

# American Public Opinion: January 6 and Efforts to Thwart Will of American Voters

Thursday, June 30, 2022

# Americans are hearing about this month's Congressional investigation

## How much have you heard about the January 6th Congressional investigation?

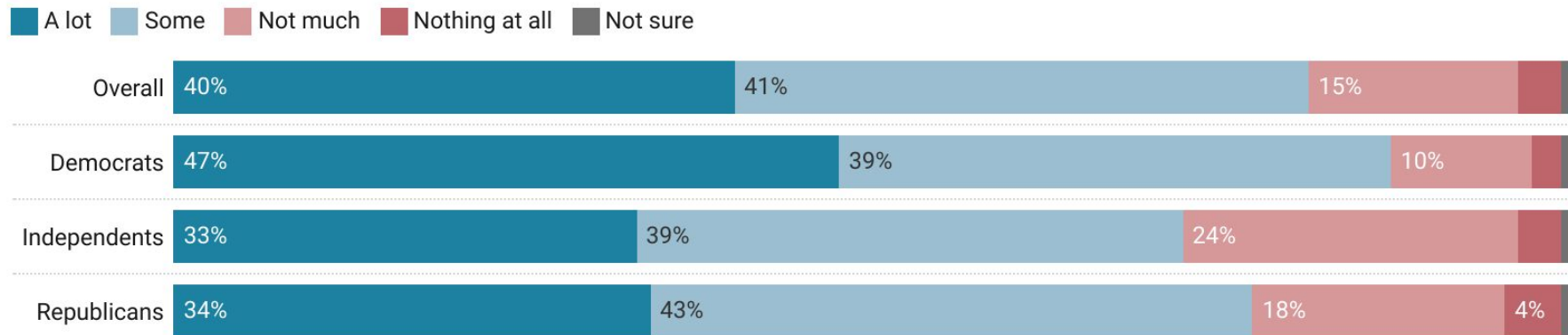


Chart: Research Collaborative • Source: National survey, n1400, Lake Research Partners, June 11, 2022. • Created with Datawrapper

