

DIVERSE POLITICAL TRACKER

VOTING FOR A NEW YEAR OF
HEALTH AND PROSPERITY

JANUARY 2024



INTELLIGENCE
CENTER

FROM MY CODE

VOTE
HERE



UNDERSTANDING VOTER MOTIVATIONS AHEAD OF NOVEMBER

It's a new year and the 2024 presidential election is in full swing. Though many are expecting a presidential rematch in November between President Joe Biden and former President Donald Trump—anything can happen in the upcoming presidential primaries that begin this month.

It's important to take this time to understand what will motivate multicultural voters to turn out in November. The nation's economy has left many multicultural voters concerned about the cost of living, while health care access and reproductive rights are emerging as top issues for 2024 voters. The ongoing conflict between Israel and Hamas will undoubtedly impact 2024 elections as the world faces unprecedented turmoil. But by focusing on the core values and priority issues of diverse populations, we can better understand how to reach these communities.

The results of this survey demonstrate a growing independent force among multicultural voters. The path to gaining their votes will require candidates to establish meaningful connections to garner their trust and support in November. As apathy toward the political system increases, politicians must do more to deeply understand diverse populations and champion their causes through messaging and action.

Intelligence Center from My Code™ has developed this report to highlight how political actors can deepen relationships with diverse voters by understanding how cultural nuances inform their political attitudes and behaviors.

We hope to guide our partners and help them play a meaningful role in enriching the lives of an increasingly diverse population in the process therein.



METHODOLOGY

This research was conducted by Intelligence Center from My Code Media™.

Intelligence Center conducted a 20-minute device-agnostic online survey among a nationally representative sample of 2,408 U.S. citizens, ages 18-64. Fieldwork was conducted between November 27, 2023 and December 4, 2023.

All data in this report is from the Intelligence Center Diverse Voter Political Tracker survey series unless otherwise stated.

SAMPLE SIZE

RACE/ETHNICITY

AANHPI	9%
Black	13%
Hispanic	19%
Non-multicultural	59%

AGE

18-24	16%
25-34	24%
35-44	22%
45-54	19%
55-64	19%

GENDER



Female	53%
Male	45%
Non-binary	1%
Prefer not to say	1%

HOUSEHOLD INCOME

< \$50K	44%
\$50k - \$75k	20%
\$75k - \$100k	17%
> \$100k	13%
Prefer not to say	5%

REGION

(% TOTAL SAMPLE)



EXECUTIVE SUMMARY

DIVERSE VOTERS INTEND TO VOTE IN 2024 TO MAKE THEIR VOICES HEARD, PROTECT THEIR LIVELIHOODS, AND HAVE A SAY IN WHAT THEIR FUTURE LOOKS LIKE

- **Voter Registration:** Roughly 3-in-4 diverse Americans and women stated they are registered to vote in the 2024 election
- **Intent to Vote in 2024:** More than 8-in-10 diverse voters are planning to vote in the November 2024 elections
- **Political Party Affiliation:** 1-in-4 diverse Americans consider themselves Independents. 4-in-10 diverse Americans, one third of women, and half of Black Americans identify as Democrats. Of those Independents, half consider themselves true Independents, 30% are more similar to Democrats, and 20% are more similar to Republicans
- **Political Party Support in 2024:** Roughly 40% of diverse and women voters are leaning towards voting for Democrats in 2024. Black voters are the least likely to lean Republican at 13%
- **November 2023 Voters:** Roughly half of diverse and women voters voted in the November 2023 elections. LGBTQIA+ voters reported the highest turnout in 2023 at 60%
- **Voter Motivations:** Diverse and women voters are motivated to vote by making sure their voices are heard, their livelihoods are protected through selecting their leaders, and having a say in what the future looks like for them and their families



EXECUTIVE SUMMARY

DIVERSE VOTERS ARE DISSATISFIED WITH BOTH POLITICAL PARTIES. CANDIDATES WILL NEED TO DEMONSTRATE AN UNDERSTANDING OF THESE COMMUNITIES IN ORDER TO EARN THEIR TRUST AND THEIR VOTE

- **Job Performance - President Joe Biden:** Diverse Americans almost equally approve and disapprove of President Joe Biden's job performance. Black and LGBTQIA+ Americans gave the highest approval ratings at 52% and 48%, respectively. Women report the highest disapproval rating at 53%
 - **Job Performance - Vice President Kamala Harris:** Vice President Kamala Harris has a slightly higher approval rating among diverse Americans than President Biden. Black and LGBTQIA+ Americans gave the highest approval ratings at 55% and 48%, respectively. Roughly 20% of diverse Americans and 25% of women are not sure how to rate Vice President Harris' job performance
 - **Job Performance - Florida Governor Ron DeSantis:** Florida Governor Ron Desantis has a disapproval rating of 46% among diverse voters. Half of Black and LGBTQIA+ Americans disapprove of Governor DeSantis' job performance. Roughly 30% of diverse voters and 41% of women are not sure how to rate Governor DeSantis' job performance
 - **2024 Presidential Race:** Joe Biden is the front-runner among AANHPI, Black, and LGBTQIA+ voters. Donald Trump is the front-runner for Hispanic voters, with support from nearly a third of Hispanics. Women also listed Donald Trump as their top choice. Robert F. Kennedy, Jr. has 10% of the support of diverse voters and women
 - **Understanding Builds Trust:** Expressing a nuanced understanding of diverse Americans and women can significantly improve trust among these voting blocs. Messaging directly to these communities could help candidates gain an edge at the voting booth
 - **Understanding from Political Parties:** Diverse Americans and women do not feel very understood by the Democratic Party. Half of diverse voters and women feel that the Republican Party does not understand them well at all
 - **Understanding from Joe Biden and Donald Trump:** Diverse Americans and women do not feel very understood by Joe Biden. More than 60% of women and Black Americans do not feel understood at all by Donald Trump, and over 50% of AANHPI, Hispanic, and LGBTQIA+ Americans agree
-



EXECUTIVE SUMMARY

DIVERSE VOTERS ARE DISSATISFIED WITH FEDERAL RESPONSE TO THE ECONOMY AND WILL LIKELY BE VOTING TO IMPROVE ECONOMIC STABILITY, HEALTH CARE ACCESS, AND GUN SAFETY

- **Issues Impacting Voters in 2024:** Priorities vary, but economic concerns, gun control, and reproductive healthcare emerge as top issues impacting diverse and women voters in 2024
 - **Issues Over the Last 6 Months:** Roughly half of diverse Americans and women believe economic issues have worsened in the last 6 months. Women are especially concerned about inflation and the economy. Diverse Americans also described gun control and U.S. national unity as worse compared to 6 months ago
 - **Federal Response to Issues:** Diverse Americans and women are extremely dissatisfied with federal response to economic issues like price inflation and affordable housing. They are also frustrated with a lack of response regarding gun control and mass shootings
 - **Issues Affecting Women:** Diverse Americans and women list childcare affordability, reproductive health care, domestic violence, and gender pay gaps as the most significant issues impacting women
 - **Issues Directly Influencing How Voters Intend to Vote in November 2024:** Economic issues, national security, health care, reproductive health rights, and equality are priority issues for diverse voters and women voters. Voters are very motivated by a wide array of issues, which could lead to increased turnout in November
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EXECUTIVE SUMMARY

THE ISRAEL-HAMAS CONFLICT WILL LIKELY AFFECT DIVERSE VOTERS AND THEIR SUPPORT FOR 2024 POLITICAL CANDIDATES

- **Israel-Hamas Conflict Media Consumption:** Nearly 40% of diverse Americans and 1-in-3 women consume news daily about the conflict between Israel and Hamas
- **Impact of the Israel-Hamas Conflict:** Half of diverse Americans and women believe the conflict between Israel and Hamas will negatively impact global politics and the global economy. Slightly less than half predict a negative impact on the U.S. national debt. Diverse Americans and women predict a negative impact on U.S. politics, with 1-in-3 stating that the Israel-Hamas conflict will negatively impact the 2024 U.S. Elections and 1-in-4 believing it will negatively impact racial equality in the U.S.
- **President Biden's Handling of the Israel-Hamas Conflict:** Roughly 4-in-10 diverse Americans and women believe President Biden is handling the Israel-Hamas conflict poorly, though Black Americans are more satisfied with President Biden's leadership
- **Support for Sending Aid to Foreign Countries:** Over 50% of diverse Americans and women support sending humanitarian aid to Israel, Palestine, and Ukraine, but they are less enthusiastic about sending military equipment and military personnel to those countries
- **Anti-Jewish and Anti-Palestinian Sentiments:** Approximately 50% of diverse Americans are witnessing more anti-Jewish, anti-Palestinian, anti-Muslim, and anti-Middle Eastern sentiments while simultaneously reporting an increase in support for the Jewish, Palestinian, and Muslim communities
- **Support for Political Candidates Taking Action Regarding Israel-Hamas Conflict:** Diverse Americans and women are more likely to support political candidates that express support for both the Israeli and Palestinian communities but less likely to support candidates that solely express support for the government of Israel

HEALTH CARE & REPRODUCTIVE HEALTH CARE RIGHTS ARE A TOP PRIORITY FOR DIVERSE AMERICANS AND WOMEN

- **Health Care Priorities:** Diverse Americans and women consider most health care services essential, especially maternity care, mental health counseling, emergency care, disability services, and Medicare/Medicaid
 - **Reproductive Health Care Rights:** Approximately 3-in-4 diverse Americans and women believe rights to reproductive health care are important. More than half of diverse Americans and women feel that overturning Roe vs. Wade puts other civil liberties at risk
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EXECUTIVE SUMMARY

DIVERSE AMERICANS RECOGNIZE THE BIDEN ADMINISTRATION'S ECONOMIC ACCOMPLISHMENTS AND POSITIVE IMPACT ON HEALTH CARE AND EQUALITY ISSUES, BUT MANY ARE CONCERNED ABOUT THE PRESIDENT'S AGE IF HE WINS IN 2024

- **Biden Administration Accomplishments:** Diverse Americans and women listed Medicare lowering the price of high-cost drugs for the first time, reproductive health care protections, the creation of manufacturing jobs, lower student loan payments, and historically low unemployment rates as top Biden Administration accomplishments that have made a significant positive impact on America.
- **Concerning Factors:** Roughly half of diverse Americans, especially AANHPI Americans and Women, are concerned about President Joe Biden's age impacting his decision-making and leadership capabilities over time.
- **Reassuring Factors:** Diverse Americans are most reassured by President Joe Biden's approach to the economy and his expertise as a long-serving public official. Hispanic Americans and women are less enthusiastic, but roughly 25% expressed reassurance about Biden's approach to international relations and his ability to bridge the partisan divide.

EXECUTIVE SUMMARY

DIFFERENT AGE GROUPS OF HISPANIC VOTERS HAVE DIFFERENT LANGUAGE PREFERENCES FOR POLITICAL ADS. REACH VOTERS WHERE THEY ARE, IN THEIR PREFERRED LANGUAGE

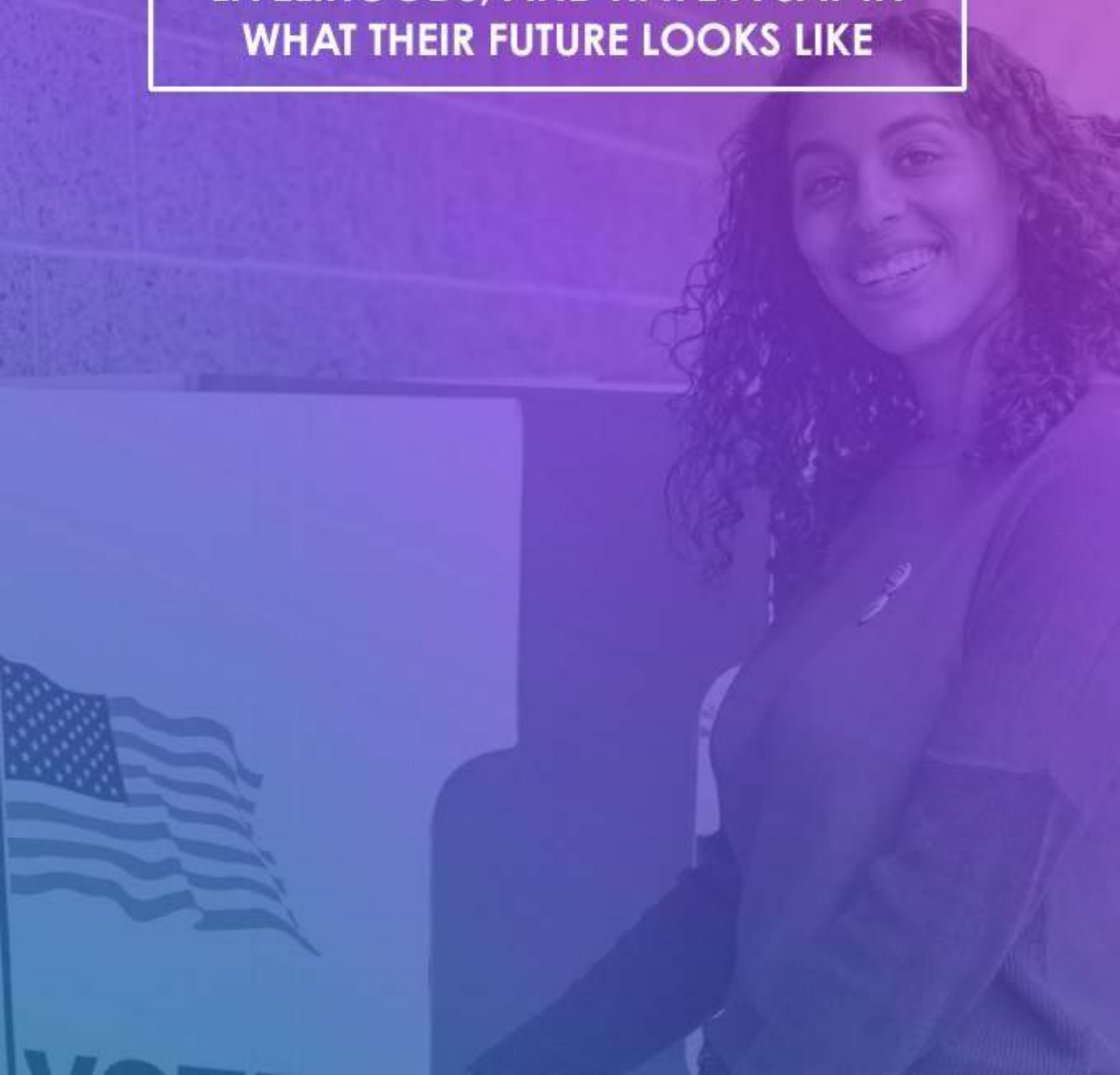
- **Opinions on In-Language Political Campaign Ads:** Hispanic voters prefer political ads using a combination of English and Spanish or ads in English-only. Voters age 45-54 dislike Spanish ads more than other age groups
- **Impact of In-Language Political Campaign Ads:** Political ads are more likely to have an impact on Hispanic voting decisions when they use a combination of English and Spanish or English-only

REACH DIVERSE VOTERS USING DIGITAL MEDIA AND TV

- **Political Social Media Groups and Online Forums:** Roughly 1-in-3 Black and LGBTQIA+ and more than 1-in-4 Women, AANHPI, and Hispanic Americans belong to political online groups
- **Sources of Political Misinformation:** Social media is the leading source of misinformation. Diverse Voters list other sources like traditional TV, newspapers online, and streaming TV as more reliable and valuable
- **Top Political News Sources:** The top political news source category is digital media for diverse Americans, but the top individual source for political news is TV (broadcast, cable, satellite)



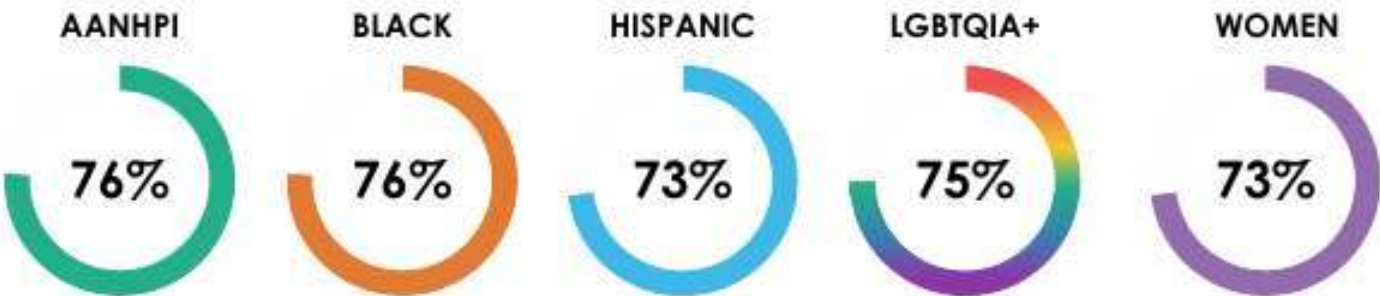
**DIVERSE VOTERS INTEND TO VOTE
IN 2024 TO MAKE THEIR
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WHAT THEIR FUTURE LOOKS LIKE**



