

# **Beyond Democracy:** **A Narrative Strategy for Southern** **Communities of Color**

February 2024

**THANK YOU TO EVERYONE WHO  
MADE THIS PROJECT POSSIBLE**

# Acknowledgements

The Beyond Democracy project was guided by a cohort of 23 people and groups representing communities of color in the U.S. South.

The Opportunity Agenda (TOA) partnered with consulting firm Uprise in the establishment and guidance of the cohort. Research firm Frameshift conducted the research that the project's narrative strategy is built upon.

This report was edited by Porshèa Patterson-Hurst and Julie Fisher-Rowe. Graphic design was provided by Lorissa Shepstone.

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# About the Project

In 2023, The Opportunity Agenda (TOA) invited 23 individuals, whose organizational or primary work is conducted in the U.S. South, to join our Beyond Democracy cohort. The primary objective of the Beyond Democracy project is to influence the thinking and motivations of potential and current Southern voters of color by meeting them where their civic interests lie. To complete the first portion of this project - cohort development, insight gathering, and research - TOA collaborated with consultants at Uprise and researchers from Frameshift.

By recruiting cohort participants who are artists and advocates regularly conducting civic engagement work at a grassroots level, our shared research questions and communication strategies were able speak directly to their respective audiences and evoke tones with a greater likelihood of audience resonance. This report is the product of this research.

In its current stage, TOA's Beyond Democracy project supports two cohort teams with narrative demonstration projects. These projects will build digital ad campaigns that incorporate the research findings and set them into motion, deepening the project's core vision and goals.

## WHAT DOES A MORE ENGAGED SOUTH LOOK LIKE?

# Project Vision and Goals

- Broad support for, participation in and reclamation of democracy in the South;
- Motivated and inspired communities of color who cross the barrier from interest in community involvement to a desire to participate more directly in civic engagement and democracy;
- Increased support for policies that protect democracy and voting;
- All of this is in support of people and policies that protect our rights and focus on equitable, liberatory, and just solutions, while eliminating white supremacy and other forms of oppression.



PHOTO CREDIT: George Pagan III

## WHAT'S THE CURRENT STORY?

# Prevailing Narrative

It's admirable to be involved in community and civic engagement, but it's only for certain people. People need to be experts and have a lot of experience to engage. Those that don't may be rejected. There are also huge risks involved in community engagement, particularly anything political.



PHOTO CREDIT: Adam Kring

HOW DO WE GET THERE FROM HERE?

# Setting Narrative Goals

## PREVAILING NARRATIVE

It's admirable to be involved in community and civic engagement, but it's only for certain people. People need to be experts and have a lot of experience to engage. Those that don't may be rejected. There are also huge risks involved in community engagement, particularly anything political.

## DESIRED NARRATIVE

We all have a duty to our communities and understand the impact we have on them. We can all make a difference and play a role as there are many different ways to engage. We leave a legacy to our kids and grandkids, who benefit when we build stronger communities, and engage in and work to protect our democracy.

## NARRATIVE GOALS

Make civic engagement and participation welcoming and accessible – and connected to tangible change.

Increase audience's understanding of impact by leaning in on legacy.

# RECOMMENDATIONS

## STORY

- Impossible is possible – Ordinary people can make change happen
- Emphasize unity and belonging
  - Be a part of something, join a crew, safety in community, we have your back
  - Activism is welcoming, inviting and accessible
- Lean in on legacy
  - Connect the past and future
  - We will be judged by future generations
  - Be a role model
- Use specific, real examples of change over vague calls to change the world
- Emphasize group benefits over individual benefit
- Representation matters – help people tell their stories

## TONE

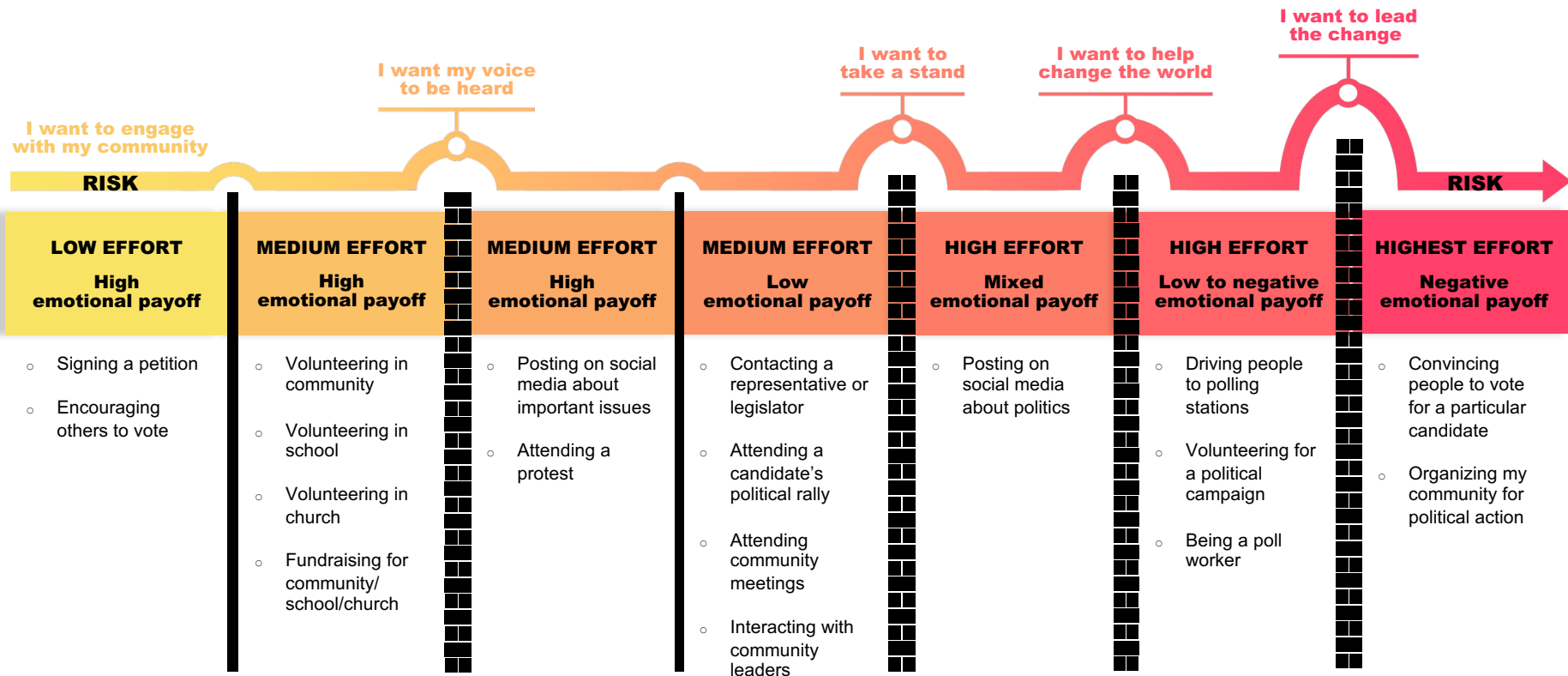
- Defiant
- Inspirational
- “Real” language, culturally competent
- Urgent

# Beyond Democracy: Research

By Frameshift



# Barriers to Activities and Overcoming Them



# There are 4 key stories that inspire people to re-engage with democracy

## MY AWAKENING



A changemaker who personally sacrifices and fights for the powerless, changing the world and people's lives for the better.

