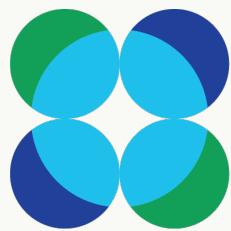


Beyond MAGA: A Profile of the Trump Coalition

January 2026 Survey





More in Common

The research in this publication 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 shared challenges.

Established in 2017, More in Common US is part of a nonpartisan, international initiative aimed at building societies and communities that are stronger, more united and more resilient to the increasing threats of polarization and social division.

More in Common's work is frequently featured in prominent media and used by senior political leaders, governments and leaders in nonprofits, philanthropy, and business.

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Methodology

More in Common conducted an online survey between January 2 and January 9, 2026, among a nationally representative sample of 3,038 U.S. adults, including 1,572 2024 Trump voters.

For the nationally representative sample, the data were weighted to be representative of the U.S. population on gender and age (interlocked), race, education level, region, and 2024 presidential vote and turnout, based on the 2020 U.S. Census and the 2023 American Community Survey.

For the Trump voter sample, the data were weighted on gender and age (interlocked), race, education level, and region. The weighting targets are based on the 2024 Edison Research Exit Poll.

The margin of error (adjusted for weighting) is ± 1.78 percentage points for the national sample and ± 2.47 percentage points for the 2024 Trump voter sample, and higher for subgroups.

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.



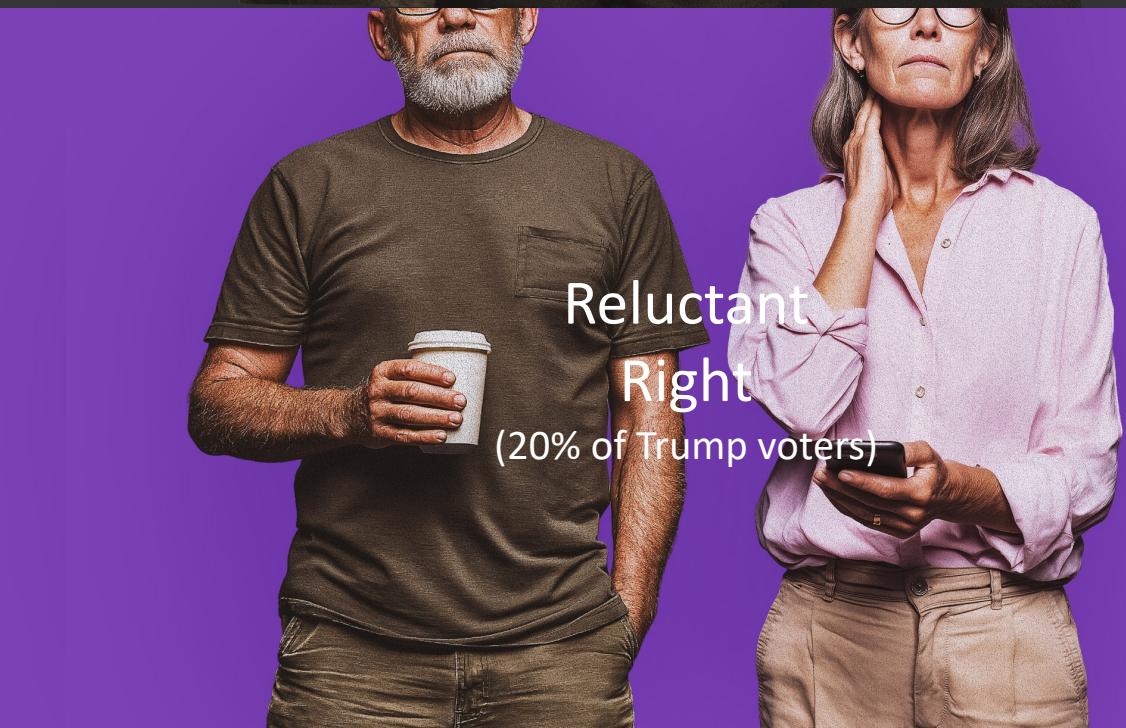
**MAGA
Hardliners
(29% of Trump voters)**



