



TOPLINE & METHODOLOGY

The New York Times/Ipsos Race Identity Study

Conducted by Ipsos using the probability-based KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: June 4-7, 2021
Number of interviews, adults: 1,010

Margin of error for the total sample: +/- 3.3 percentage points at the 95% confidence level

Annotated Questionnaire:

1. What term do you most prefer to use to identify the racial or ethnic group you belong to?

[Open-end responses provided separately]

2. Do you have a favorable or unfavorable opinion of using the following terms to identify different racial or ethnic groups?

Total Favorable Summary

	Total (N=1,010)	Republican (N=284)	Democrat (N=294)	Independent (N=326)
Hispanic	85%	85%	89%	87%
Latino	82%	79%	87%	85%
Black	81%	81%	83%	82%
White	80%	84%	80%	82%
Asian American	80%	76%	85%	83%
Caucasian	79%	84%	80%	81%
African American	72%	68%	80%	73%
Minority	50%	51%	55%	50%
Person of color	46%	38%	57%	48%
Black and Brown person	46%	41%	54%	46%
Latinx	35%	23%	48%	38%
AAPI	25%	16%	39%	23%
BIPOC	18%	9%	31%	16%

TOPLINE & METHODOLOGY

a) White

	Total	Republican	Democrat	Independent
Very favorable	40%	54%	36%	39%
Somewhat favorable	23%	17%	27%	24%
Lean favorable	17%	13%	17%	20%
Lean unfavorable	7%	5%	9%	5%
Somewhat unfavorable	3%	2%	4%	3%
Very unfavorable	4%	3%	4%	5%
Never heard of this	4%	4%	3%	4%
Skipped	2%	2%	1%	1%
<i>Favorable (Net)</i>	<i>80%</i>	<i>84%</i>	<i>80%</i>	<i>82%</i>
<i>Unfavorable (Net)</i>	<i>14%</i>	<i>10%</i>	<i>17%</i>	<i>13%</i>

b) Caucasian

	Total	Republican	Democrat	Independent
Very favorable	39%	46%	40%	40%
Somewhat favorable	22%	23%	21%	21%
Lean favorable	18%	15%	18%	20%
Lean unfavorable	7%	4%	8%	7%
Somewhat unfavorable	4%	3%	5%	4%
Very unfavorable	4%	3%	3%	3%
Never heard of this	4%	3%	2%	4%
Skipped	3%	4%	2%	1%
<i>Favorable (Net)</i>	<i>79%</i>	<i>84%</i>	<i>80%</i>	<i>81%</i>
<i>Unfavorable (Net)</i>	<i>15%</i>	<i>10%</i>	<i>16%</i>	<i>13%</i>

c) Black

	Total	Republican	Democrat	Independent
Very favorable	37%	43%	39%	35%
Somewhat favorable	24%	21%	26%	26%
Lean favorable	19%	16%	18%	21%
Lean unfavorable	7%	7%	8%	7%
Somewhat unfavorable	3%	3%	3%	3%
Very unfavorable	4%	3%	3%	3%
Never heard of this	4%	4%	1%	4%
Skipped	3%	4%	1%	2%
<i>Favorable (Net)</i>	<i>81%</i>	<i>81%</i>	<i>83%</i>	<i>82%</i>
<i>Unfavorable (Net)</i>	<i>13%</i>	<i>12%</i>	<i>14%</i>	<i>12%</i>

TOPLINE & METHODOLOGY

d) African American

	Total	Republican	Democrat	Independent
Very favorable	31%	32%	37%	31%
Somewhat favorable	22%	22%	26%	22%
Lean favorable	18%	14%	17%	20%
Lean unfavorable	10%	8%	8%	12%
Somewhat unfavorable	6%	6%	4%	6%
Very unfavorable	7%	9%	5%	6%
Never heard of this	3%	4%	2%	3%
Skipped	3%	4%	2%	1%
<i>Favorable (Net)</i>	<i>72%</i>	<i>68%</i>	<i>80%</i>	<i>73%</i>
<i>Unfavorable (Net)</i>	<i>22%</i>	<i>24%</i>	<i>17%</i>	<i>24%</i>

