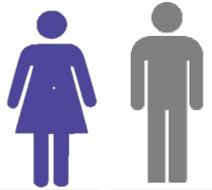


Shared Hurdles Appendix

Demographics of Voters Nationwide

GENDER



53% **46%**

AGE

Under 30	—	14%
30-39	—	15%
40-49	—	15%
50-64	—	28%
65+	—	28%

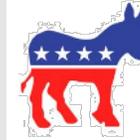
EDUCATION

High School or Less	—	19%
Post-H.S. / Some College	—	38%
College Graduate	—	27%
Post-Graduate	—	16%

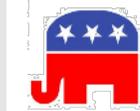


43%
College Grad
or Post Grad

PARTY IDENTIFICATION



Democrat
43%



Republican
43%

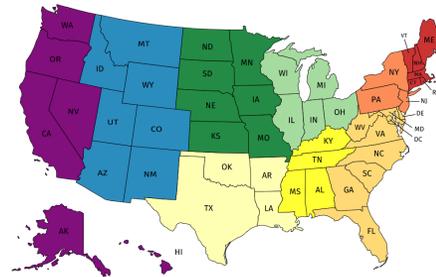


Independent
37%

RACE

White/Caucasian	77%
Black/AA	9%
Hispanic/Latinx	8%
Asian/Pacific Islander	4%
Native American	2%

REGION



Pacific	16%	New England	5%
Mountain	8%	Middle Atlantic	12%
West North Central	7%	South Atlantic	21%
East North Central	16%	East South Central	6%
		West South Central	9%

CHILDREN

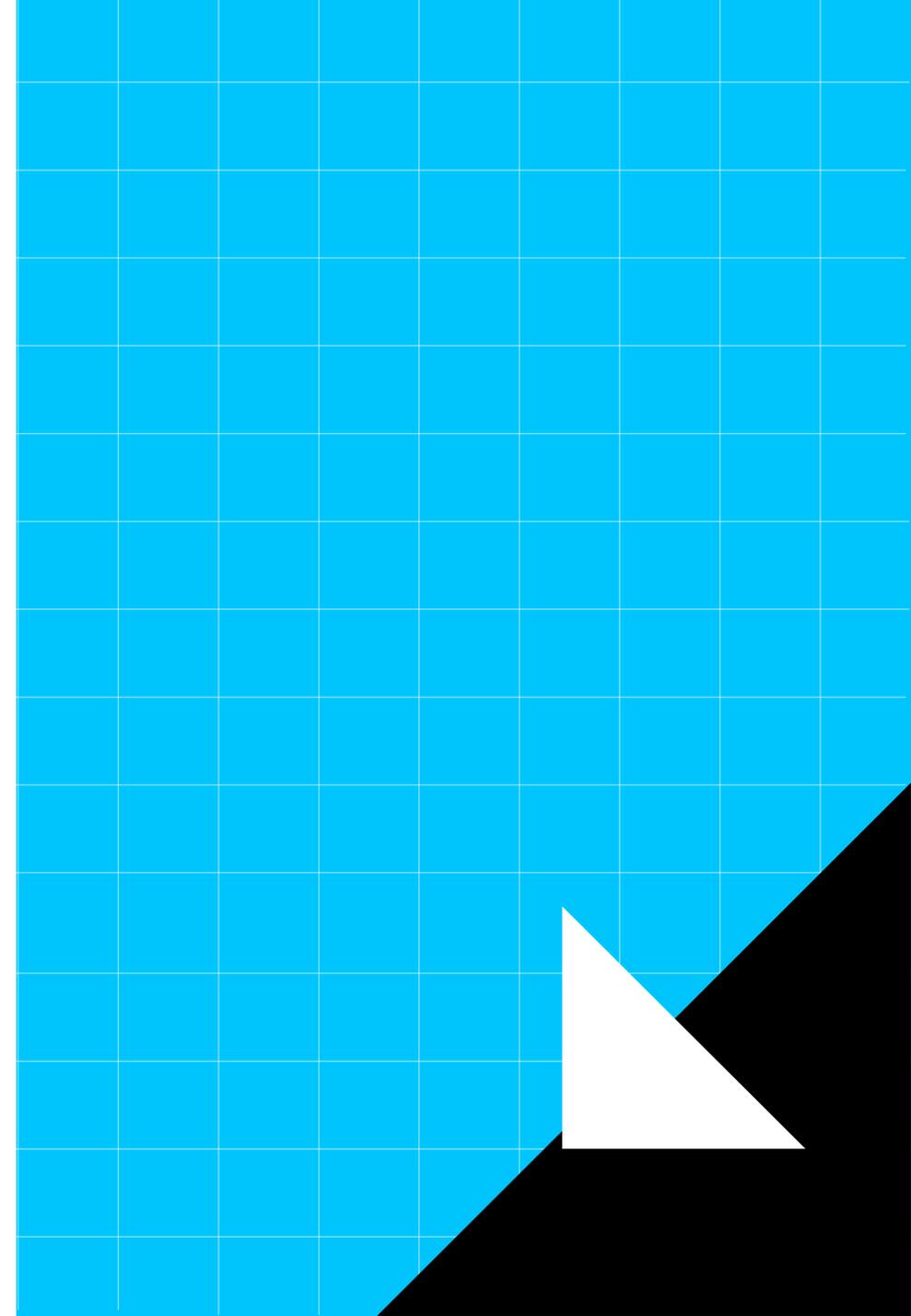
Under 18	26%
Over 18	42%
No children	36%

MARITAL

Married	47%
Unmarried w/Partner	8%
Single	25%
Separated/Divorced	14%
Widowed	6%

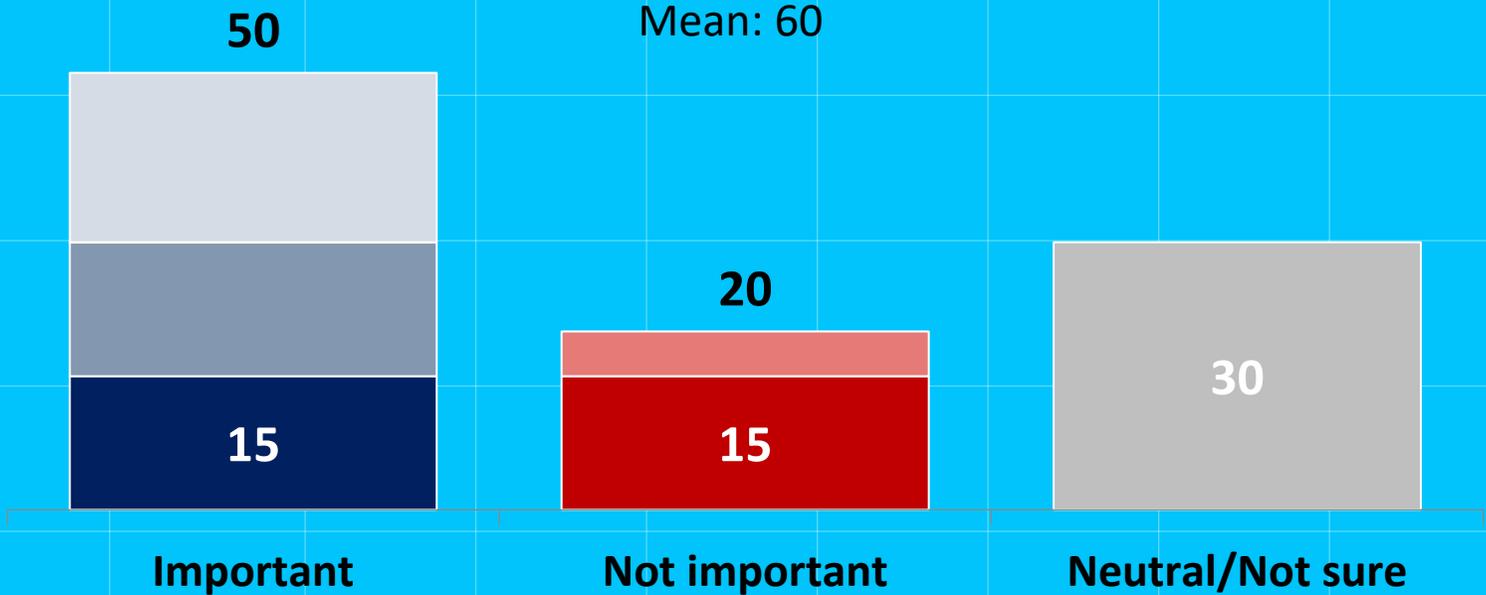
Party identification was weighted with Democrats and Republicans even for the total, men, and women in order to examine gender dynamics outside of partisanship.

Core Attitudes



Initially, half of voters say it is important to have more women in elected office. A fifth say it is not important, and three-in-ten are neutral or not sure.

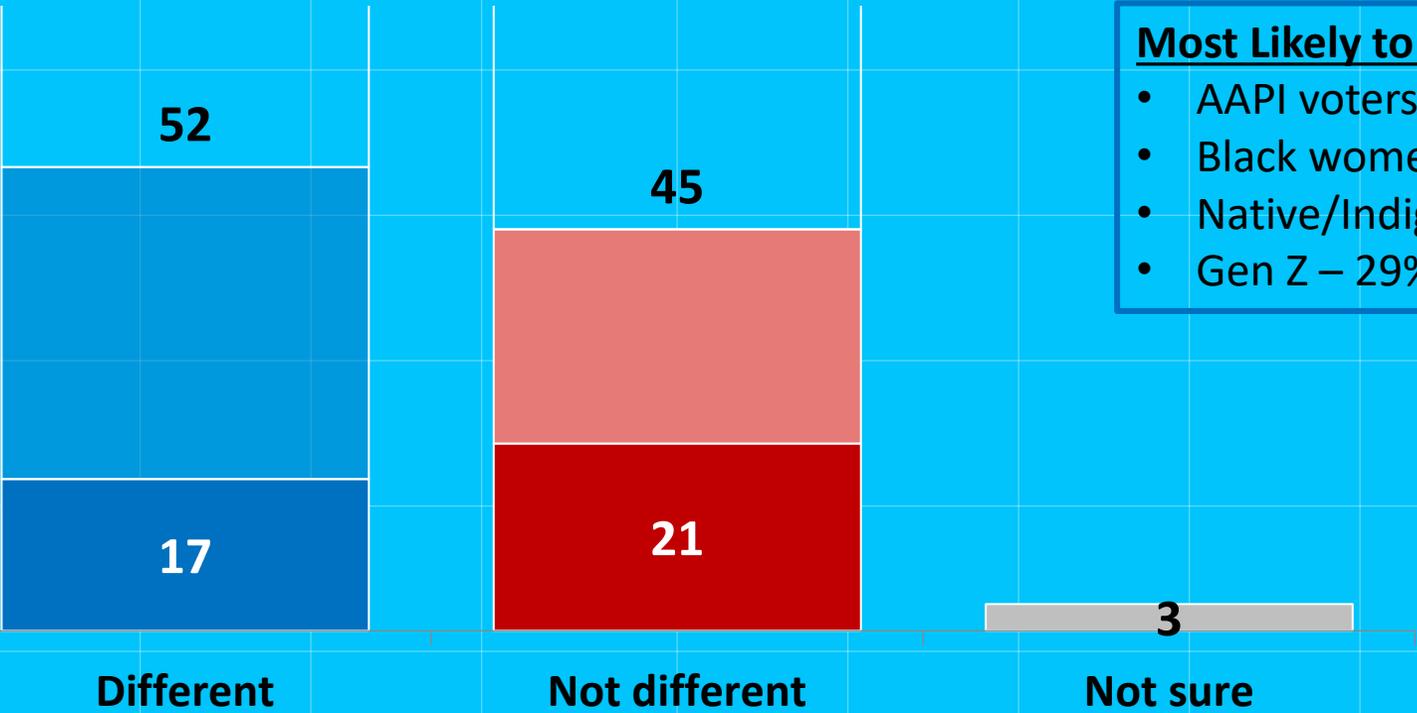
On a scale from 0-100, where 100 means extremely important and 0 means not important at all - How important is it to you personally to have more women in elected office?



51-79	
80-99	26-49
100 – Extremely important	0-25 – Not important

About half think women are different than men when they serve as elected officials, but 45% say they are not different.

Overall, how different are women when they serve as elected officials from men -- a lot, somewhat, a little, or not different at all?



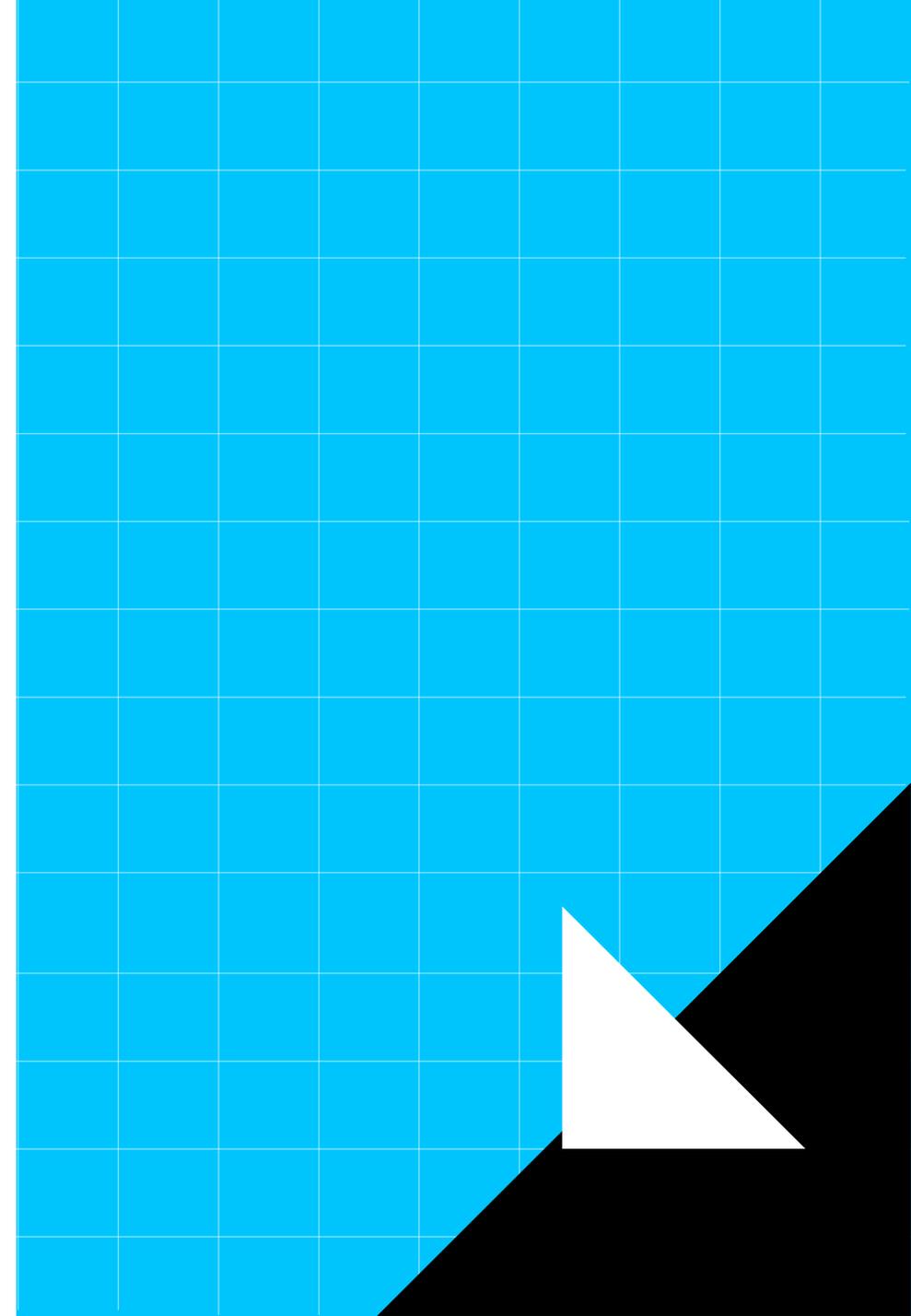
- Most Likely to Say A Lot Different**
- AAPI voters – 34%
 - Black women – 32%
 - Native/Indigenous women – 34%
 - Gen Z – 29%

In past studies, this has been one of the strongest predictors of voting for a woman.*

	Somewhat different		A little different
	A lot different		Not different at all

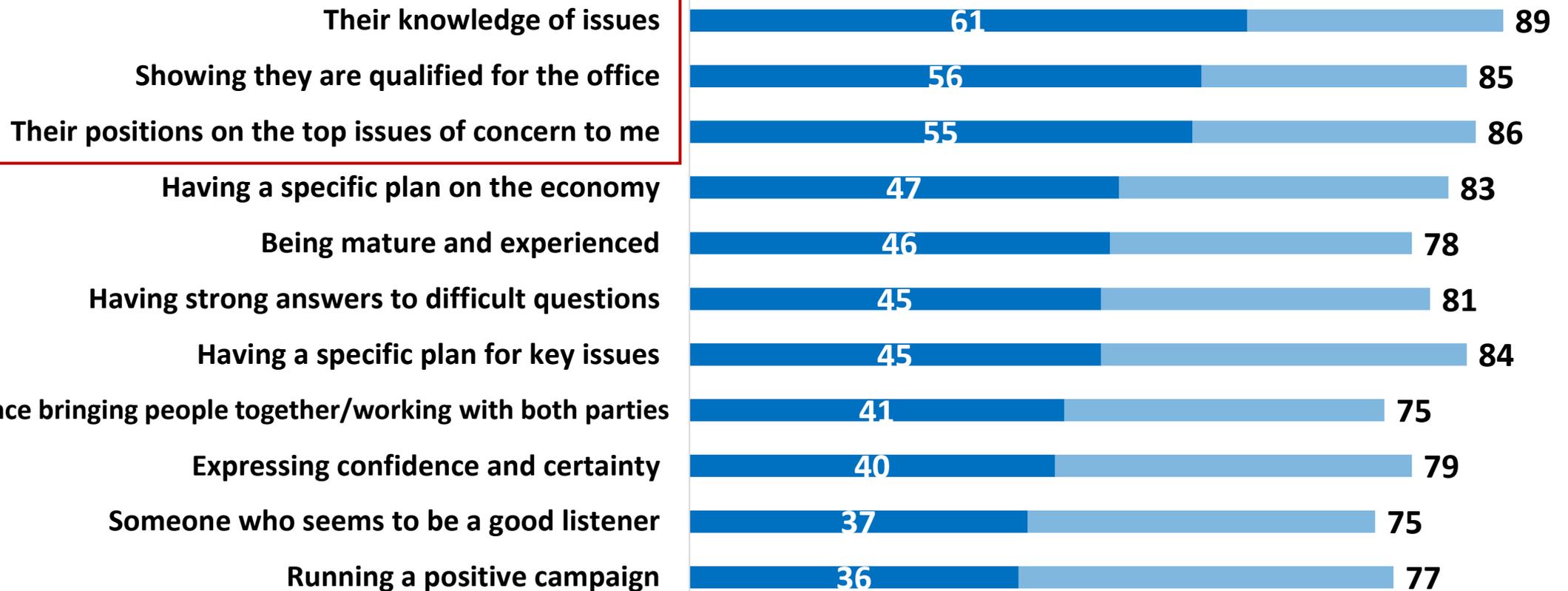
*See Breakthrough Messages for Women Voters (2012). Survey of voters in the following states: MA, HI, MO, NV, MI, WI, NH, CT, MN, VA, TX, OH, and OK
Turning Point (2010). Pre and post-election surveys of voters in the following states: AZ, CA, FL, ME, NM, OK, SC, WY, VT, WI

Qualities and Experiences



When two women run against each other for governor, the three most important factors to voters are their knowledge of issues, showing they are qualified, and their positions on the issues that matter most to voters.

When deciding between a {rotate:} Republican woman candidate and a Democratic woman candidate running against each other in an election to be governor, how important are the following to you?

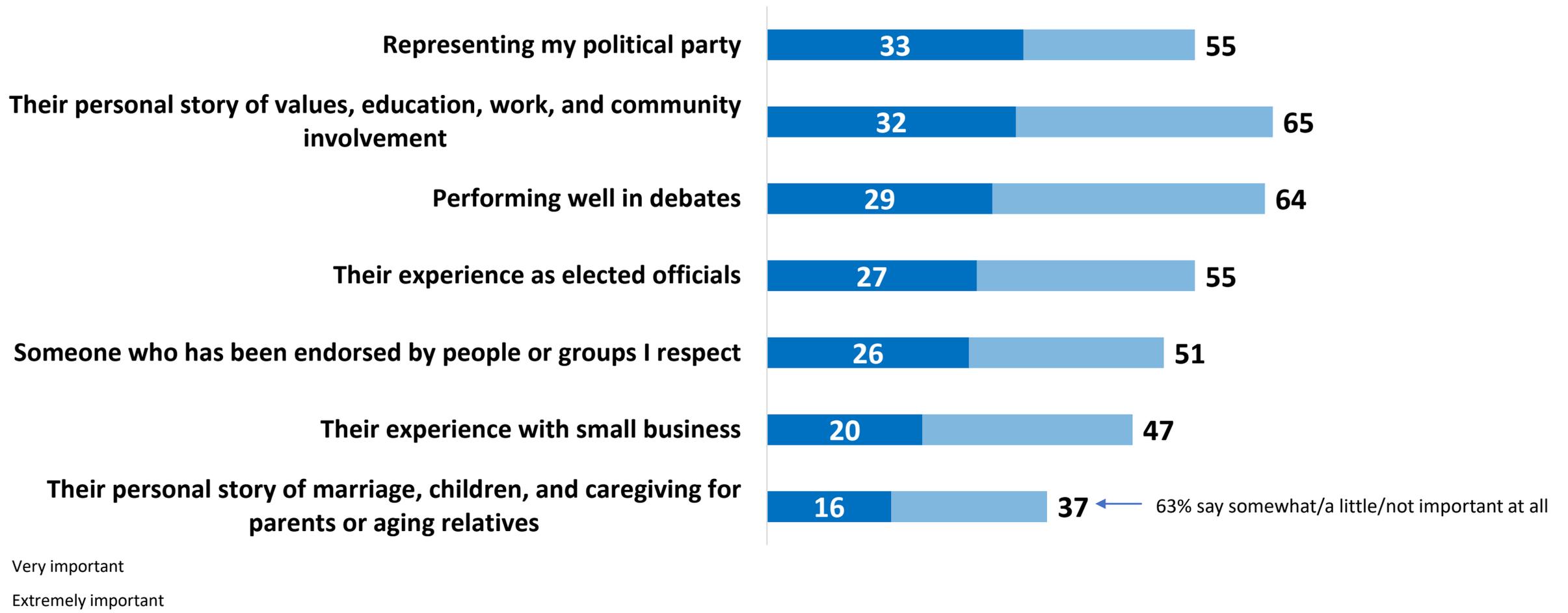


Very important

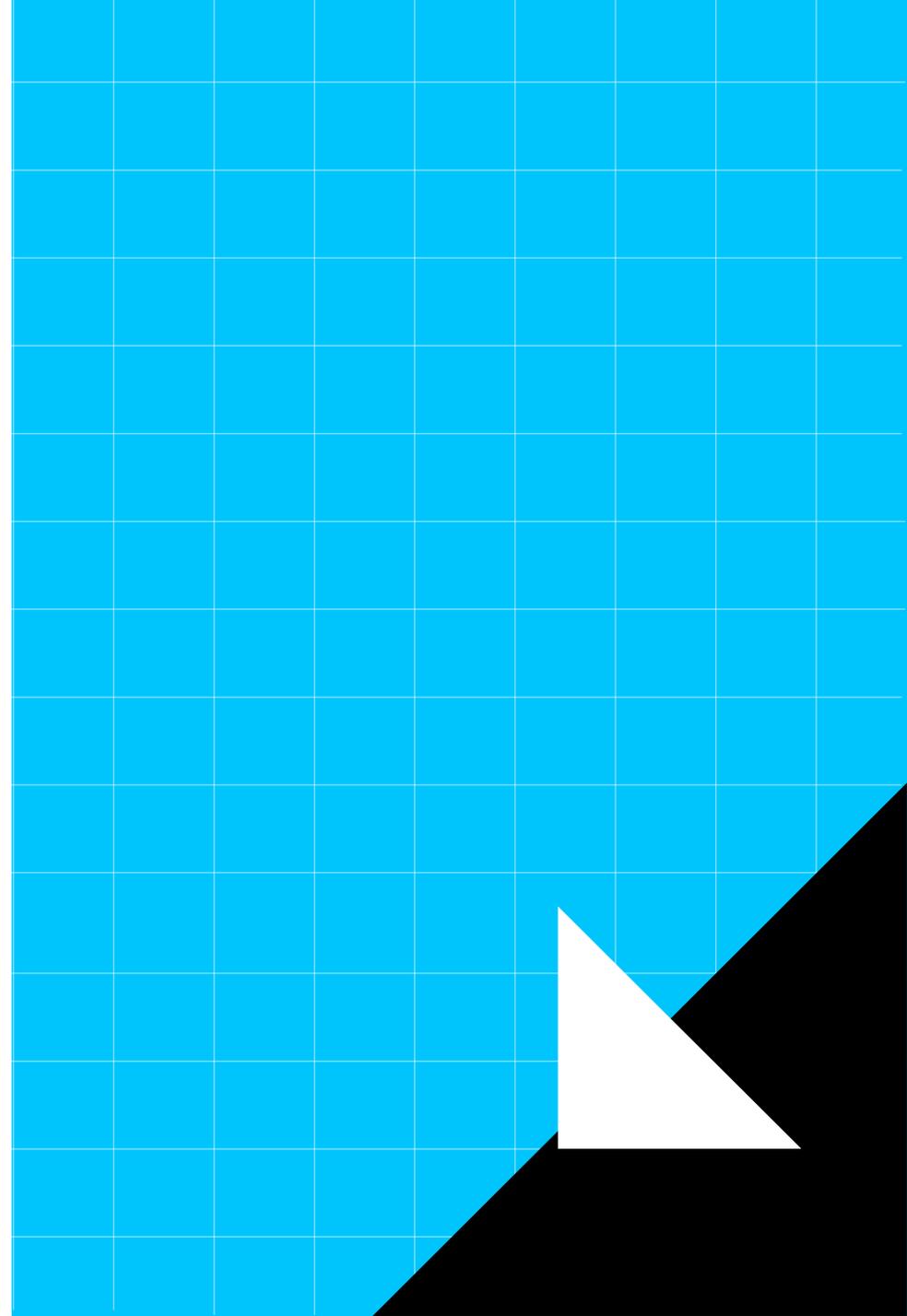
Extremely important

When two women run against each other for governor, it is still important, but with lower intensity, to represent the voters' political party, share a personal story of their values and professional achievements, perform well in debates, have elected experience, and get endorsements. Small business experience and personal details are least important, especially the latter.

When deciding between a {rotate:} Republican woman candidate and a Democratic woman candidate running against each other in an election to be governor, how important are the following to you?



Traits



A Republican woman against a Democratic man has advantages she does not have against a Democratic woman on getting things done and listening to people. Republican men do not have the same advantages over Democratic men. A Republican woman neutralizes the deficit she has against a Democratic woman when running against a Democratic man on working across party lines.

Here are some different words and phrases and I want you to select if you think each one tends to better describe ROTATE _a Republican ____ Governor or _a Democratic ____ Governor.

Margin Republican Minus Democrat	Republican Woman Versus Democratic Woman	Republican Woman Versus Democratic Man	Republican Man Versus Democratic Man
Gets things done	+1	+4	+1
Listens to the people	-7	+3	-8
Shares your values	0	+1	-2
Will work across party lines	-11	0	-9
Has the right priorities	0	-1	-3
Will bring about change	-9	-1	-8
Too partisan	+4	-3	+3
Too divisive	+2	-4	+5

*split sampled questions

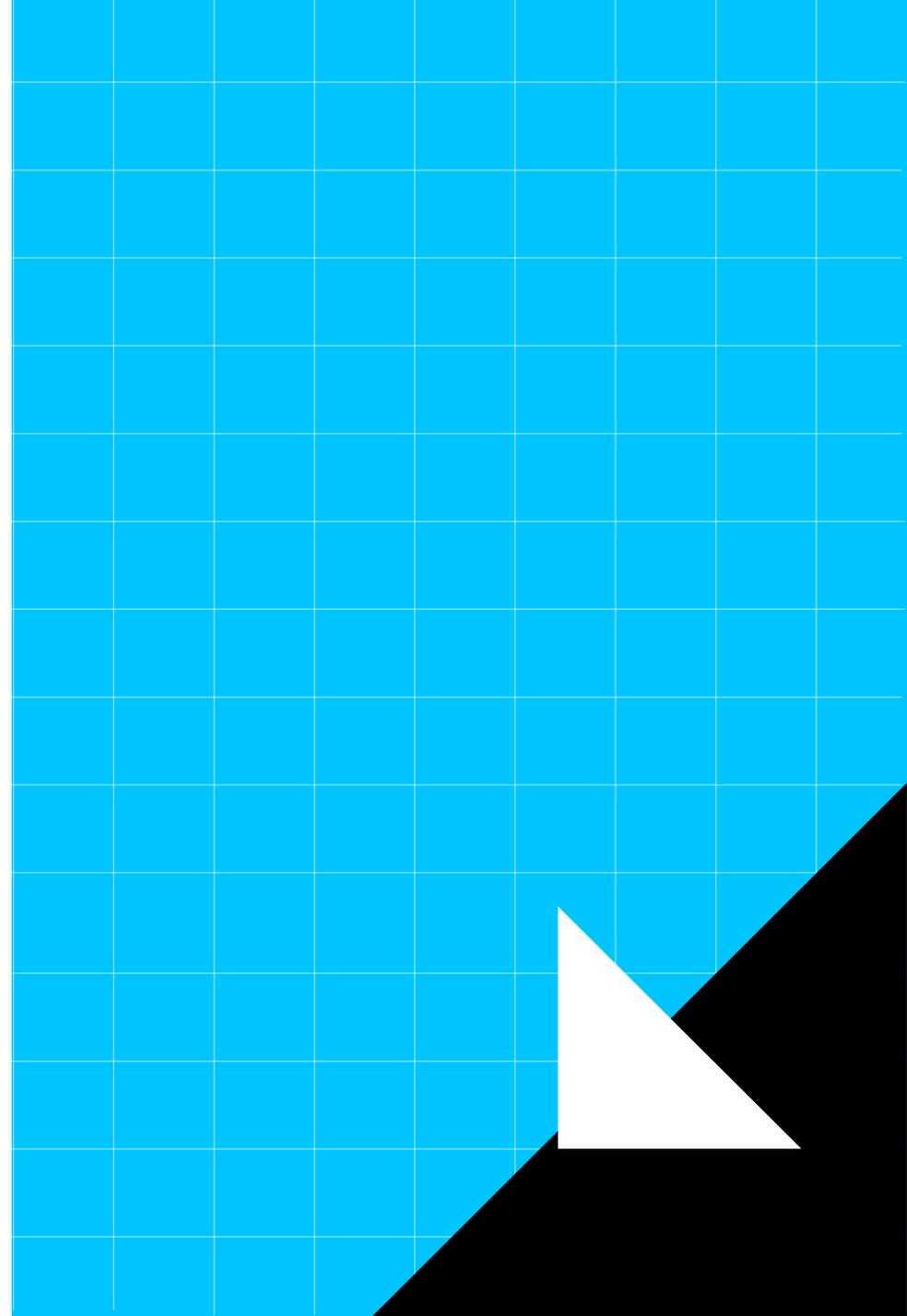
Among Democratic voters, a Democratic woman candidate has smaller trait advantages when her opponent is a man rather than a woman. Noticeably, a Democratic man outperforms a Democratic woman when running against a Republican man among Democratic voters.

Here are some different words and phrases and I want you to select if you think each one tends to better describe ROTATE _a Democratic ____ Governor or _a Republican ____ Governor.

Among Democratic Voters			
Margin Democrat Minus Republican	Democratic Woman Versus Republican Woman	Democratic Woman Versus Republican Man	Democratic Man Versus Republican Man
Shares your values	+71	+61	+76
Will work across party lines	+66	+52	+72
Will bring about change	+64	+57	+71
Has the right priorities	+64	+54	+72
Listens to people	+60	+59	+72
Gets things done	+54	+49	+62
Too divisive	-20	-12	-29
Too partisan	-15	-15	-18

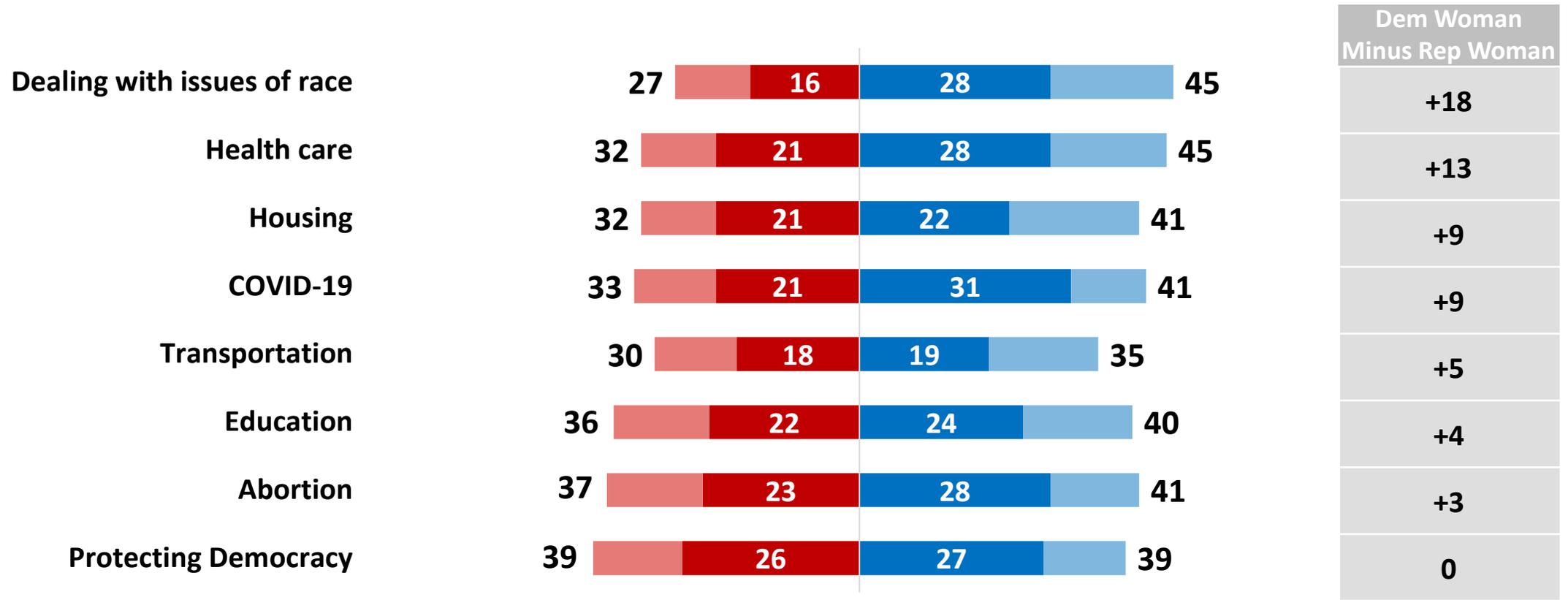
*split sampled questions

Issues



When two women run against each other for governor, a Democratic woman has advantages over a Republican woman on dealing with issues of race, health care, housing, COVID-19, transportation, and education. Voters are more evenly split on abortion and protecting democracy, which are more competitive than in a man/man race.

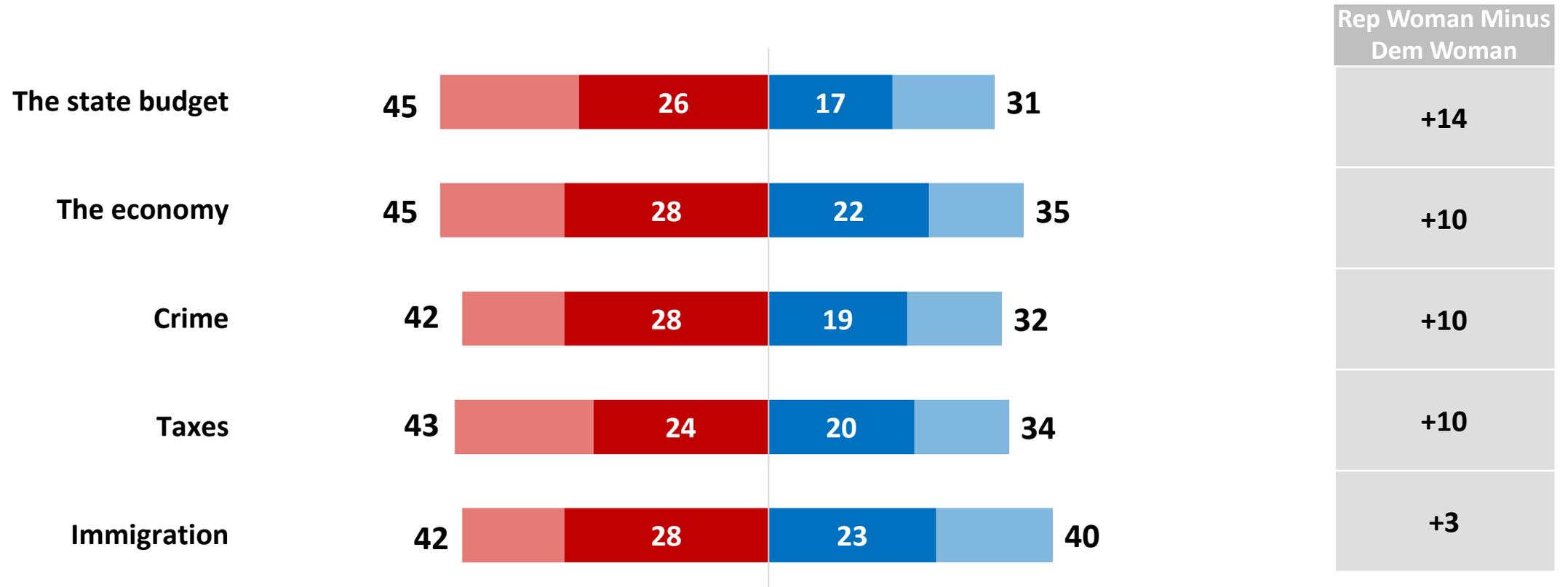
Next, here are some different issues and I want you to select if you think ROTATE _a Democratic _____ Governor or _a Republican _____ Governor would handle that issue better.



■ Rep somewhat better ■ Dem somewhat better
■ Rep much better ■ Dem much better

When two women run against each other for governor, a Republican woman has advantages over a Democratic woman on the state budget, the economy, crime, taxes, and immigration.

Next, here are some different issues and I want you to select if you think ROTATE _a Democratic _____ Governor or _a Republican _____ Governor would handle that issue better.



■ Rep somewhat better ■ Dem somewhat better
■ Rep much better ■ Dem much better

Among Democratic voters, a Democratic woman does better on many issues when her opponent is also a woman. She does better against a man on housing and abortion. Noticeably, Democratic voters tend to give a Democratic man in a man/man race larger issue advantages compared to a Democratic woman in a woman/woman race.

Next, here are some different issues and I want you to select if you think ROTATE _a Democratic _____ Governor or _a Republican _____ Governor would handle that issue better.

