

The Frontier Lab

NEED TO NURTURE: UNDERSTANDING SUBURBAN WOMEN

Health Care
Immigration
Economy
Trump

February 2020

Scope

- **45-minute Individual Values Laddering Interviews**
- **National and Texas Sample**
- **“Attainable Right” Suburban Women**
2020 intend to vote R
2020 intend not to vote Trump
Spread “Moderate,” “Conservative,”
“Independent-right,” Libertarian”
- **Issue priority: “extremely important”**
- **Data collected February 2020**



CONTENTS

Health Care
FREEDOM
TO NURTURE

1

Immigration
SETTING
BOUNDARIES

2

Economy
THE MOOD OF
THE NATION

3

Anti-Trump
A POTUS
WHO DOES NOT CARE

4

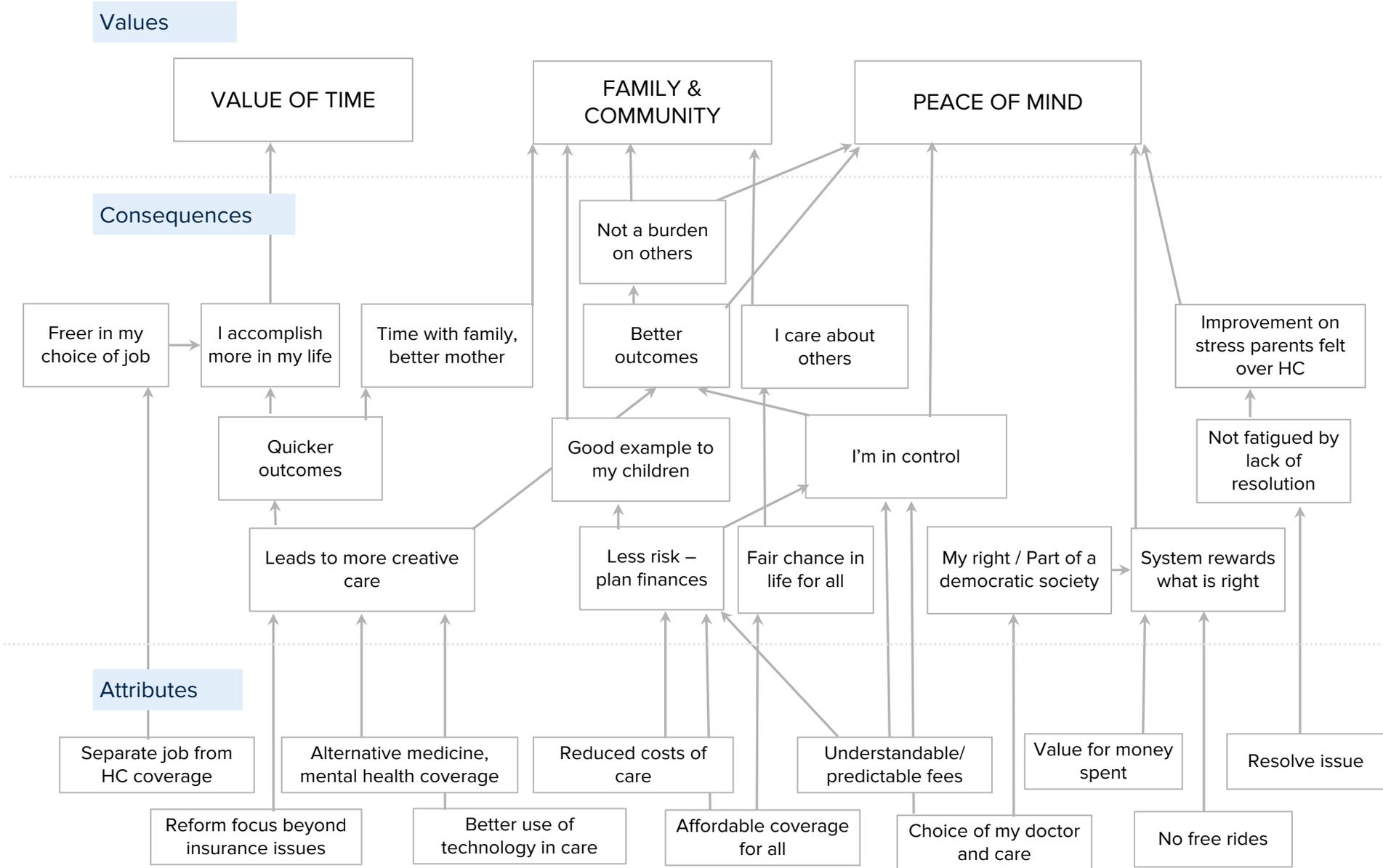
Summary
THE PATH TO
PEACE OF MIND

5

Health Care

1

*FREEDOM
TO NURTURE*



HEALTH CARE IS...

An *obstacle* that prevents women from:

- nurturing their families
- modeling good judgment and budgeting for their children
- obtaining self-care
- being free from worry they will be a burden to their families

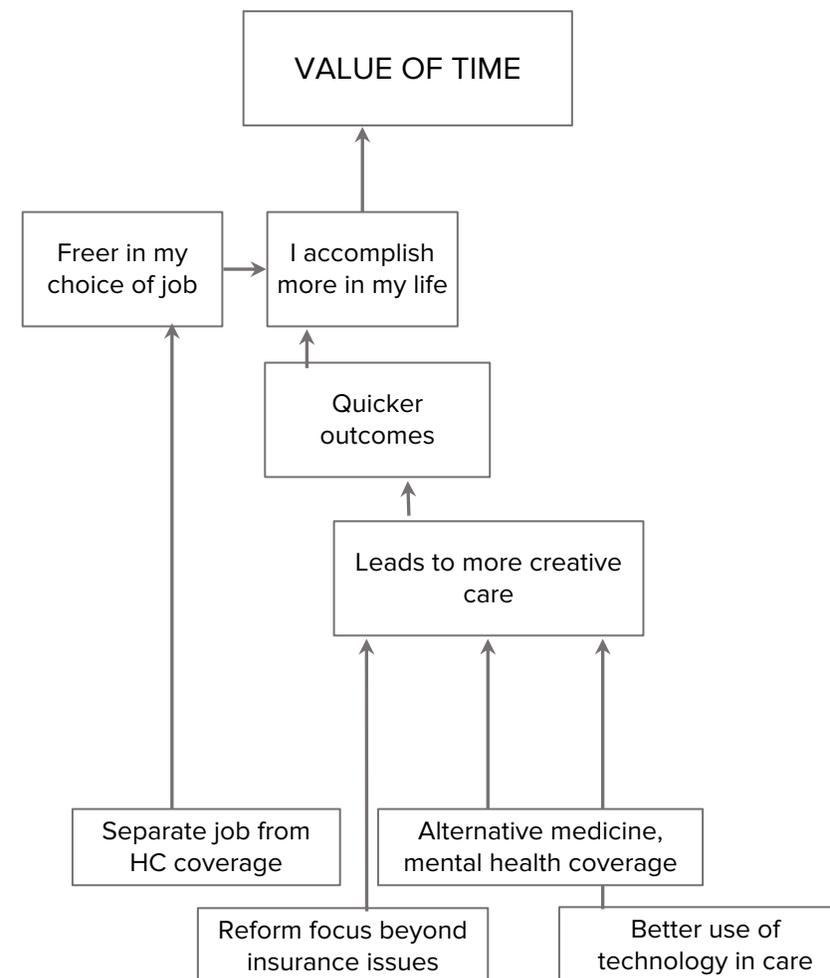
These women have only known an era when health care has been a source of stress, and they wish to attain peace of mind by resolving health care policy for the next generation.

Suburban Women want the freedom to nurture themselves and their families.

HEALTH CARE: VALUE OF TIME

For these women, failure to resolve the national Health Care debate means their family's job mobility and opportunities for care innovation are restricted.

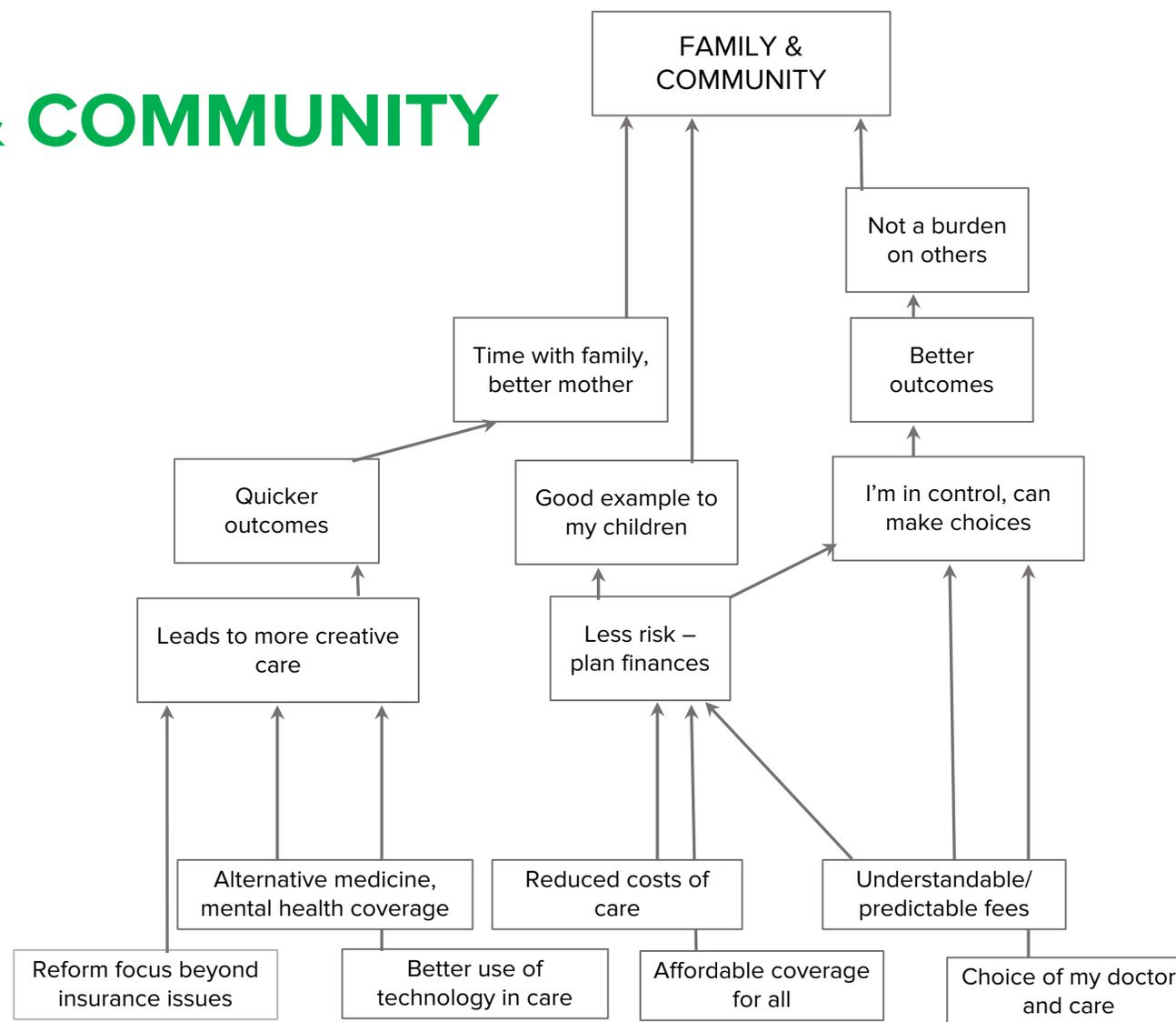
Their value of time is undermined as a result.



HEALTH CARE: FAMILY & COMMUNITY

These women believe our Health Care system should empower them to nurture themselves and others.

Instead, our system foils their natural instincts, and makes them fear they will become a burden to their families and communities.

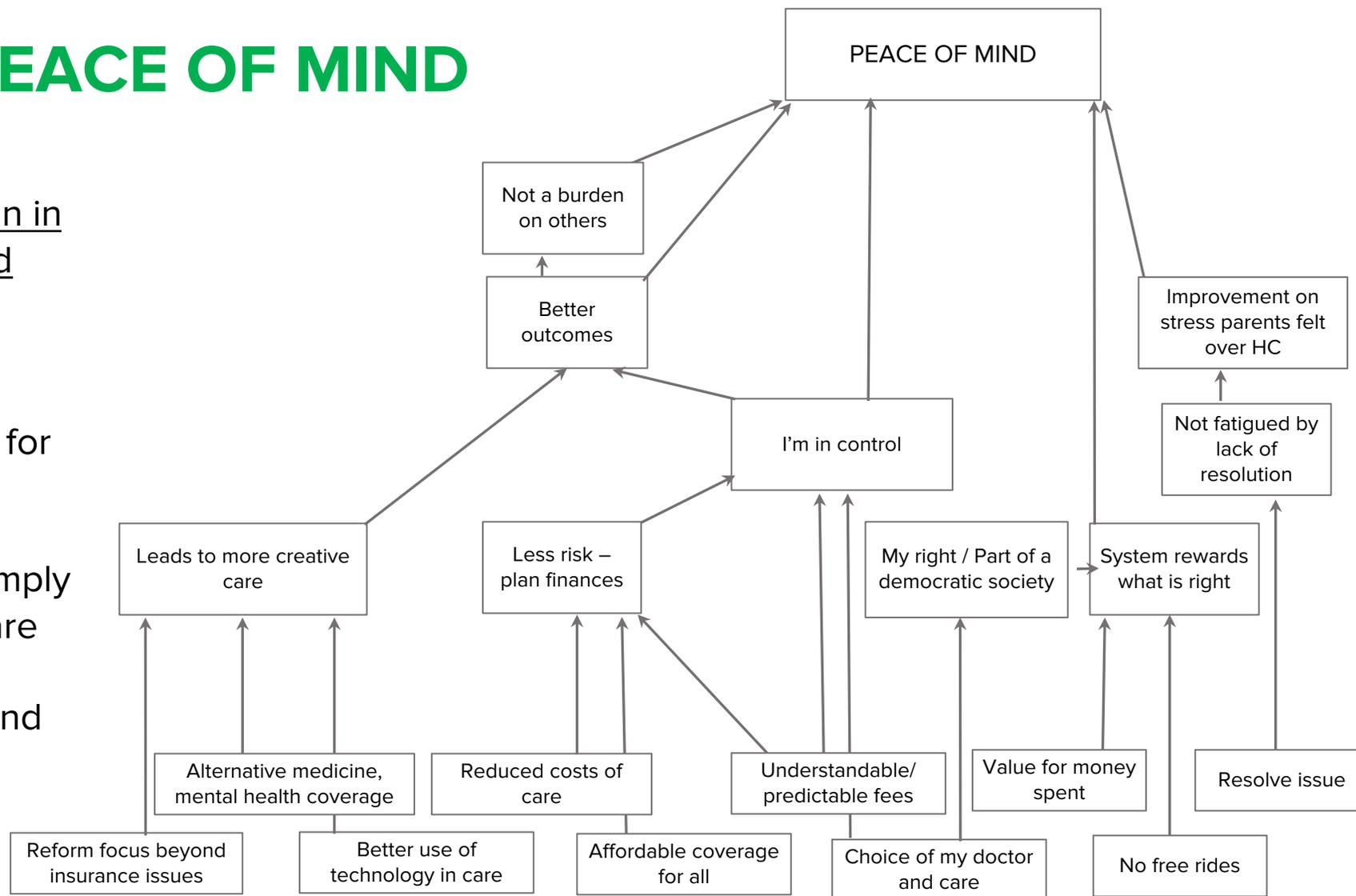


HEALTH CARE: PEACE OF MIND

Suburban Women want to remain in control of financial risk and avoid becoming a burden to others.

