

American
Fragmentation
Initiative Report
November 2025



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Methodology



Survey fielded on the KnowledgePanel® from August 18 – September 1, 2025.

Survey fielded using RDD Telephone from August 18 – September 4, 2025.



Sample of 5,489 American adults aged 18 or older, with 4,889 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 = 334
Big Cities		N = 511
College Towns		N = 367
Evangelical Hubs		N = 326
Exurbs		N = 371
Graying America		N = 395
Hispanic Centers		N = 353
LDS Enclaves		N = 365
Middle Suburbs		N = 374
Military Posts		N = 337
Rural Middle America		N = 365
Urban Burbs		N = 447
Working Class Country		N = 344
Aging Farmlands	Random Digit Dialing Telephone	N = 300
Native American Lands		N = 300
Total Interviews		N = 5,489

ISSUE LANDSCAPE

2nd most important issue facing local community

	2025	2024	2023
African American South	Crime or gun violence	Crime or gun violence	Crime or gun violence
Big Cities	Homelessness/Housing insecurity	Homelessness/Housing insecurity	Crime or gun violence
College Towns	Homelessness/Housing insecurity	Homelessness/Housing insecurity	Homelessness/Housing insecurity
Evangelical Hubs	Opioid or drug addiction	Opioid or drug addiction	Opioid or drug addiction
Exurbs	Taxes	Taxes	Taxes
Graying America	Healthcare	Taxes	Opioid or drug addiction
Hispanic Centers	Homelessness/Housing insecurity	Homelessness/Housing insecurity	Homelessness/Housing insecurity
LDS Enclaves	Taxes	Taxes	Taxes
Middle Suburbs	Taxes	Taxes	Crime or gun violence
Military Posts	Taxes	Homelessness/Housing insecurity	Homelessness/Housing insecurity
Rural Middle America	Taxes	Taxes	Opioid or drug addiction
Urban Burbs	Taxes	Taxes	Crime or gun violence
Working Class Country	Opioid or drug addiction	Opioid or drug addiction	Opioid or drug addiction

Q1. Which of the following topics are the most important issues facing your local community? (Select up to three)

Base: 2025 All Respondents (n=4,889), 2024 All Respondents (n=4,712), 2023 All Respondents (n=4,493)

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

3rd most important issue facing local community

	2025	2024	2023
African American South	Healthcare	Healthcare	Race or racism
Big Cities	Crime or gun violence	Crime or gun violence	Homelessness/Housing insecurity
College Towns	Healthcare	Taxes	Crime or gun violence
Evangelical Hubs	Healthcare & Taxes	Healthcare	Healthcare
Exurbs	Healthcare & Homelessness/Housing insecurity	Immigration	Homelessness/Housing insecurity
Graying America	Taxes	Healthcare	Healthcare
Hispanic Centers	Immigration	Immigration	Crime or gun violence
LDS Enclaves	Political extremism or polarization	Homelessness/Housing insecurity	Political extremism or polarization
Middle Suburbs	Healthcare	Healthcare	Opioid or drug addiction
Military Posts	Homelessness/Housing insecurity	Taxes	Crime or gun violence
Rural Middle America	Opioid or drug addiction	Opioid or drug addiction	Taxes
Urban Burbs	Healthcare	Homelessness/Housing insecurity	Taxes
Working Class Country	Healthcare	Taxes	Crime or gun violence

Q1. Which of the following topics are the most important issues facing your local community? (Select up to three)

Base: 2025 All Respondents (n=4,889), 2024 All Respondents (n=4,712), 2023 All Respondents (n=4,493)

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

COMMUNITY CHANGES

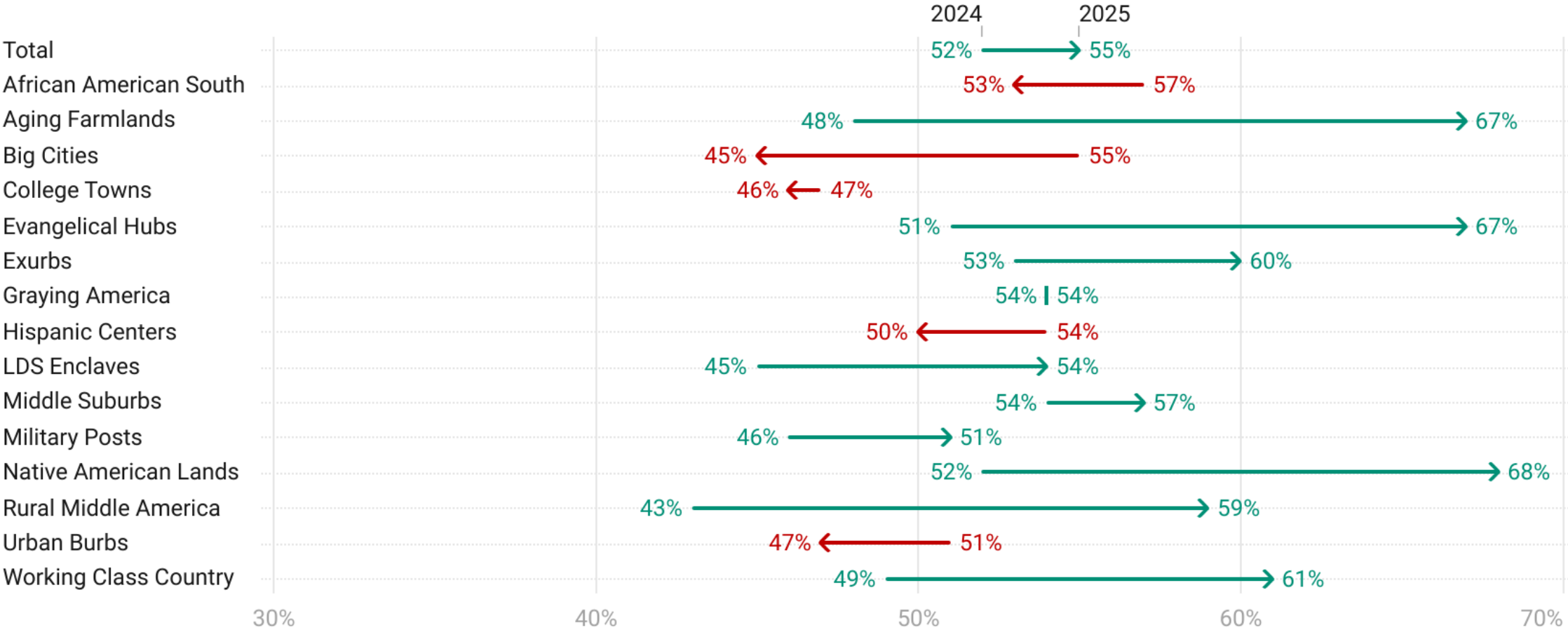
Hope for the future (% hopeful)

	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	79%	80%	88%	74%	74%	78%	80%	77%	71%	84%	80%	76%	90%	81%	81%	79%
The future of your community	73%	69%	73%	67%	69%	73%	82%	76%	58%	81%	74%	72%	83%	75%	73%	70%
The future of your children or the next generation	60%	60%	69%	56%	54%	62%	66%	58%	55%	64%	61%	56%	74%	63%	52%	62%
The long-term future of the United States	59%	54%	65%	52%	51%	65%	67%	62%	50%	60%	61%	57%	68%	61%	53%	64%
The future of the United States over the next few years	55%	53%	67%	45%	46%	67%	60%	54%	50%	54%	57%	51%	68%	59%	47%	61%

Q3. How hopeful are you, if at all, about the following...?