## IT'S MY DUTY



People who know their role in society, and the difference between right and wrong, proudly do their duty to their community and the world.

## DISCOVERING MYSELF



Ordinary people who are extraordinarily resilient overcome adversity time and again to achieve self reliance and become a respected and contributing member of society.

## FOR MY KIDS



Protective mama bears who do everything they can to protect their children and future generations of their family from the hardships they endured, so their children can reach their full potential.

# The **MY AWAKENING** group is the low-hanging fruit to reframe democracy and spark political engagement



- 1** To be recognized as everyday heroes who changed peoples lives for the better
- 2** To see clear impact on a larger scale
- 3** To see the clear connection between policies and the impact on people's lives
- 4** To feel welcomed into the fold - they want a safe space to belong

# The **IT'S MY DUTY** group have strong community agency, but fail to see the impact of playing a role politically



## THEY NEED TO...

**1**

Reframe political action as part of contributing to the greater good

**2**

See political action as everyone doing their part in the greater plan

**3**

Reframe political action as a part of their civic duty

# The **DISCOVERING MYSELF** group needs to receive direct emotional and tangible benefits from political action



- 1** Motivated by the direct benefits of the political action
- 2** Validated that their voice will be heard
- 3** Inspired by being part of a resilient movement that won't give up until it gets results
- 4** Reassured that they don't have to be in the spotlight or expend high effort to play a role

# **FOR MY KIDS** need to feel a part of improving their kids and grandkids' lives



**THEY NEED TO...**

**1**

Leave a family legacy of political action - a brighter future for their future generations

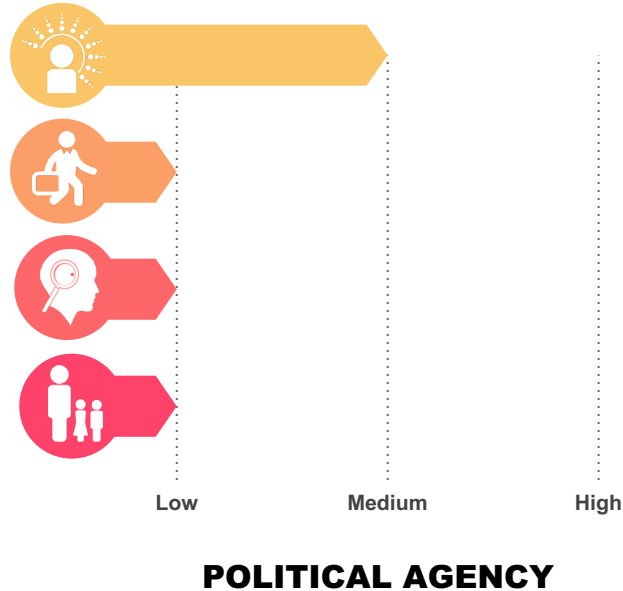
**2**

Be the protector who safeguards their children from the pitfalls of life

**3**

Believe that political action will connect them more deeply to the younger generation

# Can MY actions make an impact politically?



Everyone felt less political agency than they did community agency. Politics feels like a complex, often corrupt system that is hard to influence and connect to real impact.

My Awakening felt the most political agency, while the other three groups felt little to none.

# THE METHODOLOGY

## **OBJECTIVE:**

To move POC (esp AA) to:

Take action beyond voting

Feel more agency

Value Democracy and Government

## **METHOD:**

Developed survey instrument based on hypotheses in earlier qualitative work. Online forced-view within-survey RCTs with 5 treatment tracks

## **DESIGN:**

Participants recruited to complete an online pre-survey, randomly assigned to a treatment track

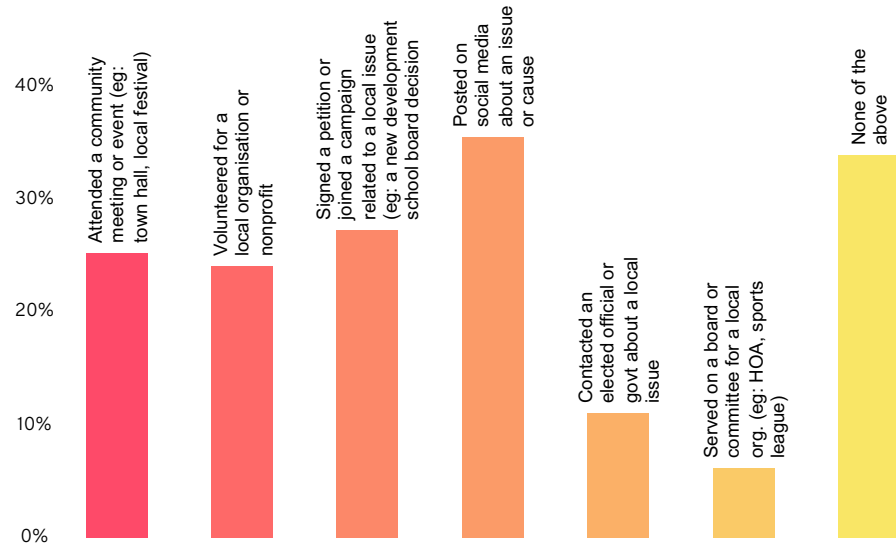
N = 4,140 overall sample, drew results from 2,661 POC audience



# The Audience - Activism

WHICH OF THE FOLLOWING ACTIVITIES HAVE YOU PARTICIPATED IN  
WITHIN THE PAST YEAR TO SUPPORT YOUR LOCAL COMMUNITY?

Posting on social media & signing petitions  
were the most popular forms of activism.  
We also note ~34% of our cohort were not  
yet active politically or in their community.  
Let's change that!



