Race-Class Narrative

National Dial Survey Report

Findings and recommendations from a national online survey of adults

May 2018

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Methodology

- Lake Research Partners designed and administered this survey in partnership with ASO Communications and Brilliant Corners Research and Strategy. It was conducted online from March 19 – March 26, 2018. The survey reached a total of 1,500 adults nationwide with oversamples of 100 African Americans, 100 Latinos, 100 millennials, 100 drop-off voters, and 100 unlikely voters.

- The data were weighed slightly by, age, region, race, and education to reflect attributes of the actual population. The oversamples were weighed slightly by gender to reflect the attributes of their actual populations. The oversamples were also weighed down into the base to reflect their natural proportion of the electorate.

- The margin of error for the total sample is +/-2.5%.

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Defining Base, Opposition, and Persuadable

Throughout the report we refer to targets as base, opposition, and persuadable. They were created with a statistical cluster analysis that groups people by the patterns of their attitudes.

Base – 23% of adults

- Think not enough attention paid on race.
- Strong concerns about bias toward Blacks, Latinos, and people who are Muslim.
- Believe Blacks and Latinos face greater economic challenges than whites.
- Strongly support policy agenda.
- More likely to be women, African American, Latino, and Democratic.

Opposition – 18% of adults

- Think wealthy achieved success on their own.
- Oppose policy agenda.
- Concerned more with "reverse racism," and think Blacks and Latinos are responsible for their own economic situation.
- More likely over 65, white, and Republican.

Persuadable – 59% of adults

- Have views that at times reflect base adults and at times reflect opposition adults.
- More likely to be men and younger. Partisan identification and racial composition more closely reflect demographics of the general public.

Demographics	Total	Base	Opp.	Pers.
Men	49	39	49	53
Women	51	61	51	47
Under 30	22	19	9	27
30-39	17	15	10	20
40-49	17	14	19	17
50-64	26	30	30	23
Over 65	18	21	32	13
White	65	56	84	63
AA	12	19	3	12
Latino	15	18	7	16
Asian	5	4	3	6
Northeast	18	19	14	19
Midwest	22	23	22	21
South	38	33	43	38
West	23	24	22	22
Democrat	47	82	8	45
Indep/DK	12	9	12	13
Republican	37	6	78	38

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Summary of Key Findings

Key Findings

- There are three key dimensions that shape the base and opposition. First, base adults say that there is too little attention paid to race and racial issues in America today, while opposition adults say there is too much attention. Overall, Americans divide nearly evenly on this, and persuadables are slightly more likely to say too much attention is paid. However, both base and persuadables by strong majorities agree that focusing on and talking about race is necessary to move forward toward greater equality, a position that opposition adults reject.

- Second, base adults want government to create opportunities for advancement while opposition adults want government to get out of their way. Persuadables are more divided, though favor government creating more opportunities for advancement by 15 points.

- Third, base adults believe that wealthy Americans achieved success because they were given more opportunities than others, while opposition adults say it is because they worked harder than others. Persuadables tend to agree with base adults, that the wealthy were given more opportunities than others.

- Importantly both base adults and persuadables retain a sense that if we really committed to it, we could ensure that all people are treated fairly and equally, no matter their race, religion, or country of origin. However, aspirational messages are key, as is a call to action. As we saw in the focus groups, cynicism can be as a great an enemy as opposition.

- Lastly, base and persuadables strongly favor a policy agenda rooted in equality: ending discrimination against people of color in jobs, housing, and education; expanding Medicare to ensure healthcare for all Americans; overhauling our criminal justice system to eliminate racial and other biases; and, creating a fair immigration process that keeps families together and includes a roadmap to citizenship for current immigrants.

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Three Core Dimensions:
Racism, the role of government, and how people achieve wealth.

In general do you think there is too much, too little, or about the right amount of attention paid to race and racial issues in our country these days?

	B	P	O
Too Little	77	34	11
Too Much	9	39	76

If you had to choose, would you prefer government...

	B	P	O
Create Opp. for Advancement	62	48	21
Get Out of Way	24	35	70

RACE & RACISM

GOVERNMENT

ACHIEVING WEALTH
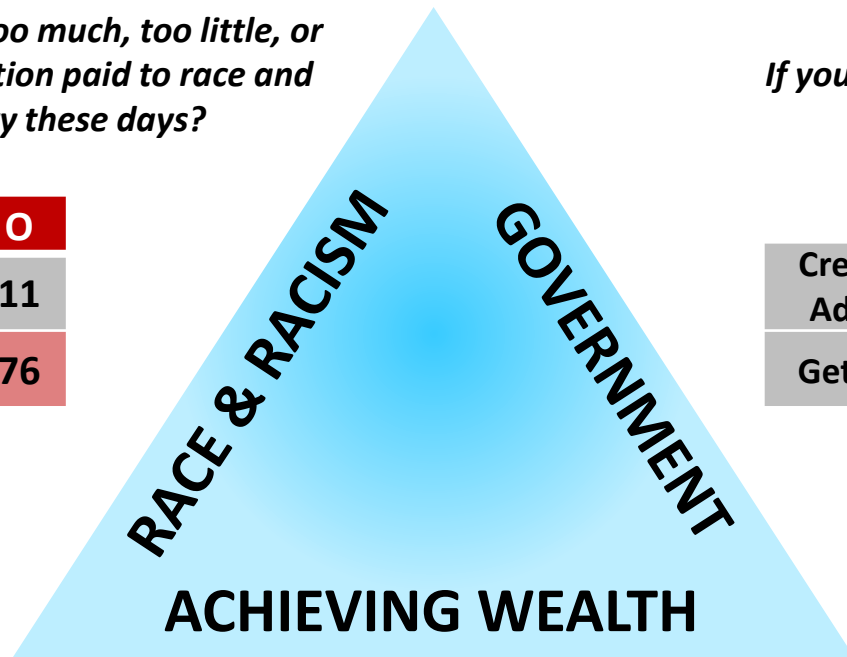
Which of the following is the primary reason wealthy Americans have achieved financial success? Wealthy Americans achieved their success because they....

	B	P	O
Were given more opp. than others	76	46	18
Worked harder than others	9	37	69

Key Findings

- Racism, bias against Black people, bias against Latinos, and prejudice against Muslims are significant concerns for base adults, and to a lesser extend persuadables. However, persuadables also have concerns about "reverse racism" and discrimination against whites.

- While the persuadables side with us on many questions, this is contested space. The persuadables hold two competing schemas.

- Persuadables agree with the base on ending racial discrimination, the negative impacts of divide and conquer tactics, the value of working together, the reality that African Americans face greater obstacles than whites, and support for unions.

- But there are three barriers that hold persuadables back. First, persuadable adults hold competing views on the impacts of focusing on race. A sizable majority of persuadables agree with the notion that "focusing on race doesn't fix anything and may even make things worse" while also agreeing that "focusing on race is necessary to move forward toward greater equality."

- Secondly, persuadables have concerns about racism, but also they are the only group with strong concerns about "reverse racism."

- Thirdly, persuadable adults, unlike the base, believe that people of color who cannot get ahead are mostly responsible for their own condition.

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Key Findings

- One of the primary goals of this research was to develop ways at countering messaging appeals grounded in divide-and-conquer tactics. Qualitative research underscored the challenge of doing so, as merely highlighting the divisive tactics of others came across as divisive itself. However, there are several takeaways from this research that help.

- First, it helps to **evoke race when articulating an agenda to make life better for working people**. For example, "put the interests of working people first, whether white, Black, and brown." Doing so resonates more strongly with persuadables than simply articulating a positive agenda. It also alienates opposition adults, and thus better differentiates this positive agenda.

- Second, **calling out divide-and-conquer tactics is more effective when they are being used to appeal to fears based on terrorism**, but less so when being used to suggest there are people expecting things to be handed to them.

- Thirdly, it helps to **connect divide and conquer tactics to what divisions produce**. It's not just that politicians divide us based on what we look like, but that they do it to rewrite the rules to line their pockets. Its not just that they generate fear based on race, but that they do it to benefit the wealthy few at our expense.

- Lastly, calling out intentional divisions and outcomes is not enough by itself. A **positive call to action that recognizes "we are stronger when we work together"** is more effective with base adults and persuadables than focusing solely on the politics of division.

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Messaging

- Our strongest message is "Working People." This message registers the strongest convincing ratings among the base and persuadables. Our second strongest message is "America's Strength – Divide."

- There are several keys to success in these messages. First, they create a foundation in a shared value. Working People unites us by focusing on what we all work toward: caring for our families. America's Strength unites us by defining our country's strength in our ability to work together.

- Secondly, they carefully name a villain that is a barrier toward our shared values, while evoking the villain's divisive tactics. "A greedy few and the politicians they pay for divide us against each other based on what someone looks like, where they come from, or how much money they have." "Certain politicians and their greedy lobbyists hurt everyone by handing kickbacks to the rich...then point the finger for our hard times at poor families, Black people, and new immigrants."

- Lastly, and perhaps most importantly, they then provide a positive aspirational call to action. For Working People, part of that is evoking past successes. "We need to join together with people from all walks of life to fight for our future, just like we won better wages, safer workplaces, and civil rights in our past." For America's Strength, it is a call for unity and a specific call to action: "It's time to stand up for each other and come together It is time for us to pick leaders who reflect the very best of every kind of American."

- These messages are stronger than a more traditional "Colorblind Economic Populism" message for two reasons. First, these messages tap into people's desire to come together and work together. Secondly, these messages include another dimension beyond inequality that resonates with both the base and persuadables.

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Messaging

- Regressions show that "Working People," and "Colorblind Economic Populism" both increase people's excitement to join together with others to take action and bring about change.

- Other messages are somewhat less effective for one of two other reasons. First, they linger on describing the problem. It is important that we find the right balance of positive to negative in the messaging frame. Or secondly, they provide an aspirational vision without a specific call to action ("When we come together we have the power" is not as effective as "We need to come together and elect new leaders.").

- The opposition message is very strong with the opposition and also with persuadables. Among persuadables the opposition message has the lowest convincing rating, but their average dial rating is higher than several of our messages. Several themes of the opposition message resonate with persuadables including "keeping us safe" and "we need to make sure we take care of our own people first."

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Messaging Recommendations

Establish Shared Value

Establish a shared value before moving on to naming the problem.

Strong language: *"Most of us work hard for our families." "Every child deserves to pursue their dreams." "Our strength is our ability to work together."*

Highlight Divisive Tactics	Name the Villain
Call out divide-and-conquer tactics and connect them to the outcomes the create. Strong language: *(tactics) "Divide us based on what we look like." "Generate fear based on race." (outcomes) "Re-writing the rules to line their pockets." "Rig the rules for their own benefit." "Rig the economic rules in their favor."*	**It is more important to highlight the tactics they employ than merely naming them.** Strong language: *"wealthy special interests" or "the wealthy few" or "certain politicians and their lobbyists."*
Work Together	Evoke Race
Create a unity of purpose by describing people working together. Strong language: *"working together" "knit together a landscape of people from different places into one nation."*	**Talk about race when articulating an agenda to make life better for working people.** Strong language: *"put the interests of working people first, whether white, Black, and brown."*

Provide a Call to Action

Don't dwell on problems. Provide a positive call to action around unity and change.

Strong Language: *"Stand up for each other and come together." "Come together to elect new leaders."*

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Say	Instead of	Because
No matter our differences, most of us want pretty similar things	United we stand, divided we fall	Overtly claiming universality can feel disingenuous in a narrative about intentional division. Focusing instead on common desires sets up a strong foundation for why intentional division is undesirable.
Our opponents point the finger for our hard times at Blacks, new immigrants and Muslims	Our opponents are racist against Blacks, new immigrants and Muslims	Framing scapegoating as tied to economic concerns allows audiences, including whites, to see that their well-being is tied to rejecting racial resentment.
Working people whether white, Black or brown	Working people	Making race explicit increases enthusiasm of our base and persuades a greater number in the middle toward our solutions.
Join together across racial differences	Join together with others in your community	Accusing our opponents of dividing us can come across as its own form of division; calls for unity are critical.
Come together like we did in our past	Come together in the hopes of a better future	Referencing past cross-racial solidarity with real gains helps make future possibilities seem more realistic and worth fighting to achieve.
Divide us against each other	Pit our communities against each other	"Pit against" implies audience is complicit in the continued antagonism.
Wealthy special interests who rig the rules; greedy few	Wealthy few, powerful elites	It's useful to name villains by what they do, not the category they occupy.

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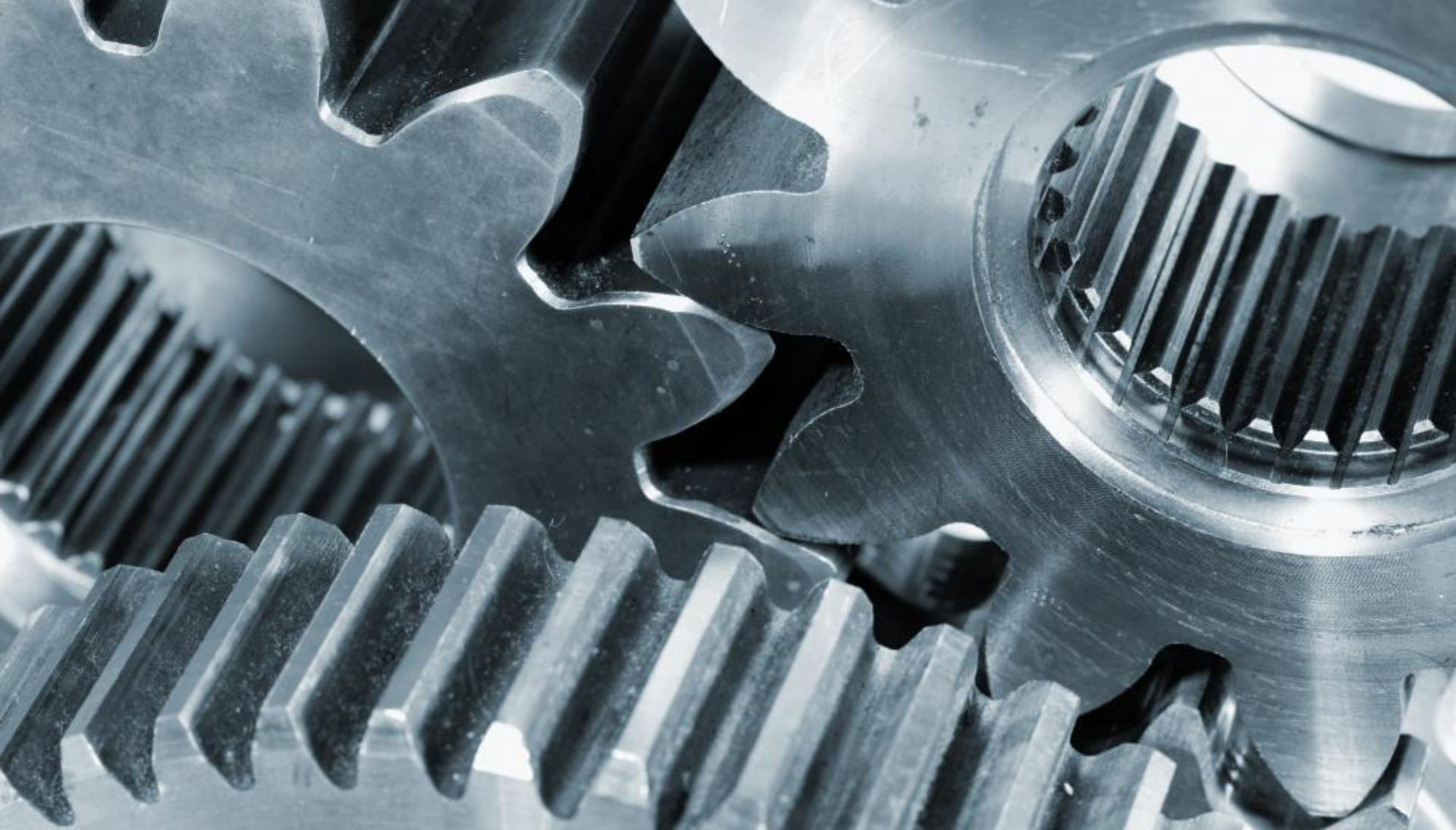
Key Dynamics

Base and persuadables strongly support policies to end discrimination, expand Medicare, overhaul our criminal justice system, and create a fair immigration process.

Do you favor or oppose each of the following policies:	Total 6-10		
	Base	**Pers.**	**Oppo.**
End discrimination against people of color in jobs, housing, and education — 46 / 82	97	83	56
Expand Medicare to ensure healthcare for all Americans — 42 / 76	94	80	38
Overhaul our criminal justice system to eliminate racial and other biases — 37 / 75	95	77	38
Create a fair immigration process that keeps families together and includes a roadmap to citizenship for current immigrants — 31 / 70	91	72	35
Make it easier for people to join together in union to negotiate a fair return on their work* — 27 / 70	89	71	39
Make it easier for unions to negotiate a fair return on work for working people* — 26 / 65	82	68	38

10 – Strongly Favor   **Total 6-10 – Total Favor**

*Split Sampled

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Perceptions on attention paid to race and racial issues, views on government, and how Americans achieve their wealth correlate strongly with base and opposition adults. Persuadables are more divided.

Race & Racism

In general do you think there is too much, too little, or about the right amount of attention paid to race and racial issues in our country these days?

Too Much	Too Little	Right Amount

39 · 40 · 21
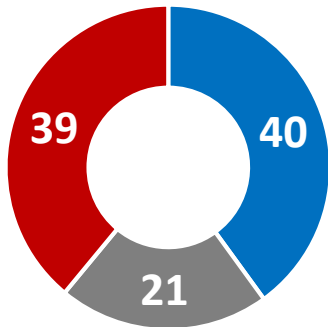
	Too Much	Too Little
Base	9	(77)
Pers.	39	34
Opp.	(76)	11

Government

If you had to choose, would you prefer…

Gov. get out of your way	Gov. create opportunities for advancement

38 · 47 · 15
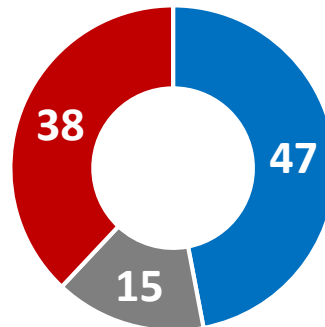
	Out of Way	Create More Opp.
Base	24	(62)
Pers.	35	(48)
Opp.	(70)	21

Achieving Wealth

Which is the primary reason wealthy Americans have achieved financial success?

…because they worked harder than others	…because they were given more opportunity than others

36 · 48 · 16
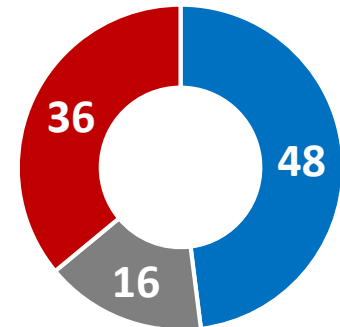
	Worked Harder	Given more opp
Base	9	(76)
Pers.	37	(46)
Opp.	(69)	18

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Base and persuadables believe it is important to create fair and equitable laws for everyone. "Form alliances" alienates opposition adults.

How important is it that Americans **work together** across racial differences to create fair and equitable laws for everyone?	How important is it that Americans **form alliances** across racial differences to create fair and equitable laws for everyone?

BASE · 96 · 96 · 70 · 74

PERSUADABLE · 74 · 73 · 32 · 33

OPPOSITION · 57 · 43 · 30 · 25
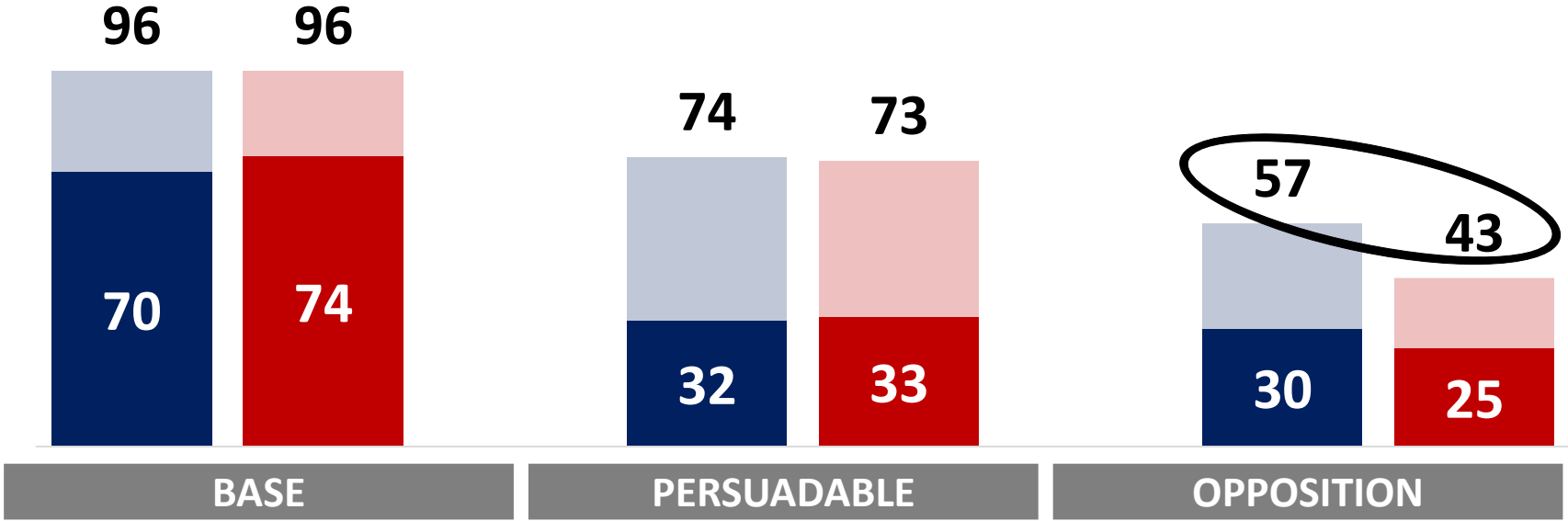
Total Important: 6-10

Very Important: 10

Split Sampled

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Base and persuadables remain optimistic. Asserting our commitment to treating people equally alienates the opposition, who respond more to an American identity. It also resonates more strongly with advocates, who are less inclined to agree when prefaced with "As Americans."

Which of the following comes closer to your opinion?

