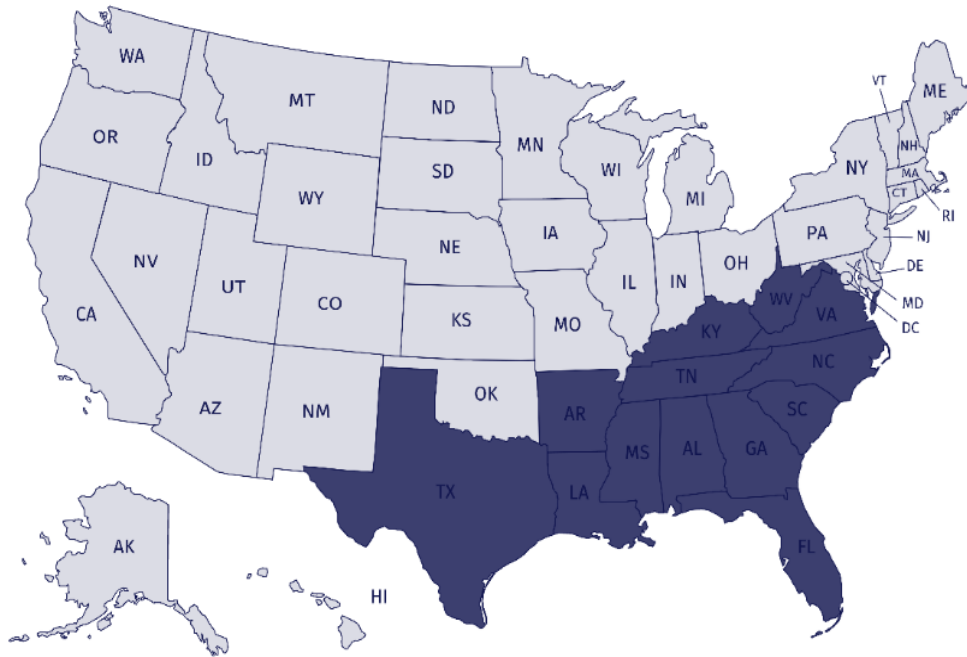


G B A O

# E Pluribus Unum Fund

Survey Of Black, White, And Latino Adults In  
The American South

October 2021



GBAO conducted a survey of 1,800 white, Black, and Latino adults in the South via landlines, cellphones, online panel, and text-to-web from October 6-15, 2021. Latino respondents were given the option of taking the survey in English or Spanish. The margin of error for each racial group is +/- 4.0 percentage points at the 95 percent confidence level.

- 600 white Adults
- 600 Black Adults
- 600 Latino Adults



# **Race And Opportunity**

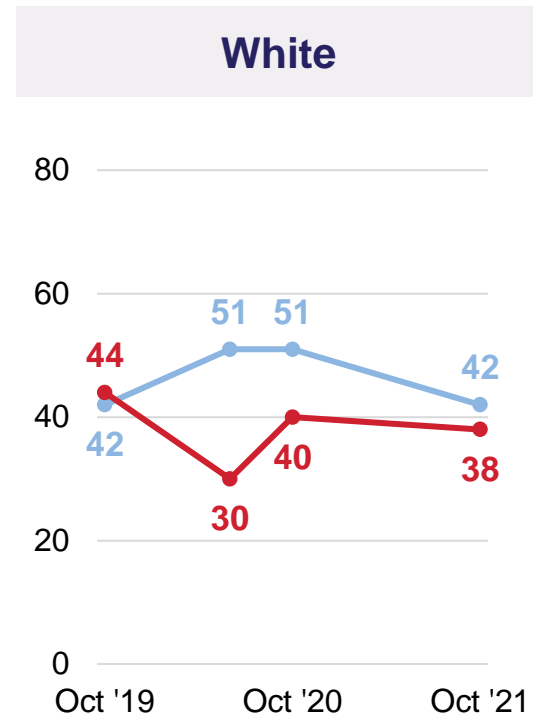
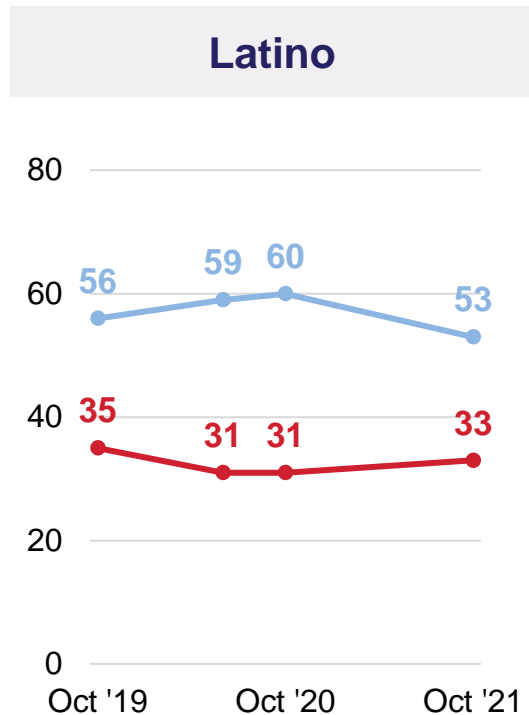
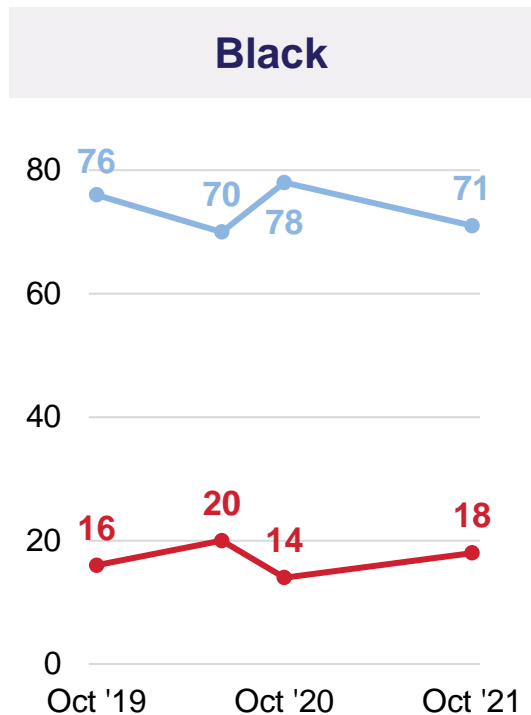
- Majorities of Black and Latino Southerners place blame for poverty on lack of opportunity rather than poor life choices while white Southerners are divided
  - Among white adults, number choosing lack of opportunity has steadily declined from 2020 peak and is now near pre-pandemic levels
  - White women still blame lack of opportunity by almost 2-to-1, only white men blame personal choices
- Growing number of white adults say we're too focused on race in the US
- Expanding majorities of white men and women reject idea that white Americans have more economic opportunity
- Black and Latino adults express increasing concern about systemic racism

# White Southerners Near Pre-Pandemic Levels On Cause Of Poverty

Figure 5

*Do you think people living in poverty or living with very bad economic situations made poor life choices that led to their situation or is there a lack of opportunity in their community?*

● Lack of opportunity ● Poor life choices



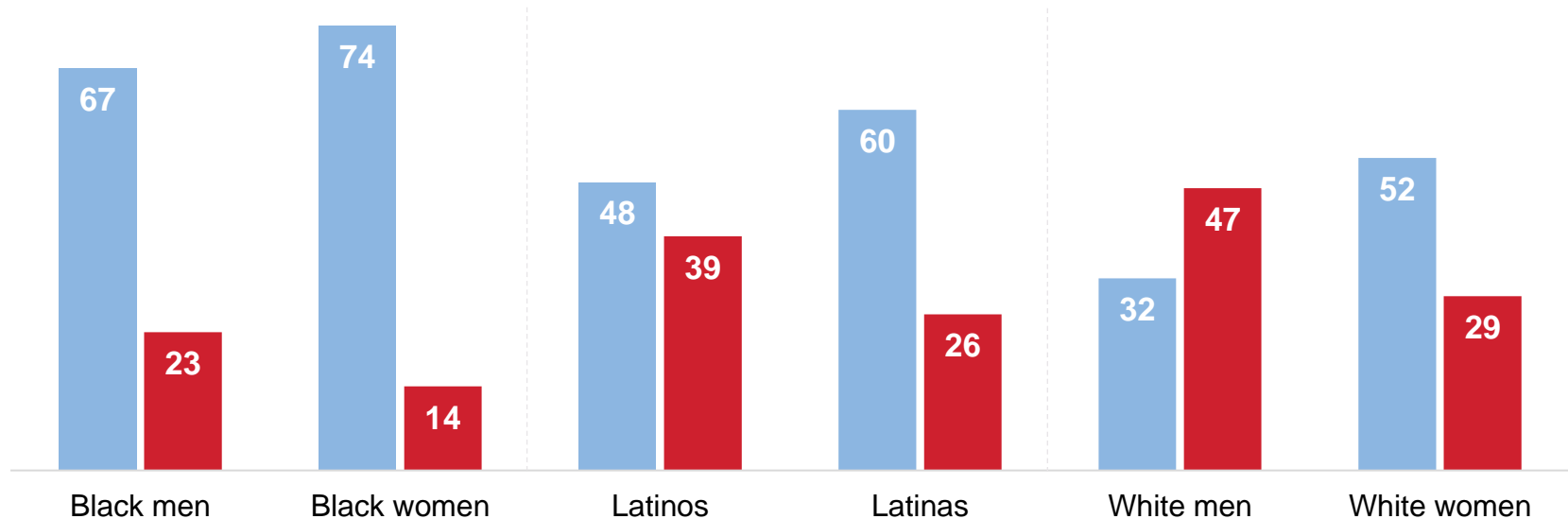
# Across Racial Lines, Women More Likely To See Lack Of Opportunity As Cause Of Poverty; White Men Only Group To Blame Life Choices

Figure 6

## Economic Situation Causes

*Do you think people living in poverty or living with very bad economic situations made poor life choices that led to their situation or is there a lack of opportunity in their community?*

● Lack of opportunity ● Poor life choices

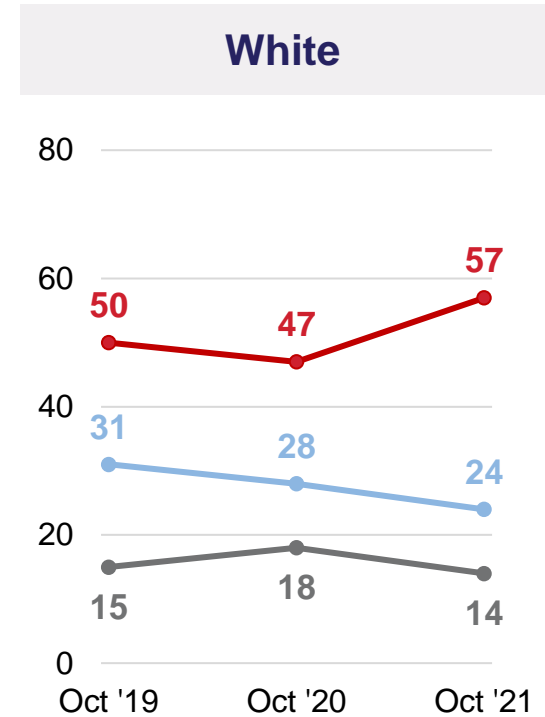
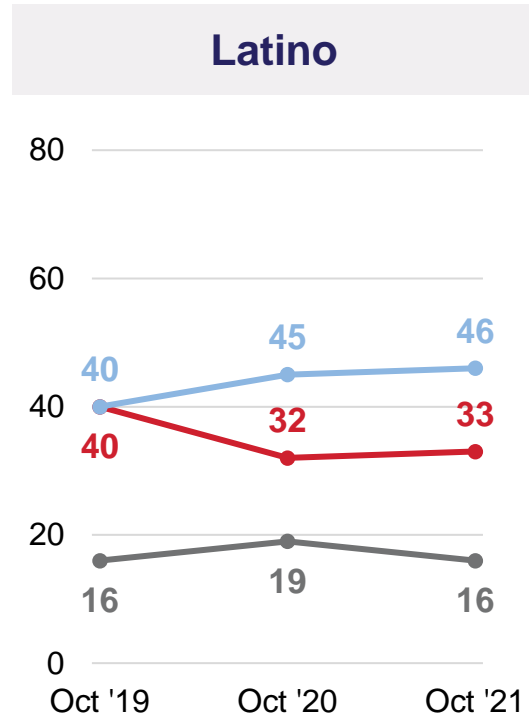
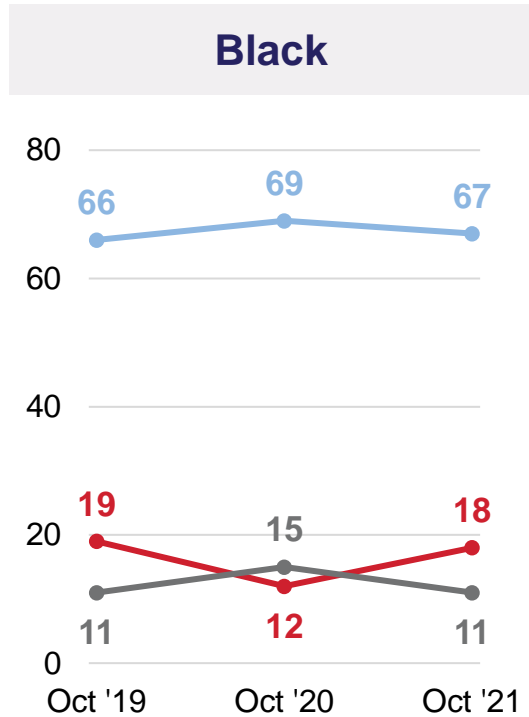


# Focus On Race In The US – Black, Latino Numbers Unchanged But Growing Number Of White Adults See Too Much Attention On Race

Figure 7

*Do you think there is too much, too little, or the right amount of attention paid to race and racial issues in the United States today?*

● Too much ● Too little ● Right amount



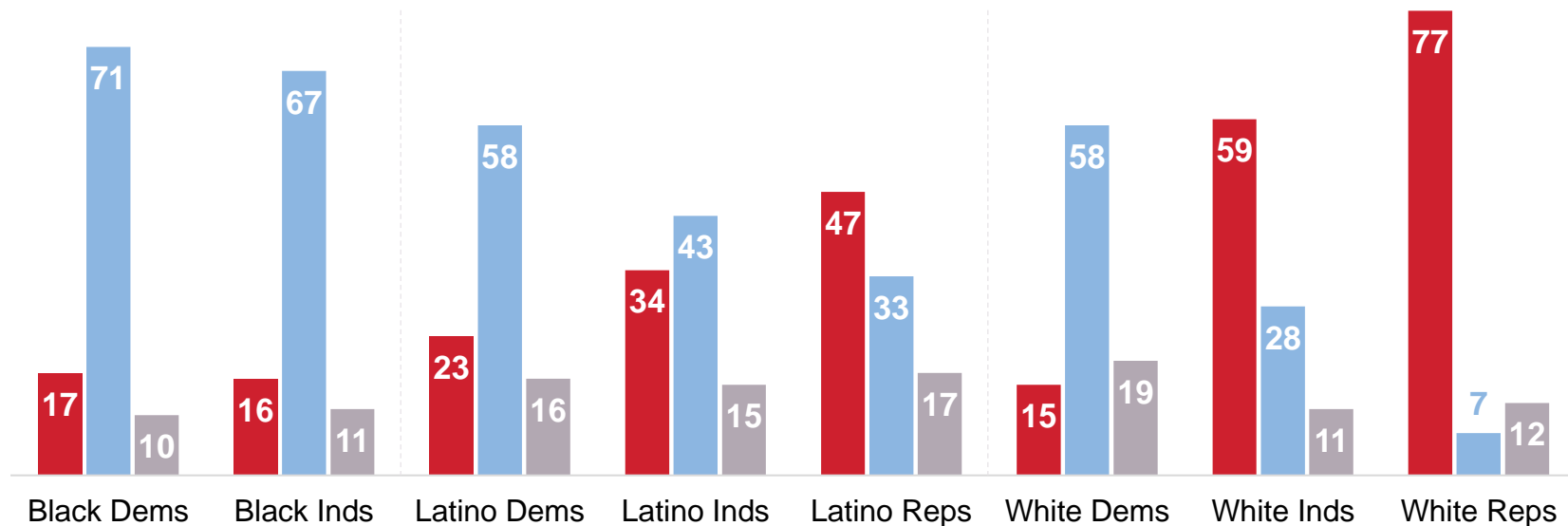
# Party Big Determinant In Latino And White Views On Race Conversation

Figure 8

## Attention To Race

*Do you think there is too much, too little, or the right amount of attention paid to race and racial issues in the United States today?*

