

American Values & Politics 2012

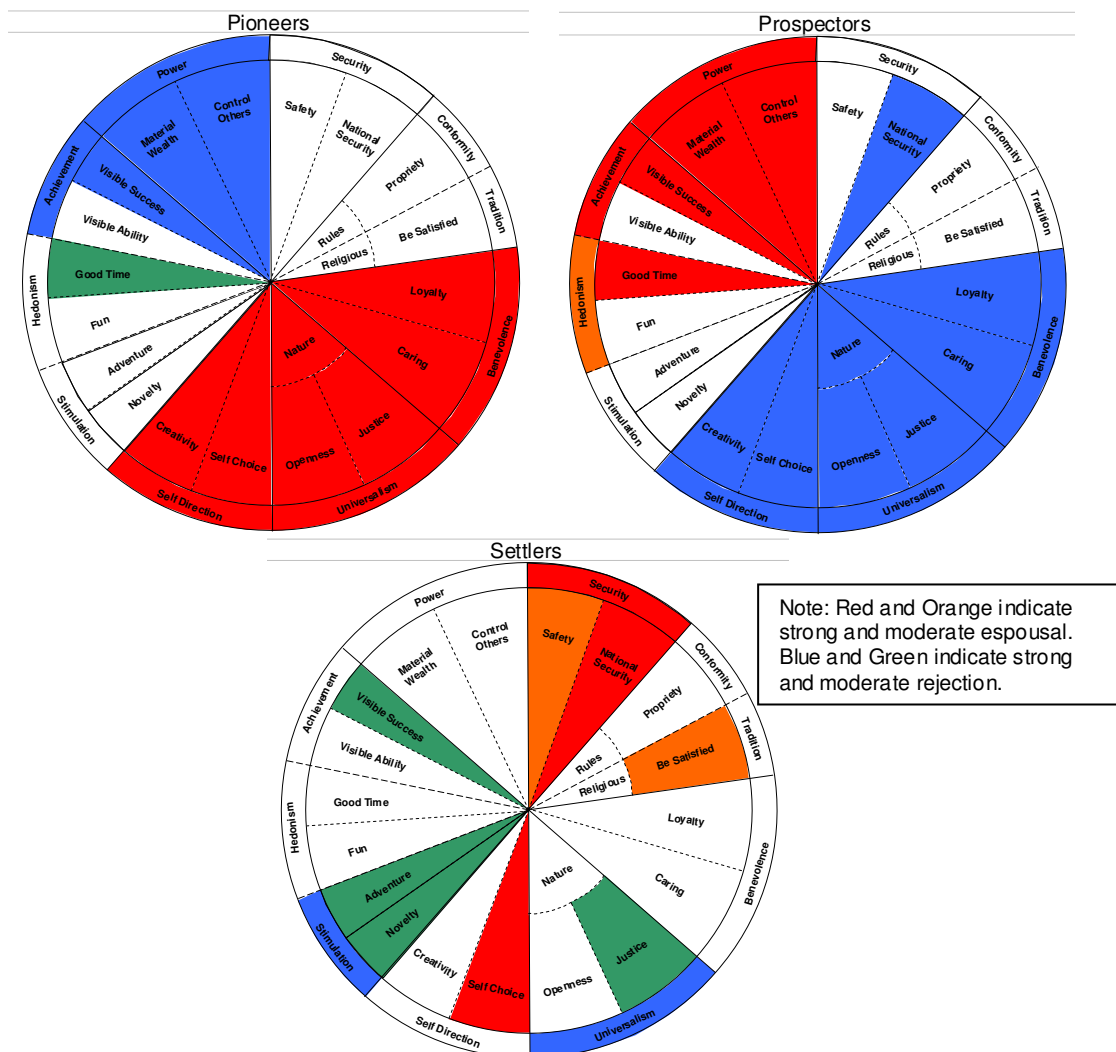
1. Values

Our 2012 survey of 2000 US adults demonstrates a noticeable values shift over the last 8 years.

In 2004, the US could be characterised as a *Prospector* society. In 2012, it is a *Pioneer* society. In 2004, 52.4% of the US population were *Prospectors* but, today, this has fallen to 32.4%. During this same period, the proportion of *Pioneers* has grown from 36.3% to 49.9%. *Transcenders* (a key *Pioneer* sub-group) now account for 25% of the US population.