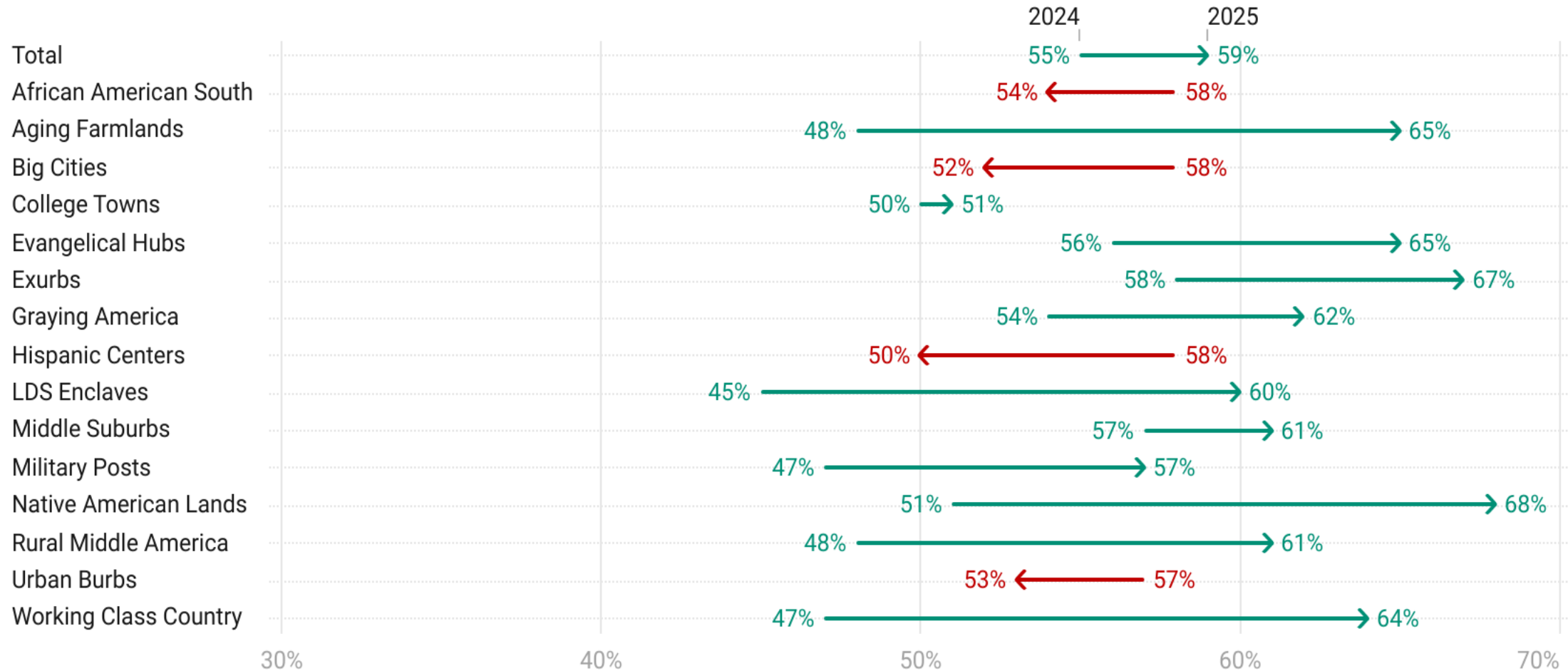
Base: All Respondents (n= 5,489)

Future of the United States over the next few years (% hopeful)



Q3. How hopeful are you, if at all, about the following...?
Base: All Respondents (n= 5,489)

Long-term future of the United States (% hopeful)



Q3. How hopeful are you, if at all, about the following...?

Base: All Respondents (n= 5,489)

Changes in areas in community (% 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
Inflation or rising prices	81%	77%	80%	81%	83%	79%	82%	82%	80%	90%	81%	81%	88%	79%	82%	76%
Tariffs*	57%	55%	-	66%	61%	48%	52%	55%	58%	65%	56%	60%	-	50%	63%	47%
Immigration	51%	50%	32%	65%	48%	42%	54%	52%	65%	59%	51%	49%	37%	43%	54%	42%
K-12 education	30%	30%	29%	33%	33%	26%	28%	27%	27%	36%	31%	32%	37%	23%	24%	26%
Infectious disease outbreaks	25%	30%	22%	35%	26%	18%	18%	21%	24%	28%	23%	25%	30%	18%	25%	23%
Higher education*	24%	28%	-	33%	32%	16%	20%	19%	23%	29%	26%	25%	-	15%	26%	18%
Vaccine availability*	14%	18%	-	20%	13%	12%	11%	10%	19%	11%	15%	12%	-	12%	15%	11%

Q4. In the last 12 months, have you noticed any changes in each of these areas in your community?

Base: All Respondents (n= 5,489)

*Not asked to Aging Farmlands or Native American Lands

Type of change in area in community (% mostly negative)

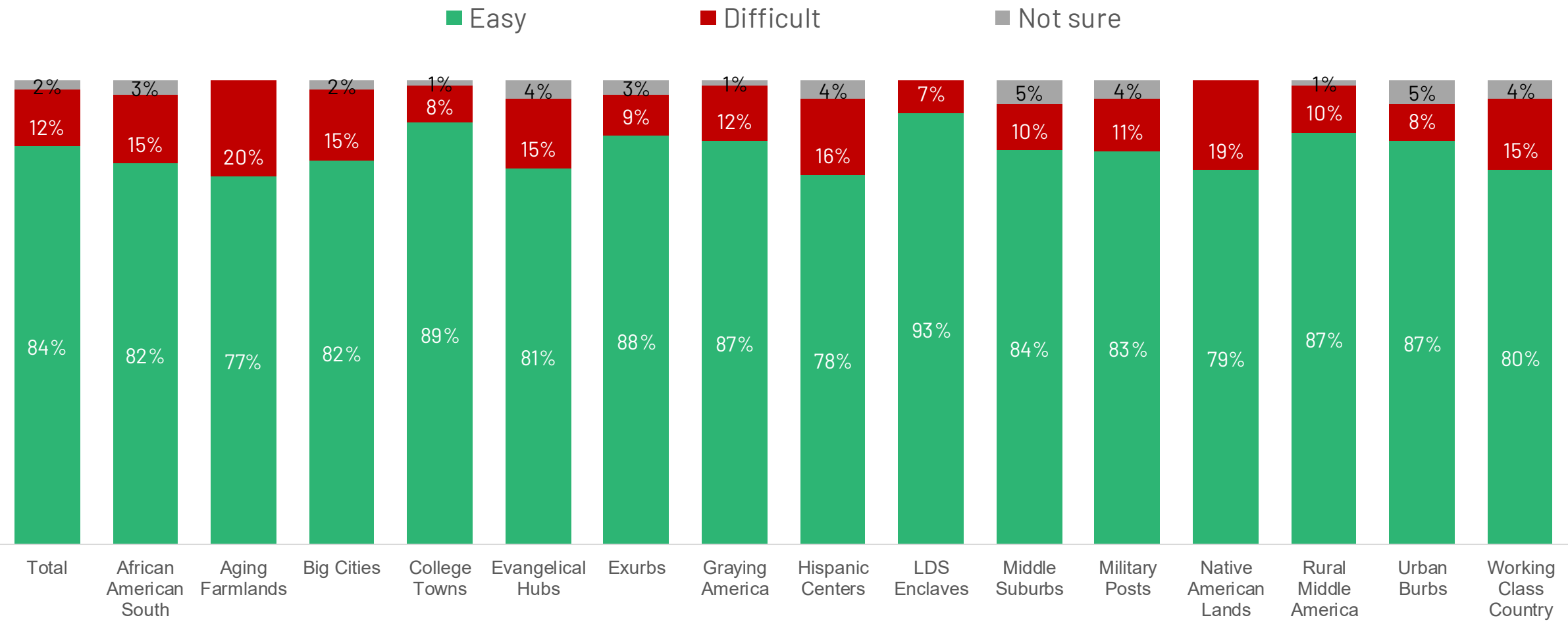
	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
Inflation or rising prices	74%	75%	66%	81%	80%	71%	73%	73%	79%	75%	72%	78%	55%	74%	79%	70%
Tariffs*	71%	68%	-	78%	84%	62%	68%	67%	75%	65%	67%	71%	-	64%	77%	60%
Infectious disease outbreaks	61%	51%	51%	65%	65%	56%	68%	68%	58%	73%	57%	67%	52%	62%	65%	54%
Higher education*	59%	54%	-	69%	66%	55%	64%	66%	47%	53%	58%	60%	-	46%	61%	49%
Vaccine availability*	55%	59%	-	60%	68%	66%	66%	72%	41%	45%	35%	55%	-	40%	59%	50%
K-12 education	52%	52%	59%	58%	59%	54%	49%	52%	45%	39%	55%	60%	45%	42%	58%	43%
Immigration	51%	48%	50%	64%	58%	39%	49%	45%	60%	53%	47%	48%	36%	39%	60%	35%

Q5: You mentioned that there have been changes in the last 12 months regarding the following issues. For each issue, please tell us if you believe the changes are mostly positive, mostly negative, or a mix between both positive and negative?

