



Qualitative Research

Focus Group #2

March 8th, 2020

Interviewer:

Thank you so much for coming out on a Sunday afternoon. [crosstalk 00:00:19] I do a lot of these groups as a part of my work. This is going to be super interesting, because we're doing something we don't usually don't do, which is going to be talking about politics a little bit, so allow me to say a few things about that.

Interviewer:

First of all, some you I know have been in a focus group with me before. Some of you have not. You met my colleague, [Gwynn 00:00:37]. She's by the wall, she's taking notes. There are a couple of people back there watching. She will probably come in a couple of times during our session and hand me notes. Don't be alarmed. It just means there's something... They heard something that perked them up. They want me to ask you more about.

Interviewer:

We are recording, because we're doing these groups, focus groups, over the next few days, but it is confidential. It's not going to turn up on YouTube. It's just for the research team. It helps us to go back to the recording to see what folks said and do a dry report.

Interviewer:

It is not school. You do not need to raise your hand. You do not need my permission to step out if you need to use the restroom or get another snack or to get something else to drink. It's totally fine. Go ahead. Just please, come back. I've had people disappear and it's kind of weird. [crosstalk 00:01:23] That's exactly right. That's why we put you at the end. That's exactly right, Chip.

Interviewer:

And then, so there going to be things that you all agree on and that's fantastic. And there are going to definitely be things that you do not agree on, and that's really in a way what we're here for, is to hear a lot of different opinions. There are a couple of things about a focus group that are actually kind of cool, right? You guys are all strangers, so anything you say... And you're probably not going to see each other again, unless something interesting happens over there while everybody's getting to know each other. You're never going to see each other again, so anything you say in this room is not going to get back to your brothers and sisters and girlfriends and parents and anything like that. So I really want to invite you

to just be honest, right? And say things that you might not feel like you can say sometimes in other aspects of your life.

Interviewer:

The other thing is, because you are all strangers and you have absolutely no stake in each others' lives or what happens, you don't have to defend yourself and you don't have to convince anybody of your position. That is really not what we're here for, okay? So we're just here to get a lot of ideas. Feel free to ask each other questions. We're going to talk as a group, but don't feel like, "Oh, I've got to stand my ground." That's really, hopefully, not what's going to happen and not what we're here for.

Interviewer:

So I think I'm done. I think that's my spiel. [inaudible 00:02:45] Come back, okay. I want to go around the table really just very briefly and, is it BR?

BR:

Excuse me, BR.

Interviewer:

BR, I'm sorry. Can you point your nametag towards me and [inaudible 00:02:57]. Okay. I want you to just tell me... I'll start with you, BR, tell me how long you've lived in Spokane, what you do for a living and then tell me if you could have a super power, what would it be?

BR:

I've lived in Spokane off and on since July of '93. I am disabled, but I do work. And if I had a super power, it would probably would be to make jerks stop being jerks.

RL:

Mind control.

Interviewer:

You get to pick, right? There's not like there's just sort of an objective measure of jerkiness? It's just anybody you think is a jerk?

BR:

Yeah, just stop being jerks.

Interviewer:

That's an [crosstalk 00:03:47] Excellent. JP?

RL:

I've never heard that one before.

JP:

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I'm JP. I've lived in Spokane since January of 2013. I guess if I was to chose a super power it would be probably reading thoughts.

Interviewer:

You would enjoy reading people's minds?

JP:

Yeah.

Interviewer:

Would you use this power for good or evil, or both?

JP:

I don't know that it would have a tangible use for me, other than just knowing when someone's entirely full of shit.

Interviewer:

So this is about do they like you or not like you, or full of shit?

JP:

Right.

Interviewer:

Awesome.

TN:

I'm TN. I've lived in Spokane all my life. And if I could have a super power, I really have no idea.

Interviewer:

Okay, think about it for a minute. I'm going to come back and ask you again.

TN:

Okay.

Interviewer:

MB?

MB:

I have lived here my whole life, except for one year. And my super power would also be reading thoughts. I think it would be helpful in things like job interviews, and I would use it for good mostly, I think.

JP:

Mostly?

MB:

Yeah.

Interviewer:

[crosstalk 00:05:11] survival of the other guy?

MB:

Uh-huh.

Interviewer:

Okay, cool. RL?

RL:

So my name is RL. I'm a retired veteran. If I had a super power, it would be actually, probably extreme density.

Interviewer:

Okay. That's also a new one.

JP:

Sink really fast?

RL:

Right, right.

Interviewer:

What?

RL:

I would either be able to sink very fast or change gravity.

Interviewer:

Interesting. Change gravity to do... Sorry about that. It's Sunday and I don't have my science going on today.

Speaker 7:

As for physical purposes?

Interviewer:

Yeah, I've-

RL:

[crosstalk 00:06:25] Oh, yeah.

Interviewer:

To travel so you can fly or-

RL:

Yeah, yeah, just about anything, yeah.

Interviewer:

... do anything. Okay, so high density. KH?

KH:

My name is KH. I've lived in Spokane since '05. And super power, I don't know, maybe some extreme intelligence like Tony Stark or something.

JD:

I'm [JD00:07:04]. I've been here since the storm, '96.

Interviewer:

[crosstalk 00:07:05] You just remembered that.

JD:

That's why I was brought here.

Interviewer:

Okay.

JD:

I don't really want a super power, but I guess I would [inaudible 00:07:32] I've already got some of that in me, but I don't want a super power.

Interviewer:

Okay. Sometimes being normal is a super power. TN, did you come up with one? No?

TN:

Not really. I don't really-

Interviewer:

I personally want to be able to teleport, because I fly a lot and it kind of sucks. So I would like to be able to just go like this and no travel expense. I would like to just be able to go with that.

KH:

You'd save money.

TN:

Yeah.

Interviewer:

Time, money, exposure to viruses, airport food, all kinds of stuff.

BR:

What was your super power? Eventually... That covers that.

RL:

That's true, that's true.

Interviewer:

Okay, I'm going to show you guys some videos that are spots that you might see on somewhere like Instagram, something like that, Facebook, those kinds of things. They are very rough, so I want you to think more about the ideas and the messages they're trying to convey and less about, "Oh, I didn't like the color of this tree," or "This word isn't right." I mean, we can get into some of that detail, but it's more about the overarching things.

Interviewer:

So I'm going to hand out a little cheat sheet, and at the top of this sheet are the questions I want you to answer after you watch each video. And they're short, so I think I'm just going to run them twice. Sorry, let me come back around.

BR:

Maybe I'll get to [inaudible 00:09:04]

RL:

Oh, did you?

BR:

Yeah, I'm filling it.

RL:

Oh.

BR:

Yeah.

Interviewer:

You guys know some of the same people. [crosstalk 00:09:11] So the first one is going to be Video P. So let me just tell you a little bit about how this is going to go. I have three videos to show you. So I'm going to show you the first one, I'm going to give you a couple of minutes to write, we're going to do it quietly. Then we're going to do it again with the second one and again for the third one, and then we're going to talk about all three.

Interviewer:

So the first part is a little bit... I just noticed with the last group, several who are students, the first part is a little bit like sitting for an exam. I'm sorry about that.

JD:

You said P as in poppa?

Interviewer:

P as in poppa is the first one. Okay, so let me turn this on.

RL:

Caught that on camera. I wish I had that super power right now.

Interviewer:

So the one thing too I would ask is just that you, as much as possible, kind of keep your poker faces on, as we're watching these. You'll have a chance to give me your opinion, but no snorting, groaning, as little as possible, please. Okay, here we go.

Interviewer0:

There are 231,000 jobs directly distributed [inaudible 00:10:27]. Each one of these turbines cost about \$3,000,000. The problem, most of them have been built overseas.

Interviewer:

Okay, let me play it again, and then you can start answering those questions. Everybody ready?

Interviewer0:

There are 231,000 jobs directly distributed to [inaudible 00:11:00]. Each one of these turbines cost about \$3,000,000. The problem, most of them have been built overseas.

Interviewer:

Okay, so go ahead and answer those questions at the top of the page in that first box for P. [Silence 00:11:25]

TN:

Can I get a pen?

Interviewer:

Yes. The other thing I would say is if you slip the notepad underneath, it might work better.

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KH:

Okay, pro tip.

Interviewer:

[crosstalk 00:11:51] Yeah.

BR:

That was a pro tip. [Silence 00:11:55]

Interviewer:

Okay, the next one is U, and it's super short, so I'm definitely going to play that one twice. So go ahead and write U on your page, and then take a look at the screen.

Interviewer:

Let me play that again. Can you see?

KH:

I can. [Silence 00:14:49]

Interviewer:

Okay, the next one in this group is M, like momma.

RL:

And that's great, momma.

Interviewer1:

Remember those lost summers. We played [inaudible 00:17:41] stayed up at night in the plains and ruled the world. Those were the days. These are the days.

Interviewer:

Okay, let's play that one again.

Interviewer1:

Remember those lost summers. We played [inaudible 00:18:12] stayed up at night in the plains and ruled the world. Those were the days. These are the days. [Silence 00:18:29]

Interviewer:

So when you're done writing about that one, there's a question on the bottom of the page, asking you to put a star next to one of those three that most makes you want to vote for candidates or sort of, give me your favorite. It could just be the one you like the most, but put a star next to the one that kind of spoke to you the strongest.

