DESPITE CHAOS AND CONTROVERSY, TRUMP FAVORABILITY STABLE THROUGHOUT 2019

Findings from the 2019 American Values Atlas

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Acknowledgements

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Contents

# Americans' Views of Donald Trump Throughout 2019

More Americans viewed President Donald Trump unfavorably (55%) than favorably (41%) throughout most of the 2019 calendar year. In a series of surveys conducted weekly from late March through December, totaling more than 40,000 interviews, Trump's overall favorability rating ranged between 46% and 33%. The proportion of Americans with unfavorable views of the president remains in a similarly small range, from a low of 49% to a high of 62%.

The low point for Trump's favorability occurred in the first half of 2019. The president's favorability rating began a downward shift in mid-April, culminating in a low of 33% favorable (and the unfavorable high of 62%) the week of April 30. This drop-off in favorability coincided with the long-awaited completion and release of former Special Counsel Robert Mueller's report on the investigation into the Trump campaign's alleged collusion with Russia to influence the 2016 election. An initial summary from Attorney General William Barr was released on March 24, and the redacted report was released on April 18. Trump's favorability rebounded over the course of May, likely as news about the Mueller report faded.

Notably, Trump's highest favorability ratings among all Americans come much later in the year, after the announcement of the impeachment inquiry. His favorability reached 46% the week of October 29, amid impeachment inquiry hearings, but also immediately after the October 27 confirmation that a U.S. operation had resulted in the death of ISIS leader Abu Bakr al-Baghdadi. The spike was short-lived, and Trump's favorability rating returned to around 40% throughout November.

FIGURE 1.   Trump's Favorability Remains Mostly Stable Throughout 2019
Views of Trump:
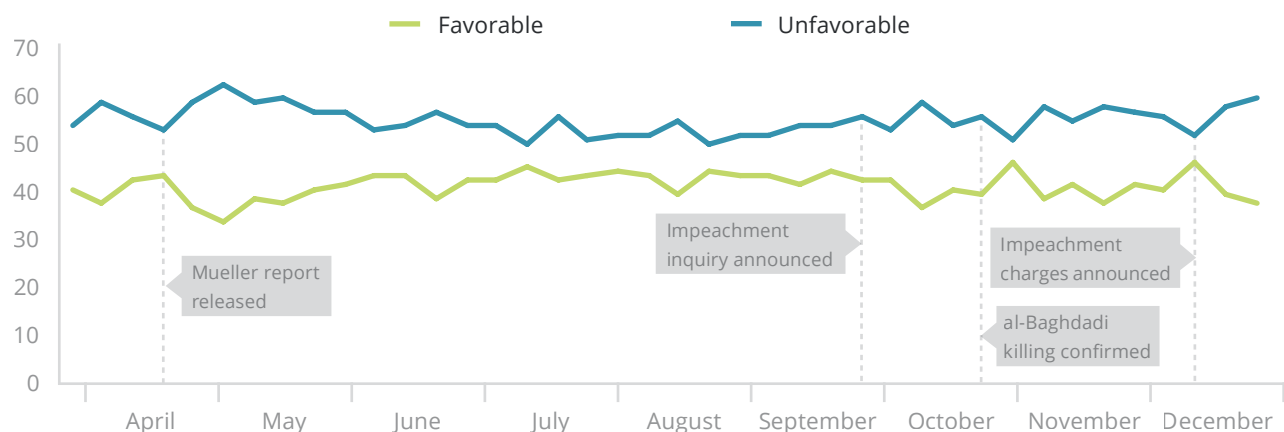
Source: PRRI 2019 American Values Atlas.

Another spike up to 46% favorability occurred the week of December 10. This increase appears to be a show of support for Trump by Republicans opposed to the articles of impeachment released by the U.S. House of Representatives that same week. This bump in favorability was also short-lived and Trump ended the year with a favorability rating of 37% at the end of December.

With the exception of these few variations in Trump's favorability rating, Americans' views of the president have been remarkably stable, perhaps the defining feature of the Trump presidency. Despite, or perhaps because of, an almost daily onslaught of controversial actions and pro-nouncements throughout 2019, very few appear to have meaningful effects on his favorability.

Republican Support Doesn't Waver, Nor Does Democrat Opposition

Trump has firm support from his own party. Less than eight in ten (79%) Republicans view him favorably across the year, and the low point is a brief dip to 67% in early May, coinciding with the Mueller report release and its news dominance. Favorability among Republicans immediate-ly rebounds to around the 80% mark and remains there until a brief spike to the upper 80s in mid-December when the impeachment charges were released.

By contrast, the president only garnered the favor of 15% of Democrats throughout the year. During the summer of 2019, Trump's favorability among Democrats hovered just below 20% be-fore dipping down to around the 10% level once the impeachment inquiry began.

FIGURE 2. Trump's Favorability Throughout 2019, by Party Affiliation
Percent who hold favorable views of Trump:
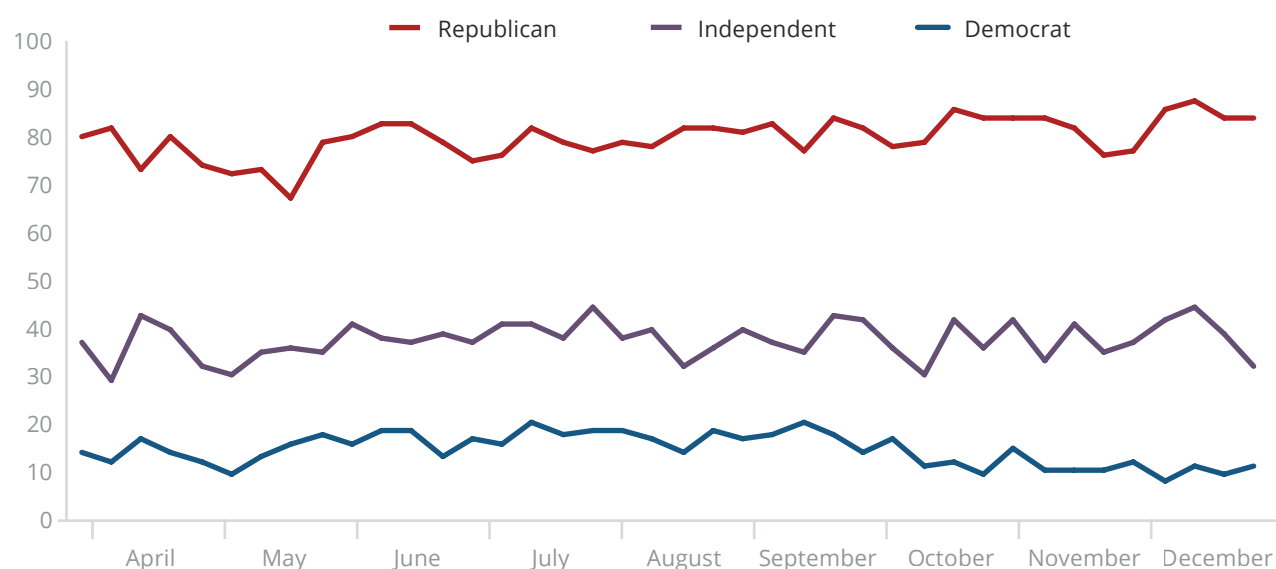
Source: PRRI 2019 American Values Atlas.

Among independents, Trump's favorability averaged 37% during 2019, but their views showed more variability than their partisan counterparts. The proportion of independents who view Trump favorably wobbled between 30% and 45%, with a dip coinciding with the Mueller report controversy in late April and early May, and clear downturns around the time the impeachment inquiry was announced in late September and again when the impeachment charges were announced in December.

White Christians Boost Trump's Favorability Numbers

Among religious affiliations, Trump's strongest support comes mostly from adherents to white Christian traditions. Majorities, or near majorities, of white evangelical Protestants (64%), Mormons (55%), white Catholics (49%), white mainline Protestants (48%), and Orthodox Christians (48%), rate the president favorably.[1]

By contrast, among nonwhite Christian groups, just over one-third (37%) of Hispanic Protestants, one in four (25%) Hispanic Catholics, and fewer than one in five (18%) black Protestants report holding favorable views of the president. Additionally, only 26% of Jehovah's Witnesses view Trump favorably.

Among non-Christian traditions, around one-third adherents of not listed religions (36%), Hindus (35%), Jews (34%), and Muslims (33%) hold favorable views of Trump. Fewer Buddhists (28%) and Unitarian Universalists (21%) view the president favorably.[2] Among the religiously unaffiliated, 32% say they have a favorable view of Trump.

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[1]   A plurality (47%) of "other nonwhite Protestants" who do not identify as black or Hispanic also rate Trump favorably. This group includes Protestants who identify as Asian or Pacific Islander Americans, Native Americans, multiracial Americans, and those who identify as another race.

[2]   Unitarian Universalist sample size is less than 100.

FIGURE 3. Trump's Favorability Throughout 2019, by Religious Affiliation

Percent who view Trump favorably, with range throughout 2019:

Religious Affiliation	Favorability
White evangelical Protestant	64
Mormon	55
White Catholic	49
White mainline Protestant	48
Orthodox Christian	48
Other Protestant	47
Hispanic Protestant	37
Other non-Christian religion	36
Hindu	35
Jewish	34
Other Catholic	33
Muslim	33
Religiously unaffiliated	32
Buddhist	28
Jehovah's Witness	26
Hispanic Catholic	25
Unitarian/Universalist*	21
Black Protestant	18

Average Favorability

Minimum Favorability — Maximum Favorability

0   80

Source: PRRI 2019 American Values Atlas.

*Sample size is less than 100.

Trump's Base

Trump's favorability remains high across a range of Republican demographic subgroups, including those least likely to support the president. Large majorities of Republican women (78%), Republican college graduates (78%), religiously unaffiliated Republicans (76%), young Republicans ages 18-29 (75%), Hispanic Republicans (71%), and black Republicans (62%) hold favorable views of the president.

Beyond Republicans, the only groups in which a majority view Trump favorably are various white subgroups: White evangelical Protestants, Mormons, white men, white Americans without college degrees, and older white Americans (those age 50 and over).

