

A Call To Action

In the age of hyper-partisanship and divisiveness

Rich Zacaroli
Sacramento, CA
rzacaroli@gmail.com

The questions, and the challenge...

- What do Americans really think about the most pressing issues of our time, according to the most reliable sources of information?
- How do we as American citizens distill and make sense of the bombardment of information and opinion we get every day in the cable TV and internet age?
- How can we as voters - the “ultimate rulers” of our great nation - shape a future that we can prosper in, cherish and proudly leave to future generations?
- Two questions for you?
 - What would keep you from voting in 2020?
 - What would incentivize you to vote in 2020?

About me...

- 42 years of management experience in the aerospace sector focused on imaging technologies for space, defense, and commercial applications in agriculture, food processing and product quality assurance
 - Held management positions in Finance, Strategy, Development, Marketing, Operations
 - Experience in small and Fortune 500 businesses
 - Lead a \$50M privately-owned engineering and manufacturing company
 - Expatriated to Europe for 9 years to develop and grow business in Europe, Middle East and North Africa
- Have transacted business in over 30 countries in Europe, North Africa, Middle East, South America and Asia – have visited over 50 countries in total
- Held U.S. Government and NATO security clearances
- 4 years in the U.S. Air Force
- Education:
 - Bachelor of Science degree in Business, Accounting and Economics major
 - Master of Business Administration degree – Change Management Certificate
 - Management course work – Dimensions of Leadership, Lean Practitioner Certified, Six Sigma Greenbelt, ISO 9000 certification experience
- 30 years of NGO Board Governance Experience and Civic Engagement
 - Served on numerous boards of directors in the Banking (Credit Union), Cultural Exchange, International Education and Community Development sectors
- Active in Rotary International – Foundation chair
- Blended family with 5 children (all grown) and 12 grandchildren

Sources of information cited in this presentation

Pew Research - <https://www.pewresearch.org>

Real Clear Politics - <https://www.realclearpolitics.com>

Gallup - <https://www.gallup.com/home>

KFF (Polls on National Health Issues) - <https://www.kff.org>

Transamerica Center for Health Studies- www.transamericacenterforhealthstudies.org/

U.S. Census Bureau - <https://www.census.gov/>

NPR - <https://www.npr.org/tags/152255668/public-opinion>

Ad Fontes Media - <https://www.adfontesmedia.com/>

Bloomberg Data - <https://www.bloomberg.com/professional/product/market-data/>

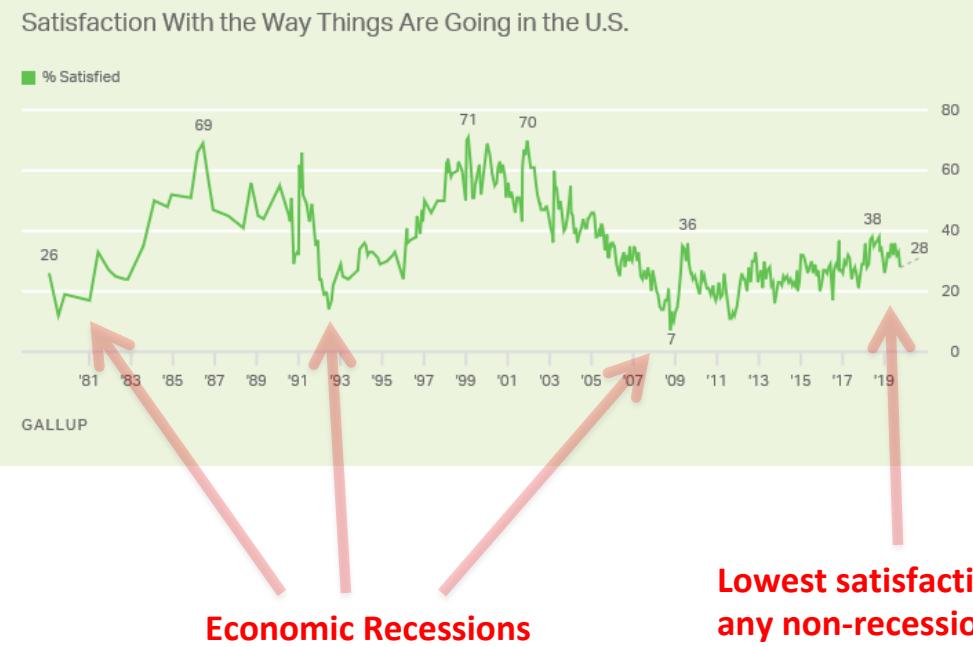
Most of us can *probably* agree on one thing - that we are stuck in a hyper-partisan gridlock that prevents us as a nation from addressing and resolving the most important issues that affect our nation's future



Search ID: cwin3654
"How about I give a little, you give a little, we come up with something no one likes, and call it a day."

How we as U.S. citizens view our country

Satisfaction with the Trajectory of the U.S.
Gallup Poll updated on October 13, 2019



Public is broadly pessimistic about the future of America

% saying ...



When the public looks to the future of the U.S. over the next 30 years, they see ...

A country declining in stature on the world stage

The U.S. will be LESS important in the world | The U.S. will be MORE important in the world

60% 31%

A widening gap between the haves and the have-nots

Gap between rich and poor will GROW | Gap between rich and poor will GET SMALLER

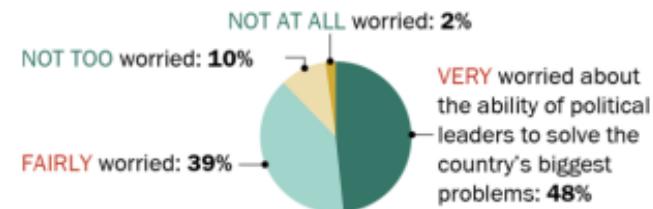
73 19

Growing political polarization

Country will be MORE politically divided | Country will be LESS politically divided

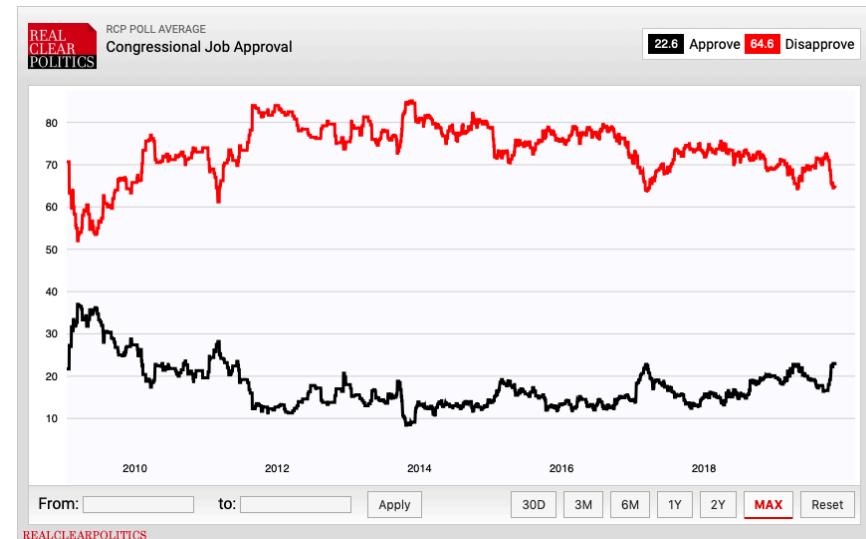
65 26

And they are worried that the country's political leaders are not up to the challenge