Base: Selected "Yes, there have been changes in the last 12 months with this issue" in Q4 ; Base varies for each item

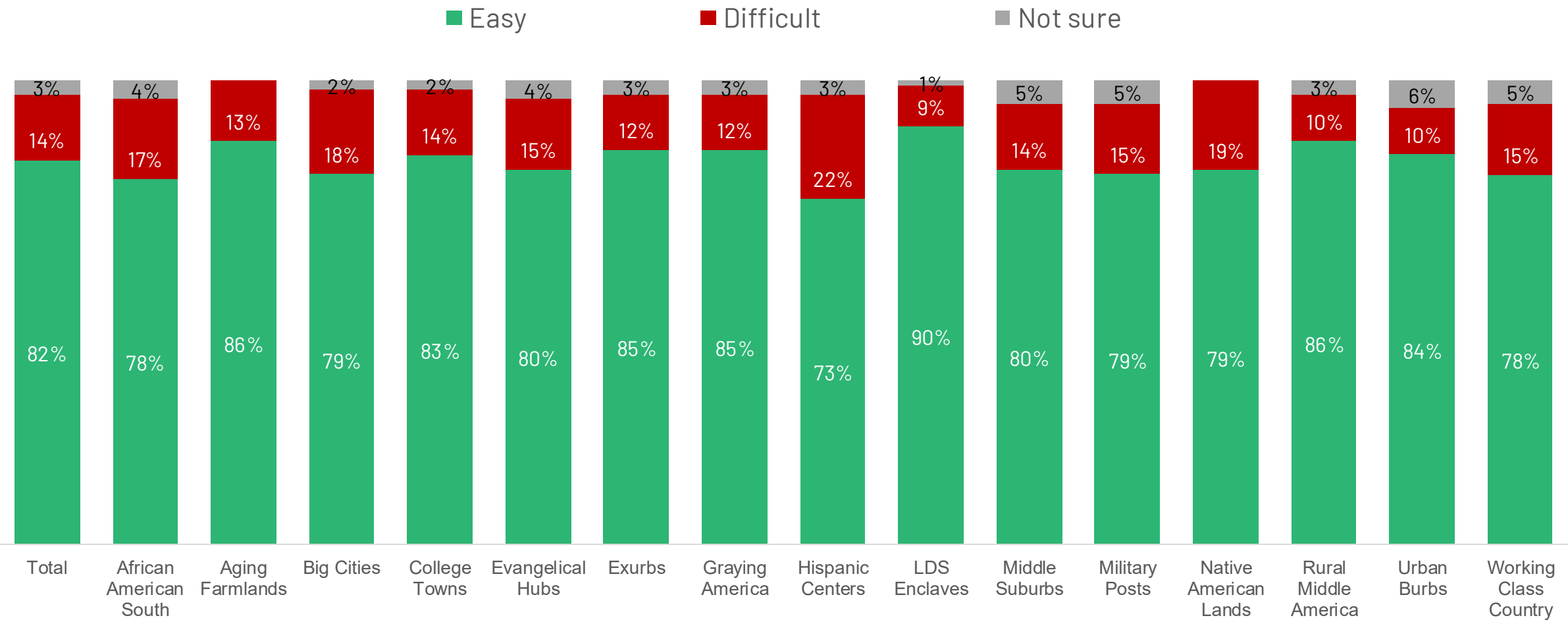
*Not asked to Aging Farmlands or Native American Lands

Access in community – Fruits and vegetables



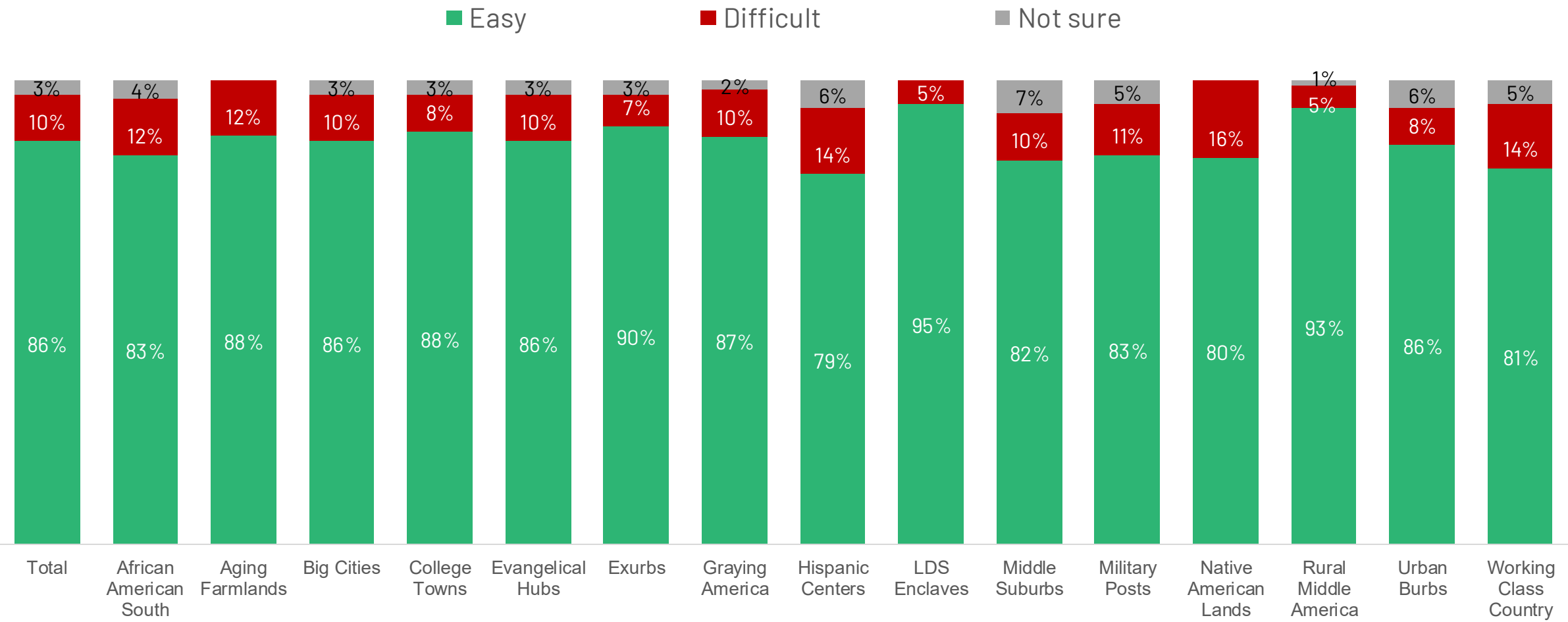
Q6: How easy or difficult are the following things to access for you personally in your community?
Base: All Respondents (n= 5,489)

