

December 17, 2025

TO: E Pluribus Unum
FROM: Jessica Mason, Embold Research
RE: Survey of the South, 2025 Results



Introduction

On behalf of E Pluribus Unum, Embold Research conducted a poll among 1,904 white, Black, and Hispanic registered voters across 13 states in order to deepen understanding of the multifaceted economic, political, and social realities of Southern voters.¹ This research builds on a previous poll conducted in 2023² and 2024³ with a similar aim of capturing the landscape of social, economic, and political conditions in the American South.

This newest iteration of this survey continues to demonstrate that Southerners' relationships with their communities have shifted minimally and have retained their nuance. As in previous years, strong majorities report feeling emotionally connected to, included in, and valued by their communities. However, this sense of belonging does not translate into active community involvement, with fewer than half of respondents participating in local events, clubs, or volunteer groups. Moreover, despite nearly half of Southerners having regular contact with people of different races and ethnicities in their day-to-day lives, more intimate social spheres lack that same diversity.

This research also establishes a continued pattern of economic anxiety, with particular concern for housing affordability. Across all three racial and ethnic groups, the cost of housing and rent emerges as the most prominent community challenge, and is a particularly acute issue for voters under 50, regardless of race. Moreover, when asked about

¹ Polling was conducted online from November 18 - December 7, 2025. Using Dynamic Online Sampling to attain a representative sample, Embold Research polled 1904 white, Hispanic, and Black adults in AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, TX, VA, and WV. Post-stratification was performed on age, gender, race/ethnicity, education, region, 2020 presidential vote, and 2024 presidential vote. White, Black, and Hispanic respondent groups are reflective of the composition of each racial/ethnic group across the 13 states. The full methodology statement is available [here](#), which complies with the requirements of AAPOR's Transparency Initiative. Members of the Transparency Initiative disclose all relevant details about our research, with the principle that the public should be able to evaluate and understand research-based findings, in order to instill and restore public confidence in survey results. The margin of error is 2.4%

² Polling in 2023 was conducted online from November 3-13. Using Dynamic Online Sampling to attain a representative sample, Embold Research polled 2616 registered voters in AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, TX, VA, and WV. Post-stratification was performed on age, gender, race/ethnicity, education, region, and 2020 presidential vote. You can see a full methodology statement [here](#).

³ Polling in 2024 was conducted online from December 6-24. Using Dynamic Online Sampling to attain a representative sample, Embold Research polled 2616 registered voters in AL, AR, FL, GA, KY, LA, MS, NC, SC, TN, TX, VA, and WV. Post-stratification was performed on age, gender, race/ethnicity, education, region, and 2020 presidential vote. You can see a full methodology statement [here](#).

their relative financial and societal standing, voters of all economic backgrounds use the basest level of poverty, or even homelessness, as the bar of comparison.

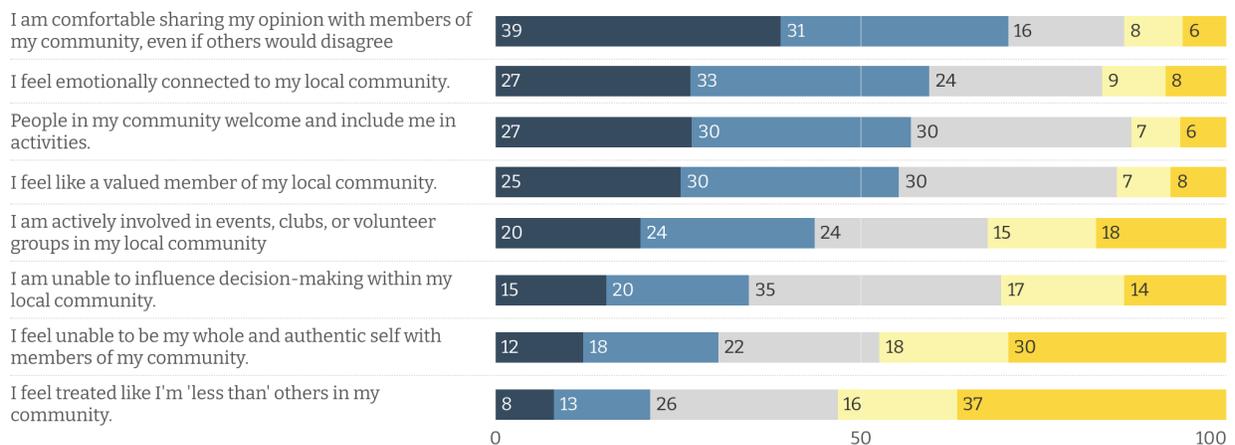
Lastly, this research reveals key differences in how Southerners understand fairness and opportunity. For example, while the values of family and equality resonate across racial and ethnic groups, Southerners are divided on which takes precedence for maintaining strong communities, largely along racial and partisan lines. Moreover, majorities of Black and Hispanic feel that people who share their racial identity are being overlooked, and across all groups, most Southerners believe that some will have access to fewer opportunities in the United States going forward, and many agree that creating opportunities for one group often comes at the expense of others.

Sense of Community and Belonging

Majorities of Southerners across racial and ethnic groups feel positively toward their communities. Strong majorities of white, Hispanic, and Black respondents report they are comfortable sharing their opinions in their community (70%) and feel emotionally connected to (59%), included in (57%) and valued by (55%) their communities. Moreover, a majority of white, Hispanic, and Black respondents disagree with the statement: “I feel treated like I’m ‘less than’ others in my community” (53% of all groups combined).

