

December 2020

American Fabric: Identity and Belonging



**More in
Common**

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About More in Common

This report is published by More in Common US, a nonpartisan nonprofit that seeks to strengthen democratic culture by bringing Americans together around shared values, beliefs, and identities. More in Common US works as part of an international initiative to build societies and communities that are stronger, more united, and more resilient to the increasing threats of polarization and social division. We work in partnership with a wide range of civil society groups, as well as philanthropy, business, faith, education, media and government to connect people across the lines of division.

Acknowledgements

More in Common appreciates the valuable input and advice relating to this study received from a wide range of experts and friends.

We would like to thank the Charles Koch Institute and the Knight Foundation for their philanthropic support for this project.

For their assistance in reviewing this report, we thank Conleth Burns, Elisa Colton, Tim Dixon, Mathieu Lefèvre, Noelle Malvar, Paul Oshinski, Dan Vallone, and Coco Xu.

For their help and advice on the design and other stages of this study, we extend special thanks to: Ted Johnson, Adam Taylor, Nikki Toyama-Szeto, and to Richard Weissbourd and Milena Batanova of Making Caring Common at Harvard University.

The execution and analysis of this project was conducted in close partnership with YouGov. For their tireless efforts across our polling projects, we thank the following members of the YouGov research team in particular: Samantha Luks, Rebecca Phillips, and Marissa Shih.

The American Fabric report, data visualizations, and other aesthetic considerations were designed and created by Jonathan Heylin-Smith.

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Foreword

"The truths on which the nation was founded are not mysteries, articles of faith, never to be questioned, as if the founding were an act of God, but neither are they lies, all facts fictions, as if nothing can be known, in a world without truth. Between reverence and worship, on the one side, and irreverence and contempt, on the other, lies an uneasy path, away from false pieties and petty triumphs over people who lived and died and committed both their acts of courage and their sins and errors long before we committed ours."

— Jill Lepore, *This America: The Case for the Nation*

A central element in America's story is that the United States is bound together not by the shared ancestry of its people, but by a shared allegiance to a set of values and beliefs. To citizens who share this allegiance, America has promised equality under the law. Even when this promise has been dishonored, the pursuit of justice has very often reinforced, rather than rejected, this shared creed. As with Dr. Martin Luther King Jr.'s stirring metaphor of a "promissory note," hopes for a better future for all rest on the act of more fully living out the country's foundational creed.

This sense of shared values and beliefs is so central to American identity that historians have described America as a "creedal nation"¹. As More in Common's research found in 2018, Americans are united in believing that commitment to freedom and equality is important for being American, with more than nine in ten recognizing the relevance of those values.²

But as the United States enters 2021, it feels far from fully realizing this vision. The Biden-Harris Administration was elected on a promise to "restore the soul of America"³. Entrenched polarization has left us feeling that we share less in common with each other and that ever more parts of our national fabric are stretched and worn thin. After a pandemic, a historic movement against police brutality, and a contentious presidential election, the country feels exhausted—not least because each event appeared to inflame rather than abate existing political conflict. To many, 2020 has been an experience of frustration at opponents of social distancing measures, of profound reckoning over racial injustice and of unnerving threats to democratic norms from President Trump. Meanwhile, many others saw the same events through an entirely different lens: painful restrictions on businesses and personal liberties, damaging riots and a stolen election.

However, these two general depictions overlook the perspectives of so many others. One of the many corrosive effects of polarization is that it often locks us into thinking in false binaries—leaving us seemingly trapped between two starkly opposed alternatives. In debates about American identity, we are often presented with false choices between celebrating our nation's achievements and recognizing its failings. Debates on social media often reinforce this artificial dichotomy, offering simplistic extremes rather than fostering discussions that navigate complex realities. This poses a challenge: restoring the national fabric will demand energy, commitment and resilience in the years ahead.

¹ Fukuyama, Francis. *Identity: The Demand for Dignity and the Politics of Resentment*. New York: Farrar, Straus and Giroux, 2018.

² Hawkins, Stephen and others, *Hidden Tribes: A Study of America's Polarized Landscape* (More in Common, 2018), <https://hiddentribes.us/>

³ Biden, Joe. 7 November 2020. Wilmington, Delaware. Victory speech.

More in Common has been studying the nature of division in America since the launch of *Hidden Tribes: A Study of America's Polarized Landscape* in 2018. Drawing on social psychology and detailed data analyses from surveys and interviews with over 8,000 Americans, the study found that differences in deeply rooted core beliefs are at the center of the divisions in America today. That report — and a series of projects since then — reveals that despite those differences, most Americans hold views that are far more nuanced than the views of the vocal 'wing' groups who often dominate the national discourse.

American identity has the potential to bind individuals together as American regardless of race, gender, faith, partisanship or ideology. But there is much work to be done. More in Common aims to contribute to this work, starting with a better understanding of Americans' views on fundamental issues of identity and belonging. This report provides findings relating to identity and belonging from survey interviews completed by more than 8,000 Americans conducted throughout 2020. Additionally, we draw from conversations, interviews, and focus groups with over 250 Americans who we engaged with throughout 2020 in a longitudinal project called Hidden Tribes Live.

We note that 2020 has been a divisive and unusual year, context which almost certainly shaped the manner in which some participants approached subjects explored in these surveys — from racism to pride in the country. To better understand the relationship between context and attitudes, we will continue to study aspects of American identity as circumstances shift in 2021 and beyond. In future work, we also plan to apply these insights towards the task of building a shared sense of American identity that resonates across today's dividing lines. We look forward to working in partnership with many others in pursuit of the same goals.

Executive Summary

1 There is common ground among Americans that underpins their sense of identity — feeling thankful to be American and feeling a sense of pride in that identity.

- Despite the deep divisions of recent years, a large majority of Americans share a sense of national pride. Around seven in ten Black, white and Hispanic Americans feel proud to be American (70, 75 and 76 percent respectively).
- Pride in American identity is found to increase as age increases and is most widely dispersed among different political identities (ranging from 34 percent of Progressive Activists to 100 percent of Devoted Conservatives).
- Most Americans convey a sense of gratitude to be American, with 80 percent overall thankful to be American and strong majorities across lines of age, race, gender and income.
- If given the choice to live anywhere in the world, 79 percent of Americans would choose to still live here. In this preference, demographics account for only small differences.

2 There is less common ground when Americans compare their country to other countries; clear differences are found across ideological, generational and racial groups.

- Americans are more likely to say that America is a better, rather than worse, nation overall compared to most other countries. Fifty percent say America is better overall, 34 percent say it is similar to others, and 16 percent say that it is worse overall. Nevertheless, questions that compare the US to other nations often uncover large differences between groups.
- Political ideology accounts for the largest differences, with the two ideological wing groups differing by 82 percentage points — 93 percent of Devoted Conservatives say America is a better nation than most other countries, compared to just 11 percent of Progressive Activists. Significant differences also exist by age (a 60 percentage point difference between the oldest and youngest generations) and to a much lesser extent by race (where groups differ by less than 20 percentage points). Twice as many Black and Hispanic Americans say that America is a better, rather than worse, nation overall.
- When asked about America's impact on the world over the course of its history, by a margin of two to one Americans reject the idea that the nation's influence has been mostly negative. However, this is an issue where white Americans differ significantly from non-white Americans – for example, while 27 percent of white Americans see their country's impact in the world as mostly negative, some 57 percent of Black Americans do.

3 Views diverge around issues of history and race. For most, there are parts that inspire pride and others that prompt shame.

- Three in five Americans (57 percent) say that “Americans have historically treated each other poorly” when compared to other countries. Differences are greatest by ideological grouping, but significant differences are also found by race and generation.
- More than two-thirds of Americans (68 percent) recognize racism as a current problem and a significant issue. While a clear majority of white Americans agree (62 percent), Black Americans are significantly more likely to say racism is a persistent problem (89 percent), as are Hispanic Americans (74 percent) and Asian Americans (73 percent).
- The largest divergence in opinions exists between the opposing and most politically active groups: while 100 percent of Progressive Activists think that racism is a serious problem today, just 24 percent of Devoted Conservatives share this view.
- Americans are more evenly divided on the country’s moral responsibility regarding the wrongs committed against Native American populations. While 52 percent believe we “cannot move forward” without some sort of moral reckoning, 48 percent consider it more important to move forward than revisit the wrongs of the past.

4 Feelings of belonging in America differ sharply by race, generation, and ideology: Younger and non-white Americans feel the most judged while older conservatives feel the most at home.

- Two thirds (67 percent) of Americans feel a sense of belonging to their local community, while slightly more (73 percent) feel connected to their fellow Americans. Connection to local community is much stronger among older generations.
- The perception that “people like me get judged more than others” is strongest among Black Americans (87 percent), Asian Americans (71 percent), and Gen Z (68 percent). The groups least likely to experience others’ judgment are the oldest Americans (37 percent among the Silent Generation) and Progressive Activists (44 percent).
- Feeling seen as “not American enough” is common among Asian (73 percent), Black (69 percent), and Hispanic Americans (59 percent).
- Americans’ report a sense of belonging that averages 79 out of 100, though it varies across groups. Overall, the weakest sense of belonging in America is reported among Progressive Activists (average of 61 out of 100), Gen Z (66), and Asian Americans (68). The strongest sense of belonging is among Devoted (96) and Traditional Conservatives (92), the Silent Generation (94), and Republicans (91).

5 Americans agree on many democratic norms and civic behaviors, and share concern about the level of division and America's future prospects.

- Americans across political parties agree on many of the norms within a democratic system, including: "voting in elections," "respecting other cultures and beliefs," "learning American history," "paying your taxes," and "following what happens in government and politics".
- However, partisan differences are significant around the relative importance of other civic behaviors. For instance, Republicans generally place more emphasis on military service and on the symbols of the flag and national anthem, while Democrats emphasize protesting injustice.
- Despite intense conflict between people on opposing ideological wings, knowing at least some friends with different political views is still the norm: 72 percent of Americans have a friend in their local community with whom they disagree politically.
- Fully 94 percent believe that America is "divided politically" and 92 percent are "worried for the future of America".

Methodology

The data cited in this report were sourced through three national quantitative surveys across more than 8,000 Americans, supplemented by qualitative data collected over the course of 2020. For all quantitative studies referenced, More in Common collaborated with global data and public opinion company YouGov for fieldwork, survey execution, and data tabulation.

Quantitative National Surveys

American Fabric

More in Common conducted a large-scale representative survey of American adults to understand experiences and beliefs related to American identity. The survey was conducted among a sample of 4,456 US adults from July 11-20, 2020. Approximately 2,000 of the overall sample are a subset of respondents who had participated in an earlier survey of 8,000 participants on political attitudes in the United States, the results of which were published in October 2018 in the report *Hidden Tribes: A Study of America's Polarized Landscape*.

This study has an overall margin of error of +/- 1.7 percent and higher for analyzing subgroups. Some sections were randomly assigned to half of the respondents, and for those questions the margin of error is +/- 2.2 percent. The data was weighted using propensity scores and post-stratification, with a sampling frame built from the 2018 American Community Survey (ACS). The propensity score function included gender, age, race, education, and region. The weights were then post-stratified on 2016 Presidential vote choice, and a four-way stratification of gender, age (4-category), race (4-category), and education (4-category). The weights were then trimmed at a maximum value of 7, and then re-centered to have a mean of 1.

The New Normal? A 7-country comparative study on the impacts of COVID-19

The second survey cited in this study is *'The New Normal?'*. The US fieldwork was completed from June 19-22, 2020 and consisted of a representative sample of 2,070 American adults. Participants were recruited, surveyed, tabulated, and weighted using the same methods as in the American Fabric survey.

Post-election Omnibus Polling

The final survey cited in this study was completed immediately after the 2020 national election, from November 4-6, and comprised fewer than 10 questions. It was fielded among 2,000 Americans. These questions have an overall margin of error of +/- 2.1 percent and higher for analyzing subgroups.

Qualitative Research

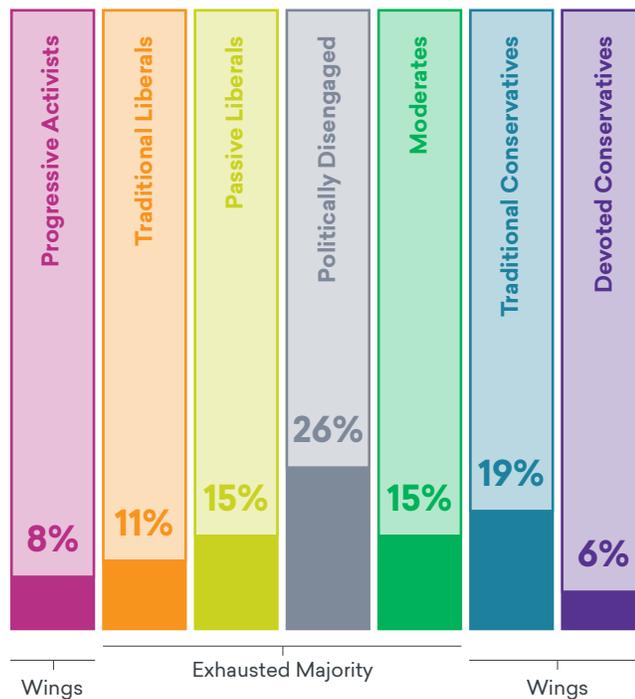
Hidden Tribes Live

From April through November 2020, More in Common maintained and engaged a qualitative research panel with a total of approximately 250 participants, distributed across multiple waves of recruitment. Participants were recruited to represent an approximately representative sample of Americans, including by gender, race, age, geographic region and political party identification. Participants engaged in activities several times per week via an online research platform (Recollective) where they answered surveys, submitted text responses, uploaded self-recorded videos, participated in group discussions, and completed other activities. The topics explored on the platform ranged from national politics to cultural issues to their lives and identities. Respondents received modest compensation in return for their participation. Their quotes have been edited for punctuation, spelling and length, and all names have been changed to preserve anonymity.

Hidden Tribes Segments

Throughout this report we make reference to the segmentation produced in Hidden Tribes (2018) through a k-means statistical segmentation process based on core beliefs variables. From left to right, these are the categories: Progressive Activists, Traditional Liberals, Passive Liberals, Politically Disengaged, Moderates, Traditional Conservatives, and Devoted Conservatives.

The Hidden Tribes of America



Here's a quick snapshot of each group:

Progressive Activists (8 percent of the population) are deeply concerned with issues concerning equity, fairness, and America's direction today. They tend to be more secular, cosmopolitan, and highly engaged with social media.

Traditional Liberals (11 percent of the population) tend to be cautious, rational, and idealistic. They value tolerance and compromise. They place great faith in institutions.

Passive Liberals (15 percent of the population) tend to feel isolated from their communities. They are insecure in their beliefs and try to avoid political conversations. They have a fatalistic view of politics and feel that the circumstances of their lives are beyond their control.

The Politically Disengaged (26 percent of the population) are untrusting, suspicious about external threats, conspiratorially minded, and pessimistic about progress. They tend to be patriotic yet detached from politics.

Moderates (15 percent of the population) are engaged in their communities, well informed, and civic-minded. Their faith is often an important part of their lives. They shy away from extremism of any sort.

Traditional Conservatives (19 percent of the population) tend to be religious, patriotic, and highly moralistic. They believe deeply in personal responsibility and self-reliance.

Devoted Conservatives (6 percent of the population) are deeply engaged with politics and hold strident, uncompromising views. They feel that America is embattled, and they perceive themselves as the last defenders of traditional values that are under threat.

For more information about the methodology and the segments, visit www.HiddenTribes.us.

Common Starting Points

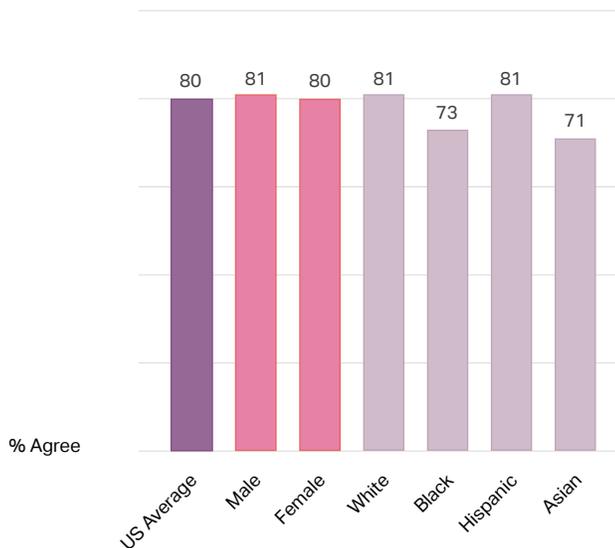
“Growing up and today, it’s rare to see Asians as Americans in any type of media. I feel American. I grew up in America. And I love America. But there is always that doubt that you aren’t truly accepted.”

— Anna, Moderate, California, Gen X, Asian

To better understand the fundamental issues of identity and belonging, we first explore what Americans share. Harnessing what is shared can help indicate the direction of an American identity capable of bringing Americans together. Most Americans share pride and gratitude to be Americans and to live in America, with a widely held perception that America stands out as a nation of freedom.

Most Americans feel positively about their American identity. Seventy-four percent are proud to be American, 80 percent are grateful, and 75 percent convey that being American is an important part of their identity. This dynamic holds across genders and races, but there is pronounced variation by political ideology and generation.

Figure 1 Gratitude to be American



Please tell us how much you agree or disagree with the following statement:
I am grateful to be American.
Source: More in Common (July 2020)

Older generations, regardless of ideology, are nearly all proud and grateful to be American, while the sentiment is less common among the youngest generations. Possible drivers for this difference emerged in our qualitative research. The first is historical: older generations recalled both negative events and positive national events occurring in their lifetimes, while younger generations had few, if any, memorably positive events to cite. The second is cultural: for example, younger generations have lived during a period of increased globalization and decreased emphasis on national identity relative to the broader Cold War period. The third is experiential: perhaps people generally increase in their positive attachment to their country as they age.

Indeed, this pattern is not unique to the United States: More in Common’s research has found a similar pattern in other western democracies, such as in the October 2020 *Britain’s Choice* study.⁴

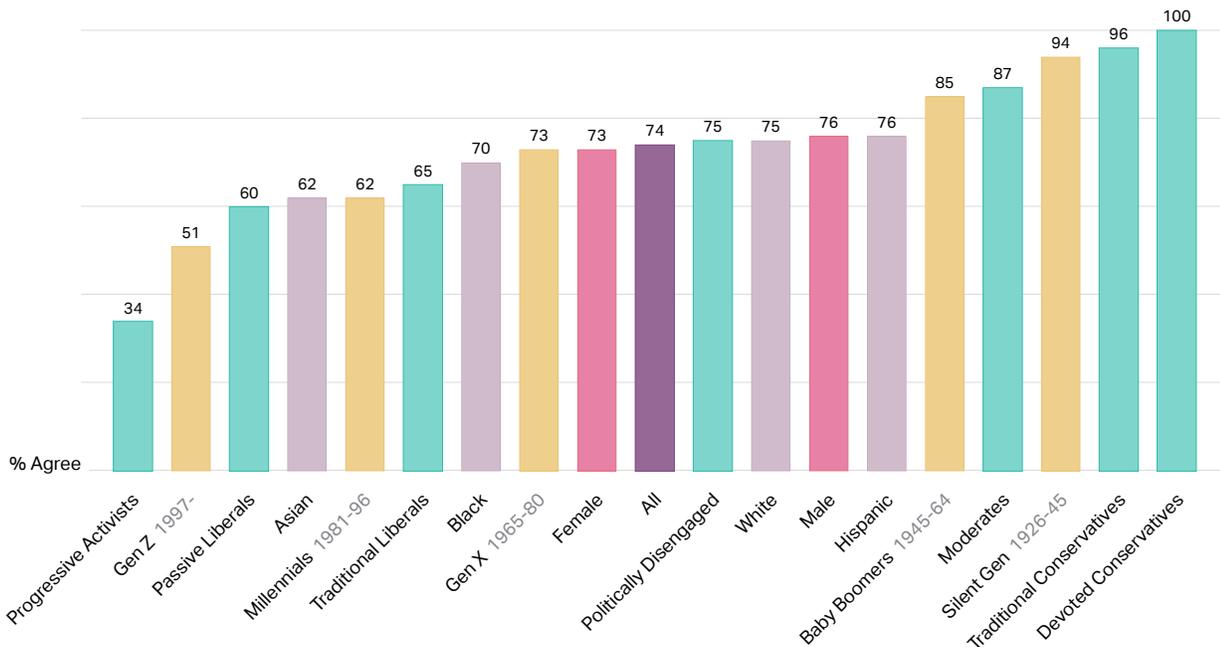
“I have always felt proud of my nation, even though my family has been negatively affected in the past. I’m black and my grandfather was a soldier in WW2. He told me even though minority soldiers were treated terribly at that time, that the United States is still the best country a black person could be raised in. [...] So while I can acknowledge the dark past that America has, I am also very grateful to live here, even with this damn coronavirus. I am the first member of my family to graduate college, buy a house, save funds to put my own children through college, have traveled to many countries. I feel a sense of pride being an American and its always amazing when I go to different countries and the people I interact with are fascinated by America and ask me many questions.”

— Sylvia, Traditional Conservative, Nevada, Gen X, Black

“I’m most proud of being an American. I was born and raised here. I’m grateful to live and be a part of a country with so many freedoms. I allowed my first-born to join the military at age 17, to protect these freedoms. I love the American flag. I stand at attention, near tears, every time The Star-Spangled Banner is sung. My country is not a perfect country but the good outweighs the bad.”

