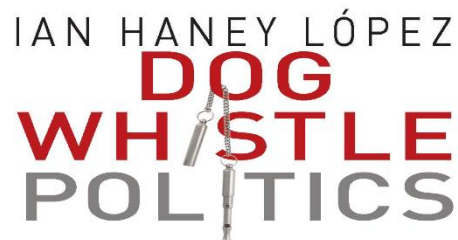




# Race-Class: Our Progressive Narrative



# Project Objectives

- Speak to and mobilize our base, especially people of color
- Persuade the largest possible group of whites on our *economic* and *racial justice* policy solutions
- Craft a narrative that addresses race as well as class
  - Beat Opposition Narrative and Colorblind Economic Populism
- Apply nationally and in four states, exploring how to engage base and persuade middle on specific policies



**Donald J. Trump** ✓

@realDonaldTrump

Follow



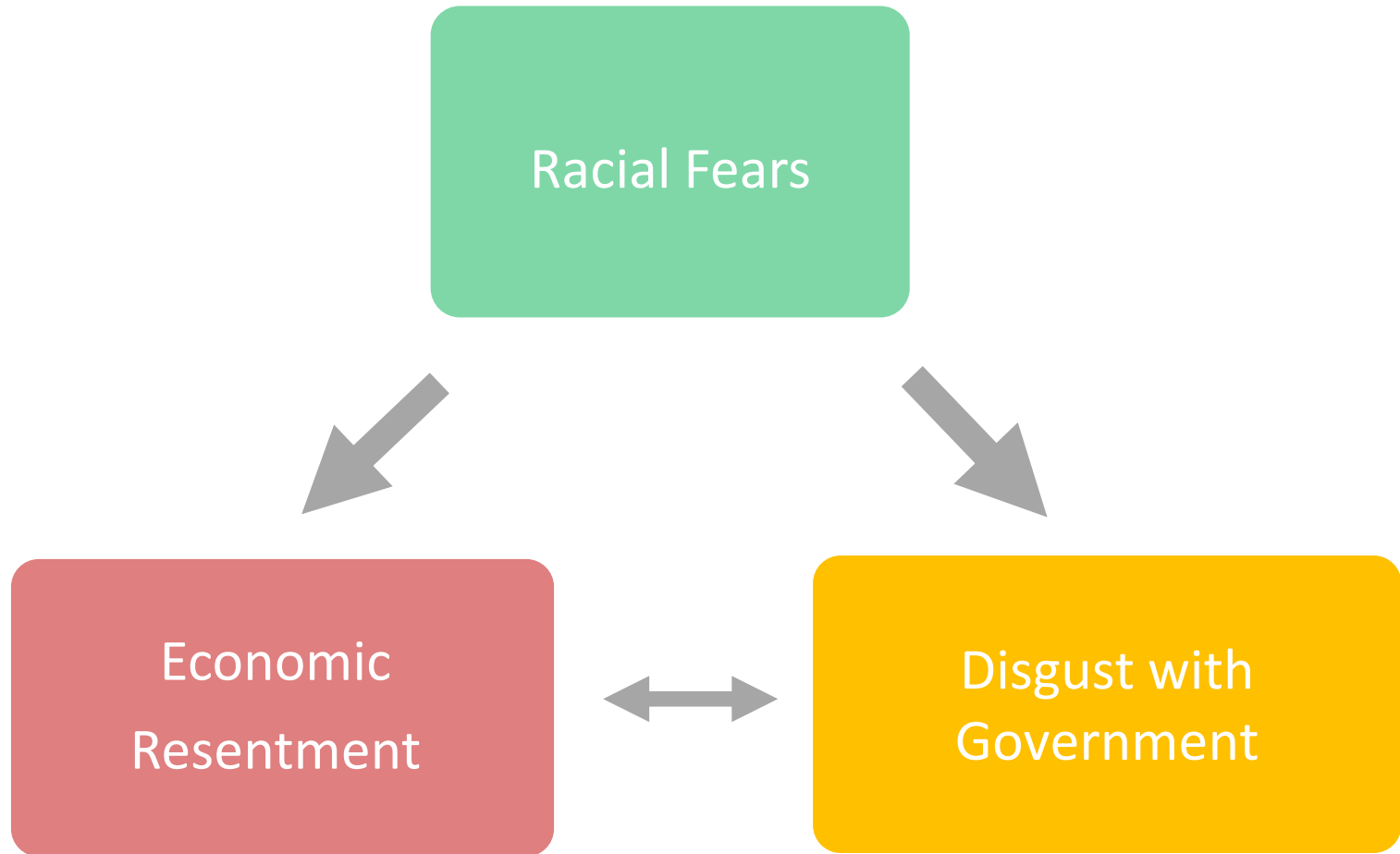
“According to the Center for Immigration Studies, the \$18 billion wall will pay for itself by curbing the importation of crime, drugs and illegal immigrants who tend to go on the federal dole...”

**Fox News** ✓ @FoxNews

Study: Trump's Border Wall Could Pay for Itself by Cutting Welfare to Illegal Immigrants [bit.ly/2p8DuHY](https://bit.ly/2p8DuHY)



