

**PROGRESSIVE NARRATIVE
PROJECT: VIDEO TEST
AUGUST 2018**

WHAT WE TESTED

TOP 3 NARRATIVES FROM PROGRESSIVE NARRATIVE PROJECT FOCUS GROUP AND POLL GROUPS

- **Our Communities Under Attack:** As president Donald Trump has relentlessly attacked Americans of all stripes -- including women, people of color, Muslims, immigrants, and LGBTQ people. Americans are under attack, yet the Republicans in Congress do nothing. We need to get out and vote this year to put new leaders in Congress who will stand up to Trump's attacks and protect our communities.
- **Economy for All of Us:** We need a country that works for the middle class and working families, not just the wealthy and big corporations. Though unemployment may be low, the cost of living is high, and too many people are living paycheck to paycheck. Trump and Republicans in Congress are making it more difficult for working people to negotiate better wages and benefits. We need to get out and vote to elect leaders who will boldly rewrite the rules of the economy so it works for working families and the middle class again.
- **Protect Our Freedoms:** America values freedom. That means freedom for all, not just for some. Whether it's the freedom to love who you want, the freedom of religion, the freedom to make decisions about our bodies, or the freedom to walk down the street without fear of harassment, discrimination, or even violence -- we need to get out and vote to protect these freedoms for all Americans.

WHAT WE TESTED

EACH NARRATIVE WAS PRESENTED IN 3 VIDEO FORMS

- Elizabeth Warren Speech Clips
- Personal Framing from Spokesperson
- Current News Clips

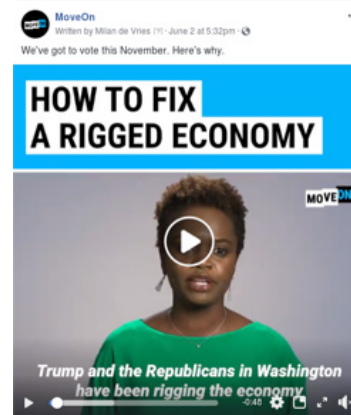
**ANALYSIS WAS OF THE AVERAGE OF ALL 3 VIDEOS
FOR EACH NARRATIVE TO CONTROL FOR BIAS THAT
MIGHT COME FROM VIDEO PRESENTATION OR QUALITY**

FACEBOOK VIDEOS

Community



Economy



Freedom



METHODOLOGY

VOTING INTENTIONS

- How interested are you in the upcoming November midterm elections?
- Do you plan to vote in the upcoming U.S. congressional elections?

PARTY PREFERENCE

- How will you feel if Democrats take control of Congress in the 2018 midterm elections?
- If the election were held today, for which candidate would you vote for Congress in your district?

ENGAGEMENT

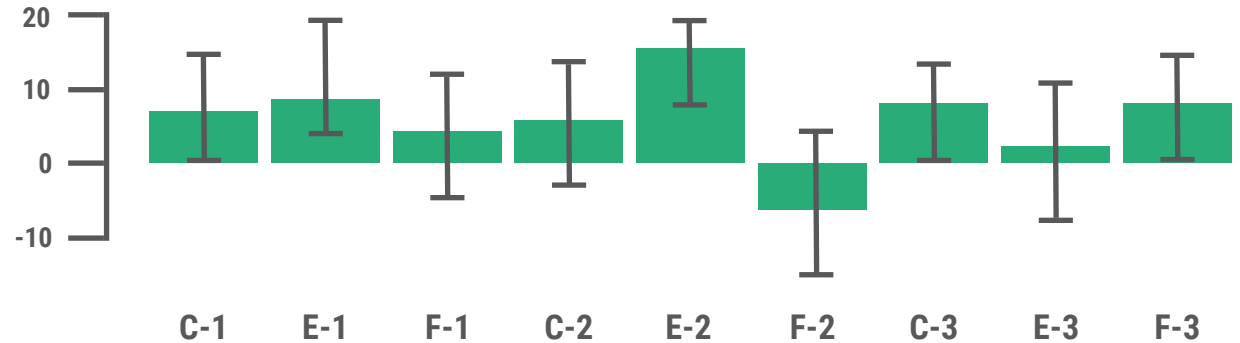
- How likely are you to get involved in the election by donating or volunteering?
-

