

SEIU Harnessing Racial Justice Energy

Battleground Focus Groups

Terrance Woodbury

FOUNDING PARTNER

Samuel Madrigal

FIELD DIRECTOR

HIT STRATEGIES
WASHINGTON, DC

Roshni Nedungadi

FOUNDING PARTNER

Carla Hardy

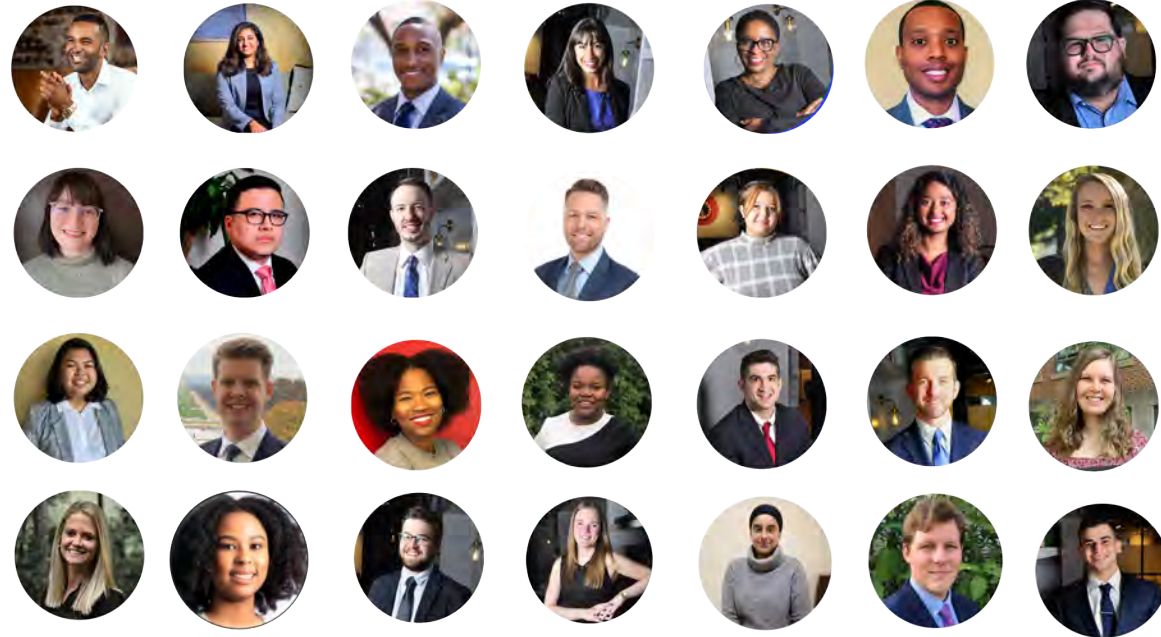
ANALYST

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HIT Strategies is a firm of young, diverse, innovative social scientists that use research and data to understand and communicate with hard-to-reach and underrepresented voters. We live and work at the intersections of society that are driving rapidly diversifying voter and consumer trends. We represent communities often misunderstood, overlooked, and underserved in American politics.





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


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 Terrance Woodbury
 CEO & Partner

