

A/B

Winthrop Rockefeller Foundation
Survey 1 Insights

WHAT WE FOUND

Survey 1 Overview

- The objective of our first survey was to break through the limited research of Arkansas residents specifically and to gather insights about that population, with the goal of directing messaging strategies
- Specifically, we sought to gather baseline beliefs of Arkansas residents around the following:
 - ◆ **POLITICS** - this work is inherently political so we explored beliefs about politics and government with the goal of understanding the potential impact of overt political messaging
 - ◆ **HARD WORK/ BOOTSTRAPS** - does this narrative resonate with people of Arkansas?
 - ◆ **PRIDE** - pride in different aspects of the state (e.g., its natural beauty, communities) may be helpful elements to weave into a narrative about what we're proud of now and what we want to be proud of in the future
 - ◆ **COMMUNITY** - do people gravitate toward a more individualistic and collective frame or do folks take a more individualistic approach to improving their own circumstances and those of folks around them?

What We Learned

Insights

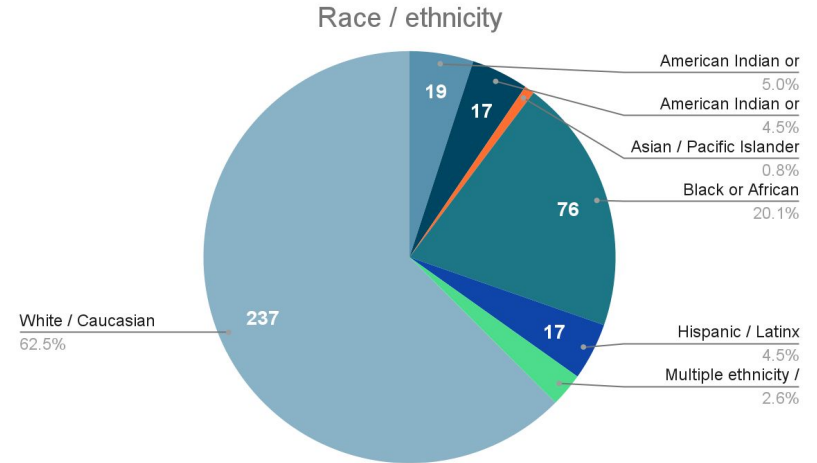
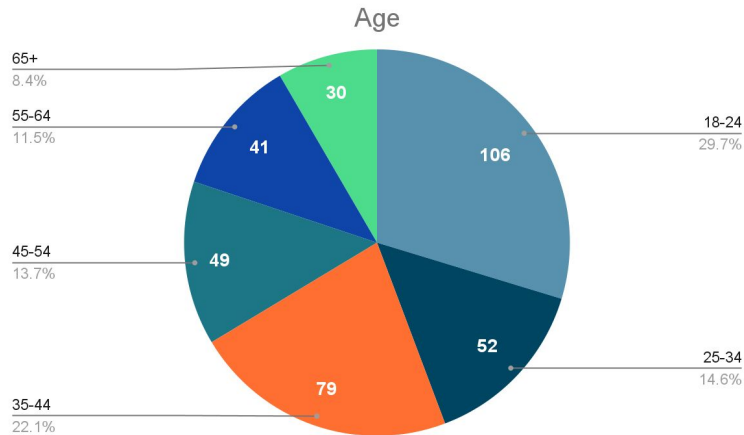
- The majority of people believe that equal distributions of resources is still a possibility for AR, and almost half of respondents didn't agree with the bootstrap or hard work system justification narratives. This means we might have an opening to directly lean into equity in our narrative frames.
- Despite our initial hypothesis, we found that people across racial lines and genders actually hold pride in being from AR. This suggests a potential common identity and additional entry point for our narrative.
- There was no clear rejection of political institutions. That means that we can potentially leverage political messaging in our final campaign narrative.
- On average, respondents placed a higher value on the goals of the groups they belong to, whether that is family, work groups, or other communities,* than they do personal or individual goals. Our next test will help us to understand whether people include all Arkansans (and in particular those from other racial and ethnic groups) in their concept of community.
- People from different demographic groups, including race and political background, answered similarly across questions about values. Given this, we might be able to target a broader audience with our final narrative.

