

2022 VOTER PRIORITIES INDEX

Nationwide Online Survey

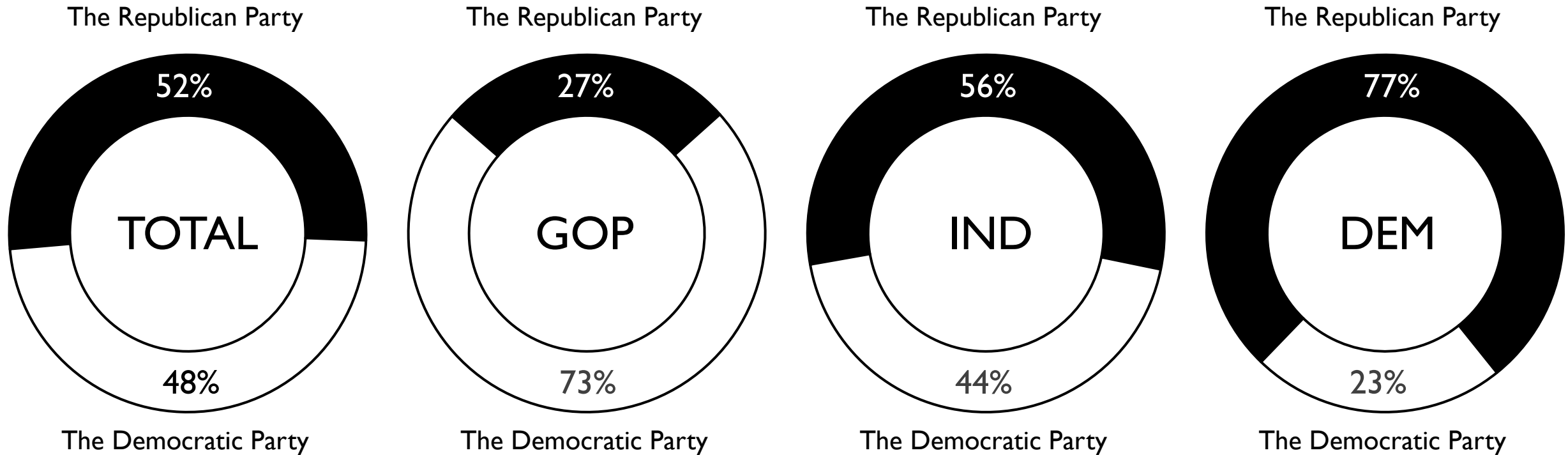
N = 1500 Self-identified Midterm Voters | M.o.E. +/-2.5% | November 10-15, 2022

OUR DIVIDED COUNTRY

BOTH SIDES THINK THE OTHER HAS BECOME MORE EXTREME.

But roughly a quarter think their OWN party has become more extreme.

QUESTION: Over the last 4 years, which political party has become more extreme?

