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New Study: The Four Values of Open the States Protesters
*For Reopeners, Duty to Others and Holding Officials Accountable
More Important than Self Interests*

Washington, D.C. – A new study from The Frontier Center identifies four values that are motivating Reopen Movement supporters, revealing they are concerned about the interests of others and the nation’s foundational principles above their own self-interests.

The Frontier Center's [three-part behavioral science study](#) examines the deeply-held values of Reopeners and the decision pathways that have led them to support the movement. The report reveals that *critics of Reopeners—and even some supporters—are getting it wrong.*

“This research reveals the deepest motivations of Reopeners, and provides useful data to understand more about our national psyche at this time,” said research director Anne Segal.

The research found that protest participants are answering the question, “who am I,” at a moment when their courage and convictions are being tested. The study identified four distinct values that describe Reopeners’ motivations:

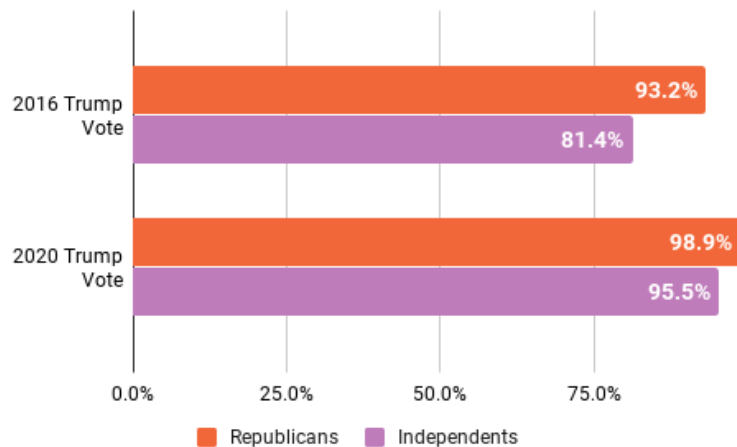
1. **Exuberance of Freedom**: The energizing effect of learning their own strength by defying authority to gain felt-freedom, which is made more powerful by doing so alongside others.
2. **Self-Respect**: Matching their actions with their sentiments, and rising to the occasion in the face of perceived tyranny.
3. **American Exceptionalism**: Demanding accountability and justice for lack of government transparency, flawed science, and unacceptable infringements of rights in the belief that this is critical for the nation as it contemplates its future.
4. **Responsibility to Others**: A “Christian duty” to model behavior that encourages others, stands up for the victims of government oppression, and is a wake-up call to empower others.

Survey data from 974 strong advocates of the Reopen protests reveal that the movement is comprised of many “new entrants” to political activism. Nearly one-quarter are registered Independents, and increasingly support President Trump compared to 2016.

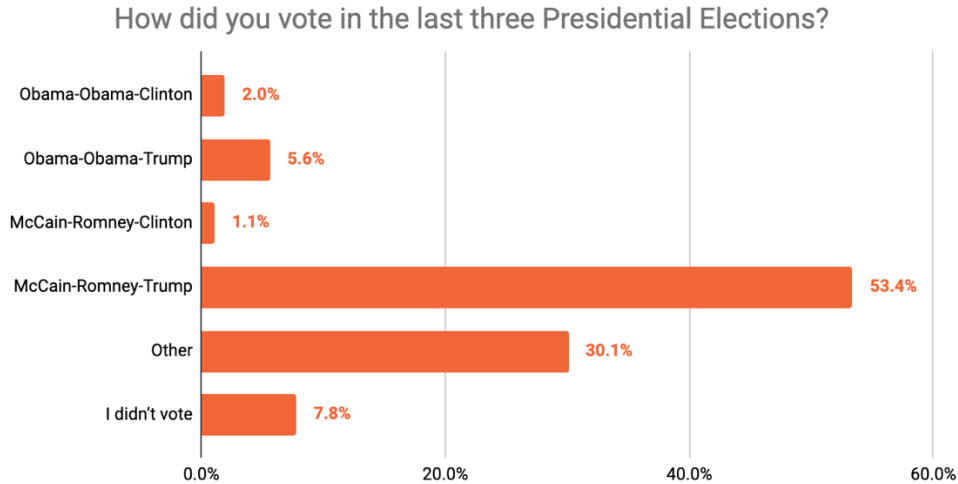
Top Panel Survey Findings

- 1. Nearly one-half of Reopen Movement supporters have attended or plan to attend a Coronavirus-related event or rally.
- 2. The majority (68.3%) are registered to vote as a Republican; 22.6% are registered to vote as an Independent.
- 3. While they are majority Trump supporters – 87.1% voted for President Trump in 2016 – 4.4% did not vote at all, and 7.0% voted for another candidate besides Clinton or Trump.
- 4. Their 2020 voting intentions indicate support for President Trump has increased: 96.6% say they would vote for Donald Trump if the election was held today. The percent who won't vote has decreased from 4.4% to 0.8%.
- 5. There is a 17.3% increase in support for President Trump among Independents who support the Reopen movement.

