

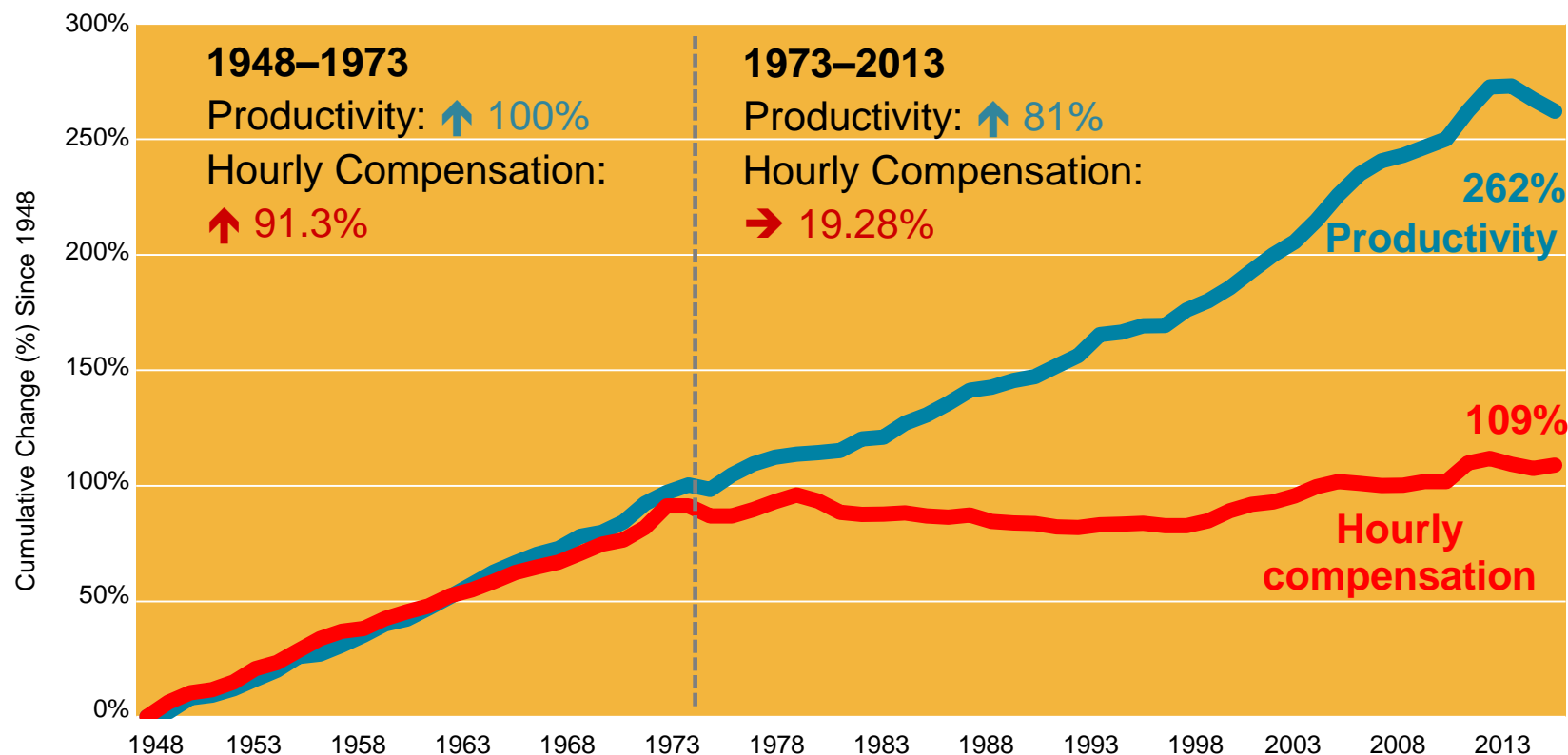
# WORKING. FOR A BETTER LIFE

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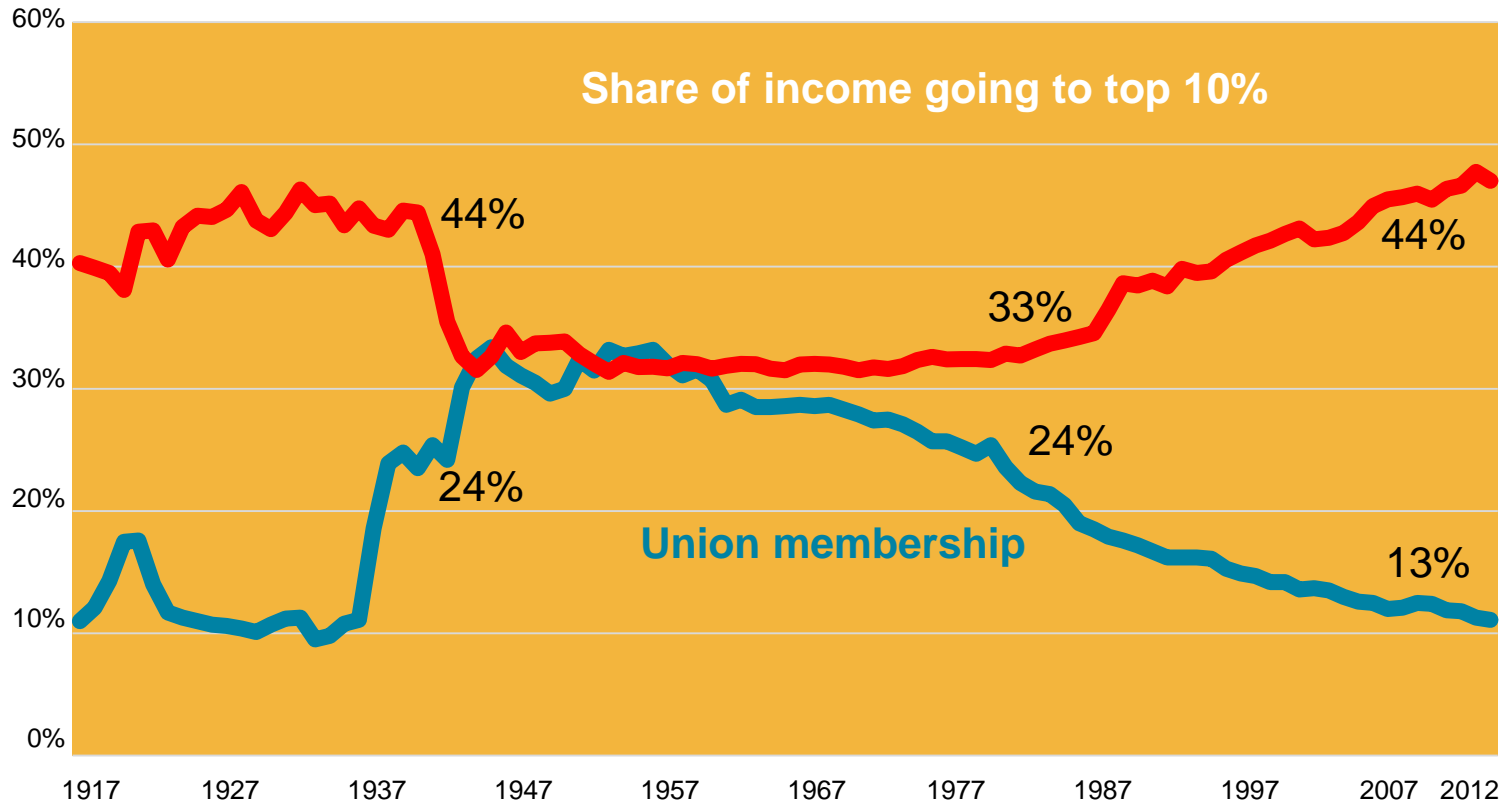
# The Great Divergence