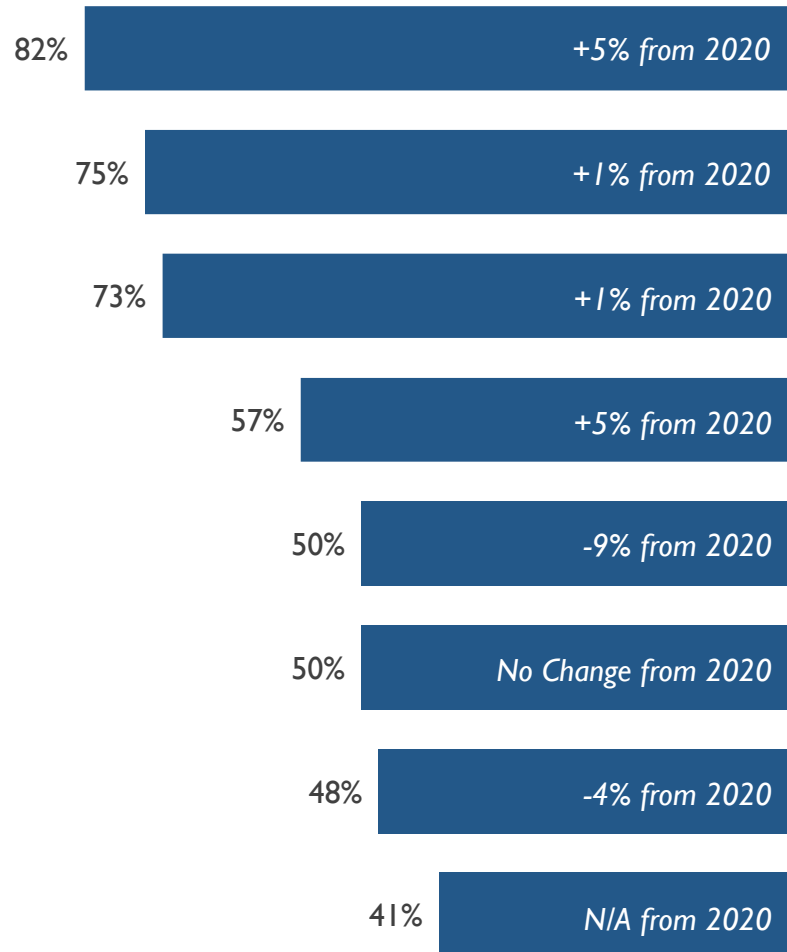


A NATION OF “OTHERS”

Roughly 8-in-10 have lost respect for people from their opposing party.

DEM VOTERS

(‘agree’ responses shown)



QUESTION: Do you agree or disagree with the following statements about [the other party]

I have LESS RESPECT for [people from the other party] than I did 2 years ago.

[People from the other party] are RUINING this country.

I am LESS likely to TRUST [people from the other party]

I would be upset if my CHILD was a [person from the other party.]

[People from the other party] aren't as SMART as [people from my party.]

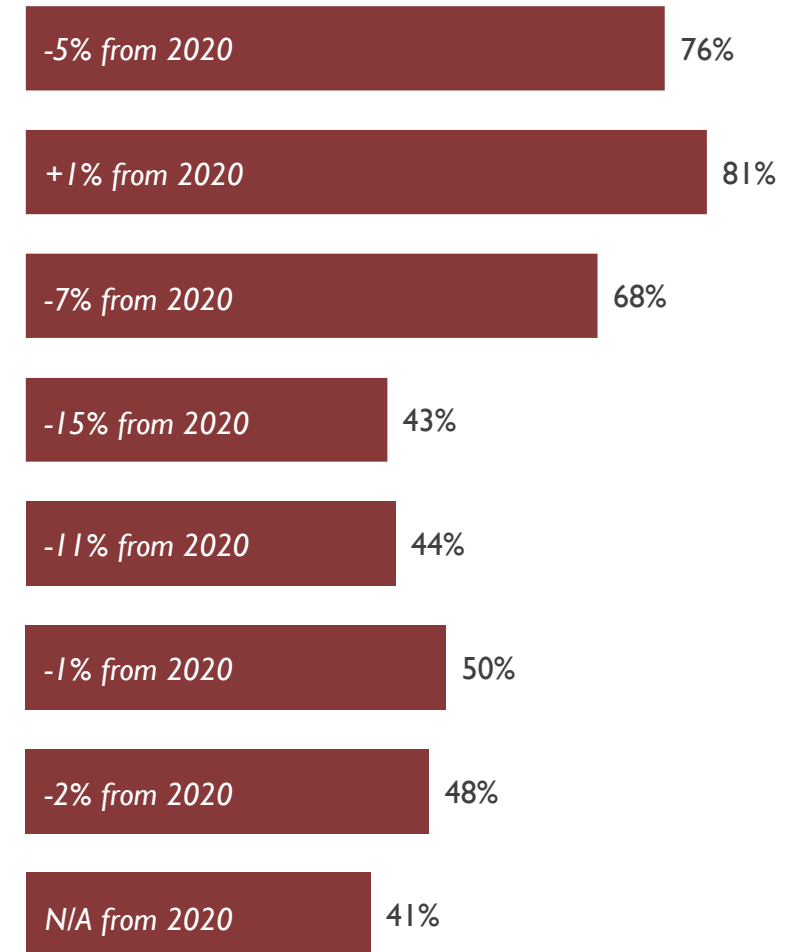
I would be upset if my child MARRIED [someone from the other party.]

I would be less likely to HIRE someone from [the other party.]

Most [people from the other party] are BAD people.