We will never achieve fair and equitable treatment for all people

As Americans, if we were really committed to it, we could ensure that all people are treated fairly and equally no matter their race, religion, or country of origin	If we were really committed to it, we could ensure that all people are treated fairly and equally no matter their race, religion, or country of origin

+59	+33	+8	+61	+54	+34	-17	+71
77	62	49 42	75	75	62	36 53	80
18	29		14	21	28		10
Base	Persuadable	Opposition	Advocates	Base	Persuadable	Opposition	Advocates
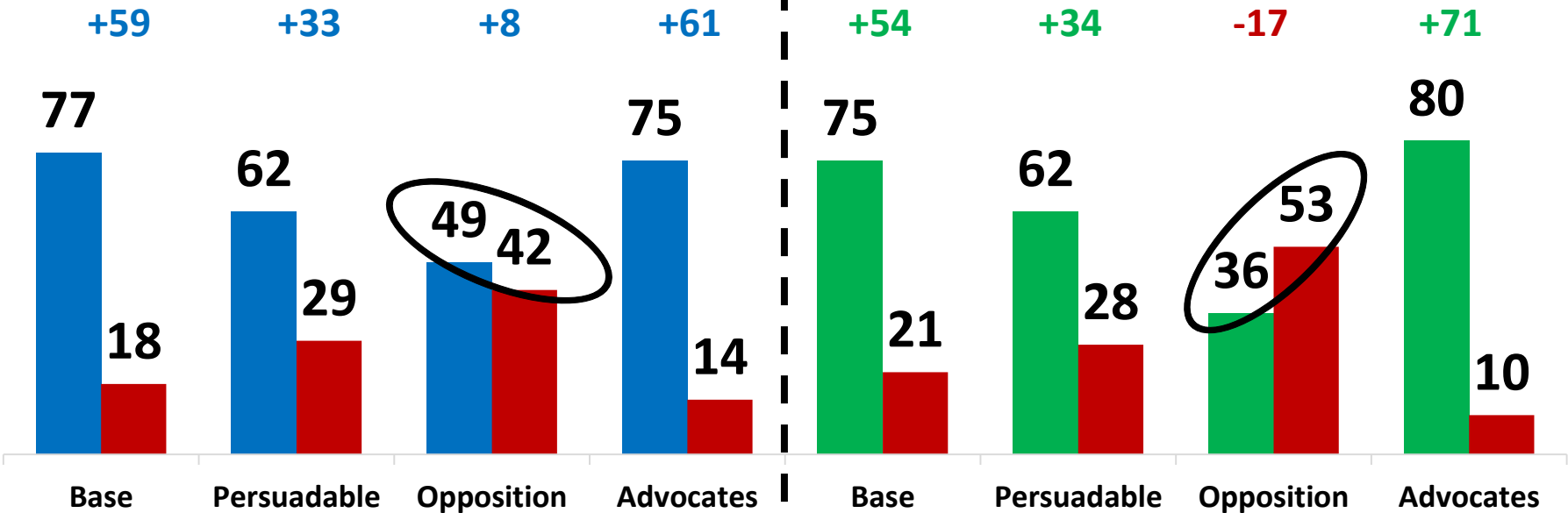
Split Sampled

Whites agree more when we preface with "As Americans." African Americans and Latinos agree more when we do not preface with "As Americans."

Which of the following comes closer to your opinion?	
We will never achieve fair and equitable treatment for all people	
As Americans, if we were really committed to it, we could ensure that all people are treated fairly and equally no matter their race, religion, or country of origin	If we were really committed to it, we could ensure that all people are treated fairly and equally no matter their race, religion, or country of origin

	Total	White	African American	Latino		Total	White	African American	Latino
Difference	+35	+27	+44	+50		+29	+19	+47	+55
Blue/Green	63	59	68	73		60	55	70	74
Red	29	32	25	22		31	36	23	19

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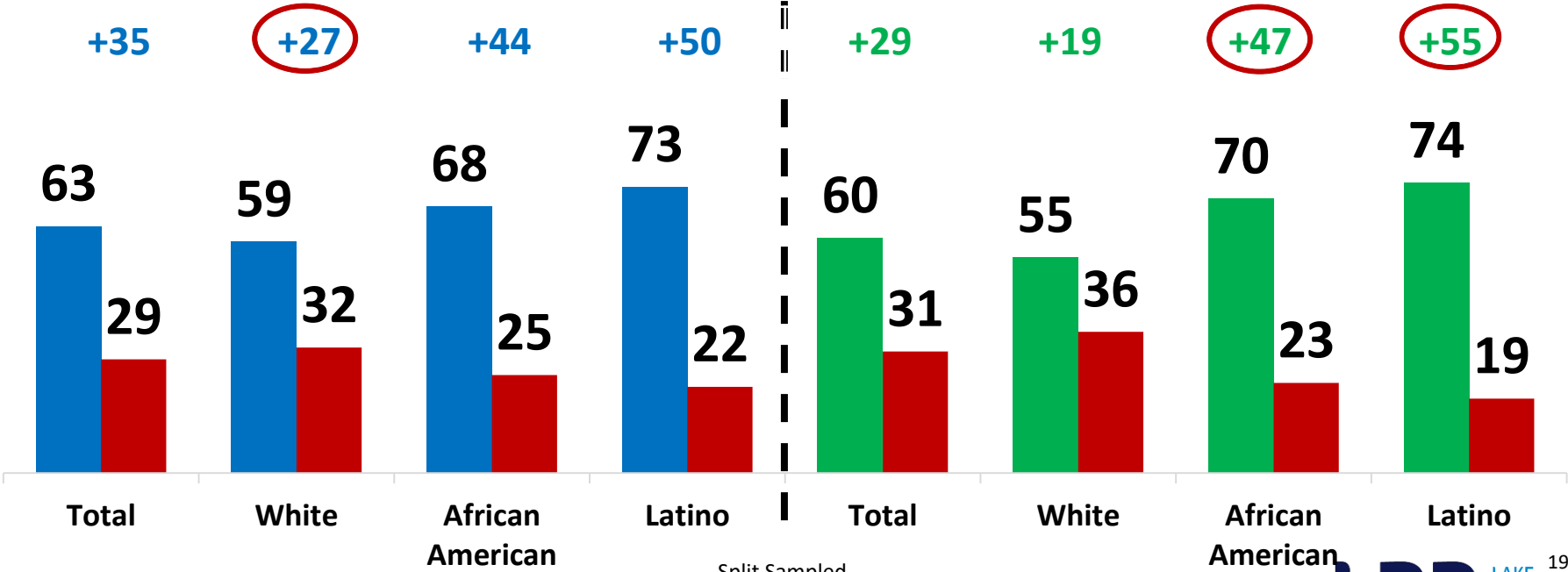
Base adults are more excited at joining together with "people across racial differences" to take action and bring about change. There is no difference in responses to referring to racial differences or community among persuadables.

How excited are you to join together with _others in your community/people across racial differences_ to take action and bring about change?

		0-4 Not Excited	5/DK	6-10 Excited
All Adults	Racial Differences	9	63	27% Rate 10
	Community	11	64	21% Rate 10
Base	Racial Differences	2	83	51% Rate 10
	Community	4	78	31% Rate 10
Persuadable	Racial Differences	5	63	22% Rate 10
	Community	9	65	20% Rate 10
Opposition	Racial Differences	29	38	15% Rate 10
	Community	31	40	12% Rate 10
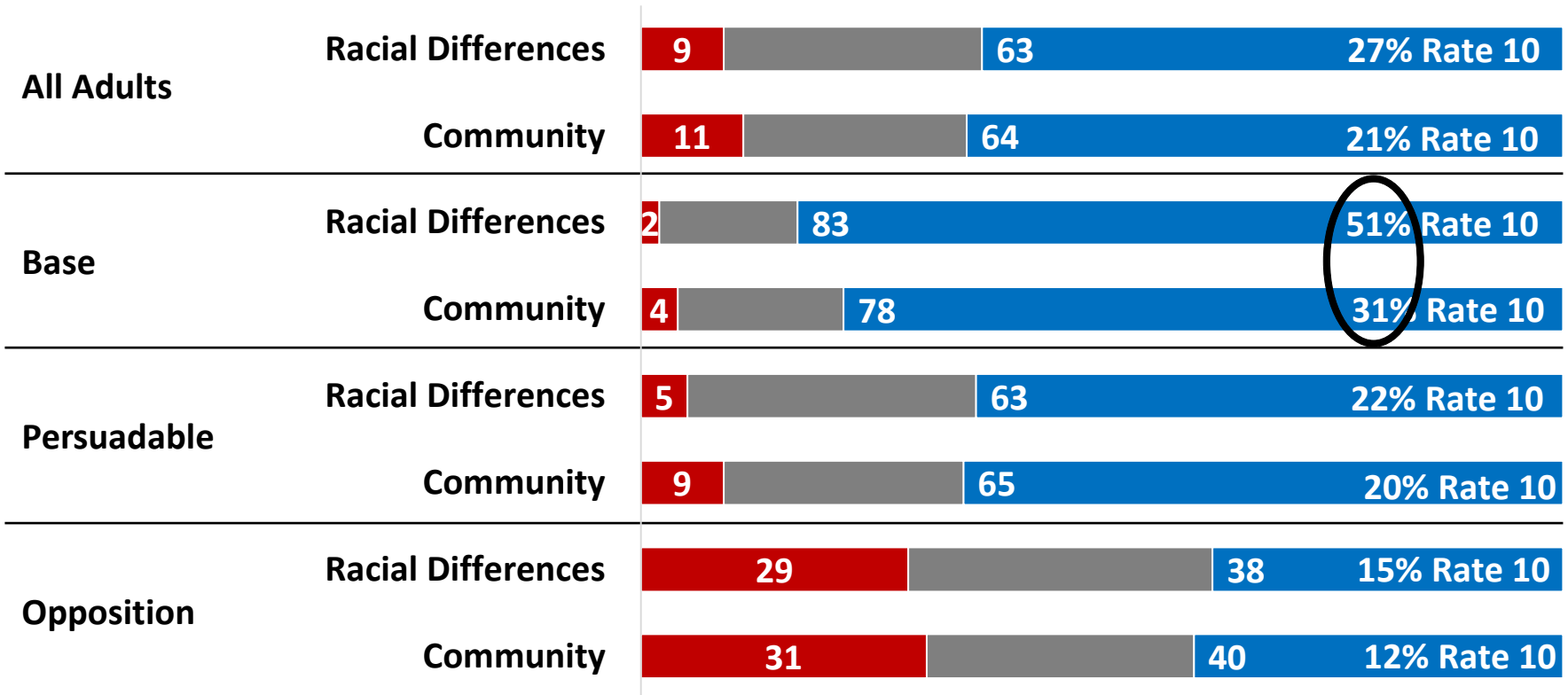
Legend: ■ 0-4 Not Excited ■ 5/DK ■ 6-10 Excited

Split Sampled

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Base, persuadable, and Latino adults are more favorable toward "immigrants and their families" than they are toward "Dreamers."

How favorable are you to each of the following?

	Base	Pers.	Opp.	Wh	AA	Lat
Immigrants and their families (55 / 20)	(79)	(57)	19	49	66	(71)
"Dreamers" (51 / 23)	74	52	16	44	63	65
#MeToo (49 / 21)	68	52	16	42	65	64
Black Lives Matter (48 / 32)	73	50	9	39	(79)	59
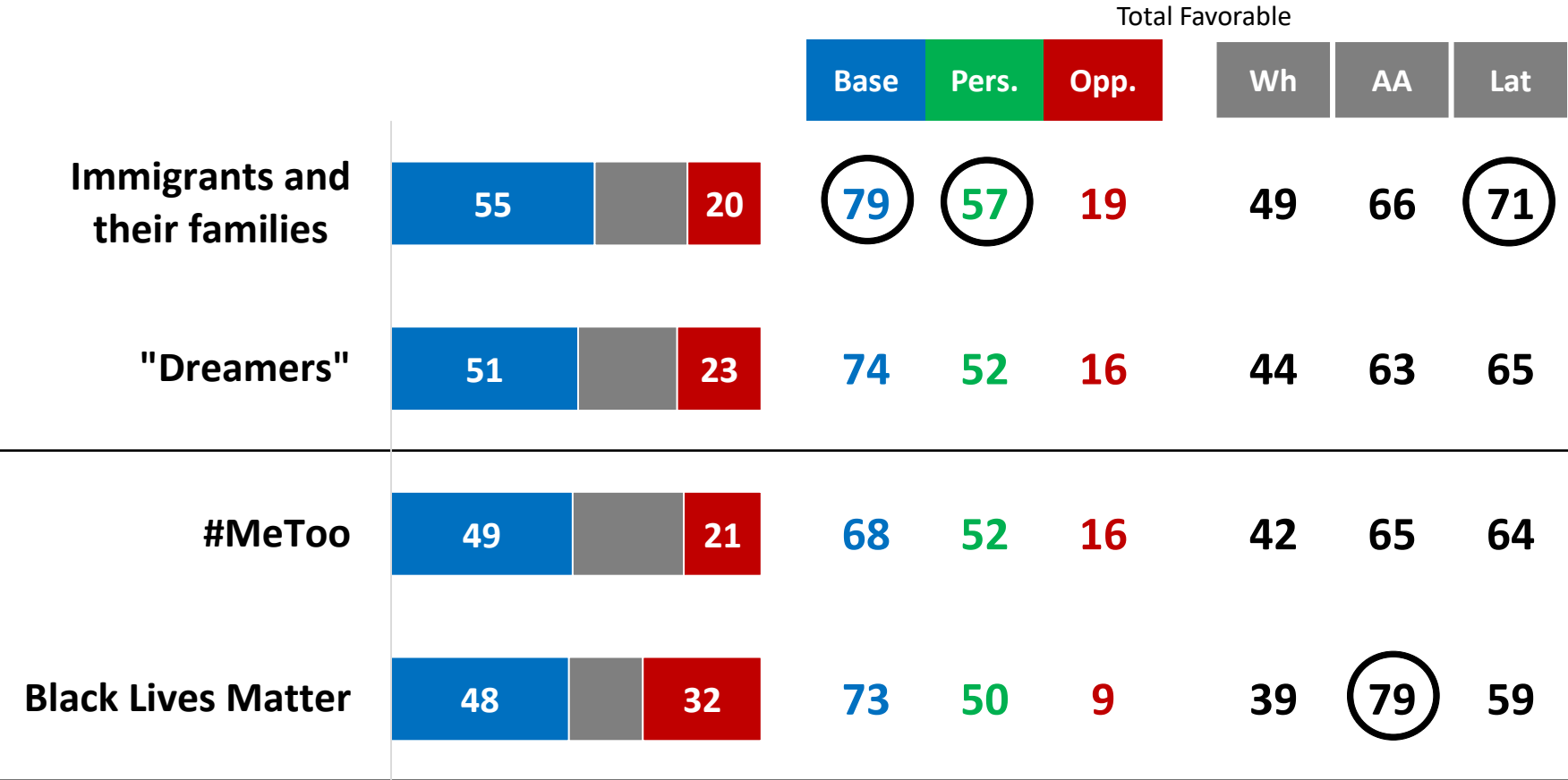
Total Favorable

■ Total Favorable
■ No Opinion/Never Heard
■ Total Unfavorable

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A third of people don't know what the alt right is. All groups are more negative to white nationalists than the alt right. However, troublingly, persuadables are more favorable to both, and net positive on the alt right.

How favorable are you to each of the following?

Alt Right Groups	White Nationalist Groups

■ Total Favorable   **■ Total Unfavorable**   **■ No Opinion**

Alt Right Groups

	Total	Base	Persuadable	Opposition
Net	-4	-36	+15	-27
Total Favorable	31	16	41	45
Total Unfavorable	35	52	26	18
No Opinion	33	32	33	36

White Nationalist Groups

	Total	Base	Persuadable	Opposition
Net	-36	-76	-14	-54
Total Favorable	22	8	31	14
Total Unfavorable	58	84	45	68
No Opinion	20	11	24	18

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Views on Race
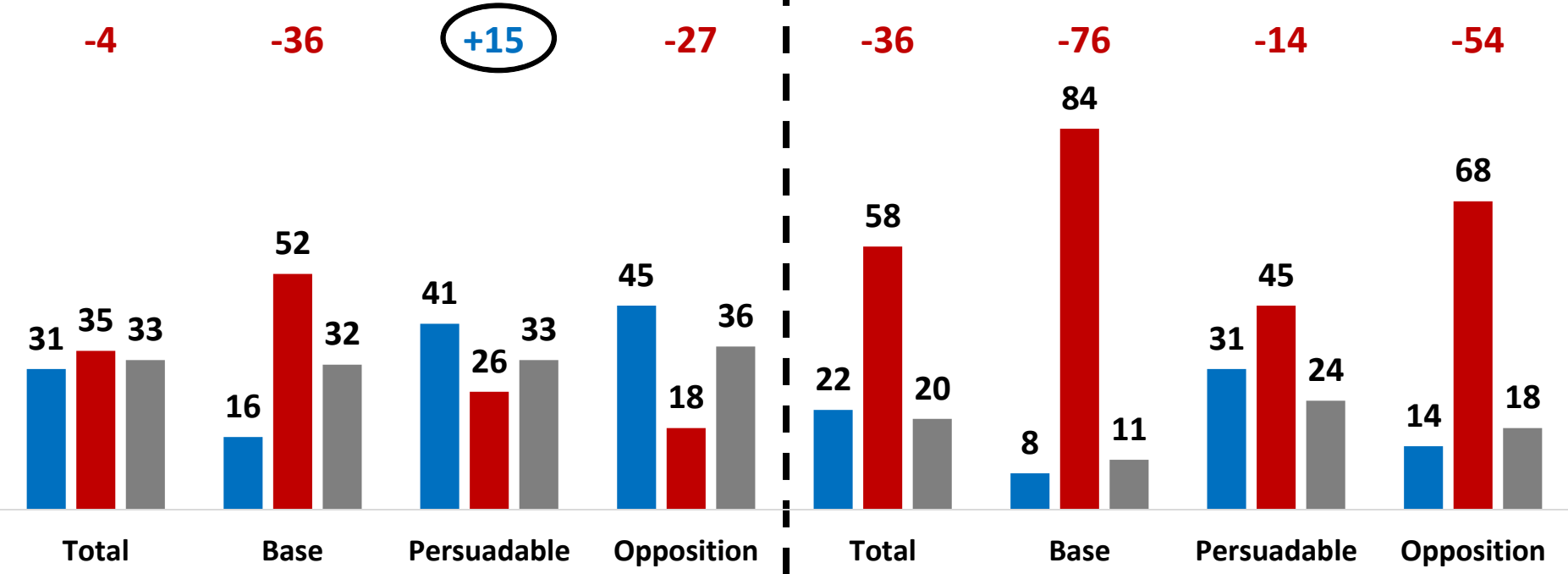
Base and persuadables are more likely to agree that focusing on and talking about race is necessary toward moving forward toward greater equality, and less likely to agree that it doesn't fix anything and may even make things worse.

Focusing on and talking about race doesn't fix anything and may even make things worse

Focusing on and talking about race is necessary to move forward toward greater equality

BASE — 37, 12, 90, 51

PERSUADABLE — 65, 19, 72, 21

OPPOSITION — 70, 44, 24, 7

ADVOCATES — 4, 93, 66
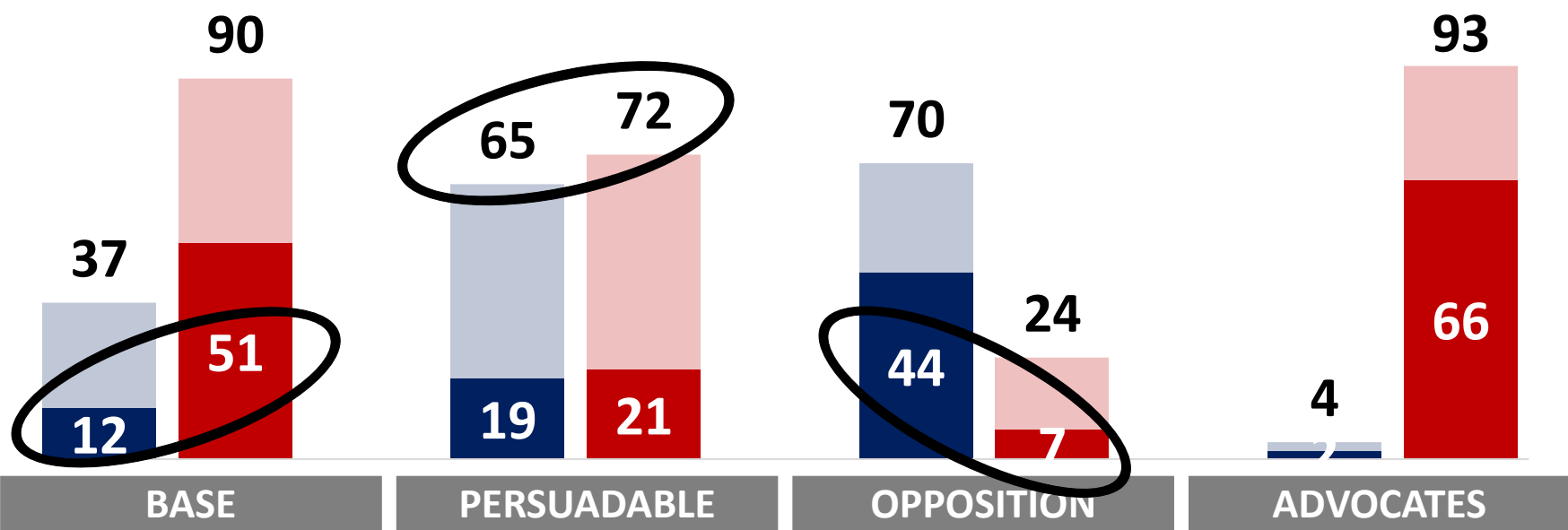
Rated 6-10

Rated 10

Split Sampled

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Base adults have strong concerns about racism (more than racial fear) and bias against Black people (more than against African Americans). Opposition adults and persuadables have concerns about discrimination against whites.

How concerned are you personally about each of the following on a scale of 0 to 10?

[Total 6-10, Concerned Shown]	All	B	O	P
Racism	72	97	32	73
Racial Fear	61	77	28	65
Bias against Black people	66	94	24	66
Bias against African Americans	63	89	22	66
Bias against Latinos	62	88	22	63
Bias against Hispanics	57	81	16	61
Reverse Racism	58	50	49	64
Discrimination against whites	57	36	66	64
Prejudice against Muslims	60	89	17	60
Prejudice against people who are Muslim	59	81	17	63
Fear of people who are Muslims	56	65	39	58
Fear of Muslims	53	63	30	57

Split Sampled

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African Americans are somewhat more concerned with bias against "Black people" than bias against "African Americans." Latinos are somewhat more concerned with bias against "Latinos" than bias against "Hispanics."

How concerned are you personally about each of the following on a scale of 0 to 10?

[Total 6-10, Concerned Shown]	All	Wh	AA	Lat
Racism	72	67	87	82
Racial Fear	61	56	71	69
Bias against Black people	66	59	86	78
Bias against African Americans	63	56	83	75
Bias against Latinos	62	54	74	81
Bias against Hispanics	57	50	67	72
Reverse Racism	58	58	52	63
Discrimination against whites	57	61	47	56
Prejudice against Muslims	60	53	73	76
Prejudice against people who are Muslim	59	52	67	75
Fear of people who are Muslims	56	52	55	65
Fear of Muslims	53	52	54	61

Split Sampled

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Both base adults and advocates respond more strongly to "African Americans" in terms of facing greater obstacles to economic success.