# Support for the hearings increased among Democrats and Independents

## Change in Support for Congressional Investigation into January 6th attacks

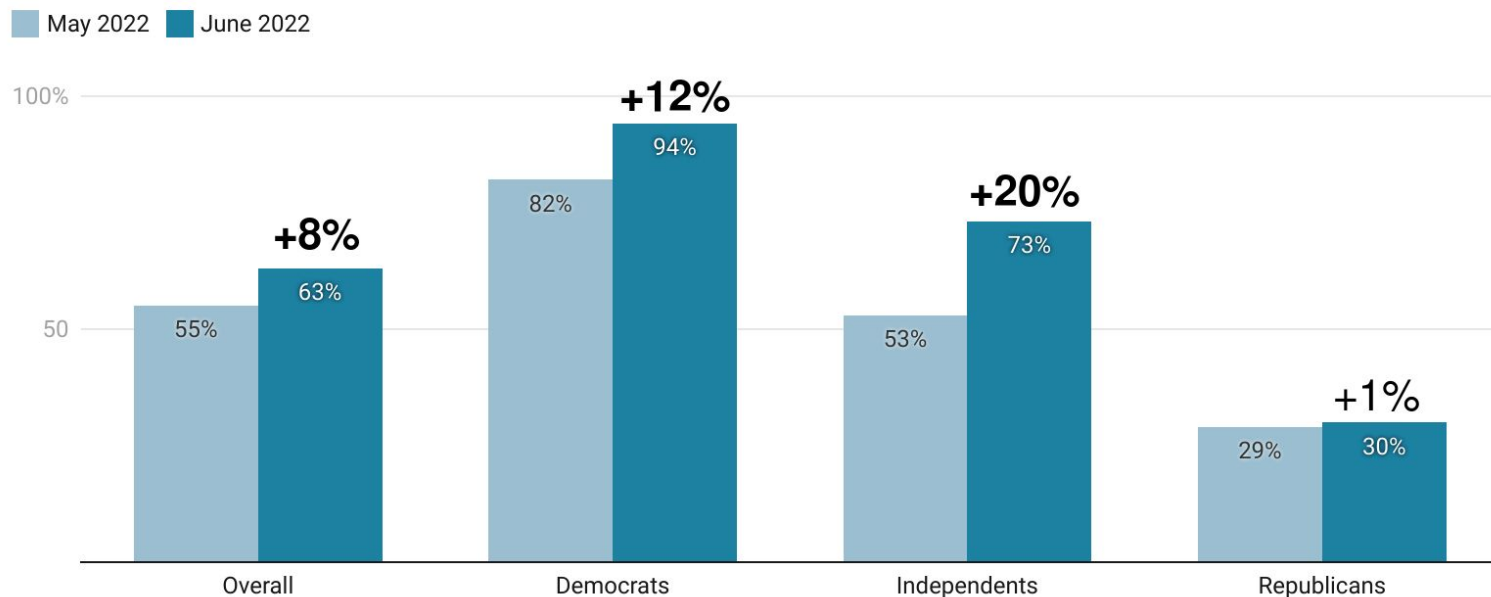


Chart: Research Collaborative • Source: National survey, n2005, Morning Consult + Politico, May 13 - 16, 2022; National survey, n1400, Lake Research Partners/Research Collaborative/ASO Communications, June 11-19, 2022 • Created with Datawrapper

# Support for January 6th is higher than for second impeachment

## Voter support of the second impeachment versus the January 6th hearings

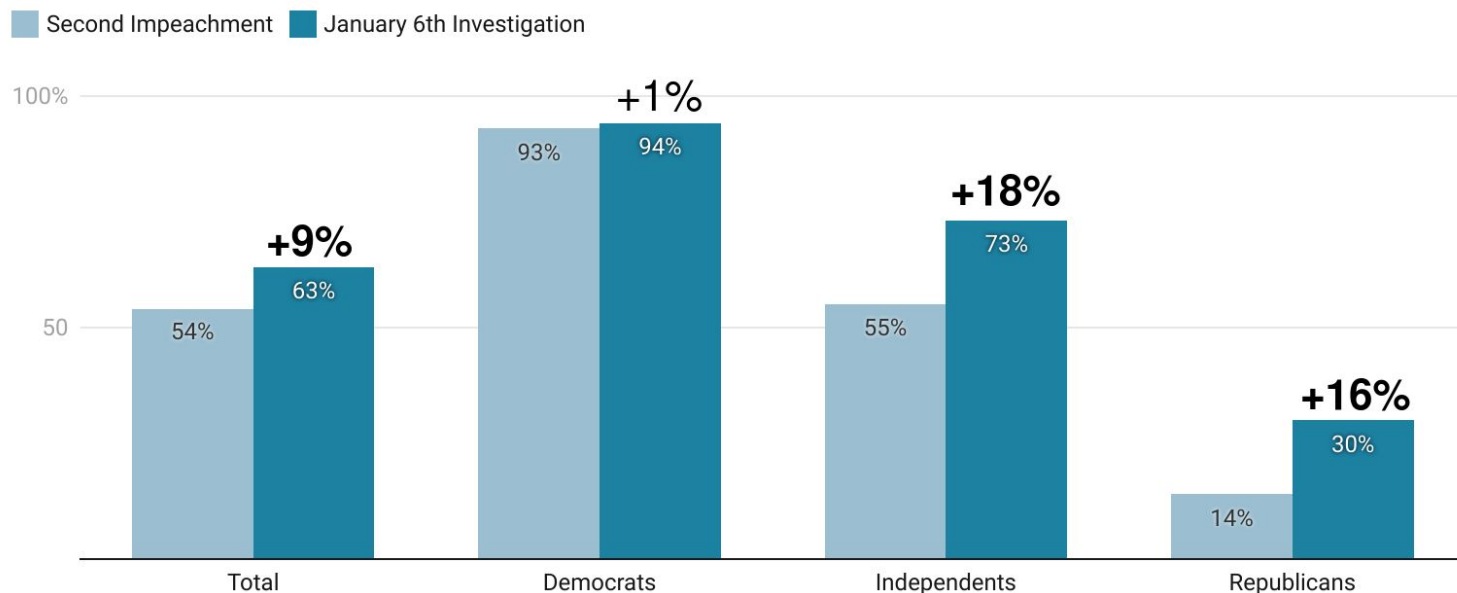


Chart: Research Collaborative • Source: National survey, n1007, Hart Research Partners, Jan. 21 - 23, 2021; National survey, n1400, Lake Research Partners/Research Collaborative/ASO Communications, June 11-19, 2022 • Created with Datawrapper

