

Rapid Message Test Results: Economy Visual

Experiment Background

Key Experiment Details

- **Audience:** All adults
- **Geography:** North Carolina
- **Sample size (raw / weighted):** 2,796 / 2,796
- **Dates in field:** Thursday, July 14, 2022 to Monday, July 18, 2022
- **Weighting factors:** age, race, gender, education, and party

Treatment Conditions

Participants were randomly assigned to see either a placebo or one of the messages and/or images you provided:

Angry Illustration:



While Republican politicians cater to lobbyists and the ultra-wealthy, Democrats are working to lower costs and create quality jobs so that everyone has the freedom to thrive.

Hopeful Illustration:



While Republican politicians cater to lobbyists and the ultra-wealthy, Democrats are working to lower costs and create quality jobs so that everyone has the freedom to thrive.



While Republican politicians cater to lobbyists and the ultra-wealthy, Democrats are working to lower costs and create quality jobs so that everyone has the freedom to thrive.

Angry Photo:

WE ARE OVERWORKED AND UNDERPAID



LET'S LEVEL THE PLAYING FIELD NOW

While Republican politicians cater to lobbyists and the ultra-wealthy, Democrats are working to lower costs and create quality jobs so that everyone has the freedom to thrive.

Hopeful Photo:



While Republican politicians cater to lobbyists and the ultra-wealthy, Democrats are working to lower costs and create quality jobs so that everyone has the freedom to thrive.

Humor Photo:



WE ARE OVERWORKED AND UNDERPAID



LET'S LEVEL THE PLAYING FIELD NOW

While Republican politicians cater to lobbyists and the ultra-wealthy, Democrats are working to lower costs and create quality jobs so that everyone has the freedom to thrive.

Placebo:



We're here to help.

Our guys and gals in blue are doing much more than selling cars. They're out in the community helping real people like you. Keep an eye out for us!

[FOLLOW US](#)

Your local Helpful Honda Dealer is here for you in these unprecedented times. We get you where you need to go, safety first.

Test Setup

The test included the following types of questions:

- Demographics (general political ideology/partisanship, education level, and 2020 presidential vote)
- After randomized message exposure, participants were asked:
 - Who do you trust more to ensure we all high quality, good paying jobs that allow us the freedom to thrive?
 - Democrats
 - Republicans
 - Not Sure
 - How likely are you to vote in the 2022 midterm election??
 - Very Likely
 - Likely
 - Unlikely
 - Very Unlikely

Results

Recommendations

Partisan trust

Here are some recommendations to move your audience towards responding 'Democrats' to your outcome question. If you want to send just one message to everyone:

- We're confident that you should choose 'Humor Illustration'

If you want to persuade more people by sending the best message to each group, check out the ideas below.

We're confident that you should:

- Send 'Hopeful Illustration' to these groups: people in Raleigh-Durham (Fayetteville)
- Send 'Humor Illustration' to these groups: women, people aged 18 - 34, people aged 55+, White people, people with a bachelor's degree or more education, moderates, people who identify as Republican, people who voted Republican in 2020, people outside the largest media markets
- Send 'Hopeful Photo' to these groups: people aged 35 - 54, people with some college education, people with household income between \$0 - \$49K, ruralites, people who did not vote in 2020, people with medium 2022 turnout likelihood
- Avoid sending 'Angry Illustration' to these groups: people with low 2022 turnout likelihood
- Avoid sending 'Humor Photo' to these groups: suburbanites

It's a good bet to:

- Send 'Humor Illustration' to these groups: men, people with high school or less education, suburbanites
- Send 'Angry Photo' to these groups: people in Greensboro-High Point-Winston Salem
- Send 'Hopeful Photo' to these groups: people who identify as Independent or other party

- Avoid sending 'Angry Illustration' to these groups: women, suburbanites
- Avoid sending 'Angry Photo' to these groups: liberals, people in Charlotte
- Avoid sending 'Humor Photo' to these groups: people with household income between \$50K - \$99K, liberals, people with low 2022 turnout likelihood, people in Charlotte

Likely to vote

Here are some recommendations to move your audience towards responding 'Very Likely' or 'Likely' to your outcome question. If you want to send just one message to everyone:

- None of these messages were clear overall winners, so we recommend editing them to expand the differences between each message and then testing again.

If you want to persuade more people by sending the best message to each group, check out the ideas below.

We're confident that you should:

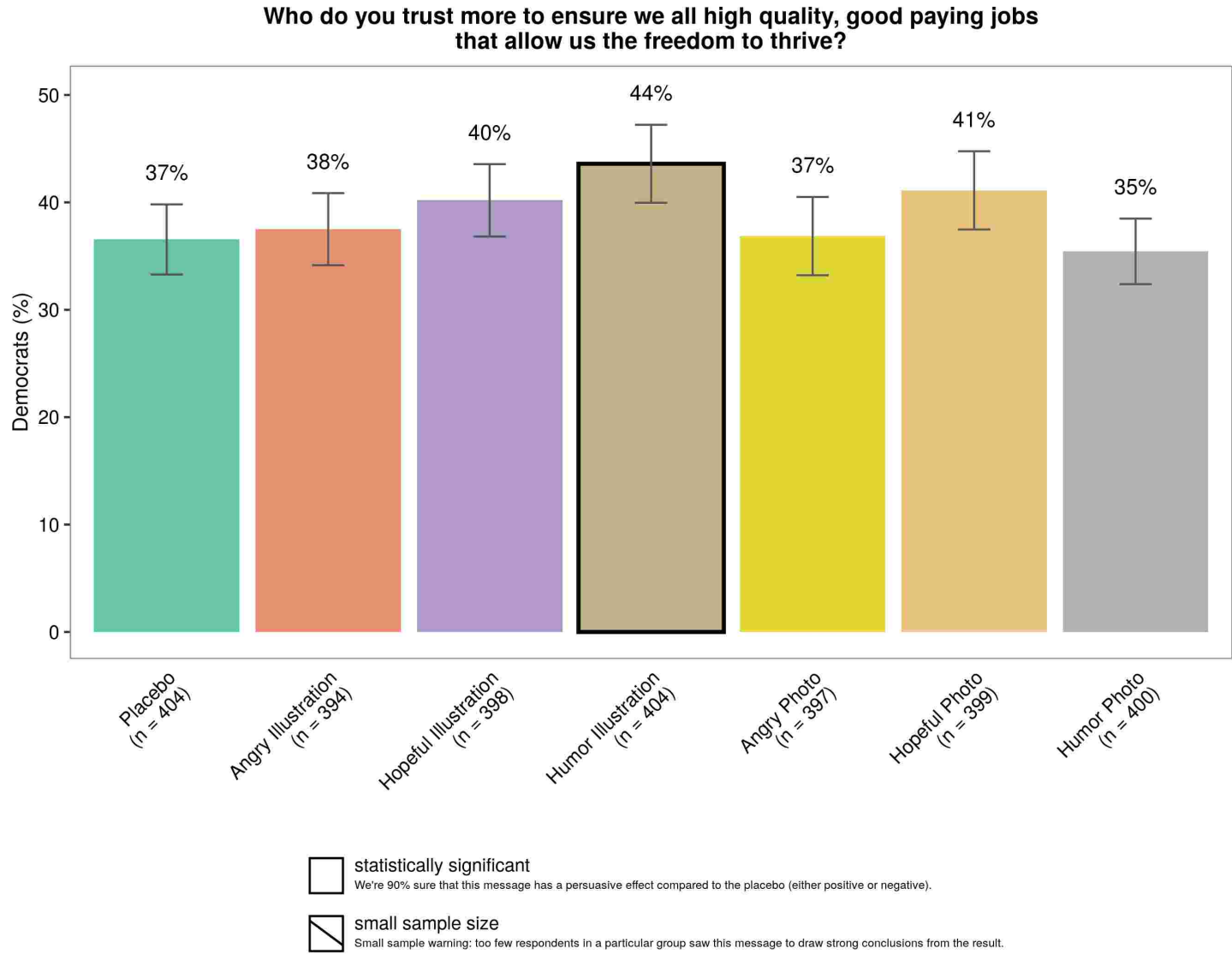
- Send 'Angry Illustration' to these groups: people aged 35 - 54, people who did not vote in 2020, people in Charlotte
- Send 'Humor Illustration' to these groups: people who voted Democratic in 2020
- Send 'Angry Photo' to these groups: people with medium 2022 turnout likelihood
- Send 'Hopeful Photo' to these groups: people with household income between \$50K - \$99K
- Avoid sending 'Hopeful Illustration' to these groups: people aged 18 - 34, people with a bachelor's degree or more education, people with high school or less education, conservatives, people who voted Republican in 2020, people with low 2022 turnout likelihood
- Avoid sending 'Angry Photo' to these groups: people with a bachelor's degree or more education
- Avoid sending 'Humor Photo' to these groups: people with a bachelor's degree or more education

It's a good bet to:

- Send 'Angry Illustration' to these groups: moderates, suburbanites
- Send 'Humor Illustration' to these groups: women
- Send 'Angry Photo' to these groups: people with some college education
- Avoid sending 'Angry Illustration' to these groups: liberals
- Avoid sending 'Hopeful Illustration' to these groups: Black people, people with household income between \$50K - \$99K, liberals, people who identify as Republican, ruralites, people in Greensboro-High Point-Winston Salem, people outside the largest media markets
- Avoid sending 'Angry Photo' to these groups: liberals
- Avoid sending 'Humor Photo' to these groups: men, people who did not vote in 2020

