

US Residents Public Opinion Survey & Index Fall 2023



Emerson College
P O L L I N G



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METHODOLOGY

Emerson College Polling presents The Common Good with the findings from a survey of US residents. All respondents interviewed in this study were part of a fully representative sample using an area probabilistic sampling method of N=1,000 (sample size). The margin of error for the sample is +/- 3.0% in 19 of 20 cases.

The sample size of the survey is n=1,000. The entire sample was weighted by age, gender, ethnicity, education and region based on US Census data.

The survey was administered using a mixed-mode methodology including: web survey via email and an online panel.

The results presented in this report include univariate and bivariate analysis of the data. Frequency distributions for each item included on the questionnaire are shown in the tables. In all cases, cross-tabulation results are also shown. This type of bivariate analysis examines differences between sub-groups of the overall population. In the cases where cross tabulation results are presented, a chi-square test, an independent t-test for means, or a Z-test for independent percentages is shown.

A chi-square test is used in cases where comparisons are made for categorical variables. A t-test is used in cases where comparisons are made for measurement variables. A Z-test is used in cases where comparisons are made between independent population percentages.

The purpose of these statistical tests is to determine whether or not the observed difference between sub-groups in the sample is due to sampling error or whether it is due to a real difference in the population. When the results are statistically significant, it strongly suggests that the observed difference between sub-groups found in the sample is due to a real difference in the population, and not due to sampling error.

A chi-square significance level of .05 indicates significance at the 95 percent level. In other words, it is 95 percent likely that the results are due to a real difference between comparison groups. A chi-square significance level of .01 indicates significance at the 99 percent level. When a t-test or a Z-test is shown, lower- and upper-case letters indicate significance at the 90 and 95 percent levels respectively.

THE COMMON GOOD INDEX

The Common Good Index score was developed using a graded, five-question series to assess degrees of political division across the various groups that comprise the United States of America. Respondents were asked an introductory series of five questions, and their answers were compiled. Responses to the series were combined to create a score on a scale of 10 to 100, with 10 indicating no division, and 100 showing complete division. Voters were then analyzed by age, gender, political affiliation, race, education, household income, and region, and each group was assigned a significance score. A significance level of .05 indicates significance at the 95 percent level. In other words, it is 95 percent likely that the results are due to a real difference between the cohort and their reported levels of divisiveness. The questions asked were:

| | 2023 | 2022 |
|--|-------------|-------------|
| 1. Do you have family or friends with whom you can no longer discuss political matters civilly or respectfully? | 6.7 | 6.2 |
| 2. Do you agree or disagree with the following statement: our government is so divided that it is no longer effective. | 15.2 | 14.5 |
| 3. Do you agree or disagree with the following statement: national division is a threat to our democracy. | 16.2 | 14.9 |
| 4. Is the greatest threat to our country internal (from within the USA) or external (from other countries)? | 25.4 | 27.6 |
| 5. When considering those with whom you strongly disagree politically, do you generally believe them to be good and honest people? | 7.7 | 7.7 |
| Total | 71.4 | 70.9 |

The Common Good Index score is 71.4 in 2023 (70.9 in 2022)

Age

Age has a significance score of .057, meaning that one's age is not a statistically significant factor in an individual's propensity towards divisiveness.

| Age | Common Good Index Score |
|--------------|-------------------------|
| 18-29 | 68.9 |
| 30-39 | 70 |
| 40-49 | 71 |
| 50-59 | 72.2 |
| 60-69 | 72 |
| 70 + | 75.5 |
| Total | 71.4 |

THE COMMON GOOD INDEX

Gender

Gender has a significance score of .136, meaning that one's gender is not a statistically significant factor in an individual's propensity towards divisiveness.

| Gender | CGI 2023 | CGI 2022 |
|--------|----------|----------|
| Men | 70.9 | 71.6 |
| Women | 72.2 | 70.6 |
| Total | 71.4 | 70.9 |

Political Party Affiliation

Political affiliation has a significance score of .002*, meaning that one's political affiliation is a statistically significant factor in an individual's propensity towards divisiveness.

| Political Party | CGI 2023 | CGI 2022 |
|-----------------|----------|----------|
| Not Registered | 65.1 | 68.8 |
| Democrat | 73.9 | 69.6 |
| Republican | 69.4 | 73.3 |
| Independent | 72.2 | 70.7 |
| Total | 71.4 | 70.9 |

Education

Education has a significance score of .174, meaning that one's level of education is not a statistically significant factor in an individual's propensity towards divisiveness.

| Education | CGI 2023 |
|-----------------------------|----------|
| HS or less | 70.4 |
| Vocational/Technical school | 69.0 |
| Associate/Some college | 70.4 |
| College Graduate | 73.5 |
| Post-grad | 73.5 |
| Total | 71.4 |

THE COMMON GOOD INDEX

Race

Education has a significance score of .004*, meaning that one's race is a statistically significant factor in an individual's propensity towards divisiveness.

| Race | CGI 2023 | CGI 2022 |
|----------|----------|----------|
| Hispanic | 68.8 | 69.2 |
| White | 73.5 | 73.0 |
| Black | 69.0 | 66.1 |
| AAPI | 66.2 | 68.5 |
| Total | 71.4 | 70.9 |

Income

Income has a significance score of .058, meaning that income is not a statistically significant factor in an individual's propensity towards divisiveness.

| Income | CGI 2023 | CGI 2022 |
|--------------|----------|----------|
| >\$25k | 68.8 | 67.8 |
| \$25k-\$75k | 73.0 | 72.2 |
| \$75k-\$150k | 70.3 | 72.7 |
| \$150k+ | 72.2 | 69.5 |
| Total | 71.4 | 70.9 |

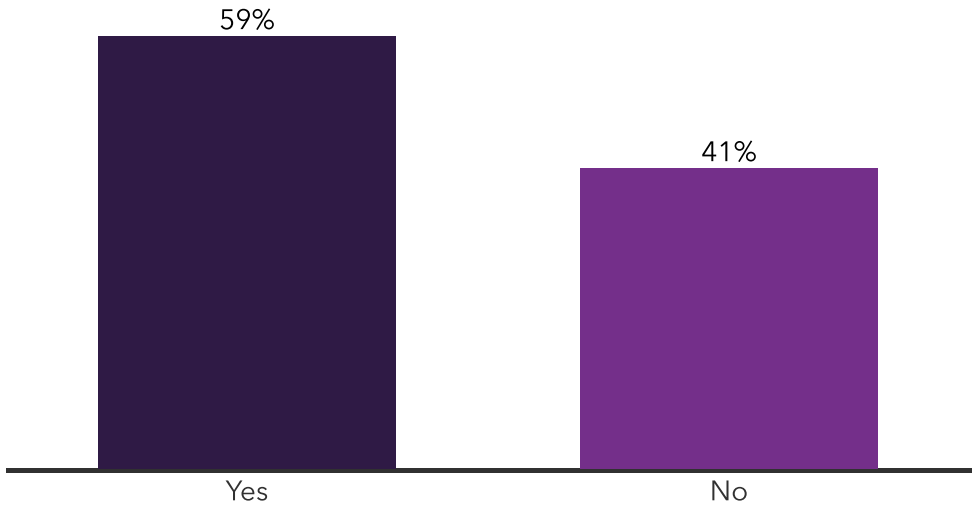
Region

Region has a significance score of .076, meaning that region is not always a statistically significant factor in an individual's propensity towards divisiveness.

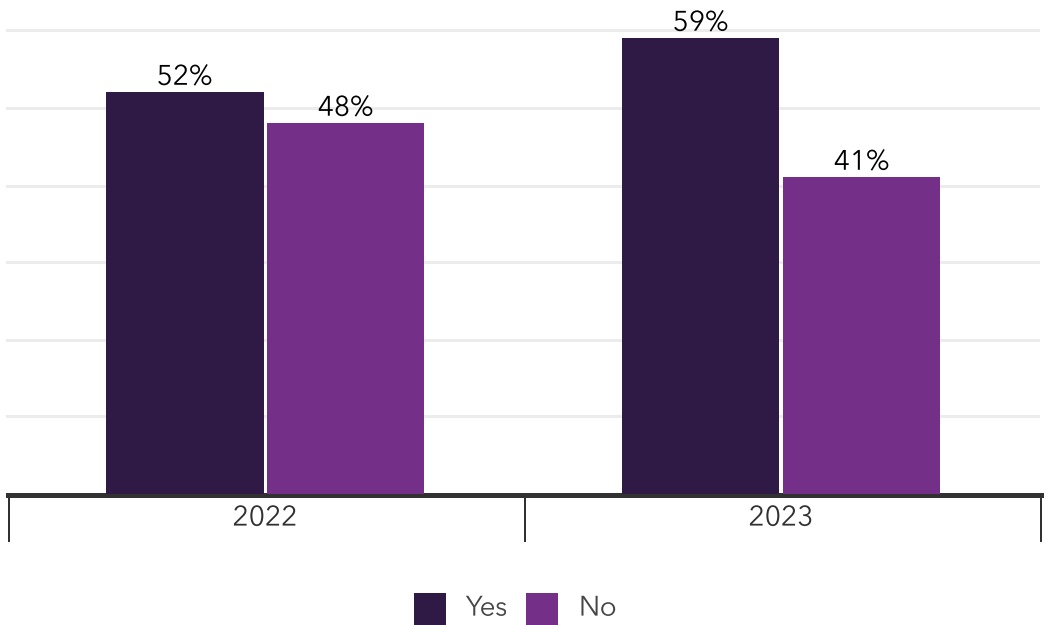
| Region | CGI 2023 | CGI 2022 |
|-----------|----------|----------|
| Northeast | 69.6 | 72.9 |
| South | 70.9 | 71.4 |
| Midwest | 74.6 | 71.7 |
| West | 70.8 | 68.1 |
| Total | 71.4 | 70.9 |

SURVEY RESULTS

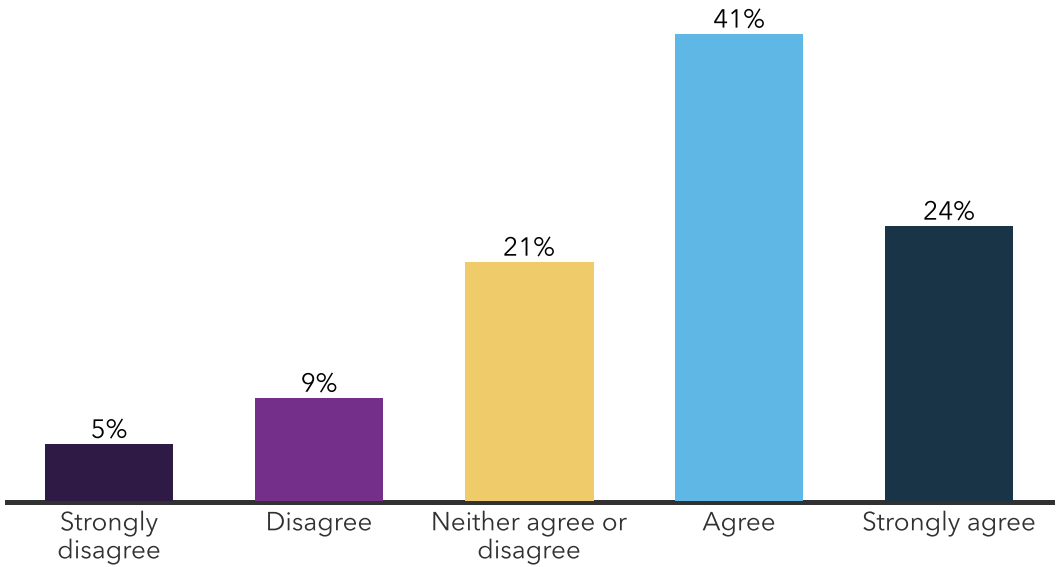
Do you have family or friends with whom you can no longer discuss political matters civilly or respectfully?