**we didn't ask specifically about church in our survey because of Pew's nationally representative survey on religion but we believe church groups are especially highly valued by Arkansans, based on Pew's survey and our stakeholder interviews.*

Survey Overview

Demographic Information

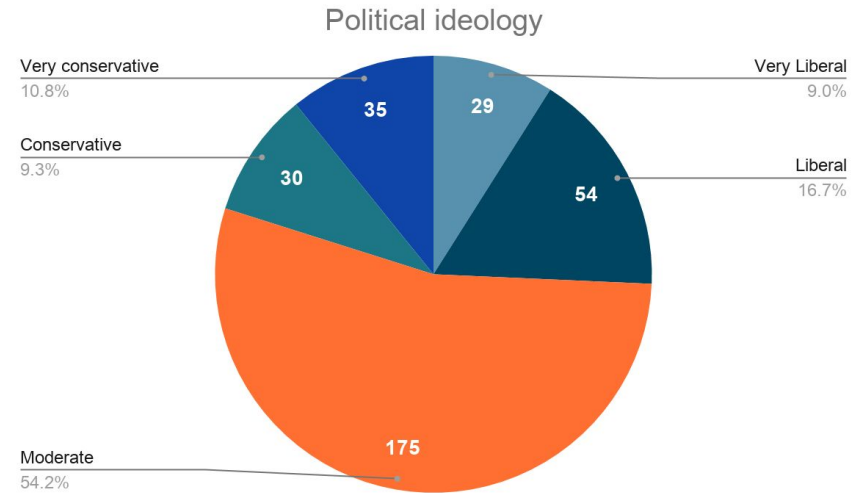
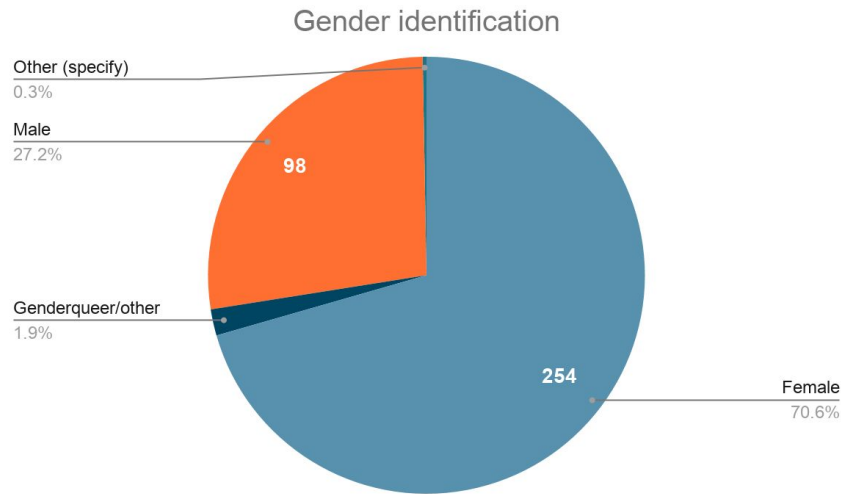
We surveyed 300 people across Arkansas to gather insights into what values move AR residents. The race and ethnicity of our sample roughly reflects the breakdown of the state population.



Survey Overview

Demographic Information

In our final sample, we ended up with more women than men and more moderates versus conservatives relative to the state population.