LIKELYHOOD OF VOTING

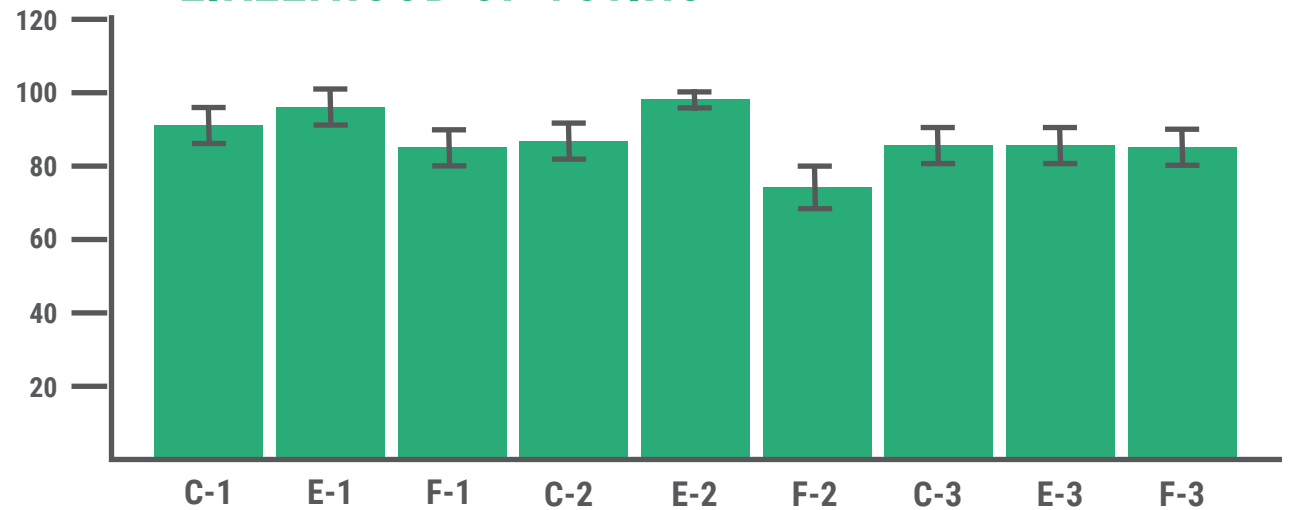
FOR EACH VIDEO:

1. Show video to target base voters on Facebook
2. Ask survey questions
3. Compile and analyze data, compared to a control.

LIKELYHOOD OF VOTING



LIKELYHOOD OF VOTING



1.

**THESE FRAMES DO HAVE MEASURABLE,
POSITIVE EFFECTS IN THE REAL WORLD**

2.

**THERE ISN'T ONE FRAME THAT WORKS FOR
ALL AUDIENCES AND ALL AIMS**

3.

**DIFFERENT FRAMES ARE STRONGER FOR DIFFERENT
OUTCOMES AND WITH DIFFERENT AUDIENCES**

DIFFERENT FRAMES FOR DIFFERENT OBJECTIVES

COMMUNITY

+ 0.19 OVERALL

M	F
+0.05	+0.36

18-34	35-54	55+
+0.24	+0.4	-0.33

AA	White	Other POC
+0.45	+0.02	+0.71

**STRONGEST AT INCREASING
EXPRESSION OF INTENTION
TO VOTE***

***measured using Vote intentions survey questions:**

1. How interested are you in the upcoming November midterm elections?
2. Do you plan to vote in the upcoming U.S. Congressional elections?

ECONOMY

+ 0.72 OVERALL

M	F
+0.27	+1.17

18-34	35-54	55+
+0.3	+0.87	+0.53

**STRONGEST AT INCREASING
STATED INTENT TO
VOLUNTEER/DONATE***

***measured using Engagement survey question:**

How likely are you to get involved in the election by donating or volunteering?

FREEDOM

+ 0.22 OVERALL

M	F
+0.35	+0.08

18-34	35-54	55+
-0.05	+0.15	+0.45

**STRONGEST AT INCREASING
EXPRESSION OF SUPPORT
FOR DEMOCRATS***

***measured using Party Preference survey question:**

1. How will you feel if Democrats take control of Congress in the 2018 midterm elections?
2. If the election were held today, for which candidate would you vote for Congress in your district?

