EMBOLD research

E PLURIBUS UNUM

Survey of the South - 2024

January 2025

METHODOLOGY

On Behalf of E Pluribus Unum, Embold Research conducted a poll of registered voters across the southeastern United States to continue efforts to track the evolving economic, political, and social realities of Southern voters.

Survey n=2,918 white, Black, and Hispanic registered voters in thirteen southern states, from December 6-24, 2024

Respondents were recruited via dynamic online sampling to obtain a sample reflective of the population.

Post-stratification performed on age, gender, race/ethnicity, education, region, and 2024 presidential vote.

The modeled margin of error is 2.7%

SAMPLE OVERVIEW

53% Women
47% Men
1% Other

62% White
20% Black
15% Hispanic
4% Other

40% Democrat
51% Republican
9% Independent

25% 18-34
23% 35-49
25% 50-64
26% 65+

5% Alabama
2% Arkansas
20% Florida
10% Georgia

4% Kentucky
4% Louisiana
3% Mississippi
9% North Carolina

5% South Carolina
6% Tennessee
22% Texas
8% Virginia

1% West Virginia

KEY FINDINGS

01 | Southern voters tend to feel accepted and valued by their communities. At the same time, there is an undercurrent of fear about expressing differing beliefs.

02 | Southern voters display high trust in their communities when it comes to information. However, the more intimate these ties, the less likely they are to be with people of other races or ethnicities.

. . . . .

The newest iteration of the "Survey of the South" continues to prove that the social and political realities of southern voters are deeply complicated, and often tied to generational, partisan, and racial/ethnic identity.

03 | Voters across the board continue to express economic stress, either at a personal or communal level, with housing affordability being a focal point for many.
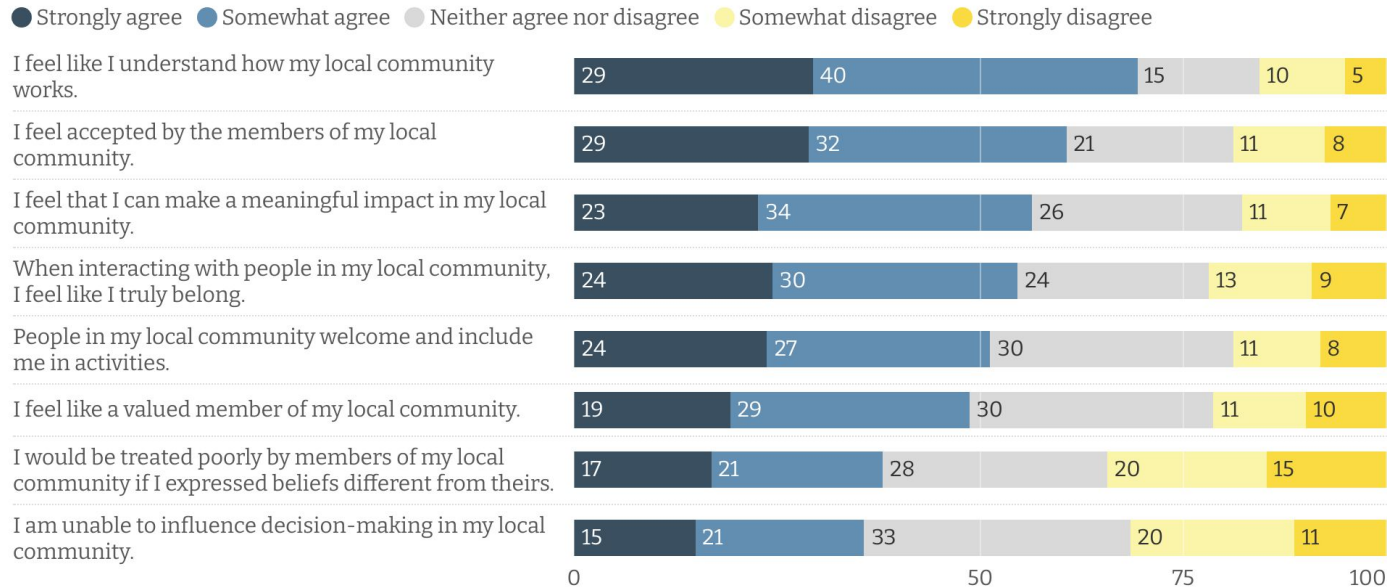
04 | In a highly politicized environment, Trump's reelection is a highly divisive event. The one unifying sentiment is that his second term is likely to create further division.

COMMUNITY AND SENSE OF

BELONGING

· · · · ·

While many Southern residents feel positively toward their communities, the relationship between individual and community remains complicated.

Sense of Community

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

Statement	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I feel like I understand how my local community works.	29	40	15	10	5
I feel accepted by the members of my local community.	29	32	21	11	8
I feel that I can make a meaningful impact in my local community.	23	34	26	11	7
When interacting with people in my local community, I feel like I truly belong.	24	30	24	13	9
People in my local community welcome and include me in activities.	24	27	30	11	8
I feel like a valued member of my local community.	19	29	30	11	10
I would be treated poorly by members of my local community if I expressed beliefs different from theirs.	17	21	28	20	15
I am unable to influence decision-making in my local community.	15	21	33	20	11

0   50   75   100

Q: Please indicate your level of agreement with the following statements about your local community.

There are key racial and ethnic differences when it comes to perceptions of a person's value in their community.

Sense of Community by Race/Ethnicity

Total "Strongly agree" and "Somewhat agree"

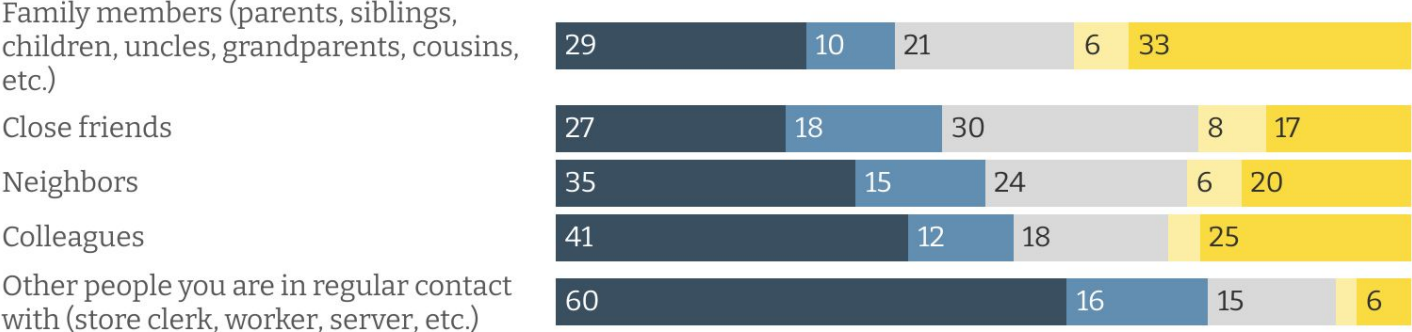|	All	White	Hispanic	Black
I feel that I can make a meaningful impact in my local community.	56	52	59	66
I feel like a valued member of my local community.	49	46	55	53

Q: Please indicate your level of agreement with the following statements about your local community.

7

While wider social circles of Southern voters tend to be diverse, the more intimate the connection, the less likely respondents have multiple connections outside of their race or ethnicity.

Community Connections

● 6 or more ● 4-5 ● 2-3 ● 1 ● None

Category	6 or more	4-5	2-3	1	None
Family members (parents, siblings, children, uncles, grandparents, cousins, etc.)	29	10	21	6	33
Close friends	27	18	30	8	17
Neighbors	35	15	24	6	20
Colleagues	41	12	18		25
Other people you are in regular contact with (store clerk, worker, server, etc.)	60	16	15		6

Q: How many of your family, close friends, neighbors, coworkers, and acquaintances are from another race or ethnicity than you?
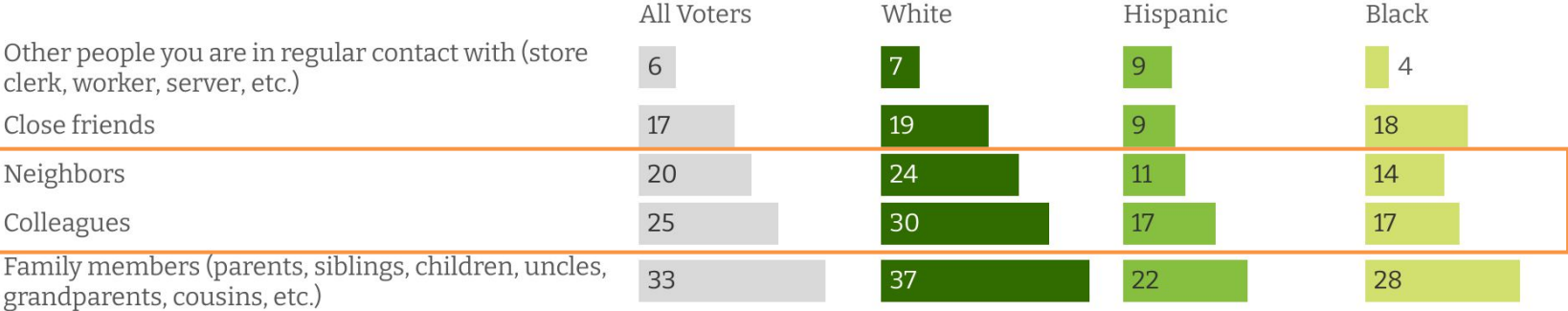
While wider social circles of Southern voters tend to be diverse, the more intimate the connection, the less likely respondents have multiple connections outside of their race or ethnicity.