**Anti-Woke
Conservatives
(21% of Trump voters)**



**Mainline
Republicans
(30% of Trump voters)**



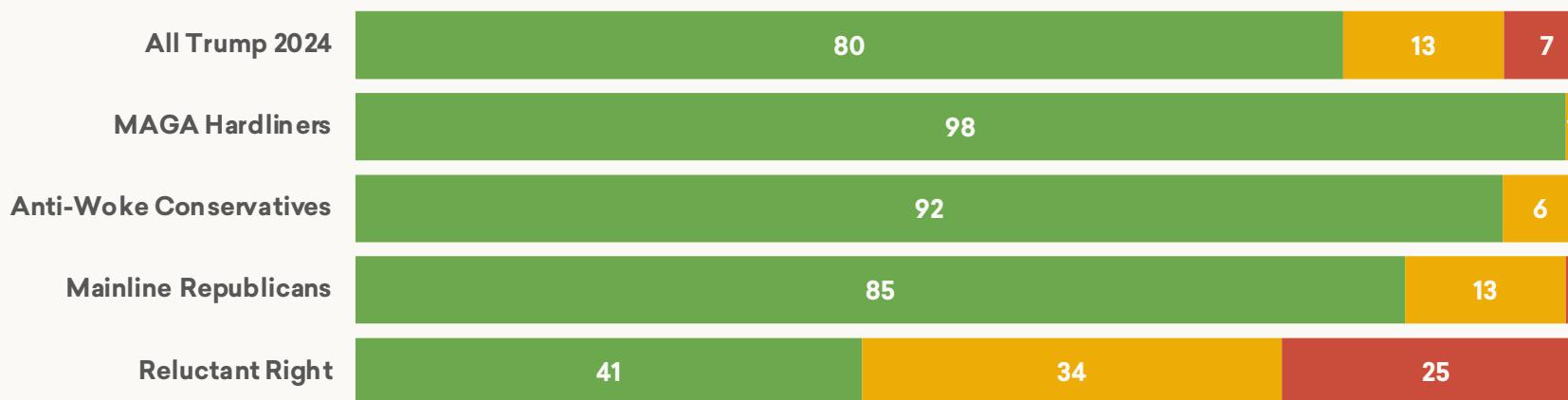
**Reluctant
Right
(20% of Trump voters)**

Assessment of President Trump's performance

MAGA Hardliners (92%) and Anti-Woke Conservatives (70%) remain overwhelmingly confident in their presidential choice, while nearly 6 in 10 Reluctant Right voters (59%) now have mixed feelings or regrets about their vote.

Which of the following best describes how you feel today about your choice for president in 2024?

- █ I still feel very confident/feel mostly confident in my choice
- █ I have mixed or uncertain feelings
- █ I have some regrets about my choice/I regret my choice entirely



Source: More in Common (2026). Survey of 3,038 general population voters, including 1,572 Trump voters, conducted in January 2026.

Among his voters, Trump receives his highest marks on immigration (86% approval), foreign policy (80%), and improving government efficiency (79%). Healthcare presents a challenge, with 69% average approval from his voters and only MAGA Hardliners giving scores above 80.

How would you rate President Trump's performance?

	US Average	All Trump 2024	MAGA Hardliners	Anti-Woke Conservatives	Mainline Republicans	Reluctant Right
Overall	F	B	A	B	B	D
Immigration	F	B	A	A	B	D
Foreign Policy	F	B	A	B	B	F
Government Efficiency	F	C	A	B	C	F
Trade	F	C	A	B	C	F
Economy	F	C	B	C	C	F
Healthcare	F	D	B	C	C	F

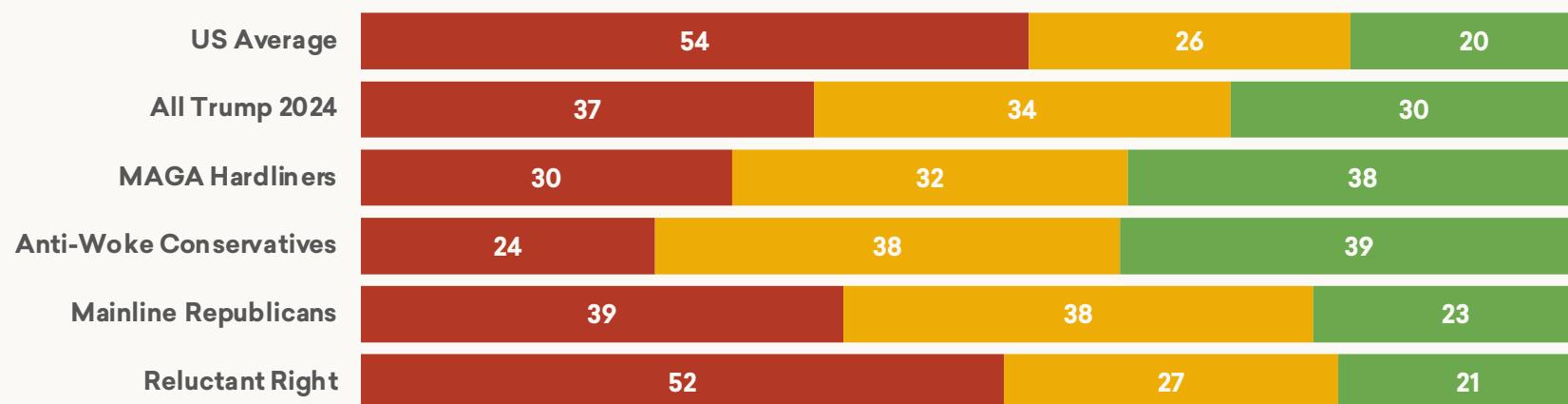
Question: On a scale from 0 - 100, how would you rate Trump's performance on the following issues? Grading Scale: 90-100: A; 80-89: B; 70-79: C; 60-69: D; 0-59: F.

