Methodology

Lake Research Partners designed and administered this survey that was conducted online from January 31 – February 24, 2020 as follows:

Universe	N Size	Fielding	Sample Source	MOE
Michigan Registered Voters including 65 African American voters, 6 Latinx voters, and 12 Asian American and Pacific Islander voters	600	Jan 31 – Feb 10	Voter file matched online panel	+/-4.0%
Minnesota Registered Voters including 18 African American voters, 6 Latinx voters, and 18 Asian American and Pacific Islander voters	600	Feb 1 – Feb 10	Voter file matched online panel	+/-4.0%
Missouri Registered Voters including 62 African American voters, 6 Latinx voters, and 18 Asian American and Pacific Islander voters	600	Feb 2 – Feb 12	Voter file matched online panel	+/-4.0%
Ohio Registered Voters including 73 African American voters, 12 Latinx voters, and 18 Asian American and Pacific Islander voters	600	Feb 1 – Feb 10	Voter file matched online panel	+/-4.0%
Pennsylvania Registered Voters including 54 African American voters, 12 Latinx voters, and 18 Asian American and Pacific Islander voters	600	Jan 31 – Feb 9	Voter file matched online panel	+/-4.0%
Wisconsin Registered Voters including 24 African American voters, 12 Latinx voters, and 6 Asian American and Pacific Islander voters	600	Jan 31 – Feb 9	Voter file matched online panel	+/-4.0%
African American voters in MI, MN, MO, OH, PA, WI	215	Feb 5 – Feb 25	Online panel	+/-6.7%
Latinx voters in MI, MN, MO, OH, PA, WI	186	Feb 5 – Feb 25	Online panel	+/-7.2%
Asian American Pacific Islander adults in MI, MN, MO, OH, PA, WI	403	Feb 5 – Feb 25	Online panel	+/-4.9%

The data for each state survey were weighed slightly by gender, gender by region, age, educational attainment, race, and party identification to reflect attributes of registered voters in each state. The regional oversamples of African Americans, Latinx, and AAPI voters were down-weighted to their regional proportion for a "combined" 6-state total, reflecting an unweighted sample size of N=4404, which has a margin of error of +/-1.48% at the 95th confidence interval.

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Sample Demographics

Demographics	White	AA	Latinx	AAPI
Men	47	40	42	46
Women	53	59	54	53
Under 30	11	23	30	30
30-39	15	18	31	26
40-49	16	18	15	19
50-64	30	24	17	17
Over 65	27	16	8	8
White alone	100	0	0	0
Black or African American	0	100	19	6
Latino/Latina or Hispanic	0	4	100	7
Asian and Pacific Islander	0	2	11	100
Native American or Indigenous	0	5	11	6
Middle Eastern	0	0	3	0
Democrat	39	80	62	53
Independent	12	4	5	6
Republican	46	14	25	33
Michigan	21	26	14	16
Minnesota	10	3	6	10
Missouri	12	13	7	13
Ohio	22	30	28	28
Pennsylvania	24	23	34	27
Wisconsin	10	4	11	4

Political Context

White, African American, and Latinx voters are very motivated to be a voter in November. White voters express the strongest motivation, while AAPI adults are significantly less motivated.

Some people are very motivated about being a voter in this November election while others don't feel motivated at all, and many are in between. How about you--how motivated are you to be a voter in November?

White — 66 | 88

African American — 58 | 83

Latinx — 56 | 80

Asian American and Pacific Islander — 44 | 77
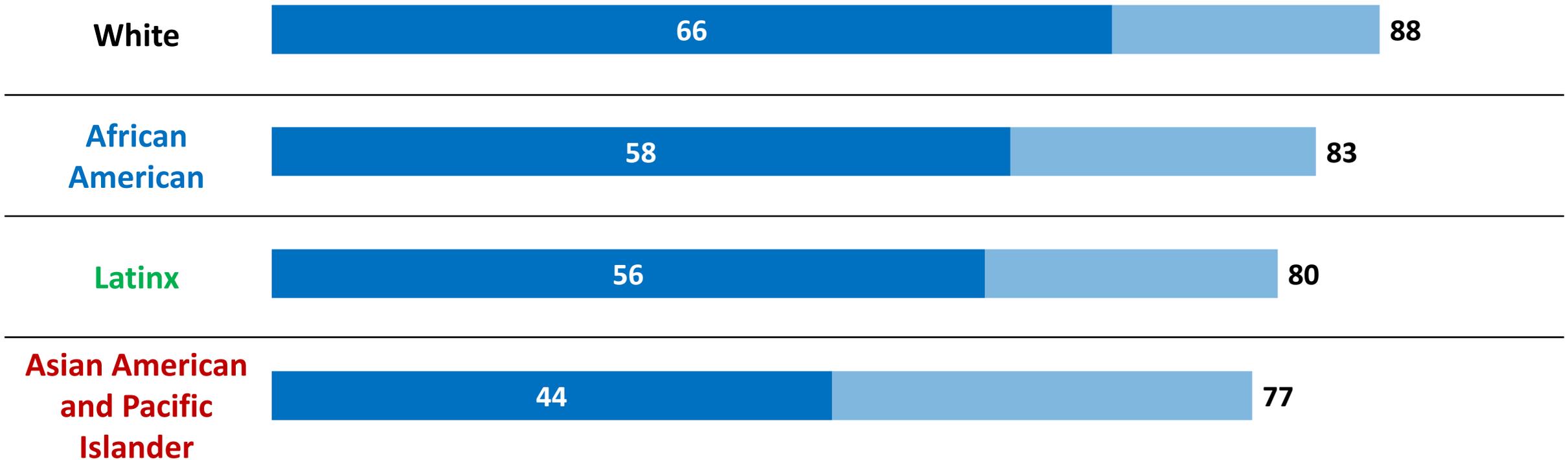
■ Rated 10, Very Motivated   ■ Rated 6-9, Motivated

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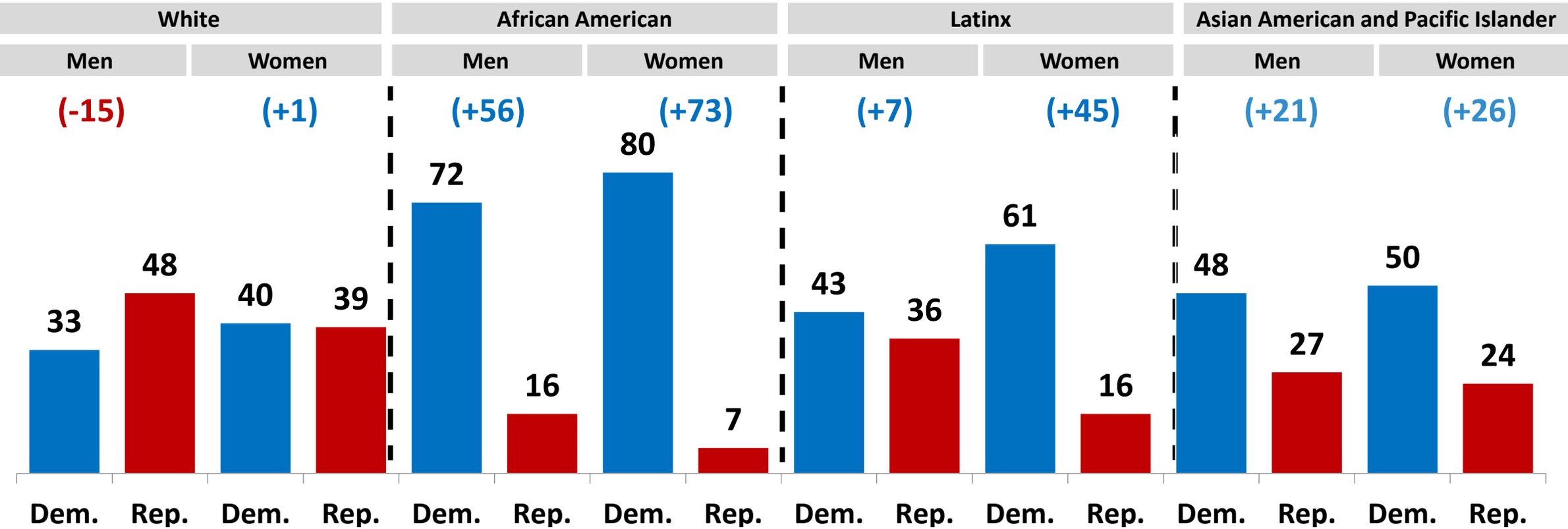Strategy · Precision · Impact

A generic Democratic candidate leads in the congressional ballot among African Americans by 66 points, Latinx voters by 31 points, and AAPI adults by 23 points. White voters lean Republican by seven points.

And if the election for Congress were held today, would you vote for the Democratic candidate in your district, the Republican candidate in your district, or are you undecided?

White	African American	Latinx	Asian American and Pacific Islander
(-7)	(+66)	(+31)	(+23)

White			African American			Latinx			Asian American and Pacific Islander		
36	43	17	77	11	9	55	24	14	49	26	19
Dem.	Rep.	Und.	Dem.	Rep.	Und.	Dem.	Rep.	Und.	Dem.	Rep.	Und.

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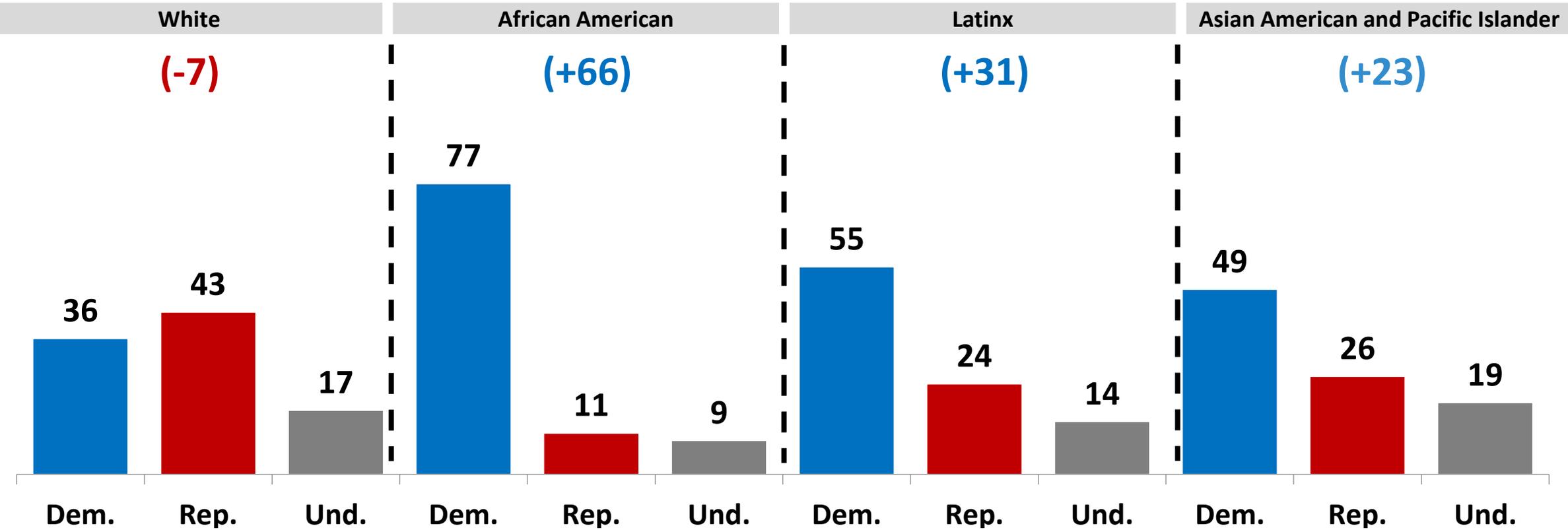
Across race, women are more likely to support the Democratic candidate.

And if the election for Congress were held today, would you vote for the Democratic candidate in your district, the Republican candidate in your district, or are you undecided?

White		African American		Latinx		Asian American and Pacific Islander	
Men	Women	Men	Women	Men	Women	Men	Women
(-15)	(+1)	(+56)	(+73)	(+7)	(+45)	(+21)	(+26)

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Black Lives Matter, unions of working people and labor unions, and the #MeToo Movement are the most favorable groups and concepts among African American voters. Green New Deal and socialism are noticeably less favorable concepts in part because they are less well known.

(African American Voters) Please indicate how favorable you are of that group or concept:
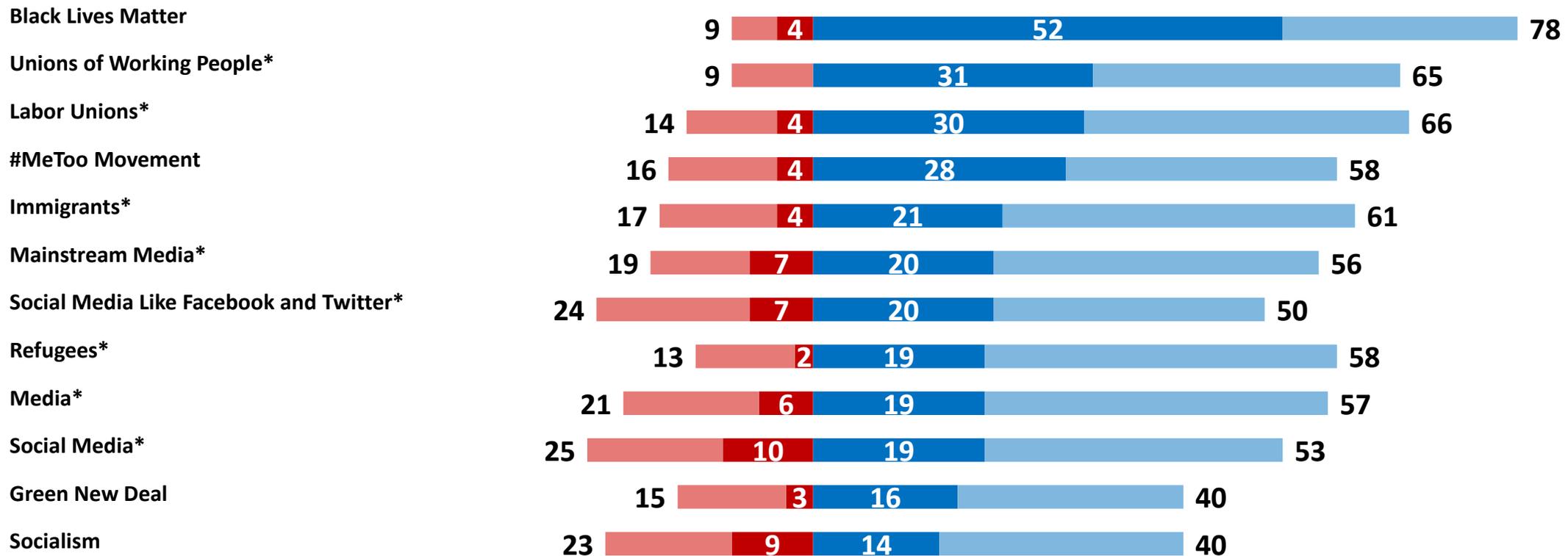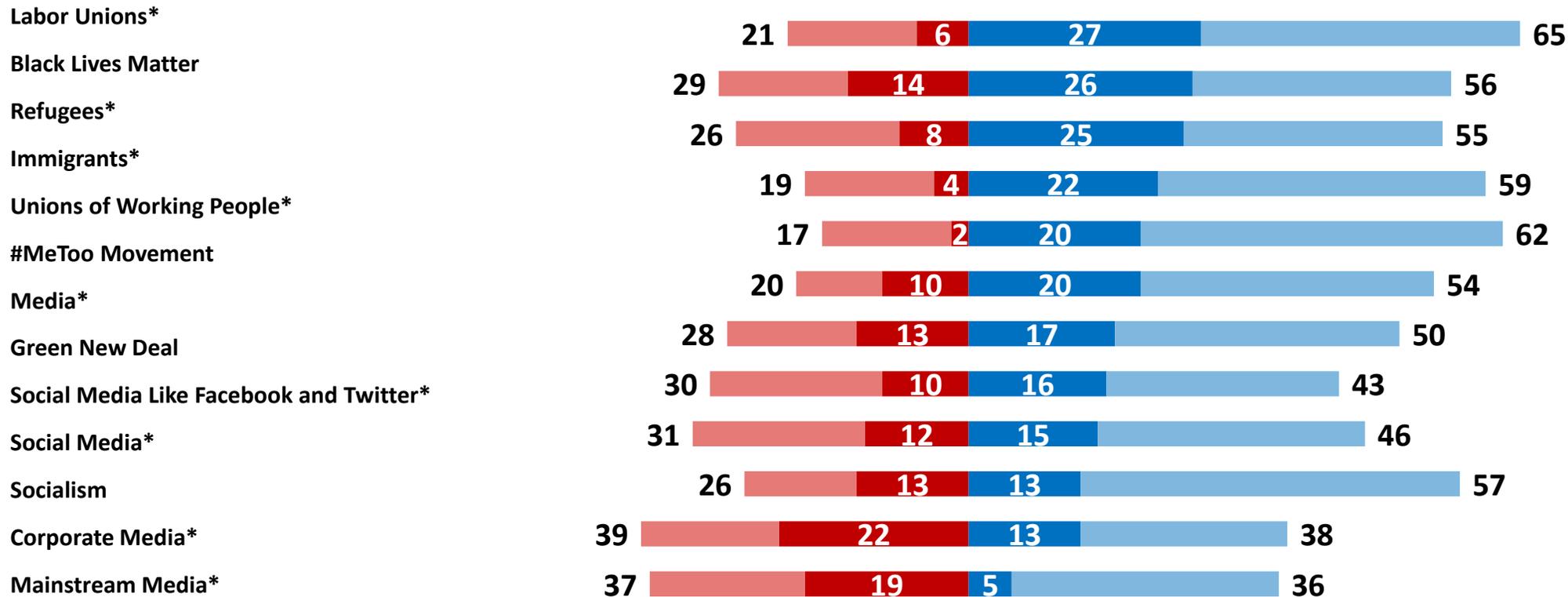
Group/Concept	Rated 1-4 Unfavorable	Rated 0 Very Unfavorable	Rated 10 Very Favorable	Rated 6-9 Favorable
Black Lives Matter	9	4	52	78
Unions of Working People*	9		31	65
Labor Unions*	14	4	30	66
#MeToo Movement	16	4	28	58
Immigrants*	17	4	21	61
Mainstream Media*	19	7	20	56
Social Media Like Facebook and Twitter*	24	7	20	50
Refugees*	13	2	19	58
Media*	21	6	19	57
Social Media*	25	10	19	53
Green New Deal	15	3	16	40
Socialism	23	9	14	40

Rated 6-9, Favorable
Rated 1-4, Unfavorable
Rated 10, Very Favorable
Rated 0, Very Unfavorable   *Split-sampled question

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Latinx voters are most favorable of labor unions, Black Lives Matter, refugees, and immigrants. They have mixed views toward socialism and the mainstream media.

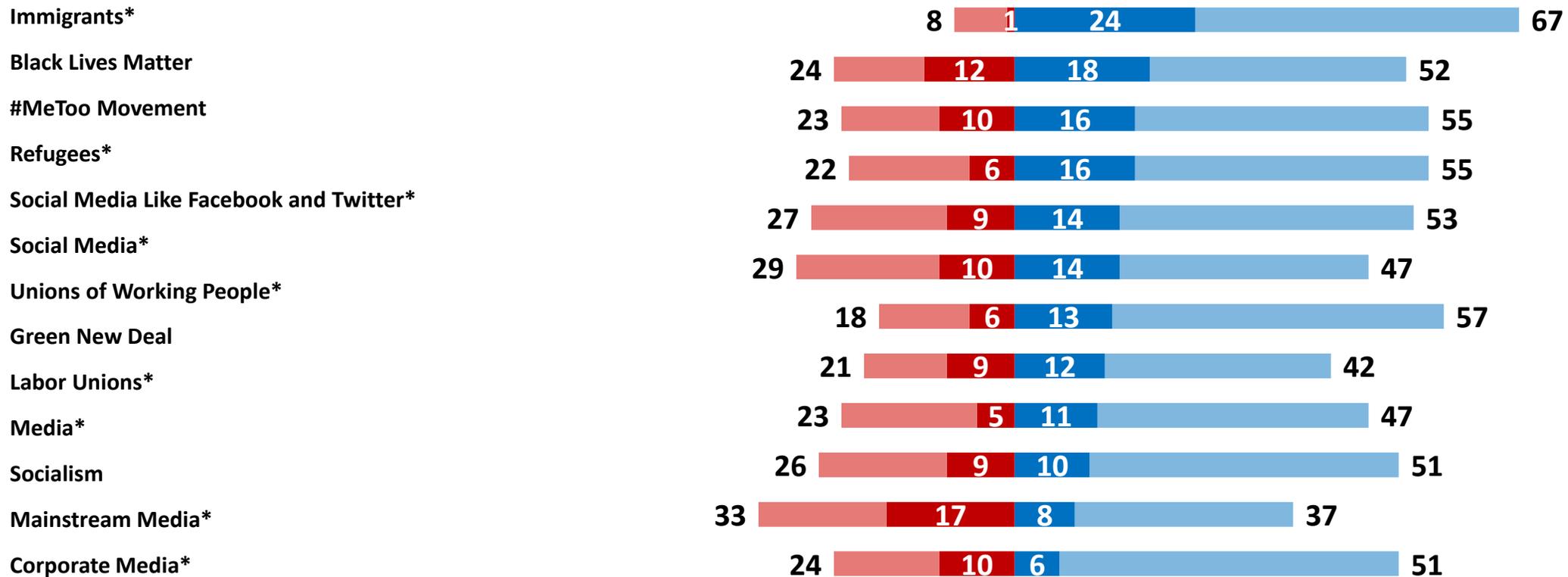**(Latinx Voters) Please indicate how favorable you are of that group or concept:**

Category	Rated 1-4, Unfavorable	Rated 0, Very Unfavorable	Rated 10, Very Favorable	Rated 6-9, Favorable
Labor Unions*	21	6	27	65
Black Lives Matter	29	14	26	56
Refugees*	26	8	25	55
Immigrants*	19	4	22	59
Unions of Working People*	17	2	20	62
#MeToo Movement	20	10	20	54
Media*	28	13	17	50
Green New Deal	30	10	16	43
Social Media Like Facebook and Twitter*	31	12	15	46
Social Media*	26	13	13	57
Socialism	39	22	13	38
Corporate Media*	37	19	5	36
Mainstream Media*				

Legend:
- Rated 6-9, Favorable
- Rated 10, Very Favorable
- Rated 1-4, Unfavorable
- Rated 0, Very Unfavorable

Split-sampled question

AAPI adults express high levels of favorability toward immigrants, Black Lives Matter, the #MeToo Movement, and refugees. They are less supportive of socialism, but still net-favorable.

