

Promoting Democracy in the United States: Summary Findings From Quantitative Testing of a New Narrative

**Presented to Metropolitan Group
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August 8, 2025**

Purpose

Provide quantitative data to complement previously conducted qualitative research in the development and testing of a new narrative developed by Metropolitan Group to promote democracy in the United States.

Methodology

- Online survey with n=2,021 completes
 - Sample drawn from a large multi-million volunteer research panel (Dynata).
 - Constructed and weighted to be Census representative of the US nationwide population by gender, race/ethnicity, age, education, and geography.
 - Sample has also been weighted to match Gallup's party ID 2025 Q2 tracking data, which identified: R 28%, D 27%, Ind 45%.
- +/- 2.5 percentage point credibility interval at 95% confidence level
- Survey fielded from July 10–31, 2025

Highlights

Sample segmentation

Methodology: Primary segmentation based on response to two survey questions:

- a. Preference for one system of government over the other based on the following descriptions:
 - i. System A is a political system in which a leader has decision-making power without limits or accountability to the people, Congress, or the courts.
 - ii. System B is a political system in which leaders are accountable to the people, no one is above the law, and no branch of government has too much power.
- b. Level of agreement with the “Freedom Matters” narrative previously developed and tested via focus groups by Metropolitan Group (see slide 5)

Freedom Matters

Narrative summary as tested:

In America, our freedoms matter. This country was built on the right to have our voices heard, to make our own decisions, to be treated fairly by the justice system, and to vote in free and fair elections. These freedoms are at the heart of democracy and our security. But they require checks and balances on power and government that is open, honest, and responsive to the people. Our country hasn't fully lived up to these freedoms. But a strong democracy isn't afraid to admit that and do the hard work of being better tomorrow than it is today.

Sample segmentation

Resulted in identification of three primary segments:

- a. **Supporters:** Strongest possible preference (4 on a sliding scale from 1 to 4) for System B and strongly agree with the narrative statement
- b. **Middle:** Lean toward System B (3 on a sliding scale from 1 to 4) or somewhat agree with the narrative statement
- c. **Opponents:** Strongest possible preference (1 on a sliding scale from 1 to 4) for System A and disagree with the narrative statement

“Supporter” vs. “Middle” vs. “Opposition”

	Total	Democrat	Republican	Ind / Other
Supporter (System B AND Strongly agree with Narrative) n=825	41%	57%	33%	36%
Middle (Lean System B OR Somewhat agree with Narrative) n=1,162	58%	42%	65%	61%
Opposition (System A AND Disagree with Narrative) n=34	2%	1%	2%	2%

Analysis of the “Middle”

- The Middle group (58% of the sample) is:
 - Less politically engaged – less likely to have voted in Presidential or non-Presidential elections
 - Less engaged in current events overall – do not follow current events as closely or share their opinions with others
 - As reflected by their positions on the systems and narrative questions, their views are less firmly held, and they are probably less likely to have thought as deeply about the current political situation.

Analysis of the “Middle”

- Four-in-ten (39%) of the Middle group **have positive movement** on either the systems or narrative question, from pre-message test to post-message test.
- The three messages that resonate the strongest with the Middle group are also the messages that work best overall. This speaks to the strength of these top three messages:
 - This country was built on the right to have our voices heard, to make our own decisions, to be treated fairly by the justice system, and to vote in free and fair elections. These freedoms are at the heart of our democracy and our security.
 - Freedom isn't just an abstract concept. It's about having a say in the decisions that shape your life. The freedom to speak your mind without fear. To raise your kids the way you believe is right. To worship—or not—as you choose. To work toward a better life. To vote. To protest. Even to walk down the street feeling safe.
 - Democracy is about more than voting. It's about checks and balances on power, speaking your mind without fear, a justice system you can trust, and government that is accountable to the people.

Main Findings

Right Direction / Wrong Track

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Right direction	39%	16%	79%	28%	27%	46%	42%
Wrong track	61%	84%	21%	72%	72%	54%	58%

Agreement with U.S. leadership today

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
To a great extent	16%	5%	42%	7%	15%	17%	16%
Somewhat	25%	10%	40%	23%	15%	32%	24%
Not very much	23%	17%	11%	33%	19%	24%	45%
Not at all	34%	66%	5%	34%	51%	23%	14%

Desired political model for the U.S.

System A is a political system in which a leader has decision-making power without limits or accountability to the people, Congress, or the courts.

System B is a political system in which leaders are accountable to the people, no one is above the law, and no branch of government has too much power.



1 - System A 2 3 4 - System B

(PRE-TEST) Q5. Below are descriptions of two different political systems. Read these descriptions and then answer the question that follows: If SYSTEM A was at one end of a spectrum and SYSTEM B was at the other, where along this spectrum would you like to see the political system in the United States placed?

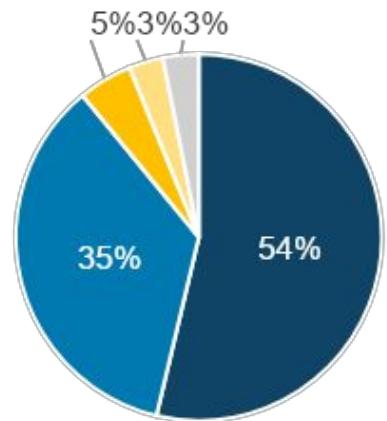
Desired political model for the U.S.

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
1 - System A	5%	4%	8%	5%	-	9%	25%
2	7%	6%	8%	6%	-	9%	75%
3	21%	12%	25%	24%	-	36%	-
4 - System B	67%	78%	59%	66%	100%	46%	-

(PRE-TEST) Q5. Below are descriptions of two different political systems. Read these descriptions and then answer the question that follows: If SYSTEM A was at one end of a spectrum and SYSTEM B was at the other, where along this spectrum would you like to see the political system in the United States placed?

Narrative Rating

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Not sure



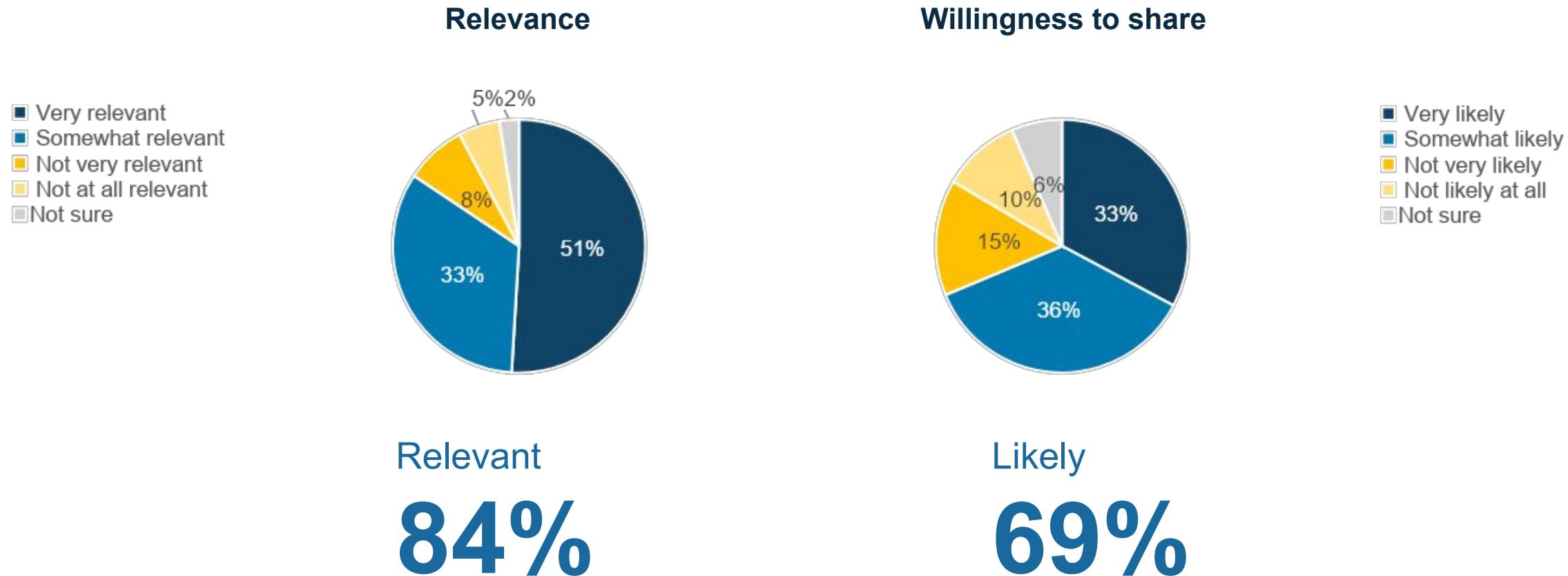
Strongly/Somewhat agree
89%

In the United States, our freedoms matter. This country was built on the right to have our voices heard, to make our own decisions, to be treated fairly by the justice system, and to vote in free and fair elections. These freedoms are at the heart of democracy and our security. But, they require checks and balances on power and government that is open, honest, and responsive to the people. Our country hasn't fully lived up to these freedoms. But a strong democracy isn't afraid to admit that and do the hard work of being better tomorrow than it is today.

Narrative Rating

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Strongly agree	54%	67%	49%	49%	100%	22%	-
Somewhat agree	35%	26%	39%	39%	-	61%	-
Somewhat disagree	5%	3%	6%	5%	-	6%	73%
Strongly disagree	3%	3%	3%	3%	-	4%	27%

Narrative Relevance & Willingness to Share Ideas



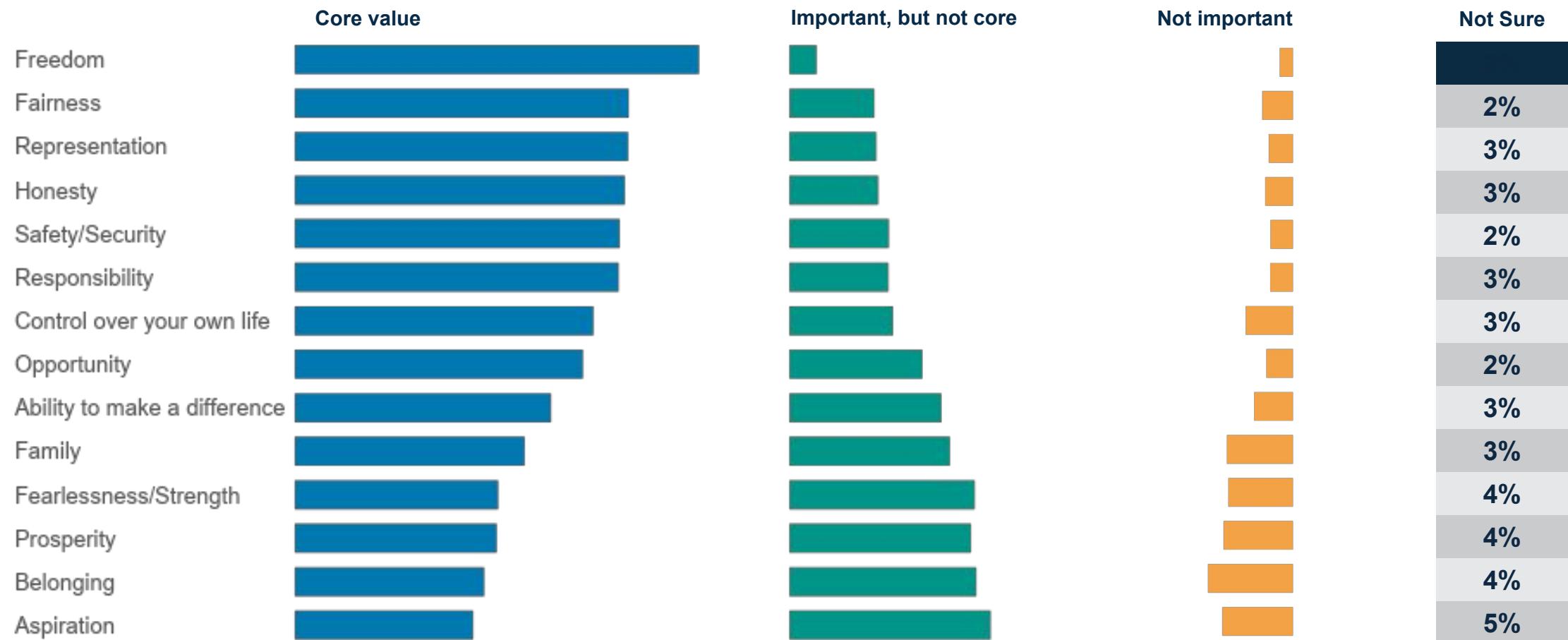
Narrative Relevance

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Very relevant	51%	65%	42%	48%	76%	34%	9%
Somewhat relevant	33%	21%	42%	36%	14%	47%	44%
Not very relevant	8%	5%	9%	9%	4%	10%	33%
Not at all relevant	5%	7%	4%	5%	5%	5%	10%