Source: More in Common (2026). Survey of 3,038 general population voters, including 1,572 Trump voters, conducted in January 2026.

The cost of living causes stress for 7 in 10 Trump voters, with nearly 4 in 10 saying it causes a great deal or quite a bit of stress, including half of the Reluctant Right (52%).

How much stress does the cost of living in the US cause you personally?

- A great deal / quite a bit of stress
- Some stress
- Only a little stress / no stress at all



Source: More in Common (2026). Survey of 3,038 general population voters, including 1,572 Trump voters, conducted in January 2026.

Trump voters are four times more likely to blame President Biden, and three times more likely to blame high interest rates and immigrants than President Trump.

Which, if any, of the following do you think MOST contribute to the affordability and cost of living issues in the US? Select the top three.

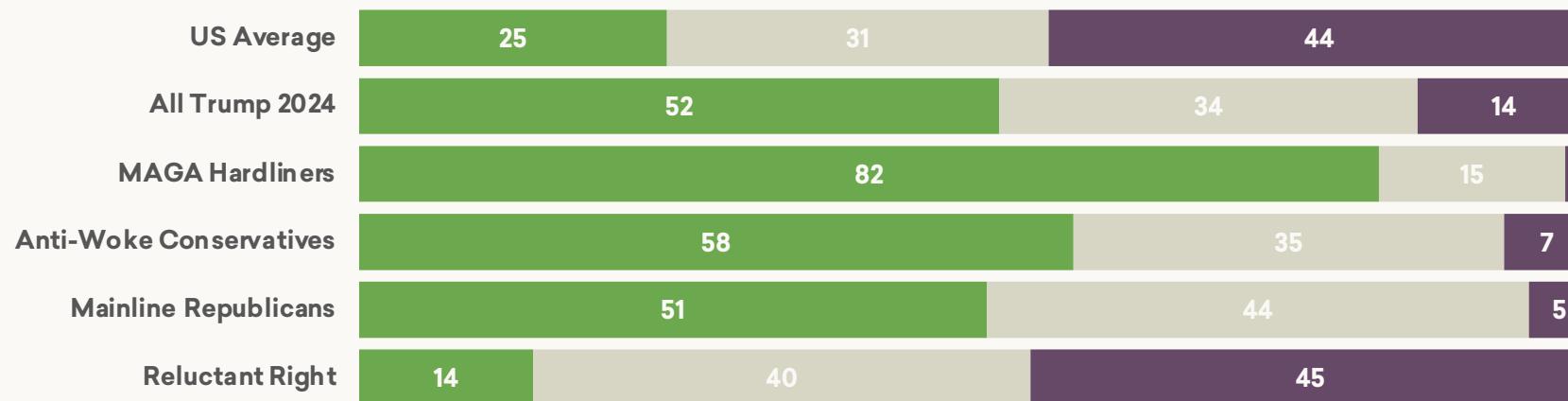
	All Trump 2024	MAGA Hardliners	Anti-Woke Conservatives	Mainline Republicans	Reluctant Right
President Biden's leadership	40	62	52	28	18
High interest rates	33	33	33	33	35
Immigration or immigrants taking American jobs	29	44	33	24	15
Wages/salaries are too low	26	15	20	32	36
Global economic factors (e.g. supply chains, inflation abroad)	23	14	17	29	30
Corporate pricing or profit-seeking	21	17	18	20	29
Trade policies such as tariffs	19	7	9	25	35
Government bureaucracy and restrictions	18	18	26	12	17
Diversity, Equity, and Inclusion (DEI) policies and initiatives	16	27	22	10	5
President Trump's leadership	10	8	4	10	18
Not enough housing supply	10	6	8	11	14
Clean energy transition	8	11	13	5	4
Something else	2	2	5	1	1

Source: More in Common (2026). Survey of 3,038 general population voters, including 1,572 Trump voters, conducted in January 2026.

Around half of Trump voters, including overwhelming majority of MAGA Hardliners, say Trump performed better than expected. Plurality of Reluctant Right (45%) say worse than expected.

Overall, how has President Trump's first year in office compared to your expectations?