Access in community – Meat, fish, tofu, eggs, or other protein



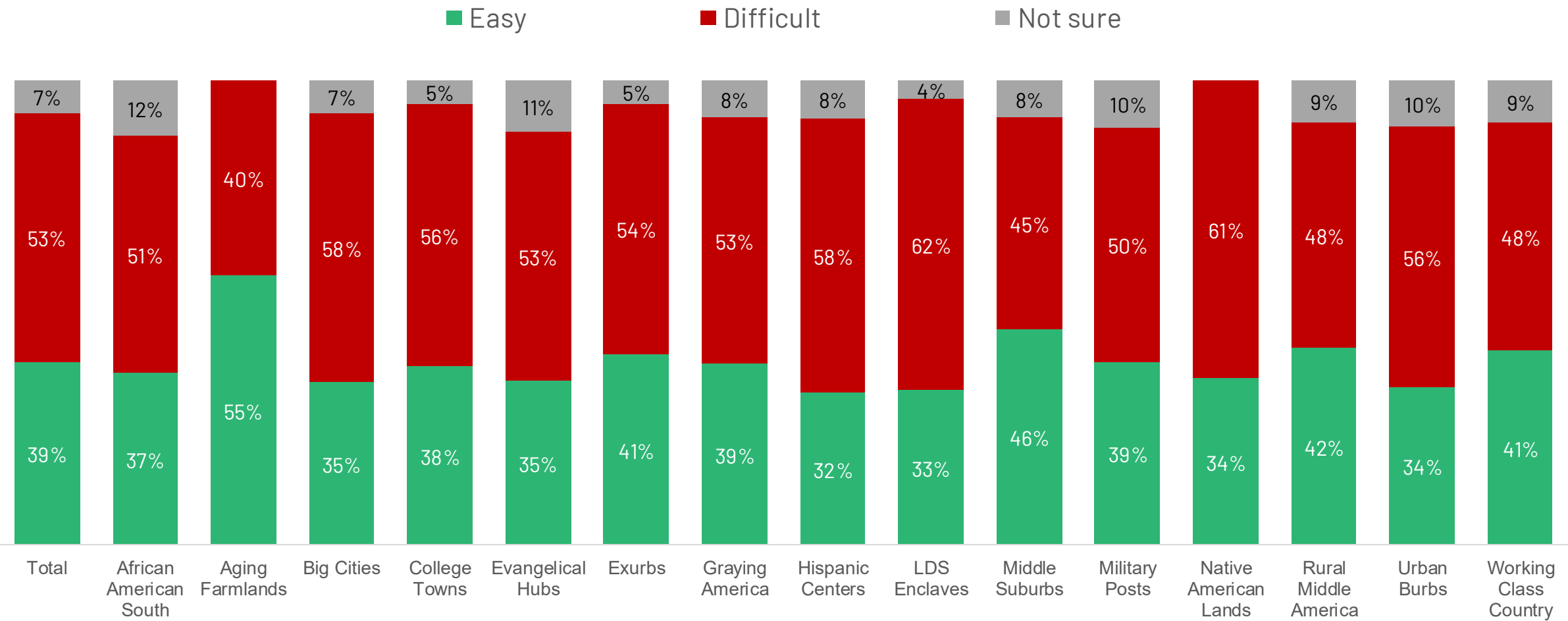
Q6: How easy or difficult are the following things to access for you personally in your community?
Base: All Respondents (n= 5,489)

Access in community – Clean water to drink



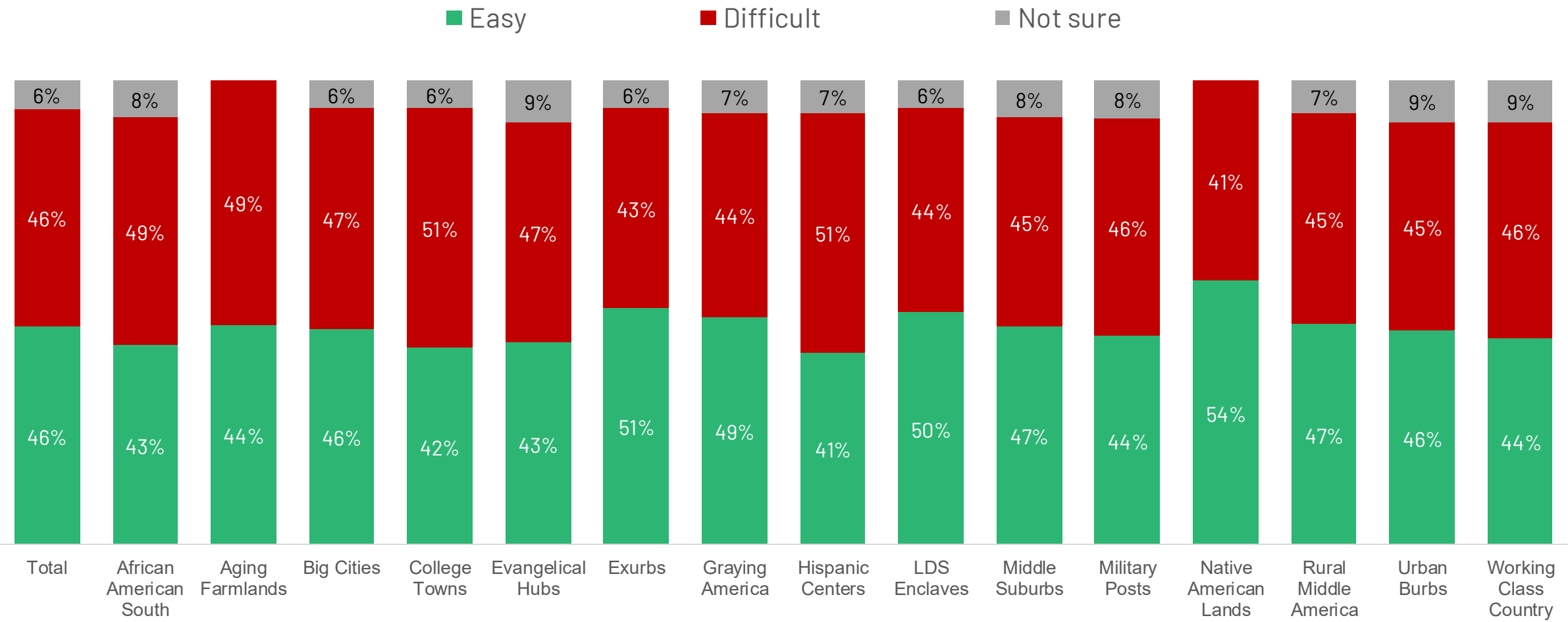
Q6: How easy or difficult are the following things to access for you personally in your community?
Base: All Respondents (n= 5,489)

Access in community – Safe, affordable housing



Q6: How easy or difficult are the following things to access for you personally in your community?
Base: All Respondents (n= 5,489)

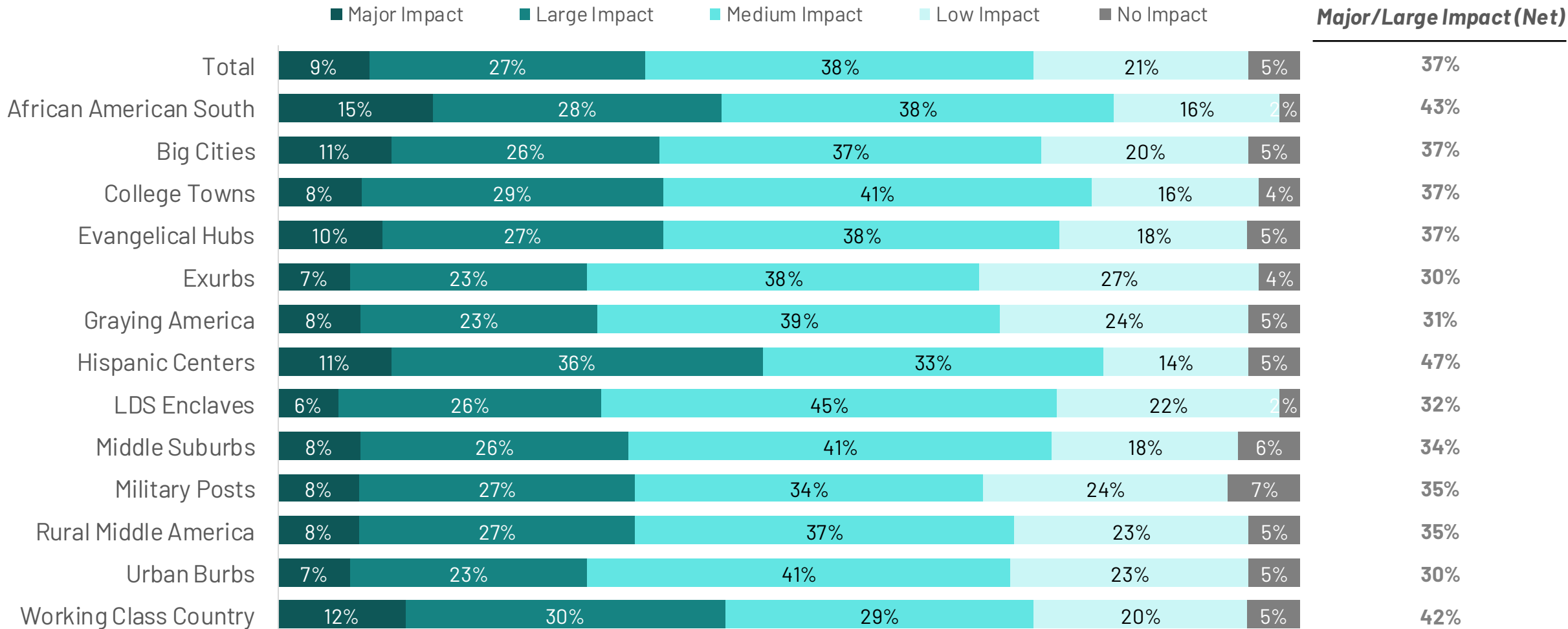
Access in community – Affordable healthcare



Q6: How easy or difficult are the following things to access for you personally in your community?
Base: All Respondents (n= 5,489)

FINANCIAL SITUATIONS

Impact of inflation or rising prices on families



Q8: What type of impact is inflation or rising prices having on you or your family, if any?