FIGURE 4. Trump Favorability in Base Groups, by Strength of Opinion

Views of Trump:
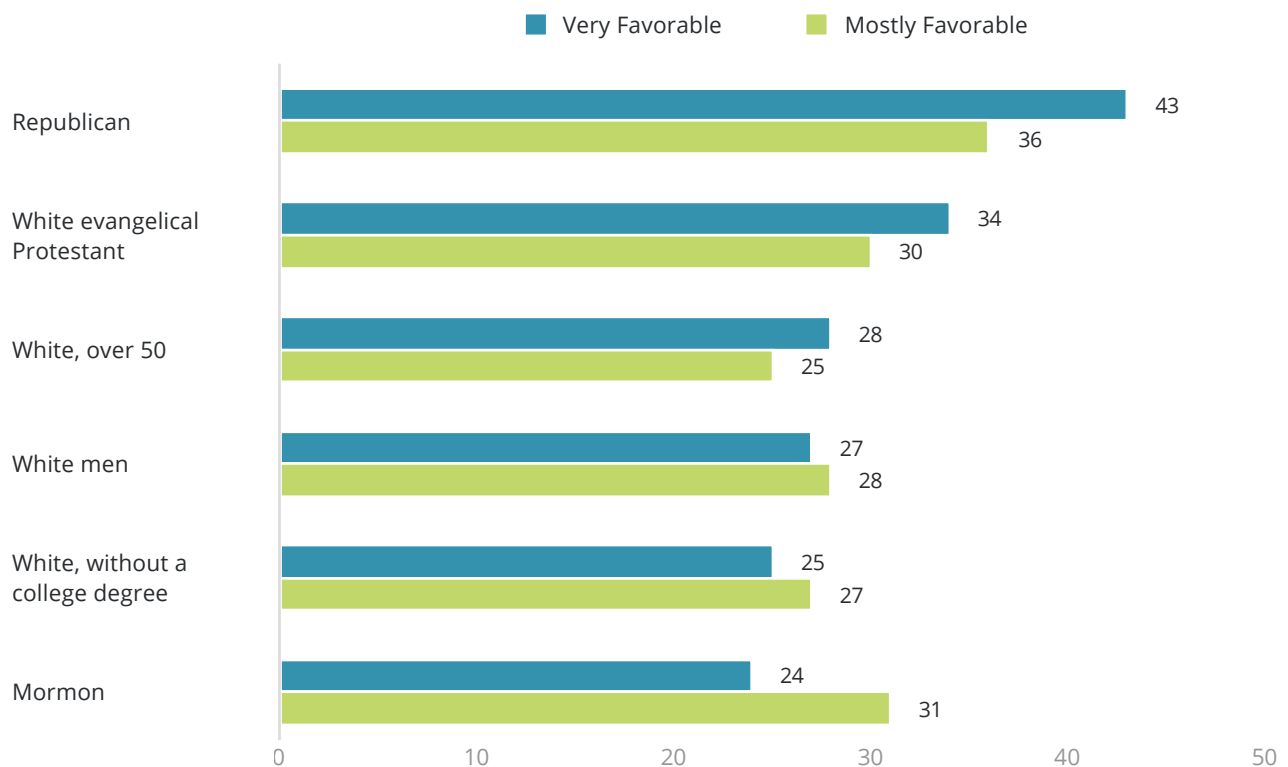
Source: PRRI 2019 American Values Atlas.

White Evangelical Protestants

White evangelical Protestants make up 15% of the total population. They are among Trump's strongest supporters, with the highest favorability ratings of Trump of any major non-political demographic group. On average, nearly two-thirds (64%) of white evangelical Protestants have a favorable view of Trump across 2019, including one-third (34%) who say they are *very* favorable toward him.

Trump's favorability ratings among white evangelical Protestants increased over the course of 2019. Fewer than six in ten white evangelical Protestants view him favorably during the months of April (56%) and May (54%), corresponding with lower overall favorable ratings for the president in those months, likely related to the Mueller report.[3] Trump's favorability ratings rose to about two-thirds of white evangelical Protestants for the rest of 2019, with a peak in September (72%). Unlike many other groups, Trump's favorability among white evangelical Protestants did not decline after the announcement of the impeachment inquiry and subsequent impeachment charges.

White evangelical Protestant Republicans are much more likely than white evangelical Protestant independents or Democrats to rate Trump favorably. Among white evangelical Protestants, almost nine in ten (88%) Republicans rate Trump favorably, compared to a majority (56%) of independents. About one in four (23%) white evangelical Protestant Democrats rate Trump favorably; however, only 21% of white evangelical Protestants identify as Democrats.

Majorities of white evangelical Protestants view Trump favorably regardless of gender, age, education, marital status, or geographic region. White evangelical Protestant men (69%) are more likely than white evangelical Protestant women (59%) to say they have a favorable impression of the president. Trump's favorability rises to about seven in ten among seniors ages 65 and older (70%) and middle-aged white evangelical Protestants ages 50-64 (68%). Fewer than six in ten white evangelical Protestants ages 18-29 (57%) and 30-49 (55%) have favorable views of the president.

Almost seven in ten (68%) white evangelical Protestants with a high school or less education view Trump favorably. Favorability drops to about six in ten among white evangelical Protestants with some college experience (60%), college graduates (61%), and those holding postgraduate degrees (63%).

Married or formerly married white evangelical Protestants are more likely than single white evangelical Protestants to say they are favorable to Trump. Almost two-thirds of married (65%), divorced (65%), and widowed (65%) white evangelical Protestants view Trump favorably. Among

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[3]   The Survey began on March 26, 2019. Results from March 26-31 are included under April.

FIGURE 5. Trump Favorability Among White Evangelical Protestants, by Party Affiliation

Percent who view Trump favorably:
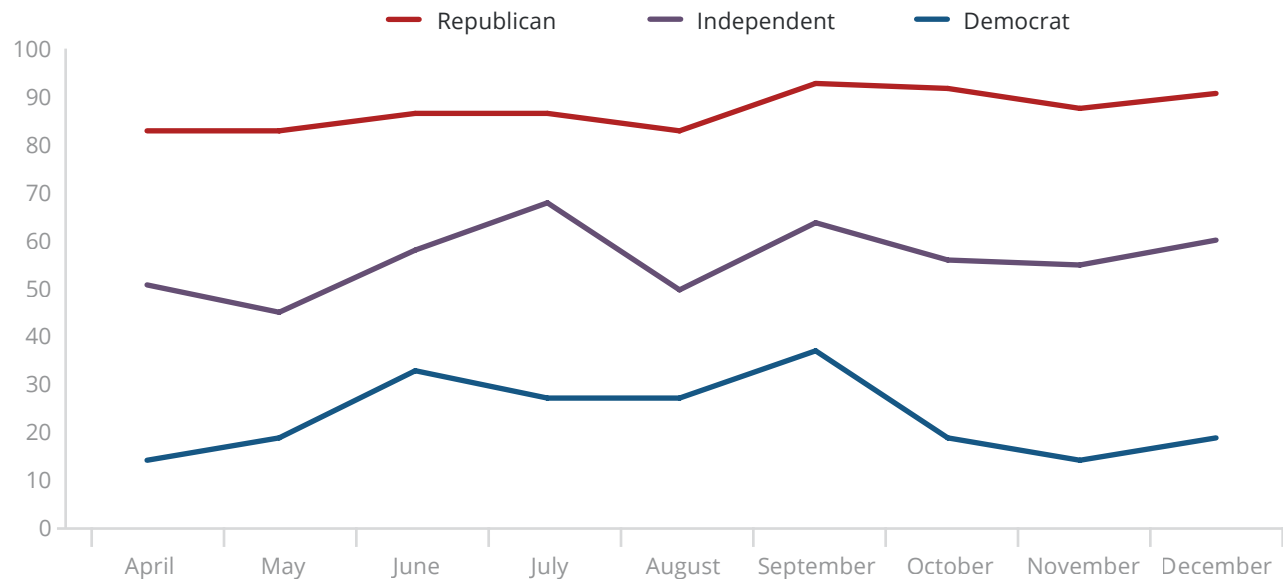
Source: PRRI 2019 American Values Atlas.

white evangelical Protestants, just under six in ten (59%) unmarried singles and a slim majority (51%) of singles living with partners hold a favorable view of Trump.

White evangelical Protestants living in the South (68%) and Midwest (63%) are more likely than white evangelical Protestants living in the West (58%) and Northeast (57%) to rate Trump favorably.

White evangelical Protestants are a critical part of Trump's base leading up to the 2020 presidential election. Two-thirds (66%) say they will support Trump no matter who the Democratic candidate is, while about one in four (23%) say their vote will depend on which Democratic candidate becomes the nominee. More than eight in ten (82%) white evangelical Protestant Republicans and independent-leaning Republicans say they prefer having Trump as the Republican nominee as opposed to someone else.[4]

Additionally, white evangelical Protestants have consistently opposed impeaching and removing Trump from office. More than eight in ten opposed impeachment and removal both before and after the impeachment inquiry began in October 2019 (88% and 82%, respectively), though the difference is not significant.[5]

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[4]   Source: PRRI 2019 American Values Survey.

[5]   Source: PRRI 2019 American Values Survey and PRRI 2019 American Values Survey Supplement.

Mormons

Mormons make up 2% of the total population, and a majority (55%) view Trump favorably, including almost one in four (24%) who hold *very* favorable views.

Republican Mormons are much more likely to view Trump favorably than Mormons who identify as independent or Democrat. Among Mormons, about three in four (74%) Republicans, compared to 47% of independents and only 18% of Democrats, hold favorable views of Trump. A plurality of Mormons identify as Republican (44%), with 38% identifying as independent and only 14% identifying as Democrat.

Mormon men (64%) are much more likely than Mormon women (45%) to say they hold a favorable view of Trump. Additionally, Mormons ages 65 and older (62%) and ages 50-64 (67%) are more likely than Mormons ages 30-49 (52%) and ages 18-29 (45%) to hold favorable views of Trump. Six in ten (60%) Mormons with a college degree, compared to 53% of Mormons without a college degree, hold favorable views of Trump.

White Men

White men make up 30% of the population, and a majority (55%) view Trump favorably, including more than one in four (27%) who have *very* favorable views of him. Majorities of white men view Trump favorably throughout every month of 2019. Smaller majorities report favorable views of Trump in April (53%) and May (51%), coinciding with Trump's lower overall favorability in those months likely related to the release of the Mueller report. His numbers among white men rise in the summer and early fall with highs in July (58%) and September (57%). Support among this group dips slightly in October (52%), perhaps in response to the beginning of the impeachment inquiry, before ending the year at 57%.

Republican white men are much more likely to view Trump favorably than white men who say they are independents or Democrats. Among white men, more than eight in ten (84%) Republicans, compared to half (50%) of independents and 21% of Democrats, view Trump favorably. A plurality of white men identify as Republican (37%), but a fair number identify as independent (34%) or Democrat (26%).

Support for Trump among white men is highest among those who are 65 or older (58%) and those ages 50-64 (59%). About half of white men ages 30-49 (52%) and ages 18-29 (48%) also have a favorable impression of the president.

Favorability toward Trump among white men declines with higher levels of educational attainment. Six in ten (60%) white men with high school or less education, and a majority (56%) of those

with some college experience, view Trump favorably. Favorability drops to half (50%) among college graduates and 44% among white men with postgraduate degrees.

Majorities of white men across every major Christian religious tradition favor Trump. About two-thirds of white evangelical Protestant men (69%) and white Mormon men (65%) view the president favorably. Majorities of both white Catholic men (58%) and white mainline Protestant men (55%) also favor Trump. Support for Trump drops to less than half among non-Christian groups including the religiously unaffiliated white men (41%) and Jewish white men (33%).