Black people face greater obstacles to economic success than whites

African Americans face greater obstacles to economic success than whites

BASE	PERSUADABLE	OPPOSITION	ADVOCATES

- 92 / 93
- 47 / 58
- 64 / 65
- 16 / 19
- 15 / 10
- 3 / 2
- 99 / 99
- 87 / 90

Total Agree: 6-10

Strongly Agree: 10

Split Sampled

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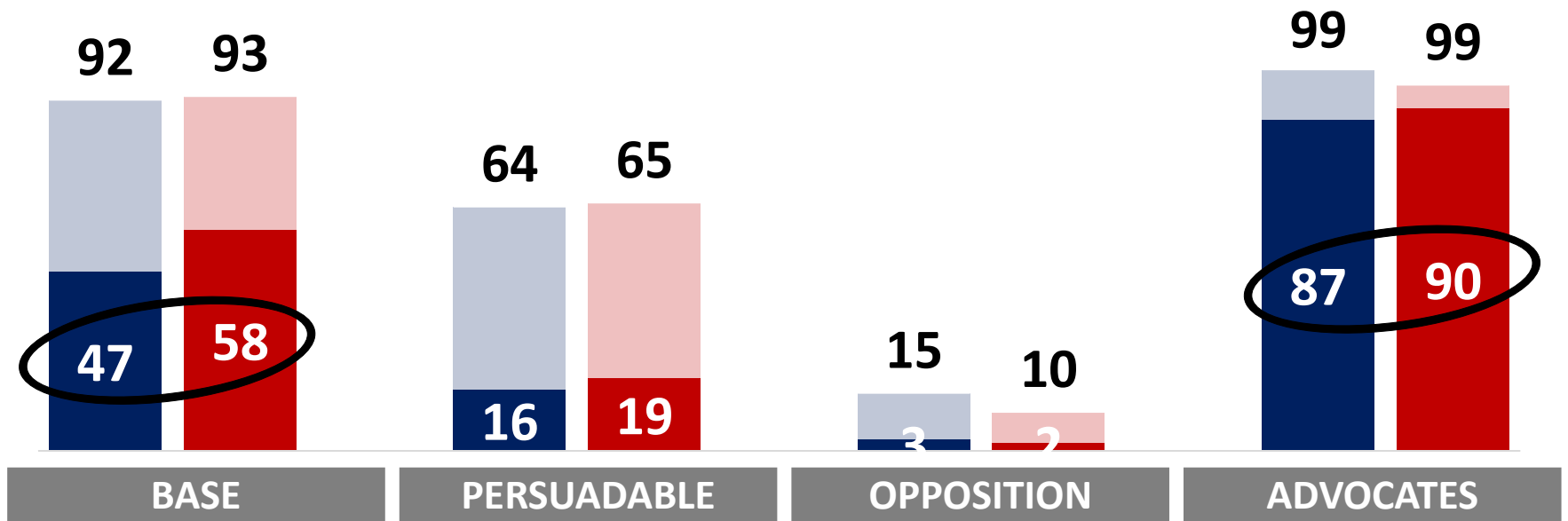
African Americans agree more when we say "African Americans" than when we say "Black people." Latinos agree more when we say "Black people."

Black people face greater obstacles to economic success than whites

African Americans face greater obstacles to economic success than whites

	TOTAL	WHITE	AFRICAN AMER.	LATINO
Total Agree: 6-10	63 / 61	54 / 54	79 / 87	82 / 70
Strongly Agree: 10	22 / 24	14 / 18	46 / 51	33 / 27

Total Agree: 6-10

Strongly Agree: 10

Split Sampled

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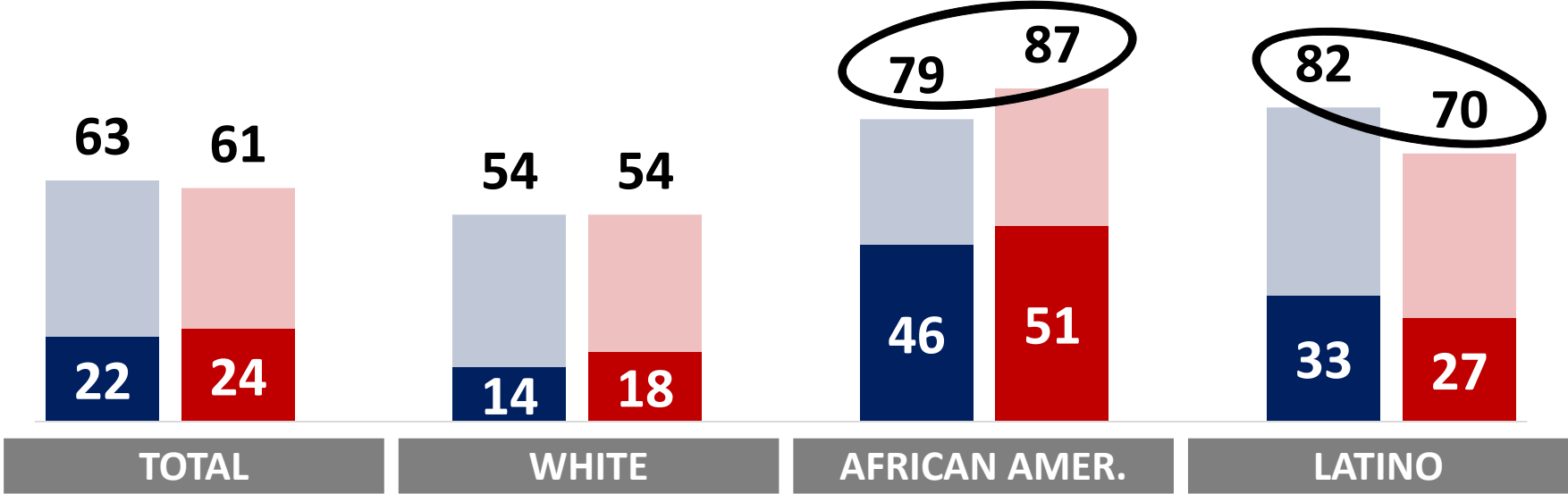
Nearly two thirds of persuadables agree that people of color who cannot get ahead are mostly responsible for their own condition. Base and advocates reject this.

African Americans and Latinos who cannot get ahead in this country are mostly responsible for their own condition

People of color who cannot get ahead in this country are mostly responsible for their own condition

	BASE	PERSUADABLE	OPPOSITION	ADVOCATES
Total Agree: 6-10	6 / 13	63 / 63	65 / 64	2 / 2
Strongly Agree: 10	1 / 6	14 / 17	29 / 32	

Total Agree: 6-10

Strongly Agree: 10

Split Sampled

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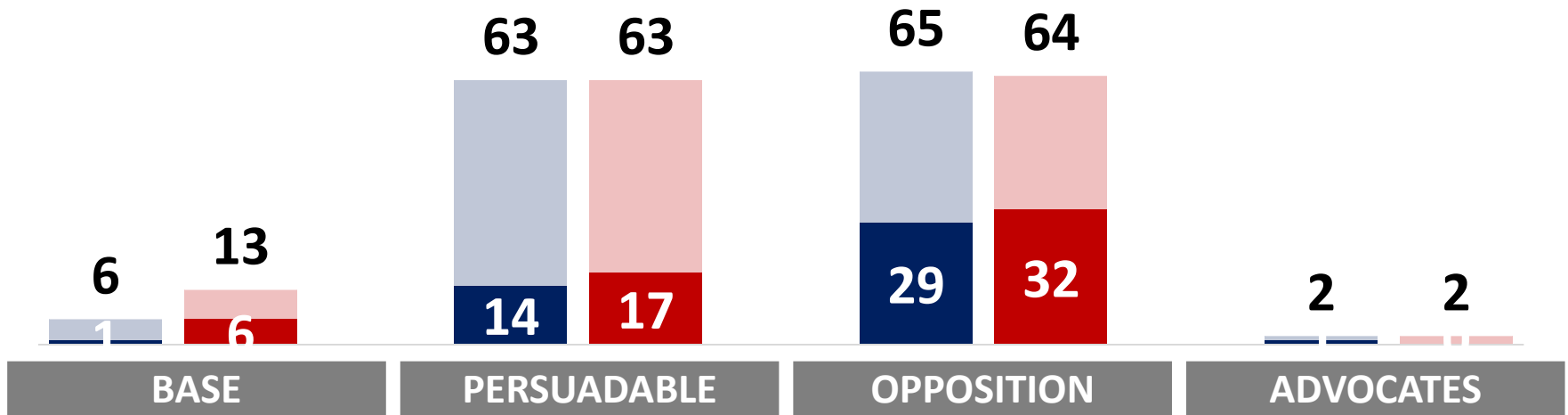
When it comes to whether people of color or African Americans and Latinos who cannot get ahead are mostly responsible for their own condition, African Americans are less likely to agree, while Latinos are more likely to agree.

African Americans and Latinos who cannot get ahead in this country are mostly responsible for their own condition

People of color who cannot get ahead in this country are mostly responsible for their own condition

	49	53	50	52	39	41	57	58
	13	18	13	19	14	12	15	16

TOTAL   **WHITE**   **AFRICAN AMER.**   **LATINO**

Total Agree: 6-10

Strongly Agree: 10

Split Sampled

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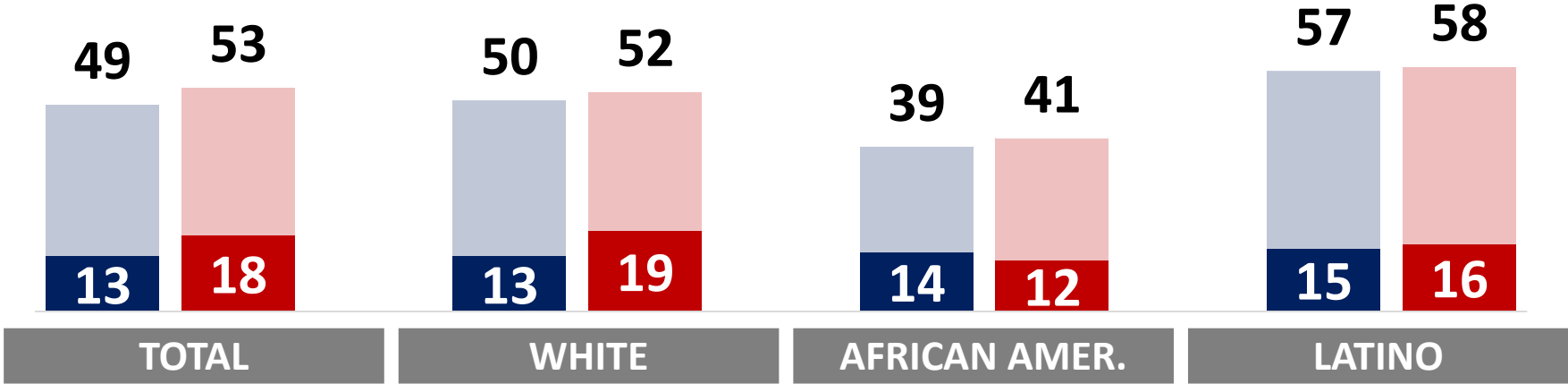
Beating Divide and Conquer

Evoking race with language "white, black, and brown" resonates more strongly with persuadables in the context of articulating an agenda to make life better for working people, beating an opposing agenda by a greater margin.

Which of the following comes closer to your opinion?

To make life better for working people we need to cut taxes, reduce regulations, and get government out of the way of business.

To make life better for working people we need to invest in education, create better paying jobs, and make healthcare more affordable <u>for white, Black, and brown people</u> struggling to make ends meet	To make life better for working people we need to invest in education, create better paying jobs, and make healthcare more affordable for people struggling to make ends meet

Left chart (blue/red):
- Base: +83 — 91 / 8
- Persuadable: (+41) — 66 / 25
- Opposition: -14 — 40 / 54
- Advocates: +100 — 100 / 0

Right chart (green/red):
- Base: +80 — 89 / 9
- Persuadable: (+33) — 62 / 29
- Opposition: -34 — 29 / 63
- Advocates: +98 — 99 / 1
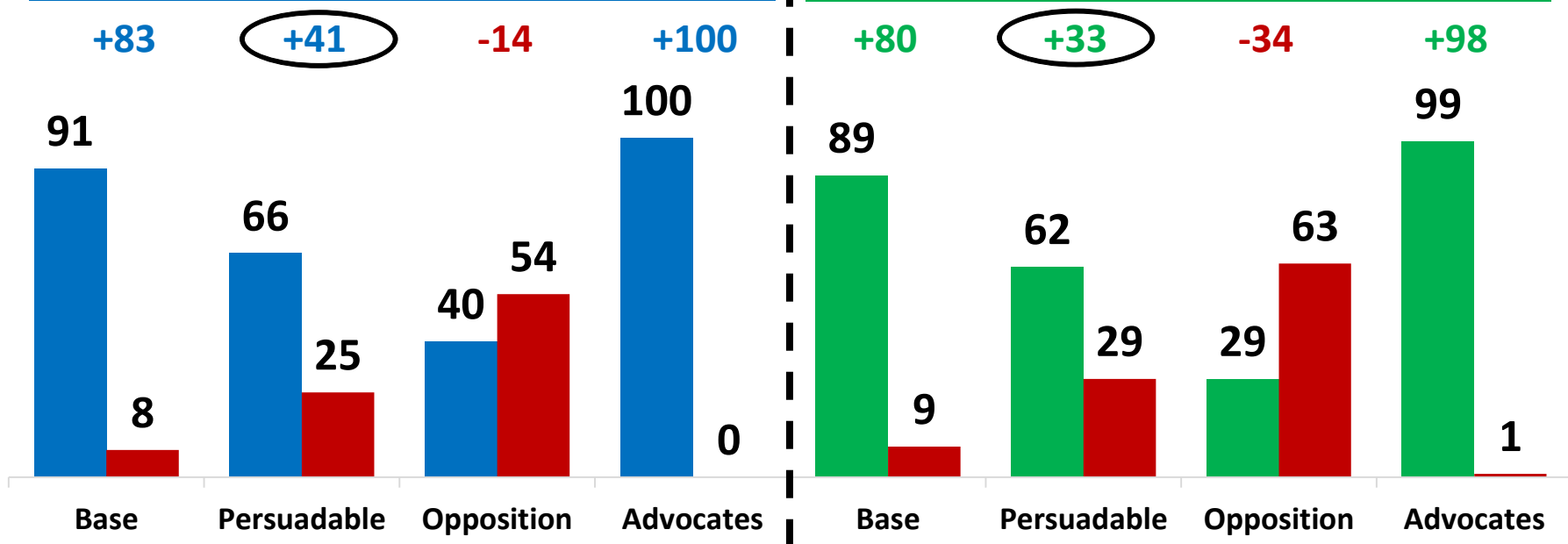
Split Sampled

Calling out divide and conquer tactics is more effective with base adults and advocates but less so with persuadables against the notion that there are people expecting things to be handed to them.

Which of the following comes closer to your opinion?

People who expect to have everything handed to them are holding us back and damaging our economy by draining our public services	What hold us back as a nation is a culture of people expecting to have everything handed to them instead of working hard for themselves
Greedy special interests hold us back, <u>damaging our economy by rigging the rules in their favor</u>	Greedy special interests hold us back, <u>dividing us against each other by blaming black and brown people for our problems so they can rig the rules in their favor</u>

| +58 | 0 | -67 | +97 | +73 | -11 | -77 | +95 |

	Base	Persuadable	Opposition	Advocates	Base	Persuadable	Opposition	Advocates
	75 / 17	44 / 44	10 / 77	97 / 0	82 / 9	38 / 49	7 / 85	96 / 1
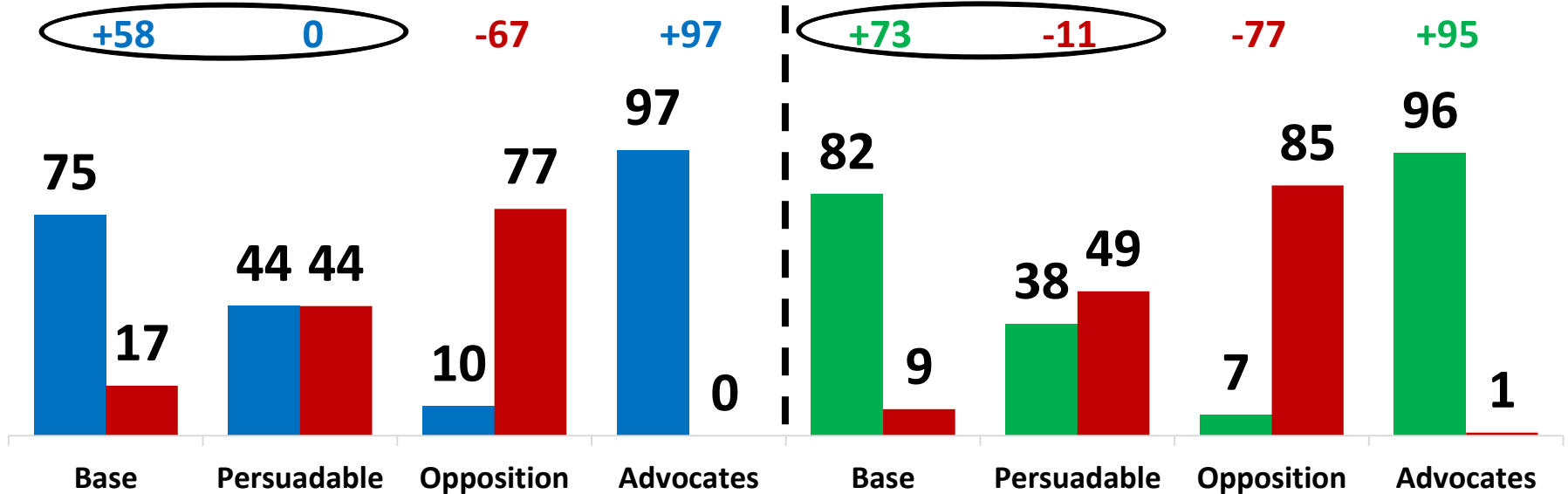
Split Sampled

Aspirational language is key with base and persuadables. Persuadables are more likely to agree with a forward looking vision. They react slightly more strongly to solutions language.

Which of the following comes closer to your opinion?

We need to return to the policies and values of the past when America was more secure and hard work paid off

We need <u>to move forward</u>, to tackle new challenges and ensure equal opportunities for people of every background, race, and religious beliefs	We need <u>innovative solutions</u> to tackle new challenges and ensure equal opportunities for people of every background, race, and religious beliefs

+81	+15	-58	+96	+70	+20	-55	+92

	Base	Persuadable	Opposition	Advocates	Base	Persuadable	Opposition	Advocates
Blue/Green	89	52	17	98	82	55	20	94
Red	9	38	74	2	12	35	75	2
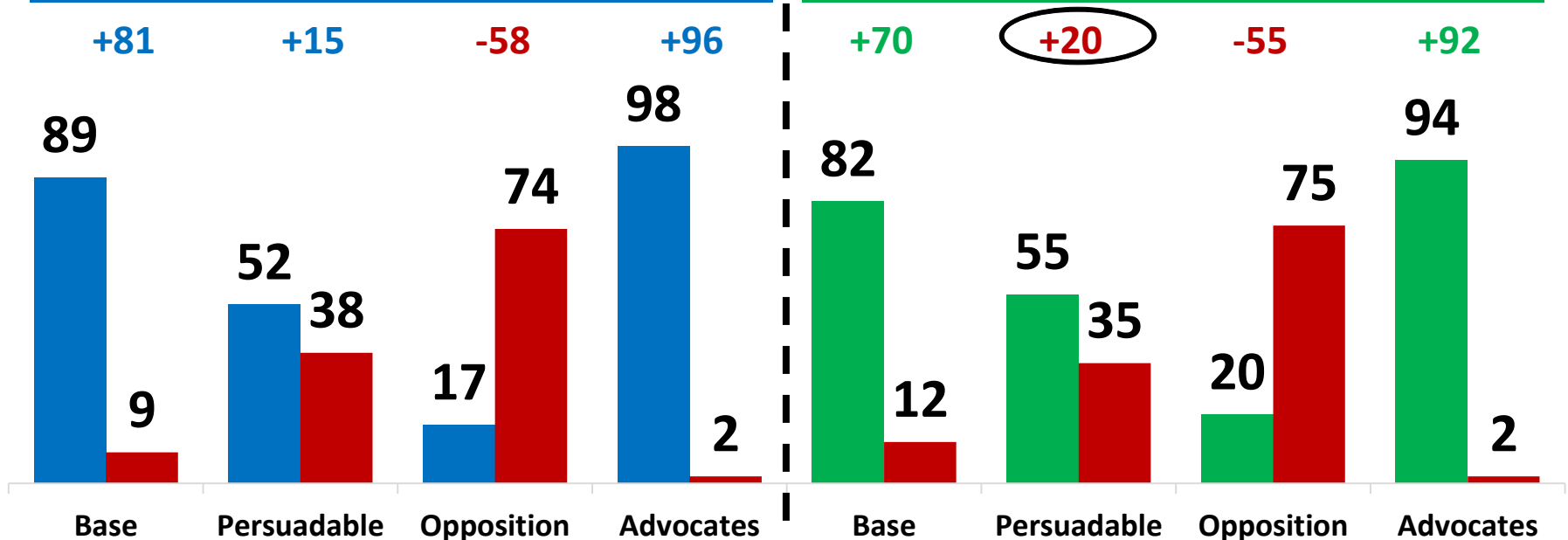
"Wealthy special interests" evokes more intensity with base adults. Opposition adults reject the premise.

Powerful elites benefit when they can shame and blame people of color for the economic hardships working people face	**Wealthy special interests** benefit when they can shame and blame people of color for the economic hardships all working people face

BASE — 85, 81 (Total Agree); 41, 47 (Strongly Agree)
PERSUADABLE — 57, 59 (Total Agree); 13, 15 (Strongly Agree)
OPPOSITION — 9, 6 (Total Agree); 1, 2 (Strongly Agree)
ADVOCATES — 93, 91 (Total Agree); 64, 66 (Strongly Agree)

Total Agree: 6-10

Strongly Agree: 10

Split Sampled

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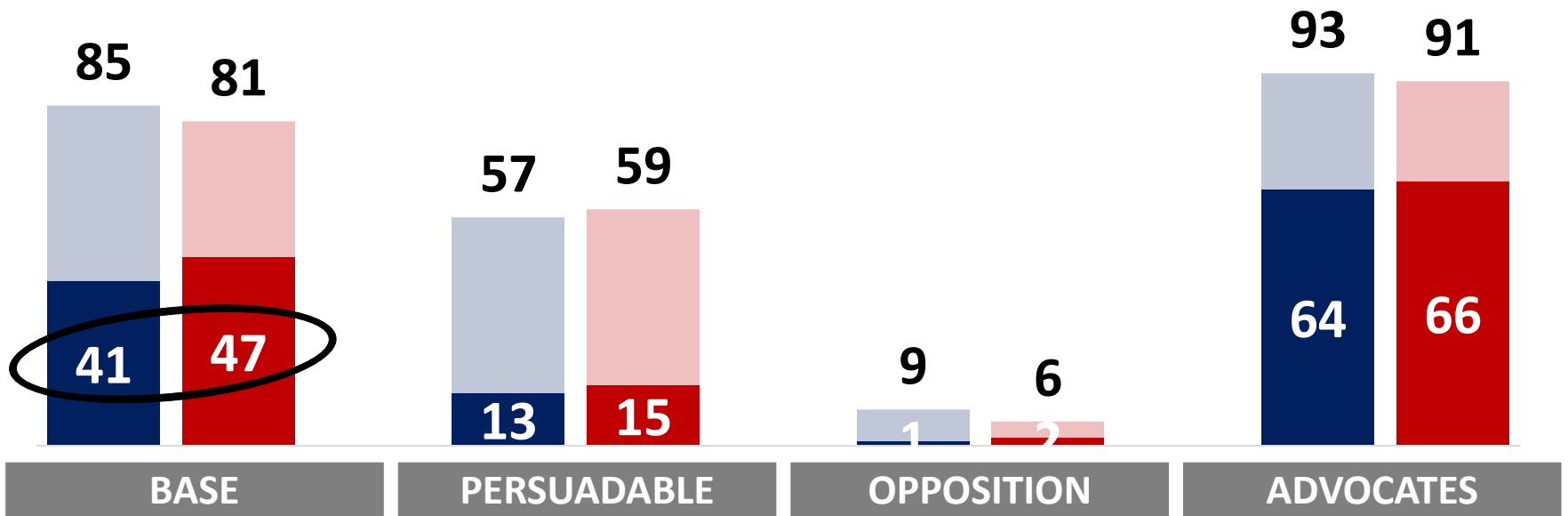
"Dividing the rest of us" is the strongest descriptor for what the powerful do in order to rig the economic rules in their favor.