# The Metrics

**1**

## **POLITICAL AGENCY:**

Take action beyond voting

- How likely to participate in political activities?

**Move to Very Likely**

- Do you want us to send you the video to share?

**Yes or No**

**(NOTE: extra hard to move generally!)**

**2**

## **GENERAL AGENCY:**

Collective and Individual

- COLLECTIVE: We need to do A LOT more to create a better future

**Move to Strongly Agree**

- INDIVIDUAL: My involvement makes a difference in my community/society

**Move to Strongly Agree**

**3**

## **VALUE DEMOCRACY AND GOVERNMENT**

- Democracy is how we have a say in govt:

**Move to Strongly Agree**

- Government can make changes to benefit me:

**Move to Definitely**

- When people like me join together and take action, we have a say in government:

**Yes or no**

# Things to look out for as you watch the videos

- **EMPHASIZING A GROUP BENEFIT MOVES PEOPLE TO VALUE DEMOCRACY**
- **EMPHASIZING AN INDIVIDUAL BENEFIT MOVES PEOPLE LESS ON DEMOCRACY**
- **PEOPLE WHO ARE MORE ENGAGED (WHETHER IN THEIR COMMUNITIES OR POLITICALLY) ARE MORE LIKELY TO MOVE TO ACTION**
- **SHOWING A TANGIBLE BENEFIT MOVES PEOPLE TO VALUE GOVERNMENT**
- **PRIDE IS ONE FACTOR THAT ENCOURAGES PEOPLE TO WANT TO SHARE VIDEOS**

# 01. Defiance - Impossible is Possible



## CONCEPT/STORY

Don't just accept what's been given to us - we can fight for what we want

Being part of a large scale collective does change the world

Overdramatic comedic style w/ a bold & determined tone

# Detailed View: Who Moved and How?

## WHO MOVED?

- **POC:** AA (esp women) & Hisp
- **POLITICS:** Independents & Moderate Dems
- **GENDER:** Men & AA Women
- **INCOME:** <\$100K HHI (esp <35K)
- **EDUCATION:** Both College & Non College
- **AGE:** 25-55 yo

## HOW?

### TAKE ACTION BEYOND VOTING:

- Broad strong movement
- Independents WANT TO SHARE 16.29 ( $p < 0.025$ ) (hard to move)

### AGENCY:

- BOTH Individual & Collective (but Hispanic emphasize collective and Independents emphasize Individual)

### VALUE DEMOCRACY & GOVERNMENT:

- AA Women & Mod Dems drove shift to value Democracy

## In Their Own Words: Why Did They Move?

- 1** **People easily fall into cynicism:** They need to be reminded that the impossible IS possible. For example, the sports meme brings up that real people overcome the odds all the time. Examples like this are inspirational and evoke strong emotion.

*"I like the KG (Kevin Garnett) one where he says anything is possible!"  
(M, AA, Ind)*

- 3** **Telling it like it is:** The tone and language felt REAL to our target audience (especially younger people) - felt like a friend being honest.

*"It didn't try to sound too professional but casual to keep people engaged." (F, AA, Dem)*

*"It was a brother talking - don't really see that when they bring up issues." (M, AA, Dem)*

*"The realness in his words made me laugh but then I got drawn in, understood what he was saying."  
(M, AA, Ind)*

*"It wasn't uptight speaking and they were being honest." (M, AA, Ind)*

- 2** **Very positive defiant tone:** "You don't have to accept this, change it!" felt joyous and energizing to our target audience.

*"The part where the guy shouted we can do anything! Change is possible I love it." (F, AA, Dem)*

*"Nothing is impossible if you join in, because when you vote you do make a difference." (F, AA, Dem)*

- 4** **Join a crew:** The metaphor of a "crew" or unified community resonated - this direction evoked a strong sense of unity and belonging, which explains why it moved WE agency so strongly.

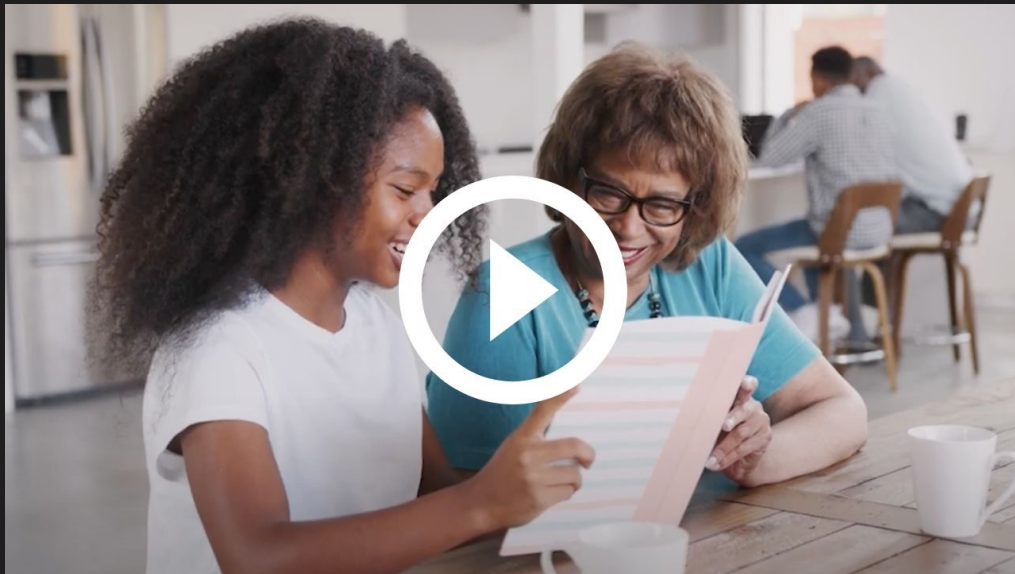
*"Feelings of community are most important." (M, AA, Dem)*

*"Working together we can get things done." (F, AA, Dem)*

*"The part where he said we could all be a crew and get together with our neighbors and go to city hall about the problems stood out to me." (F, AA, Dem)*

*"The overall unity message really related to me." (M, AA, Dem)*

## 02. A Legacy of Breaking Free



### CONCEPT/STORY

Building upon the theme that we all want our children to be free of the past and create the future they want

Dramatic tone with uplifting mix of pride, inspiration, & the gravity of history that underscores political action

# Detailed View: Who Moved and How?

## WHO MOVED?

- **POC:** AA
- **POLITICS & GENDER:** Independents (esp Women)  
& Dems in General
- **INCOME:** <\$100K HHI
- **EDUCATION:** Both College & Non College
- **AGE:** All