(Asian American and Pacific Islander Adults) Please indicate how favorable you are of that group or concept:
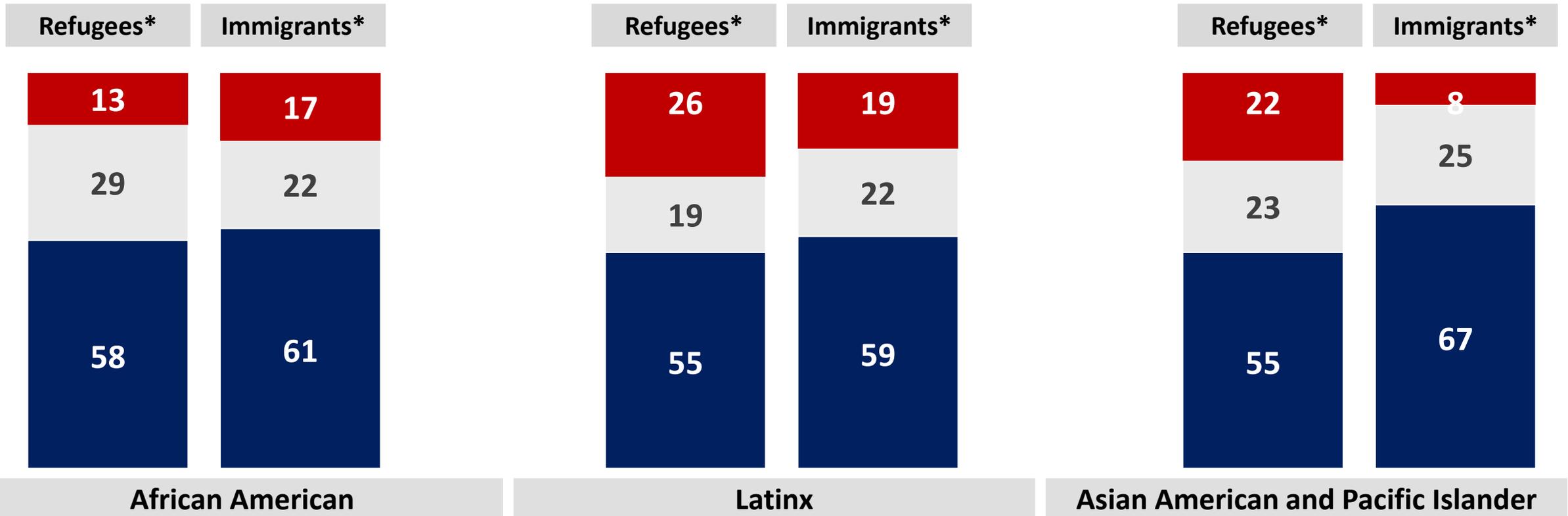
Category	Rated 1-4, Unfavorable	Rated 0, Very Unfavorable	Rated 10, Very Favorable	Rated 6-9, Favorable
Immigrants*	8	1	24	67
Black Lives Matter	24	12	18	52
#MeToo Movement	23	10	16	55
Refugees*	22	6	16	55
Social Media Like Facebook and Twitter*	27	9	14	53
Social Media*	29	10	14	47
Unions of Working People*	18	6	13	57
Green New Deal	21	9	12	42
Labor Unions*	23	5	11	47
Media*	26	9	10	51
Socialism	33	17	8	37
Mainstream Media*	24	10	6	51
Corporate Media*				

Rated 6-9, Favorable
Rated 10, Very Favorable
Rated 1-4, Unfavorable
Rated 0, Very Unfavorable
*Split-sampled question

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African Americans and Latinx voters and AAPI adults all view refugees and immigrants favorably, though they view immigrants more favorably than refugees, especially AAPI adults.

Please indicate how favorable you are of that group or concept:

African American

Refugees*	Immigrants*
13	17
29	22
58	61

Latinx

Refugees*	Immigrants*
26	19
19	22
55	59

Asian American and Pacific Islander

Refugees*	Immigrants*
22	8
23	25
55	67

Legend:
- Total Unfavorable
- Total Neutral/Not Sure
- Total Favorable

Split-sampled question

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Policies

African Americans' top progressive policies are ensuring people's voting rights by allowing for election day registration and automatic voter registration, making sure every child can get a quality education by raising taxes on the corporations and the wealthiest 1 percent, and bringing greater fairness to the criminal justice system by ending mass incarceration and punishment for drug use and providing anti-bias training, though they are also favorable toward providing greater resources to police officers.

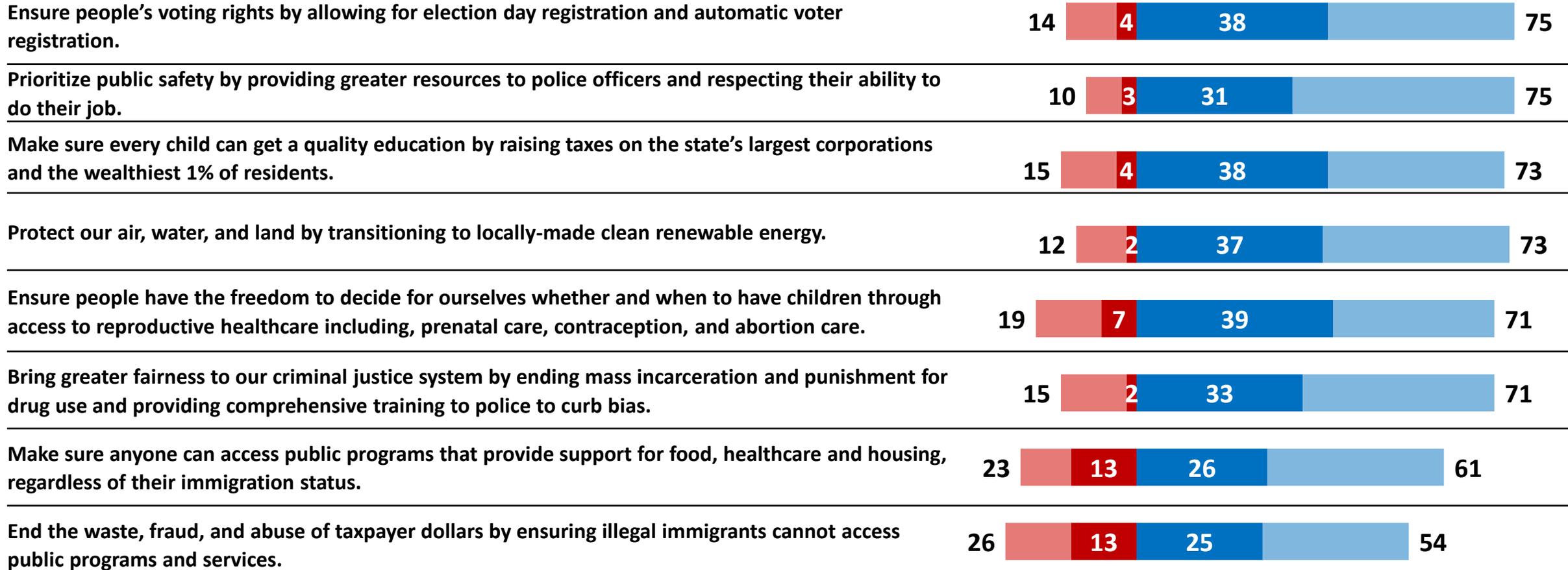## (African American) Please indicate whether you favor or oppose each of the following policies:

Ensure people's voting rights by allowing for election day registration and automatic voter registration.
8 | 1 | 44 | 81

Make sure every child can get a quality education by raising taxes on the state's largest corporations and the wealthiest 1% of residents.
11 | 2 | 45 | 80

Bring greater fairness to our criminal justice system by ending mass incarceration and punishment for drug use and providing comprehensive training to police to curb bias.
10 | 3 | 46 | 79

Protect our air, water, and land by transitioning to locally-made clean renewable energy.
9 | 44 | 77

Ensure people have the freedom to decide for ourselves whether and when to have children through access to reproductive healthcare including, prenatal care, contraception, and abortion care.
14 | 4 | 43 | 77

Make sure anyone can access public programs that provide support for food, healthcare and housing, regardless of their immigration status.
12 | 1 | 41 | 73

Prioritize public safety by providing greater resources to police officers and respecting their ability to do their job.
13 | 2 | 30 | 71

End the waste, fraud, and abuse of taxpayer dollars by ensuring illegal immigrants cannot access public programs and services.
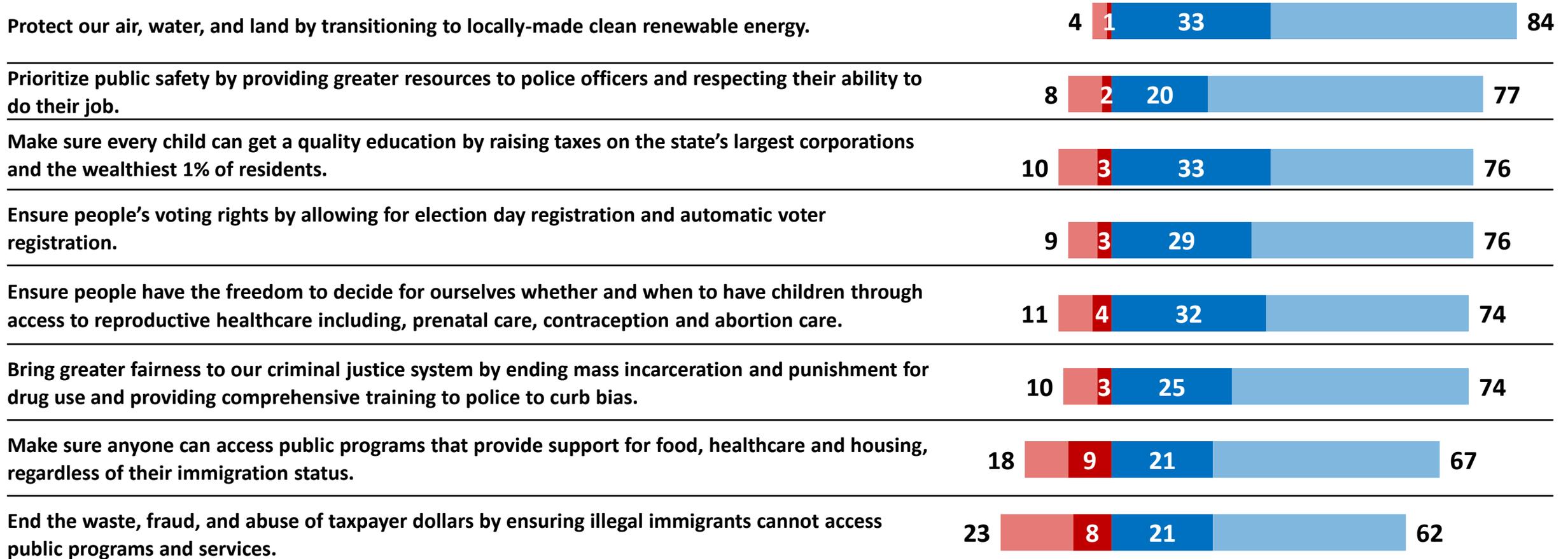30 | 13 | 26 | 52

Rated 6-9, Favor
Rated 10, Strongly Favor
Rated 1-4 – Oppose
Rated 0 – Strongly Oppose
Numbers reflect OS only.

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Latinx voters' top progressive policy is also ensuring people's voting rights by allowing for election day registration and automatic voter registration, though they are also favorable toward providing greater resources to police officers. Making sure every child can get a quality education by raising taxes on the corporations and the wealthiest 1 percent, and protecting our air, water, and land by transitioning to locally-made clean renewable energy are also top priorities. However, a slim majority also favor ending the waste, fraud, and abuse of taxpayer dollars by ensuring illegal immigrants cannot access public programs and services.

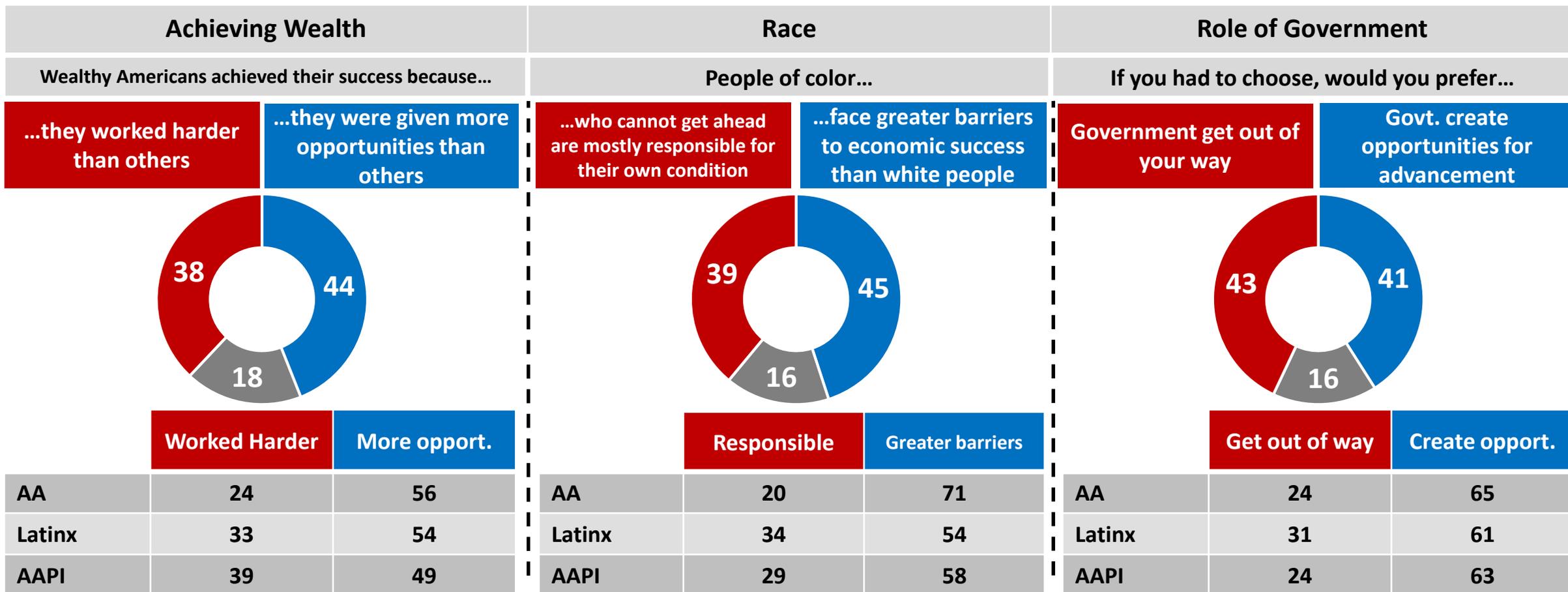## (Latinx) Please indicate whether you favor or oppose each of the following policies:

Policy	Oppose (1-4)	Strongly Oppose (0)	Strongly Favor (10)	Favor total
Ensure people's voting rights by allowing for election day registration and automatic voter registration.	14	4	38	75
Prioritize public safety by providing greater resources to police officers and respecting their ability to do their job.	10	3	31	75
Make sure every child can get a quality education by raising taxes on the state's largest corporations and the wealthiest 1% of residents.	15	4	38	73
Protect our air, water, and land by transitioning to locally-made clean renewable energy.	12	2	37	73
Ensure people have the freedom to decide for ourselves whether and when to have children through access to reproductive healthcare including, prenatal care, contraception, and abortion care.	19	7	39	71
Bring greater fairness to our criminal justice system by ending mass incarceration and punishment for drug use and providing comprehensive training to police to curb bias.	15	2	33	71
Make sure anyone can access public programs that provide support for food, healthcare and housing, regardless of their immigration status.	23	13	26	61
End the waste, fraud, and abuse of taxpayer dollars by ensuring illegal immigrants cannot access public programs and services.	26	13	25	54

Rated 6-9, Favor
Rated 10, Strongly Favor
Rated 1-4 – Oppose
Rated 0 – Strongly Oppose
Numbers reflect OS only.

AAPI adults' top progressive policy, and policy overall, is protecting our air, water, and land by transitioning to locally-made clean renewable energy. They are favorable of providing greater resources to police officers, though with less intensity than other policies tested. Making sure every child can get a quality education by raising taxes on corporations and the wealthiest 1 percent is also a strong priority as well. However, nearly two thirds also favor ending the waste, fraud, and abuse of taxpayer dollars by ensuring illegal immigrants cannot access public programs and services.

(AAPI) Please indicate whether you favor or oppose each of the following policies:

Protect our air, water, and land by transitioning to locally-made clean renewable energy.
4 | 1 | 33 | 84

Prioritize public safety by providing greater resources to police officers and respecting their ability to do their job.
8 | 2 | 20 | 77

Make sure every child can get a quality education by raising taxes on the state's largest corporations and the wealthiest 1% of residents.
10 | 3 | 33 | 76

Ensure people's voting rights by allowing for election day registration and automatic voter registration.
9 | 3 | 29 | 76

Ensure people have the freedom to decide for ourselves whether and when to have children through access to reproductive healthcare including, prenatal care, contraception and abortion care.
11 | 4 | 32 | 74

Bring greater fairness to our criminal justice system by ending mass incarceration and punishment for drug use and providing comprehensive training to police to curb bias.
10 | 3 | 25 | 74

Make sure anyone can access public programs that provide support for food, healthcare and housing, regardless of their immigration status.
18 | 9 | 21 | 67

End the waste, fraud, and abuse of taxpayer dollars by ensuring illegal immigrants cannot access public programs and services.
23 | 8 | 21 | 62

Rated 6-9, Favor
Rated 10, Strongly Favor
Rated 1-4 – Oppose
Rated 0 – Strongly Oppose
Numbers reflect OS only.

Core Dynamics

People of color side with more progressive viewpoints on achieving wealth, race, and the role of government. African Americans are more likely to say that people of color face greater barriers to economic success than white people than Latinx voters or AAPI adults. African American and Latinx voters, and AAPI adults hold similar views in support of a role for government.

Achieving Wealth	Race	Role of Government
Wealthy Americans achieved their success because…	People of color…	If you had to choose, would you prefer…
…they worked harder than others / …they were given more opportunities than others	…who cannot get ahead are mostly responsible for their own condition / …face greater barriers to economic success than white people	Government get out of your way / Govt. create opportunities for advancement

Achieving Wealth

38 | 44 | 18

	Worked Harder	More opport.
AA	24	56
Latinx	33	54
AAPI	39	49

Race

39 | 45 | 16

	Responsible	Greater barriers
AA	20	71
Latinx	34	54
AAPI	29	58

Role of Government

43 | 41 | 16

	Get out of way	Create opport.
AA	24	65
Latinx	31	61
AAPI	24	63

Gray is not sure. Pie charts reflect total voters from the Midwest voter sample and the POC adult oversamples across the six states

People of color, particularly African Americans, are likely to think it necessary to focus on and talk about race in order to make things better and to move toward greater equality, though they all prefer a more explicit call for equality.

Which of the following statements is closer to your opinion?

Focusing on and talking about race doesn't fix anything and may even make things worse

Focusing on and talking about race is necessary to move toward greater equality*

Focusing on and talking about race is necessary in order to come together and make things better*

(+2)   (+59)   (+25)   (+20)   (-2)   (+47)   (+17)   (+16)

	White	AA	Latinx	AAPI	White	AA	Latinx	AAPI
	45 / 43	77 / 18	58 / 33	55 / 35	42 / 44	69 / 22	53 / 36	53 / 37

*Split-sampled question

18

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African American voters and AAPI adults are more favorable than others to join across racial differences with others in both their state and in America. African Americans express higher levels of excitement to join together with others in their state.

Generally speaking, how excited are you to join together with people across racial differences to bring about positive change in...