# A majority see the committee doing important work to uncover the truth

## Attitudes toward House Committee Investigating January 6th

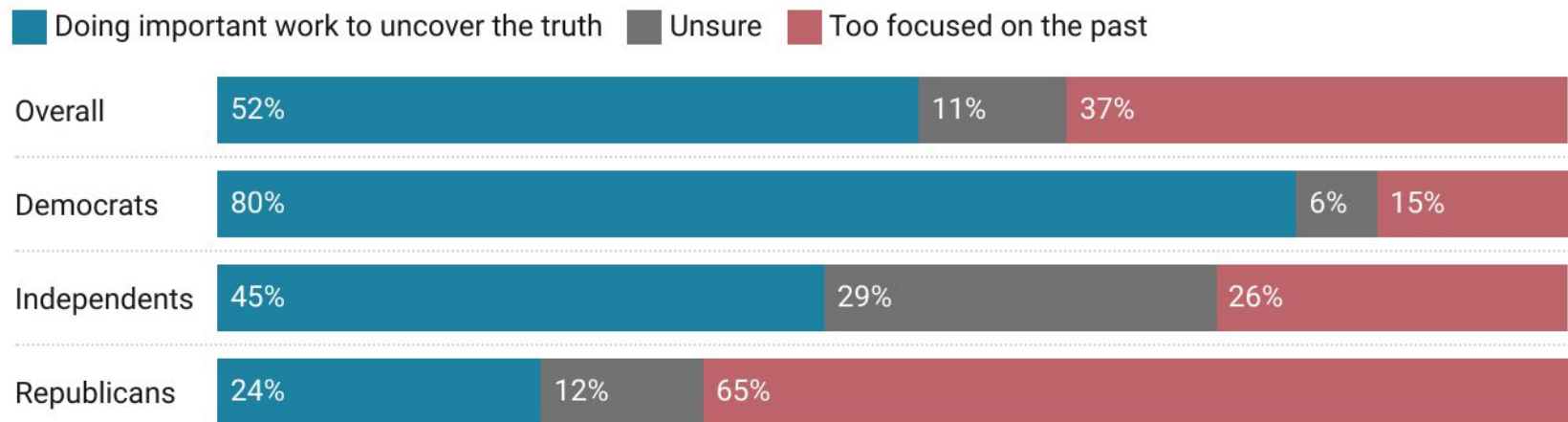
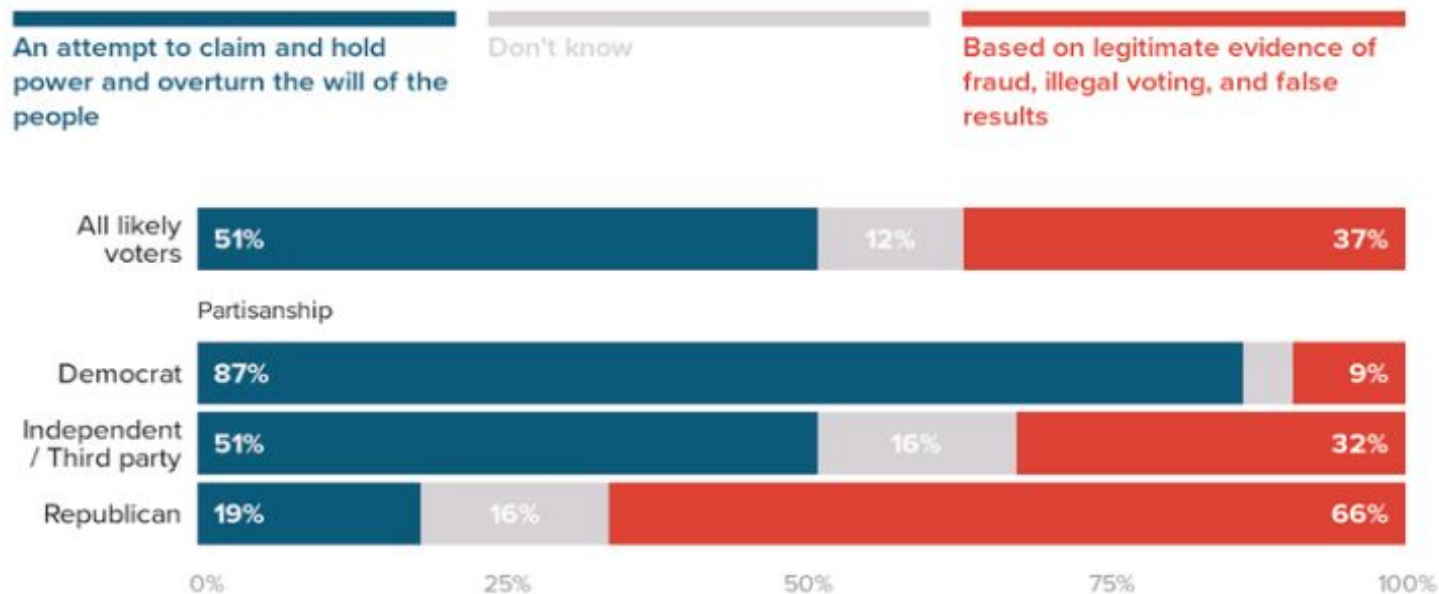


