

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

GOLD CIRCLE WEBINAR

TODAY'S WEBINAR

AGENDA

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:

CLASSIFIED

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



WHO THEY ARE:

Postgraduate Degree • Densely Populated Urban Area • More Than \$150k

TESTING THE THEORY

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

ELITE 1%

82% Biden Job Approval

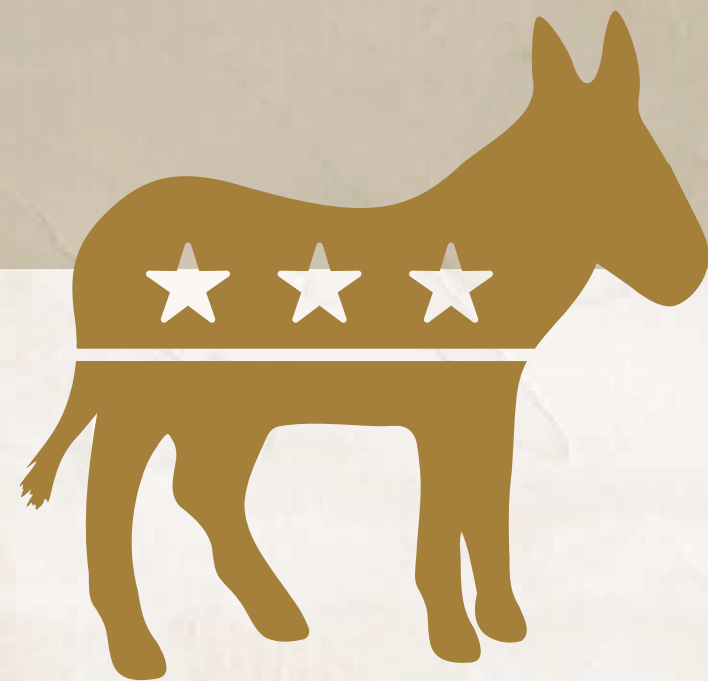
vs.

ALL OTHER VOTERS

41% Biden Job Approval

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
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16%

Say there is
**TOO
MUCH**

VS.

ELITE 1%

21%

Say there is
**NOT
ENOUGH**

PERCEPTIONS OF INDIVIDUAL FREEDOM

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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%