Sense of Community

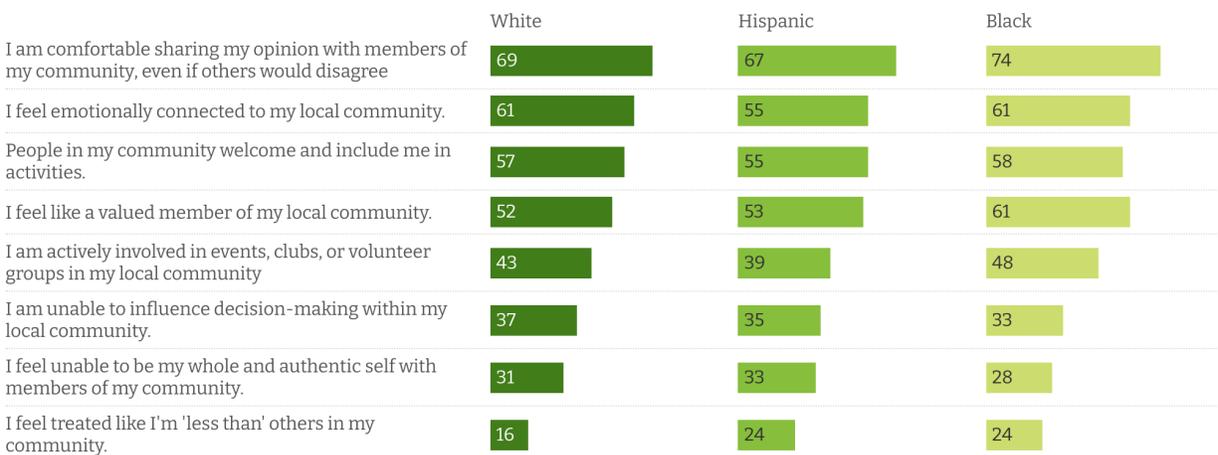
● Strongly agree ● Somewhat agree ● Neither agree nor disagree ● Somewhat disagree ● Strongly disagree



Q: Please indicate your level of agreement with the following statements about your local community, the town or city in which you live.

However, this strong sense of belonging does not inherently translate into community involvement. Just under half of Black respondents (48%), 43% of white respondents, and 39% of Hispanic respondents agree with the statement, “I am actively involved in events, clubs, or volunteer groups in my local community.” Additionally, respondents across racial and ethnic groups share a mixed perception of their ability to influence change. When examining white, Hispanic, and Black respondents combined, 35% agree with the statement, “I am unable to influence decision-making within my local community.” while 31% disagree, and an additional 35% are neutral. Notably, Black residents are more likely to feel they have a level of local influence (36%) compared to their Hispanic (29%) and white (28%) peers.

Sense of Community Across Racial/Ethnic Groups



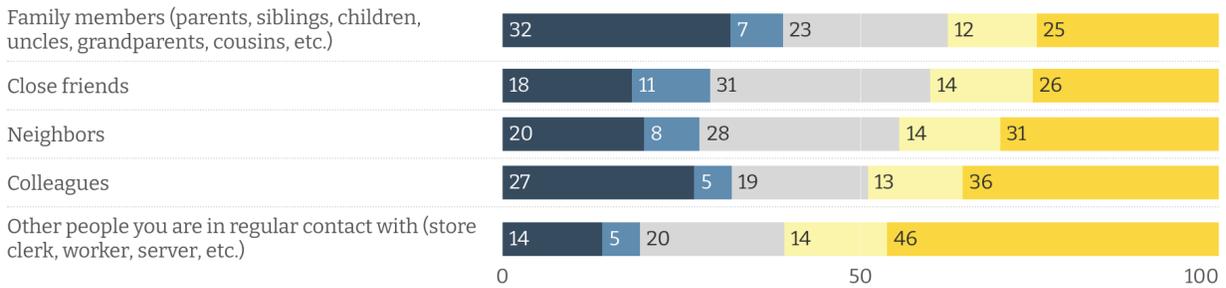
Q: Please indicate your level of agreement with the following statements about your local community, the town or city in which you live.

Total "strongly agree" and "somewhat agree"

While many Southern residents have regular reactions with multiple races and ethnicities, more close-knit groups such as workplaces, neighborhoods, and friendships tend to be more homogeneous. A little under half of respondents (46%) report having regular contact with at least six people of a different race or ethnicity in their day-to-day lives. However, minorities of voters say they have at least six colleagues (36%), neighbors (31%), or close friends (26%) of a different race or ethnicity from themselves. Within this larger trend, there are some key divergences depending on racial/ethnic group. For example, Black respondents are much more likely to report not having friends outside of their race or ethnicity (24%) compared to white (17%) and Hispanic (13%) respondents. Additionally, white respondents are much more likely to report having no neighbors of a different race or ethnicity (25%) compared to their Black (19%) and Hispanic (15%) counterparts.

Community Connections

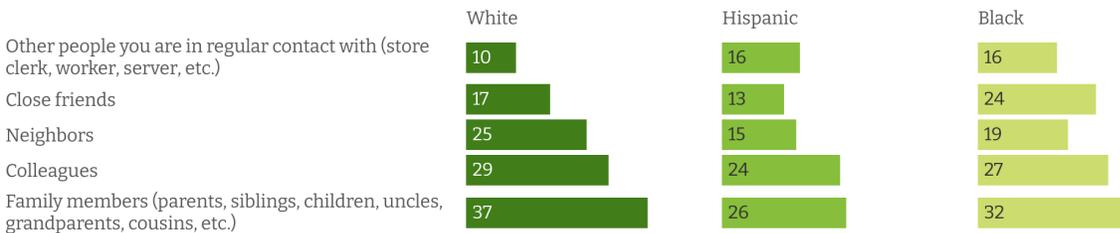
● None ● 1 ● 2-3 ● 4-5 ● 6 or more



Q: How many of your family, close friends, neighbors, coworkers, and acquaintances are from another race or ethnicity than you?

Among white respondents, party affiliation and urbanity play a central role in the diversity of their community interactions. Looking at party affiliation, white Republicans are much more likely to have racially insular workplaces (32%), neighborhoods (27%), and friend groups (21%) compared to white Democrats (20%, 19%, and 10% respectively). A similar trend occurs across urbanity: just over a third of white rural respondents report having no colleagues (37%) or neighbors (36%) of a different race or ethnicity, in sharp contrast to their urban peers. This correlation by urbanity is much less stark across Hispanic and Black respondents.

Community Connections Across Racial/Ethnic Groups



Q: Please indicate your level of agreement with the following statements about your local community, the town or city in which you live.

Total "None"

Core Values and Beliefs

Across all three racial/ethnic groups, religion and faith represent a shared central pillar of identity. Among all three groups combined, just over half (51%) of respondents consider religion or faith an extremely or very important aspect of their identity. Markers of race (50%), age (50%), and gender identity (49%) also prove to be additionally salient aspects of personal identity. Geographical markers, such as being a Southerner (38%), or from a particular state (41%) or city (34%), prove less salient across racial and ethnic groups.