RL:

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Are we watching another video?

Interviewer:

No, in fact, we are in a few minutes, but it's a different... It's part of-

RL:

[crosstalk 00:19:48] got you.

Interviewer:

So it's out of this three. [Silence 00:19:51]

Interviewer:

Okay, so just show of hands... Everybody picked one? RL, have you picked one yet?

RL:

I have.

Interviewer:

Okay. So a show of hands, how many picked P? One, two. How many picked U? Four. And one of you picked M. TN, you picked M.

Interviewer:

Okay. Let's talk about U. We'll start with that, but we're going to talk about all three. But those of you who choose that one as kind of the strongest, what was it about it that worked for you?

RL:

I believe that it was about the message. So instead of most things that are like "Democrats," or "Republicans are trying to destroy your life" or whatnot, it was-

Interviewer:

"They're terrible people and they do terrible things."

BR:

And then it's off the cliff.

JD:

I just thought it was [inaudible 00:21:31] Pick a side, just because you're this or that.

Interviewer:

Okay, keep going, RL. Sorry, I didn't mean to-

RL:

But I also feel like it was more or less talking about anonymity, just about make a difference by just voting.

Interviewer:

Is that believable? Is that believable, for someone to say, "You can make a difference by just voting?"

JD:

No.

Interviewer:

You don't think so, JD?

JD:

No.

Interviewer:

Does everybody think that's believable?

RL:

Yes, make a difference.

Interviewer:

You do?

RL:

Yes.

Interviewer:

Okay. Say more about the U message, go ahead.

MB:

As RL said, I liked that it's more you in, buy in, and it's not just based on political affiliation. That we really do need to band together first, to solve these problems, and it doesn't really help to have such polarity, because... I don't know. We all kind of need the same common goal of saving the planet.

Interviewer:

So you like that idea, MB, that it's not a red or it's a blue, it's-

MB:

Yeah.

Interviewer:

... it's all of us?

MB:

Right.

Interviewer:

Okay.

RL:

It includes everyone.

Interviewer:

It's inclusive too?

RL:

Yes.

Interviewer:

And why... What do you like about that? Why is that important?

JD:

Because it's not divisive. It's not, democrats need to do this in order to beat republicans or republicans need to ban together to beat them so that we have a clean world and-

RL:

No matter what territory, demographics or individual-

JD:

Correct.

RL:

... or any of that stuff. It's, "You want to vote, go vote for what's right, help other people."

Interviewer:

[crosstalk 00:23:19] So this is kind of like a way broader message?

RL:

Right. It makes you think more than like, "Oh, well, that guys talking crap with this person, that person. Oh, I'm on that side. I want... He's my hero."

TN:

It stands for what we're supposed to stand for here in the U.S.

MB:

Yeah.

Interviewer:

Which is what, in your mind, TN?

TN:

That we're all supposed to be free. We're all people. We're all supposed to deserve the same things.

Interviewer:

Okay. Okay, what's wrong... JP, what's wrong with ones that say, "This guy's an idiot and he's doing terrible things," is just as bad? I mean, why don't you want to see that?

JP:

It's totally nonproductive, and where I have a unique, I guess, or potentially unique stance is, I can't strongly associate one way or the other, republican or democrat. Mostly because when I look at either side, their hard core, I absolutely despise them, and I don't want to be anything like them. So I'm usually pretty middle of the road, and I just... I feel like a lot of times people point out the negatives in others to kind of detract from their own negatives, rather than pointing out, "Hey, here's all the positives." To me, it comes across as, "Hey, I might suck slightly less than he does. That's why you should vote for me."

Interviewer:

That's not a strong enough message for you?

JP:

No, no.

TN:

A lot of, This person's horrible, bad, bad, bad, it's like, stop telling me why I shouldn't vote for this person and start telling me why I should vote for you or someone else.

JD:

[crosstalk 00:24:59] I think, in general, what you were saying, it goes to... It's almost like a popularity contest, who can smear the other person harder.

MB:

Junior High is what it feels like.

JD:

Who can lie the biggest. "Hey, I promise that I'll get this done," but everybody is in the know that that's not going to happen-

Interviewer:

Right.

JD:

... except for some of the extreme zealots that-

JP:

Well, when you go beyond the election, what's bothersome to me is, it's not a temporary thing. In the moment, if I'm the republican candidate and he's the democrat candidate, it's not just about he's evil, it's the fact that democrats are evil, and then after the election's over, well, now we have this entire governmental unit that has to work together to accomplish things, but people have been brainwashed to believe, "Oh, because you're a democrat and this is what you want, I'm a republican so I'm going to vote against you. I don't even give a shit what it is that you're pushing, if you like it, it's garbage."

TN:

It goes back to what you were saying, it's just like, why are... Just vote for what you think is right doesn't matter-

JP:

Right.

TN:

... whether it's republican or democrat or whatever.

Interviewer:

Okay. KH, which one did you choose?

KH:

I was on U.

Interviewer:

You were on U? What was it about it that kind of-

KH:

That one, to me, felt the most honest. If you truly are caring about the planet, you're not going to care by what means it gets... by what political party you accomplish that goal, you're trying to accomplish the goal.

JD:

Well said.

KH:

Uh-huh.

Interviewer:

Okay, cool. All right, let's talk about P. Who were the ones who choose P?

BR:

I choose P, but I couldn't quite remember specifically U. It's like, once they started talking, I was like, "Oh, it's that one, okay." So I would switch.

Interviewer:

You would switch?

BR:

Oh, yeah.

Interviewer:

You're going to switch to U? Okay, all right.

BR:

Sorry for screwing up-

Interviewer:

[crosstalk 00:26:45] So you were P?

JP:

I was P.

Interviewer:

You were P. What was it about P?

JP:

So this was hard for me, because really, I was close to U-

Interviewer:

Yeah.

JP:

... super, super, super close.

Interviewer:

Okay.

JP:

I love it so much. I think the only thing that ever so slightly put P ahead for me, I feel like it was a little bit [crosstalk 00:27:01] It's more reasons. It's like, yeah, so it talked about the environment, which is super important-

Interviewer:

Yes.

JP:

... but it also had the tie in with the economy, as well. It was like, "Hey, so we have this thing that, by the way, already exists. We're not looking for a new solution. We have this thing that already exists and we can get it done way ahead. Not only is this good for the environment, it's also really good for the economy. It's good for people to have all these good jobs." And so I think that's the only thing that just ever so slightly put it over the second one for me.

Interviewer:

Was this sort of like... I don't want to put words in your mouth. Sort of like the abundance, like there's more-

JP:

Yeah.

Interviewer:

... than, there's more than-

JP:

Right.

Interviewer:

It's more than just one thing?

JP:

Right. It covered the environment like you did, but then it also added to it the added benefit of economic benefit as well.

Interviewer:

And how-

RL:

Industry too.

TN:

Yeah.

Interviewer:

So my question, how believable is that, the idea that there is new technologies we're not taking advantage of, there are jobs to be had and-

RL:

Well, I believe there's all that, but there's a lot of greed also. If you watch Shark Tank and they ask you, "How far down can you get your product," and they try to talk you out of, on certain instances, to

actually do something in America, because they want everything in America, but if you can get this done with this country, or you can get this down doing this, this is business is about the bottom line. And most of the time, they just want to get down. They don't care where the cuts run or what happens. So cool, yeah, we've got this technology and China's making \$3,000,000. That's expensive, even if you are going somewhere else, \$3,000,000? And I have other things about certain things that are considered clean energy that I'm not exactly sure helps us.

Interviewer:

Okay.

RL:

Because the wind, yeah, that's great. There's a lot of wind, but the more wind you increase, in my opinion, which I can't prove, because I'm not a scientist and I don't have the backing, can increase the tornadoes, can increase the hurricanes. That's just, when I think of the overall thing, in this product from where we get that source, what does that do? Because it has to go somewhere.

JD:

You're thinking of like-

Interviewer:

[crosstalk 00:28:54] I'm sorry. Are you talking about-

RL:

Like-

Interviewer:

... increasing windmills, you're wondering what it does to the circulation of the air? Okay.

RL:

Because it has to[crosstalk 00:29:03] laws, Newton and everybody else made. And I'm thinking, okay, where does it go? Does it go outside that hole in the ozone that we created? It just disappears?

Interviewer:

Okay.

RL:

So that's-

Interviewer:

[crosstalk 00:29:15] So you're not totally bought in to all of the technologies, the idea that all of these technologies make sense? Okay.

JD:

Or like you said, believability, everyone likes American made, but they don't say American pay.

TN:

Right.

Interviewer:

Do you guys feel like, one of the things that's kind of implied and maybe doesn't come out very strongly. I wonder how important it is to you. It's kind of this idea that China's ahead of us, when it comes to these technologies? BR, I notice you're nodding your head.

BR:

I noticed that when they're talking about these turbines are \$3,000,000 apiece, and we should be making those here, and then they cut to a clip of an Asian factory worker and there's all this Asian writing. And it's like, we're going to poke the bear of this whole Chinese trade war thing, tariffs, manufacturing, this whole... We're going to poke the bear with that. Let's bring it all here, because that's bad, bad, bad.

Interviewer:

So that's a turnoff for you?

BR:

Well, it's something that [crosstalk 00:30:19] you notice.

Interviewer:

You did notice it?

