

American Fragmentation Initiative

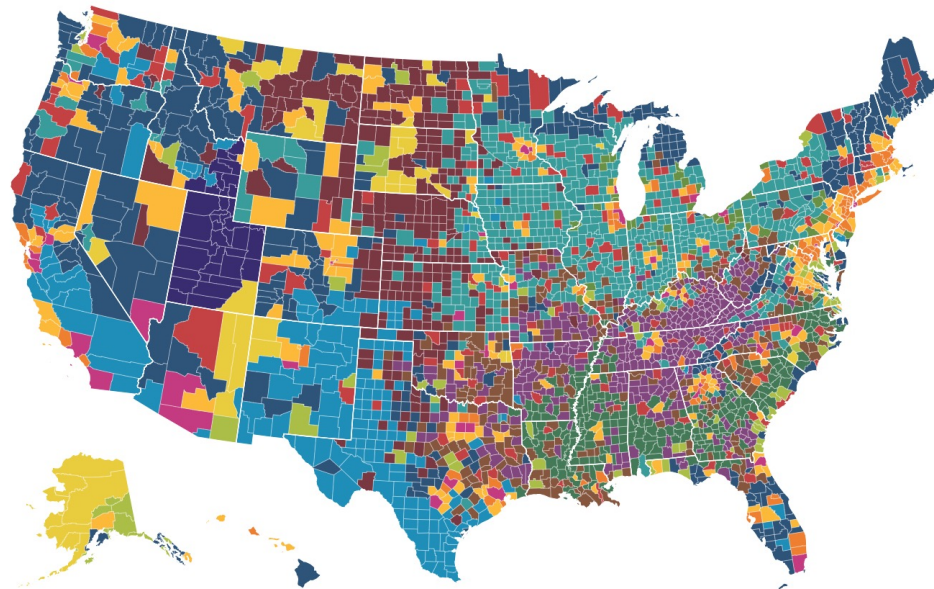
2024 Survey Report
September 2024



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The American Communities



Methodology



Survey fielded on the KnowledgePanel® from June 14 - July 1, 2024

Survey fielded using RDD Telephone from June 27 - July 6, 2024.



Sample of 5,312 American adults aged 18 or older, with 4,712 interviews taking place online, and 600 interviews via telephone.



For the online portion, the survey was conducted using the probability-based Ipsos KnowledgePanel®. Fielded in both English and Spanish.

The RDD Telephone portion was conducted in English in the Native American Lands and Aging Farmlands.

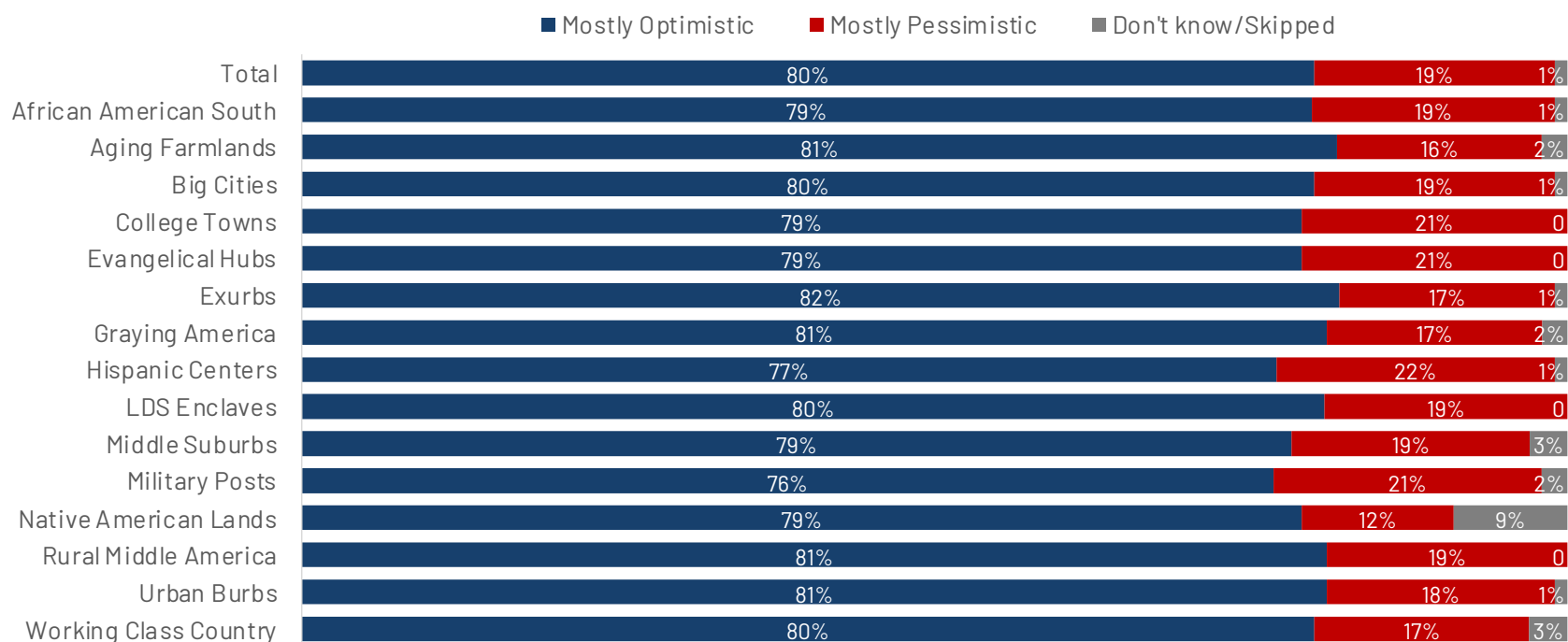
The data was weighted to U.S. Census Targets in each area segment and at the national level.

Segment	Method	Number of Interviews	Margin of Error (MoE)
African American South	Online via the KnowledgePanel®.	N = 318	+/- 6.3 percentage points
Big Cities		N = 435	+/- 5.8 percentage points
College Towns		N = 361	+/- 5.6 percentage points
Evangelical Hubs		N = 332	+/- 6.3 percentage points
Exurbs		N = 361	+/- 5.6 percentage points
Graying America		N = 347	+/- 6.1 percentage points
Hispanic Centers		N = 330	+/- 6.4 percentage points
LDS Enclaves		N = 377	+/- 6.9 percentage points
Middle Suburbs		N = 338	+/- 6.0 percentage points
Military Posts		N = 339	+/- 6.1 percentage points
Rural Middle America		N = 340	+/- 5.8 percentage points
Urban Burbs		N = 523	+/- 4.7 percentage points
Working Class Country		N = 311	+/- 6.4 percentage points
Aging Farmlands	Random Digit Dialing Telephone	N = 300	+/- 7.8 percentage points
Native American Lands		N = 300	+/- 8.0 percentage points
Total Interviews		N = 5,312	+/- 1.9 percentage points

HOPES

Large majority of Americans think of themselves as optimistic

Generally speaking, would you say that you tend to be optimistic about your life and future, or do you tend to be more pessimistic about your life and future?



Source: American Communities Project/Ipsos Fragmentation Study, 2024, using Ipsos' probability-based KnowledgePanel® from June 14–July 1, 2024, and using RDD Telephone from June 27–July 6, 2024. The poll is based on a sample of 5,312 Americans aged 18 or older, with 4,712 interviews taking place online and 600 interviews via telephone.

Most are hopeful about their lives, less so about the country

How hopeful are you, if at all, about the following...?

% selecting "Very hopeful" or "Somewhat hopeful" for each item, green shading indicates higher percentage of respondents selecting "somewhat" or "very hopeful" relative to other regions.

