



Protect Democracy – National Guard Survey



GS STRATEGY GROUP

PRESENTED BY:

Robert Jones

PROJECT DETAILS

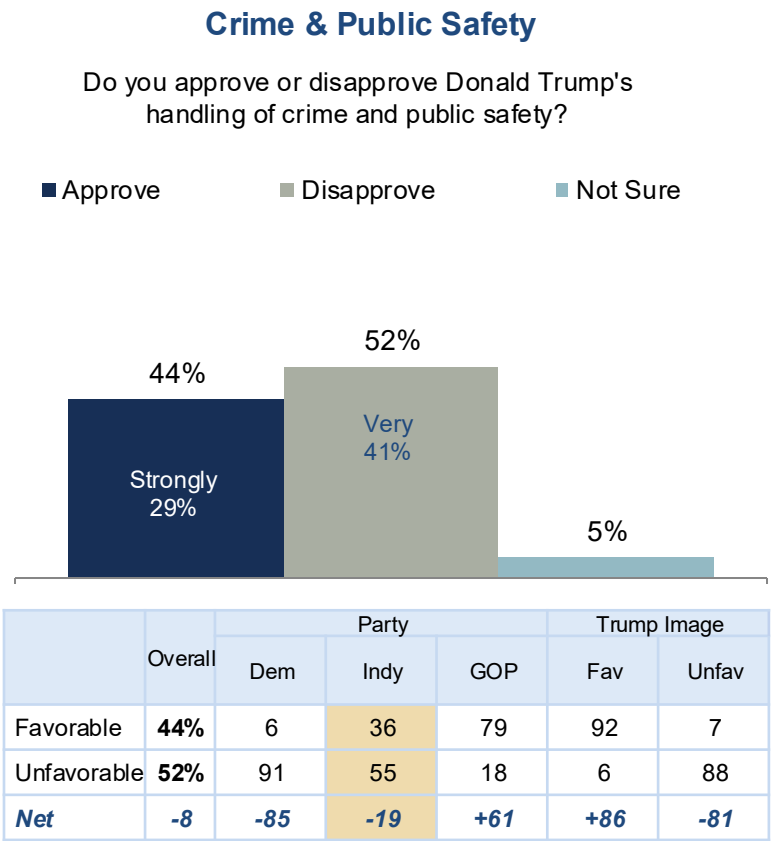
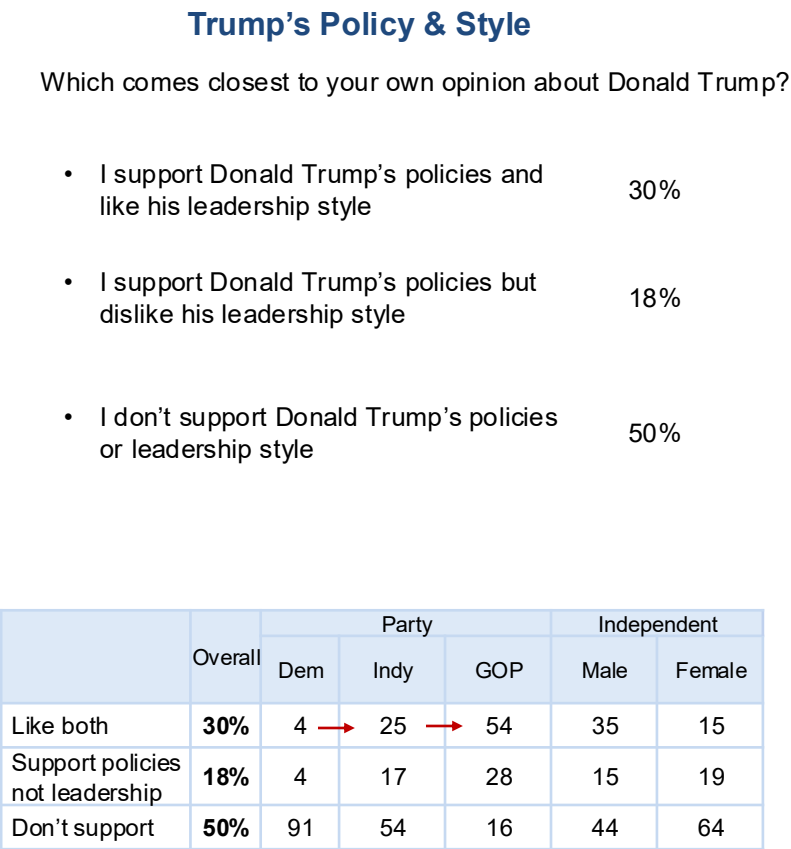
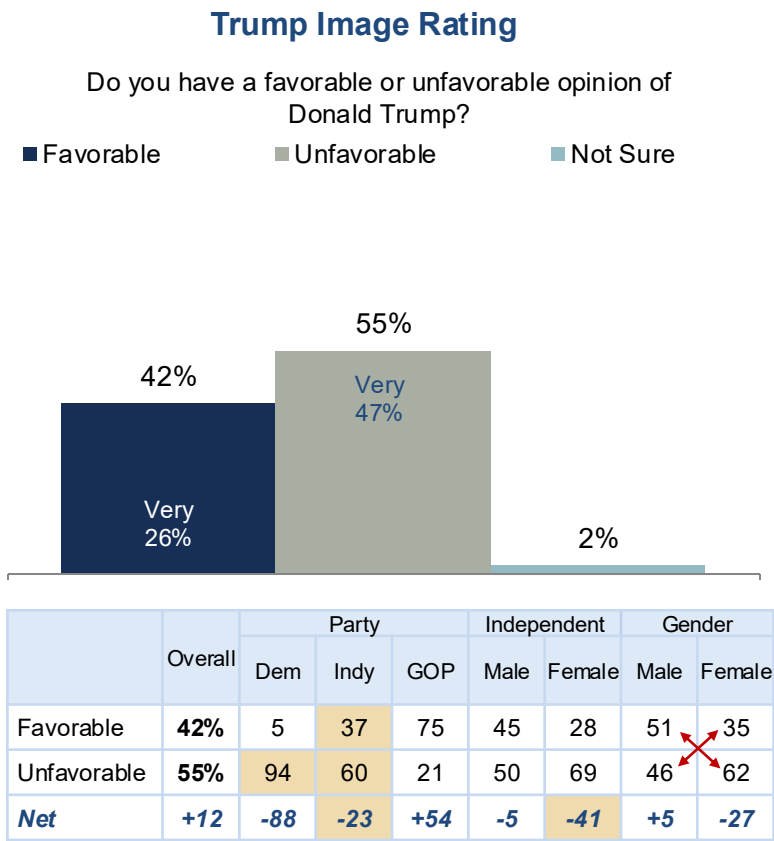
Conducted October 8 – 15, 2025

N = 600 Likely Voters in Iowa

Margin of Error: +/- 4.00%

President Trump

President Trump’s image is under pressure – even on crime.



