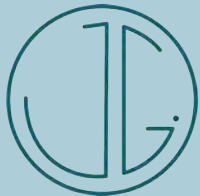


Messaging Voting Rights to Voters of Color

September 5, 2024



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Background



Recap from 2022 Research

1

Voters of color can be segmented by their concern about racial discrimination.

2

Racial justice VOC respond well to more race-forward messaging, while race-neutral VOC respond better to messaging that links voting to other top issues.

3

We need to counter high cynicism in voters of color by highlighting our successes and moving beyond voting as the sole call to action.

Goals of this research

1

Understand the attitudes and sentiments of voters of color toward voter suppression, threats to democracy, and the upcoming 2024 election.

2

Test the best message framing for voting rights that mobilizes voters of color.

3

Determine if race-forward messaging around voting rights is still compelling for racial justice voters.

Key Findings

1

Biden's exit has been tremendously helpful for voters of color, who are more supportive of Harris, less interested in third parties, and have improved perceptions of vote power.

2

Voters of color can still be segmented effectively by their concern about racial discrimination. Segmentation by vote power perception is also useful.

3

Racial justice voters are more likely to feel the impacts of voter suppression and are more concerned about Project 2025, finding its policies more believable.

4

Race neutral voters are more cross-pressured toward Republicans and less likely to believe anti-democratic actions of Project 2025 would take place.

5

Low vote power voters are incredibly pessimistic about the future and government and are more drawn to third parties. But we can shift them on both vote power and presidential vote choice!

6

Messaging that talks about voting rights by centering power and racial justice is most effective at moving willingness to wait to vote and vote choice for voters of color.

Strategic Takeaways

1

Racial justice voters of color are now a turnout universe. Kamala's candidacy has brought them home and we need to focus on turning them out.

2

Race neutral voters of color are a persuasion universe who are cross-pressured and need to be moved to support Democrats.

3

Low power voters of color are extremely disenchanting and being lured by third parties. We need to build agency and hope to persuade them.

4

Messaging for voters of color should emphasize people power, the history of racial discrimination, and the ways in which we have won.

Methodology

Phase 1 **Battleground survey with voters of color**

n993 Likely Voters of Color in
Battleground States
AZ, GA, MI, NV, NC, PA, WI
VCI >30
Voted in 1 or 2 of the past 3 elections
2024 Vote Propensity <85
Fielded July 23-30, 2024

Phase 2 **Grow Progress rapid message test**

Phase 2
Grow Progress rapid message test
n6949 voters of color
(~n1000 per condition)
Fielded Aug 14-22, 2024



1

Biden's exit has been tremendously helpful for voters of color, who are more supportive of Harris, less interested in third parties, and have improved perceptions of vote power.

Favorability of Harris and Democratic Party improves with voters of color post Biden

Favorability ratings pre/post Biden exit



Chart: JG Insights • Source: SEIU/HIT n993 Likely Voters of Color in Battleground States (AZ, GA, MI, NV, NC, PA, WI) • Created with Datawrapper

Harris doing better than Biden with voters of color.

Interest in third parties drops among voters of color after Biden exit.

Vote Choice Pre/Post Biden Exit

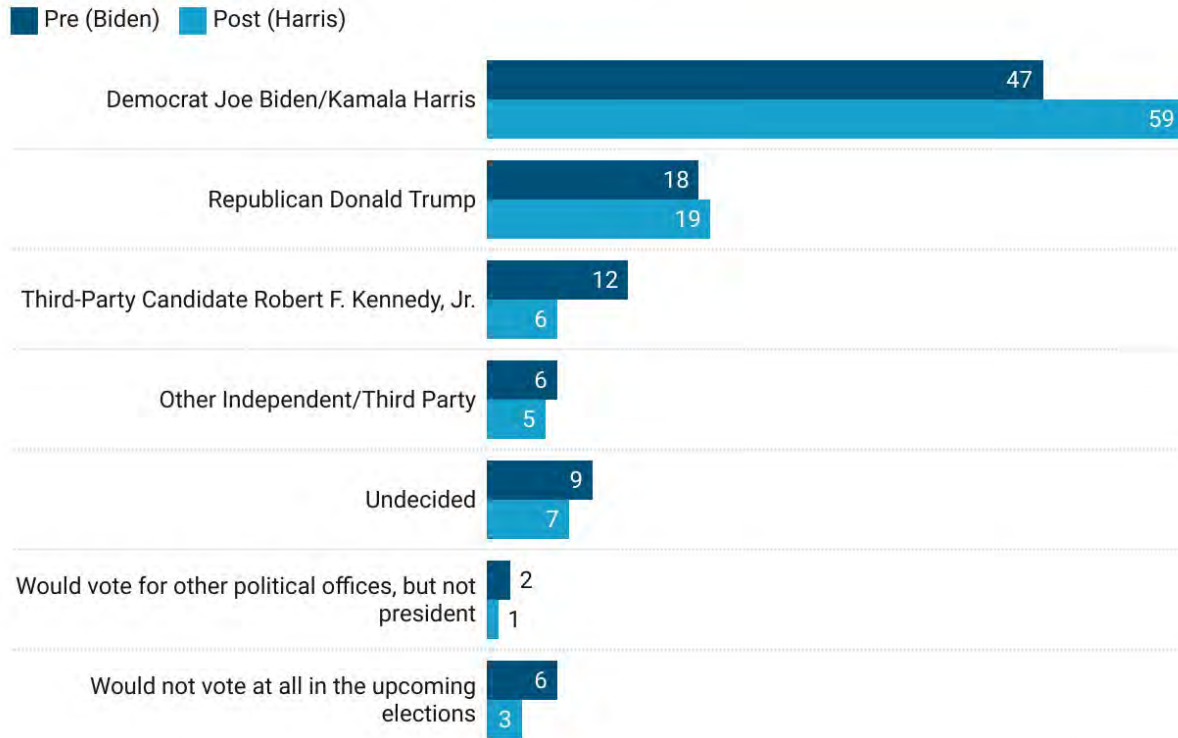


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High vote power increased for Black + Gen Z voters after Biden dropped out

Change in high vote power (8-10) pre/post Biden exit

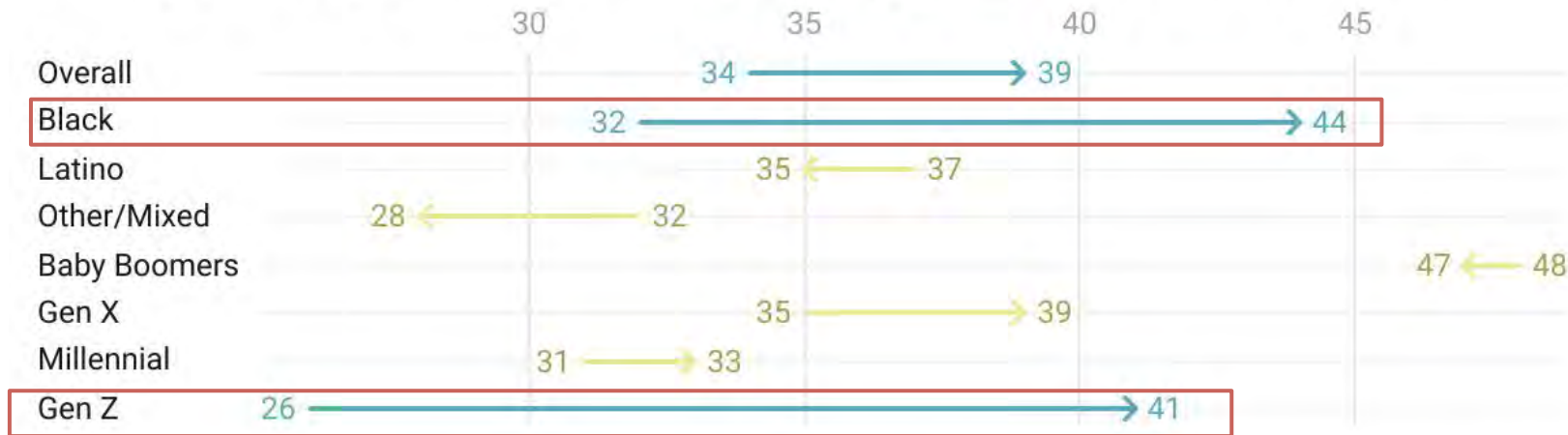


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2

Voters of color can still be segmented effectively by their concern about racial discrimination. Segmentation by vote power perception is also useful.