Community Connections by Race/Ethnicity

Total "None"

⬤ All Voters ⬤ White ⬤ Hispanic ⬤ Black

	All Voters	White	Hispanic	Black
Other people you are in regular contact with (store clerk, worker, server, etc.)	6	7	9	4
Close friends	17	19	9	18
Neighbors	20	24	11	14
Colleagues	25	30	17	17
Family members (parents, siblings, children, uncles, grandparents, cousins, etc.)	33	37	22	28

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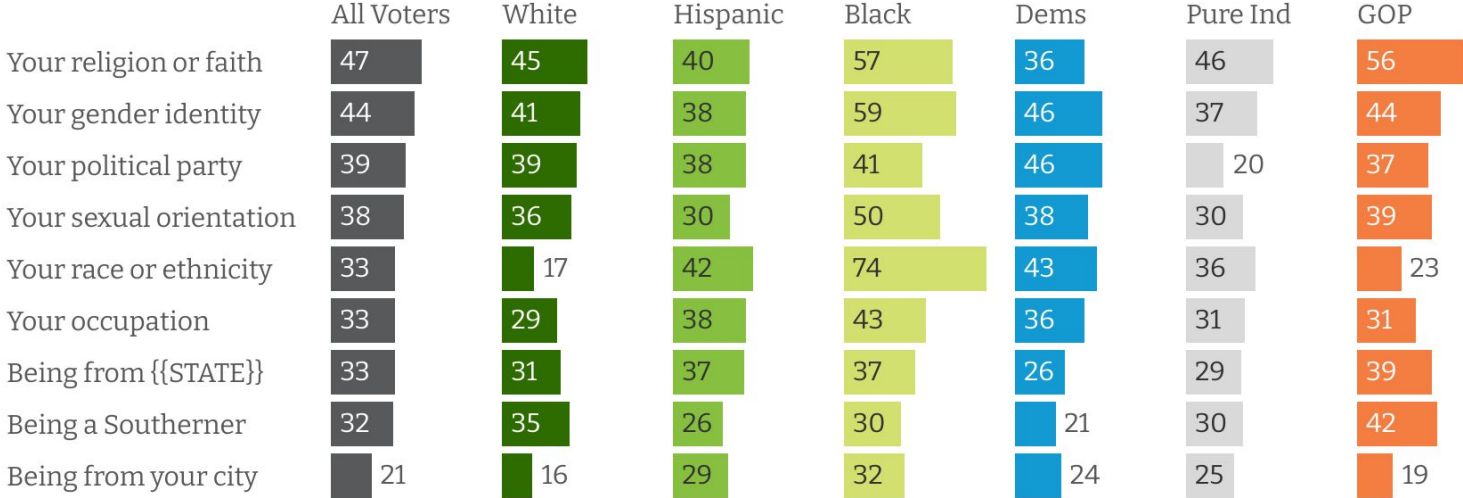
CORE VALUES AND
BELIEFS

· · · · ·

Religion, or faith, emerges as a central aspect of the personal identity of Southern voters.

Key Components of Identity

Total "Extremely important" and "Very important"

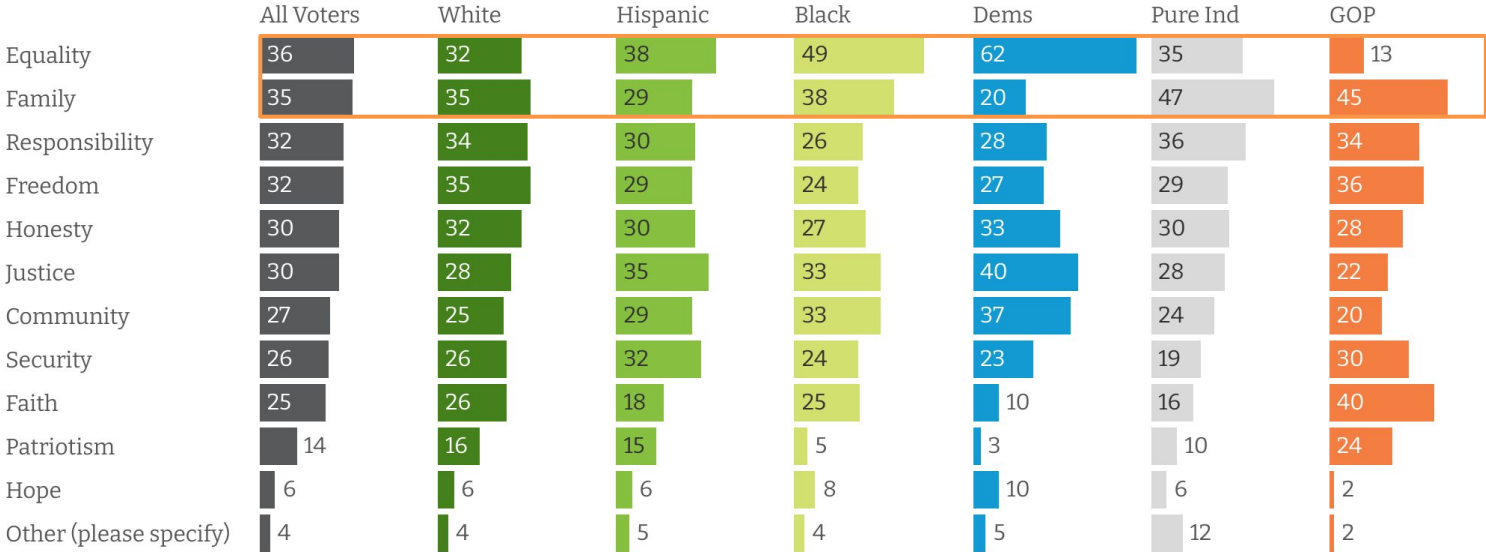|	All Voters	White	Hispanic	Black	Dems	Pure Ind	GOP
Your religion or faith	47	45	40	57	36	46	56
Your gender identity	44	41	38	59	46	37	44
Your political party	39	39	38	41	46	20	37
Your sexual orientation	38	36	30	50	38	30	39
Your race or ethnicity	33	17	42	74	43	36	23
Your occupation	33	29	38	43	36	31	31
Being from {{STATE}}	33	31	37	37	26	29	39
Being a Southerner	32	35	26	30	21	30	42
Being from your city	21	16	29	32	24	25	19

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?

When it comes to key values, Southerners are divided on which ones are the most important for maintaining strong communities.

Top Community Values

	All Voters	White	Hispanic	Black	Dems	Pure Ind	GOP
Equality	36	32	38	49	62	35	13
Family	35	35	29	38	20	47	45
Responsibility	32	34	30	26	28	36	34
Freedom	32	35	29	24	27	29	36
Honesty	30	32	30	27	33	30	28
Justice	30	28	35	33	40	28	22
Community	27	25	29	33	37	24	20
Security	26	26	32	24	23	19	30
Faith	25	26	18	25	10	16	40
Patriotism	14	16	15	5	3	10	24
Hope	6	6	6	8	10	6	2
Other (please specify)	4	4	5	4	5	12	2

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

12

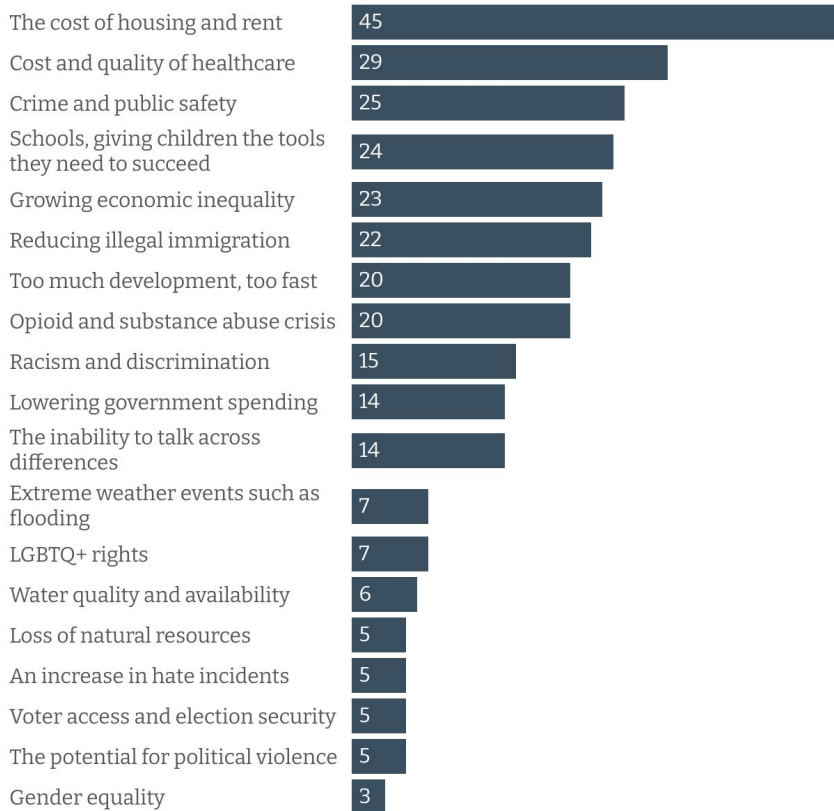# PERCEPTIONS OF SYSTEMIC

BARRIERS

· · · · ·

Southern voters consider the cost of housing and rent to be one of the most central challenges facing their communities.