Willingness to Share Ideas from Narrative

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Very likely	33%	46%	31%	26%	52%	19%	11%
Somewhat likely	36%	33%	38%	36%	30%	40%	34%
Not very likely	15%	9%	16%	18%	9%	19%	27%
Not likely at all	10%	7%	9%	13%	5%	14%	10%

Core Democratic Values



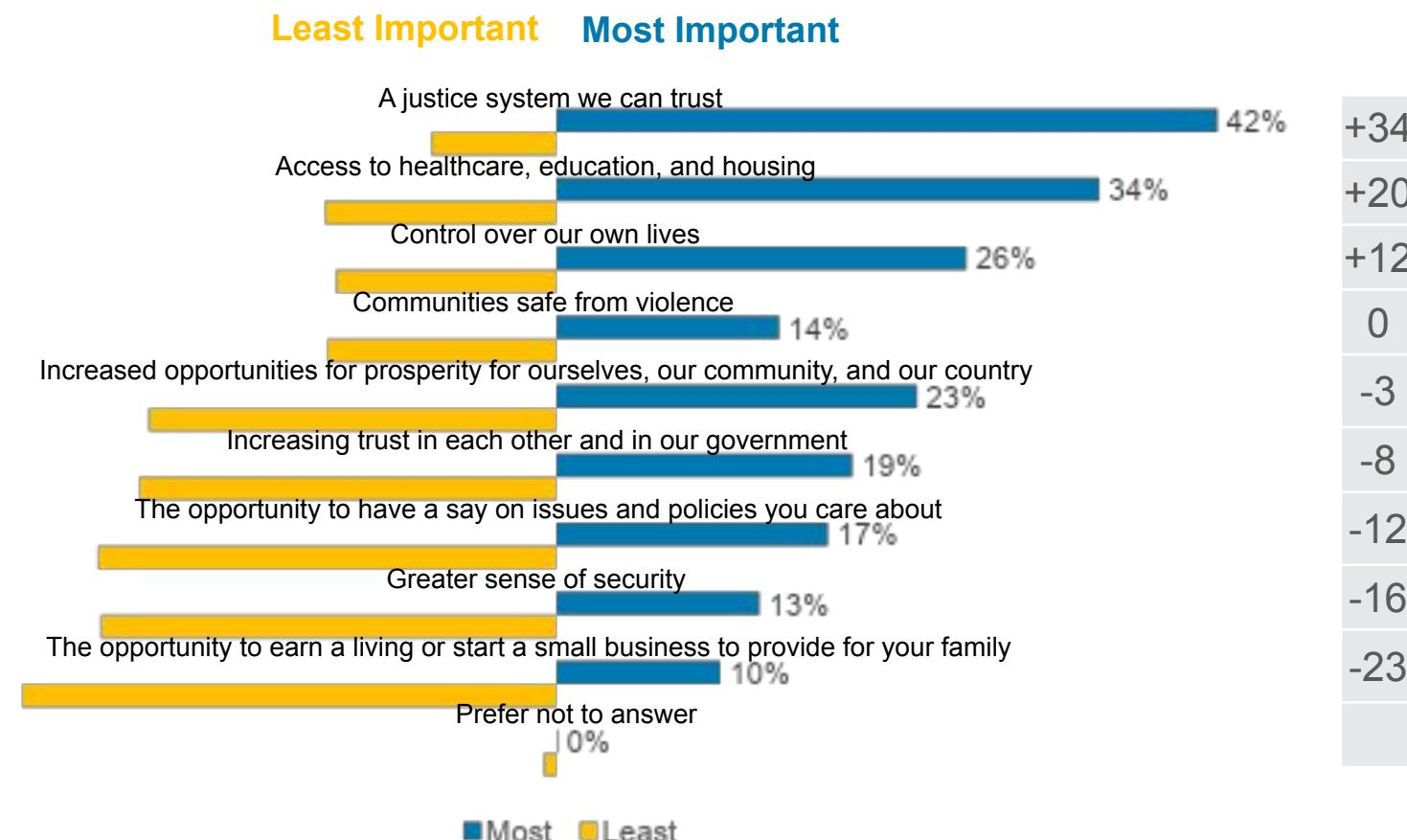
21 Q12. Please rate each of the following values as: a core value of democracy, an important but not a core value, and not an important value of democracy.

Core Democratic Values

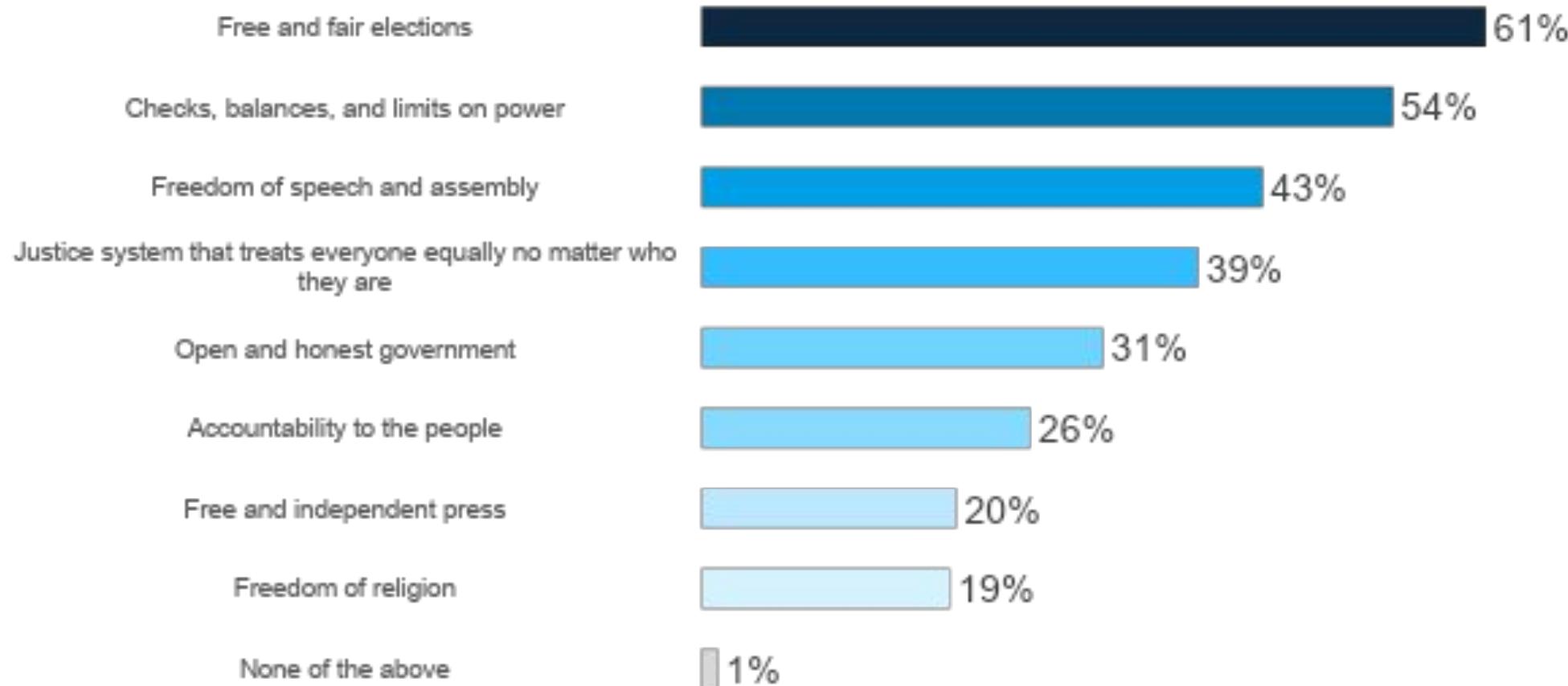
Core Value	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Freedom	90%	91%	88%	90%	94%	88%	60%
Fairness	74%	85%	68%	72%	84%	68%	34%
Representation	74%	76%	73%	74%	86%	67%	35%
Honesty	73%	77%	75%	70%	83%	68%	42%
Safety/Security	72%	74%	76%	69%	77%	70%	49%
Responsibility	72%	76%	73%	69%	81%	67%	40%
Control over your own life	66%	69%	65%	66%	73%	62%	43%
Opportunity	64%	67%	62%	64%	72%	60%	30%
Ability to make a difference	57%	64%	54%	55%	64%	52%	36%
Family	51%	50%	60%	46%	52%	50%	48%
Fearlessness/Strength	45%	44%	51%	42%	50%	42%	26%
Prosperity	45%	48%	48%	41%	48%	43%	30%
Belonging	42%	49%	42%	38%	48%	38%	33%
Aspiration	40%	45%	40%	36%	45%	36%	28%

Benefits Possible in a Democracy

Statements ranked by net difference ('Most' minus 'Least' importance) to reflect directional preference and reduce noise



Most Important Elements of Democracy



Most Important Elements of Democracy

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Free and fair elections	61%	62%	64%	58%	66%	57%	36%
Checks, balances, and limits on power	54%	63%	44%	54%	63%	48%	22%
Freedom of speech and assembly	43%	36%	45%	47%	42%	45%	33%
Justice system that treats everyone equally no matter who they are	39%	46%	34%	37%	40%	38%	19%
Open and honest government	31%	28%	32%	33%	25%	35%	39%
Accountability to the people	26%	26%	26%	24%	25%	26%	20%
Free and independent press	20%	23%	13%	22%	22%	18%	15%
Freedom of religion	19%	11%	31%	17%	14%	22%	43%

Benefits Possible in a Democracy

Most Important	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
A justice system we can trust	42%	46%	38%	41%	49%	37%	44%
Access to healthcare, education, and housing	34%	42%	22%	37%	34%	35%	23%
Control over our own lives	26%	22%	27%	28%	25%	26%	27%
Increased opportunities for prosperity for ourselves...	23%	23%	23%	23%	21%	24%	16%
Increasing trust in each other and in our government	19%	21%	20%	17%	20%	18%	11%
The opportunity to have a say on issues and policies you care about	17%	7%	14%	10%	8%	12%	19%
Communities safe from violence	14%	10%	18%	14%	11%	16%	16%
Greater sense of security	13%	10%	17%	12%	9%	15%	7%
The opportunity to earn a living or start a small business to provide...	10%	18%	17%	17%	22%	13%	31%

Testing of Messaging Elements



Message testing

In addition to testing the narrative summary paragraph (see slides 16-20), we also tested individual statements pulled from the draft message framework developed by Metropolitan Group to support the overall narrative.*

These message elements were tested using M3 methodology, which is explained on slide 28.

* Based on previous qualitative data analysis, a literature review, and new qualitative research conducted by Metropolitan Group.

M3 methodology

The survey utilized Prime Group's unique and powerful M3 message-testing methodology. MaxDiff Message Modeling (M3) is based on the “forced-choice” Maximum Difference (MaxDiff) Scaling platform. It offers many advantages over traditional message testing which often results in respondent fatigue, patterned responses, little precision and less differentiation.