Chart: Research Collaborative • Source: National survey, n1387, Navigator, June 9 - 13, 2022 • Created with Datawrapper

# A Majority of Voters Think Trump Republicans' Efforts to Contest the 2020 Election Were an Attempt to Claim and Hold Power and Overturn the Will of the People

Which of the following comes closest to your view, even if neither is exactly right?

Trump Republicans' efforts to contest the 2020 election, including the January 6th attack, were...



June 15–21, 2022 survey of 1,455 likely voters

DATA FOR PROGRESS

# The hearings have delivered highly impactful moments

- Wandrea “Shaye” Moss: Description of Trump supporter attempting to make a citizen’s arrest
- Officer Edwards: Descriptions of violence on January 6th
- Footage of violence on January 6th
- Vice Chair Cheney: Trump rejected advice that his actions were illegal
- Pence Council Greg Jacob: Trump statements “categorically untrue”
- Statements that clearly show Trump’s lies are also convincing.

Source: Based on four RCTs conducted with Swayable from June 9<sup>th</sup> through June 21<sup>st</sup>. Sample sizes range from 9,736 to 15,576.

# Voters say the investigation is “factual” and “thorough”

“What they have stated is factual, honest and true. And I believe that all of this honesty is coming out properly through the committee...and we are trying to restore American pride in our system”

**Uncommitted Voter**

“I know that's what has taken so long is that they've been doing a really thorough investigation and interviewing all these people behind closed doors for a year and a half.”

**New Midterm Voter**



# Voters reject members of Congress who supported the January 6th attacks

## Voters Who Say They are 'Less Likely' to Vote for a Member of Congress who Supported the People who Attacked our Capitol on January 6th

