

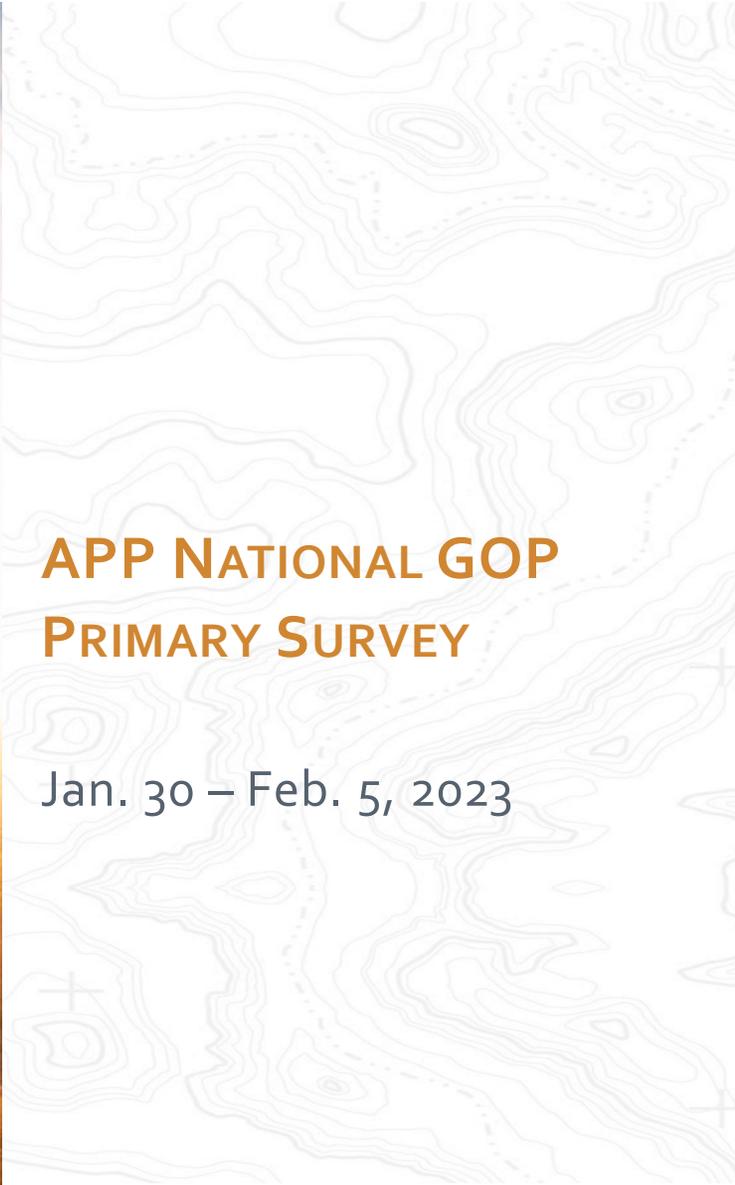


 **OnMESSAGE INC.**
MEDIA • SURVEYS • DIGITAL

 **AMERICAN**
PRINCIPLES PROJECT

APP NATIONAL GOP PRIMARY SURVEY

Jan. 30 – Feb. 5, 2023



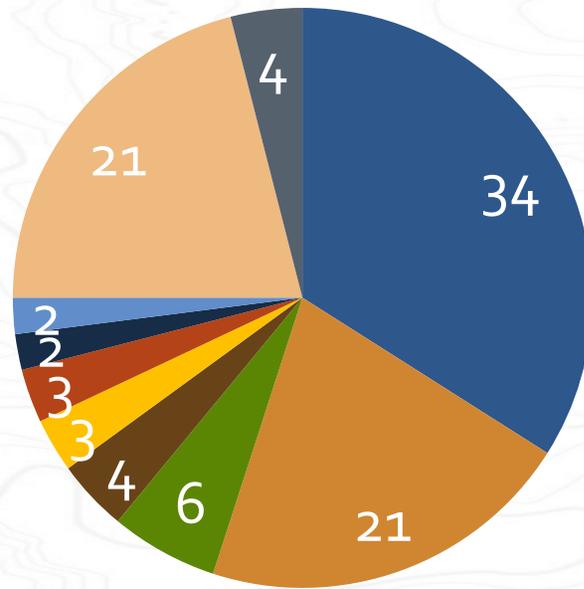
METHODOLOGY

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%.

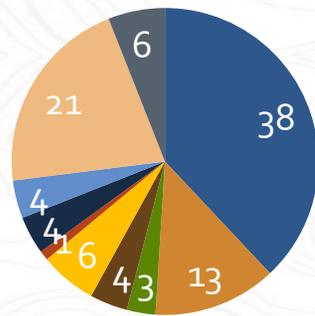
Political Environment

MOST IMPORTANT ISSUE

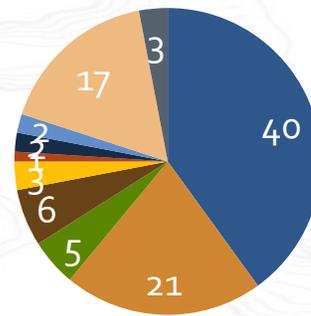


- Economy/Inflation
- Immigration/Southern Border
- Joe Biden/Democrats
- Gov't Spending Issues
- Character/Truth
- Abortion
- National Defense
- Crime
- Other (<2%)
- DK/Refused

Moderate (13%)



Somewhat Conservative (36%)



Very Conservative (47%)

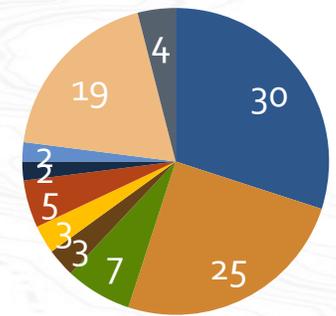
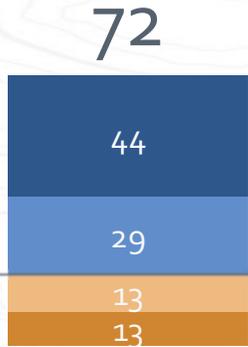


IMAGE TEST

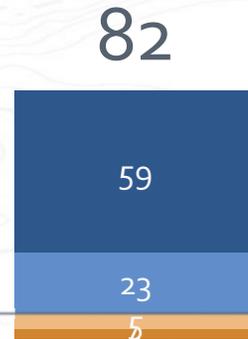
Donald Trump

Net: +47



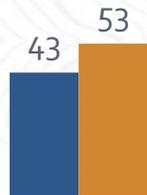
Ron DeSantis

Net: +73

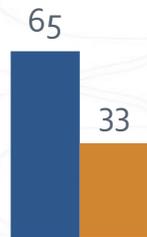


- Very Fav
- Somewhat Fav
- Somewhat Unfav
- Very Unfav

25



Moderate (13%)



Somewhat Conservative (36%)

87



Very Conservative (47%)

9



Moderate (13%)



Somewhat Conservative (36%)

89



Very Conservative (47%)

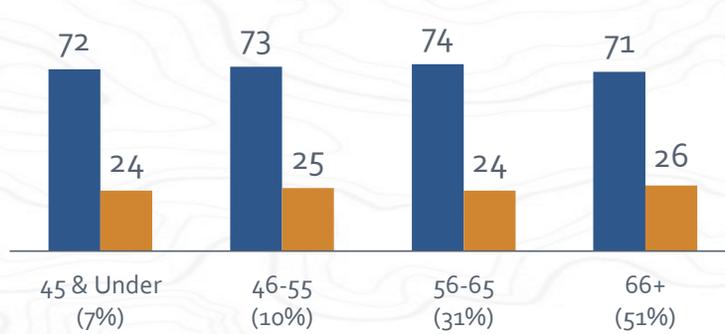
- Favorable
- Unfavorable

IMAGE TEST

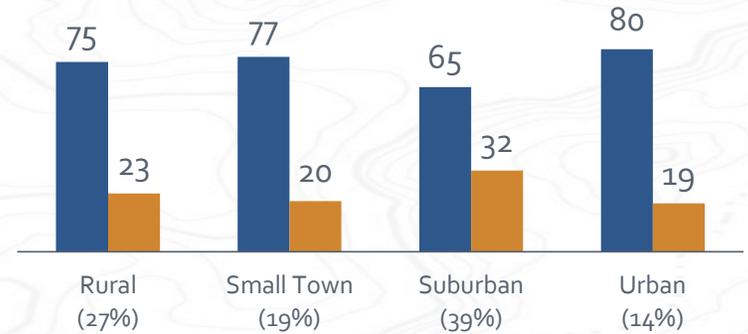
Donald Trump Net: +47

● Favorable
● Unfavorable

Age

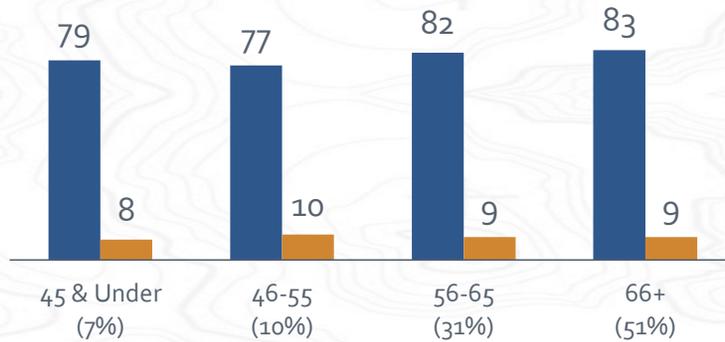


Population Density



Ron DeSantis Net: +73

Age



Population Density

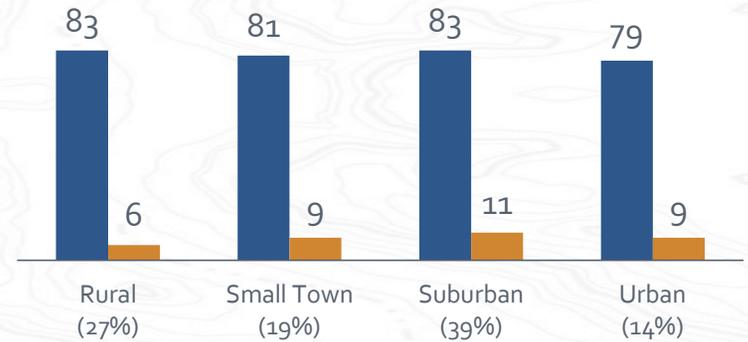
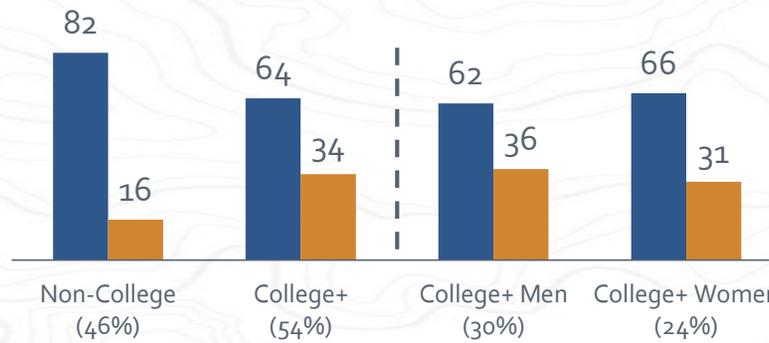