A plurality of white men express a preference for Trump in the 2020 election. Just under four in ten (38%) say that they prefer Trump regardless of who becomes the Democratic nominee, while about three in ten say they prefer the Democratic nominee (31%) or that their preference will depend on who wins the Democratic primary (30%).[6] Three in four (75%) Republican and Republican leaning-independent white men say they prefer Trump to be the Republican nominee over another Republican. About six in ten white men say they oppose impeaching and removing Trump from office both before (63%) and after (59%) the impeachment inquiry began.[7]

White Americans Without a College Degree

White Americans without four-year college degrees, sometimes referred to as white working-class Americans, are another core component of Trump's base. This group makes up 39% of the population and holds broadly favorably views of Trump. A majority (52%) of white Americans without a college degree view Trump favorably, while one in four (25%) hold *very* favorable views of him. Trump's favorability ratings in this group dipped to just under half in April (49%) and May (48%) around the release of the Mueller report, but his numbers increased to a slim majority for the rest of the year with a high in July (56%) and no noticeable reaction to the impeachment proceedings.

White Republicans without a college degree are much more likely to rate Trump favorably than their independent and Democratic peers. About one-third of white Americans without a college degree identify as Republican (35%) or independent (33%), and 28% identify as Democrat. Among whites without a college degree, more than eight in ten (83%) Republicans view Trump favorably, compared to less than half (46%) of independents and just over one in five (22%) Democrats.

White men without a college degree (58%) are much more likely than white women without a degree (46%) to hold favorable views of Trump. White Americans without a college degree favor Trump across most age groups. Majorities of seniors ages 65 and older (55%), those ages 50-64

(57%), and those ages 30-49 (51%) support Trump. Notably, just over four in ten (42%) young white Americans without a college degree ages 18-29 hold favorable views of Trump.

More than four in ten (42%) white Americans without a college degree say they will vote for Trump regardless of who becomes the Democratic nominee. About one in four (24%) say they will vote for whoever wins the Democratic nomination, while one-third (33%) report that their vote will depend on who the Democratic nominee is.[8]

Clear majorities of white Americans without a college degree oppose impeaching and removing Trump from office. Just before the announcement of an impeachment inquiry, more than two-thirds (68%) opposed impeachment and removal, but after the beginning of impeachment proceedings, this opposition dropped to six in ten (61%). This change is driven by white women without a college degree, less than six in ten (58%) of whom opposed impeachment and removal down from seven in ten (70%) prior to the start of the impeachment inquiry. White men without a college degree did not move substantially (67% to 63%) in that period.[9]

White Americans Over Age 50

White Americans ages 50 and over make up just under one-third (31%) of the population, and most (53%) view Trump favorably. Trump's favorability among older whites remained relatively static throughout the year, with no evident reaction to events that affected favorability ratings among other groups. Older whites show some divisions on Trump around gender, education, and party lines.

Older white Republicans are significantly more likely than independents or Democrats to hold favorable views of Trump. More than eight in ten (84%) older white Republicans view Trump favorably. Trump's favorability drops to less than half (48%) among older white independents and about one in ten (14%) among older white Democrats. A plurality of older whites are Republicans (38%), while about three in ten identify as independents (30%) or Democrats (28%).

White men over 50 are more likely than white women over 50 to say they are favorable toward Trump. Almost six in ten (58%) older white men compared to less than half (47%) of older white women say they favor Trump. Majorities of older whites with a high school degree or less (58%) or some college experience (54%) view Trump favorably. Just under half (49%) of older white college graduates and only 40% of postgraduates hold a favorable view of Trump.

About two-thirds of older white evangelical Protestants (68%) and Mormons (65%) view Trump positively, as do about half of older white Catholics (51%) and white mainline Protestants (48%).

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[8]   Source: PRRI 2019 American Values Survey.

[9]   Source: PRRI 2019 American Values Survey and PRRI 2019 American Values Survey Supplement.

Trump's favorability drops to just over one-third (36%) among religiously unaffiliated older whites and to less than three in ten (28%) among older white Jews.

Compared to other segments of Trump's base, older whites appear to be less reliable Trump supporters in the 2020 election. Just over four in ten (41%) say they would prefer Trump over the Democratic candidate, while about one-third (34%) say they would support whoever becomes the Democratic nominee. Less than one in four (23%) older whites say their preference will depend on who becomes the nominee.[10] Six in ten (61%) older whites report that they would oppose impeaching and removing Trump from office after the impeachment inquiry was announced.[11]

FIGURE 6. Trump Favorability in Base Groups, by Gender

Percent who hold favorable view of Trump:
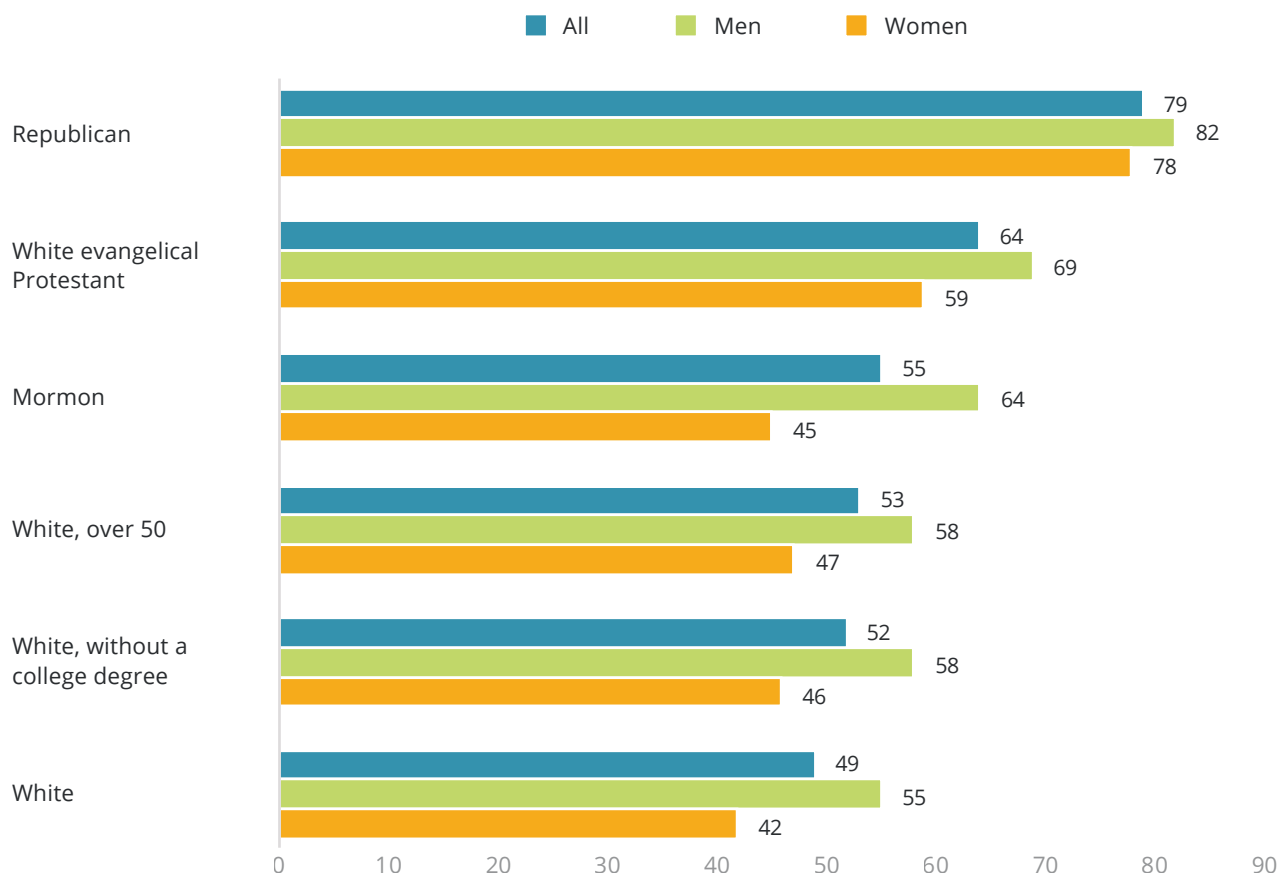
Source: PRRI 2019 American Values Atlas.

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10   Source: PRRI 2019 American Values Survey.

11   Source: Source: PRRI 2019 American Values Survey and PRRI 2019 American Values Survey Supplement.

What are the Strongest Predictors of Holding Favorable Views of Trump?

In order to understand the strongest independent predictors of holding favorable views of Trump, we constructed a logistic regression model. The most important determinants of viewing Trump *very* favorably, even while accounting for a range of other possible characteristics, are party affiliation, ideology, and race.

TABLE 1. Characteristics Associated with Holding Very Favorable Views of Trump

	Odds Ratio	Direction ____ likely than	Reference Category
Political Variables			
Republican	9.2	More	Democrat
Independent	3.0	More	Democrat
Conservative	3.0	More	Liberal
Moderate	1.2	More	Liberal
Registered to vote	1.3	More	Not Registered to Vote
Demographic Variables			
Men	1.5	More	Women
Ages 30-49	1.3	More	Ages 18-29
Ages 50-64	1.6	More	Ages 18-29
Ages 65 and older	1.9	More	Ages 18-29
White	2.5	More	Black
Hispanic	2.6	More	Black
Asian and Pacific Islander	3.2	More	Black
Multiracial	2.8	More	Black
Native American	3.0	More	Black
Socioeconomic Variables			
High School or Less	1.6	More	Postgraduate
Some College	1.2	More	Postgraduate
$200,0000 or more	1.4	More	Less than $30,000

	Odds Ratio	Direction ____ likely than	Reference Category
Geographic Variables			
South	1.2	More	Northeast
Suburban	1.2	More	Urban
Rural	1.6	More	Urban
Religious Variables			
White evangelical Protestant	1.5	More	Unaffiliated
Black Protestant	1.7	More	Unaffiliated
White Catholic	1.2	More	Unaffiliated

Unsurprisingly, party affiliation serves as the best predictor of holding a very favorable view of Trump. Republicans are 9.2 times more likely than Democrats to hold a very favorable view of Trump. The Republican effect is by far the largest in the entire model. Independents are 3 times more likely than Democrats to view the president very favorably. Compared to liberals, conservatives are 3 times more likely to hold a very favorable view of Trump. Moderates are only 1.2 times more likely than liberals to be very favorable to Trump.

Among demographic variables, every major racial group is about 3 times more likely than black Americans to hold a very favorable view of Trump: White (2.5), Hispanic (2.6), Asian and Pacific Islander (3.2), multiracial (2.8), and Native American. This seemingly paradoxical lower odds ratio for whites is due to the fact that the model simultaneously accounts for party, age, and religion.

There is a clear gender gap, with men 1.5 times more likely to be very favorable to Trump than women. Age plays a major role in determining strong support for Trump as well, with each of the older age groups more likely to say they are very favorable toward Trump than those ages 18-29.

Both education and income levels help predict the likelihood of holding a very favorable opinion of Trump. A person with a high school degree or less is 1.6 times more likely to hold strongly favorable views of Trump than someone with a postgraduate degree, while a person with some college experience is 1.2 times more likely. Americans with household incomes over $200,000 per year are 1.4 times more likely to be very favorable toward Trump than someone with a household income of less than $30,000 per year. This income finding might seem counterintuitive at first, but there are only 4% of Americans in the over $200,000 per year income category. This very small group of top earners buck the general trend that Trump's favorable ratings generally decrease as education and income increase.