Among Democratic Voters			
Margin Democrat Minus Republican	Democratic Woman Versus Republican Woman	Democratic Woman Versus Republican Man	Democratic Man Versus Republican Man
Dealing with issues of race	+70	+58	+72
Health care	+71	+58	+74
Housing	+58	+62	+70
COVID-19	+67	+53	+71
Transportation	+54	+42	+61
Education	+60	+58	+67
Abortion	+60	+66	+69
Protecting Democracy	+68	+55	+66
Immigration	+62	+49	+56
Taxes	+49	+41	+59
Crime	+47	+28	+52
The economy	+54	+40	+62
The state budget	+42	+49	+61

*split sampled questions

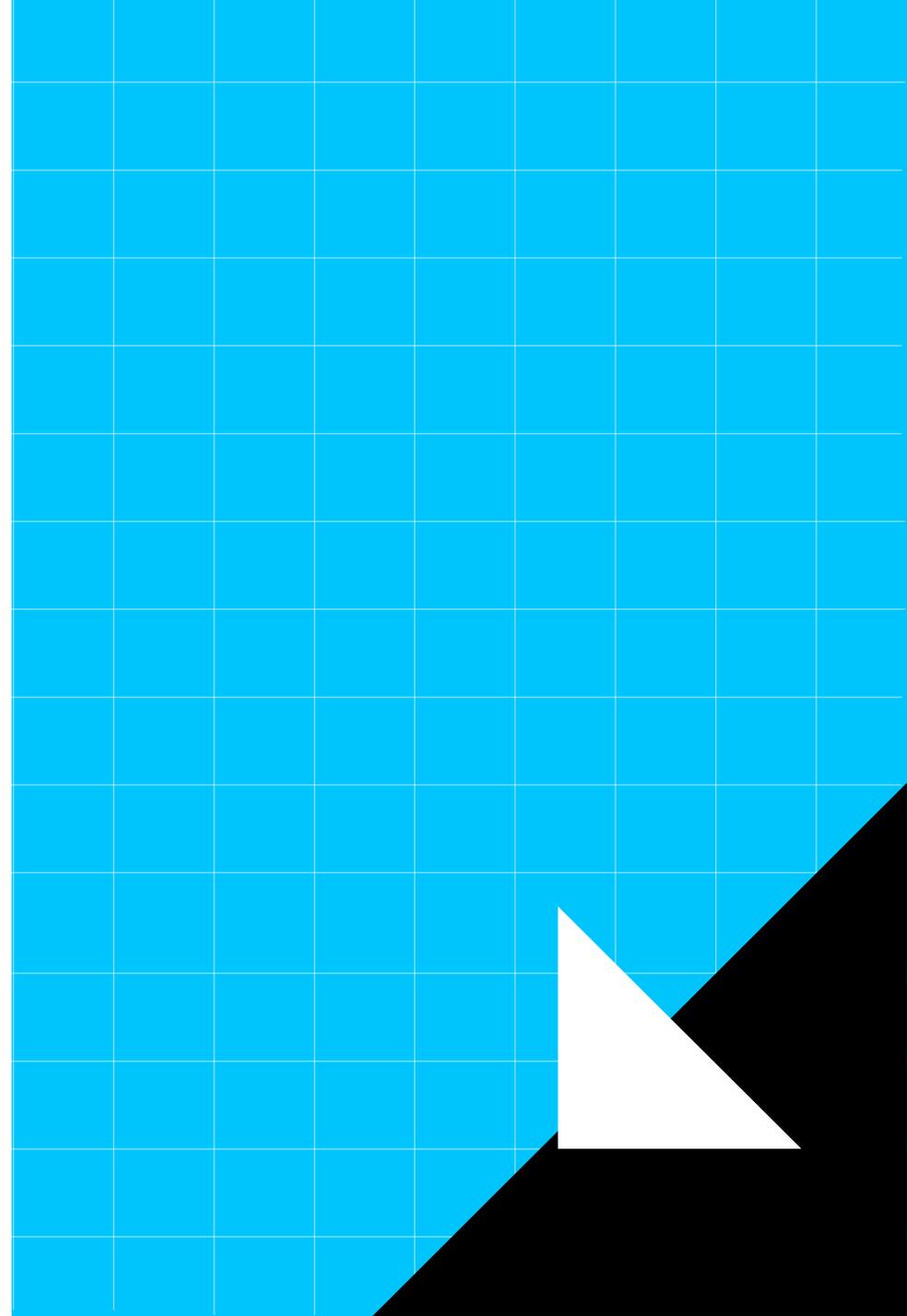
Independent voters, on the other hand, give a Democratic woman in the woman/woman race and woman/man race larger issue advantages than a Democratic man in a man/man race. It is critical for a Democratic woman to have an economic plan. When a woman runs against a Republican man, Independents give her huge advantages on education, housing, health care, abortion, and dealing with issues of race. A Democratic woman is less competitive on abortion and education when in a woman/woman race.

Next, here are some different issues and I want you to select if you think ROTATE _a Democratic ____ Governor or _a Republican ____ Governor would handle that issue better.

Among Independent Voters			
Margin Democrat Minus Republican	Democratic Woman Versus Republican Woman	Democratic Woman Versus Republican Man	Democratic Man Versus Republican Man
Health care	+23	+22	+6
Dealing with issues of race	+22	+23	+7
Housing	+19	+24	+3
COVID-19	+16	+6	+5
Protecting Democracy	+10	+5	-5
Education	+8	+23	+2
Abortion	+7	+26	+13
Transportation	+4	+4	-2
Immigration	+2	-6	-11
Crime	-5	-28	-11
Taxes	-7	-8	-8
The economy	-10	-12	-14
The state budget	-14	-8	-17

*split sampled questions

Debates



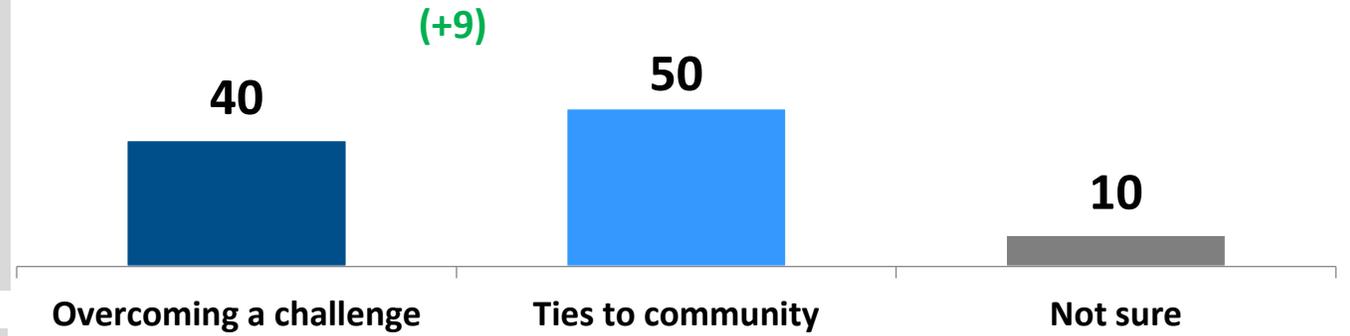
Voters prefer the candidate who talks about ties to her community over the candidate who talks about overcoming a challenge on the three measures – they feel more positive toward her, she seems more qualified, and she has a better tone.

In this cycle, we are finding voters are more sensitive to whether the message is about the candidates' lives or voters' lives.

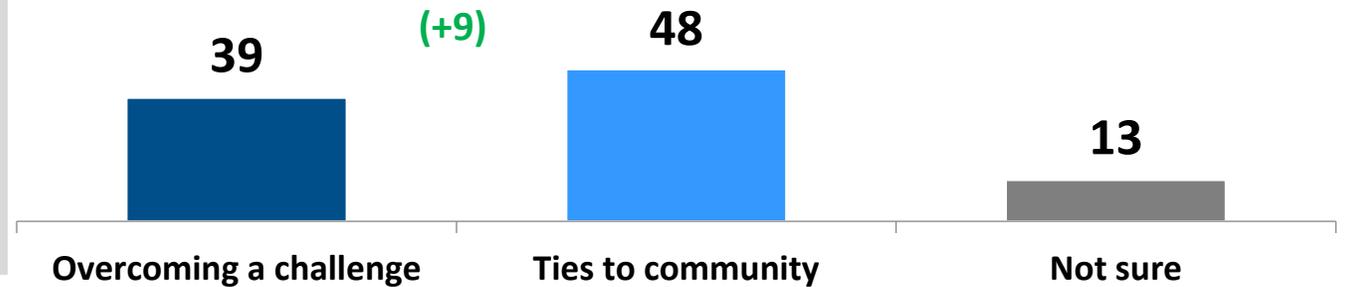
Overcoming a challenge – After a serious accident in my childhood, I realized that my calling in life is to help people. And I did that, first volunteering for the Red Cross, and later passing laws as a state senator. I will never give up on serving my community. That tenacity, that grit, that resilience is not my story alone, it is the story of countless people that I meet every single day. I will use that same spirit as governor to work for you.

Ties to community – I grew up in a small town with a Democratic father and a Republican mother, and owned a small business, and that is where I learned to listen to good ideas and that people want to solve the big problems we face. I took those lessons to the state senate where I worked with Republicans and Democrats on important issues. I know that we're not going to agree on every issue, but I promise as your governor to find common ground.

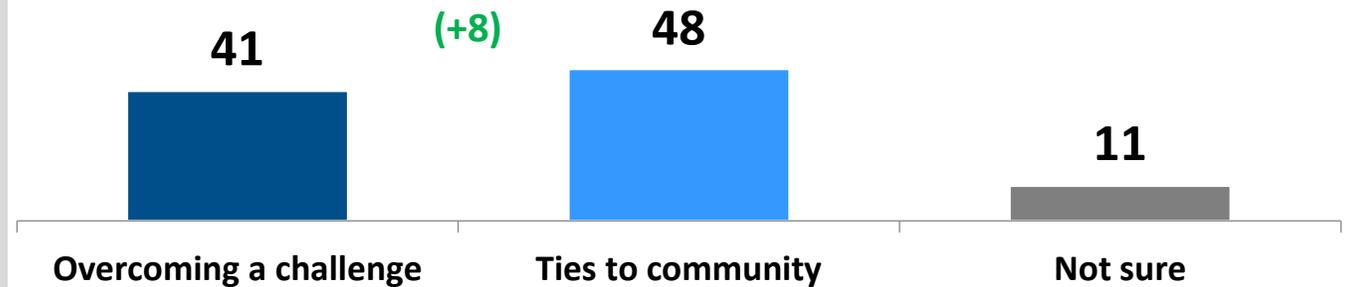
Which candidate do you feel more positive about?



Which candidate seems more qualified?



Which candidate has the better tone to her campaign?



Across party identification and among white voters, voters feel more positive about and believe the candidate who talks about ties to her community is more qualified and has a better tone than the candidate who has overcome a challenge. However, Black, Latinx, AAPI, and Native voters split between the two candidates.

Overcoming a challenge – After a serious accident in my childhood, I realized that my calling in life is to help people. And I did that, first volunteering for the Red Cross, and later passing laws as a state senator. I will never give up on serving my community. That tenacity, that grit, that resilience is not my story alone, it is the story of countless people that I meet every single day. I will use that same spirit as governor to work for you.

Ties to community – I grew up in a small town with a Democratic father and a Republican mother, and owned a small business, and that is where I learned to listen to good ideas and that people want to solve the big problems we face. I took those lessons to the state senate where I worked with Republicans and Democrats on important issues. I know that we’re not going to agree on every issue, but I promise as your governor to find common ground.

Which candidate do you feel more positive about?

Which candidate seems more qualified?

Which candidate has the better tone to her campaign?

	Party ID			Race				
	D	I	R	W	B	L	AAPI	NA
Overcome a Challenge	42	36	41	39	47	45	47	46
Ties to Community	49	53	50	50	45	51	49	49

	Party ID			Race				
	D	I	R	W	B	L	AAPI	NA
Overcome a Challenge	41	36	39	37	48	51	45	46
Ties to Community	47	50	50	49	43	44	49	47

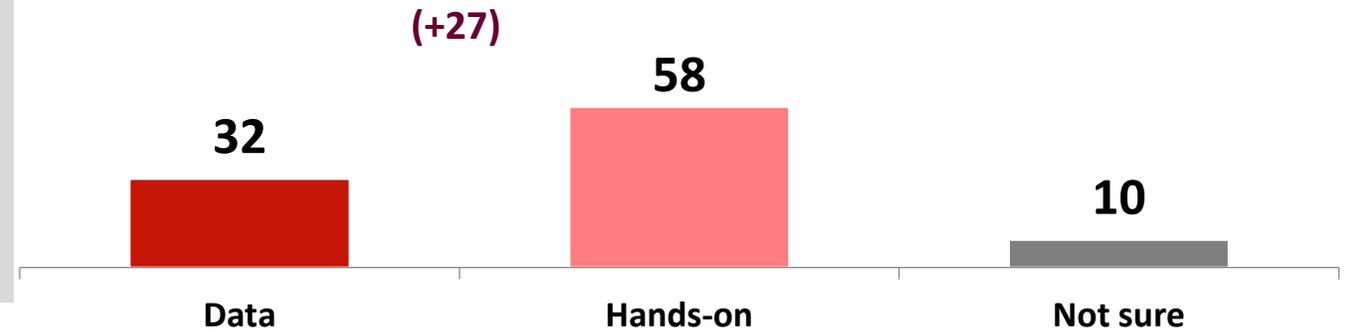
	Party ID			Race				
	D	I	R	W	B	L	AAPI	NA
Overcome a Challenge	42	38	41	40	46	48	45	43
Ties to Community	49	49	48	48	46	48	49	52

Even more dramatically, voters rate the candidate who talks about being hands-on and involved much higher on positive feelings, qualifications, and tone than the candidate who uses data.

Data – I'll give you an example. In school district five right now, 82% of kids go to underperforming schools. In school district seven, 0% of students are in an underperforming school. If I am elected governor, I will focus the state's investments on school districts like district five. We need to reinvest the communities that need us most, and data is telling that story, and I can't wait to get to work.

Hands-on – There are areas in our state that have been consistently left out of the equation. If I am elected, I will be a hands-on leader. My plan is to look at those specific underperforming school districts and focus on them. And you won't hear me spouting statistics. You're going to see me hands-on in the community, listening to the people who are impacted and working with the teachers, parents, and students.

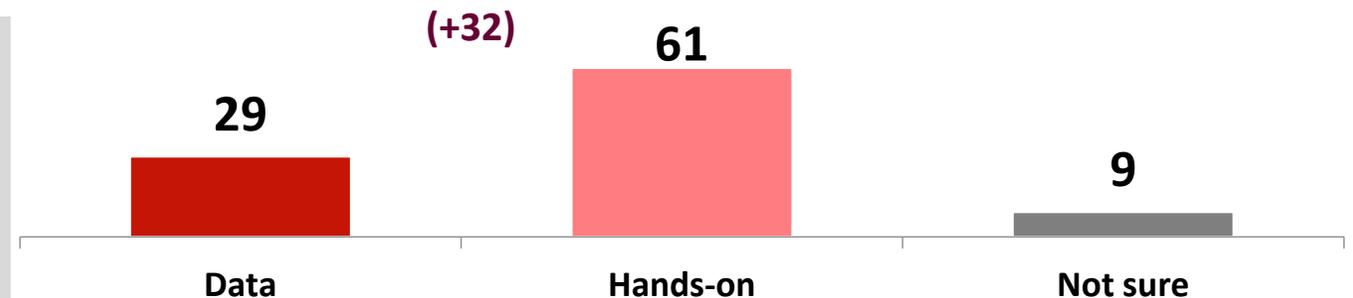
Which candidate do you feel more positive about?



Which candidate seems more qualified?



Which candidate has the better tone to her campaign?



Across party identification and race, voters far prefer the candidate who is hands-on over the data-using candidate.

Data – I'll give you an example. In school district five right now, 82% of kids go to underperforming schools. In school district seven, 0% of students are in an underperforming school. If I am elected governor, I will focus the state's investments on school districts like district five. We need to reinvest the communities that need us most, and data is telling that story, and I can't wait to get to work.

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	Party ID			Race				
	D	I	R	W	B	L	AAPI	NA
Which candidate do you feel more positive about?								
Data	37	30	28	31	25	38	40	45
Hands-on	56	57	62	58	67	58	56	53

	Party ID			Race				
	D	I	R	W	B	L	AAPI	NA
Which candidate seems more qualified?								
Data	36	30	30	32	25	39	42	44
Hands-on	55	56	57	54	65	57	53	51

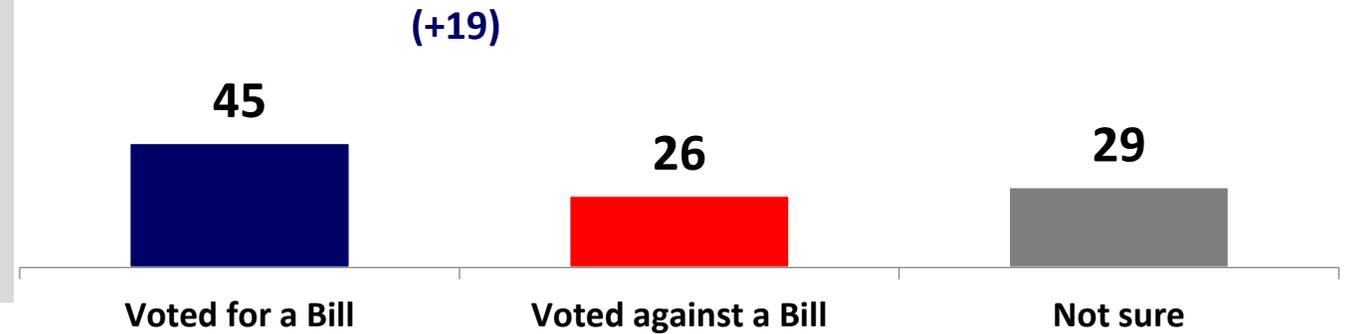
	Party ID			Race				
	D	I	R	W	B	L	AAPI	NA
Which candidate has the better tone to her campaign?								
Data	34	26	26	28	27	39	43	37
Hands-on	59	63	65	62	67	56	53	60

Voters prefer a woman candidate talking about her positive vision, even in a response. Voters prefer the candidate who “voted for a bill” (who is critiquing her opponent) over the candidate who “voted against a bill” (who is responding to the critique).

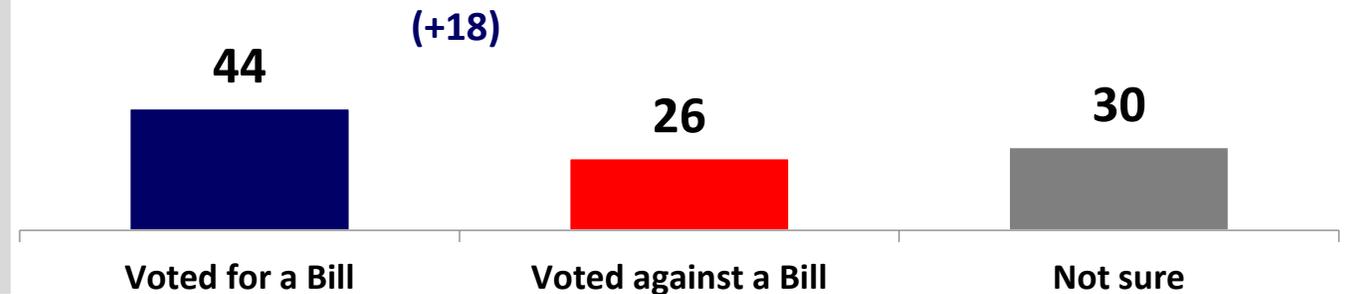
Voted For a Bill – I’m proud to have voted for an investment in affordable housing and rental relief for 50 million dollars because it is keeping people in their homes. We helped 3,400 households, and 70 percent have a young child at home. It is disappointing to hear anyone on this stage disagree with this bill, especially from someone whose family benefits from a real estate company that the Gazette Newspaper reports routinely evicts people across the state.

Voted Against a Bill – I had real concerns with the bill my opponent is talking about, and I did vote against it at the urging of my constituents because it was too much spending and would raise taxes, which my opponent favors. I’m disappointed that my opponent thinks it is appropriate to bring up my family and their business. I am concerned about the families in this state. That is why I’m looking to serve as governor.

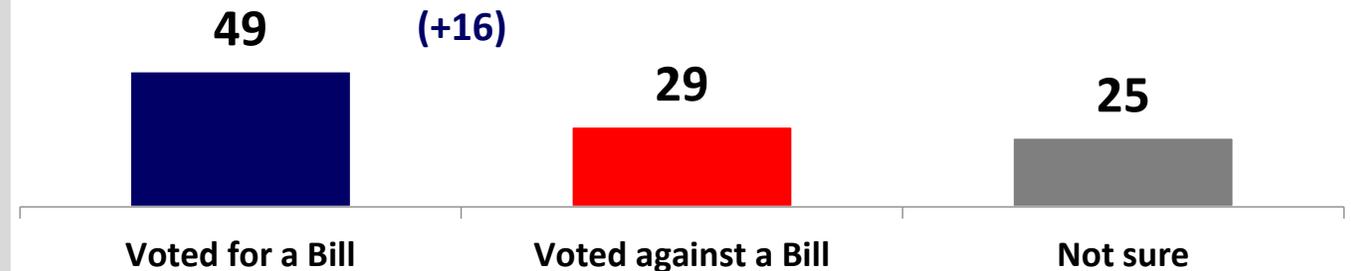
Which candidate do you feel more positive about?



Which candidate seems more qualified?



Which candidate has the better tone to her campaign?



This debate pairing is the most polarizing for partisans. While Democrats respond to the candidate making the critique, Republicans respond more to the candidate responding. Across race, voters tend to favor the candidate making the critique, but AAPI voters are split on qualifications.

Voted For a Bill – I'm proud to have voted for an investment in affordable housing and rental relief for 50 million dollars because it is keeping people in their homes. We helped 3,400 households, and 70 percent have a young child at home. It is disappointing to hear anyone on this stage disagree with this bill, especially from someone whose family benefits from a real estate company that the Gazette Newspaper reports routinely evicts people across the state.

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Which candidate do you feel more positive about?

	Party ID			Race				
	D	I	R	W	B	L	AAPI	NA
For a Bill	59	43	33	41	63	61	52	53
Against a Bill	17	25	36	26	18	26	39	37

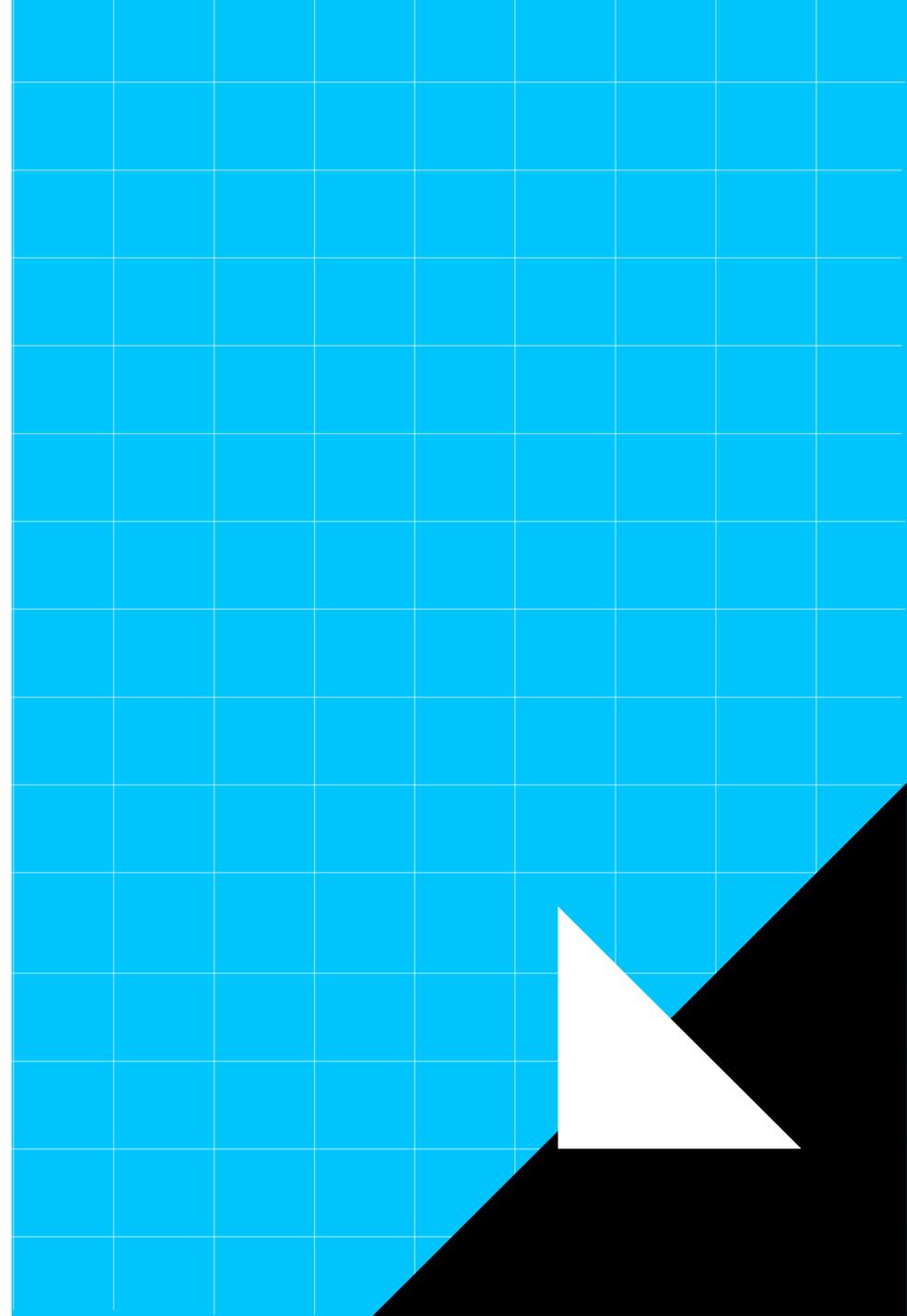
Which candidate seems more qualified?

	Party ID			Race				
	D	I	R	W	B	L	AAPI	NA
For a Bill	58	43	31	40	62	62	46	51
Against a Bill	17	25	37	26	18	28	44	38

Which candidate has the better tone to her campaign?

	Party ID			Race				
	D	I	R	W	B	L	AAPI	NA
For a Bill	59	44	33	42	61	56	49	53
Against a Bill	20	29	39	29	20	33	42	38

Images of Women Candidates



When asked to react to photos of fictional women candidates, participants immediately judged women for their clothing and appearances, including traits like their race, hair, posture, and clothing. How the candidates looked helped participants craft their own narratives around the women's agendas and political parties.

Participants responded to everything in images...

They paid close attention to body language and found women with crossed arms to be out of touch or stubborn.

- “I find that she looks confident but maybe not friendly. That was my comment. I don't know. It appears, and we can't see her arms, but it appears that her arms are crossed with her body language. So, for me, her body language just looks a little more closed off, and kind of like, she's pretty self-assured but isn't necessarily open to hearing from anybody.” – **White Ticket-Splitting Woman**

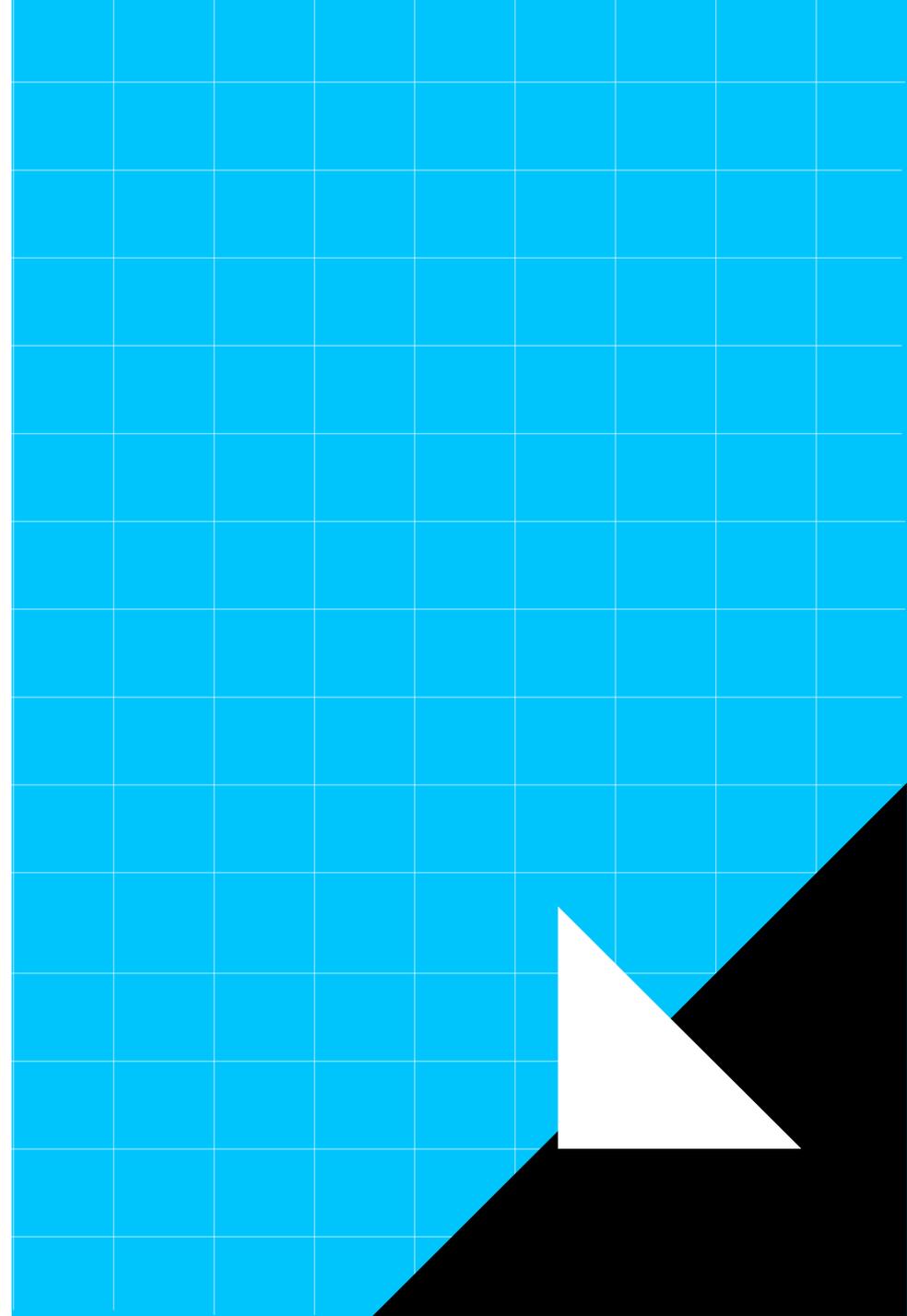
They viewed backgrounds and objects in photos as intentional and symbolic choices for women. Having people in the background, for example, could mean a candidate has many supporters. They imbued everything with meaning.

- “My opinion is only because the Democrat, she's pictured with people. The Republican is sitting there on a computer, for her it's all about the data... And not the people.” – **Latino Man**

Their one consistent critique about women's appearance was about how put together they looked. It is important in campaign materials to look polished and neat.

- “I would say, while they're kind of posed the same, they have both have the same jacket kind of look, I think that what kind of took away from this particular candidate in this picture is that her shirt is all disheveled. You know, what I'm saying? It's like she didn't take the time to make sure that her appearance was professional. So, I think that that takes away from her when it comes down to the Republican Party candidate looking a little bit more polished. That doesn't necessarily mean that to be the truth, but that is going to be the perception of people when they see it. I mean, like I said, their hair is even kind of similar in the fact that it's kind of not all pulled together. But that shirt, that kind of was like you didn't care enough to make sure.” – **Weak Democratic man**

Profiles



	White Dem, White Rep	Black Dem, White Rep	Latina Dem, White Rep	AAPI Dem, white Rep	Latina Rep, white Dem	AAPI Rep, white Dem
Democratic Woman						
Republican Woman						



Summary of Message Ratings

On the dials, there is not much difference overall between any of the photo and profile combinations. Partisans as equally enthusiastic.

As expected, Democratic voters rate the Democratic candidates higher than the Republican candidates. The candidates with the highest mean dial ratings are:



Independents rate several women from both parties in their top tier.

As predicted, Republicans also rate Republican women higher than Democratic women. The candidates with the highest mean dials are:



Summary of Message Ratings	Mean Dial Rating			
	Total	Dem	Ind	Rep
Dem Candidate - Dem AAPI/Rep white	67	71	68	64
Dem Candidate - Dem Black/Rep white	67	73	67	60
Dem Candidate- Dem Latina/Rep white	66	71	65	62
Dem Candidate- Dem white/Rep white	66	71	66	63
Dem Candidate - Rep AAPI/Dem white	66	74	65	58
Dem Candidate - Rep Latina/Dem white	66	69	66	63
Rep Candidate – Dem Black/Rep white	66	61	65	71
Rep Candidate - Dem AAPI/Rep white	65	56	66	74
Rep Candidate - Dem white/Rep white	64	58	62	72
Rep Candidate – Rep AAPI/Dem white	64	60	64	68
Rep Candidate - Rep Latina/Dem white	63	59	63	68
Rep Candidate - Dem Latina/Rep white	63	56	63	69

Summary of Message Ratings – Among Independents

Among Independents, gender of the voter matters.

Independents who are men give both candidates the highest dial/unconscious ratings in the race between an AAPI Democratic woman and a white Republican woman.

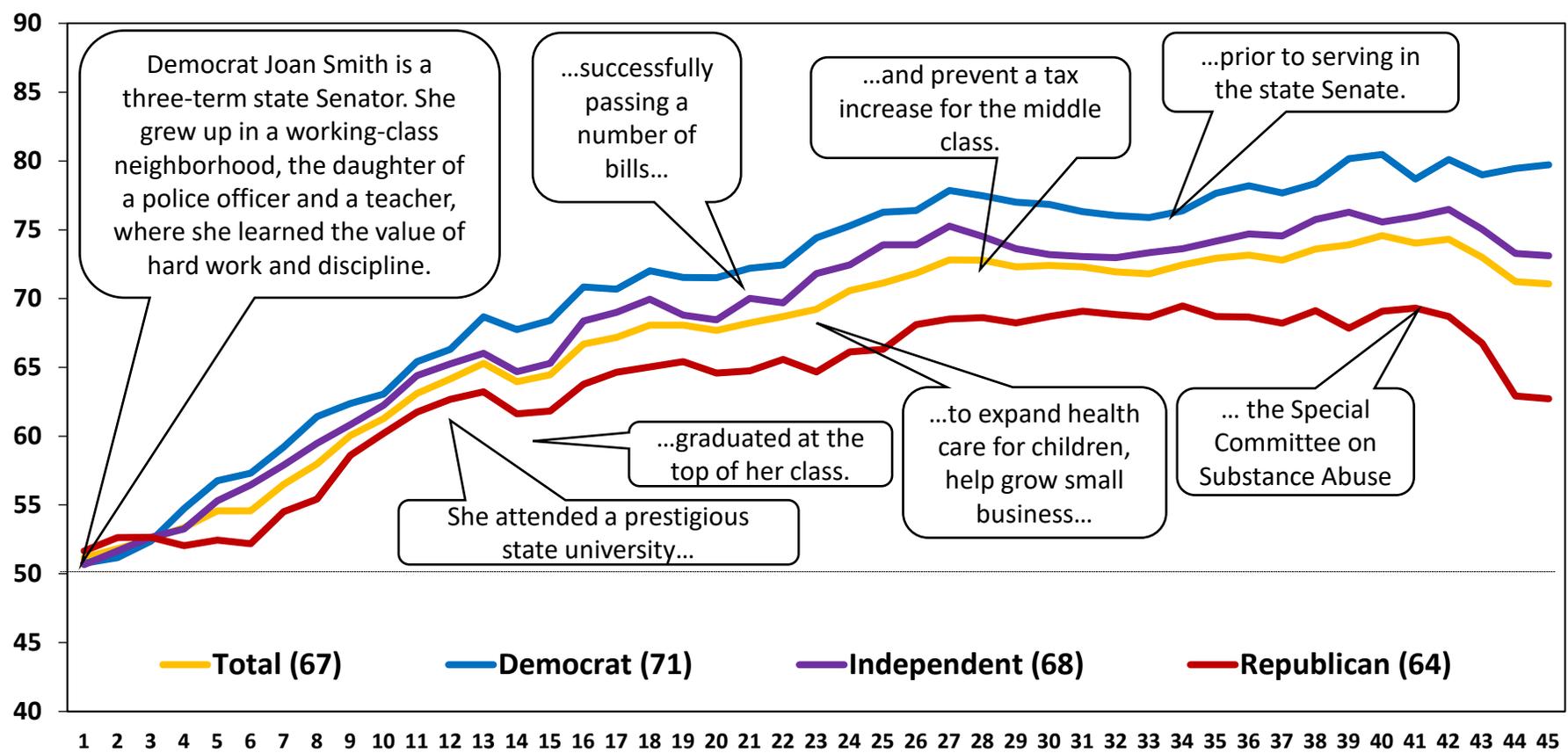
Independents who are women give all the Democratic candidates and the Republican AAPI woman the highest dial/unconscious ratings.

Summary of Message Ratings	Mean Dial Rating			
	Total	Ind	Ind Men	Ind Women
Dem Candidate - Dem AAPI/Rep white	67	68	69	68
Dem Candidate - Dem Black/Rep white	67	67	65	69
Dem Candidate- Dem Latina/Rep white	66	65	61	68
Dem Candidate- Dem white/Rep white	66	66	63	67
Dem Candidate - Rep AAPI/Dem white	66	65	62	67
Dem Candidate - Rep Latina/Dem white	66	66	62	70
Rep Candidate – Dem Black/Rep white	66	65	65	65
Rep Candidate - Dem AAPI/Rep white	65	66	68	64
Rep Candidate - Dem white/Rep white	64	62	58	64
Rep Candidate – Rep AAPI/Dem white	64	64	61	67
Rep Candidate - Rep Latina/Dem white	63	63	60	66
Rep Candidate - Dem Latina/Rep white	63	63	63	62

Democratic Woman – AAPI Democrat v. White Republican by PID



Although slow to start, demonstrating that record can often be a better start than bio, across party voters steadily dial up throughout. However, Republicans and Independents sharply dial down at the end when her leadership position on the Special Committee on Substance Abuse is mentioned.



Democrat Joan Smith is a three-term state Senator. She grew up in a working-class neighborhood, the daughter of a police officer and a teacher, where she learned the value of hard work and discipline. She attended a prestigious state university and graduated at the top of her class.

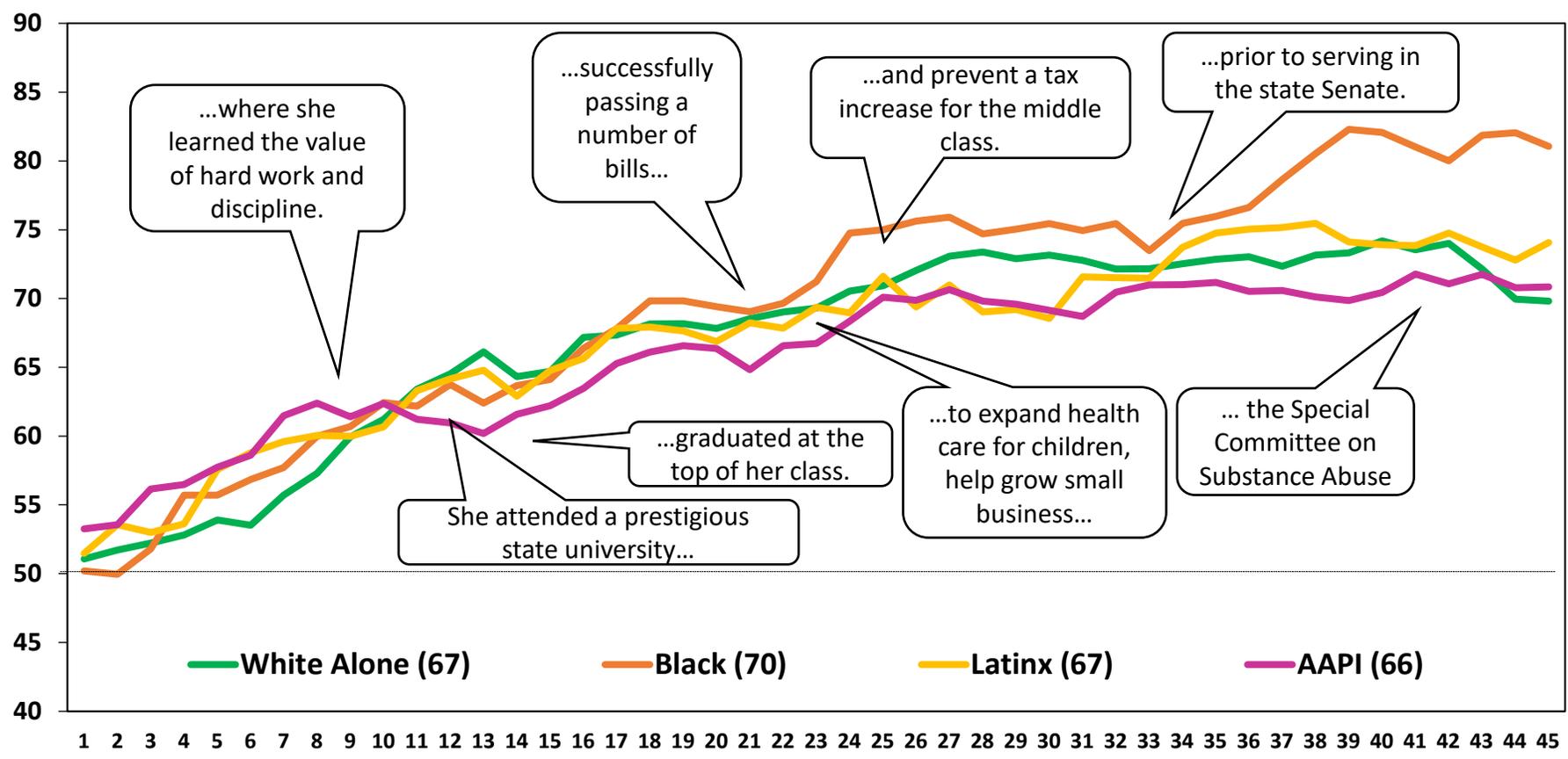
Senator Joan Smith is known in the state legislature for successfully passing a number of bills to expand health care for children, help grow small business, and prevent a tax increase for the middle class. She began her political career as a County Supervisor prior to serving in the state Senate. She has held leadership positions and is on the Finance Committee, Health Committee, and the Special Committee on Substance Abuse in the State Senate. She is endorsed by the teacher’s union and the small business alliance.