# Core Elements of the Rightwing Narrative



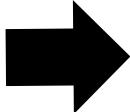
**From either/or & both/and**

**to intertwined**

Economic  
Populism

Economic  
Populism

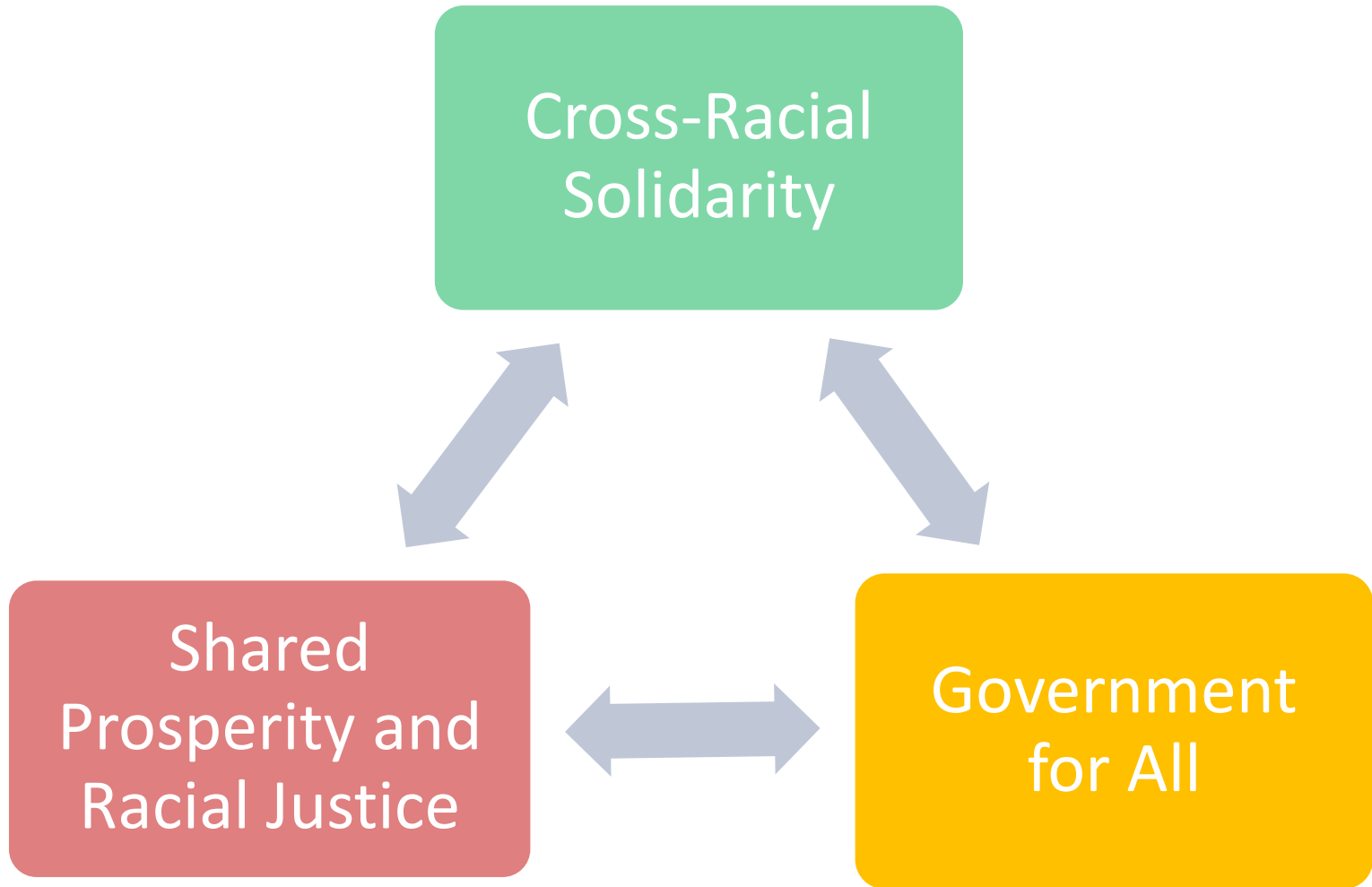
Racial Justice



Racial Justice

**Race-Class  
Inseparable**

# Race-Class Narratives Core Elements



# Engage our base

- 23% of respondents
- Think not enough attention is paid to race
- Strong concerns about bias toward Black people, Latinos, and Muslims
- Believe Black people and Latinos face greater economic challenges than whites
- Favor government creating opportunity
- Strongly support our policy agenda
- More likely to be women, African American, Latino, and progressive

# Persuade the middle

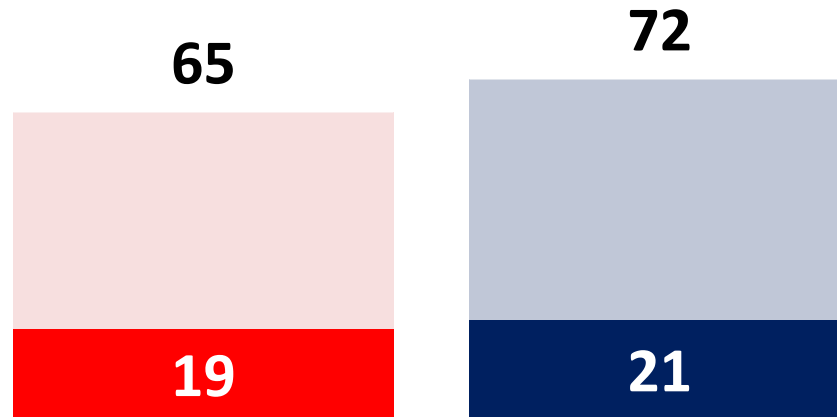
- 59% of respondents
- Nearly half (48%) favor government action but many (35%) oppose it
- Split on whether too much (39%) or too little (34%) attention paid to race
- Concerned both about racism against people of color *and* “reverse racism”
- Nearly half (46%) see wealth as product of circumstance but many (37%) believe in bootstraps
- More likely to be men and under 35



# Persuadables unclear whether talking about race is helpful or fruitless, even harmful

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



Persuadables

Split Sampled

Total Agree: 6-10

Strongly Agree: 10

# Activate our worldview - use opposition as indicator

- Committed opposition from 18% of respondents
  - Think wealthy people achieved success on their own
  - Oppose our economic and racial justice policy agenda
  - Hold people of color responsible for their own economic situation
  - Want government to get out of the way
  - Believe too much attention is paid to race/racism
  - More likely over 65, white, and conservative
- Averse reactions from opposition indicate we're engaging real issues, activating our worldview
  - These moments correspond to greater base enthusiasm

# Messaging Dial Testing

- People listened to a recording of a message.
- While they listened they moved their cursor to indicate positive or negative reactions.

45%

As you listen to the audio, use the slider to show how you feel about what you're hearing, where 0 is very cool, negative feelings and you strongly disagree with what you are hearing and 100 is very warm, positive feelings and you strongly agree with what you are hearing. 50 is neutral. Your slider starts at 50. Again, we want you constantly to use your slider to show how cool or warm you're feeling toward the statement you're hearing.