In an M3 exercise, each respondent sees a series of screens with four messages on each. They are asked to select the message on each screen that they find most persuasive and the message on that screen that they find least persuasive. Each message repeats multiple times throughout the exercise and each time against different competing messages. This makes it impossible for respondents to like all options equally and prevents “grade inflation.” This iterative exercise with a sample of $n=2,000$ produces more than 80,000 unique data points.

The data output is expressed first in terms of a precise “persuasion score” for each message which shows not only the rank order of the messages by their effectiveness but also by what degree of magnitude each message is more or less effective than each other message. Beyond just identifying the most effective messages, this analysis allows us to see which messages work best in combination to reach the broadest audience or has the greatest “reach” within each targeted subgroup.

M3

Message Testing: Sample Screen

Below are reasons some people give for why democracy matters and why it's important for Americans to work together to support and improve our democracy. Regardless of how you feel about the United States right now, please read the reasons carefully and select:

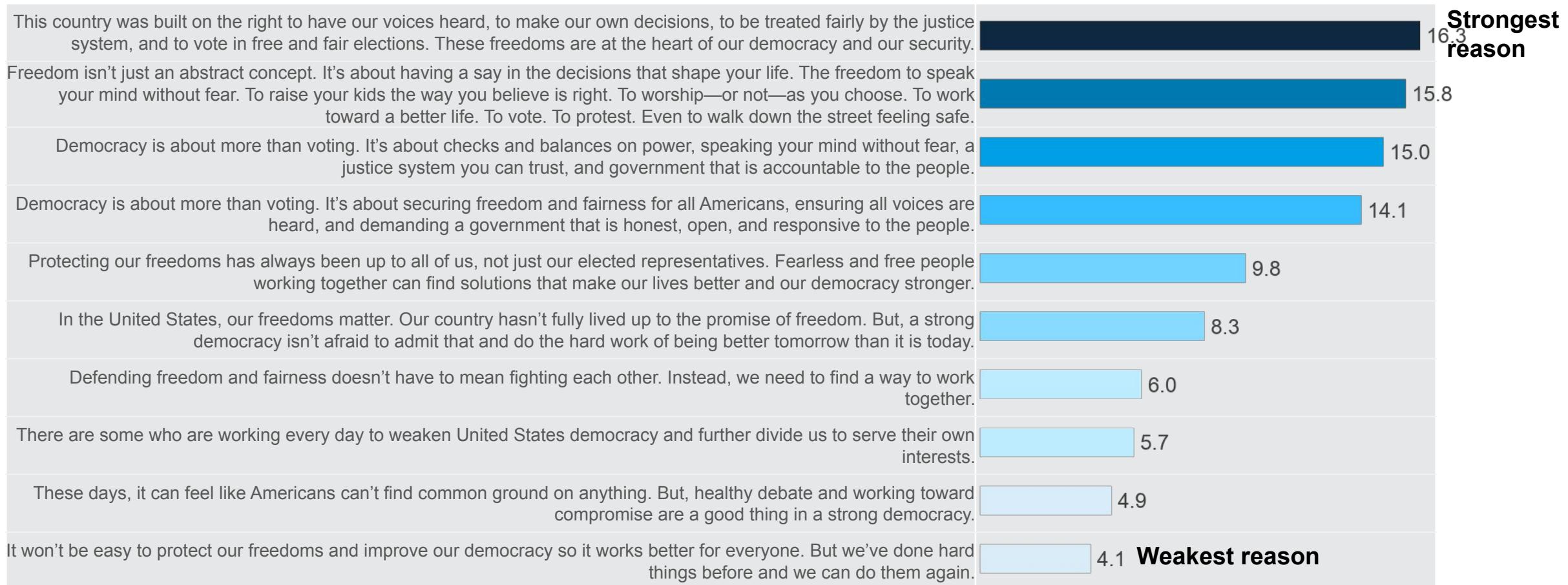
- the **STRONGEST** reason for Americans to work together to support and improve our democracy; and
- the **WEAKEST** reason for Americans to work together to support and improve our democracy.

Remember: Select the strongest AND weakest reason.

Strongest Reason	Weakest Reason
<input type="radio"/> Defending freedom and fairness doesn't have to mean fighting each other. Instead, we need to find a way to work together.	<input type="radio"/>
<input type="radio"/> Protecting our freedoms has always been up to all of us, not just our elected representatives. Fearless and free people working together can find solutions that make our lives better and our democracy stronger.	<input type="radio"/>
<input type="radio"/> In the United States, our freedoms matter. Our country hasn't fully lived up to the promise of freedom. But, a strong democracy isn't afraid to admit that and do the hard work of being better tomorrow than it is today.	<input type="radio"/>
<input type="radio"/> There are some who are working every day to weaken United States democracy and further divide us to serve their own interests.	<input type="radio"/>

(5 of 8)

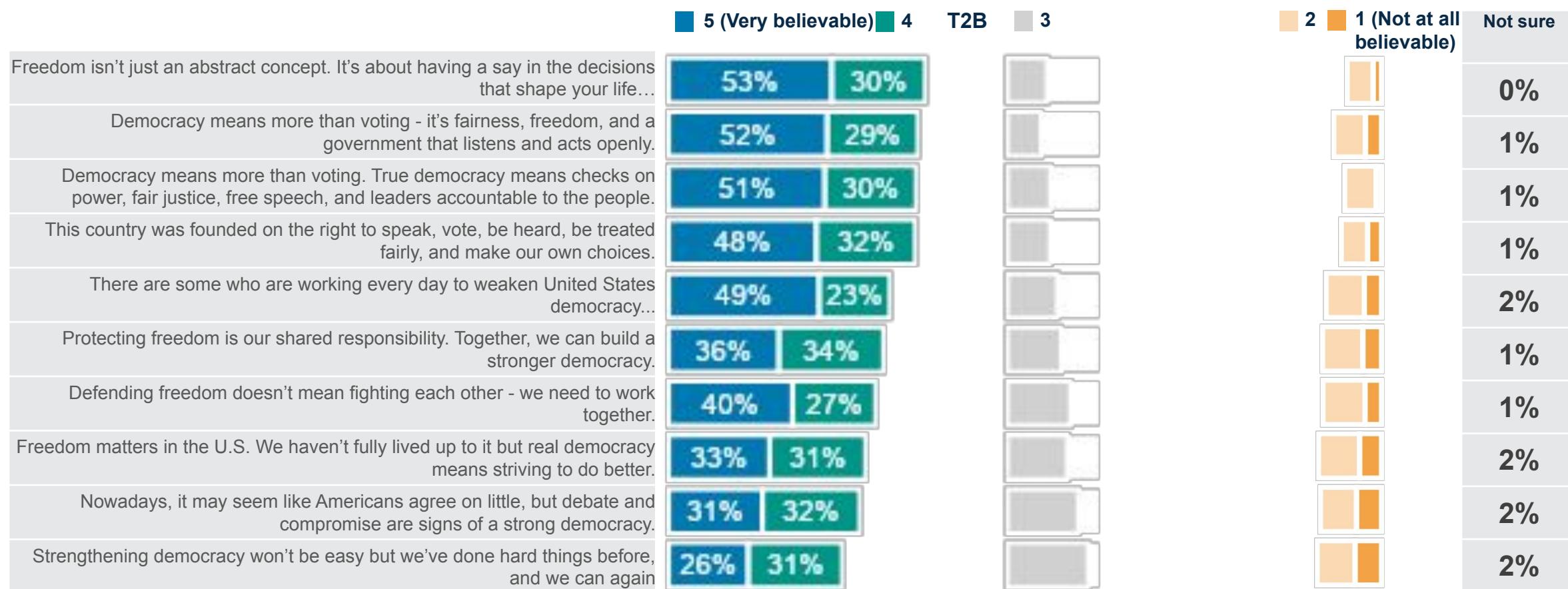
Reasons for Americans to Work Together to Support and Improve Democracy



Reasons for Americans to Work Together to Support and Improve Democracy

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
This country was built on the right to have our voices heard...	16.3	16.9	15.9	16.2	17.0	16.0	9.8
Freedom isn't just an abstract concept...	15.8	15.9	15.4	15.9	16.1	15.7	10.2
Democracy is about more than voting. It's about checks and...	15.0	16.5	14.1	14.5	16.5	14.0	9.1
Democracy is about more than voting. It's about securing freedom...	14.1	15.4	13.4	13.8	15.2	13.5	10.5
Protecting our freedoms has always been up to all of us...	9.8	9.3	10.1	10.0	9.4	10.1	10.3
In the United States, our freedoms matter...	8.3	8.2	8.4	8.4	8.1	8.4	10.1
Defending freedom and fairness doesn't have to mean fighting each...	6.0	5.0	6.6	6.2	4.8	6.6	12.5
There are some who are working every day to weaken...	5.7	5.0	6.1	5.9	5.4	5.8	9.9
These days, it can feel like Americans can't find...	4.9	4.2	5.5	4.9	4.0	5.3	9.8
It won't be easy to protect our freedoms and improve...	4.1	3.6	4.5	4.2	3.5	4.4	7.8

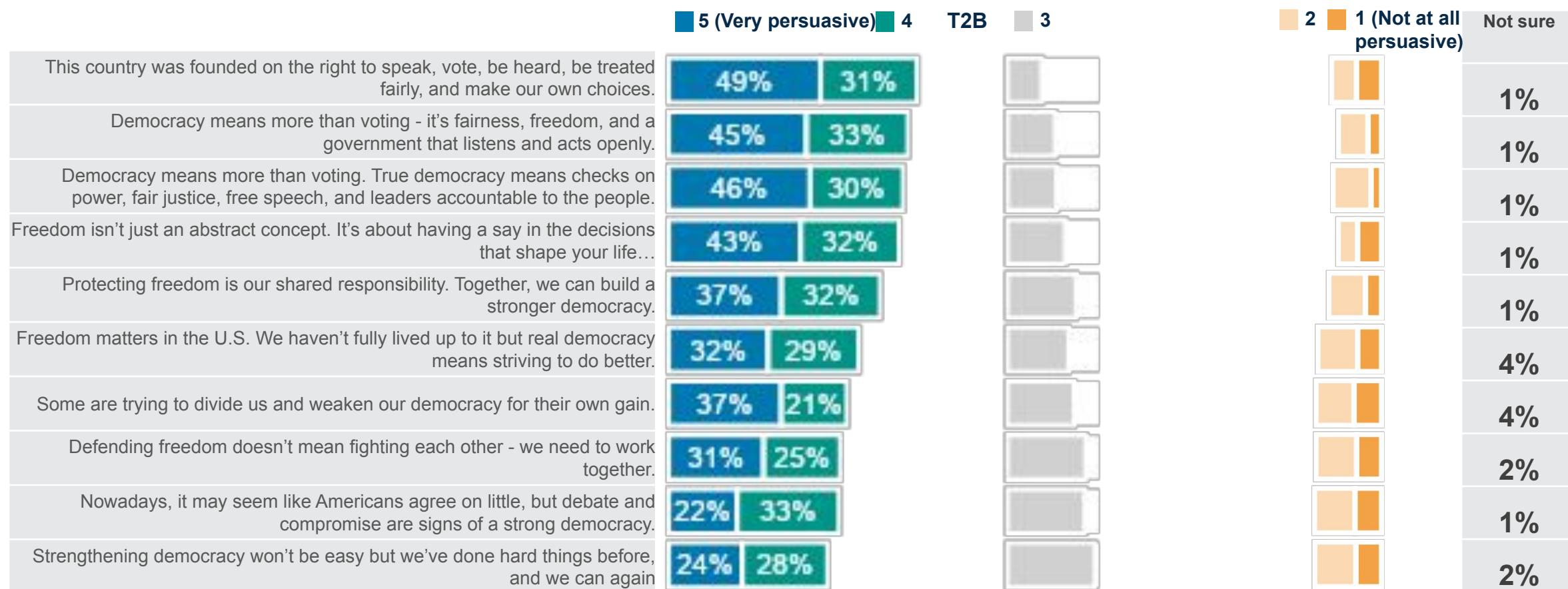
Message Believability



Message Believability

Believable [5+4]	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Freedom isn't just an abstract concept...	84%	85%	87%	81%	93%	77%	74%
Democracy means more than voting - it's fairness...	81%	93%	81%	73%	93%	72%	-
Democracy means more than voting. True democracy means...	81%	89%	79%	77%	92%	73%	62%
This country was founded on the right to speak...	80%	78%	80%	82%	88%	75%	72%
There are some who are working every day to weaken...	72%	82%	73%	65%	84%	63%	36%
Protecting freedom is our shared responsibility. Together, we can...	70%	72%	70%	69%	76%	67%	34%
Defending freedom doesn't mean fighting each other...	67%	65%	77%	63%	72%	64%	50%
Freedom matters in the U.S...	64%	72%	61%	61%	77%	55%	27%
Nowadays, it may seem like Americans agree on little...	62%	64%	69%	57%	74%	58%	14%
Strengthening democracy won't be easy but...	57%	57%	61%	54%	68%	48%	80%