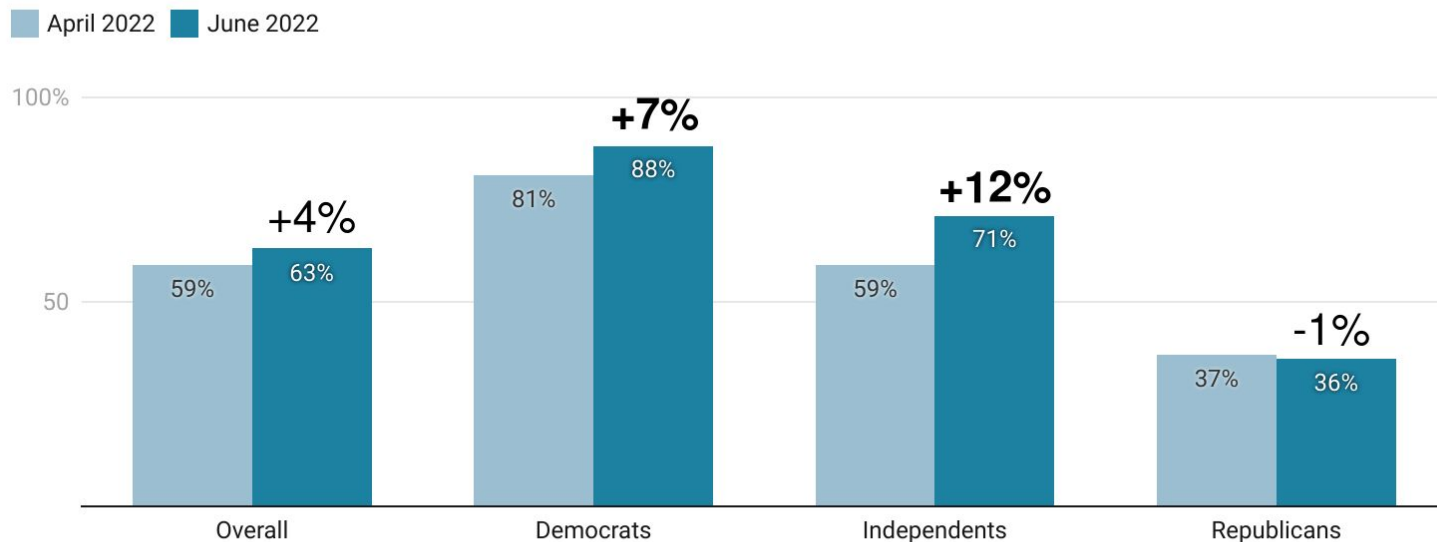


Chart: Research Collaborative • Source: National survey, n1200, Lake Research Partners/Research Collaborative/ASO Communications, April 5 - 11, 2022; National survey, n1400, Lake Research Partners/Research Collaborative/ASO Communications, June 11-19, 2022 • Created with Datawrapper

# Voters are concerned that candidates who tried to overturn 2020 would do it again

“If they keep doing it, they're going to succeed. And we will no longer be a representative government anymore because they're just going to continue to tweak their maps and gerrymander and do all the things they can do to keep themselves in power. And then we won't have a vote anymore.”

## **New Midterm Voter**

“Yes, I would definitely not vote for [a candidate who lied about 2020]. All politicians lie, but this claim is over the top and it seriously damages the country.”

## **Uncommitted Voter**

**Accountability**

# Voters Hold Trump and Trump Republicans Responsible for the plan to overturn the 2020 election

## How responsible is Donald Trump for the January 6th attack?

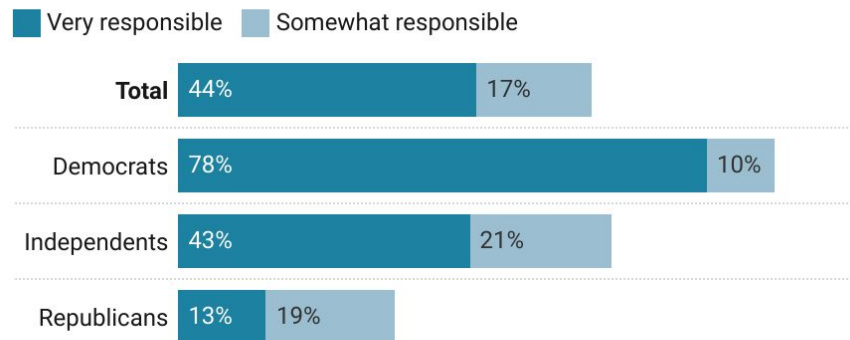


Chart: Research Collaborative • Source: National survey, n1455, Data For Progress/Research Collaborative/ASO Communications, June 15-21, 2022 • Created with Datawrapper

## How responsible are Trump Republicans in Congress for the January 6th attack?

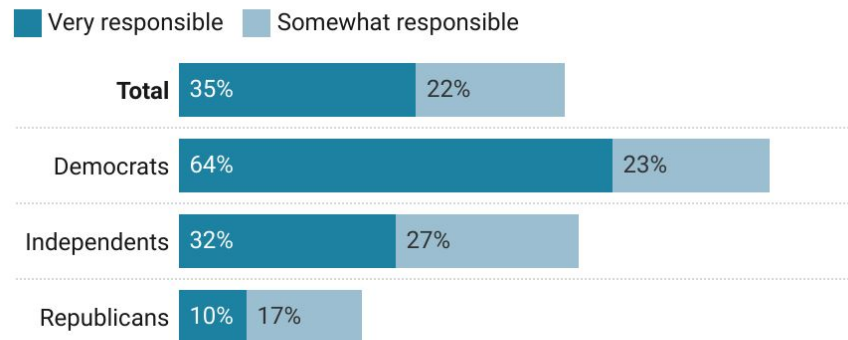


Chart: Research Collaborative • Source: National survey, n1455, Data For Progress/Research Collaborative/ASO Communications, June 15-21, 2022 • Created with Datawrapper