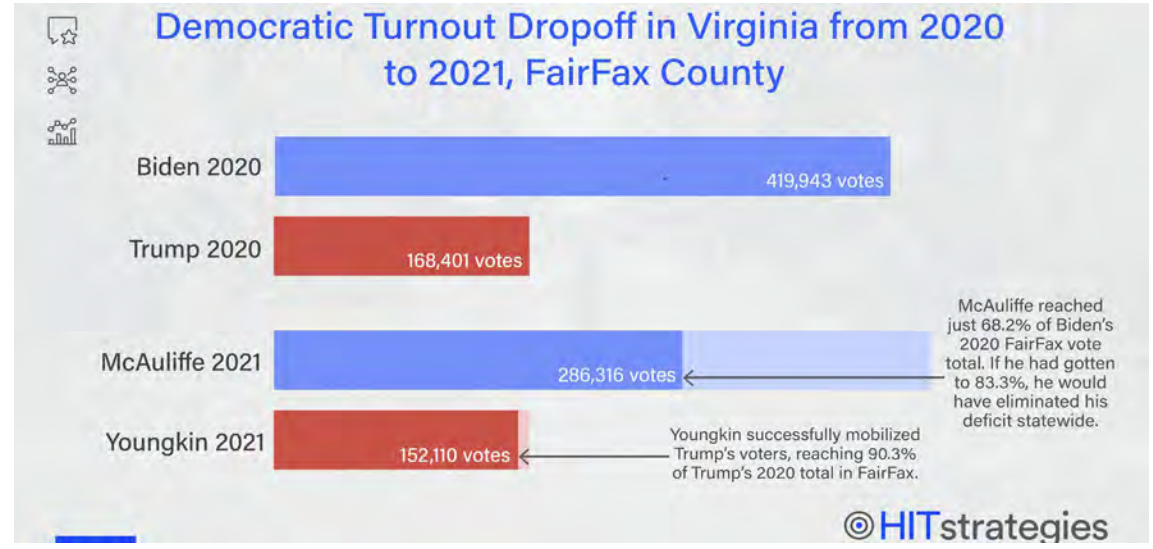


 Roshni Nedungadi
 COO & Partner

Republicans are **weaponizing racism** to surge their base. Democrats must **deploy racial justice** to surge our base.

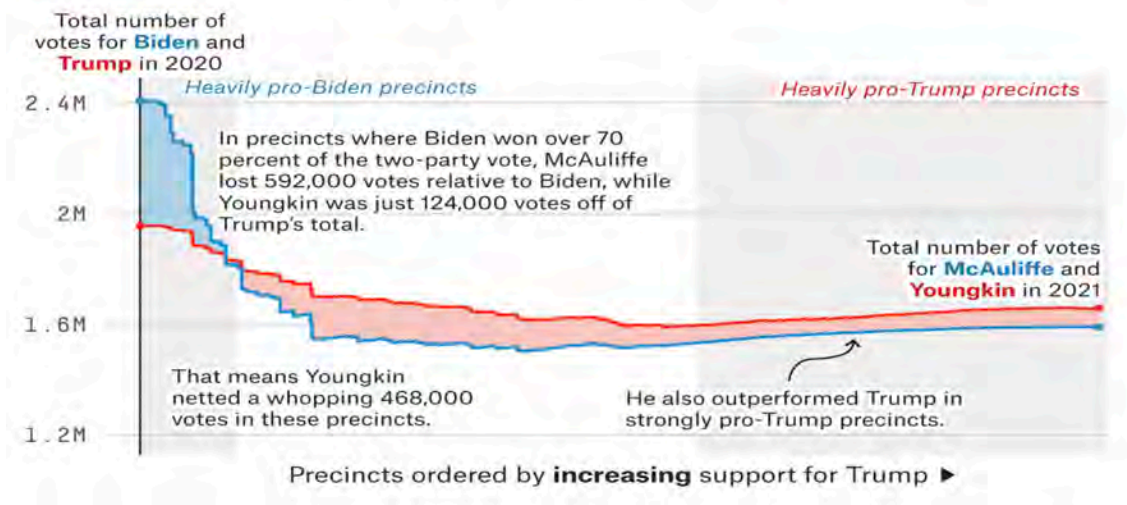


- Democratic base is eroding in **urban centers where diversity and racial justice voters are concentrated**
- Republicans are surging voters in **rural precincts where non-college white voters that express racial anxiety** are concentrated.
- Glenn Youngkin used Critical Race Theory to mobilize **rural precincts where non-college white voters express racial anxiety**
- What are Democrats doing to mobilize **urban centers where diversity and racial justice voters are concentrated**



McAuliffe lost votes in precincts Biden won handily

Cumulative change in votes from the 2020 presidential election to the 2021 Virginia gubernatorial election by candidate, ordered by precincts' 2020 two-party vote share for Trump



Source: <https://fivethirtyeight.com/features/how-republicans-won-the-virginia-governors-race/>

Phase 1: Objectives



UNDERSTAND

1 Understand the current landscape of research and messaging in the voting rights community.

MEASURE

2 Measure the awareness of recent voter suppression efforts occurring at the state and local level and understand which attempts voters most view as a form of racial discrimination.

IDENTIFY

3 Identify the best way to connect voter suppression to racism.

INCREASE

4 Increase the urgency of protecting our right to vote and understand which racial discrimination frames for voter suppression mobilizes, demobilizes, persuades, and which of these creates a backlash.

IDENTIFY

5 Understand who voters think is responsible for fixing the problem of voter suppression, how it should be fixed, and determine what power voters think they have in fixing voter suppression systemically.

Methodology

Details

These findings are from a proprietary survey conducted by HIT Strategies on behalf of SEIU. This survey consisted of N=2,800 voters of color across five battleground states (AZ, GA, MI, PA, TX) with additional oversamples of African American, Asian and Pacific Islanders, Latino and White voters. The survey was conducted via text-to-web and live phone dialing utilizing both landline and cellphone numbers. The survey fielded from October 18th – November 8th, 2021. The margin of error is +/- 1.9%, with the margin of error higher among subgroups.