After 1973, productivity continued to rise, but employers did not share the gains with their employees



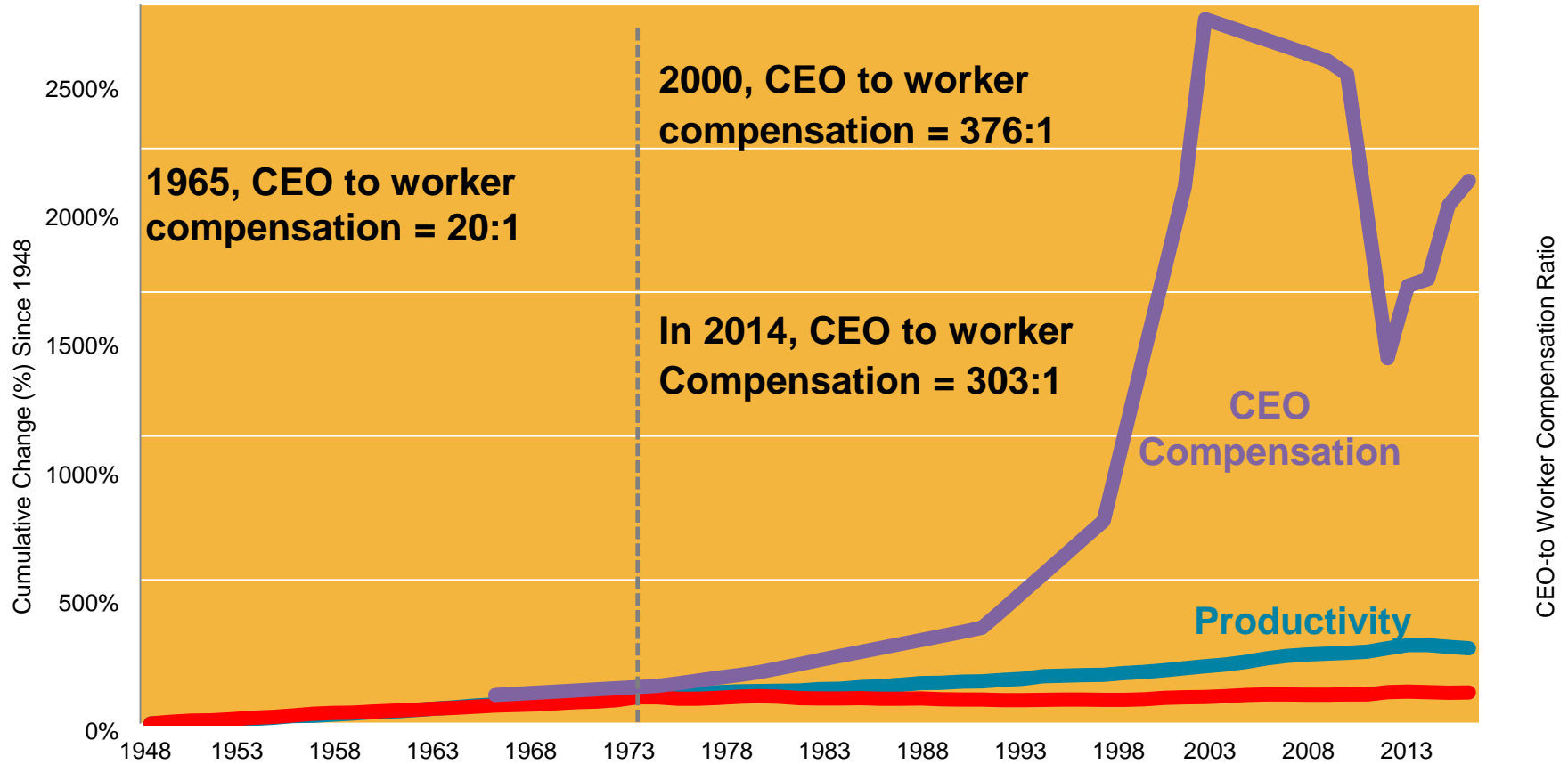
# Unions Ensure Wages Grow As Productivity Grows

As union membership declined,  
the share of income going to the top 10% increased



