

A vibrant landscape featuring a double rainbow arching over green hills. In the foreground, a person in a red jacket stands with their arms raised, celebrating. The sky is blue with scattered clouds.

WINNING THE FUTURE

Research into the unconscious mind of voters

PREPARED BY



SUMMARY

Three Things to Think About

1. In America, people feel like they're **drowning** and that they're profoundly **devalued**
2. Democrats are **soft, slow,** and **spend a lot** — they have to invest, not spend; they have to move and make government work
3. Democrats have to **include people** — each and everyone — bring each and everyone along — on ramps to **belonging**

KEY STUDY CONCLUSIONS:

**The Perception of the Democratic Party:
Soft & Slow, Ineffective & Exclusionary, Big
Spenders who are Bad for the Economy.**

Soft and Slow:

Frustration from Democrats that the party does not play hardball and gets rolled by the Republicans. Our study shows that **people want Democratic leaders to know they have their back and are ready to rumble.**

Life is fast but government is slow and viewed unfavorably. And Democrats own government. Therefore, **Democrats need to make government work and also modernize government to deal with day to day problems.**

Ineffective & Exclusionary:

Democrats are **perceived to get nothing done when they are in power.** Part of this comes from progress being stymied by Republicans who will do anything to stop progress, part from a deep lack of understanding in how things work, and part from a broad lack of awareness. Democrats need a full-time marketing division.

While Democrats are the Party of diversity and the future, Democrats get backlash from cancel culture, the perception that it is elite, and the idea that Democrats just care about special interest groups. Democrats need to provide on ramps for people to feel included – especially those in small towns.

Big Spenders Who Are Bad for the Economy:

Voters believe that Democrats spend all the money they can get their hands on, and believe **government spending makes Americans “servants to [government] generosity,”** reducing freedom. This frustrates voters who feel that Democrats care about “line cutters” and reward people who don’t really want to work. Republicans are rewarded for their business associations (and perceived financial acumen) as well as their “aggressive” approach to getting things done.

Democrats need to tell a better story about how their policies open doors of opportunity, and that under their leadership, the economy has actually gotten better for Americans. Also, Democrats ought to **embrace the language of investment and talk about economic freedom, ensuring that Americans are the shareholders of the American economy,** not just bystanders or servants to it. One thing to note throughout the research project is that technology and a rapidly changing future creates a great deal of anxiety so is in **imperative for leaders to be transparent and create tools for people to succeed.**

The **WHY** behind the **WHAT**

In the wake of the 2020 election, Future Majority and Wide Angle Research asked themselves - now what? We wanted answers about a country and legislative body that was still deeply divided.

A lot of political work uses traditional approaches - closed-ended, short surveys and focus groups - to assess where the country stands on a variety of topics. In our opinion, this is part of the reason why traditional polling doesn't tell the whole story, and has been getting it wrong - and why our results are both significant and different from what you've seen previously.

We not only assessed how people view their government, but why they feel as they do, and how it can get better.

Our work seeks to uncover the **why behind the **what** and provide clear guidance to the governing parties of today to better meet the needs of the American people and deliver results that will change their lives for the better.**

METAPHOR ELICITATION

THE RESEARCH APPROACH

Our research is a deep qualitative approach called **METAPHOR ELICITATION**. **Developed at Harvard, and perfected in the Corporate Research Space, METAPHOR ELICITATION is a powerful form of research, using participant-sourced imagery, that is designed to look into not only what people think, but why they think and feel as they do. Corporate America uses this method** to make billion dollar decisions and launch some of the biggest brands today. And yet, the world of politics has yet to fully embrace the benefits of this kind of research - until now.

We used METAPHOR ELICITATION to gain a deeper understanding of how Americans view the Democratic and Republican parties of today.

The insights that come from this approach are like none other.

WHY THE DIFFERENCE: THE POWER OF DEEP LISTENING



In traditional focus groups, participants speak for an average 3-10 mins total, sharing whatever thoughts they feel comfortable sharing publicly and are aware of, consciously.

With polls, researchers get off-the-cuff responses to closed-ended questions for at most 10 minutes.

In METAPHOR ELICITATION, participants asked beforehand to spend several hours gathering images that resonate with them. Trained interviewers then met with them for up to two hours for an open-ended discussion on their political thoughts and beliefs, in what often feels like a therapy session. Then, hundreds of hours are spent analyzing what participants have shared.

What this process does is unearth the raw, unvarnished truth - what people truly think and feel.

The Participants

Who: We spoke to **36 Democratic, Independent, and Republican voters** who self-identified as holding very liberal, middle-of-the-road, moderate left-leaning and moderate right-leaning beliefs.

Where: The voters came from **six swing states - Michigan, Wisconsin, Pennsylvania, Arizona, Georgia, and Nevada** - and were a representative sample across measures of race, income, education, location, and gender.

We Asked Participants to Bring In a Series of Metaphorical Images, Representing:

- their **perception of America** in this moment and into the future
- participants' **thoughts and feelings** about the Democratic and Republican parties - broadly and as characters, and
- the **impact** of each party in power for 20 years

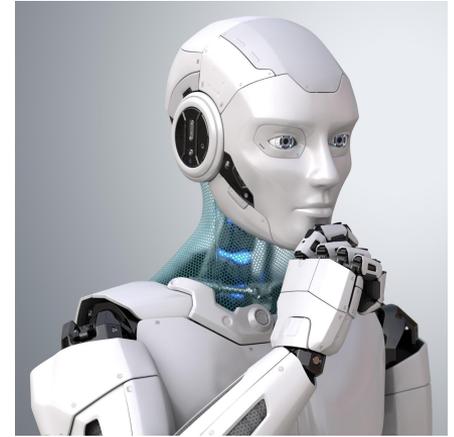
We Also Explored:

- Their **thoughts on which party** - the Democratic or Republican party - **they would choose to manage various scenarios** (Zombie Apocalypse, Financial Management, Desert Island, Child Care) and why
- And **what they sensorially associated with each party** in order to uncover a comprehensive picture of the parties.

All imagery that follows, unless otherwise indicated, was provided by the research subjects.

TODAY'S AMERICANS

Feel like they are **DROWNING** and **DISPENSABLE**



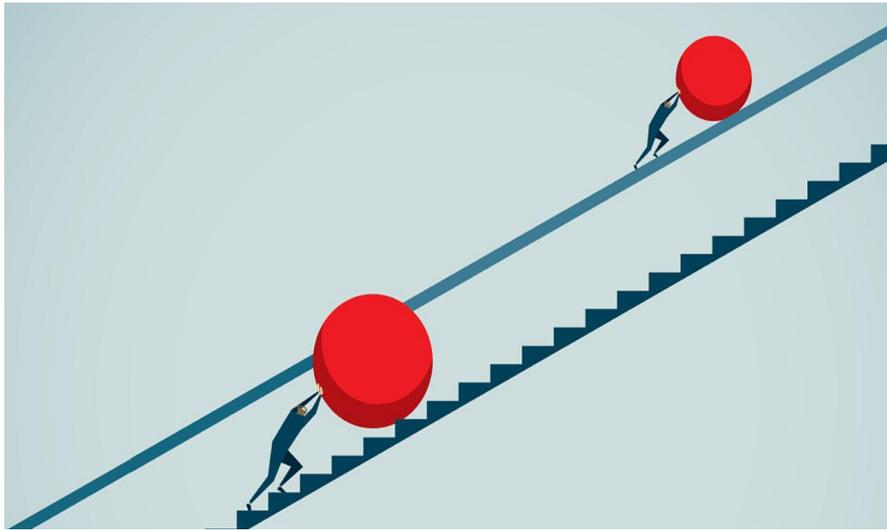


Where we're
heading is
BLEAK.



The character of Venom, representing the **Republican Party**, Trump, and Fox news **spewing lies into the populace and poisoning America.**

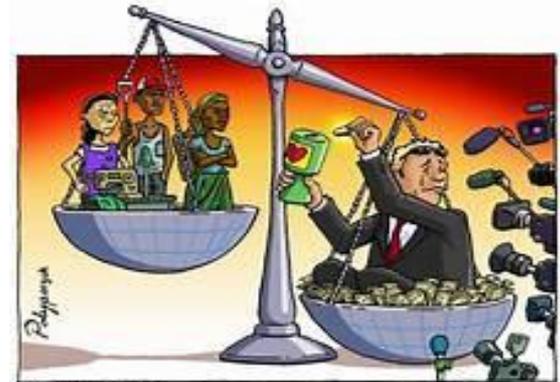
And America is more **DIVIDED** than ever.



So each person
is taking on big
problems -
ALONE.



This is why
our elections
SWING back
and forth.



LET'S TALK ABOUT...
PERCEPTIONS OF THE
POLITICAL PARTIES

WHO IS THE DEMOCRATIC PARTY?

LEGEND

All imagery that follows, unless otherwise indicated, was provided by the research subjects.

Participants are coded by their first name, followed by their party affiliation, their political leaning, then their voter status.

PARTY AFFILIATION

Democrat (D)

Independent (I)

Republican (R)

POLITICAL LEANING

Middle-of-the-Road (M)

Moderate Liberal (ML)

Moderate Conservative (MC)

Very Liberal (VL)

VOTING PATTERN

Regular Voter (R) (Every 2-4 years, consistently)

Not Regular Voter (NR) (Voted in last election, but doesn't vote consistently)

EXAMPLE:

DMLR

IMR

RMCNR

THEY ARE IDEALISTS (MAYBE TOO MUCH)

“The Democrats want to **get along with everyone**. They want to be helpful. They want to solve problems.” (Lourdes R, DVLR)

“I feel the Democrats [have] a strong desire to do the right thing.” (Richard M, IMCNR)

“The [Democrat Party is] **trying to build this utopian society** where everybody's accepted and loved and everybody's right and whatever you want to do, do as long as it makes you feel good and doesn't overtly hurt somebody else.” (Richard B, RMCR)

“**Democrats want to serve.**

They're not just there for the power.”

