

Economic Messaging for Latinos

Hosted by Somos Votantes, Equis Labs, and Winning Jobs Narrative



About Equis

Equis is a set of organizations working to create a better **understanding** of Latinos, **innovate** new approaches to reach and engage them, and **invest** in the leadership and infrastructure for **long-term change and increased engagement**.

Our work includes:

- Key States Series
- Avalanche messaging research
- “Dems Care” digital test
- Spanish economic messaging test with Somos Votantes



About Winning Jobs Narrative: Core Project Team



Melissa Morales



**Ineke Mushovic
Sean Lund**



**Bobby Clark
Ben Goldfarb**



**Amy Levin
Lindsay Vermeyen**



**Terrence Woodbury
Joshua Doss**



**Meg Bostrom
Axel Aubrun**



Kate Snyder



David Winkler



Alvina Vasquez



Phase 1

May - July 2021

Phase 2

September 2021 -
March 2022

Phase 3

December 2021-
present

Scan of Existing Research

Review and analyze dozens of research projects over nearly two decades

In-Depth Qualitative Research

Nearly 3,000 listening-focused conversations with voters via online journals, focus groups, deep canvassing, ethnographies - including rural voters.

Quantitative Research

Total of 51,771 survey interviews to date, including mindset and messaging surveys (English & Spanish), A/B testing – including rural voters.

The Challenge





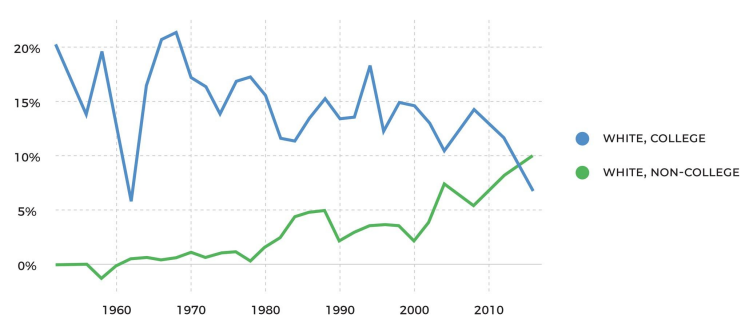
Working Class Voters Are Shifting Away from the Left

Specifically, Non-College Voters

Democrats continue to lose support from non-college voters, who make up the majority of the electorate - 63% in 2020.

White non-college voters have been shifting right for decades.

PERCENT IDENTIFYING AS REPUBLICAN RELATIVE TO NATIONAL AVERAGE



Source: ANES and Data for Progress Calculations
<https://www.vox.com/policy-and-politics/2019/12/17/21011079/senate-bias-2020-data-for-progress>

More recently, there have been **significant shifts** among non-college POC.

2012 Margin **67%**

2020 Margin **48%**

Source: Catalyst



Losing Ground on Culture

“The economy is not just the economy. Where the debate gets interesting is where it plugs into identity and values. “Hard work” is the #1 phrase you hear in focus groups with Latino voters.”

–Carlos Odio,
Equis Research

The “economy” is also identity, values, and culture.

Two key problems:

Who’s for me?

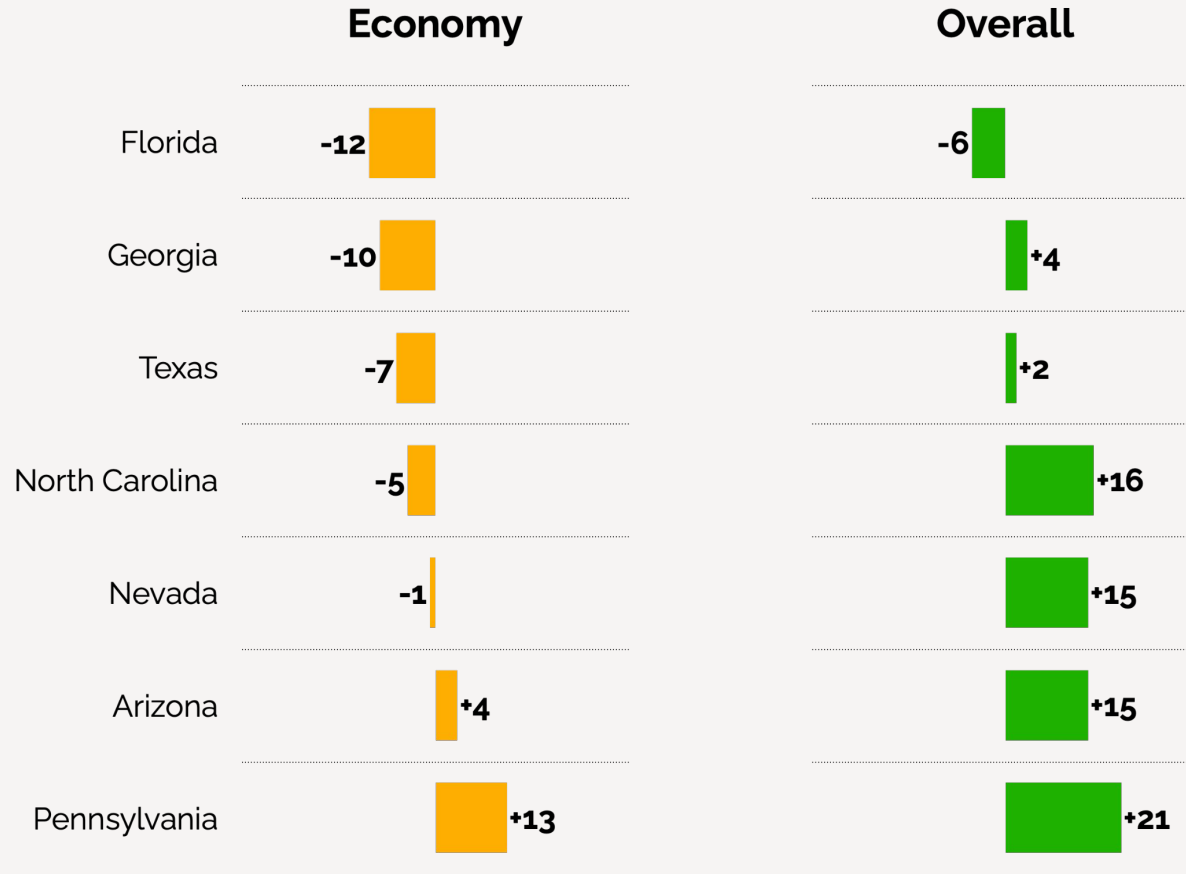
Not Democrats. Voters think that Democrats care more about the poor than about them, by a large margin. And they don’t trust Democrats to look out for their economic well-being.

Who’s more like me?