— Marisol, Traditional Conservative, New York, Gen X, Hispanic

Figure 2 Pride in Being American



Please tell us how much you agree or disagree with the following statement: I am proud to be American.
Source: More in Common (July 2020)

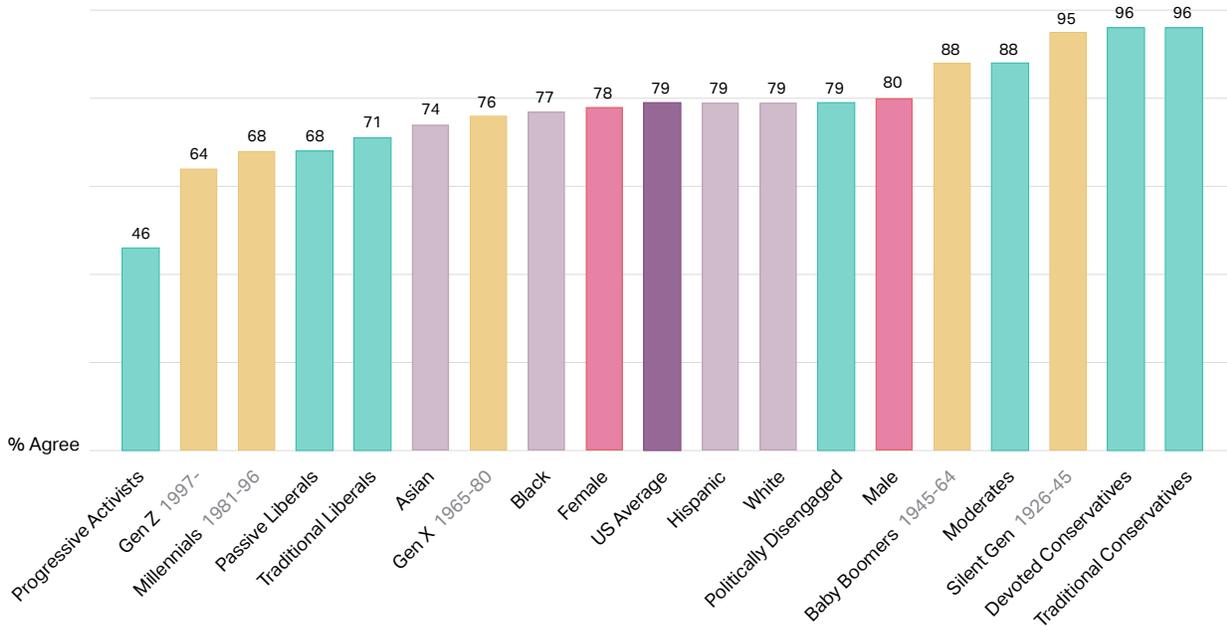
⁴ Juan-Torres, Míriam and others, *Britain’s Choice: Common Ground and Division in 2020s Britain*, (More in Common, 2020), p141-146, <https://www.britainschoice.uk/>

However, gratitude and pride in American identity varies the most by ideology. The growing divide in perceptions between progressives and conservatives has been documented in previous studies, including *Hidden Tribes*. In this survey, Progressive Activists are the only major group surveyed where less than half (34 percent) express that they are proud to be American. The reverse is true of Devoted Conservatives, 100 percent of whom are proud to be American — exceeding their levels of pride in race, religion, party, and even family role.

The discrepancy between these two perspectives has several plausible explanations. First, these groups differ substantially in their moral foundations, particularly around relevant foundations of loyalty and fairness. Secondly, they differ in the degree to which they prioritize and place importance in their national identity versus other identities, such as their political ideology. Third, it could be related to their differences in evaluation of the conduct of the United States. Across questions that assess America’s historical and contemporary conduct — several of which are analyzed in subsequent chapters, Devoted Conservatives give significantly more favorable responses than Progressive Activists.

The findings are similar with regards to the proposition of living elsewhere in the world. If given the choice, four in five Americans indicate that they would opt to stay in the United States. The greatest differences are between the opposing ideological wings and between the oldest and youngest generations, while racial and gender differences appear relatively small.

Figure 3 Attachment to the United States



How much do you agree with the following statement: If I could choose to live anywhere in the world, I would still pick America.
 Source: More in Common (July 2020)

“I can’t stand it here. I think the country has been irreparably destroyed by a Trump presidency and that regardless of what 2020 holds, things will never be tolerable again. My husband and I have been actively looking for a way out [...] I feel so un-American I want to be gone before my 3-year-old son ever identifies as an American.”

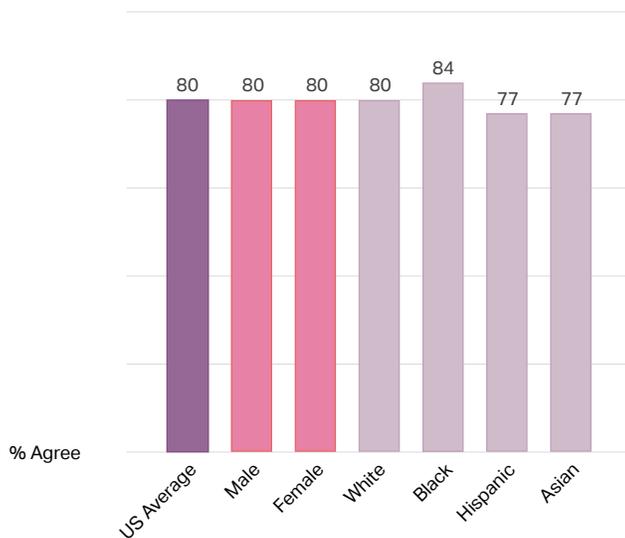
— Michelle, Progressive Activist, Florida, Gen X, white

“America is still the greatest country in the world. If you stop believing that, then why live here? You might as well give up and go live somewhere else if you think it’s so much better in another country. That’s not what patriotism is; patriots don’t turn their back on the country when it has problems and issues to face. They come together to find a solution to strengthen the country. They don’t give up on the morals and principles this country was founded on. Sure, other countries have freedom-but what other flaws and problems do they have? No country is perfect. I’d rather live here knowing I have the ability to make change and fight for what I believe in.”

— Veronica, Traditional Conservative, California, Baby Boomer, white

Finally, there is relatively little disagreement about the extent of America’s freedoms relative to the rest of the world. Overall, 4 in 5 Americans agree with the statement that “America has more freedom than any other country,” a consensus that cuts across genders and major racial groups. Furthermore, references to freedom were among the most commonly cited defining traits of the United States in focus groups and interviews.

Figure 4 Freedom in America versus Elsewhere



To what extent do you agree or disagree with the following statement:
America has more freedom than any other country.
Source: More in Common (July 2020)

“The United States is a country that offers many the possibility of freedom from an over-assertive government, or instability in times of war. I feel that the Statue of Liberty is a great symbolic representation of this as it states to those who are facing great troubles that the United States are a place of freedom and safety to create a greater life for yourself and your family.”

— Kyle, Traditional Liberal, Pennsylvania, Gen Z, white

America in Comparison

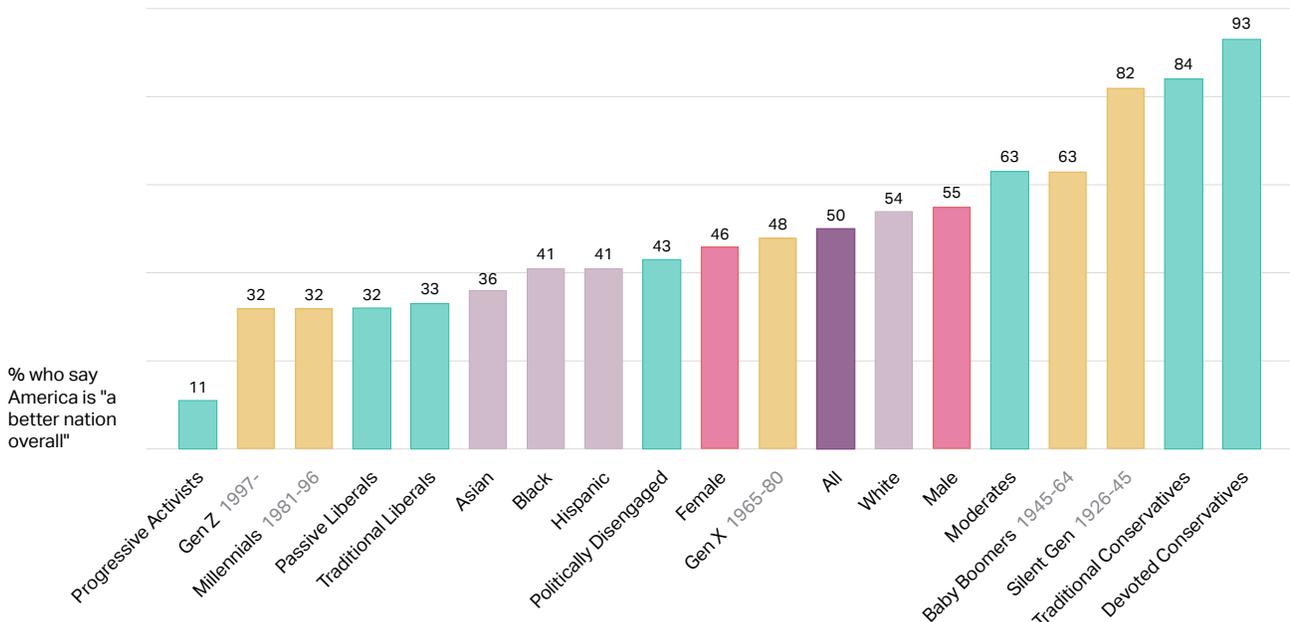
“I consider myself blessed to have been born an American. One of my parents was American born, the other went through all the frustrating steps to become an American citizen. My mother made sure we knew that the life we have in America, no matter how difficult, is heaven compared to any other country. She would share stories that made me sad. [...] We enjoy so many freedoms by being Americans. We need to appreciate and teach our children to love our country.”

— Teresa, Traditional Conservative, California, Baby Boomer, Hispanic

Debates about how America compares too often present a false choice between American perfection and American failure — seeing the United States as unique in every respect (ignoring the successes of many diverse, liberal democratic nations) or as the source of just about all injustice globally. It is striking how few Americans adhere to either of these perspectives, given their prominence. Most Americans have a more nuanced picture of a country with both flaws and strengths.

Americans are split as to whether America, broadly speaking, should be considered a “better nation overall”. 50 percent say America is better, 34 percent say it is similar to others, and 16 percent say that it is worse overall. Those more positively inclined towards rating America highly are more likely to be male, older, and more conservative, while those more critical are more likely to be Black, Asian, younger, and more liberal. Generational differences are stark: while 82% of Silent Generation and 63% of Baby Boomers responded that the US is a better country, only 32% of both Gen Z and Millennials share their perspective. The gap between the ideological wing groups is larger still.

Figure 5 Comparing America, Overall



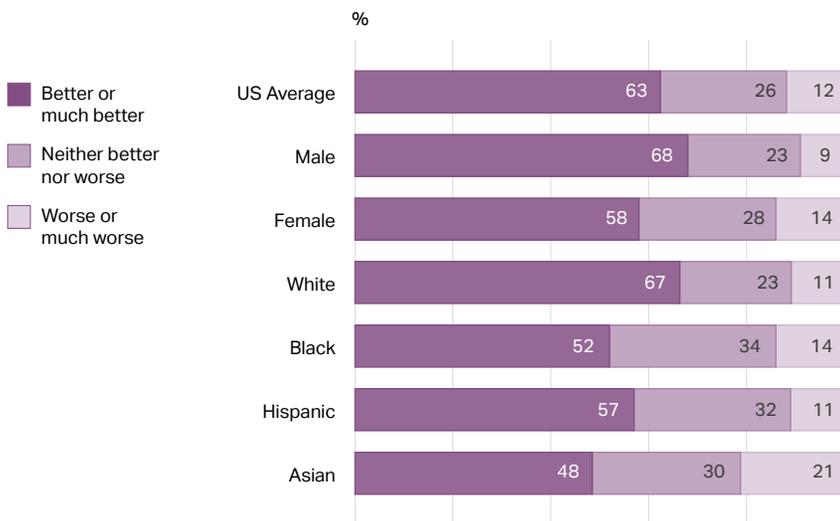
Taking all things together, when compared to most other countries, is America...?
 A worse nation overall; Similar to other nations; A better nation overall.
 Source: More in Common (July 2020)

“When Reagan demanded that Gorbachev tear down the wall in Berlin [...] the fact that America was concerned about the treatment of others was a great example of the basis of the American democracy. I felt pleased that freedom was the root of America.”

— Vanessa, Passive Liberal, Michigan, Baby Boomer, Black

There is slightly more consensus that *life* in the United States is generally better than elsewhere. About three in five Americans (63 percent) say that life in the United States is better than in countries around the world, while few (12 percent) believe it to be worse and others (26 percent) don't see it clearly as either. Differences between genders and races are relevant here. Men are ten percentage points more likely (68 percent) than women (58 percent) to view life here as better than in countries around the world, as are white Americans (67 percent). Non-white Americans lean clearly toward assessing it as better too, but in lower numbers: Hispanic Americans (57 percent), Black Americans (52 percent), and Asian Americans (48 percent).

Figure 6 Life in the US versus Elsewhere



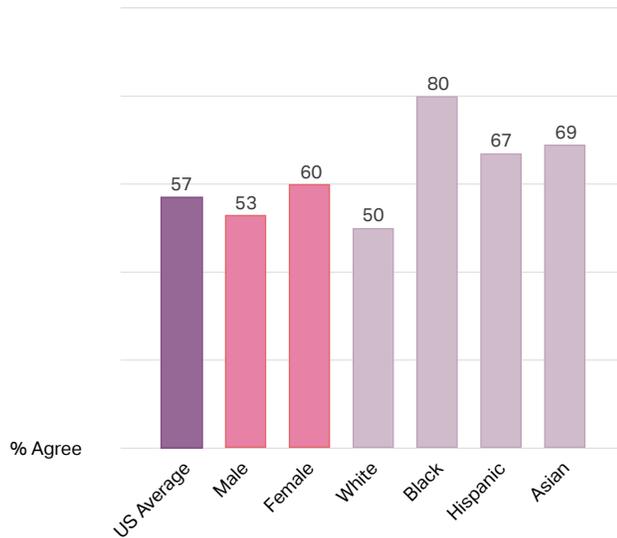
Compared to countries around the world, life in the United States is...
 Much better; Better; Neither better nor worse; Worse; Much worse.
 Source: More in Common (July 2020)

“Here is my viewpoint on why America is NOT great: We have a nation of very rich people, we also are a nation of a vast amount of homeless people. We have freedoms, so do some other countries. We have freedoms, yet a large amount of adults don't seem to handle 'freedoms' appropriately. We are a nation where food is plentiful, yet, there are people going hungry AND food is being wasted. People don't just get angry, they get angry and verbally abuse, or shoot people, (or do other violent acts upon others). We have to be worried when our children are in school and be concerned about school shootings. [...] Just at what point can we look at ALL of the negatives, and know, that this is not great anymore? I think we have already gotten to this point. [...] If we don't identify the problems AND FIX them, America will never be great again, no matter how many people stand up for it and claim that it is.”

— Kristen, Passive Liberal, California, Baby Boomer, white

Figure 7

How Americans Have Treated Each Other



To what extent do you agree or disagree with the following statement:
Compared to other countries, Americans have historically treated each other poorly.
Source: More in Common (July 2020)

Fully 57 percent of Americans say that “compared to other countries, Americans have historically treated each other poorly”. Differences in views on this question are starkest by ideology, but there are also significant differences by generation and race, with younger and non-white Americans having more negative views of Americans’ historical treatment of one another. The most convinced of America’s mistakes are Progressive Activists (82 percent), Black Americans (80 percent), Passive Liberals (77 percent), and Democrats (75 percent). Meanwhile the least convinced are Devoted Conservatives (11 percent), Traditional Conservatives (28 percent), Republicans (32 percent), and the Silent Generation (32 percent).

“When people criticize our history, these are things that happened in the past. We can't change it. We need to learn, get better and move on. We can't judge history and how things were done using our present view and values. That is not productive[...] There are protest movements which have made America a better country. To me the most relevant examples are the many protests for civil rights (Selma, Alabama, Rosa Parks, etc.) These were protests to improve the way a significant number of American citizens (African-Americans) were treated and providing them the rights of every other citizen. We still have a ways to go, but there has been progress... I tend to get upset because people are too quick to judge America without appreciating all the good things about it.”

— Ronald, Traditional Liberal, New Jersey, Baby Boomer, white

Divergent Views: Race and History

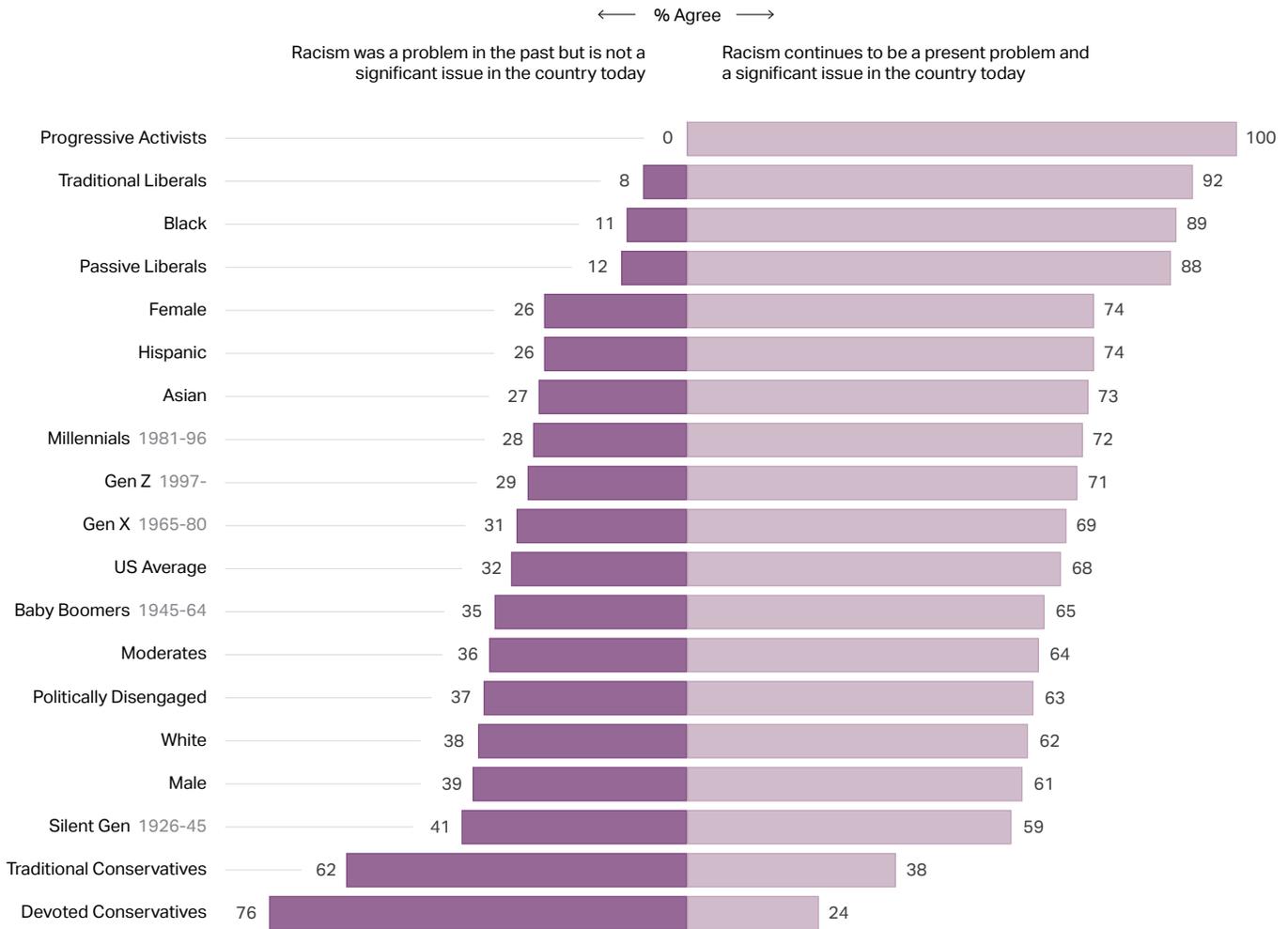
“We shouldn't try to erase the past, but we should also remember to see it as a way to be hopeful for the future. Sometimes when it feels like everything is hopeless and going to hell in a handbasket, it's good to remember that on the whole we have been improving as a country.”

— Caroline, Politically Disengaged, New York, Millennial, white

Views on history and racism diverge meaningfully among Americans. Disagreements persist about the nature of past events - especially slavery and the treatment of Native Americans - and their bearing on our lives today. These debates can often feel disconnected from the nuanced ways in which most Americans talk about these issues. Understanding the ways in which these outlooks differ is the first step towards an effective reconciliation with the past and a robust reckoning with racism. America's willingness to reckon with its past is critical to address ongoing racism and to ultimately fulfill its promise to all its people.

Two-thirds of Americans believe that racism “continues to be a present problem and a significant issue in the country today”, rather than being “a problem of the past but not a significant issue in the country today”. Majorities of every major racial group, gender and generation agree that racism persists as a problem in the country today, Black Americans (89 percent) and women (74 percent) are among the groups that are most fully aligned in their response. Traditional and Devoted Conservatives are the only groups where a majority does not perceive racism as a significant problem today.