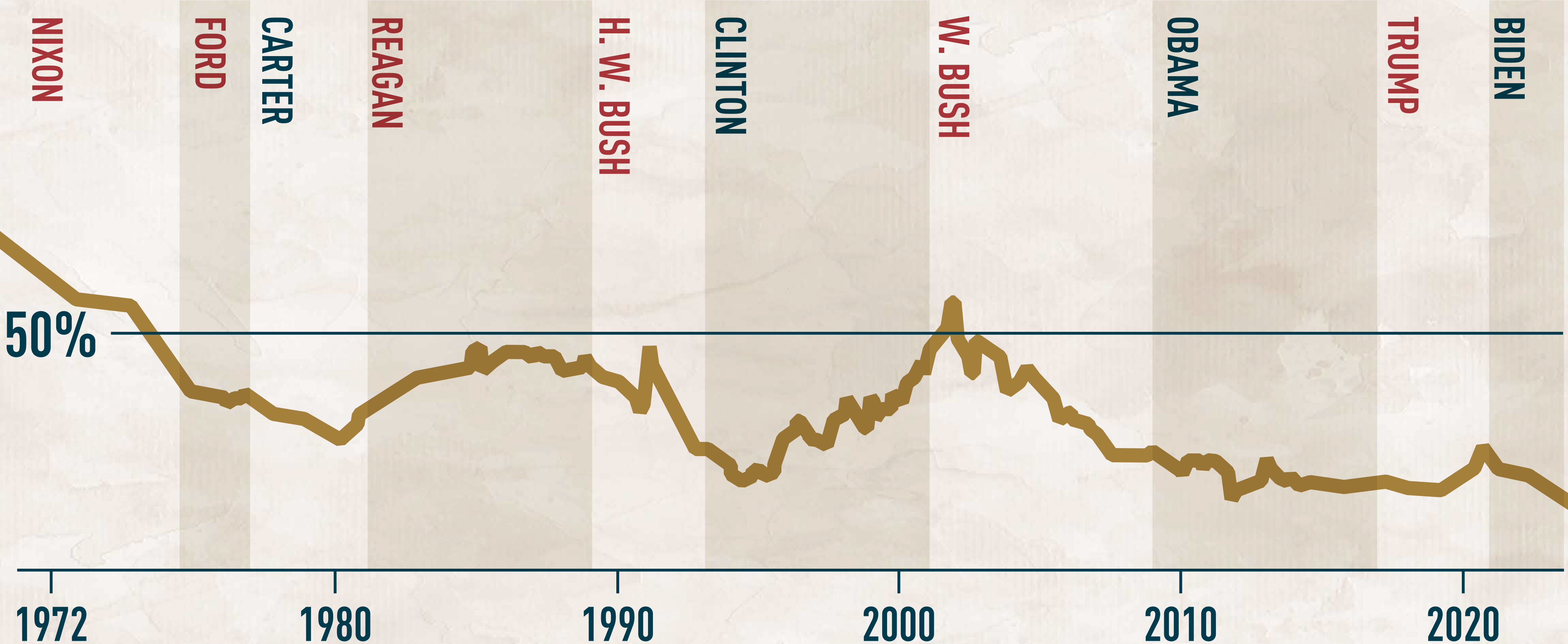
**POLITICALLY
OBSESSED**



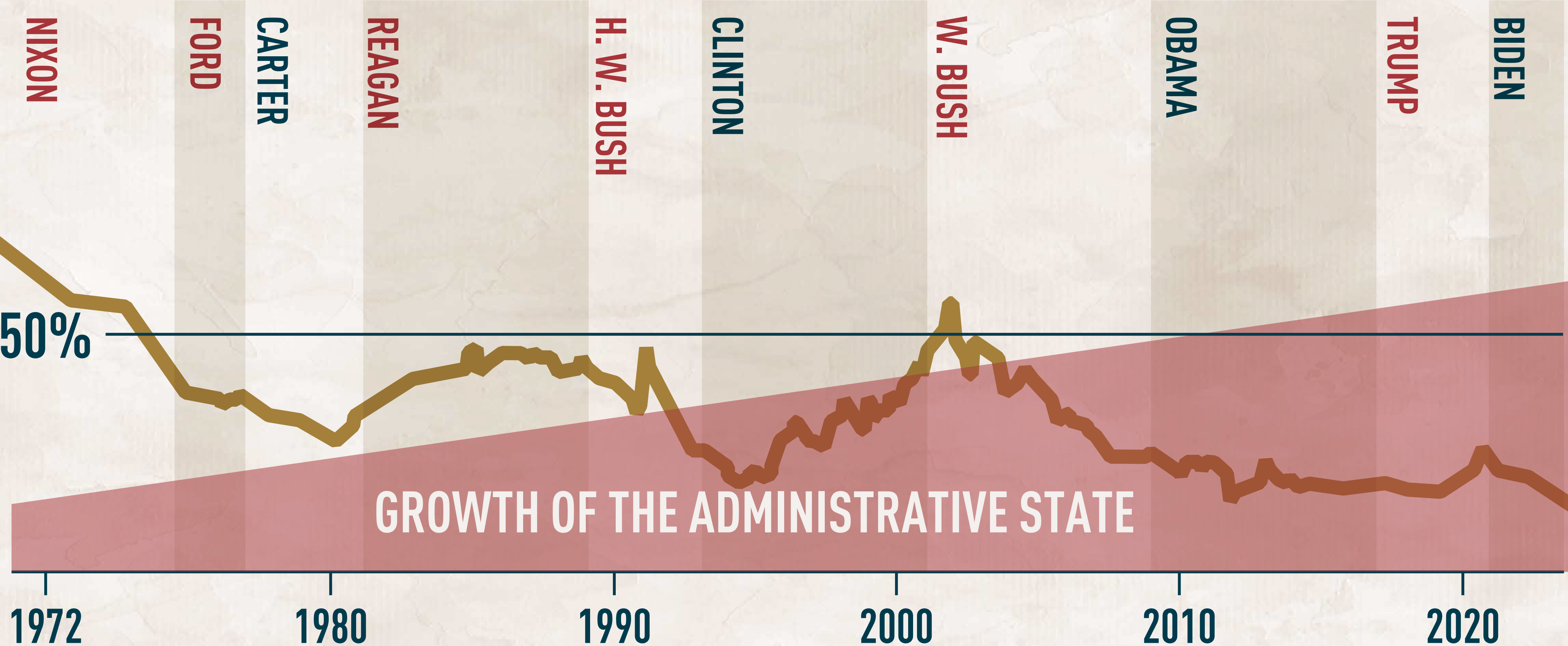
69%

say there is too
much individual
freedom in America.

