



**National  
Collaborative  
for Health Equity**

WORKING WITH PEOPLE, PARTNERS, AND PURPOSE

# Survey Findings

AUGUST 2023



**Benenson  
Strategy  
Group**

# Methodology



- Benenson Strategy Group conducted 1304 interviews from June 16-24, 2023, among adults nationwide.
- Interviews were conducted online.
- The margin of error at the 95% confidence level was  $\pm 2.60$  percentage points (and higher among subgroups).
- Due to rounding, displayed answer choice may not always add up to 100%.



# Key Findings

- **Today, Americans are looking for someone who can unite the country,** and they want their government to address issues of systemic economic inequalities, poverty, and segregation.
  - More than 4 in 5 believe America is more divided than ever before, and see it as a national issue, rather than a local one. This crisis of disunity is felt across all Americans and there is a strong desire for a narrative change.
- **Most – across demographics - have experienced some form of discrimination** and experienced it at a variety of locations and different instances such as while shopping, when at work, or by community members. People feel held back by their economic status and ethnicity, especially POC.
- **And despite all this, most remain proud Americans with the hope that things will get better, and common ground can be found.** Furthermore, a slight majority believe that Americans all have the same chance at a happy and comfortable life, signaling that while they have experienced discrimination, they want to believe things can and will be better.
- **Americans want respect regardless of their opinions,** ideology, or race – and they will respect others as long as they are good people.
- **This hope for the future is connected to a strong sense of community which spans across most Americans,** with a community being a place for a shared common purpose where one feels accepted and welcome. Religion is a large part of community, though shared values can also substitute faith.
- **Most believe that promoting diversity in the workplace and education spaces will help heal the division we see in our country today.** Taking steps to respectfully navigate differing opinions is also a necessary step.
- **There is a clear generational divide, with Americans younger than 50 years old consistently holding different opinions than their older counterparts.** Messaging to older and younger people will have to be differentiated, as will messaging between white Americans and Americans of color.

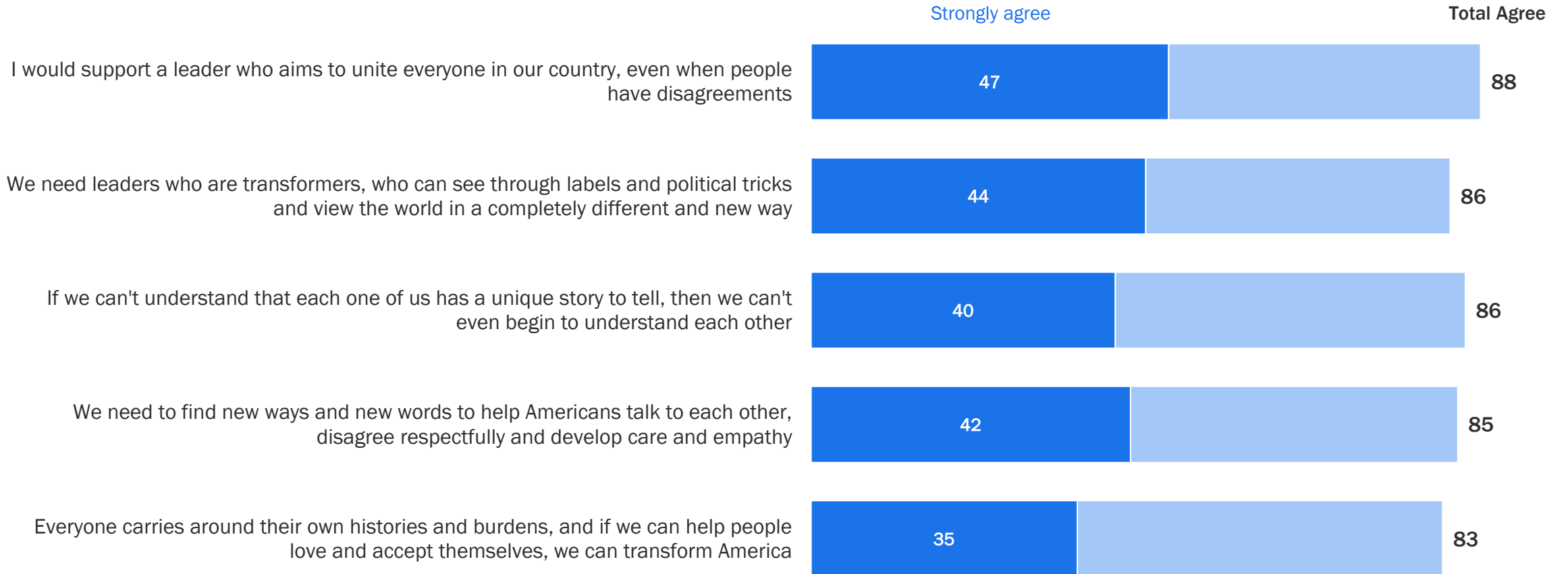


# The American Landscape



# Americans are seeking unity and transformative leadership that will create a shared voice for our country

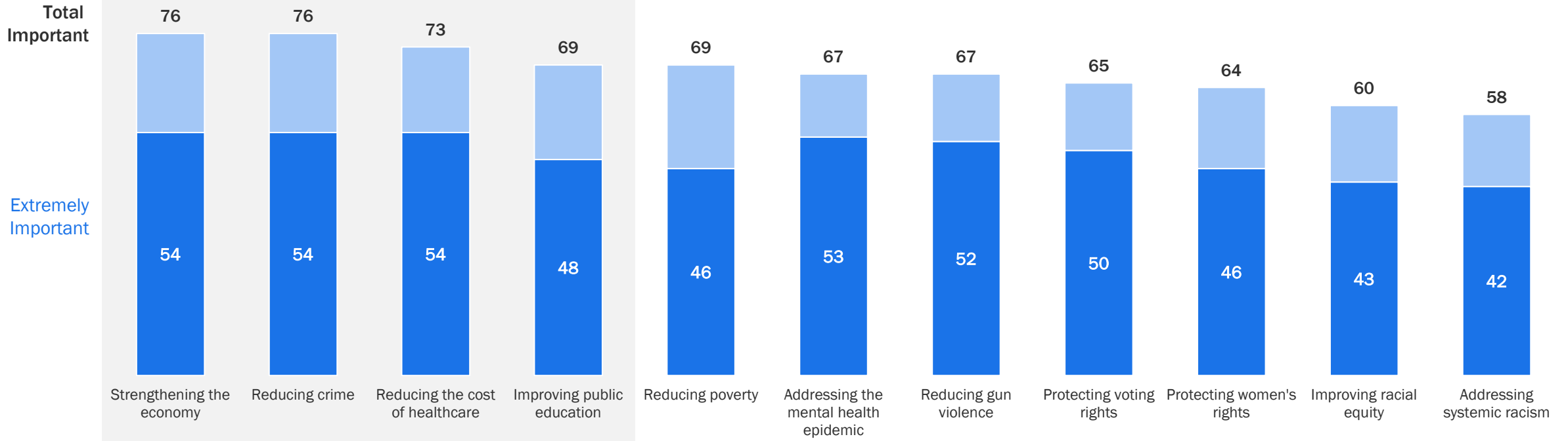
Please indicate how much you agree or disagree with each statement.



# Americans want the government to focus on resolving systemic economic inequalities; addressing segregation and poverty; and reforming our justice system, despite deprioritizing racism and racial equity.

How important do you think it is for your State government to address...?

Americans are looking for the government to address the issues that closely aligned with our TRHT Pillars

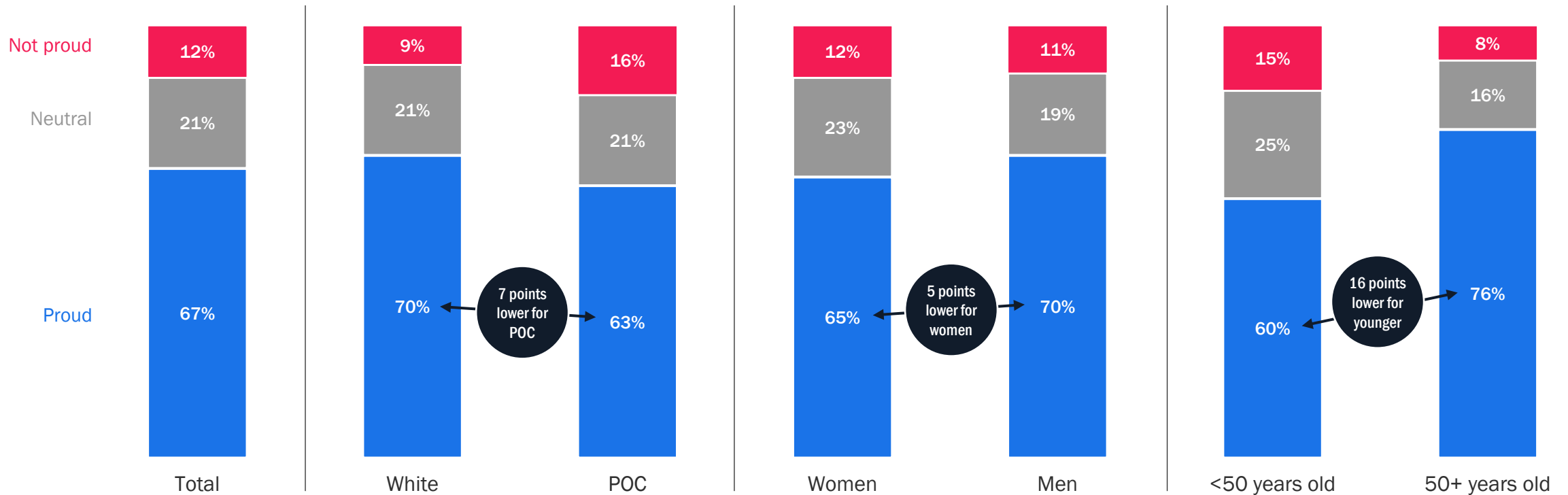




# A plurality are proud to be Americans, regardless of concerns – with older and white Americans driving the intensity

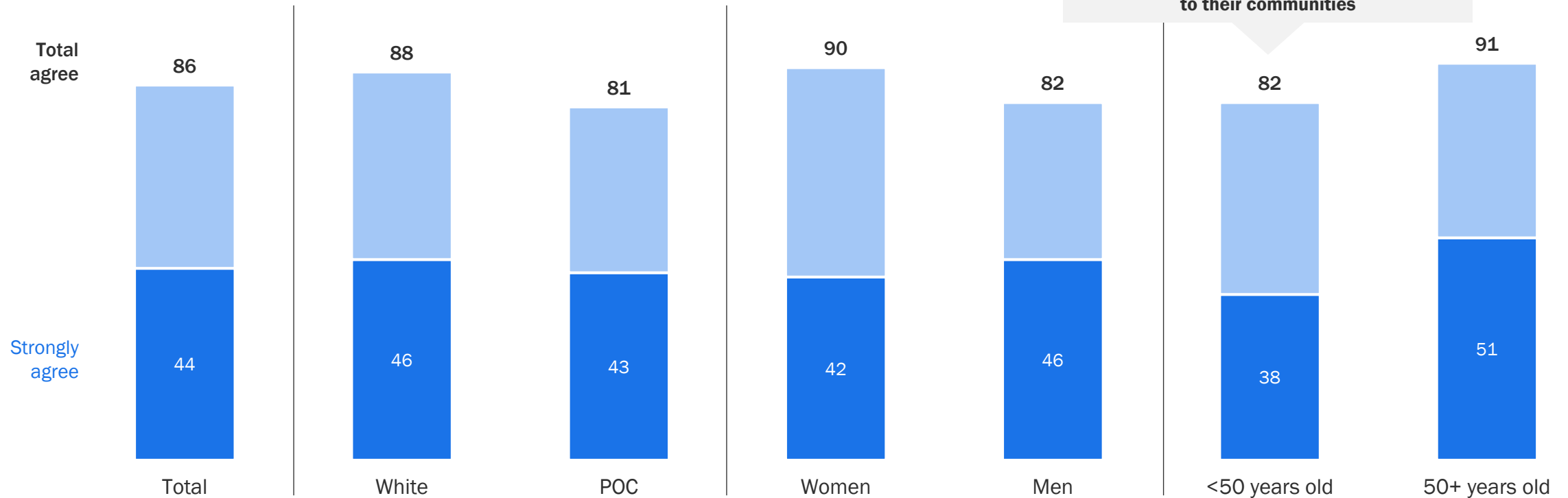
% saying that being an American makes them feel:

The **younger generations** over-index on saying they are **not proud** to be an American which could be driven by their high levels of worry around disunity in their communities/The US



# The younger generations do not feel the country is divided as much as older generations, although they feel less American pride.