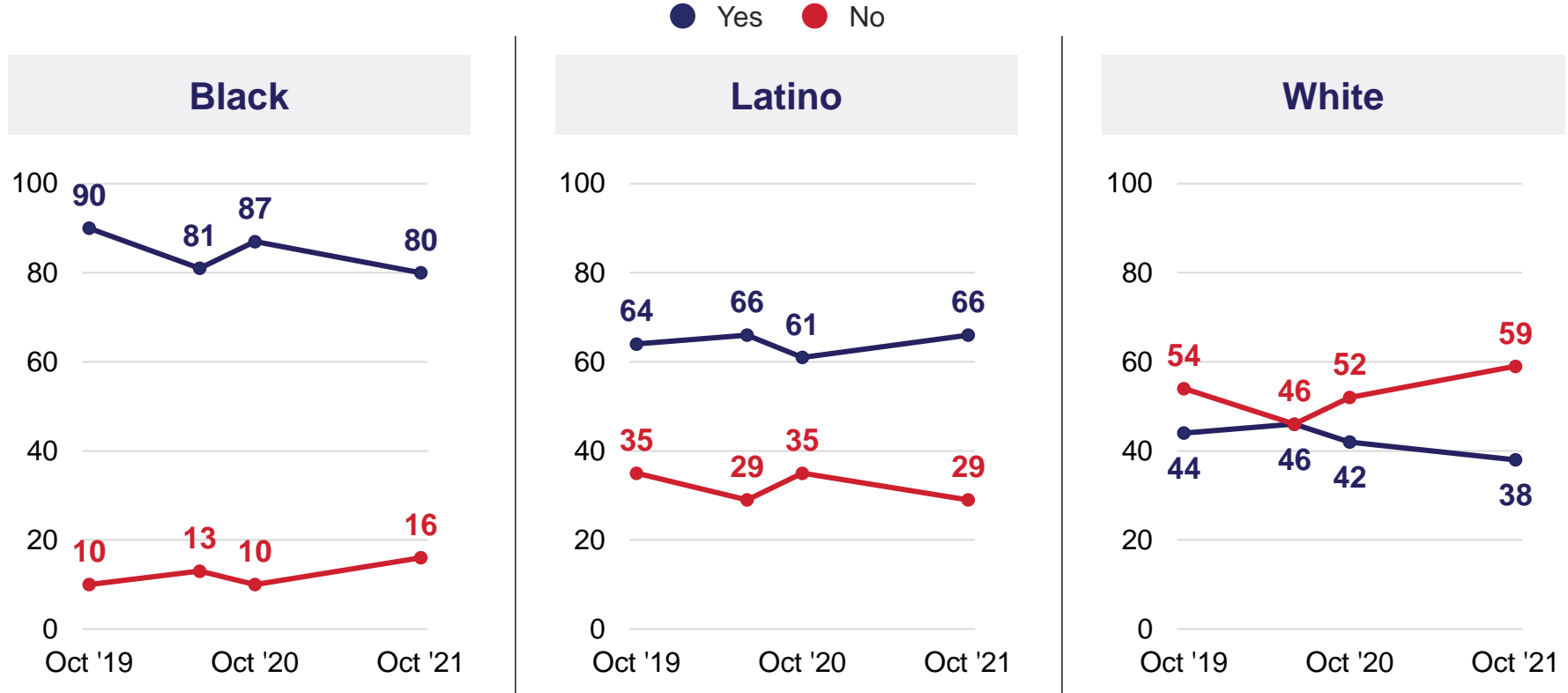
● Too much    ● Too little    ● Right amount



# Acknowledgement Of Disproportionate White Opportunity At Lowest Level Yet Among White Adults

Figure 9

*Do you think white people in the United States have more economic opportunities than African Americans and Hispanics?*



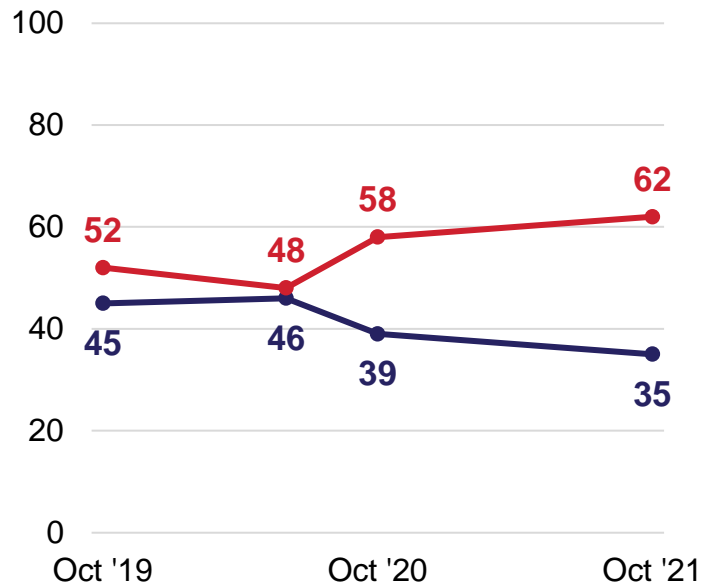
# White Men Are Worse, But Both Genders Moving In Wrong Direction On Race And Opportunity

Figure 10

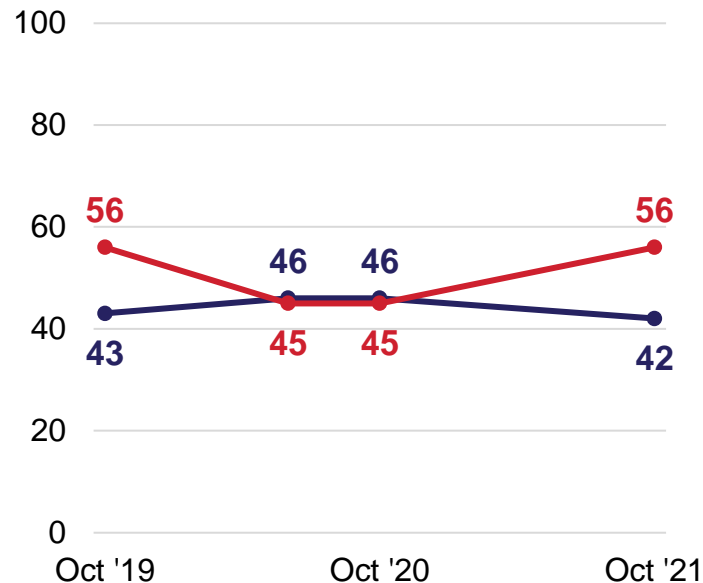
*Do you think white people in the United States have more economic opportunities than African Americans and Hispanics?*

● Yes ● No

## White Men



## White Women



# Increasing Concern About Systemic Racism Among Black And Latino Adults, Increasing Familiarity With Language Among White Adults

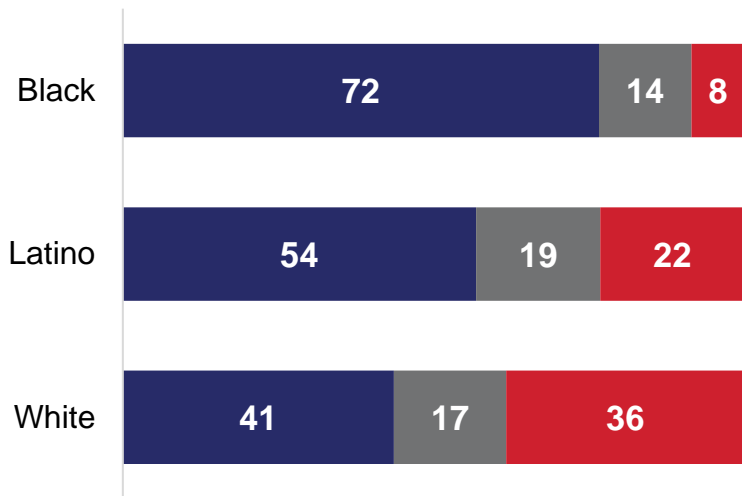
Figure 11

## Systemic Racism

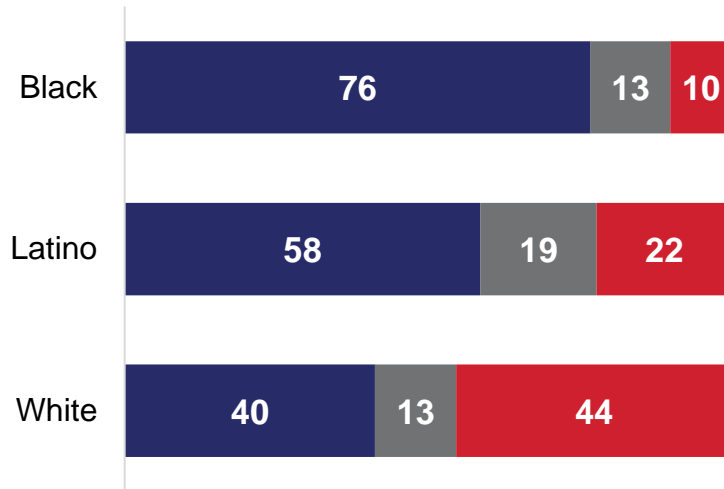
*Please tell me which one best describes your opinion - I believe systemic or institutional racism is a major problem impacting our country today, I do NOT believe systemic or institutional racism is a major problem impacting our country today, or I am not really familiar with the term "systemic or institutional racism."*

● Systemic racism is a major problem    ● Not familiar with the term    ● Systemic racism is not a major problem

October 2020



October 2021

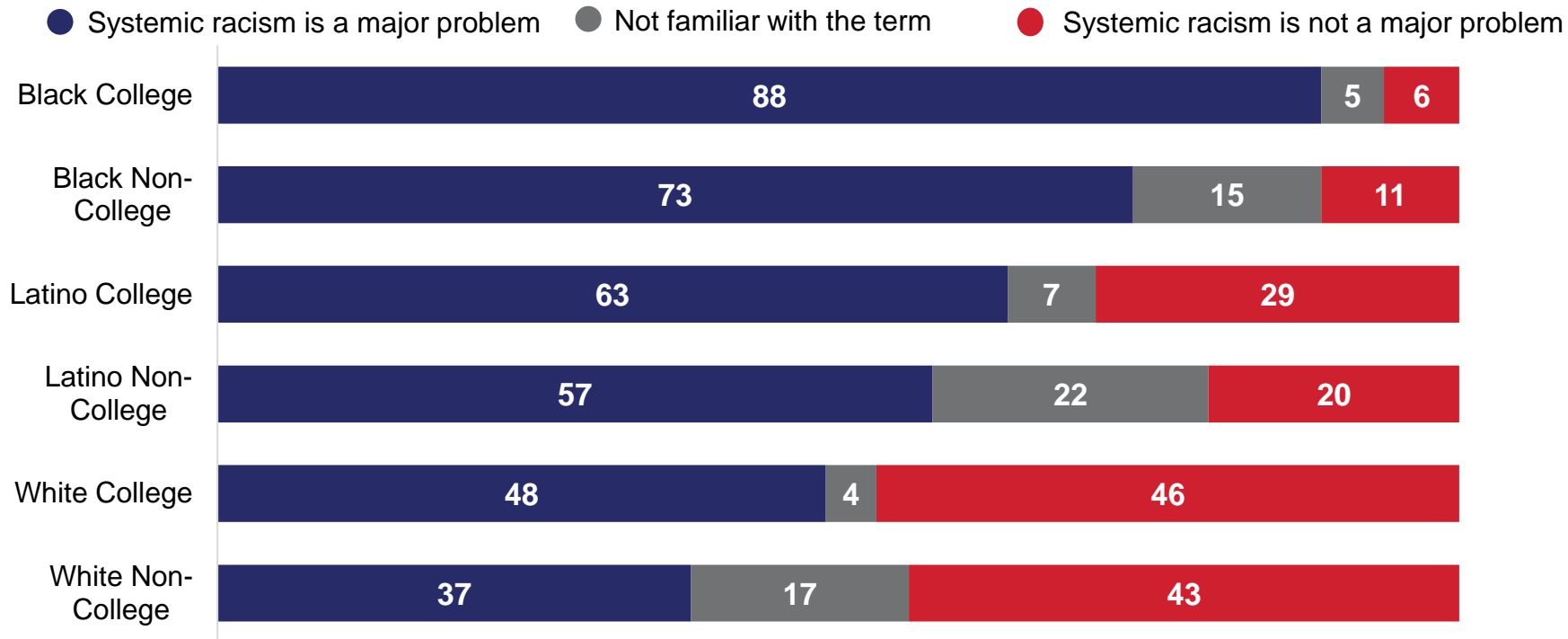


# Non-College Voters Across Race Less Likely To Be Familiar With Term

Figure 12

## Systemic Racism

*Please tell me which one best describes your opinion (Oct '21)*





# **Race And Society**

- Majorities across racial lines say it is important to discuss issues of race
  - Despite a clear social desirability bias, it represents a consensus starting point
- Most Southerners see a future where their background, values, and culture will be more common and accepted; only exceptions are white Republicans and Independents
- Large majorities of Black and Latino adults, as well as slim majority of white women, embrace responsibility to others
  - Only white men choose individualism over seeking justice and equality for all

# Majorities Across Racial Lines Say It's Important To Discuss Issues Of Race

Figure 15

## Discussing Issues Of Race

*Please indicate which statement in each pair comes closer to your own view, even if neither statement is exactly right.*

I usually **avoid discussing issues of race** and am uncomfortable bringing it up in conversations myself.

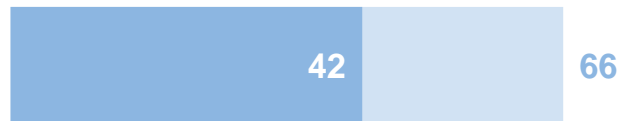
I think it's **important to discuss issues of race** with other people.



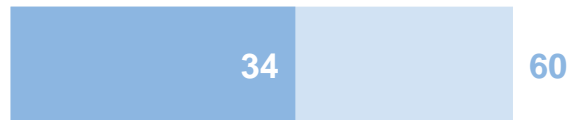
Black



Latino



White



*Darkers shade = Stronger intensity*

# Black And Latino Southerners See More Accepting Future, White Southerners Split

Figure 16

## Background Accepted In America

*Please indicate which statement in each pair comes closer to your own view, even if neither statement is exactly right.*

In the future, people who share my background, culture, and values will **become less common and less accepted in America.**

25



Black

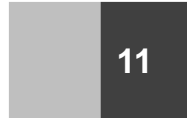
In the future, people who share my background, culture, and values **will become more common and more accepted in America.**

40



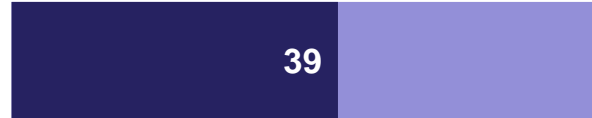
66

22



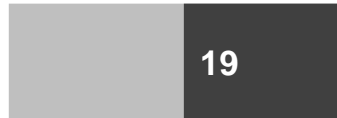
Latino

39



70

40



White

26



46

*Darker shade = Stronger intensity*

# Only White Independents And Republicans Not Optimistic About Future For Their Values And Culture

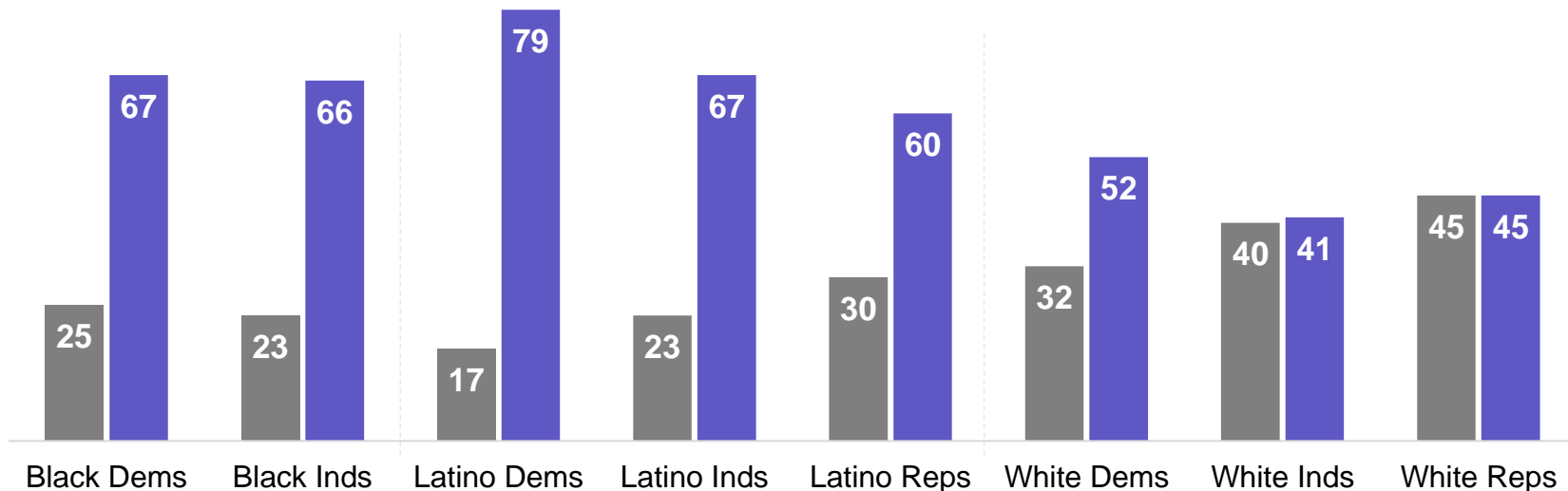
Figure 17

## Background Accepted In America

*Please indicate which statement in each pair comes closer to your own view, even if neither statement is exactly right.*

In the future, people who share my background, culture, and values will **become less common and less accepted in America.**

In the future, people who share my background, culture, and values **will become more common and more accepted in America.**



# Black And Latino Adults Embrace Responsibility To Others, White Adults Divided

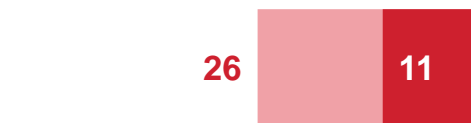
Figure 18

## Obligation To Help Others

*Please indicate which statement in each pair comes closer to your own view, even if neither statement is exactly right.*

It's **up to every individual to take care of themselves**. Hard work and personal responsibility are the keys to a successful society.