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
Your future	84%	85%	87%	82%	85%	81%	86%	85%	85%	83%	87%	86%	89%	86%	86%	80%
The future of your community	76%	73%	80%	71%	72%	78%	81%	75%	78%	81%	82%	74%	71%	74%	79%	78%
The future of your children or the next generation	65%	65%	60%	67%	61%	63%	68%	60%	69%	63%	65%	56%	66%	61%	65%	58%
The long-term future of the United States	55%	58%	48%	58%	50%	56%	58%	54%	58%	45%	57%	47%	51%	48%	57%	47%
The future of the United States over the next few years	52%	57%	48%	55%	47%	51%	53%	54%	54%	45%	54%	46%	52%	43%	51%	49%

Source: American Communities Project/Ipsos Fragmentation Study, 2024, using Ipsos' probability-based KnowledgePanel® from June 14–July 1, 2024, and using RDD Telephone from June 27–July 6, 2024. The poll is based on a sample of 5,312 Americans aged 18 or older, with 4,712 interviews taking place online and 600 interviews via telephone. Response options: Very hopeful / Somewhat hopeful / Not very hopeful / Not at all hopeful



Reasons for optimism are self-oriented

Below is a list of reasons some people say makes them feel optimistic for the future generally. Which of the following are the main reasons you are generally optimistic for the future, if at all? (Select up to three)

% selecting each item, green shading indicates higher percentage of respondents relative to other regions and items

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Your life is generally good	54%	49%	54%	56%	53%	61%	57%	47%	56%	57%	56%	58%	52%	48%
Your faith/religion gives you hope no matter what is happening	36%	54%	33%	35%	47%	33%	36%	38%	47%	37%	42%	42%	30%	50%
People are generally good	31%	24%	29%	34%	30%	34%	34%	25%	49%	32%	27%	32%	32%	27%
Technology and progress are creating new benefits for life	25%	23%	28%	22%	17%	25%	20%	27%	18%	26%	20%	18%	27%	22%
Your career is/was going well	21%	22%	19%	23%	15%	23%	20%	14%	21%	22%	22%	27%	23%	17%
Your children/the next generation have a bright future	14%	17%	17%	13%	10%	11%	10%	18%	9%	15%	13%	14%	13%	14%
News coverage exaggerates the bad, and things are really ok	9%	9%	11%	11%	8%	9%	9%	6%	14%	8%	6%	9%	9%	5%
You're confident that leaders will ultimately do the right thing	7%	6%	6%	5%	6%	6%	5%	10%	5%	9%	4%	7%	10%	4%
Bad things in the world don't really impact your community	5%	4%	3%	4%	10%	5%	8%	4%	5%	8%	7%	9%	6%	6%
Something else	3%	1%	3%	4%	4%	2%	4%	3%	2%	2%	3%	1%	4%	2%
I do not feel optimistic at all for the future (Exclusive)	10%	9%	11%	12%	11%	8%	11%	12%	7%	8%	10%	8%	8%	10%

Source: American Communities Project/Ipsos Fragmentation Study, 2024, using Ipsos' probability-based KnowledgePanel® from June 14–July 1, 2024, and using RDD Telephone from June 27–July 6, 2024. The poll is based on a sample of 5,312 Americans aged 18 or older, with 4,712 interviews taking place online and 600 interviews via telephone.

*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands.



Reasons for pessimism are others-oriented

Below is a list of reasons some people say makes them feel pessimistic for the future generally. Which of the following are the main reasons you are generally pessimistic for the future, if at all? (Select up to three)

% selecting each item, red shading indicates higher percentage of respondents relative to other regions and items

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
The country seems to be falling apart	55%	56%	49%	62%	67%	58%	57%	51%	63%	58%	67%	62%	50%	57%
Leaders seem to never be able to do the right thing	46%	41%	46%	48%	51%	50%	50%	38%	54%	49%	50%	46%	44%	48%
There is lots of crime and violence	40%	47%	39%	37%	33%	41%	36%	45%	30%	42%	40%	39%	41%	37%
Your children/the next generation will have a harder time than you	33%	31%	28%	35%	34%	37%	39%	31%	42%	35%	36%	39%	33%	33%
Things are changing too fast	12%	11%	15%	12%	11%	9%	12%	12%	13%	11%	8%	10%	13%	15%
It is hard to find a rewarding job or career	12%	13%	13%	13%	7%	11%	6%	12%	9%	11%	12%	7%	13%	12%
You no longer recognize the community you grew up in	8%	14%	6%	11%	8%	9%	12%	7%	7%	6%	5%	7%	8%	8%
Bad things have happened in your life	8%	7%	11%	5%	7%	8%	6%	9%	7%	10%	8%	7%	6%	9%
Something else	8%	6%	8%	11%	9%	8%	7%	6%	9%	6%	6%	7%	10%	5%
I do not feel worried at all for the future	8%	6%	8%	6%	6%	8%	5%	11%	5%	7%	6%	5%	9%	8%

Source: American Communities Project/Ipsos Fragmentation Study, 2024, using Ipsos' probability-based KnowledgePanel® from June 14–July 1, 2024, and using RDD Telephone from June 27–July 6, 2024. The poll is based on a sample of 5,312 Americans aged 18 or older, with 4,712 interviews taking place online and 600 interviews via telephone.

*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

DIFFERENCES

Many feel a sense of alienation, pessimism about the country

Do you agree or disagree with the following statements?

% selecting "Strongly agree" or "Somewhat agree", red shading indicates higher percentage of agreement relative to other regions and items

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
More and more, I don't identify with what America has become	54%	58%	60%	46%	59%	67%	54%	60%	56%	63%	53%	58%	60%	66%	50%	60%
Society is changing too fast	48%	55%	55%	46%	52%	65%	46%	51%	56%	53%	49%	41%	68%	56%	41%	53%
America is a place where I feel free to say what I really think	48%	43%	53%	51%	45%	35%	50%	44%	52%	47%	45%	43%	60%	46%	49%	36%
It is increasingly hard for someone like me to get ahead in America	37%	47%	51%	35%	40%	44%	40%	38%	38%	41%	36%	31%	49%	44%	31%	45%
These days I feel like a stranger in my own country	36%	42%	34%	34%	40%	49%	37%	38%	35%	42%	32%	33%	34%	45%	30%	45%
Our country is steadily improving	17%	18%	19%	20%	17%	12%	18%	13%	18%	12%	15%	15%	17%	12%	18%	12%

