Communicating About Racial Equity: National Survey Sample and Methodology

Hattaway Communications fielded a nationally representative survey of 3,099 adults in the United States between September 24 and October 14, 2019. The survey was conducted online and in English.

**Gender**
- Female: 48%
- Male: 52%

**Age**
- 18 - 24: 21%
- 25 - 34: 17%
- 35 - 44: 17%
- 55 - 64: 17%
- 65 or older: 16%

**Household Income**
- Less than $25,000: 4%
- $25,000 - $49,999: 5%
- $50,000 - $74,999: 14%
- $75,000 - $99,999: 22%
- $100,000 - $149,999: 16%
- $150,000 - $199,999: 5%
- $200,000 and above: 15%

**Education**
- Some high school or less: 2%
- High school graduate or GED: 29%
- Technical, trade, or apprenticeship certificate: 18%
- Some college, no degree: 17%
- Associate degree: 10%
- Bachelor's degree: 19%
- Graduate degree or higher: 2%

**Political Identification**
- Very conservative: 10%
- Somewhat conservative: 14%
- Somewhat liberal: 18%
- Very liberal: 38%
- Moderate: 20%

**Race/Ethnicity**
- White/Caucasian: 68%
- Black/African American: 15%
- Hispanic/Latino: 14%
- Asian: 8%
- American Indian/Alaska Native: 2%
- Native Hawaiian/Pacific Islander: 1%
- Other: 2%