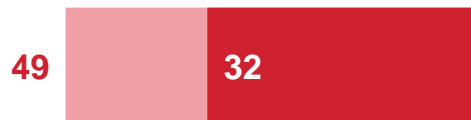
**We each have an obligation to help ensure equality and justice for others** in our society. Looking out for one another is the key to a successful society.



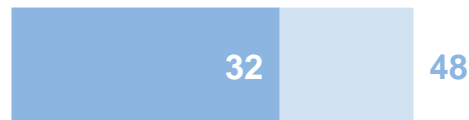
Black



Latino



White



*Darker shade = Stronger intensity*

# Huge Differences On Social Compact Based On Race, Gender; Only White Men Choose Individualism Over Obligation To Others

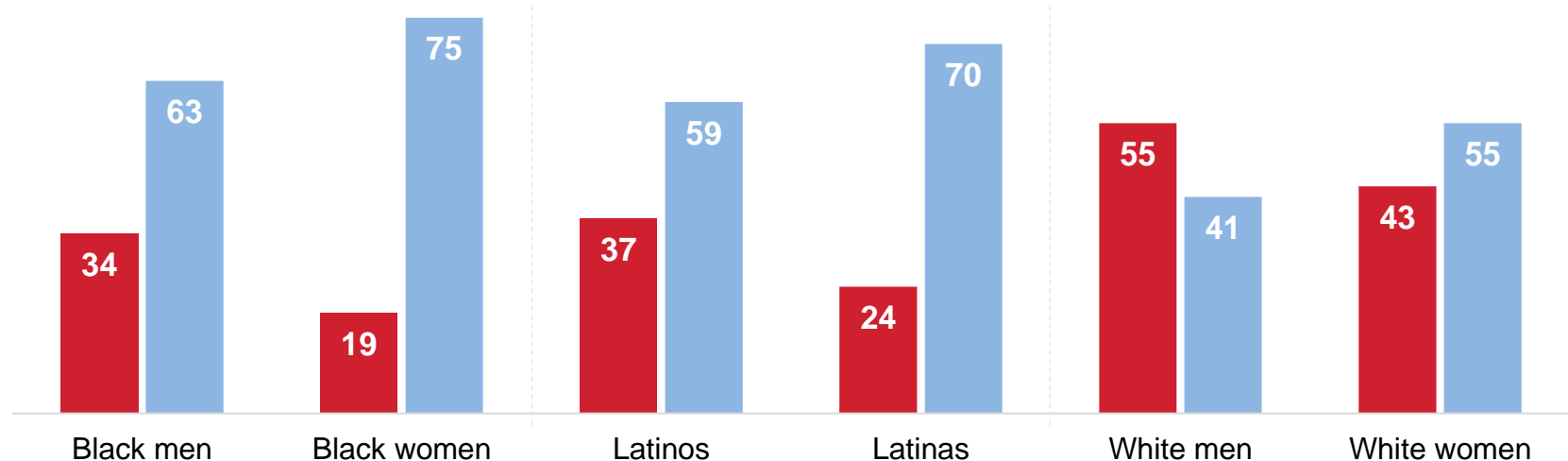
Figure 19

## Obligation To Help Others

*Please indicate which statement in each pair comes closer to your own view, even if neither statement is exactly right.*

It's **up to every individual to take care of themselves**. Hard work and personal responsibility are the keys to a successful society.

**We each have an obligation to help ensure equality and justice for others** in our society. Looking out for one another is the key to a successful society.



A row of four white police cars is parked on a city street. The cars have blue and red emergency lights on their roofs. The car on the far right has its lights flashing. The cars are parked in front of a brick building with trees in the background. A dark blue banner with white text is overlaid on the bottom half of the image.

# Aftermath Of George Floyd's Murder

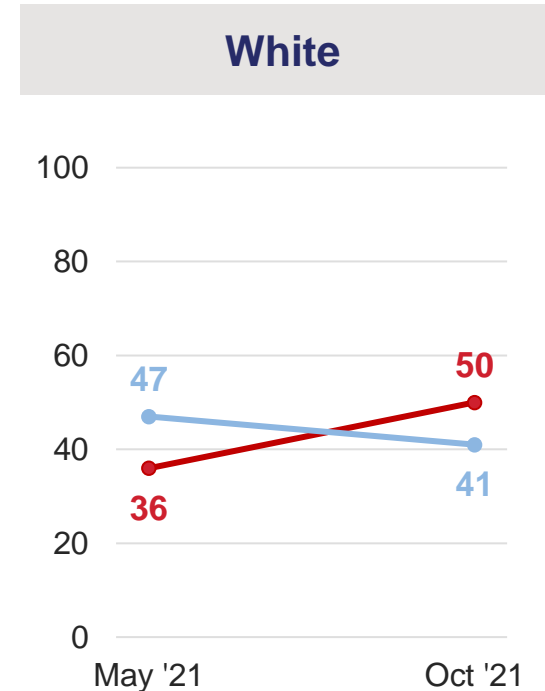
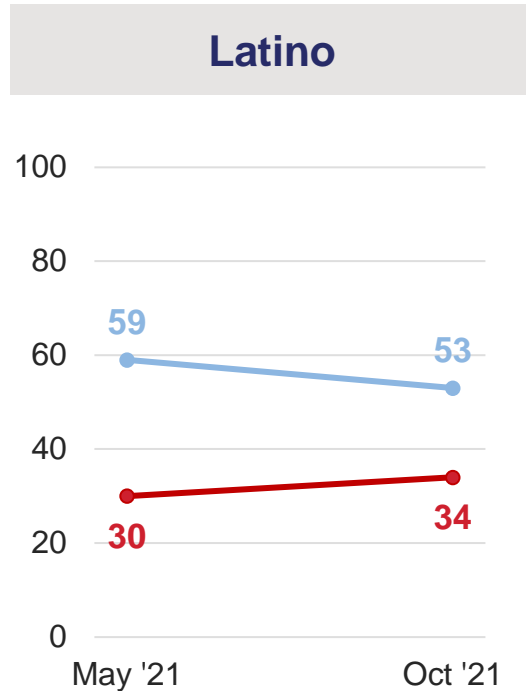
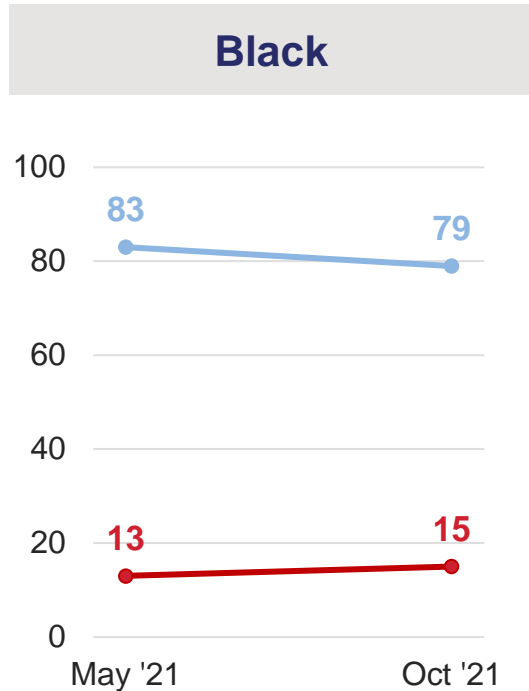
- As time passes, intensity declines and demand for change subsides
- More than 3-in-4 Black Southerners and a majority of Latino Southerners still demand more from lawmakers, but half of white adults are satisfied
  - Younger white adults are divided on lawmakers' response, but white adults ages 50+ say they've done enough by a margin of 22 points (56 to 34 percent)
- When it comes to deaths in police custody, a growing number of Black Southerners blame a racist police system while a growing number of white Southerners blame the actions of those in custody

# Small Shifts Among Black And Latino Adults On Lawmaker Response, But Half Of White Adults Now Satisfied That Enough Has Been Done

Figure 22

*In the aftermath of George Floyd's death, do you think lawmakers have done enough to address the killing of unarmed Black people and other people of color by police officers?*

● Yes ● No



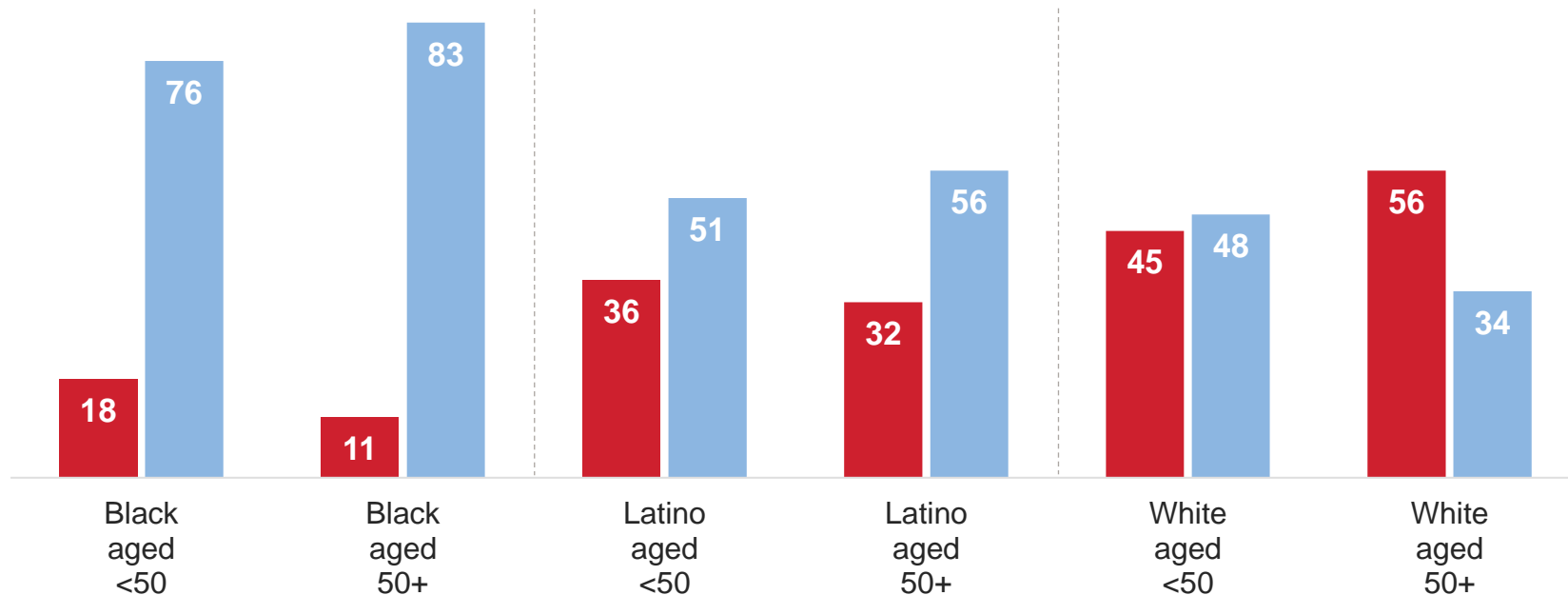
# Older White People More Likely To Say Lawmakers Have Done Enough

Figure 23

## Lawmakers Done Enough

*In the aftermath of George Floyd's death, do you think lawmakers have done enough to address the killing of unarmed Black people and other people of color by police officers?*

● Yes ● No

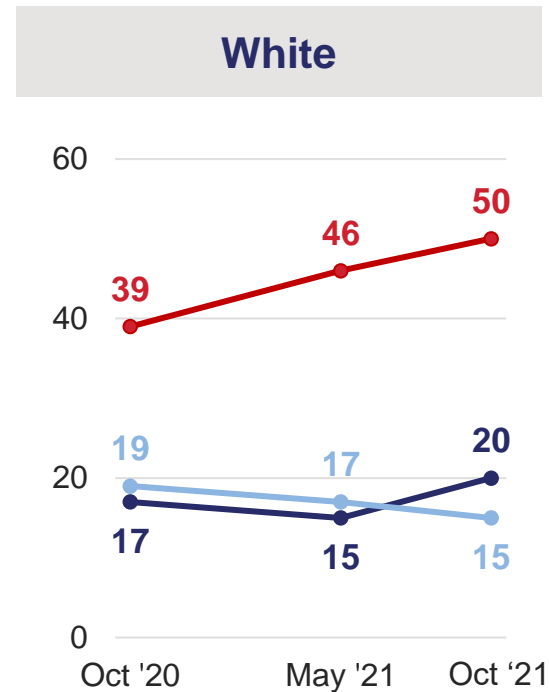
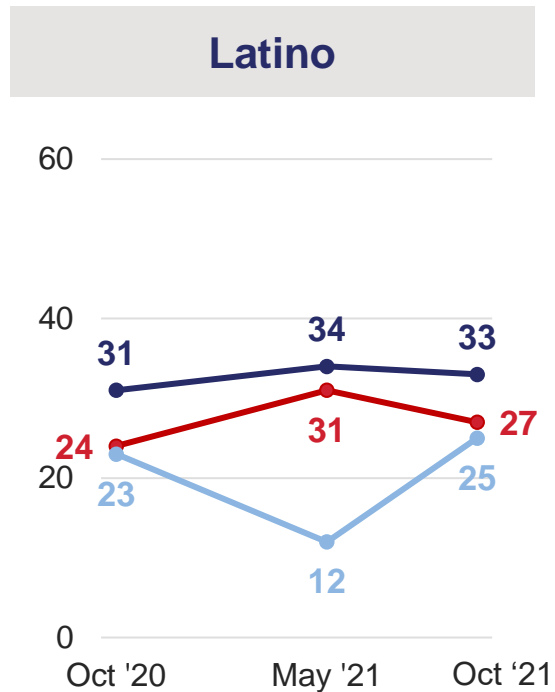
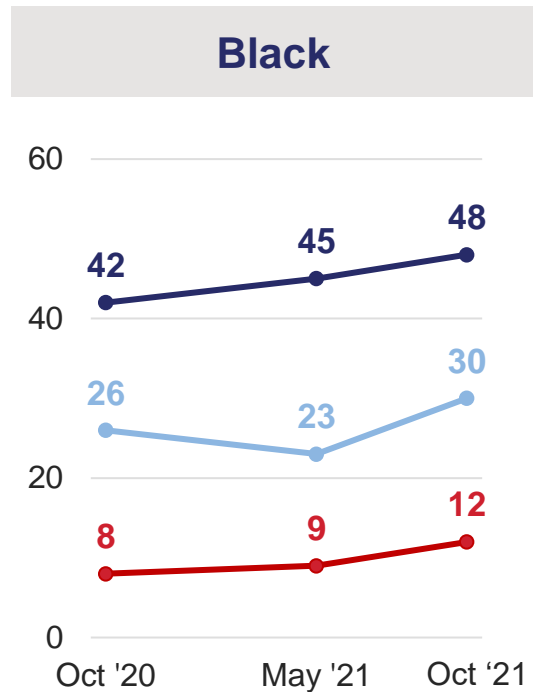


# Growing Racial Gap On Deaths In Police Custody

Figure 24

*Do you think the deaths of Black people and other people of color in police custody are the result of...*

● Behavior of those in custody   ● Bad police officers   ● Racist police system



# Confederate Monuments



- Similar to the dynamics around George Floyd's murder, intensity on this subject has led to a softening of opinions on both sides
  - The number of white Southerners who say the removal of Confederate monuments is making things worse has declined five points (but is still a majority at 54 percent)
  - The number of Black Southerners who say it is making things better when it comes to race relations has declined 13 points to just 28 percent
- Black and Latino Southerners are now essentially evenly divided on whether this issue is making things better or worse
  - Two years ago, Black respondents said it was making things better by a margin of nearly 20 points

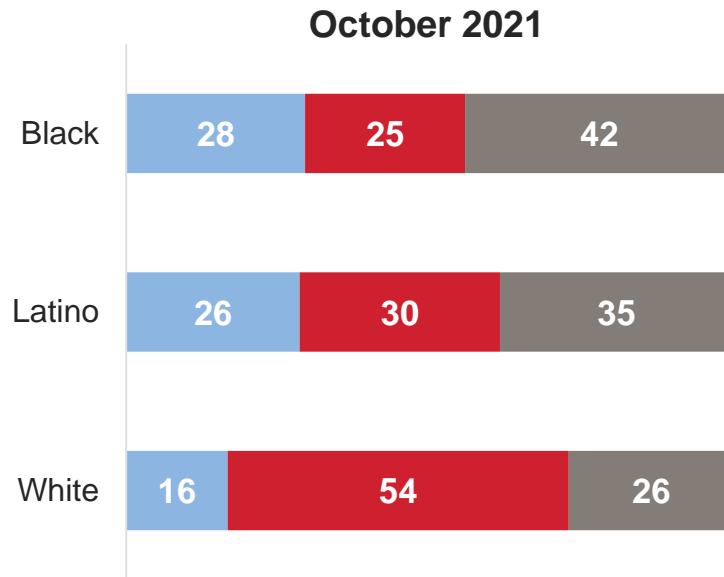
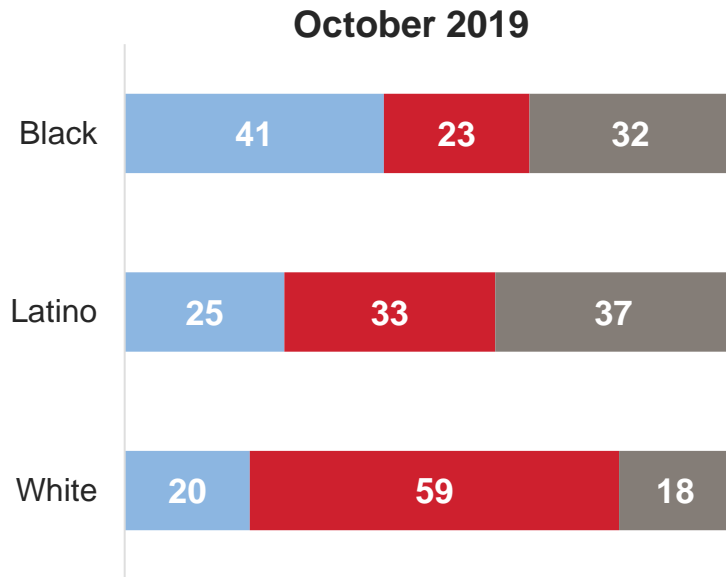
# Fewer White People Say Removing Monuments Makes Things Worse, Fewer Black People Say It's Making Things Better

