

Political Views

Which political issues are most important and how do political views affect Americans' lives?

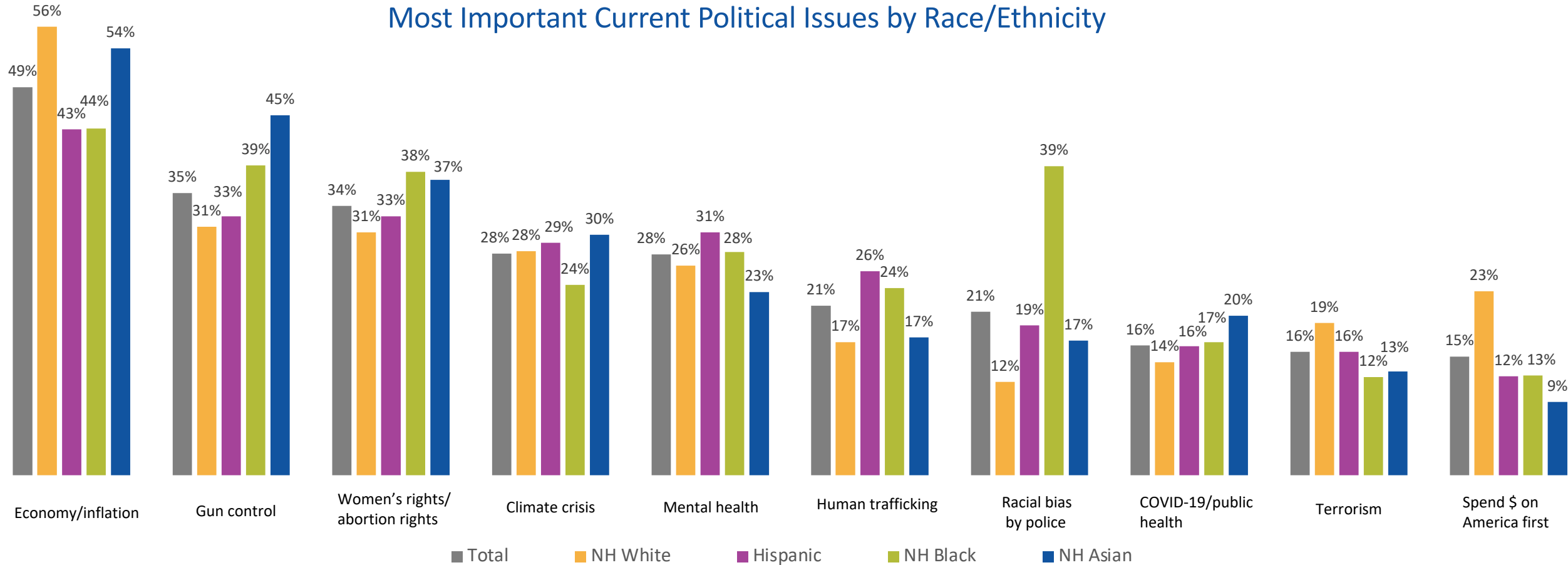
Consumer Insights | Research
EthniFacts Compiled Insights

Most Important Political Issues by Race/Ethnicity

For all race/ethnicities, economy/inflation is of the utmost concern. NH Blacks find racial bias by police to be a much more important political issue than other race/ethnicities.

After the economy, the most important issues to Hispanics are women’s rights, gun control, mental health, and the climate crisis. Compared to other race/ethnicities, NH Whites want to see money being spent on America first before anything else. Hispanics find mental health and human trafficking more important than any other groups.

Most Important Current Political Issues by Race/Ethnicity



Q65. Of the following, which political issues are most important to you right now?