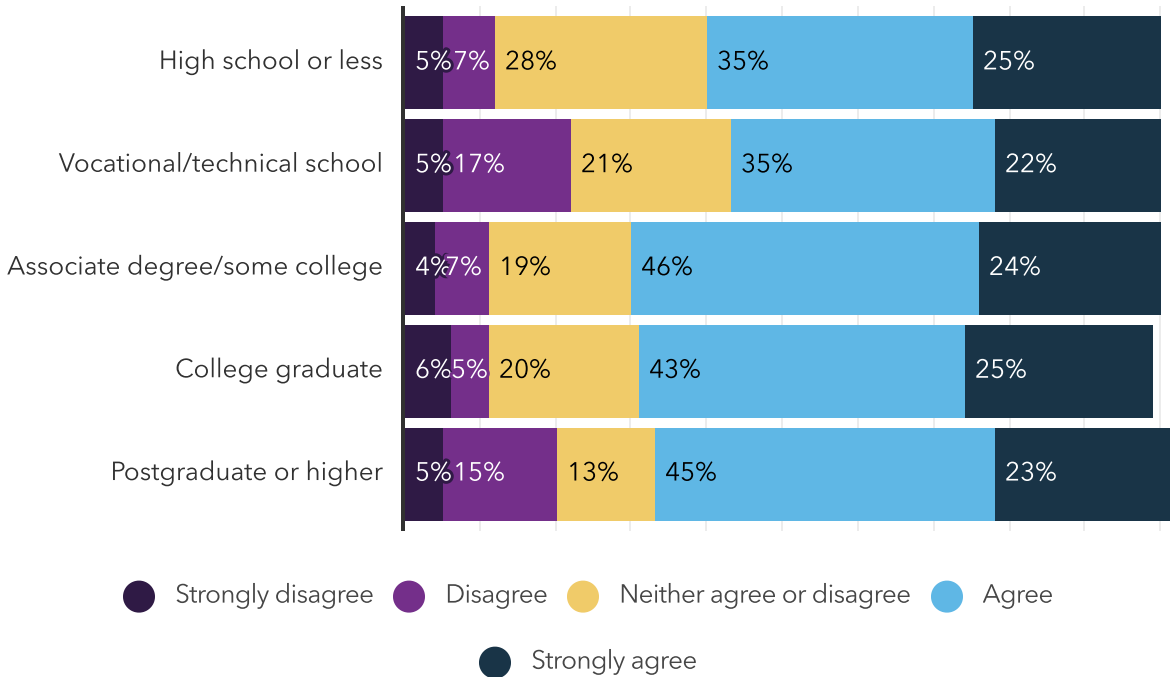
2022 vs Present



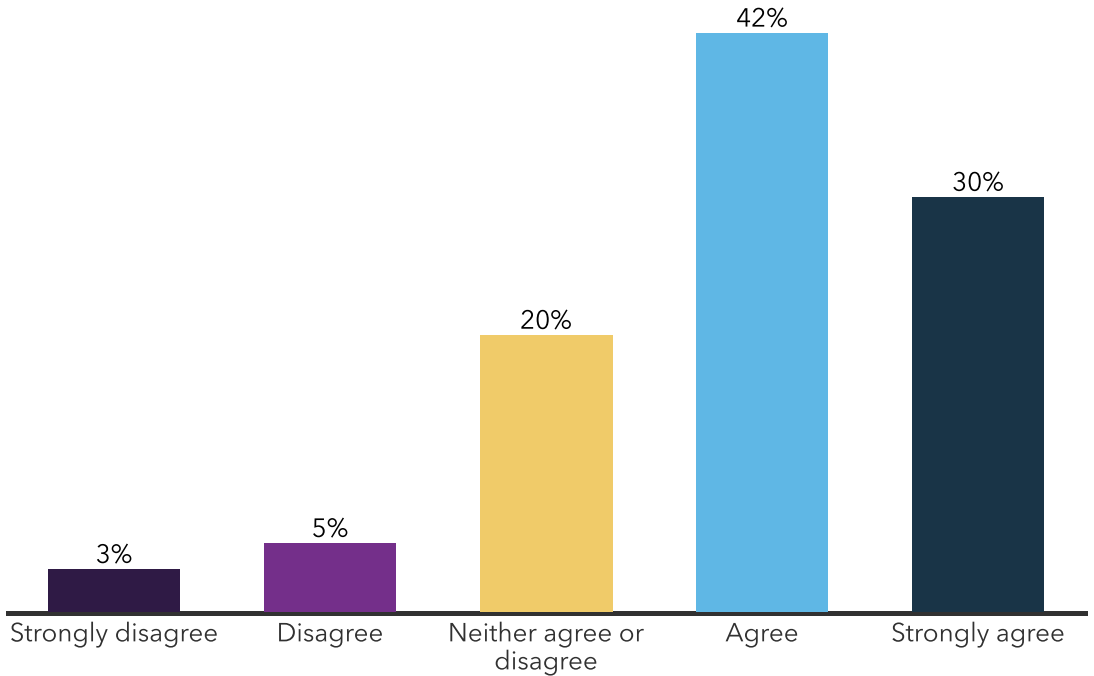
Do you agree or disagree: Our government is so divided that it is no longer effective



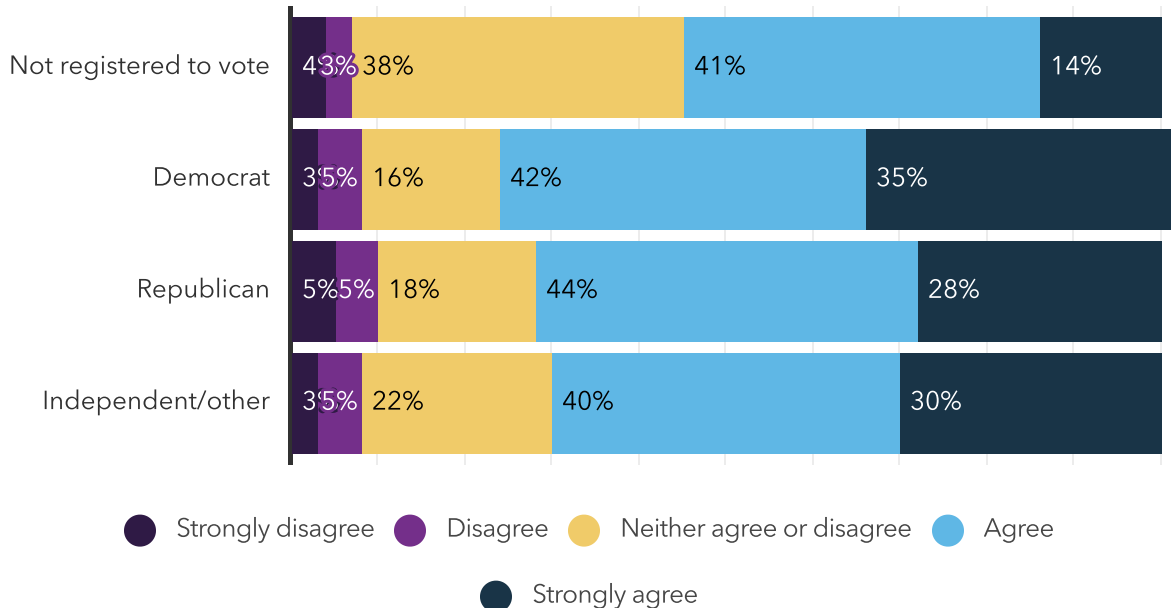
By highest level of education



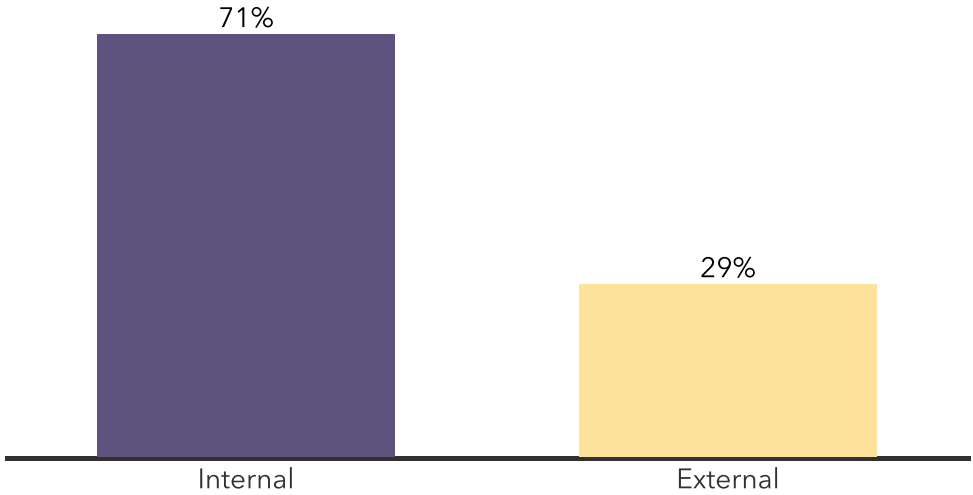
Do you agree or disagree: National division is a threat to our democracy