Community Challenges

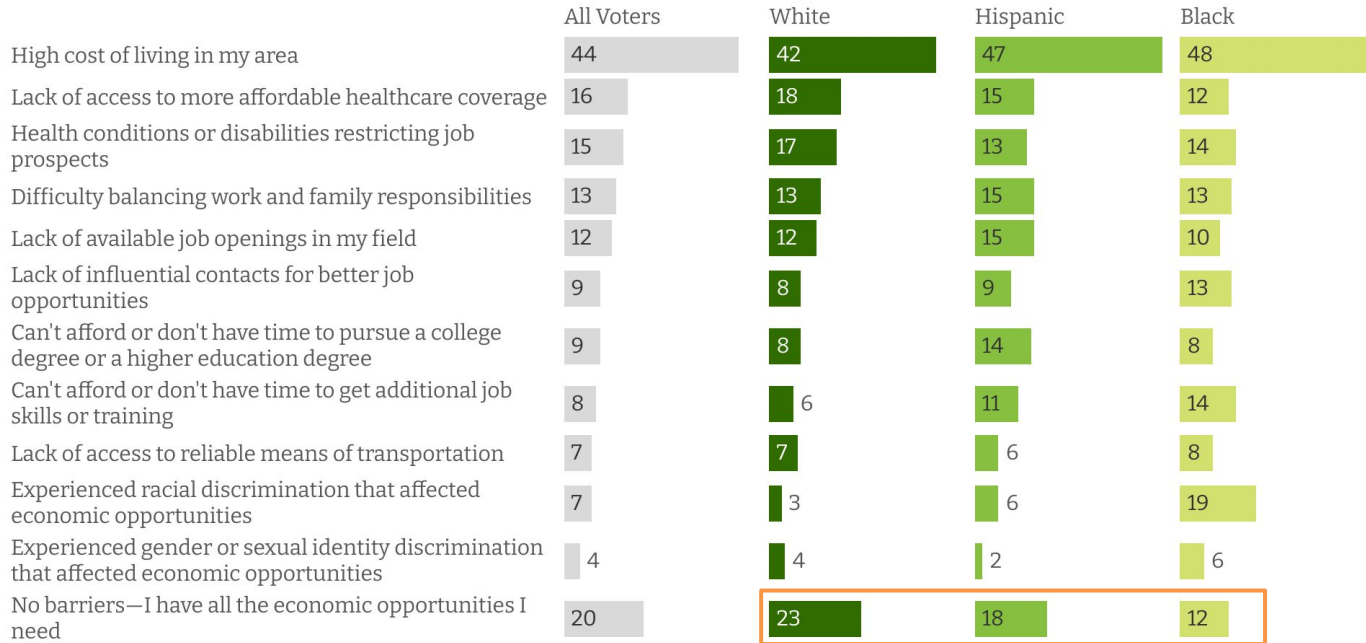| Challenge	Value
The cost of housing and rent	45
Cost and quality of healthcare	29
Crime and public safety	25
Schools, giving children the tools they need to succeed	24
Growing economic inequality	23
Reducing illegal immigration	22
Too much development, too fast	20
Opioid and substance abuse crisis	20
Racism and discrimination	15
Lowering government spending	14
The inability to talk across differences	14
Extreme weather events such as flooding	7
LGBTQ+ rights	7
Water quality and availability	6
Loss of natural resources	5
An increase in hate incidents	5
Voter access and election security	5
The potential for political violence	5
Gender equality	3

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

Southerners identify cost of living as the most significant barrier to accessing economic opportunity.
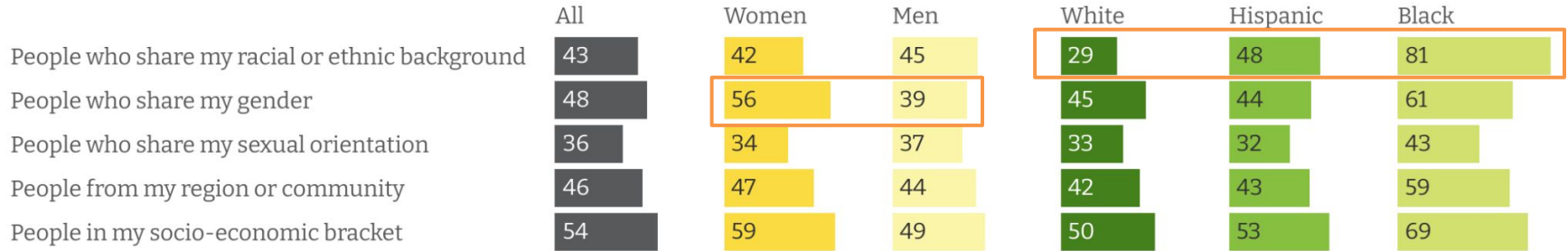
Barriers to economic opportunity

	All Voters	White	Hispanic	Black
High cost of living in my area	44	42	47	48
Lack of access to more affordable healthcare coverage	16	18	15	12
Health conditions or disabilities restricting job prospects	15	17	13	14
Difficulty balancing work and family responsibilities	13	13	15	13
Lack of available job openings in my field	12	12	15	10
Lack of influential contacts for better job opportunities	9	8	9	13
Can't afford or don't have time to pursue a college degree or a higher education degree	9	8	14	8
Can't afford or don't have time to get additional job skills or training	8	6	11	14
Lack of access to reliable means of transportation	7	7	6	8
Experienced racial discrimination that affected economic opportunities	7	3	6	19
Experienced gender or sexual identity discrimination that affected economic opportunities	4	4	2	6
No barriers—I have all the economic opportunities I need	20	23	18	12

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.

15

When assessing the groups of people who are being "left behind," respondents from marginalized identity groups are most likely to say that their communities are the ones being forgotten.

Perceptions of Who is Being "Left Behind"

Total combined "Yes, strongly feel this way" and "Yes, somewhat feel this way"

	All	Women	Men		White	Hispanic	Black
People who share my racial or ethnic background	43	42	45		29	48	81
People who share my gender	48	56	39		45	44	61
People who share my sexual orientation	36	34	37		33	32	43
People from my region or community	46	47	44		42	43	59
People in my socio-economic bracket	54	59	49		50	53	69

Q: In the United States, do you feel that individuals who share the following characteristics with you are being left behind? Please select the option that best represents your viewpoint for each category.

When asked about their personal financial situation, education, and career, Southerners in roughly equal proportions say they are either, better off, worse off, or about the same as those around them on a local, state, and national level.

"I feel that I have made decisions that make me better off in these situations." - *Woman, 35 to 49, Black, Strong Democrat, SC*

"Based on my community, I think I am doing better financially than others based solely on my employment status and industry. The problem is, I feel like I am barely keeping my head above water." - *Man, 35-49, Black, Independent lean Democrat,LA*

"I feel better off than many, but living paycheck to paycheck without being able to get ahead like the rich making our laws." -*Woman, 50 to 64, white, Strong Democrat, WV*

"I'm much worse off because I'm surrounded by baby boomers who 1)have 80% of the wealth, 2) own 90% of the property, 3) refuse to retire and give up higher paying jobs 4) charge out the f[***] a[**] for rent because "they earned it"" -*Man, 35 to 49, white, Strong Democrat, AL*

Majorities of southern voters hold the mindset that some people will be left behind.

Perceptions of Inequality

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

Moving forward, some groups will be left behind in the United States.

| 32 | 27 | 19 | 9 | 12 |

Creating opportunities for one group of people often occurs at the expense of other groups.

| 31 | 25 | 16 | 11 | 17 |

Today in America, it seems that the rights of Americans of color are better protected than the rights of white Americans.

| 21 | 19 | 15 | 8 | 37 |

0   50   75   100

Q: Please indicate if you agree or disagree with the following:

There exists a clear racial and ethnic division in how voters believe the country works and will work moving forward.

Perceptions of Inequality by Race/Ethnicity

Total "Strongly agree" and "Somewhat agree"

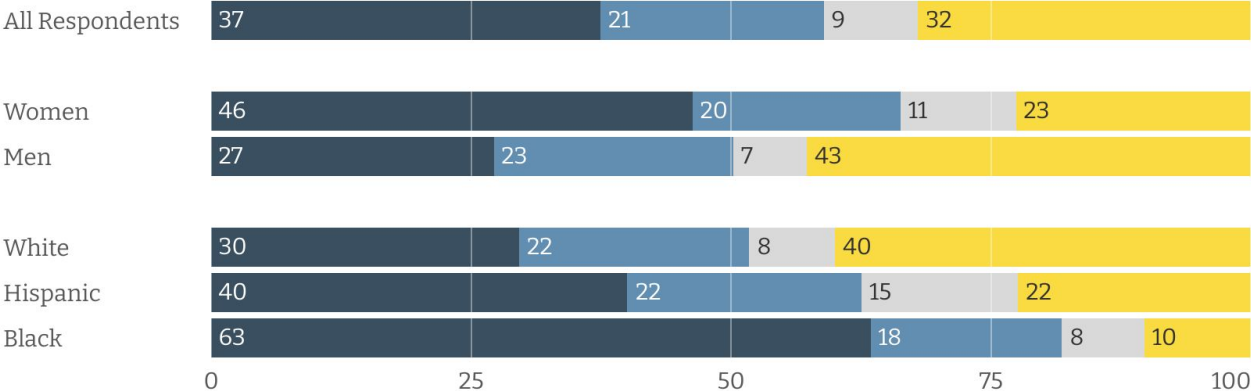|	All	White	Hispanic	Black
Creating opportunities for one group of people often occurs at the expense of other groups.	55	56	47	57
Moving forward, some groups will be left behind in the United States.	59	53	60	78
Today in America, it seems that the rights of Americans of color are better protected than the rights of white Americans.	39	47	36	14
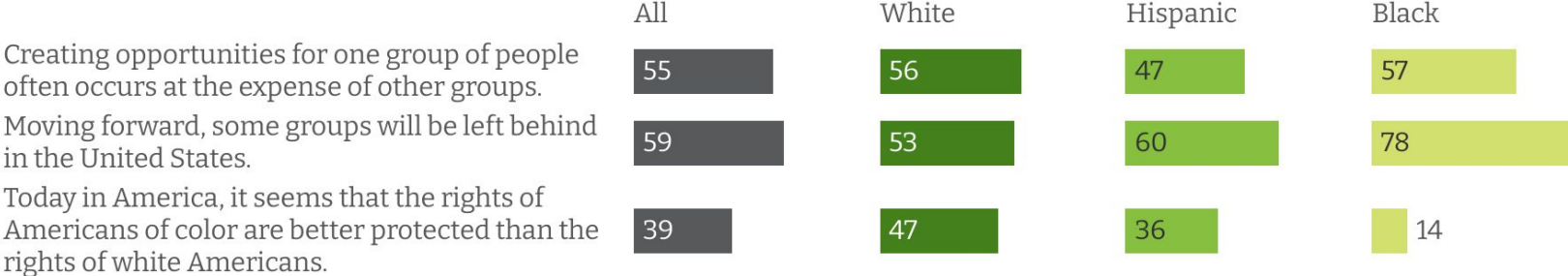
Q: Please indicate if you agree or disagree with the following:

