



# Race-Class Narrative Anchor Project

## Dial Survey Report

Findings and recommendations  
from a national online survey  
of Asian Americans, Native  
Americans, and Native  
Hawaiian & Pacific Islanders.

**October 2018**



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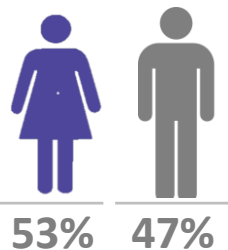
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# Methodology

- Lake Research Partners designed and administered this survey that was conducted online from September 13 – 26, 2018. The survey reached a total of 272 Asian Americans in Florida, Michigan, Minnesota, Nevada, Ohio, and Pennsylvania; 271 Native Americans nationally; and 240 Native Hawaiian and Pacific Islanders nationally.
- The Asian American sample was weighted slightly by gender, region, age, and educational attainment; the Native American sample was weighted slightly by gender, region, age, and educational attainment; and the Native Hawaiian and Pacific Islander sample was weighted slightly by gender, region, age, and educational attainment to reflect attributes of the actual population.
- The margin of error for the Asian American and Native American sample is +/- 5.9, and the margin of error for the Native Hawaiian and Pacific Islander sample is +/- 6.3.

# Demographics of Asian American Sample


## GENDER



## AGE

Under 30	—	26%
30-39	—	22%
40-49	—	20%
50-64	—	20%
65+	—	11%

## EDUCATION

High School or Less	—	5%	
Post-H.S. / Non-College	—	24%	
College Graduate	—	42%	
Post-Graduate	—	32%	
			74% College Grad or Post-Grad

## PARTY IDENTIFICATION



## MARITAL STATUS

Married	59%
All Unmarried	41%
Unmarried with Partner	6%
Divorced	5%
Single	27%

## REGION

Florida	29%
Michigan	15%
Minnesota	11%
Nevada	13%
Ohio	11%
Pennsylvania	20%

## PARENTAL STATUS

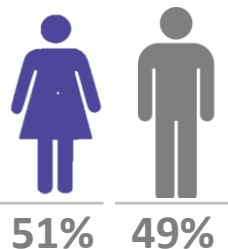
Mothers	14%
Fathers	9%
No Child <18	76%

## ETHNICITY

Chinese	—	35%	Vietnamese	—	8%
Indian	—	18%	Korean	—	5%
Filipino	—	16%	Other	—	8%
Japanese	—	10%			

# Demographics of Native American Sample

## GENDER



## AGE

Under 30	—	26%
30-39	—	22%
40-49	—	16%
50-64	—	24%
65+	—	12%

## EDUCATION

High School or Less	—	23%
Post-H.S. / Non-College	—	41%
College Graduate	—	23%
Post-Graduate	—	13%



36%  
College Grad  
or Post-Grad

## PARTY IDENTIFICATION



39%  
Democrat



30%  
Republican



21%  
Independent/DK

## MARITAL STATUS

Married	39%
All Unmarried	60%
Unmarried with Partner	14%
Divorced	7%
Single	34%

## REGION



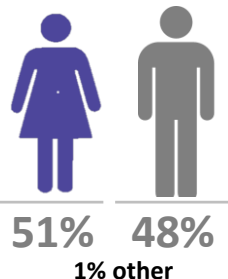
Northeast	6%
Midwest	16%
South	31%
West	47%

## PARENTAL STATUS

Mothers	18%
Fathers	10%
No Child <18	71%

# Demographics of Native Hawaiian and Pacific Islander Sample

## GENDER



## AGE

Under 30	—	28%
30-39	—	21%
40-49	—	22%
50-64	—	18%
65+	—	11%

## EDUCATION

High School or Less	—	16%
Post-H.S. / Non-College	—	42%
College Graduate	—	28%
Post-Graduate	—	14%

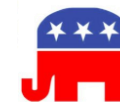


42%  
College Grad  
or Post-Grad

## PARTY IDENTIFICATION



47%  
Democrat



29%  
Republican



17%  
Independent/DK

## MARITAL STATUS

Married	44%
All Unmarried	55%
Unmarried with Partner	10%
Divorced	8%
Single	35%

## REGION



Northeast	4%
Midwest	6%
South	15%
West	75%

## PARENTAL STATUS

Mothers	23%
Fathers	7%
No Child <18	68%

## ETHNICITY

Filipino	—	82%	Chamorro	—	23%
Japanese	—	61%	Samoan	—	13%
Chinese	—	18%	Tongan	—	6%
Hawaiian	—	38%	Other	—	75%





# Summary of Key Findings

# Key Findings

- There are three dimensions that shape perceptions within the Race-Class narrative. First, whether one feels there is too little or too much attention paid to race and racial issues in America today. Native Hawaiians and Pacific Islanders are more likely than others to agree there is too little attention paid to race, while Asian Americans and Native Americans divide more evenly.
- Second, whether one wants government to create opportunities for advancement or to get out of their way. Asian Americans and Native Hawaiian & Pacific Islanders are more supportive of government creating opportunities. Native Americans, who have a history of conflict with the federal government, prefer government get out of their way.
- Third, whether one believes wealthy Americans achieved success because they were given more opportunities than others or because they worked harder than others. In this dimension, all three groups tend to agree that the wealthy were given more opportunities than others.
- All audiences 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.
- Throughout the survey, we see the largest increases in support for making it easier for people to join together in union among Asian Americans, Native Americans, and Native Hawaiian & Pacific Islanders.



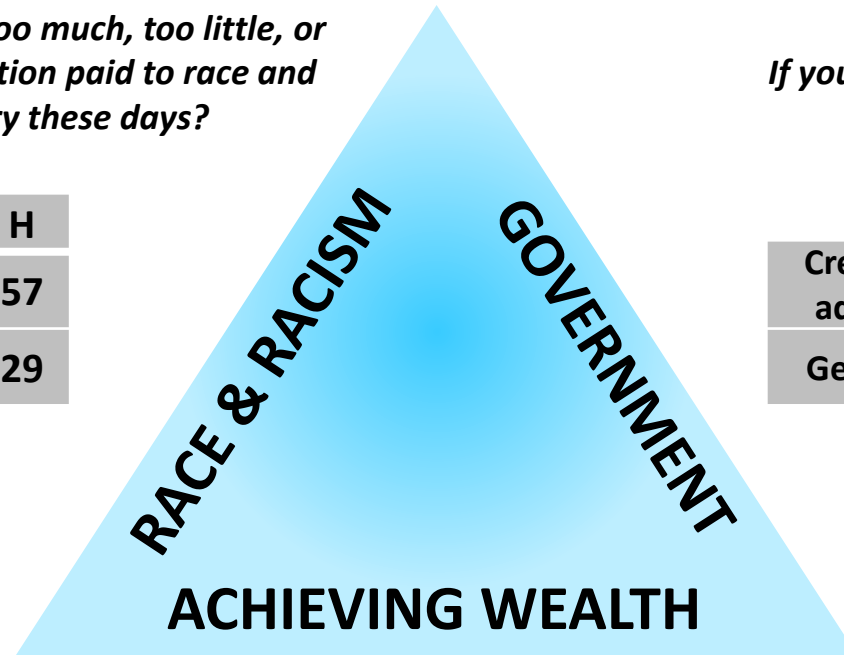
# Three Core Dimensions: Racism, the role of government, and how people achieve wealth

*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?*

	A	N	H
Too little	38	41	57
Too Much	33	45	29

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

	A	N	H
Create opp. for advancement	60	34	57
Get out of way	26	49	28



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

	A	N	H
Were given more opp. than others	55	47	63
Worked harder than others	30	33	21

# Key Findings

- The national research identified ways to counter messaging appeals grounded in divide-and-conquer tactics. This research found the lessons previously learned with other audiences apply to Asian Americans, Native Americans, and Native Hawaiians & Pacific Islanders.
- First, **evoking race when articulating an agenda to make life better for working people** generates greater support than a colorblind appeal. For example, “put the interests of working people first, whether white, Black, or brown.”
  - Saying “Black, brown, or white” resonates even more strongly with these audiences.
  - Native American and Native Hawaiian & Pacific Islanders feel included in both formulations.
  - Native Hawaiian & Pacific Islanders respond even more when we include “Native Hawaiian Pacific Islanders,” while Asian Americans and Native Americans prefer a broader statement. Adding more ethnicities to the list makes little difference to Native Americans.
  - Asian Americans feel more included by “white, Black, or brown.”
- Secondly, it helps to **connect divide-and-conquer tactics to what divisions produce for the perpetrators**. It’s not just that politicians divide us based on what we look like, but that they do it to rewrite the rules in order to line their pockets. It’s 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 all audiences than focusing solely on the politics of division.
  - Saying “working together” is stronger across all groups than saying “joining in alliance” when talking about how to restore the balance in our economy.

# Key Findings

- We set out to see in this round if Race-Class narratives resonate with these audiences relative to an opposition message, a colorblind economic populist message, and a racial justice message. The research shows that the Race-Class narrative resonates the most. Our strongest message is “America’s Strength.” This message registers the strongest convincing ratings, dial ratings, and share ratings with all three groups. “Working people” was a close second. The call to “elect new leaders who work for all of us” was a strong aspirational message for all groups.
- 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, and they combine race with class as one of the reasons for their success. Secondly, these messages include another dimension beyond inequality, combining race and class, that resonates across audiences.
- A “Racial Justice” message alienated some Native Americans and generated weaker intensity among Asian Americans and Native Hawaiian & Pacific Islanders.

# 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

**Call out divide-and-conquer tactics and connect them to the outcomes they create.**

Strong language: *(tactics) "Hurt everyone by handing kickbacks to the rich." "Divide us based on what someone looks like." (outcomes) "Rig the rules to enrich themselves." "Exploit immigrants' labor while denying rights."*

## Name the Villain

**It is more important to highlight the tactics they employ than merely naming them.**

Strong language: *"Wall Street and the billionaire class" or "greedy billionaires" or "certain politicians and their greedy lobbyists" or "greedy few and the politicians they pay for."*

## Work Together

**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."*

## Evoke Race

**Talk about race and class and explicitly mention "white, Black, and brown" when articulating an agenda to make life better for working people.**

Strong language: *"based on what someone looks like, where they come from or how much money they have."*

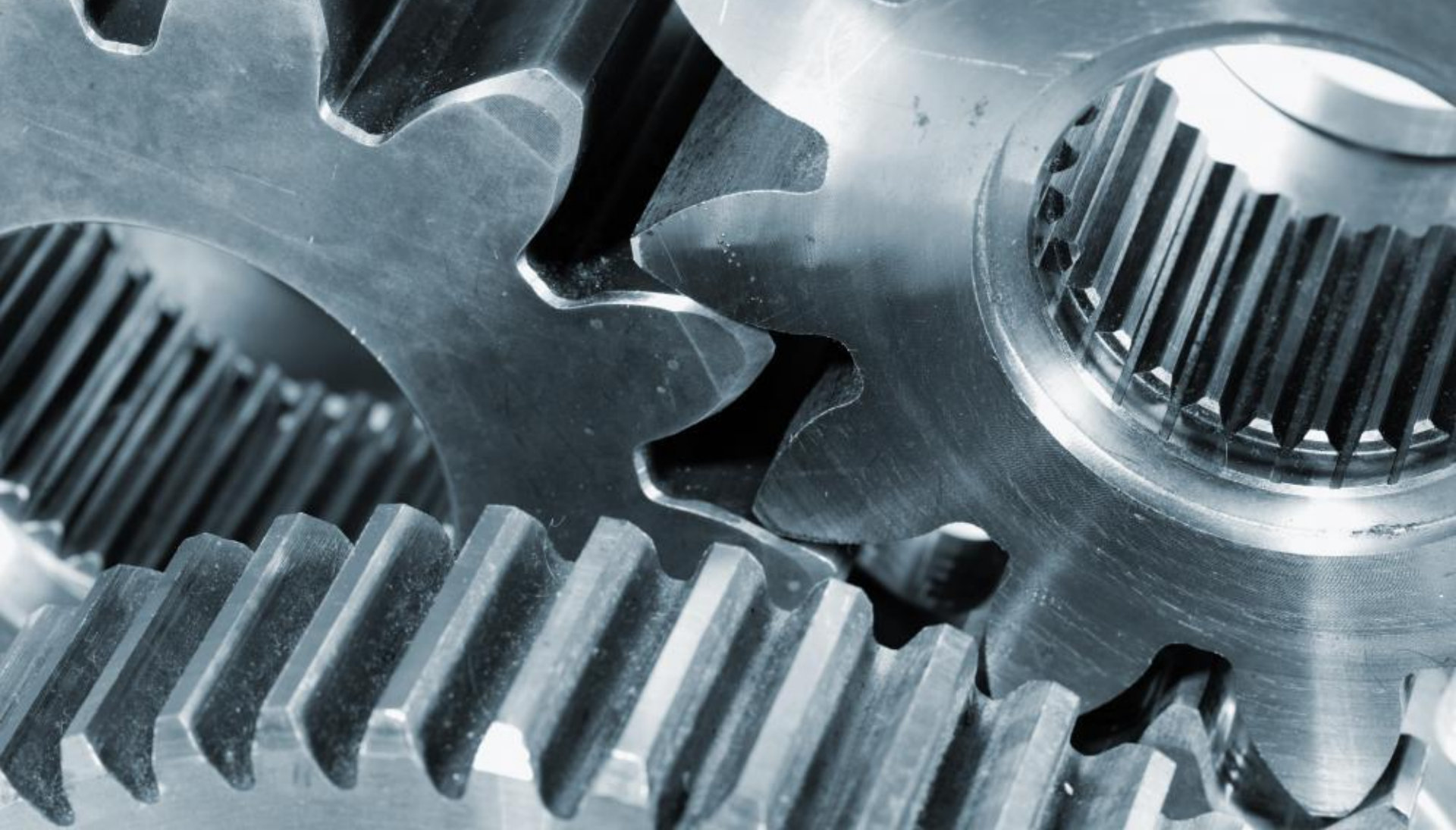
## Provide a Call to Action

**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."*

Say	Instead of	Because
<b>No matter our differences, most of us want pretty similar things</b>	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.
<b>We need leaders who recognize we are stronger when we work together</b>	We need leaders who reject the politics of division	Providing a positive frame highlighting a tangible improvement in today's leaders is received better than a negative frame highlighting something we don't want to do. People also reject politicians and find "politics of division" is divisive language itself, and part of the problem.
<b>Working people whether Black, brown, or white</b>	Working people	Making race explicit increases enthusiasm toward our solutions. "Black, brown, or white" resonates more strongly among all audiences, though Asian Americans feel more included by "white, Black, or brown."
<b>Join together across racial differences</b>	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, and there is an appetite with these audiences for cross-racial unity.
<b>Come together like we did in our past</b>	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.
<b>Divide us against each other</b>	Pit our communities against each other	"Pit against" implies audience is complicit in the continued antagonism.
<b>Wealthy special interests who rig the rules; greedy few</b>	Wealthy few, powerful elites	It's useful to name villains by what they do, not the category they occupy. This strategy helps overcome cynicism.

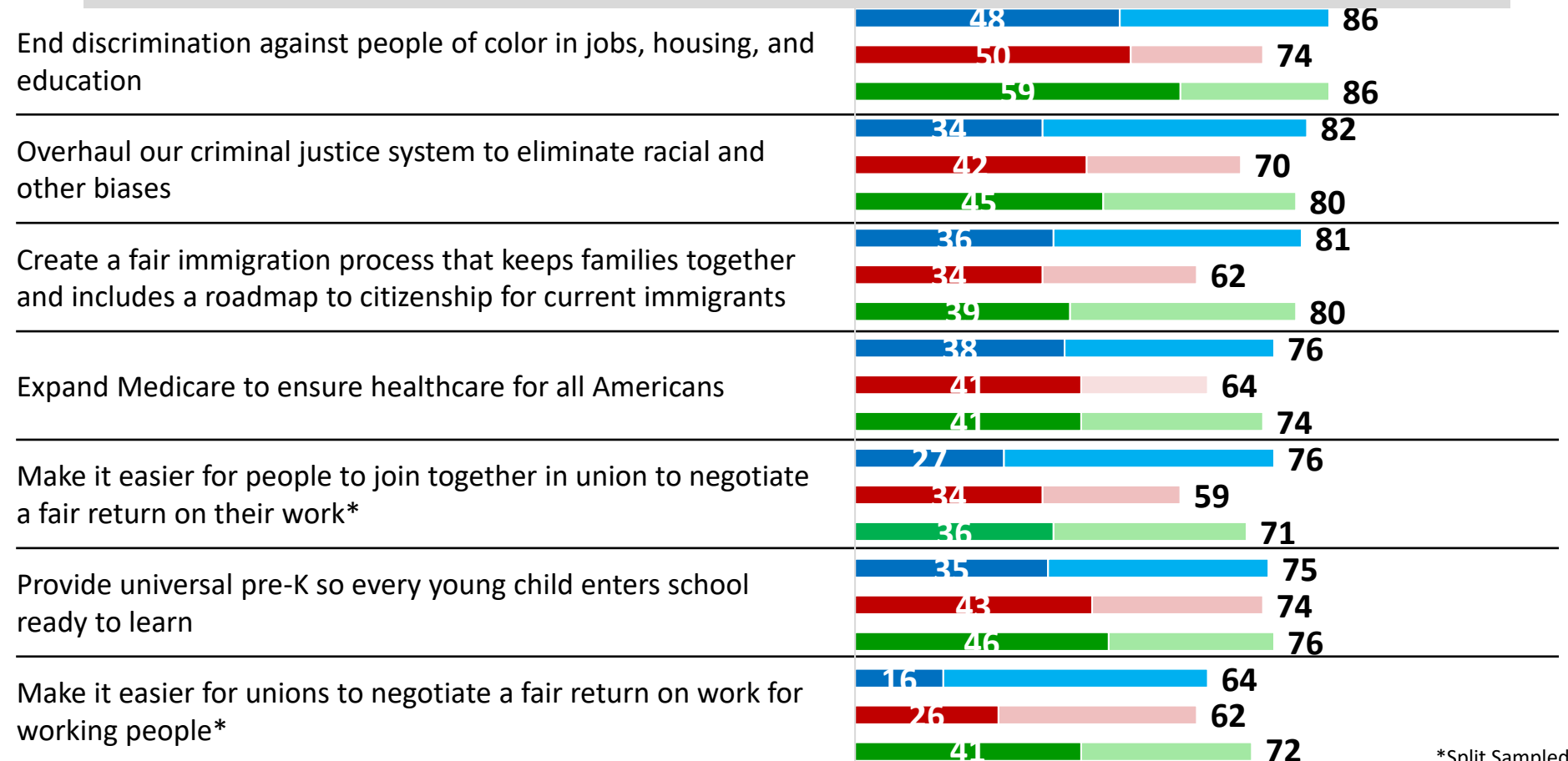




# Key Dynamics

# All groups strongly support policies to end discrimination, overhaul our criminal justice system, and create a fair immigration process. Asian Americans and Native Hawaiian/Pacific Islanders support each policy at higher levels than Native Americans.