Segmentation by concern about racial discrimination

RACIAL JUSTICE VOTERS

Racism is a big problem in their lives
+
Racism is a big problem in their communities
+
Experienced a lot of racism personally

RACE NEUTRAL VOTERS

Racism is not a big problem in their lives
OR
Racism not a problem in their communities
+
Do not experience racism personally

OTHER

Refused or answered “don’t know” on racism in
their community and experience with racism
OR
Experience racism but don’t think it is a problem

Racial Justice VOC Segments from 2022 to 2024

Racial Justice
Race Neutral
Other



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Segmentation by concern about racial discrimination

RACIAL JUSTICE VOTERS

Racism is a big problem in their lives
+
Racism is a big problem in their communities
+
Experienced a lot of racism personally

More likely to be:

- Women
- Black
- Latina women
- Gen Z
- College-educated
- Biden 2020 voters
- Identify as liberal

RACE NEUTRAL VOTERS

Racism is not a big problem in their lives
OR
Racism not a problem in their communities
+
Do not experience racism personally

More likely to be:

- Latino men
- Boomers
- Non-college
- Retired
- Trump 2020 voters
- Identify as conservative

Segmenting by perceptions of vote power



HIGH VOTE POWER - 53%

Vote power perception = 6-10

More likely to be:

- Black
- Boomers or Gen Z
- Women >50
- College educated
- 2020 Biden voters
- First generation immigrants

NEUTRAL VOTE POWER - 23%

Vote power perception = 5

More generally matches the overall sample

LOW VOTE POWER - 23%

Vote power perception = 0-4

More likely to be:

- AAPI or Mixed
- Millennials
- Men <50
- Non-college <50
- 2020 non-voters
- Independents + Republicans
- Second generation immigrants

Racial justice and low vote power voters are more dissatisfied with the direction of the country

Satisfaction with direction of the country

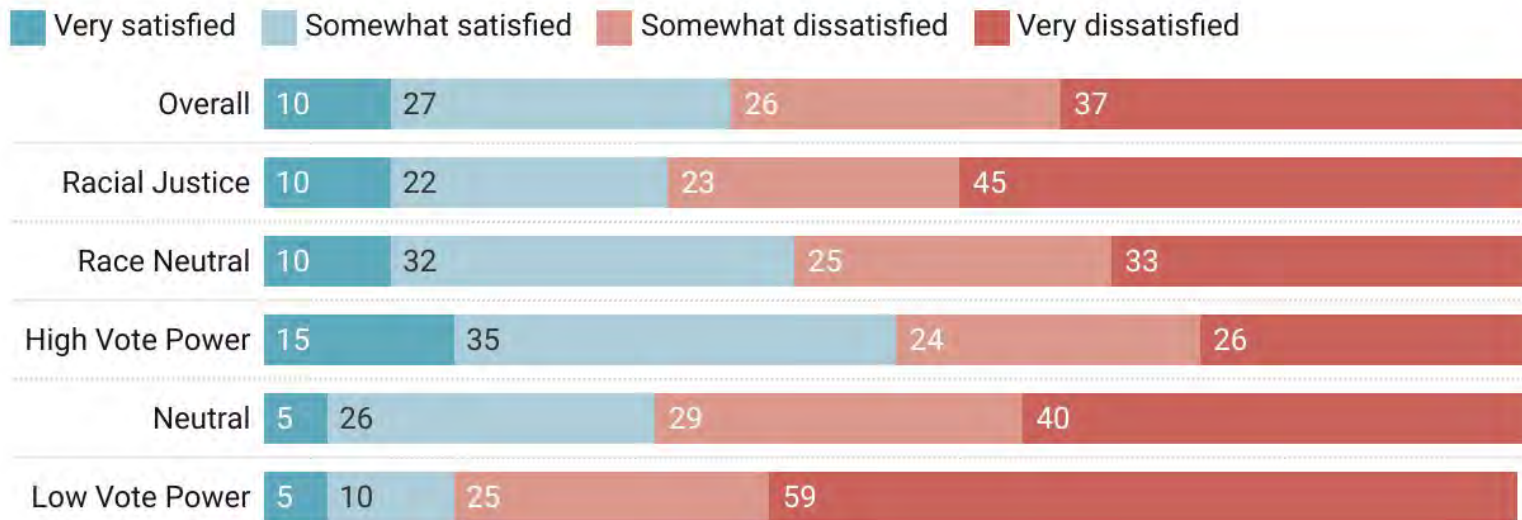


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Racial Justice VOC more likely to report low vote power

Voter Power

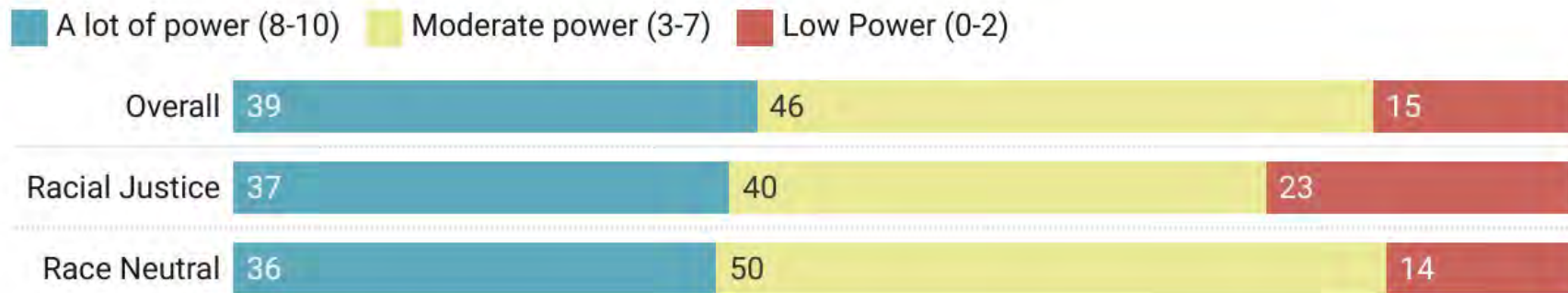


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Racial justice voters are stronger Harris voters, race neutral voters are more likely Trump voters, and low vote power VOC are drawn to third party candidates.

Vote Choice

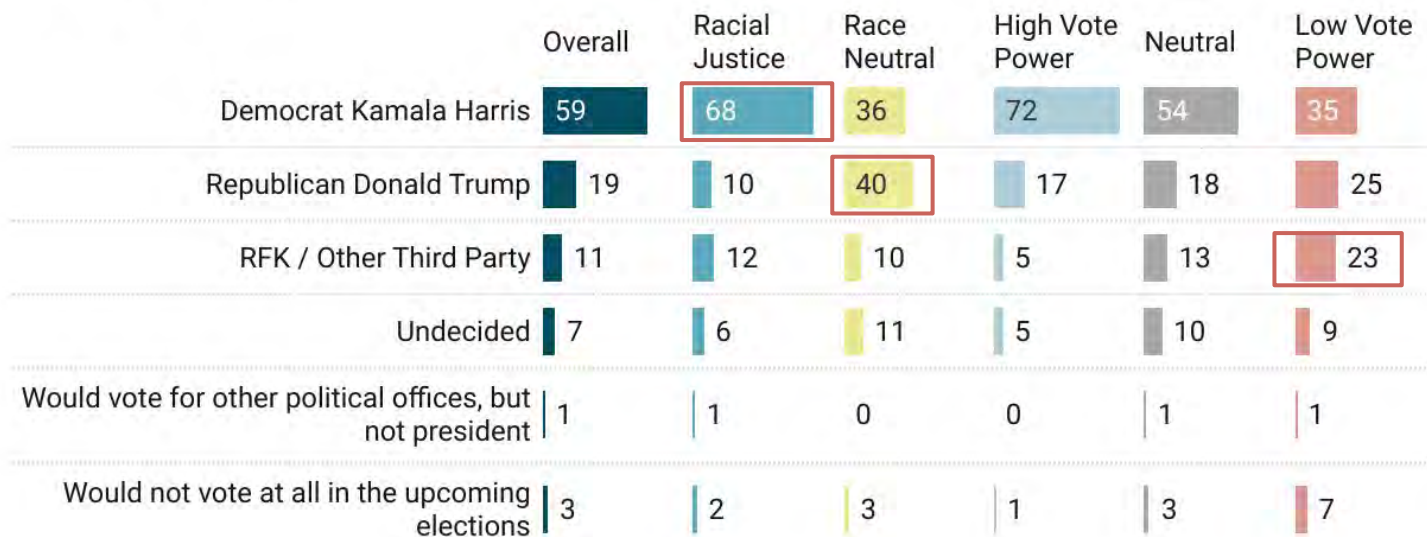


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3

Racial justice voters are more likely to feel the impacts of voter suppression and are more concerned about Project 2025, finding its policies more believable.

