American Fragmentation Initiative Report

August 2024

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Methodology

Survey fielded on the KnowledgePanel® from June 14 – July 1, 2024

Survey fielded using RDD Telephone from June 27 – July 6, 2024.

Sample of 5,312 American adults aged 18 or older, with 4,712 interviews taking place online, and 600 interviews via telephone.

For the online portion, the survey was conducted using the probability-based Ipsos KnowledgePanel®. Fielded in both English and Spanish.

The RDD Telephone portion was conducted in English in the Native American Lands and Aging Farmlands.

The data was weighted to U.S. Census Targets in each area segment and at the national level.

Sample Size

Segment	Method	Number of Interviews
African American South	Online via the KnowledgePanel®.	N = 318
Big Cities		N = 435
College Towns		N = 361
Evangelical Hubs		N = 332
Exurbs		N = 361
Graying America		N = 347
Hispanic Centers		N = 330
LDS Enclaves		N = 377
Middle Suburbs		N = 338
Military Posts		N = 339
Rural Middle America		N = 340
Urban Burbs		N = 523
Working Class Country		N = 311
Aging Farmlands	Random Digit Dialing Telephone	N = 300
Native American Lands		N = 300
Total Interviews		**N = 5,312**

ISSUE LANDSCAPE

Important issues facing local community – Domestic politics

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Taxes	22%	17%	13%	20%	15%	23%	21%	16%	22%	25%	19%	31%	23%	19%
Immigration	17%	10%	21%	10%	16%	20%	17%	28%	18%	11%	14%	13%	15%	14%
Education	12%	15%	11%	14%	12%	16%	6%	11%	18%	12%	14%	11%	13%	10%
Government budget and debt	9%	4%	8%	9%	8%	9%	12%	6%	13%	11%	9%	8%	8%	9%

Q1. Which of the following topics are the most important issues facing your local community? (Select up to three)
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Important issues facing local community – Domestic problems

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Homelessness / Housing insecurity	20%	15%	30%	26%	13%	19%	18%	29%	19%	11%	23%	13%	21%	15%
Crime or gun violence	14%	36%	26%	19%	9%	14%	4%	15%	4%	17%	18%	5%	17%	9%
Government or business corruption	6%	5%	4%	7%	9%	6%	9%	7%	8%	7%	6%	10%	4%	8%
Race and racism	5%	13%	6%	8%	5%	3%	1%	4%	2%	5%	7%	4%	5%	6%

Q1. Which of the following topics are the most important issues facing your local community? (Select up to three)
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Important issues facing local community – Healthcare

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Healthcare	18%	22%	13%	16%	20%	16%	19%	14%	13%	18%	15%	18%	14%	15%
Opioid or drug addiction	15%	13%	11%	18%	35%	12%	17%	11%	8%	15%	15%	23%	11%	25%
Abortion	5%	3%	5%	6%	3%	5%	4%	4%	5%	6%	7%	5%	5%	2%
Contagious disease (COVID-19/RSV/etc.)	1%	2%	1%	2%	2%	1%	-	2%	1%	0	2%	-	1%	2%

Q1. Which of the following topics are the most important issues facing your local community? (Select up to three)
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Important issues facing local community – Economy

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Inflation or increasing costs	51%	45%	47%	54%	54%	58%	56%	44%	64%	60%	52%	61%	49%	51%
Economic inequality	10%	11%	14%	10%	7%	8%	7%	7%	10%	7%	9%	6%	11%	8%
Unemployment	8%	10%	5%	6%	12%	7%	6%	14%	7%	8%	8%	9%	5%	12%

Q1. Which of the following topics are the most important issues facing your local community? (Select up to three)
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Important issues facing local community – Politics

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Political extremism	7%	8%	8%	7%	7%	8%	11%	6%	9%	7%	10%	9%	7%	3%
Political polarization	7%	3%	7%	7%	2%	10%	7%	5%	14%	5%	5%	9%	10%	4%
Election security or fraud	4%	4%	3%	3%	4%	6%	5%	4%	4%	5%	5%	6%	4%	4%
Foreign conflicts or terrorism	2%	1%	2%	2%	2%	4%	2%	3%	1%	3%	1%	2%	3%	2%
Political correctness	2%	1%	2%	1%	3%	2%	3%	1%	1%	2%	1%	2%	2%	3%

Q1. Which of the following topics are the most important issues facing your local community? (Select up to three)
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Important issues facing local community – Environment

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Climate change	8%	8%	10%	8%	5%	11%	10%	10%	11%	6%	10%	4%	12%	3%
Natural disasters or severe weather	6%	8%	5%	6%	6%	4%	13%	5%	4%	3%	11%	4%	7%	9%

Q1. Which of the following topics are the most important issues facing your local community? (Select up to three)
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Important issues facing the country – Domestic politics

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Immigration	31%	24%	31%	28%	33%	31%	40%	35%	29%	31%	28%	34%	28%	32%
Government budget and debt	13%	8%	8%	12%	22%	13%	20%	10%	30%	14%	15%	20%	11%	19%
Taxes	11%	10%	8%	9%	12%	10%	11%	13%	13%	10%	11%	13%	11%	10%
Education	5%	10%	6%	5%	6%	7%	3%	5%	4%	6%	7%	5%	5%	4%

Q2. Which of the following topics are the most important issues facing the country as a whole? (Select up to three)
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Important issues facing the country – Domestic problems

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Crime or gun violence	22%	30%	27%	17%	17%	19%	13%	21%	9%	20%	22%	14%	25%	14%
Government or business corruption	14%	12%	7%	18%	20%	13%	16%	13%	20%	17%	20%	18%	10%	24%
Homelessness / Housing insecurity	10%	11%	15%	10%	9%	14%	7%	16%	7%	7%	11%	8%	10%	11%
Race and racism	7%	16%	9%	9%	5%	5%	3%	7%	4%	7%	9%	7%	8%	7%

Q2. Which of the following topics are the most important issues facing the country as a whole? (Select up to three)
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Important issues facing the country – Healthcare

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Healthcare	13%	16%	12%	13%	14%	19%	11%	11%	12%	15%	13%	15%	13%	15%
Opioid or drug addiction	11%	11%	9%	14%	13%	8%	11%	12%	7%	11%	7%	11%	11%	14%
Abortion	10%	8%	10%	9%	9%	9%	9%	9%	6%	8%	10%	9%	13%	4%
Contagious disease (COVID-19/RSV/etc.)	1%	2%	1%	1%	-	2%	-	1%	2%	1%	1%	-	1%	2%

Q2. Which of the following topics are the most important issues facing the country as a whole? (Select up to three)
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Important issues facing the country – Economy

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Inflation or increasing costs	45%	44%	42%	48%	54%	48%	43%	48%	51%	52%	48%	49%	40%	50%
Economic inequality	10%	11%	13%	10%	6%	10%	10%	6%	12%	7%	13%	7%	11%	10%
Unemployment	5%	9%	5%	3%	3%	6%	3%	7%	4%	4%	6%	4%	4%	5%

Q2. Which of the following topics are the most important issues facing the country as a whole? (Select up to three)
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Important issues facing the country – Politics

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Political extremism	17%	13%	16%	20%	12%	14%	18%	14%	20%	17%	18%	19%	19%	11%
Political polarization	13%	8%	14%	16%	7%	15%	15%	9%	19%	12%	13%	9%	15%	6%
Election security or fraud	8%	10%	7%	4%	15%	8%	9%	5%	11%	10%	8%	11%	4%	9%
Foreign conflicts or terrorism	8%	6%	8%	10%	7%	8%	7%	7%	9%	9%	5%	7%	9%	6%
Political correctness	3%	1%	3%	3%	4%	4%	4%	2%	-	3%	3%	3%	3%	4%

Q2. Which of the following topics are the most important issues facing the country as a whole? (Select up to three)
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Important issues facing the country – Environment

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Climate change	13%	11%	14%	18%	9%	14%	12%	11%	13%	11%	11%	9%	17%	4%
Natural disasters or severe weather	4%	4%	4%	4%	2%	4%	4%	3%	5%	4%	4%	3%	5%	5%

Q2. Which of the following topics are the most important issues facing the country as a whole? (Select up to three)
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

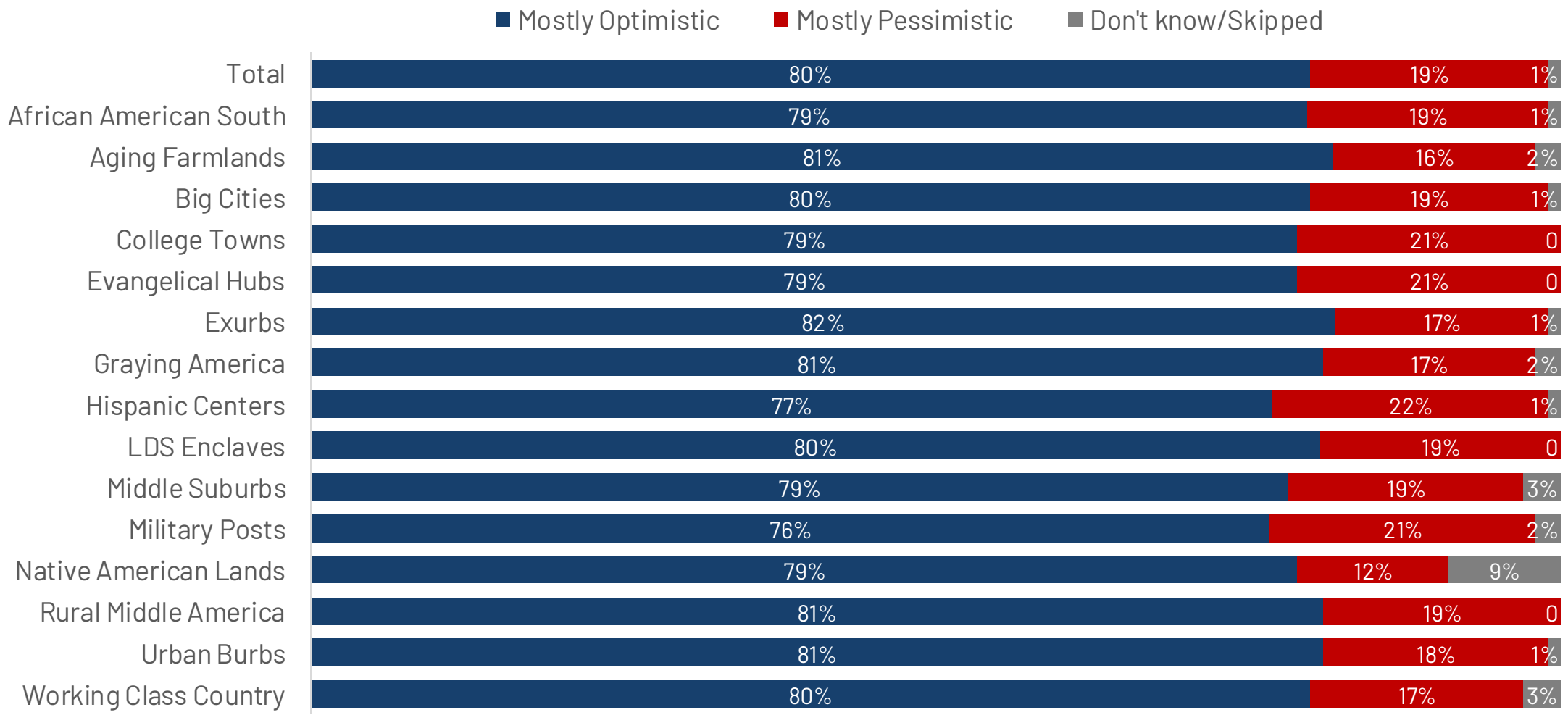
List of Feelings Had – Mean Number of Days Summary

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
Felt fearful about something that might happen to you	1.2	1.0	-	1.3	1.2	1.3	1.2	1.0	1.1	1.5	1.2	1.2	-	1.2	1.2	1.4
Felt mad at something or someone	1.7	1.4	1.9	1.7	1.9	1.8	1.7	1.6	1.7	2.0	1.8	1.9	2.1	1.8	1.7	1.7
Felt anxious and tense	1.9	1.6	2.3	1.8	2.2	2.2	2.0	1.7	1.9	2.3	2.0	2.3	2.1	1.8	1.8	2.1
Worried a lot about little things	1.9	1.9	-	1.9	2.0	2.1	1.9	1.9	2.2	2.2	1.9	2.1	-	2.1	1.9	2.0
Felt lonely	1.2	1.2	1.2	1.2	1.3	1.3	1.2	1.3	1.0	1.4	1.2	1.3	1.0	0.9	1.2	1.2
Felt proud of something you'd done	3.4	3.4	4.1	3.5	3.1	3.3	3.4	3.4	3.6	3.5	3.3	3.3	4.8	3.4	3.4	3.2
Felt contented	4.4	4.1	-	4.3	4.1	4.2	4.4	4.6	4.3	4.2	4.4	4.3	-	4.6	4.5	4.0
Felt calm	4.7	4.7	4.8	4.7	4.5	4.7	4.5	4.8	4.7	4.4	4.6	4.5	5.1	4.8	4.8	4.5
Felt connected to family or friends	5.0	5.0	5.9	4.9	4.7	5.0	5.1	5.2	5.1	5.0	5.0	5.2	6.0	5.3	5.0	4.9

Q3. The following is a list of different feelings that people sometimes have. For each, on how many days have you felt this way during the past 7 days, if at all?
Base: All Respondents (n= 5,312)

HOPES

Outlook on personal life and future



Q4: Generally speaking, would you say that you tend to be optimistic about your life and future, or do you tend to be more pessimistic about your life and future?
Base: All Respondents (n= 5,312)

Hope for the future (% hopeful)

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
Your future	84%	85%	87%	82%	85%	81%	86%	85%	85%	83%	87%	86%	89%	86%	86%	80%
The future of your community	76%	73%	80%	71%	72%	78%	81%	75%	78%	81%	82%	74%	71%	74%	79%	78%
The future of your children or the next generation	65%	65%	60%	67%	61%	63%	68%	60%	69%	63%	65%	56%	66%	61%	65%	58%
The long-term future of the United States	55%	58%	48%	58%	50%	56%	58%	54%	58%	45%	57%	47%	51%	48%	57%	47%
The future of the United States over the next few years	52%	57%	48%	55%	47%	51%	53%	54%	54%	45%	54%	46%	52%	43%	51%	49%

Q5. How hopeful are you, if at all, about the following...?
Base: All Respondents (n= 5,312)

Reasons Why People Feel Optimistic

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Your life is generally good	54%	49%	54%	56%	53%	61%	57%	47%	56%	57%	56%	58%	52%	48%
Your faith/religion gives you hope no matter what is happening	36%	54%	33%	35%	47%	33%	36%	38%	47%	37%	42%	42%	30%	50%
People are generally good	31%	24%	29%	34%	30%	34%	34%	25%	49%	32%	27%	32%	32%	27%
Technology and progress are creating new benefits for life	25%	23%	28%	22%	17%	25%	20%	27%	18%	26%	20%	18%	27%	22%
Your career is/was going well	21%	22%	19%	23%	15%	23%	20%	14%	21%	22%	22%	27%	23%	17%
Your children/the next generation have a bright future	14%	17%	17%	13%	10%	11%	10%	18%	9%	15%	13%	14%	13%	14%
News coverage exaggerates the bad, and things are really ok	9%	9%	11%	11%	8%	9%	9%	6%	14%	8%	6%	9%	9%	5%
You're confident that leaders will ultimately do the right thing	7%	6%	6%	5%	6%	6%	5%	10%	5%	9%	4%	7%	10%	4%
Bad things in the world don't really impact your community	5%	4%	3%	4%	10%	5%	8%	4%	5%	8%	7%	9%	6%	6%
Something else	3%	1%	3%	4%	4%	2%	4%	3%	2%	2%	3%	1%	4%	2%
I do not feel optimistic at all for the future	10%	9%	11%	12%	11%	8%	11%	12%	7%	8%	10%	8%	8%	10%

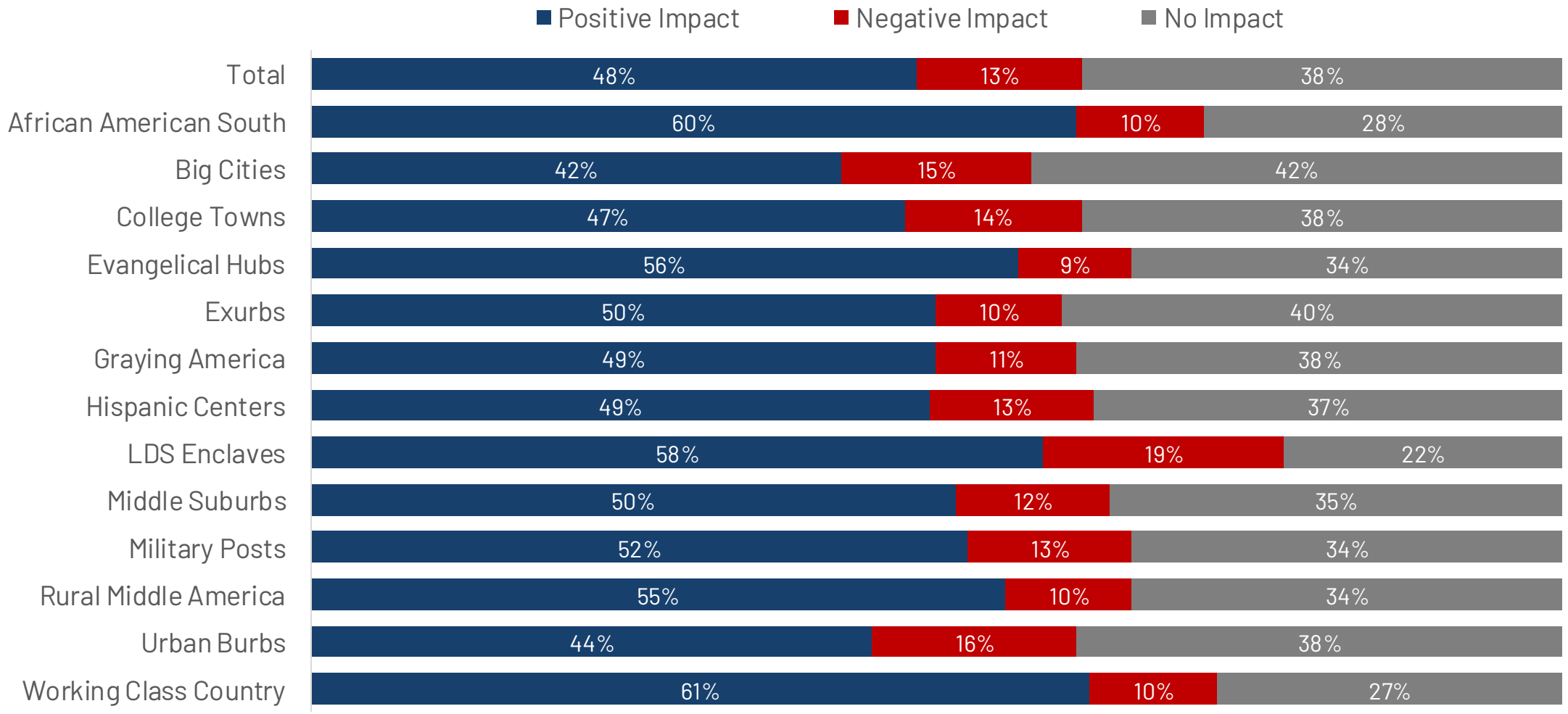
Q6. Below is a list of reasons some people say makes them feel optimistic for the future generally. Which of the following are the main reasons you are generally optimistic for the future, if at all? (Select up to three)
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Reasons Why People Feel Pessimistic