Universe

2022 Non-White Voters,
Modeled DEM/IND

Sample Size

Total N = 2,826
White = 408
Black = 1133
Latinx = 896
AAPI = 344

Phase 1: Race Survey Sample Distribution



	<i>ARIZONA</i>	<i>GEORGIA</i>	<i>MICHIGAN</i>	<i>PENNSYLVANIA</i>	<i>TEXAS</i>	<i>TOTAL</i>
AA	108	331	296	256	142	1133 (40%)
AAPI	67	69	83	63	62	344 (12%)
Latino	308	98	119	127	244	896 (32%)
Middle Eastern	4	2	8	4	4	22 (1%)
American Indian/ Alaskan Native	11	--	--	--	--	11 (0.4%)
Other	4	2	2	1	3	12 (0.4%)
White	42	54	124	78	110	408 (14%)
<i>TOTAL</i>	<i>544 (19%)</i>	<i>556 (20%)</i>	<i>632 (22%)</i>	<i>529 (19%)</i>	<i>565 (20%)</i>	2,826

Phase 2: Objectives

UNDERSTAND

1 Understand the current landscape of research and messaging in the voting rights community.

MEASURE

2 Measure the awareness of recent voter suppression efforts occurring at the state and local level and understand which of attempts voters most view as a form of racial discrimination.

IDENTIFY

3 Identify the best way to connect voter suppression to racism.

INCREASE

4 Increase the urgency of protecting our right to vote and understand which racial discrimination frames for voter suppression mobilizes, demobilizes, persuades, and which of these creates a backlash.

IDENTIFY

5 Understand who voters think is responsible for fixing the problem of voter suppression, how it should be fixed, and determine what power voters think they have in fixing voter suppression systemically.

Methodology

Details

Ten 120-minute focus groups, 4 conducted via Zoom online and 6 conducted in-person in Detroit, Atlanta, and Houston on behalf of SEIU from February 22nd to March 24th

Universe

2022 Non-White Voters, Modeled DEM/IND
Battleground States (TX, GA, MI, PA, TX)

Sample Size

Total N = 76
White = 6
Black = 28
Latinx = 18
Indian = 6
Chinese = 8

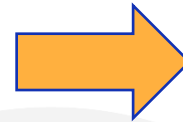
Defining the Problem

Strategic Guidance

1

Voting rights is not seen as a top issue priority

While voting rights does not make it into the top ten most important issue priorities among POC voters, racism and discrimination is top 3 across all POC voters.



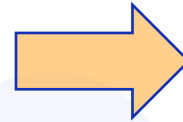
Close the gap between those that are concerned about racism and those less concerned about voting rights.

Demonstrate the unnecessary cruelty of voter suppression barriers such as penalizing people for distributing food and water to people waiting to vote.

2

Voters do not equate voter suppression and racism

Over 50% of POC voters identify as racial justice but only half could identify any voter suppression efforts as racist.



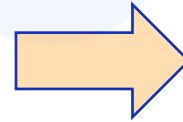
Show how POC voters are highly targeted with proof points

Example proof point: 107,000 Georgians were purged from voting records in 2017. Joe Biden won GA by less than 12,000 votes.

3

For POC voting is perceived to be getting easier

Overwhelmingly 70% POC voters believe voting is getting easier or staying the same and do not expect it to get harder in future elections.



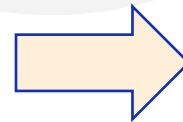
Demonstrate how voter suppression efforts impact people in their community

Even if these barriers do not affect everyone, they affect just enough of the people that we should be making it easier for....seniors, single parents, essential workers. Use their personal stories to shift the narrative.

4

Voter fraud concerns are prevalent amongst POC voters

Republican messaging about the threats of voter fraud have clearly penetrated with 32% of POC voters seeing voter fraud as the bigger issue over voter suppression.



Avoid using GOP propaganda language

We need to demonstrate the security and integrity of election process and not repeat "voter fraud" language with POC voters, not even to refute voter fraud.

Across states, voting rights is similarly ranked as a low priority



What are the three most important issues facing your community today? Please select up to three answers and rank them from most important.

