



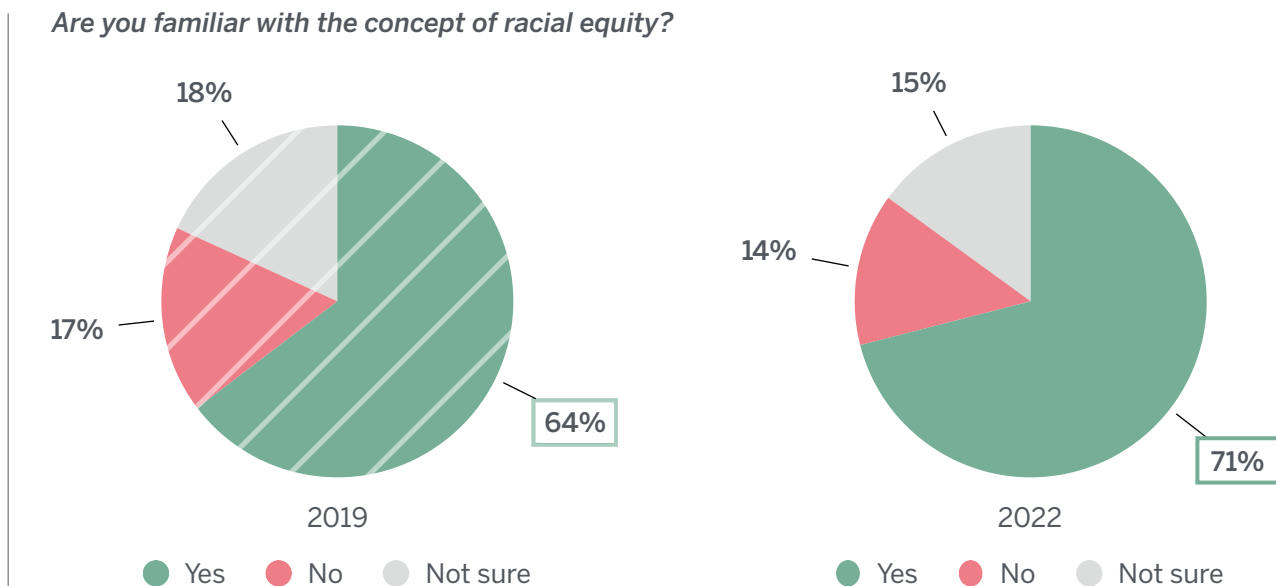
Building Support for Racial Justice and Equity