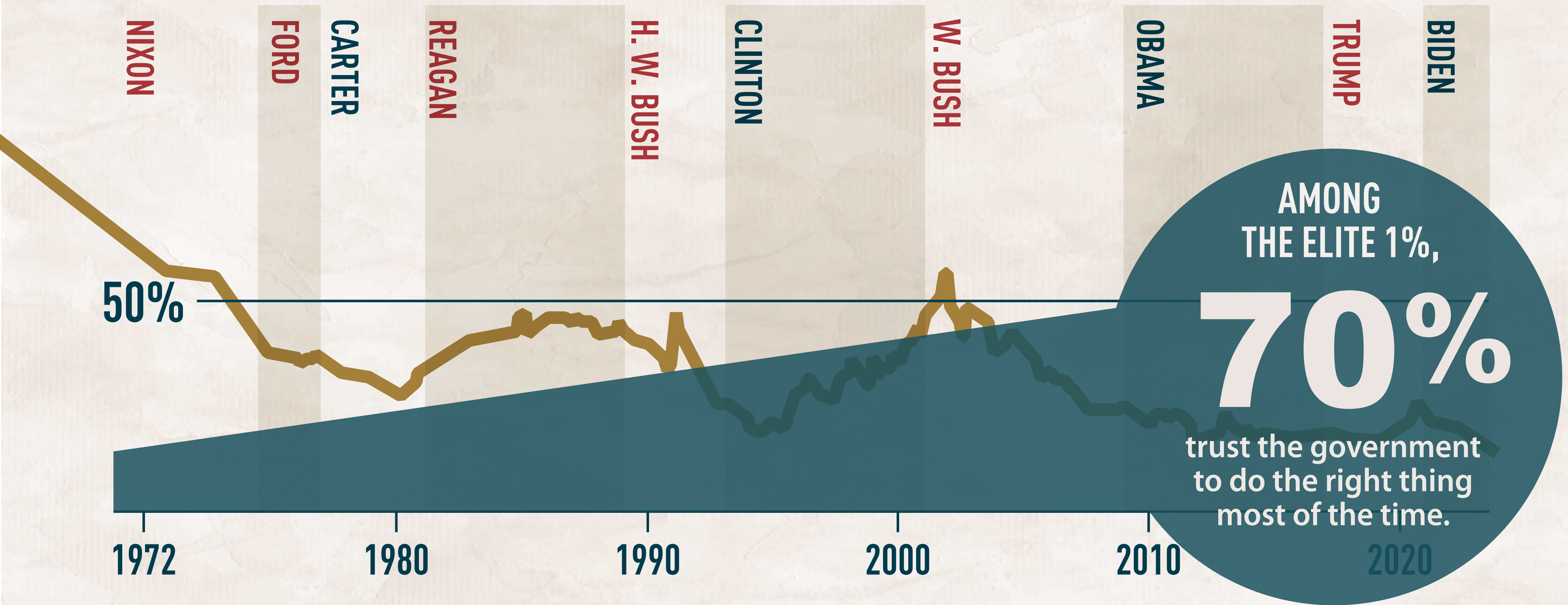
PUBLIC TRUST IN GOVERNMENT



PUBLIC TRUST IN GOVERNMENT



PUBLIC TRUST IN GOVERNMENT



TRUST IN PROFESSIONAL CLASS

VOTERS

6%

have a very favorable opinion of members of Congress.

10%

JOURNALISTS

17%

PROFESSORS

ELITE 1% POLITICALLY OBSESSED

69%

have a very favorable opinion of members of Congress.

