

Key 2020 GOP Demographics

By the Defending Conservatism Institute

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Summary: A roadmap to a 2020 GOP victory must expand beyond the core evangelical Christian vote which provides the solid 40-45% of GOP support needed to be consistently competitive. Demographics that will prove key include women, hispanics, blue-collar workers, and college students.

The following is a breakdown of key demographics Republicans will need for 2020, that played a key role in Donald Trump's 2016 victory.

- Evangelical Christians: Between 40 to 46% of Americans identify as young-earth Creationists who believe Earth was created less than 10,000 years ago. These are the die-hard conservatives who make up the Republican base. For all that McConnell and GOP leadership have been playing both sides of the fence to strive for moderates in left-wing states like Maine, it is dangerous for the GOP to alienate Christian conservatives. McCain and Romney attempted to run as center to center-left moderates on social issues, we saw what happened. It is no coincidence that Trump is the first Republican to run as openly conservative on social issues since George W. Bush,

and proved successful after failed campaigns by McCain and Romney. As I've pointed out in the past, Americans tend to be socially conservative. While they are likely to vote Republican so long as the GOP acts at all conservatively, they could, if discouraged, fail to turn out in the same numbers or even vote 3rd party.

- Women: Women are over 50% of all voters, whereas any racial minority demographic will be less than 20%. Women tend to be more pro-life than men. More women than men support the GOP 20-week abortion ban, over 70% according to the Washington Post's polling, which was backed up by 3 other polls. As such, it's not surprising that the leaders of pro-life organizations and the leading activists tend to be women (e.g. Carol Tobias of NRLC, Lila Rose of Live Action, Jill Stanek and Marjorie Danenfesler of SBA). According to Gallup, only 25% of Americans say abortion should be legal in all circumstances and an additional 13% say it should be in most circumstances. Only 28% of Americans say abortion should be legal after the 1st trimester. Republicans have allowed Democrats to use false propaganda on abortion to sway women, even though positionally they tend to be more pro-life than men, and Republicans voted in higher percentages

historically for legislation like the 19th Amendment and Equal Pay Act.

- **Hispanics:** Unlike African-Americans which are die-hard Democrats and vote over 90% for the Democratic Party, Hispanics tend to be more conservative and Republican. Despite the best efforts of Democrats to court Hispanic voters and Republican attempts to drive them away, they continue to vote less than 70% Democrat. They tend to be more conservative, Christian, hard-working, and family-oriented, and are the fastest-growing racial demographic in the United States, on pace to exceed 20% of the population, accounting for 52% of all U.S. population growth in 2018. The Democrats seem surprised at their inability to turn Hispanic voters, but Christian conservatives tend to be Christian conservatives first and foremost, rather than racially or ethnically-motivated, so the conservative nature of Hispanics makes them naturally more partial to Republicans than Democrats. As such, the immigration issue will be secondary to conservative Hispanics who despise liberal politics, so long as Republicans do not demonize them or push them away.
- **Blue-Collar Workers:** A major reason Trump won was his ability to reach out to previously alienated blue-collar workers in rust belt states

like Pennsylvania, Michigan, Ohio, and Wisconsin. Republicans had refused to give in on key economic issues, particularly free trade, before Trump, which is why he was able to break through when past attempts had not. According to Gallup, just 41% of Americans hold a favorable view of China, and 10% or less hold a very favorable view of China, which has held true since 1989. Furthermore, the Gallup poll shows that over 80% of Americans consistently say both the economic and military power of China is a critical or important threat to the United States. 62% of Americans say trade with China is unfair. Donald Trump's waffling on trade restrictions with China, coupled with an unfair tax bill, arguably hurt his standing with this key demographic Republicans will need for 2020, particularly in industrialized rust belt swing states, which proved the major basis of Trump's 2016 upset. McConnell and RINOs court wealthy investors and megacorp owners who care only about free trade and the military-industrial complex so they can get rich at the expense of working Americans but doing so will harm Republican standing among those working-class Americans. Republican positions on free trade and the Iraq War lost this demographic in past years; for many working-class Americans, they must believe the GOP will support the best interests

of average Americans. This segment is probably the backbone of the new pro-Trump GOP which came out of nowhere, and for all that they seem to be Trump loyalists, he can easily lose them if they stop believing he will oppose the wealthy elites in support of the working class. The 2018 midterms and previous polling data show that he was already losing them.

- College Students: Millennials and Generation Z will be the largest share of eligible voters in 2020 but have had low turnout rates. However, their turnout drastically improved in the 2018 midterm elections, and had major impact. College student voting more than doubled from the 2014 to 2018 mid-term elections. Democrats have long used college campuses to indoctrinate impressionable young students, forcing them to adhere to the LGBT liberal agenda in order to pass their courses. Republicans have done a lousy job of reaching out to conservative students through college groups or contesting academia, while allowing liberal university presidents to take advantage of students financially by stealing all of their federal funds through tuition hikes and unfair fees. College students have outsized impact on their communities, going on to play major roles in society, and Republicans ignore them at their peril.

Right now, Democrats are obviously targeting the bottom four demographics, knowing they will be unable to contest the first demographic (although Pete Buttigieg may be a rough first attempt at doing so). Democrats hope to confine Republicans to the 40-46% of socially conservative evangelicals, while gaining the crucial female, hispanic, working class, and student demographics, on the assumption that the evangelical conservative vote alone will not be enough for Republicans to win (which they are probably right about - it can carry the GOP to the doorstep of victory but still leaves the GOP just short of 50%).

The Democrat plan is to isolate the reliably Republican evangelicals, painting them as extremists, while targeting all other key demographics. Democrats are also using infiltrators like McConnell and Obama to sway the Trump administration to pursue policies that will alienate these demographics to improve Democrat chances in 2020.

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