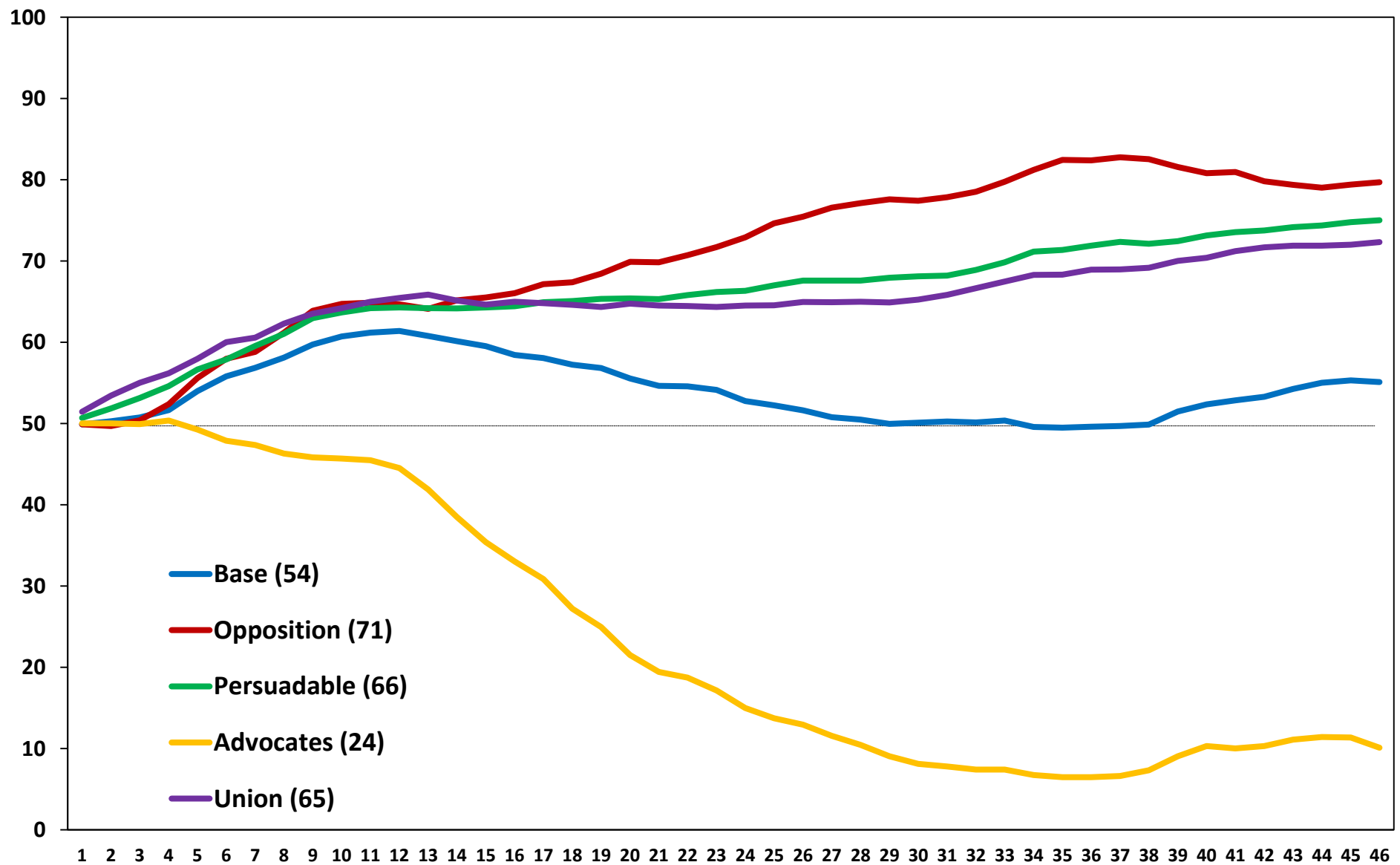
70

0 Cool, Unfavorable (Disagree with what you're hearing)

100 Warm, Favorable (Agree with what you're hearing)

Continue »

