

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