

Attitudes and Experiences of Republicans in America

Part Two: Ideology and Gender

November 2023



About

More in Common

For more information please visit www.moreincommon.com
or contact us at us@moreincommon.com



The report was conducted by More in Common US, a nonpartisan research nonprofit that works to understand the forces driving us apart, find common ground, and bring people together to address our shared challenges.

We work in partnership with a wide range of civil society groups, as well as philanthropy, business, faith, education, media and government in order to connect people across lines of division.



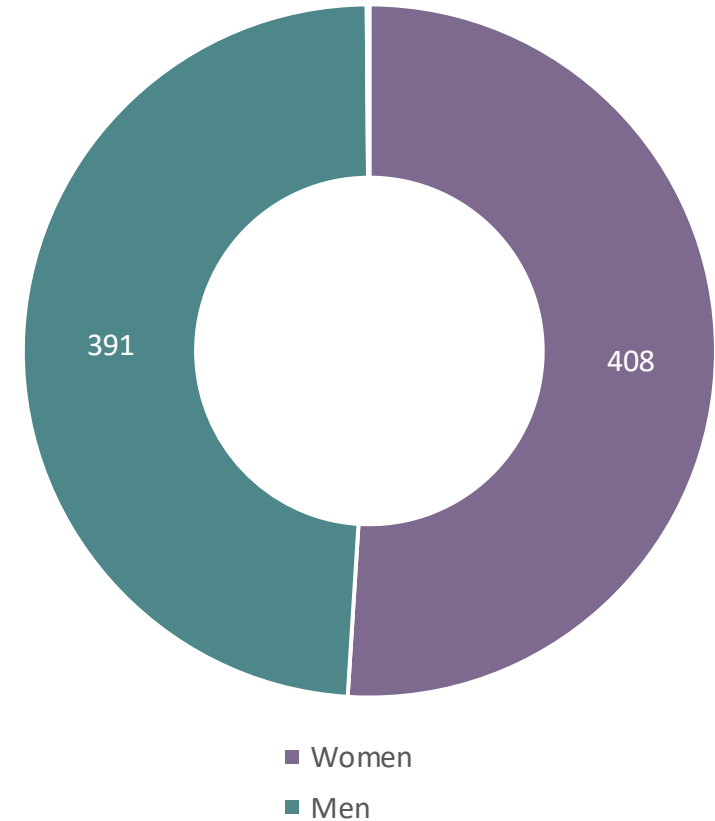
Methodology

2023 Survey of Registered Republicans

Results are shown as “Registered Republican voter average”.

More in Common partnered with international polling company YouGov to conduct online survey interviews with N = 800 registered Republican voters from August 8-14, 2023. The respondents were matched to a sampling frame on gender, age, race, and education. The frame was constructed by stratified sampling of a subset of Republican registered voters in the 2022 Cooperative Election Study (CES) sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file). The margin of error (adjusted for weighting) is +/- 3.7 for registered Republican voters and higher for subgroups.

Note: Numbers in data visualizations are rounded to the nearest whole number. Figures may total to larger or smaller than one-hundred percent due to rounding, and column totals may not match with individual data points in graphics due to rounding.





Introduction

As the 2024 Republican primary kicks off, polling and political commentary are naturally focused on exploring which candidates Republican voters support. There is an obvious and important logic to this approach—knowing which candidate people support is a good predictor of how people will vote, and any organization interested in political outcomes in America wants to track and influence what candidates gain support among various segments of the population.

Yet at More in Common, while we too are interested in this question, we are also interested in the core beliefs, attitudes, behaviors, and preferences that shape Republican voters' candidate choices—which can get lost in commentary that often simply classifies voters into Candidate X voter vs. Candidate Y voter.

In August, we conducted a survey of 800 registered Republican voters to seek to answer these questions. We released part one of our research on "[Attitudes and Experiences of Republicans in America](#)" which explored the identities, priorities, and places of belonging of the Republican electorate.

In this report, we used the same survey data to dive deeper into the Republican electorate. In the first section, we look at differences in Republicans based on their self-reported political ideology (moderate, conservative, or very conservative). In the second part, we turn our attention to Republican women and how they differ from Republican men. While some of our insights align with trends of American women in general—[such as that women tend to be more religious than men](#)—our insights show there is nuance and underlying differences between what is shaping female and male Republican voters.

As our national news continues to become saturated with election coverage and polling, we hope this report provides an opportunity to uncover the complexities and differences in what shapes our identities as Americans.

Conservatism and Republican Primary Voters



Key Findings

- **Republicans chiefly value their identity as an American and their family role** Republicans are most likely to identify their American identity and their family role as important parts of their identity. Very conservative Republicans appear to have a stronger attachment to their group identities than less conservative Republicans.
- **Republicans find belonging in faith groups, local neighborhood, and workplaces.** More conservative voters find belonging in their faith group or political community, while moderates find more belonging in their local neighborhood and workplaces.
- **More conservative Republican voters are more pessimistic and worried about their place in the future** Republicans who identify as “very conservative” have less optimism about America's present and future compared to Republicans who identify as “conservative” or “moderate.” More conservative voters are also worried that they will be left behind given the rapid pace of change in American society.
- **Conservative voters have distinct characteristics** More conservative Republican voters have slightly lower levels of trust in institutions overall, such as in American corporations and the military. However, moderate Republicans have less confidence in the Supreme Court compared to more conservative Republicans. More conservative Republicans are also more likely to share political content on social media compared to Republican primary voters as a whole. They also are more likely to tune into Fox, Newsmax, talk radio, and Truth Social.

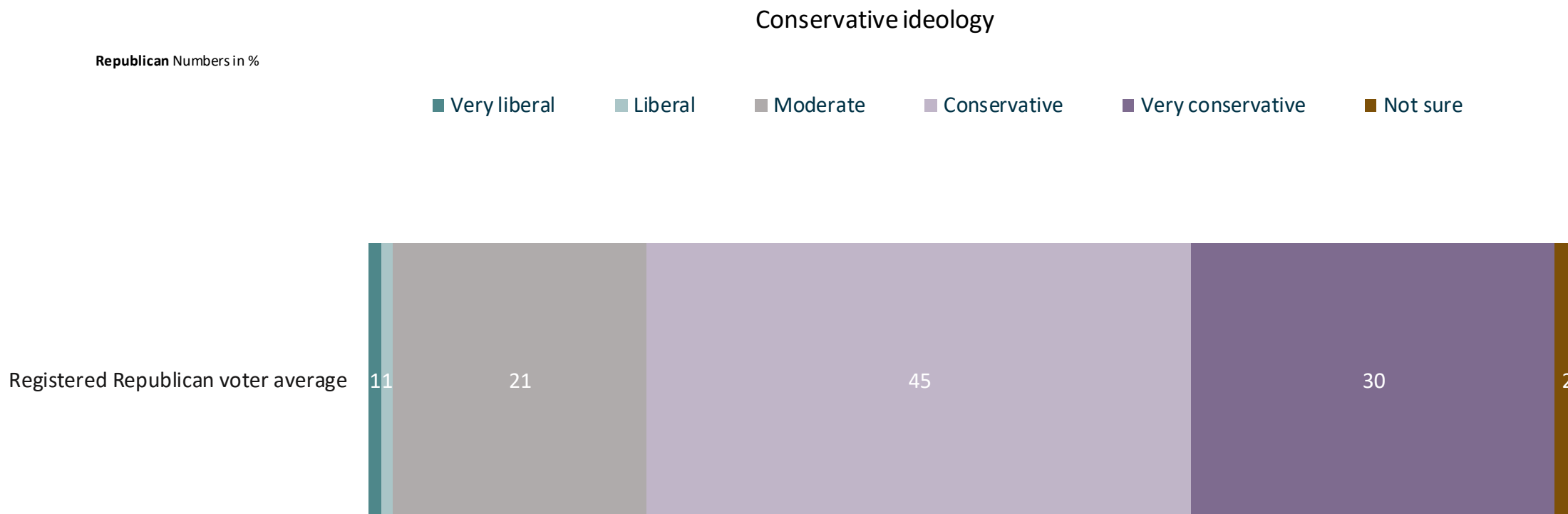


Identity, belonging, and optimism

More ideologically conservative voters are more pessimistic and also more concerned about their place in the future.



3 in 4 Republicans self-identify as conservative, or very conservative.



Survey question: In general, how would you describe your own political viewpoint?

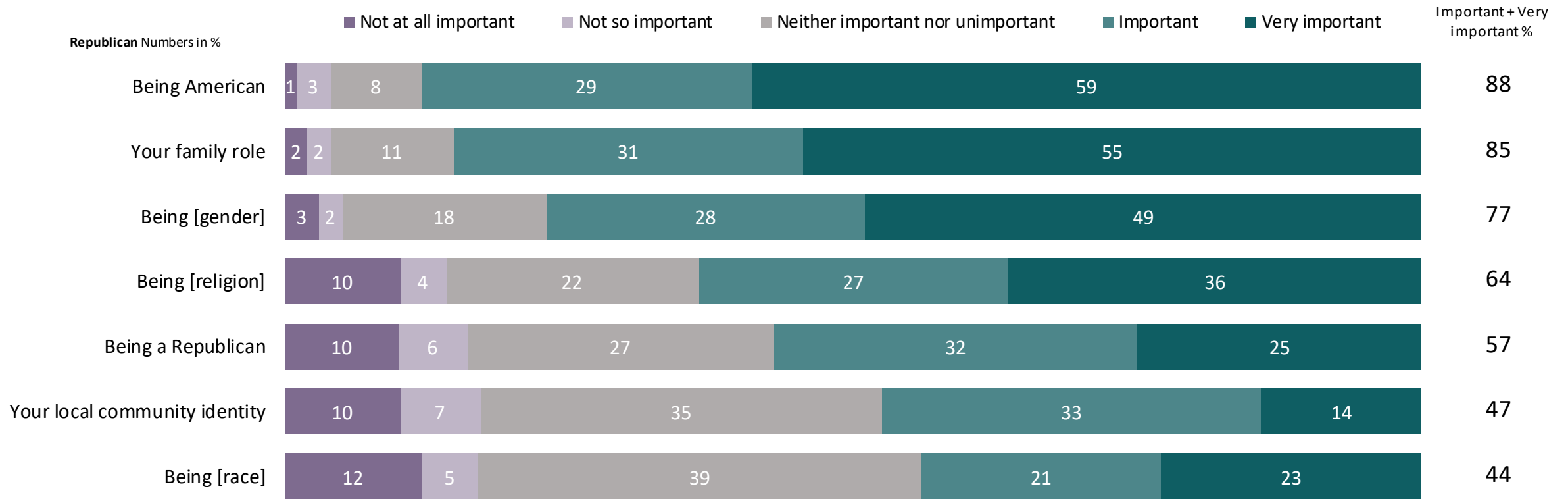
Source: More in Common

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Republicans are most likely to say their American identity and their family role are important parts of their identity.