# Opposition

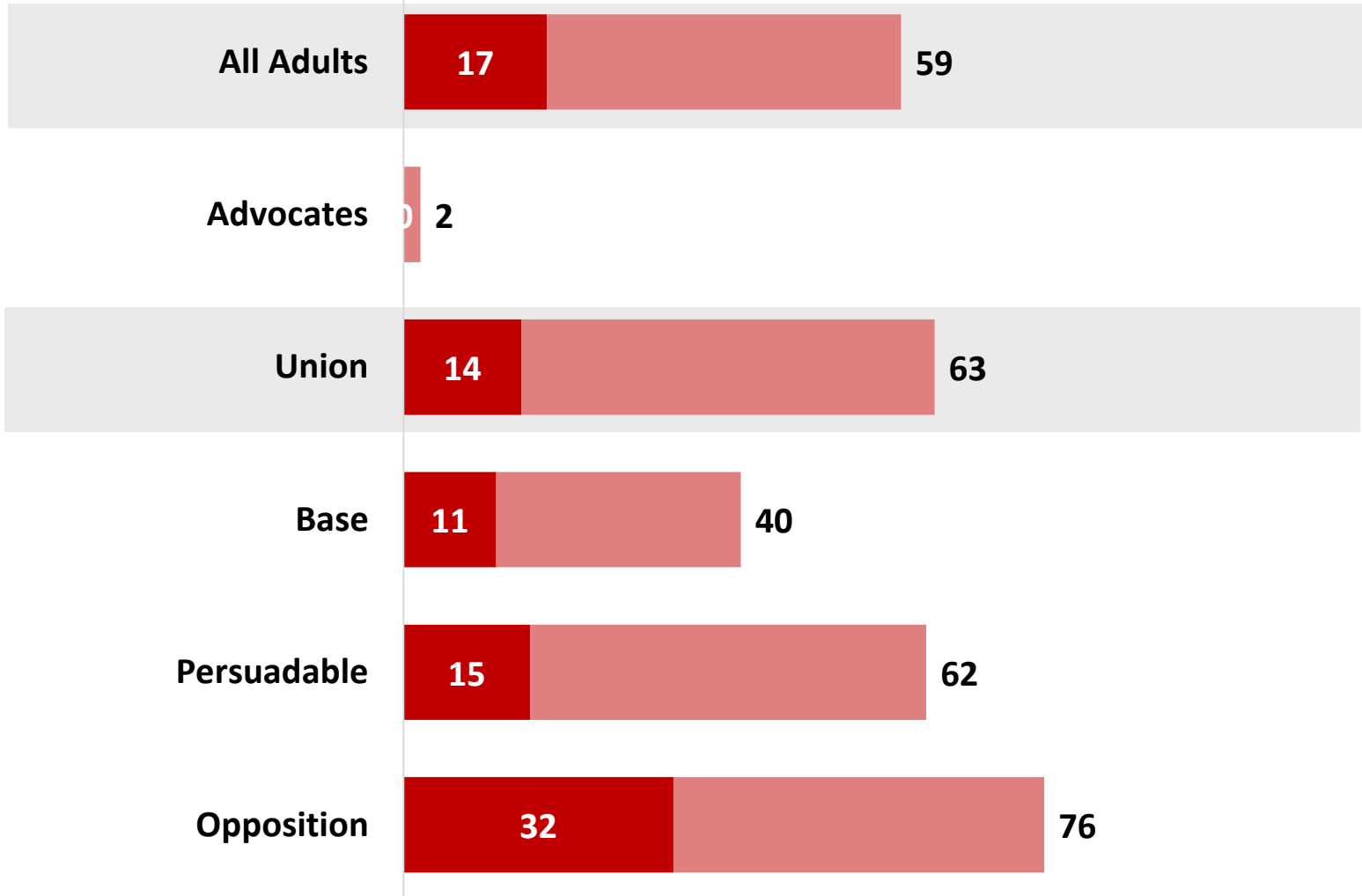


# Opposition

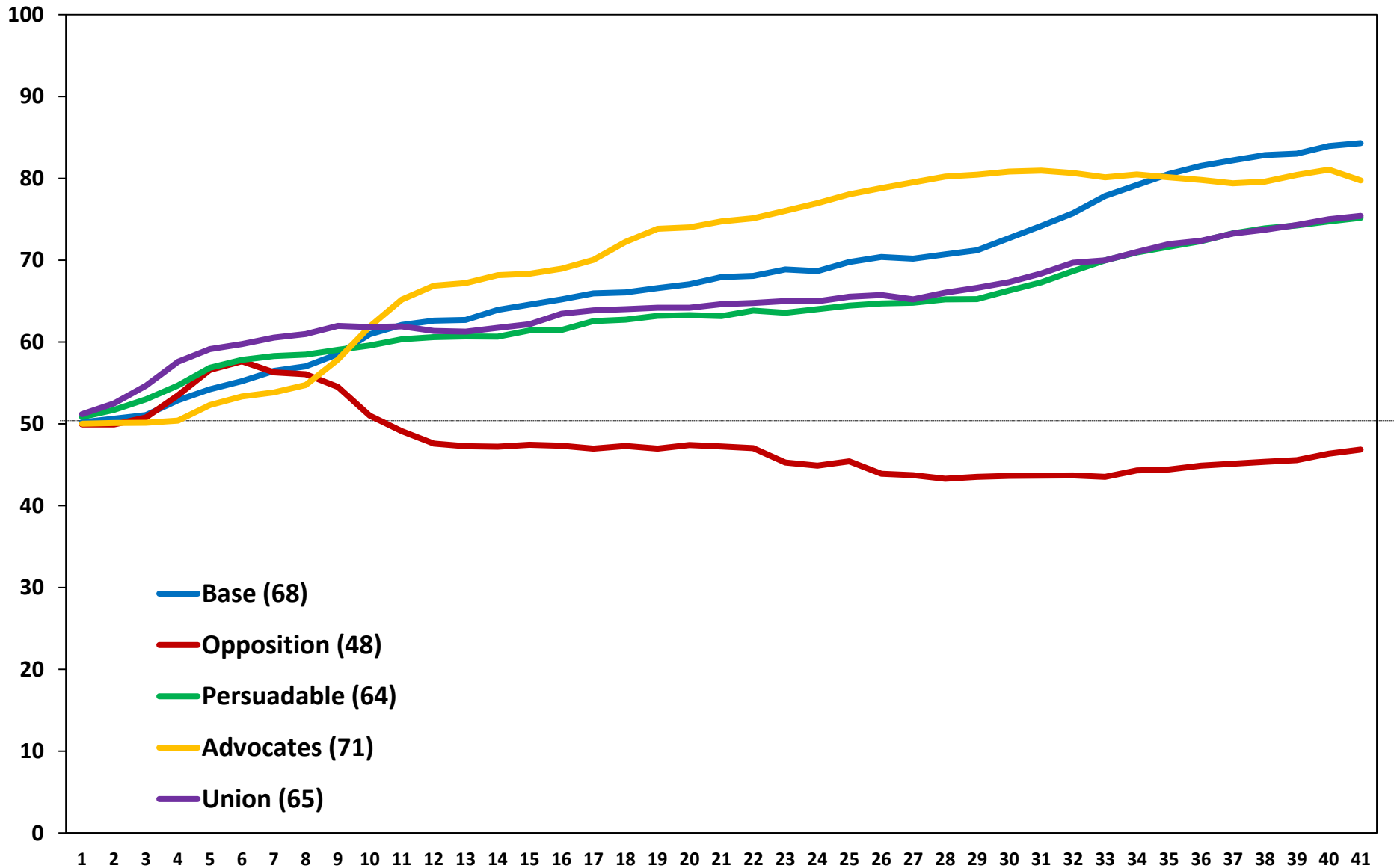
How convincing did you find this message?