Americans living in the South are 1.2 times more likely than those in the Northeast to hold very favorable views of Trump. Rural residents are 1.6 times more likely, and suburban residents are 1.2 times more likely, than urban residents to hold very favorable views of the president.

A few religious characteristics stand out as more predictive of high levels of favorability for Trump. Black Americans identifying as Protestants are 1.7 times more likely than the religiously unaffiliated to say they are *very* favorable to Trump. This finding might seem counterintuitive, given black Americans' strong dislike of the president, but since race and partisanship are accounted for elsewhere in the model, the effect of religion increases the likelihood of very favorable views. Even with race and party affiliation accounted for, however, white evangelical Protestants are 1.5 times more likely to hold a very favorable view of Trump than the religiously unaffiliated, while white Catholics are 1.2 times more likely.

Trump's Opposition

While Republicans are mostly united behind Trump, Democrats are even more united against him. More than eight in ten (83%) Democrats say they hold an unfavorable view of Trump, including 61% who say they have a *very* unfavorable view. Americans who identify as Democrats hold unfavorable views of Trump, even within groups who are more likely to view Trump favorably overall. Majorities of Democratic seniors age 65 and older (85%), white Democratic men (78%), and white Democrats without a college degree (72%) all hold solidly unfavorable views of Trump.

Besides Democrats, a few key constituencies stand out in their unfavorable views of Trump: black Americans, Hispanic Americans, religiously unaffiliated Americans, non-Christian religious Americans, and multiracial Americans. Regardless of most other demographic factors, these groups are overwhelmingly opposed to Trump across nearly every metric.

Black Americans

Black Americans are remarkably unified in their unfavorable views of Trump. Black Americans make up 12% of the population, and more than three in four (77%) say they hold mostly or very unfavorable views of Trump. A 56% majority say they have *very* unfavorable views of him. Fewer than one in five (18%) say they are favorable toward Trump.

Black Americans' assessments of Trump have been overwhelmingly unfavorable throughout 2019. Nearly eight in ten black Americans said they held unfavorable views of Trump through April (76%) and May (79%). Trump's unfavorable ratings among black Americans dipped to a low of 72% in August before increasing to a high of 83% in December.

Black Democrats and independents are overwhelmingly unfavorable toward Trump, though the relatively small share of black Republicans hold mostly favorable views of him. A 55% majority of black Americans identify as Democrats, an additional 31% identify as independents, and 10% identify as Republicans. Nearly nine in ten (88%) black Democrats hold unfavorable views of Trump, including two-thirds (67%) who hold *very* unfavorable views of Trump. Nearly three in four (74%) black independents say they hold unfavorable views of Trump. Partisanship takes over for black Republicans, though, among whom only 36% hold unfavorable views of Trump.

Black women (81%) are more likely than black men (71%) to rate Trump unfavorably. A month-by-month look at differences by gender among black Americans shows that black men's ratings of Trump are generally in the 70s, while Trump's unfavorable ratings among black women declined in the spring and summer from 84% in April to 74% in August, then steadily returned to 85% by December after the announcement of impeachment proceedings. Aside from these gender dif-

FIGURE 7. Trump Favorability Among Black Americans, by Gender

Percent who view Trump UNfavorably:
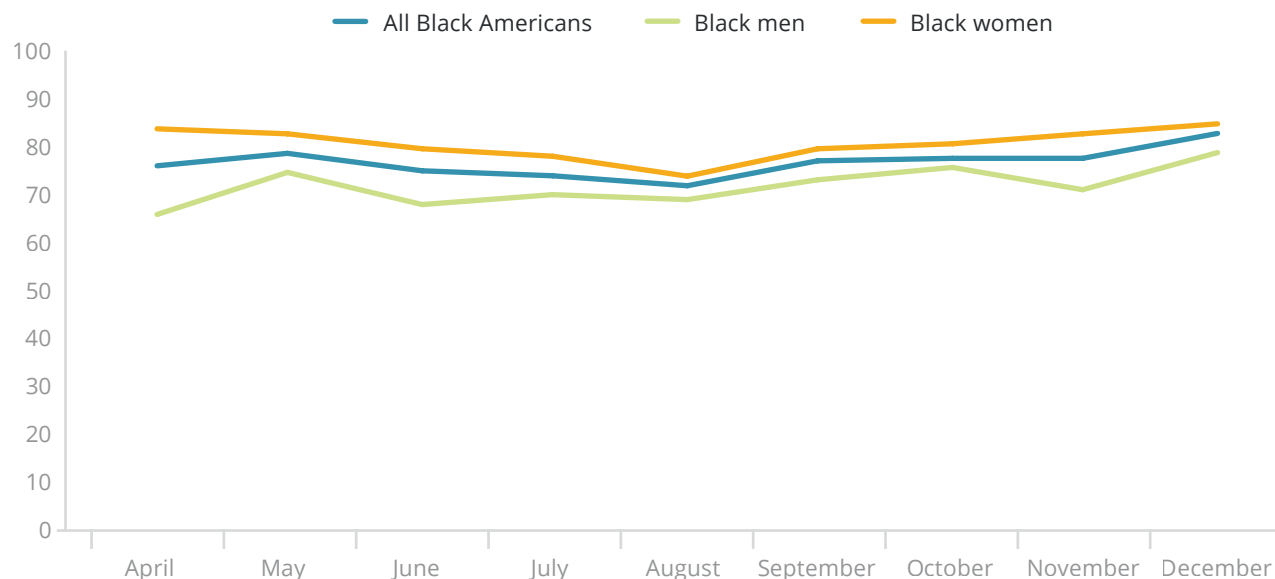
Source: PRRI 2019 American Values Atlas.

ferences, black Americans are remarkably similar in their attitudes toward Trump, regardless of religion, age, or level of education.

In the lead up to the 2020 election, black Americans have largely united around the Democratic Party. A majority (57%) say they have already decided that they will support the Democratic candidate over Trump, regardless of who wins the nomination. Around one-third (34%) say their vote depends on who the Democratic nominee is, and fewer than one in ten (6%) say they will support Trump no matter who wins the nomination.[12]

Black Americans overwhelmingly support impeaching and removing President Trump. Prior to the announcement of the impeachment inquiry, 71% supported impeachment and removal, while 27% were opposed. After the announcement of impeachment proceedings, support for impeachment and removal among black Americans grew to 85%.[13]

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[12] Source: PRRI 2019 American Values Survey.

[13] Source: PRRI 2019 American Values Survey and PRRI 2019 American Values Survey Supplement. The sample size of black Americans post-impeachment announcement is 84. Differences in support for impeachment before and after the announcement are statistically significant despite the sample size.

Young Nonwhite Americans

Young nonwhite Americans ages 18-29 make up 10% of the population. Almost half (49%) of this group identifies as Hispanic, one-quarter (25%) as black, 13% as Asian American or Pacific Islander, 10% as multiracial, 3% as Native American, and less than 1% as another race. Two-thirds (67%) of this group hold unfavorable views of Trump, including a 43% plurality who hold *very* unfavorable views of him. Throughout 2019, young nonwhite Americans' unfavorable ratings remained stable between 65% and 71% through the year.

Despite their consistently unfavorable views of Trump, nonwhite Americans are not as Democratic as other groups who express similar views of Trump. A 45% plurality of young nonwhite Americans identify as independents, while 34% identify as Democrats, and 11% identify as Republicans. More than eight in ten (84%) young nonwhite Democrats hold unfavorable views of Trump, compared to around two-thirds (66%) of young nonwhite independents, and more than one-quarter (28%) of young nonwhite Republicans.

Young nonwhite women are more likely than young nonwhite men to hold unfavorable views of Trump (75% vs. 60%). The gender gap is even wider for very unfavorable views of Trump, with a 53% majority of young nonwhite women compared to 34% of young nonwhite men who say they hold *very* unfavorable views of Trump.

Hispanic Americans

Hispanic Americans make up 16% of the American population. Just under half (48%) say they were born outside the United States, while a slim majority (52%) were born in the U.S. or Puerto Rico. Just over six in ten (63%) Hispanic Americans hold unfavorable views of Trump, including a 44% plurality who hold *very* unfavorable views. Fewer than three in ten (28%) hold favorable views of Trump.

Throughout 2019, Hispanic Americans' unfavorable ratings of Trump remained relatively stable, staying between 59% and 65%. In April Trump's unfavorable rating stood at 64% before dropping to 61% through June and July, then returning to 65% in August. Trump's unfavorable rating among Hispanic Americans dipped to 59% in October before climbing back to 65% in December.

More than eight in ten (81%) Hispanic Democrats and 63% of Hispanic independents, but only 24% of Hispanic Republicans hold unfavorable views of Trump. Notably, however, only 13% of Hispanic Americans identify as Republicans. Just over four in ten (42%) Hispanic Americans say they are independent, while around one-third (35%) identify as Democrats.

Despite Trump's fiery immigration rhetoric, Hispanic Americans' place of birth does not appear to have a particularly large effect on their opinions of him. Around two-thirds (65%) of U.S.-born His-

panic Americans hold unfavorable views of Trump, along with 62% of Puerto Rican-born Hispanic Americans, and 60% of foreign-born Hispanic Americans. Foreign-born Hispanic Americans are more likely to say they do not have an opinion on Trump or don't know enough to assign him a rating (13%) than those born in the U.S. states (5%).

Hispanic women are more likely than Hispanic men to hold unfavorable views of Trump. More than two-thirds (68%) of Hispanic women rate Trump unfavorably, including nearly half (49%) who say they are *very* unfavorable toward him. A majority (57%) of Hispanic men hold unfavorable views of Trump, including 38% who hold *very* unfavorable views.

Despite their negative assessments of Trump, many Hispanic Americans have not completely united behind a Democratic candidate in the 2020 race for president. Almost half (46%) say their vote will depend on who the Democratic nominee is, while 40% say they will support the Democratic candidate. Just over one in ten (12%) say they will support Trump no matter who wins the Democratic nomination.[14]

Religiously Unaffiliated Americans

Most religiously unaffiliated Americans report viewing Trump quite unfavorably. The religiously unaffiliated make up nearly one in four (24%) Americans, and more than six in ten (63%) hold unfavorable views of Trump. More than four in ten (45%) religiously unaffiliated Americans say they are *very* unfavorable toward Trump. Less than one third (32%) hold favorable views. Among the religiously unaffiliated, atheists and agnostics are more unfavorable toward Trump (73% and 72% respectively) than Americans who are unaffiliated but say they are a religious person (51%) or those who are secular and not religious (63%).

Unaffiliated Americans' unfavorable assessments of Trump have increased somewhat through the year. Throughout April, May, and June, 63% said they hold unfavorable views of Trump. Unfavorable ratings dipped to 60% through July and August before climbing to 64% in September, 66% in October around the time of the announcement of impeachment proceedings. Trump's unfavorable ratings among this group reached a high of 67% in November and December.