The powerful benefit by **dividing** the rest of us while they rig the economic rules to benefit themselves

The powerful benefit by **creating chaos** for the rest of us while they rig the economic rules to benefit themselves

The powerful benefit by **distracting** the rest of us while they rig the economic rules to benefit themselves

BASE
90 88 87
57 53 56

PERSUADABLE
74 73 68
23 23 21

OPPOSITION
27 25 21
9 13 6

ADVOCATES
95 90 96
68 59 55

Total Agree: 6-10

Strongly Agree: 10

Split Sampled

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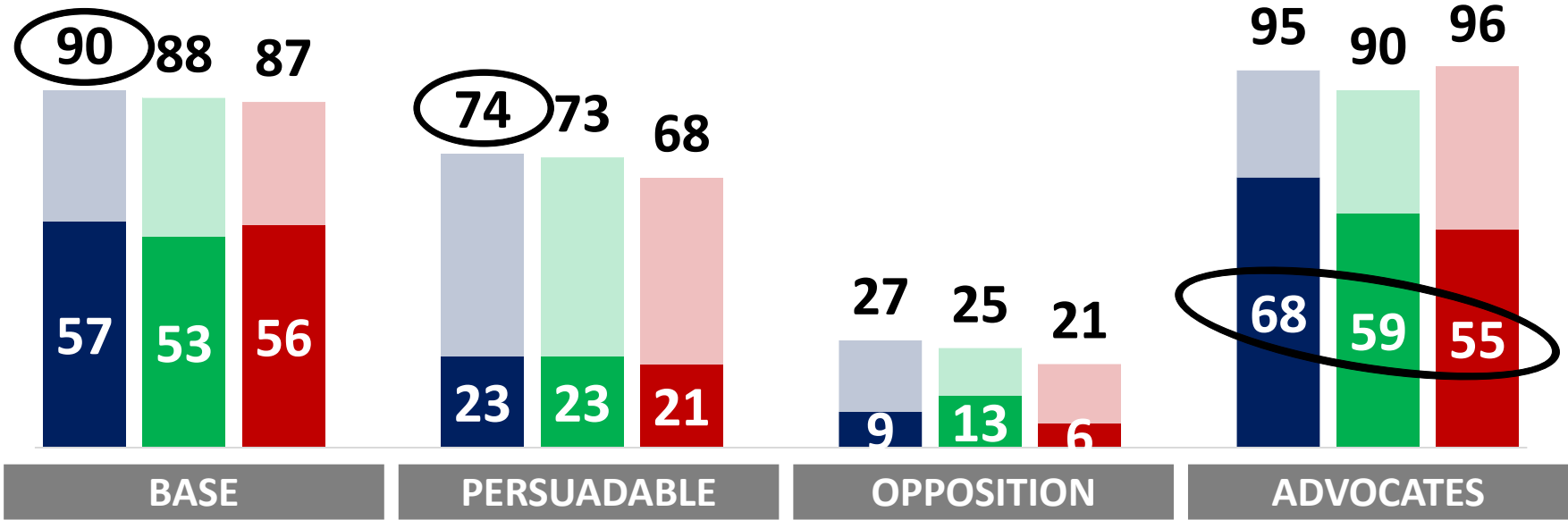
Values and Language

Opposition adults reject the notion that we should respect immigrants when framed as an American value, but agree when framed as a function of being caring people. There is no difference for base and persuadables.

As Americans, we should respect people who have moved here from other countries to build a better life for their family

As caring people, we should respect people who have moved here from other countries to build a better life for their family

97   95

75   76

39   48

98   98

57   59

24   25

12   14

80   75

BASE   **PERSUADABLE**   **OPPOSITION**   **ADVOCATES**

Total Agree: 6-10

Strongly Agree: 10

Split Sampled

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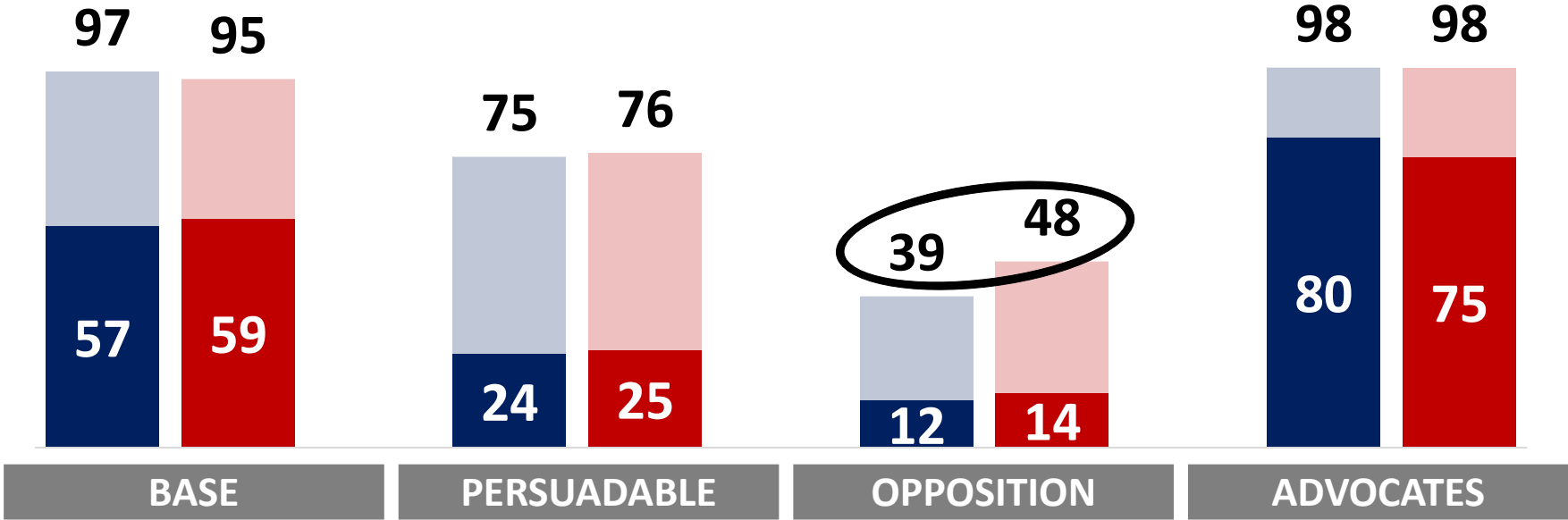
African Americans and Latinos are both more likely to agree that we should respect people who have moved here when framed as a function of being caring people. However Latinos agree when framed "As Americans" with greater intensity.

As Americans, we should respect people who have moved here from other countries to build a better life for their family

As caring people, we should respect people who have moved here from other countries to build a better life for their family

	TOTAL	WHITE	AFRICAN AMER.	LATINO
Total Agree: 6-10	74 / 75	70 / 70	79 / 84	83 / 87
Strongly Agree: 10	30 / 30	26 / 25	35 / 42	45 / 39

Split Sampled

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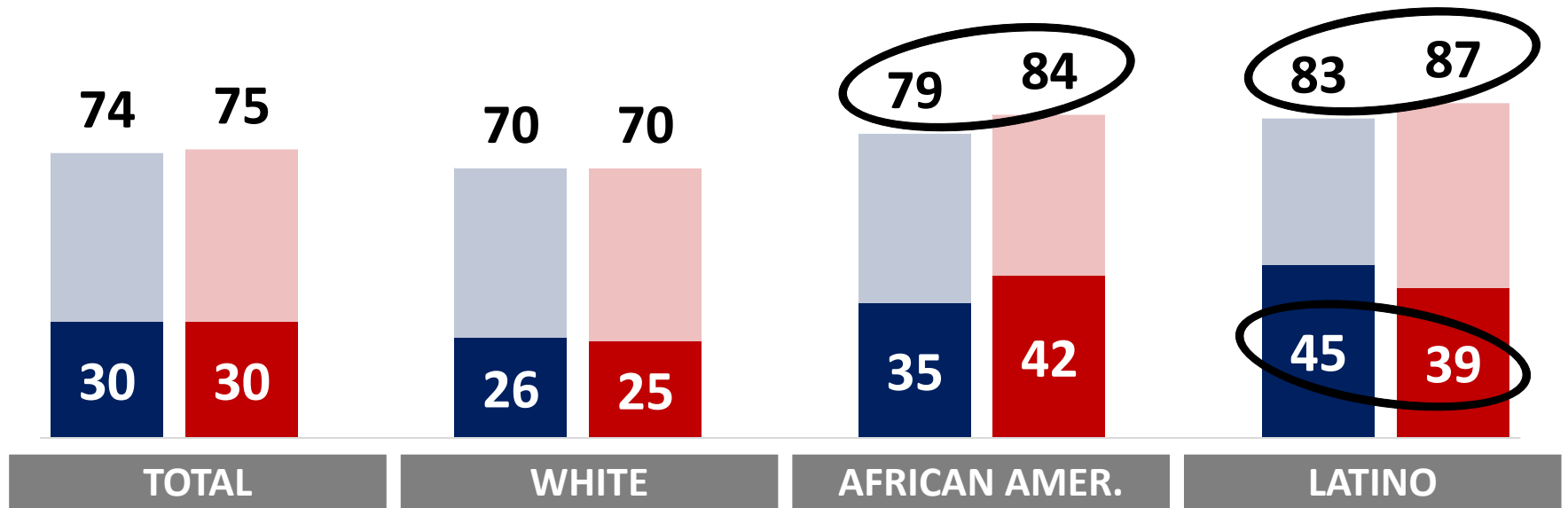
There is little difference to nationalistic framing around protecting people's right to practice their religious beliefs. People are also more protective of religious freedom, it is a different schema.

As open-minded people, we should protect people's right to practice their religious beliefs

As Americans, we should protect people's right to practice their religious beliefs

	BASE	PERSUADABLE	OPPOSITION	ADVOCATES
Total Agree: 6-10	95 / 91	79 / 79	66 / 65	91 / 96
Strongly Agree: 10	56 / 58	30 / 32	37 / 36	61 / 58

Total Agree: 6-10

Strongly Agree: 10

Split Sampled

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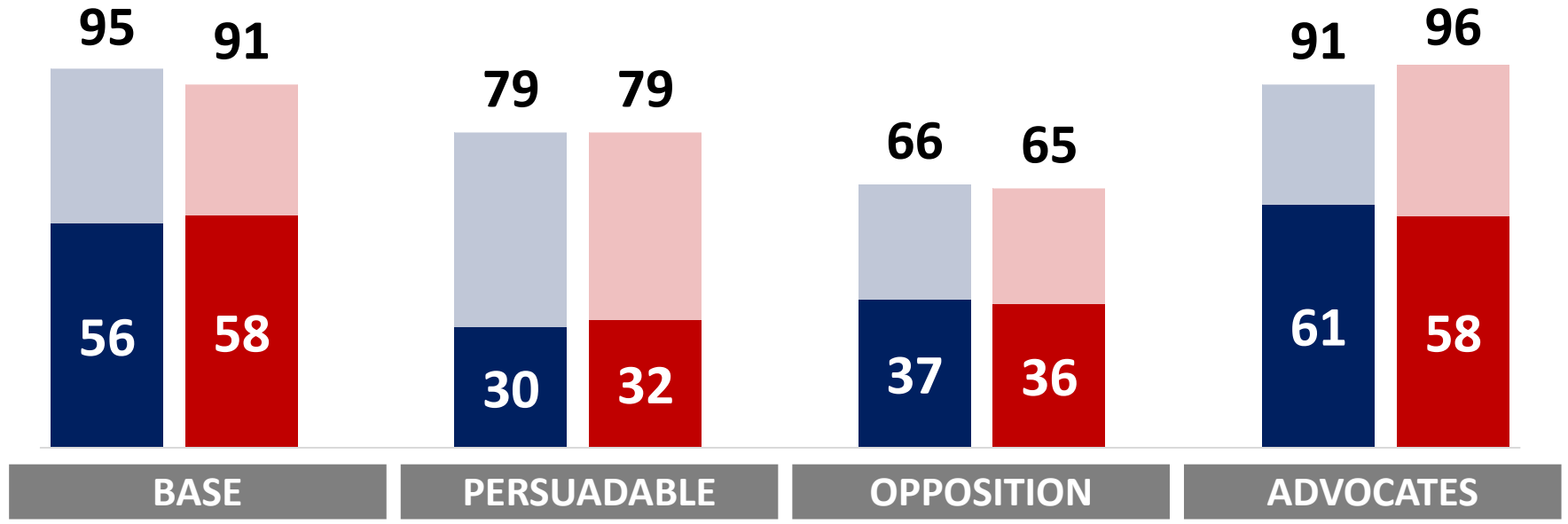
"Boxing people in" resonates with base and persuadables and is more likely to be rejected by opposition adults.

Tired old stereotypes about different races **keep us from really learning from each other**

Tired old stereotypes about different races **box people in, and make us less able to pursue our dreams**

	91	88	75	73	46	35	87	84
Strongly Agree: 10	48	48	21	22	19	16	41	40

BASE **PERSUADABLE** **OPPOSITION** **ADVOCATES**

Total Agree: 6-10

Strongly Agree: 10

Split Sampled

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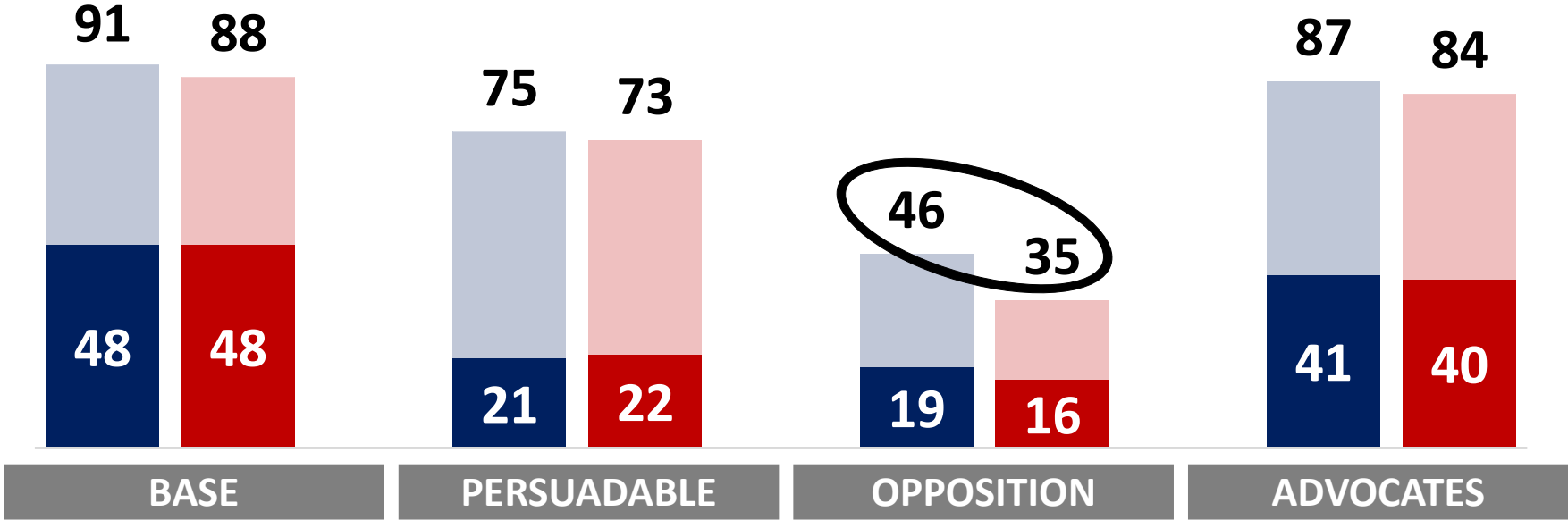
The "wealthy few" most successfully alienates opposition adults and resonates most strongly with advocates. The "greedy few" is the slightly stronger language with base and persuadables.

The **greedy few** have rigged the economic rules in their favor

The **wealthy few** have rigged the economic rules in their favor

Greedy and powerful bosses have rigged the economic rules in their favor

	BASE			PERSUADABLE			OPPOSITION			ADVOCATES		
Total Agree: 6-10	92	93	95	77	72	77	23	10	33	95	94	96
Strongly Agree: 10	61	58	53	27	24	27	7	3	10	69	75	64

Total Agree: 6-10

Strongly Agree: 10

Split Sampled

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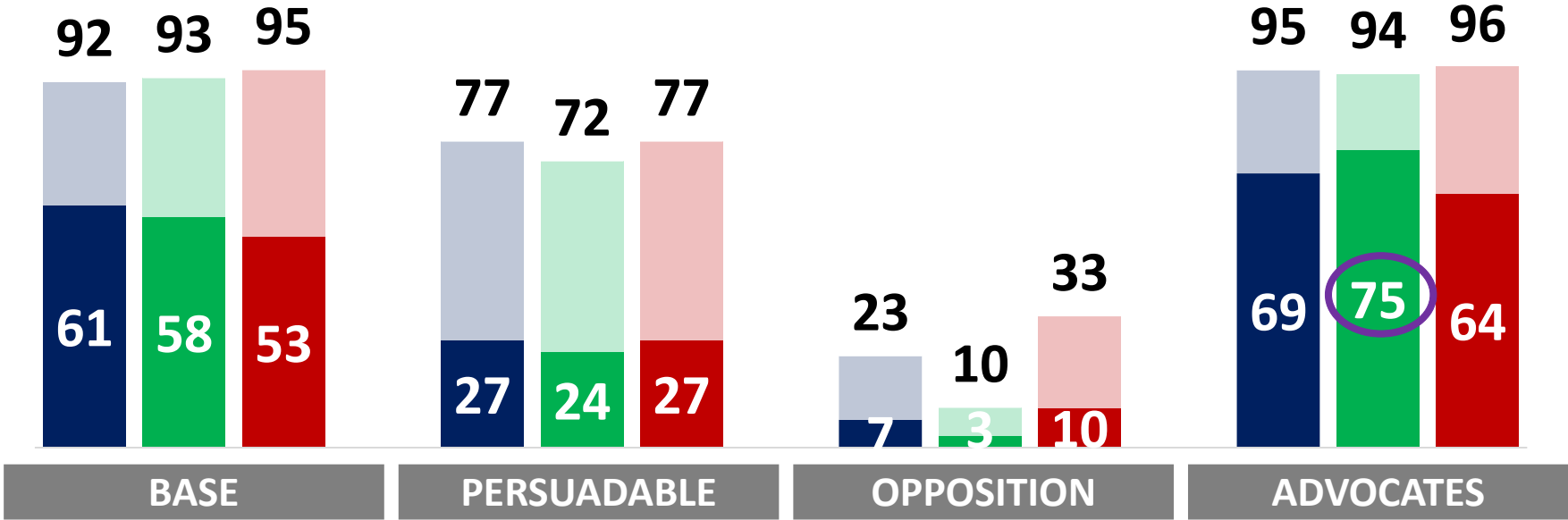
"Working together" is the strongest with both base and persuadables, but also brings along the opposition, who are most likely to reject "joining in alliance."

By **working together** we can restore the balance in our economy so that everyone can benefit

By **acting as a team** we can restore the balance in our economy so that everyone can benefit

By **joining in alliance** we can restore the balance in our economy so that everyone can benefit

BASE

91 80 82
44 36 32

PERSUADABLE

81 78 69
27 25 17

OPPOSITION

60 57 33
25 18 8

ADVOCATES

91 78 83
46 33 31
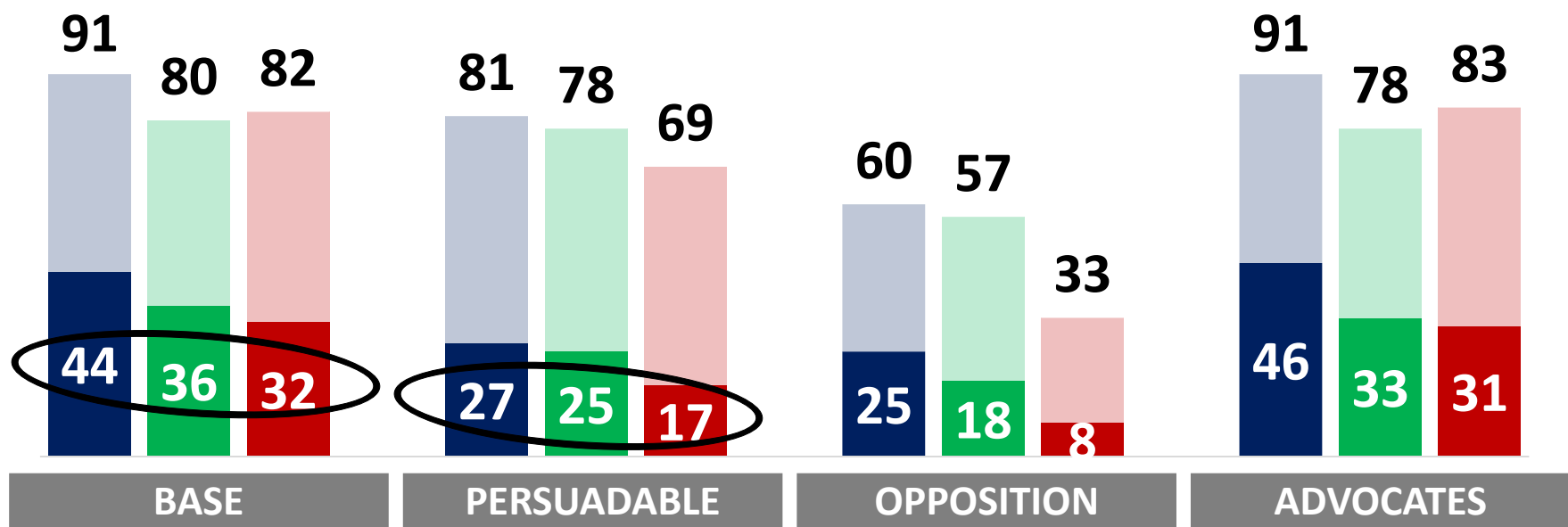
Total Agree: 6-10

Strongly Agree: 10

Split Sampled

Highlighting membership creates a greater sense of union efficacy among base adults.

