

So after I posted [my tantrum about George Will](#) the other day, I felt a little guilty. Maybe I had been too hard on The Tory Bowtie. After all, maybe his putting “facts” in scare quotes was just a slip.

Then I saw [this piece on the Washington Post editorial page](#) by Republican pollster Ed Rogers, on what the Republican base wants from a candidate. His words, not mine:

Even though Cain won't be the nominee, his candidacy tells us a lot about the psychology of GOP activists. Our team wants someone authentic, creative, fresh, bold and likeable. **And we don't have much tolerance for too many facts or too much information.** In politics, a bumper sticker always beats an essay. Cain's 9-9-9 is a bumper sticker; Romney's economic plan is an essay. Perry's rationale for giving the children of undocumented workers in-state college tuition rates is an essay. No hand-outs for illegal aliens is an effective bumper sticker.

This is getting a little too easy, people. It's clearly true that in politics a bumper sticker beats an essay, but that's far from saying that your most energetic supporters don't want your bumper stickers to be backed by an essay. Modern-day Republicans? Don't confuse us with facts.

Those people still naive enough to believe in “consensus bipartisan solutions” to climate change should take note.