The Δ in support from Independents has increased 14.1 points, or 17.3%

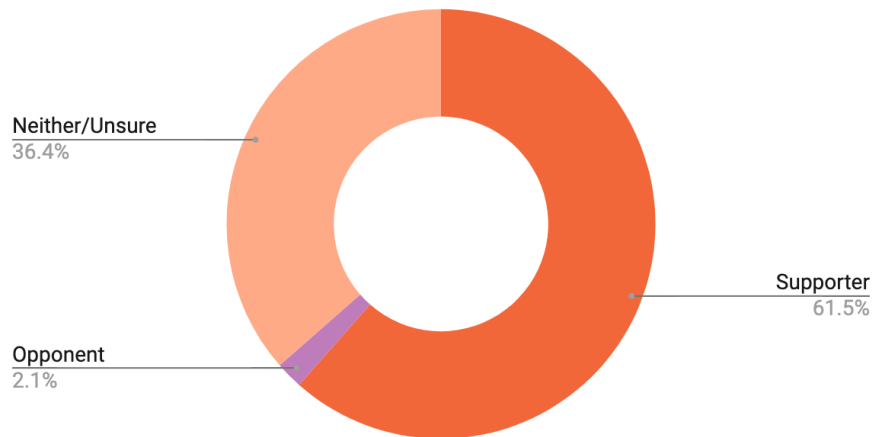


6. 7.8% didn't vote in any of the last three presidential elections; 5.6% are "Pivot Voters," or voted Obama-Obama-Trump over the past three presidential elections.

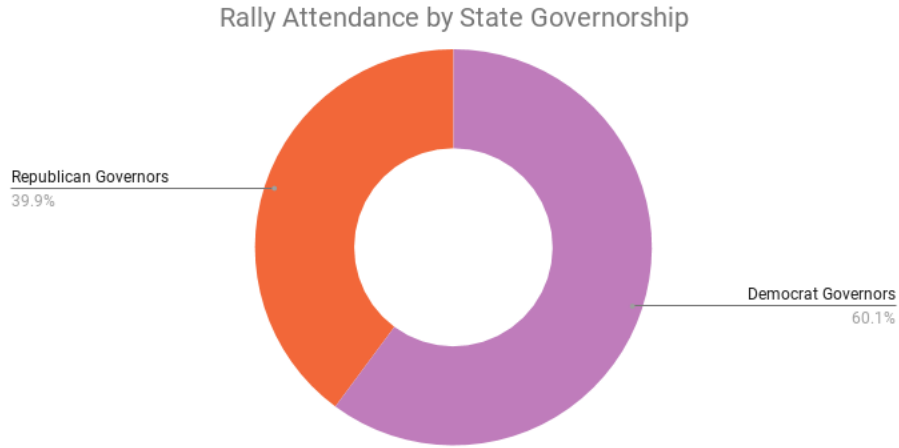


7. 38.5% were either neutral, unsure, or opposed to the Tea Party movement, and 83.2% never attended a Tea Party rally.

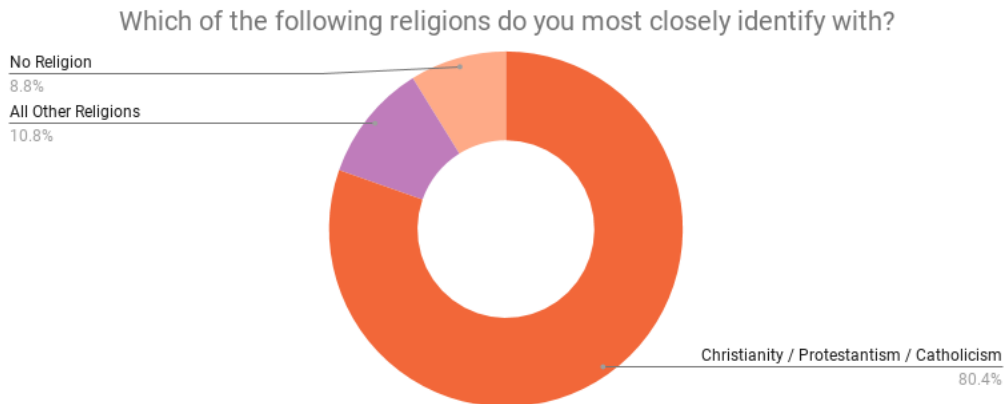
Were you a supporter of the Tea Party movement, an opponent of the Tea Party movement, or neither?



8. 40% of those who attended rallies did so in states with Republican governors.



9. 91.2% describe themselves as having some religion; 80.4% describe themselves as Christian.



About The Frontier Center’s *The Reopen Movement* Report

The Frontier Center’s Reopen Movement report is the result of 100 interviews with strong supporters of the Reopen Movement and a panel survey of 974 strong supporters of the Reopen movement. The study was done in partnership with OpentheStates.com, sponsored by ConventionofStates Project.

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