They would view a system that prohibits “free rides” and allows for choice as dependable.

Most important, they say they simply want resolution to our Health Care impasses (in any direction) to remove stress of the unknown and provide peace of mind.



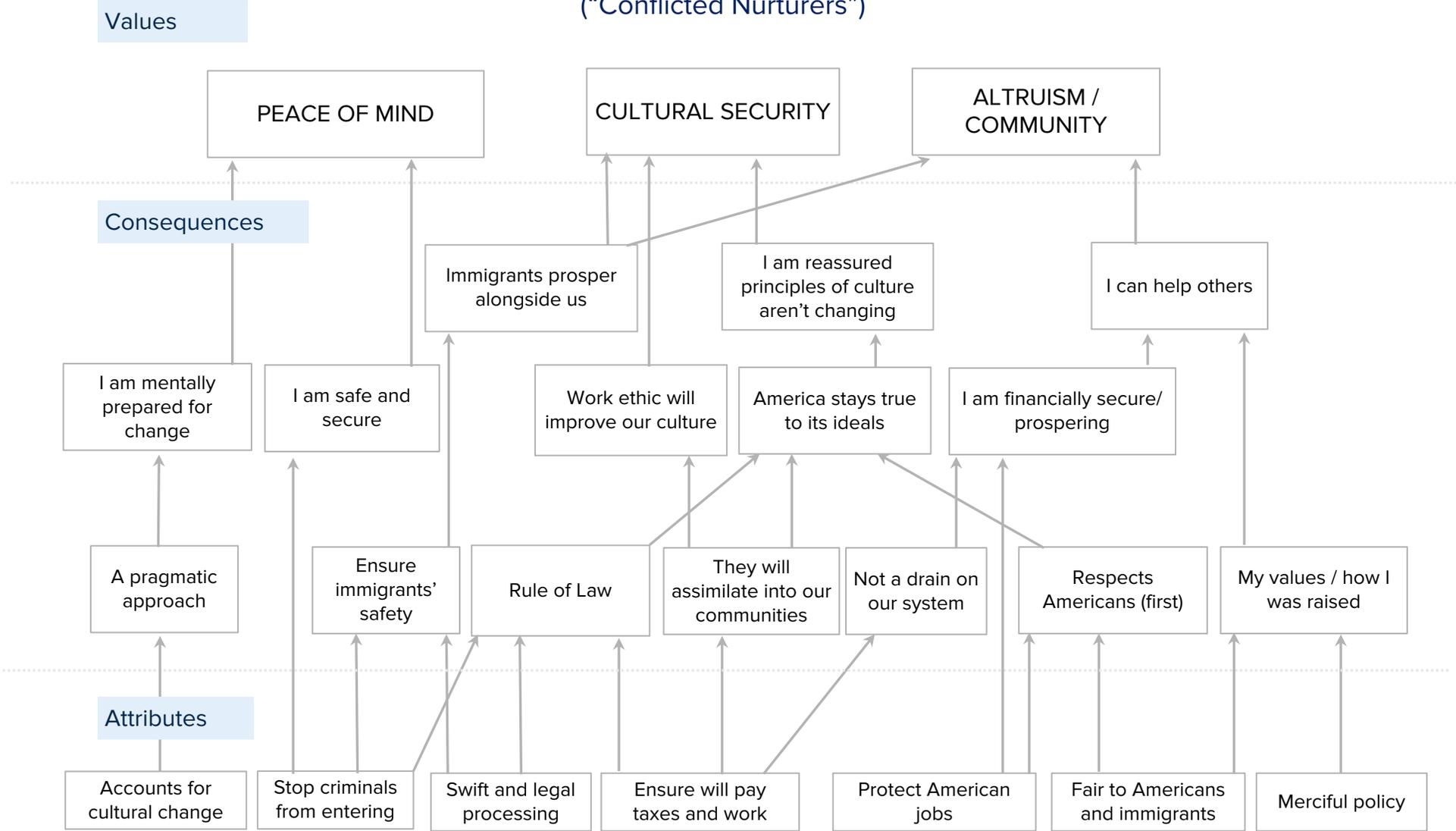
Immigration

2

SETTING

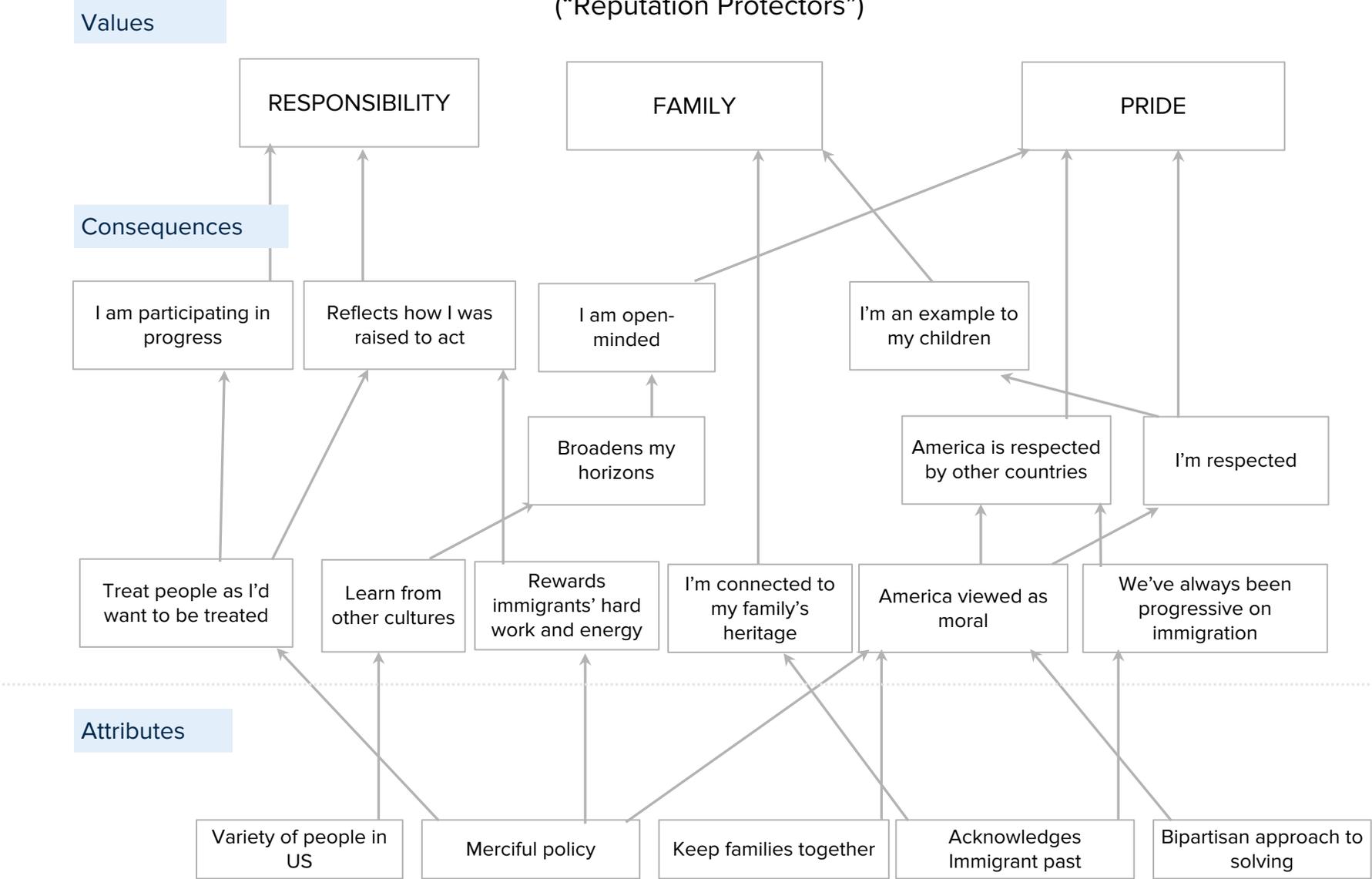
BOUNDARIES

Attainable Suburban Women & Immigration ("Conflicted Nurturers")



Pg. 11

Attainable Suburban Women & Immigration ("Reputation Protectors")



IMMIGRATION IS...

A *problem* that prevents women from:

- being able to count on appropriate boundaries
- protecting those they love
- caring for those who deserve mercy.

A **source of tension for women who desire:**

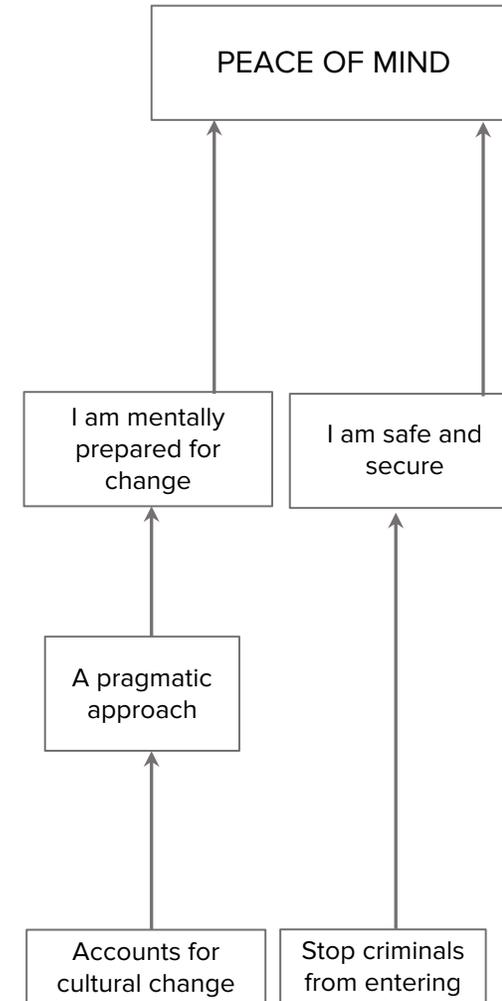
- to care for others
- to protect what is important to them

We identified two segments of women based on their deep values:

Conflicted Nurturers and ***Reputation Protectors***.

IMMIGRATION: PEACE OF MIND

These women want protection from stress that results from failing to prepare for the results of immigration—whether good or bad. For them, preparing is pragmatic.

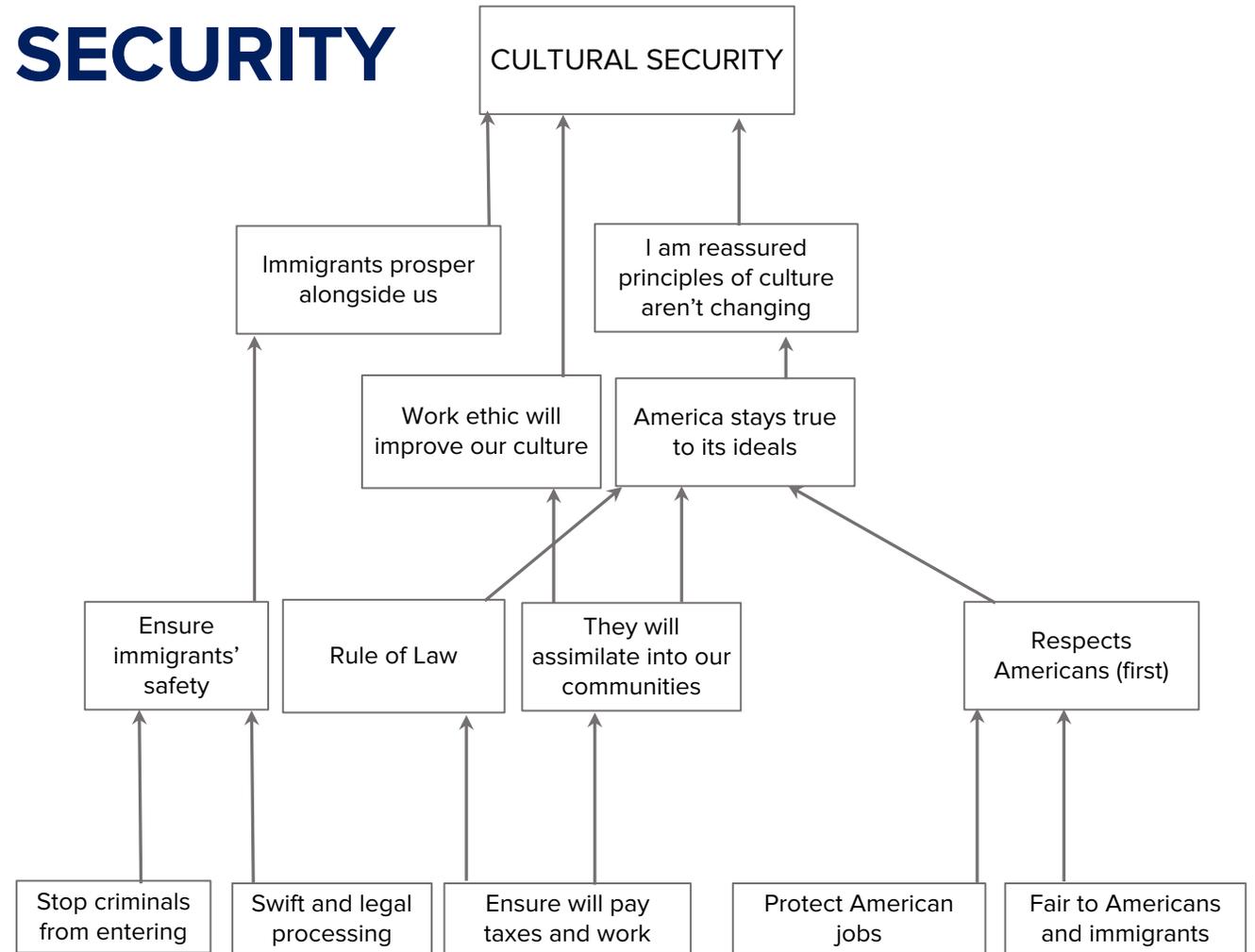


IMMIGRATION: CULTURAL SECURITY

Suburban women want to be assured that immigrants will assimilate into the American culture.