71%

JOURNALISTS

76%

PROFESSORS

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

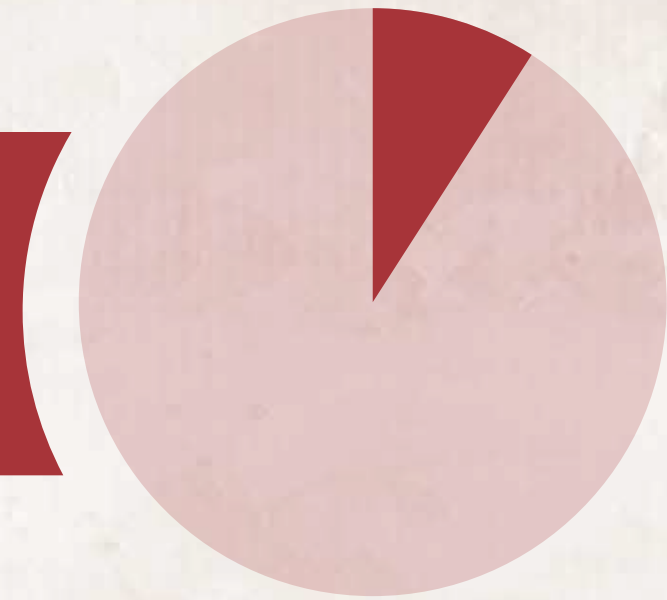
67% SUPPORT AFFIRMATIVE
ACTION FOR ADMISSIONS

15% OPPOSE

Is this the leadership corps that Woodrow Wilson envisioned?