White southerners tend to find key identity markers to be less important to them compared to their Hispanic and Black counterparts. Most notably, few white respondents consider their race or ethnicity a defining identity marker (25%) compared to a majority of Hispanic respondents (55%) and an overwhelming proportion of Black respondents (73%). Other identity markers that are important to a majority of Hispanic and Black respondents are less resonant to their white counterparts, including generational identity (39%), gender identity (39%), and faith (45%).

Key Components of Identity

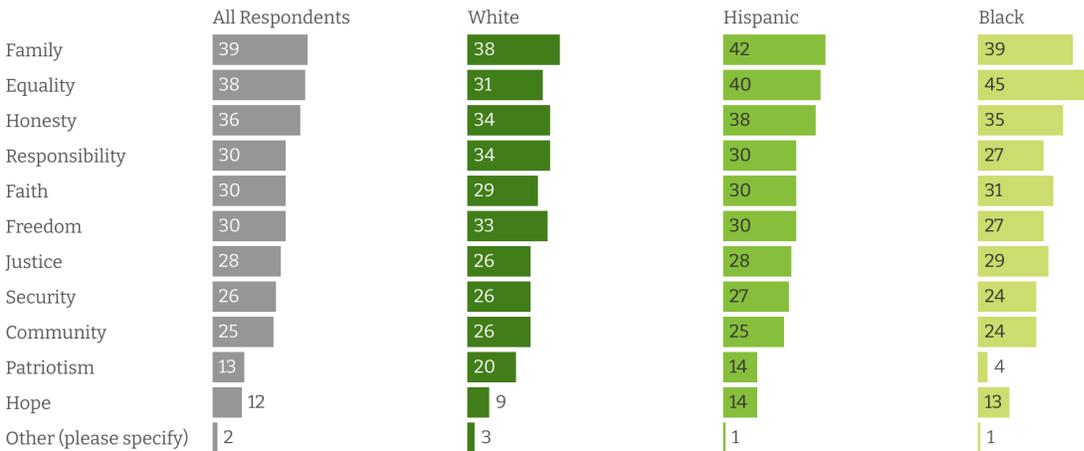
| | All Respondents | White | Hispanic | Black |
|------------------------------|-----------------|-------|----------|-------|
| Your religion or faith | 51 | 45 | 52 | 58 |
| Your race or ethnicity | 50 | 25 | 55 | 73 |
| Your generation or age group | 50 | 39 | 52 | 59 |
| Your gender identity | 49 | 39 | 50 | 58 |
| Your sexual orientation | 44 | 37 | 44 | 52 |
| Your political party | 44 | 41 | 41 | 49 |
| Your occupation | 41 | 34 | 45 | 46 |
| Being from {{STATE}} | 41 | 34 | 46 | 44 |
| Being a Southerner | 38 | 36 | 35 | 43 |
| Being from your city | 34 | 23 | 38 | 42 |

Q. Every person has different roles and group memberships that shape their identity. How important are each of the following aspects in shaping your personal identity?

Total "strongly agree" and "somewhat agree"

While the values of “family” and “equality” resonate across all three racial/ethnic groups, Southern voters are divided on which of these two values take precedence. White respondents are most likely to say that family is a top value for maintaining a strong local community (38%). While equality does resonate with a strong contingent of white voters (31%), other values such as honesty (34%), responsibility (34%), and freedom (33%) are selected at slightly higher rates as key community values. In contrast, a little under half of Black respondents identify equality (45%) as their top value for strong communities, with family taking second place (39%). Hispanic voters are more divided, with near equal proportions selecting family (42%) and equality (40%) as central to maintaining local communities.

Top Community Values



Q: Focus now on yourself. In your opinion, which THREE of the following values are most important for maintaining strong local communities?

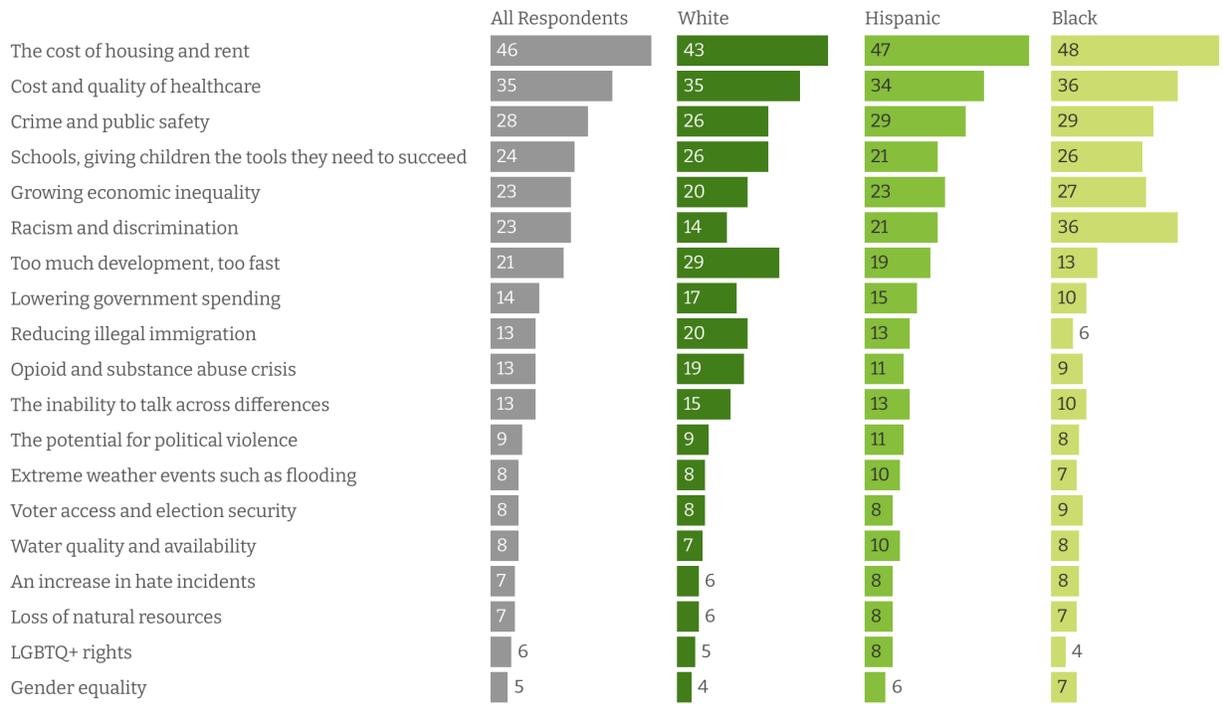
Within white and Hispanic respondent groups, there exists a clear partisan influence when identifying central community values. For both white (49%) and Hispanic (47%) Republicans, the value of family overwhelmingly stands as a central pillar for community. Only 39% of Hispanic Democrats, and just 20% of White democrats feel the same. In contrast, democrat respondents from both white (61%) and Hispanic (54%) response groups overwhelmingly identify equality as a key value, while republicans of both groups find equality to be one of the least salient values. Patriotism, which is one of the least selected values across all three racial/ethnic groups (13%), holds significantly more resonance among white Republicans (29%) and Hispanic Republicans (25%), particularly in contrast to their Independent and Democratic counterparts.