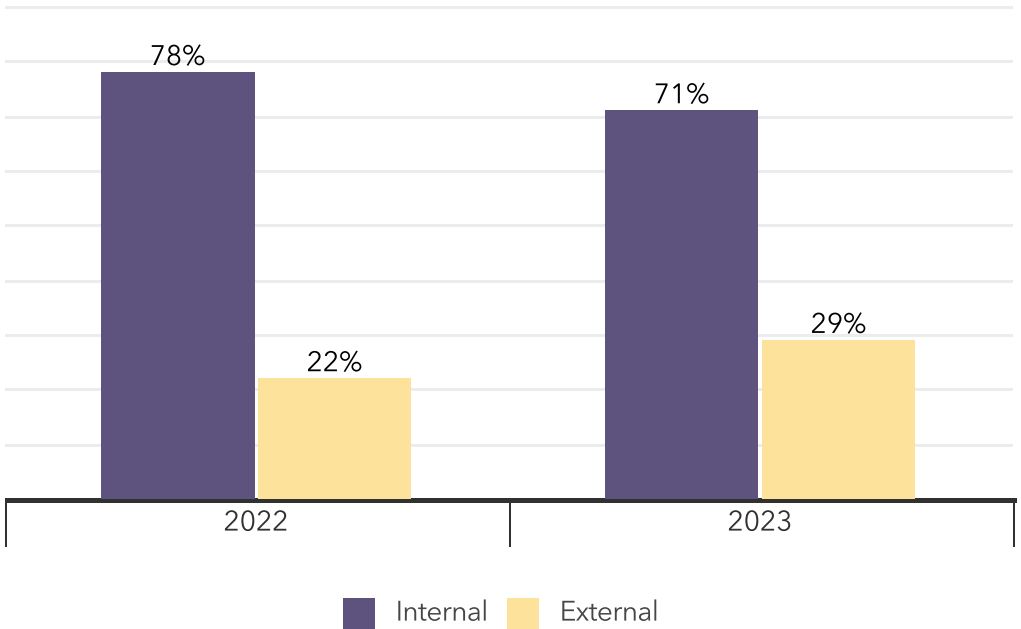
By party affiliation/registration



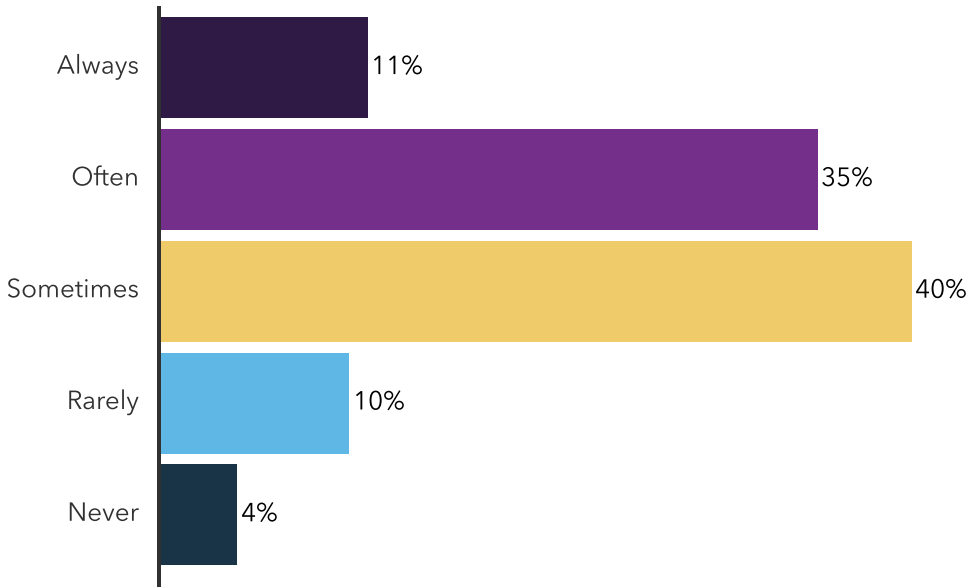
Is the greatest threat to our country internal (from within the USA) or external (from other countries)?



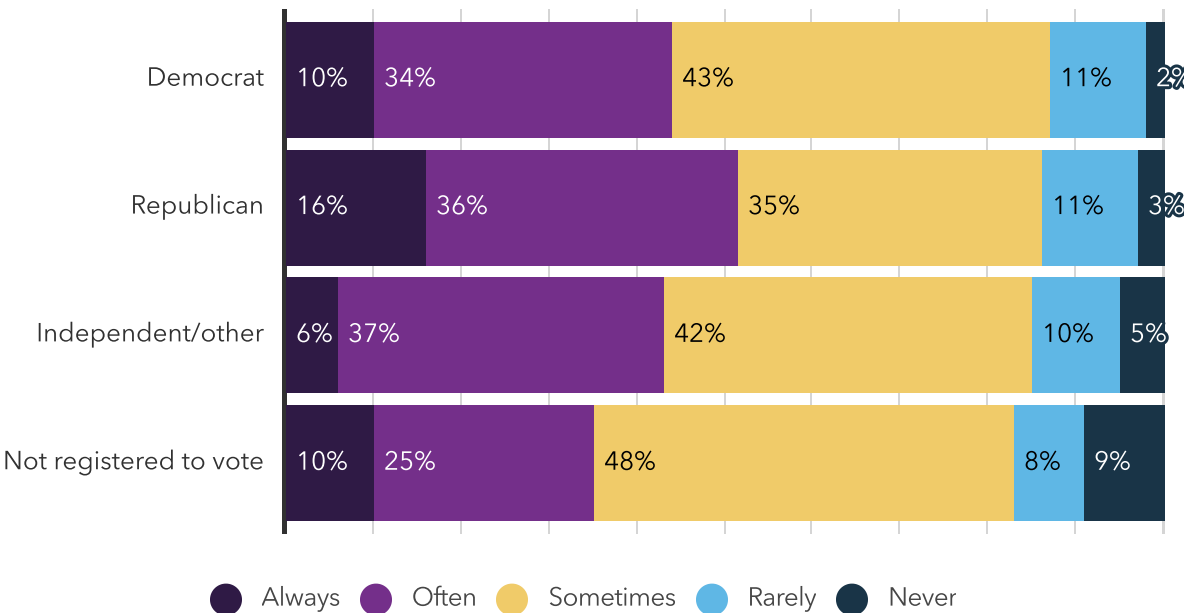
2022 vs Present



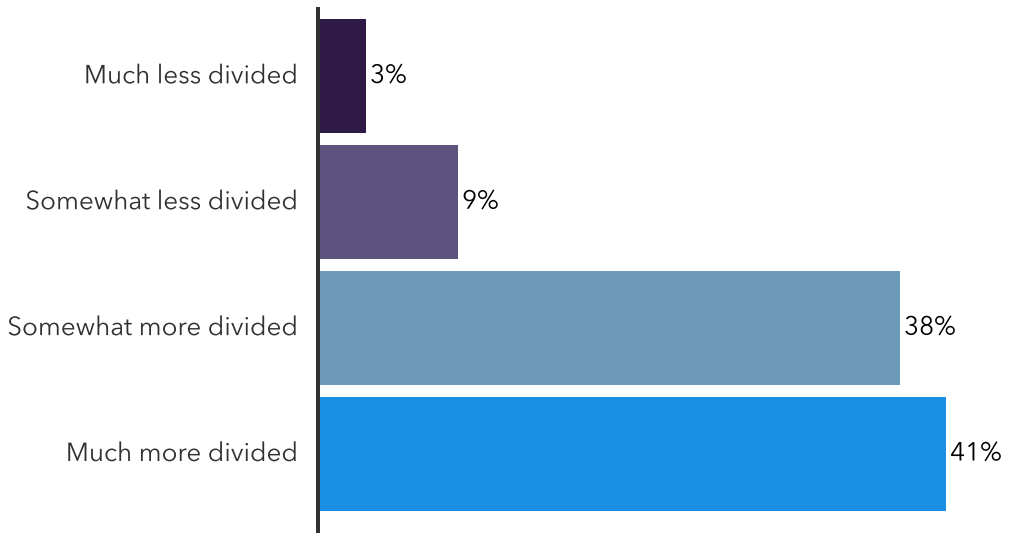
When considering those with whom you strongly disagree politically, do you generally believe them to be good and honest people?



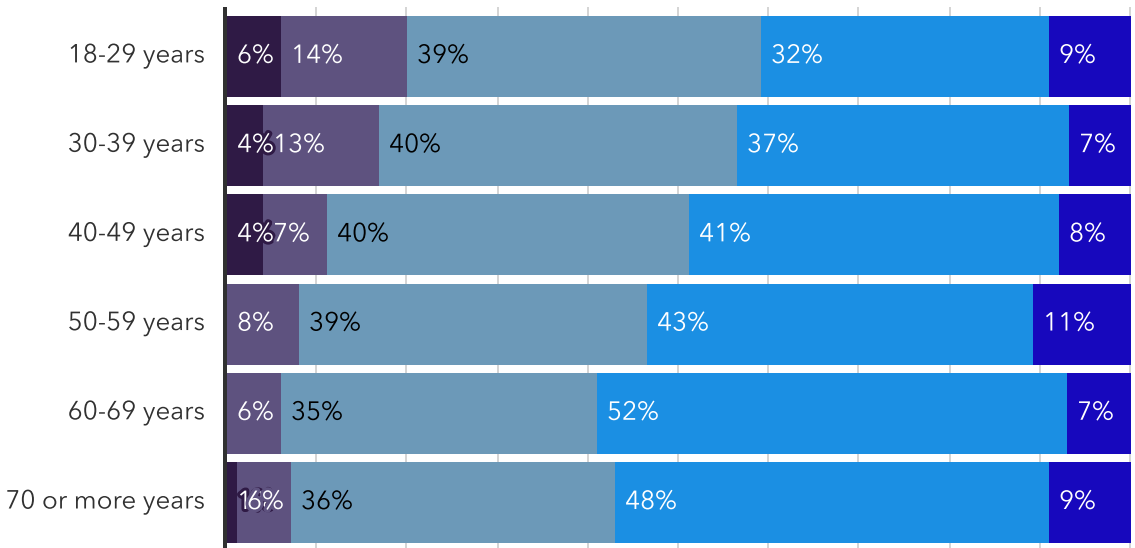
By party affiliation/registration



In your view, is America more or less divided today than it was one year ago?