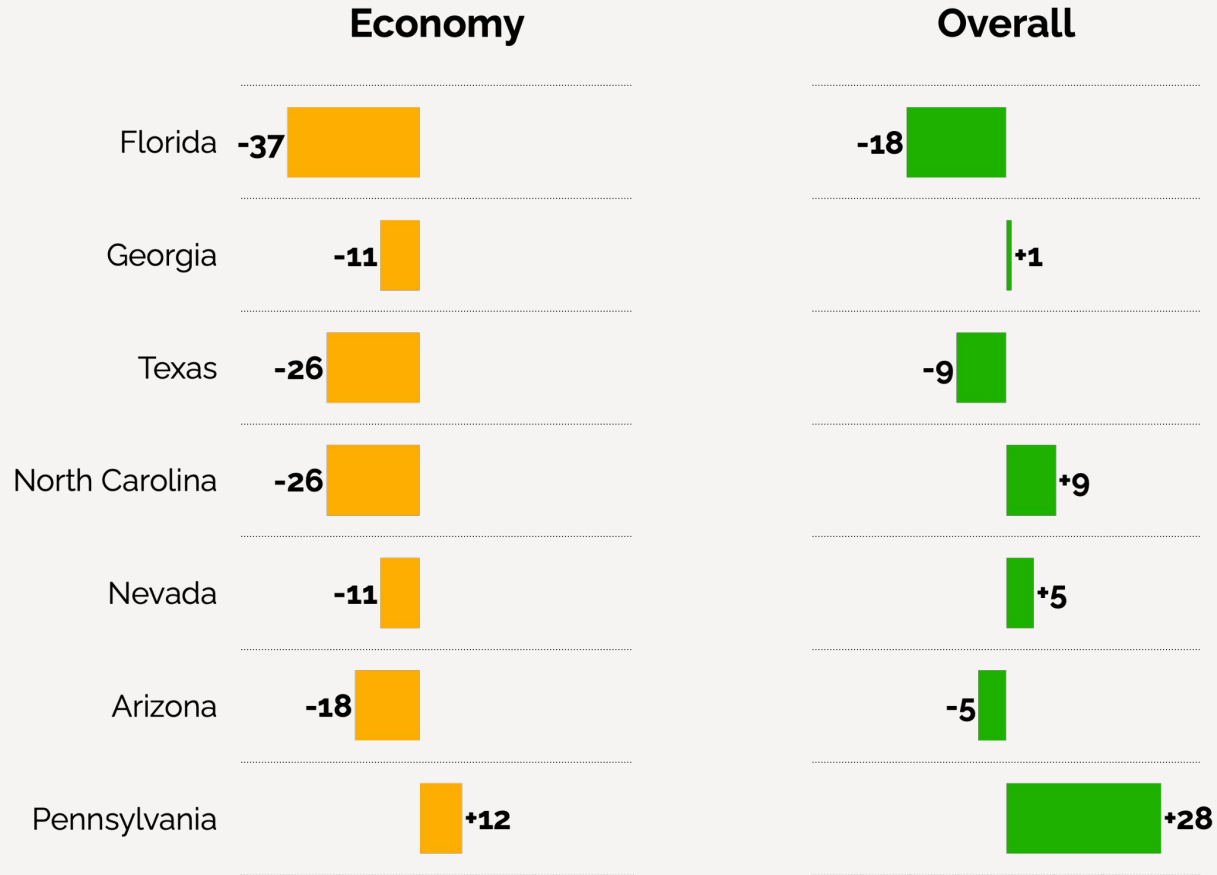
Republicans. Voters think that it’s Republicans, more than Democrats, who respect and value hard work.

Net Biden Job Approval

Late 2021/Early 2022 (Approve - Disapprove)



Net Biden Job Approval
Summer 2022 (Approve - Disapprove)



The most common hope for the next year is 'improved economic well-being' (including lower cost of living & better jobs).

Soft partisans and non-voters report this hope more than others.

[Hopes] What do you most hope will happen in the United States in the next year to improve the lives of people like you? (Open)

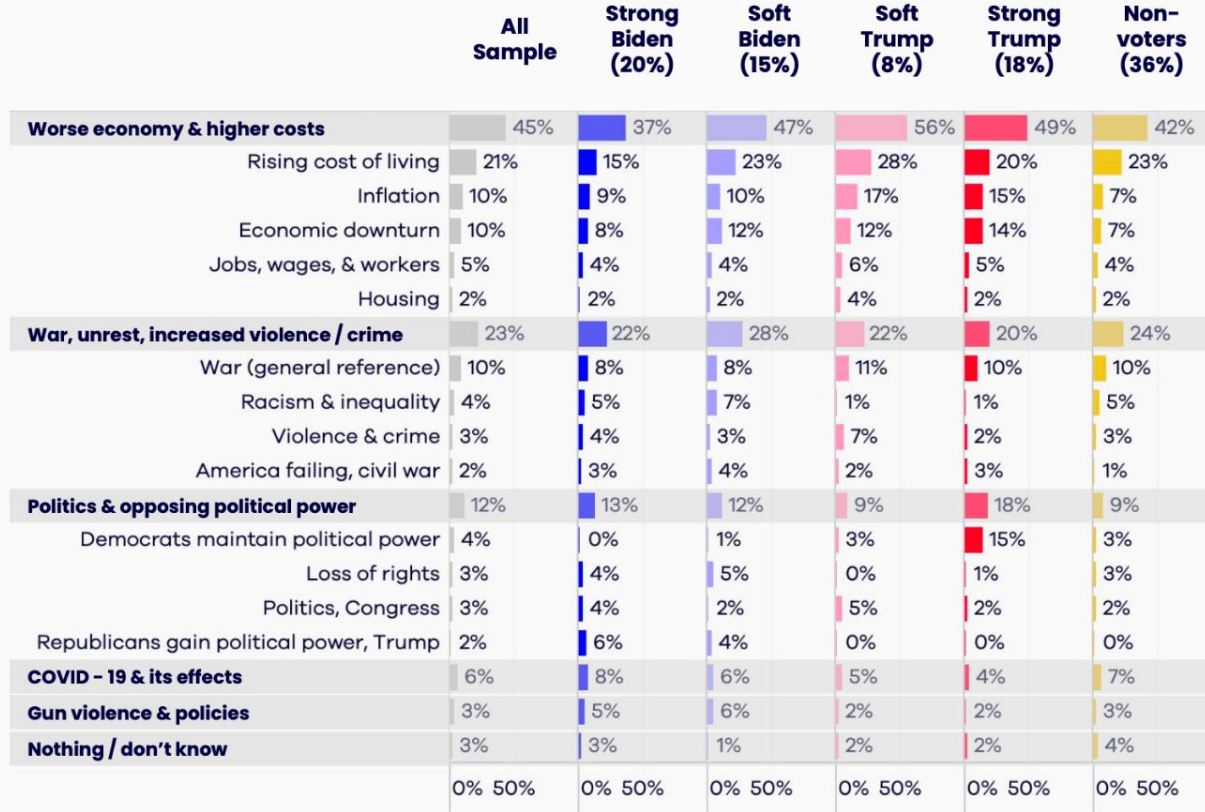
	All Sample	Strong Biden (20%)	Soft Biden (15%)	Soft Trump (8%)	Strong Trump (18%)	Non-voters (36%)
Improved cost of living, jobs, economy	46%	41%	51%	50%	41%	48%
Lower cost of living	14%	10%	17%	15%	13%	15%
More / better jobs	12%	11%	13%	9%	9%	14%
Better economy	9%	10%	9%	8%	11%	7%
Control inflation	6%	4%	6%	13%	7%	5%
Financial support generally	4%	5%	3%	4%	3%	5%
Better & affordable healthcare	3%	4%	6%	6%	1%	3%
Better & affordable education	3%	2%	2%	3%	1%	4%
Change in politics / government	14%	12%	13%	16%	25%	10%
Gov't & congress change, take action	10%	7%	11%	16%	15%	8%
Democrats / Biden change	2%	2%	1%	0%	7%	1%
Republicans / Trump change	2%	3%	1%	0%	6%	1%
Equality, unity, & general well-being	14%	13%	17%	10%	11%	15%
More equality	5%	6%	8%	3%	1%	6%
Less hate, more unity	4%	4%	5%	5%	5%	4%
General wellbeing	2%	2%	2%	2%	4%	2%
Safety, improving crime and violence	6%	5%	7%	6%	2%	7%
Addressing gun violence	5%	8%	11%	3%	1%	5%
COVID ending	5%	9%	3%	4%	4%	4%
Nothing	1%	3%	1%	0%	1%	1%
Don't know	2%	1%	2%	1%	1%	3%
	0% 50%	0% 50%	0% 50%	0% 50%	0% 50%	0% 50%



Across vote choice, the top fear for the next year is a worsening economy & rising costs.

Latino voters are nearly 4x as likely to cite economic fears as political fears.

[Fears] What do you most fear will happen in the United States in the next year that would make things harder for people like you? (Open)



Latino voters cite 'Rising costs, jobs, & the economy' most often as how elected officials could improve their lives, followed by 'improving politics & making real change.'

Gun violence is top of mind for a small, but notable group of Biden voters.