GOP VOTERS

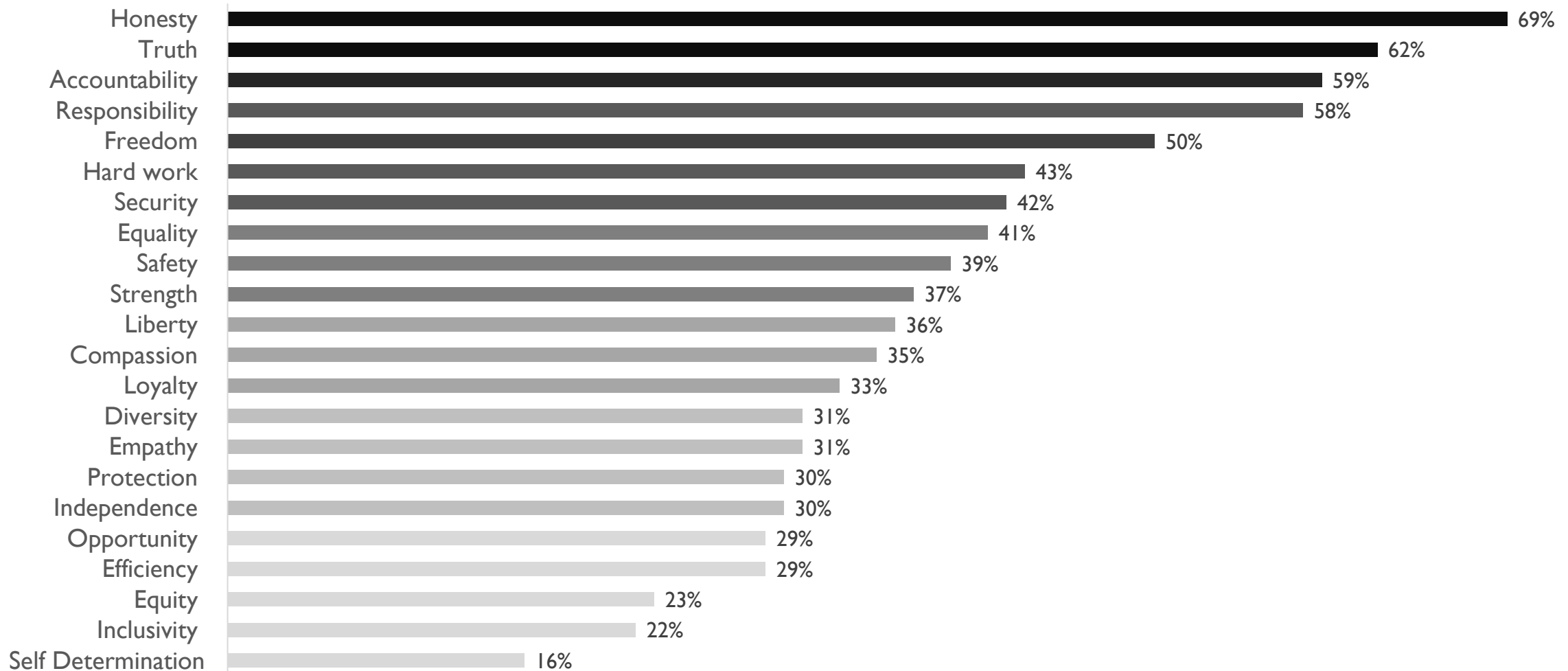
(“agree” responses shown)



AMERICAN IDEALS DEFINED:

Bridging the divide means finding ideals that we can all agree upon.

QUESTION: Which of the following words best describe the ideals that you think are most important for our country and leaders to follow? (Multiple select – choose any)



THE WORDS WE USE RESONATE WITH DIFFERENT IDEOLOGIES.

If leaders want to bridge the divide, they must use terms that reach across the aisle or at least that are ideologically neutral.

| Total | DEM LEANING TERMS |
|---------------|-------------------|
| 41% (D+30) | Equality |
| 35% (D+17) | Compassion |
| 31% (D+33) | Diversity |
| 31% (D+23) | Empathy |
| 23% (D+18) | Equity |
| 22% (D+26) | Inclusivity |