ROUGHLY 3-IN-4 DIVERSE AMERICANS AND WOMEN STATED THEY ARE REGISTERED TO VOTE IN THE 2024 ELECTION

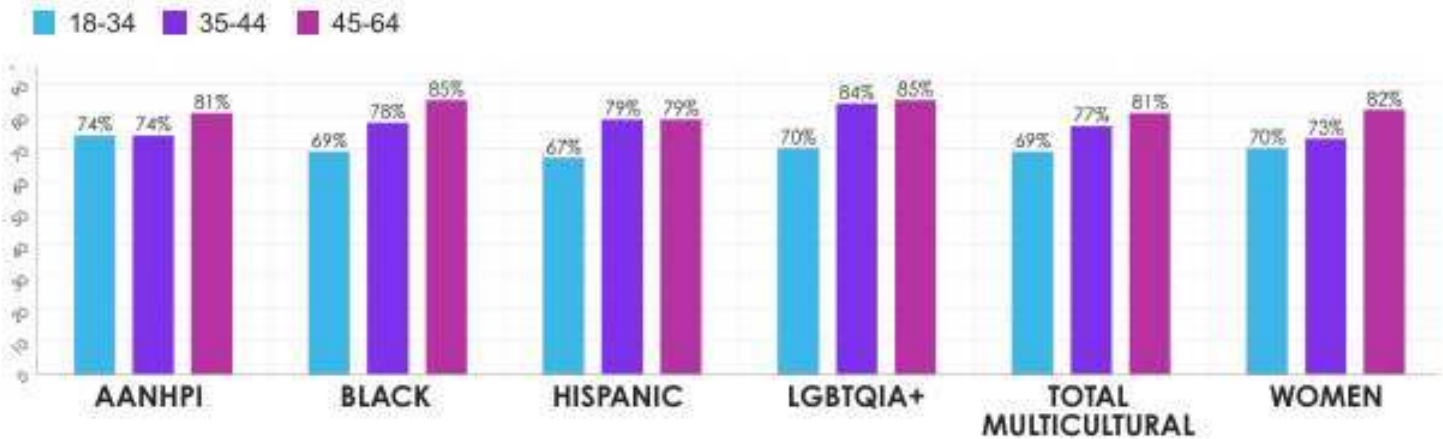
REGISTERED TO VOTE

% REGISTERED TO VOTE AMONG TOTAL U.S. CITIZENS, BY SEGMENT



REGISTERED TO VOTE - PERCENTAGE OF AGE GROUP

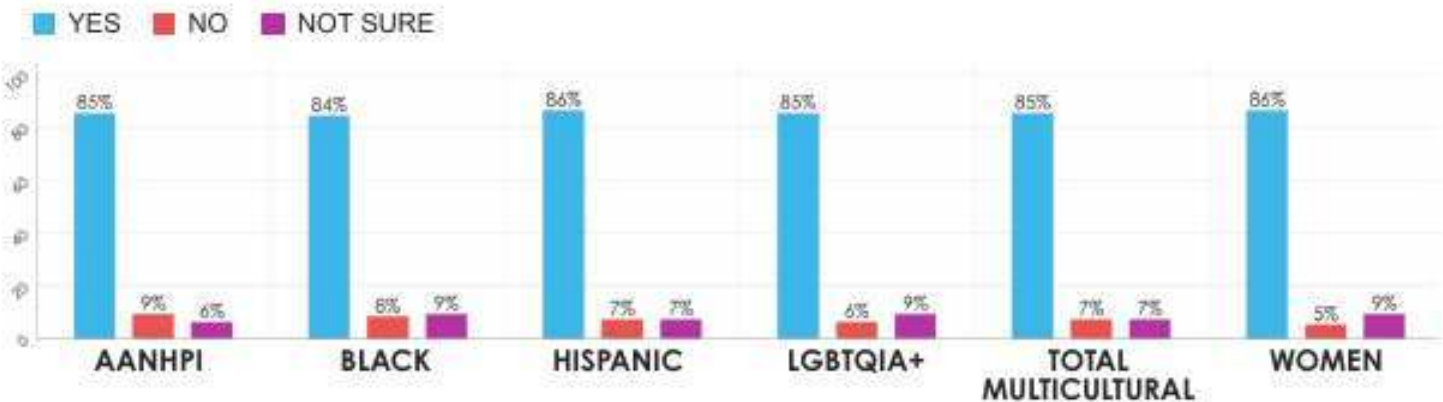
% REGISTERED TO VOTE AMONG TOTAL MULTICULTURAL VOTERS, PERCENT OF AGE GROUP



MORE THAN 8-IN-10 DIVERSE VOTERS INTEND TO VOTE IN 2024 ELECTIONS

INTENTION TO VOTE IN NOVEMBER 2024 ELECTIONS

% YES AMONG TOTAL U.S. VOTERS, BY SEGMENT

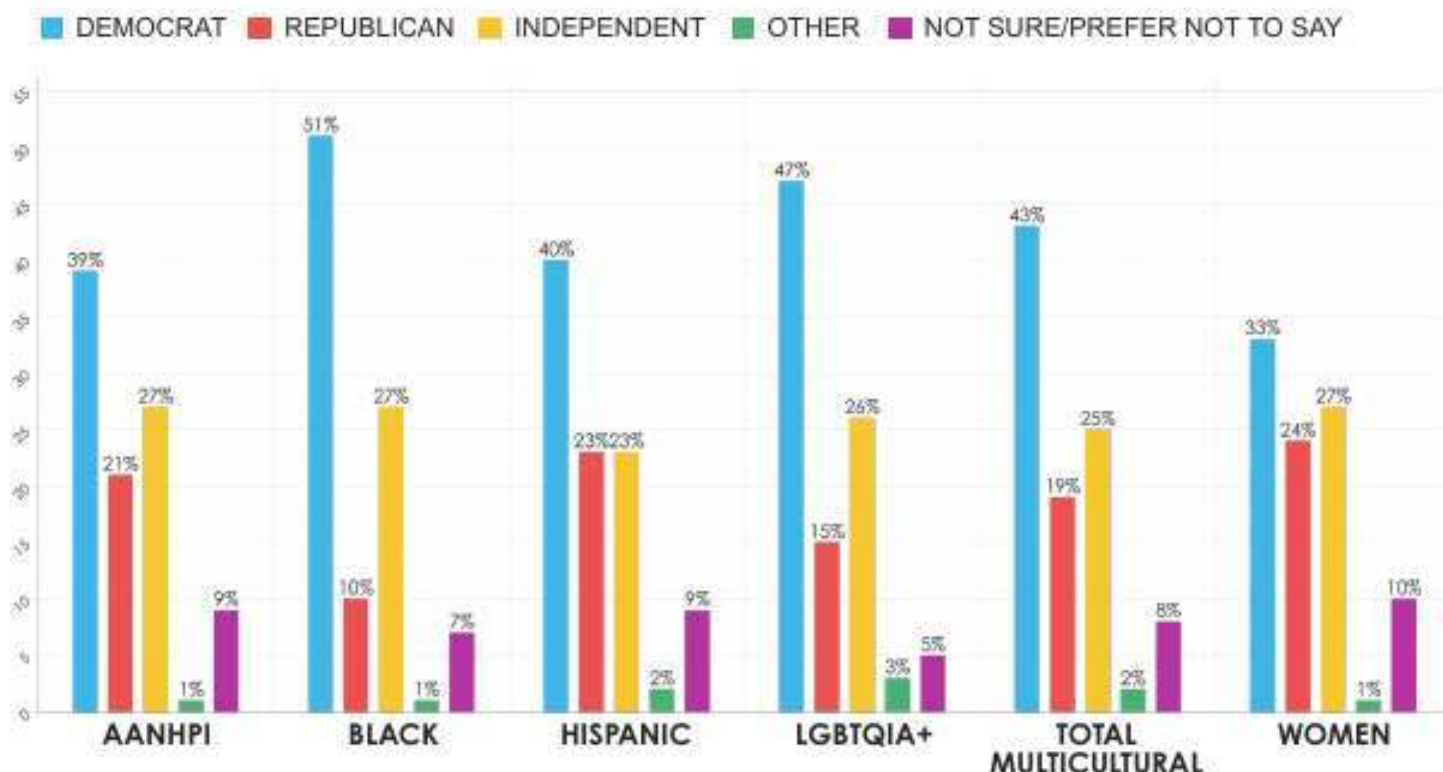


Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

1-IN-4 DIVERSE AMERICANS CONSIDER THEMSELVES INDEPENDENTS. 4-IN-10 DIVERSE AMERICANS, ONE THIRD OF WOMEN, AND HALF OF BLACK AMERICANS IDENTIFY AS DEMOCRATS

POLITICAL PARTY IDENTIFICATION

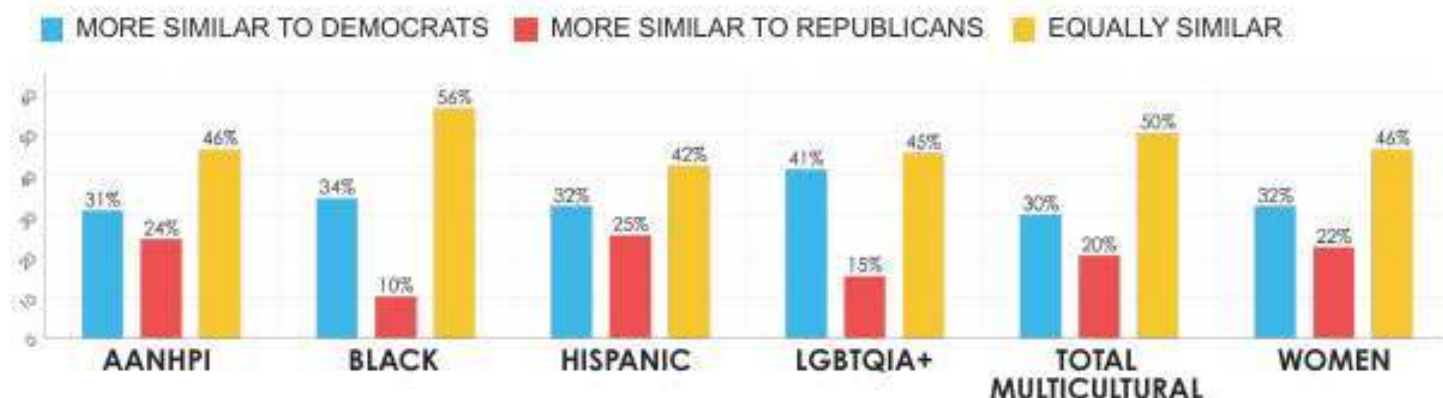
% TOTAL U.S. CITIZENS, BY SEGMENT



OF THOSE INDEPENDENTS, HALF CONSIDER THEMSELVES TRUE INDEPENDENTS, 30% ARE MORE SIMILAR TO DEMOCRATS, AND 20% ARE MORE SIMILAR TO REPUBLICANS

INDEPENDENTS - SIMILARITY TO POLITICAL PARTIES

% TOTAL U.S. CITIZENS IDENTIFYING AS INDEPENDENTS, BY SEGMENT



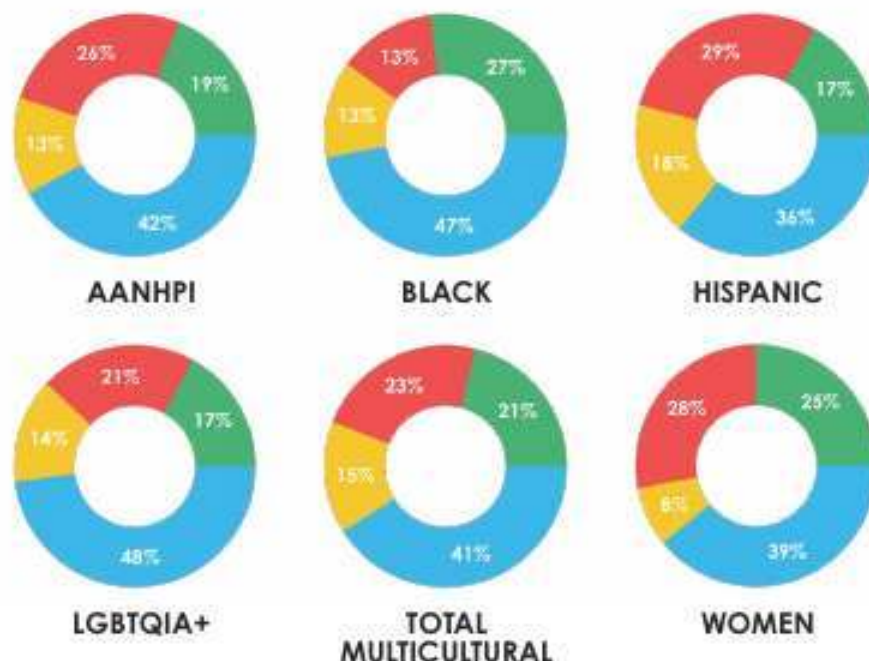
Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

ROUGHLY 40% OF DIVERSE AND WOMEN VOTERS ARE LEANING TOWARDS VOTING FOR DEMOCRATS IN 2024. BLACK VOTERS ARE THE LEAST LIKELY TO LEAN REPUBLICAN AT 13%

IF YOU WERE TO VOTE TODAY, HOW WOULD YOU VOTE?

% TOTAL U.S. CITIZENS, BY SEGMENT

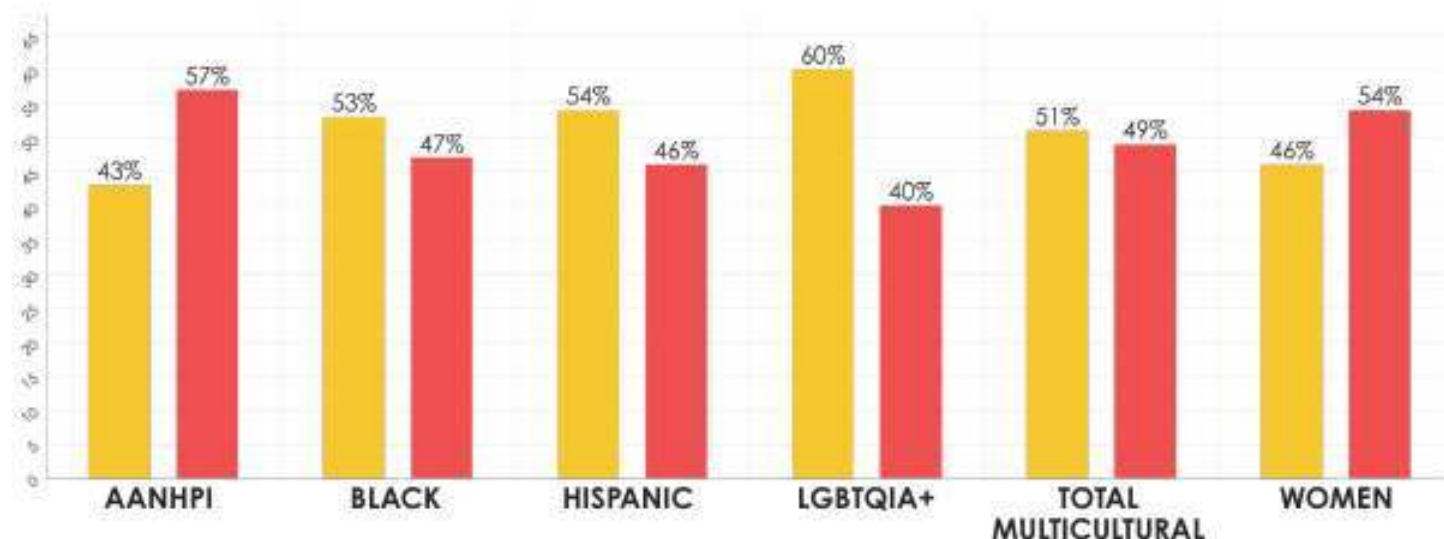
■ DEMOCRATIC-LEANING ■ SPLIT TICKET ■ REPUBLICAN-LEANING ■ NOT SURE/PREFER NOT TO SAY



DID YOU VOTE ON TUESDAY, NOVEMBER 7TH, 2023?

% TOTAL U.S. VOTERS, BY SEGMENT

■ YES ■ NO

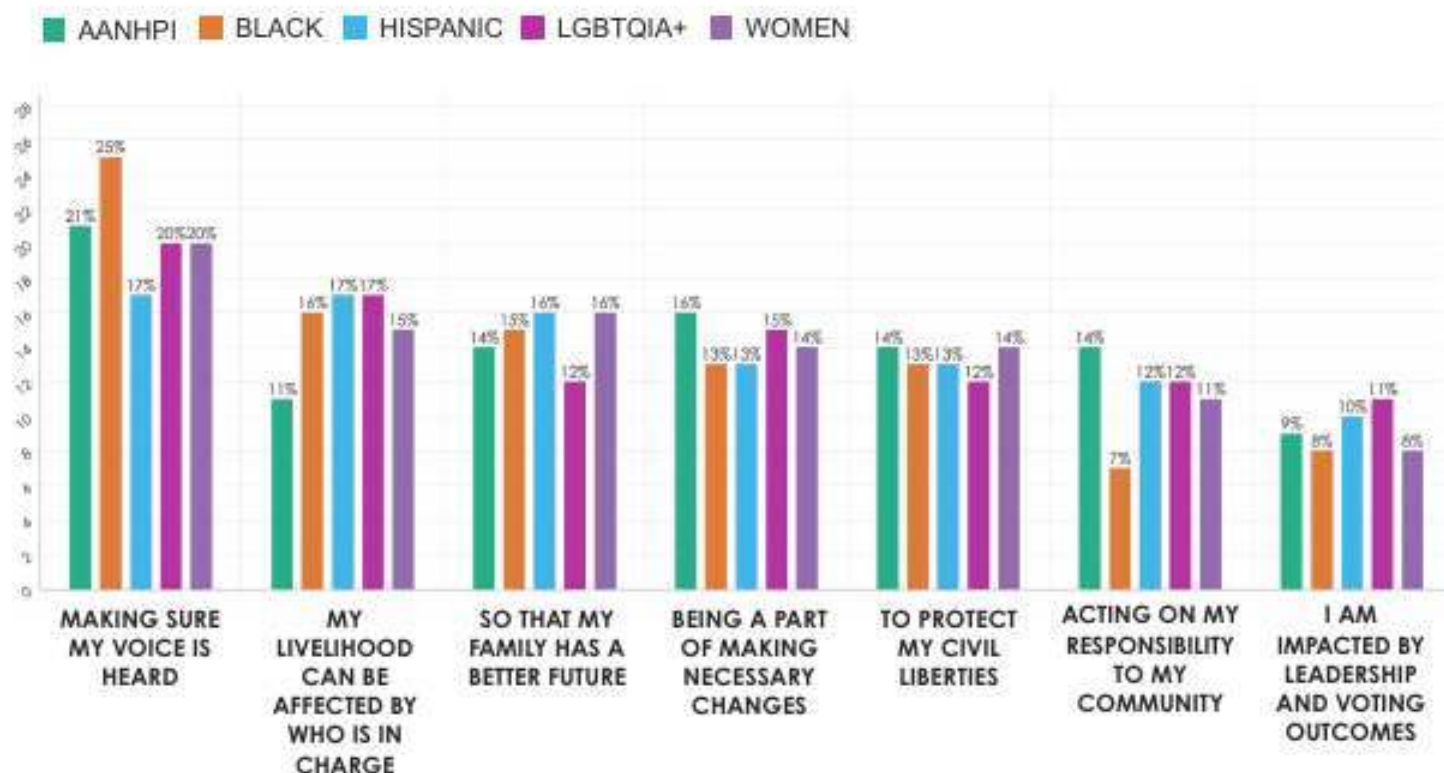


Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

DIVERSE AND WOMEN VOTERS ARE MOTIVATED TO VOTE BY MAKING SURE THEIR VOICES ARE HEARD, THEIR LIVELIHOODS ARE PROTECTED THROUGH SELECTING THEIR LEADERS, AND HAVING A SAY IN WHAT THE FUTURE LOOKS LIKE FOR THEM AND THEIR FAMILIES