	Pioneers	Prospectors	Settlers
2004	36.6%	52.4%	13.3%
2012	49.9%	32.3%	17.8%

US *Settlers* look different to UK ones, picking up the value of *Self-choice*. *National security* is also more focused in the *Settler* area of the map than elsewhere.



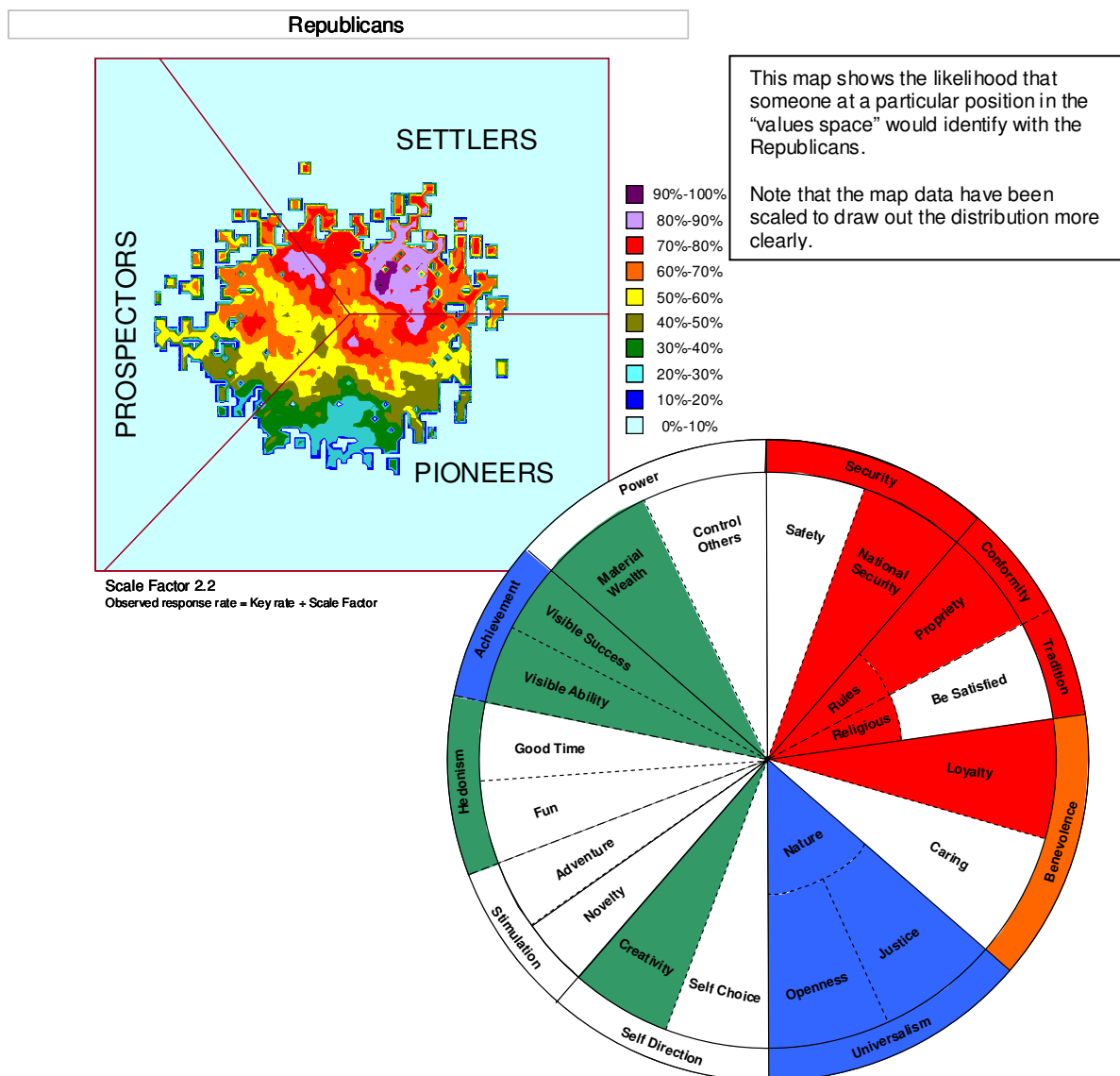
2. Politics

In terms of party identification, Democrats have the edge, but there are still more than enough Independents to tip the balance.

