



Voting Red in a Very Blue State The California GOP

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USC Dornsife / Los Angeles Times Poll

USC Center for Economic and Social Research (CESR) Understanding America Study (UAS) UASDATA.USC.EDU



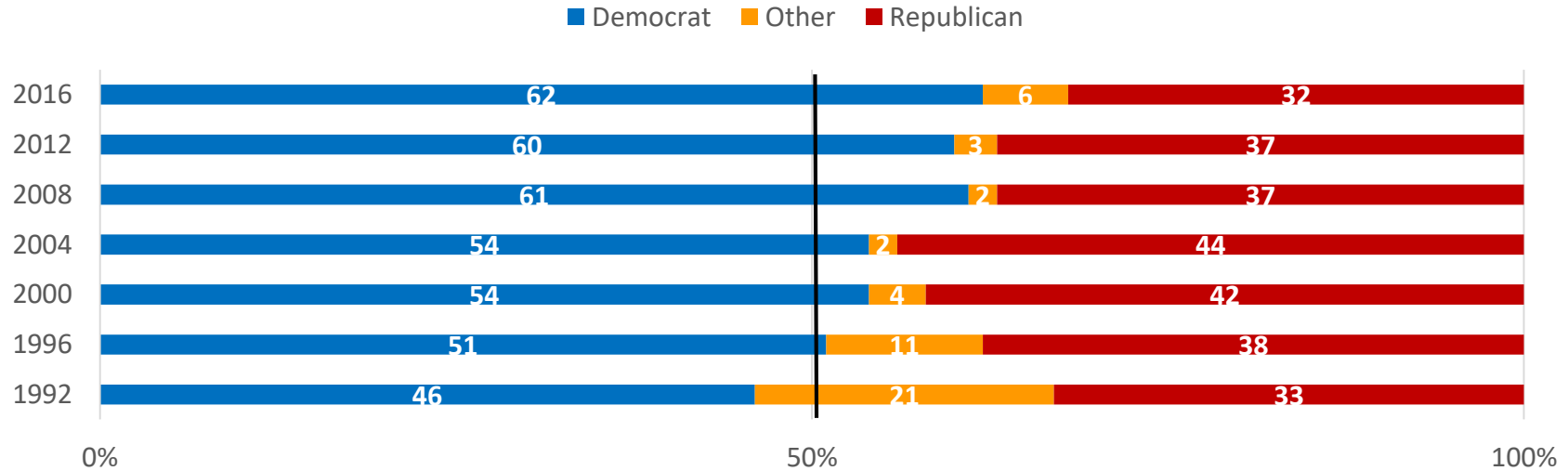
- Probability-based Internet panel established in 2014
- 8000+ adult residents of the U.S.
- ABS sample - list of all addresses in the U.S.
- ~ 14% overall recruitment response rate
- Tablets / Internet provided as needed
- California and Los Angeles County sub-panels
- Surveys in English and Spanish





The Golden State votes blue...

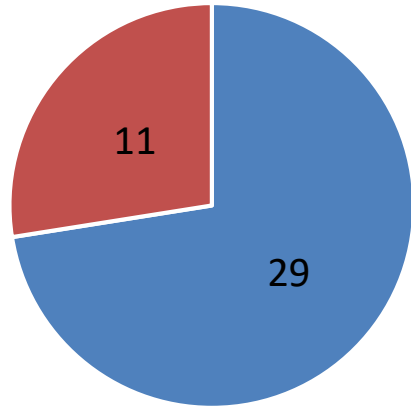
California has backed the Democrat in every presidential election since 1992





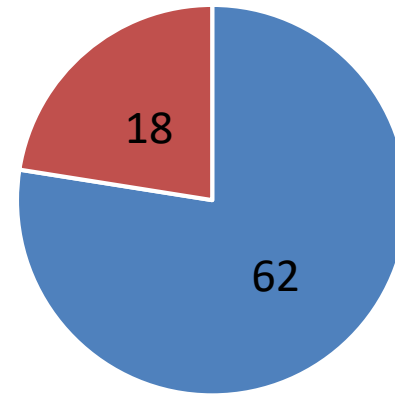
120 State Senate and Assembly seats, 29 are held by Republicans

State Senate (40 seats)



■ Democrat ■ Republican

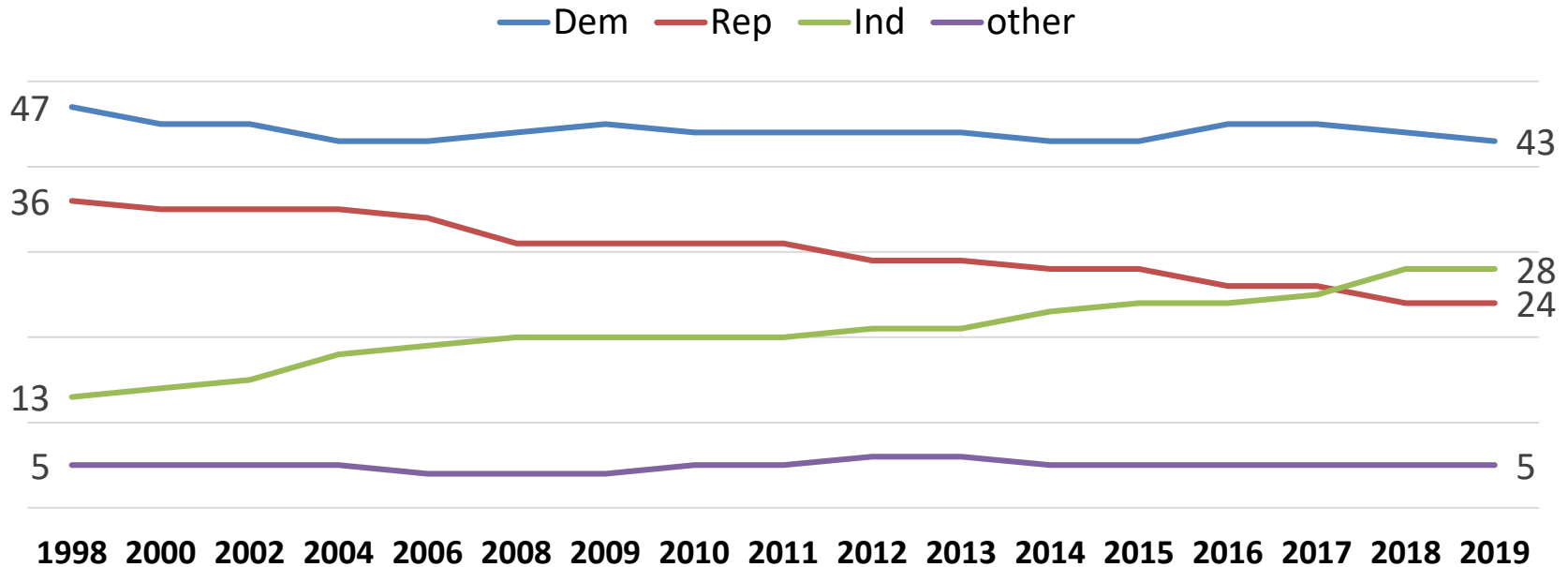
State Assembly (80 seats)