PRIMARY MOTIVATION TO VOTE

% TOTAL U.S. VOTERS, BY SEGMENT





**DIVERSE VOTERS ARE DISSATISFIED
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CANDIDATES WILL NEED TO
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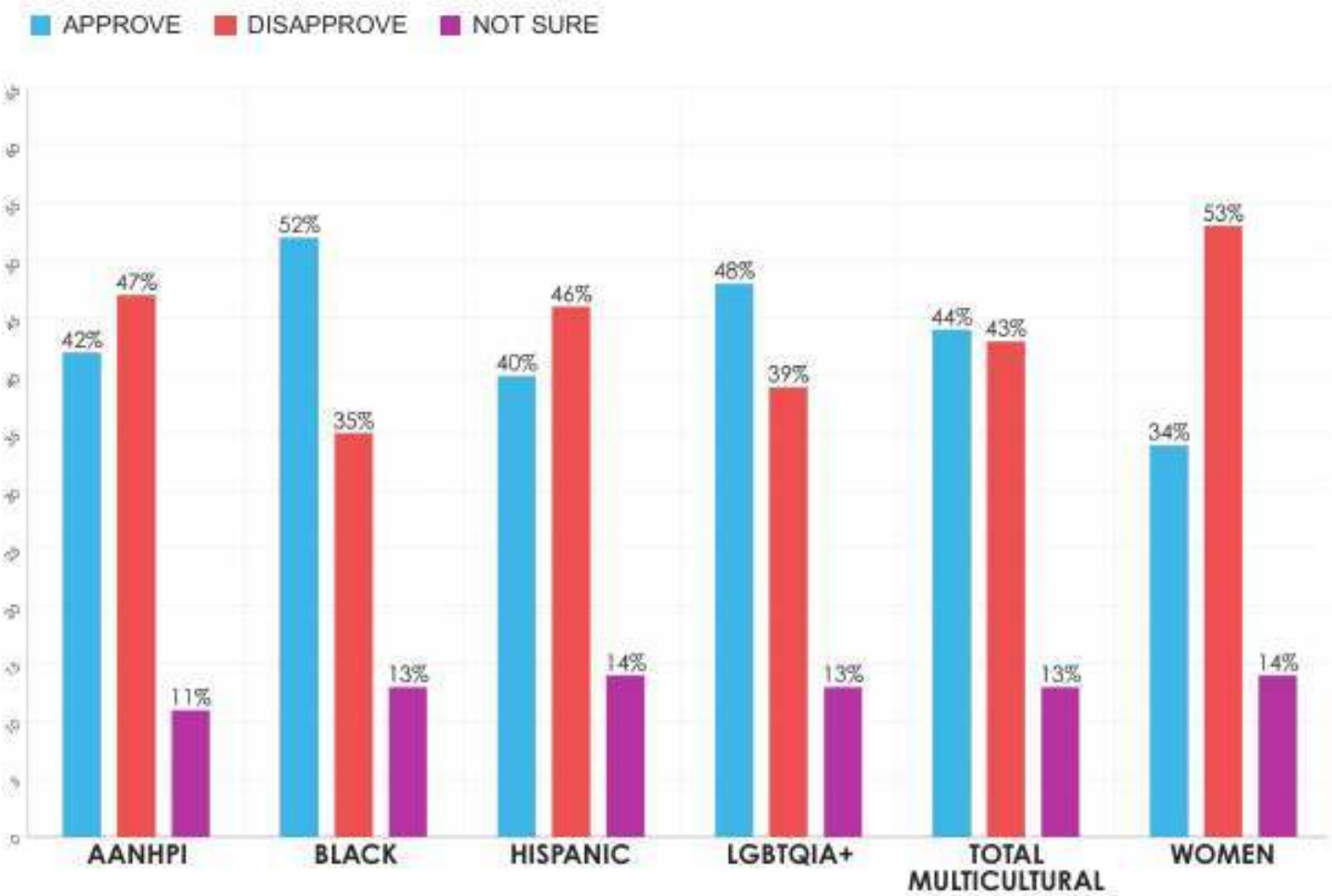
DIVERSE AMERICANS ALMOST EQUALLY APPROVE AND DISAPPROVE OF PRESIDENT JOE BIDEN'S JOB PERFORMANCE

BLACK AND LGBTQIA+ AMERICANS GAVE THE HIGHEST APPROVAL RATINGS AT 52% AND 48%, RESPECTIVELY

WOMEN REPORT THE HIGHEST DISAPPROVAL RATING AT 53%

JOB PERFORMANCE - PRESIDENT JOE BIDEN

% TOTAL U.S. CITIZENS, BY SEGMENT



Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

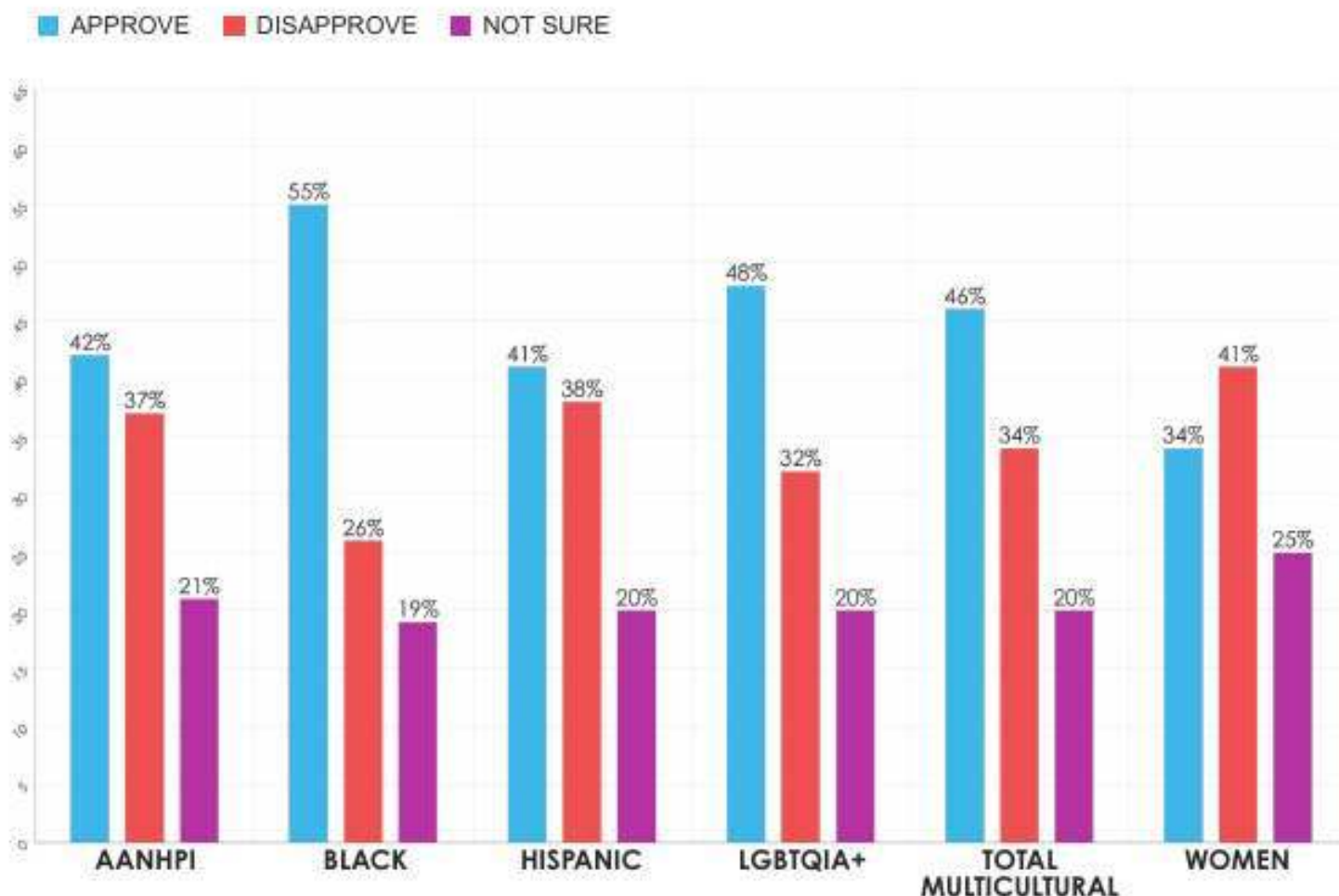
VICE PRESIDENT KAMALA HARRIS HAS A SLIGHTLY HIGHER APPROVAL RATING AMONG DIVERSE AMERICANS THAN PRESIDENT BIDEN

BLACK AND LGBTQIA+ AMERICANS GAVE THE HIGHEST APPROVAL RATINGS AT 55% AND 48%, RESPECTIVELY

ROUGHLY 20% OF DIVERSE AMERICANS AND 25% OF WOMEN ARE NOT SURE HOW TO RATE VICE PRESIDENT HARRIS' JOB PERFORMANCE

JOB PERFORMANCE - VICE PRESIDENT KAMALA HARRIS

% TOTAL APPROVE AMONG U.S. CITIZENS, BY SEGMENT



Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

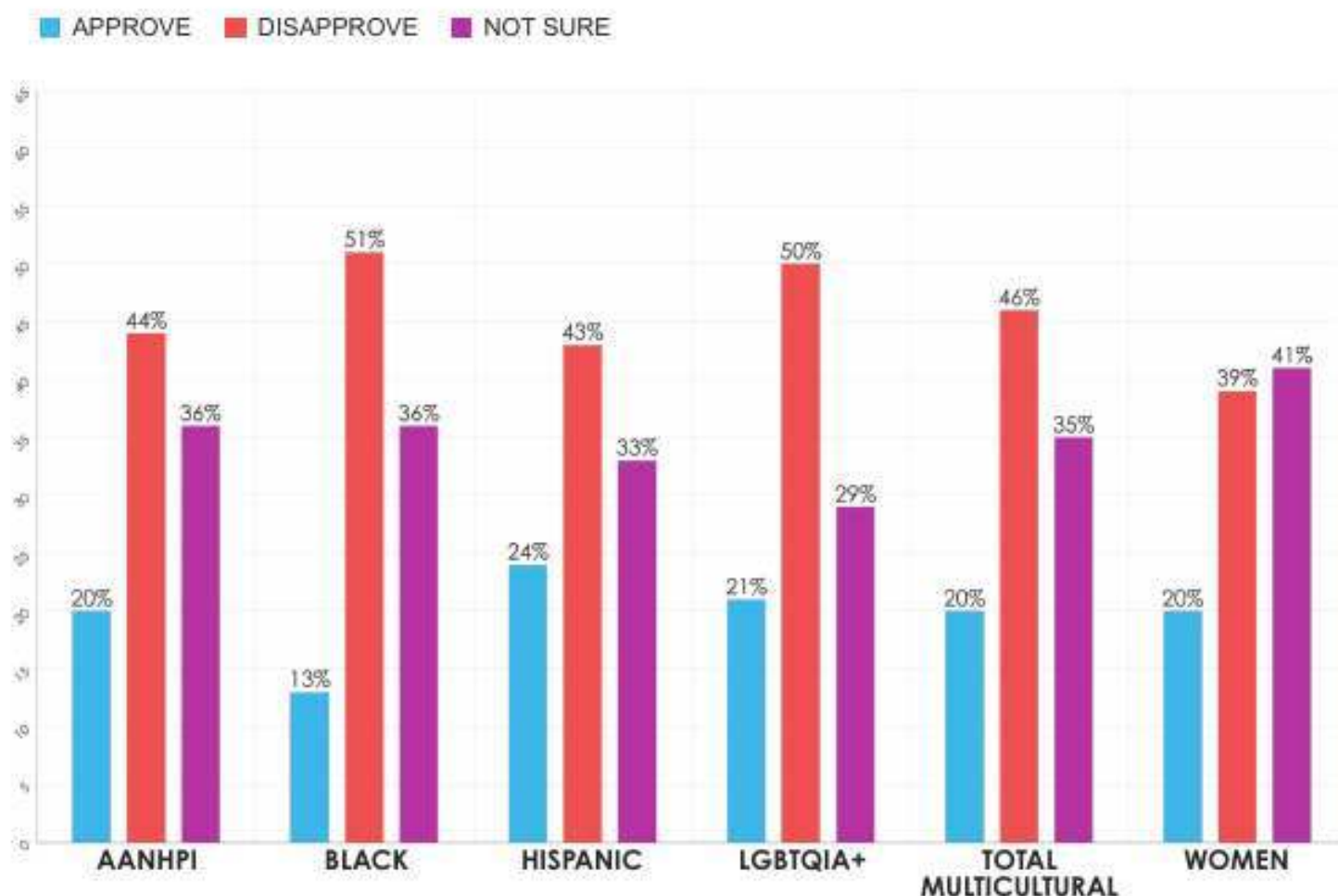
FLORIDA GOVERNOR RON DeSANTIS HAS A DISAPPROVAL RATING OF 46% AMONG DIVERSE VOTERS

HALF OF BLACK AND LGBTQIA+ AMERICANS DISAPPROVE OF GOVERNOR DeSANTIS' JOB PERFORMANCE

ROUGHLY 30% OF DIVERSE VOTERS AND 41% OF WOMEN ARE NOT SURE HOW TO RATE GOVERNOR DeSANTIS' JOB PERFORMANCE

JOB PERFORMANCE - FLORIDA GOVERNOR RON DeSANTIS

% TOTAL APPROVE AMONG U.S. CITIZENS, BY SEGMENT



Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

JOE BIDEN IS THE FRONT-RUNNER AMONG AANHPI, BLACK, AND LGBTQIA+ VOTERS

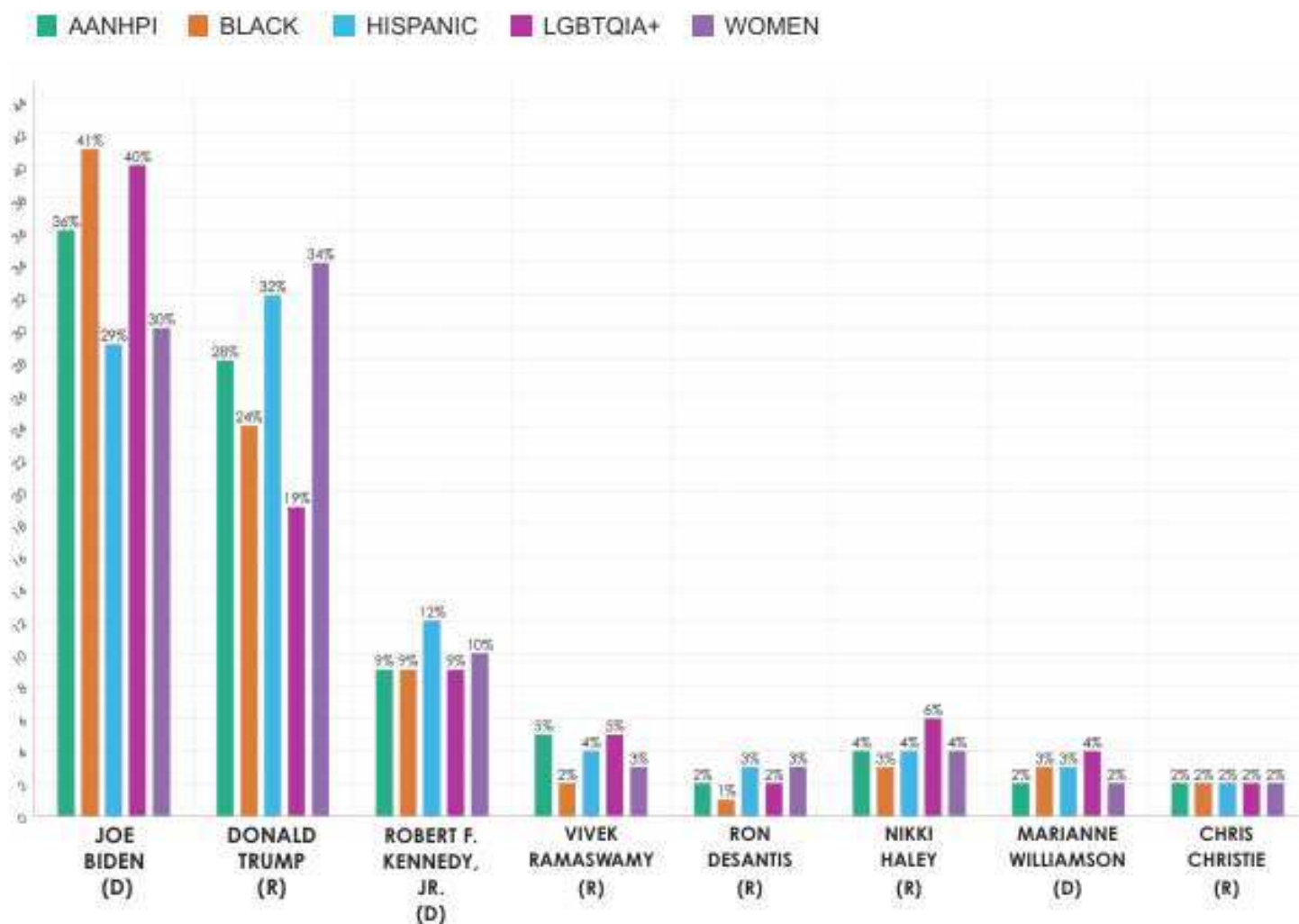
DONALD TRUMP IS THE FRONT-RUNNER FOR HISPANIC VOTERS, WITH SUPPORT FROM NEARLY A THIRD OF HISPANICS

WOMEN ALSO LISTED DONALD TRUMP AS THEIR TOP CHOICE

ROBERT F. KENNEDY, JR. HAS ROUGHLY 10% SUPPORT FROM DIVERSE VOTERS AND WOMEN

WHICH CANDIDATE WOULD YOU VOTE FOR PRESIDENT OF THE UNITED STATES?

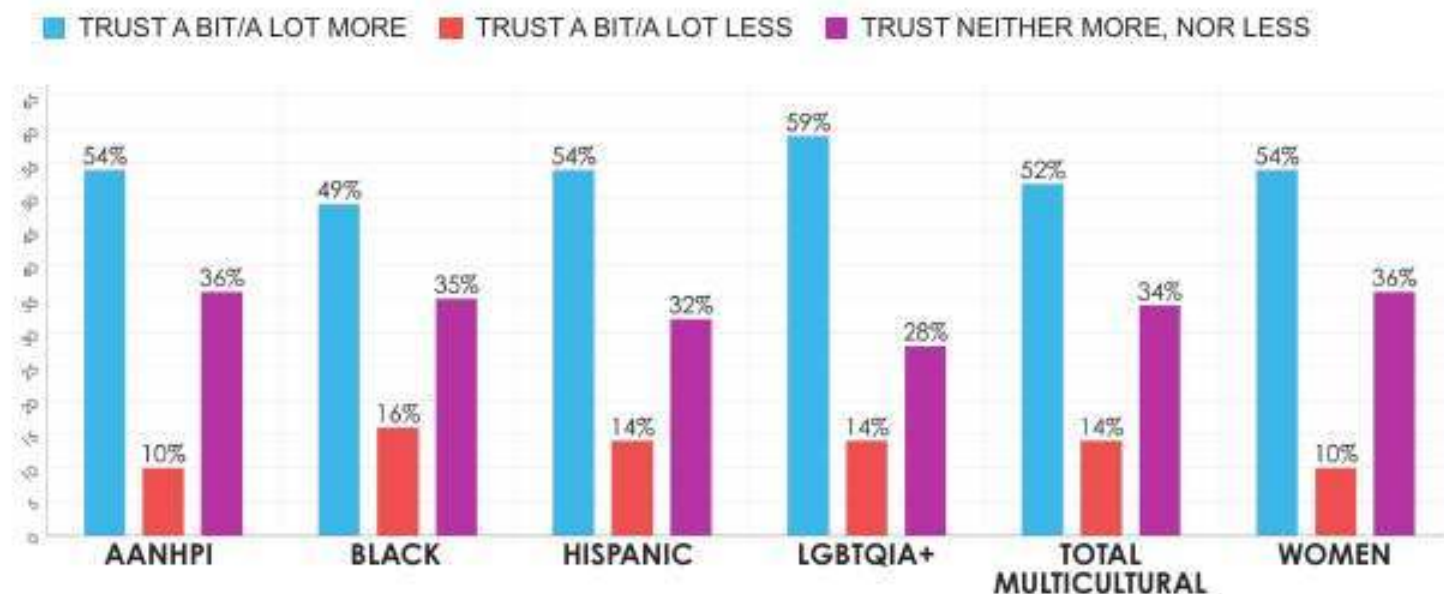
% SELECTING EACH OPTION AMONG TOTAL U.S. CITIZENS, BY SEGMENT



EXPRESSING A NUANCED UNDERSTANDING OF DIVERSE AMERICANS AND WOMEN CAN SIGNIFICANTLY IMPROVE TRUST AMONG THESE VOTING BLOCS. MESSAGING DIRECTLY TO THESE COMMUNITIES COULD HELP CANDIDATES GAIN AN EDGE AT THE VOTING BOOTH