Figure 8 Racism in America Today



Which of the following statements do you agree with more?
 Source: More in Common (July 2020)

“White people created the racism that we are dealing with right now, here, in the US, today. Our country is literally built on the foundation that black people can be owned as slaves. That they are 3/5 of a person. Slavery, segregation, discrimination, POC disproportionately affected by poverty, drugs, imprisonment, etc--- and again, systemic state sanctioned murder - it's all related. If black people had been treated as equals from the beginning, where would we be now? Racism is taught. [...] White people shut this conversation down largely because it forces us to face our own problematic relationship with race... we're literally never going to make any forward motion if we can't talk about white racism without playing the “whataboutism” card.”

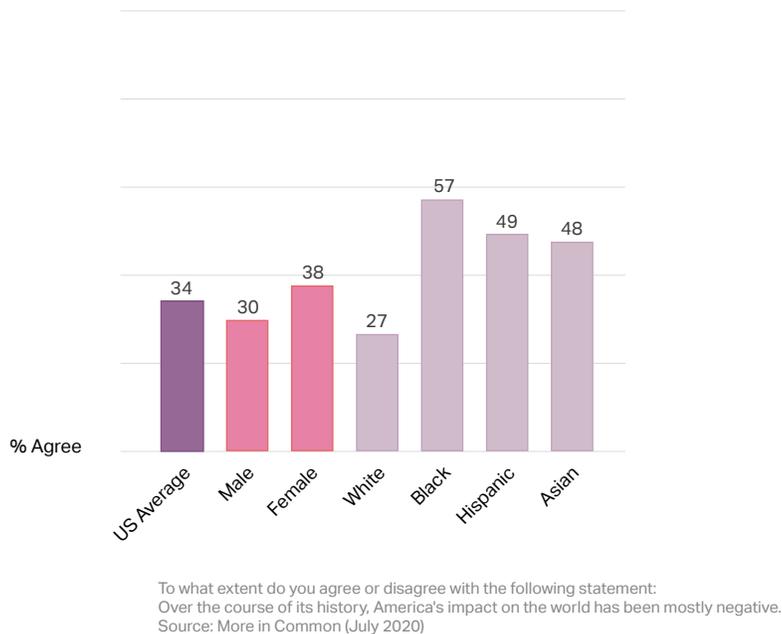
— Michelle, Progressive Activist, Florida, Gen X, white

“I know that “systemic racism” means that established systems have a built-in bias that punishes or discriminates against people from a particular race or ethnic origin. [...] I guess have a lack of understanding of definitive line of demarcation between systemic racism and a lack of personal accountability. I know that sounds crass and insensitive, but it seems that the “Victim Card” is being played a lot.”

— Nathan, Traditional Conservative, Arizona, Baby Boomer, white

Most Americans have a more favorable view when considering the country’s impact on the world over the course of American history. Race is of clear significance here: 57 percent of Black Americans believe America’s historical impact to be negative, alongside one in two Hispanic Americans (49 percent) and Asian Americans (48 percent), only 27 percent of white Americans hold this belief. In qualitative discussions, participants frequently speak both of a harmful past and of meaningful progress. Many hold a view of American history as a story involving many injustices but also containing a trajectory of correction and improvement. This view complicates any simple depiction of the country as either positive or negative.

Figure 9 America's Impact on the World



“I was born in 1960 so the first memory I have of what has defined America as a nation, or when I became aware of it was the [assassination] of Martin Luther King, on April 4, 1968. I was almost 8 years old, and before he was assassinated, I knew what it was to be black. [...]

My next memory was the next year, 1969 [...] I was in 4th grade, and that year, I was bused to a school in downtown, and my former elementary school was converted to a middle school for Black and White kids [...] What I most recall is the White teacher called my parents that evening, to ask how I was doing. It was my first time knowing that a White person reached out to Black families, for any reason that was positive. [...]

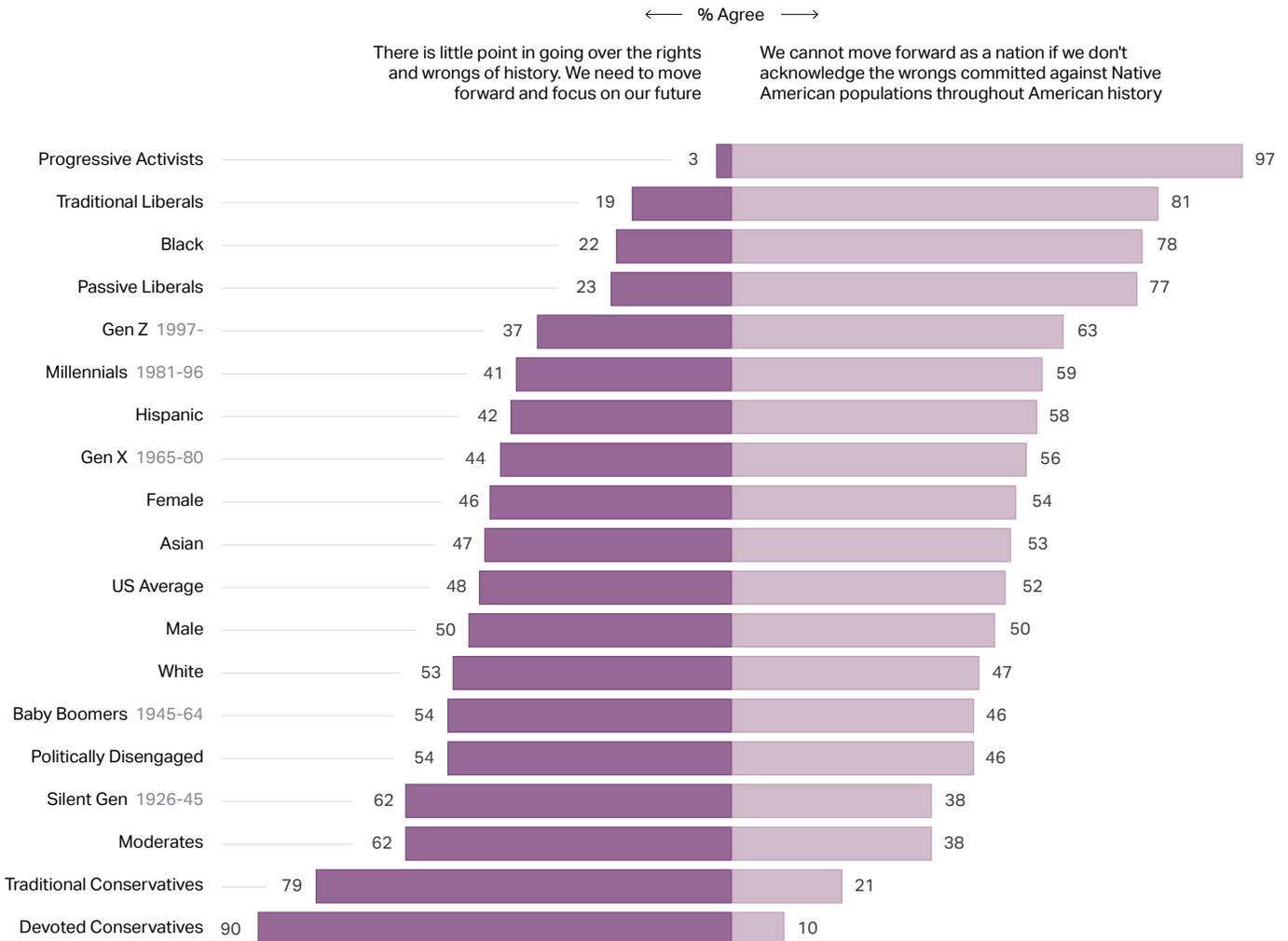
The next part of the definition of America for me was 9/11/2001, when I learned that we were ALL at risk, White, Black, Hispanic, and any other ethnicity. By this time, I had friends and colleagues of every one of these ethnicities, and we all cried together [...]

The next event I wish to mention is the killing of George Floyd by the police officer in May 2020. I realized that the younger generations will not put up with what Blacks and other minorities put up with anymore [...] My prayer is that the rest of America's definition will continue in this vein."

— Rita, Passive Liberal, Tennessee, Baby Boomer, Black

This moral trajectory is reflected in an ambivalence about addressing the past versus focusing on the future. On acknowledging the wrongs committed against Native Americans, for instance, there is significant variation in views across race, generation, and ideological groups. While 52 percent agree that "we cannot move forward as a nation if we don't acknowledge the wrongs committed against Native American populations," 48 percent consider that "there is little point" to that, agreeing instead that we "need to move forward and focus on our future".

Figure 10 Moral Responsibility towards Native Americans



Which of the following statements do you agree with the most?
Source: More in Common (July 2020)

“The statues and monuments of the Founding Fathers and other Presidents is more nuanced and complex. [...] While I can understand the argument on both sides and I do agree that both the historical figure and the monument have to be evaluated on a case by case basis, I will always lean to the side of never honoring anyone anywhere that has committed atrocities against human kind on a large scale. This does not even qualify as expecting people to be perfect or considering the time in which they lived. Genocide, slavery, mass murder, rape, castration and beating directly or indirectly cannot be excused or forgiven.”

— William, Progressive Activist, South, Baby Boomer, Black

Belonging

“Being a veteran [...] I do feel a bit patriotic when I see an American flag, but as a black man living in America I tend to feel as though I don't belong.”

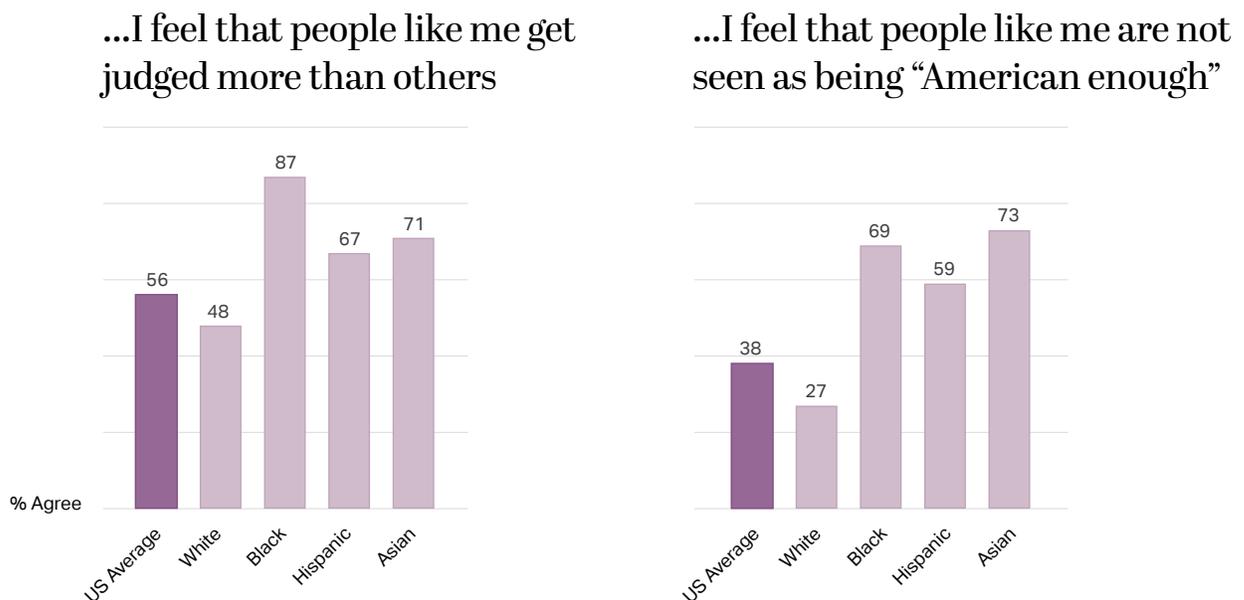
— Manuel, Moderate, North Carolina, Gen X, Black

National identity is about more than a set of beliefs or attitudes, or a shared experience of common geography. It is also about the feeling of belonging – of being accepted and recognized within a group, and feeling ‘at home’ within that group. The creedal promise of American identity is to provide such a place of belonging to all – as the inscription on the Statue of Liberty promises, to “lift my lamp beside the golden door” to all those tired, poor and “huddled masses yearning to breathe free”.

Today, whether Americans feel at home and are considered by others as ‘American enough’ varies significantly by their race, generation and ideology. Many Americans have only a weak sense of belonging, often related to their understanding that many other Americans do not fully accept or respect them. The realization of a creedal nation depends on a strong sense of belonging; and as of today, this remains a complex and unfinished work.

Americans differ in their sense of belonging by race: non-white Americans generally feel that they belong less than white Americans do. Fully 87 percent of Black Americans feel that “people like me” are “judged more than others,” compared to 71 percent of Asian Americans and 67 percent of Hispanic Americans. But even among white Americans, who constitute a majority of the population, almost half (48 percent) report feeling judged more than others. Meanwhile, the groups most likely to say that they are not perceived as being “American enough” are Asian Americans (73 percent), Black Americans (69 percent), and Hispanic Americans (59 percent), with this sentiment being expressed by only 27 percent of white Americans.

Figure 11 Today in America...



For each of the following statements, please state whether you agree or disagree. Today in America...
I feel that people like me get judged more than others.
I feel that people like me are not seen as being “American enough”.
Source: More in Common (July 2020)

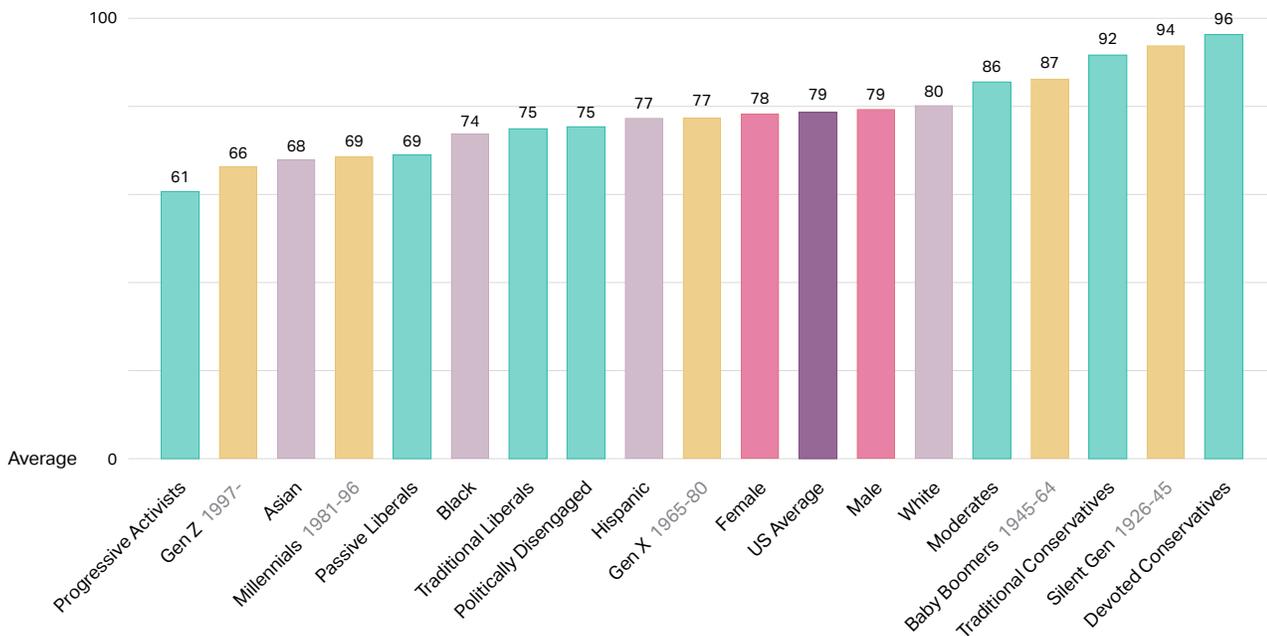
Americans also differ in their experience of belonging by generation. On a 100-point scale of self-reported sense of belonging in America, the Silent Generation averages 94 while Gen Z registers only at 66. While 23 percent of the Silent Generation and 43 percent of Baby Boomers express that they at least “somewhat often” feel that people like them are “unwanted or disliked” in the United States, fully 54 percent of Millennials and 56 percent of Gen Z report the same. Gen Z is also the only generation where a majority (53 percent) reports that they “feel that people like me are not seen as being ‘American enough’”.

“Nothing that comes easy is worth a hill of beans. Besides you can't succeed without failing, it's all a part of life and self-growth and self-improvement. The rest of the world may see the US as a young country but we're over 200 years old--maybe we would be considered a teenager growing and maturing into a stage of open rebellion, but we still have a cheat sheet that will help us find a way back home.

There are some that would want to burn everything down and start over -- a hard reset. But I'm against that idea because it's not necessary. We can still salvage a lot of the good still left of our country. The Founding Fathers weren't fools: they know how to set up a country and system that works even in this day and age. Their words might be out of date, but their ideas were well thought out.”

— Xufan, Moderate, Wisconsin, Baby Boomer, Asian

Figure 12 Belonging in America



How much do you feel like you belong in America? Please use the scale below where 0 means you do not feel like you belong in America at all, and 100 means there is no doubt in your mind that you belong in America.
Source: More in Common (July 2020)

The tribes hold relevance in the evaluation of belonging too — perhaps to a surprising degree. Of all groups studied, Progressive Activists self-reported the lowest sense of belonging, averaging 61 out of 100. By contrast, Traditional and Devoted Conservatives each reported numbers above ninety, and Devoted Conservatives provided the highest average in the study (96).

Levels of belonging are similar at national and local levels. Two thirds (67 percent) of Americans feel a sense of belonging to their local community, while slightly more (73 percent) feel connected to their fellow Americans. Here again, connection to local community is much stronger among older generations. While 84 percent of the Silent Generation and 76 percent of Baby Boomers feel “a strong sense of connection” to their local communities, just 57 percent of Millennials and 56 percent of Gen Z report the same. Given the apparent interrelationship between local and national belonging, an important question to explore is whether the process of developing a stronger sense of belonging to the United States is a downstream effect of better integration with a local community, or vice versa. Better understanding the interaction between national and local community identities could help answer that question, and could help shape efforts to strengthen Americans’ sense of connection to their local community and their country.

“The most important change I see in the last weeks is the union and support in each community. People helping each other has become something I wish to last long [after] this pandemic [has] passed.”

— Vicente, Politically Disengaged, New York, Gen X, Hispanic

“When I think of the best parts of America, I do think of communities coming together for a good purpose, of strangers helping each other. And I can’t help but think of how we greet new neighbors with homemade sweets and offer to cook for a tired friend and come together for potlucks because food is a huge way we show our love and for each other.”

— Megan, Progressive Activist, Indiana, Gen Z, white

Civic Norms

“To believe in equality and freedom is [what] matters most to be an American. That’s what America stands for to the world.”

— Linda, Passive Liberal, Illinois, Gen X, Asian

In a context of political polarization, agreeing on civic behaviors can help to maintain norms as disagreements deepen and conflict emerges. Identifying shared notions of responsibility to the country and to local communities can be a key to reducing the conflict. In the United States today, there is a considerable degree of overlap across parties in notions of civic responsibility—spanning a wide range of forms of behavior. This set of core civic behaviors can demonstrate the value and practical relevance of the common creedal elements of American identity.

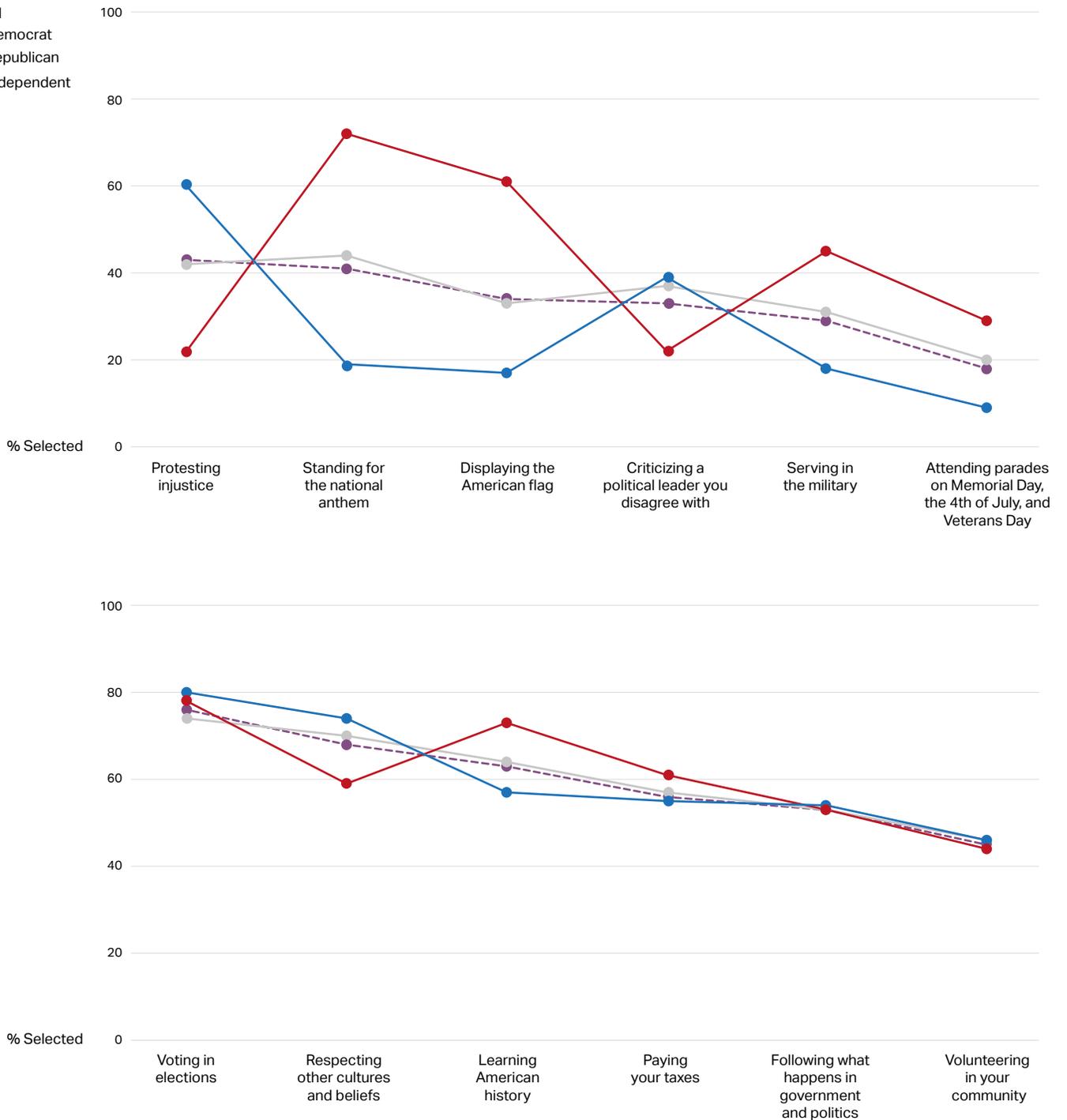
Flashpoints in cultural debates — such as whether all Americans should stand during the national anthem — can overshadow meaningful alignment among Americans around a core set of civic responsibilities. Majorities of Americans agree that voting in elections (76 percent), respecting other cultures and beliefs (68 percent), learning American history (63 percent), and paying your taxes (56 percent) are important to “being a good American.” Relevantly, these civic or political behaviors are also agreed upon across political parties: a majority of Democrats, Republicans and independents all recognize the importance of each of these norms.