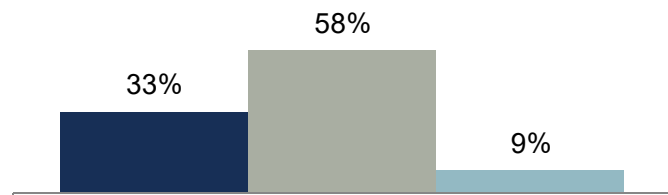
Issue Landscape

While Iowans believe the country is on the wrong track, they recognize illegal immigration is down under Trump.

Right Direction vs Wrong Track

In general, do you think things in the country are going in the right direction or on the wrong track?

■ Right Direction ■ Wrong Track ■ Not Sure

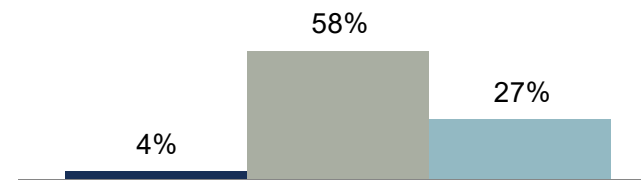


	Overall	Party		
		Dem	Indy	GOP
Right direct.	33%	5	24	61
Wrong track	58%	93	66	26
Net	-25%	-88	-42	35

Illegal Immigration

Since Donald Trump has taken office, do you feel that illegal immigration into the US has increased, decreased, or been about the same?

■ Increased ■ Decreased ■ About The Same



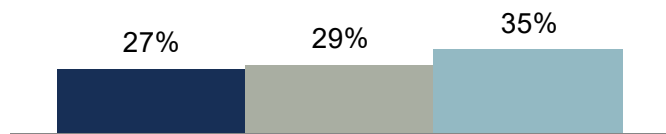
	Overall	Party			Trump Image	
		Dem	Indy	GOP	Fav	Unfav
Increased	4%	9	1	4	4	5
Decreased	58%	33	58	79	85	38
Same	27%	44	29	11	9	41
Net	-54	-24	-56	-75	-81	-33

The jury is still out on what is happening with crime in America under Trump.

Crime Increasing vs Decreasing

In general, since Donald Trump has taken office, do you feel that crime in the US has increased, decreased, or been about the same?

■ Increased ■ Decreased ■ About The Same

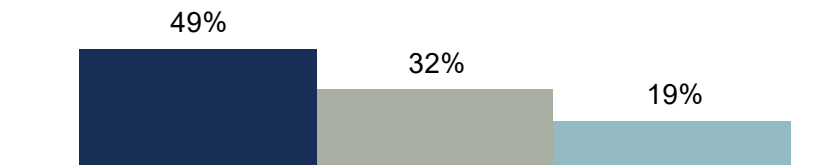


	Overall	Party			Trump Image	
		Dem	Indy	GOP	Fav	Unfav
Increased	27%	47	25	12	11	40
Decreased	29%	5	25	51	58	7
Same	35%	40	40	25	21	45
Net	-2	+42	Even	-40	-48	+33

Which comes closer to your opinion?

- Many of America's big cities have high rates of violent crimes.
- Violent crime rates have been declining in America's big cities.

■ High Crime Rates ■ Declining Crime Rates ■ Not Sure



	Overall	Party			Trump Image	
		Dem	Indy	GOP	Fav	Unfav
High rates	49%	30	45	68	75	28
Decln. rates	32%	50	33	18	16	46
Net	+17	-19	+11	+50	+59	-18

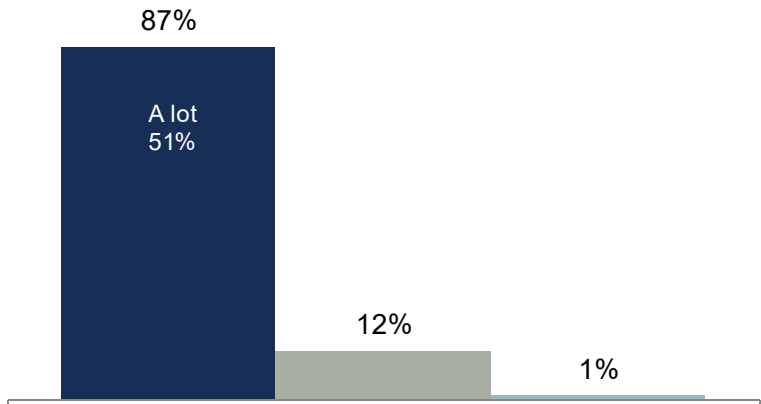
President Trump & National Guard Deployment

The National Guard deployment is big news, and the debate is very polarized. 21% of Republicans oppose deployment – a key target audience moving forward.

Information Flow

How much have you seen, read, or heard about Donald Trump's recent deployment of the military to different cities across the country?

■ A Lot/Some ■ Not Very/Nothing ■ Not Sure

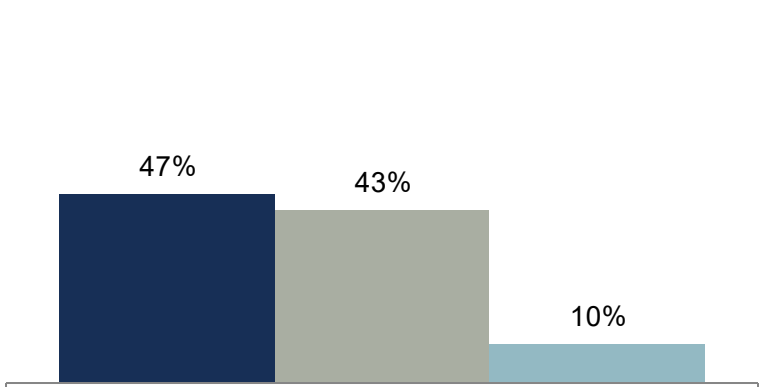


	Overall	Party		
		Dem	Indy	GOP
A lot/Some	87%	91 ↔ 84 ↔ 87		
Not Very/Nothing	12%	8	15	12
Net	+75	+83	+69	+75

Presidential Powers

In general, do you think it's good or bad for the President to have the power to send the National Guard into American cities?

