



# “Taking America Back”: Reasons and Meaning

## *Word Clouds, Trump and Drivers*

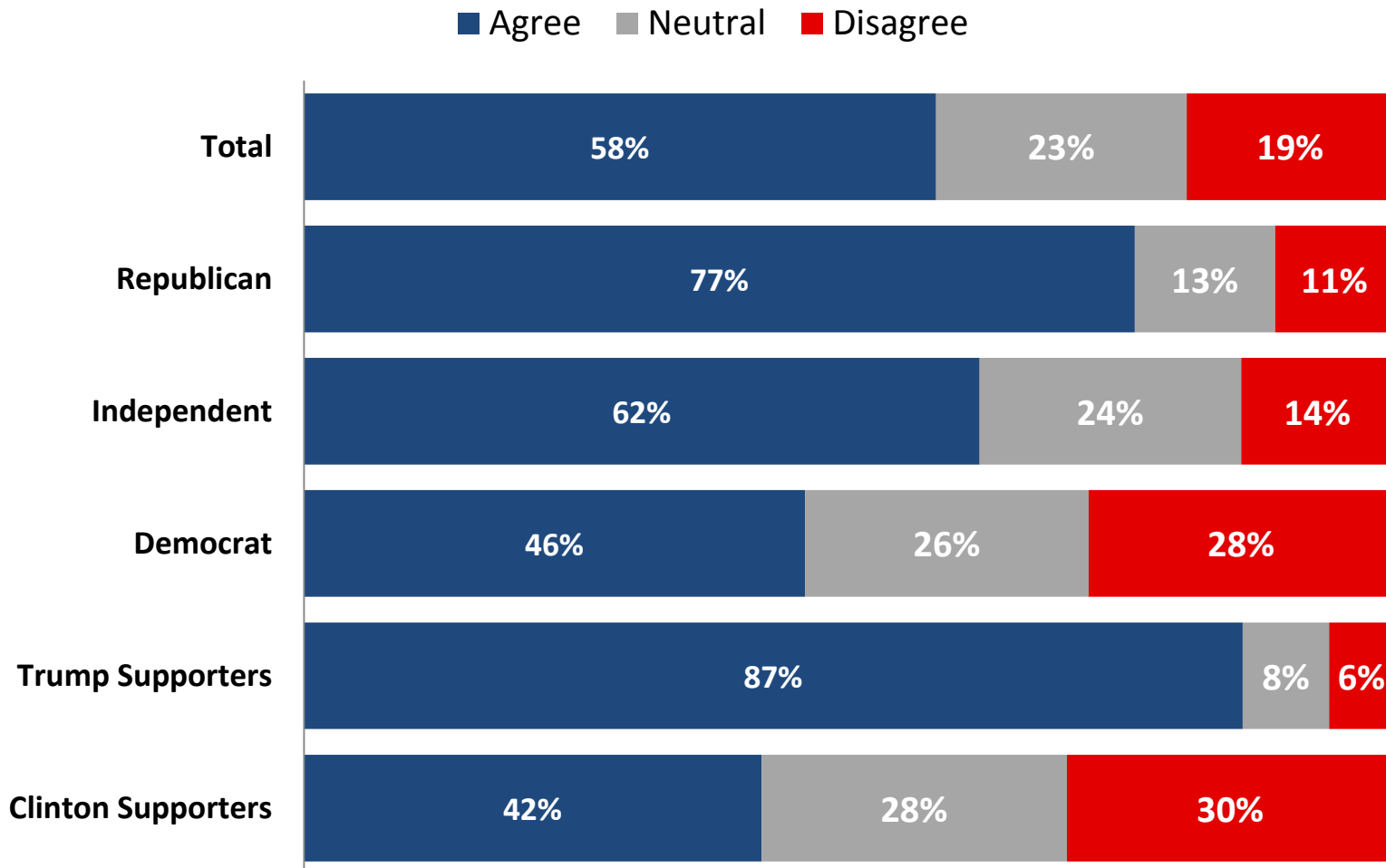
**Cliff Young**  
*President USPA*



# Talking Points

- Trump has forcefully pushed a strong “American Exceptionalism” rejuvenation narrative typified by his campaign slogan— “MAKE America Great Again!”
  - Often Trump operationalizes this slogan in speeches as “we need to take America back” or some derivation thereof.
  
- To what degree do people agree with the message? And why?
  - Republicans are much more likely than Democrats to agree on the need to “take America Back” (77% v. 46%). Trump supporters, in turn, are even more likely at 87%.
  - When asked “from what we need to take America back” , Democrats and Republicans have distinct reasons.
    - Republicans cite most frequently “politicians”, “big government” and “immigrants”.
    - Democrats, in turn, cite “politicians” and the “rich”
  
- Trump supporters, in turn, are more like Republicans.
  - Indeed, they mention most often “big government”, “politicians”, “liberals” and “immigrants” as objects from which America must be taken back.