In aggregate, these popular traditions encompass a set of social responsibilities to others: being tolerant of the diversity in our society, contributing towards our shared needs, and being informed — both of our past and our present reality. Of course, partisan differences are notable around the relative importance of several civic behaviors and norms. Devoted Conservatives, Traditional Conservatives and Republicans generally place more emphasis on military service and on the symbols of the flag and national anthem. By comparison, Progressive Activists, Traditional Liberals and Democrats on the whole place more emphasis on addressing injustice. Nevertheless, the shared norms of tolerance, contribution and awareness may provide some indication of shared values that can be drawn upon to advance depolarization efforts or other national projects across party lines.

However, the range and alignment around behaviors considered “important” does vary meaningfully by both generation and race. For instance, voting in elections is identified as important to being American by more of the Silent Generation (96 percent) and Baby Boomers (88 percent) than of Millennials (59 percent) or those in Gen Z (55 percent). Similarly, while 71 percent of the Silent Generation and 54 percent of Baby Boomers consider it important to stand for the national anthem, just one in four among Millennials and Gen Z (both 24 percent) agree. Similar gaps exist across most items tested, suggesting that older generations may associate a larger set of behaviors and norms with being American than younger generations.

Figure 13

Traditions and Values Important to "Being a Good American"



In your opinion, which of the following traditions and values are important to being a good American? Select all that apply.
 [Full list included in appendix.]
 Source: More in Common (July 2020)

“It’s not what I have to do as an American, it’s what I have to do as a person. As a person, I have responsibility to make sure that no one suffering when I can help.”

— Dorothy, Traditional Liberal, Rhode Island, Baby Boomer, Black

“Patriotism is embodied by a belief in and respect for one’s country (e.g., respect for the flag, an understanding of civics and history, etc.) as well as understanding the application of the above in today’s country. For example, a true patriot understands that the restrictions in place for COVID-19 are for the public good versus an infringement of one’s rights.”

— Brandon, Traditional Liberal, Wisconsin, Gen X, white

On matters of American history and cultural observances in particular, there are significant differences among people grouped by racial identity. In general, white Americans associate more civic behaviors and norms with being a “good American” than do non-white Americans. For instance, while 70 percent of white Americans view “learning American history” as important to being a good American, Hispanic Americans (51 percent), Asian Americans (54 percent), and Black Americans (39 percent) are less likely to indicate the same. Similarly, standing for the national anthem is perceived as important to being a “good American” among half of white Americans (49 percent), but less so among Hispanic Americans (31 percent), Asian Americans (26 percent), and Black Americans (14 percent). The exception to this trend is “protesting injustice,” where differences based on race are much smaller. Perhaps reflecting the widespread participation in protests after the murder of George Floyd earlier in 2020, some 53 percent of Black Americans perceive protesting justice as important to being a good American, with only slightly lower numbers among Asian Americans (46 percent) and Hispanic or white Americans (both 42 percent).

Civic norms apply in contexts beyond the national level: local communities are key spaces for helping these civic norms to strengthen and grow. Earlier in 2020, More in Common’s research on attitudes relating to the COVID-19 pandemic found twice as many people took pride in their local community’s response compared to America’s response nationally. Americans also tend to see their local communities as less divided than the country overall — while 94 percent of Americans believe the country is ‘divided politically’, only 52 percent of Americans see their local community as politically divided.

Among the polarized wing groups, there is above average endorsement of local volunteering — compared to a national average of 45 percent feeling that “volunteering in your community” is important to being “a good American,” this view is held by some 66 percent of Progressive Activists and 57 percent of Devoted Conservatives. This local experience may provide opportunities for countering the effects of social media interactions that can deepen divisions. One example of a shared civic norm that bolsters the case for intentional engagement across the lines of political division⁵ is the fact that both wing groups are 10 percentage points above the national average of 42 percent in feeling that “talking to Americans with a different political perspective” is important to being “a good American”.

Any optimism about the prospect of Americans coming together around shared civic norms is diminished by the political context of President Trump making — widely discredited and rejected — claims of election fraud in the run up to and

5 For example, through bridging initiatives such as those of [Braver Angels](#) or Storycorps’ [One Small Step](#).

following the 2020 election. In a poll More in Common conducted in the days immediately following the November 2020 election, just 24 percent of those who voted for President Trump said that they “trust that the ballots are and will be counted fairly and honestly”. Lack of trust in institutions, in media and in other authorities poses a major threat to our ability to converge and work from shared civic norms and around a shared identity. Subsequent American Fabric reports will focus on this subject.

Appealing to shared civic norms and focusing on engagement at a local level can play a role in building towards an American identity that resonates across lines of division and in curbing the extremes of polarization. They represent a minimal set of norms and behaviors that most Americans aspire to embody, even if we differ deeply on the policy outcomes to which they might contribute. Many crucial questions persist, but agreement on these civic norms is a start.

“I think the most important duties that Americans have towards one another is to listen and come to an understanding. This country has shown lately that it is too fractured on political, social, racial, and even cultural lines. This is all one big country and each person is not that different from one another as they may seem at first glance. Even if someone is different, so what? This diversity is one of the core tenets of America and has been an important aspect of the country since the very beginning.”

— Joey, Progressive Activist, Illinois, Gen Z, white

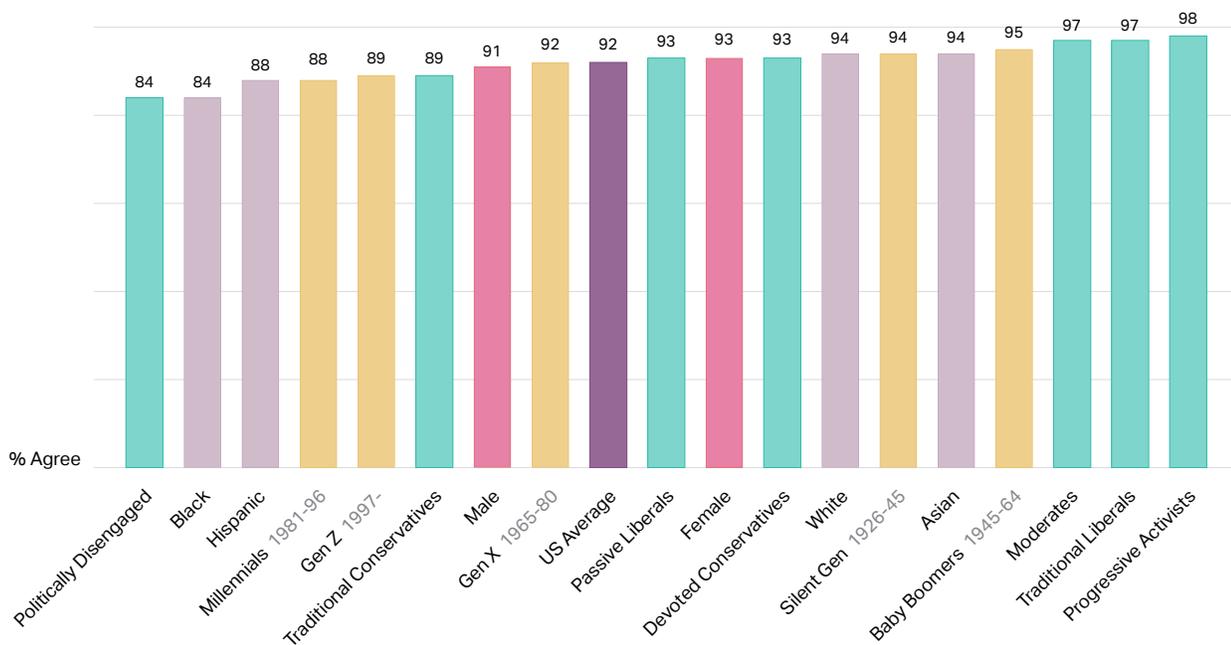
“We have a long tradition of working together on a lot of tough issues facing our country and we have overcome each one and can do it again. We can do it for the red, white, and blue. We need to be a united people standing together against our enemies that wish us harm. [...] We can make our country into a place where we can have good jobs and homes for each of its citizens. We can be a country where all are proud and every country around the world knows what the US stands for.”

— Carl, Devoted Conservative, Virginia, Baby Boomer, white

Conclusion: the journey ahead

If Americans stand apart in our understanding of the present, we stand together in our concern for the future. More than 9 in 10 Americans believe that America is “very divided politically” and are “worried for the future of America”. This strong consensus sweeps across gender, racial, regional, generational, partisan, and educational groups. With that level of alignment, taking steps to reduce our divisions can surely be viewed as a national priority. National leaders and organizations motivated to reducing these divisions can harness several meaningful dynamics and embrace a critical challenge.

Figure 14 Worry about America's Future



How much do you agree with the following statement: I am worried for the future of America.
Source: More in Common (July 2020)

First, we can recognize that Americans — although exhausted by division and pessimistic about the future — continue to feel pride and gratitude for living in the United States. Regardless of their race, religion or political party, Americans do not feel they must denounce their nationality in order to see and sympathize with the challenges confronting Americans across the country today. Instead, we can feel proud and appreciative of the best aspects of America while we work towards its improvement.

Second, we can appeal to a common sense of Americans' responsibilities to the country. The shared sense of what it means to be a “good American” spans notions of multicultural tolerance, shared contribution, and political engagement. The behaviors needed to coordinate the rebuilding of trust and civility are commonly acknowledged and should be leveraged towards commitment to shared principles and aspirations.

Finally, we must tell a sincere story about the history of the United States that contains nuance about our clear wrongdoings and about our unique principles. We must be truthful about the flaws of our past and their continued impacts, but we can do so while honoring our accomplishments and elevating our aspirations of equality and opportunity. This renders the complexity more honestly and has the potential to speak across the ideological spectrum powerfully.

More in Common is just one player in a larger eco-system of political and cultural actors who, fueled by the urgency of the moment, can coalesce around a narrative of national progress that embraces both accountability and grace, emphasizes our individual rights vis-a-vis our responsibilities to each other, and that envisions a society where every American feels seen and respected.

American Fabric Appendix

Methodology

The data cited in this report were sourced through four national quantitative surveys across more than 8,000 Americans, supplemented by qualitative data collected over the course of 2020. For all quantitative studies referenced, More in Common collaborated with global data and public opinion company YouGov for fieldwork, survey execution, and data tabulation.

Quantitative National Surveys

American Fabric

More in Common conducted a large-scale representative survey of American adults to understand experiences and beliefs related to American identity. The survey was conducted among a sample of 4,456 US adults from July 11-20, 2020. Approximately 2,000 of the overall sample are a subset of respondents who had participated in an earlier survey of 8,000 participants on political attitudes in the United States, the results of which were published in October 2018 in the report *Hidden Tribes: A Study of America's Polarized Landscape*.

This study has an overall margin of error of +/- 1.7 percent and higher for analyzing subgroups. Some sections were randomly assigned to half of the respondents, and for those questions the margin of error is +/- 2.2 percent. The data was weighted using propensity scores and post-stratification, with a sampling frame built from the 2018 American Community Survey (ACS). The propensity score function included gender, age, race, education, and region. The weights were then post-stratified on 2016 Presidential vote choice, and a four-way stratification of gender, age (4-category), race (4-category), and education (4-category). The weights were then trimmed at a maximum value of 7, and then re-centered to have a mean of 1.

The New Normal? A 7-country comparative study on the impacts of COVID-19

The second survey cited in this study is *'The New Normal?'*. The US fieldwork was completed from June 19-22, 2020 and consisted of a representative sample of 2,070 American adults. Participants were recruited, surveyed, tabulated, and weighted using the same methods as in the American Fabric survey.

Post-election Omnibus Polling

The final survey cited in this study was completed immediately after the 2020 national election, from November 4-6, and comprised fewer than 10 questions. It was fielded among 2,000 Americans. These questions have an overall margin of error of +/- 2.1 percent and higher for analyzing subgroups.

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American Fabric

1. Please tell us how much you agree/disagree with the following statements. **[I am proud to be...]**
2. Please tell us how much you agree/disagree with the following statements. **[I am grateful to be...]**
3. **How important to you** are each of the following **parts of your identity**?
4. How much do you agree with the following statements?
*I feel a **strong sense of connection** to my **local community***
*I am **worried** for the future of my **local community***
*My **local community** is very **divided politically***
*In my **local community**, I am friends with people who I **disagree with about politics***
*I feel a strong sense of **connection to other Americans***
*I am **worried** for the future of **America***
America** is very **divided politically
5. To what extent do you agree or disagree with the following statements?
***America has more freedom** than any other country.*
*Compared to other countries, Americans have historically **treated each other poorly**.*
*Compared to other countries, Americans have historically **treated foreigners poorly**.*
*Over the course of its history, America's **impact on the world** has been mostly **negative**.*
6. Compared to countries around the world, life in the United States is... **[Much better... much worse]**
7. Which of the following statements do you agree with more? **[Racism was a problem in the past... / Racism continues to be a problem...]**
8. Which of the following statements do you agree with the most? **[We cannot move forward as a nation... / little point in going over history...]**
9. For each of the following statements, please state whether you agree or disagree. Today in America...
*I feel that people like me get **judged more than others***
*I feel that people like me are **not seen as being "American enough"***
10. How much do you feel like you belong in America? **[I do not feel like I belong in America at all / I have no doubt that I belong in America]**
11. How often do you feel that people like you are **unwanted or disliked in America**?
12. Taking all things together, when **compared to most other countries**, is America...?
13. In your opinion, which of the following traditions and values are **important to being a good American**? Select all that apply.

Post-election Omnibus Polling

14. Do you agree or disagree with this statement? **[I trust that the ballots are and will be counted fairly and honestly.]**

American Fabric Appendix

Total Number of Respondents	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Unweighted N	4457	570	595	583	927	774	775	233	388	1694	1038	1111	226	3066	568	523	169

Total Number of Respondents	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Unweighted N	4457	2010	2422	1903	1299	734	1698	1360	911	488	1609	1046	826	976	1733	1117	1278

1. Please tell us how much you agree/disagree with the following statements.

I am proud to be American

I am proud to be American	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	74%	34%	65%	60%	75%	87%	96%	100%	94%	85%	73%	62%	51%	75%	70%	76%	62%
Total Disagree	13%	47%	18%	18%	7%	6%	1%	0%	2%	7%	14%	19%	27%	14%	11%	7%	15%
7 - Strongly agree	55%	10%	36%	34%	55%	69%	86%	94%	83%	69%	53%	35%	32%	56%	50%	55%	36%
6	11%	10%	14%	13%	12%	11%	8%	6%	8%	9%	11%	15%	11%	10%	12%	11%	17%
5	9%	15%	15%	13%	8%	7%	2%	0%	3%	7%	9%	12%	8%	8%	8%	10%	9%
4 - Neither agree nor disagree	13%	19%	17%	22%	18%	8%	3%	0%	4%	8%	13%	19%	22%	11%	19%	16%	23%
3	5%	17%	8%	8%	3%	4%	0%	0%	0%	3%	7%	7%	13%	6%	5%	2%	6%
2	3%	12%	3%	3%	1%	1%	0%	0%	1%	2%	2%	4%	2%	3%	2%	2%	3%
1 - Strongly disagree	5%	18%	7%	8%	3%	1%	1%	0%	1%	2%	5%	8%	12%	5%	4%	3%	6%

I am proud to be American	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	74%	76%	73%	75%	74%	73%	80%	71%	71%	69%	74%	74%	74%	75%	66%	93%	70%
Total Disagree	13%	11%	14%	12%	13%	16%	8%	16%	15%	18%	12%	14%	13%	14%	20%	2%	13%
7 - Strongly agree	55%	57%	53%	56%	55%	52%	63%	53%	46%	44%	59%	50%	52%	55%	41%	82%	50%
6	11%	10%	12%	11%	11%	10%	9%	10%	14%	14%	8%	15%	12%	11%	13%	7%	12%
5	9%	9%	8%	8%	8%	11%	7%	8%	11%	12%	7%	9%	11%	9%	11%	4%	9%
4 - Neither agree nor disagree	13%	13%	13%	13%	14%	11%	13%	13%	14%	13%	15%	12%	13%	11%	14%	5%	17%
3	5%	5%	6%	5%	5%	8%	3%	7%	6%	9%	5%	5%	6%	5%	8%	1%	5%
2	3%	2%	3%	2%	3%	3%	1%	3%	4%	6%	2%	3%	4%	3%	4%	1%	2%
1 - Strongly disagree	5%	4%	5%	5%	4%	4%	4%	6%	5%	4%	5%	6%	3%	5%	7%	1%	5%

I am proud to be [selected race]

I am proud to be [selected race]	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	65%	23%	52%	59%	74%	76%	79%	82%	77%	70%	64%	59%	55%	56%	89%	83%	77%
Total Disagree	8%	34%	10%	9%	5%	3%	1%	2%	2%	3%	10%	12%	16%	10%	3%	4%	3%
7 - Strongly agree	51%	13%	33%	43%	57%	61%	67%	77%	67%	58%	50%	41%	37%	43%	79%	66%	45%
6	8%	3%	9%	9%	10%	10%	7%	4%	8%	7%	7%	10%	6%	8%	6%	9%	18%
5	6%	7%	11%	7%	7%	5%	4%	1%	3%	4%	7%	8%	11%	6%	4%	8%	15%
4 - Neither agree nor disagree	27%	43%	38%	32%	22%	22%	20%	16%	20%	27%	26%	29%	29%	33%	8%	14%	20%
3	3%	12%	4%	2%	2%	1%	0%	1%	1%	1%	4%	4%	6%	4%	2%	2%	1%
2	2%	8%	3%	2%	1%	1%	0%	0%	0%	1%	2%	3%	3%	2%	0%	0%	0%
1 - Strongly disagree	3%	14%	3%	4%	2%	1%	1%	0%	2%	1%	3%	5%	7%	4%	2%	1%	1%

I am proud to be [selected race]	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	65%	67%	64%	69%	65%	59%	73%	64%	56%	55%	69%	61%	65%	63%	62%	79%	59%
Total Disagree	8%	8%	8%	8%	8%	10%	4%	10%	11%	11%	7%	8%	9%	9%	13%	2%	7%
7 - Strongly agree	51%	51%	51%	55%	49%	44%	61%	50%	39%	36%	56%	45%	49%	49%	46%	66%	46%
6	8%	8%	8%	7%	9%	8%	7%	8%	10%	10%	7%	9%	8%	8%	10%	8%	6%
5	6%	7%	5%	6%	6%	7%	5%	6%	7%	9%	6%	7%	8%	6%	7%	5%	7%
4 - Neither agree nor disagree	27%	25%	28%	24%	28%	31%	22%	26%	34%	34%	24%	31%	26%	28%	25%	19%	34%
3	3%	3%	3%	3%	3%	4%	1%	3%	6%	4%	2%	3%	4%	4%	5%	1%	3%
2	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%	1%	2%	2%	3%	0%	1%
1 - Strongly disagree	3%	3%	3%	3%	3%	4%	2%	4%	3%	5%	3%	5%	3%	3%	5%	1%	3%

I am proud to be [selected religion]

I am proud to be [selected religion]	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	67%	46%	56%	54%	65%	77%	81%	91%	74%	74%	65%	60%	55%	66%	73%	66%	58%
Total Disagree	4%	11%	5%	5%	4%	2%	2%	0%	2%	3%	5%	5%	7%	4%	4%	6%	5%
7 - Strongly agree	53%	26%	40%	37%	51%	62%	72%	86%	65%	61%	52%	42%	38%	52%	58%	52%	43%
6	8%	8%	11%	11%	9%	9%	6%	5%	7%	8%	8%	9%	11%	8%	8%	10%	11%
5	6%	12%	5%	6%	6%	6%	4%	1%	2%	4%	6%	8%	6%	6%	7%	4%	5%
4 - Neither agree nor disagree	29%	43%	39%	41%	31%	22%	17%	9%	23%	23%	29%	35%	39%	30%	23%	29%	37%
3	1%	2%	2%	2%	1%	1%	0%	0%	1%	1%	2%	1%	2%	1%	1%	2%	2%
2	1%	4%	1%	1%	0%	0%	0%	0%	1%	1%	1%	1%	2%	1%	0%	1%	0%
1 - Strongly disagree	2%	6%	3%	3%	2%	1%	2%	0%	1%	2%	3%	3%	3%	2%	3%	3%	2%