[Elected Priority - Open] What is one thing that elected officials could do to improve your life within this year? (Open)

	All Sample	Strong Biden (20%)	Soft Biden (15%)	Soft Trump (8%)	Strong Trump (18%)	Non-voters (36%)
Rising costs, jobs, & the economy	43%	35%	51%	55%	46%	41%
Rising costs of living	17%	14%	18%	23%	19%	15%
Economy	9%	9%	11%	13%	10%	7%
Jobs, pay, & workers	9%	8%	12%	8%	8%	9%
Money & finances	9%	6%	10%	10%	7%	10%
Inflation	5%	5%	6%	10%	7%	3%
Politics & opposing political power	22%	23%	23%	17%	26%	20%
Improve politics, make real change	19%	21%	20%	14%	21%	17%
Biden and the Left	2%	1%	1%	3%	4%	1%
Democracy & voting	2%	1%	3%	1%	1%	2%
Gun violence and safety	8%	9%	12%	5%	4%	8%
Gun violence	5%	7%	9%	2%	1%	5%
Safety, crime, and violence	3%	2%	4%	4%	3%	4%
Equal rights & equality	3%	7%	3%	1%	2%	2%
Health & healthcare	4%	5%	5%	3%	1%	4%
COVID & its effects	1%	1%	1%	0%	1%	1%
Nothing / Don't know	5%	6%	2%	1%	2%	7%
	0% 50%	0% 50%	0% 50%	0% 50%	0% 50%	0% 50%

The Mindset





What Do People Think of the Economy & How it Works?

COVID may have helped people see more clearly how their work and spending matters in the overall economy.

Middle-Out concepts dominate...

“Hardworking families and small businesses are the backbone of this country's economy.” - AA woman, Focus Group Participant

“A healthy middle class would be a healthy economy.”
Asian-American man, focus group participant

“I think that the middle class **is who actually puts their money back into the economy...**[I]f our middle class is in a better place, the economy [is] better.”
- Latina, Focus Group Participant

“[We should measure the health of the economy by] **the small business down the street that's putting money into the community.**”
-White Woman, Focus Group Participant

...but “trickle-down” hangs on.

We know that it doesn't trickle down...
At the same time, there's a point to that. You need employers to create jobs - that requires not having a regulatory burden too high.
52-year old liberal White man,
ethnographic interview in PA

Even though small businesses do help with local economies, we still live in a capitalistic society. **Big business drives America, and those are the companies hiring most of the people.** - AA man, focus group participant



What's Voters' Experience with the Economy?

Inflation concerns dominate.

COVID still disrupts the lives of many, particularly lower income people, but supply chain disruptions and rising costs affect the vast majority. Economic insecurity isn't new, but the stress and anxiety of living on the edge is more extreme. Even with wage increases, everything feels unstable. Everyone has numerous, ready examples of how rising costs are straining them. People generally understand that inflation is

demand exceeding supply, and attribute rising costs primarily to disruptions from COVID, here and abroad, as well as energy shortages. Talk of stimulus and spending can easily trigger concerns. And surprising things can trigger concerns, like "rebuilding supply chains." There's broad awareness of lower labor costs abroad making things cheaper for American consumers. If we build it here what will it cost?

"Inflation is killing us. We could barely go to the grocery. Gas is way up. . . There are some jobs, but they're not really, how do I say, high paying jobs." - Latino, focus group participant

*"[Rebuilding supply chains in America] would absolutely help with the job situation, which would help with the economy. **However, our costs would be higher.**"*
-White Woman, focus group participant

"I can tie it back to that influx of money that's been put into the economy, given to every household. . . because that created new consumer spending . . . It was like it caused new demands. . . It kind of always goes back to that government injection of money, stimulus, relief packages." - Latina, focus group participant



**We don't aspire to work hard.
We aspire to what we get from *being* hardworking.**

“I want to do well for myself and my family.”

This is about:

- Agency
- Autonomy
- Independence
- Freedom
- Personal Responsibility
- Love for Family



“I want to do my part in the larger community. We all get something in return—a fair shot at a good life.”

This is about:

- Contribution
- Mutual Responsibility
- Fairness
- Opportunity
- Community

Doing both of these things is deeply rewarding.

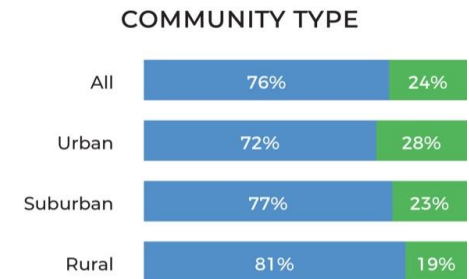
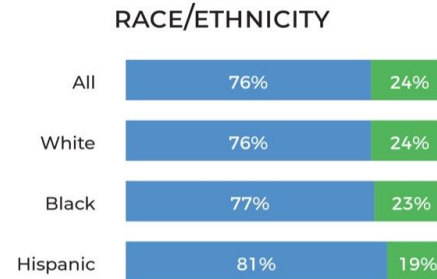
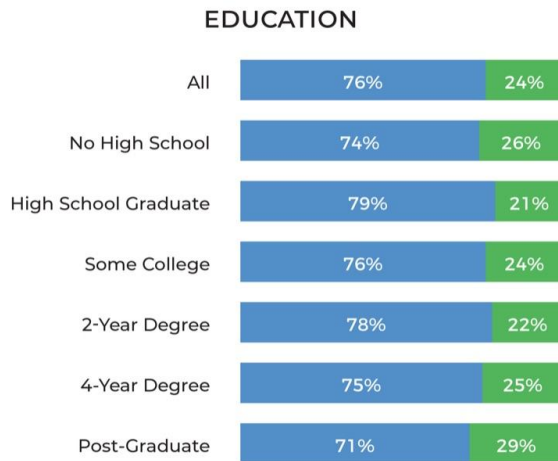


How important is hard work?

Very important—across race, education and place

WHICH OF THE FOLLOWING PLAYED A GREATER ROLE IN GETTING YOU WHERE YOU ARE TODAY?

● HARD WORK AND EFFORT ● LUCK AND CIRCUMSTANCE



Source: More in Common (2018)



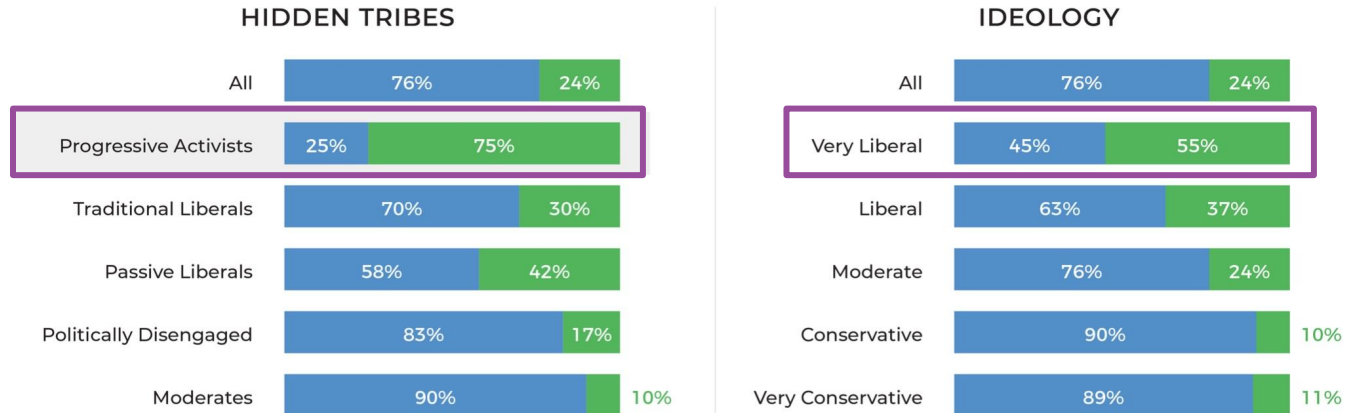
How important is hard work?

Centering the role of hard work affirms people's agency and autonomy.

Most Americans experience hard work and agency as determining forces in their lives. While this does not mean progressive advocates are wrong about the role of systemic injustice, it does mean that we need to speak with people based on their worldview if we want to connect with working people across race and place.

WHICH OF THE FOLLOWING PLAYED A GREATER ROLE IN GETTING YOU WHERE YOU ARE TODAY?