% agreeing that America is more divided now than ever before:



The younger generation may **feel less divided** as they are **more likely to be a member of several different communities** rather than just one and report having a **stronger connection to their communities**

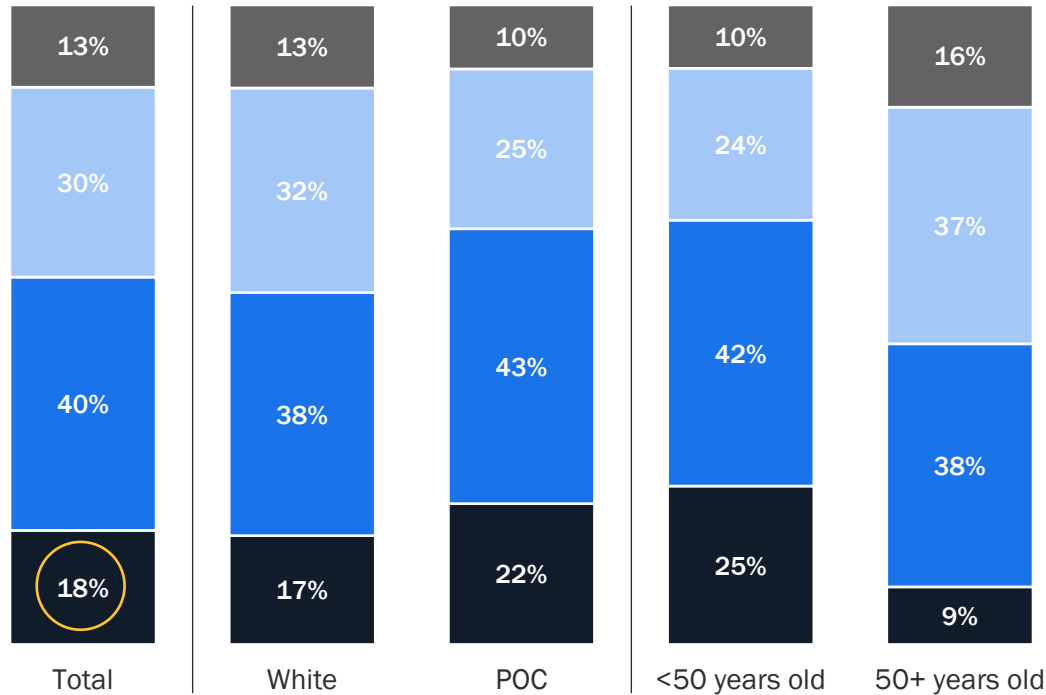




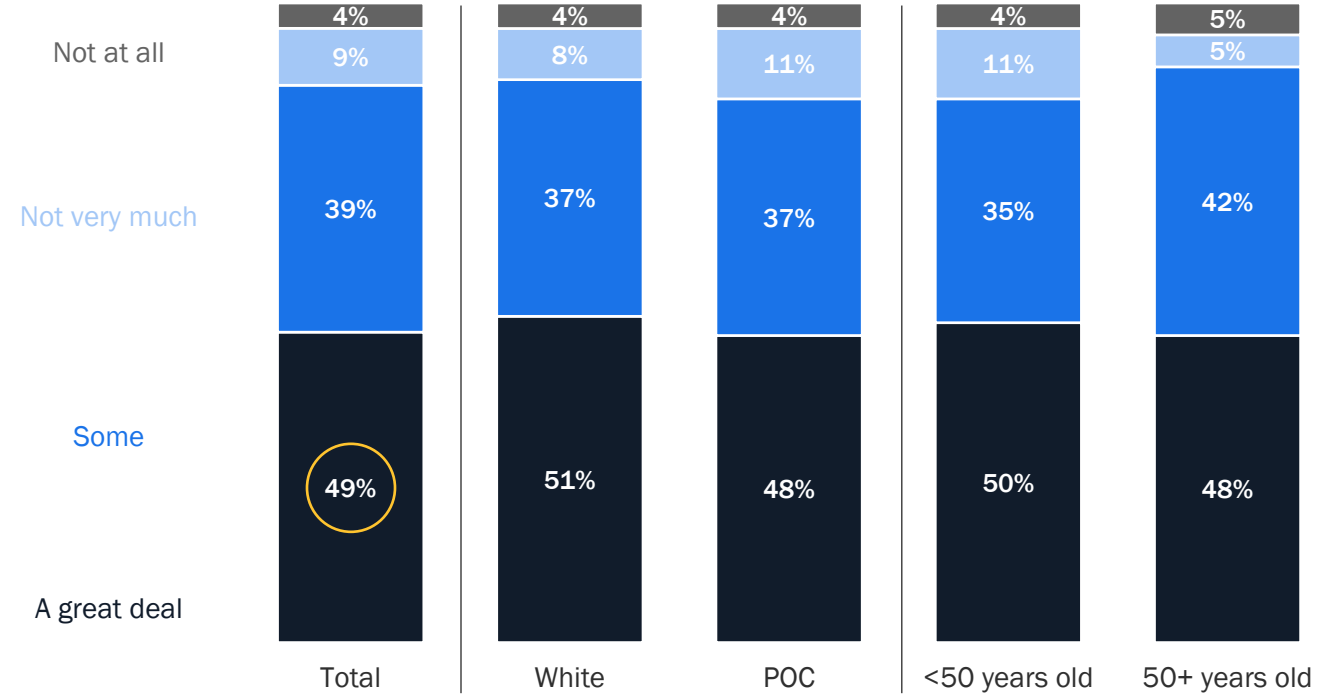
# The concern around disunity takes root at a national level rather than in their own communities; the feeling that division exists is a politically driven, national narrative

How much do you worry about disunity in...

## YOUR OWN COMMUNITY



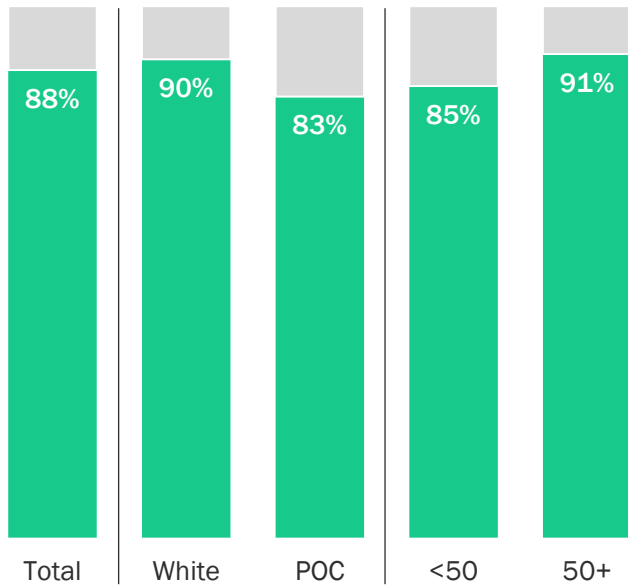
## THE UNITED STATES



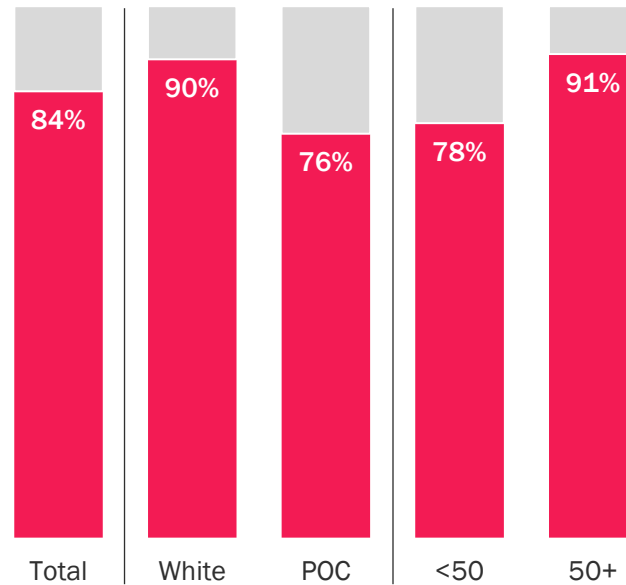
# Americans across the board feel that the country needs more respect and empathy, specifically around discord that pertains to differing opinions and diversity

% who agree with each statement

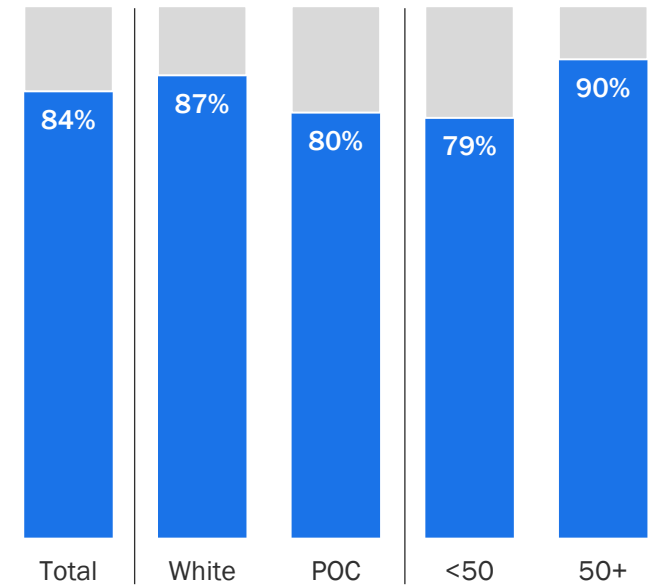
**Feeling respect for someone** – even if they don't share your same political beliefs – is an essential thing for our society to work at its best



**Feeling empathy for someone** – even if they don't share your same cultural beliefs – is an essential thing for our society to work at its best

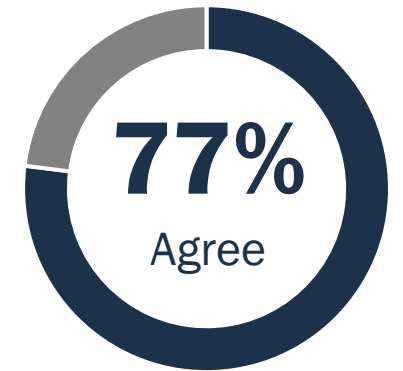
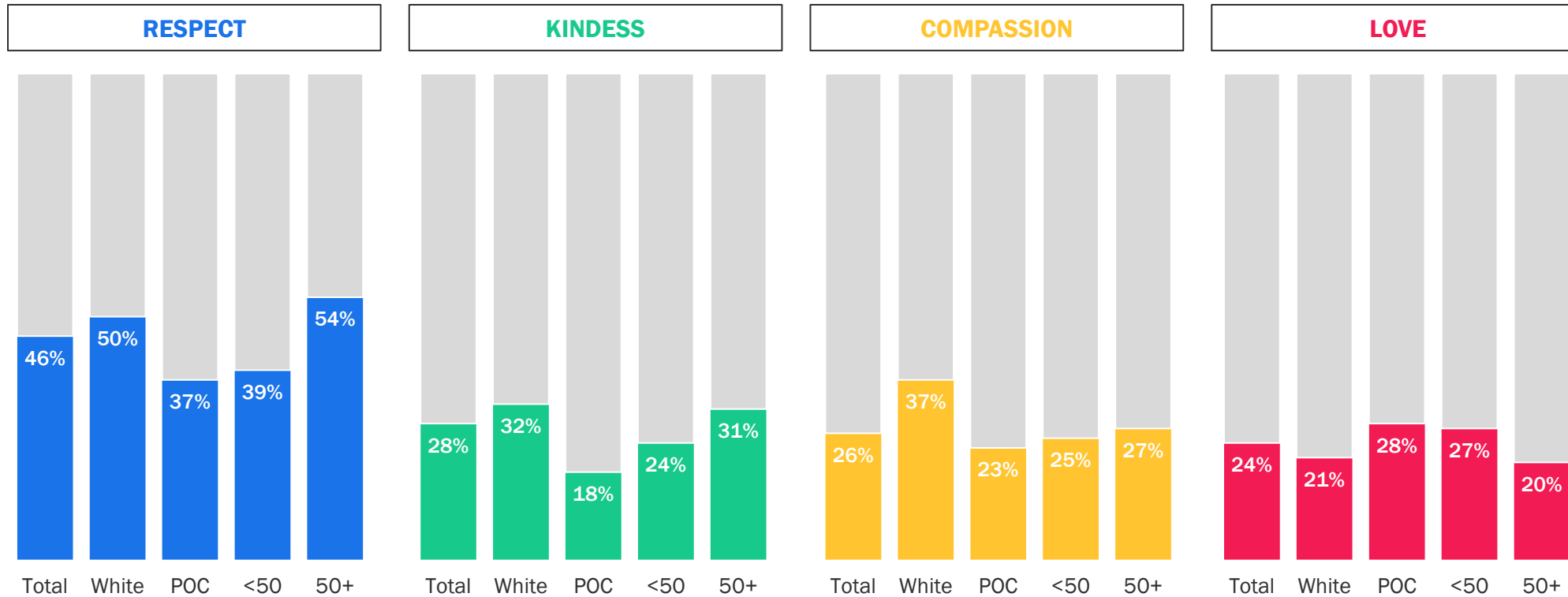