Importance of identities



Survey question: How important to you are each of the following parts of your identity?

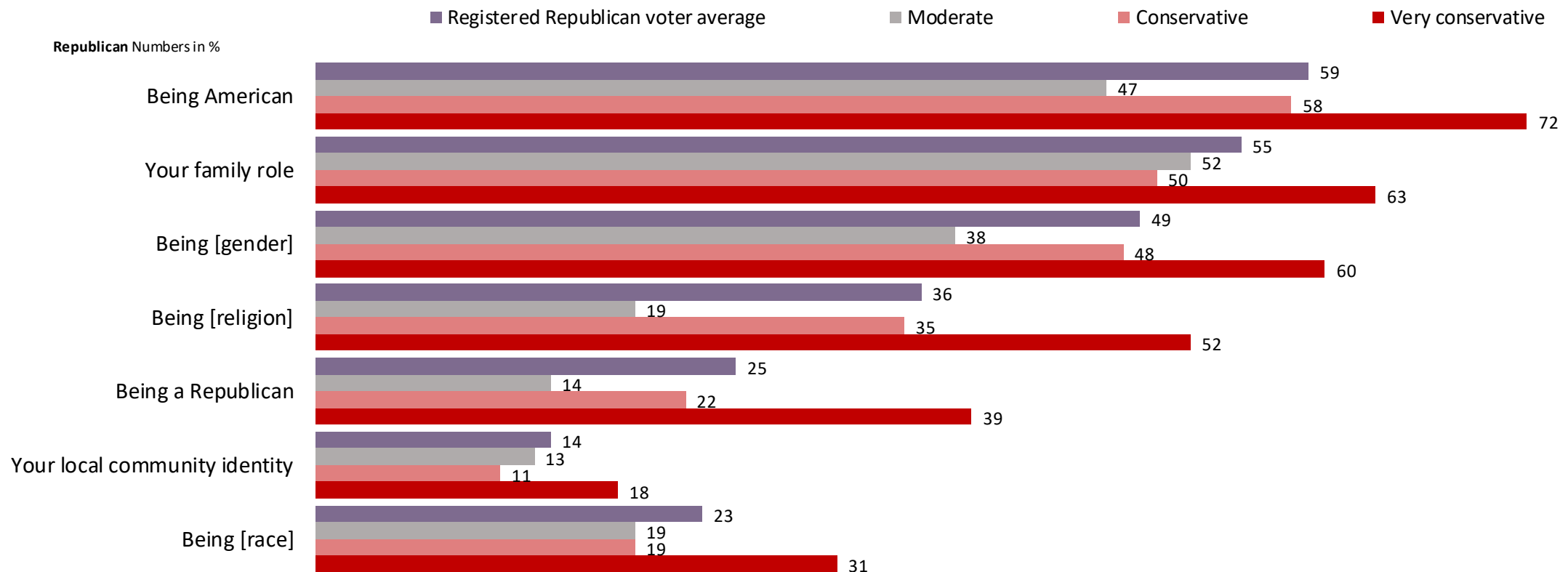
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Very conservative Republicans place greater importance on their group identities than less conservative Republicans.

Importance of identities (Showing “Very important %”)

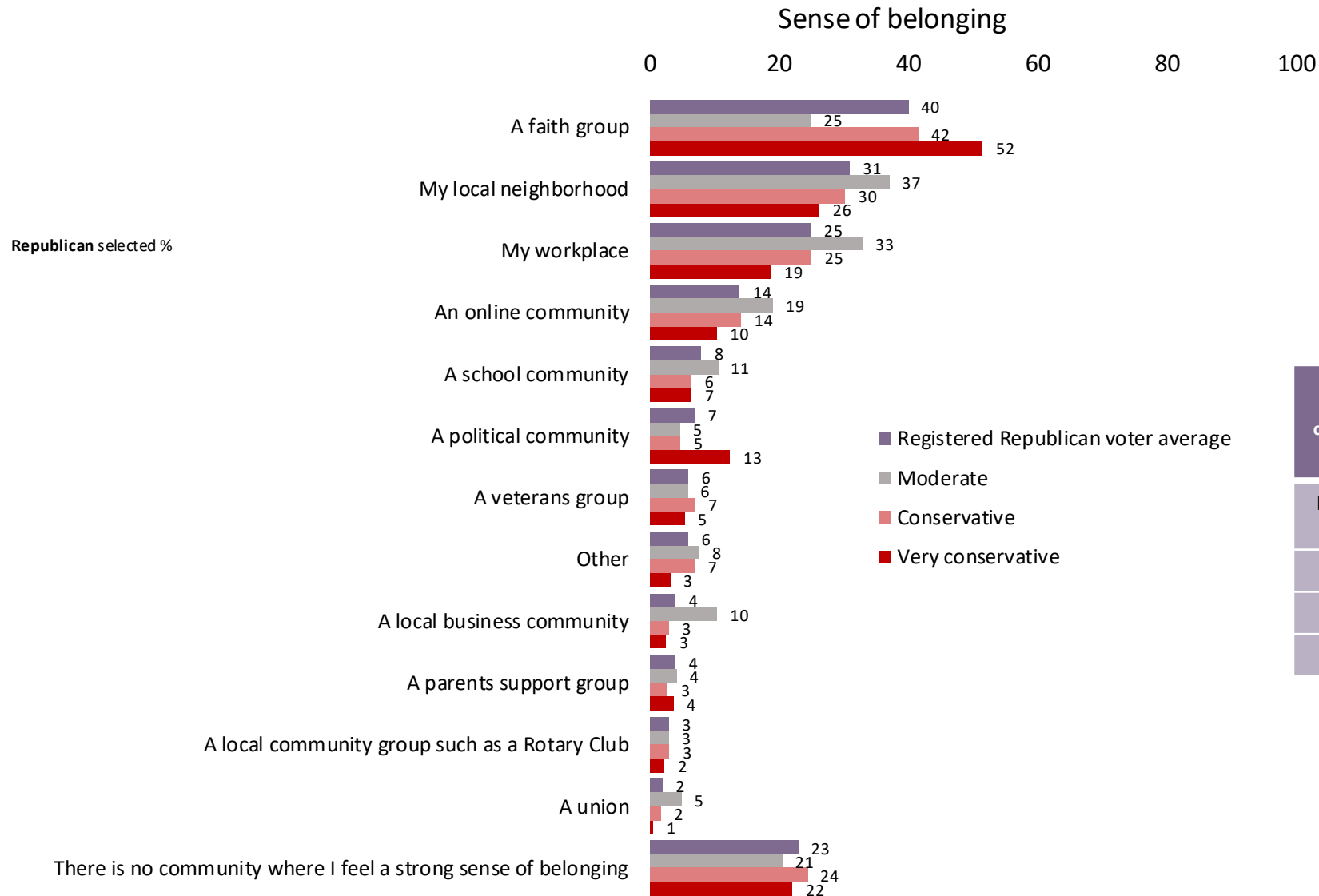


Survey question: How important to you are each of the following parts of your identity? Showing “Very important %”

Source: More in Common

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More conservative voters find belonging in their faith group or political community, while moderates find more belonging in their local neighborhood and workplaces.



Most likely to choose "There is no community where I feel a strong sense of belonging"	% Selected
No high school degree / only high school degree	36%
\$50K or less	33%
Baby Boomers	28%
Hispanics	27%

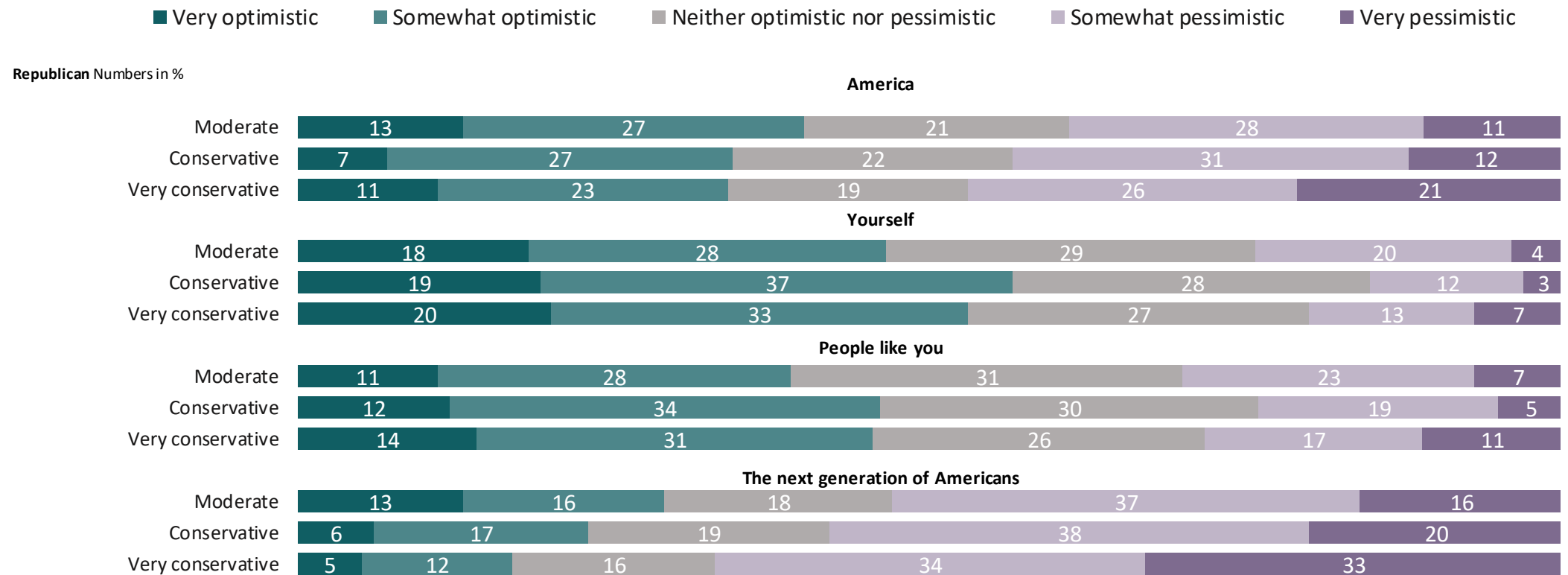
Survey question: Having a sense of belonging means you feel accepted and valued. Outside of your family and friends, please select the community or communities to which you feel the strongest sense of belonging. Select up to 3.