e) Hispanic

	Total	Republican	Democrat	Independent
Very favorable	39%	44%	40%	40%
Somewhat favorable	26%	25%	31%	24%
Lean favorable	20%	16%	18%	24%
Lean unfavorable	4%	4%	3%	5%
Somewhat unfavorable	3%	2%	4%	2%
Very unfavorable	3%	3%	2%	2%
Never heard of this	3%	4%	2%	3%
Skipped	2%	3%	*	1%
<i>Favorable (Net)</i>	<i>85%</i>	<i>85%</i>	<i>89%</i>	<i>87%</i>
<i>Unfavorable (Net)</i>	<i>10%</i>	<i>8%</i>	<i>9%</i>	<i>8%</i>

f) Latino

	Total	Republican	Democrat	Independent
Very favorable	35%	40%	37%	34%
Somewhat favorable	26%	25%	31%	26%
Lean favorable	20%	14%	19%	25%
Lean unfavorable	5%	5%	3%	6%
Somewhat unfavorable	3%	6%	3%	3%
Very unfavorable	3%	4%	2%	2%
Never heard of this	4%	3%	2%	4%
Skipped	3%	3%	3%	2%
<i>Favorable (Net)</i>	<i>82%</i>	<i>79%</i>	<i>87%</i>	<i>85%</i>
<i>Unfavorable (Net)</i>	<i>12%</i>	<i>15%</i>	<i>8%</i>	<i>10%</i>

TOPLINE & METHODOLOGY

g) Latinx

	Total	Republican	Democrat	Independent
Very favorable	11%	9%	14%	12%
Somewhat favorable	11%	7%	17%	10%
Lean favorable	13%	8%	18%	15%
Lean unfavorable	11%	6%	15%	13%
Somewhat unfavorable	6%	8%	5%	5%
Very unfavorable	11%	15%	5%	10%
Never heard of this	34%	44%	26%	32%
Skipped	3%	4%	1%	2%
<i>Favorable (Net)</i>	<i>35%</i>	<i>23%</i>	<i>48%</i>	<i>38%</i>
<i>Unfavorable (Net)</i>	<i>28%</i>	<i>29%</i>	<i>25%</i>	<i>28%</i>

h) Asian American

	Total	Republican	Democrat	Independent
Very favorable	34%	38%	35%	33%
Somewhat favorable	26%	23%	29%	27%
Lean favorable	20%	16%	21%	23%
Lean unfavorable	5%	7%	2%	6%
Somewhat unfavorable	3%	3%	3%	3%
Very unfavorable	5%	6%	4%	3%
Never heard of this	4%	4%	3%	3%
Skipped	4%	4%	3%	3%
<i>Favorable (Net)</i>	<i>80%</i>	<i>76%</i>	<i>85%</i>	<i>83%</i>
<i>Unfavorable (Net)</i>	<i>13%</i>	<i>16%</i>	<i>9%</i>	<i>12%</i>

i) AAPI

	Total	Republican	Democrat	Independent
Very favorable	9%	6%	15%	8%
Somewhat favorable	7%	3%	12%	7%
Lean favorable	9%	7%	12%	9%
Lean unfavorable	6%	5%	5%	7%
Somewhat unfavorable	4%	6%	2%	3%
Very unfavorable	4%	8%	2%	2%
Never heard of this	58%	63%	51%	63%
Skipped	3%	4%	1%	2%
<i>Favorable (Net)</i>	<i>25%</i>	<i>16%</i>	<i>39%</i>	<i>23%</i>
<i>Unfavorable (Net)</i>	<i>14%</i>	<i>18%</i>	<i>9%</i>	<i>12%</i>