Base: All Respondents (n=4,889)

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

Experienced financial problems in last year (% yes)

	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
Serious financial problems caused by recent price increases	30%	38%	32%	29%	32%	25%	28%	37%	26%	27%	31%	26%	23%	35%
Other serious financial problems like paying credit card bills or loans	27%	35%	30%	27%	29%	24%	24%	36%	21%	24%	27%	25%	24%	32%
Serious problems affording food, gas, or other household needs	26%	36%	29%	25%	30%	22%	23%	33%	21%	23%	28%	21%	20%	32%
Serious problems affording medical care or prescription drugs	20%	24%	19%	21%	24%	22%	17%	25%	18%	19%	21%	20%	15%	24%
Serious problems paying your rent or mortgage	18%	25%	23%	15%	20%	17%	13%	25%	14%	17%	21%	15%	14%	17%

Q9. In the last year, have you experienced the following?

Base: All Respondents (n=4,889)

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

IDENTITY

Shared Values Between Communities

Less difference between communities

Percent 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
The U.S. government should cut social programs in order to lower taxes*	24%	22%	-	20%	23%	27%	26%	21%	26%	26%	25%	22%	-	29%	23%	29%
It is increasingly hard for someone like me to get ahead in America	47%	49%	41%	49%	51%	51%	41%	46%	53%	49%	45%	43%	48%	47%	42%	45%
The American economy is rigged to advantage the rich and powerful*	64%	63%	-	70%	70%	59%	60%	65%	68%	64%	59%	64%	-	65%	63%	57%
Traditional parties and politicians don't care about people like me	66%	62%	58%	65%	72%	66%	63%	66%	66%	70%	67%	64%	63%	72%	65%	65%
The mainstream media is more interested in making money than telling the truth*	73%	70%	-	68%	75%	75%	72%	74%	67%	81%	75%	66%	-	81%	69%	80%
Americans have a lot more in common with each other than is generally believed*	69%	67%	-	66%	69%	67%	74%	71%	62%	77%	72%	67%	-	73%	65%	72%
Government should take a more active role in policing private-sector misbehavior*	39%	40%	-	51%	43%	32%	35%	38%	47%	36%	37%	36%	-	33%	43%	34%
Immigrants who entered the U.S. illegally, but have been working community members for at least ten years, should be given a pathway to legal status*	59%	57%	-	67%	65%	49%	57%	54%	68%	68%	50%	58%	-	58%	60%	49%
		Populism	Policy			Alienation	Race/Immigration			Social issues						

Q10: Do you agree or disagree with the following statements?

Base: All Respondents (n= 5,489)

*Not asked to Aging Farmlands or Native American Lands

Different Values Between Communities

More difference between communities	Percent 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
	When jobs are scarce, employers should prioritize hiring people of this country over immigrants	52%	51%	58%	44%	48%	63%	53%	59%	43%	48%	55%	47%	54%	61%	46%	61%
	Obtaining an abortion should be a decision made by a woman in consultation with her doctor, without government's involvement	64%	60%	-	71%	72%	51%	66%	69%	63%	59%	62%	65%	-	59%	69%	53%
	People who talk about their conservative beliefs are often disrespected	43%	36%	52%	35%	42%	49%	44%	40%	38%	50%	49%	34%	55%	44%	36%	51%
	The United States is in decline	55%	59%	42%	63%	65%	48%	52%	53%	55%	60%	54%	58%	48%	51%	61%	48%
	Racism is built into the American economy, government, and educational system	47%	52%	-	60%	54%	34%	41%	42%	53%	40%	44%	46%	-	41%	52%	39%
	The U.S. should do more to level the playing field for historically underrepresented groups	40%	44%	-	56%	47%	33%	38%	38%	49%	35%	38%	38%	-	29%	43%	29%
	Faith and religion are important parts of American life	56%	57%	79%	46%	49%	64%	48%	53%	49%	59%	56%	52%	76%	59%	45%	65%
			Populism	Policy			Alienation	Race/Immigration			Social issues						

Q10: Do you agree or disagree with the following statements?

Base: All Respondents (n= 5,489)

*Not asked to Aging Farmlands or Native American Lands

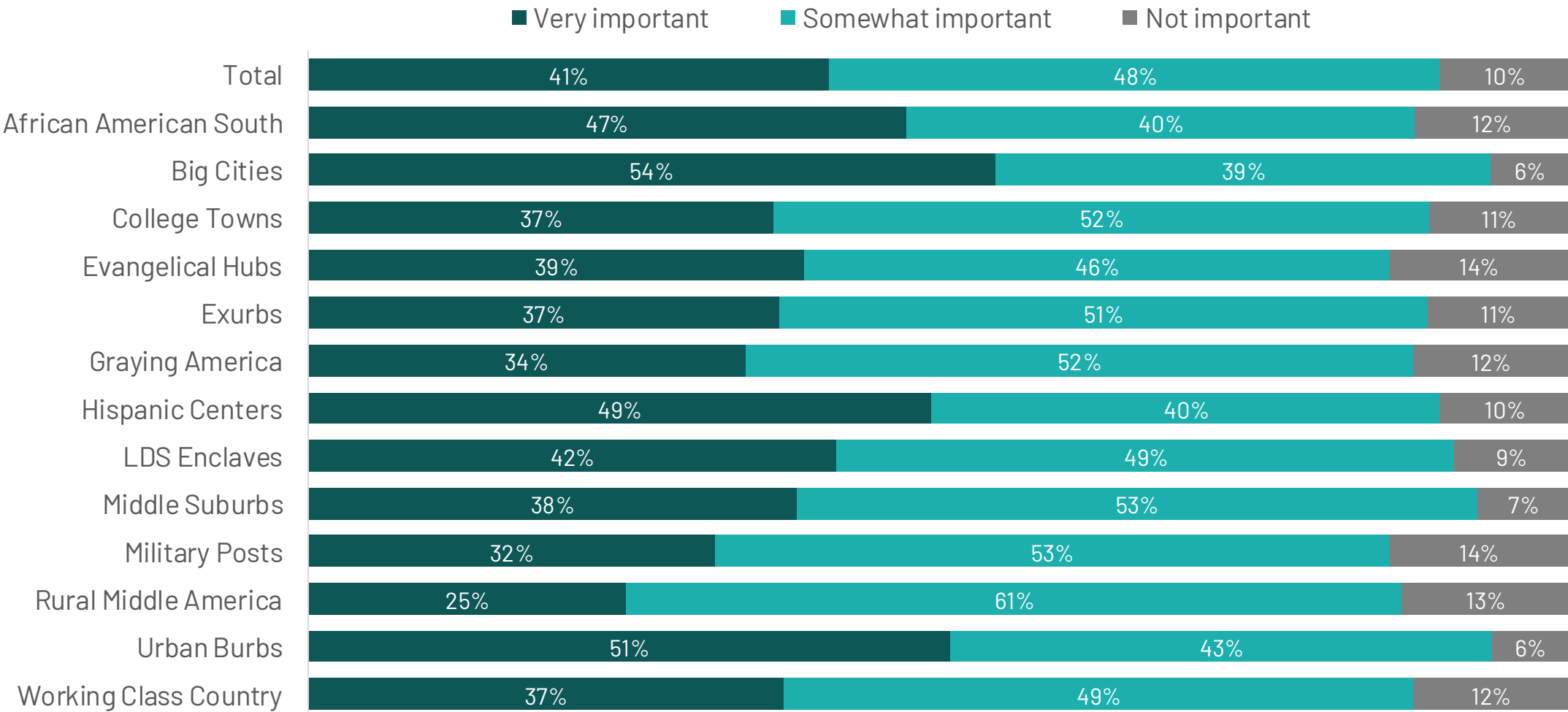
Similarities to people in community (% mostly similar)

	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 status	59%	49%	75%	53%	59%	57%	59%	56%	51%	68%	59%	59%	64%	64%	59%	57%
Your level of education	59%	54%	73%	53%	60%	57%	56%	60%	50%	63%	55%	56%	66%	63%	59%	60%
Your faith or religious practice	49%	46%	77%	43%	39%	55%	45%	48%	42%	50%	44%	45%	62%	49%	42%	54%
How you think about politics	44%	37%	62%	44%	39%	50%	45%	46%	34%	45%	40%	37%	52%	40%	40%	51%

Q11: In your community, do you feel that you are similar or different than most people when it comes to the following?