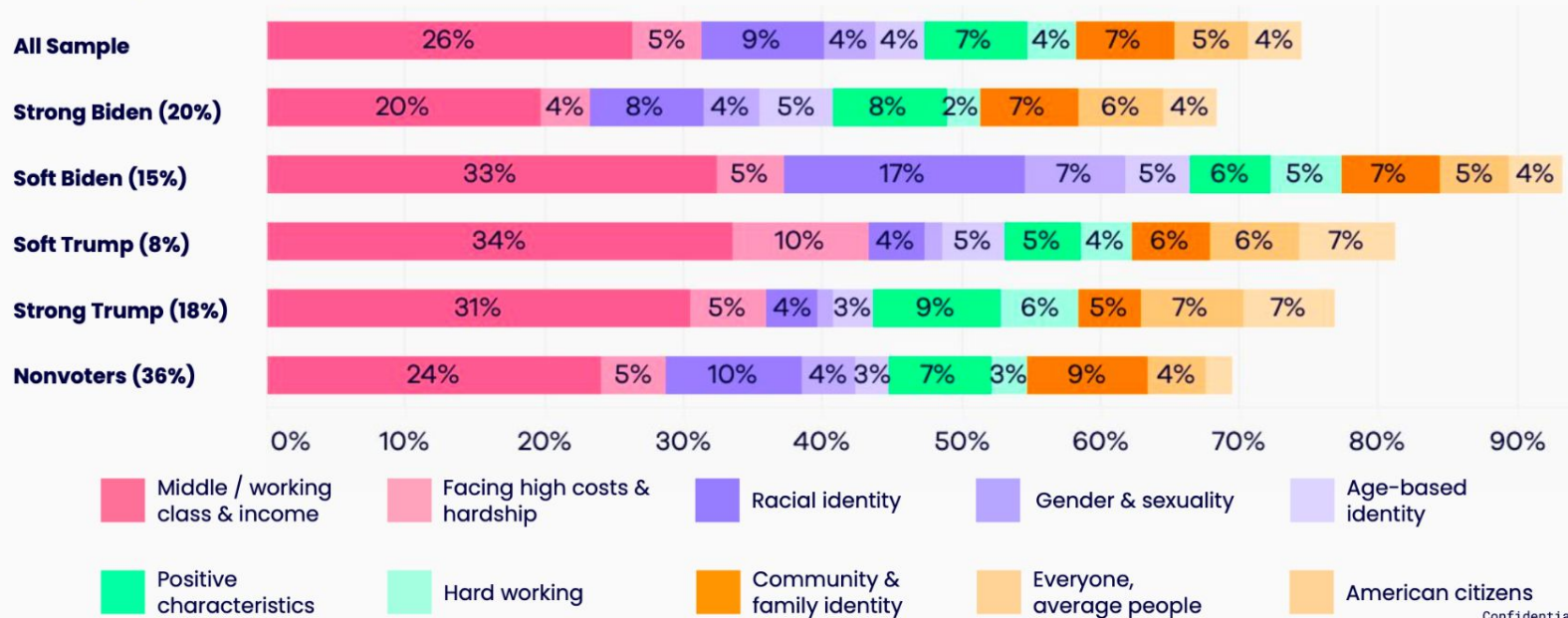
● HARD WORK AND EFFORT ● LUCK AND CIRCUMSTANCE



Source: More in Common (2018)

Middle / working class & income is the most common way Latino voters describe their identity (cited by 1 in 4). Racial identity is the strongest among Soft Biden voters.

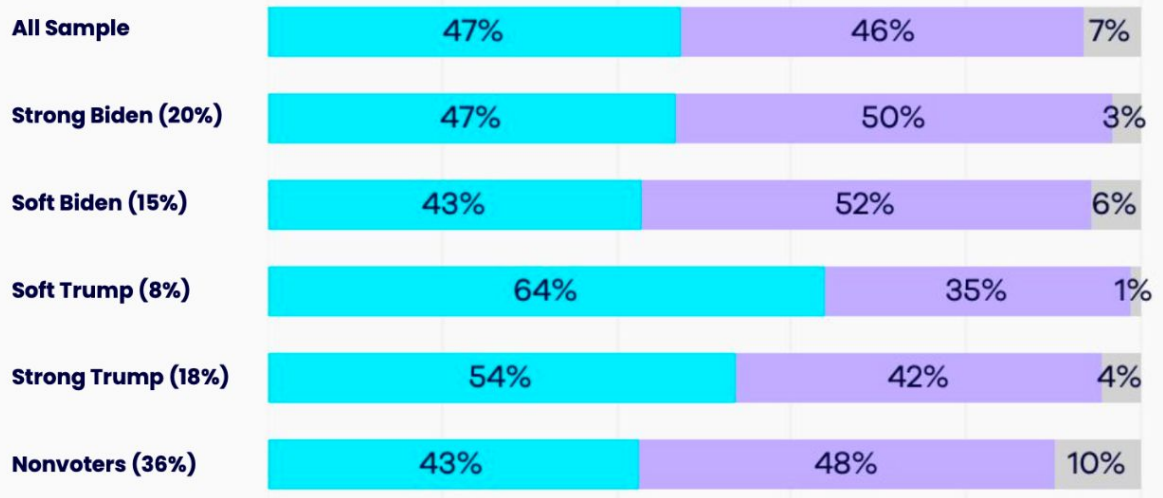
[Personal Community Identity] When you thought about "people like you" for the previous questions, what characteristics about you or your life were you thinking about? (Open)



Latino voters are evenly divided on their views on self-sufficiency vs. government help, but Soft Trump voters are most likely to prioritize self-sufficiency.

[Values: Assistance] Which of the following is closest to your view? (Closed)

- It's okay to rely on the government's help if someone really needs it, but it's important for people to work hard and be self-sufficient
- It's good to work hard, but due to an unfair economy it's important that the government helps people who are struggling
- Unsure





The Actors

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Our Narrative's Heroes



Working People

Working people—and their work, spending, and contributions—power our economy. Their personal agency is paramount, and people respond most favorably to messaging that respects that agency.

Small businesses may be the epitome of the working-person hero. Their initiative, responsibility, productivity, and contributions to their communities are broadly admired and top-of-mind.

Family farmers, like small business owners, are also emblematic of *working people*.

*“We’re not being rewarded for the hard work that we’re putting in . . . **The middle class is the backbone of the American economy. . . the consumers, the ones that are typically entrepreneurs** . . . Our success in the country shouldn’t depend solely on large corporations.”* - Latina, focus group participant

*“**Hardworking families and small businesses** are the backbone of this country’s economy.”* - Black woman, focus group participant

*“The backbone of the economy has always been **the working class**. Without the carpenters, truck drivers, welders, machinists, **farmers** the country would be broken. Good **honest hardworking people** who grow our food, bring it to market, build our homes.”* - White man, Independent, rural, AK, online journal participant



Not Heroes

...but also not categorical villains

71% agreement with the statement: "Corporations have responsibilities beyond their bottom line to their employees, customers, and communities."

SOURCE: Hattaway Communications, American Aspirations Project

Corporations

Corporations are a big part of the story. Most people respond negatively to categorical villainizing of corporations, but also believe that corporations have responsibilities beyond their bottom line - to their employees, customers, and the broader community.

And while corporations are seen as contributing (or having the potential to contribute) to broad economic well being, they also are often viewed as failing to live up to that potential and, instead, acting selfishly and unfairly.

"Greed" is far and away the word people use to describe bad corporate behavior. And size matters. "Giant" corporations are less trusted.

When research participants hear about policies focused on "job creation," they can hear that as money going to corporations that may not (and perhaps likely won't) benefit working people.

Online journals descriptions of responsibilities for businesses and corporations

Take care of employees

Give back to the community

Pay fair, good wages

Provide a safe workplace

Make good products or services

Customer service

Be eco-friendly

Make profit (shareholders)

Act with integrity/accountability

Have a respectful work environment





Not the Hero

...but instead a supporting character

Government

Voters aren't inherently opposed to an active role for government relating to jobs and the economy.

