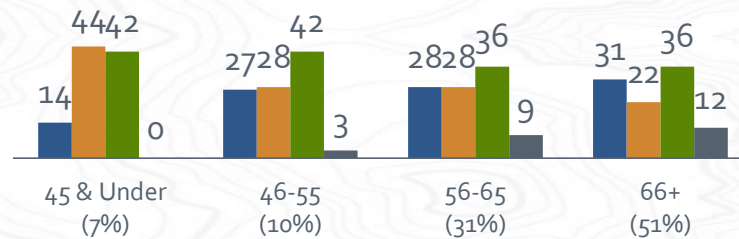
Education



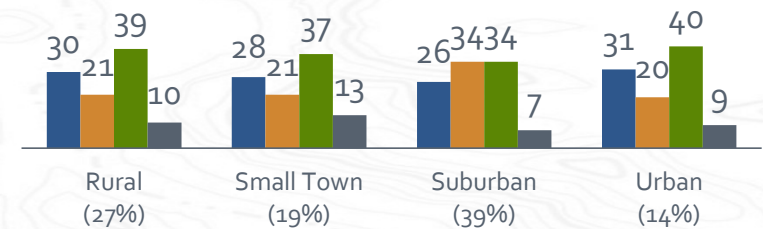
Gender



Age

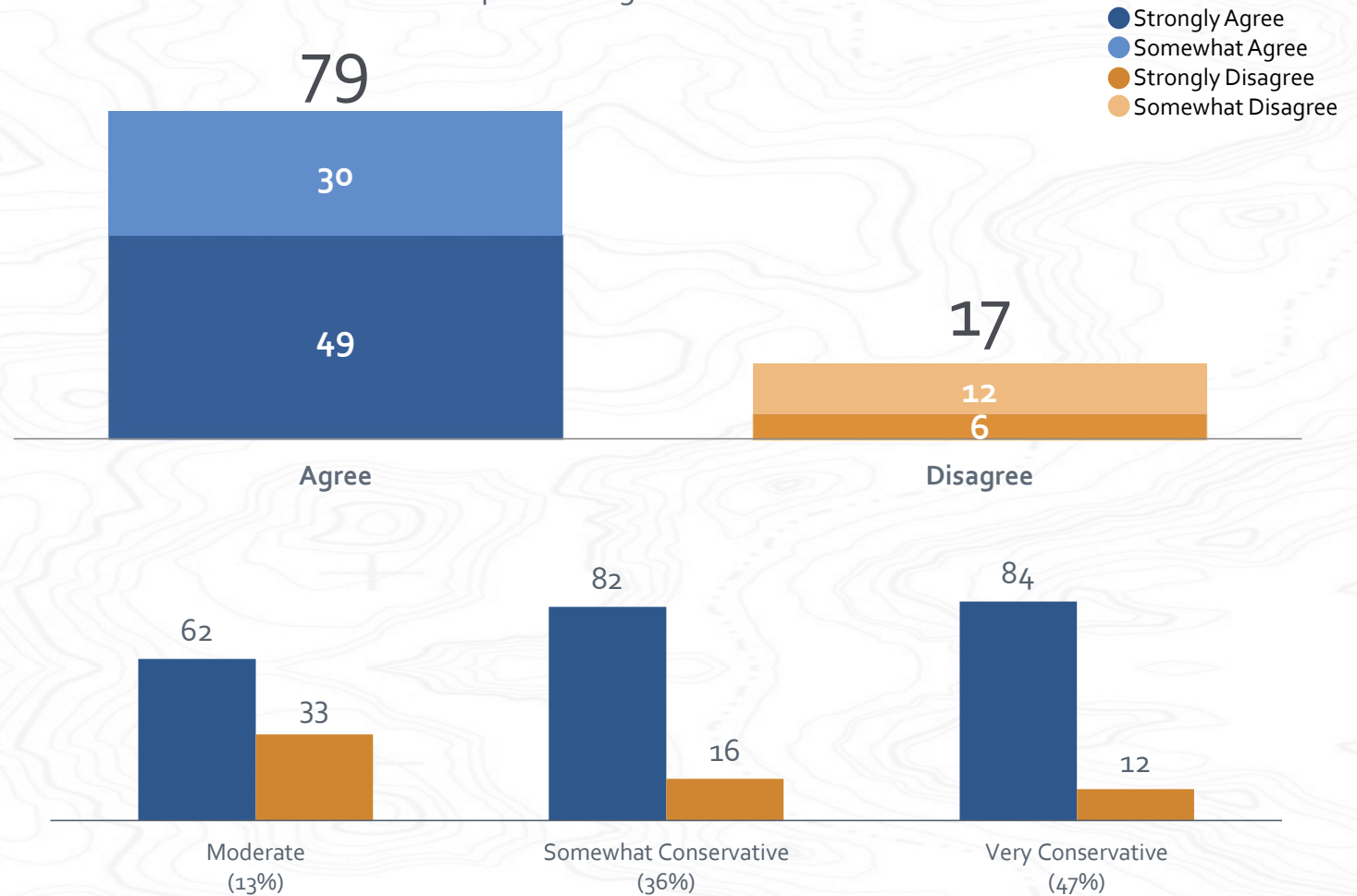


Population Density



REPUBLICANS GIVING UP GROUND

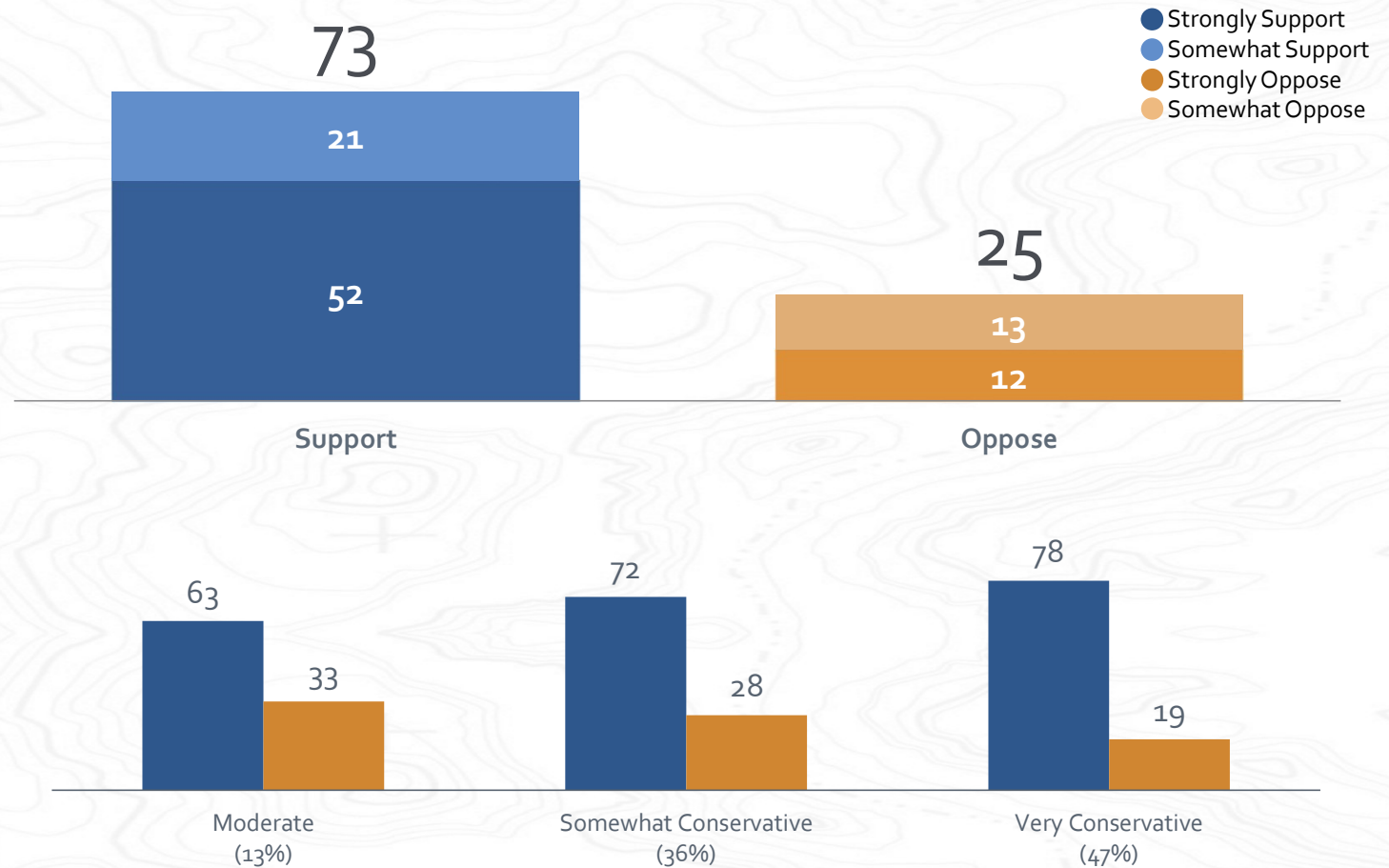
Please tell me if you agree or disagree with the following statement. Many Republican elected officials have given up too much ground in national debates on culture war issues, especially when it comes to parental rights and the education of children.