I am proud to be [selected religion]	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	67%	65%	69%	68%	68%	63%	69%	66%	63%	66%	69%	62%	64%	69%	62%	83%	60%
Total Disagree	4%	5%	4%	4%	3%	6%	4%	5%	4%	5%	4%	5%	4%	4%	6%	2%	4%
7 - Strongly agree	53%	49%	56%	54%	52%	47%	57%	53%	46%	46%	57%	48%	48%	54%	45%	73%	45%
6	8%	9%	8%	7%	9%	10%	7%	8%	9%	12%	7%	9%	9%	9%	10%	7%	10%
5	6%	6%	5%	6%	6%	6%	5%	5%	7%	7%	5%	5%	7%	7%	7%	3%	5%
4 - Neither agree nor disagree	29%	31%	27%	28%	29%	31%	27%	29%	33%	29%	26%	33%	32%	27%	32%	15%	36%
3	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
2	1%	1%	1%	1%	0%	2%	0%	1%	1%	2%	1%	1%	1%	1%	1%	0%	1%
1 - Strongly disagree	2%	3%	2%	2%	2%	3%	3%	3%	1%	2%	3%	3%	2%	2%	3%	1%	2%

I am proud to be [selected gender]

I am proud to be [selected gender]	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	82%	61%	79%	79%	81%	88%	91%	89%	92%	89%	79%	75%	72%	81%	88%	85%	69%
Total Disagree	3%	10%	3%	3%	4%	1%	1%	0%	0%	1%	3%	6%	7%	3%	3%	4%	7%
7 - Strongly agree	65%	39%	57%	59%	61%	75%	80%	87%	82%	75%	63%	53%	48%	63%	77%	70%	46%
6	11%	14%	15%	10%	12%	10%	8%	2%	7%	10%	10%	13%	15%	12%	7%	10%	17%
5	6%	8%	7%	10%	8%	4%	3%	0%	3%	4%	6%	9%	9%	6%	4%	5%	6%
4 - Neither agree nor disagree	15%	30%	18%	17%	15%	11%	8%	10%	8%	10%	18%	19%	21%	16%	10%	11%	24%
3	2%	6%	1%	2%	2%	0%	0%	0%	0%	1%	1%	3%	5%	1%	2%	3%	1%
2	1%	2%	1%	1%	1%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%
1 - Strongly disagree	1%	2%	1%	1%	2%	1%	0%	0%	0%	0%	1%	2%	2%	1%	1%	1%	4%

I am proud to be [selected gender]	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	82%	75%	88%	82%	82%	80%	84%	81%	80%	79%	83%	80%	81%	82%	84%	89%	76%
Total Disagree	3%	5%	2%	4%	3%	2%	3%	4%	3%	3%	3%	4%	4%	2%	4%	2%	3%
7 - Strongly agree	65%	58%	71%	67%	64%	61%	70%	64%	58%	58%	68%	61%	61%	65%	64%	76%	59%
6	11%	10%	12%	9%	12%	13%	8%	11%	14%	14%	9%	12%	11%	12%	13%	9%	10%
5	6%	7%	5%	6%	6%	6%	5%	6%	8%	7%	6%	7%	8%	5%	7%	4%	7%
4 - Neither agree nor disagree	15%	20%	11%	14%	15%	18%	13%	15%	17%	18%	14%	16%	16%	15%	12%	9%	21%
3	2%	2%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%	2%	1%	1%
2	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%
1 - Strongly disagree	1%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	1%	0%	1%

I am proud to be [selected party]

I am proud to be [selected party]	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	83%	77%	87%	76%	77%	87%	88%	95%	93%	88%	85%	74%	71%	83%	83%	81%	74%
Total Disagree	3%	5%	3%	3%	3%	2%	3%	2%	2%	2%	3%	4%	7%	3%	4%	3%	1%
7 - Strongly agree	59%	43%	57%	50%	55%	63%	71%	86%	81%	69%	58%	45%	40%	59%	67%	59%	40%
6	14%	20%	18%	16%	12%	16%	11%	4%	7%	13%	17%	17%	17%	16%	9%	12%	22%
5	9%	14%	12%	9%	10%	8%	7%	4%	6%	6%	10%	13%	14%	9%	7%	11%	12%
4 - Neither agree nor disagree	14%	18%	10%	21%	20%	11%	8%	3%	5%	10%	12%	21%	22%	13%	13%	16%	25%
3	1%	2%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	3%	1%	2%	1%	1%
2	1%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%	2%	1%	0%	0%	0%
1 - Strongly disagree	1%	3%	1%	1%	1%	0%	2%	0%	0%	1%	2%	1%	3%	1%	2%	2%	0%

I am proud to be [selected party]	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	83%	82%	84%	82%	83%	85%	84%	81%	83%	85%	84%	82%	83%	83%	82%	85%	82%
Total Disagree	3%	3%	3%	4%	3%	4%	3%	4%	4%	3%	3%	4%	4%	2%	4%	3%	1%
7 - Strongly agree	59%	58%	60%	61%	57%	58%	67%	59%	49%	53%	63%	56%	57%	58%	54%	64%	62%
6	14%	14%	14%	12%	17%	17%	10%	14%	21%	20%	12%	17%	15%	15%	17%	12%	13%
5	9%	9%	9%	10%	9%	10%	7%	9%	13%	12%	8%	9%	11%	10%	11%	9%	8%
4 - Neither agree nor disagree	14%	15%	13%	14%	14%	11%	14%	15%	14%	12%	13%	15%	13%	15%	14%	11%	17%
3	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	0%
2	1%	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	0%	1%	1%	0%
1 - Strongly disagree	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%

I am proud to be [selected family role]

I am proud to be [selected family role]	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	89%	79%	92%	85%	85%	94%	94%	96%	98%	94%	90%	82%	74%	90%	89%	89%	80%
Total Disagree	2%	3%	1%	2%	4%	1%	1%	0%	0%	1%	2%	3%	6%	2%	3%	2%	3%
7 - Strongly agree	75%	57%	75%	67%	69%	85%	87%	93%	91%	85%	76%	65%	49%	75%	79%	77%	53%
6	9%	15%	13%	11%	8%	6%	6%	3%	6%	7%	9%	12%	10%	10%	6%	6%	16%
5	5%	7%	5%	7%	8%	3%	1%	1%	2%	3%	4%	6%	15%	5%	4%	5%	11%
4 - Neither agree nor disagree	9%	18%	7%	13%	11%	6%	5%	4%	2%	5%	9%	14%	20%	9%	8%	9%	17%
3	1%	2%	0%	1%	1%	0%	0%	0%	0%	0%	0%	1%	2%	0%	1%	1%	0%
2	0%	0%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	1%	0%
1 - Strongly disagree	1%	1%	0%	1%	2%	0%	1%	0%	0%	0%	1%	2%	2%	1%	1%	0%	3%

I am proud to be [selected family role]	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	89%	87%	91%	88%	90%	92%	89%	89%	88%	91%	90%	89%	86%	90%	90%	93%	86%
Total Disagree	2%	2%	2%	2%	2%	1%	2%	2%	1%	1%	2%	2%	3%	1%	2%	1%	2%
7 - Strongly agree	75%	73%	78%	75%	74%	77%	78%	76%	69%	73%	77%	73%	71%	77%	73%	84%	72%
6	9%	10%	8%	8%	11%	9%	7%	8%	13%	11%	7%	10%	10%	9%	11%	6%	9%
5	5%	5%	4%	5%	5%	6%	4%	5%	5%	6%	5%	5%	6%	4%	6%	3%	5%
4 - Neither agree nor disagree	9%	10%	8%	9%	9%	7%	9%	9%	10%	8%	9%	10%	10%	9%	8%	6%	12%
3	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	0%	1%	0%	0%
2	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%
1 - Strongly disagree	1%	1%	1%	2%	1%	0%	1%	1%	1%	0%	1%	1%	2%	0%	1%	1%	1%

2. Please tell us how much you agree/disagree with the following statements.

I am grateful to be American

I am grateful to be American	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	80%	55%	75%	69%	77%	89%	96%	98%	95%	88%	78%	71%	65%	81%	73%	81%	71%
Total Disagree	7%	25%	10%	10%	5%	2%	0%	0%	1%	4%	8%	10%	14%	7%	8%	5%	9%
7 - Strongly agree	59%	19%	45%	41%	57%	72%	87%	93%	85%	71%	59%	42%	37%	61%	55%	57%	40%
6	11%	16%	16%	13%	11%	11%	7%	4%	8%	10%	11%	15%	13%	11%	10%	13%	17%
5	9%	20%	14%	15%	9%	6%	2%	0%	3%	6%	9%	14%	15%	9%	8%	11%	15%
4 - Neither agree nor disagree	13%	21%	15%	20%	18%	8%	3%	2%	4%	8%	14%	19%	21%	11%	19%	15%	20%
3	3%	9%	6%	4%	1%	1%	0%	0%	0%	2%	4%	3%	5%	3%	3%	2%	5%
2	2%	7%	2%	2%	1%	1%	0%	0%	0%	1%	2%	2%	2%	2%	2%	1%	1%
1 - Strongly disagree	3%	9%	3%	5%	3%	1%	0%	0%	0%	1%	3%	5%	7%	3%	4%	2%	2%

I am grateful to be American	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	80%	81%	80%	79%	81%	81%	82%	77%	80%	81%	80%	80%	81%	80%	74%	95%	77%
Total Disagree	7%	6%	7%	8%	6%	8%	5%	9%	6%	10%	6%	7%	7%	9%	11%	1%	7%
7 - Strongly agree	59%	60%	59%	59%	59%	57%	67%	57%	53%	48%	63%	55%	56%	60%	48%	84%	55%
6	11%	12%	11%	11%	12%	13%	8%	11%	16%	16%	9%	14%	13%	11%	15%	7%	12%
5	9%	10%	9%	9%	10%	11%	6%	9%	11%	17%	8%	11%	11%	9%	12%	4%	10%
4 - Neither agree nor disagree	13%	13%	13%	13%	13%	11%	13%	14%	14%	9%	14%	12%	13%	11%	15%	4%	16%
3	3%	3%	3%	3%	2%	4%	2%	4%	2%	4%	2%	3%	3%	3%	4%	1%	3%
2	2%	1%	2%	1%	2%	2%	1%	1%	2%	5%	1%	2%	1%	2%	2%	0%	2%
1 - Strongly disagree	3%	2%	3%	4%	2%	2%	3%	4%	2%	1%	3%	3%	2%	3%	4%	0%	2%

I am grateful to be [selected race]

I am grateful to be [selected race]	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	68%	53%	66%	65%	72%	71%	73%	71%	81%	70%	67%	66%	60%	64%	84%	77%	70%
Total Disagree	4%	11%	4%	6%	4%	3%	1%	1%	1%	2%	5%	5%	11%	5%	4%	4%	2%
7 - Strongly agree	47%	19%	34%	42%	54%	52%	57%	65%	63%	51%	46%	40%	37%	40%	71%	60%	41%
6	12%	16%	19%	15%	10%	11%	9%	5%	10%	12%	11%	14%	11%	13%	9%	9%	15%
5	9%	19%	13%	8%	9%	8%	7%	1%	8%	7%	9%	12%	13%	11%	3%	8%	14%
4 - Neither agree nor disagree	27%	35%	30%	29%	24%	26%	25%	27%	18%	28%	28%	29%	28%	32%	12%	19%	28%
3	2%	5%	2%	2%	1%	2%	1%	1%	0%	1%	2%	3%	6%	2%	2%	3%	0%
2	1%	2%	1%	1%	0%	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	0%	0%
1 - Strongly disagree	2%	5%	1%	2%	2%	1%	1%	0%	1%	1%	2%	2%	5%	2%	2%	1%	2%

I am grateful to be [selected race]	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	68%	68%	69%	70%	68%	68%	71%	66%	66%	67%	71%	65%	69%	67%	72%	73%	62%
Total Disagree	4%	4%	4%	5%	4%	5%	3%	6%	5%	4%	4%	5%	4%	5%	6%	2%	4%
7 - Strongly agree	47%	46%	47%	51%	45%	41%	56%	46%	35%	36%	51%	43%	45%	45%	46%	58%	40%
6	12%	11%	13%	11%	14%	13%	9%	11%	18%	18%	12%	11%	13%	13%	15%	9%	12%
5	9%	10%	8%	9%	10%	13%	6%	9%	13%	13%	8%	11%	11%	10%	12%	6%	10%
4 - Neither agree nor disagree	27%	28%	27%	25%	27%	28%	26%	28%	29%	29%	25%	30%	27%	28%	22%	25%	34%
3	2%	2%	2%	1%	3%	2%	1%	3%	3%	1%	2%	2%	3%	2%	3%	1%	3%
2	1%	1%	0%	1%	1%	0%	0%	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%
1 - Strongly disagree	2%	1%	2%	2%	1%	2%	1%	3%	2%	2%	2%	2%	1%	2%	3%	1%	1%

I am grateful to be [selected religion]

I am grateful to be [selected religion]	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	64%	41%	52%	52%	65%	72%	80%	90%	74%	70%	63%	58%	53%	63%	74%	66%	61%
Total Disagree	4%	10%	6%	6%	5%	3%	1%	0%	3%	4%	4%	6%	6%	4%	4%	6%	3%
7 - Strongly agree	50%	22%	36%	37%	51%	57%	70%	85%	64%	59%	50%	40%	37%	49%	59%	51%	39%
6	8%	10%	8%	8%	8%	9%	7%	2%	3%	7%	8%	10%	8%	8%	8%	7%	11%
5	6%	8%	8%	8%	7%	6%	4%	4%	7%	4%	6%	8%	8%	6%	6%	8%	11%
4 - Neither agree nor disagree	31%	49%	41%	42%	30%	25%	19%	10%	23%	26%	33%	36%	41%	33%	22%	28%	37%
3	1%	2%	2%	2%	1%	1%	0%	0%	1%	1%	1%	2%	1%	1%	1%	3%	0%
2	1%	1%	1%	1%	1%	1%	0%	0%	1%	0%	1%	1%	1%	1%	1%	0%	0%
1 - Strongly disagree	3%	6%	4%	3%	3%	1%	1%	0%	1%	2%	2%	3%	4%	3%	2%	3%	2%

I am grateful to be [selected religion]	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	64%	62%	67%	67%	65%	59%	67%	63%	61%	64%	68%	60%	61%	65%	59%	80%	59%
Total Disagree	4%	5%	4%	5%	4%	5%	4%	5%	4%	6%	5%	5%	6%	2%	6%	2%	4%
7 - Strongly agree	50%	47%	54%	53%	50%	45%	55%	49%	44%	48%	54%	46%	48%	51%	42%	70%	44%
6	8%	8%	7%	7%	9%	8%	7%	8%	10%	8%	8%	8%	8%	8%	9%	7%	8%
5	6%	7%	6%	8%	6%	6%	5%	6%	7%	8%	7%	6%	5%	6%	7%	4%	7%
4 - Neither agree nor disagree	31%	33%	29%	28%	32%	36%	29%	32%	35%	30%	27%	35%	33%	32%	35%	17%	37%
3	1%	1%	1%	1%	1%	2%	1%	1%	1%	3%	1%	1%	2%	1%	2%	1%	1%
2	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	1%	0%	1%
1 - Strongly disagree	3%	3%	2%	3%	2%	3%	3%	3%	2%	3%	3%	2%	3%	1%	3%	1%	3%

I am grateful to be [selected gender]

I am grateful to be [selected gender]	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	77%	58%	75%	73%	76%	83%	85%	84%	90%	81%	75%	70%	69%	75%	86%	81%	72%
Total Disagree	4%	9%	3%	6%	5%	2%	1%	0%	0%	2%	4%	7%	7%	4%	3%	3%	4%
7 - Strongly agree	56%	24%	47%	51%	58%	64%	69%	77%	72%	64%	54%	46%	40%	53%	73%	62%	40%
6	12%	17%	17%	12%	11%	12%	11%	4%	11%	11%	13%	14%	14%	14%	7%	11%	17%
5	8%	17%	11%	10%	7%	7%	5%	2%	7%	5%	9%	11%	16%	9%	5%	8%	15%
4 - Neither agree nor disagree	19%	32%	22%	21%	19%	15%	14%	16%	9%	17%	21%	23%	23%	21%	11%	16%	24%
3	2%	5%	2%	4%	2%	1%	1%	0%	0%	1%	3%	3%	4%	2%	2%	2%	2%
2	1%	3%	0%	1%	1%	0%	0%	0%	0%	1%	1%	1%	0%	1%	1%	0%	0%
1 - Strongly disagree	1%	1%	1%	1%	2%	1%	0%	0%	0%	0%	1%	2%	3%	1%	1%	1%	1%

I am grateful to be [selected gender]	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	77%	76%	78%	78%	76%	74%	79%	77%	73%	72%	78%	75%	75%	78%	78%	84%	70%
Total Disagree	4%	3%	4%	4%	4%	4%	3%	3%	6%	5%	3%	4%	6%	3%	5%	2%	5%
7 - Strongly agree	56%	53%	59%	60%	54%	50%	64%	56%	48%	43%	59%	53%	53%	56%	53%	68%	50%
6	12%	12%	12%	10%	14%	15%	10%	13%	16%	16%	12%	13%	13%	13%	16%	10%	11%
5	8%	10%	7%	8%	9%	10%	6%	9%	10%	14%	7%	9%	9%	9%	9%	6%	9%
4 - Neither agree nor disagree	19%	21%	18%	18%	20%	22%	17%	19%	21%	23%	19%	21%	19%	19%	17%	14%	25%
3	2%	1%	3%	2%	3%	3%	1%	2%	3%	3%	2%	2%	4%	1%	3%	1%	2%
2	1%	1%	1%	1%	1%	1%	0%	1%	2%	1%	0%	1%	1%	1%	1%	0%	1%
1 - Strongly disagree	1%	1%	1%	2%	0%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	0%	1%

I am grateful to be [selected party]

I am grateful to be [selected party]	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	72%	55%	73%	66%	71%	77%	78%	87%	88%	77%	72%	63%	60%	71%	77%	74%	70%
Total Disagree	4%	7%	3%	4%	4%	2%	3%	1%	2%	3%	3%	5%	7%	4%	3%	3%	2%
7 - Strongly agree	51%	29%	47%	42%	51%	57%	62%	77%	72%	59%	50%	40%	34%	50%	60%	53%	32%
6	13%	16%	19%	14%	12%	12%	9%	5%	10%	13%	14%	12%	13%	14%	8%	12%	20%
5	8%	11%	8%	10%	8%	8%	7%	5%	6%	5%	9%	11%	13%	8%	8%	9%	18%
4 - Neither agree nor disagree	24%	37%	24%	30%	24%	21%	19%	12%	10%	20%	25%	32%	33%	25%	20%	23%	28%
3	1%	2%	1%	1%	2%	0%	1%	0%	0%	1%	1%	2%	2%	1%	1%	1%	1%
2	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%	1%	1%	1%	1%	0%	0%
1 - Strongly disagree	2%	5%	1%	1%	2%	1%	2%	0%	1%	1%	2%	2%	4%	2%	1%	1%	1%

I am grateful to be [selected party]	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	72%	71%	73%	73%	73%	68%	76%	73%	68%	67%	73%	72%	72%	72%	70%	75%	72%
Total Disagree	4%	4%	3%	4%	3%	5%	3%	4%	4%	5%	3%	4%	6%	3%	5%	3%	2%
7 - Strongly agree	51%	50%	53%	53%	50%	46%	60%	52%	40%	39%	53%	50%	49%	52%	45%	58%	53%
6	13%	13%	12%	12%	14%	14%	9%	13%	17%	19%	13%	14%	12%	11%	16%	10%	12%
5	8%	8%	8%	9%	8%	8%	7%	8%	10%	9%	7%	8%	10%	9%	9%	7%	8%
4 - Neither agree nor disagree	24%	24%	24%	23%	24%	26%	21%	24%	29%	28%	24%	25%	22%	25%	24%	22%	26%
3	1%	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	1%	2%	1%	0%
2	1%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	1%	0%	1%	0%	0%
1 - Strongly disagree	2%	2%	1%	2%	1%	3%	2%	2%	2%	2%	1%	2%	3%	2%	2%	2%	1%

I am grateful to be [selected family role]

I am grateful to be [selected family role]	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	88%	80%	91%	82%	85%	93%	92%	96%	95%	93%	88%	84%	75%	88%	89%	90%	78%
Total Disagree	2%	3%	2%	3%	3%	1%	0%	0%	0%	1%	2%	2%	6%	2%	2%	2%	3%
7 - Strongly agree	73%	58%	72%	66%	69%	81%	83%	92%	87%	81%	73%	65%	53%	74%	77%	74%	56%
6	9%	15%	11%	11%	9%	8%	9%	3%	6%	8%	10%	12%	8%	10%	8%	9%	10%
5	5%	8%	7%	6%	8%	4%	1%	1%	3%	3%	5%	7%	14%	5%	4%	7%	11%
4 - Neither agree nor disagree	10%	16%	8%	14%	12%	7%	7%	4%	5%	6%	10%	14%	19%	10%	9%	9%	19%
3	0%	2%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	2%	0%	0%	1%	0%
2	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	2%	0%	1%	1%	0%
1 - Strongly disagree	1%	1%	1%	1%	2%	0%	0%	0%	0%	0%	1%	1%	3%	1%	1%	0%	3%