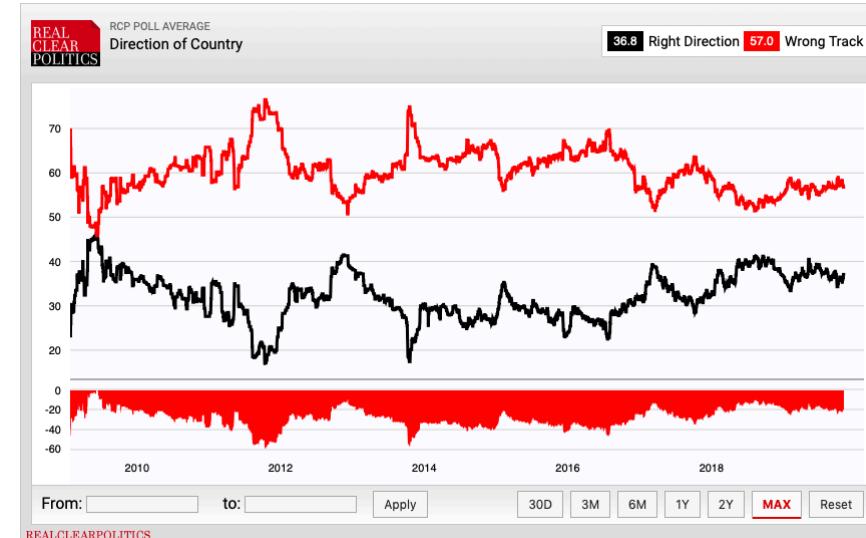


How we as
U.S. citizens
view our
country

We have little faith in our
Government institutions, and
have long believed that the
direction of our country is on
the wrong track



Compilation of 8 polls updated on 11/6/2019



Compilation of 5 polls updated on 11/6/2019

The environment

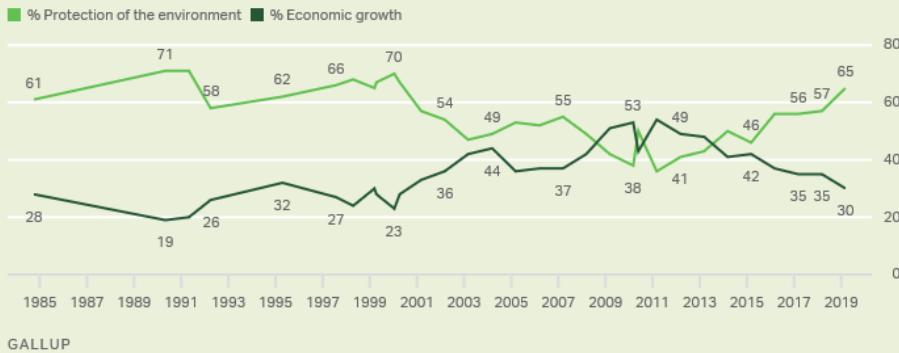
The majority of Americans feel the Government is doing too little to protect the environment

We have long believed that the environment should even take priority over economic growth!

People under the age of 30 are most concerned about the environment

Environmental Protection vs. Economic Growth

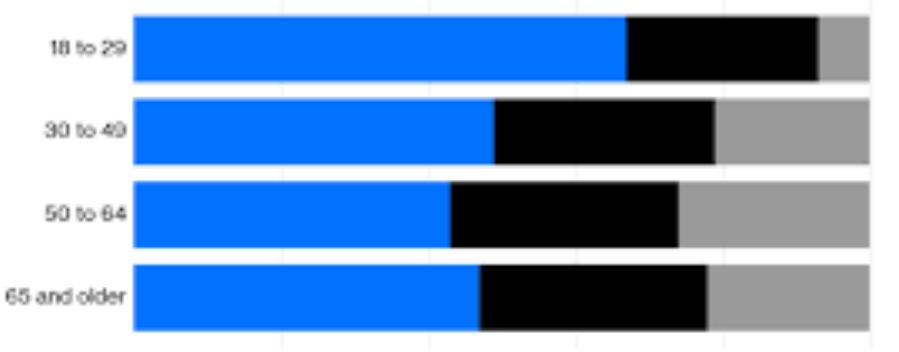
With which one of these statements do you most agree -- protection of the environment should be given priority, even at the risk of curbing economic growth (or) economic growth should be given priority, even if the environment suffers to some extent?



The Young Are Concerned

Different views of climate change by age group, 2019

■ Concerned believers ■ Mixed middle ■ Cool skeptics



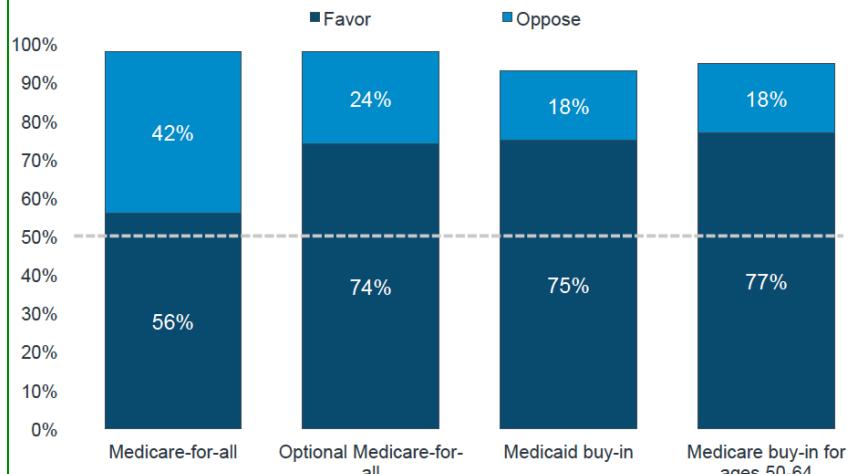
Source: Gallup

BloombergOpinion

Healthcare

Broad Support For Proposals To Expand Public Health Insurance Programs

Percent who favor or oppose:

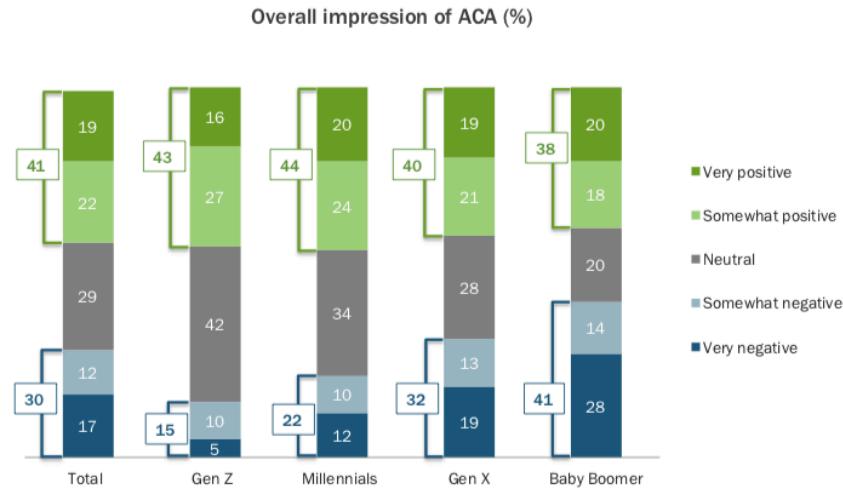


KFF
HENRY J. KAISER FAMILY FOUNDATION

SOURCE: KFF Health Tracking Poll (January 9-14, 2019). See topline for full question wording and response options.

The majority of Americans believe assuring that all Americans have healthcare is the responsibility of our Government

Only a small percentage of Gen Z and Millennial groups have a negative impression of the Affordable Care Act (ACA) – known as “Obamacare”



BASE: All Qualified Respondents (August 2018, n=3604, Gen Z, n=267, Millennials, n=1172, Gen X, n=1003, Baby Boomer, n=1162) Q1916. What is your overall impression of the ACA?

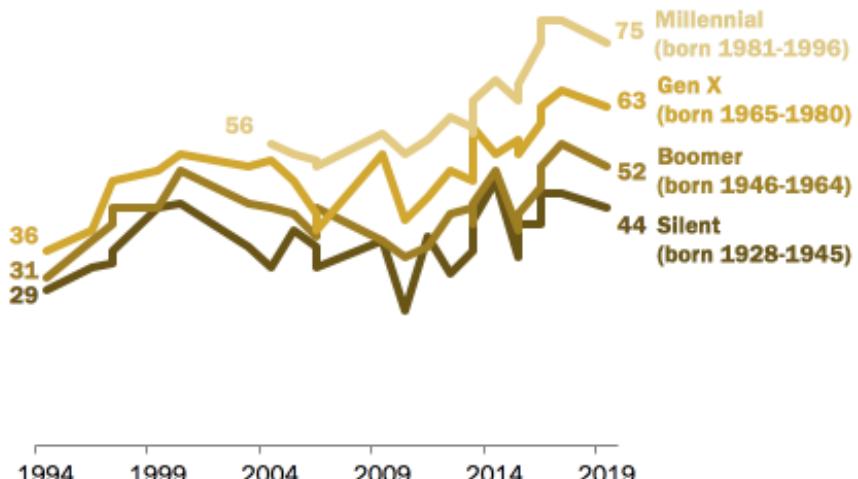
www.transamericacenterforhealthstudies.org/

TRANSAMERICA CENTER
FOR HEALTH STUDIES

Immigration

The majority of Americans believe that immigration strengthens the country

% who say immigrants strengthen our country because of their hard work and talents



Source: Survey of U.S. adults conducted Jan. 9-14, 2019.

PEW RESEARCH CENTER

% who say immigrants to the U.S. ...

Burden country by taking jobs, housing, health care

63

31

Strengthen country because of their hard work, talents

62

28

1994 1999 2004 2009 2014 2019

1994

1999

2004

2009

2014

2019

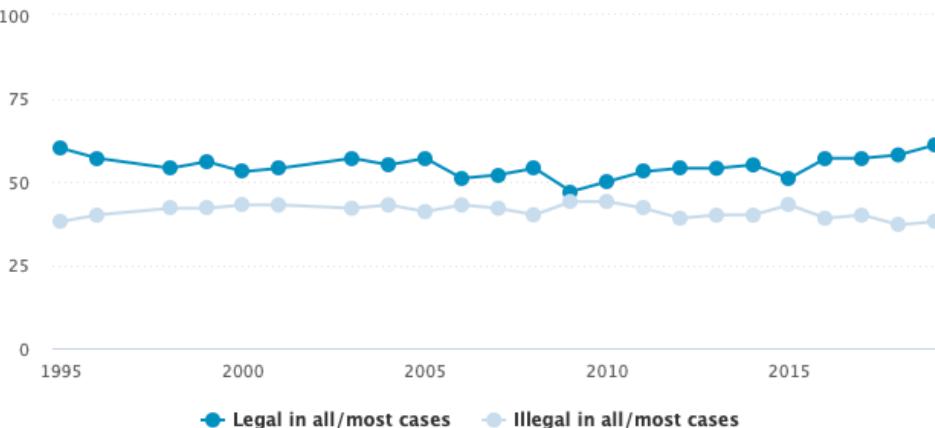
Younger voters most strongly feel that immigration strengthens our country

feel that immigration strengthens our country

Reproductive Health Policy

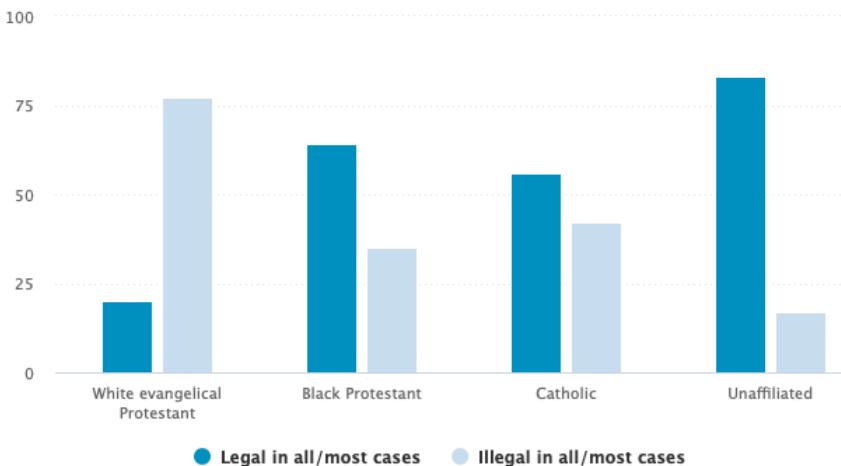
Based on an August, 2019 Pew Research study, most Americans think abortion should remain legal

% of U.S. adults who say abortion should be legal/illegal (1995-2019)



PEW RESEARCH CENTER

% of U.S. adults who say abortion should be legal/illegal, by religion (2019)