Survey Insights

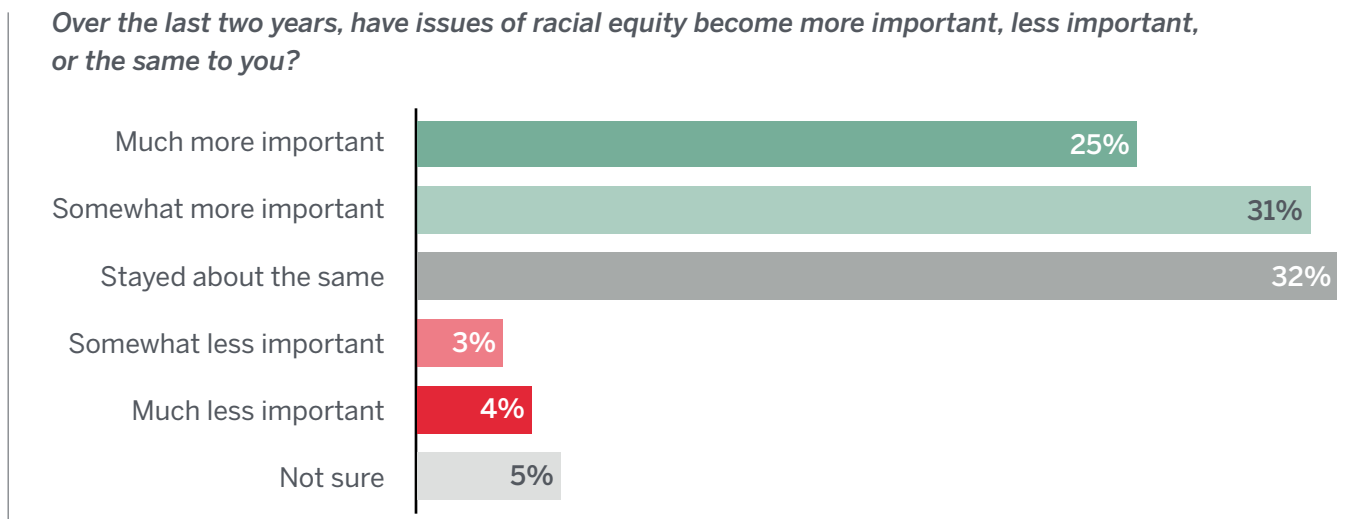
Overview

Lumina commissioned two surveys to explore Americans' attitudes and awareness of racial justice and equity and test effective ways to communicate about these issues. The full methodology can be found at the end of this memo.

In 2022, slightly more people were familiar with the concept of racial equity than in 2019. In 2022, 57% of respondents showed some sign of understanding about the term "equity" when asked about their top-of-mind associations with the word—up 5 points since 2019—and 71% of people said they were familiar with racial equity specifically, compared to 64% in 2019.

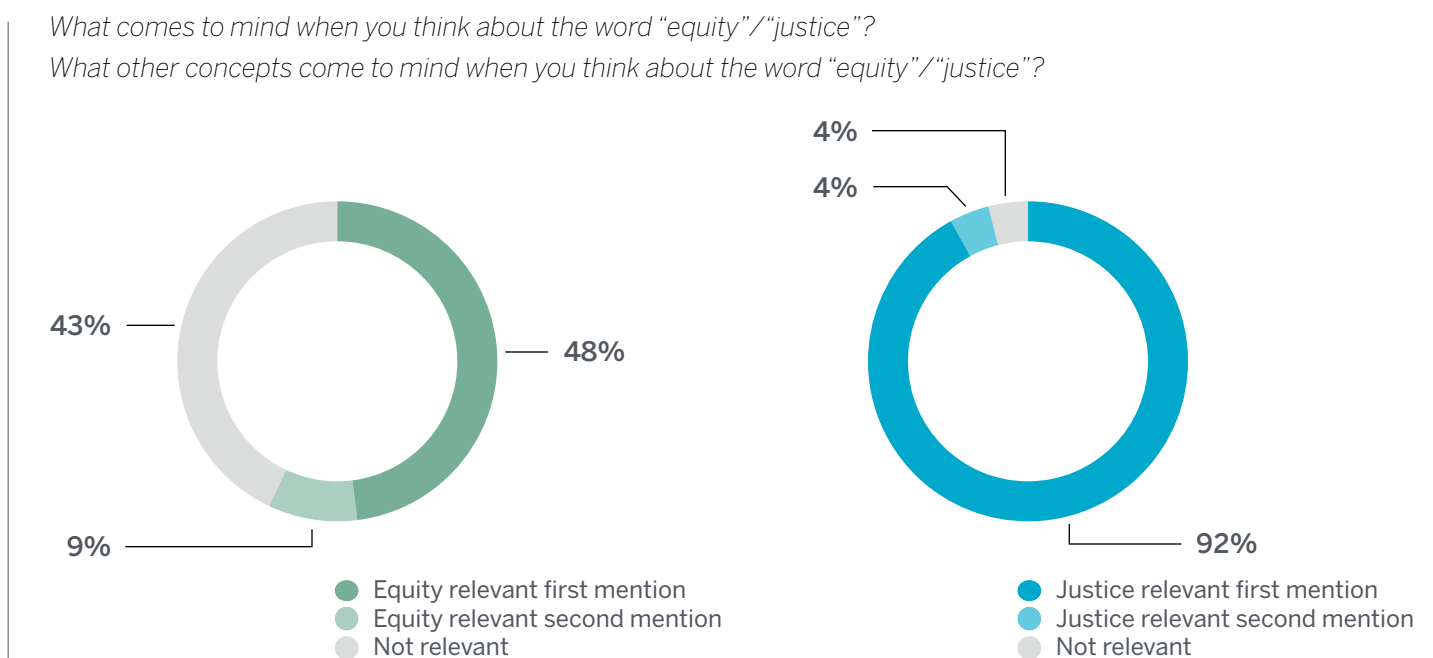


A majority of respondents self-reported that racial equity had become more important to them personally. Although increased familiarity did not directly lead more people to feel racial equity is important, 56% said it increased in importance to them personally during the past two years—indicating that people who were familiar were likely going deeper.