Source: More in Common



More conservative voters have less optimism about America's present and future.

Optimism by ideology among registered Republican voters



Survey question: To what extent do you feel optimistic or pessimistic about what the future holds for...

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Source: More in Common

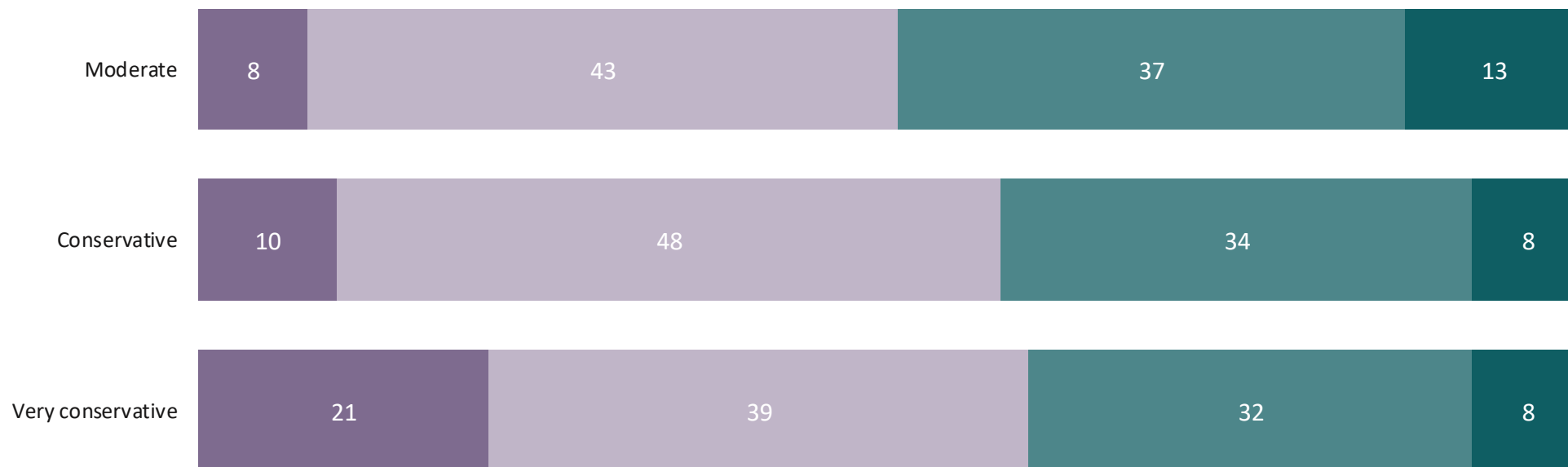


More conservative voters are worried that they will be left behind given the rapid pace of change in American society.

Pace of change by ideology among registered Republican voters

■ 1 - I worry that I will be left behind ■ 2 ■ 3 ■ 4 - I feel excited for the new opportunities I might have

Republican Numbers in %



Survey question: Please say how well the following statements reflect your views using the scale below, where 1 means you agree completely with the first statement, and 4 means you agree completely with the second statement. When I think about the rapid pace of change in America: (left text: 1 - I worry that I will be left behind., right text: 4 - I feel excited for the new opportunities I might have.)

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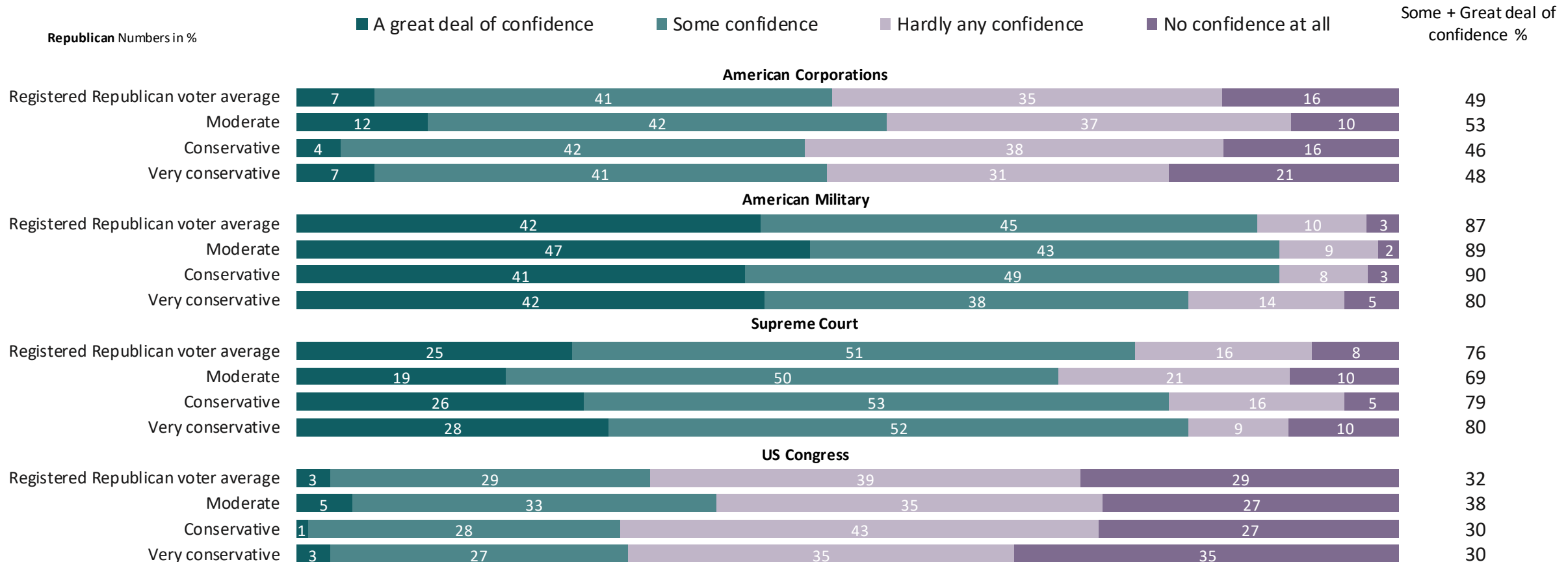
Trust, media, and engagement among likely primary voters

**More conservative voters are more engaged
on social media and follow particular news
outlets.**

Likely Republican primary voters have the most trust in the military and Supreme Court. More conservative voters have less trust in corporations and the military and more trust in the Supreme Court.



Confidence in institutions among Republican primary voters by ideology



Survey question: How much confidence would you say you have in each of the following institutions to do what is right for America?

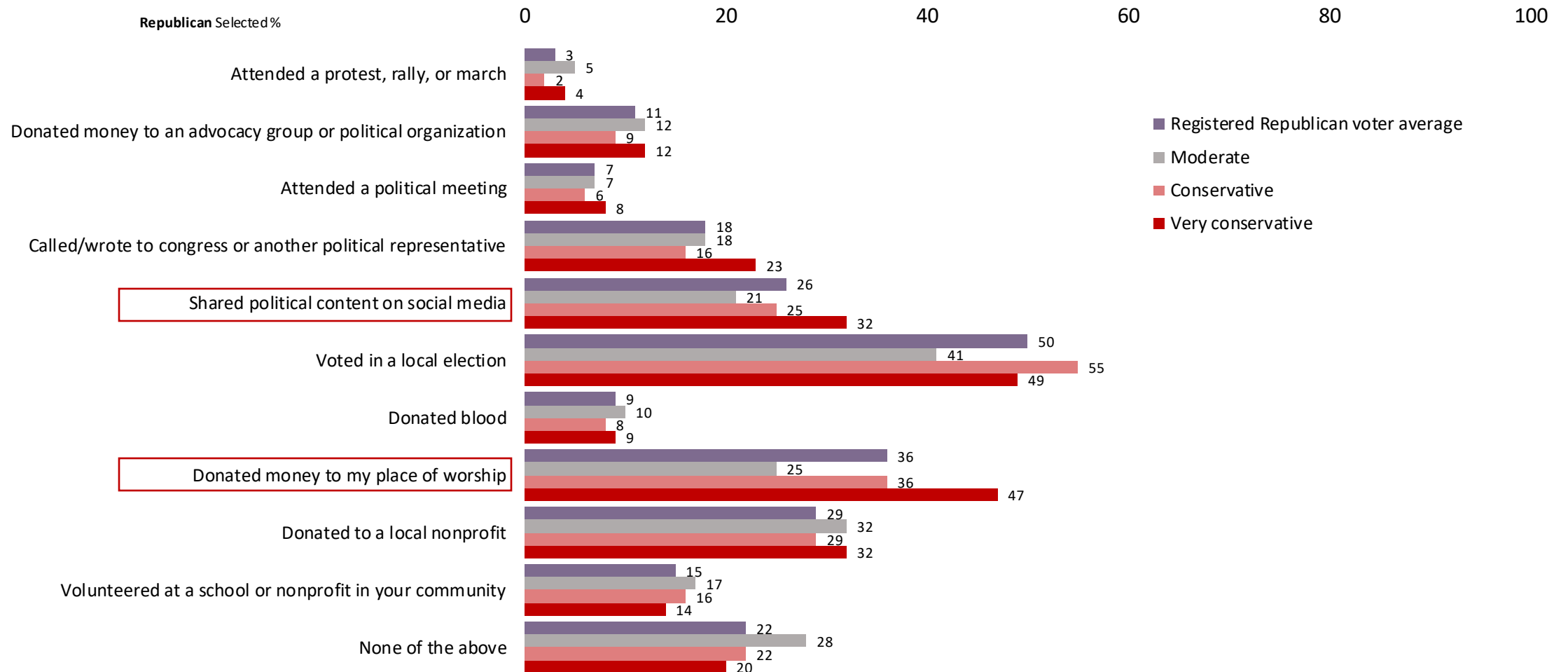
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Source: More in Common

More conservative voters are more likely to share political content on social media and more likely to donate to their place of worship.