# Voters believe accountability happens in Washington *AND* at the voting booth

## Accountability for Members of Congress involved in the January 6th attack must be delivered by...

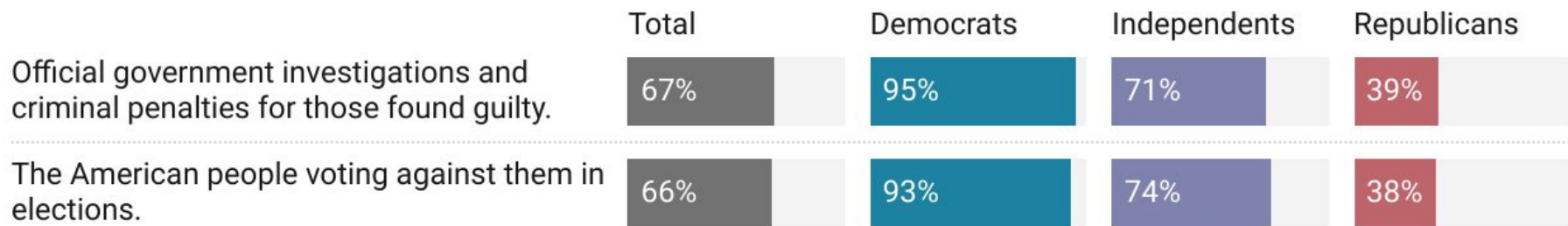


Chart: Research Collaborative • Source: National survey, n1400, Lake Research Partners/Research Collaborative/ASO Communications, June 11 - 19, 2022 • Created with Datawrapper

# Voters believe members of Congress who supported January 6th should be punished

“You should never be allowed to hold public office ever again Not any single one of them. Losing every privilege that they would ever have received. Had they retired or stopped.”

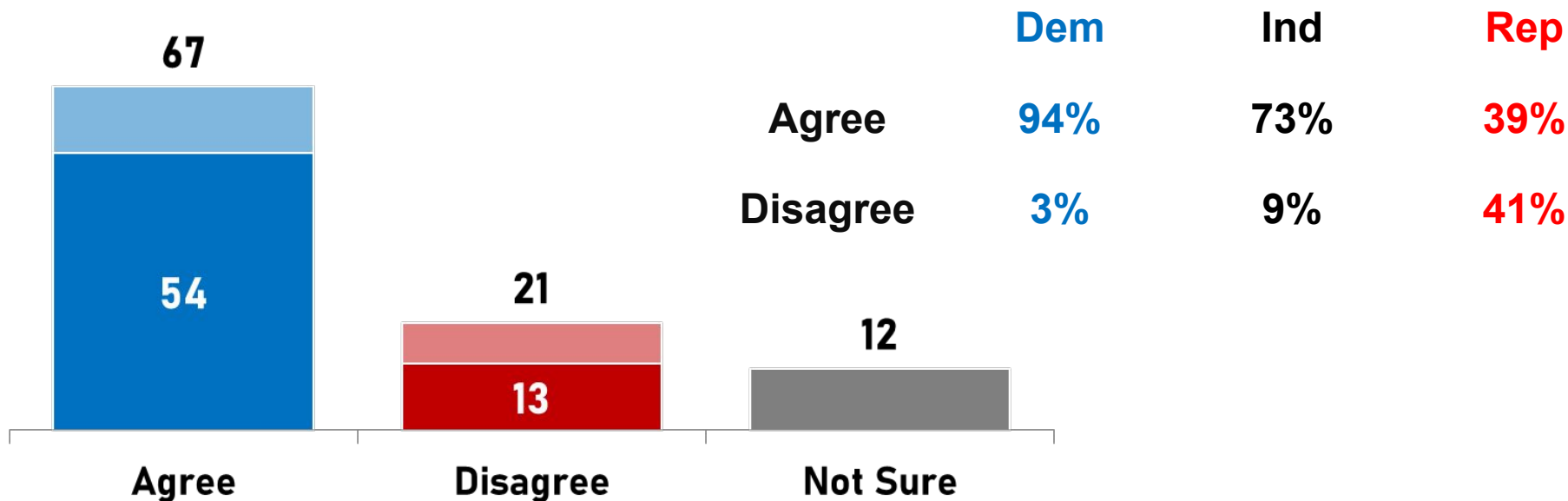
**Uncommitted Voter**

“Remove. And I would like to add to the public apology because that was something that was done, and it offended the entire country. Everybody was affected by that, impacted by that, and a public apology along with that.”