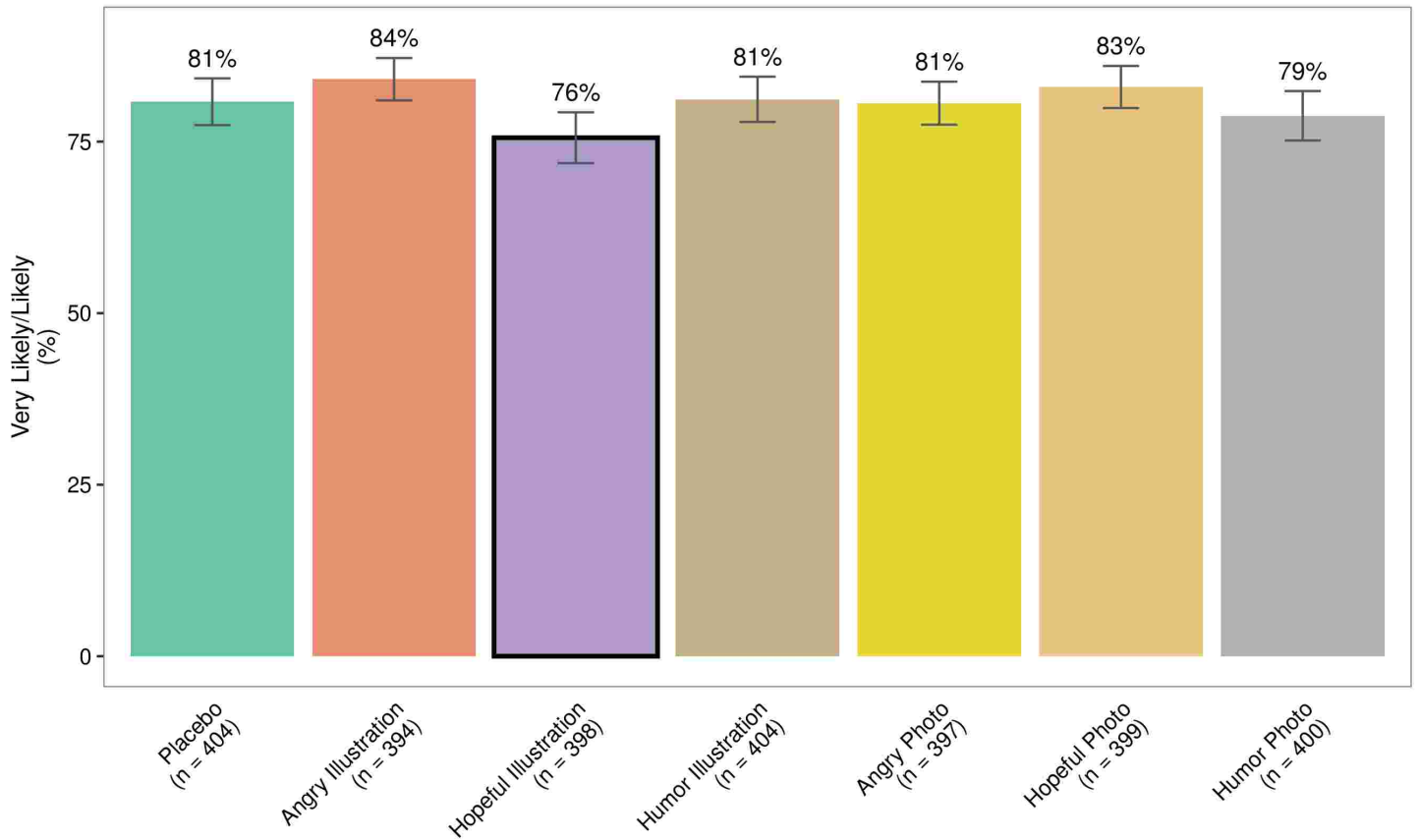
Toplines

Partisan trust



Likely to vote

How likely are you to vote in the 2022 midterm election??



statistically significant

We're 90% sure that this message has a persuasive effect compared to the placebo (either positive or negative).



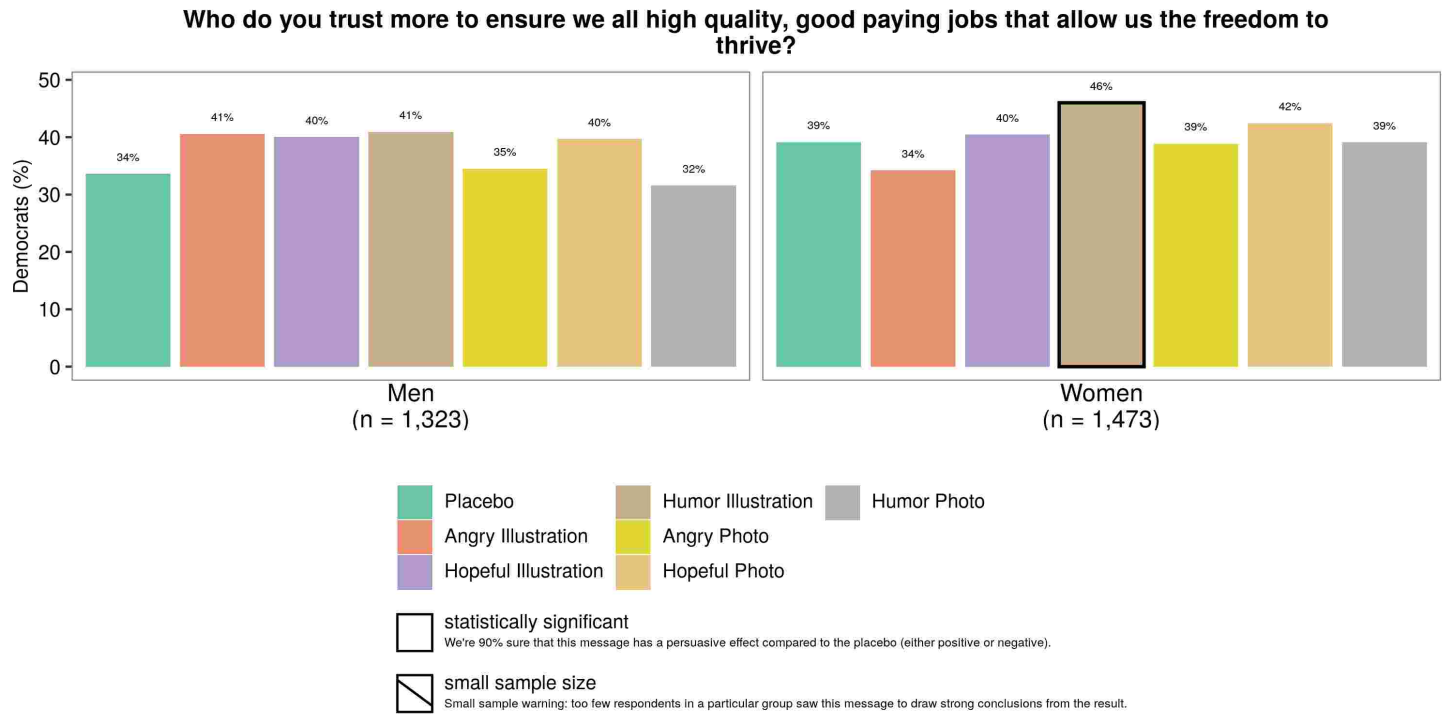
small sample size

Small sample warning: too few respondents in a particular group saw this message to draw strong conclusions from the result.