(Shannon N, DVLR)



THEY ARE TOO SOFT AND SLOW

(and Democrats don't make people safe)

“Democrats are just slower at getting things done, they're more, Okay, we got to go through all the committees, we got to think about it, we got to... Okay, no, whatever. ... **there's no progress being made - things aren't happening.**” (Jess, RMCR)



DEMOCRATIC PARTY



“**They're just soft.** Who doesn't like a bunny? They're cute, and they kind of represent ... **I don't want to say the meekness of the party, but they're not really outspoken.** They are in their policy and what they do. But, they don't have to say things to get people to win them over, I guess. **I think that their actions speak more than what they're worth.** Bunnies, they like to cuddle up with you, in the sense that they will listen to you and do what they're told.” (Kurt G, DVLNR)

“Democrats to me are the shackled elephant. [And like] elephants that are in fact shackled, and this is for real, **they don’t seem to realize their own strength.** They’re not willing to do some of the things that the Republicans have recently done. Because there’s still rule followers or, tradition followers.”
(Margaret M, IMLR)



“They’re just the puppets on the strings going through the motions of jumping on board with what we’re displaying... **they’re not really staying on top of it.**” (Brandon, RMCR)



THEY CARE, BUT ARE SHACKLED BY SPECIAL INTERESTS

“[That’s] corporate America weighing down [the Democrats’] agenda with donations. ..that’s one of those things they’re going to continue to struggle with. **It’s knee-buckling,** as you can tell. The party is not homogenous at all - **all of those different groups, ideas, thoughts, beliefs, different [are] pulling at them to go different ways.**” (Jeff B, IMR)



THEY SPEND MONEY LIKE WATER

“We’re going to go pay money to foreign countries..**They are the party of giveaways.** They are the party of welfare. They’re the party of the great society.” (Ron C, IMCR)

“I think that **they have a big wish list of things** they knew need to happen, and **they’re much more willing to spend the money.**” (Ricard M, IMCNR)

“The Democratic Party is much more, **Oh, you need help. Here you go. Whether you’re scamming the system or not, here you go.**” (Amy R, IMNR)





“Forrest is just focused going forward...**he doesn't really get how much power he's got behind him.** We've got this whole group of totally different types of people following him across the highway or across the desert. He's not concerned. He's not trying all that hard to get them. **He's not trying, at all, to get them to follow him, but they are.**” (Margaret M, IMLR)

BUT THERE'S SOMETHING ABOUT DEMOCRATS_

“[I wish I could say to the party], **exert the power you have. Stop being afraid to use it,** that's the frustrating thing...Republicans have no problem doing that, flexing their power and over and over running whatever's in their way to get what they want done.” (Jeff B, IMR)

WHERE DO THE DEMOCRATS WIN?

DEMOCRATIC PARTY

THEY OPEN UP DOORS OF OPPORTUNITY FOR THE FUTURE

While the Republican party is strongly associated with letting everyday Americans fend for themselves, the Democratic party is associated with **offering a hand up, building stairways, ladders and bridges to opportunity, opening up doors, and providing opportunities for people to thrive through healthcare, higher pay, education, and housing accessibility.**



THEY OWN SCIENCE, TECH, & THE ENVIRONMENT

“The Democratic Party focuses more on science and technology. They have more progressive policy and push technological innovation. (Kurt G. DVLNR)

“[Democrats] are willing to follow science. You cannot deny it when you've got major amounts of glacial melting, oceans rising, climate changing. How do you say, Yeah, no, that's not a problem?” (Margaret M. IMLR)

“They care about the earth, care about protecting the environment and see it as important.” (Ben H. IMLR)

“The Democrats are very much into saving the environment.” (Richard B. RMCR)

“[With Democrats], there's an attempt to have an increased awareness as to what decisions will impact the environment long term. (Richard M, IMCNR)



THE FUTURE

(but it's daunting)



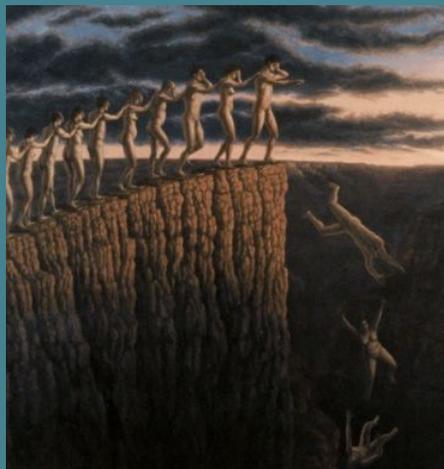
“[This is] Vice President Harris with her briefcase, heels, climbing the ladder—showing that **no matter who you are, what you look like, your race, gender doesn't matter, you can still accomplish your dreams and keep moving forward.**”

(Steve T, DMLR)

WHO IS THE REPUBLICAN PARTY?

THEY TOE THE LINE

“This is actually a picture from a Dante's Inferno. **Everybody is covering their eyes, they're following the person in front of them blindly and going over the cliff.** And I think that's the problem. It's going to destroy the party.” (Brian S, IMLNR)



“I can't even look at them - there's still people that support him. Even though I tend to go conservative...Trump just spewed everything out of his mouth and was so unprofessional. He did all these hateful things. When I think of the Republicans now I just think of them as just, **they're all following him blindly.**” (Karen, RMCR)

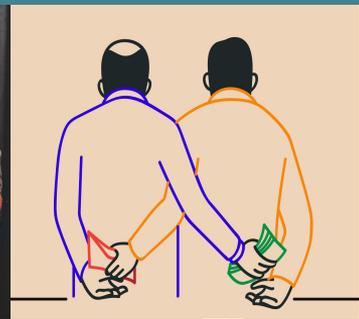


“Republicans sell their souls to corporations. The sky is all dark and gloomy. I feel like the Republican Party is the face of America. It's dark times ahead. **Even hundreds of years later, it's still white old men. They're just pushing the status quo. There's no innovation and it's just going to go downhill from there.**” (Kurt G, DVLNR)

THEY DELIVER (FOR THEMSELVES)

“They're **hypocritical** and they only care about one thing and that's finances. They don't really care about people. What I should've put instead of this image of the Republican party, is Mr. Scrooge. *What's their motto? Me, me, me.* It's just keeping their wealth, if that's all that seems to matter.” (Hannah W, IMR)

“What Republicans just want to hold onto is an individualistic view. It ends up leading down to a lot of selfishness. When you're talking on a large scale of the government of the whole country, you really do have to be caring about other people because just chasing that individualism so hard is what leaves other people down.” (Nick S, DVLR)



“I feel like the Republican Party is **greedy**. They line their pockets with corporations and donors a lot. I just have the intuition that I feel like they would take more money from me than what is necessary.” (Kurt G, DVLNR)



“The clown. Oh well, that pretty much represents the last four years to me, it’s a horrific image. Post-apocalyptic almost, what would appear to be a childish creature being held by this evil clown. Yeah. That’s the way it, with the last presidency, felt to me. On a daily basis, I went to bed worried every night, and I woke up worried every night.” (Margaret M, IMLR)



THEY CREATE A SIDE SHOW (INSTEAD OF DELIVERING SOLUTIONS)

“Because **they are all clowns for dealing with [Trump].**” (Gary, IMR)

“The Republican one is crying because **they’re still clowns, too.** However, they’re just more sad, and sobbing, and **rejecting everything that [Democrats] are trying to do.** And they’re just sulking in it now that they don’t have state and local control anymore.” (Brandon, RMCR)



THEY'RE OBSESSED WITH GOD, GUNS & BUSINESS

(AND SO IS A LOT OF AMERICA)

“That’s impossible. I’m going to say, red meat, so hamburger or steak, just because **Republicans are all for guns**. They want to be able to have gun hunting. **[With Democrats]**, let’s go with fish just because they don’t want guns. **They want gun control**. So you don’t use a gun to kill a fish. It’s more gentle, fishing.” (Kaycee W, RMCR)

“I would say God, they value religion. Right to bear arms, **‘God, guns and business** pretty much as their three core pillars.” (Ben H, IMLR)

“**Republicans are more pro military. They’re more pro guns**. I think they want to spend more on military budget stuff and they’re more pro cops and they’re more pro, like, law and order.” (Amy R, IMNR)

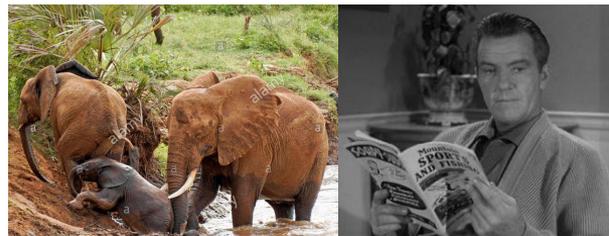




“Family first (a Republican value) is important because when you come into this world it’s family is the first thing that you experience. So there’s a lot of things that get built upon those first connections you make. Family, that’s a group that I think everybody for the most part really holds dear to their hearts because that’s where a lot of their love and acceptance comes from. Fortunately, there are some families in the world that are broken or need some work. But it’s the first thing that everybody experiences and that’s an unconditional love.” (Samantha F, RMCNR)

THEY OWN TRADITIONAL FAMILY VALUES

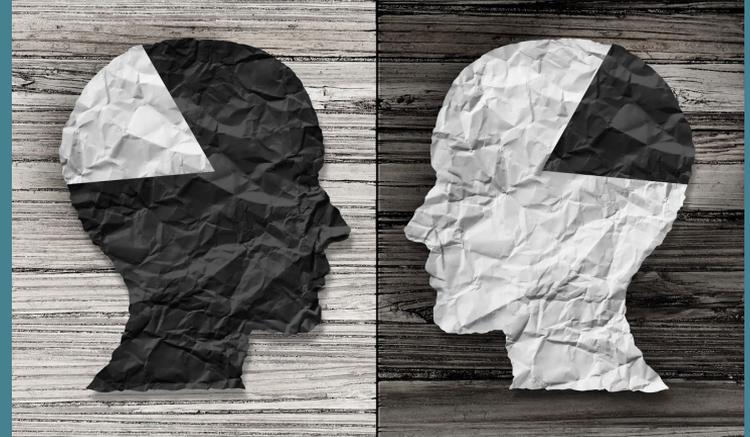
“Well, I think it was protecting American interests. The economy, it was booming. I mean, it’s still doing pretty well, but I mean, it’s kind of all those things with business and defending American interests, and just the traditional values of education, hard work, the whole bit that you’ll... By hard work that you will get, you will reap the rewards.” (Sheila L, RMCGR)



THEIR BLACK & WHITE THINKING IS CALMING

“I think **we need order. We need to know what's expected, procedures, just makes things a lot calmer when you know what's expected of you or what you're expected to do and what you can expect from others...[With the Republican party], there's almost like a comfort level because you're not looking around or looking over your shoulder, thinking something's going to change or someone will take something or whatever, but it's calming.**” (Sheila L, RMCR)

“**We have a government because we do not do well on our own without some governance. It goes back to our sinful nature, we're allowed to do things on our own, it's what's only best for us and what we want. We do whatever is right in our eyes. We do need some laws, we do need some structure.** We respond to that. **Like raising kids, you have children, would you let your children run wild? They need boundaries to grow up to be responsible adults. And with us, we need boundaries even as adults.**” (Connie A, RMCR)



WHERE DO THE REPUBLICANS WIN?