Identify with:

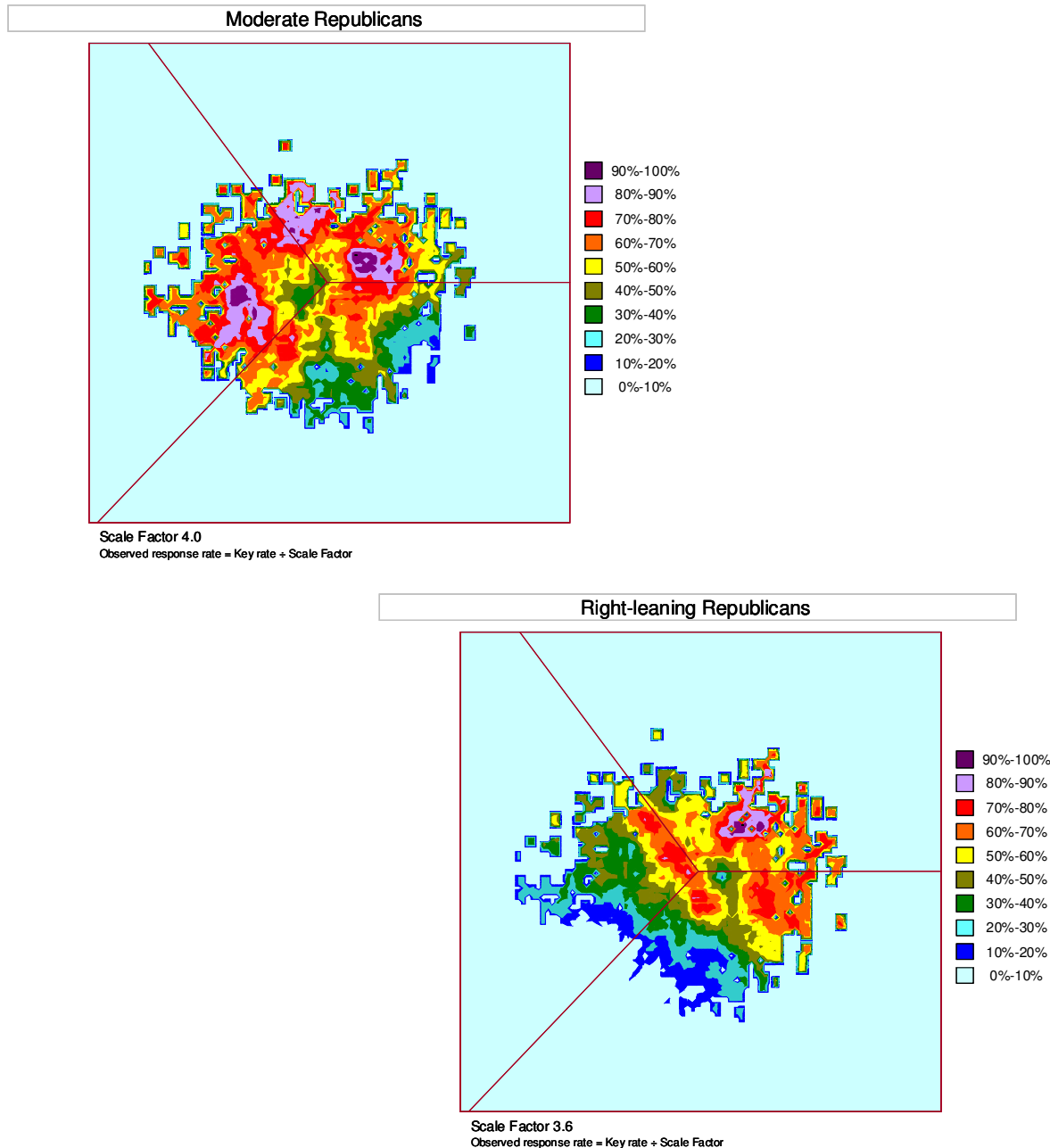
Democrats	31.4%
Republicans	27.0%
Independents	30.8%
None	10.8%

Republicans are more likely to be white, older and religious. As the following map shows, Republicans do much better among *Settlers* (though they also pick up plenty of *Pioneers*).