IMAGE TEST

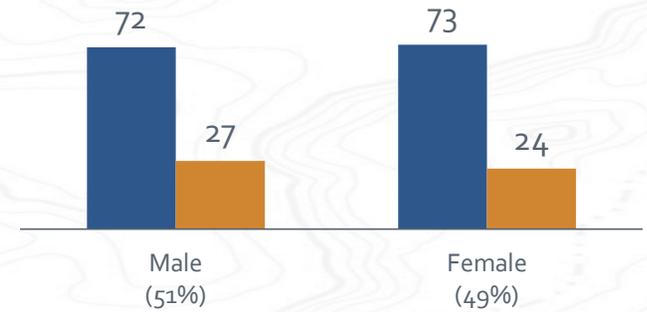
Donald Trump Net: +47

● Favorable
● Unfavorable

Education

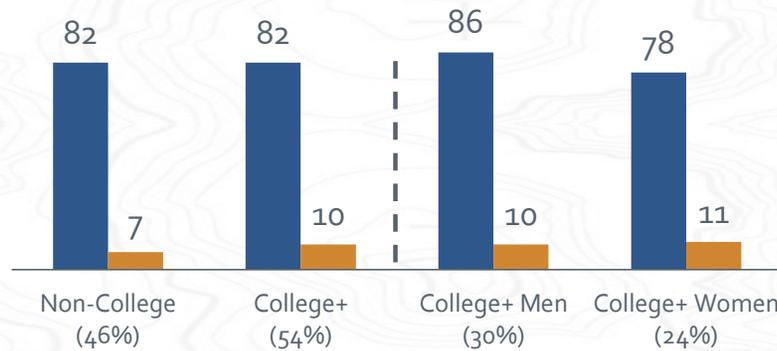


Gender

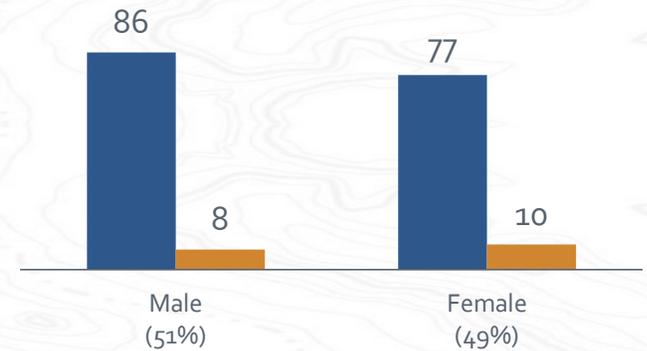


Ron DeSantis Net: +73

Education



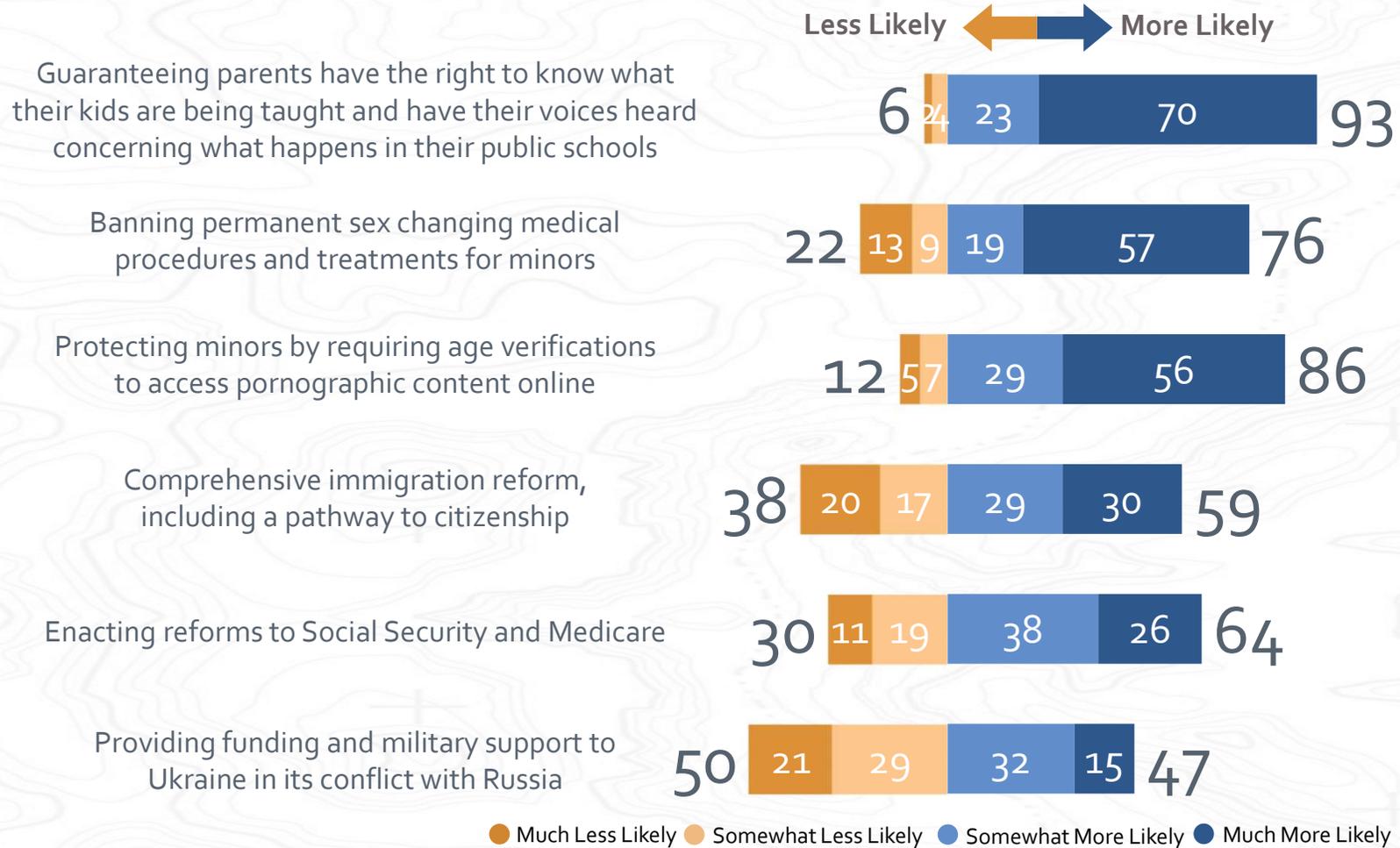
Gender



Issue Intensity Testing

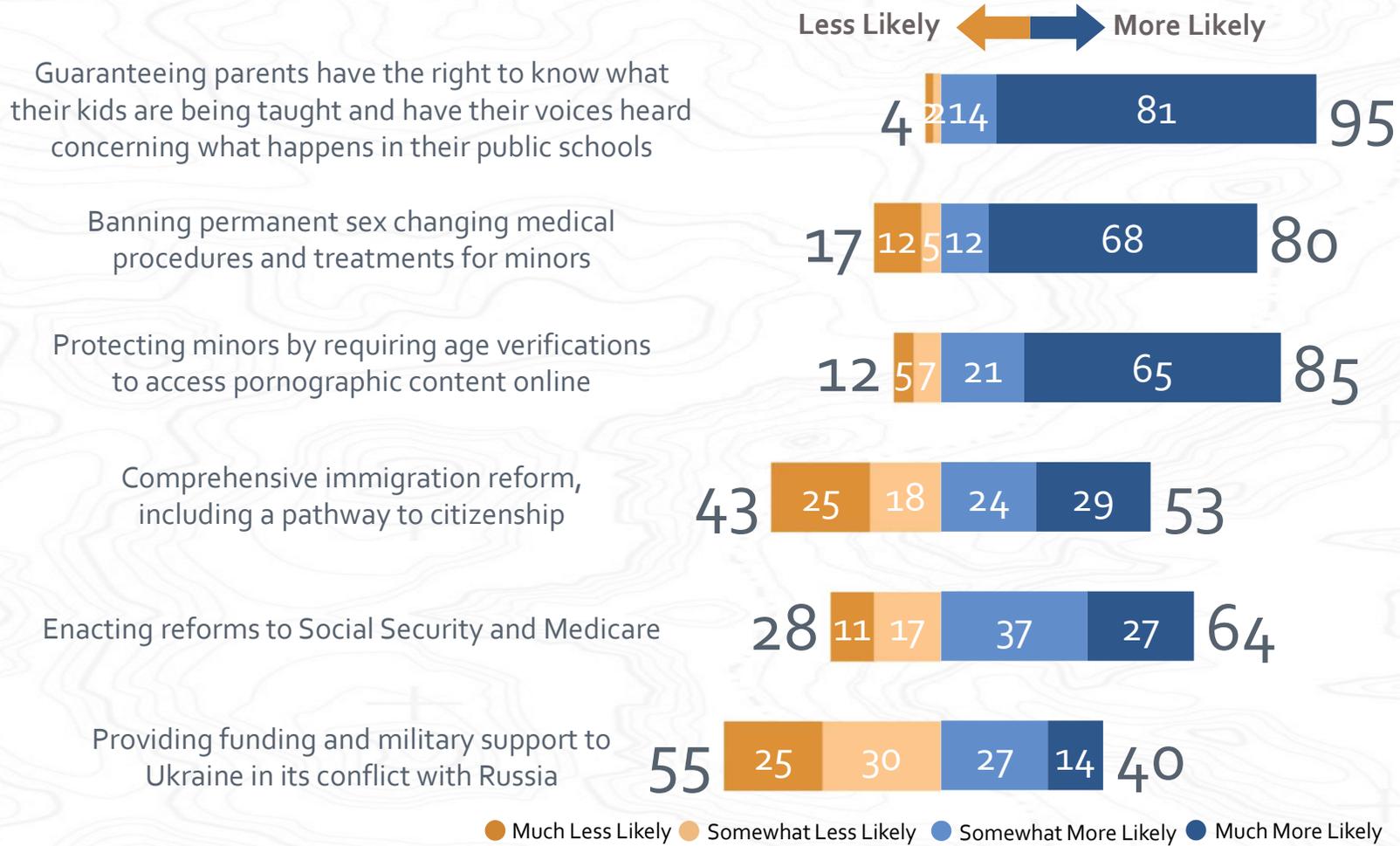
SUMMARY

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



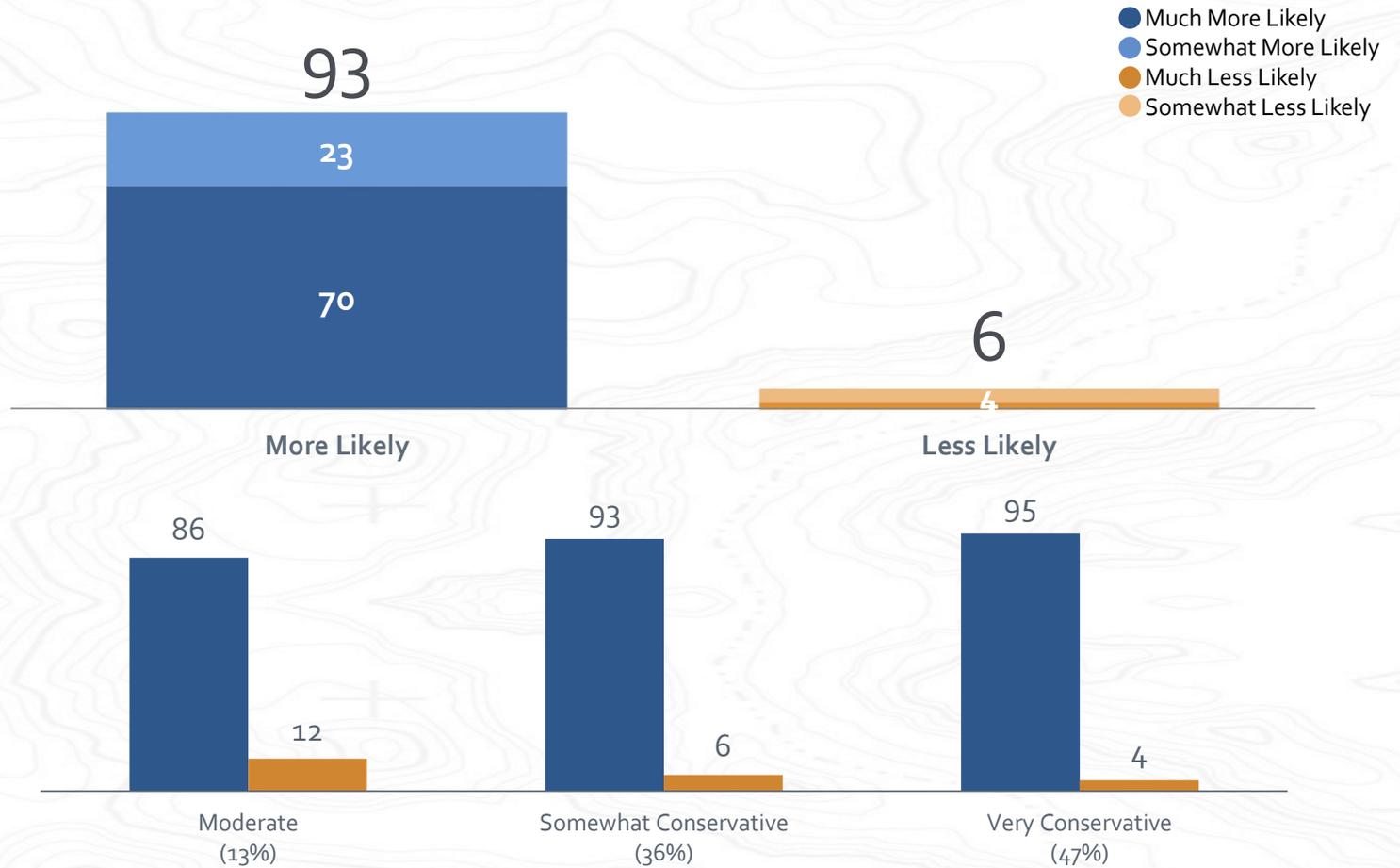
Thinking about the Republican primary election for President in 2024, would a candidate who prioritizes _____ be more or less likely to earn your support?

AMONG VERY CONSERVATIVES (47%)



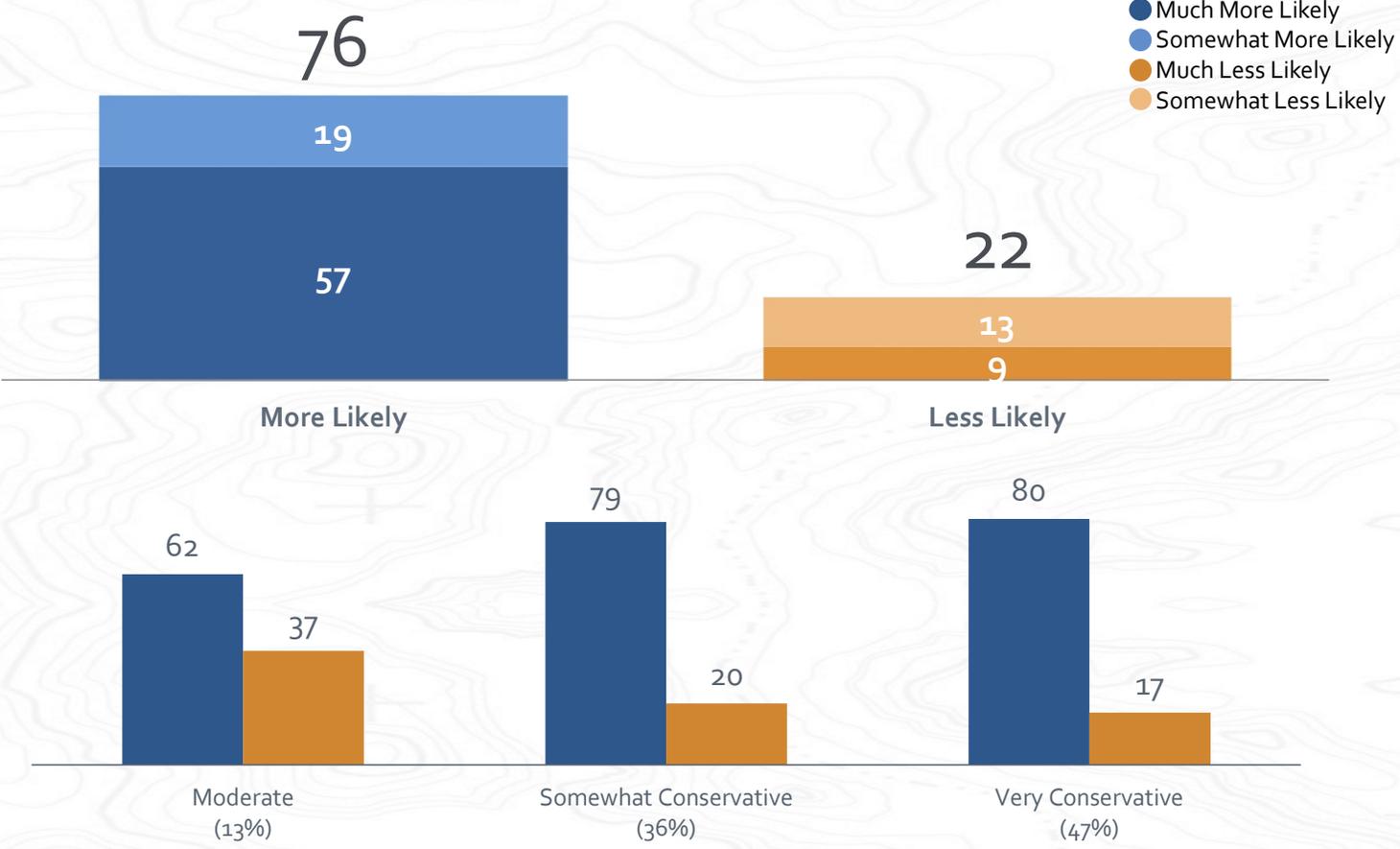
PARENTAL RIGHTS

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?