TOPLINE & METHODOLOGY

j) Minority

	Total	Republican	Democrat	Independent
Very favorable	15%	16%	17%	15%
Somewhat favorable	16%	16%	19%	14%
Lean favorable	19%	19%	19%	21%
Lean unfavorable	18%	18%	19%	17%
Somewhat unfavorable	10%	8%	10%	11%
Very unfavorable	13%	14%	10%	12%
Never heard of this	7%	6%	5%	6%
Skipped	3%	4%	2%	3%
<i>Favorable (Net)</i>	<i>50%</i>	<i>51%</i>	<i>55%</i>	<i>50%</i>
<i>Unfavorable (Net)</i>	<i>41%</i>	<i>39%</i>	<i>39%</i>	<i>41%</i>

k) BIPOC

	Total	Republican	Democrat	Independent
Very favorable	6%	3%	11%	5%
Somewhat favorable	5%	4%	10%	3%
Lean favorable	7%	2%	11%	8%
Lean unfavorable	6%	4%	5%	8%
Somewhat unfavorable	3%	5%	*	3%
Very unfavorable	7%	10%	3%	6%
Never heard of this	63%	68%	58%	65%
Skipped	3%	3%	2%	2%
<i>Favorable (Net)</i>	<i>18%</i>	<i>9%</i>	<i>31%</i>	<i>16%</i>
<i>Unfavorable (Net)</i>	<i>16%</i>	<i>19%</i>	<i>9%</i>	<i>17%</i>

l) Person of color

	Total	Republican	Democrat	Independent
Very favorable	14%	11%	19%	14%
Somewhat favorable	17%	16%	23%	13%
Lean favorable	16%	11%	15%	21%
Lean unfavorable	16%	17%	15%	18%
Somewhat unfavorable	11%	13%	9%	12%
Very unfavorable	17%	21%	12%	13%
Never heard of this	7%	8%	6%	7%
Skipped	3%	4%	2%	3%
<i>Favorable (Net)</i>	<i>46%</i>	<i>38%</i>	<i>57%</i>	<i>48%</i>
<i>Unfavorable (Net)</i>	<i>44%</i>	<i>50%</i>	<i>36%</i>	<i>43%</i>

TOPLINE & METHODOLOGY

m) Black and Brown person

	Total	Republican	Democrat	Independent
Very favorable	13%	13%	15%	13%
Somewhat favorable	15%	16%	17%	14%
Lean favorable	18%	12%	22%	20%
Lean unfavorable	19%	19%	17%	21%
Somewhat unfavorable	11%	14%	11%	11%
Very unfavorable	14%	15%	12%	12%
Never heard of this	8%	9%	6%	8%
Skipped	2%	2%	*	2%
<i>Favorable (Net)</i>	<i>46%</i>	<i>41%</i>	<i>54%</i>	<i>46%</i>
<i>Unfavorable (Net)</i>	<i>45%</i>	<i>49%</i>	<i>40%</i>	<i>44%</i>

3. Which of the following best describes how you feel when someone uses a term (but not an explicitly racist one) other than your preference to describe your race or ethnicity?

	Total	Republican	Democrat	Independent
Unbothered	68%	75%	60%	73%
Annoyed	20%	15%	26%	20%
Offended	7%	5%	10%	4%
Something else	4%	5%	3%	2%
Skipped	1%	1%	1%	1%

4. How familiar are you, if at all, with the following practices of concepts?

Total Familiar Summary

	Total	Republican	Democrat	Independent
White supremacy	88%	83%	91%	91%
Racial justice	87%	83%	92%	85%
White privilege	86%	79%	91%	87%
Identifying pronouns (i.e. 'he/him; she/her; they/them) in email or social media communication	83%	76%	88%	85%
Using gender-neutral pronouns to describe someone, meaning not he/him or she/her	82%	77%	87%	83%
Antiracism	77%	73%	84%	73%
Cancel culture	74%	71%	77%	72%
Structural racism	68%	55%	76%	70%
Person-first language	60%	53%	66%	60%
Critical race theory	60%	57%	66%	60%

TOPLINE & METHODOLOGY

a) Identifying pronouns (i.e. 'he/him; she/her; they/them) in email or social media communication

	Total	Republican	Democrat	Independent
Very familiar	32%	29%	38%	30%
Somewhat familiar	37%	35%	38%	37%
Not very familiar	15%	12%	13%	18%
Not at all familiar	15%	23%	11%	15%
Skipped	2%	1%	1%	1%
<i>Familiar (Net)</i>	83%	76%	88%	85%

b) Using gender-neutral pronouns to describe someone, meaning not he/him or she/her