Labor unions improve the lives of working people

Through membership in our unions, we can improve the lives of working people

	BASE	PERSUADABLE	OPPOSITION	ADVOCATES
Total Agree: 6-10	71 / 76	64 / 62	26 / 30	95 / 94
Strongly Agree: 10	29 / 29	17 / 18	9 / 9	52 / 51

Total Agree: 6-10

Strongly Agree: 10

Split Sampled

44

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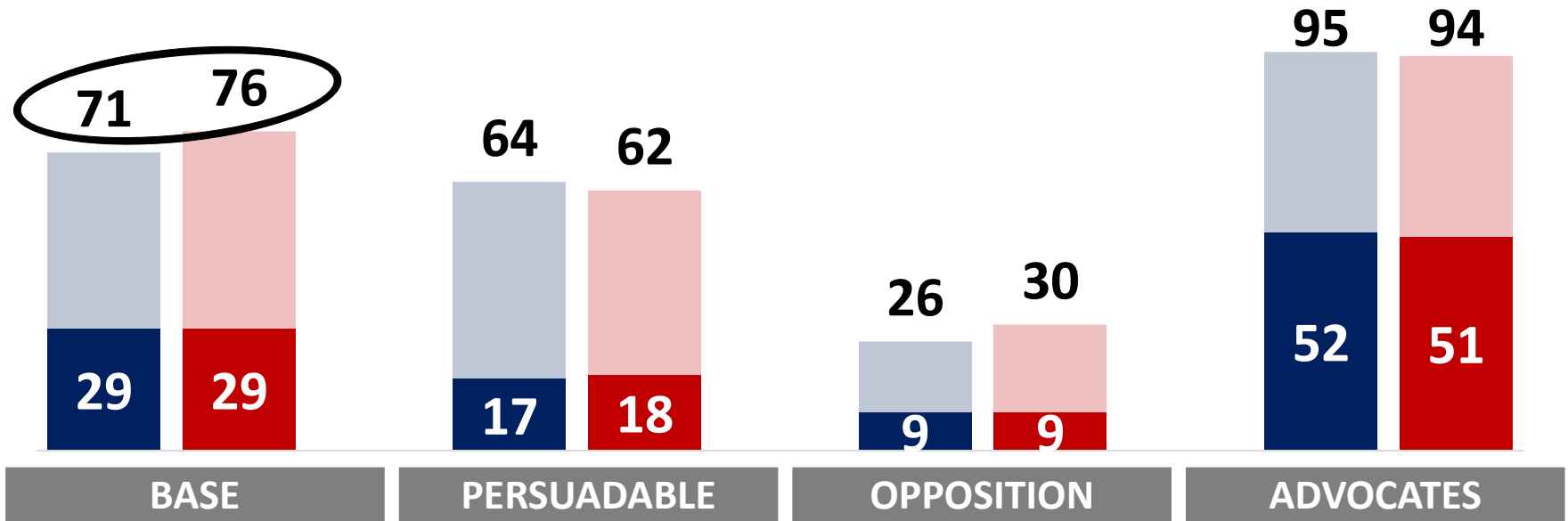
Messaging

Summary of Message Ratings

Summary of Message Ratings (Sorted by Base Convincing Rating)	Mean Convincing Rating					Mean Dial Rating					Mean Share Rating				
	All	Ad	B	P	O	All	Ad	B	P	O	All	Ad	B	P	O
Working People	70	82	87	73	42	65	75	73	67	49	63	61	77	67	29
America's Strength – Divide	72	78	85	74	52	68	70	74	70	58	62	57	76	66	28
America's Strength – Matter	71	81	85	72	48	67	71	74	68	54	61	61	69	66	28
Can Do – No More Blame	68	74	82	71	41	65	66	71	66	54	58	54	68	65	19
Come Together – With Race	71	76	82	71	50	66	68	69	67	57	61	53	68	65	34
Reform System – Reflective	69	80	82	70	46	64	73	71	66	51	60	58	71	66	19
Future Children – AA Woman	68	83	82	70	42	63	74	71	65	49	61	62	75	65	26
Future Children – White Woman	69	81	82	70	43	64	70	69	65	50	60	65	65	65	27
Divide – Come Together	71	78	81	72	51	65	70	70	66	56	61	59	69	64	36
Colorblind Economic Populist	68	77	81	71	40	62	71	68	64	48	60	56	68	65	25
Opposition	65	6	47	68	75	64	25	54	66	71	55	2	36	62	54

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Summary of Message Ratings

Summary of Message Ratings (Sorted by Base Convincing Rating)	Mean Convincing Rating		Mean Dial Rating		Mean Share Rating	
	All	Union	All	Union	All	Union
Working People	70	75	65	68	63	73
America's Strength – Divide	72	77	68	69	62	74
America's Strength – Matter	71	74	67	68	61	67
Can Do – No More Blame	68	70	65	69	58	66
Come Together – With Race	71	74	66	68	61	70
Reform System – Reflective	69	72	64	69	60	67
Future Children – AA Woman	68	74	63	66	61	73
Future Children – White Woman	69	70	64	66	60	67
Divide – Come Together	71	76	65	69	61	71
Colorblind Economic Populist	68	70	62	65	60	68
Opposition	65	65	64	65	55	65

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Summary of Message Ratings

Summary of Message Ratings (Sorted by Base Convincing Rating)	Mean Convincing Rating				Mean Dial Rating				Mean Share Rating			
	All	Wh	AA	Lat	All	Wh	AA	Lat	All	Wh	AA	Lat
Working People	70	67	78	79	65	63	70	70	63	57	74	73
America's Strength – Divide	72	70	81	76	68	67	71	70	62	56	75	72
America's Strength – Matter	71	69	79	78	67	66	70	70	61	55	71	71
Can Do – No More Blame	68	65	77	75	65	63	68	70	58	51	72	69
Come Together – With Race	71	68	76	79	66	65	66	68	61	55	69	70
Reform System – Reflective	69	66	79	72	64	62	70	68	60	54	70	70
Future Children – AA Woman	68	64	74	74	63	61	68	68	61	54	69	72
Future Children – White Woman	69	65	78	76	64	62	68	67	60	53	70	71
Divide – Come Together	71	69	73	78	65	64	67	68	61	56	69	70
Colorblind Economic Populist	68	65	77	74	62	60	66	66	60	55	70	67
Opposition	65	66	63	62	64	65	63	63	55	54	58	59

Opposition

Our leaders must prioritize keeping us safe and ensuring that hard working Americans have the freedom to prosper. Taking a second look at people coming from terrorist countries who wish us harm or at people from places overrun with drugs and criminal gangs is just common sense. And so is curbing illegal immigration, so our communities are no longer flooded with people who refuse to follow our laws. We need to make sure we take care of our own people first, especially the people who politicians have cast aside for too long to cater to whatever special interest groups line their pockets, yell the loudest, or riot in the street.

Keeping us safe, and ensuring that hardworking Americans have the freedom to prosper

So is curbing illegal immigration

We need to make sure we take care of our own people first

Taking a second look at people coming from terrorist countries…or from places overrun with drugs and criminal gangs

Base (54)
Opposition (71)
Persuadable (66)
Advocates (25)
Union (65)

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Opposition

How convincing did you find this message?

100 – very convincing   Total 51-100

	100	Total 51-100
All Adults	17	59
Advocates	0	2
Union	14	63
Base	11	40
Persuadable	15	62
Opposition	32	76

How likely are you to share this message?

100 – very likely   Total 51-100

	100	Total 51-100
All Adults	12	31
Advocates		1
Union	12	47
Base	8	18
Persuadable	12	37
Opposition	16	30
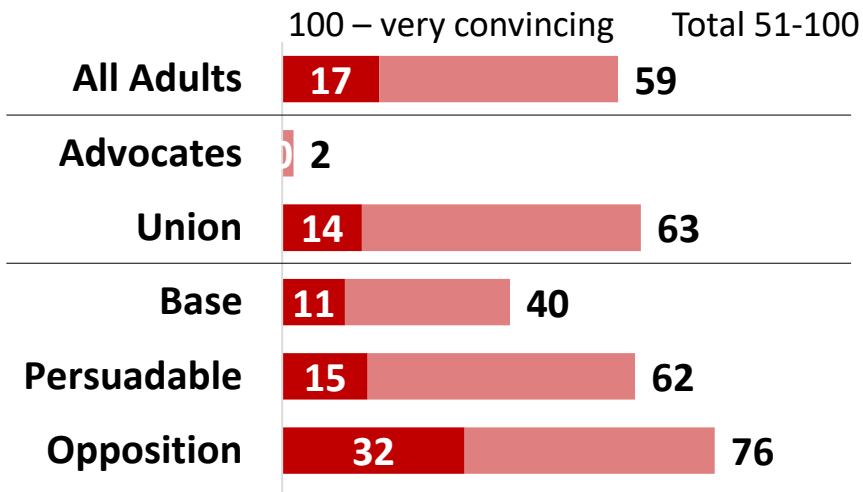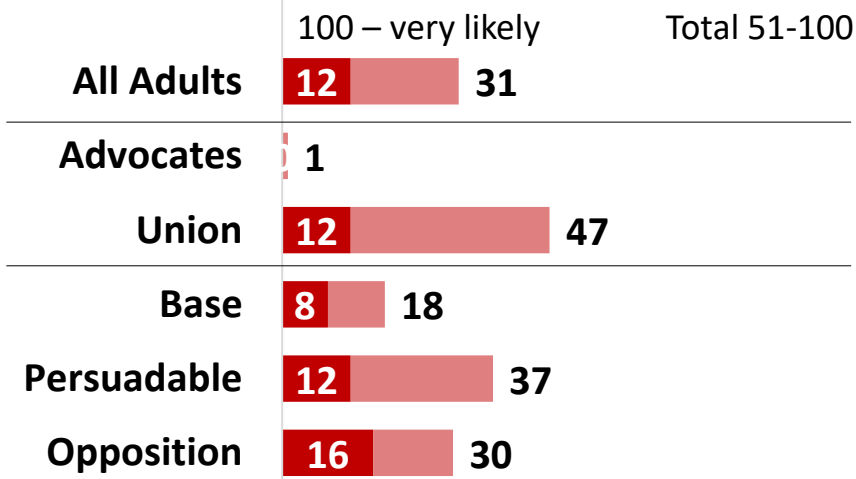
WHAT WORKS (for them)

- ✓ Quick take off.
- ✓ Strong conscious and unconscious ratings for opposition.
- ✓ Persuadables dial up around "keeping us safe" and "we need to make sure we take care of our own people first."

WHAT FALLS SHORT

- X Weak conscious ratings for persuadables.
- X Weak share ratings.

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Working People

No matter where we come from or what our color, most of us work hard for our families. But today, certain politicians and their greedy lobbyists hurt everyone by handing kickbacks to the rich, defunding our schools, and threatening our seniors with cuts to Medicare and Social Security. Then they turn around and point the finger for our hard times at poor families, Black people and new immigrants. We need to join together with people from all walks of life to fight for our future, just like we won better wages, safer workplaces, and civil rights in our past. By joining together, we can elect new leaders who work for all of us, not just the wealthy few.

Certain politicians and their greedy lobbyists

Handing kickbacks to the rich, defunding our schools, and threatening our seniors with cuts to Medicare and Social Security

Point the finger for our hard times at poor families, Black people and new immigrants

Join together with people from all walks of life to fight for our future

Elect new leaders who work for all of us

Base (73)
Opposition (49)
Persuadable (67)
Advocates (75)
Union (68)

Split Sampled

51

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Working People

How convincing did you find this message?

100 – very convincing   Total 51-100

Group	100 – very convincing	Total 51-100
All Adults	23	67
Advocates	20	92
Union	18	74
Base	45	88
Persuadable	19	69
Opposition	10	36

How likely are you to share this message?

100 – very likely   Total 51-100

Group	100 – very likely	Total 51-100
All Adults	15	40
Advocates	13	52
Union	16	56
Base	26	54
Persuadable	14	43
Opposition	6	14
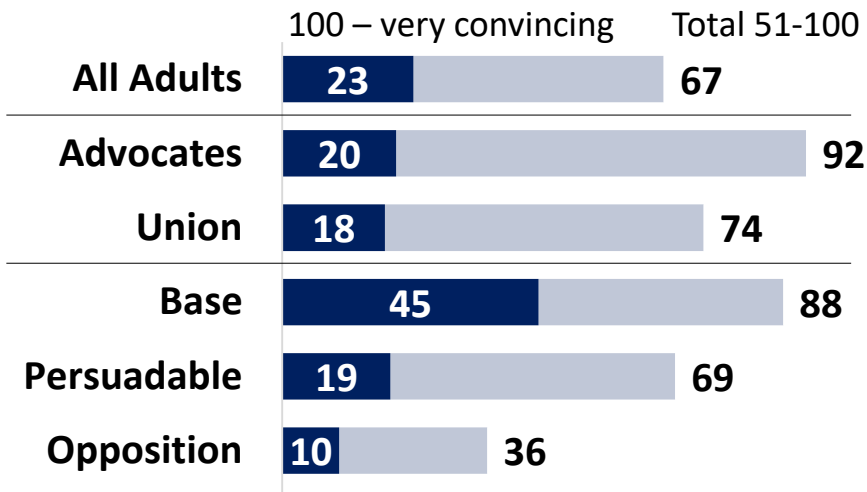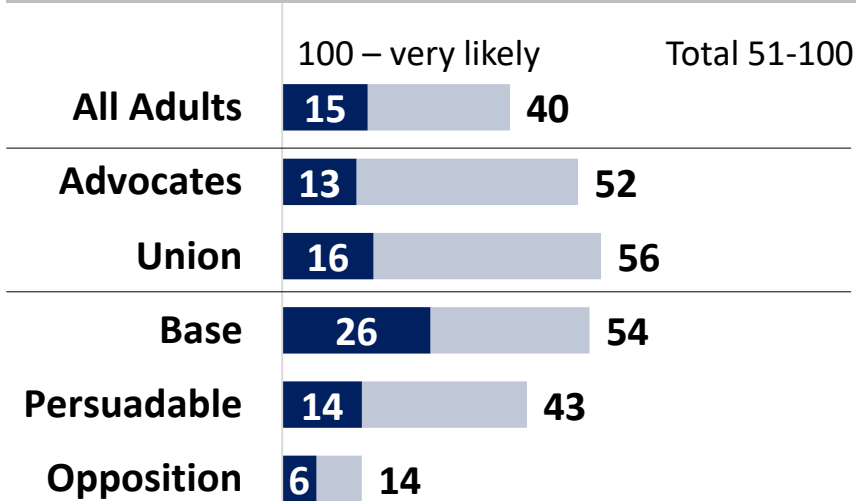
WHAT WORKS

- ✓ Quick take off.
- ✓ Sets up politicians as villain.
- ✓ Evoking past accomplishments like "better wages, safer workplaces, and civil rights in our past" resonates with base, persuadables, and advocates.
- ✓ Base dials up on "then they turn around and point the finger for hard times at poor families, Black people, and new immigrants."
- ✓ Base and persuadables dial up around "join together from all walks of life."
- ✓ Good call to action with "elect new leaders who work for all of us."
- ✓ Strong conscious ratings for base, persuadables, and advocates.
- ✓ Strong share ratings for advocates and base.

WHAT FALLS SHORT

- X Does not alienate opposition as effectively as other messages.

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America's Strength – Divide

America's strength comes from our ability to work together – to knit together a landscape of people from different places and of different races into one nation. For this to be a place of freedom for all, we cannot let the greedy few and the politicians they pay for divide us against each other based on what someone looks like, where they come from or how much money they have. It's time to stand up for each other and come together. It is time for us to pick leaders who reflect the very best of every kind of American. Together, we can make this a place where freedom is for everyone, no exceptions.

Knit together a landscape of people from different places and of different races

The greedy few and the politicians they pay for divide us

Where they come from or how much money they have

Stand up for each other and come together

- **Base (74)**
- **Opposition (58)**
- **Persuadable (70)**
- **Advocates (70)**
- **Union (69)**

Split Sampled

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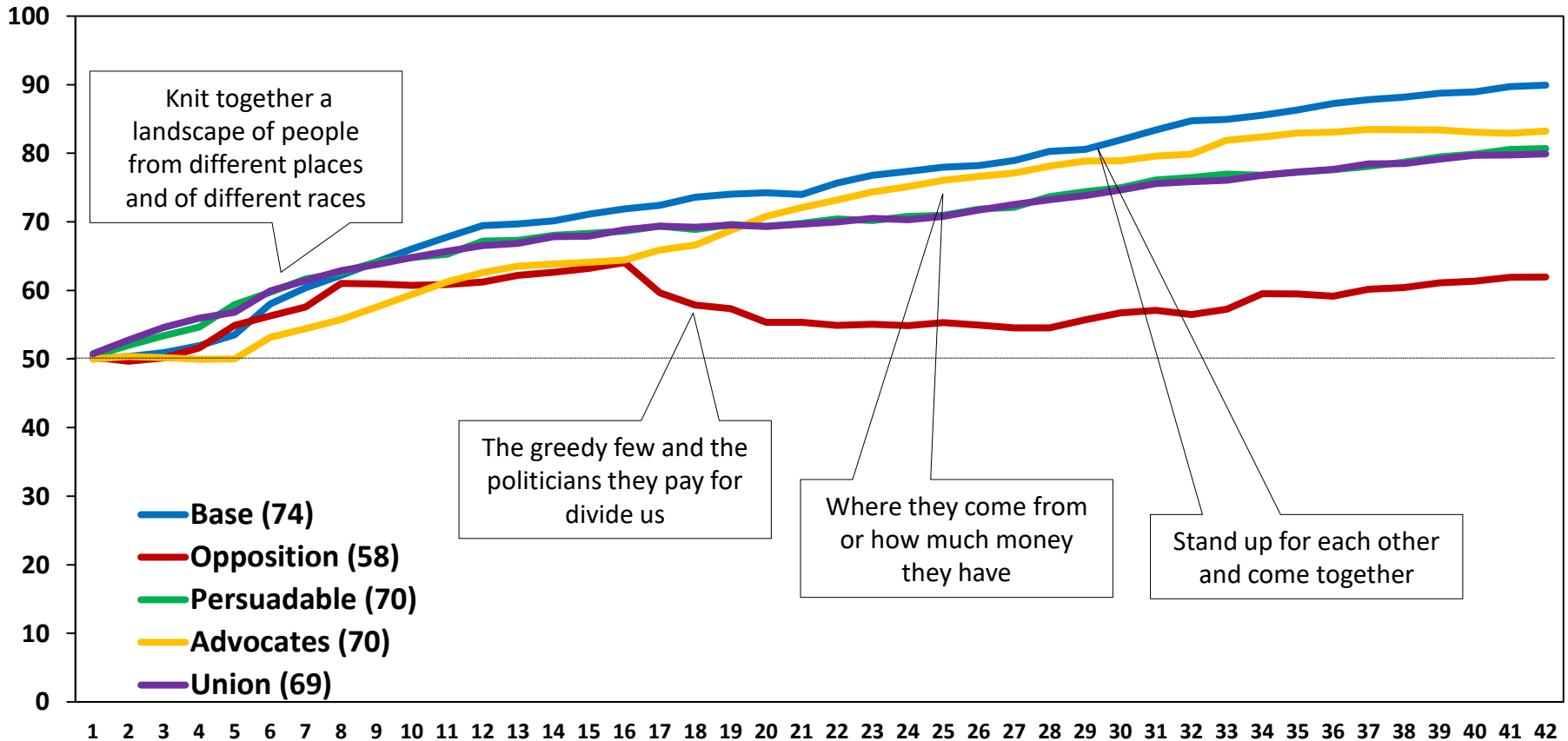
America's Strength – Divide

How convincing did you find this message?

	100 – very convincing	Total 51-100
All Adults	21	69
Advocates	12	88
Union	20	76
Base	36	84
Persuadable	19	71
Opposition	11	47

How likely are you to share this message?

	100 – very likely	Total 51-100
All Adults	14	39
Advocates	8	53
Union	17	56
Base	24	52
Persuadable	13	42
Opposition	4	13
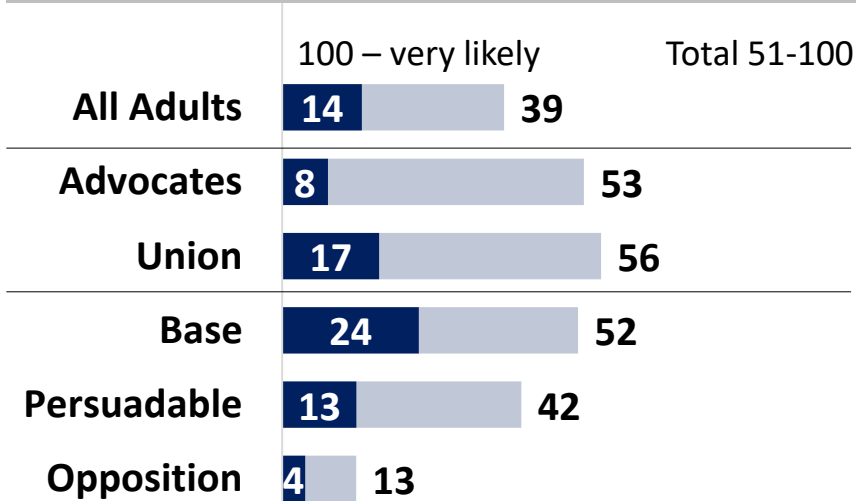
WHAT WORKS

- ✓ Quick take off.
- ✓ Strong conscious and share ratings with base and persuadables.
- ✓ Opposition alienated by "knit together a landscape of people from different places."
- ✓ Base and advocates dial up on "we cannot let the greedy few and the politicians they pay for divide us against each other based on what someone looks like where they come from or how much money they have."
- ✓ "Divide us" strong with persuadables.
- ✓ Strong call to action with base and persuadables "It's time to stand up for each other and come together."
- ✓ Basse and advocates have strong share ratings.

WHAT FALLS SHORT

- X Does not alienate opposition as effectively as other messages.

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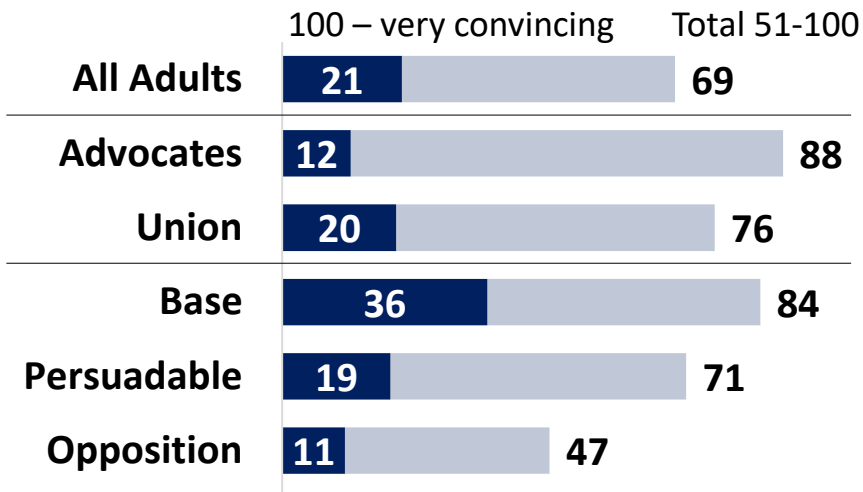Strategy · Precision · Impact

America's Strength – Matter

America's strength comes from our ability to work together – to knit together a landscape of people from different places and of different races into one nation. For this to be a place of freedom for all, we cannot let the greedy few and the politicians they pay for turn what you look like, where you come from or how much money you have into reasons some of us matter and others don't. It's time to stand up for each other and come together. It is time for us to pick leaders who reflect the very best of every kind of American. Together, we can make this a place where freedom is for everyone, no exceptions.