## HOW?

### TAKE ACTION BEYOND VOTING:

- AA Dem Men & AA Ind Women drive taking action
- AA Dem Women WANT TO SHARE (15.89 <0.025)
- Rural Dem WANT TO SHARE (25.41 p<0.025)

### AGENCY:

- Moved Individual Agency most strongly, except for AA Dems moved on both

### VALUE DEMOCRACY & GOVERNMENT:

- AA Dem Men drove the shift in beliefs on Democracy



# In Their Own Words: Why Did They Move?

1

Created an “aha” moment - an awakening that what they do now will impact their kids and grandkids, and that they will be seen and judged (a little pressure helps perhaps)

*“I realized I need to do something to make positive changes now for their future.” (F, AA, Dem, )*

*“The question that was asked ‘What will our grandkids think of us?’ makes me realize how big our impact can be on our children and grandchildren one day.”  
(F, AA, Ind)*

3

Putting ME in the view of future generations has the most impact on INDIVIDUAL agency, putting the pressure on ME to get involved.

*“The importance of family - it made me think about what my future children will think of me.”  
(M, AA, Dem)*

*“The video helped me realize that future generations are looking at me.” (F, AA, Dem)*

2

They crave being a role model for the next generation - this ad promises them that, and is therefore highly motivating.

*“The part where the guy shouted we can do anything! Change is possible I love it.” (F, AA, Dem)*

*“Loved the video. Our kids see what we do, so we must lead by example.” (F, AA, Dem)*

*“The fact their relatives were modeling good community behavior was GREAT!” (M, Mixed Race, Dem)*

4

People were very inspired by a specific, real example of community coming together in solidarity to make change.

*“I liked how they showed rallies from the past and how things then changed in the future for the grandkids.” (F, AA, Dem)*

*“The fact that they could see what their elders did to help - they wanted their kids and grandkids to see they tried to make a positive impact as well.”  
(F, AA, Dem)*

*“People who fought for equality are now the heroes we look up to. My generation will be the heroes the future generations will look up to.”  
(F, AA, Dem)*

## 03. Direct Benefit – Civil Rights



### CONCEPT/STORY

Showing how collective action results in a tangible benefit

Highlights community involvement & belonging

Confident & triumphant style throughout

# Detailed View: Who Moved and How?

## WHO MOVED?

- **POC:** AA, Hispanic (only on Government / Democracy)
- **POLITICS:** Esp Dems, some Independents
- **GENDER:** Esp AA Women, Non College Men (but only to somewhat likely to take action for political agency)
- **INCOME:** <\$100K HHI
- **EDUCATION:** Non College

## HOW?

### TAKE ACTION BEYOND VOTING:

- AA & Dems move on taking political action (Women moving to strong likelihood, Men moving from neutral to somewhat likely)

### AGENCY:

- Movement on both Individual & Collective Agency

### VALUE DEMOCRACY & GOVERNMENT:

- Hispanic Non College moved strongly on this metric but no others (esp likely Women, Dem & 2020 Voters)

# In Their Own Words: Why Did They Move?

1

People were inspired by the idea that small actions can lead to big changes - that just two people taking action can evolve into a collective community movement. Hispanic Women likely moved based on this frame.

*"Two citizens made things better. They banded together with the rest of community and created real change." (F, AA, Dem)*

*"Two people did something so simple but created lasting change. The community came together and helped." (F, Hisp, Dem)*

3

The fact that these changemakers were ordinary people like them (not the MLKs of the world) made them feel like they could take action too.

*"The fact that real people took action and made a change for something that directly affects them and their neighborhood is inspiring." (F, AA, Dem)*

*"The common person had a thought, put it to action, and made a change." (M, AA, Ind)*

*"Someone stood on their values and decided to do something about it and actually achieved a result with community assistance." (M, AA, Dem)*

2

For AA Women, seeing black people changing their world was motivating.

*"Black people making change in their neighborhood." (F, AA, Dem)*

*"Loved the video. Our kids see what we do, so we must lead by example." (F, AA, Dem)*

4

People were very inspired by a specific, real example of community coming together in solidarity to make change.

*"It was super awesome that the community was able to pull together to get the street name changed." (F, Hispanic, Dem)*

*"I enjoyed seeing people coming together to voice their opinions and being able to see it can and will make a difference!" (F, AA, Dem)*

*"The video was very inspiring. It shows the power of the people in a community to make change. The video motivated me to want to do more to help my community." (M, AA, Dem).*

## 04. Direct Benefit – Insulin



### CONCEPT/STORY

Contained a list of direct benefits, but people actually took away a story about ONE benefit - insulin

Political action is doable and results in tangible benefits

It doesn't require magic to accomplish

Comforting pace/tone

# Detailed View: Who Moved and How?

## WHO MOVED?

- **POC:** Across Race, but NOT Hisp Rep Men (backlash just on GOV GOOD)
- **POLITICS & GENDER:** Rep (but NOT Hisp Rep Men), Independent Women & Dem Men
- **INCOME:** <\$35K HHI
- **EDUCATION:** Esp Non-College Men (on Agency and value Democracy/Government)

**NOTE:** Strong movement across POC, BUT the pattern is difficult to explain - ie. why are Dem Men moving but not Women? Open ends did not make this clear. This usually means there is group we haven't identified (ie. insulin popped - maybe those concerned about healthcare?)

## HOW?

### TAKE ACTION BEYOND VOTING:

- POC across race move to take action (esp AA Ind Women, AA Dem Men)

### AGENCY:

- POC across race move to both Individual & Collective Agency
- AA Dem Men and <\$35K emphasize Collective Agency

### VALUE DEMOCRACY & GOVERNMENT:

- Non College Men move to both Democracy & Government
- On Democracy, esp Rural Non College Men
- AA Ind Women, AA Dem Men, AA Rep move to Valuing Government

# In Their Own Words: Why Did They Move?

- 1** People remembered the price of insulin dropping as a specific, tangible benefit - it made the ad's message feel real and powerful.

*"I like the focus on reducing the cost of insulin." (M, AA, Ind)*

*"I like the cost of drugs going down, like getting discounts on insulin." (M, AA, Dem)*

*"The rising cost of insulin makes me nervous for people who are on fixed income, especially the elderly." (F, AA, Dem)*

- 3** The real example of people working together to produce a real result was compelling across POC.