Southerners are divided on the presence of diversity, equity, and inclusion (DEI) programs in higher education spaces.

Perceptions of DEI Programs in Higher Education

● Diversity and inclusion programs are important for addressing systemic inequalities in education.
● Systemic inequalities need to be addressed, but DEI programs are not the best way to achieve that goal.
● DEI programs go too far and unfairly disadvantage some groups, so fines and penalties are necessary.
● Not sure

	Diversity and inclusion	Systemic inequalities	Not sure	DEI go too far
All Respondents	37	21	9	32
Women	46	20	11	23
Men	27	23	7	43
White	30	22	8	40
Hispanic	40	22	15	22
Black	63	18	8	10

0   25   50   75   100

Q: Some political leaders, including Donald Trump, have proposed ending diversity, equity, and inclusion (DEI) programs in colleges and universities. They also want to fine schools that promote DEI and use the money to compensate people who claim these programs have harmed them. Which statement comes closest to your view?
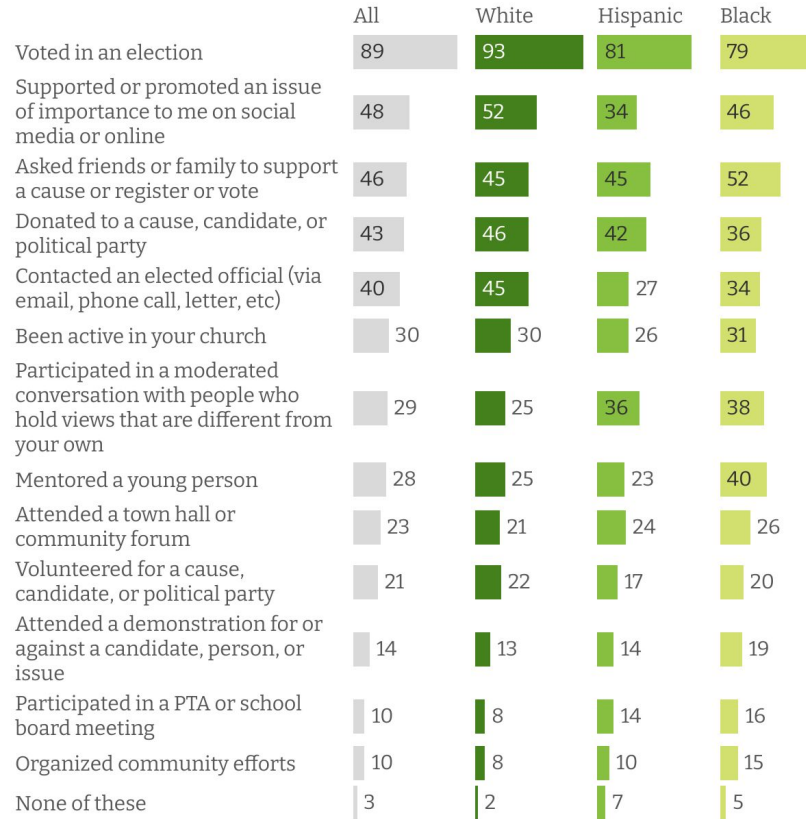
CIVIC AND POLITICAL

ENGAGEMENT

· · · · ·

Southerners report high rates of civic engagement in the past year, with the most common civic action being voting.

Common Forms of Civic Engagement

	All	White	Hispanic	Black
Voted in an election	89	93	81	79
Supported or promoted an issue of importance to me on social media or online	48	52	34	46
Asked friends or family to support a cause or register or vote	46	45	45	52
Donated to a cause, candidate, or political party	43	46	42	36
Contacted an elected official (via email, phone call, letter, etc)	40	45	27	34
Been active in your church	30	30	26	31
Participated in a moderated conversation with people who hold views that are different from your own	29	25	36	38
Mentored a young person	28	25	23	40
Attended a town hall or community forum	23	21	24	26
Volunteered for a cause, candidate, or political party	21	22	17	20
Attended a demonstration for or against a candidate, person, or issue	14	13	14	19
Participated in a PTA or school board meeting	10	8	14	16
Organized community efforts	10	8	10	15
None of these	3	2	7	5

Q: These are some things that some people do to get involved and make changes in their community. Which of the following have you done in the last year? Select all that apply.

Respondents identify two central barriers that prevent individuals from being effective in making change in their communities.

Lack of time or motivation:

"Not having enough time to research things because we have to spend so much time working to afford basic necessities" -*Woman, 35 to 49, Hispanic, Weak Democrat, GA*

"People refuse to get involved. They sit back and want others to do instead." -*Woman, 50 to 64, white, Independent lean Republican, AL*

Apathy and lack of empathy:

"The idea that what we do on a personal level will not have a big impact [on the] big picture. It feels hopeless. Getting people to care and set time aside from their personal/daily responsibilities" -*Woman, 18 to 34, Hispanic, Strong Democrat, VA*

"Any sense of community we may have had naturally was beaten out of us, replaced with dangerous rugged individualism. people believe they dont [sic] need community and or cannot count on others. people are worked so hard they have no energy to spare." - *Woman, 50-64, Black, Strong Democrat, FL*

On a systemic level, respondents overwhelmingly point to organizational and government corruption as a central barrier to change.

"Paid for politicians keep individuals out of the process and too many hoops to jump through for organizations to participate." -*Woman, 65+, white, Weak Republican, GA*

"The federal government, mainstream media pushing agendas that don't agree with 90% of the population" -*Man, 50 to 64, Hispanic, Pure Independent, GA*

"Lack of education in what exactly they are voting for/against. Single issue voters who don't take the time to educate themselves about the candidates or all the issues. Social media allowing foreign interference in our elections, lack of caring on the behalf of the voters and a lack of integrity on behalf of the candidates." -*Woman, 50 to 64, white, Strong Democrat, TN*
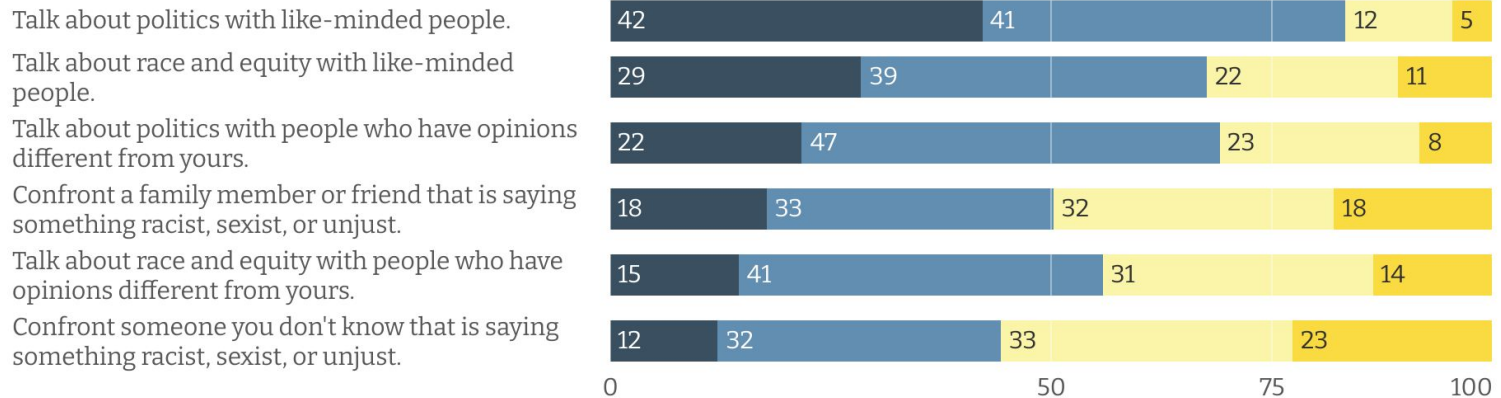
"This country was built on racism. Where one skin color gets you privileges and any other skin color doesn't." -*Woman, 50-64, Black, Strong Democrat, NC*

A significant portion of Southerners report often discussing politics with like-minded people, but when it comes to approaching more difficult topics or opposing viewpoints, the frequency drops off significantly.

