

# PROJECT HOME FIRE

Conducted research this past July and August using a representative sample of 2,012 2020 US presidential election voters, divided into 1,001 Donald Trump voters and 1,011 Joe Biden voters. What we found:



**Voters are at crisis Stage**



**Racial and ethnic politics have reached their breaking point**

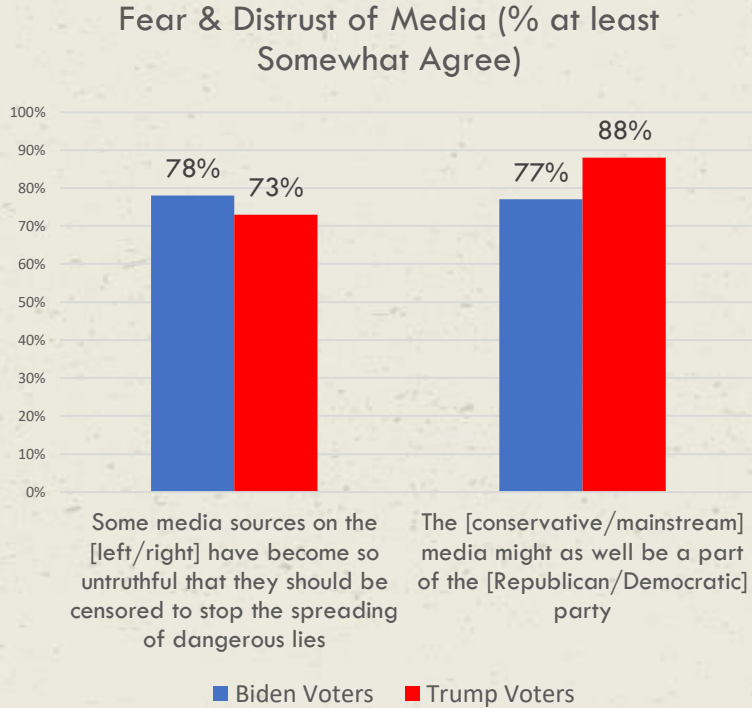
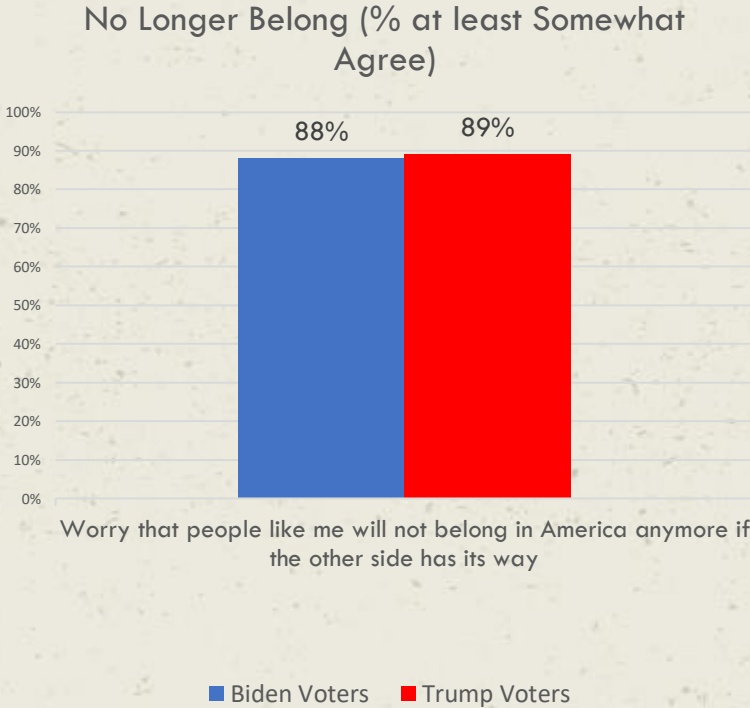
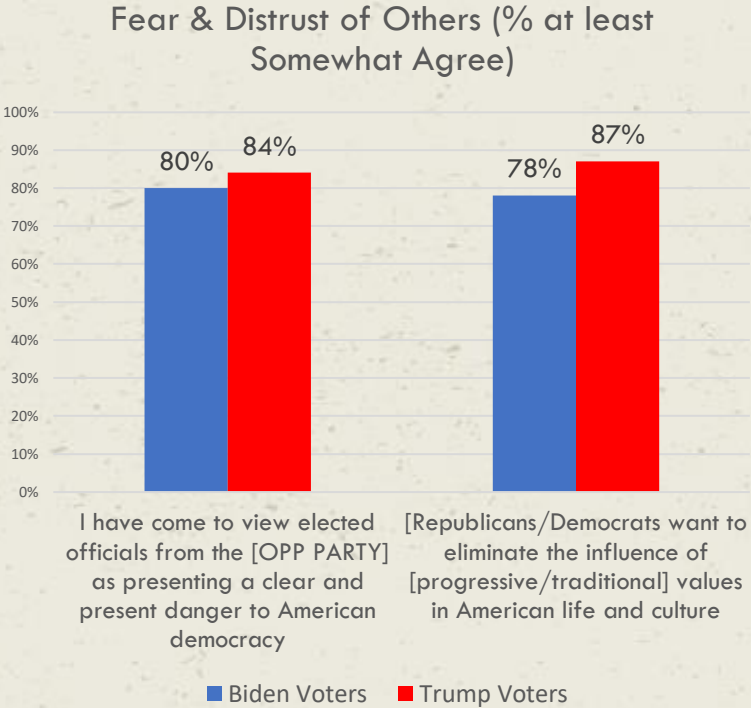


