

Race-Class Narrative

A closer look at Persuadables

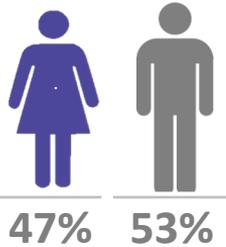


From national online survey of
adults from April 2018



Demographics of Persuadable Adults Nationwide 2018

GENDER



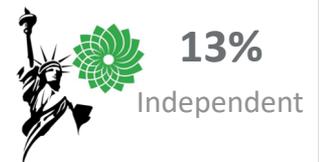
AGE

Under 30	27%
30-39	20%
40-49	17%
50-64	23%
65+	13%

EDUCATION

High School or Less	34%
Post-H.S. / Non-College	36%
College Graduate	22%
Post-Graduate	9%
College Grad or Post Grad	31%

PARTY IDENTIFICATION



RACE

White	63%
African American/Black	12%
Hispanic/Latino	16%
Asian	6%
Native American	1%
Other	1%

REGION



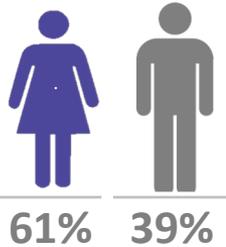
Northeast	19%
Midwest	21%
South	38%
West	22%

MARITAL STATUS

Married	45%	Single	31%
Unmarried	55%	Separated/Divorced	9%
Unmarried with Partner	9%	Widowed	5%

Demographics of Base Adults Nationwide 2018

GENDER



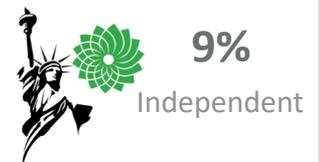
AGE

Under 30	19%
30-39	15%
40-49	14%
50-64	30%
65+	21%

EDUCATION

High School or Less	25%
Post-H.S. / Non-College	48%
College Graduate	21%
Post-Graduate	6%
College Grad or Post Grad	27%

PARTY IDENTIFICATION



RACE

White	56%
African American/Black	19%
Hispanic/Latino	18%
Asian	4%
Native American	1%
Other	2%

REGION



Northeast	19%
Midwest	23%
South	33%
West	24%

MARITAL STATUS

Married	33%	Single	32%
Unmarried	65%	Separated/Divorced	16%
Unmarried with Partner	11%	Widowed	6%

Our strongest messages with persuadable Democrats were “America’s Strength” and “Working People.” Persuadable Independents find both messages more convincing than “Colorblind Economic Populism” and the “Opposition” message. Persuadable Republicans find “America’s Strength” as convincing as the “Opposition” message.

Message Ratings among Persuadable Adults

	Convincing						Mean Dial Rating		
	% Rate 100			% Rate 50-100			Dem Pers.	Ind Pers.	Rep Pers.
	Dem Pers.	Ind Pers.	Rep Pers.	Dem Pers.	Ind Pers.	Rep Pers.			
America’s Strength	24	8	18	78	59	70	71	66	71
Working People	25	12	16	77	57	67	69	64	66
Colorblind Economic Populism	20	19	15	75	53	62	66	59	64
Opposition	14	11	19	61	48	71	65	61	70

Both college educated and non-college educated adults find “America’s Strength” and “Working People” more convincing than “Colorblind Economic Populism” and the “Opposition” message.

Message Ratings among all Adults, by College Education

	Convincing				Mean Dial Rating	
	% Rate 100		% Rate 50-100		College	Non-college
	College	Non-college	College	Non-college		
America’s Strength	19	22	72	68	69	68
Working People	20	24	72	65	68	64
Colorblind Economic Populism	17	20	67	62	64	61
Opposition	11	20	56	60	62	65

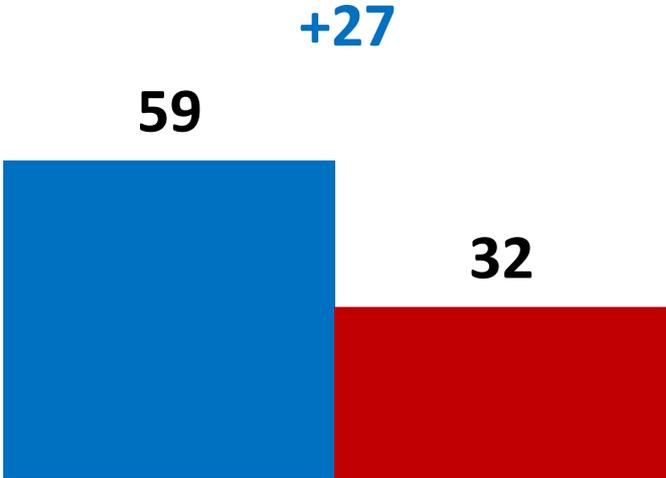
Among persuadable Democrats, an explicit mention of race significantly improves our call to reject divide and conquer tactics.

