



### [The Anti-Trump Republican and Their Impact on the Upcoming Election](#)

Notable anti-Trump GOP groups like Republican Accountability, the Never Trump movement, and the Lincoln Project, as well as Former U.S. Representative Liz Cheney, her father Former U.S. Vice President Dick Cheney, numerous former Bush and Reagan staffers, and a swath of past members of Trump's own cabinet have come out not only in opposition to him, but in support of Vice President Kamala Harris's 2024 campaign – echoing similar concerns in an attempt to put “country over party.” This has taken many forms, from social media posts to literally joining Harris on the campaign trail itself, as Liz Cheney did. Further yet, some even closer to Trump, including his Former Vice President Mike Pence, have refused to endorse him. One can argue that having both living Republican vice presidents of this century denounce Trump for the threat that they deem he poses to the welfare of the country speaks even louder than any of the endorsements.

In addition to verbal endorsements, or lack thereof, advocacy groups aligned with the Republican Party such as the Lincoln Project have poured money into TV advertisements and social media campaigns – all focused on highlighting Trump's weaknesses in a way that will appeal to the very groups that Harris needs to mobilize like working class middle-of-the-road voters who may be disillusioned with Trump. Other support has come in the form of television appearances, be it outlets such as Fox News or CNN, among others of course. Perhaps most notably, support has been seen via an [open letter](#) addressing Harris and her running mate, current Minnesota Governor Tim Walz, which was signed by a number of Republicans in the hundreds.

The outpouring of energy and resources into this sort of advertising and campaigning might seem like a waste because in principle, everyone knows that it is not going to persuade the die-hard MAGA voters. However, proponents of the anti-Trump advocacy would point out that it is more so aimed at Republicans who may have already voted for him, but currently possess existing reservations or doubts about doing it again this time around in 2024. Ultimately, this type of campaigning is not intended to sow seeds of doubt in the minds of Trump's supporters – rather it is to exacerbate existing doubt in those who feel lukewarm or hesitant about the former president. [9% of likely voters](#) who support Trump are prepared to at least consider switching to [Harris](#) this November. Furthermore, Larry Sabato, Director of the University of Virginia's Center for Politics, says that it can also help make the argument to sway left-leaning independent voters who may have been undecided but needed a small push from the other side in a display of bipartisanship. Those who are informed, engaged in politics, and open to having their minds changed – the [13%](#) of undecided voters – is who this anti-Trump advocacy is mainly focused on.

According to the numbers, [there is not much](#) of a staggering or noteworthy difference so far. An ABC News/Ipsos poll found that 93 percent of likely Republican voters still prefer Trump over Harris – which is similar to where Trump stood in this regard back in 2020. Despite the size of these numbers, the Harris camp is taking any and all endorsements and anti-Trump advocacy in stride because in this race that is expected to be razor-thin tight, a little goes a long way. Even though it is not that large of a change, any minor swing counts for just a bit more of a majority for Harris to potentially have over Trump. So no, it might not convince a plethora of average American voters to switch over but margin by margin, any slight shift could mean the difference in this election.