■ Good ■ Bad ■ Not Sure

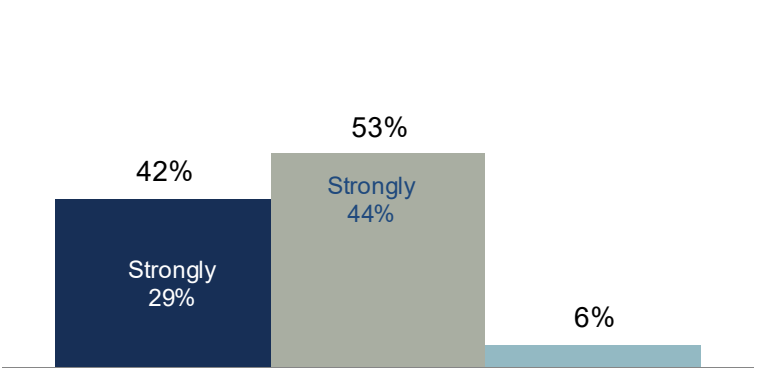


	Overall	Party			Trump Image	
		Dem	Indy	GOP	Fav	Unfav
Good	47%	9	41	78	90	13
Bad	43%	82	44	15	4	75
Not sure	10%	9	15	7	6	11
Net	+3	-73	-3	+64	+86	-62

National Guard Deployment

Recently President Trump authorized the deployment of the National Guard into cities Washington D.C., Memphis, Portland, and Chicago. Knowing this, do you support or oppose President Trump's deployment of the military?

■ Support ■ Oppose ■ Not Sure



	Overall	Party			Trump Image	
		Dem	Indy	GOP	Fav	Unfav
Support	42%	6	35	74	89	5
Oppose	53%	91	56	21	7	90
Undecided	6%	3	9	5	5	4
Net	-11	-84	-21	+54	+82	-85

President Trump & National Guard Deployment – Impact

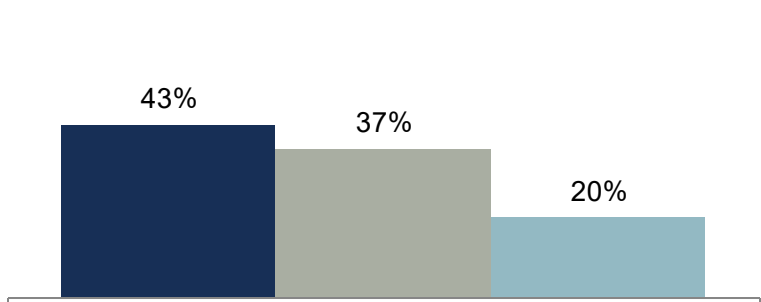
There is a sense that deploying the National Guard is making cities safer but there is more intensity behind concerns of dividing Americans.

Deployment Impact

And what impact do you think the National Guard deployment into this group of cities is having on crime?

- Making cities better and safer
- Making cities worse and more dangerous

■ Safer ■ Worse/More Dangerous ■ Not Sure



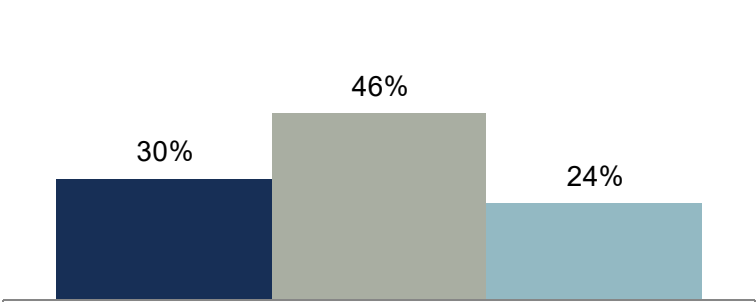
	Overall	Party			Trump Image	
		Dem	Indy	GOP	Fav	Unfav
Safer	43%	10	39	73	85	11
Worse	37%	66	39	12	4	63
Net	+6	-57	Even	+60	+81	-52

Improving vs Damaging Morale

And what impact do you think the National Guard deployment is having on the military?

- Damaging morale in the military
- Improving morale in the military

■ Improving Morale ■ Damaging Morale ■ Not Sure



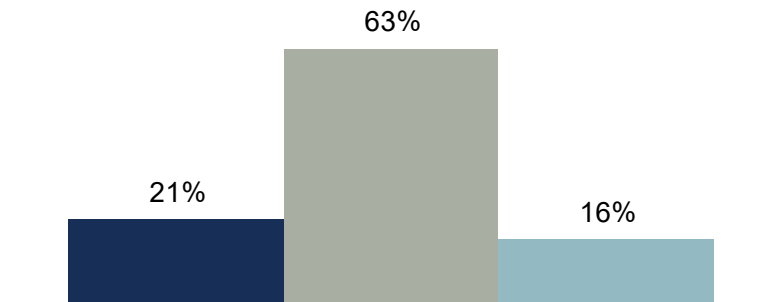
	Overall	Party			Trump Image	
		Dem	Indy	GOP	Fav	Unfav
Damaging	46%	77	51	17	4	78
Improving	30%	6	26	51	64	5
Net	+16	+72	+24	-34	-59	+74

Dividing vs Uniting Americans

And what impact do you think the National Guard deployment is having on Americans?

