



RAPID MESSAGE TESTS:
RURAL WHITE WOMEN

We tested 70 messages this fall intended to address white women's susceptibility to right-wing narratives around a range of issues, and move them to support progress for all.

The messages that were most successful for rural white women included:

IMMIGRATION

Rural white women were significantly less concerned about the current number of immigrants crossing the US-Mexico border after seeing the following message:

Message: hard work, purity, ingroup care

+14 points (moved from 25% to 39%)

We've got deadbeat neighbors who can't be bothered to bring in the trash cans or pick up their dog's poop. And then we've got these immigrant neighbors who work hard, go to church, raise respectful kids, and keep their yard clean. I'll take immigrant neighbors any day.

Rural white women were significantly more likely to reject the idea that immigration is changing culture in the US for the worse after seeing the following messages:

Message: ingroup care, purity, hard work

+27 points (moved from 27% to 54%)

Having immigrants move in next door to me took some getting used to. They talk different and eat different. But you know what's the same? They work hard. Go to church. Raise respectful kids. And keep their yard clean. And if you asked, they'd give you the shirt off their back. I don't think of them as immigrants anymore, I think of them as good neighbors.

Message: patriotism, hard work

+18 points (moved from 27% to 45%)

Three quarters of agricultural work is done by immigrants and during COVID they helped to support our economy and put food on our tables. Without immigrants, our agriculture industry and our economy would struggle.

ECONOMY/INFRASTRUCTURE/BUILD BACK BETTER

Rural white women were significantly more likely to have favorable opinions of the infrastructure bill and Build Back Better after seeing the following messages:

Message: authority, security

+12 points (moved from 65% to 77%)

I became a police officer because I wanted to help make my community safer. Everyday I'm out there answering calls and doing my part to make our neighborhoods better. I know that when folks feel safe, they let their guard down a bit, show up for each other more, and build a stronger community. It sounds simple, but one thing that would really help is more streetlights and some investment in community spaces so we can see each other as neighbors again. That's why I'm supporting the infrastructure bill. Investments like these will make us safer and happier.

Message: patriotism, freedom

+15 points (moved from 54% to 69%)

I come from a military family. My grandpa and dad served, and I met my husband in the service. So valuing freedom and being proud Americans run really deep for us. My family has been honored to sacrifice so that Americans can have the freedom to pursue life, liberty, and happiness. At the core of that is ensuring our air and water are clean, and access to good jobs that support our families. Build Back Better guarantees all of this and more, which is why I support this bill. These are the foundations that make our country great.

Message: hard work, fairness, in-group care

-19 points (reduced opposition to the bill from 36% opposed down to 17%)

My dad always said "If you're gonna do it, do it right." He valued a job well done, and I'm proud I passed his strong work ethic to my sons. While some kids think the world owes them something, my boys work hard without complaint. It kills me that the jobs left in our town don't pay fair wages or offer benefits. My boys work long hours and still barely support their families. I want a better future for their kids. That's why I'm supporting the Build Back Better bill and the jobs it will bring to towns like ours.

Message: in-group care, nostalgia, compassion, fairness

-13 points (reduced opposition to the bill from 25% opposed down to 12%)

Growing up, my mom sometimes said she wasn't hungry as she fed us dinner. She'd sit with a cup of coffee, talking to us while we ate. I was too young to realize she was going without so we had enough. Now that I'm a mom, I recognize her sacrifice and realize it shouldn't have to be that way. Mamas who work hard putting healthy food

on the table should have enough to eat themselves. Jobs need to pay fair wages. That's why I'm supporting the infrastructure bill. To honor my mother's memory and support all working families.

CLIMATE CHANGE

Rural white women were significantly more likely to agree that the federal government should tackle climate change after seeing the following message:

Message: nostalgia, authority, patriotism

+17 points (moved from 60% to 77%)

William Shatner, who played Captain Kirk on Star Trek, went to space for real recently. He said that the earth looked beautiful and fragile and urged us all to act now to protect it. Climate change is a big problem and I don't know exactly what we should do. But, our country has done big things before. No one thought we could put a man on the moon until the scientists at NASA did it. There are scientists who can figure this out too. That's why I support the federal government's climate initiatives. We can do this. We have to.

Rural white women were significantly more likely to agree that their members of Congress should act on climate change after seeing the following messages:

Message: security, authority, patriotism

+17 points (moved from 62% to 79%)

As a national guard member, I keep getting called to deal with massive flooding. Things are getting more extreme. I lost a buddy in the flood last year and that's when it really hit me. This thing's bigger than any of us individually. We're going to keep showing up to protect people, but we can't do it alone. We need the government to invest in addressing climate change, not only for me and the other guys out here fighting its effects, but also to ensure there's something left for our grandkids. It's time our elected leaders pass climate solutions.