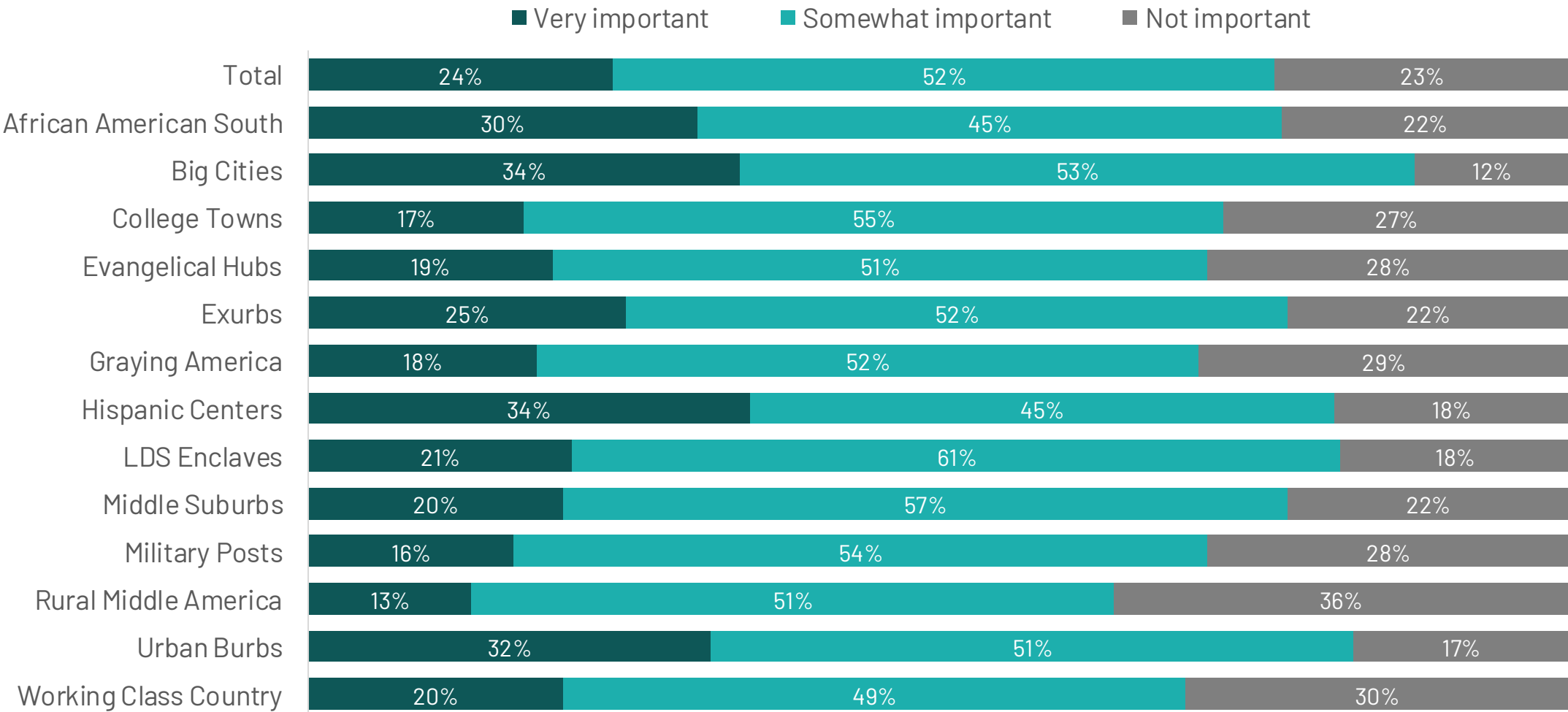
Base: All Respondents (n= 5,489)

Importance to Having A Good Life – Education after high school



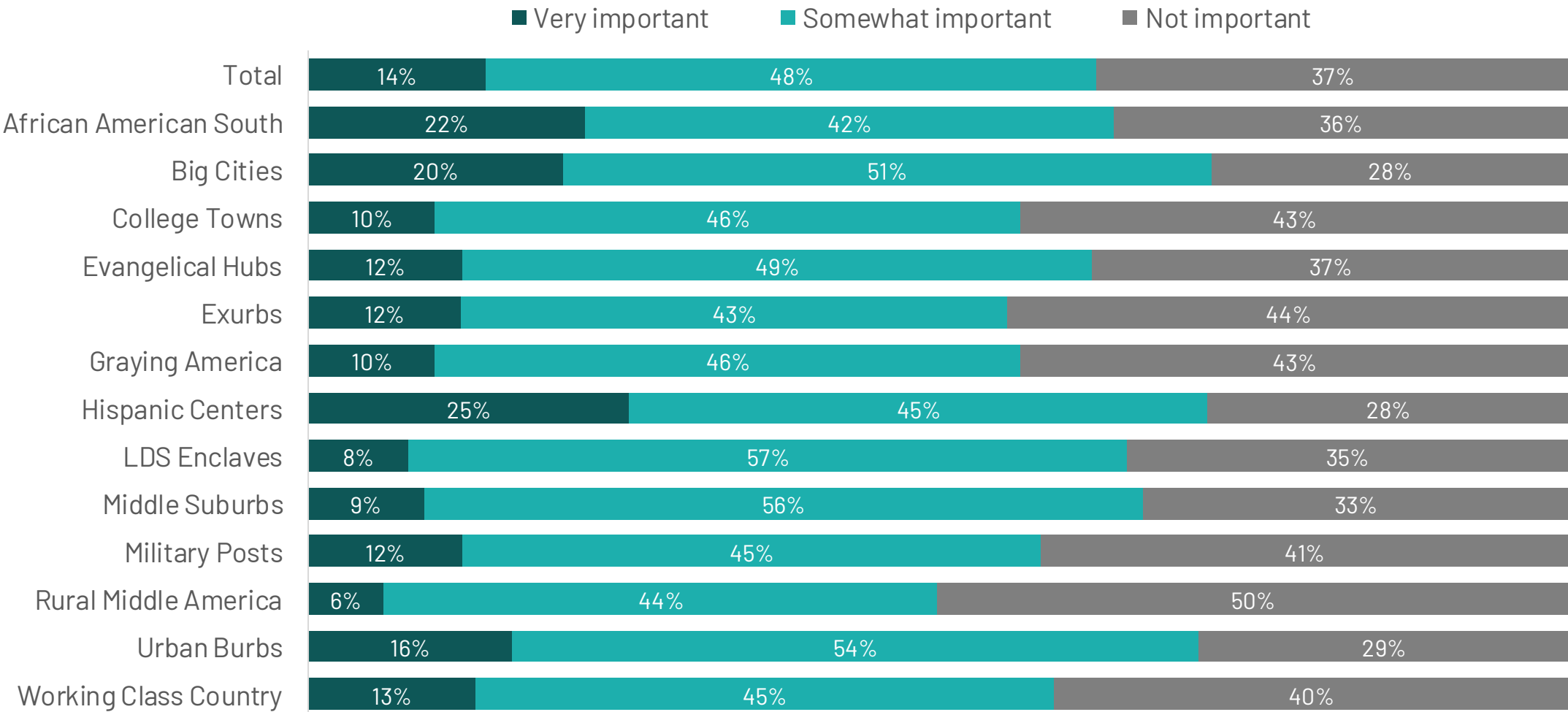
Q12: How important, if at all, would you say the following are to a person's ability to have a good life?
Base: All Respondents (n=4,889)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Importance to Having A Good Life – Earning a college Bachelor’s degree