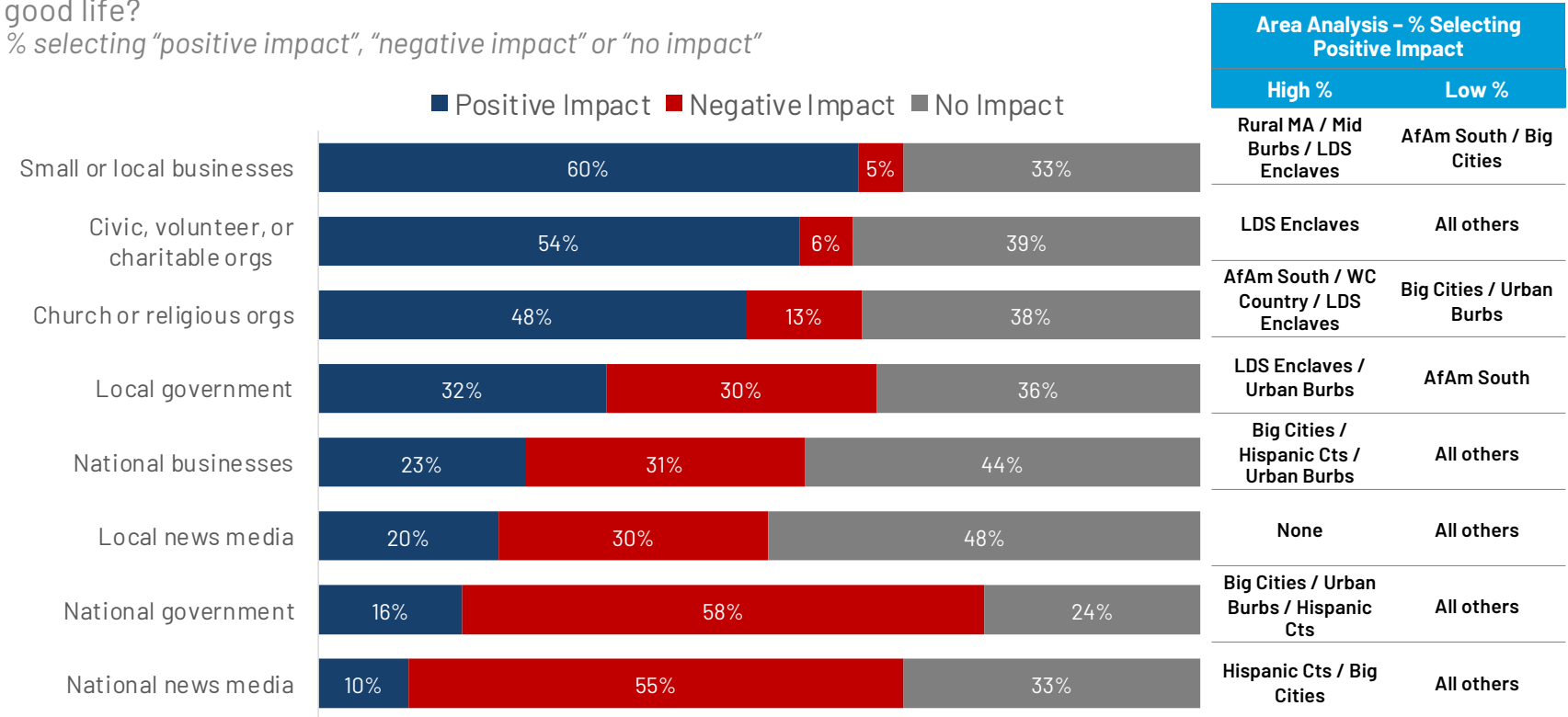
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National organizations seen as having a more negative impact

What kind of impact, if any, do you feel the following groups or organizations are having on your ability to live a good life?

% selecting "positive impact", "negative impact" or "no impact"



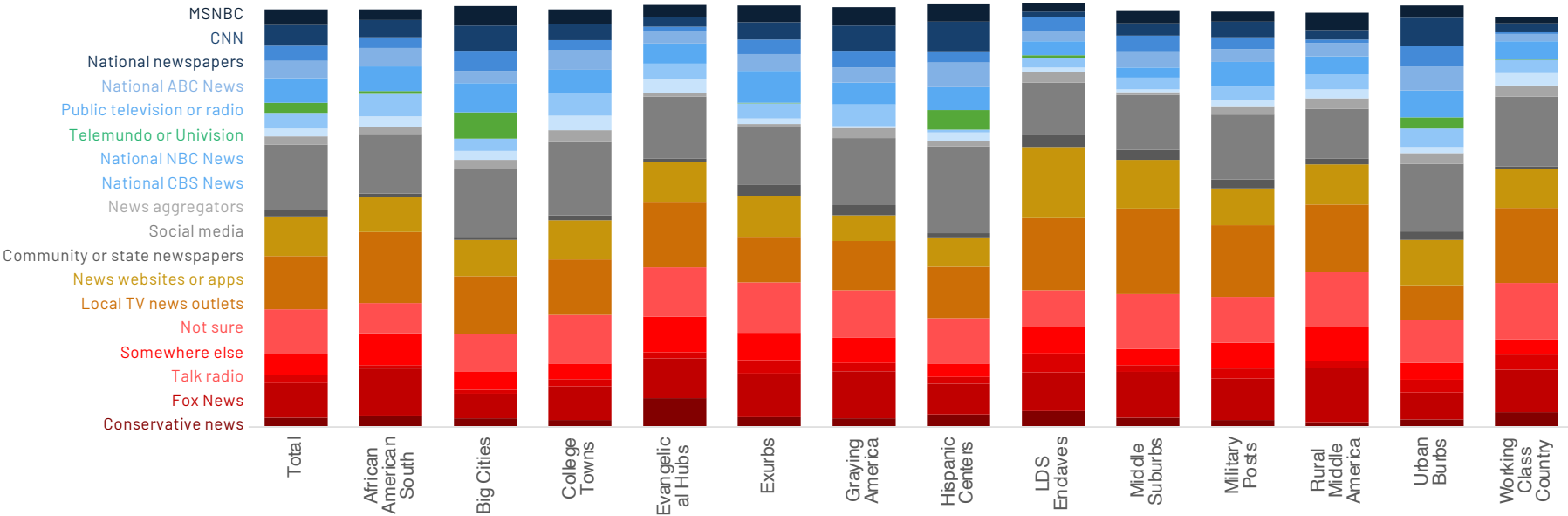
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 *NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Over half of Americans rely on local or indeterminate news sources

Which one of the following media sources do you use most frequently for news and information? Select one.

Colors indicate proportion of respondents selecting each media source

Which one of the following media sources do you use most frequently for news and information?