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
The country seems to be falling apart	55%	56%	49%	62%	67%	58%	57%	51%	63%	58%	67%	62%	50%	57%
Leaders seem to never be able to do the right thing	46%	41%	46%	48%	51%	50%	50%	38%	54%	49%	50%	46%	44%	48%
There is lots of crime and violence	40%	47%	39%	37%	33%	41%	36%	45%	30%	42%	40%	39%	41%	37%
Your children/the next generation will have a harder time than you	33%	31%	28%	35%	34%	37%	39%	31%	42%	35%	36%	39%	33%	33%
Things are changing too fast	12%	11%	15%	12%	11%	9%	12%	12%	13%	11%	8%	10%	13%	15%
It is hard to find a rewarding job or career	12%	13%	13%	13%	7%	11%	6%	12%	9%	11%	12%	7%	13%	12%
You no longer recognize the community you grew up in	8%	14%	6%	11%	8%	9%	12%	7%	7%	6%	5%	7%	8%	8%
Bad things have happened in your life	8%	7%	11%	5%	7%	8%	6%	9%	7%	10%	8%	7%	6%	9%
Something else	8%	6%	8%	11%	9%	8%	7%	6%	9%	6%	6%	7%	10%	5%
I do not feel worried at all for the future	8%	6%	8%	6%	6%	8%	5%	11%	5%	7%	6%	5%	9%	8%

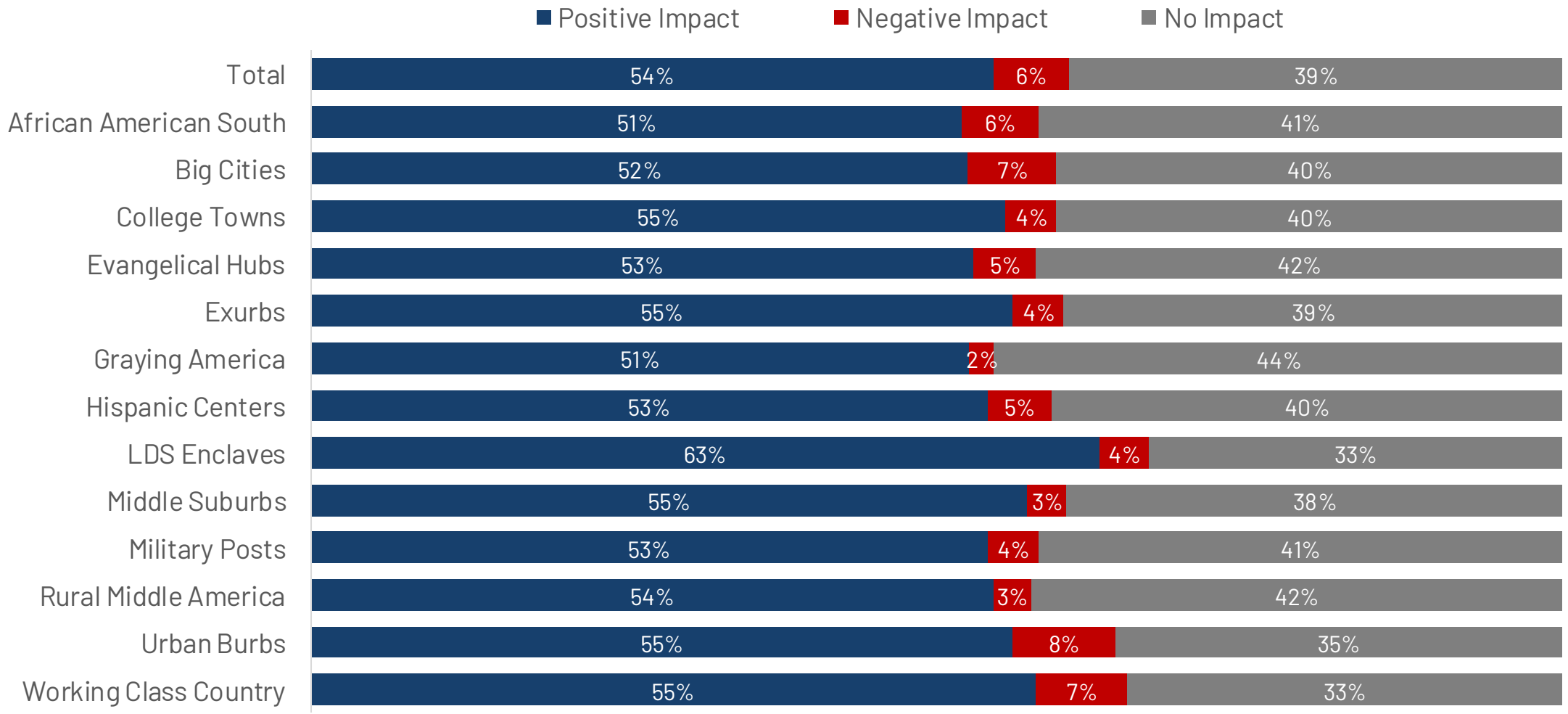
Q7. Below is a list of reasons some people say makes them feel pessimistic for the future generally. Which of the following are the main reasons you are generally pessimistic for the future, if at all? (Select up to three)
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Impact on Ability to Live Good Life – Church or Religious Organization



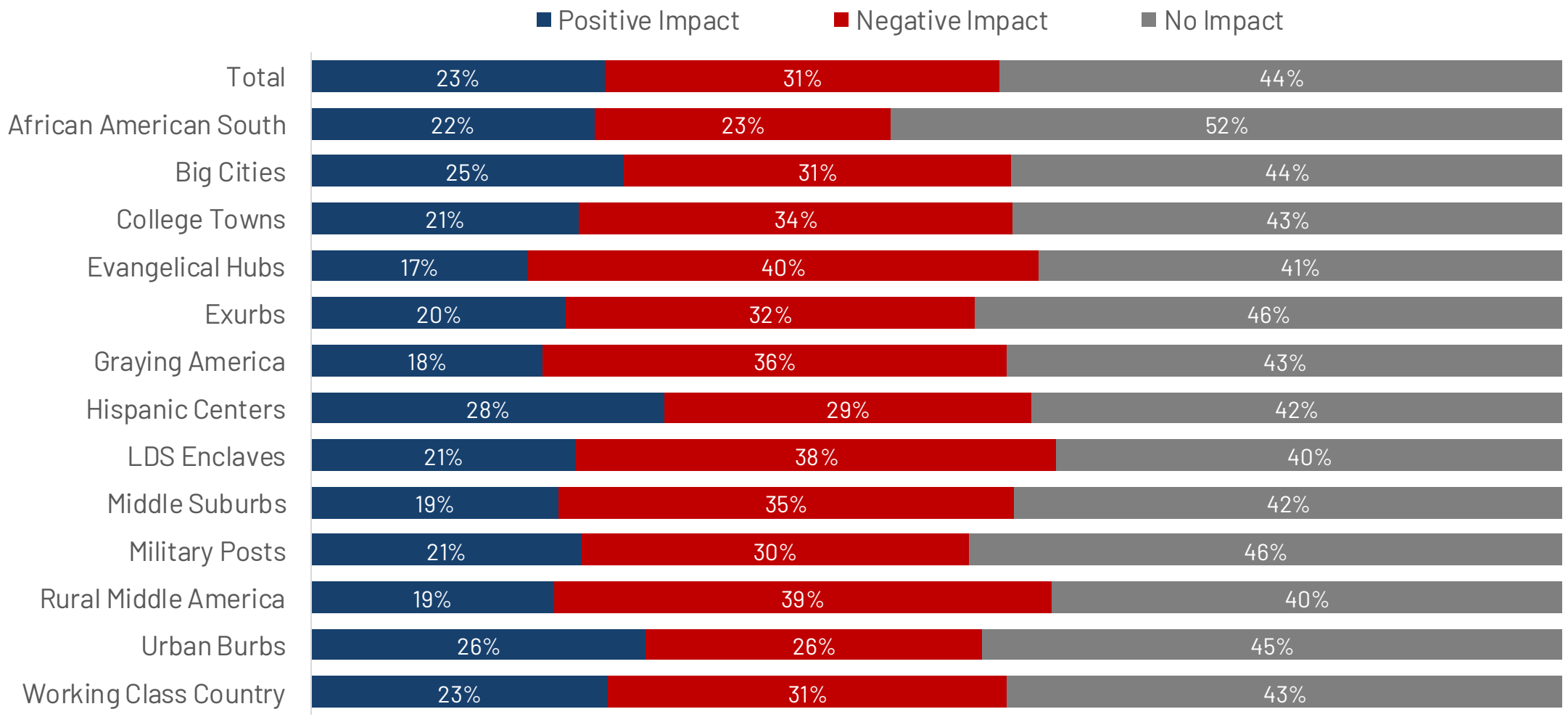
Q8: What kind of impact, if any, do you feel the following groups or organizations are having on your ability to live a good life?
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Impact on Ability to Live Good Life – Civic, volunteer, or charitable organizations



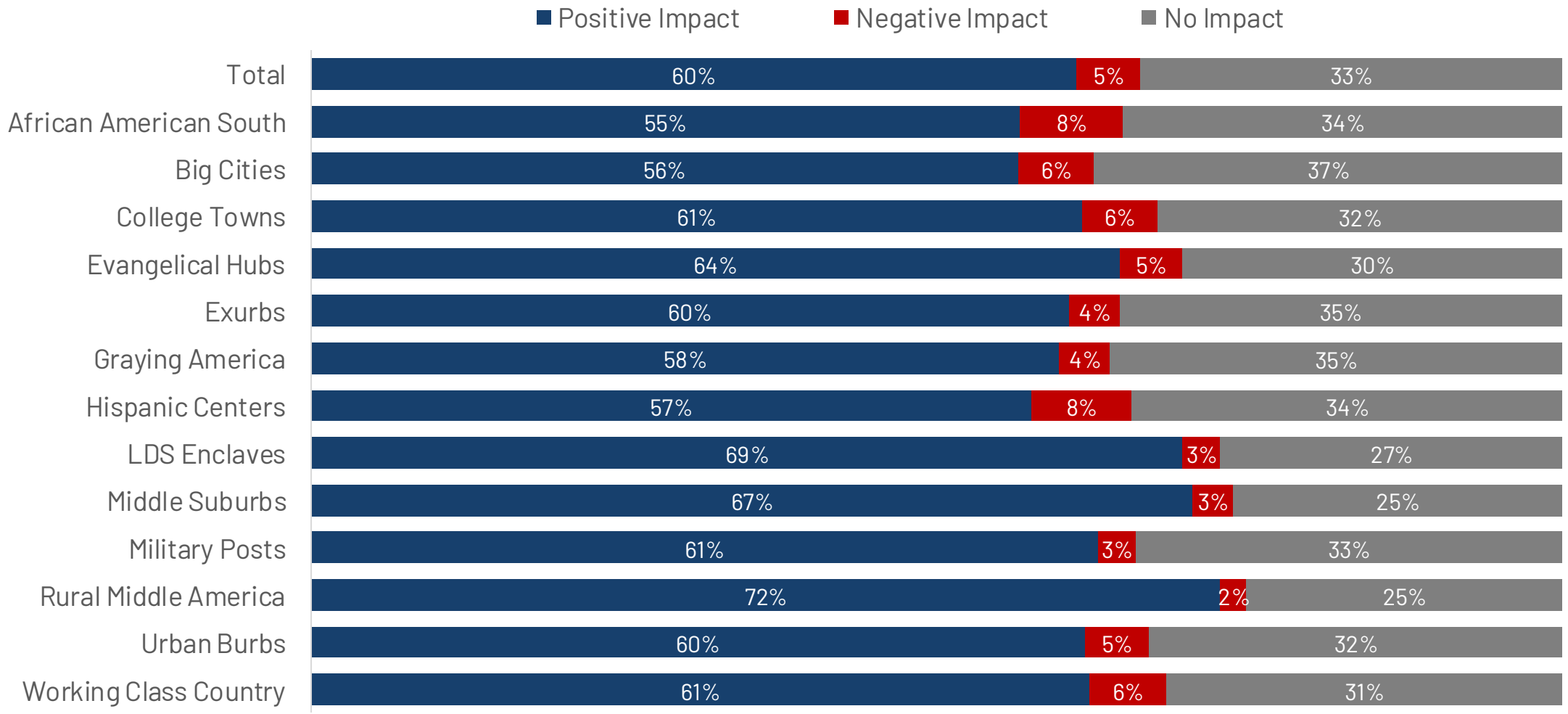
Q8: What kind of impact, if any, do you feel the following groups or organizations are having on your ability to live a good life?
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Impact on Ability to Live Good Life – National businesses



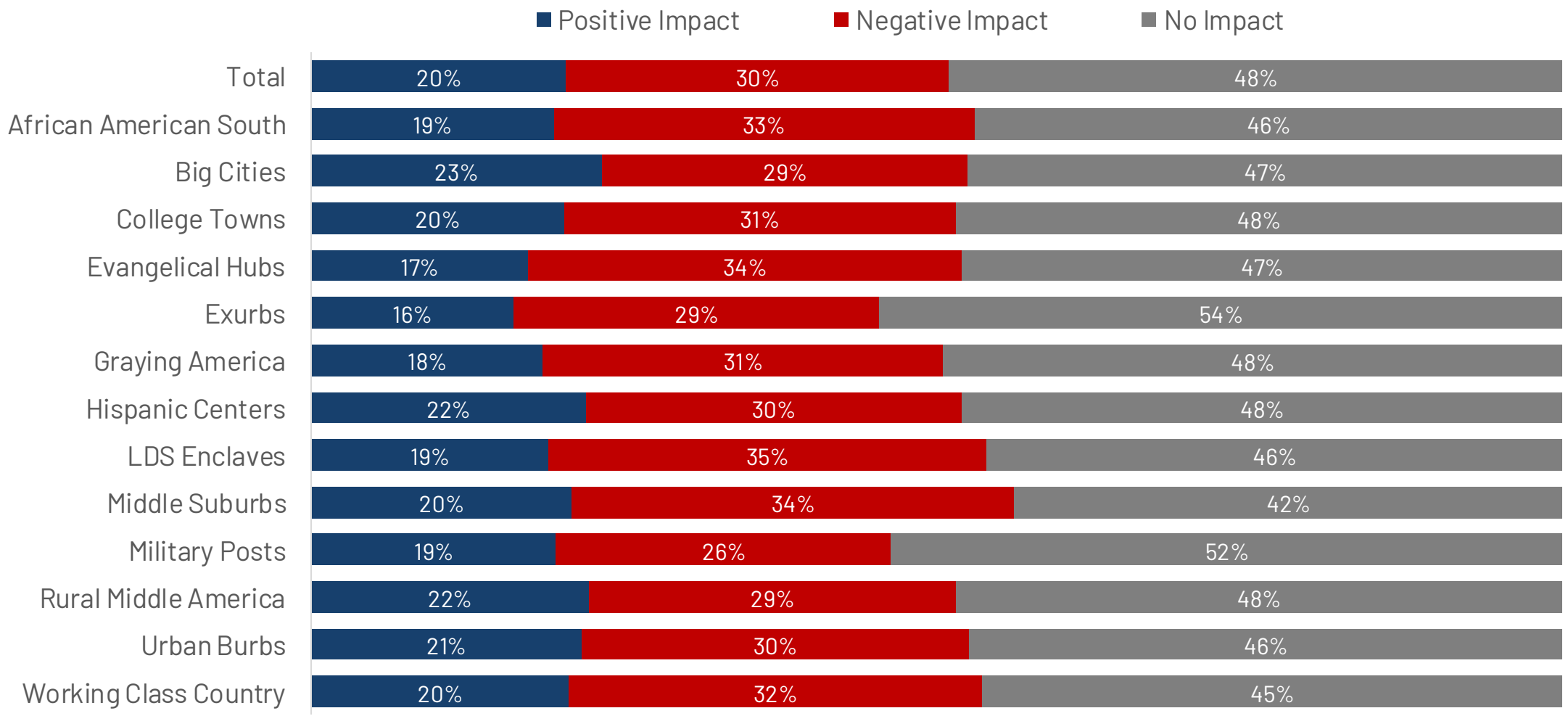
Q8: What kind of impact, if any, do you feel the following groups or organizations are having on your ability to live a good life?
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Impact on Ability to Live Good Life – Small or local businesses



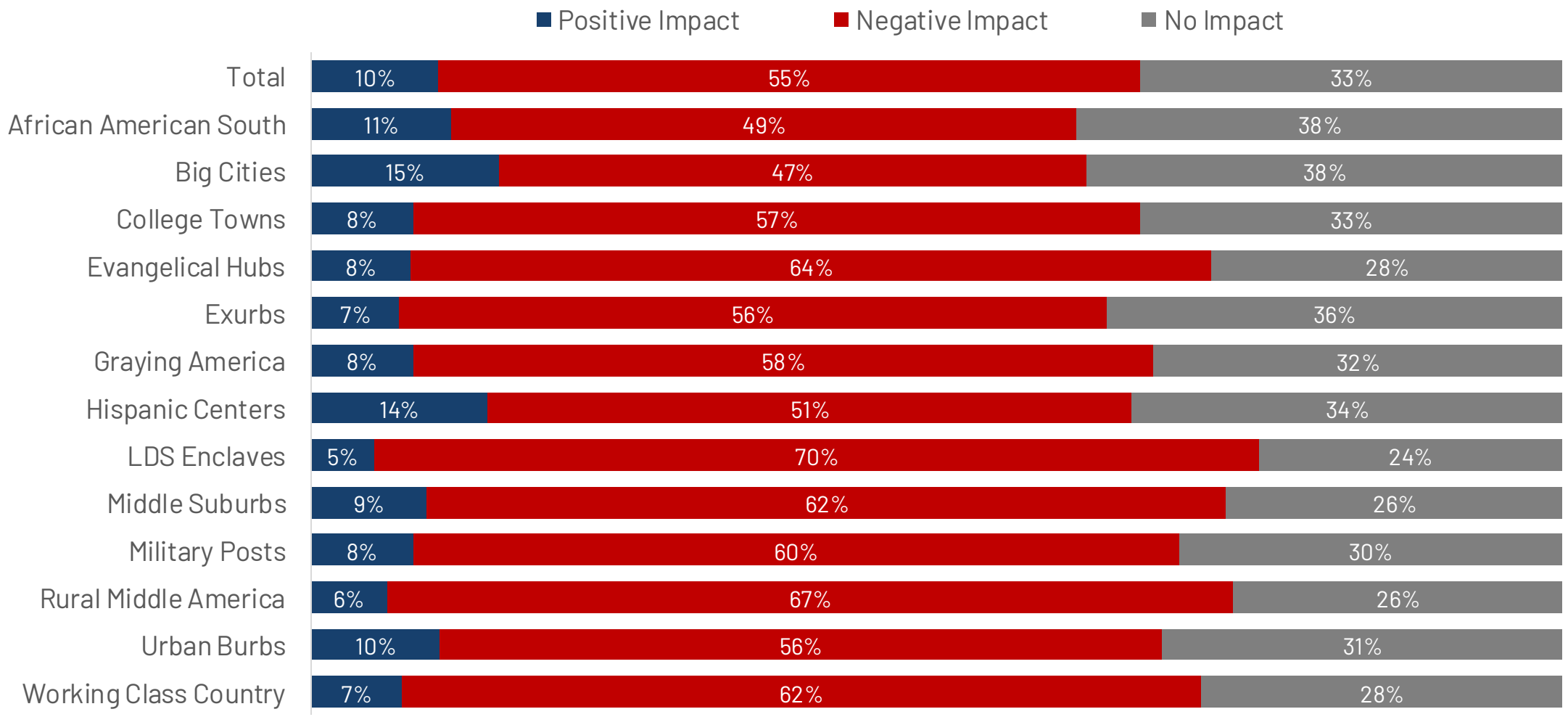
Q8: What kind of impact, if any, do you feel the following groups or organizations are having on your ability to live a good life?
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Impact on Ability to Live Good Life – Local news media