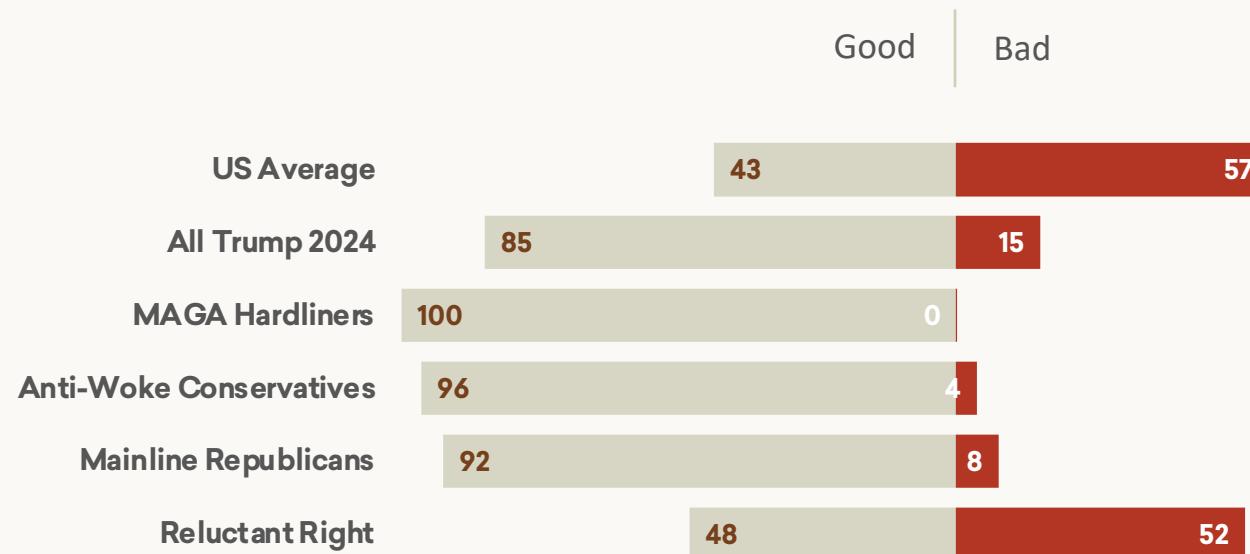
- Much/somewhat better than expected
- About what I expected
- Much/somewhat worse than expected



Source: More in Common (2026). Survey of 3,038 general population voters, including 1,572 Trump voters, conducted in January 2026.

Almost all MAGA Hardliners (100%), Anti-Woke Conservatives (96%), and Mainline Republicans (92%) feel good about the direction of the country over the next three years. Reluctant Right are divided.

How do you feel about the direction of the country over the next three years under the Trump administration?

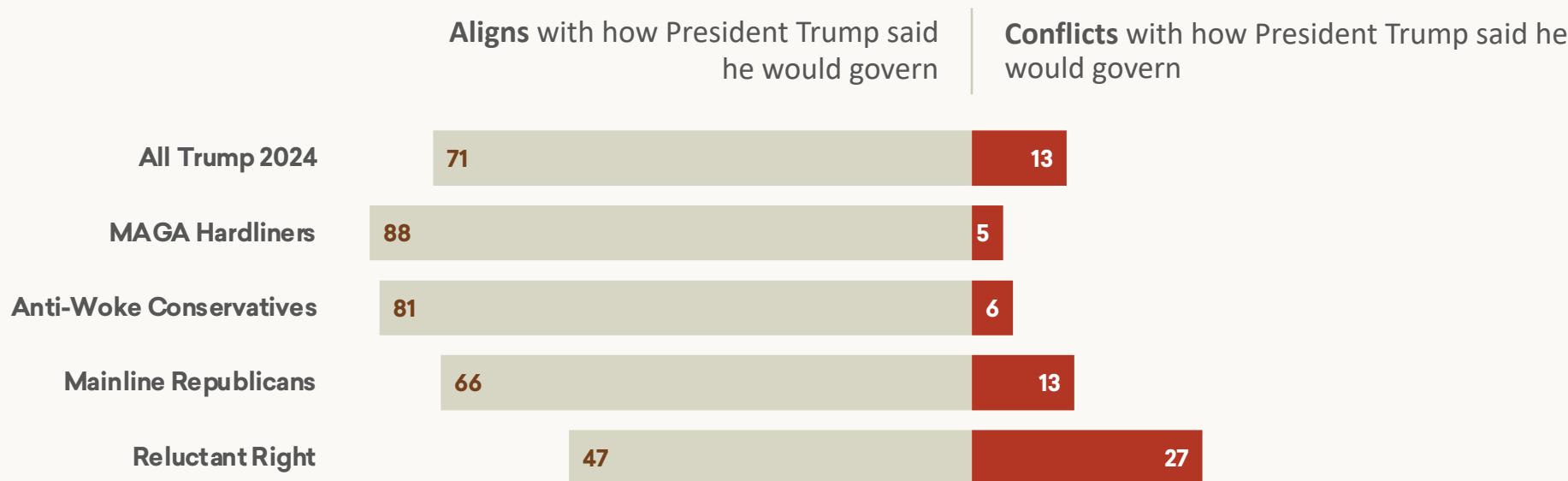


Note: "Very good" and "somewhat good" are collapsed into one category. "Very bad" and "somewhat bad" are collapsed into one category.