		AZ	GA	MI	PA	TX
Racism and discrimination	39%	35%	40%	39%	42%	36%
Jobs and wages	34%	35%	33%	35%	32%	33%
[SSB] Cost of living	34%	36%	25%	35%	36%	36%
Education	31%	33%	25%	29%	34%	32%
COVID-19	30%	31%	27%	34%	28%	32%
Healthcare	28%	32%	27%	25%	28%	28%
Crime and violence	27%	20%	26%	28%	36%	25%
[SSA] Inflation	19%	22%	17%	21%	16%	21%
Gap between rich and poor	17%	19%	19%	14%	16%	14%
Criminal justice	16%	13%	19%	16%	17%	17%
Student loan debt	14%	15%	15%	16%	9%	14%
Climate change	13%	17%	12%	14%	11%	12%
[SSB] Voting rights	12%	5%	19%	10%	10%	14%
[SSA] Making it harder to vote	10%	12%	13%	8%	8%	11%
Don't know	2%	2%	3%	3%	1%	3%

Phase 2: Focus Group Overall Key Findings



1

50%+ Of The Democratic Base Is Mobilized By Racial Justice Language

There is a Race and Power message that resonates powerfully with 50%+ of the Democratic electorate that is explicitly racial justice oriented. This message seems to motivate, and if done right does not generate backlash amongst focus group audiences.

2

Different Audiences Within Democratic Base Voters Call For Different Messages

We cannot treat voters of color as a monolith. It is possible to increase urgency to fight for voting rights among these groups, but it requires messages anchored to values tailored to each audience.

3

Fighting Racism And Voter Suppression Is Key To Democratic Victory

The Democratic base is eroding, especially amongst voters of color and young people. To win this group back, Democrats need to be bolder in fighting against racism and for voting rights to differentiate themselves from Republican bad actors. Right now, base voters see them as part of the problem.

Phase 1: Democratic Voter Segmentation

MOBILIZATION AUDIENCE

Q16. Racism is a big problem in their lives
+
Q17. Racism is a big problem in their communities
+
Q18. Experienced a lot of racism personally

PERSUASION AUDIENCE

Do not express strong feelings about racism personally and/or in their community

EDUCATION AUDIENCE

Q16. Racism is not a big problem in their lives
+
Q17. Racism not a problem in their communities
+
Q18. Do not experience racism personally

51% RACIAL JUSTICE

61%	of Black women
60%	of college-grad Women
58%	of Black voters
57%	of progressives
56%	of 30-39 year-olds
56%	of voters that feel less powerful
55%	of Michiganders
54%	of POC Women

30% RACE NEUTRAL

39%	of White men
38%	of White OS
36%	of Women 50+
34%	of Pennsylvanians
34%	of AAPI
33%	of 40-49 year-olds
33%	of Country right direction
31%	of Progressives

19% RACE AGNOSTIC

29%	of White OS
28%	of white women
28%	of conservatives
26%	who disapprove of Joe Biden
25%	of Latinx
23%	of Texans
23%	of AAPI
21%	of Age 50+

Phase 2: Focus Group Target Audiences



DEMOCRATIC BASE VOTERS

Top Issues	Division is seen as the greatest threat to the nation, including partisan, racial, and socioeconomic division
Audience	Voters fall into two distinct audiences that require different messaging
Outcome	There is potential and opportunity to mobilize Democratic voters around collective power

RACIAL JUSTICE AUDIENCE

White Progressive voters
 Black voters, especially Black Women
 2nd Generation AAPI voters

Racism Attitudes	Racism inhibits them personally and their community collectively
Voting Rights Attitudes	Threats to voting rights are an attempt to prevent POC from voting
Protecting Voting Rights	Prepared to take action to protect voting rights or to defend their political power
Shared fate	What happens to other communities affects them
Villains	Racist politicians, specific Republicans by name
Messaging Reactions	Race-specific callouts, named villains, examples of voter suppression, call to action

RACE NEUTRAL AUDIENCE

Latinx voters
 1st Generation AAPI voters

Racism Attitudes	Racism exists but can only inhibit them or their community if they allow it to
Voting Rights Attitudes	Threats to voting rights are attempts by the wealthy to prevent poor/working people from voting
Protecting Voting Rights	Threat to voting rights are a problem but not affecting them enough to act
Shared fate	Racism affects you if you let it
Villains	Rich people, Top 1%, All politicians (anti-partisanship)
Messaging Reactions	Unity message, avoid partisan language, collective power, call to action

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Community Sentiment & Political Environment

Political Environment Key Findings



1. Hyper-partisanship is turning off voters across groups and perpetuating concerns about division
2. Lack of perceived policy wins equates to failed promises in voters' minds, reinforcing low morale
3. Unfavorability towards Republicans does not translate to favorability towards Democrats

RACIAL JUSTICE AUDIENCE

White Progressive voters
Black voters
2nd Generation AAPI voters

Political Attitude	Explicitly name check specific bad Republicans, reluctant to only blame ALL Republicans
Top Issues	Higher cost of living, failed promises of elected officials
Favorability	Unfavorability of Republicans does not equal favorability of Dems

RACE NEUTRAL AUDIENCE

Latinx voters
1st generation AAPI voters

Political Attitude	Turned off by partisanship, believe in American idealism, false equivalency between Dems and GOPs
Top Issues	Higher cost of living, crime, healthcare cost
Favorability	Unfavorability of Republicans does not equal favorability of Dems

SO WHAT?