## Do you favor or oppose each of the following policies:



\*Split Sampled



Rate 10 – Asian Americans

Total Favor – Asian Americans



Rate 10 – Native American

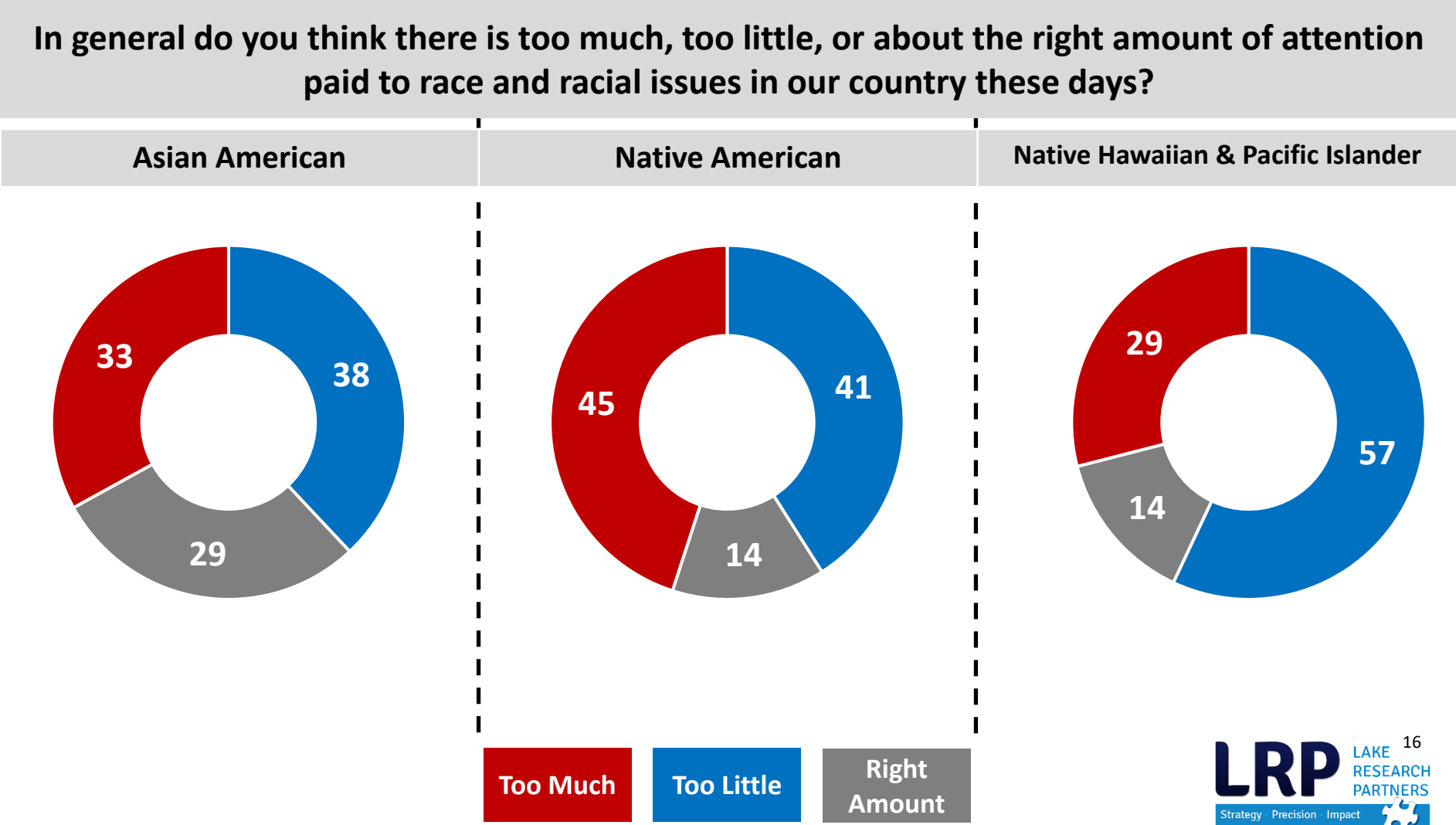
Total Favor – Native American



Rate 10 – Native Hawaiian & Pacific Is.

Total Favor – Native Hawaiian & Pacific Is.

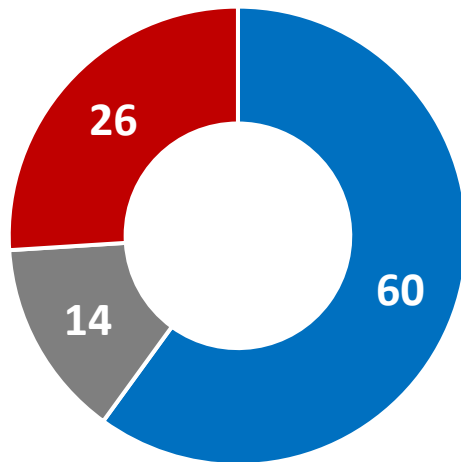
Native Hawaiian and Pacific Islanders believe too little attention is paid to race and racial issues today, while Asian Americans and Native Americans divide more evenly.



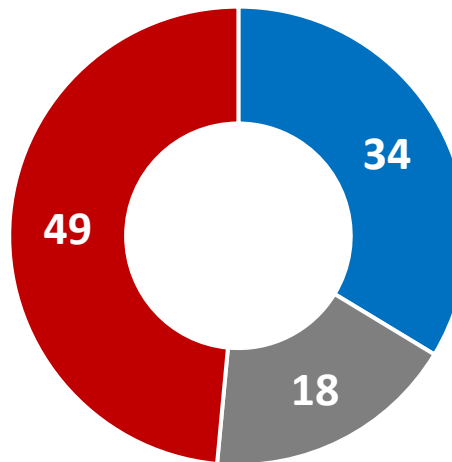
Asian Americans and Native Hawaiians and Pacific Islanders strongly believe the government should create opportunities for advancement. Native Americans, with a history of conflict with the federal government, much prefer government get out of their way.

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

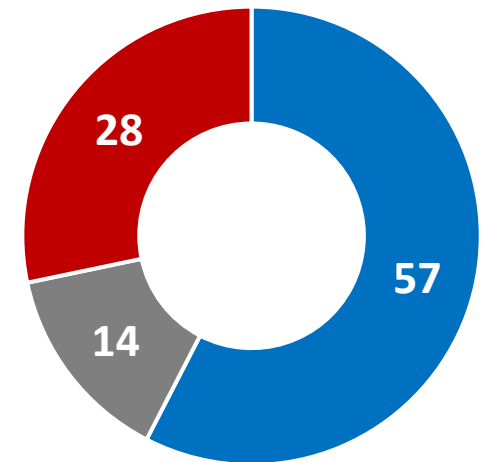
Asian American



Native American



Native Hawaiian & Pacific Islander



Get out  
of your  
way

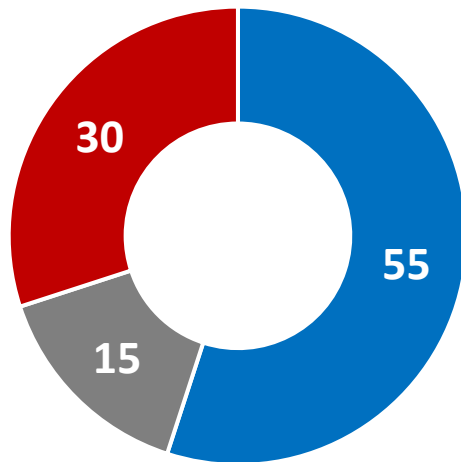
Create  
opportunities  
for  
advancement

Not sure

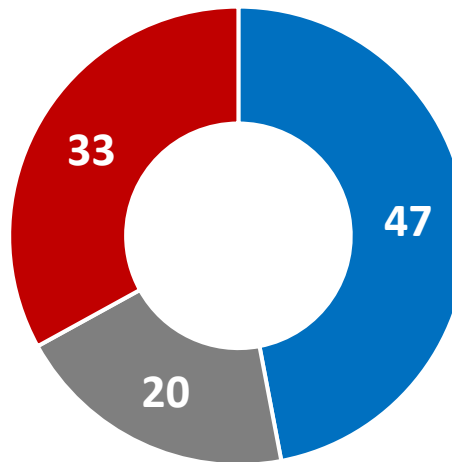
Majorities of Asian Americans and Native Hawaiian and Pacific Islanders and pluralities of Native Americans believe wealthy Americans are successful because they have more opportunities than others.

In your opinion, which of the following is the primary reason wealthy Americans have achieved financial success?

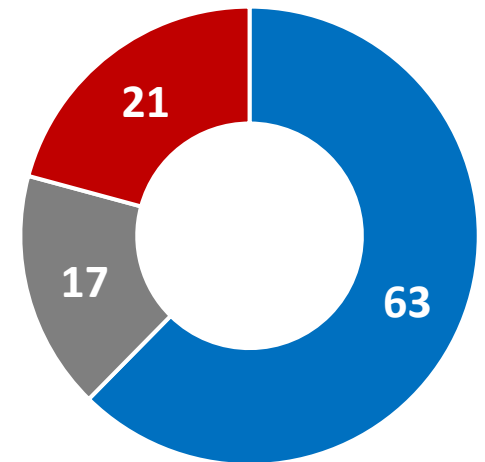
Asian American



Native American



Native Hawaiian & Pacific Islander



Worked  
harder  
than  
others

Given more  
opportunities  
than others

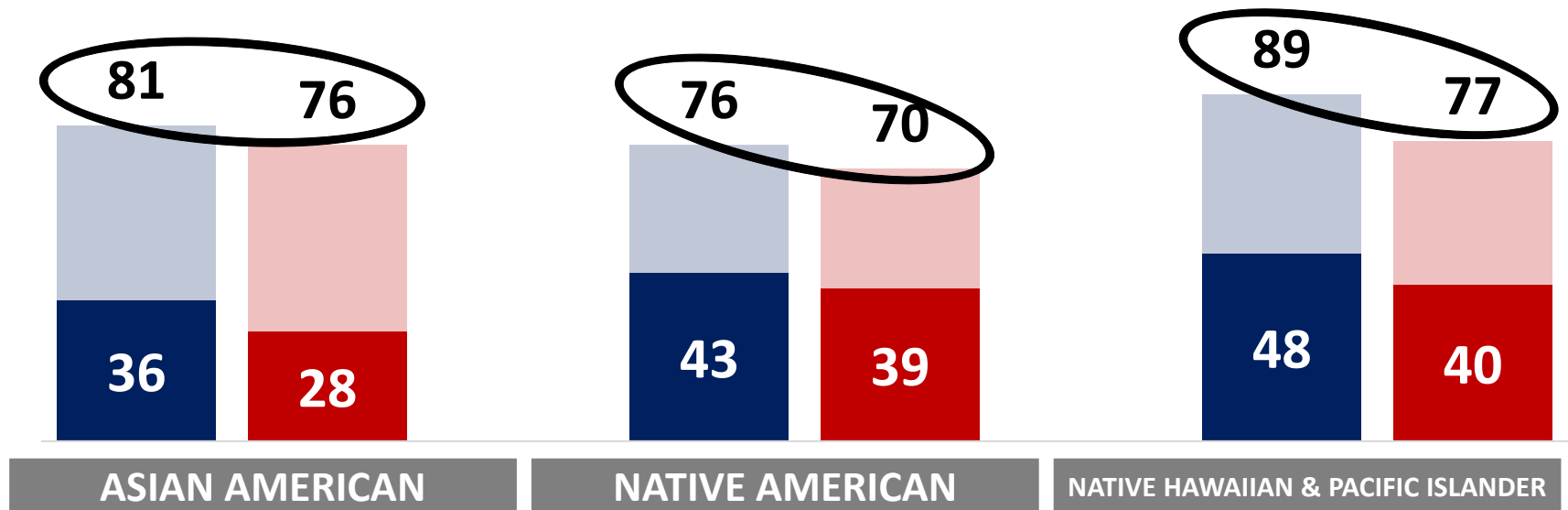
Not sure



Calls for unity resonate strongly across all groups, particularly “work together,” which generates stronger intensity.

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?



Total Important: 6-10

Very Important: 10

Split Sampled

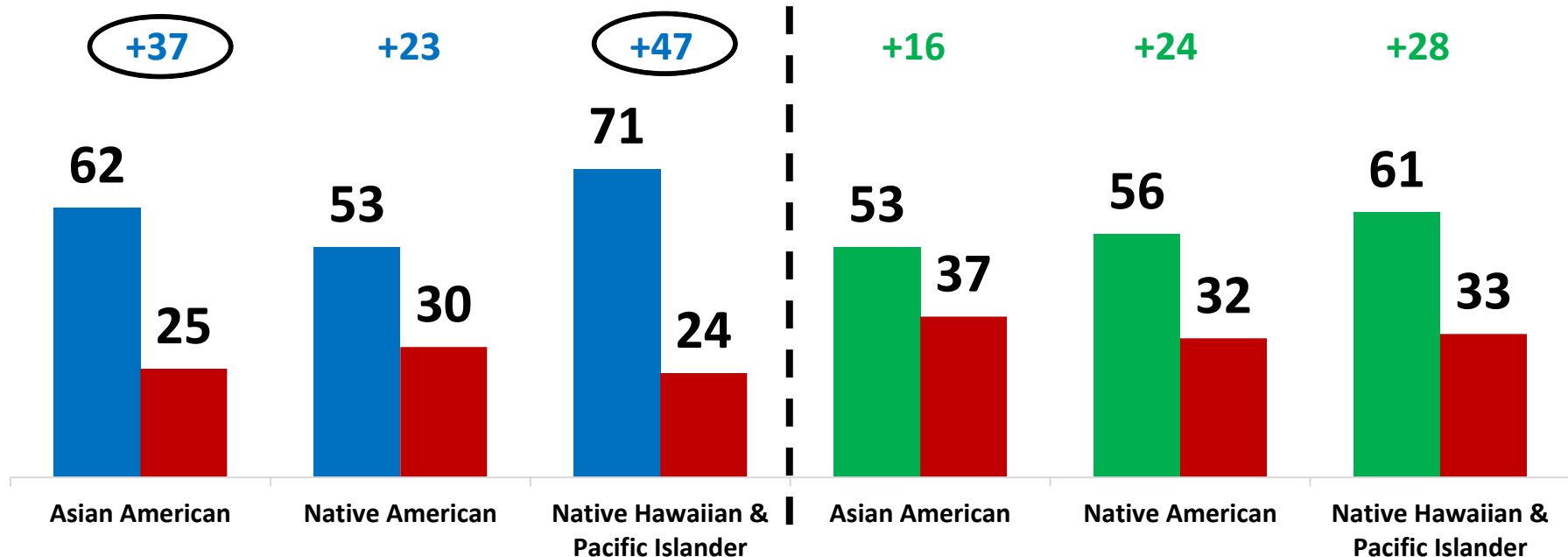
Calling out our national identity increases a sense of efficacy for Asian Americans and Native Hawaiian & Pacific Islanders, but works less well with Native Americans who see a different concept and may feel they have never been treated fairly.

Which of the following comes closer to your opinion?

We will never achieve fair and equitable treatment for all people

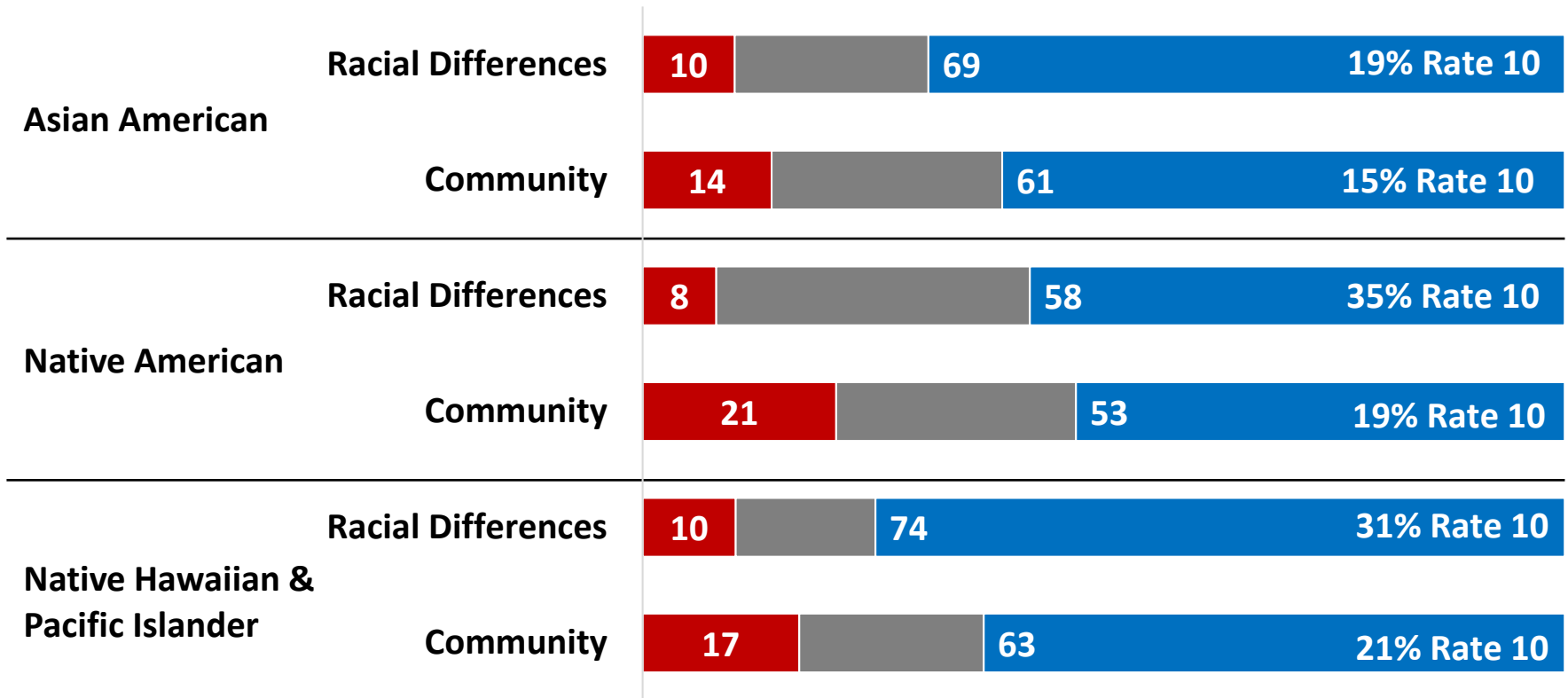
As Americans, if we were really committed to it, we could ensure that all people are treated fairly and equally no matter their race, religion, or country of origin

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



# Evoking racial solidarity generates greater excitement across all groups than a colorblind call to join together with others.

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

Split Sampled

All groups view Donald Trump and Republicans in Congress unfavorably. Native Americans view Trump more favorably than Republicans in Congress, while Asian Americans and Native Hawaiian and Pacific Islanders dislike Trump even more than they dislike Republicans in Congress. All view Democrats in Congress more favorably.

How favorable are you to each of the following?