PEW RESEARCH CENTER

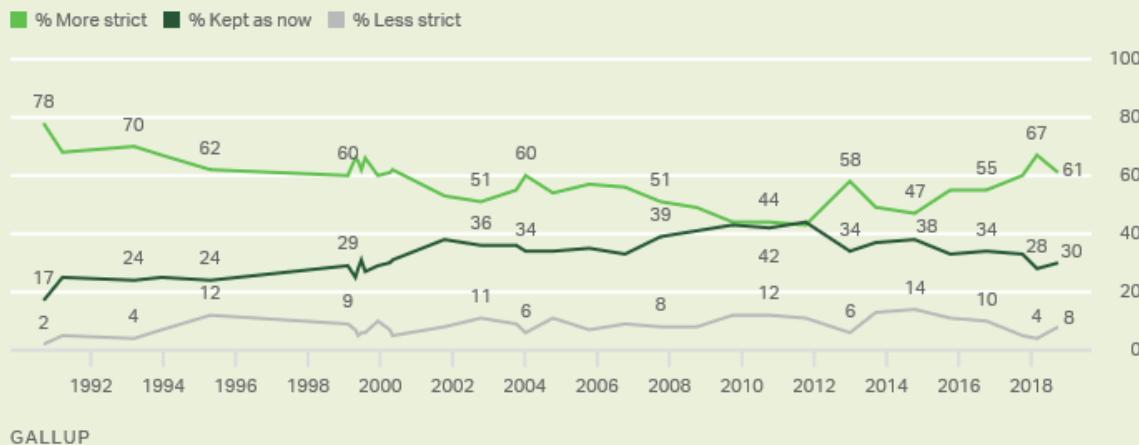
Views on abortion are very much faith-based

Gun Control

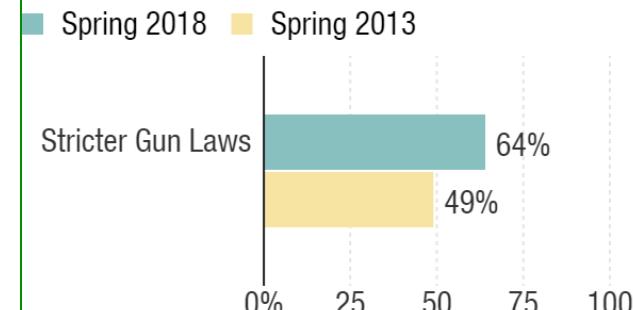
The great majority of Americans favor more stringent gun control

Younger citizens in particular want stricter gun laws

In general, do you feel that the laws covering the sale of firearms should be made more strict, less strict or kept as they are now?



Young People (Ages 18-29) Who Want Stricter Gun Laws

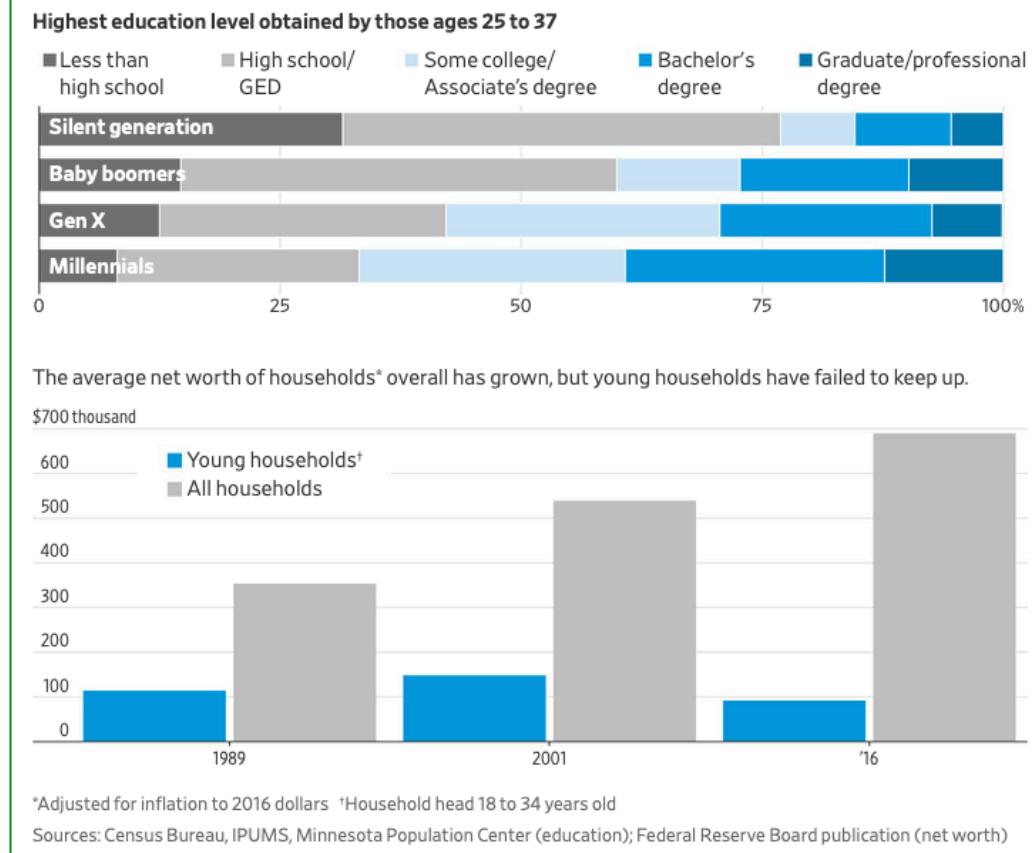


Source: NPR Public Opinion Poll

Younger citizens have additional incentive to become more involved in the legislative process at the national, state and local levels

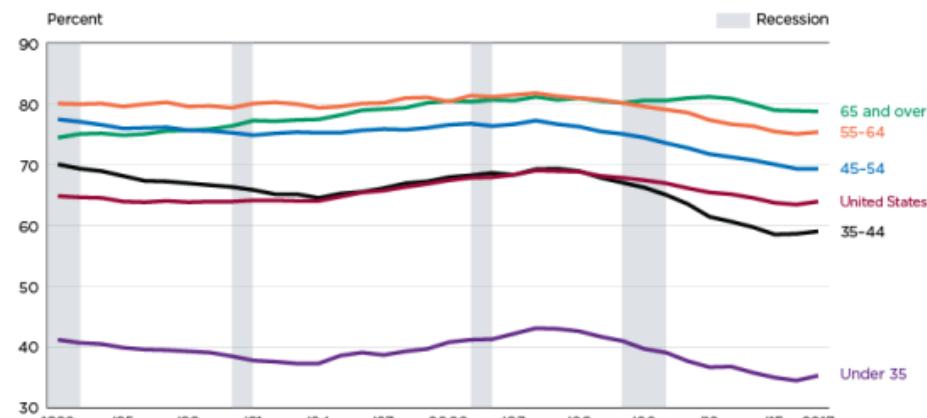
Despite being more educated than any generation before, they are not sharing in the American dream

The average net worth in young households has declined in real dollars



Home ownership rates have declined sharply in age groups 44 and under

Figure 1.
Annual Homeownership Rates for the United States by Age Group: 1982-2017