Perceptions of Economic and Other Systemic Barriers

For white, Hispanic, and Black Southerners, the cost of housing and rent represents the most prominent challenge facing their communities. When asked about the biggest challenges in their local communities, white (43%), Hispanic (47%), and Black (48%) voters are most likely to select the cost of housing and rent, followed by the cost and quality of healthcare (35%, 34%, and 36% respectively). Additionally, the cost of housing and rent is a particular pertinent concern across younger voters: regardless of racial or ethnic group, around half of white (50%), Hispanic (48%), and Black (50%) voters under 50 consider housing costs to be a top community concern, at much higher rates than their older counterparts. Outside of cost concerns, these demographic groups diverge sharply when it comes to their second-tier priorities. On par with healthcare costs, 36% of Black voters see racism and discrimination as a central issue. For Hispanic voters, the next most pressing

issue beyond costs is crime and public safety (29%) and for white voters the second tier issue is too much development, too fast (29%).

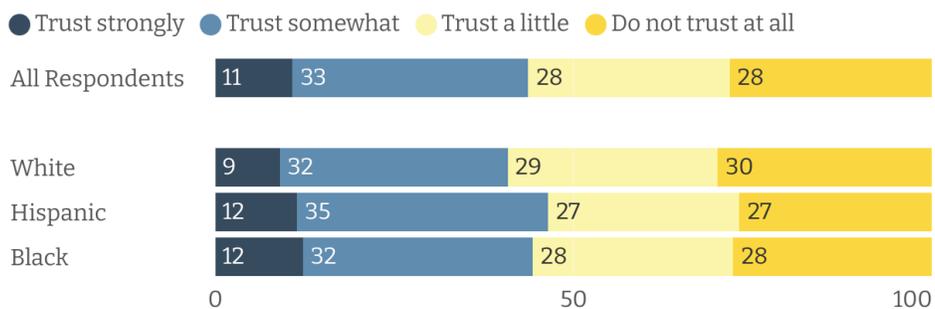
Community Challenges



Q: Below is a list of issues that people sometimes consider to be challenges in their local communities. In your opinion, what are the THREE biggest challenges in your local community? Please select UP TO THREE.

A minority of voters trust their local government to address these top issues. Across white, Hispanic, and Black voters, just 44% say they trust their local governments to address what they perceive as the top issues in their communities, including just 11% who trust strongly. White voters (41%) prove to be slightly less trustworthy of their local government in this regard compared to their Black (44%) and Hispanic (47%) counterparts.

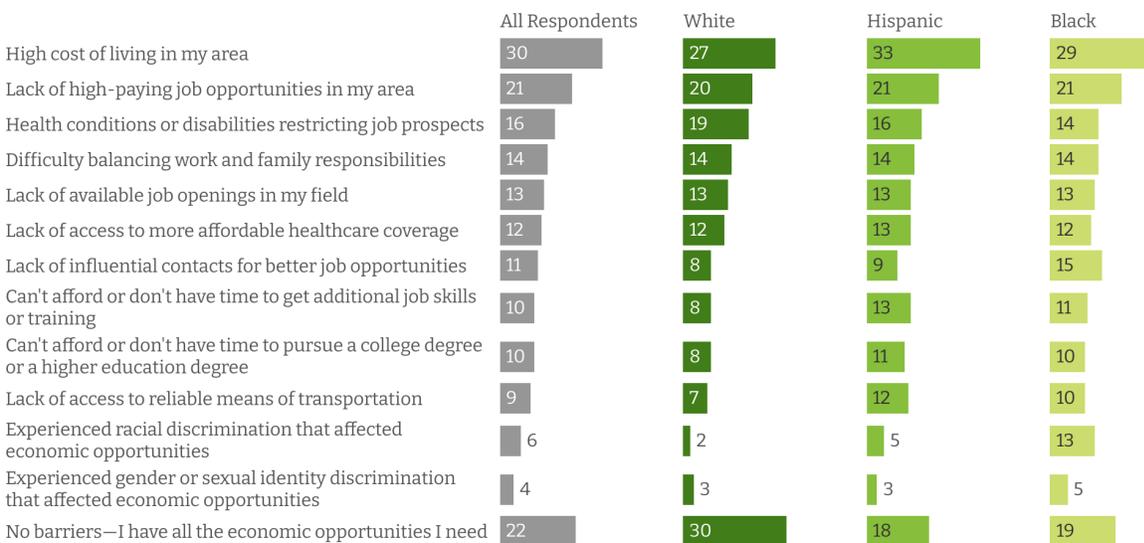
Trust in Local Government



Q: How much do you trust your local government to address the top issues in your local community?

Cost of living and lack of high paying opportunities tend to be the most common barriers to personal economic improvement. The most frequently selected economic barrier across Hispanic (33%), Black (29%) and white voters is high cost of living. Additionally, roughly one in 5 white, black, and hispanic voters see the lack of high-paying opportunities to be a central barrier. Notably, white voters (30%) are much more likely to report not facing any personal economic barriers compared to their Black (19%) and Hispanic (18%) counterparts. Additionally, Black voters are slightly more likely than Hispanic and white voters to cite a lack of influential contacts (15%) and experience of racial discrimination (13%) as negatively impacting their economic opportunities.

Barriers to Economic Opportunity



Q: There are different factors that may serve as barriers to economic opportunity. What are the top two hurdles you face when trying to improve your financial situation? Please select TWO.