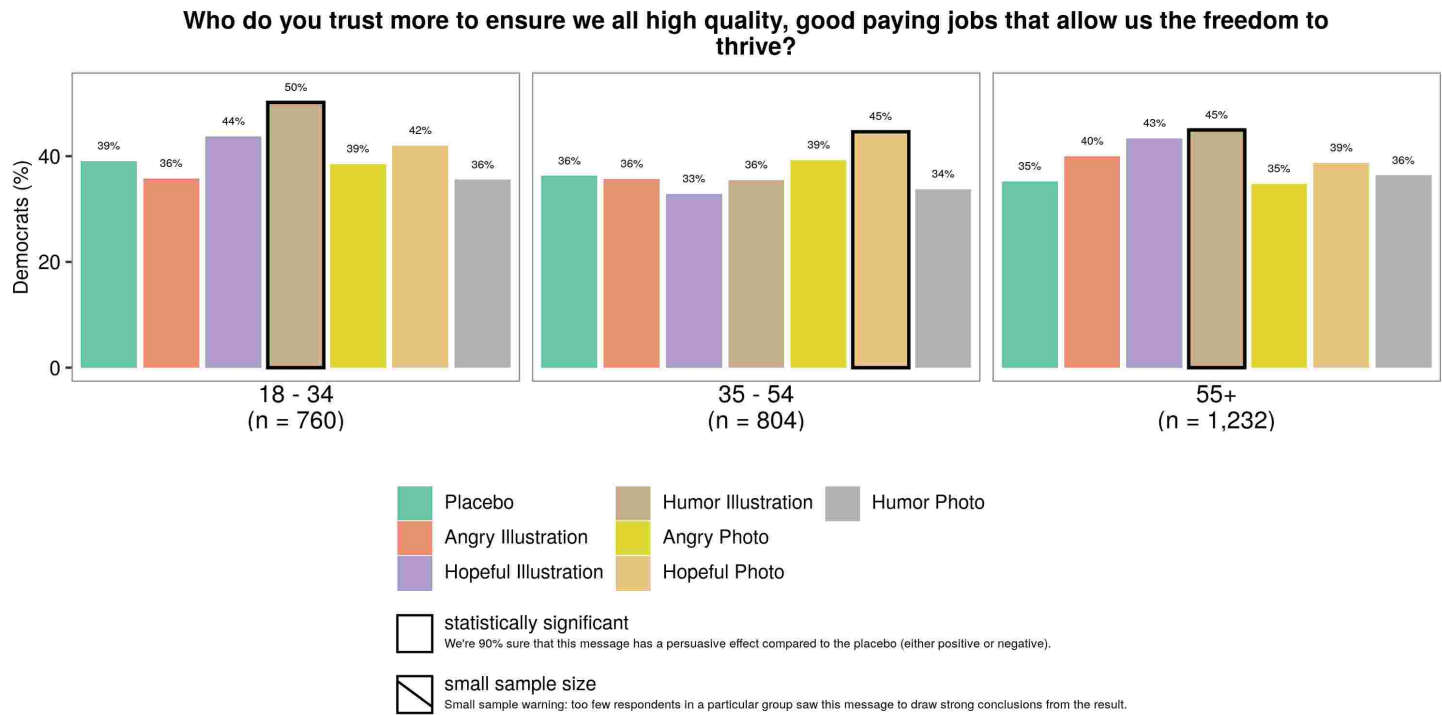
Subgroups

Partisan trust

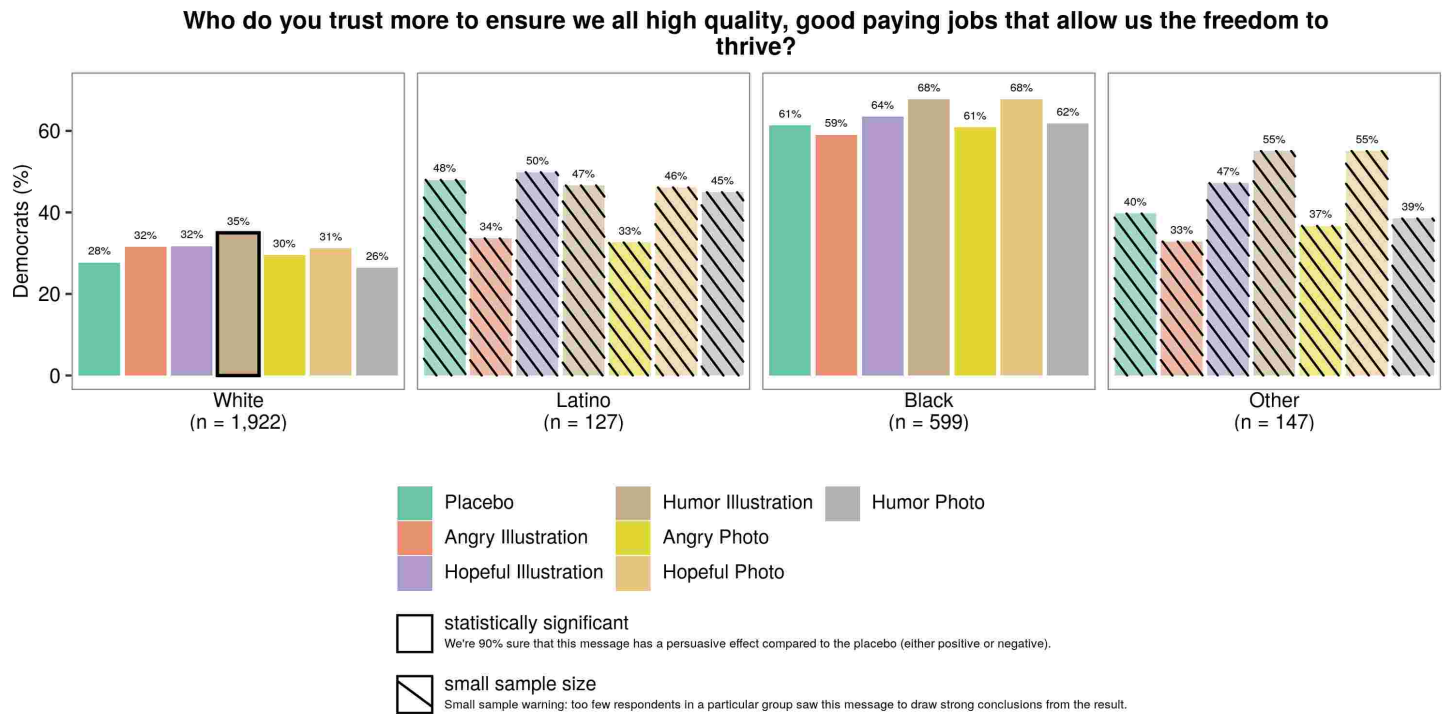
Gender



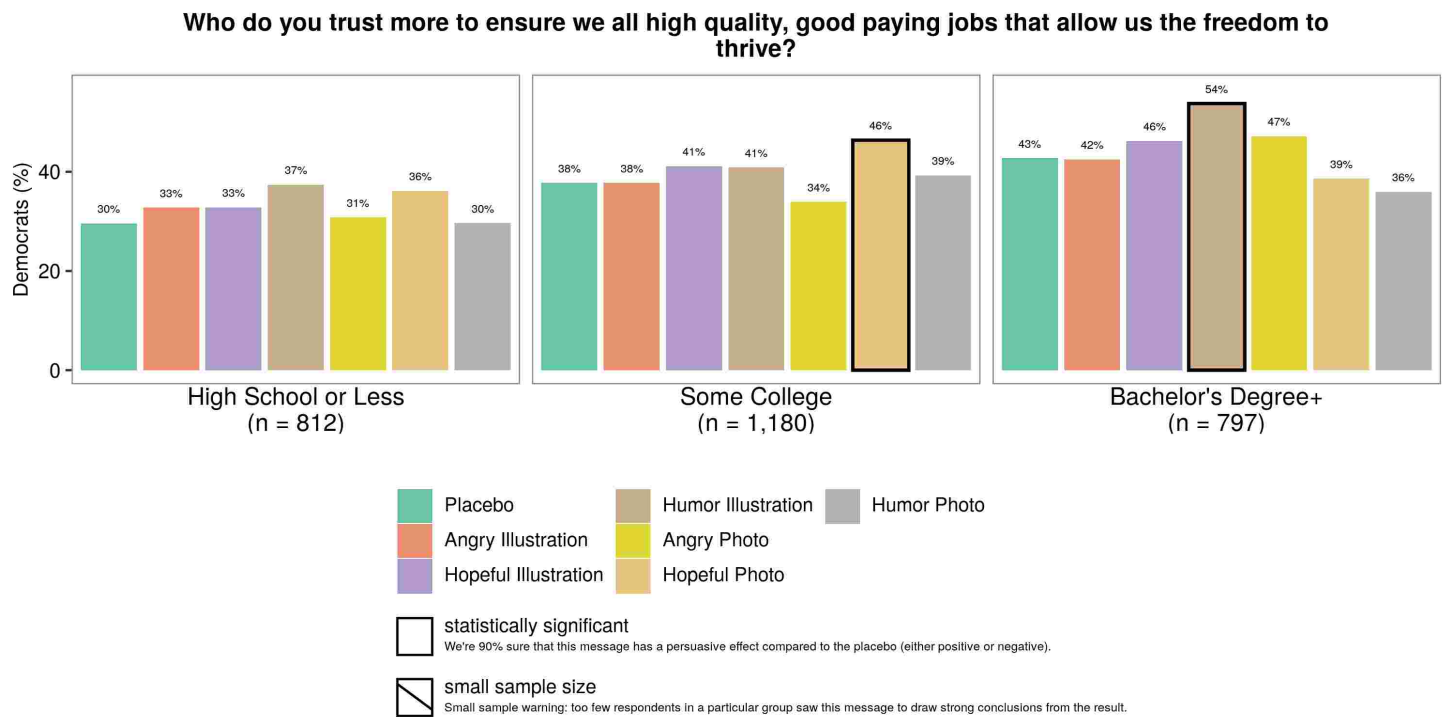
Age



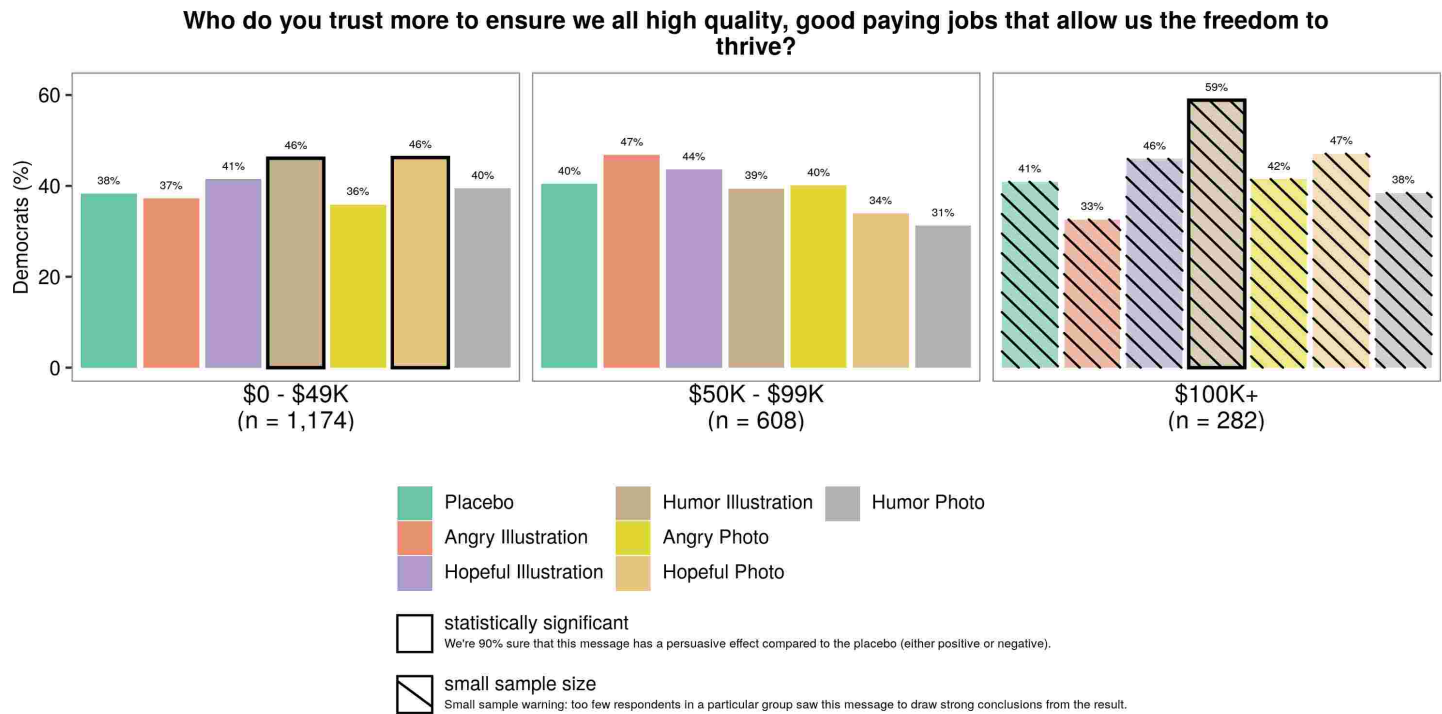
Race



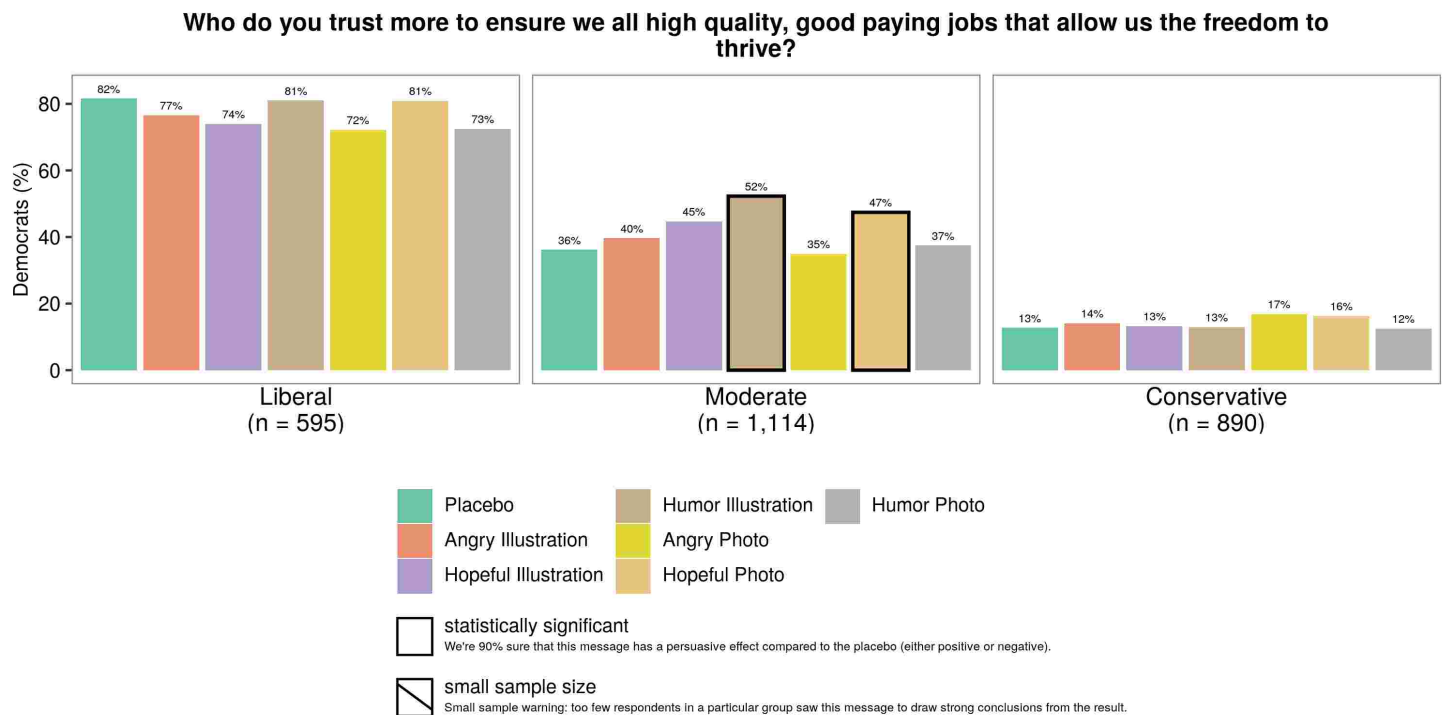
Education