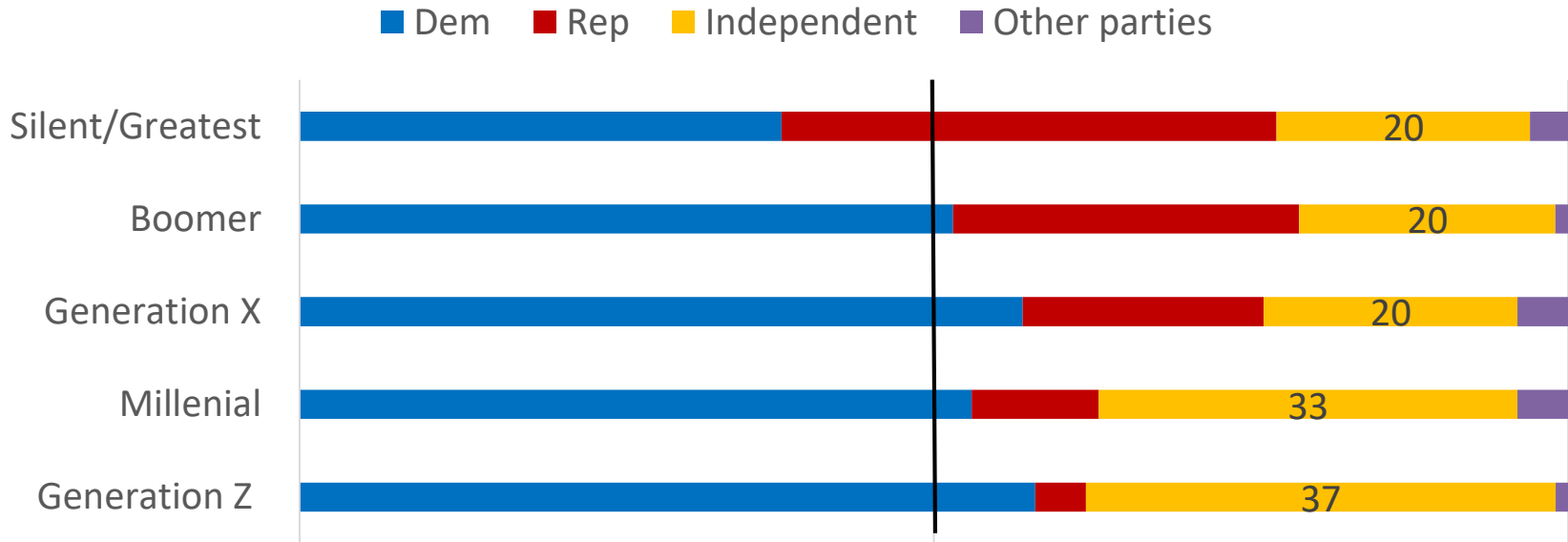
■ Democrat ■ Republican



Republican share of voter registration in the state has declined as Independent share has increased

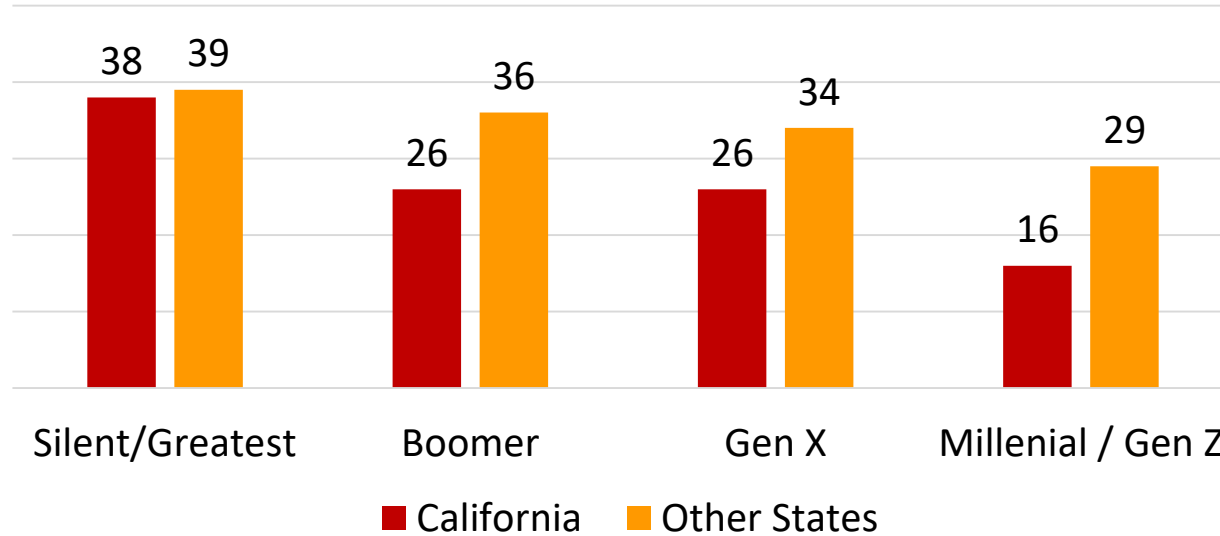


The registration trend seems poised to continue: Youngest generations are least likely to identify with GOP and most likely to identify with Independents