	Total	Republican	Democrat	Independent
Very familiar	25%	19%	31%	23%
Somewhat familiar	39%	36%	41%	41%
Not very familiar	19%	22%	15%	20%
Not at all familiar	17%	23%	13%	16%
Skipped	1%	1%	-	1%
<i>Familiar (Net)</i>	82%	77%	87%	83%

c) Person-first language

	Total	Republican	Democrat	Independent
Very familiar	17%	16%	18%	18%
Somewhat familiar	21%	17%	25%	18%
Not very familiar	22%	20%	23%	24%
Not at all familiar	39%	47%	34%	39%
Skipped	1%	1%	-	1%
<i>Familiar (Net)</i>	60%	53%	66%	60%

d) White privilege

	Total	Republican	Democrat	Independent
Very familiar	39%	27%	53%	38%
Somewhat familiar	36%	35%	31%	42%
Not very familiar	11%	17%	8%	7%
Not at all familiar	13%	20%	9%	12%
Skipped	1%	1%	-	2%
<i>Familiar (Net)</i>	86%	79%	91%	87%

e) Antiracism

	Total	Republican	Democrat	Independent
Very familiar	24%	18%	32%	23%
Somewhat familiar	36%	38%	37%	34%
Not very familiar	17%	17%	15%	17%
Not at all familiar	22%	26%	16%	26%
Skipped	1%	1%	1%	1%
<i>Familiar (Net)</i>	77%	73%	84%	73%

TOPLINE & METHODOLOGY

f) Structural racism

	Total	Republican	Democrat	Independent
Very familiar	20%	11%	28%	21%
Somewhat familiar	26%	18%	31%	25%
Not very familiar	22%	26%	17%	24%
Not at all familiar	31%	43%	24%	30%
Skipped	1%	2%	-	*
<i>Familiar (Net)</i>	68%	55%	76%	70%

g) Cancel culture

	Total	Republican	Democrat	Independent
Very familiar	27%	30%	27%	24%
Somewhat familiar	31%	27%	34%	32%
Not very familiar	16%	14%	17%	16%
Not at all familiar	26%	29%	23%	28%
Skipped	1%	1%	-	1%
<i>Familiar (Net)</i>	74%	71%	77%	72%

h) Critical race theory

	Total	Republican	Democrat	Independent
Very familiar	14%	13%	15%	14%
Somewhat familiar	23%	25%	25%	21%
Not very familiar	23%	19%	27%	26%
Not at all familiar	39%	42%	33%	39%
Skipped	1%	1%	*	1%
<i>Familiar (Net)</i>	60%	57%	66%	60%

i) Racial justice

	Total	Republican	Democrat	Independent
Very familiar	30%	21%	39%	29%
Somewhat familiar	43%	44%	43%	44%
Not very familiar	14%	18%	10%	12%
Not at all familiar	12%	17%	8%	14%
Skipped	1%	1%	*	1%
<i>Familiar (Net)</i>	87%	83%	92%	85%

TOPLINE & METHODOLOGY

j) White supremacy

	Total	Republican	Democrat	Independent
Very familiar	38%	27%	49%	40%
Somewhat familiar	38%	42%	33%	39%
Not very familiar	12%	15%	9%	13%
Not at all familiar	11%	16%	9%	8%
Skipped	1%	1%	*	1%
<i>Familiar (Net)</i>	88%	83%	91%	91%

5. **[Asked if Q4 = Very/Somewhat/Not very familiar]** Do you have a favorable or unfavorable view toward the following practices of concepts?

Total Favorable Summary

	Total	Republican	Democrat	Independent
Antiracism	62%	43%	74%	63%
Identifying pronouns (i.e. 'he/him; she/her; they/them) in email or social media communication	60%	45%	76%	56%
Racial justice	60%	35%	81%	61%
Person-first language	57%	40%	72%	54%
Using gender-neutral pronouns to describe someone, meaning not he/him or she/her	45%	16%	69%	44%
Critical race theory	41%	14%	68%	37%
Structural racism	18%	9%	24%	17%
Cancel culture	16%	4%	27%	16%
White privilege	14%	12%	15%	13%
White supremacy	8%	6%	11%	7%

TOPLINE & METHODOLOGY

a) Identifying pronouns (i.e. 'he/him; she/her; they/them) in email or social media communication