BR:

Yeah.

Interviewer:

So what's your reaction to that though?

BR:

There's a lot of, yes, but, no, but.

Interviewer:

Yeah.

BR:

I don't think it's really definitive one way or the other, like, yeah, it's terrible, or yeah, it's great, and there's so much gray area over it.

Interviewer:

Okay.

JD:

And the vibe, the overall vibe in the message was the same. If you look at the music and the lighting and everything else, P felt very, very positive. Everything's very optimistic and U tapped more into that whole kind of sad emotions. Construction and floods, people being rescued, and so it was just... and I don't know which... I don't have an opinion of which one was better for that aspect, but it was just very noticeable how very different they were in emotion.

Interviewer:

And so you're saying that P, the positive one, spoke to you a little more?

JD:

I just enjoy positive more, in general.

Interviewer:

You liked that? Okay.

MB:

I thought the biggest good words in P, as well. "We need to seize the opportunity and vote for the planet and prosperity." [crosstalk 00:31:26] Yeah, which I didn't really hear in the other videos.

Interviewer:

And why did that work for you, MB?

MB:

Well, because it's taking an action, seizing and-

JD:

Drowning.

MB:

Yeah, it's more... Yeah.

BR:

I feel like-

MB:

Instead of like, "Let's take this opportunity," it's better to say, "Let's seize it."

JD:

Power words?

MB:

Yeah.

BR:

I think there was a call to action with M. It's like, "Here's a-

MB:

Yeah.

BR:

... child. We have to do this now, because think about the children."

MB:

So-

BR:

It's like, "I don't have one."

Interviewer:

Well, let's talk about that. So it seemed to you like the call to action was take care of the children, or let's think of the children?

BR:

Yeah.

Interviewer:

How strong of a message is that compared to the other two, the U message of prosperity?

BR:

To me, personally, not... I'm anti kid-

Interviewer:

Okay.

BR:

... so that doesn't motivate me whatsoever.

Interviewer:

Okay, okay.

JP:

That's exactly what I was thinking about. It feels like a home movie and there's so much focus on the kid that, okay, it's like if you're someone who's really into kids, you're probably going to think very favorably of it, but if you're not into kids, either you're not going to like it or you're just not going to care.

Interviewer:

So it's not something that's for everyone, that's necessarily for everyone in the same way[crosstalk 00:32:44]talking to you?

BR:

It's really playing the emotional thing, but...

Interviewer:

What did you think of it, TN?

TN:

I have a daughter, so it was really important to me.

JD:

I have a kid too.

TN:

I feel like that one, that video was more for the people rather than the business as the first of the three we watched. It's more for... Because everything that we do to the planet right now isn't really going to affect any of us. We're all adults. We know... But the kids, the kids, the generations to come, that's who it's going to affect. So that's a really big deal for me, because I have a little one, so I worry about what is she going to have to deal with when I'm gone, what world is she going to have left because of what we did.

Interviewer:

Okay.

MB:

Yeah.

Interviewer:

And JD, you're saying you felt that same... You have kids and-

JD:

[crosstalk 00:33:26] Yeah, and I do better for her, because I believe that's your job. If you have a good life, a bad life, do better for your kids. That's what you're supposed to do, but that didn't make me do anything, because when I look at the overall thing, we've known this forever. We have to change something within ourselves for all this stuff. We have to change something within ourselves, because there's a lot of adults that have kids that truly do not give a crap at all. They've got kids. They're out there doing the same idiotic, stupid things over and over again.

JD:

Like iridescent lights or LED lights or whatever thing that says it's green, we don't know if it's helping, not helping, but the thing is is that, I like U because that's calling everybody. That's all this tied into one. If you look at the big picture, it's, we need to do what's right. Who cares who's this person, who's that

person. Is that what they're doing going to help us? Is it going to help you, bottom line, you know? If it's going to help me, it's going to help them, then it should be for good. I wasn't a good kid, but I have kids-

BR:

Right, you can do better.

JD:

... I'm trying to do different. If you look at all these, it's the same old story that it said in the '90s, and in the '80s and the '70s. They've known about this forever and now you start seeing it, because you've got social media. "Oh, they knew about that?" [crosstalk 00:34:36] "You should know all that stuff." "Oh, really?" "So we should do something now?" "No, we should always do something."

Interviewer:

Okay.

KH:

But you love your-

Interviewer:

[crosstalk 00:34:44] When you think about a message that tells you to vote or that talks about the message that these do, is there a difference between trying to motivate your... how you're voting for local candidates versus a statewide candidate versus the national candidate? KH, is there any difference in sort of like, for example, I'm going to want to know more about a local candidate, if he talks about climate change versus the national candidate or maybe the reverse is true?

KH:

No, I think a local candidate, you want to know more specific issues to your area itself. The presidential candidate, they're talking about stuff that's incredibly broad, whereas if you're running for council person, you want to know what they're going to do to solve some policies or issues or stuff that's highly localized.

RL:

I would have to say that that would have to be subjective to the individual person, where they would have to lay the blame or not the blame, but the responsibility of those topics. So you were asking the question about whether or not local, state-

Interviewer:

Statewide, yeah.

RL:

... government world or Geopolitical, and I think that comes right down to the individual. So me, for example, I think social security should be a government thing, so federal, but I don't necessarily think that my local government should be doing anything about federal things.

Interviewer:

Okay.

JP:

I think that's the same issue.

Interviewer:

So let me make sure I understand. So you're saying, just kind of there's a different role for a local government versus the other roles of government?

RL:

Correct.

Interviewer:

Okay, okay. And then how does that, when you think about some-

RL:

[crosstalk 00:36:43] Climate change?

Interviewer:

Yeah.

RL:

So like climate change, for example, I think that's everyone's... I honestly think that that's like, are we keeping up with regulations, are we... Do we have regulations that are important, or do we have useless ones that we are enforcing. Is the government doing checks and balances on these things. It's kind of like a huge firestorm of just who should be responsible, who's the one that should make the decision and is my voting for that individual, are they going to be able to do that.

JP:

Right, but the big problem, for example, a mayor candidate, you already know, because their affiliation is like, hey, they're going to allow a coal fire plant to open up in, I don't know-

RL:

Right.

JP:

... the city limit or whatever. Obviously, we feel that on a very local level.

Interviewer:

Yeah.

JP:

There's obviously things that it's like, yeah, it's outside their scope. They're not going to be able to do anything about it, but there's certainly things they definitely can.

Interviewer:

Do you... Sorry, I can't remember if I asked you guys this question already. Do you think your vote makes kind of like a difference? I mean, do you-

RL:

I said yes. He said no.

Interviewer:

You said yes and you said no? Why not? Thank you for reminding me.

JD:

Oh, I'm new to the whole voting thing and stuff like that, so anything that truly means anything someone has to take action, so you have to know your vote's going to count based off of if you feel that everybody's going to rely on it, and if I can't get out... I don't got money like these people do to waste and they're like, "Oh, look at me, look at me." My money is going to important things, like my kid, mortgage, bills, stuff that makes life what life is.

Interviewer:

Yeah.

JD:

Yeah, so I don't feel this voting and stuff is actually going to help one way or the other, because people put some vague information, science stuff, just like you see on here. They're just aiming... pointing at someone else. Okay, so in the past this guy did something, okay? Well, I'm wondering, what have they done since then, since then. If they've continued to do those same actions, I probably shouldn't vote for that person, but if they've learned, they've adapted, they've changed... Because I'm 38 years old now, I started in '96. I was a scared kid, running through the park and stuff was falling down.

Interviewer:

Yeah.

JD:

I'm not the same person, so if I can't see the difference... I get out there and try to help, because like when people ask for donations, I'll help you with donations, but I feel better if I can help, but I feel like it's going further.

KH:

I think for a local election, voting does make a difference. It's-

Interviewer:

It feels like it matters more.

KH:

The last... Yeah, some of these council positions and government positions, only won by a couple hundred votes.

BR:

Yeah, that's what makes it most interesting.

KH:

When you start to move up to a national, is when it starts to not matter.

JD:

Governors and senators.

Interviewer:

It feels like your vote matters?

KH:

Right.

BR:

I feel like a lot of people don't have... They don't really trust the system, the voting system, because it's like, going back to the 2016 election [crosstalk 00:39:55] Now it's like, okay, do we have the right technology? Do we go with electronic voting what with Russia hacking? So there's a trust in that, but then people are like, "My one vote doesn't count. All this stuff is predetermined," and it's-

Interviewer:

What do you think, BR, about your vote?

BR:

I feel like the system is what it is. We all... If it is what they tell us... Don't trust the government, right?

Interviewer:

Yeah.

BR:

We all have one vote. We all have one voice, and if you don't do your part, then what are you bitching about?

RL:

Well, you can't.

BR:

Right, but they do.

RL:

Right.

BR:

But they do.

KH:

Yeah, of course.

BR:

And then it's like, "Well, I didn't bother voting, because it's all predetermined and I don't trust the system." So there's a lack of trust.

Interviewer:

You think that's keeping people from voting?

BR:

Absolutely. Absolutely.