We need to find **new ways and new words to help Americans talk to each other**, disagree respectfully and develop care and empathy



# At the end of the day, Americans want respect and to be surrounded by good people regardless of differing views...

What are the most important values and ideas that America needs more of?  
 % who ranked each choice among top 3

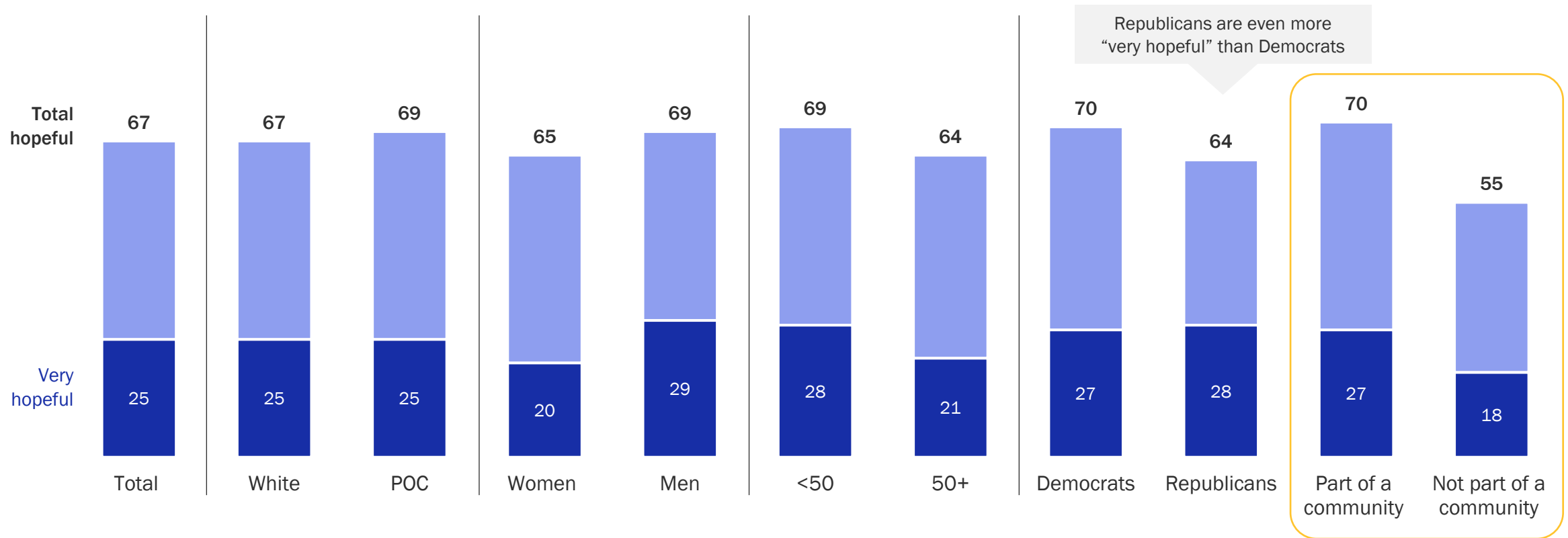


“I don't care about my neighbors' political views as long as they are good people.”



# ...and there is hope that Americans can work through their differences; specifically, among those who say they are part of a community

How hopeful are you that Americans can work through their differences and find lasting common ground in the future?





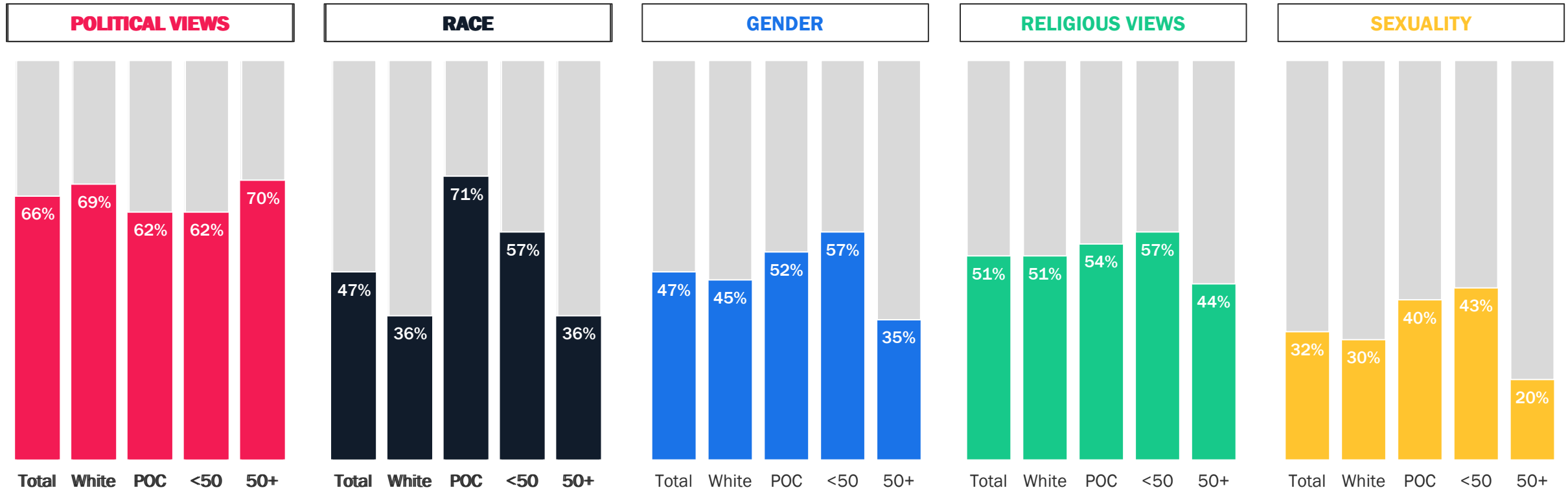
# **“American Experience”**

## **CURRENT INEQUITIES**

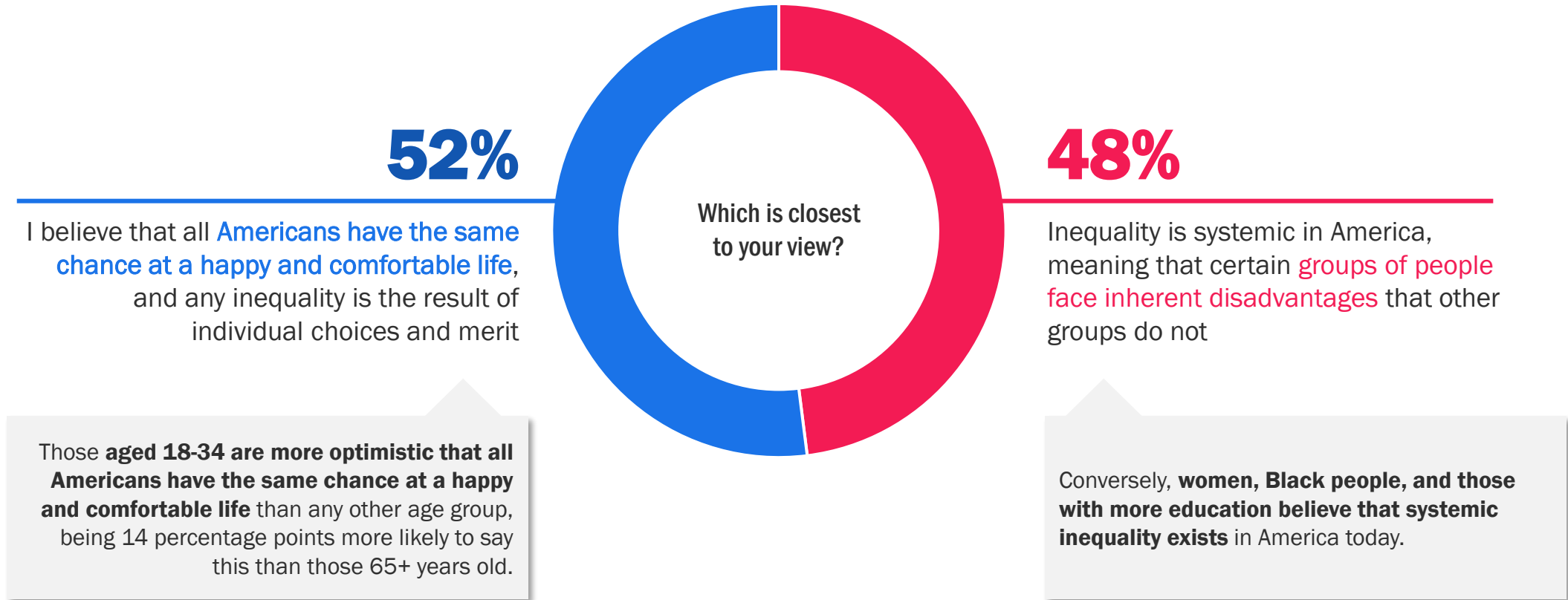


# A majority believe they have experienced some form of discrimination- especially POC due to their race and older Americans due to their political beliefs

I have experienced judgement because of my...  
 % who personally experienced discrimination



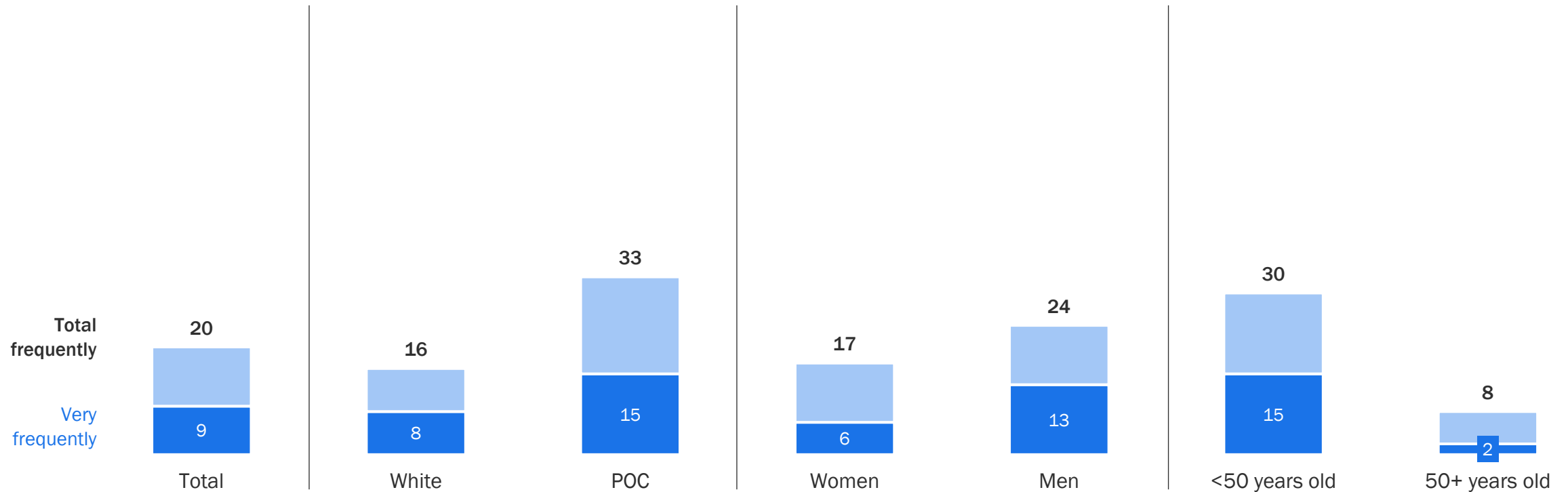
# Still, belief that inequities exists in America is split, though slightly tilted toward the belief that all have a fair chance





