

**A/B**

**Winthrop Rockefeller Foundation**  
Survey 2 Insights

# WHAT WE FOUND

## WRF Survey 2 Overview

# Our Objective

Apply the most universally held values from our first test to WRF's 3 Bold Goals (economic equity, educational equity, and social, ethnic and racial equity) to **understand which equity principle(s) inspire Arkansans across lines of difference to work together to achieve justice.**

Using a mixed design approach, **we were able to determine if people are open to the concept of equity** without being turned off by what is seen as a buzzword that signals oppression of white people.



# Survey Design

*We're interested in your thoughts on how things are going in your state.  
You will read a few statements and then be asked a few questions about each.*

**Economic equity** will exist when all Arkansans can achieve widely shared prosperity because everyone earns a living wage, participates in a thriving economy, and is able to build generational wealth.

**Educational equity** will exist when all Arkansans can attain the skills and education needed to support their families and communities, especially those striving to move out of poverty.

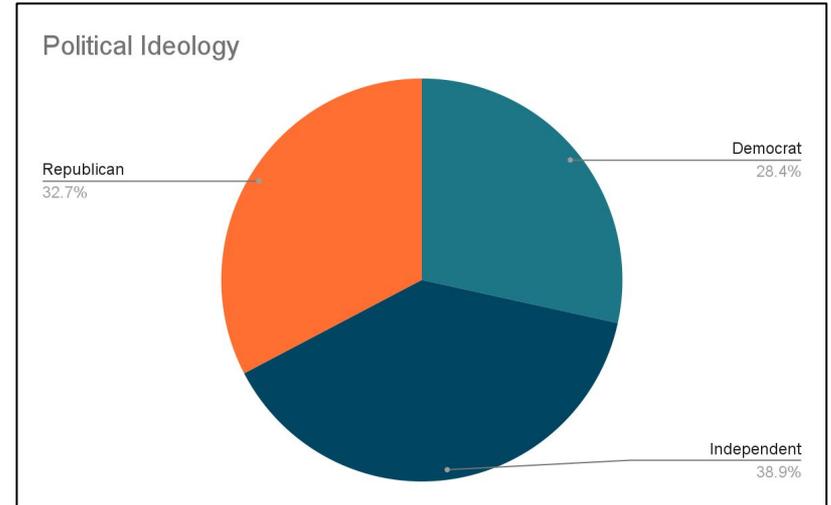
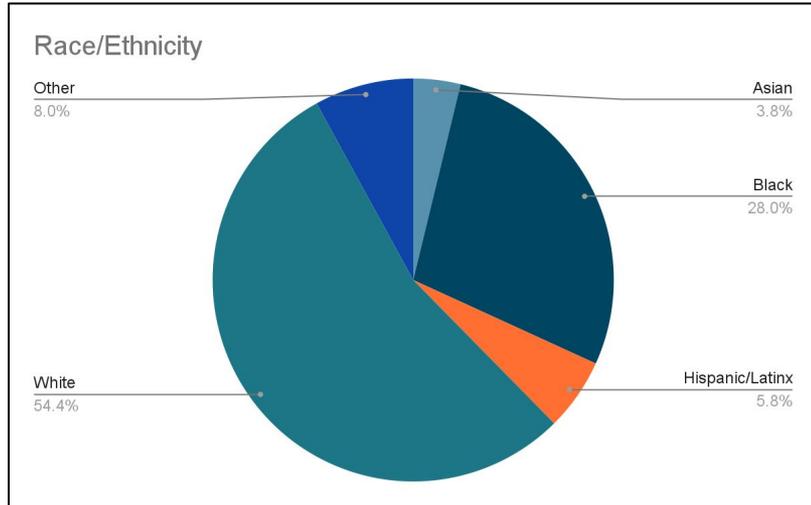
**Racial and social equity** will exist when all Arkansans can live in an equitable and productive state free from historic and systemic barriers, and legacies of unfairness have been addressed and eliminated.

**Economic equality** will exist when all Arkansans can achieve widely shared prosperity because everyone earns a living wage, participates in a thriving economy, and is able to build generational wealth.

**Educational equality** will exist when all Arkansans can attain the skills and education needed to support their families and communities, especially those striving to move out of poverty.

**Racial and social equality** will exist when all Arkansans can live in an equitable and productive state free from historic and systemic barriers, and legacies of unfairness have been addressed and eliminated.