- Dividing Americans
- Uniting Americans

■ Uniting Americans ■ Dividing Americans ■ Not Sure

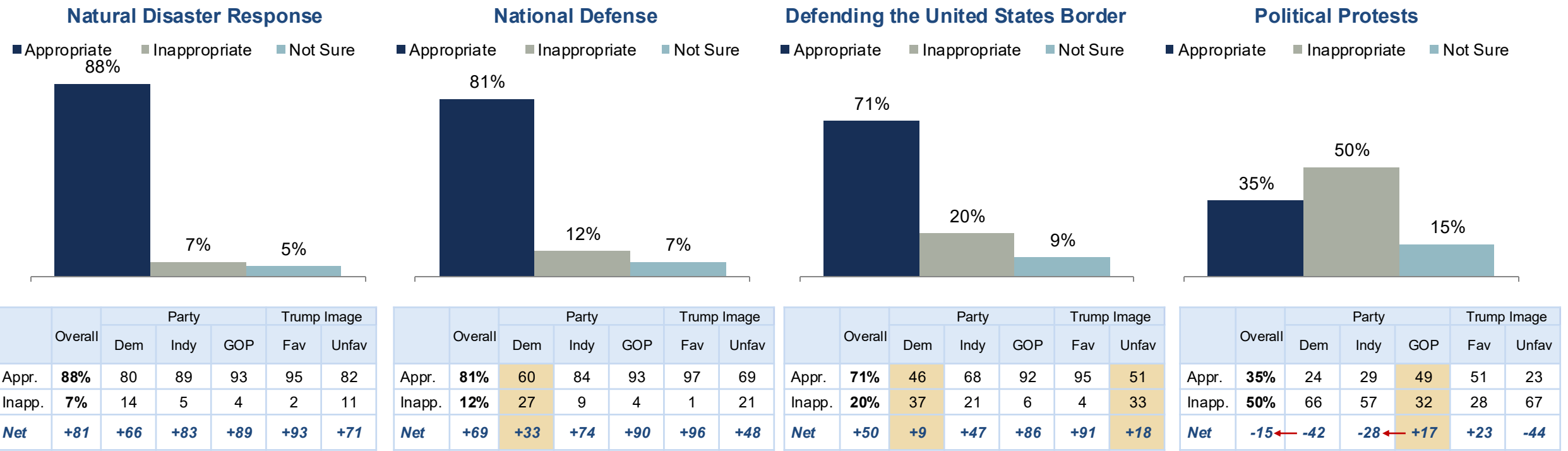


	Overall	Party			Trump Image	
		Dem	Indy	GOP	Fav	Unfav
Dividing	63%	90	68	39	27	90
Uniting	21%	5	14	39	44	3
Net	+43	+85	+54	Even	-17	88

National Guard Deployment – What’s Appropriate

Concerns over Dividing America are greater with Republicans than their concerns over policing political protests.

For each question, please answer whether you think it is an appropriate or inappropriate reason for deploying the National Guard?

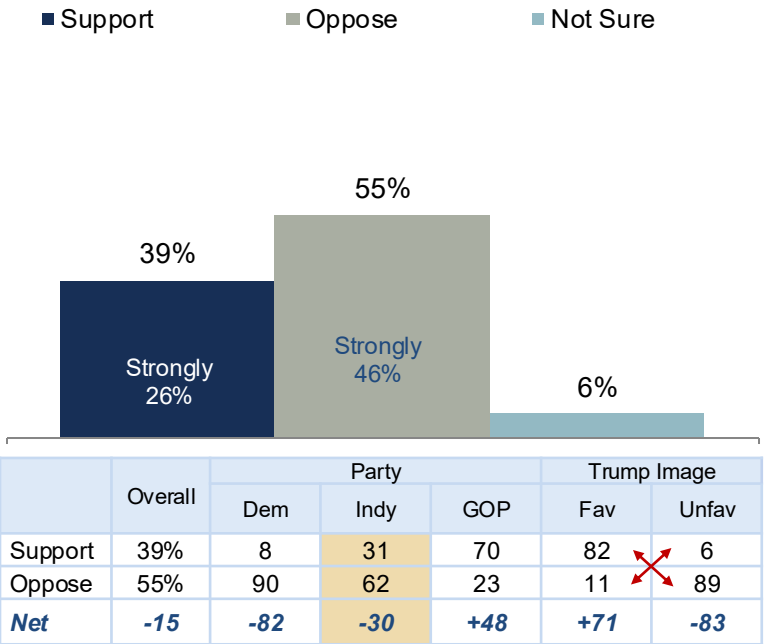


National Guard Deployment – What’s Inappropriate

A majority of Iowans are opposed to National Guard deployment in their city and using the Insurrection Act as justification.

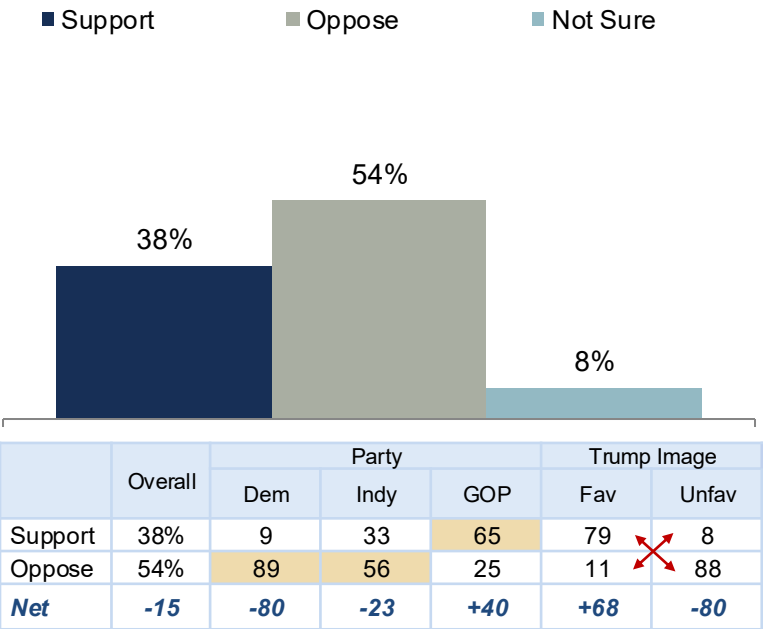
Not In My City

Would you support or oppose the National Guard being deployed to your city?



No Insurrection Act

The president can legally deploy the military across the country to engage in law enforcement only if he invokes the Insurrection Act, which allows for domestic military deployments to put down violent insurrections that threaten the constitution. Knowing this would you support or oppose President Trump invoking the Insurrection Act to deploy the military into American cities?



No Law Enforcement Training

Which comes closer to your opinion about the National Guard working alongside ICE agents in their immigration duties?