% Favorable Impressions of the Republican Party inside/outside CA, by generation



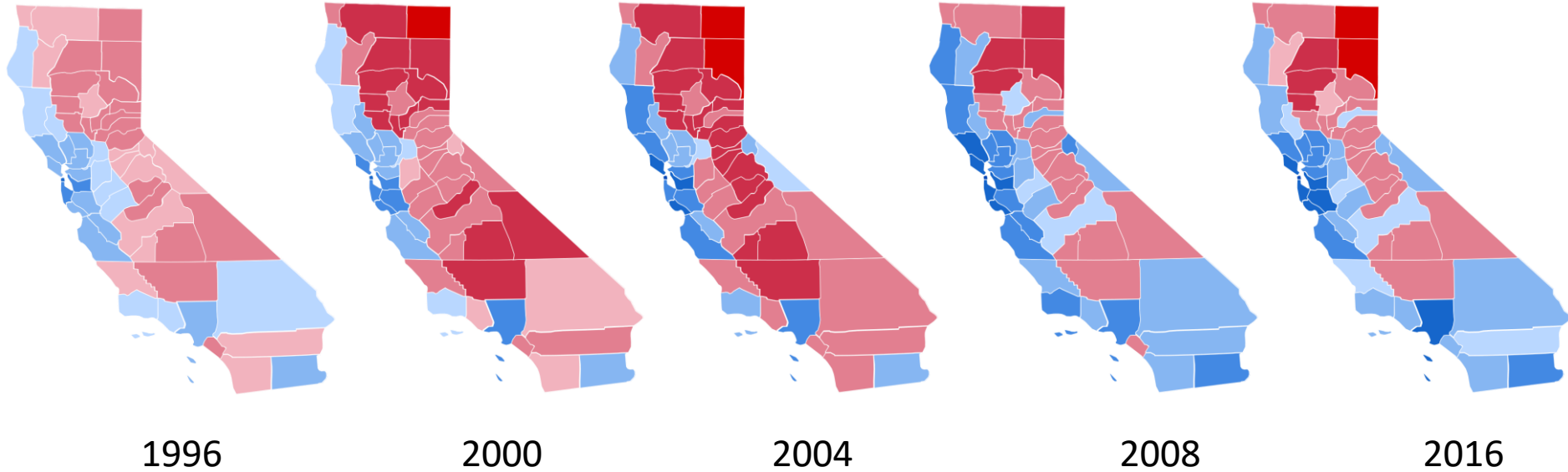


“They’re not even an opposition party at this point. Right now, the California Republican Party is as dead as you can imagine. ... It’s ashes.

- GOP consultant Robert Molnar in Politico, 2/2019



**However, some counties remain heavily Republican.
These are electoral maps from past presidential elections
- California backed the Democrat in each election -**

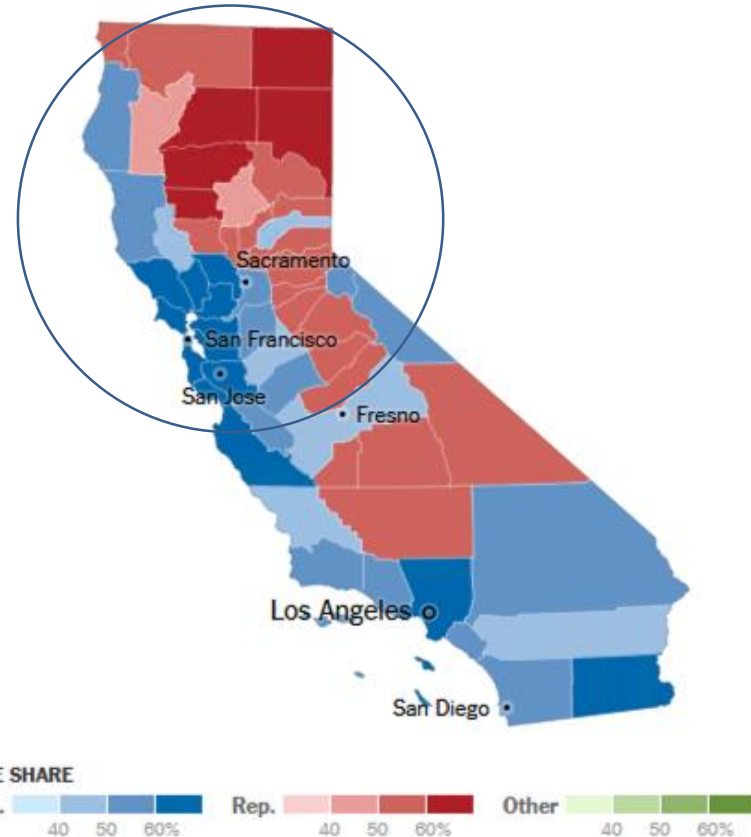




Trump received more than two-thirds of the vote in these counties in 2016.

Collectively, these red counties are

- 2% of population / 25% of land area
- 75% white
- Half the rate of college degrees
- Twice as many gun sales
- Decreasing population
- Decreasing percentage of younger people
- Decreasing voter registration