Legend:
- **Base (74)**
- **Opposition (54)**
- **Persuadable (68)**
- **Advocates (71)**
- **Union (68)**

Annotations on chart:
- America's strength comes from our ability to work together
- Landscape of people from different places and of different races
- We cannot let the greedy few and the politicians they pay for
- Where you come from or how much money you have into reasons some of us matter and others don't
- It's time to stand up for each other and come together

Split Sampled

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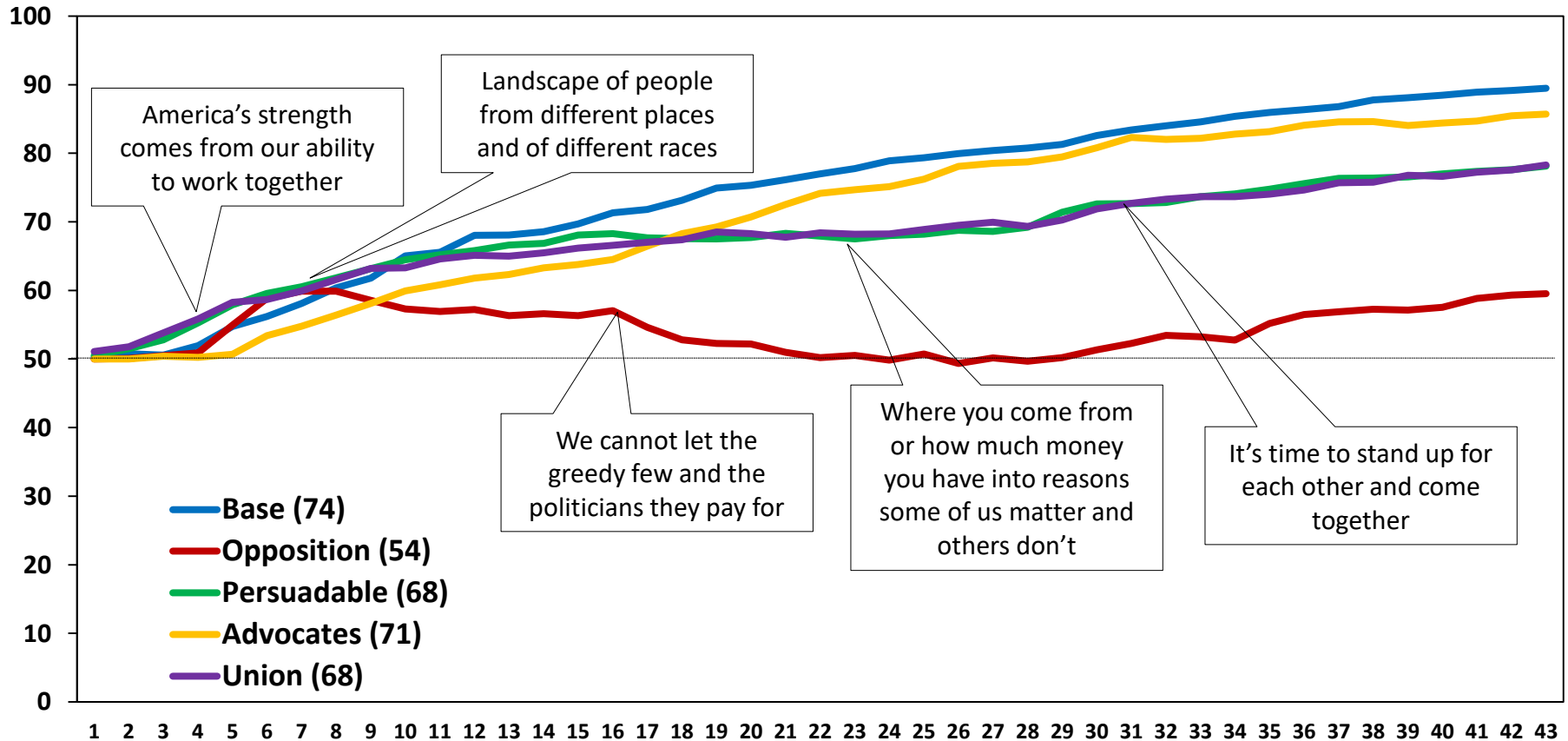
America's Strength – Matter

How convincing did you find this message?
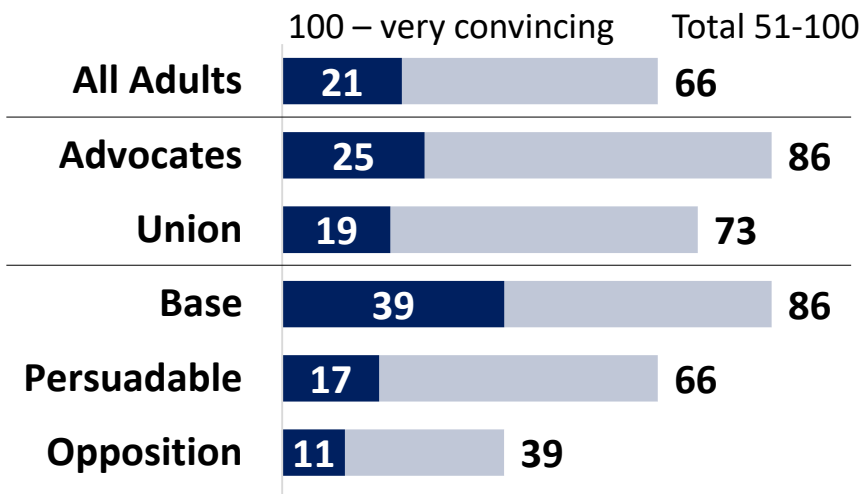
	100 – very convincing	Total 51-100
All Adults	21	66
Advocates	25	86
Union	19	73
Base	39	86
Persuadable	17	66
Opposition	11	39

How likely are you to share this message?

	100 – very likely	Total 51-100
All Adults	13	36
Advocates	15	55
Union	14	50
Base	21	42
Persuadable	13	40
Opposition	5	12
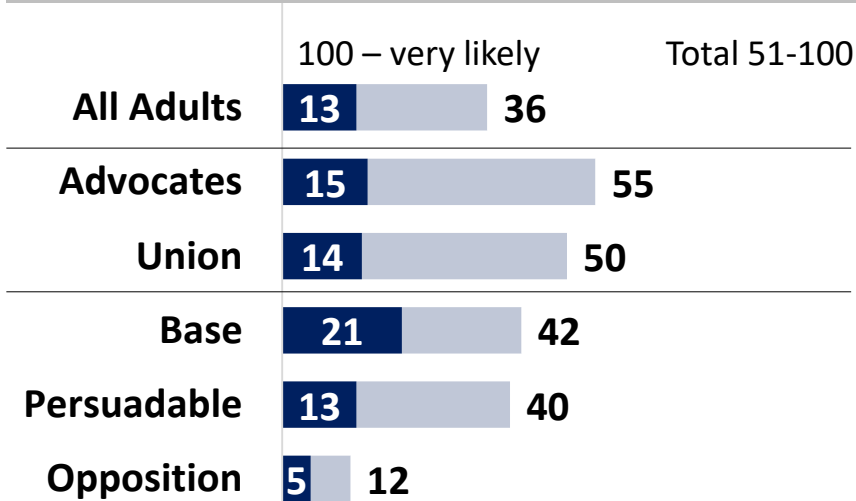
WHAT WORKS

- ✓ Quick take off.
- ✓ Strong conscious and share ratings with base.
- ✓ Strong conscious ratings with advocates and persuadables.
- ✓ Opposition alienated by "knit together a landscape of people from different places."
- ✓ Base and advocates dial up on "we cannot let the greedy few and the politicians they pay for turn what you look like…into reasons some us matter and others don't."
- ✓ Strong call to action with base and persuadables "It's time to stand up for each other and come together."

WHAT FALLS SHORT

- X Persuadables plateau on "we cannot let the greedy few and the politicians they pay for turn what you look like…into reasons some us matter and others don't."
- X Base less likely to share.

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Can Do – No More Blame

Whether we're building the world's biggest economy or striving toward a more equal, open-minded and just society, ours is a can-do nation. And today we face many challenges: creating good jobs, revitalizing our schools and ensuring Americans get the healthcare and retirement we need. But instead of looking ahead and solving shared problems, greedy corporations undercut our wages, dodge taxes, and pollute our environment while the politicians they've purchased blame the least powerful for the hardships these kickbacks create. As can-do people, we must vote for leaders who see all of us as equal, no matter our race or place of origin, and implement new solutions that will make this a more fair and prosperous place for everyone.

Ours is a can-do nation

Creating good jobs, revitalizing our schools and ensuring Americans get the healthcare and retirement we need

As can-do people, we must vote for leaders who see all of us as equal

Greedy corporations undercut our wages, dodge taxes, and pollute our environment

The politicians they've purchased blame the least powerful for the hardships these kickbacks create

Base (71)
Opposition (54)
Persuadable (66)
Advocates (66)
Union (69)

Split Sampled

Can Do – No More Blame

How convincing did you find this message?

	100 – very convincing	Total 51-100
All Adults	18	64
Advocates	14	80
Union	16	72
Base	33	87
Persuadable	17	66
Opposition	4	31

How likely are you to share this message?

	100 – very likely	Total 51-100
All Adults	11	34
Advocates	10	49
Union	12	49
Base	16	42
Persuadable	11	39
Opposition	2	8
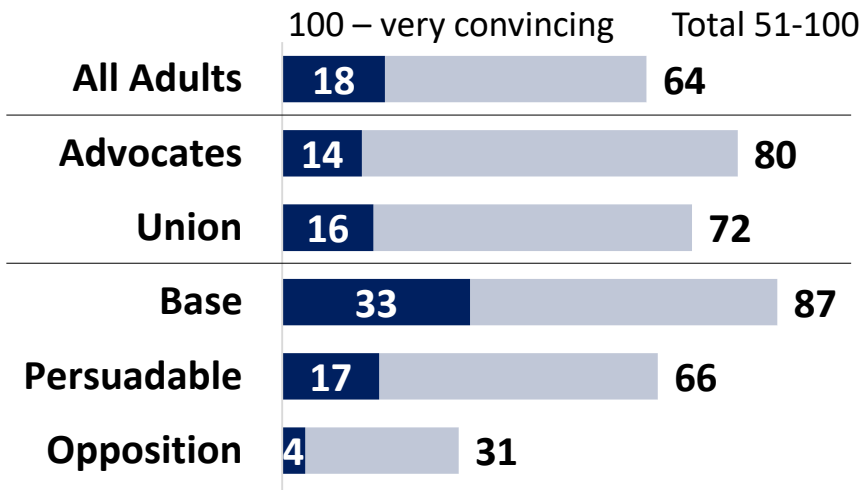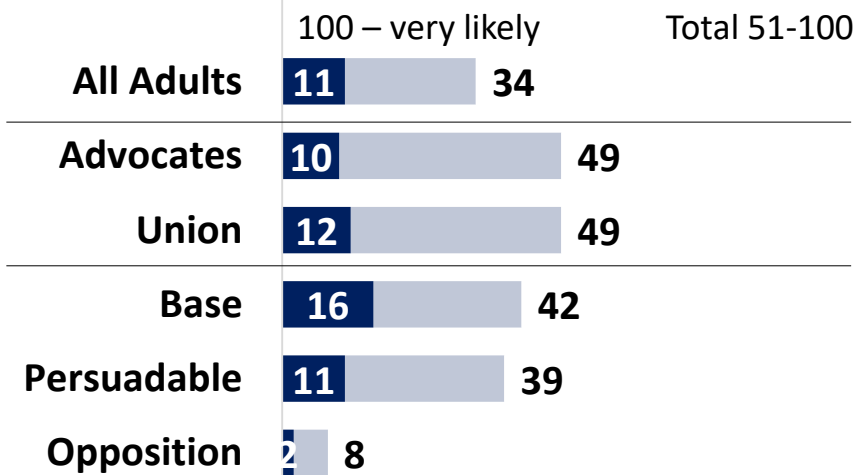
WHAT WORKS

- ✓ Base and persuadables dial up around positive description of challenges "creating good jobs, revitalizing our schools, and ensuring Americans get the healthcare and retirement we need."
- ✓ Mention of "greedy corporations undercut our wages, dodge taxes, and pollution our environment" effectively alienates opposition.
- ✓ Base and persuadables dial up on "As can-do people, we must vote for leaders who see all of us as equal…"

WHAT FALLS SHORT

- X Slow take off.
- X Weak share ratings.
- X Advocates dial down on "as can-do people" and to a lessor extent, "ours is a can-do nation."

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Come Together – With Race

America is a place where people come together from different places and different races to make a better life for themselves. Despite our differences, we work together, try to be good neighbors, and teach our children to respect everyone—women, people of color, new immigrants, people with disabilities, and working people with no college degree. But now special interests and certain politicians are re-writing the rules to line their own pockets while they deliberately distract us with fear mongering, especially along racial, ethnic and religious lines. We need to come together and elect new leaders who respect all of our families and will govern for all of us.

We work together, try to be good neighbors, and teach our children to respect everyone

Now special interests and certain politicians are re-writing the rules to line their own pockets while they deliberately distract us

We need to come together and elect new leaders who respect all of our families and will govern for all of us

Base (69)
Opposition (57)
Persuadable (67)
Advocates (68)
Union (68)

Split Sampled

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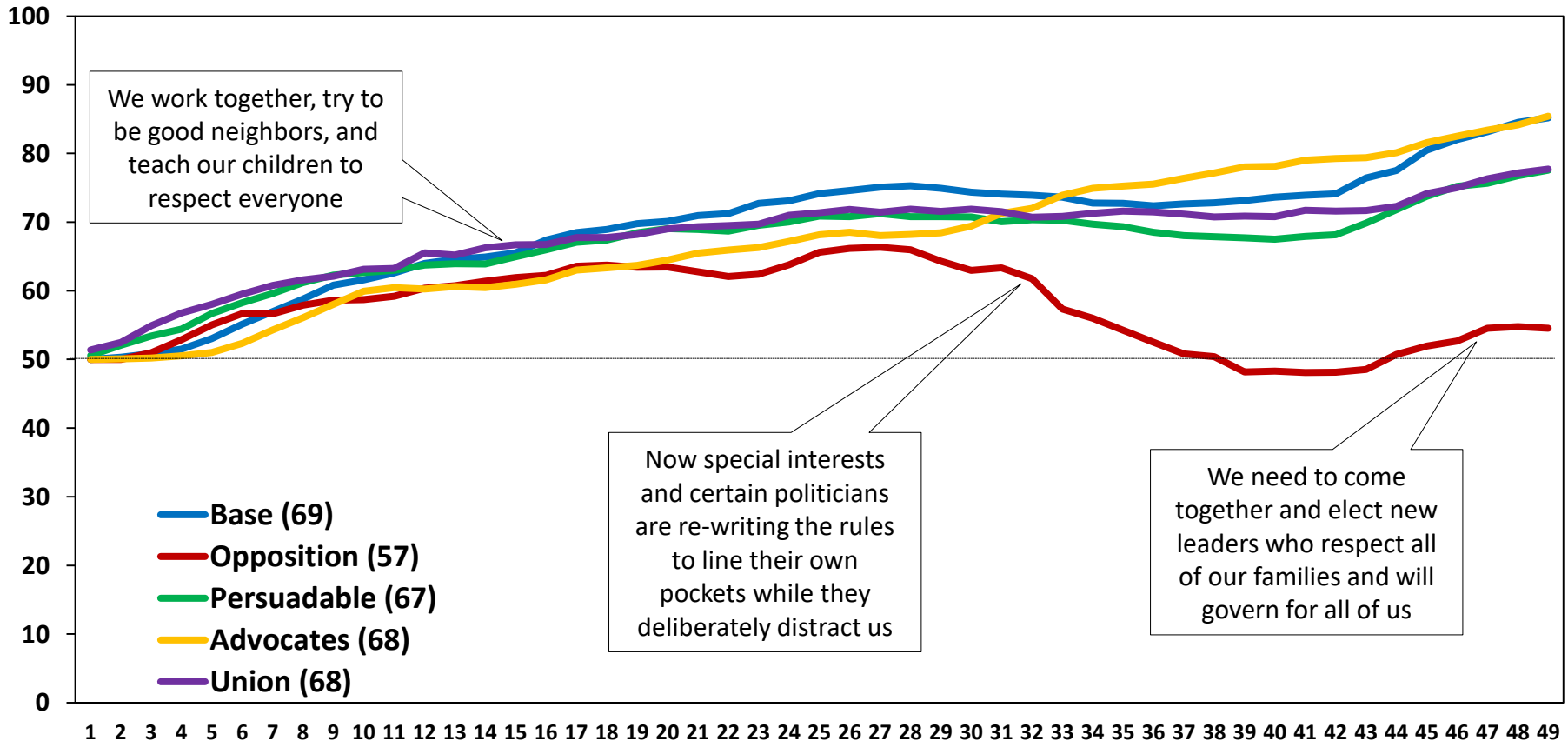
Come Together – With Race

How convincing did you find this message?

	100 – very convincing	Total 51-100
All Adults	21	66
Advocates	14	85
Union	17	71
Base	34	86
Persuadable	18	66
Opposition	13	40

How likely are you to share this message?

	100 – very likely	Total 51-100
All Adults	14	36
Advocates	10	44
Union	15	52
Base	23	42
Persuadable	13	40
Opposition	9	15
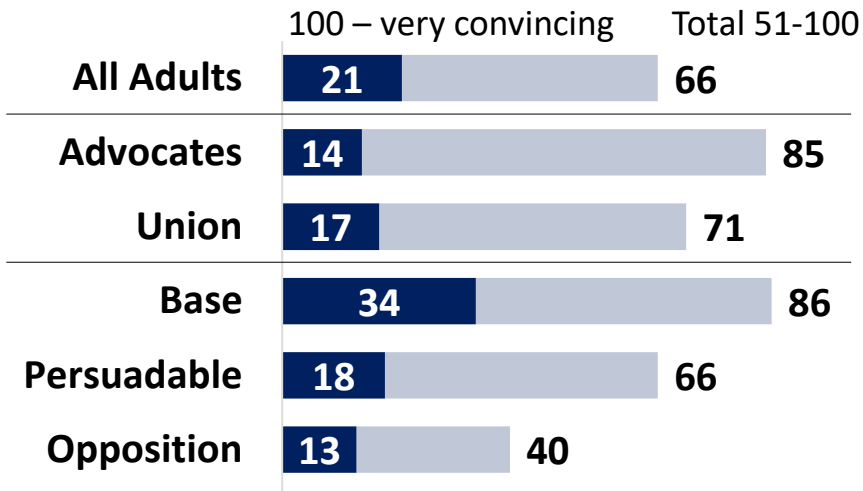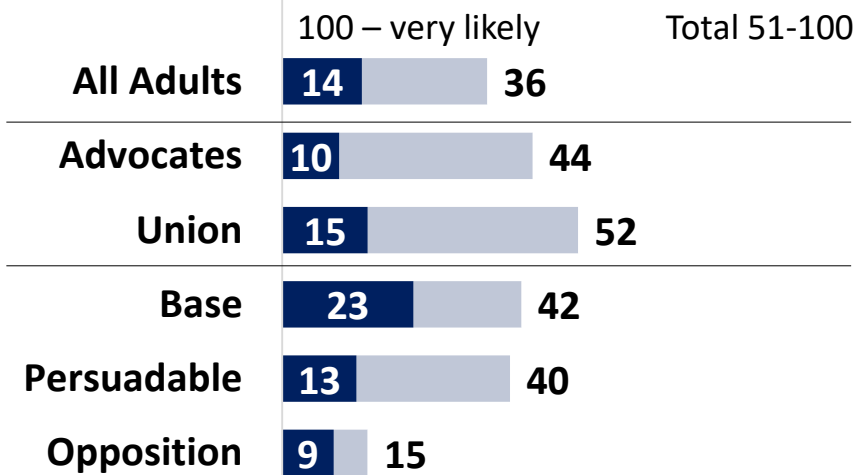
WHAT WORKS

- ✓ Quick take off for persuadables.
- ✓ Base and persuadables dial up on "we work together, try to be good neighbors, and teach our children to respect everyone."
- ✓ Opposition dials down on "now special interests and certain politicians are re-writing the rules to line their own pockets."
- ✓ Base and persuadables dial up on strong call to action to "come together and elect new leaders who respect all of our families and will govern for all of us."

WHAT FALLS SHORT

- X Advocates dial up slowly on "we work together, try to be good neighbors, and teach our children to respect everyone."

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Reform System/Reflective Democracy

Most of us work hard to make things better for those to come. But today, certain politicians and their lobbyists slash their own taxes while they cut healthcare for kids, and craft kickbacks to for-profit colleges while they deny funds to public education. They keep us distracted with fear mongering about people based on what they look like, where they're from or how they worship. We must come together to demand a political system where every person has an equal say, ending corporate lobbying and pay-to-play donations. We deserve representatives that reflect who they serve—leaders who've walked in our shoes and understand our challenges. That's how we ensure our schools, our workplaces and our society enable all of us to prosper.

About people based on what they look like, where they're from or how they worship

Slash their own taxes while they cut healthcare for kids, and craft kickbacks to for-profit colleges

We must come together to demand a political system where every person has an equal say, ending corporate lobbying and pay-to-play donations

We deserve representatives that reflect who they serve

- **Base (71)**
- **Opposition (51)**
- **Persuadable (66)**
- **Advocates (73)**
- **Union (69)**

Split Sampled

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Reform System/Reflective Democracy

How convincing did you find this message?

	100 – very convincing	Total 51-100
All Adults	18	65
Advocates	22	90
Union	18	69
Base	35	84
Persuadable	15	67
Opposition	7	37

How likely are you to share this message?