		0-4 Not Excited	5/NS	6-10 Excited	
White	America*	8	25	68	29% Rated 10
	Your state*	7	27	66	28% Rated 10
African American	America*	5	17	79	50% Rated 10
	Your state*	10	16	74	38% Rated 10
Latinx	America*	9	22	69	47% Rated 10
	Your state*	7	27	67	32% Rated 10
Asian American and Pacific Islander	America*	8	21	70	35% Rated 10
	Your state*	5	21	73	31% Rated 10
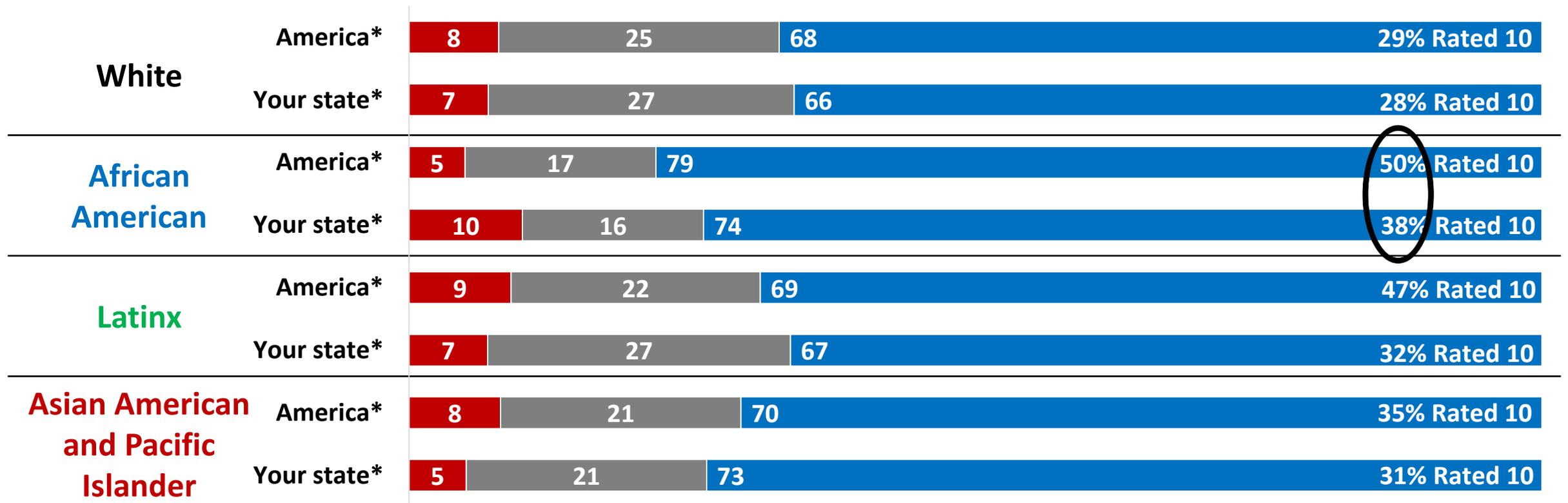
Legend: ■ 0-4 Not Excited ■ 5/NS ■ 6-10 Excited

Split-sampled question

African Americans are more optimistic about the possibility of government that represents and governs for all of us in their state than America, while Latinx voters and AAPI adults are more optimistic nationally than in their state.

How possible do you think it is to have a government in...that represents and governs for all of us?

In America*   In your state*

| | White | African American | Latinx | Asian American and Pacific Islander |

- **64** (White, America): 12 / 22
- **69** (White, state): 10 / 24
- **72** (African American, America): 22 / 25
- **77** (African American, state): 23 / 19
- **77** (Latinx, America): 27 / 22
- **71** (Latinx, state): 14 / 28
- **75** (AAPI, America): 14 / 25
- **70** (AAPI, state): 12 / 26

Moderately possible
Very possible
Extremely possible

*Split-sampled question

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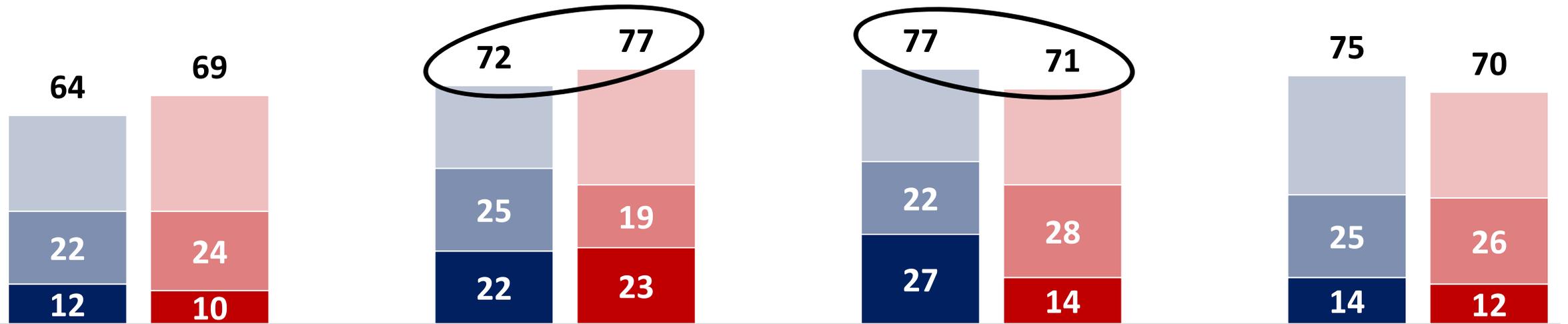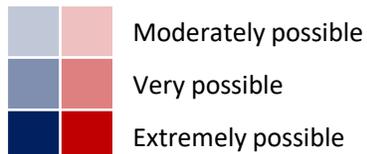
People of color, particularly African Americans, tend to believe differences among people of different races, faiths, and nationalities come from deep within.

Which statement is closer to your opinion?

	The differences among people of different races, faiths, and nationalities come from deep within	The differences among people of different races, faiths, and nationalities are largely exaggerated
African American	61	28
Latinx	47	40
Asian American and Pacific Islander	53	34

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Calling on people to respect and embrace those who move here and connecting this to the values of freedom and courage find greater agreement among people of color than asserting that people who move here make this a stronger and more prosperous nation, especially among African American voters.

Which of the following statements is closer to your opinion?

Today we have too many illegal immigrants who bring crime into our communities, exploit our laws, and weaken our nation

People who move here to make a better life for their families help make this a stronger, more prosperous nation*

For America to be the 'land of the free and home of the brave' we need to respect and embrace people with the courage and tenacity to move for a better life*

| (-2) | (+40) | (+34) | (+43) | (+7) | (+56) | (+41) | (+49) |

	White	AA	Latinx	AAPI	White	AA	Latinx	AAPI
Blue/Green	43	66	63	65	49	73	66	70
Red	45	26	29	22	42	17	25	21
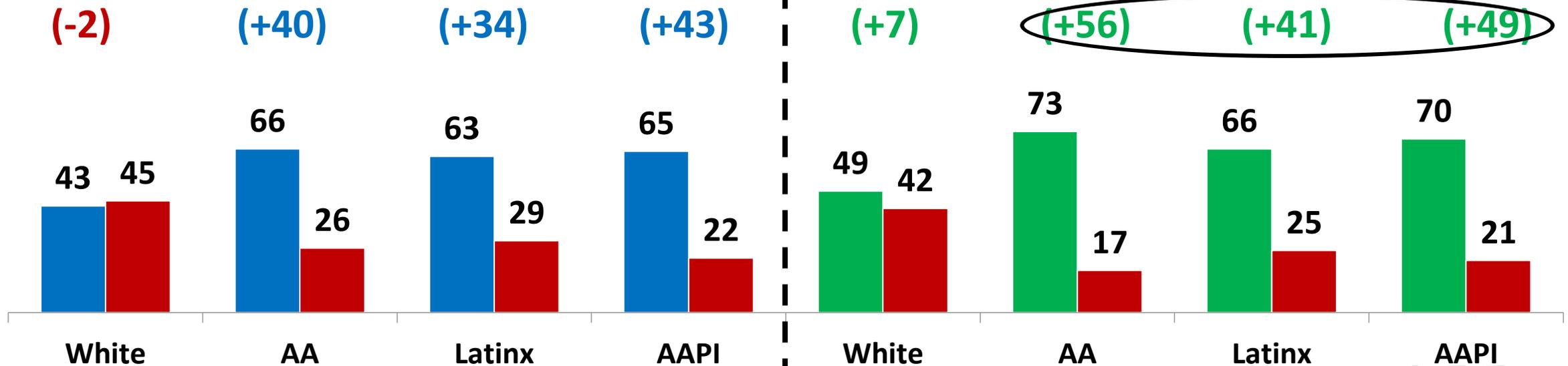
*Split-sampled question

Having the "the richest 1%" as the villain generates stronger agreement with AAPI adults. Other racial and ethnic groups rate both "the richest 1%" and "billionaires" similarly.

Please indicate if you agree or disagree with each of the following statements:

The **richest 1%** have rigged the economic rules in their favor*	**Billionaires** have rigged the economic rules in their favor*
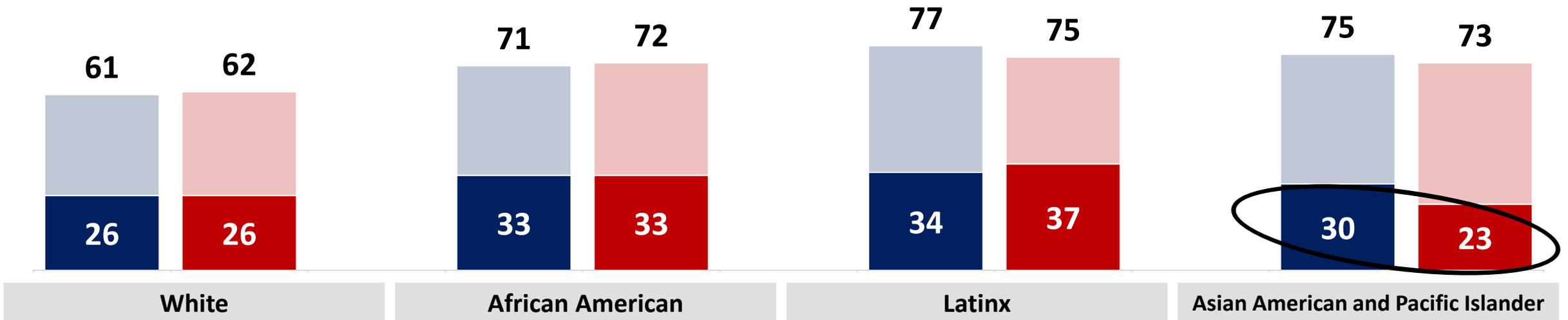
	White	African American	Latinx	Asian American and Pacific Islander
Rated 6-9, Agree (total)	61 / 62	71 / 72	77 / 75	75 / 73
Rated 10, Strongly Agree	26 / 26	33 / 33	34 / 37	30 / 23

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Adding gender into the RCN finds more intense agreement with Latinx voters.

Please indicate if you agree or disagree with each of the following statements:

Certain politicians and the corporate media divide us based on our race, nationality, <u>or gender</u> while they enrich themselves at our expense*

Certain politicians and the corporate media divide us based on our race or nationality while they enrich themselves at our expense*

	White		African American		Latinx		Asian American and Pacific Islander	
Rated 6-9, Agree (total)	77	74	76	75	77	74	74	76
Rated 10, Strongly Agree	31	28	35	34	36	28	25	21
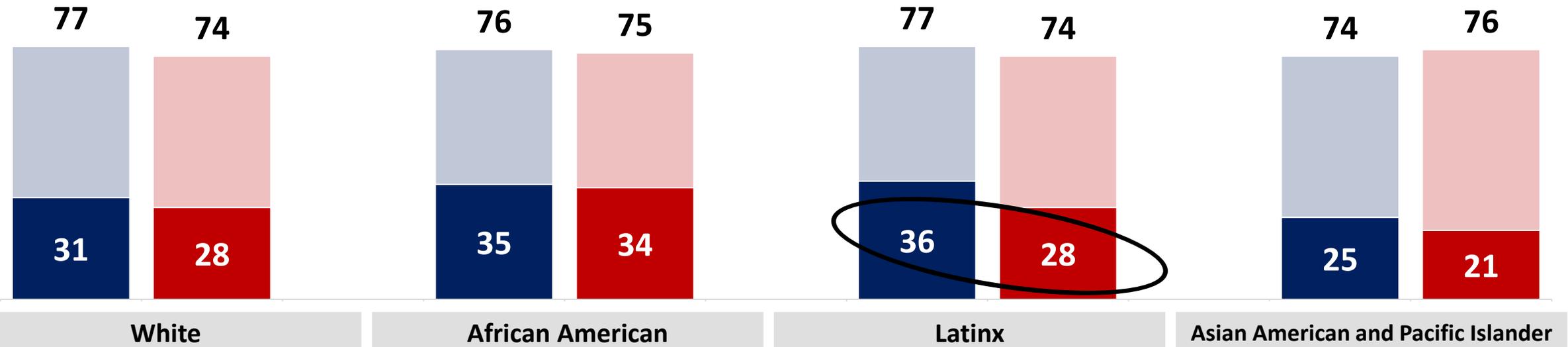
Rated 6-9, Agree

Rated 10, Strongly Agree   *Split-sampled question; asked in MI, PA, and the POC OS

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Adding gender into the RCN finds more agreement among women across race, but less with men.

Please indicate if you agree or disagree with each of the following statements:

Certain politicians and the corporate media divide us based on our race, nationality, **or gender** while they enrich themselves at our expense*

Certain politicians and the corporate media divide us based on our race or nationality while they enrich themselves at our expense*

	White men	White women	AA men	AA women	Latina	AAPI men	AAPI women
Rated 6-9, Agree (total)	79 / 76	75 / 73	59 / 74	87 / 74	74 / 74	71 / 82	75 / 69
Rated 10, Strongly Agree	30 / 29	31 / 27	37 / 30	32 / 35	31 / 23	19 / 21	26 / 21

Rated 6-9, Agree
Rated 10, Strongly Agree
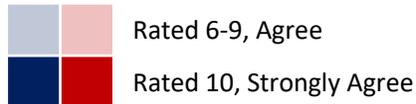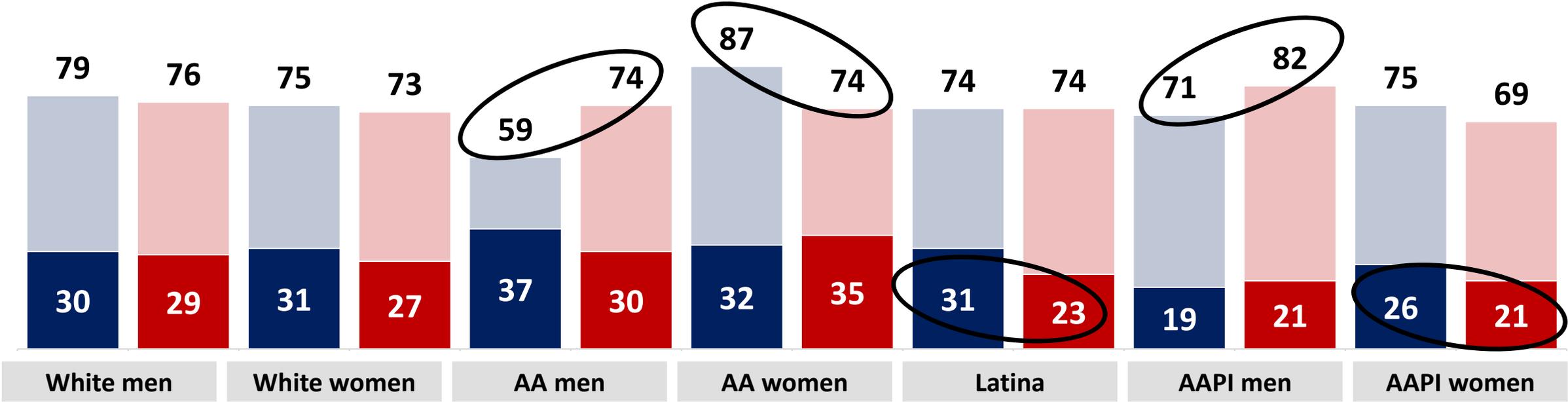
*Split-sampled question
Sample size for Latinos is too small to analyze

Sample size for Latinos too small for analysis.

People of color tend to have favorable views toward media and social media. Latinx voters divide in their views toward mainstream media, while African American voters and AAPI adults hold favorable impressions.

Please indicate how favorable you are of that group or concept

African American

	Media*	Mainstream Media*	Social Media*
Total Unfavorable	21	19	25
Total Neutral/Not Sure	22	25	22
Total Favorable	57	56	53

Latinx

	Media*	Mainstream Media*	Social Media*
Total Unfavorable	28	37	26
Total Neutral/Not Sure	23	27	17
Total Favorable	50	36	57

Asian American and Pacific Islander

	Media*	Mainstream Media*	Social Media*
Total Unfavorable	26	24	29
Total Neutral/Not Sure	23	25	23
Total Favorable	51	51	47

Legend:
- Total Unfavorable
- Total Neutral/Not Sure
- Total Favorable
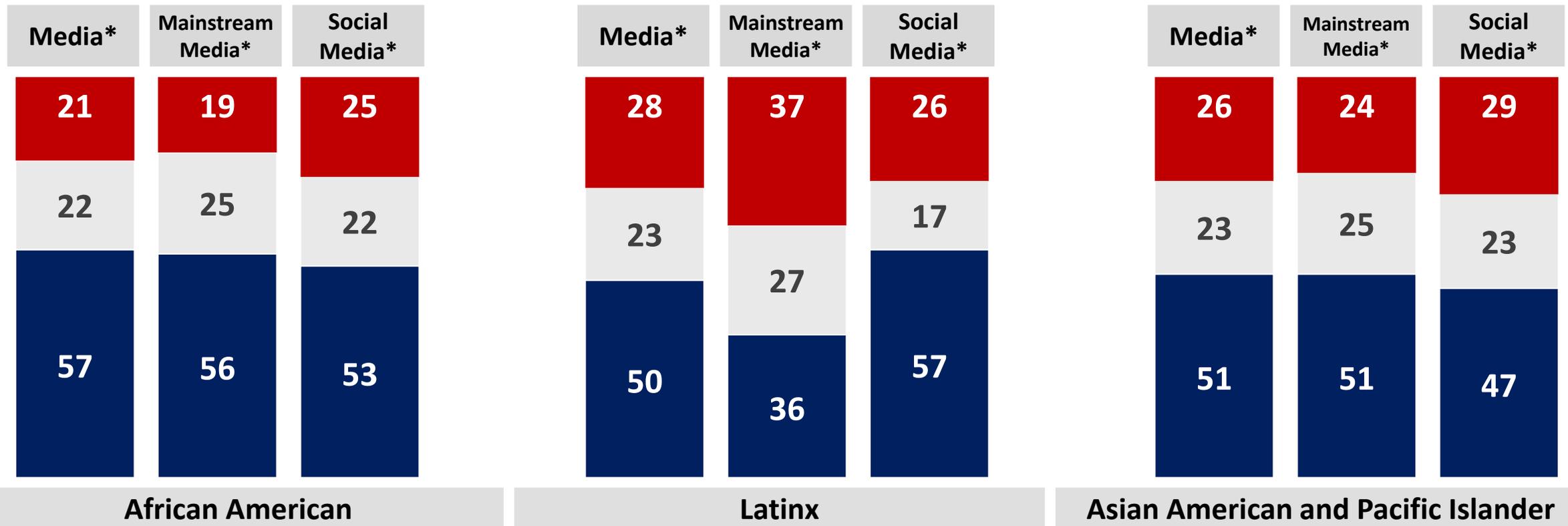
Split-sampled question; Media asked in MI, PA, WI, MN, and POC OS; Mainstream Media among MI, PA, MO, OH, and POC OS

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Values and Language

Latinx voters and AAPI adults agree with more intensity to describing a villain's actions as "exploiting divisions" which implies these differences are long standing, than "fueling divisions."

Please indicate if you agree or disagree with each of the following statements:

The powerful few benefit by **exploiting divisions** while they rig the economic rules to benefit themselves*

The powerful few benefit by **fueling divisions** while they rig the rules to benefit themselves*

White: 64, 61 | Rated 10: 23, 22

African American: 68, 69 | Rated 10: 33, 30

Latinx: 65, 68 | Rated 10: 35, 27

Asian American and Pacific Islander: 72, 74 | Rated 10: 25, 18

Rated 6-9, Agree

Rated 10, Strongly Agree   *Split-sampled question

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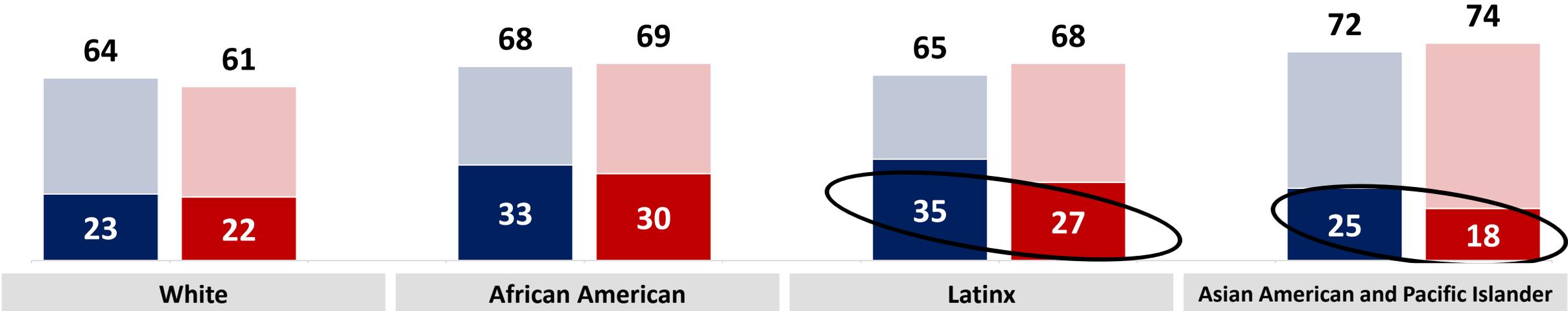
People of color agree more at calling out greedy special interests who "fuel divisions" than calling out special interests for dividing "us against each other."

Which of the following do you think holds us back as a nation more?