Religiously unaffiliated Americans have a unique political profile: They are not overwhelmingly Democratic but are still highly unfavorable toward Trump. A 43% plurality of religiously unaffiliated Americans identify as independents, 35% identify as Democrats, and 16% identify as Republicans. Religiously unaffiliated Democrats (87%) and independents (64%) are even more likely to say they are unfavorable toward Trump than their religiously affiliated peers (83% and 57%, respectively). Only 21% of unaffiliated Republicans, however, view the president negatively.

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[14]   Source: PRRI 2019 American Values Survey.

It is unlikely that Trump will be able to win much electoral support among unaffiliated Americans going into the 2020 election. A 55% majority of unaffiliated Americans say they will support the Democratic nominee no matter who it is, while 32% say it depends on who the nominee is, and just 11% say they will support Trump no matter who wins the Democratic nomination.[15]

Religiously unaffiliated Americans are some of the most likely to support impeaching and removing Trump from office. Prior to the announcement of the formal impeachment process, more than six in ten (63%) unaffiliated Americans supported impeachment and removal. After the impeachment process began in October, support for impeachment and removal among unaffiliated Americans grew to 68%, although the difference is not statistically significant.[16]

Non-Christian Religious Americans

Non-Christian religious Americans, which includes those who identify as Jewish, Buddhist, Muslim, Hindu, Unitarian Universalist, and other smaller non-Christian religions, make up 4% of the population and hold broadly unfavorable views of Trump (61%), including 43% who say they are *very* unfavorable toward Trump.

Non-Christian religious Americans are more than twice as likely to identify as independent (42%) or Democratic (35%) than as Republican (15%). Like most other Democratic groups, non-Christian religious Democrats hold overwhelmingly unfavorable views of Trump (85%). Independents are more divided, with 58% who are unfavorable toward Trump and 35% who hold favorable views. About one in four (27%) non-Christian religious Republicans rate Trump unfavorably.

Non-Christian religious women are 18 percentage points more likely than non-Christian religious men to hold unfavorable views of Trump. Around seven in ten (71%) non-Christian religious women say they have unfavorable views of Trump, including a slim majority (52%) who say they have *very* unfavorable views of Trump. In comparison, 53% of non-Christian religious men have unfavorable views of Trump.

Unlike many other demographic groups, older non-Christian religious Americans are *more* likely than their younger counterparts to hold unfavorable views of Trump. Two-thirds (66%) of non-Christian religious Americans over age 50 hold unfavorable views of Trump, including a 54% majority who say they are *very* unfavorable toward Trump. Among non-Christian religious Americans under age 50, 58% hold unfavorable views of Trump, including 37% who say they hold *very* unfavorable views.

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[15]   Source: PRRI 2019 American Values Survey.
[16]   Source: PRRI 2019 American Values Survey and PRRI 2019 American Values Survey Supplement.

Multiracial Americans

Multiracial Americans, who report belonging to two or more races or ethnicities, make up 4% of the population. Nearly six in ten (57%) Americans who identify as multiracial hold unfavorable views of Trump, including a 38% plurality who say they hold *very* unfavorable views.

Just under half (47%) of multiracial Americans identify as independents, while fewer identify as Democrats (30%) or Republicans (16%). More than eight in ten (82%) multiracial Democrats hold unfavorable views of Trump, compared to 55% of multiracial independents and only 21% of multiracial Republicans.

FIGURE 8. Trump Favorability in Opposition Groups, by Gender

Percent who hold UNfavorable view of Trump:

Legend: ■ All   ■ Men   ■ Women

Group	All	Men	Women
Democrat	83	79	85
Black American	77	71	81
Nonwhite 18-29	67	60	75
Hispanic American	63	57	68
Religiously Unaffiliated	63	57	72
Non-Christian Religious	61	53	71
Multiracial American	57	49	65
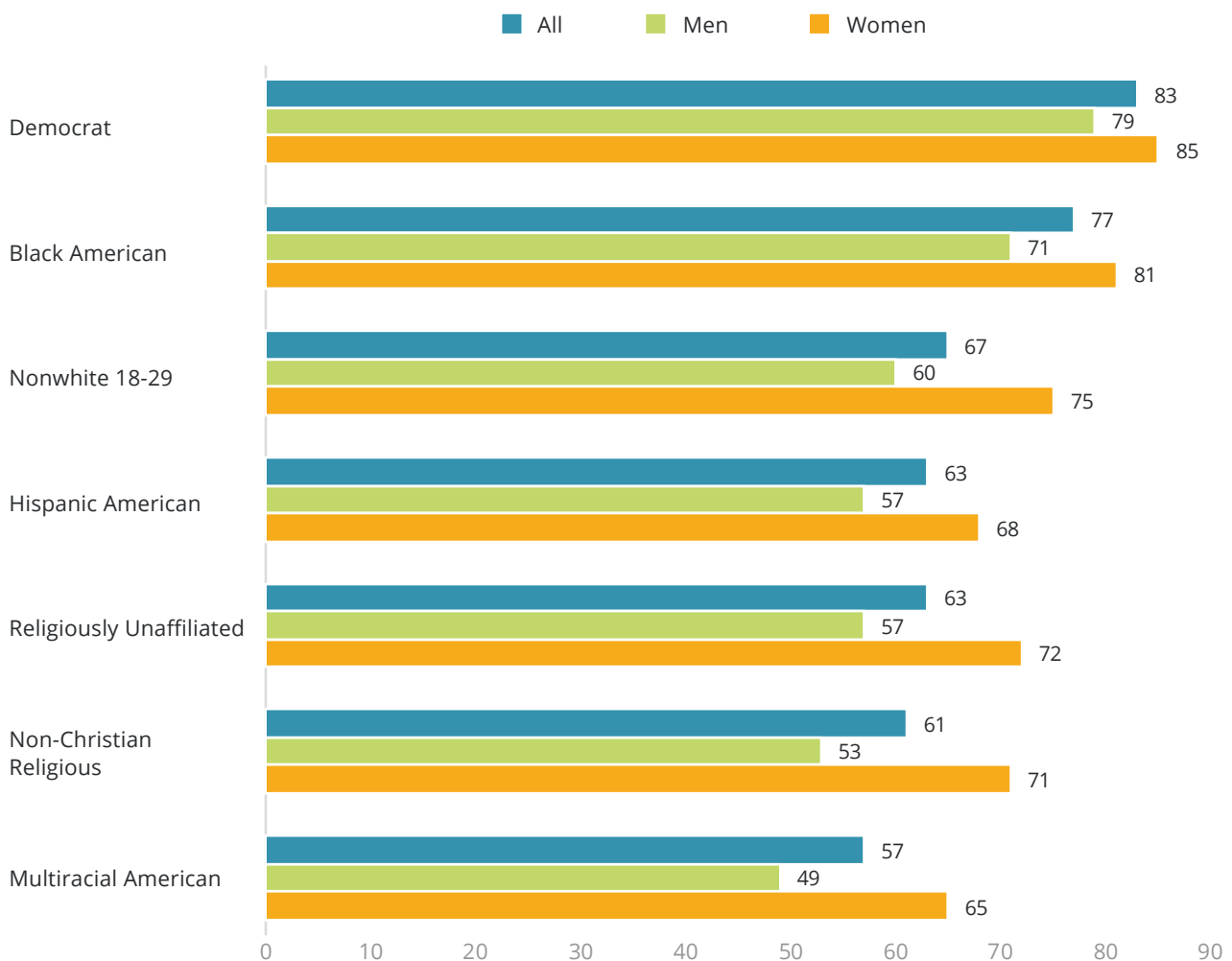
Source: PRRI 2019 American Values Atlas.

There is a distinct gender gap among multiracial Americans, with multiracial women rating Trump significantly more unfavorably than multiracial men. Nearly two-thirds (65%) of multiracial women hold unfavorable views of Trump, compared to 49% of multiracial men. More than four in ten (44%) multiracial men hold favorable views of Trump.

Groups Divided over Trump

Several major demographic groups express more divided views of Trump. While Republicans and Democrats have mostly remained united in their partisan corners, the 35% of Americans who identify as independents are more divided, though as a whole they are less likely to hold favorable views of Trump (37%) than unfavorable views (57%). Americans with college degrees, suburban residents, and white women are three key groups whose opinions of Trump are particularly divided.

Americans With College Degrees

Americans with a four-year college degree or more make up 32% of the population. Within this group, nearly four in ten (38%) hold favorable views of Trump, while almost six in ten (58%) hold unfavorable views. A closer look at Americans with college degrees shows that they are anything but monolithic: There are divisions by party, race, gender, and religion.

Americans with college degrees divide almost evenly between identifying as Democrat (35%) or independent (34%) and are somewhat less likely to identify as Republican (27%). Unsurprisingly, Republicans and Democrats with college degrees are some of the most polarized groups in their ratings of Trump. Fewer than one in ten (8%) Democrats with college degrees say they are favorable toward Trump, compared to nearly eight in ten (78%) Republicans with college degrees. Just under four in ten (38%) hold favorable views of Trump, while a 58% majority hold unfavorable views.

Trump's favorability among white women with college degrees is significantly lower than white male college graduates (37% vs. 47%). Among white college graduate men, Trump's favorability remained relatively stable through the spring and summer, but dipped beginning in October around the impeachment announcement and has remained at 45% or below through the end of the year.

The views of white women with college degrees seem more sensitive to events on the ground. Favorability among white women with college degrees dipped in the spring around the time of the release of the Mueller report—from 38% in April to a low water mark of 28% in May before recovering to 40% in June. Favorability remained around four in ten through the summer. By the fall and the announcement of impeachment proceedings, Trump's favorability declined to around one-third (33%) of white college grad women.

White evangelical Protestant college graduates (62%) are much more likely to say they are favorable toward Trump than college graduates of almost every other religious affiliation or religiously unaffiliated college graduates. Favorability among white evangelical Protestants with college degrees dipped to a low of 50% in May, before climbing to around seven in ten from July to October. Between October and November, favorability among this group dipped to 55%, and remained at 58% to close out the year.