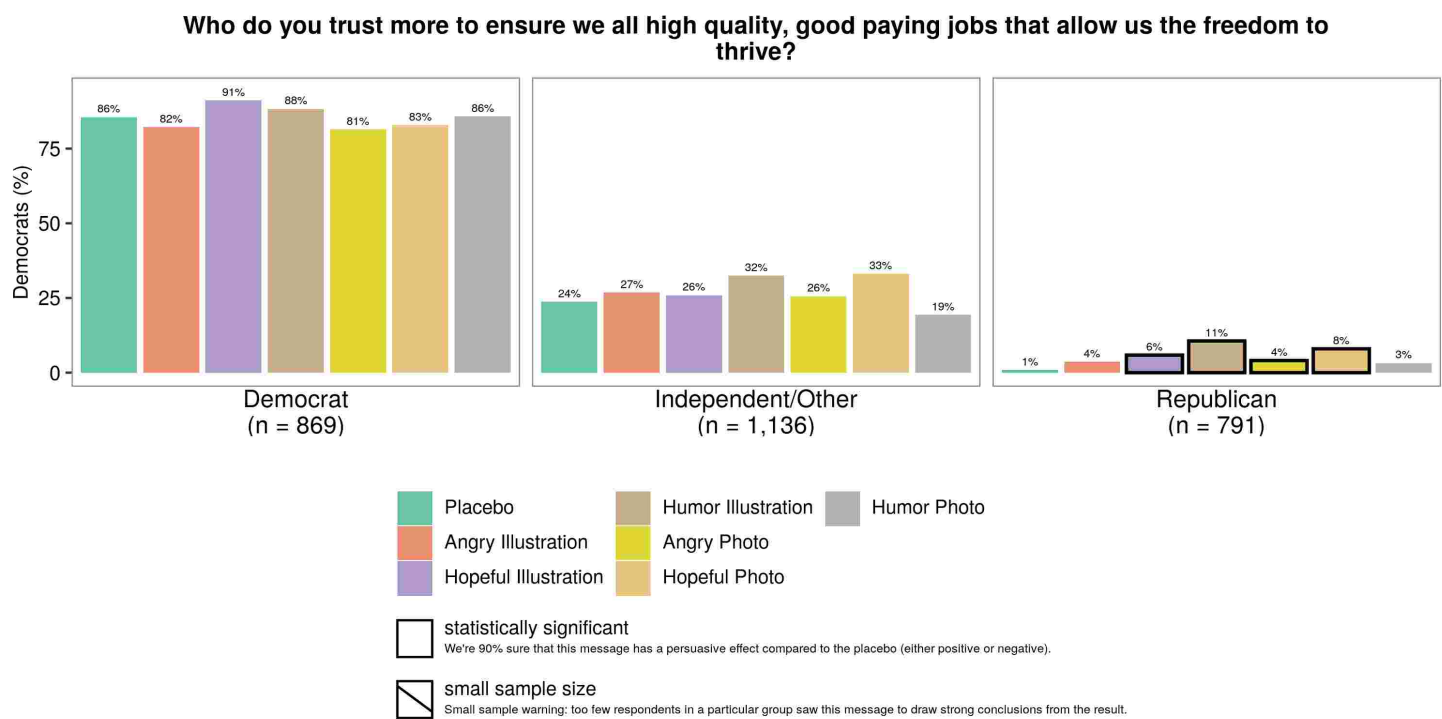
Household Income



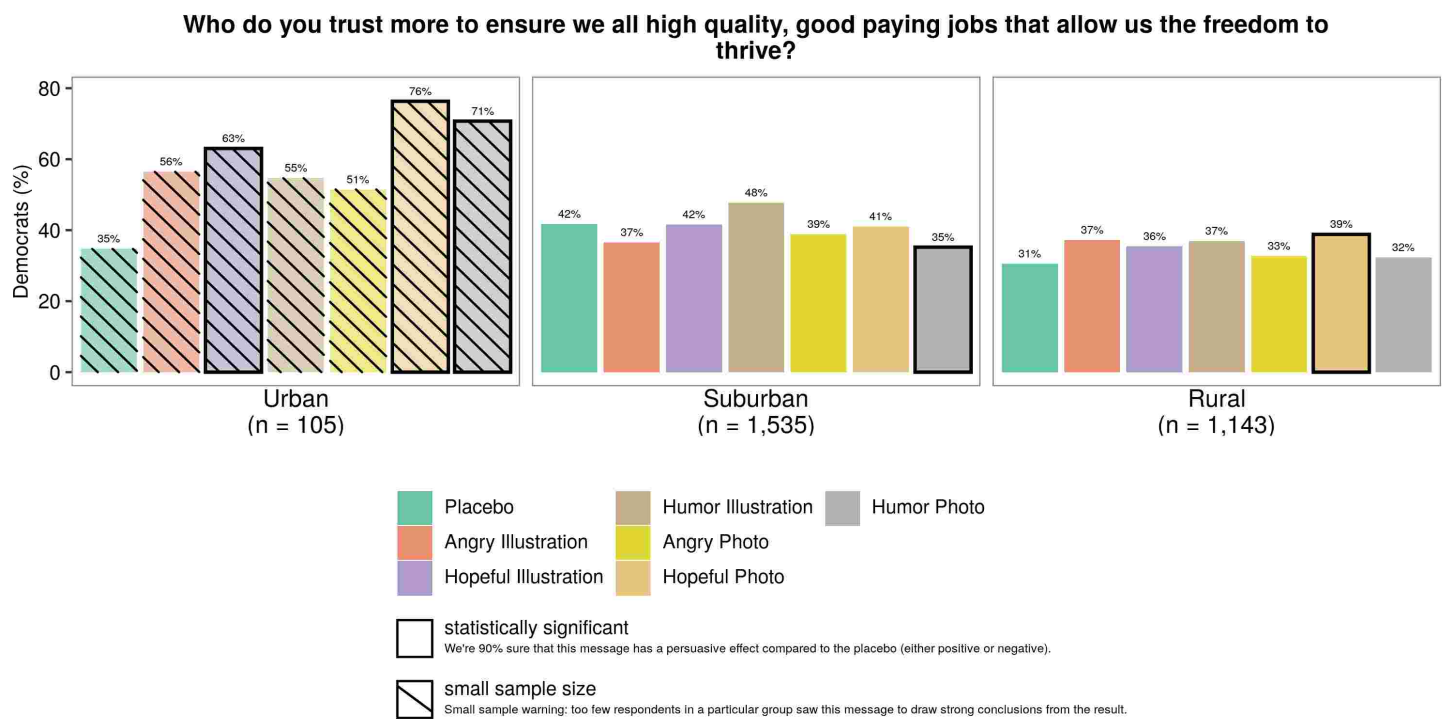
Political Ideology



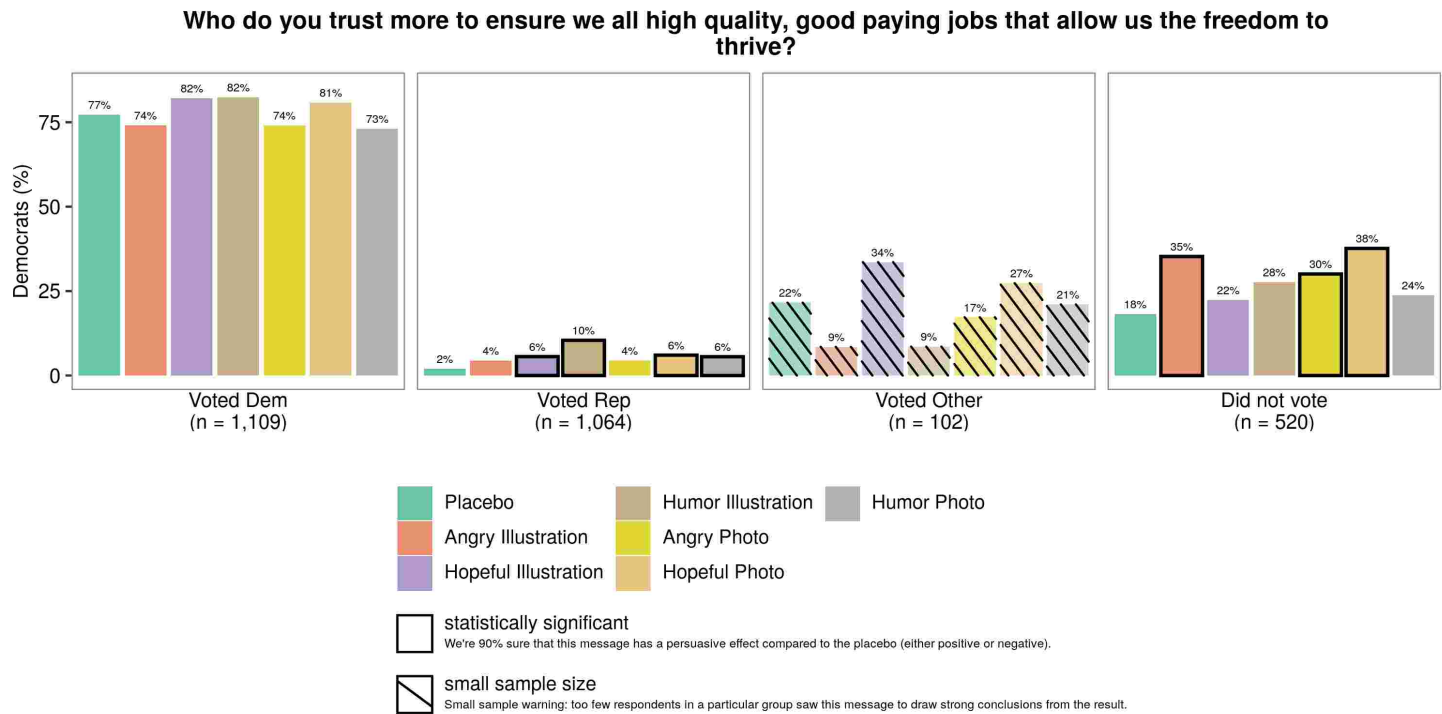
Party ID



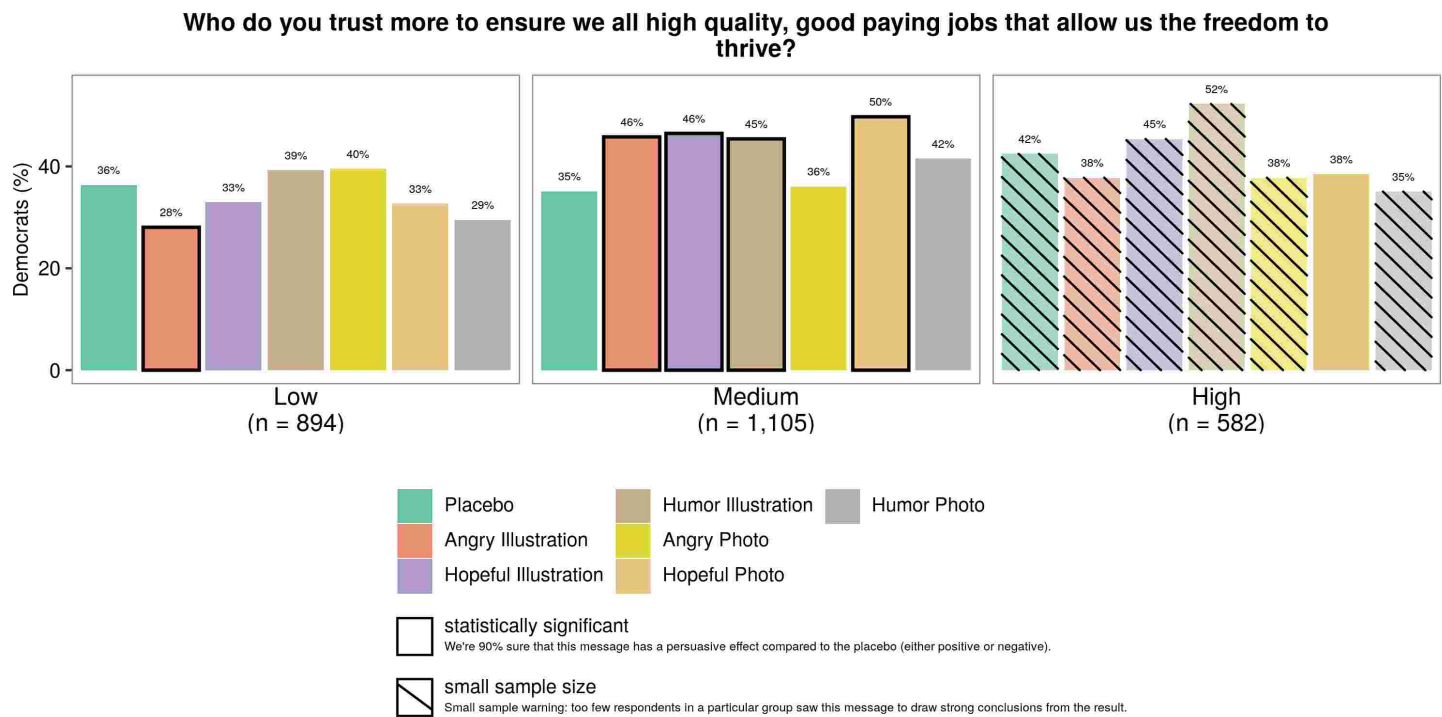
Urbanicity



2020 Presidential Vote Choice

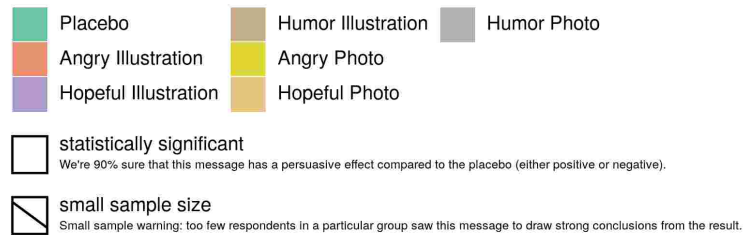