Figure 27

## Confederate Memorials

*Do you think recent efforts to remove Confederate memorials and statues from public places are making things better when it comes to race relations, have had no impact on race relations, or are making things worse when it comes to race relations?*

● Making better ● Making worse ● No impact



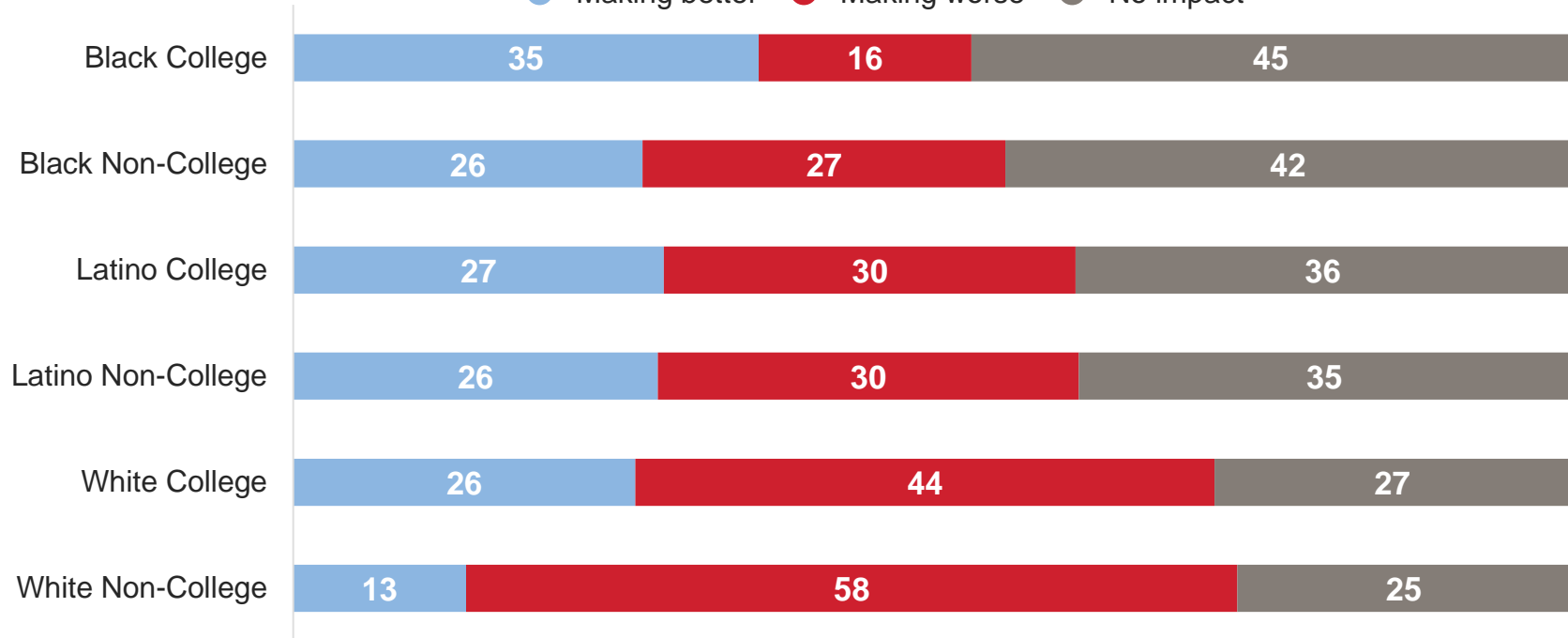
# Significant Education Divides On Monuments Among Black And White Adults By Education

Figure 28

## Confederate Memorials

*Do you think recent efforts to remove Confederate memorials and statues from public places are making things better, have had no impact, or are making things worse when it comes to race relations? (Oct '21)*

● Making better ● Making worse ● No impact





# **Critical Race Theory**

- Open-ended responses show how poorly defined public understanding of CRT is, but along predictable lines – Black responses are more positive than negative, white responses are much more negative than positive, and Latino responses are evenly divided
- Pluralities of white and Latino adults support efforts to ban CRT, with white support driven largely by those over 64
  - 56 percent of Black adults oppose efforts to ban CRT, 40 percent strongly oppose
- Messages on teaching complete, honest history and no censorship by politicians win by large margins across racial lines

# Many Black Adults Have Never Heard/Are Neutral On CRT, Most Of Those Who Have View It Positively

Figure 31

## Black Views on CRT

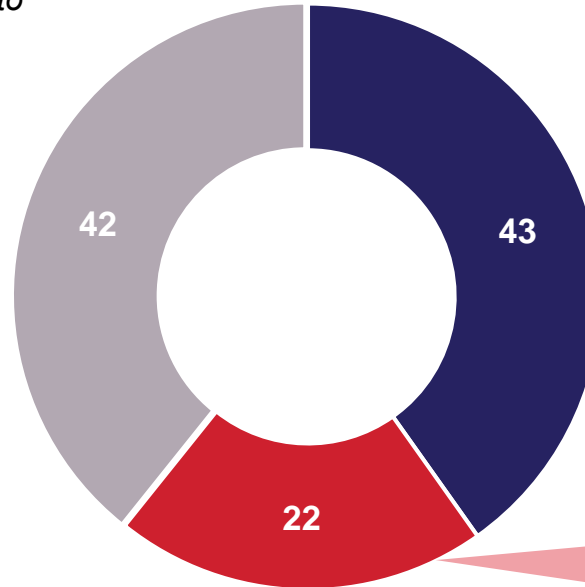
*What comes to mind when you hear the term Critical Race Theory?*

*"White people getting angry is what comes to mind."*

### Neutral responses

- I don't know/don't understand it
- Never heard of it
- Its legal scholarship/a law school class

*"It is teaching our complete history."*



### Positive Views/Reactions or Accurate Associations

- It is a theory on race
- Study of racism
- White privilege
- Necessary
- About prejudice/inequality
- Systemic racism
- Honest

### Negative Views/Reactions

- Bullshit/crap/joke/stupid
- Dangerous
- Reverse discrimination
- Divisive
- Lies

# Plurality Of Latinos Have No Opinion Or Are Neutral On CRT

Figure 32

## Latino Views on CRT

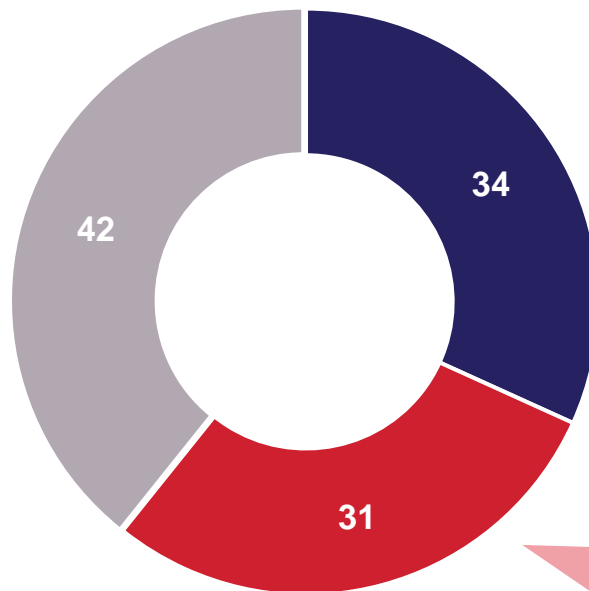
*What comes to mind when you hear the term Critical Race Theory?*

*"I think it is a little complex and hard to understand"*

### Neutral responses

- I don't know/don't understand it
- Never heard of it

*"I would imagine it's about the thought of some races having more opportunities than others."*



### Positive Views/Reactions or Accurate Associations

- Study of racism
- It is a theory on race
- About prejudice/inequality
- White privilege
- Systemic racism

### Negative Views/Reactions

- Bullshit/crap/joke/stupid
- Reverse discrimination
- Divisive
- Lies
- Brainwashing
- Victimhood
- Overblown/too far

# Over Half Of White Adults Have A Negative View Or Reaction To CRT

Figure 33

## White Views on CRT

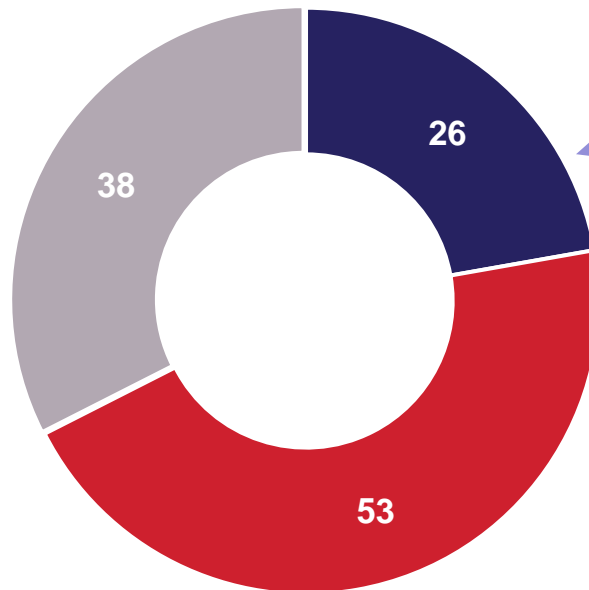
*What comes to mind when you hear the term Critical Race Theory?*

*“Quit playing race card people are sick of it.”*

### Neutral responses

- I don't know/don't understand it
- Never heard of it
- Its legal scholarship/a law school class

*“Brainwashing children into thinking everything in their lives and future is based solely on the color of their skin and nothing they can do will change this. This is irresponsible and a dangerous lie being force fed to innocent children.”*



### Positive Views/Reactions or Accurate Associations

- It is a theory on race
- Study of racism
- White privilege
- Honest
- About prejudice/inequality

### Negative Views/Reactions

- Bullshit/crap/joke/stupid
- Reverse discrimination
- Divisive
- Victimhood
- Too far/overblown
- Liberal/Democratic plan

# Black Adults Oppose Bans On CRT, White And Latino Adults Divided

Figure 34

## Ban On Teaching CRT

*Do you support or oppose recent efforts by many governors and state legislators across the South to ban the teaching of Critical Race Theory in public schools?*

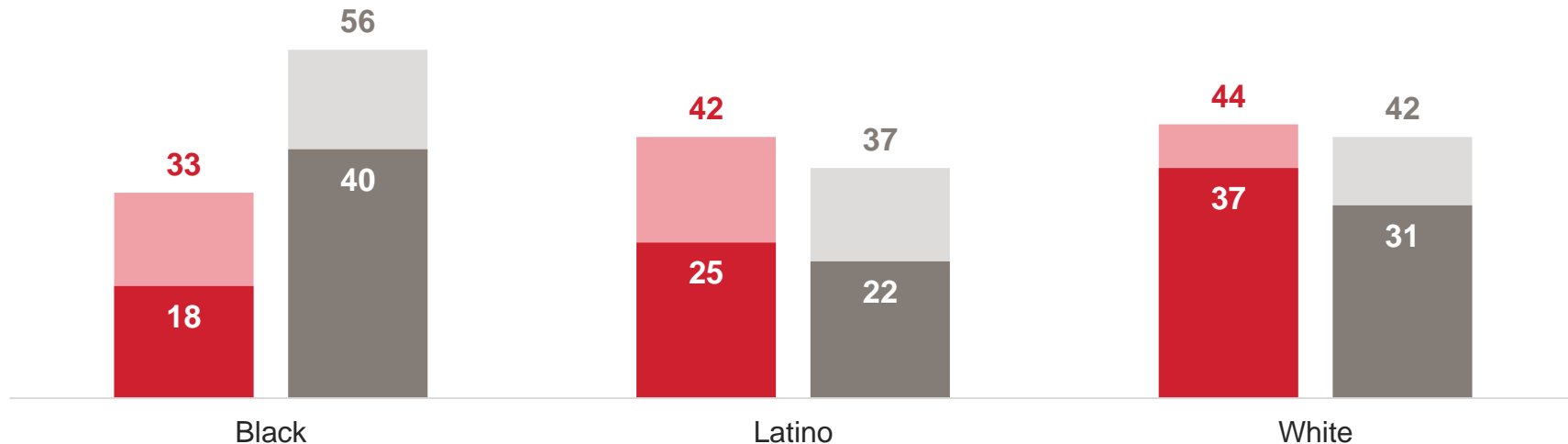


Support



Oppose

*Darker shade = Stronger support/opposition*



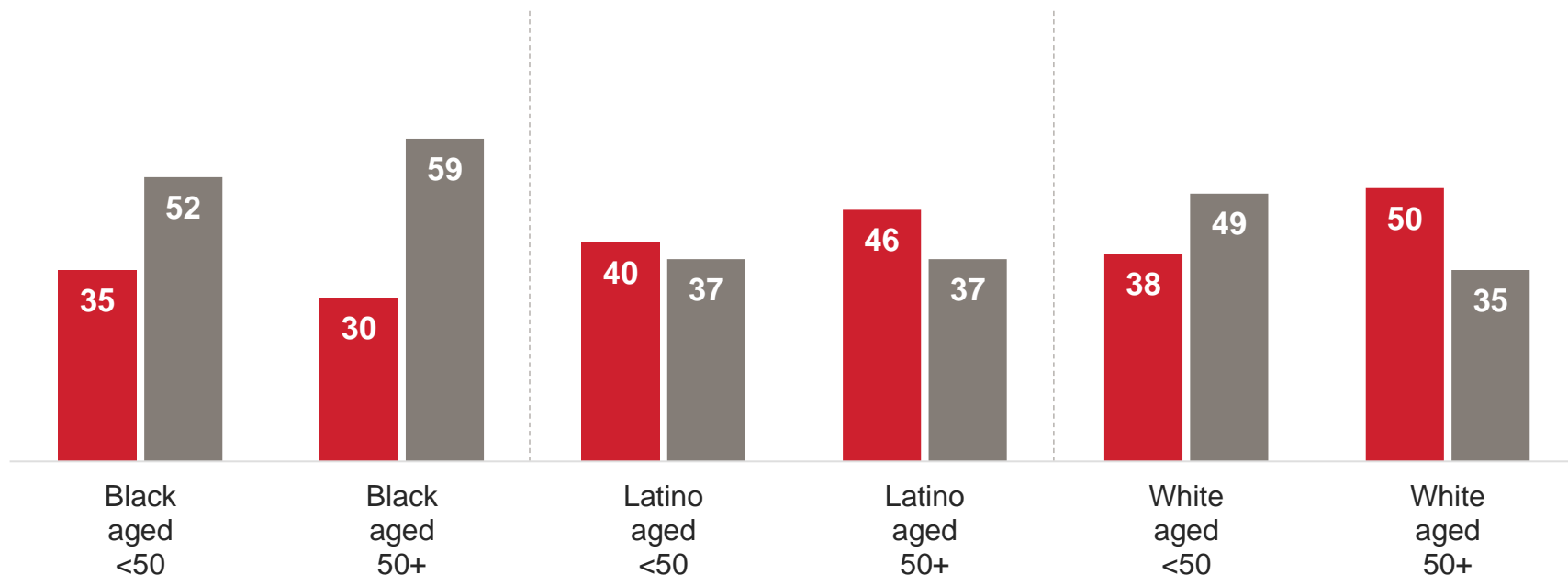
# Big Difference Among White Adults By Age

Figure 35

## Ban On Teaching CRT

*Do you support or oppose recent efforts by many governors and state legislators across the South to ban the teaching of Critical Race Theory in public schools?*