A culture of people expecting to have everything handed to them instead of working hard for themselves

Greedy special interests who <u>fuel divisions</u> among us by blaming poor, Black, or Brown people for our problems so they can rig the rules in their favor*	Greedy special interests who <u>divide us against each other</u> by blaming poor, Black, and Brown people for our problems so they can rig the rules in their favor*

Left panel (blue/red bars):
- White: 39, 51 — (-12)
- AA: 71, 19 — (+52)
- Latinx: 54, 33 — (+21)
- AAPI: 52, 33 — (+19)

Right panel (green/red bars):
- White: 41, 49 — (-8)
- AA: 66, 20 — (+46)
- Latinx: 46, 39 — (+7)
- AAPI: 48, 42 — (+6)

*Split-sampled question

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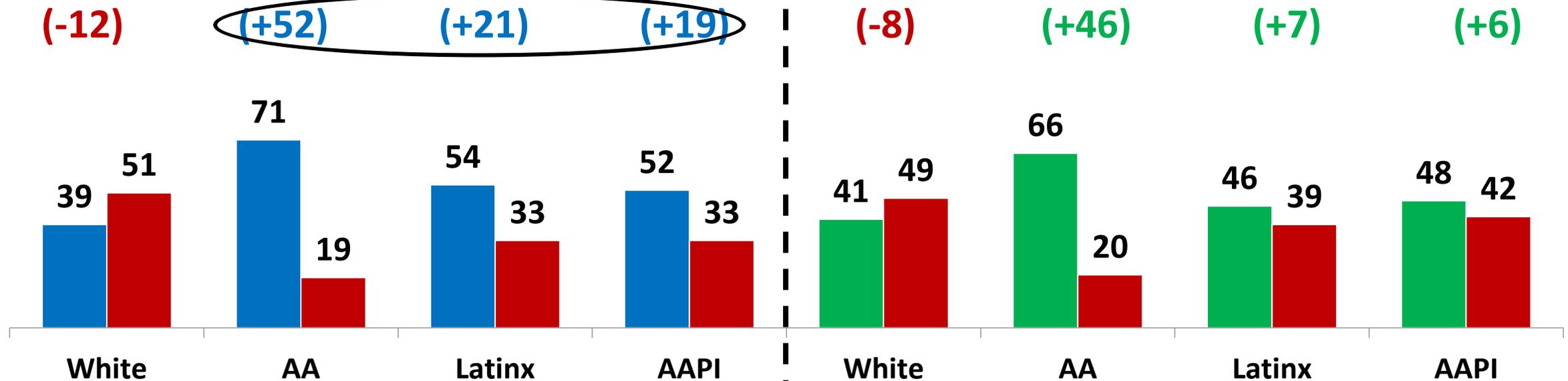
Latinx voters and AAPI adults respond with more intensity when we say that the wealthy and powerful benefit when they shame and blame people of color than when we name silos of division.

Please indicate if you agree or disagree with each of the following statements:

The wealthy and powerful benefit when certain politicians **shame and blame people of color for the hard times all working people face***

The wealthy and powerful benefit when certain politicians **encourage Black people to look down on immigrants, immigrants to fear Black people, and whites who struggle to get by to resent both***

White | **African American** | **Latinx** | **Asian American and Pacific Islander**

White: 48 (16), 44 (16)
African American: 66 (28), 64 (32)
Latinx: 56 (34), 58 (24)
Asian American and Pacific Islander: 62 (24), 62 (15)

Rated 6-9, Agree
Rated 10, Strongly Agree   *Split-sampled question*

LRP LAKE RESEARCH PARTNERS
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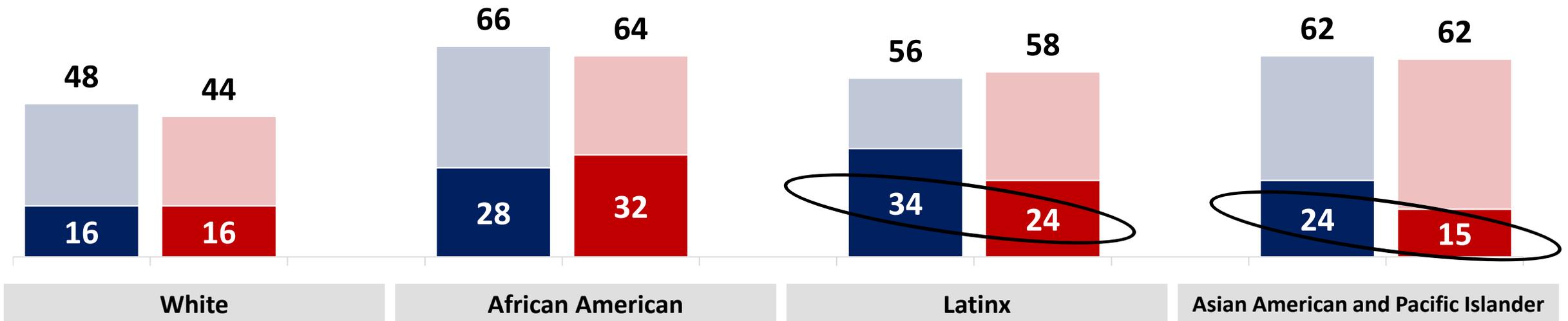
Namechecking Trump generates greater agreement among people of color, particularly African Americans.

Which of the following statements is closer to your opinion?	
We need elected leaders who will keep us safe from terrorists, secure our borders, and prevent illegal immigrants from taking advantage of our country*	We need elected leaders **like Trump and his allies** who will keep us safe from terrorists, secure our borders, and prevent illegal immigrants from taking advantage of our country*
We need elected leaders who will reject divide and conquer tactics and put working people first, whether we're White, Black, or Brown*	We need elected leaders who will reject **Trump's** divide and conquer tactics and put working people first, whether we're White, Black, or Brown*

(-2)   **(+40)**   **(+25)**   **(+23)**   **(-3)**   **(+59)**   **(+31)**   **(+31)**

Left panel (blue/red bars):
- White: 45 (blue), 47 (red)
- AA: 67 (blue), 27 (red)
- Latinx: 59 (blue), 34 (red)
- AAPI: 58 (blue), 35 (red)

Right panel (green/red bars):
- White: 44 (green), 47 (red)
- AA: 75 (green), 16 (red)
- Latinx: 60 (green), 29 (red)
- AAPI: 61 (green), 30 (red)
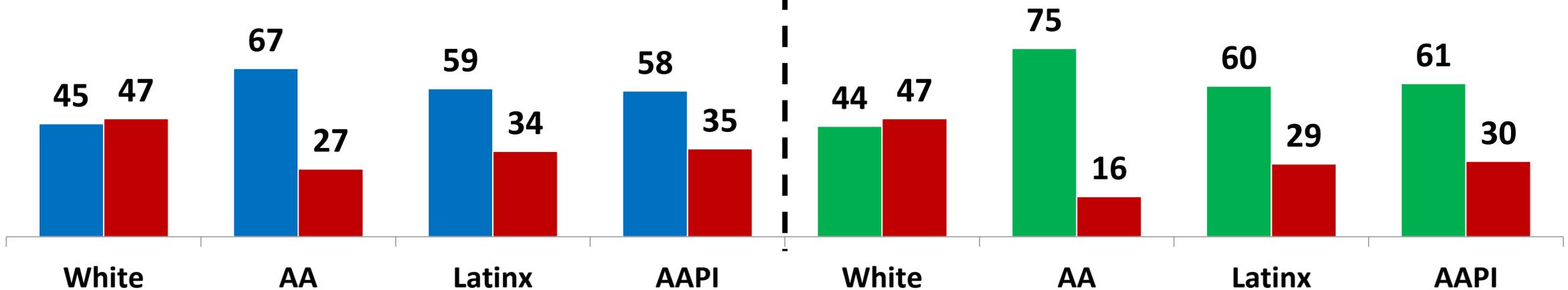
*Split-sampled question

Explicitly naming Democratic leaders erodes the effectiveness of a call to action among white voters, Latinx voters, and AAPI adults, but African American voters are less affected by it.

Please indicate if you agree or disagree with each of the following statements:

By joining together to elect new leaders, we can make this a place where fairness, freedom, and prosperity are for all of us*

By joining together to elect new **Democratic leaders**, we can make this a place where fairness, freedom, and prosperity are for all of us*

White
- 69 (19)
- 46 (15)

African American
- 73 (37)
- 71 (36)

Latinx
- 71 (37)
- 56 (18)

Asian American and Pacific Islander
- 74 (28)
- 68 (17)

Rated 6-9, Agree

Rated 10, Strongly Agree   *Split-sampled question

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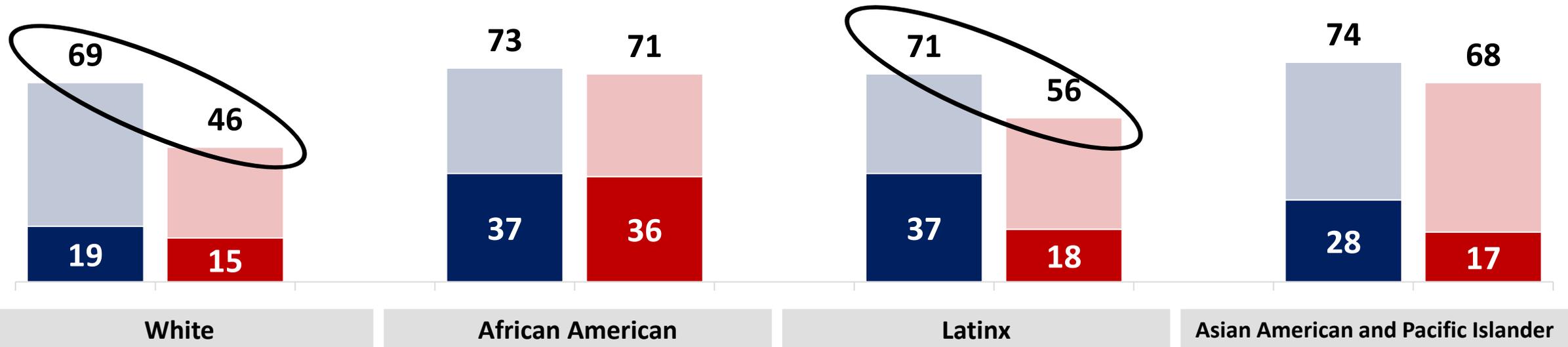
A more aspirational appeal for equality generates greater agreement across groups than calls to end 'isms.

Please indicate if you agree or disagree with each of the following statements:

Tackling the racism and sexism promoted by some political leaders should be a key priority for our nation*

Making sure our political leaders treat people of all races, backgrounds, and genders equally should be a key priority for our nation*

White

59 | 78
16 | 34

African American

75 | 83
40 | 42

Latinx

69 | 76
34 | 34

Asian American and Pacific Islander

70 | 82
24 | 28

Rated 6-9, Agree

Rated 10, Strongly Agree   *Split-sampled question

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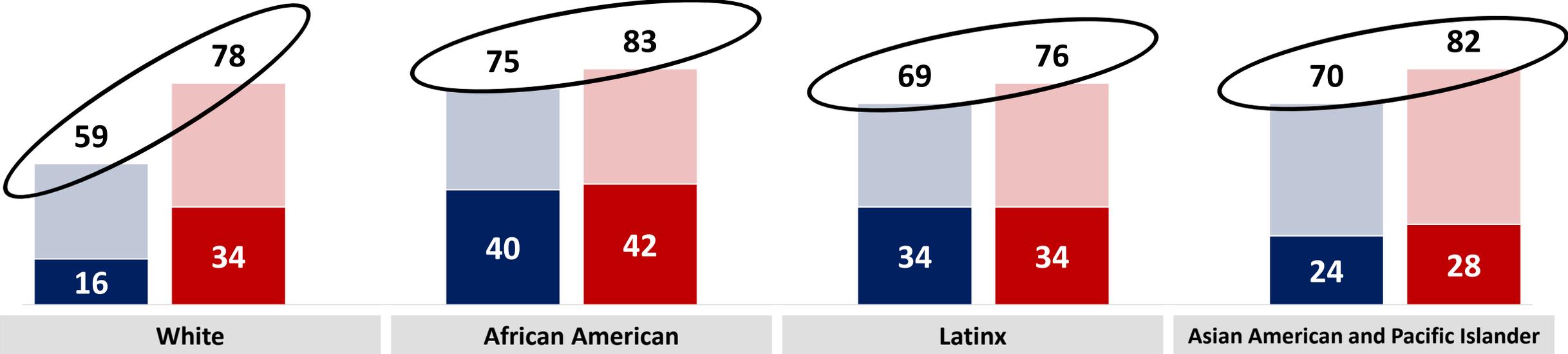
A race-class narrative approach to solutions also finds stronger agreement among African American and Latinx voters and Asian American and Pacific Islander adults than racial-repair language.

Which of the following statements is closer to your opinion?

To make life better for working people, we need to cut taxes, reduce regulations, and get government out of the way of business

To make life better for working people we need to invest in education, create better paying jobs, and make healthcare more affordable for White, Black, and Brown people struggling to make ends meet*	To make life better for working people we need to make things right for those who are being harmed the most today, especially African Americans and immigrants*

(+22)	(+57)	(+37)	(+44)	(-30)	(+29)	(+15)	(+3)

	White	AA	Latinx	AAPI	White	AA	Latinx	AAPI
Blue/Green	57	77	65	68	27	60	50	46
Red	35	20	28	24	57	31	35	43
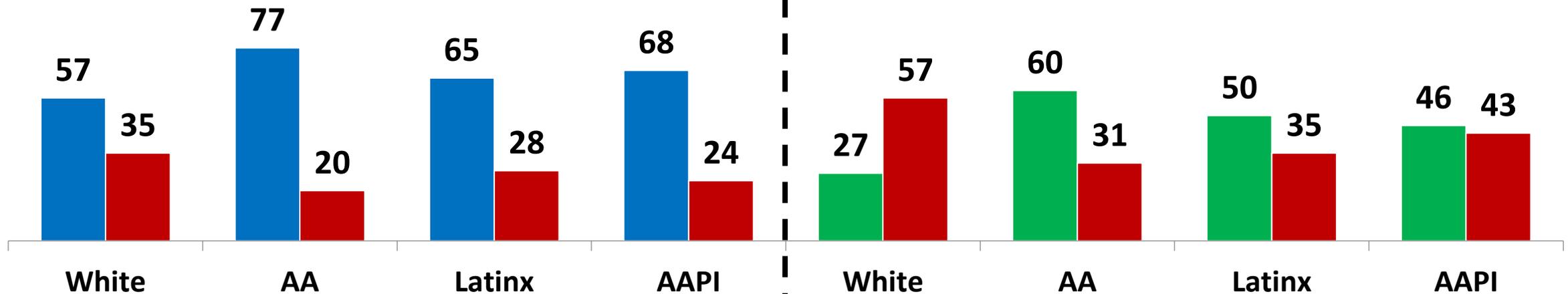
*Split-sampled question

Majorities across racial and ethnic lines feel included by all our variations to describe races. Voters of color are more likely to feel included when Black and Brown lead the phrase, and the effect on intensity is especially strong with Black voters. White voters feel less included when mentioned last.

Do you agree or disagree with the following statement: "I feel included in the phrase 'working people who are..."
(Strongly Agree, Total Agree)

White

White, Black, or Brown — 40 — 77

Black, Brown, or White — 33 — 68

Black

White, Black, or Brown — 51 — 78

Black, Brown, or White — 61 — 80

Latinx

White, Black, or Brown — 48 — 75

Black, Brown, or White — 50 — 80

AAPI

White, Black, or Brown — 31 — 63

Black, Brown, or White — 34 — 68
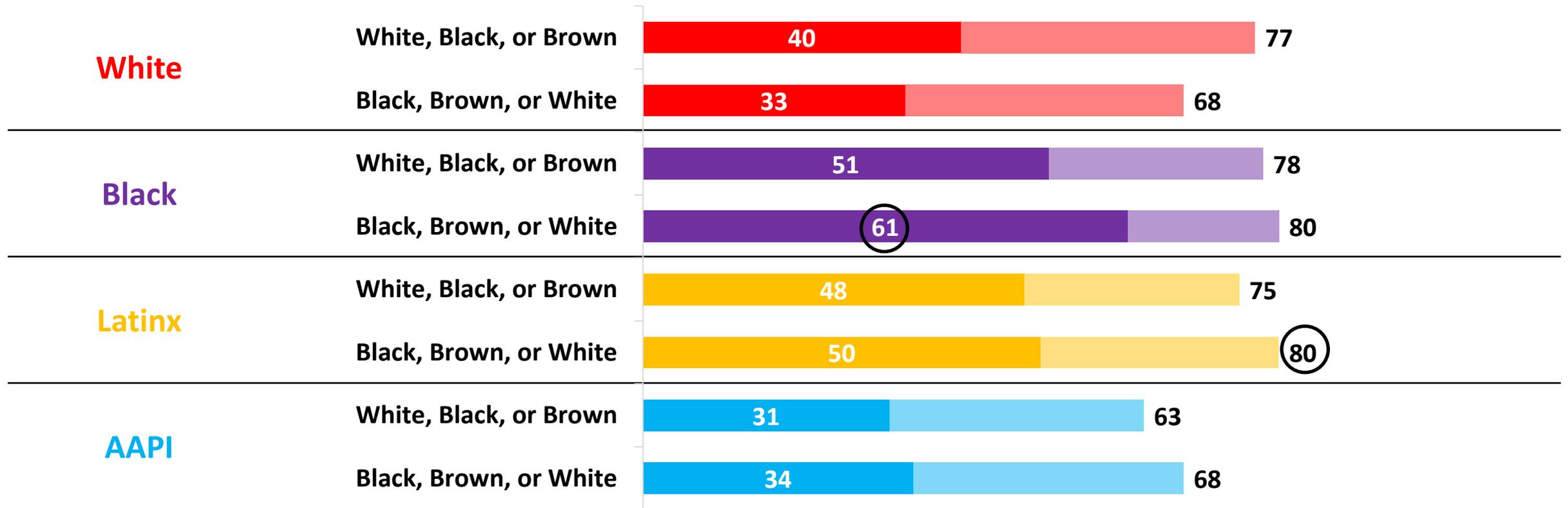
Split-sampled questions
"White, Black, or Brown" asked in all states and with POC oversamples
"Black, Brown, or White" asked in MI, PA, WI and with POC oversamples

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Calls to join together find broad agreement. Adding "including whites" generates slightly stronger agreement with white voters and AAPI adults. African American and Latinx voters more strongly agree without the addition.

Please indicate if you agree or disagree with each of the following statements:

As the country's population changes, we are more likely to make life better for working people when people across racial lines join together*

As the country's population changes, we are more likely to make life better for working people when people across racial lines join together, including whites*
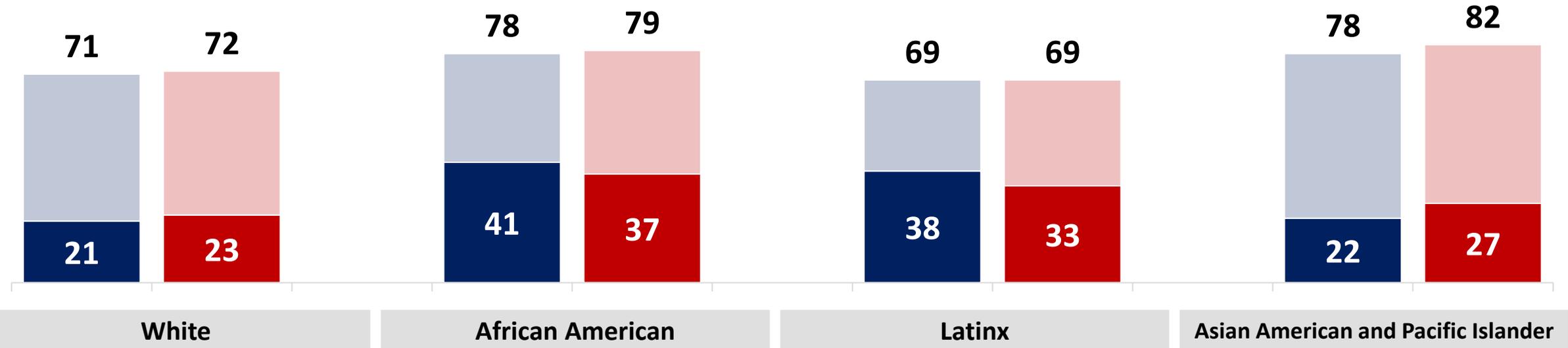
White
- 71
- 72
- 21
- 23

African American
- 78
- 79
- 41
- 37

Latinx
- 69
- 69
- 38
- 33

Asian American and Pacific Islander
- 78
- 82
- 22
- 27

Rated 6-9, Agree

Rated 10, Strongly Agree   *Split-sampled question

Majorities across racial and ethnic lines agree that we can rewrite the rules so that everyone can thrive. "Working together" generates stronger intensity among people of color than "working toward a common purpose."

Please indicate if you agree or disagree with each of the following statements:

By working **together** we can rewrite the rules so that everyone can thrive*

By working **toward a common purpose**, we can rewrite the rules so that everyone can thrive*

White	African American	Latinx	Asian American and Pacific Islander
68 / 67	79 / 76	70 / 73	78 / 84
18 / 19	41 / 33	37 / 30	27 / 20

Rated 6-9, Agree

Rated 10, Strongly Agree   *Split-sampled question*

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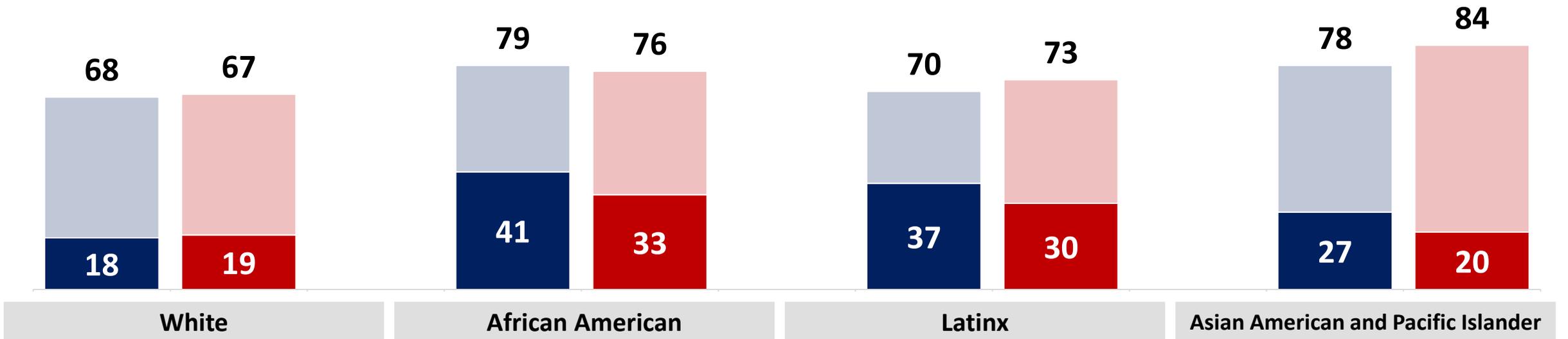
Messaging on criminal justice that is focused on solutions is more effective than a problem-centered approach, particularly among Latinx voters.