*Split-sampled question – Split D

Democratic Woman – AAPI Democrat v. White Republican by Race



Black voters continuously dial up throughout the statement, whereas white, Latinx, and AAPI voters dial up then flatline around the middle of the statement. Black voters really liked hearing about her leadership positions on the specific committees. White, Latinx, and AAPI voters liked the part about preventing a tax increase for the middle class.



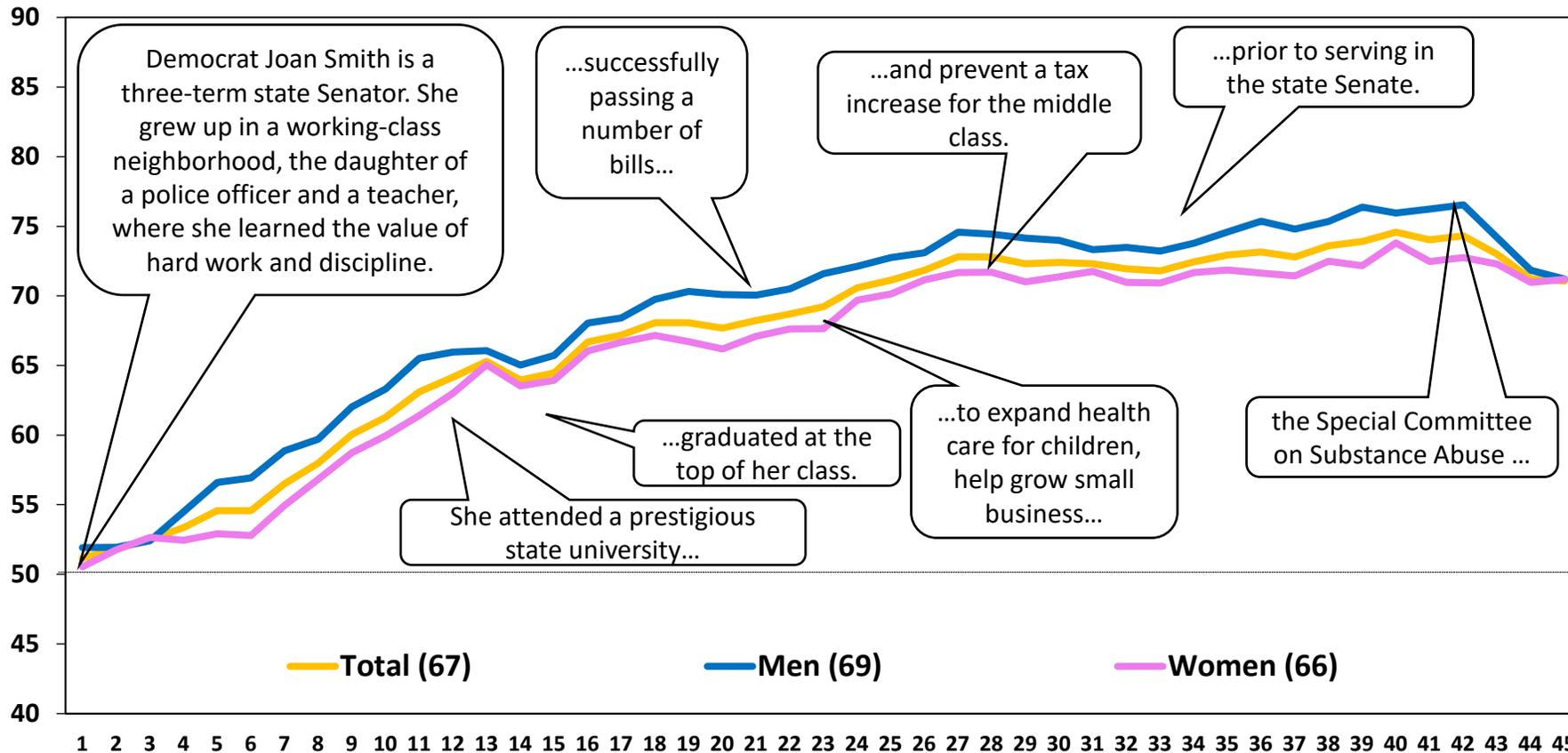
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*Split-sampled question – Split D

Democratic Woman – AAPI Democrat v. White Republican by Gender

Both men and women are quick to dial up. They both have similar reactions to parts of the statement. However, men sharply dial down at the end when the Substance Abuse Special Committee is mentioned.



Democrat Joan Smith is a three-term state Senator. She grew up in a working-class neighborhood, the daughter of a police officer and a teacher, where she learned the value of hard work and discipline. She attended a prestigious state university and graduated at the top of her class.

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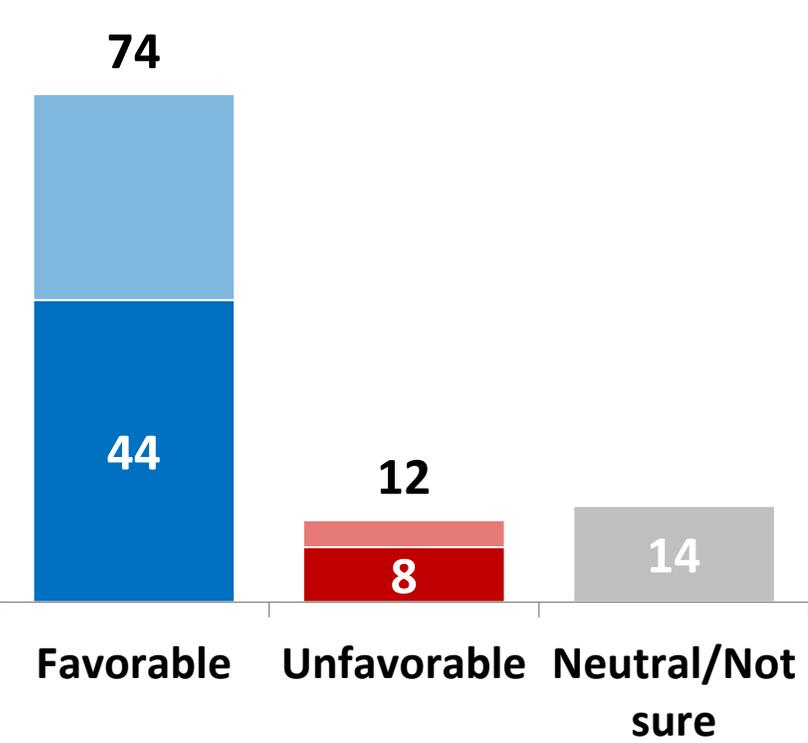
*Split-sampled question – Split D

Democratic Woman – AAPI Democrat v. White Republican

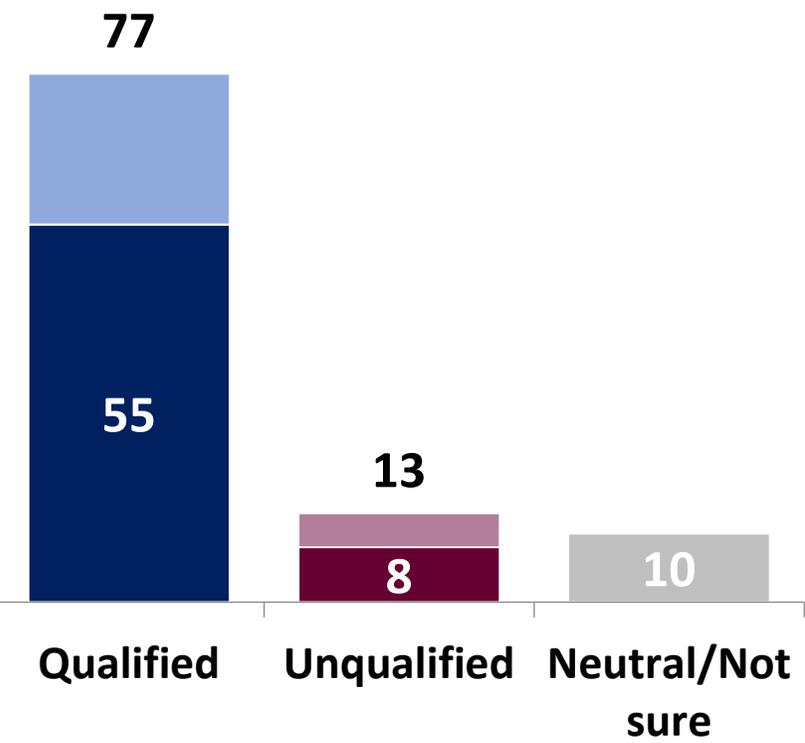
An AAPI Democratic woman running against a white Republican woman is seen as favorable and qualified to about three-quarters of voters. Over half see her as very qualified. However, on the ballot, she is tied.



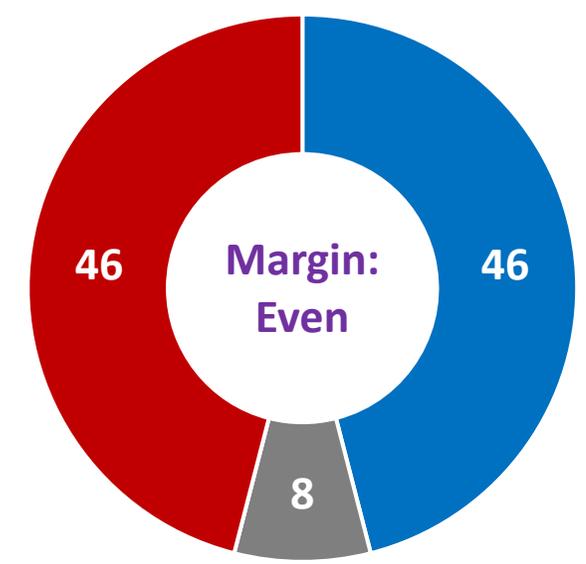
Based on what you just heard, how favorable do you feel toward Democrat Joan Smith?



Based on what you just heard, how qualified does Democrat Joan Smith seem?



Based on what you just heard, if the election for Governor was held today, and the candidates were {ROTATE} Democrat Joan Smith and Republican Kathy Green, for whom would you vote, or are you undecided?



Rated 51-79	Rated 26-49	Rated 51-79	Rated 26-49
Rated 80-100	Rated 0-25	Rated 80-100	Rated 0-25

*Split-sampled question – Split D

Democratic Woman – AAPI Democrat v. White Republican



Across race, party ID, and gender, voters feel favorably and believe she is qualified. Latinx voters rate her higher on favorability than qualifications. She wins the ballot among Democrats, Independents, voters of color, and women, but loses Republicans, white voters, and men reflecting how polarized things are and how tough it is for Democrats right now.

	% Favorable	% Qualified	Margin on the Ballot
Total	74	77	Even
Democrats	94	93	+80
Independents	82	84	+7
Republicans	55	62	-76
White	72	76	-7
Black^	86	88	+57
Latinx^	87	80	+5
AAPI^	84	88	+5
Men	77	78	-6
Women	73	77	+5

WHAT WORKS

- ✓ People like her working-class roots and that she graduated at the top of her class.
- ✓ People like her issue portfolio and accomplishments.
- ✓ It is strong to share what she did prior to serving in the state Senate.

WHAT FALLS SHORT

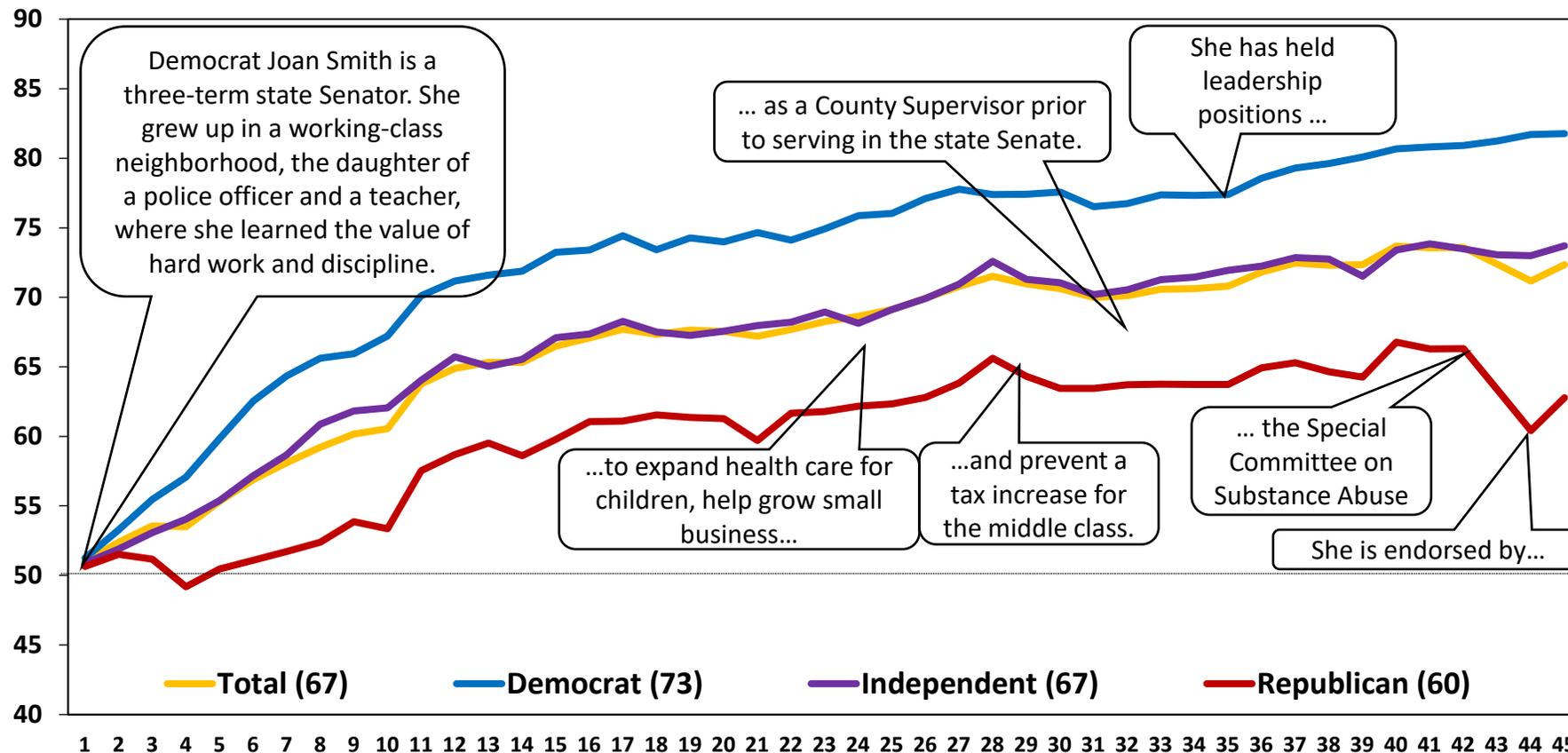
- X The take-off is delayed.
- X Independents and Republicans dial down when the profile mentions her higher education experience and being on the Special Committee on Substance Abuse. Men also dial down sharply on the Substance Abuse committee.
- X Independents dial down on preventing a middle-class tax hike.

*Split-sampled question – Split D

^Note small sample size

Democratic Woman – Black Democrat v. White Republican by PID

Democrats are quick to dial up on this candidate, whereas Republicans remain at an unconscious dial rating of around 60 throughout the statement. Independents and overall voters have generally positive feelings toward this candidate. Interestingly, Republicans sharply dial down when hearing of her leadership position on the Special Committee on Substance Abuse.



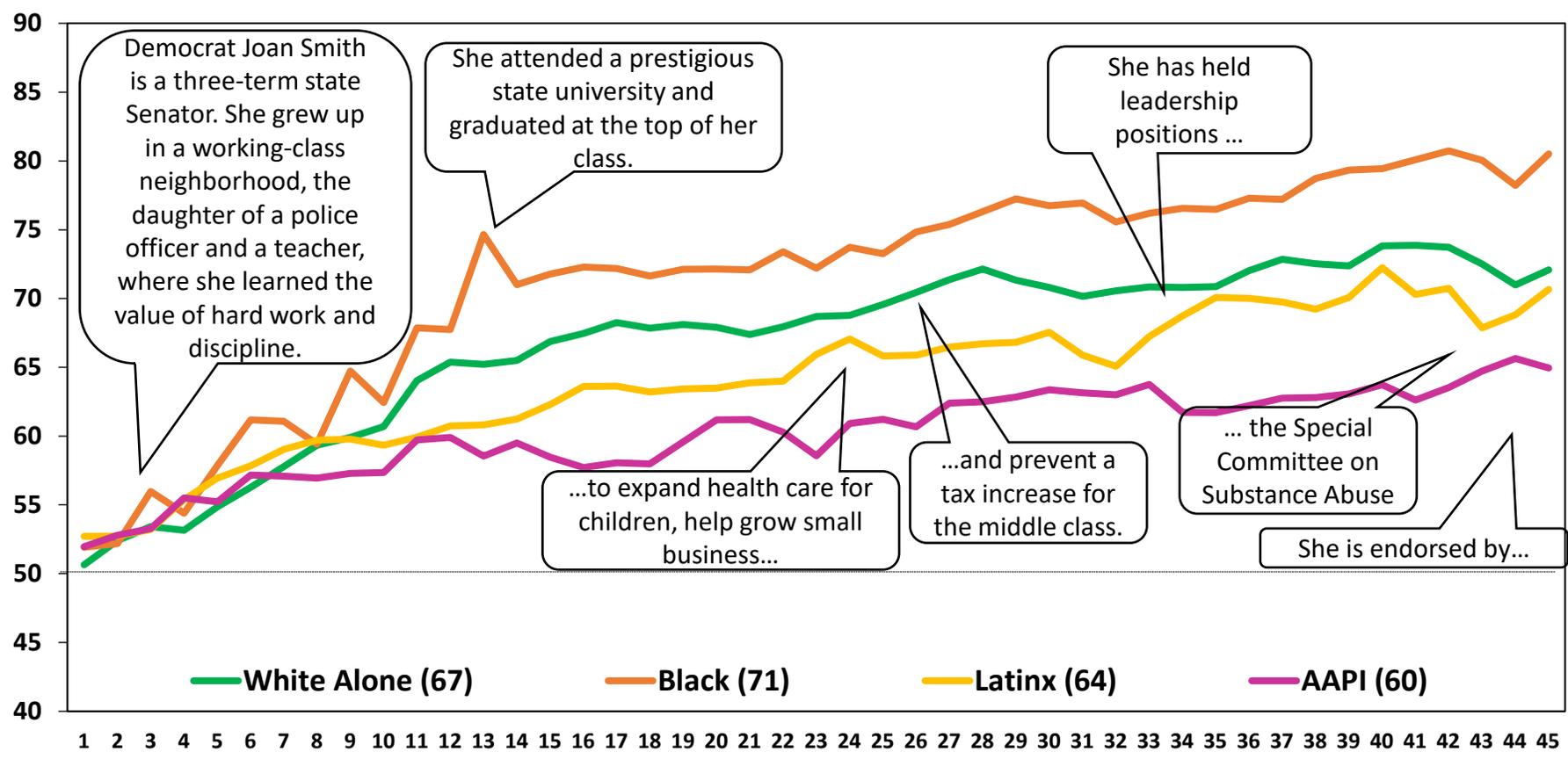
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*Split-sampled question – Split B

Democratic Woman – Black Democrat v. White Republican by Race

Black voters sharply dial up at the mention of this candidate attending a prestigious state university and graduating at the top of her class. White, Black, Latinx, and AAPI voters differ on the scale of their rating throughout the statement. Everyone dials up at hearing who she is endorsed by and Latinx voters particularly like hearing that she has held leadership positions.



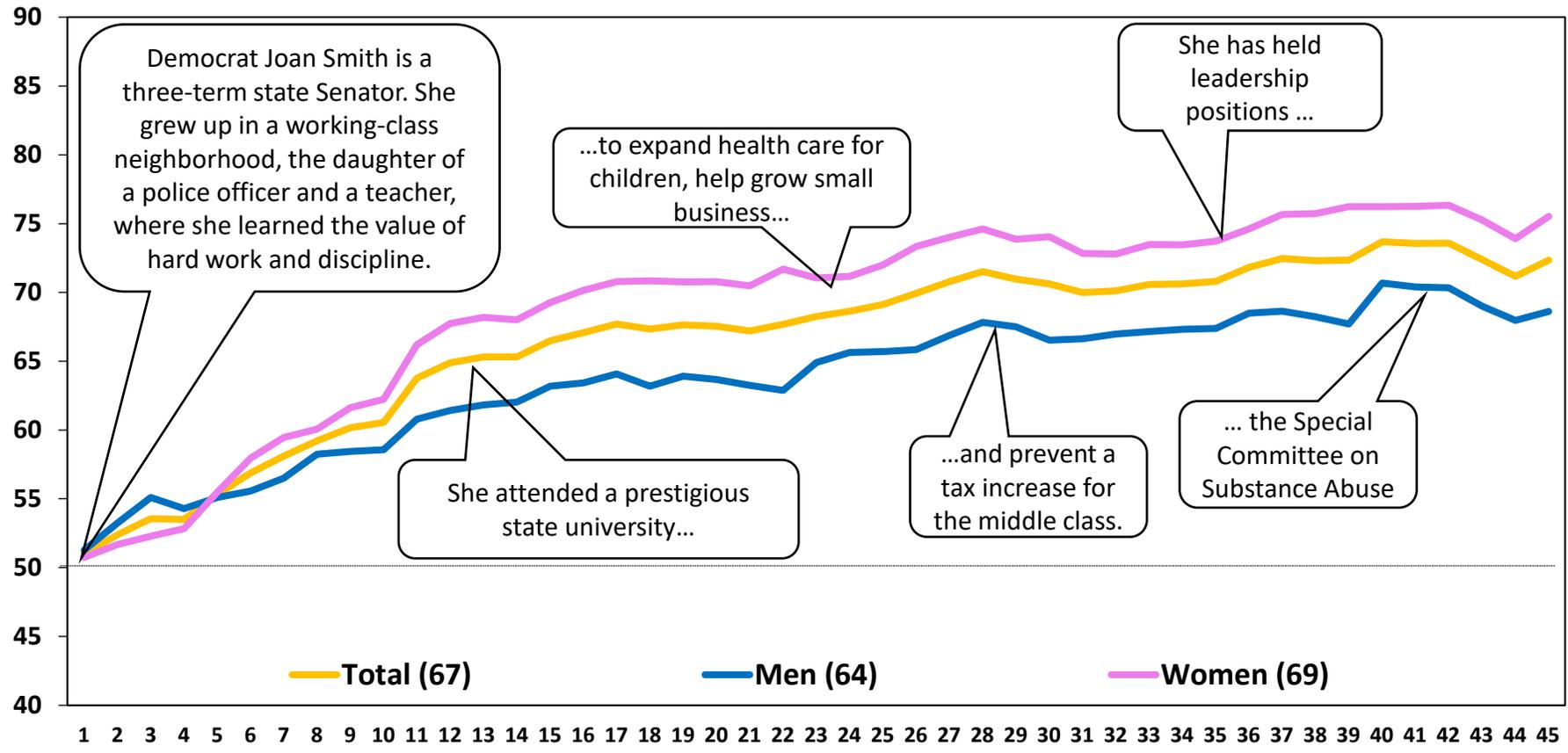
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*Split-sampled question – Split B

Democratic Woman – Black Democrat v. White Republican by Gender

Women have a quick takeoff, whereas men hesitantly dial up throughout the statement. After hearing she attended a prestigious state university, women increasingly dial up from that point on. The men dial down upon hearing she prevented a tax increase for the middle class and was on the Special Committee on Substance abuse but dial back up when they hear her endorsements.



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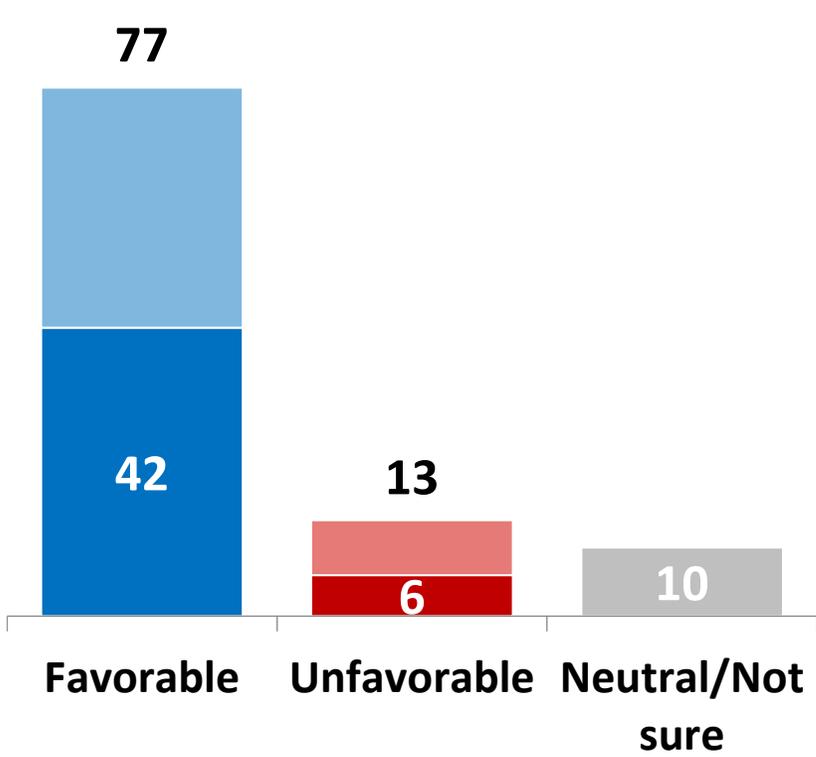
*Split-sampled question – Split B

Democratic Woman – Black Democrat v. White Republican

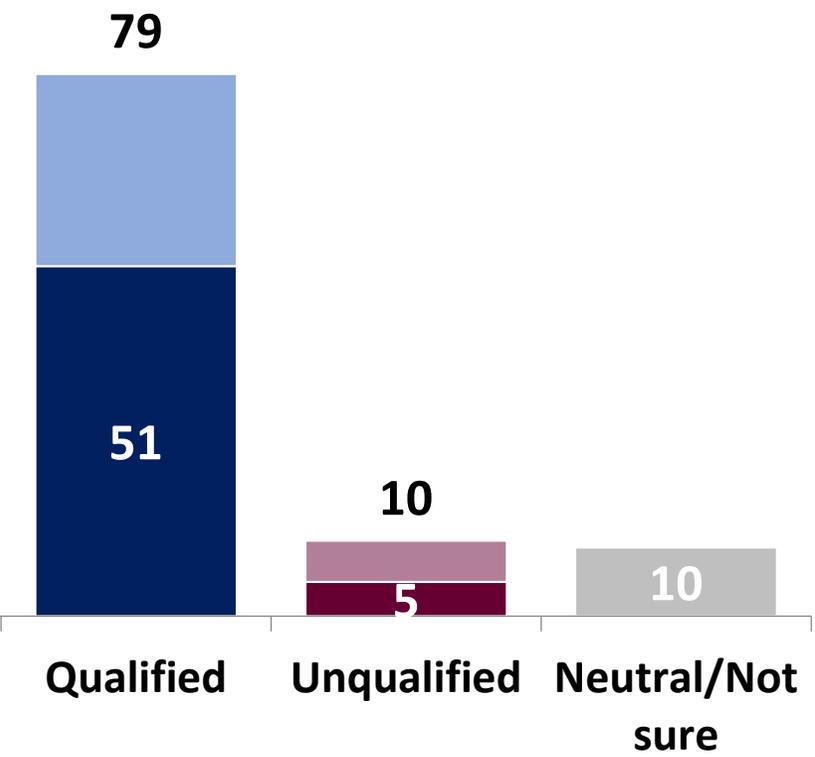


A Black Democratic woman running against a white Republican woman is seen as favorable and qualified to over three-quarters of voters. About half see her as very qualified. On the ballot, she wins by a double-digit margin.

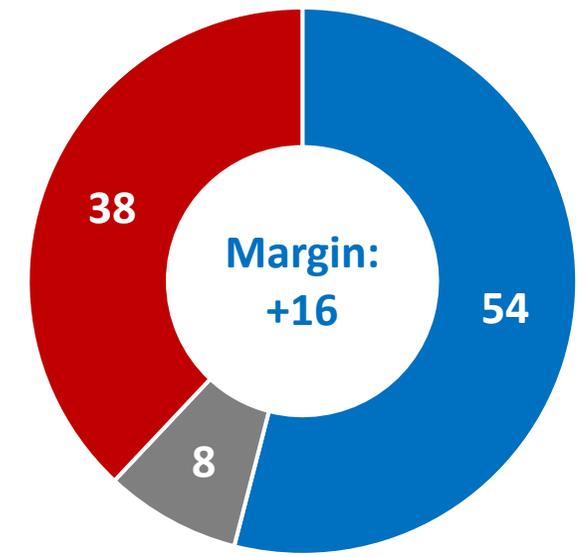
Based on what you just heard, how favorable do you feel toward Democrat Joan Smith?



Based on what you just heard, how qualified does Democrat Joan Smith seem?



Based on what you just heard, if the election for Governor was held today, and the candidates were {ROTATE} Democrat Joan Smith and Republican Kathy Green, for whom would you vote, or are you undecided?



Rated 51-79	Rated 26-49	Rated 51-79	Rated 26-49
Rated 80-100	Rated 0-25	Rated 80-100	Rated 0-25

*Split-sampled question – Split B

Democratic Woman – Black Democrat v. White Republican

Across race and party ID, voters feel favorably and believe she is qualified, and they rate the two dimensions similarly. She wins the ballot among every key subgroup except for Republicans.



	% Favorable	% Qualified	Margin on the Ballot
Total	77	79	+16
Democrats	93	91	+88
Independents	83	85	+23
Republicans	59	65	-63
White	76	78	+8
Black^	84	86	+74
Latinx^	80	81	+27
AAPI^	81	81	+25
Men	76	75	+10
Women	77	83	+21

WHAT WORKS

- ✓ Strong take-off among Democrats and Independents.
- ✓ People like her working-class roots.
- ✓ People like her issue portfolio and accomplishments.
- ✓ It is strong to share she was a County Supervisor prior to serving the in the state Senate.
- ✓ The profile ends on a strong note with her endorsements.

WHAT FALLS SHORT

- X Independents and Republicans dial down when the profile mentions her role on the Committee on Substance Abuse.
- X Independents and Republicans dial down on preventing a middle-class tax hike.

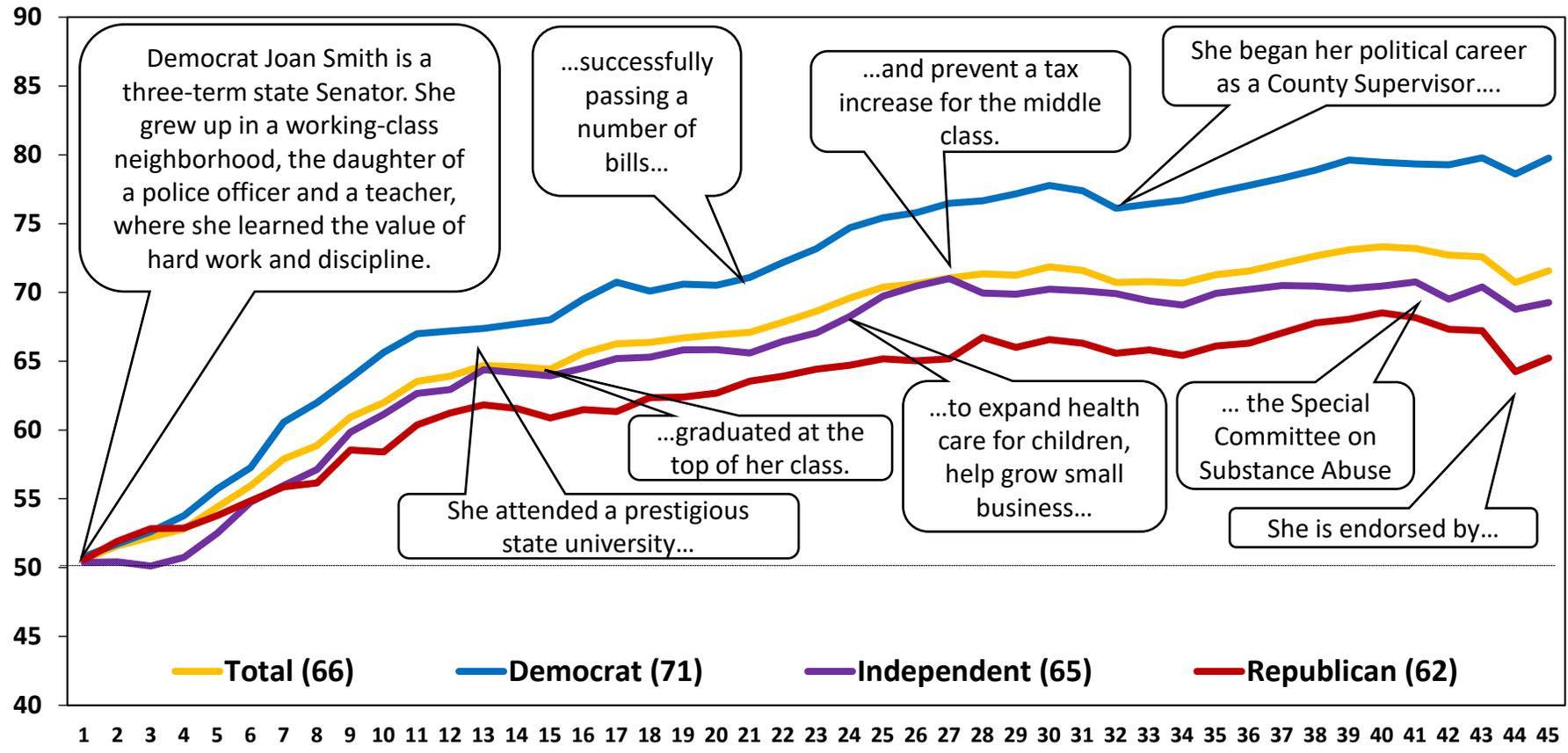
*Split-sampled question – Split B

^Note small sample size

Democratic Woman – Latina Democrat v. White Republican by PID



Independents are very slow to dial up with this candidate, immediately dialing down at the start of the statement. Once they hear that she attended a prestigious state university, they dial up sharply and are closer in ratings to Democrats. However, after hearing the part about preventing the tax increase for the middle class, Independents decline.



Democrat Joan Smith is a three-term state Senator. She grew up in a working-class neighborhood, the daughter of a police officer and a teacher, where she learned the value of hard work and discipline. She attended a prestigious state university and graduated at the top of her class.

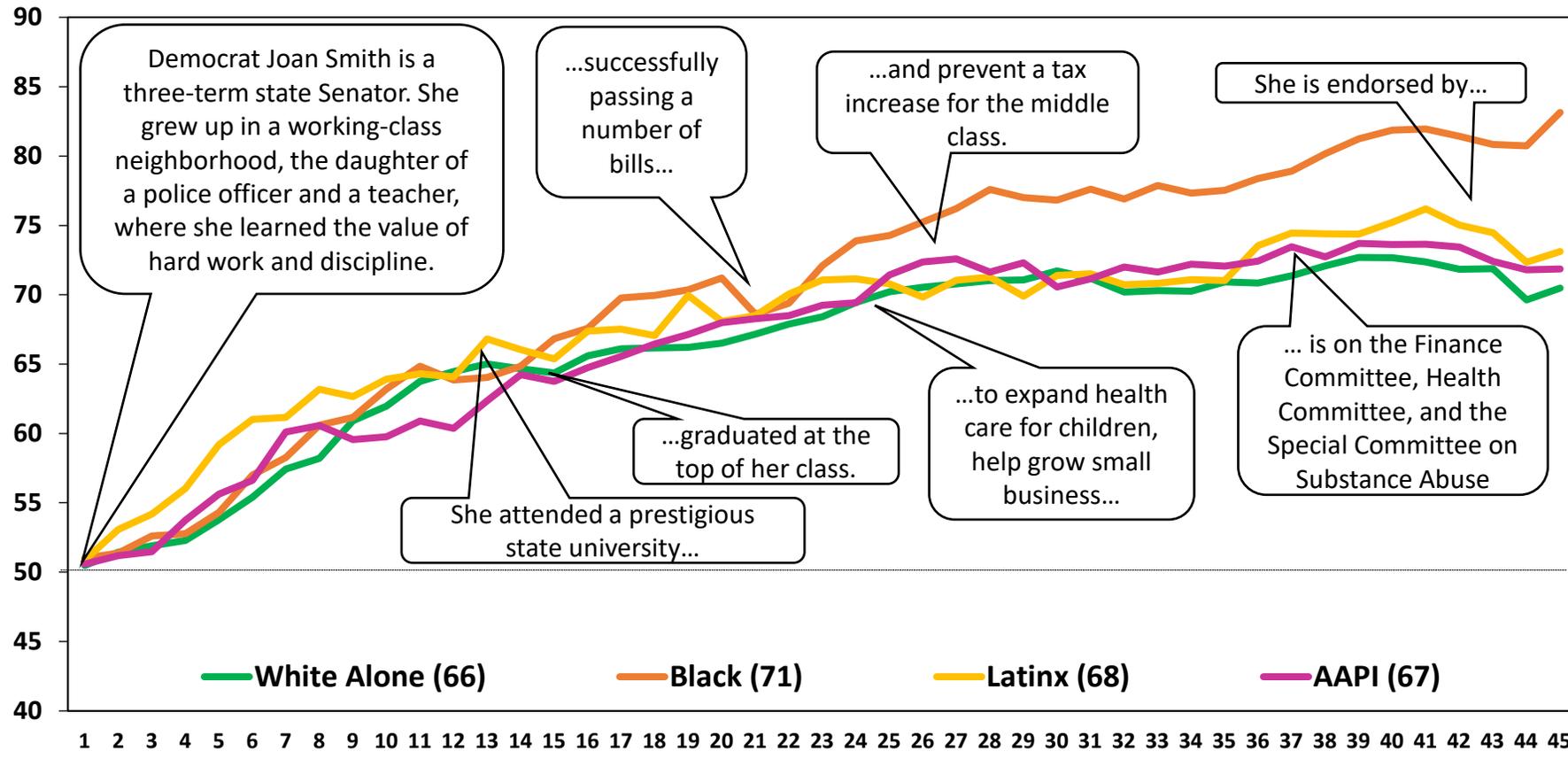
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*Split-sampled question – Split C

Democratic Woman – Latina Democrat v. White Republican by Race



Each voter subgroup by race dials up over the profile, especially Black voters. Black voters start to differentiate, dialing up dramatically, when hearing about the bills that this candidate has successfully passed. Latinx voters have similar unconscious ratings to that of white and AAPI voters, for the Latina candidate.



Democrat Joan Smith is a three-term state Senator. She grew up in a working-class neighborhood, the daughter of a police officer and a teacher, where she learned the value of hard work and discipline.

...successfully passing a number of bills...

...and prevent a tax increase for the middle class.

She is endorsed by...

...graduated at the top of her class.

...to expand health care for children, help grow small business...

... is on the Finance Committee, Health Committee, and the Special Committee on Substance Abuse

She attended a prestigious state university...