Message Persuasiveness



Message Persuasiveness

Persuasive [5+4]	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
This country was built on the right to have our voices heard...	81%	81%	84%	79%	89%	77%	-
Democracy is about more than voting. It's about securing freedom...	78%	83%	82%	71%	90%	70%	77%
Democracy is about more than voting. It's about checks and...	76%	87%	79%	68%	89%	68%	56%
Freedom isn't just an abstract concept...	75%	78%	76%	73%	83%	70%	63%
Protecting our freedoms has always been up to all of us...	69%	72%	66%	69%	79%	61%	68%
In the United States, our freedoms matter...	62%	63%	52%	67%	74%	54%	45%
There are some who are working every day to weaken...	58%	56%	58%	59%	71%	49%	-
Defending freedom and fairness doesn't have to mean fighting each other...	56%	59%	61%	49%	62%	51%	60%
These days, it can feel like Americans can't find common ground...	55%	54%	59%	54%	60%	53%	32%
It won't be easy to protect our freedoms and improve our democracy...	52%	56%	59%	45%	60%	45%	84%

M3 Reach Analysis

The optimal four message package reaches 93% of the audience

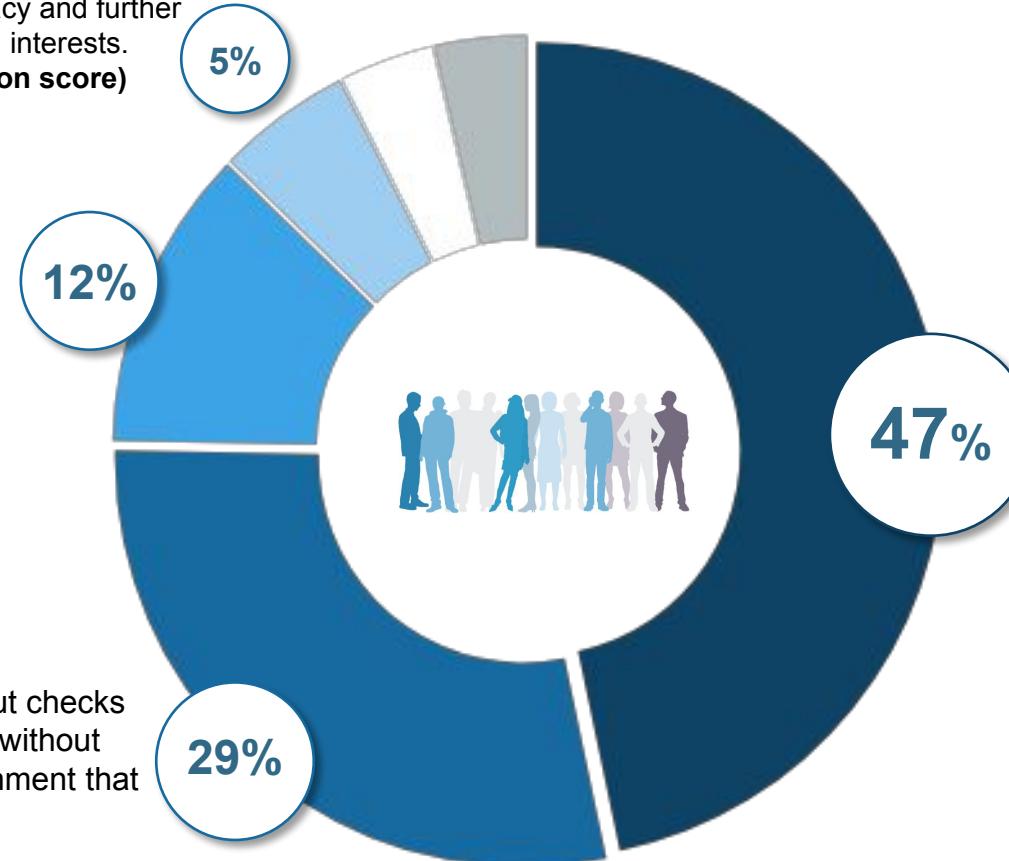
There are some who are working every day to weaken United States democracy and further divide us to serve their own interests.
(#8 message by persuasion score)

Freedom isn't just an abstract concept. It's about having a say in the decisions that shape your life. The freedom to speak your mind without fear. To raise your kids the way you believe is right. To worship—or not—as you choose. To work toward a better life. To vote. To protest. Even to walk down the street feeling safe.

(#2 message by persuasion score)

Democracy is about more than voting. It's about checks and balances on power, speaking your mind without fear, a justice system you can trust, and government that is accountable to the people.

(#3 message by persuasion score)



This country was built on the right to have our voices heard, to make our own decisions, to be treated fairly by the justice system, and to vote in free and fair elections. These freedoms are at the heart of our democracy and our security.
(#1 message by persuasion score)

M3 Reach Analysis – “Middle”

The optimal four message package reaches 92% of the audience

Defending freedom and fairness doesn't have to mean fighting each other. Instead, we need to find a way to work together.
(#8 message by persuasion score)

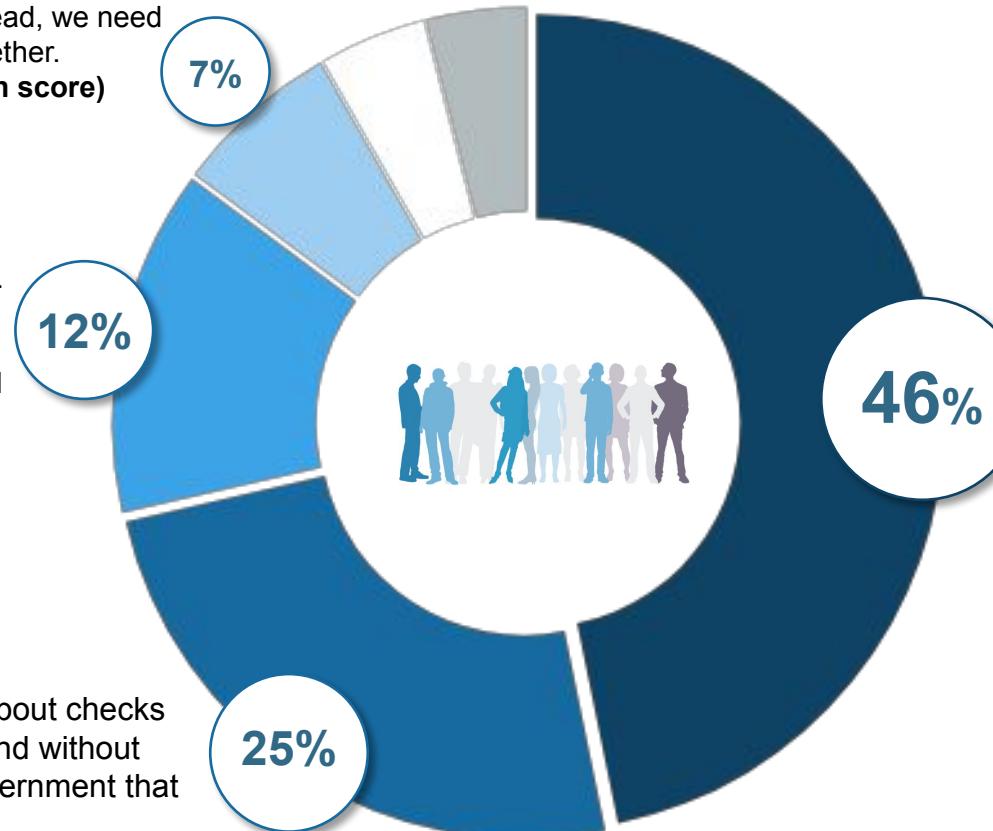
Freedom isn't just an abstract concept. It's about having a say in the decisions that shape your life. The freedom to speak your mind without fear. To raise your kids the way you believe is right. To worship—or not—as you choose. To work toward a better life. To vote. To protest. Even to walk down the street feeling safe.

(#2 message by persuasion score)

Democracy is about more than voting. It's about checks and balances on power, speaking your mind without fear, a justice system you can trust, and government that is accountable to the people.

(#3 message by persuasion score)

This country was built on the right to have our voices heard, to make our own decisions, to be treated fairly by the justice system, and to vote in free and fair elections. These freedoms are at the heart of our democracy and our security.
(#1 message by persuasion score)