Which of the following comes closer to your opinion?

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

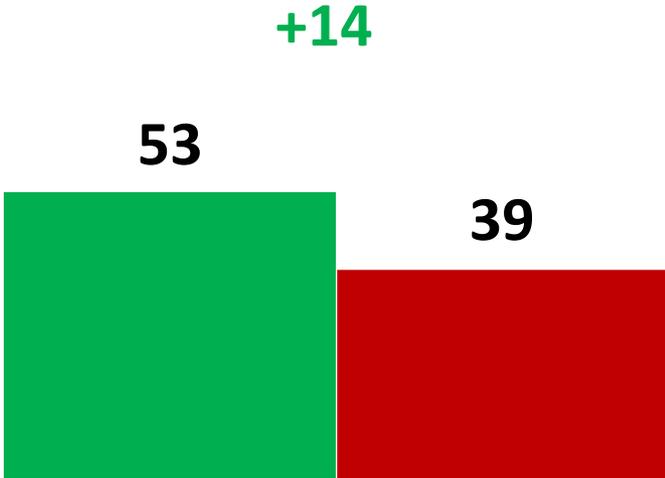
We need elected leaders who will reject the divide and conquer tactics of their opponents and put the interests of working people first, whether we're white, Black or brown

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



+27

Persuadable Democrats



+14

Persuadable Democrats

Split Sampled

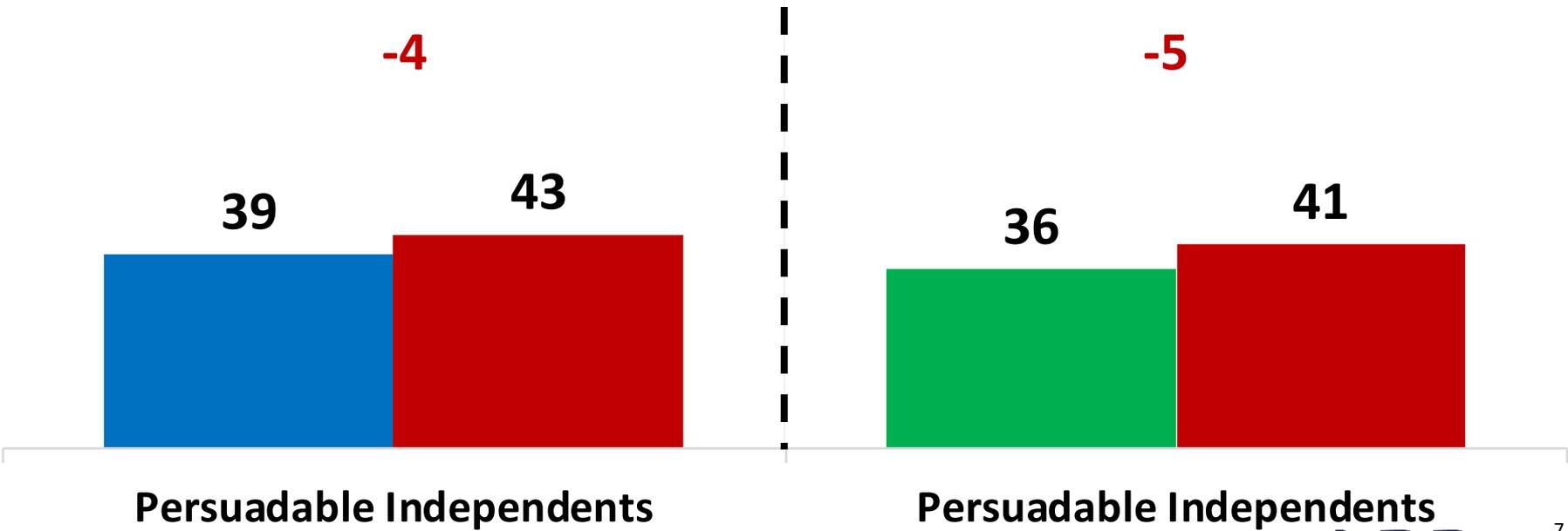
Persuadable Independents are more divided than persuadable Democrats, but an explicit mention of race does marginally better.

Which of the following comes closer to your opinion?