“Simply because if we did have to build some type of infrastructure, they wouldn't be against it for damaging property or something. We'd be able to get the resources that we needed without argument or fight. It'd be an easier decision to go with Republican than not. Just the overall aggression of the party is what I like. **I need something done. Let's get it done.**”

(Brandon C, RMCR)

AGGRESSION & MONEY

“[When it comes to money], I would want a Republican. **My thought pattern is a Democrat would be much more conservative with my finances, where Republicans are probably going to be much more aggressive,** and I'm okay with leaning more towards aggressive planning than conservative just because while there's more risk, there's also more gain opportunity. Republicans are more aggressive and are really driven for success primarily through money, and I think that's a good thing in a sense of helping grow and support our economy.” (Sofia L, DVLR)

“For some reason when Trump was in office, the stocks were sky high. I don't know why. Maybe because all those big businesses were making more money. I think that a lot of Republicans have investments. And like I said, the lower class, which are usually Democrats are the lower paid class. They don't have it. They don't have the money for that. They can't put that in. They're barely surviving getting by so they're not going to be putting money in investments.”
(Kaycee W, RMCR)

HOW

INDIES ARE UNIQUE

IN VIEWING BOTH PARTIES

When **Independents** think **positively** about **Democrats**, they tend to focus on the party's commitment to the environment, green energy, science and technology, the party's general care for others, and the idea of **opening up doors to opportunity**. They tend to have more **concerns** regarding **scarce resources** and express worry that the party will **spend all the money** leading to inflation, unemployment lines, and government dependency.

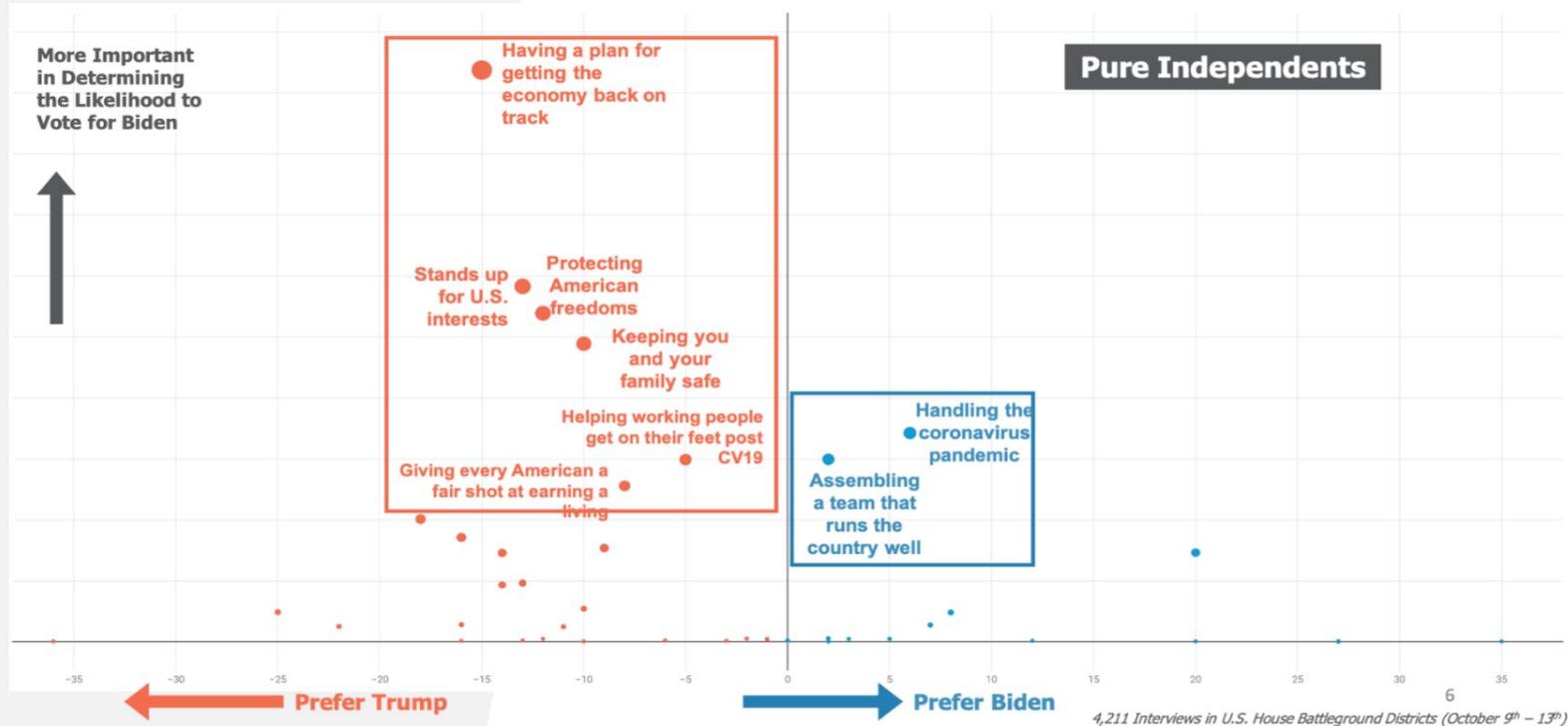




When **Independents** think **positively** about **Republicans**, they tend to focus on **money** and **getting things done**, and on **freedom**. They tend to have **concerns** about a lack of attention to the **environment**, **income inequality**, and **basic needs not being met** because of the individualistic approach the Republican party embraces.

Critical: The Independent Voter

While only 7-10% of the vote, Pure Independents often determine outcomes. This shows what drives their vote.



(IN THE EYES OF VOTERS)
**THE PARTIES MAY BE
JUST THE SAME**

“**[Democrats] are probably more similar to Republicans than they want to seem.** They want to seem different and diametrically opposed, but **essentially they’re still part of the same political system.** They still have their benefits and their own interests that they’re looking out for. Perhaps they’re looking out for the public more than the Republican Party in my opinion, but they’re still looking out for their own interests.” (Paul N, IMR)



CRITICAL WATCHOUTS & OPPORTUNITIES

DEMOCRATS ARE EXCLUSIONARY
ESTABLISHING ONRAMPS TO
BELONGING

DEMOCRATS ARE INEFFECTIVE
“FIX THE DAMN POTHOLE!”

DEMOCRATS SPEND, SPEND, SPEND
AGGRESSIVELY STAND UP
FOR AMERICAN’S ECONOMIC
FREEDOM

APPENDIX
THE RESEARCH IN DETAIL,
PLUS POTENTIAL FISSURES
IN THE REPUBLICAN PARTY

WATCHOUT #1 DEMOCRATS ARE EXCLUSIONARY*

ESTABLISHING ONRAMPS TO BELONGING

*But they can fix it!



Interviewer Stock Image

**DIVERSITY & INCLUSION IS
KINDA THE DEMS' THING...
AND IT'S MORE AND MORE EVERYONE'S THING**



“It’s good to have more **racial diversity**. It’s good to have more people who are going to see things from a **different perspective** - not everything who is white goes through what someone who is black has gone through.” (Karen S, RMCR)



“Well, if you look at the cabinet choices that the president is making, how diverse they are, I think he realizes who got him elected. And he realized he has to try to make our political appointees look like who they represent.” (Marie W, IMLR)

“We’ve learned in a lot of our diversity training. Now it’s all about, hey, let’s include as many thoughts and many backgrounds as we can. If we include everyone and try to work together, we will be a lot better because you hear different perspectives and opinions. That’s a lot of our leadership training in corporate America nowadays - let’s include as many people as we can.” (Richard B, RMCR)



**YET VOTERS PERCEIVE
DEMOCRATS ARE
UNWELCOMING**

THE OBSESSION WITH INCLUSION IS REAL

“To retain the slim governing majority they now hold, Dems must speak to all Americans and not just to themselves. It’s not so much a question of policy as language, emphasis and approach.”

David Axelrod

DEMOCRATS ARE EXCLUSIONARY



“It leads them to... of course, both parties do this, like to totally, totally stick together, even knowing, even knowing and seen evidence that things shouldn't be like that and I just see them, like **almost like a clique, like a frat or a sorority or something like that.**” (Steve T, DMLR)

“(Republicans) are the cool kids in class ...**Democrats are the stoners that recycle. I feel like I don't really fit into any of those groups from high school.** (Which group are you in?) I'm just a nobody that nobody knows.” (Amy R, IMNR)

“The Democratic Party is almost fueling that divide because it's almost like segregation of different minority groups that matter. **Why can't we all matter? Every single one of us. How far do you want to dissect us?** Isn't the whole point of the United States is it doesn't matter what color, what race, what religion, whatever. We're one. Isn't that what we should focus on instead of individualizing?” (Hannah W, IMR)

DEMOCRATS ARE EXCLUSIONARY

DEMOCRATS AREN'T CONNECTING

A lot of progressive language is completely outside of the Independent lexicon. Current activist terms are almost never used and may feed into views that Democrats are “holier-than-thought” and elitist.

In 1,351 open-ended responses, mentions of:

- Equity: 0
- BIPOC: 1
- People of color; POC: 0
- Racial justice: 0
- White supremacy: 1
- Social justice: 4
- Latinx: 0
- Marginalized: 0
- New citizens: 0
- Undocumented: 1

IGNITING CULTURE WARS

(WARNING: THE GOP ANTI-TRANS MOVEMENT IS A REAL THING FOR VOTERS)

“Well [in the case of a Zombie apocalypse], Democrats would want to assemble a diverse response team and it'd be concerned about the zombies' chosen pronouns. John Kerry would head out and apologize to the zombies for being in their way.” (Mike L, IMCR)

“I think some of their protections are over the board. Even though I don't care about LGBTQ, anybody whoever has seen sports can agree that a male can't compete in a female sport, just because they say, or they're transitioned into a female. **So, if these kids are able to compete as a female, it really discriminates against the female.** They ain't going to be the other way, the female are going to transition to a male and compete in a male sport.” (Thomas K, IMCR)

“With the Democrats, this is one thing I don't agree with. **I don't think that biologically born males should be competing in female sports** because some of them, when they transition, they're taking the hormones before they hit puberty and some of them take the hormones after they hit puberty. If you take them after you hit puberty, **I just don't think it's it's fair and I don't think we should push for that.**”
(Amy R, IMNR)



OPPORTUNITIES

ESTABLISH POSITIVE GROUPS IN NEUTRAL TERRITORY

REESTABLISH CONNECTION

- In this time of disunity, **people crave connection** with others.
- Establish positive sources of connection in neutral territory (As Pennsylvanians, as people who care about our kids, etc.)

MOVE FORWARD TOGETHER

- While diverse identities are important, **Dems must not forget about those beyond the base**, who often feel excluded from the party.
- Talk about **moving forward together where everyone has a role**, the shared values we hold, the strength of working together, and how that work connects with positive historical figures across generations.

CREATE ONRAMPS TO BELONGING

- **Cancel culture shuts down the conversation** - it's not about perfection - it's about progressing forward.
- **Create onramps to belonging**, welcoming those who want to join us rather than critiquing their imperfections.

LEAN INTO HISTORY

- Historically, **any great thing we've ever done** as a country **has been done together**.
- **Remind voters of the legacy of teamwork** (Race to the Moon, Normandy, Public Works Project, etc.) **and how we are better together**.

WATCHOUT #2 DEMOCRATS SPEND, SPEND, SPEND*

(other people's money)

*But they can fix it!