*"The fact that volunteering could actually make a real impact on the political climate." (F, AA, Dem)*

*"The video makes it seem like we the people can actually make a change against a government that only cares about rich white men." (F, Hisp, Dem)*

*"I enjoyed how everyone was able to communicate their issues and the government was able to hear their concerns. It was exciting because many people do not have the chance to do that." (F, AA, Dem)*

- 2** The message people got from the ad was that we can't sit around waiting for magic to happen - we have to do something about it, which motivated them to join a movement for change.

*"Whenever it's mentioned magic isn't real really resonated with me. This is real life, and the work has to be done by physical action." (M, AA, Ind)*

*"Togetherness we will build a great community. Magic is not real. I believe so." (M, AA, Dem)*

*"It stood out that there is no magic way to get such things done." (F, AA, Rep)*

*"Magic won't solve problems - we need to volunteer in order to fix ourselves was a very interesting concept." (M, AA, Dem)*



# 05. A Joyful, Safe Space

No Movement, Some Backlash - DO NOT RECOMMEND



## CONCEPT/STORY

Reframe the progressive political movement as one where differences are put aside and we work towards a common goal

Joyful, welcoming, exciting imagery & tone

- Images of youth made over 45 feel it was not for them
- Without clear benefits, this message felt vague and irrelevant
- Backlashed on one metric - moved Hispanic Men & Mod Dems to Progressives are judgy



A vertical bar on the left side of the slide with a color gradient from yellow at the top to red at the bottom.

# **SUMMARY OF KEY FINDINGS**

# ADS THAT EMPHASIZED A GROUP BENEFIT MOVED PEOPLE ON DEMOCRACY

## Emphasizing a group benefit moved people to value Democracy

- **Defiance - Impossible is Possible** showed a group of people benefiting from clean water.
- **A Legacy of Breaking Free** showed how one generation's actions can benefit future generations.
- **Direct Benefits - Civil Rights** showed how a neighborhood can change their neighborhood for the better.

## Emphasizing an individual benefit moves people less on Democracy

- **Direct Benefits - Insulin** focused on the individual benefit of insulin (one older woman dancing).

# Showing a **TANGIBLE BENEFIT** moves people to value Government

Ads that featured a real, tangible example were the only ones that moved people to **“Government can directly benefit me”** (the toughest metric to move).

**Direct Benefits - Insulin** showed the largest movement, and had the most tangible benefit.

We may need to **“show people the money!”** (like lowering insulin costs) to move POC to believe that Government can be a force for good.

# GETTING PEOPLE TO SHARE WAS A HARD METRIC TO MOVE

The two ads that people wanted to share were

- **Defiance: Impossible is Possible**
- **Legacy of Breaking Free**

These two ads had a clear cultural reference

- for **Defiance**, it was Arsenio Hall in the video & Kevin Garnett in the meme
- for **Legacy**, it was linking to the history of the civil rights movement

**We know from other research that people share when they feel proud to share - in the case of Defiance, people might have been proud to share something funny with cultural references. And for Legacy, they were proud to share something that showed how they were passing the torch from generation to generation.**

# More engaged people are more likely to move

People who are more engaged (whether in their communities or politically) were more likely to move to action.

The type of action mattered when the ask of the ad was specific:

- **Direct Benefits - Civil Rights**, the action was to get a bunch of people to sign a petition. Interestingly, only the people who had taken the action of signing a petition strongly moved on wanting to take more action.
- **A Legacy of Breaking Free**, the action was to join a civil rights movement passing the baton from generation to generation, and featured people protesting and volunteering. In that case, the petition people (who may not want to be leaders, based on the qual research) did NOT move, but people who volunteer, post on social media or contact their rep DO move.

# THANK YOU!

**QUESTIONS?**

**MAYA BOURDEAU - CEO, FrameShift**

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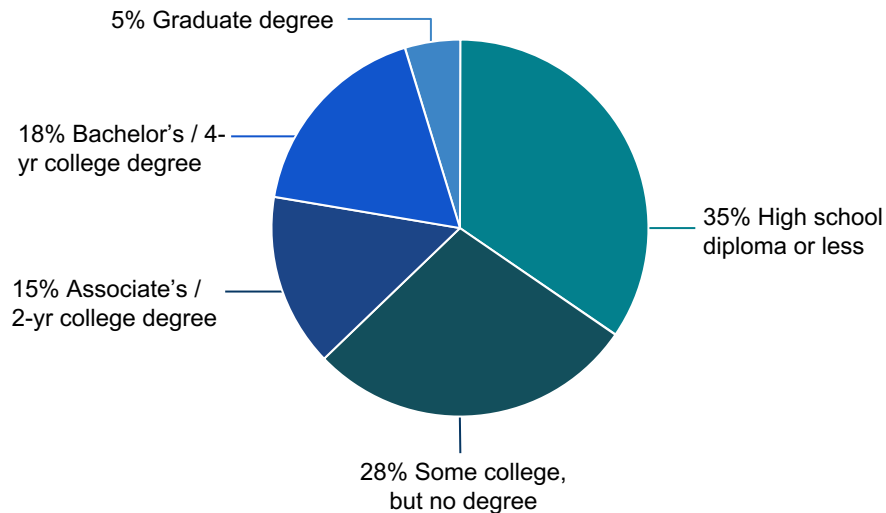
# Appendix

# The Audience – Education Level

Slightly over 60% of our audience had not completed a 2 or 4 year college degree, with approximately one third just completing high school

## What is the highest level of education you have completed?

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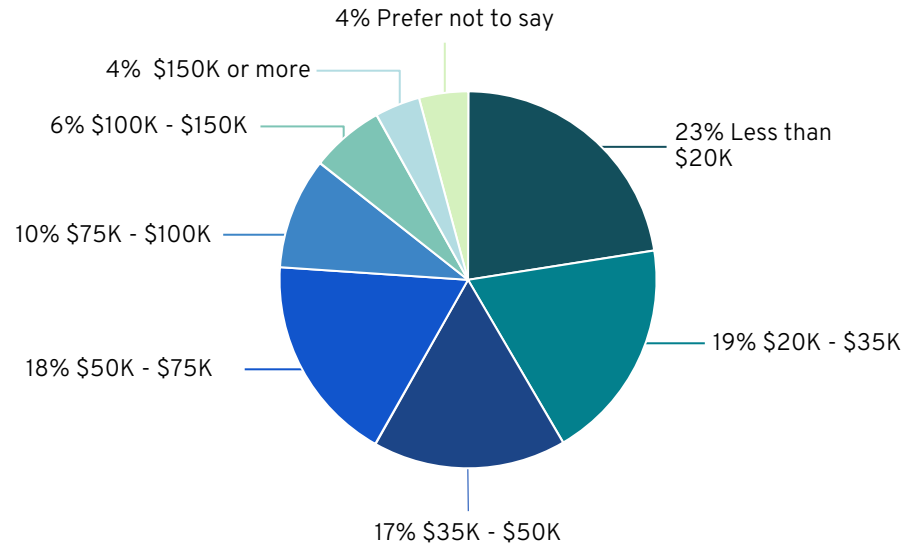