Political engagement among Republican primary voters by ideology



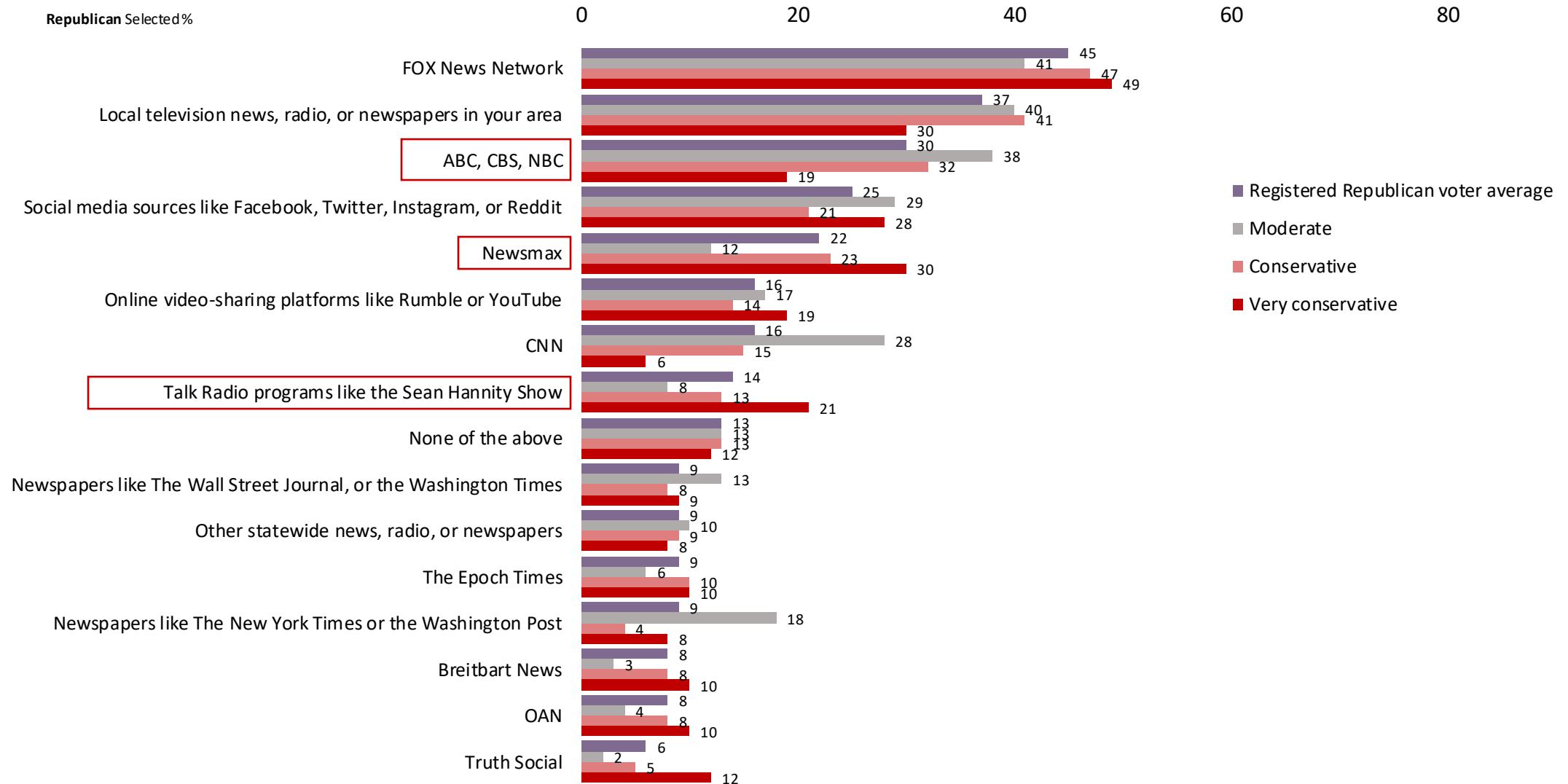
Survey question: Here is a list of activities that some people participate in. In the past year, which of the following have you taken part in? Check all that apply.

Source: More in Common

Conservative voters are more likely to tune into Newsmax, and talk radio. Moderate conservatives tune more into ABC, CBS, and NBC.



News sources among Republican primary voters by ideology



Survey question: Which of the following news sources (in any format broadcast or online) have you used regularly in the past month for news about government and politics? Check all that apply.
Source: More in Common

A Profile on Republican Women



Key Findings

- **Republican women and Republican men are similarly conservative.**
- **Republican women are more religious than Republican men.** Republican women rate religion as more important in their lives, are more likely to say a faith group is where they feel the strongest sense of belonging, are more likely to attend religious services once a week or more and are more likely to pray at least once per day.
- **Republican men and women also vary in what social media platforms they use the most and how much they use them.** While Facebook is the most used social media platform, Republicans vary by gender in what social media they frequent; GOP women use Facebook, Instagram, and Snapchat more than GOP men, whereas GOP men use Youtube and Twitter/X more than GOP women. Republican women are more likely than Republican men to spend 3+ hours per day on social media, and Republican men are more likely to not use social media at all.
- **Republican women tend to be more politically wary than Republican men.** Compared to Republican men, Republican women are more likely to be undecided about who they will vote for in the primary, are less excited about America and its future, and are less likely to publicly engage in political activity (especially on social media).
- **Republican women's reticence may, in part, reflect their ambivalence about abortion policy developments.** GOP men and women are similarly split about how much candidates should focus on abortion. However, among women—but *not* men—wanting candidates to focus less on abortion is associated with less confidence in the Supreme Court.

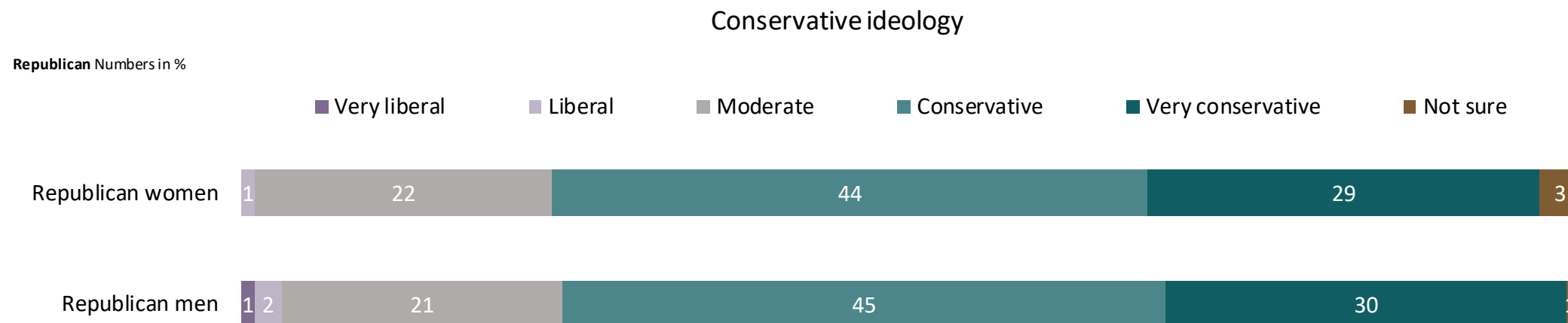


Conservatism, Religion, and Social Media Usage

While Republican men and women are similarly conservative, Republican women are more religious. Republican men and women also vary in what social media platforms they use the most and how much they use them.



Republican women and Republican men are similarly conservative.



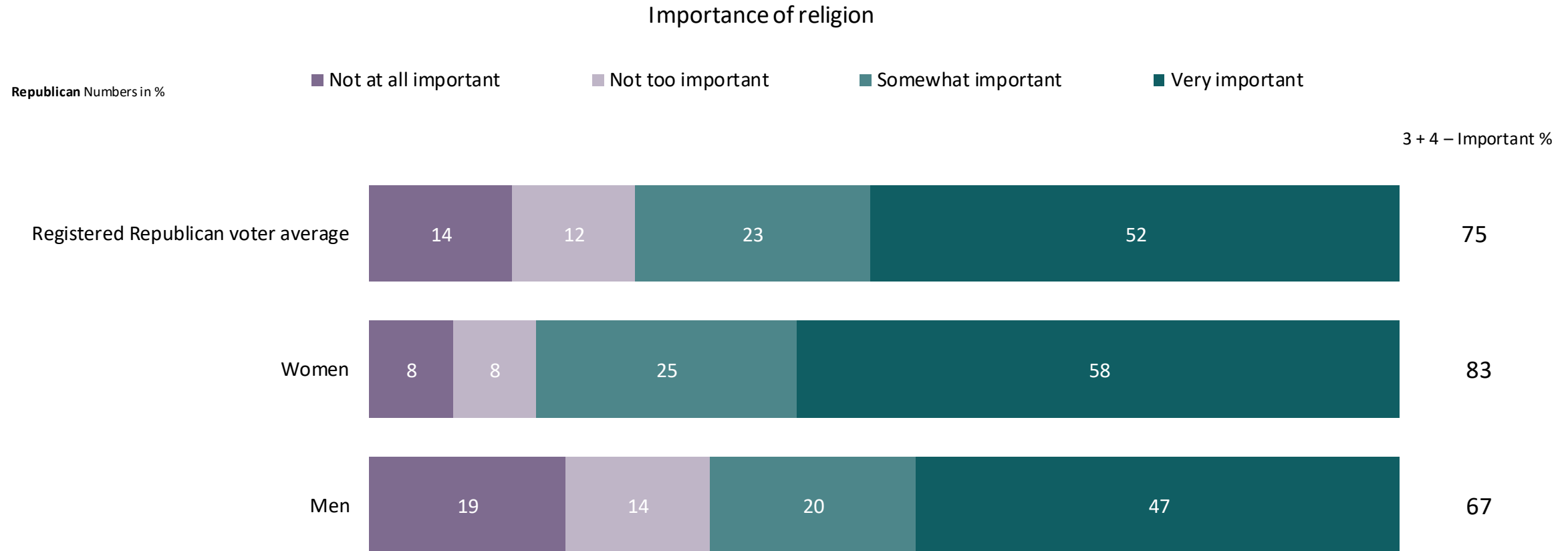
Survey question: In general, how would you describe your own political viewpoint?