Which of the following statements is closer to your opinion?

We need to reduce crime and that requires supporting, respecting, and resourcing our police force, not harassing them for doing their job

We need to ensure the safety and wellbeing of our communities and that requires training police in de-escalation and anti-bias and ensuring they uphold their oath to protect and serve all*	We need to ensure the safety and wellbeing of our communities and that requires rejecting certain politicians' attempts to have us fear each other and investing in the people and places these politicians shut out of opportunities*

(-5) **(+47)** **(+33)** **(+34)** | **(-17)** **(+33)** **(+1)** **(+18)**

	White	AA	Latinx	AAPI	White	AA	Latinx	AAPI
Blue/Green	44	71	63	62	37	62	46	56
Red	49	24	30	28	54	29	45	38

*Split-sampled question

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38
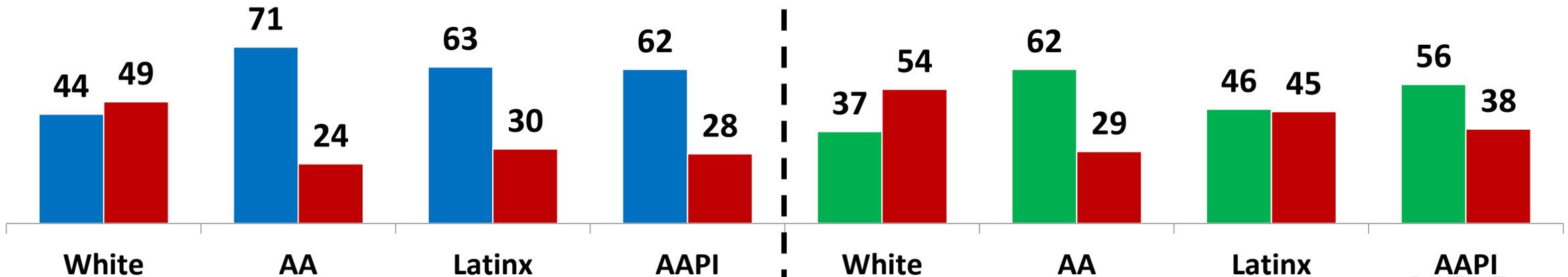
Messaging

Summary of Message Ratings

"Race, Class, Gender," "Standard Progressive," and "Historical Injustice" are the top performing messages among African Americans. "Race, Class, Gender" also performs well among Latinx voters and AAPI adults, as do "Working People Solutions" and "America's Strength." All messages solidly beat the opposition argument.

Summary of Message Ratings (Sorted average mean convincing rating)	Mean Convincing			Mean Dial Rating		
	AA	Latinx	AAPI	AA	Latinx	AAPI
Race, Class, Gender	78	70	73	70	67	68
America's Strength*	77	72	72	70	67	67
Standard Progressive*	78	68	68	71	66	65
Working People Solutions	76	67	70	70	67	67
Criminal Justice*	77	65	69	70	63	66
Fair Share*	76	65	68	70	64	65
Historical Injustice	77	62	64	71	63	63
Opposition*	58	50	53	61	59	59

Numbers reflect OS only.

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Race, Class, Gender
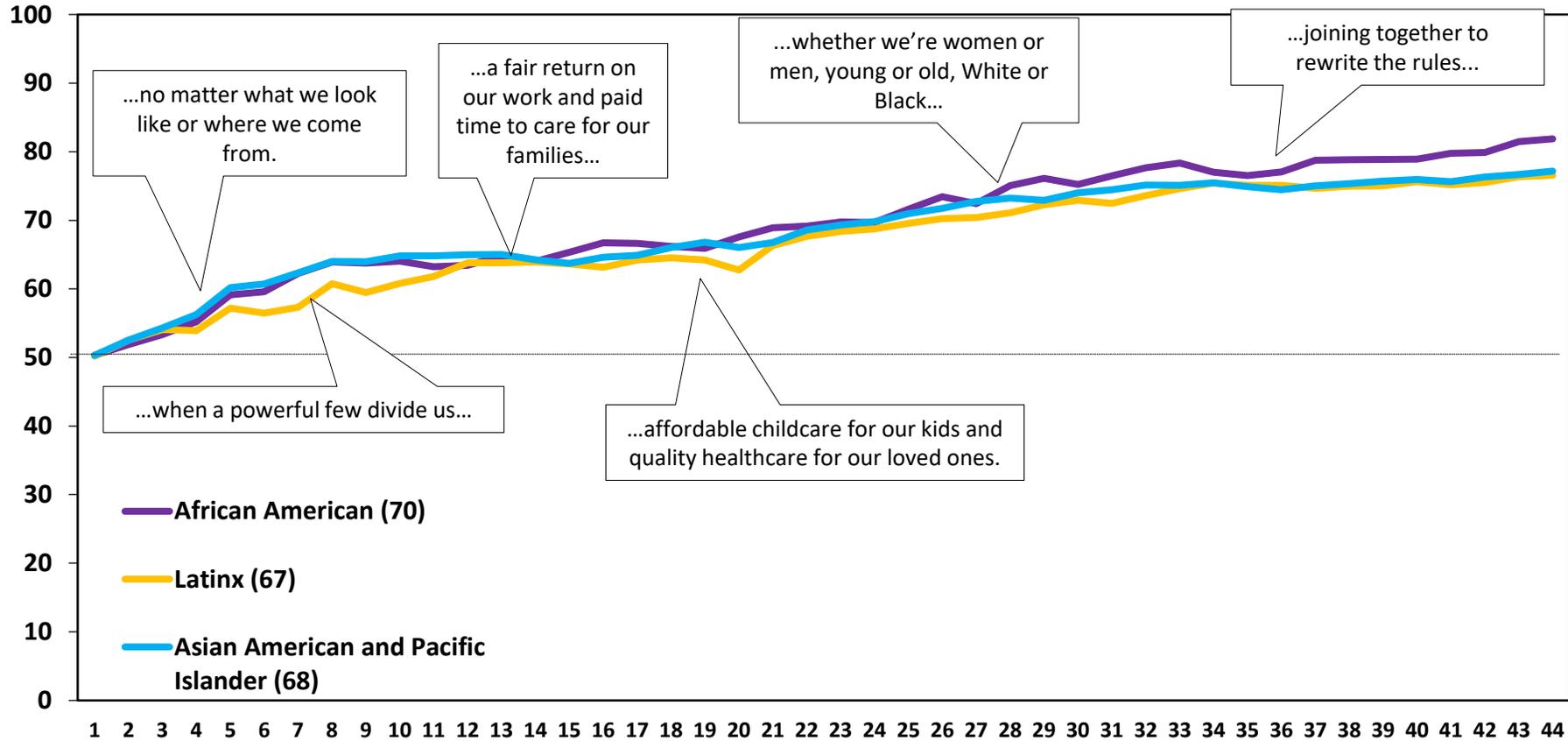
Most of us work hard for our families no matter what we look like or where we come from. But today, when a powerful few divide us, they block our efforts to ensure a fair return on our work and paid time to care for our families, affordable childcare for our kids and quality healthcare for our loved ones. Every person should be able to advance through the efforts we put in, whether we're women or men, young or old, White or Black, and by joining together to rewrite the rules, we can ensure every one of us can care for our families, have our voices heard and our rights respected.

Race, Class, Gender

How convincing did you find this message?

100 – Very Convincing   51-100 – Total Convincing

White 12 64

African American 33 75

Latinx 25 68

Asian American and Pacific Islander 20 73
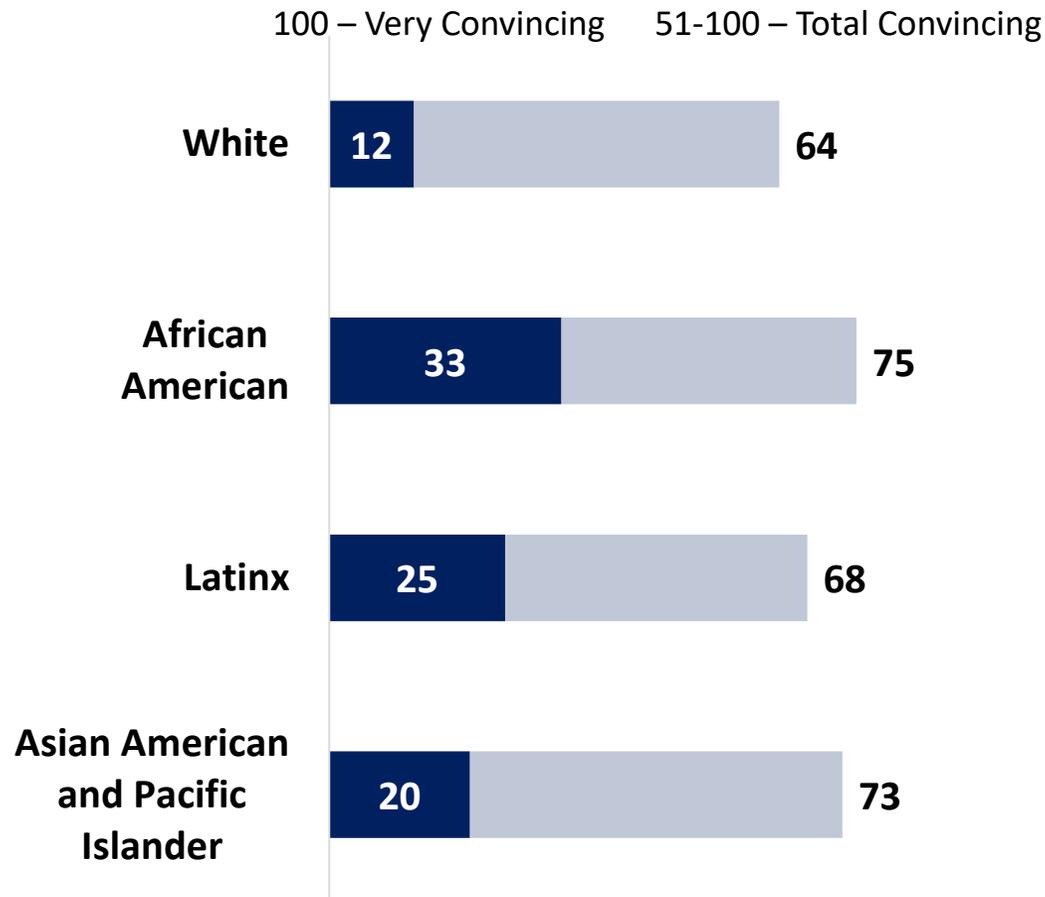
WHAT WORKS

- ✓ All groups dial up quickly and continually dial up throughout the messaging
- ✓ African Americans in particular dial up when we say "…whether we're women or men, young or old, White or Black…"
- ✓ African American voters dial up even further during the call to action ("joining together to rewrite the rules")

WHAT FALLS SHORT

- X Latinx voters are slower to dial up at the beginning than African American voters and AAPI adults
- X Latinx voters and AAPI adults plateau more at the end than African Americans

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People of color agree more strongly on a call for equality that asserts what men should do than what women deserve, especially Latinx voters.

Which of the following statements is closer to your opinion?	
Men should treat women equally and fairly, but things have shifted too far*	Women deserve equality and fairness, but things have shifted too far*
Men should treat women equally and fairly, and we need to do more to make this happen*	Women deserve equality and fairness, and we need to do more to make this happen*

(+31)	(+61)	(+51)	(+38)	(+30)	(+50)	(+18)	(+29)

White	AA	Latinx	AAPI	White	AA	Latinx	AAPI
60 / 29	78 / 17	71 / 20	65 / 27	58 / 28	72 / 22	53 / 35	60 / 31
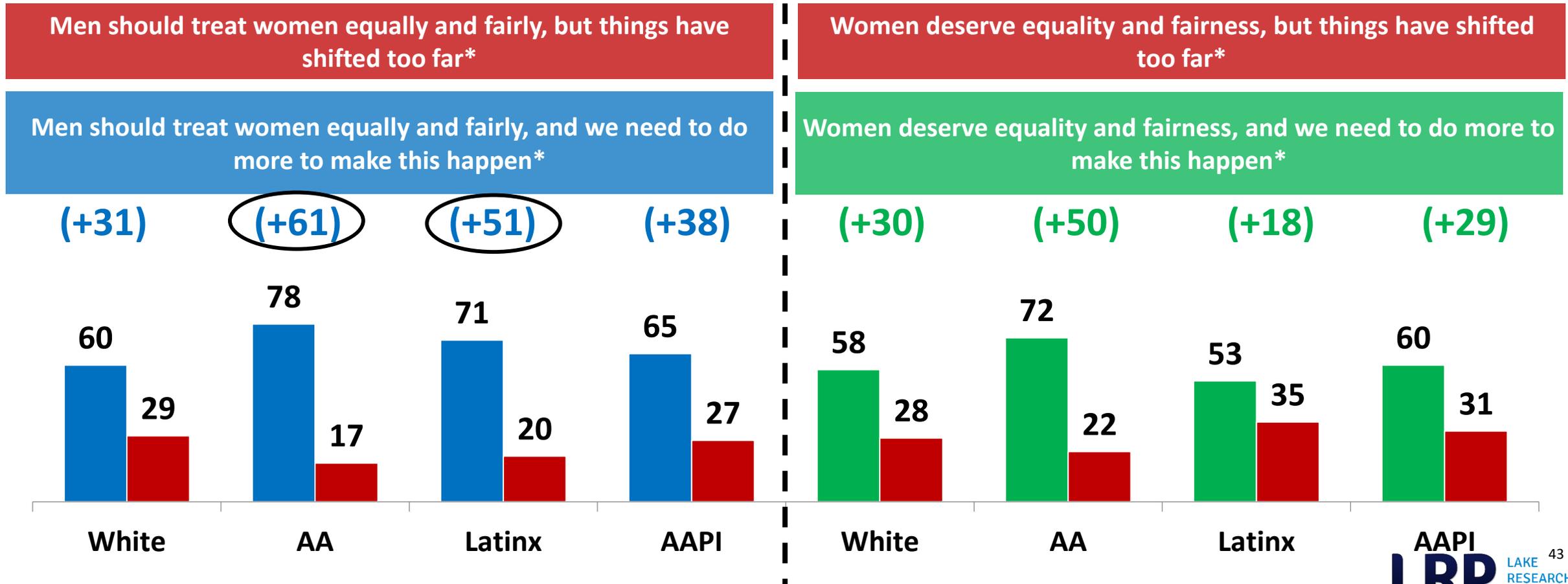
*Split-sampled question

Women and men across race agree more strongly on a call for equality that asserts what men should do than what women deserve. However, Asian American and Pacific Islander men are more likely to agree when the call to action centers around women's needs.

Which of the following statements is closer to your opinion?

Men should treat women equally and fairly, but things have shifted too far*	Women deserve equality and fairness, but things have shifted too far*
Men should treat women equally and fairly, and we need to do more to make this happen*	**Women deserve equality and fairness, and we need to do more to make this happen***

Left (blue/red bars):
- White men (+19): 54 / 35
- White women (+42): 66 / 24
- AA men (+57): 74 / 17
- AA women (+64): 81 / 17
- Latinas (+66): 78 / 12
- AAPI men (+13): 52 / 39
- AAPI women (+49): 69 / 20

Right (green/red bars):
- White men (+21): 52 / 31
- White women (+36): 62 / 26
- AA men (+37): 65 / 28
- AA women (+60): 77 / 17
- Latinas (+35): 58 / 23
- AAPI men (+26): 57 / 31
- AAPI women (+32): 62 / 30

*Split-sampled question
Sample size for Latinos is too small to analyze

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In addition, putting the onus on men to change how they treat women finds significantly more agreement, particularly among African Americans, than asking women to change their expectations.

Please indicate if you agree or disagree with each of the following statements:

Ensuring women and men are equal in our society is largely a matter of men changing how they treat the women in their lives*	Ensuring women and men are equal in society is largely a matter of women changing what they expect of the men in their lives*

White
- 56
- 14
- 32
- 6

African American
- 78
- 30
- 50
- 17

Latinx
- 62
- 12
- 46
- 16

Asian American and Pacific Islander
- 72
- 20
- 48
- 10

Rated 6-9, Agree

Rated 10, Strongly Agree   *Split-sampled question

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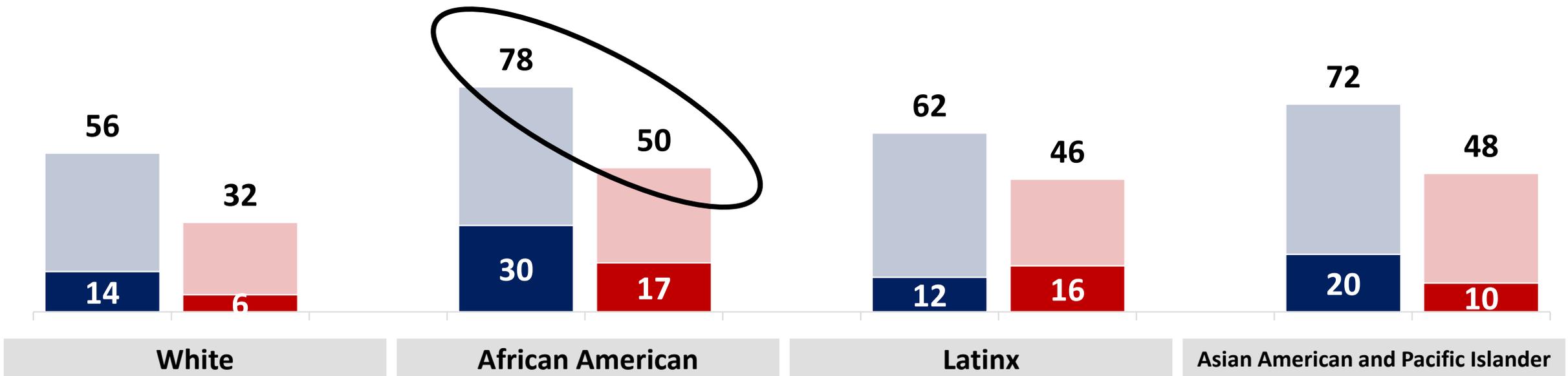
Putting the responsibility on men to change how they treat women also finds more agreement among men and women across racial lines.

Please indicate if you agree or disagree with each of the following statements:

Ensuring women and men are equal in our society is largely a matter of <u>men changing how they treat the women in their lives</u>*

Ensuring women and men are equal in society is largely a matter of <u>women changing what they expect of the men in their lives</u>*

	White men	White women	AA men	AA women	Latina	AAPI men	AAPI women
Total	51 / 33	60 / 30	77 / 60	80 / 42	53 / 33	71 / 49	75 / 46
Rated 10, Strongly Agree	12 / 8	15 / 5	27 / 24	32 / 12	8 / 8	16 / 10	20 / 11

Legend:
- Rated 6-9, Agree
- Rated 10, Strongly Agree

*Split-sampled question
Sample size for Latinos is too small to analyze*

Sample size for Latinos too small for analysis.