BASE AUDIENCE

COMMUNITY:

GOTV

ECONOMY:

DONATIONS + ACTIVISTS

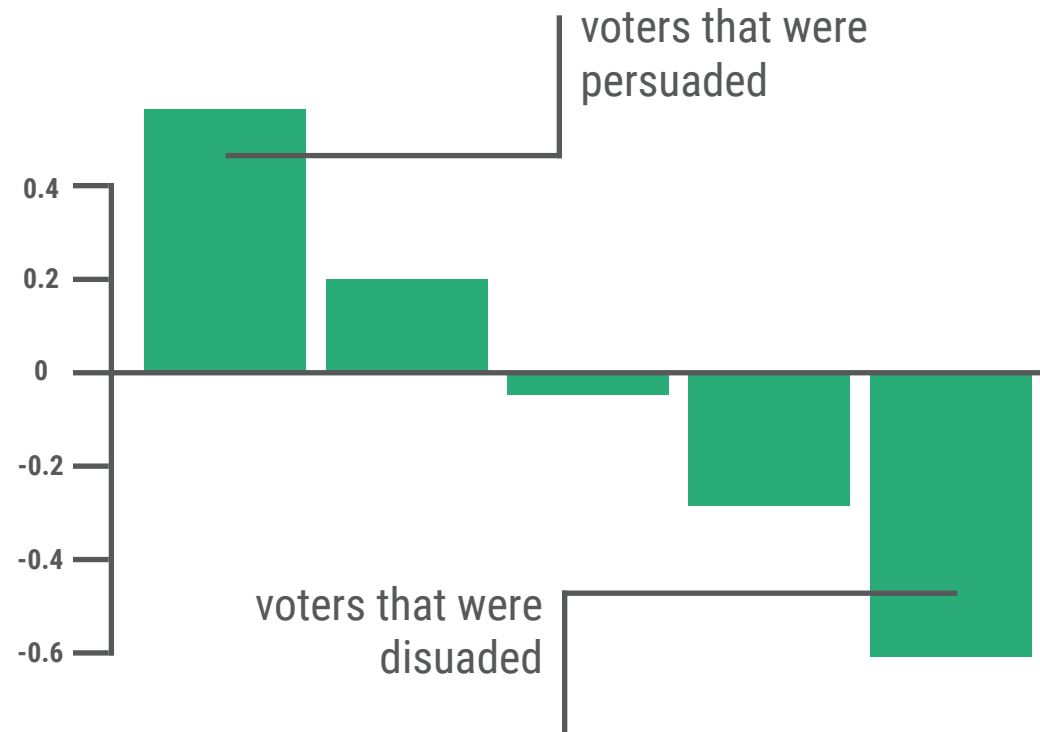
FREEDOM:

PERSUASION / DEMOCRATIC SUPPORT

DIFFERENT FRAMES FOR DIFFERENT AUDIENCES

A DEEPER LOOK : WHICH MESSAGE FOR WHICH VOTER?