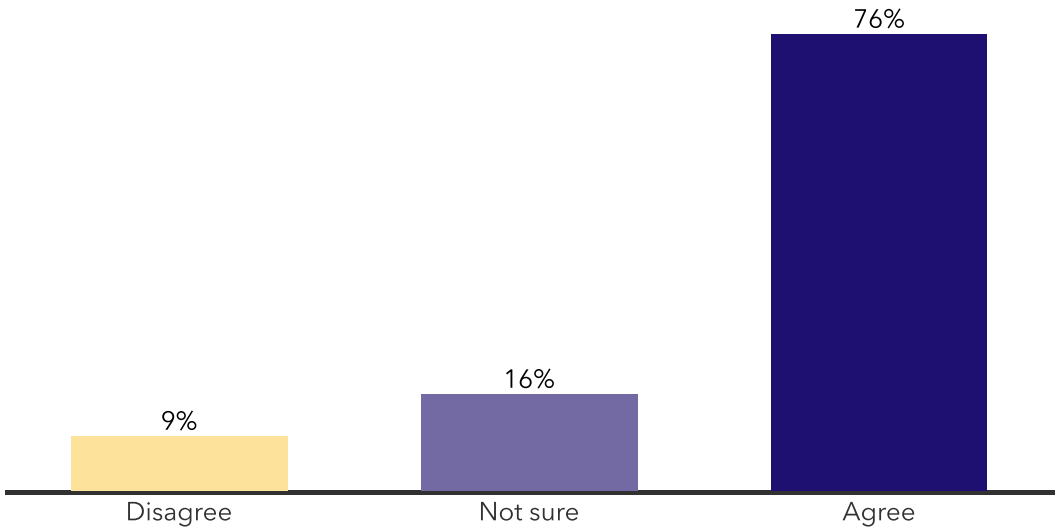


By age

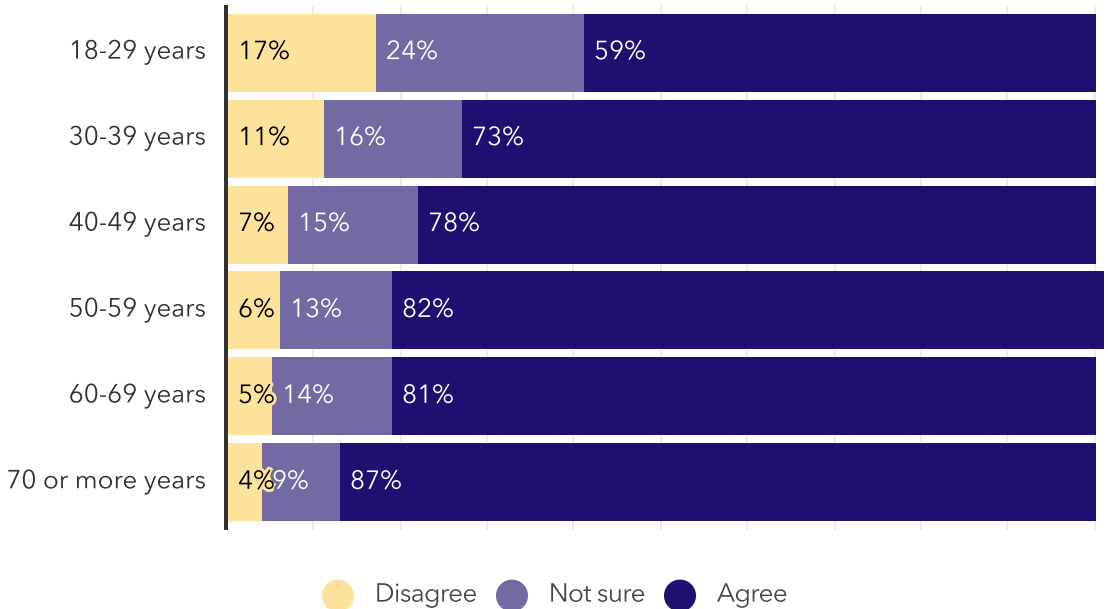


- Much less divided
- Somewhat less divided
- Somewhat more divided
- Much more divided
- Unsure

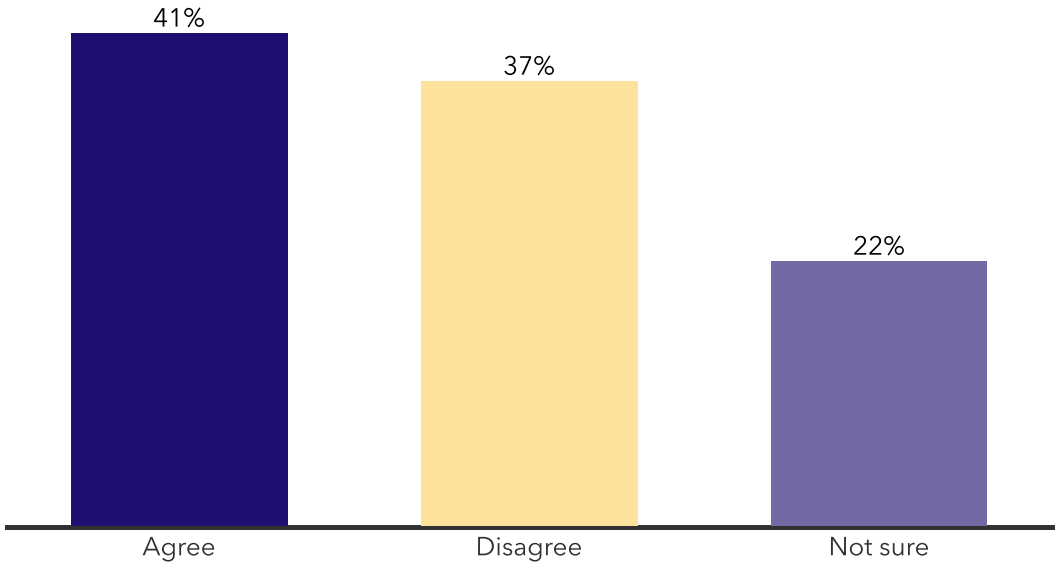
Do you agree or disagree: Many politicians today promote and encourage national division for political self-interest



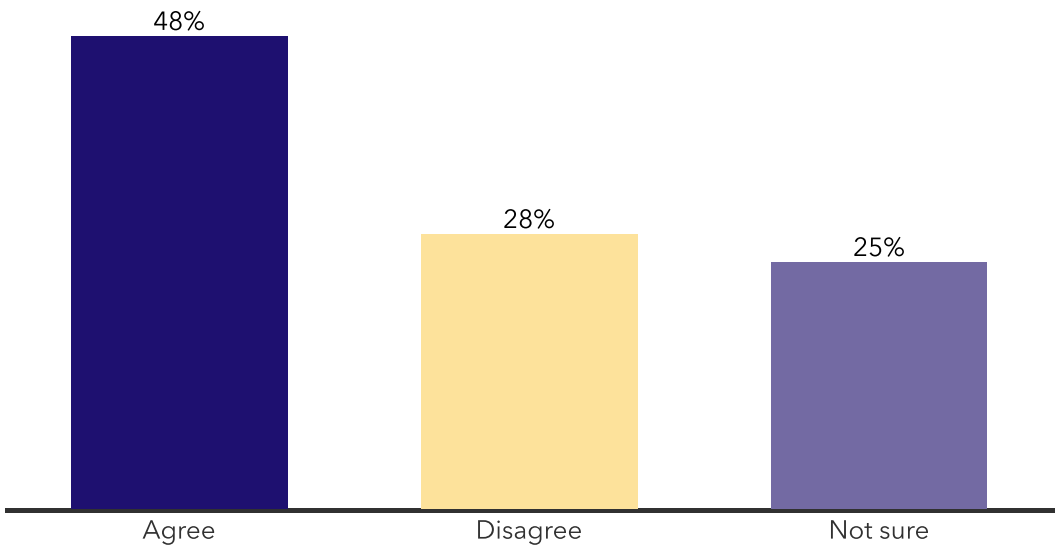
By age



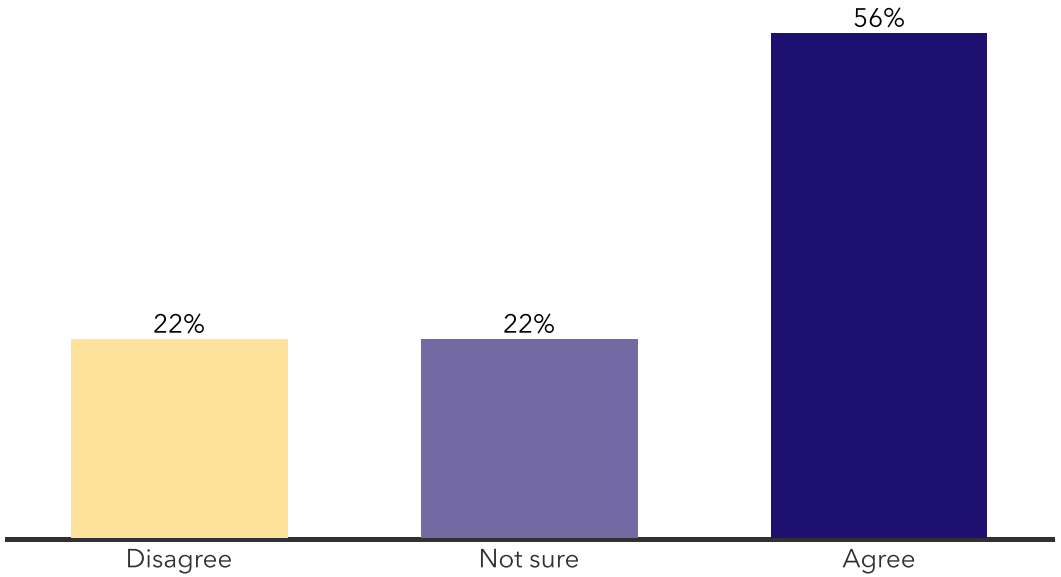
Do you agree or disagree: The Democratic Party is dominated by extremists from the left, cutting off access to moderate candidates



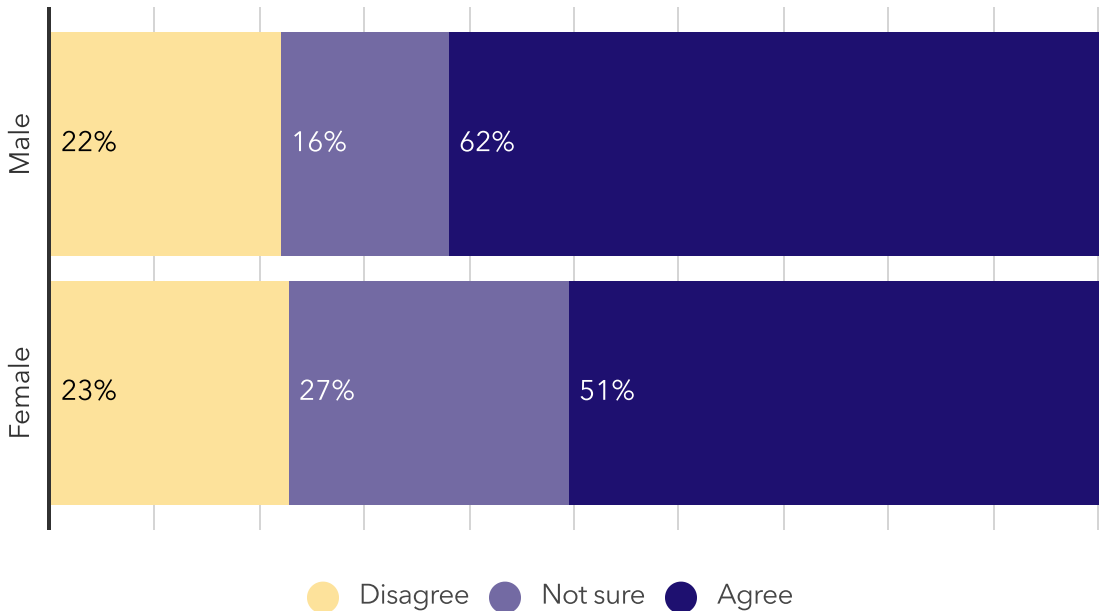
Do you agree or disagree: The Republican Party is dominated by extremists from the right, cutting off access to moderate candidates