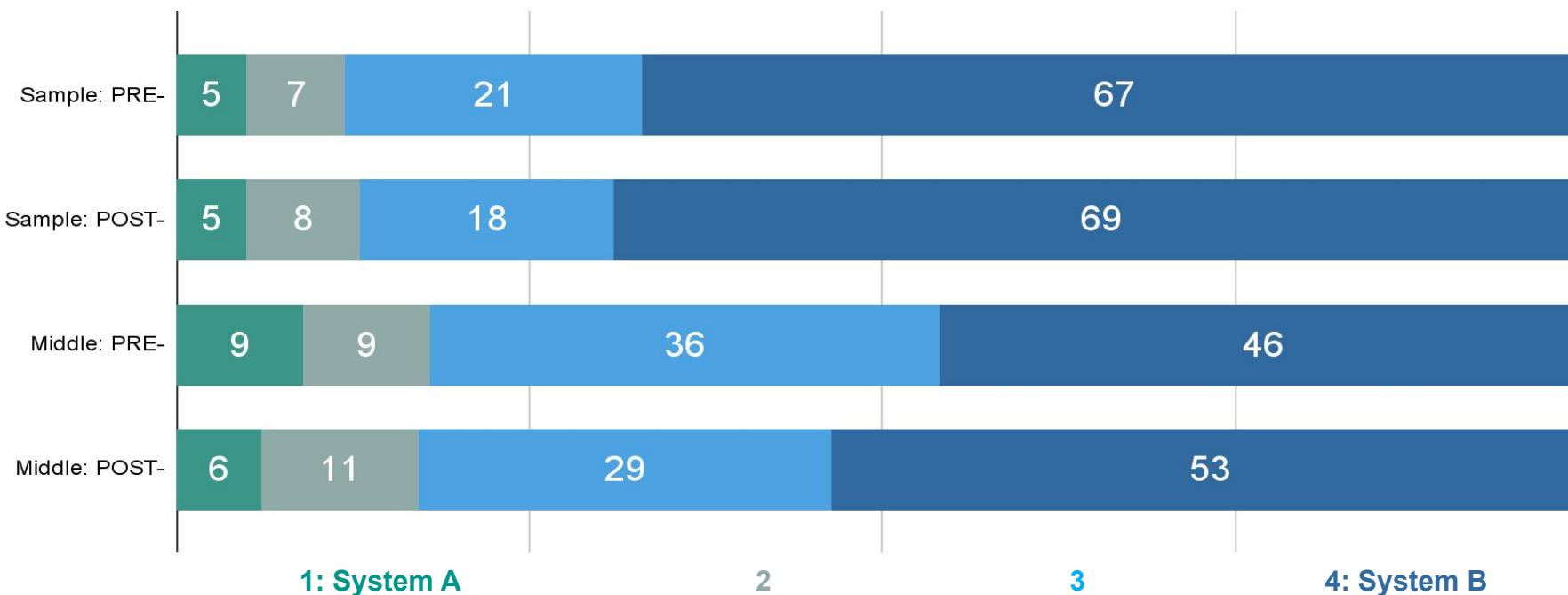


Pre-Test vs Post-Test

Desired political model for the U.S.: Pre- vs. Post-exposure

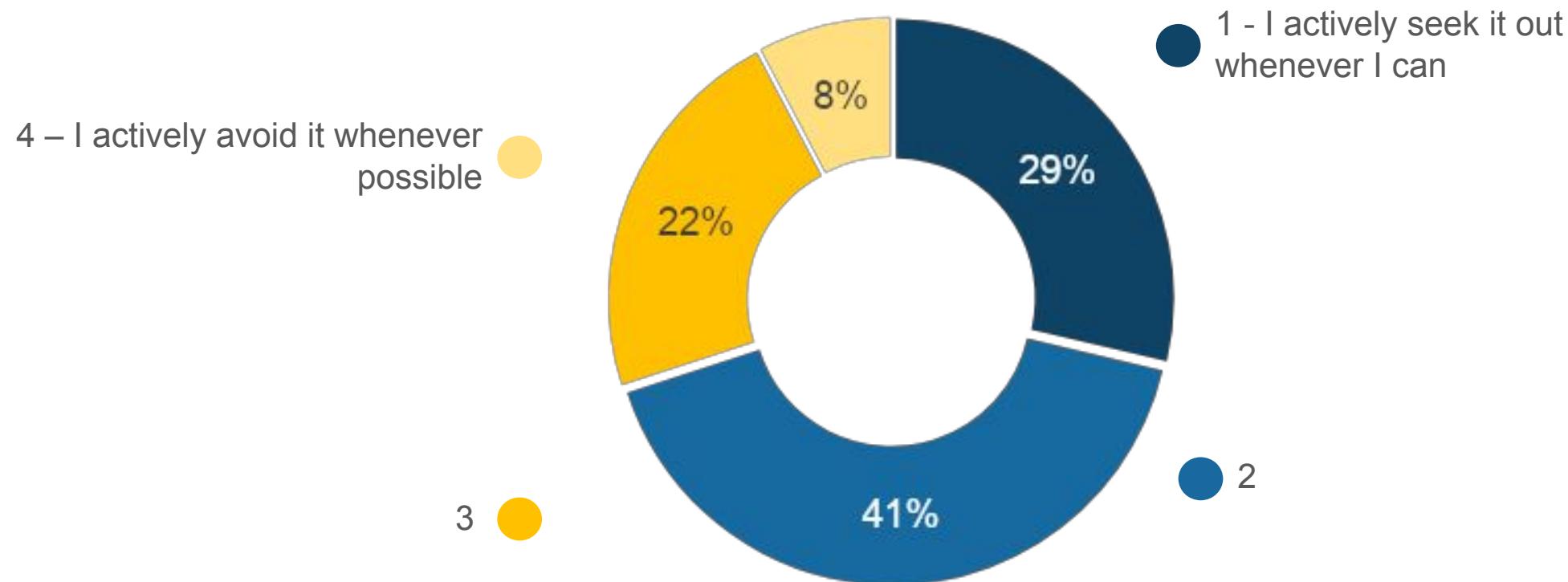
System A is a political system in which a leader has decision-making power without limits or accountability to the people, Congress, or the courts.

System B is a political system in which leaders are accountable to the people, no one is above the law, and no branch of government has too much power.



Information Sources

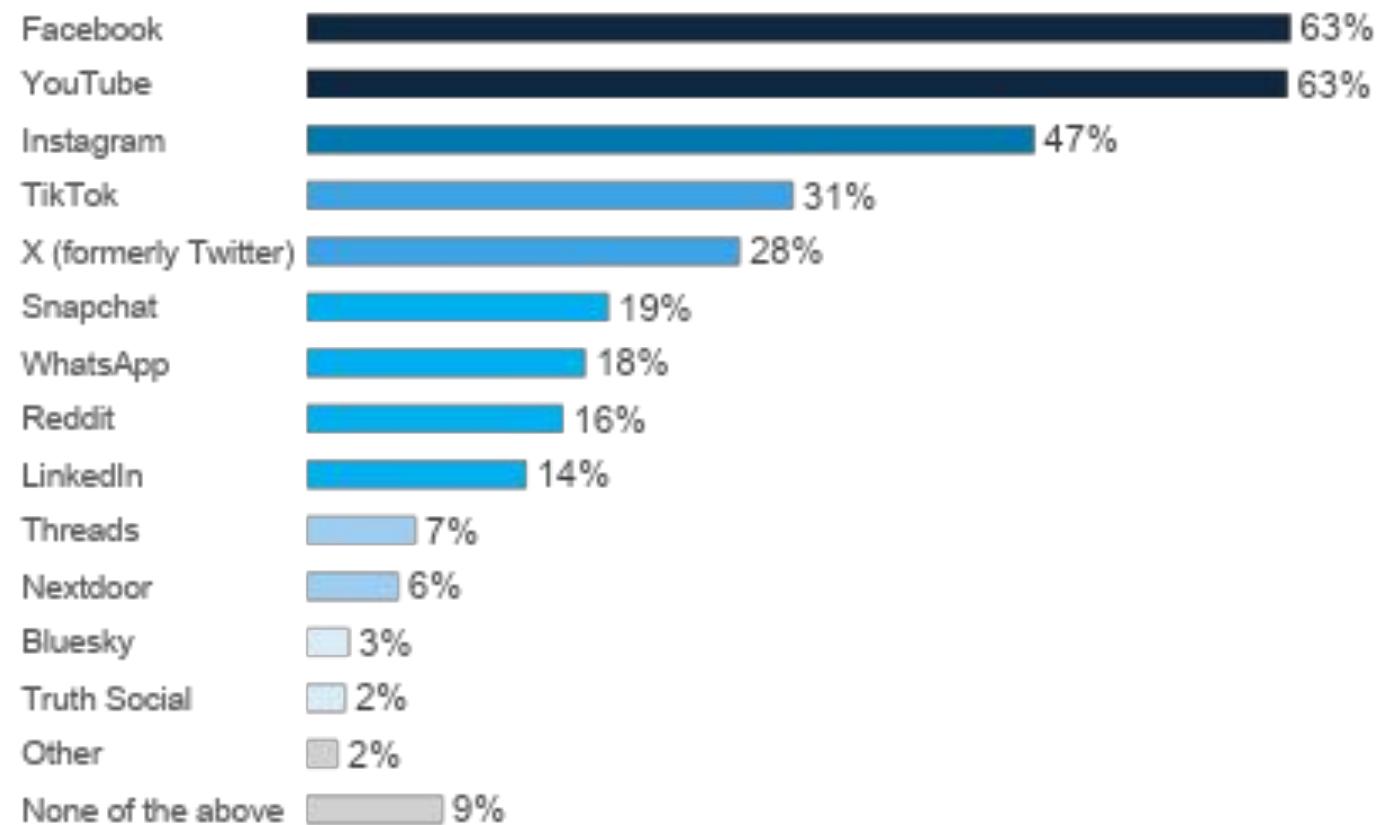
Engagement with Political News



Engagement with Political News

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
1 – I actively seek it out whenever I can	29%	34%	33%	23%	42%	19%	12%
2	41%	41%	44%	40%	38%	45%	24%
3	22%	19%	16%	28%	15%	27%	56%
4 – I actively avoid it whenever possible	8%	6%	7%	9%	5%	9%	9%

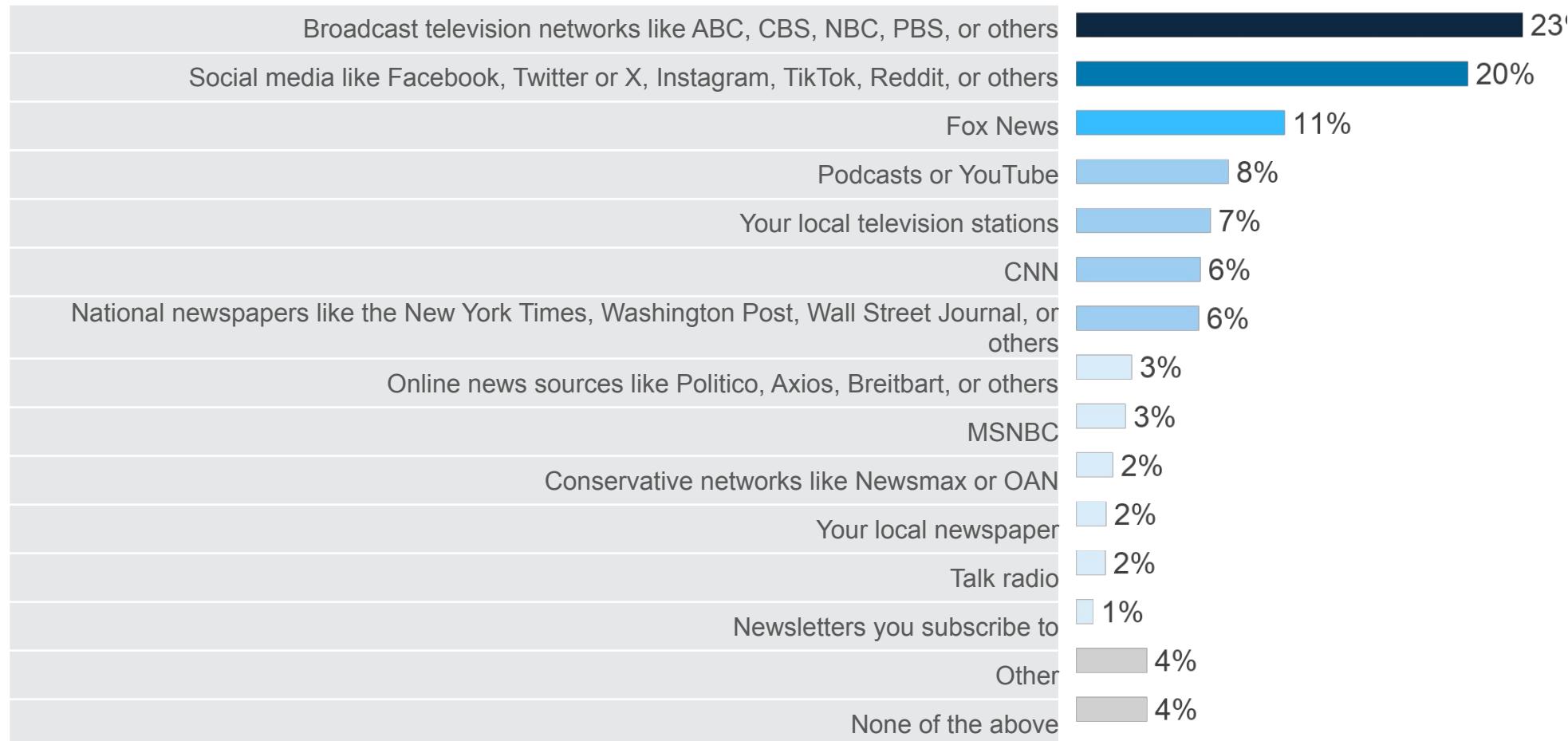
Social Media Usage



Social Media Usage

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Facebook	63%	63%	71%	58%	60%	65%	60%
YouTube	63%	65%	62%	63%	63%	63%	70%
Instagram	47%	49%	47%	45%	45%	48%	50%
TikTok	31%	38%	32%	27%	31%	31%	49%
X (formerly Twitter)	28%	27%	35%	24%	27%	28%	41%
Snapchat	19%	21%	20%	18%	20%	19%	26%
WhatsApp	18%	20%	22%	14%	17%	19%	14%
Reddit	16%	15%	15%	18%	17%	16%	9%
LinkedIn	14%	17%	16%	11%	17%	13%	3%
Threads	7%	8%	7%	6%	8%	6%	-
Nextdoor	6%	6%	5%	6%	7%	5%	-
Bluesky	3%	4%	2%	3%	4%	2%	-
Truth Social	2%	1%	6%	1%	2%	3%	-