Interviewer Stock Image

DEMOCRATS SPEND, SPEND, SPEND

There is a perception Democrats spend all the money they can get their hands on...

“That they’re just going to **give all our tax money away to people that don’t really need it**. Because my taxes, or not mine because I don’t pay any, well I do kind of, but it’s my husband’s. It’s his taxes and everybody that’s working’s taxes. I think everybody should get a fair shot in life - some people need the help, but not everybody needs that help. There’s a lot of people that are takers, and I feel like the Democrats will put up with the takers more than Republicans.” (Kaycee W, RMCR)

“I don’t think there’s any bad intentions. I just think that **with all the government programs** - Medicaid, Medicare, infrastructure, student loan forgiveness, bailing out cities that are bankrupt, **there’s only so many ways all the money can go. Eventually, it’s going to run out**. Then inflation is going to come, and then services are going to go down, and prices are going to go up, and people are going to be unemployed or on the street, homeless.” (Thomas K, IMCR)



WORDS MATTER.

GOOD LANGUAGE

Pelosi on Infrastructure Bill:

President Biden's American Jobs Plan is a visionary, once-in-a-century **investment** in the American people and in America's future. This package is about jobs, jobs, jobs: creating millions of good-paying union jobs, **investing** in American workers and turbocharging America's global competitiveness – all while reimagining and revitalizing our infrastructure in a transformative, resilient way.

Bernie Sanders general campaign speech:

Today, we say to the military-industrial-complex that we will not continue to spend \$700 billion a year on the military - more than the next ten nations combined. We're going to **invest** in affordable housing, we're going to **invest** in public education, we're going to **invest** in rebuilding our crumbling infrastructure - not more nuclear weapons and never-ending wars.

BAD LANGUAGE

Biden on Infrastructure Bill:

Critics say we shouldn't **spend** this money. They ask, What do we get out of it? Well, they said the same thing when we first flew into space for the first time. They said the same thing.

And we'll significantly ramp up the IRS enforcement against corporations who either fail to report their incomes or under-report. It's estimated that it could raise hundreds of billions of dollars. All of this adds up to more than what I've proposed to **spend** in just 15 years.

Biden on American Rescue Plan:

And one of the things that we said in the beginning that no one thought that I was being straight about was I said: This is going to create — we — we have to **spend** this money to make sure we have economic growth, unrelated to how much it's going to help people.

Dems look down on and punish those whose money they take...

“Caring, but more interested in how things look than how they really are. Takes care of people by giving things to them rather than helping them work for it themselves.”

“A person who wants more but isn’t willing to **EARN it and wants those who have already achieved more to subsidize him/her without giving anything in return.**”

“They want to be seen as a savior by offering things for free, but take no concern for those who ultimately have to pay the cost.”

“**Give away financial help to everyone even though they are not entitled to it.**”

“Spend my money like it was their own.”

“Condemns working class for being successful and making good money.”

“Doesn’t know much about other people’s life but want to command everyone to sacrifice themselves just to make some minorities life better.”

“Majority pays for others to live on welfare.”

“**Spends funds and assets of other people.**”

SOME VOTERS FEAR THAT SPENDING UNDERMINES HARD WORK AND LEADS TO DEPENDENCY.

“When you give somebody something all the time without any effort, **you lessen them, and you lessen you.** It gives them no incentive to work. **You're just creating a servant to your generosity.**” (Ron C, IMCR)

“**There's an expression, you teach a man to fish, he eats for life. You give him a fish. He eats for a day. I said it backwards, but you know what I mean.** Let him open up his business. Let him get the education, teach them what to do. I don't believe in welfare. I believe even Clinton did something. He did it under workfare.” (Rick S, RMCR)

“I just think that **both sides are corrupt. Specifically, with Democrats,** sometimes I feel like the government, **they want a lot of government in your life.**” (Sara F, DVLNR)



To get our spend on, we tax as much as we can get away with...

“Just because I believe in lower taxes and I’m not going to be rich ever, but **I won’t get as much taken away if the Republicans are in charge.**” (Thomas K, IMGR)

“**The [Democratic Party] motto would be high taxes to help everyone.** Because that seems like that’s what they do, bring on higher taxes so that they can help everyone.” (Amy R, IMNR)

“I guess with their taxes, **they think that the higher your income, the more you should be taxed,** and I don’t agree with that. I think it should be the same tax for everybody. Cause the more we make now, then they’re just taking more of our money even though we’re working harder than the people who don’t work at all.” (Kaycee W, RMGR)



OPPORTUNITY

**AGGRESSIVELY STAND UP FOR
AMERICAN'S ECONOMIC FREEDOM**

WHERE DEMOCRATS ARE

- Voters believe that Democrats spend all the money they can get their hands on, and believe government spending makes Americans “servants to [government] generosity,” reducing freedom. This frustrates voters who feel that Democrats support “line cutters,” undermining fairness, and reward people who don’t really want to work.
- Republicans are rewarded for their business associations (and perceived financial acumen) as well as their “aggressive” approach to getting things done.

WHAT DEMOCRATS NEED TO DO

- Democrats need to tell a better story about how their policies **open doors of opportunity**, and that under their leadership, life and the economy have gotten better for everyday Americans..
- Also, Democrats ought to embrace the language of investment and talk about economic freedom, ensuring that Americans are the **shareholders of the American economy**, not just bystanders or servants to it.
- Democrats also need to simplify their language, and better explain their tax scheme.
- One thing to note is that **technology and a rapidly changing future creates a great deal of anxiety regarding job loss**, in particular, so it is imperative for leaders to be transparent and create tools for people to succeed.

WATCHOUT #3 DEMOCRATS ARE INEFFECTIVE*

*But we can fix it!



Interviewer Stock Image

Dems talk a big game but don't deliver when they are in power...

“Sometimes **I feel like they tell us things and it never happens.**” (Kayla M. DMLR)

“When I think of Democrats - **a lot of big promises, and a lot of big fancy words that sound really cool, but then when you get down to it, what's actually happening?** Is this better? Are you really in a better place than you were? That's kind of what I think of. Just over the top. (Jess, RMCNR)

“Well, our current governor here in Michigan is a Democrat. The roads here in Michigan are absolutely terrible. There's a pothole every time you blink and **everybody always wants to say how they're going to fix the roads, but nobody fixes the roads.** So, this feels like a broken promise. (Samantha, RMCNR)



Why is this Happening?

Progress Stymied by the Other Side

“Had history gone differently, none of the whole Trump thing would have happened. **I think President Obama was so stymied by the Republican Party, basically. That man couldn't get out of bed, pretty much, without somebody trying to block his way.** It was like he was trying to open doors, and somebody was holding on the far side all the damn time.”
(Margaret M, IMLR)

A Deep Lack of Understanding of How Things Work

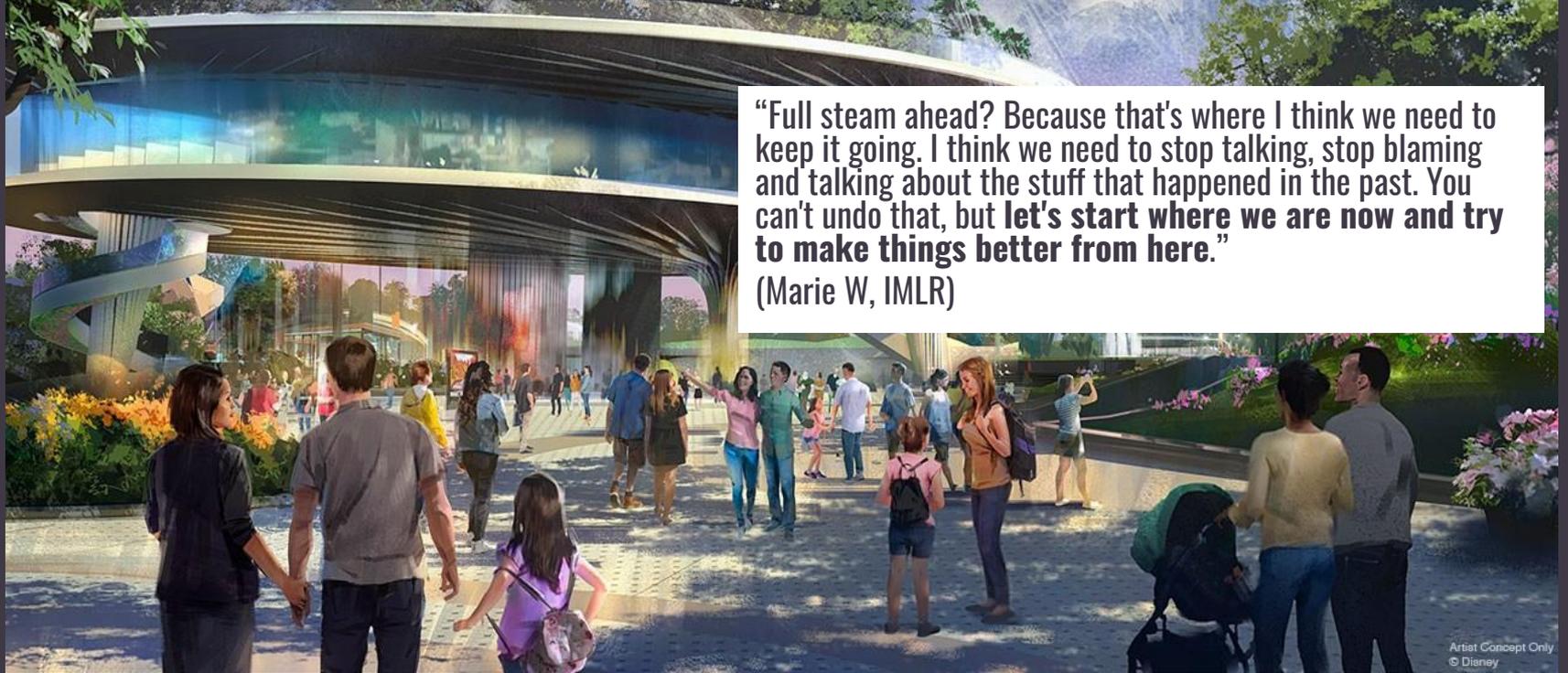
“Everything is going to go up. Inflation is going to happen if the Democrats are in power because it's already happening. **Biden has only been in office for what, two months? Yeah, a month and a half now. And the gas prices have skyrocketed and people say, Oh, it's not from him. Well, it is because he stopped the Keystone Pipeline or whatever, and then they went up. It went up. So that's inflation for sure.**” (Kaycee W, RMCR)

People Are Disconnected from Everyday Politics

“**There are entire groups of people who feel they are [not] part of the system...**for either party....Appalachians, poorer states, inner city poor, etc. **They are disconnected from and not served by the political system** caused by social isolation, financial isolation, opportunity isolation. I mean those things are, I mean fairly objective the bad things.” (Richard M, IMCNR)

Democrats need to give Americans agency on how they can build the future...