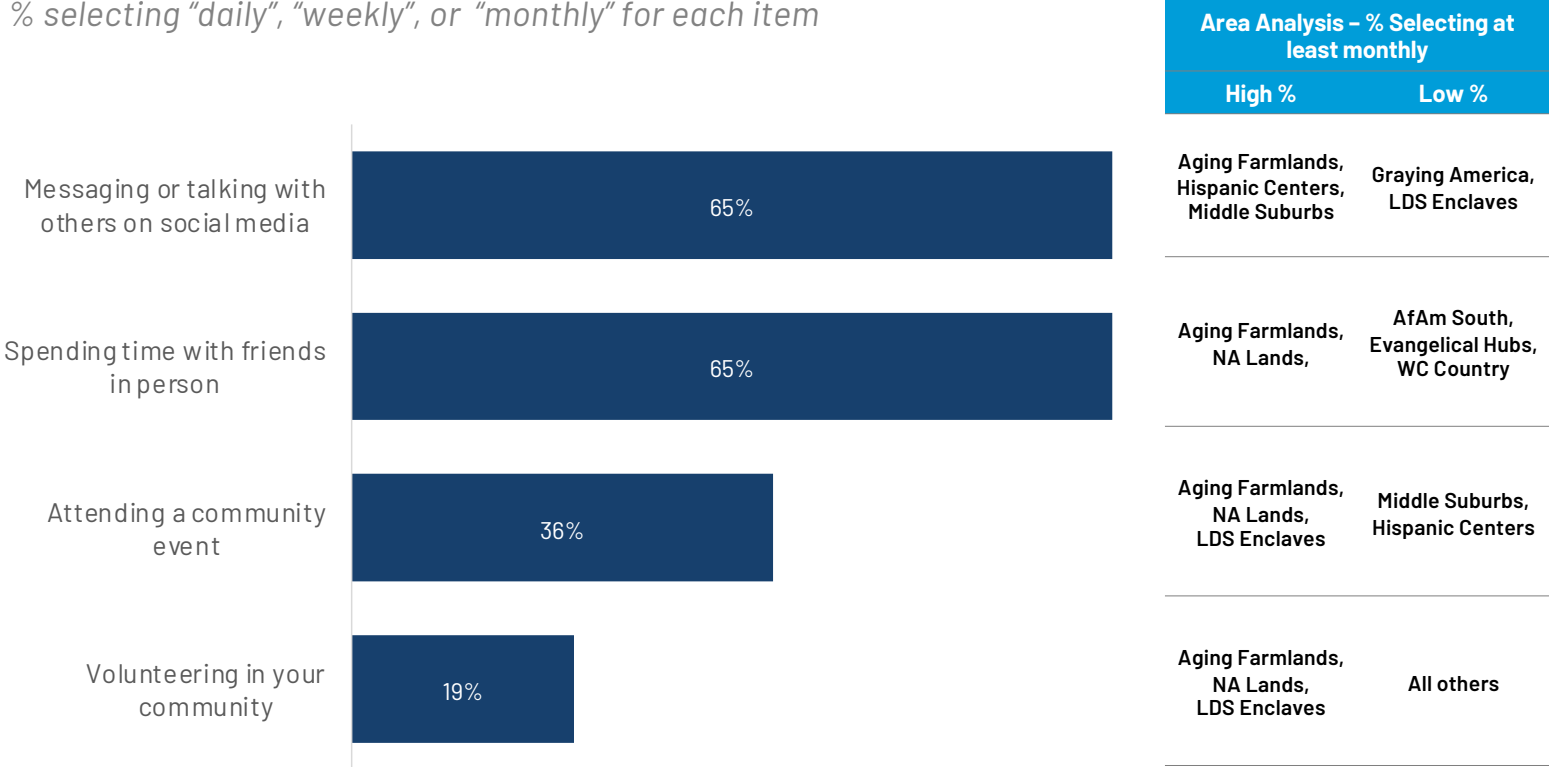


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CONNECTIONS

Most spend time with friends at least monthly

Thinking about your daily life, how often do you do the following things, if at all? A best guess is fine.
 % selecting "daily", "weekly", or "monthly" for each item

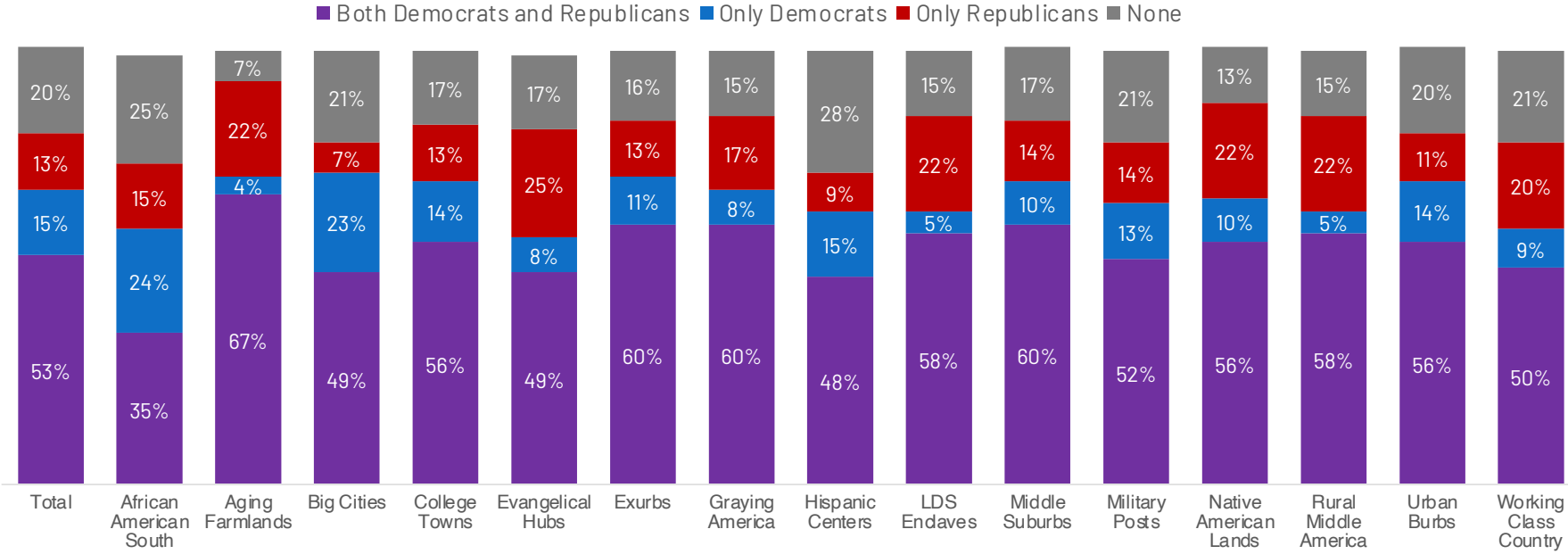


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Most Americans know people on both sides of the political aisle

Please tell us if you have any immediate family members or close friends who are...

Purple indicates % selecting "Yes" to both Democrats and Republicans, Blue indicates % selecting "Yes" to only Democrats, Red indicates % selecting "Yes" to only Republicans, Grey indicates % No or Don't know to either



Source: American Communities Project/Ipsos Fragmentation Study, 2024, using Ipsos' probability-based KnowledgePanel® from June 14–July 1, 2024, and using RDD Telephone from June 27–July 6, 2024. The poll is based on a sample of 5,312 Americans aged 18 or older, with 4,712 interviews taking place online and 600 interviews via telephone. Response options: Yes / No / Don't know for each item

Americans are least likely to know a journalist or elected official

Please tell us if you have any immediate family members or close friends who are...

% selecting "Yes" to each item, green shading indicates higher percentage of respondents selecting "Yes" relative to other regions and items.

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
Republicans or conservatives	68%	51%	88%	56%	69%	75%	73%	77%	57%	80%	73%	66%	77%	80%	66%	71%
Democrats or liberals	66%	60%	71%	72%	70%	58%	71%	68%	63%	63%	69%	65%	65%	63%	69%	59%
Immigrants from another country	38%	24%	31%	48%	36%	21%	35%	31%	51%	40%	27%	30%	31%	24%	44%	24%
Member of a different racial/ethnic group than your own	58%	54%	72%	60%	57%	49%	62%	53%	58%	62%	55%	60%	74%	51%	59%	55%
Member of a different religious group than your own	61%	57%	76%	58%	64%	54%	62%	69%	61%	73%	60%	62%	73%	65%	63%	56%
Journalist or works for a news organization	7%	4%	15%	8%	7%	5%	7%	7%	7%	6%	4%	5%	10%	3%	8%	4%
Elected officials or work in government	17%	14%	34%	15%	19%	17%	20%	15%	19%	19%	14%	17%	35%	16%	17%	15%
Wealthier or more affluent than you	67%	63%	76%	64%	70%	66%	76%	71%	61%	76%	64%	71%	74%	71%	66%	65%
Poorer or less affluent than you	63%	56%	74%	59%	65%	59%	65%	65%	64%	72%	66%	69%	75%	63%	65%	62%
People living in another country	33%	21%	29%	41%	25%	16%	30%	27%	48%	31%	24%	28%	26%	20%	39%	19%
Scientists	23%	13%	23%	25%	29%	13%	27%	20%	20%	28%	20%	21%	22%	16%	27%	10%
LGBTQ+ people	49%	47%	51%	49%	50%	42%	54%	46%	48%	52%	49%	51%	49%	47%	52%	42%

Source: American Communities Project/Ipsos Fragmentation Study, 2024, using Ipsos' probability-based KnowledgePanel® from June 14–July 1, 2024, and using RDD Telephone from June 27–July 6, 2024. The poll is based on a sample of 5,312 Americans aged 18 or older, with 4,712 interviews taking place online and 600 interviews via telephone. Response options: Yes / No / Don't know for each item



About one in five Americans say they avoid “the news” because it does not impact them

Do you agree or disagree with the following statements?