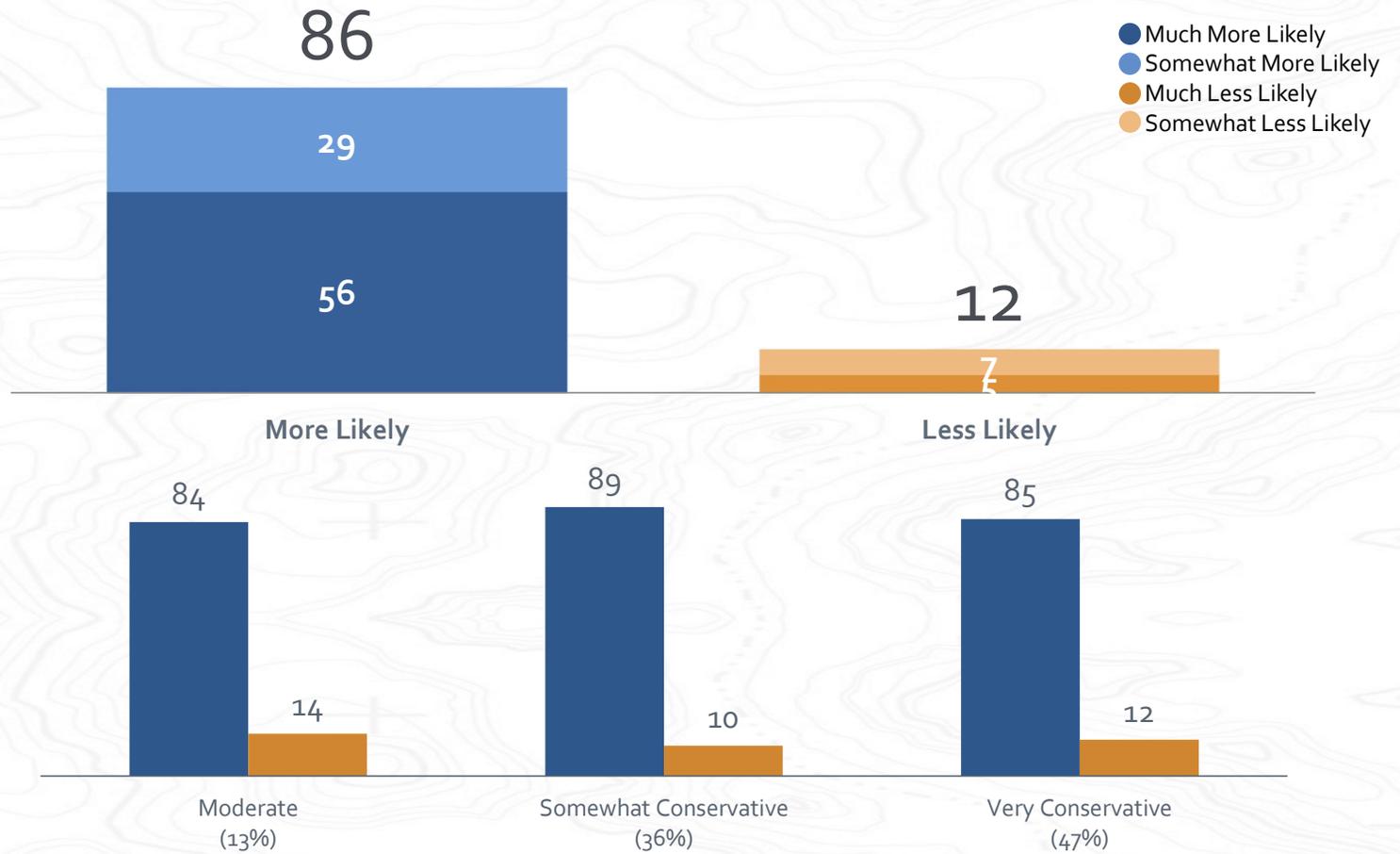
BANNING SEX- CHANGING PROCEDURES

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?



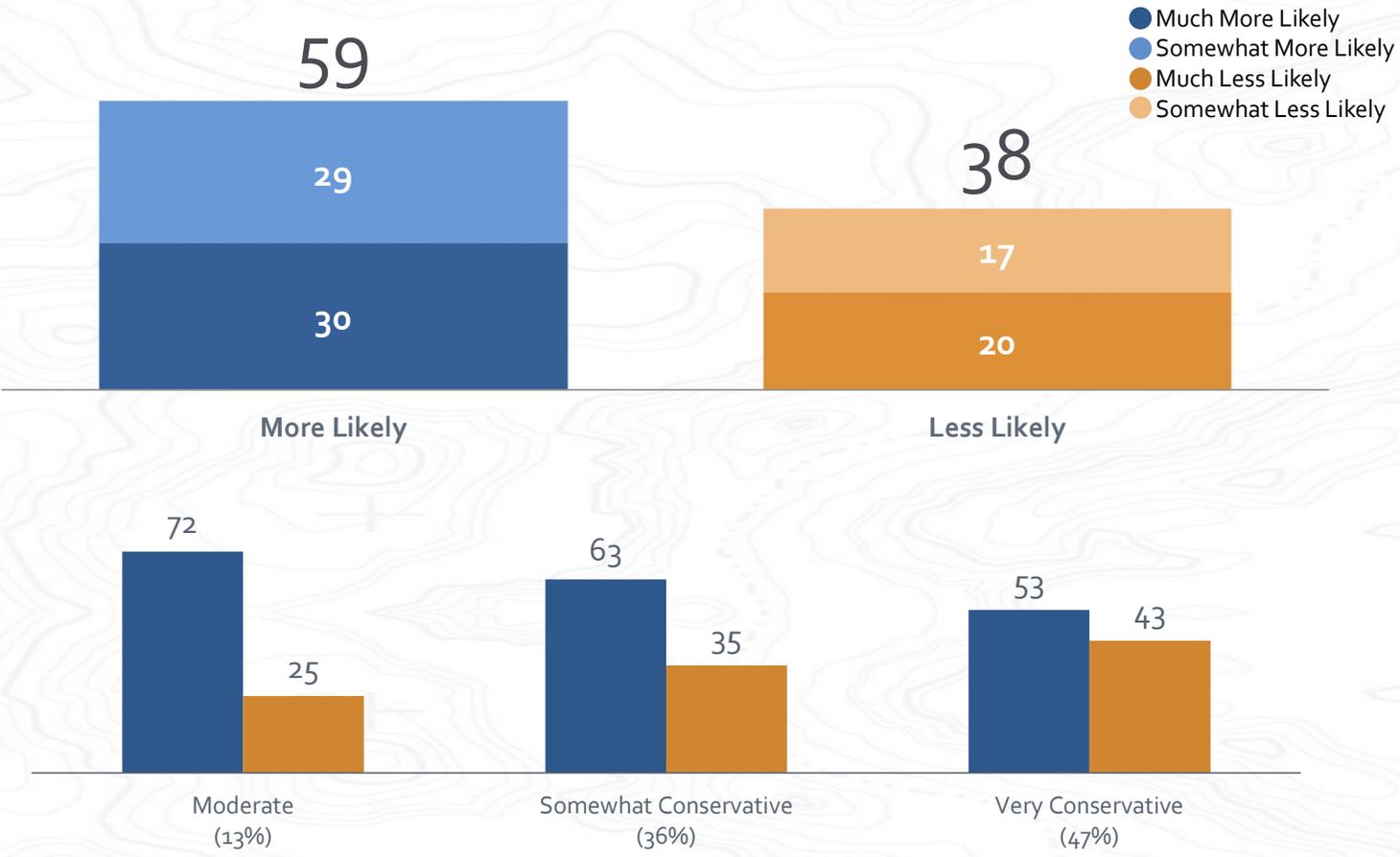
Thinking about the Republican primary election for President in 2024, would a candidate who prioritizes protecting minors by requiring age verifications to access pornographic content online be more or less likely to earn your support?

AGE VERIFICATIONS FOR PORNOGRAPHY



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?

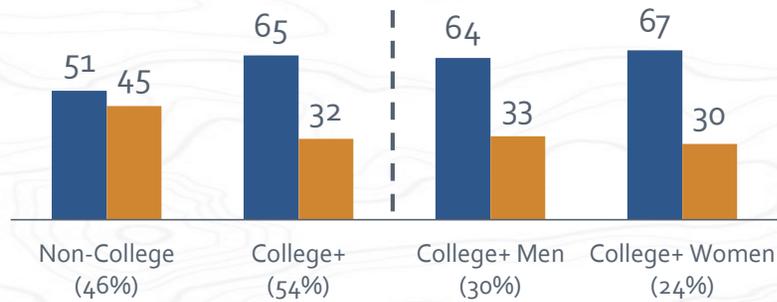
PATHWAY TO CITIZENSHIP



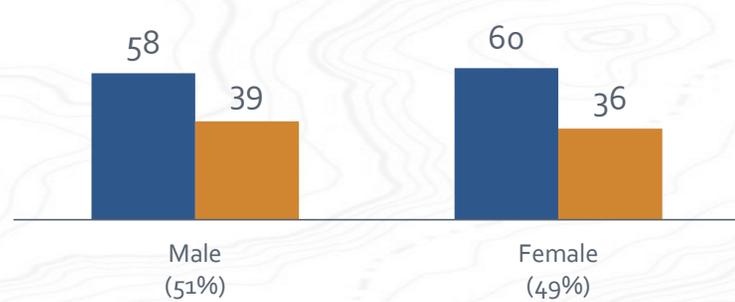
Thinking about the Republican primary election for President in 2024, would a candidate who prioritizes comprehensive immigration reform, including a pathway to citizenship, be more or less likely to earn your support?

● More Likely
● Less Likely

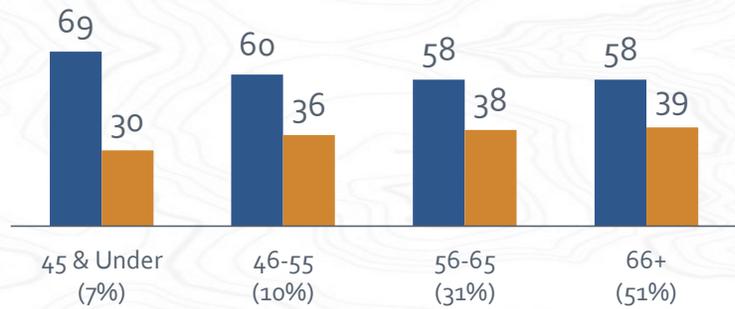
Education



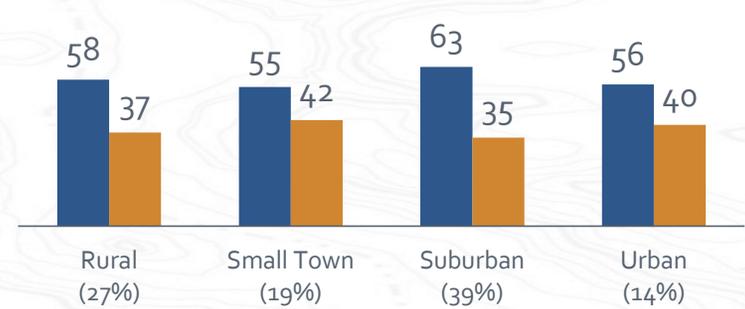
Gender



Age

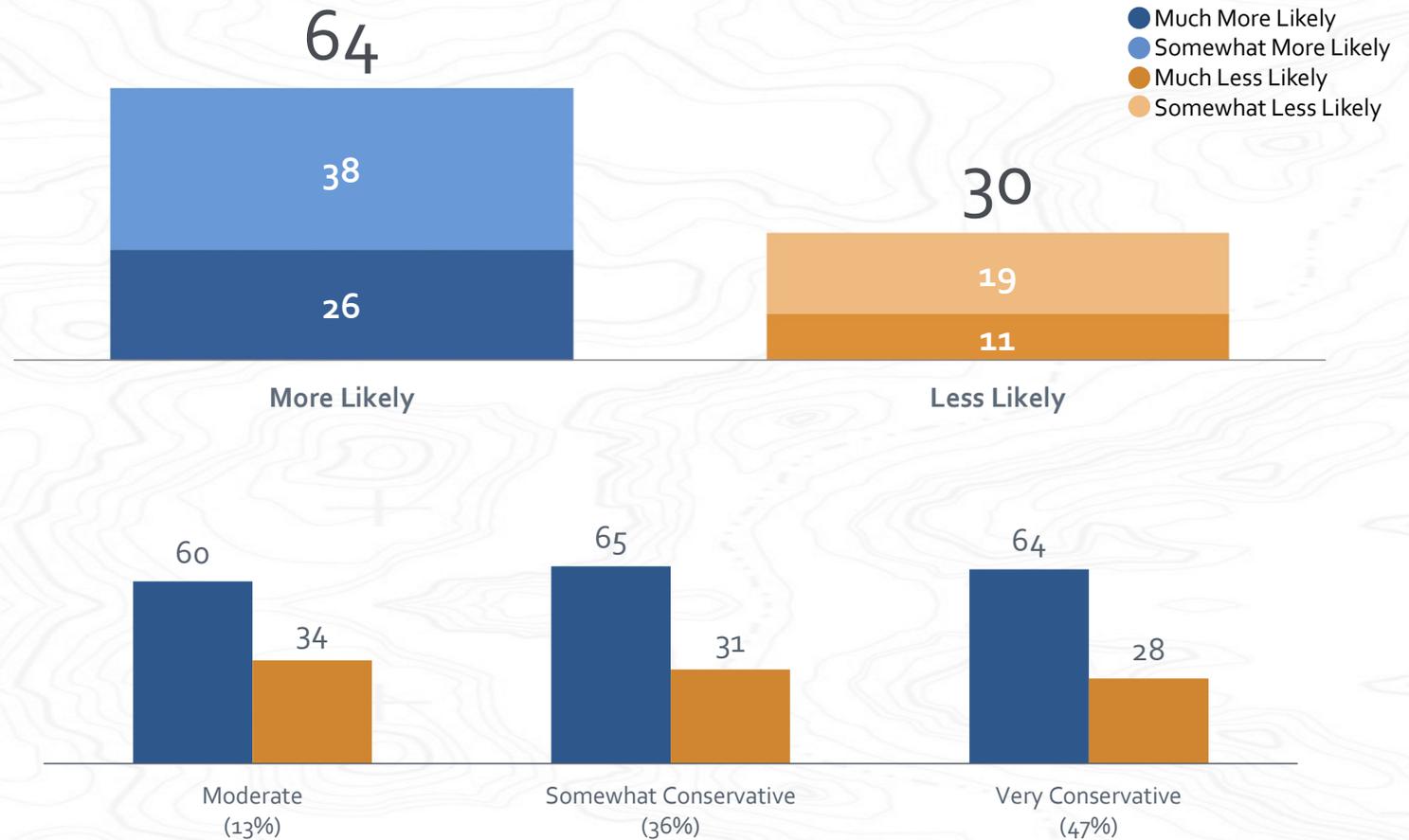


Population Density



PATHWAY TO CITIZENSHIP

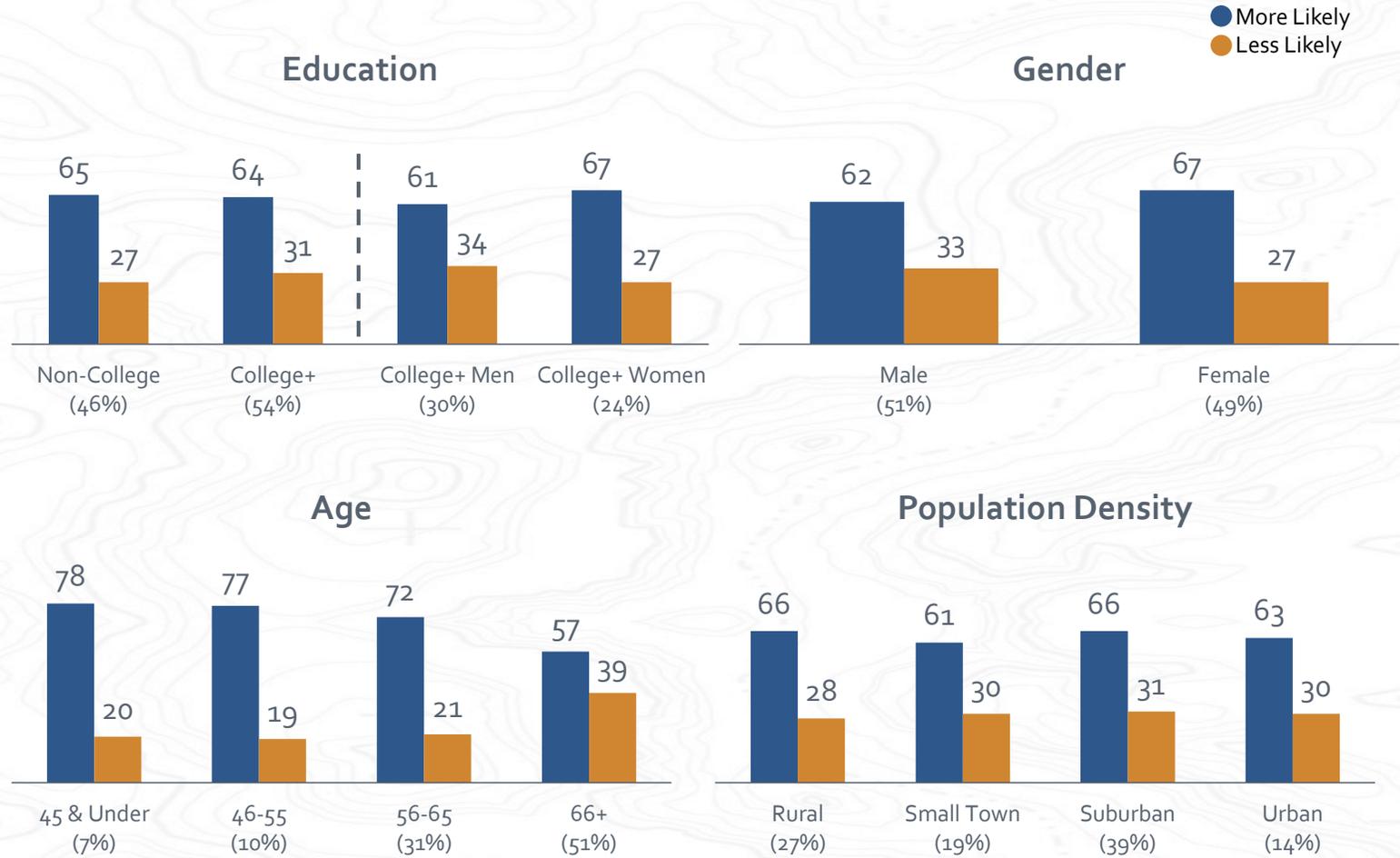
Thinking about the Republican primary election for President in 2024, would a candidate who prioritizes enacting reforms to Social Security and Medicare be more or less likely to earn your support?