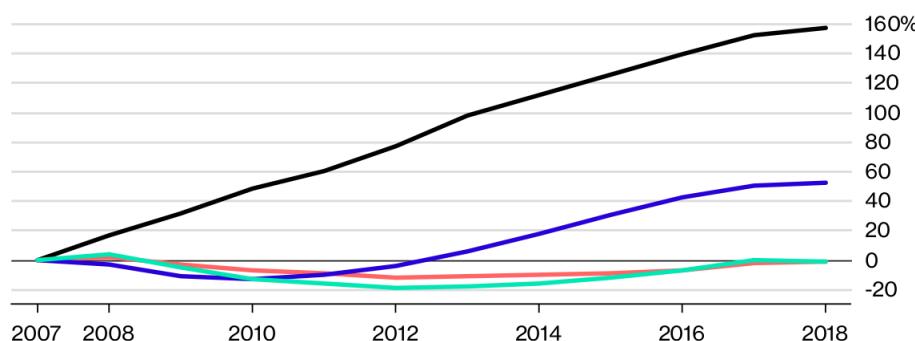


Sources: U.S. Census Bureau, Current Population Survey/Housing Vacancy Survey, February 27, 2018; recession data from the National Bureau of Economic Research, <www.nber.org>.

Student Debt Just Keeps Growing

Student loans are the fastest growing segment of U.S. household debt, seeing almost 157 percent growth since the Great Recession.

Student Loans Mortgages Auto loans Credit card



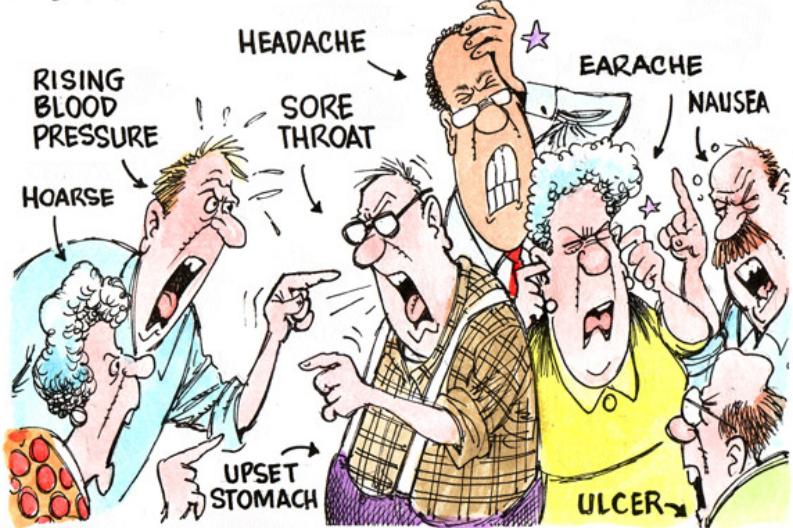
Source: Bloomberg Data

Bloomberg

Student loans are the fastest growing segment of household debt

If we as Americans agree on so many key issues, then why are we stuck in hyper-partisan gridlock?

Symptoms of the Healthcare Debate...



ARGUMENTS AGAINST-



What is wrong when we cannot make progress on issues that a majority of Americans agree on?

The information media in the age of cable TV and internet plays a key role in the hyper-partisan environment we live in

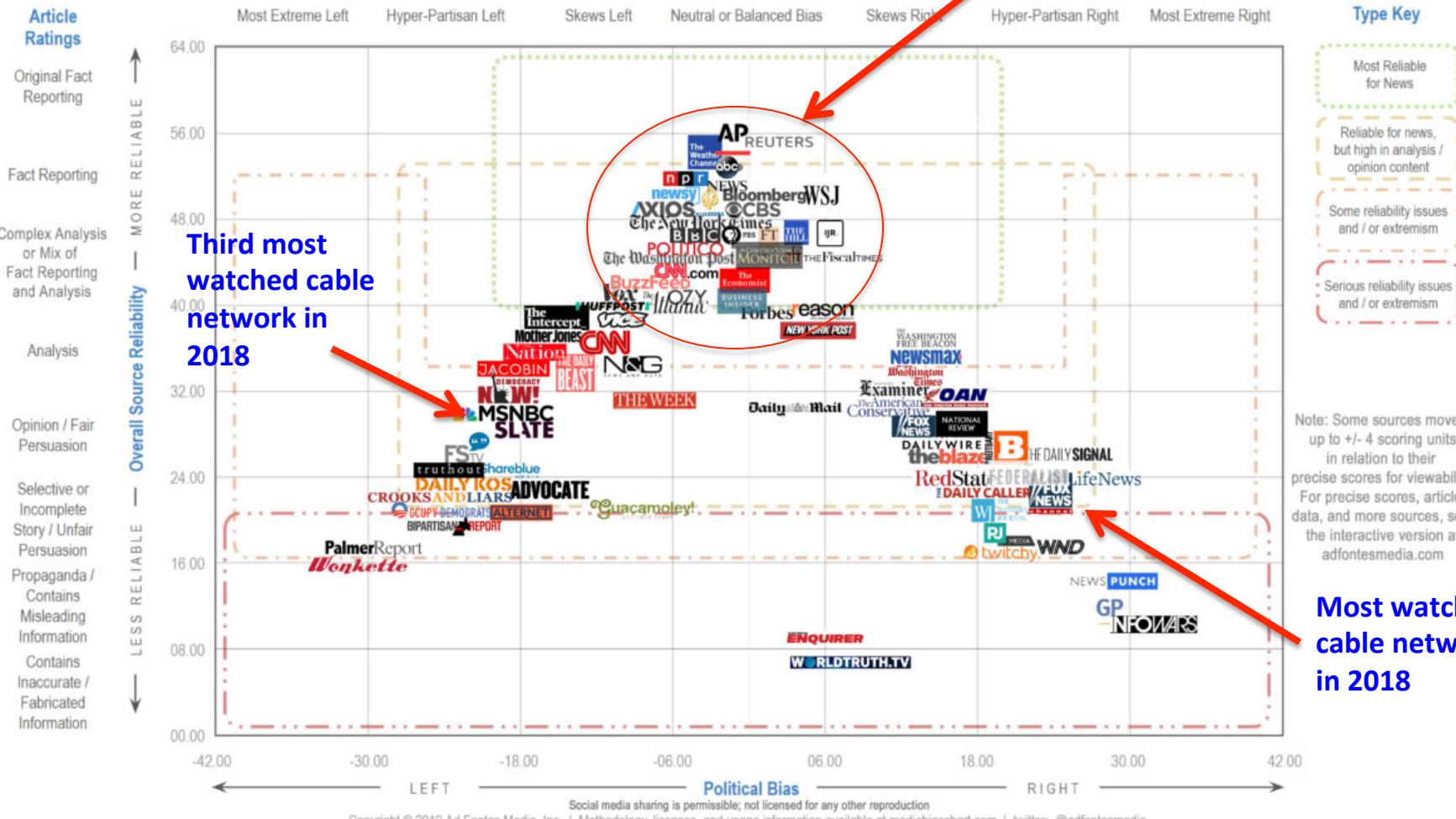


ad fontes media

The Media Bias Chart

Version 5.1

The traditional sources of news before cable TV and internet are clustered in this sector – neutral and fact reporting