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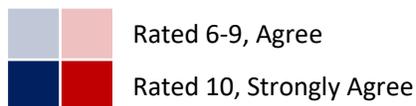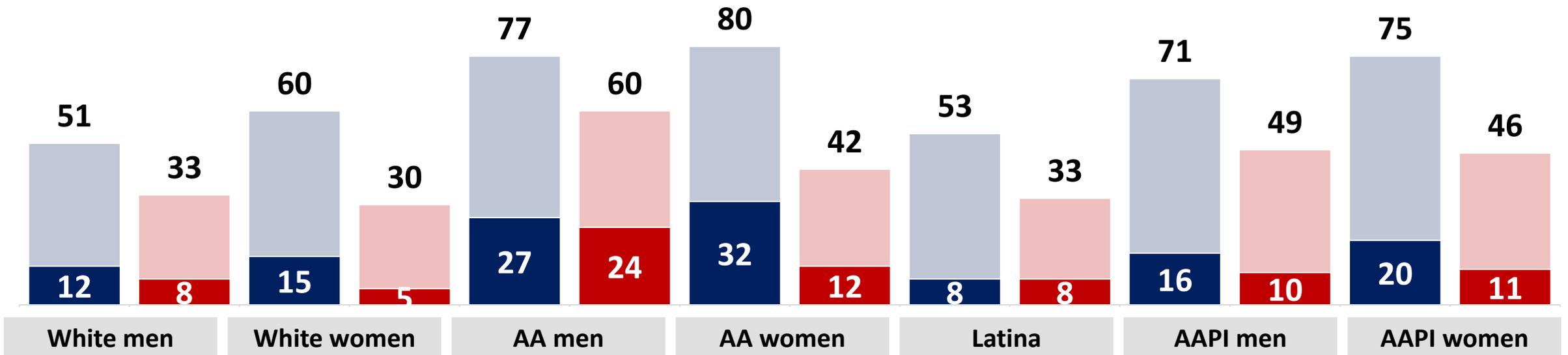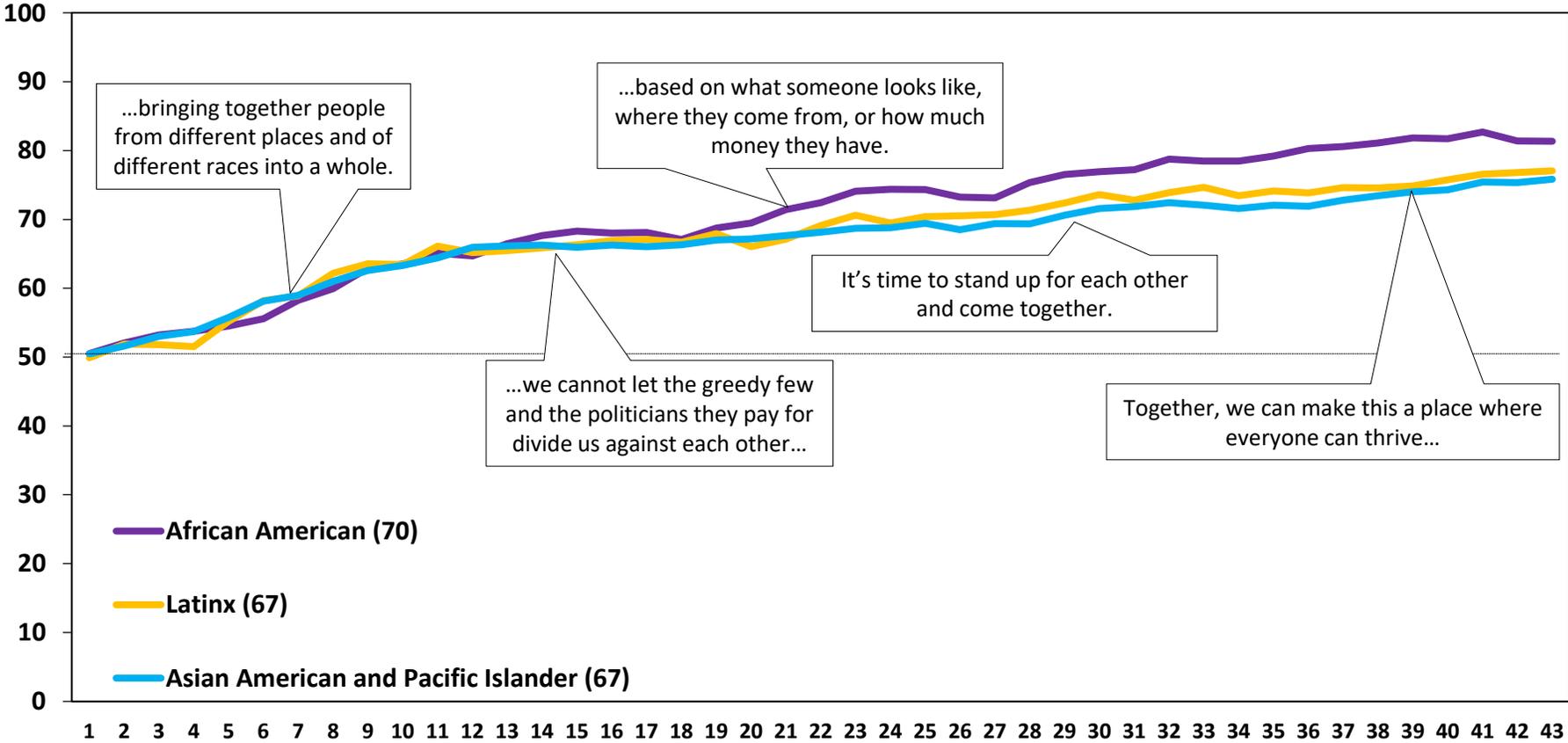
America's Strength

America's strength comes from our ability to work together – bringing together people from different places and of different races into a whole. For this to be a place where everyone can thrive, we cannot let the greedy few and the politicians they pay for divide us against each other based on what someone looks like, where they come from, or how much money they have. It's time to stand up for each other and come together. It is time for us to pick new leaders who reflect the very best of every kind of American. Together, we can make this a place where everyone can thrive, no exceptions.

*Numbers reflect OS only.

America's Strength

How convincing did you find this message?

100 – Very Convincing   51-100 – Total Convincing

African American — 37 | 76

Latinx — 26 | 68

Asian American and Pacific Islander — 14 | 75
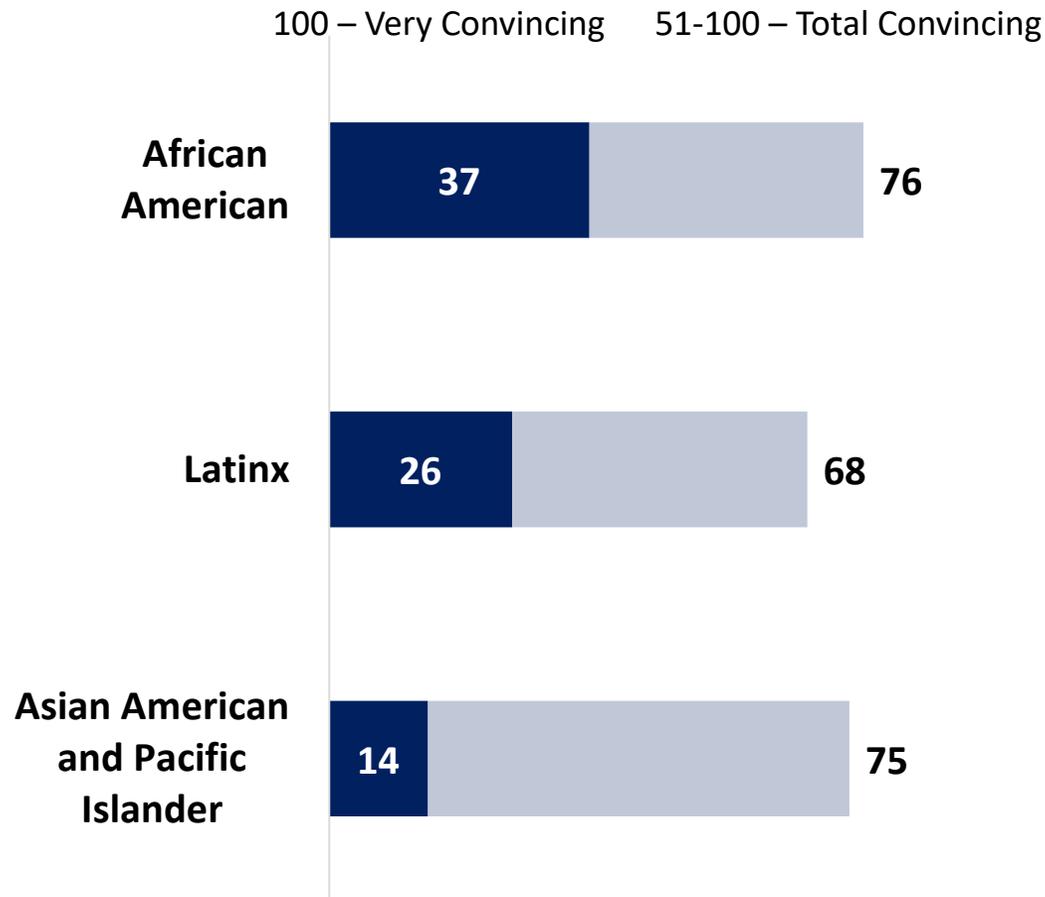
WHAT WORKS

- ✓ Everyone, though particularly African Americans and Latinx, dial up on "based on what someone looks like, where they come from, or how much money they have"
- ✓ Everyone dials up on "it's time to stand up for each other and come together"
- ✓ Everyone dials up on calls for unity ("Together, we can make this a place where everyone can thrive")
- ✓ Strong convincing ratings particularly for African Americans

WHAT FALLS SHORT

- X Latinx plateau on "America's strength comes from our abilities to work together" and are slow to start dialing at the beginning of the message
- X Latinx voters and Asian Americans and Pacific Islanders plateau when we describe division ("we cannot let the greedy few and the politicians they pay for divide us against each other")

Numbers reflect OS only.

Standard Progressive

African American (71)

Latinx (66)

Asian American and Pacific Islander (65)

Chart callouts:
- … but that means little…
- …millions of Americans are working longer hours for lower wages. Wall Street and the billionaire class have rigged the rules…
- … you cannot take advantage of all the benefits of America, if you refuse to accept your responsibilities as Americans.
- Despite advancements in technology and productivity…
- We need to elect leaders who will ensure all of us can prosper.

We live in the richest country in the world, but that means little because much of that wealth is controlled by a tiny handful of individuals. Despite advancements in technology and productivity, millions of Americans are working longer hours for lower wages. Wall Street and the billionaire class have rigged the rules to redistribute wealth and income to the wealthiest and most powerful people of this country. We must send the message to these greedy billionaires that you cannot take advantage of all the benefits of America, if you refuse to accept your responsibilities as Americans. We need to elect leaders who will ensure all of us can prosper.

Numbers reflect OS only.

Standard Progressive

How convincing did you find this message?

100 – Very Convincing   51-100 – Total Convincing

African American 35 77

Latinx 21 61

Asian American and Pacific Islander 15 68
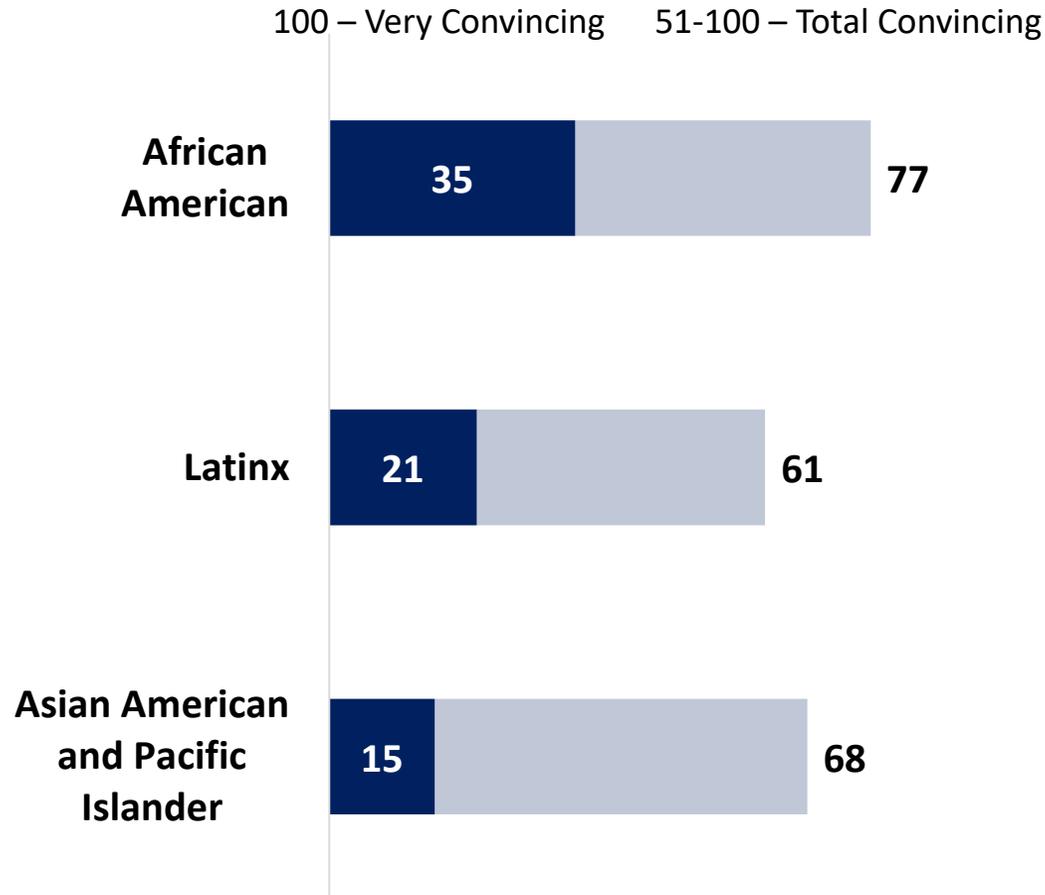
WHAT WORKS

- ✓ Latinx and African Americans dial up on "and that means little" though both plateau or dial down on "much of that wealth is controlled by a tiny handful of individuals"
- ✓ African Americans dial up on "Despite advancements in technology and productivity, millions of Americans are working longer hours for lower wages."
- ✓ African American voters dial up at "We must send the message to those greedy billionaires that you cannot take advantage of all the benefits of Americans if you refuse to accept your responsibilities as Americans"

WHAT FALLS SHORT

- X Latinx and AAPI adults are slower to respond to "we need to elect leaders who will ensure all of us can prosper," plateauing before dialing up at the last second
- X Latinx and AAPI adults plateau after the description of the problem ("millions of Americans are working longer hours for lower wages") and throughout the rest of the message

*Numbers reflect OS only.

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Working People Solutions
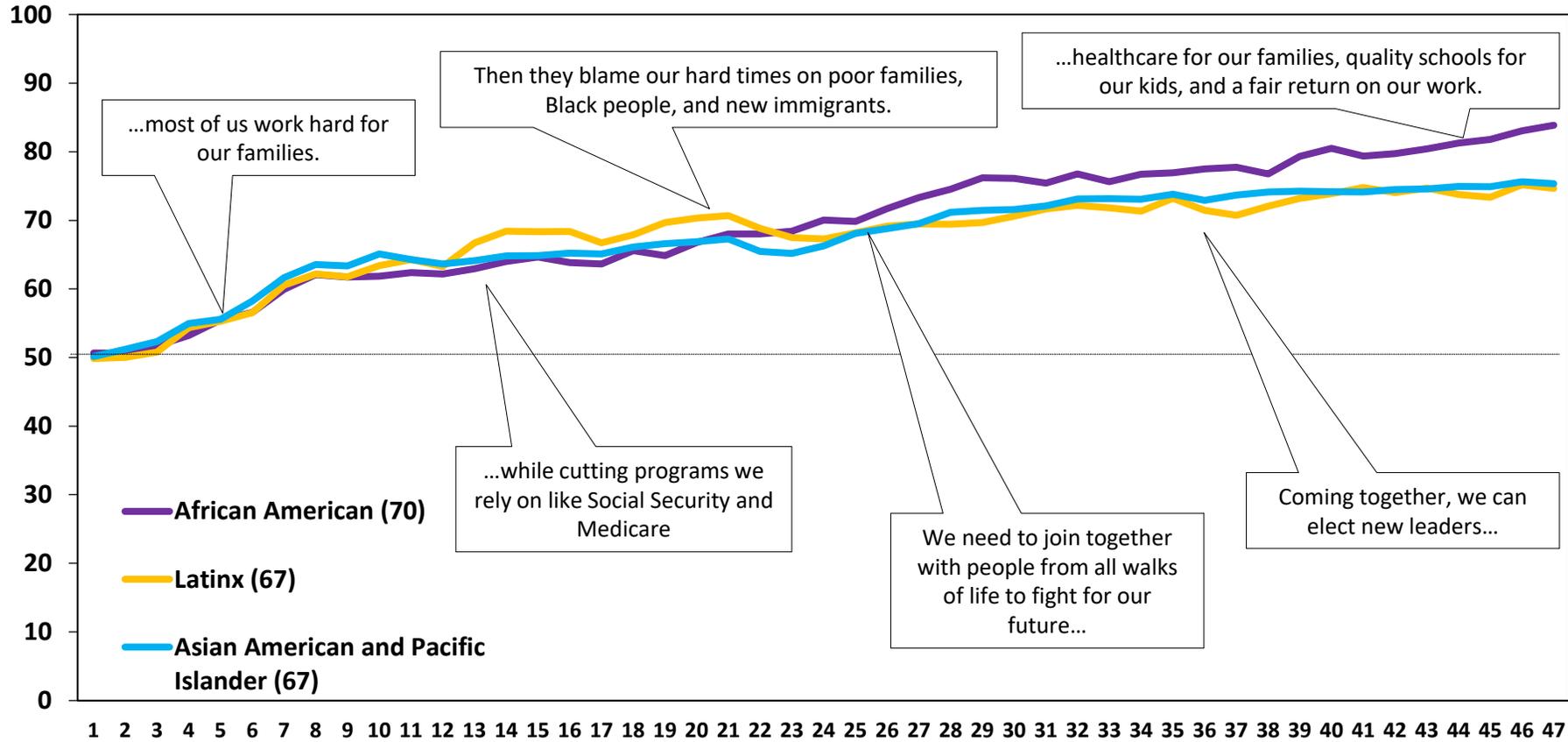
No matter where we come from or what our color, most of us work hard for our families. But today, certain politicians and their greedy lobbyists hand kickbacks to the rich, while cutting programs we rely on like Social Security and Medicare. Then they blame our hard times on poor families, Black people, and new immigrants. We need to join together with people from all walks of life to fight for our future, just like we won better wages, safer workplaces, and civil rights in our past. Coming together, we can elect new leaders who will deliver better healthcare for our families, quality schools for our kids, and a fair return on our work.

Working People Solutions

How convincing did you find this message?

100 – Very Convincing   51-100 – Total Convincing

Group	Very Convincing	Total Convincing
White	12	56
African American	34	74
Latinx	26	62
Asian American and Pacific Islander	17	68
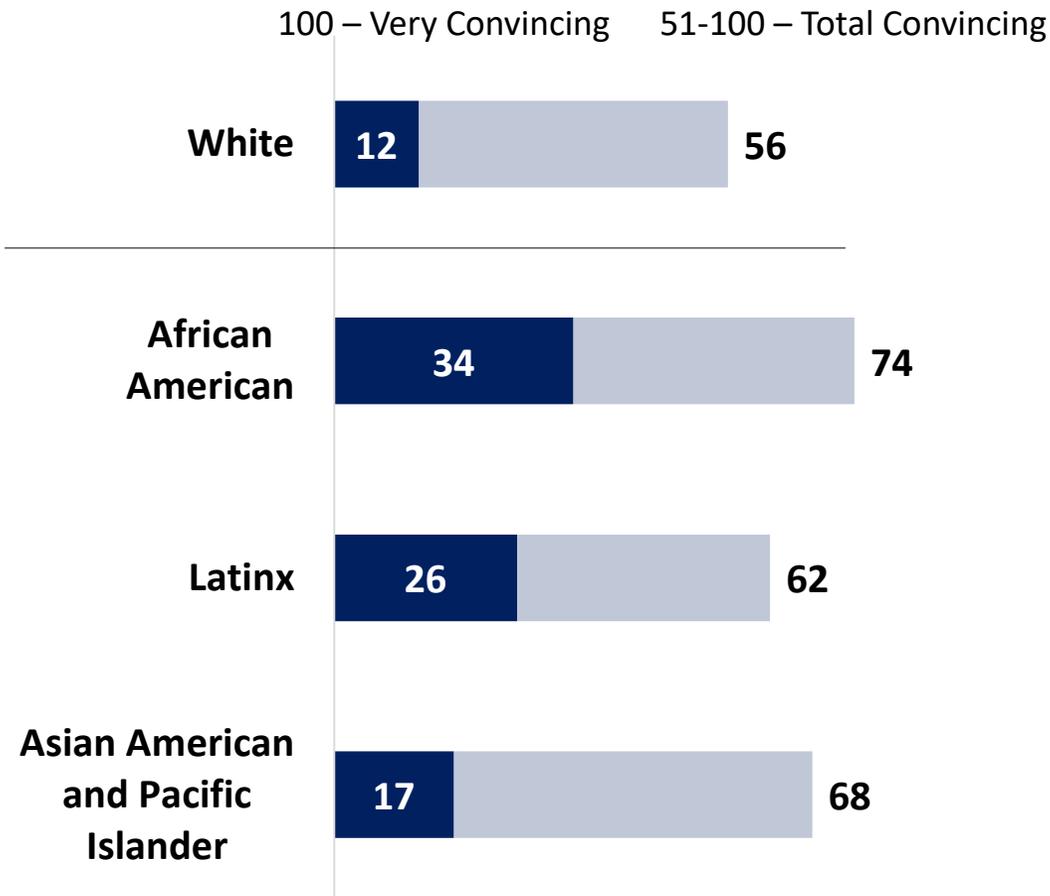
WHAT WORKS

- ✓ Quick take off across groups
- ✓ People of color generally dial up throughout the messaging particularly at the beginning when we say: "most of us work hard for our families"
- ✓ Latinx voters respond strongly to "programs we rely on like Social Security and Medicare"
- ✓ African Americans in particular dial up when we discuss coming together to elect new leaders who will improve quality of life for our families and communities

WHAT FALLS SHORT

- X Latinx start to dial down momentarily when we say: "...poor families, Black people, and new immigrants."
- X Latinx voters and AAPI adults plateau more at the end than African Americans

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Criminal Justice
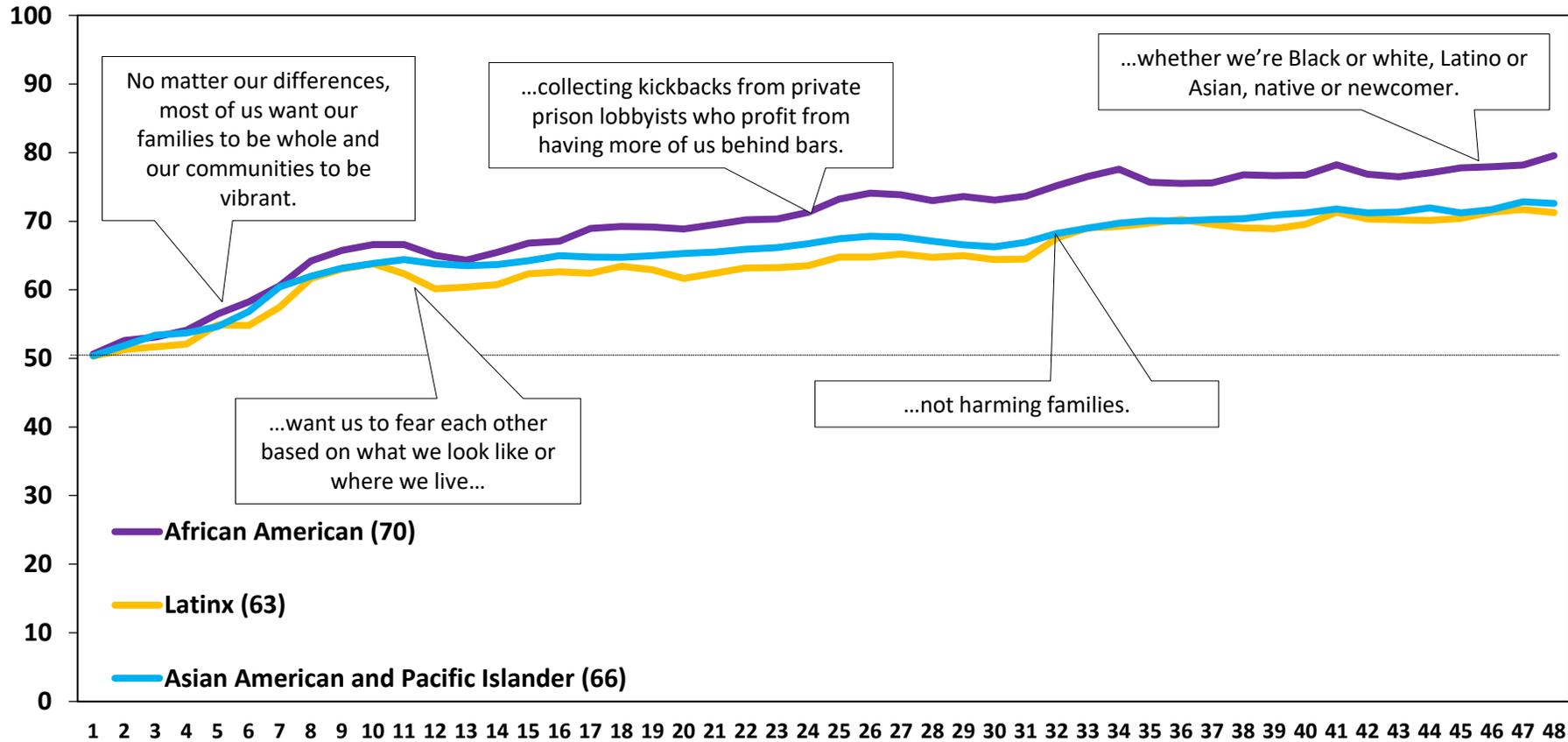
No matter our differences, most of us want our families to be whole and our communities to be vibrant. But today, certain politicians want us to fear each other based on what we look like or where we live so we don't join together for proven solutions that help our communities. They divide us while collecting kickbacks from private prison lobbyists who profit from having more of us behind bars. We need law enforcement to focus on preventing crimes, not harming families. By implementing proven approaches that bring fairness to our criminal justice system, we can make this a place we're proud to call home, whether we're Black or white, Latino or Asian, native or newcomer.