100 – very convincing

Total 51-100



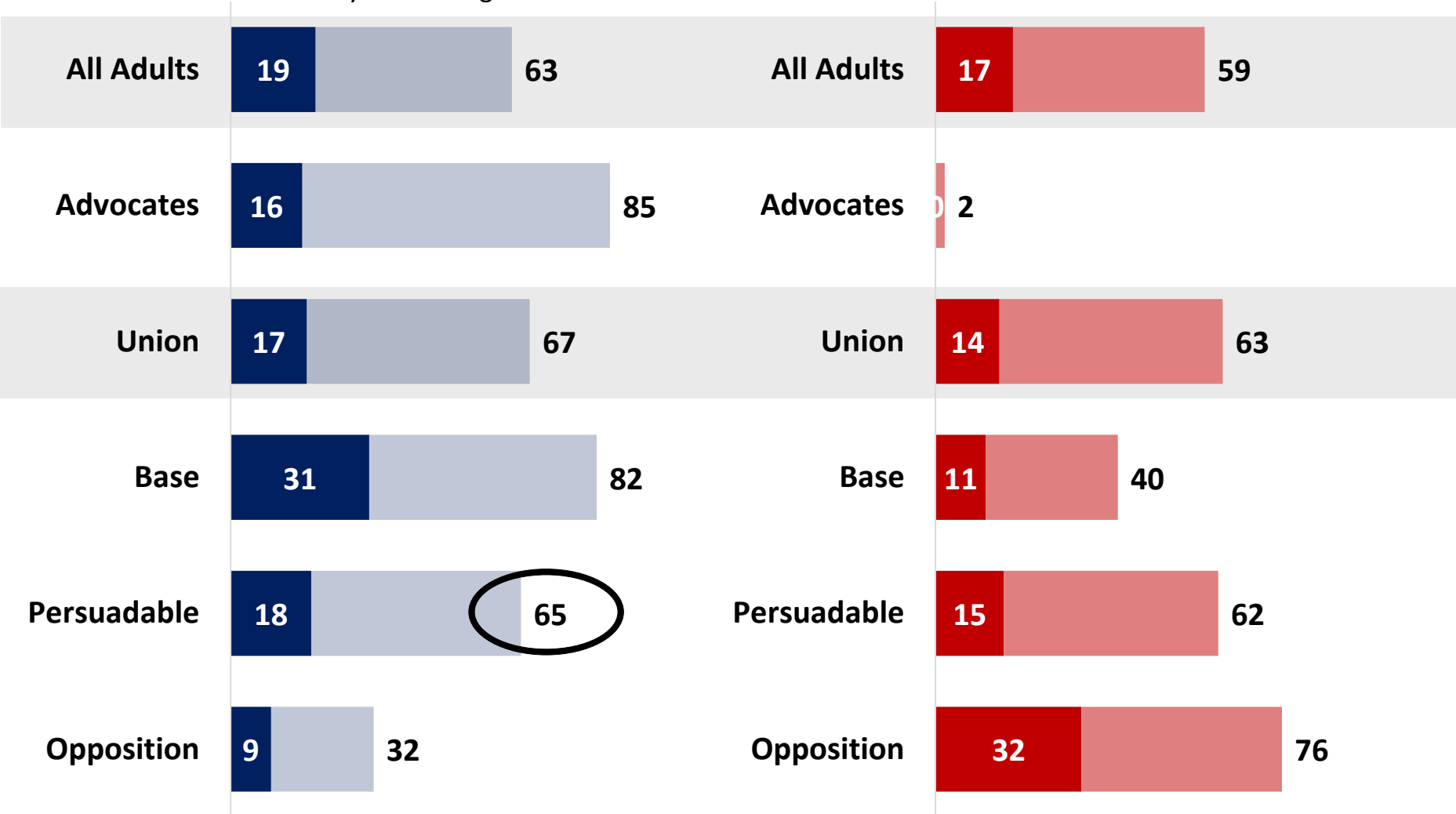
# Colorblind Economic Populism



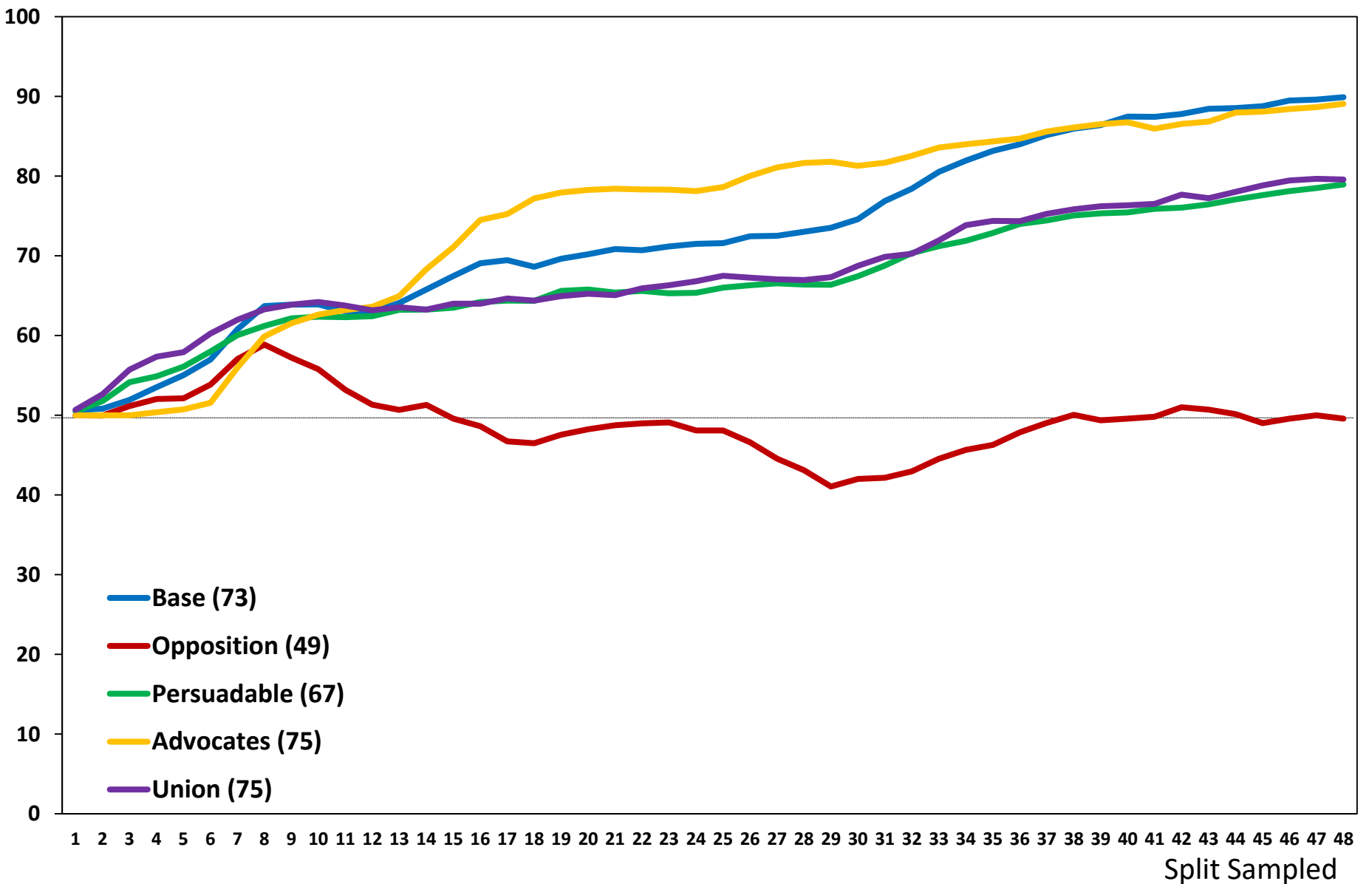
# Colorblind Economic Populism

How convincing did you find this message?