But there can be pushback about what government can actually accomplish. **And most people want their government to support them, not do “for” them—which can register as paternalistic.**

Concerns about spending are ever present.

Some also conflate government with corporations, apparently as being part of the elites who run things: “They gave us more money, and then they took it right back with higher prices.”

*“I would be concerned or skeptical about **investing money to create jobs. That's really business that creates jobs. What kind of jobs are you creating? I'd rather just invest in the American people.**”* - AA Man, focus group participant

*“[Aspects of BBB, like more affordable childcare and community college] **gives ownership to whomever wants to kind of take advantage** versus here's this job that was just kind of created or generated.”* - Latina, focus group participant

*“All these programs are great, **but how does this get paid for?** All we're doing is stacking it on top, which stokes inflation [and] creates all the other problems.”* - Latino, focus group participant

*“All of the money that **they've** given out for unemployment, **they** have to get that money back [and] to get that money back **they** have to raise the prices on everything so that way we're putting more money back into the economy.”* - Black Man, focus group participant



The Political Parties

Who cares about people like me?

Advantage: the Right.

That's an important question because there's evidence it can correlate with vote choice. And it certainly relates to whether voters think of leaders from either party as being relatable. Pretty consistently over time, both parties have some challenges here.

Republicans are seen as caring more about the rich, and Democrats as caring more about the poor. The problem for Democrats is that they are often perceived as caring about the poor by a much greater margin than Republicans are seen as caring about the rich.

Which party values work?

Advantage: the Right.

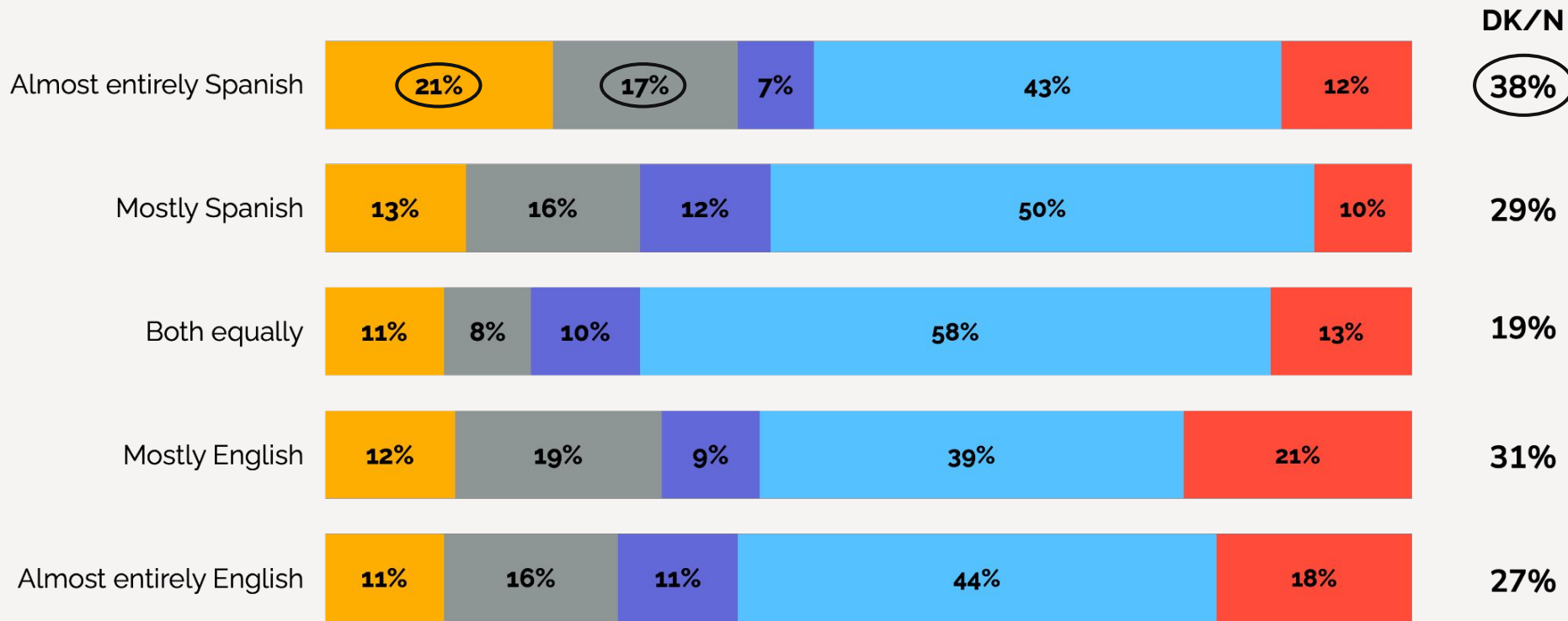
Republicans are generally seen as being more focused on the economy, whereas Democrats are often seen as more focused on other issues, including "social" issues.

Voters say they trust Republican more on handling the economy, and they give Republicans advantages on other metrics around the economy, like respecting and rewarding hard work (+8), creating opportunity (+6), and creating good paying jobs (+9). Remarkably, Republicans also seem to hold an advantage currently on fighting outsourcing (+25) - an important priority for working class voters, especially in rural areas.

Democrats are more associated with fighting for equality, promoting higher wages and better benefits.

Source: ALG Research national survey of likely 2022 voters, June 2-8, 2021.

Which Party Cares More About People Like Me



The Solution





The Narrative

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Winning Jobs Narrative Architecture



5 Key Elements:

- 1** Center and lead with working people—the heroes—so they hear that they are our priority.
- 2** Value and support work to connect around deeply held shared values.
- 3** Situate working people as the engines of our economy—the logic model for our policies.
- 4** Position government in a supporting (not starring) role, so that we respect and center personal agency.
- 5** Relate policy to the broader economy and broad benefits, to remind people that we're focused on the economy and shared prosperity.



**CENTER WORKING
PEOPLE**

VALUE & SUPPORT WORK

**INVOKE MIDDLE-OUT
ECONOMY**

**CENTER PERSONAL
AGENCY**

**RELATE BROADLY TO
PEOPLE & ECONOMY**

1. Center working people - the heroes - in messaging by:

- Making them the subjects.
- Identify them in messaging, expressly.
- Prioritizing their concerns.



We Can Make Progressive Policies About Working People

Case Study: The Child Tax Credit “Anti-poverty” or *supporting working people?*

<i>A/B test of alternative frames:</i>	Do you support extending the Child Tax Credit?	Do Dems care about people like you?
Allow people to afford child care so they can work and take care of their families.	Expanded support	Expanded agreement
Help people pay for things like childcare.	No movement	No movement
Cut child poverty in half.	Decreased support	Decreased agreement

Open Labs / Blue Rose national survey of likely voters, n=2,794 likely voters, Feb 24-Mar 3, 2022



To Center Working People, Prioritize Their Concerns.

Right now, that's inflation.

Top 12 Ranked Pain Points (out of 40)	Overall	Dem	Ind	Rep	White	Black	Latino /a	AAPI	Urban	Sub	Rural
Inflation driving up cost of gas, groceries & housing	1	24	1	1	2	2	1	1	1	1	1
Americans pay 250 more for prescription drugs than people in other countries	2	13	2	9	1	2	3	9	2	2	2
Workers earning \$50,000 pay higher tax rate than Wall Street investor making \$50 million on stocks	3	7	3	17	6	8	2	3	4	9	6
In 1950s, CEOs made 20x more than avg worker, now 350x more	4	10	5	15	3	11	21	14	10	3	14
Billionaire class not paying fair share	5	2	10	22	9	1	15	11	3	10	14
Super-rich exploit loopholes and bend rules	5	1	5	26	6	19	5	3	6	5	13
Biggest corps outsource supply chains overseas, makes vulnerable to shortages/inflation	5	21	5	4	3	17	9	23	17	4	7
Big corps give luxury health plans to execs, and no coverage for lowest-paid workers.	5	3	9	21	8	19	6	2	10	6	12
Leaders don't understand struggles of working/middle class	9	17	4	11	9	9	19	33	17	10	2
Hardworking people can't afford bills, healthcare	10	14	13	17	12	6	9	25	7	20	4
America outsourcing production of medicine & critical goods to China.	10	27	5	2	3	36	15	19	25	6	4
Billionaires not paying their fair share	10	10	11	23	12	4	4	3	10	15	9

Q20. Now I'll read you some different things people say bother them about the economy. After each, please tell how much it bothers you personally on a scale from 1 to 7, where 1 means it doesn't bother you at all, and 7 means it bothers you a great deal. [Breakthrough Campaigns national survey n=2449 registered voters, Mar 3-13, 2022]



To Center Working People, Prioritize Their Concerns.