FIGURE 9. Trump Favorability Among College Graduates, by Race and Gender

Percent who view Trump favorably:
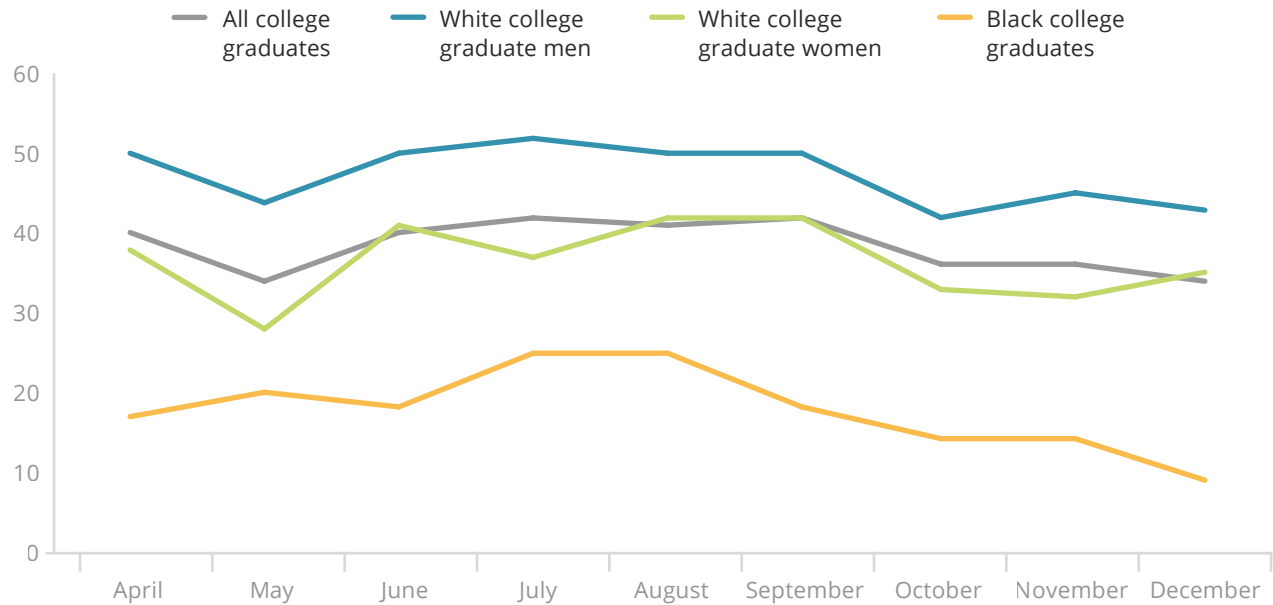
Source: PRRI 2019 American Values Atlas.

Religiously unaffiliated college graduates are much less favorable toward Trump than those who affiliate with Christianity. Fewer than three in ten said they were favorable toward him from April to September, and favorability dipped even lower after the news broke of the Ukraine scandal and the beginning of impeachment proceedings (18% in October, 23% in November, and 19% in December).

In the timeframe before and after the impeachment inquiry announcement, white college graduates shifted their stance on impeaching and removing Trump from office. Trump's favorability ratings declined around the time of the announcement, and support for impeachment and removal flipped from 46% to 53% once the impeachment was announced.[17]

White college graduate women are more likely than white college graduate men to support impeaching and removing Trump from office. Before impeachment proceedings were announced, half (50%) of white women with college degrees supported impeachment and removal, compared to 42% of men who said the same. After the announcement of impeachment proceedings, support grew to 59% among women and 47% among men.[18]

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[17]   Source: PRRI 2019 American Values Survey and PRRI 2019 American Values Survey Supplement.
[18]   Source: PRRI 2019 American Values Survey and PRRI 2019 American Values Survey Supplement.

Suburban Americans

Americans who live in suburban areas have been about as likely as all Americans to say they hold favorable views of Trump. Throughout the year, Trump's favorability among the 44% of Americans who live in suburban areas has hovered close to 40%, ranging from a low of 38% in April and May to a high of 44% in August and September. However, there are deep divisions in suburban areas by party, race, and gender.

Americans who live in suburban areas are somewhat more likely to identify as independents (36%) or Democrats (33%) than as Republicans (27%). Unsurprisingly, suburban partisans follow the standard pattern: suburban Republicans are overwhelmingly favorable toward Trump (81%), while Trump wins poor ratings from suburban Democrats (14%). Independents are more divided, with 38% saying they hold favorable views of Trump and 55% saying they hold unfavorable views.

Again, race is a significant diving line among suburbanites. Nearly two-thirds (65%) of suburban residents are white, while 34% are nonwhite (16% are Hispanic, 10% are black, 3% are Asian or Pacific Islander, 1% are Native American, and 4% are multiracial). Trump's favorability among white suburbanites rose through the spring from 45% in April to a 52% high in August, before falling to 45% in November after the impeachment announcement. However, unlike many groups, Trump's favorability among white suburbanites increased slightly between November and December, growing to 49% by the end of the year.

White men (54%) are the primary drivers of higher than average favorability for Trump among white suburban residents. White suburban women (43%) are about as likely as all suburban residents to say they are favorable toward Trump (42%). Nonwhite suburbanites (28%) are significantly less favorable toward Trump than white suburbanites, and their assessments of him remained largely stable throughout 2019.

White Women

White women's favorability ratings of Trump generally mirror those of Americans as a whole, with 42% who view him favorably and 55% unfavorably. Favorability ratings among white women increased through the spring before declining in the fall and dropped to a low of 40% in December during the impeachment proceedings. Despite rating Trump similarly to Americans as a whole, white women are not a homogenous group: there are important divides by party, religious affiliation, and marital status.

White women are relatively evenly divided in their partisan leanings, though they are slightly more likely to identify as Democrats (35%) than independents (31%) or Republicans (31%). Like most other partisan groups, white Republican women are overwhelmingly favorable toward

Trump (79%), while few white Democratic women (14%) hold favorable views of the president. Much like independents overall, white independent women are more divided: 37% rate Trump favorably, while 59% rate him unfavorably.

White evangelical Protestant women (26% of all white women) are much more likely than white women of other religious affiliations to say they have favorable views of Trump (59%). By contrast, Trump's favorability among white religiously unaffiliated women (21% of all white women) is much lower (28%).

Married white women (46%) are more likely than women of most other marital statuses to say they are favorable toward Trump. White women who have never been married (30%) are much less likely to hold favorable views of Trump. Favorability ratings among white women who are divorced or separated (42%) generally mirror the ratings of all white women.

In September, ahead of the impeachment inquiry announcement, more than six in ten (62%) white women opposed impeachment and removal while 37% supported it. After the announcement of impeachment proceedings, the gap in support narrowed to 47% of white women in support of impeachment, though a slim majority (51%) still opposed impeachment and removal.[19]

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[19]   Source: PRRI 2019 American Values Survey and PRRI 2019 American Values Survey Supplement.

Trump Favorability in Battleground States

Trump's favorability ratings will be of particular interest in states expected to be decisive in the 2020 presidential election. The Cook Political Report lists five states as true toss-ups for 2020: Arizona, Florida, North Carolina, Pennsylvania, and Wisconsin.[20] Due to its very small margin of victory for Trump and pivotal role in the 2016 election, this report adds Michigan to the group even though Cook has that state in the "leans Democratic" column.[21]

Across all 50 states plus the District of Columbia, Trump's favorability ranges from a high of 59% in South Dakota to a low of 23% in the District of Columbia. Not surprisingly, the six battleground states are in the middle of the pack but slightly higher than Trump's national favorability (41%). More than four in ten residents of Arizona (44%), Florida (42%), Michigan (42%), North Carolina (43%), Pennsylvania (43%), and Wisconsin (45%) say they hold a favorable view of Trump.

FIGURE 10. Trump Favorability Throughout 2019, by State

Percent who view Trump favorably:
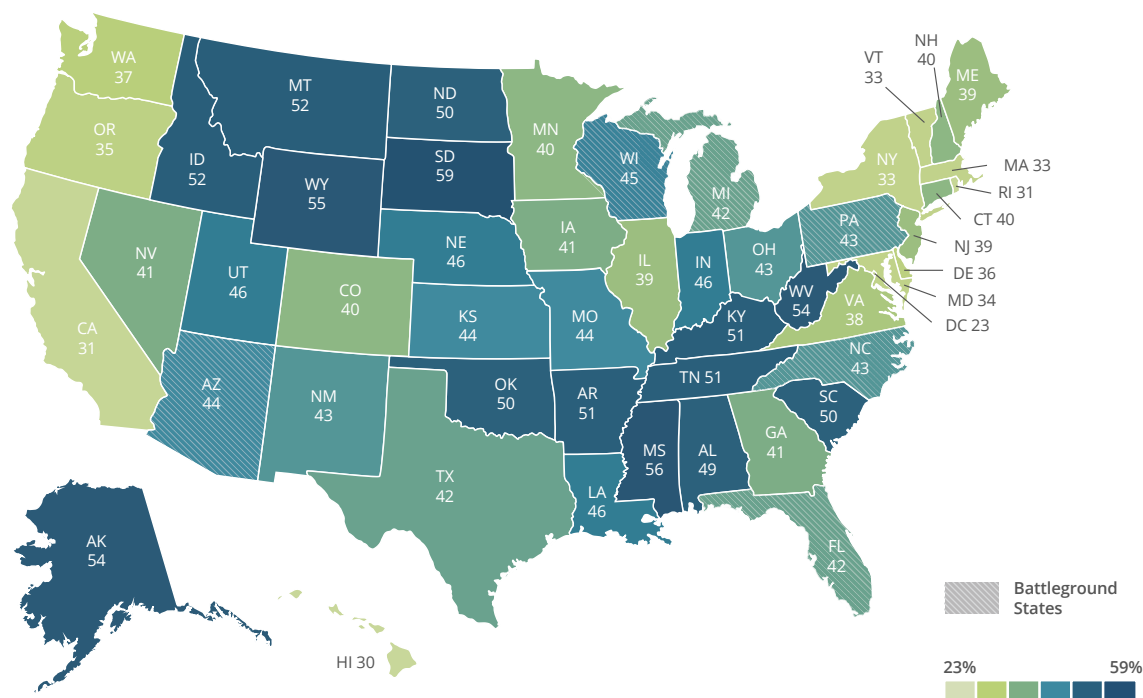
Source: PRRI 2019 American Values Atlas.

State-level views of Trump throughout 2019 generally follow the same trajectory as the national numbers: Trump's favorability is at or just under the yearly average at the beginning of the second quarter of the year, drops in late April and May, likely due to the Mueller report and surrounding controversy, then climbs over the summer of 2019 and dips in the fourth quarter of the year in the midst of the impeachment inquiry. The pattern is more pronounced in North Carolina and Florida than other battleground states, but Wisconsin, Arizona, Pennsylvania, and Michigan also show signs of these events impacting Trump's favorability.

FIGURE 11. Trump Favorability in States, by Expected 2020 Outcome
Percent who hold favorable view of Trump:
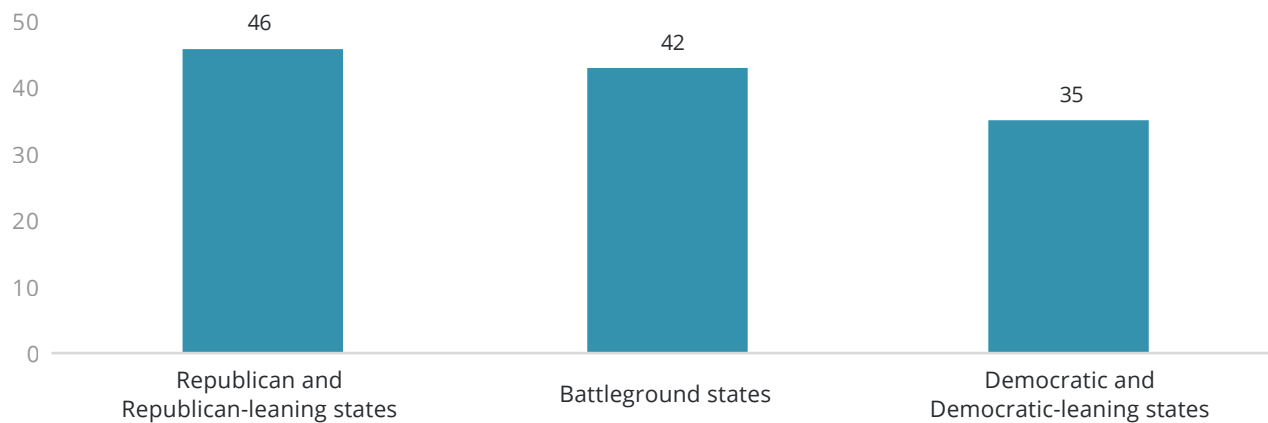
Source: PRRI 2019 American Values Atlas. Expected 2020 outcome as defined by Cook Political Report with Michigan included as a battleground state.