I am grateful to be [selected family role]	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	88%	87%	89%	87%	89%	90%	88%	87%	88%	90%	88%	87%	86%	91%	88%	91%	86%
Total Disagree	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	2%	2%	3%	1%	2%	1%	2%
7 - Strongly agree	73%	71%	76%	74%	73%	74%	77%	73%	69%	70%	75%	71%	69%	77%	70%	82%	72%
6	9%	9%	9%	9%	11%	9%	7%	10%	14%	10%	8%	10%	11%	10%	12%	6%	9%
5	5%	6%	4%	5%	6%	7%	5%	4%	6%	9%	5%	6%	6%	4%	6%	3%	5%
4 - Neither agree nor disagree	10%	11%	9%	10%	9%	8%	10%	10%	11%	8%	10%	11%	12%	8%	10%	8%	11%
3	0%	1%	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	1%	0%	0%	1%
2	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	0%	1%	1%	0%	1%	0%	0%
1 - Strongly disagree	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	2%	0%	1%	0%	1%

3. How important to you are each of the following parts of your identity?

Being American

Being American	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Important	75%	43%	67%	61%	75%	87%	94%	96%	94%	86%	73%	62%	55%	75%	72%	78%	62%
Total Not Imp	10%	33%	13%	15%	7%	4%	1%	1%	0%	5%	9%	16%	22%	10%	9%	7%	16%
7 - Very important	51%	10%	35%	33%	52%	62%	78%	86%	78%	63%	49%	34%	32%	51%	51%	55%	36%
6	13%	13%	15%	14%	13%	16%	10%	7%	11%	13%	14%	14%	8%	13%	14%	12%	14%
5	11%	20%	17%	15%	10%	8%	5%	3%	5%	9%	10%	15%	14%	11%	7%	11%	13%
4 - Neither important nor unimportant	15%	24%	20%	23%	18%	9%	5%	4%	5%	9%	17%	22%	23%	14%	18%	15%	22%
3	3%	9%	4%	4%	2%	1%	0%	0%	0%	2%	3%	4%	5%	3%	3%	1%	6%
2	3%	9%	4%	3%	2%	2%	0%	0%	0%	1%	3%	4%	6%	3%	3%	1%	6%
1 - Not at all important	5%	15%	4%	8%	4%	2%	1%	1%	0%	2%	4%	8%	12%	5%	3%	5%	4%

Being American	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Important	75%	76%	75%	75%	77%	75%	79%	72%	72%	72%	76%	75%	73%	75%	70%	93%	71%
Total Not Imp	10%	9%	10%	10%	9%	12%	7%	12%	12%	12%	9%	11%	9%	11%	13%	1%	12%
7 - Very important	51%	53%	50%	53%	51%	47%	62%	48%	41%	39%	56%	46%	48%	49%	41%	76%	46%
6	13%	12%	14%	12%	15%	14%	10%	14%	17%	14%	11%	16%	13%	14%	15%	11%	12%
5	11%	11%	11%	10%	11%	14%	8%	10%	13%	19%	9%	13%	12%	12%	14%	5%	13%
4 - Neither important nor unimportant	15%	15%	15%	15%	14%	14%	14%	15%	17%	15%	15%	14%	18%	15%	17%	6%	17%
3	3%	3%	3%	2%	3%	4%	1%	3%	3%	6%	3%	3%	3%	2%	4%	0%	4%
2	3%	3%	2%	3%	2%	4%	1%	3%	3%	3%	2%	3%	3%	3%	4%	1%	3%
1 - Not at all important	5%	4%	5%	5%	4%	4%	4%	6%	5%	2%	5%	5%	4%	5%	6%	1%	5%

Being [selected race]

Being [selected race]	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Important	58%	34%	52%	60%	66%	62%	63%	57%	73%	61%	55%	53%	57%	49%	85%	76%	71%
Total Not Imp	11%	31%	15%	12%	6%	7%	6%	7%	2%	5%	13%	17%	18%	14%	3%	6%	7%
7 - Very important	35%	11%	21%	36%	46%	39%	39%	44%	46%	39%	35%	29%	30%	25%	71%	56%	33%
6	12%	8%	15%	11%	12%	12%	12%	8%	15%	12%	10%	12%	8%	12%	10%	11%	18%
5	11%	16%	16%	13%	8%	10%	12%	5%	12%	11%	10%	12%	18%	13%	4%	10%	19%
4 - Neither important nor unimportant	31%	35%	33%	29%	27%	30%	31%	37%	25%	33%	32%	30%	25%	37%	12%	18%	22%
3	3%	9%	5%	3%	2%	1%	1%	1%	0%	1%	3%	5%	5%	4%	1%	2%	2%
2	2%	6%	4%	1%	1%	2%	1%	1%	1%	1%	3%	3%	5%	3%	1%	1%	1%
1 - Not at all important	6%	16%	6%	7%	3%	4%	3%	5%	1%	3%	7%	9%	8%	7%	1%	3%	4%

Being [selected race]	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Important	58%	58%	59%	64%	56%	52%	66%	55%	51%	53%	61%	57%	59%	55%	63%	64%	51%
Total Not Imp	11%	12%	10%	9%	12%	15%	7%	12%	16%	14%	9%	14%	10%	11%	12%	6%	13%
7 - Very important	35%	35%	35%	42%	32%	25%	47%	32%	23%	24%	40%	32%	35%	31%	38%	41%	28%
6	12%	11%	12%	12%	11%	12%	10%	12%	14%	12%	11%	12%	11%	12%	13%	13%	11%
5	11%	11%	11%	10%	12%	15%	9%	11%	13%	18%	9%	13%	13%	12%	12%	10%	12%
4 - Neither important nor unimportant	31%	30%	32%	28%	32%	33%	28%	32%	33%	33%	30%	29%	31%	34%	24%	30%	37%
3	3%	3%	3%	2%	4%	4%	2%	3%	5%	4%	2%	4%	3%	3%	4%	1%	3%
2	2%	3%	2%	2%	3%	3%	1%	3%	3%	5%	2%	3%	2%	2%	3%	1%	3%
1 - Not at all important	6%	6%	5%	5%	6%	8%	4%	6%	8%	5%	5%	8%	5%	6%	6%	3%	7%

Being [selected religion]

Being [selected religion]	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Important	63%	43%	51%	51%	63%	68%	79%	87%	72%	68%	62%	57%	53%	61%	71%	63%	57%
Total Not Imp	13%	29%	21%	17%	9%	11%	5%	3%	7%	10%	14%	16%	20%	14%	8%	13%	19%
7 - Very important	43%	18%	28%	33%	45%	50%	61%	74%	56%	50%	44%	36%	27%	41%	53%	46%	37%
6	11%	14%	12%	9%	13%	11%	9%	10%	8%	11%	9%	13%	14%	11%	12%	10%	11%
5	8%	12%	11%	9%	5%	7%	8%	4%	8%	7%	9%	9%	11%	9%	6%	7%	9%
4 - Neither important nor unimportant	24%	28%	28%	32%	29%	21%	16%	10%	20%	23%	25%	27%	27%	25%	21%	24%	24%
3	2%	5%	3%	2%	1%	2%	1%	0%	1%	2%	2%	3%	2%	2%	2%	2%	1%
2	2%	3%	2%	1%	1%	2%	1%	0%	3%	1%	2%	2%	2%	2%	2%	2%	0%
1 - Not at all important	9%	21%	16%	13%	6%	7%	3%	3%	3%	7%	10%	11%	16%	10%	5%	10%	17%

Being [selected religion]	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Important	63%	60%	65%	65%	63%	59%	65%	61%	61%	63%	66%	59%	60%	64%	58%	78%	56%
Total Not Imp	13%	14%	11%	11%	13%	17%	10%	14%	16%	15%	11%	15%	15%	12%	18%	5%	14%
7 - Very important	43%	40%	47%	47%	42%	36%	49%	42%	38%	39%	47%	41%	40%	44%	36%	63%	36%
6	11%	12%	11%	10%	12%	13%	10%	11%	13%	13%	12%	9%	11%	12%	12%	9%	13%
5	8%	8%	7%	7%	9%	10%	6%	8%	11%	11%	7%	9%	8%	8%	10%	6%	7%
4 - Neither important nor unimportant	24%	25%	24%	24%	24%	24%	25%	25%	22%	22%	23%	26%	26%	25%	25%	17%	30%
3	2%	2%	2%	2%	2%	4%	1%	2%	3%	3%	2%	2%	2%	2%	3%	1%	2%
2	2%	2%	2%	1%	2%	2%	1%	1%	3%	1%	2%	1%	2%	2%	2%	1%	2%
1 - Not at all important	9%	10%	8%	8%	10%	11%	8%	10%	11%	10%	8%	12%	10%	8%	12%	3%	10%

Being a [selected gender]

Being a [selected gender]	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Important	78%	68%	76%	76%	76%	84%	83%	81%	87%	83%	76%	72%	75%	76%	84%	83%	71%
Total Not Imp	5%	14%	4%	6%	3%	3%	2%	2%	0%	2%	5%	8%	8%	5%	3%	4%	12%
7 - Very important	53%	33%	46%	51%	54%	58%	61%	70%	65%	60%	52%	45%	41%	49%	72%	63%	42%
6	15%	19%	18%	15%	13%	17%	13%	7%	13%	16%	14%	15%	17%	16%	9%	14%	19%
5	10%	16%	12%	10%	9%	9%	9%	3%	9%	7%	10%	12%	16%	11%	4%	7%	11%
4 - Neither important nor unimportant	17%	18%	20%	18%	20%	13%	15%	17%	13%	15%	19%	20%	17%	19%	12%	13%	17%
3	1%	5%	1%	2%	1%	0%	0%	0%	0%	0%	2%	3%	3%	1%	1%	1%	5%
2	1%	4%	2%	1%	0%	1%	0%	0%	0%	0%	1%	2%	1%	1%	1%	0%	4%
1 - Not at all important	2%	5%	1%	4%	2%	1%	1%	2%	0%	1%	2%	3%	5%	2%	1%	2%	3%

Being a [selected gender]	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Important	78%	73%	83%	79%	78%	77%	79%	78%	78%	78%	79%	77%	77%	79%	82%	85%	70%
Total Not Imp	5%	7%	3%	5%	6%	5%	4%	5%	6%	5%	4%	6%	4%	5%	5%	2%	6%
7 - Very important	53%	47%	59%	57%	52%	46%	60%	52%	46%	46%	57%	52%	50%	52%	55%	63%	43%
6	15%	14%	16%	13%	15%	18%	12%	15%	18%	21%	13%	14%	17%	16%	17%	14%	14%
5	10%	12%	8%	9%	11%	13%	7%	11%	14%	10%	9%	11%	10%	11%	10%	8%	13%
4 - Neither important nor unimportant	17%	20%	14%	16%	16%	18%	18%	17%	16%	17%	17%	17%	19%	16%	13%	13%	25%
3	1%	2%	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	2%	2%	0%	1%
2	1%	2%	0%	1%	1%	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%
1 - Not at all important	2%	3%	1%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	3%

Being [selected party]

Being [selected party]	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Important	73%	73%	74%	64%	68%	75%	80%	81%	86%	77%	72%	67%	60%	73%	73%	73%	65%
Total Not Imp	7%	12%	6%	10%	6%	7%	5%	2%	2%	4%	7%	10%	14%	7%	6%	5%	8%
7 - Very important	43%	31%	37%	36%	46%	44%	47%	62%	58%	48%	43%	34%	30%	39%	54%	49%	35%
6	18%	24%	23%	15%	13%	18%	19%	11%	17%	19%	14%	19%	16%	19%	10%	16%	22%
5	13%	19%	14%	14%	8%	13%	14%	8%	11%	10%	15%	15%	13%	15%	9%	8%	8%
4 - Neither important nor unimportant	20%	15%	20%	26%	25%	18%	15%	17%	12%	18%	21%	22%	26%	19%	21%	22%	27%
3	2%	5%	2%	3%	2%	3%	1%	0%	0%	1%	2%	3%	5%	2%	3%	1%	4%
2	1%	3%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	0%	0%	0%
1 - Not at all important	4%	5%	3%	5%	3%	3%	3%	1%	1%	2%	4%	5%	8%	4%	3%	3%	3%

Being [selected party]	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Important	73%	73%	73%	72%	74%	74%	75%	71%	71%	74%	74%	72%	74%	71%	73%	73%	72%
Total Not Imp	7%	7%	7%	7%	7%	8%	5%	8%	9%	8%	6%	8%	8%	7%	8%	7%	5%
7 - Very important	43%	42%	43%	46%	40%	36%	53%	40%	32%	32%	46%	39%	42%	40%	40%	46%	43%
6	18%	18%	17%	15%	20%	21%	13%	19%	22%	23%	16%	20%	18%	17%	20%	15%	17%
5	13%	13%	12%	10%	14%	17%	9%	12%	18%	18%	12%	12%	14%	13%	14%	12%	12%
4 - Neither important nor unimportant	20%	20%	20%	21%	19%	17%	20%	22%	20%	19%	19%	21%	18%	22%	18%	20%	23%
3	2%	2%	2%	3%	2%	3%	1%	3%	3%	3%	2%	2%	3%	2%	3%	3%	1%
2	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%
1 - Not at all important	4%	4%	3%	3%	4%	4%	3%	4%	4%	3%	3%	4%	4%	4%	4%	4%	3%

Being a [selected family role]

Being a [selected family role]	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Important	86%	77%	88%	81%	82%	91%	91%	94%	94%	93%	86%	80%	68%	86%	87%	87%	76%
Total Not Imp	3%	8%	2%	6%	4%	1%	1%	1%	0%	1%	3%	6%	10%	3%	4%	3%	8%
7 - Very important	65%	44%	62%	62%	62%	72%	74%	85%	79%	74%	68%	54%	39%	64%	73%	69%	49%
6	12%	17%	14%	11%	10%	13%	12%	5%	10%	12%	12%	12%	11%	13%	7%	10%	17%
5	9%	15%	12%	9%	10%	6%	6%	3%	5%	6%	6%	13%	18%	9%	7%	8%	9%
4 - Neither important nor unimportant	11%	15%	10%	13%	14%	8%	8%	5%	6%	6%	12%	14%	22%	11%	8%	10%	17%
3	1%	2%	1%	2%	2%	0%	0%	0%	0%	1%	1%	2%	4%	1%	2%	1%	3%
2	1%	2%	1%	0%	1%	0%	0%	0%	0%	0%	0%	1%	2%	1%	1%	1%	0%
1 - Not at all important	2%	4%	0%	4%	2%	1%	1%	1%	0%	1%	2%	3%	4%	2%	1%	1%	5%

Being a [selected family role]	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Important	86%	84%	88%	86%	88%	86%	86%	86%	85%	87%	87%	86%	82%	86%	86%	90%	84%
Total Not Imp	3%	4%	3%	4%	3%	3%	2%	4%	4%	2%	3%	3%	4%	3%	4%	2%	4%
7 - Very important	65%	62%	68%	67%	65%	63%	70%	65%	59%	61%	68%	63%	61%	66%	63%	75%	61%
6	12%	12%	11%	9%	15%	14%	9%	12%	16%	14%	10%	13%	13%	12%	13%	10%	13%
5	9%	10%	8%	9%	9%	9%	7%	9%	10%	12%	9%	10%	9%	8%	10%	5%	10%
4 - Neither important nor unimportant	11%	12%	10%	11%	9%	11%	12%	10%	11%	11%	10%	10%	13%	11%	10%	8%	12%
3	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	2%
2	1%	1%	0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	1%	1%	1%	0%	1%
1 - Not at all important	2%	2%	2%	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%

4. How much do you agree with the following statements?

I feel a strong sense of connection to my local community

I feel a strong sense of connection to my local community	Hidden Tribes								Generations					Race			
	US Avg	Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	67%	60%	70%	50%	63%	71%	80%	79%	84%	76%	64%	57%	56%	67%	67%	67%	64%
Total Disagree	33%	40%	30%	50%	37%	29%	20%	21%	16%	24%	36%	43%	44%	33%	33%	33%	36%
Strongly agree	15%	13%	16%	7%	14%	13%	20%	26%	23%	16%	13%	13%	10%	14%	18%	14%	10%
Somewhat agree	25%	24%	32%	17%	18%	29%	32%	32%	33%	30%	24%	21%	14%	26%	22%	23%	23%
Slightly agree	27%	24%	23%	26%	32%	29%	28%	21%	27%	30%	27%	23%	32%	27%	27%	30%	31%
Slightly disagree	15%	12%	14%	18%	18%	15%	11%	13%	9%	11%	16%	20%	16%	14%	15%	14%	22%
Somewhat disagree	9%	15%	10%	18%	7%	7%	4%	5%	4%	7%	9%	11%	15%	9%	9%	8%	8%
Strongly disagree	9%	12%	5%	15%	13%	7%	5%	4%	2%	6%	11%	13%	13%	9%	9%	11%	6%

I feel a strong sense of connection to my local community	Gender			Family income			Education				Region				Party ID		
	US Avg	Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	67%	67%	68%	64%	69%	75%	66%	67%	68%	70%	67%	67%	67%	68%	68%	76%	62%
Total Disagree	33%	33%	32%	36%	31%	25%	34%	33%	32%	30%	33%	33%	33%	32%	32%	24%	38%
Strongly agree	15%	16%	14%	13%	15%	19%	14%	15%	15%	17%	15%	14%	16%	14%	15%	19%	12%
Somewhat agree	25%	24%	27%	23%	27%	30%	22%	24%	31%	31%	24%	25%	26%	27%	25%	29%	24%
Slightly agree	27%	28%	27%	28%	26%	26%	30%	28%	23%	23%	28%	27%	26%	28%	28%	28%	26%
Slightly disagree	15%	14%	15%	15%	16%	12%	14%	15%	15%	15%	13%	15%	16%	16%	14%	12%	16%
Somewhat disagree	9%	9%	8%	9%	9%	7%	9%	9%	9%	8%	9%	10%	9%	8%	10%	5%	11%
Strongly disagree	9%	9%	9%	12%	7%	6%	11%	8%	8%	6%	11%	8%	8%	8%	8%	7%	10%

I am worried for the future of my local community

I am worried for the future of my local community	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	68%	74%	75%	64%	65%	71%	65%	68%	69%	71%	68%	66%	69%	69%	60%	69%	79%
Total Disagree	32%	26%	25%	36%	35%	29%	35%	32%	31%	29%	32%	34%	31%	31%	40%	31%	21%
Strongly agree	17%	22%	21%	13%	14%	20%	18%	18%	16%	17%	20%	17%	16%	18%	16%	17%	18%
Somewhat agree	25%	31%	27%	21%	20%	25%	25%	30%	32%	29%	21%	21%	19%	26%	20%	22%	21%
Slightly agree	26%	22%	27%	30%	30%	27%	22%	20%	21%	24%	26%	28%	34%	25%	24%	30%	39%
Slightly disagree	16%	12%	14%	17%	19%	14%	17%	12%	15%	14%	16%	19%	16%	15%	18%	16%	17%
Somewhat disagree	9%	11%	7%	11%	9%	9%	11%	9%	11%	10%	9%	9%	10%	10%	12%	7%	3%
Strongly disagree	6%	3%	4%	8%	7%	5%	7%	11%	5%	6%	7%	7%	5%	6%	9%	8%	2%

I am worried for the future of my local community	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	68%	68%	68%	69%	67%	68%	66%	69%	70%	72%	67%	73%	66%	67%	71%	67%	68%
Total Disagree	32%	32%	32%	31%	33%	32%	34%	31%	30%	28%	33%	27%	34%	33%	29%	33%	32%
Strongly agree	17%	17%	18%	19%	15%	19%	16%	18%	16%	21%	18%	18%	17%	17%	19%	15%	17%
Somewhat agree	25%	25%	24%	23%	27%	26%	22%	25%	28%	29%	24%	28%	23%	23%	25%	28%	22%
Slightly agree	26%	27%	26%	27%	25%	23%	27%	26%	26%	22%	25%	27%	27%	27%	26%	24%	28%
Slightly disagree	16%	15%	17%	16%	16%	14%	17%	17%	14%	14%	16%	14%	17%	17%	15%	16%	16%
Somewhat disagree	9%	10%	9%	8%	10%	13%	9%	8%	10%	11%	10%	8%	9%	11%	10%	9%	10%
Strongly disagree	6%	7%	6%	7%	6%	4%	8%	6%	6%	3%	7%	5%	8%	6%	5%	8%	7%

My local community is very divided politically

My local community is very divided politically	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	52%	54%	57%	51%	56%	51%	44%	44%	48%	49%	55%	53%	55%	51%	51%	55%	55%
Total Disagree	48%	46%	43%	49%	44%	49%	56%	56%	52%	51%	45%	47%	45%	49%	49%	45%	45%
Strongly agree	11%	12%	12%	10%	12%	9%	9%	11%	8%	10%	12%	11%	10%	11%	12%	9%	6%
Somewhat agree	15%	18%	20%	14%	14%	16%	14%	14%	17%	17%	16%	13%	14%	16%	14%	15%	18%
Slightly agree	26%	25%	25%	27%	31%	26%	21%	18%	23%	22%	27%	28%	31%	25%	24%	30%	31%
Slightly disagree	25%	20%	22%	29%	25%	25%	27%	18%	21%	25%	24%	26%	27%	24%	24%	24%	31%
Somewhat disagree	15%	19%	14%	11%	9%	16%	18%	23%	20%	17%	12%	13%	12%	16%	13%	12%	11%
Strongly disagree	9%	7%	8%	8%	9%	8%	11%	15%	11%	10%	10%	9%	6%	9%	12%	9%	3%