Source: More in Common

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Republican women rate religion as more important in their lives than Republican men do.



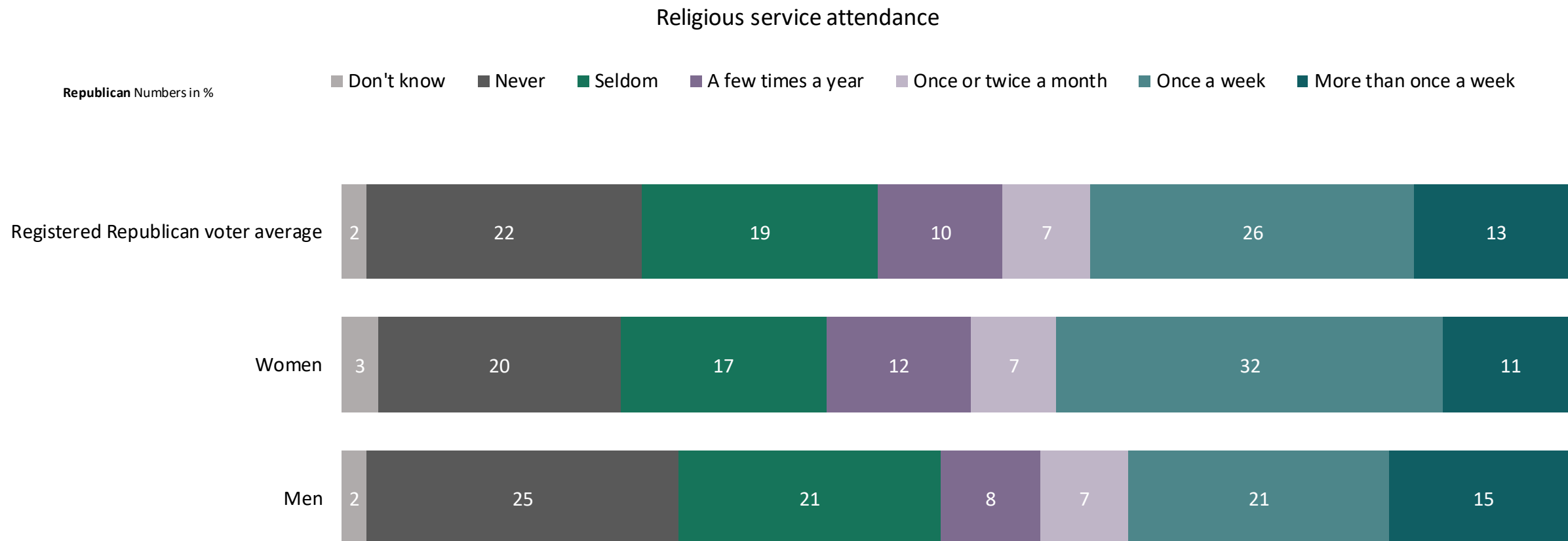
Survey question: How important is religion in your life?

Source: More in Common

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43% of Republican women attend religious services once a week or more, compared to 36% of Republican men.



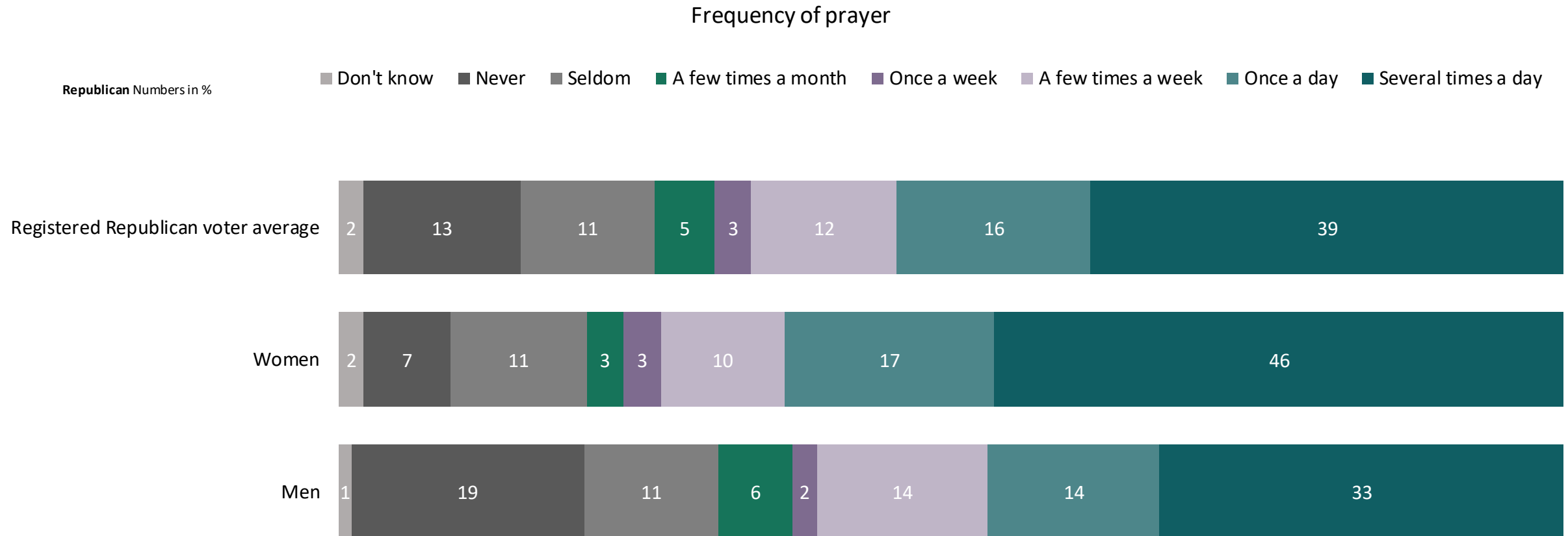
Survey question: Aside from weddings and funerals, how often do you attend religious services?

Source: More in Common

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Most Republican women—but not most Republican men—pray at least once per day.



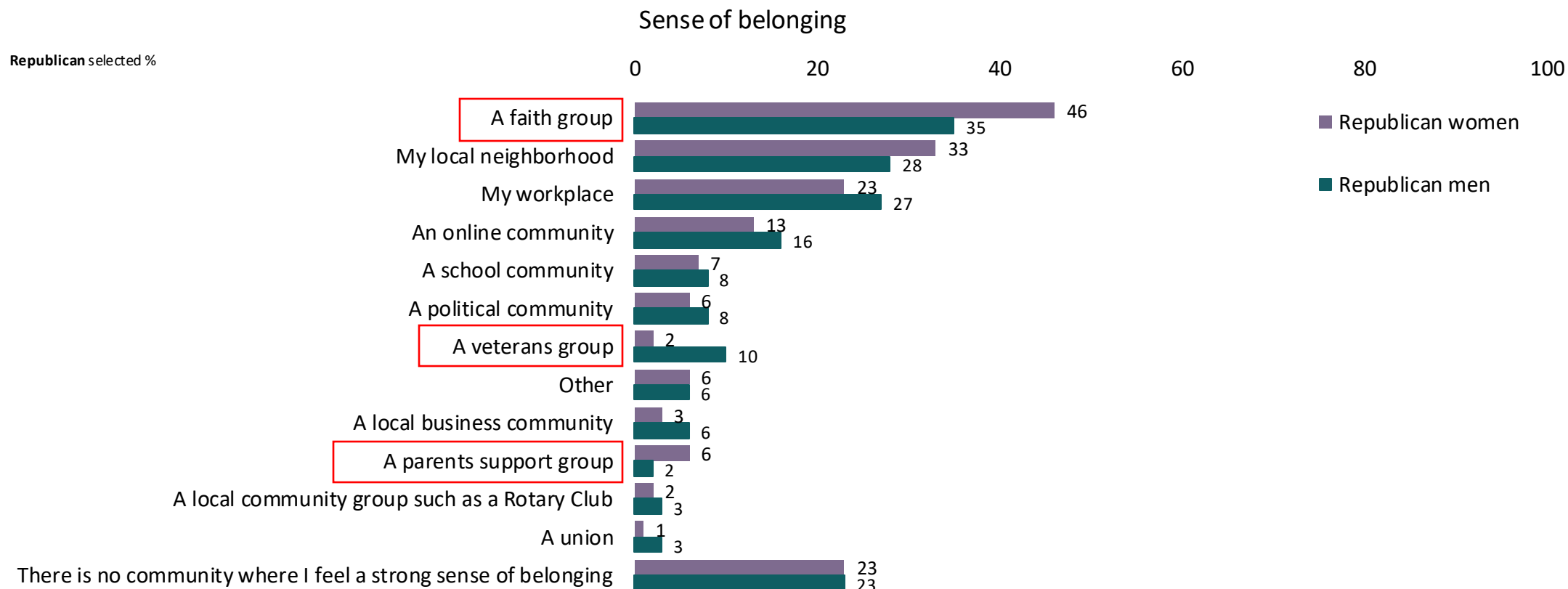
Survey question: People practice their religion in different ways. Outside of attending religious services, how often do you pray?