The base is eroding



Shore up the base by mobilizing racial justice voters through racial justice messaging.

Base voters are concerned about division and inflation



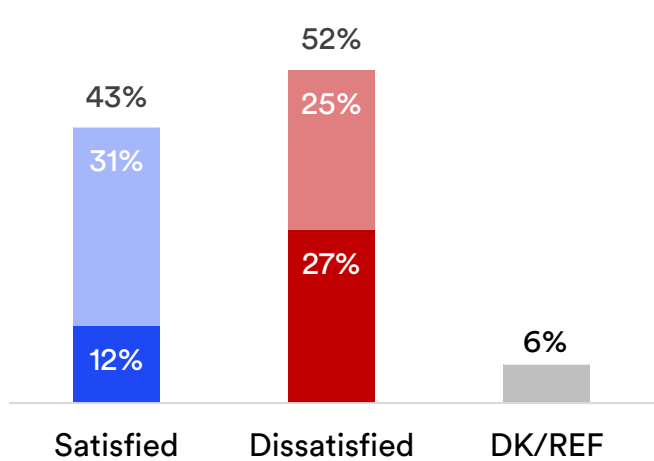
I feel _____ about the way things are going in my community these days.



What are the biggest threats our country is currently facing?



Are you satisfied with the direction in which the country is headed?



		Demos				Geos				
	Total POC	AA	AAPI	Latinx	White OS	AZ	GA	MI	PA	TX
Total Satisfied	42%	41%	45%	44%	31%	44%	42%	48%	35%	43%
Total Dissatisfied	52%	54%	48%	50%	65%	51%	52%	49%	60%	49%
DK/REF	6%	5%	7%	6%	4%	6%	7%	4%	5%	8%

The definition of community among participants split by geography or ethnicity/race

When you describe your feelings towards your community, which community are you talking about? Is it the community where you live, a group of people? Who are you referring to when you think of “community”?

Race Neutral Definition of Community: GEOGRAPHY



“I would classify my community as where I live. My surroundings, my neighbors, our school district is all in, within our community.”
-Latinx Woman, TX



“My city in general and my community and communities around me, which make up the city.”
-Latinx Man, Atlanta Latinx Group



“Community would be, I guess, the people living in my city and the people I interact with on a daily basis.”
- Chinese Man, GA



“For the community, I think in the community, the neighborhood you live in, in the area.”
- Chinese Man, TX

Racial Justice Definition of Community: CULTURE/IDENTITY



“The Punjabi and Sikh community.”
-Indian Woman, TX



“Me personally, when I focus on community, I focus on us as a people, period. I feel what I do affects the people that's the same ethnicity as me, it kind of upsets me when I see certain things going on in my community that can be prevented and the leaders are not doing anything to prevent it.”
-Black Woman, Houston Black Women Group



“I was one with the African American community.”
- Black Woman, Detroit Black Women Group



“Yeah. The black community, as well as the LGBTQ community and the youth.”
- Black Woman, Detroit Black Women Group

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Racism & Discrimination

Racism and Discrimination Key Findings

1. Division is seen as the greatest threat to the nation, including partisan, racial, and socioeconomic
2. Participants identified racism and its impact, but its effect on their daily lives differed by audience

RACIAL JUSTICE AUDIENCE

White Progressive voters Black voters 2 nd generation AAPI voters	
Impacts of racism	Racism is hurting my community
Racism Experience	Experience it personally, affects their lives daily
Shared fate	Racism and discrimination against other communities affects my community

RACE NEUTRAL AUDIENCE

Latinx voters 1 st generation AAPI voters	
Impacts of racism	Racism only impacts you if you let it
Racism Experience	Have observed racism or experienced racism in the past, but not currently
Shared fate	Racism and discrimination against other communities doesn't pose a threat to my community

SO WHAT?

Racial justice voters see racism as a problem in their lives/communities

Race neutral voters do not deny racism exists, but aren't motivated by it



Come through the front door with racism, call it out. Racism is the solution to activate these voters on voting rights

Racism discussion doesn't create backlash, but economic solutions and their right/privilege to vote is more effective

⦿ Racial justice respondents think discussing racism is high-priority; Race neutral respondents believe it is one of many important issues

Some people say racism is maybe the most important problem we face, while others say focusing on racism distracts us from focusing on the real challenges we face, from healthcare to jobs. What do you think?