REFORMING SOCIAL SECURITY AND MEDICARE

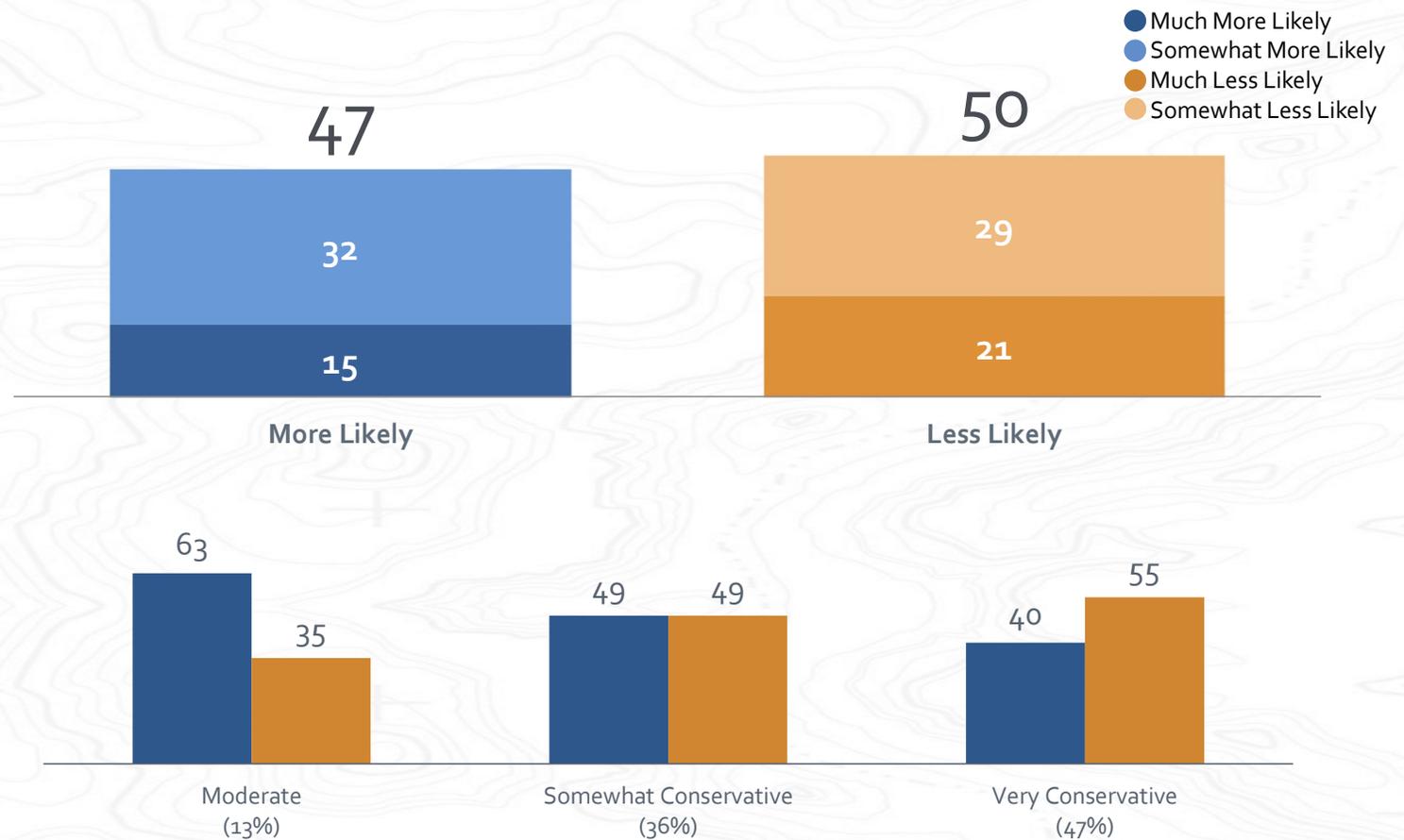
Thinking about the Republican primary election for President in 2024, would a candidate who prioritizes enacting reforms to Social Security and Medicare be more or less likely to earn your support?

REFORMING SOCIAL SECURITY AND MEDICARE



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

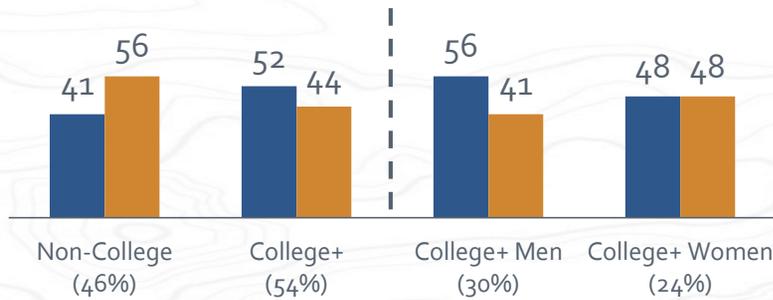


FUNDING UKRAINE

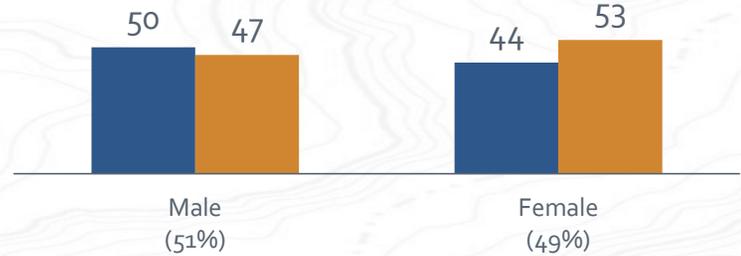
Thinking about the Republican primary election for President in 2024, would a candidate who prioritizes providing funding and military support to Ukraine in its conflict with Russia be more or less likely to earn your support?

● More Likely
● Less Likely

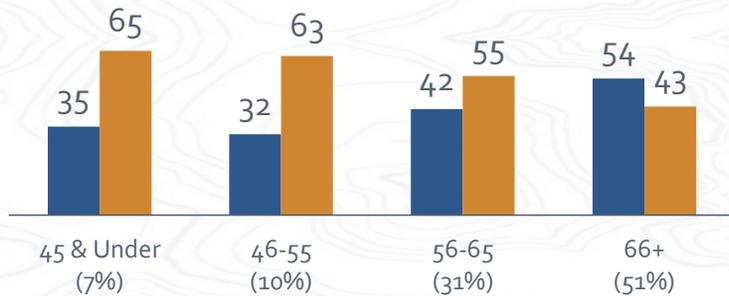
Education



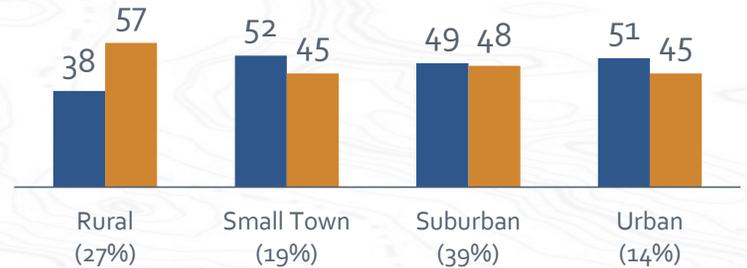
Gender



Age



Population Density

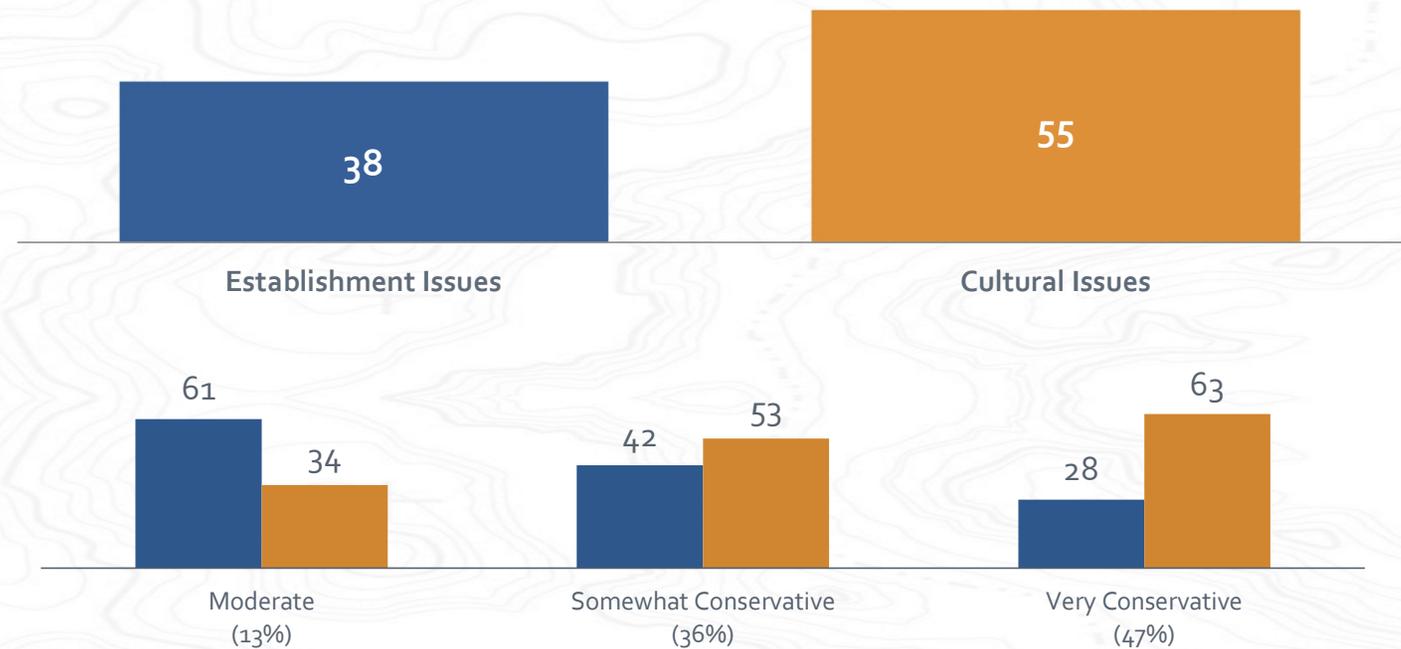


Thinking about the Republican primary election for President in 2024, which of the following candidates would you prefer?

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

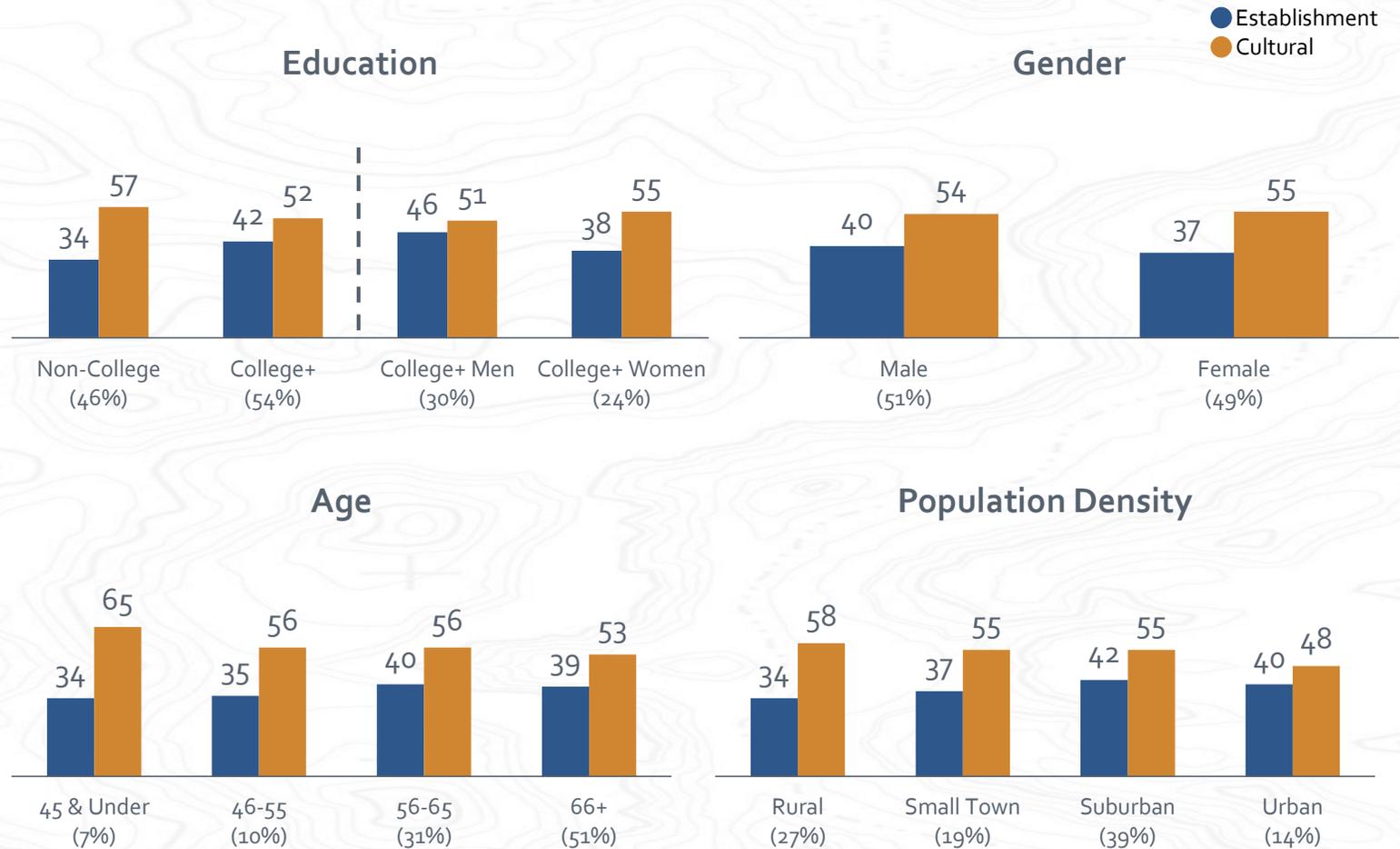
A candidate that prioritizes combating the woke Left's agenda of transgenderism in schools and commits to fighting for parental rights in education.