Big Tech

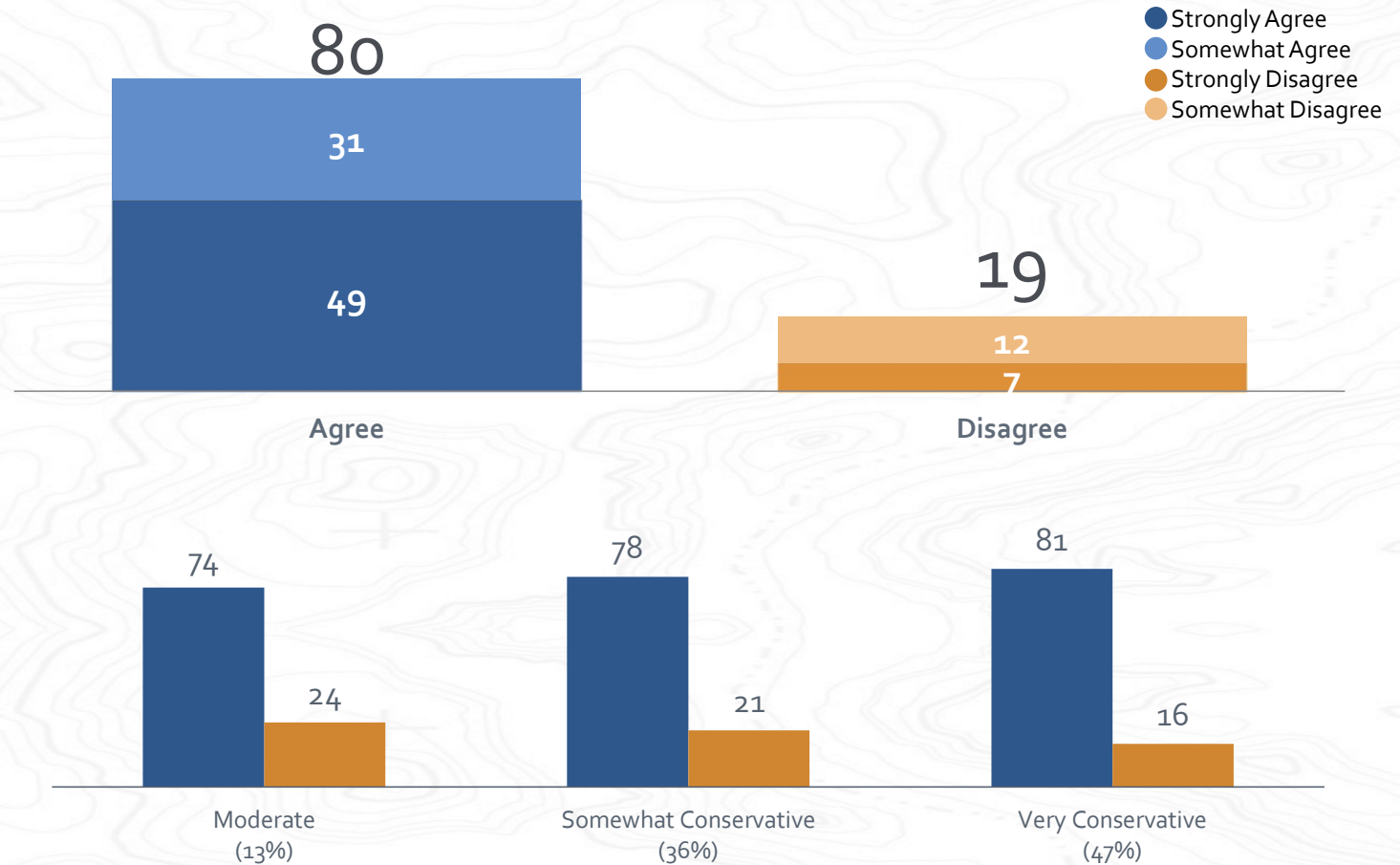
BIG TECH CENSORSHIP

As you may have heard, there is a national debate about Big Tech companies like Google, Facebook, and Twitter, and whether they should be allowed to censor political speech online. Some have proposed that Congress should pass legislation to prevent this type of political censorship. Would you support or oppose this type of law?