JP:

I know that the higher that you go in the level of government, my personal view is that, I just, it hasn't gotten anything to do with a political party. I just doubt... I doubt that anyone in any of these positions really, truly means, I guess, what they say. Because I feel like, okay, you can sit here and you can push all the right buttons to convince me to vote for you, okay? Great, cool. Congratulations, now you're the... Let's pick governor, okay? And you can sit her and sell me all this crap that gets me to buy in and vote for you, but what I have seen and how I believe the system really works is that there could be an issue and I'll make something up.

JP:

Like, "Hey, we're going to change the color of the state flag. Should it be blue or should it be red?" And thousands and thousands and thousands and thousands and thousands of people could tell you, "Hey, we all believe that the color should be blue." Great. We, the people, have spoken, and then here comes that handful of people that have really, really, really deep pockets, that are of interest to your reelection campaign and they happen to like red, surprise, now the new color is red. And I think that the longer people tend to stay in government, the more so that tends to be. So-

MB:

It's like a trade-

JP:

[crosstalk 00:41:57] I just don't know about-

Interviewer:

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[crosstalk 00:41:58] Well, it sounds like you're talking about, you feel like sort of the will of the people gets subverted, that's probably what's wrong with the system?

MB:

[crosstalk 00:42:09] your representative.

Interviewer:

It's supposed to be representative of-

JD:

I don't think I've ever been represented by a representative.

Interviewer:

Right.

JD:

I mean, especially here in Washington.

BR:

I think at a local level, there's a little bit more truth to our representation-

JD:

Right.

BR:

... but the more you go away from your neighborhood council, your city council, the higher you go, the less and less eventually it matters.

JD:

For example, we live in Spokane. Spokane is demographically, mostly republican, but over on the west side, it's mostly demographically-

BR:

We don't feel heard over here.

JD:

Right, right, and if we voted one way, it doesn't matter, because... and most-

BR:

They already-

Interviewer:

[crosstalk 00:42:49] The west side of the state?

JD:

The west side of the state.

Interviewer:

Okay.

JD:

The west side is Spokane of the state.

Interviewer:

The west side of the state, okay.

JD:

So over in Seattle and Olympia, those big cities, they just... they completely... I feel like my money for tax purposes, it just goes over to there to fix their potholes, but then they come over here and they look at us and they're like, "Oh, this backward, frigging people, with their-

BR:

They see us as sand people over here.

JD:

... potholes and... Right, yeah.

BR:

They see us as sand people. [crosstalk 00:43:25] We're the sand people on the other side of the mountain.

JP:

People on both sides of the state will tell you that this is all true.

BR:

It is so true.

JP:

So true.

Interviewer:

But you guys are-

BR:

It's all true. We're the sand people.

Interviewer:

But you guys were talking about how you liked a message that's sort of more about unity and about bringing... I mean, is that... Do you still feel that way or you feel like you're at war with the other side of the state?

BR:

It would be a better feeling of unity if there was a better feeling of representation.

JD:

Yes.

Interviewer:

Okay, that makes sense.

JD:

On top of that, how people vote in the moment is not how they know is going to... It's going to happen.

Interviewer:

Right.

JD:

So for example, if a politician says, "Hey, I'm going to bring jobs to your local area," Well, we all kind of vote for him, but we all know that's not-

Interviewer:

Probably not going to happen?

BR:

Great.

JD:

Right.

KH:

They'll raise our taxes. Those are concepts, not how it's going to be.

JD:

You'll just have to pay more taxes.

RL:

My mortgage goes up every year and I'm on a fixed interest for the entire thing.

JD:

Right.

BR:

Yeah, Trump people got on that with the wall. He's like, "I'm going to build this wall," it's like, nobody actually thinks it's going to come to-

JD:

What good is that?

BR:

... fruition.

JD:

The wall was already there.

Interviewer:

JP, you just said something. You vote for concepts not-

JP:

Yeah, I think that we vote more for concepts, but I don't think that we-

Interviewer:

Do you think you vote sort of aspirationally-

JP:

That's good, yeah.

Interviewer:

... like you vote for what you hope-

JP:

Right.

Interviewer:

... is going to happen?

MB:

I think most people feel that way, is you hope... like people... There's a huge group of people, especially younger people, they feel like their vote doesn't matter, so they just don't vote. And the people that do vote, especially people that are my age, they're just hoping that it does count, instead of like just other people, "Why waste my time? It's not going to count. Everything's already made up. Their decisions are already made." So the younger people... There are so many people, a gigantic group of my friends, they're like, "Why should I vote?" Like, "Because your vote matters," but how can I say that if I don't know that either?

RL:

How do you convey that?

MB:

Exactly, kind of like-

BR:

[crosstalk 00:45:33]Don't trust the government. We've got to change the government.

RL:

Right

Interviewer:

We've got to talk about-

TN:

But it just-

Interviewer:

... a sense of-

TN:

... continues. Like, "I don't feel like it's going to change anything, so I don't vote." And then that just goes on and on and on.

Interviewer:

It becomes kind of self-

TN:

Fulfilling promises?

Interviewer:

Almost like a self repeating cycle?

TN:

Yeah.

Interviewer:

Yeah.

TN:

I agree, and I don't necessarily feel like my vote really counts, but I still vote. And it takes time to know what's going on and read it and everything, and I think people are also just really lazy-

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BR:

Yes.

TN:

... and they would rather-

BR:

I saw a Facebook meme, it's true.

JD:

Absolutely.

TN:

Yeah. I think they would rather be-

JD:

What's this Snopes thing?

TN:

... avoidant and try to like-

BR:

Ignore it?

TN:

... ignore it, instead of actually taking a stance and casting your vote.

BR:

My effort doesn't matter so why bother, and-

TN:

Yeah.

BR:

... out of sight out of mind. It's someone else's problem.

TN:

And then they...

BR:

It doesn't affect me.

TN:

Then they talk about how upset that they are-

BR:

Yeah.

TN:

... over the outcome, but I feel like you don't get an opinion, because you didn't even vote.

Interviewer:

Right.

MB:

There's a lot of it's a big thing, like, "I can't do anything about it, so why should I try?"

JP:

Why should I even try?

TN:

Yeah.

JP:

I think in a way there's also a deterring factor in some of this, especially if you're not a strong political person. There's a bit of deterring factor, I think, because younger people tend to be more engaged in social media. So many people are so boisterous and sometimes abrasive about their political views on Facebook that it's like... To be fair, I feel like to really actually know anything about your candidate, you've got to invest a lot of time and research, especially to sort through what's true and what's false.

JP:

So [crosstalk 00:47:17] if I vote for... Say I voted for Trump, because I don't really know, but he sounds pretty cool. Well, now I voted for him and now every day I log into social media and I've got all of my friends bashing people who voted for Trump as being these terrible human beings. It's like, well, shit, if you just don't vote, you don't have to answer to any of that, you know?

Interviewer:

[crosstalk 00:47:37] So it's like self protection, in a way, not to vote, because things are so divided and people are so-

BR:

It's social stigmatized.

Interviewer:

[crosstalk 00:47:47] Yeah. Can you just not talk about it? I mean, is it at the point where you just don't talk about it?

KH:

Well, I have things-

BR:

[crosstalk 00:47:50] In a perfect world, yeah, but-

Interviewer:

Most... Wait. Most, what?

KH:

Most people tell you not to talk about it. My boss-

MB:

[crosstalk 00:47:50] It's been drove into your head.

KH:

[crosstalk 00:47:50] don't talk-

Interviewer:

Don't talk about politics?

KH:

Don't-

JD:

Yeah, we got that memo too.

BR:

But that's what everybody is talking about. Coronavirus and politics, it's so deadly. You know, small talk.

MB:

Well, not talking about politics has been so drilled into our heads since we were kids. They're like, "Don't talk about politics because it's going to start a fight." It shouldn't start a fight. It should start a real conversation-

JD:

A dialogue.

MB:

... a civil conversation, and people just don't know how to do that anymore, because it's been so ingrained into us not to talk about it, but people don't know how anymore.

KH:

When it comes to politics, don't talk about it.

JD:

Yeah.

TN:

Yeah, I agree with that, for sure.

BR:

That's why I want my super power, to make people stop being jerks, right?

Interviewer:

[crosstalk 00:48:38] I'm going to show you this fourth video to get your feedback, and I have a feeling I know what you're going to say about it. This one... well, before we do that, was there anything... I wanted to ask you, did you learn anything? Was there anything in any of those videos that was sort of like, "Oh, I didn't know that?" JP, what was it?

JP:

In the first video, how it mentioned, hey, all these wind turbines and stuff, the majority are produced overseas-

JD:

That was mine.

MB:

Mine too. I didn't know that either.

KH:

[crosstalk 00:49:06] We just did a bid and they're soon to be down here.

JD:

Well, on top of that, they have to use cobalt-

Interviewer:

Yeah.

JD:

... for... and that's kind of, I mean, I think the only place where we can get that is Africa.

RL:

Yeah.

Interviewer:

Right.

RL:

So is that really being green? Because how much are they using of the air to-

JD:

To sustain it.

Interviewer:

Yeah.

RL:

... ensure that they're green?

JD:

Or stagger.

Interviewer:

Okay, let's watch this one.

KH:

Have to wake it.

Interviewer:

[crosstalk 00:49:22] Oh, I got the blue to see how it works out.

JD:

[crosstalk 00:49:22] Sorry.

KH:

Your computer has the coronavirus.

BR:

Put it in the microwave now.