100 – very convincing    Total 51-100



# Working People



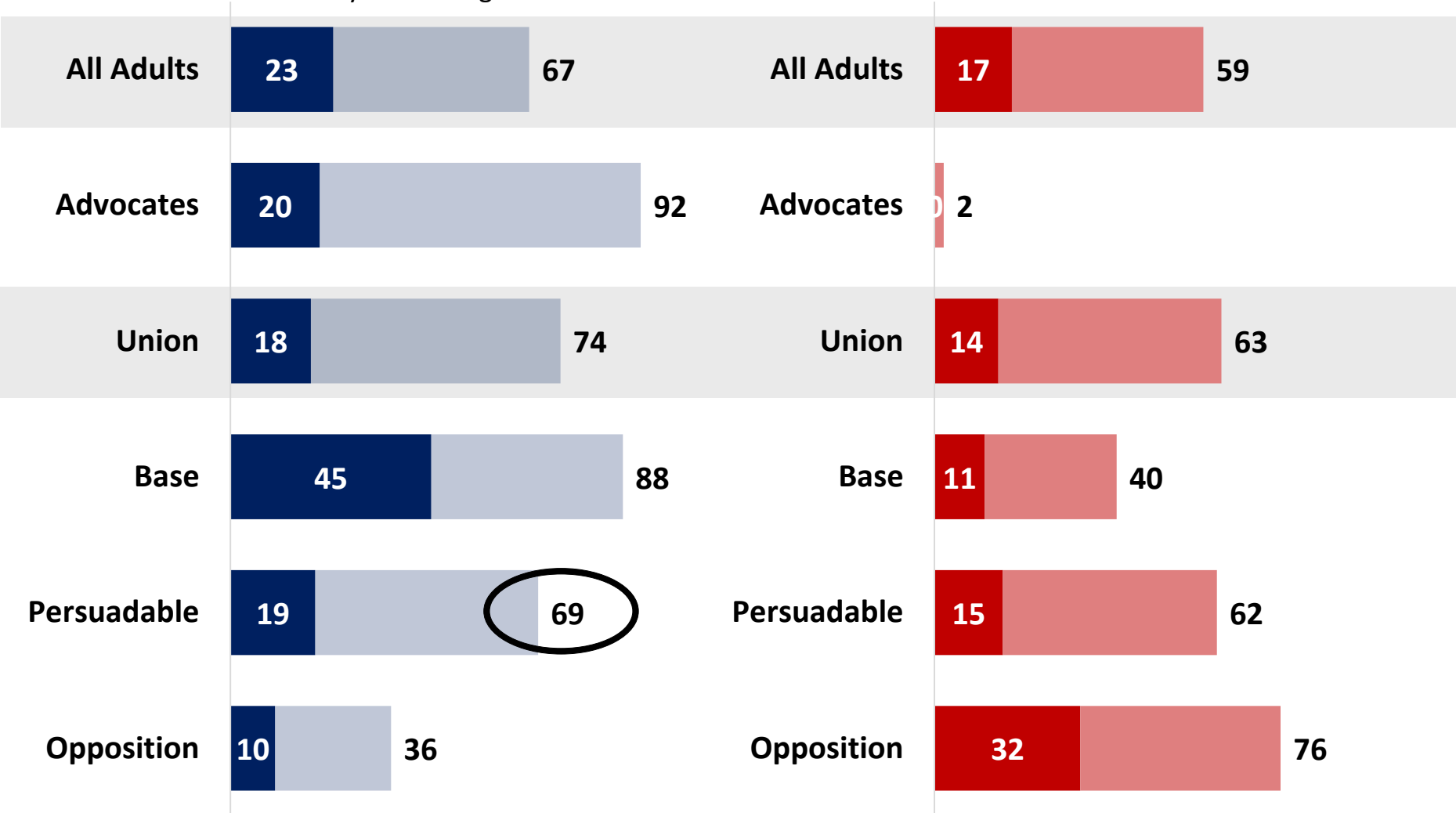


# Working People

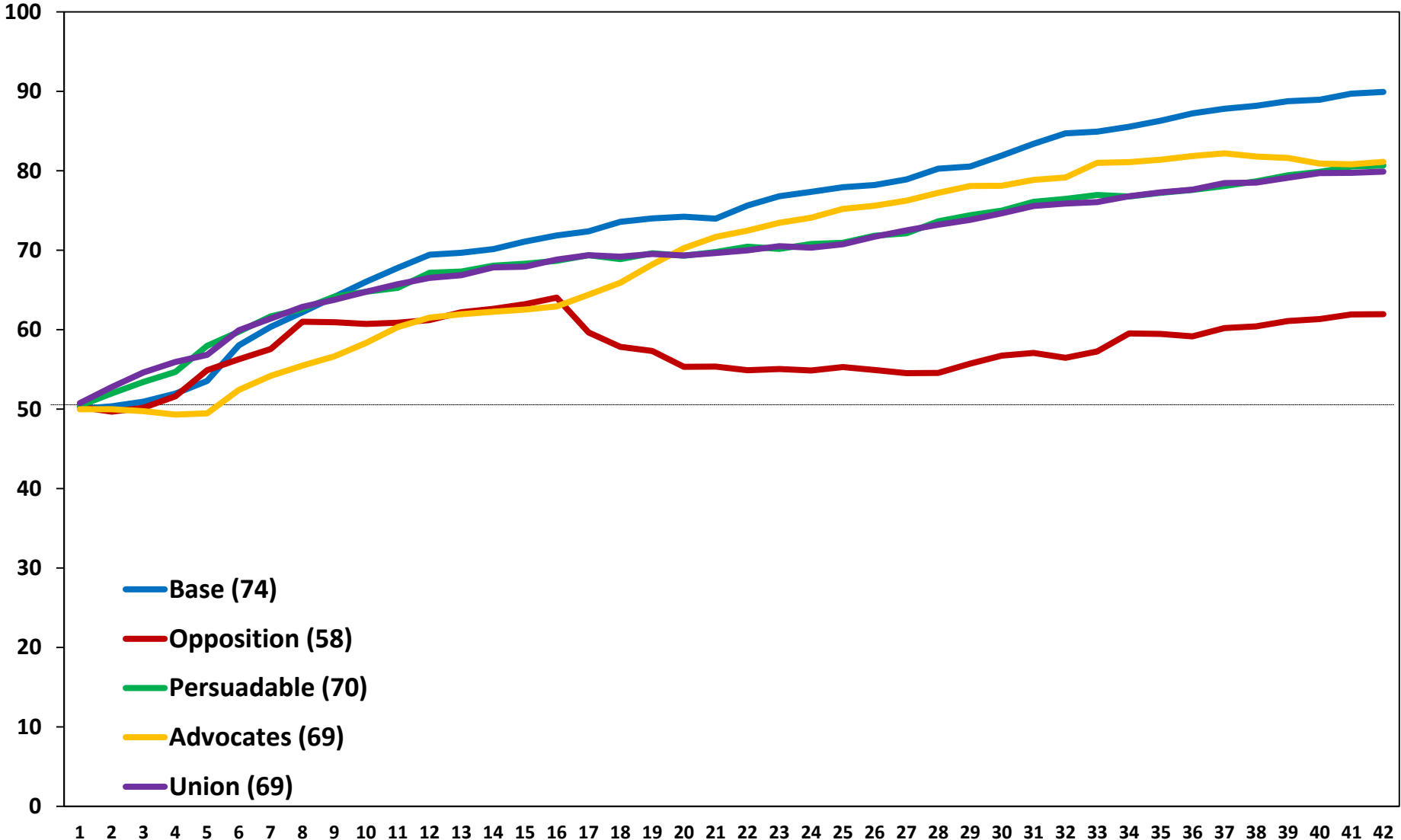
How convincing did you find this message?