# Demographic Breakdown

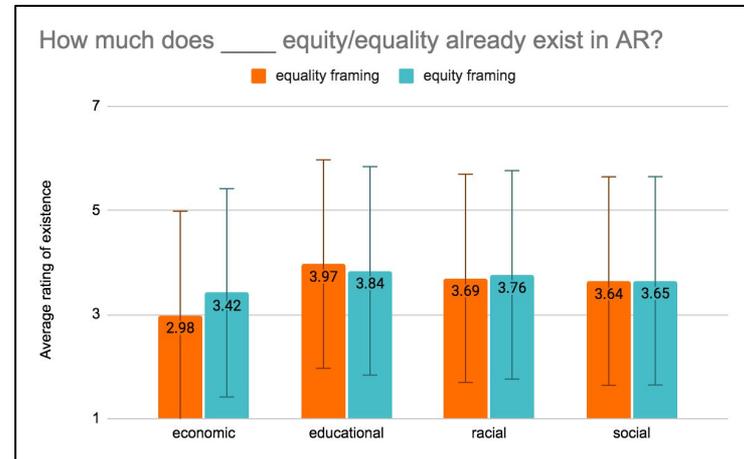
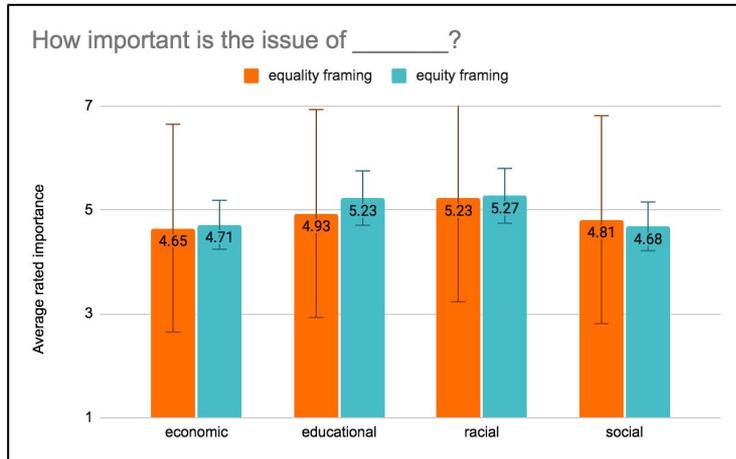


# Overall Insights

- **“Equality” vs. “equity” framing yielded similar results, demonstrating no major backlash** from “buzzwords” across subgroups.
- **Economic equity tops the list, but racial equity is a huge barrier to progress for everyone**, even Republicans.
- **Arkansans have similar expectations about the possibility of achieving racial and social equity**, suggesting that we can overtly lean into these ideas in our final narrative.
- **Widespread agreement around key equity issues is an opportunity to create a unifying narrative.** Centering our messaging on issues that actually resonate with most Arkansans can also help to negate a “culture war” agenda pushed by AR lawmakers.

# Insight 1: No backlash when it came to framing “equity” vs. “equality”

- People won't be turned off by a “buzzword” like equity, which to some often signals the oppression of white people.
- The only effects of equity vs. equality framing were either marginal or inconsistent across subgroups.
  - ◆ Economic issue was more pressing and less existent when framed as equality

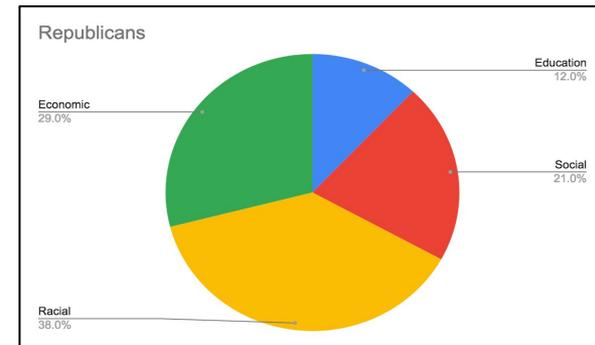
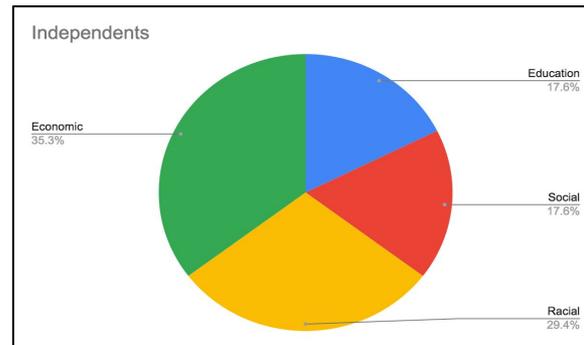
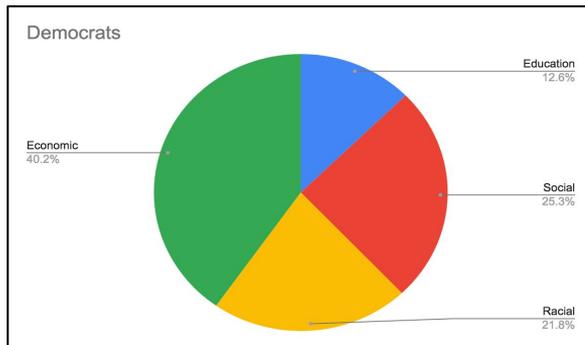