# The Audience – Income

Just under 60% of our audience reported a household income of under \$50K

## What was your household income last year?

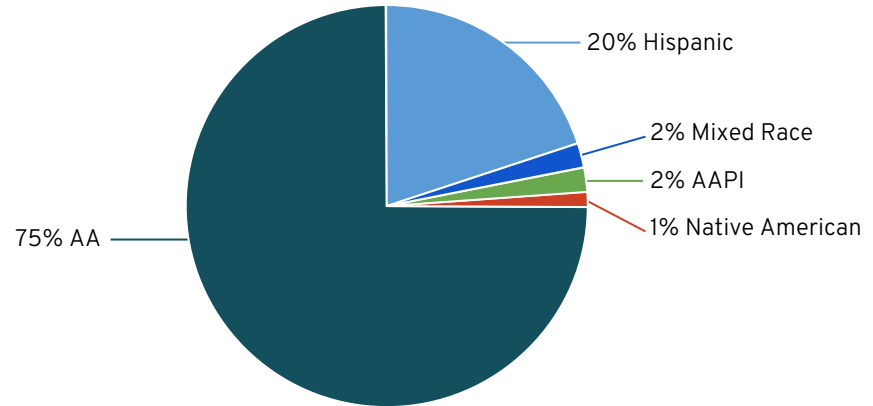


# The Audience – Ethnicity

Our audience consisted of roughly 20% Hispanic, 75% AA, and 5% AAPI

**How do you describe your background?**

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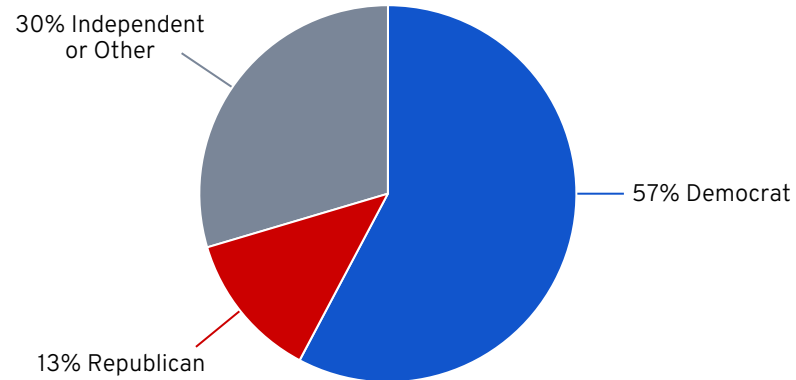


# The Audience – Politics

Almost one third of our audience did not consider themselves aligned with either of the two main political parties - the Independent streak was strong

**Generally speaking, do you think of yourself as a:**

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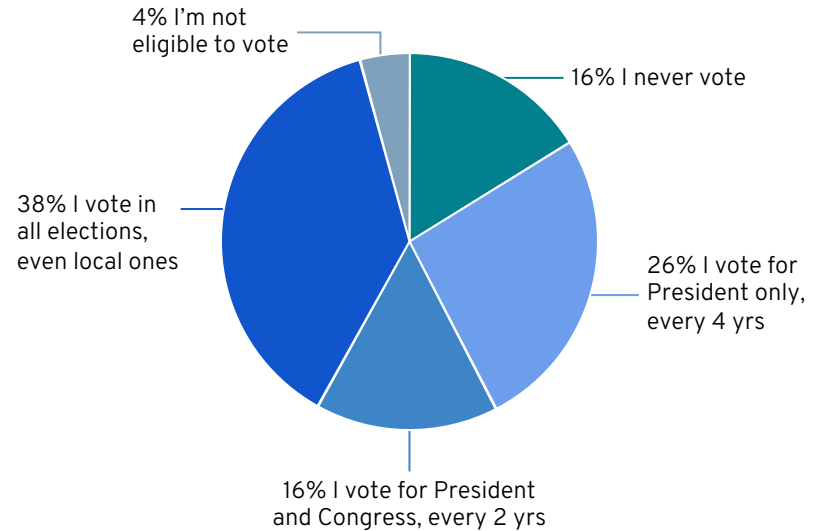


# The Audience – Voting

Almost one third of our audience did not consider themselves aligned with either of the two main political parties - the Independent streak was strong

## How often do you typically vote in elections?

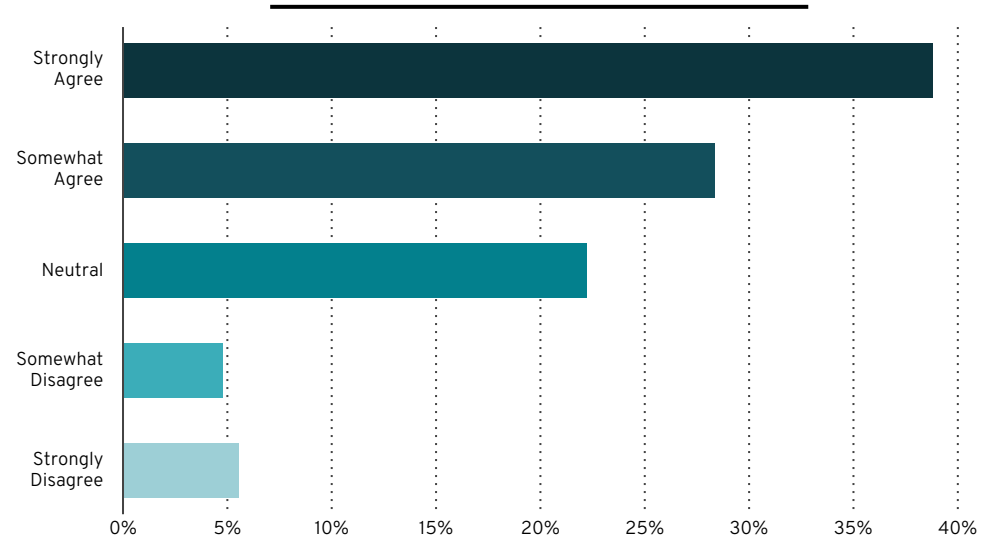
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# The Audience – Higher Collective Agency