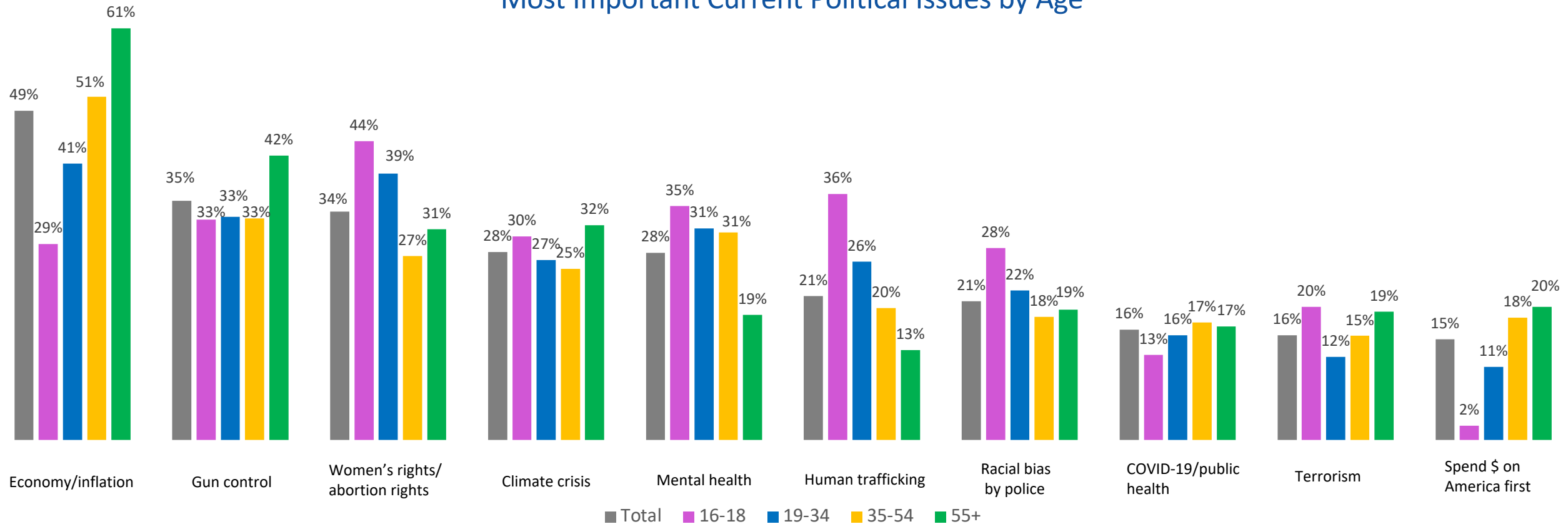
Total, n=2984; NHW, n=849; Hispanic, n=960; NH Black, n=588; NH Asian, n=502

Most Important Political Issues by Age

The overall most important political issue is economy/inflation. For those 19+, this tops all other issues. Those 16-18 care most about women’s rights/abortion rights, followed by human trafficking and mental health.

Those 55+ are also concerned with gun control and mental health, as are 35-54-year-olds. Women’s rights and mental health are next on the priority list for those 19-34.

Most Important Current Political Issues by Age



Q65. Of the following, which political issues are most important to you right now?