Source: More in Common (2026). Survey of 3,038 general population voters, including 1,572 Trump voters, conducted in January 2026.

7 in 10 Trump voters believe the US strike on Venezuela aligns with how President Trump said he would govern. Only 1 in 10 think it conflicts with his campaign promises.

President Trump recently ordered US forces to strike Venezuela and capture its leader Nicolás Maduro. Do you think that this decision...?



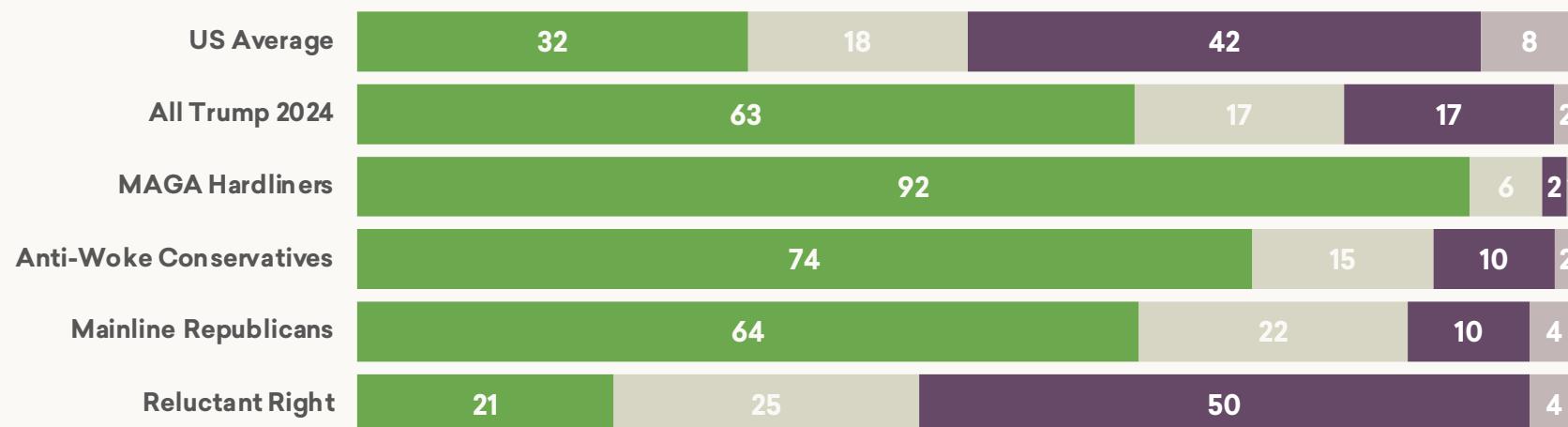
Note: Don't know not shown.

Source: More in Common (2026). Survey of 3,038 general population voters, including 1,572 Trump voters, conducted in January 2026.

Most Trump voters believe the strength of President Trump's coalition is staying strong, except for the Reluctant Right.

How would you describe the strength of President Trump's support among his voters today?

- Staying very strong / staying strong
- Not changing much
- Getting much weaker / weaker
- Not sure