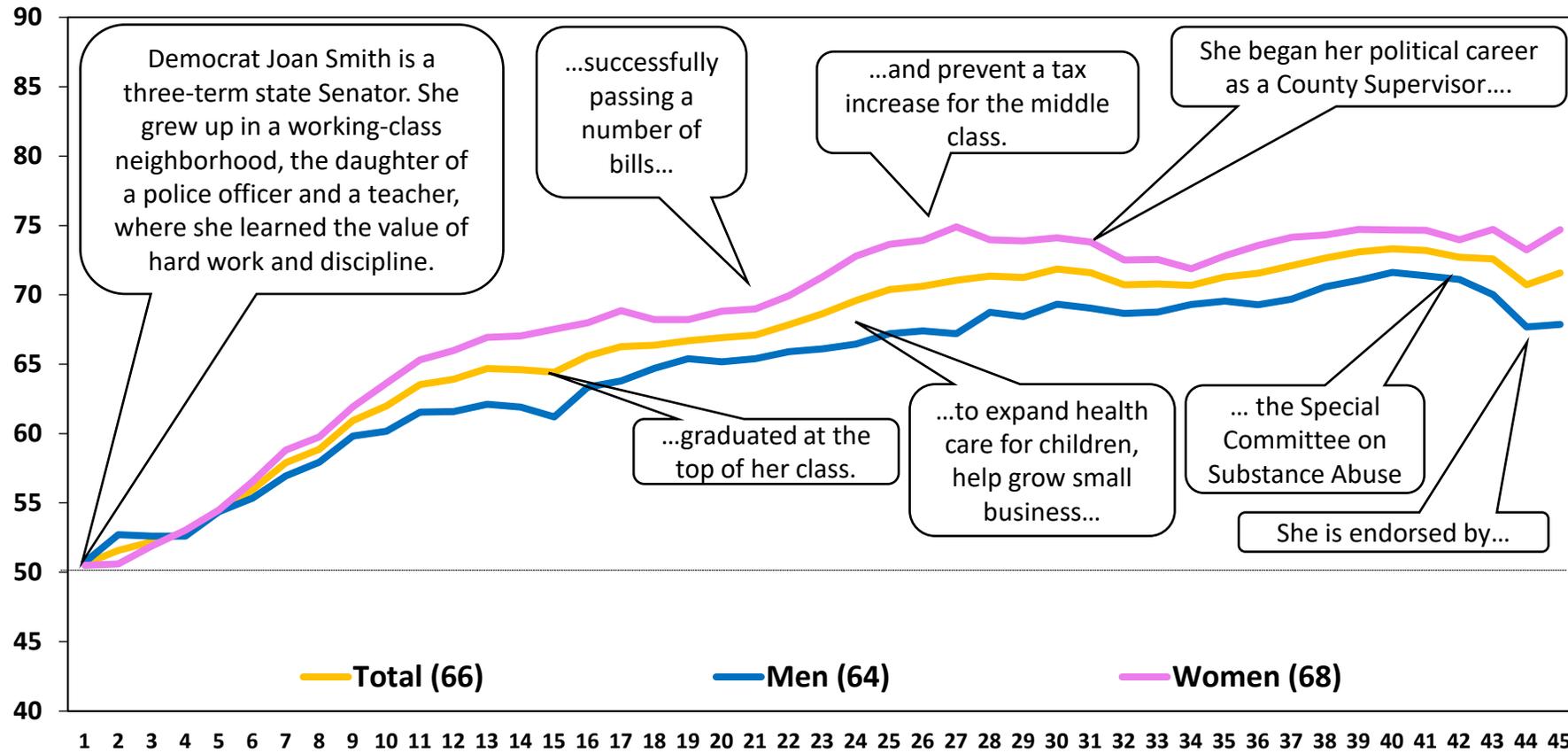
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*Split-sampled question – Split C

Democratic Woman – Latina Democrat v. White Republican by Gender

Women love hearing about her background and the bills she has passed but dial down on preventing a tax increase through the start of her political career. They are more positive about her leadership positions in the Senate. Men steadily dial up but dip down on the Special Committee on Substance Abuse.



Democrat Joan Smith is a three-term state Senator. She grew up in a working-class neighborhood, the daughter of a police officer and a teacher, where she learned the value of hard work and discipline. She attended a prestigious state university and graduated at the top of her class.

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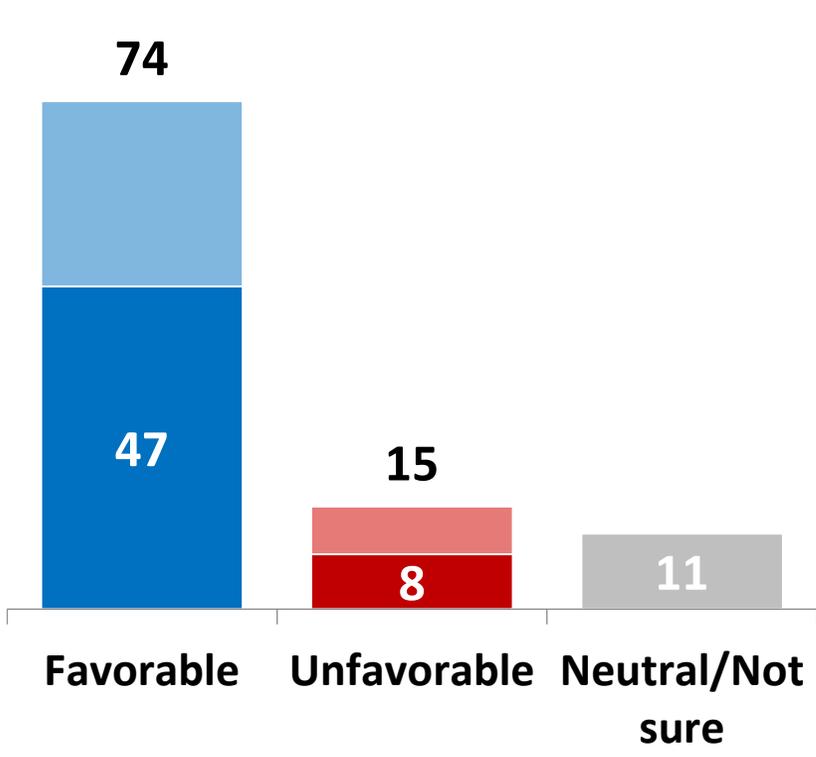
*Split-sampled question – Split C

Democratic Woman – Latina Democrat v. White Republican

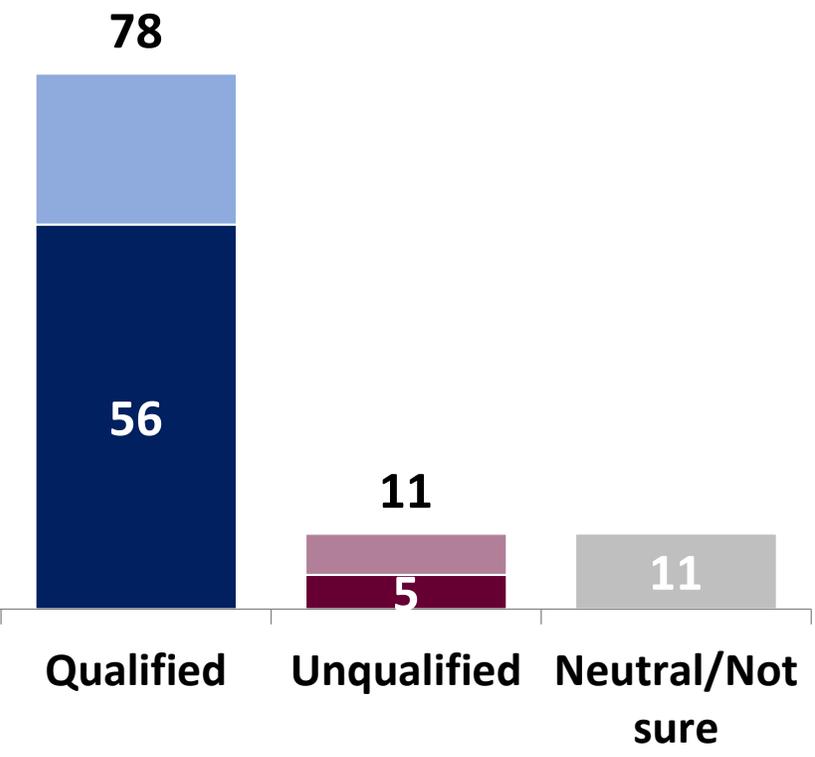
A Latina Democratic woman running against a white Republican woman is seen as favorable and qualified to about three-quarters of voters. Over half see her as very qualified. On the ballot, she hits 50 percent and wins by 6 points.



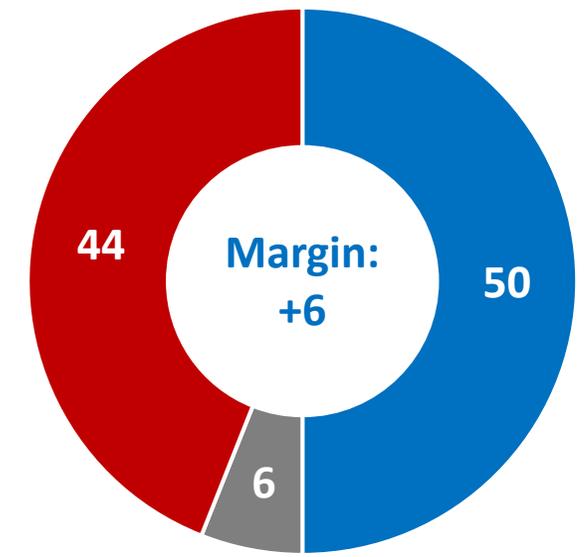
Based on what you just heard, how favorable do you feel toward Democrat Joan Smith?



Based on what you just heard, how qualified does Democrat Joan Smith seem?



Based on what you just heard, if the election for Governor was held today, and the candidates were {ROTATE} Democrat Joan Smith and Republican Kathy Green, for whom would you vote, or are you undecided?



Rated 51-79	Rated 26-49	Rated 51-79	Rated 26-49
Rated 80-100	Rated 0-25	Rated 80-100	Rated 0-25

*Split-sampled question – Split C

Democratic Woman – Latina Democrat v. White Republican

Across race and party ID, voters feel favorably and believe she is qualified. Black and Latinx voters rate her higher on favorability than qualifications; AAPI voters rate her higher on qualifications. In the ballot, she only loses Republicans and splits the vote among white voters.



	% Favorable	% Qualified	Margin on the Ballot
Total	74	78	+6
Democrats	91	95	+82
Independents	72	78	+1
Republicans	59	63	-70
White	71	76	-2
Black^	92	86	+58
Latinx^	85	79	+28
AAPI^	77	89	+10
Men	70	70	Even
Women	78	84	+10

WHAT WORKS

- ✓ People like her working-class roots.
- ✓ People like her issue portfolio and accomplishments.
- ✓ It is helpful to share she was a County Supervisor prior to serving the in the state Senate.
- ✓ The profile ends on a strong note with her endorsements.

WHAT FALLS SHORT

- X Slow take-off.
- X Independents and Republicans dial down when the profile mentions attending a state school, preventing a middle-class tax hike, and her role on the Committee on Substance Abuse.
- X Men also dial down on the Committee on Substance Abuse.

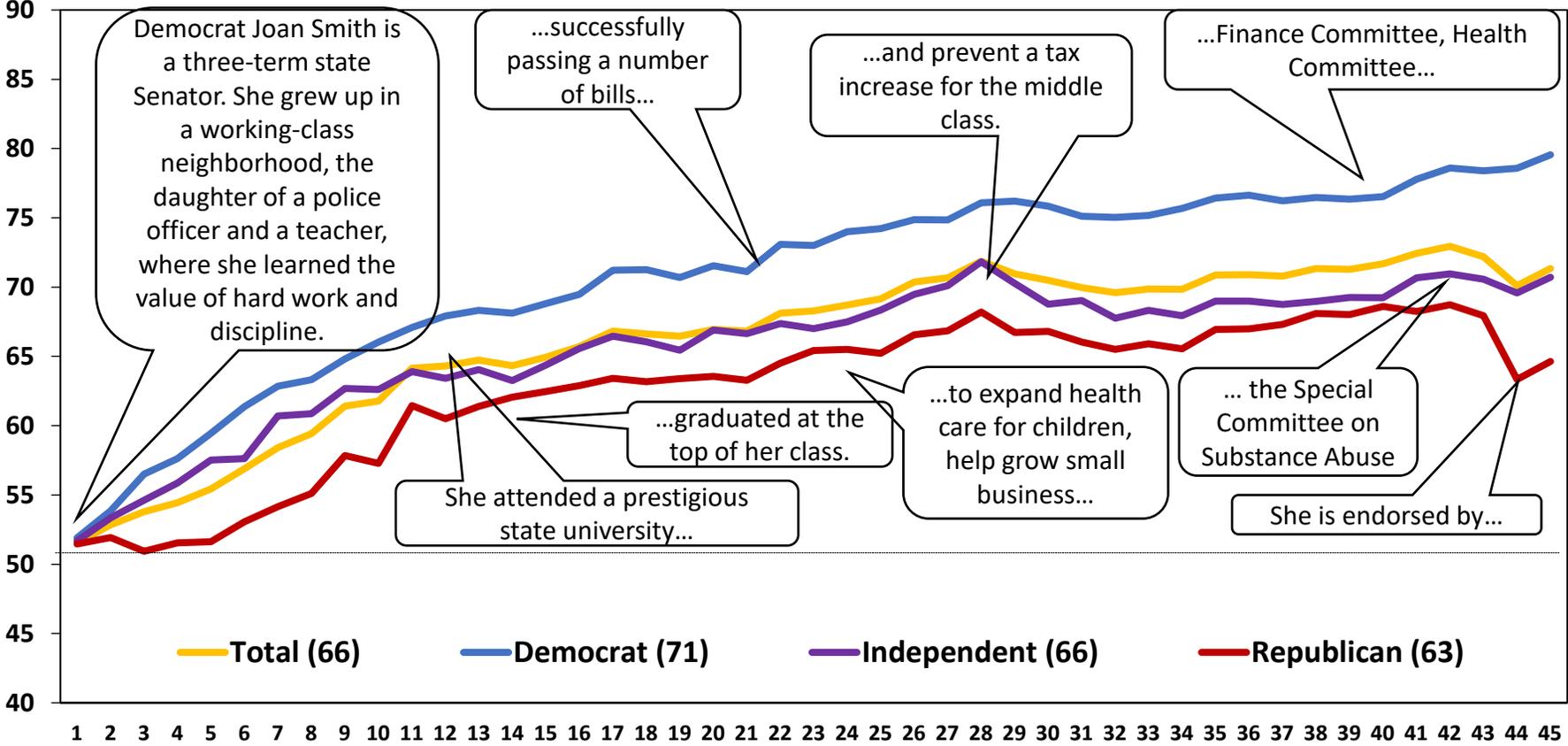
*Split-sampled question – Split C

^Note small sample size

Democratic Woman – White Democrat v. White Republican by PID



Across party, voters dial up in the beginning of this candidate’s statement but remain relatively flat for the second half of the statement. Independents dial sharply down when hearing that this candidate graduated at the top of her class. Republicans dial down when they hear she served on the Substance Abuse committee but dial up on her endorsements.



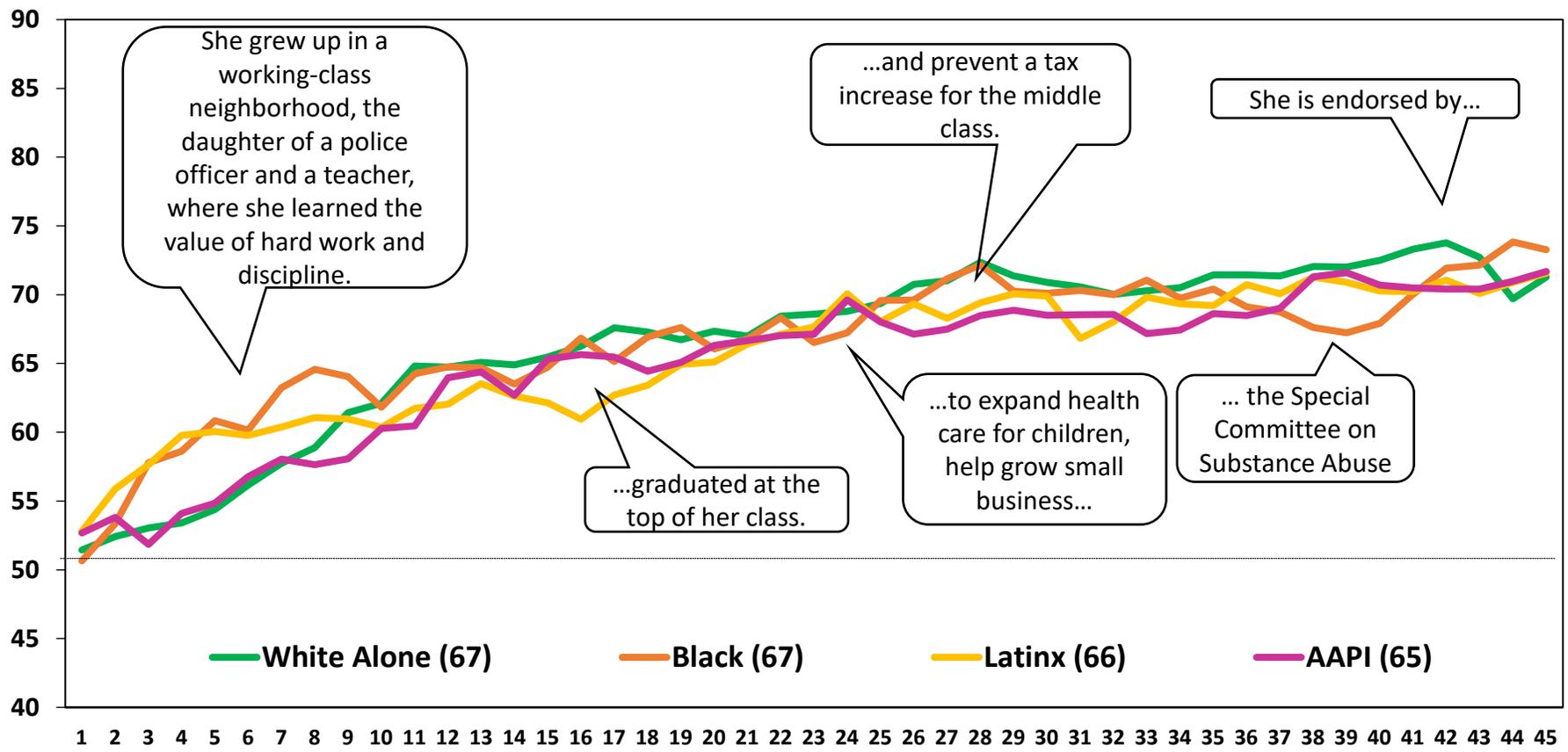
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*Split-sampled question – Split A

Democratic Woman – White Democrat v. White Republican by Race

Latinx and Black voters are quick to dial up in the beginning, while white and AAPI voters have a slower take-off. Across race, voters have very similar unconscious dial ratings for the white Democrat throughout even as they react to different components. They all tend to stay around a dial rating of 65-70 throughout the statement, and we do not see the differentiation by race we see for Democratic candidates of color.



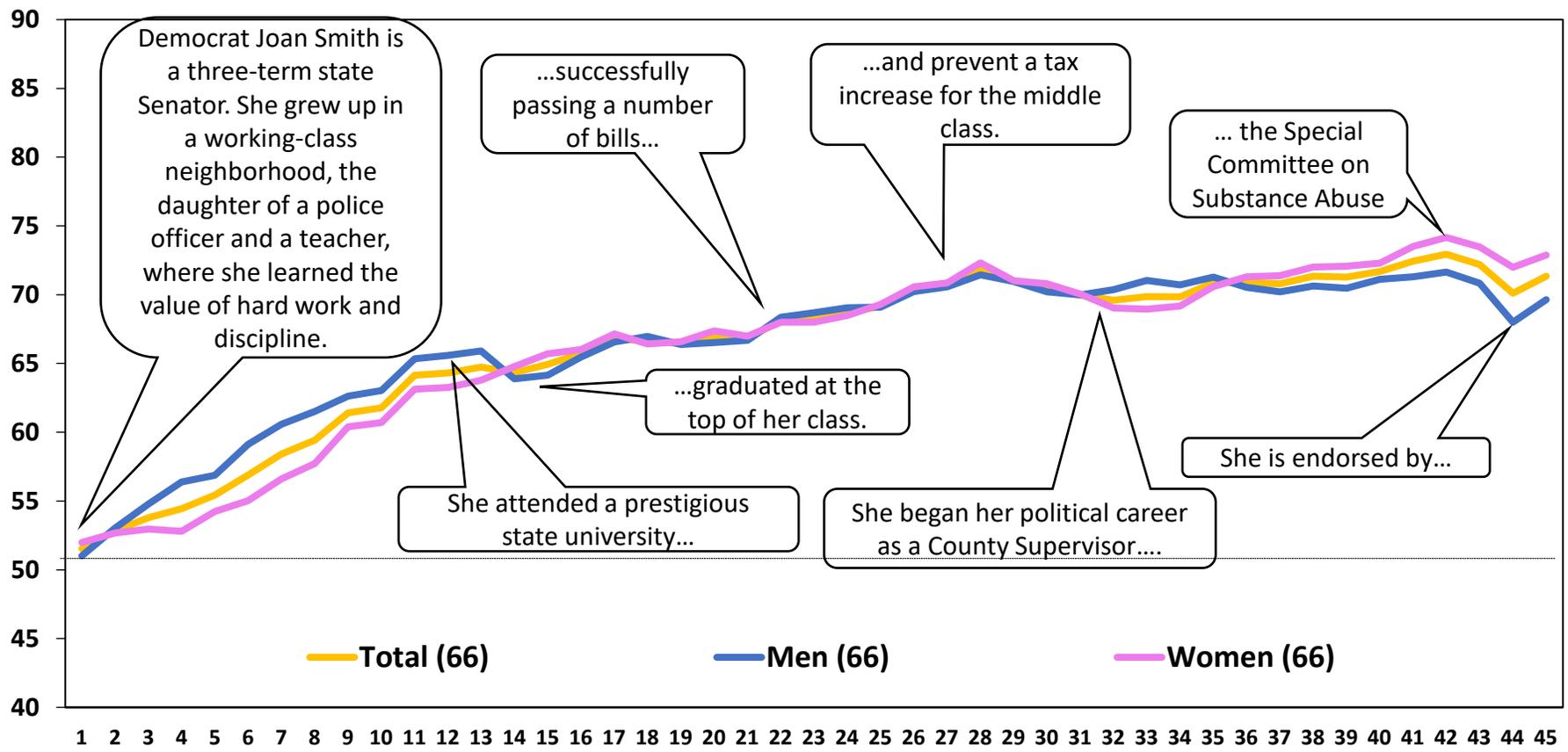
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*Split-sampled question – Split A

Democratic Woman – White Democrat v. White Republican by Gender

Men and women have very similar reactions to this candidate. However, the men have strong negative reactions to her being a top-class ranking graduate, while women dial down upon hearing about her political beginnings.



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*Split-sampled question – Split A

Democratic Woman – White Democrat v. White Republican

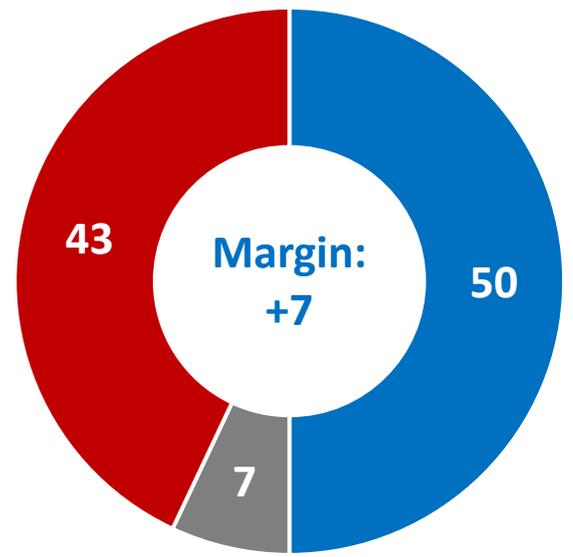
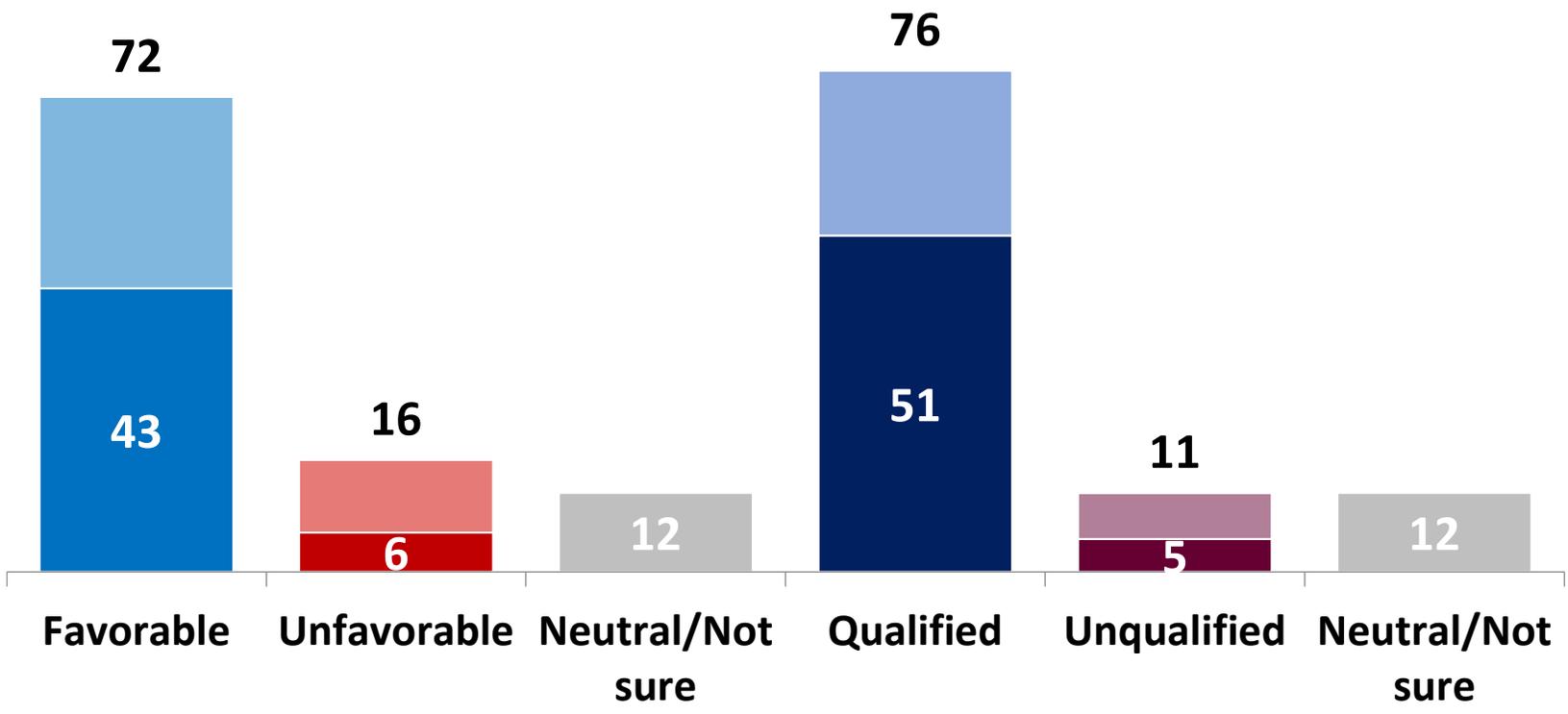
A white Democratic woman running against a white Republican woman is seen as favorable and qualified to about three-quarters of voters. On the ballot, she hits 50 percent and wins by 7 points.



Based on what you just heard, how favorable do you feel toward Democrat Joan Smith?

Based on what you just heard, how qualified does Democrat Joan Smith seem?

Based on what you just heard, if the election for Governor was held today, and the candidates were {ROTATE} _Democrat Joan Smith and _Republican Kathy Green, for whom would you vote, or are you undecided?



■ Rated 51-79
 ■ Rated 26-49
 ■ Rated 51-79
 ■ Rated 26-49
■ Rated 80-100
 ■ Rated 0-25
■ Rated 80-100
 ■ Rated 0-25

*Split-sampled question – Split A

Democratic Woman – White Democrat v. White Republican

Across race and party ID, voters feel favorably and believe she is qualified. Republicans, white, and AAPI voters rate her higher on qualifications than favorability. In the ballot, she only loses Republicans and splits the vote among white and Latinx voters.



	% Favorable	% Qualified	Margin on the Ballot
Total	72	76	+7
Democrats	87	84	+83
Independents	70	75	+14
Republicans	57	69	-69
White	71	76	Even
Black^	76	74	+54
Latinx^	71	74	+10
AAPI^	81	86	-1
Men	74	79	+9
Women	70	73	+4

WHAT WORKS

- ✓ People like her working-class roots.
- ✓ People like her issue portfolio and accomplishments.
- ✓ Independents dial up sharply on graduating at the top of her class.
- ✓ The profile ends on a strong note with her endorsements.

WHAT FALLS SHORT

- X Independents and Republicans dial down when the profile mentions attending a state school, preventing a middle-class tax hike, and her role on the Committee on Substance Abuse.

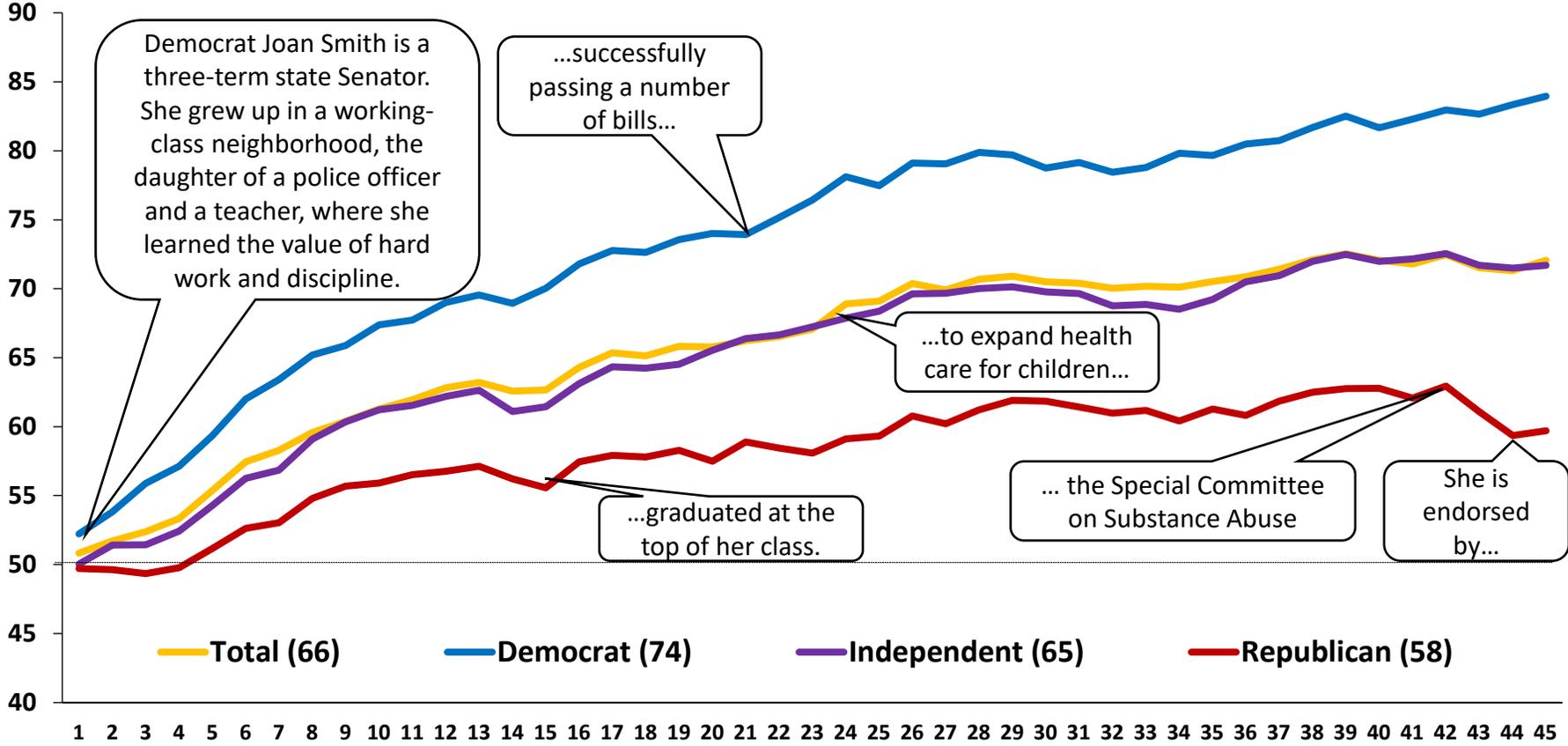
*Split-sampled question – Split A

^Note small sample size

Democratic Woman – White Democrat v. AAPI Republican by PID



Democrats, Independents, and Republicans are very distinct in their dial ratings from each other. Independents and Republicans do not increase their ratings significantly throughout. Democrats dial up when hearing her endorsements, Independents tend to level out, and Republicans sharply dial down.



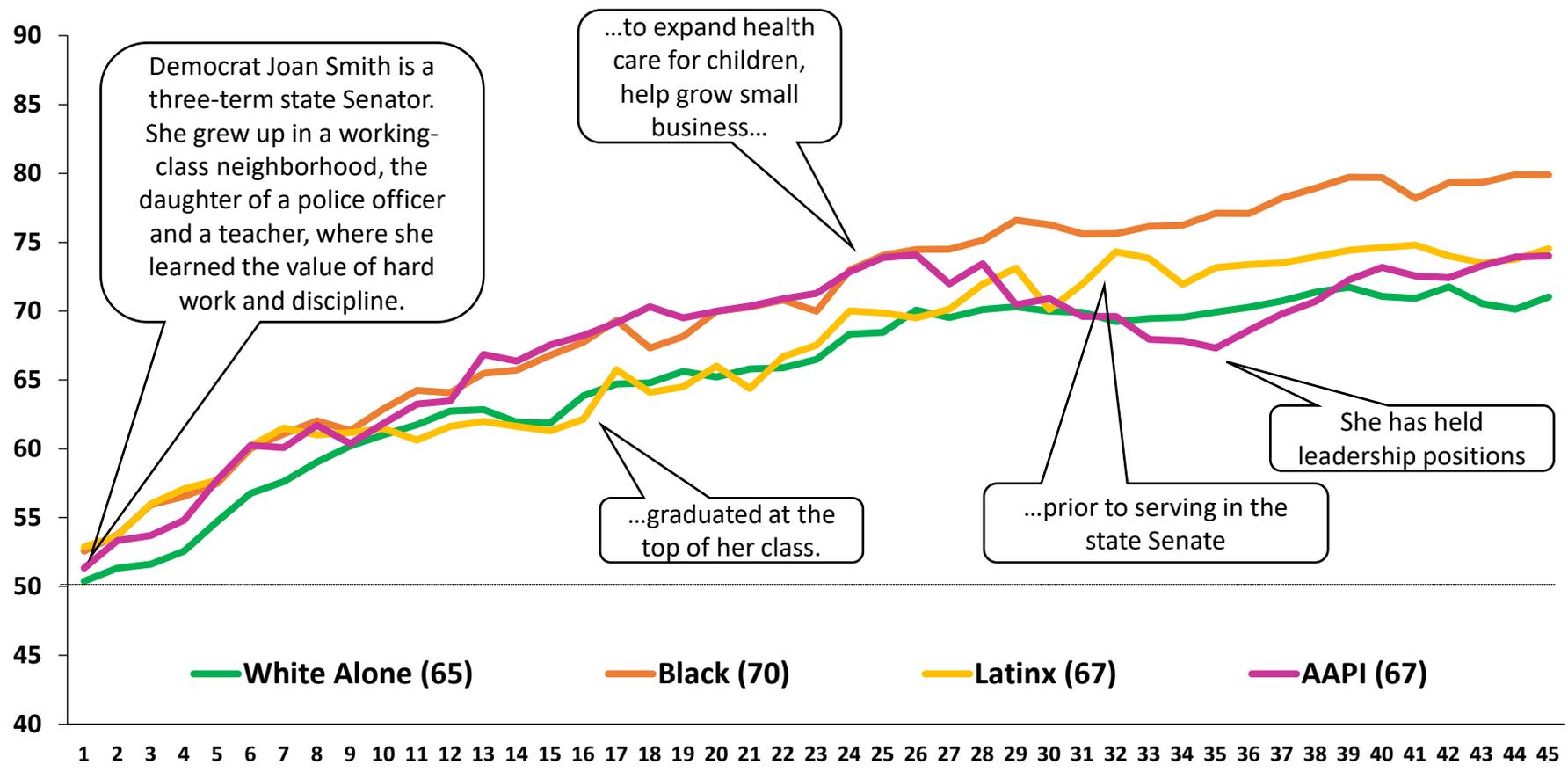
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*Split-sampled question – Split F

Democratic Woman – White Democrat v. AAPI Republican by Race

With a moderate kickoff, AAPI and white voters don't care much about her graduating at the top of her class, whereas Black and Latinx voters do. Black and Latinx voters dial up when hearing about the bills she has successfully passed and AAPI voters dial up when hearing she has held leadership positions.



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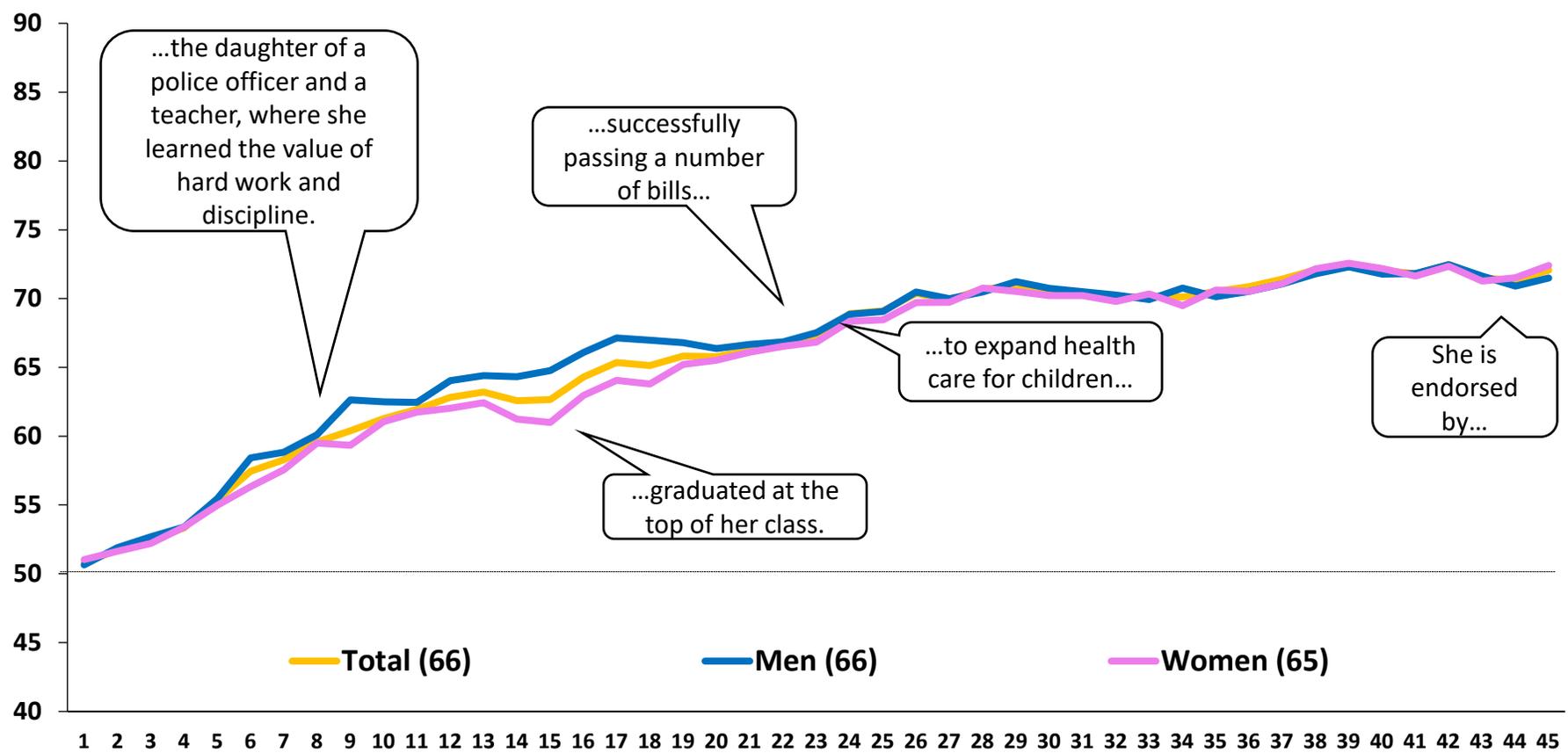
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*Split-sampled question – Split F

Democratic Woman – White Democrat v. AAPI Republican by Gender



Men and women dial incredibly similarly for this candidate, but the men split off from the women in their dial ratings when hearing of her academic background. Women catch back up with the men upon hearing about the bills she has passed, then men and women both flatline in their reactions for the rest of the statement.



Democrat Joan Smith is a three-term state Senator. She grew up in a working-class neighborhood, the daughter of a police officer and a teacher, where she learned the value of hard work and discipline. She attended a prestigious state university and graduated at the top of her class.

Senator Joan Smith is known in the state legislature for successfully passing a number of bills to expand health care for children, help grow small business, and prevent a tax increase for the middle class. She began her political career as a County Supervisor prior to serving in the state Senate. She has held leadership positions and is on the Finance Committee, Health Committee, and the Special Committee on Substance Abuse in the State Senate. She is endorsed by the teacher’s union and the small business alliance.