Racial Justice voters more likely to report voting is getting harder for them

From your most recent voting experience in the November 2022 election, would you say that voting is getting easier or harder for you, or has it been about the same?

Voting difficulty in 2022

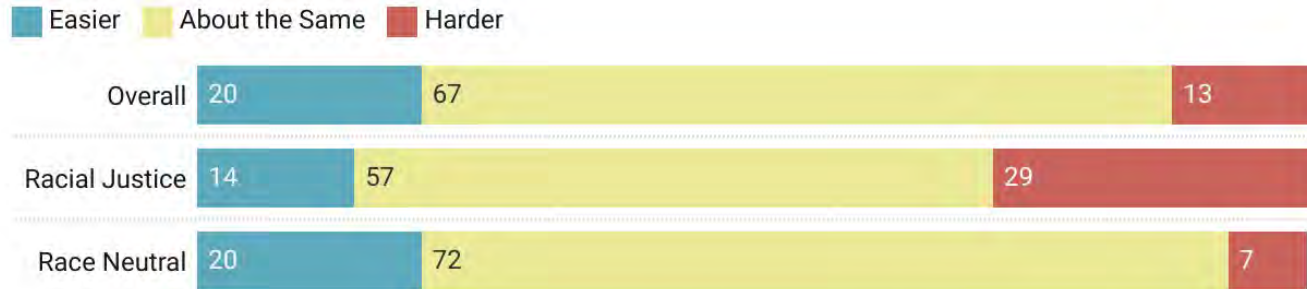


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Racial justice voters say voter suppression is why they might not vote

Reasons to skip voting

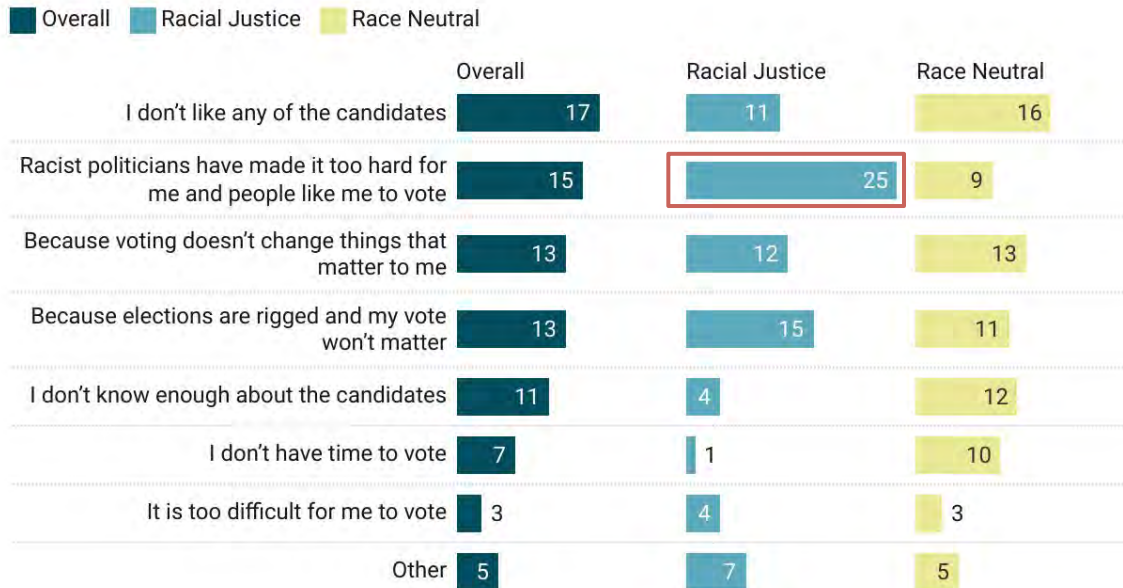


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Voters of color are very concerned about all anti-democratic Project 2025 policies, but there is a believability gap. Most concerning policies that are also believable are:

- presidential immunity
- corporate influence
- political violence

Concern and Believability of Project 2025 Policies

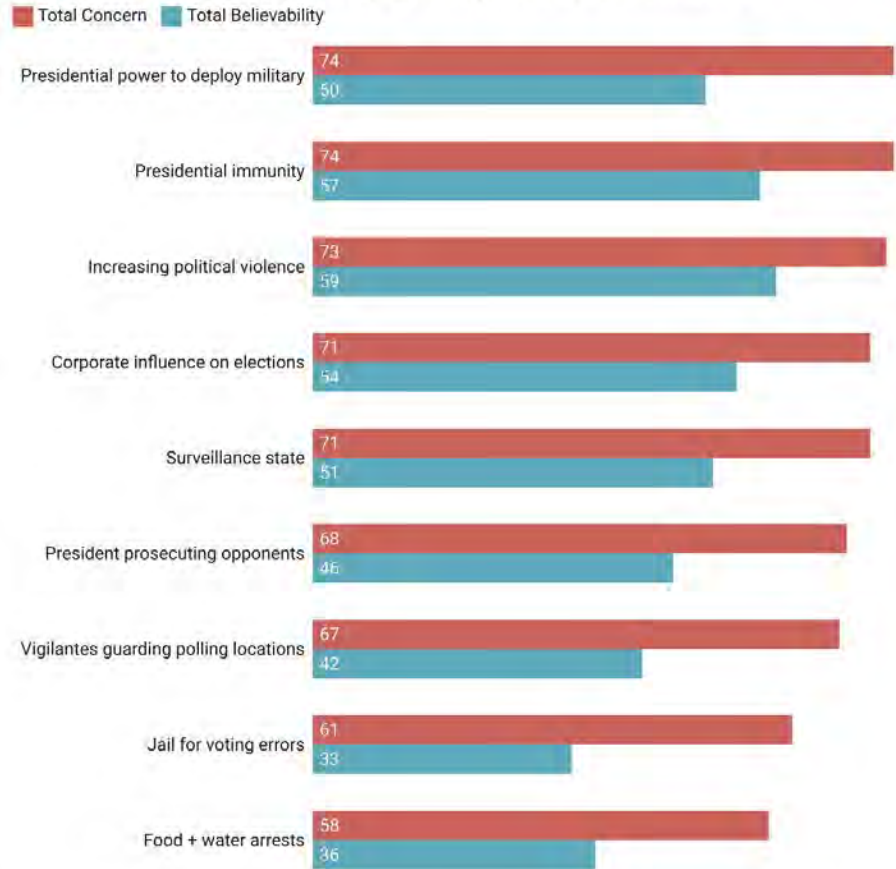


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Racial justice voters more concerned about Project 2025 policies and believe them more likely to happen