# Belief that “we need to take America back”

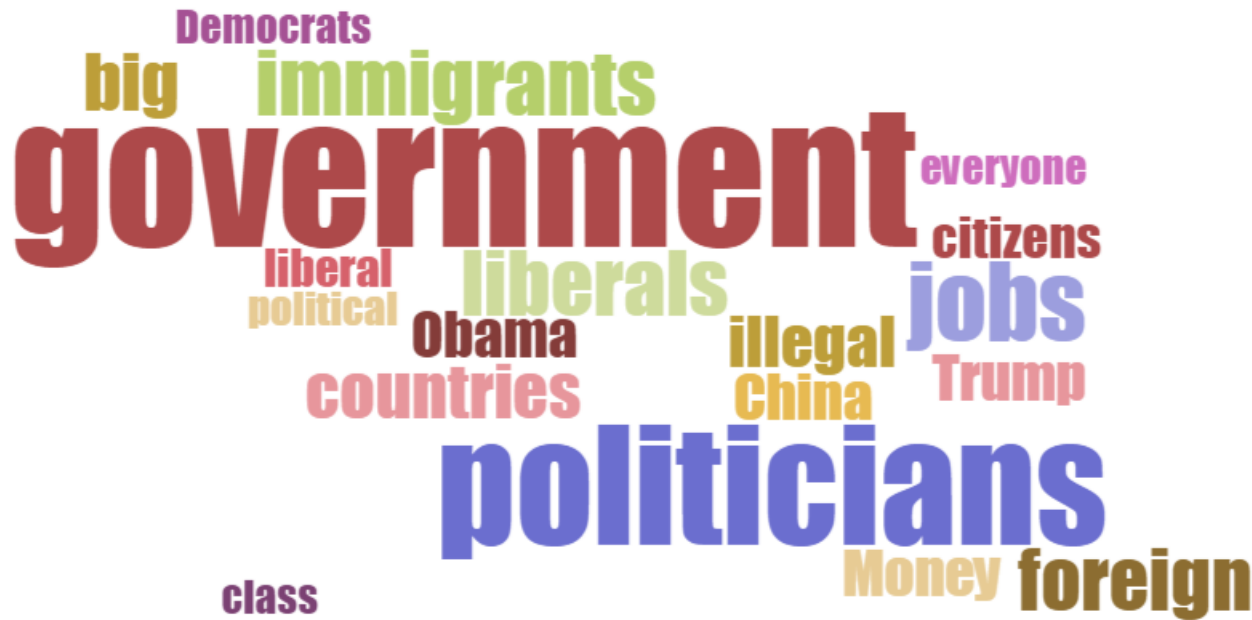


Source: Ipsos Poll April 14-15; n=1006

Wording: “Do you agree or disagree with the following statement: We need to take America back”

# Taking America Back: Republicans

“From WHAT or WHO do we need to take America back?”



Base: Republicans

“From the crooked politicians and all the illegal and legal immigrants who want to change our values.” – *Female, 64, Some college*

# Taking America Back: Trump Supporters

“Currently America is in the grubby hands of politicians who only care about how much money they can make.” – *Male, 21, Some college*

“From any ethnic group that wants to change our way of life and those who live on the dole. Take it back from undocumented immigrants that take our services and give our country nothing!” – *Female, 78, Some college*

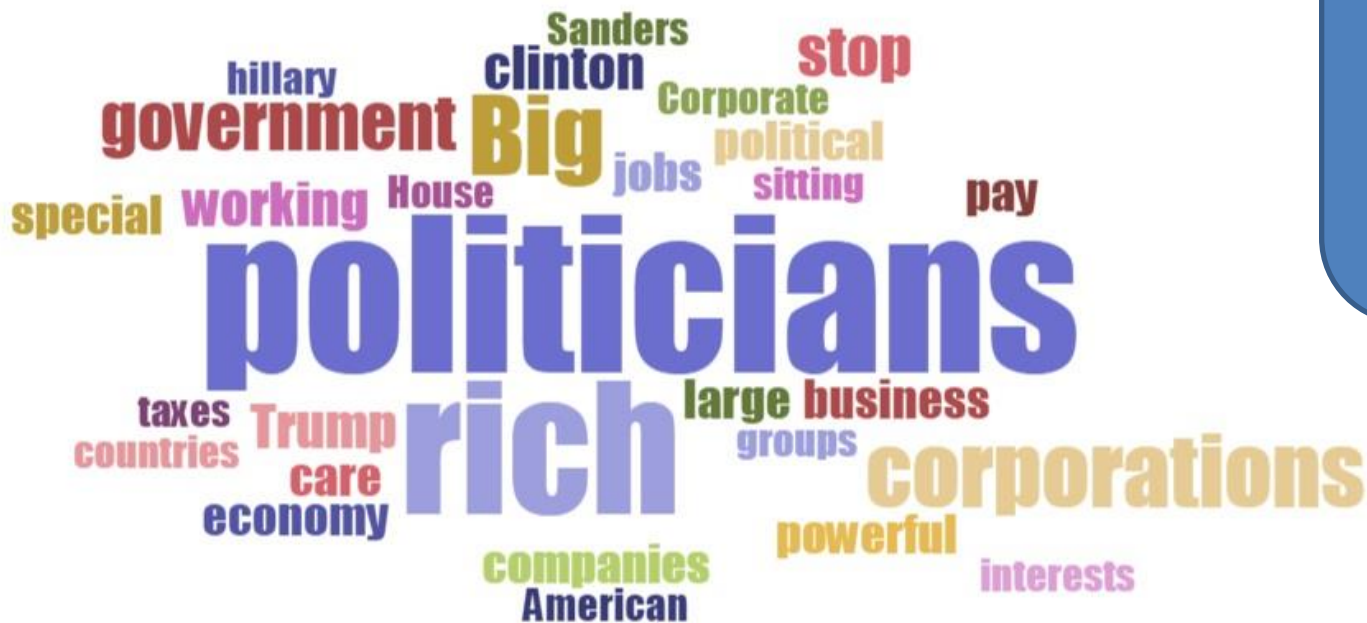
“From WHAT or WHO do we need to take America back?”



Base: Vote for Trump in General Election

# Taking America Back: Democrats

“From WHAT or WHO do we need to take America back?”



“...Back to the foundations that made America great once. Big corporations, bank institutions and corrupt politicians should not be able to feed off the American people.” – Female, 51, Some college

Base: Democrats