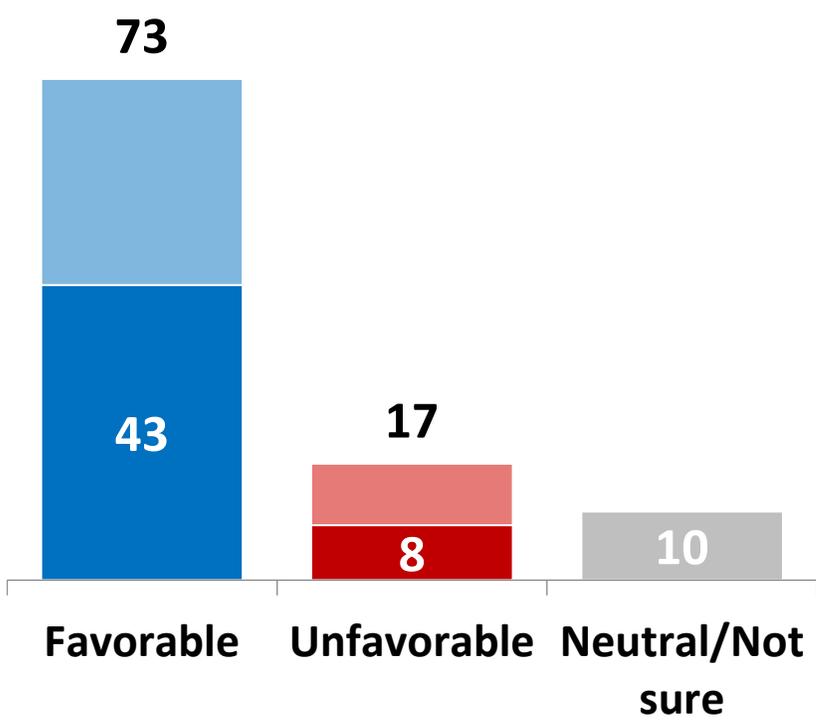
*Split-sampled question – Split F

Democratic Woman – White Democrat v. AAPI Republican

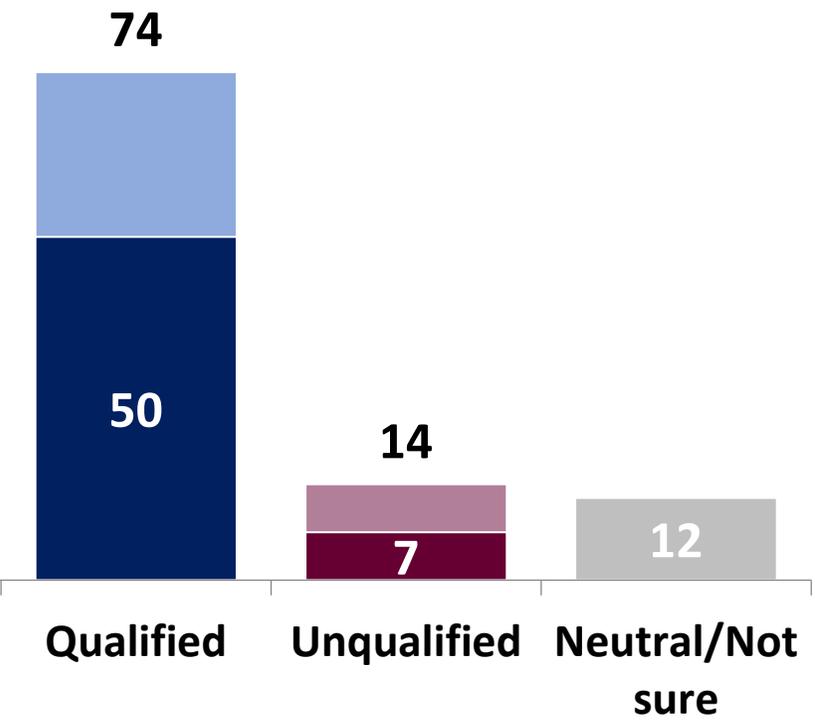
A white Democratic woman running against an AAPI Republican woman is seen as favorable and qualified to about three-quarters of voters. Half find her very qualified. On the ballot, she hits 50 percent and wins by 8 points.



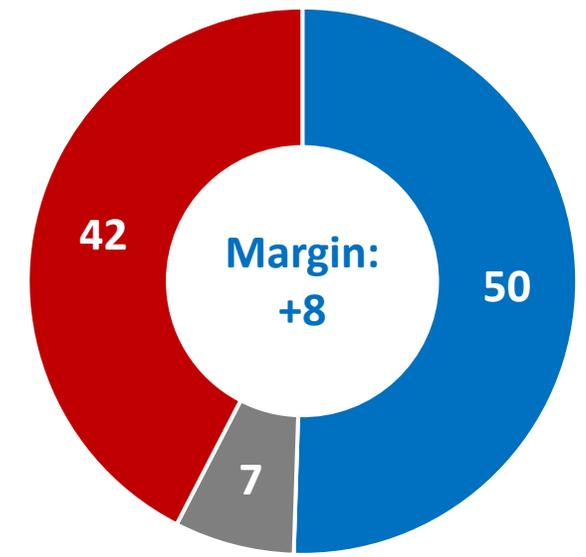
Based on what you just heard, how favorable do you feel toward Democrat Joan Smith?



Based on what you just heard, how qualified does Democrat Joan Smith seem?



Based on what you just heard, if the election for Governor was held today, and the candidates were {ROTATE} _Democrat Joan Smith and _Republican Kathy Green, for whom would you vote, or are you undecided?



Rated 51-79	Rated 26-49	Rated 51-79	Rated 26-49
Rated 80-100	Rated 0-25	Rated 80-100	Rated 0-25

*Split-sampled question – Split F

Democratic Woman – White Democrat v. AAPI Republican

Across race and party ID, voters feel favorably and believe she is qualified. Latinx voters rate her higher on favorability than qualifications. In the ballot, she only loses Republicans and splits the vote among white voters and men.



	% Favorable	% Qualified	Margin on the Ballot
Total	73	74	+8
Democrats	94	94	+85
Independents	68	73	+5
Republicans	54	54	-74
White	76	76	+1
Black^	86	88	+61
Latinx^	87	80	+28
AAPI^	84	88	+14
Men	73	75	+2
Women	73	73	+10

WHAT WORKS

- ✓ Democrats dial up consistently throughout.
- ✓ No significant valleys/language that causes people to dial down.
- ✓ People like her working-class roots.
- ✓ People like her work on children’s issues and her accomplishments.
- ✓ It is helpful to share she was a County Supervisor prior to serving the in the state Senate.
- ✓ The profile ends on a strong note with her endorsements.

WHAT FALLS SHORT

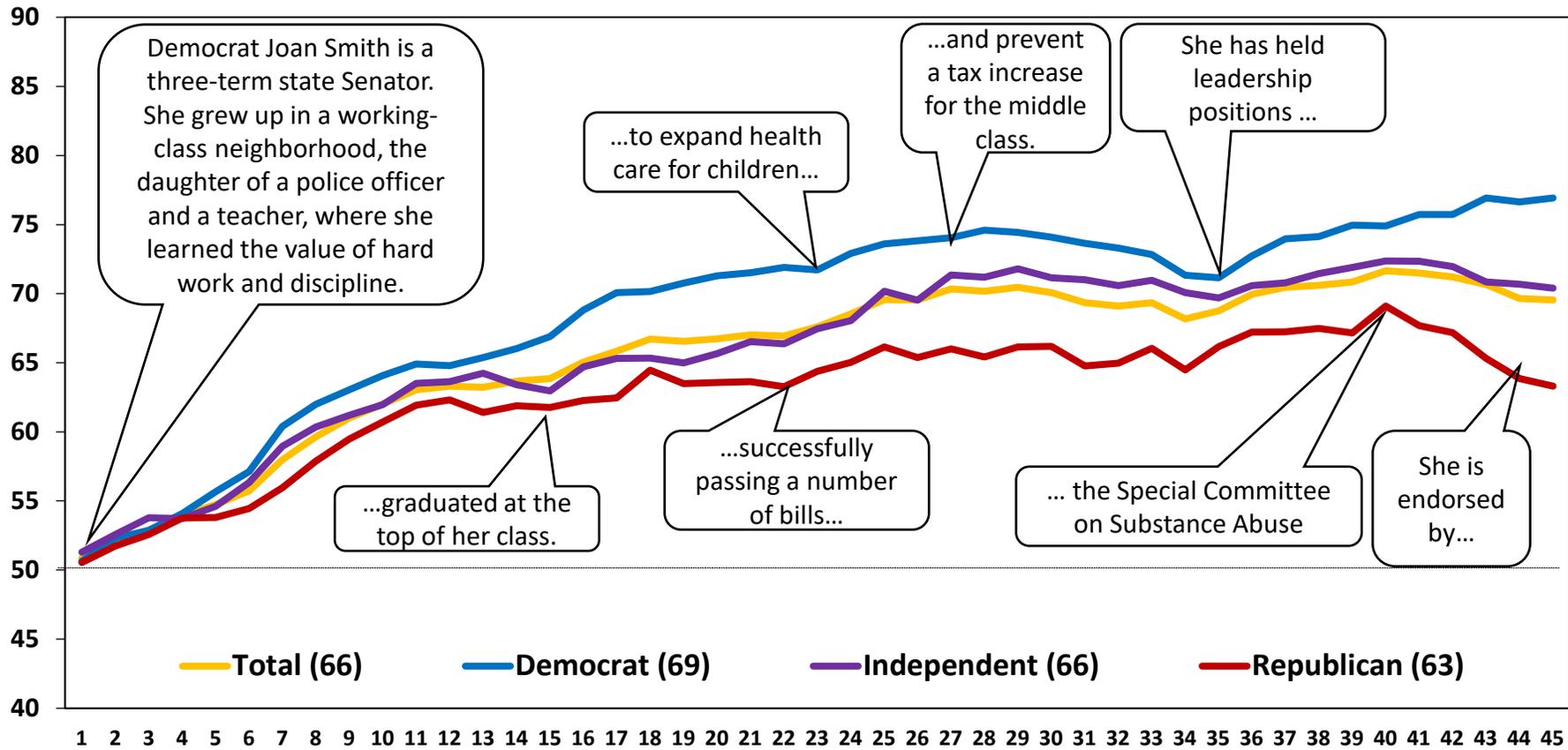
- X Slow take-off for Independents.
- X Republicans dial down when the profile mentions her role on the Committee on Substance Abuse.

*Split-sampled question – Split F

^Note small sample size

Democratic Woman – White Democrat v. Latina Republican by PID

Independents don't differentiate much from Republicans in their dial rating throughout much of the statement. However, Independents sharply dial up when hearing about the bills she has successfully passed like preventing a tax increase for the middle class. Independents and Republicans dial down while Democrats dial up when hearing her endorsements.



Democrat Joan Smith is a three-term state Senator. She grew up in a working-class neighborhood, the daughter of a police officer and a teacher, where she learned the value of hard work and discipline. She attended a prestigious state university and graduated at the top of her class.

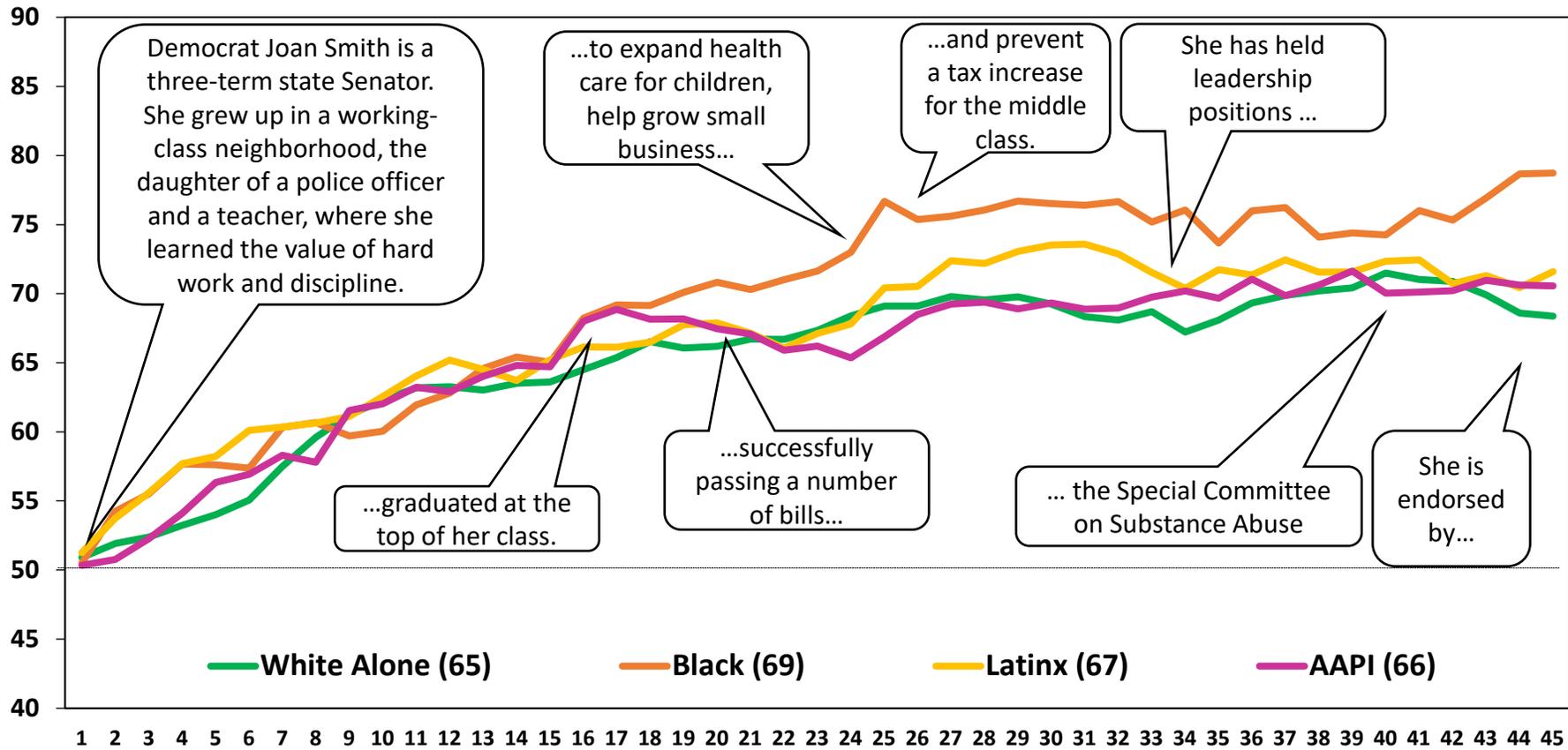
Senator Joan Smith is known in the state legislature for successfully passing a number of bills to expand health care for children, help grow small business, and prevent a tax increase for the middle class. She began her political career as a County Supervisor prior to serving in the state Senate. She has held leadership positions and is on the Finance Committee, Health Committee, and the Special Committee on Substance Abuse in the State Senate. She is endorsed by the teacher's union and the small business alliance.

*Split-sampled question – Split E

Democratic Woman – White Democrat v. Latina Republican by Race



Across race, voters steadily dial up in the beginning of the statement. AAPI voters start to dial down when hearing that she has successfully passed a number of bills, whereas Black voters dial up. Latinx voters don't start to dial up until hearing that a bill she has successfully passed was to prevent a tax increase for the middle class.



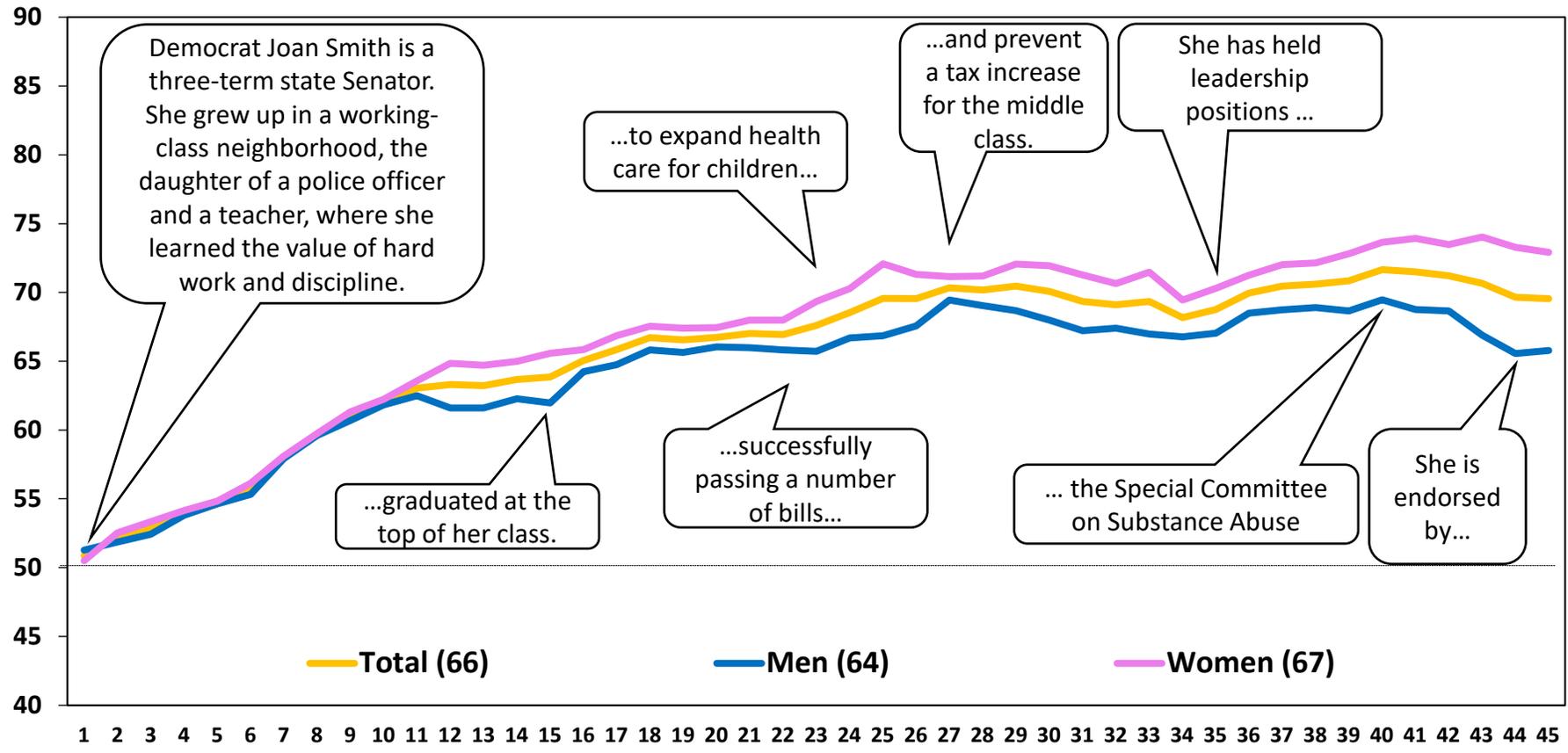
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*Split-sampled question – Split E

Democratic Woman – White Democrat v. Latina Republican by Gender

Women and men really like hearing about the bills this candidate has passed and the leadership positions she has held. Men dial up on her academic accomplishment, but down on preventing a tax increase for the middle class and on the Substance Abuse committee.



Democrat Joan Smith is a three-term state Senator. She grew up in a working-class neighborhood, the daughter of a police officer and a teacher, where she learned the value of hard work and discipline. She attended a prestigious state university and graduated at the top of her class.

Senator Joan Smith is known in the state legislature for successfully passing a number of bills to expand health care for children, help grow small business, and prevent a tax increase for the middle class. She began her political career as a County Supervisor prior to serving in the state Senate. She has held leadership positions and is on the Finance Committee, Health Committee, and the Special Committee on Substance Abuse in the State Senate. She is endorsed by the teacher's union and the small business alliance.

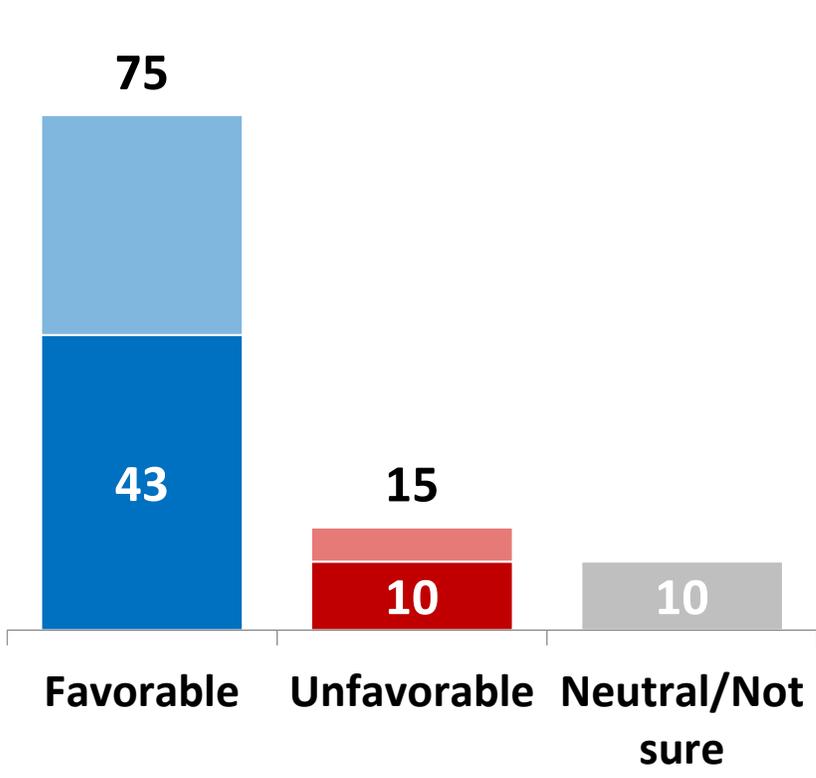
*Split-sampled question – Split E

Democratic Woman – White Democrat v. Latina Republican

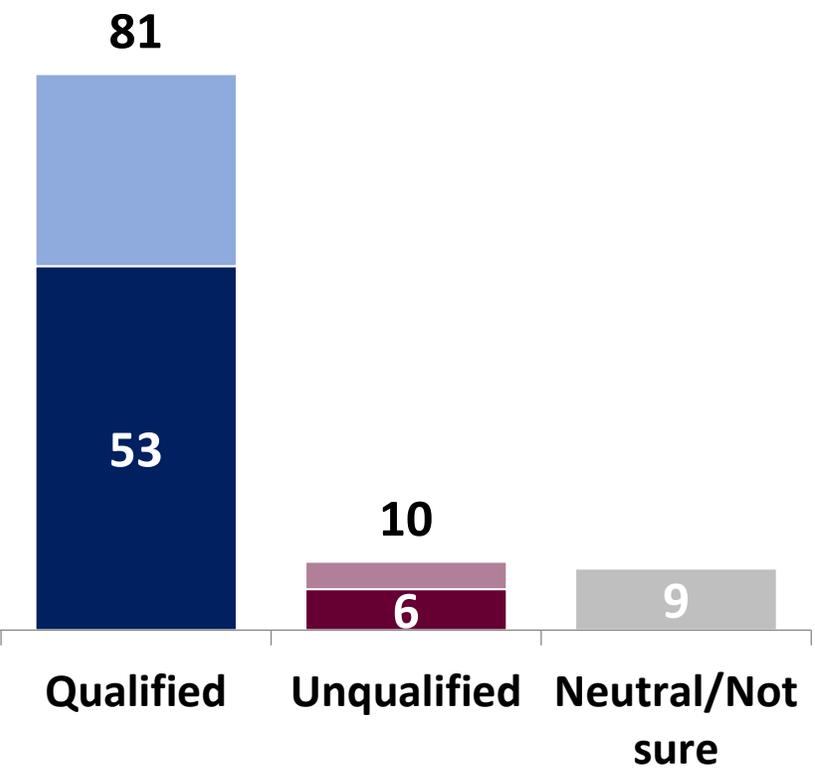
A white Democratic woman running against a Latina Republican woman is seen as favorable to three-quarters of voters and qualified to four-fifths of voters. Over half find her very qualified. On the ballot, she hits 50 percent and wins by 8 points.



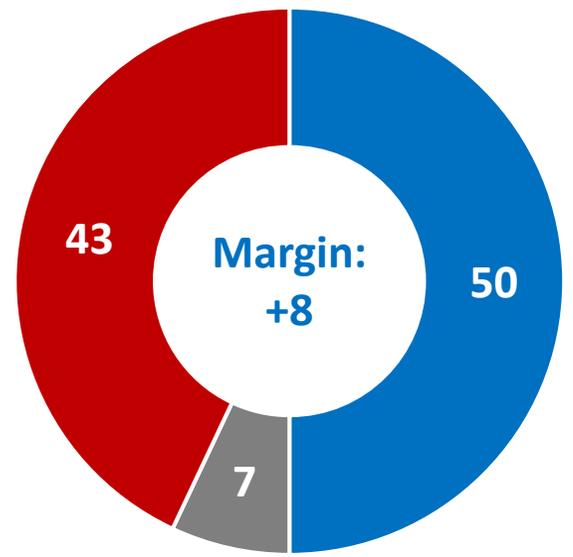
Based on what you just heard, how favorable do you feel toward Democrat Joan Smith?



Based on what you just heard, how qualified does Democrat Joan Smith seem?



Based on what you just heard, if the election for Governor was held today, and the candidates were {ROTATE} Democrat Joan Smith and Republican Kathy Green, for whom would you vote, or are you undecided?



Rated 51-79	Rated 26-49	Rated 51-79	Rated 26-49
Rated 80-100	Rated 0-25	Rated 80-100	Rated 0-25

*Split-sampled question – Split E

Democratic Woman – White Democrat v. Latina Republican

Across race and party ID, voters feel favorably and believe she is qualified. Independents, Republicans, Independents, white voters, and Latinx voters rate her higher on qualifications than favorability. On the ballot, she only loses Republicans and Latinx voters, and splits the vote among white voters.



	% Favorable	% Qualified	Margin on the Ballot
Total	75	81	+8
Democrats	88	92	+78
Independents	79	88	+7
Republicans	62	67	-64
White	74	80	+2
Black^	82	85	+69
Latinx^	80	86	-9
AAPI^	79	83	+5
Men	76	83	+4
Women	75	78	+11

WHAT WORKS

- ✓ People like her working-class roots.
- ✓ Independents dial up sharply on her legislative accomplishments and her issue portfolio.
- ✓ It is helpful to share she has held leadership positions.
- ✓ The profile ends on a strong note with her endorsements.

WHAT FALLS SHORT

- X Slow take-off.
- X Independents, Republicans, and men dial down when the profile mentions her role on the Committee on Substance Abuse.

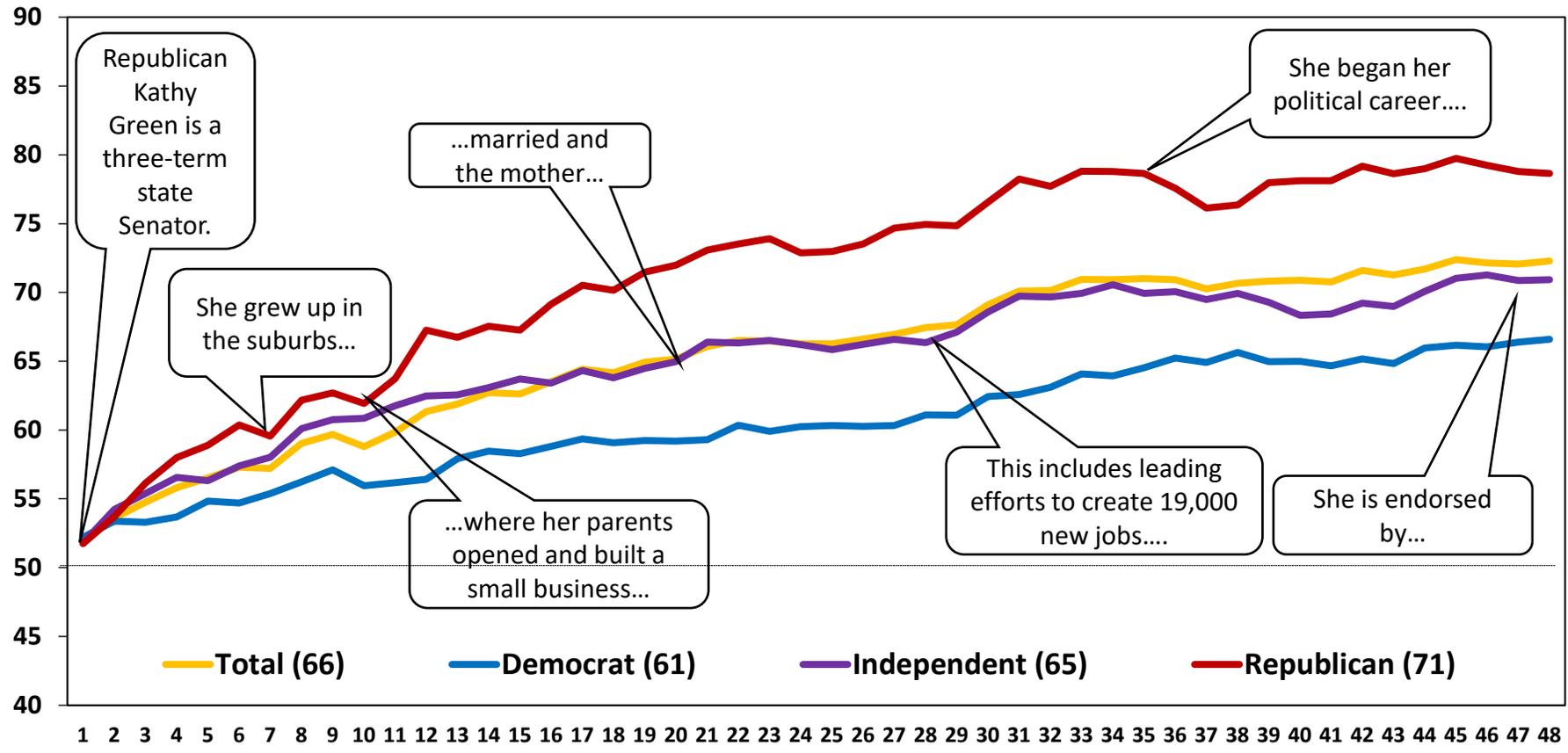
*Split-sampled question – Split E

^Note small sample size

Republican Woman – White Republican v. Black Democrat by PID



Republicans are first to dial up, whereas Independents start out rockier. Republicans like hearing about her personal background, where she grew up and her family small business, and don't like hearing about her political career. Democrats don't ever sharply dial up or down. Across party, voters like hearing that she led efforts to create 19,000 new jobs.



Republican Kathy Green is a three-term state Senator. She is a native of the state. She grew up in the suburbs of Fairview, where her parents opened and built a small business. Throughout high school, Kathy worked at the family business with her brothers. She is a member of her church, married, and the mother of two grown children.

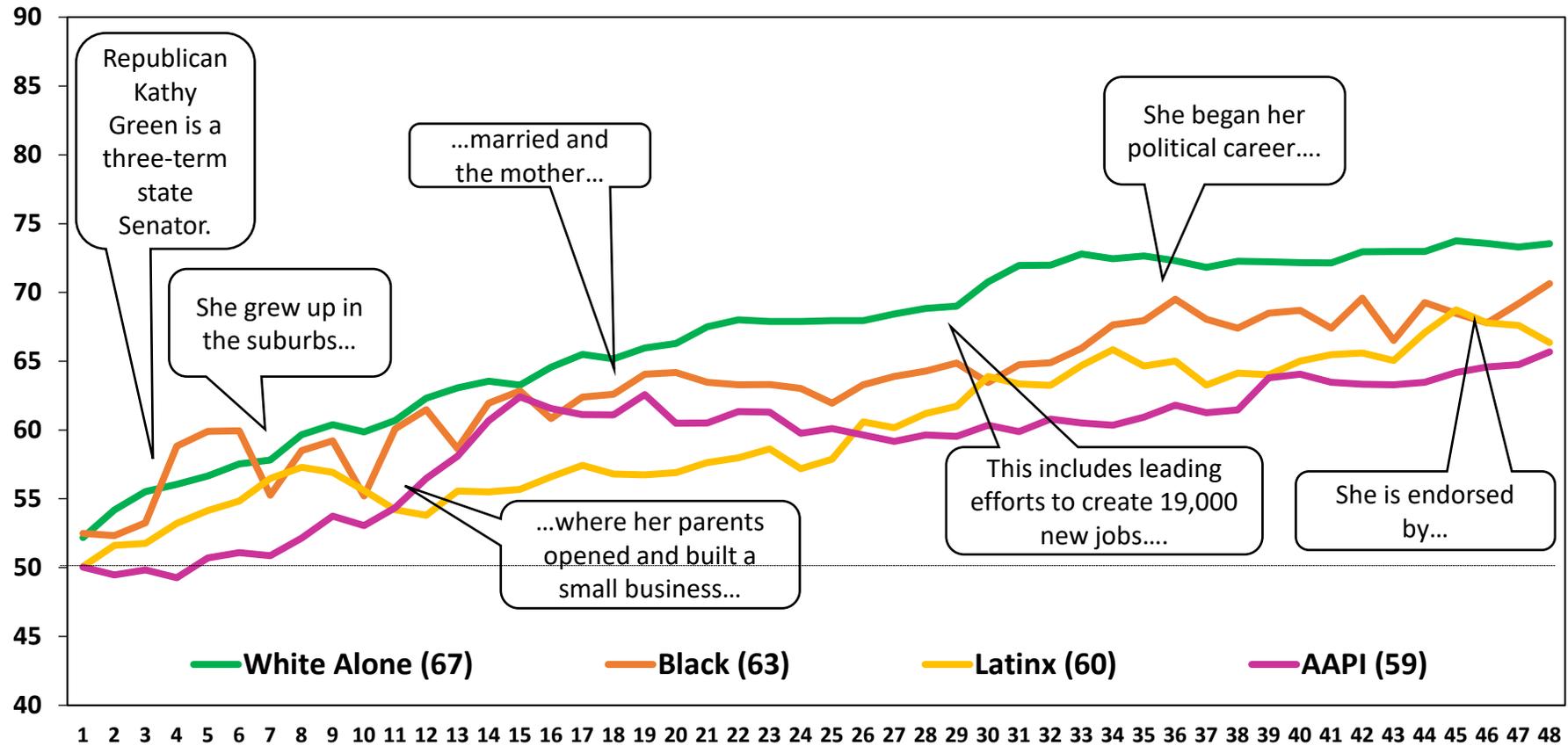
Senator Green has a record of delivering in the state legislature. This includes leading efforts to create 19,000 new jobs, hitting 95% of that goal. She began her political career on the city council. Currently, she serves as a ranking member of the Finance Committee, as well as on the Governor's Economic Task Force to create jobs. She is endorsed by the Chamber of Commerce and Moms for Liberty.

*Split-sampled question – Split B

Republican Woman – White Republican v. Black Democrat by Race



Black voters really liked that this candidate is a three-term state Senator but are more volatile about their feelings of her when hearing about her personal background. White voters steadily dial up, whereas AAPI voters dial up on small business and then flatten out for the rest of the statement. Everyone, besides Latinx voters, liked hearing who she is endorsed by.



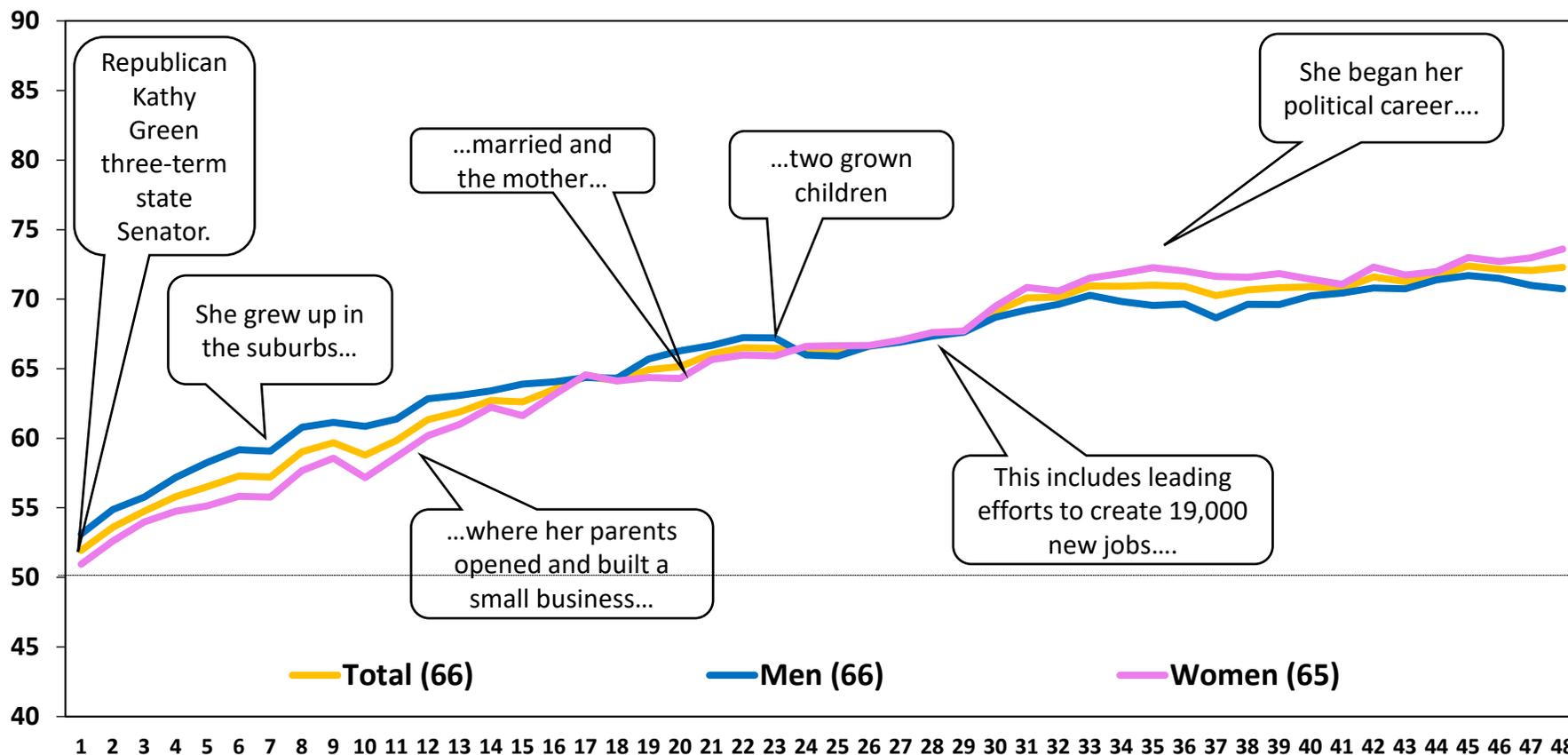
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*Split-sampled question – Split B

Republican Woman – White Republican v. Black Democrat by Gender

Women and men differ more on the beginning of the profile until women hear about her parent’s small business and the work she did there. Men steadily dial up throughout the statement and don’t have strong reactions either way.



Republican Kathy Green is a three-term state Senator. She is a native of the state. She grew up in the suburbs of Fairview, where her parents opened and built a small business. Throughout high school, Kathy worked at the family business with her brothers. She is a member of her church, married, and the mother of two grown children.

Senator Green has a record of delivering in the state legislature. This includes leading efforts to create 19,000 new jobs, hitting 95% of that goal. She began her political career on the city council. Currently, she serves as a ranking member of the Finance Committee, as well as on the Governor’s Economic Task Force to create jobs. She is endorsed by the Chamber of Commerce and Moms for Liberty.