Source: More in Common

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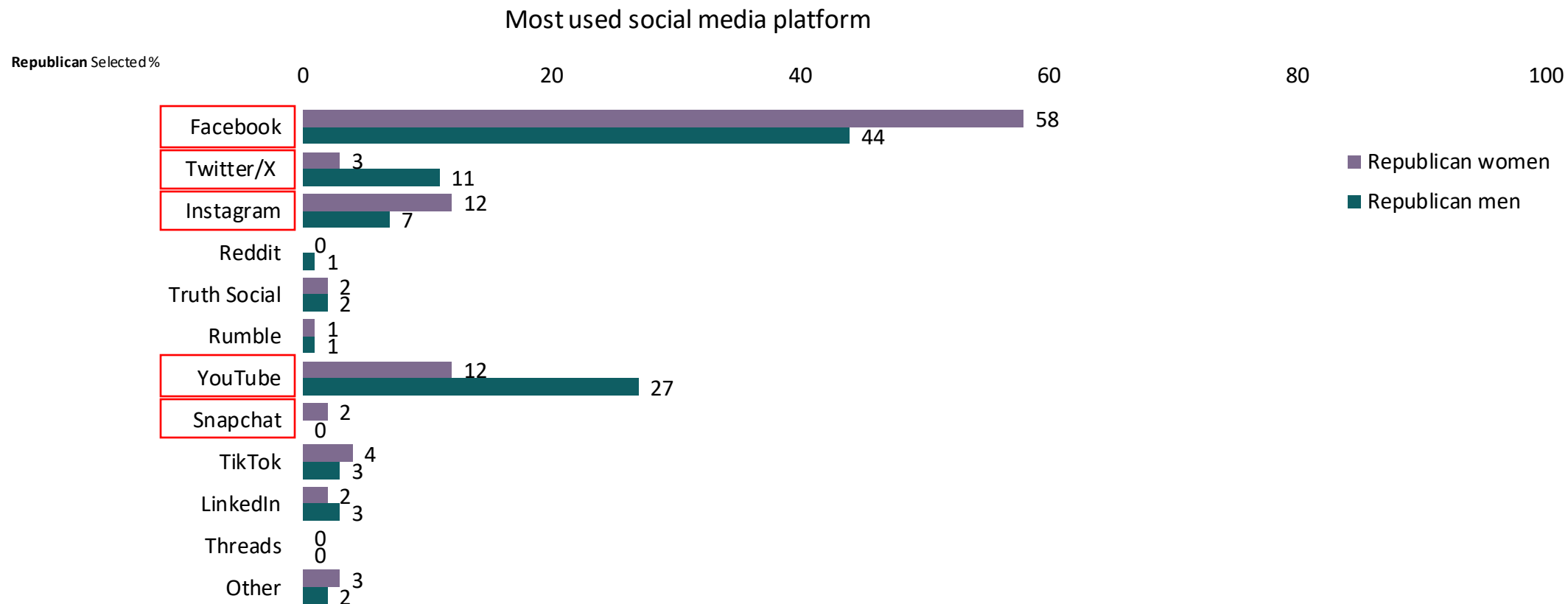
Republican women are more likely than Republican men to say a faith group is where they feel the strongest sense of belonging.



Survey question: Having a sense of belonging means you feel accepted and valued. Outside of your family and friends, please select the community or communities to which you feel the strongest sense of belonging. Select up to 3.



While Facebook is the most used social media platform, Republicans vary by gender in what social media they frequent.



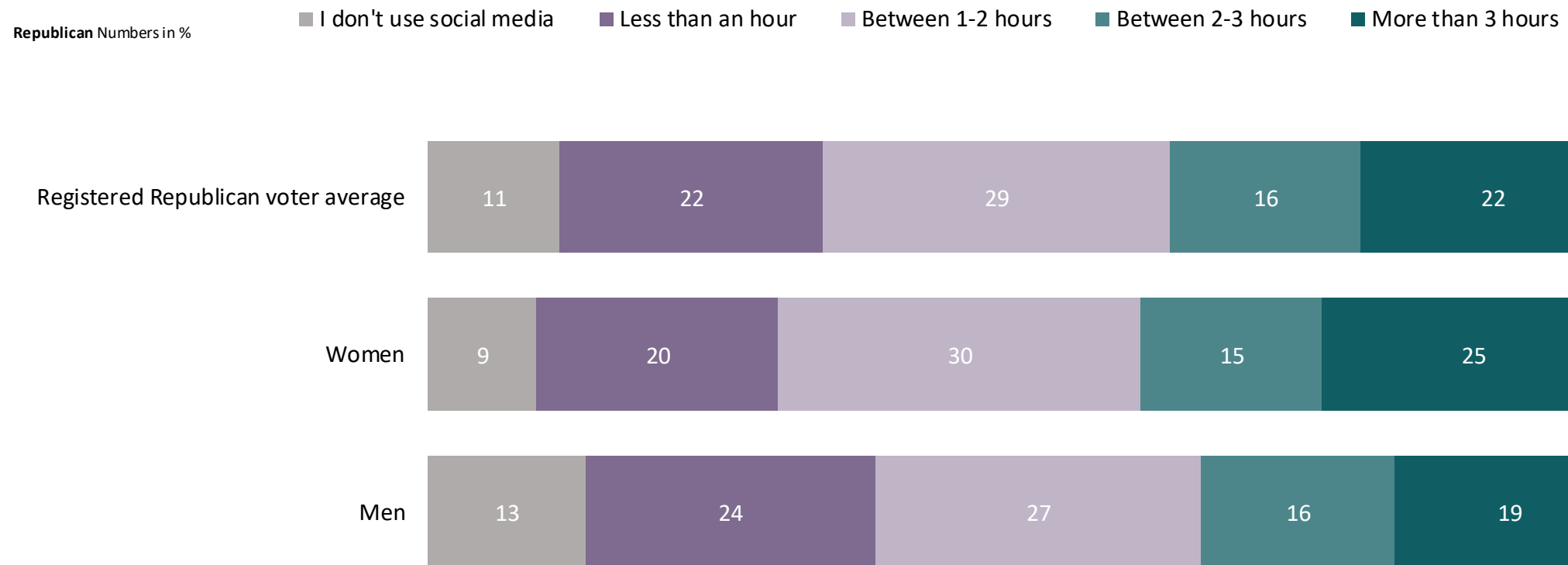
Survey question: Which of the following social media platforms do you use the most?

Source: More in Common



Republican women are more likely than Republican men to spend 3+ hours per day on social media, and Republican men are more likely to not use social media at all.

Average hours per day on social media in the last month



Survey question: In the last month, on an average day, how many hours did you spend on social media?

Source: More in Common

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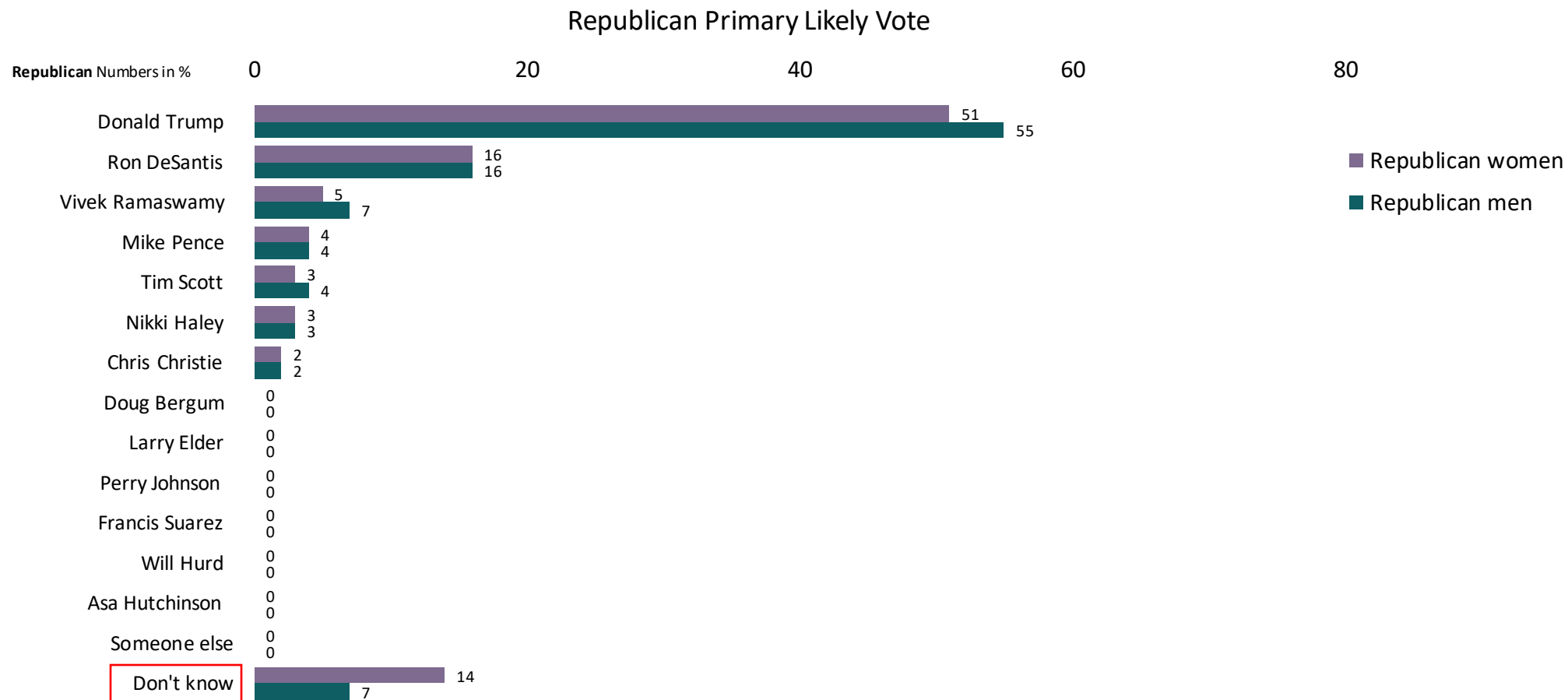


Republican women tend to be politically wary

Compared to Republican men, Republican women are more likely to be undecided about who they will vote for in the primary, are less excited about America and its future, and are less likely to publicly engage political activities.