“Full steam ahead? Because that's where I think we need to keep it going. I think we need to stop talking, stop blaming and talking about the stuff that happened in the past. You can't undo that, but **let's start where we are now and try to make things better from here.**”
(Marie W, IMLR)



OPPORTUNITY

“FIX THE DAMN POTHOLE!”

WHERE DEMOCRATS ARE

- American voters are **deeply frustrated** with the idea of a **government that works for everyone but them**.
- A government that cannot deliver for its people is at best, useless, and at worst, a match that will set off a powder keg.
- **We are a tipping point for the United States. This is not business as usual.**

SHOW, TELL, DELIVER

- **Give voters agency to create a compelling, positive vision for the future.** This is not about how the Republican Party is terrible; it's about how the Democratic party, will partner with and open up opportunities for the people to get to a better future.
- **Deliver results for voters that represent what the people want** - not just what Republican lawmakers will allow.
- **Take victory laps with Dem wins**, continually reminding voters what they're getting with a Democratic administration.

GOING BEYOND THE BOOM & BUST

- Democrats must work to **engage voters beyond election cycles**.
- For voters, this **means meaningful engagement on the federal and local** by intentionally creating and joining communities to engage the populace, investing in local democratic clubs that do things between elections and **establish multiple on-ramps to political engagement** (calls, canvassing, and cookies, among others).
- Show voters what happens when Democrats are in charge by **featuring voters impacted** by issues, **educating voters** on those issues, and **delivering solutions** to those issues across a variety of media formats.

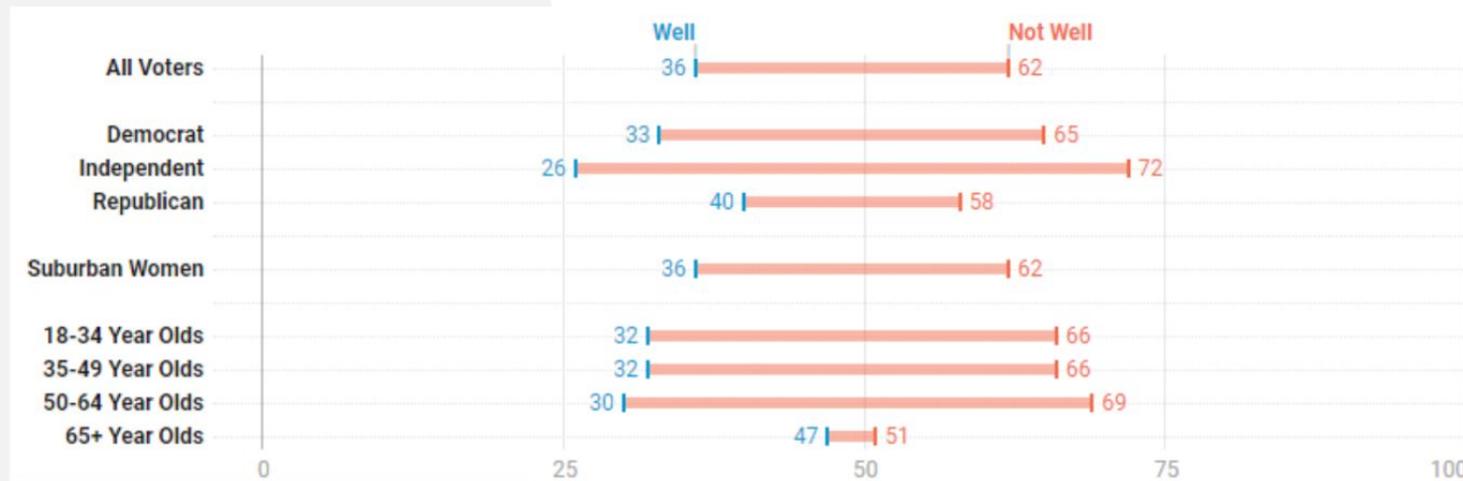
These Findings Backed Up by Our Other Research

Voters Are Negative About Government

1. Governing is the Message

Democrats are viewed as the Party of Government. Tough to win if voters have such a sour taste.

"Thinking about the US government and its role in your life, how well do you think it is working for you?"



Competitive US House Districts – Dec. 2020 / Jan 2021



SUMMARY

What the Democrats Need to Do

1. In order to break through Fox News and the MAGA disinformation machine, **Dems have to frame abstract policy ideas in simple terms that show how they will help struggling folks** in their everyday lives.
2. **Investments, Not Costs and Taxes!** Because a majority of voters believe Republicans are better for their pocketbooks, Dems must use the language of investment when discussing jobs and economic freedom. **A lot of folks are drowning financially and need to understand how specific policy investments will provide opportunities for them in the here and now, making them shareholders of the American economy.**
3. Taking the Bait= Dems Losing. At all costs, Democrats need to avoid getting caught up in fringe-issue skirmishes. **White, working class voters want to see us PERFORM, not preach. If we do—if we make their lives easier, even Fox News won't be able to deny it.** And those workers will reward us. We can do this without betraying our values and commitments to suffering communities. But our discussions must be framed in terms of economic opportunities and freedom for all.



THE RESEARCH TEAM



GRETCHEN BARTON is the Research Director for Future Majority and Principal at Worthy Strategy Group, LLC. With a special interest in the psychology underpinning behavior change, Gretchen has designed and delivered a number of initiatives in the policy space, including hazing behavior and how to stop it, and most recently, poverty in America for the Gates Foundation.

In her career, she has led research and served as a behavioral science strategist for major organizations and campaigns (e.g. the NFL, NextGen, New Moral Majority, Ideas 42, Way to Win and others), uncovering key messaging insights to turn out the youth vote, revealing voters' deepest hopes and dreams for presidential campaigns, and unearthing deep insights in real-time to key organizers in the build up to the 2020 election.

Gretchen holds a Bachelor of Science degree in Communications and Planning Campaigns with distinction in research from Cornell University. She has written for the Journal of College Student Development and the American Journal of Health Behavior, and co-authored, "Prevalence and Profiling: Hazing Among College Students and Points of Intervention." She recently co-authored "The Science of Winning with Stories: Using Agency, Urgency, and Community," a reflection on the most effective messaging to engage and move a populace.

INEKE MUSHOVIC directs the Movement Advancement Project (a 501(c)3 think tank which seeks to speed equality and opportunity for all) as well as Wide Angle Research, a 501(c)4 focused on reaching and moving conflicted audiences through deep listening and innovative persuasion research.

Over the last 15 years, Ineke has become known for solving tough messaging challenges including helping crack the code on marriage, stopping transgender bathroom bans in their tracks, driving messaging to pass Automatic Voter Registration in states across the US, and behind-the-scenes work on other issues ranging from gun safety to immigration to religious exemptions. Before co-founding MAP in 2006, Ineke's experience was in the corporate world, including as a former McKinsey & Company consultant, a Vice President of Strategy for a dot-com start-up and Chief Strategist for an advertising agency.

IN CONCLUSION

Moving forward, there are **clear opportunities** for our political parties to meet the moment and deliver for the American people.

This is just the **first step** of our research project.
For more information and/or to get involved in future work, please email:

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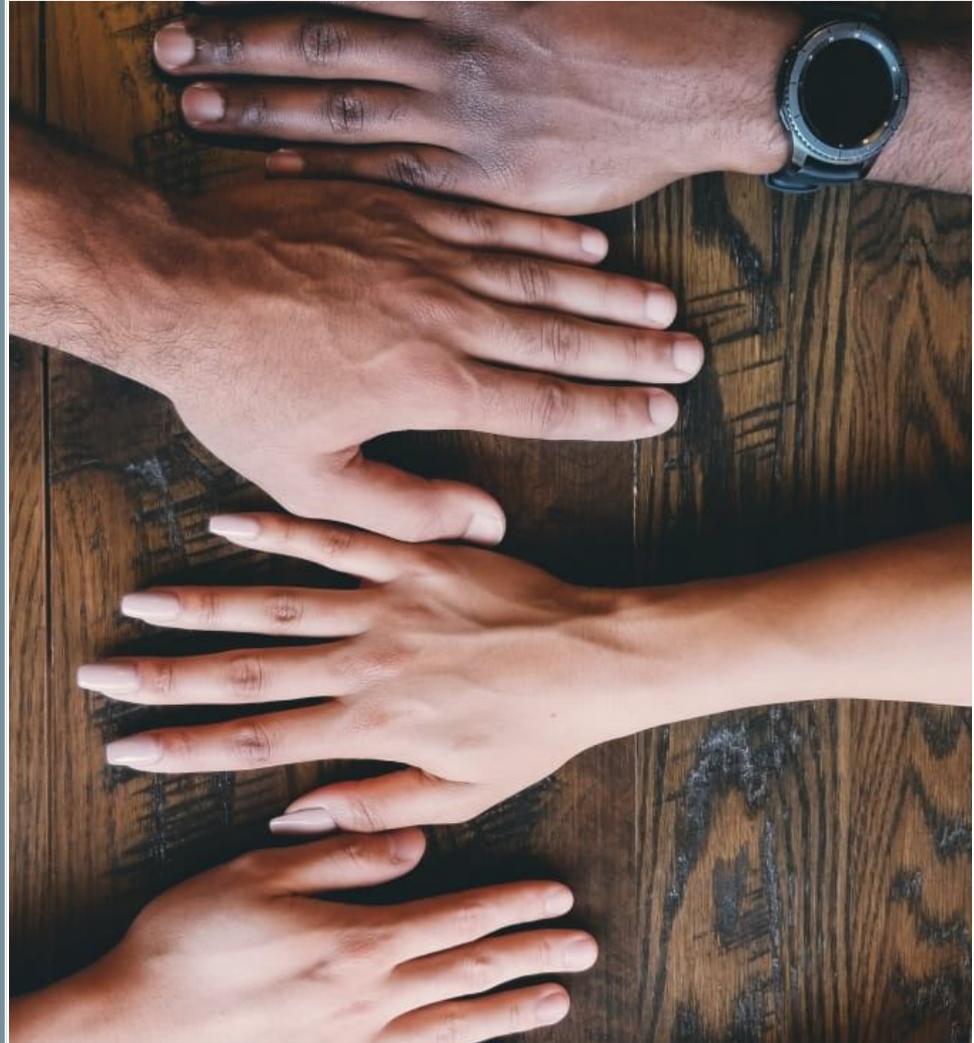
<https://futuremajority.org/>

APPENDIX

THE RESEARCH IN DETAIL, PLUS POTENTIAL FISSURES IN THE REPUBLICAN PARTY

MORE ON THE PARTIES

- Character Personifications of the Democratic Party and the Publican Republican Party
- The Party in Charge for 20 years - What would happen, what voters expect
- Which would you rather? Creative Scenarios and what they say about each party
- Sensory Associations and Party Brand Guide
- Tipping Points: What it Would Take for Party Loyalists and Indies to Switch Sides