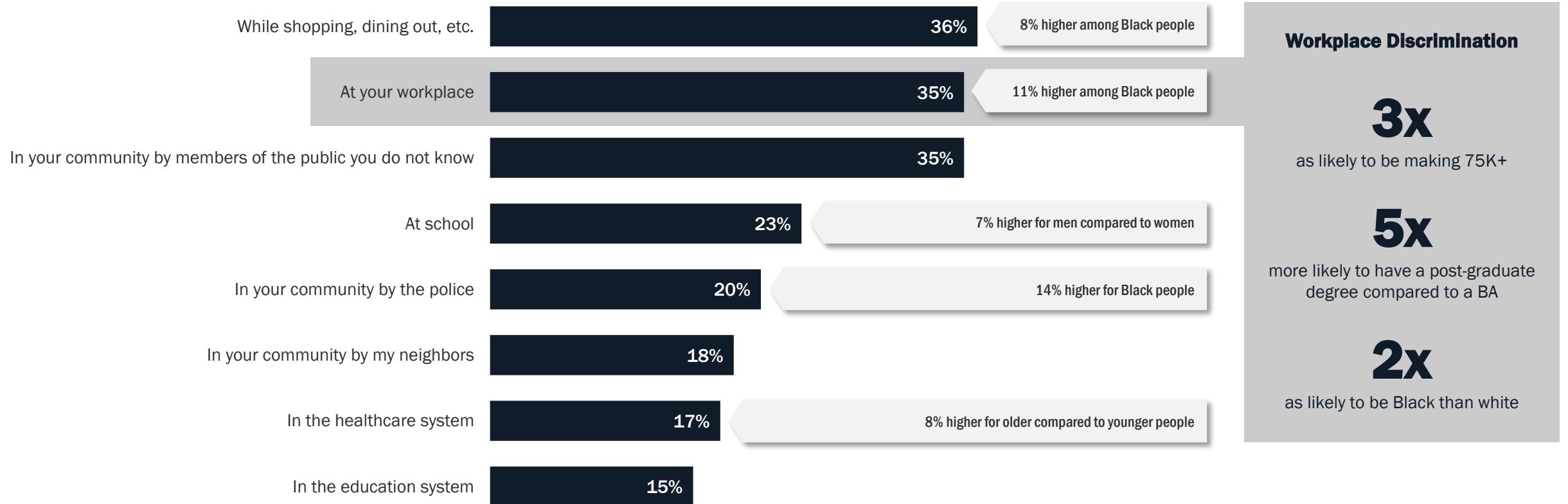
# ... and this tilt toward believing there isn't systemic inequality is especially surprising when considering the frequency that individuals experience discrimination, with 1 in 5 Americans experiencing it frequently

Frequency of experiencing instances of racism or discrimination



# About a third report racism or discrimination while shopping, at work, or by community members– and these experiences span across all, though Black people especially know what these experiences are like

Where do you experience instances of racism or discrimination in your life?



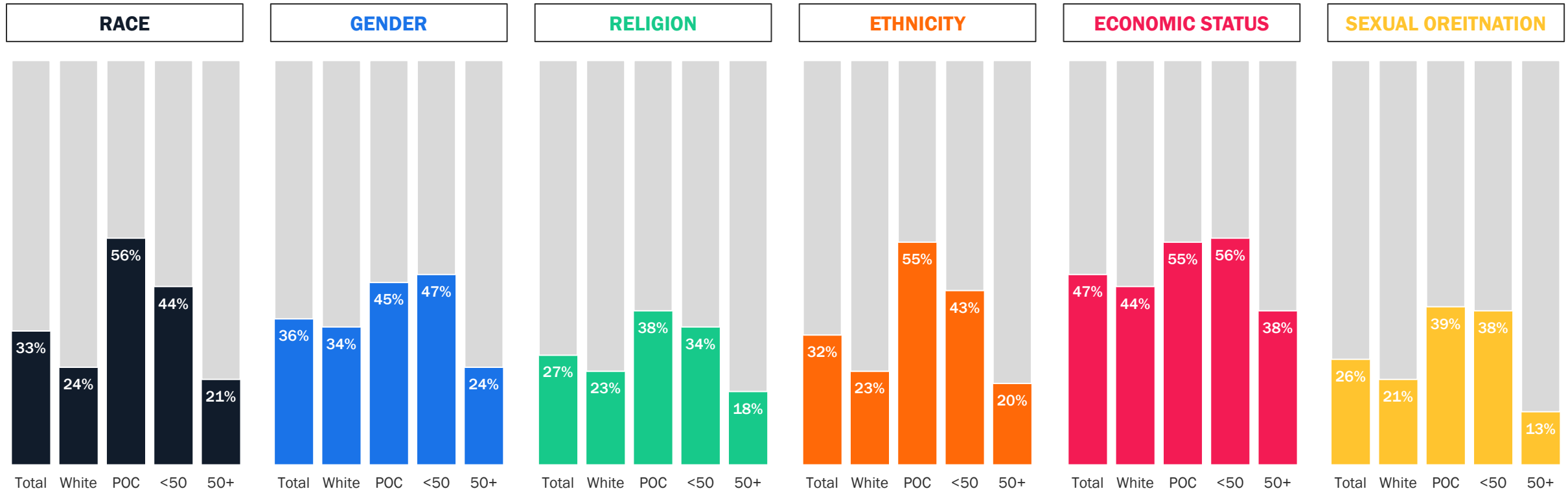


# Americans' Barriers to Consciousness Change



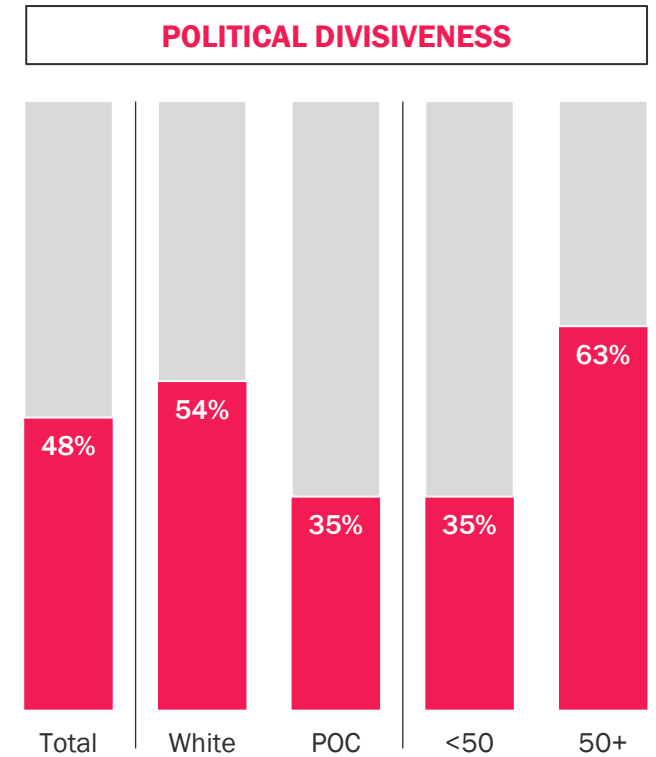
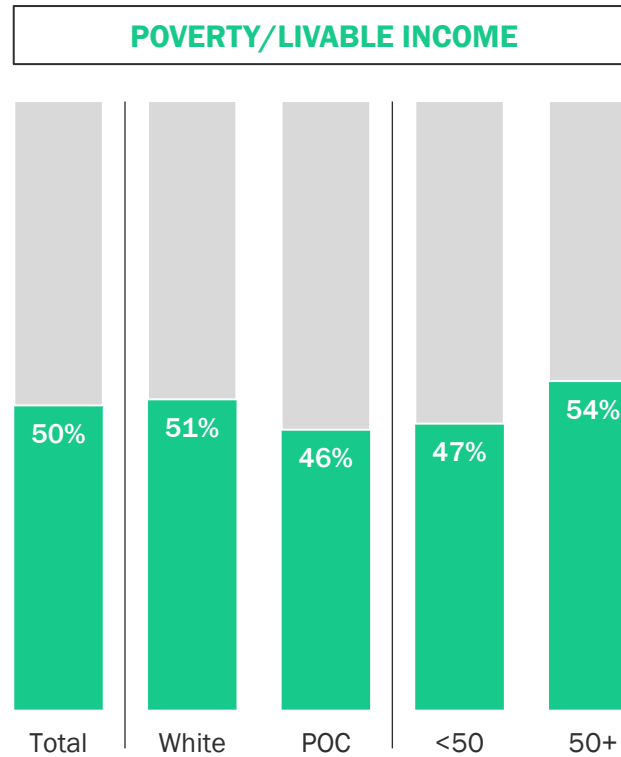
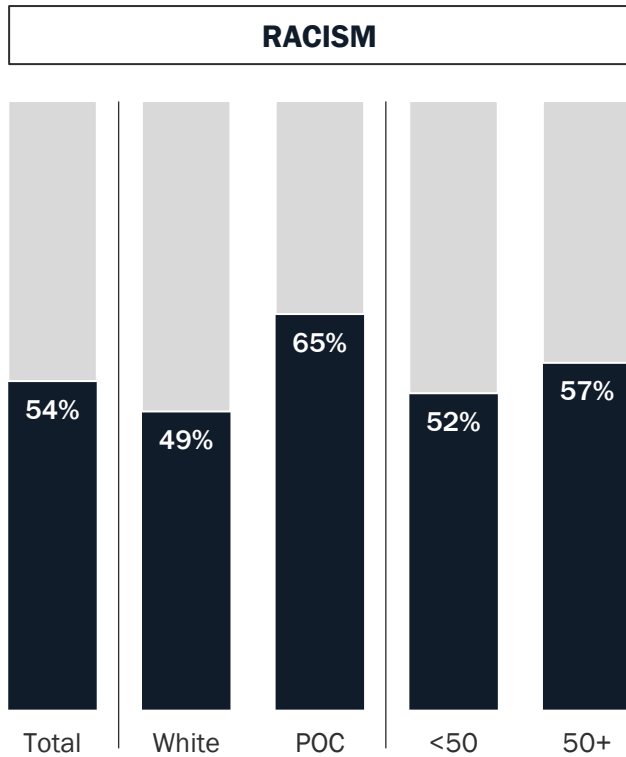
# Notably, barriers to success in America remain in place, with almost all sub-groups knowing what it is like to be held back by their economic status, and over half of POC feeling their ethnicity is a barrier

How much of a barrier do you feel any of the following have been towards your personal and professional success?