● Support ● Oppose



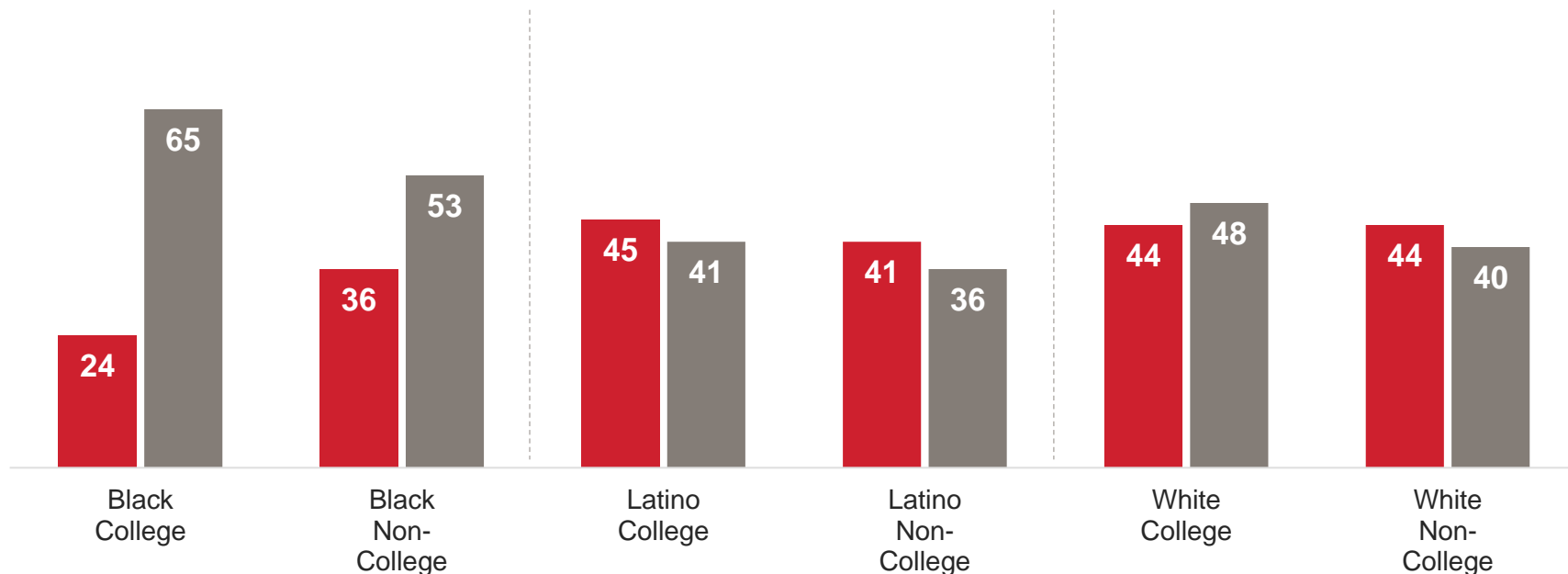
# Big Difference Among Black Adults By Education

Figure 36

## Ban On Teaching CRT

*Do you support or oppose recent efforts by many governors and state legislators across the South to ban the teaching of Critical Race Theory in public schools?*

● Support ● Oppose



# Majorities Across Racial Lines Choose Message Focused On ‘Honest, Complete’ History And No Censorship By Politicians

Figure 37

## CRT-Teaching Pair

*Which of the following statements do you agree with more when it comes to efforts to ban Critical Race Theory in our schools?*

Those who want to teach Critical Race Theory in our schools are trying to further divide us by **teaching kids to be ashamed of our country and to feel guilty just for being white.**

Black

18

76

Latino

33

59

White

41

52

Teachers **should have the freedom to teach the honest, complete facts about historical topics** like slavery and civil rights without being censored by politicians. *(Split)*

# Similar Message With Southern Focus Performs Same With White Adults But Slightly Weaker With Black And Latino Adults

Figure 38

## CRT-Teaching Pair

*Which of the following statements do you agree with more when it comes to efforts to ban Critical Race Theory in our schools?*

Those who want to teach Critical Race Theory in our schools are trying to further divide us by **teaching kids to be ashamed of our country and to feel guilty just for being white.**

Black

31

62

Latino

36

53

White

41

53

**The South is the birthplace of both The Confederacy and the Civil Rights Movement. We have a special responsibility to teach the honest, complete facts about our shared history without being censored by politicians. (Split)**

A medical-themed background featuring a teal stethoscope resting on a white ECG (heart rate) monitor. A blue pen is also visible in the upper left. A dark blue banner with the word 'Coronavirus' is overlaid on the image.

# Coronavirus

- Black and Latino Southerners demand more from their elected leaders, while 2-in-3 white adults say they've done enough or gone too far
- Declining numbers of all races recognize disproportionate impact of pandemic on Black and Latino communities
  - 50 percent of Black adults and 59 percent of Latino adults now say their communities have been impacted the same or less
- When it comes to economic recovery, Black adults and Latinas want to prioritize addressing historic inequities, while white adults and Latinos want to return to the way things were as quickly as possible

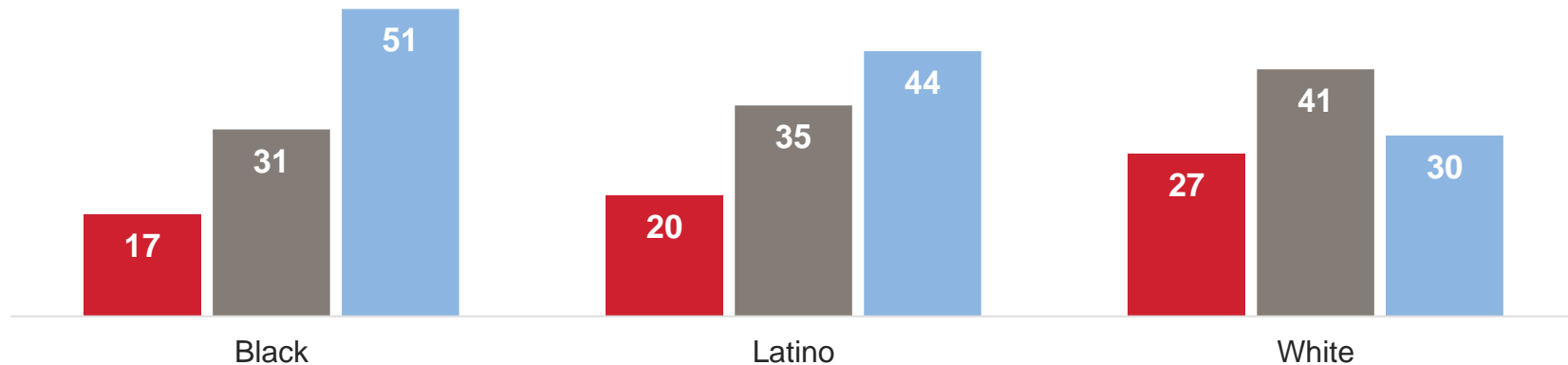
# Black, Latino Adults Want State Leaders To Do More To Fight Virus' Spread

Figure 41

## Gov't Efforts On COVID

*Thinking about the coronavirus pandemic, how would you describe efforts by the Governor and elected leaders in your state to prevent the spread of the virus?*

- They've gone too far in restricting individuals and businesses   ● Their efforts have been about right   ● They haven't gone far enough in setting rules to prevent its spread



# Adults Across Racial Lines Now Less Likely To See Racial Disparities In Pandemic Impact

Figure 42

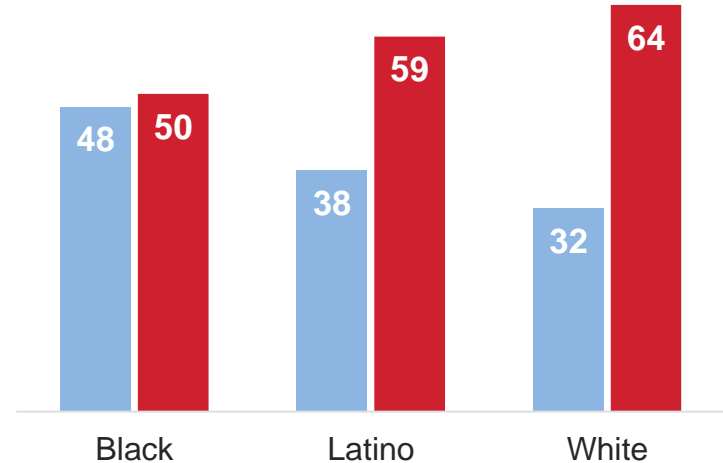
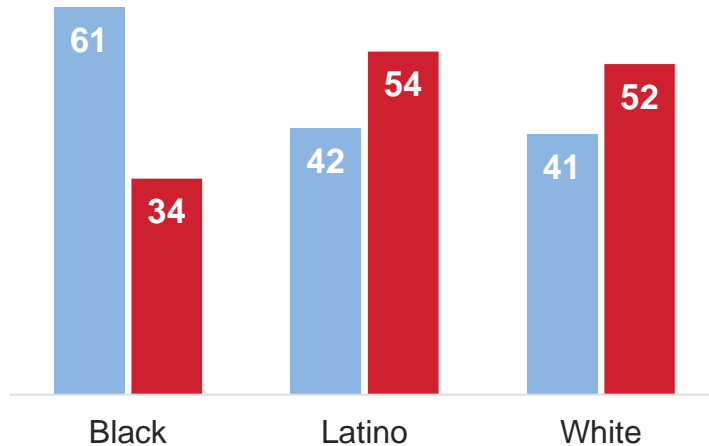
## COVID Impact By Race

*Overall, do you think Black and Hispanic Americans have been more impacted/less impacted than white Americans, or has the impact of the coronavirus pandemic been the same across communities?*

- Black and Hispanic Americans more impacted    ● Black and Hispanic Americans less impacted or same impact across communities

**June 2021**

**October 2021**

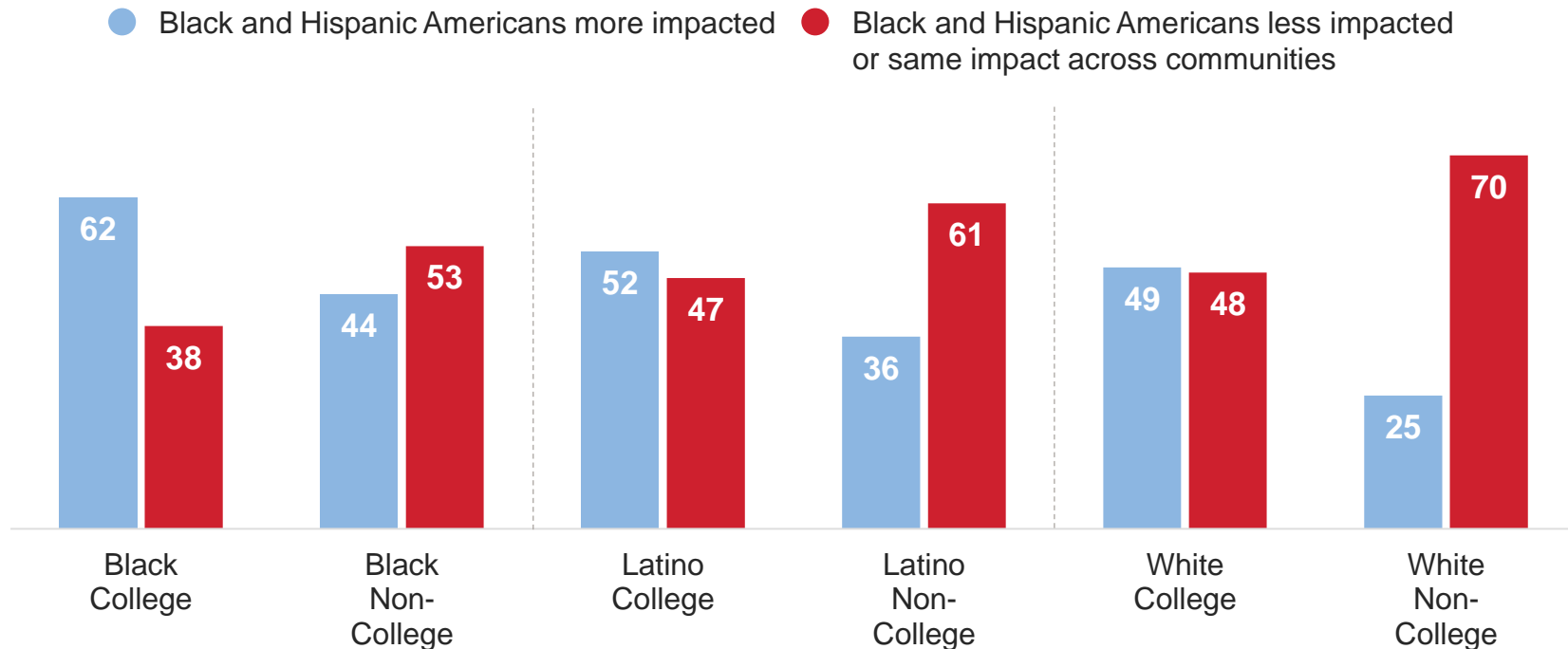


# Majorities Of Non-College-Educated Adults Across Racial Lines Reject Disparate Impact Of The Pandemic

Figure 43

## COVID Impact By Race

*Overall, do you think Black and Hispanic Americans have been more impacted/less impacted than white Americans, or has the impact of the coronavirus pandemic been the same across communities? (Oct '21)*

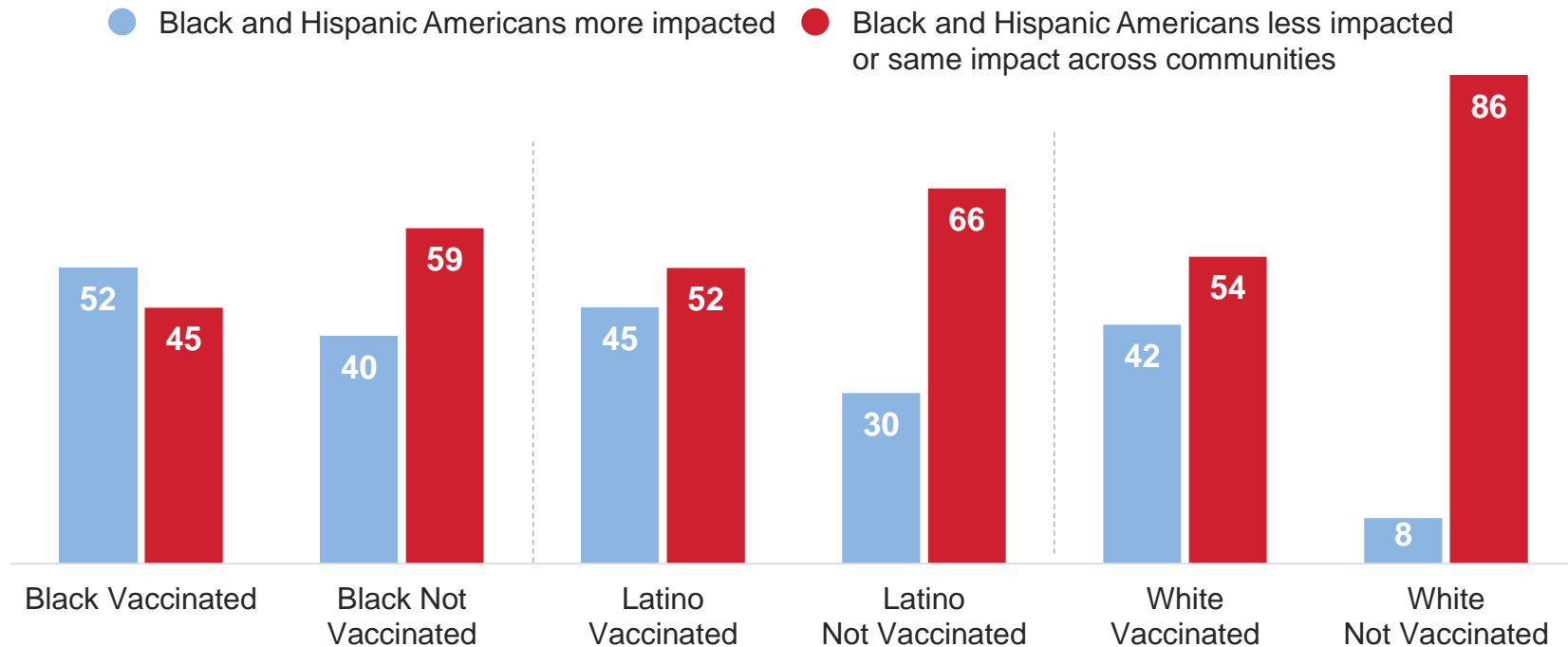


# Vaccination Status Plays A Huge Role In Perceptions Of Covid Impact

Figure 44

## COVID Impact By Race

*Overall, do you think Black and Hispanic Americans have been more impacted/less impacted than white Americans, or has the impact of the coronavirus pandemic been the same across communities? (Oct '21)*



# Big Racial Differences On How To Rebuild Post-Pandemic – Return To Normal Vs. Address Inequalities

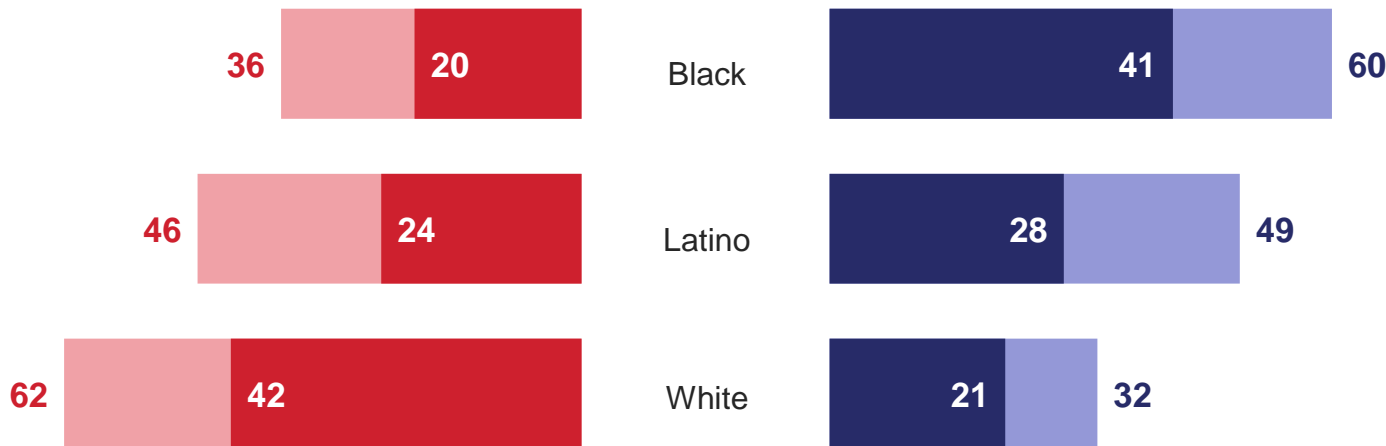
Figure 45

## Disproportionate Impact

*Which of the following statements do you agree with more regarding the disproportionate impact of the pandemic on these groups?*