They believe that while change is inevitable, "Americanism" cannot be lost along the way.

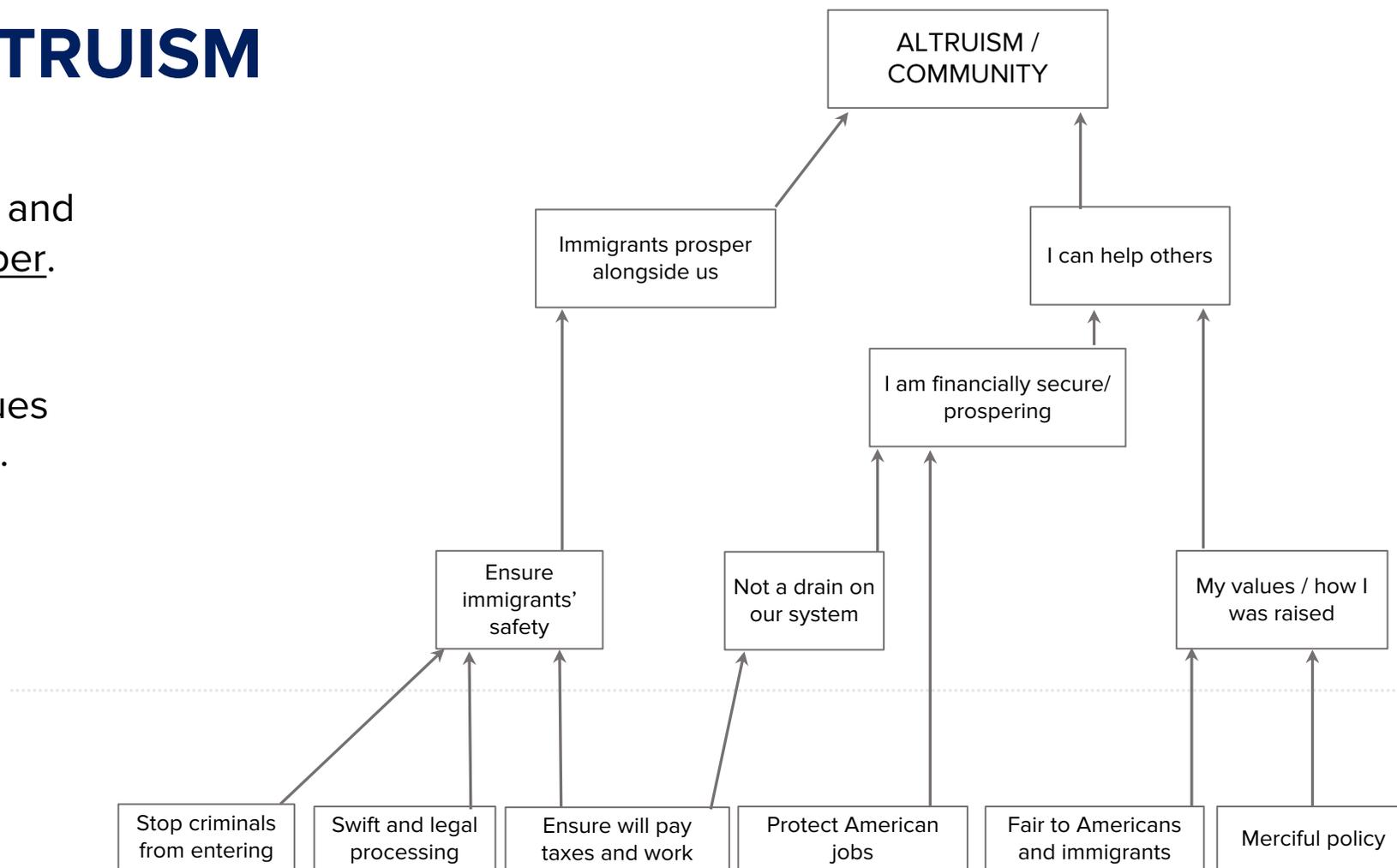
They want to see immigrants prosper, and they believe their work ethic strengthens us.



IMMIGRATION: ALTRUISM

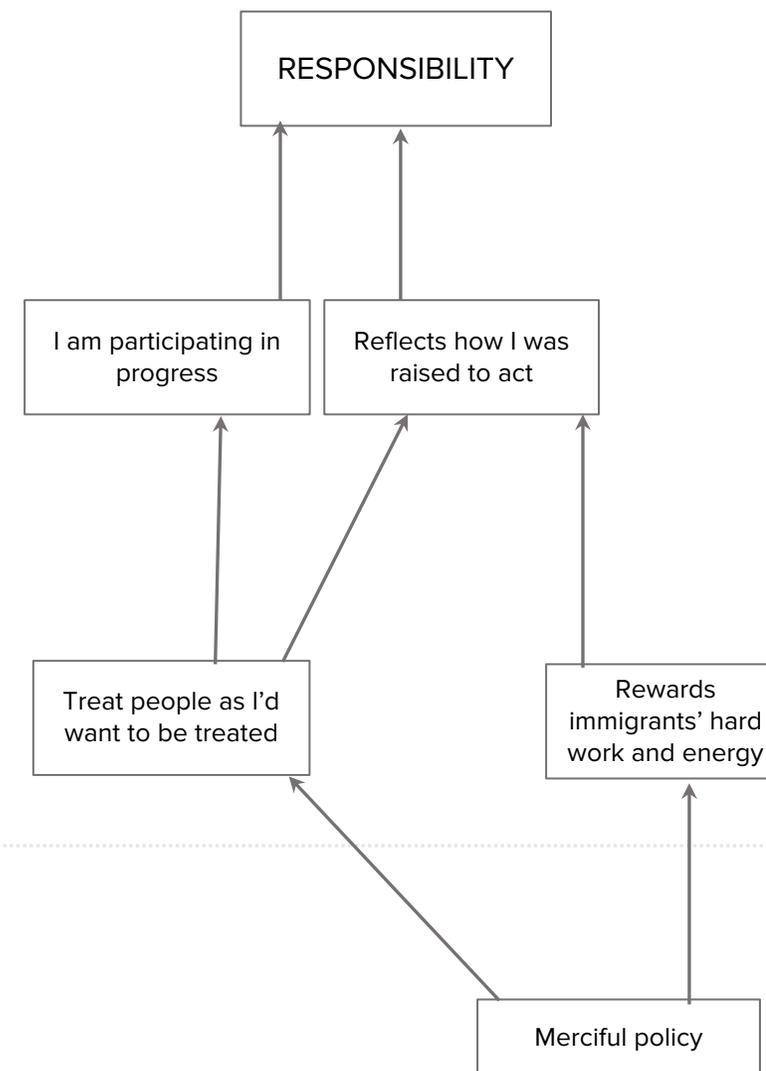
These women wish to help others, and genuinely wish to see others prosper.

Policies that are too hard-lined are perceived to conflict with their values relating to altruism and community.



IMMIGRATION: RESPONSIBILITY

Suburban Women wish to take responsibility for treating immigrants and potential immigrants mercifully.

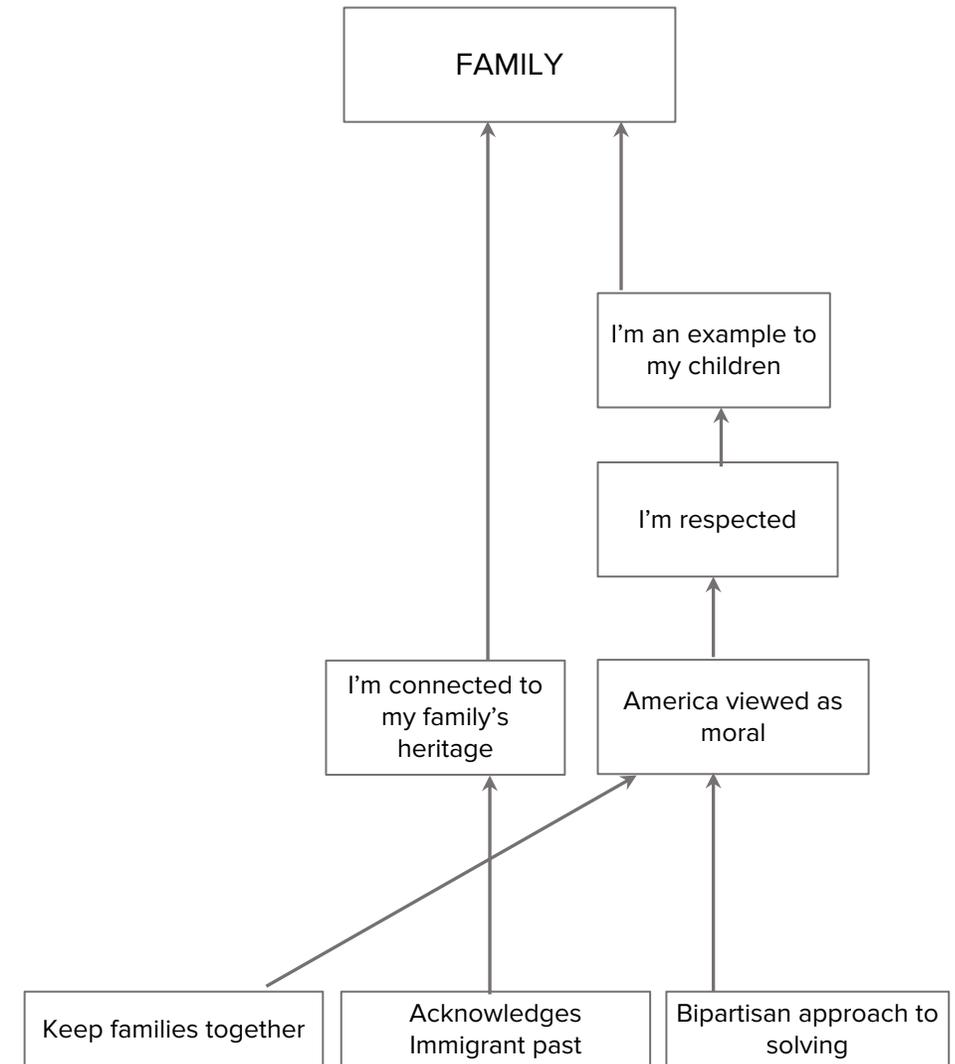


IMMIGRATION: FAMILY

For them, resolving immigration differences addresses a moral challenge and leads to greater respect for America.

If immigration differences can be resolved in a bipartisan way, the debate will evolve from political gamesmanship to serving a higher cause.

They believe that if America is respected they will be respected, which means they can serve as examples for their children.

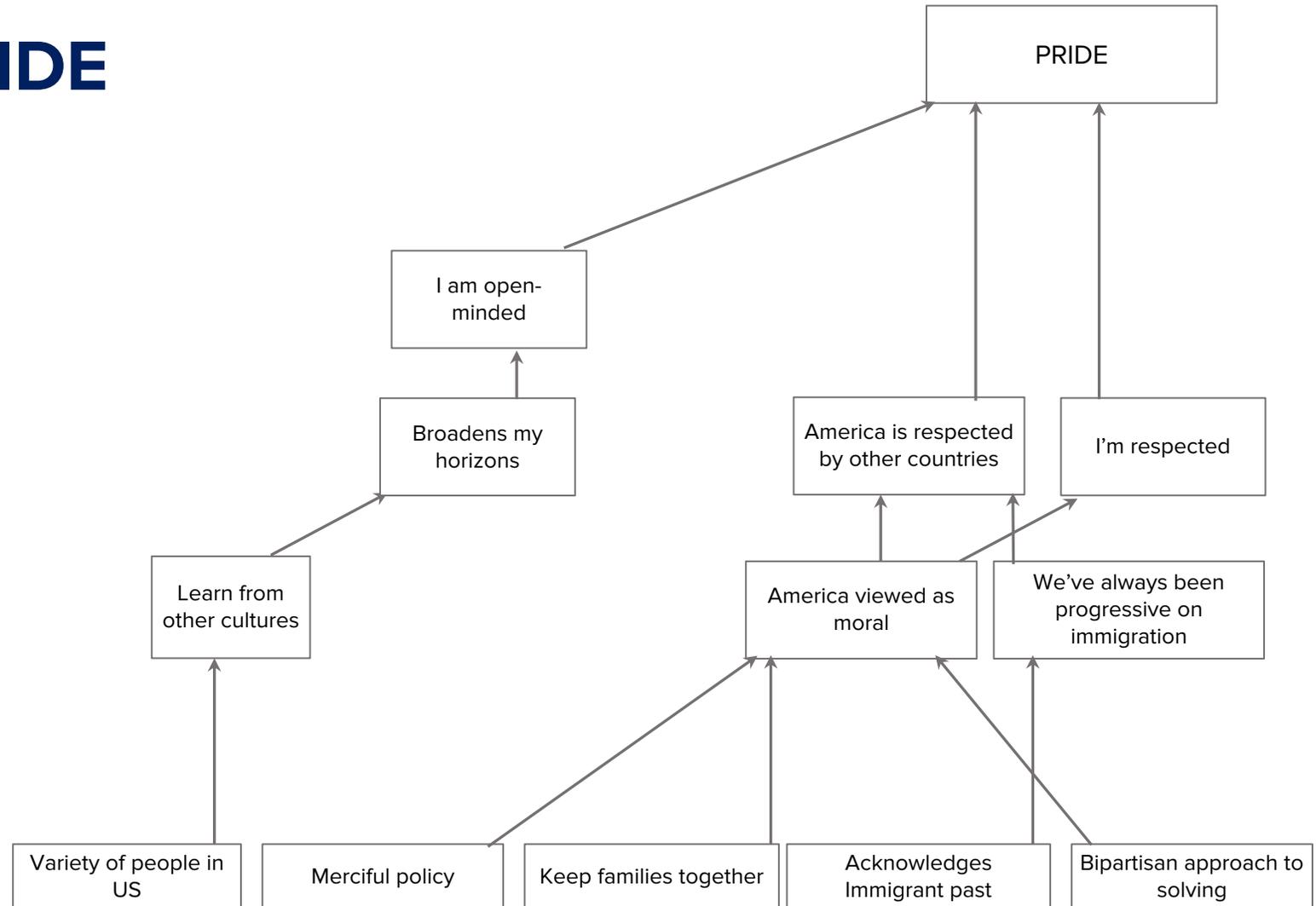


IMMIGRATION: PRIDE

They want immigration policy that protects and restores America's reputation, so it should include these attributes:

- Values diversity
- Extends mercy
- Keeps families together
- Viewed as continuing America's immigrant heritage
- Utilizes a bipartisan approach...