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 the working people first



Split Sampled

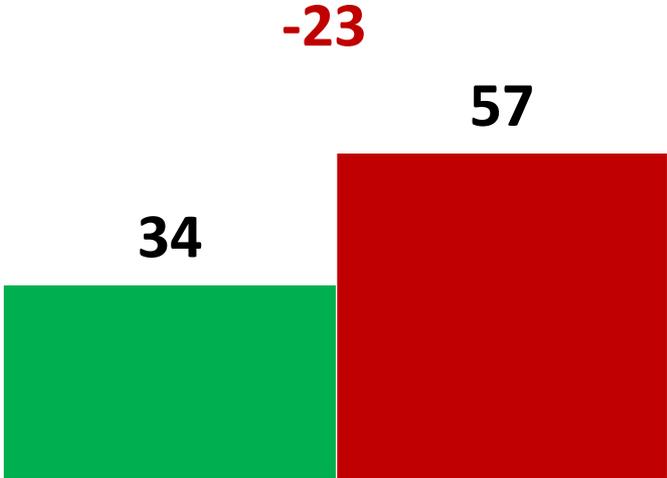
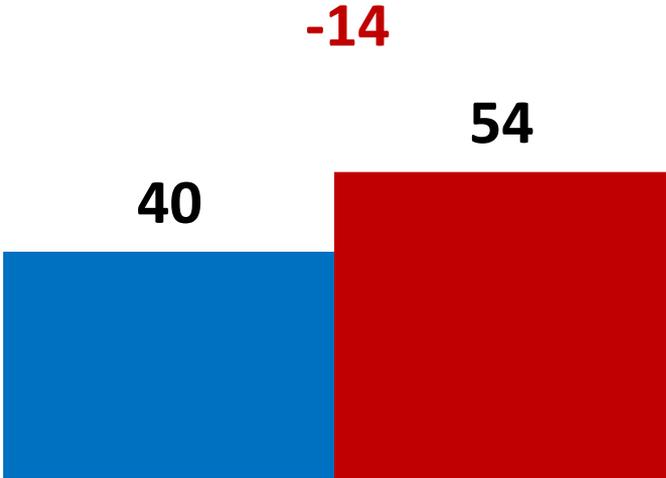
Even among persuadable Republicans, explicitly mentioning race improves the effectiveness of calling out divide and conquer tactics.

Which of the following comes closer to your opinion?

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 the working people first



Persuadable Republicans

Persuadable Republicans

Split Sampled

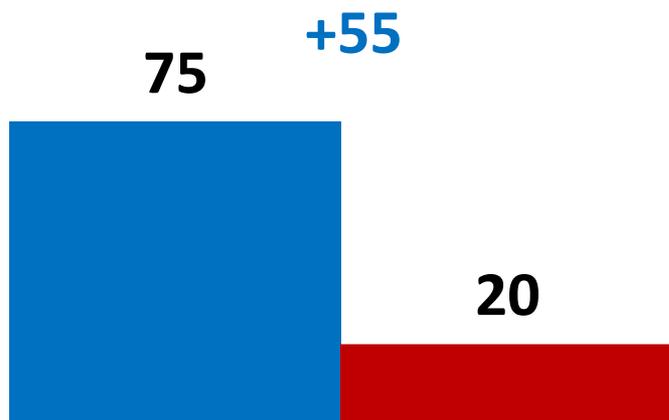
Our policy agenda generates greater support among persuadable Democrats against a traditional fiscal conservative agenda when we include an explicit mention of race.

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

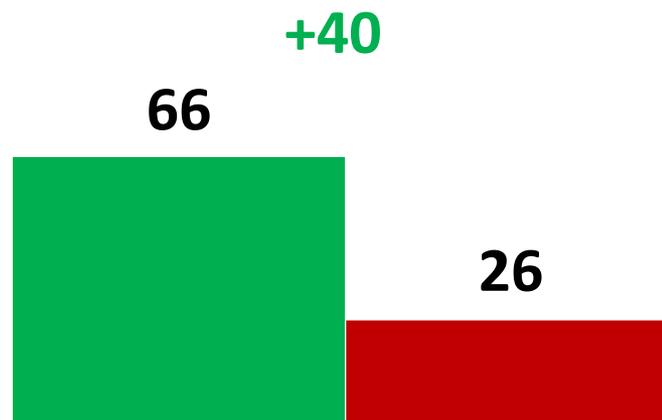
To make life better for working people we need to invest in education, create better paying jobs, and make healthcare more affordable for white, Black, and brown people struggling to make ends meet

To make life better for working people we need to invest in education, create better paying jobs, and make healthcare more affordable for people struggling to make ends meet



Persuadable Democrats

+55



Persuadable Democrats

+40

Split Sampled

Fewer persuadable Independents agree with a conservative world view when we include an explicit mention of race in our policy agenda.

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 people struggling to make ends meet

+43

61

18

Persuadable Independents

+39

61

22

Persuadable Independents

Split Sampled

Persuadable Republicans prefer our policy agenda with or without an explicit mention of race.

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 people struggling to make ends meet

+23

+27

58

35

61

34

Persuadable Republicans

Persuadable Republicans

Split Sampled

Persuadable adults across party lines say they are more likely to vote for candidates when they speak out against those who divide us along racial and ethnic lines.

If a candidate for Congress spoke out against others who divide us along racial and ethnic lines, would that make you more or less likely to **VOTE** for the candidate or would it make no difference?

By Party ID