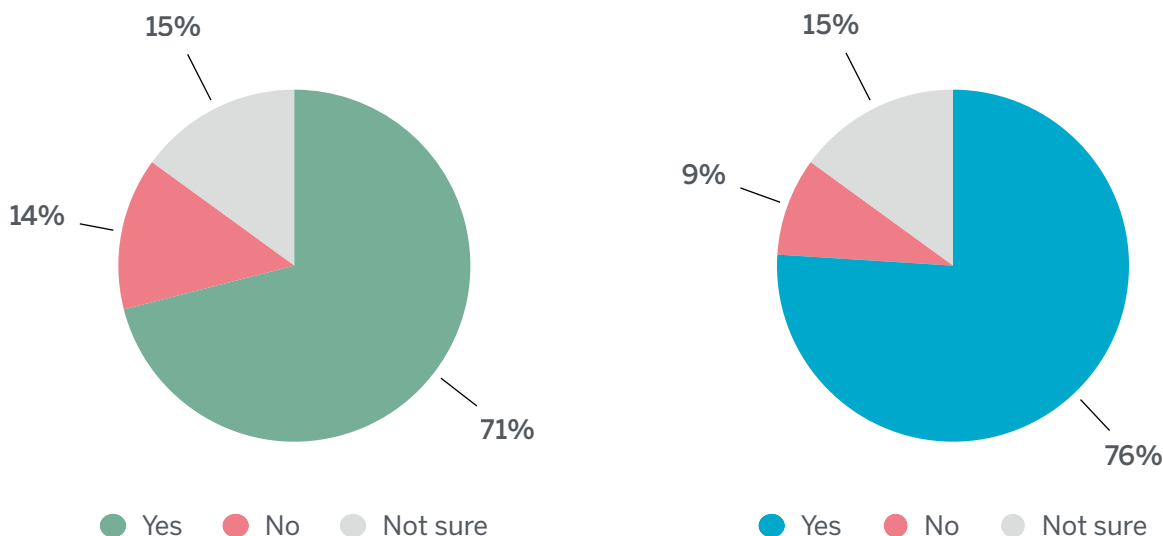


Respondents still lacked a clear and consistent definition of racial equity. Lumina Foundation’s definition—racial equity is when life outcomes can no longer be predicted by race or ethnicity—considers equity in terms of outcomes, but many respondents defined racial equity in terms of related but distinct concepts such as opportunity and equality.

People were more familiar with the concept of racial justice. Respondents offered more consistent, straightforward, and tangible descriptions of “justice” when asked about their top-of-mind associations with the word. Nearly all (9-in-10) offered relevant definitions, and 76% of people said they were familiar with racial justice specifically (slightly more than the 71% of those who said the same about racial equity).