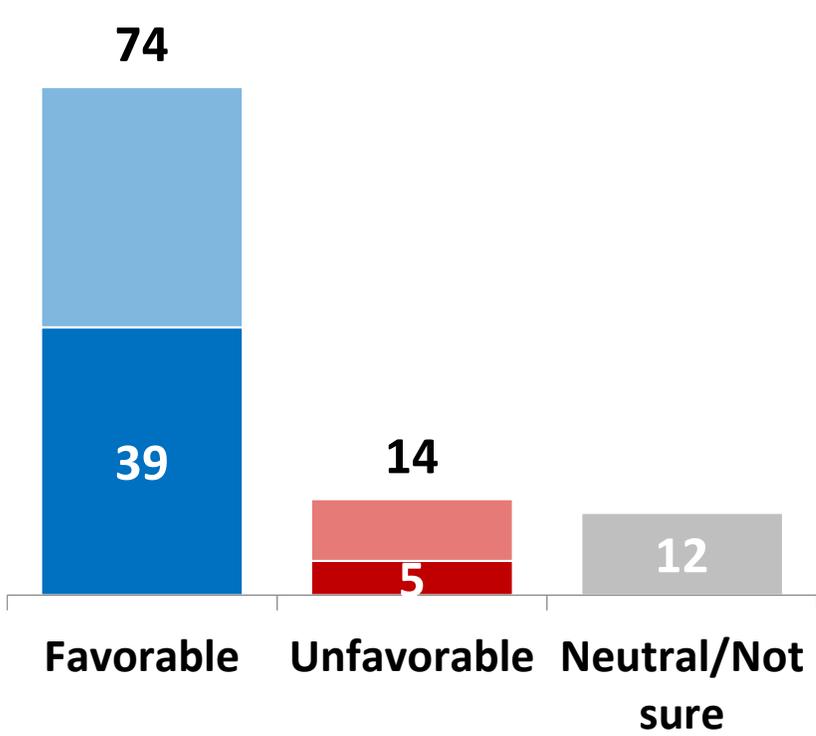
*Split-sampled question – Split B

Republican Woman – White Republican v. Black Democrat

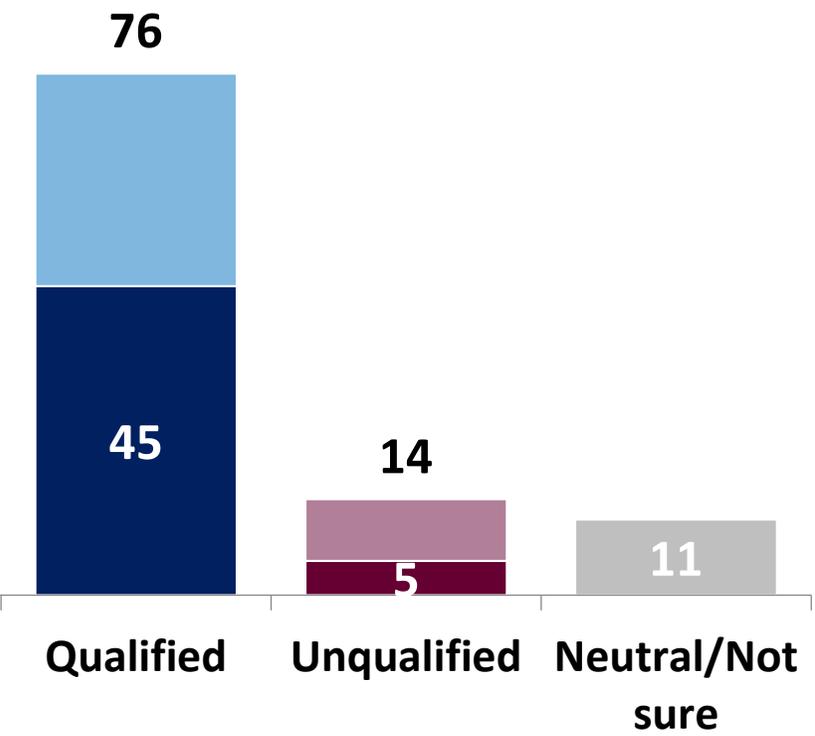


A white Republican woman running against a Black Democratic woman is seen as favorable and qualified to about three-quarters of voters. However, on the ballot, she has a 16-point deficit.

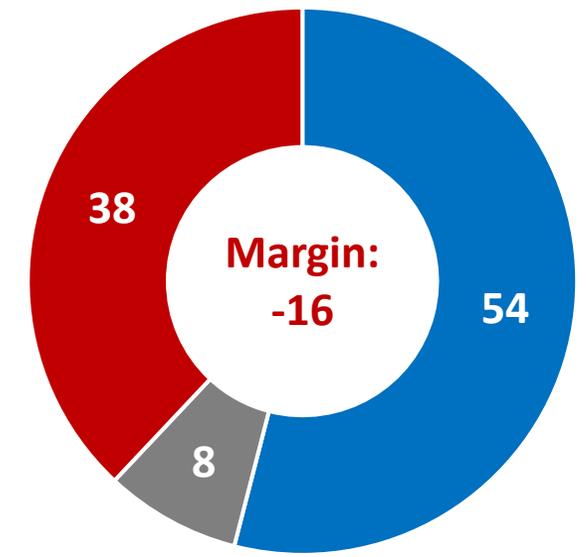
Based on what you just heard, how favorable do you feel toward Republican Kathy Green?



Based on what you just heard, how qualified does Republican Kathy Green seem?



Based on what you just heard, if the election for Governor was held today, and the candidates were {ROTATE} _Democrat Joan Smith and _Republican Kathy Green, for whom would you vote, or are you undecided?



Rated 51-79	Rated 26-49	Rated 51-79	Rated 26-49
Rated 80-100	Rated 0-25	Rated 80-100	Rated 0-25

*Split-sampled question – Split B

Across race and party ID, voters feel favorably and believe she is qualified. Women, Black voters, and AAPI voters rate her higher on qualifications than favorability; Latinx voters rate her higher on favorability. In the ballot, she only wins Republicans.



	% Favorable	% Qualified	Margin on the Ballot
Total	74	76	-16
Democrats	61	60	-88
Independents	74	78	-23
Republicans	87	91	+63
White	75	77	-8
Black^	68	75	-74
Latinx^	71	63	-27
AAPI^	69	76	-25
Men	74	73	-10
Women	73	79	-21

WHAT WORKS

- ✓ Quick take-off among Republican voters.
- ✓ People like her middle-class suburban and small business roots.
- ✓ Independents like that she is a married mother.
- ✓ People like her leadership role to create 19,000 jobs.
- ✓ It is strong to end on her endorsements.

WHAT FALLS SHORT

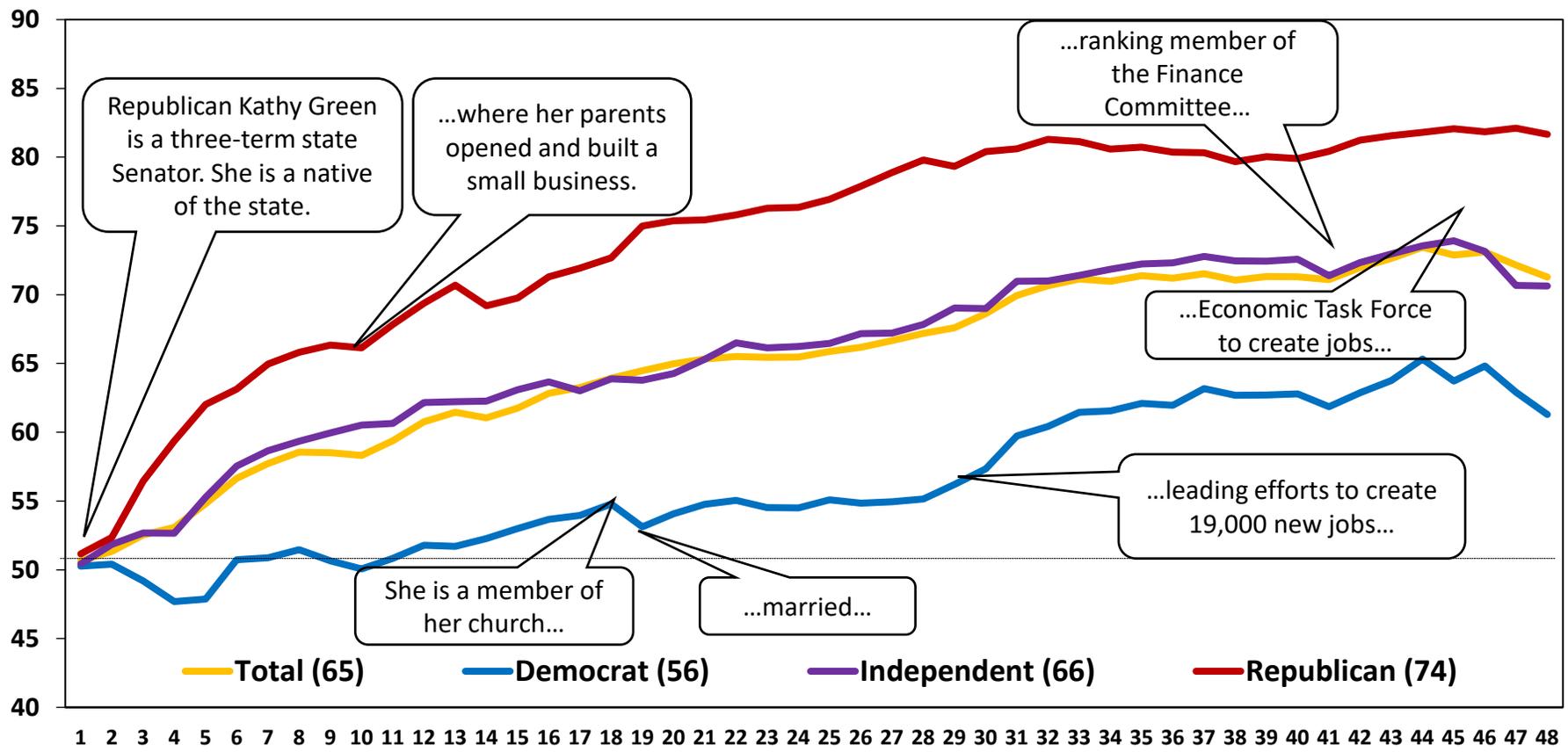
- X People dial down when the profile mentions the beginning of her political career.

*Split-sampled question – Split B

^Note small sample size

Republican Woman – White Republican v. AAPI Democrat by PID

Republicans have a quick take-off with this candidate and keep dialing up throughout much of the statement. Democrats immediately dial down but start to dial up as the statement goes on. Independents, like Republicans, seem to really like this candidate. Republicans liked hearing about her personal background more than anything.



Republican Kathy Green is a three-term state Senator. She is a native of the state. She grew up in the suburbs of Fairview, where her parents opened and built a small business. Throughout high school, Kathy worked at the family business with her brothers. She is a member of her church, married, and the mother of two grown children.

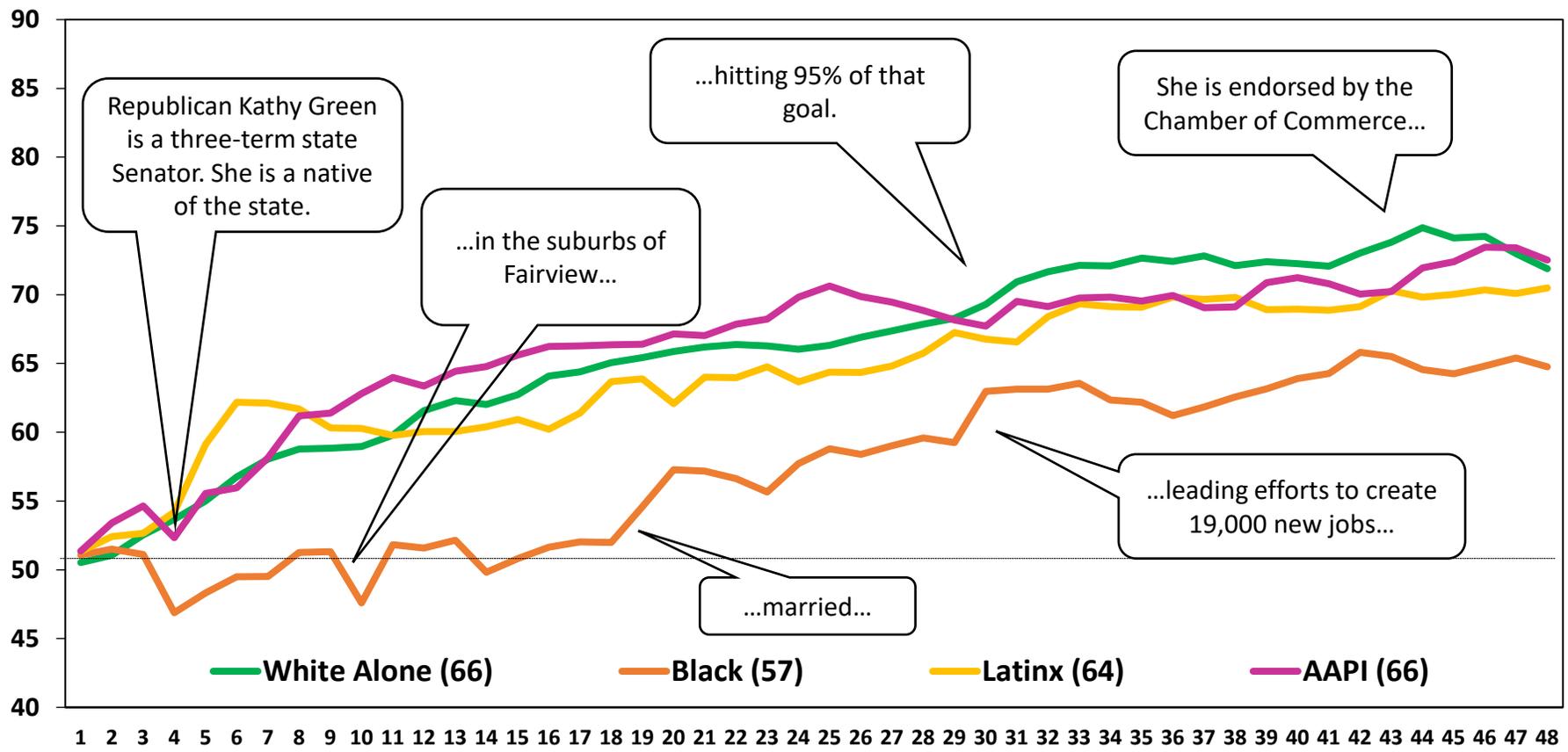
Senator Green has a record of delivering in the state legislature. This includes leading efforts to create 19,000 new jobs, hitting 95% of that goal. She began her political career on the city council. Currently, she serves as a ranking member of the Finance Committee, as well as on the Governor’s Economic Task Force to create jobs. She is endorsed by the Chamber of Commerce and Moms for Liberty.

*Split-sampled question – Split D

Republican Woman – White Republican v. AAPI Democrat by Race



Unlike the white Republican who was older and paired up against the Black candidate, Black voters dial down instantly for this younger white Republican candidate who was paired up against the also young AAPI candidate. They don't start to dial up until hearing that she has a family and the details of her record delivering in the state. AAPI, Latinx, and white voters seem to have generally positive feelings about this candidate, just as they did for the Democratic AAPI candidate.



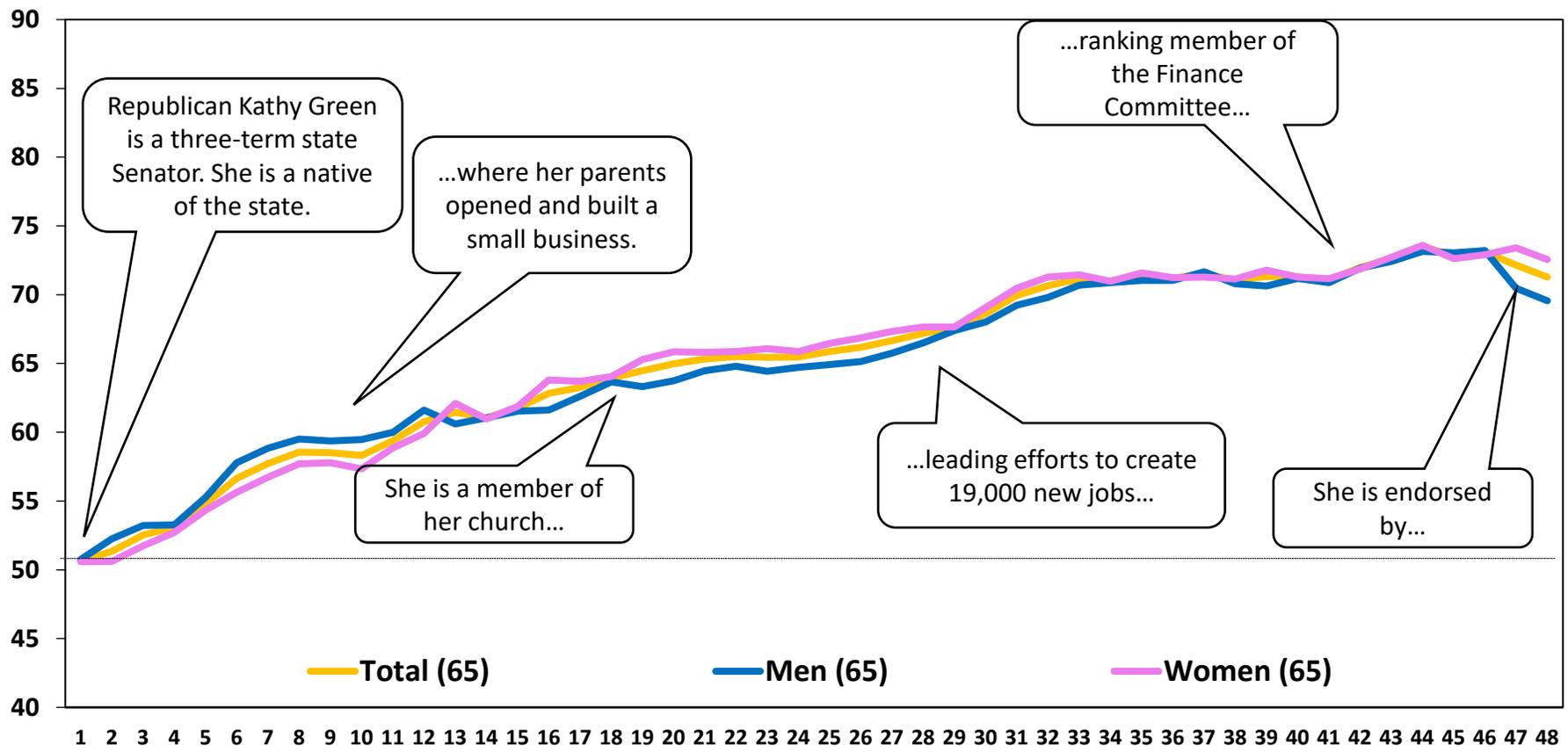
Republican Kathy Green is a three-term state Senator. She is a native of the state. She grew up in the suburbs of Fairview, where her parents opened and built a small business. Throughout high school, Kathy worked at the family business with her brothers. She is a member of her church, married, and the mother of two grown children.

Senator Green has a record of delivering in the state legislature. This includes leading efforts to create 19,000 new jobs, hitting 95% of that goal. She began her political career on the city council. Currently, she serves as a ranking member of the Finance Committee, as well as on the Governor's Economic Task Force to create jobs. She is endorsed by the Chamber of Commerce and Moms for Liberty.

*Split-sampled question – Split D

Republican Woman – White Republican v. AAPI Democrat by Gender

Men and women have very similar dial ratings for this candidate. They both are increasingly dialing up throughout the statement, but the men dial down at the end when endorsement is mentioned.



Republican Kathy Green is a three-term state Senator. She is a native of the state. She grew up in the suburbs of Fairview, where her parents opened and built a small business. Throughout high school, Kathy worked at the family business with her brothers. She is a member of her church, married, and the mother of two grown children.

Senator Green has a record of delivering in the state legislature. This includes leading efforts to create 19,000 new jobs, hitting 95% of that goal. She began her political career on the city council. Currently, she serves as a ranking member of the Finance Committee, as well as on the Governor’s Economic Task Force to create jobs. She is endorsed by the Chamber of Commerce and Moms for Liberty.

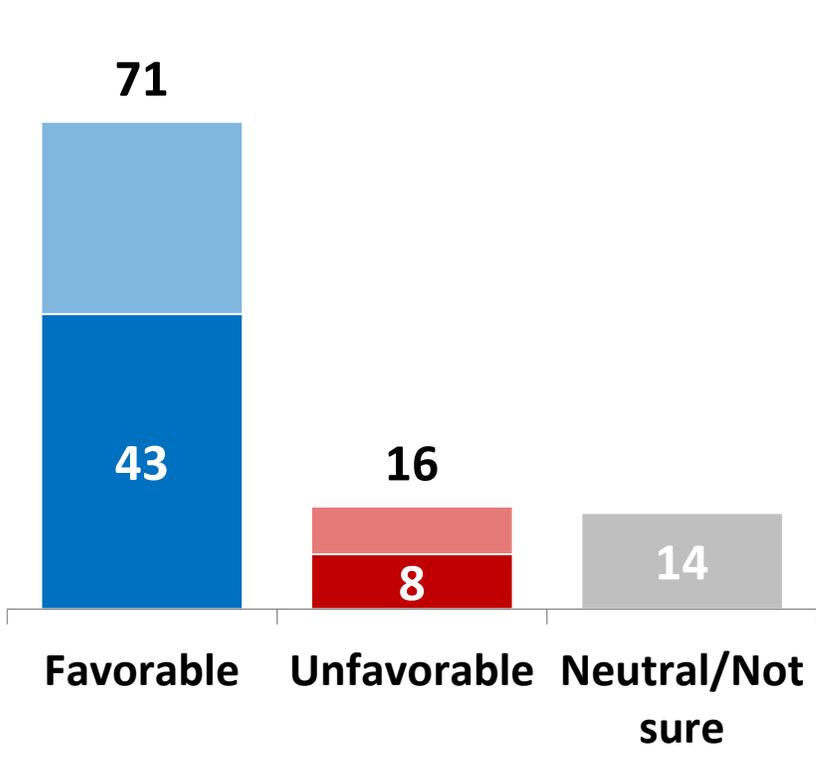
*Split-sampled question – Split D

Republican Woman – White Republican v. AAPI Democrat

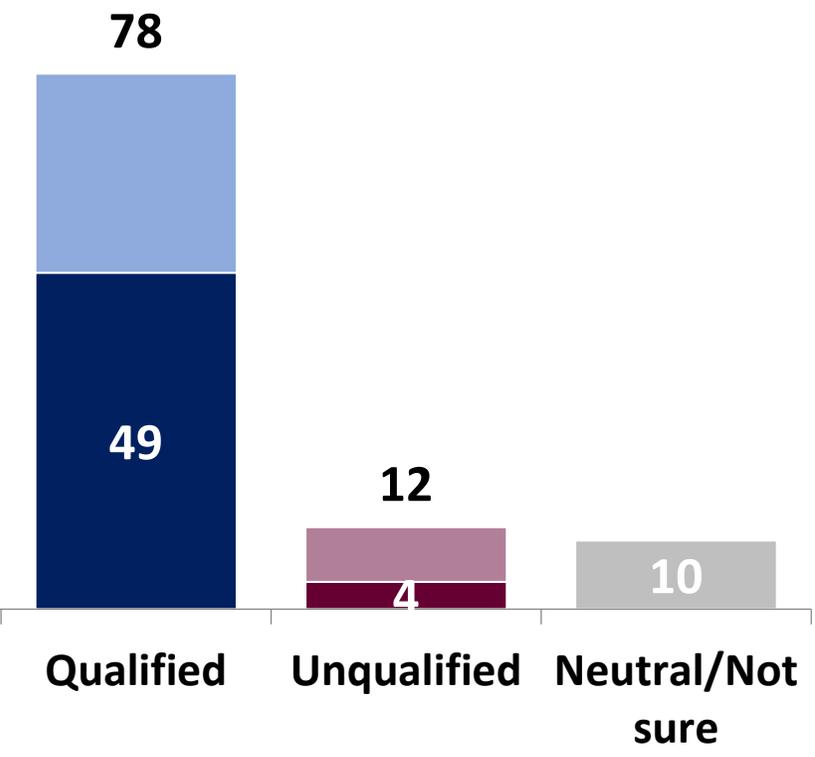
A white Republican woman running against an AAPI Democratic woman is seen as favorable to seven-in-ten and qualified to over three-quarters of voters. She is tied on the ballot.



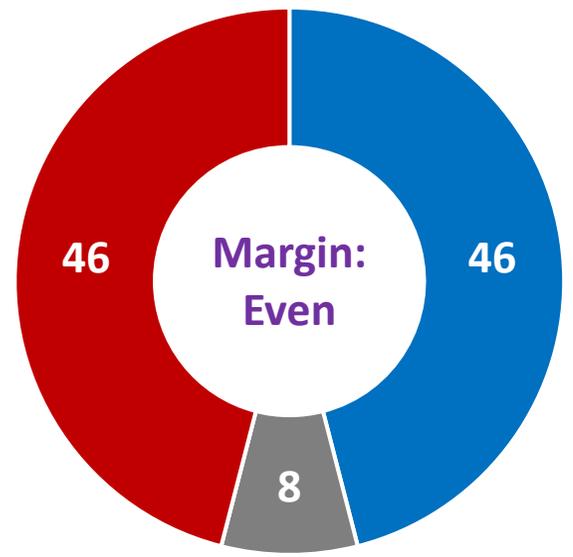
Based on what you just heard, how favorable do you feel toward Republican Kathy Green?



Based on what you just heard, how qualified does Republican Kathy Green seem?



Based on what you just heard, if the election for Governor was held today, and the candidates were {ROTATE} _Democrat Joan Smith and _Republican Kathy Green, for whom would you vote, or are you undecided?



- Rated 51-79 (light blue)
- Rated 80-100 (dark blue)
- Rated 26-49 (light red)
- Rated 0-25 (dark red)
- Rated 51-79 (light purple)
- Rated 80-100 (dark purple)
- Rated 26-49 (light grey)
- Rated 0-25 (dark grey)

*Split-sampled question – Split D

Across race and party ID, voters feel favorably and believe she is qualified. Democrats, Independents, white voters, and AAPI rate her higher on qualifications than favorability. On the ballot, she wins Independents, Republicans, and white voters.



	% Favorable	% Qualified	Margin on the Ballot
Total	71	78	Even
Democrats	55	67	-80
Independents	67	74	-7
Republicans	84	87	+76
White	71	80	+7
Black^	62	59	-57
Latinx^	75	71	-5
AAPI^	73	86	-5
Men	73	82	+6
Women	68	73	-5

WHAT WORKS

- ✓ Extremely quick take-off among Republican voters.
- ✓ People like that she is a native of the state and has small business roots.
- ✓ Independents like that she is a married mother.
- ✓ People like her leadership role to create 19,000 jobs and as the ranking member of the Finance Committee.
- ✓ It is strong to end on her endorsements.

WHAT FALLS SHORT

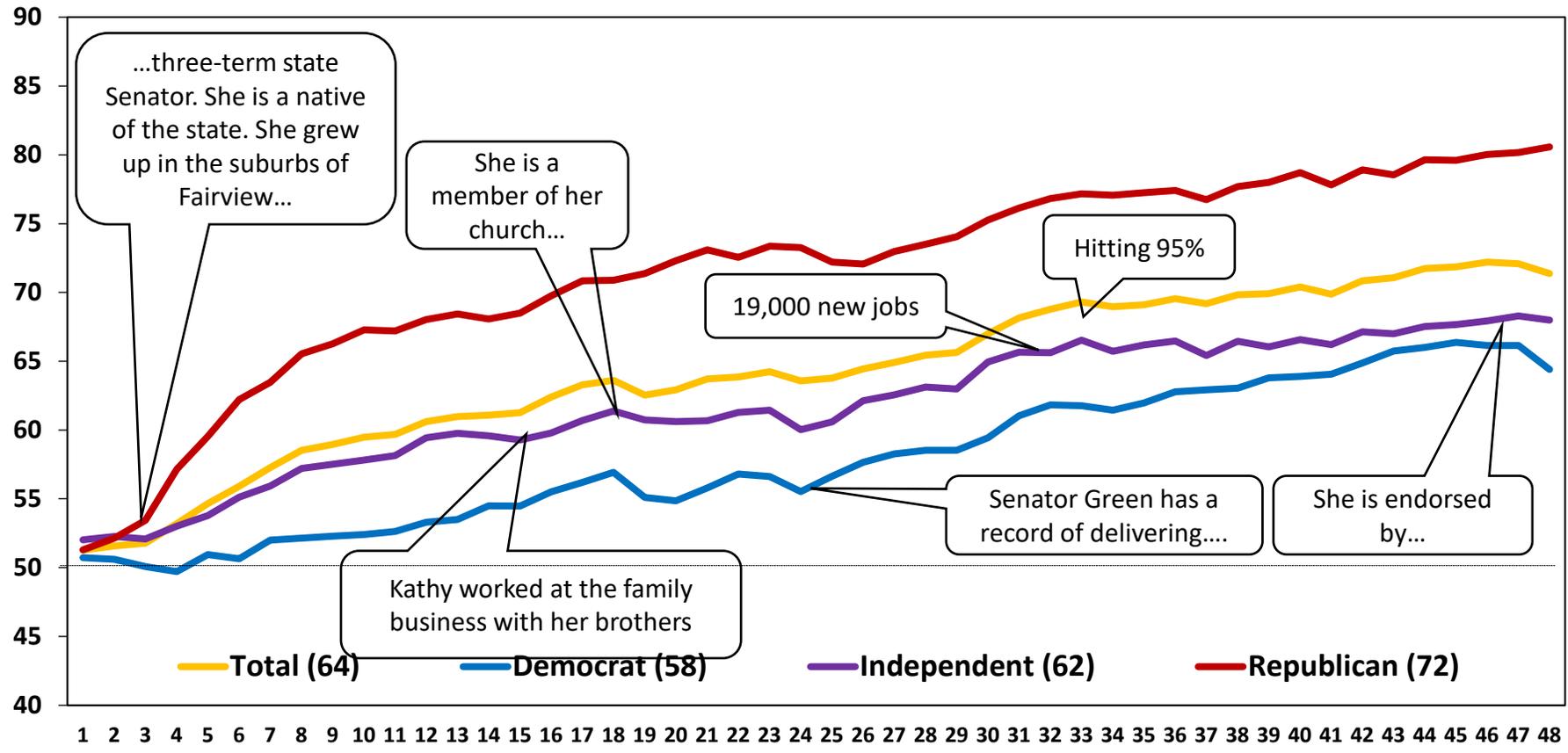
- X Democrats dial down when the profile mentions her religiosity.
- X Independents dial down on being part of an Economic task force.

*Split-sampled question – Split D

^Note small sample size

Republican Woman – White Republican v. White Democrat by PID

Republican voters instantly have positive feelings toward this candidate. Independents have moderate reactions to this candidate as their dialing is less dramatic. They only begin to show more dramatic feelings toward this candidate when they hear about her record of delivering and efforts to create 19,000 new jobs and hitting 95% of that goal.



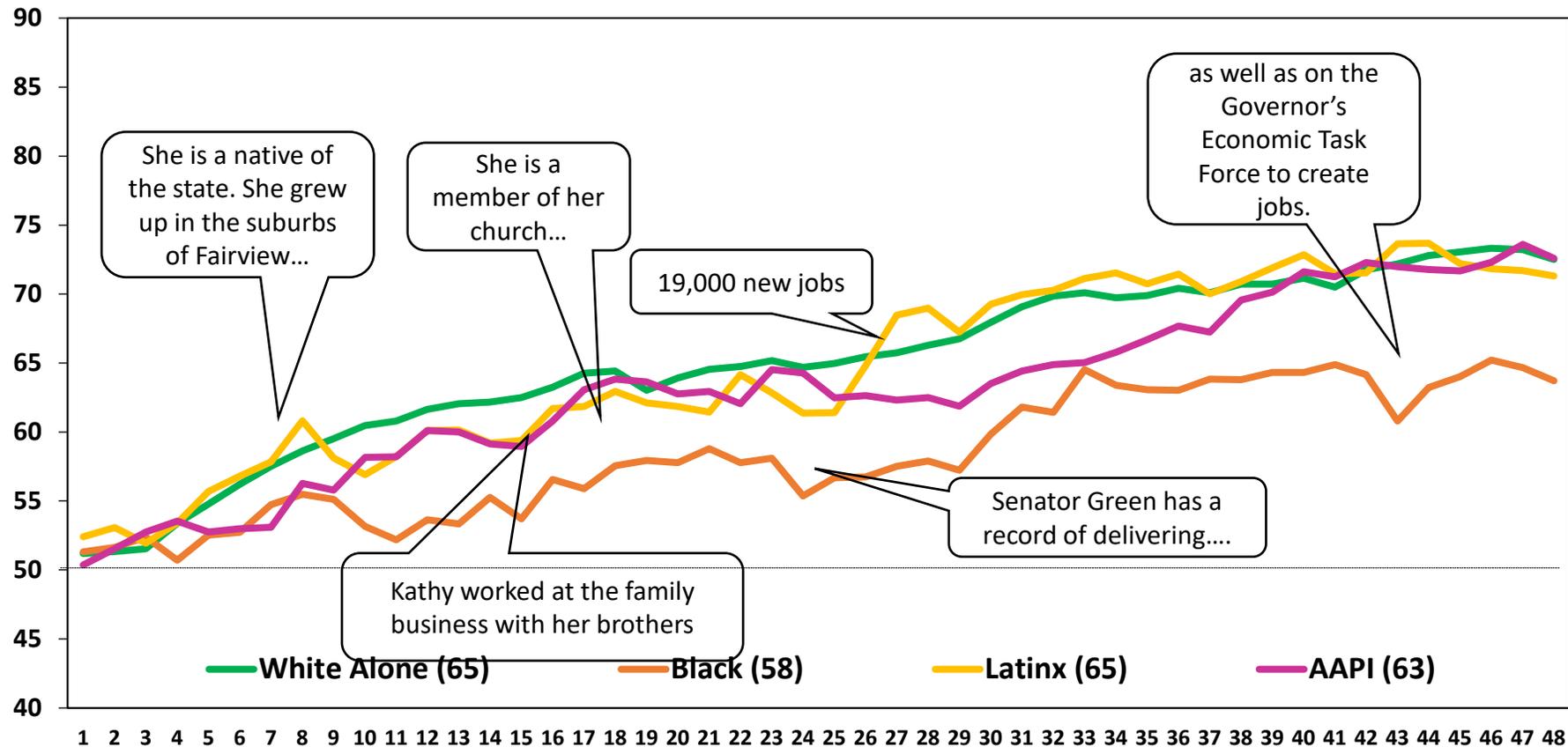
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Senator Green has a record of delivering in the state legislature. This includes leading efforts to create 19,000 new jobs, hitting 95% of that goal. She began her political career on the city council. Currently, she serves as a ranking member of the Finance Committee, as well as on the Governor’s Economic Task Force to create jobs. She is endorsed by the Chamber of Commerce and Moms for Liberty.

*Split-sampled question - Split A



Latinx and white voters have generally the same positive feelings about this candidate. Across race, they dial up when hearing the details about her record of delivering in the state legislature.



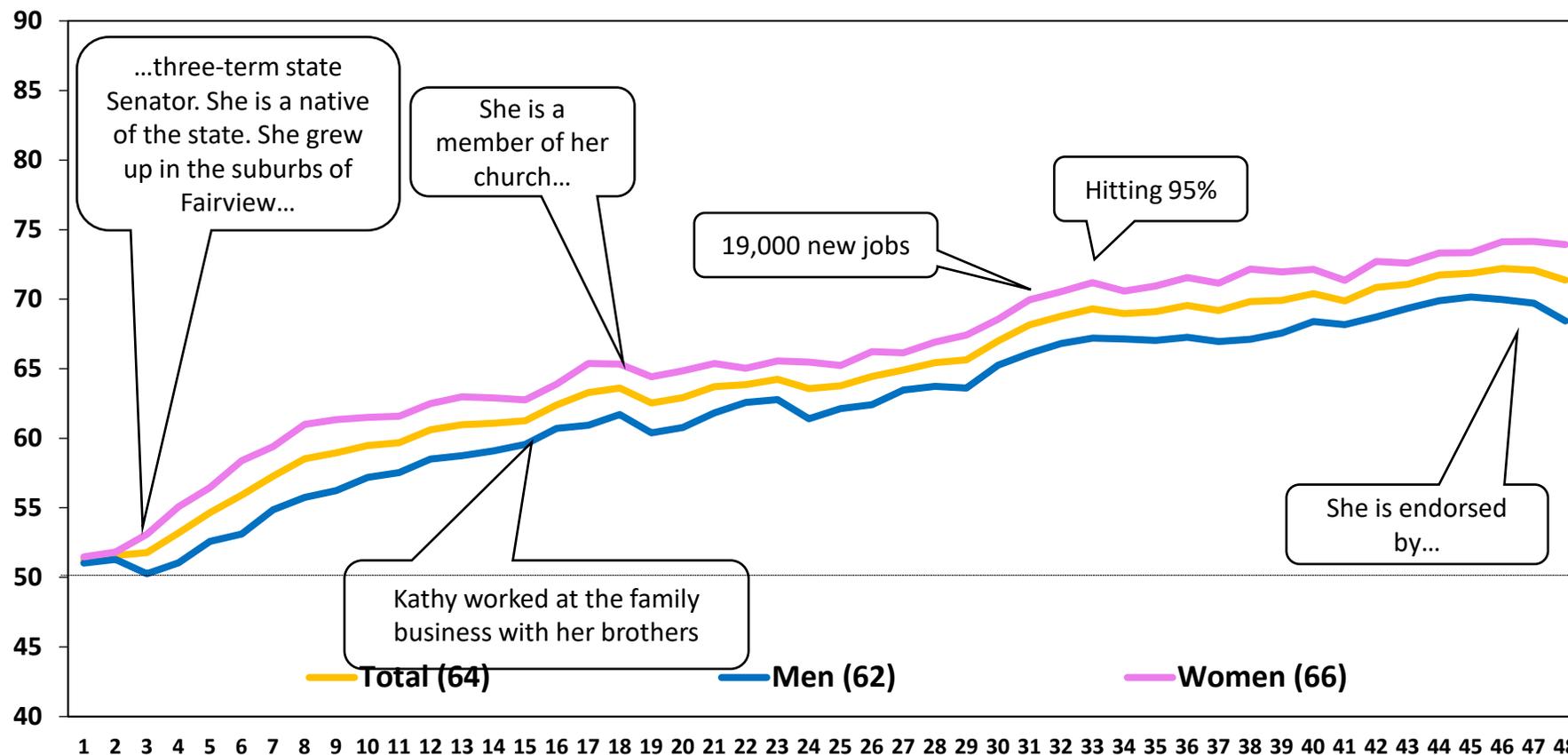
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Senator Green has a record of delivering in the state legislature. This includes leading efforts to create 19,000 new jobs, hitting 95% of that goal. She began her political career on the city council. Currently, she serves as a ranking member of the Finance Committee, as well as on the Governor’s Economic Task Force to create jobs. She is endorsed by the Chamber of Commerce and Moms for Liberty.

*Split-sampled question - Split A

Republican Woman – White Republican v. White Democrat by Gender

The men are lower in their unconscious dialing for this candidate than the women are, especially in the beginning where they momentarily stall. However, hearing about her background as a native of the state causes them to steadily dial up. There is a small dip on being a member of her church, but both men and women like her accomplishments tied to statistics.



Republican Kathy Green is a three-term state Senator. She is a native of the state. She grew up in the suburbs of Fairview, where her parents opened and built a small business. Throughout high school, Kathy worked at the family business with her brothers. She is a member of her church, married, and the mother of two grown children.

Senator Green has a record of delivering in the state legislature. This includes leading efforts to create 19,000 new jobs, hitting 95% of that goal. She began her political career on the city council. Currently, she serves as a ranking member of the Finance Committee, as well as on the Governor’s Economic Task Force to create jobs. She is endorsed by the Chamber of Commerce and Moms for Liberty.