Total, n=2984; 16-18, n=153; 19-34, n=1135; 35-54, n=867; 55+, n=829

ICA (InterCultural Affinity) Segments



Monoculturals

Reject or are less exposed to diversity, less interest in diverse content



- Introverted
- Closed
- Disagreeable
- Worried

Enthusiasts, Explorers, and Sideliners

Situational engagement in diversity



- Somewhat extroverted
- Somewhat agreeable
- Open

Ambiculturals

Embrace diversity and surround themselves with different cultures



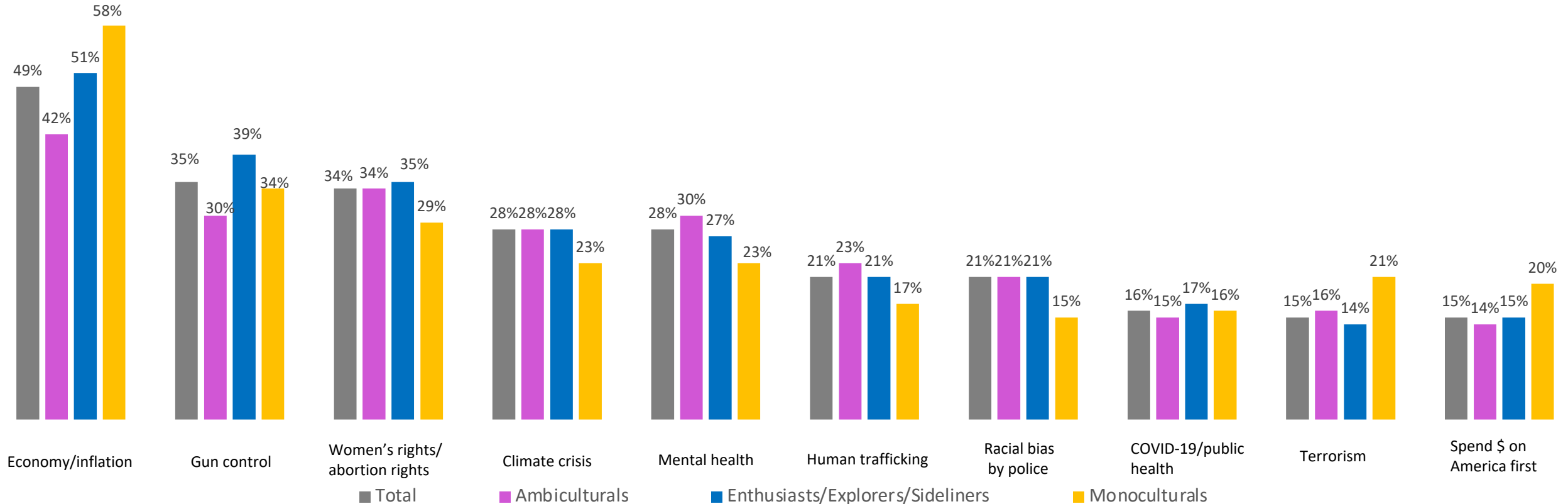
- Extroverted
- Optimistic
- Open
- Agreeable

Most Important Political Issues by ICA

The economy/inflation is more important to Monoculturals (58%) than to other ICA groups. Issues such as terrorism and spending on America first are also important to this group.

Enthusiasts/Explorers/Sideliners care more about issues such as gun control (39%) and women’s rights (25%) than other groups. Ambiculturals are the most concerned with mental health (30%) and human trafficking (23%) when compared to other groups.

Most Important Current Political Issues by ICA



Q65. Of the following, which political issues are most important to you right now?

Total, n=2984; Ambiculturals, n=964; Enthusiasts/Explorers/Sideliners, n=1686; Monoculturals, n=335

Most Important Political Issues by ICA - Indices

In comparison to the total population, **Ambiculturals** find the opioid epidemic to be more important, with an index of **121**; they also care a lot about LGBTQIA+ rights at an index of **119** when compared to the total pop.

Monoculturals feel strongly about supporting law enforcement (index, **140**), terrorism (index, **137**), and spending on America first (index, **135**) when compared to the the total population. However, they feel less strongly on issues such as eliminating racial bias by the police with an index of **75**.