ESTABLISHMENT VS. CULTURAL ISSUES



**ESTABLISHMENT
VS. CULTURAL
ISSUES**

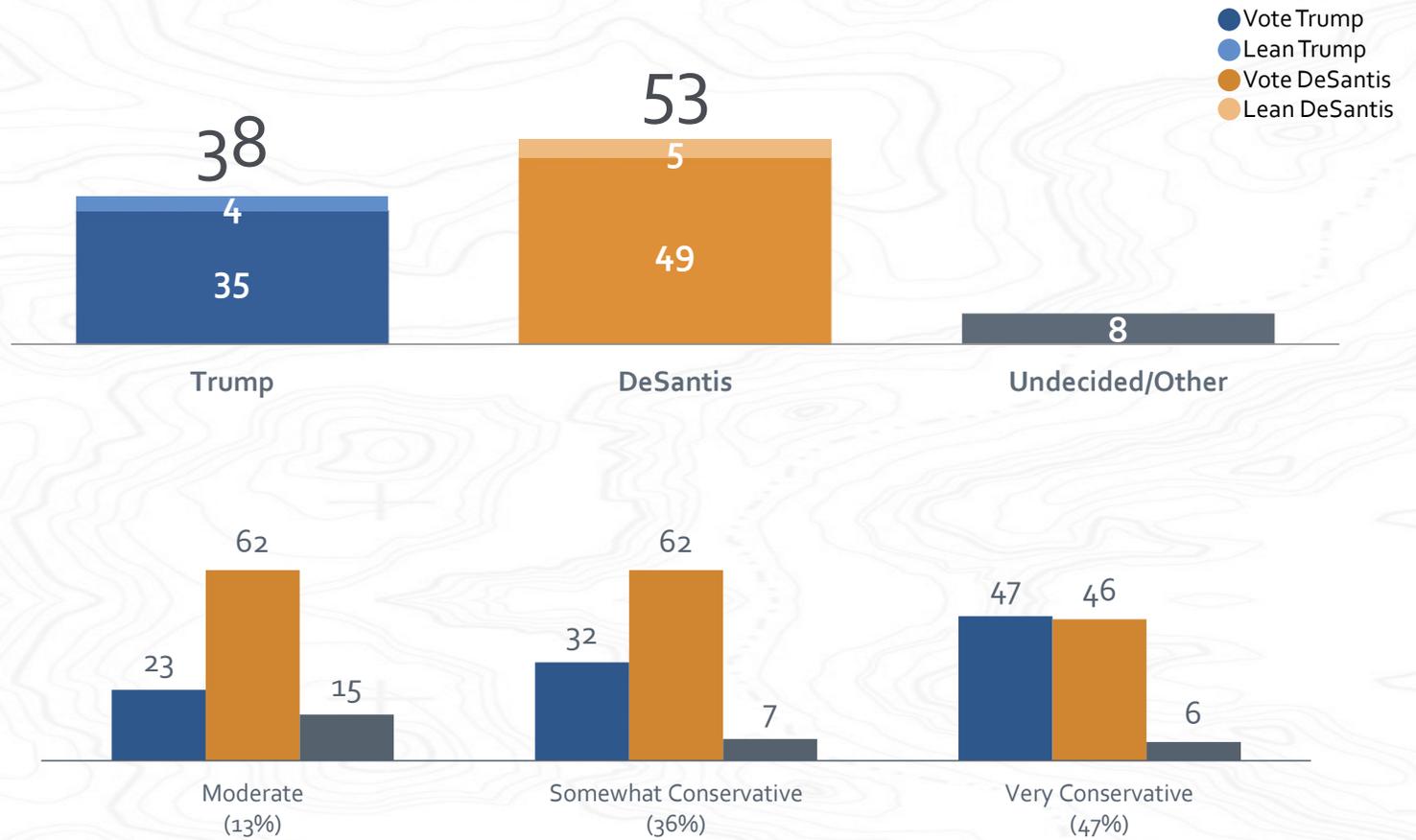
Thinking about the Republican primary election for President in 2024, which of the following candidates would you prefer?



2024 GOP Primary Election

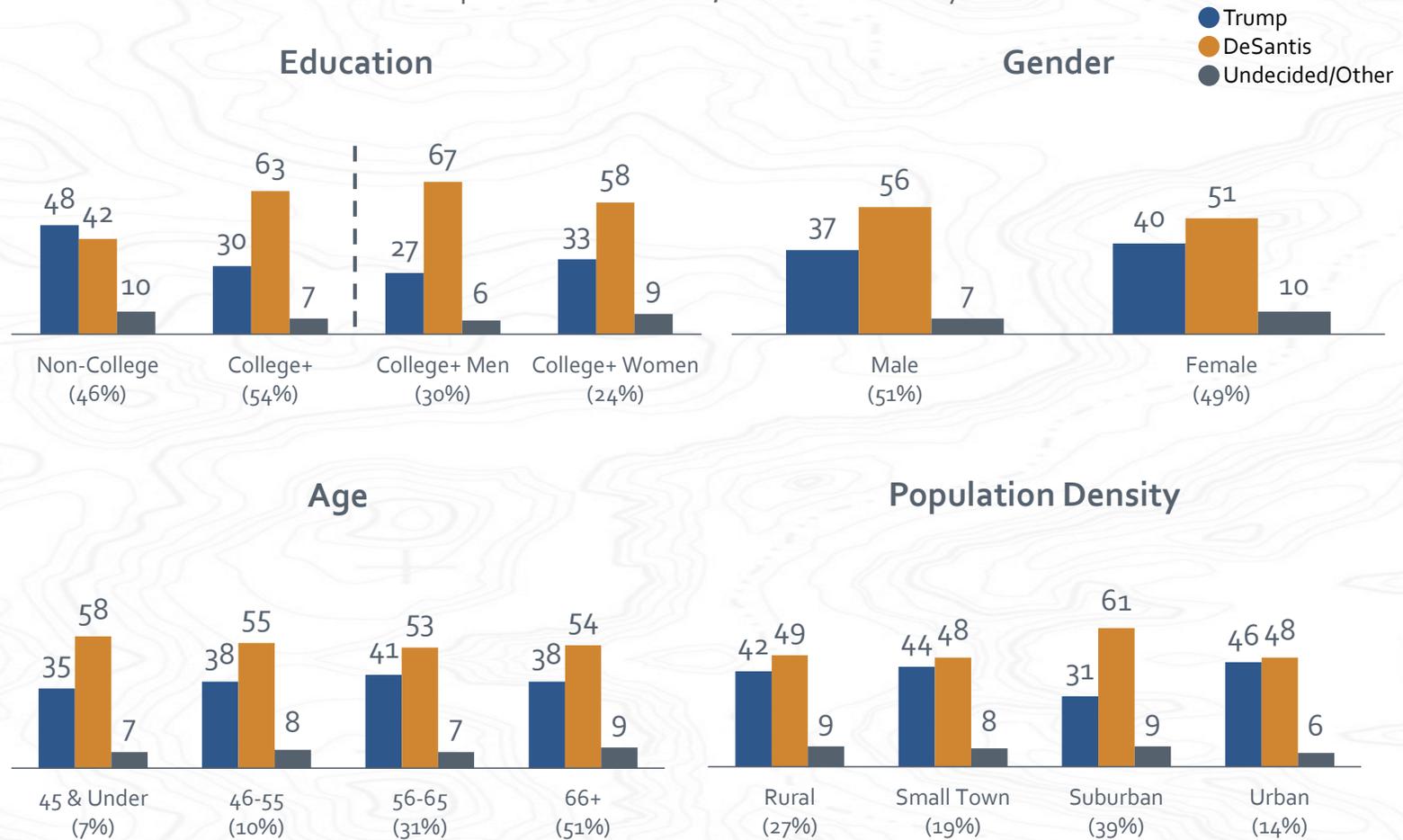
If the 2024 Republican primary election for President were held today and the candidates were Donald Trump and Ron DeSantis, for whom would you vote?

TRUMP VS. DESANTIS BALLOT

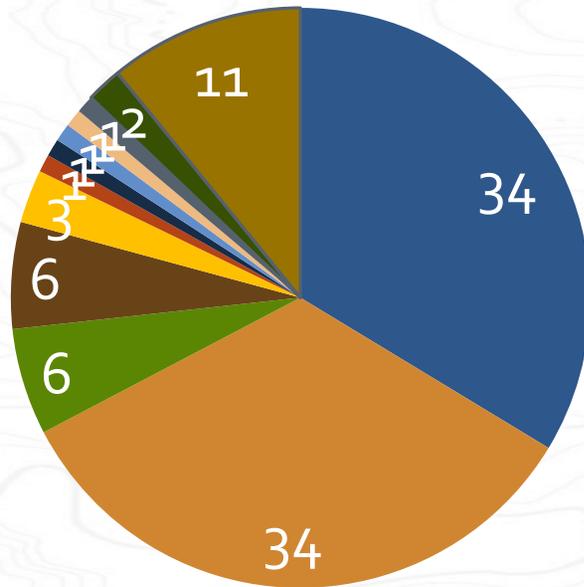


TRUMP VS. DE SANTIS BALLOT

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?

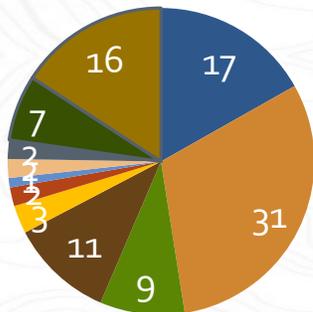


ENTIRE FIELD PRIMARY BALLOT

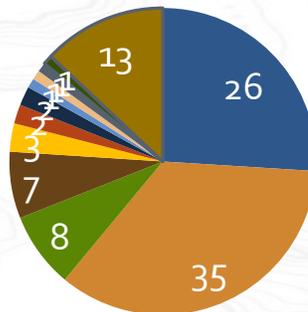


- Donald Trump
- Ron DeSantis
- Mike Pence
- Mike Pompeo
- Kristi Noem
- Tim Scott
- Other (<1%)
- Nikki Haley
- Ted Cruz
- Marco Rubio
- Larry Hogan
- Undecided

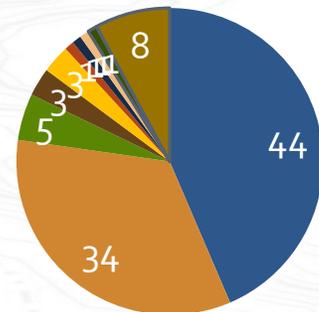
Moderate
(13%)



Somewhat
Conservative
(36%)



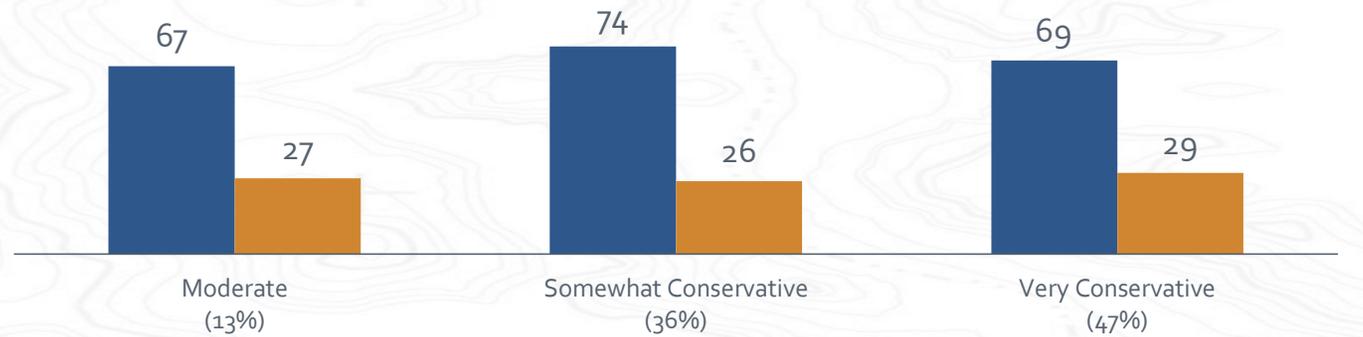
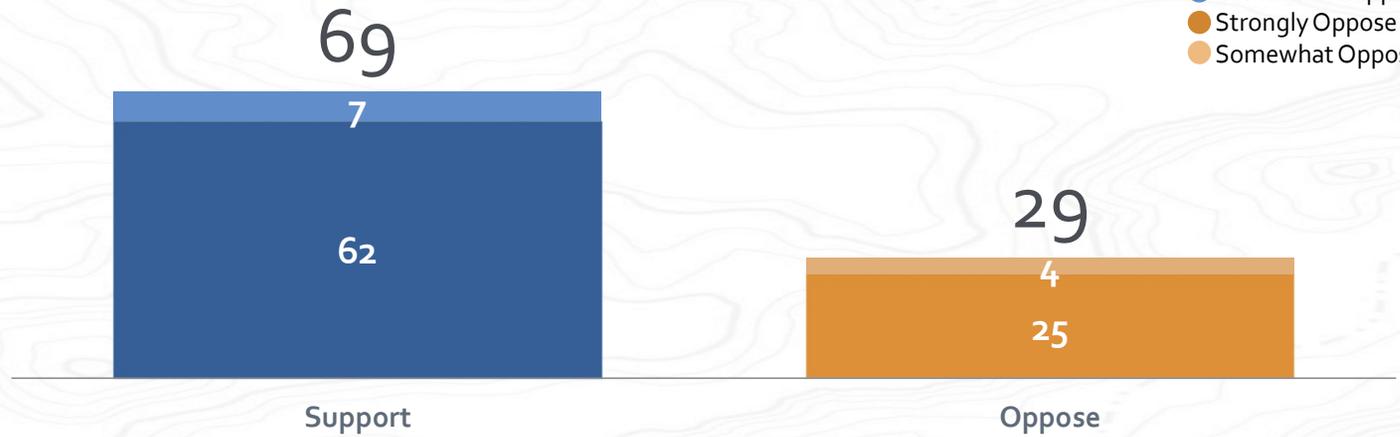
Very
Conservative
(47%)



Transgender and Parental Rights Issues

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?