- That’s okay because illegal immigration is a major threat to our national security 42%
- That’s not okay because members of the National Guard have no training for local law enforcement 49%

	Overall	Dem	Party	Indy	GOP	Trump Image	Fav	Unfav
Okay	46%	8	43	77	94	8		
Not Okay	49%	88	51	17	3	86		
Net	-3	-81	-8	+60	+90	-77		

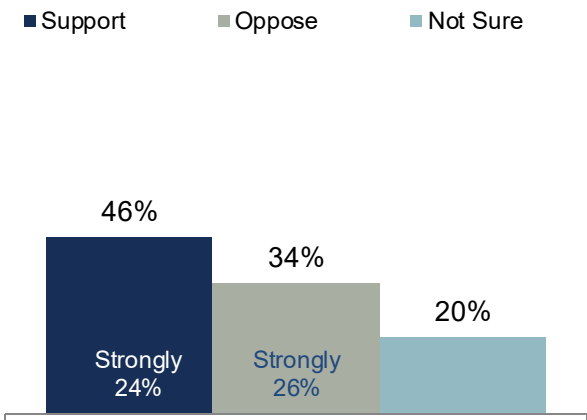
National Guard Deployment – Under Biden vs Trump

Introducing, Biden muddles the conversation; but framing it as a political stunt helps.

Likelihood of Supporting

Would you have supported or opposed President Biden having the authority to send the National Guard to red states?

*Asked only of Republicans and Conservatives



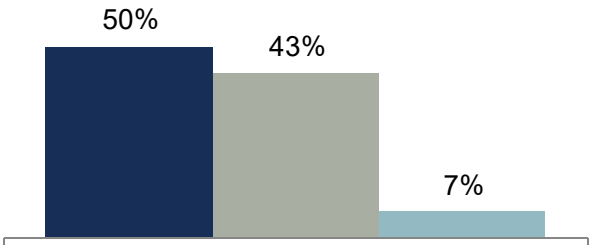
	Overall	Party	Ideology
		GOP	Conservative
Support	46%	45	48
Oppose	34%	35	32
Net	+12	+10	+16

Political Stunt

What do you think the reason is for President Trump only sending the military and National Guard to cities controlled by Democratic elected officials?

- It is a political stunt
- The cities have real problems with crime

■ Political Stunt ■ Real Problems ■ Not Sure



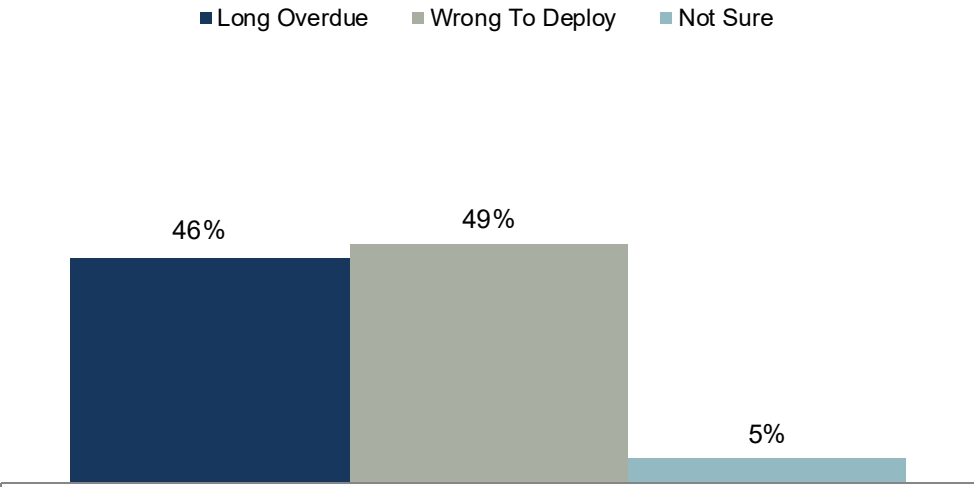
	Overall	Party			Trump Image	
		Dem	Indy	GOP	Fav	Unfav
Political stunt	50%	85	56	19	7	85
Real problems	43%	11	39	73	85	10
Net	+7	+74	+18	-54	-78	+75

National Guard Deployment

Making the argument about crime galvanizes Republicans and even some independents to Trump's side.

Which comes closer to your opinion?

- While you might not always agree with President Trump, he is taking long overdue action to illegal immigration and crack down on crime
- Regardless of problems our country faces, President Trump is wrong to deploy the military into our cities



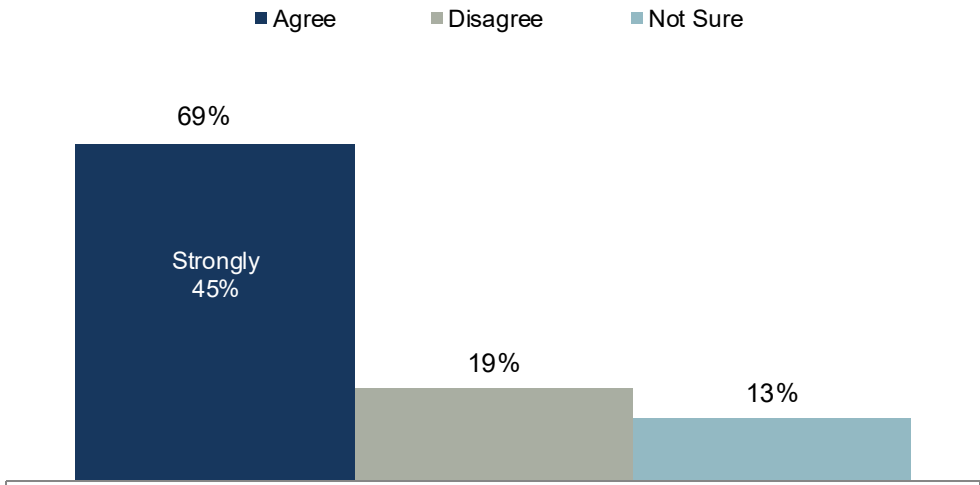
	Overall	Party			Trump Image	
		Dem	Indy	GOP	Fav	Unfav
Long Overdue	46%	8	43	77	94	8
Wrong to Deploy	49%	88	51	17	3	86
Not Sure	5%	4	5	6	3	6
Net	+3	-81	-8	+60	+90	-77

Funding for Local Law Enforcement

However, there is overwhelming support for shifting the debate towards strengthening local law enforcement.