Project 2025 Policies Believability vs. Concern

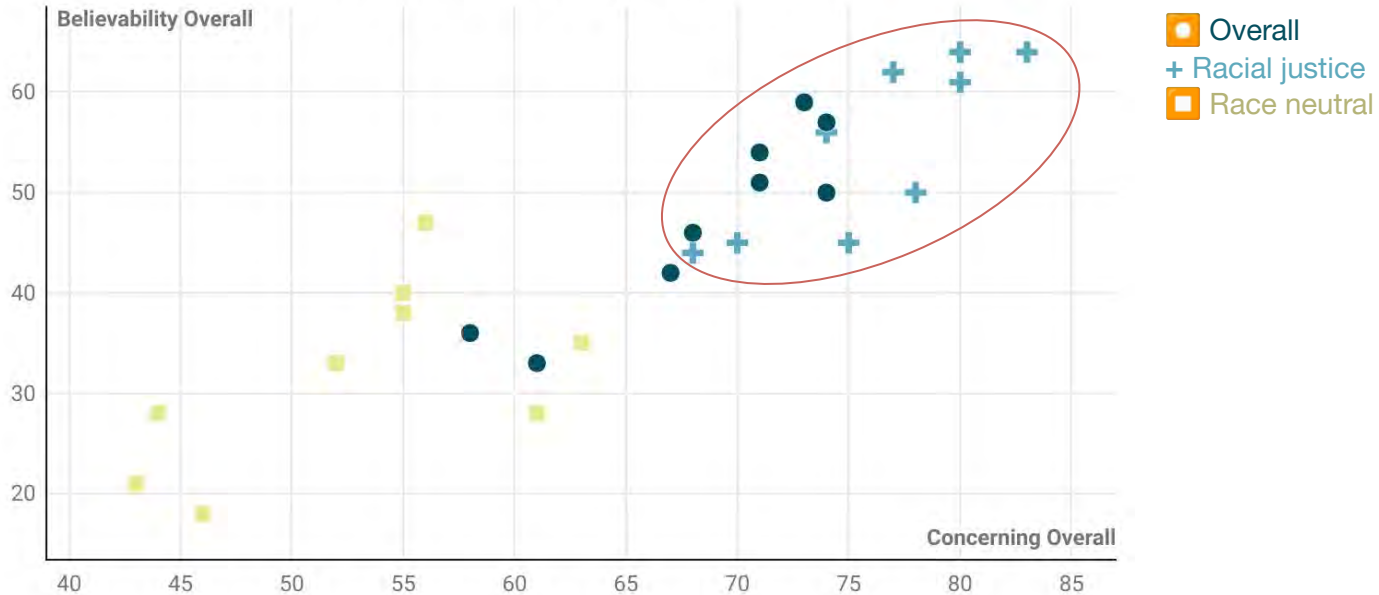


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4

Race neutral voters are more cross-pressured toward Republicans and less likely to believe anti-democratic actions of Project 2025 would take place.

Race neutral voters are more likely to vote for Trump than other voters of color

Initial Presidential Vote Choice

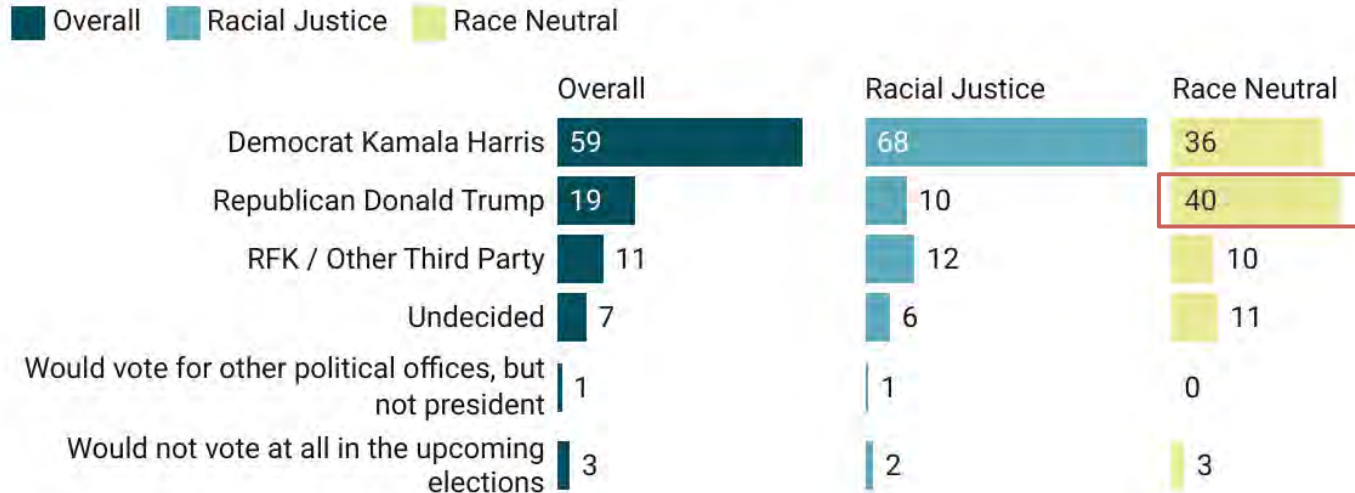


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Race neutral voters are more cross-pressured toward Republicans

Favorability

Overall Racial Justice Race Neutral

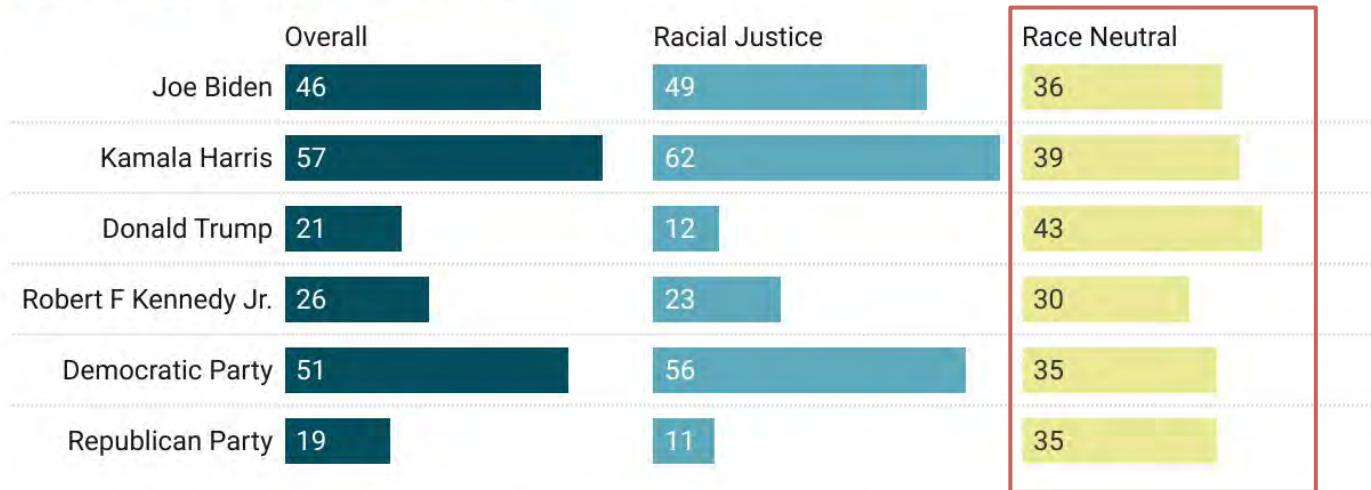


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Race neutral voters don't think anyone is making it harder to vote

Who is making it harder to vote?

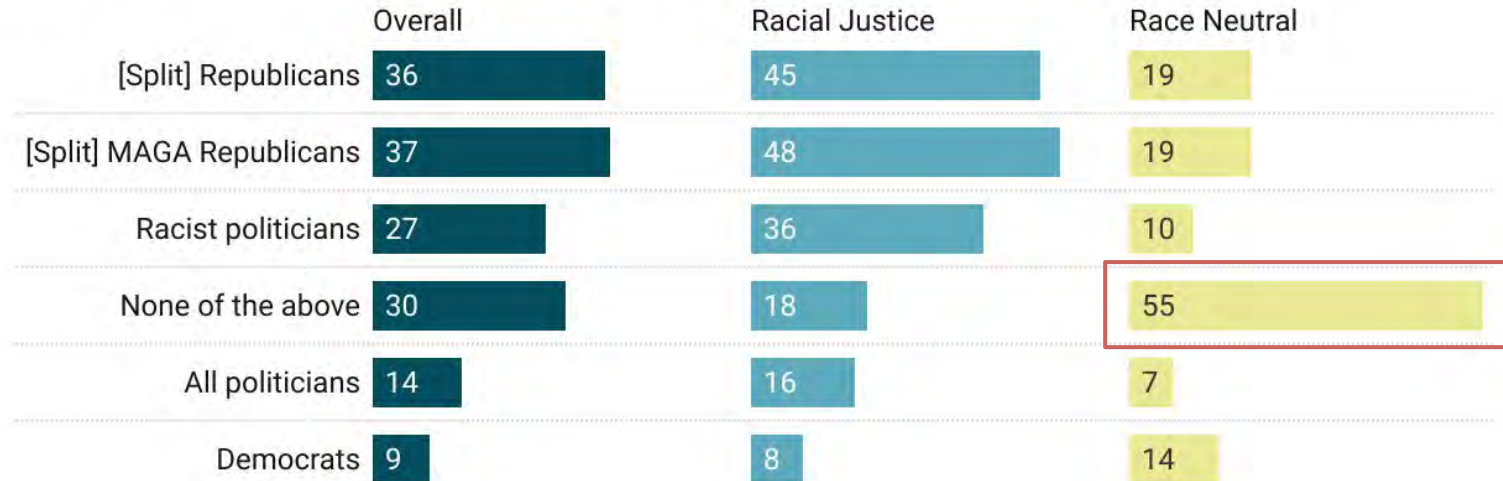


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Racial neutral voters are less concerned about Project 2025 policies and don't believe they will happen