Primary News Source



Primary News Source

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Broadcast television networks	23%	33%	16%	21%	27%	21%	16%
Social media	20%	18%	19%	22%	19%	21%	16%
Fox News	11%	3%	24%	7%	6%	14%	21%
Podcasts or YouTube	8%	5%	7%	10%	7%	8%	22%
Your local television stations	7%	5%	8%	7%	6%	7%	3%
CNN	6%	10%	5%	6%	7%	6%	8%
National newspapers	6%	8%	3%	7%	9%	4%	4%
Online news sources	3%	3%	3%	3%	4%	2%	-
MSNBC	3%	6%	0%	2%	3%	2%	-
Conservative networks	2%	-	5%	1%	2%	2%	-
Your local newspaper	2%	2%	1%	1%	2%	1%	-
Talk radio	2%	1%	2%	2%	1%	2%	5%
Newsletters you subscribe to	1%	1%	1%	1%	1%	1%	-

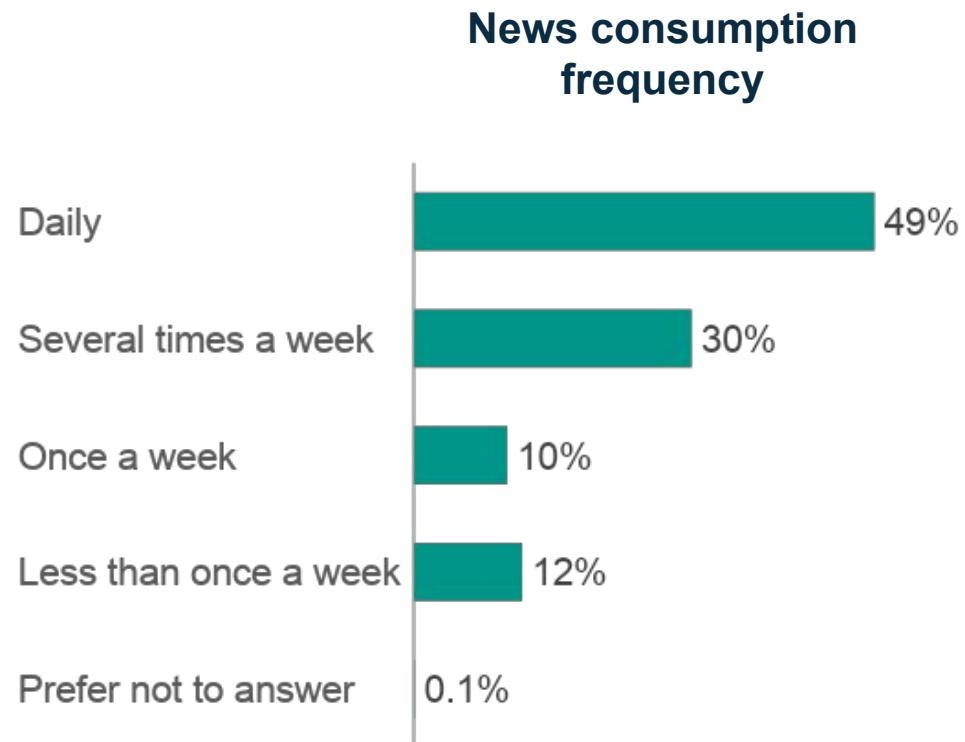
Trusted Information Sources



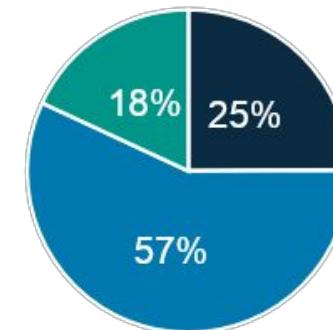
Trusted Information Sources

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Spouse/partner	25%	22%	28%	25%	28%	23%	17%
Academics and researchers	24%	32%	13%	26%	35%	17%	1%
News media	22%	31%	17%	18%	26%	19%	14%
Parents	19%	15%	18%	23%	16%	21%	24%
Siblings or other relatives	17%	15%	19%	17%	16%	17%	11%
National conservative political leaders	16%	8%	36%	8%	14%	17%	33%
Progressive state and local political leaders	16%	28%	10%	12%	22%	11%	21%
National progressive political leaders	15%	28%	11%	11%	22%	11%	4%
Conservative state and local political leaders	14%	9%	29%	9%	13%	15%	31%
Progressive activists	11%	21%	3%	10%	17%	6%	6%
My children	11%	9%	12%	11%	11%	11%	15%
Business leaders	10%	8%	13%	9%	11%	9%	9%
Community organizers	9%	12%	6%	9%	12%	7%	3%
Podcasters	9%	7%	10%	9%	9%	9%	4%
Clergy	7%	6%	13%	5%	7%	7%	10%
Social media influencers	7%	9%	8%	5%	7%	8%	9%
Conservative activists	7%	4%	14%	4%	6%	7%	11%

Current Events: Engagement & Social role



Opinion Leader behavior



- More likely
- About as likely
- Less likely

Current Events: Engagement

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Daily	49%	57%	54%	41%	61%	41%	27%
Several times a week	30%	30%	29%	30%	25%	32%	36%
Once a week	10%	7%	7%	13%	6%	13%	13%
Less than once a week	12%	6%	9%	16%	8%	14%	24%

Current Events: Opinion Leader

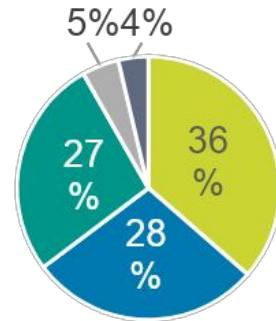
	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
More likely	25%	28%	29%	20%	33%	19%	17%
About as likely	57%	58%	57%	57%	54%	59%	68%
Less likely	18%	14%	14%	23%	13%	22%	15%

Sample Description

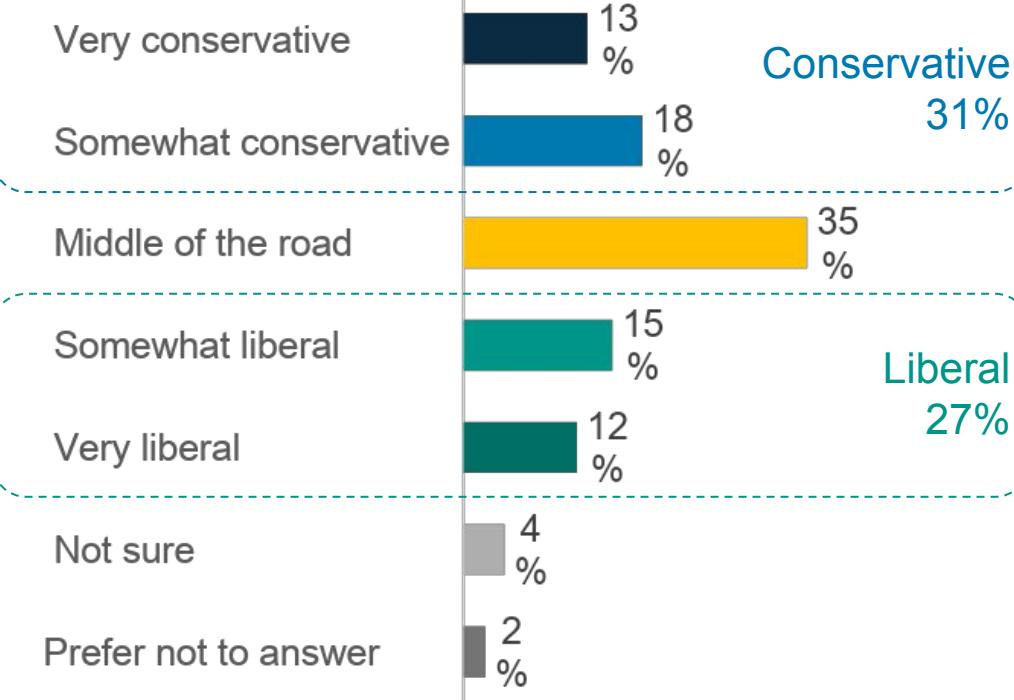
Political affiliation

Party ID

- Independent 36%
- Republican 28%
- Democrat 27%
- Something else 5%
- Prefer not to answer 4%



Political ideology



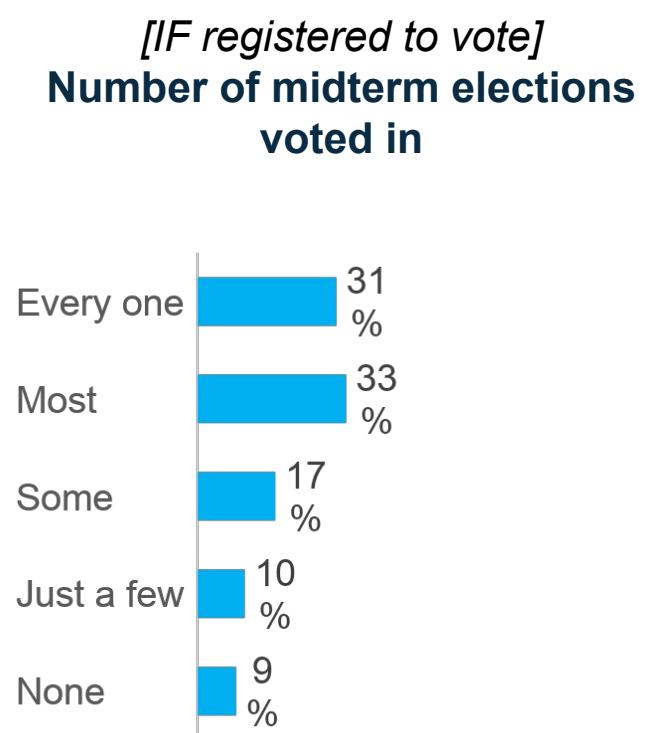
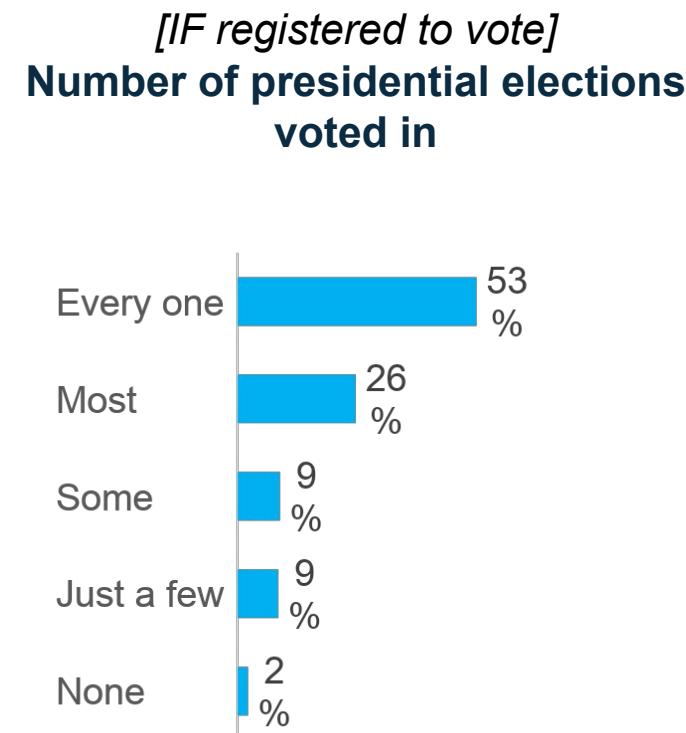
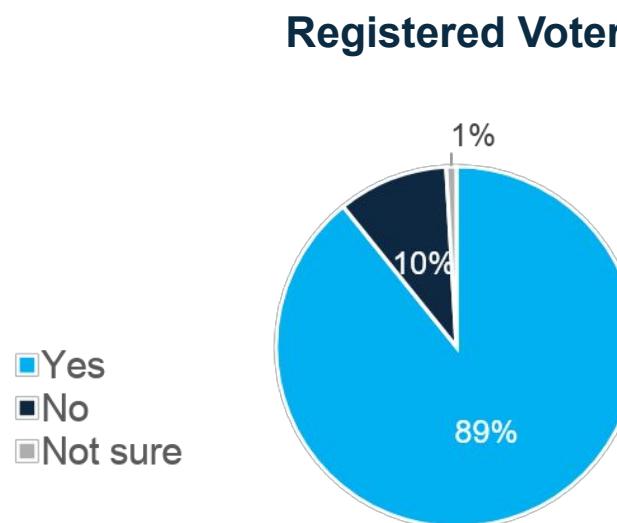
Political affiliation: Party ID