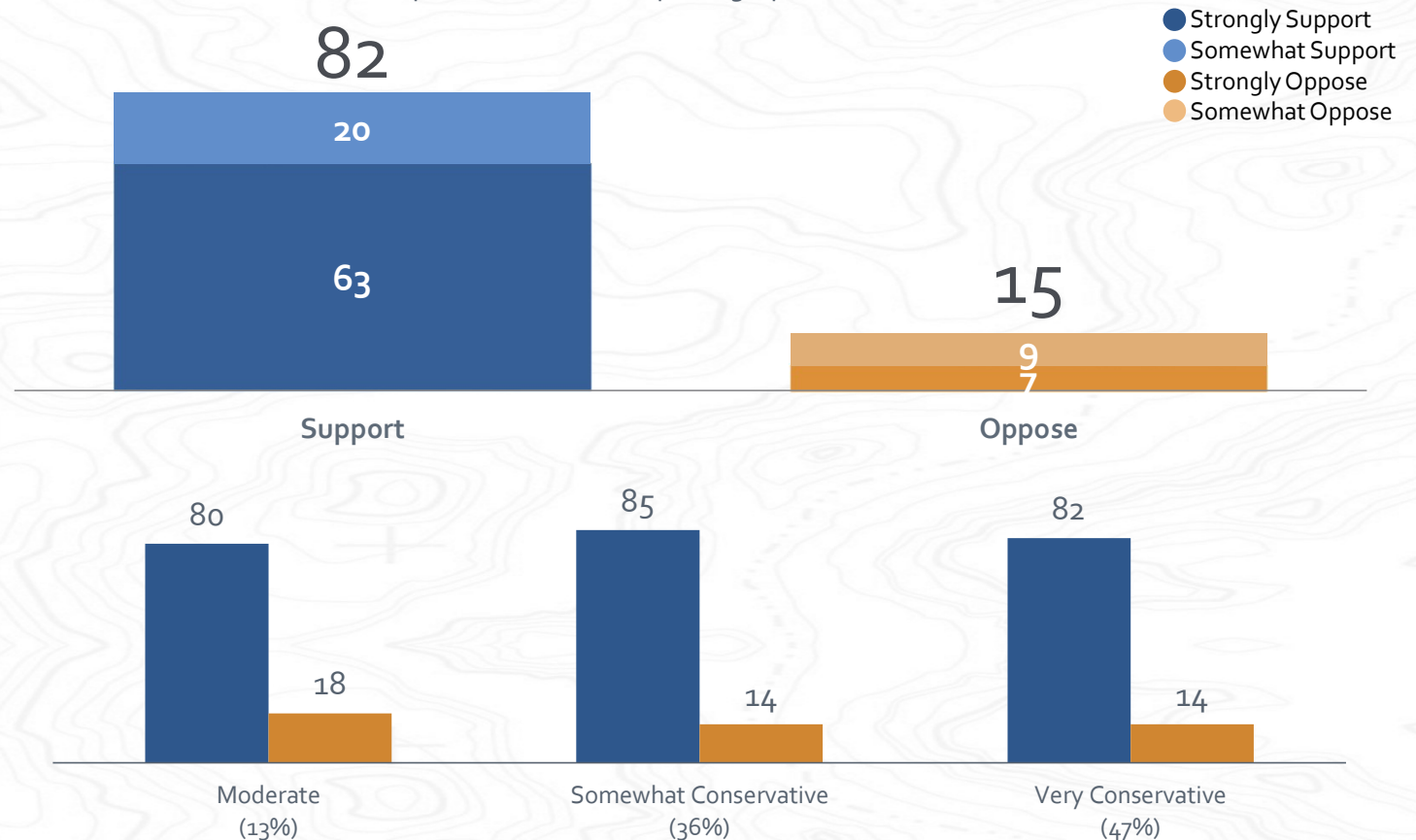
BIG TECH ANTITRUST ENFORCEMENT

Please tell me if you agree or disagree with the following statement. Big Tech companies like Google, Apple, Facebook, and Amazon, are too powerful and have too much control over consumers and our economy. Congress should prioritize legislation that modernizes antitrust enforcement to rein in the power of these Big Tech companies.



NATIONAL AGE VERIFICATION FOR PORNOGRAPHY

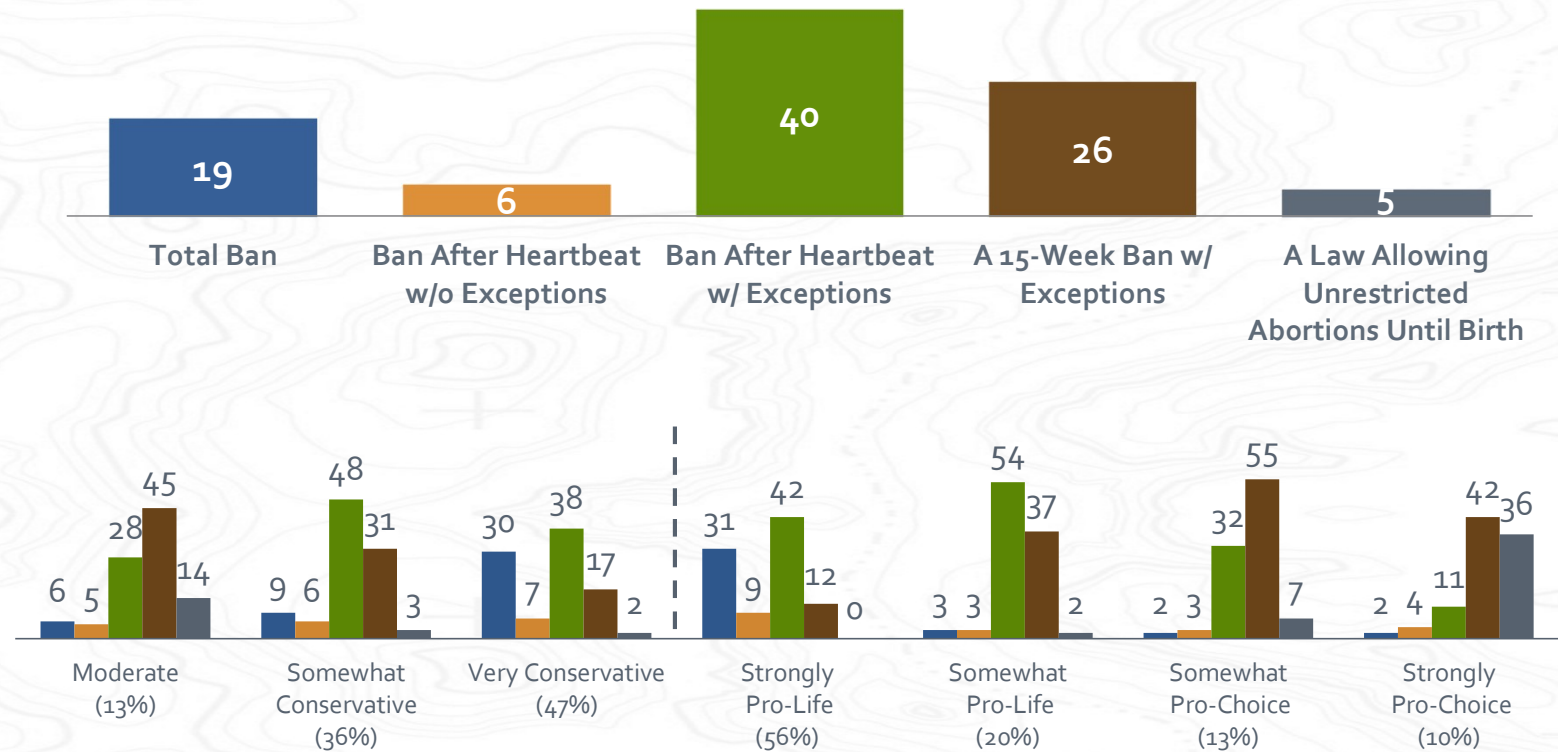
A recent survey found that the average American kid is first exposed to online pornography at age 12. Now, some lawmakers are proposing legislation to require online porn companies to verify the age of their users. This would mean that a user would need to provide a government-issued ID demonstrating that they are 18 or older in order to access online pornography. Would you support or oppose a national age verification requirement to access pornographic content online?