% selecting “Strongly agree” or “Somewhat agree”, green shading indicates higher percentage of agreement relative to other regions and items

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
I can be well-informed about local news and events even when I don't actively follow the news	44%	45%	75%	44%	43%	42%	42%	45%	48%	51%	46%	41%	73%	50%	42%	47%
I learn more about what's happening in my community on social media than through the news	44%	42%	59%	38%	46%	50%	38%	36%	51%	37%	41%	42%	52%	49%	42%	48%
I avoid the news because it is depressing	42%	43%	49%	42%	41%	47%	45%	47%	42%	45%	47%	39%	44%	47%	44%	42%
I rely on friends and family to tell me when important things happen in the community	35%	36%	58%	33%	39%	43%	33%	33%	34%	33%	35%	35%	51%	44%	34%	36%
I avoid the news because it does not really impact my life	19%	15%	25%	21%	20%	17%	18%	19%	19%	17%	21%	19%	19%	20%	18%	15%

Source: American Communities Project/Ipsos Fragmentation Study, 2024, using Ipsos' probability-based KnowledgePanel® from June 14–July 1, 2024, and using RDD Telephone from June 27–July 6, 2024. The poll is based on a sample of 5,312 Americans aged 18 or older, with 4,712 interviews taking place online and 600 interviews via telephone. Response options: Strongly agree / Somewhat agree / Neither agree nor disagree / Somewhat disagree / Strongly disagree / Don't know



ISSUE LANDSCAPE

Local communities have dramatically different 2nd tier issues

Which of the following topics are the most important issues facing your local community? (Select up to three)

Rank order of each item from 1-16 (some issues are tied), with 1 indicating the highest percentage selected, red shading indicates higher rank of issue relative to other regions and items

	Average	African American South	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country	
Inflation or increasing costs	1	1	1	1	1	1	1	1	1	1	1	1	1	
Crime or gun violence	7	2	3	4	10	8	15	5	14	4	4	13	4	9
Opioid or drug addiction	6	7	9	5	2	9	6	8	11	5	6	3	10	2
Homelessness / Housing insecurity	4	5	2	2	6	4	4	2	4	8	2	6	3	4
Taxes	3	4	7	3	5	2	2	4	3	2	3	2	2	3
Healthcare	5	3	7	6	3	6	3	6	7	3	6	4	7	4
Political extremism + polarization	6	9	5	7	9	5	4	8	2	6	5	4	4	14
Education	8	5	9	7	7	6	13	8	5	7	8	8	8	8
Immigration	6	11	4	9	4	3	6	3	5	8	8	6	6	6
Economic inequality	11	9	6	9	13	12	12	12	10	12	12	12	10	12
Climate change	12	13	11	12	15	10	10	11	9	14	11	14	9	16
Race and racism	14	7	13	12	15	16	16	16	16	15	15	14	14	15
Government budget and debt	11	16	12	11	12	11	9	14	7	8	12	11	12	9
Government or business corruption	13	15	16	14	10	14	11	12	11	12	16	9	16	12
Unemployment	11	11	14	15	7	13	13	6	13	11	14	10	14	7
Natural disasters or severe weather	13	13	14	15	14	15	8	15	14	16	10	14	13	9

* Abortion, election security or fraud, contagious disease (COVID-19/RSV/etc.), foreign conflicts or terrorism are not in the top 10 issues in any area

Source: American Communities Project/Ipsos Fragmentation Study, 2024, using Ipsos' probability-based KnowledgePanel® from June 14–July 1, 2024, and using RDD Telephone from June 27–July 6, 2024. The poll is based on a sample of 5,312 Americans aged 18 or older, with 4,712 interviews taking place online and 600 interviews via telephone.

*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Immigration, taxes have risen in importance since 2023

Which of the following topics are the most important issues facing your local community? (Select up to three)

Percentage point change from last year's survey, red colors indicates point increase, green indicates point decrease

	Total	African American South	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Rural Middle America	Urban Burbs	Working Class Country
Immigration	6	4	8	2	6	7	5	7	8	0	6	3	4	0
Taxes	4	3	-1	5	0	3	11	2	0	10	6	13	1	2
Homelessness / Housing insecurity	3	2	-3	-2	3	1	0	1	4	-3	-2	4	2	5
Political extremism or polarization	2	2	3	0	5	1	1	1	4	-4	1	5	0	1
Unemployment	1	1	0	-2	-1	4	1	8	4	2	2	1	0	3
Abortion	1	1	2	1	-1	-1	1	1	-1	1	-2	-1	2	-3
Election security or fraud	1	1	0	-1	1	4	1	1	2	1	2	1	2	2
Foreign conflicts or terrorism	1	0	0	2	2	1	0	3	0	2	0	2	1	1
Natural disasters or severe weather	1	0	0	1	4	-1	2	1	-4	1	4	0	4	4
Economic inequality	0	0	-2	-5	-2	2	-1	-1	-3	-3	-1	1	0%	1
Education	0	1	1	-1	2	4	-2	-1	4	-3	4	-1	3	-3
Healthcare	0	9	3	1	-3	5	-1	-2	2	2	4	1	-1	0
Other	0	-2	0	-1	0	1	0	0	-5	2	0	-2	-1	3
Government budget and debt	-1	-1	-1	0	1	-1	3	-1	2	-1	0	-4	-1	0
None of these	-1	-3	0	1	0	-4	-2	0	1	-2	-2	-4	1	-1
Contagious disease (COVID-19/RSV/etc.)	-1	-1	-1	1	2	-1	-2	0	0	-1	0	-2	-1	0
Climate change	-1	3	-5	-6	3	2	1	1	3	-2	-4	-2	-5	-1
Government or business corruption	-2	-3	-1	-2	-1	-3	0	1%	0	-2	-2	-1	-1	-2
Inflation or increasing costs	-2	2	-1	5	-3	2	-1	-1	-2	9	-3	6	-1	-7
Crime or gun violence	-3	-7	-7	-5	-1	-3	-11	-8	-7	-6	-3	-6	-7	-9
Race and racism	-4	-3	-5	0	-2	-3	-6	-2	-5	-5	-4	-2	-7	-6
Opioid or drug addiction	-5	-2	0	0	-5	-4	-7	-3	-9	-4	-2	0	0	-4

Source: American Communities Project/Ipsos Fragmentation Study, 2024, using Ipsos' probability-based KnowledgePanel® from June 14–July 1, 2024, and using RDD Telephone from June 27–July 6, 2024. The poll is based on a sample of 5,312 Americans aged 18 or older, with 4,712 interviews taking place online and 600 interviews via telephone.

*NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Most Americans report feeling connected to others most days

The following is a list of different feelings that people sometimes have. For each, on how many days have you felt this way during the past 7 days, if at all?

Mean of days; top table: green indicates higher mean relative to other areas and items, lower table: red indicates higher mean relative to other areas and items

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
Positive emotions or experiences																
Felt proud of something you'd done	3.4	3.4	4.1	3.5	3.1	3.3	3.4	3.4	3.6	3.5	3.3	3.3	4.8	3.4	3.4	3.2
Felt contented	4.4	4.1	-	4.3	4.1	4.2	4.4	4.6	4.3	4.2	4.4	4.3	-	4.6	4.5	4
Felt calm	4.7	4.7	4.8	4.7	4.5	4.7	4.5	4.8	4.7	4.4	4.6	4.5	5.1	4.8	4.8	4.5
Felt connected to family or friends	5	5	5.9	4.9	4.7	5	5.1	5.2	5.1	5	5	5.2	6	5.3	5	4.9
Negative emotions or experiences																
Felt fearful about something that might happen to you	1.2	1	-	1.3	1.2	1.3	1.2	1	1.1	1.5	1.2	1.2	-	1.2	1.2	1.4
Felt mad at something or someone	1.7	1.4	1.9	1.7	1.9	1.8	1.7	1.6	1.7	2	1.8	1.9	2.1	1.8	1.7	1.7
Felt anxious and tense	1.9	1.6	2.3	1.8	2.2	2.2	2	1.7	1.9	2.3	2	2.3	2.1	1.8	1.8	2.1
Worried a lot about little things	1.9	1.9	-	1.9	2	2.1	1.9	1.9	2.2	2.2	1.9	2.1	-	2.1	1.9	2
Felt lonely	1.2	1.2	1.2	1.2	1.3	1.3	1.2	1.3	1	1.4	1.2	1.3	1	0.9	1.2	1.2