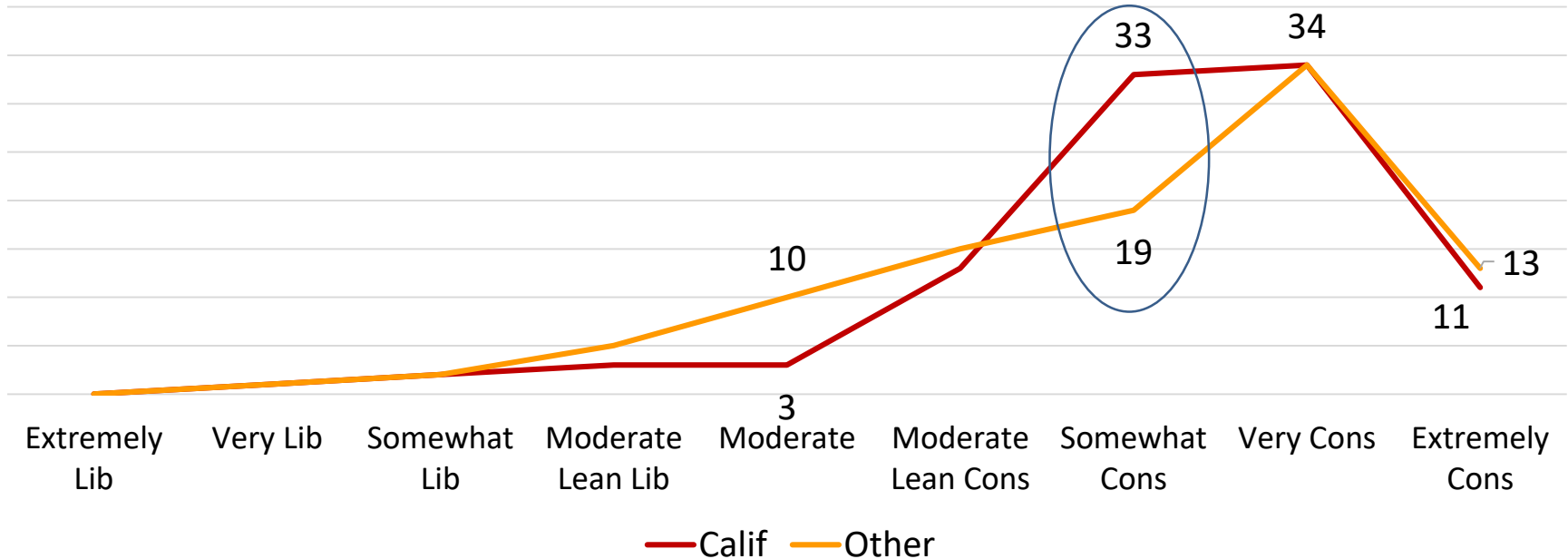




Are California's Republicans Different?