**Agree or disagree: To create a better future, we need to do A LOT more, by voting and volunteering to support campaigns and causes we believe in**

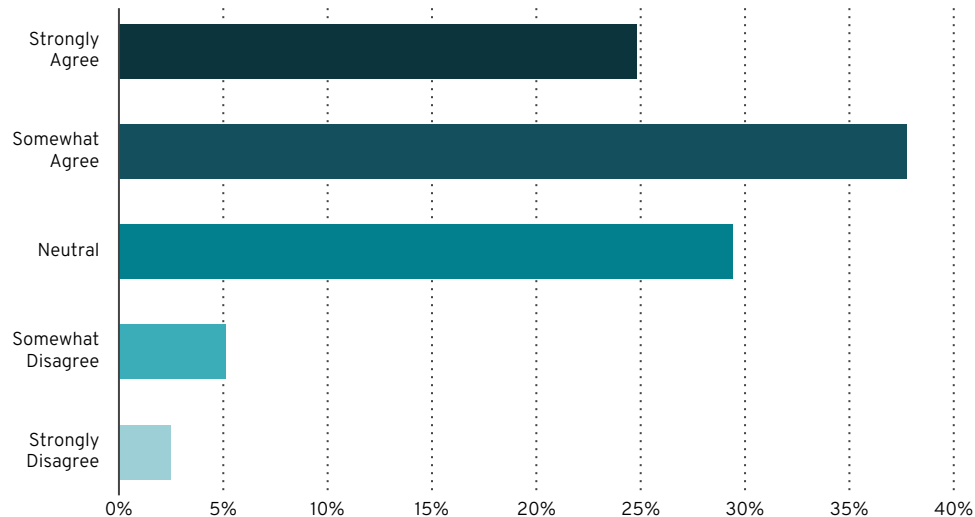
- In our testing, we measured the change in levels of “Strongly Agree” with this statement to determine where strong emotional movement was possible.
- As a baseline, a minority of our audience (38%) already strongly agrees with this.
- Half of our audience is lukewarm - somewhat agrees or neutral (50%), while a small percentage of our audience (12%) disagrees.



# The Audience – Lower Individual Agency

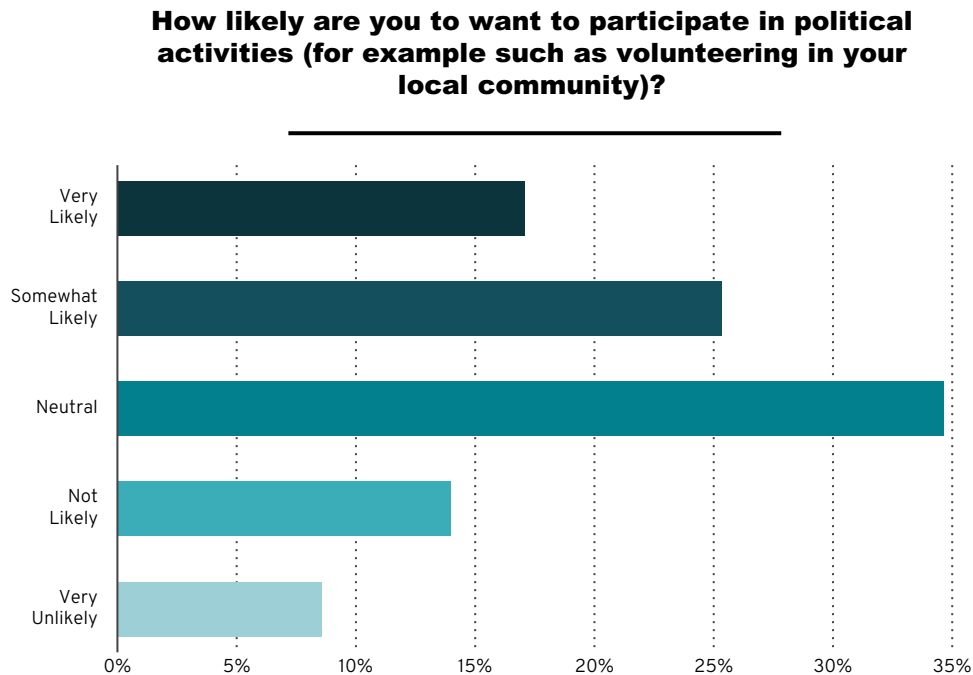
- In our test, we measure the increase in level of “Strongly Agree” answers to this question
- This question is about PERSONAL AGENCY - whether YOUR effort matters
- As a baseline, personal agency is much lower - a smaller minority of our audience (24%) strongly agrees
- A **majority** of our audience is **lukewarm** - somewhat agrees or neutral (68%), while a small percentage of our audience (8%) disagrees.

**Do you feel that your involvement in political or community activities can make a difference in your community or in a society as a whole?**



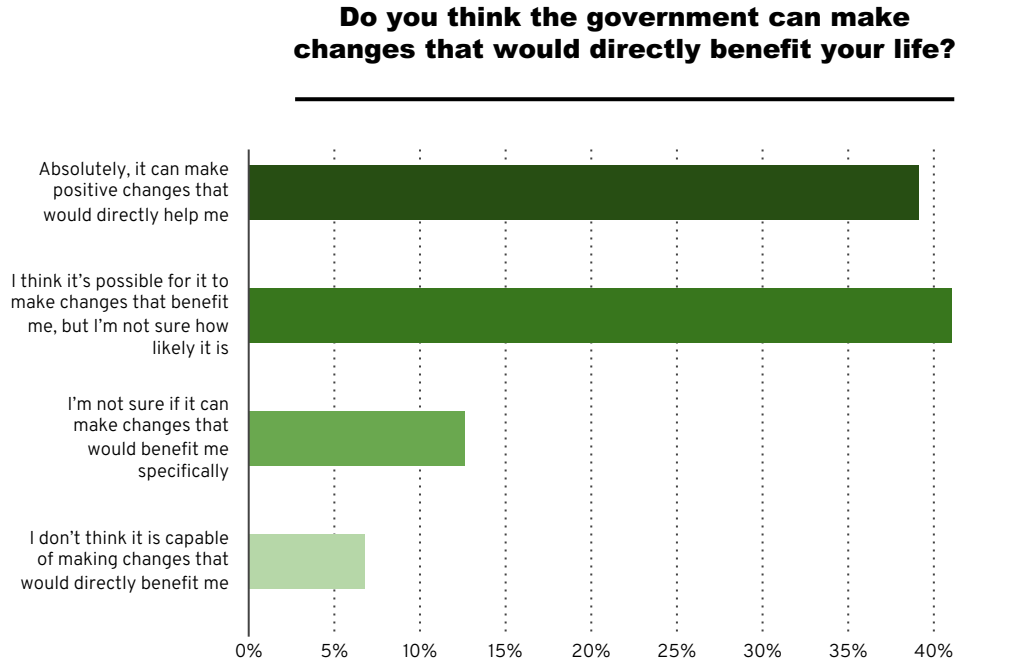
# The Audience – Lowest Political Agency / Take Action Beyond Voting