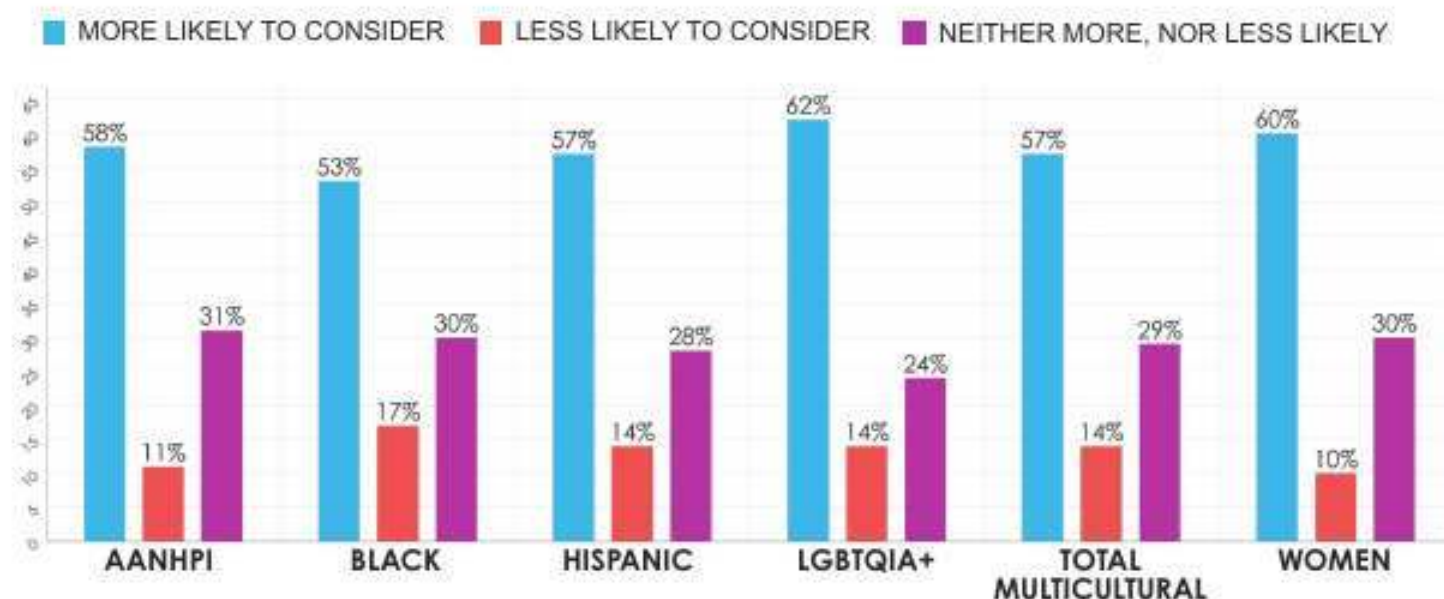
TRUST IMPACT WHEN A POLITICIAN, GOVERNMENTAL AGENCY, OR POLITICAL PARTY UNDERSTANDS YOU

% TOTAL U.S. CITIZENS, BY SEGMENT



CONSIDERATION IMPACT WHEN A POLITICIAN, GOVERNMENTAL AGENCY, OR POLITICAL PARTY UNDERSTANDS YOU

% TOTAL U.S. CITIZENS, BY SEGMENT

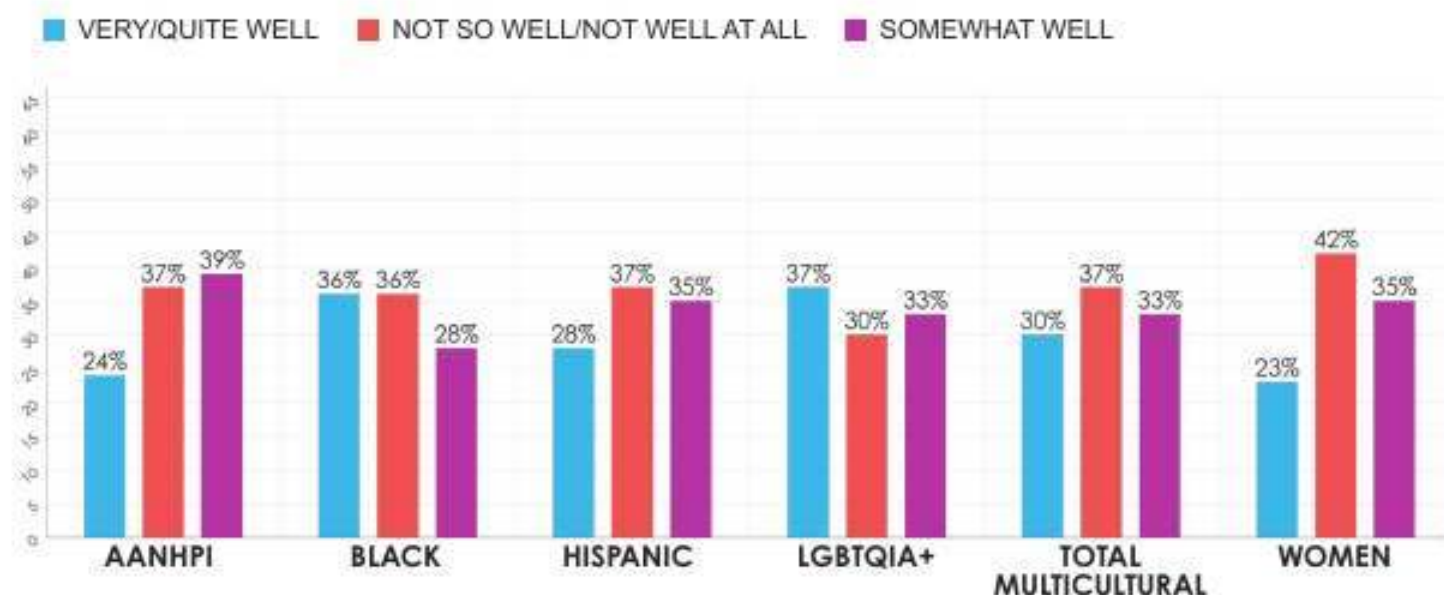


Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

DIVERSE AMERICANS AND WOMEN DO NOT FEEL VERY UNDERSTOOD BY THE DEMOCRATIC PARTY. HALF OF DIVERSE VOTERS AND WOMEN FEEL THAT THE REPUBLICAN PARTY DOES NOT UNDERSTAND THEM WELL AT ALL

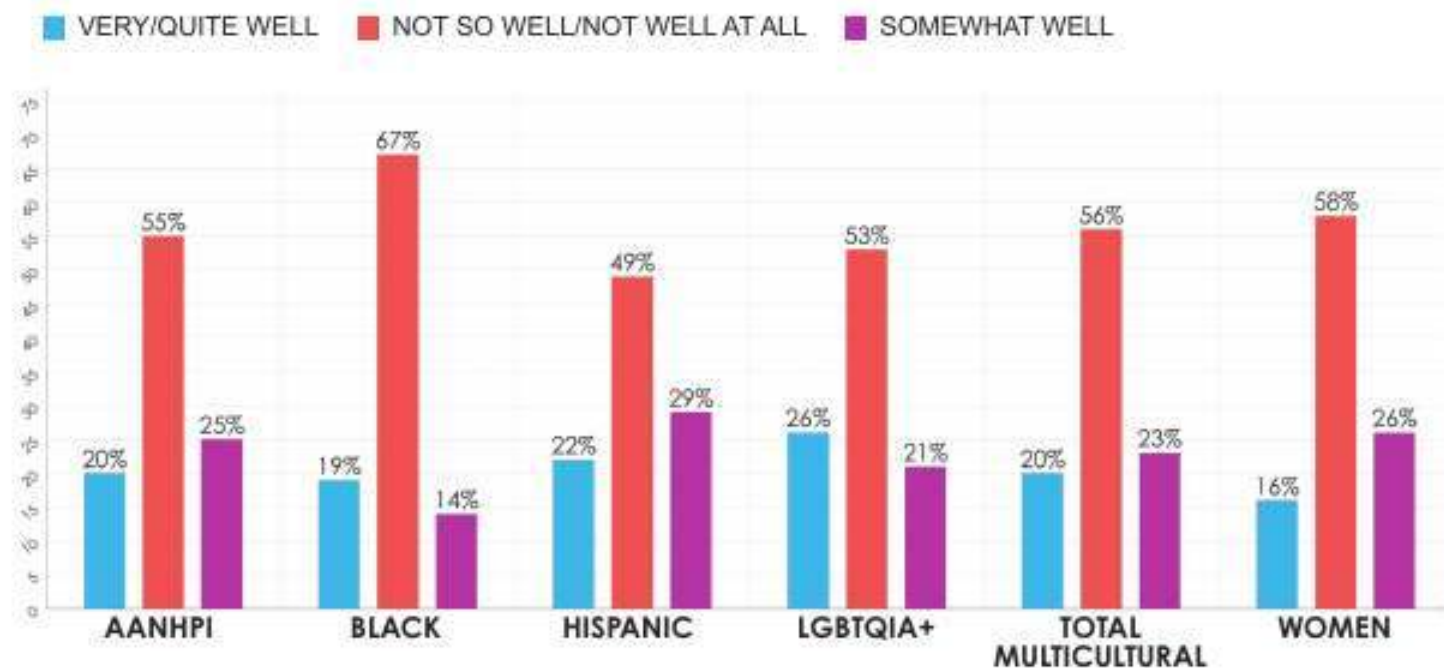
HOW WELL DO YOU THINK THE FOLLOWING PEOPLE, GROUPS, OR ORGANIZATIONS ARE DOING WHEN IT COMES TO UNDERSTANDING - DEMOCRATIC PARTY

% TOTAL U.S. CITIZENS, BY SEGMENT



HOW WELL DO YOU THINK THE FOLLOWING PEOPLE, GROUPS, OR ORGANIZATIONS ARE DOING WHEN IT COMES TO UNDERSTANDING - REPUBLICAN PARTY

% TOTAL U.S. CITIZENS, BY SEGMENT

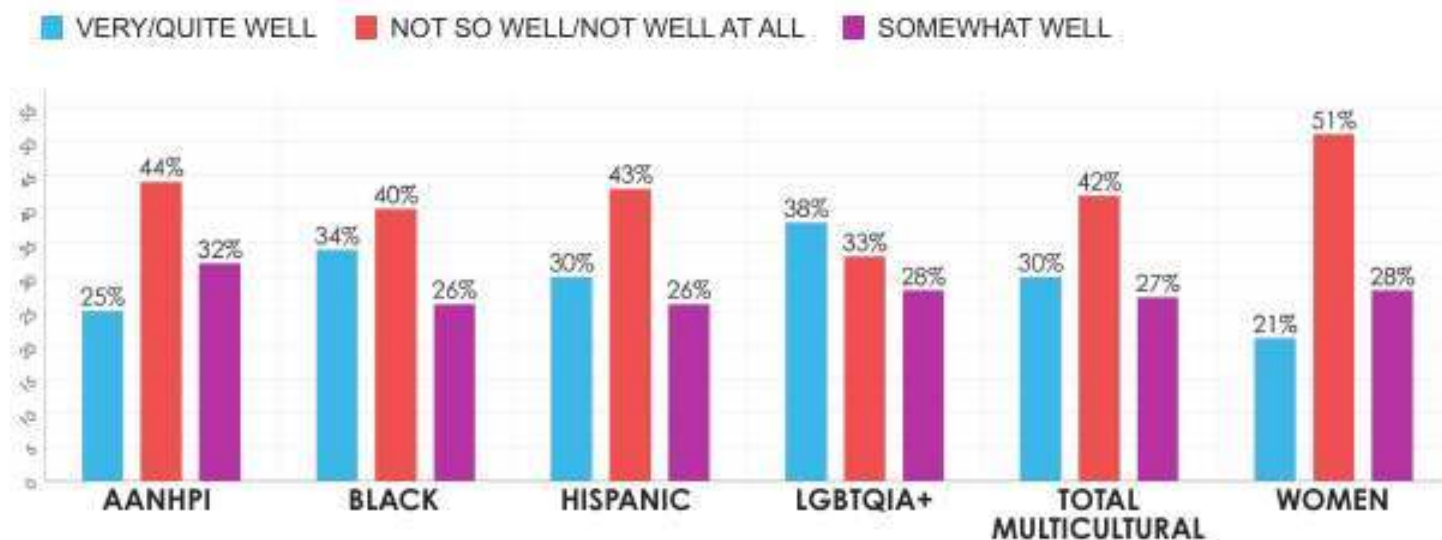


Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

DIVERSE AMERICANS AND WOMEN DO NOT FEEL VERY UNDERSTOOD BY JOE BIDEN. MORE THAN 60% OF WOMEN AND BLACK AMERICANS DO NOT FEEL UNDERSTOOD AT ALL BY DONALD TRUMP, AND OVER 50% OF AANHPI, HISPANIC, AND LGBTQIA+ AMERICANS AGREE

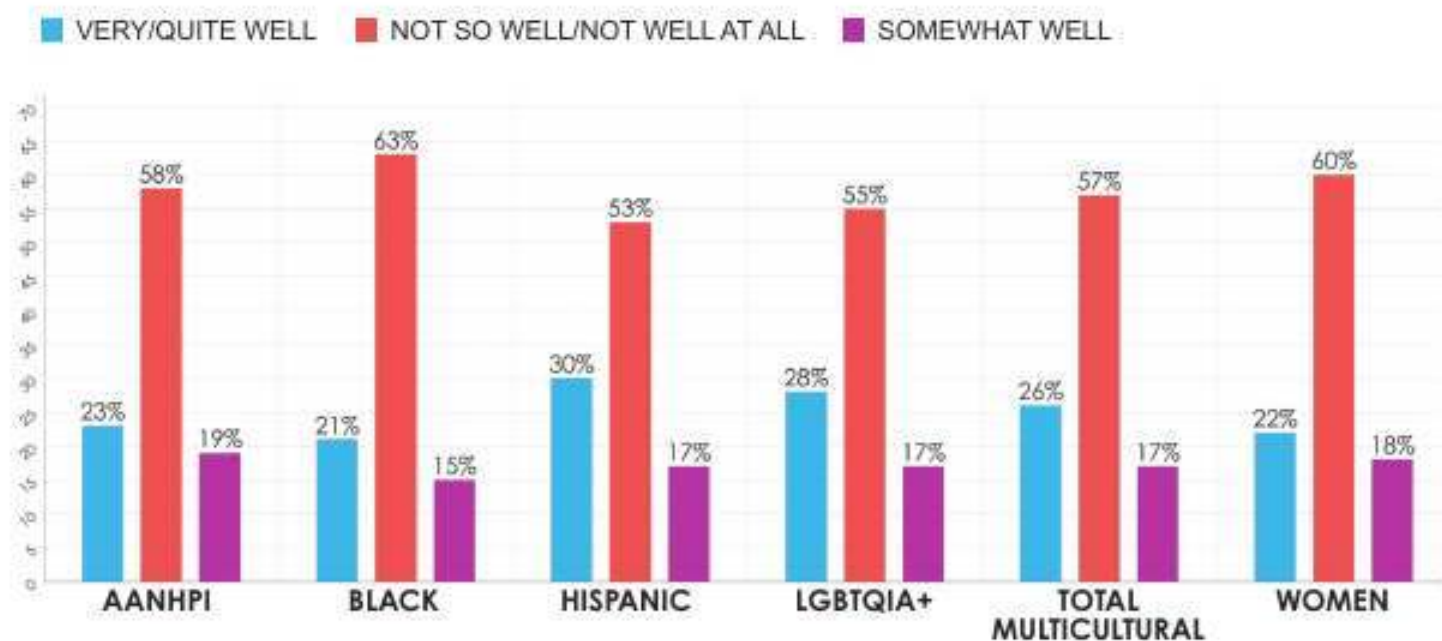
HOW WELL DO YOU THINK THE FOLLOWING PEOPLE, GROUPS, OR ORGANIZATIONS ARE DOING WHEN IT COMES TO UNDERSTANDING - JOE BIDEN

% TOTAL U.S. CITIZENS, BY SEGMENT



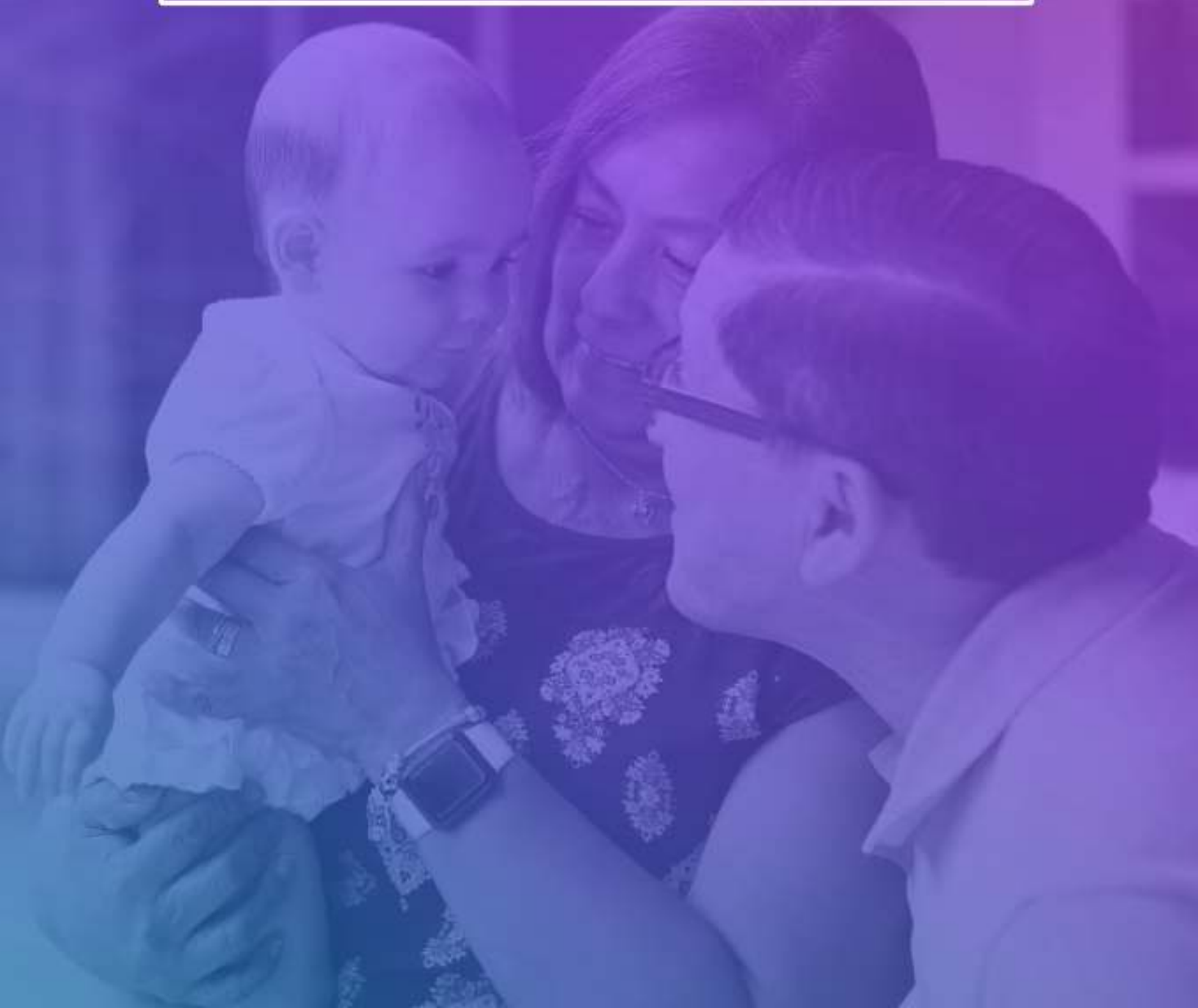
HOW WELL DO YOU THINK THE FOLLOWING PEOPLE, GROUPS, OR ORGANIZATIONS ARE DOING WHEN IT COMES TO UNDERSTANDING - DONALD TRUMP