Interviewer:

Uh-huh. Okay, we will watch this one. All right, I'm going to turn this off. We'll give it a minute to recover. Okay, let's talk about... Let's actually talk about climate change and kind of where you... Because I want to understand a little bit about where you guys are, when you hear that. So on a scale of 0 to 10, where 0 is, it's too big, we have way more important things, I don't think it matters, I don't really... That's 0. And 10 is, it is the most important thing and everything I do, I do to address climate change." Write down a number on your paper, where you are between... on that scale of 0 to 10.

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JD:

0 to 10?

Interviewer:

0 to 10, actually. I like having a 0. So, MB, where are you?

MB:

I would say I'm about a 6.

Interviewer:

You're about a 6. TN, where are you?

TN:

7.

Interviewer:

7. KH, where are you?

KH:

3

Interviewer:

3. RL?

RL:

7.

Interviewer:

You're a 7. MB?

MB:

6.

Interviewer:

You're a 6?

MB:

Yeah.

JD:

6.

Interviewer:

JD, you're a 6. BR, what are you?

BR:

5.

Interviewer:

You're a 5. JP, what are you?

JP:

Also a 5.

Interviewer:

Also a 5. So I want to ask kind of in a slightly different way than you might be used to hearing... Who was the 3? Was that you? Usually, like in a sales pitch, I would say, "What do I got to do to get you up to a 10," right? But the question, I want to ask the opposite question, which is, why a 3 and not a 0? What is it that actually does matter?

KH:

I think climate change and preservation of the environment and being responsible is a big deal, but on the triage list of problems, it's lower.

Interviewer:

What's at the top of the triage list for you?

KH:

I think, personally, for me, in the United States, the top of the triage list would be political corruption. Then you have, there's so many things that are broken with the system, I think need to be fixed before we can even properly address climate change.

Interviewer:

And when you say, "properly address climate change," what are you saying? What do you mean by that?

KH:

In my personal opinion, in a perfect world, I think we would have... I think the biggest problem with we need to cut carbon emission, and there's stuff we need to do to clean up what we put in the environment and we cannot do that until our technology catches up. That was my big problem with the P video, is that we didn't talk about, oh, we have this technology. I think we're still 50 years from it, quite honestly. I think the biggest problem we have is power storage. We can generate all this electricity with wind, but we can only use it when there's wind.

MB:

And have that technology cost effective for-

KH:

[crosstalk 00:53:07] Cost effective and also not being horrible to the environment, as well.

MB:

Right.

KH:

Because currently, it's all about batteries and battery technology is so far behind. In a perfect world, we would have a [inaudible 00:53:20] effort to push that technology forward 50 years, and that's what... In my mind, that would be incredible. If we could go, we're going to employ half a million people and we're going to take like what we do with the-

Interviewer:

Space program, yeah.

KH:

... space program and push that technology ahead 50 years and then-

Interviewer:

Let's-

KH:

... make some progress.

Interviewer:

So then if there was a candidate... Let's talk about it from a national perspective, right? So if there was a candidate then who said, and maybe it's a presidential candidate, because that's [crosstalk 00:53:50] something like that would have to happen, who said, "This is my signature thing, this is the most important thing I think we have to do, we're going to do the climate change space program," does that sway you or do you still like-

KH:

It would be-

Interviewer:

... no, there's all this other stuff we've got to take care of?

KH:

It would be so tempting. It would really be that, but the cynic in me just thinks that you're going to have all this money that just goes into people's pockets, and the whole problem is-

Interviewer:

You still just don't trust it?

KH:

Yeah.

BR:

Before you mentioned, at the beginning, it's kind of like a real cost thing. You mentioned that you're more concerned about political corruption, okay? Well, when you try to implement these changes in government-

RL:

You have to vote a politician and-

BR:

Right, because you're going to have these people who are like, "Hey, we need to make all these changes," and then businesses are like, "Those changes are going to cost me \$300 billion a year." And now there's a lot of pressure to change it.

JD:

We're talking about, in order for them to get there, they have to go through other people's hands to fill their pockets, to actually-

Interviewer:

So you're-

JD:

... fund their campaigns.

Interviewer:

... kind of cynical about politicians, is it fair to say, about what it takes to... What makes people want to be politicians and what it takes to get them?

BR:

Money and power.

JD:

Yeah.

Interviewer:

[crosstalk 00:55:05] Okay, hold on, hold on. I want to listen.

KH:

If you drill down on lobbying, because that's a huge problem in this country, and if you had campaign finance reform. I think those two things right there would be a pretty big leap forward.

JD:

But then does that limit the smaller people? Because if the people that already have it-

KH:

No, the whole point is-

JD:

... that have the money-

KH:

... finance would be to-

MB:

Yeah, make it accessible.

JD:

... there would be like a cap, if you had like a cap.

KH:

It would level the playing field.

JD:

It would level the playing field, but when you're talking about somebody like Bill Gates that has 100 billion dollars...

KH:

But he can only use-

JD:

He can only use that much, but then, he already has that money. He's ahead already.

RL:

He's got the popular vote.

JD:

Let's say he runs, for example. He's got to go shake hands and meet up with people and-

KH:

I think the mechanics of it would have to be worked out, but that, I think to drill down on the cost, that's where you're fed.

JD:

I mean, I like your point.

KH:

Yeah.

JD:

I mean, I like your point. I like the fact that it would probably level the playing field, but it's not a perfect system, just like our voting.

Interviewer:

So KH, your 3 about climate change isn't necessarily about how important or not important it is to take action, it's about how much you trust?

KH:

In my mind, I've got a triage list of things that need to be fixed and it's just that one lands low. I think there's more pressing things.

Interviewer:

There are more pressing things. All right, then the rest of you guys who are in the 5, 6, and 7 kind of range, why aren't you lower? Why do you feel at least a sort of medium level of urgency, MB, to do something about climate change? What's driving that?

MB:

The reports of how the earth is doing. Like it's not something I think about constantly, but it is still really important.

Interviewer:

Okay.

MB:

I agree with KH. I think there are more important things to take care of.

Interviewer:

Like what? Can you give me some examples?

MB:

Health care.

Interviewer:

Okay.

MB:

But I try to do my part in actually figuring out where the recyclables go, doing it correctly and things like that. But I think what needs to happen is that politicians need to actually start listening to the scientists and the EPA and stop acting like it's just some-

RL:

Like the politicians get a degree in those things.

MB:

Yeah. They have no idea what they're talking about, and I feel like for so long they've acted like this is just [crosstalk 00:57:59] a big lie, and it's clearly not.

Interviewer:

Okay. What do the rest of you guys in the 5, 6, 7 range, what is the urgency of it, why isn't it sort of less important to you?

JD:

Well, I did 6 because I like to walk. I do my recycling, stuff like that. I try to limit by footprint, turn the power off and I probably waste more water than anything, brushing my teeth and stuff like that, but if I'm not using it, I turn it off. [inaudible 00:58:30] I don't sleep with a nightlight. I mute all that stuff, but at the same time, this goes back to my theory that we need more research and understanding.

JD:

Time is relevant, so it changes also. We change. We don't exactly know. Yes, we've got things that we think is right, whether you're a scientist or you're a [inaudible 00:58:51] but to me, you've got leap years and times have changed. So from my days to now, we're basing things off of the certain way things are. Things aren't always going to be the same way. My car is not going to drive perfectly in the same spot every single time. It's going to be one or the other. If I'm in between the lines and I'm going like that, I'm driving and doing what I'm supposed to be doing. I can't guarantee that it's going to snow December 23rd every single year, so my daughter can wake up on Christmas Eve and be like, "Yes, it's Christmas and it's snowing." Would I love it for her to have some snow, if she loves that? Yes, I like Christmas too, but I can't guarantee that.

JD:

So yeah, I think there should be more understanding and research and figure out... Because time changes. Every four years, we get an extra day.

Interviewer:

Yeah.

JD:

We've got an extra... We lost an hour today, wake up at 8:00 and it's actually 7:00 in our mindset.

RL:

That always gets me up.

JD:

All these different things, and we don't truly understand about the same way we understand. That's why, to me, yes, it's important. People should do what they can do to limit their footprint and things like that-

Interviewer:

People should do-

JD:

... but there is a problem and we need to figure out exactly what the problem is.

Interviewer:

So there are some actions you can take as individuals to do something, feel like you can do something as an individual?

JD:

Yes.

Interviewer:

Okay.

RL:

Can I answer that one?

Interviewer:

Yeah, please, go ahead.

RL:

So I actually look at this as a natural evolutionary processing, human evolution, us moving into a tier one society. In order for us to achieve that, we have to be able to manipulate, control and make our planet sustainable.

Interviewer:

What's a tier one? I'm sorry, I'm not-

RL:

[crosstalk 01:00:31] Tier one civilization being, would basically mean that you're a master of your planet.

Interviewer:

Okay.

RL:

You can change the weather, so on and so forth. Sorry, that's more like sciencey.

JD:

Well, there's theories that-

JP:

You mentioned that [crosstalk 01:00:46] there were things you can do and to an extent things that you can't do and it's like both of them are from a standpoint political. Okay, I think politics has a little bit more control over it, because obviously, I cannot possibly, for example, take the bus and recycle then to offset 70 new coal plants being allowed to operate in the midwest.

RL:

Correct.