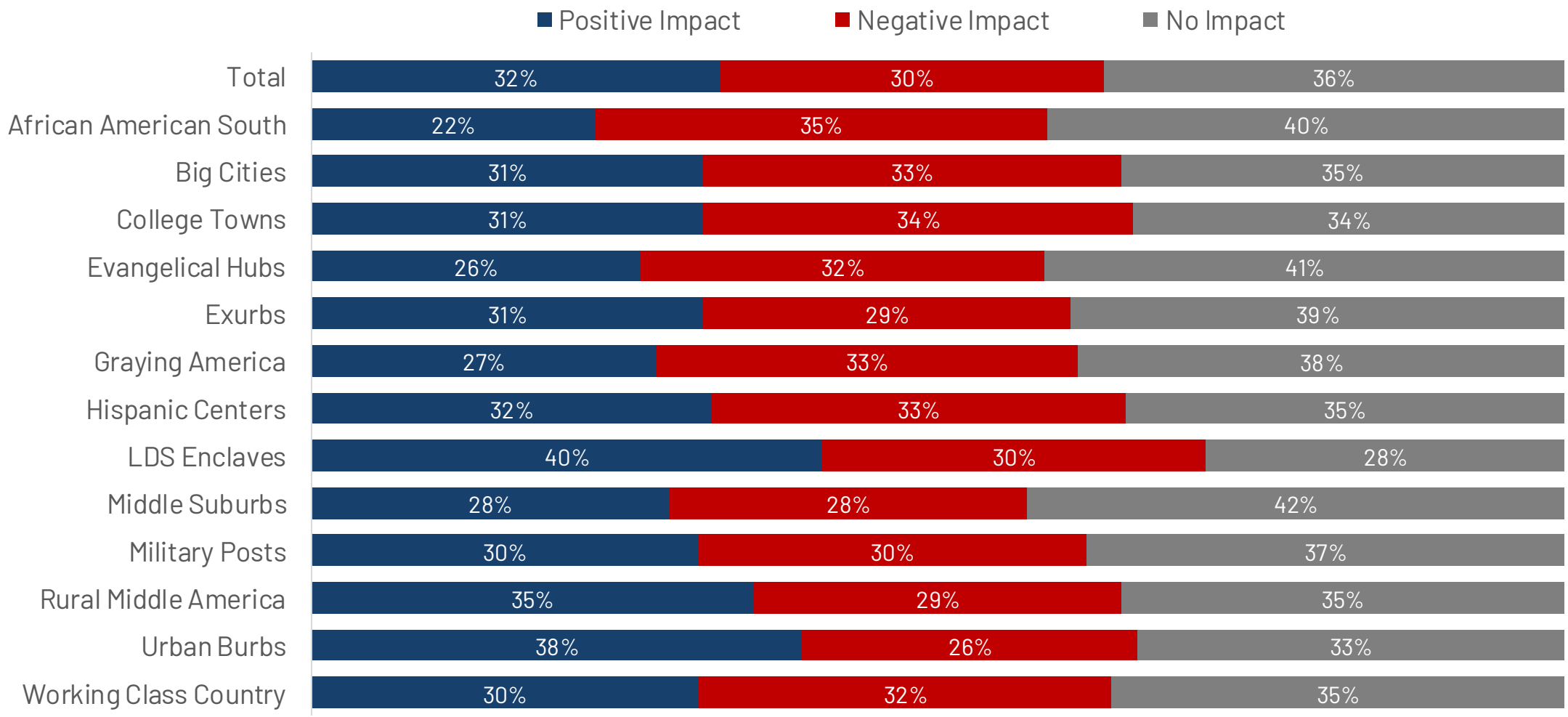
Q8: What kind of impact, if any, do you feel the following groups or organizations are having on your ability to live a good life?
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Impact on Ability to Live Good Life – National news media



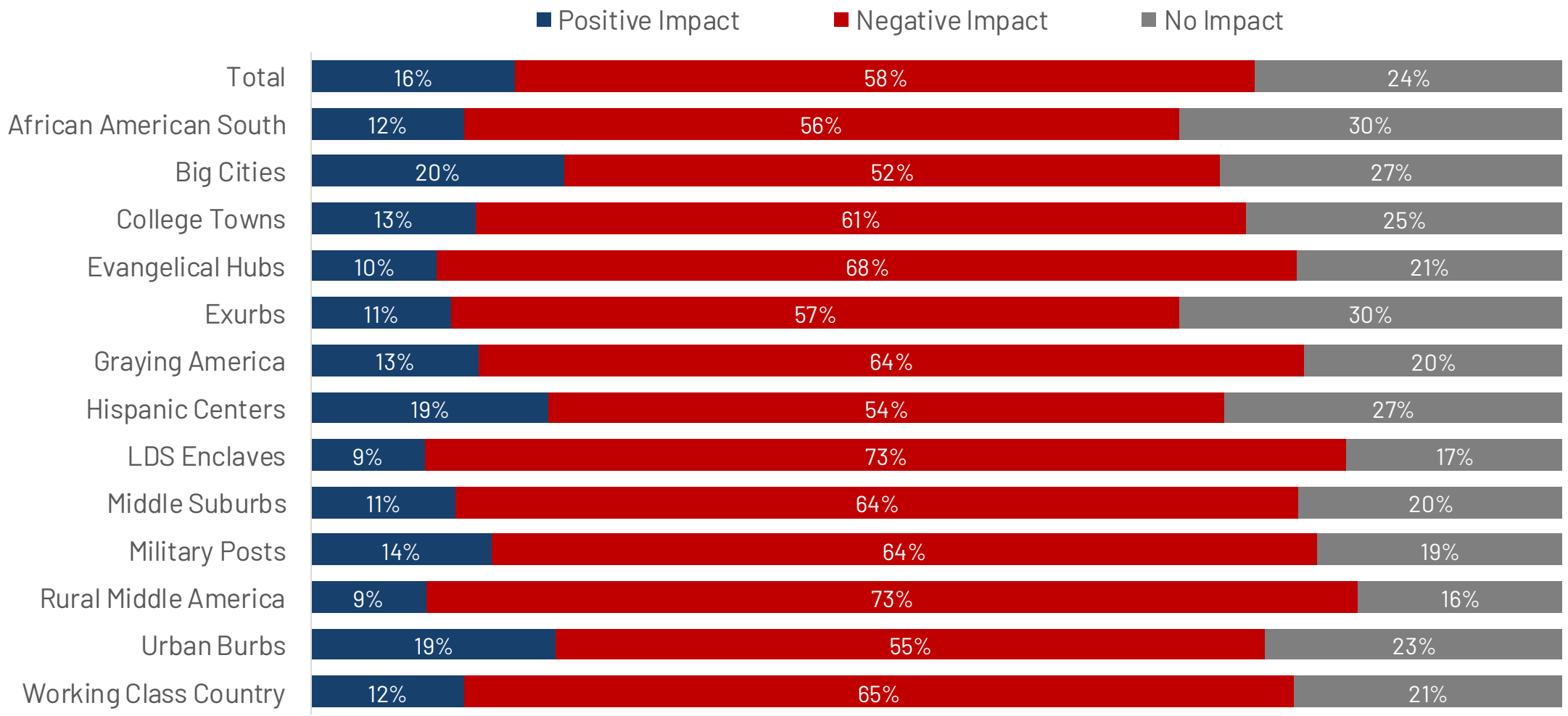
Q8: What kind of impact, if any, do you feel the following groups or organizations are having on your ability to live a good life?
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Impact on Ability to Live Good Life – Local government



Q8: What kind of impact, if any, do you feel the following groups or organizations are having on your ability to live a good life?
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Impact on Ability to Live Good Life – National government



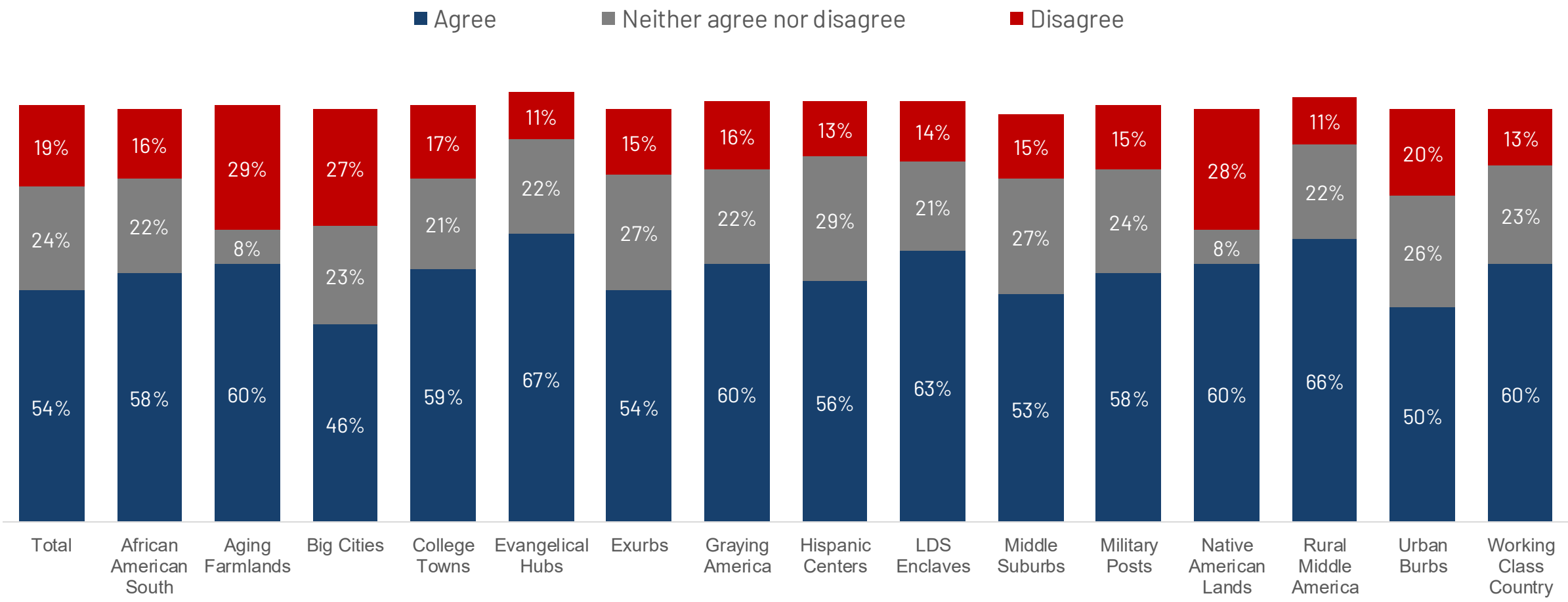
Q8: What kind of impact, if any, do you feel the following groups or organizations are having on your ability to live a good life?
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

American Society Sentiments (% Agree)

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
More and more, I don't identify with what America has become	54%	58%	60%	46%	59%	67%	54%	60%	56%	63%	53%	58%	60%	66%	50%	60%
Society is changing too fast	48%	55%	55%	46%	52%	65%	46%	51%	56%	53%	49%	41%	68%	56%	41%	53%
America is a place where I feel free to say what I really think	48%	43%	53%	51%	45%	35%	50%	44%	52%	47%	45%	43%	60%	46%	49%	36%
It is increasingly hard for someone like me to get ahead in America	37%	47%	51%	35%	40%	44%	40%	38%	38%	41%	36%	31%	49%	44%	31%	45%
These days I feel like a stranger in my own country	36%	42%	34%	34%	40%	49%	37%	38%	35%	42%	32%	33%	34%	45%	30%	45%
Our country is steadily improving	17%	18%	19%	20%	17%	12%	18%	13%	18%	12%	15%	15%	17%	12%	18%	12%

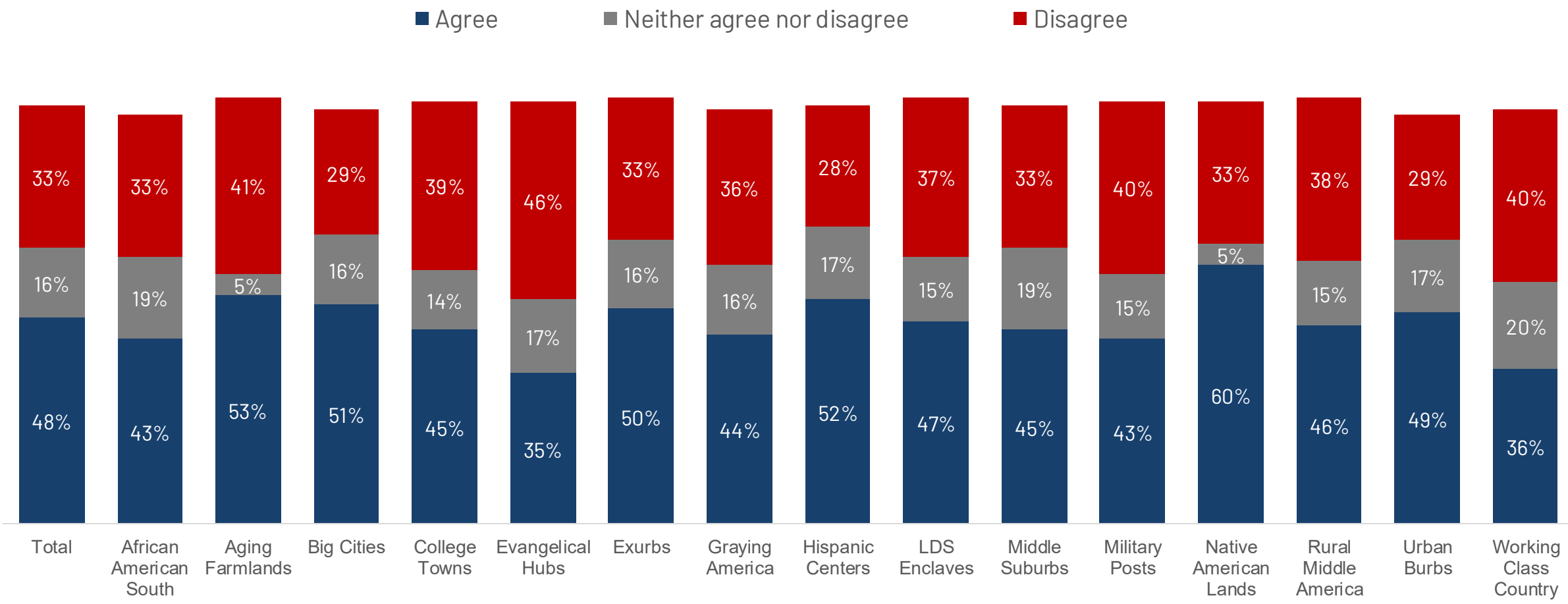
Q9: Do you agree or disagree with the following statements?
Base: All Respondents (n= 5,312)

More and more, I don't identify with what America has become



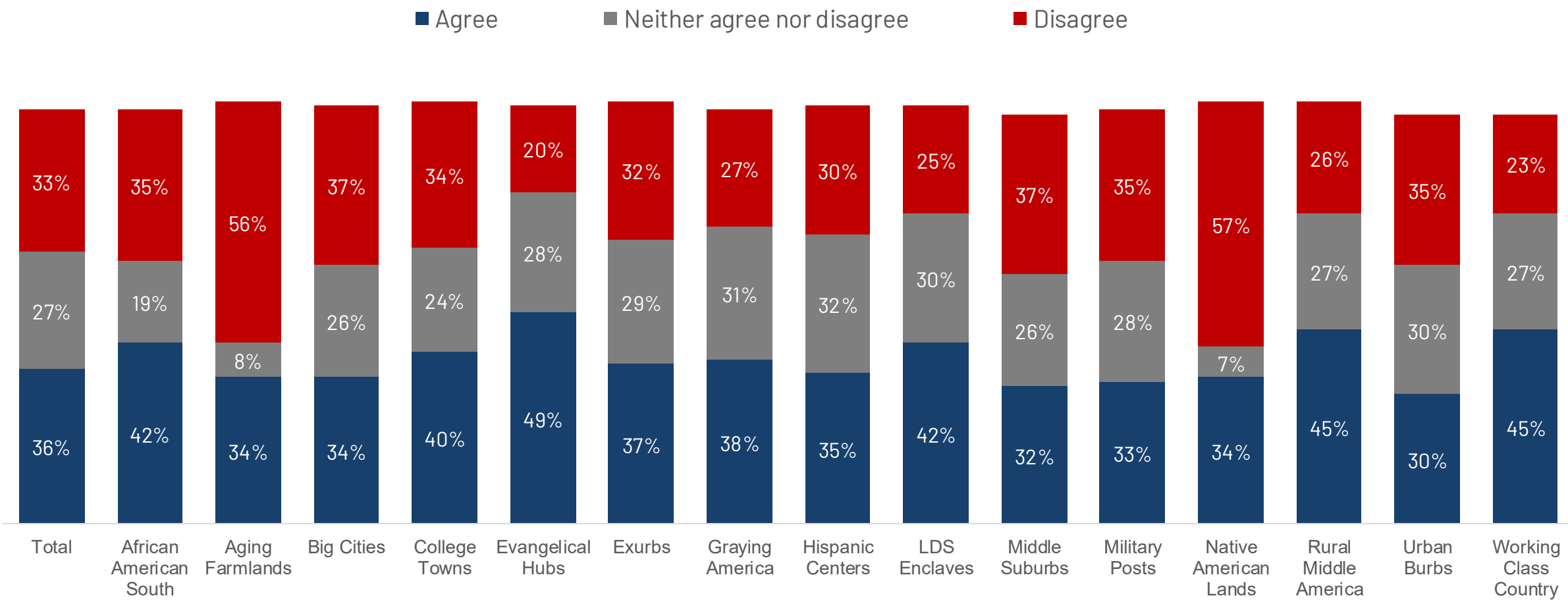
Q9: Do you agree or disagree with the following statements?
Base: All Respondents (n= 5,312)