Affiliation and Ideology: “Core” Republicans inside/outside CA

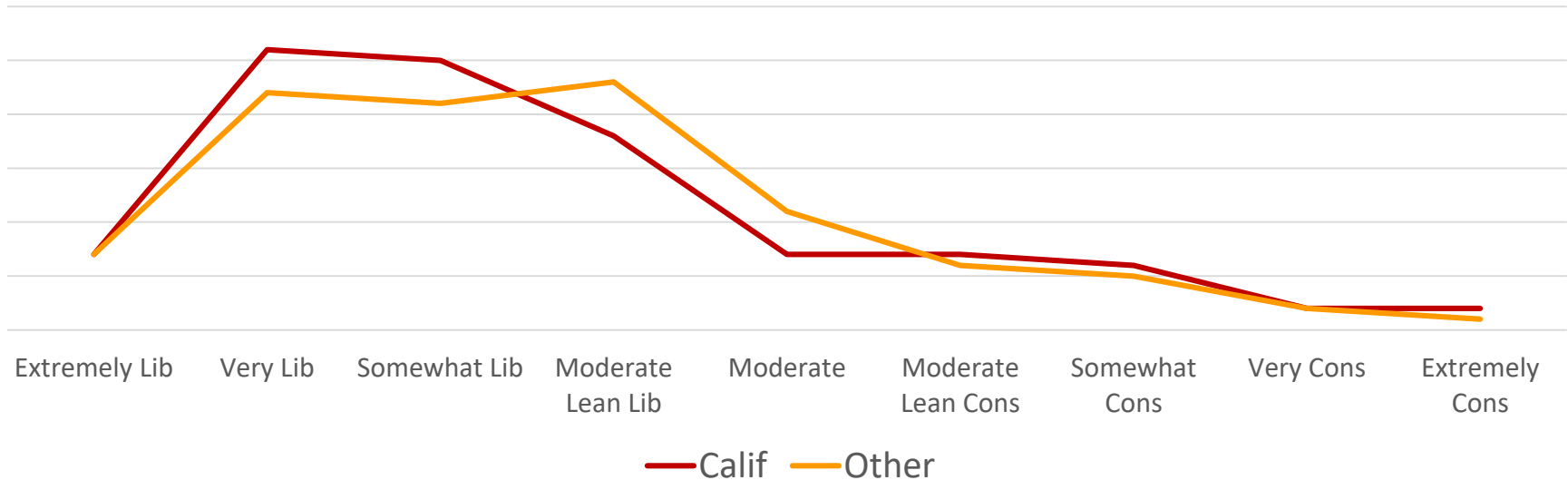




Affiliation and Ideology

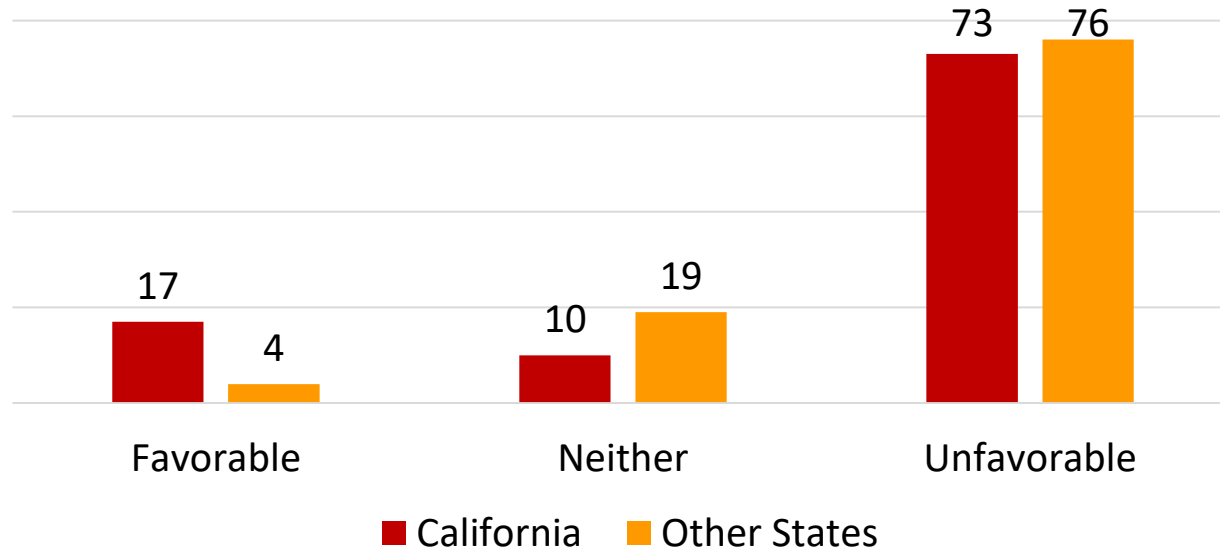
Democrats inside/outside CA

Democrats

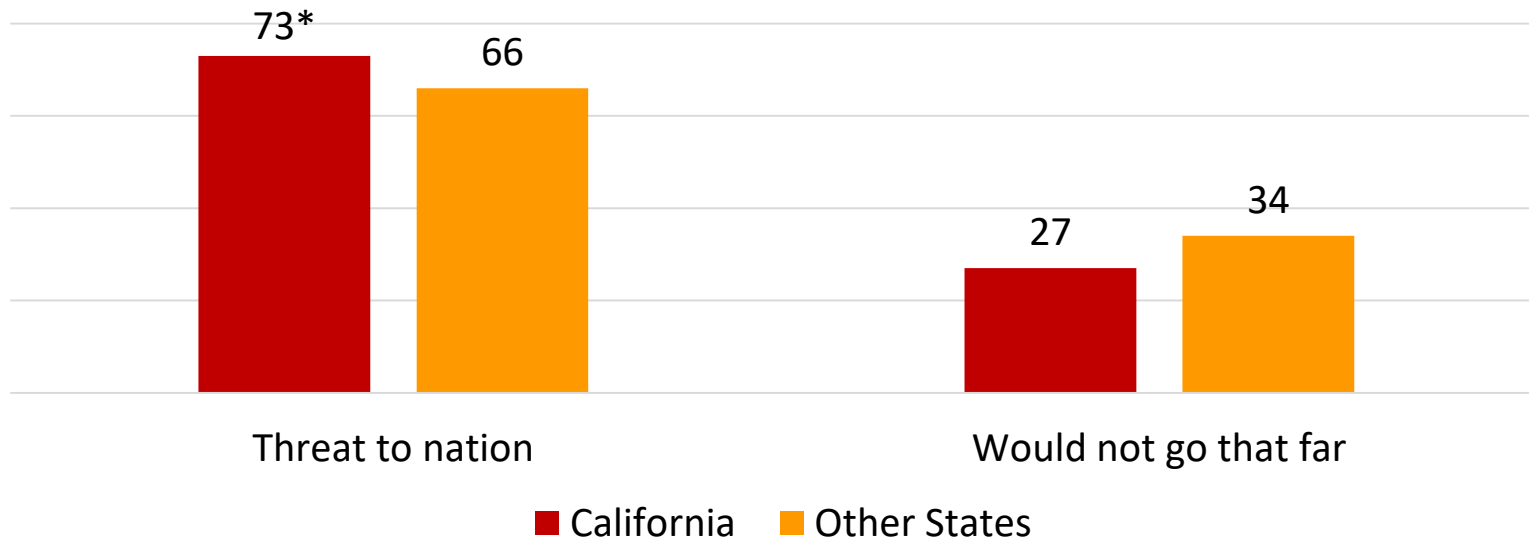




GOP voter impressions of the Democratic Party

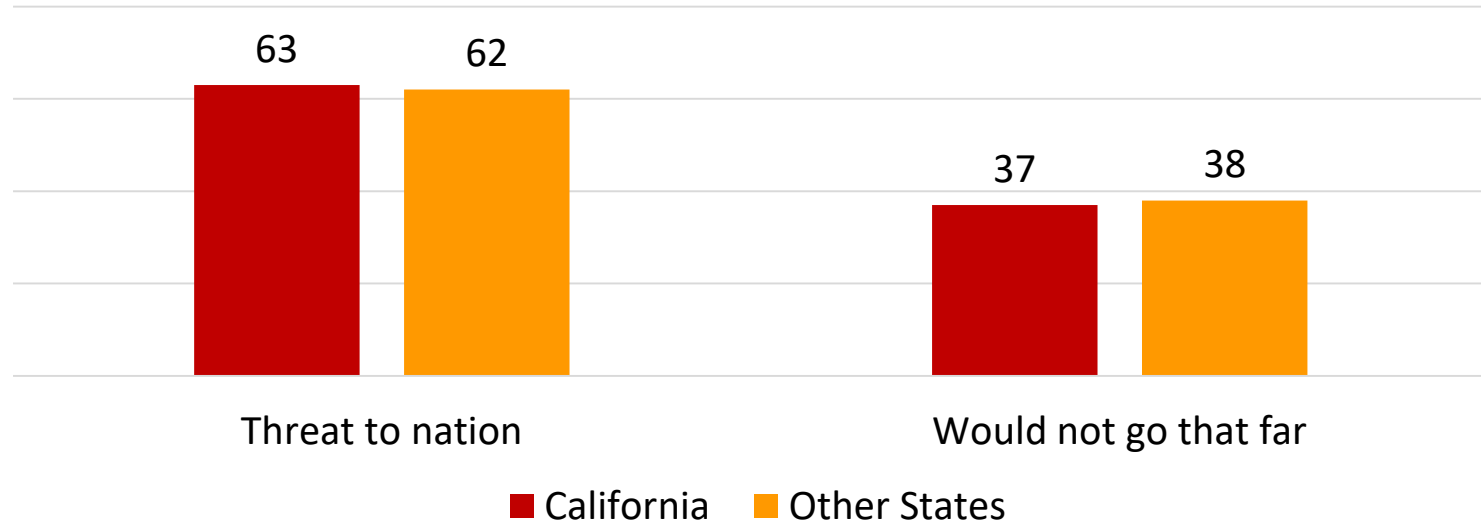


Among everyone who had an unfavorable view of GOP: are their policies so misguided as to threaten the nation's well-being?





Among those who had an unfavorable view of Democrats, are their policies so misguided as to threaten the nation's well-being?





In August 2019 we asked Republican affiliated voters (including leaners) about their wishes for the future of the Republican party.