When asked about their personal financial situation, education, and career, Southerners are more likely to say they are better off (42%) than about the same (29%) or doing worse (29%) than their peers. At the same time, many who report that they are better off use dire straights as a comparison point. For example, nearly 10% of those who say that they are doing better than their peers explicitly compare themselves to people experiencing poverty or homelessness. Moreover, there is a common thread of respondents pointing to higher education, stable employment, and home ownership as key factors in being better positioned financially than their peers. Among both respondents who mention they are about the same as others financially, or are doing worse, there is an acute sense of hardship. These respondents often cite living paycheck to paycheck, struggling to afford basic necessities, having difficulty finding employment in a competitive market.



“Compared to others in my local [community], I’d say I’m doing somewhat better financially and career-wise. I’ve worked hard to build stability for myself and my family, but I still feel the pressure that many people around here face [when] it comes to cost of living, education, and long-term opportunities” - *Black man, 35-49, Louisiana*

“Better off than my neighbors. I make a living wage in a very low income area. So my circumstances are much better than them.[...] I have quality goods, but my rental house is in some disrepair and the neighborhood is high crime.” - *Hispanic woman, 18-34, South Carolina*

“I am a single female in my 50's who may never get to retire. It is hard to make it on one income, especially when single people get zero tax breaks. I feel worse off than most women my age, who are in relationships and can cost share.” - *White woman, 50-64, Arkansas*

“I feel worse off. We have 3 forms of income and still can't afford a house. The boomers and gen x [were] in a better housing market and child care costs than millennials are.” - *Black women, 18-34, Florida*

Southern voters from marginalized groups feel strongly that people who share their marginal identities are being overlooked. Most notably, nearly three quarters of Black voters (73%) and a majority of Hispanic voters (56%) feel that people who share their race are being overlooked. Only a third of white voters feel the same, with this perception being largely driven by white Republicans (40%). Women of all racial and ethnic backgrounds (55% of white women, 52% of hispanic women, 58% of black women) feel that those who share their gender identity are being overlooked at much higher rates than men. Additionally, voters under 35 across all racial/ethnic backgrounds are much more likely to feel that people of their age group are being overlooked. This sense of generational betrayal is particularly acute among young Black voters (76%).

Southerners of color are more likely than white Southerners to feel that people like them are being overlooked beyond race and ethnicity. For example, Black (54%) and Hispanic (49%) respondents are more likely to feel that those who live in their same region are being overlooked compared to their white counterparts (43%). Additionally, majorities of Black (59%) and Hispanic (54%) respondents feel that those who share their economic status are being overlooked, while a minority of white respondents feel the same (48%).

Majorities of Southern voters feel that some groups will have access to fewer opportunities in the United States. Just under two thirds of white voters (63%), 66% of Hispanic voters, and 70% of Black voters feel that some groups will have fewer access to opportunities going forward. This sentiment of diminishing opportunities is especially

profound among women in all three racial/ethnic groups (68% white women, 70% Hispanic women, 72% Black women), as well as white (83%), Hispanic (78%), and Black (74%) Democrats. Moreover, a similar majority of white (57%), Hispanic (54%), and Black (53%) voters agree with the statement, “Creating opportunities for one group of people often occurs at the expense of other groups.”

Perceptions of Inequality



Q: Please indicate if you agree or disagree with the following:
Total "strongly agree" and "somewhat agree"

Southerners lack a unified perception of how Americans of color are treated compared to white Americans. Among white voters, just over half believe that the rights of Americans of color are better protected than those of white Americans. This sentiment is largely driven by white Republicans (72%), while few white Democrats hold the same belief (12%). In contrast 35% of Hispanic voters, and just 20% of Black voters feel that the rights of Americans of color are better protected.

Community Involvement and Engagement

While many voters report that they often discuss politics or issues of fairness with like-minded individuals, it is much less common to have such discussions across viewpoints. Overall, 38% of respondents say that they “often” talk to like-minded people about politics, and 36% say they “often” talk to like-minded people about fairness and equal opportunity. In contrast, 23% of voters talk across differences on issues of fairness and equal opportunity, and just 21% “often” discuss politics with those of different views. Notably, Black respondents are much more likely to engage in conversations about fairness and equal opportunity compared to Hispanic and White respondents, both in situations with like-minded people (41%) and with those who do not share their views (30%).

The most common barriers that prevent voters from making effective change in their communities are time constraints and financial constraints. These two central factors, limited time and limited financial resources, are often interconnected. Many respondents talk about how their struggles with making ends meet, such as affording housing or needing to dedicate most of their time to work or childcare, prevent them from accessing the time and resources needed to make a positive local change. Beyond this central

limitation, other personal concerns, such as age, health, and disability status, serve as barriers to a smaller, but significant portion of respondents. In addition to personal factors, many respondents look outward and cite broader social and political realities as a key barrier to their personal involvement. These barriers include facing racism or discrimination, deepening political polarization, political or corporate corruption, and local- or system-wide apathy despite the need for change.



"Time. I work so much just to keep my head above water, I don't have time for much else." -
White woman, 18-34, North Carolina

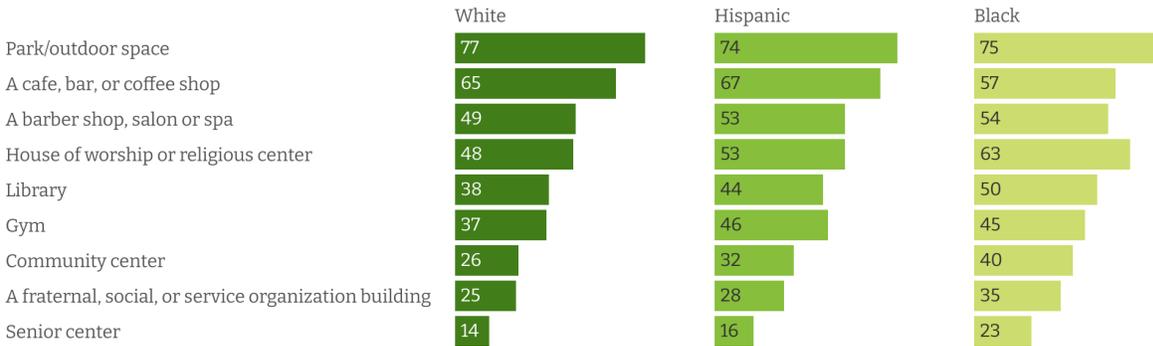
"Discrimination and division. This country is more divided than ever and I wish people could see [beyond] themselves and cared for their neighbors, despite race or religion or socioeconomic status, the world wouldn't seem so bad." - *Hispanic woman, 18-34, Texas*

"No interest in participating with people who do not believe I am entitled to the same rights as them" - *Black Woman, 50-64, Louisiana*

Similar proportions of voters across racial and ethnic backgrounds rely on parks and outdoor space, as well as cafes, bars and coffeeshops, for socialization and relaxation.