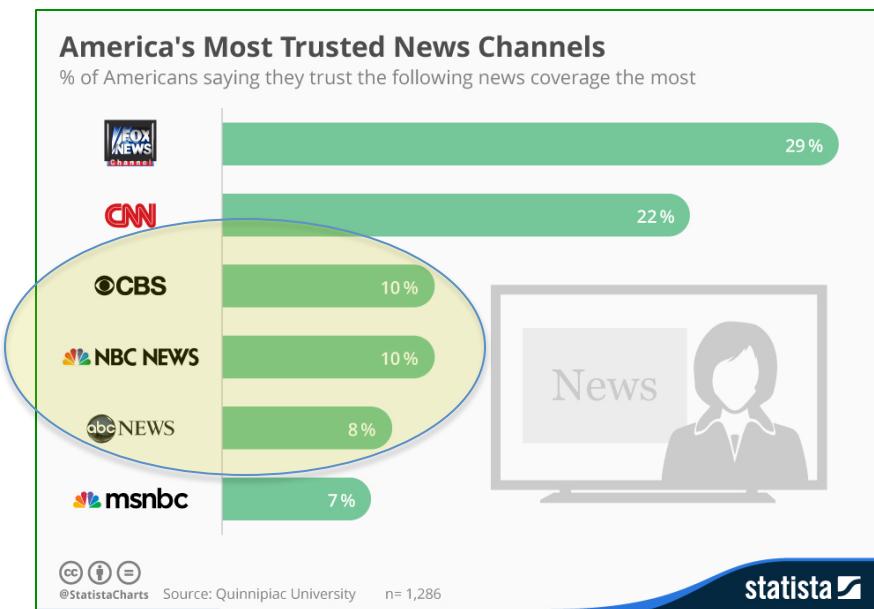


Nearly 1800 individual articles and TV news shows were rated by at least three analysts with different political views (left, right and center)) - For detailed ratings methodology and rubrics visit the Ad Fontes web site:

<https://www.adfontesmedia.com/how-ad-fontes-ranks-news-sources/>

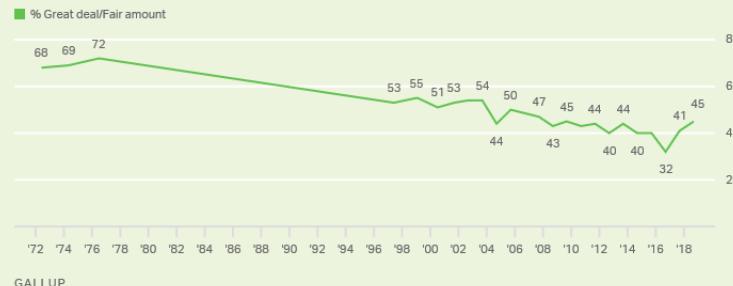
Americans' trust in the news media has steadily declined, despite a recent uptick, and is clearly divided over partisan lines

The most objective and unbiased news outlets are no longer the most trusted!



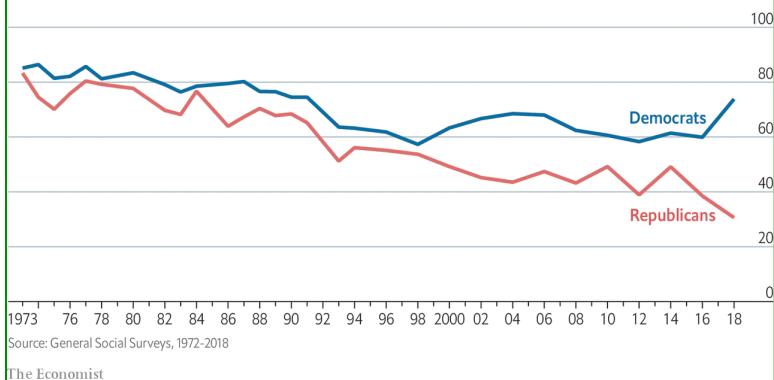
Trust in News Media

In general, how much trust and confidence do you have in the mass media -- such as newspapers, TV and radio -- when it comes to reporting the news fully, accurately and fairly -- a great deal, a fair amount, not very much or none at all?



And that's the way it is

Americans with "a great deal of" or "only some" confidence in the press, by political party, %



A well-informed electorate must pursue balanced sources of news and information upon which to base voting decisions, and listen to both sides of an argument

Over the past 8 years U.S.
Congressional job approval has
consistently averaged between
10% and 20%

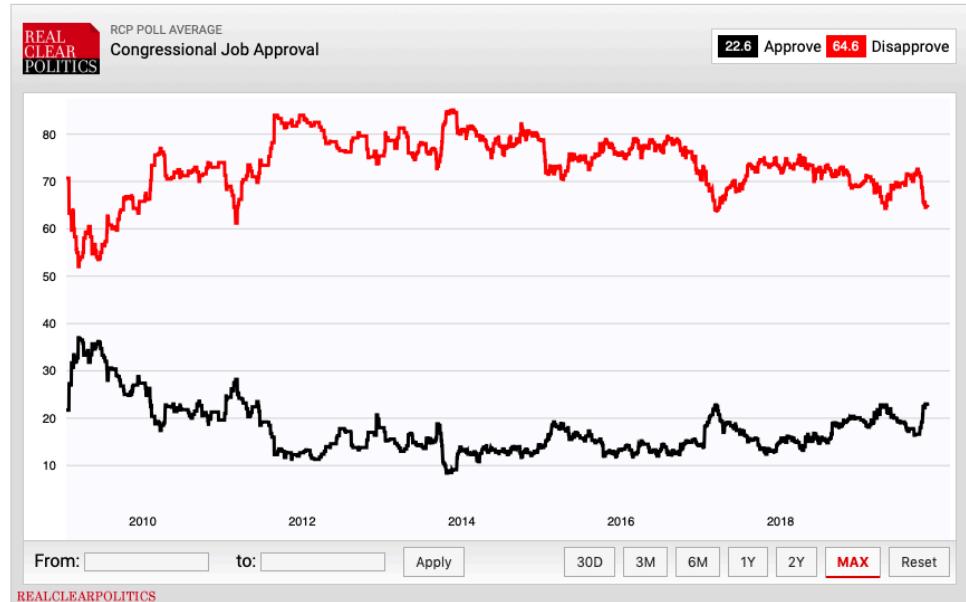


Table 3. Average Length of Service for Members of Congress, 115th-111th Congresses