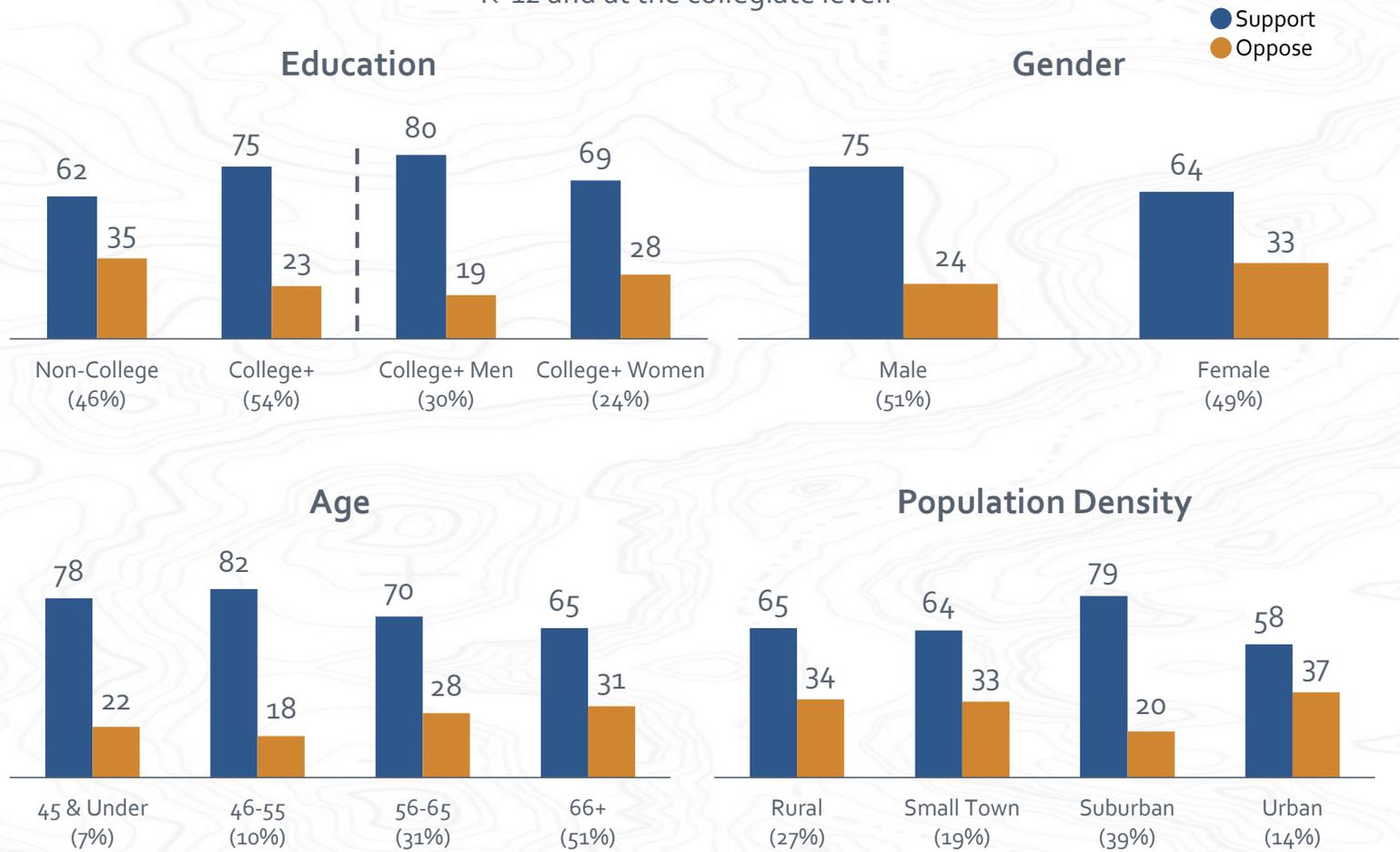
- Strongly Support
- Somewhat Support
- Strongly Oppose
- Somewhat Oppose



BIOLOGICAL MALES IN WOMEN'S SPORTS

BIOLOGICAL MALES IN WOMEN'S SPORTS

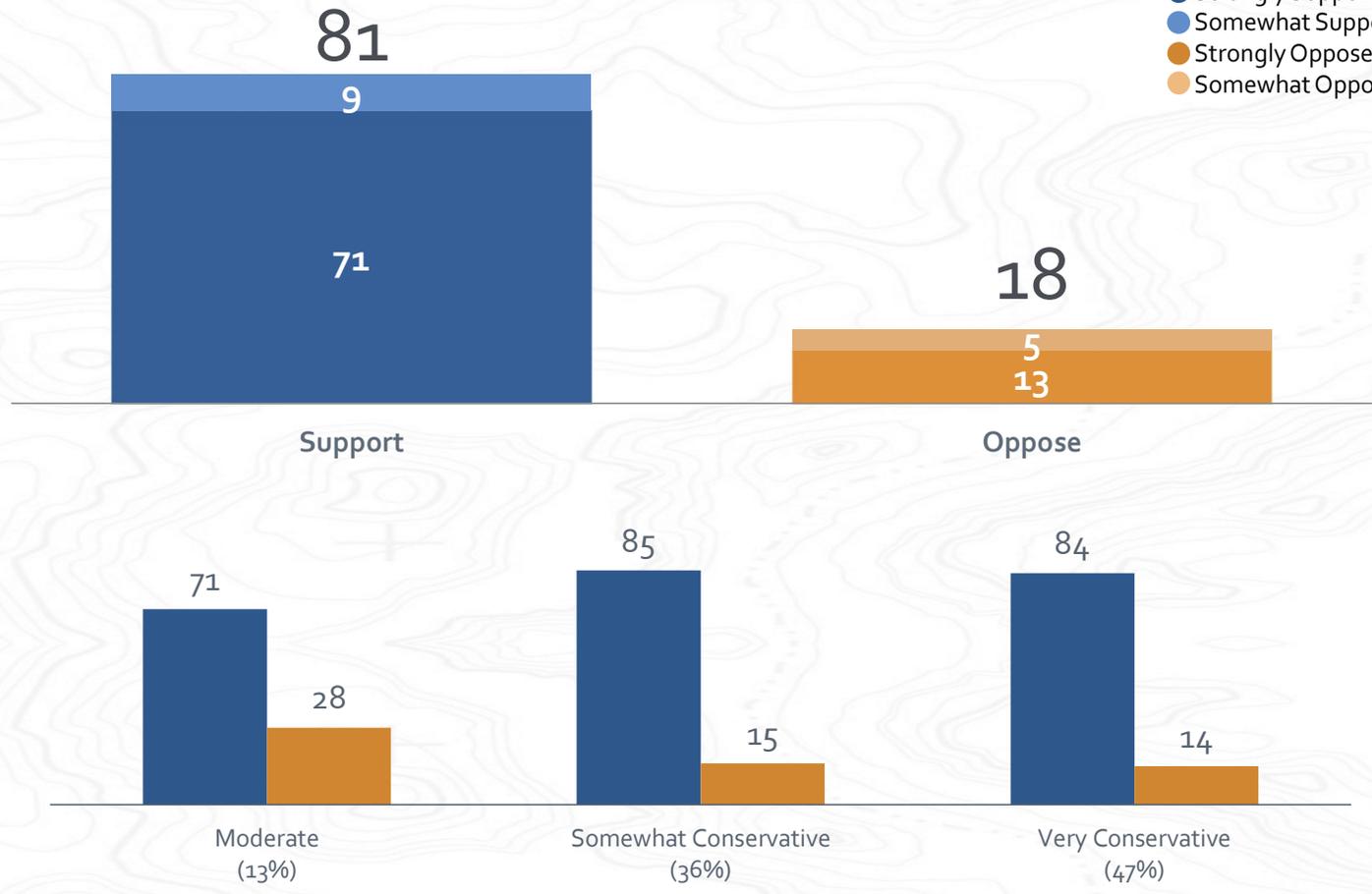
Do you support or oppose legislation that would prohibit biological males who identify as transgender women from participating in girls' sports programs both in K-12 and at the collegiate level?



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?

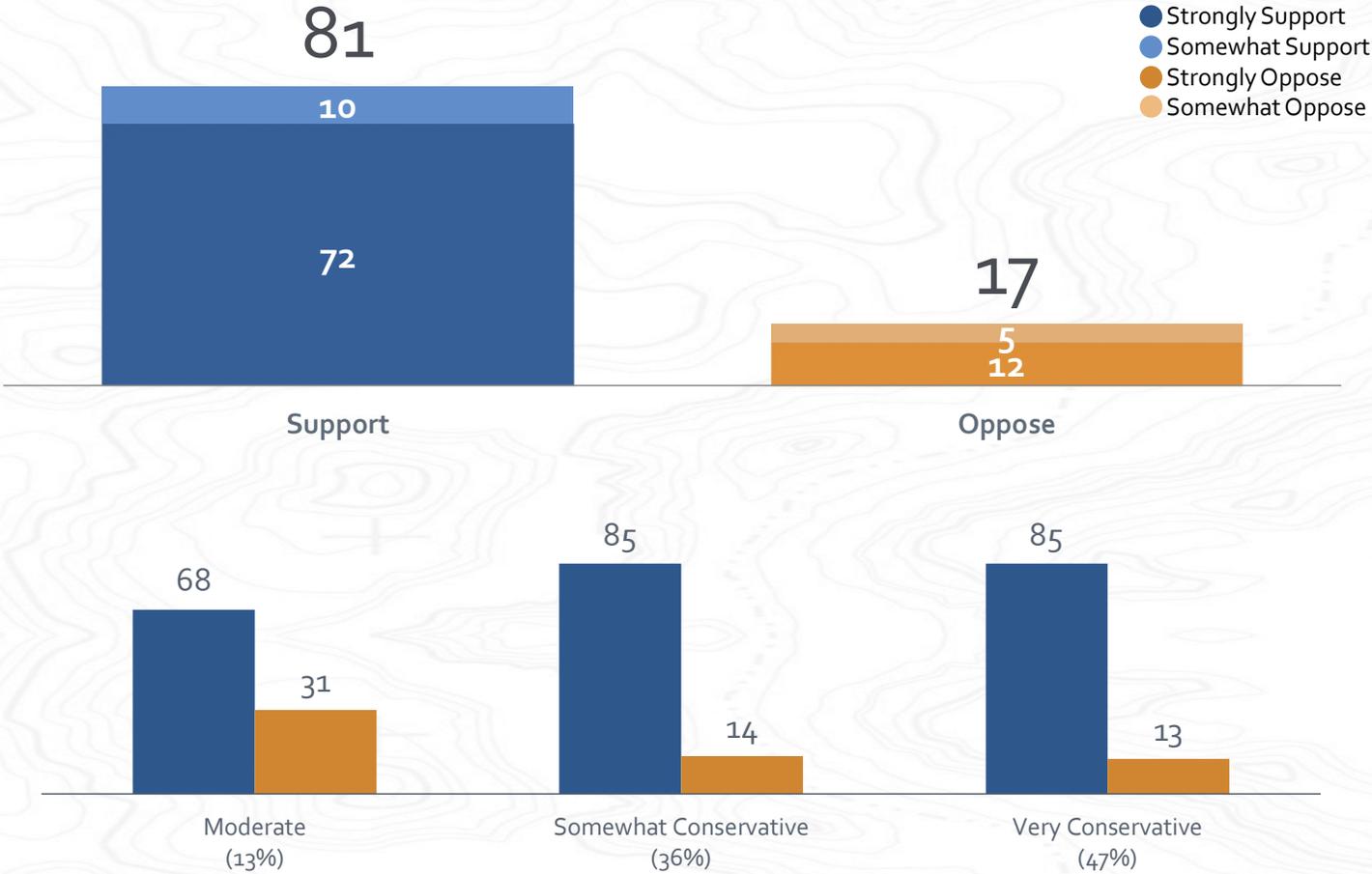
- Strongly Support
- Somewhat Support
- Strongly Oppose
- Somewhat Oppose

STOPPING CLASSROOM SEXUALIZATION



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?

BANNING PERMANENT SEX-CHANGING PROCEDURES



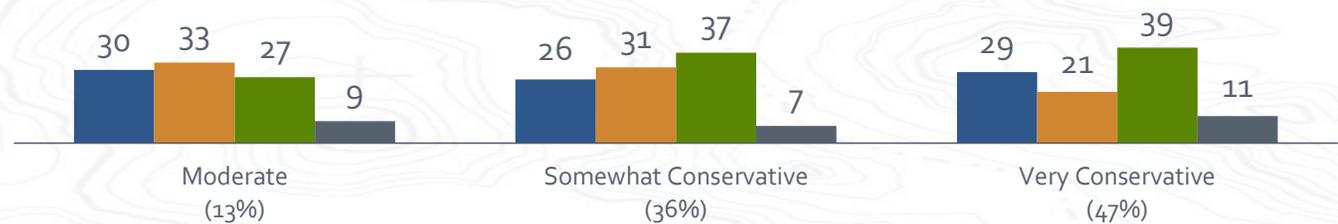
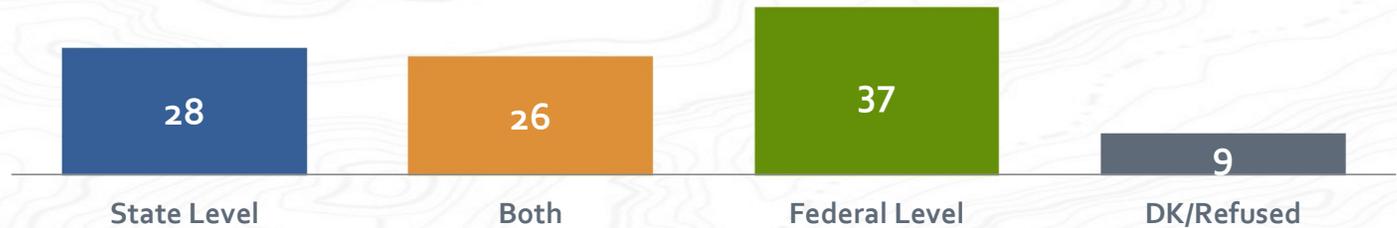
ROLE OF GOVERNMENT ON TRANSGENDER ISSUES

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.

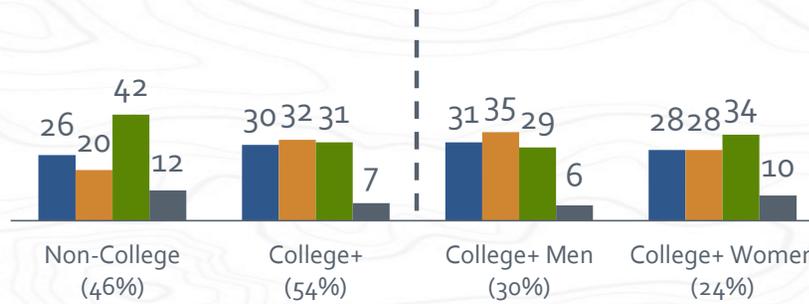


ROLE OF GOVERNMENT ON TRANSGENDER ISSUES

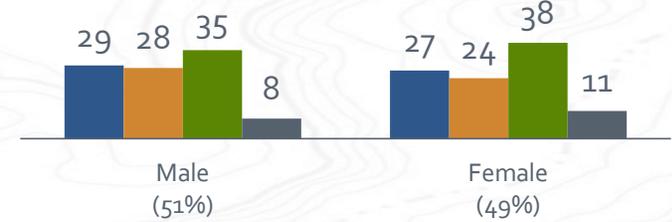
Which of the following comes closest to your opinion?