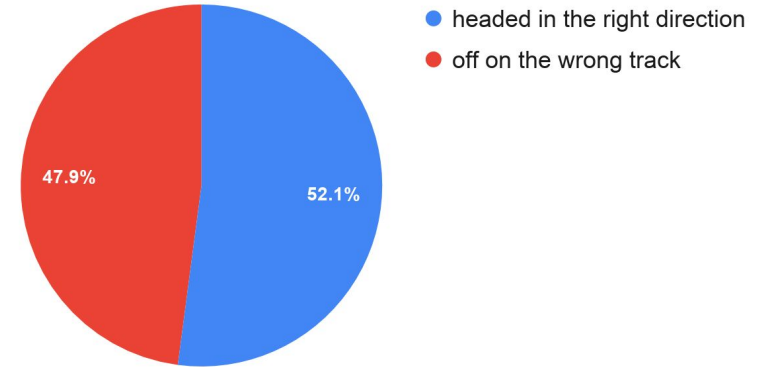


Survey Key Findings

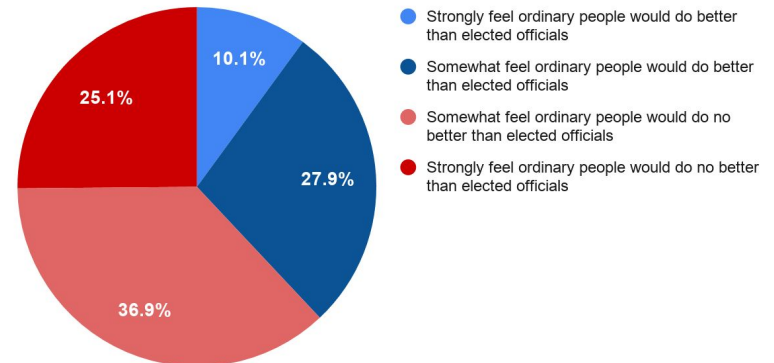
Politics/ Government

- A majority (63%) of respondents thought that ordinary people would do no better than their state elected officials suggesting that people have a base level trust in their state political system.
 - ◆ This is good news because it suggests potential appetite for political messaging.
- Over half (52%) of respondents reported that things in their state were headed in the right direction.

In general, do you think things in your state are headed in the right direction or are they off on the wrong track?



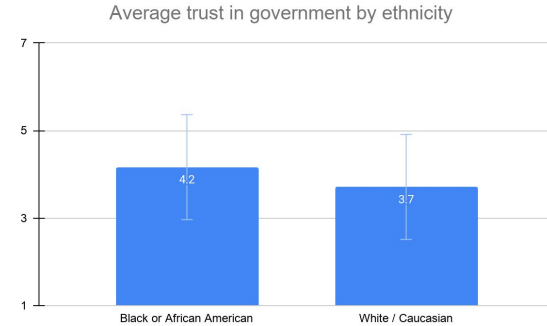
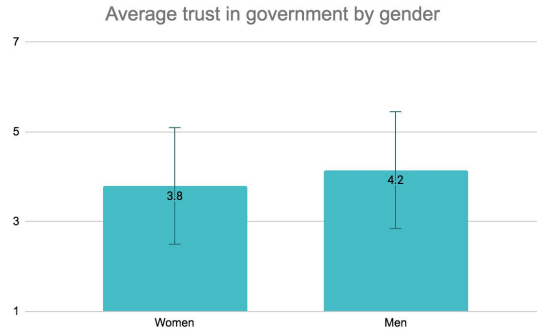
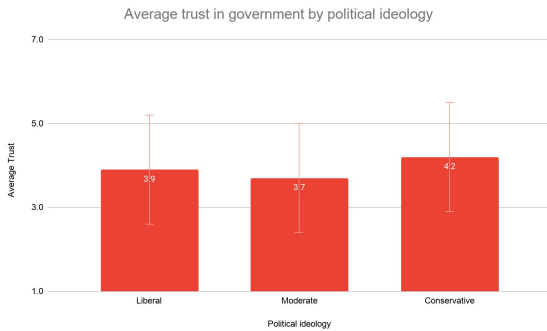
Do you feel that...Ordinary people would do a better job solving the state's problems than elected officials OR Ordinary people would not do a better job solving the state's problems than elected officials



Survey Key Findings

Politics/ Government

On average Conservatives, Men and Black people reported greater trust in government.