JP:

It's essentially pointless, honestly, at that point. So yes, there are things that I can do. I can landscape a certain way. I can eat a certain way. I can recycle a certain way. However, there is definitely a cap in which what I can personally do and whether or not it actually balances what someone else does, I don't know, but I gave it a 5, because it's like what I can do, it's like, yes. Do I find climate change important? Yes, but for the time that I'm here, I find other issues more important. Health care, homelessness, et cetera. Those are things that I think that I have more of an ability to impact compared to the scale of what it actually takes to impact climate change.

Interviewer:

Okay. And in your mind, that's massive-

JP:

Right.

Interviewer:

... to really impact or to change it?

JP:

Yeah, because it takes a law to change it, so whether you're doing good or bad, it takes an awful lot to sway it one way or the other.

Interviewer:

Okay. I think this is working. Let's watch this last video. Hold on.

KH:

Oh, that's sharp.

Interviewer:

That's sharp.

JP:

I see what you did there. Mom and dad jokes.

BR:

Lucky kids.

JP:

This is why she hates kids.

JD:

[crosstalk 01:02:28] We can all agree on that, right?

Interviewer:

No, all right. Let me... Mind if I do that again, and then I do want you guys to just spend a minute writing in the answer to those questions at the bottom.

JD:

Sorry, this is what video?

Interviewer:

Sorry, this is R.

JD:

R.

Interviewer:

This is video R.

RL:

R as in Romeo.

Interviewer:

R as in Romeo. R as in rrrr.

RL:

Rabbit. [Silence 01:03:56]

Interviewer:

Who wants to start with that one?

MB:

I thought it was kind of a smear campaign.

Interviewer:

And what's your reaction to that? I mean, is it a good smear, a bad smear, or is it an average smear?

MB:

I think it's bad to smear, because I think it's a waste of time, when you could actually be talking about things that matter instead of just playing the blame game. And I also find it really interesting whenever they say things like, "We can stop this, if you act now," but there's no such thing as right now in politics. Even if we do act on this, it might not come to fruition for four or eight more years.

Interviewer:

Yeah.

MB:

So-

Interviewer:

So that message doesn't work for you like it should, because you're bothered with right now?

MB:

Right.

Interviewer:

Okay. Other thoughts about this one?

JP:

I think where a question came up for me is okay, I get it, the general theme is don't vote for Trump, Trump is bad, et cetera.

BR:

He's the problem.

JP:

I get it. So what it doesn't tell me, though, is so let's say that there's all these things that Trump is doing. It didn't actually tell me whether or not your candidate will do it different.

JD:

Yeah, who's the alternative.

JP:

Right. Is there an alternative, or is this other person just going to do the same thing.

Interviewer:

Yeah.

JD:

Yeah. There was no comparison to it. There was no lead in. It's kind of like saying, "Hey, I know that you're fat, but that's it."

MB:

Is this the only ad mentioned? I can't get this, can you?

JD:

We need[crosstalk 01:07:21] but I'm not going to tell you how.

JP:

Yeah, this was targeted.

Interviewer:

Yeah, yeah, it is. Go ahead.

MB:

This is the only ad that mentioned a candidate by name, and it went a negative route with it.

Interviewer:

Yeah.

MB:

So I mean-

Interviewer:

How'd you feel about that?

BR:

Interesting psychology aspect of it. Like, bad, bad, bad, and you were instinctively warned not to do bad, kind of going back to what I was saying earlier, stop telling me why I shouldn't vote for this person and start talking why I should vote for you.

JD:

They're all against Trump is what it seems like here.

TN:

Yeah.

BR:

Trump is the [crosstalk 01:07:51] It's one guy.

JD:

All I hear about is we need to change this, it's an issue, or we need to do that, or we had a mission, it was supposed to be 35 bucks. I got [inaudible 01:07:59] It's not working right now. Oh, Trump. Who can talk crap about this person the best? Okay, well, you win this state. Good job. You talked the best crap. That's all I've been hearing, and I don't like that. Once it gets boring, there's nothing like... There's nothing going. It's just a bunch of words going over and over and over.

KH:

It desensitized.

BR:

Yeah.

KH:

Like, I don't believe this. I'll scroll and try to find the meaning and be like, okay, your topic right here doesn't fit anything here. You're just mumbling on and trying to get me to say, okay, this person sucks.

JD:

I think half the time when I read something that should actually have a good message and it brings up stuff like that, instead of actually going to the meat, like you were saying, I'll dismiss the whole thing, because I don't want to deal with it. I'm so desensitized through the whole entire Trump is bad, Trump is the devil type-

Interviewer:

[crosstalk 01:08:49] Let me ask you this. This message talked about some very specific things, quite a bit of things-

JD:

Yeah, regulations.

Interviewer:

Regulations that have been rolled back and things like that. Was any of that news to you or were you-

JD:

Sure.

Interviewer:

... aware and it's like-

JD:

I think it's overlooked.

Interviewer:

... "Yeah, but that's not-

JD:

Overlooked, I think it got overlooked by the message.

Interviewer:

Oh, okay.

KH:

I just heard rumors of taking stuff back and this and that, but all that stuff was set forth before.

Interviewer:

Okay.

TN:

To read headlines of it, but there were no details.

Interviewer:

And then to you, it just gets lost when the dog is blaming-

TN:

Yeah.

Interviewer:

... Trump?

JD:

Yeah, like I completely... If-

RL:

So being in Iraq and being a veteran, I hated hearing all the time that something happened here and here and here and here, and it's like, I stopped watching the news. I just... I couldn't keep doing it.

Interviewer:

Yeah.

RL:

Because while I was over there and getting to hear from family and friends like, "Hey, we heard this happened," and it's like, "No, I'm at that base right now, that did not happen."

TN:

The misinformation is just-

RL:

The misinformation is-

BR:

... everywhere.

RL:

No.

BR:

... and-

Interviewer:

Does that mean you don't basically trust any information? So going back to the role about the coal plant emissions regulations, right? I mean, do you just flat out not believe that this happened, or is there some room in there like, "Oh, I wonder if I should learn a little more about that?"

JD:

Well, this, from what I've seen-

RL:

Yes.

JD:

... he did or did not do this, but part of those ones that have the regulations are from the person that actually was doing good-

Interviewer:

Yeah.

JD:

... are saying bye to the regulations. They're saying, "We're not doing that. We're not shutting this off. We're not doing that." It also comes back down to how much money there is too. They've already rolled them dice. They want to stay there. They want to transition back in and shut that stuff off and pay all this other money.

Interviewer:

Well, how much of the whole story are you going to get in 30 seconds?

TN:

I think there's a lot that goes under the radar, that people just flat out ignore. For instance, the Dakota Access Pipeline, thousands of people were there and he still ruled in favor of it and a lot of these pipelines that are put in place are polluting things, they were signed on by Trump. A lot of them were put in place and he allowed them to be put in place. There is Reservations... For instance, my Reservation is being challenged for land right now, so that they can build more and take more from us, and nobody knows this or they do and they just don't care, because everybody in this country knew about the pipeline that was going in, and everybody fought for it and it still went up.

BR:

A lot of those things though, they started several administrations back. This wasn't just a new thing to... This administration that takes the blame for it, when in actuality, these things started decades ago.

JD:

Irregardless, right?

BR:

Yeah. And things that... Trump's being blamed for things that Obama got blamed for. It's like he didn't do.

JP:

I think when you see a lot of this stuff, for me, it illustrates kind of in a way the lack of understanding that I think the average American has of how the government works. And it's like something that I notice that even though, personally, I'm not a Trump fan, I also understand that there are literally hundreds of people whose hands touch every decision that our government makes, hundreds of people. One single person does not make all these decisions and yet, somehow when we change presidents, okay, maybe we elect a democrat next. Well, if you still have those hundreds of people making those same decisions, nothing has changed.

Interviewer:

So pretty much, it's going to the same?

KH:

They sound like a bunch of-

TN:

[crosstalk 01:12:31] Yeah.

Interviewer:

Wait, say that. Hold on.

KH:

It sounds like a bunch of kids are [inaudible 01:12:31]. It's really like they're not really going for anything except for targeting this and that, because they feel like they've been injured and their pride's been hurt or this or that, where I don't know what the acquittal and all that stuff, but she ripped the paper up because it didn't go her way. So she's being... instead of doing her job... She's supposed to represent all of us, but she's like-

TN:

It was petty, petty behavior.

KH:

You're supposed to suck it up and stand up.

Interviewer:

What I was asking, KH, whether, if there was somebody who had a really strong climate change message and that was sort of what they put forward first if that would motivate you to vote, consider that, vote for that, and you said, not necessarily, it's not the most important thing?

KH:

Right.

Interviewer:

But one thing I do have is if you... Because it sounds like you guys sometimes you might consider voting for somebody from a party other than you voted for, depending on how you feel about the candidate or what the story is. So where does this... Is there a place where somebody with a climate change message makes you think, "Oh, you know, I like what that republican is saying, but I usually vote democrat," or, "I like what that democrat is saying even though I usually vote republican," because they're talking about addressing climate change?

TN:

It's logical and able to be put into application and cost. I think cost is a deterrent for some people to. I mean, for example, I live in county, non city, so I use Waste Management. I have to pay for a recycling can, but then there's a guilt factor of like, "You're not recycling, you're not doing your part." But it's like, it may be a cost factor for me and I'll be more motivated to step up my game.