Outdoor space is the most commonly accessed communal space for socialization and relaxation, with roughly equal proportions of white (77%), Hispanic (74%), and Black (75%) respondents reporting using parks and outdoor space sometimes or often. Barber shops or salon spaces, and houses of worship or religious centers, follow as the next most frequented social spaces. Black voters tend to be more likely than their Hispanic and white counterparts to use the public spaces tested as means of socializing or relaxing. This difference in use is particularly stark when it comes to religious spaces (63% compared to 35% of Hispanic voters and 48% of white voters) and community centers (40% compared to 32% Hispanic/26% white).

Sites of Socialization and Relaxation

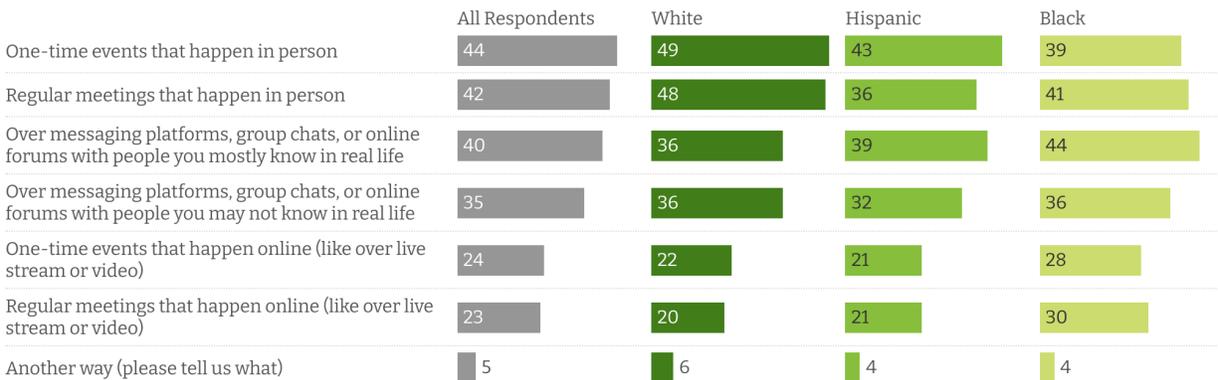


Q: How often do you visit any of the following places – outside of home or work – to relax or socialize?

Total "often" and "sometimes"

In-person events tend to be the most popular way for voters to engage in activities in their free time. In-person events, whether they are singular (44%) or recurring (42%), tend to be the most popular medium to enjoy activities across racial and ethnic groups. At the same time, using digital messaging platforms with people voters know in real life is also quite common (40%). This gravitation toward online spaces to access leisure largely comes from Black voters: not only are Black respondents most likely to say they connect through online messaging or forums, but they also report attending one-time online events (28%) and recurring online events (30%) at a higher rate than their Hispanic and white counterparts.

Common Modes of Participation in Free Time Activities

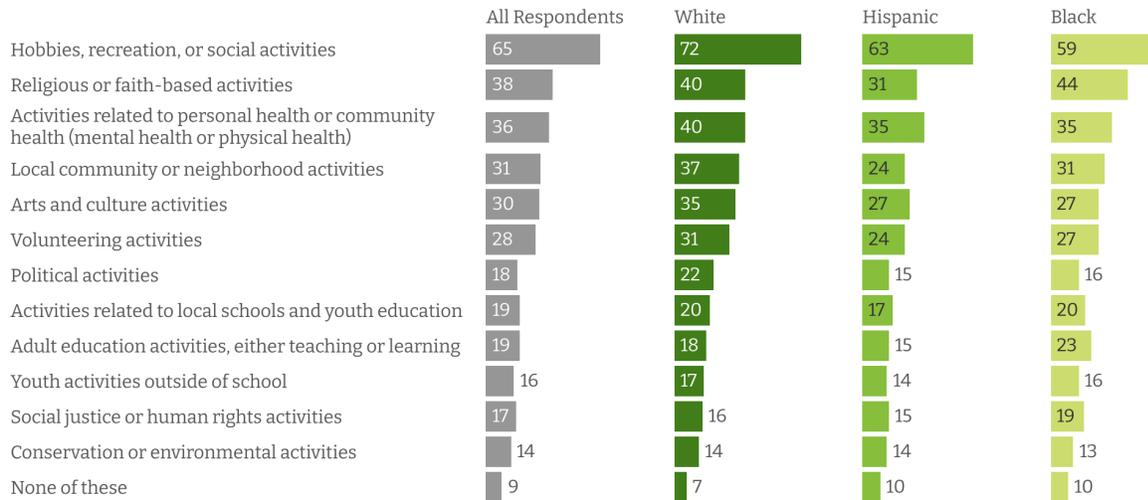


Q: Thinking about the activities you do in your free time, which of the following ways do you do those activities? Select all that apply.

The most common ways to spend free time include hobbies and recreation activities, religious and faith-based activities, and personal or community-centered health activities. At the same time, where voters spend their time highly correlates with race and ethnicity. For example, White voters are more likely to gravitate toward hobbies and recreation (72%) compared to their Hispanic (63%) and Black (59%) counterparts. Meanwhile, Black voters (44%) are more likely to spend their free time participating in

faith-based or religious activities compared to Hispanic (31%) and white voters (40%). Black voters are also the most likely to report participating in adult education activities (23%).

Common Activities in Free Time



Q: There are many ways people spend their free time. In the past 12 months, have you spent your free time participating in any of these types of activities either online or in person? Please select all that apply. Do NOT count activities required by your job or organized through your employer.

For the 38% of respondents who participate in faith-based activities, participation largely centers on religious service attendance and participation. An overwhelming majority of those who report doing faith-based activities say that they have attended a religious service (72%), and just over half have participated in a religious service in some way (52%). Participating in online religious groups (33%), bible study (30%) and prayer groups (25%) are also relatively common.