**High Information Voter**

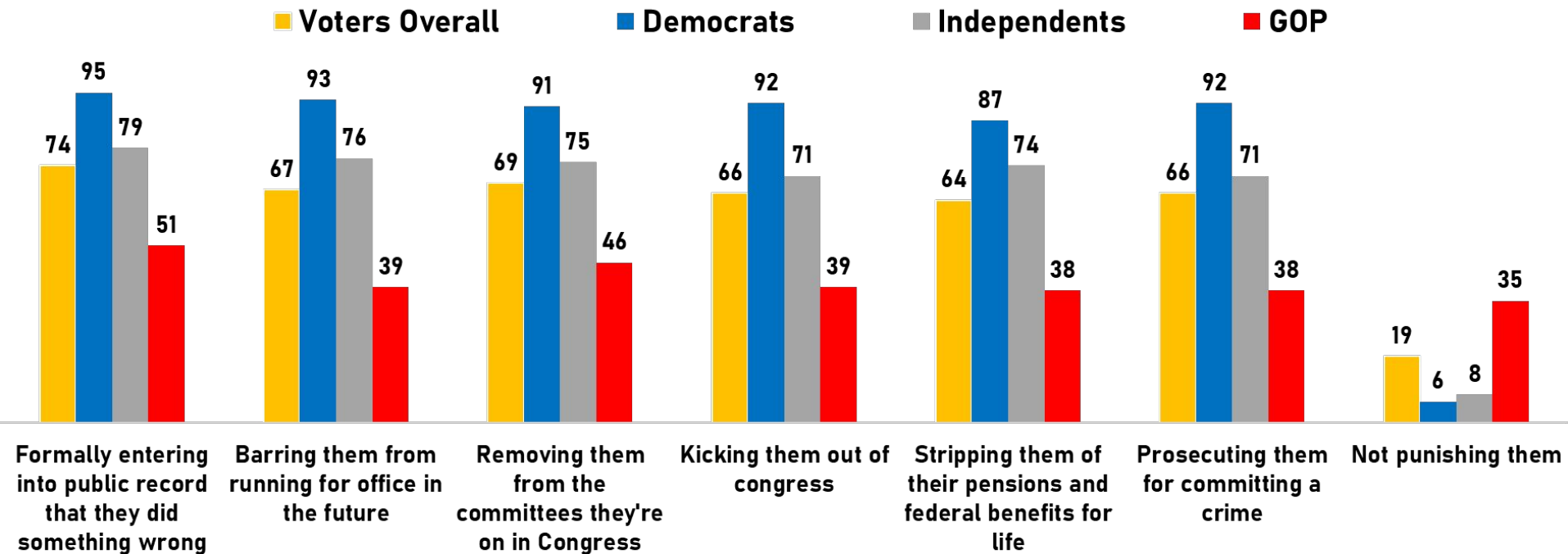
# Two-thirds would not vote for anyone who played a role in January 6th including a majority of independents

Agree or disagree: I would not vote for anyone who attempted to overturn the 2020 election, including by supporting or encouraging the attack on January 6th