“I think it goes both ways. If you talk a lot and I mean about same thing, **then it's distracting you from other issues**, but it's not like that issue doesn't exist. It still exists. You have to balance it out.”
- Indian Man, TX



“I think we need to change the way it's discussed. So for instance, normally if you try to discuss racism with me being a man of color, trying to discuss it with a person who is not a person of color, it becomes everybody's trying to defend their point of view...**you have to understand the different point of view from both sides in order for you guys to have some type of progression.**”
- Black Man, Detroit Black Men Group



“I think, really, racism isn't worthwhile to do anything **about** because if it's there, are you just talking about it, whatever, **you can't do anything to change it?** You have to go really and try to bring people up so that they're not being racist in the future.”
- Latinx Man, GA

[Baseline Survey] How big of a problem is racial discrimination in your life today?

	Total	AA	Latinx	AAPI	White OS
Problem	64%	71%	56%	52%	43%
Not a problem	35%	28%	42%	48%	55%

[Baseline Survey] How big of a problem is racial discrimination in your community today?

	Total	AA	Latinx	AAPI	White OS
Problem	67%	74%	62%	57%	45%
Not a problem	30%	25%	36%	38%	55%

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Political Power

Political Power Key Findings

1. Disillusioned about stagnation in national politics, political power was most salient at the local level
2. Racial justice voters equate power with decision-making; Race neutral voters equate power with wealth/money
3. Racial justice voters see power in community; Race neutral voters see power in individual action
4. All voters want and need a call to action to realize potential power

RACIAL JUSTICE AUDIENCE

White Progressive voters
Black voters
2nd generation AAPI voters

Political Power	Recognize collective political power in their community
Defining Political Power	Power is equity/justice/fairness
Power & Voter Suppression	Voter suppression is a way to subvert our power, limiting power from POC

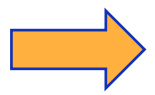
RACE NEUTRAL AUDIENCE

Latinx voters
1st generation AAPI voters

Political Power	View political power as individual
Defining Political Power	Power is economic prosperity
Power & Voter Suppression	Voter suppression is a way for elites to protect their power, concentrating power at the top

SO WHAT?

Racial justice voters understand their collective action
Race neutral voters feel power in individual action



Name an action that connects with ideas of collective power
Use ideas of individual power as a solution to voting rights



Racial justice participants recognize the potential power their communities have, if they could successfully unite. Race Neutral see power as economic

What does power mean to you? Would you say your community wields its power? If so, in what way?



“I think a good example is like, if you go back, everybody says that it's the Black community that got Biden into office. **So, we can see what we can do when we band together and actually use that power.**”
- Black Man, Atlanta Black Group



“I was going to say when you said power, and I think it **equals money.**”
- Latinx Man, Atlanta Latinx Group

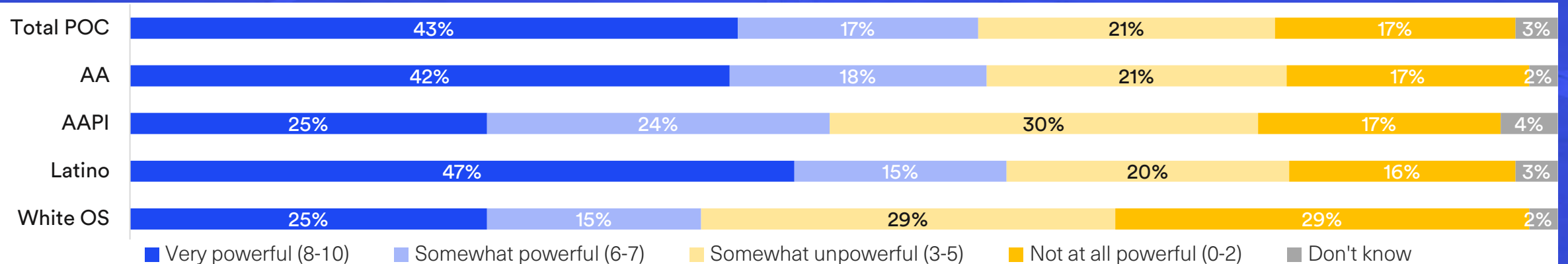


“I think if multiple people said "I support this bill or this levy." Whatever, then that is power in itself. For me as individually, I do not hold that one power. **It will have to be with the group to make that voice strong and powerful and help sway a decision to be made.**”
-Black Woman, Detroit Black Women Group



“My personal community I think is growing in a sense because they know who they are now, **they're asking for things and we're getting those things. Like a new library.**”
- Latinx Man, TX

[From baseline poll] How much power do you feel that your vote has to make a change on issues that are important to you?