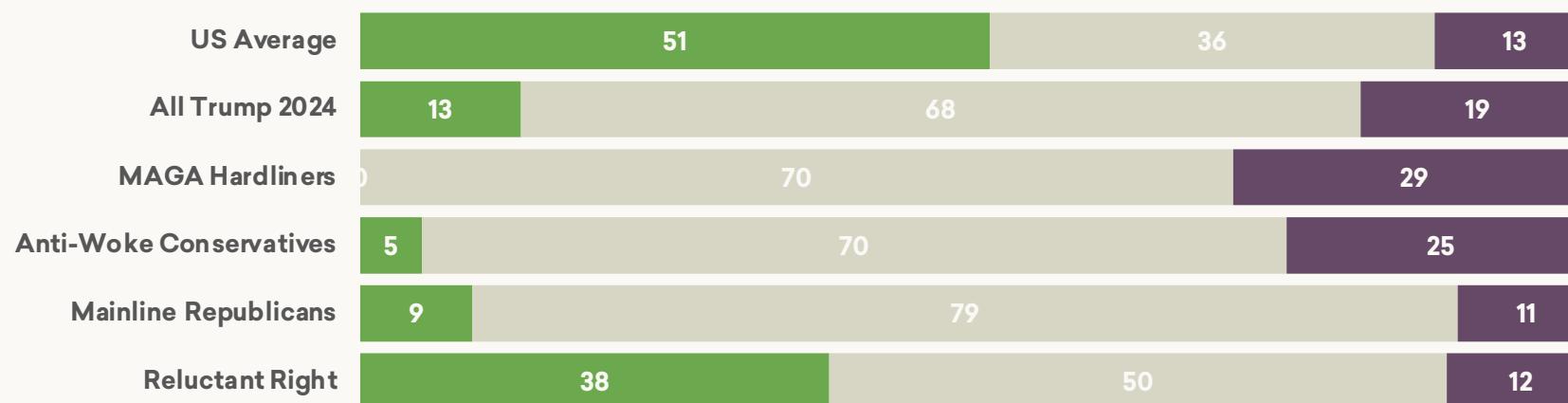


Source: More in Common (2026). Survey of 3,038 general population voters, including 1,572 Trump voters, conducted in January 2026.

Majorities of Trump voters across all segments support the Trump administration's immigration enforcement agenda.

Which of the following best describes how you feel about the Trump Administration's enforcement of immigration laws?

- Going too far
- Getting it right
- Not going far enough

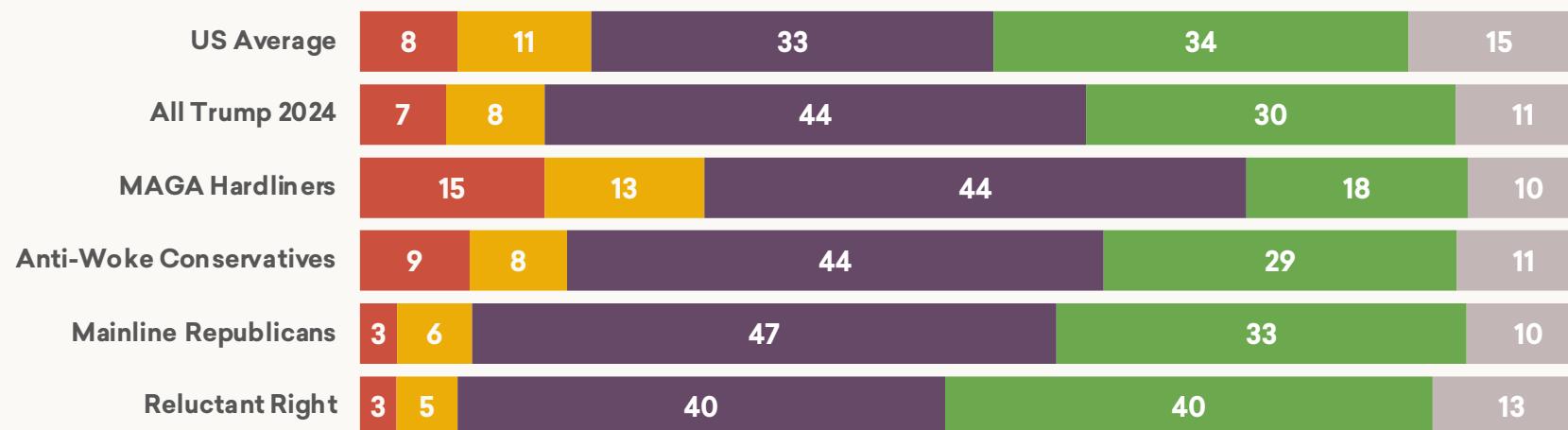


Source: More in Common (2026). Survey of 3,038 general population voters, including 1,572 Trump voters, conducted in January 2026.

Like most Americans, most Trump voters across segments say they don't hate their political opponents (44%) or that they don't have political opponents (30%).

Which statement about your political opponents do you agree with the most?

- I hate my political opponents, and I do not wish them the best.
- I hate my political opponents, but I want the best for them.
- I do not hate my political opponents, and I want the best for them.
- I don't have political opponents
- Don't know