100 – very convincing    Total 51-100

**Opposition**



# America's Strength



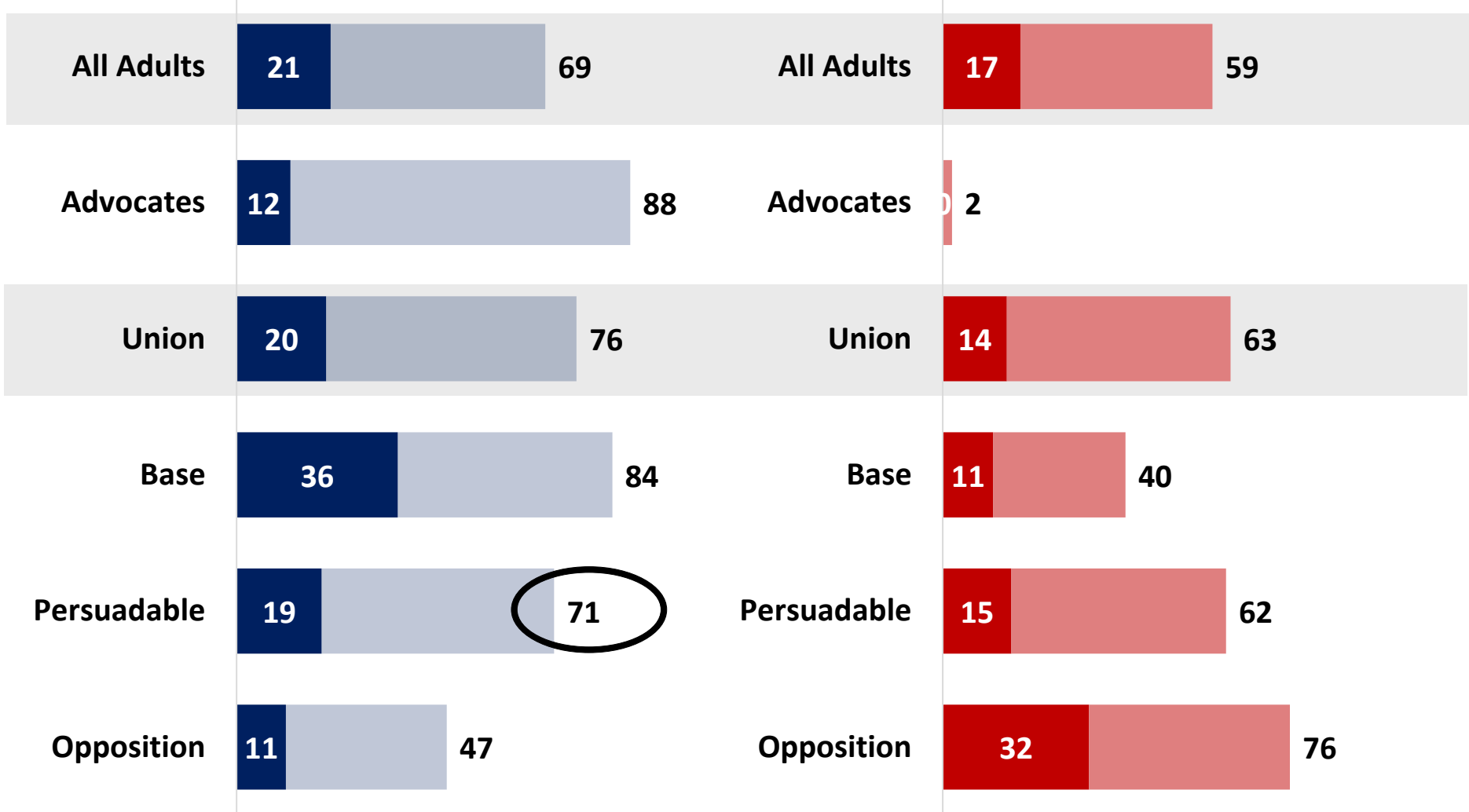
Split Sampled

# America's Strength

How convincing did you find this message?

100 – very convincing    Total 51-100

**Opposition**

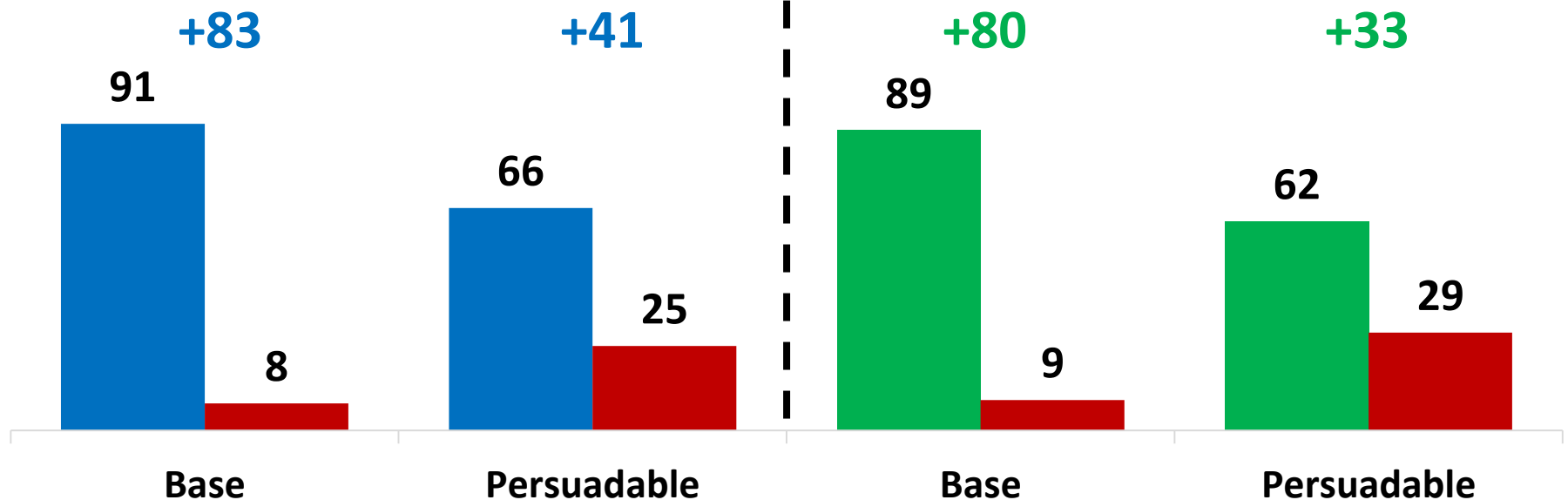


# Adding race improves progressive economic populism...

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 people struggling to make ends meet

