

# 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