- State Level
- Both
- Federal Level
- DK/Refused

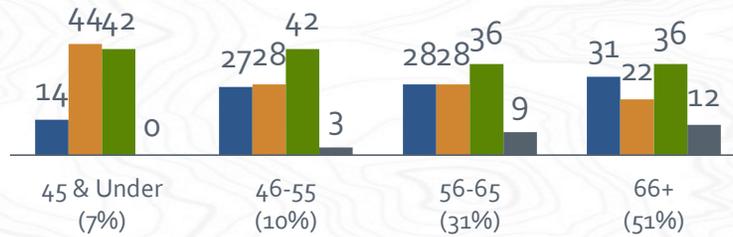
Education



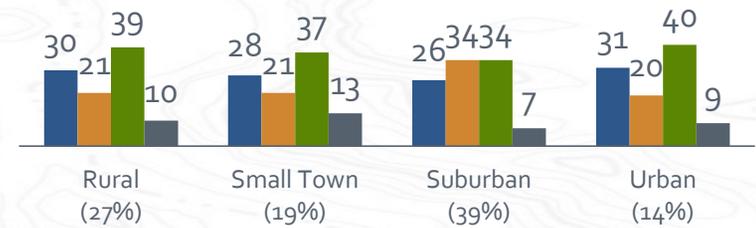
Gender



Age



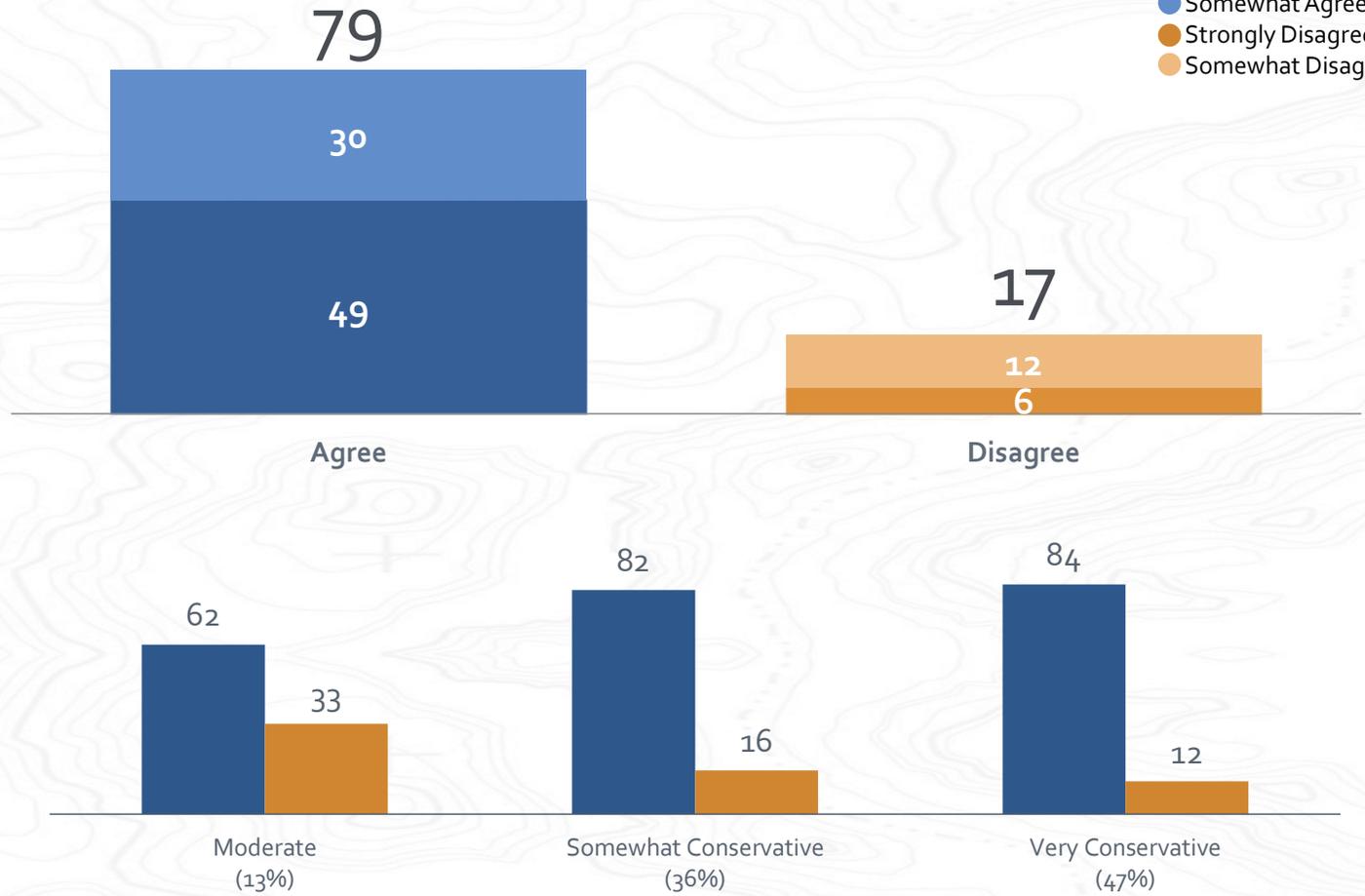
Population Density



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.

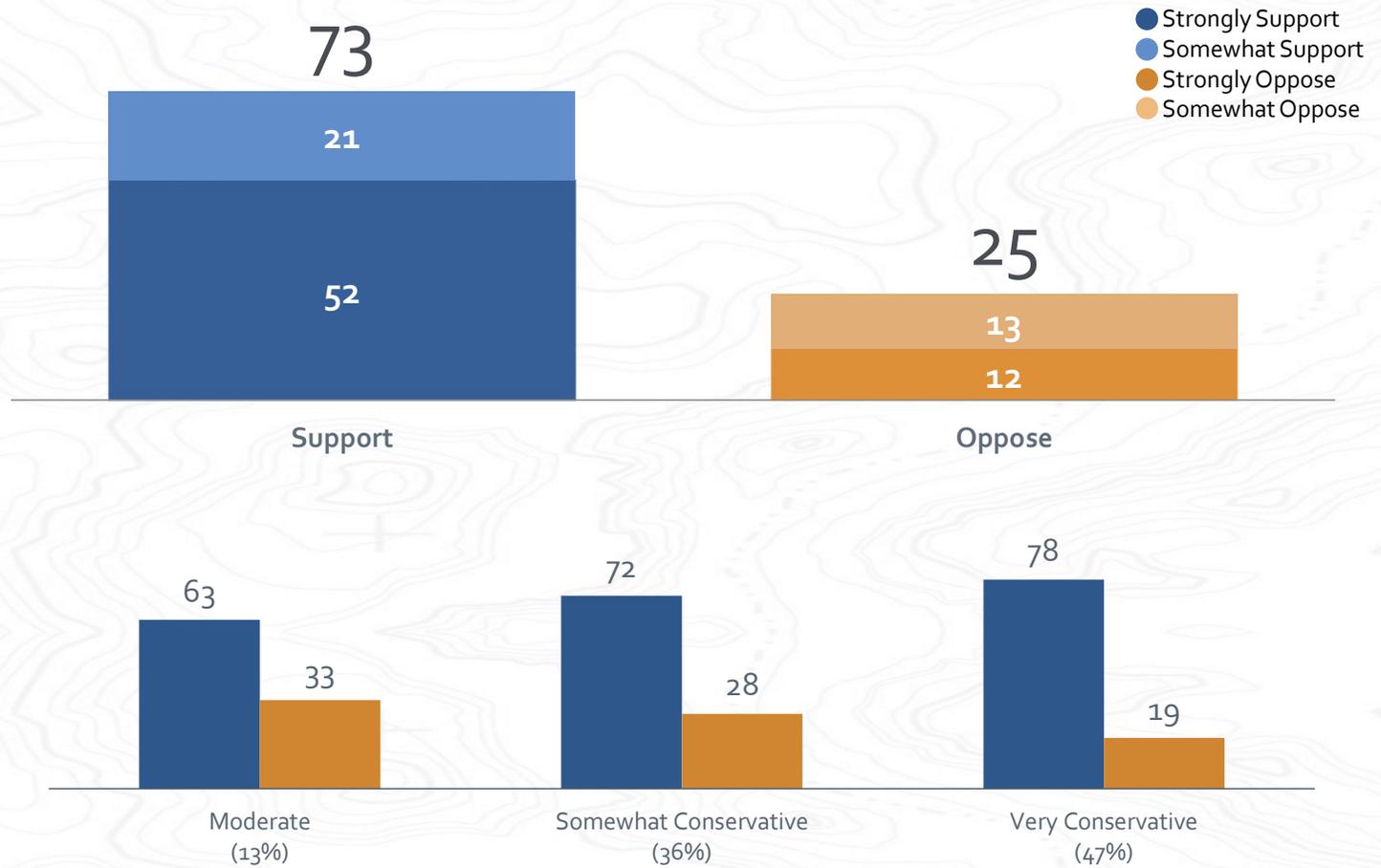
- Strongly Agree
- Somewhat Agree
- Strongly Disagree
- Somewhat Disagree



Big Tech

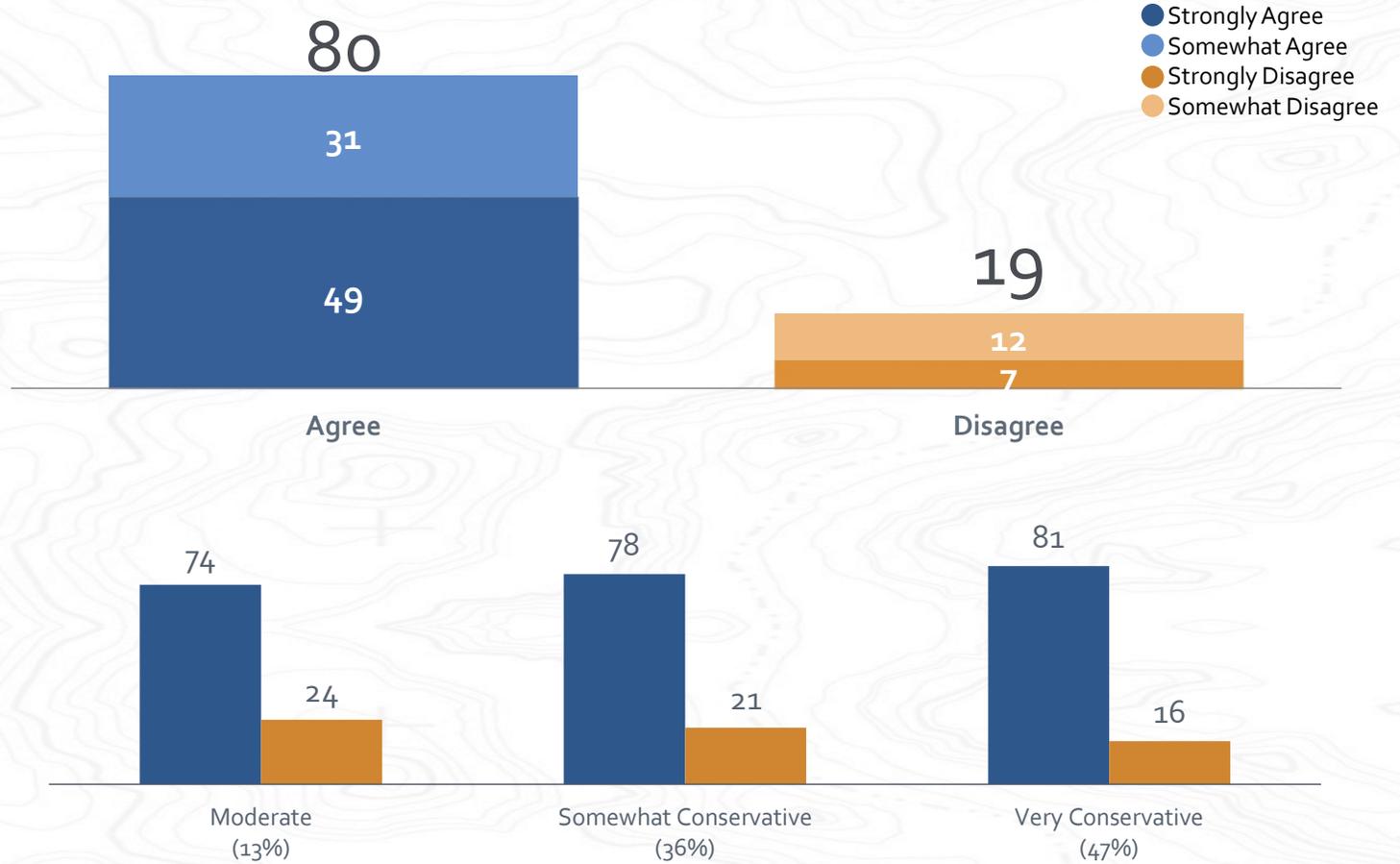
As you may have heard, there is a national debate about Big Tech companies like Google, Facebook, and Twitter, and whether they should be allowed to censor political speech online. Some have proposed that Congress should pass legislation to prevent this type of political censorship. Would you support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

BIG TECH CENSORSHIP



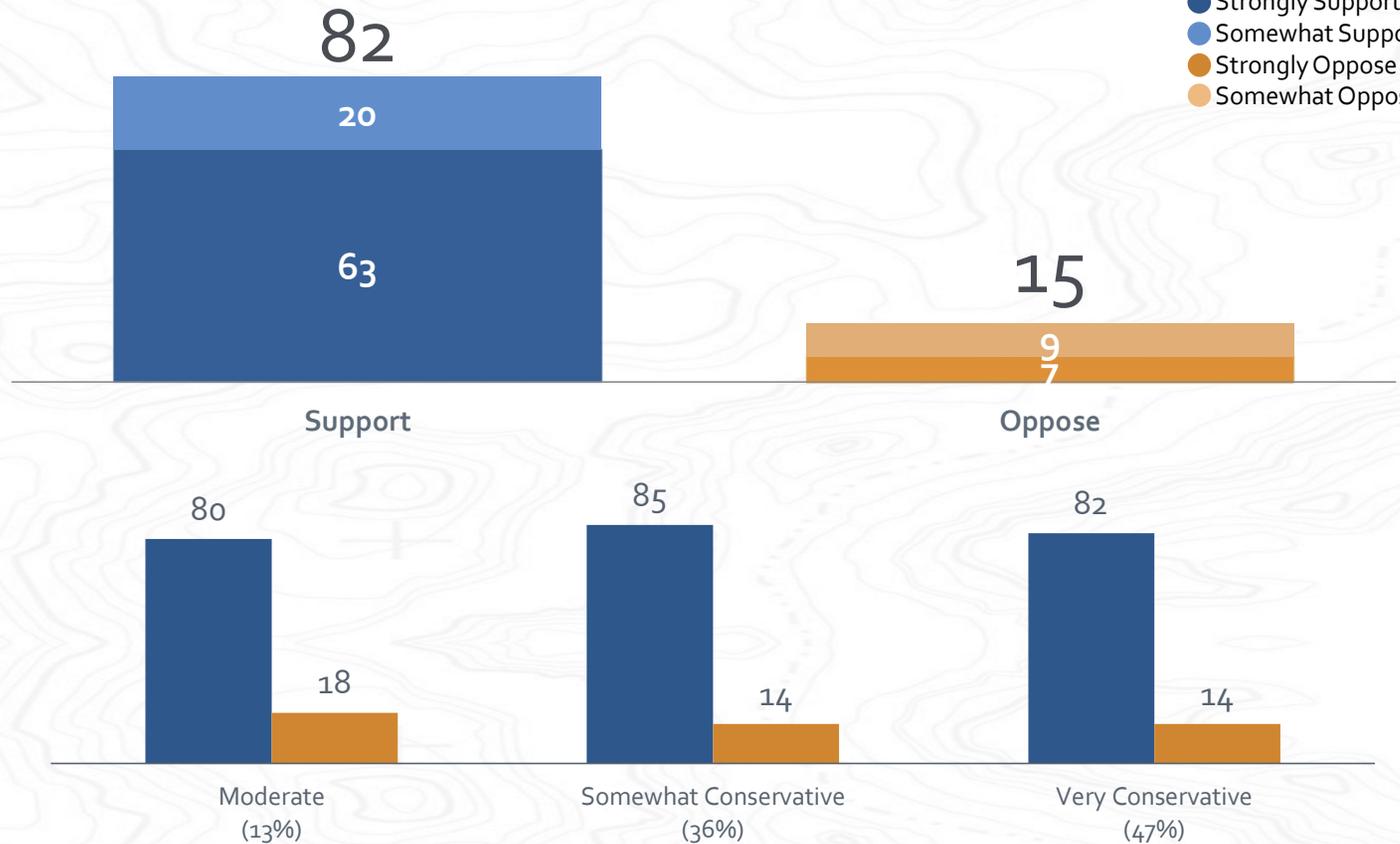
BIG TECH ANTITRUST ENFORCEMENT

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.