Project 2025 Policies Believability vs. Concern

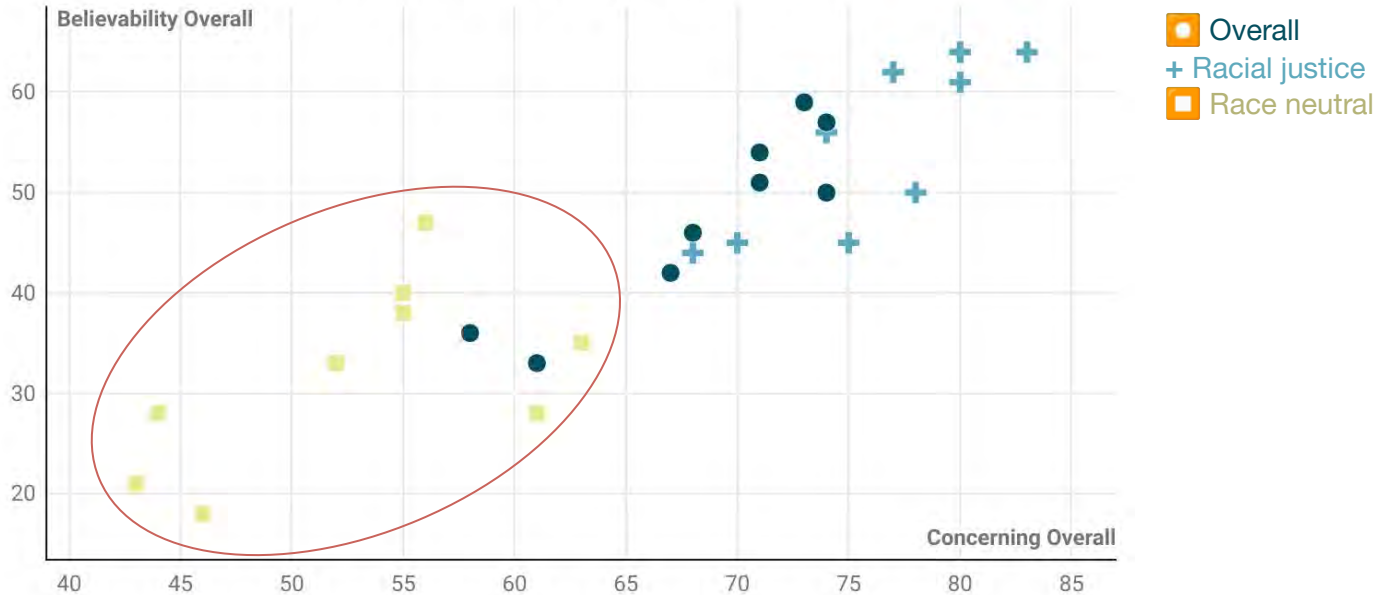


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5

Low vote power voters are incredibly pessimistic about the future and government and are more drawn to third parties. But we can shift them on both vote power and presidential vote choice!

Low vote power VOC believe their personal decisions impact them but voting doesn't

Statement A: Voting in the upcoming 2024 elections is how I have the power to make changes on the issues that are important to my everyday life.

Statement B: My personal decisions are what impact my everyday life most and voting in the upcoming 2024 elections won't impact me that much.

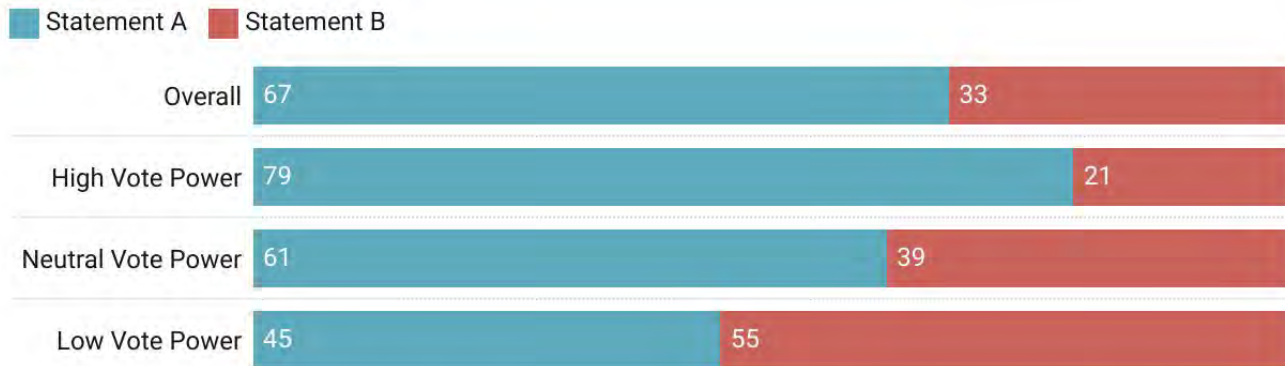


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While VOC don't believe the government works effectively now, most believe it could. But low vote power VOC are more likely to believe it will never work effectively.

Government skepticism

- Our government and political system work effectively to provide solutions for the issues
- Our government and political system do not work effectively now to provide solutions for the issues
- Our government and political system will likely never work effectively to provide solutions for the issues

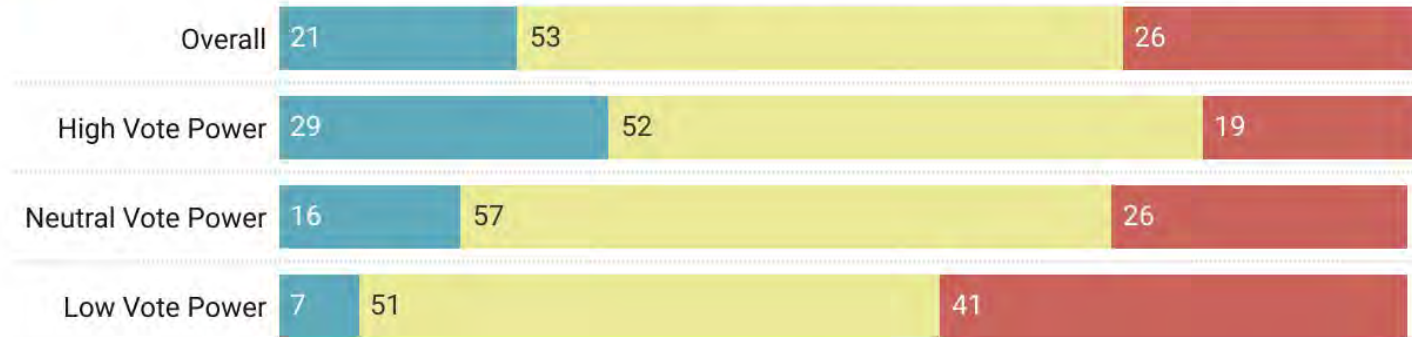


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Low vote power VOC have a negative outlook for the planet and country

Positive future outlook

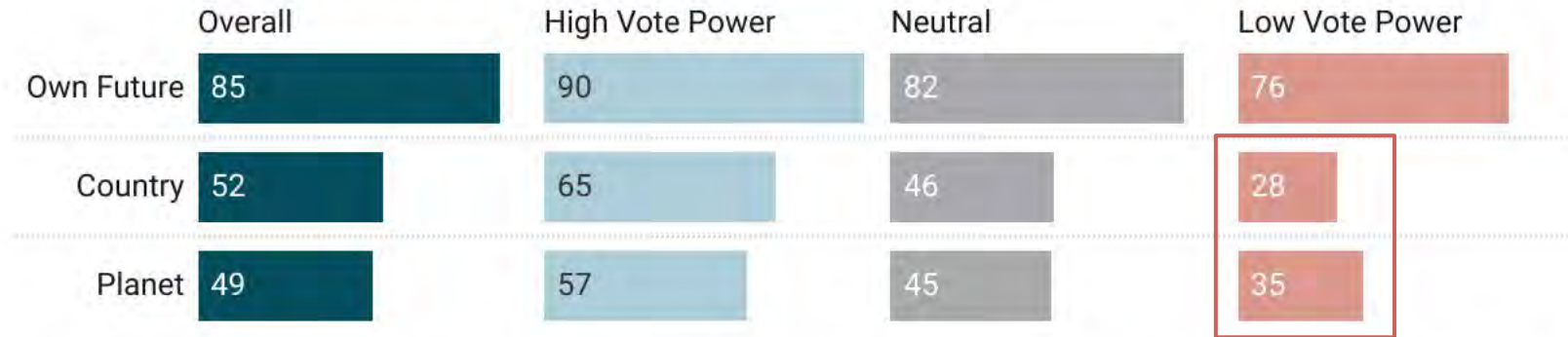


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Low vote power VOC skip voting because they feel their vote doesn't matter or change things