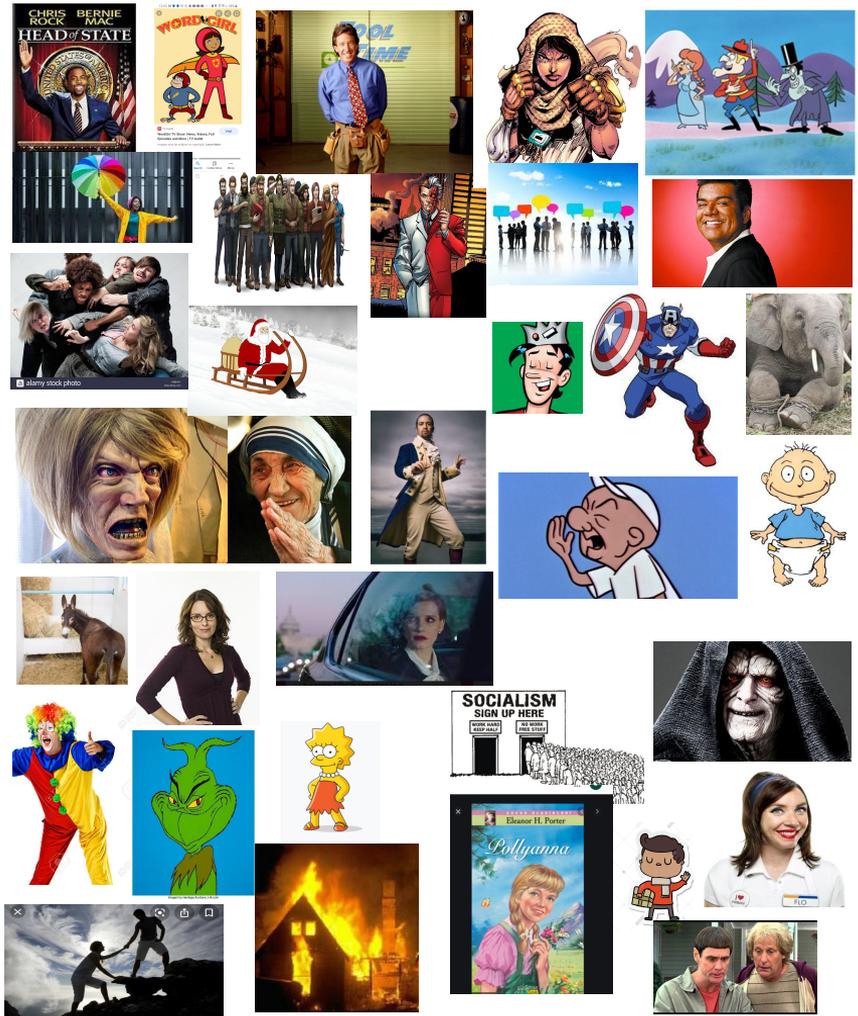
THE DEMOCRATIC PARTY

METAPHORICALLY AND AS CHARACTERS

DEMOCRATS

INDEPENDENTS

REPUBLICANS



THE DEMOCRATIC PARTY

METAPHORICALLY AND AS CHARACTERS

- **Qualities** - Democrats strongly associated with caring, connection, idealism, fun, giving, desire to be helpful
- **Positive Associations from Within** - Diverse, charismatic, everyone has value, support the people and middle class
- **Negative associations from Outside the Party** - Democrats are childlike idealists who can't deliver, spend all the money and boss around the country with their social mores. They are trying to please too many groups.
- **Negative associations from Within the Party** - Democrats are weighed down by corporate money, too soft on Republicans, can be two-faced, feel like they can be anti-white.
- **Mottos** - Overwhelming idea of party being for others and for everyone.
- **Future of Party** - Across segments, there's a perception the party is moving in a more progressive, more diverse direction. Many talk about the possibility of a first female president coming from within the party.

THE REPUBLICAN PARTY

METAPHORICALLY AND AS CHARACTERS

NEGATIVE ASSOCIATIONS

- **Qualities** - Republicans strongly associated with aggression and getting things done, order and rules, traditional values, corporations, business, and finance and the individual (not others).
- **Outside the Party** - Republicans are the party of liars and snakes, they spread disunity, they are racist, sexist, and out of step with the times
- **Within the Party** - Republicans are fearful, abrasive, arrogant, refuse to work with Democrats, hold old-fashioned social mores (anti-trans, racist, etc.) and are too tied to religious blocks of voters.
- **Mottos** - Overwhelming idea of Me, me, me instead of We.
- **Future of Party** - Across segments, there's a lot of uncertainty as to the future direction of the party. Many perceive imminent or eventual collapse.

THE DEMOCRATIC PARTY

OUTCOMES OF BEING IN CHARGE FOR 20 YEARS

DEMOCRATS

INDEPENDENTS

REPUBLICANS



THE DEMOCRATIC PARTY

TOP ASSOCIATED OUTCOMES OF BEING IN CHARGE FOR 20 YEARS

DEMOCRATS

1. **Diversity & Inclusion - Connection with Everyone**
2. **Caring for the Earth**
3. Education for young people
4. **Caring for the underdog and helping them thrive**
5. **Women have more money/power**
6. **Healthcare**
7. Global Harmony

INDEPENDENTS

1. **Caring for the Environment and Green Energy**
2. Technology & Science
3. General Care and getting Along
4. **Diversity & Inclusion - for voting and beyond**
5. **Opening doors/stairs to housing/opportunities**
6. **Healthcare & Dignity**
7. Lines from Government Dependency (Negative)

REPUBLICANS

1. Lines - Government handouts/dependency leads to job loss
2. Exclusion - Cancel Culture & Picking fights
3. Chaos - Messy, broken streets & devastation
4. Steal/Take away money from others/Higher Taxes
5. Red Tape
6. Chaos: Rioting/Government Control
7. Hidden Costs under legislation

Women Have More Money/Power
Global Harmony
Family Values
Unions
Social Security

DEMOCRATS

Everyone Gets to Vote
Beating COVID

DEMOCRATS & REPUBLICANS

Inefficiency/Waste
Higher Taxes
Pork Barrel Bills
Feel good solution when tough solution is needed
Govt Control (Too Much)
Big Promises, No Follow Through

REPUBLICANS

Jobs - Better Jobs and Opportunities for All
Technical Innovation & Science
Healthcare & Dignity for All
Better Education

DEMOCRATS & INDEPENDENTS

Caring for the Earth/Green Energy
Technology & Science
Caring, Connection and Helping Others
Diversity and Inclusion
Opening Doors/Stairs to Housing/Opportunity

**DEMOCRATS, REPUBLICANS,
& INDEPENDENTS**

Higher Gas Prices/Costs
Lots of Govt Spending
Int'l Disrespect because we are weak
Chaos - Messy Streets & Riots
Exclusion - Cancel Culture
Lines - Govt Handouts / Dependency / People out of work

REPUBLICANS & INDEPENDENTS

Chaos/No Rules - Immigration out of control
Connected with what Americans Really Want

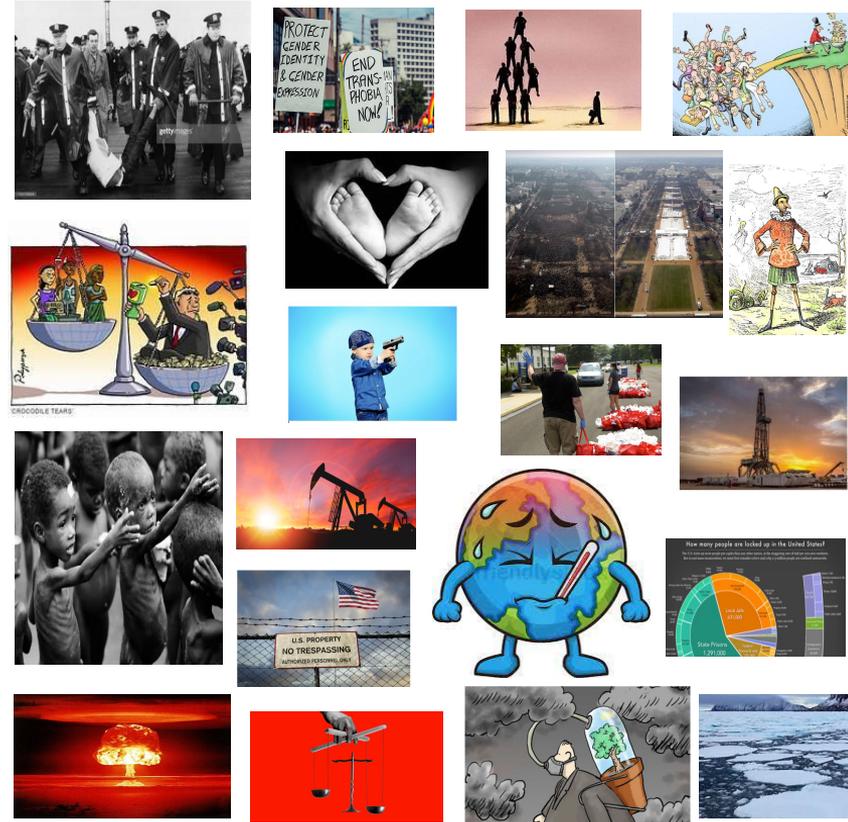
INDEPENDENTS

Corporate Influence
Living Wages/Better Wages

Shackling the Police
Promoting Trans/Pronouns

INDEPENDENTS ON REPUBLICANS IN CHARGE

TOP ASSOCIATED OUTCOMES OF
BEING IN CHARGE FOR 20 YEARS
THROUGH PARTICIPANT IMAGERY



THE REPUBLICAN PARTY

TOP ASSOCIATED OUTCOMES OF BEING IN
CHARGE FOR 20 YEARS

DEMOCRATS

1. Favoring the wealthy over middle class and poor
2. Pollution/Lack of climate care
3. Income disparity
4. White men in charge
5. Basic needs not met (Food, Water, Housing, Electricity)
6. Racist policies that devalue life
7. More and more guns

INDEPENDENTS

1. Lack of climate care & more digging for oil
2. Basic needs not met (Food, Water, Housing, Electricity)
3. Racism/Police brutality
4. Brutal individualism
5. Lies & conspiracy theories elevated
6. Disunity & obstruction
7. More and more guns

REPUBLICANS

1. Growing the Economy/Productivity
2. Ability to relax without worrying about pronouns
3. Helping others
4. Christians/Republicans in Bed Together (Negative)
5. Freedom!
6. Family values

Nazis and Facism
Chaos at the Capital
Kids in Cages
Overfunding military
Funding the wall

DEMOCRATS

DEMOCRATS & REPUBLICANS

Growing the Economy/Productivity
Joy/Can Relax without worrying about pronouns
Helping Others
Christians / Republicans in Bed Together (Negative)
Republicans spread lies
Black and white thinking

REPUBLICANS

Anti-Abortion Policies
Racism/Police Brutality
Lots of Guns
Basic Needs Not Met - Food, Water, Housing, Electricity

DEMOCRATS & INDEPENDENTS

Lack of Climate Care / Digging for Oil
Income/Wealth Gap
It's a (White) Man's World

**DEMOCRATS, REPUBLICANS,
& INDEPENDENTS**

World Respects Us
Traditional Family Values
Freedom!
No Red Tape

REPUBLICANS & INDEPENDENTS

Lies & Conspiracies
Not working with Dems - Disunity/Obstruction
Status Quo Healthcare
Anti-Immigration
Brutal Individualism

INDEPENDENTS

Policies that Hurt Children
War & Nuclear Weapons
Corruption
Transphobia

WHICH PARTY WOULD YOU RATHER -

BE IN CHARGE DURING A ZOMBIE APOCALYPSE?