Average (mean) at the beginning of the Congress, in years and numbers of terms

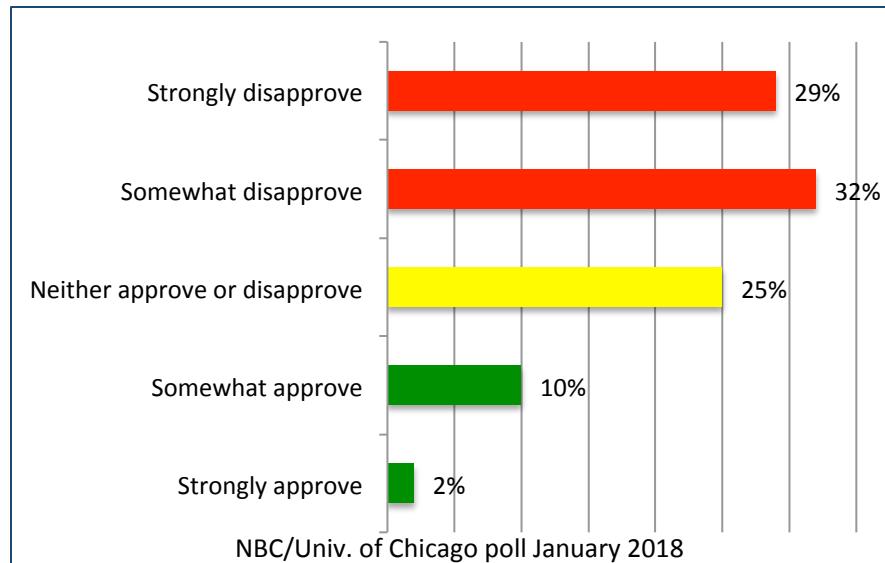
Congress	Representatives	Senators
115 th	9.4 years (4.6 terms)	10.1 years (1.7 terms)
114 th	8.8 years (4.4 terms)	9.7 years (1.6 terms)
113 th	9.1 years (4.6 terms)	10.2 years (1.7 terms)
112 th	9.8 years (4.9 terms)	11.4 years (1.9 terms)
111 th	10.3 years (5.2 terms)	13.4 years (2.2 terms)

Source: CRS Report R41545, *Congressional Careers: Service Tenure and Patterns of Member Service, 1789-2017*, by Matthew E. Glassman and Amber Hope Wilhelm.

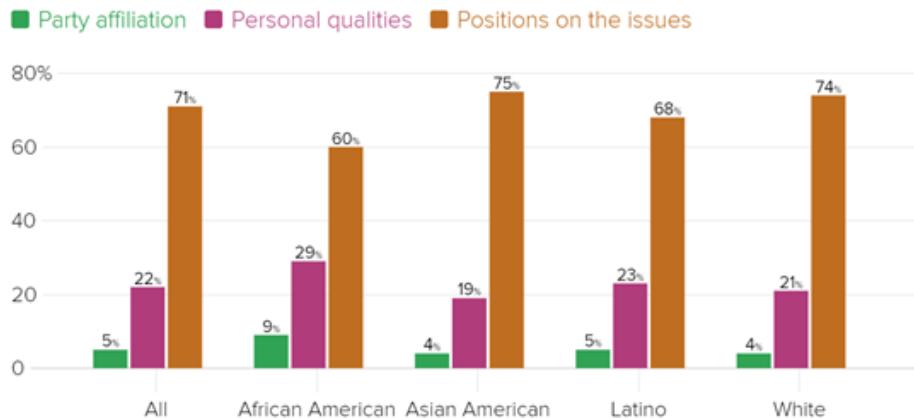
Yet we, the voters, repeatedly
reelect the same people who,
as a governing body, >80% of
us disapprove of!

The NBC News/GenForward at the University of Chicago Survey was conducted January, 2018 among adults ages 18-34, recruited and administered by NORC at the University of Chicago.

The Congressional job approval score among 18-34 year olds is even lower than the national average at 12%



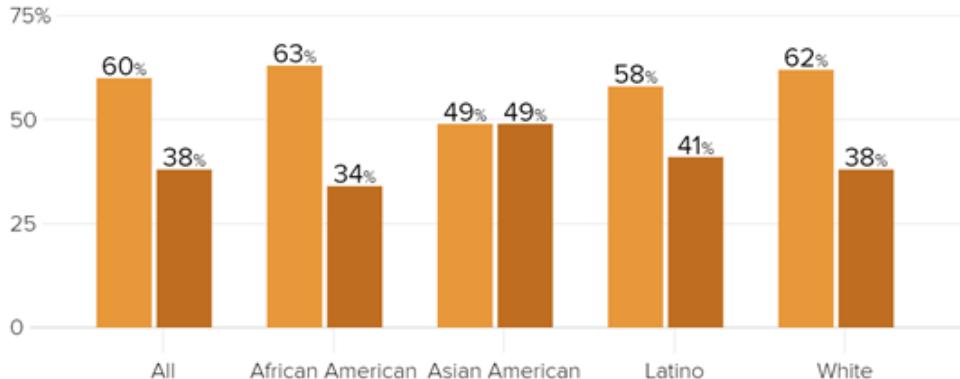
Most Important in Deciding Which Candidate to Vote for...



18-34 year olds believe that a candidate's position on the issues is the most important factor in their voting decision

"I Have the Skills & Knowledge to Participate in Politics"...

■ Agree ■ Disagree



Data: NBC News/GenForward at the University of Chicago survey; 1/3-1/16/2018

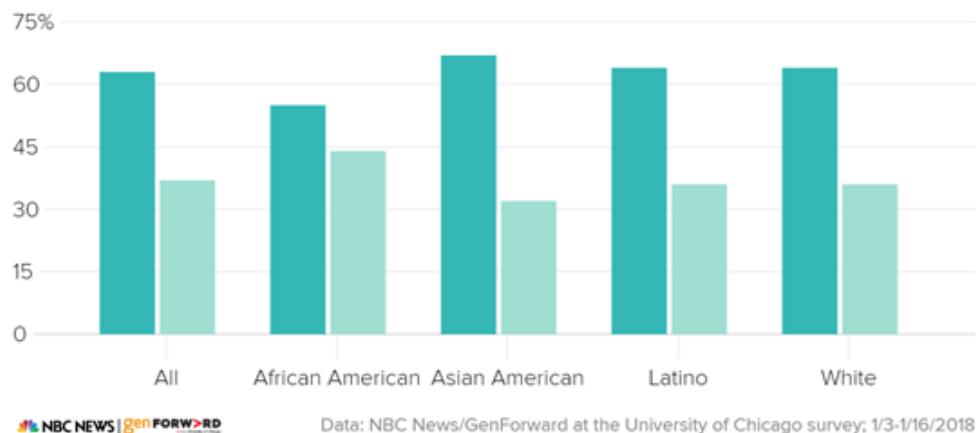
NBC NEWS | genFORWARD

The majority of 18-34 year olds believe they have the skills and knowledge to participate in the political arena...