Republican women are more likely than Republican men to not know who they will vote for in the Republican primary.

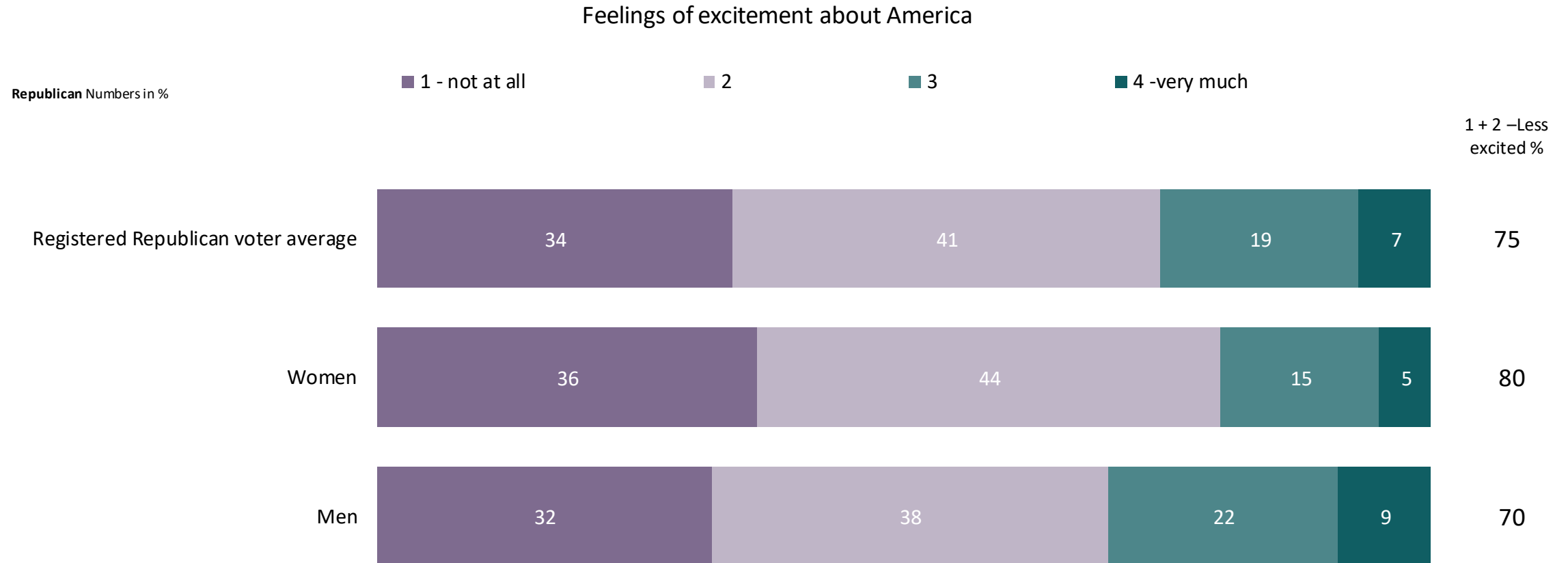


Survey question: If the election for the Republican nominee for president were held today, which candidate would you be most likely to vote for?...

Source: More in Common



Republican women feel less excited than Republican men about America today.



Survey question: To what extent do each of the following reflect your feelings towards America today? Excitement

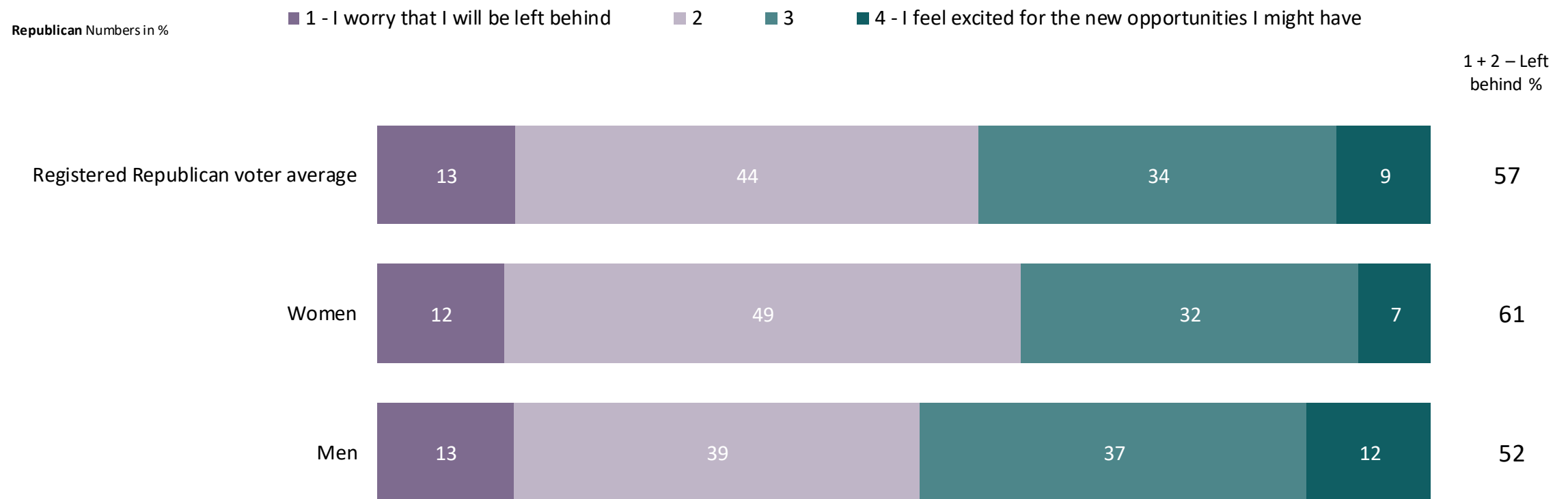
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Republican women also feel less excited than Republican men about the rapid pace of change in America.

Feelings towards the rapid pace of change in America



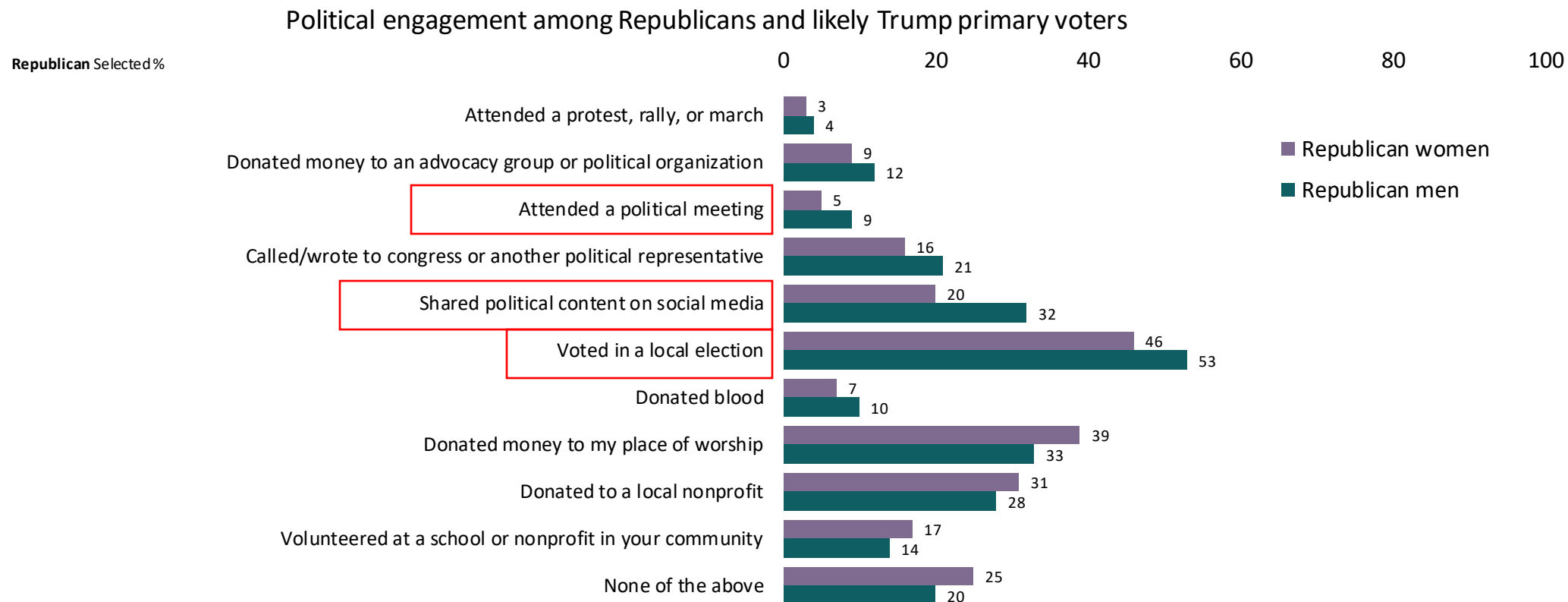
Survey question: Please say how well the following statements reflect your views using the scale below. When I think about the rapid pace of change in America...

Source: More in Common

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Republican women are less likely than Republican men to engage politically—especially on social media.



Survey question: Here is a list of activities that some people participate in. In the past year, which of the following have you taken part in? Check all that apply.