The Republican party should become more traditionally conservative

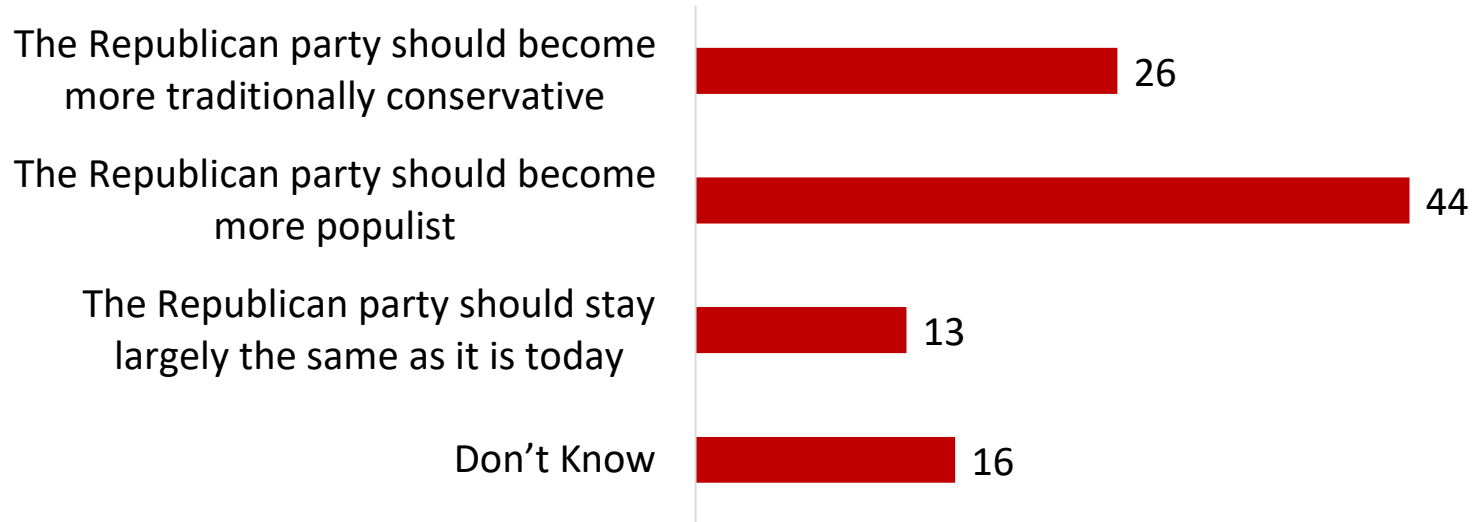
The Republican party should become more populist

The Republican party should stay largely the same as it is today

Don't Know

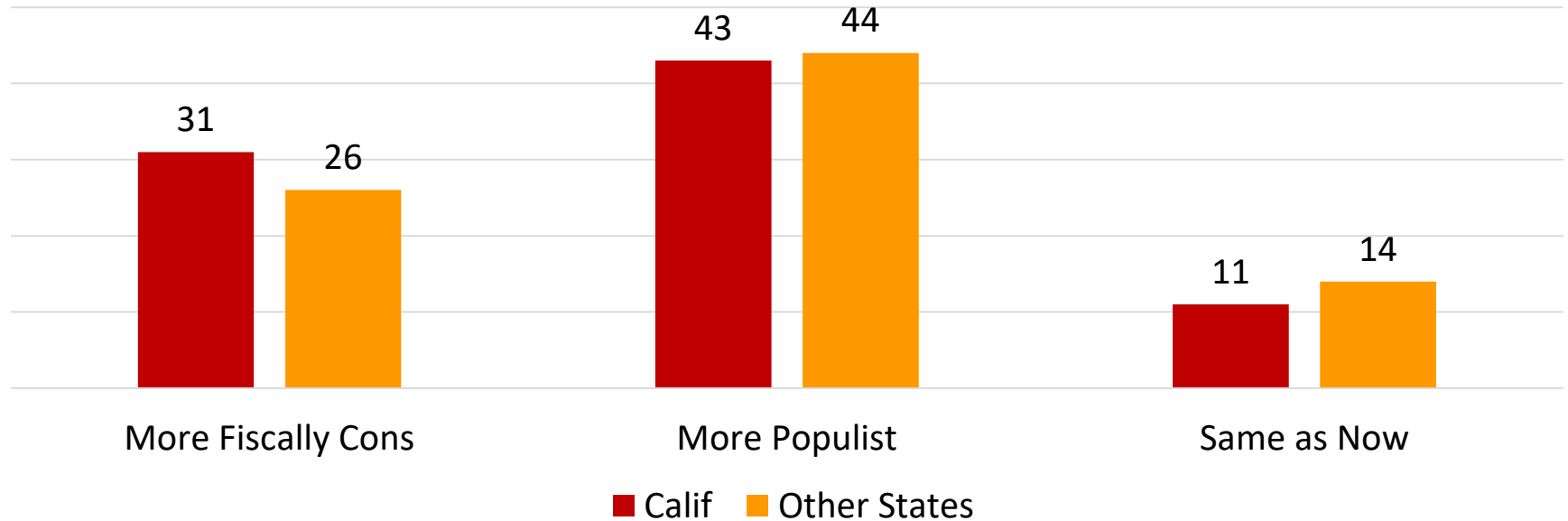


In August 2019 we asked Republican affiliated voters (including leaners) about their wishes for the future of the Republican party. The chart is among California GOP voters.





Slight bent toward fiscal conservatism when compared with wishes of GOP outside of California, but not significant