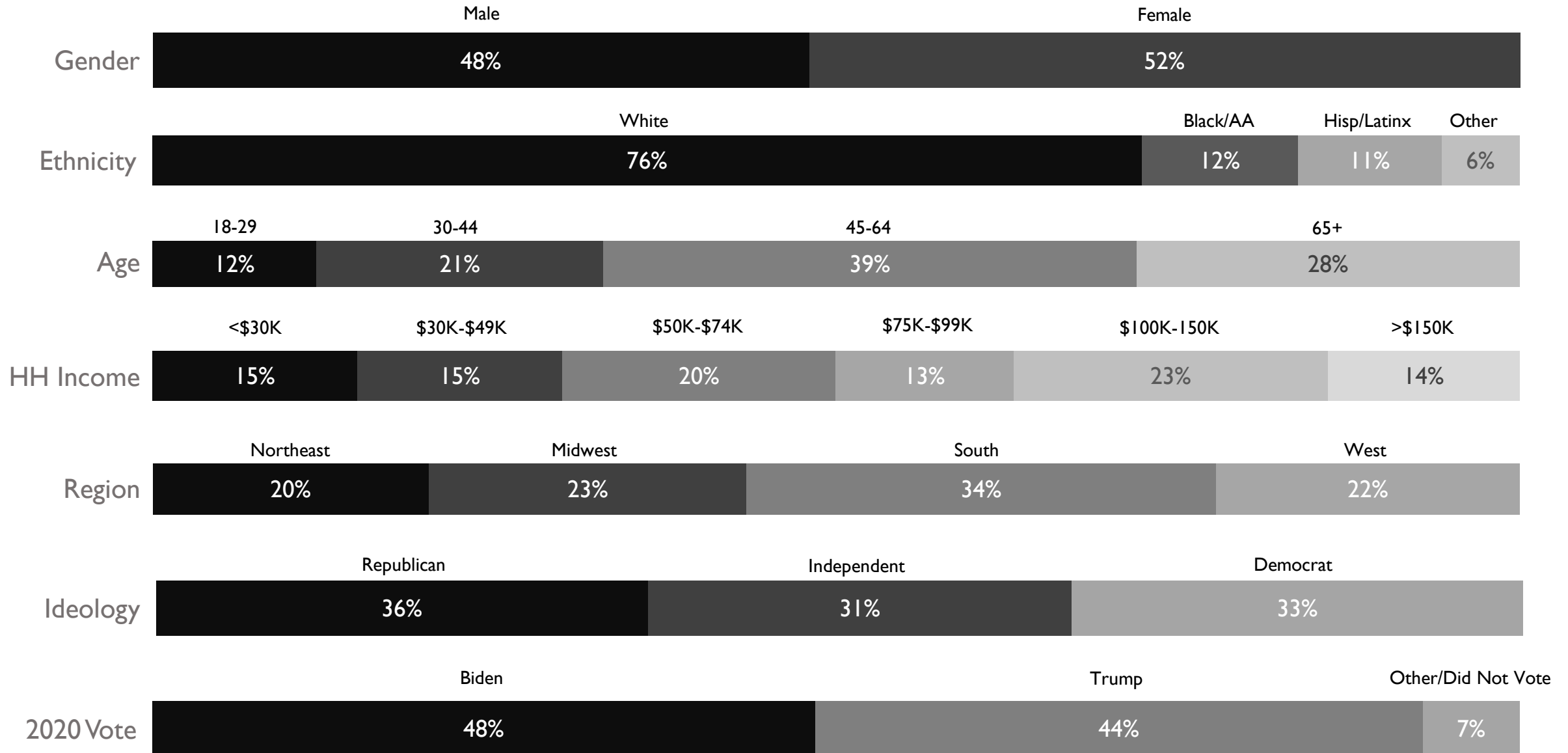
| Total | BIPARTISAN TERMS |
|--------------|--------------------|
| 69% (R+7) | Honesty |
| 62% (R+5) | Truth |
| 59% (R+4) | Accountability |
| 39% (D+3) | Safety |
| 33% (R+3) | Loyalty |
| 30% (R+3) | Protection |
| 29% (D+4) | Opportunity |
| 29% (R+5) | Efficiency |
| 16% (R+1) | Self-determination |

| Total | GOP LEANING TERMS |
|---------------|-------------------|
| 58% (R+10) | Responsibility |
| 50% (R+12) | Freedom |
| 43% (R+13) | Hard work |
| 42% (R+8) | Security |
| 37% (R+8) | Strength |
| 36% (R+9) | Liberty |
| 30% (R+8) | Independence |

METHODOLOGY & AUDIENCE

QUANTITATIVE: NATIONAL MIDTERM VOTER SAMPLE BREAKDOWN: N=1500

(N = 1500 | Fielded 11-10-2022 to 11-15-2022 | M.o.E +/- 2.5%)



THANK YOU.