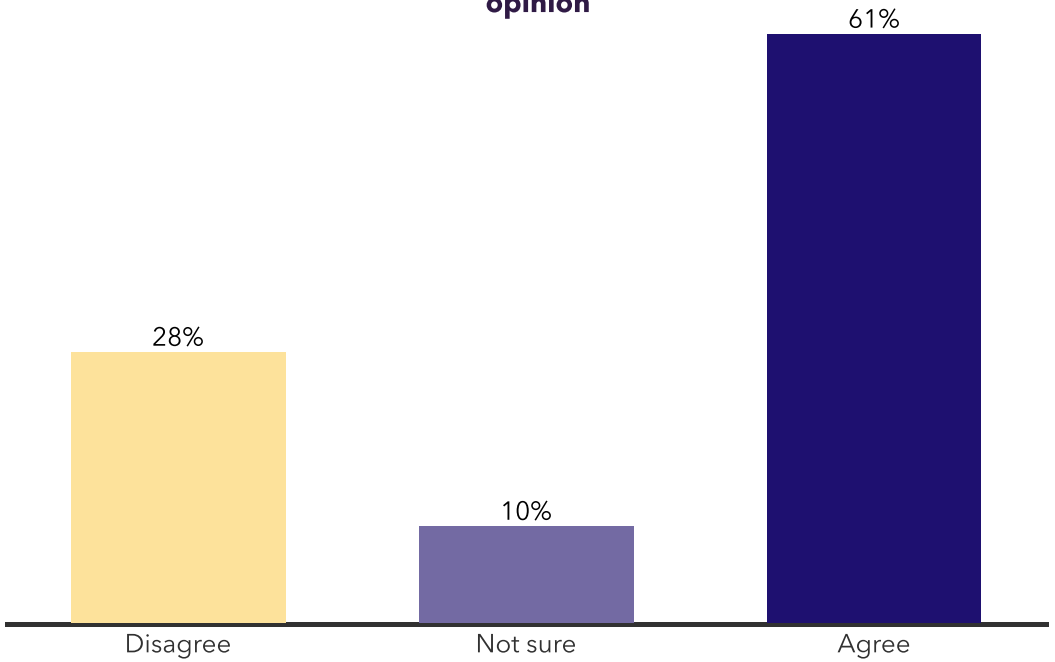
Political correctness or "wokeness" is a major source of our national division



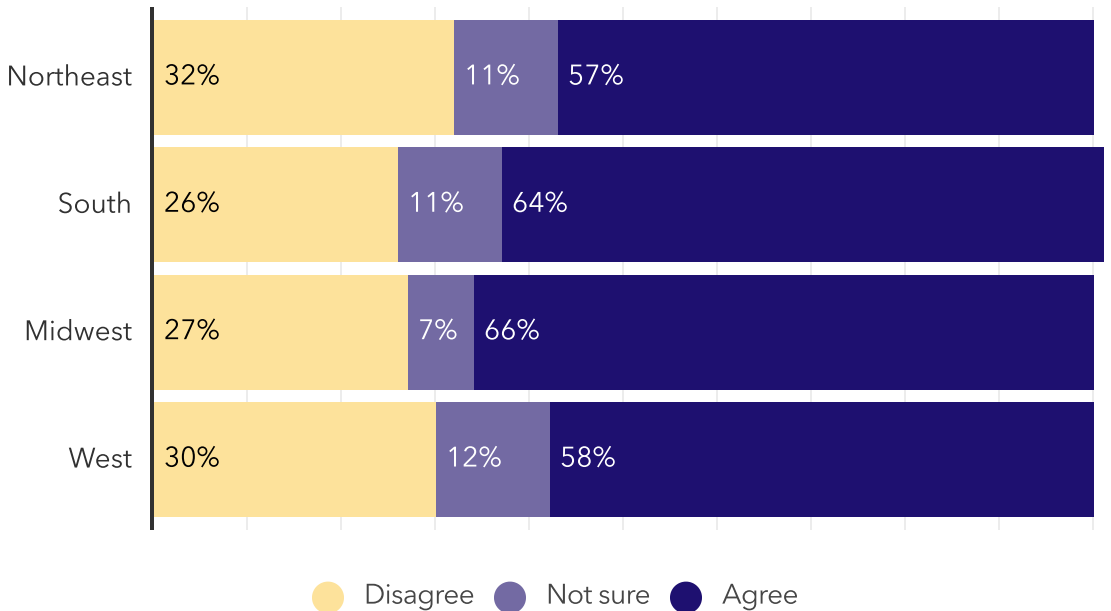
By gender



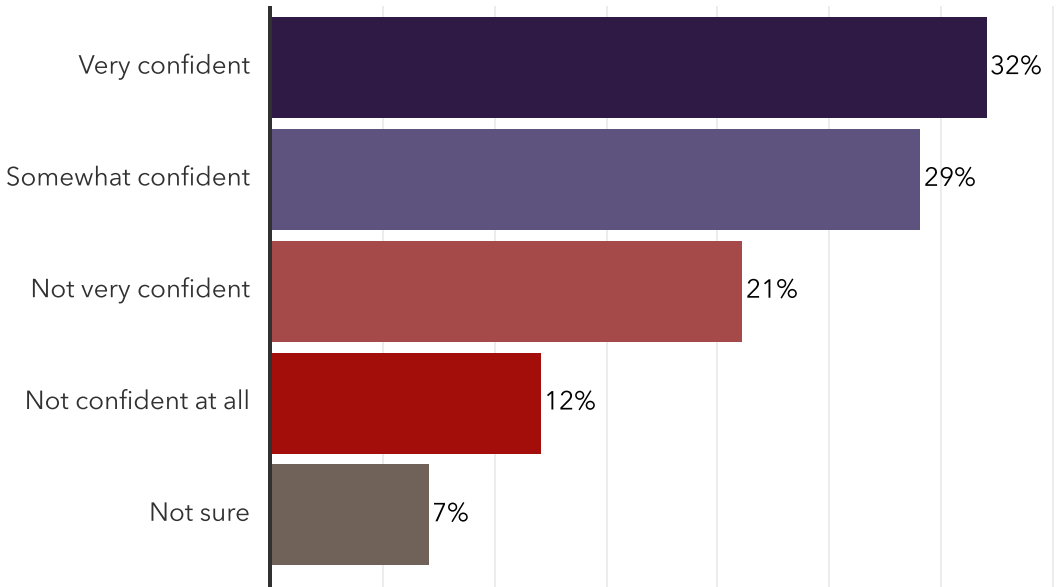
Society has become so divided that I sometimes feel afraid to express an opinion



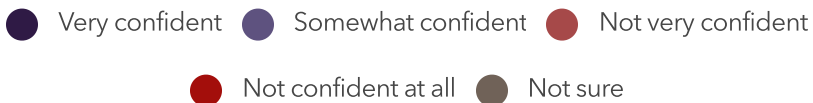
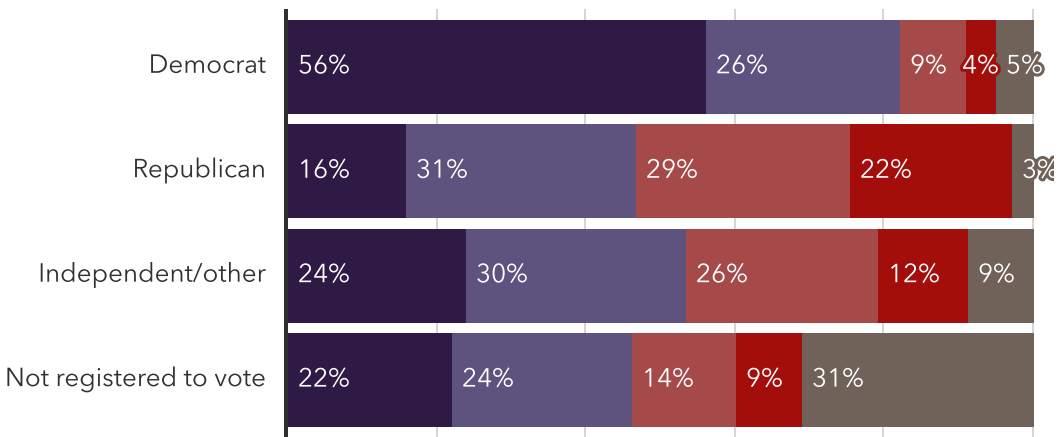
By region



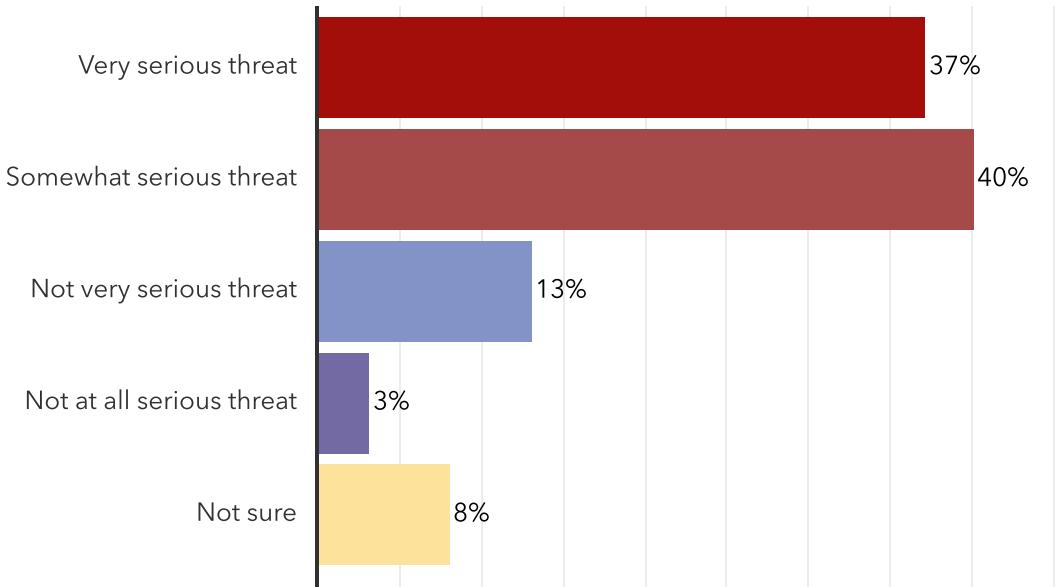
How confident are you that votes cast in the 2024 national elections will be counted fairly and accurately?