Among the quarter of participants who have engaged in social justice or political activities, attending demonstrations (44%) tends to be the most common form of engagement. Attending town hall meetings (33%), attending or running events for other organizations or advocacy groups (28%), and volunteering for a local advocacy group or organization (27%) are also relatively common.

While various forms of hobbies and recreation are the most common ways people spend their free time, there are many ways southerners engage in these activities. Several common avenues of participation include participating in local festivals and fairs (29%), participating in clubs or groups related to hobbies (28%), taking classes or workshops (27%), and attending or hosting neighborhood social events (27%).

Across different types of community involvement and recreation, donation-based activities tend to be the most popular. Among respondents who participated in school or education activities, 48% donated food, clothing, or other supplies through a school-lead

drive or event. Similarly, 49% of respondents who participated in religious or faith-based activities donated food, clothing, or other supplies through your church or house of worship. Among those who volunteer, participation in a donation drive of any kind is the most popular mode of volunteering (44%).

Trusted Sources and Access to Information

Within the backdrop of an increasingly polarized environment, few voters have changed their stance on a political or social issue in the last year. Just 18% of all respondents say they have changed their point of view on a political or social issue this year. Just over three quarters (76%) report no change in views, and 6% are unsure. These proportions are the same across the three racial/ethnic groups. There is a notable correlation between the calcification of views and age group. White (24%), Hispanic (20%), and Black (22%) voters under 50 are more likely to have had a shift of opinion in the past year compared to their older counterparts.

Among the view voters who have changed their political or social views, the impetus behind that change varies notably across racial/ethnic lines. For white voters, compelling statistical data or factual evidence (54%) is the most commonly selected reason behind a change of mind. In contrast, a majority of Black voters (53%) cite personal experience or direct impact as a key factor, and Hispanic voters (46%) are most likely to select witnessing broad societal or community impacts as the reason for changing their minds. Gender also plays a role in how opinions shift: across racial/ethnic lines, women are slightly more likely than men to identify either personal experience or witnessing broad impacts as part of their opinion shift. In contrast, white, Hispanic, and Black men are slightly more likely to report relying on statistical data or trusted, impersonal sources (like journalists or experts).

Top Influences in a Change of Opinion

| | All Respondents | White | Hispanic | Black |
|--|-----------------|-------|----------|-------|
| Saw compelling statistical data or factual evidence | 43 | 54 | 35 | 39 |
| Witnessed broad societal or community impact of the issue | 44 | 49 | 46 | 37 |
| Personal experience or direct impact from the issue | 47 | 47 | 41 | 53 |
| Learned more from a trusted but impersonal source (e.g., expert, journalist) | 30 | 28 | 29 | 35 |
| Learned more from someone I trust or know | 27 | 22 | 31 | 30 |
| Met someone in person who is impacted by the issue | 22 | 19 | 25 | 23 |
| Religious or spiritual beliefs guided my change in opinion | 22 | 19 | 22 | 25 |
| Interacted online with someone who is impacted by the issue | 13 | 9 | 13 | 18 |
| None of the above | 6 | 5 | 8 | 6 |
| Other (please specify) | 3 | 4 | 1 | 4 |

Q: [IF "yes" or "not sure" to changed stance/opinion on an issue in the past year] What factors have influenced you to change your stance or opinion on a political or social issue? Select all that apply.

When two trust sources conflict, respondents overwhelmingly report doing their own research to reach a conclusion. For many respondents, rather than selecting one source over another, they report that they do their own assessment of the information. This research can involve fact-checking, checking or finding the original information, getting another opinion from a third party source, or seeking to identify bias or misinformation. At the same time, there is also a substantial contingent of voters who opt to rely on personal intuition or values to decide who to trust. Among these respondents, it's common for them to use their faith, political leaning, or personal values to determine what information to trust.



"I do my research and look at all options from all sides and make my own decision on what's real, true, fake news, and the whole story[.]" - *White man, 35-49, Tennessee*

"I look for a more reliable source and fact check." - *Black woman, 65+, Alabama*

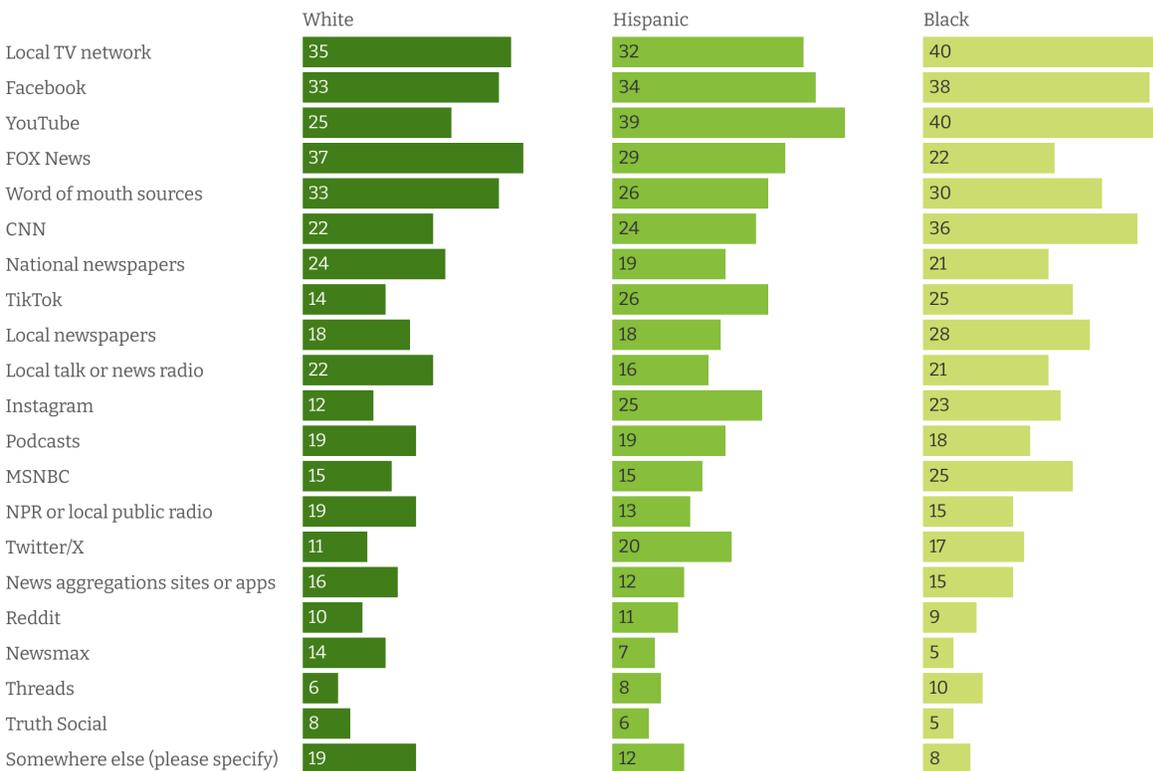
"I decide using my Holy Bible as my plumb line when I hear differing opinions." - *Hispanic woman, 50-64, Alabama*