Please indicate whether you agree or disagree with the following statements.

- It would be better to increase funding for local law enforcement rather than spending huge sums of taxpayer money to deploy the military.

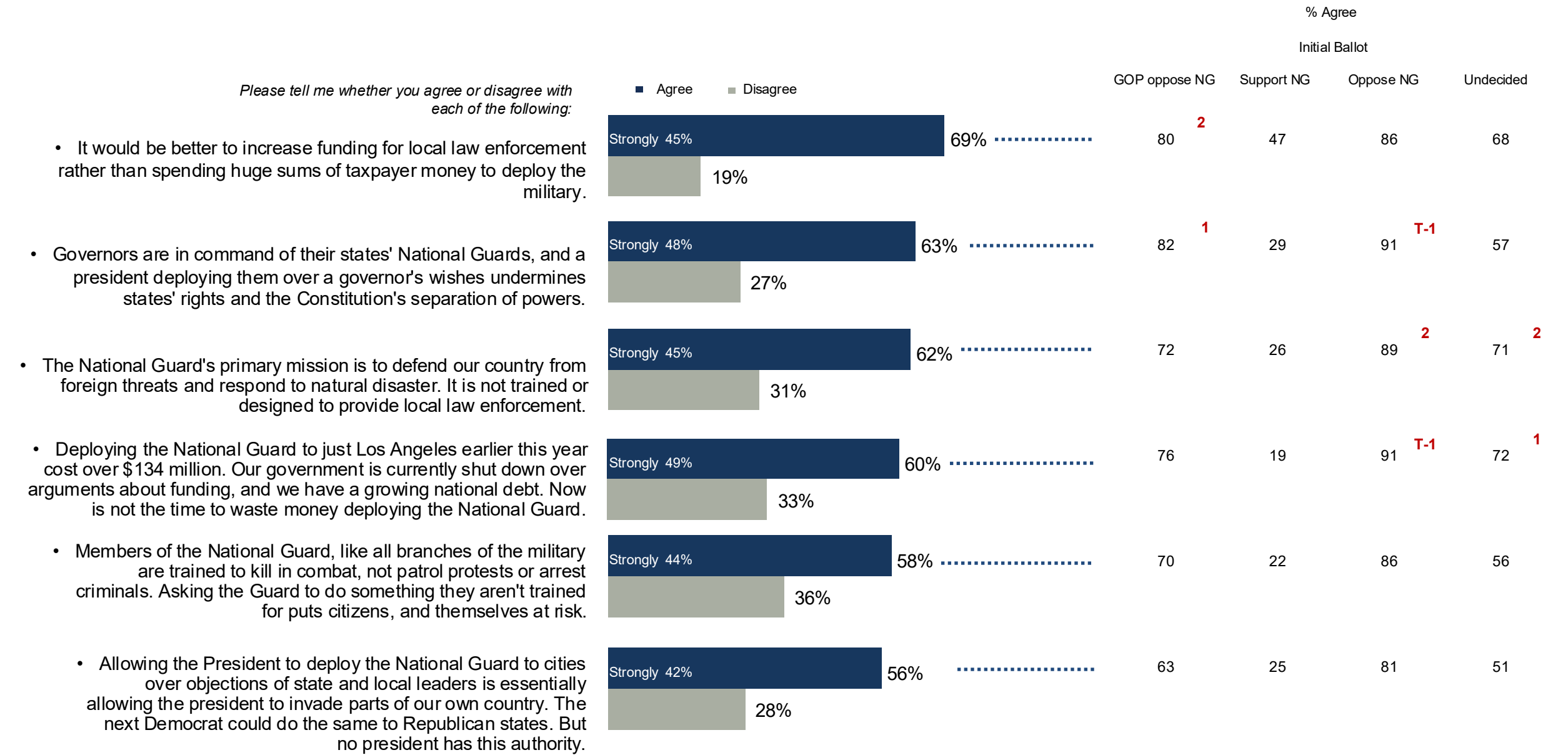


	Overall	Party			Trump Image	
		Dem	Indy	GOP	Fav	Unfav
Agree	69%	84	75	54	50	84
Disagree	19%	6	13	31	36	6
Not Sure	13%	10	12	15	14	10
Net	+50	+78	+62	+23	+15	+78

	Overall	Initial Ballot			NG Deployed to your city		
		Supp.	Opp.	Und	Supp.	Opp.	Und
Agree	69%	47	86	68	49	85	54
Disagree	19%	37	6	3	36	7	14
Not Sure	13%	16	8	29	15	8	32
Net	+50	+11	+80	+65	+13	+78	+41

Some numbers may be slightly off +/- 1% due to rounding.

National Guard Deployment



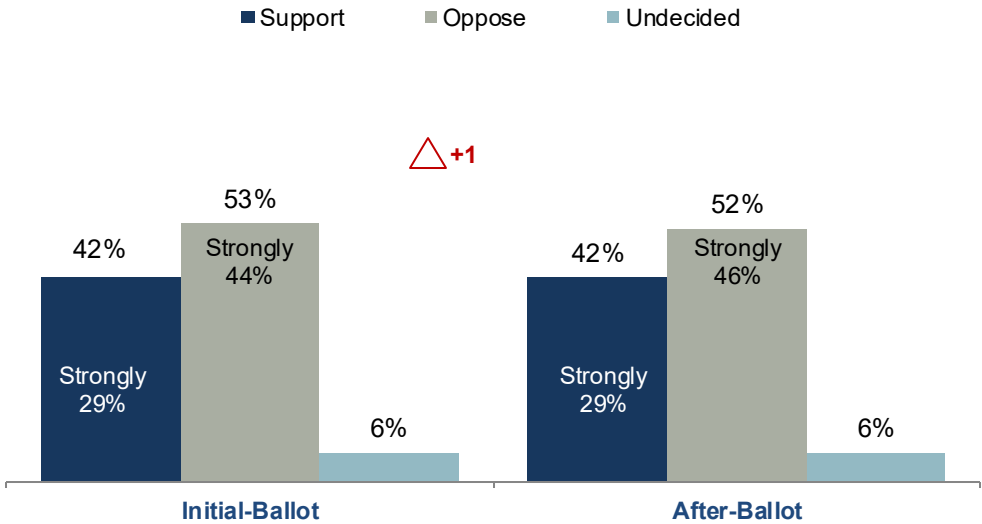
Some numbers may be slightly off +/- 1% due to rounding.