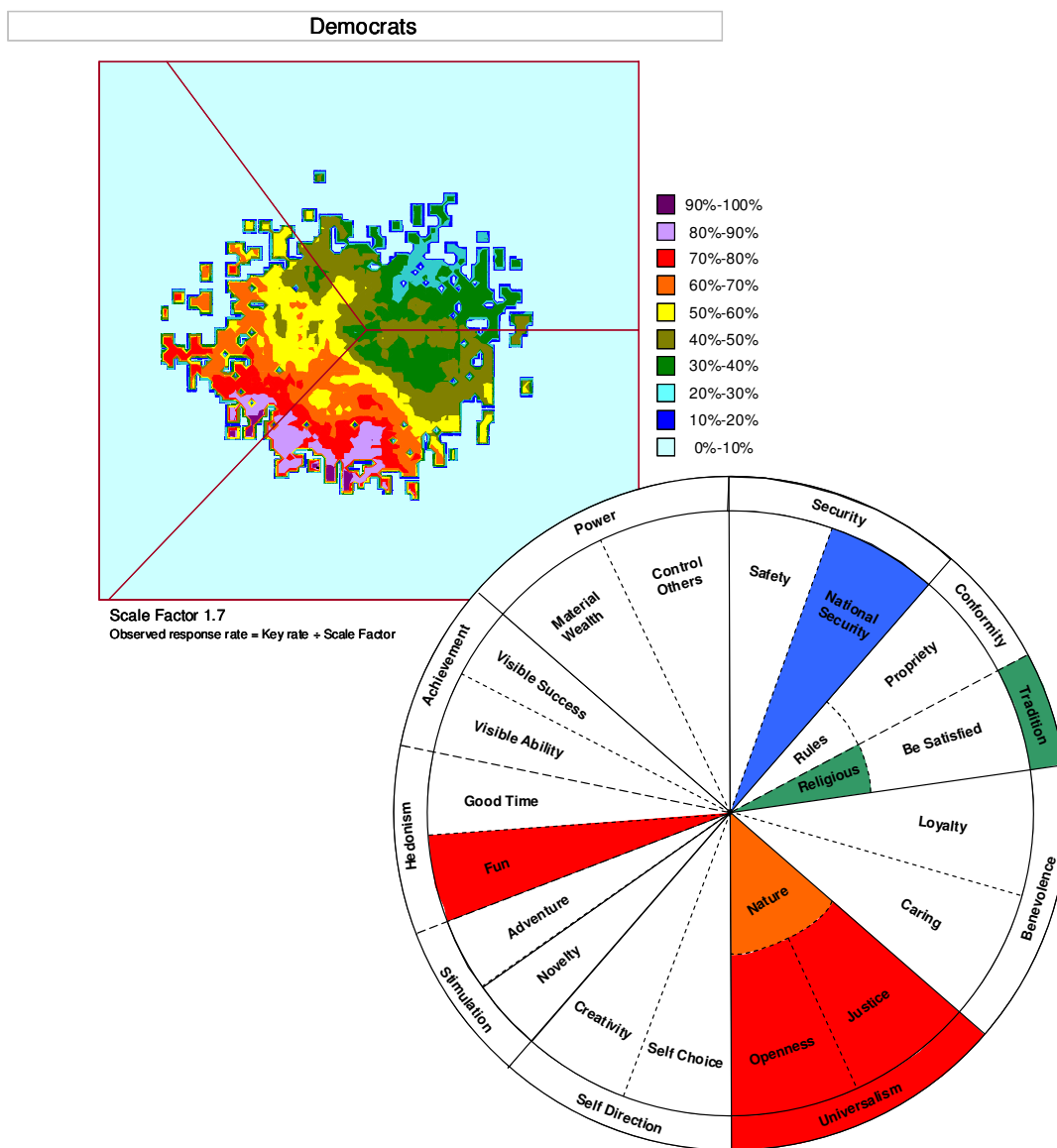
More Republicans identify as “moderate” than “right-leaning” (53.3% to 46.7%).

Republicans pick up very specific sub-groups quite strongly. *Flexible Individualists*, *Roots* and *Happy Followers* identify strongly as right-leaning Republicans. *Flexible Individualists* are fairly “libertarian”, so we can see from the values maps the alliance that makes up the Republican party.

