Who Are These People? Quick Sketch of 8 Archetypal Clusters
PolicyInteractive DECEMBER 2018 Political Typology Project
N = 1103
(descending from most conservative to most liberal) [25 variable cluster column aggregate score in red*]:

Core Conservatives (17% of sample): 98% favor Republican candidates; lean liberal on 3 of the 25 worldviews - better off to consume less, constitutional amendment for campaign spending, tiny home code reforms; 58% say no gas tax on transit and 10% support cap and trade. They indicate strong views on 10 of the 25 typology questions, most strongly on government waste and racial and personal efficacy. +31 on the -75 to +75 conservative scale: 75_____|_____▽_____+75

Progressive Conservatives (11% of sample): 64% favor Republican candidates; 12 of 25 liberal world-view leaning typology statements, strong conservative view on value of hard work and personal initiative/efficacy; female slant; apolitical slant; 37% think climate change is human caused although 50% support cap and trade. This group might be closer to old-school Republicans like Tom McCall than contemporary R's. +3 -75_____|▽_____+75

Market Skeptic Republicans (12% of sample): 70% favor Republican candidates; male slant; strongly support campaign finance reform and reducing toxic political discourse; generally disfavor government programs, but lean toward environmental protection, 31% support cap and trade, and 70% favor redirecting gas tax to public transport or reducing driving. -2   -75_____▽|_____+75

Apolitical Country-first Libertarians (9% of sample): Lean youthful with 31% age 18-34; lowest of all archetypes on political discourse; 49% favor Republican candidates, strongest (46%) group expression that both political parties threaten democracy; 23% opposed to highway gas tax redirect to public transport; 26% favor cap and trade policy; support 13 of 25 liberal worldviews, strongly support that "the economic system unfairly favors powerful interests". -3 -75_____▽|_____+75

Young Liberal Consumers - Smallest group (8% of sample); most youthful with 34% age 18-24; 54% prefer Republican candidates; below average income; 30% think climate change is human caused, 41% favor cap and trade; only 8 of 25 worldviews lean conservative, none strongly. The only archetype indicating favorability toward increased consumption. They see Republican's as greatest threat to democracy at 30%, democrats at 25%, and both parties at 16%. -5
-75_____▽|_____+75

Disaffected Democrats (13% of sample): 88% favor Democratic candidates; lean toward 4 conservative worldviews: country-first, personal efficacy, small government, and wasteful government; strongly liberal on unfair economic system, regulating firearms, campaign limits, and drug addiction treatment reform; 47% think the Republican party threatens democracy, 3% think the Democrats do, and 37% think both parties do. 70% support cap and trade. -24 -75_____▽_____|_____+75

Opportunity Democrats (13% of sample): 89% favor Democratic candidates, highest income of all groups, lean toward 4 conservative worldviews: personal efficacy, growing the economy, and wasteful government; strong on 13 liberal worldviews, lean liberal on 8. Only 8% oppose redirecting gas tax to reducing need to drive and 83% support cap and trade. -31 -75_____▽_____|_____+75

Solid Liberals (17% of sample): 21 strong liberal worldviews and 4 lean towards liberal worldviews; 99% favor Democratic candidates; lowest average income; highest group political discourse; 18% feel both parties threaten country democracy, 96% favor cap and trade, 97% favor transit funding from gas tax. -53 -75_____▽_____|_____+75

*Total cluster score is total of cluster column for each cluster group. Each cell score is the average score for each variable within specific cluster membership, on a -3 to +3 scale. Thus, for 25 variables, maximum possible liberal - conservative cluster column score would be -75 to +75.