HETEROGENEOUS TREATMENT EFFECT MODELING



A DEEPER LOOK : WHO DID “OUR COMMUNITIES UNDER ATTACK” MESSAGE PERSUADE

GOTV ✓



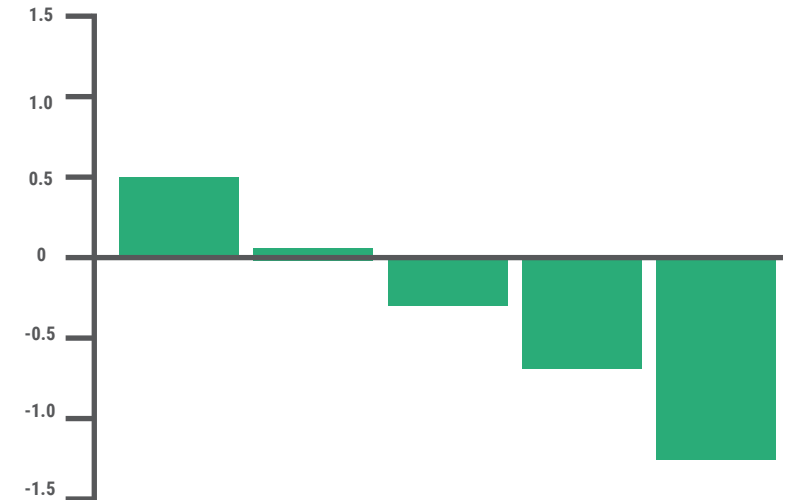
- POC
- Young
- Ideological
- Men

VOLUNTEERING/DONATING



- White
- Young
- Ideological
- Women

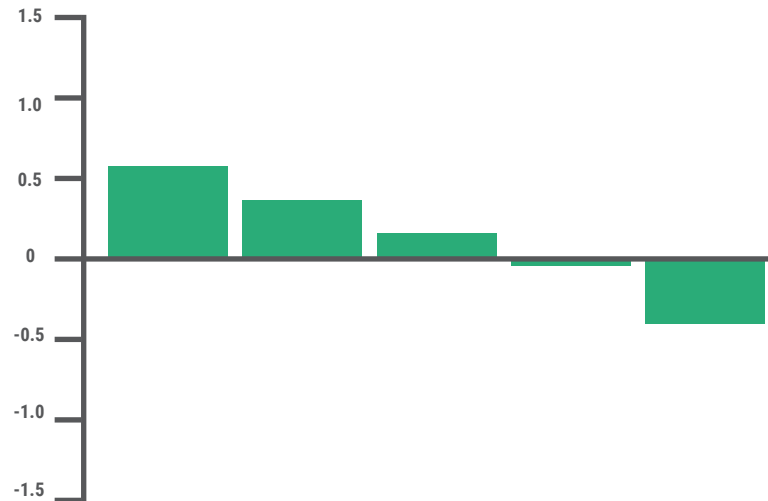
DEMOCRATIC SUPPORT



- POC
- Young
- Women

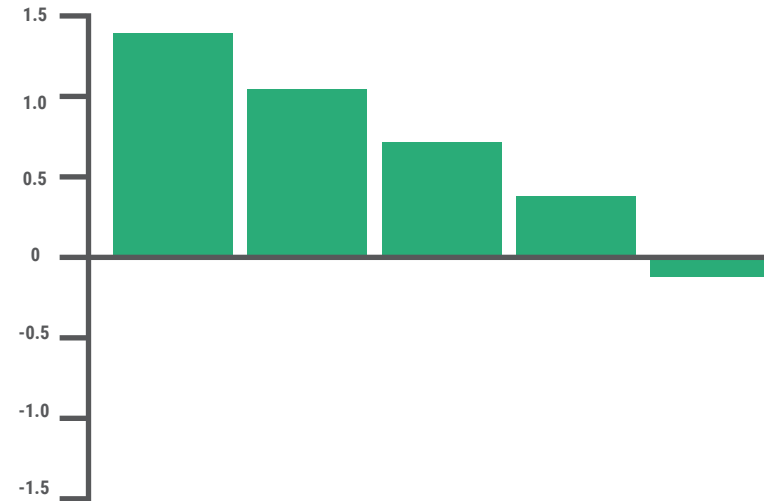
A DEEPER LOOK : WHO DID “ECONOMY/RIGGED” MESSAGE PERSUADE

GOTV



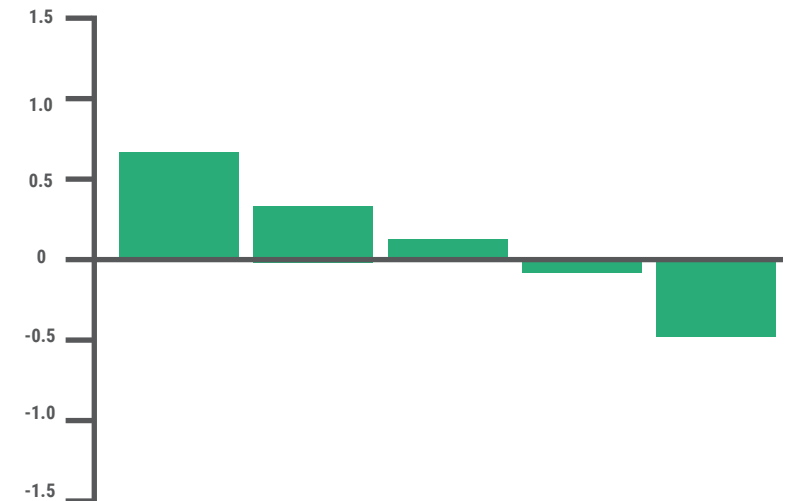
- 35-54
- Married
- Has children

VOLUNTEERING/DONATING



- 35 +
- Married
- Higher Income
- College Grads

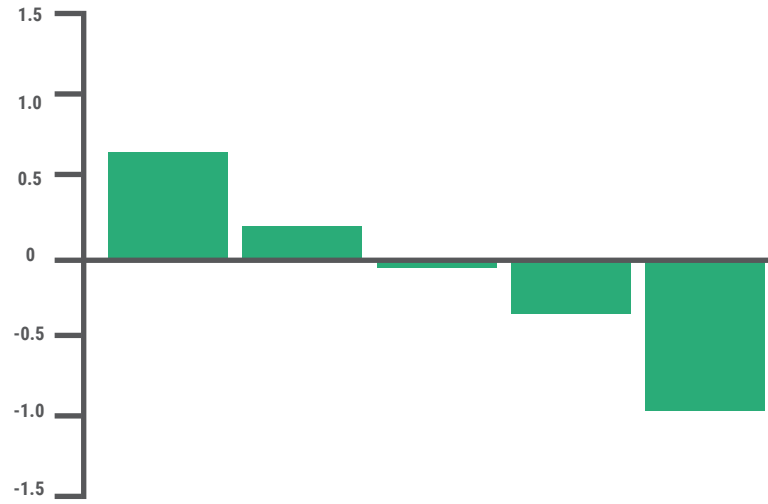
DEMOCRATIC SUPPORT



- POC
- Highly Partisan

A DEEPER LOOK : WHO DID "FREEDOM PROTECT" MESSAGE PERSUADE