*Numbers reflect OS only.

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Criminal Justice

How convincing did you find this message?
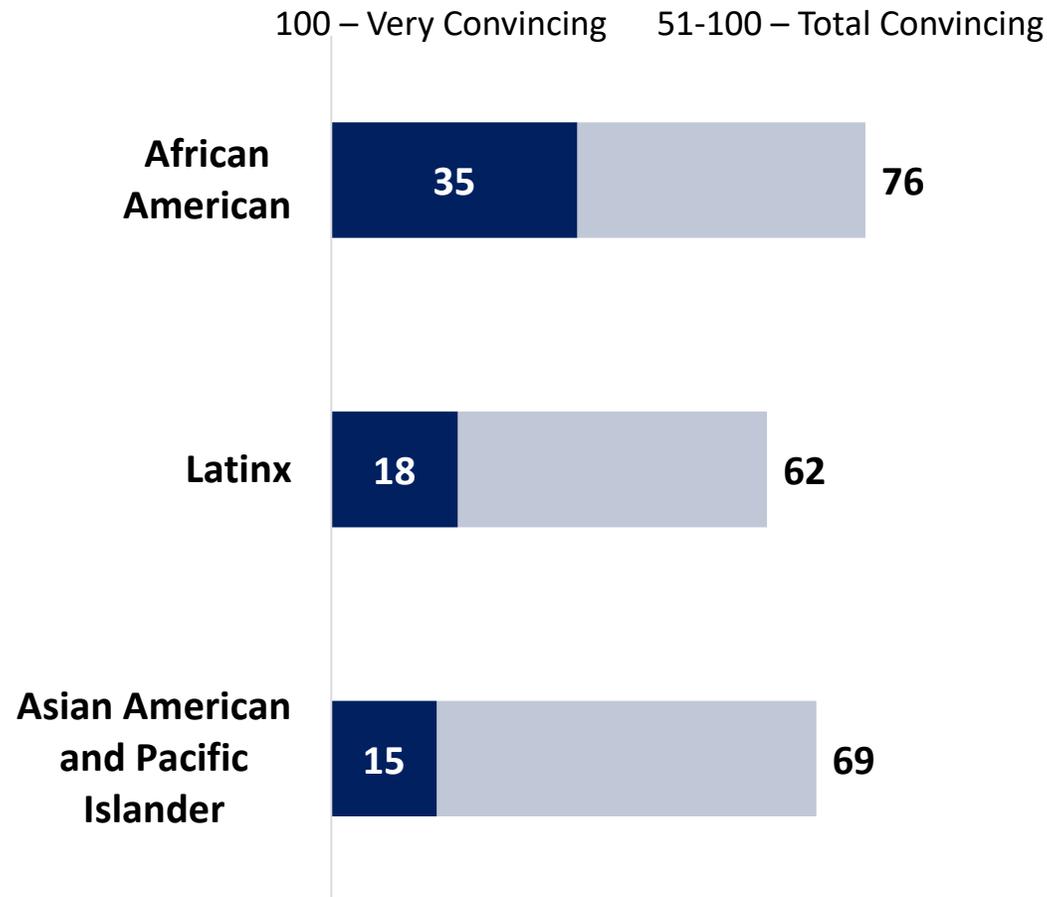
100 – Very Convincing   51-100 – Total Convincing

African American 35 76

Latinx 18 62

Asian American and Pacific Islander 15 69

WHAT WORKS

✓ As an issue specific message, this message performs well, and cannot be easily compared to the overall race class narrative messages like "Race, Class, Gender," "America's Strength," or "Working People."

✓ Quick take off with "No matter our differences, most of us want our families to be whole and our communities to be vibrant"

✓ Everyone, but particularly African American voters, dial up when we describe the profit motive of the villain "collecting kickbacks from private prison lobbyists who profit from having more of us behind bars"

✓ Everyone, especially Latinx voters, dial up on "not harming families"

✓ Everyone, though particularly African American voters, dial up on "whether we're Black or white, Latino or Asian, native or newcomer"

WHAT FALLS SHORT

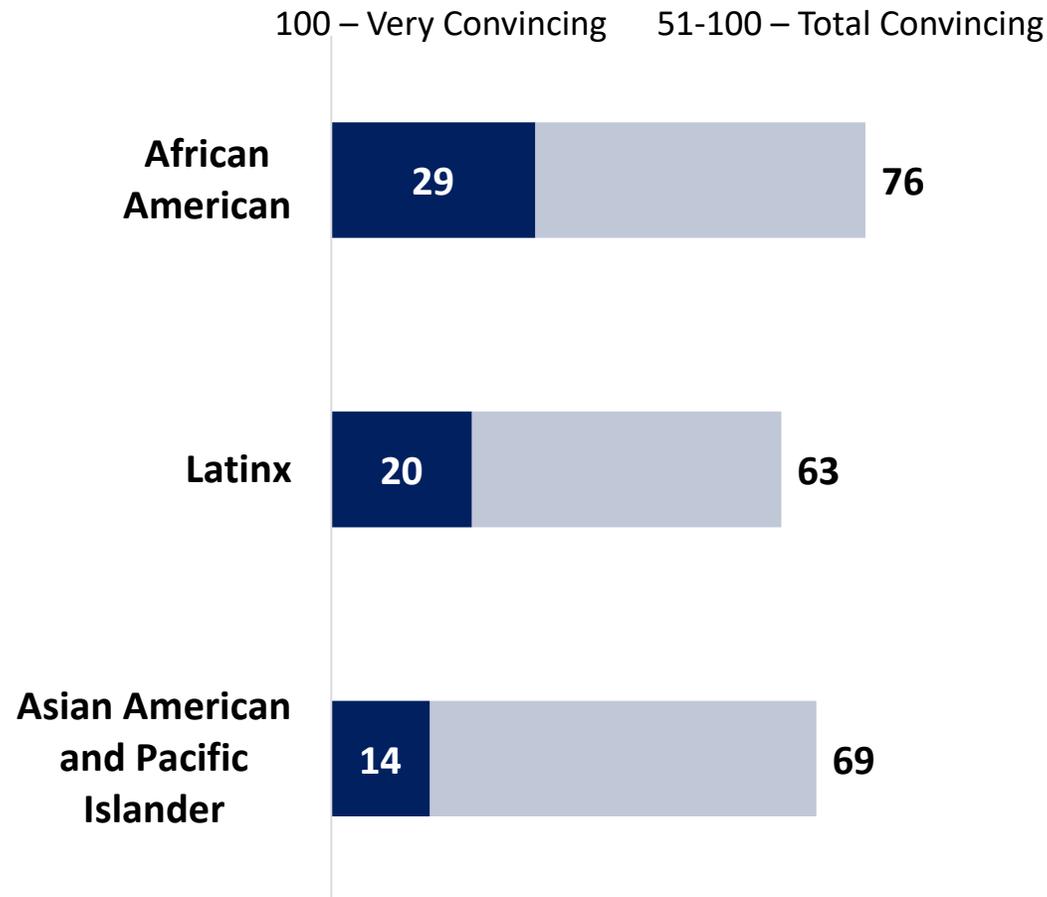X Everyone dials down on "certain politicians want us to fear each other based on what we look like or where we live"

Numbers reflect OS only.

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Fair Share

…most of us want to leave things better for those to come.

…everyday Americans pitch in for…

…we can make sure that those who have done well in America, do right by America.

…based on what we look like or what our zip code is…

…and a better life for generations to come.

African American (70)

Latinx (64)

Asian American and Pacific Islander (65)
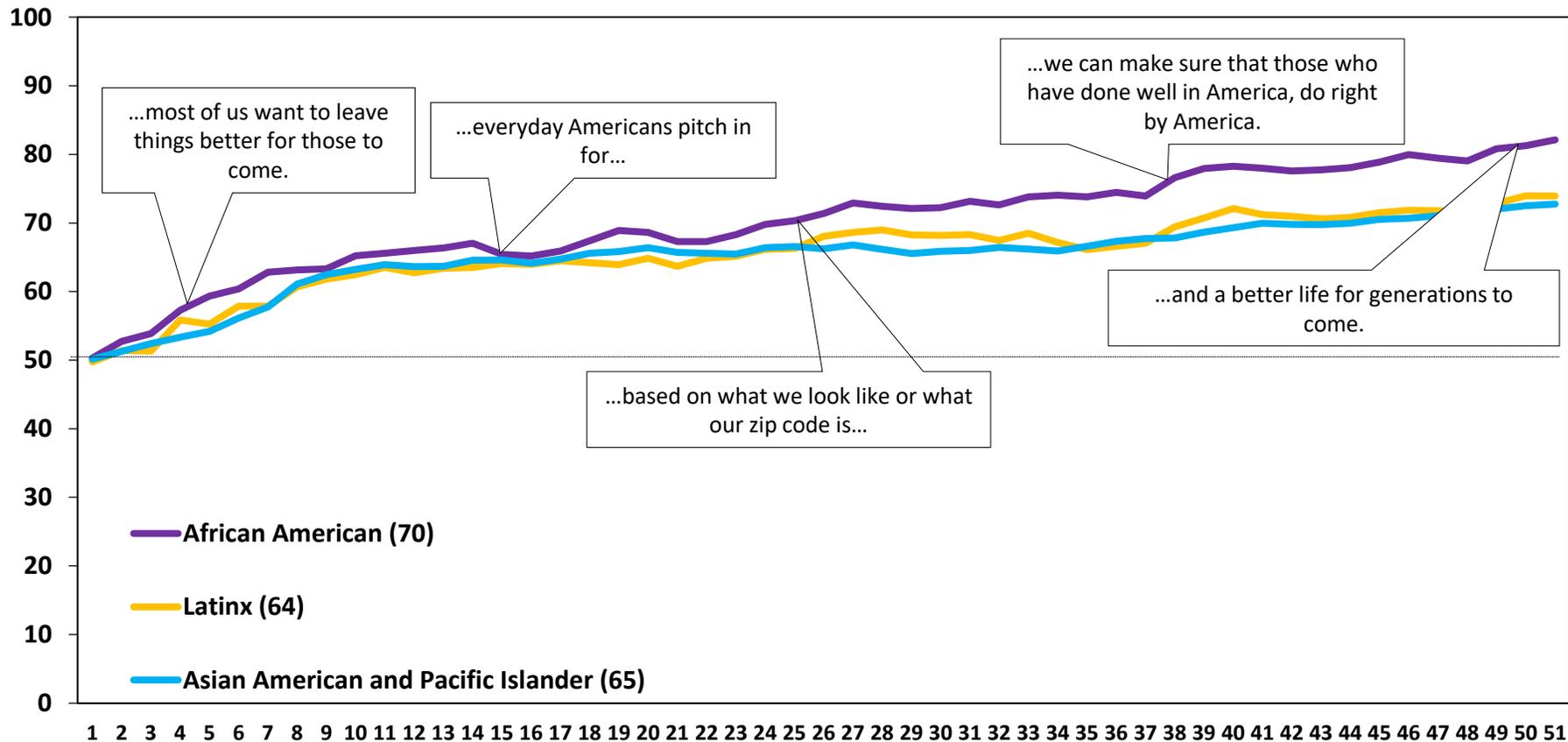
Whether we're lifelong Americans or newcomers, most of us want to leave things better for those to come. But today, the wealthiest 1% grab record profits, while refusing to contribute to the services everyday Americans pitch in for and everyone uses. This powerful few pit us against each other based on what we look like or what our zip code is so we won't close the loopholes they exploit or raise the revenue we need. Together, we can make sure that those who have done well in America, do right by America. By rewriting the rules so everyone contributes, we can provide healthcare for our families, quality schools for our kids, and a better life for generations to come.

Numbers reflect OS only.

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Fair Share

How convincing did you find this message?

100 – Very Convincing   51-100 – Total Convincing

African American
29   76

Latinx
20   63

Asian American and Pacific Islander
14   69

WHAT WORKS

- ✓ As an issue specific message, this message performs well, and cannot be easily compared to the overall race class narrative messages like "Race, Class, Gender," "America's Strength," or "Working People."
- ✓ Quick take off for African American and Latinx voters with "most of us want to leave things better off for those to come"
- ✓ Everyone dials up when we describe the actions of the villain ("the wealthiest 1 percent grab record profits, while refusing to contribute to the services…")
- ✓ African American and Latinx voters dial up on "This powerful few pit us against each other based on what we look like or what our zip code is"
- ✓ African American and Latinx voters dial up on "we can make sure that those who have done well in America do right by America"
- ✓ Everyone continues to dial up for the solutions we could have from rewriting the rules ("healthcare for our families, quality schools for our kids") and African American voters dial up even further on "a better life for generations to come"

WHAT FALLS SHORT

- X African American voters and, to a lesser extent, Asian Americans and Pacific Islanders dial down on "the services everyday Americans pitch in for…"
- X This message is stronger for African American voters than for Latinx voters or AAPI adults

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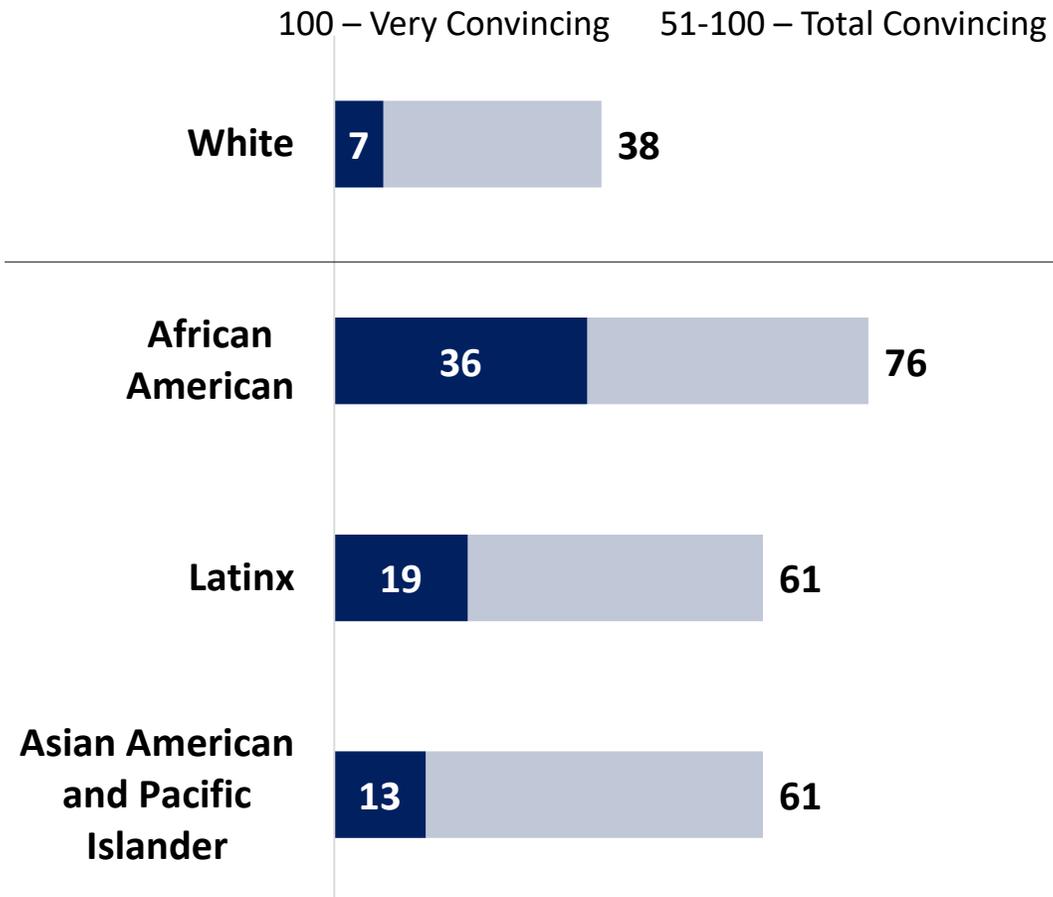Strategy · Precision · Impact

Historical Injustice
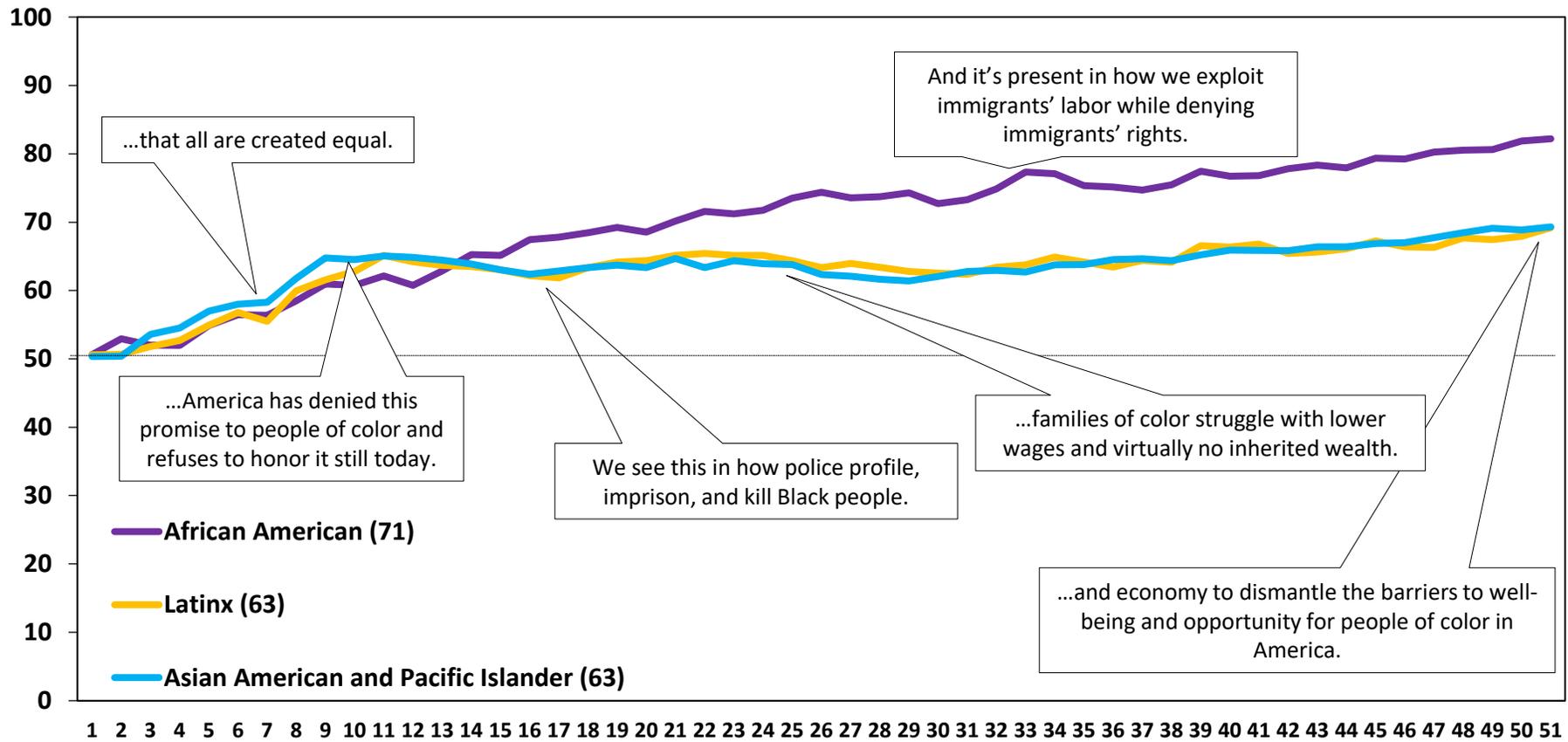
America is meant to be a nation founded on an ideal – that all are created equal. But from our founding, America has denied this promise to people of color and refuses to honor it still today. We see this in how police profile, imprison and kill Black people. It's the reason why families of color struggle with lower wages and virtually no inherited wealth. And it's present in how we exploit immigrants' labor while denying immigrants' rights. To make good on our belief of liberty and justice for all, we must transform our criminal justice system, immigration policies and economy to dismantle the barriers to well-being and opportunity for people of color in America.