... leads to respect for our country and for them.



Economy

3

*THE MOOD OF
THE NATION*

THE ECONOMY IS...

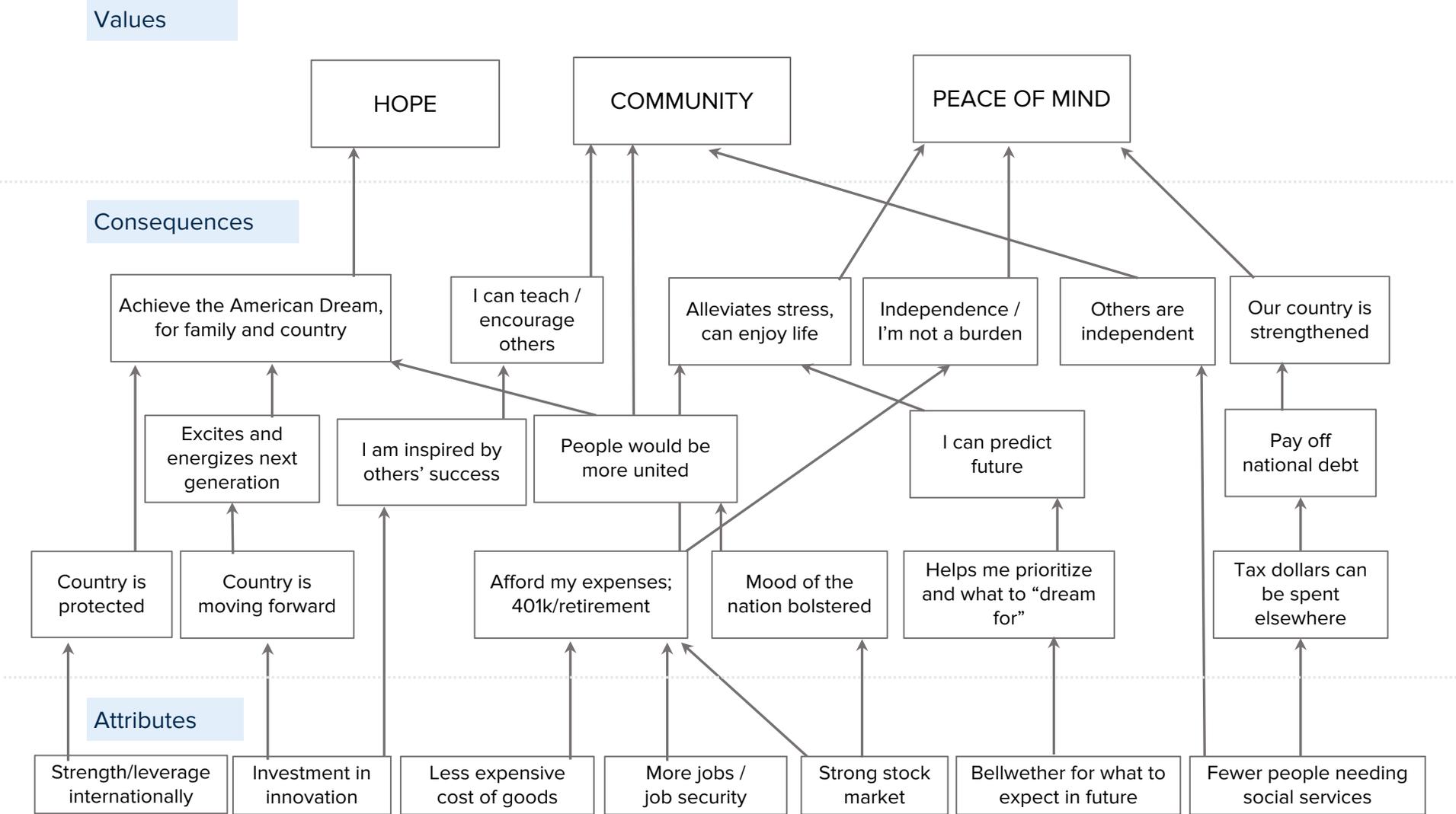
A **tool** that helps women:

- understand the mood of the nation.
- take responsibility for measuring and attending to the nation's mood.

They believe that a productive economy lifts burdens and removes impediments to enjoying life.

Suburban Women did not mention taxes, but focus more on jobs, the stock market, and its effects on their quality of life.

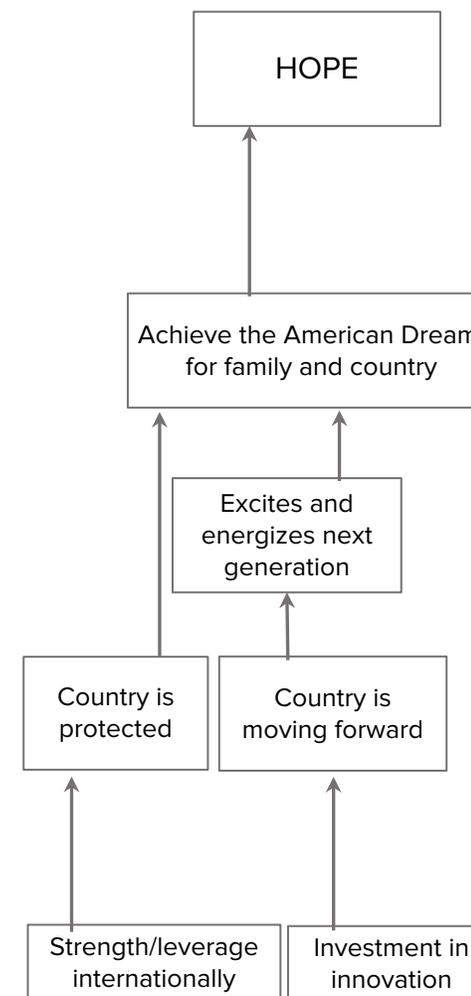
Attainable Suburban Women & Economy



ECONOMY: HOPE

For these women, a strong economy gives us leverage in the world and the ability to invest in innovative technologies. These two imperatives keep our country safe and moving forward.

Suburban Women say that a strong economy matters most for the next generation, which will be energized to seek the American Dream.

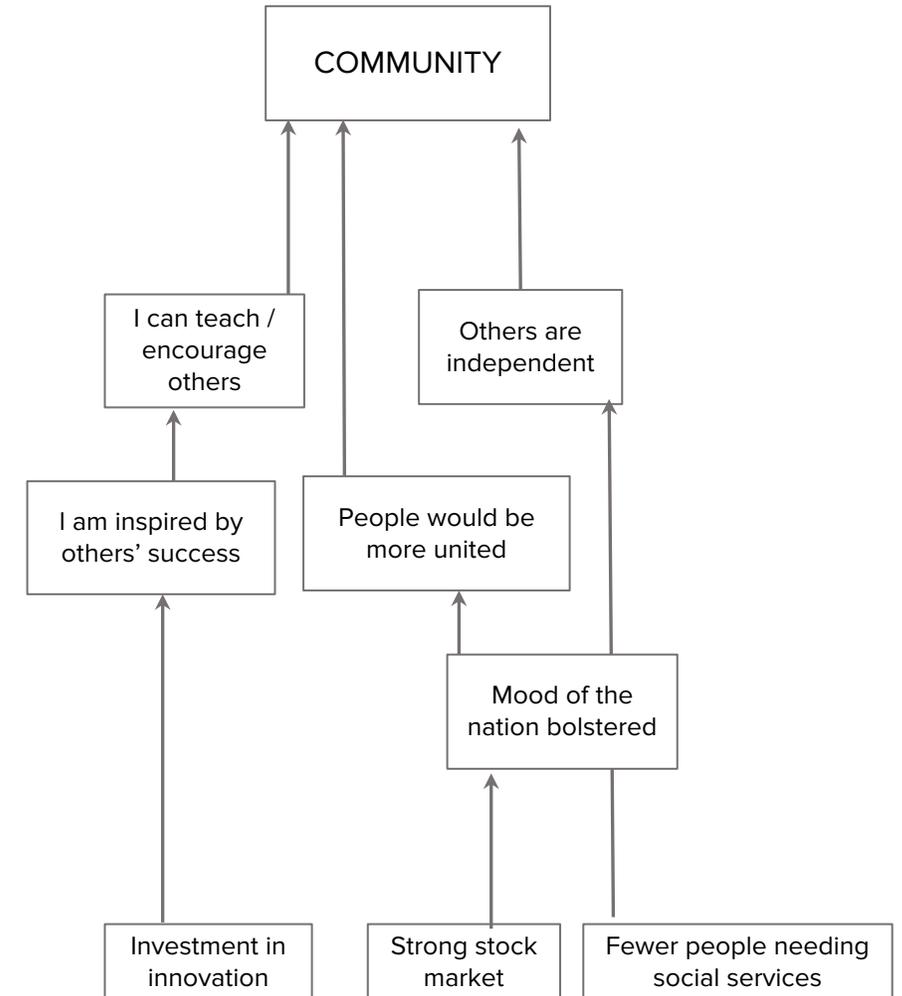


ECONOMY: COMMUNITY

Suburban Women want the economy to be as strong as possible because that is the best way to bolster the mood of the nation.

When the nation's mood improves, we unite. And with national investments in innovation, we get a boost to encourage others.

These desires reveal the value these women place on community.

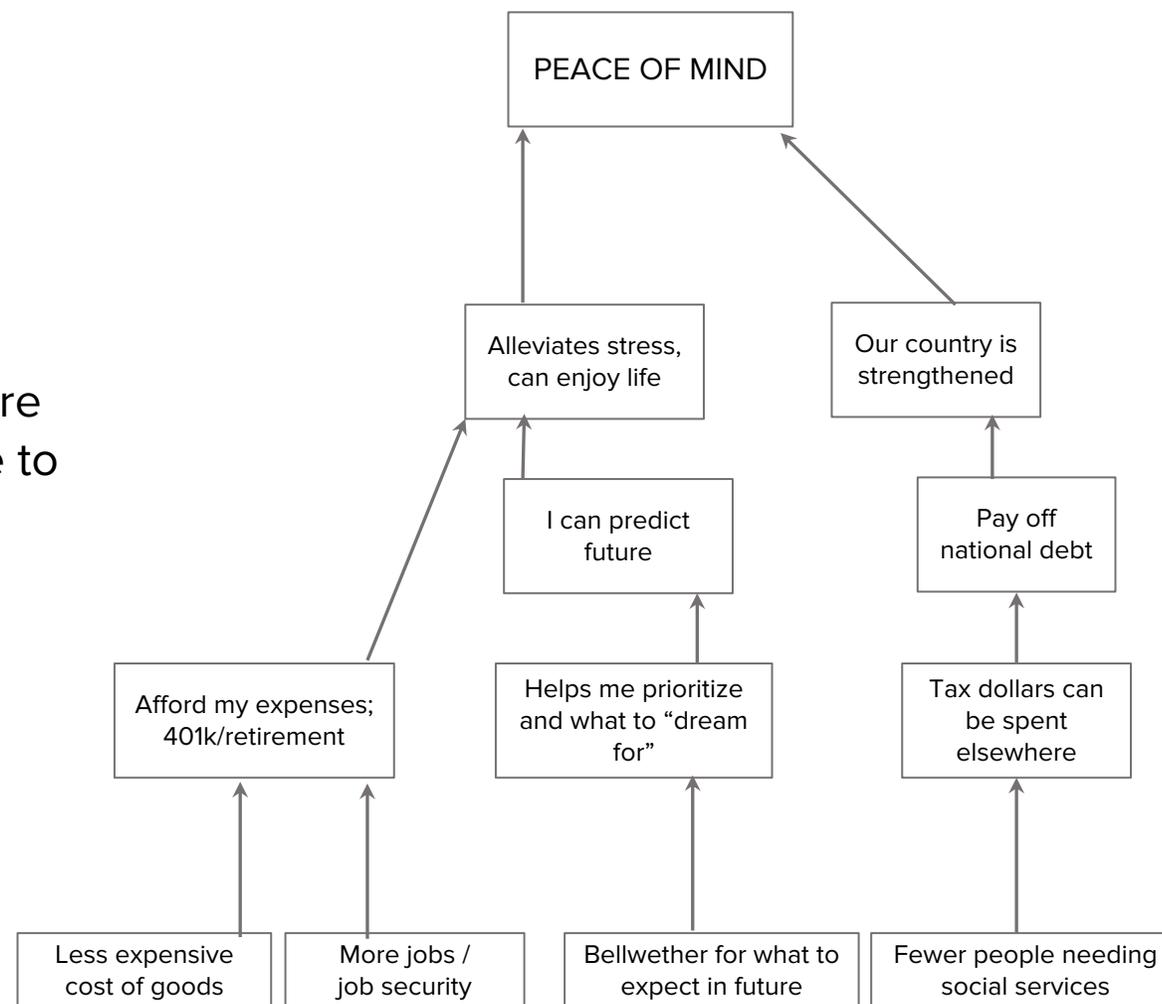


ECONOMY: PEACE OF MIND

The economy serves as a bellwether for women to be pragmatic—to set their expectations for the future.