GOTV



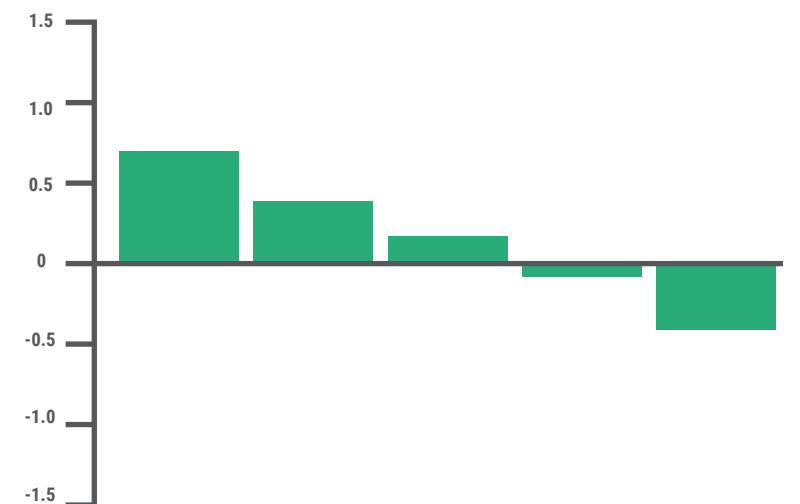
- White
- Low turnout scores
- 55 +

VOLUNTEERING/DONATING



- N/A

DEMOCRATIC SUPPORT



- Married
- 55 +
- Men

CONCLUSIONS

- 1. THESE FRAMES DO HAVE MEASURABLE, POSITIVE EFFECTS.**
 - 2. THERE ISN'T ONE FRAME THAT WORKS FOR ALL AUDIENCES AND ALL AIMS**
 - 3. BUT WE CAN SEE STRONG COMBINATIONS OF AUDIENCES AND MESSAGES FOR DIFFERENT GOALS**
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1. THE **COMMUNITIES** FRAME IS STRONG AT **TURNOUT**
AND WITH **YOUNG, IDEOLOGICAL VOTERS AND**
VOTERS OF COLOR

2. THE **ECONOMIC** FRAME IS STRONG AT
VOLUNTEERING AND WITH **MIDDLE-AGED,**
COLLEGE-EDUCATED VOTERS

3. THE **FREEDOM** FRAME IS STRONG AT **DEMOCRATIC**
SUPPORT AND WITH **MODERATES AND OLDER MEN**