- **Democrats:** 60% chose Democrats, 40% chose Republicans.
- **Republicans:** 88% chose Republicans, 12% chose Democrats
- **Independents:** 60% chose Republicans, 30% chose Democrats, and 10% chose a combination of both.
- **Insight:** Republicans are perceived as providing strength and security through aggression...
 - “They've been about law and order since the inception of the Constitution, for God's sakes. And they're really good at it too. They're really good at locking people up and keeping people safe, for the most part. I'm trying to articulate this out of my brain, but... They give no quarter when it comes to safety.”
 - Black voters unilaterally chose Democrats because of the belief that Republicans might shoot them.



WHICH PARTY WOULD YOU RATHER -

BE ON A DESERT ISLAND WITH?

- **Democrats:** 90% chose Democrats, 10% chose Republicans.
- **Republicans:** 55% chose Republicans, 22% chose Democrats, 23% chose a combination of both.
- **Independents:** 83% chose Democrats and 17% chose a combination of both.
- **Insight:** The perception of Democrats is that they would be better company and more cooperative.
 - “I mean the Republican Party would probably be pretty boring, they'd be like, All right, figure it all out, work it, do this and that. Versus the Democratic Party would probably be like, All right, let's start taking inventory of what resources we have and start using those and be a lot more creative on it.”



WHICH PARTY WOULD YOU RATHER -

HOLD POWER OF ATTORNEY OVER YOUR FINANCES?

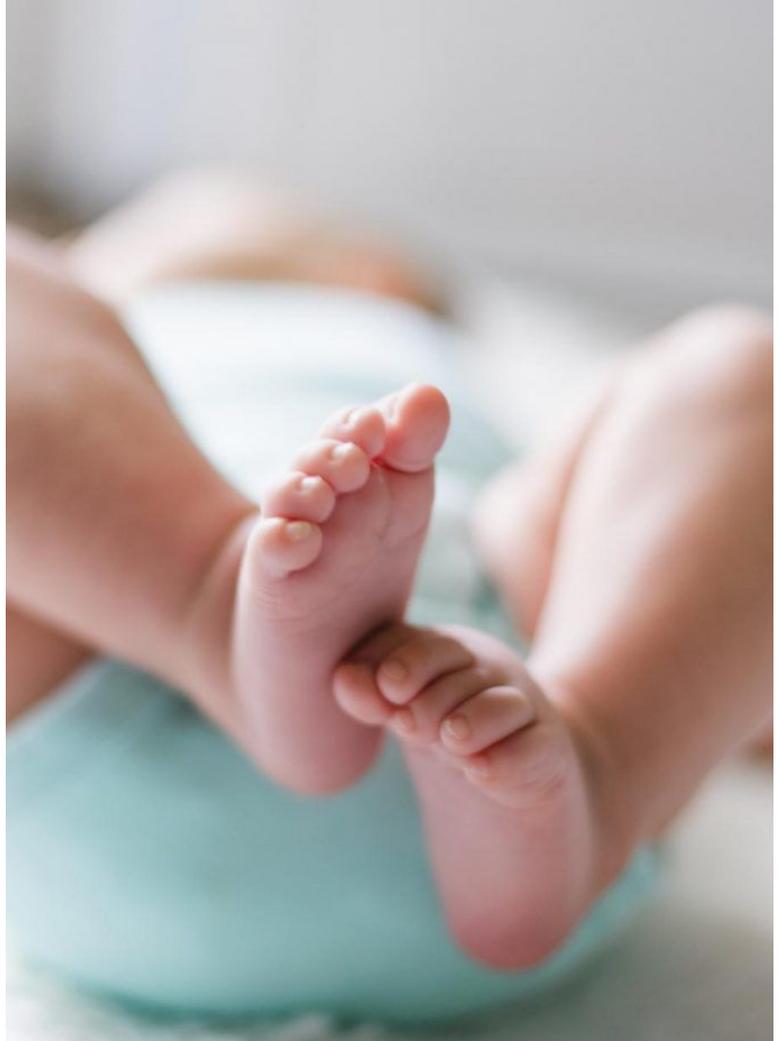
- **Democrats:** 82% chose Democrats, 18% chose Republicans.
- **Republicans:** 88% chose Republicans, 12% chose Democrats
- **Independents:** 55% chose Republicans, 33% chose Democrats, and 12% chose a combination of both.
- **Insight:** Overall feeling is that Democrats would give your money away.
 - *“The Republicans. Just because I believe in lower taxes and I’m not going to be rich ever, but I won’t get as much taken away if the Republicans are in charge.”*



WHICH PARTY WOULD YOU RATHER -

CARE FOR YOUR CHILD?

- **Democrats:** 100% chose Democrats
- **Republicans:** 50% chose Democrats, 25% chose Republicans, 25% chose a combination of both
- **Independents:** 64% chose Democrats, 27% chose Republicans, and 9% chose a combination of both.
- **Insight:** Democrats are considered more caring.
 - *Democrats, Compassion. I feel like there's compassion there. They're probably not going to be separated from me and put into kennels.*



PARTY ASSOCIATIONS

MOTTOS FOR DEMOCRATS

If the Democratic Party had a motto, what would it be and why?

Democrats on Democrats

- Helping **everyone** and be kind to all
- God bless **America** and every place else. Man of the **people**.
- **Everyone** is in this together, **people** at the top and the bottom
- Hard working, down to earth
- For the **people**
- All together in this world
- Just don't look too deep
- Equal rights for all
- Unity and peace for **everyone**
- I love **everyone**, and I will fight for you
- Being open to change as certain ideas of **America** might change
- We have an all-inclusive society

Republicans on Democrats

- Whatever you want me to say, whatever you want to hear, I'm going to tell you because you want to hear it.
- Take from the rich, and give to the poor
- Make it big, make it shiny, put everything in lights
- The golden rule - you treat people how you want to be treated
- Inclusion is best
- We include everyone as long as you look like us
- Do as I say
- Let's make it all good for now, and we'll worry later

Independents on Democrats

- High taxes to help everyone
- Tolerant unless you disagree
- Full steam ahead
- Let's make America Better
- If it feels good do it
- It's going to get worse
- Go big or go home
- We're all in this together
- We shall rise again
- Fight for people who the system doesn't fight for
- Invest in the future
- Don't tell me what to do
- It's just big, big, give, give, give

PARTY ASSOCIATIONS

MOTTOS FOR REPUBLICANS

If the Republican Party had a motto, what would it be and why?

Democrats on Republicans

- I'm always right and I'm going to do it anyway.
- No Fun or Me First.
- We're the best, we're #1
- Give me all your **money**. Pay me.
- Let's stay together. Let's unify. Let's form a club and call it The Patriot Club, and don't let anybody in other than Republicans.
- Make **money** at any cost.
- **Power**, being in **power**, having the **power**.
- Fend for yourself, do what you need to do for yourself even if it doesn't do good or help support those around you.
- Fight Stronger and Fight Harder. With any means you have to.
- Get back to **work**, you're **working work** hard for me.
- More for the wealthy, less for the common person

Republicans on Republicans

- We work for you
- Live free or die
- Don't tread on me
- Family and Country First
- Destroy the world
- It's my way or the highway
- We include everyone as long as you look like us
- Let's get the job done
- Let's sit down and brainstorm
- Civility and courtesy

Independents on Republicans

- If you do well, you get more control
- **Gods, guns**, and the economy, and oil
- No shame, No chain, No game
- MAGA... America WILL be Great
- All for one and that's me
- Get the job done
- My way or the Highway
- Anything besides traditional conservatism is nonsense
- Work hard to survive
- **God, guns**, and business
- Me, Me, Me

PARTY ASSOCIATIONS

If the Democratic/Republican party were a politician, which politician would it be and why?

POLITICIANS

Interviewees identified a group of well-known politicians associated with each party.

Democrats

- Politicians identified tended to be more diverse with diverse backgrounds, representing the evolution of America. Those selected were not consistently from a stereotypical political background.

Republicans

- Politicians identified tended to be more frequently from a wealthy background, more white and male, and tended to be defenders of the status quo.

DEMOCRATS



REPUBLICANS



PARTY ASSOCIATIONS

If the Democratic/Republican party were a food, which food would it be and why?

FOOD

Democrats

- Democrats associated with foods that bring together a diversity of ingredients – e.g. fruit salad, burger, jambalaya.
- **Democrats** represent **healthier, more communal, more diverse choices.**

Republicans

- Republicans associated with expensive food items and traditional foods.
- **Republicans** strongly associated with **elite, vice-ridden, and traditional foods.**

DEMOCRATS



REPUBLICANS



PARTY ASSOCIATIONS

If the Democratic/Republican party were a sound, style, or piece of music, which sound, style, or piece of music would it be and why?

SOUND

Democrats

- Democrats associated with more contemporary, diverse, and alternative music offerings indicating the associations Democrats have with **contemporary, diverse culture.**

Republicans

- **Republicans** strongly associated with more traditional music offerings, including rock music, classical, and country music, indicating more traditional culture.

DEMOCRATS



REPUBLICANS



PARTY ASSOCIATIONS

If the Democratic/Republican party were a scent, smell, or fragrance, which scent, smell, or fragrance would it be and why?

SCENT

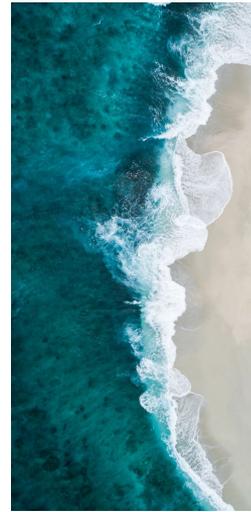
Democrats

- Democrats associated with pleasant, soft, comforting, and fresh smells - potentially more feminine, lighter scents.

Republicans

- Republicans associated with more musky scents, with lots of traditional americana and harder, stronger scents and smells included. This tells us that Republicans have a stronger association with Americana, generally, but also a masculine tilt.

DEMOCRATS



REPUBLICANS



PARTY ASSOCIATIONS

If the Democratic/Republican party were a touch, feel, or texture, which touch, feel, or texture would it be and why?