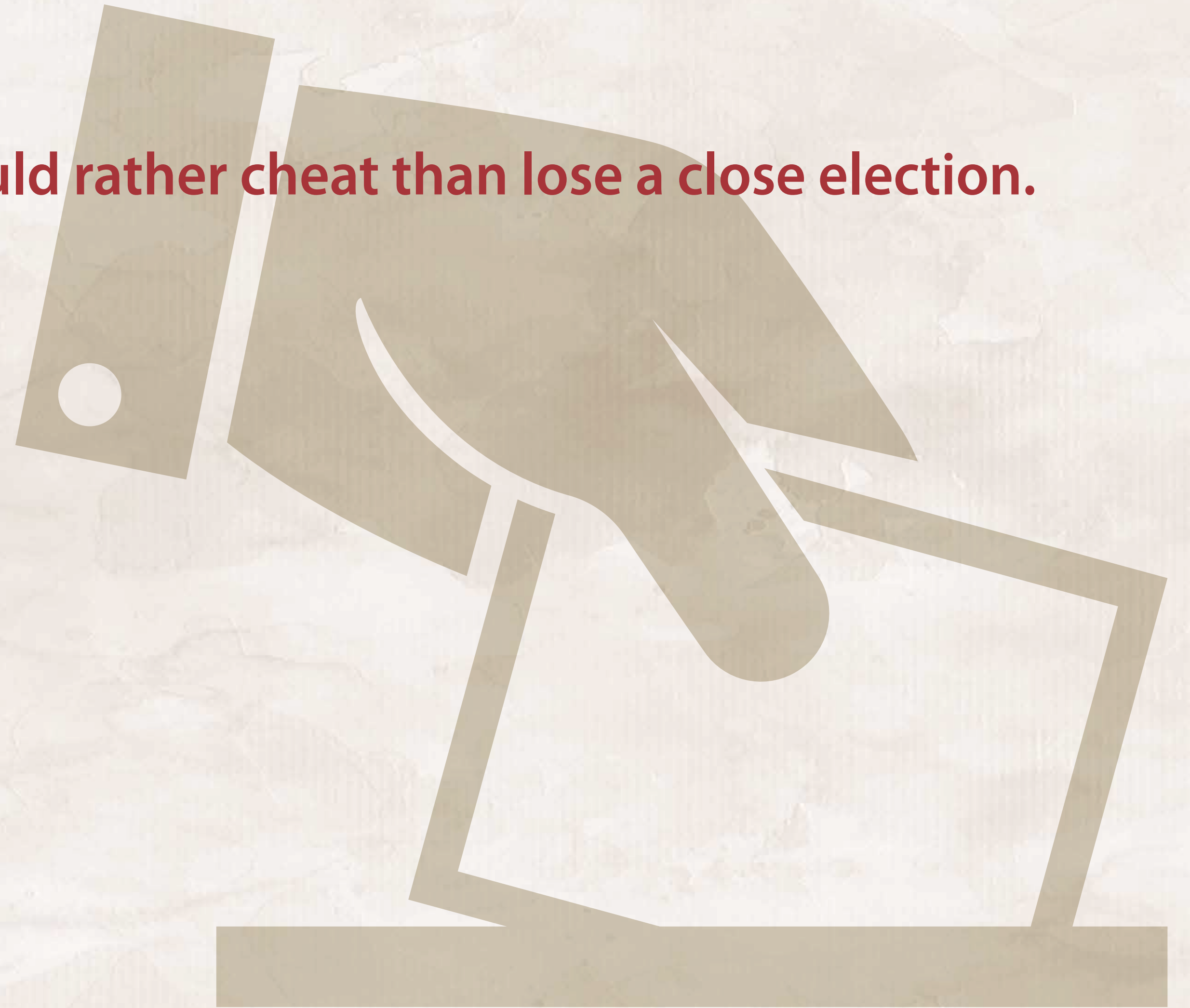
CHEATING IN ELECTIONS

VOTERS



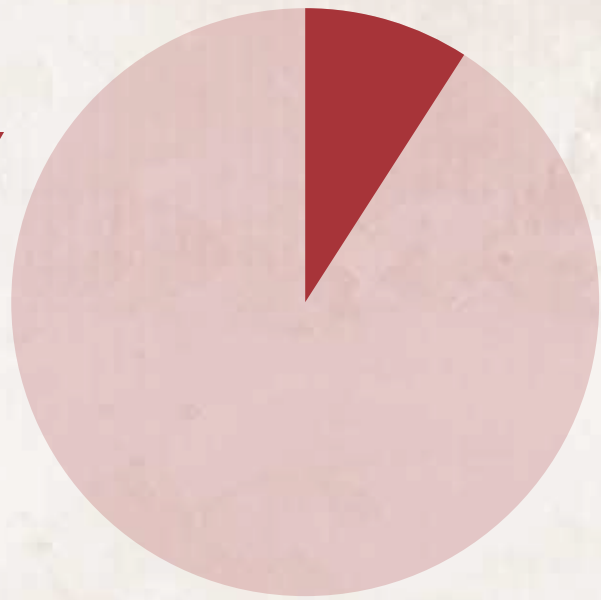
7%

would rather cheat than lose a close election.