America is a place where I feel free to say what I really think



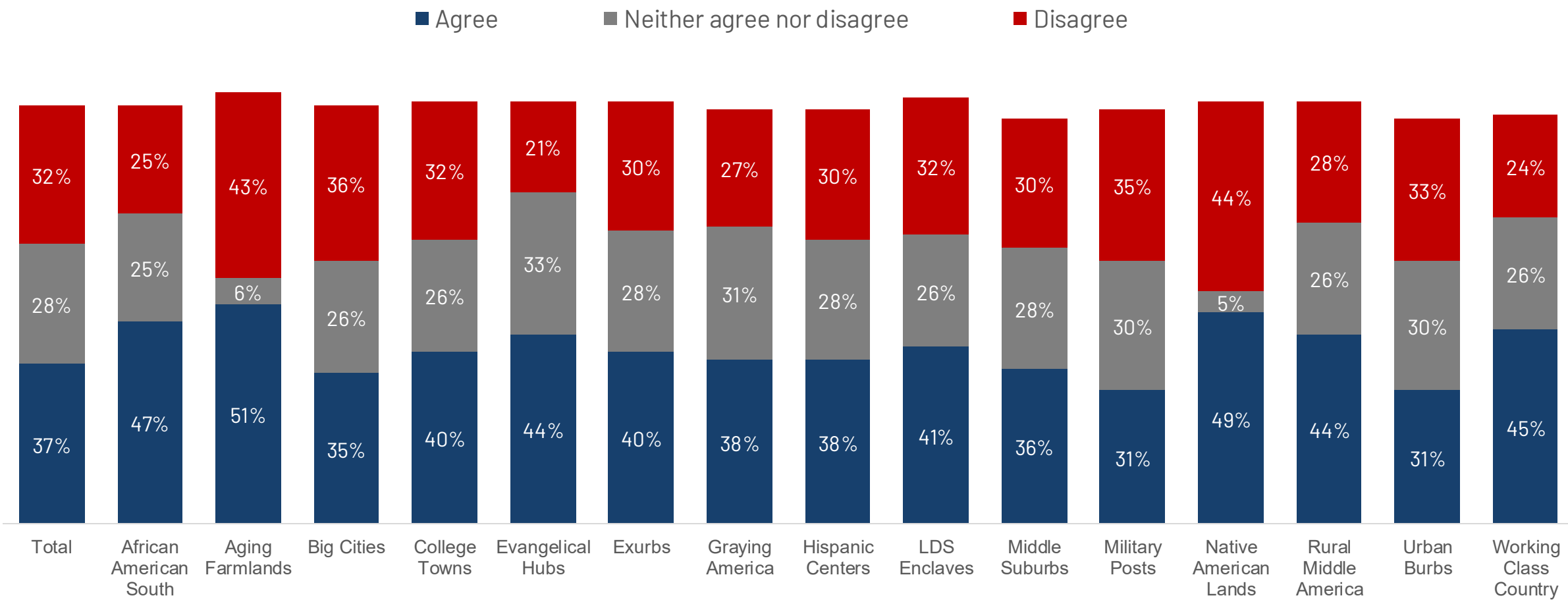
Q9: Do you agree or disagree with the following statements?
Base: All Respondents (n= 5,312)

These days I feel like a stranger in my own country



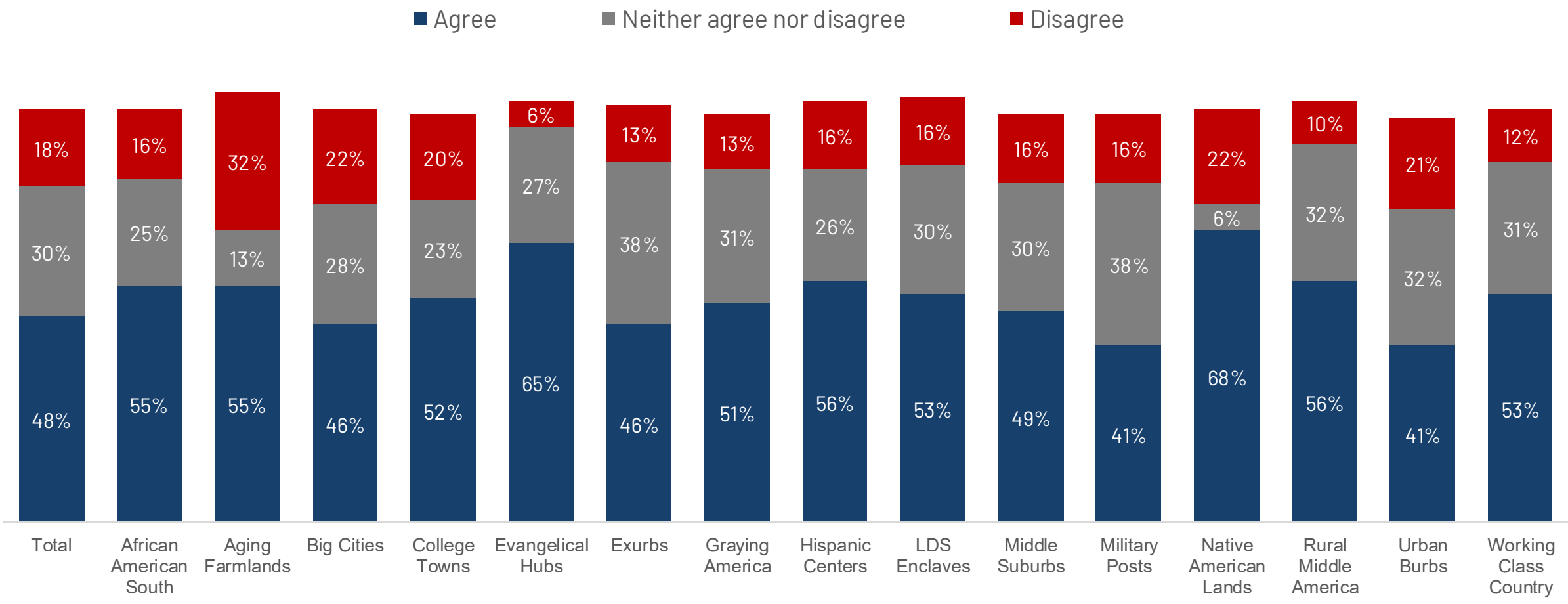
Q9: Do you agree or disagree with the following statements?
Base: All Respondents (n= 5,312)

It is increasingly hard for someone like me to get ahead in America



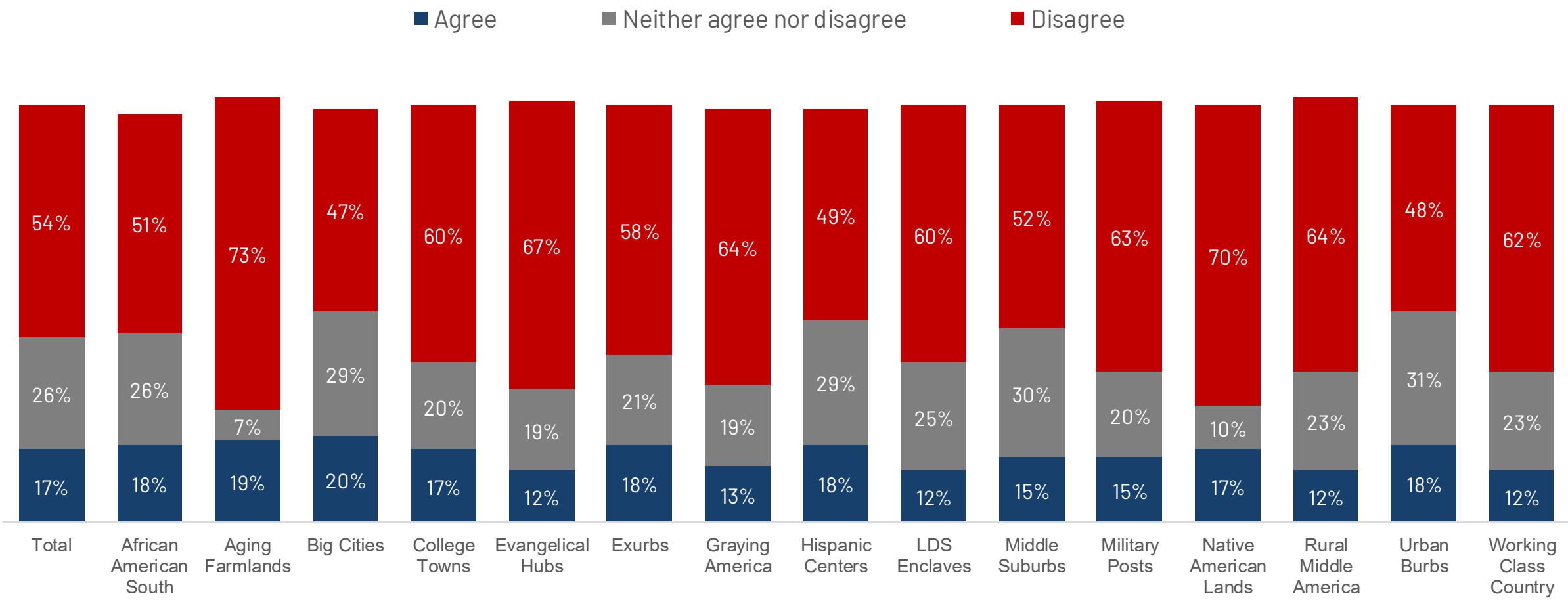
Q9: Do you agree or disagree with the following statements?
Base: All Respondents (n= 5,312)

Society is changing too fast



Q9: Do you agree or disagree with the following statements?
Base: All Respondents (n= 5,312)

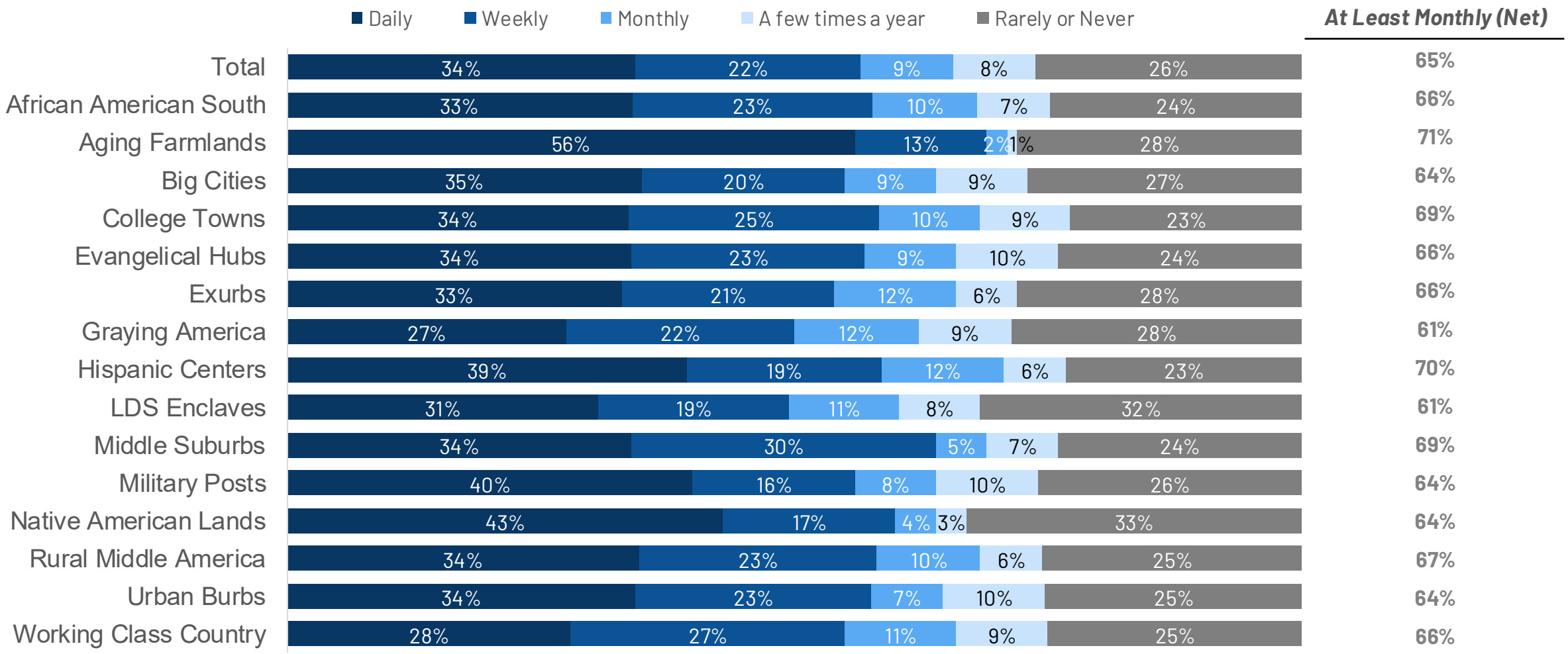
Our country is steadily improving



Q9: Do you agree or disagree with the following statements?
Base: All Respondents (n= 5,312)

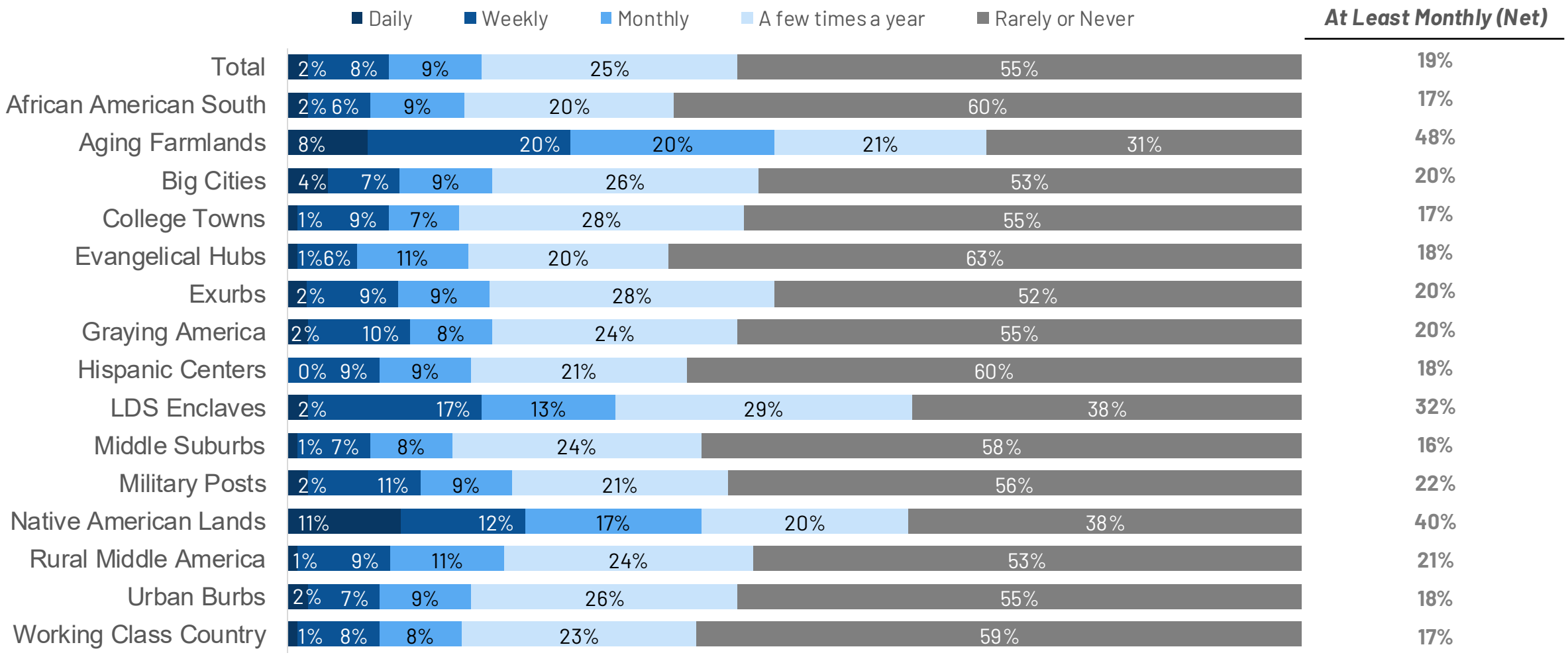
CONNECTIONS

Messaging or talking with others on social media



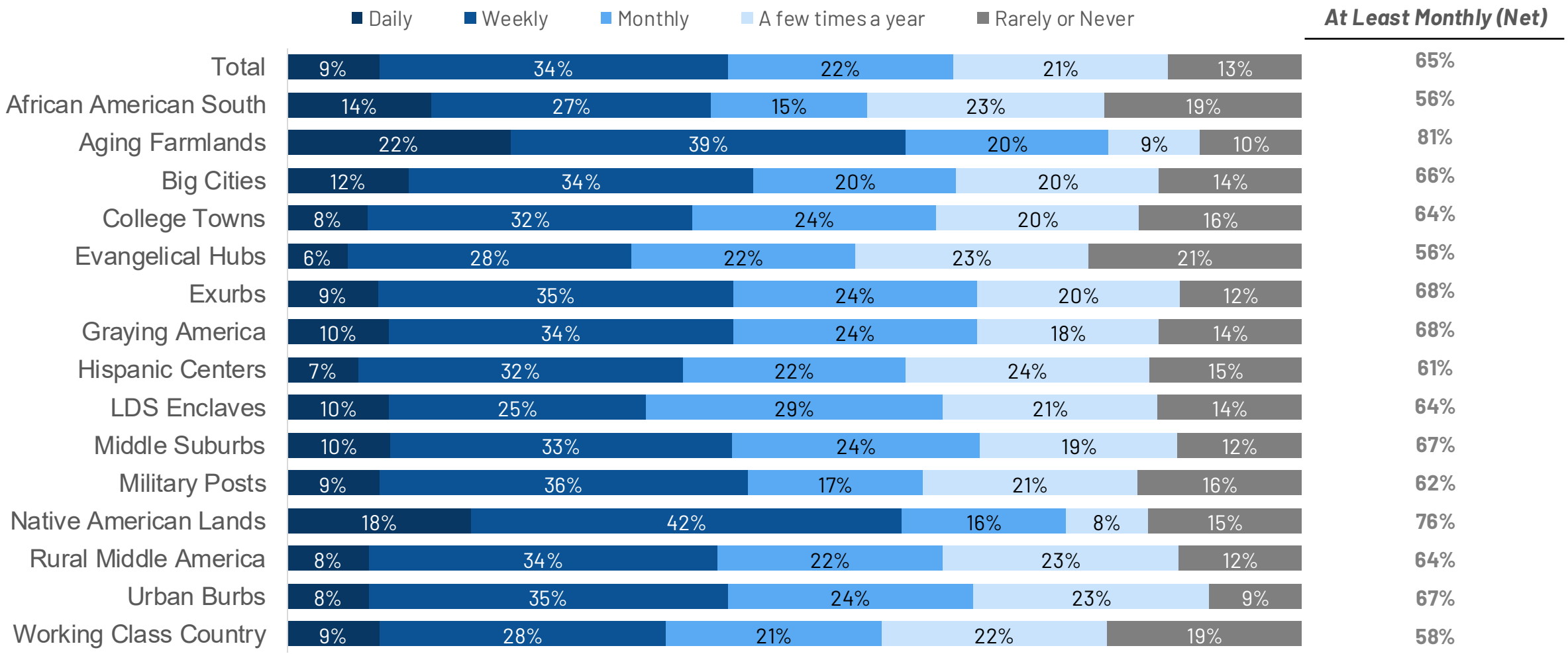
Q10: Thinking about your daily life, how often do you do the following things, if at all? A best guess is fine. – Messaging or talking with others on social media
Base: All Respondents (n=5,312)