Being able to set expectations alleviates stress; they are not asking to be without concern, but rather to be able to have information that allows them to plan.

This values network is the only place “tax dollars” are mentioned. Their priority around taxes is for better reallocation rather than for refunds or cuts.

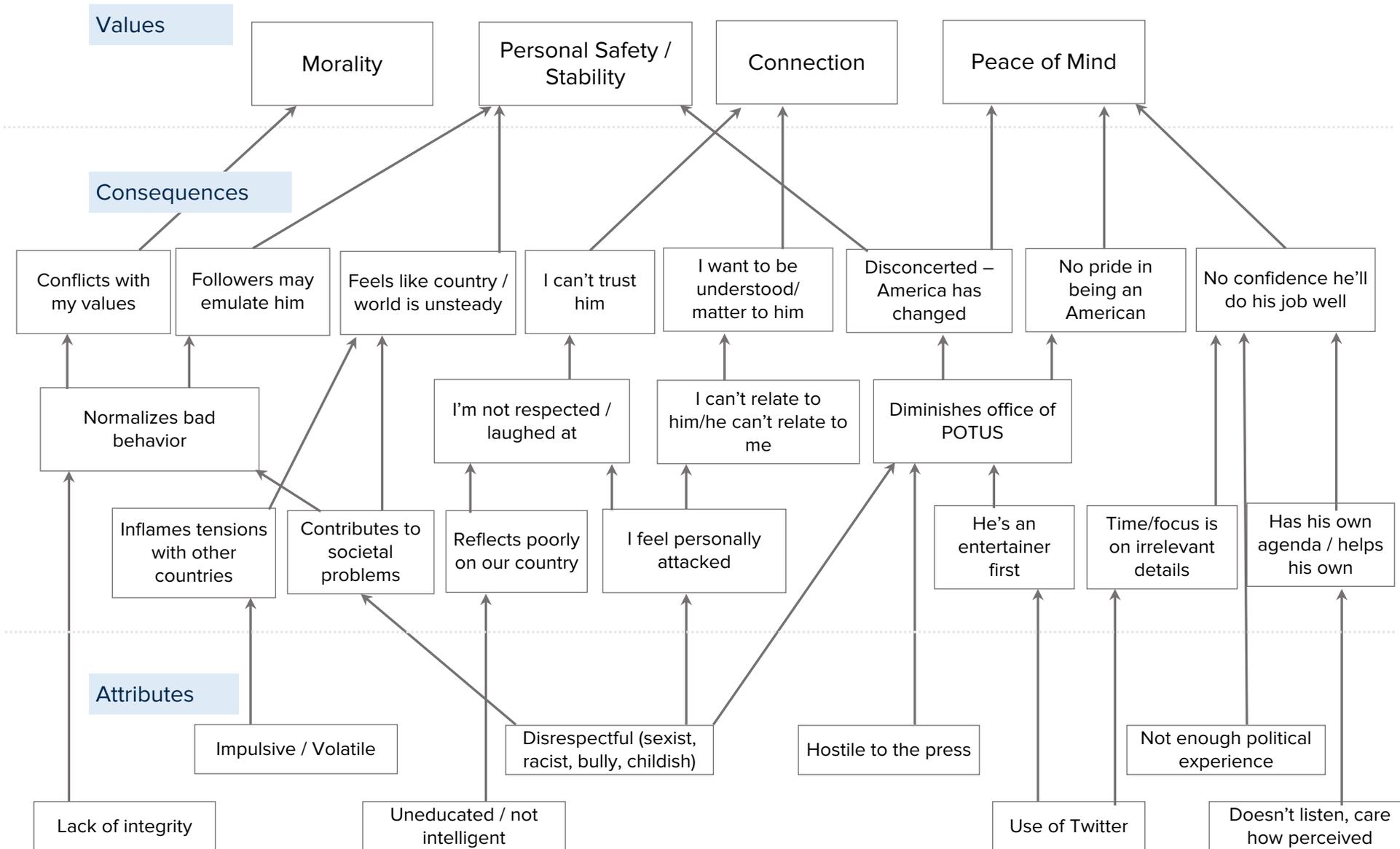


Trump

4

*A POTUS WHO
DOES NOT CARE*

Attainable Suburban Women & Anti-Trump



TRUMP IS A PRESIDENT WHO...

doesn't care...

about them

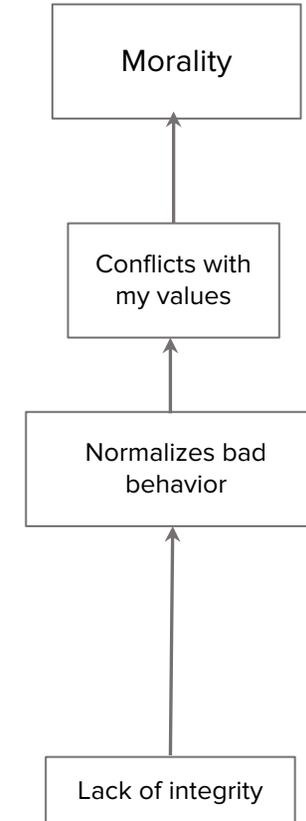
about his duties

about the office that is under his stewardship

Suburban Woman want a President who communicates that he cares. Instead, they believe Trump actively and routinely communicates to them that they do not matter.

ANTI-TRUMP: MORALITY

Suburban Women say the effects of Trump's "lack of integrity" extend beyond just him, and they normalize actions that conflict with their values.

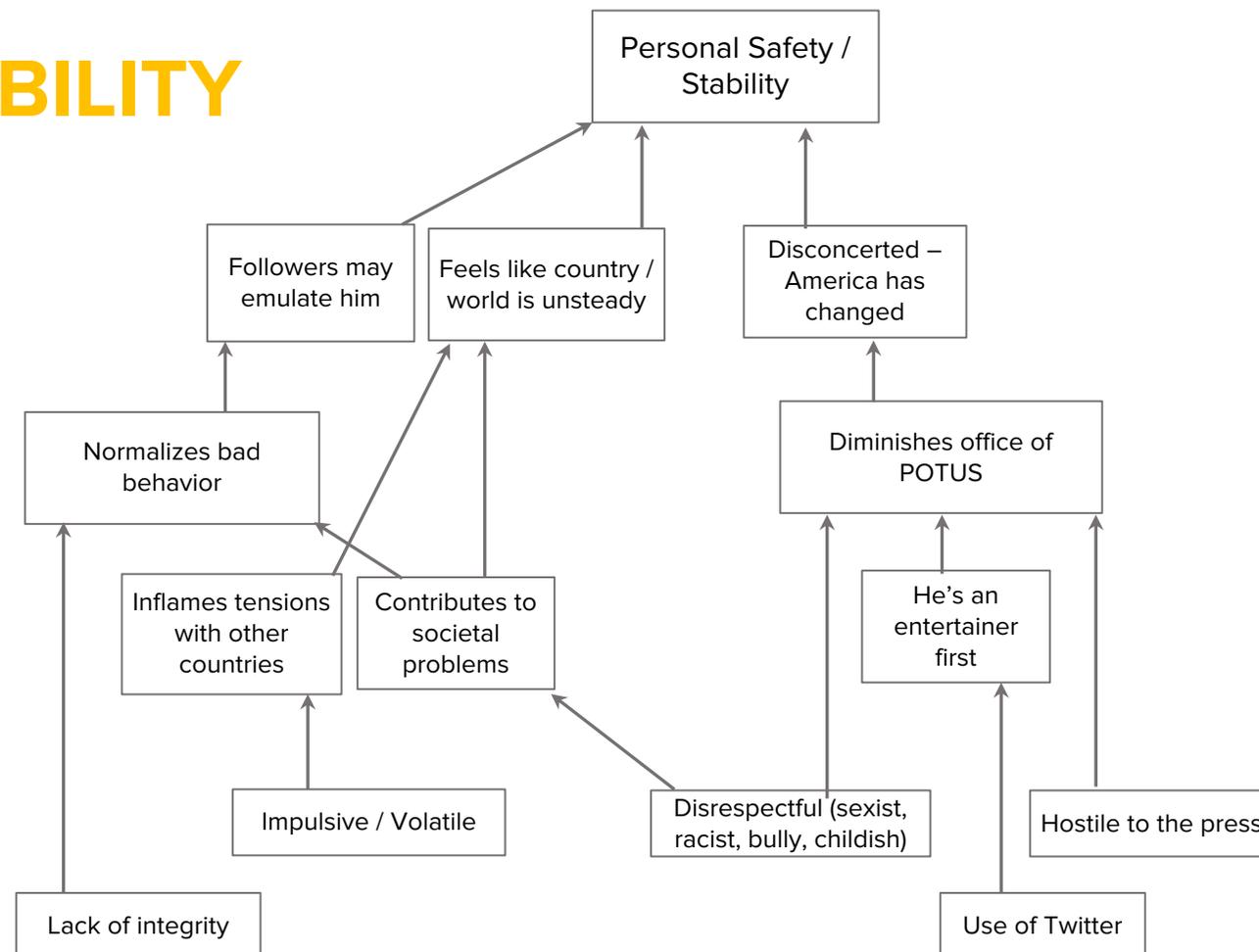


ANTI-TRUMP: SAFETY/STABILITY

These women believe that Trump challenges their values of personal safety and stability in two ways:

- He exhibits bad behavior that will be adopted by his supporters
- He diminishes the office of the President in a way that signals America has changed.

To them, a fundamental way in which he diminishes his office is through the use of Twitter – which signals that his focus is on entertaining before governing.



ANTI-TRUMP: CONNECTION

Suburban Women feel distanced and disconnected from Trump. They assign negative attributes to his intelligence and what they perceive to be his disrespectful remarks.

Despite this, they want to have a connection with their President.

Women used similar wording to describe this value:

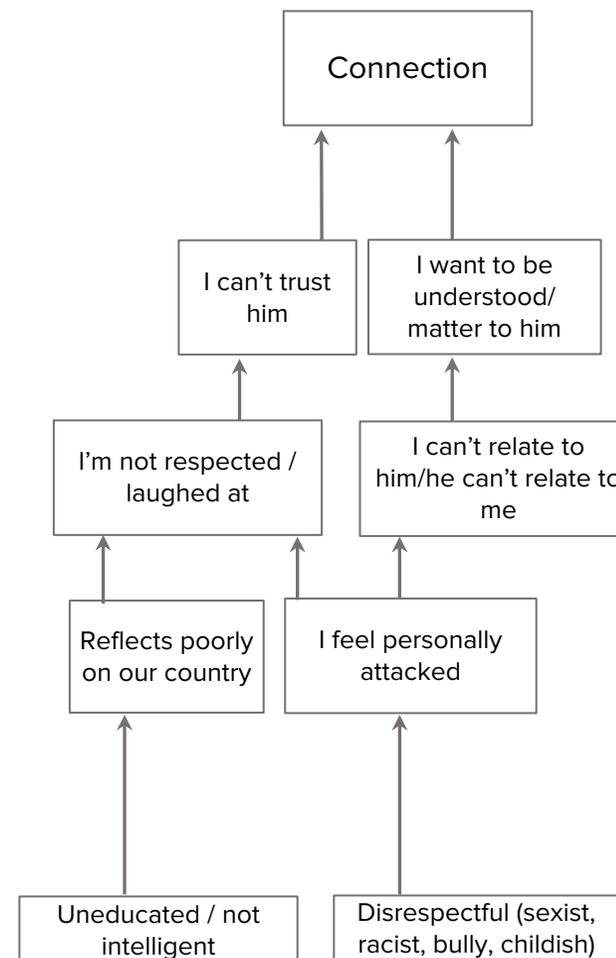
“I want to be represented, to matter to him.”

“I feel like I don’t matter to him.”

“I don’t feel understood by him. I want to be understood.”

“I want someone more like me.”

“I want respect, to feel safe with my president.”

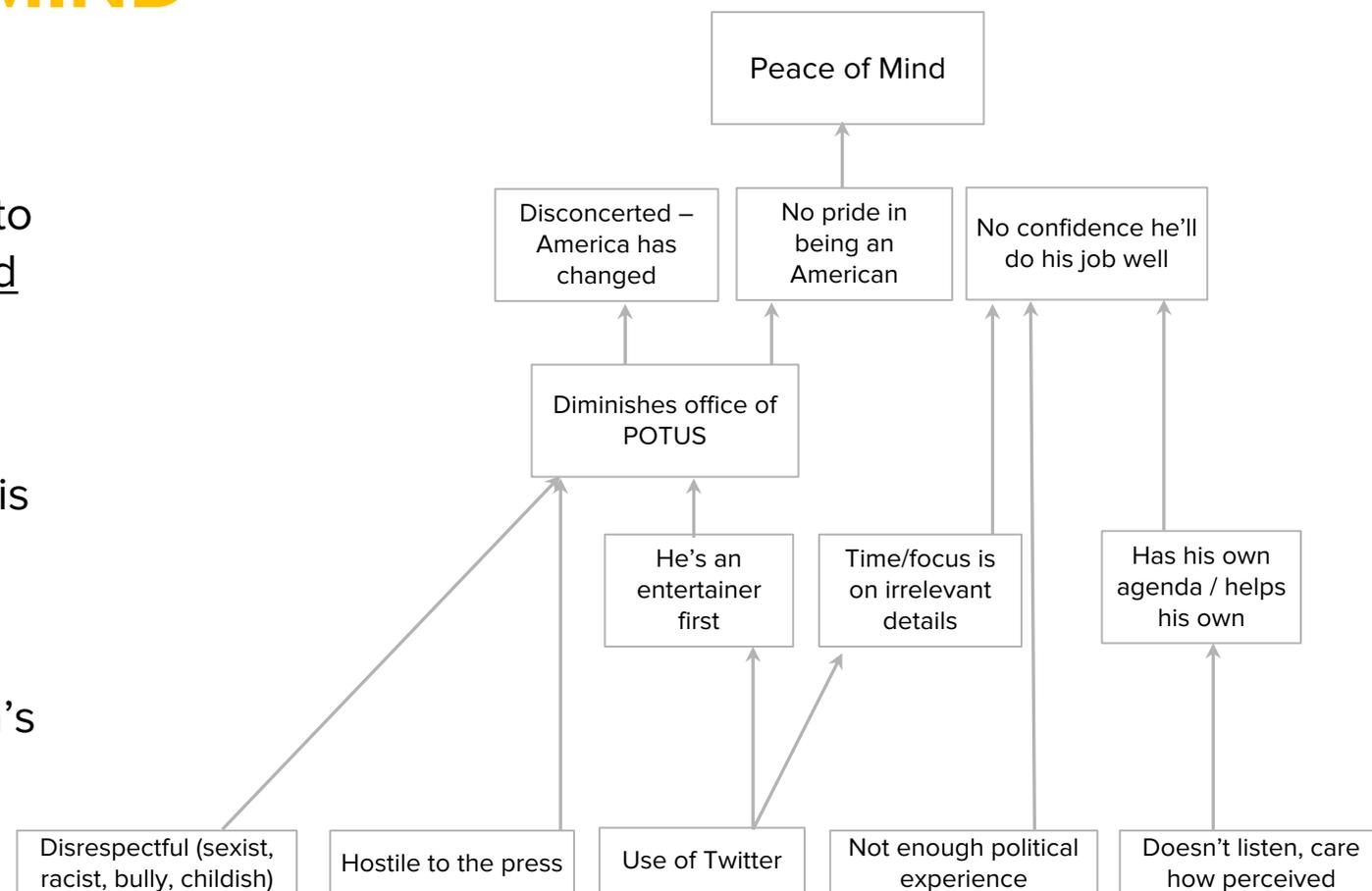


ANTI-TRUMP: PEACE OF MIND

These suburban women believe Trump doesn't listen or care how he's perceived, leading them to say he's pursuing his own agenda without regard for what others need.