Donald Trump

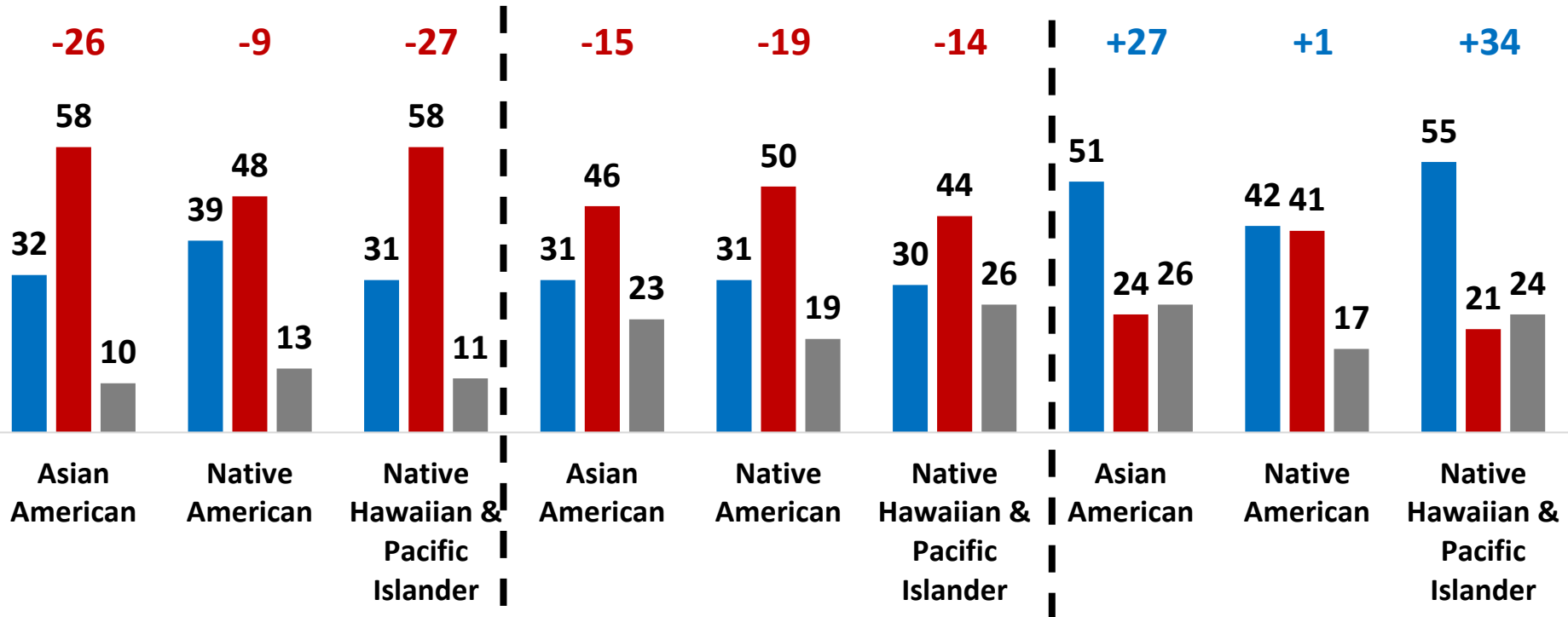
Republicans in Congress

Democrats in Congress

■ Total Favorable

■ Total Unfavorable

■ No Opinion



People have greater favorability towards “immigrants and their families” than “Dreamers.” Native Americans and Native Hawaiian & Pacific Islanders have very strong favorable ratings toward Native American tribal leaders

How favorable are you to each of the following?

Immigrants and their families

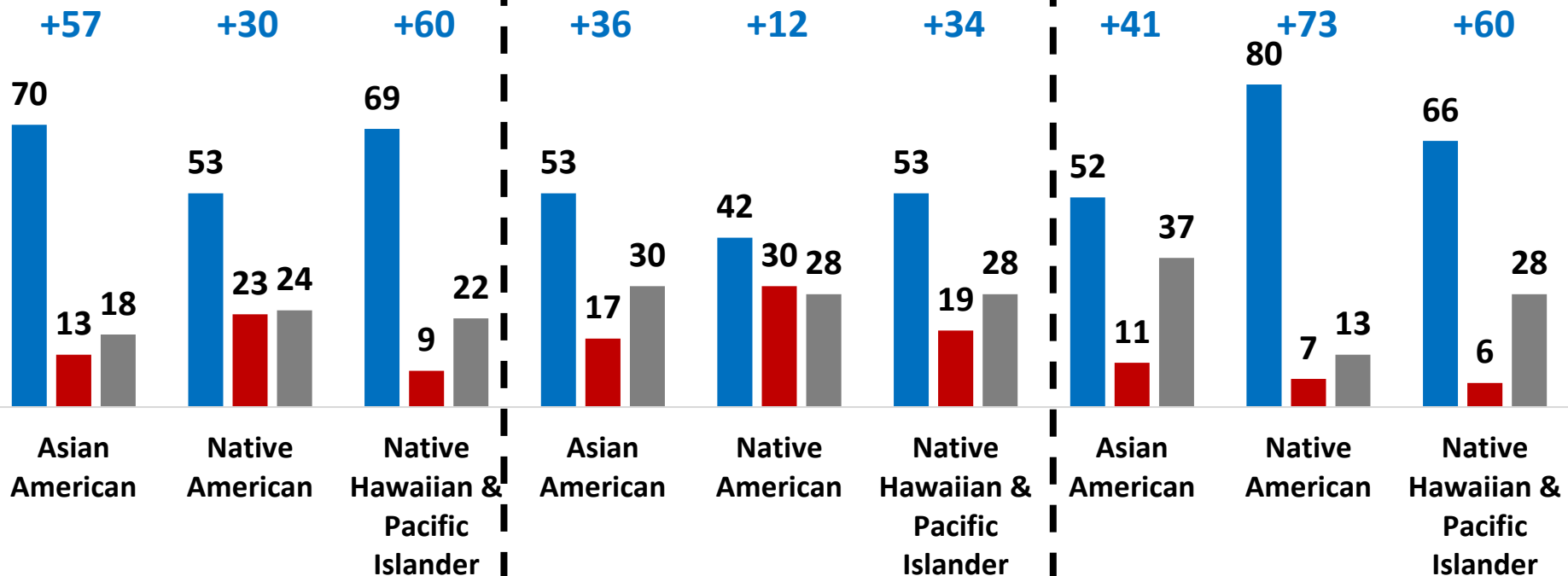
“Dreamers”

Native American Tribal Leaders

■ Total Favorable

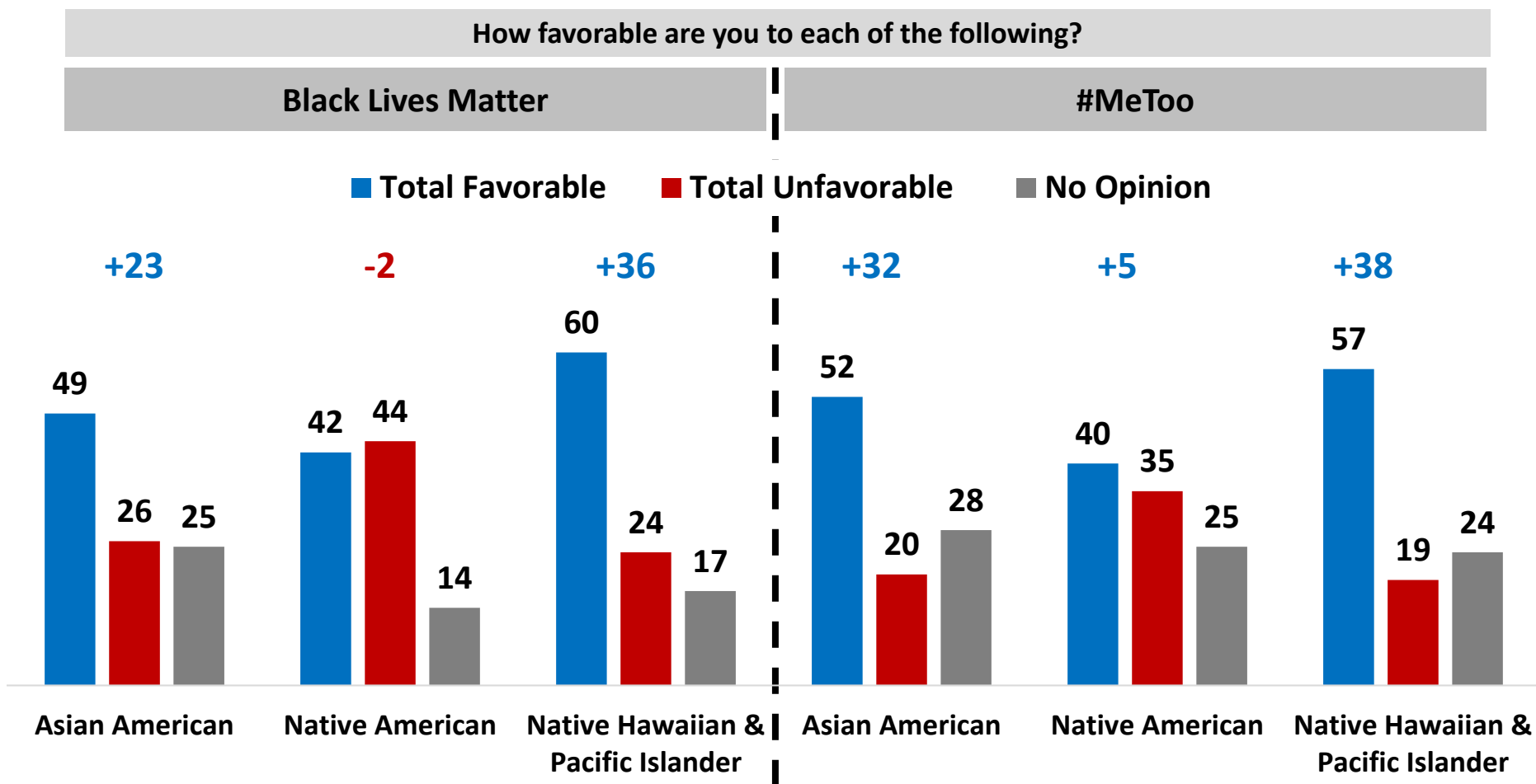
■ Total Unfavorable

■ No Opinion

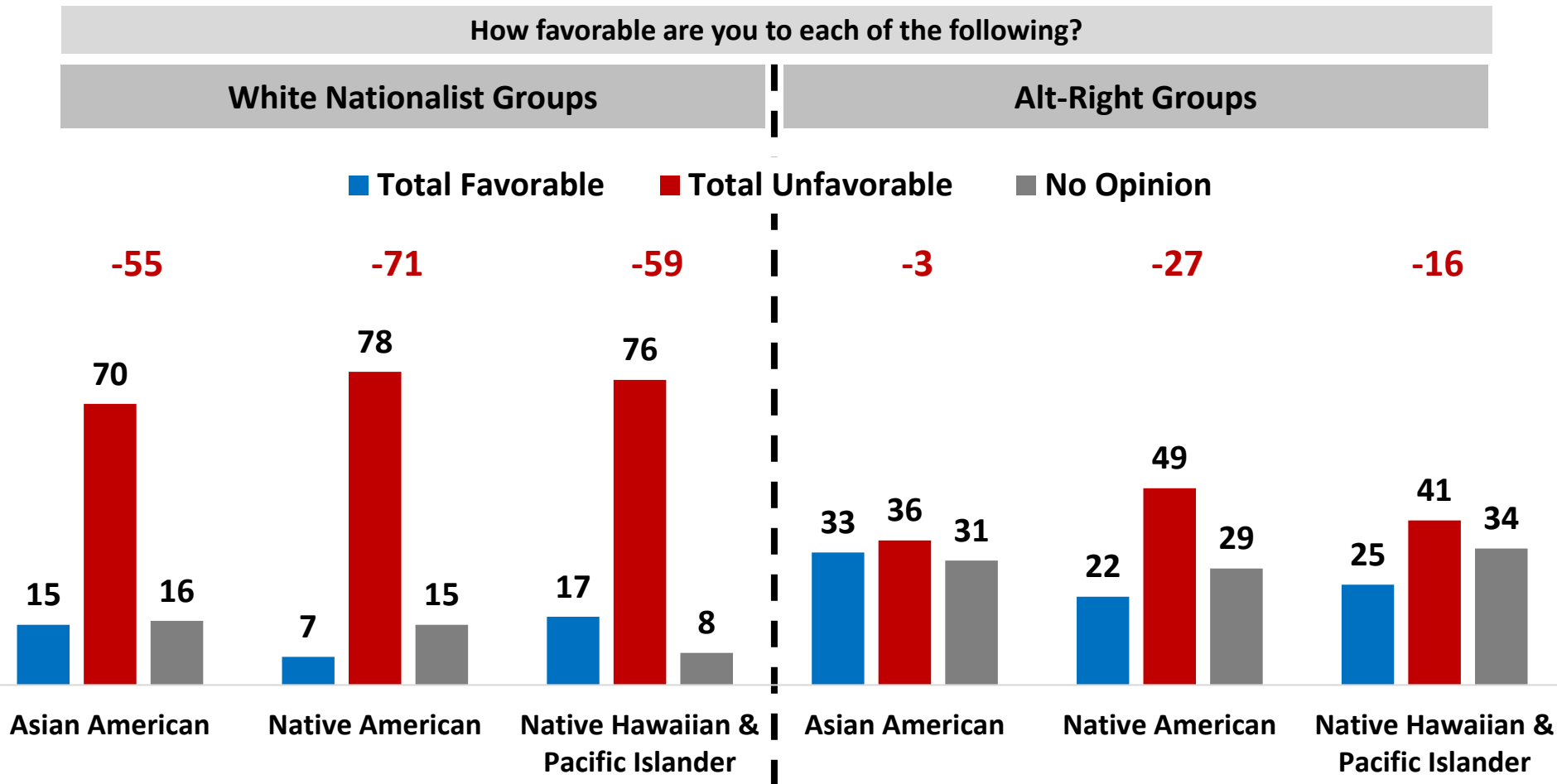




## Asian Americans and Native Hawaiian and Pacific Islanders have more favorable views toward the two social movements.

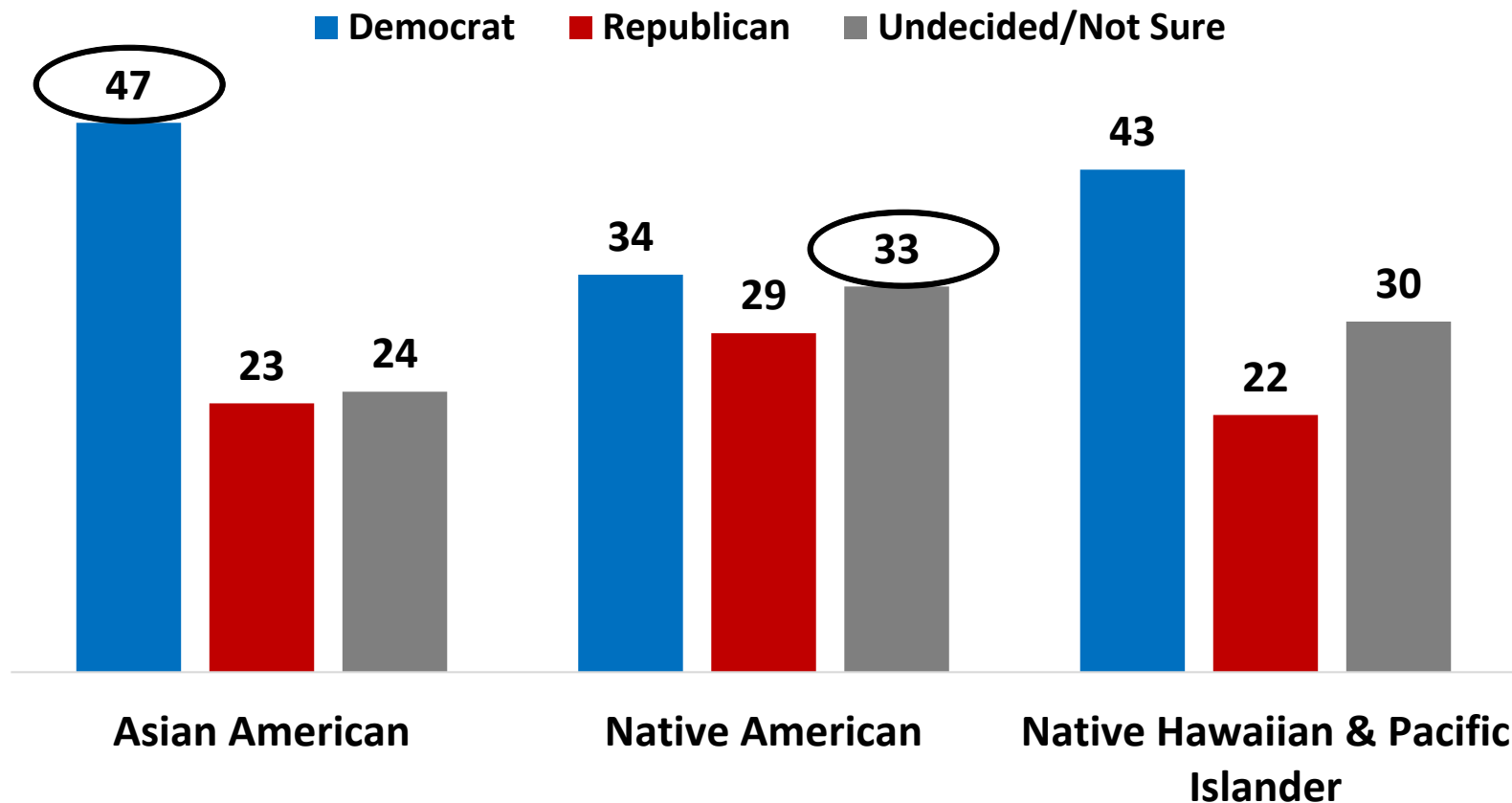


All groups have negative views toward white nationalist groups. Alt-Right groups are less known, but still viewed unfavorably.



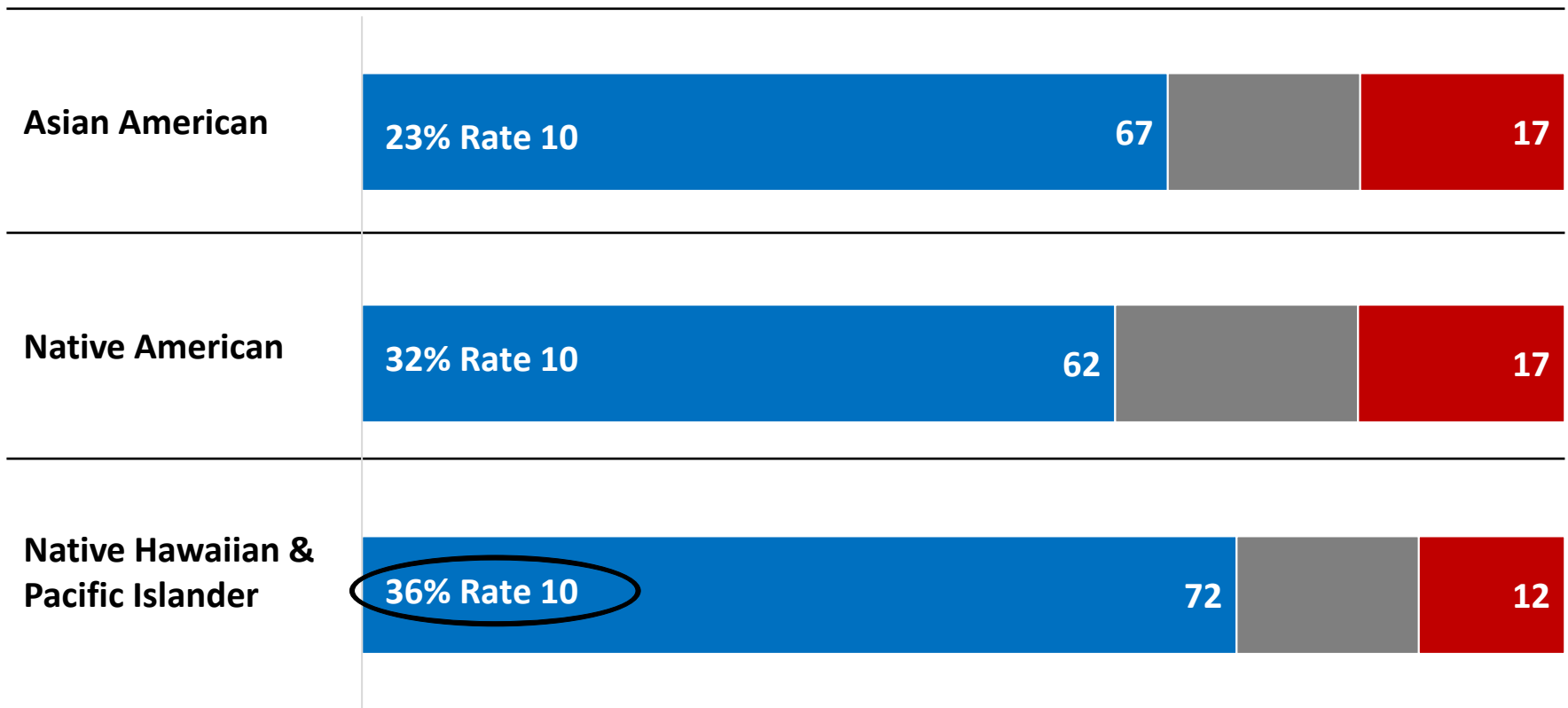
## Asian Americans and Native Hawaiian and Pacific Islanders are more likely than Native Americans to say they will vote for the Democrat in their district.