Reasons to skip voting

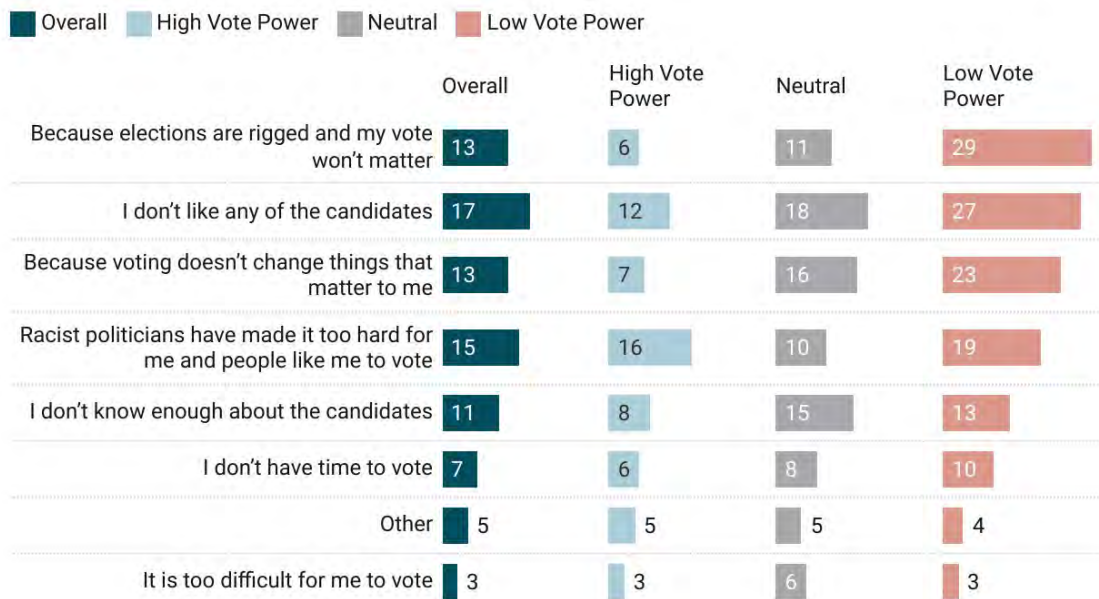


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Low vote power VOC are more drawn to Trump and third parties than other VOC

Initial Presidential Vote Choice

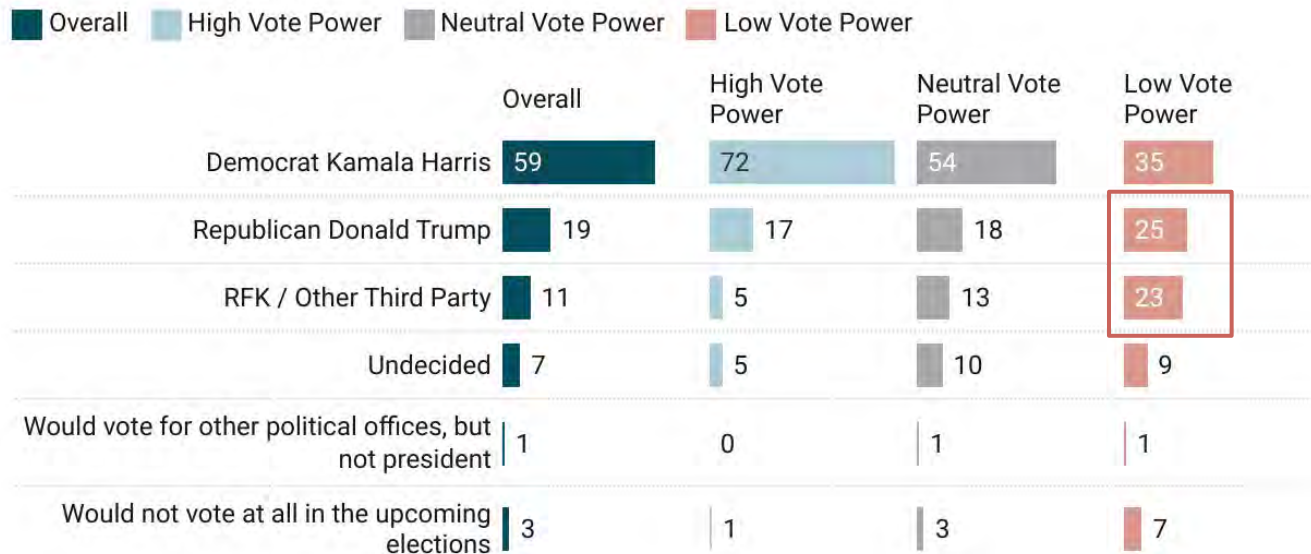
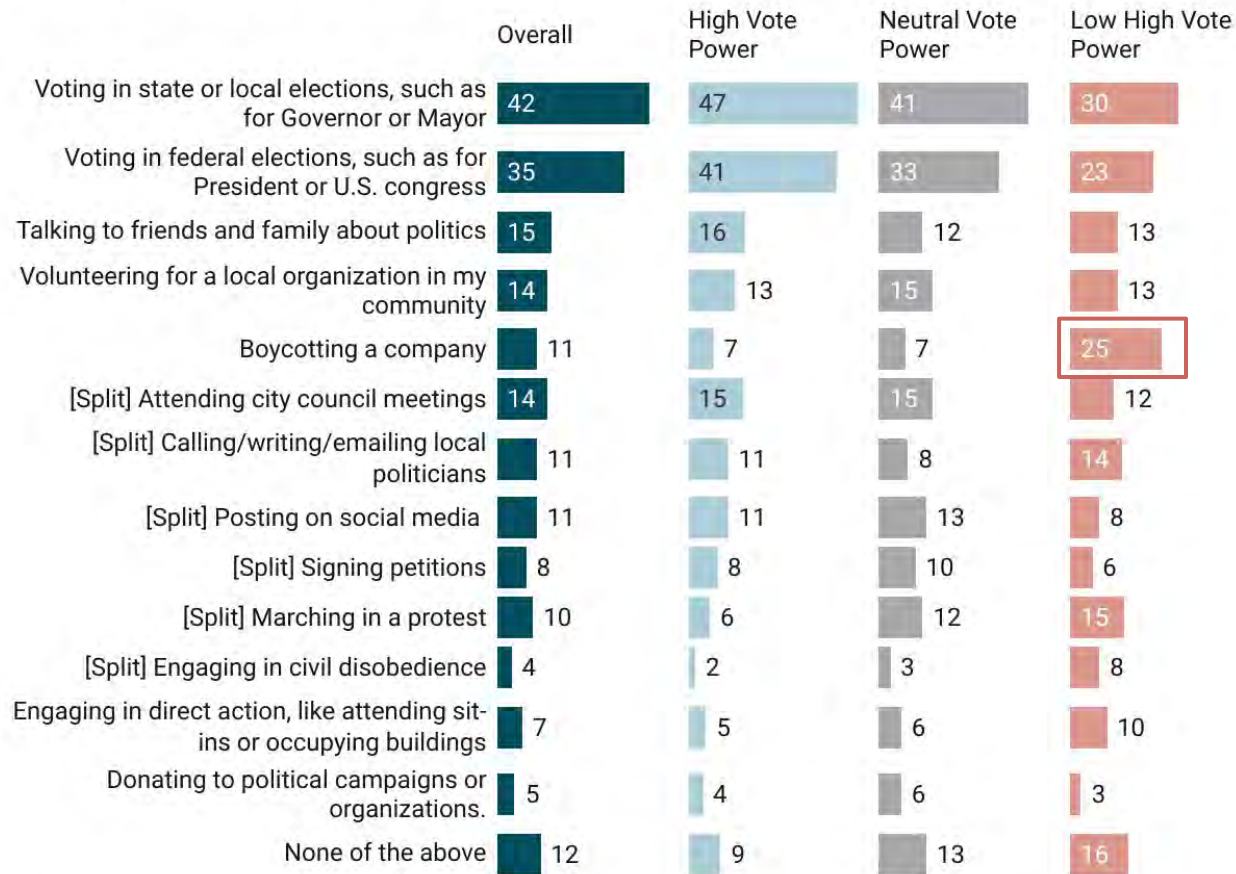