This, combined with his lack of political experience, indicates to them that he won't do his job well – their views are reinforced as they observe the time he spends tweeting.

Suburban women are disconcerted that America's presidency is being changed, feel they cannot have pride in being an American, and lack confidence that Trump will do his job well.



The Frontier Lab

THE PATH TO PEACE OF MIND

5

OVERARCHING VALUE: PEACE OF MIND

“Peace of Mind” transcends all policy areas and anti-Trump Values Laddering analyses:

	<i>Healthcare</i>	<i>Immigration (Reputation)</i>	<i>Immigration (Conflicted)</i>	<i>Economy</i>	<i>Anti-Trump</i>
<i>Values</i>	Peace of Mind Family & Community Value of Time	Pride Family Responsibility	Peace of Mind Cultural Security Altruism	Peace of Mind Community Hope	Peace of Mind Connection Morality Personal Safety / Stability

COMPARISON: Suburban Women vs. Conservatives

	Suburban Women (Anti-Trump)	Conservative Health Care Position	Opt-Out Health Care Position
General attributes	Separate job from HC coverage Reform focus beyond insurance Alternative medicine coverage Better use of tech in care Reduced costs of care Affordable coverage for all Understandable/predictable fees Choice of my doctors and care Value for money spent No free rides Resolve the issue	Gov't shouldn't be mandating Better options for best care Innovation Sometimes free market is only choice for coverage Gov't has no place in HC Current situation hurts more people Provides competition	Far less expensive Cash makes it process faster Adventurous My situation isn't precarious I get a different price than other patients Feels like a club Faith aspect
Consequences of general attributes	Freer in my choice of job I accomplish more in my life Time with family, better mother Not a burden to others I care about others Reassured I am a good role model Improvement on stress as parent	I don't have to worry I won't overpay Our country operates within set of principles Everyone can get good care	I am providing for my own children I am in control of my time I feel invigorated with freedom I'm more skeptical of government Disappointed in fellow Americans Community of people I don't know Rewarding to integrate it more fully into life
Values	Value of Time Family & Community Peace of Mind	Confidence Equality Protection Peace of Mind	Agency Excitement Community Fulfilment

COMPARISON: Suburban Women vs. Conservatives

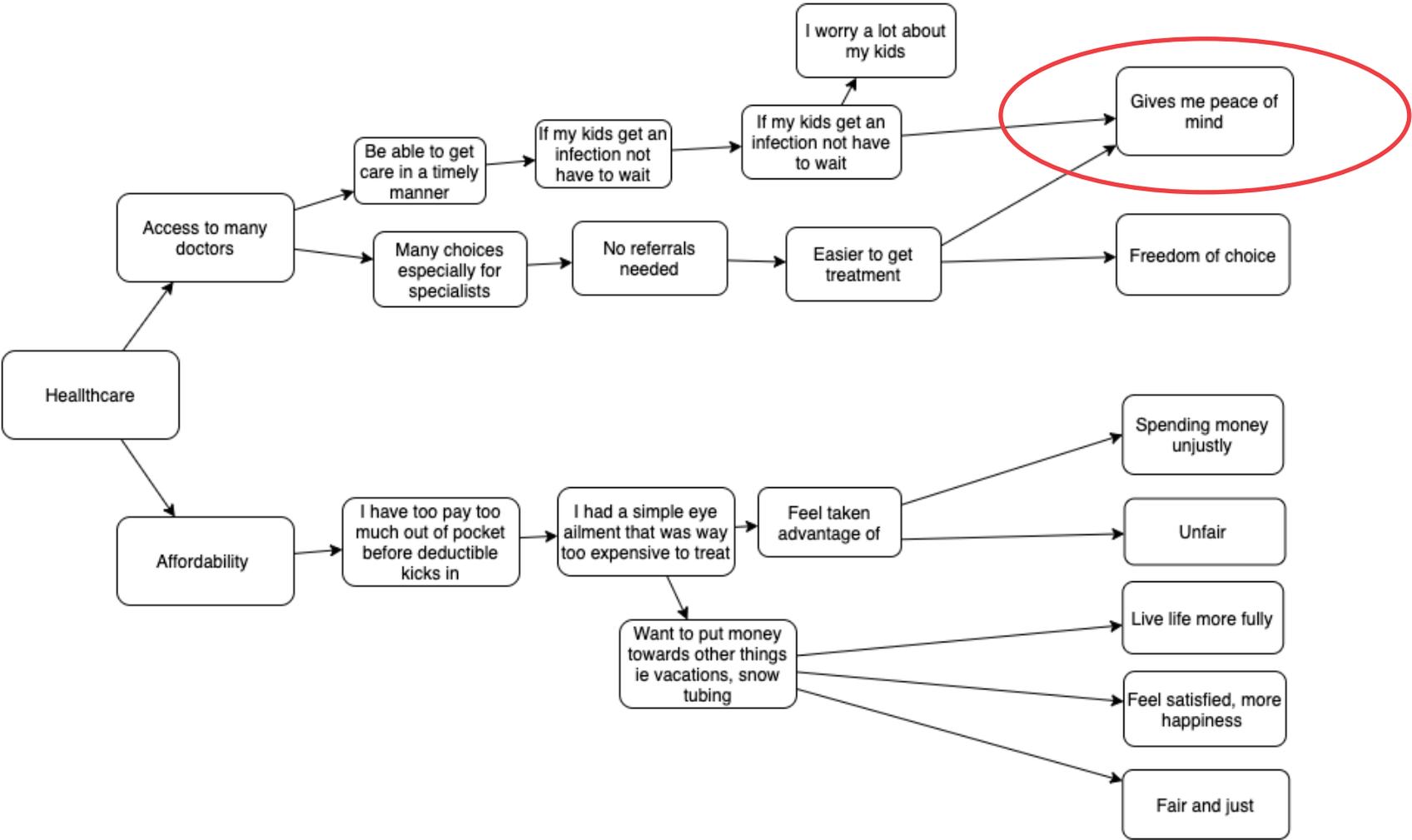
	Suburban Women (Anti-Trump) “Conflicted Carers”	Suburban Women (Anti-Trump) “Reputation Protectors”	Conservative Immigration Opinion
General attributes	Accounts for cultural change Stop criminals from entering Swift and legal processing Ensure will pay taxes and work Consider / protect American jobs Fair to Americans / immigrants Merciful policy	Variety of people in US Acknowledges immigrant past Merciful policy Keeps families together Bipartisan approach to solving	Bring immigrants who share our values Not enforcing laws that exist Safety: crime, guns, germs, drugs Has reached a crisis point Protect American jobs Unfair access to public services Push back against political strategy of the left
Consequences of general attributes	Mentally prepare for cultural changes I am safe and secure Immigrants prosper alongside us Work ethic will improve our culture I am reassured principles of culture aren't changing I can help others	I am participating in progress I acknowledge immigrants' contributions I'm motivated to improve myself I'm an example to my children America is respected by other countries We've always been progressive on immigration I am open-minded	Reconfirms that we are a just nation Our culture is basis for America's success America has ceased as an “idea” I can't tell my kids it is going to get better Health of nation's institutions We are stronger when we help others
Values	Peace of Mind Cultural Security Altruism	Responsibility Family Pride	Order Distinctiveness Hope Safety