Frequency of Conversations around Race and Politics

● Often ● Sometimes ● Rarely ● Never

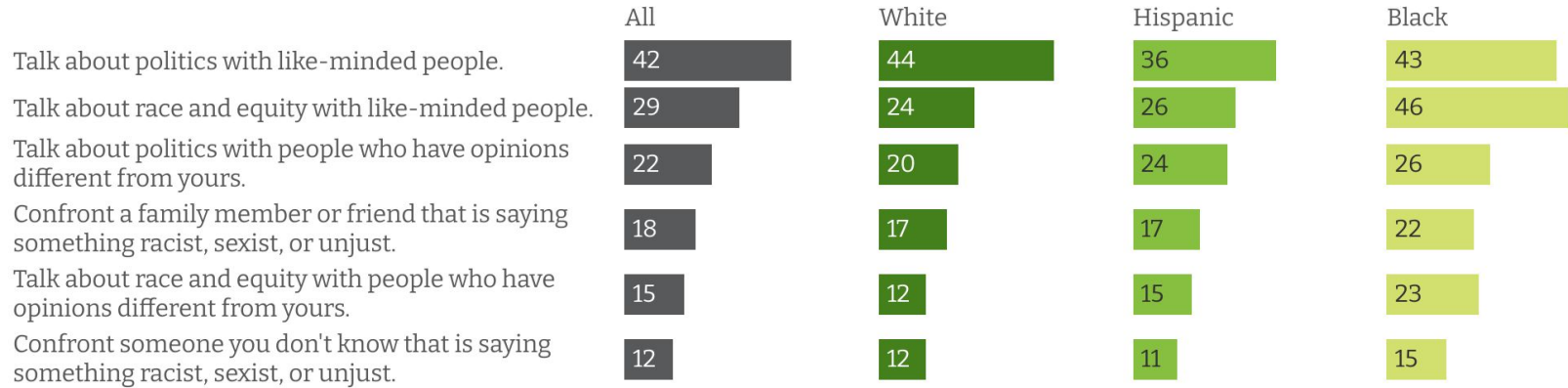|	Often	Sometimes	Rarely	Never
Talk about politics with like-minded people.	42	41	12	5
Talk about race and equity with like-minded people.	29	39	22	11
Talk about politics with people who have opinions different from yours.	22	47	23	8
Confront a family member or friend that is saying something racist, sexist, or unjust.	18	33	32	18
Talk about race and equity with people who have opinions different from yours.	15	41	31	14
Confront someone you don't know that is saying something racist, sexist, or unjust.	12	32	33	23

0   50   75   100

Q: How often do you find yourself doing...?

The frequency of these types of discussions varies significantly across ideological and racial/ethnic lines.

Frequency of Conversations around Race and Politics

Total "Often"

	All	White	Hispanic	Black
Talk about politics with like-minded people.	42	44	36	43
Talk about race and equity with like-minded people.	29	24	26	46
Talk about politics with people who have opinions different from yours.	22	20	24	26
Confront a family member or friend that is saying something racist, sexist, or unjust.	18	17	17	22
Talk about race and equity with people who have opinions different from yours.	15	12	15	23
Confront someone you don't know that is saying something racist, sexist, or unjust.	12	12	11	15

Q: How often do you find yourself doing…?

Health of American Democracy

Few Southern voters believe that democracy is currently working in the United States.

- ● Strong and working well
- ● Facing challenges but still functioning
- ● Not sure
- ● In trouble and at risk of failing
- ● No longer functioning as a democracy

Group	Strong and working well	Facing challenges but still functioning	Not sure	In trouble and at risk of failing	No longer functioning as a democracy
All	7	29	4	38	22
White	8	28		39	22
Hispanic	8	35	6	31	19
Black		31	5	39	22
Dems		21		49	25
Pure Ind	5	25	9	28	33
GOP	11	37	5	31	16

0   50   75   100
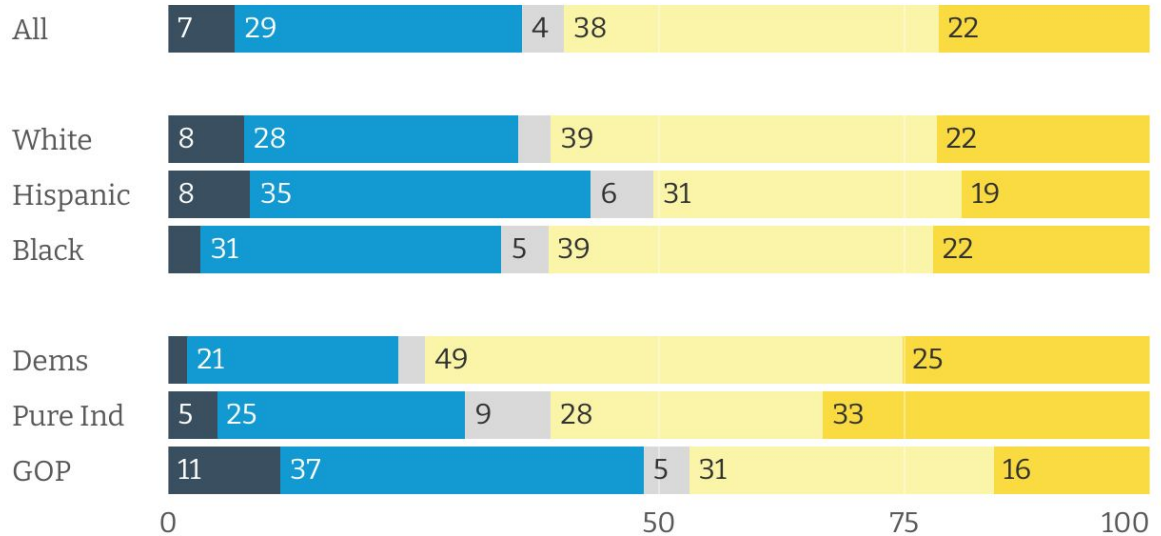
When asked to describe what democracy means, respondents were roughly divided across three central ideas.

Freedom and liberty

"Freedom to do what I want without government interference" - *Man, 65+, Hispanic, Independent lean Republican, TX*

Majority rule and equal representation

"Democracy should mean that each citizen has a voice in matters that affect them. In a Democracy, every citizen should be treated Equally, Equitably and Fairly regardless of their ethnicity or socioeconomic status." - *Man, 50-64, Black, Strong Democrat, MS*
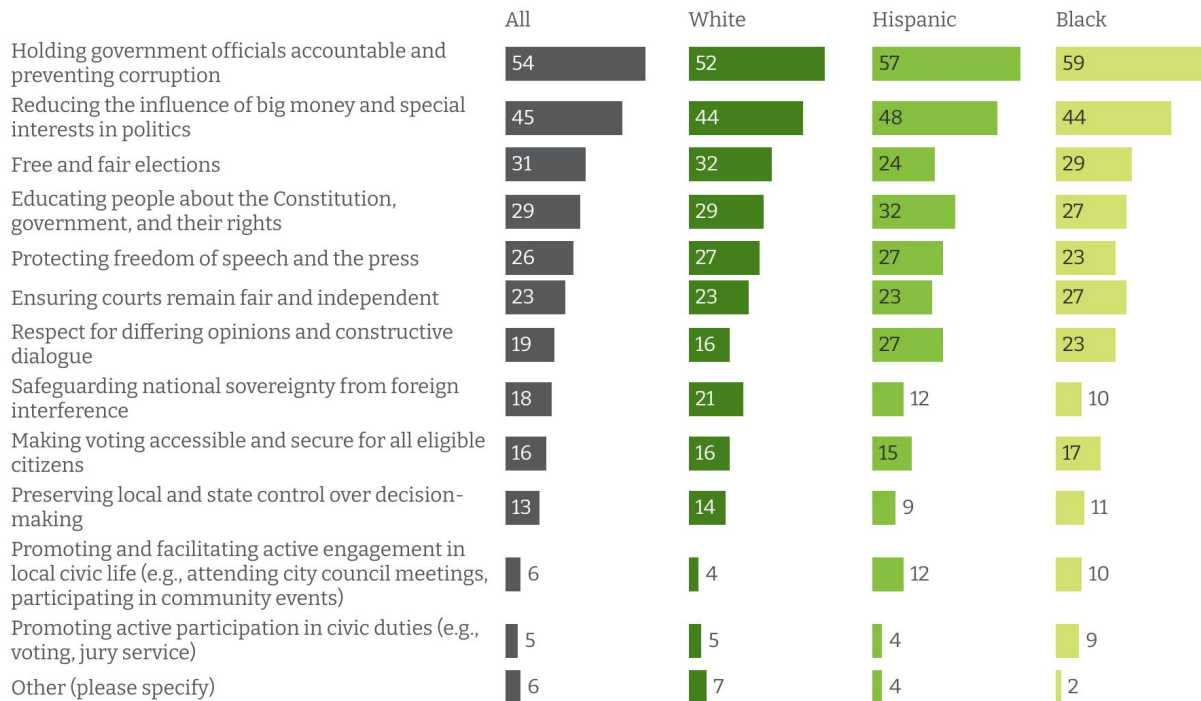
Working for all, not the few

"Democracy to me means Power to the People, not the government. It means We The People are the BOSSES and those we elect are our employees." - *Man, 65+, white, Strong Republican, SC*

Government accountability and the reduction of special interests in politics rise to the top as the most important aspects of maintaining a healthy democracy.