Across contexts, affordability and lowering costs is key.

Top-testing clean energy message (of 22) led with cutting energy costs. Particularly good with 18-34.

Democrats say you should support their plan to investing \$600 billion in clean energy because **it will cut energy costs for families by an average of \$500 per year** by transforming our economy to run on reliable clean energy. And it's part of a plan that is creating millions of good jobs by bringing manufacturing jobs back to America, replacing poisonous lead pipes, and upgrading roads, bridges, and ports to withstand the devastating effects of climate change.

Open Labs / Blue Rose national survey of likely voters, n=15,247 likely voters, Mar 30-Apr 1, 2022



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2. Value and support work by:

- Acknowledging and appreciating *hard work* and focusing on what working people should be able to expect in return—acknowledgement, appreciation, livable wages, good benefits, support, opportunity, and respect.
- Prospectively framing policies as being about supporting and enabling work and contribution.



To Value Work: Acknowledge Workers' Contributions

*“Small businesses and **hardworking people** were hit hard. The people **who did work hard were not appreciated** . . . throughout the whole pandemic.”*

- Black Man, focus group participant

...especially in light of COVID.

This message below is an example of the first approach to valuing work - acknowledge it and focus on what people should be able to expect in return. This message was the top-testing (out of 16) with most demographics.

Message	Total	Dem	Ind	Rep	White	Black	Latino /a	AAPI	18-34	65+	Retired	Non-College	< \$75k	Union	Generic HR 2020 Cong: Soft Vote or DK
It's time we thank the workers who showed up throughout this pandemic to keep our schools and hospitals open, shelves stocked, and food delivered. This pandemic has shown just how essential workers are to our economy. It's time for their hard work to result in livable wages, good benefits, and respect on the job.	1	1	1	4	1	5	1	1	1	1	1	1	1	1	1

Breakthrough Campaigns national survey n=2449 registered voters, Mar 3-13, 2022



Support Work With Economy-Boosting Jobs That Empower

This message was also top 5 across the political spectrum.

Jobs that enable people to **“take care of their families and contribute to communities and local economies.”**

Message	Total	White	Black	Latino /a	AAPI	Rural	Union	HS or Less	Small Biz	Retired	35 -49	65+	<\$75k
We don't just need more jobs, we need more jobs that boost the economy – by paying people enough to take care of their families and contribute to their communities and local economies , and providing health benefits so families aren't losing their home because someone got sick.	3	4	3	3	6	1	2	3	5	3	3	3	2

Breakthrough Campaigns national survey n=2449 registered voters, Mar 3-13, 2022



CENTER WORKING
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VALUE & SUPPORT WORK

VOKE MIDDLE-OUT
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RELATE BROADLY TO
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3. Invoke Middle-Out by:

- Expressly stating that working people drive, and are the engines of, our economy.
- Messaging in ways that demonstrate how working people drive our economy.



Working People As the Engines of Our Economy

Acknowledging role of working people & their contributions in the economy is key.

The highest rated of 4 economic themes in our national survey, best across race and geography:

■ 30% - 39% ■ 40% - 49% ■ 50% or more

The **middle** and **working class** are the **engine of our economy**. Our skills, labor, contributions, and purchases make the American economy run. So, when millions of people working full-time still **struggle to afford healthcare and housing costs**, and when parents can't afford to work because **quality childcare is too expensive**, it holds back our entire economy. We need solutions that **support workers and recognize our hard work**. Leaders need to **respect the contributions** of **families, communities**, and **small businesses** because they all **make the economy grow**.

Breakthrough Campaigns national survey n=2449 registered voters, Mar 3-13, 2022

What Works in the Message

Middle out economy

It respects the contributions of working people

Prioritizes major pain points

It speaks to the need to respect working people, families, small businesses – one of our best testing messages

Three economic messages tested have similar agreement, but 'engine of the economy' moves voters towards voting for Dems slightly more than the others.

It focuses on 'Democratic' leaders, not Biden, and gets voters thinking about **how the economy is working for them.**



Messages Tested

Leaders Who Understand & Aren't Afraid of Corporations [A]

We need leaders who understand the value of big corporations but aren't afraid to put limits on their power to protect working people. Like President Biden said in his State of the Union address: "Capitalism without competition is exploitation." Republicans prioritize the interests of wealthy corporations, even when it comes at the expense of people like us. With the rising cost of things like gas and groceries, you have to wonder if Republicans really care about lowering costs for working people if it means lower profits for their corporate friends.

Engine of the Economy [B]

People like us are the engine of the economy in this country. When we do well, the country does well. It's clear Republicans care more about big corporations than they do about people like us. Over the past couple years, we've seen some corporations take advantage of a global pandemic to increase their prices and profits while keeping wages low for hardworking people. We need Democratic leaders who fight for us when we're being taken advantage of or exploited.

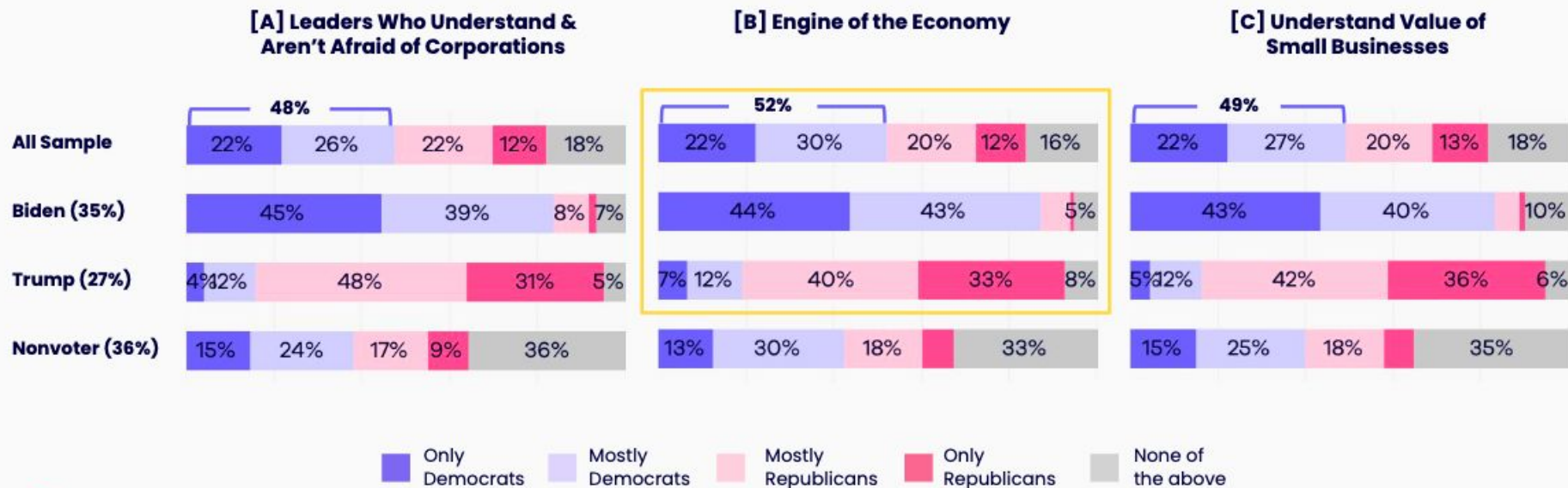
Understand Value of Small Businesses [C]

We need leaders who understand the value of small businesses in our economy and our communities, and who take action to make it easier for them to thrive. In 2020, Republicans developed a PPP loan process that made it easier for big corporations with record profits to get even more money from the government. In 2021, President Biden and Democrats in Congress changed the process to make it more accessible for small business owners who really needed help. While Republicans prioritize big business and wealthy corporations at the expense of smaller businesses, Democrats understand the success of the economy depends on small businesses.