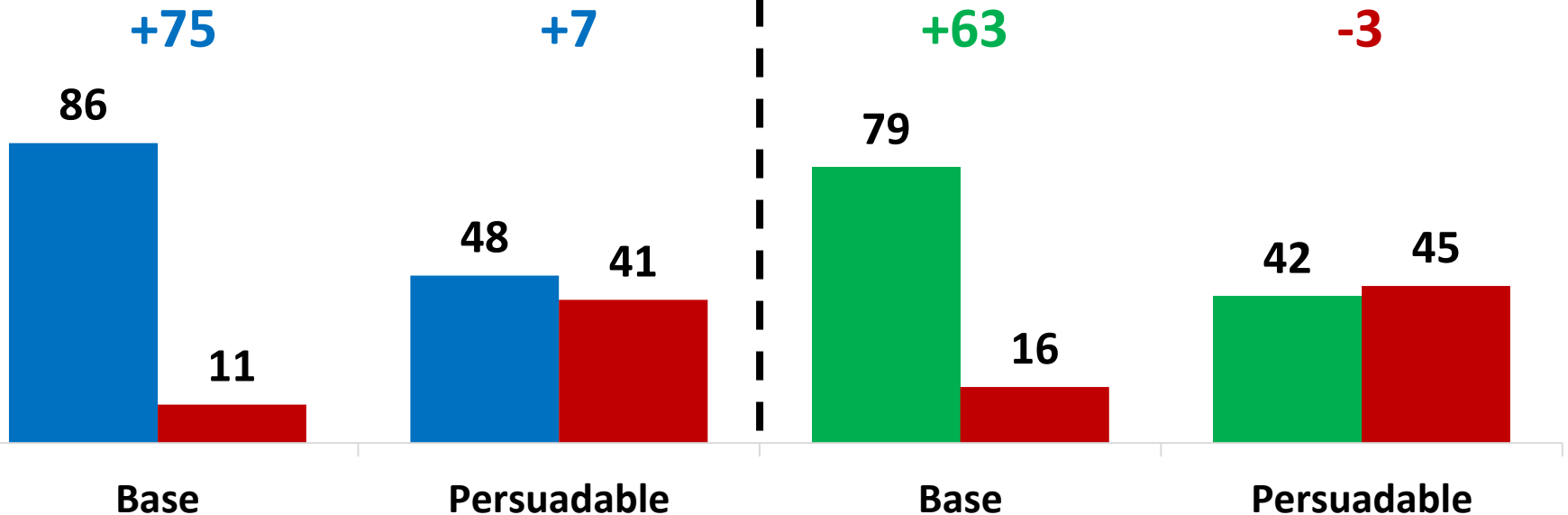


# Calling out divisive tactics with explicit reference to race beats opposition race baiting on immigration...

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

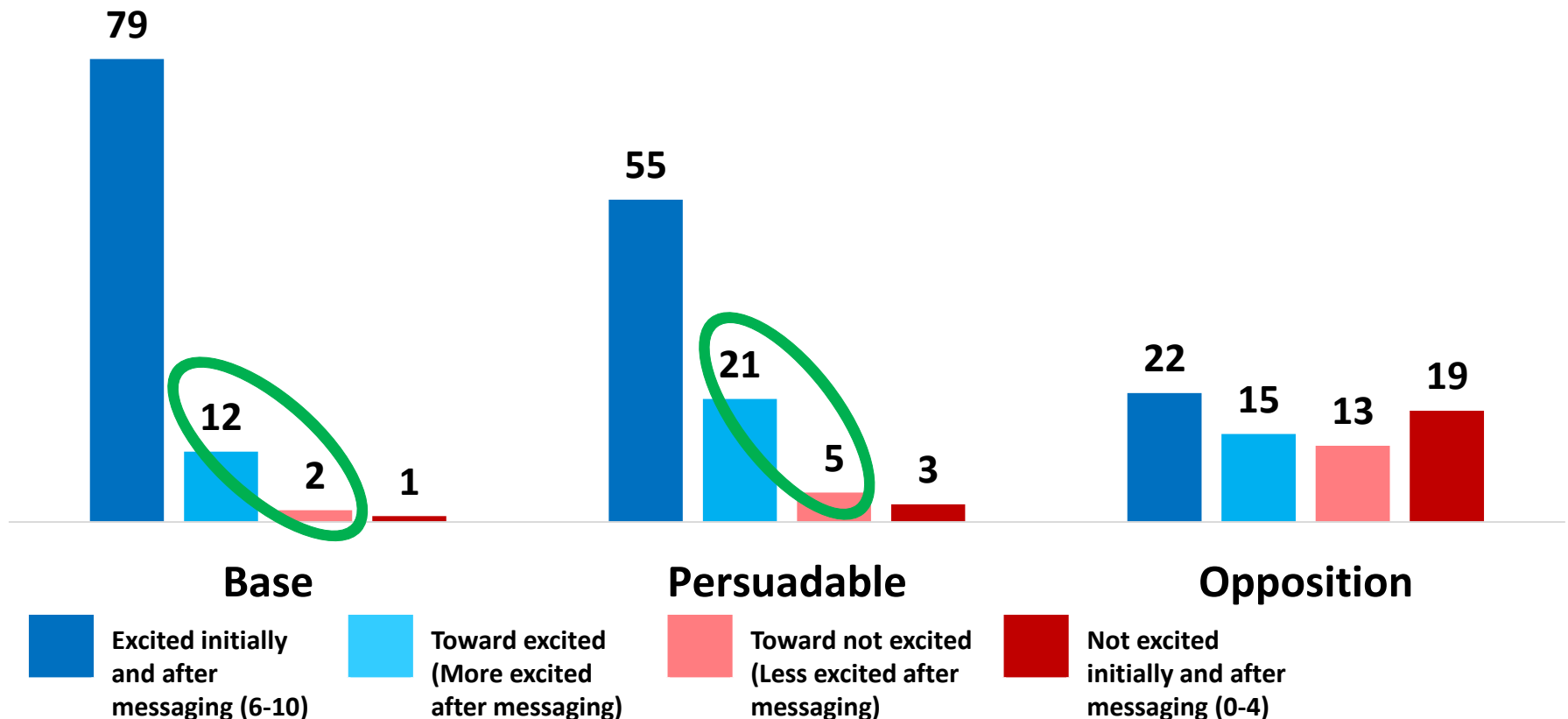
We need elected leaders who will reject the divide and conquer tactics of their opponents and put the interests of working people first, whether we're white, Black or brown

We need elected leaders who will reject the divide and conquer tactics of their opponents and put the interests of working people first



# Increased desire to take action with “people across racial differences,” especially among persuadables.

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)



Split Sampled

# After hearing messages, respondents move toward *greater* support for our policies

Do you favor or oppose each of the following policies:

All Adults

Toward Favor

Toward Oppose

Make it easier for people to join together in union to negotiate a fair return on their work

25

5

Overhaul our criminal justice system to eliminate racial and other biases

23

6

Create a fair immigration process that keeps families together and includes a roadmap to citizenship for current immigrants

20

7

End discrimination against people of color in jobs, housing, and education

18

4

Expand Medicare to ensure healthcare for all Americans

17

4