CHEATING IN ELECTIONS

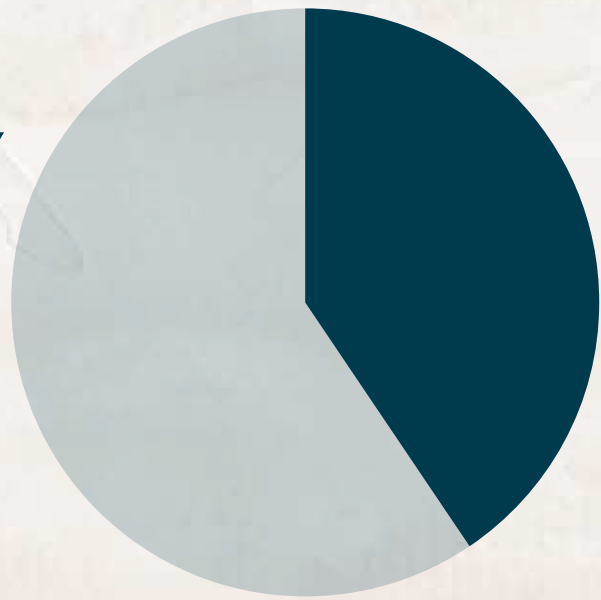
VOTERS



7%

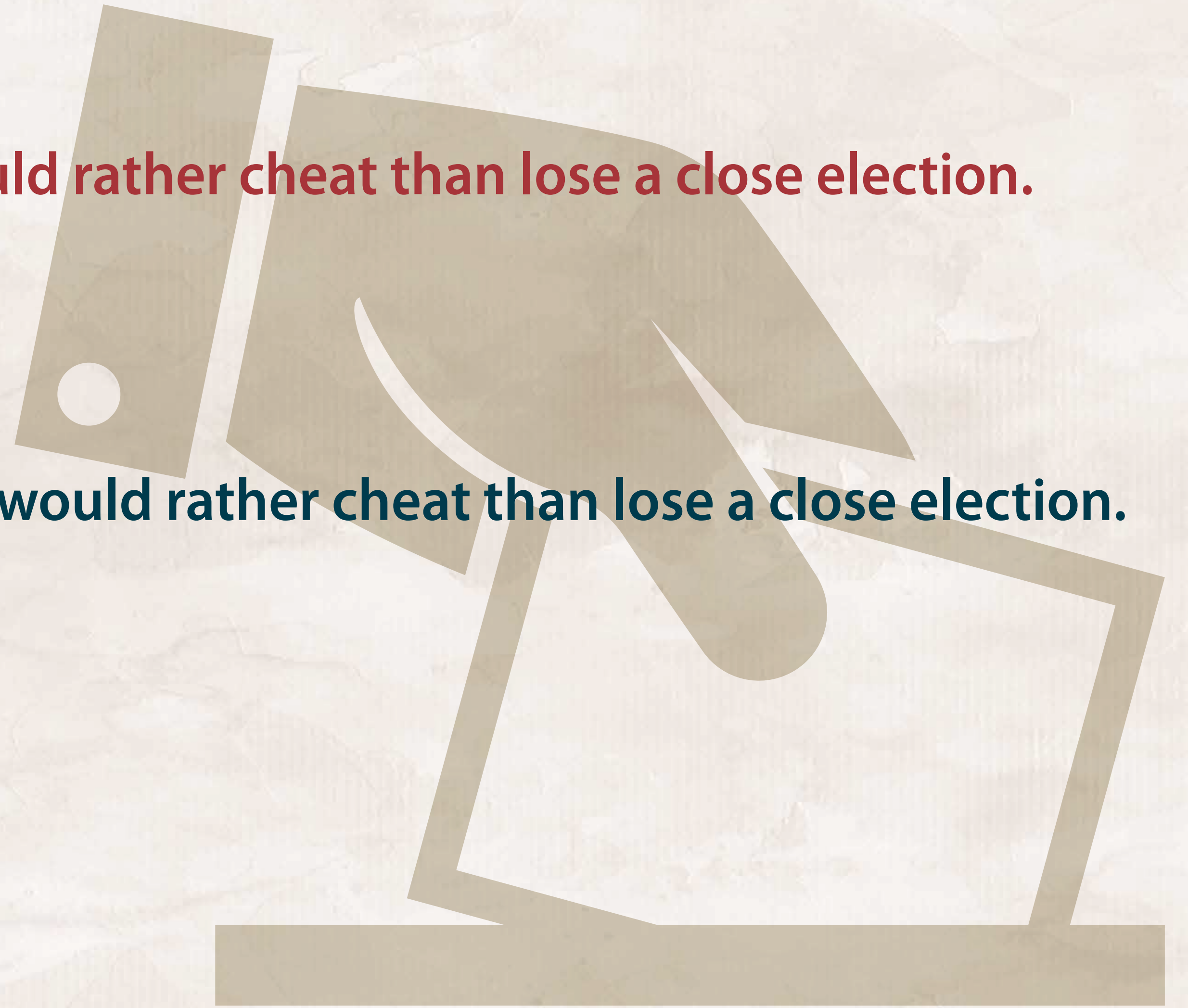
would rather cheat than lose a close election.

ELITE 1%



35%

would rather cheat than lose a close election.



CHEATING IN ELECTIONS

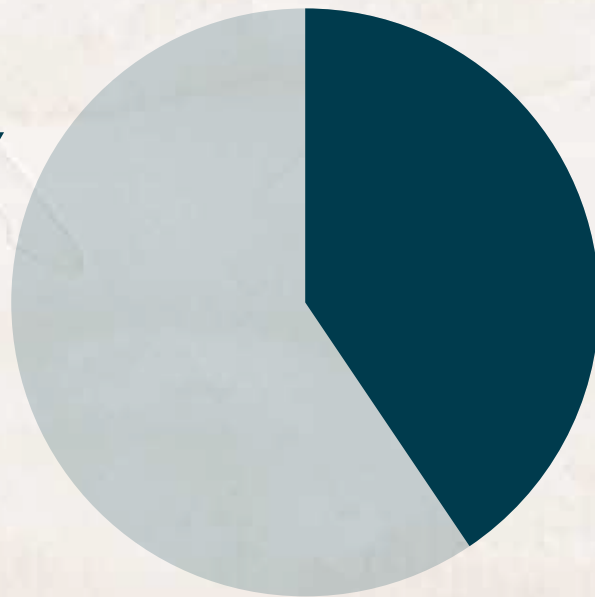
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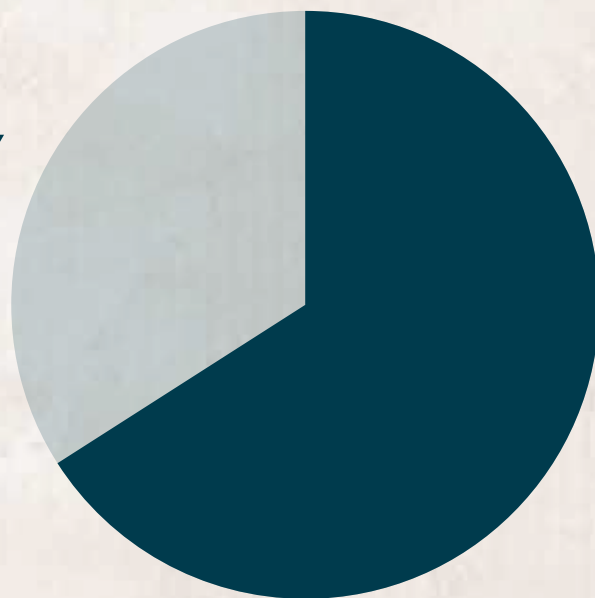
ELITE 1%