ICA (Intercultural Affinity Segmentation): Cultural Segmentation of ALL Races/Ethnicities	Total Pop	Ambiculturals (Embrace Diversity)		Enthusiasts, Explorers, and Sideliners (Situational Engagement in Diversity)		Monoculturals (Reject or are Less Exposed to Diversity)	
	% Importance	% Importance	Index to Total Pop	% Importance	Index to Total Pop	% Importance	Index to Total Pop
Q: Of the following, which political issues are most important to you right now? [Choose up to 4]							
Economy/inflation	49%	42%	86	51%	104	58%	119
Increase gun control measures	35%	30%	86	39%	109	34%	96
Women's rights/abortion rights	34%	34%	99	35%	103	29%	86
Climate crisis	28%	28%	102	28%	102	23%	83
Mental health funding	28%	30%	108	27%	99	23%	82
Human trafficking	21%	23%	110	21%	98	17%	81
Eliminate racial bias by police	21%	21%	103	21%	103	15%	75
COVID-19/public health	16%	15%	92	17%	104	16%	99
Terrorism	15%	16%	101	14%	92	21%	137
Spend on America first	15%	14%	91	15%	98	20%	135
Protect LGBTQIA+ rights	14%	16%	119	13%	92	12%	86
Support law enforcement	12%	12%	97	12%	94	17%	140
Opioid epidemic	12%	14%	121	10%	86	13%	110
Protect 2nd Amendment/gun rights	12%	12%	103	11%	94	14%	121
Online privacy	11%	12%	113	10%	95	10%	88
Protect the unborn	10%	10%	101	10%	97	12%	114
Eliminate critical race theory from schools	9%	9%	95	10%	104	9%	95
Remove inappropriate books from school libraries	4%	4%	95	5%	101	5%	110

Q65. Of the following, which political issues are most important to you right now?

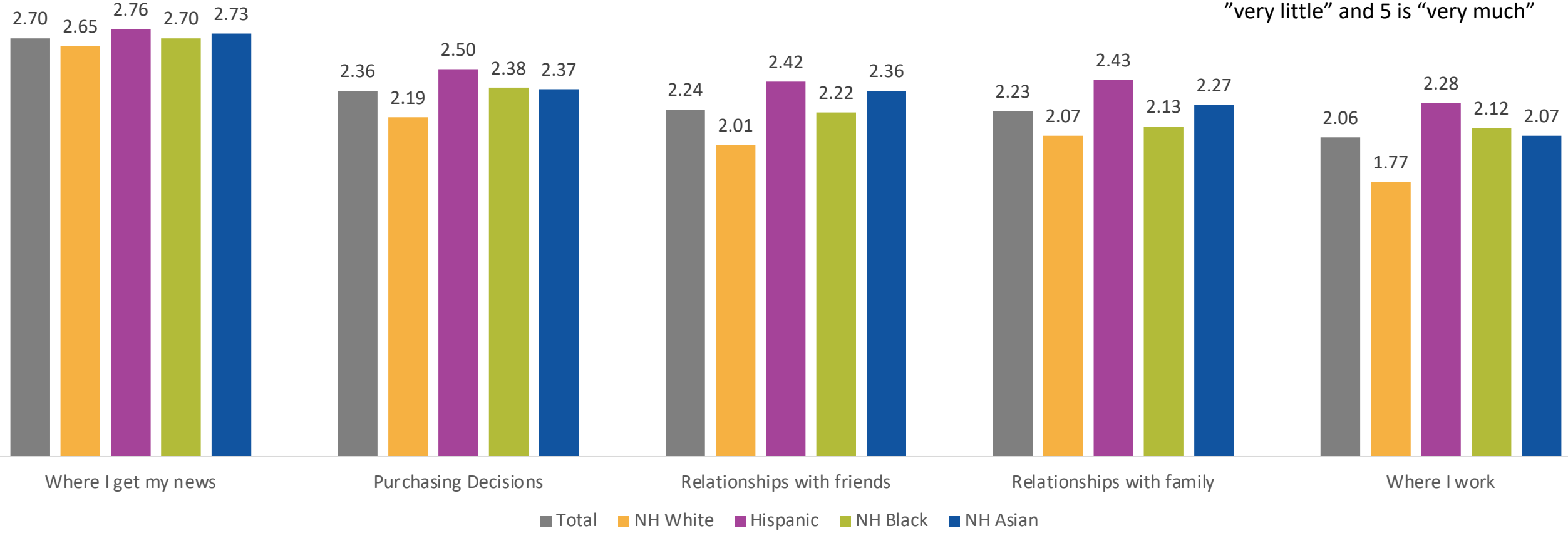
Total, n=2984; Ambiculturals, n=964; Enthusiasts/Explorers/Sideliners, n=1686; Monoculturals, n=335

