WELCOME
GOLD CIRCLE MEMBERS!

GOLD CIRCLE WEBINAR: The Elite 1% and the Battle for America’s Soul

SCOTT RASMUSSEN Presenting
The first-ever survey research defining the characteristics and beliefs of an Elite 1% who are the root cause of political dysfunction in America today.

RMG RESEARCH, Inc.
GOLD CIRCLE MEMBERS
The Elite 1% and the Battle for America’s Soul

AGENDA

TODAY’S WEBINAR

THE ELITE 1%

THE FREEDOM FACTOR

THE TRUST FACTOR

ATTITUDES AND POLICIES

A BIT OF GOOD NEWS
WE WOULD LIKE TO RECOGNIZE AND THANK
the Committee to Unleash Prosperity for sponsoring
our initial research of these influential elites.

INFORMATION EMBARGO
Out of respect for the Committee to Unleash Prosperity and our
Gold Circle Members, we kindly ask that all information from this
presentation be protected and not allowed for sharing
until the following embargo date:

Jan 19, 6:00 am EST
THE ELITE 1% PROJECT

WHO THEY ARE:

Postgraduate Degree • Densely Populated Urban Area • More Than $150k
THE ELITE 1% PROJECT

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TESTING THE THEORY

Aggregated more than 20 surveys to get a big enough sample of the Elite 1%...

ELITE 1%

82% Biden Job Approval

VS.

41% Biden Job Approval

ALL OTHER VOTERS
The Basics of the Elite 1%

- **Party Affiliation**: 73% Identify as Democrats
- **Typical Ages**: 67% 35–54 years of age
- **Race**: 86% White
- **Sanders Supporters**: 47% Support “Sanders-like” policies
PERCEPTIONS OF INDIVIDUAL FREEDOM

VOTERS

57% Say there is NOT ENOUGH

16% Say there is TOO MUCH

VS.

ELITE 1%
PERCEPTIONS OF INDIVIDUAL FREEDOM

VOTERS
57% Say there is NOT ENOUGH
16% Say there is TOO MUCH

VS.

ELITE 1%
21% Say there is NOT ENOUGH
PERCEPTIONS OF INDIVIDUAL FREEDOM

VOTERS
57% Say there is NOT ENOUGH
16% Say there is TOO MUCH

VS.

ELITE 1%
21% Say there is NOT ENOUGH
47% Say there is TOO MUCH
TWO SUBSETS OF THE ELITE 1%

12 SCHOOLS: “THE DIRTY DOZEN”

55% say there is too much individual freedom in America.
TWO SUBSETS OF THE ELITE 1%

POLITICALLY OBSESSED

69% say there is too much individual freedom in America.
PUBLIC TRUST IN GOVERNMENT

AMONG THE ELITE 1%, 70% trust the government to do the right thing most of the time.
TRUST IN PROFESSIONAL CLASS

VOTERS
6% have a very favorable opinion of members of Congress.

10% JOURNALISTS
17% PROFESSORS

ELITE 1%
69% have a very favorable opinion of members of Congress.

71% JOURNALISTS
76% PROFESSORS

POLITICALLY OBSESSED
I find your lack of faith disturbing.
TO FIGHT CLIMATE CHANGE

77% of the elite 1% would like to impose strict restrictions and rationing on the private use of gas, meat, and electricity.

63% of voters oppose such rationing.
TO FIGHT CLIMATE CHANGE

Most of the elite 1% are in favor of banning...

- 72% gas-powered vehicles
- 69% gas-burning stoves
- 58% sport utility vehicles
- 55% non-essential air travel
- 53% private air conditioning

Reality of voters:
Outside of the elite world, such bans are not even a topic for serious conversation. Among American voters, between 70% and 83% oppose all such bans.
PERCEPTIONS AND PRIORITIES

GOOD-PAYING JOBS VS. A COLLEGE EDUCATION

VOTERS
Vast majority of voters say they want good-paying jobs for those who don’t have a degree.

ELITE 1%
Vast majority of elites say everyone needs to have a college degree.
PERCEPTIONS AND PRIORITIES

**CHINA**

**VOTERS**

**ONLY 9%**

think China is an ally.

**ELITES**

**29%**

think China is an ally.

**IMMIGRATION**

**VOTERS**

Border security and immigration are in the top two or three listed issues.

**ELITES**

Not a single respondent mentioned border security or immigration.
Woodrow Wilson

THE DAWN OF PROGRESSIVE THINKING

“Some citizens of this country have never got beyond the Declaration of Independence.”

Wilson called for “a corps of civil servants prepared by a special schooling.”

He said their role was to “make public opinion willing to listen and then see to it that it listens to the right thing.”
SURVEY OF HARVARD ENTERING CLASS

46% ATHEIST OR AGNOSTIC
10% HINDU, MUSLIM, BUDDHIST
6% PROTESTANT

65% PROGRESSIVE
8% CONSERVATIVE

67% SUPPORT AFFIRMATIVE ACTION FOR ADMISSIONS
15% OPPOSE

Is this the leadership corps that Woodrow Wilson envisioned?
CHEATING IN ELECTIONS

7% of voters would rather cheat than lose a close election.
CHEATING IN ELECTIONS

VOTERS

7% would rather cheat than lose a close election.

ELITE 1%

35% would rather cheat than lose a close election.
CHEATING IN ELECTIONS

VOTERS
7% would rather cheat than lose a close election.

ELITE 1%
35% would rather cheat than lose a close election.

POLITICALLY OBSESSED ELITE 1%
69% would rather cheat than lose a close election.
A BIT OF GOOD NEWS
ABOUT THE NON-12 SCHOOLS, NON-POLITICALLY OBSESSED ELITES

ONLY 7% prefer cheating to losing.

ONLY 7% have a very favorable opinion of members of Congress.

ELITE BUT NOT ELITIST

58% do not trust federal government most of the time.

A MODEST PLURALITY 34% believe there is not enough individual freedom.

72% recognize the public doesn’t support climate-change rationing.
WASHINGTON VS. WILSON

89% of voters agree that America's founding ideals of freedom, equality, and self-governance are worth fighting for.

1% the Elite 1% have great institutional power, but no connections with the American people.
EMPOWERING THE 89%

Transformational polling and data provide INFORMATION + Transformational messaging creates compelling and sustainable INSPIRATION = A transformational strategy to create a mandate will be a strategy that INSPIRES THE NATION

"A republic, if you can keep it."
—BENJAMIN FRANKLIN
For questions about the Elite 1% research or about Gold Circle Membership, contact: GoldCircle@RMGResearch.com.

MORE RESEARCH COMING...
on the Elite 1% and subsets,
on the 12 schools,
and more.