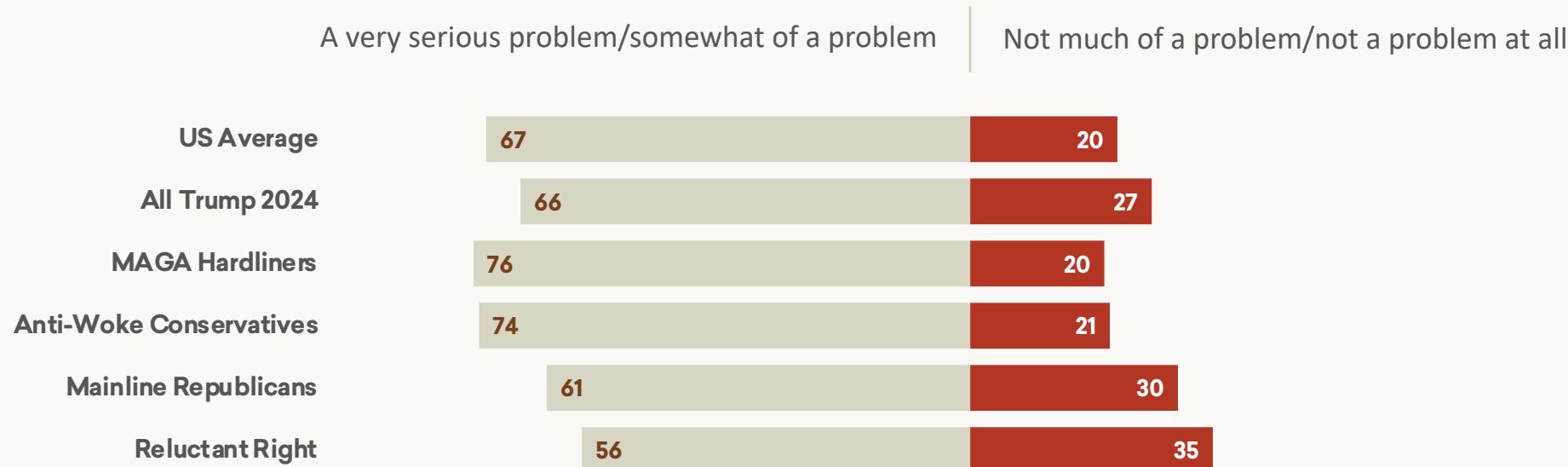


Source: More in Common (2025). Survey of 3,787 general population voters, including 2,195 Trump voters, conducted in November 2025.

Concern with antisemitism

Similar to the US average, majorities across Trump voter segments believe antisemitism is a problem in the US.

How much of a problem, if at all, do you think antisemitism, or hatred of Jewish people, is in the United States today?



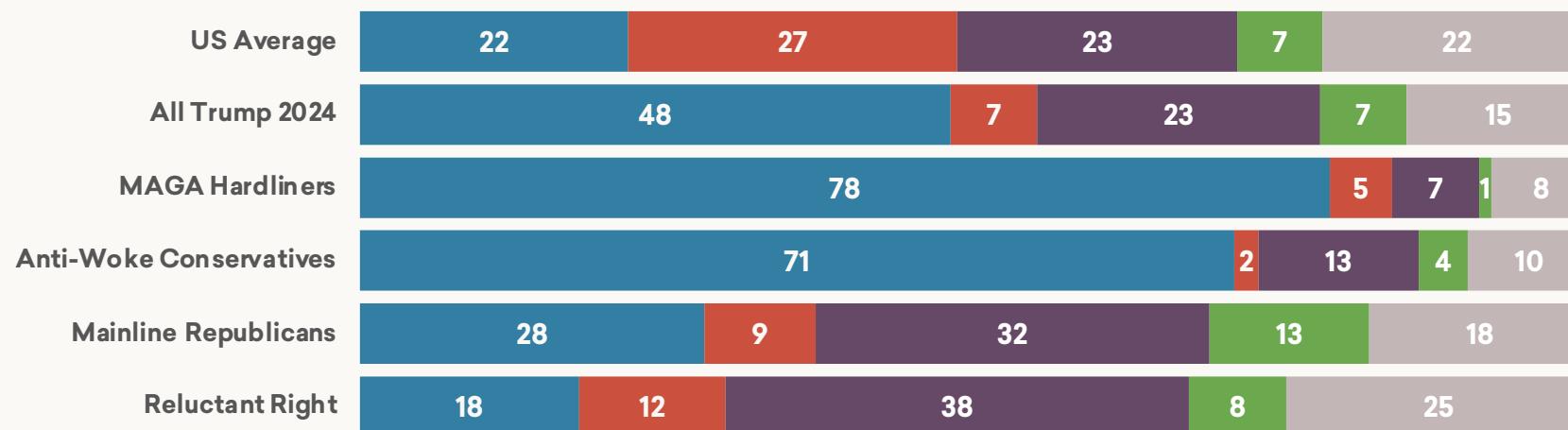
Note: Don't know not shown.

Source: More in Common (2026). Survey of 3,038 general population voters, including 1,572 Trump voters, conducted in January 2026.

Most MAGA Hardliners and Anti-Woke Conservatives think only the political left engages in antisemitic speech or behaviors.

Among political groups, who do you think engages in antisemitic speech or behaviors the most in the United States today?