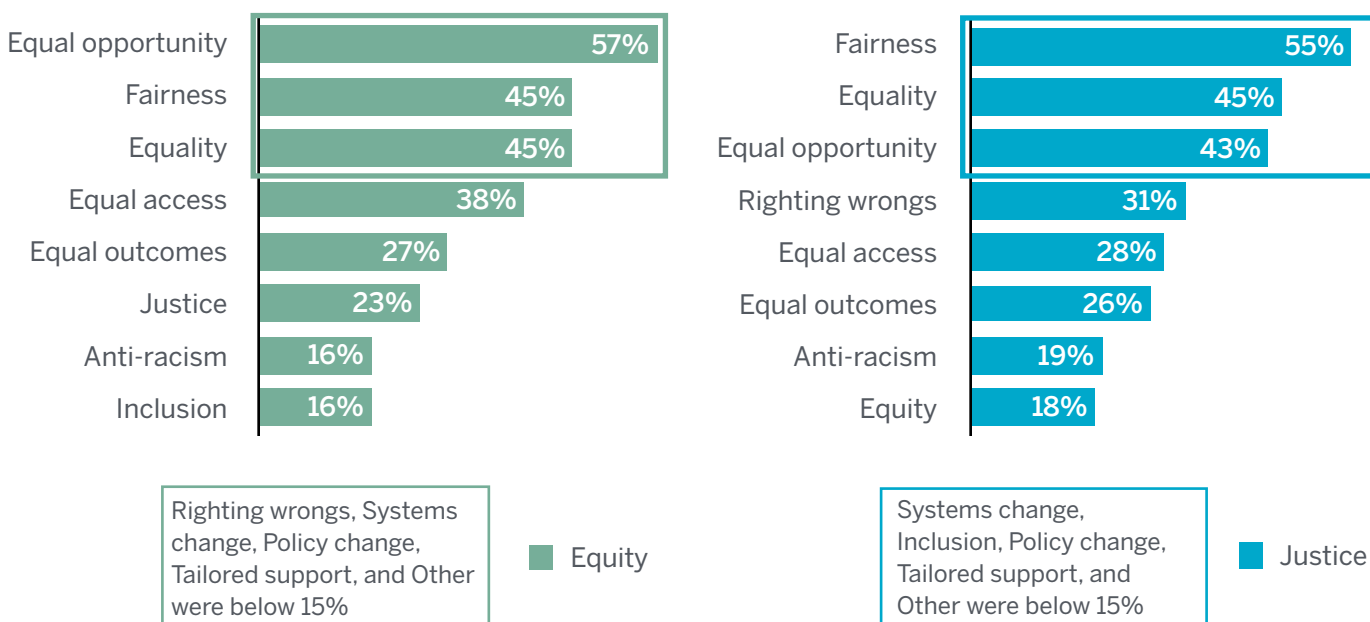
Are you familiar with the concept of racial equity/racial justice?



Despite having differing awareness of and attitudes about racial justice and racial equity, respondents generally used the same language. While Frontline Activists (in particular, audiences who both are familiar with the concepts and believe they are very important) appeared to have slightly more nuanced understandings of the concepts, they still defaulted to common language such as “fairness” and “equality.”

“Justice” and “equity” had slightly different connotations for respondents; overall they thought about the two concepts as very closely related. When given options to define “racial equity” and “racial justice”, respondents were more likely to define “racial equity” as equal opportunity and define “racial justice” as fairness. However, respondents defined both “racial justice” and “racial equity” in similar ways overall when part of a broader set of social justice concepts such as equality, fairness, and equal opportunity.