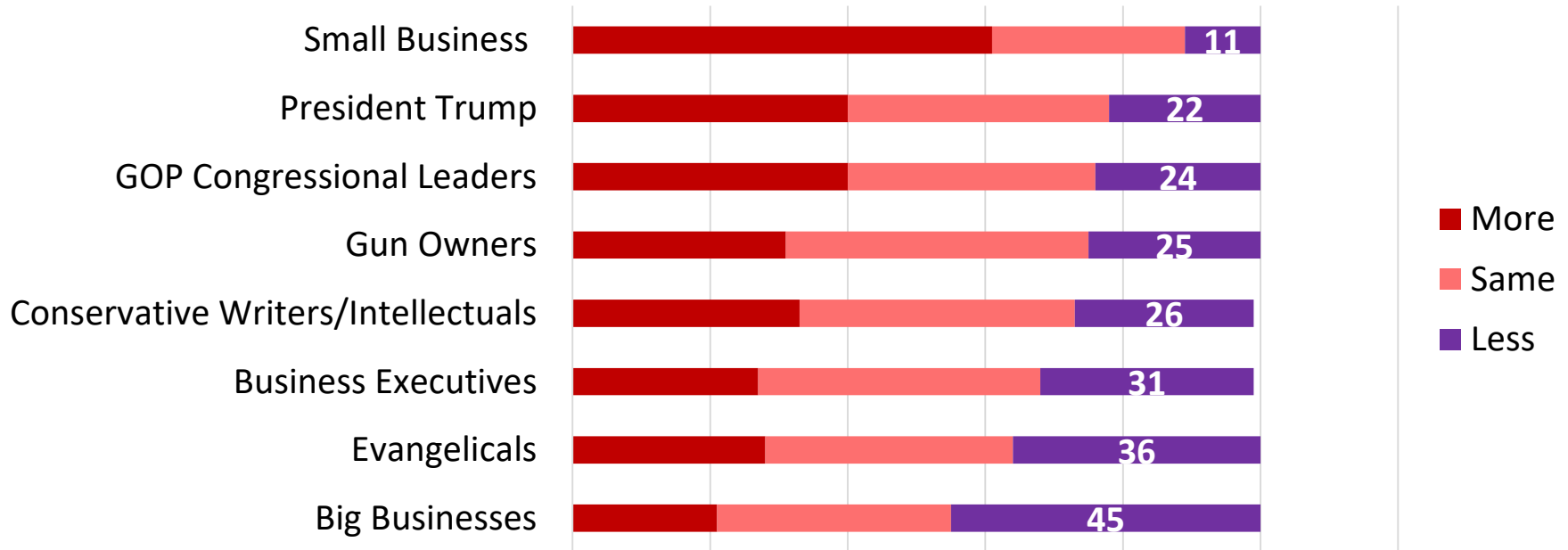


We also asked if various persons or groups should have more, less or the same amount of influence on the party...

Small Business								
President Trump								
GOP Congressional Leaders								
Gun Owners								
Conservative Writers/Intellectuals								
Business Executives								
Evangelicals								
Big Businesses								

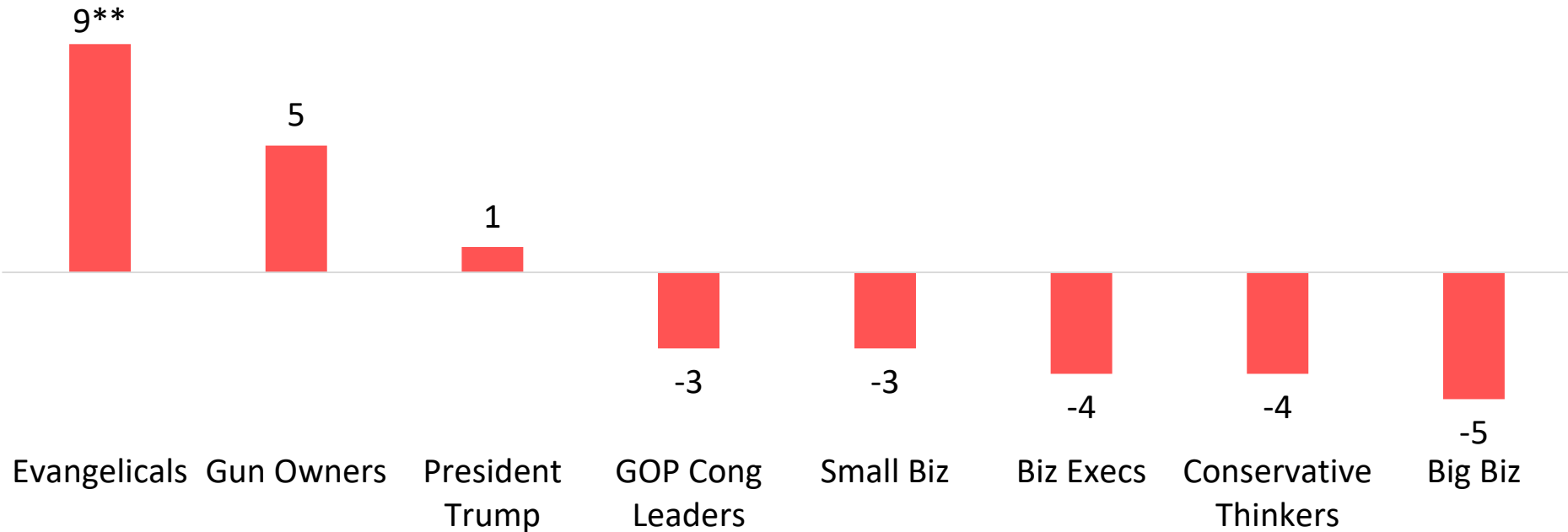


Ranked low to high by percentage of California Republicans who preferred less influence from each source