% TOTAL U.S. CITIZENS, BY SEGMENT



Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

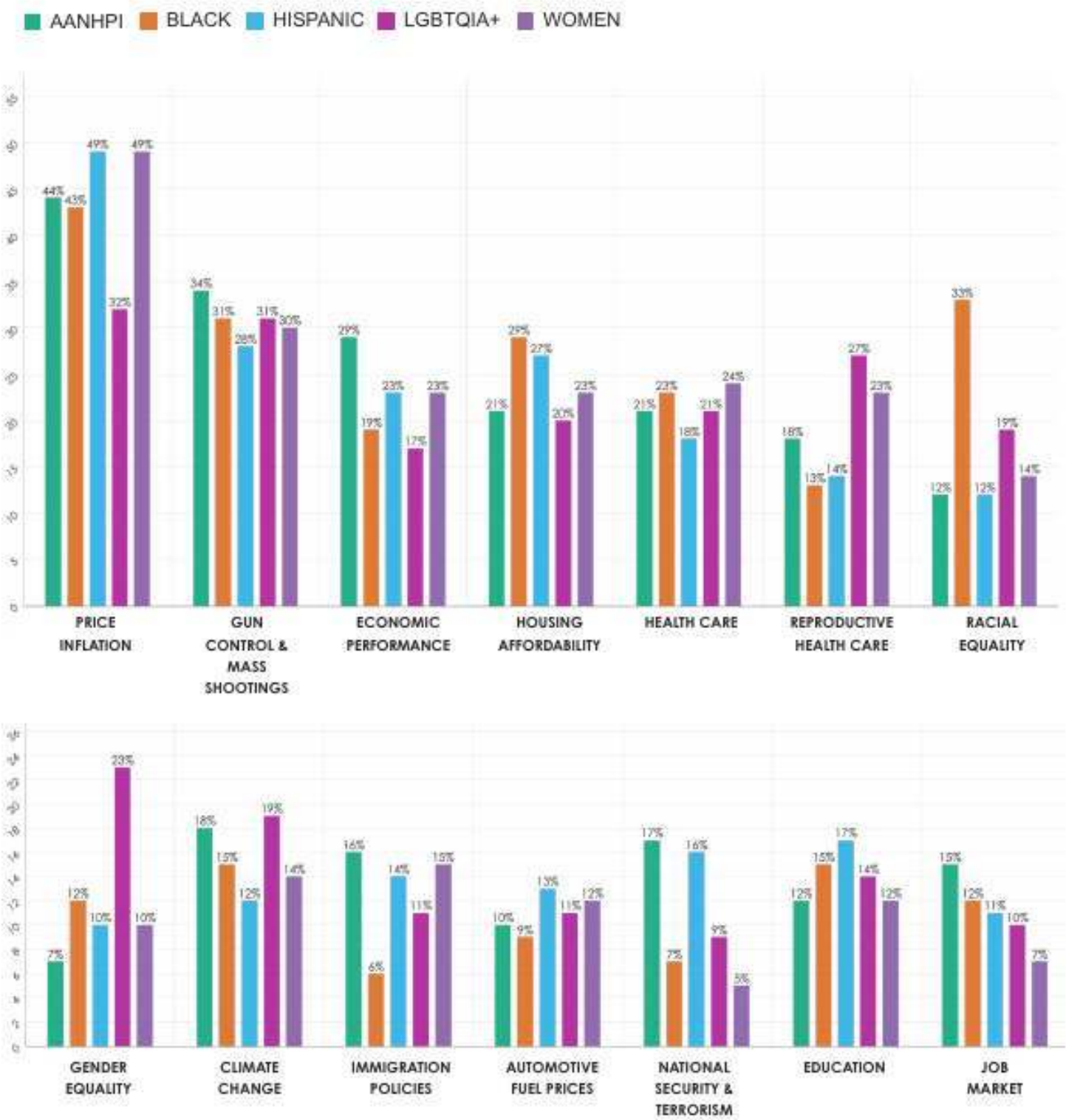
**DIVERSE VOTERS ARE DISSATISFIED
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ECONOMY AND WILL LIKELY BE
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STABILITY, HEALTH CARE ACCESS,
AND GUN SAFETY**



PRIORITIES VARY, BUT ECONOMIC CONCERNS, GUN CONTROL, AND REPRODUCTIVE HEALTH CARE EMERGE AS TOP ISSUES IMPACTING DIVERSE AND WOMEN VOTERS IN 2024

BIGGEST IMPACT ON HOW YOU INTEND TO VOTE IN NOVEMBER 2024

% TOTAL U.S. REGISTERED VOTERS SELECTING EACH OPTION, BY SEGMENT



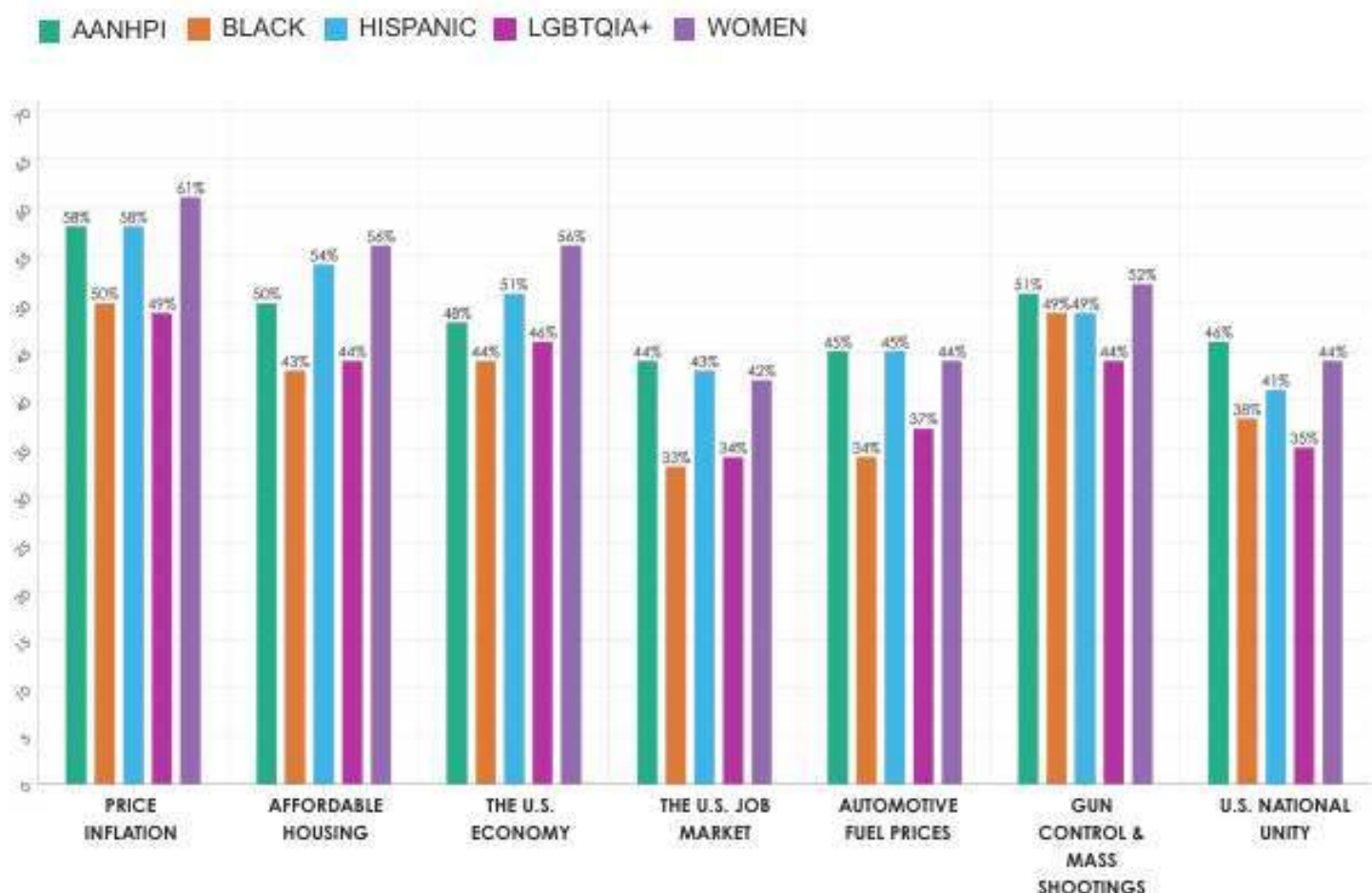
ROUGHLY HALF OF DIVERSE AMERICANS AND WOMEN BELIEVE ECONOMIC ISSUES HAVE WORSENERD IN THE LAST 6 MONTHS

WOMEN ARE ESPECIALLY CONCERNED ABOUT INFLATION AND THE ECONOMY

DIVERSE AMERICANS ALSO DESCRIBED GUN CONTROL AND U.S. NATIONAL UNITY AS WORSE COMPARED TO 6 MONTHS AGO

SOCIAL MOMENTUM – SIGNIFICANTLY/A LITTLE WORSE COMPARED TO 6 MONTHS AGO

% SIGNIFICANTLY/A LITTLE WORSE AMONG TOTAL U.S. CITIZENS, BY SEGMENT

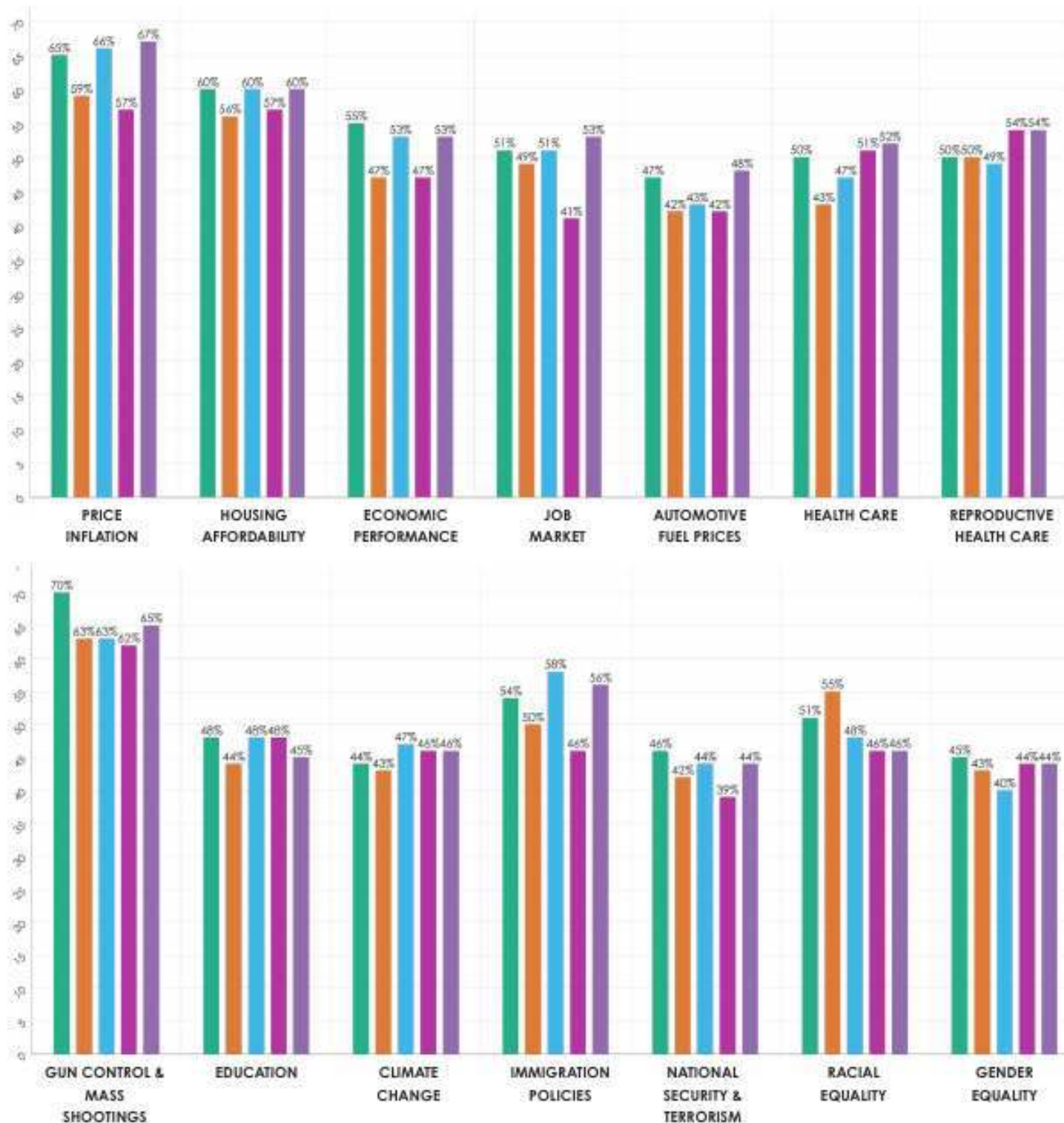


DIVERSE AMERICANS AND WOMEN ARE EXTREMELY DISSATISFIED WITH FEDERAL RESPONSE TO ECONOMIC ISSUES AND GUN CONTROL

DISAPPROVAL OF U.S. GOVERNMENT'S HANDLING OF ISSUES

% DISAPPROVE AMONG TOTAL U.S. CITIZENS, BY SEGMENT

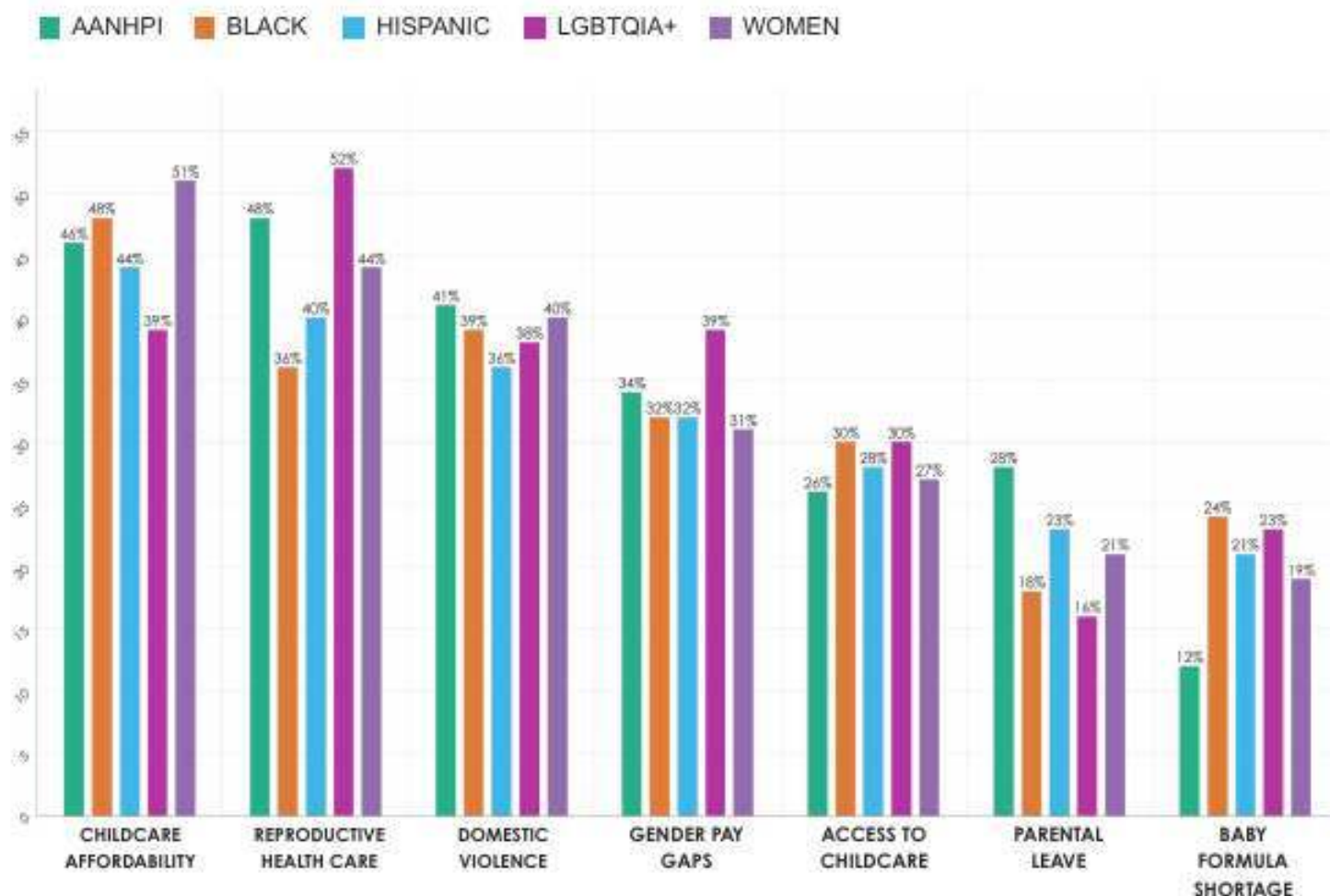
AANHPI BLACK HISPANIC LGBTQIA+ WOMEN



DIVERSE AMERICANS AND WOMEN LIST CHILDCARE AFFORDABILITY, REPRODUCTIVE HEALTH CARE, DOMESTIC VIOLENCE, AND GENDER PAY GAPS AS THE MOST SIGNIFICANT ISSUES IMPACTING WOMEN