My local community is very divided politically	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	52%	50%	53%	53%	52%	51%	53%	51%	52%	50%	51%	53%	52%	52%	55%	46%	52%
Total Disagree	48%	50%	47%	47%	48%	49%	47%	49%	48%	50%	49%	47%	48%	48%	45%	54%	48%
Strongly agree	11%	11%	11%	12%	9%	11%	12%	10%	10%	11%	12%	11%	8%	10%	12%	10%	10%
Somewhat agree	15%	15%	16%	16%	14%	18%	14%	15%	17%	18%	15%	18%	14%	15%	17%	14%	16%
Slightly agree	26%	25%	26%	25%	29%	22%	27%	26%	25%	21%	24%	24%	30%	28%	25%	23%	27%
Slightly disagree	25%	26%	23%	25%	25%	22%	25%	24%	26%	22%	24%	27%	23%	25%	23%	24%	26%
Somewhat disagree	15%	15%	15%	12%	15%	18%	12%	16%	14%	21%	15%	14%	15%	15%	14%	18%	14%
Strongly disagree	9%	10%	9%	10%	8%	8%	10%	9%	8%	7%	10%	7%	11%	8%	8%	12%	8%

In my local community, I am friends with people who I disagree with about politics

In my local community, I am friends with people who I disagree with about politics	Hidden Tribes								Generations					Race			
	US Avg	Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	72%	57%	72%	60%	70%	79%	82%	83%	80%	76%	71%	66%	67%	75%	63%	70%	62%
Total Disagree	28%	43%	28%	40%	30%	21%	18%	17%	20%	24%	29%	34%	33%	25%	37%	30%	38%
Strongly agree	18%	10%	19%	12%	13%	19%	25%	28%	25%	19%	19%	13%	14%	19%	14%	15%	13%
Somewhat agree	26%	19%	29%	20%	22%	30%	31%	31%	31%	30%	25%	21%	23%	27%	20%	27%	17%
Slightly agree	29%	27%	24%	28%	35%	30%	26%	24%	24%	28%	27%	32%	31%	29%	30%	28%	32%
Slightly disagree	13%	15%	12%	17%	14%	11%	10%	5%	8%	11%	12%	17%	13%	11%	15%	17%	22%
Somewhat disagree	7%	14%	7%	10%	7%	5%	5%	6%	7%	6%	8%	8%	8%	7%	9%	6%	10%
Strongly disagree	8%	14%	8%	12%	9%	5%	3%	5%	5%	7%	9%	9%	11%	7%	13%	7%	6%

In my local community, I am friends with people who I disagree with about politics	Gender			Family income			Education				Region				Party ID		
	US Avg	Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	72%	73%	71%	69%	76%	76%	71%	71%	72%	77%	71%	72%	71%	76%	67%	79%	74%
Total Disagree	28%	27%	29%	31%	24%	24%	29%	29%	28%	23%	29%	28%	29%	24%	33%	21%	26%
Strongly agree	18%	18%	17%	16%	19%	20%	16%	19%	18%	16%	17%	17%	17%	20%	14%	22%	18%
Somewhat agree	26%	26%	26%	25%	27%	29%	26%	25%	25%	31%	25%	27%	25%	26%	25%	28%	27%
Slightly agree	29%	29%	28%	28%	30%	28%	29%	28%	29%	29%	29%	28%	28%	30%	28%	28%	28%
Slightly disagree	13%	12%	14%	14%	12%	11%	14%	13%	13%	9%	13%	14%	13%	12%	14%	10%	13%
Somewhat disagree	7%	7%	7%	8%	6%	6%	6%	8%	9%	8%	8%	7%	7%	6%	9%	6%	6%
Strongly disagree	8%	7%	8%	9%	6%	7%	10%	7%	6%	7%	9%	7%	9%	6%	10%	5%	7%

I feel a strong sense of connection to other Americans

I feel a strong sense of connection to other Americans	Hidden Tribes								Generations					Race			
	US Avg	Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	73%	51%	71%	54%	71%	80%	92%	92%	94%	83%	73%	58%	56%	74%	69%	73%	66%
Total Disagree	27%	49%	29%	46%	29%	20%	8%	8%	6%	17%	27%	42%	44%	26%	31%	27%	34%
Strongly agree	19%	9%	12%	10%	16%	18%	32%	41%	37%	22%	17%	13%	8%	19%	18%	17%	11%
Somewhat agree	27%	18%	31%	19%	21%	31%	37%	36%	40%	34%	28%	16%	17%	29%	26%	23%	18%
Slightly agree	27%	24%	28%	24%	33%	31%	23%	15%	16%	27%	29%	28%	31%	26%	25%	33%	37%
Slightly disagree	13%	16%	14%	23%	16%	10%	5%	5%	4%	9%	11%	22%	18%	12%	16%	13%	18%
Somewhat disagree	8%	19%	10%	11%	5%	8%	3%	3%	2%	6%	8%	12%	12%	8%	7%	7%	13%
Strongly disagree	6%	14%	5%	13%	8%	2%	1%	0%	0%	3%	7%	9%	14%	6%	8%	8%	4%

I feel a strong sense of connection to other Americans	Gender		Family income			Education				Region				Party ID			
	US Avg	Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	73%	74%	73%	70%	75%	76%	75%	70%	74%	70%	73%	72%	71%	75%	69%	87%	68%
Total Disagree	27%	26%	27%	30%	25%	24%	25%	30%	26%	30%	27%	28%	29%	25%	31%	13%	32%
Strongly agree	19%	19%	18%	19%	20%	17%	20%	19%	18%	14%	21%	18%	17%	17%	16%	26%	17%
Somewhat agree	27%	27%	28%	25%	28%	30%	26%	26%	28%	31%	26%	27%	26%	29%	25%	34%	25%
Slightly agree	27%	27%	27%	26%	27%	28%	29%	25%	28%	24%	26%	27%	27%	29%	28%	27%	26%
Slightly disagree	13%	12%	13%	14%	12%	12%	13%	13%	11%	15%	13%	13%	15%	11%	13%	7%	16%
Somewhat disagree	8%	8%	8%	8%	8%	9%	5%	9%	10%	11%	7%	9%	9%	8%	11%	3%	9%
Strongly disagree	6%	6%	6%	8%	5%	4%	7%	7%	6%	3%	6%	7%	5%	6%	7%	2%	6%

I am worried for the future of America

I am worried for the future of America	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	92%	98%	97%	93%	84%	97%	89%	93%	94%	95%	92%	88%	89%	94%	84%	88%	94%
Total Disagree	8%	2%	3%	7%	16%	3%	11%	7%	6%	5%	8%	12%	11%	6%	16%	12%	6%
Strongly agree	57%	81%	70%	60%	34%	62%	51%	65%	70%	65%	59%	44%	46%	62%	45%	46%	37%
Somewhat agree	22%	13%	18%	22%	26%	25%	23%	20%	18%	21%	20%	26%	24%	21%	21%	23%	34%
Slightly agree	13%	5%	9%	11%	23%	9%	15%	8%	7%	10%	13%	18%	19%	11%	18%	19%	24%
Slightly disagree	4%	1%	2%	4%	8%	1%	5%	3%	2%	2%	4%	7%	7%	3%	7%	6%	3%
Somewhat disagree	2%	1%	0%	2%	4%	1%	3%	2%	1%	1%	2%	3%	1%	1%	5%	4%	1%
Strongly disagree	2%	0%	0%	1%	5%	1%	2%	2%	2%	1%	2%	2%	3%	1%	5%	3%	2%

I am worried for the future of America	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	92%	91%	93%	90%	93%	96%	89%	92%	94%	96%	92%	94%	90%	91%	93%	92%	92%
Total Disagree	8%	9%	7%	10%	7%	4%	11%	8%	6%	4%	8%	6%	10%	9%	7%	8%	8%
Strongly agree	57%	56%	57%	55%	56%	61%	53%	57%	60%	65%	57%	55%	58%	57%	62%	55%	55%
Somewhat agree	22%	23%	21%	21%	24%	23%	22%	21%	23%	23%	22%	24%	19%	22%	21%	24%	22%
Slightly agree	13%	12%	14%	14%	12%	11%	15%	14%	11%	8%	13%	15%	13%	12%	11%	13%	15%
Slightly disagree	4%	5%	4%	5%	4%	3%	6%	3%	3%	2%	4%	2%	6%	5%	3%	4%	4%
Somewhat disagree	2%	2%	2%	3%	2%	1%	2%	2%	1%	2%	3%	1%	2%	2%	2%	2%	2%
Strongly disagree	2%	2%	2%	3%	1%	1%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%

America is very divided politically

America is very divided politically	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	94%	99%	97%	95%	87%	98%	94%	98%	98%	97%	95%	91%	88%	96%	90%	92%	92%
Total Disagree	6%	1%	3%	5%	13%	2%	6%	2%	2%	3%	5%	9%	12%	4%	10%	8%	8%
Strongly agree	64%	84%	79%	71%	40%	75%	58%	67%	73%	72%	66%	53%	54%	69%	54%	55%	52%
Somewhat agree	19%	12%	13%	17%	24%	17%	24%	24%	18%	18%	19%	22%	16%	19%	20%	18%	25%
Slightly agree	11%	3%	5%	8%	22%	6%	13%	7%	7%	7%	9%	16%	18%	8%	16%	19%	14%
Slightly disagree	4%	1%	2%	4%	9%	1%	4%	1%	1%	2%	4%	6%	7%	3%	6%	6%	6%
Somewhat disagree	1%	0%	0%	0%	2%	0%	1%	1%	1%	1%	0%	1%	3%	1%	2%	1%	0%
Strongly disagree	1%	0%	0%	0%	2%	1%	1%	0%	0%	1%	1%	1%	2%	1%	2%	1%	2%

America is very divided politically	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	94%	94%	95%	93%	96%	97%	92%	95%	97%	96%	94%	95%	94%	95%	96%	96%	93%
Total Disagree	6%	6%	5%	7%	4%	3%	8%	5%	3%	4%	6%	5%	6%	5%	4%	4%	7%
Strongly agree	64%	64%	65%	60%	66%	73%	58%	65%	71%	73%	64%	66%	62%	66%	67%	63%	65%
Somewhat agree	19%	19%	19%	21%	20%	17%	20%	19%	19%	19%	18%	19%	21%	20%	19%	21%	18%
Slightly agree	11%	11%	11%	12%	11%	7%	14%	10%	8%	5%	12%	10%	10%	10%	10%	11%	10%
Slightly disagree	4%	4%	3%	5%	3%	2%	6%	3%	2%	3%	4%	3%	4%	4%	3%	3%	5%
Somewhat disagree	1%	1%	1%	1%	1%	0%	1%	1%	0%	0%	1%	1%	2%	0%	1%	1%	1%
Strongly disagree	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

If I could choose to live anywhere in the world, I would still pick America

If I could choose to live anywhere in the world, I would still pick America	Hidden Tribes								Generations					Race			
	US Avg	Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	79%	46%	71%	68%	79%	88%	96%	96%	95%	88%	76%	68%	64%	79%	77%	79%	74%
Total Disagree	21%	54%	29%	32%	21%	12%	4%	4%	5%	12%	24%	32%	36%	21%	23%	21%	26%
Strongly agree	48%	14%	37%	31%	39%	60%	79%	86%	81%	65%	46%	27%	22%	52%	40%	41%	24%
Somewhat agree	16%	16%	19%	16%	18%	20%	13%	7%	11%	14%	18%	20%	16%	16%	21%	17%	24%
Slightly agree	14%	16%	15%	21%	22%	9%	5%	3%	3%	8%	13%	22%	26%	11%	17%	21%	27%
Slightly disagree	9%	14%	12%	14%	12%	6%	2%	3%	1%	5%	10%	15%	13%	8%	10%	12%	13%
Somewhat disagree	6%	20%	8%	7%	3%	3%	1%	1%	2%	4%	7%	8%	7%	6%	5%	4%	7%
Strongly disagree	7%	20%	8%	11%	6%	3%	1%	0%	2%	3%	7%	10%	16%	7%	7%	6%	6%

If I could choose to live anywhere in the world, I would still pick America	Gender		Family income			Education				Region				Party ID			
	US Avg	Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	79%	80%	78%	78%	80%	77%	84%	76%	75%	73%	80%	76%	78%	80%	72%	94%	77%
Total Disagree	21%	20%	22%	22%	20%	23%	16%	24%	25%	27%	20%	24%	22%	20%	28%	6%	23%
Strongly agree	48%	50%	47%	47%	49%	47%	56%	46%	43%	38%	50%	45%	45%	51%	36%	72%	47%
Somewhat agree	16%	17%	16%	16%	17%	19%	13%	17%	19%	23%	15%	17%	19%	16%	19%	13%	17%
Slightly agree	14%	14%	14%	15%	14%	11%	15%	13%	13%	12%	14%	15%	14%	13%	18%	8%	13%
Slightly disagree	9%	9%	9%	10%	7%	10%	7%	10%	11%	11%	8%	11%	10%	8%	12%	3%	10%
Somewhat disagree	6%	5%	6%	5%	6%	8%	3%	8%	6%	10%	5%	6%	6%	6%	8%	2%	6%
Strongly disagree	7%	6%	7%	7%	6%	5%	6%	7%	9%	6%	7%	7%	6%	7%	8%	1%	7%

5. To what extent do you agree or disagree with the following statements?

America has more freedom than any other country.

America has more freedom than any other country.	Hidden Tribes								Generations					Race			
	US Avg	Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	80%	41%	67%	73%	85%	89%	98%	99%	92%	87%	80%	71%	65%	80%	84%	77%	77%
Total Disagree	20%	59%	33%	27%	15%	11%	2%	1%	8%	13%	20%	29%	35%	20%	16%	23%	23%
Strongly agree	47%	8%	27%	31%	44%	58%	78%	86%	67%	59%	48%	31%	23%	49%	45%	40%	35%
Somewhat agree	33%	33%	39%	42%	41%	31%	20%	13%	24%	28%	32%	40%	43%	31%	38%	36%	42%
Somewhat disagree	13%	31%	22%	18%	12%	9%	1%	1%	6%	9%	13%	18%	21%	13%	12%	17%	14%
Strongly disagree	7%	28%	11%	9%	3%	2%	1%	0%	2%	4%	6%	11%	14%	7%	5%	6%	9%

America has more freedom than any other country.	Gender			Family income			Education				Region				Party ID		
	US Avg	Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	80%	80%	80%	81%	80%	78%	86%	78%	78%	69%	81%	77%	79%	81%	73%	96%	77%
Total Disagree	20%	20%	20%	19%	20%	22%	14%	22%	22%	31%	19%	23%	21%	19%	27%	4%	23%
Strongly agree	47%	48%	46%	48%	47%	46%	54%	47%	39%	37%	51%	46%	45%	43%	35%	74%	42%
Somewhat agree	33%	32%	34%	33%	33%	33%	32%	31%	38%	32%	31%	32%	33%	38%	38%	22%	35%
Somewhat disagree	13%	13%	14%	13%	14%	15%	10%	14%	14%	22%	12%	16%	14%	12%	18%	4%	14%
Strongly disagree	7%	8%	6%	7%	7%	7%	4%	8%	8%	9%	6%	7%	8%	7%	9%	1%	8%

Compared to other countries, Americans have historically treated each other poorly.

Compared to other countries, Americans have historically treated each other poorly.	Hidden Tribes								Generations					Race			
	US Avg	Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	57%	82%	71%	77%	67%	45%	28%	11%	32%	48%	59%	69%	73%	50%	80%	67%	69%
Total Disagree	43%	18%	29%	23%	33%	55%	72%	89%	68%	52%	41%	31%	27%	50%	20%	33%	31%
Strongly agree	22%	37%	24%	34%	25%	15%	7%	7%	7%	18%	24%	27%	29%	17%	41%	28%	20%
Somewhat agree	35%	45%	47%	43%	41%	30%	21%	4%	26%	30%	35%	42%	45%	33%	40%	39%	49%
Somewhat disagree	25%	17%	24%	18%	23%	35%	32%	21%	35%	28%	23%	21%	20%	28%	14%	20%	24%
Strongly disagree	18%	1%	5%	5%	10%	20%	40%	68%	32%	24%	18%	10%	7%	22%	5%	13%	7%

Compared to other countries, Americans have historically treated each other poorly.	Gender		Family income			Education				Region				Party ID		
	US Avg	Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican
Total Agree	57%	53%	60%	62%	53%	53%	58%	55%	58%	56%	56%	58%	56%	75%	32%	55%
Total Disagree	43%	47%	40%	38%	47%	47%	42%	45%	42%	44%	44%	42%	44%	25%	68%	45%
Strongly agree	22%	20%	23%	25%	21%	17%	22%	23%	18%	20%	24%	20%	20%	32%	10%	19%
Somewhat agree	35%	34%	37%	37%	32%	36%	35%	32%	39%	35%	32%	36%	38%	43%	21%	36%
Somewhat disagree	25%	25%	25%	24%	28%	25%	26%	24%	25%	26%	25%	26%	25%	21%	33%	25%
Strongly disagree	18%	21%	15%	14%	20%	22%	17%	20%	17%	19%	19%	18%	17%	4%	35%	20%

Compared to other countries, Americans have historically treated foreigners poorly.

Compared to other countries, Americans have historically treated foreigners poorly.	Hidden Tribes								Generations					Race			
	US Avg	Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	55%	85%	75%	75%	61%	43%	24%	9%	31%	45%	56%	69%	72%	49%	74%	64%	74%
Total Disagree	45%	15%	25%	25%	39%	57%	76%	91%	69%	55%	44%	31%	28%	51%	26%	36%	26%
Strongly agree	25%	52%	33%	39%	24%	17%	7%	4%	10%	20%	26%	32%	37%	21%	38%	33%	19%
Somewhat agree	30%	33%	41%	36%	37%	27%	16%	5%	21%	25%	30%	37%	35%	27%	36%	31%	55%
Somewhat disagree	24%	13%	19%	18%	25%	32%	34%	20%	39%	28%	22%	20%	16%	27%	20%	22%	17%
Strongly disagree	21%	2%	7%	7%	14%	25%	42%	70%	29%	28%	22%	11%	12%	25%	7%	14%	10%

Compared to other countries, Americans have historically treated foreigners poorly.	Gender			Family income			Education				Region				Party ID		
	US Avg	Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	55%	50%	59%	59%	50%	54%	52%	55%	57%	58%	53%	56%	58%	54%	75%	27%	54%
Total Disagree	45%	50%	41%	41%	50%	46%	48%	45%	43%	42%	47%	44%	42%	46%	25%	73%	46%
Strongly agree	25%	21%	28%	27%	25%	24%	24%	25%	25%	28%	26%	24%	26%	24%	37%	10%	24%
Somewhat agree	30%	28%	31%	32%	26%	30%	28%	30%	32%	30%	27%	32%	32%	30%	37%	17%	30%
Somewhat disagree	24%	26%	23%	24%	28%	21%	27%	22%	24%	23%	25%	23%	23%	27%	20%	31%	25%
Strongly disagree	21%	24%	18%	17%	22%	25%	21%	23%	19%	19%	23%	21%	19%	19%	5%	42%	21%

Over the course of its history, America's impact on the world has been mostly negative.

Over the course of its history, America's impact on the world has been mostly negative.	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	34%	48%	32%	49%	52%	23%	14%	4%	11%	21%	37%	50%	56%	27%	57%	49%	48%
Total Disagree	66%	52%	68%	51%	48%	77%	86%	96%	89%	79%	63%	50%	44%	73%	43%	51%	52%
Strongly agree	11%	16%	10%	18%	18%	5%	5%	2%	2%	7%	13%	17%	20%	8%	24%	15%	12%
Somewhat agree	23%	32%	22%	31%	33%	18%	9%	2%	9%	15%	24%	33%	36%	18%	33%	35%	36%
Somewhat disagree	31%	43%	46%	37%	28%	33%	17%	10%	29%	32%	30%	31%	30%	32%	28%	28%	37%
Strongly disagree	35%	9%	21%	14%	20%	44%	69%	86%	60%	46%	33%	19%	13%	41%	14%	22%	16%

Over the course of its history, America's impact on the world has been mostly negative.	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	34%	30%	38%	41%	30%	27%	37%	36%	29%	28%	34%	33%	37%	33%	45%	17%	33%
Total Disagree	66%	70%	62%	59%	70%	73%	63%	64%	71%	72%	66%	67%	63%	67%	55%	83%	67%
Strongly agree	11%	11%	12%	14%	11%	8%	13%	12%	8%	7%	12%	10%	12%	10%	16%	7%	9%
Somewhat agree	23%	20%	26%	27%	20%	19%	24%	23%	21%	20%	22%	23%	25%	23%	29%	10%	24%
Somewhat disagree	31%	29%	33%	31%	32%	32%	28%	30%	36%	36%	30%	32%	31%	30%	38%	21%	32%
Strongly disagree	35%	41%	29%	29%	38%	41%	35%	34%	35%	36%	35%	35%	32%	36%	17%	62%	35%

6. Compared to countries around the world, life in the United States is...

Compared to countries around the world, life in the United States is...