## WRF Survey 2 Insights

# Insight 2: People care about economic equity, but racial equity is a huge barrier to progress for *everyone*

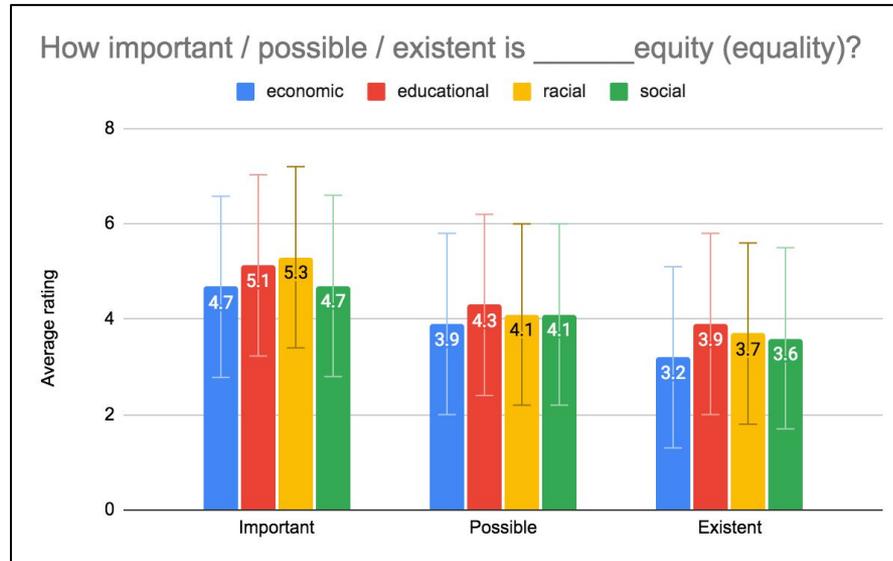
- Regardless of the framing, all groups are optimistic about the possibility of achieving racial or social equity.
- Republicans believe economic equity exists more so than Democrats.
- Most men think economic equity is more possible than women do (although marginal)
- **Republicans believe that racial equity is the most important issue, more so than Democrats and Independents.**