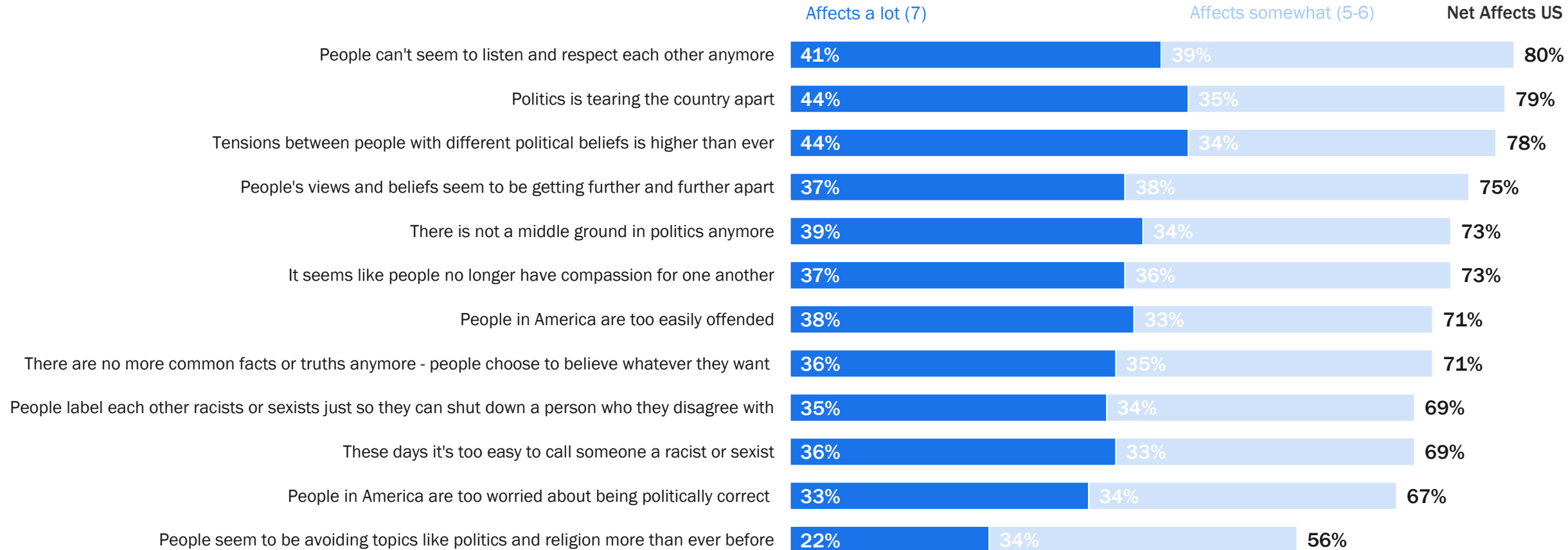
# Furthermore, while there are varying levels of concern for racism and political divisiveness as obstacles in America, poverty / livable income is an issue almost all can agree on

What are the biggest obstacles to bringing Americans together?  
*% who ranked each choice among top 3*



# Politics and our culture of contempt are at the root of division

Please indicate how strongly each of the following affects the United States as a whole



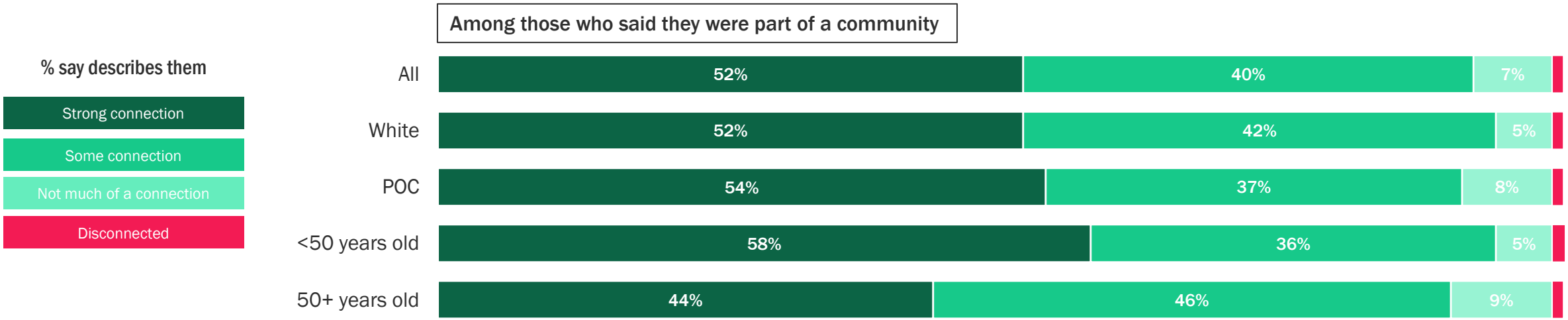
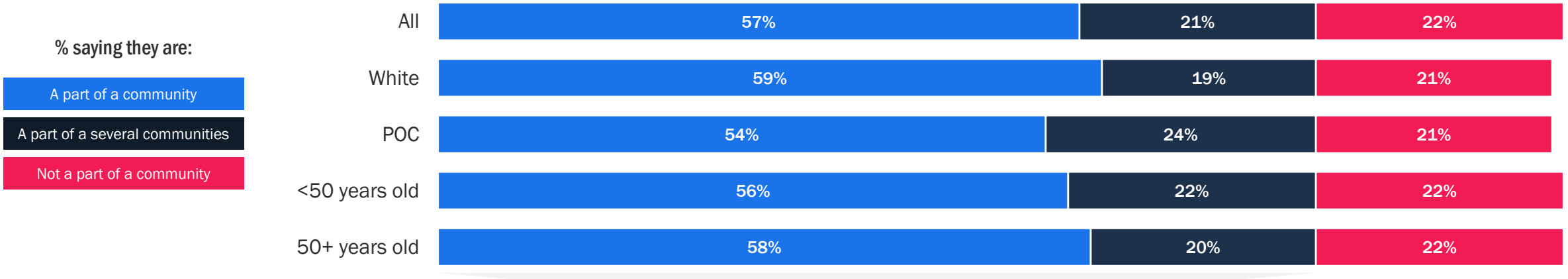


# **The Importance of Community & Belongingness**



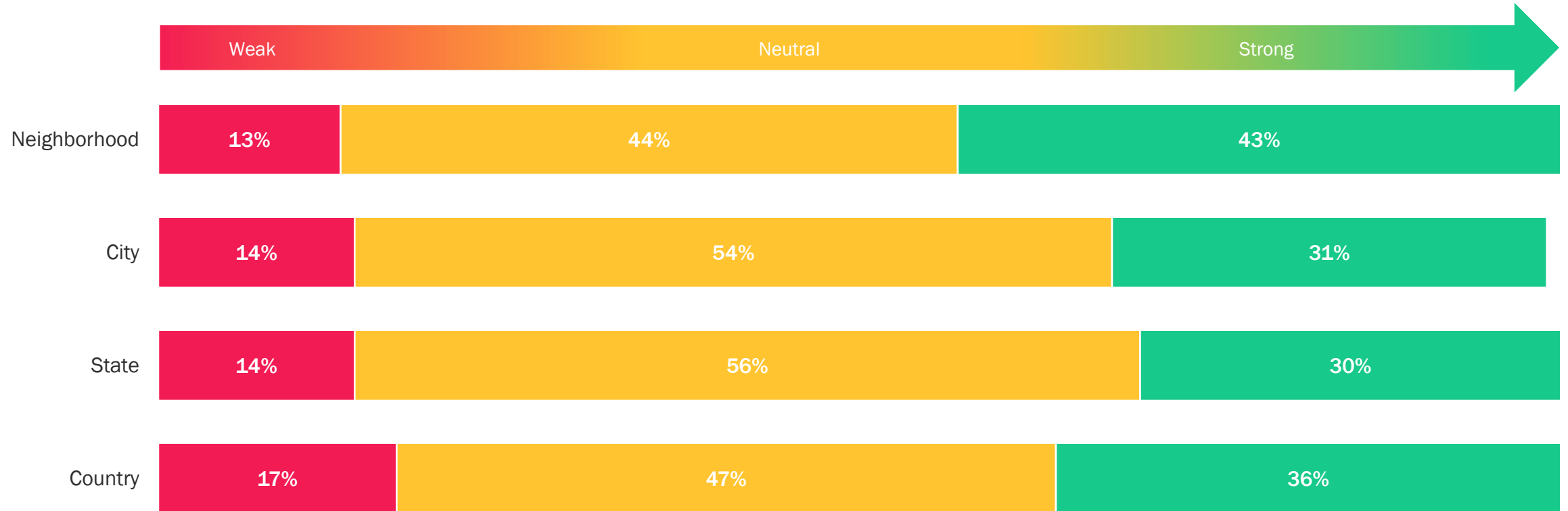


# Most Americans currently say they are part of a community, and those who are feel a string connection to their community, despite a strong sense of political and cultural divide in America



# A plurality of people feel that community means living in the same area, and people feel most connected to their neighborhoods

How much sense of community do you feel in your...



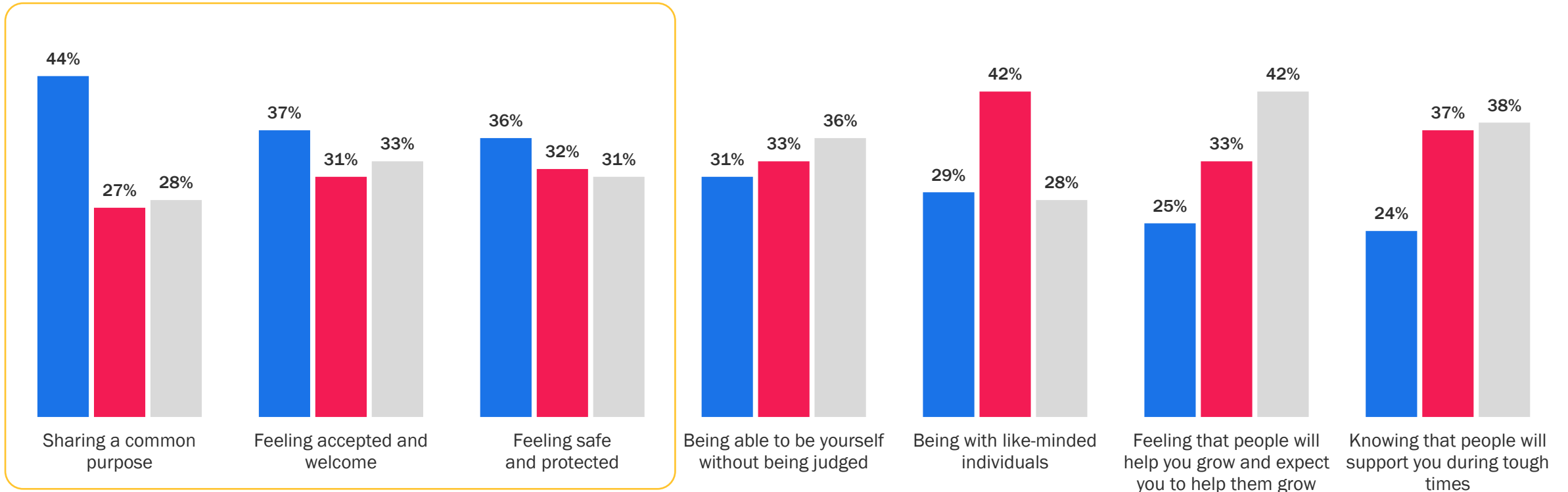
# Americans want to be appreciated and affirmed; they are drawn to communities where they share a common purpose, feel accepted, safe, and protected

% of Americans saying each is an important reason they are drawn to a community

Most important

2<sup>nd</sup> most important

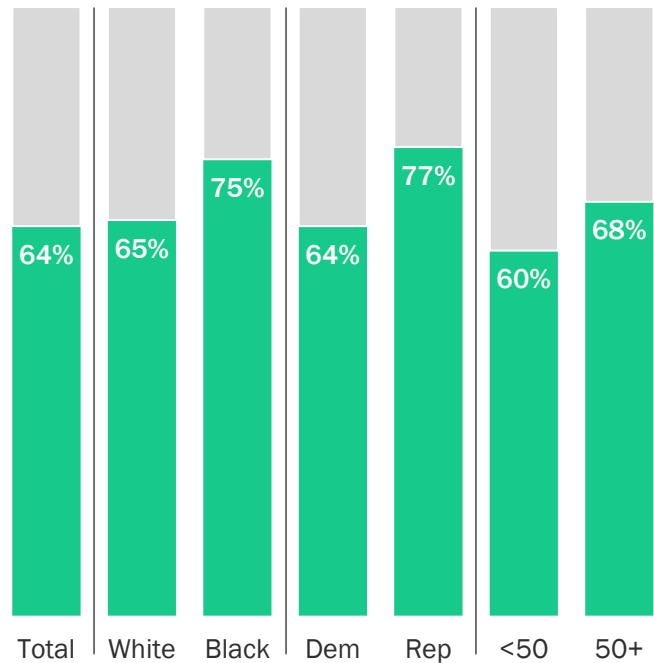
3<sup>rd</sup> most important



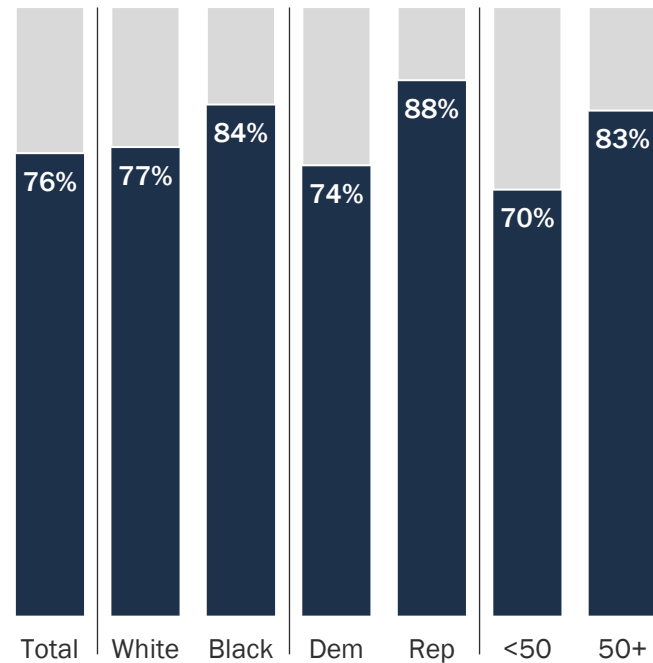
# Most Americans identify as a religious or spiritual person- especially among Black individuals and Republicans... conversely, younger generations, and Democrats have stronger personal values rather than religion