Interviewer:

Okay, and so somebody... And so if there was a candidate say running for county government who said, "Yeah, we think this is a burden, but we don't necessarily have anything to do with it-

TN:

You would motivate more people-

Interviewer:

... we're going to motivate more people-

TN:

... that can't afford a recycling can, you know?

Interviewer:

Yeah.

TN:

This is important enough that... We have a trash truck come around anyway, so we're just going to pick up recycling at the same time.

JD:

And I would prefer if they just got rid of the label, because it doesn't mean anything anymore. It's supposed to mean, represent something. Well, I don't know what they represent. They've not... They're just all, "Oh, I've got to do this, we're going to do that." I think it should be based off the individual. It shouldn't have to be like, "Oh, I'm a democrat." So then you think, oh, you've got statue, because of the way your predecessors did or what you're supposed to do in this party or what they're doing in this party.

BR:

Relating to your question, though, would a strong climate change platform influence a vote, it's hard to tell because, there's just so many things in someone's platform, so many different issues. So it could be as a candidate, maybe you are by far the candidate who I think has the best position on climate change. I'm super excited about that. And maybe there's five other things on your platform that I'm not so hot on. Well, simple math, now I'm not really in your favor.

Interviewer:

[crosstalk 01:15:32] So it is a priority test.

KH:

And I think added to your question, if you had a candidate that came out and had specific details. Actually, because I feel like climate change and environment usually gets weaponized to be a heartstring chord for a candidate to use. Yeah, and so if they can prove to a voter that, "I'm not throwing this out because I want to make you feel guilty, because we're killing Mother Earth and you need to vote for me and then we'll worry about that later, but I have at least some semblance of a plan that will work in reality." The New Green Deal was a plan that had a lot of details, but as far as implementing it in reality was really problematic.

JD:

The best laid plans on paper fall to-

Interviewer:

Okay, now let's-

KH:

I think if they fall to paper would be a great start.

Interviewer:

So speaking of the... Here, pass these down. Just a few more, they kind of go along with the prosperity video. These were a few more sort of factoids they were considering putting in and I just wonder whether any of these kind of resonate with you guys or what you think of these. [Silence 01:16:45]

KH:

Oh. [Silence 01:16:57]

Interviewer:

JP, any of these-

TN:

Can I jot-

Interviewer:

Absolutely, please.

JP:

Regarding your question, which of these I get and grabs my attention more?

Interviewer:

Are there any of these that got your attention? Are there any of these that make you want to know more?

JP:

Yeah, absolutely.

Interviewer:

Which ones?

JP:

The third one.

Interviewer:

The third one about solar panels?

JP:

Absolutely.

Interviewer:

How come?

JP:

It just sounds really cool to be able to... Because I [inaudible 01:17:32] before and one of the coolest things is you kind of have... It's almost like a self-sustaining thing. It's like, "Hey, once this is in place, I don't have to pay someone for my power bill. I just have this built-in system that-

RL:

Well, actually, it depends on who your company is.

JP:

Right.

RL:

Because I had some installed recently and Avista still gets a certain amount of money.

MB:

Right, you get a kickback. What you don't use, you sell back to a-

RL:

[crosstalk 01:17:52] or whatever's voted in and the rules and stuff like that. Actually, it's changing too, so technically, some of them, they don't even give much of yours back. It's like they hub it-

JP:

Uh-huh.

RL:

... and you get some back. Like right now, if you want to go get it, and you can actually give 100% to me, if you're in this for 100%, based off of this, that you're not paying anything. Because I thought about it, but there's gas and stuff in my place, so I'd have to totally convert the whole thing. So at least I can get half of it, still paying that \$9.00 to Avista, and then at the moment, I'll get a 100% of my stuff back, but they're changing those rules, where you're not getting 100% back. It goes in and they do what they want.

Interviewer:

Wait, 100% of your energy back or 100% of your cost?

RL:

The energy.

Interviewer:

The energy, okay.

RL:

You're supposed to get it back when you need it. So if I-

Interviewer:

Oh, got you.

RL:

[crosstalk 01:18:35] if you owed it to me, you could sell it into the grid.

Interviewer:

Yeah.

RL:

Which is kind of like, okay, I can get paid for-

Interviewer:

Get money back.

RL:

... giving it back, I can take care of myself, and stuff like that, but they keep, "Oh, our rates are down to 2.98%." That doesn't matter to me. I can't take my whole house to put into it.

Interviewer:

Okay.

JD:

Which is kind of weird, because it doesn't make much sense, because if they're moving the power, then it's putting a strain on the grid, which was why they wanted this in the first place.

RL:

It all goes somewhere. They have hubs and stuff.

MB:

[crosstalk 01:19:00] Like you were saying with batteries being-

JD:

Oh, yeah.

MB:

... extremely inefficient, horribly. Not good for the environment.

KH:

I would like that. The solar for house would be really lucrative if we were somewhere else where our power wasn't cheap.

MB:

Right.

BR:

I just think as far as Washington... [crosstalk 01:19:24]

JP:

I just think this grabbed my attention because it was the first on there that was kind of like directly to me. I'm like, okay, the first two, they sound great. I have nothing against them, but they're kind of conceptual. They don't really affect me personally, I guess. There was like Number 3 is like, wow, that

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really affects me, and electrical vehicles, yeah, this sounds good. And I mean, the question for Number 4 could be to Number 3, but I'm like, cool, they cost half as much to operate-

MB:

Maintenance.

JP:

... but do they cost me five times as much to purchase?

MB:

[crosstalk 01:19:53] Yeah. The maintenance is insane.

RL:

Like you said, they were changing those rules and stuff and it was for us and not for them, and that's the one, because I actually was interested in lessening my carbon footprint and not having to spend useless [inaudible 01:20:10] or whatever it is. It's automatically being charged, just because I'm using your service, and that's the only service in the area to use, so they're automatically-

KH:

[crosstalk 01:20:17] It's a monopoly on that there.

TN:

In order to put solar panels on your home and hook it up to the grid and rewire your whole house-

KH:

Your return investment somewhere in this area.

TN:

[crosstalk 01:20:30] Yeah, and look at where we are. People on the planet-

RL:

If you don't generate enough, you actually feed into theirs and then you're paying them.

TN:

Yes.

RL:

So they keep you hooked up. They don't just totally let you go.

TN:

We don't get a whole lot of sun here for several months out of the year and I mean, yeah, the return on investment is-

JD:

[crosstalk 01:20:45] The electric vehicle, I think is, specifically for this area, the cost to charge like a Tesla is really low.

KH:

Yeah, I agree, and especially if you're hooked up to solar.

TN:

Well, we need to consider the winter driving situations, how would electric be. I don't feel that there are a whole lot of electric vehicles that are a whole lot great for handling.

JD:

I think they're getting there.

TN:

They're getting there, but-

JD:

Give me the cyber truck.

Interviewer:

[crosstalk 01:21:11] So is there... Let me ask this about the electric vehicles-

KH:

I've got a four wheel drive-

Interviewer:

[crosstalk 01:21:16]... is it about and I guess kind of still talking about the solar panels, right? Is it about me saving money or how you can help me save money by doing the right thing, or is it, first, I'm doing the right thing and, oh, I'm also saving money? Is the saving money the important part there?

KH:

Yeah, as long as you-

MB:

[crosstalk 01:21:32] That seems to be the only important piece.

Interviewer:

What do you mean it's the only important piece?

MB:

Yeah, because like for instance, the first year, they're creating 10,000,000 jobs, that sounds awesome, but realistically, how are you going to put that into play? And the second one, farm land, nobody's going

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to do that, because it's not going to save them money. They're going to go broke. They can't put their farm land for that. They use that for their money for their income. So it's just- [crosstalk 01:21:57] It's saving money. If it's saving somebody money, if it's actually helping save money, that's about the only way that they'll get anybody to do anything.

KH:

What does carbon capture actually mean?

JD:

Yeah, I guess it's like-

TN:

Carbon capture is the earth.

Interviewer:

[crosstalk 01:22:10] So rather than leaving it out in the atmosphere, they store it in a storage area.

JD:

Are they planting crops that are more efficient at carbon capture or are they still-

TN:

Yeah, I want to know how-

RL:

You're still using a tractor and it uses diesel.

TN:

And we're still using water and-

JP:

Maybe it's an electric tractor.

RL:

Great, if you can find one, tell me about it.

Interviewer:

So you want to know more on your [crosstalk 01:22:38] That's a big question.

TN:

I think you better-

KH:

At least like in the early 1900's, where 95% of the United States was all farm land.

MB:

Yeah, and all of these, you basically have to spend money to-

TN:

Save money.

MB:

... basically save anything.

KH:

Correct.

TN:

I'd do the right thing as long as it's not going to cost me a fortune, because I mean, we're all about the same age, I assume?

Interviewer:

Yes, you are.

TN:

We're broke. Our generation, we are broke. We don't really have savings. We don't have investments. Those aren't things that are attainable through our generation, so shoveling out \$50,000 to put solar panels onto my house, first of all, I don't even own a house. I don't see myself ever owning a house.

RL:

Eventually.

TN:

Maybe, maybe not. I don't know, but financially, it's unattainable.

Interviewer:

Yeah, I get that, and then this idea that you have to... that what a couple of these are saying, like with the electric cars too, wow, I have to shell out first-

MB:

Yes.