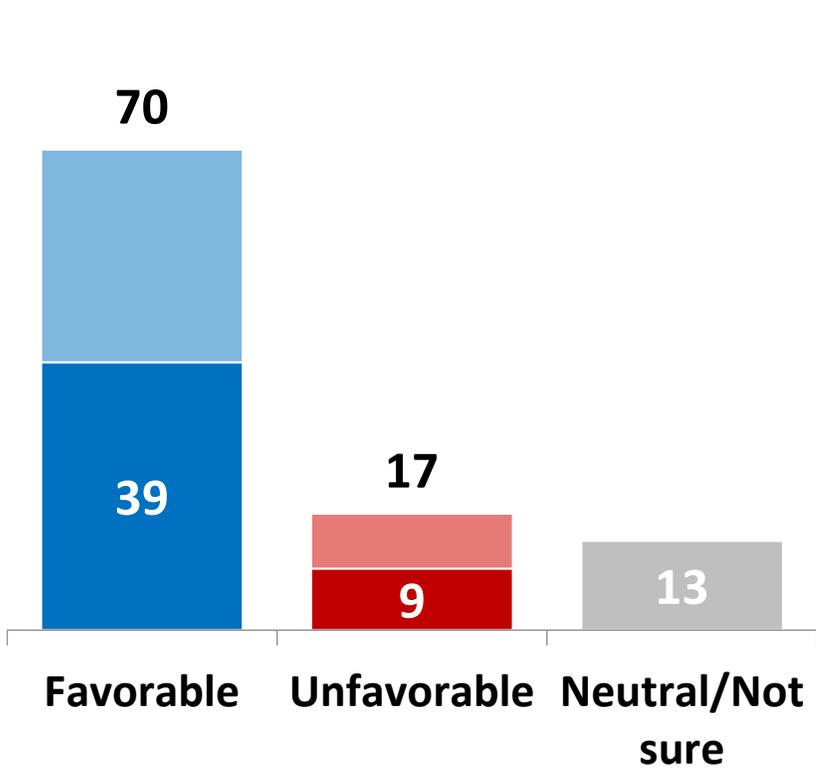
*Split-sampled question - Split A

Republican Woman – White Republican v. White Democrat

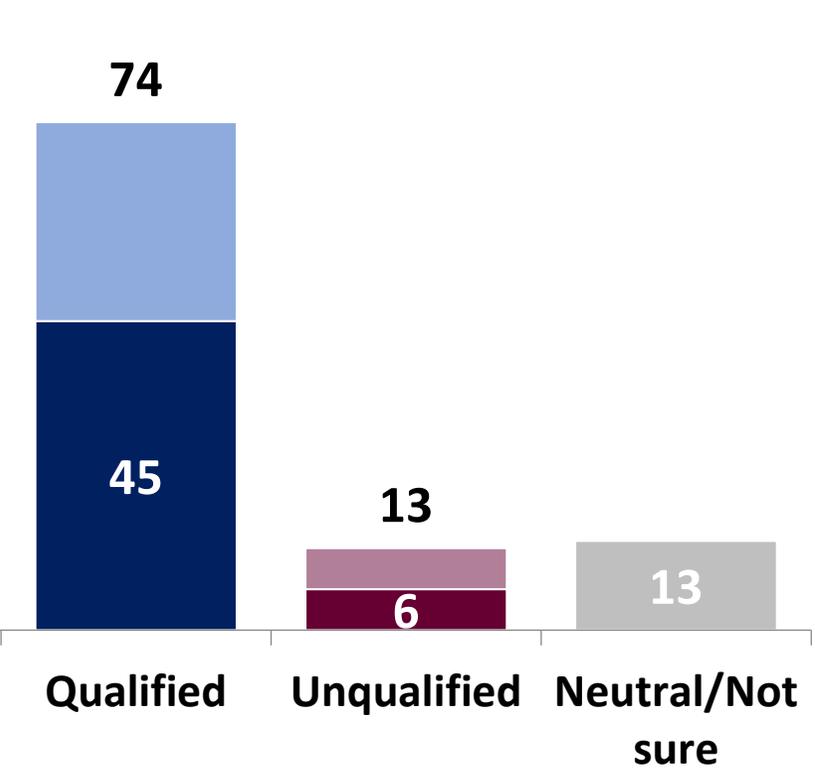
A white Republican woman running against a white Democratic woman is seen as favorable to seven-in-ten and qualified to about three-quarters of voters. She has a 7-point deficit on the ballot.



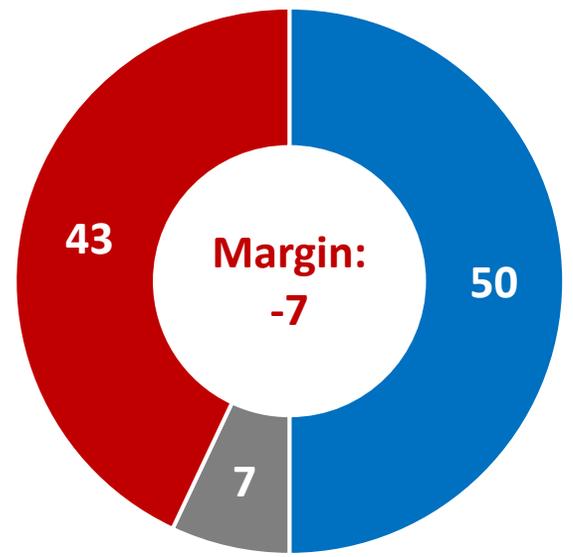
Based on what you just heard, how favorable do you feel toward Republican Kathy Green?



Based on what you just heard, how qualified does Republican Kathy Green seem?



Based on what you just heard, if the election for Governor was held today, and the candidates were {ROTATE} _Democrat Joan Smith and _Republican Kathy Green, for whom would you vote, or are you undecided?



Rated 51-79	Rated 26-49	Rated 51-79	Rated 26-49
Rated 80-100	Rated 0-25	Rated 80-100	Rated 0-25

*Split-sampled question – Split A

Republican Woman – White Republican v. White Democrat

Across race and party ID, voters feel favorably and believe she is qualified. Democrats, Latinx voters, and AAPI voters rate her higher on qualifications than favorability. In the ballot, she only wins Republicans and splits white and AAPI voters.



	% Favorable	% Qualified	Margin on the Ballot
Total	70	74	-7
Democrats	54	61	-83
Independents	64	69	-14
Republicans	88	90	+69
White	71	75	Even
Black^	54	57	-54
Latinx^	68	76	-10
AAPI^	71	86	+1
Men	68	72	-9
Women	71	75	-4

WHAT WORKS

- ✓ Quick take-off among Republican voters.
- ✓ People, especially Independents, like that she is a native of the state.
- ✓ People like her record of delivering.
- ✓ Independents dial up sharply on creating 19,000 jobs.

WHAT FALLS SHORT

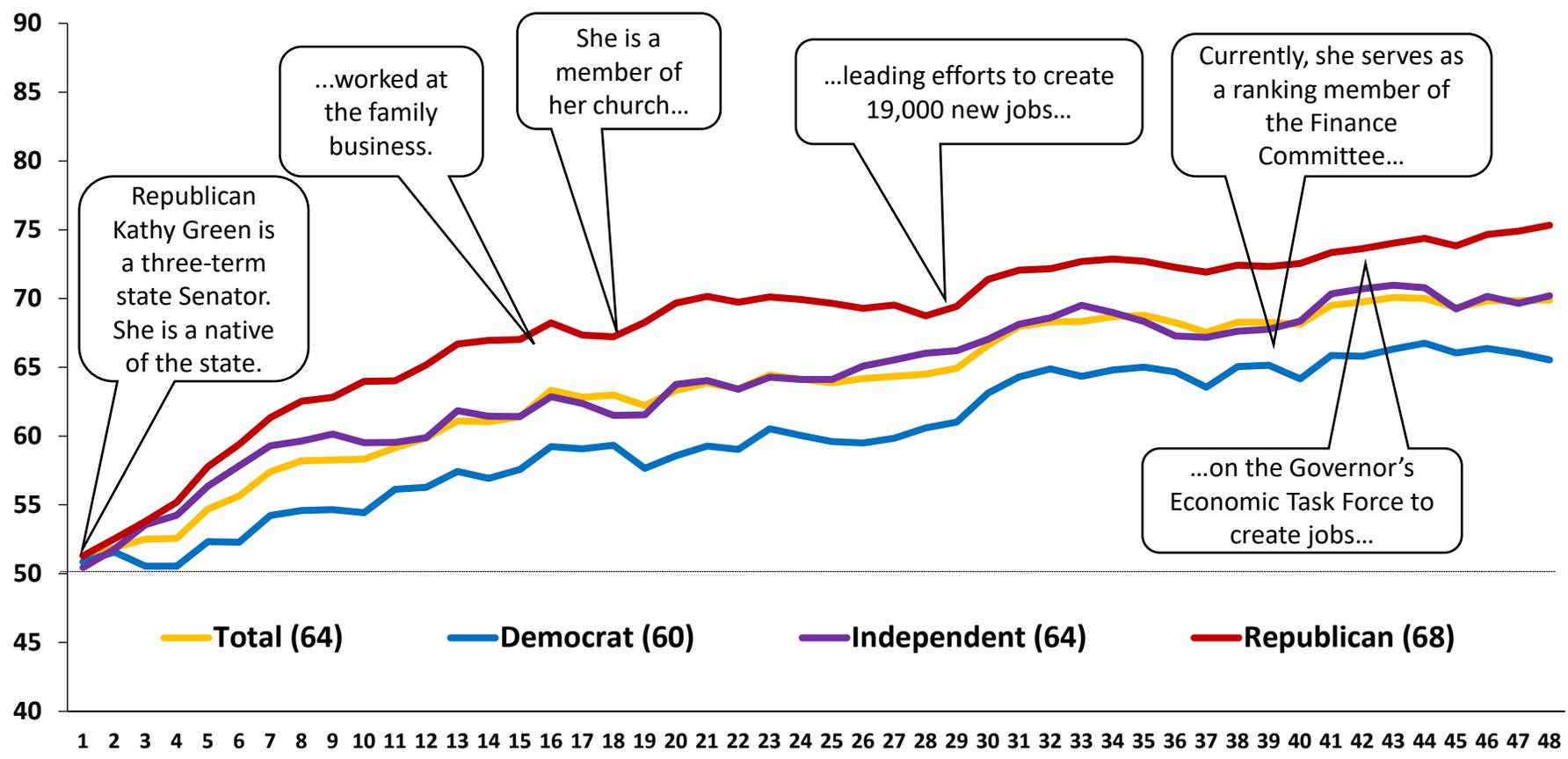
- X Independents and Democrats dial down on her religiosity.
- X Independents also dial down on the jobs goal figure.
- X People dial down when the profile mentions her endorsements.

*Split-sampled question – Split A

^Note small sample size

Republican Woman – AAPI Republican v. White Democrat by PID

Republicans are quick to take off in the beginning but flatten out after the initial paragraph. Independents don't have dramatic movement either, but do sharply dial up when hearing about her role on the Finance Committee and the Governor's Economic Task Force. Democrats do not have many pronounced downward reactions.



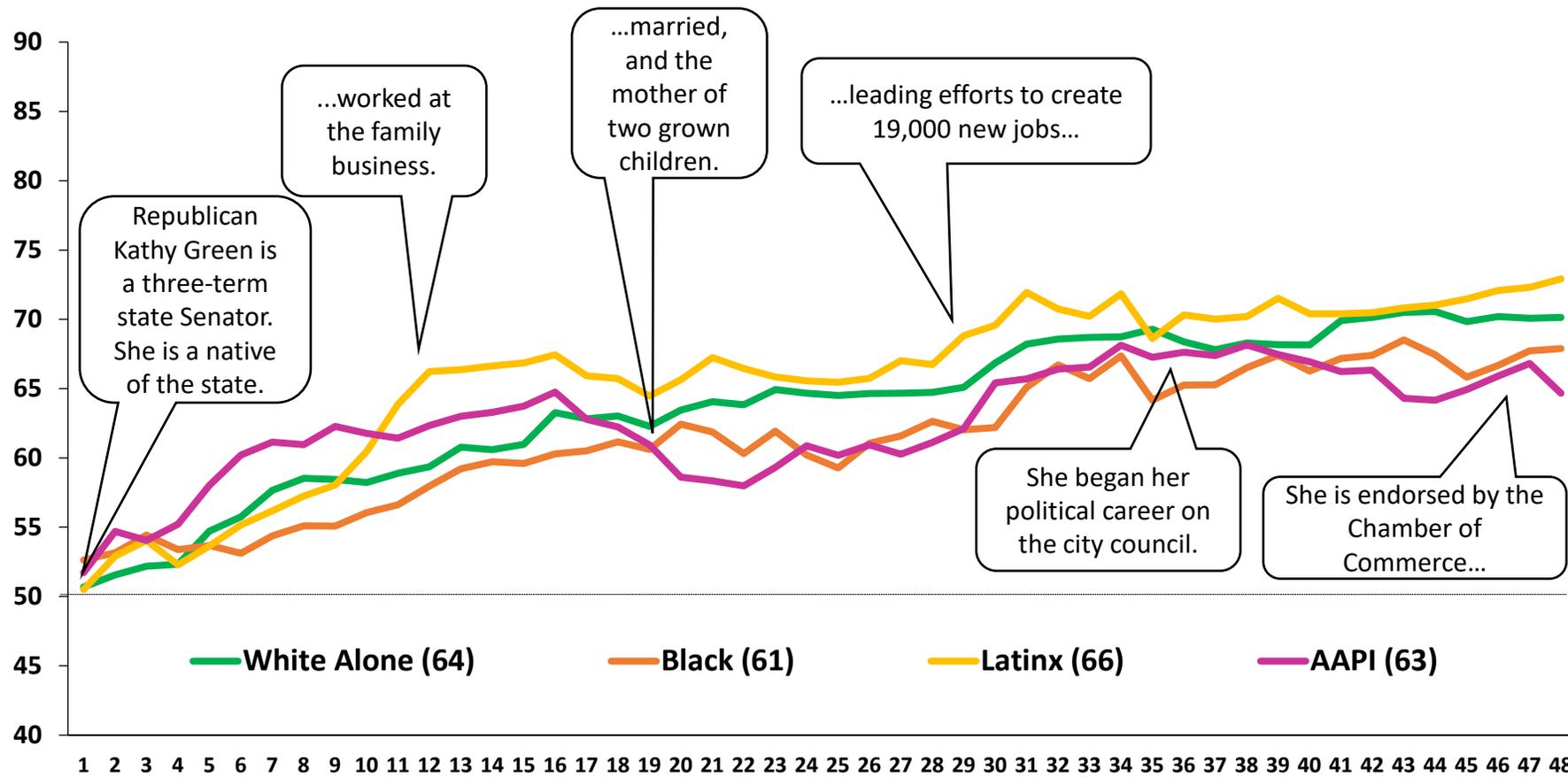
Republican Kathy Green is a three-term state Senator. She is a native of the state. She grew up in the suburbs of Fairview, where her parents opened and built a small business. Throughout high school, Kathy worked at the family business with her brothers. She is a member of her church, married, and the mother of two grown children.

Senator Green has a record of delivering in the state legislature. This includes leading efforts to create 19,000 new jobs, hitting 95% of that goal. She began her political career on the city council. Currently, she serves as a ranking member of the Finance Committee, as well as on the Governor's Economic Task Force to create jobs. She is endorsed by the Chamber of Commerce and Moms for Liberty.

*Split-sampled question – Split F

Republican Woman – AAPI Republican v. White Democrat by Race

There is less distinction across racial and ethnic subgroups. Latinx voters liked to hear that she worked at the family business, and everyone liked hearing about the details of her record delivering in the state legislature.



Republican Kathy Green is a three-term state Senator. She is a native of the state. She grew up in the suburbs of Fairview, where her parents opened and built a small business. Throughout high school, Kathy worked at the family business with her brothers. She is a member of her church, married, and the mother of two grown children.

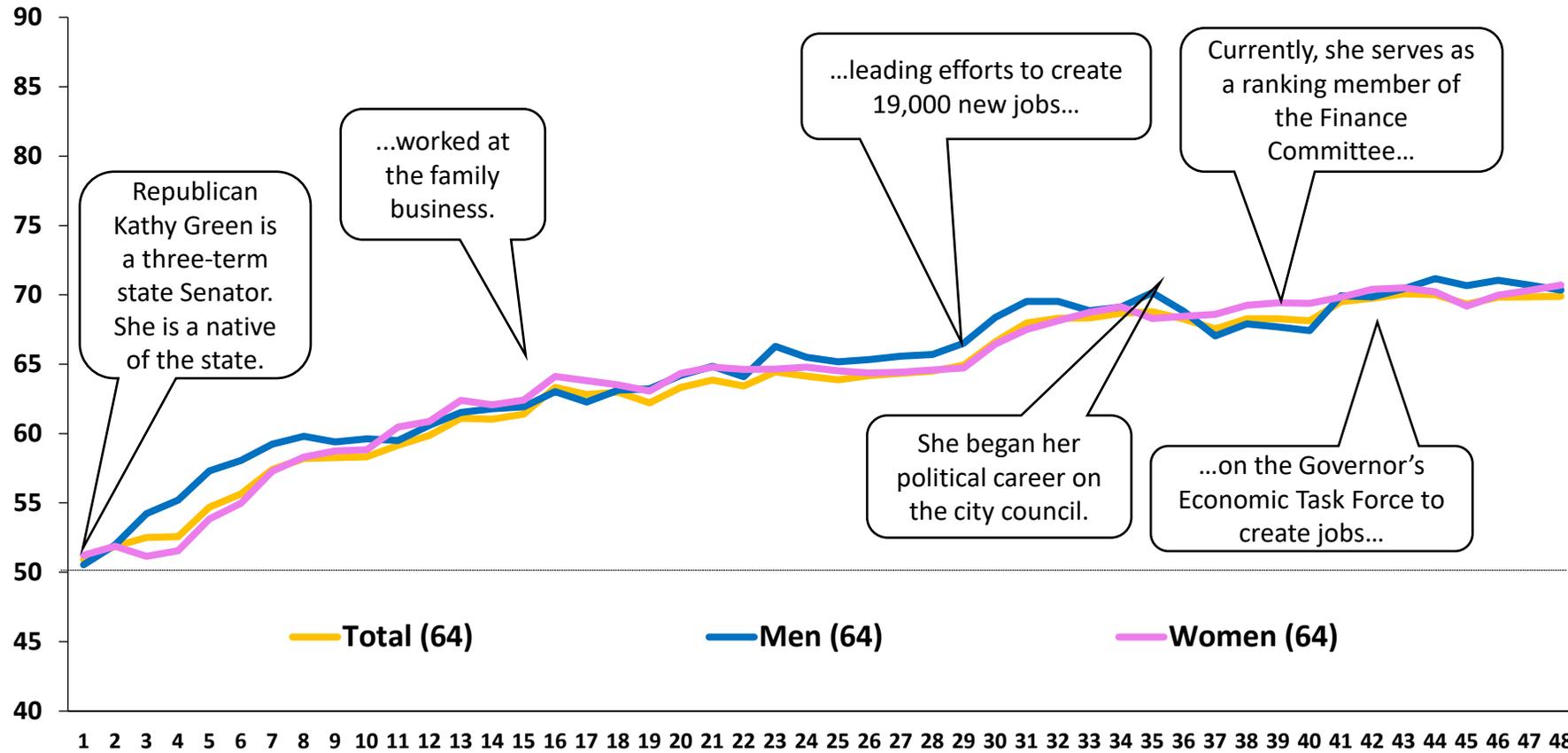
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*Split-sampled question – Split F

Republican Woman – AAPI Republican v. White Democrat by Gender



The men and women have moments of strong reactions to this candidate. The men quickly dial up in the beginning, whereas the women stall then dial up. Men and women like hearing stats-driven accomplishments, but men aren't as interested to hear about the beginning of her political career, or her membership on certain committees.



Republican Kathy Green is a three-term state Senator. She is a native of the state. She grew up in the suburbs of Fairview, where her parents opened and built a small business. Throughout high school, Kathy worked at the family business with her brothers. She is a member of her church, married, and the mother of two grown children.

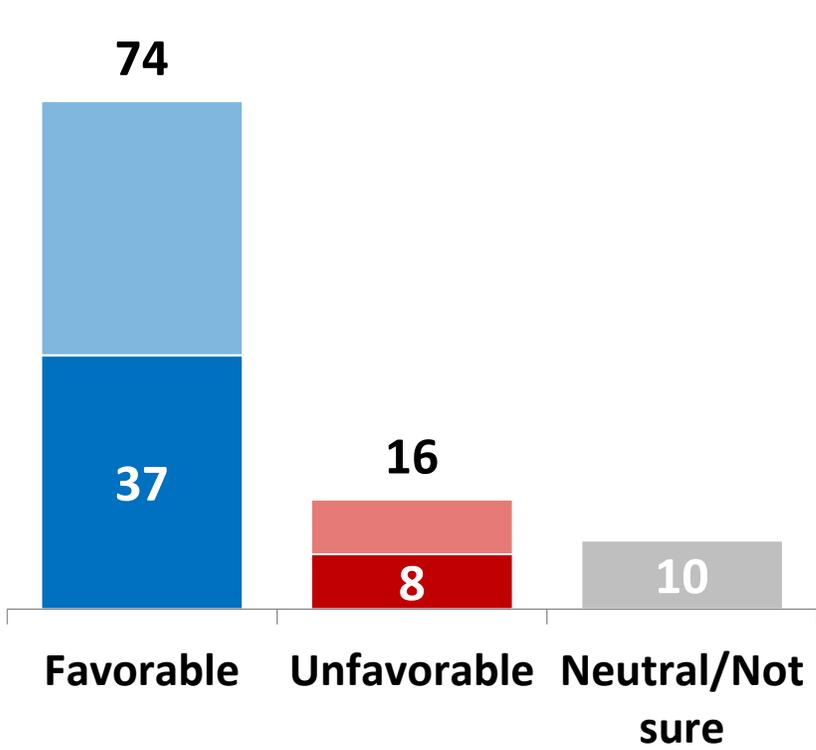
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*Split-sampled question – Split F

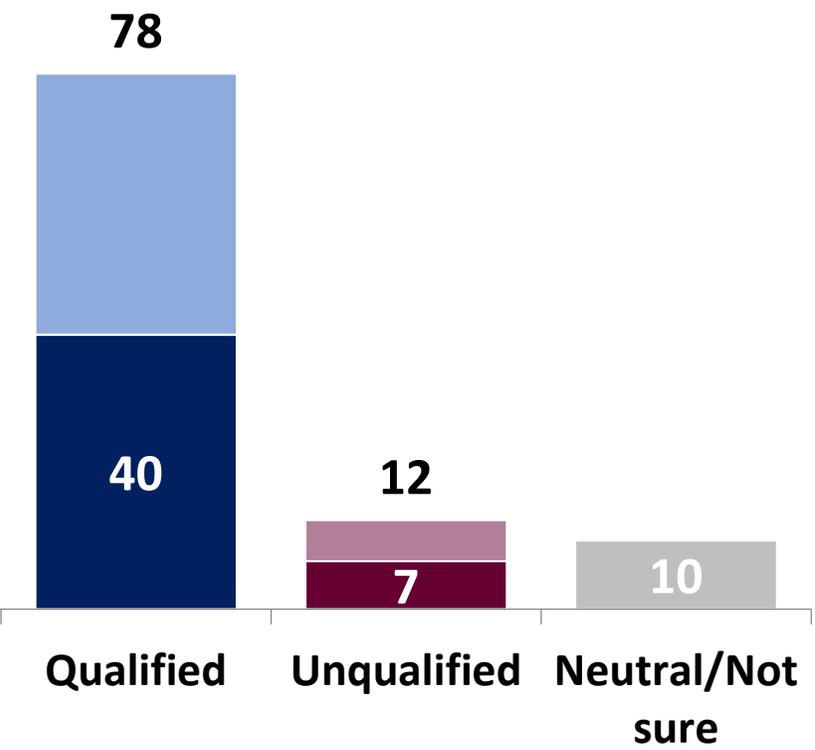


An AAPI Republican woman running against a white Democratic woman is seen as favorable and qualified to about three-quarters of voters. She has an 8-point deficit on the ballot.

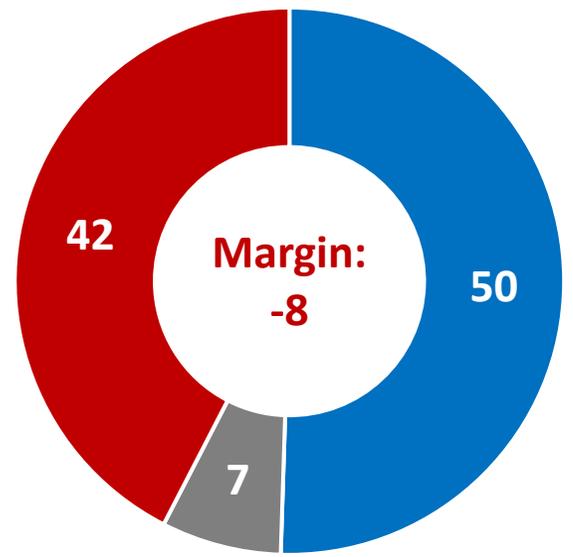
Based on what you just heard, how favorable do you feel toward Republican Kathy Green?



Based on what you just heard, how qualified does Republican Kathy Green seem?



Based on what you just heard, if the election for Governor was held today, and the candidates were {ROTATE} _Democrat Joan Smith and _Republican Kathy Green, for whom would you vote, or are you undecided?



Rated 51-79	Rated 26-49	Rated 51-79	Rated 26-49
Rated 80-100	Rated 0-25	Rated 80-100	Rated 0-25

*Split-sampled question – Split F

Across race and party ID, voters feel favorably and believe she is qualified. Democrats, Black voters, and AAPI voters rate her higher on qualifications than favorability; Latinx voters rate her higher on favorability. In the ballot, she only wins Republicans and splits white voters.



	% Favorable	% Qualified	Margin on the Ballot
Total	74	78	-8
Democrats	63	71	-85
Independents	74	78	-5
Republicans	87	87	+74
White	75	79	-1
Black^	65	75	-61
Latinx^	83	75	-28
AAPI^	68	74	-14
Men	78	81	-2
Women	73	76	-10

WHAT WORKS

- ✓ Independents and Republicans dial up on her religiosity.
- ✓ People, especially Independents, like that she is a native of the state.
- ✓ People dial up sharply on leading efforts to create 19,000 jobs.
- ✓ Independents dial up when the profile mentions her endorsements and her role as the ranking member of the Finance Committee.

WHAT FALLS SHORT

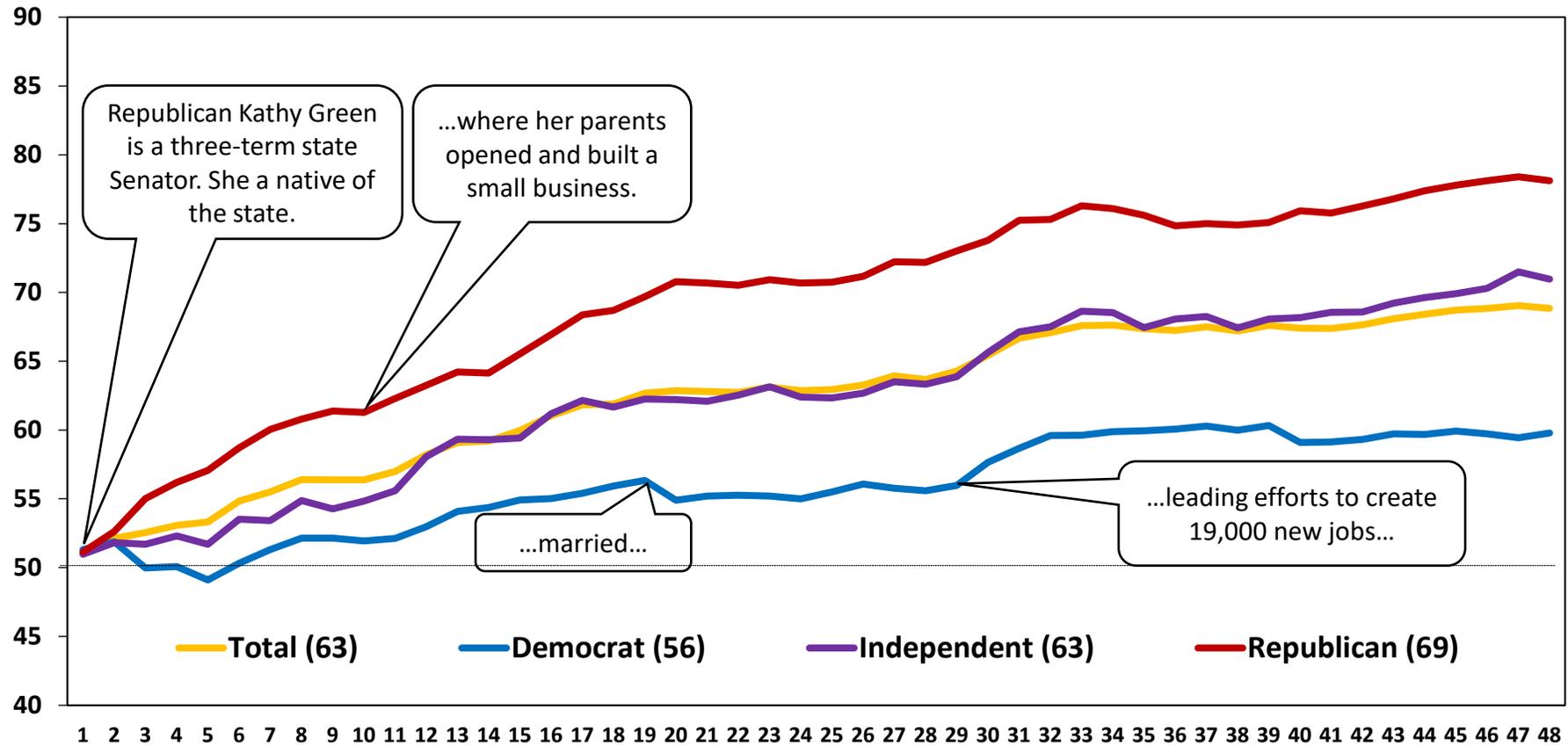
- X Republicans have a slower take-off.
- X Independents dial down on being part of the Governor’s Economic Task Force.

*Split-sampled question – Split F

^Note small sample size

Republican Woman – White Republican v. Latina Democrat by PID

There are no true valleys for this candidate across party beyond a slight dip among Democrats for her being married. Republicans feel positively toward this candidate throughout the statement. Democrats respond to accomplishments with statistics.



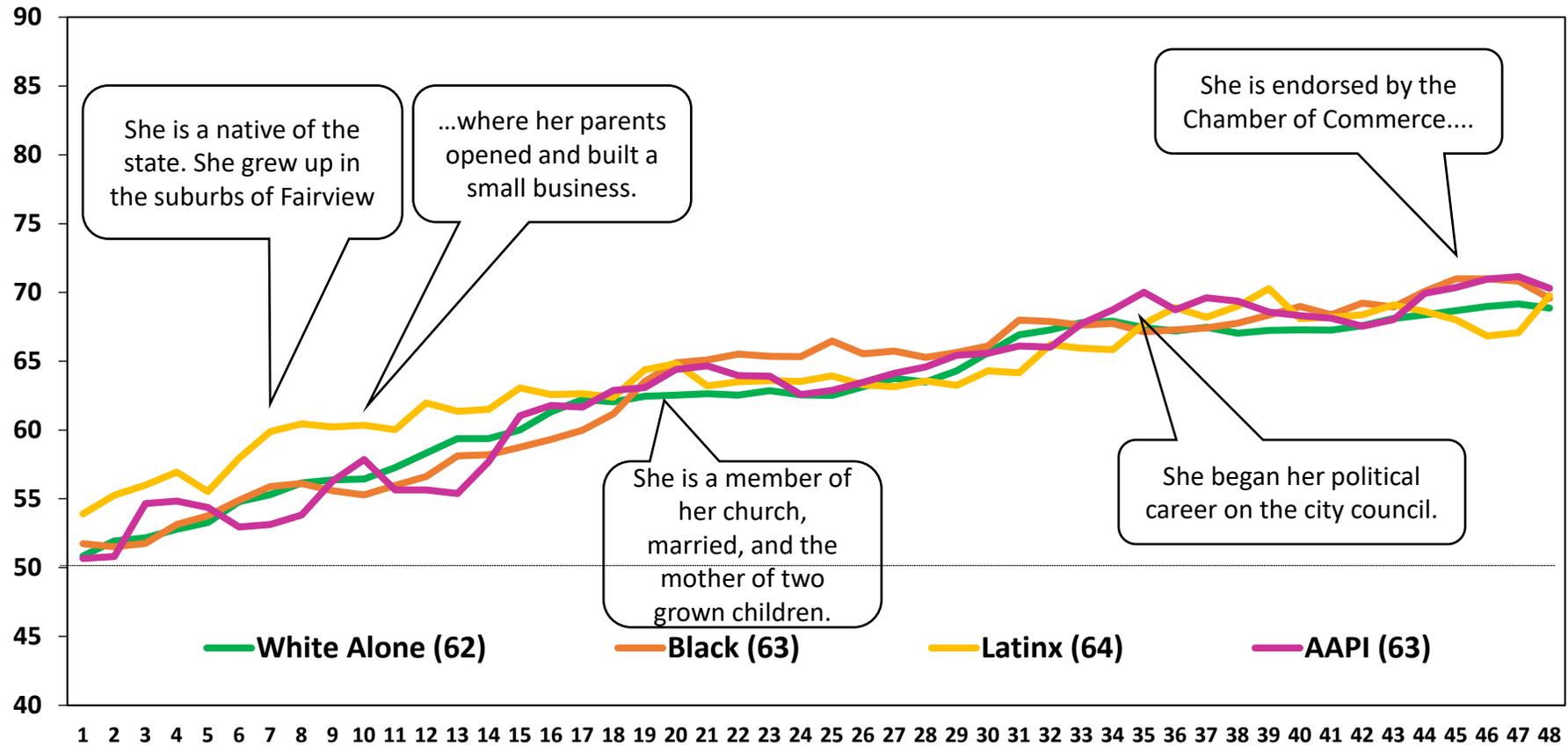
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Senator Green has a record of delivering in the state legislature. This includes leading efforts to create 19,000 new jobs, hitting 95% of that goal. She began her political career on the city council. Currently, she serves as a ranking member of the Finance Committee, as well as on the Governor’s Economic Task Force to create jobs. She is endorsed by the Chamber of Commerce and Moms for Liberty.

*Split-sampled question – Split C

Republican Woman – White Republican v. Latina Democrat by Race

Across race, voters' feelings toward the white Republican candidate against the Latina Democrat are extremely similar. There are not many strong reactions to this candidate's profile.

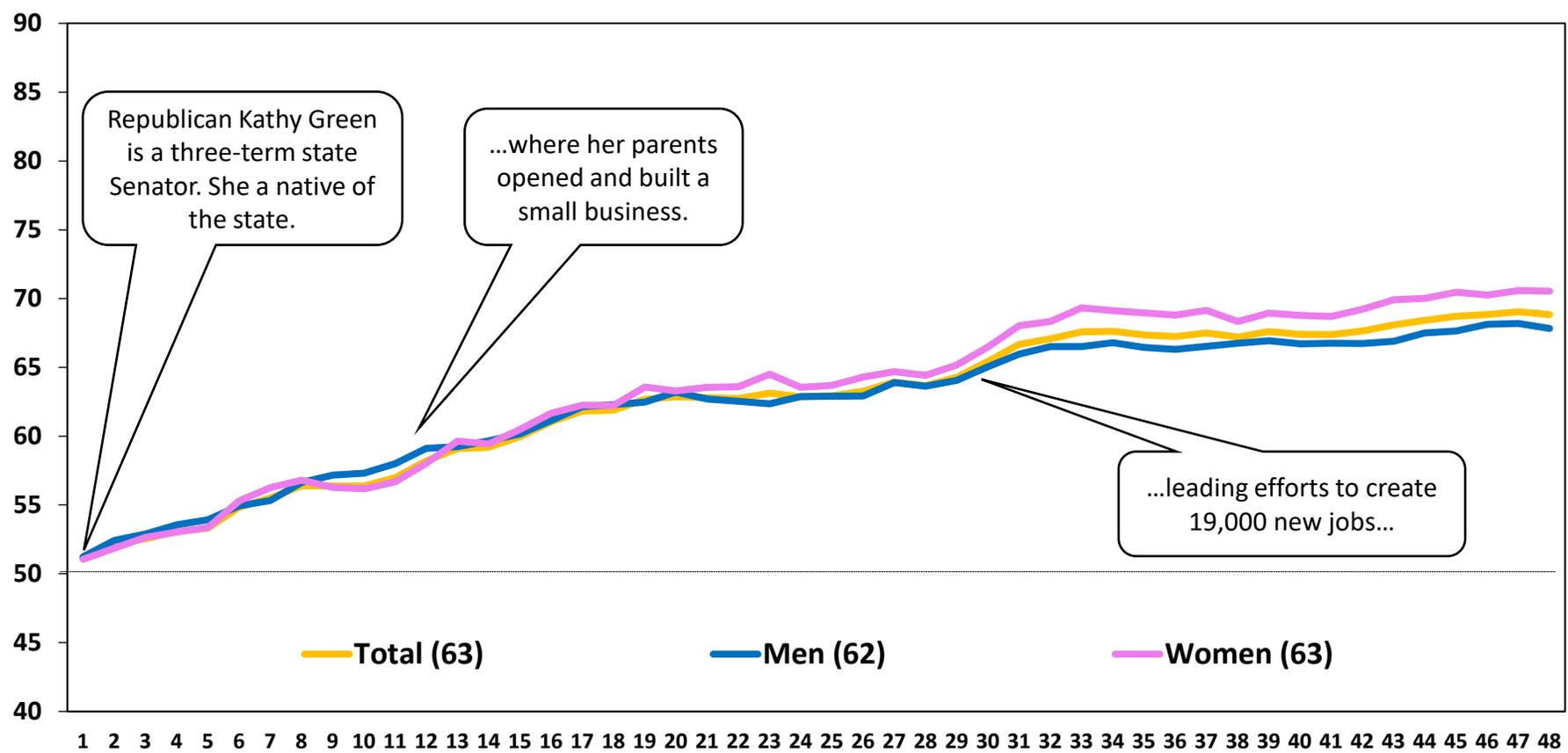


Republican Kathy Green is a three-term state Senator. She is a native of the state. She grew up in the suburbs of Fairview, where her parents opened and built a small business. Throughout high school, Kathy worked at the family business with her brothers. She is a member of her church, married, and the mother of two grown children.

Senator Green has a record of delivering in the state legislature. This includes leading efforts to create 19,000 new jobs, hitting 95% of that goal. She began her political career on the city council. Currently, she serves as a ranking member of the Finance Committee, as well as on the Governor's Economic Task Force to create jobs. She is endorsed by the Chamber of Commerce and Moms for Liberty.

*Split-sampled question – Split C

Men and women dial very similarly and have rather subdued reactions to this candidate. There's not much that stand out to them besides her efforts to create 19,000 new jobs.



Republican Kathy Green is a three-term state Senator. She is a native of the state. She grew up in the suburbs of Fairview, where her parents opened and built a small business. Throughout high school, Kathy worked at the family business with her brothers. She is a member of her church, married, and the mother of two grown children.

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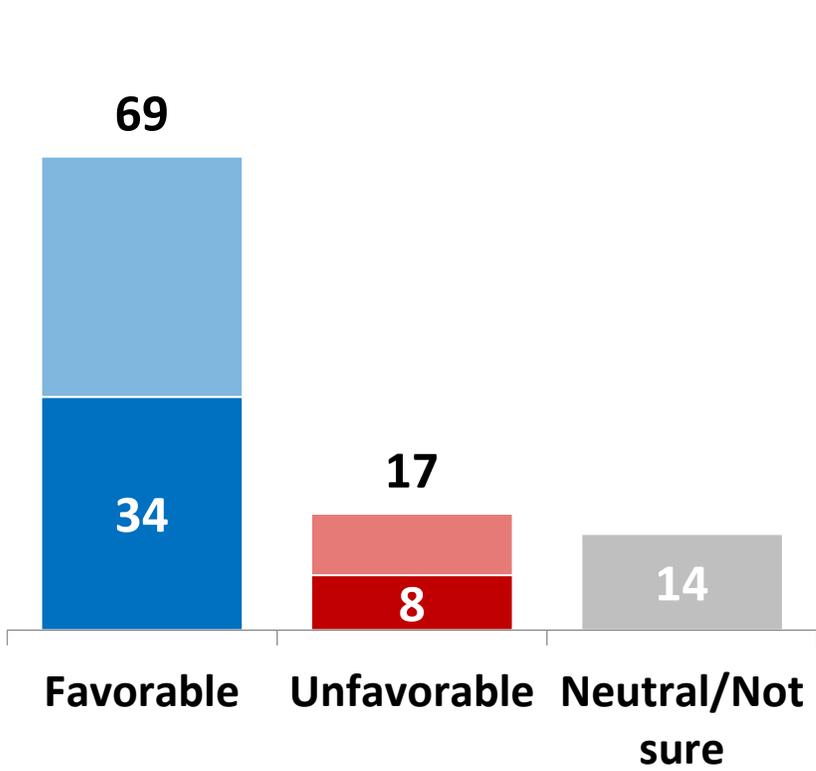
*Split-sampled question – Split C

Republican Woman – White Republican v. Latina Democrat

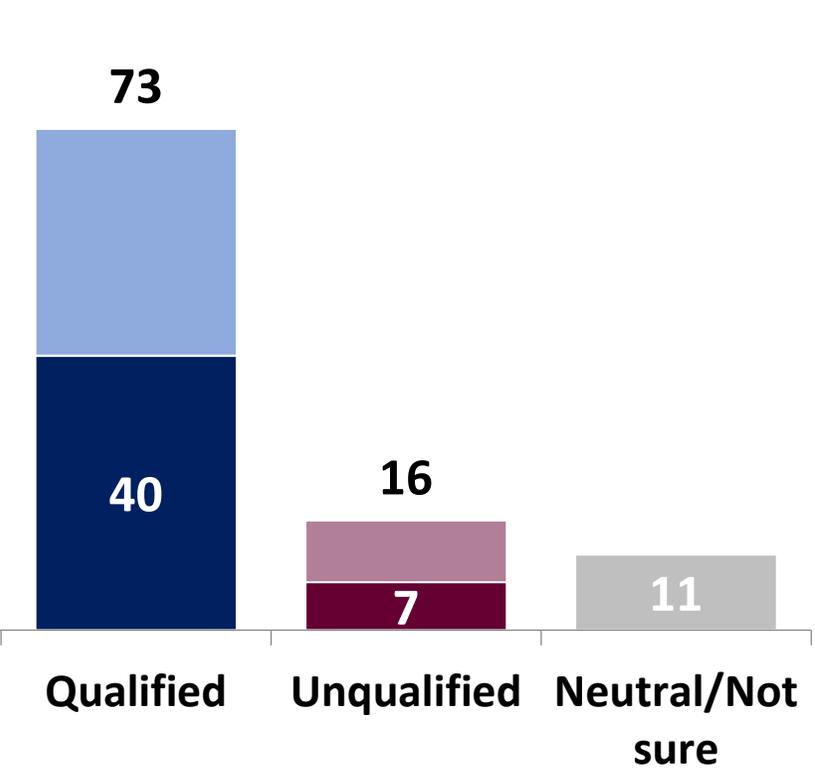
A white Republican woman running against a Latina Democratic woman is seen as favorable to over two-thirds and qualified to about three-quarters of voters. She has a 6-point deficit on the ballot.