Key Components of a Healthy Democracy

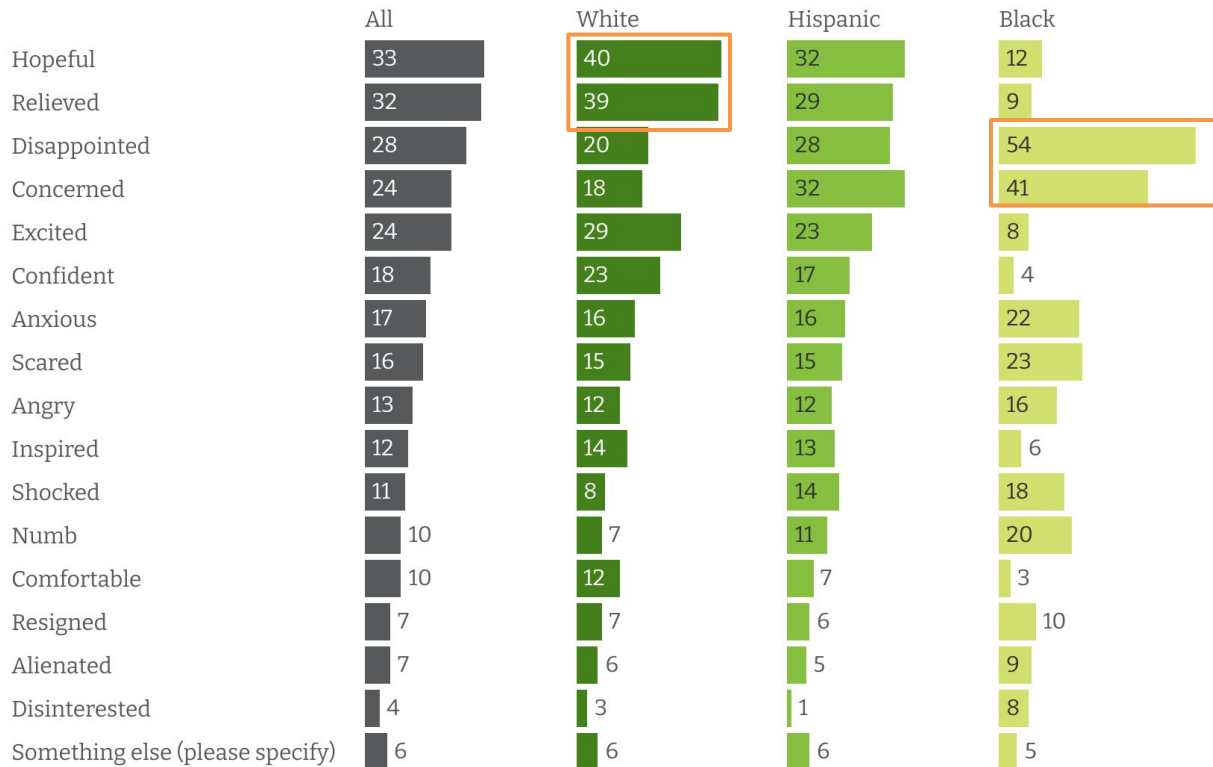|	All	White	Hispanic	Black
Holding government officials accountable and preventing corruption	54	52	57	59
Reducing the influence of big money and special interests in politics	45	44	48	44
Free and fair elections	31	32	24	29
Educating people about the Constitution, government, and their rights	29	29	32	27
Protecting freedom of speech and the press	26	27	27	23
Ensuring courts remain fair and independent	23	23	23	27
Respect for differing opinions and constructive dialogue	19	16	27	23
Safeguarding national sovereignty from foreign interference	18	21	12	10
Making voting accessible and secure for all eligible citizens	16	16	15	17
Preserving local and state control over decision-making	13	14	9	11
Promoting and facilitating active engagement in local civic life (e.g., attending city council meetings, participating in community events)	6	4	12	10
Promoting active participation in civic duties (e.g., voting, jury service)	5	5	4	9
Other (please specify)	6	7	4	2

Q: Which of the following do you think is most important to maintaining a healthy democracy? Select up to 3.

Southern voters feel a wide array of emotions in the face of the 2024 presidential election results.
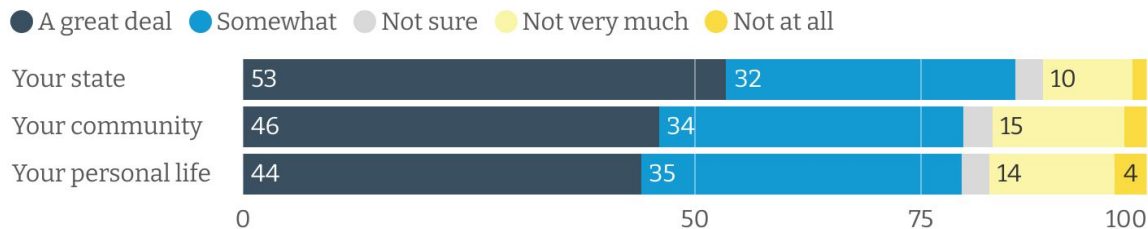
Feelings toward the 2024 Election

	All	White	Hispanic	Black
Hopeful	33	40	32	12
Relieved	32	39	29	9
Disappointed	28	20	28	54
Concerned	24	18	32	41
Excited	24	29	23	8
Confident	18	23	17	4
Anxious	17	16	16	22
Scared	16	15	15	23
Angry	13	12	12	16
Inspired	12	14	13	6
Shocked	11	8	14	18
Numb	10	7	11	20
Comfortable	10	12	7	3
Resigned	7	7	6	10
Alienated	7	6	5	9
Disinterested	4	3	1	8
Something else (please specify)	6	6	6	5

Q: Which of the following best describes how you feel about the 2024 presidential election results? Select up to THREE.

Large portions of Southern voters believe that their personal lives, communities, and states will be at least somewhat - if not largely - affected by the outcome of the 2024 election.
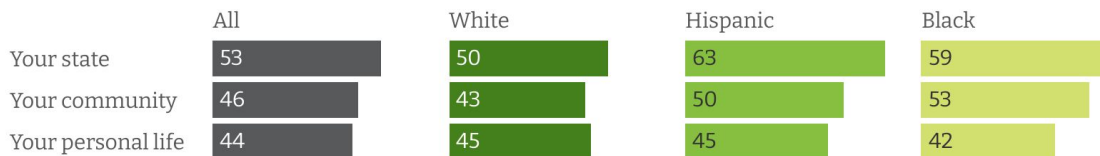
Regional Impacts of Trump's Reelection

● A great deal ● Somewhat ● Not sure ● Not very much ● Not at all

	A great deal	Somewhat	Not sure	Not very much	Not at all
Your state	53	32		10	
Your community	46	34		15	
Your personal life	44	35		14	4

Q: How much do you think the outcome of the 2024 Presidential election will affect_____?

Regional Impacts of Trump's Reelection by Race/Ethnicity
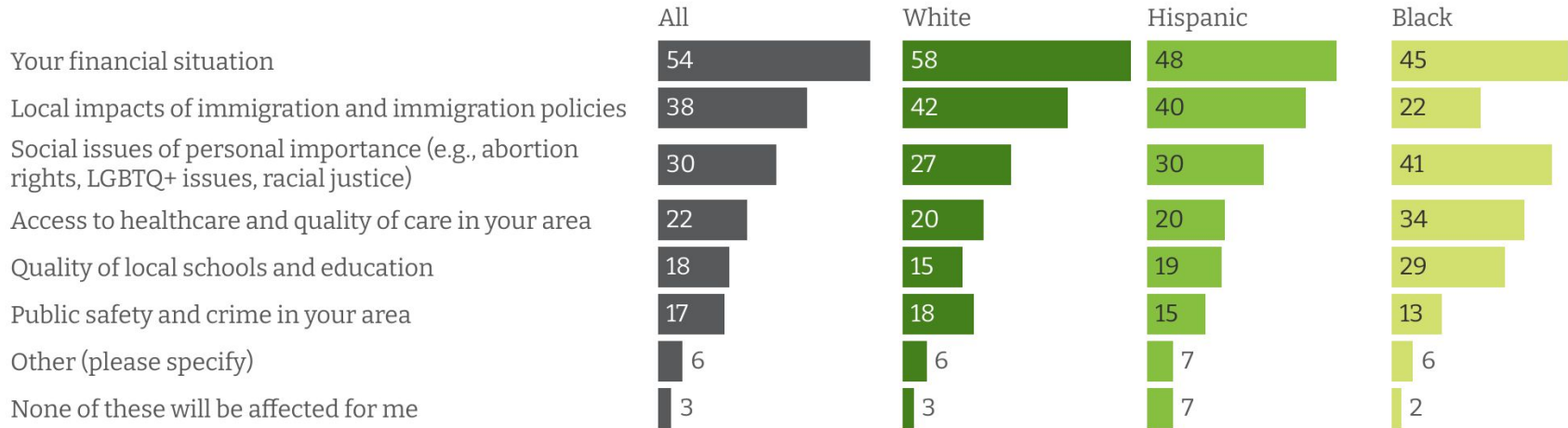
Total "A great deal"

	All	White	Hispanic	Black
Your state	53	50	63	59
Your community	46	43	50	53
Your personal life	44	45	45	42

Q: How much do you think the outcome of the 2024 Presidential election will affect_____?

32

Southerners believe that their financial situation will be one of the top areas in their life most affected by Trump's reelection.