	Total (N=850)	Republican (N=221)	Democrat (N=263)	Independent (N=277)
Very favorable	18%	18%	23%	14%
Somewhat favorable	18%	13%	24%	17%
Lean favorable	24%	14%	30%	25%
Lean unfavorable	15%	16%	12%	18%
Somewhat unfavorable	8%	10%	6%	10%
Very unfavorable	15%	28%	6%	13%
Skipped	2%	1%	*	3%
<i>Favorable (Net)</i>	<i>60%</i>	<i>45%</i>	<i>76%</i>	<i>56%</i>
<i>Unfavorable (Net)</i>	<i>38%</i>	<i>54%</i>	<i>24%</i>	<i>41%</i>

b) Using gender-neutral pronouns to describe someone, meaning not he/him or she/her

	Total (N=843)	Republican (N=223)	Democrat (N=259)	Independent (N=274)
Very favorable	12%	3%	23%	9%
Somewhat favorable	13%	2%	20%	12%
Lean favorable	20%	10%	26%	24%
Lean unfavorable	17%	19%	13%	21%
Somewhat unfavorable	11%	15%	7%	11%
Very unfavorable	25%	50%	11%	21%
Skipped	2%	2%	*	3%
<i>Favorable (Net)</i>	<i>45%</i>	<i>16%</i>	<i>69%</i>	<i>44%</i>
<i>Unfavorable (Net)</i>	<i>54%</i>	<i>83%</i>	<i>31%</i>	<i>53%</i>

c) Person-first language

	Total (N=591)	Republican (N=148)	Democrat (N=192)	Independent (N=190)
Very favorable	11%	11%	15%	7%
Somewhat favorable	15%	9%	22%	12%
Lean favorable	31%	20%	35%	35%
Lean unfavorable	22%	26%	16%	26%
Somewhat unfavorable	9%	10%	8%	9%
Very unfavorable	10%	21%	3%	8%
Skipped	2%	3%	1%	3%
<i>Favorable (Net)</i>	<i>57%</i>	<i>40%</i>	<i>72%</i>	<i>54%</i>
<i>Unfavorable (Net)</i>	<i>41%</i>	<i>57%</i>	<i>27%</i>	<i>43%</i>

TOPLINE & METHODOLOGY

d) White privilege

	Total (N=875)	Republican (N=229)	Democrat (N=271)	Independent (N=283)
Very favorable	3%	2%	3%	2%
Somewhat favorable	5%	4%	6%	4%
Lean favorable	7%	7%	6%	7%
Lean unfavorable	20%	21%	15%	24%
Somewhat unfavorable	16%	18%	18%	14%
Very unfavorable	48%	48%	52%	47%
Skipped	2%	1%	1%	2%
<i>Favorable (Net)</i>	<i>14%</i>	<i>12%</i>	<i>15%</i>	<i>13%</i>
<i>Unfavorable (Net)</i>	<i>84%</i>	<i>87%</i>	<i>84%</i>	<i>85%</i>

e) Antiracism

	Total (N=778)	Republican (N=211)	Democrat (N=249)	Independent (N=239)
Very favorable	22%	11%	36%	19%
Somewhat favorable	18%	14%	19%	18%
Lean favorable	22%	19%	19%	25%
Lean unfavorable	13%	19%	11%	10%
Somewhat unfavorable	9%	11%	5%	11%
Very unfavorable	15%	26%	9%	12%
Skipped	2%	1%	1%	4%
<i>Favorable (Net)</i>	<i>62%</i>	<i>43%</i>	<i>74%</i>	<i>63%</i>
<i>Unfavorable (Net)</i>	<i>36%</i>	<i>56%</i>	<i>25%</i>	<i>33%</i>

f) Structural racism

	Total (N=680)	Republican (N=157)	Democrat (N=229)	Independent (N=223)
Very favorable	4%	2%	6%	3%
Somewhat favorable	4%	1%	4%	5%
Lean favorable	11%	6%	15%	9%
Lean unfavorable	19%	17%	17%	23%
Somewhat unfavorable	15%	21%	10%	16%
Very unfavorable	45%	51%	48%	40%
Skipped	2%	2%	1%	4%
<i>Favorable (Net)</i>	<i>18%</i>	<i>9%</i>	<i>24%</i>	<i>17%</i>
<i>Unfavorable (Net)</i>	<i>79%</i>	<i>89%</i>	<i>75%</i>	<i>79%</i>