Impact of Political Views on Choices by Race/Ethnicity

Political views have the biggest impact on where all race/ethnicities get their news. Similarly, purchasing decisions are the second most impacted for each race/ethnicity. For Hispanics and NH Whites, relationships with family are the next most impacted by political beliefs. For NH Blacks and NH Asians, it is relationships with friends. **Hispanics report a higher impact on all choices.**

Impact of Political Views by Race/Ethnicity

**On a 5-point scale, where 1 is "very little" and 5 is "very much"



Q69. How much would you say that your political views have affected the following? My relationships with family | My relationships with friends | Where I work | My purchasing decisions | Where I get my news
 Total, n=2984; NHW, n=849; Hispanic, n=960; NH Black, n=588; NH Asian, n=502

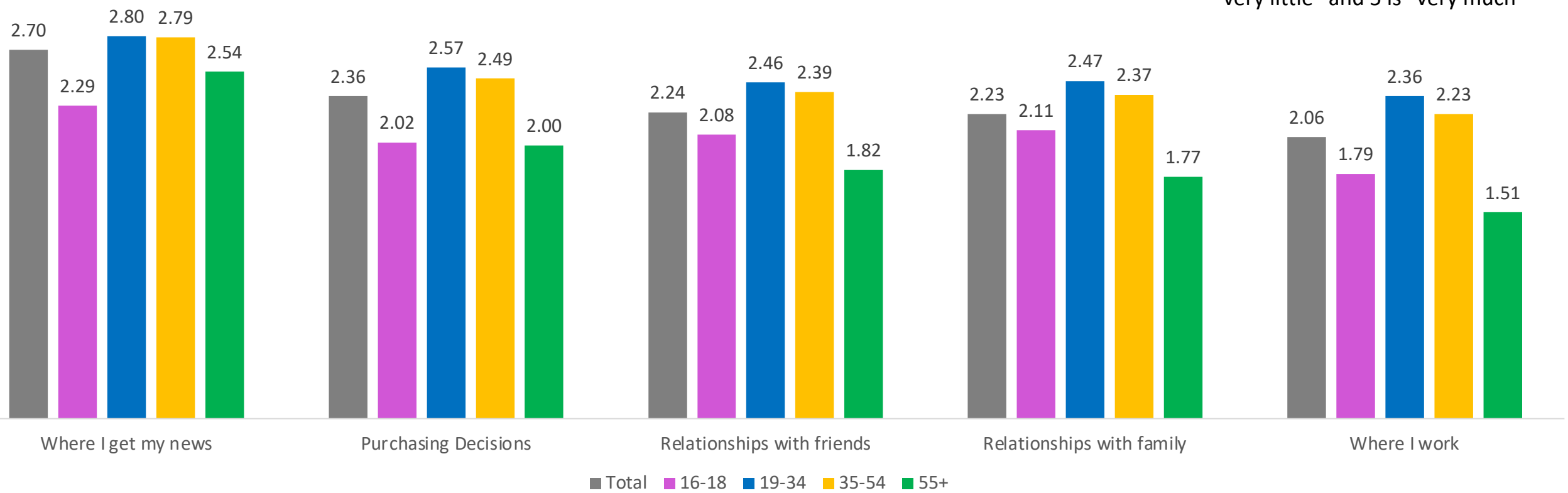
Impact of Political Views on Choices by Age

Those ages 19-54 are more likely than other ages to say their political views impact their choices, especially those in the age group 19-34. People ages 55+ are the least impacted by their political views in every aspect.