If the election for Congress were held today, would you vote for the Republican candidate in your district, the Democratic candidate in your district, or are you undecided?



# All groups express enthusiasm to vote in the November 2018 election, though Native Hawaiian and Pacific Islanders report the most enthusiasm.

How enthusiastic are you to vote in this November election?



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

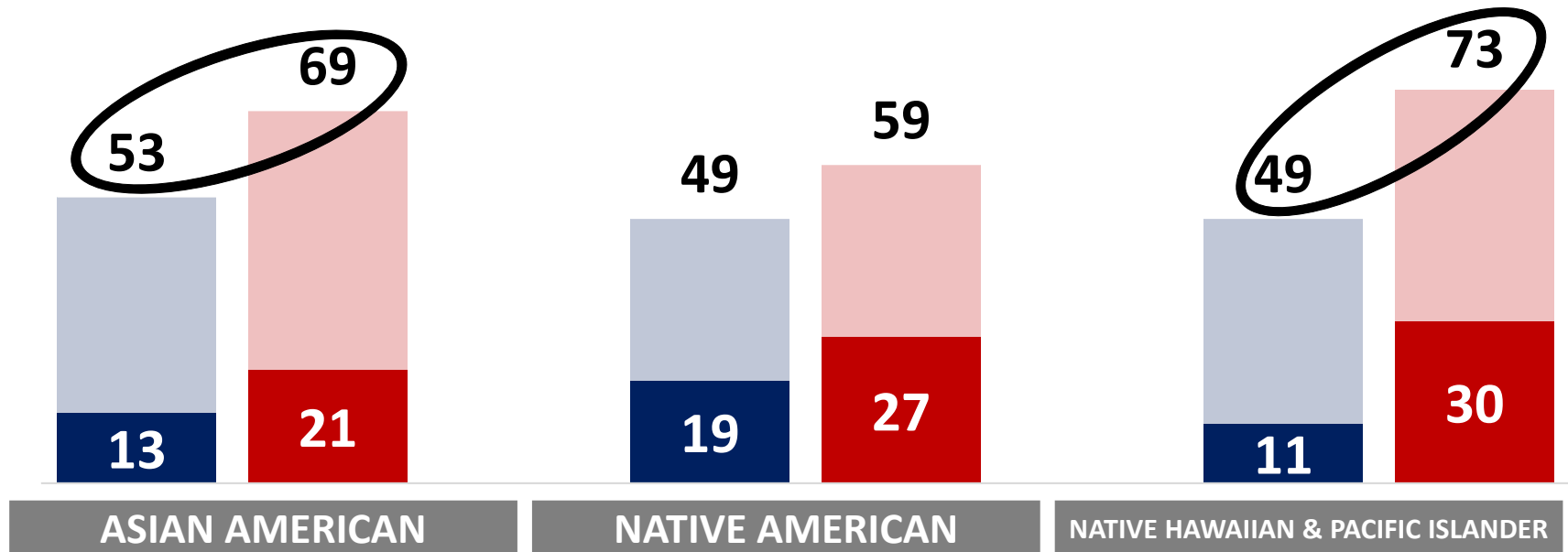




All groups strongly agree that focusing on and talking about race is necessary to move forward toward greater equality.

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



Total Agree: 6-10

Strongly Agree: 10

Split Sampled

Racism is a top concern across groups. Each holds strong concerns about bias against their own. Asian Americans, Native Americans, and Native Hawaiians and Pacific Islanders have stronger concerns for “reverse racism” than discrimination against whites. As we have seen in other work, these three groups are also concerned about religious discrimination and worry about discrimination against Muslims.

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

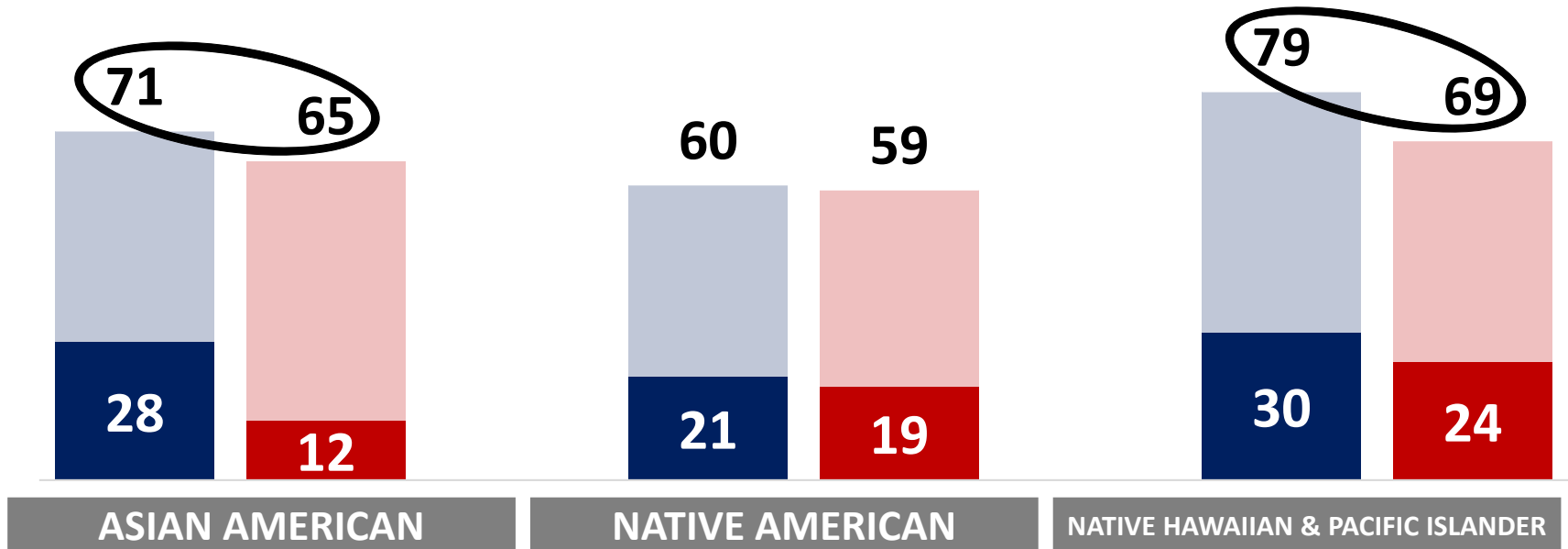
[Total 6-10, Concerned Shown]	Asian American	Native American	Native Hawaiian & Pacific Islander
Racism*	78	68	80
Racial Fear*	68	62	67
Bias against Black people*	70	59	71
Bias against African Americans*	62	59	71
Bias against Latinos*	65	50	71
Bias against Hispanics*	63	52	66
Reverse Racism*	43	56	56
Discrimination against whites*	34	41	33
Prejudice against Muslims*	65	49	67
Prejudice against people who are Muslim*	59	52	72
Fear of people who are Muslims*	61	47	66
Fear of Muslims*	62	41	58
Bias against Asian Americans	68	48	71
Bias against Native Americans	62	68	69
Bias against Pacific Islanders	58	50	71
Bias against Native Hawaiians	54	48	68

\*Split Sampled

All groups agree that African Americans and Latinos face greater obstacles than whites, and are more likely to believe it about African Americans.

African Americans face greater obstacles to economic success than whites

Latinos face greater obstacles to economic success than whites



Total Agree: 6-10

Strongly Agree: 10

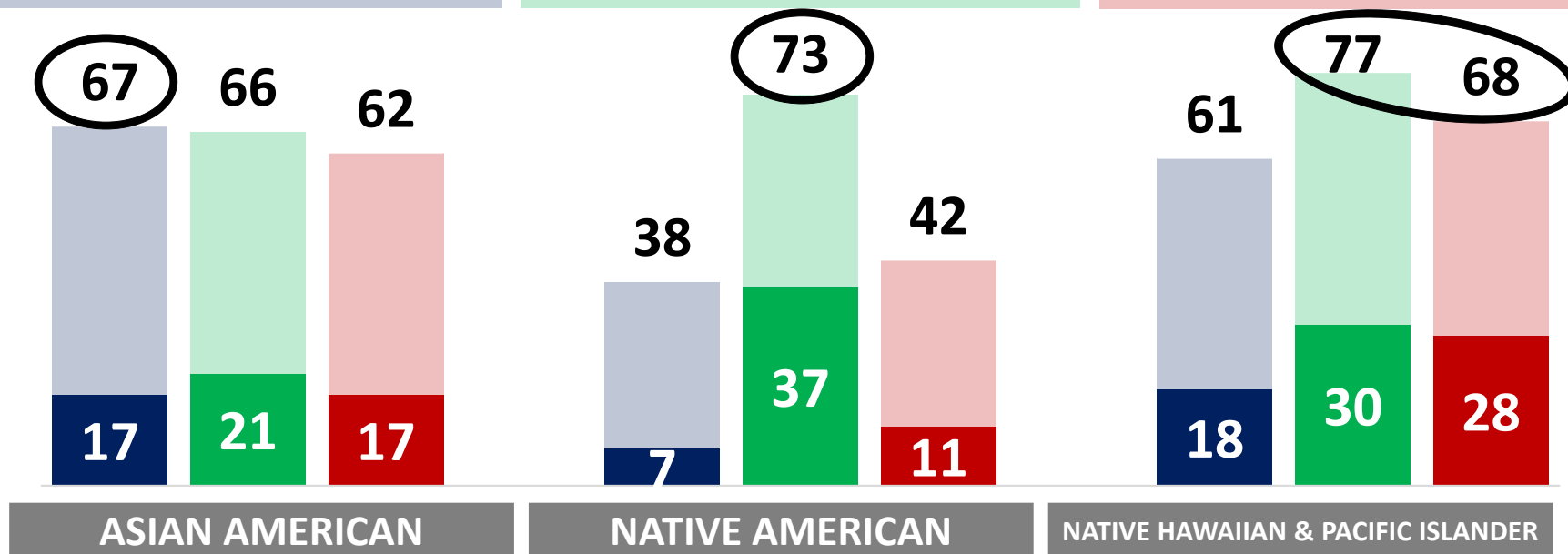
Split Sampled

All groups believe their own racial group faces greater obstacles to success. Asian Americans and Native Hawaiian and Pacific Islanders believe others also face obstacles.

Asian Americans face greater obstacles to economic success than whites\*

Native Americans face greater obstacles to economic success than whites

Asian Americans and Pacific Islanders face greater obstacles to economic success than whites\*

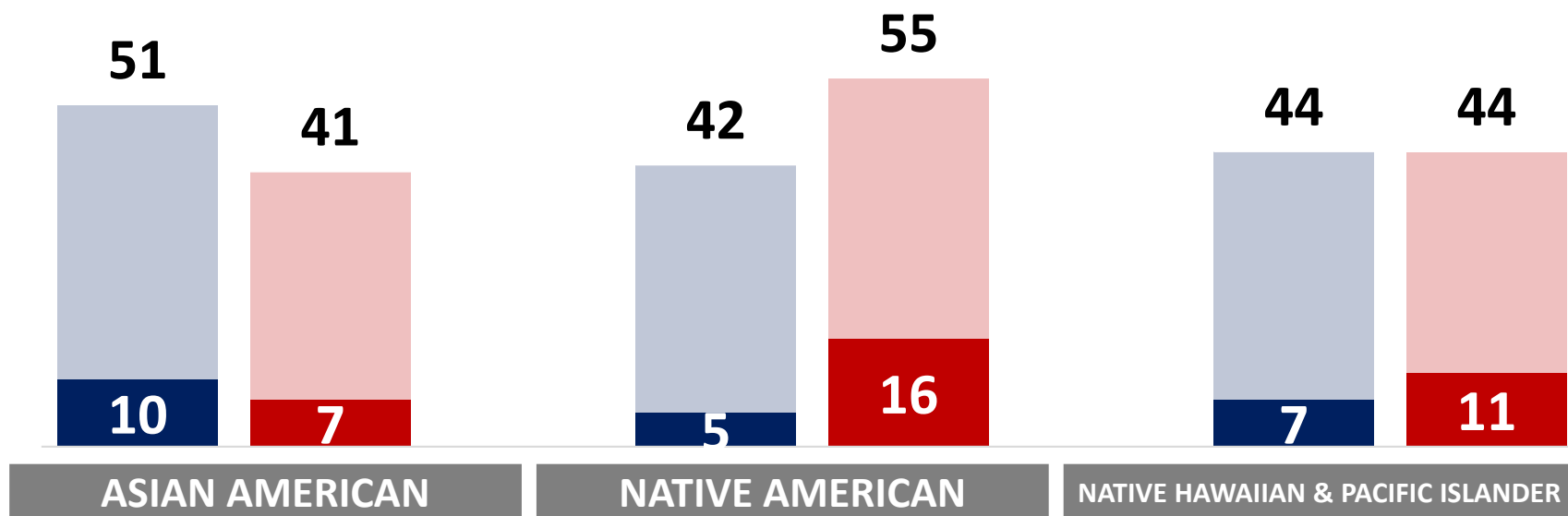


\*Split Sampled

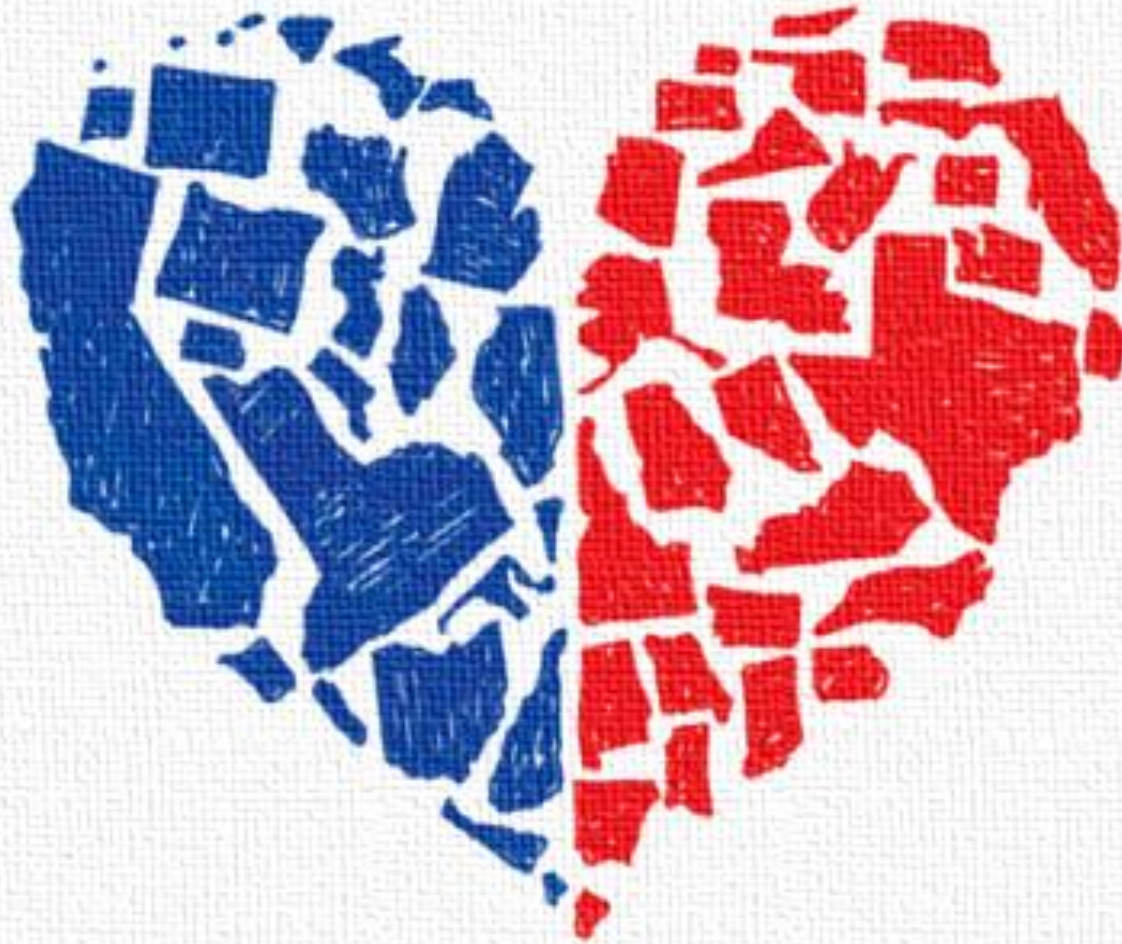
A substantial number of Asian Americans, Native Americans, and Native Hawaiian and Pacific Islanders do believe that people of color are mostly responsible for their own condition, but with low intensity.

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



Split Sampled



**Beating Divide  
and Conquer**

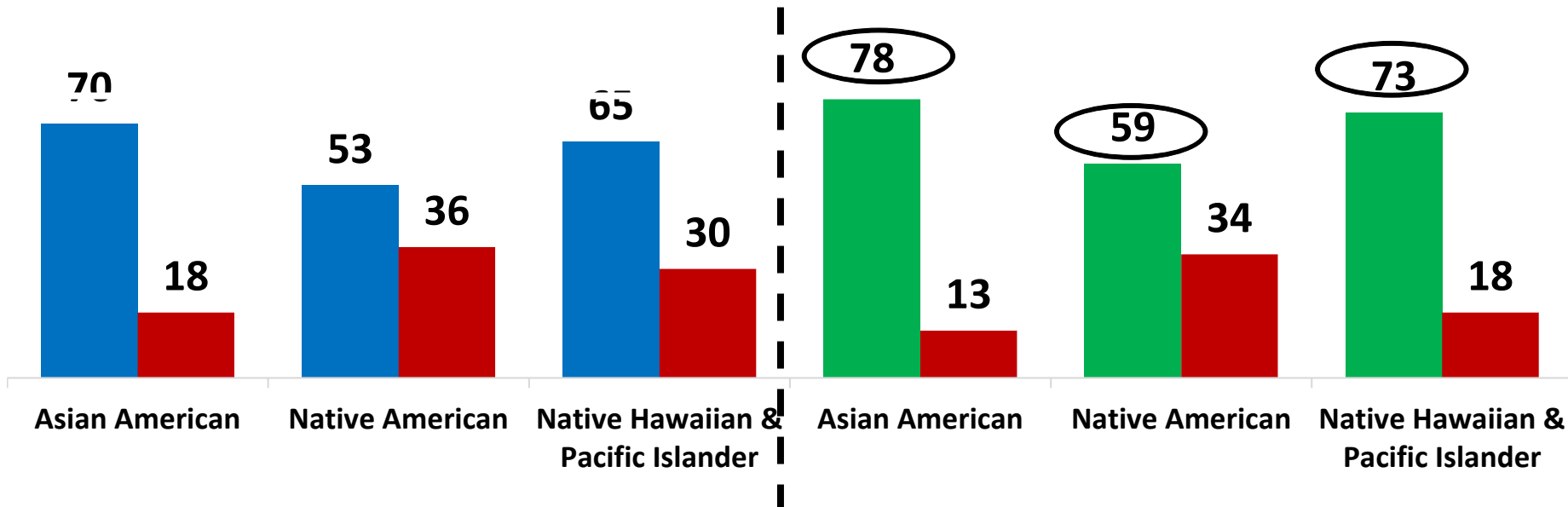
Evoking race when articulating a positive agenda soundly defeats a conservative world view across audiences. “Black, “brown, and white” resonates more strongly than “white, Black or brown.”