35%

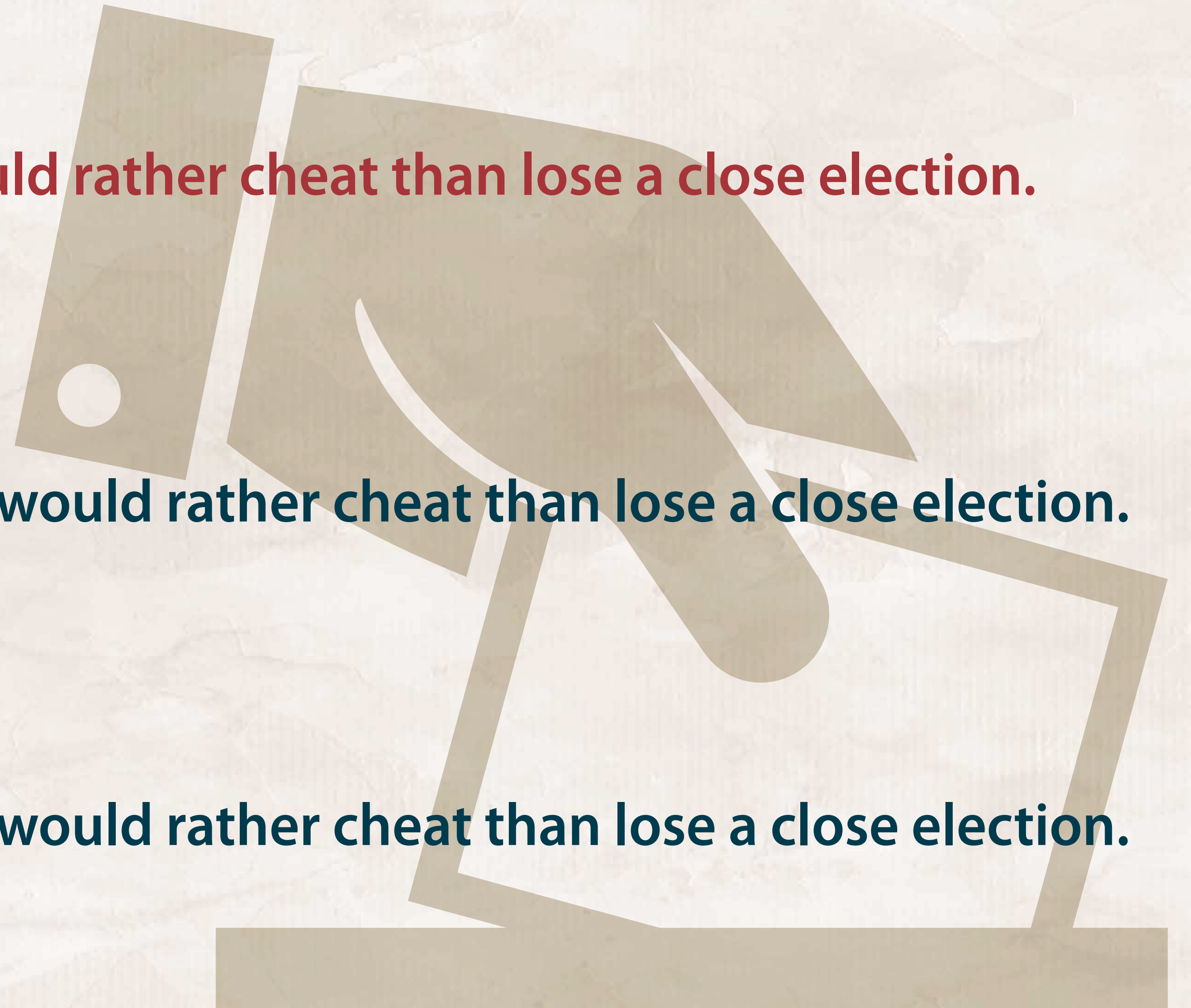
would rather cheat than lose a close election.