Wisconsin

More than four in ten (45%) Wisconsinites hold a favorable view of Trump, with more than one in five (22%) saying they are *very* favorable to Trump. Of the six battleground states, Wisconsin shows the highest level of support for Trump and is the only battleground state where residents are significantly more likely than all Americans to view him favorably. Wisconsin Republicans, men, and Catholics all stand out as more likely to favor Trump than those same groups at the national level.

More than eight in ten (85%) Wisconsin Republicans say they are favorable to Trump compared to just under eight in ten (79%) Republicans nationally. Neither Democrats nor independents in Wisconsin differ significantly from the national numbers.

Wisconsin women hold more favorable views of Trump than women throughout the country (41% vs. 35%), though Wisconsin men are more in line with men nationally.

Nearly half (46%) of Wisconsin Catholics hold a favorable view of Trump, compared to less than four in ten (38%) Catholics overall. However, white Catholics in Wisconsin closely resemble white Catholic Americans. No other religious tradition in Wisconsin stands out in comparison to their religious counterparts at the national level.

TABLE 2. Trump Favorability in Wisconsin

	Favorable
All Wisconsinites	**45**
Party Affiliation	
Republican	85
Independent	39
Democrat	16
Gender	
Male	50
Female	41
Race/Ethnicity	
White	48
White Non-College Graduate	51
White College Graduate	40
Nonwhite*	31
Age	
18-49	42
50+	48
Education	
Non-College Graduate	46
College Graduate	41
Religion	
White evangelical Protestant	70
White mainline Protestant	51
Catholic	46
Unaffiliated	30
Region	
Urban	36
Suburban	46
Rural	55
Registration Status	
Registered to vote	48

* Nonwhite includes black, Hispanic, Asian and Pacific Islander, multiracial, Native American, and other Wisconsinites. This group has a sample size of 107.

Source: PRRI 2019 American Values Atlas.

TABLE 3. Trump Favorability in Arizona

	Favorable
All Arizonans	**44**
Party Affiliation	
Republican	82
Independent	41
Democrat	16
Gender	
Male	49
Female	39
Race/Ethnicity	
White	53
White Non-College Graduate	59
White College Graduate	43
Hispanic	29
Other nonwhite*	35
Age	
18-49	40
50+	49
Education	
Non-College Graduate	44
College Graduate	43
Religion	
White evangelical Protestant**	61
White mainline Protestant	56
Catholic	36
Unaffiliated	32
Region	
Urban	40
Suburban	43
Rural	60
Registration Status	
Registered to vote	49
Not registered to vote	27

* Nonwhite includes black, Asian and Pacific Islander, multiracial, Native American, and other Arizonans. This group has a sample size of 108.

** White evangelical Protestants in Arizona have a sample size of 96.

Source: PRRI 2019 American Values Atlas.

Arizona

More than four in ten (44%) Arizonans say they have a favorable view of Trump, including more than one in five (21%) who say they are *very* favorable toward the president. Whites without a college degree and urban residents in Arizona both display a greater likelihood to favor Trump than those two same groups nationally.

White Arizonans without a college degree are particularly likely to support Trump. Almost six in ten (59%) view Trump favorably compared to a slim majority (52%) of white Americans without a college degree. No notable differences between Arizonans without a college degree and Americans without a degree appear.

Arizonans living in urban areas also show a greater likelihood to favor Trump than Americans living in urban areas (40% vs. 33%). No such differences appear between Arizonans and Americans among suburban or rural residents.

North Carolina

More than four in ten (43%) North Carolinians hold favorable views of Trump, including one in five (20%) who hold *very* favorable views. Several groups in North Carolina stand out as more likely to favor Trump than their national counterparts, including Republicans, Democrats, whites, those over age 50, and white evangelical Protestants. Black North Carolinians stand out as the only group in these six battleground states to be less likely to support Trump than their national counterparts.

Well over eight in ten (85%) North Carolina Republicans say they hold favorable views of

Trump compared to just under eight in ten (79%) Republicans nationally. North Carolina Democrats are also more likely to favor Trump than Democrats throughout the country (20% vs. 15%). Independents in North Carolina closely resemble independents nationally.

A majority (54%) of white North Carolinians rate Trump favorably compared to just under half (49%) of white Americans. Only one in ten (11%) black North Carolinians hold a favorable view of Trump, which makes them stand out as both the least supportive group to Trump in North Carolina and less likely to favor Trump than black Americans overall (18%).

Older North Carolinians over age 50 show a slightly greater likelihood to favor Trump than the same group nationally (50% vs. 46%). North Carolinians also demonstrate a sizable age gap, with fewer than four in ten (37%) of those ages 18-49 reporting favorable views of Trump.

Almost three in four (73%) white evangelical Protestants in North Carolina view Trump favorably, making them second only to Republicans in their level of support. They are also more favorable toward Trump than white evangelical Protestants nationally (64%).

TABLE 4. Trump Favorability in North Carolina

	Favorable
All North Carolinians	**43**
Party Affiliation	
Republican	85
Independent	40
Democrat	20
Gender	
Male	49
Female	38
Race/Ethnicity	
White	54
White Non-College Graduate	59
White College Graduate	48
Hispanic	27
Black	11
Age	
18-49	37
50+	50
Education	
Non-College Graduate	44
College Graduate	41
Religion	
White evangelical Protestant	73
White mainline Protestant	49
Black Protestant	13
Other nonwhite Protestant[*]	52
Catholic	37
Unaffiliated	30
Region	
Urban	36
Suburban	46
Rural	48
Registration Status	
Registered to vote	47
Not registered to vote	30

[*] Other nonwhite Protestants include Hispanic and other nonwhite (not black) Protestants. This group has a sample size of 98.

Source: PRRI 2019 American Values Atlas.

TABLE 5. Trump Favorability in Pennsylvania

	Favorable
All Pennsylvanians	**43**
Party Affiliation	
Republican	80
Independent	37
Democrat	15
Gender	
Male	47
Female	37
Race/Ethnicity	
White	47
White Non-College Graduate	53
White College Graduate	39
Hispanic	29
Black	21
Nonwhite*	33
Age	
18-49	37
50+	47
Education	
Non-College Graduate	45
College Graduate	36
Religion	
White evangelical Protestant	65
White mainline Protestant	46
Nonwhite Protestant**	31
Catholic	40
Unaffiliated	33
Region	
Urban	31
Suburban	47
Rural	54
Registration Status	
Registered to vote	43
Not registered to vote	37

* Nonwhites include Asian and Pacific Islander, multiracial, Native American, and other Pennsylvanians. This group has a sample size of 101.

** Nonwhite Protestants include black, Hispanic, and other Protestants. This group has a sample size of 159.

Source: PRRI 2019 American Values Atlas.

Pennsylvania

More than four in ten (43%) Pennsylvanians hold favorable views of Trump, including one in five (21%) who hold *very* favorable views. Pennsylvanians without a college degree and those living in a suburban area both display greater levels of support than Americans in those two groups.

Pennsylvanians without a college degree are slightly more likely than Americans without a college degree to favor Trump (45% vs. 41%). No such notable differences between Pennsylvanians and the country at large appear among college graduates.

Close to half (47%) of Pennsylvania suburban residents favor Trump compared to just over four in ten (42%) suburban Americans. Both urban and rural Pennsylvanians more closely resemble the national averages.

Florida

Just over four in ten (42%) Floridians view Trump favorably, with one in five (20%) saying they are *very* favorable to Trump. A number of Floridian groups show higher levels of support for Trump than those same groups nationally, including Republicans, men, Hispanics, Hispanic Catholics, white college graduates, and urban residents.

Florida Republicans are slightly more likely than Republicans overall to hold favorable views of Trump (82% vs. 79%). Florida Democrats and independents do not show any notable differences from their national counterparts.

Florida men exhibit a slightly greater likelihood to view Trump favorably than American men (50% vs. 47%). About one-third (34%) of Florida women favor Trump, though they do not differ from women throughout the country.

More than one-third (35%) of Hispanic Floridians view Trump positively compared to less than three in ten (28%) Hispanic Americans. This gap is even greater among Hispanic Catholics (35% vs. 25%).

White Floridian college graduates are somewhat more likely than white Americans with a college degree to favor Trump (46% vs. 42%). No such difference appears among either college graduates or whites without a college degree.

Urban Floridians also differ somewhat from urban Americans in their views of Trump (37% vs. 33%). Both suburban and rural Floridians more closely resemble their national counterparts.

TABLE 6. Trump Favorability in Florida

	Favorable
All Floridians	**42**
Party Affiliation	
Republican	82
Independent	38
Democrat	14
Gender	
Male	50
Female	34
Race/Ethnicity	
White	50
White Non-College Graduate	53
White College Graduate	46
Hispanic	35
Black	17
Nonwhite*	40
Age	
18-49	39
50+	45
Education	
Non-College Graduate	43
College Graduate	41
Religion	
White evangelical Protestant	64
White mainline Protestant	52
Black Protestant	16
Hispanic Protestant	40
Catholic	42
White Catholic	51
Hispanic Catholic	35
Unaffiliated	34
Region	
Urban	37
Suburban	45
Rural	50
Registration Status	
Registered to vote	44
Not registered to vote	37

* Nonwhites include Asian and Pacific Islander, multiracial, Native American, and other Floridians. This group has a sample size of 166.

Source: PRRI 2019 American Values Atlas.

TABLE 7. Trump Favorability in Michigan

	Favorable
All Michiganders	**42**
Party Affiliation	
Republican	76
Independent	40
Democrat	14
Gender	
Male	46
Female	37
Race/Ethnicity	
White	49
White Non-College Graduate	53
White College Graduate	39
Black	18
Nonwhite*	28
Age	
18-49	38
50+	45
Education	
Non-College Graduate	44
College Graduate	36
Religion	
White evangelical Protestant	60
White mainline Protestant	48
Black Protestant	20
Catholic	46
Unaffiliated	32
Region	
Urban	30
Suburban	41
Rural	62
Registration Status	
Registered to vote	43
Not registered to vote	30

* Nonwhites include Hispanic, Asian and Pacific Islander, multiracial, Native American, and other Michiganders. This group has a sample size of 158.

Source: PRRI 2019 American Values Atlas.