On a 5-point scale, 19-34-year-olds report an average of 2.8 when it comes to the impact of their political views on where they get their news, more than halfway to 5, “very much”.

Impact of Political Views by Age

**On a 5-point scale, where 1 is “very little” and 5 is “very much”



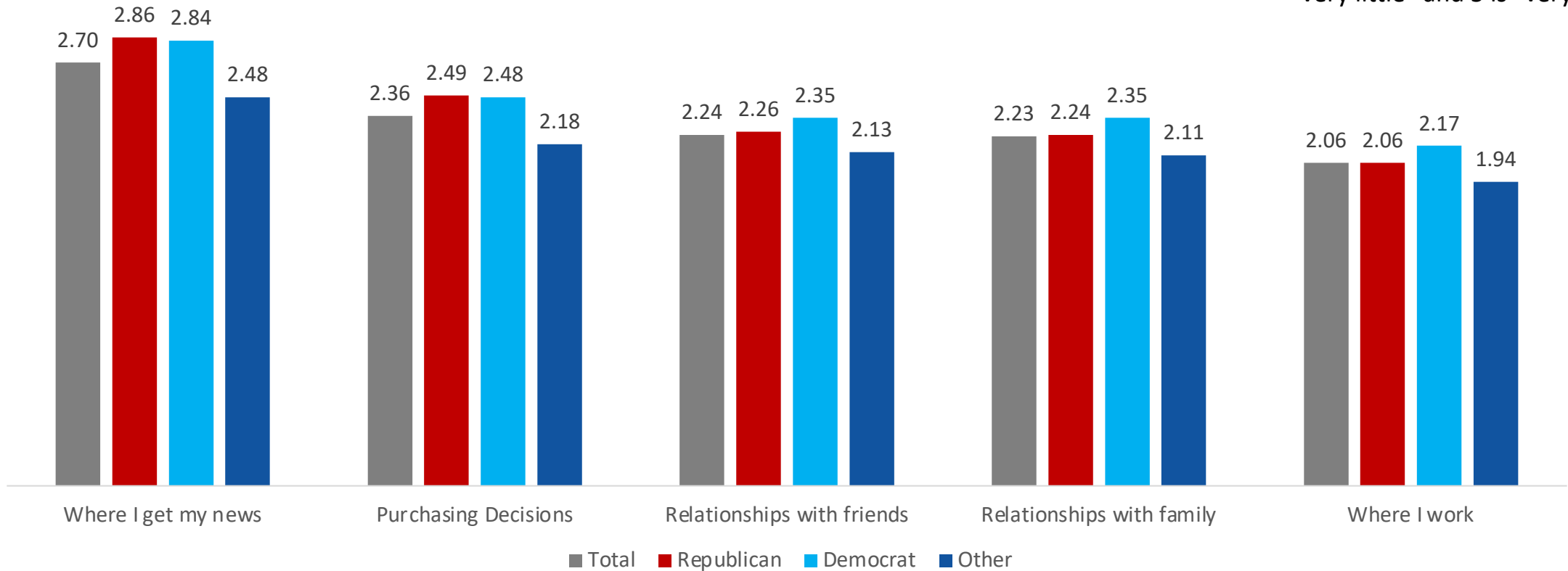
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Impact of Political Views on Choices by Self-Reported Political Party

Democrats feel their relationships with friends and family and where they choose to work are more impacted by their political views than Republicans while Republicans are more impacted when it comes to where they get their news and where they purchase items. Those who do not consider themselves a member of any party are least impacted by their political beliefs; however, where they get their news is the most impacted.

Impact of Political Views by Political Party

**On a 5-point scale, where 1 is "very little" and 5 is "very much"



Q69. How much would you say that your political views have affected the following? My relationships with family | My relationships with friends | Where I work | My purchasing decisions | Where I get my news

Total, n=2984; Republican, n=615; Democrats, n=1176; Other, n=1192