APPENDIX A

PEACE OF MIND INTERVIEW LADDERS

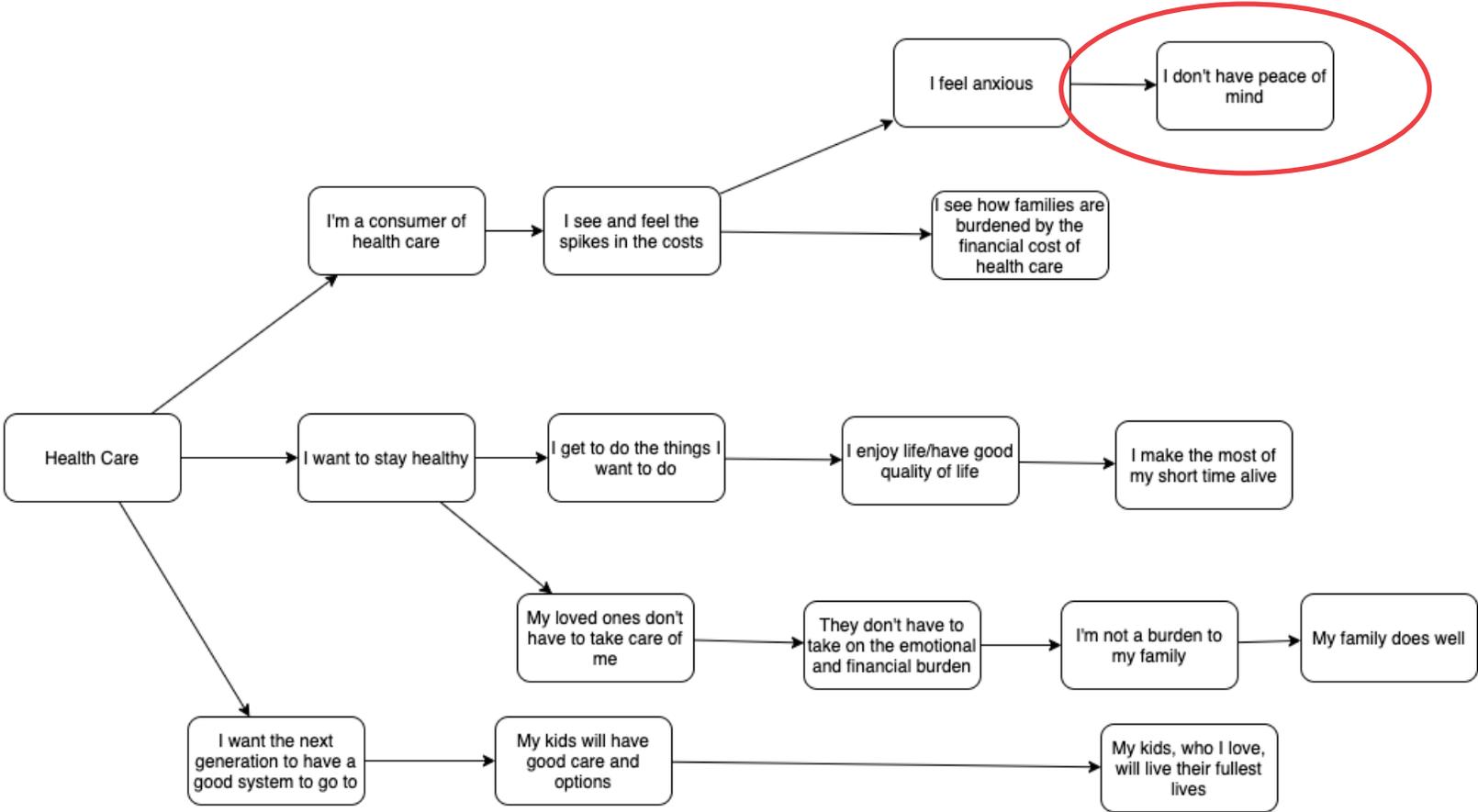
Julia S

41, F



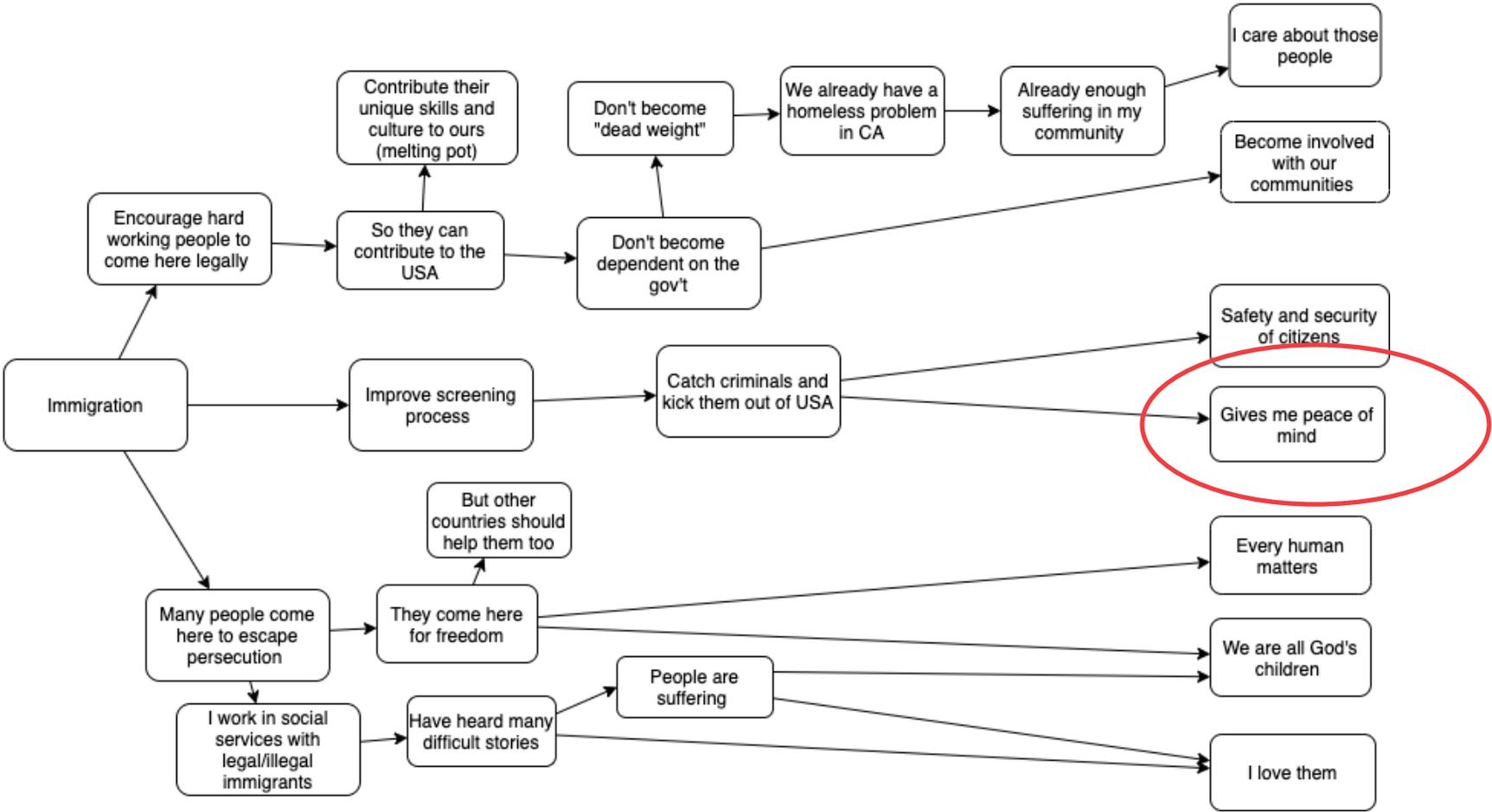
Kim Y.

49, Texas



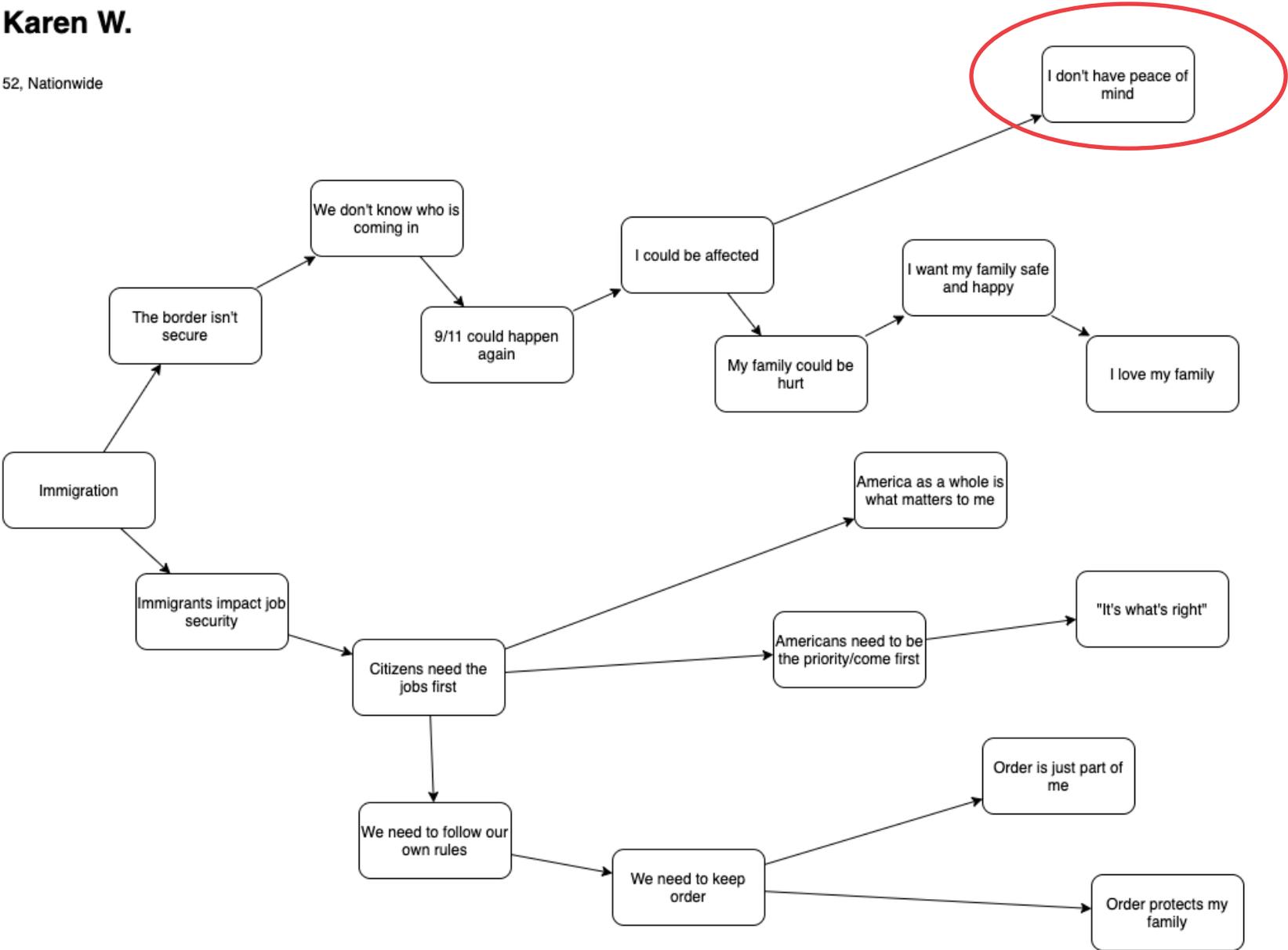
Anna Lynn R.

49, F



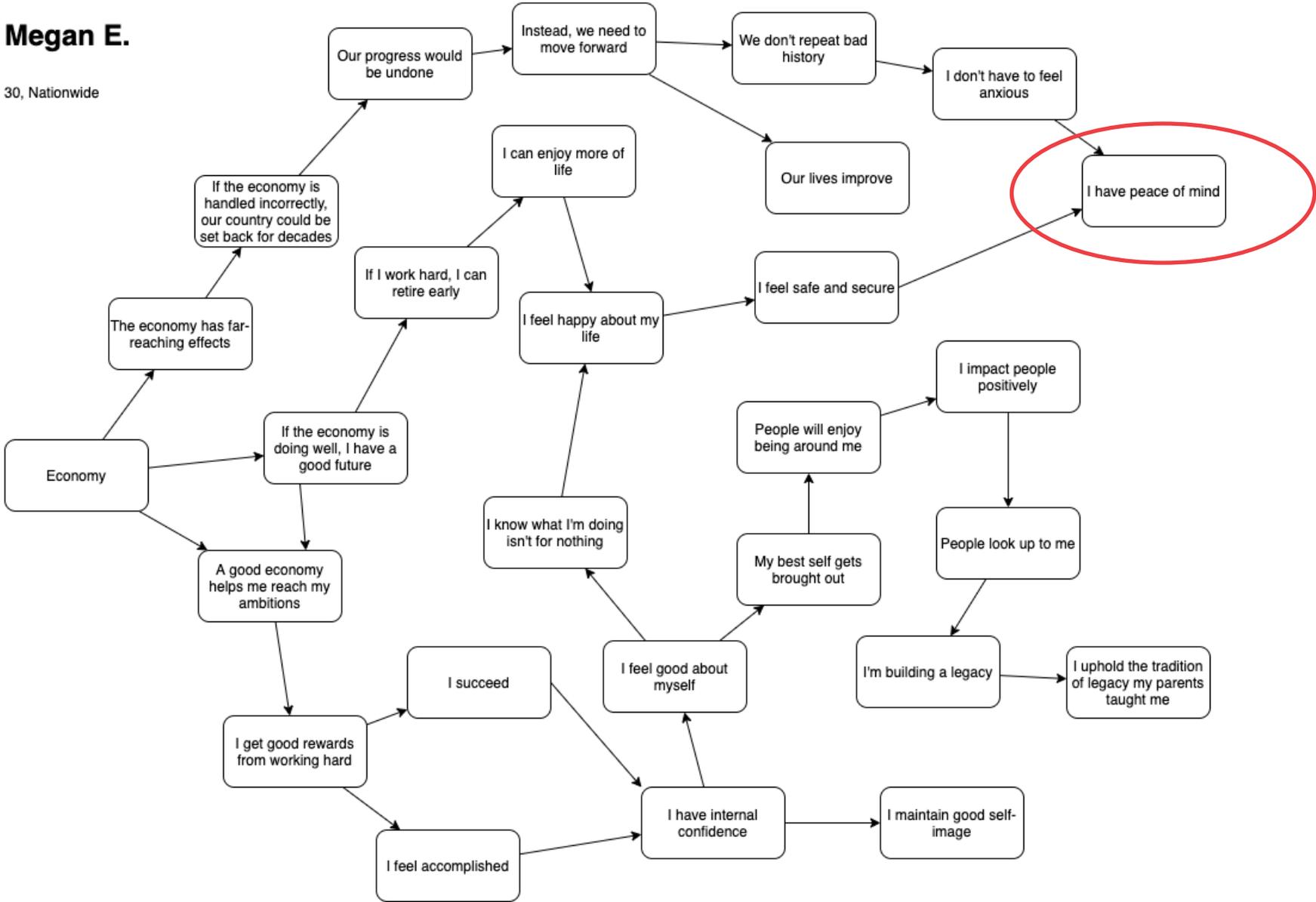
Karen W.

52, Nationwide



Megan E.

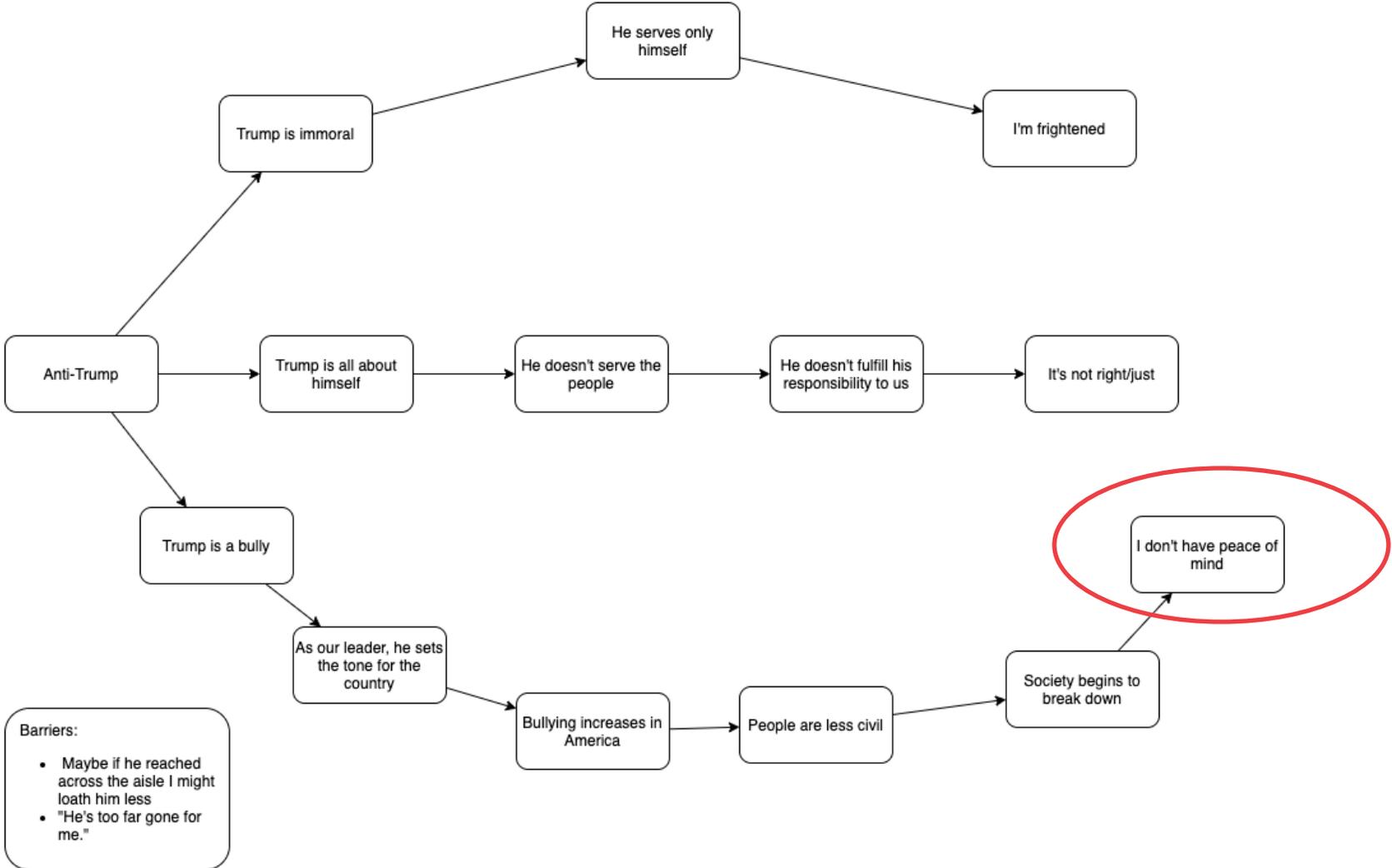
30, Nationwide



Michelle C.

"[Trump] is a lying sack of s**t."