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Low vote power
 VOC think
 boycotting a
 company is as
 effective as
 voting in federal
 elections

Effectiveness of actions



Half of low vote power VOC shift to higher perceptions of power over the survey

Vote Power Shift Over Survey

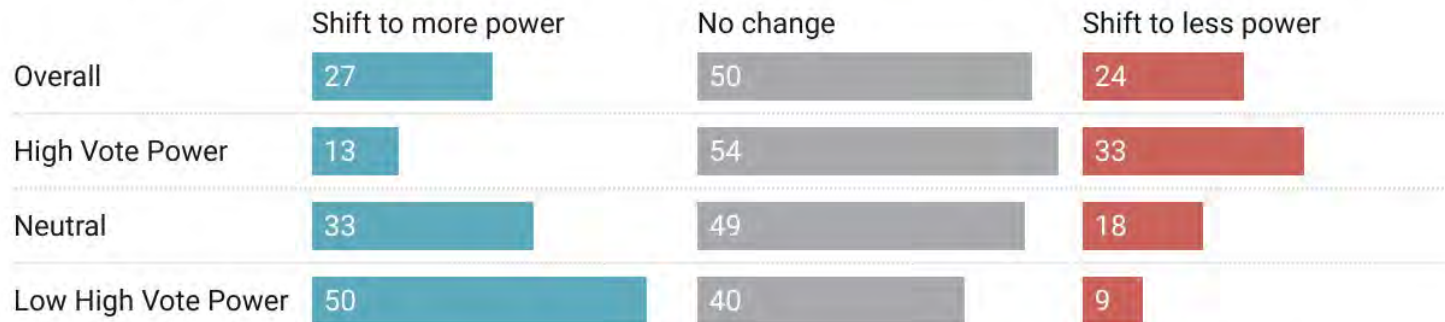


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14% of low power voters shift to power >5

Low power VOC shift away from third parties/Trump and toward Harris

Shift in Presidential Vote Choice of Low Power VOC

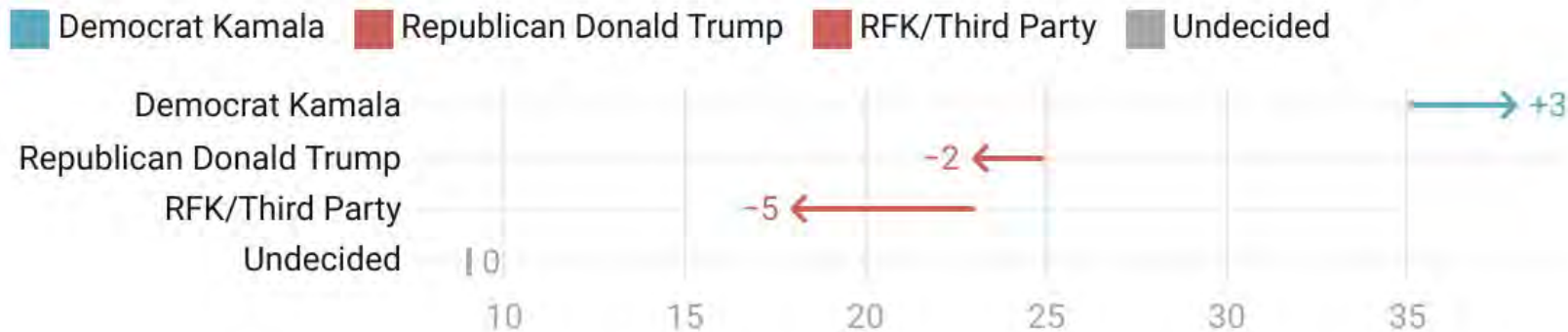


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6

Messaging that talks about voting rights by centering power and racial justice is most effective at moving willingness to wait to vote and vote choice for voters of color.

All messages tested moved VOC with strongest effect with power and racial justice messaging

Message impact on vote choice and vote power

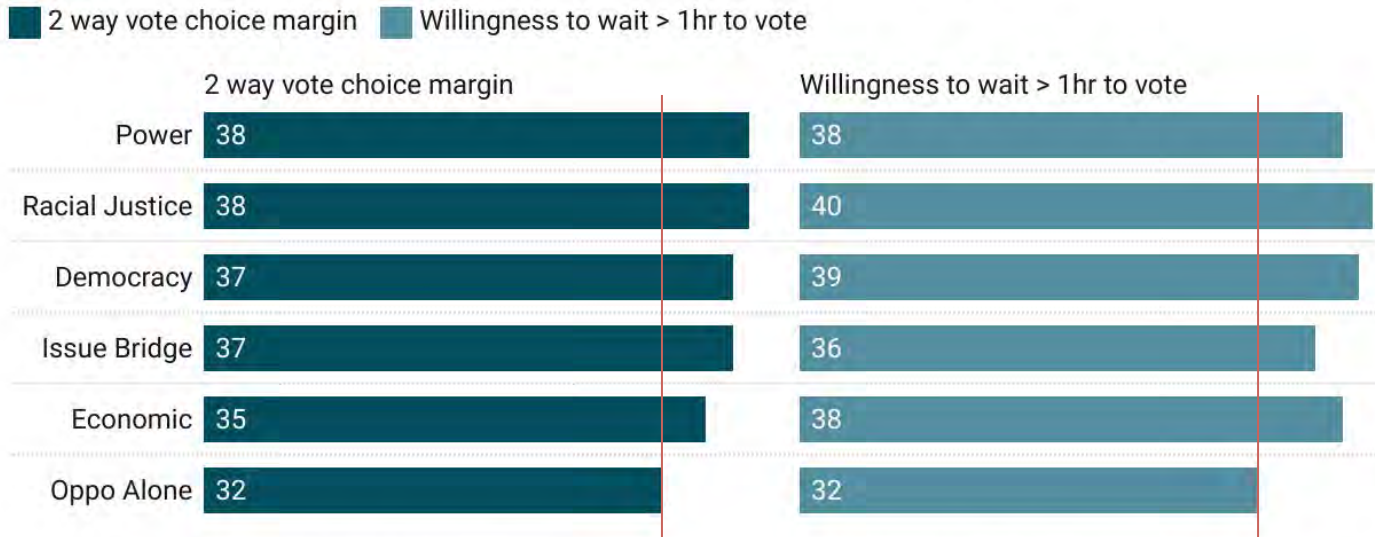


Chart: JG Insights • Source: Grow Progress/SEIU rapid message test, n6949 voters of color, Aug 14-22, 2024 • Created with Datawrapper