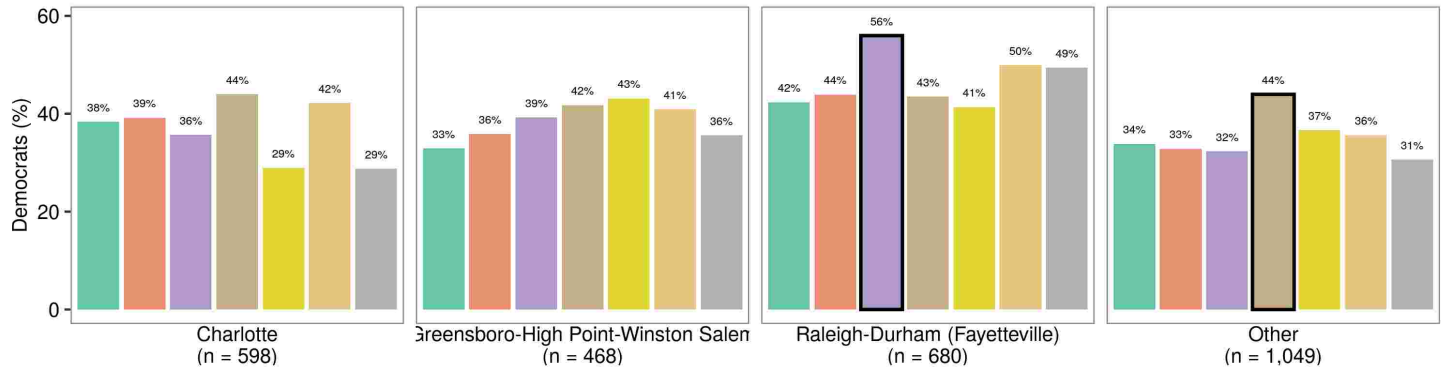


2022 Turnout Likelihood



Media Market

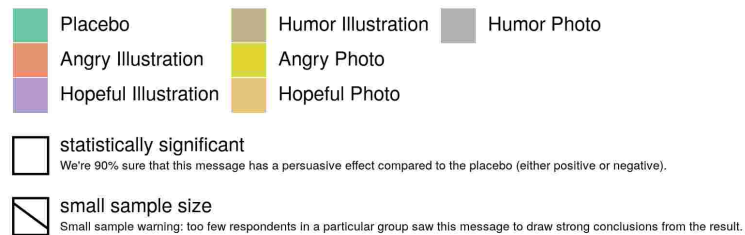
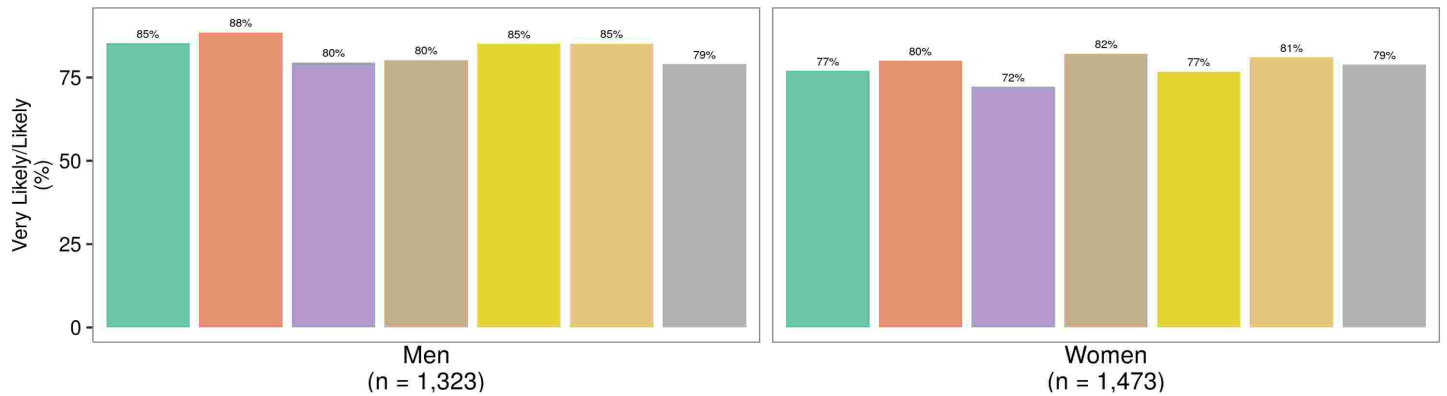
Who do you trust more to ensure we all high quality, good paying jobs that allow us the freedom to thrive?