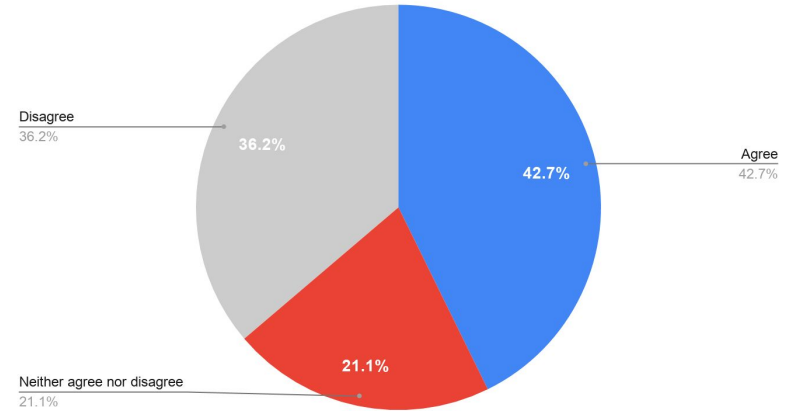


Survey Key Findings

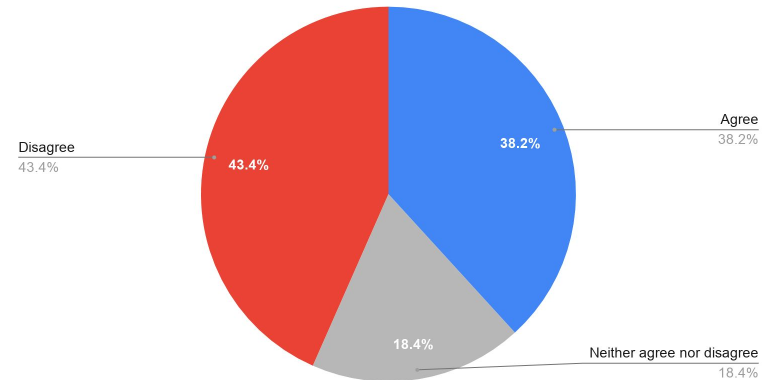
Hard Work /Bootstraps Narrative

- Almost half of respondents agreed that 'equal distribution of resources is a possibility for the state' while roughly a quarter disagreed.
 - ◆ Liberals were more likely to agree with this than conservatives.
- Nearly half disagreed with the statement “*Most people who don't get ahead in our society should not blame the system; they have only themselves to blame.*”
 - ◆ Conservatives were much more likely to agree with this statement than moderates and liberals.
- On average, people endorsed Protestant work ethic/ statements around the midpoint of the scale (around 4 on a scale from 1 to 7 from strongly disagree to strongly agree). Averages were similar across racial groups (though the sample sizes were too small to compare with confidence).

Equal distribution of resources is a possibility for our state



Most people who don't get ahead in our society should not blame the system; they have only themselves to blame.