Abortion

As you may have heard, there have been many different abortion policies debated across the country. If you could only choose one, from the following list which abortion policy would you most prefer?

PREFERRED ABORTION POLICY

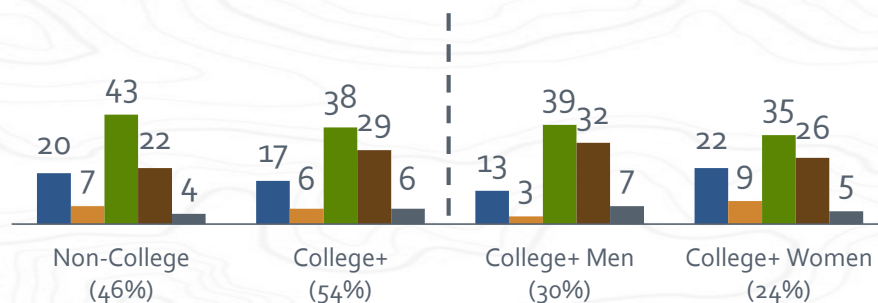


PREFERRED ABORTION POLICY

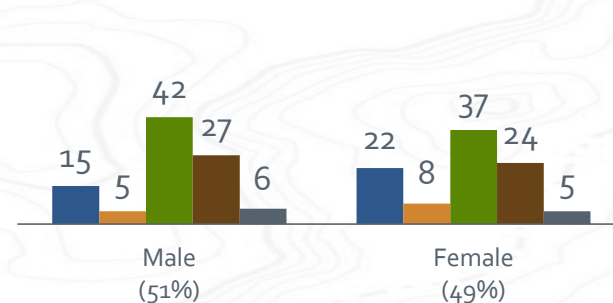
If you could only choose one, from the following list which abortion policy would you most prefer?

- Total Ban
- Heartbeat Ban w/o Exceptions
- Heartbeat Ban w/Exceptions
- 15-Week Ban w/Exceptions
- Unrestricted