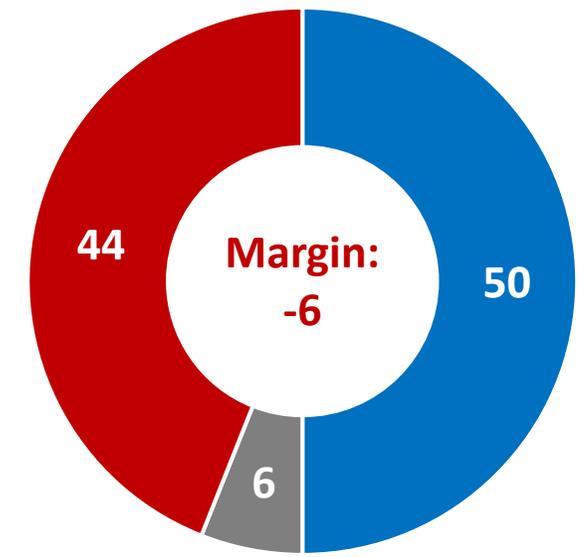
Based on what you just heard, how favorable do you feel toward Republican Kathy Green?



Based on what you just heard, how qualified does Republican Kathy Green seem?



Based on what you just heard, if the election for Governor was held today, and the candidates were {ROTATE} Democrat Joan Smith and Republican Kathy Green, for whom would you vote, or are you undecided?



*Split-sampled question – Split C

Across race and party ID, voters feel favorably and believe she is qualified. On the ballot, she only wins Republicans and splits white voters.



	% Favorable	% Qualified	Margin on the Ballot
Total	69	73	-6
Democrats	57	61	-82
Independents	74	75	-1
Republicans	84	88	+70
White	69	74	+2
Black^	68	69	-58
Latinx^	65	64	-28
AAPI^	83	81	-10
Men	66	69	Even
Women	73	76	-10

WHAT WORKS

- ✓ Republicans dial up steadily for the first ¾ of the profile.
- ✓ People, especially Independents, like that she is a native of the state.
- ✓ People like that she has led efforts to create 19,000 jobs.

WHAT FALLS SHORT

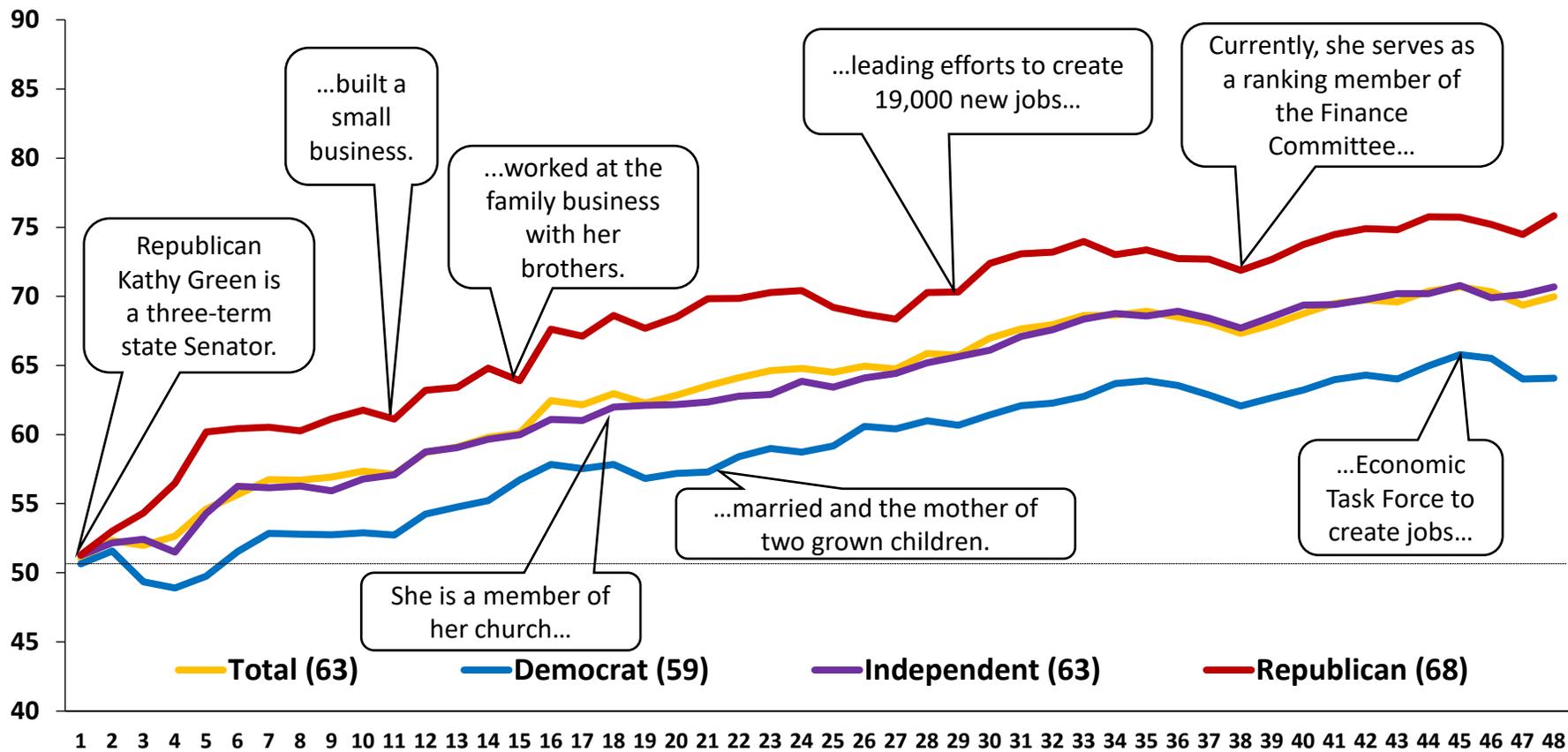
- X Republicans have a slower take-off.
- X Democrats dial down on being married.

*Split-sampled question – Split C

^Note small sample size

Republican Woman – Latina Republican v. White Democrat by PID

Republicans especially like her experience in the senate and her connection to small business. Independents and Democrats dial down in the beginning when hearing that she is a three-term state Senator, but they do steadily begin to dial up a bit over time. All like her accomplishment on jobs with stats and her leadership roles in the senate. There are no major downward trends among Independents or Democrats.



Republican Kathy Green is a three-term state Senator. She is a native of the state. She grew up in the suburbs of Fairview, where her parents opened and built a small business. Throughout high school, Kathy worked at the family business with her brothers. She is a member of her church, married, and the mother of two grown children.

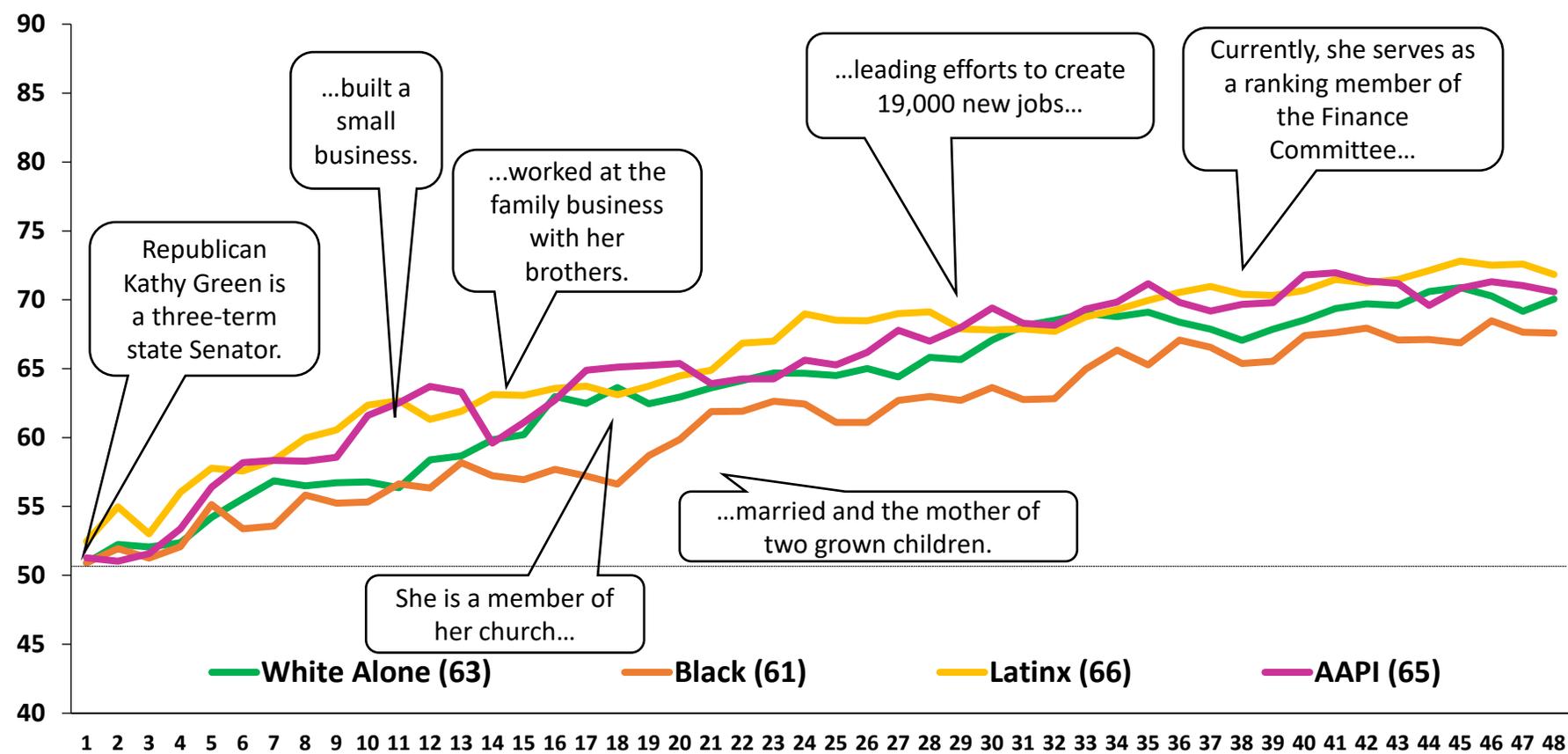
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*Split-sampled question – Split E

Republican Woman – Latina Republican v. White Democrat by Race



Across race, white, Latinx, and AAPI voters dial very similarly to each other, with Black voters reacting with a bit less intensity to the profile. Voters have many moments where strong feelings toward the candidate are evoked.



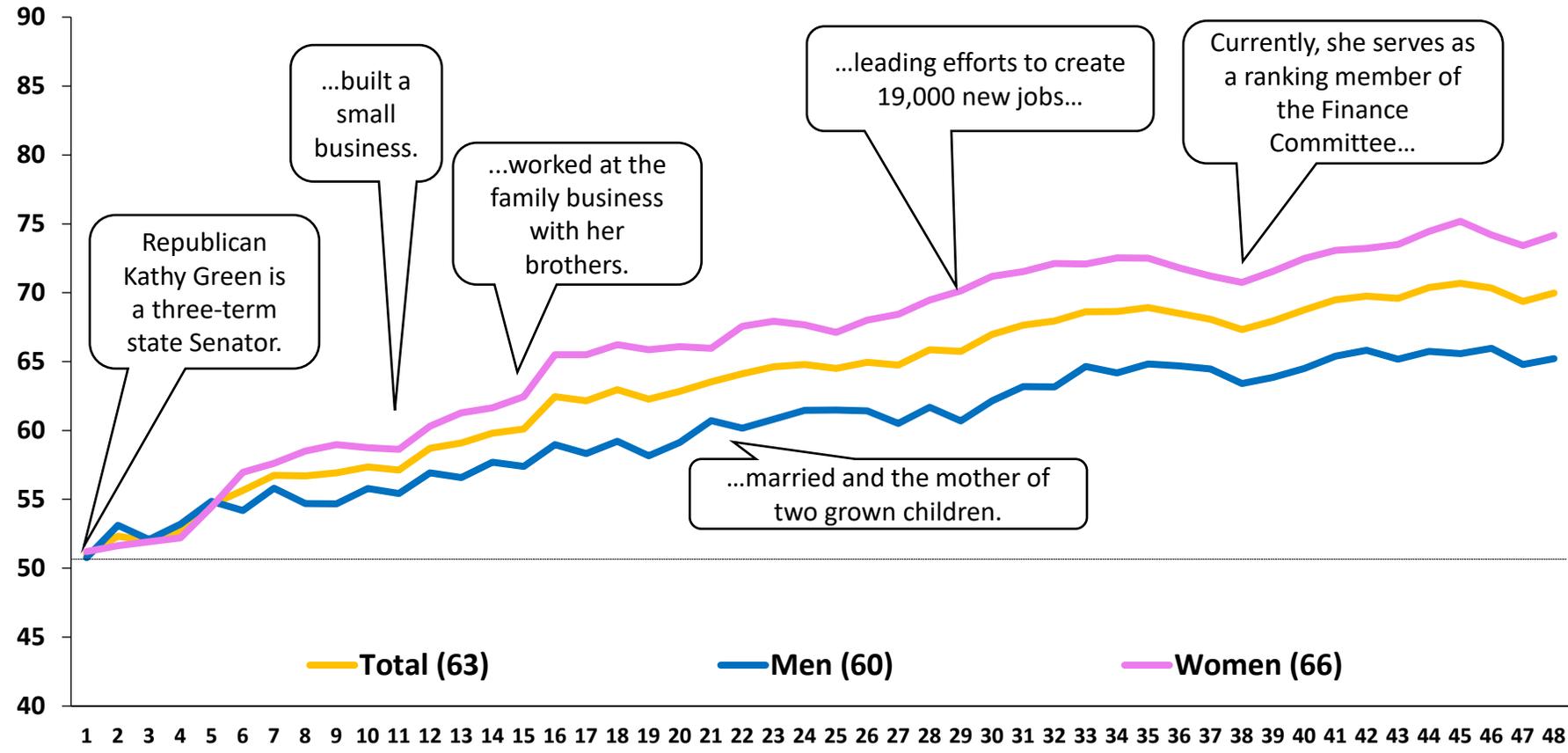
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Senator Green has a record of delivering in the state legislature. This includes leading efforts to create 19,000 new jobs, hitting 95% of that goal. She began her political career on the city council. Currently, she serves as a ranking member of the Finance Committee, as well as on the Governor’s Economic Task Force to create jobs. She is endorsed by the Chamber of Commerce and Moms for Liberty.

*Split-sampled question – Split E

Republican Woman – Latina Republican v. White Democrat by Gender

Men have a rocky start with this candidate, whereas the women are increasingly expressing positive ratings toward this candidate, especially when hearing about how she worked at her family’s small business and her efforts to create more jobs.



Republican Kathy Green is a three-term state Senator. She is a native of the state. She grew up in the suburbs of Fairview, where her parents opened and built a small business. Throughout high school, Kathy worked at the family business with her brothers. She is a member of her church, married, and the mother of two grown children.

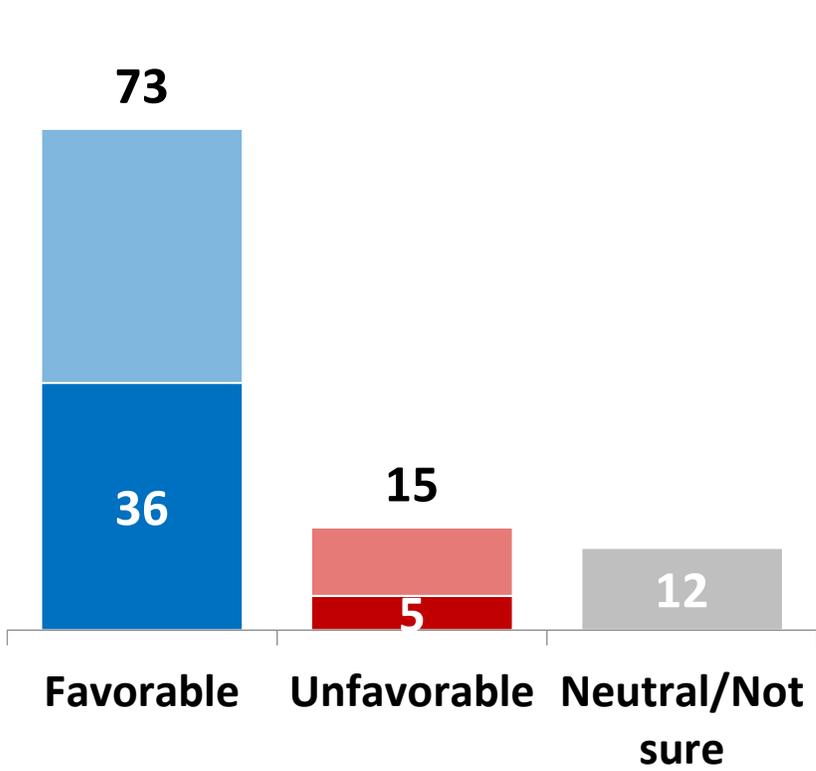
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*Split-sampled question – Split E

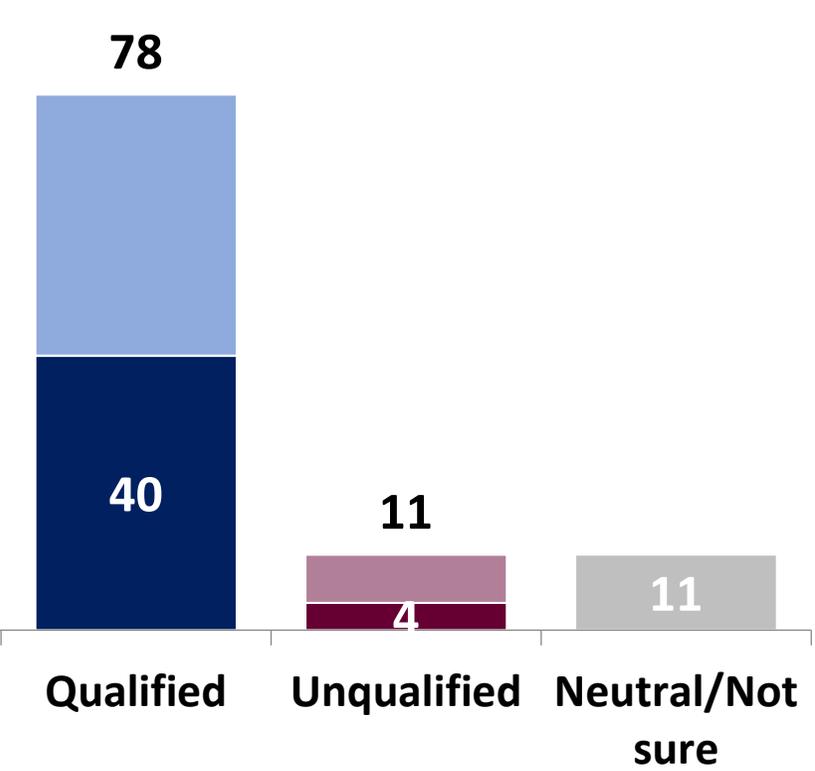
A Latina Republican woman running against a white Democratic woman is seen as favorable and qualified to about three-quarters of voters. She has an 8-point deficit on the ballot.



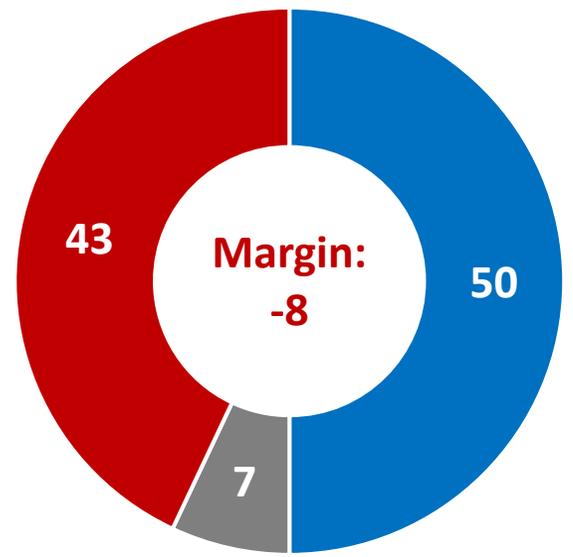
Based on what you just heard, how favorable do you feel toward Republican Kathy Green?



Based on what you just heard, how qualified does Republican Kathy Green seem?



Based on what you just heard, if the election for Governor was held today, and the candidates were {ROTATE} Democrat Joan Smith and Republican Kathy Green, for whom would you vote, or are you undecided?



Rated 51-79	Rated 26-49	Rated 51-79	Rated 26-49
Rated 80-100	Rated 0-25	Rated 80-100	Rated 0-25

*Split-sampled question - E

Across race and party ID, voters feel favorably and believe she is qualified. Democrats and white voters see her as more qualified than favorable. On the ballot, she only wins Republicans and Latinx voters and splits white voters.



	% Favorable	% Qualified	Margin on the Ballot
Total	73	78	-8
Democrats	60	72	-78
Independents	79	86	-7
Republicans	82	83	+64
White	73	79	-2
Black^	67	69	-69
Latinx^	75	80	+9
AAPI^	81	79	-5
Men	72	77	-4
Women	73	79	-11

WHAT WORKS

- ✓ Republicans have a robust take-off.
- ✓ Independents and Republicans dial up on her religiosity.
- ✓ People, especially Independents, like that she is a native of the state.
- ✓ Republicans dial up sharply upon hearing that she worked at the family business with her brothers.
- ✓ People like that she is a married mother.
- ✓ People dial up sharply on leading efforts to create 19,000 jobs.
- ✓ People dial up when the profile mentions her role as the ranking member of the Finance Committee.

WHAT FALLS SHORT

- X Independents flatten during her political experiences and endorsements toward the end of the profile.

*Split-sampled question - E

^Note small sample size

A queer-coded lesbian candidate with a pixie hairstyle and more masculine clothes is more easily identifiable as queer.

- “For some reason today in society, when you cut your hair in this style, for many, many people, I think it kind of looks like they are more progressive and more in the pro-LGBT, which I mean Republicans are not completely against, but it's not what they [put] on their platform to highlight.” – AAPI/Latina Woman
- “The Democrat looks so young and almost looks like, you know, she might be a college professor or something like that. I am not sure if we're even supposed to comment on this, but you know, the shorter hair kind of gives her a different look, in terms of anything that would be business or economics related.” – White Ticket-Splitting Man

Some participants struggled to accept that LGBTQ candidates could be Republicans, finding it unrealistic.

Participants wanted a candidate to disclose that she is LGBTQ but discussing coming out appears to be a calculated political strategy. Participants preferred this information was included as personal information (such as “she lives with her wife”) that would come after her other qualifications and experiences.



It was not always apparent to the participants that this candidate is a lesbian.

- “But the only thing I would say maybe, and it's really just a very slight thing, I get the sense that the Republican is more of a headshot, you know like a business headshot versus the Democrat that isn't. And a headshot, I guess, would be a little bit more particular as opposed to the Democrat that's just sort of just smiling, but not a lot. Honestly, like I don't think either of them is likable or unlikable more than the other. But I noticed that the background...hers is straight up like a headshot....” – Weak Democratic man
- “The older cookie cutter, you know what I'm saying, soccer mom, Republican.” – Latino M

When told she is a lesbian, some were intrigued by a Republican lesbian candidate.

- “Well, I definitely think [the candidate being LGBTQ] would change the dynamics of the race. You know, it would draw a lot of nontraditional voters toward the Republican candidate that would otherwise vote Democrat, or you know, not Republican. At the very least, I think it would change the dynamics of the race itself. It would make it more interesting. A lot of Independent or even left-leaning voters may vote Republican based on that one fact alone. Is that with the way we see the Republican Party, they are so conservative. Like something that radical, I think that that would be like...that would cause controversy within the Republican Party all by itself. Just amongst them, not even to bring in the people into it, but I don't think that that would be like something that would be quite acceptable. I mean, times are changing, but when you said it, I would have rather the Democratic Party be the one who was LGBT because then they would...I think they would appeal to that community.” – Weak Democratic man



In one group, participants discussed if it would or would not make a difference if one candidate were lesbian, gay, bisexual, transgender, or queer. They responded with a range of perspectives about how a candidate would center her sexual orientation.

"I don't think it is any different than any other life experience that somebody would bring into a race... So, if somebody has a 30-year background in business, and they're making that a centerpiece of their campaign, or if they're a doctor, and so they're saying I'm going to be strong on healthcare issues because I am a medical professional. I don't think it's any different than anybody, you know, emphasizing or deemphasizing any other part of their life experience that they would bring to the table."— White Ticket-Splitting Man



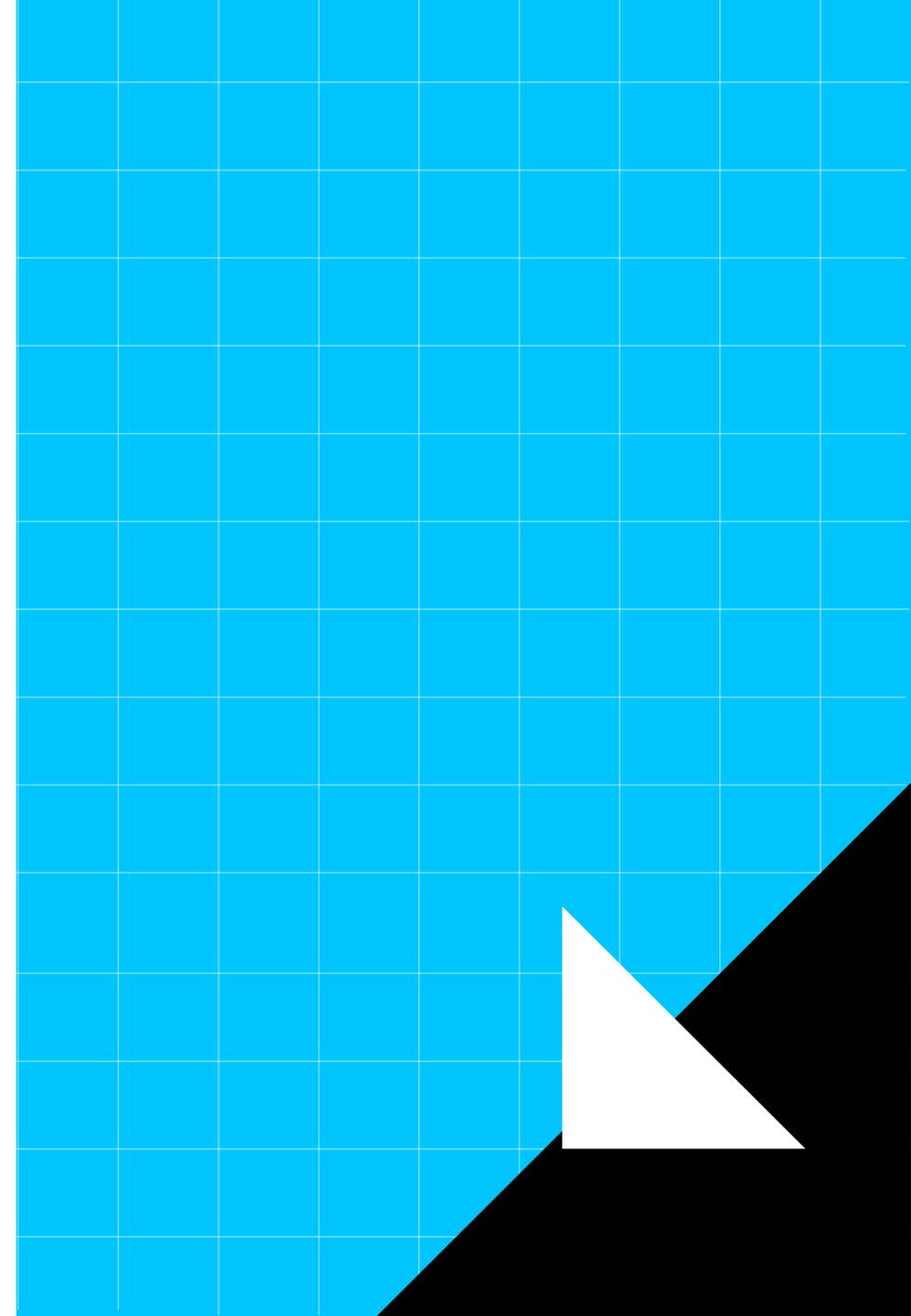
"It will not be an issue as long as she would not make that a principal part of her identity or principal part of her campaign. I mean, honestly, if she was running on other issues, it would not be an issue to me. But if, for some reason, that became elevated, and became one of the primary things that she runs on, yeah, it could be an issue."— White Ticket-Splitting Man



"As a GLBT person, we have our own needs and our own platform in the political sphere, just as women do with women's rights and women's health care and women's issues. You know we do have GLBT issues out there, and as a GLBT candidate or a non-GLBT candidate, we shouldn't make that our main platform, I don't think. But I don't think it should be a negative thing against somebody if they want to bring that stuff to the forefront, because it is a current event and it needs to be addressed because we do have a lot of GLBT issues that are being just pushed aside."— White Ticket-Splitting Man

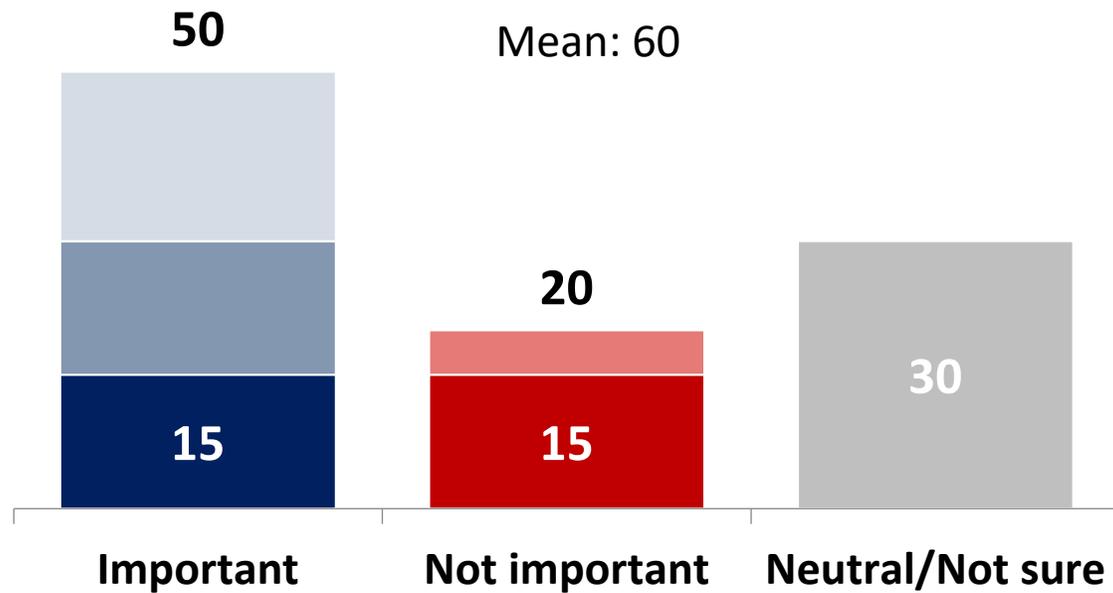


Appendix – Demographic Subgroups



There are additional key differences by subgroups. The younger age cohorts find it more important to have more woman in elected office than older age cohorts. Urban and suburban voters find it more important than rural voters. There is not as much of a difference across educational attainment levels.

On a scale from 0-100, where 100 means extremely important and 0 means not important at all - How important is it to you personally to have more women in elected office?

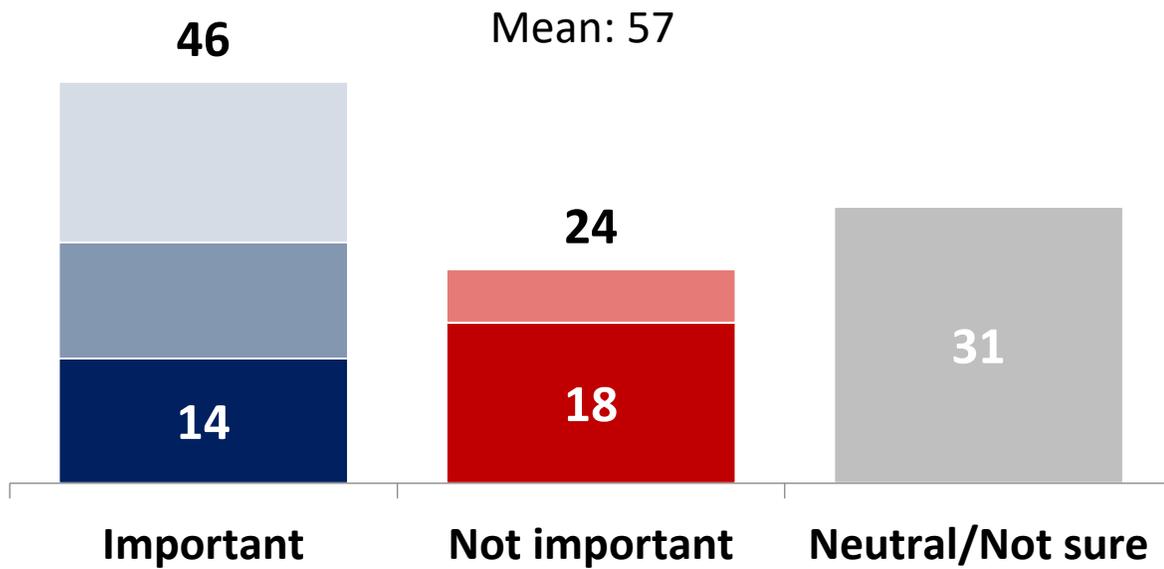


	Important	Not Important	Mean
Under 30	69	14	72
30 to 39	61	21	65
40 to 49	50	17	63
50 to 64	47	22	60
65 and over	39	21	58
Non-college	47	21	62
College	54	18	64
Urban	59	14	68
Suburban	50	21	61
Rural	38	26	56



Again, demographic and attitudinal attributes influence how important voters think it is to have more people of color in elected office. Urban and suburban voters find it more important than rural voters.

On a scale from 0-100, where 100 means extremely important and 0 means not important at all - How important is it to you personally to have more people of color in elected office?



	Important	Not Important	Mean
Under 30	62	18	65
30 to 39	53	21	61
40 to 49	50	20	60
50 to 64	44	24	56
65 and over	32	30	50
Non-college	44	23	56
College	48	24	58
Urban	56	19	63
Suburban	44	26	55
Rural	33	27	50

51-79
 80-99
 100 – Extremely important
 26-49
 0-25 – Not important

Looking at demographic and attitudinal subgroups, there is a lot going on under the surface, largely following partisan lines. While older Millennials and younger Gen X voters have no doubts about the candidate, older voters and rural voters have significant doubts. Many other groups are split.

Having heard both sides, how serious of doubts do you have about Claire Foster?

Now here is something that some people say about a state Senator Claire Foster, a Democratic woman candidate who is running for governor.

They say Claire Foster does not share our values and will not keep us safe. Foster is a socialist who wants to defund the police and stop border patrols at our Southern border. But it gets worse. Foster said to a reporter that she is against parent involvement in schools. And she supports teaching our children critical race theory in public schools.

Here is what state senator and candidate for governor Claire Foster had to said about this. She said the attacks are partisan, divisive, and false. Senator Foster says she is not a socialist. Her parents instilled in her the values of responsibility and hard work, but she knows that most communities have people who need a little help, and we need to provide programs and support for people in need. She does not support defunding the police. She voted to invest in law enforcement while also expanding to include mental health and substance abuse services. And she knows that the best way for our children to grow and learn is when parents and teachers work together in the classroom.

	No Doubts	Doubts	Margin
Under 30	46	47	-2
30 to 39	55	40	+14
40 to 49	48	43	+5
50 to 64	43	52	-9
65 and over	45	50	-5
Non-college	45	47	-3
College	49	48	+1
Urban	49	45	+4
Suburban	50	46	+4
Rural	38	54	-16

Across subgroups, the Democratic candidate is seen as qualified. There is less consensus on how likeable the candidate is. Older voters and rural voters find her not likeable. Non-college educated voters, and suburban voters split.

How likeable/qualified is Claire Foster?	Likeable	Not Likeable	Margin
Under 30	57	36	+21
30 to 39	57	37	+20
40 to 49	52	35	+17
50 to 64	42	49	-7
65 and over	42	48	-5
Non-college	45	45	0
College	52	41	+12
Urban	57	34	+23
Suburban	46	46	-1
Rural	38	51	-13

Qualified	Not Qualified	Margin
65	23	+41
62	28	+34
56	31	+26
47	42	+6
45	39	+6
49	37	+12
58	31	+26
61	29	+33
51	36	+14
43	42	+1

Except for rural voters, most subgroups express doubts after hearing the critiques about her positions and allegiances and her response to those critiques.

Having heard both sides, how serious of doubts do you have about Ashley Nelson?

Now here is something that some people say about a state Senator Ashley Nelson, a Republican woman candidate who is running for governor.

They say Ashley Nelson is part of the national movement that wants to see the Supreme Court overturn Roe v. Wade. She opposes a woman’s right to choose. She owns an assault rifle and opposes even reasonable restrictions on guns. In an interview, she said she wants Donald Trump to run in 2024 and will vote for him.

Here is what state senator and candidate for governor Ashley Nelson had to said about this. Senator Nelson said she believes that the biggest danger is government overreach when it comes to Second Amendment rights and that with crime on the rise, people need to be able to protect themselves. She is pro-life and thinks the issue of abortion access should be decided at the state level. She added that her opponent is running against Nelson, not Donald Trump. And she is running to serve all people in our state.

	No Doubts	Doubts	Margin
Under 30	33	63	-30
30 to 39	37	57	-21
40 to 49	41	52	-11
50 to 64	44	50	-5
65 and over	43	53	-9
Non-college	44	49	-5
College	37	60	-24
Urban	36	59	-23
Suburban	39	57	-18
Rural	50	41	+9

Most subgroups find the Republican candidate not likeable, or they split. Rural voters and younger voters find her likeable. Conversely, most subgroups find her qualified. Suburban voters split on her qualifications.

How likeable/qualified is Ashley Nelson?	Likeable	Not Likeable	Margin
Under 30	49	45	+4
30 to 39	40	54	-14
40 to 49	43	48	-5
50 to 64	47	46	+1
65 and over	44	49	-5
Non-college	44	48	-4
College	46	48	-2
Urban	46	48	-2
Suburban	38	55	-17
Rural	52	38	+13

Qualified	Not Qualified	Margin
53	38	+15
48	42	+6
46	41	+5
50	39	+11
46	41	+5
48	40	+8
49	40	+8
49	41	+8
43	44	0
54	33	+21

Survey Methodology

- Lake Research Partners and Bellwether Research and Consulting designed and administered this dial survey that was conducted online from December 9 to December 17, 2021. The survey reached 2,000 likely 2022 voters nationwide with oversamples of 250 African American, 250 Latinx, 250 AAPI, and 150 Native American/Indigenous likely 2022 voters.
- The sample was drawn from an online panel of listed adults and screened to be likely 2022 voters. The base sample was weighted by region, region by gender, age, race, race by gender, and education to reflect attributes of the actual population. To control for party identification, the party identification for the total, men, and women was weighted so there is an equal percentage of Democrats and Republicans. African American voters were weighted by region; Latinx voters were weighted by gender and region; AAPI voters were weighted by gender, age, and education; and Native Americans were weighted by gender, region, and age. All oversamples were weighted down into the base to reflect their actual proportion of likely 2022 voters.
- The margin of error for the base sample is +/-2.2%.