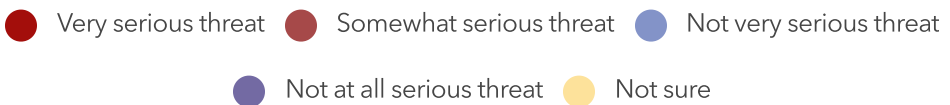
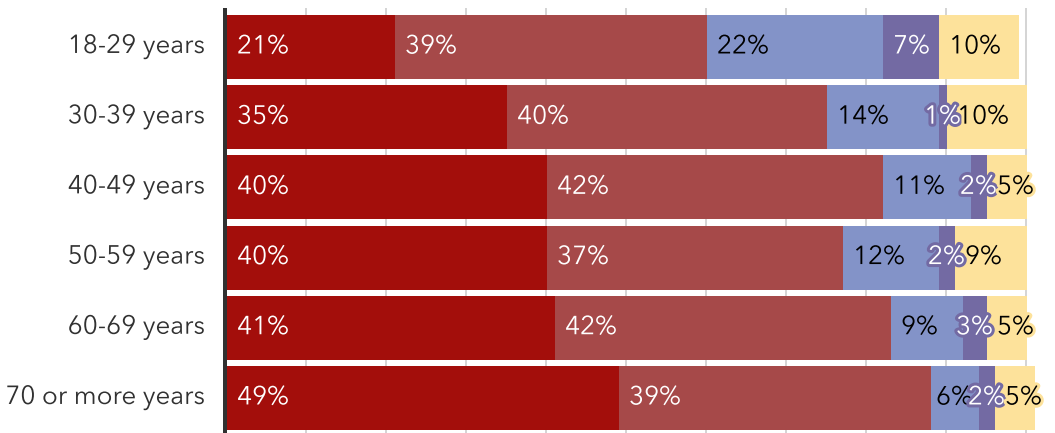
By party affiliation/registration



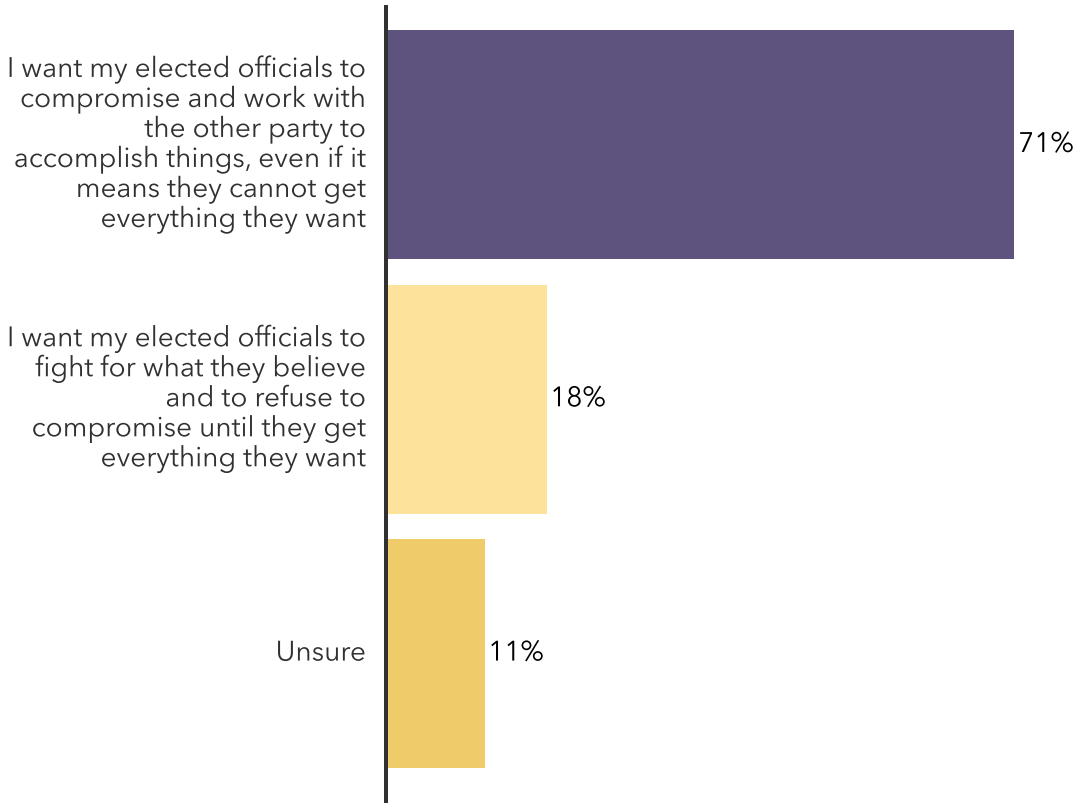
How much of a threat do you believe disinformation from social and news media poses to the survival of American democracy?



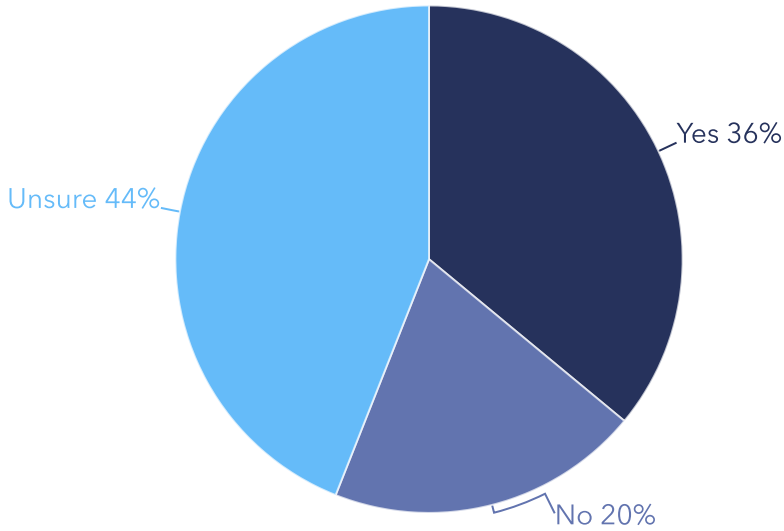
By age



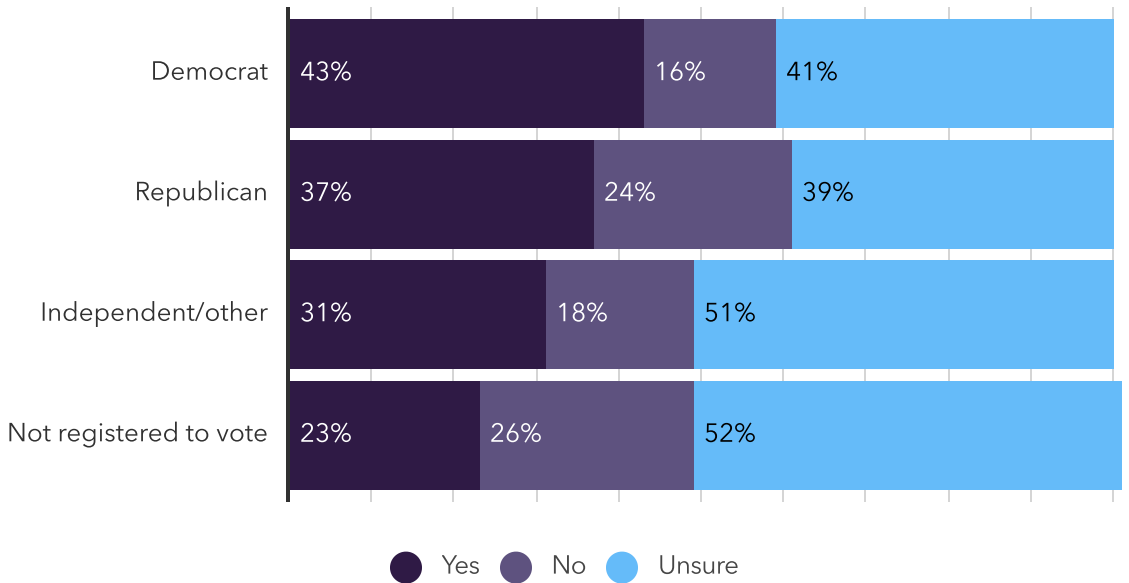
Which statement is closest to what you believe:



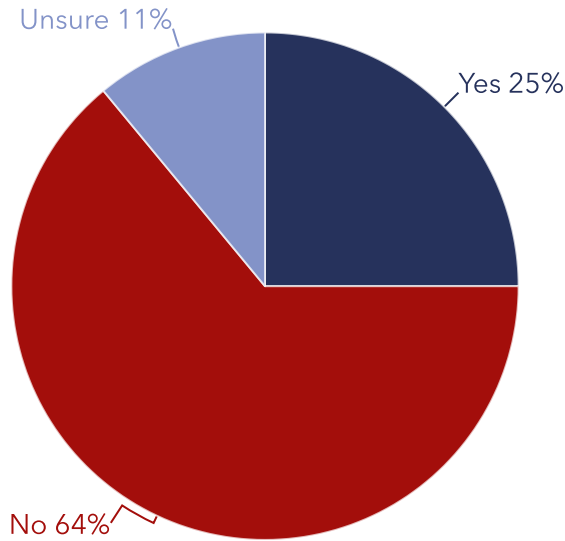
Will democracy in America survive the next ten years?



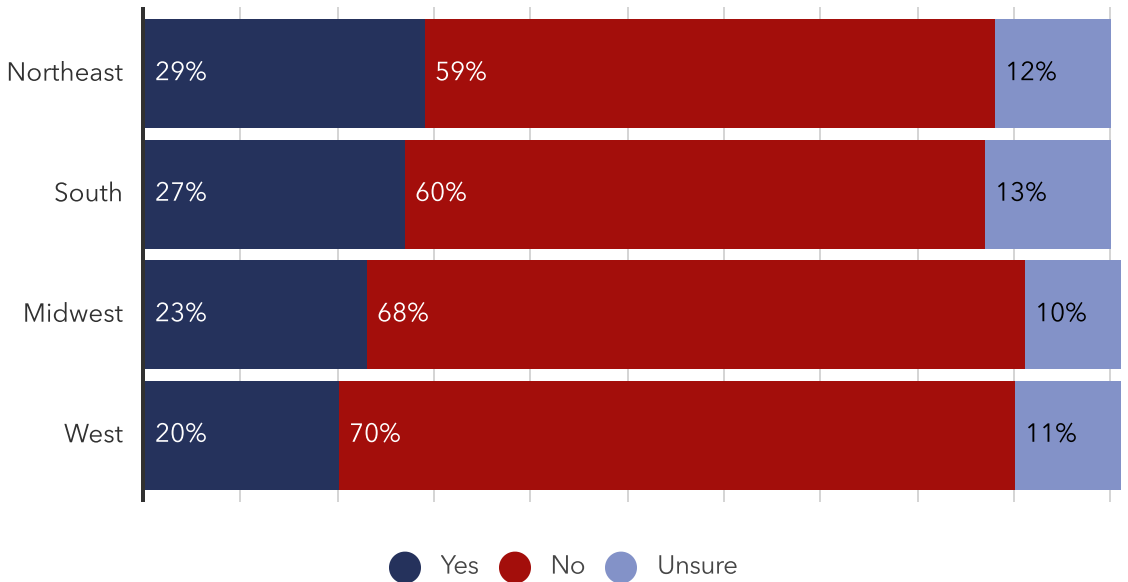
By party affiliation/registration



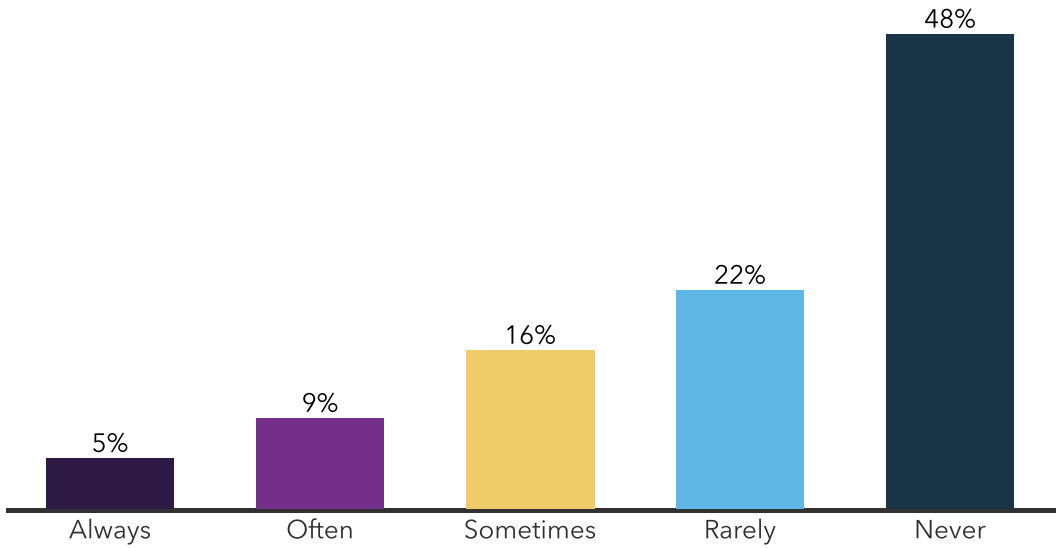
Do you believe most people today have a basic understanding of American history and the constitutional principles upon which the country was founded?