Compared to countries around the world, life in the United States is...	Hidden Tribes								Generations					Race			
	US Avg	Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Better	63%	42%	54%	47%	48%	75%	89%	98%	82%	76%	56%	47%	58%	67%	52%	57%	48%
Total Worse	12%	27%	15%	20%	12%	7%	1%	0%	4%	8%	13%	16%	14%	11%	14%	11%	21%
Much better	31%	5%	13%	15%	22%	41%	59%	81%	51%	42%	26%	18%	23%	36%	16%	26%	16%
Better	32%	37%	41%	32%	26%	34%	30%	17%	31%	34%	30%	29%	34%	31%	36%	31%	33%
Neither better nor worse	26%	31%	31%	32%	40%	18%	10%	2%	14%	16%	30%	36%	28%	23%	34%	32%	30%
Worse	9%	26%	13%	17%	6%	6%	1%	0%	3%	7%	10%	13%	12%	9%	10%	7%	20%
Much worse	2%	1%	2%	4%	6%	1%	0%	0%	1%	1%	3%	4%	2%	2%	4%	4%	1%

Compared to countries around the world, life in the United States is...	Gender		Family income			Education				Region				Party ID			
	US Avg	Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Better	63%	68%	58%	57%	64%	71%	65%	58%	65%	67%	64%	60%	61%	64%	51%	86%	59%
Total Worse	12%	9%	14%	14%	10%	11%	8%	16%	10%	15%	11%	12%	12%	11%	17%	2%	11%
Much better	31%	36%	26%	25%	36%	35%	35%	30%	26%	28%	33%	28%	30%	32%	13%	63%	26%
Better	32%	32%	32%	33%	29%	36%	30%	27%	39%	39%	31%	32%	31%	32%	38%	24%	32%
Neither better nor worse	26%	23%	28%	29%	26%	18%	27%	27%	25%	18%	24%	28%	27%	25%	31%	11%	30%
Worse	9%	7%	11%	10%	8%	10%	5%	13%	9%	13%	9%	9%	9%	10%	15%	2%	9%
Much worse	2%	2%	2%	3%	2%	1%	3%	3%	1%	2%	3%	3%	3%	1%	3%	0%	3%

7. Which of the following statements do you agree with more?

Racism was a problem in the past but is not a significant issue in the country today.

Racism continues to be a present problem and a significant issue in the country today.

Statements on racism	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Racism was a problem in the past but is not a significant issue in the country today.	32%	0%	8%	12%	37%	36%	62%	76%	41%	35%	31%	28%	29%	38%	11%	26%	27%
Racism continues to be a present problem and a significant issue in the country today.	68%	100%	92%	88%	63%	64%	38%	24%	59%	65%	69%	72%	71%	62%	89%	74%	73%

Statements on racism	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Racism was a problem in the past but is not a significant issue in the country today.	32%	39%	26%	29%	37%	32%	35%	33%	32%	22%	34%	31%	29%	33%	9%	61%	36%
Racism continues to be a present problem and a significant issue in the country today.	68%	61%	74%	71%	63%	68%	65%	67%	68%	78%	66%	69%	71%	67%	91%	39%	64%

8. Which of the following statements do you agree with the most?

*We cannot move forward as a nation if we don't acknowledge the wrongs committed against Native American populations throughout American history.
There is little point in going over the rights and wrongs of history. We need to move forward and focus on our future.*

Statements on responsibility towards Native Americans	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
% 1-2	52%	97%	81%	77%	46%	38%	21%	10%	38%	46%	56%	59%	63%	47%	78%	58%	53%
% 3-4	48%	3%	19%	23%	54%	62%	79%	90%	62%	54%	44%	41%	37%	53%	22%	42%	47%
1 - We cannot move forward as a nation if we don't acknowledge the wrongs committed against Native American populations throughout American history.	35%	83%	58%	54%	24%	20%	10%	4%	23%	31%	37%	39%	40%	30%	57%	39%	32%
2	18%	14%	24%	23%	21%	18%	11%	6%	15%	15%	19%	20%	23%	16%	21%	19%	22%
3	15%	3%	10%	9%	18%	22%	20%	12%	11%	14%	13%	16%	20%	15%	10%	17%	25%
4 - There is little point in going over the rights and wrongs of history. We need to move forward and focus on our future.	33%	0%	9%	14%	36%	41%	59%	77%	50%	39%	30%	25%	16%	38%	12%	25%	22%

We cannot move forward as a nation if we don't acknowledge the wrongs committed against Native American populations throughout American history. There is little point in going over the rights and wrongs of history. We need to move forward and focus on our future.

Statements on responsibility towards Native Americans	Gender			Family income			Education				Region				Party ID		
	US Avg	Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
% 1-2	52%	50%	54%	52%	49%	59%	47%	53%	60%	57%	50%	57%	51%	53%	79%	23%	47%
% 3-4	48%	50%	46%	48%	51%	41%	53%	47%	40%	43%	50%	43%	49%	47%	21%	77%	53%
1 - We cannot move forward as a nation if we don't acknowledge the wrongs committed against Native American populations throughout American history.	35%	32%	37%	36%	32%	38%	30%	35%	41%	40%	33%	37%	33%	37%	59%	8%	29%
2	18%	18%	18%	16%	17%	21%	17%	18%	19%	17%	17%	20%	19%	16%	20%	15%	17%
3	15%	16%	14%	14%	17%	14%	15%	13%	15%	19%	15%	18%	15%	11%	9%	18%	18%
4 - There is little point in going over the rights and wrongs of history. We need to move forward and focus on our future.	33%	34%	32%	33%	33%	27%	38%	34%	24%	24%	34%	25%	34%	36%	12%	59%	35%

9. For each of the following statements, please state whether you agree or disagree. Today in America...

I feel that people like me get judged more than others

I feel that people like me get judged more than others	Hidden Tribes								Generations					Race			
	US Avg	Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	56%	44%	49%	64%	63%	60%	52%	54%	37%	53%	58%	62%	68%	48%	87%	67%	71%
Total Disagree	44%	56%	51%	36%	37%	40%	48%	46%	63%	47%	42%	38%	32%	52%	13%	33%	29%
Strongly agree	18%	12%	12%	27%	22%	17%	13%	20%	7%	16%	20%	20%	23%	12%	47%	18%	16%
Somewhat agree	17%	14%	13%	17%	18%	21%	19%	16%	13%	17%	17%	20%	14%	15%	23%	23%	23%
Slightly agree	21%	18%	23%	20%	24%	22%	20%	17%	17%	20%	21%	22%	31%	21%	17%	26%	32%
Slightly disagree	18%	17%	17%	19%	18%	19%	19%	16%	23%	18%	17%	18%	14%	21%	7%	15%	19%
Somewhat disagree	13%	19%	19%	10%	9%	12%	13%	10%	21%	15%	13%	8%	9%	16%	2%	8%	6%
Strongly disagree	13%	20%	15%	7%	10%	10%	16%	20%	20%	14%	12%	12%	9%	16%	4%	10%	3%

I feel that people like me get judged more than others	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	56%	58%	54%	62%	52%	48%	59%	57%	53%	50%	61%	55%	54%	52%	59%	54%	53%
Total Disagree	44%	42%	46%	38%	48%	52%	41%	43%	47%	50%	39%	45%	46%	48%	41%	46%	47%
Strongly agree	18%	19%	16%	21%	16%	13%	19%	19%	13%	15%	22%	15%	15%	15%	20%	16%	15%
Somewhat agree	17%	19%	16%	19%	16%	16%	18%	18%	17%	16%	19%	15%	17%	17%	17%	19%	17%
Slightly agree	21%	20%	22%	22%	21%	20%	23%	20%	22%	18%	20%	25%	22%	20%	22%	19%	21%
Slightly disagree	18%	18%	19%	16%	21%	19%	18%	18%	19%	18%	17%	19%	17%	21%	16%	18%	20%
Somewhat disagree	13%	12%	13%	11%	13%	17%	10%	13%	14%	18%	11%	14%	16%	13%	13%	12%	13%
Strongly disagree	13%	12%	13%	11%	14%	16%	13%	12%	15%	14%	12%	12%	14%	14%	12%	15%	13%

I feel that people like me are not seen as being "American enough"

I feel that people like me are not seen as being "American enough"	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Agree	38%	44%	44%	49%	53%	31%	19%	14%	18%	31%	42%	47%	53%	27%	69%	59%	73%
Total Disagree	62%	56%	56%	51%	47%	69%	81%	86%	82%	69%	58%	53%	47%	73%	31%	41%	27%
Strongly agree	10%	11%	12%	17%	11%	8%	5%	4%	4%	8%	11%	12%	13%	6%	26%	15%	20%
Somewhat agree	12%	14%	15%	15%	18%	11%	6%	4%	3%	11%	13%	14%	21%	8%	23%	22%	24%
Slightly agree	16%	19%	17%	18%	23%	12%	8%	5%	10%	12%	18%	20%	20%	13%	20%	22%	28%
Slightly disagree	15%	10%	13%	17%	16%	18%	16%	11%	13%	15%	14%	17%	13%	16%	11%	13%	15%
Somewhat disagree	16%	15%	15%	13%	12%	20%	20%	18%	24%	19%	14%	12%	14%	19%	7%	12%	4%
Strongly disagree	31%	31%	28%	21%	19%	32%	45%	57%	45%	35%	30%	25%	21%	38%	14%	16%	8%

I feel that people like me are not seen as being "American enough"	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	38%	40%	37%	43%	34%	34%	41%	39%	33%	33%	41%	40%	37%	33%	50%	25%	34%
Total Disagree	62%	60%	63%	57%	66%	66%	59%	61%	67%	67%	59%	60%	63%	67%	50%	75%	66%
Strongly agree	10%	10%	11%	13%	7%	9%	11%	11%	7%	10%	12%	9%	9%	8%	14%	6%	7%
Somewhat agree	12%	13%	11%	13%	11%	12%	14%	12%	12%	10%	13%	14%	12%	11%	17%	8%	12%
Slightly agree	16%	17%	15%	17%	16%	13%	17%	16%	14%	13%	16%	17%	16%	14%	19%	11%	15%
Slightly disagree	15%	14%	16%	16%	15%	14%	16%	15%	14%	15%	14%	16%	14%	18%	14%	16%	17%
Somewhat disagree	16%	16%	15%	14%	18%	18%	15%	15%	18%	20%	16%	14%	17%	17%	13%	18%	18%
Strongly disagree	31%	30%	32%	27%	32%	34%	28%	31%	35%	33%	30%	30%	32%	33%	24%	41%	31%

10. How much do you feel like you belong in America? Please use the scale below where 0 means you do not feel like you belong in America at all, and 100 means there's no doubt in your mind that you belong in America
 0: I do not feel like I belong in America at all
 100: I have no doubt that I belong in America

I feel that people like me are not seen as being "American enough"	Hidden Tribes								Generations					Race			
	US Avg	Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Mean	79	61	75	69	75	86	92	96	94	86	77	69	66	80	74	77	68

I feel that people like me are not seen as being "American enough"	Gender		Family income			Education				Region				Party ID			
	US Avg	Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Mean	79	79	78	77	80	81	81	77	77	77	79	78	78	79	73	91	77

11. How often do you feel that people like you are unwanted or disliked in America?

People like you disliked in America	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Total Often	47%	53%	43%	52%	49%	47%	38%	55%	23%	43%	53%	54%	56%	42%	66%	55%	58%
Total Not often	53%	47%	57%	48%	51%	53%	62%	45%	77%	57%	47%	46%	44%	58%	34%	45%	42%
Very often	16%	13%	13%	22%	16%	15%	13%	21%	7%	12%	16%	21%	19%	13%	26%	16%	23%
Somewhat often	32%	40%	30%	30%	33%	32%	26%	34%	16%	30%	36%	33%	36%	29%	40%	39%	35%
Not very often	31%	29%	31%	30%	35%	31%	30%	29%	31%	32%	33%	28%	31%	33%	23%	28%	31%
Almost never	22%	18%	26%	18%	16%	23%	31%	16%	46%	25%	15%	18%	13%	25%	11%	17%	12%

People like you disliked in America	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Often	47%	50%	45%	50%	47%	44%	44%	52%	46%	49%	50%	47%	45%	45%	49%	44%	46%
Total Not often	53%	50%	55%	50%	53%	56%	56%	48%	54%	51%	50%	53%	55%	55%	51%	56%	54%
Very often	16%	17%	14%	19%	14%	13%	17%	15%	14%	16%	19%	15%	12%	14%	17%	14%	15%
Somewhat often	32%	33%	31%	31%	34%	31%	27%	36%	32%	33%	31%	32%	33%	31%	33%	31%	32%
Not very often	31%	31%	31%	31%	28%	34%	33%	28%	31%	34%	29%	30%	33%	35%	30%	31%	34%
Almost never	22%	19%	24%	19%	24%	22%	23%	21%	22%	17%	22%	23%	22%	20%	20%	25%	20%

12. Taking all things together, when compared to most other countries, is America...?

Taking all things together, when compared to most other countries, is America...?	Hidden Tribes								Generations					Race			
	US Avg	Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
A worse nation overall	16%	40%	23%	29%	13%	10%	2%	0%	3%	11%	18%	22%	28%	15%	19%	19%	25%
Similar to other nations	34%	49%	44%	40%	44%	27%	14%	7%	15%	26%	34%	46%	40%	31%	41%	41%	38%
A better nation overall	50%	11%	33%	32%	43%	63%	84%	93%	82%	63%	48%	32%	32%	54%	41%	41%	36%

Taking all things together, when compared to most other countries, is America...?	Gender		Family income			Education				Region				Party ID			
	US Avg	Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
A worse nation overall	16%	13%	19%	18%	15%	16%	13%	19%	17%	18%	15%	18%	17%	15%	24%	2%	16%
Similar to other nations	34%	31%	36%	34%	34%	32%	31%	33%	37%	39%	33%	33%	35%	34%	41%	18%	37%
A better nation overall	50%	55%	46%	47%	51%	52%	56%	48%	46%	43%	52%	49%	48%	50%	34%	79%	47%

13. In your opinion, which of the following traditions and values are important to being a good American? Select all that apply.

Traditions and values	US Avg	Hidden Tribes							Generations					Race			
		Progressive Activists	Traditional Liberals	Passive Liberals	Politically Disengaged	Moderates	Traditional Conservatives	Devoted Conservatives	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian
Voting in elections	76%	92%	91%	70%	47%	85%	82%	93%	96%	88%	77%	59%	55%	82%	61%	61%	72%
Attending ceremonies honoring military service members	25%	7%	17%	15%	20%	28%	40%	63%	40%	32%	22%	15%	16%	28%	14%	19%	18%
Attending parades on Memorial Day, the 4th of July, and Veterans Day	18%	3%	8%	10%	19%	20%	29%	45%	25%	21%	16%	15%	15%	19%	14%	18%	15%
Protesting injustice	43%	88%	71%	56%	24%	37%	23%	28%	49%	43%	42%	44%	45%	42%	53%	42%	46%
Criticizing a political leader you disagree with	33%	72%	50%	31%	16%	27%	24%	36%	47%	35%	31%	28%	29%	36%	23%	25%	31%
Serving in the military	29%	11%	20%	18%	22%	36%	47%	65%	57%	40%	25%	14%	17%	32%	19%	23%	19%
Displaying the American flag	34%	2%	16%	18%	30%	43%	61%	82%	57%	45%	30%	20%	20%	39%	13%	28%	23%
Standing for the national anthem	41%	2%	17%	21%	36%	57%	74%	90%	71%	54%	37%	24%	24%	49%	14%	31%	26%
Singing the national anthem	28%	2%	12%	13%	22%	37%	53%	69%	54%	37%	24%	16%	15%	33%	12%	21%	21%
Learning American history	63%	77%	71%	52%	38%	69%	76%	86%	83%	72%	60%	52%	48%	70%	39%	51%	54%
Serving as a police officer	14%	2%	6%	4%	12%	18%	26%	41%	30%	18%	12%	8%	8%	17%	7%	10%	8%
Paying your taxes	56%	69%	65%	50%	39%	61%	60%	70%	85%	65%	50%	45%	44%	61%	43%	43%	59%
Talking to Americans with a different political perspective	42%	52%	56%	38%	25%	46%	44%	53%	52%	48%	39%	36%	37%	46%	31%	34%	37%
Volunteering in your community	45%	66%	58%	39%	24%	48%	47%	57%	57%	48%	42%	41%	41%	49%	33%	35%	44%
Following what happens in government and politics	53%	82%	73%	44%	22%	54%	58%	73%	80%	62%	49%	39%	40%	59%	35%	38%	43%
Donating to charity	37%	50%	45%	27%	18%	43%	42%	57%	56%	45%	33%	28%	26%	40%	30%	28%	30%
Respecting other cultures and beliefs	68%	92%	85%	72%	46%	72%	64%	60%	84%	75%	65%	58%	60%	71%	59%	62%	68%

Traditions and values

Traditions and values	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Voting in elections	76%	74%	77%	69%	78%	86%	68%	76%	84%	88%	73%	79%	71%	80%	80%	78%	74%
Attending ceremonies honoring military service members	25%	25%	25%	23%	26%	24%	27%	24%	23%	22%	26%	22%	26%	25%	15%	40%	25%
Attending parades on Memorial Day, the 4th of July, and Veterans Day	18%	20%	17%	19%	17%	16%	22%	17%	16%	12%	18%	16%	18%	20%	9%	29%	20%
Protesting injustice	43%	42%	44%	42%	40%	52%	34%	47%	49%	57%	41%	47%	44%	43%	60%	22%	42%
Criticizing a political leader you disagree with	33%	40%	26%	28%	32%	42%	26%	33%	39%	48%	31%	35%	32%	35%	39%	22%	37%
Serving in the military	29%	32%	26%	27%	29%	33%	31%	29%	28%	24%	30%	31%	28%	26%	18%	45%	31%
Displaying the American flag	34%	34%	34%	34%	35%	29%	40%	33%	29%	24%	36%	31%	32%	36%	17%	61%	33%
Standing for the national anthem	41%	42%	41%	40%	43%	39%	45%	41%	38%	34%	43%	40%	38%	42%	19%	72%	44%
Singing the national anthem	28%	27%	30%	28%	29%	25%	31%	28%	26%	22%	29%	28%	25%	30%	13%	52%	28%
Learning American history	63%	65%	62%	58%	64%	74%	55%	65%	71%	73%	60%	68%	59%	67%	57%	73%	64%
Serving as a police officer	14%	15%	13%	13%	16%	13%	16%	13%	13%	12%	15%	14%	14%	13%	6%	27%	14%
Paying your taxes	56%	56%	57%	50%	58%	68%	50%	54%	66%	68%	54%	61%	52%	58%	55%	61%	57%
Talking to Americans with a different political perspective	42%	44%	40%	37%	41%	51%	35%	43%	52%	49%	39%	45%	41%	45%	40%	41%	47%
Volunteering in your community	45%	42%	47%	40%	45%	56%	34%	47%	55%	59%	43%	49%	41%	47%	46%	44%	46%
Following what happens in government and politics	53%	54%	51%	46%	53%	67%	44%	53%	63%	69%	50%	57%	49%	57%	54%	53%	53%
Donating to charity	37%	36%	38%	31%	38%	45%	30%	37%	45%	50%	37%	39%	35%	36%	37%	39%	37%
Respecting other cultures and beliefs	68%	64%	71%	63%	67%	75%	60%	69%	74%	81%	66%	74%	64%	67%	74%	59%	70%

14. Do you agree or disagree with this statement?

I trust that the ballots are and will be counted fairly and honestly.

I trust that the ballots are and will be counted fairly and honestly.	US Avg	Ideology					Generations					Race				Presidential vote choice	
		Very liberal	Liberal	Moderate	Conservative	Very conservative	Silent Generation (1926-45)	Baby Boomers (1946-64)	Gen Xers (1965-80)	Millennials (1981-96)	Gen Z (1997-)	White	Black	Hispanic	Asian	Donald J. Trump	Joseph R. Biden
Total Agree	59%	89%	89%	69%	30%	23%	49%	55%	61%	64%	59%	54%	80%	61%	66%	24%	89%
Total Disagree	41%	11%	11%	31%	70%	77%	51%	45%	39%	36%	41%	46%	20%	39%	34%	76%	11%
Strongly agree	32%	60%	57%	38%	11%	9%	31%	33%	31%	33%	29%	29%	46%	34%	18%	8%	58%
Somewhat agree	27%	30%	33%	32%	19%	14%	18%	21%	30%	31%	30%	25%	33%	27%	48%	16%	31%
Somewhat disagree	17%	9%	8%	15%	23%	23%	18%	15%	16%	17%	25%	17%	11%	19%	18%	23%	9%
Strongly disagree	24%	1%	3%	15%	47%	54%	33%	30%	23%	19%	16%	29%	9%	20%	16%	52%	1%

I trust that the ballots are and will be counted fairly and honestly.	US Avg	Gender		Family income			Education				Region				Party ID		
		Male	Female	Less than \$50,000	\$50,000 - \$100,00	More than \$100,000	High school graduate, No HS	2-year, Some college	4-year	Post-grad	South	West	Northeast	Midwest	Democrat	Republican	Independent
Total Agree	59%	56%	61%	61%	56%	63%	57%	54%	65%	68%	55%	60%	60%	62%	90%	27%	58%
Total Disagree	41%	44%	39%	39%	44%	37%	43%	46%	35%	32%	45%	40%	40%	38%	10%	73%	42%
Strongly agree	32%	30%	34%	32%	30%	40%	29%	30%	37%	41%	32%	33%	29%	33%	58%	10%	29%
Somewhat agree	27%	26%	27%	29%	26%	23%	28%	24%	28%	27%	23%	27%	31%	29%	32%	18%	29%
Somewhat disagree	17%	16%	18%	18%	17%	13%	19%	17%	15%	13%	18%	18%	17%	15%	7%	24%	19%
Strongly disagree	24%	28%	21%	21%	27%	23%	24%	28%	20%	19%	27%	22%	23%	23%	3%	49%	23%