TN:

I'm happy to do the right thing-

Interviewer:

... before anything... before I see any kind of savings or benefit, for all of these.

MB:

For all four of them you do, yeah.

Interviewer:

Okay.

TN:

We're both [crosstalk 01:24:02] jobs, so-

JD:

Is that a mentality thing? Because I look at... I don't know if that's our generation or something, but for example, I bought a new house and... Sorry, I'm not proud.

TN:

Good for you.

JD:

I bought a new house and I went through and the people that I bought it from, they were roughly around the same age as me, and I walked around and they had lightbulbs of different makes, different models, different wattages, and I literally was like having an OCD attack. I was like, "Are you kidding me? How do you light anything in this house?"

TN:

And then you have a headache all the time.

JD:

Right, so I literally went down to my Home Depot, bought a crap ton of LEDs, they were like one thing, and set it up and just put them in. And I noticed a huge difference that I'm okay with. And that's the thing. It's like, I was okay with spending the money if I knew that I was going to get a return, because to be quite honest, having a dimmer light than something that costs a little bit less, but now it's brighter and it costs less for me, I just... I'm going to make that call.

Interviewer:

Okay, so you were thinking about the people that had the house before you that they just... they never bothered to find out-

JD:

No, they just-

Interviewer:

... what their choices were-

JD:

... probably didn't even know.

Interviewer:

... they just did whatever?

TN:

A lightbulb is a lightbulb, right?

Interviewer:

A lightbulb's a lightbulb's a lightbulb?

JD:

Right.

KH:

The lightbulbs I've ever had, I like natural light anyways, especially early in the morning.

RL:

I like natural light too.

KH:

Why is the light not on? The sun's shining in my face. I don't need a lightbulb. I've got the curtain wide open for a reason.

Interviewer:

Right, right.

KH:

Leave the light on.

Interviewer:

Okay, are there any... Do you guys have any other thoughts about the videos? We're almost done. Any other thoughts about the videos or any feedback about the videos for the team, or thoughts about candidates talking about climate change, stuff-

TN:

I feel like-

Interviewer:

I'm sorry. Go ahead, TN.

TN:

I feel like candidates talking about climate change is kind of a waste of time, honestly. It's a really boring issue, for sure, but there's so many different things that play into climate change. For instance, meat, dairy, everything that we do outside of... things that people don't have any control over, because people want the money that comes out of the business, that they would be putting out to try and make climate change. And making change is to help. It's not realistic.

Interviewer:

What if there were... Sorry, you were going to say something, BR, go ahead.

BR:

Just stop telling me why I shouldn't vote for whoever and start telling me why I should vote for you.

JD:

Tell me why you're good, right?

BR:

Yeah.

Interviewer:

[crosstalk 01:26:57] So I was going to ask, you were talking about how 10,000,000 new jobs worldwide, wow, that's huge, or 25% optimizing farm land. What is the message were a little more political? Like, "Hey, remember the wildfires that we lost several years ago," and "Here's my plan to help deal with the effects of that," or something like that, and you made it your goal?

JD:

[crosstalk 01:27:24] "Hey, I talked to the over in Idaho and they do controlled burns," I think that could-

KH:

Or how you're going to work together to change this and that.

MB:

Yeah.

KH:

They're not going to do it themselves.

JP:

[crosstalk 01:27:37] I would really like to see politics-

KH:

So you need to be onboard with it.

Interviewer:

Yeah, yeah.

JP:

I'd like to see politics not screw with science so much, because I think that one of the inherent problems with climate change is that it's become political and I'm not sure if that's simply because Al Gore was the spokesperson-

MB:

Yes.

JP:

... but so far-

Interviewer:

Al Gore is... Wait. You think that's where it-

JP:

I feel like that's where it began.

Interviewer:

Oh, interesting. Okay.

JP:

Because now it seems to me like there's this built in thing, because you have people that... And let's be real, you have people that think republican or think democrat, which basically means they do any research for themselves on something. They start with the political compass and then they accept it, right?

JD:

Yeah.

JP:

And I feel that there's this thing already at this point that it's like, "Look, if you believe in climate change, you have to be a democrat."

JD:

Oh, no. That's-

JP:

And I feel like that's the message that's put across.

JD:

That's horse malarkey.

JP:

Oh, it is, but I think that that's a lot of the message that's put across. I feel a lot of it is that if you're republican, you don't believe that climate change exists, because now we have someone who's not a scientist, that has said that climate change doesn't exist, and so now politics is so mangled into climate change that-

TN:

Everything is- [crosstalk 01:28:49] It doesn't need to be-

Interviewer:

[crosstalk 01:28:50] Okay, so let me try to pull us in the thought in a slightly different way. It sounds like to me what you're saying, JP, is I want you to... I want you, candidates, politicians, whatever, I want you to not assume I have a position about climate change just because I say I'm a republican or I say I'm a democrat, or I say I'm an independent, and I want you to speak to me about the science and the human effects, and all of these things that matter to all of us about climate change, and not just assume that I don't believe in it because I go to church on-

JP:

Right, remove the politics from it.

Interviewer:

Remove the politics, okay. All right, I'm going to check with the folks in the back. I've got a quick thing. We're not going to talk about this, but I want you guys to fill this out. And please... Actually, I really want you to be honest with me. Don't just give me a-

BR:

We're going to lie about all of it.

Interviewer:

Don't lie to me.

JD:

Let's cheat with the answers.

KH:

Lie down the board. [Silence 01:29:53]

Interviewer:

Everybody one last question, how... I got to think how I want to ask this. How motivating are discussions or the images that they brought up about pollution, like the spewing smoke out of the smokestack?

TN:

Well, one of the images wasn't even smoke. It was steam, so-

Interviewer:

When you think about, we talked a little bit about some of the different kind of elements of climate change and because it's a big thing and there's lots of different parts in it, is there pollution? Is there making pollution, making water cleaner, making air cleaner and maybe some of that that goes on, when we change that?

MB:

Recycling.

Interviewer:

Recycling.

MB:

[crosstalk 01:31:01] are everywhere.

Interviewer:

Right. [crosstalk 01:31:04] Pollution has that.

MB:

Yeah.

RL:

Well, I guess you guys aren't making any air too, so we're-

JD:

The images, I think, definitely matter. And it's going to be one of those things again, it's like, does it touch you, okay? If you really like animals, seeing turtles with plastic around their neck is going to probably piss you off.

Interviewer:

Right.

JD:

When I see bodies of water with contaminated stuff, I fly fish, so it speaks to me, but someone who doesn't care-

TN:

Someone who has kids was inspired by that, but I was the one who doesn't-

JD:

[crosstalk 01:31:33] If you take care own stuff, you take care of that too.

TN:

That does nothing for me.

JD:

If I see one that's more appealing, waters and moss, something that's natural, it's cool, but if you see dirt, it's like, okay, that was cute, but anyway, just because [inaudible 01:31:42]

Interviewer:

Well, he didn't know any better. Sometimes [crosstalk 01:31:48]

KH:

I think the industrial smokestack trope is pre time war, honestly.

Interviewer:

That doesn't work for you?

KH:

No, but I work in a heavy industry and there's no way to make those without having some steaming smokestacks, to a degree. We're still working with the EPA and we're doing it the best we can, but a lot of that is just a necessary evil for the economy to work. So I just, and we're brought up with holes in the ozone, acid rain, all that stuff, and so it's just really timing. By 2020, we still have the same smokestacks feels.

Interviewer:

What about the plastic bottles floating in the ocean?

RL:

There's more and more of that.

Interviewer:

That's a little newer.

KH:

We've seen, locally, forest fires, we talked about that. I like to go to the coast, and we just had pretty much all the starfish just disappear from a couple year period, because of warmer offshore waters. Stuff that's more tangible like that that is... giving back to my kids-

TN:

The stuff that we see-

Interviewer:

Yeah, I'm with that.

TN:

... on TV, it's like-

Interviewer:

He's actually-

JP:

[crosstalk 01:32:55] In a negative way, I was just thinking, this almost becomes like a defensive for someone in your position, because maybe you care about climate change, but if the moral of the ad is, wait a second, so if I go [inaudible 01:33:07] you're going to basically get the thing that I do for a living shot down and it might cost me my job? Well, that's a real life conflict.

Interviewer:

Yeah.

KH:

Right, well, if you're trying to convey the message that you care about the planet and either taking in a more caring spin to it, look at, this is what's happening right now, let's take action on that, rather than look at this smokestack and the sludge coming out of over here. You've just seen that so much.

Interviewer:

Okay, thank you so much, you guys. I really appreciate it. I don't know if one's going to run in the primary, but I hope you vote. That's my message. My message is just to vote. I don't care which way you go.

JP:

Did you hear them say that they were sent out late?

Interviewer:

No, who was it that said-

JP:

Someone popped in and asked me if I voted yet, and I didn't get a call-

Interviewer:

Oh, no, that was the other room

RL:

But they really are the same thing, when they want you to pick a side.

BR:

[crosstalk 01:34:05] I don't know what the story is, but they're not-

TN:

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[crosstalk 01:34:05] There's a trust thing on that, you've got to worry about. My mail carrier is strong anti Trump, and it's marked republican. They're going to ditch my-

Interviewer:

Just leave everything for me. Thank you so much.

TN:

Thanks for not being a jerk.