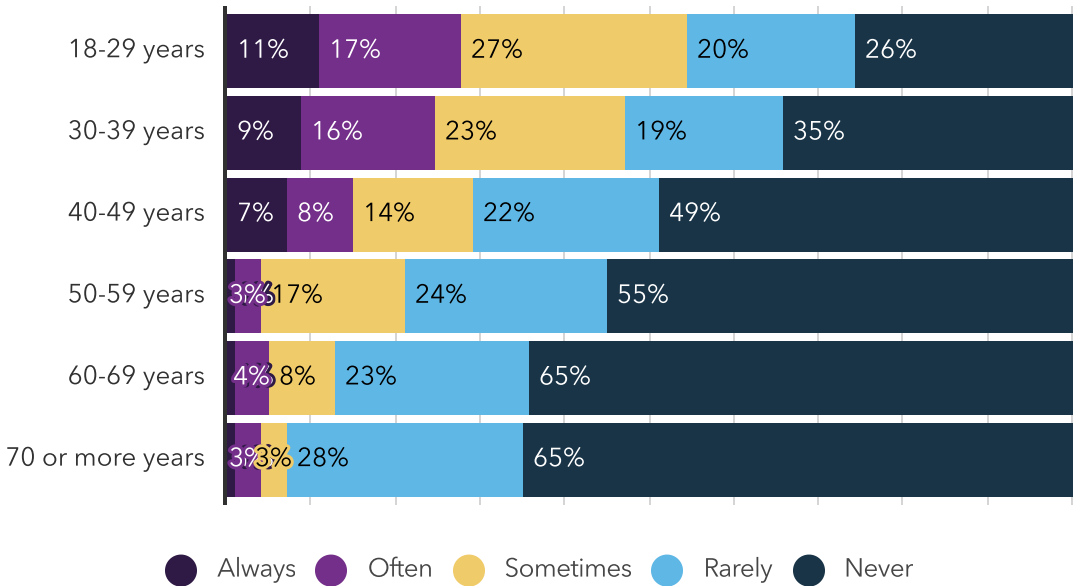
By region



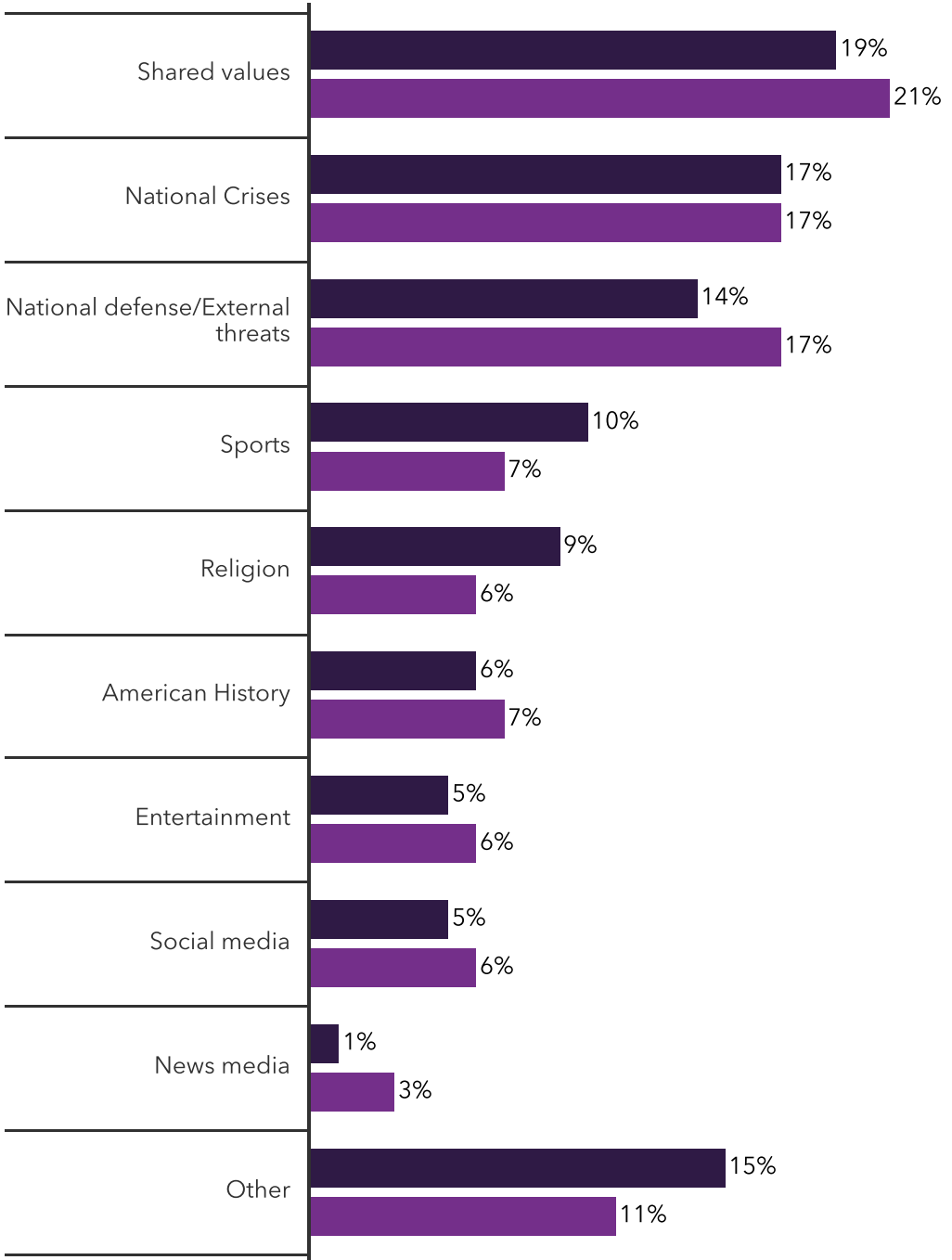
Is political violence justified in certain circumstances?



By age

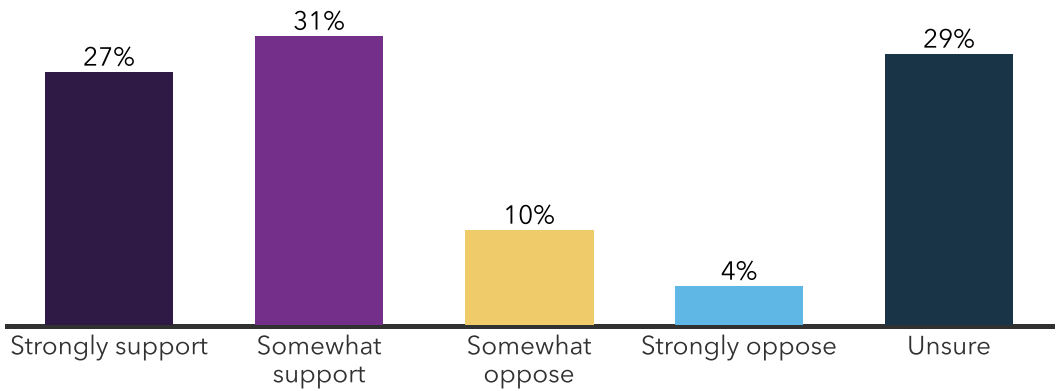


Please choose the issue that you believe most unites us as a nation

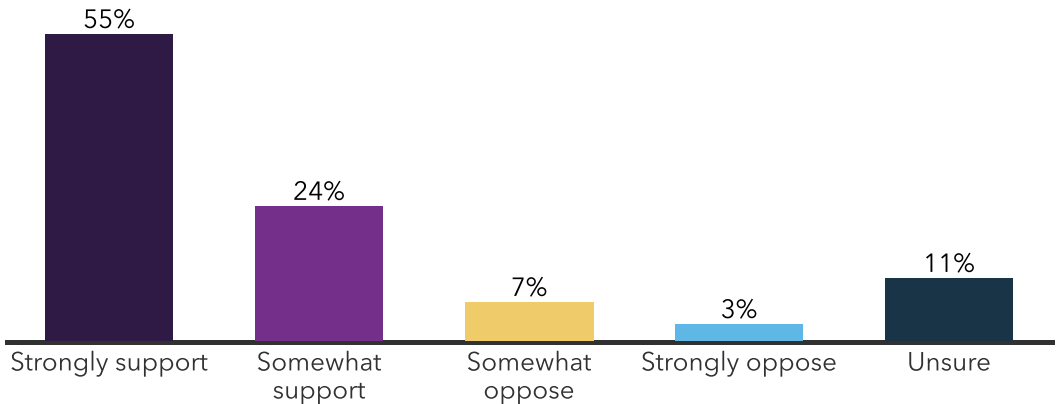


● 2023 ● 2022

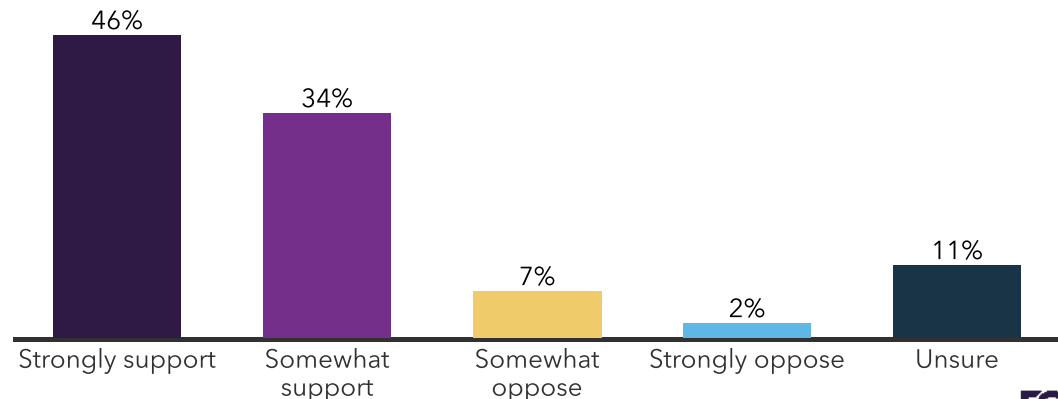
Which of these suggestions do you believe could help unite the country and encourage civil discourse: Independent, bipartisan redistricting of Congressional Districts to stop gerrymandering of districts