ISSUES SIGNIFICANTLY IMPACTING WOMEN ACROSS THE U.S

% TOTAL U.S. CITIZENS, BY SEGMENT



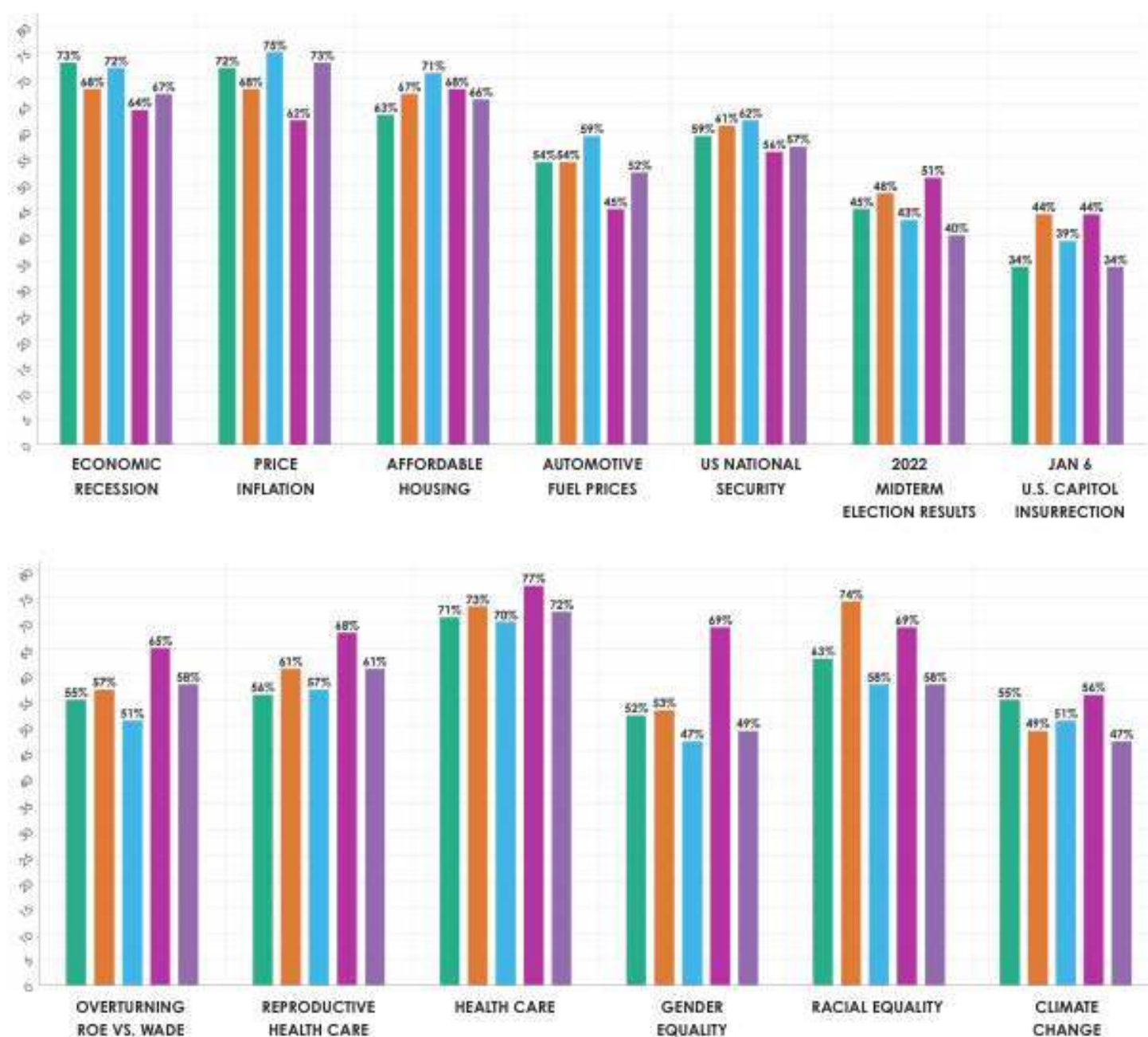
ECONOMIC ISSUES, NATIONAL SECURITY, HEALTH CARE, REPRODUCTIVE HEALTH RIGHTS, AND EQUALITY ARE PRIORITY ISSUES FOR DIVERSE VOTERS AND WOMEN VOTERS

VOTERS ARE VERY MOTIVATED BY A WIDE ARRAY OF ISSUES, WHICH COULD LEAD TO INCREASED TURNOUT IN NOVEMBER

ISSUE INFLUENCE ON 2024 VOTING – STRONG/VERY STRONG INFLUENCE

% TOTAL U.S. REGISTERED VOTERS, BY SEGMENT

AANHPI BLACK HISPANIC LGBTQIA+ WOMEN



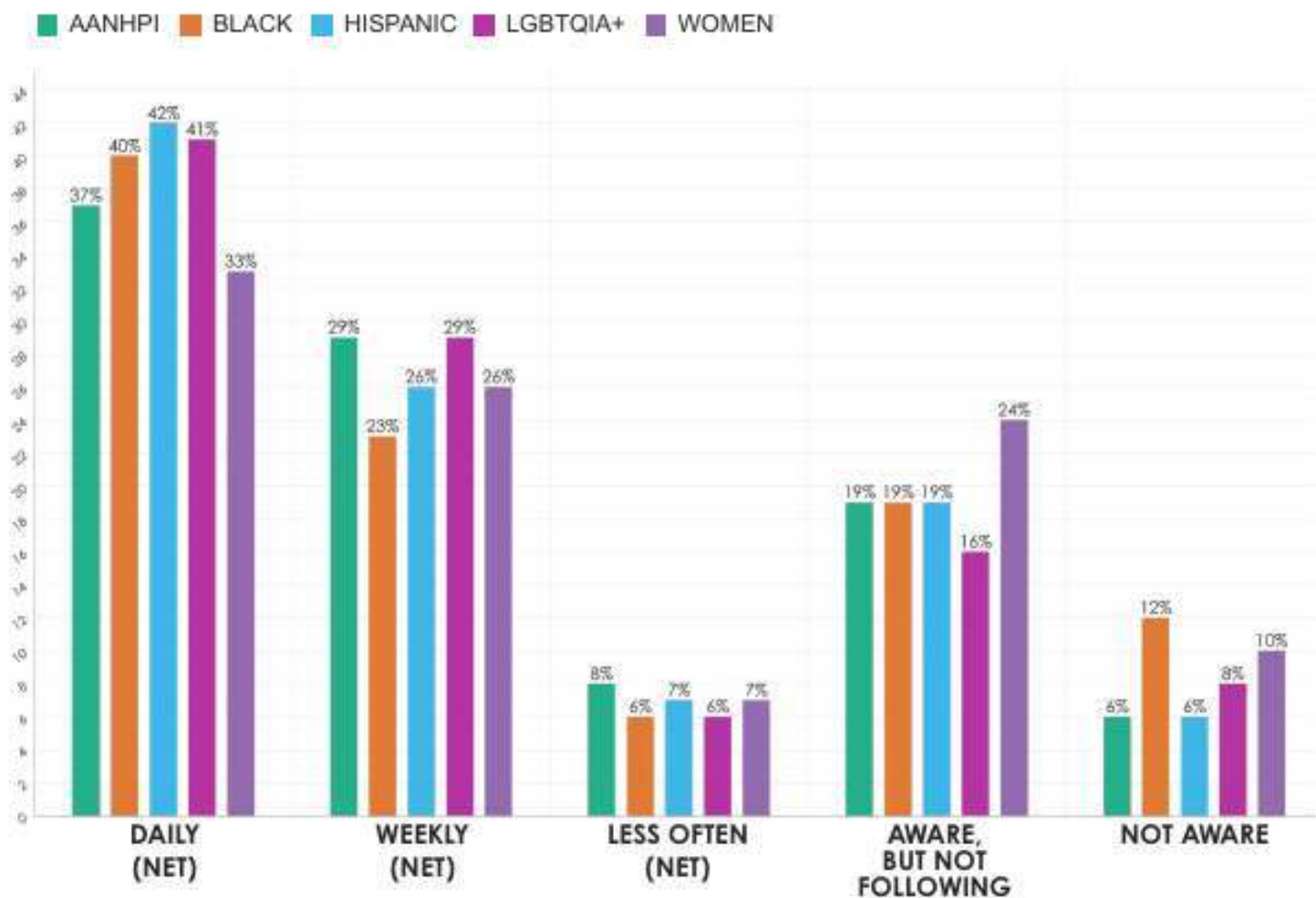
**THE CONFLICT BETWEEN
ISRAEL AND HAMAS IS AFFECTING
DIVERSE AMERICANS AND
THEIR SUPPORT FOR 2024
U.S. POLITICAL CANDIDATES**



NEARLY 40% OF DIVERSE AMERICANS AND 1-IN-3 WOMEN CONSUME NEWS DAILY ABOUT THE CONFLICT BETWEEN ISRAEL AND HAMAS

HOW OFTEN DO YOU WATCH, READ, OR LISTEN TO NEWS REPORTS ABOUT THE CONFLICT BETWEEN ISRAEL AND HAMAS, IF AT ALL?

% TOTAL U.S. CITIZENS, BY SEGMENT



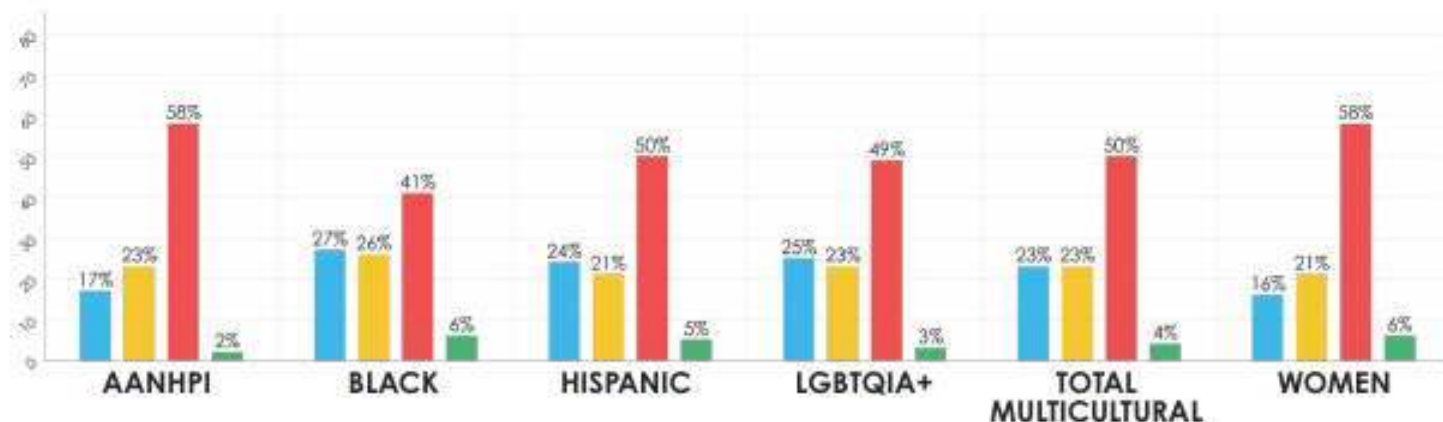
HALF OF DIVERSE AMERICANS AND WOMEN BELIEVE THE CONFLICT BETWEEN ISRAEL AND HAMAS WILL NEGATIVELY IMPACT GLOBAL POLITICS AND THE GLOBAL ECONOMY. SLIGHTLY LESS THAN HALF PREDICT A NEGATIVE IMPACT ON THE U.S. NATIONAL DEBT

IMPACT OF THE CONFLICT BETWEEN ISRAEL AND HAMAS

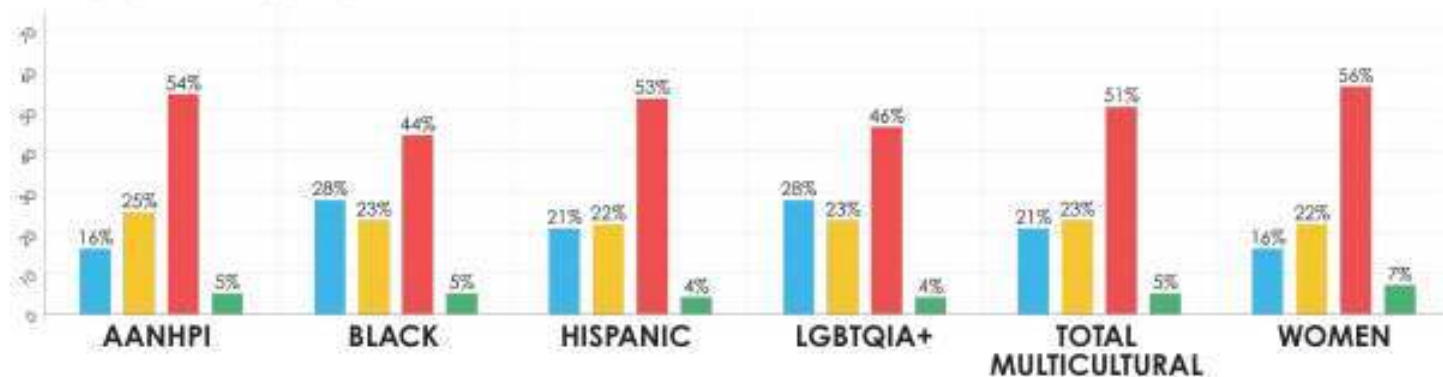
% TOTAL U.S. CITIZENS, BY SEGMENT

POSITIVE IMPACT (NET) NEUTRAL NEGATIVE IMPACT (NET) NOT SURE

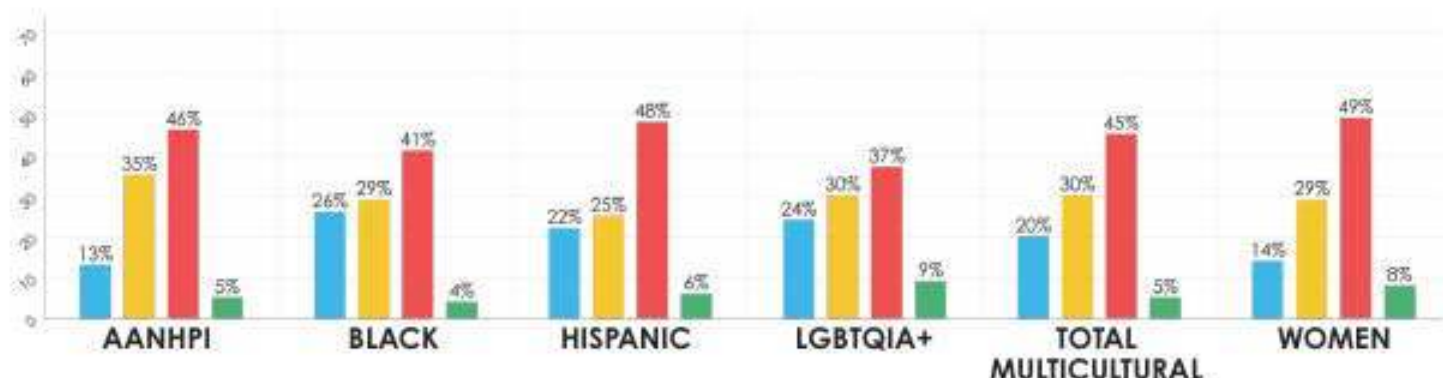
STABILITY IN GLOBAL POLITICS



THE GLOBAL ECONOMY



U.S. NATIONAL DEBT



Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

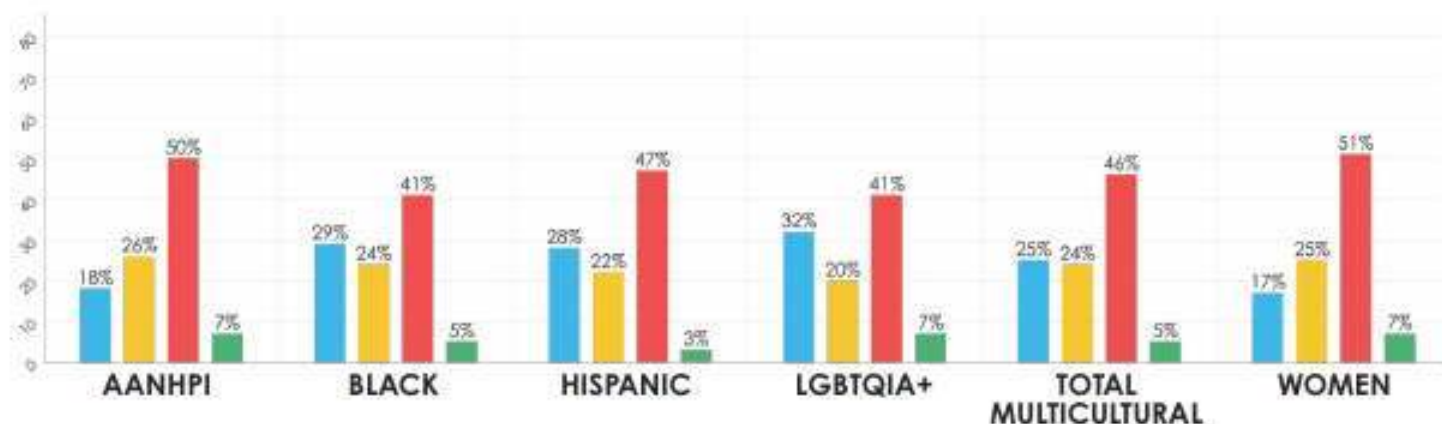
DIVERSE AMERICANS AND WOMEN PREDICT A NEGATIVE IMPACT ON U.S. POLITICS, WITH 1-IN-3 STATING THAT THE ISRAEL-HAMAS CONFLICT WILL NEGATIVELY IMPACT THE 2024 U.S. ELECTIONS AND 1-IN-4 BELIEVING IT WILL NEGATIVELY IMPACT RACIAL EQUALITY IN THE U.S.