# Unions Check CEO Excess

After 1986, CEO compensation skyrocketed, while working peoples' wages stagnated



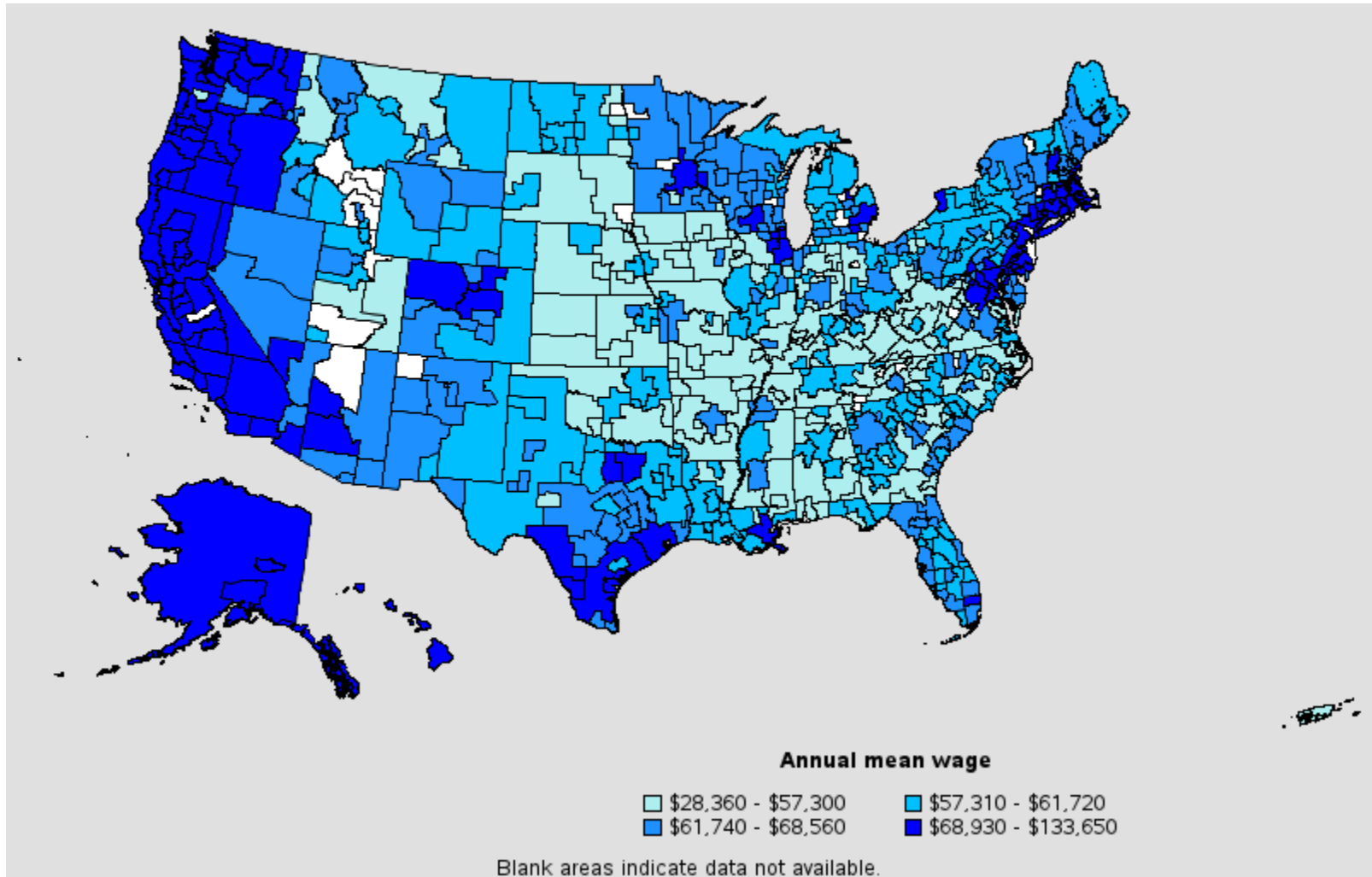
Source: Economic Policy Institute

# Your Challenge: Healthcare Industry Consolidation & Cost Cutting

- 2000-2010: growing number of mergers of mid-sized community hospitals, one or two worth \$1 billion or more
- 2010-2015: 90 -100 hospital mergers and acquisitions a year, 5-6 with \$1 billion + in revenue; 40% are smaller community hospitals (under 100 beds); not for profit hospitals (Catholics) and publicly traded hospital management companies divesting.
- Everyone looking to reduce costs; struggle between insurers or physician groups
- Commercial markets accelerating consolidation more than government.
  - *Interview with managing director Kit Kamholz, Kaufman Hall, who has analyzed hospital mergers and acquisitions for 20 years.*

# Salaries Variable, Under Stress

(\$28,360 - \$133,65 in 2015)



## Who wins the 2016 election depends on:

- ❑ Who voters blame for their economic insecurity/ fears – CEOs and economic elites or big government
- ❑ Who has a plan for fixing the economy that people believe in
- ❑ Whether a progressive economic vision is compelling enough or the conservative vision is frightening enough to ensure strong turnout among young people, women and people of color

# Leveling the Playing Field message stronger than conservative message

Now I am going to read you a statement by a Democratic/Republican candidate on the economy. Please tell me whether the statement makes you feel much more positive about the Democratic/Republican candidate, somewhat more positive, a little more positive, or not at all positive.

## Leveling the Playing Field Message

■ Much more positive

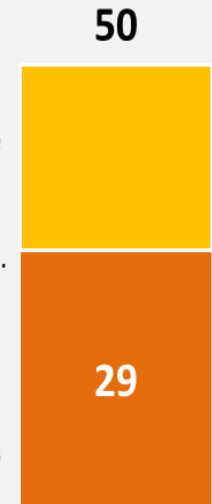
We need an economy that works for the middle class, not an economy governed by trickle down. Today, people struggle to earn enough to sustain a family, yet corporations use donations and lobbyists to manipulate the rules in their favor. It's time to rewrite the rules to promote growth that benefits all Americans. We can't change everything overnight, but we can start by reducing the toxic influence of corporate money in politics. Then we can finally rebalance our tax code so those at the top pay their fair share and we can ensure CEOs behave in a way that helps America, not just their bottom lines. We can rein in the big banks, help small businesses get loans, make sure women get equal pay, and lift the burden of college debt. And we can invest in modernizing our infrastructure and training skilled workers. Let's level the playing field so we can grow the middle class and America again.



## Conservative Message

■ Much more positive

Americans are struggling in an economy that is weighed down by big government's crippling debt, overregulation, and taxes that have made it harder for businesses to grow and create jobs and for families to get ahead. Right now, Washington keeps getting bigger, taxes get higher and American families pay the price. We need to make changes that reduce the size of government and get it out of the way so we can create real economic growth that helps people. This means repealing and replacing the disastrous Obamacare law that has raised health care premiums and cost jobs, and any other regulations that are killing American jobs. We need to cut taxes on the businesses and entrepreneurs so they have more money to expand their businesses and hire more workers, which puts more money into the economy, and to compete with other countries to keep good paying jobs here in America.





**A great message...**

**Inspires the base**

**Persuades the middle &**

**Alienates the opposition**

# Methodology

- **Language Analysis** (state of play, reasoning, obstacles and opportunities)
- **Interviews with 114 union leaders, activists, experts** (assess reasoning)
- **Focus Groups**
- **Dial Testing**

# Focus Groups

## Columbus, OH

- Persuadable white union members
- Persuadable white blue collar men



## San Diego, CA

- Persuadable Latino voters
- Persuadable college-educated women

## Atlanta, GA

- Persuadable African American voters
- Opponent whites

## Philadelphia, PA

- Base whites
- White women union spouses

# Online Dial Survey

1500 likely 2016 voters

108 Economic Justice Advocates

273 Union Activists



- Gauge initial beliefs
- Test messages with **high** bars against opposition
- Re-test responses to see they move
- Explore self-identity, desired labels



“Our” People =

- Believe the wealthy got there due to circumstance/luck
- Believe people should get fair return on work
- Believe economic activity of ordinary people creates jobs
- More likely to be Democratic, urban
- More NAM and under \$50K household
- 33.5% of sample