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 for white, Black, and brown people 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 Black, brown, and white people struggling to make ends meet



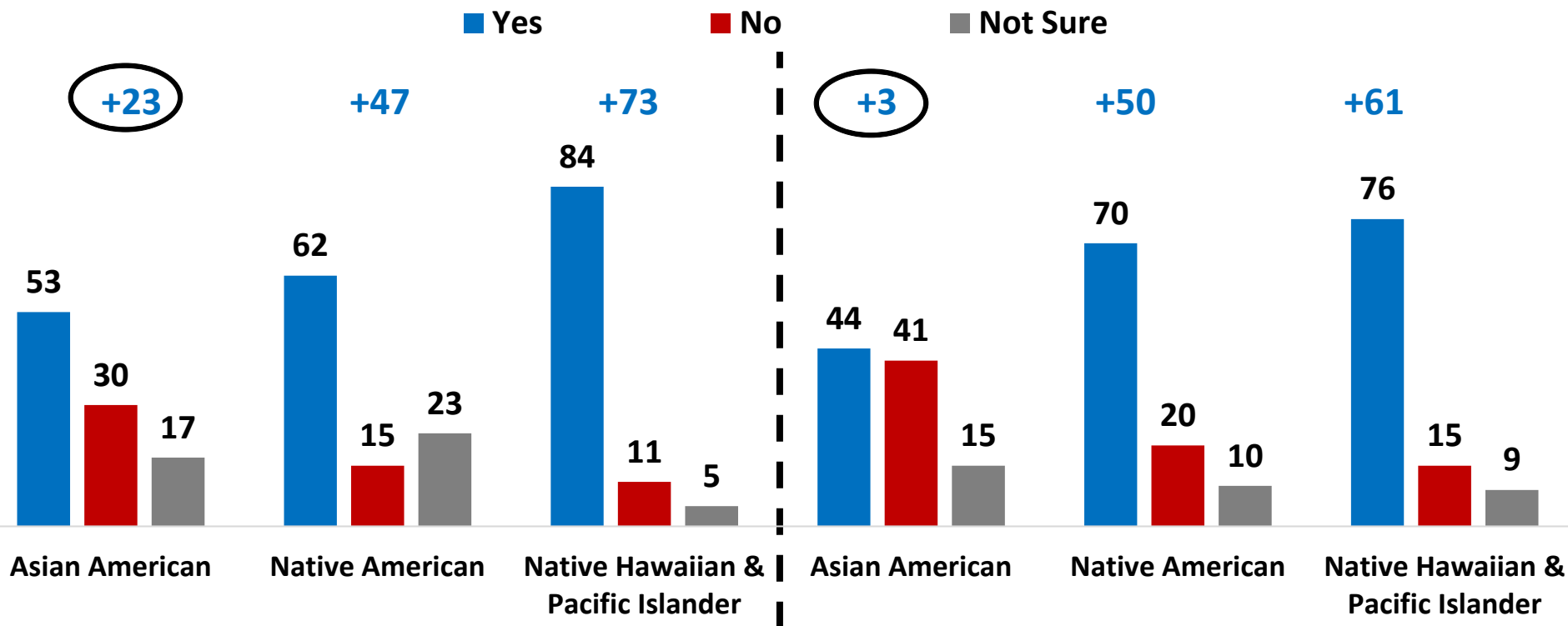
Split Sampled



All groups feel included in both formulations. Asian Americans feel more included with the “white, Black, and Brown” formulation.

One of the statements you just read talked about “white, Black, and brown” people. Do you feel like you are included in this statement?

One of the statements you just read talked about “Black, brown, and white” people. Do you feel like you are included in this statement?



Split Sampled

# A positive, aspirational frame that contains a call for unity more successfully defeats a conservative world view than calling out divisive tactics by itself.

Which of the following comes closer to your opinion?

We need leaders who will put hard-working Americans first and stop giving our tax dollars away through handouts for people in this country illegally and those who don't work hard

We need leaders who reject the politics of division and who call out attempts to pit people against each other by claiming only certain families are worthy of respect

We need leaders who recognize we are stronger when we work together and who ensure that our economy is fair so we can work to create a better life for our families

-11

-1

+1

+22

+23

+40

37

48

44

45

47

46

57

35

57

34

66

26

Asian American

Native American

Native Hawaiian &  
Pacific Islander

Asian American

Native American

Native Hawaiian &  
Pacific Islander

Split Sampled

# Native Hawaiian and Pacific Islanders are more favorable when we explicitly name different races and ethnicities, while Native Americans and Asian Americans prefer a broader statement.

Which of the following comes closer to your opinion?

We need leaders who will keep us safe from terrorists, secure our borders and prevent illegal immigrants from taking advantage of our country

We need leaders who will reject the divide-and-conquer tactics of their opponents and put the interests of the working people first, whether we're white, Black, brown, Asian American, Native American, Native Hawaiian, or Pacific Islander

We need leaders who will reject the divide-and-conquer tactics of their opponents and put the interests of working people first, regardless of where we come from, what we look like, or what religion we practice

+21

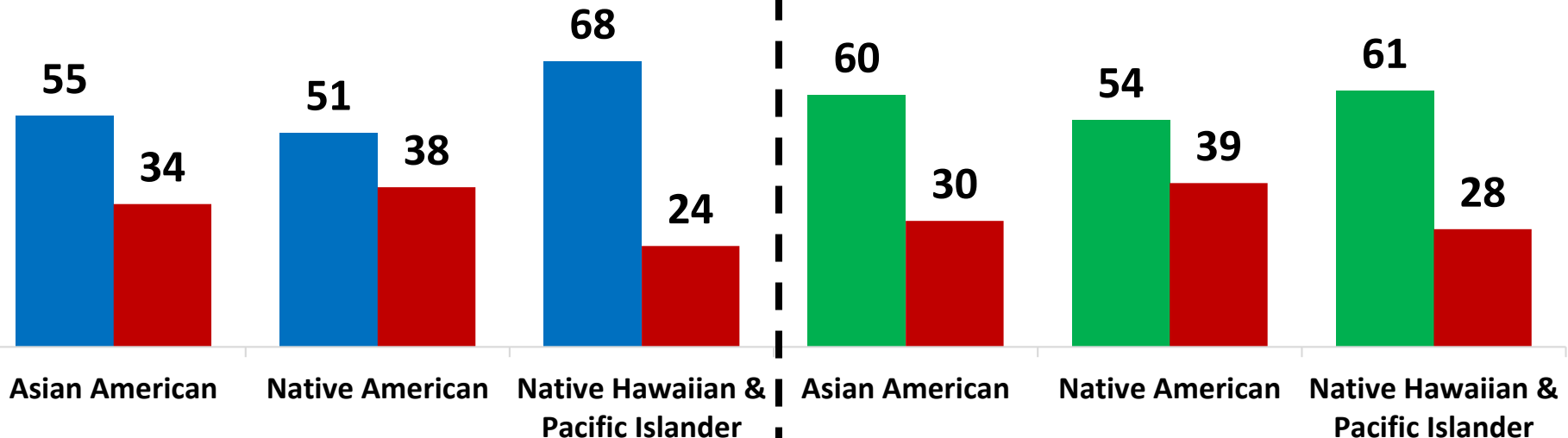
+13

+44

+30

+15

+33



Split Sampled

# Connecting race and class resonates more strongly across audiences than a colorblind approach, which actually loses with Native Americans.

Which of the following comes closer to your opinion?

What holds 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, damaging our economy by rigging the rules in their favor

Greedy special interests hold us back, dividing us against each other by blaming Black and brown people for our problems so they can rig the rules in their favor

+1

-11

+22

+8

+10

+29

43

42

37

48

56

34

48

40

48

39

57

28

Asian American

Native American

Native Hawaiian &  
Pacific Islander

Asian American

Native American

Native Hawaiian &  
Pacific Islander

Split Sampled

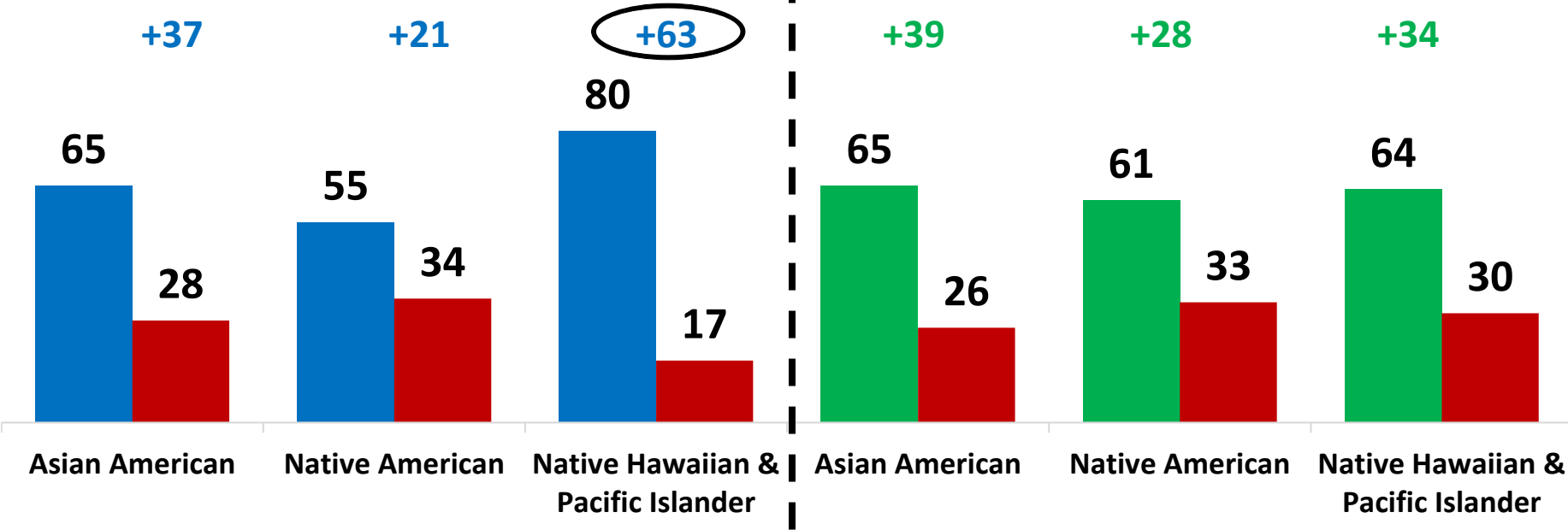
Including “Native Hawaiian and Pacific Islanders” resonates strongly with them. When more ethnicities are added to the list, it makes less difference to Native Americans.

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 to move forward, to tackle new challenges and ensure equal opportunities for people whether we're white, Black, brown, Asian American, Native American, Native Hawaiian, or Pacific Islander

We need innovative solutions to tackle new challenges and ensure equal opportunities for people whether we're white, Black, or brown

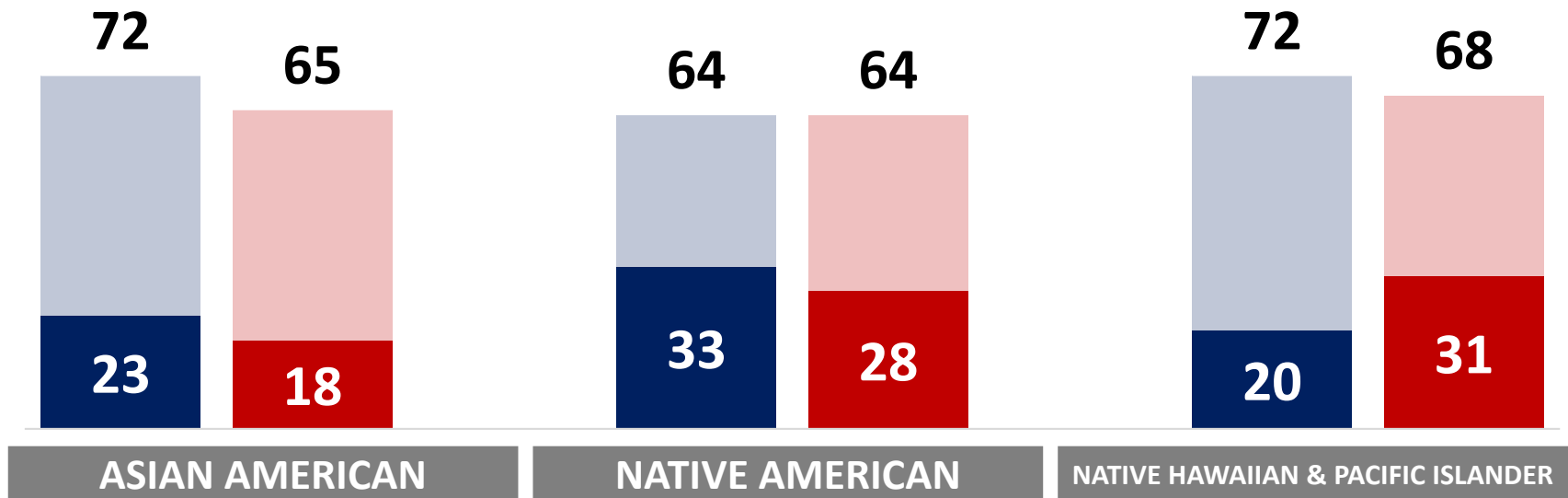


Split Sampled

# “Dividing” resonates more strongly for Asian Americans and Native Americans than “distracting.”

The powerful benefit by dividing 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



Total Agree: 6-10

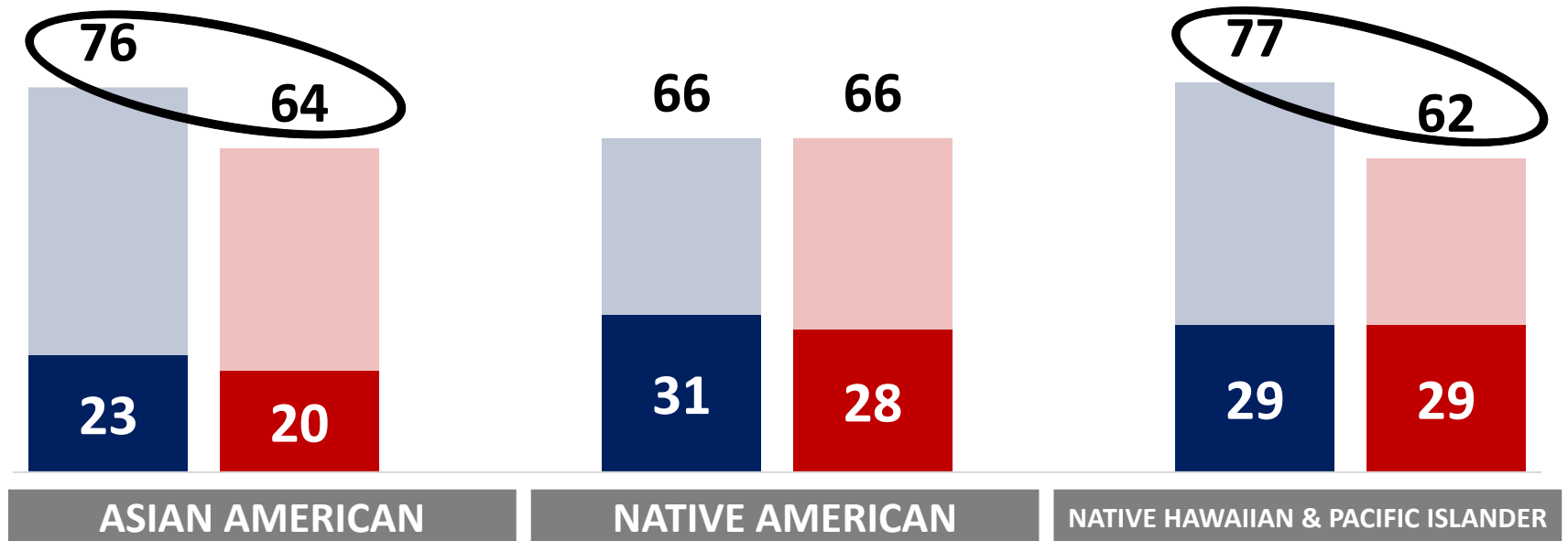
Strongly Agree: 10

Split Sampled

## Naming a villain by behavior (greed) rather than position generates more agreement.

The greedy few have rigged the economic rules in their favor

The wealthy few have rigged the economic rules in their favor



Total Agree: 6-10

Strongly Agree: 10

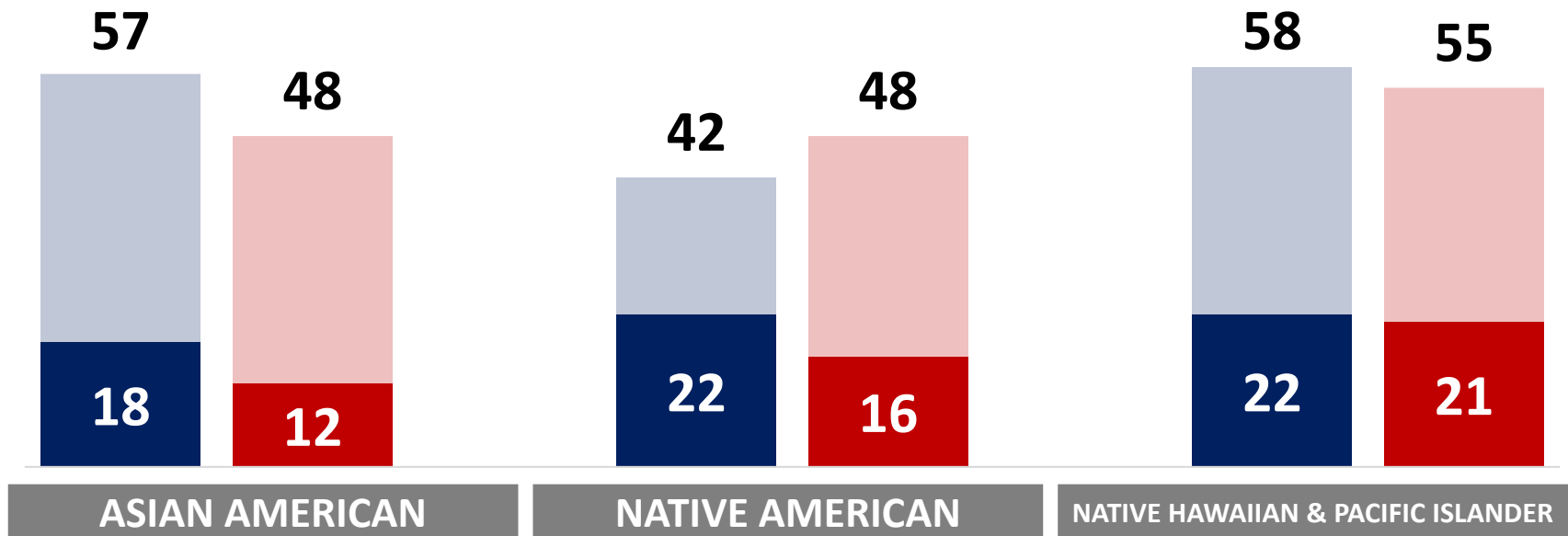
Split Sampled



# “Powerful elites” resonates more strongly with Asian Americans than “wealthy special interests.”

**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



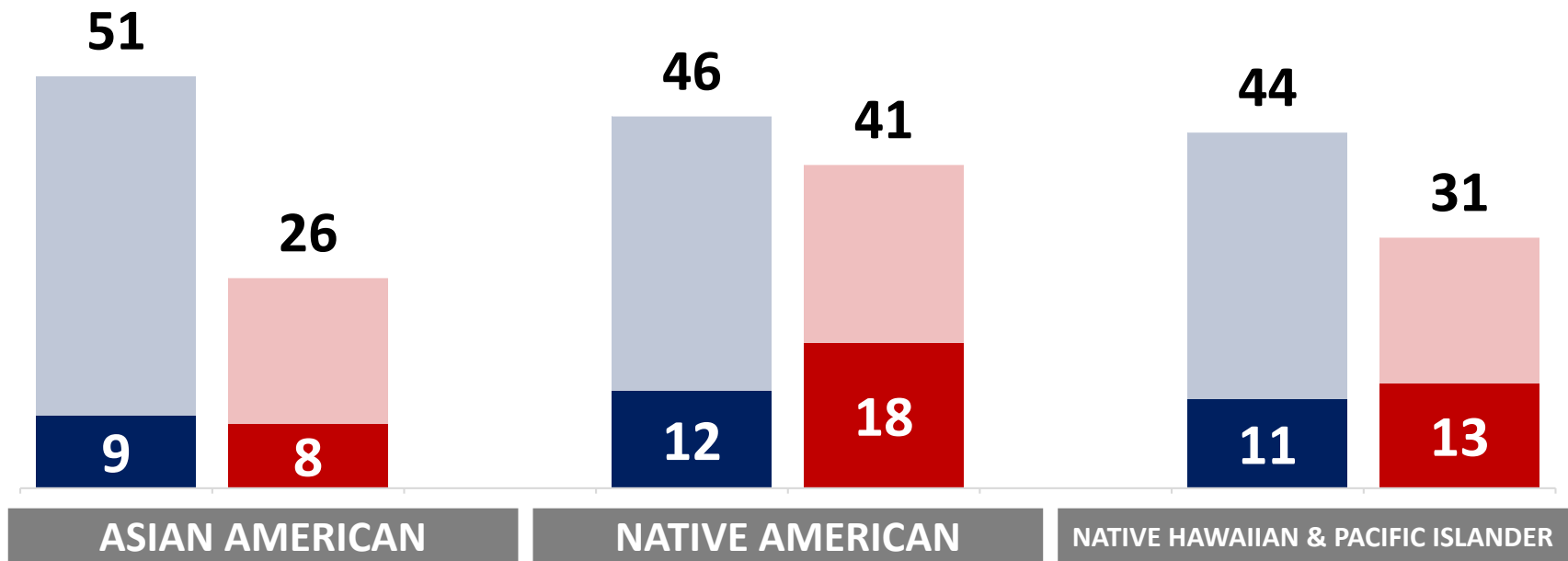
Total Agree: 6-10

Strongly Agree: 10

Split Sampled

There is some agreement that the wealthy create jobs and prosperity for everyone, but it is not an intensely held view across audiences.