Volunteering in your community



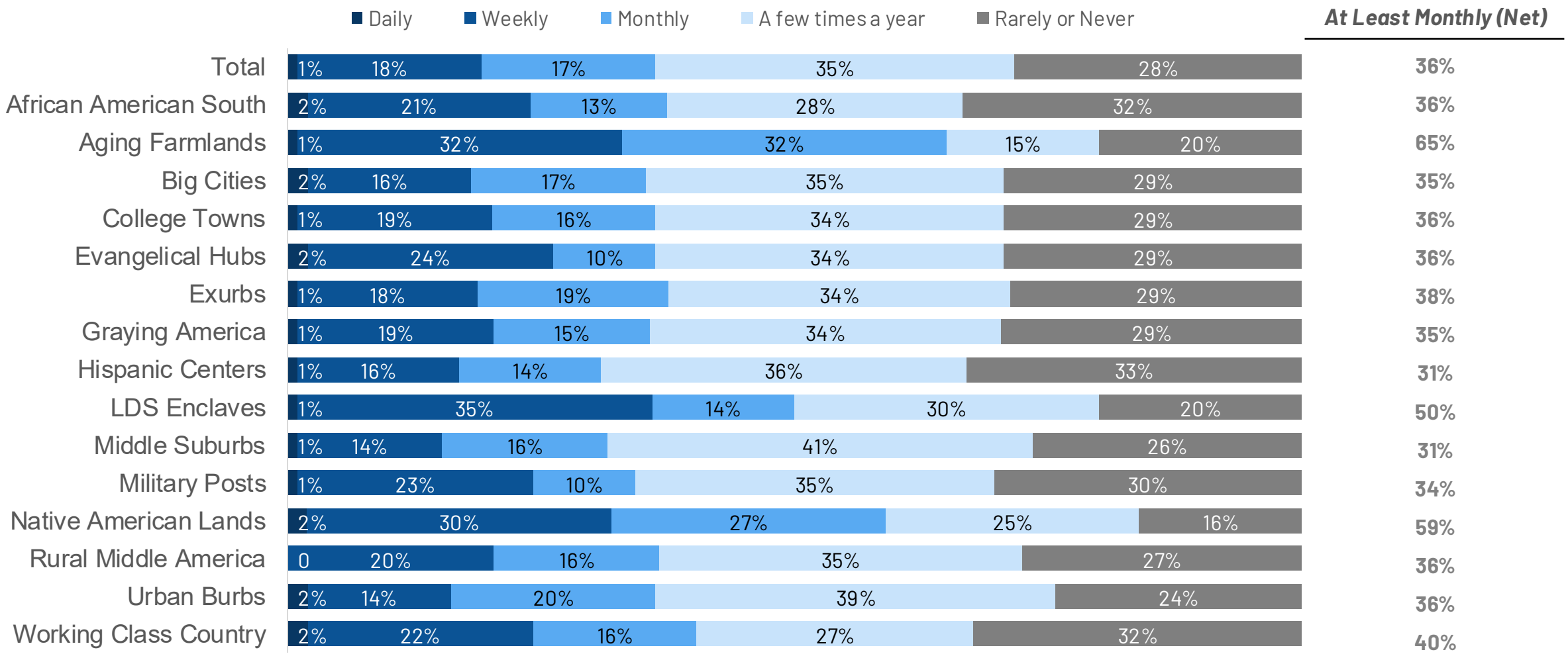
Q10: Thinking about your daily life, how often do you do the following things, if at all? A best guess is fine. - Volunteering in your community
Base: All Respondents (n=5,312)

Spending time with friends in person



Q10: Thinking about your daily life, how often do you do the following things, if at all? A best guess is fine. – Spending time with friends in person (not immediate family or coworkers)
Base: All Respondents (n=5,312)

Attending a community event



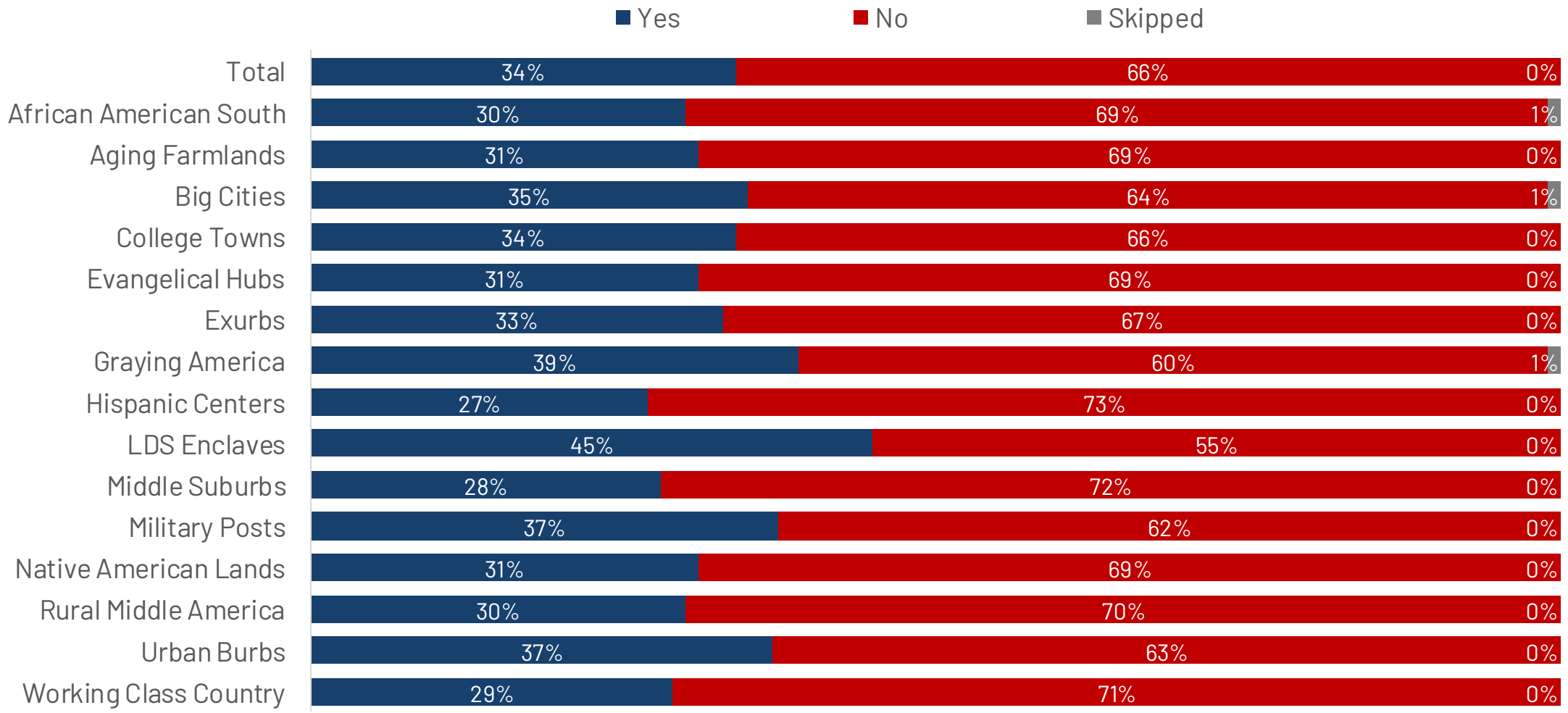
Q10: Thinking about your daily life, how often do you do the following things, if at all? A best guess is fine. – Attending a community event (local fair, church groups, concerts in the park, etc.)
Base: All Respondents (n= 5,312)

Have immediate family members/close friends who are... (% Yes)

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
Republicans or conservatives	68%	51%	88%	56%	69%	75%	73%	77%	57%	80%	73%	66%	77%	80%	66%	71%
Democrats or liberals	66%	60%	71%	72%	70%	58%	71%	68%	63%	63%	69%	65%	65%	63%	69%	59%
Immigrants from another country	38%	24%	31%	48%	36%	21%	35%	31%	51%	40%	27%	30%	31%	24%	44%	24%
Member of a different racial/ethnic group than your own	58%	54%	72%	60%	57%	49%	62%	53%	58%	62%	55%	60%	74%	51%	59%	55%
Member of a different religious group than your own	61%	57%	76%	58%	64%	54%	62%	69%	61%	73%	60%	62%	73%	65%	63%	56%
Journalist or works for a news organization	7%	4%	15%	8%	7%	5%	7%	7%	7%	6%	4%	5%	10%	3%	8%	4%
Elected officials or work in government	17%	14%	34%	15%	19%	17%	20%	15%	19%	19%	14%	17%	35%	16%	17%	15%
Wealthier or more affluent than you	67%	63%	76%	64%	70%	66%	76%	71%	61%	76%	64%	71%	74%	71%	66%	65%
Poorer or less affluent than you	63%	56%	74%	59%	65%	59%	65%	65%	64%	72%	66%	69%	75%	63%	65%	62%
People living in another country	33%	21%	29%	41%	25%	16%	30%	27%	48%	31%	24%	28%	26%	20%	39%	19%
Scientists	23%	13%	23%	25%	29%	13%	27%	20%	20%	28%	20%	21%	22%	16%	27%	10%
LGBTQ+ people	49%	47%	51%	49%	50%	42%	54%	46%	48%	52%	49%	51%	49%	47%	52%	42%

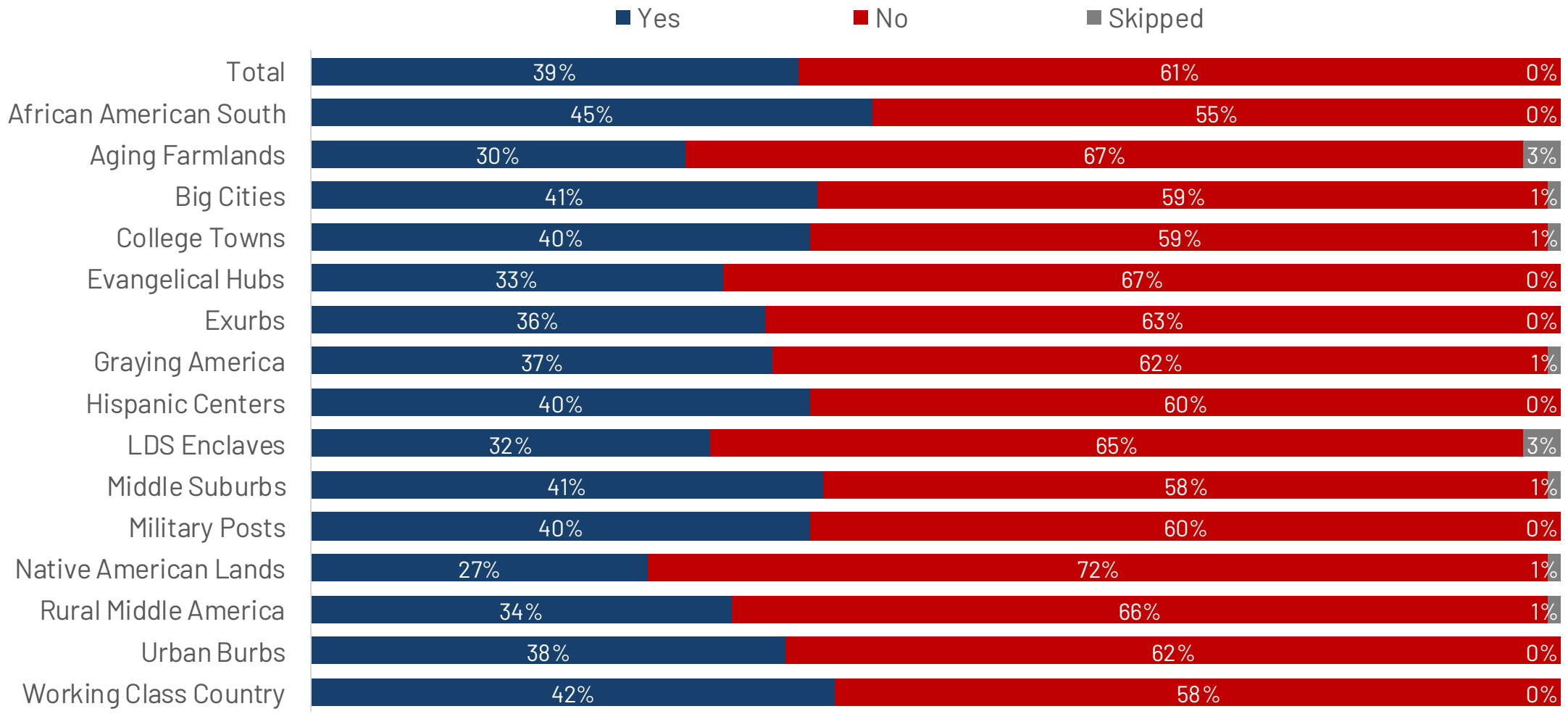
Q11. Please tell us if you have any immediate family members or close friends who are...
Base: All Respondents (n= 5,312)

Moved to new community, city, or town in last 10 years



Q12: Have you moved to a new community, city, or town in the last ten years?
Base: All Respondents (n=5,312)

Want to move to new community, city, or town



Q13: Would you like to move to a new community, city, or town(inside or outside of your current state)?
Base: Have not moved in the last ten years (n=3,526)

Most important factor in deciding where to move

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Economic opportunities	16%	18%	21%	20%	8%	14%	7%	16%	20%	16%	9%	12%	18%	9%
Better cost of living	21%	21%	23%	18%	22%	20%	18%	34%	17%	19%	25%	19%	19%	19%
Better climate/new scenery	11%	9%	11%	7%	15%	12%	22%	11%	6%	3%	8%	7%	14%	5%
Politics or values of the area align more with your values	3%	1%	3%	2%	6%	2%	4%	2%	1%	3%	6%	1%	3%	1%
Believing there are more like-minded people in the new community (same culture, religion, race, perspectives, etc.)	4%	7%	2%	3%	3%	1%	3%	3%	6%	3%	3%	4%	7%	3%
Closer to family or friends	22%	23%	20%	24%	23%	24%	26%	18%	27%	26%	23%	31%	17%	35%
Other	22%	20%	20%	25%	20%	27%	19%	14%	22%	29%	24%	27%	22%	28%

Q14. What was the **most** important factor in deciding where to move?
Base: Have moved in the last ten years (n=1,775)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Most important reason for wanting to move

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
Economic opportunities	8%	11%	2%	8%	5%	22%	4%	11%	12%	5%	11%	7%	13%	6%	6%	9%
Better cost of living	24%	22%	7%	38%	17%	11%	25%	26%	23%	30%	21%	24%	-	31%	30%	25%
Better climate/new scenery	28%	23%	21%	18%	28%	24%	31%	17%	22%	18%	30%	32%	20%	26%	25%	32%
Politics or values of the area align more with your values	8%	5%	8%	8%	18%	7%	7%	17%	7%	2%	5%	1%	2%	3%	8%	2%
Believing there are more like-minded people in the new community (same culture, religion, race, perspectives, etc.)	6%	5%	6%	8%	14%	8%	6%	2%	8%	6%	6%	11%	4%	3%	4%	6%
Closer to family or friends	13%	15%	15%	13%	12%	17%	4%	15%	15%	17%	10%	12%	9%	15%	16%	12%
Other	12%	17%	40%	8%	5%	10%	23%	12%	11%	23%	17%	13%	50%	10%	11%	14%

Q15. What is the most important reason for wanting to move to a new community, city or town?
Base: Have not moved in the last ten years, but want to move (n=1,231)

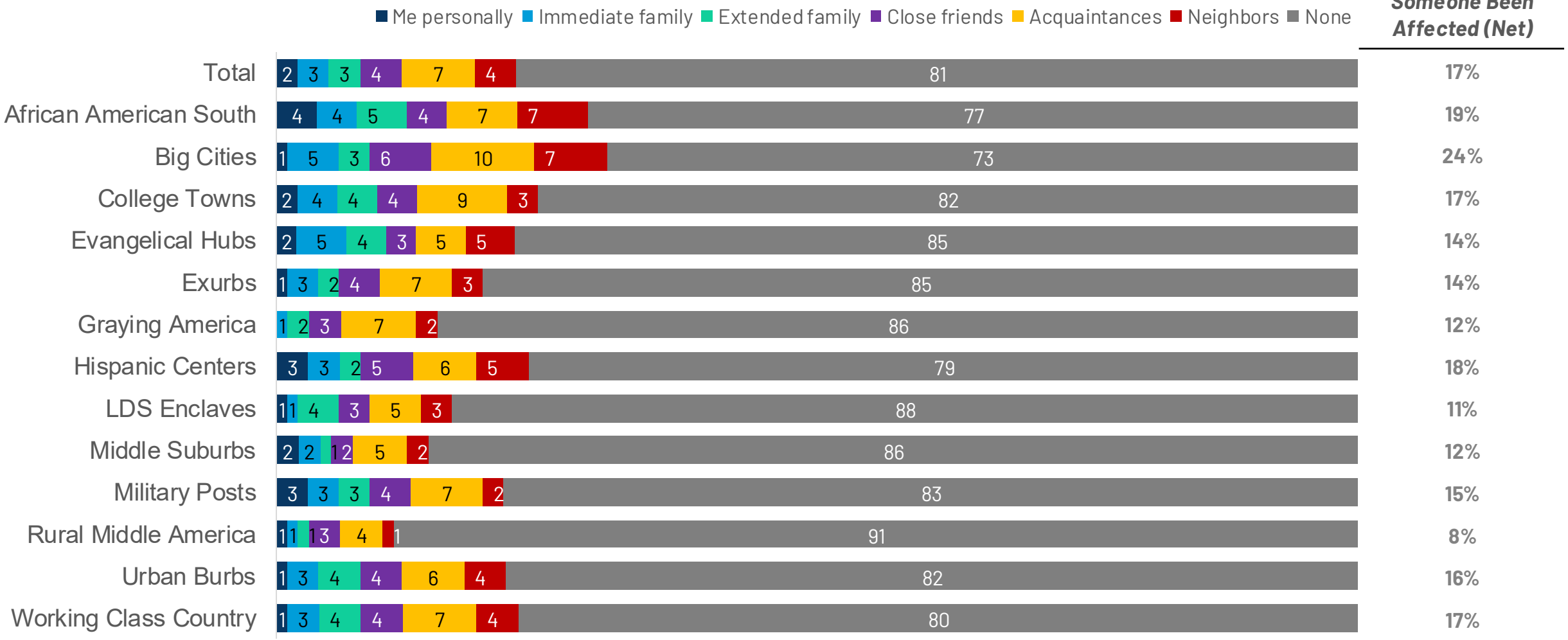
Most important reason for not wanting to move