The opposition =

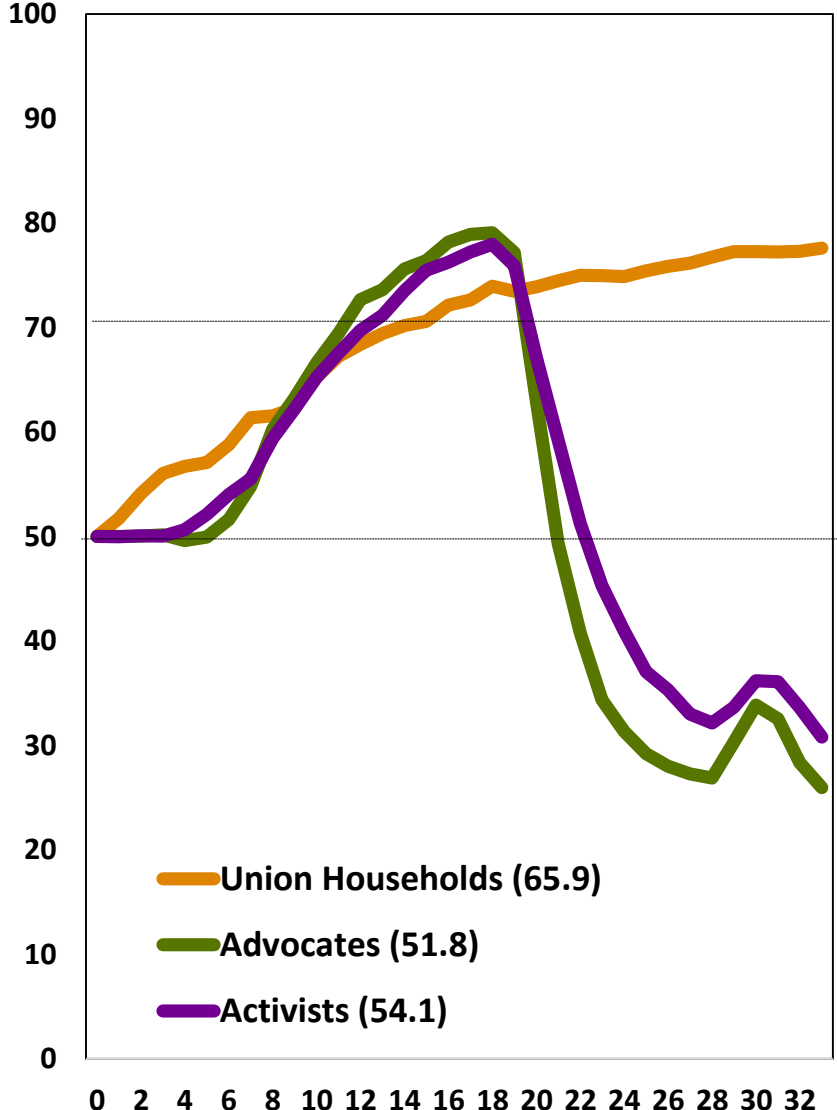
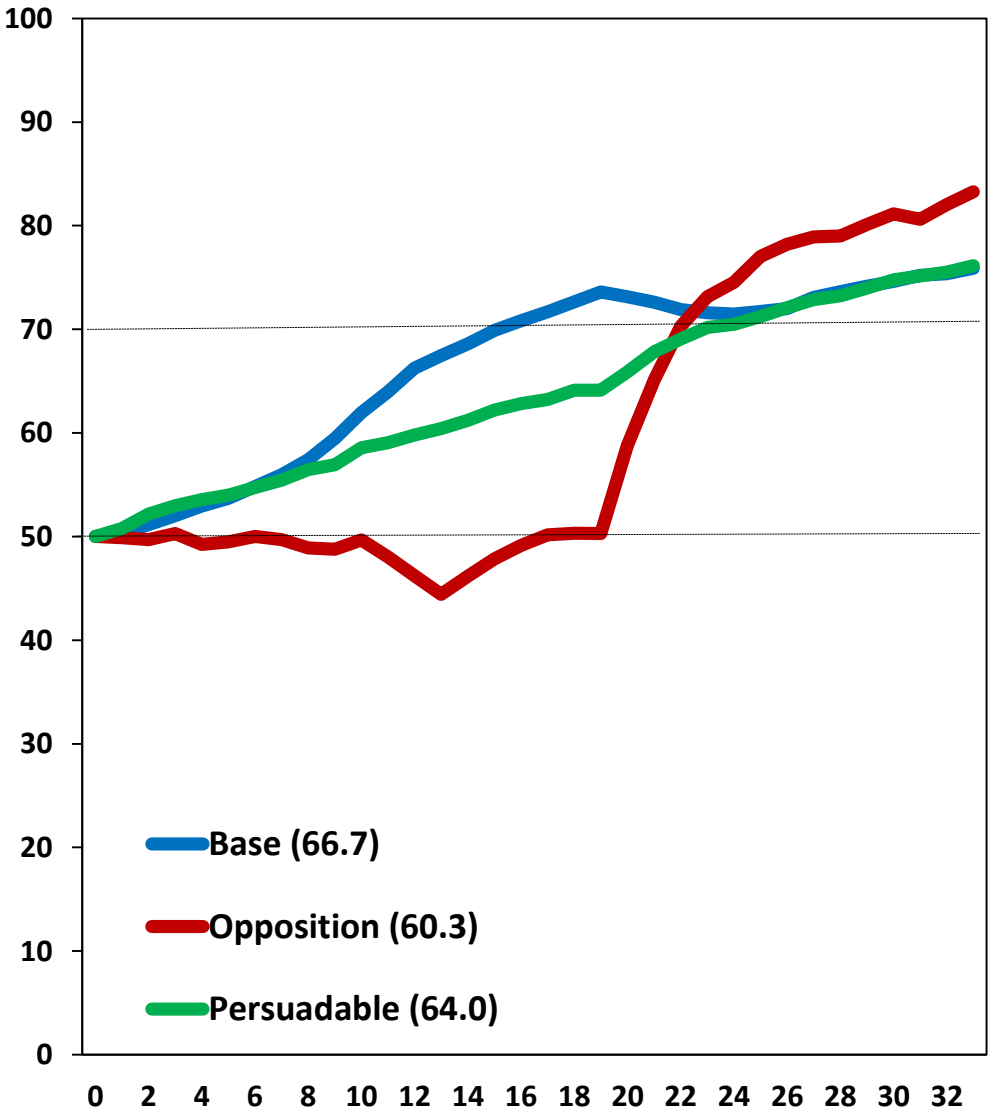
- Wealthy earned it through hard work
- Labor is a commodity like any other good in market
- Don't believe in role for government
- Believe business leaders and entrepreneurs create jobs
- More likely to be non-NAM, over 50K household
- 10.5% of sample