The wealthy in this country create jobs and prosperity for everyone



Total Agree: 6-10

Strongly Agree: 10

Total Disagree: 6-10

Strongly Disagree: 10

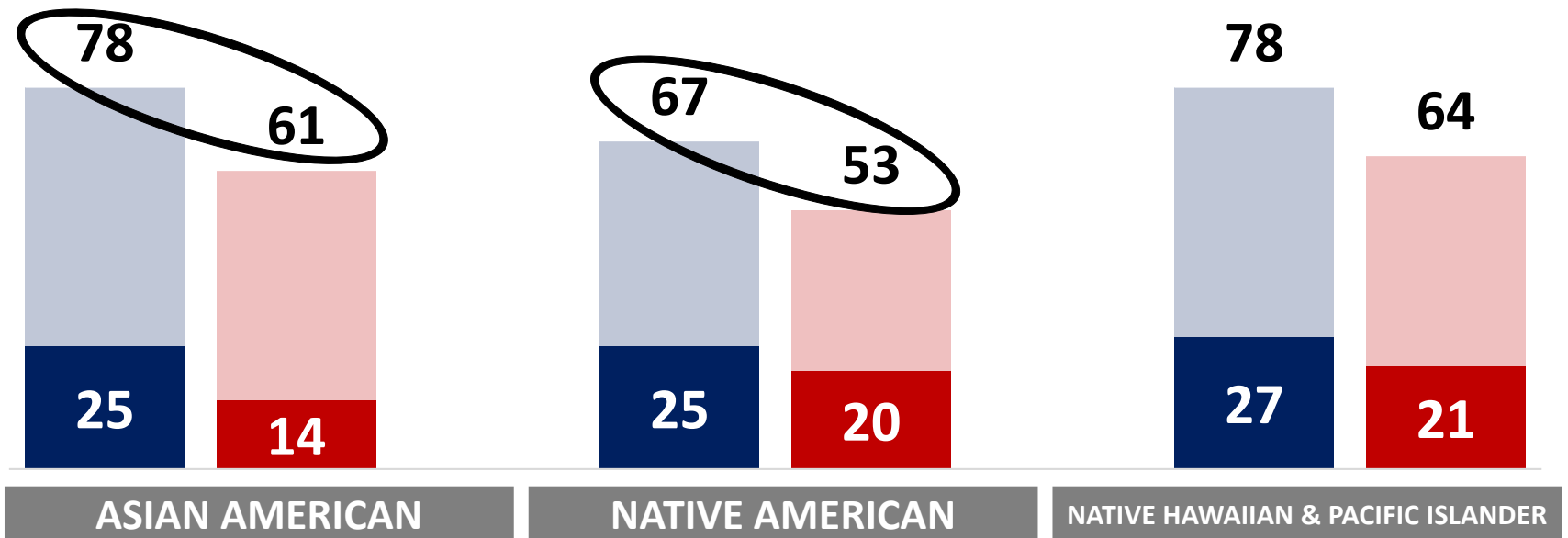


# Values and Language

# Across all groups, “working together” is a powerful call to action.

By working together 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



Total Agree: 6-10

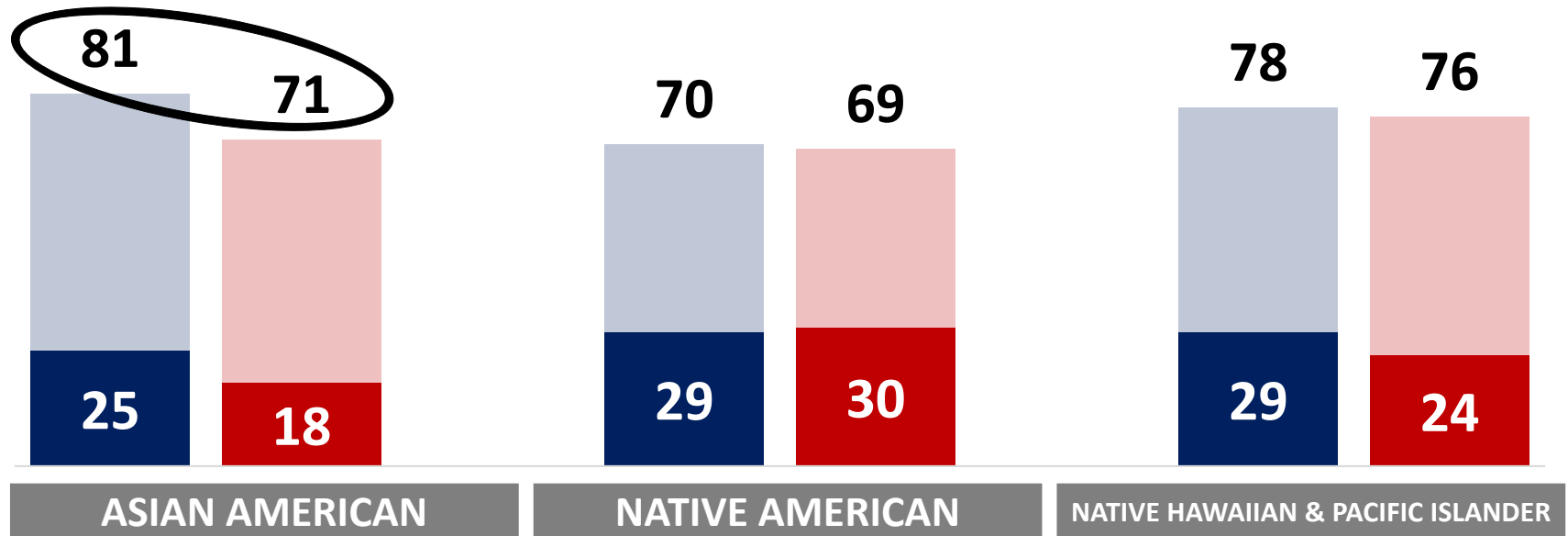
Strongly Agree: 10

Split Sampled

All groups believe that stereotypes are barriers. Asian Americans are somewhat more responsive to the idea they keep us from learning from each other.

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



Total Agree: 6-10

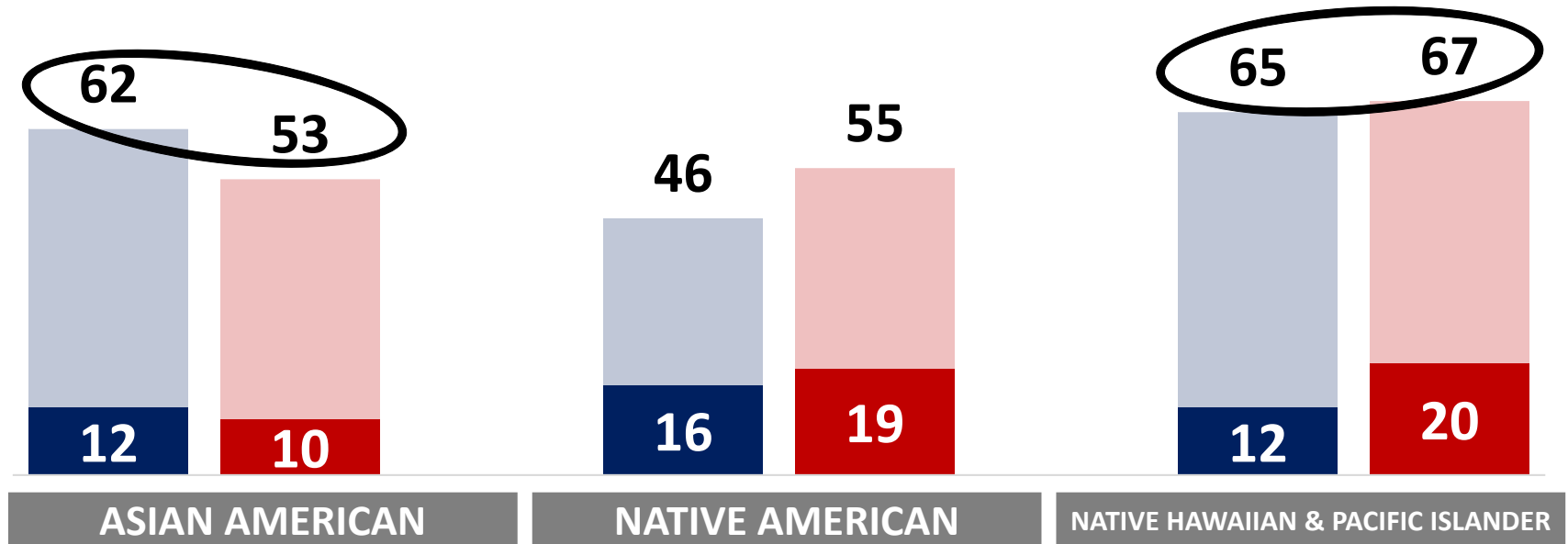
Strongly Agree: 10

Split Sampled

Asian Americans and Native Hawaiian and Pacific Islanders are more likely to agree that unions can improve the lives of working people. Native Americans respond more to the language of membership.

Labor unions improve the lives of working people

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



Total Agree: 6-10

Strongly Agree: 10

Split Sampled





# Messaging



# Summary of Message Ratings

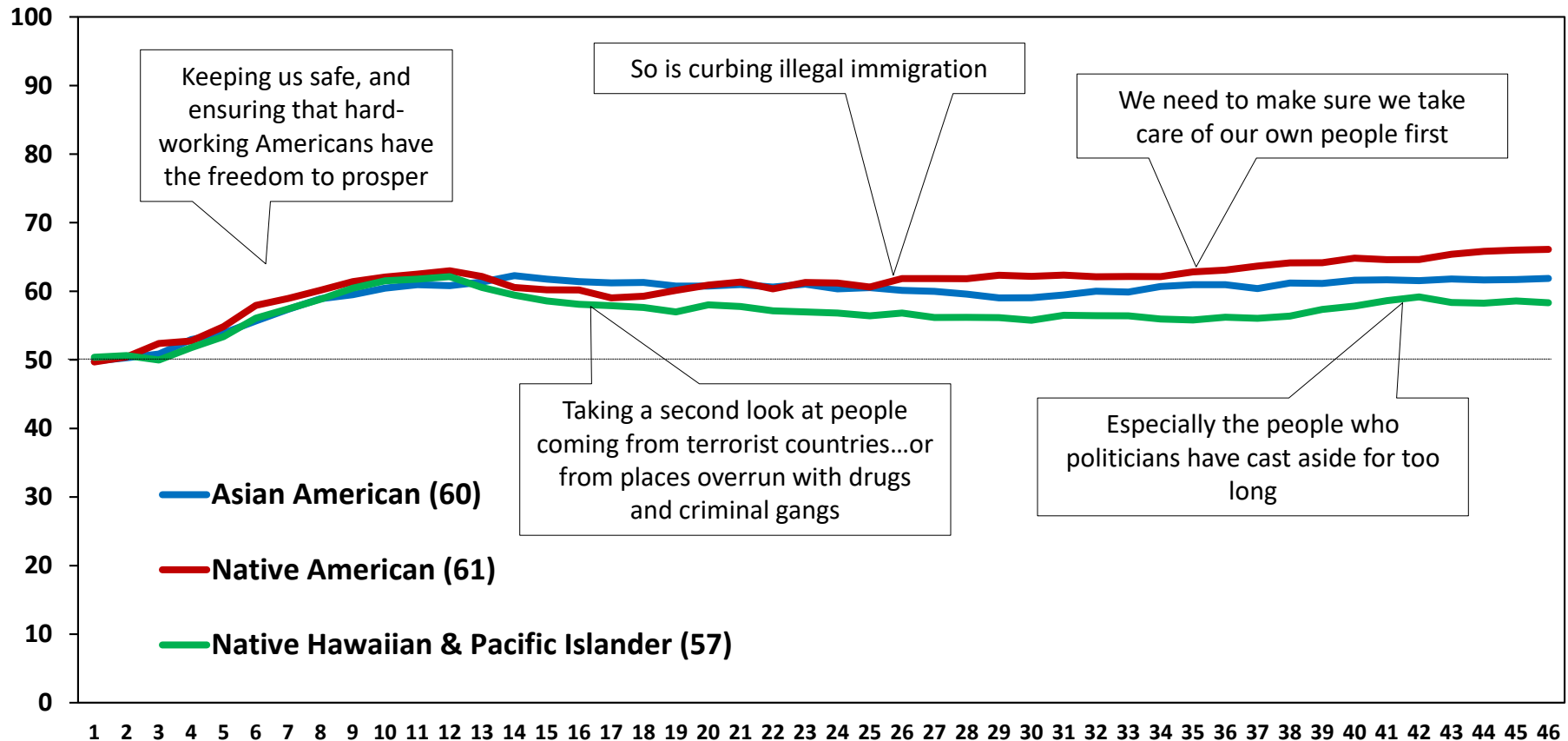
The Race-Class narrative messages perform better than the opposition, colorblind economic populist, and racial justice message across groups.

Summary of Message Ratings	Mean Convincing (Conscious)			Mean Dial (Unconscious)			Mean Share		
	Asian American	Native American	Native Hawaiian & Pacific Islander	Asian American	Native American	Native Hawaiian & Pacific Islander	Asian American	Native American	Native Hawaiian & Pacific Islander
America's Strength	72	65	72	69	66	67	62	49	71
Future Children	68	61	69	64	61	63	59	46	64
Working People	65	62	68	62	61	63	56	44	63
Colorblind Economic Populist	62	61	65	60	58	60	56	48	61
Racial Justice	61	50	60	60	53	57	56	40	61
Opposition	56	61	53	60	61	57	49	44	49



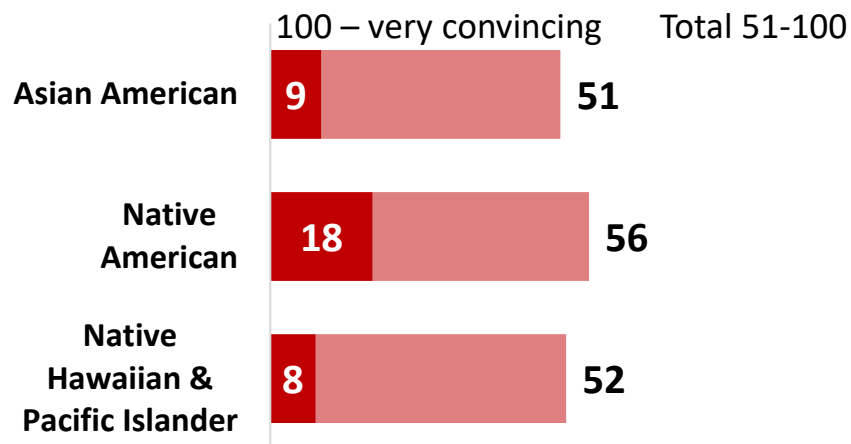
# Opposition

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.

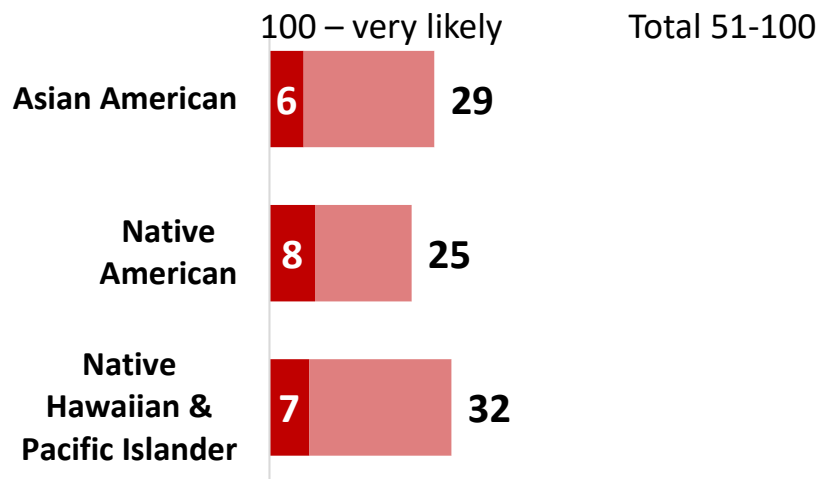


# Opposition

## How convincing did you find this message?



## How likely are you to share this message?



## WHAT WORKS

- ✓ All groups dial up at “keeping us safe and ensuring hard-working Americans have the freedom to prosper.”
- ✓ All groups begin dialing down at “places overrun with drugs and criminal gangs.”
- ✓ Native Americans dial up at “the people that politicians have cast aside.”