% saying this describes them

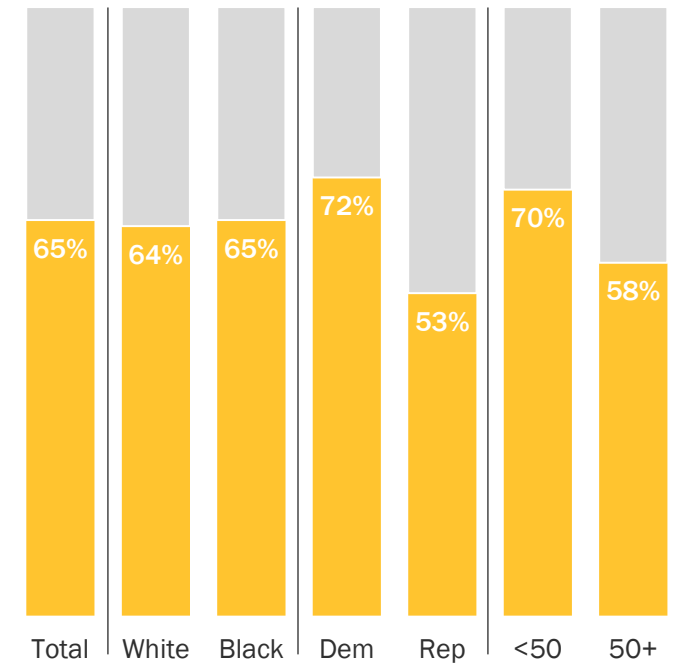
**A RELIGIOUS PERSON**



**A PERSON OF FAITH**

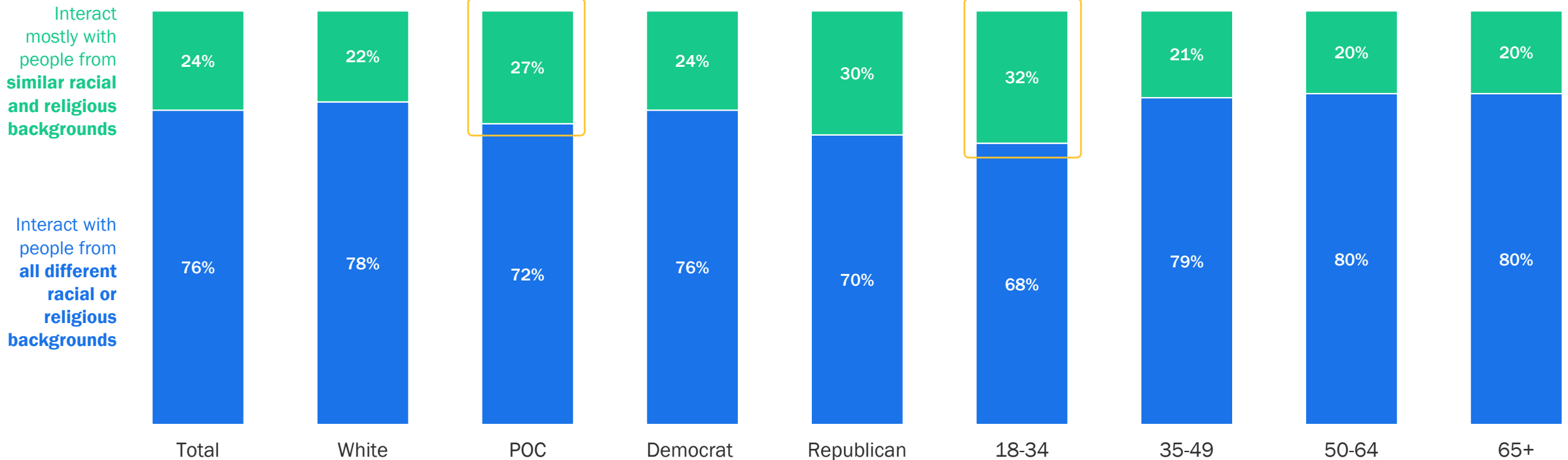


**STRONG PERSONAL VALUES, BUT NO SPECIFIC RELIGION**



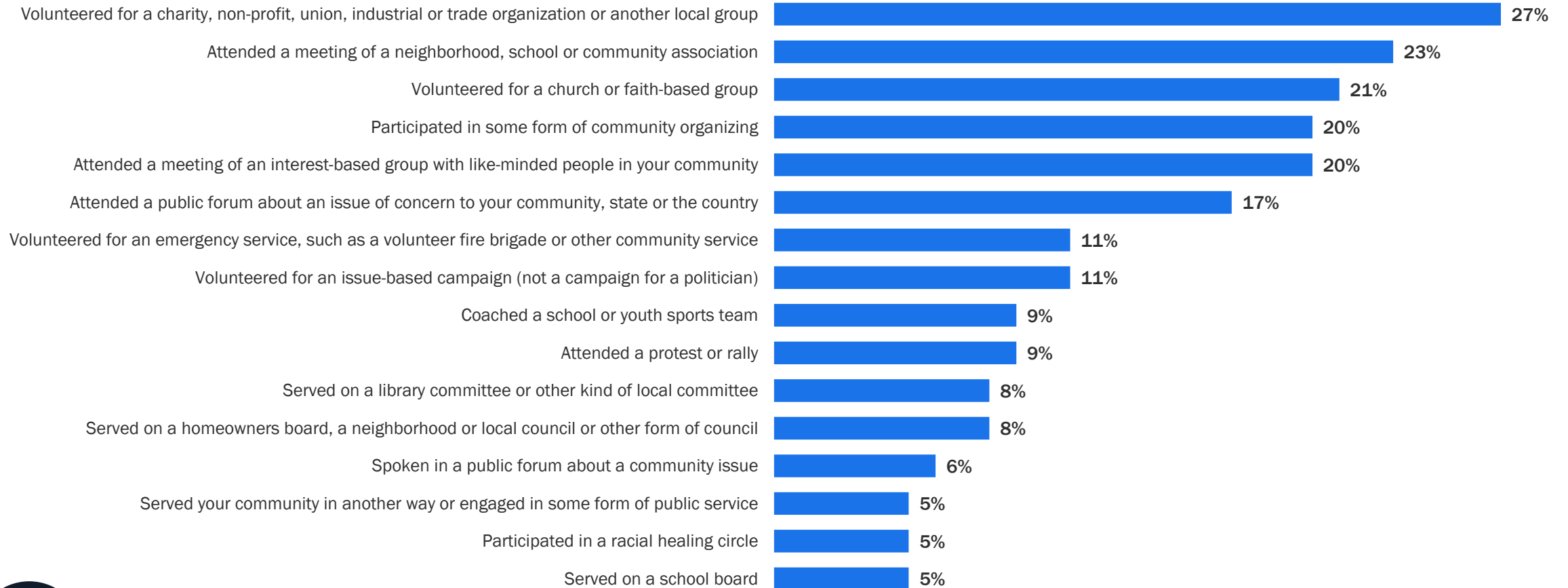
# More than three quarters interact with people from all different racial or religious backgrounds... though surprisingly younger generations and POC are the ones interacting more with people of similar backgrounds

% saying this best describes their interactions with others



# These communities are mainly forged through volunteering, neighborhood / school meetings, and faith-based groups

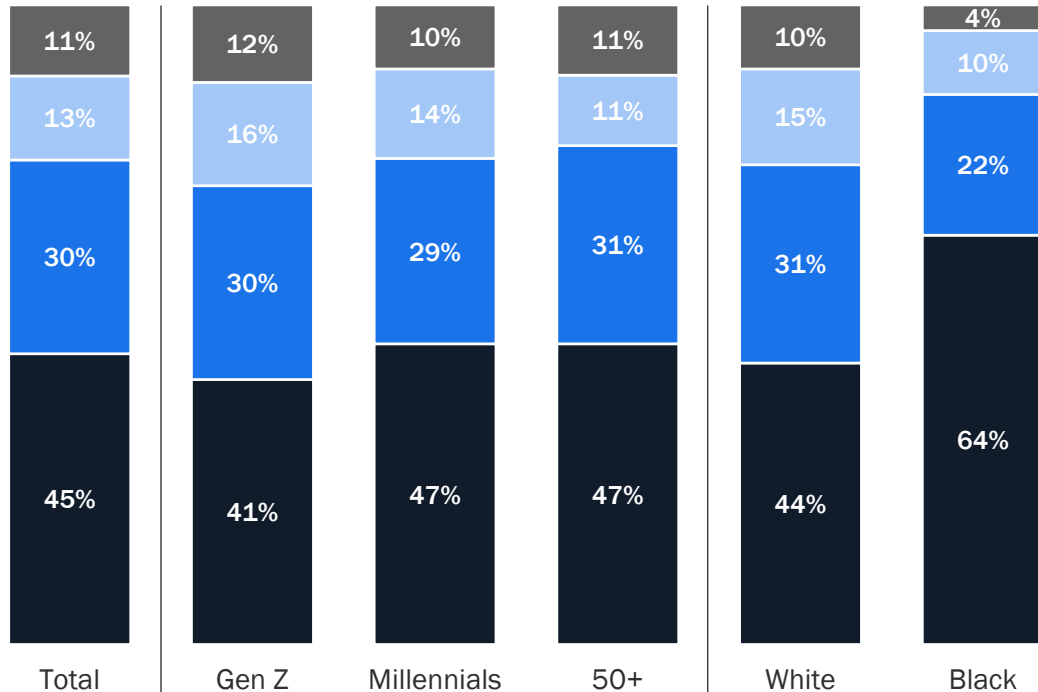
In the past year, have you done any of the following types of community activities?



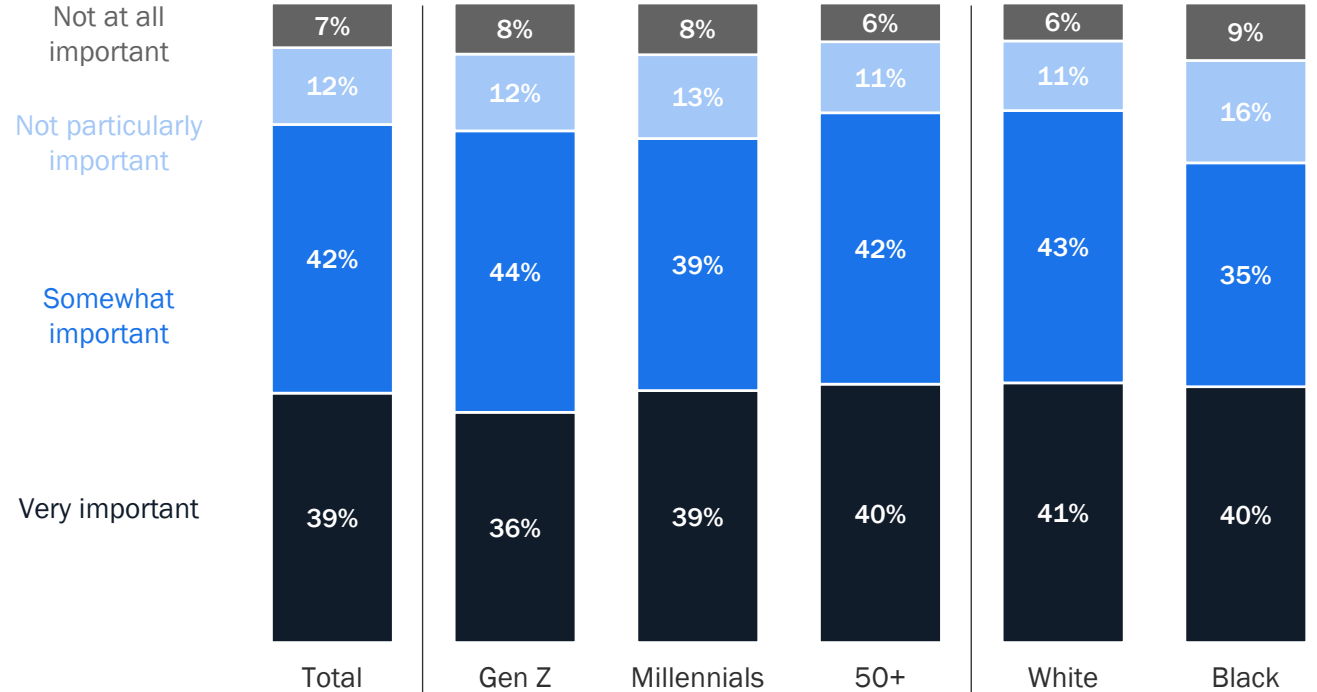
# Views on social and political issues are as important to Americans as religion, but the intensity is greater when it comes to religious and spiritual faith

% saying that...