The pandemic has hurt everyone. There are many possible reasons why Black and Hispanic Americans have been hit harder, but **our goal should be to restore things back to the way they were as quickly as possible for everyone.**

A virus doesn't discriminate. The fact that Black/Hispanic Americans are suffering more from this pandemic than white Americans shows that there are **deep-seated inequalities in our society and our health care system that must be addressed as we rebuild our economy.**



*Darker shade = Stronger intensity*

# Black Adults Across Gender, Latinas Believe Inequalities In Society Must Be Addressed; White Men Are Once Again The Greatest Obstacle

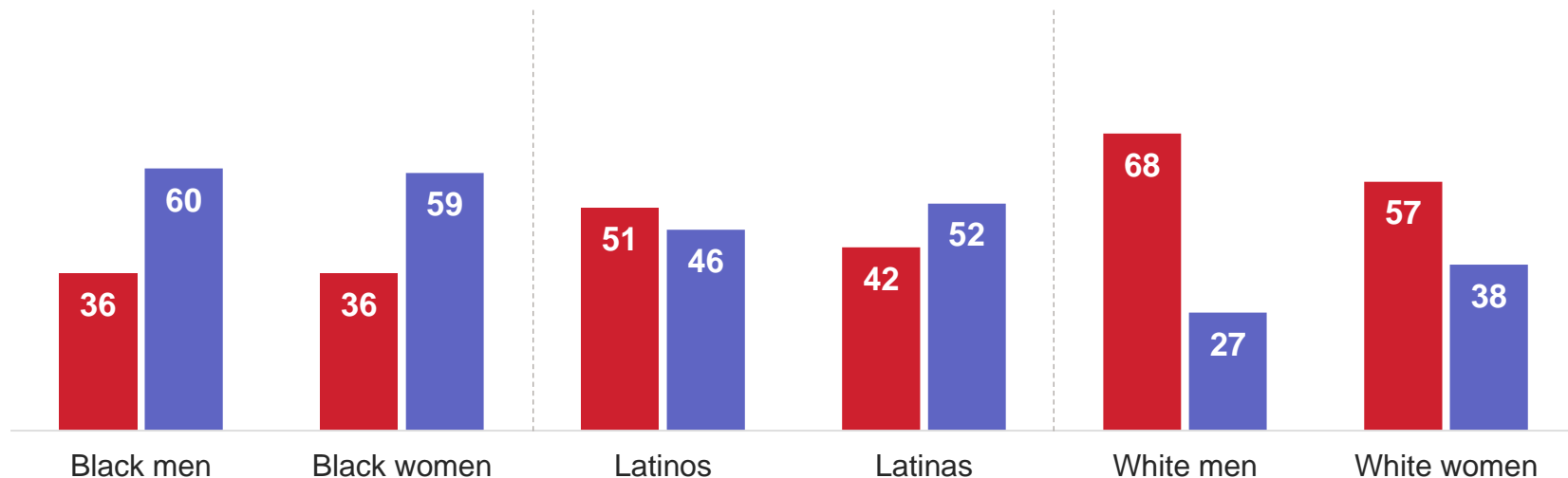
Figure 46

## Disproportionate Impact

*Which of the following statements do you agree with more regarding the disproportionate impact of the pandemic on these groups?*

The pandemic has hurt everyone. There are many possible reasons why Black and Hispanic Americans have been hit harder, but **our goal should be to restore things back to the way they were as quickly as possible for everyone.**

A virus doesn't discriminate. The fact that Black/Hispanic Americans are suffering more from this pandemic than white Americans shows that there are **deep-seated inequalities in our society and our health care system that must be addressed as we rebuild our economy.**





# Voting Rights

- Black and Latino adults more worried about voter discrimination and voter suppression nationally than locally
  - White adults express great concern about fraud while simultaneously denying voter discrimination is a problem at all
- Despite broad-based concerns about fraud and suppression, about 2-in-3 across racial lines are confident their vote will be counted
  - Confidence lowest among young Latino and Black Southerners
- Broad majorities of Black and Latino adults support easier vote-by-mail, while all races support expanded early voting

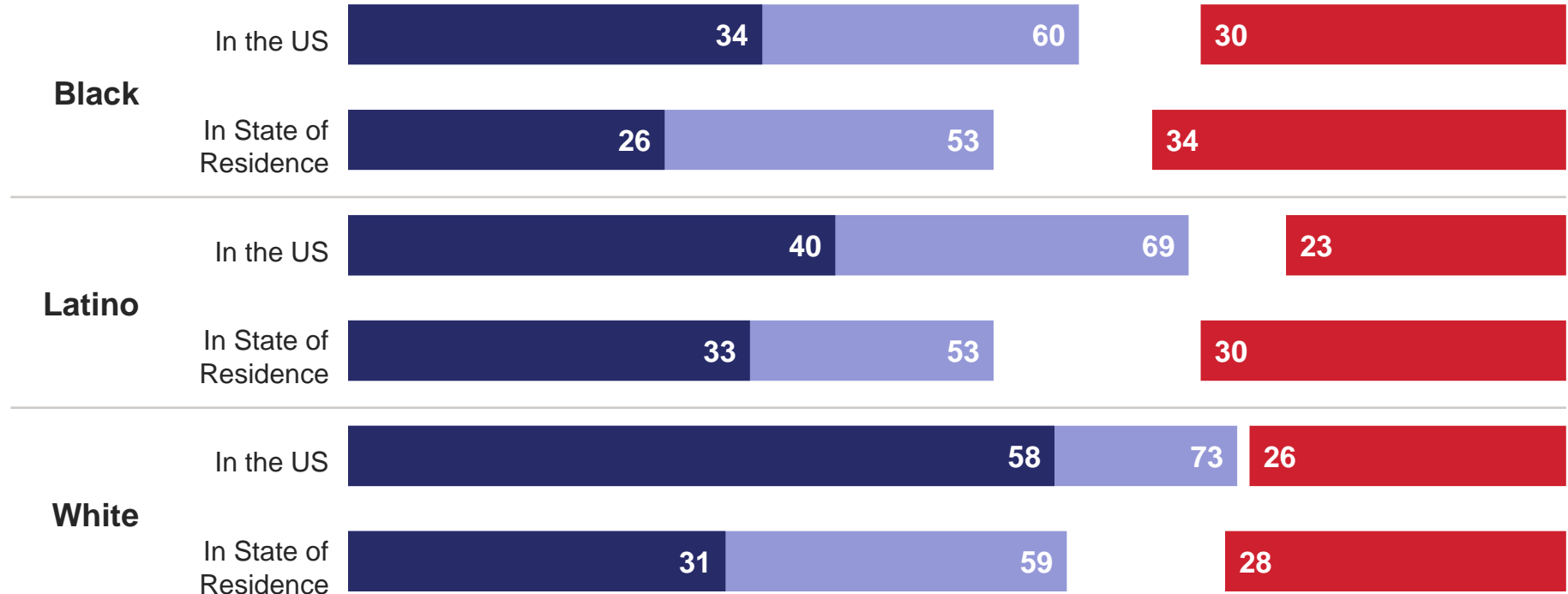
# Fraud Concerns Greater At National Level Than Within Own State, Especially Among White Southerners

Figure 49

## Voter Fraud

*How much of a problem is voter fraud in the United States/(STATE)- that is, votes being cast in the name of people who are not eligible to vote?*

● Major problem    ● Major/minor problem    ● Not a problem at all



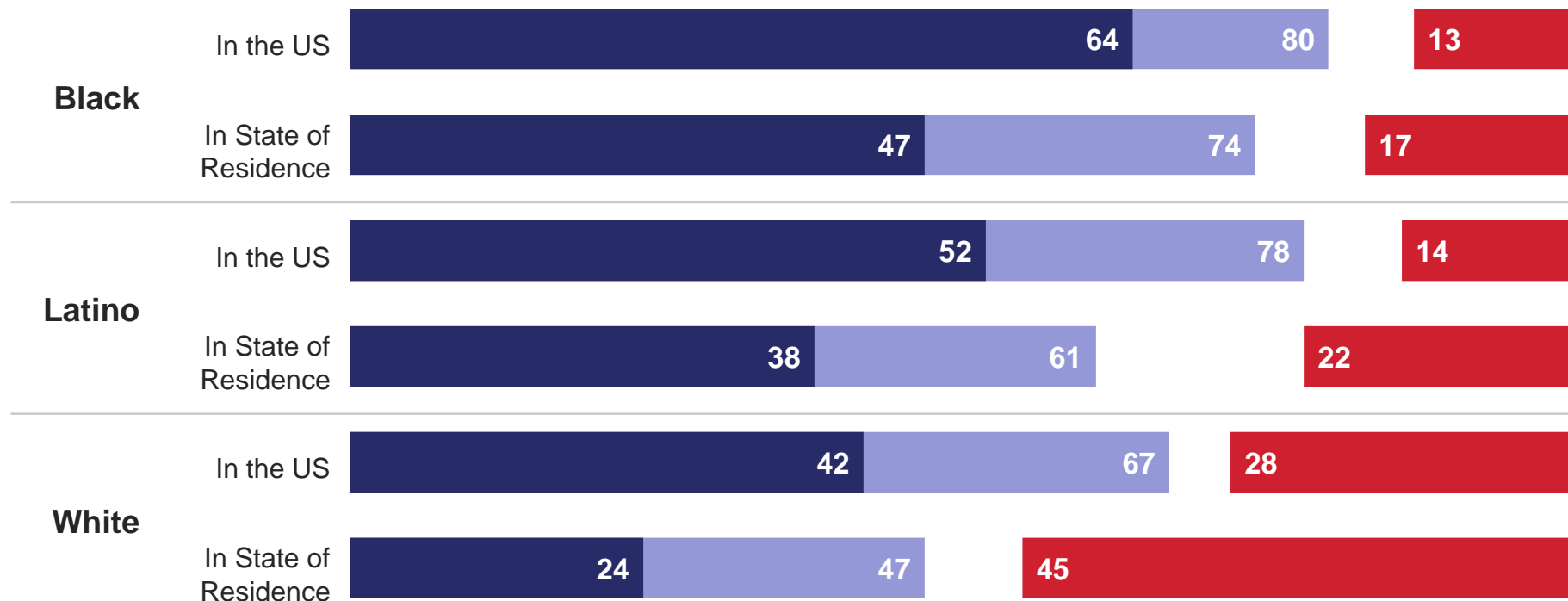
# Black Southerners Very Concerned About Suppression At All Levels, Latino Southerners More Worried About National Than Local

Figure 50

## Voter Suppression

*How much of a problem is voter suppression in the United States/(STATE)- that is, eligible voters being prevented from casting their ballots, or not having their ballots counted?*

● Major problem    ● Major/minor problem    ● Not a problem at all



# Despite Broad-Based Concerns About Fraud And Suppression, About 2-In-3 Across Racial Lines Confident Their Vote Will Be Counted

Figure 51

## Confident Vote Counted

*How confident are you that your vote will be accurately counted if you choose to vote in next year's elections for state and federal offices?*

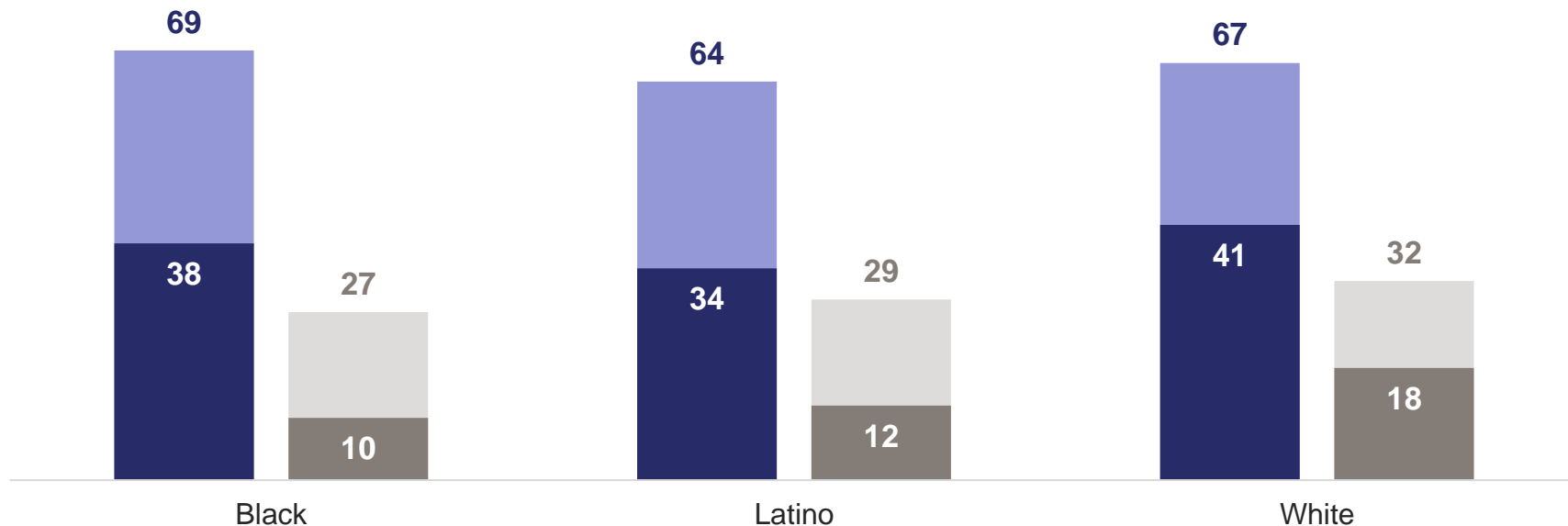


Very/somewhat confident



A little confident/not at all confident

*Darker shade = Stronger intensity*



# Young Black And Latino Adults Least Likely To Feel Very Confident Votes Will Be Counted

Figure 52

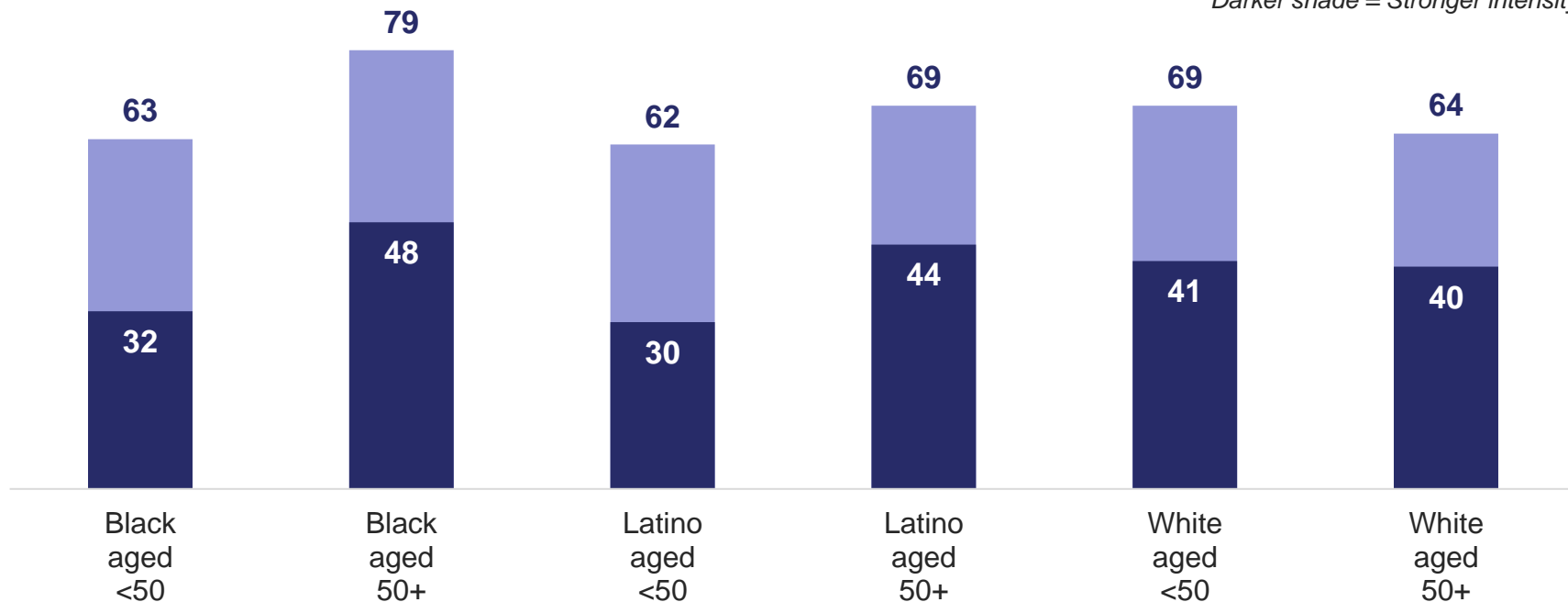
## Confident Vote Counted

*How confident are you that your vote will be accurately counted if you choose to vote in next year's elections for state and federal offices?*



Very/somewhat confident

*Darker shade = Stronger intensity*



# Black, Latino Adults More Likely To See Voter Discrimination Nationwide Than In Their State While White Adults Deny Its Existence At All Levels

Figure 53

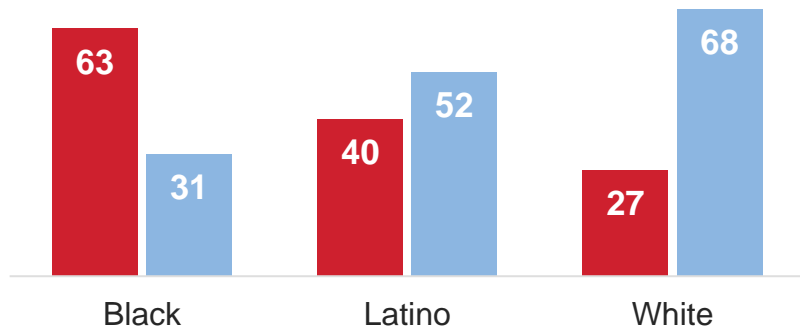
## Voter Discrimination

Do you think the system of voting in the US/(STATE) **too often discriminates** against Black people and other people of color?