**Their commitment to democracy is wavering**



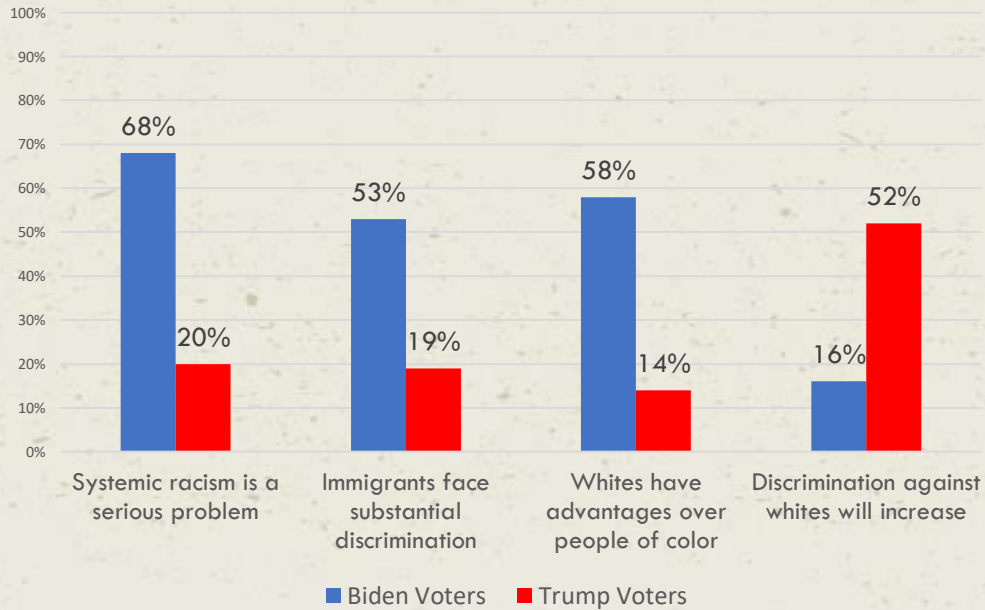
**They differ sharply about the Jan 6 events**