## RELIGIOUS AND SPIRITUAL FAITH ARE:



## VIEWS ON SOCIAL/POLITICAL ISSUES ARE:





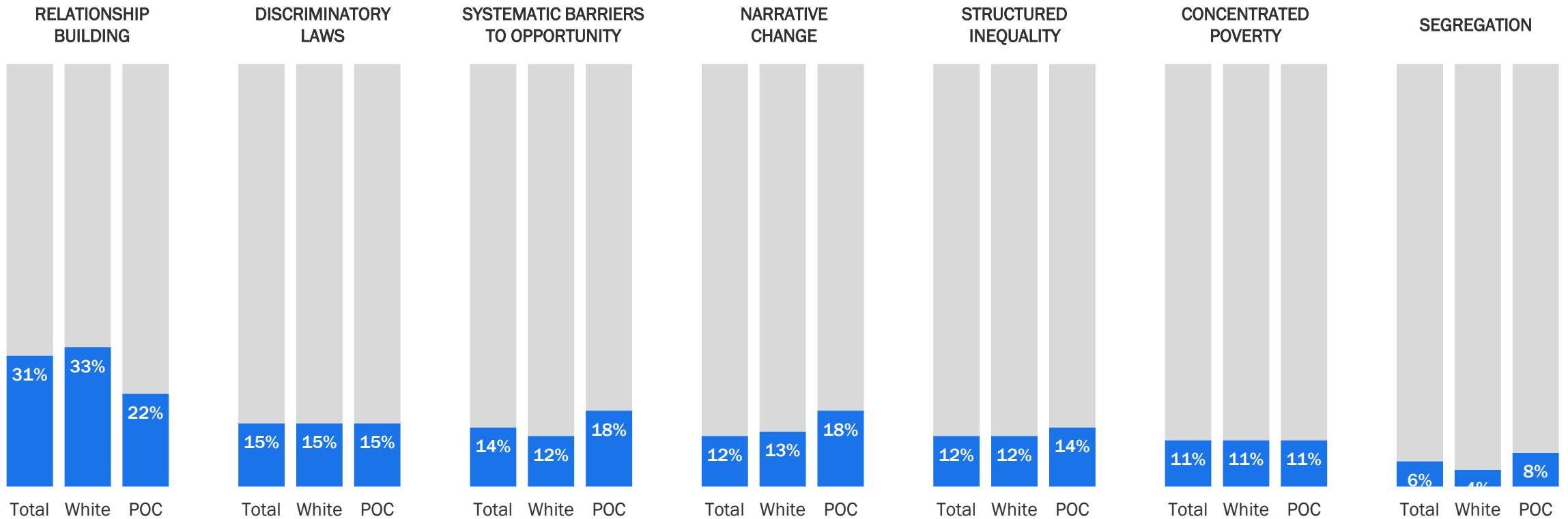


# **How We Overcome Division: Racial Healing**



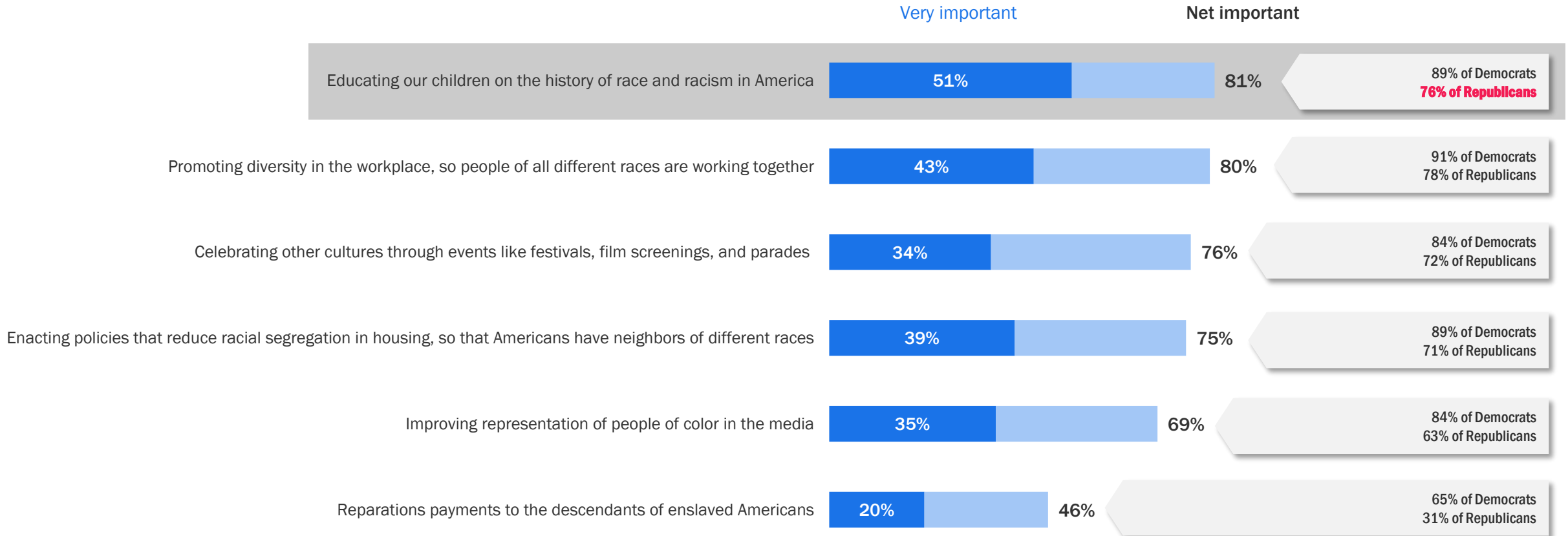
# A plurality of Americans feel that relationship building is the most important thing to bring us together as a nation

Thinking about how we come together as a nation, which of the following issue areas do you believe is the most important to address?



# And Republicans and Democrats share similar opinions on how we can heal harms of racism

How important are each of the following actions to heal the harm racism has had on our country?

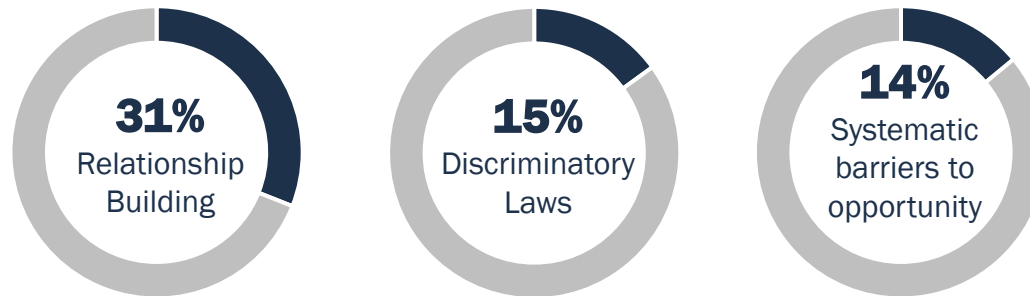


# The term 'racial healing' lacked overall awareness; but those aware associate it with empathy, tolerance, and compassion – the pillars for relationship building

When you hear the term 'racial healing' what does that mean to you?



Which of the following issue areas do you believe is the most important to address to help our country see each other through the lens of our shared humanity?

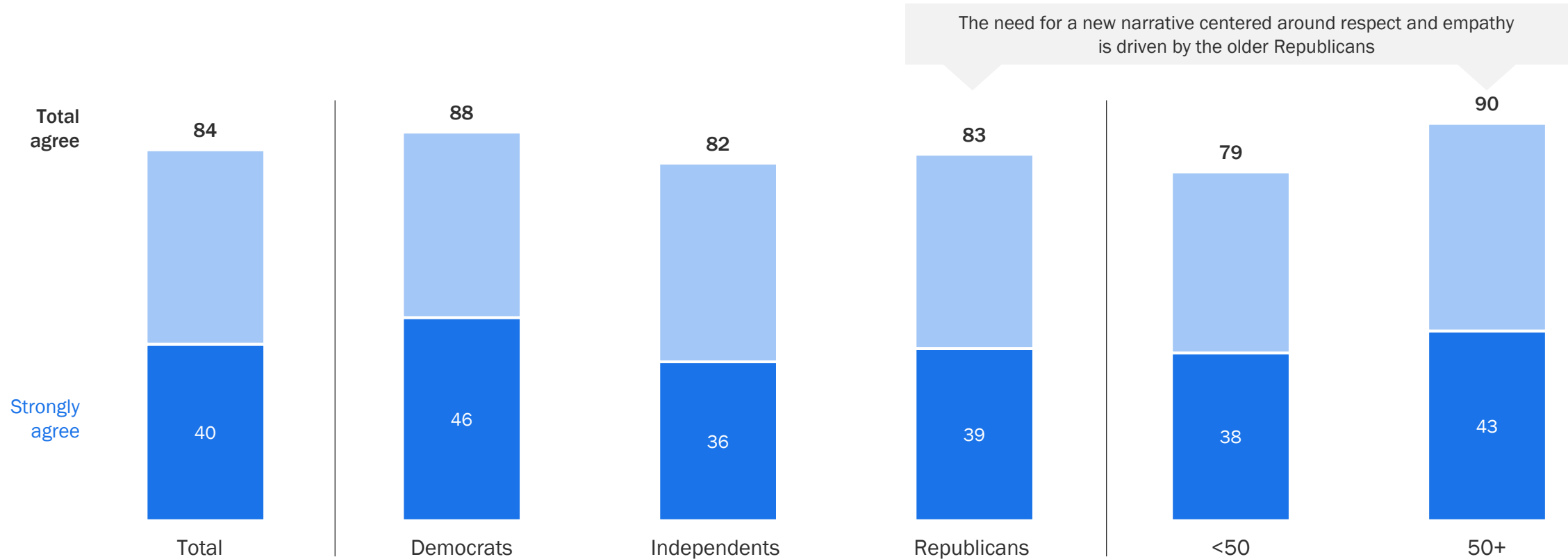


The focus on relationship building is **primarily driven by 50+ year old Republicans**



# Americans strongly believe to forge a united path forward the country must find news way of navigating differing opinions