	100 – very likely	Total 51-100
All Adults	12	35
Advocates	11	53
Union	13	49
Base	19	43
Persuadable	12	40
Opposition	3	7
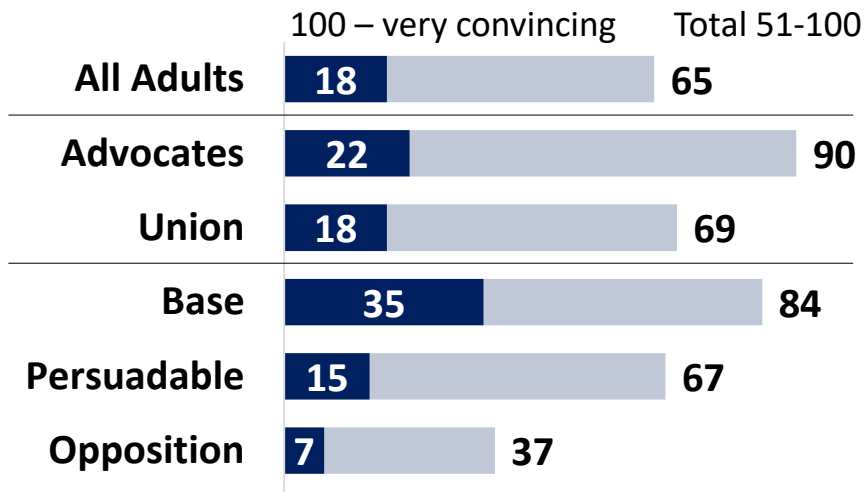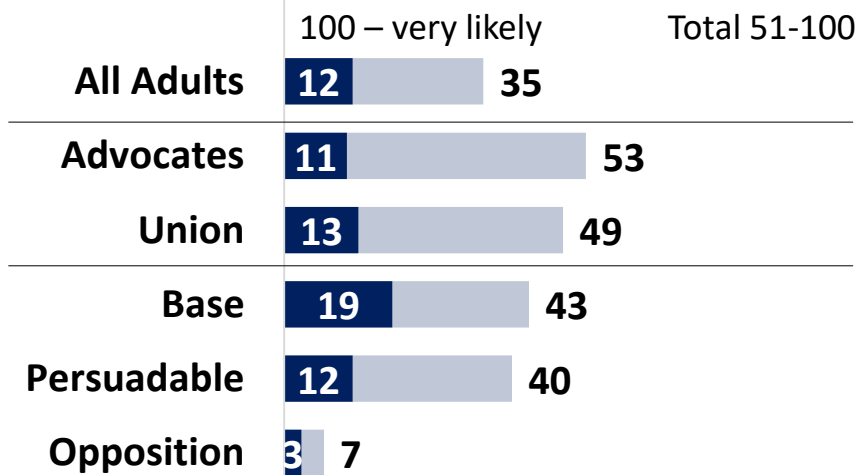
WHAT WORKS

- ✓ Quick take off for persuadables.
- ✓ Opposition dials down while base dials up for "certain politicians and their lobbyists slash their own taxes while they cut healthcare for kids…"
- ✓ Base dials up on "They keep us distracted with fear mongering about people based on what they look like…"
- ✓ Base and persuadables dial up on call to action we must come together to demand a political system where every person has an equal say…"
- ✓ Base and persuadables dial up on "we deserve representatives that reflect who they serve."

WHAT FALLS SHORT

- X Relatively weak share rating for base.
- X Opposition dials up on "ending corporate lobbying and pay-to-play donations."

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Future Children – African American Woman Voice

Every child, regardless of where they come from, what they look like, or where they live, deserves to pursue their dreams. But certain politicians and their greedy lobbyists are putting our children's future at risk. They rig the rules to enrich themselves, while they distract us by generating fear based on race, background and religion. Together, we have the power to pick leaders who believe in all of our children. When we come together across our different communities, we can make this a nation we're proud to leave our kids, brimming with the new ideas that come from so many different people working together, for everyone's benefit.

Deserves to pursue their dreams

But certain politicians and their greedy lobbyists are putting our children's future at risk

By generating fear based on race, background and religion

We have the power to pick leaders who believe in all of our children

Base (71)
Opposition (49)
Persuadable (65)
Advocates (74)
Union (66)

Split Sampled

LRP LAKE RESEARCH PARTNERS
Strategy · Precision · Impact

Future Children – African American Woman Voice

How convincing did you find this message?

	100 – very convincing	Total 51-100
All Adults	19	64
Advocates	22	94
Union	19	73
Base	35	85
Persuadable	16	65
Opposition	8	36

How likely are you to share this message?

	100 – very likely	Total 51-100
All Adults	14	36
Advocates	13	63
Union	16	53
Base	21	51
Persuadable	14	39
Opposition	4	10

WHAT WORKS

- ✓ Advocates rate this higher across all three dimensions – dialing, convincing, and sharing.
- ✓ Opposition alienated by "but certain politicians and their greedy lobbyists are putting our children's future at risk."
- ✓ Strong aspirational language with base and persuadables "together we have the power to pick leaders who believe in all of our children." and "we can make this a nation we're proud of to leave our kids."
- ✓ More effective with base and advocates with a woman of color as messenger.

WHAT FALLS SHORT

- X Persuadables plateau on explanation of problem "They rig the rules to enrich themselves while they distract us by generating fear based on race, background, and religion."

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Future Children – White Woman Voice

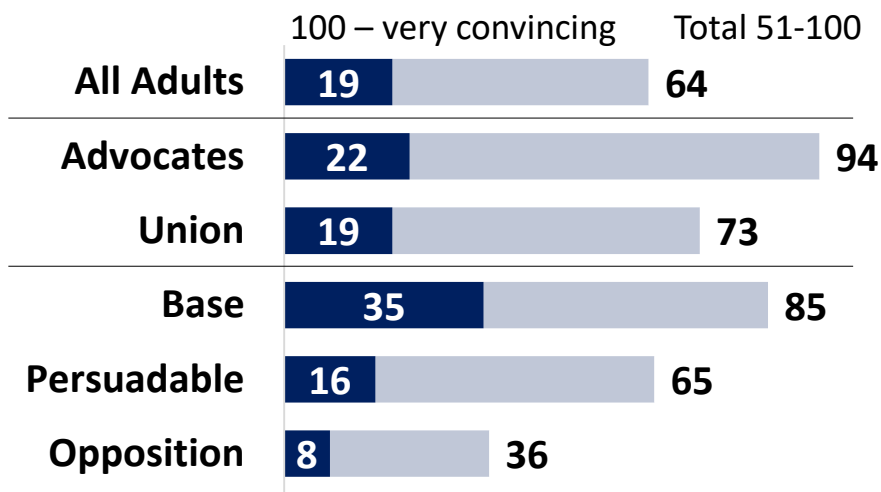Every child, regardless of where they come from, what they look like, or where they live, deserves to pursue their dreams. But certain politicians and their greedy lobbyists are putting our children's future at risk. They rig the rules to enrich themselves, while they distract us by generating fear based on race, background and religion. Together, we have the power to pick leaders who believe in all of our children. When we come together across our different communities, we can make this a nation we're proud to leave our kids, brimming with the new ideas that come from so many different people working together, for everyone's benefit.

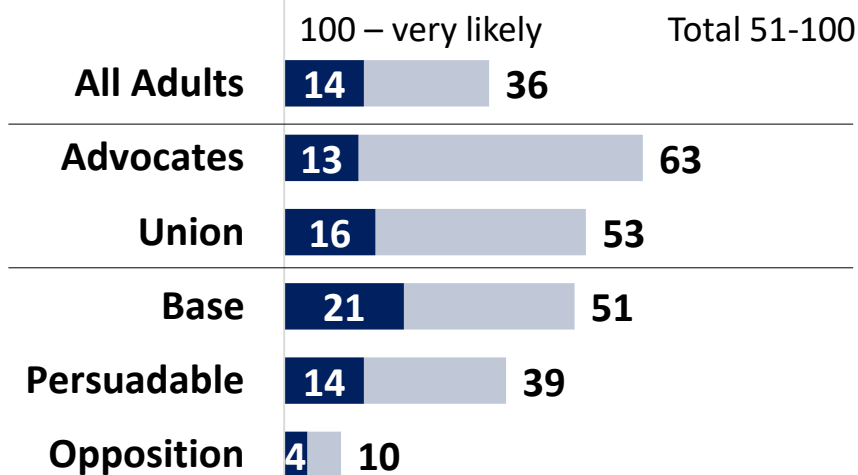Deserves to pursue their dreams

They rig the rules to enrich themselves

Together, we have the power to pick leaders

We come together across our different communities

Base (69)
Opposition (50)
Persuadable (65)
Advocates (70)
Union (66)

Split Sampled

Future Children – White Woman Voice

How convincing did you find this message?

100 – very convincing   Total 51-100

	100 – very convincing	Total 51-100
All Adults	17	64
Advocates	24	92
Union	14	70
Base	32	83
Persuadable	14	64
Opposition	6	31

How likely are you to share this message?

100 – very likely   Total 51-100

	100 – very likely	Total 51-100
All Adults	11	36
Advocates	16	58
Union	12	50
Base	16	40
Persuadable	11	40
Opposition	5	13
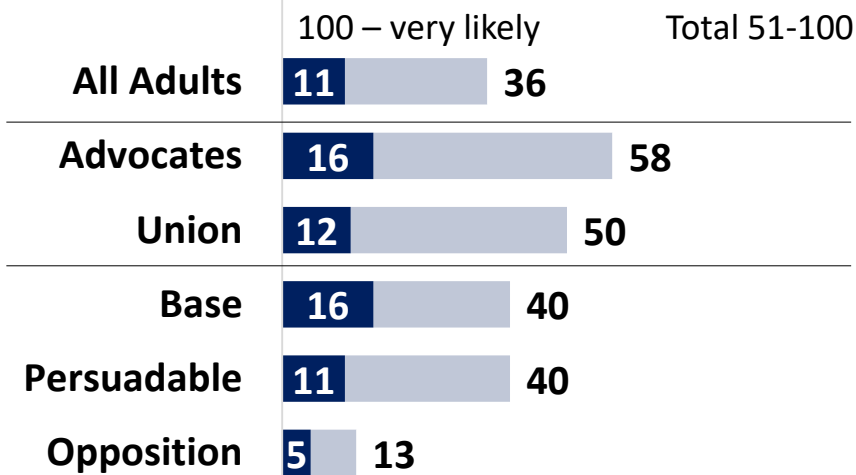
WHAT WORKS

✓ Quick take off for base and persuadables.
✓ Strong share ratings for advocates.
✓ Opposition alienated by "but certain politicians and their greedy lobbyists are putting our children's future at risk."
✓ Strong aspirational language with base and persuadables "together we have the power to pick leaders who believe in all of our children." and "we can make this a nation we're proud of to leave our kids."
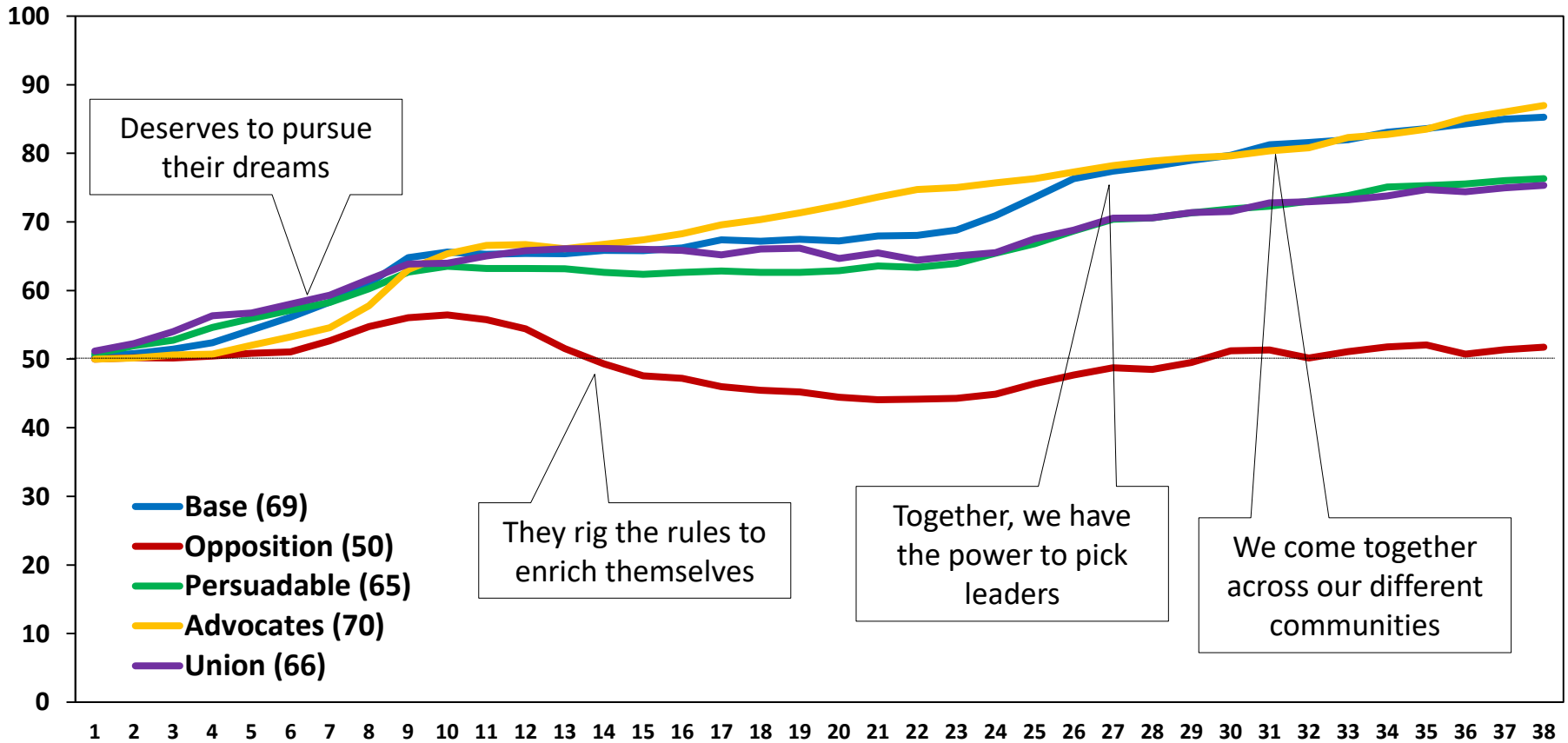
WHAT FALLS SHORT

X Persuadables plateau on explanation of problem "They rig the rules to enrich themselves while they distract us by generating fear based on race, background, and religion.
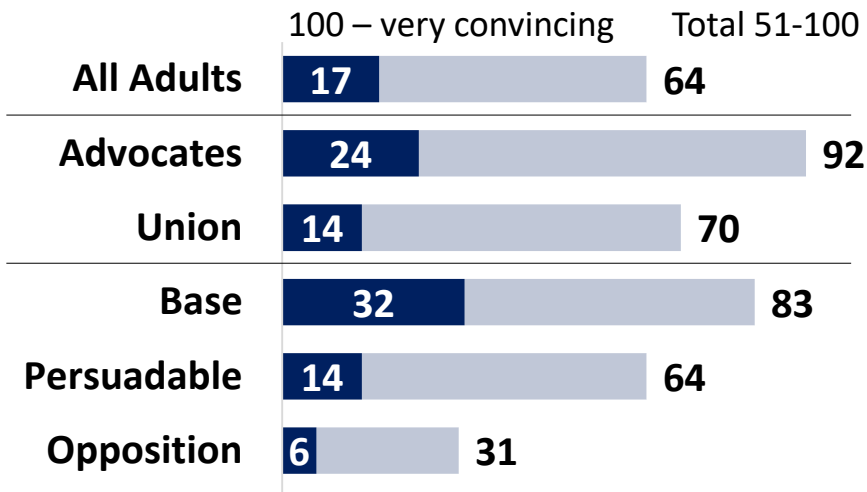X Weak share ratings with base.

Divide – Come Together

"United we stand, divided we fall." This doesn't mean we always agree. It means that when we come together, we have the power to make things better. Certain politicians and the greedy lobbyists funding them pit our communities against each other based on what we look like or where we come from, making us believe we can't all have what we need while they help themselves to even more. When we're divided, the people demanding seconds before everyone has firsts gain power to take away things like money for good schools, support for seniors, and affordable healthcare. When we come together, we have the power to make government work for all of us, not just the greedy few.

When we come together, we have the power to make things better

Pit our communities against each other based on what we look like

Certain politicians and the greedy lobbyists funding them

When we come together

Believe we can't all have what we need while they help themselves to even more

Take away things like money for good schools, support for seniors, and affordable healthcare

Base (70)
Opposition (56)
Persuadable (66)
Advocates (70)
Union (69)

Split Sampled

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Divide – Come Together

How convincing did you find this message?

	100 – very convincing	Total 51-100
All Adults	21	67
Advocates	22	84
Union	20	76
Base	33	83
Persuadable	18	68
Opposition	14	43

How likely are you to share this message?

	100 – very likely	Total 51-100
All Adults	15	36
Advocates	12	50
Union	16	52
Base	23	41
Persuadable	13	39
Opposition	7	15
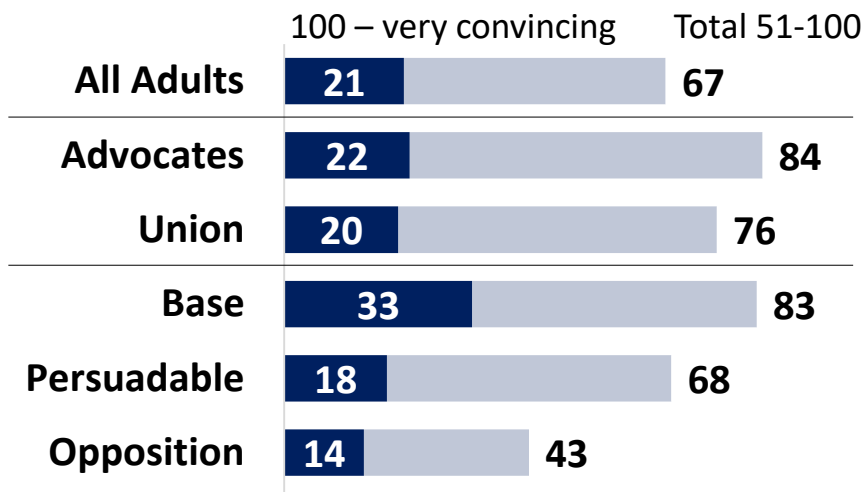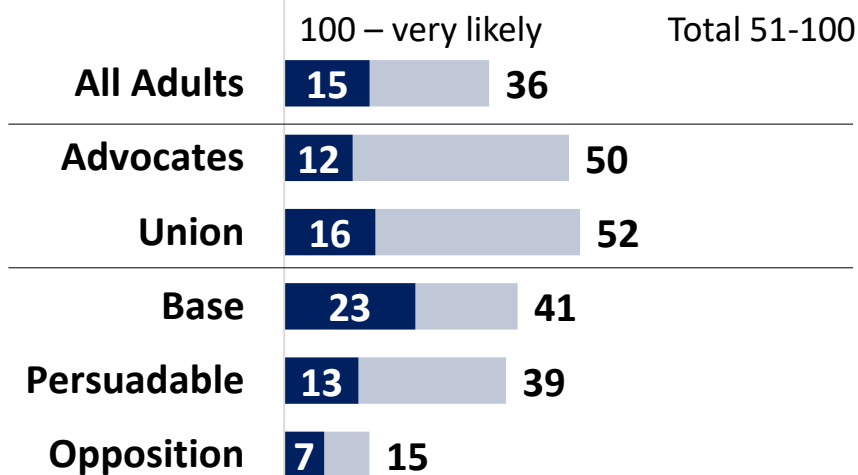
WHAT WORKS

- ✓ Opposition alienated by "certain politicians and the greedy lobbyists funding them pit our communities against each other."
- ✓ Advocates dial up on "pit our communities against each other based on wheat we look like."
- ✓ Base and persuadables dial up on idea those with power "take away things like money for good schools."
- ✓ Base and persuadables dial up on "when we come together, we have the power to make government work for all of us, not just the greedy few."

WHAT FALLS SHORT

- X Slow take off.
- X Weak share ratings for base.
- X Plateaus for much of the message with base and persuadables.

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Colorblind Economic Populist

We live in the richest country in the history of the world, but that means little because much of that wealth is controlled by a tiny handful of individuals. Despite advancements in technology and productivity, millions of Americans are working longer hours for lower wages. Wall Street and the billionaire class have rigged the rules to redistribute wealth and income to the wealthiest and most powerful people of this country. We must send the message to these greedy billionaires that you cannot take advantage of all the benefits of America, if you refuse to accept your responsibilities as Americans.

Wealth is controlled by a tiny handful of individuals

Millions of Americans are working longer hours for lower wages

Send the message to these greedy billionaires

Wall Street and the billionaire class have rigged the rules to redistribute wealth and income

Cannot take advantage of the benefits of America

Base (68)
Opposition (48)
Persuadable (64)
Advocates (71)
Union (65)

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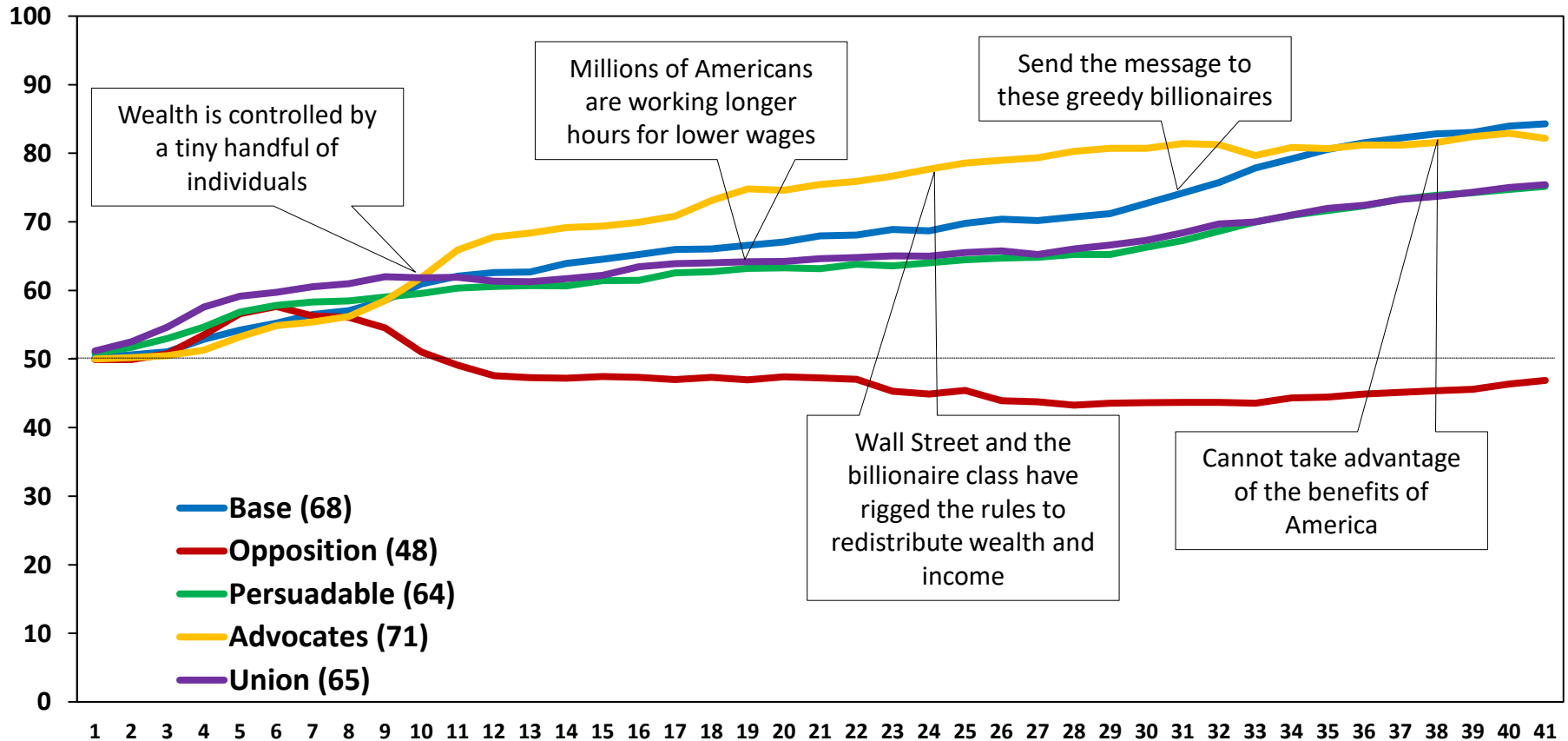
Colorblind Economic Populist

How convincing did you find this message?