IMPACT OF THE CONFLICT BETWEEN ISRAEL AND HAMAS

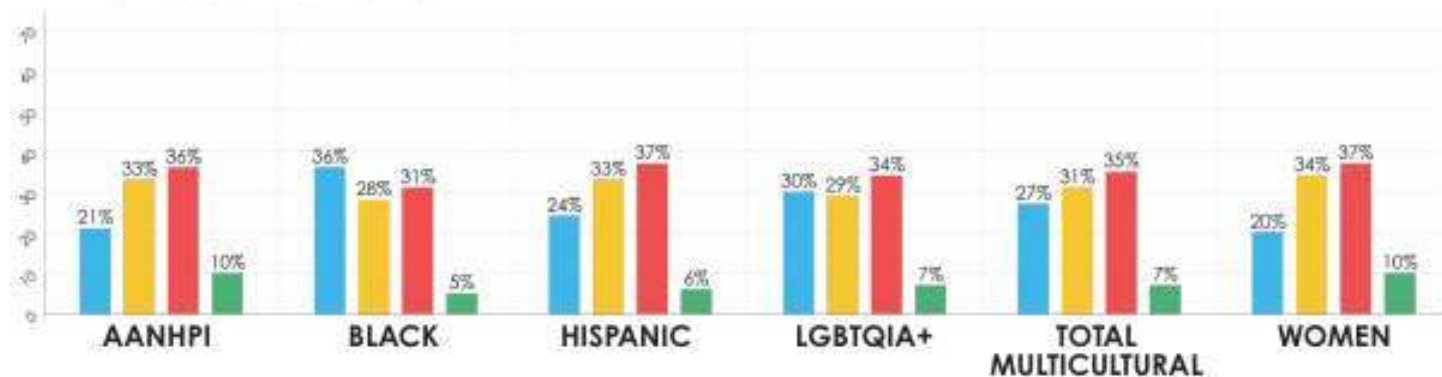
% TOTAL U.S. CITIZENS, BY SEGMENT

POSITIVE IMPACT (NET) NEUTRAL NEGATIVE IMPACT (NET) NOT SURE

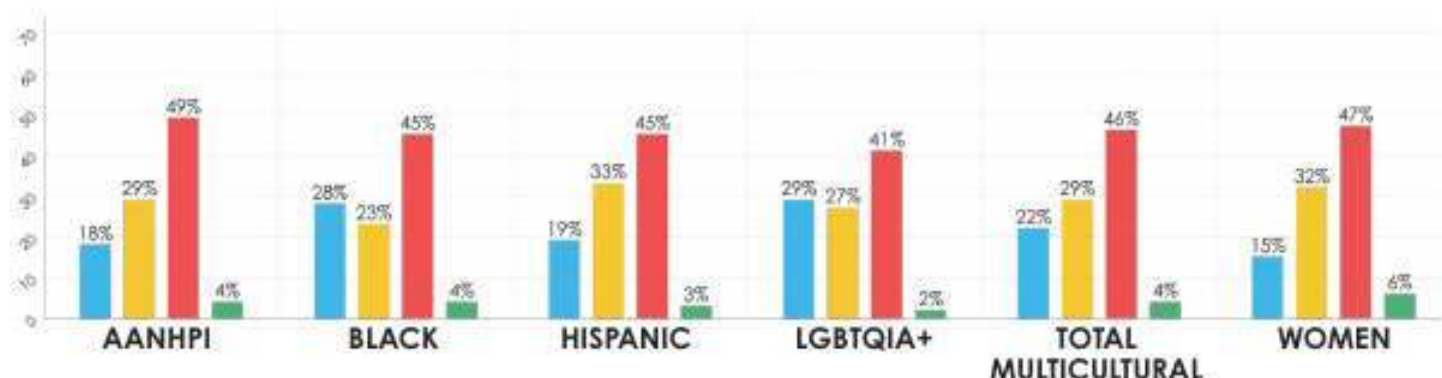
U.S. POLITICS



THE 2024 U.S. ELECTIONS



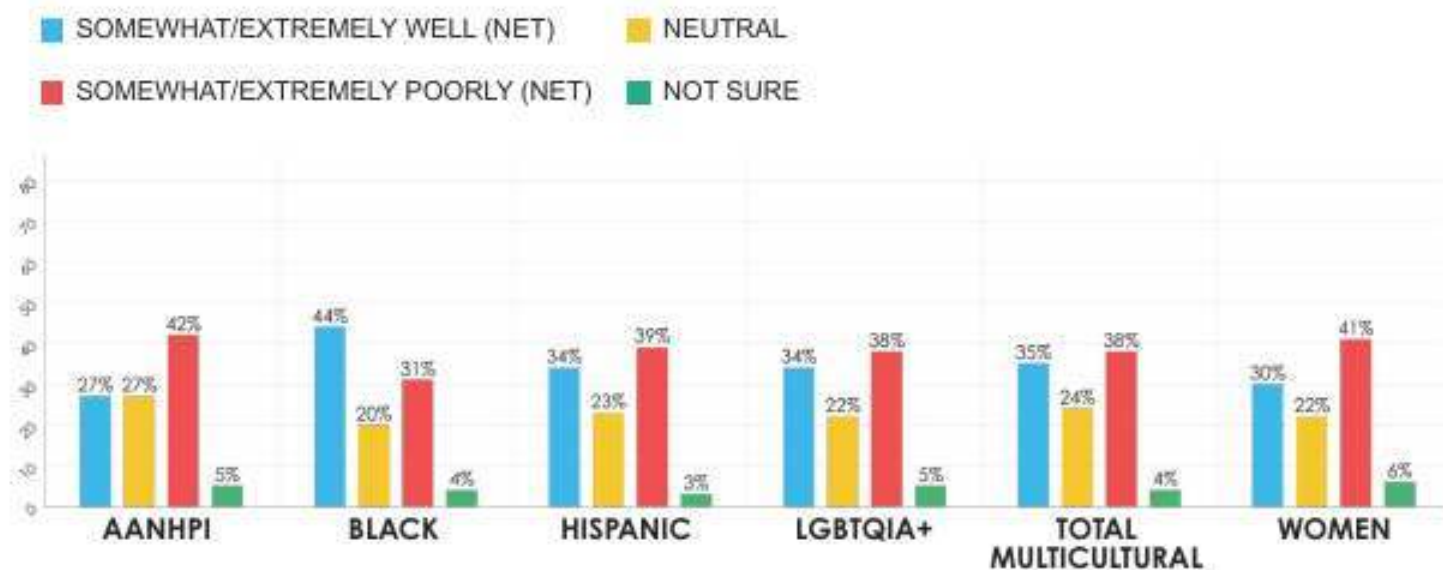
RACIAL EQUALITY IN THE U.S.



Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

ROUGHLY 4-IN-10 DIVERSE AMERICANS AND WOMEN BELIEVE PRESIDENT BIDEN IS HANDLING THE ISRAEL-HAMAS CONFLICT POORLY, THOUGH BLACK AMERICANS ARE MORE SATISFIED WITH THE PRESIDENT'S LEADERSHIP DURING THIS TIME

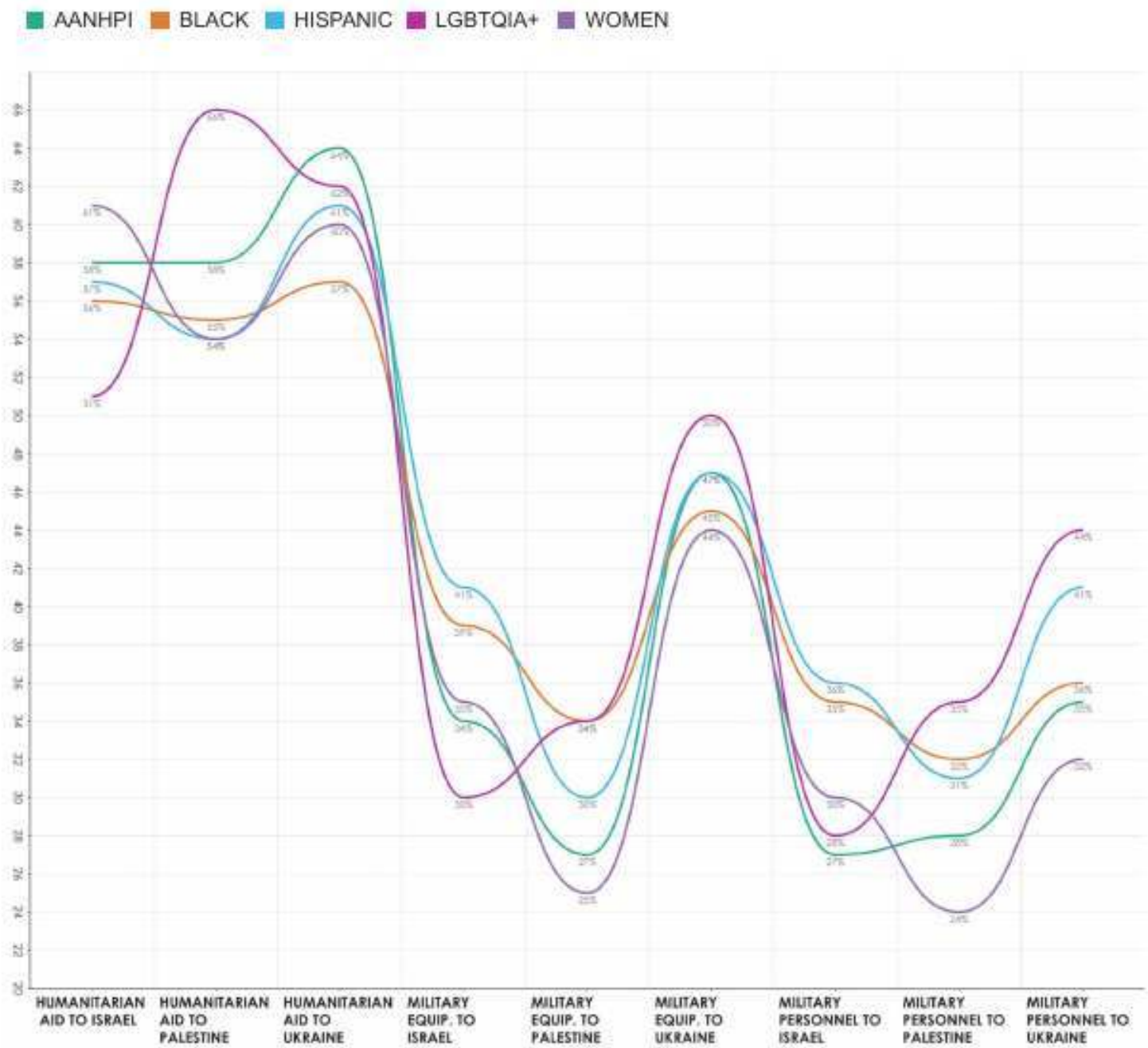
PRESIDENT BIDEN HANDLING OF THE CONFLICT BETWEEN ISRAEL AND HAMAS % TOTAL U.S. CITIZENS, BY SEGMENT



Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

OVER 50% OF DIVERSE AMERICANS AND WOMEN SUPPORT SENDING HUMANITARIAN AID TO ISRAEL, PALESTINE, AND UKRAINE, BUT THEY ARE LESS ENTHUSIASTIC ABOUT SENDING MILITARY EQUIPMENT AND MILITARY PERSONNEL TO THOSE COUNTRIES

DO YOU SUPPORT THE U.S. SENDING...?- YES RESPONSES
% TOTAL U.S. CITIZENS, BY SEGMENT



APPROXIMATELY 50% OF DIVERSE AMERICANS ARE WITNESSING MORE ANTI-JEWISH, ANTI-PALESTINIAN, ANTI-HAMAS, ANTI-MUSLIM, AND ANTI-MIDDLE EASTERN SENTIMENTS WHILE SIMULTANEOUSLY REPORTING AN INCREASE IN SUPPORT FOR THE JEWISH, PALESTINIAN, AND MUSLIM COMMUNITIES

SINCE THE CONFLICT BETWEEN ISRAEL AND HAMAS BEGAN IN OCTOBER 2023, TO WHAT DEGREE ARE YOU SEEING PEOPLE SHARE OR EXPRESS...?

% TOTAL U.S. CITIZENS, TOTAL MULTICULTURAL

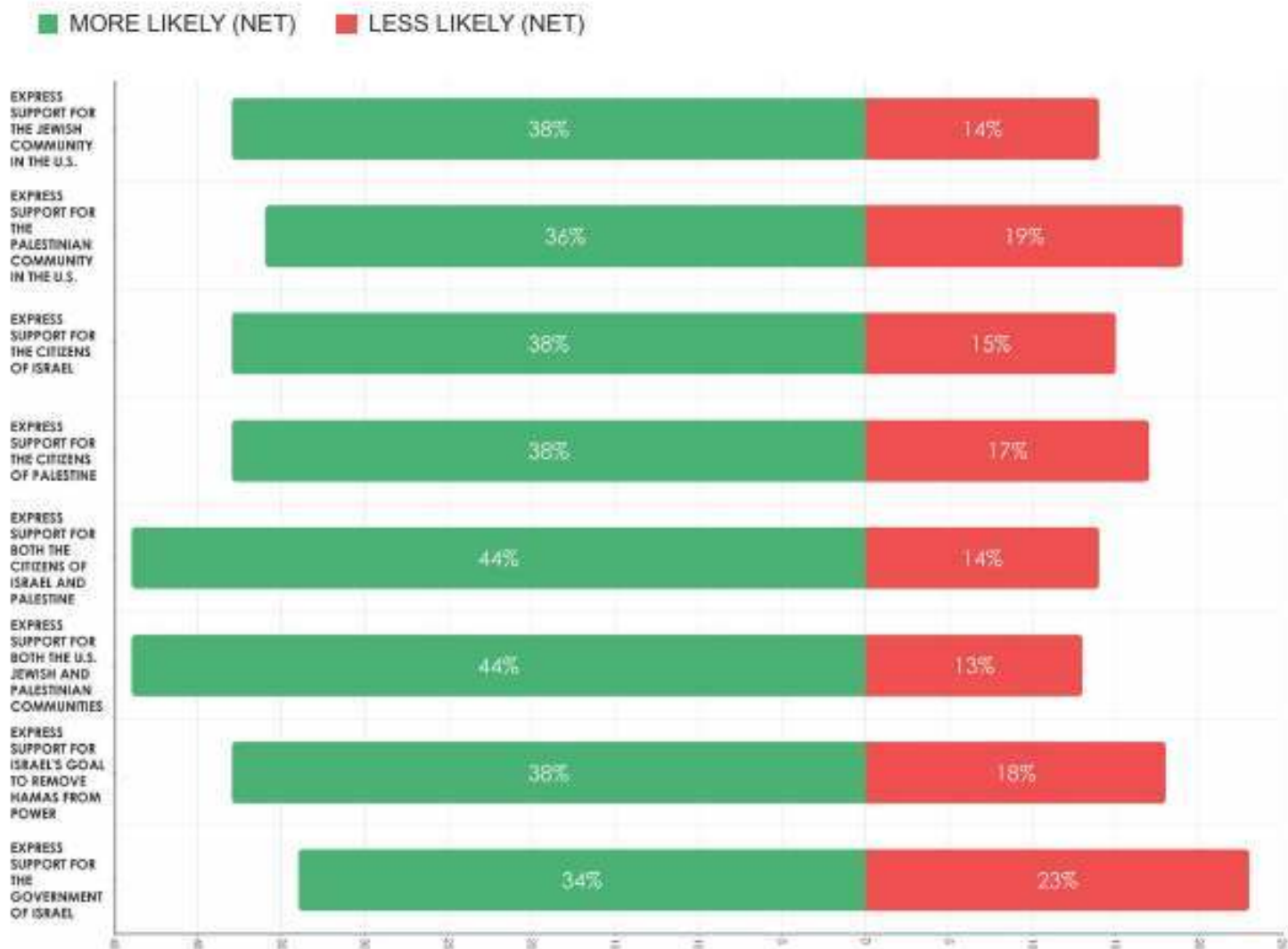
	MORE (NET)	NO CHANGE	LESS (NET)
ANTI-JEWISH SENTIMENTS	54%	32%	13%
SUPPORT FOR THE JEWISH COMMUNITY	49%	30%	21%
ANTI-PALESTINIAN SENTIMENT	51%	33%	16%
SUPPORT FOR THE PALESTINIAN COMMUNITY	52%	30%	18%
ANTI-HAMAS SENTIMENTS	54%	31%	15%
ANTI-MUSLIM SENTIMENTS	50%	36%	14%
SUPPORT FOR MUSLIM COMMUNITY	39%	40%	20%
ANTI-MIDDLE EASTERN SENTIMENTS	46%	39%	16%
ANTI-AANHPI SENTIMENTS	26%	59%	15%
SUPPORT FOR AANHPI COMMUNITY	27%	58%	15%
ANTI-BLACK SENTIMENTS	27%	58%	15%
SUPPORT FOR THE BLACK COMMUNITY	27%	58%	15%
ANTI-HISPANIC SENTIMENTS	27%	58%	15%
SUPPORT FOR THE HISPANIC COMMUNITY	25%	59%	16%
ANTI-LGBTQIA+ SENTIMENTS	25%	59%	17%
SUPPORT FOR THE LGBTQIA+ COMMUNITY	25%	57%	18%
ANTI-WOMEN SENTIMENTS	25%	57%	17%
SUPPORT FOR WOMEN'S RIGHTS	33%	52%	14%
ANTI-AMERICAN SENTIMENTS	37%	49%	15%

Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

DIVERSE AMERICANS ARE MORE LIKELY TO SUPPORT POLITICAL CANDIDATES THAT EXPRESS SUPPORT FOR BOTH THE ISRAELI AND PALESTINIAN COMMUNITIES BUT LESS LIKELY TO SUPPORT CANDIDATES THAT SOLELY EXPRESS SUPPORT FOR THE GOVERNMENT OF ISRAEL

IMPACT, IF ANY, WOULD THE ACTION BELOW HAVE ON YOUR LIKELIHOOD TO VOTE FOR A POLITICAL CANDIDATE?

% TOTAL U.S. CITIZENS, TOTAL MULTICULTURAL

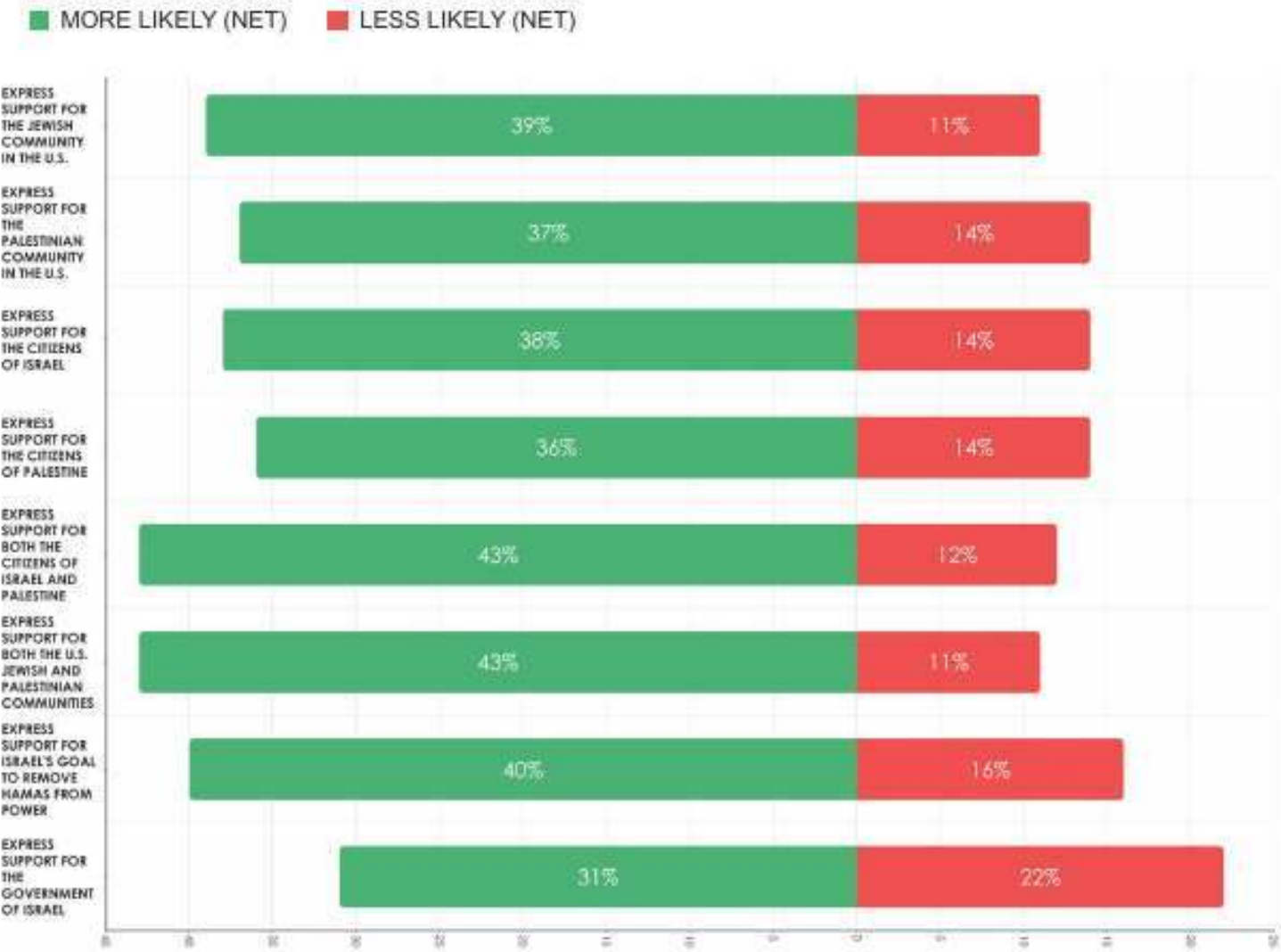


Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

WOMEN ARE ALSO MORE LIKELY TO SUPPORT POLITICAL CANDIDATES THAT EXPRESS SUPPORT FOR BOTH THE ISRAELI AND PALESTINIAN COMMUNITIES BUT LESS LIKELY TO SUPPORT CANDIDATES THAT SOLELY EXPRESS SUPPORT FOR THE GOVERNMENT OF ISRAEL

IMPACT, IF ANY, WOULD THE ACTION BELOW HAVE ON YOUR LIKELIHOOD TO VOTE FOR A POLITICAL CANDIDATE?