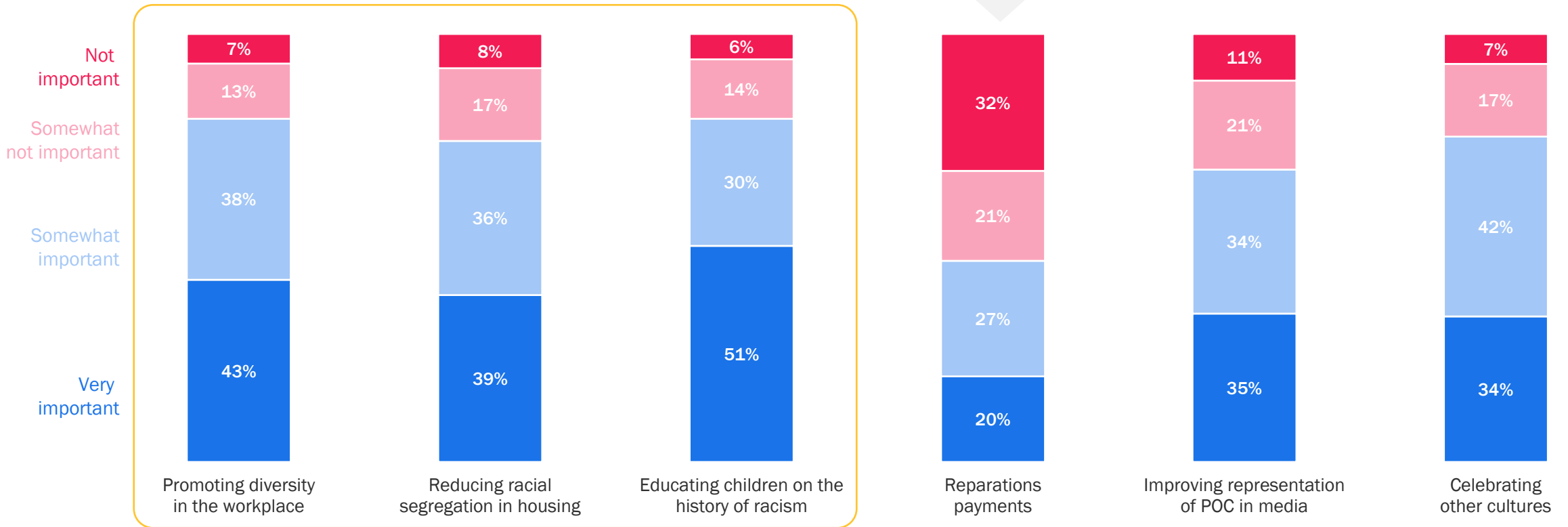
% agree that we need to find new ways and new words to help Americans talk to each other, disagree respectfully and develop care and empathy



# And promoting diversity in the workplace and education spaces are the paths towards building those relationships

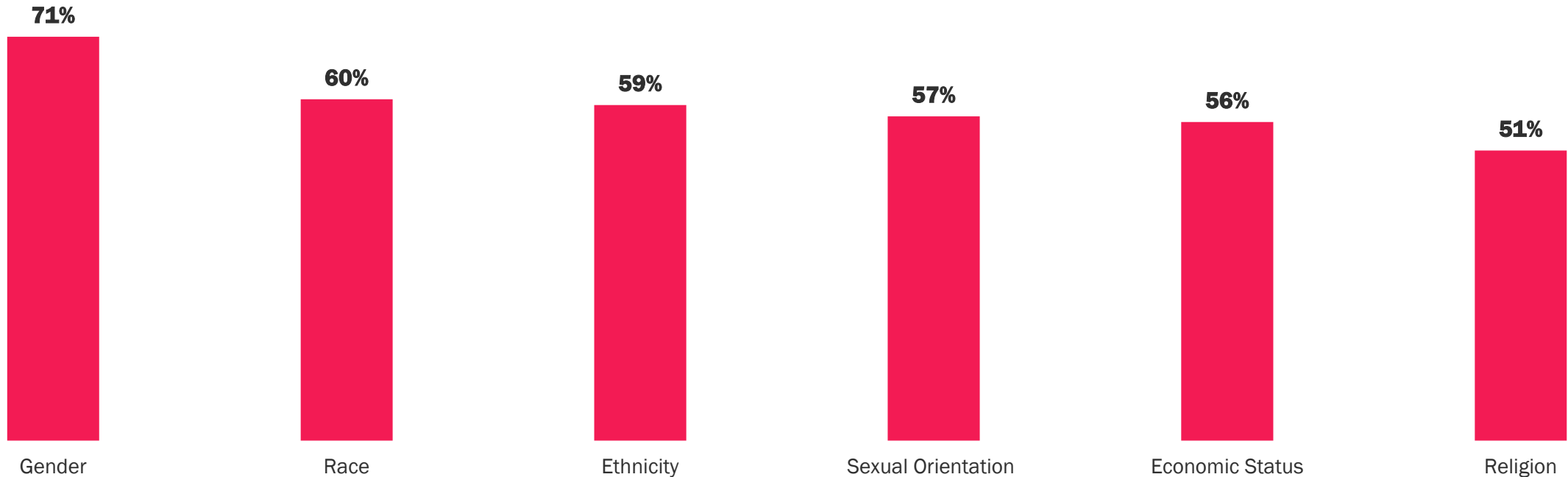
How important are each of these action to heal the harm racism has had on our country?

This language fails across demographics... even 1 in 4 black people say this action is not important



# Furthermore, with DEI in the workplace being a top priority among 4 in 5 Americans, it is important to understand how prevalent this issue is: most have experienced it due to some part of their identity

Reduced access to employment opportunities has been caused by my:



# The path forward needs to be centered in a clear message that relies on....

## The Key Messaging Principles to form a United Voice

### RESPECT

Messaging that embodies empathy and respect for all individuals, regardless of their political or cultural beliefs, sets the foundation for compassionate relationship building.

### STORYTELLING

Once we have established a foundation of empathy and respect, it is essential to create a new narrative that effectively combines the diverse experiences and viewpoints that exist in America. By doing so, we can foster greater understanding and promote unity.

### SHARED PURPOSE

By establishing a strong foundation of empathy and respect and creating an inclusive message that embraces diverse experiences and viewpoints, we can inspire Americans to transform the current narrative and find common ground, even when they hold differing views. Messengers who can deliver a positive message of change, regardless of their personal beliefs, play a vital role in this process.

### TRANSFORMERS

The messengers of change are key to delivering a unified message. Americans are confident that there are transformers in their communities who can take a negative message and turn it into a positive one, promoting unity and healing across the nation.

### ENGAGEMENT

Finally, there is an appetite for racial healing in America. Through messaging that encourages people to engage with, and attempt to understand, Americans of different racial or other backgrounds, we can harness that pre-existing desire for unity and use it to promote dialog based on empathy and respect.





# Messengers and Mediums



# Younger Americans and POC are eager to hear from racial equity activists; Older Americans and whites want to hear from family/friends, which reaffirms the desire to live and work in shared spaces to build relationships

% Trust each source a lot on topics of racial healing	All	White	POC	<50	50+
Friends or family members	42%	45%	37%	37%	47%
Active-duty members of the military or veterans	31%	32%	25%	32%	29%
Small business owners	25%	28%	21%	26%	23%
Mental health and other healthcare professionals	24%	23%	24%	28%	18%
Law enforcement	23%	26%	17%	21%	25%
Academics and researchers specializing in racial justice and related fields	20%	18%	22%	26%	13%
Racial equity advocates and activists	20%	17%	29%	30%	9%
Your religious leaders	20%	21%	16%	21%	18%
Non-partisan nonprofits	15%	17%	16%	19%	10%
Community leaders and organizers	14%	12%	19%	22%	4%
Elected officials you support	14%	14%	16%	19%	7%
Judges	14%	12%	16%	17%	10%
Attorneys	13%	11%	18%	18%	6%
Local and state policymakers	10%	6%	18%	15%	4%



# White people and older Americans are most likely to watch network news; younger Americans prefer social media and POC consume a diverse array

Which do you enjoy getting your news from?	All	White	POC	<50	50+
Network News on TV like NBC, ABC, or CBS	42%	44%	36%	29%	56%
Social media sites like Facebook, Twitter, or Reddit	34%	35%	36%	43%	24%
Friends and family	30%	32%	29%	33%	25%
FOX NEWS	26%	27%	25%	24%	29%
An online homepage that collects news like Yahoo or Google	26%	27%	25%	28%	23%
CNN	25%	25%	28%	24%	26%
Radio	24%	25%	24%	24%	25%
Your local newspaper	21%	24%	17%	17%	26%
National newspapers, like the New York Times or Washington Post	19%	19%	22%	22%	16%
MSNBC	18%	20%	13%	12%	24%
Online political news sites, like the Huffington Post or BuzzFeed	14%	14%	14%	15%	12%
Podcasts	14%	13%	18%	20%	7%
Comedy news/talk shows like The Daily Show, or Last Week Tonight	11%	11%	11%	16%	5%
Newsmax	10%	10%	14%	12%	8%
One America News Network (OANN)	5%	5%	6%	8%	2%





**National  
Collaborative  
for Health Equity**

**WORKING WITH PEOPLE, PARTNERS, AND PURPOSE**



**Benenson  
Strategy  
Group**

# Thank You

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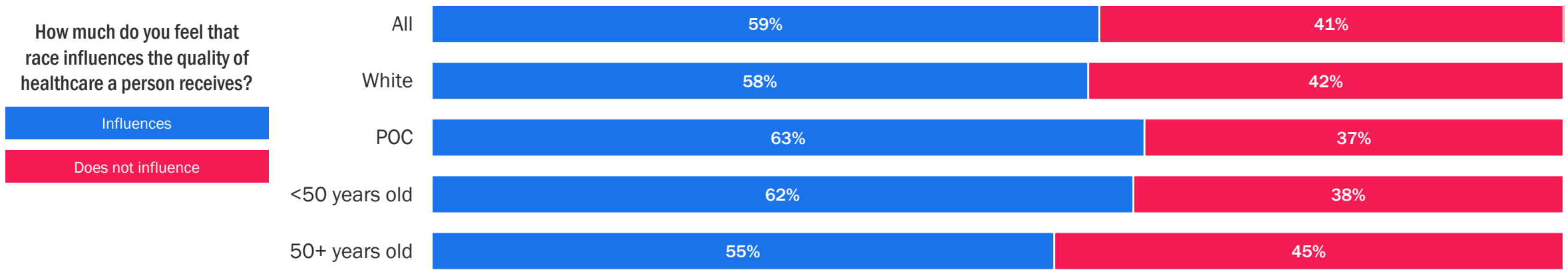
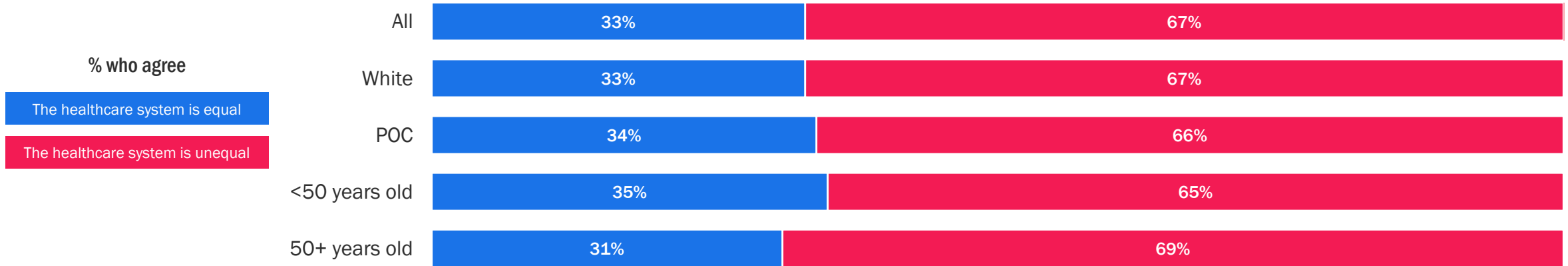
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# Appendix



# Most Americans agree that the healthcare system is unequal; while race is not the most cited factor that influences healthcare, over half feel it does affect care



# Headlines

- **Americans believe that relationship building is the key to overcoming division in our country.**
  - A plurality of Americans feel it is the most important thing we can do to come together as a nation, with more than twice as many Americans selecting it than any other option.
  - This resonates especially with Republican Americans over 50, 42% and 37% of whom, respectively, feel that relationship building is most important.
- **There is a clear generational divide when it comes to opinions on racial healing and disunity in America.**
  - Americans younger than 50 are less likely to feel that the U.S. is more divided now than ever and they are more hopeful about the future.
- **Americans across the political spectrum, including over 75% of Republicans, feel that educating our children on the history of racism is important for racial healing.**
  - 51% of people overall say that education is very important, including 53% of white Americans and 40% of Republicans.
- **Despite majorities of Americans across demographics sharing a sense that the United States is more divided than ever before, two-thirds remain optimistic about the future.**
  - 86% of Americans agree that the U.S. is more divided than ever before, with Republicans (89%) a bit more likely to agree than Democrats (83%).
  - 67% of Americans are at least somewhat hopeful for the future.
- **Americans think increasing workplace diversity is an important step to reducing division and healing the harms of racism.**
  - This includes 81% overall and 78% of Republicans.
  - Regardless of why they are being discriminated against, Americans are most concerned about impacts to employment.