100 – very convincing   Total 51-100

Group	100 – very convincing	Total 51-100
All Adults	19	63
Advocates	16	85
Union	17	67
Base	31	82
Persuadable	18	65
Opposition	9	32

How likely are you to share this message?

100 – very likely   Total 51-100

Group	100 – very likely	Total 51-100
All Adults	13	36
Advocates	12	47
Union	15	51
Base	19	42
Persuadable	13	42
Opposition	4	11
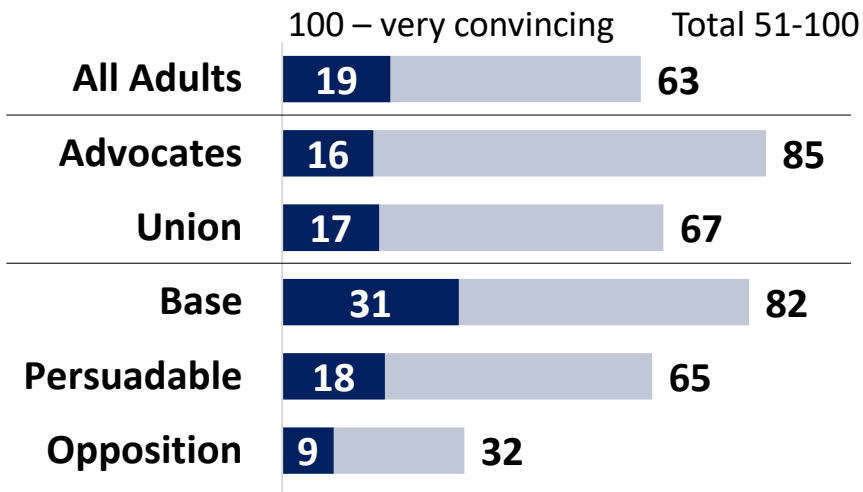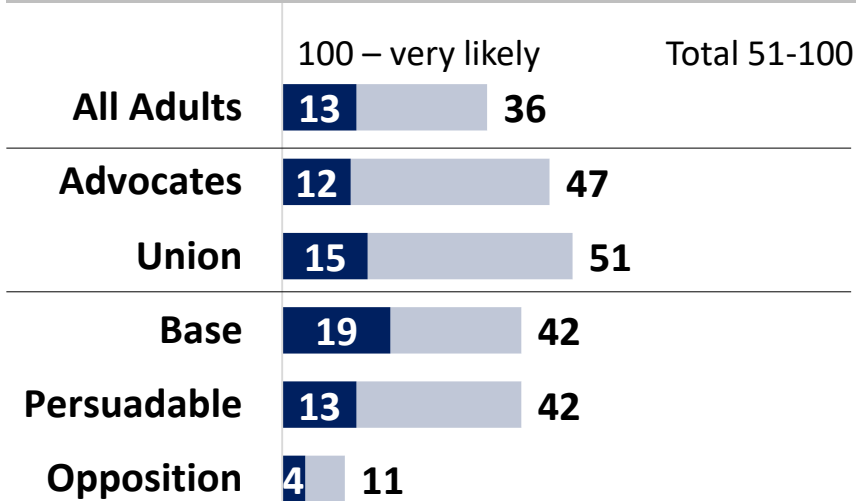
WHAT WORKS

- ✓ Opposition alienated by "wealth is controlled by a tiny handful of individuals."
- ✓ Strong dial ratings for advocates.
- ✓ Base and persuadables dial up for call to action "we must send the message to these greedy billionaires that you cannot take advantage of all the benefits of America if you refuse to accept your responsibilities as Americans."
- ✓ Regression analysis shows this correlates with increased excitement to join together and take action, likely due to familiarity of thematic.

WHAT FALLS SHORT

- X Slow take off.
- X Persuadables plateau on description of problem "millions of Americans are working longer hours for low wages."
- X Tends to promote individualistic rather than collective economic perceptions.
- X Weak share rating for advocates.

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Movement

Messaging increases excitement to join with others to take action among both base and persuadables.

How excited are you to join together with others in your community to take action and bring about change? (0-10 Scale, 0 means not at all excited, 10 means very excited)

Base

Persuadable

Opposition

■ Excited initially and after messaging (6-10)   ■ Toward excited (More excited after messaging)   ■ Toward not excited (Less excited after messaging)   ■ Not excited initially and after messaging (0-4)

Split Sampled

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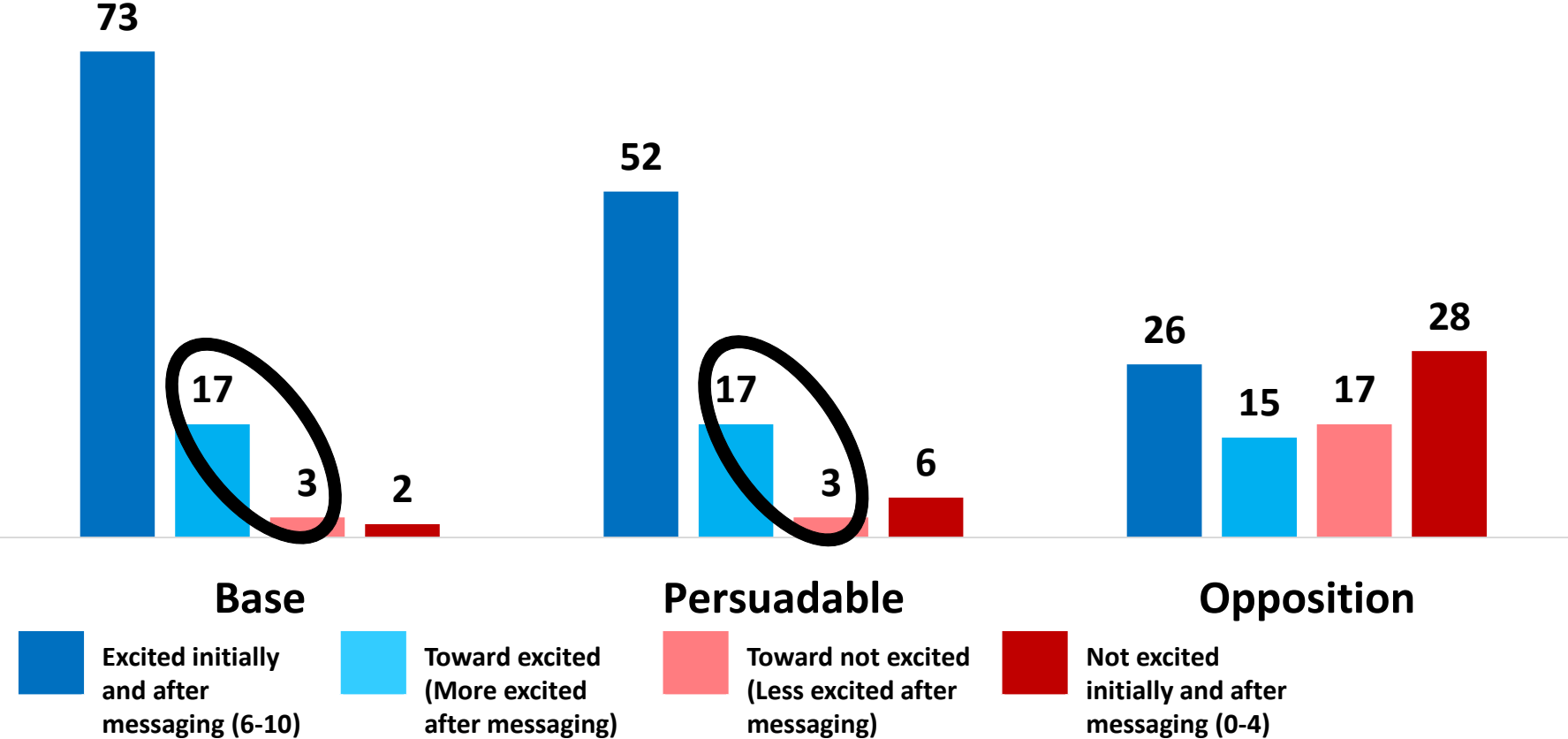
Excitement to join together with people across racial differences increases for persuadables even more.

How excited are you to join together with **people across racial differences** to take action and bring about change? (0-10 Scale, 0 means not at all excited, 10 means very excited)

Base **Persuadable** **Opposition**

- **Excited initially and after messaging (6-10)** (dark blue)
- **Toward excited (More excited after messaging)** (light blue)
- **Toward not excited (Less excited after messaging)** (pink)
- **Not excited initially and after messaging (0-4)** (dark red)

Split Sampled

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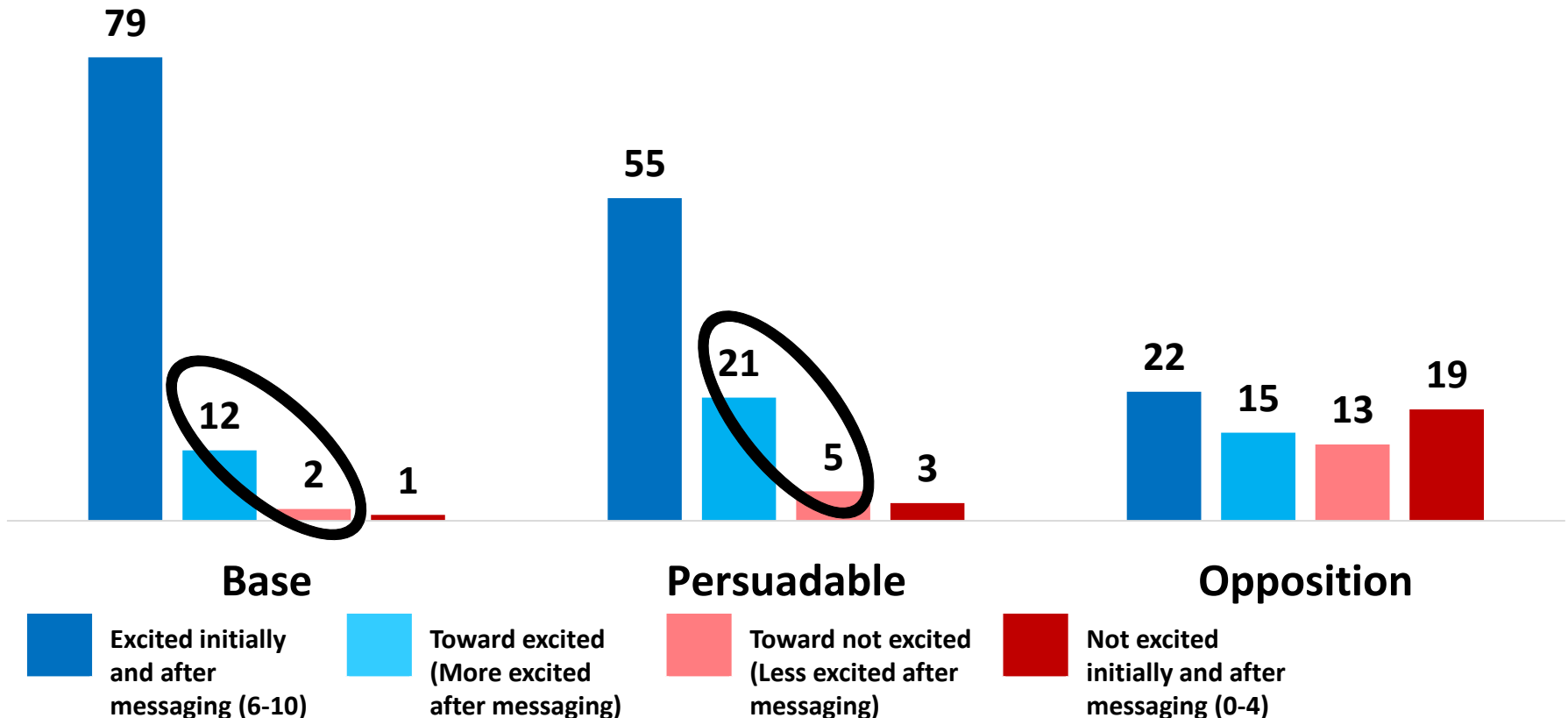
While overall support for policies stays the same, it masks movement toward support particularly on making it easier for people to join together in union, and to overhaul criminal justice system.

Do you favor or oppose each of the following policies:	Movement	
	Toward Favor	**Toward Oppose**

End discrimination against people of color in jobs, housing, and education
- 46 | 82
- 45 | 82
- Toward Favor: **18** Toward Oppose: **4**

Expand Medicare to ensure healthcare for all Americans
- 42 | 76
- 43 | 76
- Toward Favor: **17** Toward Oppose: **4**

Overhaul our criminal justice system to eliminate racial and other biases
- 37 | 75
- 38 | 76
- Toward Favor: **23** Toward Oppose: **6**

Create a fair immigration process that keeps families together and includes a roadmap to citizenship for current immigrants
- 31 | 70
- 33 | 71
- Toward Favor: **20** Toward Oppose: **7**

Make it easier for people to join together in union to negotiate a fair return on their work*
- 27 | 70
- 31 | 73
- Toward Favor: **25** Toward Oppose: **5**

Make it easier for unions to negotiate a fair return on work for working people*
- 26 | 65
- 27 | 67
- Toward Favor: **22** Toward Oppose: **6**

Legend:
- **10 – Strongly Favor**
- **Total 6-10 – Total Favor**
- **Final 10**
- **Final 6-10**

*Split Sampled

Taking Action

The values of equality, fairness, and unity emerge as key values that people would use as a message on a sign in an event for people coming together.

Imagine you are at an event of people coming together to demand a fairer economy that works for everyone, regardless of what they look like, not just the super-rich, and you need to put a message on a sign, what message would you write on a sign for this event?

Category	Value
Equality, Unity	33
Economic Equality: Fair Taxes, Wages, Jobs	18
Trump Values, Conservative Values, Personal Responsibility	10
Progressive Values, Equity, Anti-Trump Values	9
Justice, Fairness	7
Freedom, Patriotic Values, Nationalism	5
Voting, Elections, Government	3
Refused, Don't Know, No Opinion	14
Other	12
Would Not Attend	3

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Base adults are most likely to encourage others to vote, speak to their friends and family, and sign a petition.

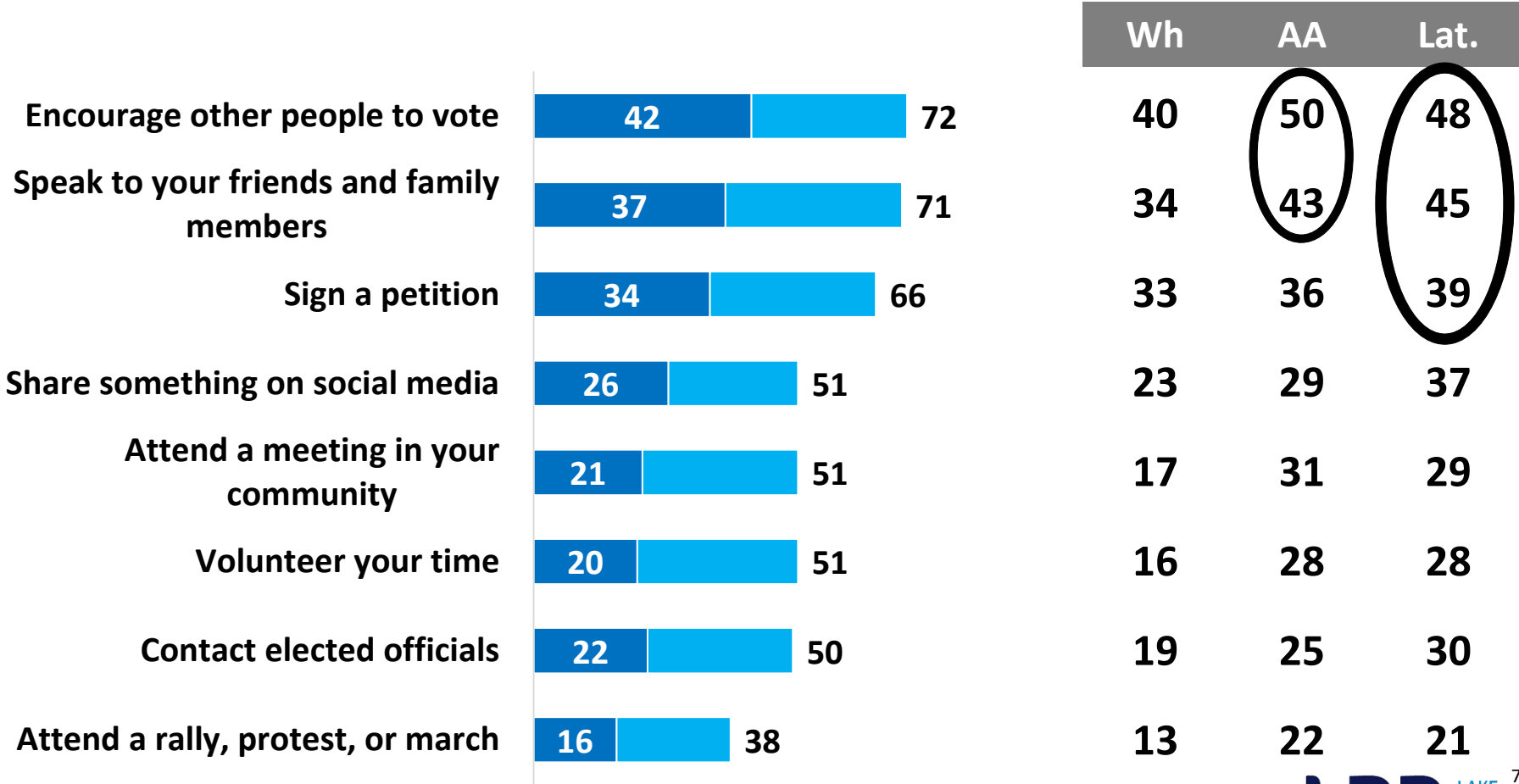| How likely are you to do each of the following		Very Likely		
		Base	**Pers.**	**Oppo.**
Encourage other people to vote	42 — 72	59	36	38
Speak to your friends and family members	37 — 71	52	33	33
Sign a petition	34 — 66	53	30	25
Share something on social media	26 — 51	35	25	17
Attend a meeting in your community	21 — 51	23	21	17
Volunteer your time	20 — 51	23	21	15
Contact elected officials	22 — 50	27	21	19
Attend a rally, protest, or march	16 — 38	20	17	6

■ Very Likely   ■ Total Likely

African Americans and Latinos are more likely than whites to encourage others to vote and speak to their friends and family.

How likely are you to do each of the following		% Very Likely		
		Wh	**AA**	**Lat.**
Encourage other people to vote	42 / 72	40	50	48
Speak to your friends and family members	37 / 71	34	43	45
Sign a petition	34 / 66	33	36	39
Share something on social media	26 / 51	23	29	37
Attend a meeting in your community	21 / 51	17	31	29
Volunteer your time	20 / 51	16	28	28
Contact elected officials	22 / 50	19	25	30
Attend a rally, protest, or march	16 / 38	13	22	21

Very Likely   **Total Likely**

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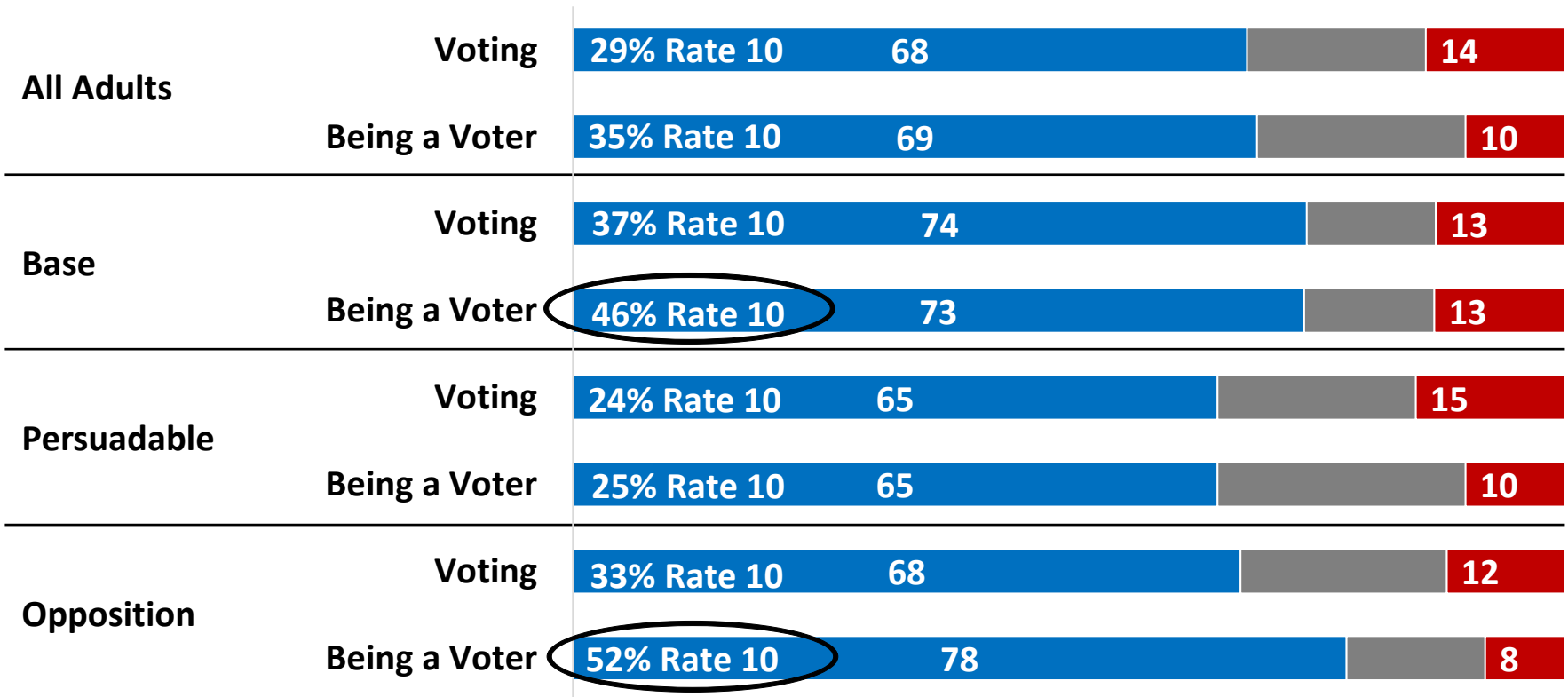
Base and opposition adults are more enthusiastic about the elections than persuadables. Base and opposition are both more enthusiastic about "being a voter."

How enthusiastic are you about <u>voting/being a voter</u> in this November election?

		6-10 Enthusiastic	5/DK	0-4 Not Enthusiastic
All Adults	Voting	29% Rate 10 — 68		14
	Being a Voter	35% Rate 10 — 69		10
Base	Voting	37% Rate 10 — 74		13
	Being a Voter	46% Rate 10 — 73		13
Persuadable	Voting	24% Rate 10 — 65		15
	Being a Voter	25% Rate 10 — 65		10
Opposition	Voting	33% Rate 10 — 68		12
	Being a Voter	52% Rate 10 — 78		8

6-10 Enthusiastic   **5/DK**   **0-4 Not Enthusiastic**

Split Sampled

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