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Independent	36%	-	-	82%	35%	37%	44%
Republican	28%	-	100%	-	23%	32%	30%
Democrat	27%	100%	-	-	37%	20%	22%
Something else	5%	-	-	10%	4%	5%	4%

Political affiliation: Ideology

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Very conservative	13%	5%	35%	4%	11%	13%	21%
Somewhat conservative	18%	5%	38%	14%	14%	21%	19%
Middle of the road	35%	26%	20%	51%	33%	37%	30%
Somewhat liberal	15%	34%	2%	13%	22%	10%	11%
Very liberal	12%	28%	4%	6%	17%	8%	8%

Voting Behavior



Registered Voter

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Yes	89%	94%	95%	83%	92%	87%	80%
No	10%	5%	5%	16%	7%	12%	20%

Voting Behavior: Presidential Elections

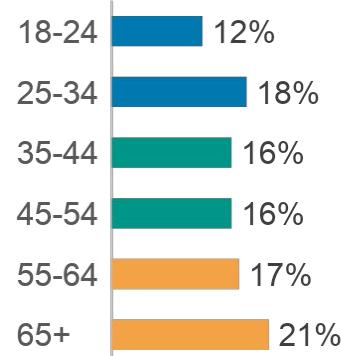
	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Every one	53%	58%	57%	46%	63%	46%	35%
Some	26%	25%	28%	26%	24%	28%	16%
Most	9%	7%	8%	12%	6%	11%	38%
Just a few	9%	9%	6%	12%	7%	11%	7%
None	2%	2%	1%	4%	1%	4%	3%

Voting Behavior: Non-Presidential Elections

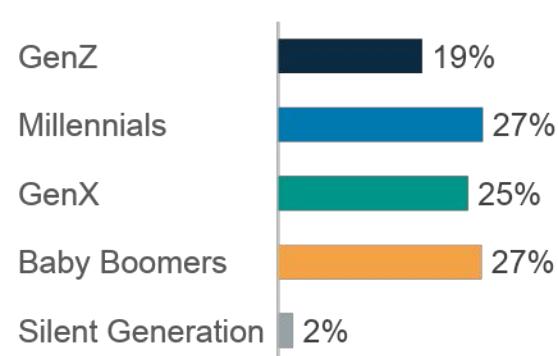
	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Every one	31%	34%	37%	24%	36%	27%	26%
Some	33%	36%	33%	31%	37%	30%	25%
Most	17%	14%	18%	19%	13%	20%	24%
Just a few	10%	8%	8%	14%	8%	12%	12%
None	9%	8%	4%	13%	6%	10%	12%

Sample Profile

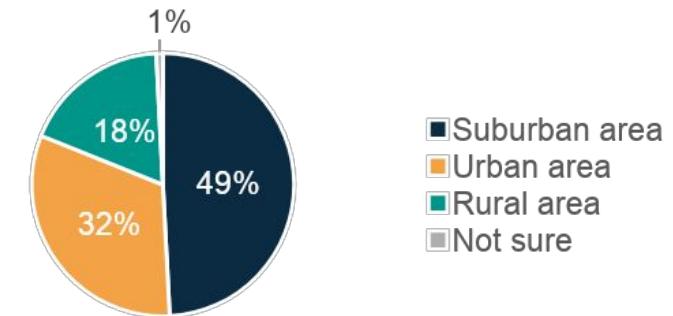
Age



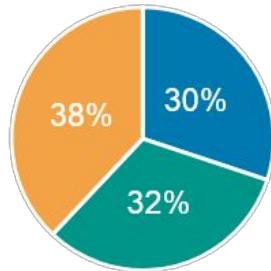
Generations



Type of area



■ 18-34
■ 35-54
■ 55+



Gender

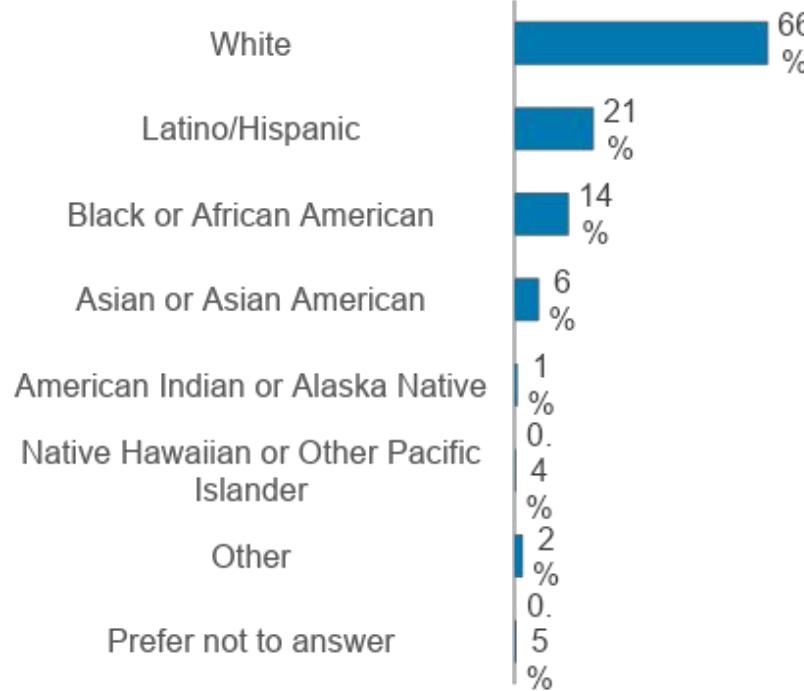


Sample Profile: Age, Gender, Type of area

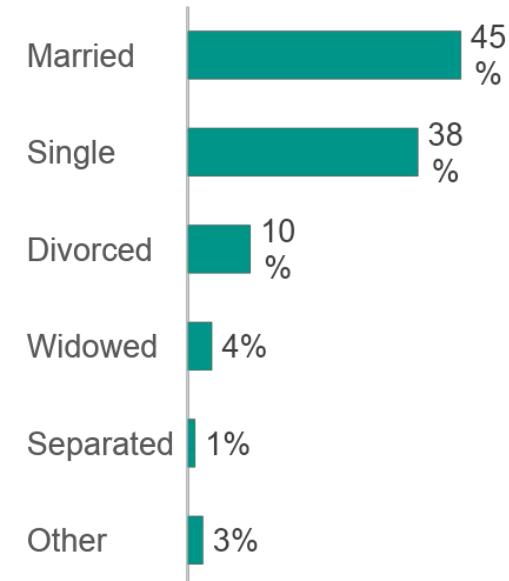
	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
18-34	30%	29%	23%	35%	27%	32%	38%
34-54	32%	29%	35%	31%	30%	33%	49%
55+	38%	41%	41%	34%	43%	35%	14%
Female	51%	56%	49%	48%	47%	54%	41%
Male	49%	44%	51%	50%	53%	45%	59%
Suburban	49%	49%	47%	51%	51%	48%	47%
Urban	32%	38%	29%	30%	30%	33%	33%
Rural	18%	13%	25%	17%	18%	18%	20%

Sample Profile

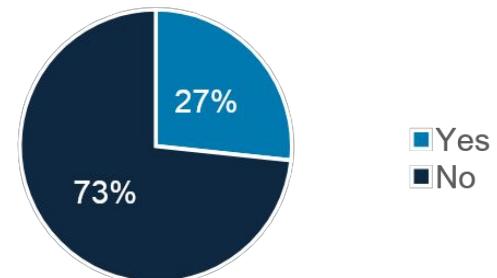
Race/Ethnicity



Marital status



Children



Sample Profile: Race/Ethnicity

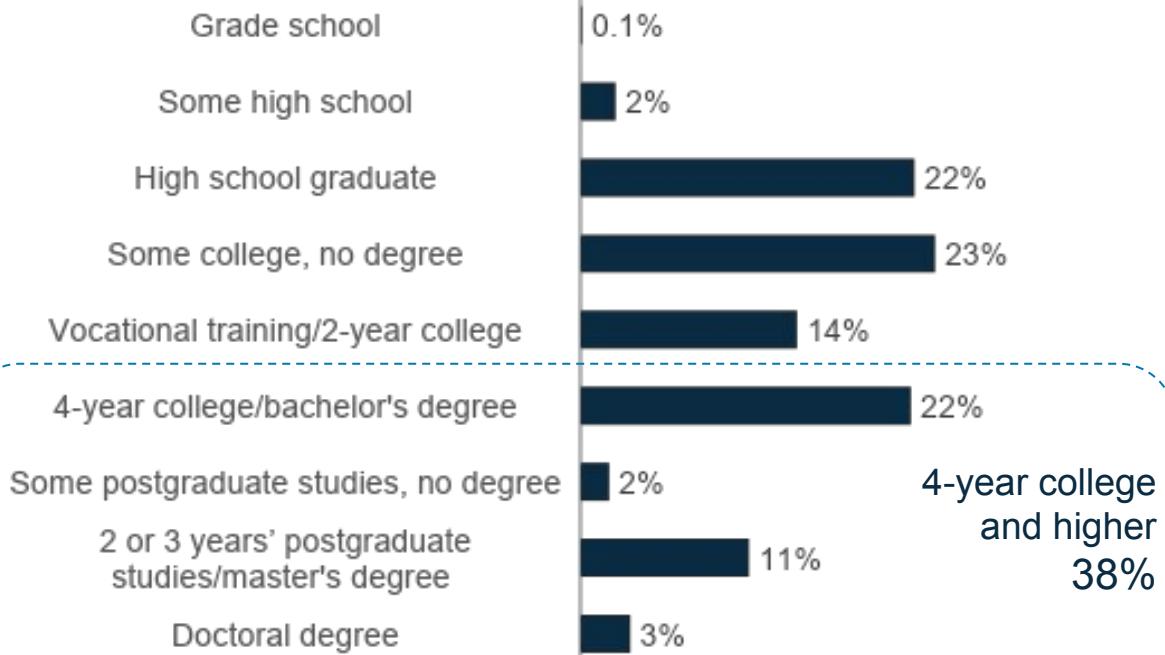
	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
White	66%	57%	79%	63%	69%	64%	55%
Latino/Hispanic	21%	23%	12%	25%	22%	20%	30%
Black or African American	14%	24%	7%	13%	14%	14%	16%
Asian or Asian American	6%	5%	5%	8%	5%	7%	13%
American Indian or Alaska Native	1%	0%	0%	1%	1%	1%	-
Native Hawaiian or Other Pacific Islander	0.4%	0%	1%	0%	1%	0%	-
Other	2%	2%	1%	3%	2%	2%	-