"The one that reflects my beliefs." - *White woman, 50-64, Florida*

When forming an opinion on an issue or an event, respondents tend to rely on local sources and social media. Across white, Hispanic, and Black voters, respondents most commonly select local TV (36%) as a primary source when forming an opinion, followed by Facebook (35%) and YouTube (34%). The top selected information source varies notably across racial/ethnic lines. Among white voters, the top most selected source is Fox News (37%), which is largely driven by white Republicans (57%). Meanwhile, both Hispanic (39%) and Black (40%) voters most commonly identify YouTube as a central information source, at much higher rates than their white counterparts (25%).

There also exists key generational divides in accessing information. For example, the use of social media platforms such as Youtube, TikTok, Instagram, and TwitterX are largely driven by younger voters of all racial/ethnic backgrounds. In contrast, voters of all racial/ethnic backgrounds over 65+ are driving the reliance on local TV networks. It is also to point out that social media usage for information is slightly higher for young Black and Hispanic voters compared to their white peers. While white voters do turn to social media outlets at higher rates than older white voters, they also rely more on word of mouth sources.

News Source Types

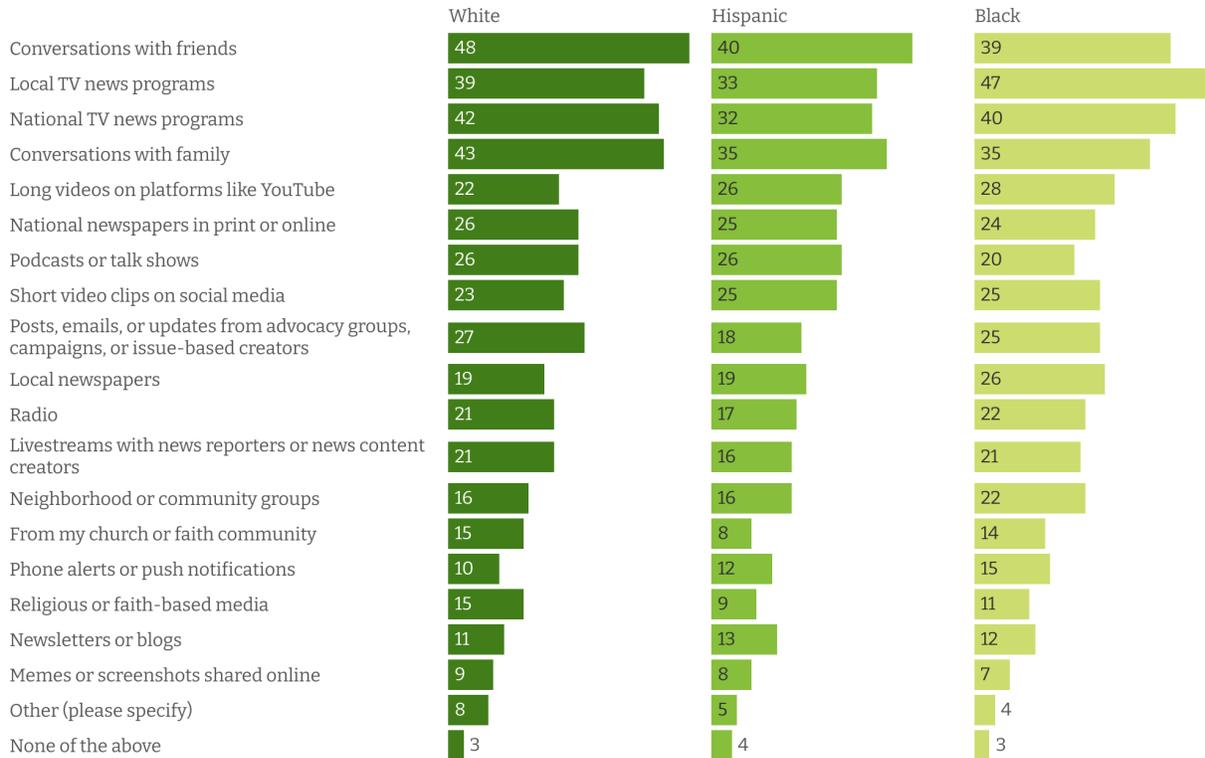


Q: When forming an opinion on an issue or an event, where do you turn to to get that information? Please select all that apply.

Despite the prevalence of social media platforms, television programs and word of mouth remain central to getting information. Across all respondent groups, the most common

ways of getting information is through conversations with friends (43%), local (40%) and national (38%) TV programs, and conversations with family (38%). Notably, both white and Hispanic voters are most likely to rely on conversations as means of getting information over other sources. Meanwhile, Black voters are slightly more likely to get information from local (47%) and national (40%) TV programs over conversations.

News Source Modes



Q: When forming an opinion on an issue or an event, where do you turn to get that information? Please select all that apply.

Conclusion and Next Steps

As the third installment of the Survey of the South, this research continues to provide nuanced and relevant data about the realities of Southern Americans. The most recent data highlights how Southern voters are far from monolithic in their values and their willingness and ability to engage within their communities. Not only do white, Hispanic, and Black southerners display notable divergences in values and beliefs, but within each group there exists gendered, generational, and partisan differences. At the same time, these differences exist on the common backdrop of continued economic unease, which impacts voters both at the individual and community level.

As E Pluribus Unum pushes to create more opportunities of civic engagement and community dialogue this research: 1) identifies avenues and venues of current community engagement, 2) reveals the continued importance of directly addressing economic inequality across racial/ethnic groups, and 3) lends further foundation to build effective strategies to motivate positive change at a community level.