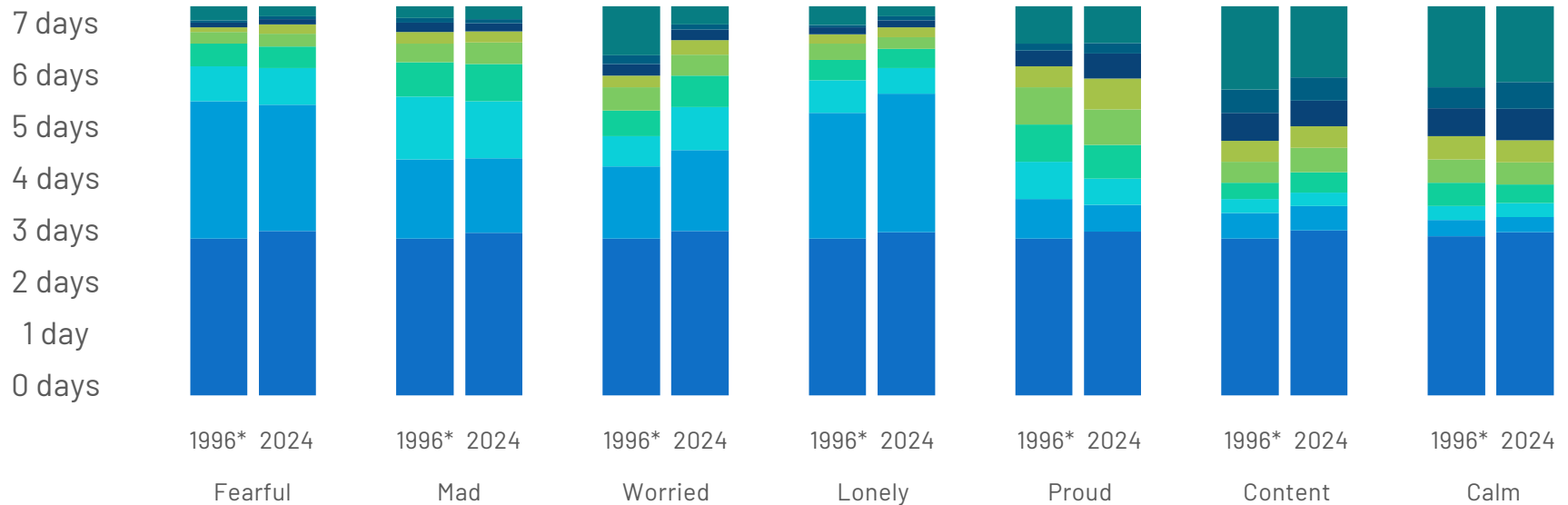
Source: American Communities Project/Ipsos Fragmentation Study, 2024, using Ipsos' probability-based KnowledgePanel® from June 14–July 1, 2024, and using RDD Telephone from June 27–July 6, 2024. The poll is based on a sample of 5,312 Americans aged 18 or older, with 4,712 interviews taking place online and 600 interviews via telephone. Response options: 0 days – 7 days



Levels of worry down among Americans from 1996 GSS survey

The following is a list of different feelings that people sometimes have. For each, on how many days have you felt this way during the past 7 days, if at all?

Color indicates proportion of respondents selecting number of days per emotion in each year.



Source: American Communities Project/Ipsos Fragmentation Study, 2024, using Ipsos' probability-based KnowledgePanel® from June 14–July 1, 2024, and using RDD Telephone from June 27–July 6, 2024. The poll is based on a sample of 5,312 Americans aged 18 or older, with 4,712 interviews taking place online and 600 interviews via telephone. Response options: 0 days – 7 days
 *1996 data from the [1996 General Social Survey](#)

CONCLUSIONS

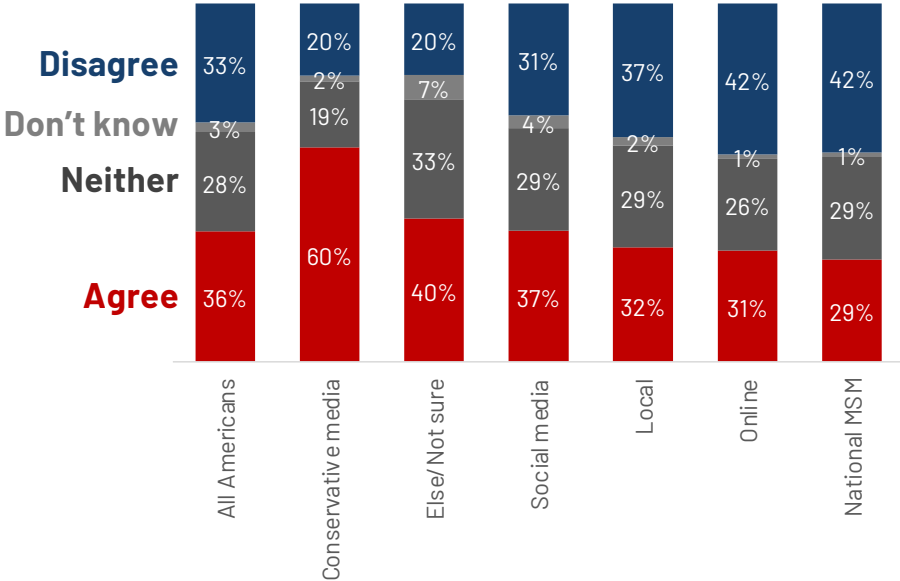
News source correlates with alienation, not optimism

Which one of the following media sources do you use most frequently for news and information? (Select one)

Do you agree or disagree with the following statements? How hopeful are you, if at all, about the following...?

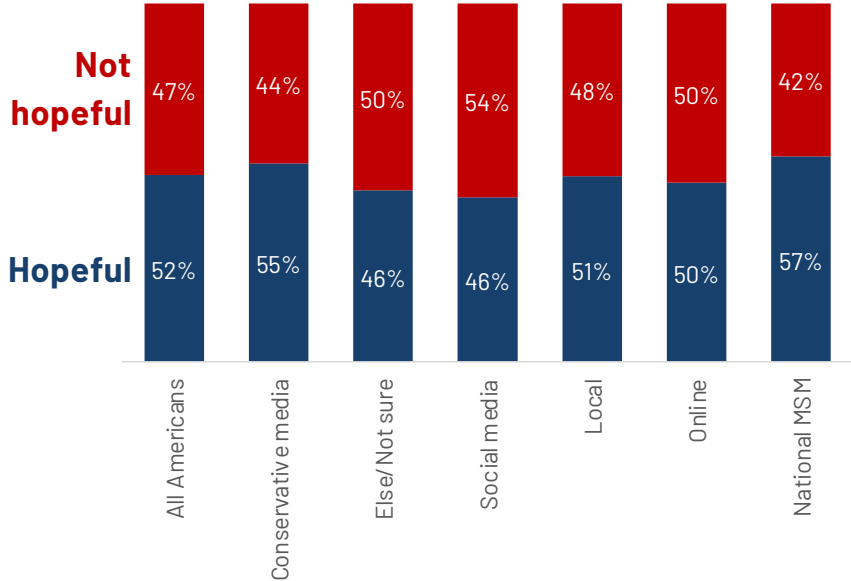
These days I feel like a stranger in my own country