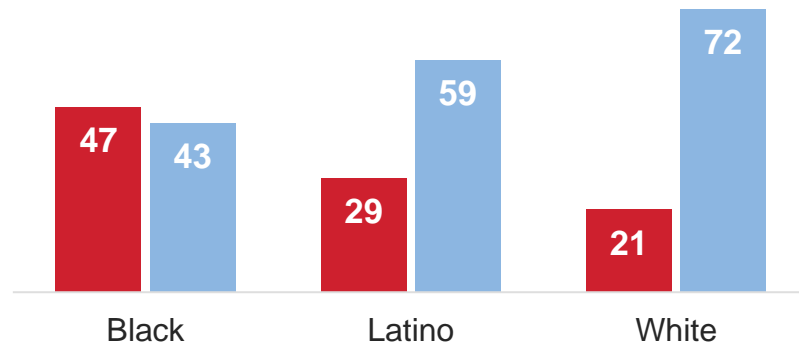
OR

Do you think the voting system in the US/(STATE) generally **treats all citizens equally**, regardless of race or ethnicity?

### In United States



### In State of Residence



# Vote By Mail Generates Large Racial Divide, But Strong Support Across Races For Expanded Early Vote

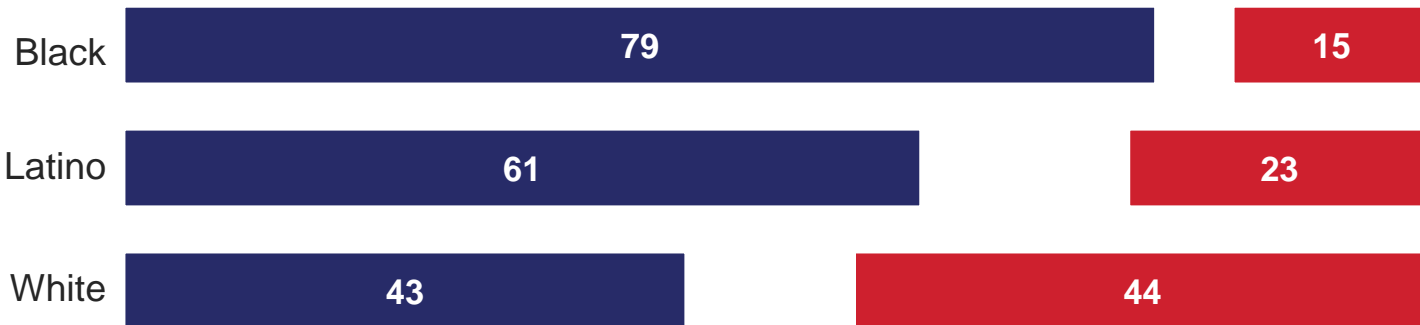
Figure 54

## Easier Or Harder To Vote

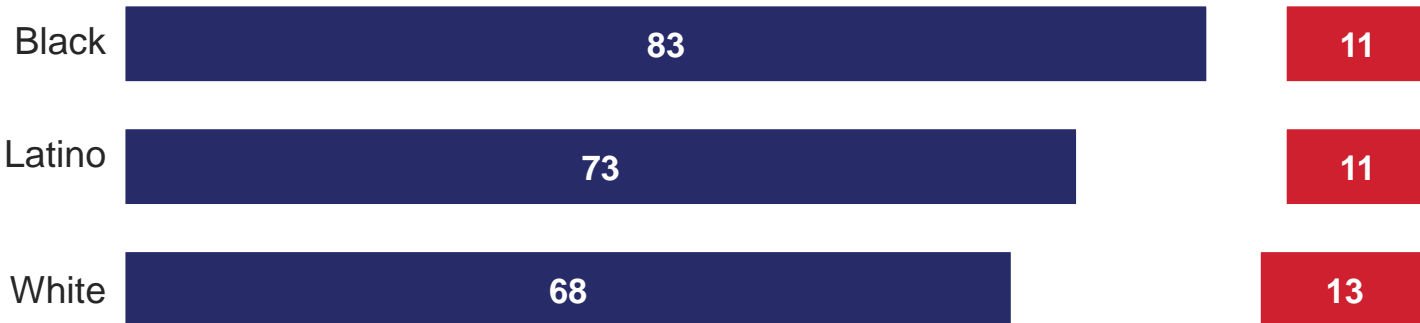
*In general, do you think (STATE) should make....*

● Easier ● Harder

...it easier or  
harder for any  
eligible voter to  
**vote by mail?**



**early in-person**  
voting easier or  
harder for  
any eligible  
voter?





# Immigration

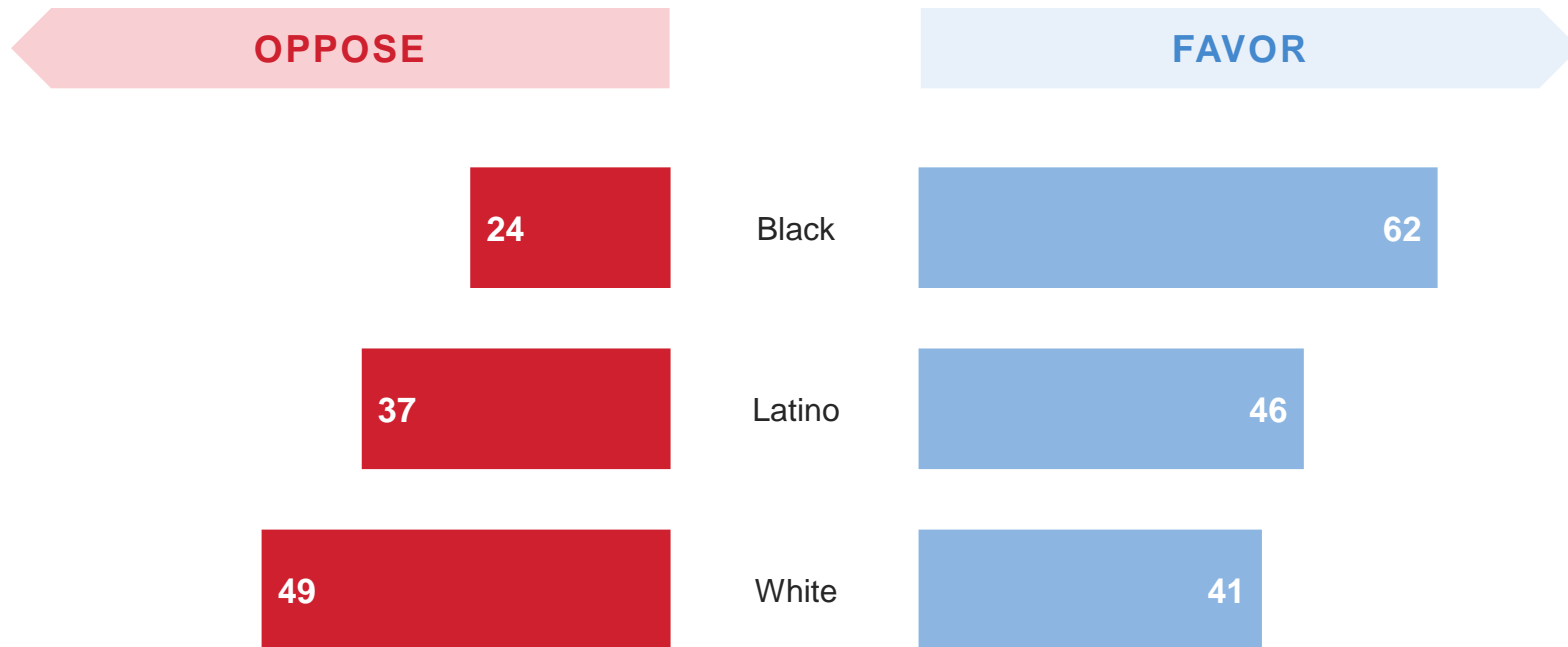
- Latino Southerners' opinions on border issues differ from their views on undocumented immigrants already in the U.S.
- Plurality of Latino adults support asylum for refugees (+9, 46 to 37 percent), but their overall position is closer to white Southerners (-8, 41 to 49 percent) than Black Southerners (+38, 62 to 24 percent)
  - Opposition driven by majorities of white and Latino Republicans, plurality of white Independents
- Broad majorities of Black (72 percent) and Latino (59 percent) adults support path to citizenship for those already in the country
  - Only white Republicans say they should be forced to leave the country

# Latino Southerners Closer To White Southerners Than Black Southerners On Asylum For Refugees

Figure 57

## Refugees Seeking Asylum

*Thinking about immigration and the US border, do you favor or oppose allowing refugees from Central American and Caribbean countries to seek asylum in the United States?*

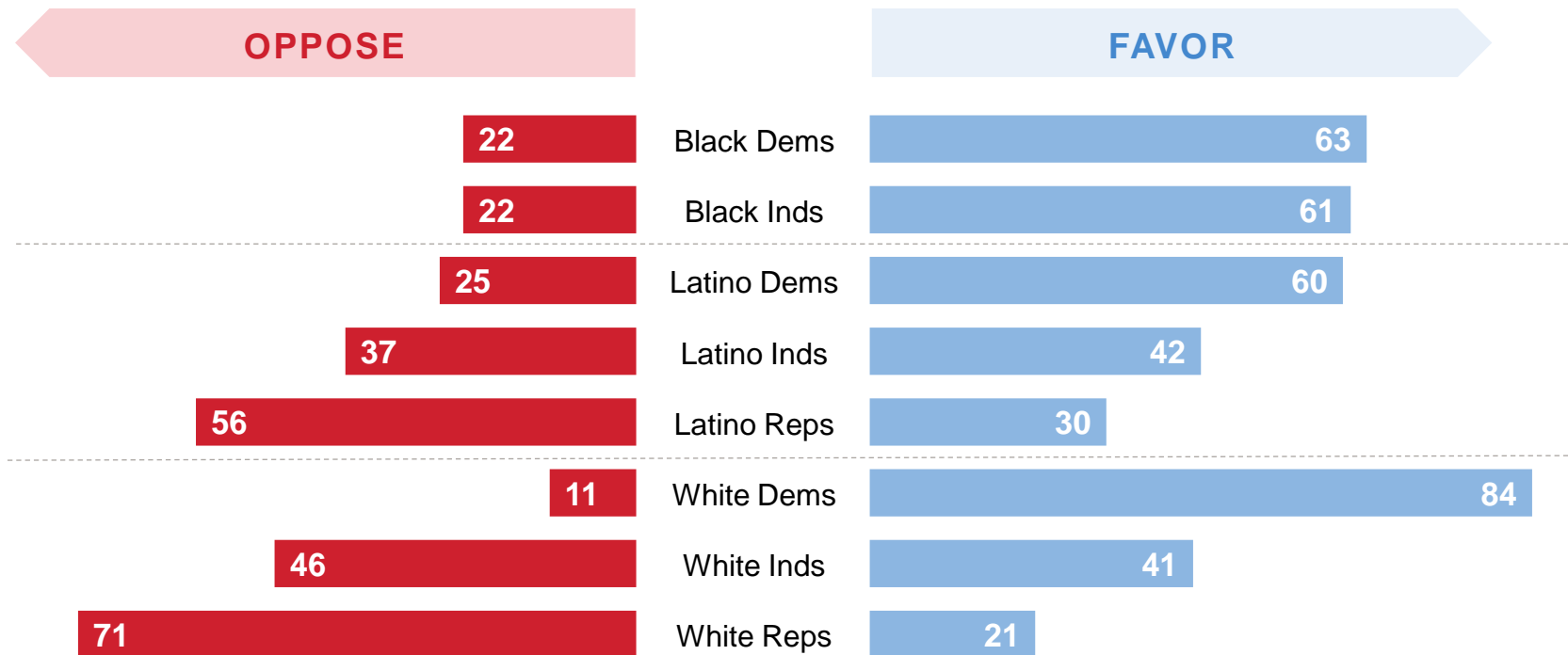


# Party Differences Drive Latino And White Opinions On Asylum

Figure 58

## Refugees Seeking Asylum

*Thinking about immigration and the US border, do you favor or oppose allowing refugees from Central American and Caribbean countries to seek asylum in the United States?*

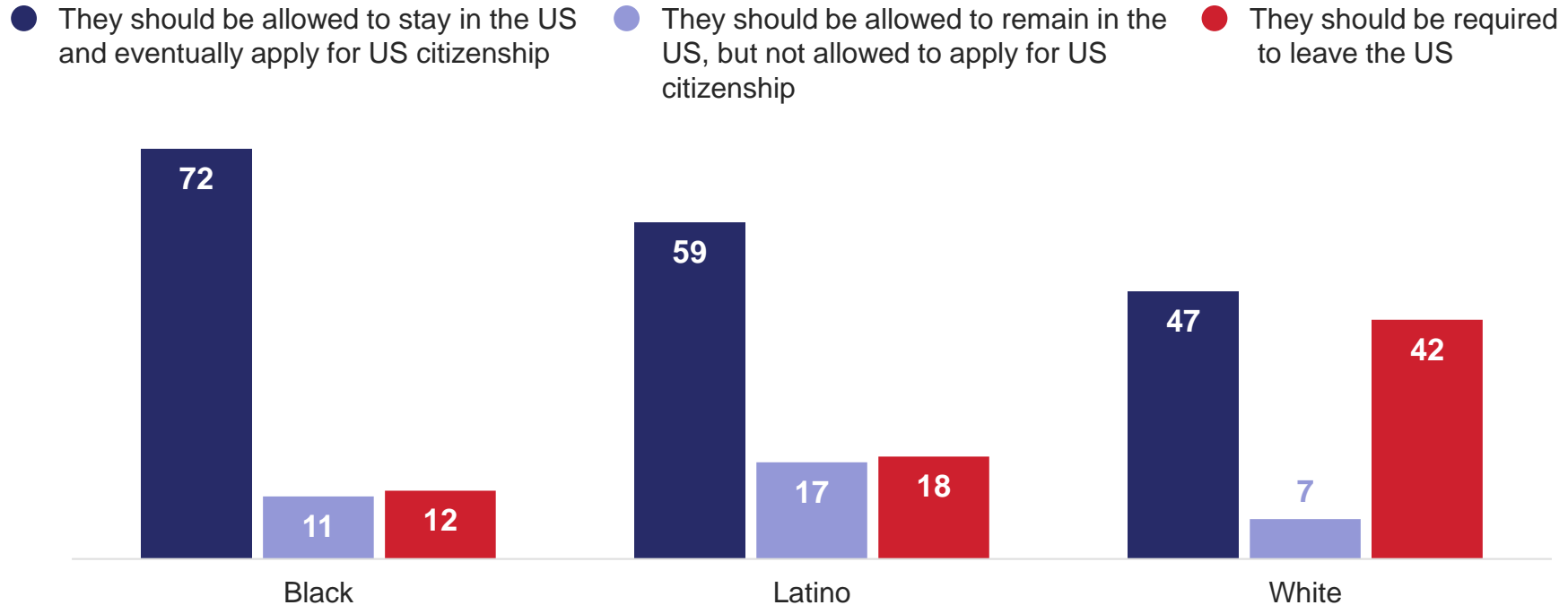


# Large Majorities Of Black And Latino Adults Support Undocumented Staying In Country But White Adults Divided

Figure 59

## Views On Undocumented

*Which of the following statements comes closest to your view about undocumented immigrants who are currently living in the United States?*