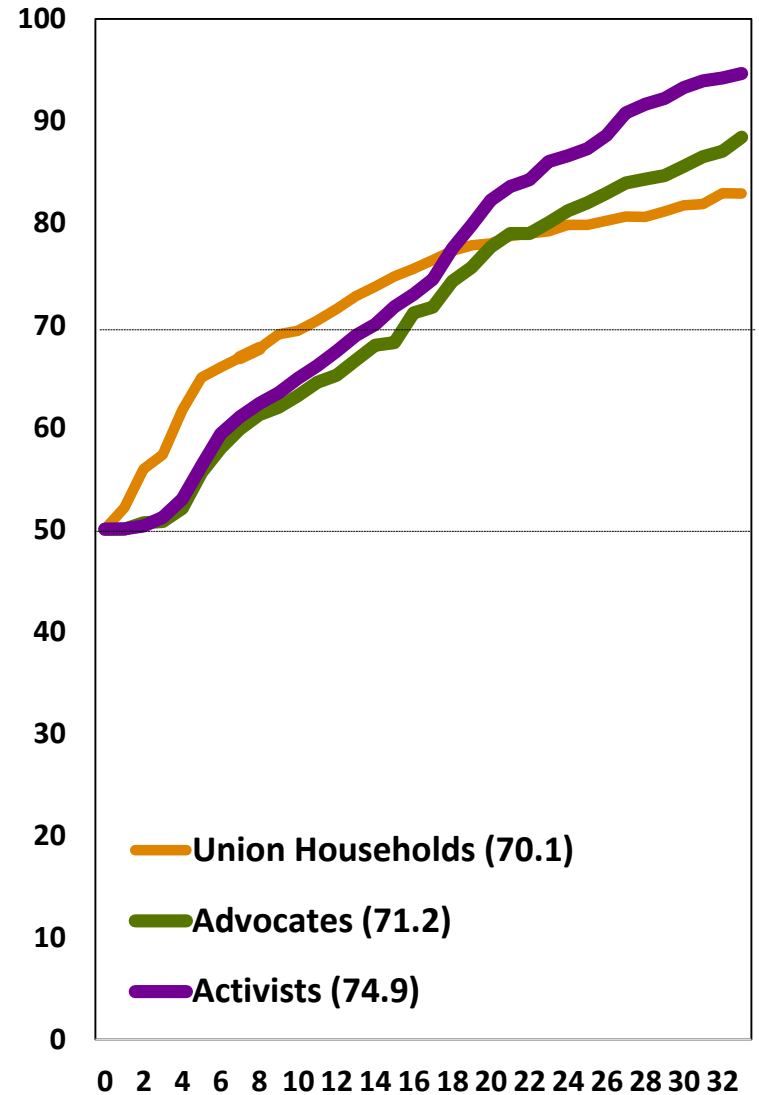
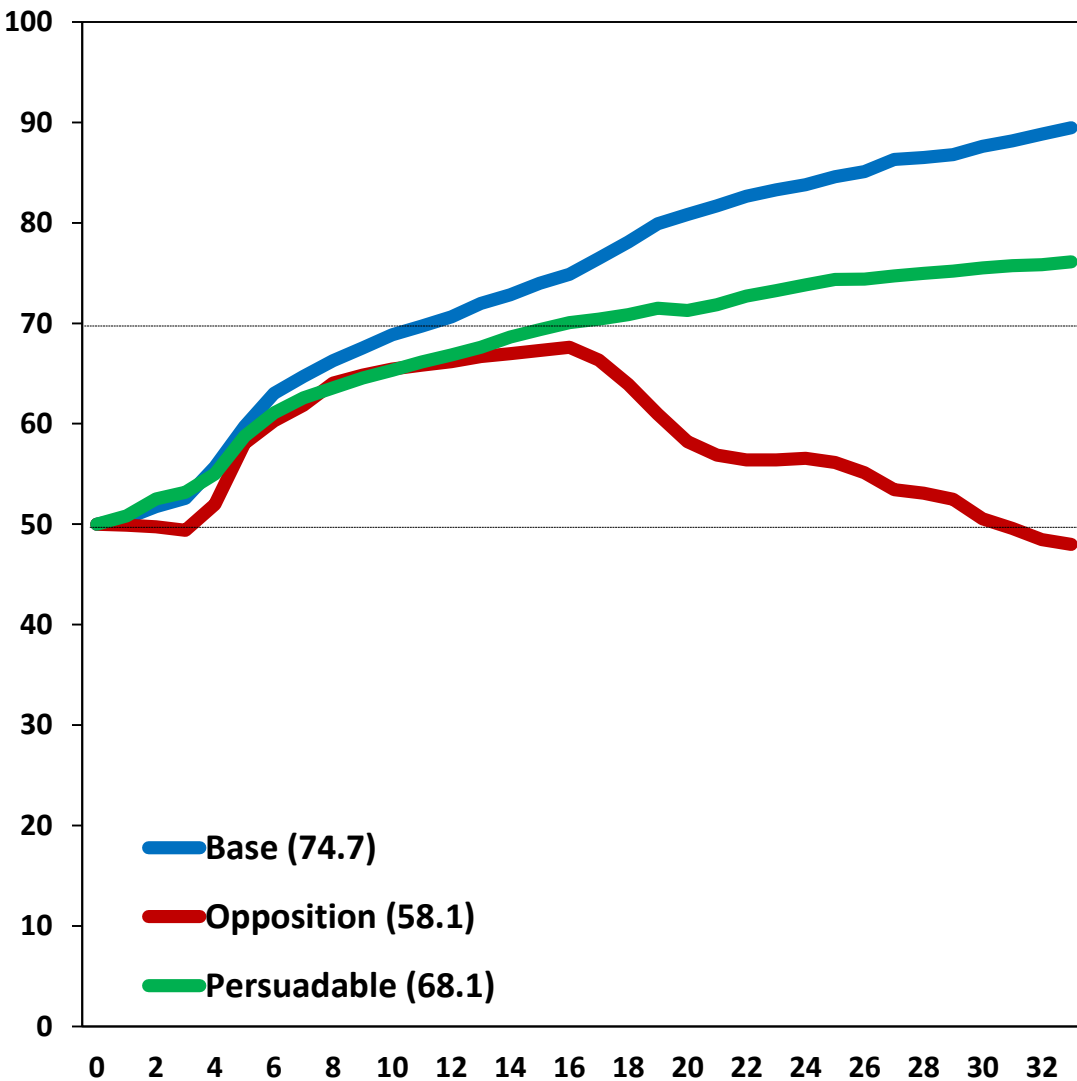
56 percent of likely voters  
= persuadable middle