% selecting "agree" or "disagree" by media viewership



The future of the United States over the next few years

% selecting "hopeful" or "not hopeful" by media viewership



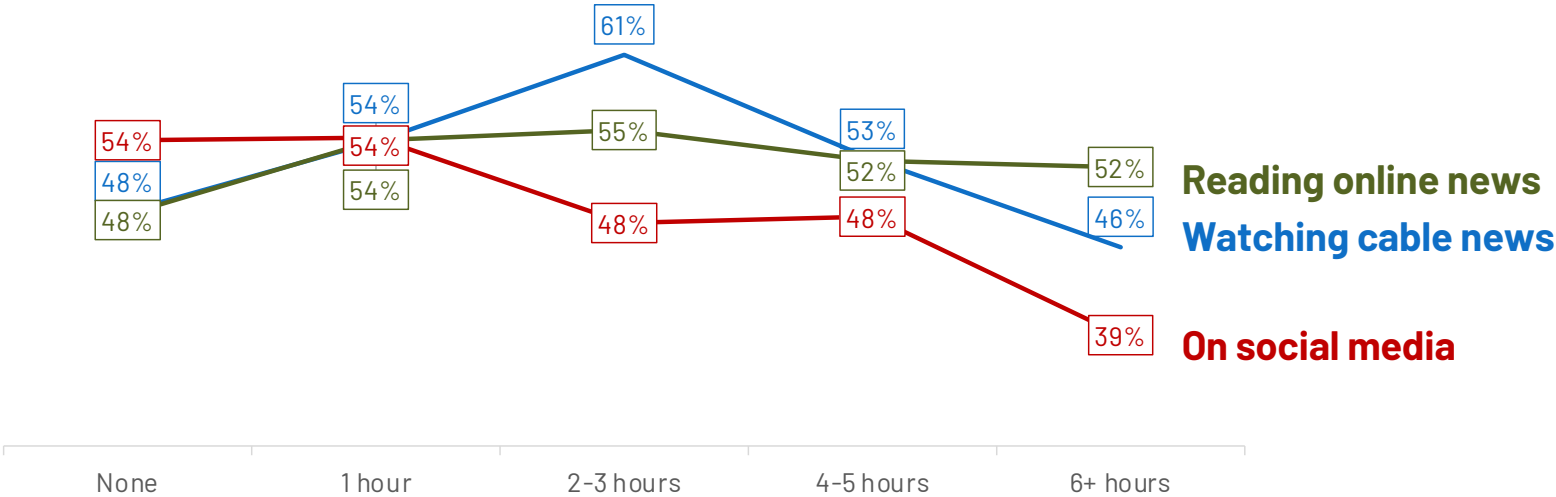
Source: American Communities Project/Ipsos Fragmentation Study, 2024, using Ipsos' probability-based KnowledgePanel® from June 14–July 1, 2024, and using RDD Telephone from June 27–July 6, 2024. The poll is based on a sample of 5,312 Americans aged 18 or older, with 4,712 interviews taking place online and 600 interviews via telephone. Q9. Do you agree or disagree with the following statements? Response options: Strongly agree / Somewhat agree / Neither agree nor disagree / Somewhat disagree / Strongly disagree / Don't know and by Q5. How hopeful are you, if at all, about the following...? Response options: Very hopeful / Somewhat hopeful / Not very hopeful / Not at all hopeful By Media Choice

Excess time on social media correlates with less optimism

On average, how many hours a day, if any, do you spend doing the following...
 How hopeful are you, if at all, about the following...?

% selecting "very" or "somewhat hopeful" by hours spent reading online news, watching cables news, or on social media

Hopeful about the future of the United States over the next few years



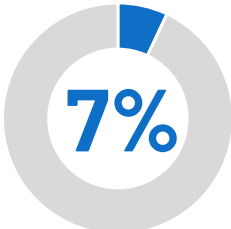
Source: American Communities Project/Ipsos Fragmentation Study, 2024, using Ipsos' probability-based KnowledgePanel® from June 14–July 1, 2024, and using RDD Telephone from June 27–July 6, 2024. The poll is based on a sample of 5,312 Americans aged 18 or older, with 4,712 interviews taking place online and 600 interviews via telephone. Q26. On average, how many hours a day, if any, do you spend doing the following... Response options: none or almost none, 1, 2-3, 4-5, 6-8, 9 or more hours, by Q5. How hopeful are you, if at all, about the following...? Response options: Very hopeful / Somewhat hopeful / Not very hopeful / Not at all hopeful

Knowing someone in a field correlates with more positive views

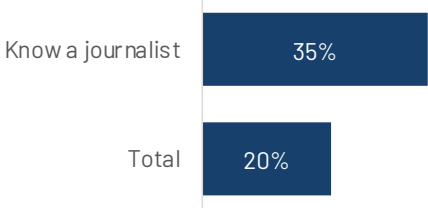
What kind of impact, if any, do you feel the following groups or organizations are having on your ability to live a good life?*

Please tell us if you have any immediate family members or close friends who are...

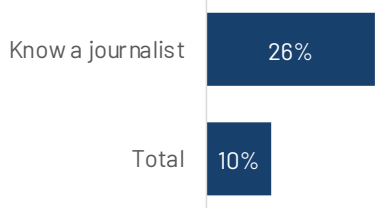
% Yes, Know a journalist



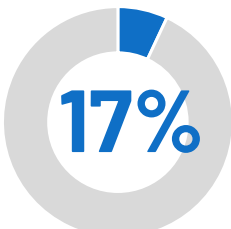
% Believe local media has a positive impact



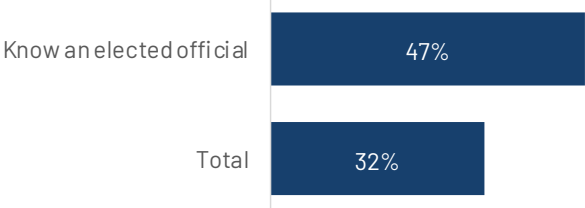
% Believe national media has a positive impact



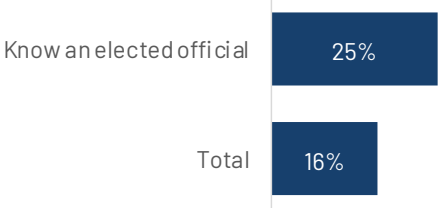
% Yes, Know an elected official



% Believe local govt. has a positive impact



% Believe national govt. has a positive impact



Source: American Communities Project/Ipsos Fragmentation Study, 2024, using Ipsos' probability-based KnowledgePanel® from June 14–July 1, 2024, and using RDD Telephone from June 27–July 6, 2024. The poll is based on a sample of 5,312 Americans aged 18 or older, with 4,712 interviews taking place online and 600 interviews via telephone.
 , Q8: What kind of impact...? Response options: Positive impact / Negative impact / No impact for each item Q11. Please tell us if you have any immediate family....? Response options: Yes / No / Don't know for each item
 *NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Big Picture Conclusions