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
You are a short distance from family or friends	37%	42%	31%	45%	41%	44%	32%	34%	36%	54%	37%	48%	31%	31%
I can't afford to move	15%	18%	18%	12%	13%	8%	10%	19%	19%	7%	9%	11%	20%	17%
The climate/scenery is what you desire	14%	10%	16%	14%	12%	10%	28%	7%	9%	13%	15%	10%	14%	12%
The cost of living is affordable	12%	14%	12%	13%	14%	13%	12%	15%	7%	12%	11%	10%	11%	16%
There are a lot of like-minded people in your community (same culture, religion, race, perspectives, etc.)	6%	6%	4%	3%	6%	6%	6%	11%	17%	5%	7%	5%	7%	10%
The politics or values of the area align with your values	3%	2%	5%	2%	5%	5%	2%	2%	4%	1%	9%	1%	2%	3%
There are plenty of economic opportunities	3%	-	5%	1%	3%	3%	1%	4%	2%	-	2%	-	4%	-
Other	9%	7%	8%	10%	7%	9%	8%	7%	6%	7%	9%	13%	10%	8%

Q16. What is the **most** important reason you do not want to move from your community, city or town?
Base: Have not moved in the last ten years, and don't want to move (n=1,950)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Been victim of a crime – Violent crime by a stranger

Chart shows % selected



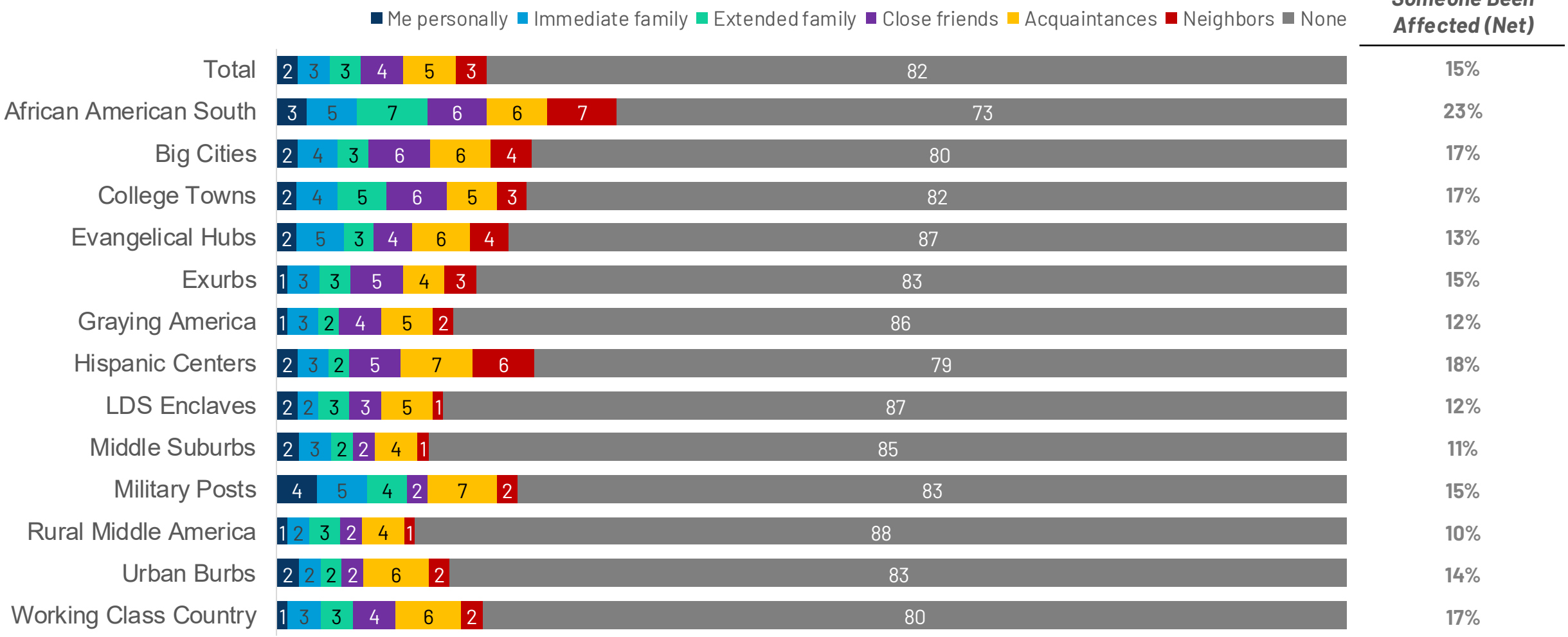
Q19: Please tell us if you personally, or if you have any family members, friends, acquaintances or neighbors who have been the victims of the following types of crime in the last year. Please choose all that apply for each below. – Violent crime by a stranger

Base: All Respondents (n=4,712)

*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Been victim of a crime – Violent crime by someone known

Chart shows % selected



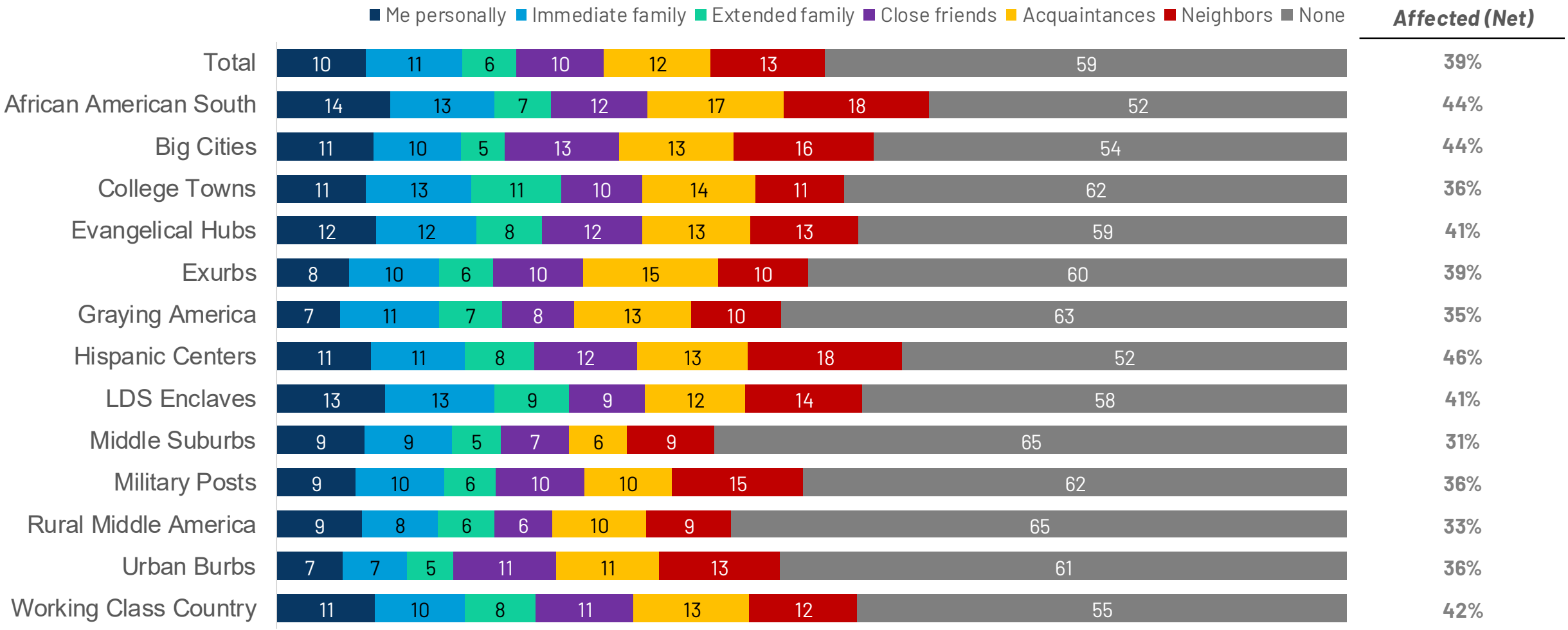
Q19: Please tell us if you personally, or if you have any family members, friends, acquaintances or neighbors who have been the victims of the following types of crime in the last year. Please choose all that apply for each below. – Violent crime by someone known to the victim

Base: All Respondents (n=4,712)

*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Been victim of a crime – Theft or other personal property crime

Chart shows % selected



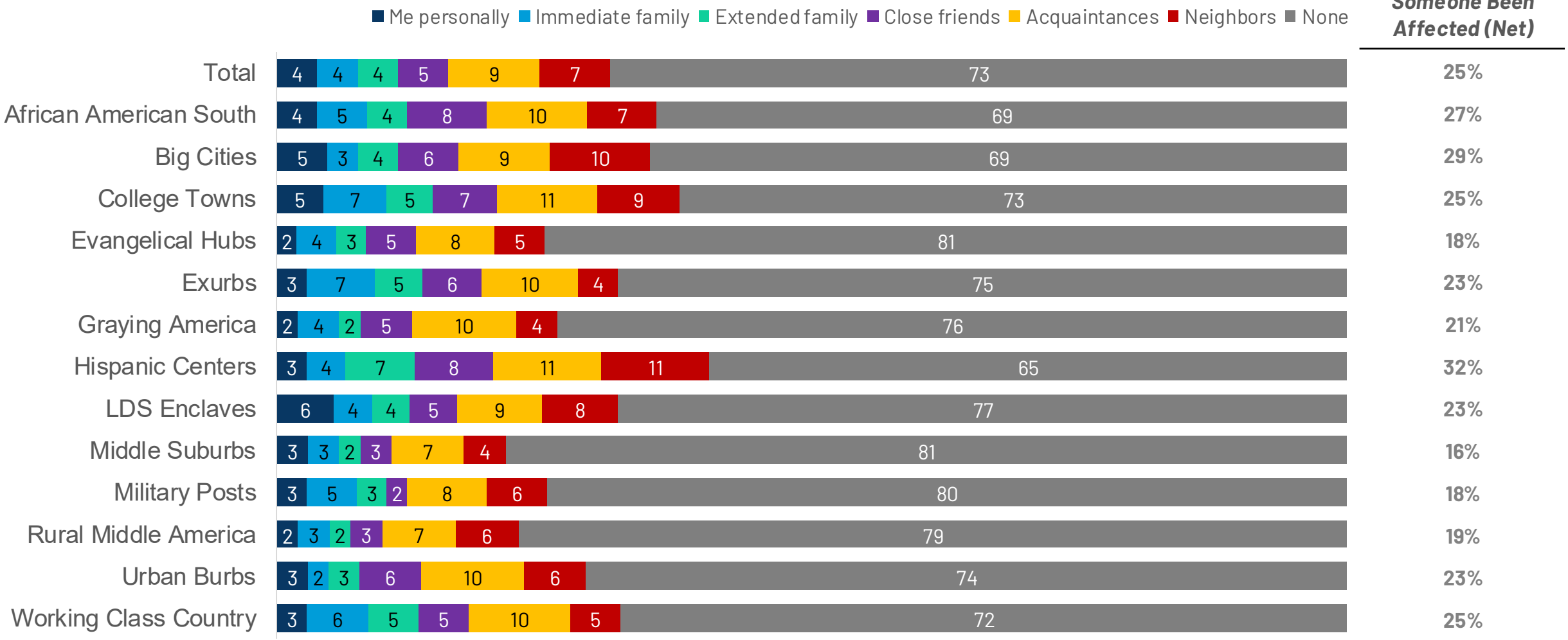
Q19: Please tell us if you personally, or if you have any family members, friends, acquaintances or neighbors who have been the victims of the following types of crime in the last year. Please choose all that apply for each below. – Theft or other personal property crime

Base: All Respondents (n=4,712)

*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Been victim of a crime – Business property crime

Chart shows % selected



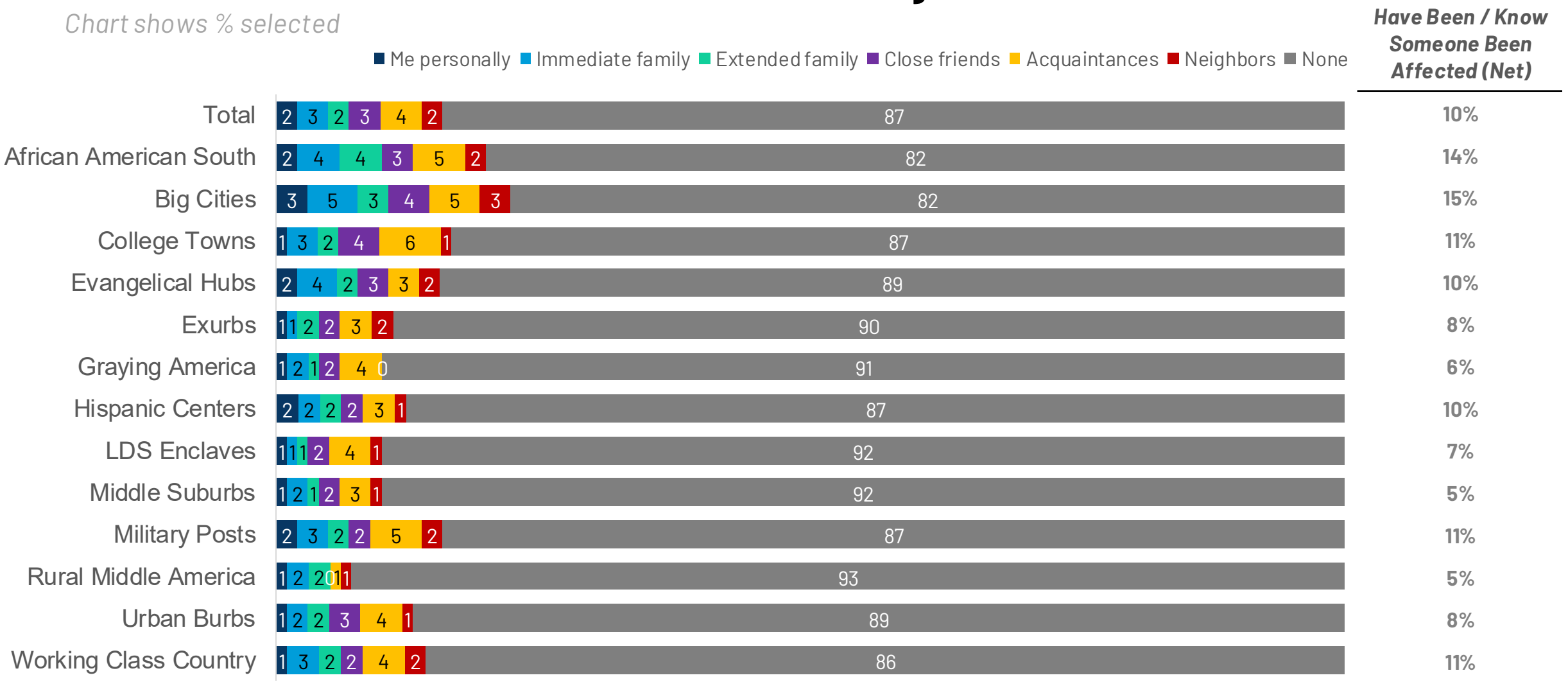
Q19: Please tell us if you personally, or if you have any family members, friends, acquaintances or neighbors who have been the victims of the following types of crime in the last year. Please choose all that apply for each below. – Shoplifting, vandalism, or other business property crime

Base: All Respondents (n=4,712)

*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Been victim of a crime – Police brutality or law enforcement abuse

Chart shows % selected

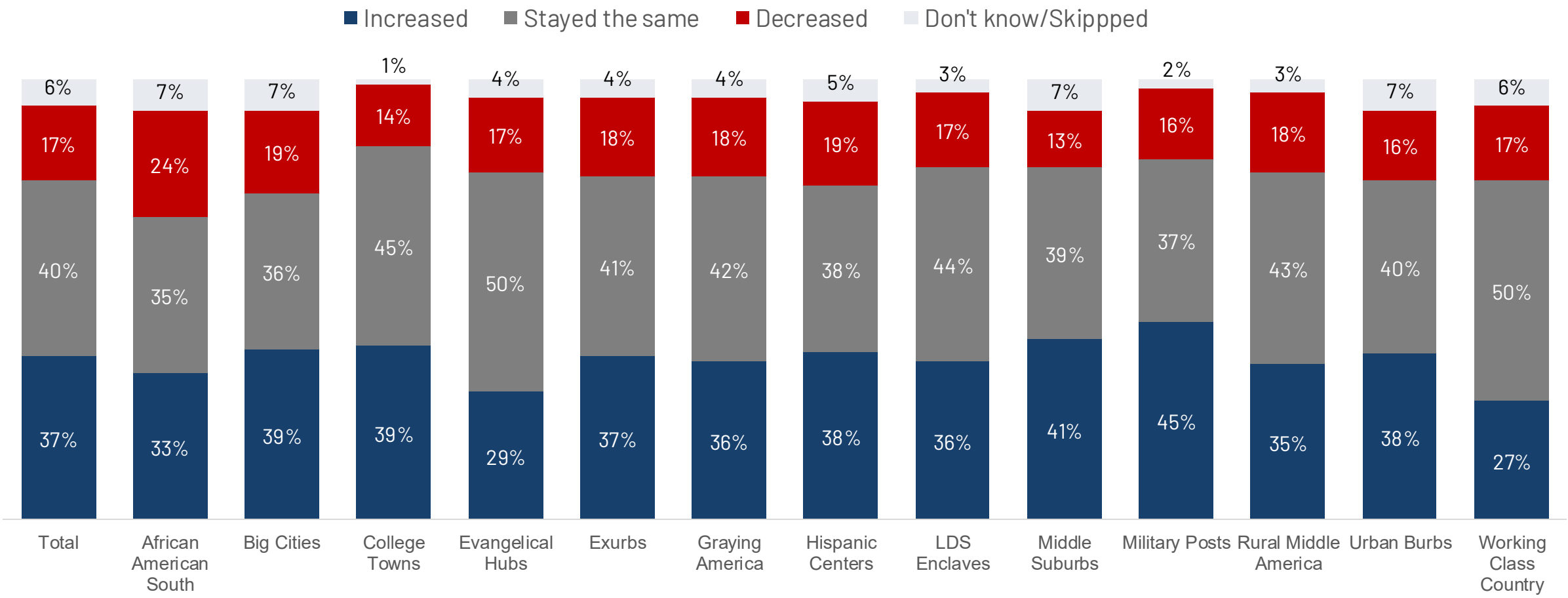


Q19: Please tell us if you personally, or if you have any family members, friends, acquaintances or neighbors who have been the victims of the following types of crime in the last year. Please choose all that apply for each below. – Police brutality or law enforcement abuse