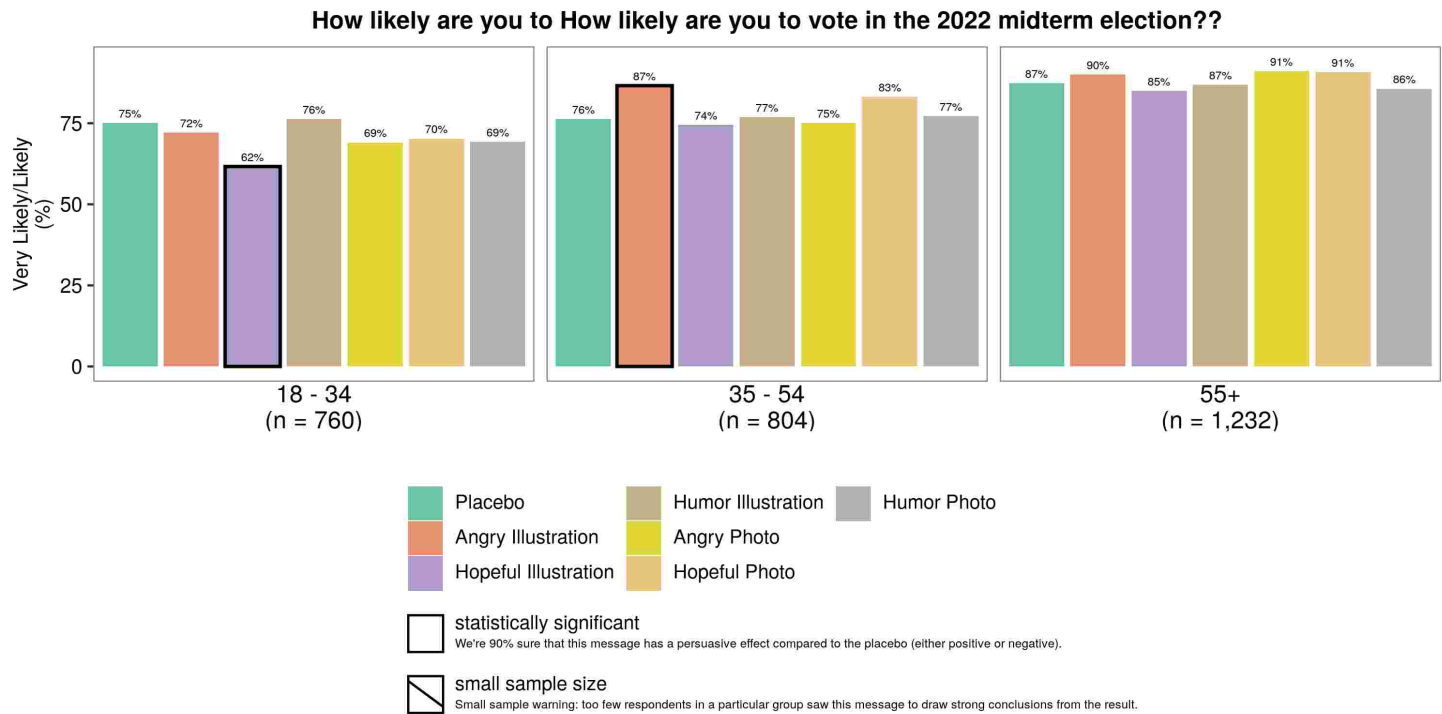
Likely to vote

Gender

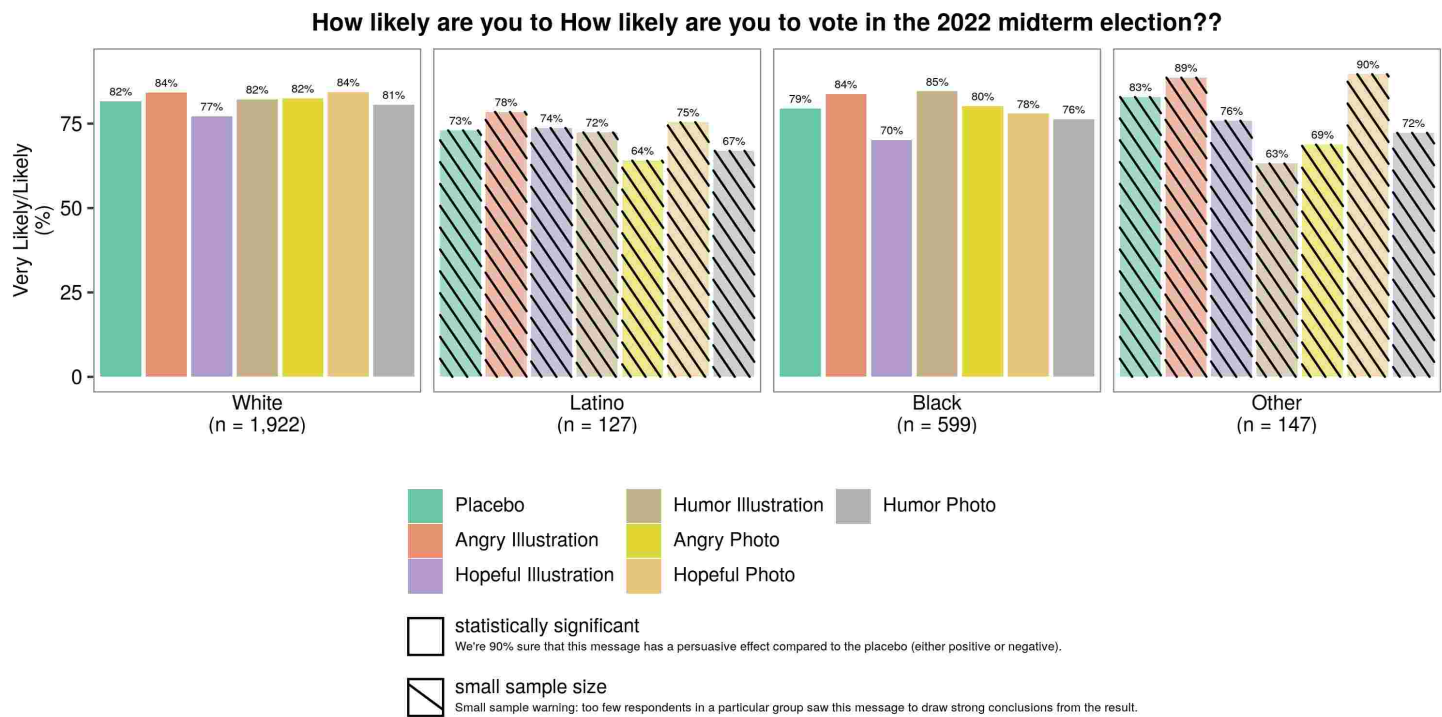
How likely are you to vote in the 2022 midterm election??