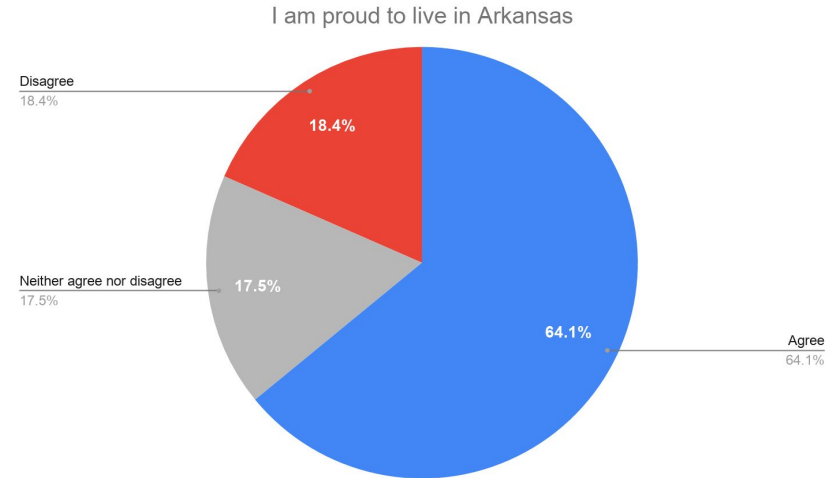
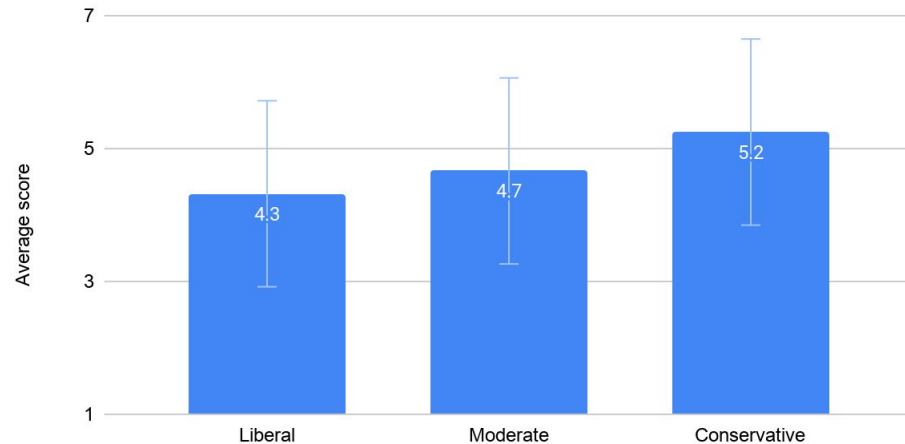
Survey Key Findings

Pride/Identity

- Results were similar across racial lines and genders, suggesting a potential common identity across race/ethnicity.
- However, results differed across ideology as conservatives reported stronger identification than liberals.

Average Arkansas identification score by political ideology

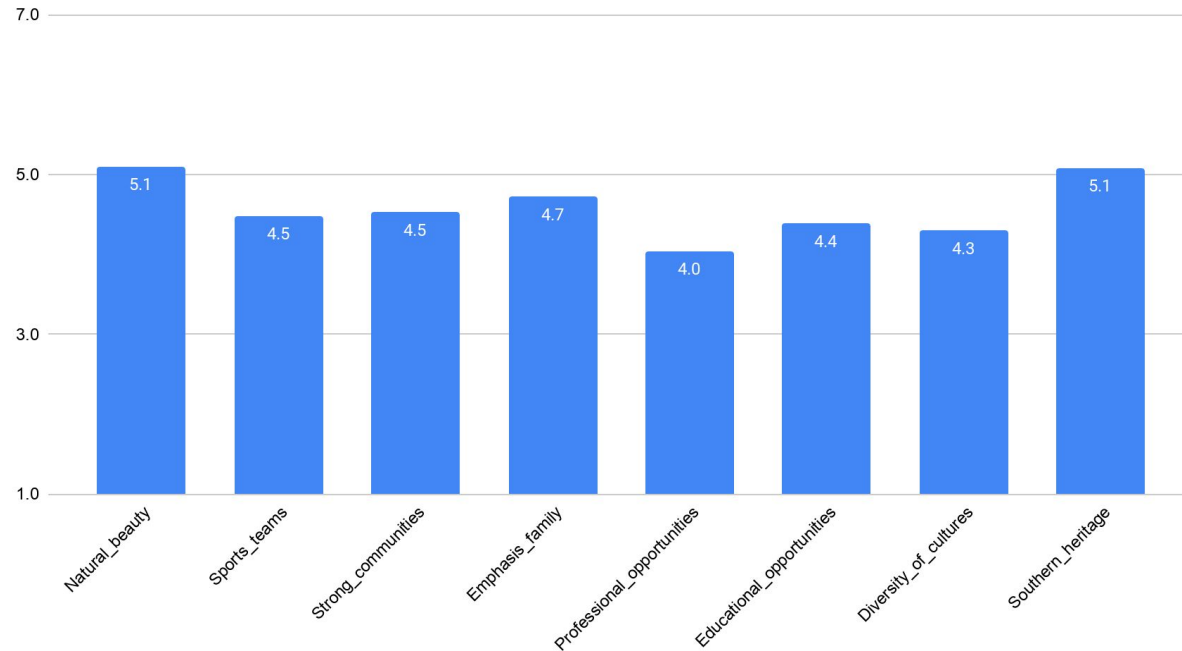
Average of "I am proud to be an Arkansan" and "Being an Arkansan is an important part of who I am"