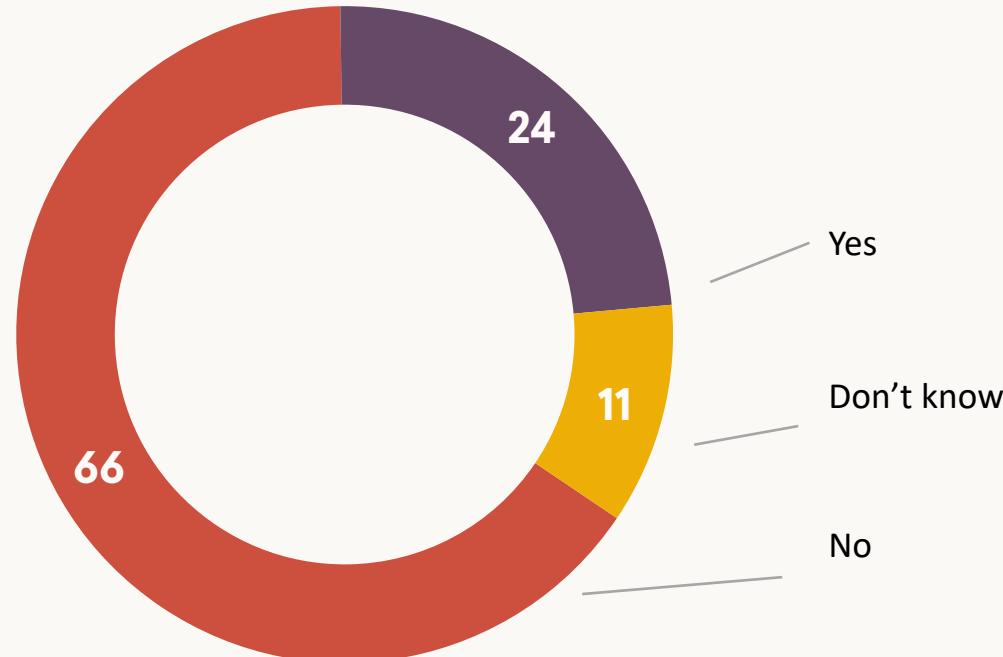
- People on the political left (e.g., liberals, progressives, Democrats)
- People on the political right (e.g., conservatives, MAGA, Republicans)
- Both equally
- Neither
- Not sure



Source: More in Common (2025). Survey of 3,787 general population voters, including 2,195 Trump voters, conducted in November 2025.

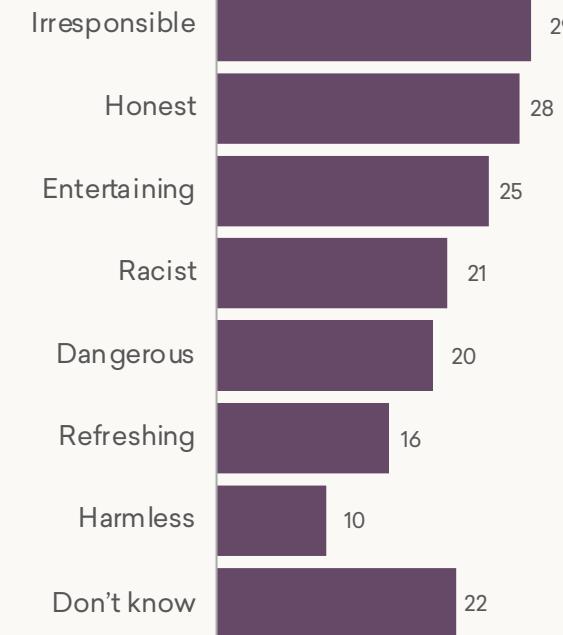
Most Trump voters are not familiar with Nick Fuentes, although those who are aware of him are divided on their assessment: over one fifth thinks Fuentes is “irresponsible,” but also “honest” and “entertaining.”

Have you heard, read or seen anything about Nick Fuentes?



Which of the following words best describe Nick Fuentes? Select all that apply.

% TRUMP 2024 VOTERS WHO HAVE HEARD, READ, OR SEEN ANYTHING ABOUT NICK FUENTES



Source: More in Common (2026). Survey of 3,038 general population voters, including 1,572 Trump voters, conducted in January 2026.

Christian Nationalists receive relatively warm scores, except for among the Reluctant Right. Groopers remain unfamiliar to most Trump voters and are rated negatively by those who recognize them.

How do you feel towards each of the following groups?

Warmth Towards Groups



Question: "On a scale from 0 to 100, where 0 means very cold and 100 means very warm, how cold or warm do you feel towards the following groups? Christian Nationalists; Groopers.

Source: More in Common (2026). Survey of 3,038 general population voters, including 1,572 Trump voters, conducted in January 2026.