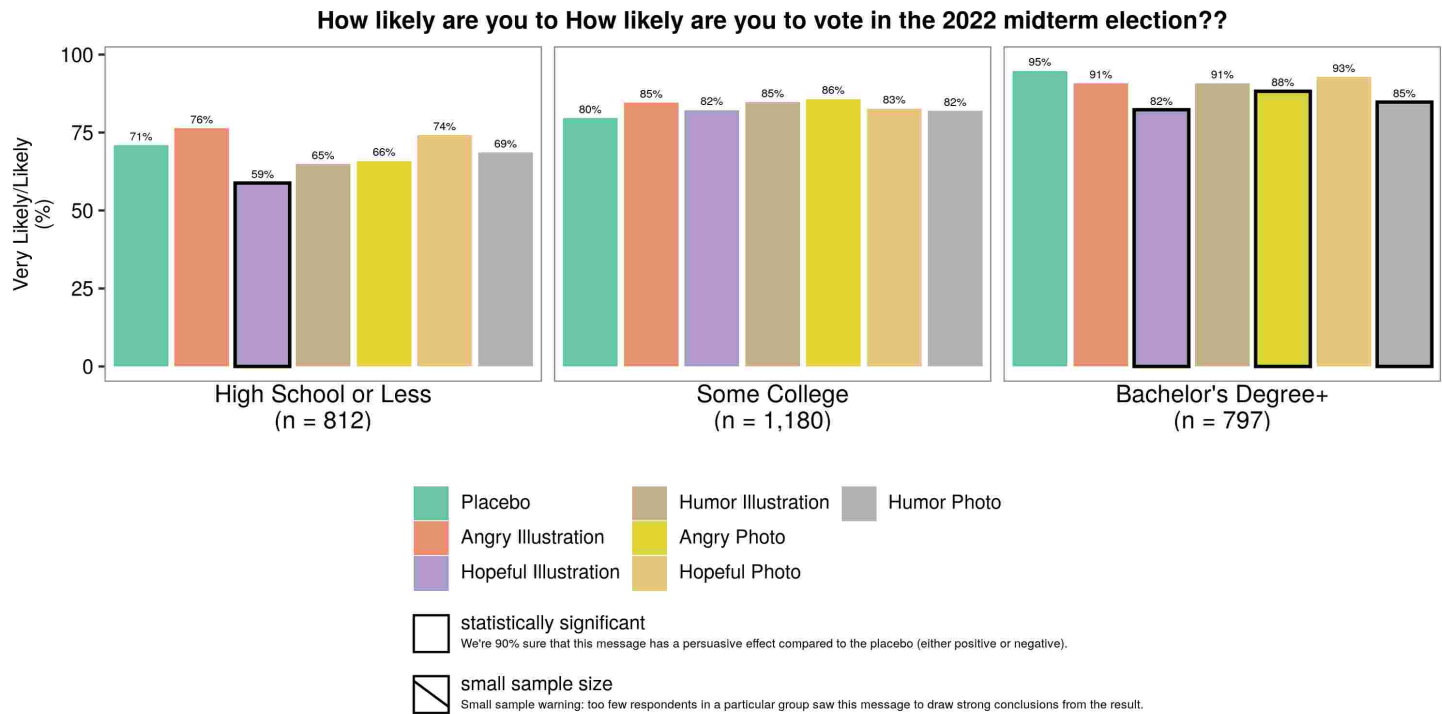
Age



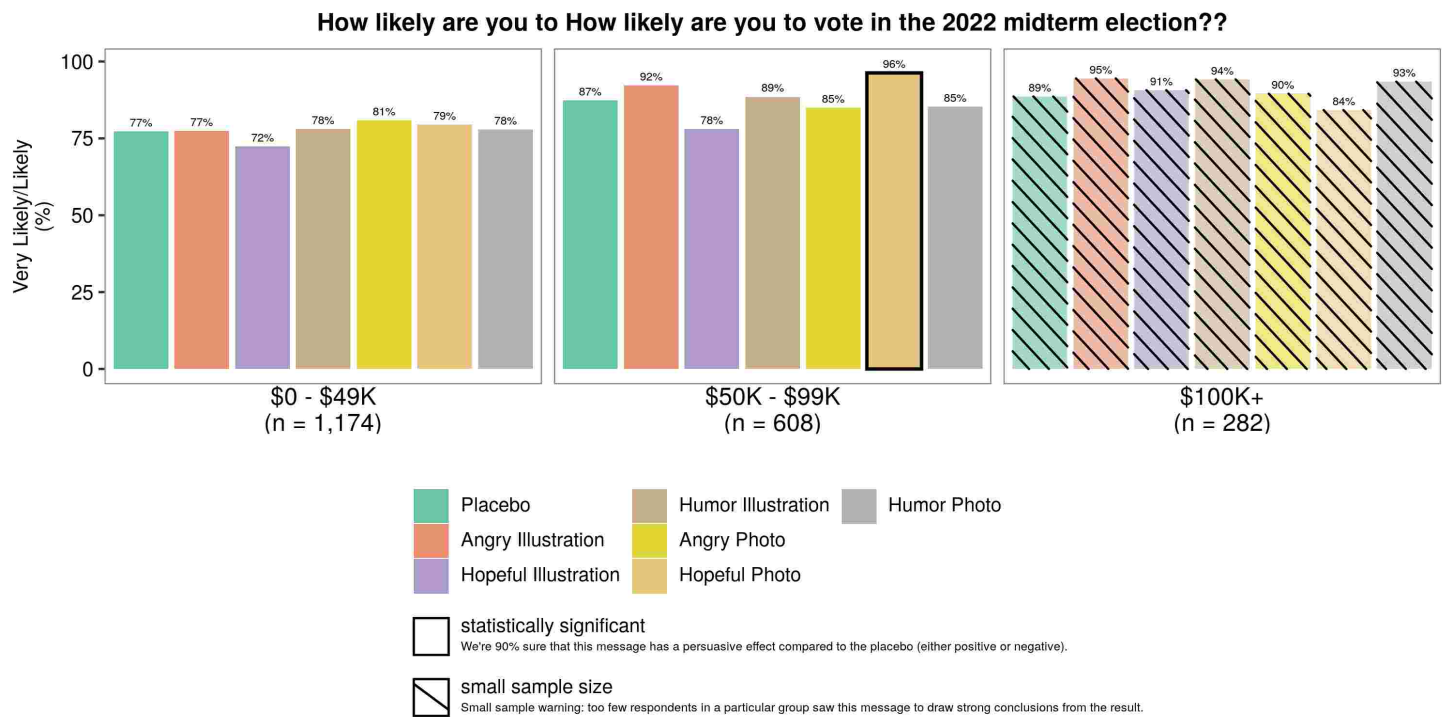
Race



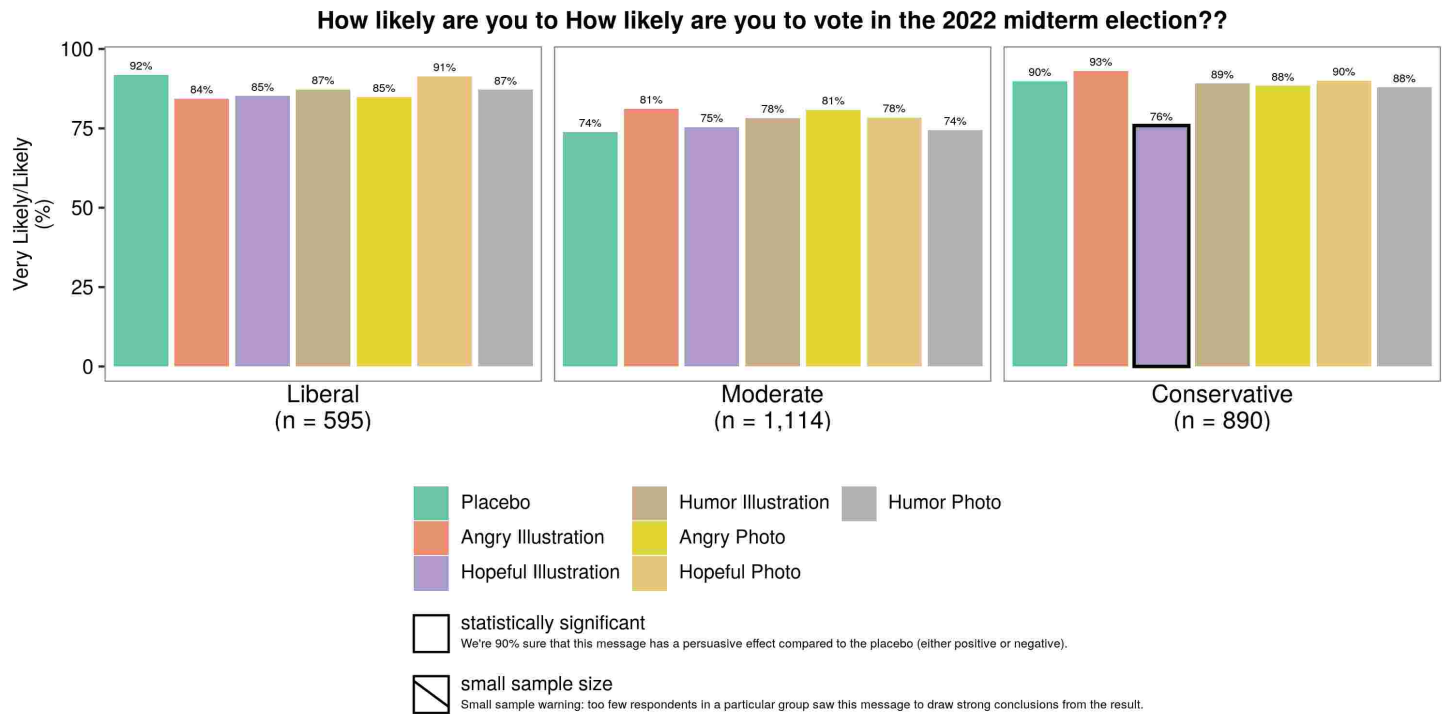
Education



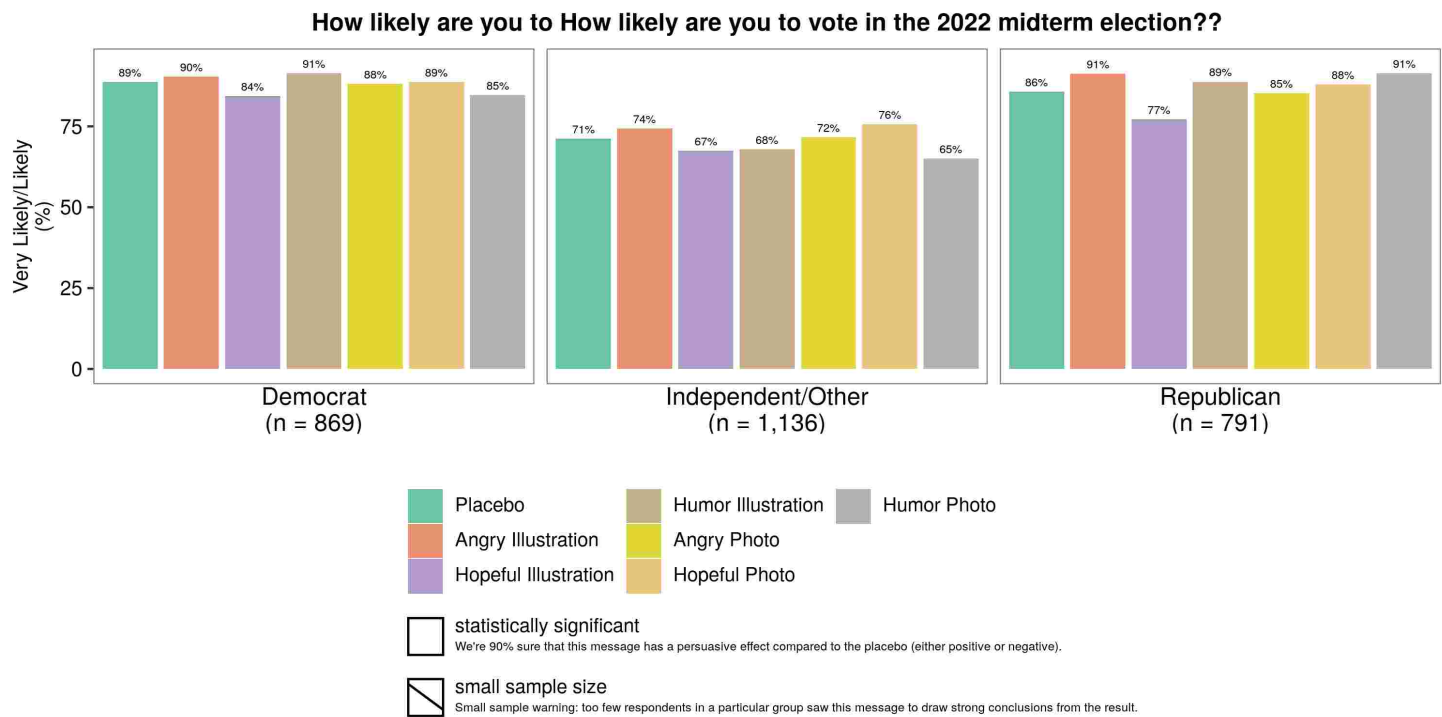
Household Income



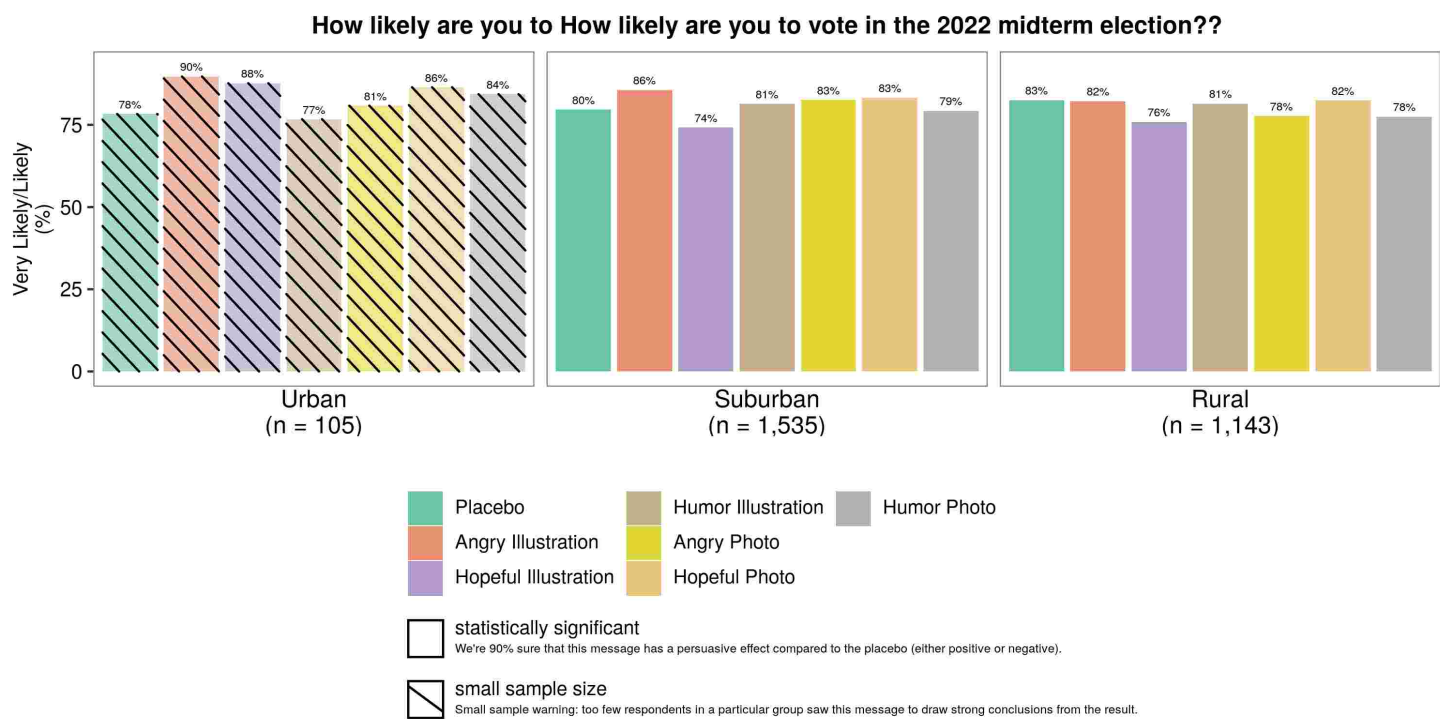
Political Ideology



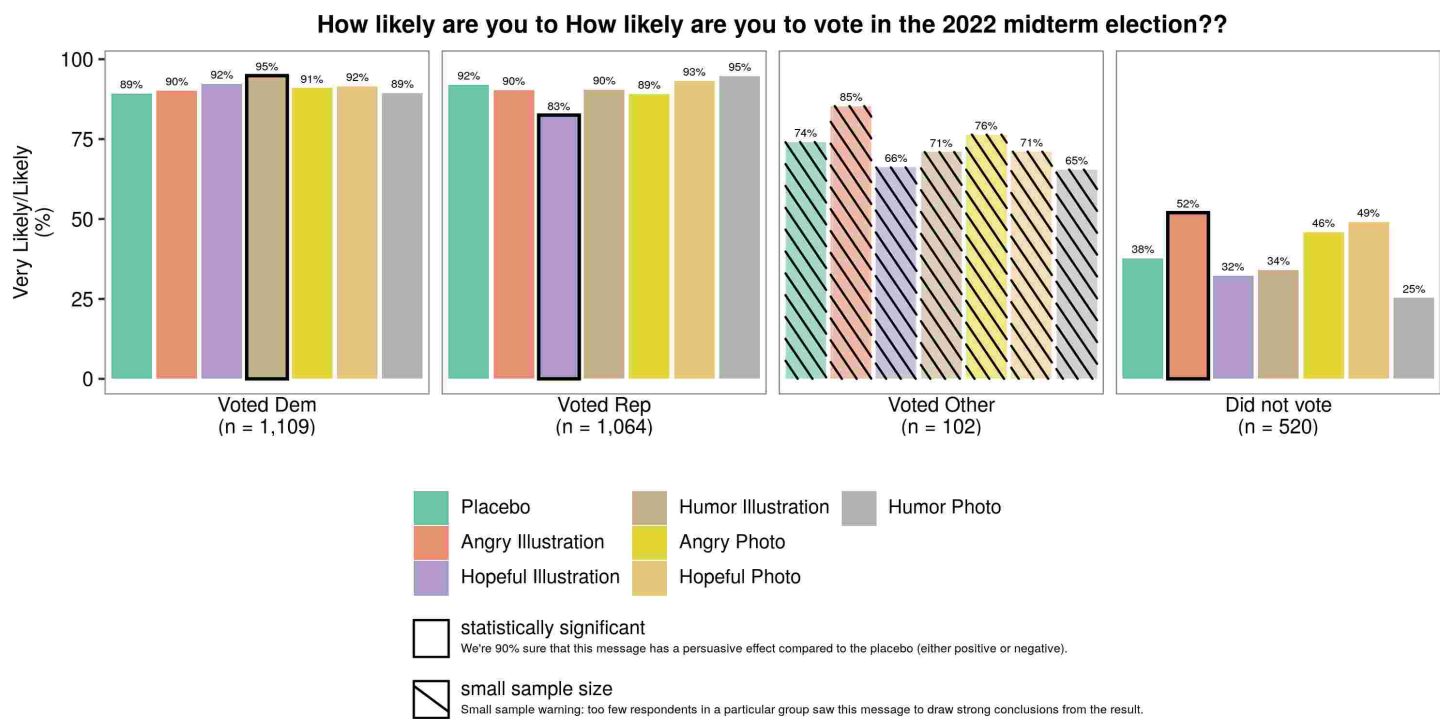
Party ID



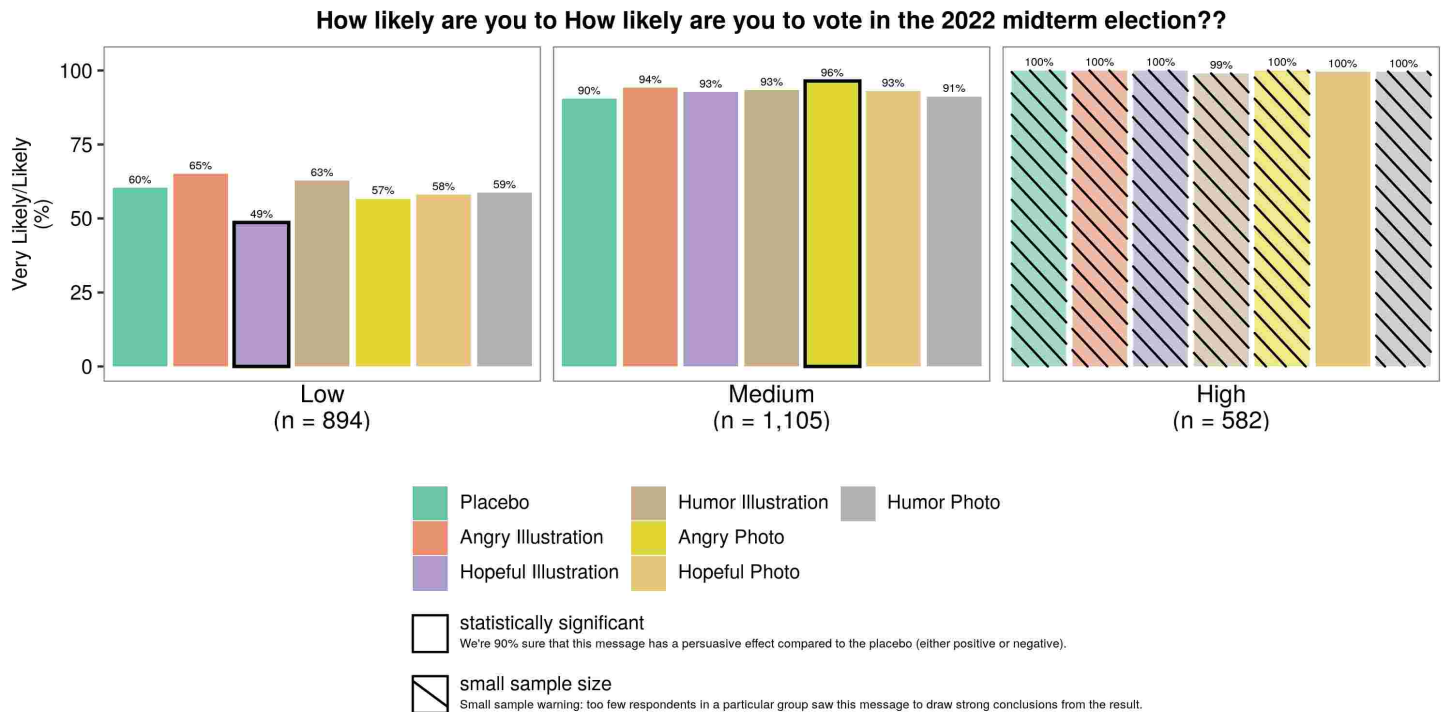
Urbanicity



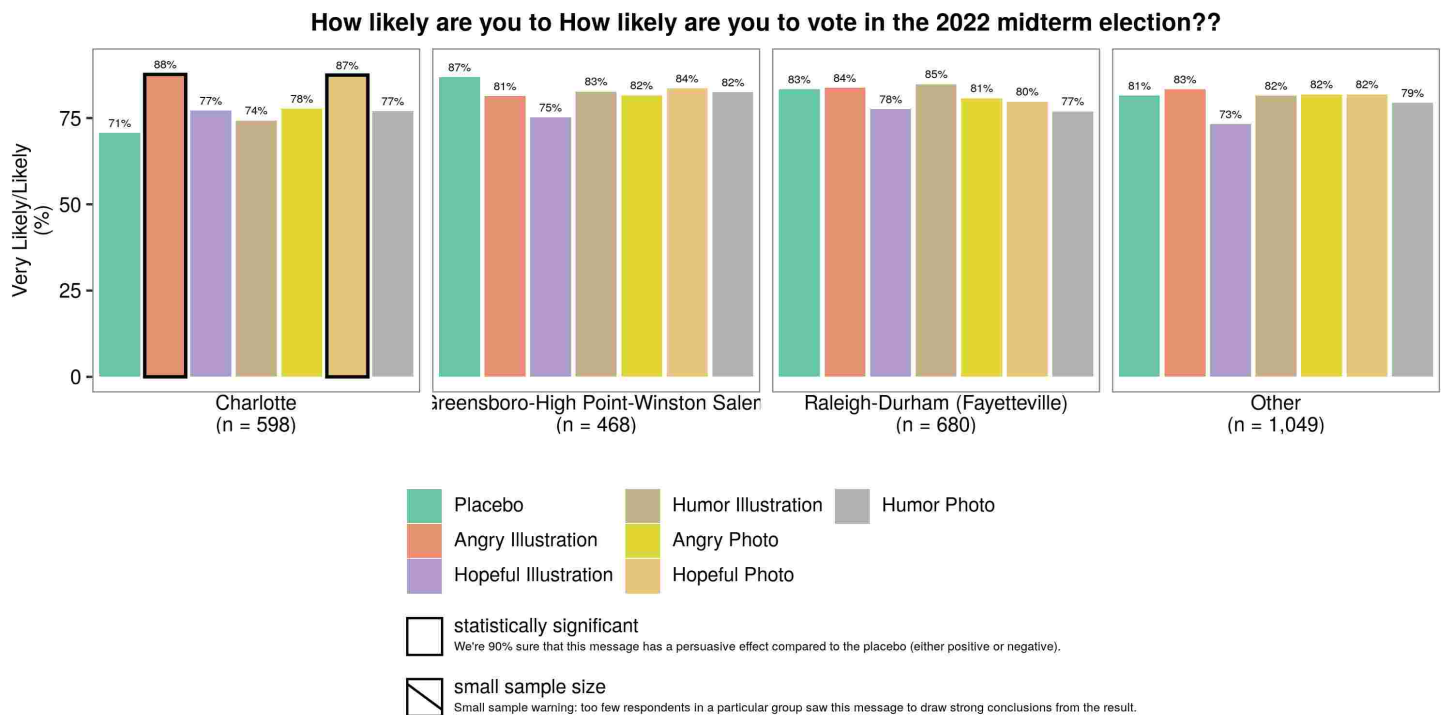
2020 Presidential Vote Choice



2022 Turnout Likelihood



Media Market



Impact Estimate

Partisan trust

We estimate that you can persuade about 705 people for every \$10,000 spent on digital ads if you send 'Humor Illustration' to everyone in your audience. If you instead randomly selected one message per individual and sent

them that message, we estimate that you would persuade only 257 people for the same amount of money. Using the best message would increase your impact by approximately 448 people, or 174%. We're confident that this best message is more effective than a placebo at moving your audience towards responding 'Democrats' to your outcome question.

You can persuade even more people by targeting specific groups that your messages are most effective with. For example, we estimate that you can persuade 1,943 people for every \$10,000 spent if you send 'Hopeful Photo' to people who did not vote in 2020 (the group where your test found the biggest impact). That's 1,686 more people than you would persuade by sending all of your messages to everyone in your audience (or 656%).

Details

Sending the right message to the right people can usually make a big difference in the number of people you persuade. The impact estimates we provide are based on a rough analysis assuming a typical campaign spending \$10,000 to reach 10,000 people through digital ads.

Please note that results from survey experiments are typically larger than the results we would see in field experiments. This is likely because people are more distracted when seeing or hearing messages in the real world than they are when encountering those same messages in a survey. The effects of messages in field experiments are typically 30% to 50% smaller than they are in survey experiments, with higher decreases when people are bombarded by messages before an election. The cost of reaching voters can also vary from the amount we used in this estimate.

See End Notes for additional details.

Likely to vote