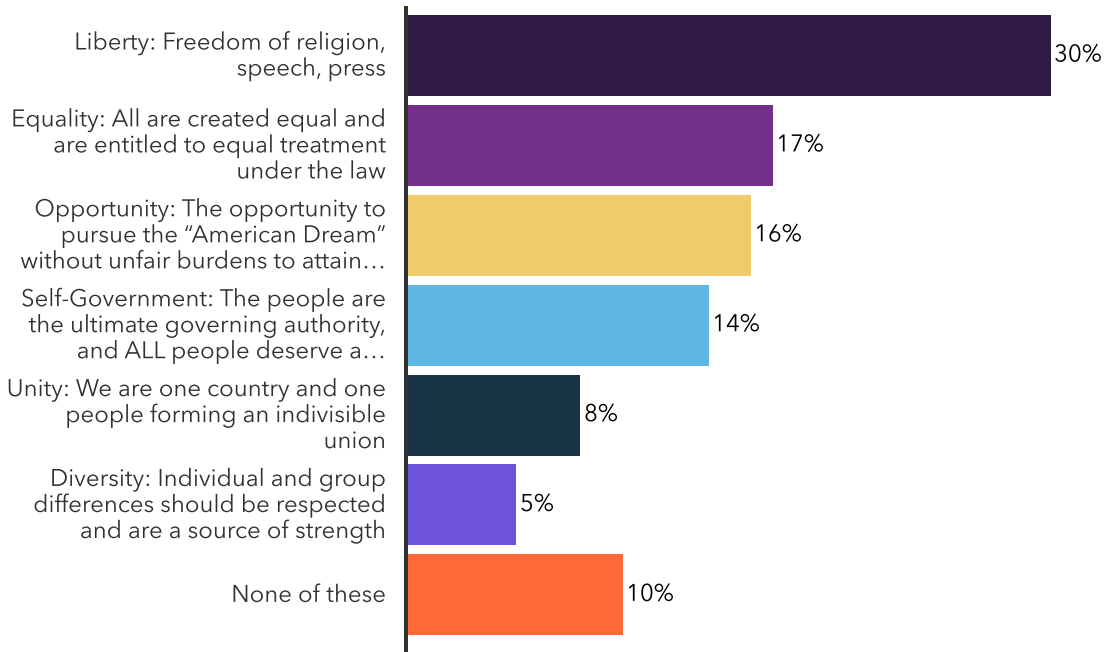
Pass laws protecting the rights of all voters



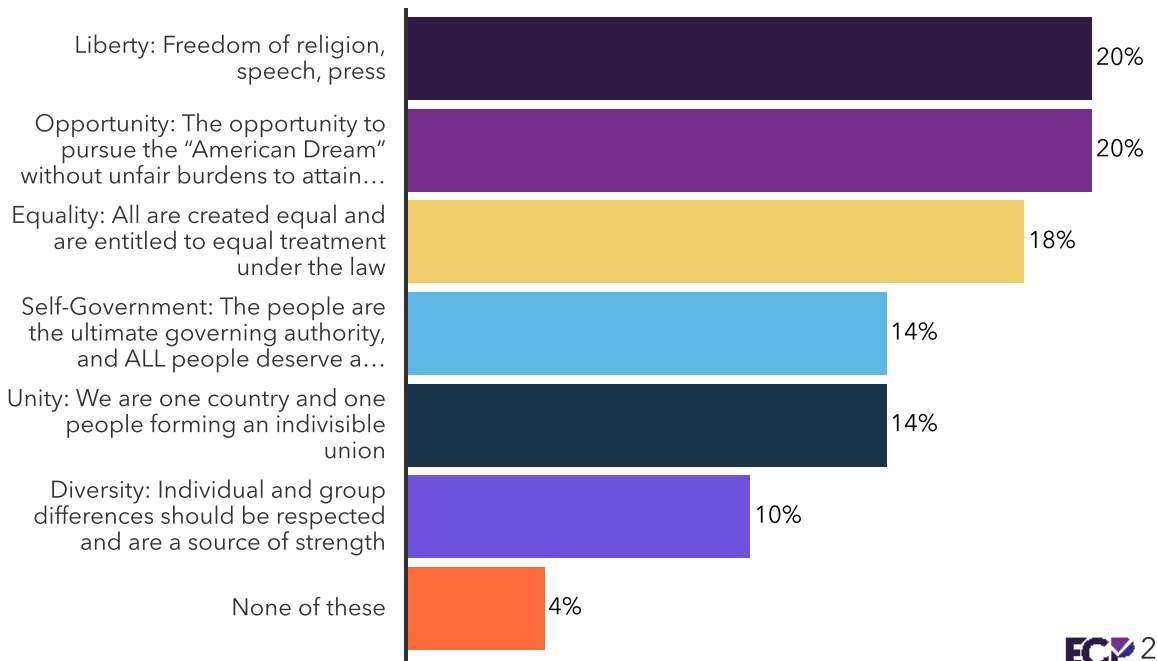
Create a nationwide civics education program in all schools focused on American history, principles and responsibilities of citizenship



Which, if any, of the following is the strongest “core value” you think is shared by most Americans?

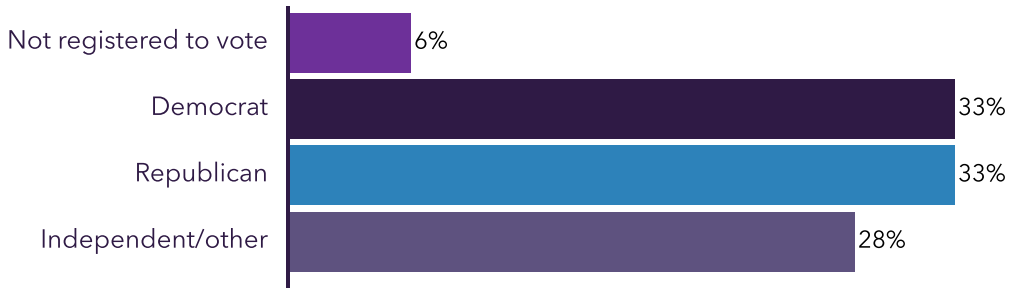


Which, if any, of the following is the second strongest “core value” you think is shared by most Americans?

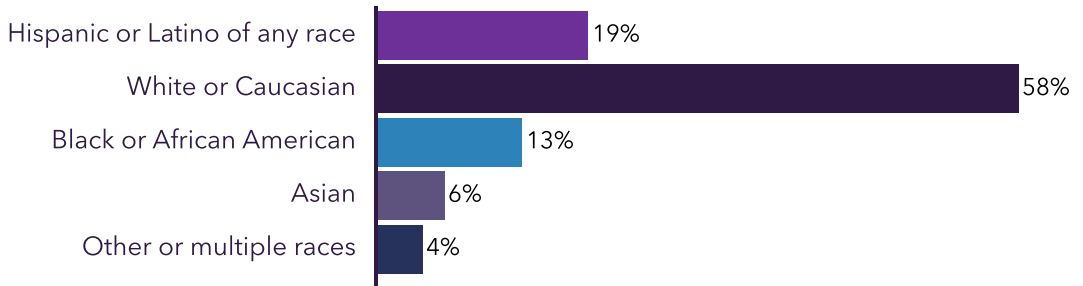


DEMOGRAPHICS

Voter registration



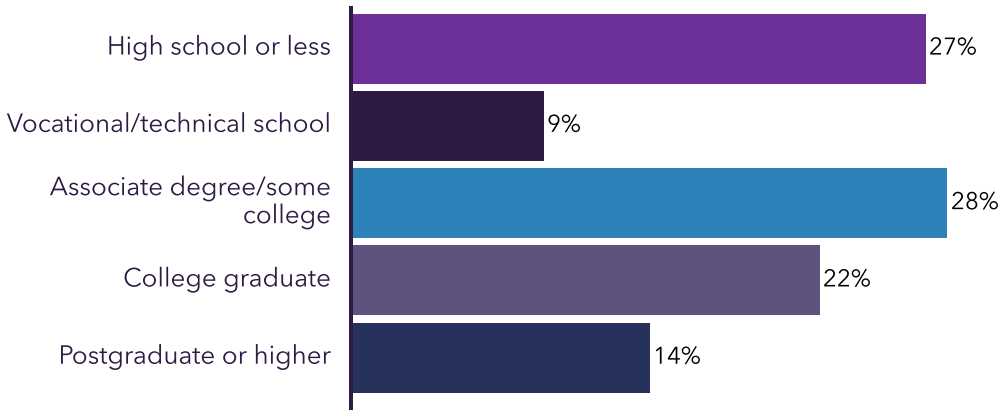
Race/ethnicity



Age



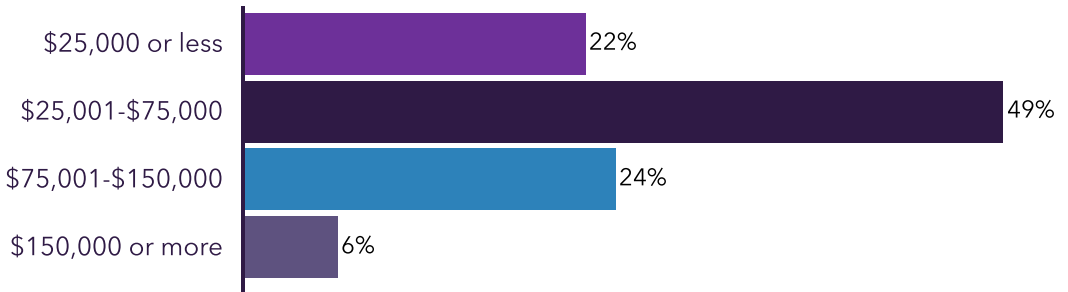
Highest level of educational attainment



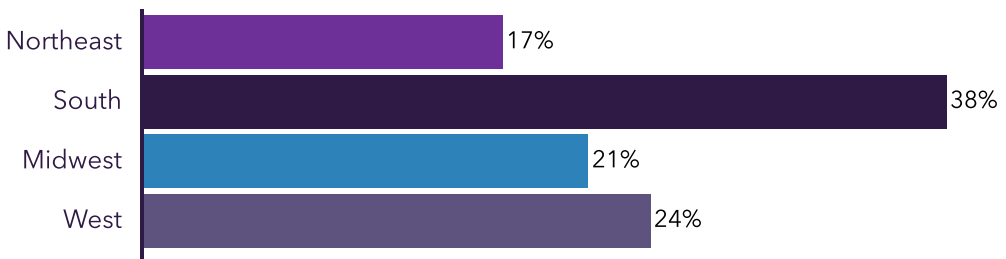
Gender



Household income



Region





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