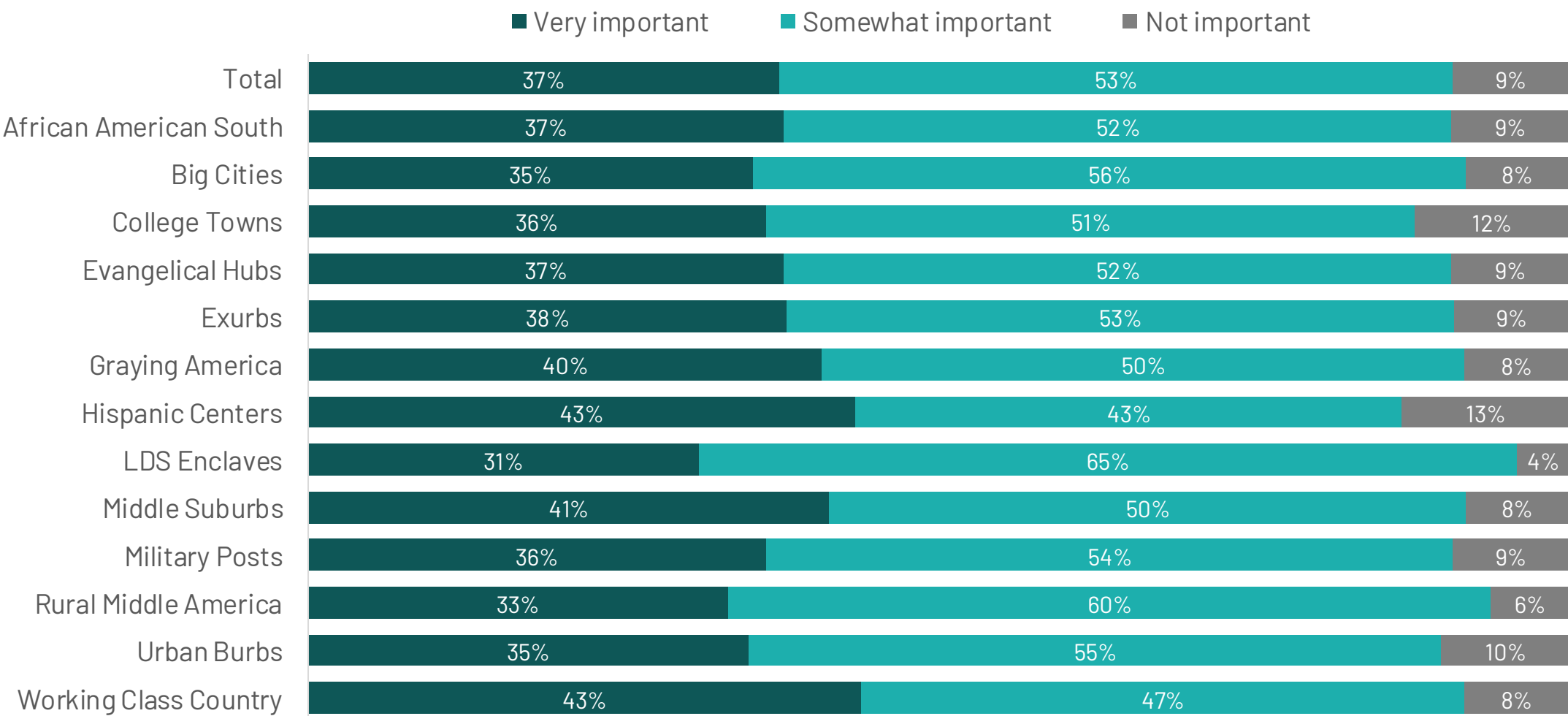
Q12: How important, if at all, would you say the following are to a person’s ability to have a good life?
Base: All Respondents (n=4,889)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Importance to Having A Good Life – Earning a post-grad degree



Q12: How important, if at all, would you say the following are to a person's ability to have a good life?
Base: All Respondents (n=4,889)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

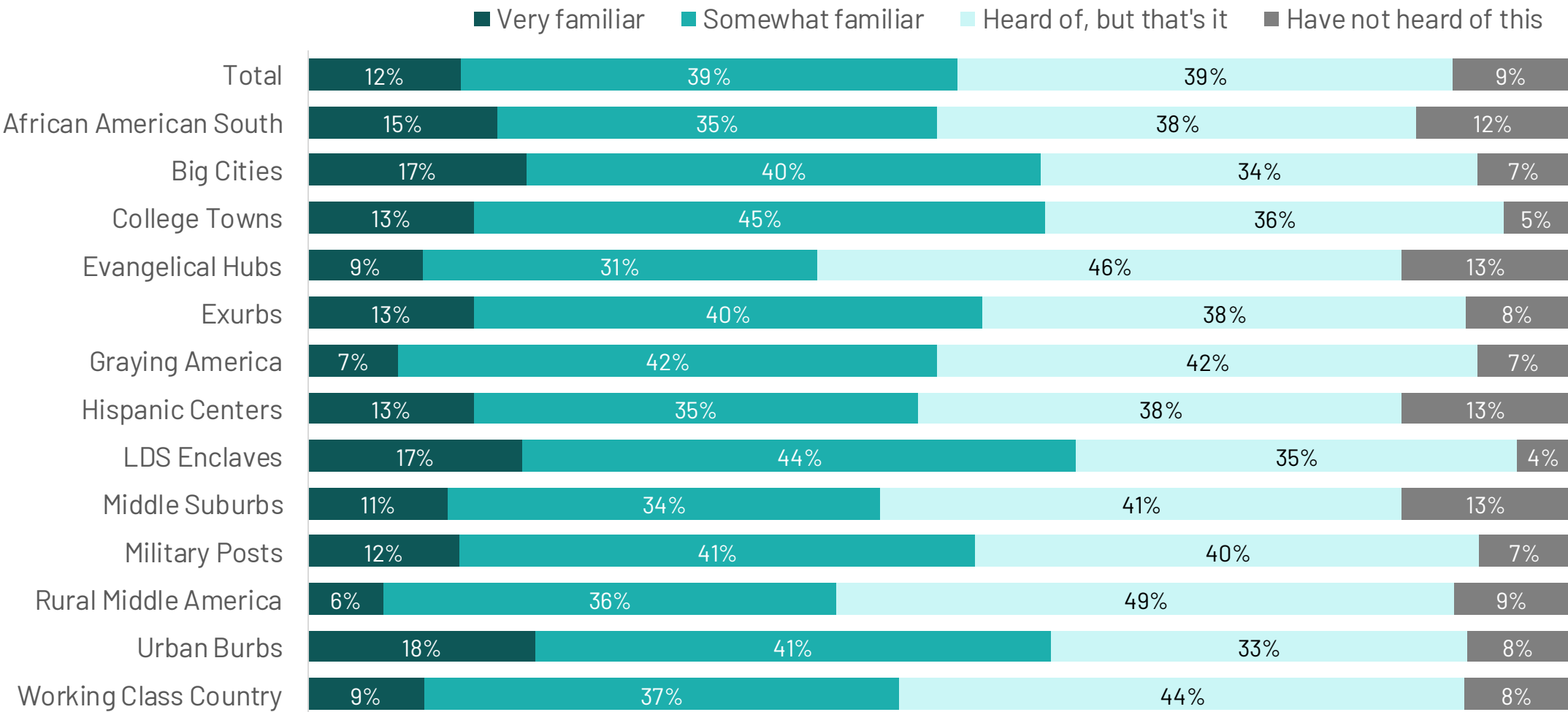
Importance to Having A Good Life – Attending a trade school



Q12: How important, if at all, would you say the following are to a person's ability to have a good life?
Base: All Respondents (n=4,889)
*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