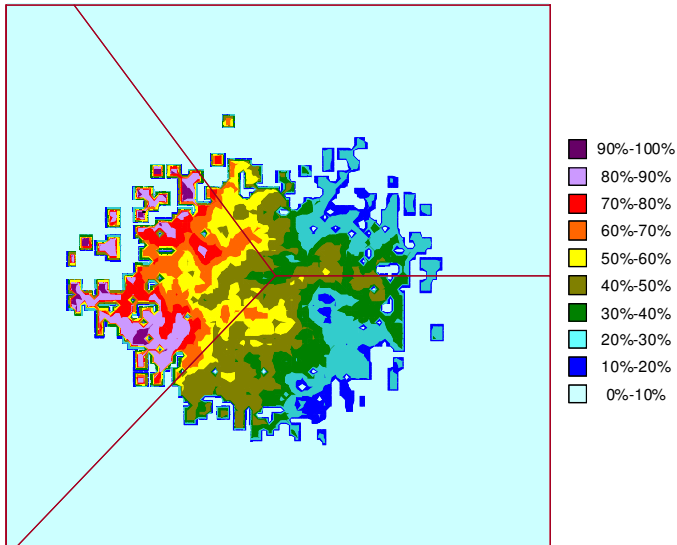


More Democrats identify as “left-leaning” than “right-leaning” (54.1% to 45.9%). Overall, right-leaning Democrats have very different values than left-leaning Democrats. Right-leaning Democrats are more likely to be *Prospectors* and include social conservatives.

Left-leaning Democrats are most likely to be *Transcenders*. In fact, twice as many *Transcenders* identify as Democrats than Republican, and they are far more likely to identify as left-leaning Democrats.

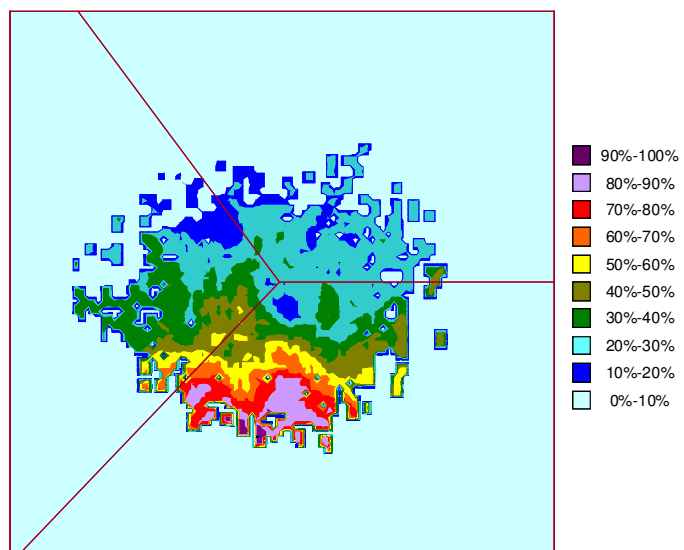


Right-leaning Democrats



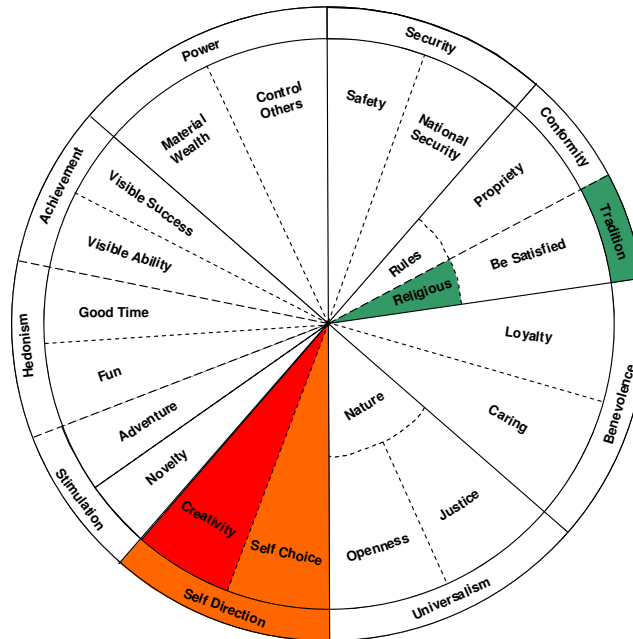
Scale Factor 3.2
Observed response rate = Key rate + Scale Factor

Left-leaning Democrats



Scale Factor 2.3
Observed response rate = Key rate + Scale Factor

Independents are very evenly spread across the values groups, but collectively pick up the *Self-direction* value.



Commenting on the US Values Survey, Pat Dade (co-founder of Cultural Dynamics) says:

“Given the shift in US values, Obama has the edge but has the challenge of having to motivate his left-leaning Democrats to vote. To win, Romney has to be moderate enough to pick up enough Independents. He also has to play to the all-American value of “*Self-direction*”, which is far stronger in the US than in European nations. The growth in the number of *Transcenders* bodes well for Democrats in the future, and means Republicans need to soften their image to keep competitive”.

For more on Cultural Dynamics, their segmentations, their work and an opportunity to discover your own values orientation, visit www.cultdyn.co.uk