Areas Most Affected by Trump's Reelection

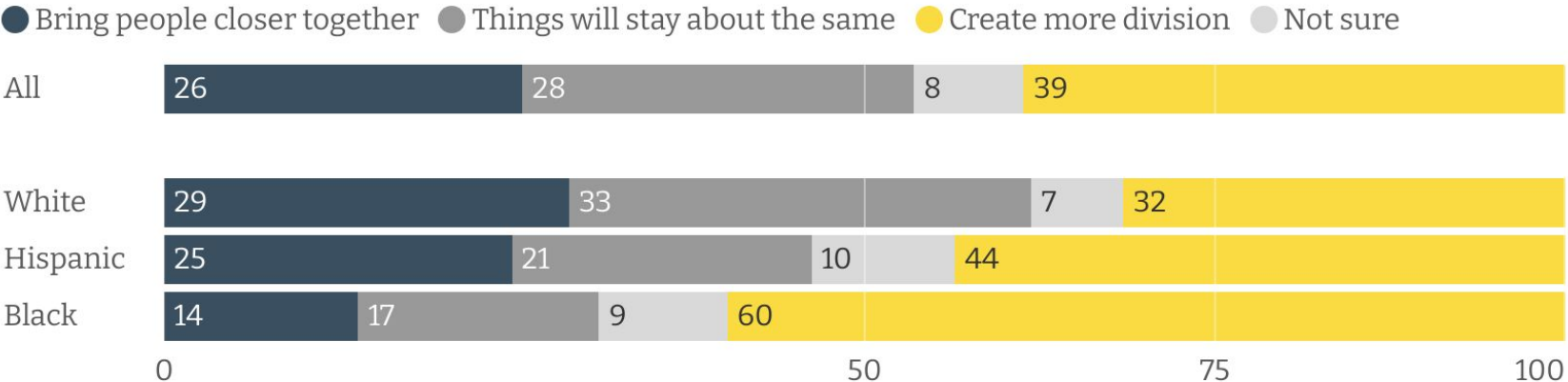|	All	White	Hispanic	Black
Your financial situation	54	58	48	45
Local impacts of immigration and immigration policies	38	42	40	22
Social issues of personal importance (e.g., abortion rights, LGBTQ+ issues, racial justice)	30	27	30	41
Access to healthcare and quality of care in your area	22	20	20	34
Quality of local schools and education	18	15	19	29
Public safety and crime in your area	17	18	15	13
Other (please specify)	6	6	7	6
None of these will be affected for me	3	3	7	2

Q: Which of the following areas in your life do you expect to be most affected by Trump's reelection? Select up to TWO.

Despite some positive emotions arising from Trump's reelection, few voters believe that his return to office will bring people together.

Impact of Trump's Reelection on Community

● Bring people closer together ● Things will stay about the same ● Create more division ● Not sure

All	26	28	8	39
White	29	33	7	32
Hispanic	25	21	10	44
Black	14	17	9	60

0   50   75   100

Q: Do you think Trump's reelection will bring people in your community closer together or create more division?
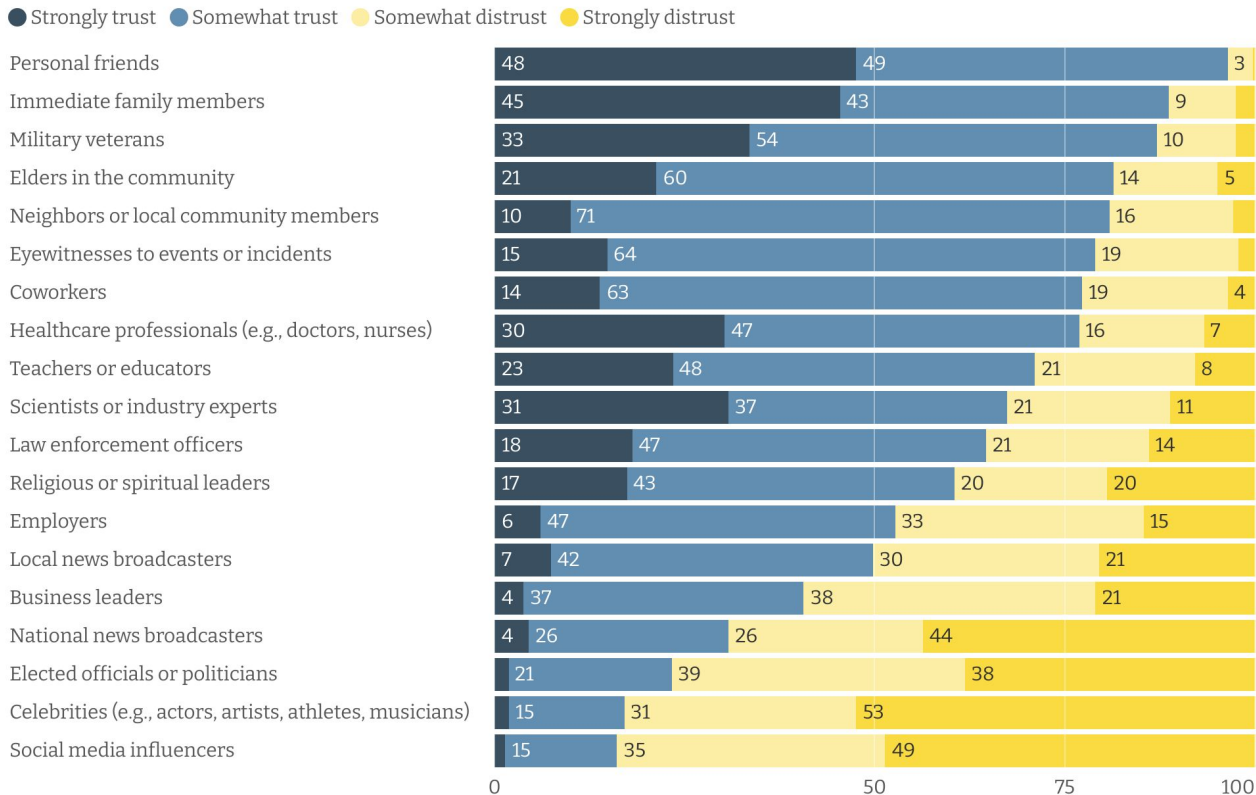
TRUSTED SOURCES AND ACCESS TO

INFORMATION

· · · · ·

Southern voters display high trust in their close circles when it comes to providing news and information.

Trusted Information Sources

● Strongly trust ● Somewhat trust ● Somewhat distrust ● Strongly distrust

Source	Strongly trust	Somewhat trust	Somewhat distrust	Strongly distrust
Personal friends	48	49	3	
Immediate family members	45	43	9	
Military veterans	33	54	10	
Elders in the community	21	60	14	5
Neighbors or local community members	10	71	16	
Eyewitnesses to events or incidents	15	64	19	
Coworkers	14	63	19	4
Healthcare professionals (e.g., doctors, nurses)	30	47	16	7
Teachers or educators	23	48	21	8
Scientists or industry experts	31	37	21	11
Law enforcement officers	18	47	21	14
Religious or spiritual leaders	17	43	20	20
Employers	6	47	33	15
Local news broadcasters	7	42	30	21
Business leaders	4	37	38	21
National news broadcasters	4	26	26	44
Elected officials or politicians		21	39	38
Celebrities (e.g., actors, artists, athletes, musicians)		15	31	53
Social media influencers		15	35	49

Q: For each of the following people or groups, please indicate how much you trust the information they provide.

36

In the case where trusted sources conflict, the most common reaction for Southern voters is to rely on personal research into the topic.

"Whoever has either more details/ stronger information, OR whoever has actual verifiable information that they can back up with sources" - *Woman, 18-34, Hispanic, Pure Independent, TX*

"I research trusted sites, and consider who has a more accurate news history." - *Woman, 65+, strong Democrat, Hispanic/Latino, TX*
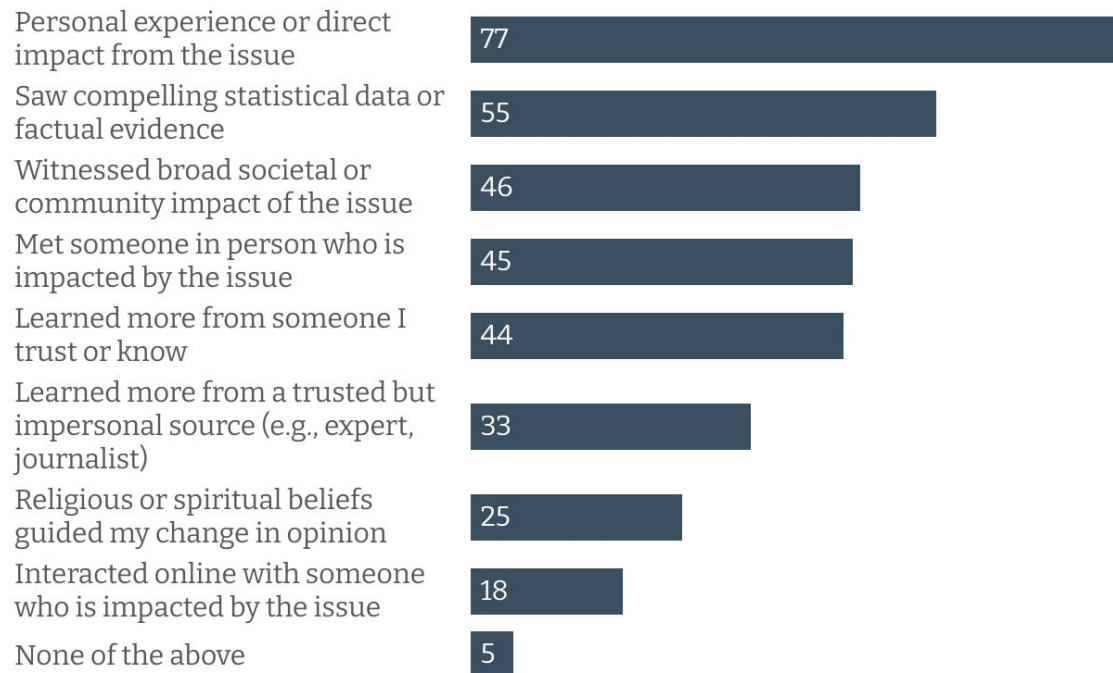
"Intuition" - *Man, 50 to 64, white, Strong Democrat, NC*

"I trust what the Bible says. I am discerning in my news media intake." - *Woman, 50 to 64, white, Strong Republican, MS*

Personal experience creates the most profound influence on voters' opinions on social issues.