After seeing Message B, the highest number of Latino voters say they would vote for Democrats in 2022 (52%, +3pts).

[Vote Choice 2022 - Post Msg] If the 2022 midterm elections were today, who would you vote for? (Closed)





CENTER WORKING
PEOPLE

VALUE & SUPPORT WORK

INVOKE MIDDLE-OUT
ECONOMY

CENTER PERSONAL
AGENCY

RELATE BROADLY TO
PEOPLE & ECONOMY

4. Center personal agency by:

- Keeping the key action with working people.
- Positioning policies as ensuring working people have the *opportunity and tools* to build a good life.



Supporting Role For Government

In our focus groups, participants chose to describe aspects of BBB, like loans for small businesses and more affordable healthcare, as “tools” and “foundations” for people to be able to work.

“Opportunity & Tools to Build a Good Life”

There is tremendous agreement across research projects that progressives need to shift to a narrative that position government in a supporting, not starring. But how do we do that?

Prior research by Hattaway Communications and Brilliant Corners Research recommends focusing on frames that explicitly enable, stopping short of doing for them. Specifically, that’s about ensuring people have: *“The opportunity and tools to build a good life.”*



Metaphors Matter

“Tools” Beats “Help”

We have extensively tested that exact phrase in A/B testing, compared to messages that describe “helping” people. Opportunity and tools is the winning message every time.

Opportunity & Tools

Democrats say you should support their economic plan, known as Build Back Better, because it **would make sure working people, small businesses, and family farmers have the tools to build a good life**—like affordable health care, child care, education, and energy.

v. “Help”

Democrats say you should support their economic plan, known as Build Back Better, because it **would help working people, small businesses and family farmers** by making health care, child care, education, and energy more affordable.



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5. Relate broadly to people and the economy by:

- Expressly stating that a specific policy is good for the economy.
- Explaining how everyone benefits from policies, even targeted policies.



Good for
Economy.

Good for
Everyone.

Extending the Child Tax Credit

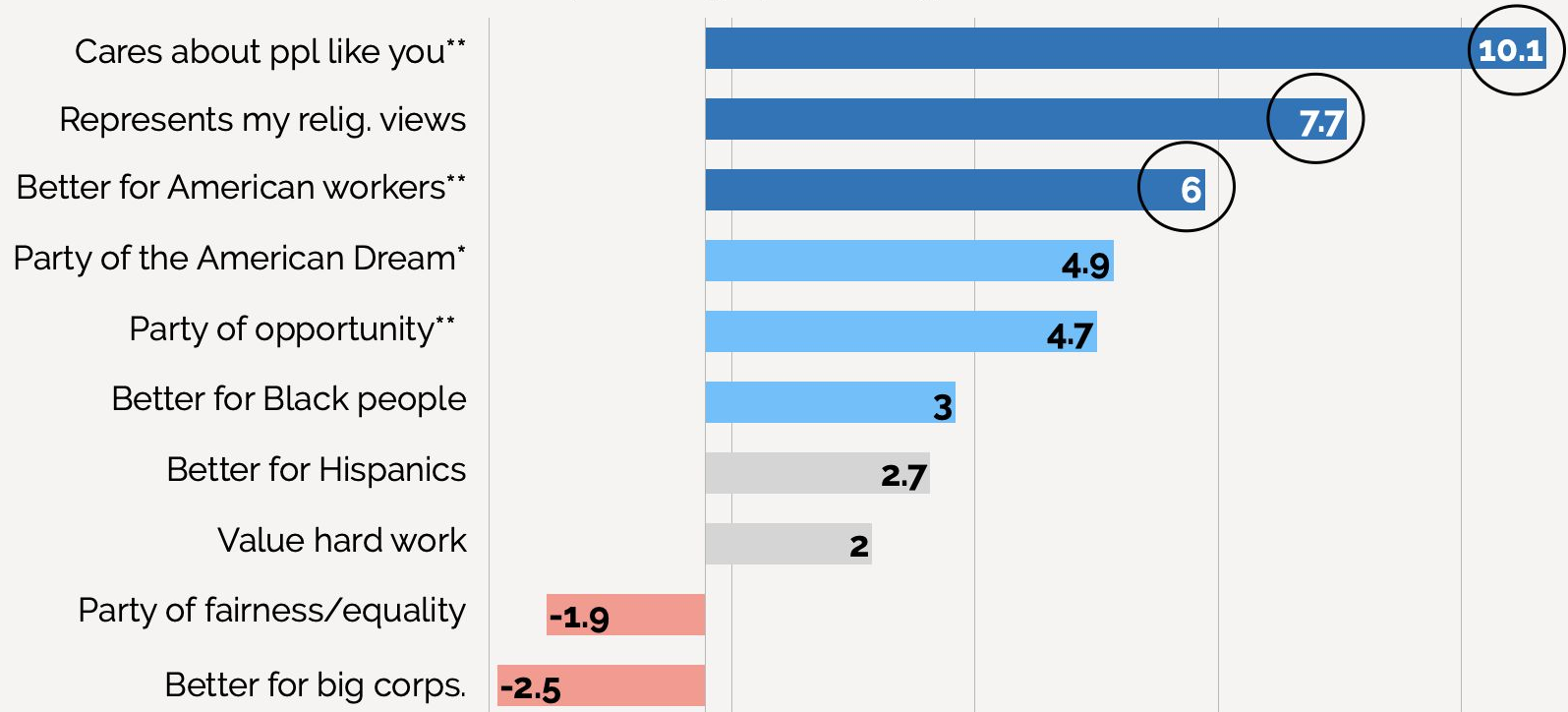
Congress should restore the Child Tax Credit. This tax cut would give most American families \$300 per child each month, **which makes sound economic sense.** Democrats say this \$300 per month will allow people to afford things like childcare so they can work, take care of their family, and do their part to keep growing our economy – **which is good for everyone.**

Communicating Care



Thinking Dems care about people like you makes you likely to pick Dems in generic ballot beyond what party & demographics alone would predict

Marginal Effect on the Likelihood of Voting Dem in 2022 (percentage point change)



From a logistic regression model w/ controls for party ID, ideology, age, gender, education, language, and nativity
Significance: ** p < 0.05; * p < 0.10



Recommendations from Equis' test on “care”

- Developing content that increases agreement that Democrats care about “people like you” can be an effective persuasion frame for the 2022 midterm elections
 - One way to do that is to show that Democrats care and deliver through authentic storytelling
 - Showing Dem wins is effective - but should be delivered through personal, compelling stories to show the effects of larger policies on individual people

Equis/Somos Spanish Message Test





Messages tested in Spanish

Hard work

Desde chica, mis padres me enseñaron **el valor del trabajo duro** y de hacer las cosas bien. Hoy en día, trato de enseñarles esos mismos valores a mis hijos. Trabajo tan arduamente como lo hicieron mis padres, pero **muchas corporaciones están haciendo todo lo posible para cambiar las reglas** para sacarnos hasta el último centavo y **agrandar sus ganancias sobre las espaldas de los trabajadores**. Sigo haciendo todo lo posible, pero aún así no puedo salir adelante. **Quiero que nuestro país valore y respete el trabajo duro**, para que podamos vivir **una vida digna** y podamos enseñarles a nuestros hijos los valores que guían nuestras vidas.