56, Nationwide



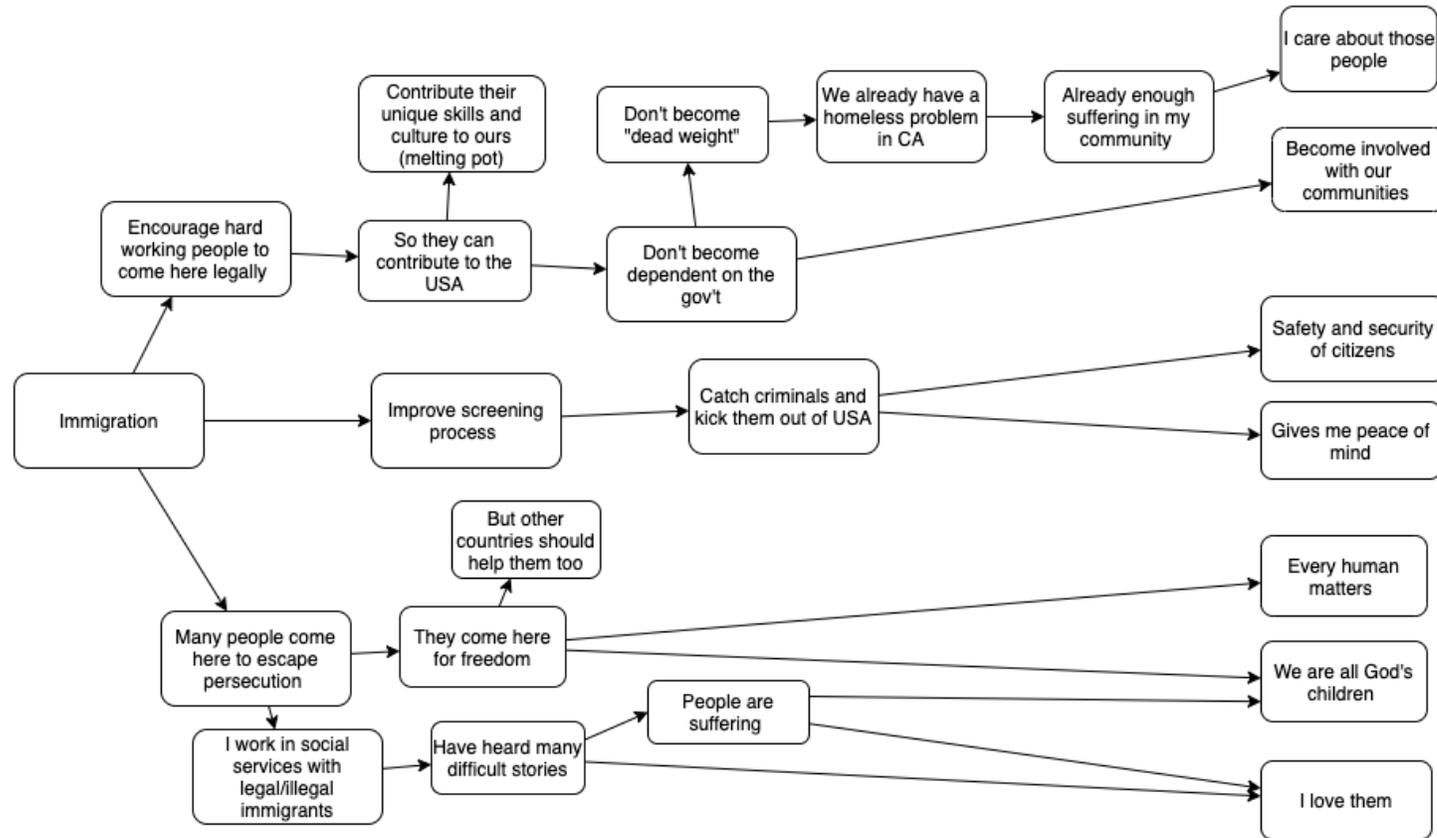
APPENDIX B

SELECTED INTERVIEW LADDERS

Immigration Ladder Example "Conflicted Carer"

Anna Lynn R.

49, F

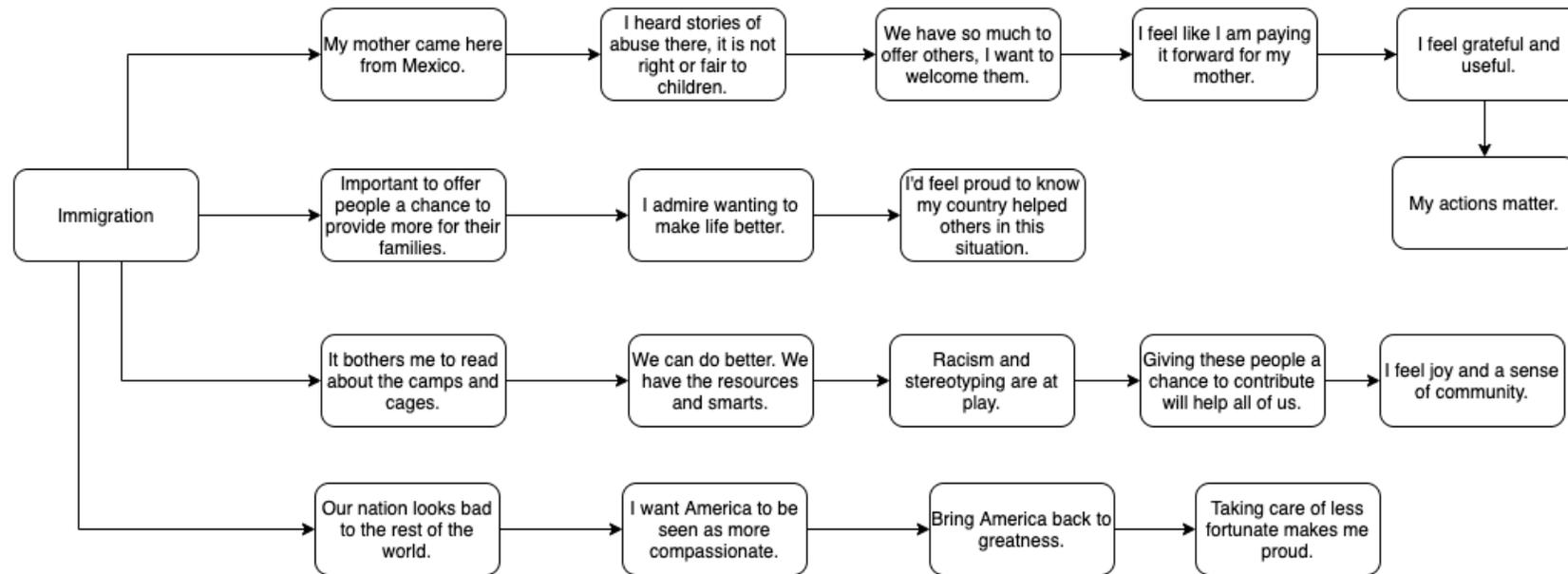


Immigration Ladder Example

Dolly S.

44, F

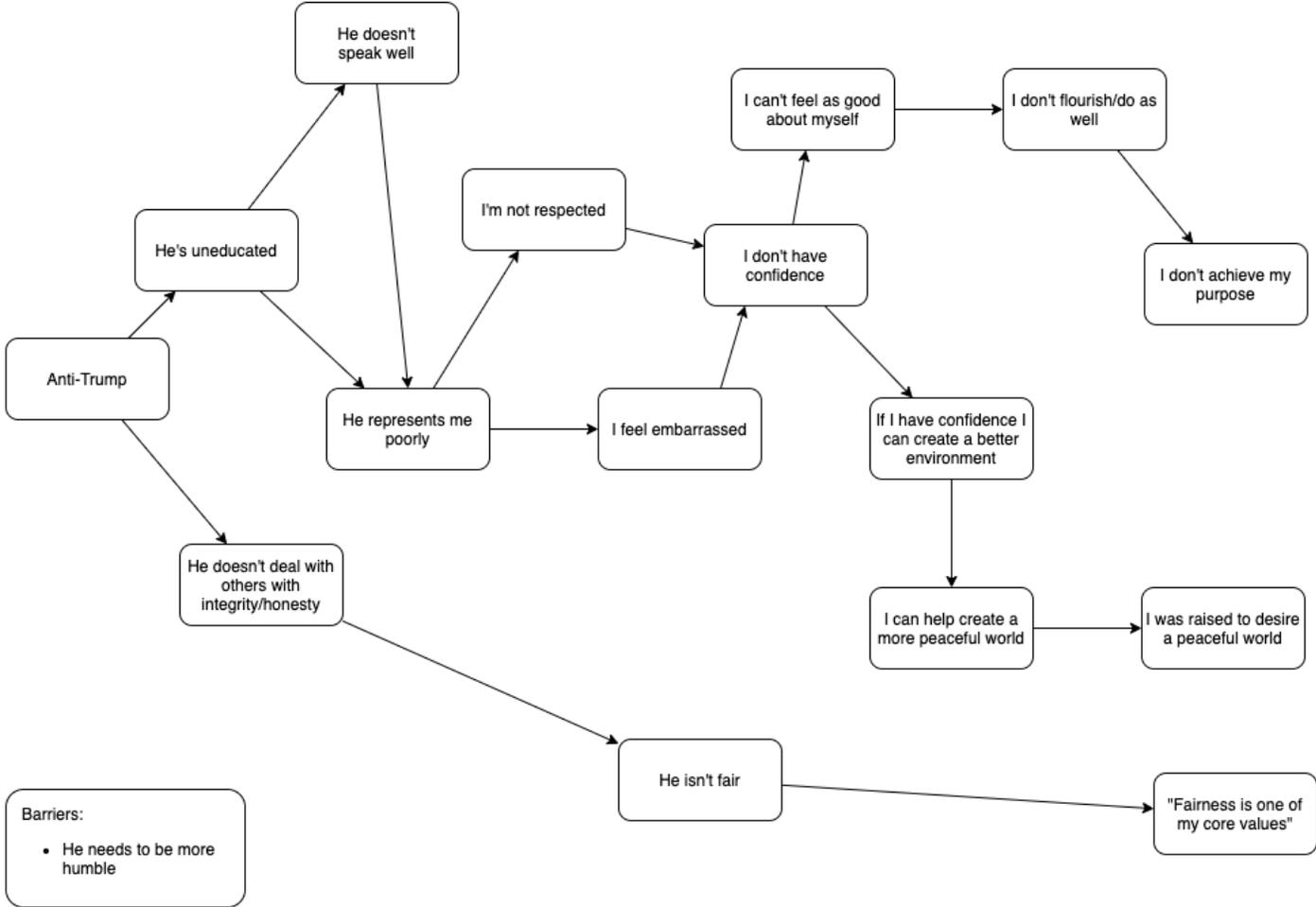
She works with the high school band and hears the students talking about their fear of ICE. "It disgusts me that children have to live like this. And, it breaks my heart."



Anti-Trump Ladder Example

Summer H.

42, Nationwide

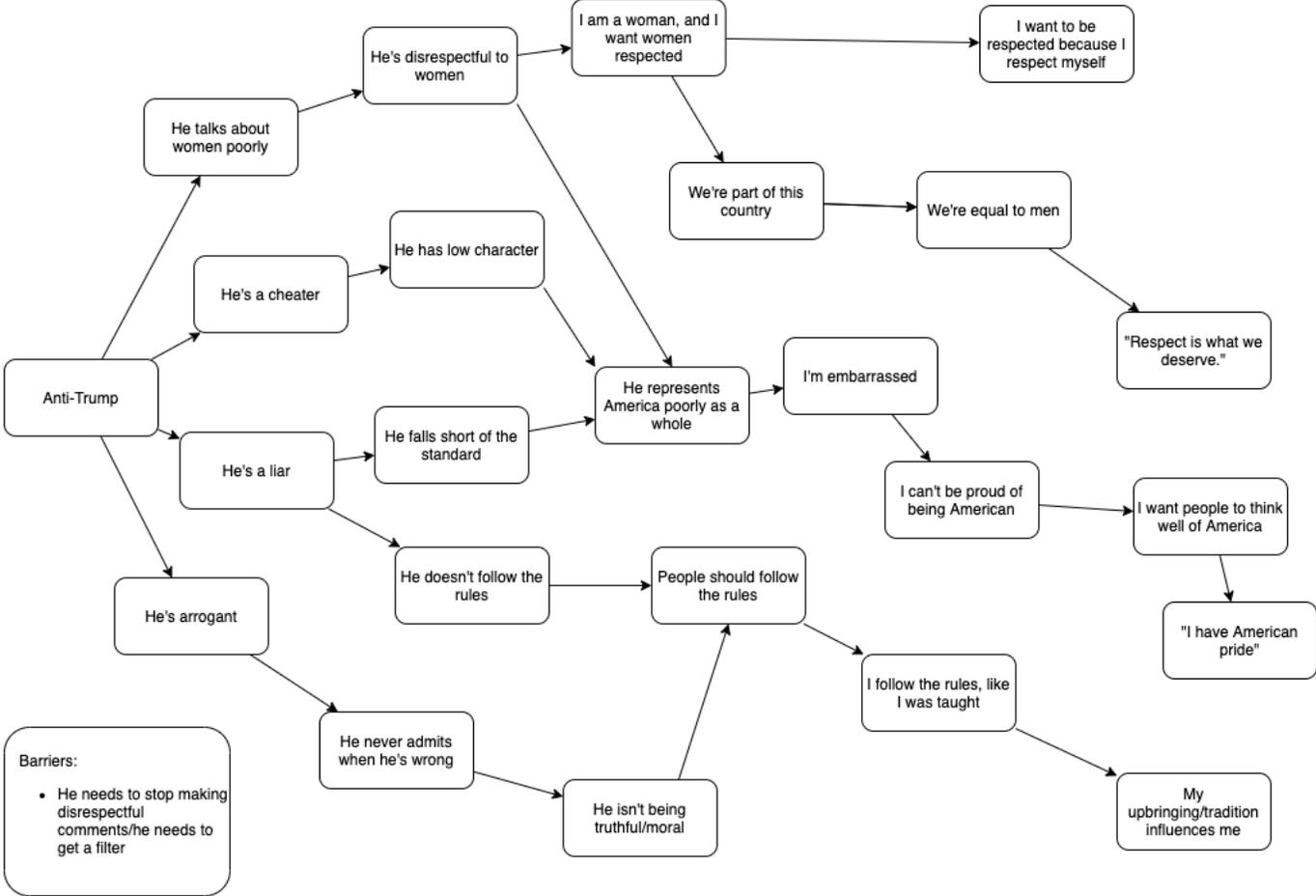


Anti-Trump Ladder Example

Karen W.

52, Nationwide

"People should be as moral as they can be."



Anti-Trump Ladder Example

Anna Lynn R.

49, F