*What is the most pressing issue in AR today?*



## Insight 3: The motivation is there, but Arkansans aren't hopeful and can't see a pathway forward to equity.

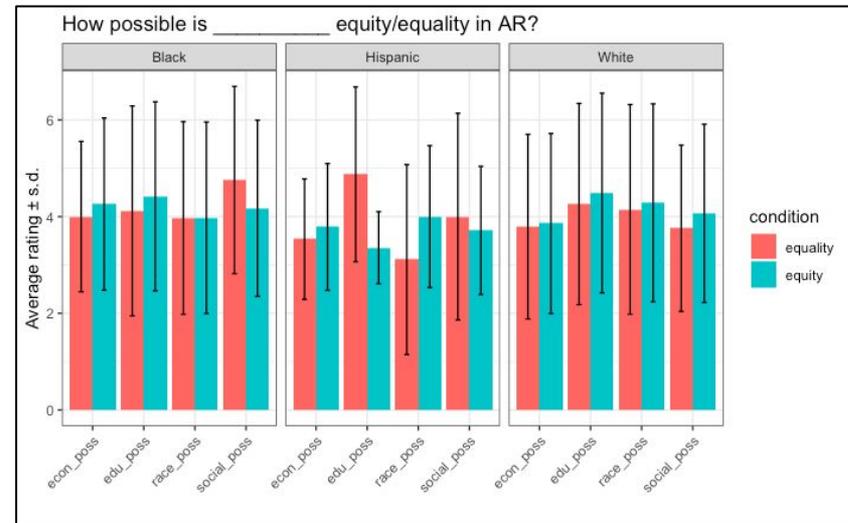
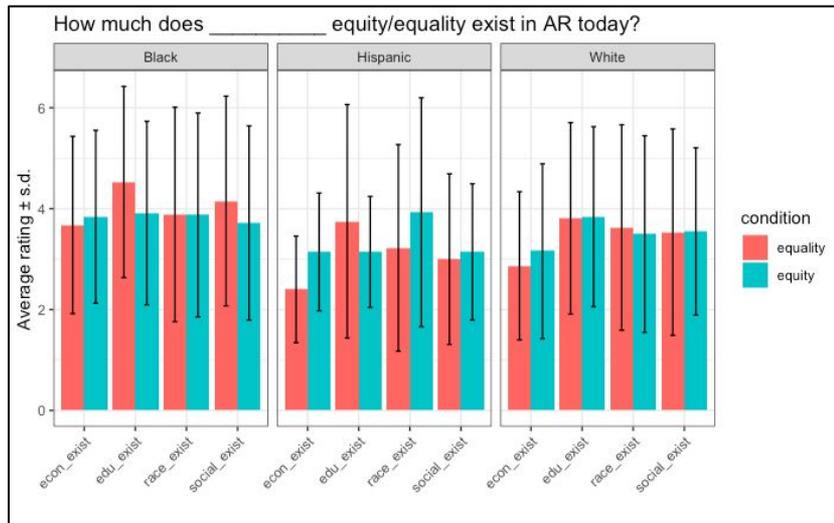
- Arkansans believe economic, educational and racial/social equity are a priority but feel the status quo and future state lag behind their ideals



## WRF Survey 2 Insights

# Insight 4: Communities of color differ in their optimism about the state of equity in Arkansas

- Black folks are more optimistic about equity than white populations.
- Hispanic/Latinx populations have a more pessimistic view on the state of equity than other groups.



Note: The sample size for Hispanics was very small (~15 in equity vs. equality) so we would really caution against interpretation of comparison within each issue. For example, 'education is possible' should not be interpreted within Hispanics because could be one outlier driving.

# Key Takeaways

- Economic and racial equity are the most pressing issues to Arkansans regardless of framing. Our narrative should lead with economic equity while always including racial equity tenants in our messaging.
- Messaging toward men and Republicans should build awareness around economic inequity, using existing confidence around the current state and what's possible to motivate action in solidarity with women and POC.
- When we test the final narrative, we'll compare impact regionally (e.g. is the economic piece more promising in northwest AR where development is heaviest? Is education more of a hot topic issue in Little Rock, where race has played an historic role in schools?)
- Communities of color are not a monolith, especially in Arkansas. Our messaging for Latinx and Black people will need to differ, especially to address the pessimism among Latinx folks. In order to learn more about this important group we'd need to oversample in future tests.
- Arkansans largely agree on what's important and the potential for progress, yet they are skeptical on how to get there. Content testing in our next phase could focus more on *how* to achieve equity versus *why*, which will help us understand how far to lean into policy without backlash.

# Test 3: Narrative Frames

- Survey the widest Arkansas audiences possible in order to get the most holistic view of universal values across the state and identify the strongest narratives for connecting with Black and Brown audiences and persuading a larger coalition to take action:
  - ◆ **Collectivist**
  - ◆ **A New Southern Pride/Future**
  - ◆ **Economy**
  
- Identify particularly persuadable segments of audiences by various demographics, track any differences between regions
  
- Identify any potential areas for backlash across narratives and segments of our audience
  
- Capitalize on the shared values of collective groups and push the boundaries to create a common in-group identity that includes people of different socio-economic and racial backgrounds (i.e. get AR's definition of their "group" to be more collective)

# Next Steps

1. Overview of core narrative frames test results, first draft of full narrative and list of (6/24)
2. Scheduled listening session with WRF partners on demographics that are harder to reach (6/24)
3. First final full narrative for WRF review on 7/8

**A/B**

**Thank You**  
info@abpartners.co