# VOTERS ARE AT CRISIS STAGE

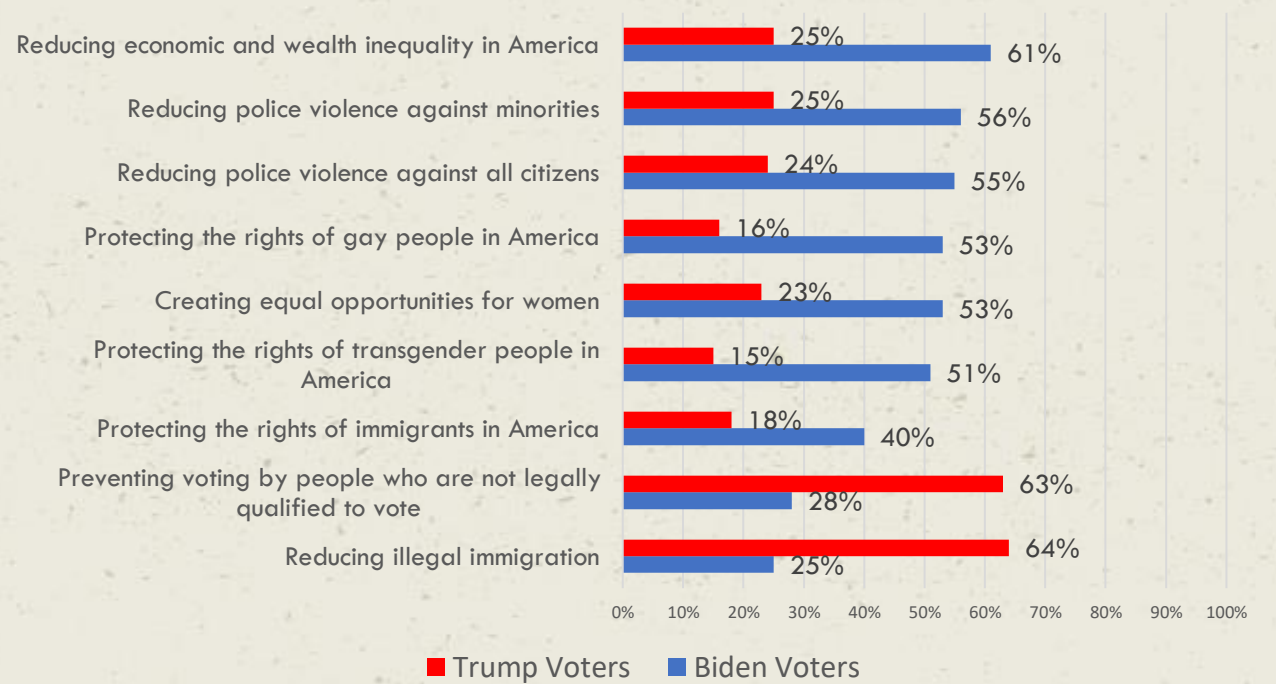


# RACIAL AND ETHNIC POLITICS HAVE REACHED THEIR BREAKING POINT

Racial & Ethnic Politics (% Strongly Agree)



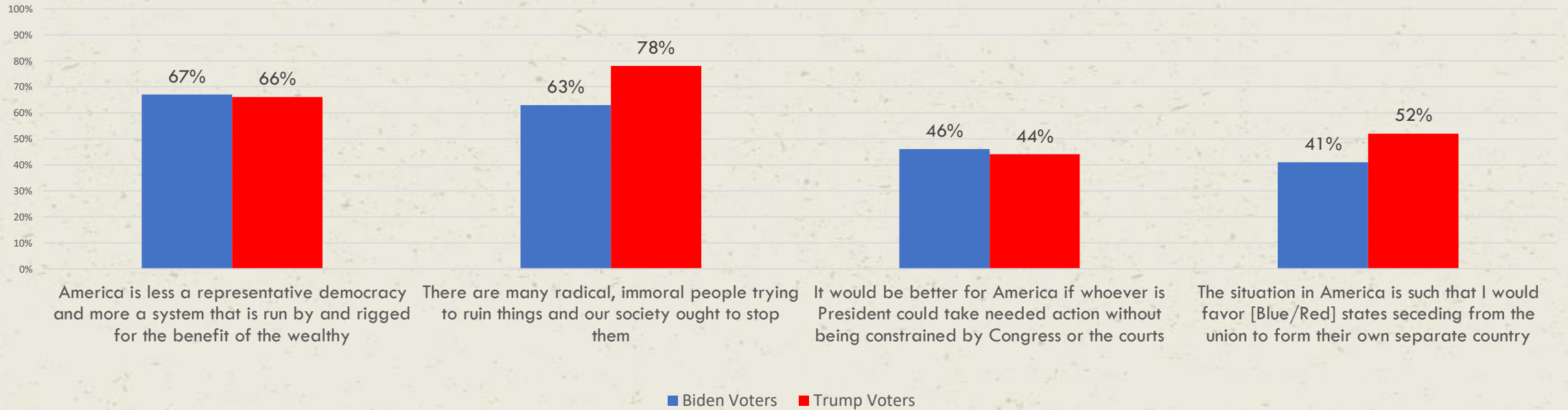
Race and Ethnic Issue Priorities (% Strongly Concerned)



# THEIR COMMITMENT TO DEMOCRACY IS WAVERING



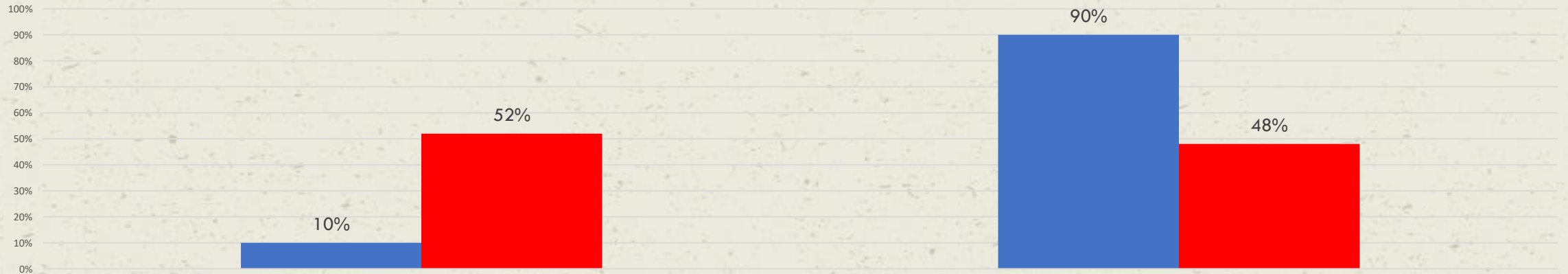
Feelings About & Commitment to Democracy (% at least Somewhat Agree)



# THEY DIFFER SHARPLY ABOUT THE EVENTS OF JAN 6TH



Views on January 6<sup>th</sup> Participants (% at least Somewhat Agree)



The people who occupied the US Capitol on Jan. 6, 2021, should be applauded because they were mostly patriotic Americans trying to right the wrong of the 2020 presidential election being unfairly stolen from Donald Trump by massive election fraud.

The people who occupied the US Capitol on Jan. 6, 2021, should be criminally prosecuted to the full extent of the law because they were mostly violent insurgents trying to overthrow the results of a free and fair Presidential election.

■ Biden Voters ■ Trump Voters

BELIEFS THAT MOST POWERFULLY PREDICT THE  
JAN 6<sup>TH</sup> “PARTICIPANTS AS PATRIOTS”  
POSITION

Former president Barack Obama was really born in Kenya and so was not actually legally eligible to be president of the United States.

You/someone close to you will experience personal loss or suffering due to the effects of [OPPOSITE PARTY] policies in the future.

I believe that Americans who strongly support the [OPPOSITE PARTY] have become a clear and present danger to the American way of life

There was a hidden “Deep state” effort to undermine the presidency of Donald Trump.

The situation in America is such that I would favor [RED/BLUE STATES] seceding from the union to form their own separate country

Most [OPPOSITE PARTY] no longer believe in the ideas that make America great

Tucker Carlson’s report, on Fox News, that the January 6, 2021 Capitol riot was actually instigated by undercover agents working for the US Federal Bureau of investigation

It is acceptable for concerned Americans to use violence to stop [THE FAR LEFT/FAR RIGHT] from achieving their political goals

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**THIS “PATRIOTS  
VS. INSURGENTS”  
DIVIDE REVEALS  
IN THE STARKEST  
TERMS THAT WE  
ARE A NATION  
DEEPLY AND  
DANGEROUSLY  
DIVIDED**

BELIEFS THAT MOST POWERFULLY PREDICT THE  
JAN 6<sup>TH</sup> “PARTICIPANTS AS INSURGENTS”  
POSITION

The 2020 presidential election was essentially secure and free of fraud and Joe Biden won “fair and square.”

Concerned about reducing police violence against minorities.

Concerned about reducing economic and wealth inequality in America.

Concerned about preventing state legislatures from passing laws that give them a legal right to overturn or nullify elections in their states.

Support for the expansion of access to voting in elections across all 50 states.

Concern for making health care affordable for all Americans.

Concern for reversing the harmful effects of environmental and climate change.

Support for investing in the construction of roads, bridges, rail lines, ports and other types of “hard infrastructure.”

# A PATH FORWARD

We've identified more than 40 million compromise receptive Biden and Trump voters – what we call a “bridging population” – who present as compromise receptive and are, in significant ways, less dissimilar from each other than they know.

These voters are more likely to be Biden voters than Trump voters. There are also markedly more women in this group than men. They see ongoing conflict, obstructionism, and a willingness to prioritize power and position over working together to proactively address our domestic and international challenges as a bad thing.

We've also uncovered a framework -- or “compromise corridors” -- for engaging these compromise receptive Biden and Trump voters and moving them towards more positive change and action.