Source: More in Common

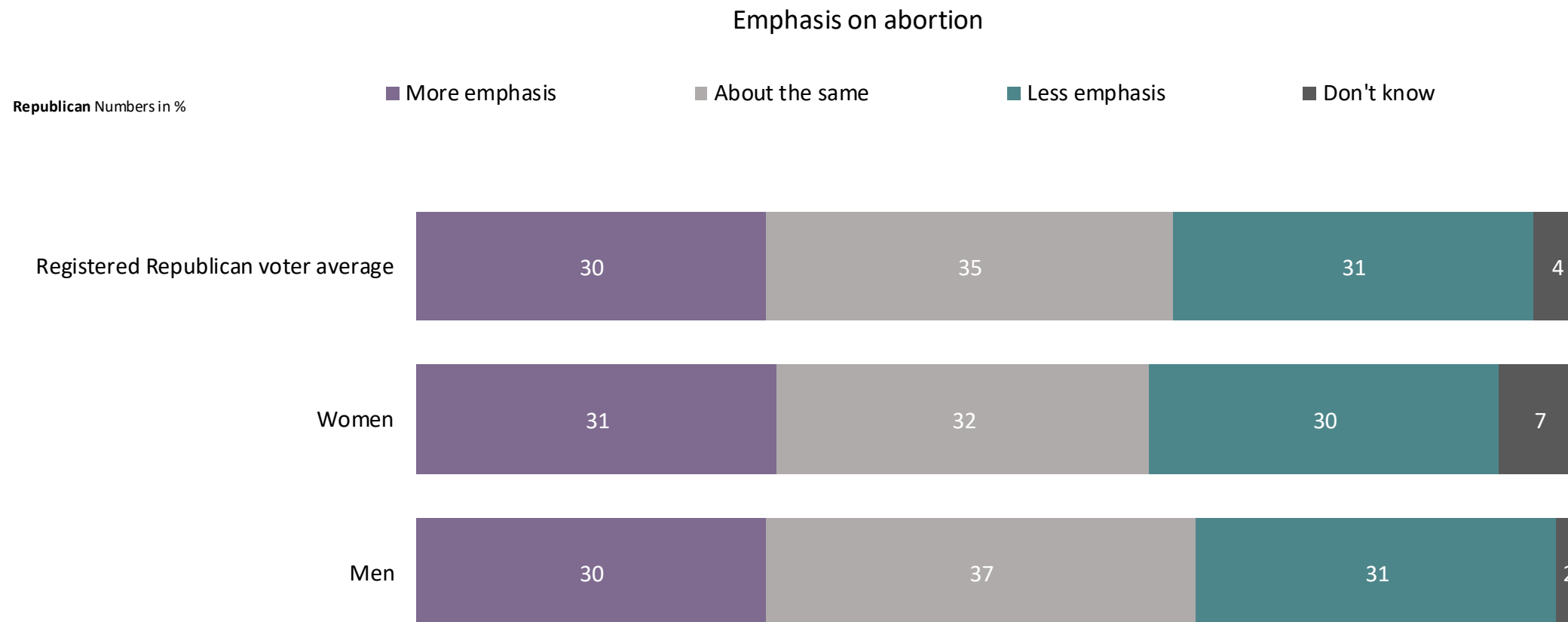


Attitudes on Candidates' Focus on Abortion

GOP men and women are similarly split about how much candidates should focus on abortion. However, among women—but *not* men—wanting candidates to focus less on abortion is associated with less confidence in the Supreme Court.



Republican men and women have similar views on how much emphasis Republican presidential candidates should give to abortion.



Survey question: Considering each of the following issues, do you think candidates running to be the Republican nominee for president should put more emphasis on it, less emphasis on it, or are things about right as they are? **Abortion.**

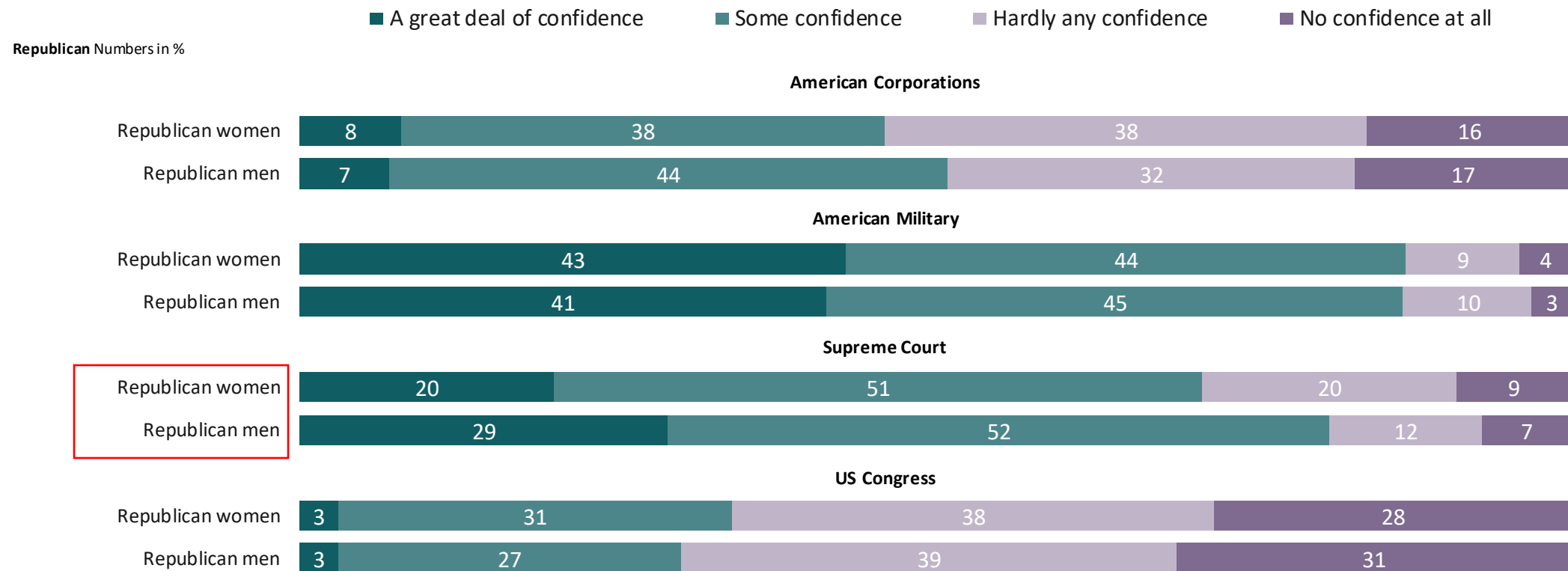
Source: More in Common

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Republican women have less confidence in the Supreme Court than Republican men do.

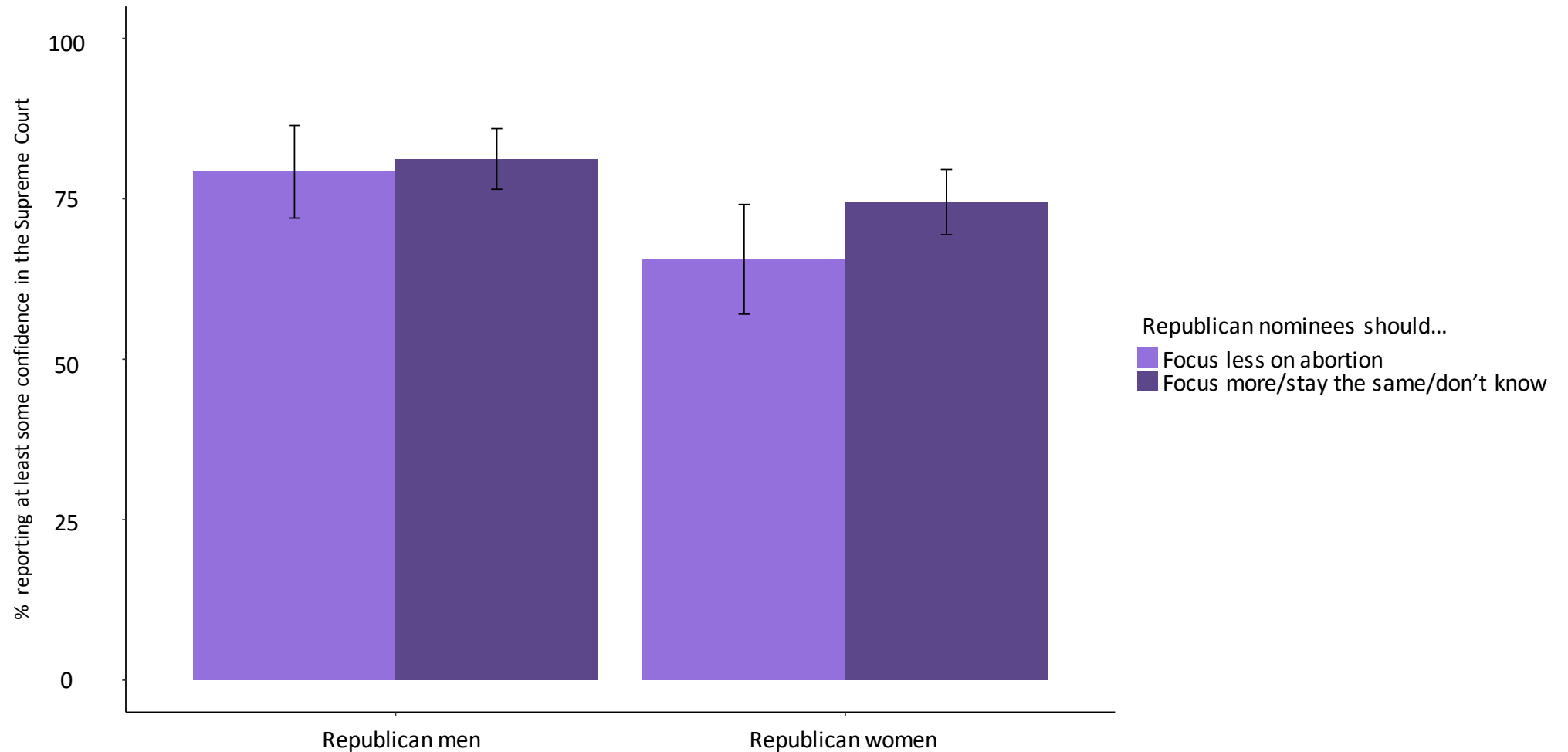
Confidence in institutions among Republican women and Republican men



Survey question: How much confidence would you say you have in each of the following institutions to do what is right for America?
Source: More in Common



Republican women—but *not* Republican men—who want candidates to focus *less* on abortion are *less* confident in the Supreme Court.



Error bars reflect 95% confidence intervals.

Survey questions: Considering each of the following issues, do you think candidates running to be the Republican nominee for president should put more emphasis on it, less emphasis on it, or are things about right as they are?: **Abortion**; For each of the following institutions, would you say you have a great deal of confidence, some confidence, hardly any confidence, or no confidence at all in them to do what is right for America: **Supreme Court**



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