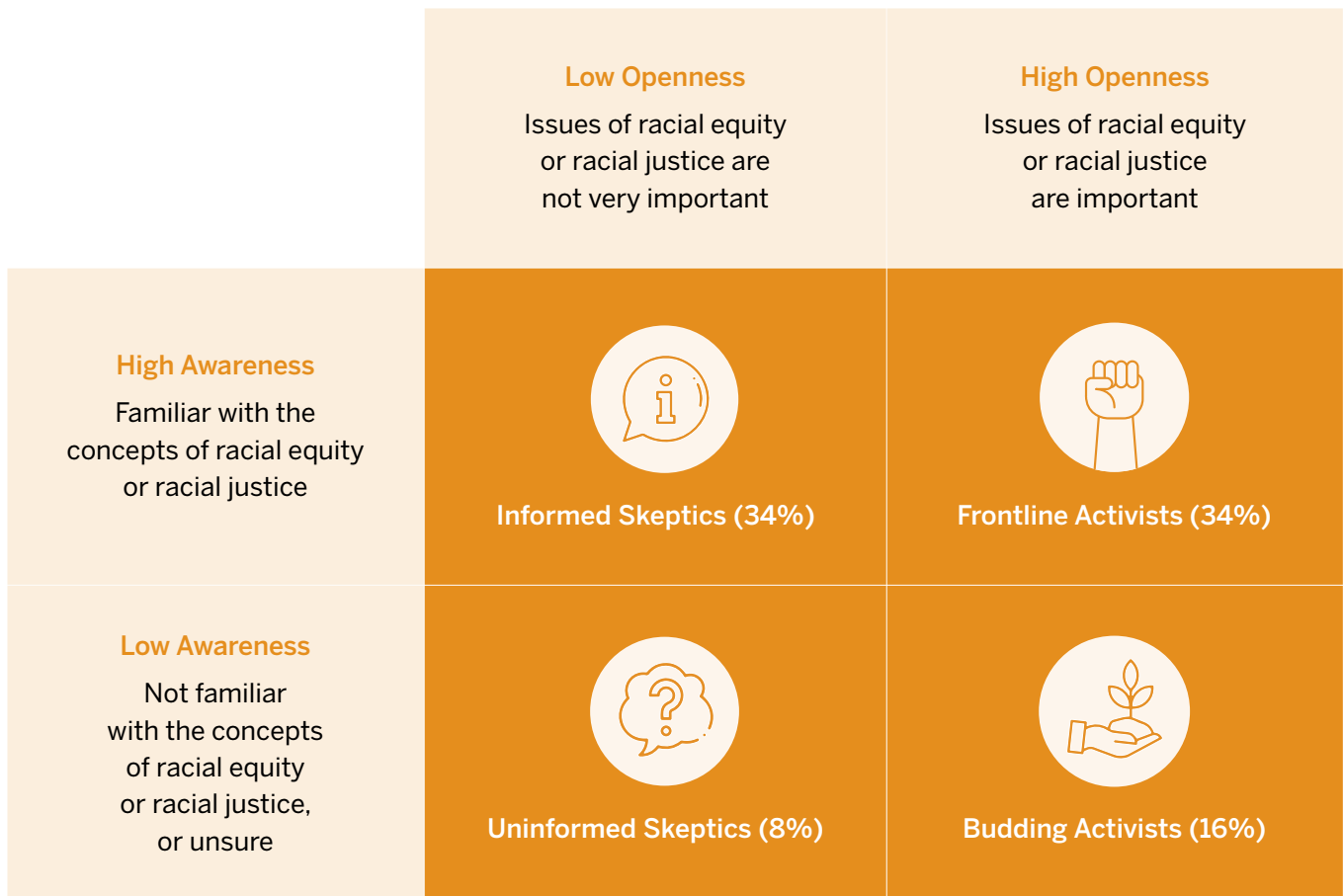
What three words or phrases come closest to how you define “justice” or “equity”?



More progressive language in messaging did not strongly push audiences away—but it also did not motivate them more—even among Frontline Activists. The survey tested split samples of messages with more and less progressive language (for example, “structural racism and systemic discrimination” versus “policies, practices, and beliefs” in our education systems). Overall, respondents preferred the more neutral language. Frontline Activists did not show any significant preference.

Audiences by Mindsets

The survey revealed consistent trends among groups with similar awareness and attitudes about racial justice and equity. The full insights report offers profiles of each group and recommendations about how to communicate with them.



There is a fifth group that emerged from the data, which this report identifies as **Unsupportive (8%)**: These are people who may or may not be aware of racial equity or racial justice but shared that issues of racial equity or justice are very unimportant.

Methodology

Hattaway Communications, in partnership with Lumina Foundation, conducted a nationally representative poll of 3,404 U.S. adults between January 24 and February 7, 2022. The sample included oversamples of self-identified Black, Hispanic, Latino, Asian American, and Native American respondents to ensure each demographic had at least 375 respondents. The margin of error is plus or minus 1.7%.

The sample was then weighted by race and ethnicity, along with gender and education, to align with proportions in the actual population based on U.S. Census data. This is to ensure the total sample is representative of the U.S. population.

The report references shifts since Hattaway Communications fielded a nationally representative survey of 3,099 Americans between September 24 and October 14, 2019.

The following tables represent the weighted breakdown of respondents by race/ethnicity, education, and gender.

Race/Ethnicity	
Black/African American	17%
White/Caucasian	67%
Asian American	8%
American Indian/Native American/Alaska Native	3%
Native Hawaiian/Pacific Islander	1%
Hispanic/Latino	17%
Other race	1%
Prefer not to say	0%

Education	
Some high school or less	9%
High school graduate or GED	26%
Technical, trade, or apprenticeship certificate	4%
Some college, no degree	20%
Associate degree	9%
Bachelor's degree	20%
Graduate degree or higher	12%
Prefer not to say	0%

Gender	
Man	50%
Woman	49%
Non-binary/other	1%