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Voting Rights

Voting Rights Key Findings



1. Voting rights is not seen as a top issue priority for most base voters
2. Participants don't see changes to voting as affecting their personal access to vote, their expectations are based on ease of their previous election experience
3. Participants are aware of intentionality of laws that make it harder for some communities to vote

RACIAL JUSTICE AUDIENCE

White Progressive voters
Black voters
2nd generation AAPI voters

Impact of voting	Voting is a <u>duty/responsibility</u> because of ancestors' sacrifice
Threats to voting rights	Voter suppression seen as racism
Threat to community	Voter suppression hurts my community

RACE NEUTRAL AUDIENCE

Latinx voters
1st generation AAPI voters

Impact of Voting	Voting is a right and the only thing you need to protect it is citizenship
Threats to voting rights	Voter suppression seen as rich vs poor
Threat to community	Voter suppression hurts if you let it

SO WHAT?

Racial justice voters see voting suppression as a threat to members of their community

Race neutral voters feel voting is a right guaranteed by citizenship so no one can threaten it



Say: "stand up for voting rights to protect the most vulnerable members of your community"

Highlight the details of voter suppression tactics, ex: shorter voting hours means people who work long hours can't vote

© For racial justice voters, voting is a duty or responsibility; Race neutral respondents think of it as a right.

Do you believe that voting is a way to create change around the key issues that we just talked about?

RACIAL JUSTICE AUDIENCE

“When you have the opportunity to [vote], **that's when it becomes your duty to even put your input in.** Even if you don't think it's going to make a difference, when it's several of you putting together, it can make a difference versus just your one vote. **And that one less vote hurts the community as well.**”

- Black Woman, Detroit Black Women Group

“Yes, mostly black people, **we feel that we have an obligation to vote based upon our historical past** and everything as a culture, we still have a responsibility to say I'm a part of X neighborhood, X community. And this is who I feel as this going to better our situation, our community.”

-Black Woman, Detroit Black Women Group

RACE NEUTRAL AUDIENCE

“I would vote for policies that, don't suppress the vote and for politicians that aren't doing that, but I'm **not going to kind of do much more than my civic duty.**”

-Latinx Man, Atlanta Latinx Group

“**Voting is a fundamental right of every citizen.** So every citizen is responsible to vote and then find a candidate. And that is the only way we can identify who is the best person.”

-Indian Man, PA

“Voting doesn't always solve the issue, **but it is a basic right and needs to be protected.**”

-Chinese Man, MI

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Messages

Messaging Key Findings



1. Racial justice audience preferred race power language, with race neutral audience preferred RCN, notably there was no backlash to racially-specific callouts in any of the messages
2. Participants consistently called for opportunities for action beyond just voting
3. Calling out racism does **NOT** erode support among audiences, but it **DOES** mobilize racial justice

RACIAL JUSTICE AUDIENCE

White Progressive voters
Black voters
2nd generation AAPI voters

Language	Name check examples of racism and how it determine outcomes of elections for their community, like race-specific callout
Villains	Willing to name Trump, Republicans, and racists as villains
Framing	Preferred multiracial power framing, empowerment, specific examples

RACE NEUTRAL AUDIENCE

Latinx voters
1st generation AAPI voters

Language	Turned off by partisanship language, dislike division and very fatalistic
Villains	Don't want to equate Trump and Republicans, villains are rich people, not specific to race
Framing	Preferred unity and multiracial coalition, RCN framing was popular

SO WHAT?

Racial justice voters want to call out racism & flex their collective power
Race neutral voters dislike partisanship



Use race + power message to mobilize this group
Use RCN message with this group

Participant Written Messages



“Diverse communities everywhere of any background who's ever voiced, voting is a prime step to achieving that voice. **Without voting, racism conquers, diverse community suffering, healthcare, jobs, wages, and many people go unheard.** Vote today and gain your voice.”
- Black Woman, Detroit Black Women Group



“**Racist rhetoric** and lies fueled by **Donald Trump and far right political party members**, minorities are banned together to fight the suppression of vote in order to collectively keep precincts open.”
- Black Man, Atlanta Black Group



“**2020 was a turning point for us all.** With the appearance of COVID, a summer of unrest and the biggest election of all time. Through it all, people **from all walks of life**, join together to defeat those who oppose our human rights. The right to vote, excel and be heard. Now that our **collective power** has been seen, there are others who want to tear it down. **We won't let this happen. We will make our voices heard.**”
- Black Woman, Atlanta Black Group