... and they believe that, by participating in the political arena, they can make a difference

"By Participating in Politics, I Can Make A Difference"...

■ Agree ■ Disagree

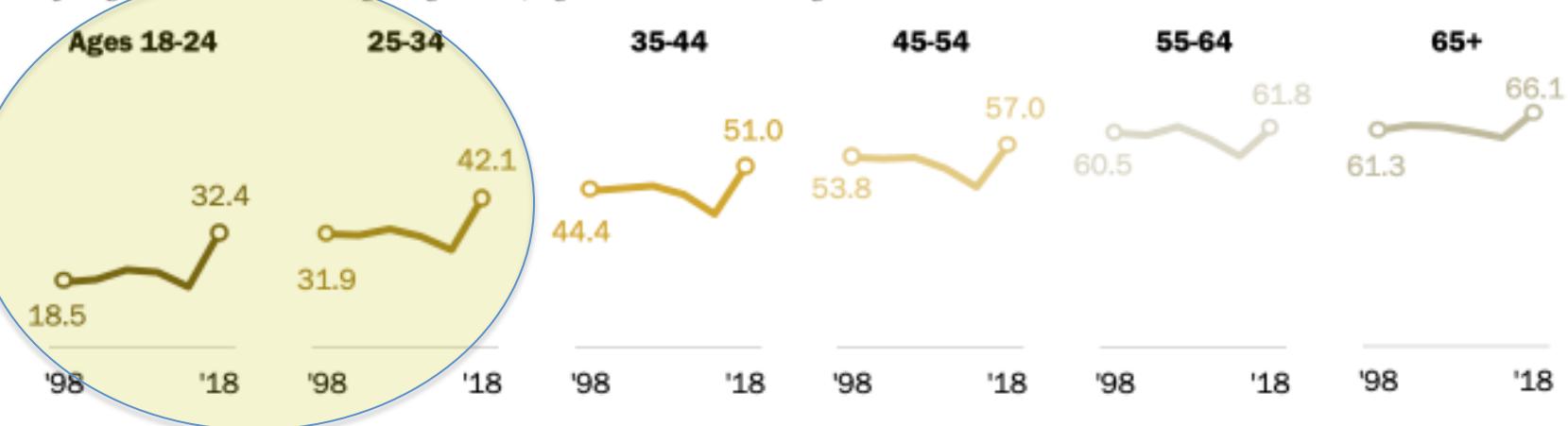


Data: NBC News/GenForward at the University of Chicago survey; 1/3-1/16/2018

Yet the 18-34 age group that has the most at stake in the issues votes the least, and allow those who have the least at stake to decide their future!

Voter turnout was higher in 2018 among adults of all ages – especially younger adults

% of eligible voters who say they voted, by midterm election year



Note: Eligible voters are U.S. citizens ages 18 and older. Not adjusted to administrative voting records; see accompanying note.
Source: Pew Research Center analysis of the Current Population Survey, November Supplements, 1998-2018.

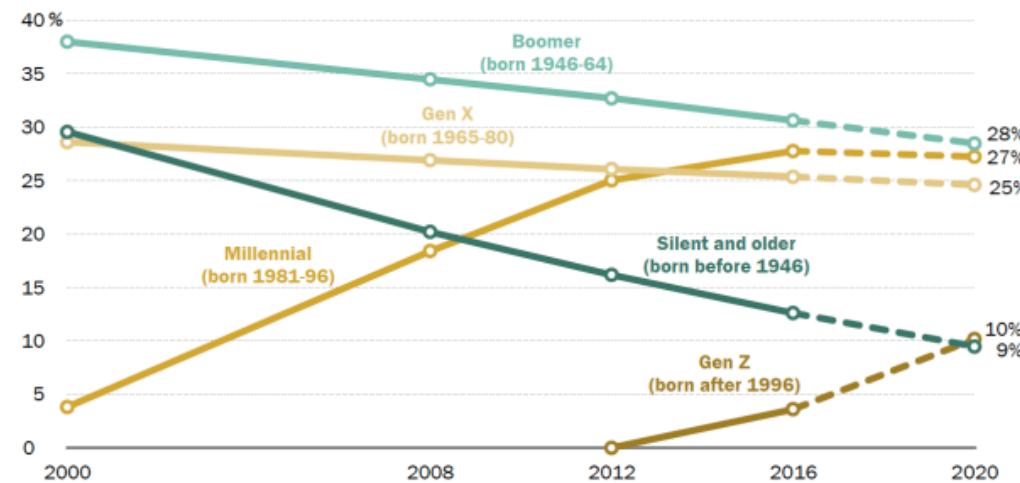
PEW RESEARCH CENTER

Although voter turnout among 18-34 year olds was higher in 2018 than anytime in the last 20 years, it was still much lower than any other age group

80 million Americans aged 18-34 combined represent the largest eligible voting block going into the 2020 elections

In 2020, one-in-ten eligible voters will be members of Generation Z

% of eligible voters by generation



Note: Eligible voters are U.S. citizens ages 18 and older.

Source: Data from 2000 to 2016 from Pew Research Center analysis of 2000 decennial census and 2008, 2012 and 2016 American Community Survey (IPUMS). Data for 2020 from Pew Research Center projections of the electorate based on U.S. Census Bureau 2017 population projections.

PEW RESEARCH CENTER

The balance of voting power is shifting to Millennial and Gen Z voters!

Each 10% incremental increase in voter turnout for 18-34 year olds would equal nearly 8 million votes

The margin in the last eight presidential elections has been 8.2 million votes or less

We can fix this – a call to action



- ✓ Vote for change!
 - ✓ *Become familiar with the voting records of your senators and congressional representatives*
<https://www.govtrack.us>
 - ✓ **Start with the primaries** to remove incumbents who are ineffective, non-collaborative or divisive – don't wait until the general election when the choice may be binary
- ✓ Advocate for national and local candidates who share a united and flourishing world view and care about the most important issues impacting our future
 - ✓ *The environment, health care, immigration*
 - ✓ *America's standing as a world leader morally, ethically and socially*
- ✓ The First Amendment guarantees freedom of speech, not truth in speech
 - ✓ *Get news from multiple sources, including traditional sources*
 - ✓ *Knowledge is key to recognizing facts from opinion, hyperbole and fabrications damaging to the public discourse*
 - ✓ *Think for ourselves, and don't let punditry drive our beliefs*
- ✓ Engage at the local level
 - ✓ *School boards, city councils, state legislatures*
 - ✓ *These are also breeding grounds for candidates for national office*

- What would keep you from voting in 2020?
- What would incentivize you to vote in 2020?

A parting thought...

“Let us never forget that government is ourselves and not an alien power over us. The ultimate rulers of our democracy are not a president and senators and congressman and government officials, but the voters of this country.”

Franklin D. Roosevelt, 32nd President of the United States