Historical Injustice

How convincing did you find this message?

100 – Very Convincing   51-100 – Total Convincing

| Group	Very Convincing	Total Convincing
White	7	38
African American	36	76
Latinx	19	61
Asian American and Pacific Islander	13	61

WHAT WORKS

- ✓ Quick take off on value of equality, particularly among Latinx voters
- ✓ Latinx voters and AAPI adults start to peak at "America has denied this promise to people of color and refuses to honor it still today" - though African Americans start to plateau too
- ✓ African Americans dial up when we bring immigrants into the conversation
- ✓ African Americans continually dial up throughout the second half of the messaging
- ✓ Everyone dials up on the need to transform our criminal justice system to make good on our belief for liberty and justice for all
- ✓ This is a top-tier message for African American voters.

WHAT FALLS SHORT

- X Latinx voters and AAPI adults start to dial down when we say: "America has denied this promise to people of color and refuses to honor it still today"
- X Latinx voters and AAPI adults stop dialing down and largely plateau when discussing the racial profiling, imprisonment, and killing of African Americans and immigration.
- X The message is our side's weakest message among Latinx voters and AAPI adults

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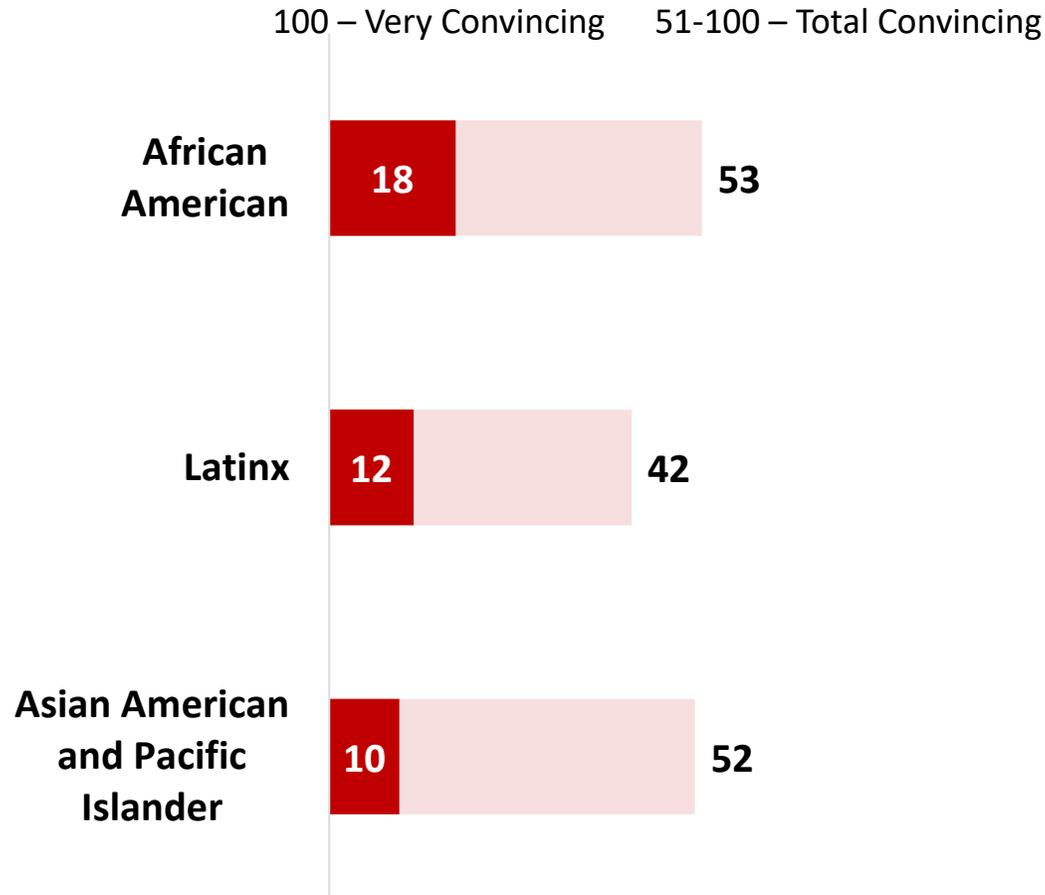Strategy · Precision · Impact

Opposition
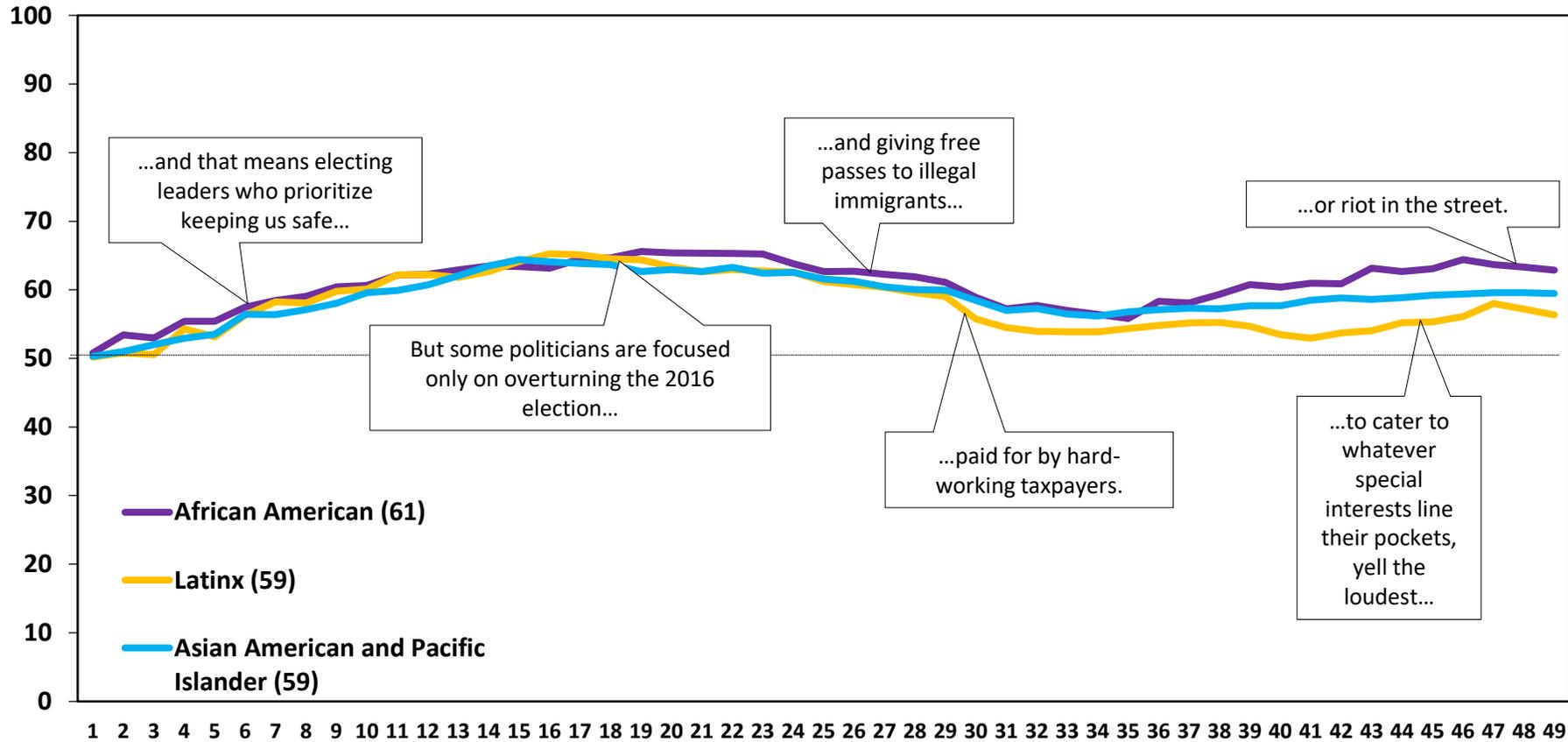
Common sense Americans want to protect the values that make our country great, and that means electing leaders who prioritize keeping us safe and ensuring that hard working Americans have the freedom to prosper. But some politicians are focused only on overturning the 2016 election, forcing a 30 trillion-dollar socialist takeover of our healthcare system, and giving free passes to illegal immigrants paid for by hard-working taxpayers. We need to protect our freedoms, not surrender them. It's time we focus on the Americans that politicians ignore to cater to whatever special interests line their pockets, yell the loudest, or riot in the street.

Numbers reflect OS only.

Opposition

How convincing did you find this message?

100 – Very Convincing   51-100 – Total Convincing

African American
18   53

Latinx
12   42

Asian American and Pacific Islander
10   52

WHAT WORKS

- ✓ Everyone dials up on "electing leaders who prioritize keeping us safe"
- ✓ Latinx voters and African American voters see special interests as a villain and dial up on "to cater to whatever special interests line their pockets, yell the loudest…"

WHAT FALLS SHORT

- X Latinx voters and Asian Americans and Pacific Islanders dial down on "But some politicians are focused only on overturning the 2016 election"
- X Everyone dials down on "some politicians are focused only on…giving free passes to illegal immigrants" and dial down even further on "paid for by hard-working taxpayers"
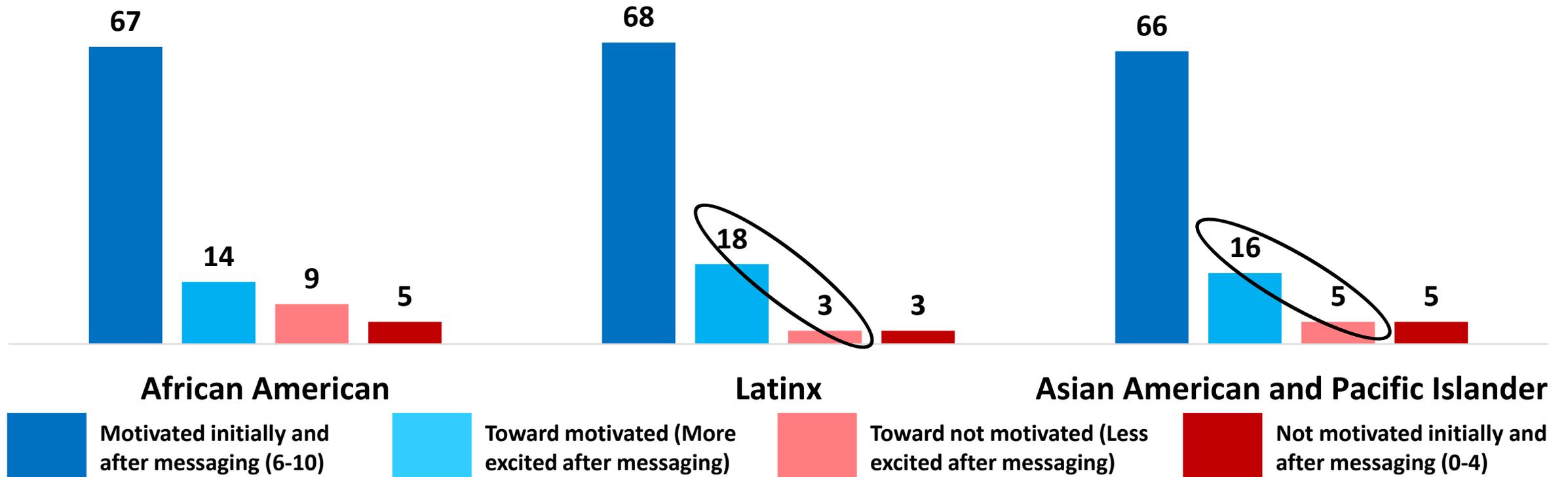- X African American and Latinx voters reject politicians catering to those who "riot in the streets"

Numbers reflect OS only.

People of color are solidly motivated to be a voter. Messaging increases motivation across groups, particularly for Latinx voters and AAPI adults.

Some people are very motivated about being a voter in this November election while others don't feel motivated at all, and many are in between. How about you--how motivated are you to be a voter in November?

African American

67 | 14 | 9 | 5

Latinx

68 | 18 | 3 | 3

Asian American and Pacific Islander

66 | 16 | 5 | 5

Motivated initially and after messaging (6-10)

Toward motivated (More excited after messaging)

Toward not motivated (Less excited after messaging)

Not motivated initially and after messaging (0-4)

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After messaging, people of color shift in favor of all of the policies tested, including the conservative ones. African American voters shift the most when it comes to protecting our air, water, and land by transitioning to locally-made clean renewable energy, while Latinx voters shift the most in favor toward ensuring that anyone can access public programs that provide support for food, healthcare and housing, regardless of immigration status.
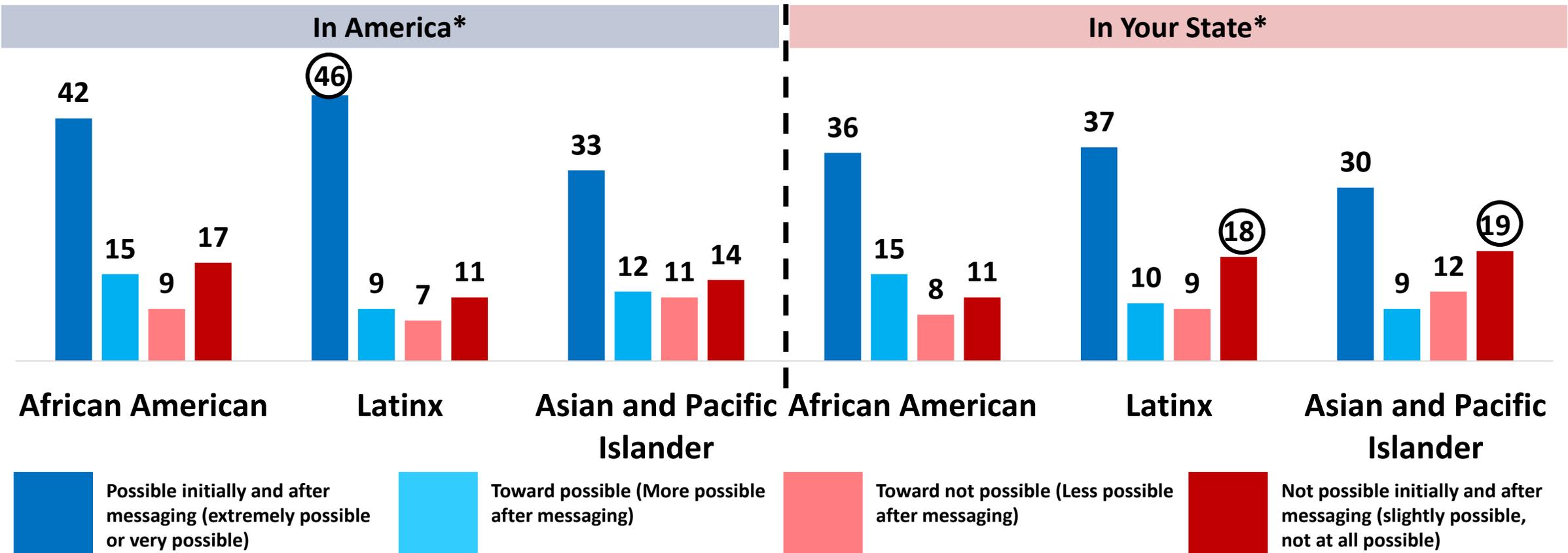
Please indicate whether you favor or oppose each of the following policies:	Net Toward Favor		
	AA	Latinx	AAPI
Ensure people's voting rights by allowing for election day registration and automatic voter registration.	+17	0	+17
Make sure every child can get a quality education by raising taxes on the state's largest corporations and the wealthiest 1% of residents.	+11	+9	+12
Bring greater fairness to our criminal justice system by ending mass incarceration and punishment for drug use and providing comprehensive training to police to curb bias.	+15	+8	+16
Protect our air, water, and land by transitioning to locally-made clean renewable energy.	+23	+10	+13
Ensure people have the freedom to decide for ourselves whether and when to have children through access to reproductive healthcare including, prenatal care, contraception, and abortion care.	+13	+5	+16
Make sure anyone can access public programs that provide support for food, healthcare and housing, regardless of their immigration status.	+15	+22	+12
Prioritize public safety by providing greater resources to police officers and respecting their ability to do their job.	+2	+7	+13
End the waste, fraud, and abuse of taxpayer dollars by ensuring illegal immigrants cannot access public programs and services.	+16	+12	+9

Numbers reflect OS only.

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People of color, particularly Latinx voters, are more likely to say it is possible to have a government that represents and governs for all of us in America than in their own state. Latinx voters and AAPI adults are much less likely to believe a representative government is possible in their own state.

How possible do you think it is to have a government in...that represents and governs for all of us?

In America*

In Your State*

African American: 42, 15, 9, 17
Latinx: 46, 9, 7, 11
Asian and Pacific Islander: 33, 12, 11, 14

African American: 36, 15, 8, 11
Latinx: 37, 10, 9, 18
Asian and Pacific Islander: 30, 9, 12, 19

Legend:
- Possible initially and after messaging (extremely possible or very possible)
- Toward possible (More possible after messaging)
- Toward not possible (Less possible after messaging)
- Not possible initially and after messaging (slightly possible, not at all possible)

*Split-sampled question

Similarly, people of color, particularly African American voters, are still more excited to join together with people across racial differences in America than in their state, though we pick up a number of voters of color after messaging.

Generally speaking, how excited are you to join together with people across racial differences to bring about positive change in...

America*			Your State*		

America*

African American
- 65
- 18
- 7
- 2

Latinx
- 58
- 17
- 5
- 2

Asian American and Pacific Islander
- 58
- 23
- 4
- 2

Your State*

African American
- 57
- 22
- 8
- 4

Latinx
- 53
- 21
- 3
- 5

Asian American and Pacific Islander
- 56
- 22
- 7
- 2

Legend:
- Excited initially and after messaging (6-10)
- Toward excited (More excited after messaging)
- Toward not excited (Less excited after messaging)
- Not excited initially and after messaging (0-4)
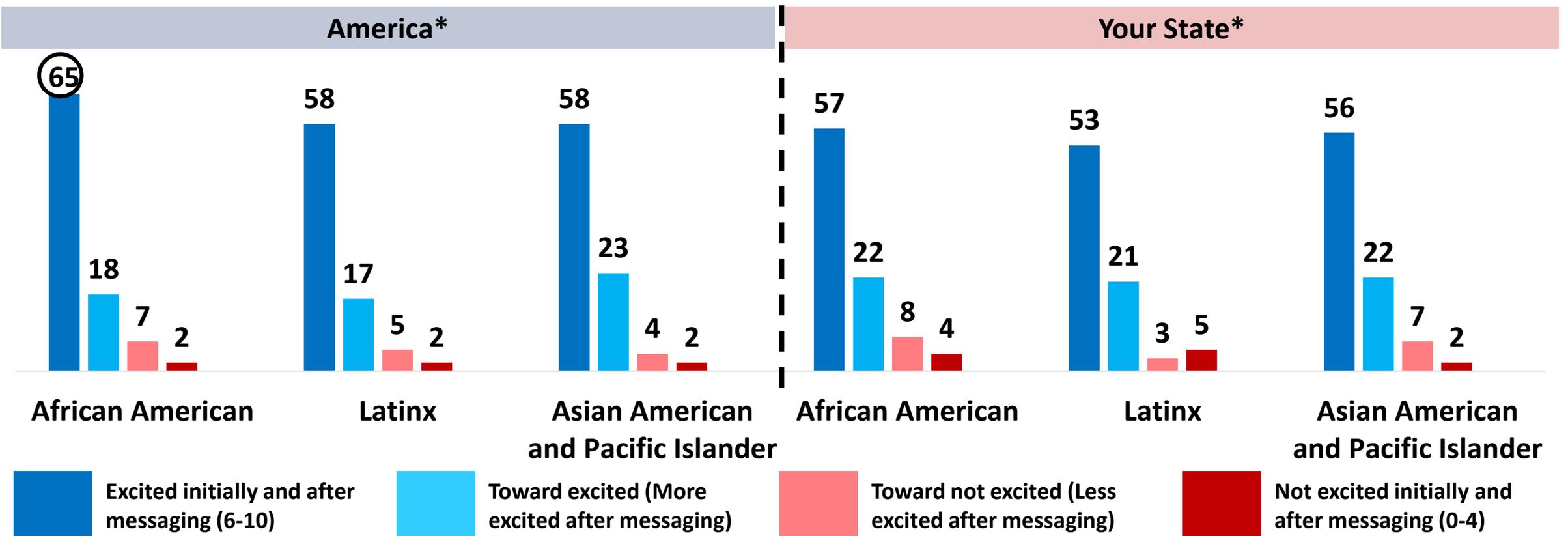
*Split-sampled question

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