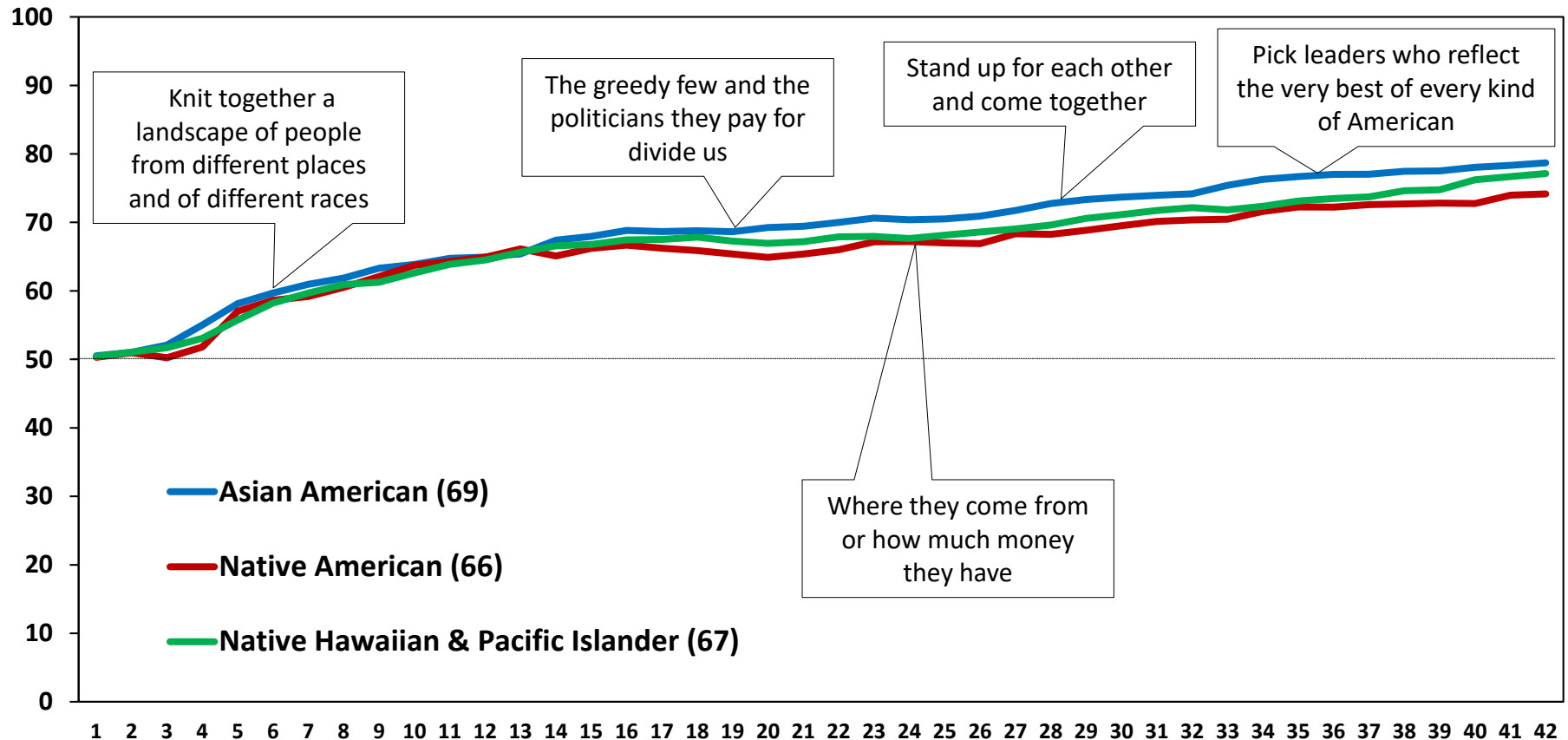
## WHAT FALLS SHORT

- X Dial ratings plateau suggesting little enthusiasm behind this message across audiences.



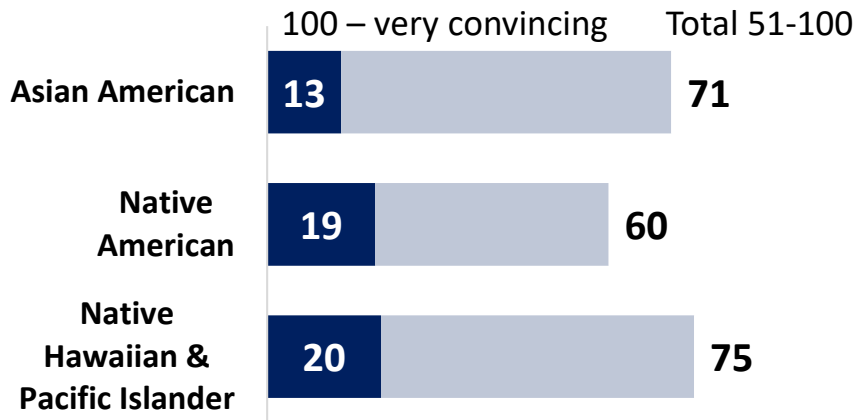
# America's Strength

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.

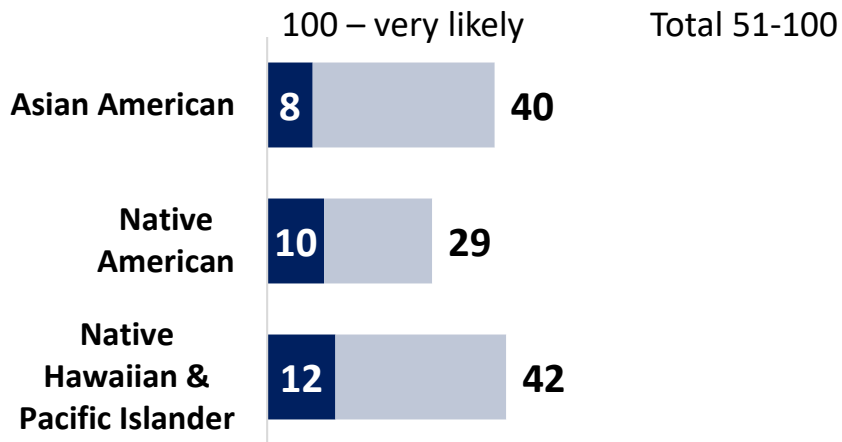


# America's Strength

## How convincing did you find this message?



## How likely are you to share this message?



## WHAT WORKS

- ✓ Strong take off and consistent dial up throughout the message.
- ✓ Asian Americans dial up more than other groups at “the greedy few and the politicians they pay for divide us.”
- ✓ All groups dial up at “stand up for each other and come together.”
- ✓ All groups dial up at the aspirational aspect: “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.”
- ✓ Strong conscious ratings and share ratings.
- ✓ For Native Americans, this is the only message that tests better than the opposition.

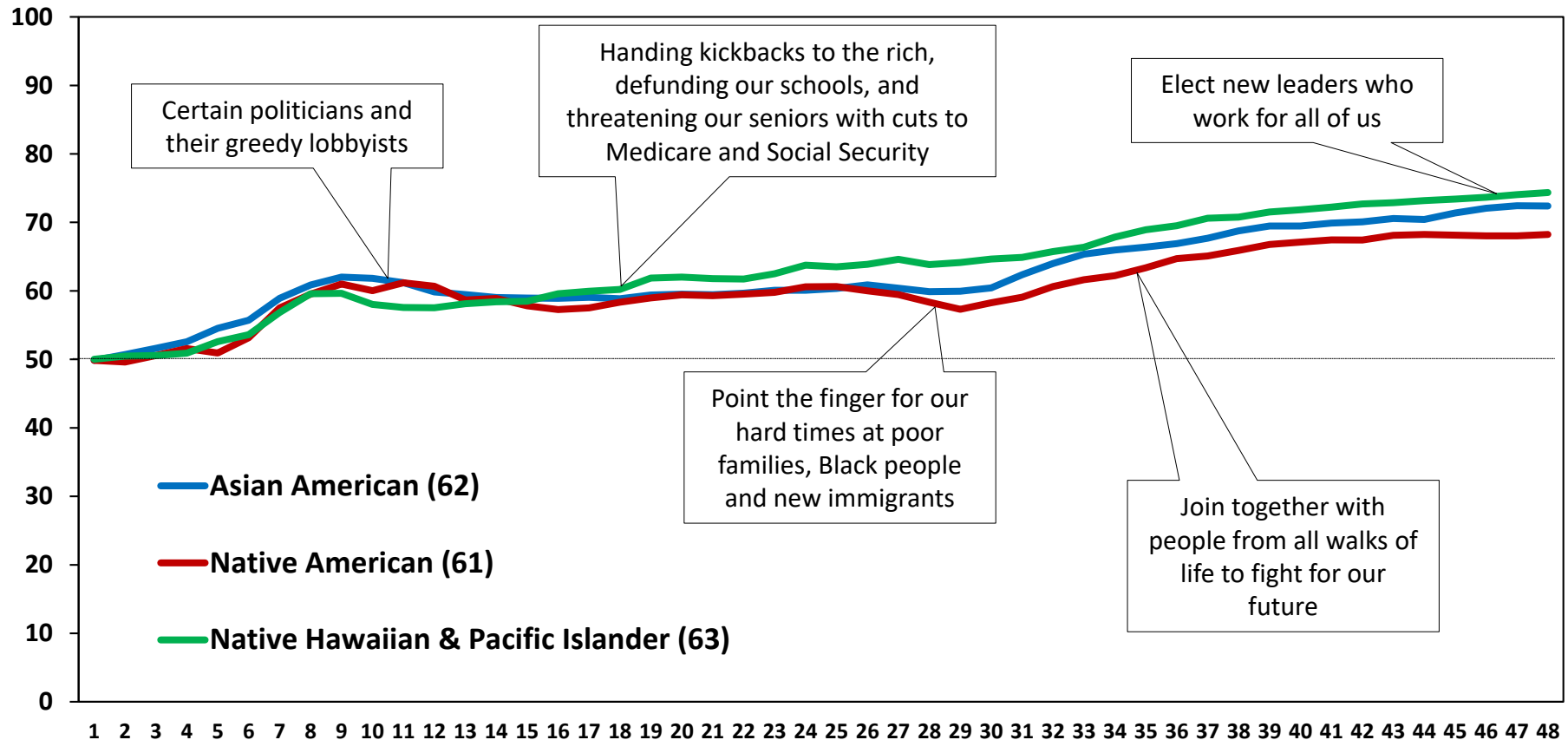
## WHAT FALLS SHORT

- X Native Americans and Native Hawaiians Pacific Islanders dial down slightly at “the greedy few and the politicians they pay for divide us.”



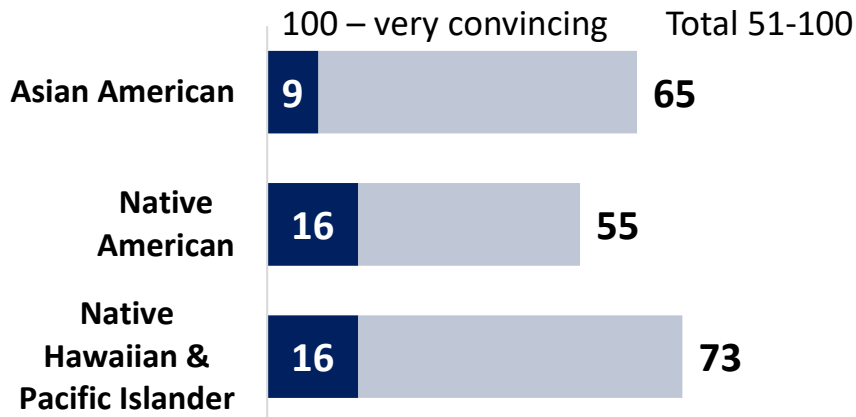
# Working People

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.

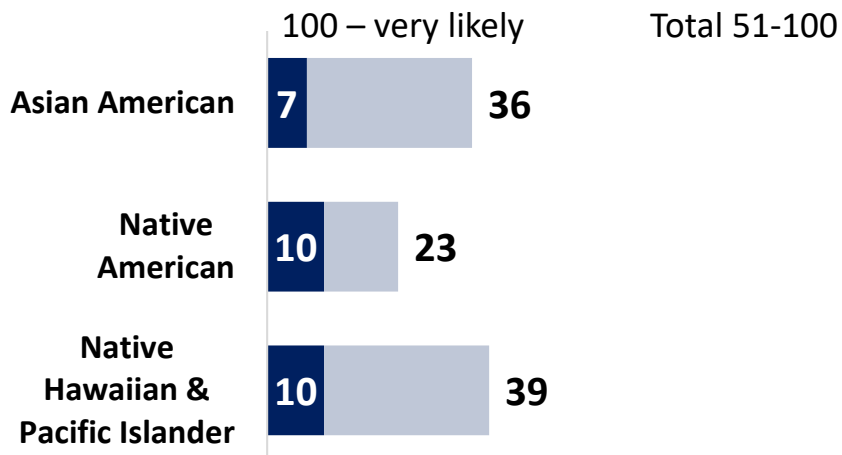


# Working People

## How convincing did you find this message?



## How likely are you to share this message?



## WHAT WORKS

- ✓ Quick take off among all groups.
- ✓ People dial up on values, “most of us work hard for our families.”
- ✓ All groups dial up at “Join together with people from all walks of life to fight for our future.”
- ✓ Groups continue dialing up through reminder of past accomplishments.
- ✓ Strong conscious ratings among Asian Americans and Native Hawaiians and Pacific Islanders.
- ✓ The call to action to elect new leaders who work for all of us is strong for all groups.

## WHAT FALLS SHORT

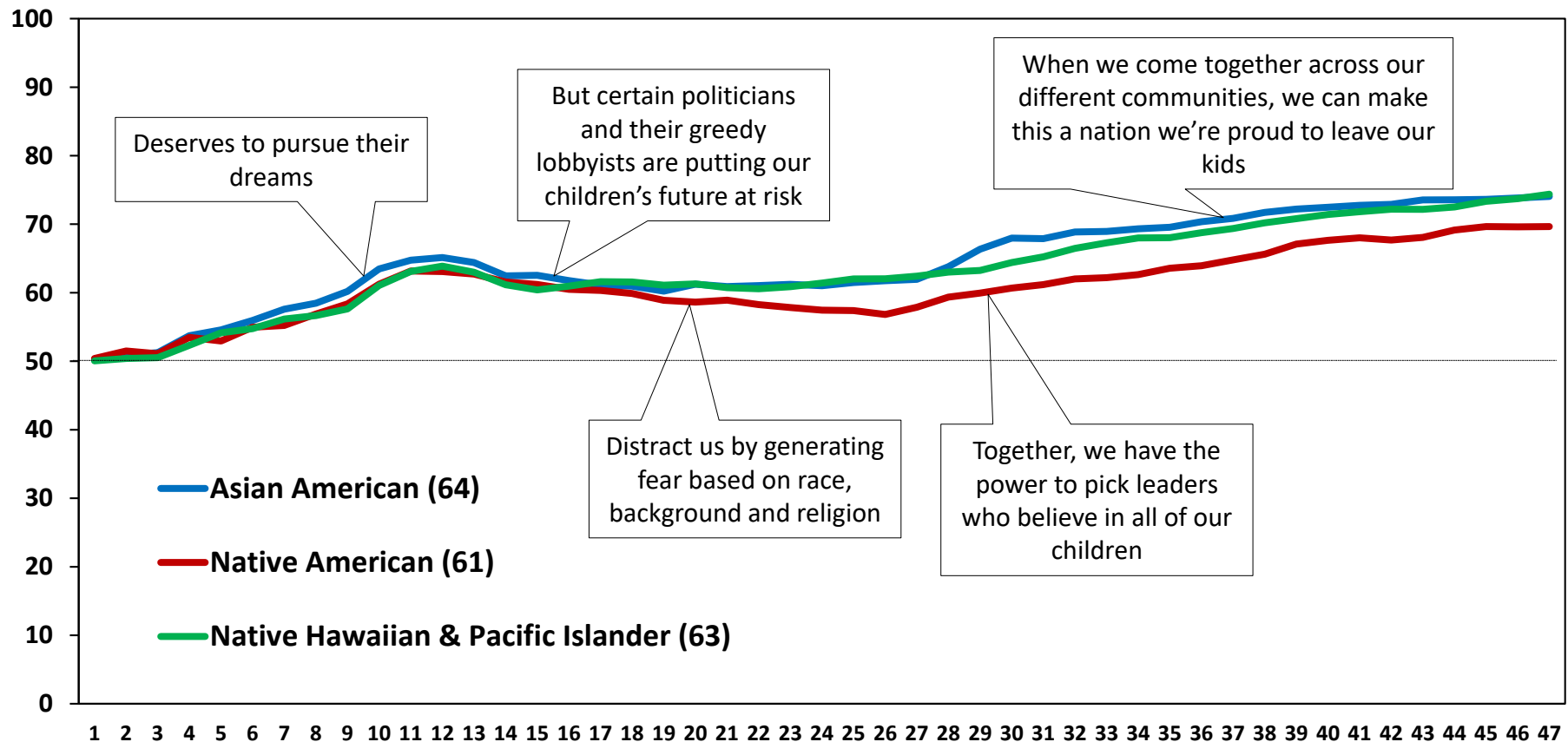
- X Native Americans dial down on “point the finger for our hard times at poor families, Black people and new immigrants.”
- X All groups plateau at “handing kickbacks to the rich, defunding our schools, and threatening our seniors with cuts to Medicare and Social Security.”



# Future Children

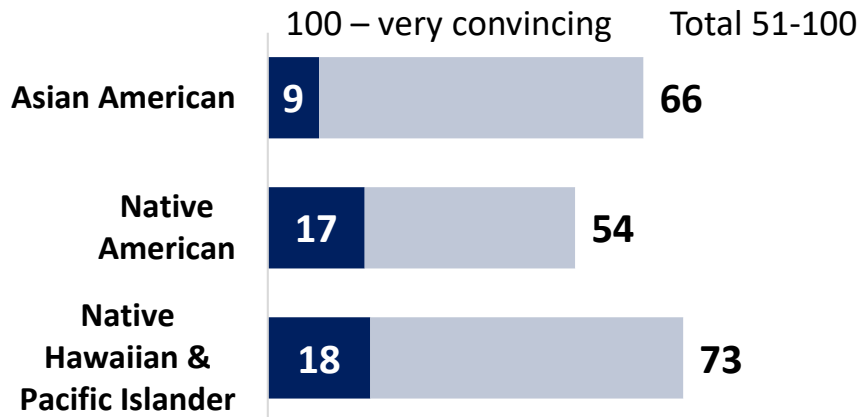


Every child, regardless of where they come from, what they look like, or where they live, deserves to pursue their dreams. But certain politicians and their greedy lobbyists are putting our children's future at risk. They rig the rules to enrich themselves, while they distract us by generating fear based 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.

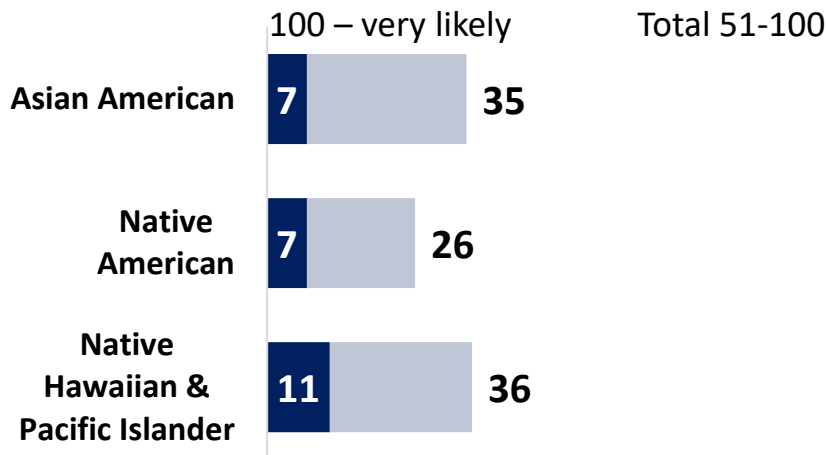


# Future Children

## How convincing did you find this message?



## How likely are you to share this message?



## WHAT WORKS

- ✓ Strong take off, all groups dial up at “deserves to pursue their dreams.”
- ✓ Future of children is a strong aspirational frame for all groups.
- ✓ Groups all dial up at “we have the power to pick leaders who believe in all of our children.”
- ✓ All groups dial up at aspirational message that “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.”