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.

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.

**ELITE BUT
NOT ELITIST**

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%

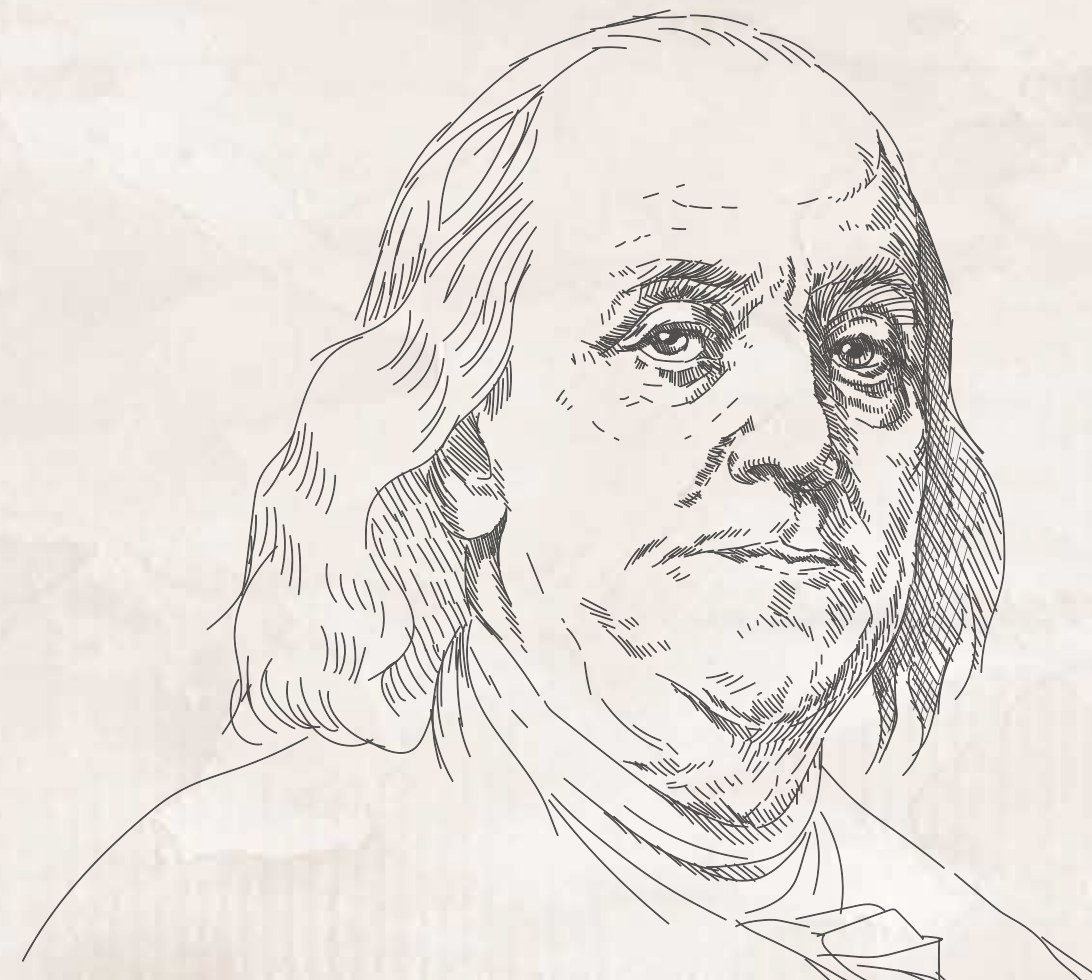
Transformational
polling and data
provide
INFORMATION



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.



ELITE 1%

MORE RESEARCH COMING...

**on the Elite 1% and subsets,
on the 12 schools,
and more.**



RMG RESEARCH, Inc.
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