# Voters support a wide range of accountability measures. Only 35% of Republicans think they should go unpunished.

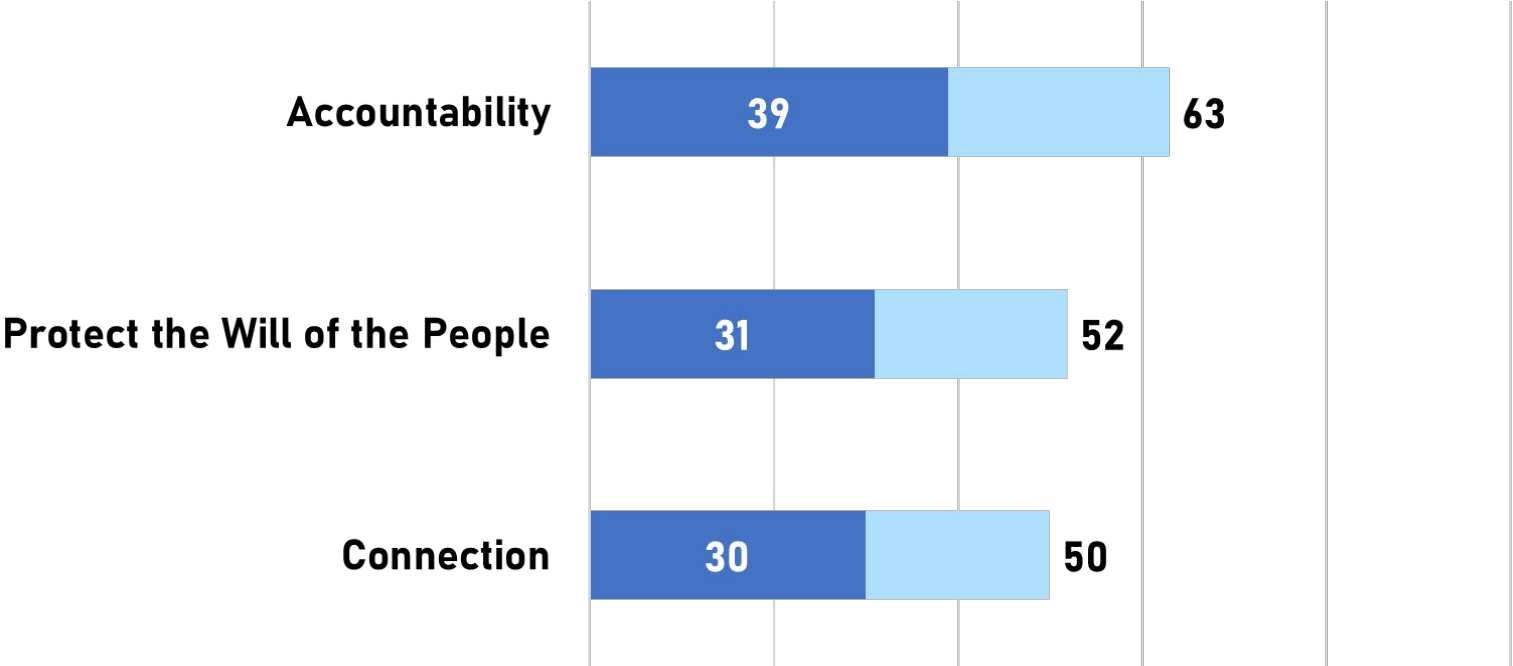
Punishments for Members of Congress who Supported/Encouraged Jan 6h  
% who say punishment is very or somewhat appropriate





Accountability is the value that voters want most regarding the attack on January 6th. Arguments that emphasize protecting the will of the people and that draw the connection between January 6th and the movement to do away with Roe v. Wade, end LGBTQ rights, and ban books are less successful.

How Convincing is each statement?



# January 6<sup>th</sup> Messaging

STATEMENT- Full text	% very convincing (%total convincing)
<p><b>[Accountability]</b> We must investigate and hold accountable the politicians who aided and supported the attacks on January 6th, promoted violence with lies about the election, and promised to illegally overturn the election results. We must investigate and prosecute the politicians behind this criminal conspiracy to ensure justice and that our country can move on from the harmful stain of the January 6th attacks.</p>	39% (63%)
<p><b>[Protect the Will of the People]</b> In America, voters decide. But today, MAGA Republicans are trying to overturn the will of the people. They promote a genocidal ideology, attacking our country on January 6th, promoting armed mobs, and taking away our freedom to vote, freedom to decide if we grow our families, and freedom for our kids to learn and come home safe. As voters, we can hold all those involved in attacks on our country and freedoms accountable by removing those responsible from power. By joining together across race, place and party, we can make this a country where we all have the freedom to thrive, no exceptions.</p>	31% (52%)
<p><b>[Connection]</b> The MAGA Republicans are continually trying to overturn the will of the people. First they tried to overturn the election results and then they attacked the Vice President, Congress, and local elected officials. Now they are overturning the will of the people by doing away with Roe v. Wade, ending LGBTQ rights, and banning books. It's time to assert the people's will and prevent these actions.</p>	30% (50%)

Sorted by % Very Convincing

**“Accountability” is the strongest message across key targets and performs the best in terms of drawing in independents. The other messages work well for Democrats but see a substantial drop off with independents.**

**How Convincing is each statement?**

% Very Convincing	Total	By Key Subgroups		
		Democrats	Independents	Republicans
<b>Accountability</b>	<b>39%</b>	<b>66%</b>	<b>45%</b>	12%
<b>Protect the Will of the People</b>	31%	55%	29%	8%
<b>Connection</b>	30%	56%	25%	7%

**Questions**