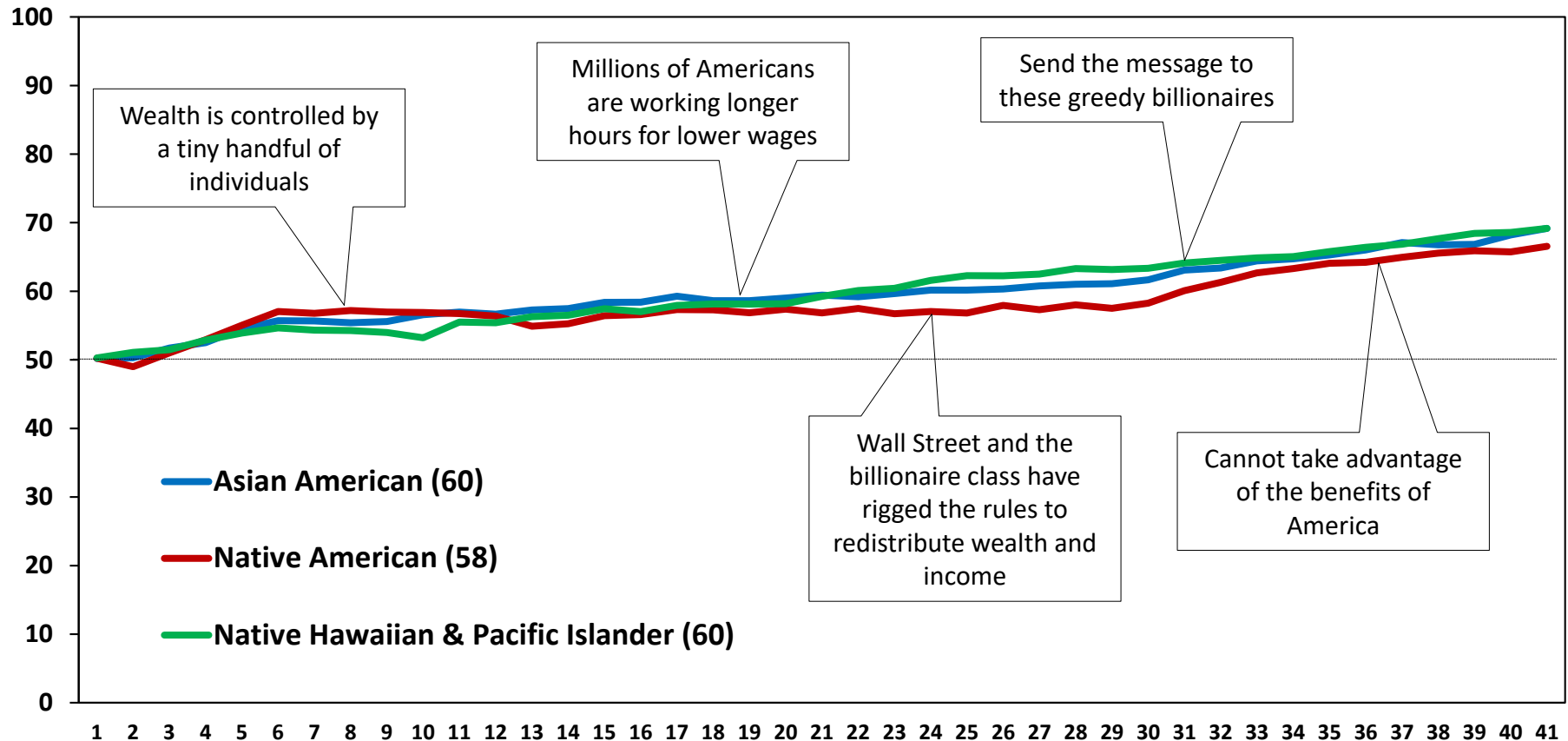
## WHAT FALLS SHORT

- X Native Americans dial down sharply at “distract us by generating fear based on race, background and religion.”



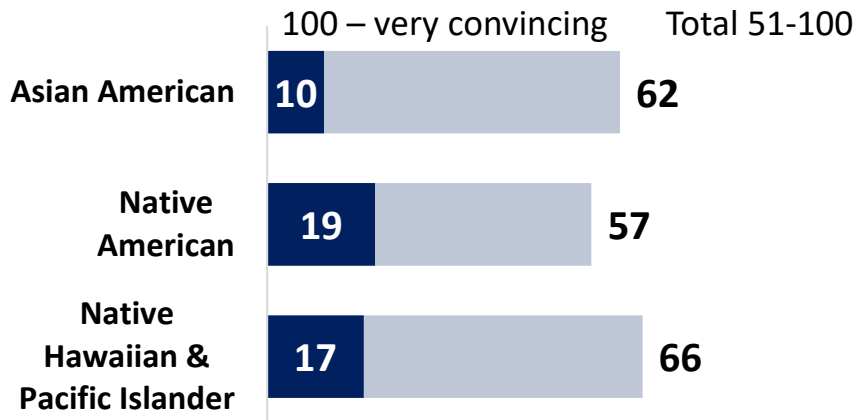
# Colorblind Economic Populist

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.

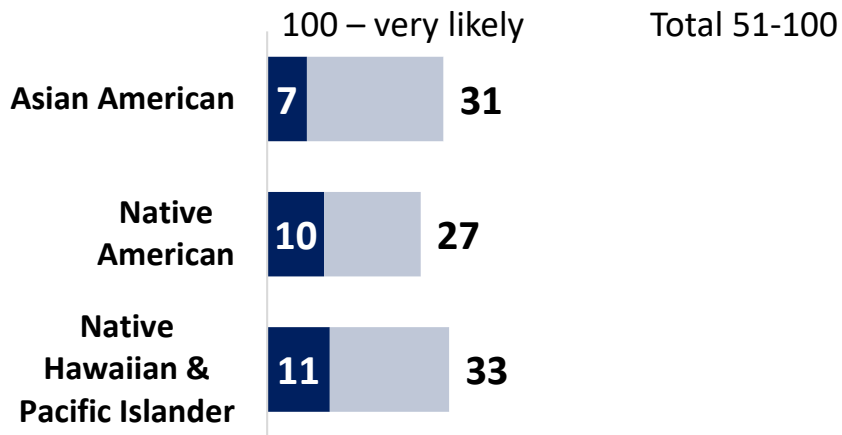


# Colorblind Economic Populist

## How convincing did you find this message?



## How likely are you to share this message?



## WHAT WORKS

- ✓ Asian Americans and Native Hawaiians and Pacific Islanders dial up slightly at “Despite advancements in technology and productivity.”
- ✓ Asian Americans and Native Hawaiians and Pacific Islanders dial up at “Wall Street and the billionaire class have rigged the rules to redistribute wealth and income.”
- ✓ All groups dial up at “send the message to these greedy billionaires that you cannot take advantage of all the benefits of America.”

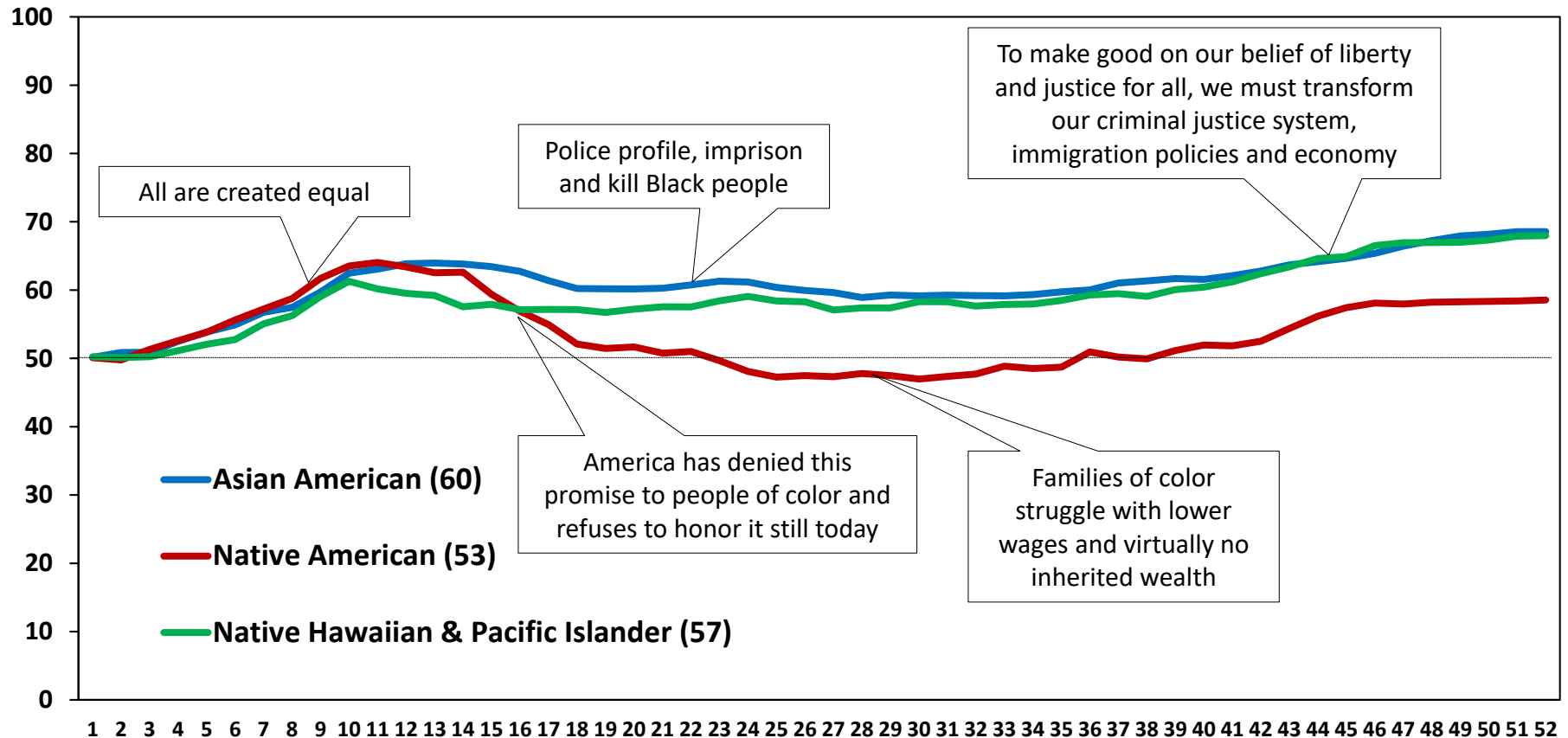
## WHAT FALLS SHORT

- X Weaker ratings than messages that evoke race.
- X All groups plateau at “wealth is controlled by a tiny handful of individuals.”
- X All groups plateau at “millions of Americans are working longer hours for lower wages.”
- X Native Americans plateau at “Wall Street and the billionaire class have rigged the rules to redistribute wealth and income.”



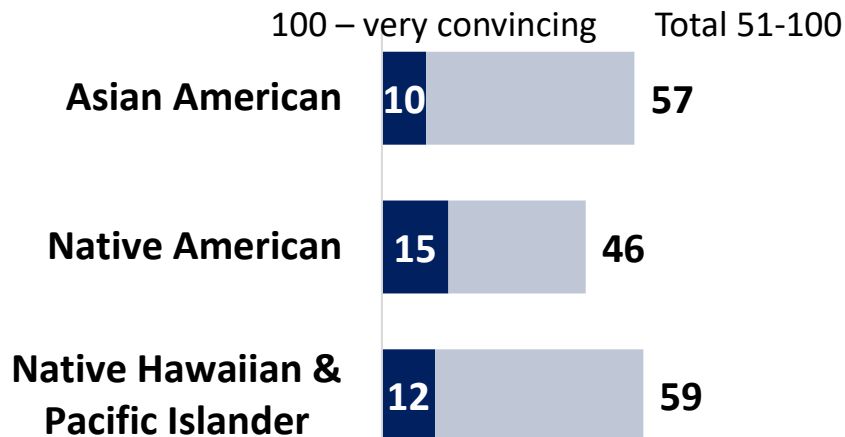
# Racial Justice

America is meant to be a nation founded on an ideal – that all are created equal. But from our founding, America has denied this promise to people of color and refuses to honor it still today. We see this in how police profile, imprison and kill Black people. It's the reason why families of color struggle with lower wages and virtually no inherited wealth. And it's present in how we exploit immigrants' labor while denying immigrants' rights. To make good on our belief of liberty and justice for all, we must transform our criminal justice system, immigration policies and economy to dismantle the barriers to well-being and opportunity for people of color in America.

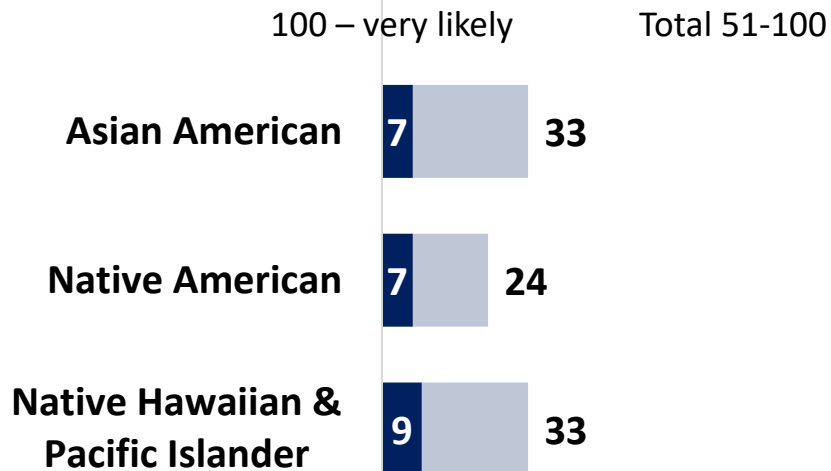


# Racial Justice

## How convincing did you find this message?



## How likely are you to share this message?



## WHAT WORKS

- ✓ Strong take off with “all are created equal.”
- ✓ Asian Americans and Native Hawaiians dial up at “Police profile, imprison and kill Black people.”
- ✓ All groups dial up at “To make good on our belief of liberty and justice for all, we must transform our criminal justice system, immigration policies and economy.”

## WHAT FALLS SHORT

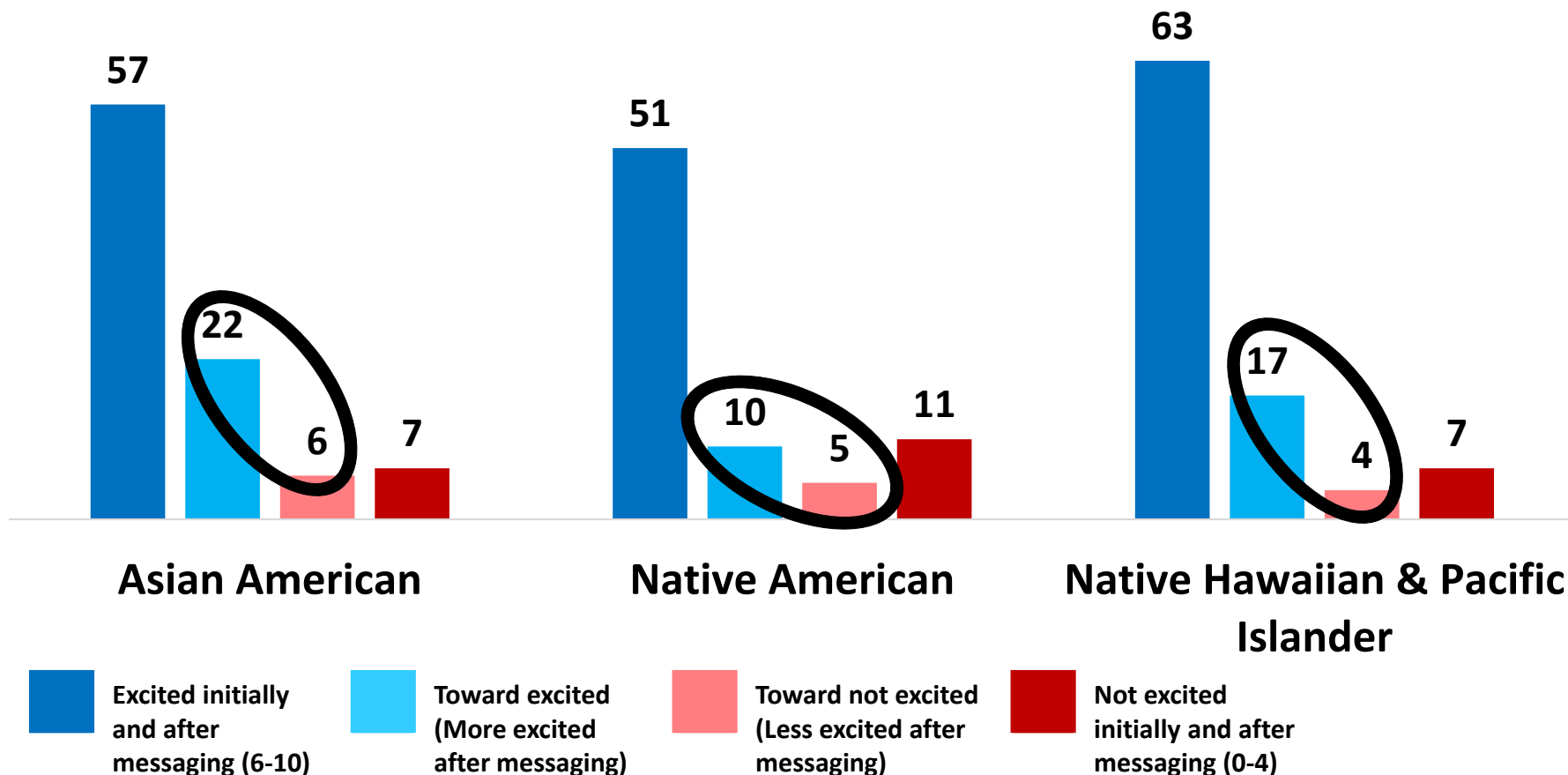
- X All groups dial down at “America has denied this promise to people of color and refuses to honor it still today,” but Native Americans dial down the most sharply.
- X Native Americans dial down at “Police profile, imprison and kill Black people.”
- X Native Americans plateau below the 50 threshold at “families of color struggle with lower wages and virtually no inherited wealth.”
- X In general, this message does not work for Native Americans, who react quite differently from Asian Americans and Native Hawaiian and Pacific Islanders.



# Movement

Messages increase excitement among Asian Americans and Native Hawaiian & Pacific Islanders to join together in their community. There is some increase with Native Americans, but it is more muted.

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



Split Sampled



**Support for the agenda remains strong after messaging, with people increasing their support particularly around making it easier to join together in union to negotiate a fair return on work.**

	Asian Americans		Native Americans		Native Hawaiian & Pacific Islander	
	Twd Favor	Twd Opp	Twd Favor	Twd Opp	Twd Favor	Twd Opp
End discrimination against people of color in jobs, housing, and education	17	4	13	7	14	5
Overhaul our criminal justice system to eliminate racial and other biases	21	6	18	9	16	7
Create a fair immigration process that keeps families together and includes a roadmap to citizenship for current immigrants	17	5	20	9	19	4
Expand Medicare to ensure healthcare for all Americans	16	4	18	4	25	6
Make it easier for people to join together in union to negotiate a fair return on their work*	26	4	25	14	31	13
Provide universal pre-K so every young child enters school ready to learn	21	3	16	5	17	5
Make it easier for unions to negotiate a fair return on work for working people*	19	7	15	5	11	4



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