

Top 3 messages overall & for Hispanics	Bottom 3 messages overall & for Hispanics
<p>“Our strength comes from our ability to work together - bringing together people from different places and different races. For the U.S. to be a place where everyone can thrive, we cannot let the 1% 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. We need to join together to build a better and more peaceful future, just like we’ve won civil rights and higher wages in the past. By coming together, we can demand our leaders deliver better healthcare, schools, and jobs, not more money for weapons, war, and corporate defense contractors.”</p>	<p>“Lawmakers’ and corporations’ decisions to pollute our air and water damage our health. This includes the Pentagon and private defense contractors, who could spend \$813,000,000,000 next year in taxpayer dollars harming our communities by polluting our air and water. The Department of Defense is the single largest oil consumer, and since 2001 the U.S. military has produced emissions equivalent to more than 257,000,000 cars. We need to join together and insist our leaders place clean air and water for all ahead of Pentagon spending and corporate profits for the few.”</p> <p>Why this didn’t work: Although it uses the Race/Class framework, we saw overall mixed results with our environmental messaging. While support for this line of messaging was generally stronger on the left and among Hispanics, in our poll and in our focus group respondents were not always convinced by environmental messaging.</p>
<p>“Whatever our color, background, or origin, most of us are thinking about the same things when we go to bed at night: making sure that our family has good health care, access to economic opportunities, and making sure they’re safe. But some politicians and corporate defense contractors have exploited public fears about our nation’s safety to justify spending \$813,000,000,000 on weapons and war. Weapons and war do not keep us safe. Instead, we should put our money and time into programs that ensure real safety and security for everyone, like affordable health care, a just judicial system, and economic opportunities.”</p>	<p>“We all share values like opportunity, fairness, and dignity. Yet next year, Congress may waste over \$813,000,000,000 in taxpayer dollars on weapons and war, instead of investing in creating new job opportunities, a fair economy, and dignified working conditions for all. Together we can demand our leaders spend money on the things that build real safety and security, like higher wages and equality for all.”</p> <p>Why this didn’t work: This message may not have done as well because it does not name race in the shared value statement or racist fearmongering/division in the problem statement.</p>
<p>“To make life better for working people we need to invest in education, create better paying jobs, and make healthcare more affordable for Black, Brown, and white people struggling to make</p>	<p>“Certain politicians and the corporate defense contractors divide us based on our race, nationality, or gender, making our world less safe by contributing to human suffering around the</p>

ends meet, not the Pentagon and weapons of war.”

world and taking resources away from public health, housing, education, and other vital needs. We need to come together to build a better and more peaceful future, just like we’ve won civil rights and higher wages in the past. Together we can demand our leaders deliver better healthcare, schools, and jobs, not more money for weapons, war, and corporate defense contractors.”

Why this didn’t work: This may have fallen flat because of its focus on corporate defense contractors. Although we saw high support on the left for cutting defense contractor spending, this line-item cut received mixed support overall.