Δ More Influence: GOP outside CA - inside CA

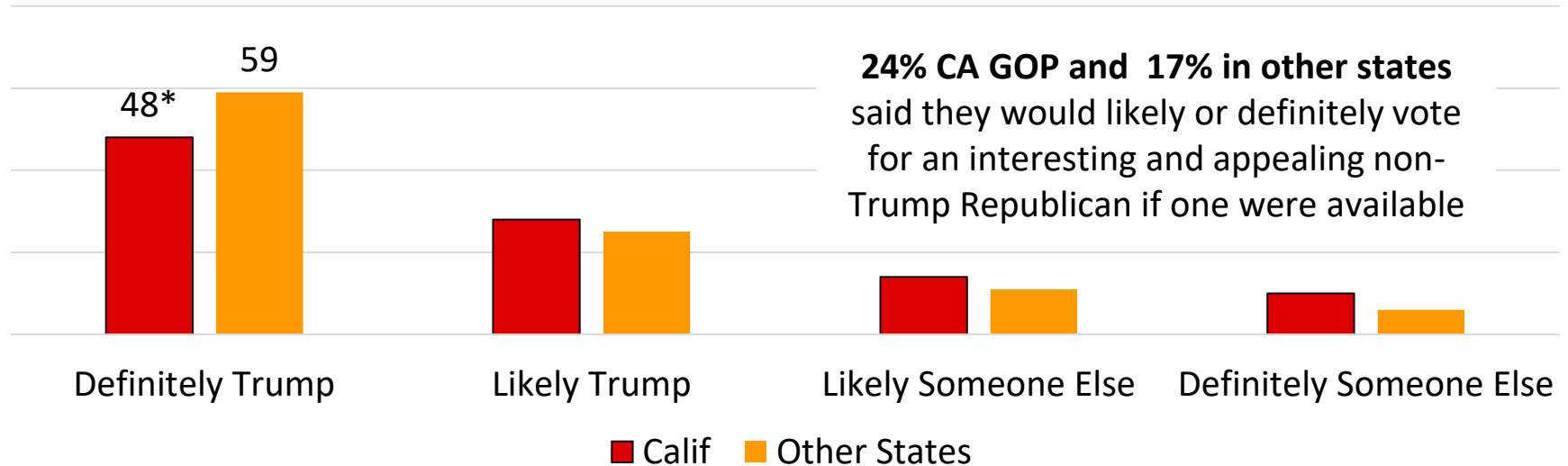




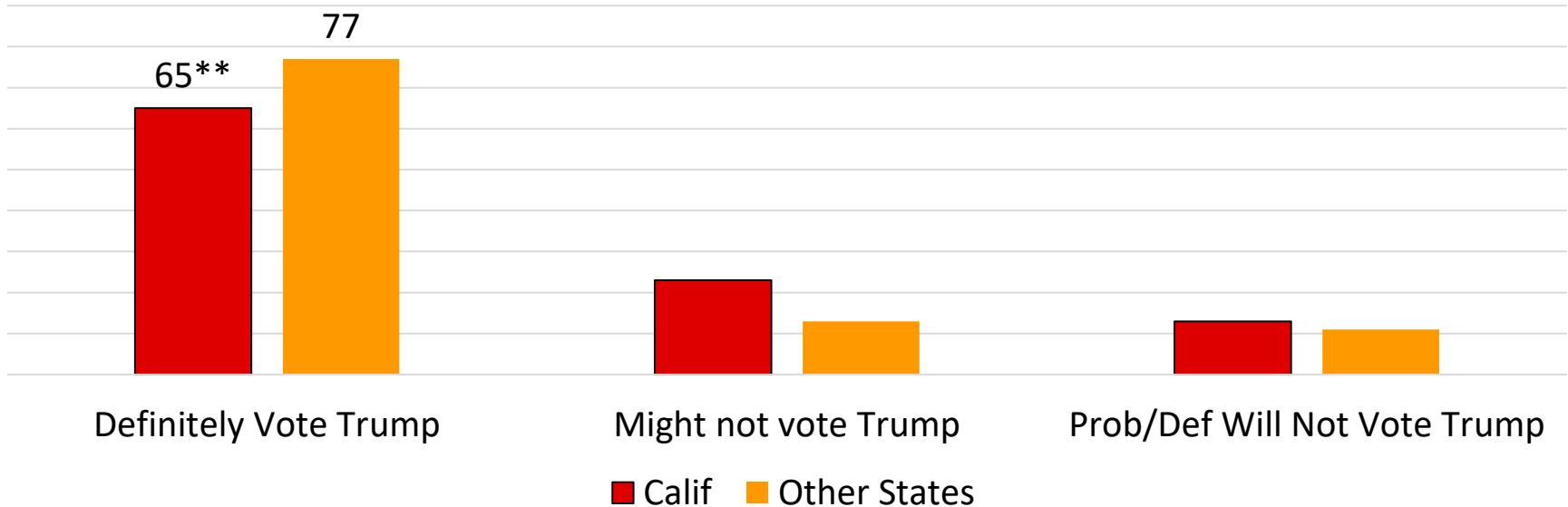
2020 Election...

- In October/November 2019, we asked Republican primary voters how likely they would be to vote for Trump, or for a hypothetical qualified and appealing Republican challenger in their state primary or caucus.
- We also asked all general election voters how likely they are to vote for Trump, the eventual Democrat, or someone else in November 2020

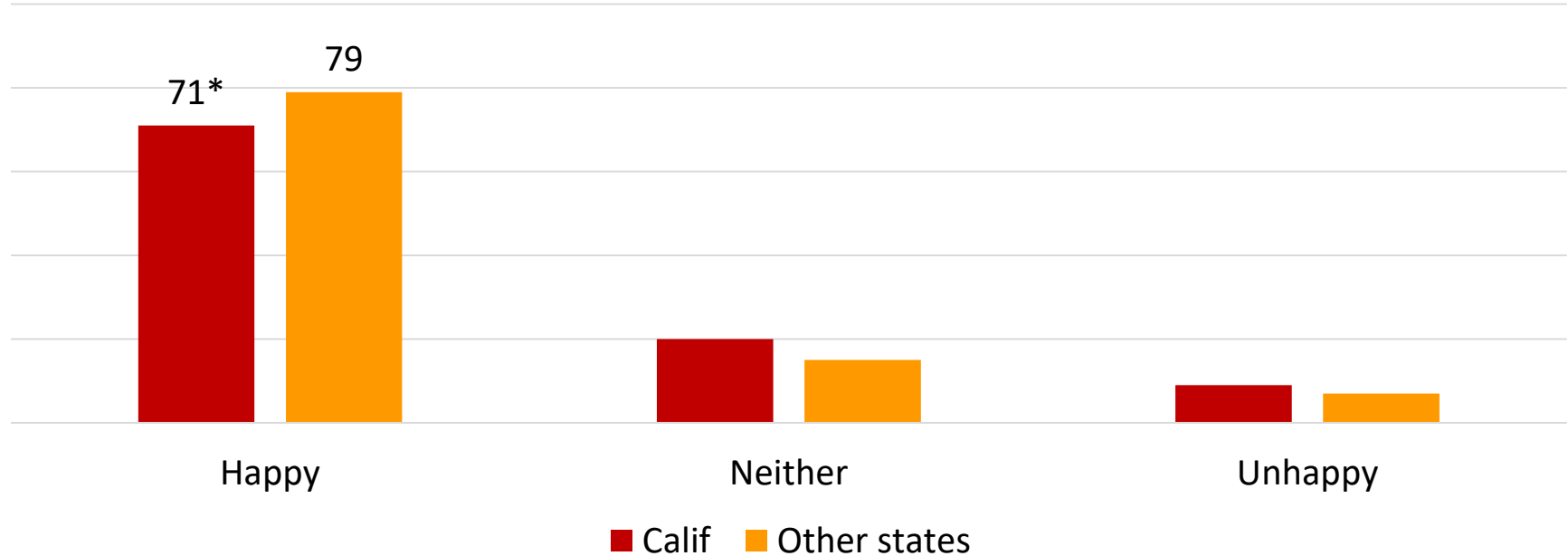
Significantly fewer California GOP primary voters said they would definitely vote for Trump, and about one in four would likely or definitely vote for that magical someone else



California GOP voters also significantly less likely to say they will definitely vote for Trump over the eventual Democratic nominee in the general election in November 2020



Compared to GOP outside of California, GOP in CA are somewhat, but significantly, less likely to be happy if Trump wins in 2020





Thank you!

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