Sample Profile: Marital status, Children

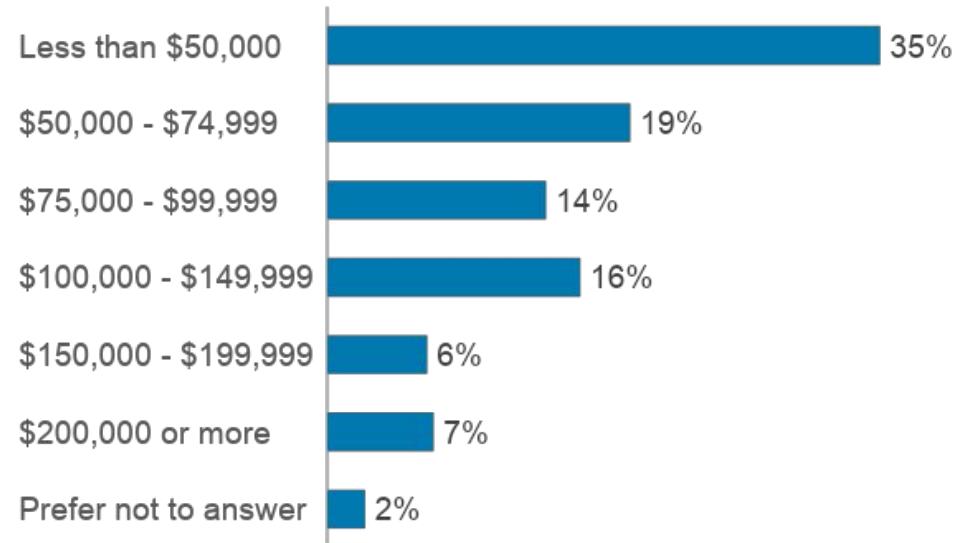
	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Married	45%	42%	54%	40%	48%	42%	39%
Single	38%	40%	26%	43%	32%	41%	45%
Divorced	10%	9%	12%	10%	10%	10%	16%
Widowed	4%	6%	4%	3%	5%	3%	-
Separated	1%	2%	2%	1%	2%	1%	-
Kids: Yes	27%	26%	33%	23%	26%	28%	24%
Kids: No	73%	74%	67%	77%	74%	72%	76%

Sample Profile

Education



Annual household income



Sample Profile: Education

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Grade school	0.1%	-	0%	-	0%	-	3%
Some high school	2%	1%	2%	3%	1%	3%	7%
High school graduate	22%	20%	23%	22%	20%	23%	31%
Some college, no degree	23%	23%	21%	25%	22%	24%	28%
Vocational training/2-year college	14%	16%	12%	15%	15%	13%	17%
4-year college/bachelor's degree	22%	22%	23%	21%	24%	21%	4%
Some postgraduate studies, no degree	2%	2%	2%	1%	2%	2%	3%
2 or 3 years' postgraduate studies/master's degree	11%	13%	11%	10%	13%	10%	7%
Doctoral degree	3%	3%	4%	3%	4%	3%	-

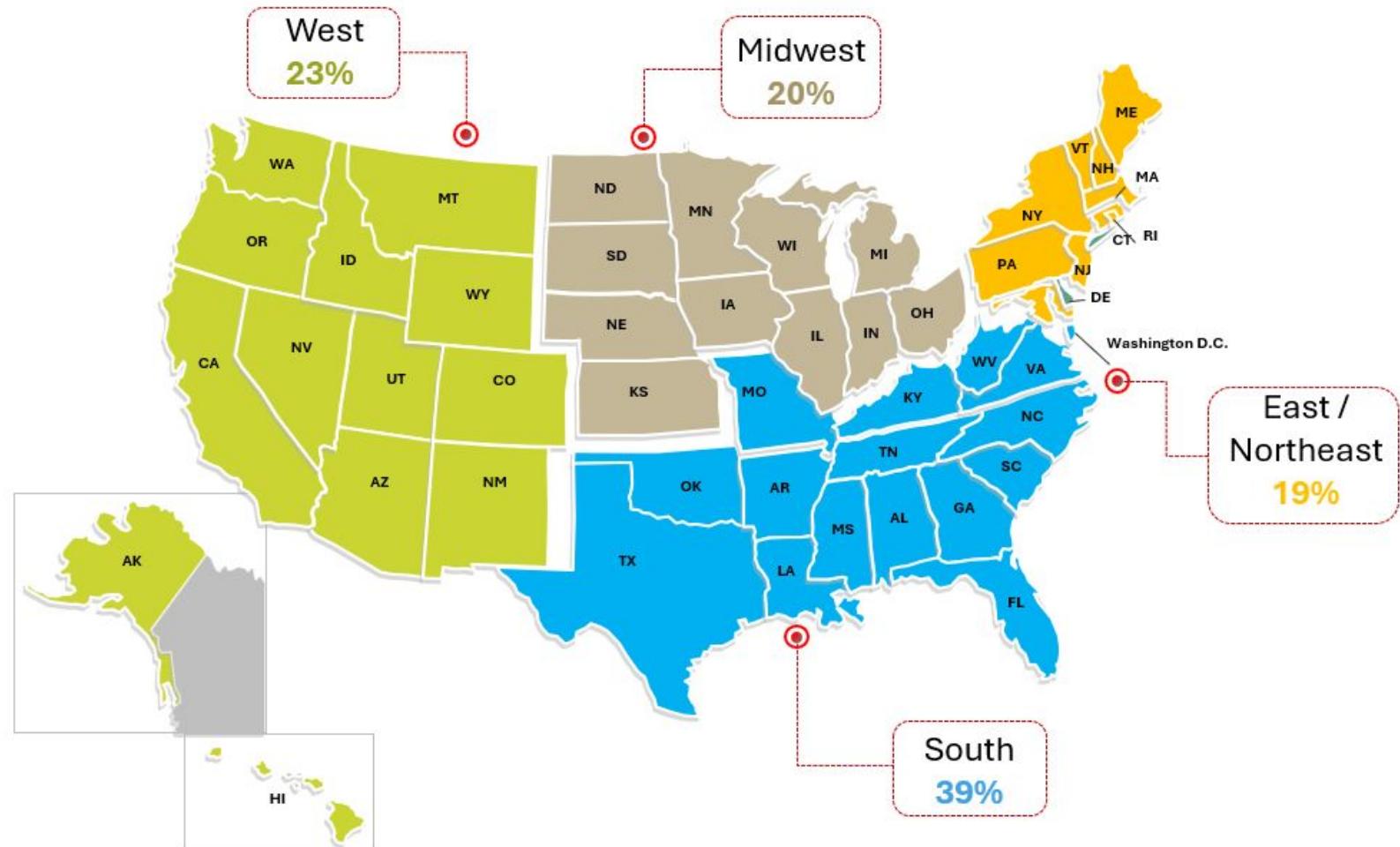
Sample Profile: Annual household income

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Less than \$50,000	35%	37%	28%	39%	33%	36%	34%
\$50,000 - \$74,999	19%	21%	19%	19%	20%	18%	26%
\$75,000 - \$99,999	14%	13%	15%	14%	13%	15%	14%
\$100,000 - \$149,999	16%	15%	21%	13%	17%	15%	18%
\$150,000 - \$199,999	6%	6%	9%	5%	7%	6%	5%
\$200,000 or more	7%	6%	8%	7%	9%	6%	4%

Sample Profile

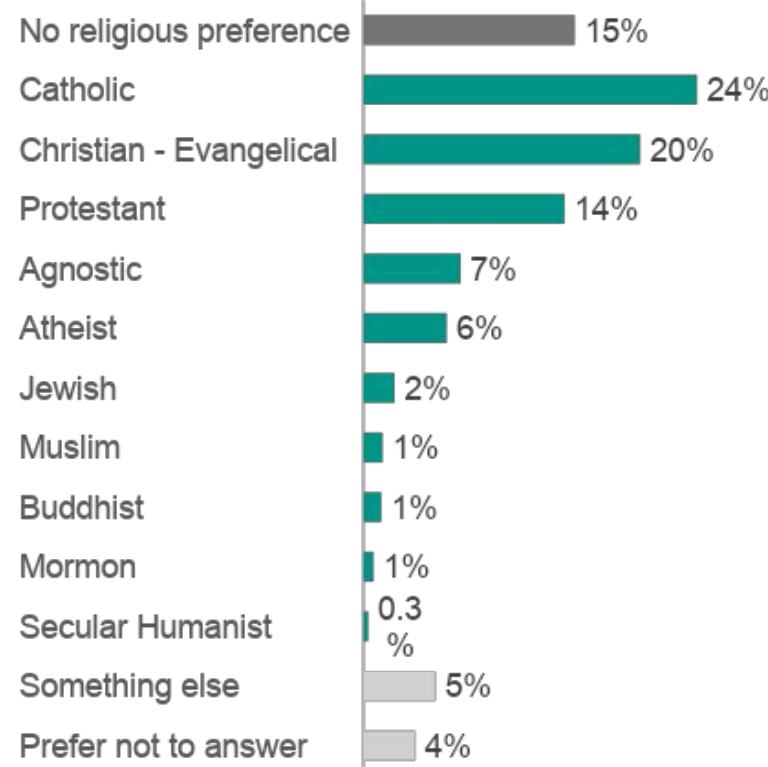
US Region

South	39%
West	23%
Midwest	20%
East/Northeast	19%

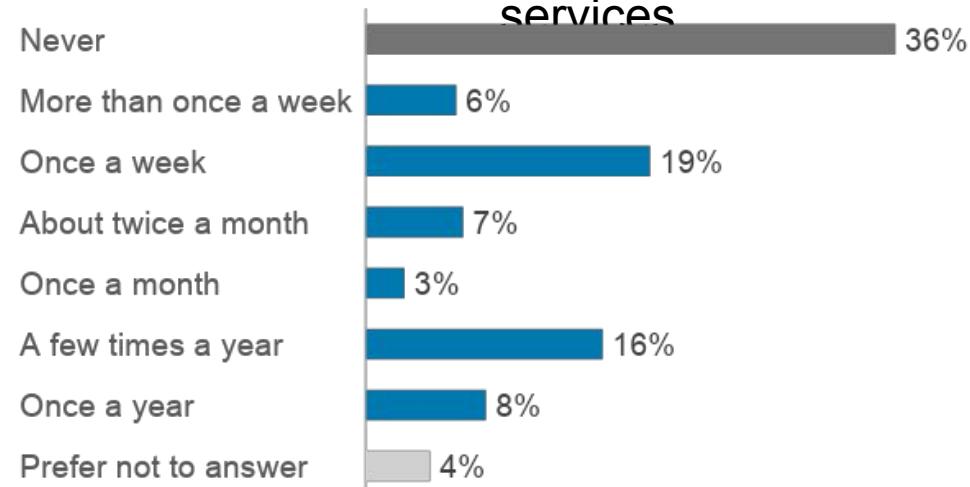


Sample Profile

Religious preferences



Frequency of attending religious services



Sample Profile: Religious preference

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
No religious preference	15%	13%	9%	20%	14%	16%	18%
Catholic	24%	26%	30%	18%	22%	25%	23%
Christian - Evangelical	20%	16%	28%	16%	17%	21%	34%
Protestant	14%	14%	18%	12%	16%	14%	5%
Agnostic	7%	8%	2%	9%	10%	5%	7%
Atheist	6%	7%	2%	8%	8%	5%	2%
Jewish	2%	3%	3%	1%	3%	1%	4%
Muslim	1%	1%	2%	1%	2%	1%	4%
Buddhist	1%	1%	1%	2%	1%	1%	-
Mormon	1%	0%	1%	1%	0%	1%	-
Secular Humanist	0.3%	0%	0%	1%	1%	0%	-

Sample Profile: Frequency of attending religious services

	Total	Democrat	Republican	Ind / Other	Supporter	Middle	Opposition
Never	36%	38%	23%	43%	41%	33%	26%
More than once a week	6%	5%	10%	4%	5%	7%	11%
Once a week	19%	20%	26%	15%	20%	19%	37%
About twice a month	7%	6%	9%	5%	7%	7%	3%
Once a month	3%	3%	3%	2%	2%	3%	-
A few times a year	16%	15%	16%	18%	16%	17%	8%
Once a year	8%	10%	7%	8%	7%	9%	10%

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