Before + After

The lack of movement during the survey underscores how dug in both sides are.

Support or Oppose?

Now, after all you've heard, would you say that you support or oppose President Trump's recent deployment of the military?



	Overall	Party			Trump Image		Initial Ballot		
		Dem	Indy	GOP	Fav	Unfav	Support	Oppose	Und
Support	42%	7	36	72	87	7	91	5	18
Oppose	52%	87	60	20	7	89	4	91	44
Undecided	6%	5	4	8	5	5	4	4	37
Net	-10	-80	-23	+52	+80	-82	+87	-86	-26
Net Change	+1	+4	-2	-2	-2	+3	-	-	-

Some numbers may be slightly off +/- 1% due to rounding.

Why?

Supporters: Local control, deploying military vs. Americans

Opponents: Political stunts

GOP Opponents: Political stunt, lack of police training, local control, inappropriate use

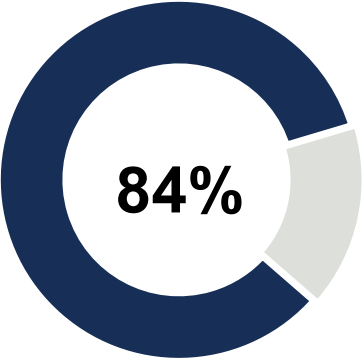
What is the one main reason you oppose the deployment of the National Guard? (TOP OPEN-END RESPONSES)

	Overall	Initial Ballot		GOP Oppose NG
		Supp.	Opp.	Opp.
Political stunt by Trump/Trump revenge tactic/distraction/political	12%	0	13	14
Escalating tensions/division/turmoil/chaos/crime/violence/war between Americans/civil war	10%	8	9	9
Not their job/not trained for policing	9%	8	9	14
Overrides will of state/governors/local authorities	8%	27	7	11
There is no insurrection/emergency/violent uprising/threat/threat is made up	7%	9	7	3
Unnecessary/wrong way to handle situation/disagree with it	7%	0	8	5
Cost/waste of money/money should be used elsewhere/misuse of resources	6%	0	7	8
Deploying the military against our own citizens/threatens citizens	5%	19	5	5
Abuse/overstepping of presidential power/president has no authority to do this	5%	0	6	8
Unconstitutional	4%	0	4	0
Undermines police/law enforcement/police can handle these problems	4%	0	3	0
Can only can be deployed in cases of insurrection/natural disasters/emergencies	3%	10	3	9
Illegal/unlawful	3%	0	3	6
Trump is an authoritarian/dictator	3%	0	3	3
Trump is wrong/bad/should be removed from office/Oppose the Trump administration	2%	0	3	0
Targeting Democratic cities	2%	0	2	0
Other	2%	9	1	0
Don't Know	3%	9	2	3

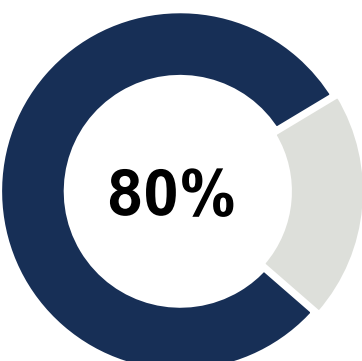
Some numbers may be slightly off +/- 1% due to rounding.

Key Target Audience

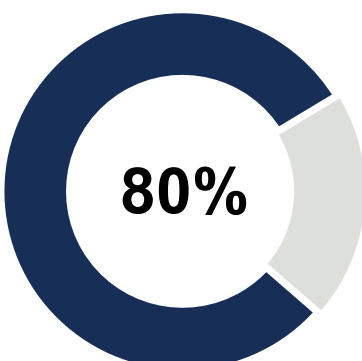
21% of Republicans oppose the deployment of the National Guard.



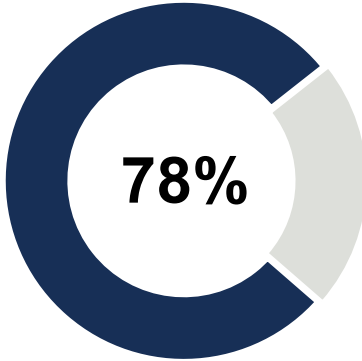
Violates the Insurrection Act



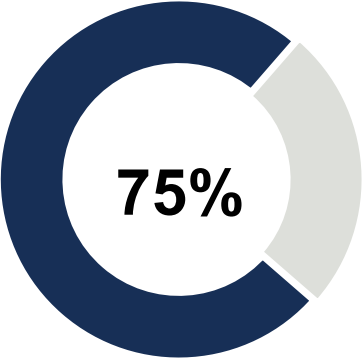
Increase local law enforcement budget



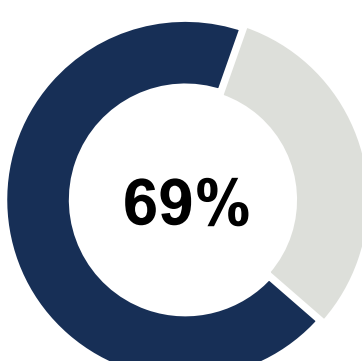
Dividing America



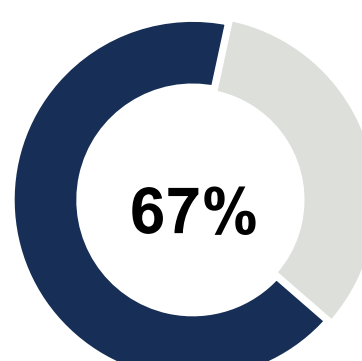
Unfavorable opinion of President Trump



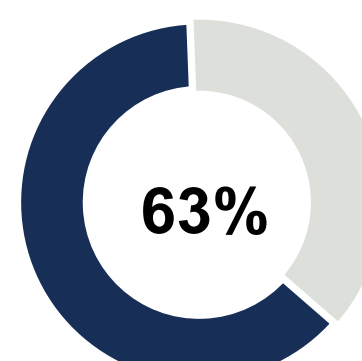
Against deployment in their own cities



ICE lacks policing background



Reckless political stunt



States rights to deploy

THANK YOU

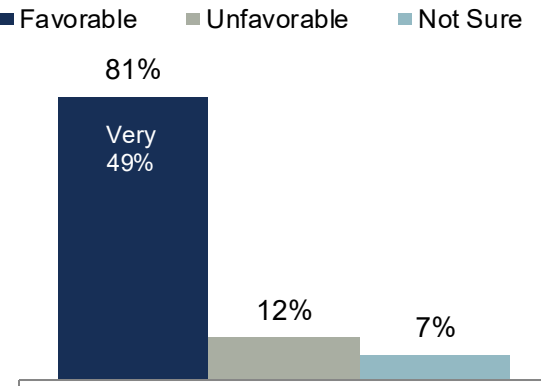


GS STRATEGY GROUP

The Players

Please indicate whether you have a favorable or unfavorable opinion of each of the following people or groups. If you have no opinion or have never heard of them, just indicate as such.