Michigan

Just over four in ten (42%) Michiganders hold a favorable opinion of Trump, including 18% who say they hold *very* favorable views. Michigan Catholics and rural residents are both more likely than those two groups at the national level to favor Trump.

Close to half (46%) of Michigan Catholics view Trump favorably, compared to less than four in ten (38%) American Catholics. White Catholics in Michigan do not differ notably from white Catholics nationally.

More than six in ten (62%) rural Michiganders view Trump favorably, making them second only to Republicans in their support for Trump. Rural Michiganders also are more likely than rural Americans (53%) to favor Trump. Suburban and urban Michiganders more closely resemble those same groups nationally.

Appendix I. Regression Output

TABLE A1. Output Variables for Regression Model Predicting Support for Holding a Very Favorable View of Donald Trump

Variables	B	Sig.	Exp(B)
Men	0.423	0.000	1.527
LGBT	0.144	0.216	1.155
Ages 30-49	0.291	0.000	1.337
Ages 50-64	0.462	0.000	1.587
Ages 65 and older	0.616	0.000	1.852
Race: White	0.922	0.000	2.514
Race: Hispanic	0.939	0.000	2.557
Race: Asian and Pacific Islander	1.158	0.000	3.184
Race: Multiracial	1.018	0.000	2.768
Race: Native American	1.105	0.000	3.019
Race: Other	0.593	0.538	1.809
Region: South	0.174	0.003	1.190
Region: Midwest	-0.003	0.961	0.997
Region: West	-0.040	0.537	0.961
Area: Suburban	0.151	0.001	1.163
Area: Rural	0.447	0.000	1.564
Income: $30,000-$50,000	-0.092	0.130	0.912
Income: $50,000-$75,000	0.007	0.915	1.007
Income: $75,000-$100,000	0.053	0.425	1.054
Income: $100,000-$150,000	0.064	0.398	1.067
Income: $150,000-$200,000	0.152	0.134	1.164
Income: $200,000 or more	0.359	0.000	1.431

■ Indicates statistical significance at 95% confidence interval.

■ Represents positive predictor of support for Trump

■ Indicates negative predictor

Variables	B	Sig.	Exp(B)
Education: High School or less	0.485	0.000	1.625
Education: Some college	0.195	0.003	1.215
Education: College graduate	0.057	0.376	1.059
Party: Independent	1.097	0.000	2.994
Party: Republican	2.220	0.000	9.211
Ideology: Conservative	1.093	0.000	2.982
Ideology: Moderate	0.212	0.002	1.236
Registered to Vote	0.230	0.001	1.259
Religion: White evangelical Protestant	0.387	0.000	1.472
Religion: White mainline Protestant	0.048	0.506	1.049
Religion: Black Protestant	0.525	0.019	1.690
Religion: Hispanic Protestant	0.123	0.470	1.131
Religion: Other Protestant	0.133	0.445	1.142
Religion: White Catholic	0.169	0.024	1.184
Religion: Hispanic Catholic	-0.161	0.314	0.851
Religion: Other Catholic	0.196	0.355	1.216
Religion: Jehovah's Witness	0.094	0.788	1.099
Religion: Mormon	-0.030	0.839	0.971
Religion: Orthodox Christian	-0.244	0.445	0.784
Religion: Jewish	0.335	0.073	1.398
Religion: Muslim	0.458	0.164	1.581
Religion: Buddhist	-0.351	0.271	0.704
Religion: Hindu	-0.722	0.097	0.486
Religion: Unitarian/Universalist	0.404	0.432	1.498
Religion: Other Religion	0.179	0.419	1.196

■ Indicates statistical significance at 95% confidence interval.

■ Represents positive predictor of support for Trump

■ Indicates negative predictor

Appendix II. Survey Methodology

The 2019 American Values Atlas (AVA) is a project of PRRI. Results for all demographic, religious affiliation, and political affiliation questions were based on 53,474 bilingual telephone interviews (including 33,708 cell phone interviews) conducted between January 2, 2019 and December 30, 2019 by professional interviewers under the direction of SSRS. Results for questions on specific issues are based on a subset of 40,357 telephone interviews (including 26,142 cell phone interviews) conducted between March 26, 2019 and December 29, 2019. The survey was made possible by generous support from the **Arcus Foundation, the E. Rhodes & Leona B. Carpenter Foundation, the Evelyn and Walter Haas, Jr. Fund, the Gill Foundation, and Unitarian Universalist Veatch Program at Shelter Rock.**

Throughout 2019, at least 1,000 interviews were completed each week, with about 600 interviews conducted among respondents on their cell phones. Mid-year, the cell phone proportion was increased to about 700 per week. Each week, interviewing occurred over a five- or six-day period, starting Tuesdays or Wednesdays and going through Sunday or Monday. The selection of respondents within households was accomplished by randomly requesting to speak with the youngest adult male or female currently living in the household.

Data collection was based on stratified, single-stage, random-digit-dialing (RDD) of landline telephone households and randomly generated cell phone numbers. The sample was designed to represent the total U.S. adult population from all 50 states, including Hawaii and Alaska, and the District of Columbia. The landline and cell phone samples were provided by Marketing Systems Group.

The weighting was accomplished in two separate stages. The first stage of weighting corrects for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns. In the second stage, sample demographics were balanced to match target population parameters for gender, age, education, race and Hispanic ethnicity, region (U.S. Census definitions), population density, and telephone usage. The population density parameter was derived from 2010 Census data. The telephone usage parameter came from an analysis of the January-June 2017 National Health Interview Survey. All other weighting parameters were derived from an analysis of the U.S. Census Bureau's March 2017 Current Population Survey.

The sample weighting was accomplished using iterative proportional fitting (IFP), a process that simultaneously balances the distributions of all variables. Weights are trimmed so that they do not exceed 4.0 or fall below 0.25 to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the target populations.

The table below shows the sample sizes for all 50 states for both sample and issue subsample. The margin of error for the total sample is +/- 0.4 percentage points at the 95% level of confidence. The margin of error for issue subsample is +/- 0.6 percentage points at the 95% level of confidence. The design effect for the total sample and the issue subsample is 1.3. In addition to sampling error, surveys may also be subject to error or bias due to question wording, context, and order effects.

TABLE A2. State Sample Sizes

State	Total Sample	Issue Subsample	State	Total Sample	Issue Subsample
United States	53,474	40,357	Missouri	931	685
Alabama	769	567	Montana	274	196
Alaska	268	191	Nebraska	416	300
Arizona	1,160	891	Nevada	463	357
Arkansas	415	309	New Hampshire	260	193
California	5,605	4,257	New Jersey	1,318	994
Colorado	1,065	831	New Mexico	452	356
Connecticut	604	450	New York	3,388	2,550
Delaware	203	151	North Carolina	1,884	1,429
District of Columbia	150	118	North Dakota	182	130
Florida	3,866	2,977	Ohio	2,160	1,634
Georgia	1,845	1,413	Oklahoma	573	437
Hawaii	207	152	Oregon	854	623
Idaho	381	280	Pennsylvania	2,216	1,681
Illinois	1,635	1,259	Rhode Island	163	124
Indiana	1,149	848	South Carolina	941	721
Iowa	622	461	South Dakota	157	106
Kansas	492	371	Tennessee	1,099	815
Kentucky	800	593	Texas	3,434	2,599
Louisiana	580	426	Utah	628	473
Maine	266	204	Vermont	135	96
Maryland	967	745	Virginia	1,529	1,147
Massachusetts	1,027	781	Washington	1,268	929
Michigan	1,879	1,419	West Virginia	322	235
Minnesota	945	708	Wisconsin	984	748
Mississippi	388	282	Wyoming	155	115

TABLE A3. Weekly Issue Sample Sizes, Margin of Error, and Design Effect for Issue Questions

Field Dates	Unweighted Sample Size	Margin of Error*	Design Effect
March 26-31	1003	3.6	1.38
April 2-7	1000	3.6	1.38
April 9-14	1010	3.8	1.49
April 16-20	1011	3.6	1.37
April 23-28	1000	3.7	1.46
April 30-May 5	1000	3.6	1.36
May 7-12	1005	3.6	1.37
May 14-19	1019	3.6	1.36
May 21-26	1011	3.6	1.33
May 29-June 2	1007	3.6	1.39
June 4-9	1008	3.5	1.31
June 11-16	1012	3.5	1.26
June 18-23	1004	3.6	1.35
June 25-30	1015	3.3	1.18
July 1-7	1025	3.3	1.19
July 9-14	1021	3.5	1.27
July 16-21	1009	3.4	1.23
July 23-28	1010	3.4	1.21
July 30-August 4	1006	3.4	1.18
August 6-11	1010	3.5	1.26
August 13-18	1015	3.5	1.33
August 20-25	1011	3.4	1.25
August 27-September 1	1019	3.4	1.22
September 3-8	1017	3.4	1.20
September 10-15	1012	3.5	1.27
September 17-22	1004	3.4	1.18
September 24-29	1009	3.5	1.26
October 1-6	1007	3.4	1.24
October 8-13	1003	3.5	1.29

Field Dates	Unweighted Sample Size	Margin of Error*	Design Effect
October 15-20	1006	3.5	1.27
October 22-27	1009	3.6	1.35
October 29-November 3	1007	3.6	1.34
November 5-10	1013	3.6	1.34
November 12-17	1005	3.6	1.33
November 19-24	1003	3.5	1.26
November 25-December 1	1000	3.6	1.35
December 3-8	1005	3.5	1.31
December 10-15	1003	3.5	1.25
December 17-22	1013	3.5	1.32
December 23-29	1010	3.5	1.32

*The reported margin of error includes the design effect.

Appendix III: About PRRI

PRRI

PRRI is a nonprofit, nonpartisan organization dedicated to research at the intersection of religion, values, and public life.

Our mission is to help journalists, opinion leaders, scholars, clergy, and the general public better understand debates on public policy issues and the role of religion and values in American public life by conducting high quality public opinion surveys and qualitative research.

PRRI is a member of the American Association for Public Opinion Research (AAPOR), the American Political Science Association (APSA), and the American Academy of Religion (AAR), and follows the highest research standards of independence and academic excellence.

We are also a member organization of the National Council on Public Polls, an association of polling organizations established in 1969, which sets the highest professional standards for public opinion researchers. PRRI is also a supporting organization of the Transparency Initiative at AAPOR, an initiative to place the value of openness at the center of the public opinion research profession.

As a nonpartisan, independent research organization, PRRI does not take positions on, nor do we advocate for, particular policies. Research supported by our funders reflects PRRI's commitment to independent inquiry and academic rigor. Research findings and conclusions are never altered to accommodate other interests, including those of funders, other organizations, or government bodies and officials.

History

Since PRRI's founding in 2009, our research has become a standard source of trusted information among journalists, scholars, policy makers, clergy, and the general public. PRRI research has been cited in thousands of media stories and academic publications and plays a leading role in deepening public understanding of the changing religious landscape and its role in shaping American politics.

For a full list of recent projects, see our research page: http://www.prri.org/research/

PRRI also maintains a lively online presence on Facebook (http://www.facebook.com/prripoll) and Twitter (http://www.twitter.com/prripoll).