Message: security

+15 points (moved from 56% to 71%)

When the last hundred year flood hit our home it took us months to clean it all up, and we're still fighting insurance to help cover the costs we had to pay out of pocket. Our emergency fund is dwindling while these hundred year floods are arriving annually. I'm putting the work in to protect my family and our home. I expect my elected leaders to work just as hard to bring climate solutions to our

country. I know I'll be thinking long and hard about what they've done to protect my family when I cast a vote next year.

Message: fairness

+14 points (moved from 62% to 76%)

Alright men, get your boots back on the ground and your butts back in your seats, it's time to bring climate solutions to our country once and for all. You're not doing anyone any good by jaunting off to space, flying across the country, and misusing my hard earned money. It's time for the rich and powerful to put their money where their mouth is and tackle climate change.

Message: nostalgia, compassion, security

+14 points (moved from 62% to 76%)

I never thought climate change would hit so close to home. But in the last few years my family has lost precious heirlooms in a flood, I spent countless hours consoling a childhood friend who lost their home in a fire, and I can't remember the last time we had a 'normal' summer. We're facing real problems that are far too big for one person to solve. It's time our elected officials banded together and passed real solutions so we can give our children a real chance at a healthy future.

CRITICAL RACE THEORY

Rural white women were were significantly more likely support schools teaching about the ongoing effects of racism and discrimination after seeing the following messages:

Message: nostalgia, patriotism

+29 points (moved from 47% to 76%)

My grandfather flew a B2 bomber in WW2. His plane was shot down and his crew saved by the Tuskegee airmen, an all-black unit. Back then, units were still racially segregated. I grew up hearing my Pop's story, and believing that we're all equal and deserve respect. Stories like these are an important part of history. That's why I support schools teaching about race and discrimination in an honest, fair and unbiased way. We need to learn from our past so we can continue making our country the best. I know my Pop would want that. God Bless his soul.

Message: good workers

+23 points (moved from 51% to 74%)

I'm a small business owner. So many employees are totally unprepared to succeed in a diverse workforce. They are good folks, they just have no idea how to deal honestly with race and it always seems to lead to conflict. There's a school nearby

that teaches students about race in a direct, unbiased manner. No blame, no shame. Just the facts and support for mutual understanding. Those kids are some of my best employees. They treat everyone with respect and build real relationships which helps with employee retention and customer service. I wish every employee had that school program.

Message: ingroup care

+17 points (moved from 47% to 64%)

Our children are not responsible for the past, but they will be the architects of the future. By learning the lessons of history, they can build on our successes and avoid repeating mistakes. That's why I support schools teaching a thorough, fair, and unbiased account of race and discrimination, so our kids can continue to make this country a more perfect union.

Message: compassion

+15 points (moved from 47% to 62%)

MLK Jr told us to judge people on the content of their character, not the color of their skin. As someone who believes that everyone is equal and deserves respect, I wouldn't judge anybody based on color. But that doesn't mean turning a blind eye to racism or discrimination. That means understanding the different challenges we all experience and that learning should happen for all of us. That's why I support schools talking about race and discrimination in an honest and unbiased way.

COVID-19

Rural white women were significantly more likely to have unfavorable opinions of Governors who do not require people to wear masks in schools after seeing this message:

Message: compassion

+29 points (moved from 26% to 55%)

The Delta variant is raging and Pediatric ICU's are filling up. We know that if everyone who can, gets vaccinated and we require masks indoors, we'll have a much better chance of keeping our kids safe. This is no time to play politics. The Government needs to act now to keep our kids in school and safe.

CHOICE

Rural white women were significantly more likely to support President Biden after seeing this message:

Message: friendship

+14 points (moved from 22% to 36%)

No matter how you feel about abortion, most of us would be willing to drive a friend to the clinic if she had already made the decision to have the procedure and needed our support. Under this new law you could be sued \$10,000 or more just for giving your friend a ride.

Galvanize USA and Galvanize Action are running these Rapid Message Tests with Grow Progress. Methodology: N = 400 to 2,200 White Women Nationwide (depending on the test); Up to ten messages can be tested against three success questions at once, with results returning within 24-48 hours; Results show us which messages worked to move which segments of the population we ran it to (ex: suburban white women, white women who voted for Trump in 2020, white women 35-54 years old). We share this information with allies and use it as directional evidence for future creative development.