Power and Racial Justice messaging also moves racial justice voters

Racial Justice Voters

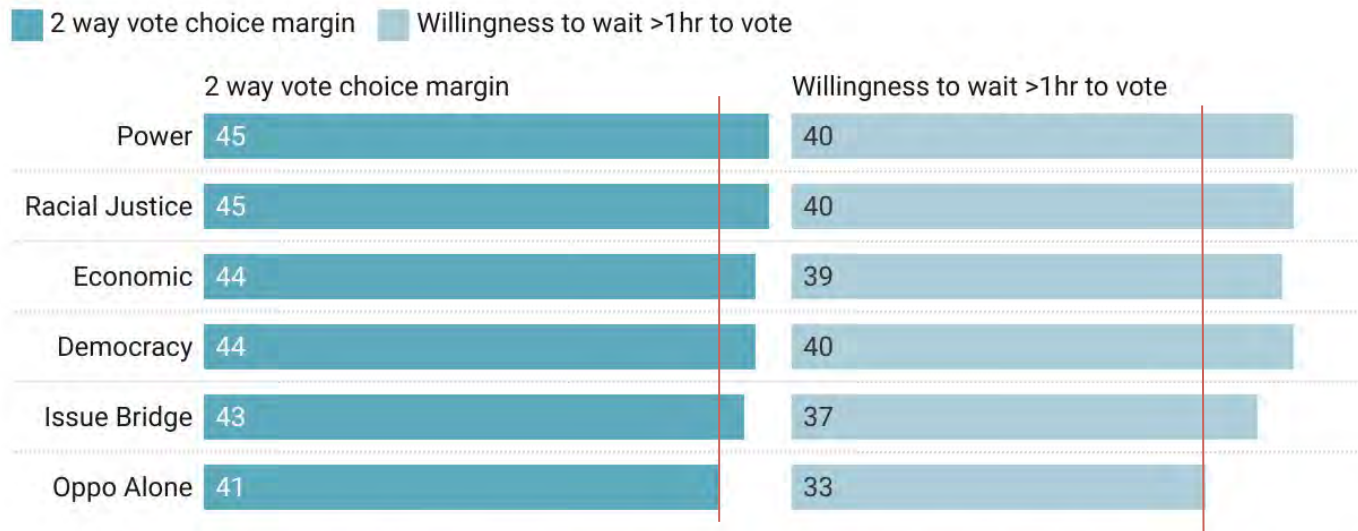


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Power and Racial Justice messaging also moves race neutral voters

Race Neutral Voters

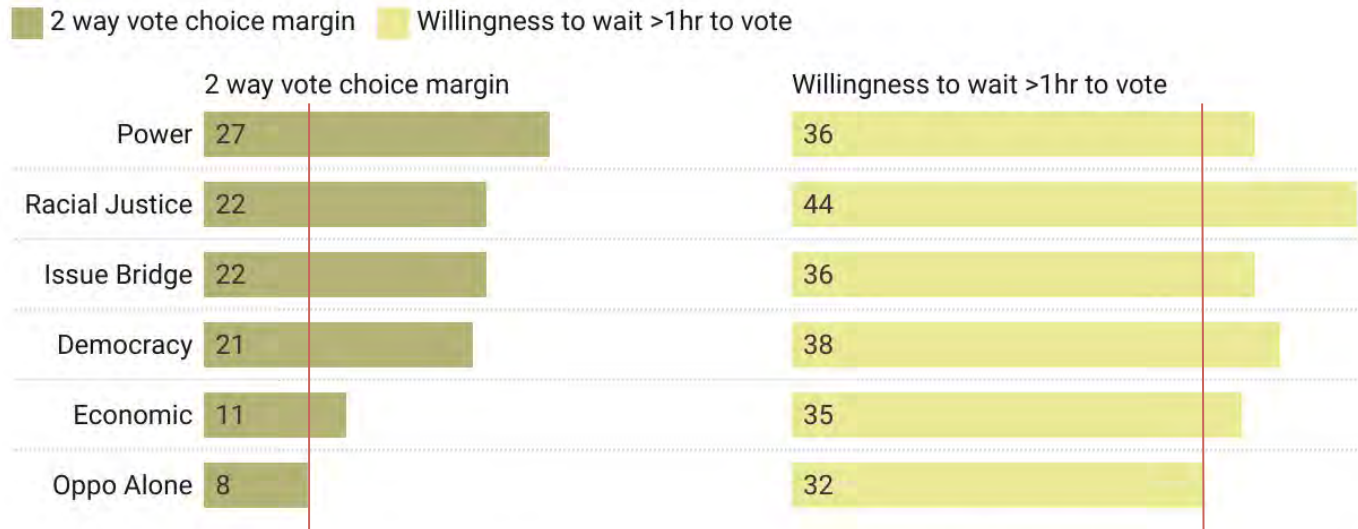


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Suggested Voting Rights Messaging for VOC

Most of us just want the **freedom** to live good lives and the **power to make decisions** about our families. But since our nation's founding, politicians have tried to suppress the power of people of color, from enslavement to Jim Crow segregation. They're trying to **cancel our history and silence our voices** because they've seen what the power of people coming together can achieve, like how our **ancestors rose up in the Civil Rights Movement** and how we've **organized in unions to win** higher wages against wealthy corporations. Politicians won't listen to us if we stay home and don't vote. That's why we're showing up to vote for Kamala Harris and Democrats who will **protect our freedom to vote** and respect the **will of the people**.

Center freedom and power

Name the history of racial discrimination

Point to wins that we have achieved through our power

Close with a call to action and shared values

Key Findings

1

Biden's exit has been tremendously helpful for voters of color, who are more supportive of Harris, less interested in third parties, and have improved perceptions of vote power.

2

Voters of color can still be segmented effectively by their concern about racial discrimination. Segmentation by vote power perception is also useful.

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Racial justice voters are more likely to feel the impacts of voter suppression and are more concerned about Project 2025, finding its policies more believable.

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Messaging that talks about voting rights by centering power and racial justice is most effective at moving vote power and vote choice for voters of color.

Strategic Takeaways

1

Racial justice voters of color are now a turnout universe. Kamala's candidacy has brought them home and we need to focus on turning them out.

2

Race neutral voters of color are a persuasion universe who are cross-pressured and need to be moved to support Democrats.

3

Low power voters of color are extremely disenchanting and being lured by third parties. We need to build agency and hope to persuade them.

4

Messaging for voters of color should emphasize people power, the history of racial discrimination, and the ways in which we have won.

Tested Messages

[POWER/CONTROL] Most of us just want the freedom to live good lives and the power to make decisions about our families. But MAGA Republicans are attacking our freedom to vote so they can take and hold power for themselves. They're trying to silence our voices because they've seen what the power of people coming together can achieve, like how we've organized in unions to win higher wages against wealthy corporations. Politicians won't listen to us if we stay home and don't vote. That's why we're showing up to vote for Kamala Harris and Democrats who will protect our freedoms and respect the will of the people.

[ECONOMIC] Whatever our color, background, or zip code, most of us work hard to provide for our families. But instead of addressing the rising cost of living, MAGA Republicans are focused on silencing our voices and attacking our freedoms so they can continue to cater to their billionaire donors. But when we show up and vote, we can choose leaders who will work to raise our wages and crack down on the wealthy corporations who are price gouging and driving up the costs of living. We are turning out in November to vote for Kamala Harris and the Democratic leaders who will side with working families over wealthy corporations.

[RACIAL JUSTICE] We all want America to be a place where freedom, justice, and equity are for all. But since our nation's founding, a faction has tried to suppress the power of people of color, from enslavement to Jim Crow segregation. To this day, MAGA Republicans are trying to censor our history and silence our voices by closing polling places in Black and brown communities. But just like our ancestors rose up in the Civil Rights Movement, we are carrying on that legacy and turning out in November to elect Kamala Harris and Democratic leaders that respect our voices and deliver for our communities.

[DEMOCRACY] Every American wants to have a say in the people and policies that determine the future for our families, community, and country. But over the past several years, we have seen a disturbing increase in the number and scope of attempts to suppress the votes of tens of thousands of American citizens – sometimes by illegal, intimidating practices. We need to come together to turnout and vote for Kamala Harris and Democrats in November to ensure that our elections are free, fair, and accessible so that our democracy works for everyone and every citizen can cast their ballot and have it counted.

[ISSUE BRIDGE] Every American wants to have a say in decisions that impact us. But the same MAGA Republicans that have already attacked our reproductive freedom, closed polling places, and let corporations increase our prices are also planning to completely gut checks and balances with Project 2025 if they win. They plan to give the president immunity from prosecution, the power to deploy the military against peaceful protesters, and let wealthy corporations influence our elections with unlimited spending. But we are turning out in record numbers again in 2024 to elect Kamala Harris and Democrats who instead will respect our voices, reduce the burden of rising prices, and protect our freedoms.

> **[OPPO MESSAGE]** We all want to be able to vote in a free and fair election where we can be confident in the integrity of the results. But every time an illegal vote gets counted, it spoils the legitimacy of the entire election. After the rampant voter fraud that we saw in the 2020 election, it is clear that we need common sense election security reforms like showing a photo ID and proving citizenship to vote, cleaning the voter rolls so dead people can't vote, and preventing ballot harvesting. We need to vote for Donald Trump and Republicans who will prioritize election security so that we can be confident in our election results.