TOPLINE & METHODOLOGY

g) Cancel culture

	Total (N=757)	Republican (N=207)	Democrat (N=233)	Independent (N=236)
Very favorable	2%	1%	3%	1%
Somewhat favorable	5%	2%	7%	5%
Lean favorable	9%	2%	16%	10%
Lean unfavorable	21%	14%	27%	23%
Somewhat unfavorable	19%	13%	22%	19%
Very unfavorable	41%	67%	23%	39%
Skipped	2%	2%	1%	4%
<i>Favorable (Net)</i>	<i>16%</i>	<i>4%</i>	<i>27%</i>	<i>16%</i>
<i>Unfavorable (Net)</i>	<i>82%</i>	<i>94%</i>	<i>73%</i>	<i>80%</i>

h) Critical race theory

	Total (N=620)	Republican (N=167)	Democrat (N=203)	Independent (N=195)
Very favorable	6%	2%	13%	3%
Somewhat favorable	15%	4%	26%	15%
Lean favorable	20%	8%	28%	19%
Lean unfavorable	18%	15%	15%	24%
Somewhat unfavorable	10%	11%	6%	11%
Very unfavorable	29%	59%	10%	25%
Skipped	2%	1%	2%	3%
<i>Favorable (Net)</i>	<i>41%</i>	<i>14%</i>	<i>68%</i>	<i>37%</i>
<i>Unfavorable (Net)</i>	<i>57%</i>	<i>85%</i>	<i>31%</i>	<i>60%</i>

i) Racial justice

	Total (N=882)	Republican (N=239)	Democrat (N=273)	Independent (N=280)
Very favorable	25%	6%	45%	21%
Somewhat favorable	16%	11%	20%	17%
Lean favorable	20%	18%	16%	24%
Lean unfavorable	11%	17%	5%	11%
Somewhat unfavorable	9%	13%	5%	9%
Very unfavorable	18%	33%	8%	15%
Skipped	2%	3%	1%	3%
<i>Favorable (Net)</i>	<i>60%</i>	<i>35%</i>	<i>81%</i>	<i>61%</i>
<i>Unfavorable (Net)</i>	<i>38%</i>	<i>63%</i>	<i>18%</i>	<i>36%</i>

TOPLINE & METHODOLOGY

j) White supremacy

	Total (N=902)	Republican (N=240)	Democrat (N=271)	Independent (N=298)
Very favorable	1%	2%	2%	1%
Somewhat favorable	3%	3%	4%	3%
Lean favorable	4%	2%	5%	3%
Lean unfavorable	11%	16%	7%	13%
Somewhat unfavorable	9%	11%	5%	11%
Very unfavorable	70%	66%	77%	69%
Skipped	1%	1%	1%	1%
<i>Favorable (Net)</i>	<i>8%</i>	<i>6%</i>	<i>11%</i>	<i>7%</i>
<i>Unfavorable (Net)</i>	<i>90%</i>	<i>93%</i>	<i>89%</i>	<i>92%</i>



TOPLINE & METHODOLOGY

About the Study

This New York Times/Ipsos Poll was conducted June 4-7, 2021, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,010 general population adults age 18 or older. This sample includes 284 Republicans, 294 Democrats, and 326 Independents.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, and race/ethnicity by education. The demographic benchmarks came from the 2019 American Community Survey (ACS) except for the metropolitan status, which is not available from the 1-year ACS data, were obtained from the 2020 March Supplement of the Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other or 2+ Races Non-Hispanic, Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West) by Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Hispanic) by Gender (Male, Female)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Hispanic) by Age (18-44, 45+)
- Race/ethnicity (White/Other Non-Hispanic, Black Non-Hispanic, Hispanic) by Education (Some College or less, Bachelor and beyond)

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.11. The margin of sampling error is higher and varies for results based on other sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.



TOPLINE & METHODOLOGY

About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com

<https://www.ipsos.com/en-us/node/790746/edit>

<https://www.ipsos.com/en-us/news-polls/NYT-race-identity-2021>