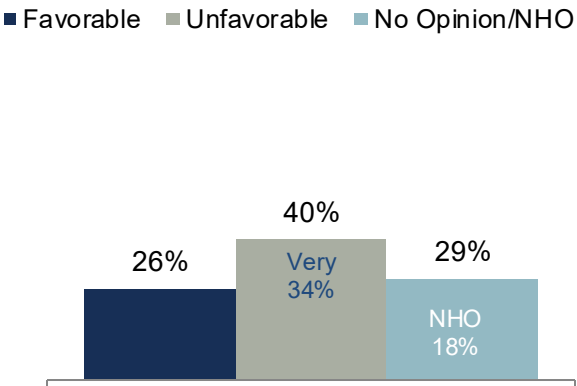
Police in your area or your local police



	Overall	Party			Trump Image	
		Dem	Indy	GOP	Fav	Unfav
Fav	81%	74	80	88	89	75
Unfav	12%	16	12	9	9	15
Net	+69	+58	+69	+79	+81	+60

	Overall	Initial Ballot			NG Deployed to your city		
		Supp.	Opp.	Und	Supp.	Opp.	Und
Fav	81%	90	74	81	91	73	83
Unfav	12%	8	16	3	7	17	5
Net	+69	+82	+58	+78	+85	+57	+78

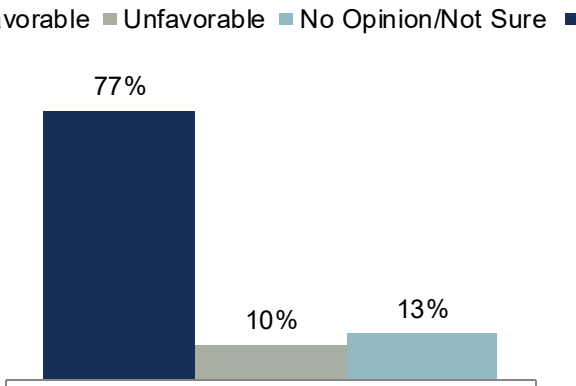
Pete Hegseth



	Overall	Party			Trump Image	
		Dem	Indy	GOP	Fav	Unfav
Fav	26%	5	22	46	57	3
Unfav	40%	68	44	15	6	68
Net	-14	-63	-22	+31	+52	-65

	Overall	Initial Ballot			NG Deployed to your city		
		Supp.	Opp.	Und	Supp.	Opp.	Und
Fav	26%	57	4	10	59	4	14
Unfav	40%	8	68	13	8	65	23
Net	-14	+49	-64	-3	+51	-61	-9

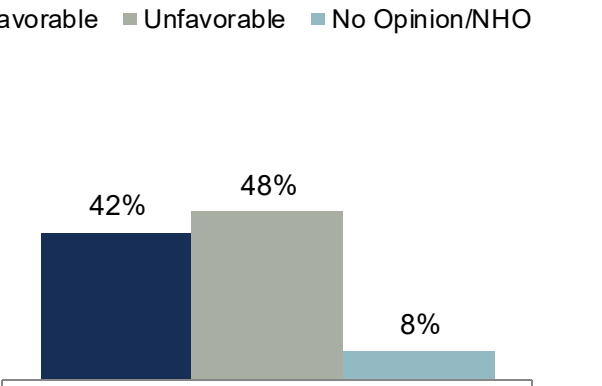
The National Guard



	Overall	Party			Trump Image	
		Dem	Indy	GOP	Fav	Unfav
Fav	77%	66	75	88	94	64
Unfav	10%	17	9	6	1	18
Net	+67	+49	+66	+82	+93	+46

	Overall	Initial Ballot			NG Deployed to your city		
		Supp.	Opp.	Und	Supp.	Opp.	Und
Fav	77%	94	63	72	96	63	80
Unfav	10%	1	19	0	1	18	3
Net	+67	+93	+45	+72	+95	+45	+77

Immigration and Customs or ICE



	Overall	Party			Trump Image	
		Dem	Indy	GOP	Fav	Unfav
Fav	42%	8	34	74	82	11
Unfav	48%	83	57	15	10	80
Net	-7	-75	-22	+58	+72	-69

	Overall	Initial Ballot			NG Deployed to your city		
		Supp.	Opp.	Und	Supp.	Opp.	Und
Fav	42%	85	9	28	85	11	38
Unfav	48%	9	83	25	9	79	31
Net	-7	+76	-74	+3	+76	-68	+6

Audience Profile

 Gender		Overall
	• Male	48%
	• Female	52%

 Area		Overall
	• Des Moines	40%
	• Cedar Rapids	27%
	• Davenport	10%
	• Sioux City	9%

 Age		Overall
	• 18-34	21%
	• 35-44	16%
	• 45-54	17%
	• 55-64	18%
	• 65+	29%
	• Mean	50.7

 Ideology		Overall
	• Liberal	26%
	• Very Liberal	12%
	• Somewhat Liberal	14%
	• Moderate	29%
	• Conservative	41%
	• Somewhat Conservative	20%
	• Very Conservative	21%
	• NET	+15

 Income		Overall
	• Under \$50,000	27%
	• \$50-100,000	30%
	• \$50-75,000	14%
	• \$75-100,000	16%
	• \$100,000 +	31%
	• Refused	13%

 Party		Overall
	• Republican	38%
	• Democratic	27%
	• Independent/No Party	30%
	• Other	2%
	• NET	+11

 Children Under 18?		Overall
	• Yes	27%
	• No	70%