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TO: INTERESTED PARTIES
FROM: TREVOR K. SMITH, PH.D.
SUBJECT: DO NOT RETREAT
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WPA Intelligence conducted a national survey from June 29 to July 2, 2024, consisting of n=1,000 likely 2024 voters. We found important issues related to the Republican Party’s 2024 platform and while the Party evaluates its new platform, retreating from key social issues would likely alienate a large section of its base.

Below summarizes three questions, comparing Republicans against the overall electorate.

First, we introduced respondents to the knowledge that the Party adopts a new party platform every four years and that the current platform is the strongest statement made by the party in protecting unborn life, promoting God, the family, supporting religious freedom, and the freedom to live according to your religious beliefs.

Vote Impact	Overall	Republican
A lot	38%	37%
Just some	20%	25%
Not too much	15%	18%
Not at all	17%	13%
Refuse	11%	7%

When asked if these strong positions impact their vote, Republicans across the country are no different than the rest of the electorate.

Leading up to twenty-twenty-four, the Republican Party Platform has included strong positions on unborn human life, strengthening the family, and religious freedom. Would these issues impact your vote this fall a lot, just some, not too much, or not at all?

Keeping to these positions matters a lot or just some to 58% of voters nationally and 62% of Republicans.

When it comes to the issue of unborn human life, almost one-third (32%) of Republicans would like the Party to adopt stronger positions, and another one-third (34%) would like the Party to leave the positions about where they are now. Only 19% of Republicans would like the Party to talk about this issue less.

Unborn Life	Overall	Republican
Adopt a stronger position	22%	32%
Talk about issue less	28%	19%
Leave the positions about where they are now	25%	34%
Refuse	25%	15%

And fully 47% of voters nationally either want a stronger position or to leave the positions about where they are now.

The Republican Party will adopt a new party platform this summer. This document lays out the guiding principles and positions the party is committed to. On the issue of unborn human life, how would you like to see the party address this issue?

Any weakening of the Party’s position when it comes to protecting human life, will likely alienate two-thirds of Republicans across the country and many non-Republicans as well.

Lastly, we asked about issues of strengthening families and religious freedom, not only are Republicans heavily in favor of adopting stronger positions on these issues, one-third of voters nationally would like to see that as well.

Families and Religious Freedom	Overall	Republican
Adopt a stronger position	32%	51%
Talk about issue less	27%	16%
Leave the positions about where they are now	23%	23%
Refuse	18%	9%

A majority of voters nationally (59%) and over two-thirds of Republicans (67%), would want the party to adopt a stronger position or leave the positions on families and religious freedom about where they are now.

On the issues of strengthening families and religious freedom, how would you like to see the party address these?

Both groups, however, believe strongly that the Party must adopt a stronger position on families and religious freedom over leaving the positions where they are now.

Methodology

WPA Intelligence conducted a national study of likely voters. WPA selected a random sample of registered voters from the national voter file using Registration Based Sampling (RBS).

The sample for this survey was stratified based on geography, modeled party, ethnicity, age, vote history, and gender. This methodology allows us to avoid post-survey “weighting” which can reduce the reliability of survey results.

An online panel was used. Voters were contacted from June 29-July 2, 2024. The study has a sample size of n=1,000 likely voters with a margin of error of ±3.1% in 95 out of 100 cases. Inside those n=1,000 consisted of n=374 self-identified Republicans, a margin of error of ±5.1% in 95 out of 100 cases.

About WPA Intelligence

WPA Intelligence is a leading provider of survey research, predictive analytics and application-based data management technology. WPAi clients win at a rate that exceeds the industry standard by double-digits.

WPAi has been the data team behind the RNC voter scores program, the polling/data team for the 2016 Cruz for President effort, the providers of data strategy for the Las Vegas Raiders relocation and, most recently, the team behind the analytics and polling for Glenn Youngkin’s 2021 Virginia Gubernatorial campaign.

WPAi has been nationally recognized for providing cutting-edge intelligence to help our clients win. The American Association of Political Consultants (AAPC) has awarded WPAi with eleven Pollies including Best in Show. In 2022, CEO Chris Wilson and Principal Amanda Iovino were awarded Pollster of the Year for our polling and analytics work on the Youngkin for Governor Campaign. We have also been recognized by Campaigns & Elections’ Reed Awards for the Best Use of Data Analytics/Machine Learning, Best New Research Technique, Best Application of AI Technology to Optimize Targeting, and Best Data Analytics Solutions.

The cornerstone of WPAi is our personnel. Our methodological approaches are dictated by advanced statistical guidelines as determined by our PhD-led team of researchers and data scientists. Our team has consistently been recognized as some of the best in the industry: CEO Chris Wilson was named Campaigns & Elections’ Technology Leader of the Year; Amanda Iovino, Principal, Matt Knee, Vice President and Director of Analytics, Trevor K. Smith, Ph.D., Chief Research Officer, and Conor Maguire, Principal and Managing Director, each have been recognized amongst the American Association of Political Consultants (AAPC)’s prestigious 40 Under 40 list.