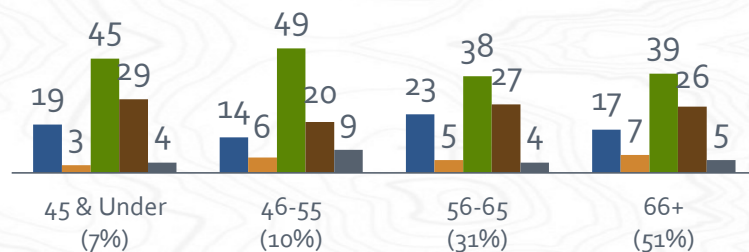
Education



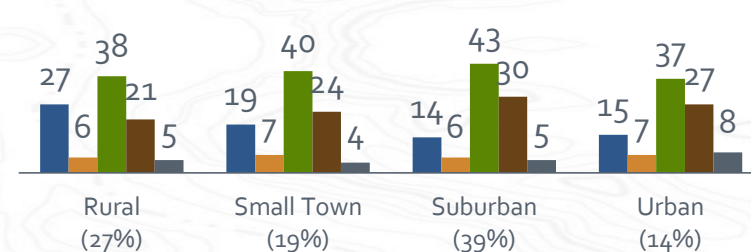
Gender



Age

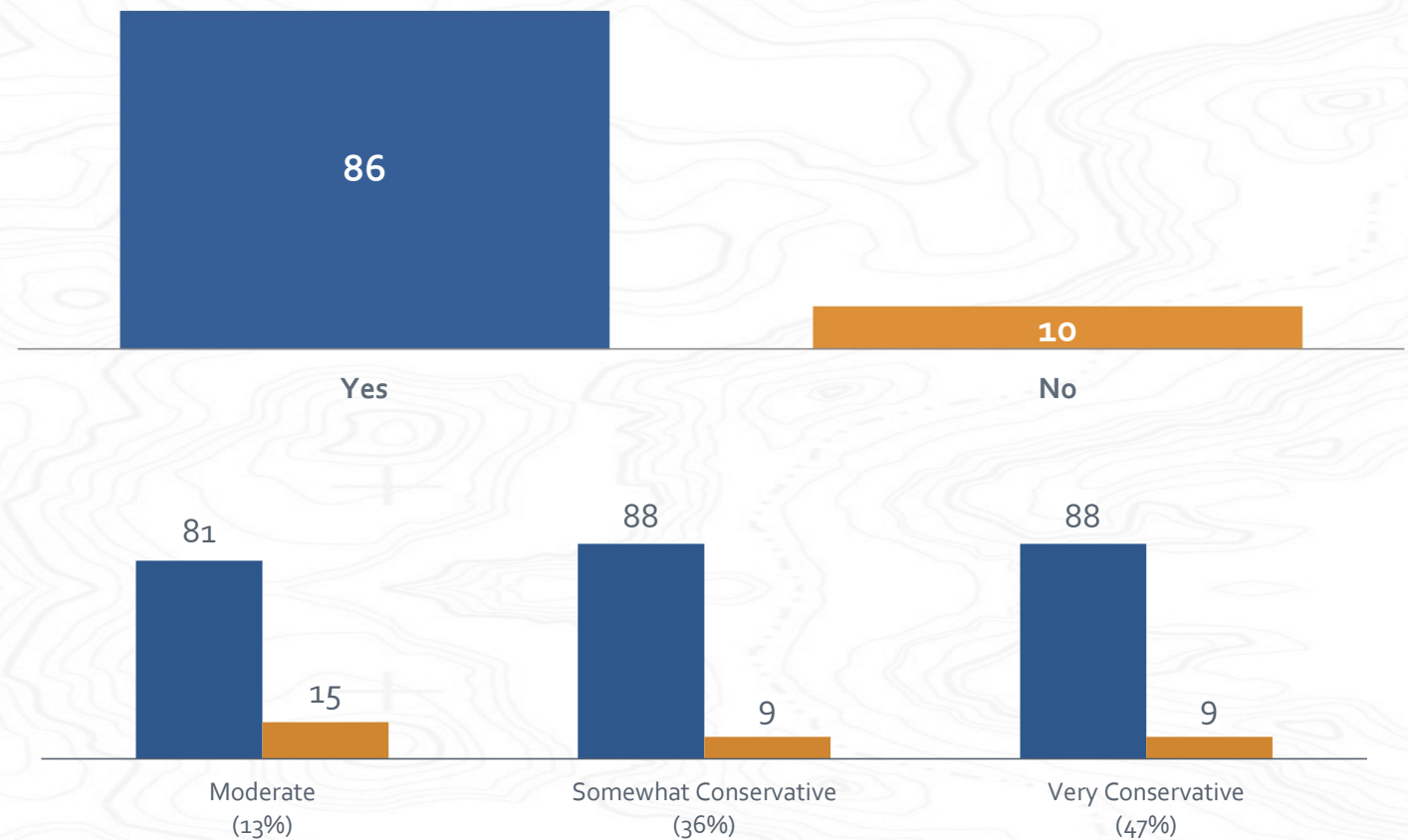


Population Density



Jeffrey Epstein

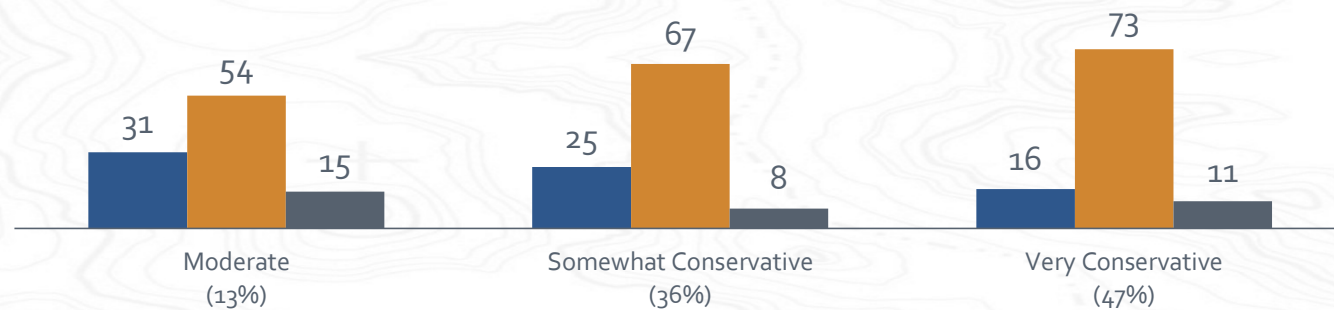
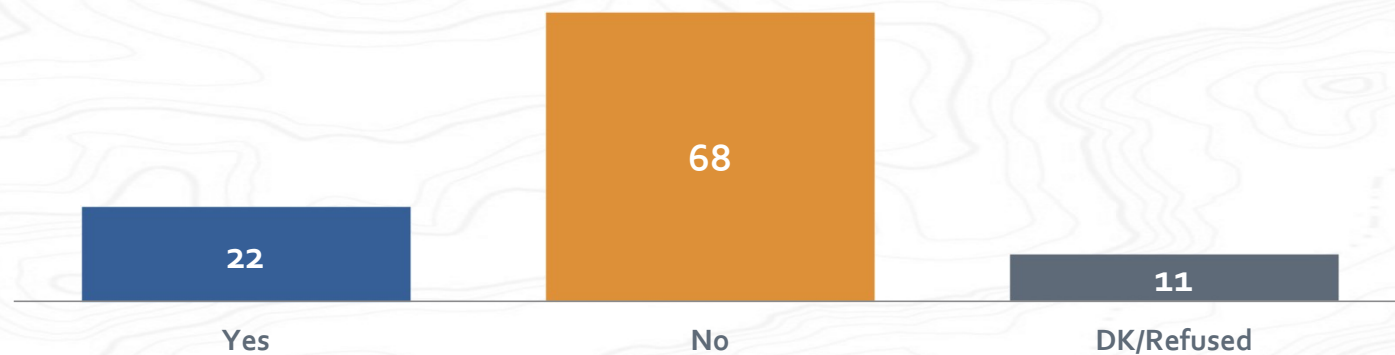
As you may have heard, concerning the Jeffrey Epstein case, a federal court has sealed all records, including his alleged client list. Knowing this, do you believe that the Justice Department should be directed to unseal his alleged client list and investigate them for any crimes they may have committed?



UNSEALING CLIENT LIST

EPSTEIN SUICIDE

Do you believe that Jeffrey Epstein killed himself?





AMERICAN
PRINCIPLES PROJECT

APP NATIONAL GOP PRIMARY SURVEY

Jan. 30 – Feb. 5, 2023