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?

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

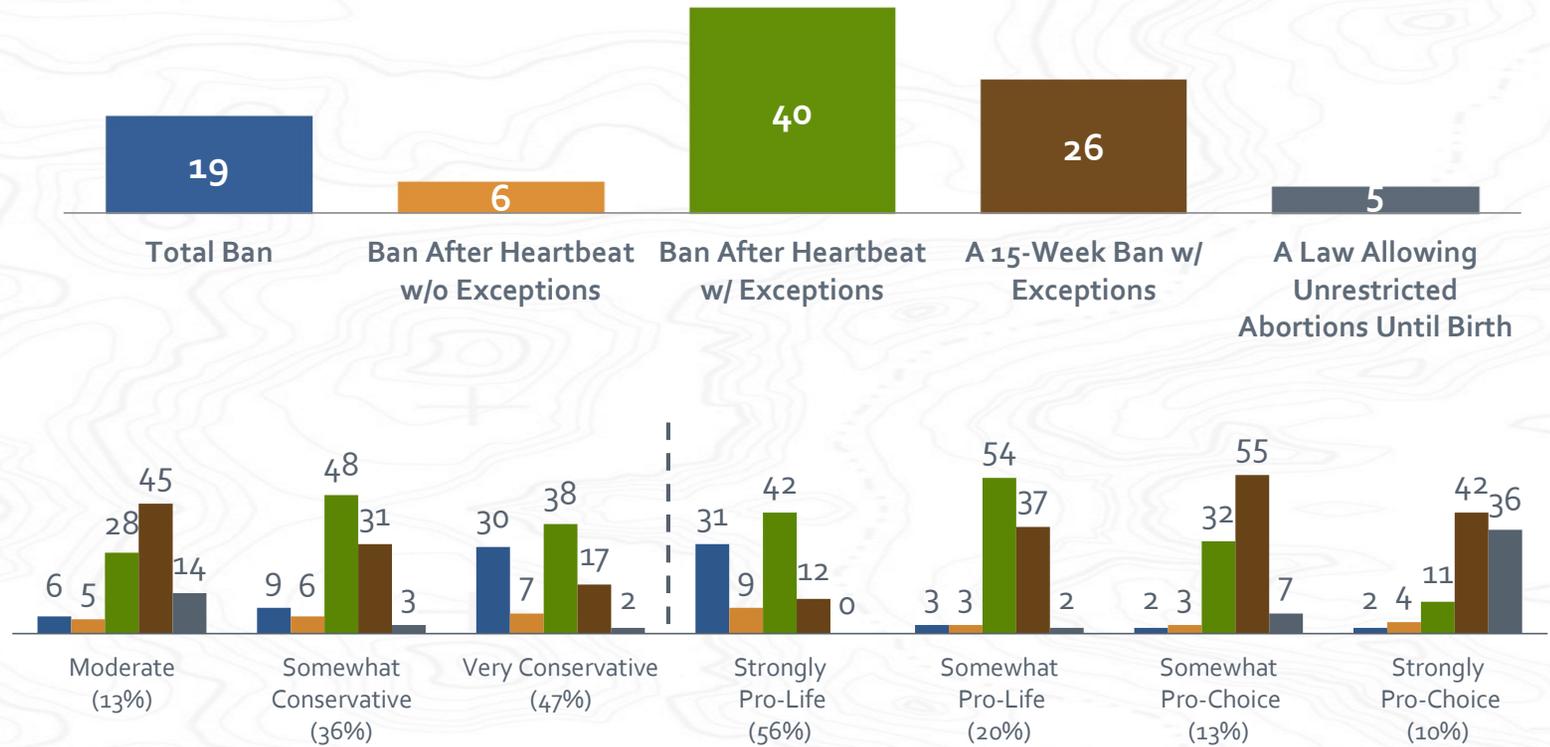


NATIONAL AGE VERIFICATION FOR PORNOGRAPHY

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?

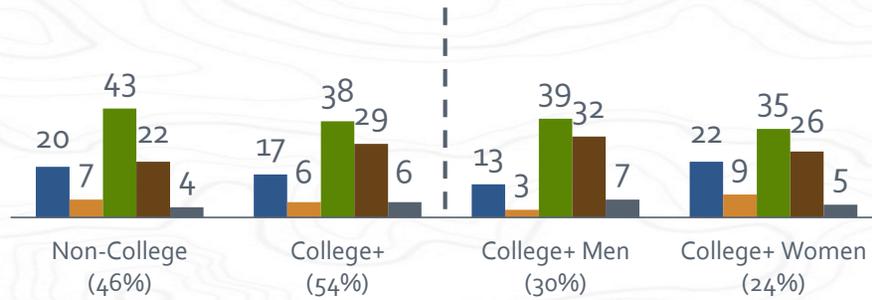
PREFERRED ABORTION POLICY



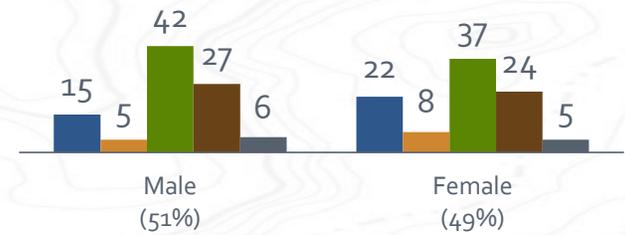
If you could only choose one, from the following list which abortion policy would you most prefer?

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

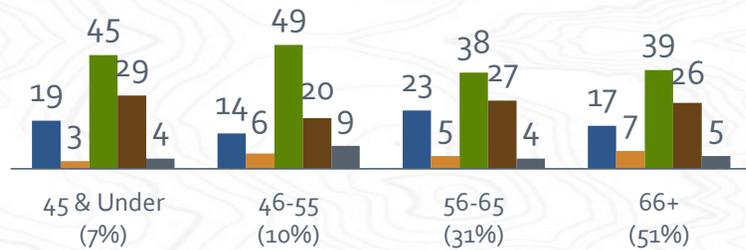
Education



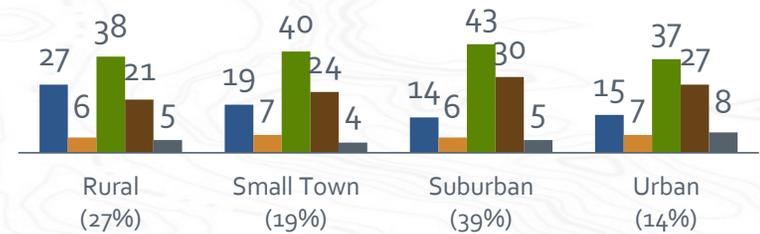
Gender



Age



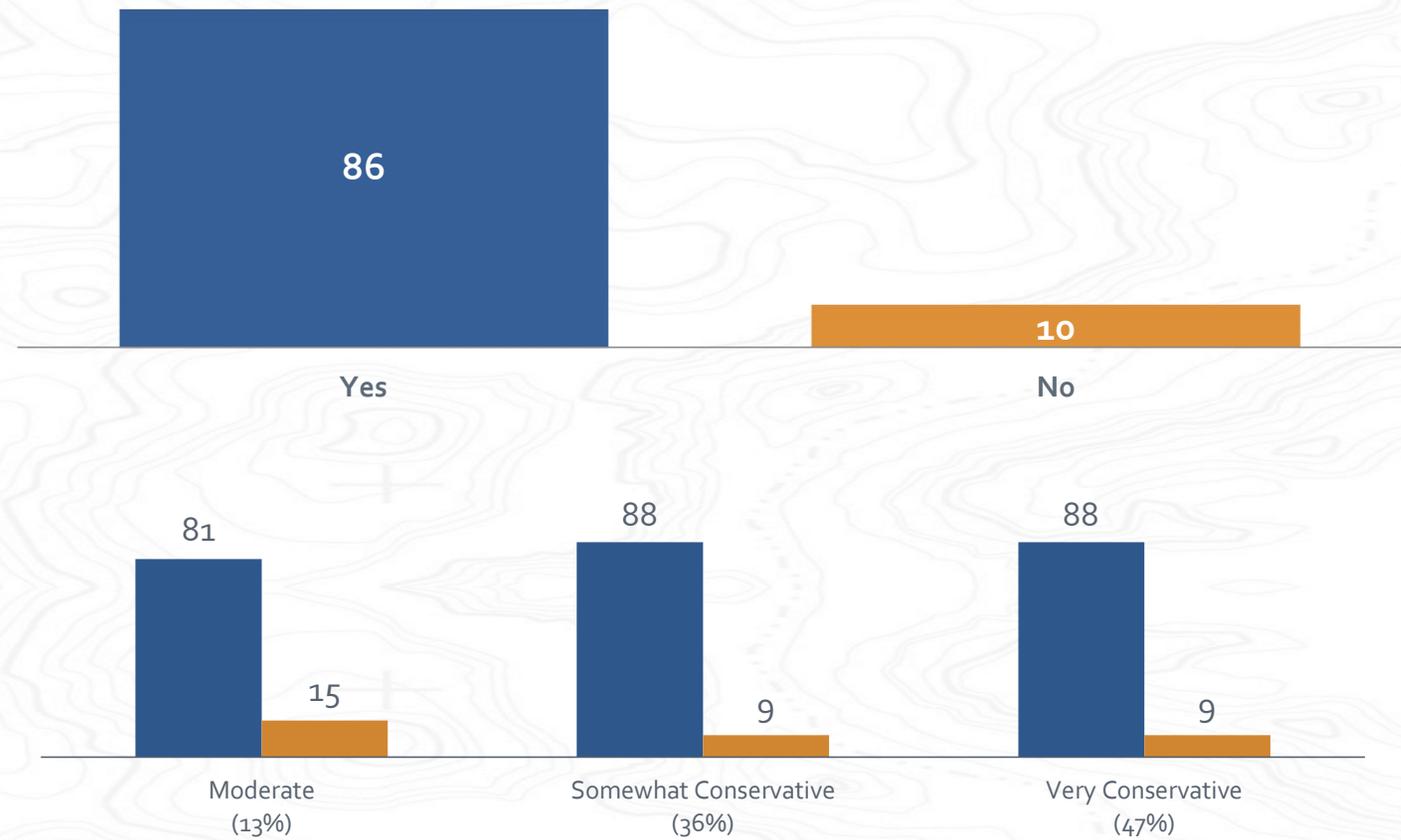
Population Density



PREFERRED ABORTION POLICY

Jeffrey Epstein

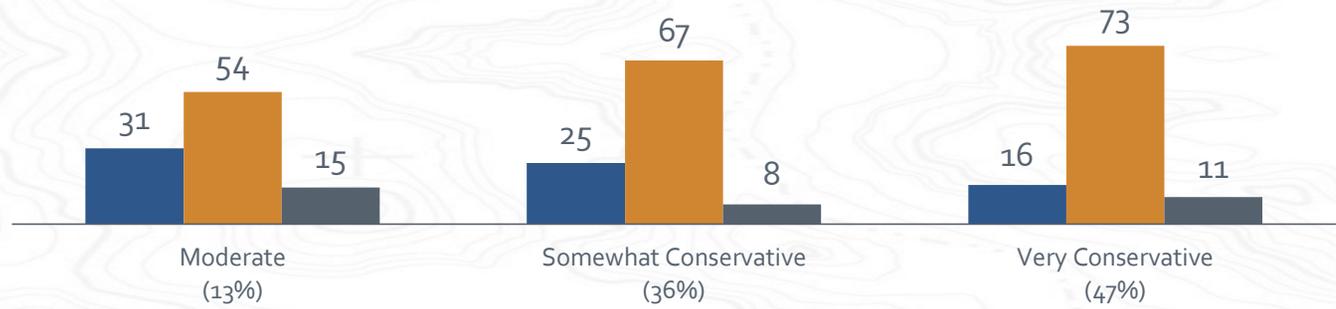
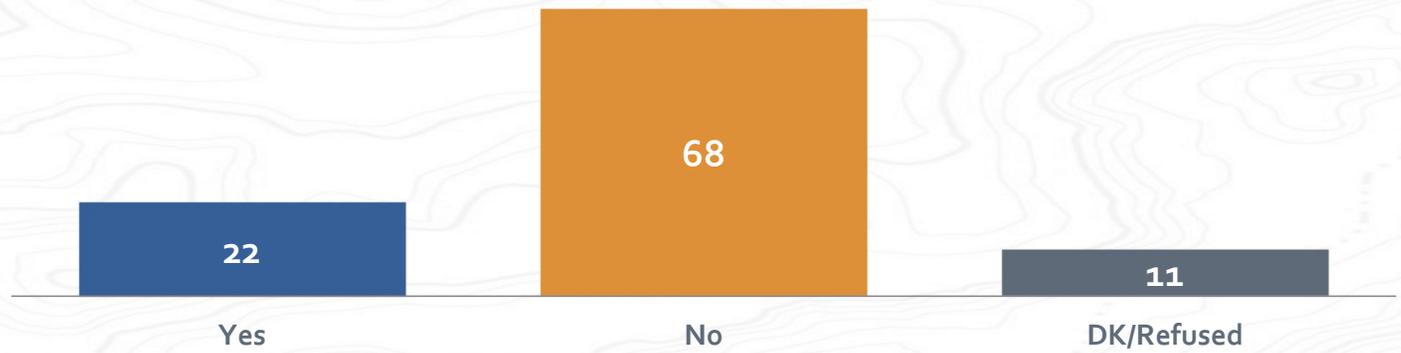
As you may have heard, concerning the Jeffrey Epstein case, a federal court has sealed all records, including his alleged client list. Knowing this, do you believe that the Justice Department should be directed to unseal his alleged client list and investigate them for any crimes they may have committed?



UNSEALING CLIENT LIST

EPSTEIN SUICIDE

Do you believe that Jeffrey Epstein killed himself?





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