ARTIFICIAL INTELLIGENCE

Familiarity with Generative AI Platforms



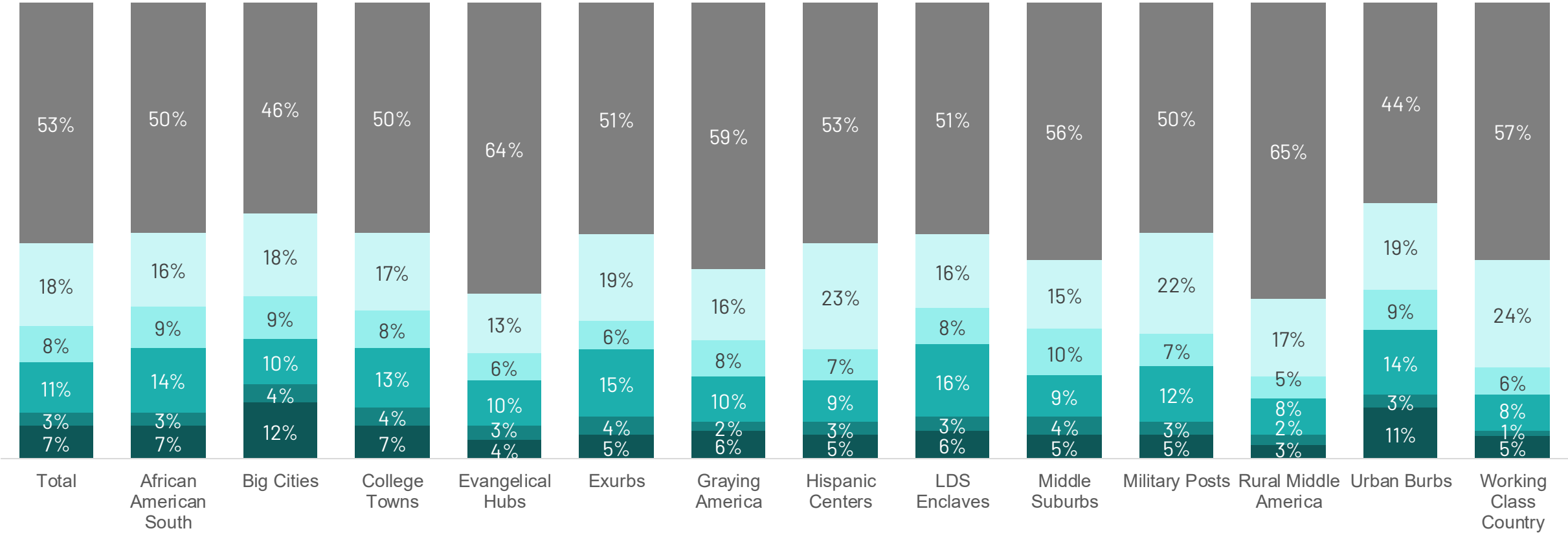
Q13: How familiar are you with generative artificial intelligence (AI) platforms like ChatGPT, Gemini, CoPilot, or Claude?

Base: All Respondents (n=4,889)

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

Generative AI usage in the past two weeks

■ Multiple times per day ■ Once per day ■ Multiple times per week ■ Once per week ■ Less than once per week ■ Never

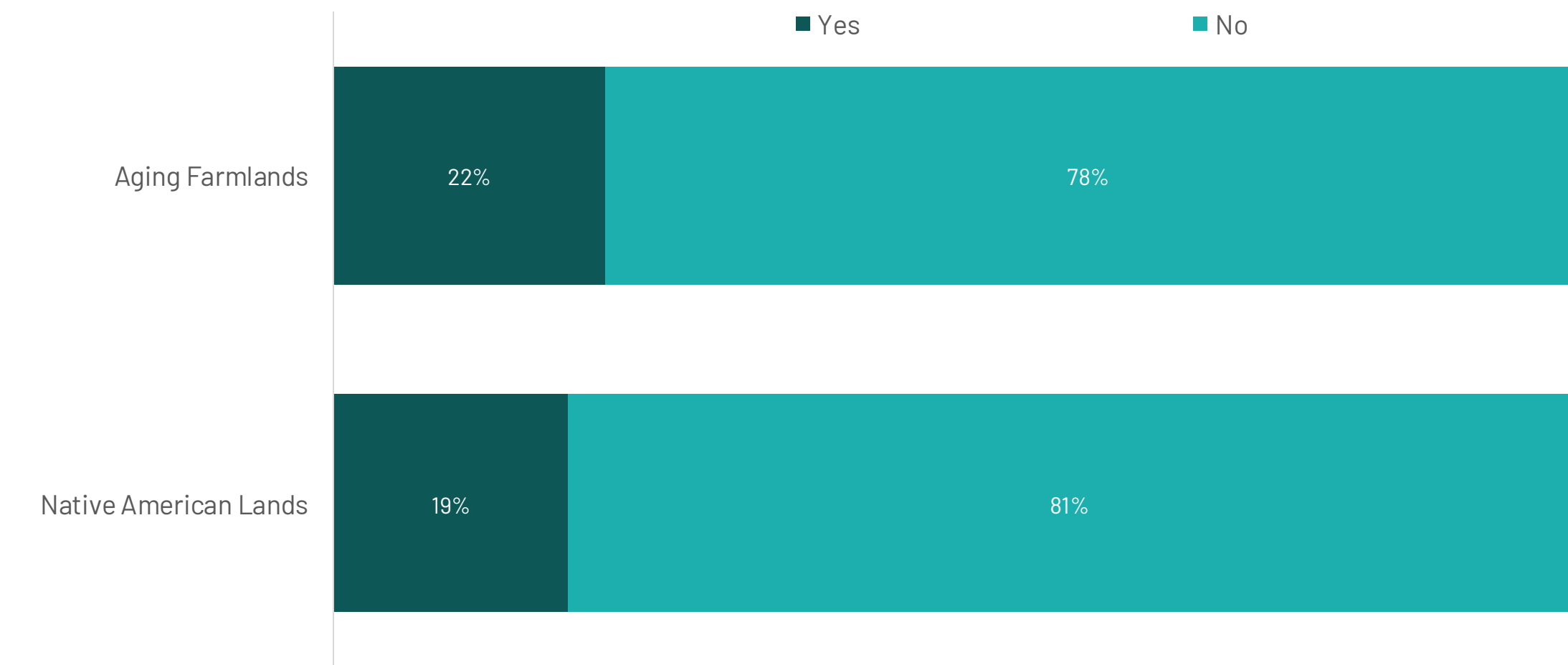


Q14: In the last 2 weeks, how often have you used generative AI platforms, such as ChatGPT, Gemini, CoPilot, or Claude?

Base: Selected "Very familiar," "Somewhat familiar" or "Heard of, but that's it" in Q13 (n= 4,432)

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

Generative AI usage in the past two weeks



Q14: In the last 2 weeks, how have you used generative AI platforms, such as ChatGPT, Gemini, CoPilot, or Claude?
Base: Aging Farmlands and Native American Lands (N=600)

AI's potential future impact (% positive)

	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 daily life (outside of work)*	37%	36%	-	41%	36%	33%	42%	35%	38%	42%	37%	36%	-	31%	41%	34%
The U.S. generally	31%	34%	28%	32%	29%	28%	32%	30%	31%	35%	33%	30%	30%	26%	32%	28%
Your local area/community	30%	33%	25%	31%	29%	26%	32%	28%	30%	37%	32%	30%	32%	27%	29%	29%
Your ability to earn a living	26%	27%	30%	29%	24%	21%	26%	19%	26%	30%	27%	24%	30%	22%	29%	24%
Children generally	23%	29%	19%	25%	20%	21%	23%	22%	24%	24%	26%	23%	29%	20%	22%	22%

Q15. When it comes to artificial intelligence (AI), how positively or negatively do you feel about AI's potential future impact on...

Base: All Respondents (n= 5,489)

*Not asked to Aging Farmlands or Native American Lands

AI and government regulation

	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
Artificial intelligence (AI) needs more government regulation	62%	60%	55%	66%	59%	62%	67%	65%	66%	60%	60%	58%	64%	63%	66%	61%
Artificial intelligence (AI) has the right amount of government regulation	23%	25%	19%	22%	28%	23%	20%	22%	20%	30%	24%	27%	17%	25%	25%	23%
Artificial intelligence (AI) needs less government regulation	9%	11%	12%	8%	11%	10%	10%	9%	8%	7%	10%	8%	9%	10%	8%	11%

Q16. Which of the following statements comes closest to your view, even if none of them are exactly right?

Base: All Respondents (n= 5,489)