Survey Key Findings

Pride/Identity

What is Arkansas known for?



According to those who live there, the state is *most* known for its natural beauty and southern heritage and *least* known for its professional opportunities and cultural diversity.

These views are similar across racial lines, suggesting possible unifying themes

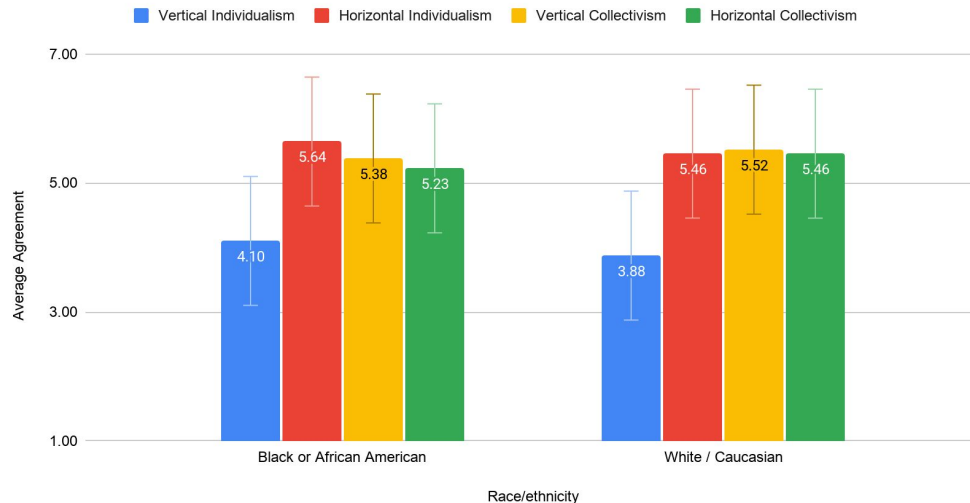
Survey Key Findings

Values

We found that people from Arkansas care a lot about their ingroups, possibly at the expense of personal mobility.

Horizontal and Vertical Individualism and Collectivism

By Race and Ethnicity



Horizontal Individualism, ("I want to do my own thing") highly self-reliant, not especially interested in becoming distinguished or in having high status. (social democracies, e.g., Sweden)

Vertical Individualism, ("I want to be the best.") often want to become distinguished and acquire status, and they do this in individual competitions with others. They are likely to say "I want to be the best." (competitive capitalism, e.g., the U.S.)

Horizontal Collectivism, ("To me, pleasure is spending time with others") people see themselves as being similar to others and emphasize common goals with others, interdependence, and sociability, but they do not submit easily to authority. Valuing equality but not freedom (Israeli kibbutz)

Vertical Collectivism ("Family members should stick together, no matter what sacrifices are required.") people emphasize the integrity of the in-group, are willing to sacrifice their personal goals for the sake of in-group goals, and support competitions of their in-groups with out-groups. If in-group authorities want them to act in ways that benefit the in-group but are extremely distasteful to them, they submit to the will of these authorities. (fascism or the communalism of traditional societies with strong leaders)

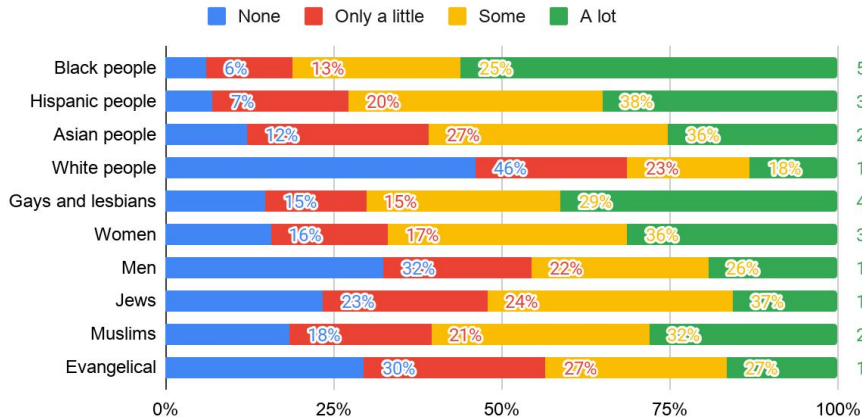
Survey Key Findings

Perceived discrimination of groups in Survey 1 vs. National Polling

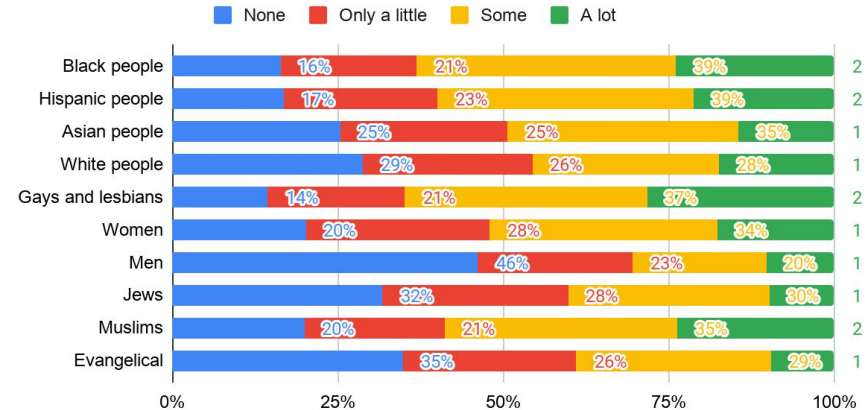
There is a disconnect between perceptions of discrimination between Black and White respondents

- 37% of White people report that there is none or only a little discrimination against Black people in Arkansas, whereas only 19% of Black people feel the same.
- This could be viewed as a proxy for modern racism, which is often expressed as “Discrimination is no longer a problem” or a general lack of contact or empathy between groups. However, further research is needed here.

% of Black respondents who say there is ____ discrimination against each group in AR



% of White respondents who say there is ____ discrimination against each group in AR



Survey 1: Lessons Learned

- Reaching participants from Arkansas can be challenging. Collecting a large enough sample took around a week, although we posted the survey on multiple platforms.
- The sample survey group closely reflects AR's actual demographic breakdown. However, this means that we have very few respondents in certain racial and ethnic groups. In order to learn about those specific audiences we'd need to oversample those groups.
- We only presented insights where average responses diverged by race, ideology and gender and we'll be diving deeper to pull out more nuanced insights related to time in AR and age.

Test 2: Equity

- **How do AR residents prioritize equity across issue areas?**
 - ◆ Do Arkansans care about economic, educational and social, ethnic and racial equity? If so, which one is most compelling to them at face value?
 - ◆ What issue areas are most important to different sub-groups of the AR populace?
 - ◆ Are people open to the *concept* of equity without being turned off by what is seen as a “buzzword” that signals oppression of white people?

A/B

Thank You
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