TOUCH/FEEL/TEXTURE

Democrats

- **Democrats** associated with soft, cozy, and welcoming touches/textures (eg: hug, cotton, massage, suede, felt), indicating the sense of care associated with the party.

Republicans

- **Republicans** strongly associated with rougher, coarse, firm, and electrically charged sensations (eg: sandpaper, corduroy, electric shock, push/shove, punch, dollar slapping you in the face), indicating the sense of strength and masculine associations with the party.

DEMOCRATS



REPUBLICANS



PARTY ASSOCIATIONS

If the Democratic/Republican party were a logo, which logo would it be and why?

LOGO

Democrats

- **Democrats** associated with a sense of community, lots of color, hands coming together., indicating that the party is strongly associated with diversity, a rainbow coalition and connection.

Republicans

- **Republicans** strongly associated with traditional Americana imagery, along with money, and industry indicating the corporate, patriotic focus of the party.

DEMOCRATS



REPUBLICANS





TIPPING POINTS

TIPPING POINTS FOR DEMOCRATS

STOP

I wish the Democratic party would stop...

- Expecting Republicans to work with them
- Being so soft
- Pushing the super extreme stuff
- Being two-faced and going back on minimum wage promises
- Putting big tech's interests over the people
- Corruption, the Money in Politics
- With the open borders

START

I wish the Democratic party would start...

- Coming up with a plan for low/middle class to pay more reasonable taxes; have those with more money pay more because they can afford it
- Finding a way to provide at least a baseline of decent living for all
- Tailoring the stimulus according to different means
- Showing that you're listening to your constituents
- Being more transparent
- Serving the people
- Establishing some clear rules and policies around immigration

TIPPING POINTS

I would sign up for the Democratic party tomorrow if they would...

- Get things done
- Get younger candidates
- Have long-term vision
- Ditch career politicians & get money out of politics
- Show fiscal conservatism
- Elect a female president
- Raise minimum wages so ppl can afford homes
- Guarantee and achieve Healthcare for all
- Be the party of opportunity
- Tie policies to the 10 Commandments
- Weren't so cliquy and stopped corruption
- Implement term limits and the law that would make any government mandated act applicable to everyone (politicians included.)

TIPPING POINTS FOR REPUBLICANS

STOP

I wish the Republican party would stop...

- Giving tax breaks to the wealthy (I'd like them to transfer the wealth back to the bottom)
- Being racist
- Putting big oil's interests over the people
- Denying climate change
- Lying about stolen elections

START

I wish the Republican party would start...

- Caring about Black people
- Wearing face masks, taking COVID seriously
- Listening to people more and think about people other than themselves
- Finding a way to provide at least a baseline of decent living for all
- Caring about income inequality

TIPPING POINTS

I would sign up for the Republican party tomorrow if they would...

- Get younger, non-white candidates who didn't grow up with money
- Support universal healthcare
- Establish a \$20 minimum wage
- Run a woman or elect one
- Reverse Reaganomics
- Support social programs - esp poverty alleviation
- Show commitment to the best of their ideals
- Stop being crazy
- Give back the tax break
- Support equality
- Take climate change seriously
- Be willing to listen and compromise
- Had reps who could think on their own
- Care about all people, not just their people

Nobody will be at the bottom looking up, because everybody will be up, employed, have a meaningful lives, meaningful contributions to society. Everybody would have a better life, healthy economy for everyone. Graciela, DMLR

I just want to see a more united United States.

(Joshua M, DMLR)

I just want us to be better. Just better in how things are handled, better in how we can improve ourselves, how we can speak to each other, how we can talk to each other. Just the overall level of respect.

(Sabria B, IMR)

I would say just a place that continues to be diversified with a lot of people from all over the world and just all of us as Americans being accepting of everybody's religion and race. (Joe M, DMLNR)

Solid, diverse, controlling Climate Change. (Steve T, DMLR)

Just finding compromise. I think having a compromised world in the United States where this sort of thing doesn't happen, I guess, blending the colors of blue and red together into a purple world, would probably be my ideal thing for the US. Progressive, forward, everyone's equal, that sort of thing. Basic human rights. (Kurt G, DVLNR)

I would love to see a leader come out who would truly want to listen and bring people together and stop yelling (Richard B, RMCR)

I think a party is going to listen to a lot of different people's ideas, but also create change and go in a different direction from what we've seen the last 40 years. (Ben H, IMLR)

I would like to see more equal, more opportunities, more higher wages. (Karen S, RMCR)

Dreams for the Future

What the Electorate Says About It

I would just like everybody to stop fighting. (Kaycee W, RMCR)

I would like to see a whole revamp of taxes. Simplified, tax the rich more to help those with fewer resources. I would like to see far more open immigration and support to help people immigrate and move freely, I would like to see way more spent on education. (Shannon N, DVLNR)

Below the Surface of the **Republican Party**

As much as the party is known for its ability to stick together, **there are signs that cracks below the surface are forming with Republican voters.** Here are just a few of the ideas expressed by our voters:

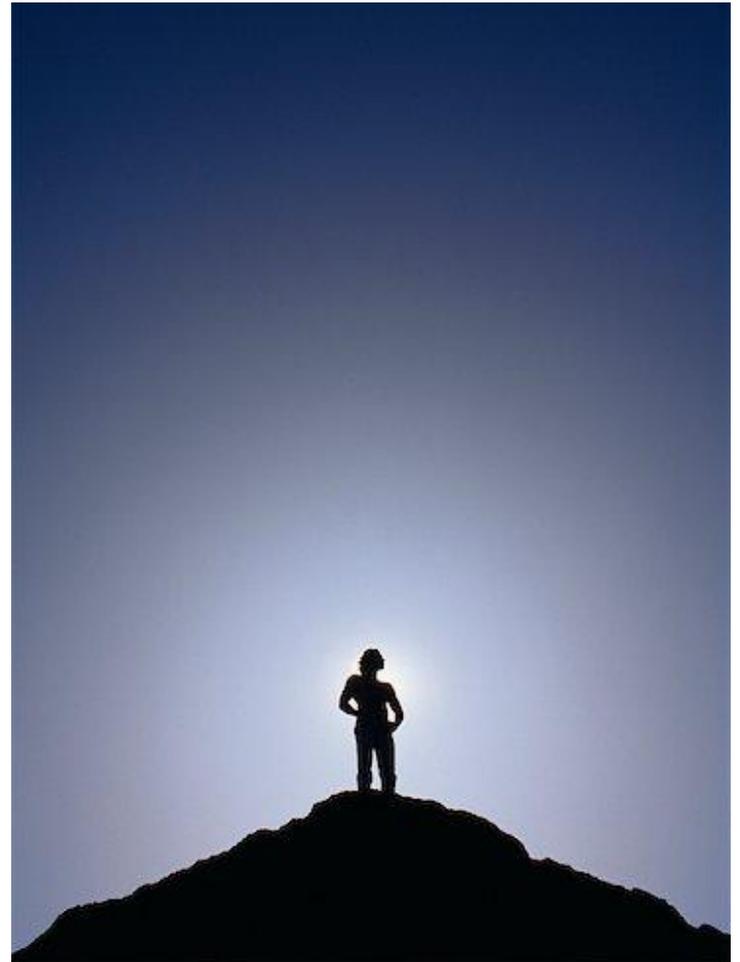
On going it alone and not working with Democrats...

On Their Refusal to Work with Democrats

“Well, they're all gone because **he's all by himself. I made it. I'm here. I've achieved it. But there's nobody here with him. So congratulations.** You crawled up the Rocky Top all by yourself, but now you're all by yourself. **Well, I mean, you've achieved that point where you have your moral superiority. All the babies are born and all the moral laws that you want passed are passed, but now you've done so much damage in doing this.** And like I said, that's where that that schism is. It tears people apart. And now you're by yourself, because it's easy to legislate if you're the only one that's there. (Richard B. RMCR)

Could Reach across Aisle to Democrats more often

“**The one thing that I think that they could change is if they could learn to work more together with the Democrat Party.** Both parties really could learn that but I would like to see that changed. (Connie A. RMCR)



On being ineffective...

Don't Do What They Say They Will Do

“For eight years they kept saying they didn't like Obamacare. They had eight years to fix that problem or put together a plan, so when they had control they can do something. **They didn't do anything. Okay?** They had opportunity to do something with the border for the first two years, Paul Ryan didn't allow that to happen. Paul Ryan kept saying, Hey, look, I'll take care of... Trump didn't know any better. So he said, I'll take care of you, take care of it. He screwed Trump so he didn't look out. **So the party wasn't working together, but these people were put in place to do these certain things. And like I said, healthcare, they had eight years to put together a plan.** Here it was, they were working on it for another two years. Why they need another two years? Why not just have the plan in place and just drop it on the table first day? (Rick, RMCR)



On the personality of the party...

Abrasive

“Well, the confrontational demeanor of some of the people in charge and in the Senate. **Some of the politicians are a bit more abrasive. I don't like that. The thing at the Capitol Building, I just wish that Trump had come out immediately and just said like, No, what are you doing?** This is just wrong.” (Sheila, RMCR)

“**I'm so sick of everybody fighting** and the things that people post on social media. **I'm so sick of it. I feel like Republicans are so judgmental...If you don't agree with them, they're going to nitpick you and attack you.** I see a lot more people who are strong Republicans lashing out on a social media - it's bad.” (Kaycee, RMCR)

Arrogant

“**The Republican party voters, they got really cocky and arrogant. They got loud, they got aggressive...** I think those people have always been like that. They finally get a President that's not so political or correct in the office and they feel like they can just spout out the mouth.” (Brandon, RMCR)



On only caring about the rich....

“I do lean Republican because I’m more conservative, but it just seems just over the last few years it’s just more about taking care of the rich and less about the middle class like they claim and also the lower class which they seem to just shove away.

I feel like they represent the middle and lower class because we’re the ones stuck paying the majority of the taxes. I feel the one in the wheelbarrow is the super high rich people - they stay rich for a reason. **They get all the money while we’re stuck paying and forking out more in taxes it seems like.”** (Karen, RMCR)



On pushing culture wars...

“One thing **that does worry me about the Republican party is how anti gay-rights and trans-rights [they are]** - all of that kind of stuff irks me. I'm not gay, but it doesn't hurt me. You know what I mean? (Jess, RMCR)

“**There's so many people that are so worried about the transgenders in the same bathroom. Those people are going to be so scared that they're ridiculed by people.** They're not going to be changing in front of you. You remember when you were a teenage girl, and you didn't even want to change in front of somebody? **People just need to relax. Just move more towards accepting people for who they are, instead of trying to change them to fit in your mold.**” (Kaycee, RMCR)

“There are times that the party gets too religious for me, okay? Jesus is good for some people, but we're not a homogeneous country. We're an immigrant country. We have a lot of people from all over the world, **we're not China that dictates a religion.** And that's what started to happen a little bit. **A lot of conservatives talk too much about Jesus.**” (Rick, RMCR)

