Messaging the Right Way

- **Disparate Impact**
  - Use “values-based” messaging
  - Using cluster analysis, certain messages resonated more with different market segments
    - Strongly Favor Civil Rights
    - Oppose Civil Rights
    - Neutral – Persuadables
Messaging the Right Way

• Strongly Support —
  • Values of opportunity
  • Need to end discrimination
  • Every person deserves a fair chance

• Strongly Oppose —
  • Values of hard work and determination
  • Government doesn’t always do the right thing

• Persuadables —
  • Discrimination is still an issue that we must address
  • Housing discrimination is wrong
  • Systems should be fair for everyone