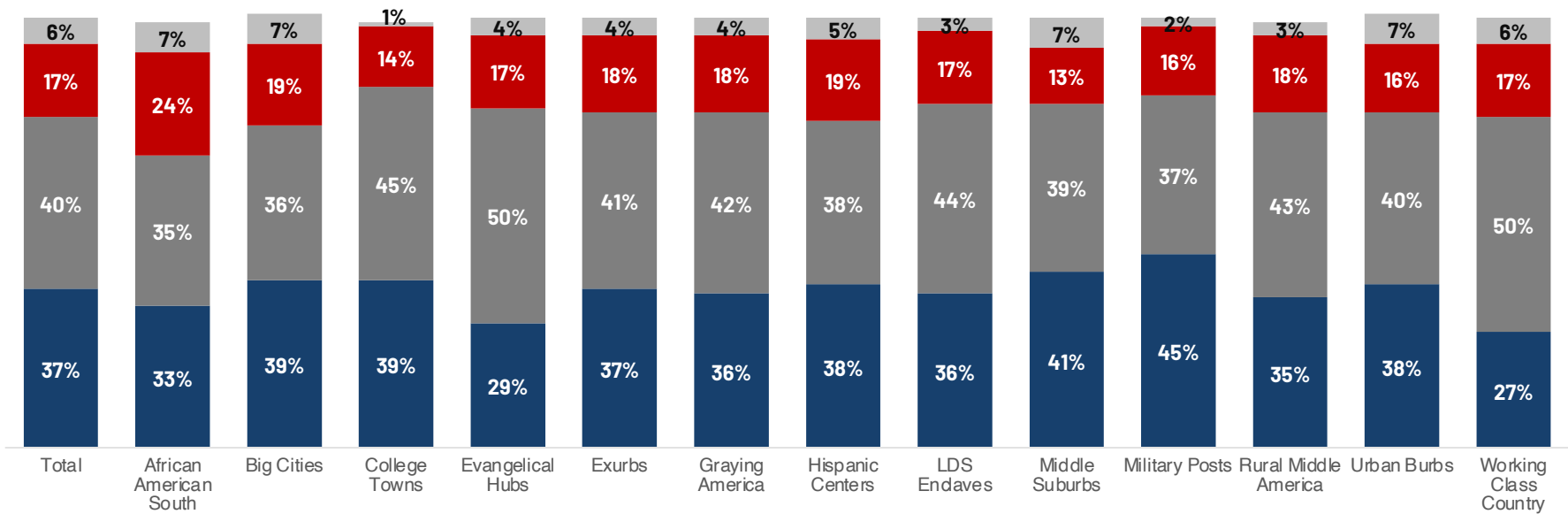
- Americans are generally optimistic about themselves and their future.
- However, the more things zoom out (i.e., feelings about community and the country as a whole), their outlook becomes more pessimistic.
- Connections to a pessimistic outlook include:
 - Media consumption
 - Lack of personal connection to others
 - Amount of time spent on social media

APPENDIX

How total household income has changed in the last year

Over the last year, has your household's total income increased, decreased, or stayed about the same?
 % selecting total "increase", total "decreased", stayed the same, or don't know

■ Increased ■ Stayed the same ■ Decreased ■ Don't know/Skipped

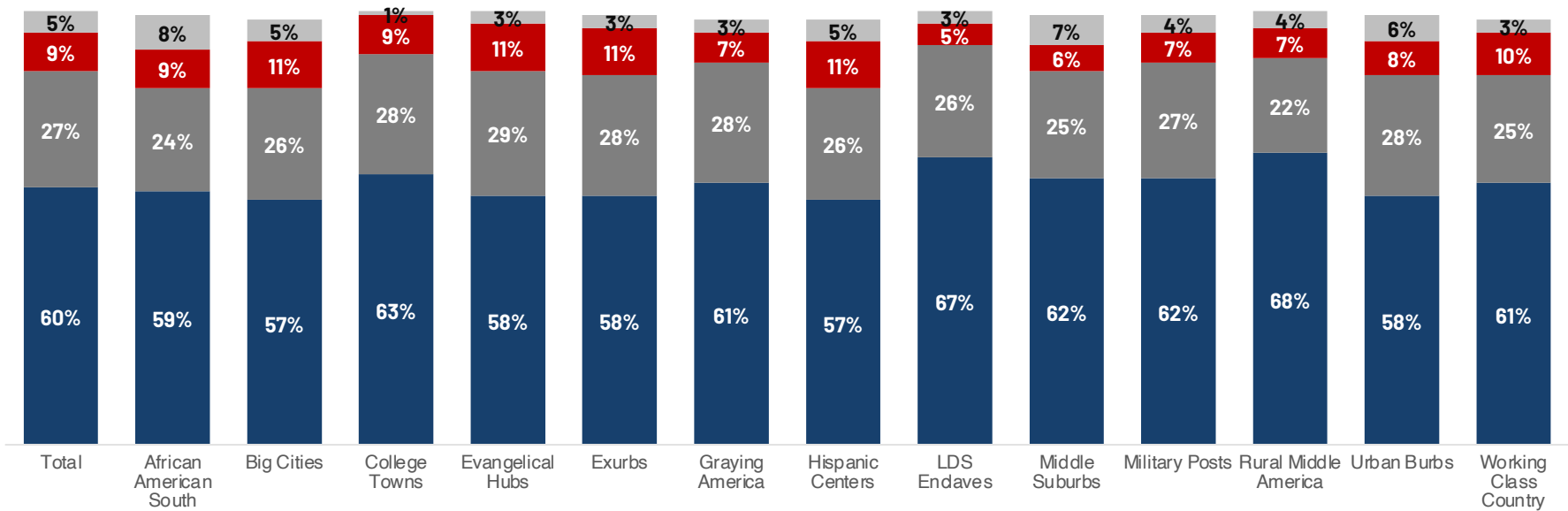


Source: American Communities Project/Ipsos Fragmentation Study, 2024, using Ipsos' probability-based KnowledgePanel® from June 14–July 1, 2024, and using RDD Telephone from June 27–July 6, 2024. The poll is based on a sample of 5,312 Americans aged 18 or older, with 4,712 interviews taking place online and 600 interviews via telephone. Response options: Increase a lot / Increased a little / Stayed about the same / Decreased a little / Decreased a lot / Don't know
 *NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

How total household expenses has changed in the last year

Over the last year, has the amount your household spends increased, decreased, or stayed about the same?
 % selecting total "increase", total "decreased", stayed the same, or don't know

■ Increased ■ Stayed the same ■ Decreased ■ Don't know/Skipped



Source: American Communities Project/Ipsos Fragmentation Study, 2024, using Ipsos' probability-based KnowledgePanel® from June 14–July 1, 2024, and using RDD Telephone from June 27–July 6, 2024. The poll is based on a sample of 5,312 Americans aged 18 or older, with 4,712 interviews taking place online and 600 interviews via telephone. Response options: Increase a lot / Increased a little / Stayed about the same / Decreased a little / Decreased a lot / Don't know
 *NOTE: This question was not asked to those in Aging Farmlands and Native American Lands

Current financial situation

Which of the following describes you/your family's current financial situation?

% selecting each item, green indicates a higher percentage relative to each item and region

	Total	African American South	Aging Farmlands	Big Cities	College Towns	Evangelical Hubs	Exurbs	Graying America	Hispanic Centers	LDS Enclaves	Middle Suburbs	Military Posts	Native American Lands	Rural Middle America	Urban Burbs	Working Class Country
I am/my family is unable to make ends meet	6%	8%	3%	7%	4%	6%	6%	6%	4%	6%	5%	5%	7%	5%	5%	8%
I/my family can make ends meet, but do NOT have extra money to save or spend	24%	31%	38%	25%	22%	29%	23%	24%	30%	25%	22%	20%	25%	21%	23%	30%
I/my family has some extra money, but are unable to do some of the things we want	33%	33%	27%	30%	38%	31%	34%	27%	32%	36%	33%	29%	40%	41%	34%	34%
I/my family does not have major financial limitations	27%	21%	18%	26%	28%	25%	26%	33%	19%	28%	31%	37%	17%	24%	29%	22%
I/my family has almost no financial limitations	8%	4%	12%	10%	7%	8%	9%	8%	12%	5%	7%	6%	9%	7%	8%	5%

Source: American Communities Project/Ipsos Fragmentation Study, 2024, using Ipsos' probability-based KnowledgePanel® from June 14–July 1, 2024, and using RDD Telephone from June 27–July 6, 2024. The poll is based on a sample of 5,312 Americans aged 18 or older, with 4,712 interviews taking place online and 600 interviews via telephone.