- In our testing, we measured the change in levels of “Very Likely” to participate in political activities
- This is a measure of political agency, since it is the only one that refers only to political activities
- Only 17% of our audience was very likely to participate in political activities
- The **large majority** (60%) are lukewarm, and a significant minority (23%) are opposed to political activities



# The Audience – Government as a Force for Good

- In our testing, we measured the change in levels of “Absolutely” with this statement
- This tests faith in government as a force for good in their lives
- The **majority** of our audience have some degree of **doubt** that the government can be a force for good in their lives (62%)
- Only (38%) of our audience believes that it absolutely can benefit them

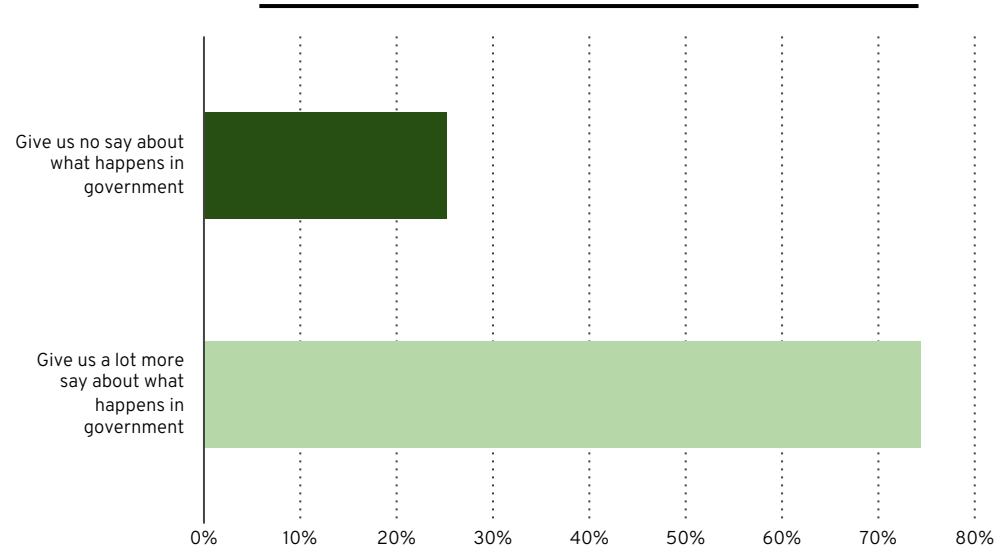




# The Audience – Having a Say in Government

- In our testing, we measured the change in levels of “Gives us more of a say”
- This tests faith that when we join together, we can have a say in what happens in government
- The **majority** of our audience **believes** that they can have a say if they join together and take action (75%)
- Only 25% believe that they still have no say, despite joining together and taking action

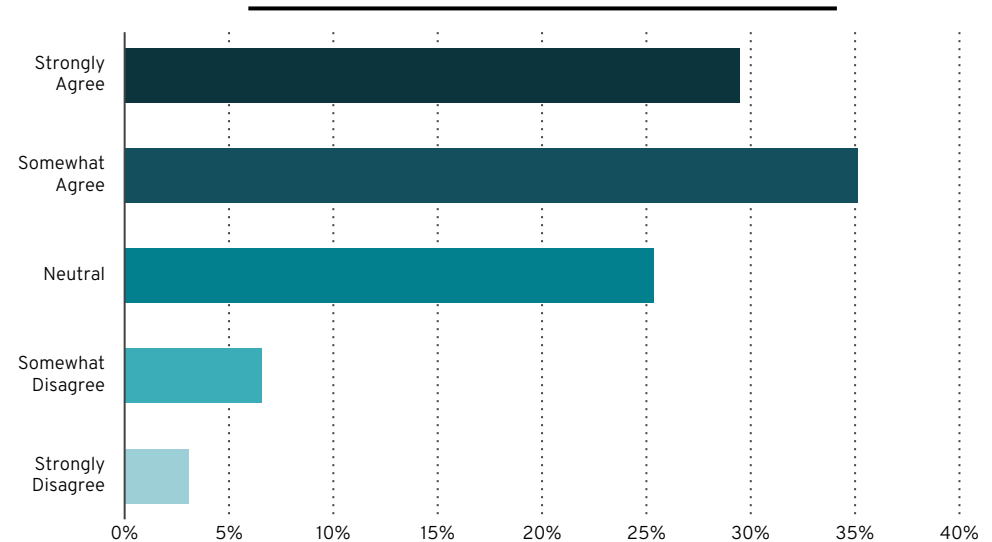
**Which do you agree with more? When people like me join together and take action, it...**



# The Audience – Valuing Democracy

- In our testing, we measured the change in levels of “Strongly Agree” with this statement
- This is a measure of how strongly Democracy is viewed as the mechanism through which we ensure govt. works for us
- As a baseline, only 29% of our audience strongly believes this
- A **majority** of our audience (61%) is **lukewarm** - somewhat agrees or neutral, while a small minority disagrees (10%)

**To what extent do you agree or disagree with the following statement: “Democracy is how we all have our say to make sure the government works for us”**



# Caucasian Movement

	<u>WILL YOU SHARE?</u>	<u>INDIVIDUAL AGENCY:</u> <u>My Involvement Matters</u>	<u>COLLECTIVE AGENCY:</u> <u>We must do a lot more</u>	<u>GOV GOOD:</u> <u>Govt can benefit my life</u>	<u>VALUE DEMOCRACY:</u> <u>Dem is how we have a</u> <u>say</u>
1 IMPOSSIBLE IS POSSIBLE					
2 LEGACY OF BREAKING FREE					
3 DIRECT BENEFIT - CIVIL RIGHTS					
4 DIRECT BENEFIT - INSULIN					
5 A JOYFUL SAFE SPACE					