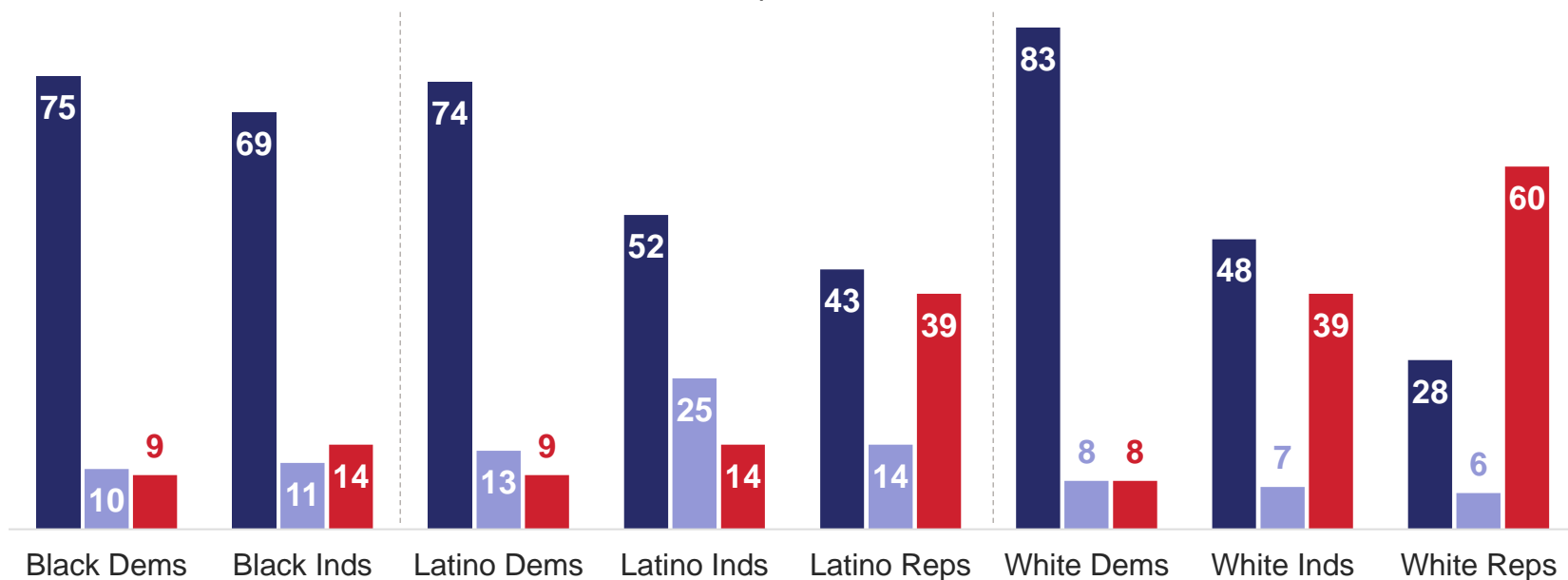
# White Republicans Only Group Saying Undocumented Must Leave

Figure 60

## Views On Undocumented

*Which of the following statements comes closest to your view about undocumented immigrants who are currently living in the United States?*

- They should be allowed to stay in the US and eventually apply for US citizenship
- They should be allowed to remain in the US, but not allowed to apply for US citizenship
- They should be required to leave the US





# America's Increasing Diversity

- The good – agreement across racial lines that increasing number identifying as multiracial is good for the country
- The bad – pluralities of all races say decline of rural areas and small towns (while urban and suburban areas grow and thrive) is bad for the country
- The mixed – white Southerners are very reticent about statistics on increasing diversity while pluralities of Black and Latino adults say they're good for the country

# Agreement Across Racial Lines That Growing Multiracial Numbers Are Good Or Have Neutral Impact On The Country

Figure 63

## Census Statements

*\* Split sampled*

● Good ● No opinion/don't know ● Bad

Black

43

13

\*The number of people **identified as multiracial increased by nearly 300%** over the last decade and now represents more than 10% of the population.

Latino

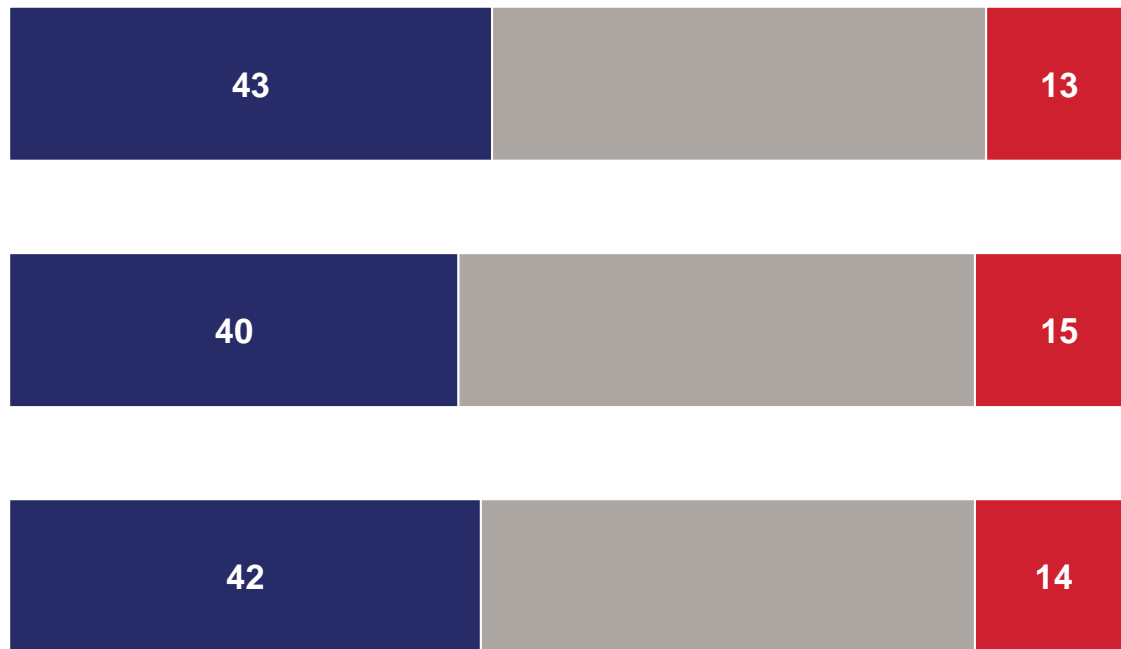
40

15

White

42

14



# Plurality See Total Pop Growth As 'Good', Majority Of Latino Adults See Their Growth In Population Share As 'Good' But White Adults Less So

Figure 64

## Census Statements

\* Split sampled

● Good ● No opinion/don't know ● Bad

The total population of the US **grew by nearly 23 million**, to a total of 331 million people.



**\*Hispanic Americans are now the 2nd largest ethnic group** in the country and the fastest growing group in the country, comprising 19% of the population.



**\*Black Americans are the 3rd largest ethnic group in the country** at 12% of the population, a number that is virtually unchanged from a decade ago.



# Consistent Racial Gaps On Statistics Highlighting Increasing Diversity

Figure 65

## Census Statements

\* Split sampled

● Good ● No opinion/don't know ● Bad

White Americans now represent 58% of the population, down from 64% a decade ago.



\*There are now 7 states or territories, including the 2 largest states of California and Texas, where **white Americans make up less than half of the population.**



\*For the first time ever, a **majority of all those under the age of 18 are people of color.**



# Broad Agreement That Decline Of Rural Areas Is Bad For The Country

Figure 66

## Census Statements

*\* Split sampled*

● Good ● No opinion/don't know ● Bad

Black

17

32

Latino

22

36

White

7

49

**\*Population growth over the last decade occurred almost entirely in large metropolitan areas, while the majority of small towns and rural counties lost population.**

---

G B A O

---

RESEARCH + STRATEGY

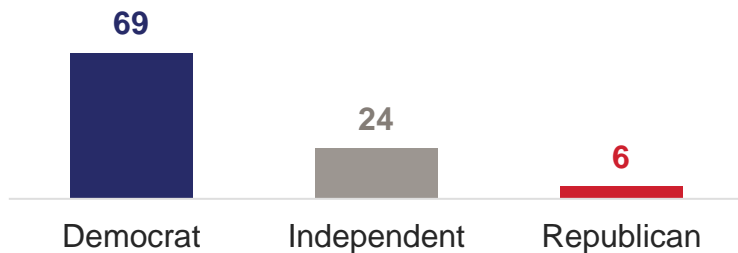
The background image shows a wooden desk with a white notepad. On the notepad is a line graph with a blue line and black dots. The graph starts at the origin and trends upwards with some fluctuations. To the right of the graph, the words "THE FUTURE" are faintly visible. A silver ruler is placed diagonally across the top right of the notepad. A gold pen lies horizontally on the left side of the notepad. A dark blue banner with white text is overlaid on the bottom half of the image.

## Appendix: Black Demographic Profile

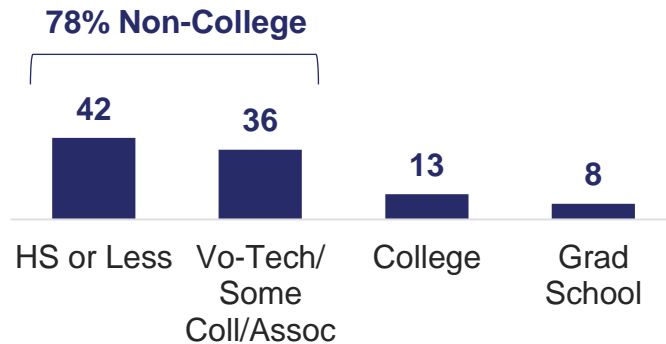
# Black Profile: Very Democratic, Non-College Education, More Women Than Men, Mixed Ages

Figure 69

## Party



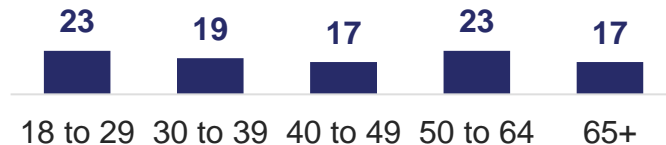
## Education



## Gender



## Age



# Black Profile: Majority Homeowners, Middle/Lower-Middle Class, Mostly Vaccinated

Figure 70

## Home Ownership

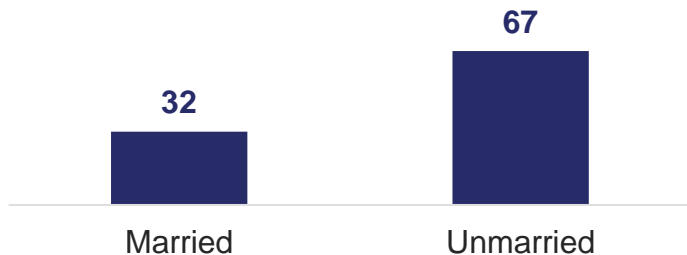


## Vaccination Status

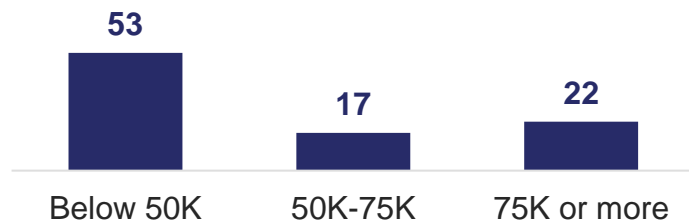


## Marital Status

Kids  
Yes: 34/No: 65



## Income



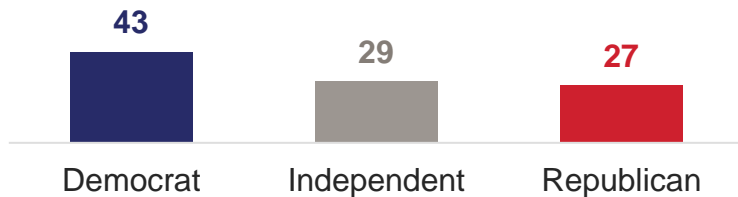
The background image shows a wooden desk with a white notebook. On the notebook is a line graph with a blue line and black dots. A yellow pen and a silver ruler are also on the desk. A dark blue banner is overlaid on the bottom half of the image.

## Appendix: Latino Demographic Profile

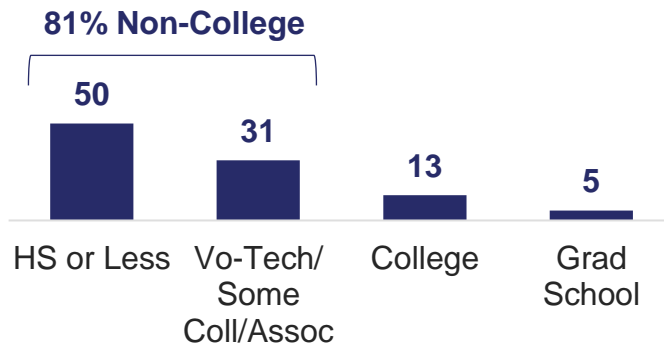
# Latino Profile: Democratic, Non-College Education, Even Gender Mix, Very Young

Figure 72

## Party



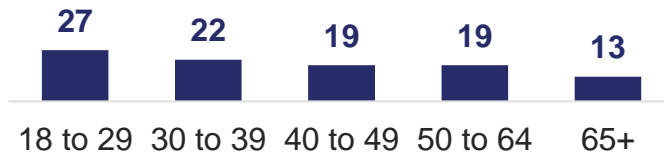
## Education



## Gender



## Age



# Latino Profile: Majority Vaccinated, Majority Homeowners, Majority Lower Income

Figure 73

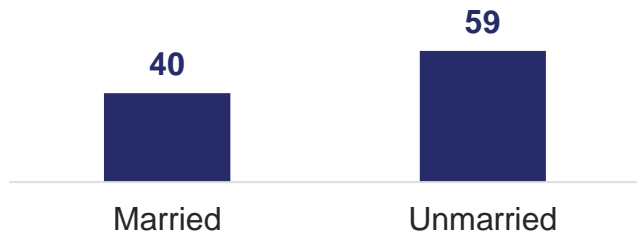
## Home Ownership



## Vaccination Status

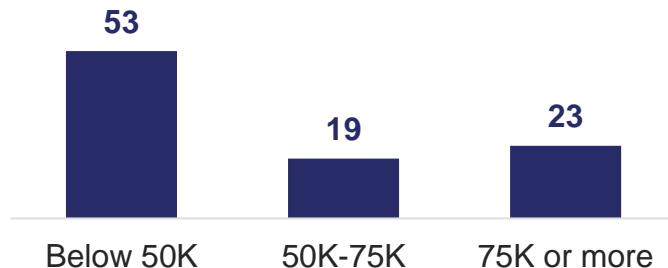


## Marital Status



**Kids**  
Yes: 35/No: 63

## Income



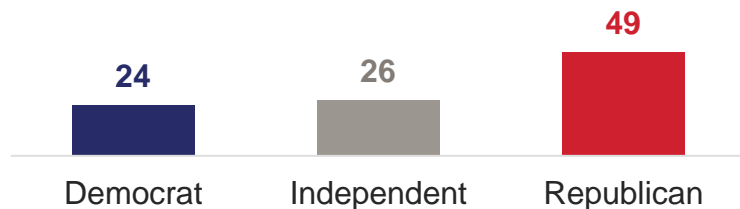


## Appendix: White Demographic Profile

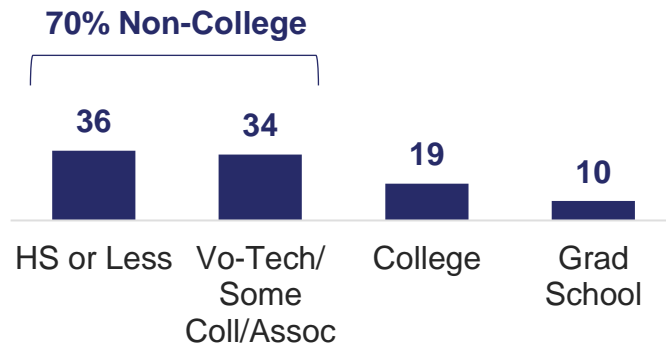
# White Profile: Republican, Mostly Non-College Education, Even Gender Mix, Older

Figure 75

## Party



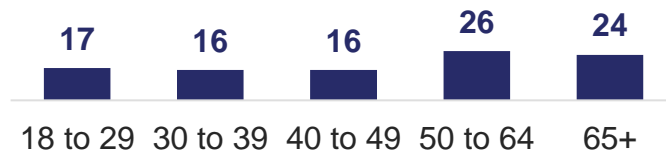
## Education



## Gender



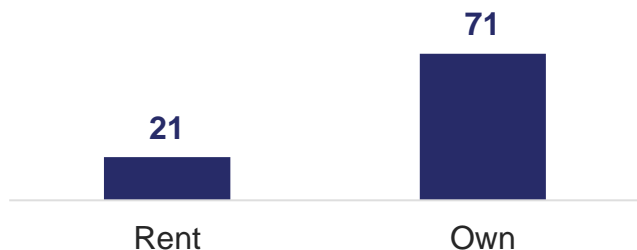
## Age



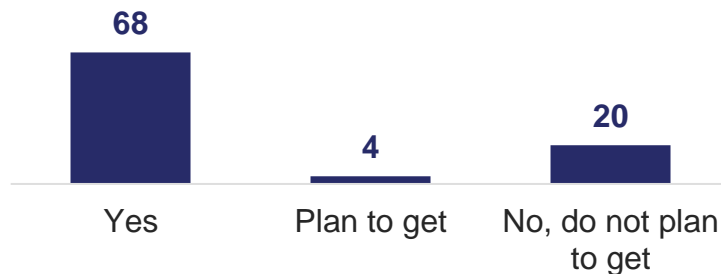
# White Profile: Mostly Vaccinated, High Homeownership, Middle Class

Figure 76

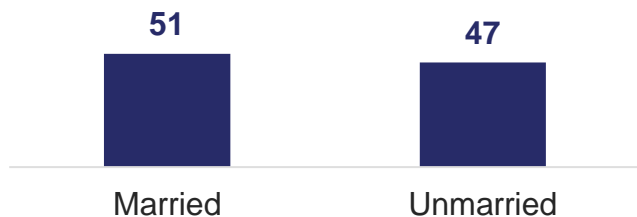
## Home Ownership



## Vaccination Status



## Marital Status



Kids  
Yes: 26/No: 72

## Income