Economy depends on us

Si nuestros jefes y líderes quieren que el país y la economía salgan adelante, **tienen que asegurarse que nosotros, los trabajadores, podamos hacer lo mismo**. Nosotros somos **la fuente de la riqueza** de nuestro país, y **si a mi me va bien, al país le va bien**. Pero en este momento, aunque trabajo tan duro como siempre, no puedo pagar por nuestros gastos médicos ni vivienda, y por lo tanto no puedo contribuir a la reactivación de la economía. **El bienestar de nuestro país depende de todos nosotros. Por eso necesitamos más líderes que nos tengan como prioridad y respeten nuestros aportes a la economía.**



Messages tested in Spanish

American Dream

Para mi familia, **el sueño americano significa poder salir adelante de manera honesta, con nuestro propio esfuerzo, y sin necesidad de depender de nada o de nadie.** Pero cada vez es más y más difícil lograrlo, porque las oportunidades son cada vez más escasas y los precios de todo cada vez más altos. **Quiero que nuestros líderes trabajen para darnos más oportunidades de cumplir nuestro sueño americano.** Solo así podremos sacar a nuestras familias adelante para que nuestros hijos puedan cumplir sus propios sueños en este país.

Pandemic struggle

Estos años han sido difíciles. El esfuerzo de los trabajadores esenciales y muchos otros han mantenido vivas a nuestras comunidades. Sin embargo, **durante la pandemia los multimillonarios vieron sus fortunas multiplicarse.** Algunas empresas grandes se han aprovechado de la pandemia mientras que personas como yo seguimos luchando por salir adelante. Este tipo de **codicia** ha hecho que los precios de los alimentos y vivienda estén fuera del alcance de muchos trabajadores. El COVID nos ha dividido de muchas maneras, pero todos podemos estar de acuerdo que **es hora de que se encuentren soluciones que premien el trabajo duro en lugar de la codicia.**



Messages translated to English

Hard work

From a young age, my parents taught me the **value of hard work** and doing things well. Today, I try to teach those same values to my children. I work as hard as my parents did, but **many corporations are doing everything they can to change the rules** to squeeze every penny out of us and **inflate their profits on the backs of workers**. I keep trying my best, but still I can't get ahead. **I want our country to value and respect hard work**, so that we can live a decent life and teach our children the values that guide our lives.

Economy depends on us

If our bosses and leaders want the country and the economy to get ahead, **they have to make sure that we, the workers, can do the same**. We are the **source of wealth** in our country, and **if things go well for me, the country does well**. But right now, even though I work as hard as ever, I can't pay for our medical bills or housing, and therefore I can't contribute to reviving the economy. **The well-being of our country depends on all of us. That is why we need more leaders who have us as a priority and respect our contributions to the economy.**



Messages translated to English

American Dream

To my family, **the American dream means being able to get ahead through honest means, with our own efforts, and without having to depend on anything or anyone.** But it is now harder and harder to make that a reality, because opportunities are more and more scarce and the prices of everything are getting higher and higher. **I want our leaders to work to give us more opportunities so that we can make our American dream a reality.** Only then will our families be able to get ahead and our children will be able to make their own dreams a reality in this country.

Pandemic struggle

These years have been difficult. The efforts of essential workers and many others have kept our communities alive. However, **during the pandemic billionaires saw their fortunes multiply.** Some large companies have taken advantage of the pandemic while people like me continue to struggle to get ahead. This kind of **greed** has put food and housing prices out of reach for many workers. COVID has divided us in many ways, but we can all agree **that it is time for solutions to be found that reward hard work instead of greed.**



Key Findings

- The "economy depends on us" message was best at moving people on the "values hard work" question. It significantly moved men especially on "values hard work," as well as all age subgroups. It also seems generally most effective on motivation and vote choice.
- The American Dream message seems to have performed well with independents, and is generally best at moving people on the "better for the economy" question.



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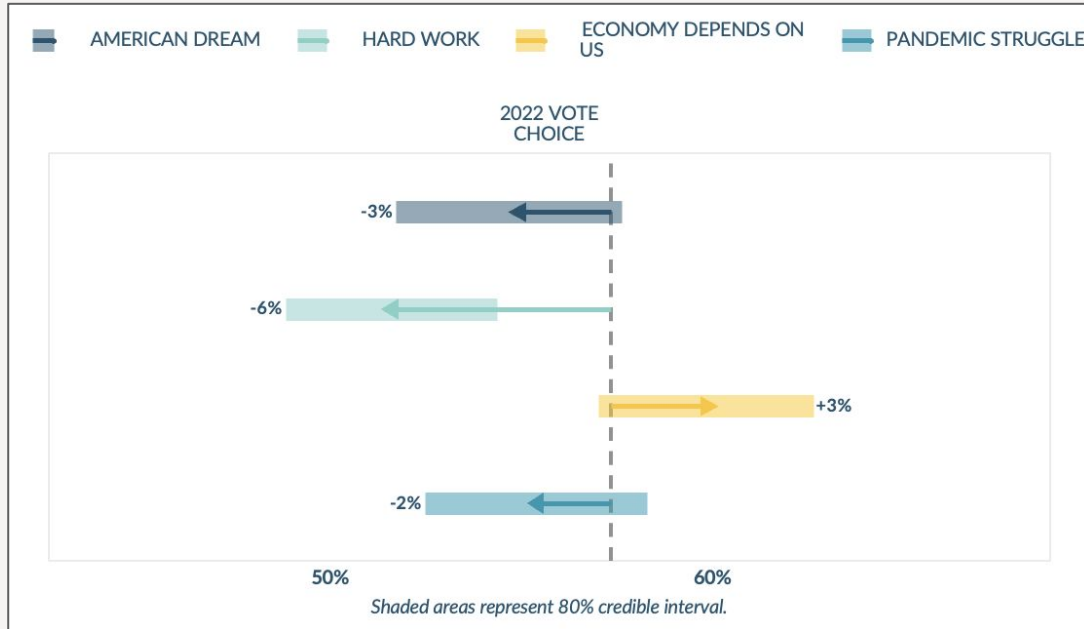
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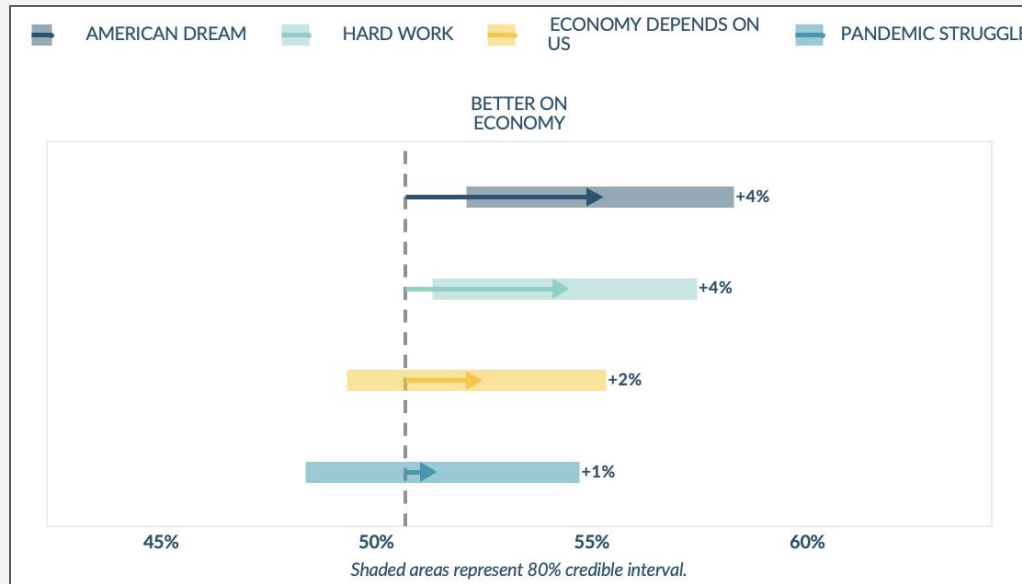
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Key Findings

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Key Takeaways and Recommendations





Key Takeaways and Recommendations

We need to be talking about the economic struggles working people are experiencing in a way that reflects their values and centers them as the “heroes” of the story (because they are).

- Focus on respecting/valuing hard work, personal responsibility, and self-sufficiency

Situate working Latinos as the engine of the economy

Villainize behaviors over groups

Show ways Democrats care (and deliver!) for working people - in a supporting role, not as the hero or savior of the story.

Questions?



Feel free to contact us at:

connect@winningjobsnarrative.org

caitlin@equislabs.us