Base: All Respondents (n=4,712)

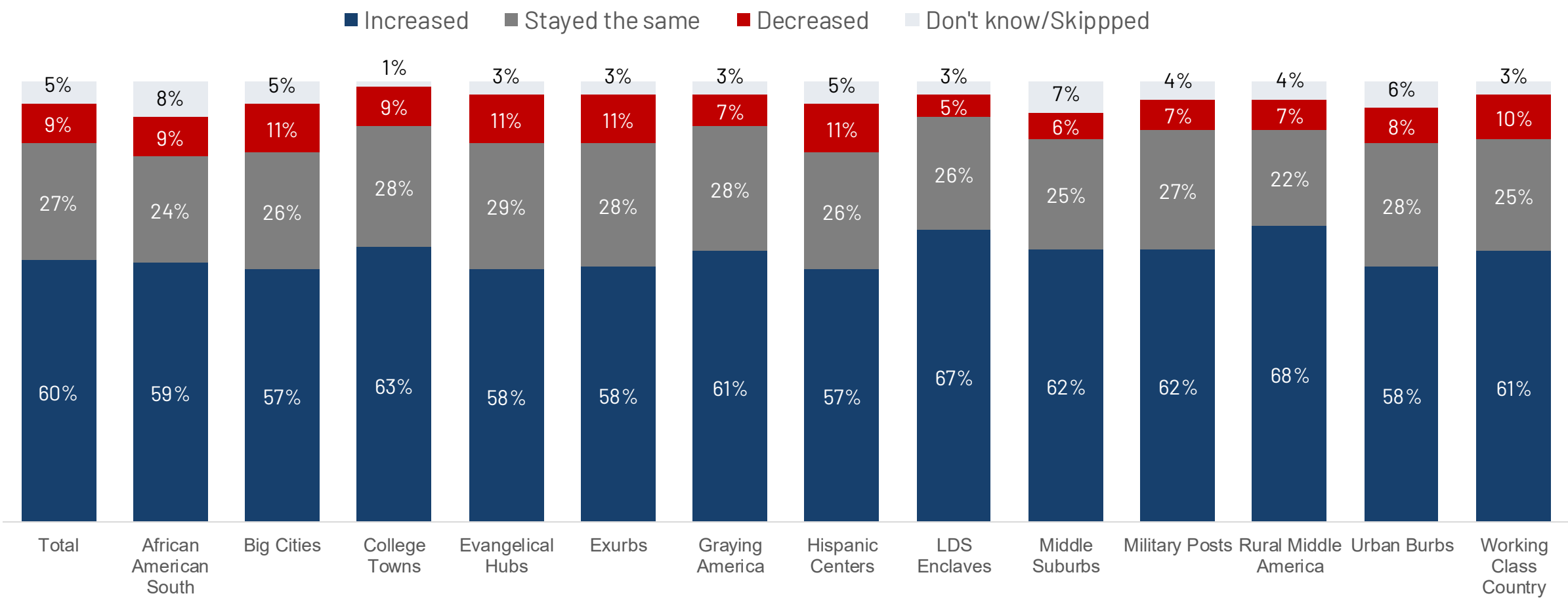
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

How total household income has changed in the last year



Q20: Over the last year, has your household's total income increased, decreased, or stayed about the same?
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

How total household expenses has changed in the last year



Q21: Over the last year, has the amount your household spends increased, decreased, or stayed about the same?
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Current financial situation

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
I am/my family is unable to make ends meet	6%	8%	3%	7%	4%	6%	6%	6%	4%	6%	5%	5%	7%	5%	5%	8%
I/my family can make ends meet, but do NOT have extra money to save or spend	24%	31%	38%	25%	22%	29%	23%	24%	30%	25%	22%	20%	25%	21%	23%	30%
I/my family has some extra money, but are unable to do some of the things we want	33%	33%	27%	30%	38%	31%	34%	27%	32%	36%	33%	29%	40%	41%	34%	34%
I/my family does not have major financial limitations	27%	21%	18%	26%	28%	25%	26%	33%	19%	28%	31%	37%	17%	24%	29%	22%
I/my family has almost no financial limitations	8%	4%	12%	10%	7%	8%	9%	8%	12%	5%	7%	6%	9%	7%	8%	5%

Q22. Which of the following describes you/your family's current financial situation?
Base: All respondents (n=5,312)

Ipsos

KNOWLEDGE EVALUATION

True/False Statements (% correct)

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Inflation remains above historic averages [TRUE]	65%	67%	64%	65%	69%	66%	64%	67%	72%	71%	68%	74%	61%	68%
Migration across the U.S.-Mexico border is at or near historic highs [TRUE]	61%	64%	58%	60%	71%	67%	70%	65%	63%	63%	64%	69%	54%	66%
The unemployment rate in the U.S. is at or near historic lows [TRUE]	35%	37%	39%	40%	24%	40%	40%	35%	35%	34%	34%	35%	40%	28%
The Supreme Court has found that requirements for voters to show identification before voting are constitutional [TRUE]	31%	35%	27%	34%	37%	33%	29%	31%	27%	32%	37%	36%	29%	38%
Undocumented immigrants are more likely to commit violent crimes than native born Americans [FALSE]	44%	34%	48%	46%	26%	40%	42%	49%	45%	38%	44%	37%	50%	25%
There are tens of thousands of documented cases of voter fraud in the last election [FALSE]	38%	29%	42%	39%	20%	37%	35%	31%	37%	32%	38%	28%	44%	23%
Killings by police officers is higher now than in recent years [FALSE]	32%	24%	26%	32%	39%	37%	39%	32%	34%	31%	34%	35%	34%	35%
There is an epidemic of children being kidnapped by strangers [FALSE]	27%	20%	31%	28%	22%	29%	28%	21%	31%	22%	26%	21%	35%	12%
The murder rate in the U.S. climbed in 2023 [FALSE]	20%	11%	26%	20%	9%	20%	20%	14%	19%	14%	13%	13%	22%	10%

Q23. As far as you know, are the following statements true or false or do you not know?
Base: All respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

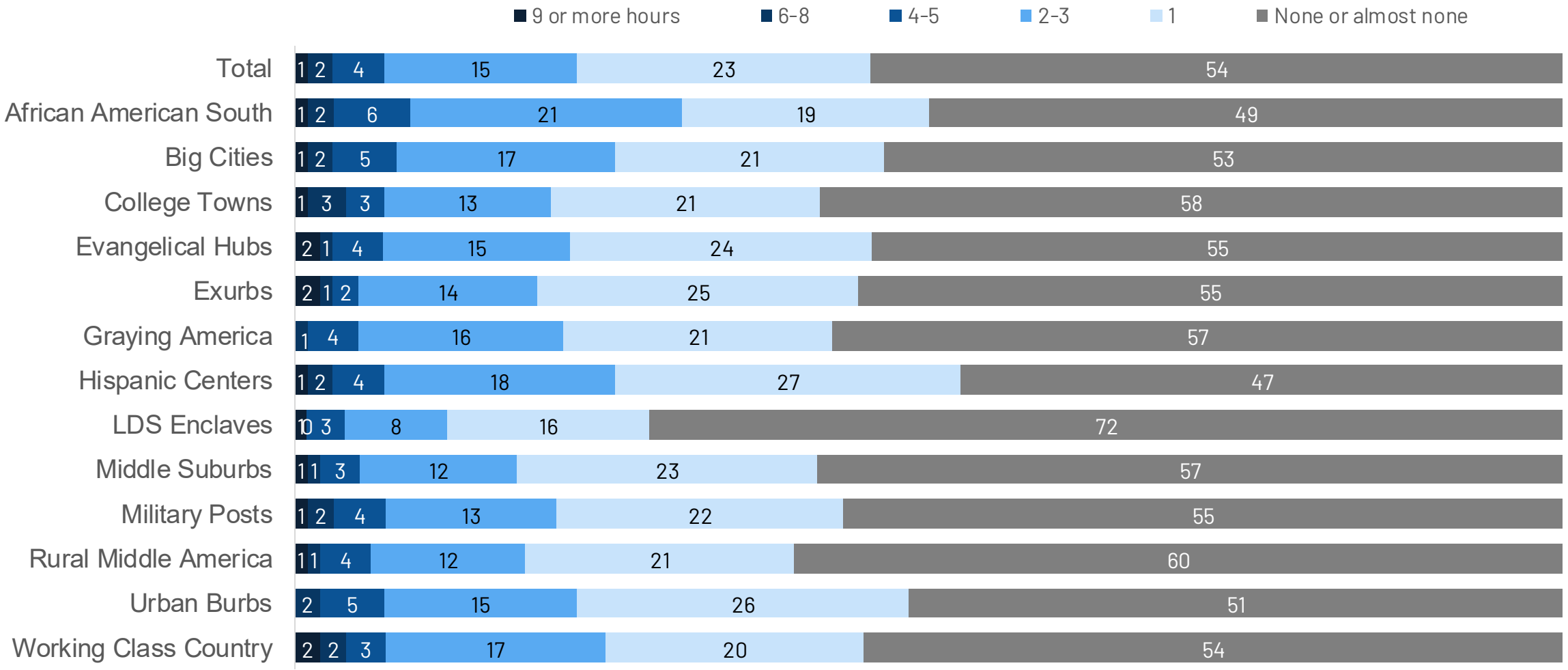
News Consumption (% Agree)

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
I can be well-informed about local news and events even when I don't actively follow the news	44%	45%	75%	44%	43%	42%	42%	45%	48%	51%	46%	41%	73%	50%	42%	47%
I learn more about what's happening in my community on social media than through the news	44%	42%	59%	38%	46%	50%	38%	36%	51%	37%	41%	42%	52%	49%	42%	48%
I avoid the news because it is depressing	42%	43%	49%	42%	41%	47%	45%	47%	42%	45%	47%	39%	44%	47%	44%	42%
I rely on friends and family to tell me when important things happen in the community	35%	36%	58%	33%	39%	43%	33%	33%	34%	33%	35%	35%	51%	44%	34%	36%
I avoid the news because it does not really impact my life	19%	15%	25%	21%	20%	17%	18%	19%	19%	17%	21%	19%	19%	20%	18%	15%

Q25. Do you agree or disagree with the following statements?
Base: All respondents (n=5,312)

Time spent per day watching, reading, or listening to cable news

Chart shows % selected



Q26: On average, how many hours a day, if any, do you spend doing the following... – Watching, reading, or listening to cable news
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Time spent per day watching, reading, or listening to cable news

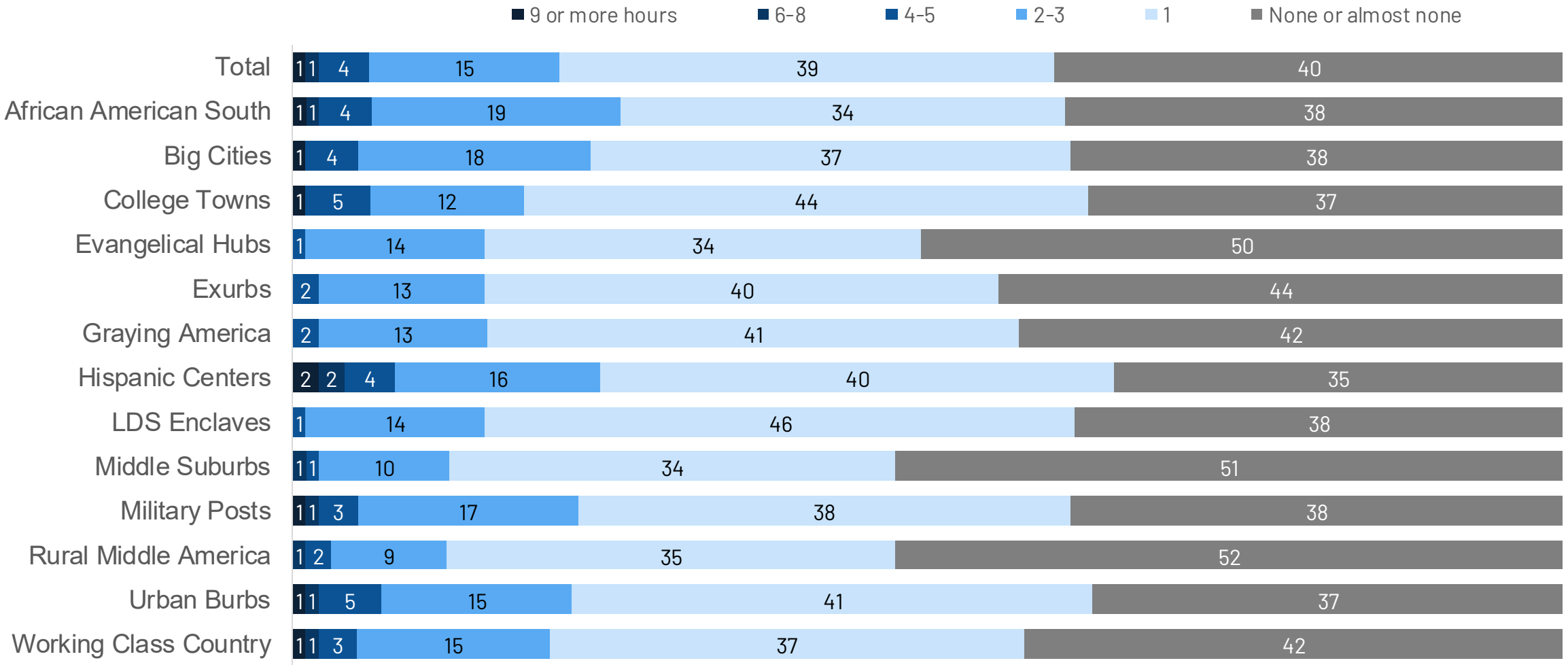
Table shows % selected

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
9 or more hours	1%	1%	1%	1%	2%	2%	0%	1%	1%	1%	1%	1%	0%	2%
6-8 hours	2%	2%	2%	3%	1%	1%	1%	2%	0%	1%	2%	1%	2%	2%
4-5 hours	4%	6%	5%	3%	4%	2%	4%	4%	3%	3%	4%	4%	5%	3%
2-3 hours	15%	21%	17%	13%	15%	14%	16%	18%	8%	12%	13%	12%	15%	17%
1 hour	23%	19%	21%	21%	24%	25%	21%	27%	16%	23%	22%	21%	26%	20%
None or almost none	54%	49%	53%	58%	55%	55%	57%	47%	72%	57%	55%	60%	51%	54%

Q26: On average, how many hours a day, if any, do you spend doing the following... – Watching, reading, or listening to cable news
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Time spent per day reading online news sites

Chart shows % selected



Q26: On average, how many hours a day, if any, do you spend doing the following... – Reading online news sites
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Time spent per day reading online news sites

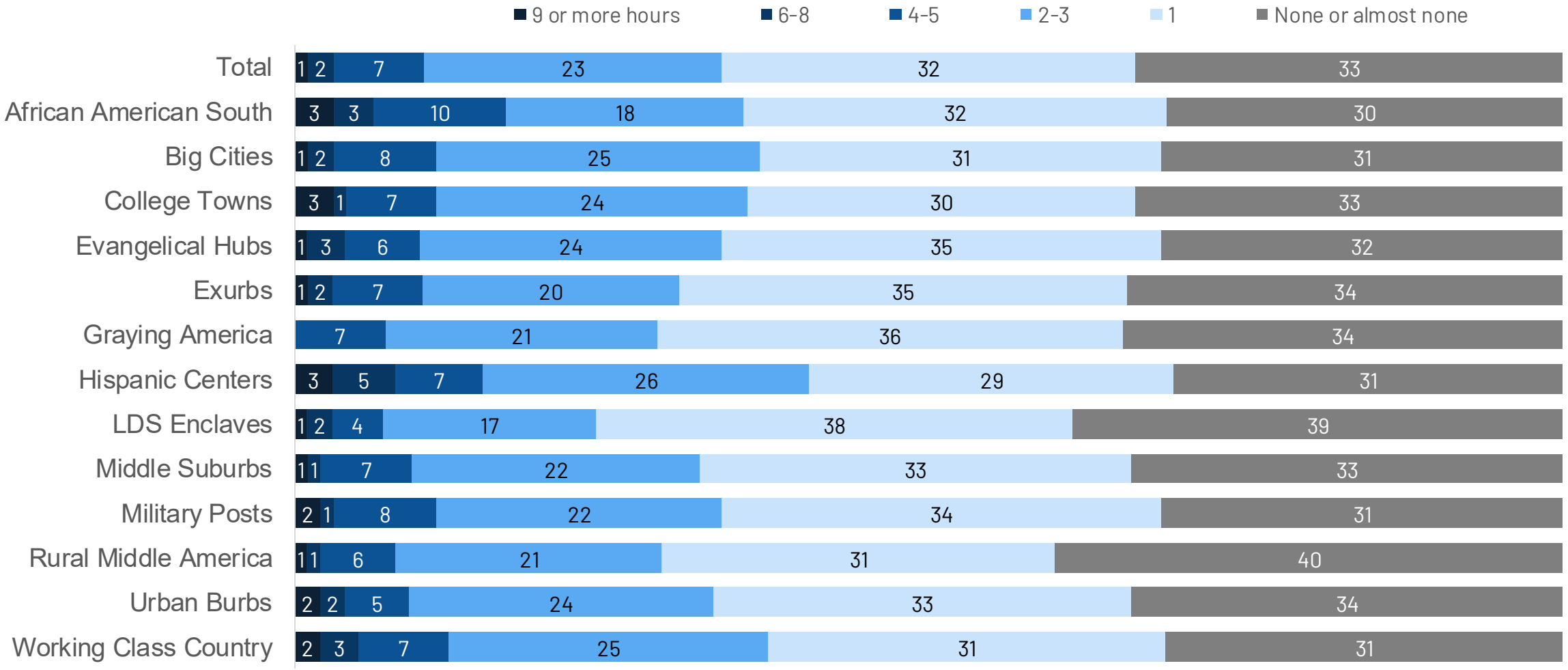
Table shows % selected

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
9 or more hours	1%	1%	1%	1%	0%	0%	-	2%	0%	-	1%	0%	1%	1%
6-8 hours	1%	1%	0%	0%	0%	0%	0%	2%	0%	1%	1%	1%	1%	1%
4-5 hours	4%	4%	4%	5%	1%	2%	2%	4%	1%	1%	3%	2%	5%	3%
2-3 hours	15%	19%	18%	12%	14%	13%	13%	16%	14%	10%	17%	9%	15%	15%
1 hour	39%	34%	37%	44%	34%	40%	41%	40%	46%	34%	38%	35%	41%	37%
None or almost none	40%	38%	38%	37%	50%	44%	42%	35%	38%	51%	38%	52%	37%	42%