“I know we can feel like your vote doesn't matter, but it can be the **difference between four years of peace and prosperity or four years of civil unrest.** Do not let **racist, capitalistic politicians** decide your vote. **Pass the Freedom to Vote Act**, so that voters can pick their leaders and not have leaders pick their voters.”
- Black Woman, Detroit Black Women Group



“We will be the **collective force** that brings forth change. We **must pass laws and legislation** that make it easier for minority voices to be heard. No more limiting our voting power by **closing precincts and removing voters who missed previous elections.** No more lies, no more fraud. **Trump and his people will not win.** We will make our voices heard.”
- Black Woman, Atlanta Black Group

Race Class Narrative Message



Message Element	Critical Components	Example
1. Lead	Lead with values	Whatever our color, background or zip code, in America we value our freedom. The freedom to have a say in decisions that impact our lives
2. Highlight	Highlight what voting can deliver	from curbing the pandemic to creating jobs to providing affordable care.
3. Name	Name the villains and their tactics	But now, the same faction who have endangered our lives with lies about COVID and our election, passed anti-voter bills in states, and tried to block an investigation into the attack on our Capitol are refusing to pass laws the majority of Americans favor
4. Define	Define this moment	This is a turning point for our nation.
5. Call to action	Name our discrete ask/call to action	Our Senate leaders must exercise their majority, eliminate the filibuster, and pass the John Lewis Voting Rights Advancement Act and the Freedom to Vote Act
6. Shift	Shift to demand and future outcomes	to create national standards to ensure that we can safely and freely cast our ballots, ensure that trusted local election officials count every vote, and prevent partisan politicians from sabotaging the results of our elections.

Race-Class + Power Message



Message Element	Critical Components
1. Audience Framing	Unifying declaration of values
2. Villain	Call out villain, what they are doing, and why they are doing it
3. Voter suppression	Overcoming examples of voter suppression, but shouldn't have to
4. Call to action	Call to action that is achievable and gets to desired outcome with a value

Remaining Questions

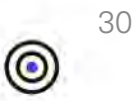
1. What are the values?
2. Does naming racist/Republican politicians demobilize race neutral voters?
3. Who are the victims of voter suppression?
4. Race-specific examples of voter suppression?
5. What is the call to action?

TARGET AUDIENCE: RACIAL JUSTICE AUDIENCE

White Progressive voters
Black voters,
especially Black Women
2nd Generation AAPI voters

Critical to speak audience's lived racism experience, using language that redefines the voting rights debate

*



WORDS THAT WORK

ENCOURAGE	AVOID	WHY
<p>Words that evoke Unity/Community</p> <p>Together Us/We/Our State vernacular (i.e., Texans, Georgians)</p>	<p>Words that evoke Division/Partisanship</p> <p>Individual(s) You/Your/I/Me/My Democrat/Republican Conservatives/Progressives</p>	<p>Voters are tired of division and will intentionally tune it out to avoid it.</p> <p>Unity and inclusion language keeps audience engaged.</p>
<p>Explain problem in Simple & Empowering manner</p> <p>Undermining will of the people Intentionally making it harder for you and your community to vote</p>	<p>Explain problem in ways that are Process heavy & Disengage</p> <p>Getting mired in policy specifics or industry jargon</p>	<p>Detailed policy language will not break through as insider language are rarely compelling, and trigger partisanship and fatalism</p>
<p>Naming State Specific Villains</p> <p>Greg Abbott (TX voters) Brian Kemp (GA voters)</p>	<p>Grouping Villains Generally</p> <p>Some Politicians State Legislature</p>	<p>Avoid triggering partisanship</p> <p>Keep audience attention to negative impact on their community, especially POC</p> <p>Sensationalist language triggers fear of insurmountable obstacle</p>

© HIT strategies

Remaining Unanswered Questions

Remaining Questions for Phase 3

To increase the mobilization efficacy of racial justice messages, the following unanswered questions need to be explored in the Phase 3 of this voting rights research:

1. Solidifying language examples to connect racism & voter suppression
2. Identify the most compelling state-based voter suppression examples
3. Determine potential consequences of naming partisan voting rights villains
4. Test the most effective community victims of voting rights threats
5. Segment mobilizing racial justice and race neutral calls to action
6. Distinguish reactions of threats to power vs threats to voting rights
7. Identify racial justice voters through models that will allow campaigns to effectively target them with a Race-Power message.

Thank You

SEIU Battleground Focus Groups

Terrance Woodbury

FOUNDING PARTNER

Sam Madrigal

DATA ANALYST & INNOVATION SPECIALIST

HIT STRATEGIES
WASHINGTON, DC

Roshni Nedungadi

FOUNDING PARTNER

David Kornahrens

RESEARCH DIRECTOR

www.hitstrat.com