# Conservative

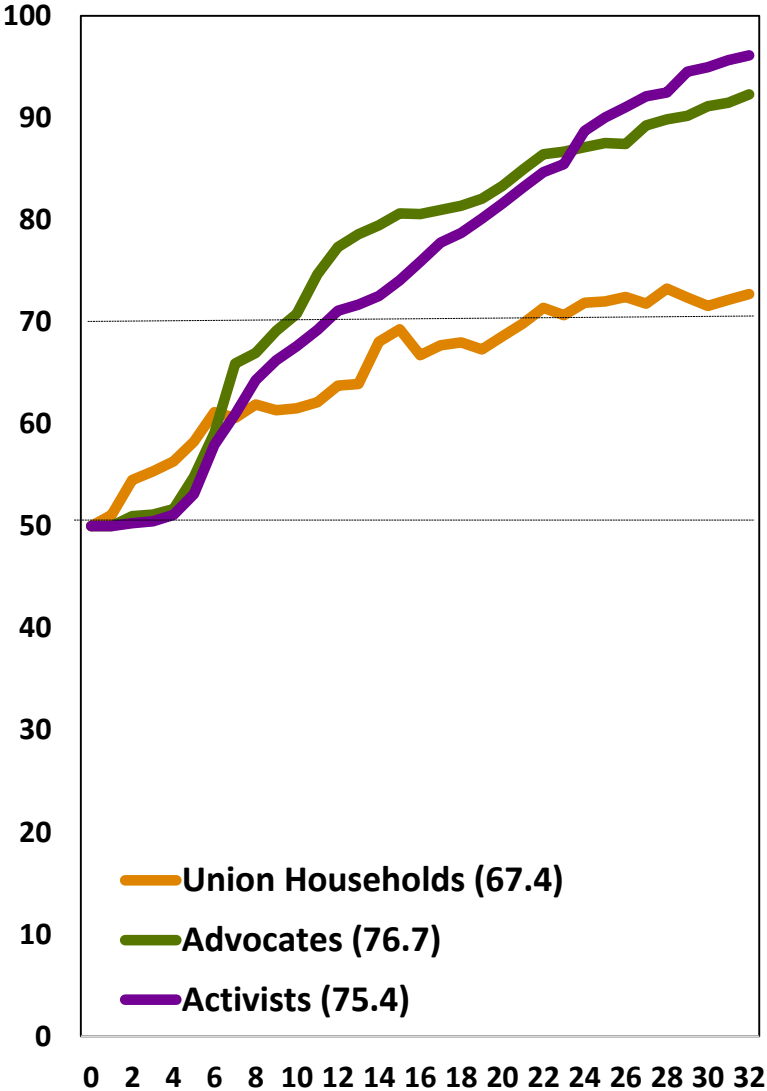
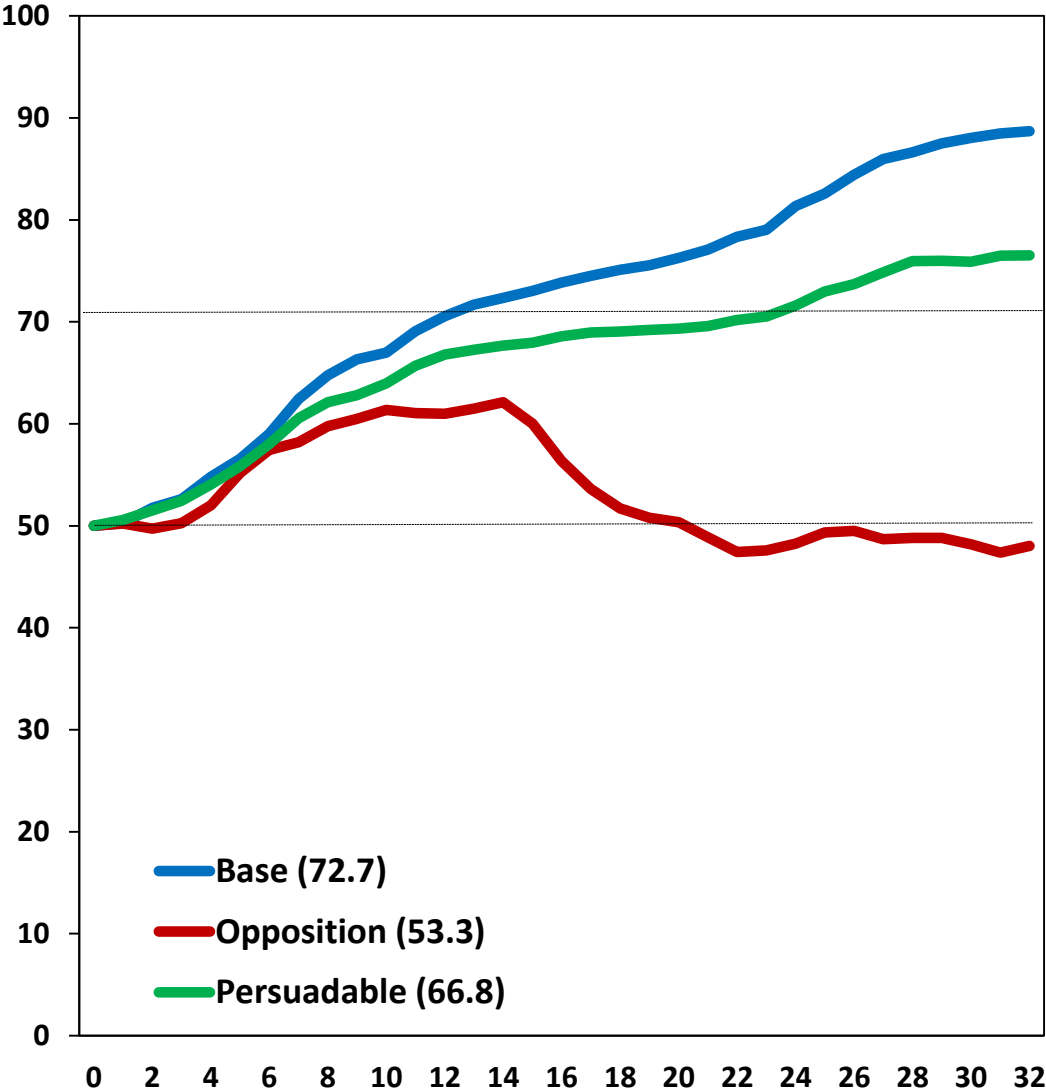




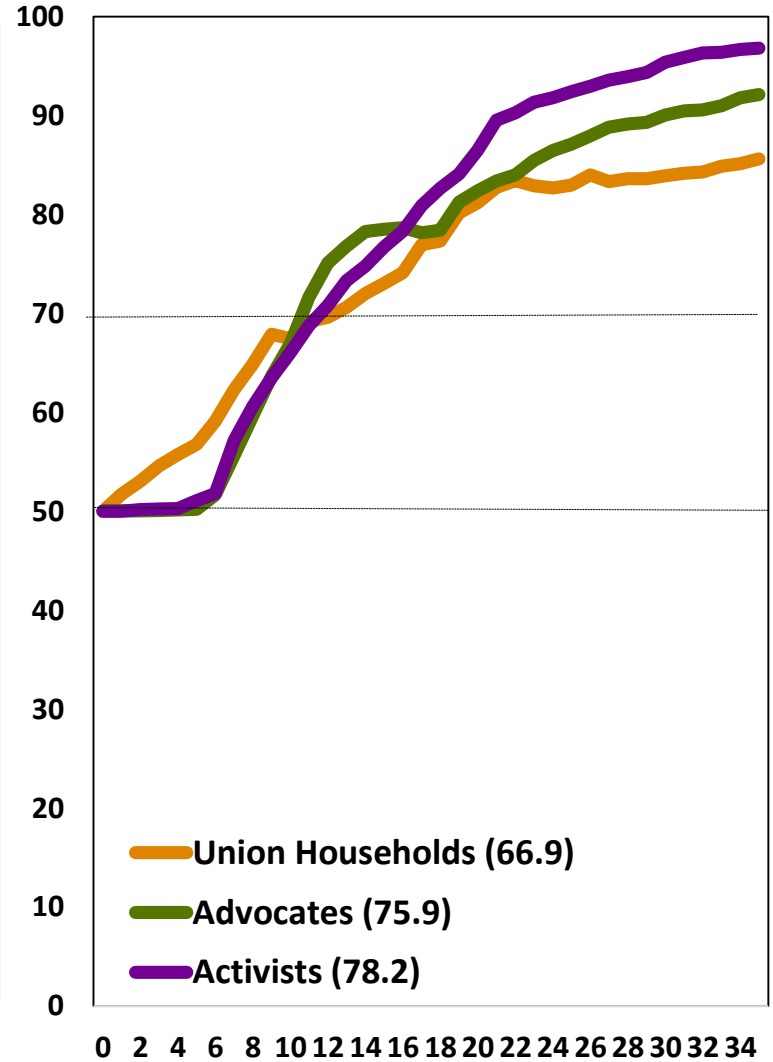
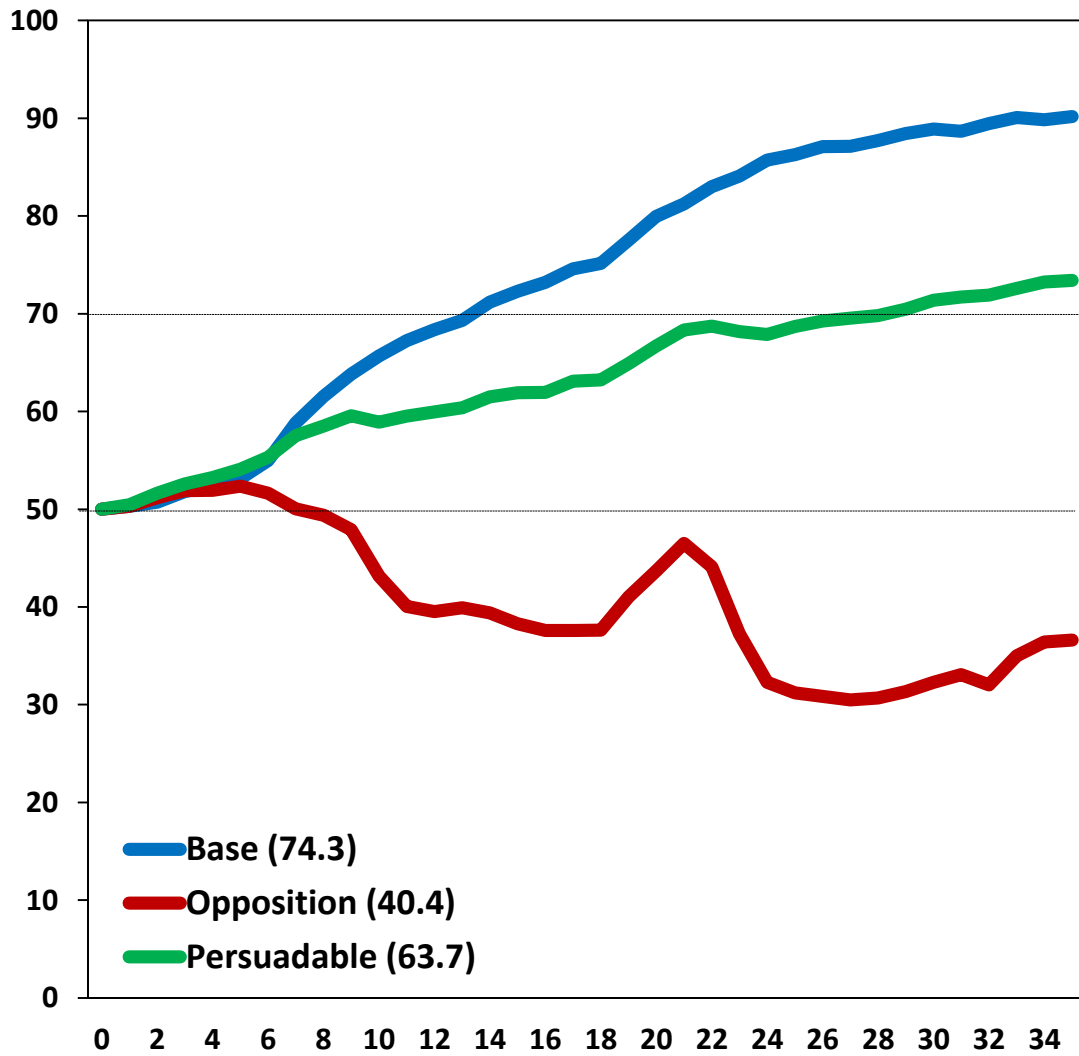
# Family Comes First



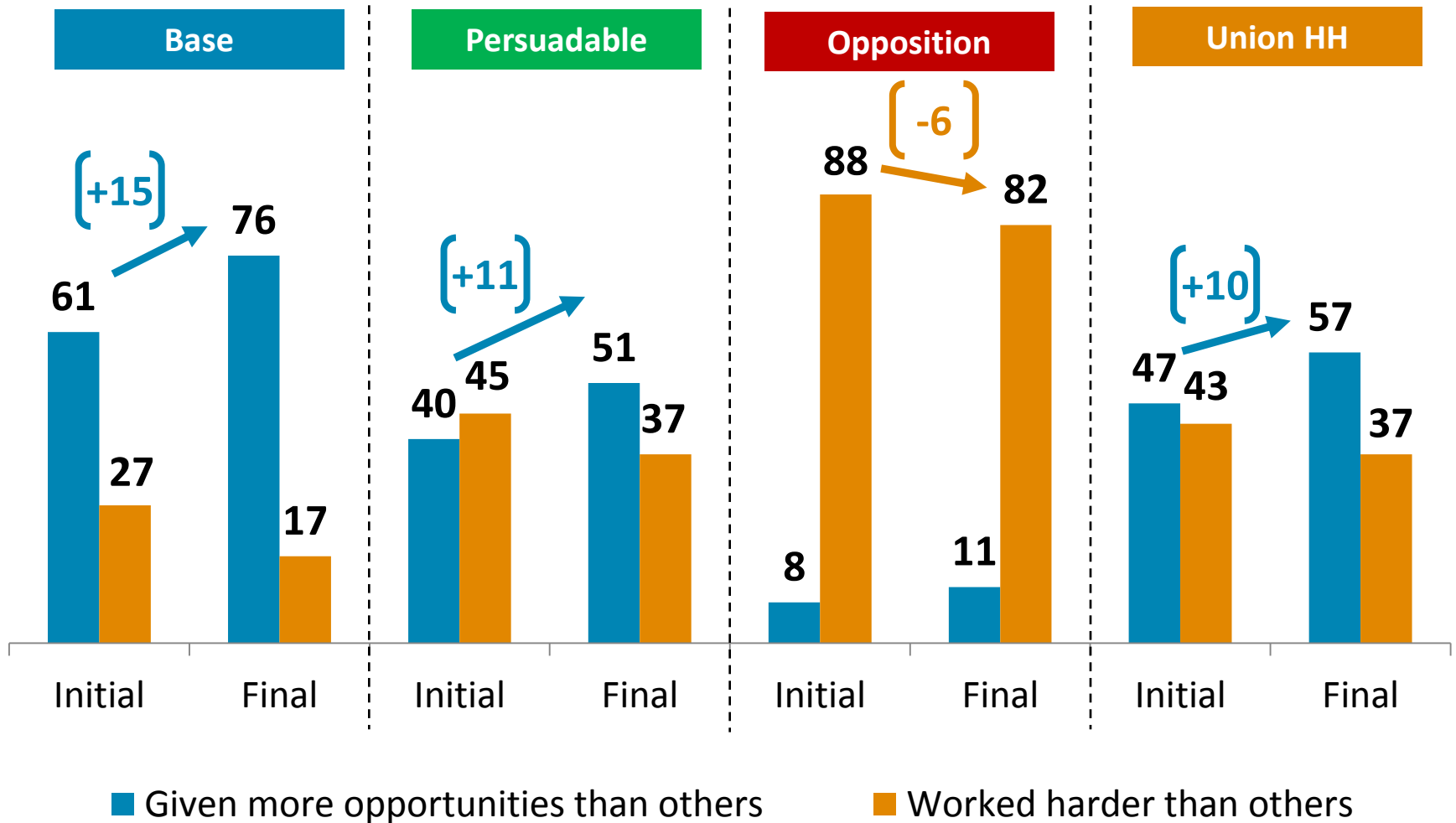
# Fair Exchange



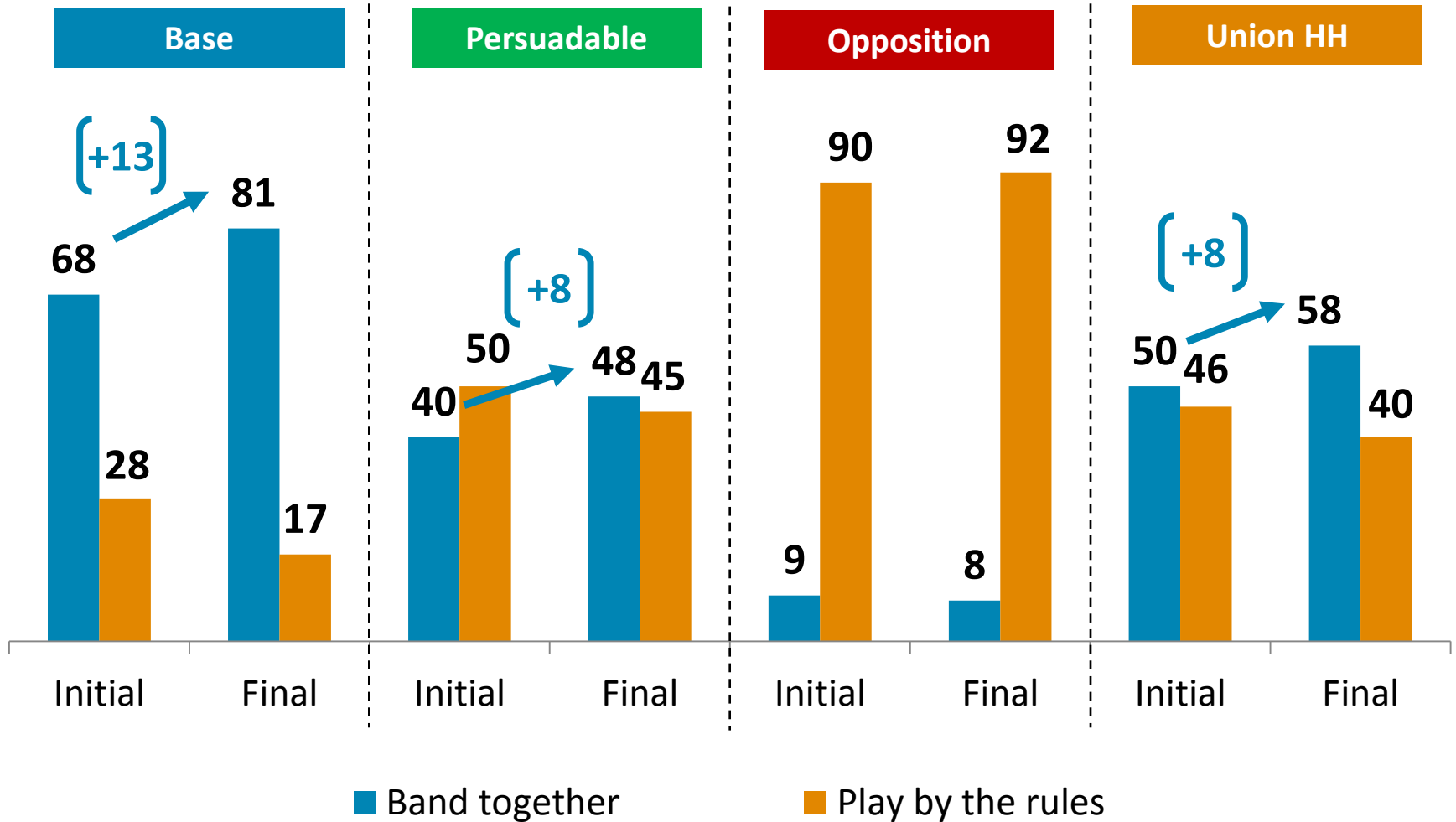
# Changed Rules



# Why do the wealthy succeed?



# “Band together” vs. “Play by the rules”



- Tap into **aspirations**
- Describe **real experiences of working people**
- Assert **human action** created problems
- Name the people responsible in an **active voice**
- Focus on **outcomes**
- Embrace **progressive values**
- Emphasize **family, fairness, changing the rules**

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