Q26: On average, how many hours a day, if any, do you spend doing the following... – Reading online news sites
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Time spent per day reading or posting on social media

Chart shows % selected



Q26: On average, how many hours a day, if any, do you spend doing the following... – Reading or posting on social media
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Time spent per day reading or posting on social media

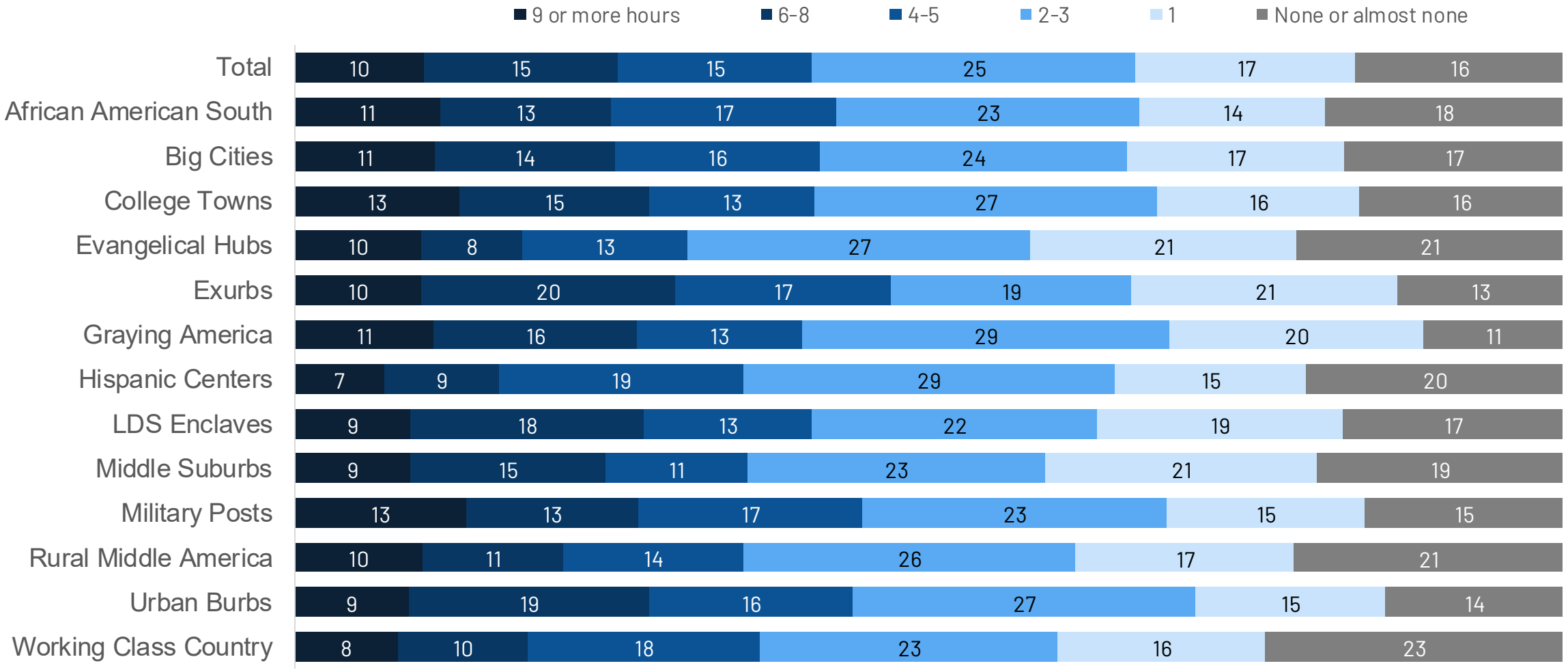
Table shows % selected

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
9 or more hours	1%	3%	1%	3%	1%	1%	0%	3%	1%	1%	2%	1%	2%	2%
6-8 hours	2%	3%	2%	1%	3%	2%	0%	5%	2%	1%	1%	1%	2%	3%
4-5 hours	7%	10%	8%	7%	6%	7%	7%	7%	4%	7%	8%	6%	5%	7%
2-3 hours	23%	18%	25%	24%	24%	20%	21%	26%	17%	22%	22%	21%	24%	25%
1 hour	32%	32%	31%	30%	35%	35%	36%	29%	38%	33%	34%	31%	33%	31%
None or almost none	33%	30%	31%	33%	32%	34%	34%	31%	39%	33%	31%	40%	34%	31%

Q26: On average, how many hours a day, if any, do you spend doing the following... – Reading or posting on social media
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Time spent per day using a computer or tablet device

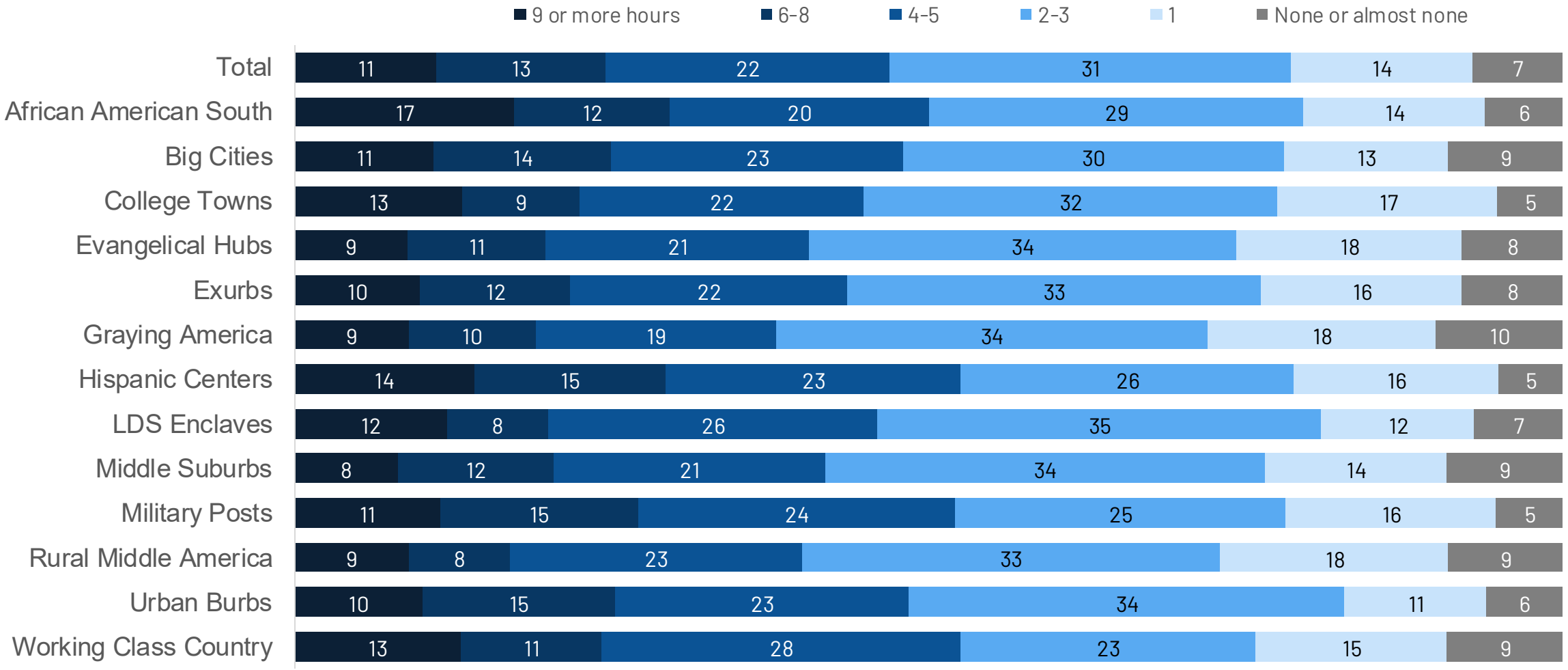
Chart shows % selected



Q26: On average, how many hours a day, if any, do you spend doing the following... – Using a computer or tablet device
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Time spent per day using a smartphone

Chart shows % selected



Q26: On average, how many hours a day, if any, do you spend doing the following... – Using a smartphone
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

How people would feel if Trump wins the presidential election

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
Angry	15%	12%	7%	21%	20%	6%	14%	11%	16%	13%	14%	16%	8%	9%	16%	9%
Bitter	3%	3%	5%	4%	2%	1%	4%	1%	3%	2%	2%	4%	5%	1%	3%	2%
Worried	39%	33%	19%	44%	36%	22%	36%	32%	37%	42%	38%	40%	28%	32%	44%	30%
Afraid	23%	22%	16%	32%	33%	15%	27%	25%	23%	24%	26%	29%	19%	25%	28%	13%
Hopeful	28%	25%	40%	17%	22%	37%	29%	26%	22%	28%	27%	22%	38%	36%	18%	35%
Relieved	16%	15%	21%	9%	19%	31%	21%	20%	15%	17%	18%	17%	19%	24%	11%	21%
Happy	10%	12%	26%	7%	9%	20%	9%	12%	13%	10%	12%	12%	21%	15%	9%	16%
Satisfied	8%	9%	21%	8%	8%	11%	7%	8%	10%	11%	6%	5%	17%	8%	7%	12%

Q27. How would you feel if Donald Trump won the presidential election in 2024? Please select up to two responses.
Base: All respondents (n=5,312)

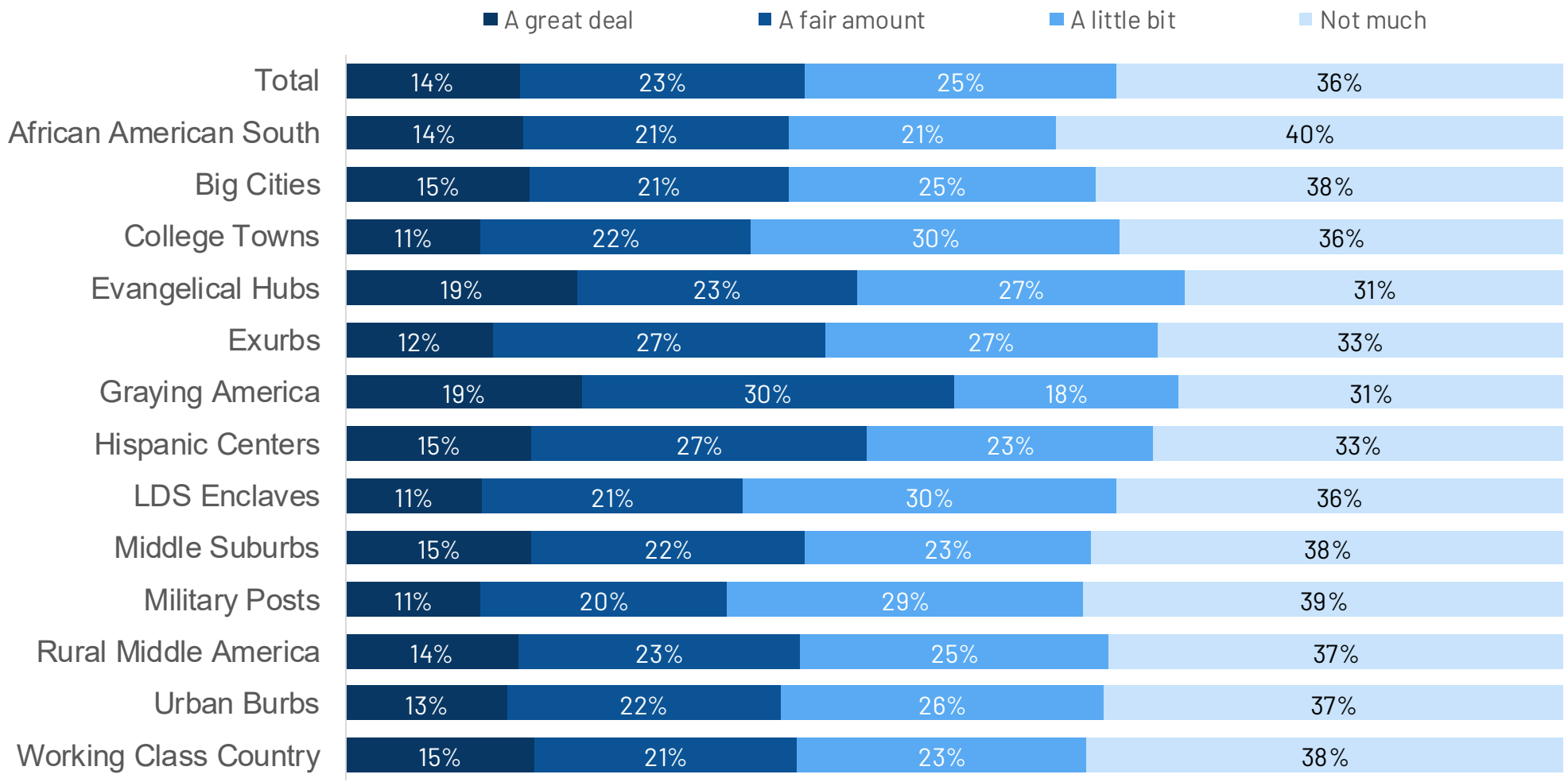
How people would feel if Biden wins the presidential election

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
Angry	14%	10%	17%	8%	13%	23%	11%	15%	14%	12%	17%	12%	18%	19%	8%	14%
Bitter	4%	3%	9%	3%	5%	5%	7%	4%	3%	5%	4%	8%	8%	5%	3%	4%
Worried	40%	35%	49%	35%	36%	51%	47%	40%	38%	52%	46%	43%	47%	48%	36%	57%
Afraid	24%	21%	42%	13%	18%	35%	27%	28%	24%	27%	26%	23%	29%	31%	19%	32%
Hopeful	11%	16%	8%	18%	12%	11%	10%	15%	15%	9%	12%	12%	15%	9%	16%	6%
Relieved	21%	18%	11%	28%	29%	11%	25%	22%	19%	22%	20%	22%	12%	17%	27%	11%
Happy	7%	10%	5%	11%	8%	2%	5%	5%	7%	3%	7%	5%	6%	5%	7%	2%
Satisfied	11%	14%	4%	14%	12%	5%	10%	9%	13%	9%	8%	11%	8%	7%	12%	5%

Q28. How would you feel if Joe Biden won the presidential election in 2024? Please select up to two responses.
Base: All respondents (n=5,312)

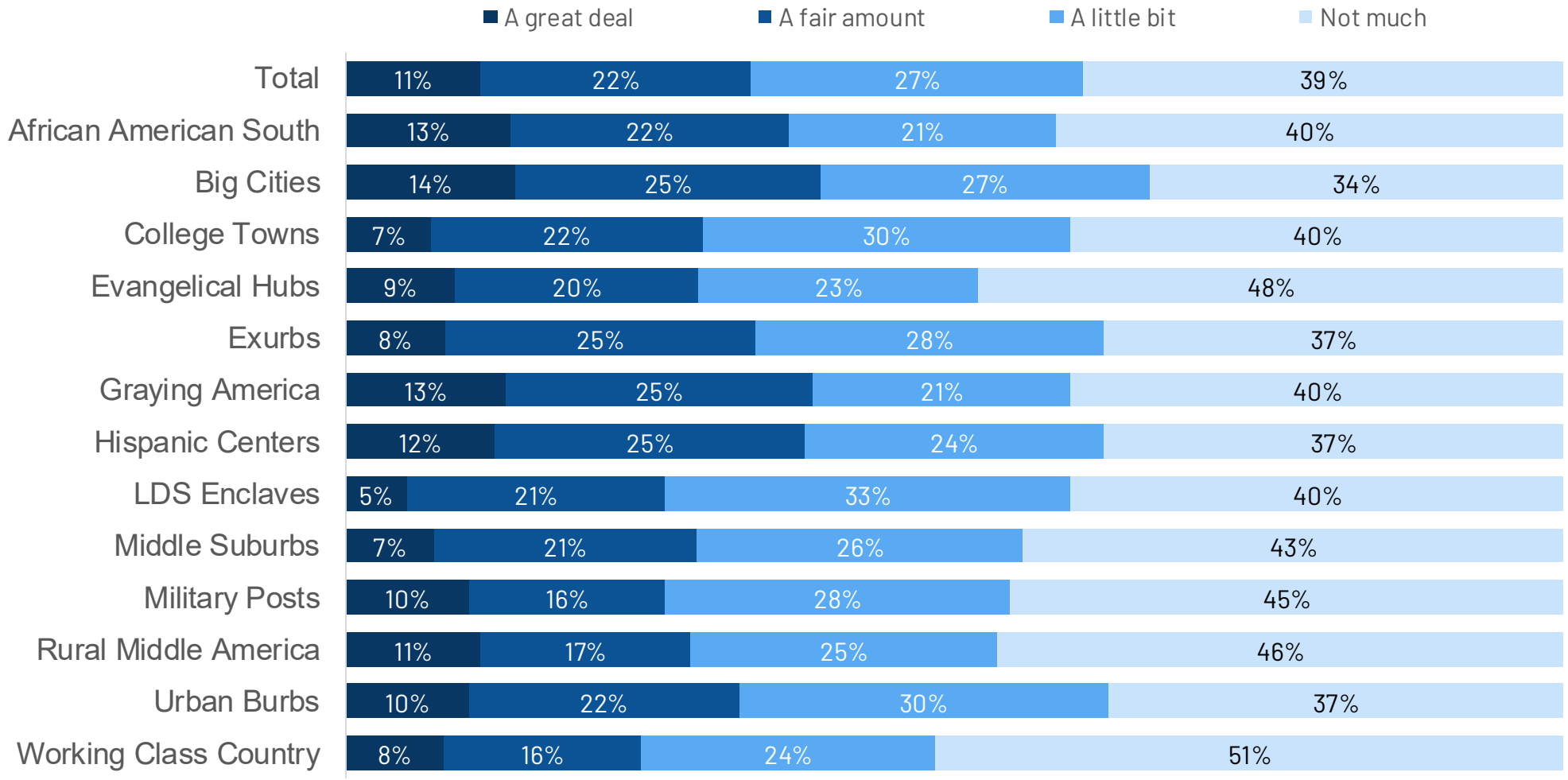
Ipsos

Amount of attention paid to what Trump says at political events



Q29: How much do you pay attention to what Donald Trump and / or Joe Biden say regularly at campaign or political events, if at all? – Donald Trump
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Amount of attention paid to what Biden says at political events



Q29: How much do you pay attention to what Donald Trump and / or Joe Biden say regularly at campaign or political events, if at all? – Joe Biden
Base: All Respondents (n=4,712)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands