



# IntelligenSEER<sup>®</sup>

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## THE SEARCH FOR COMMON GROUND



## **Introduction**

We are fast approaching what appears to be the Armageddon Election. But before everyone braces for impact, in this critical moment, we should all be asking, “is there any common ground?”

The search for common ground likely won't be found on the networks over these next few weeks as they all make one last-ditch effort in the ramping up just enough support to turn the tide for their preferred candidates in this election that is currently [too close to call](#).

Through asking the right questions, the IntelligenSEER, powered by John Zogby Strategies and EMI Research Solutions, has provided the data which shows common ground does exist among Americans.

*Which of the following are your top two political issues?*

We offered a list of twelve popular political issues and found both the overall population and the three political party affiliations all agree their top three issues are COVID-19, healthcare, and jobs and the economy.

	Overall	Democrats	Republicans	Independents
COVID-19	38%	47%	28%	37%
Healthcare	33%	33%	26%	41%
Jobs & economy	34%	29%	40%	34%

For perspective and transparency, the other nine political issues included in no particular order, immigration, taxes and the budget, foreign policy, guns, same-sex marriage, crime and safety, abortion, education, and climate change.

In an age of disunity, where it often feels as though Americans are living in two separate realities, it is refreshing that there is alignment among voters on the perception of what are the most critical issues.

*How willing are you to concede to the other party on one of your top two issues to move forward with the other?*

	Overall	Democrats	Republicans	Independents
Willing	40%	45%	40%	33%
Unwilling	42%	37%	47%	40%
Not Sure	19%	18%	13%	27%

The above question, a logical follow-up to the previous question, sought to discover to what extent common ground exists in the American political landscape. The results are shocking.

A cynic could say that in our search for unity, we found division. But on the contrary, amidst all of this disunity, it is a surprise that so many Americans are willing to meet halfway on one of their top two political issues. It is like the biological equivalent of giving one kidney to an opponent in need.

Let's take it one step further.

*Regarding reform, such as term limits for House Representative, Senators, and bureaucrats at federal agencies, do you agree or disagree?*

	Overall	Democrats	Republicans	Independents
Agree	83%	82%	89%	76%
Disagree	6%	7%	7%	4%
Not Sure	11%	11%	5%	19%

Note, this topic rarely lumps in federal bureaucrats. But they wield so much power over the course of a lifetime that it makes sense to include them.

When was the last time anyone saw Americans show such solidarity?

This, quite frankly, should be the top news story for the remainder of the year.

But it gets even more interesting.

*Regarding reform, such as removing big money influence entirely from election campaigns, do you agree or disagree?*

	Overall	Democrats	Republicans	Independents
Agree	87%	86%	88%	83%
Disagree	6%	8%	6%	3%
Not Sure	9%	7%	6%	14%

The obvious question is, who are the people who disagree with such wildly popular sentiment?

The obvious answer is those who benefit from the lack of term limits and the ability to pour money into election campaigns.

Essentially, our political system has been hijacked by a tiny class who profit handsomely, while all the rest inherit the chaos of a rotten system.

All of this begs a further question:

*Which of the following comes closer to your view? **Statement A:** The overall future health of this country largely depends on who is elected to serve in Congress and the Presidency.*

***Statement B:** The overall future health of this country largely depends on what citizens demand for their future beyond voting in elections.*

	Overall	Democrats	Republicans	Independents
Statement A	54%	54%	53%	56%
Statement B	36%	34%	40%	35%
Not Sure	10%	12%	7%	10%

Essentially, power to the people or power to the elite? Or, change from the top-down or bottom-up?

Can Americans rely on their federal government to implement this type of reform?

Or would such reform take a spirited revolution?

## Forecast

Americans are unified in their sentiment for term limits and removing Corporate-PAC donations from election campaigns. However, as long as the ethos is that the two political parties are agents for change, the public will remain stuck in the political equivalent of the boom/bust cycle in which one party gets elected with just enough enthusiasm that the nation will move forward until the expectation bubble bursts 4 or 8 years later, and the next party comes in. And so on.

Eventually, Americans, like a hamster on a wheel, will grow tired. The question is, will the nation muster up enough courage to go forth with the changes that our poll shows they emphatically rally behind?

As of now, it does not appear so.

## About Us

### John Zogby Strategies

Nearly 40 years of excellence providing the most accurate polling and market research - servicing clients in over 80 countries, ranging from global NGOs, Fortune 500 companies, candidates from all parties, business startups, and local municipalities trying to redefine their strategy amidst dynamic changes. JZS asks revealing questions that get to the core and point to the future, offer meaningful analysis, and guiding strategies.

### EMI Research Solutions

EMI Research Solutions is a leading online sample provider. Founded in 1999, leverages more than 150 partners in over 95 countries to provide high quality, most cost-effective sample for any project. Combining superior expertise, white glove service, and unmatched reach makes EMI your one-stop sample provider – getting it done without compromise!



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