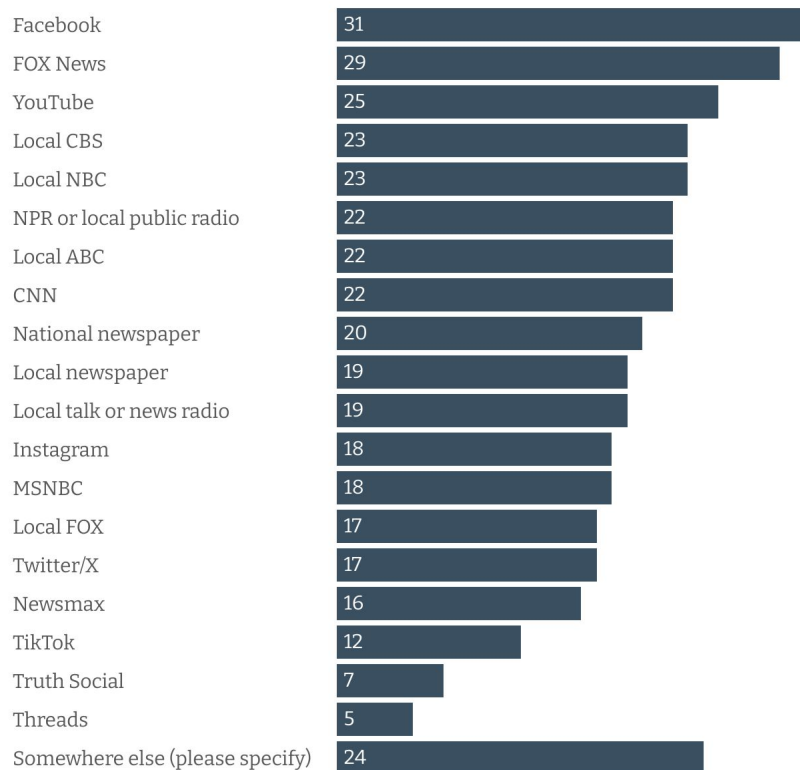## Top Influences in a Change of Opinion

Influence	Value
Personal experience or direct impact from the issue	77
Saw compelling statistical data or factual evidence	55
Witnessed broad societal or community impact of the issue	46
Met someone in person who is impacted by the issue	45
Learned more from someone I trust or know	44
Learned more from a trusted but impersonal source (e.g., expert, journalist)	33
Religious or spiritual beliefs guided my change in opinion	25
Interacted online with someone who is impacted by the issue	18
None of the above	5

Q: What factors have influenced you to change your stance or opinion on a social issue? Select all that apply.

Southerners get their news from a variety of sources, but significant portions rely on social media and local news outlets.
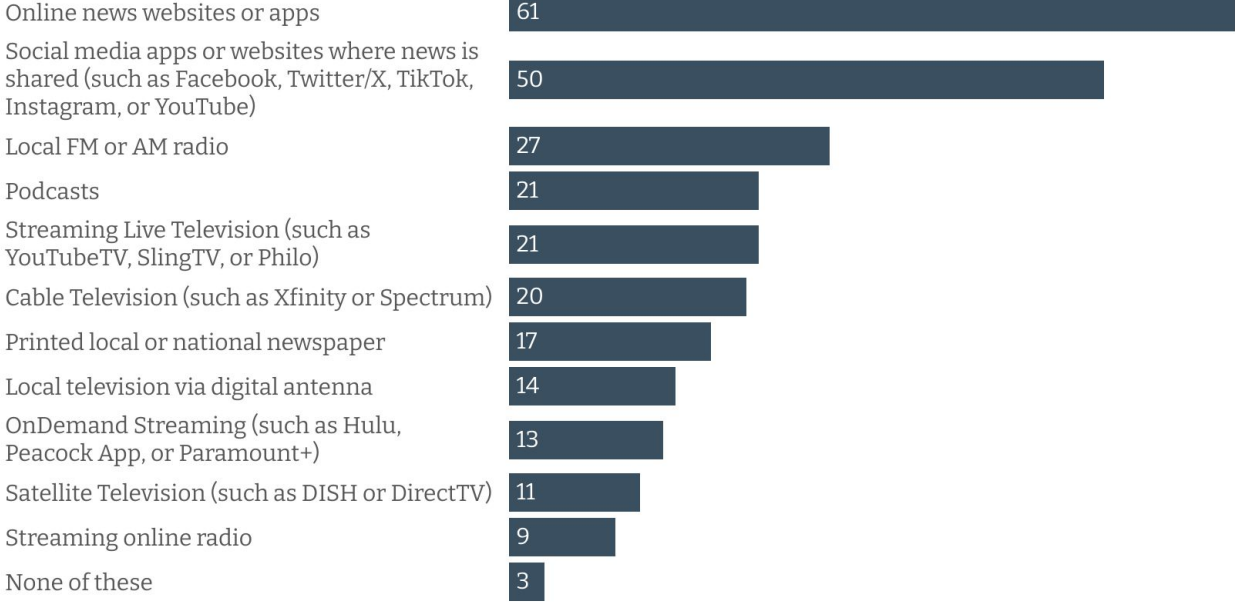
Top News Sources

Source	Value
Facebook	31
FOX News	29
YouTube	25
Local CBS	23
Local NBC	23
NPR or local public radio	22
Local ABC	22
CNN	22
National newspaper	20
Local newspaper	19
Local talk or news radio	19
Instagram	18
MSNBC	18
Local FOX	17
Twitter/X	17
Newsmax	16
TikTok	12
Truth Social	7
Threads	5
Somewhere else (please specify)	24

Q: How do you get most of your news about national and local politics and issues? Please select all that apply.

When it comes to the types of channels people use to access news, voters largely rely on online news and social media sources.

Top Information Channels

Channel	Value
Online news websites or apps	61
Social media apps or websites where news is shared (such as Facebook, Twitter/X, TikTok, Instagram, or YouTube)	50
Local FM or AM radio	27
Podcasts	21
Streaming Live Television (such as YouTubeTV, SlingTV, or Philo)	21
Cable Television (such as Xfinity or Spectrum)	20
Printed local or national newspaper	17
Local television via digital antenna	14
OnDemand Streaming (such as Hulu, Peacock App, or Paramount+)	13
Satellite Television (such as DISH or DirectTV)	11
Streaming online radio	9
None of these	3

Q: Where do you primarily watch, read, or hear news about national and local issues? Please select all that apply.

CONCLUSION

This most recent iteration of the Survey of the South seeks to continue to provide rich and relevant data about the realities of Southern Americans. This research has demonstrated that Southern voters continue to perceive and interact with their communities in nuanced ways, and that these perceptions are often connected to voters' racial/ethnic, gender, and partisan identity.

As E Pluribus Unum continues its work to address long standing systemic racial and economic barriers in the South, this research proves instrumental in: 1) revealing how Southern voters perceive and experience these barriers, 2) developing pertinent strategies to further positive community change, especially in diverse communities, and 3) identifying key demographic groups who serve as messengers or catalysts within their communities.

About Embold Research

Fast. Accurate. Affordable.

Who We Are

Embold Research is the nonpartisan unit of Change Research, founded in 2017 with the mission of improving American democracy by making public opinion insights more accessible to forward-thinking leaders in all sectors of society. We are a team of pollsters, engineers, data scientists, and communications professionals. Our team brings expertise in methodological innovation, research design, public opinion, and strategic consulting.

Our Unique Approach

All of our surveys are completed online, but we do **not** use panels! We recruit new participants for every poll using targeted online advertisements on websites and social media platforms, and using SMS text-to-web.

Our Products

In addition to custom polling, we offer:
- *Magnify* AI targeting (custom modeling)
- *Voices* qualitative research (in-depth interviews and text-based chats)
- *ReSpark* Renewable energy project viability and tracking (standardized and cost-effective polling)

MAGNIFY AI TARGETING

Magnify AI Targeting allows you to turn the results from **this poll** into action.

Magnify AI Targeting combines the latest AI and Change's database of 250M data points to build custom targeting scores with as few as 500 survey responses. Magnify achieves better accuracy polling 500 respondents than the industry standard of 1,500 respondents.

Identify

Find the exact individuals who belong to your target audience

Contact

Target your ads, mail and field to your target audience

Maximize Resources

Avoid wasting money and time trying to target the wrong people

In Reach

Target voters in both big and small geographies

VOICES IDIS

Voices IDIs allow you to more *deeply* understand how to communicate with your audience.

On-Target

We recruit directly from your survey, so we ensure we are speaking to precisely the correct audience.

Fast

Since participants are already recruited, we can complete your IDIs in a matter of days.

Dig Deep

IDIs allow us to unpack the *why* and create messages that achieve maximum impact.

THANK YOU

QUESTIONS?