We're not yet confident enough to provide an overall impact estimate, since no message was a clear winner. We only provide an overall impact estimate once we're confident that your best message will be more effective than the placebo message at moving your audience towards responding 'Very Likely' or 'Likely' to your outcome question at least 8 out of 10 times.

However, your messages are persuasive for some segments of your audience. For example, we estimate that you can persuade 1,696 people for every \$10,000 spent if you send 'Angry Illustration' to people in this subgroup: Charlotte (the group where your test found the biggest impact). That's 1,725 more people than you would persuade by sending all of your messages to everyone in your audience.

Details

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See End Notes for additional details.

End Notes

There are a few things to keep in mind when thinking about the recommendations and impact estimate in this report:

- When we say "*we're confident*," it means that we're at least 90% sure that the message has a persuasive effect.
- When we say "*it's a good bet*," it means that we're at least 80% sure that the message has a persuasive effect.
- If more than one message has a persuasive effect, we recommend the one with the largest effect size.
- Testing many messages at once increases the chance that any individual significant result is actually not persuasive, including among subgroups. See [this comic](#) or [Wikipedia](#) to understand why. To mitigate this, it's a good idea to decide which subgroups you think your message will persuade before starting your test, then focusing on the results for those subgroups.
- These recommendations do not take into account any differences in cost of serving ads to each subgroup. Furthermore, not every subgroup is possible to target in every ad channel. Be sure to exercise your own judgement when formulating strategy based on these results.
- We sometimes recommend multiple persuasive messages for the same subgroup. This is because our statistical test compares each message to a placebo, not to each other.
- Sample size counts on all charts are weighted to ensure the results are representative of the demographics of your target audience. See Experiment Background for a list of weighting factors for your test (typically age, race, gender, education, and party).
- The small sample size warning is based on actual response counts, not weighted. We show this warning when there are fewer than 50 responses.
- Email us at support@growprogress.ai if you'd like more help.