% TOTAL WOMEN% TOTAL U.S. CITIZENS, TOTAL WOMEN



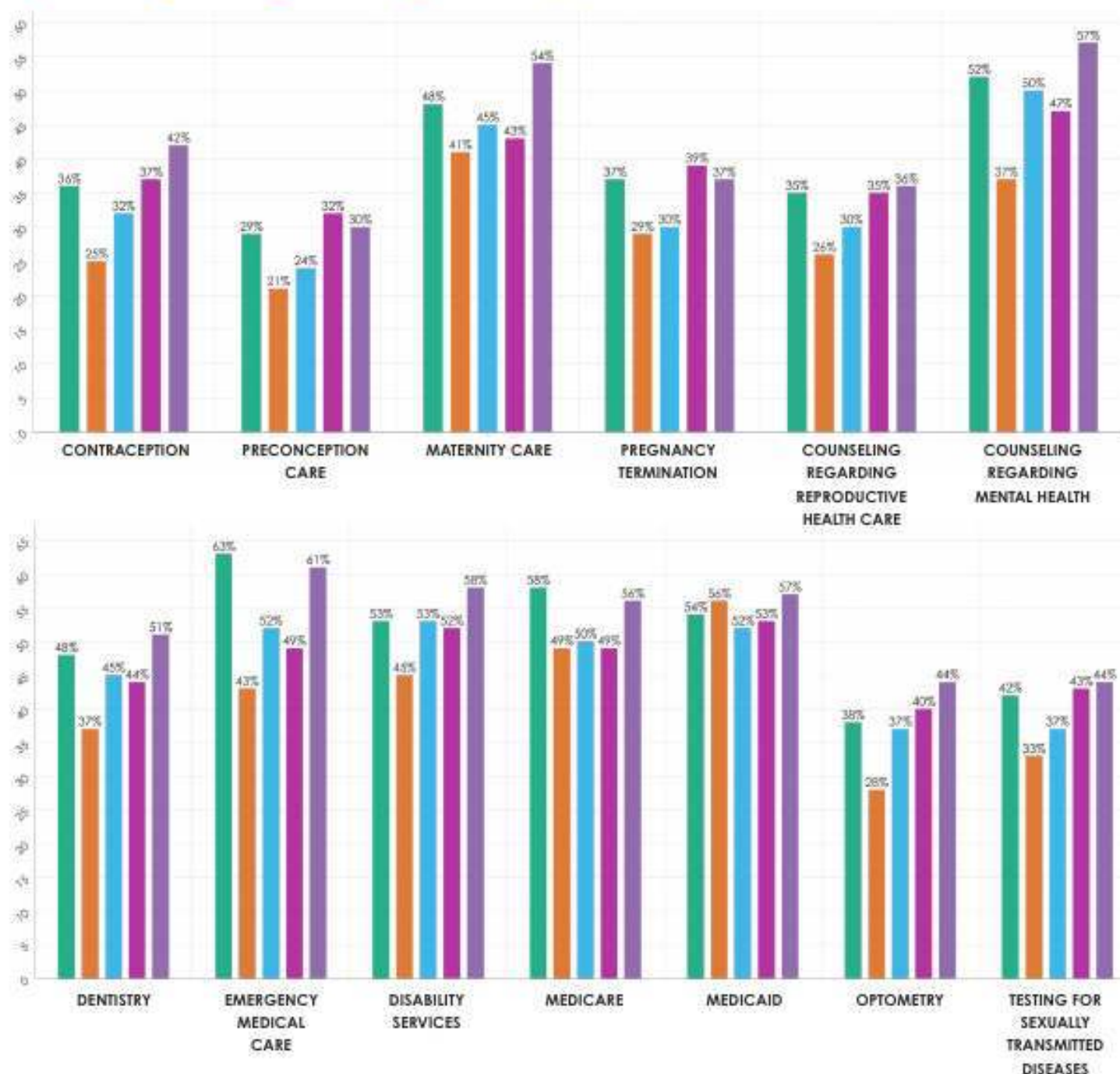
**HEALTH CARE & REPRODUCTIVE
HEALTH CARE RIGHTS ARE A TOP
PRIORITY FOR DIVERSE
AMERICANS AND WOMEN**

DIVERSE AMERICANS AND WOMEN CONSIDER MOST HEALTH CARE SERVICES ESSENTIAL, ESPECIALLY MATERNITY CARE, MENTAL HEALTH COUNSELING, EMERGENCY CARE, DISABILITY SERVICES, AND MEDICARE/MEDICAID

WHICH OF THE FOLLOWING, IF ANY, DO YOU CONSIDER TO BE ESSENTIAL HEALTH CARE OPTIONS, PRACTICES, OR SERVICES?

% TOTAL U.S. CITIZENS, BY SEGMENT

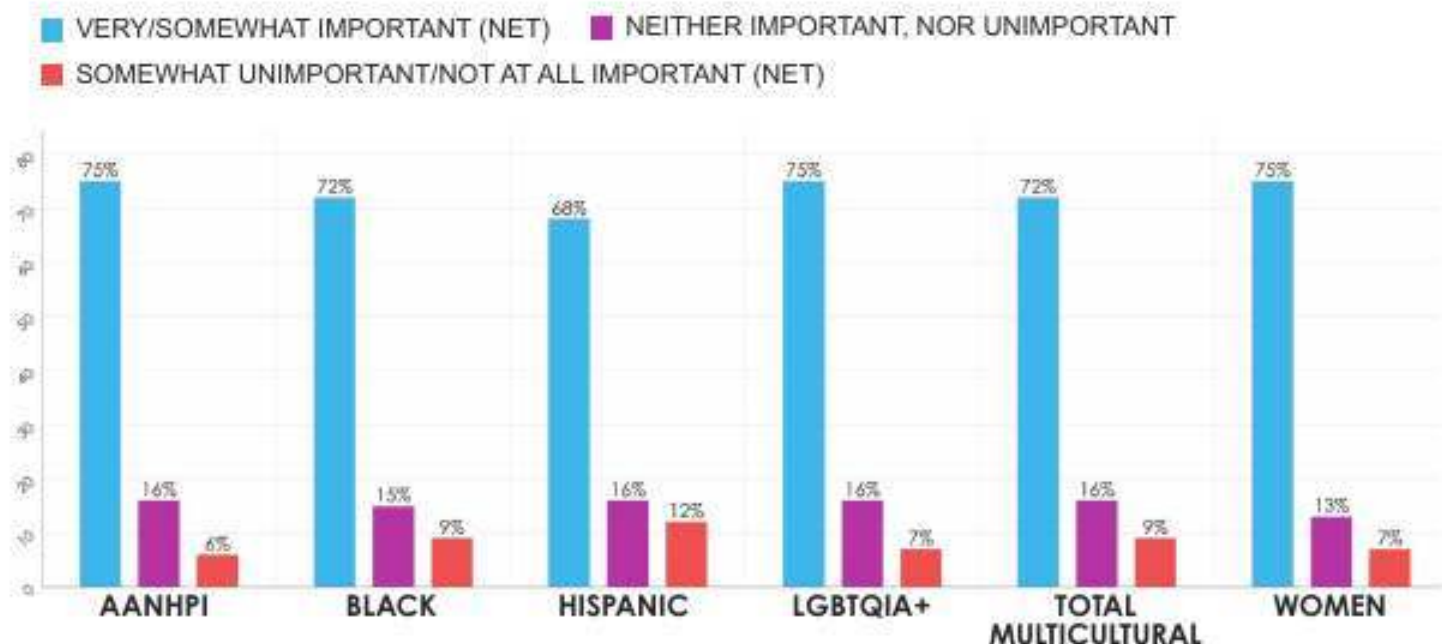
■ AANHPI ■ BLACK ■ HISPANIC ■ LGBTQIA+ ■ WOMEN



APPROXIMATELY 3-IN-4 DIVERSE AMERICANS AND WOMEN BELIEVE RIGHTS TO REPRODUCTIVE HEALTH CARE ARE IMPORTANT. MORE THAN HALF OF DIVERSE VOTERS AND WOMEN FEEL THAT OVERTURNING ROE VS. WADE PUTS OTHER CIVIL LIBERTIES AT RISK

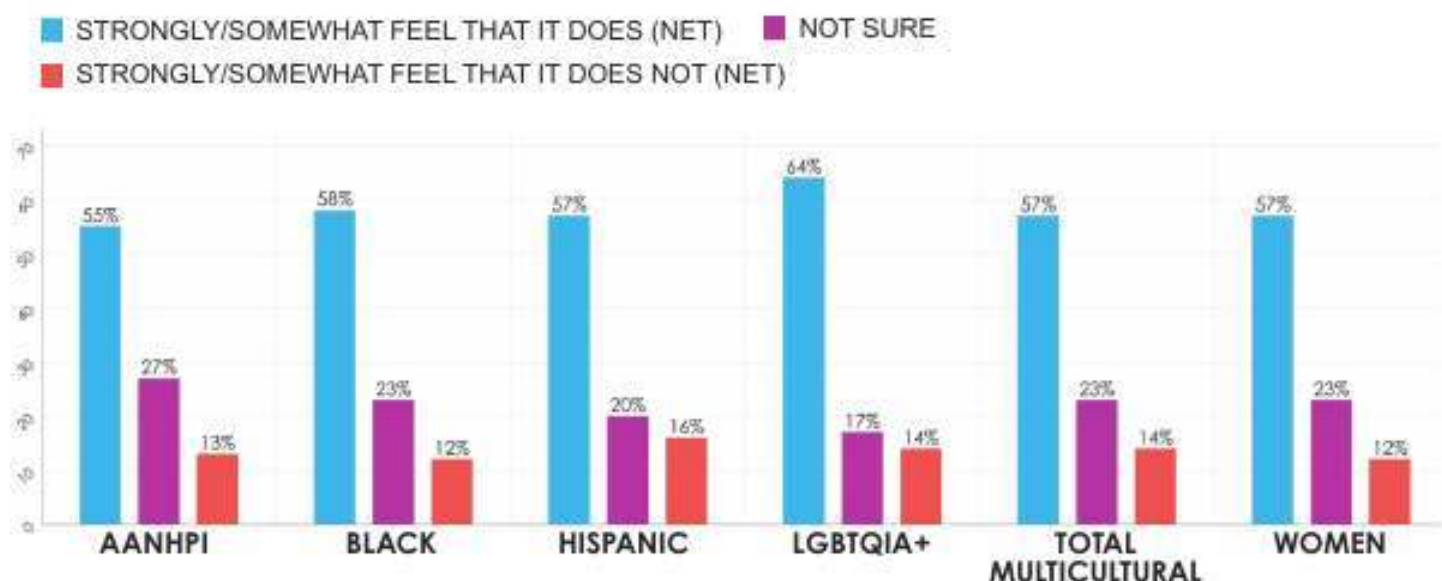
TO WHAT DEGREE ARE CONSTITUTIONALLY GUARANTEED RIGHTS TO REPRODUCTIVE HEALTH CARE IMPORTANT TO YOU?

% AMONG TOTAL U.S. CITIZENS, BY SEGMENT



TO WHAT EXTENT DO YOU FEEL THAT THE U.S. SUPREME COURT'S DECISION TO OVERTURN ROE VS. WADE PUTS OTHER CIVIL LIBERTIES AND THE PEOPLE THAT THEY PROTECT IN HARM'S WAY?

% AMONG TOTAL U.S. CITIZENS, BY SEGMENT



Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

**DIVERSE AMERICANS RECOGNIZE THE
BIDEN ADMINISTRATION'S
ECONOMIC ACCOMPLISHMENTS AND
POSITIVE IMPACT ON HEALTH CARE
AND EQUALITY ISSUES, BUT MANY
ARE CONCERNED ABOUT THE
PRESIDENT'S AGE IF HE WINS IN 2024**



DIVERSE AMERICANS AND WOMEN LISTED MEDICARE LOWERING THE PRICE OF HIGH-COST DRUGS FOR THE FIRST TIME, REPRODUCTIVE HEALTH CARE PROTECTIONS, THE CREATION OF MANUFACTURING JOBS, LOWER STUDENT LOAN PAYMENTS, AND HISTORICALLY LOW UNEMPLOYMENT RATES AS TOP BIDEN ADMINISTRATION ACCOMPLISHMENTS

WHICH OF THE FOLLOWING BIDEN ADMINISTRATION ACCOMPLISHMENTS HAVE MADE A SIGNIFICANT POSITIVE IMPACT ON AMERICA?

PLEASE SELECT THE THREE (3) THINGS THAT YOU FEEL HAVE MADE A SIGNIFICANTLY POSITIVE IMPACT ON THE COUNTRY. % TOTAL U.S. CITIZENS, BY SEGMENT

BIDEN ADMINISTRATION ACCOMPLISHMENT	AANHPI	BLACK	HISPANIC	LGBTQIA+	TOTAL MULTI-CULTURAL	WOMEN
MEDICARE LOWERING THE PRICE OF CERTAIN HIGH-COST DRUGS FOR THE FIRST TIME	38%	30%	33%	26%	34%	38%
SIGNING EXECUTIVE ORDERS TO PROTECT ACCESS TO REPRODUCTIVE HEALTH CARE, INCLUDING ABORTION AND CONTRACEPTION	28%	26%	29%	34%	28%	32%
CREATING MANUFACTURING JOBS, LOWERING COST OF GOODS, AND INCREASING AMERICAN MADE TECHNOLOGIES THROUGH THE CHIPS AND SCIENCE ACT	29%	26%	28%	24%	28%	26%
PROVIDING MILLIONS OF STUDENT LOAN BORROWERS WITH MORE AFFORDABLE MONTHLY PAYMENTS THROUGH CHANGES TO INCOME-DRIVEN REPAYMENT PLANS	23%	21%	28%	25%	24%	23%
HISTORICALLY LOW UNEMPLOYMENT RATES	22%	22%	21%	17%	21%	20%
PASSING THE BIPARTISAN INFRASTRUCTURE LAW TO REBUILD ROADS, BRIDGES, PORTS, AND AIRPORTS NATIONWIDE	21%	19%	19%	15%	20%	18%
PASSING THE BIPARTISAN INFRASTRUCTURE LAW TO PROVIDE AFFORDABLE HIGH-SPEED INTERNET TO EVERY FAMILY IN THE U.S.	17%	21%	19%	19%	19%	17%
PASSING THE BIPARTISAN INFRASTRUCTURE LAW TO DELIVER CHEAPER AND CLEANER ENERGY TO HOUSEHOLDS AND BUSINESSES	18%	18%	15%	16%	17%	15%

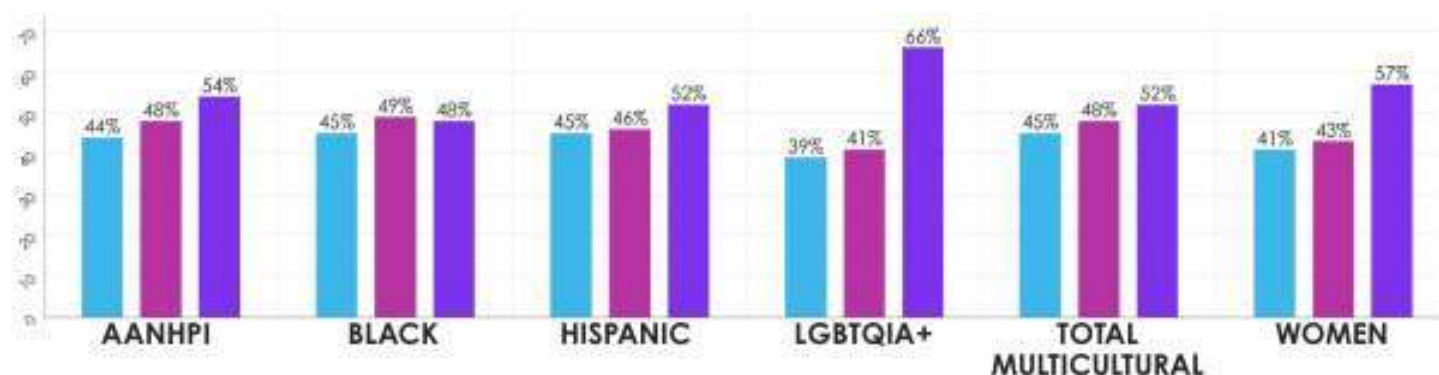
Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

WHICH OF THE FOLLOWING BIDEN ADMINISTRATION ACCOMPLISHMENTS HAVE MADE A SIGNIFICANT POSITIVE IMPACT ON AMERICA?

PLEASE SELECT THE THREE (3) THINGS THAT YOU FEEL HAVE MADE A SIGNIFICANTLY POSITIVE IMPACT ON THE COUNTRY. % TOTAL U.S. CITIZENS, BY SEGMENT

BIDEN ADMINISTRATION ACCOMPLISHMENT	AANHPI	BLACK	HISPANIC	LGBTQIA+	TOTAL MULTI-CULTURAL	WOMEN
SIGNING AN EXECUTIVE ORDER DIRECTING THE FEDERAL GOVERNMENT TO USE EVERY TOOL AVAILABLE TO ADVANCE EQUITY AND RACIAL JUSTICE	14%	22%	13%	18%	17%	16%
PASSING BIPARTISAN LEGISLATION PROTECTING MARRIAGE FOR SAME-SEX COUPLES AND INTERRACIAL COUPLES	20%	13%	16%	35%	16%	18%
SIGNING EXECUTIVE ORDERS TO SAFEGUARD PATIENT PRIVACY AND SENSITIVE HEALTH INFORMATION	18%	15%	15%	16%	16%	18%
URGING ALL STATE GOVERNORS TO PARDON ALL PRIOR FEDERAL OFFENSES OF SIMPLE MARIJUANA POSSESSION	13%	19%	17%	17%	16%	17%
NOMINATING JUSTICE KETANJI BROWN JACKSON, THE FIRST BLACK WOMAN TO SERVE ON THE SUPREME COURT	12%	22%	14%	17%	16%	14%
PASSING THE BIPARTISAN SAFER COMMUNITIES ACT TO ADDRESS GUN SAFETY	14%	14%	14%	9%	14%	15%
PASSING THE PACT ACT TO EXPAND BENEFITS AND SERVICES FOR TOXIC EXPOSED VETERANS	13%	12%	16%	12%	14%	15%

■ ECONOMY/JOB (NET) ■ INFRASTRUCTURE (NET) ■ PROTECT REPRODUCTIVE HEALTHCARE, PATIENT PRIVACY, MARRIAGE (NET)

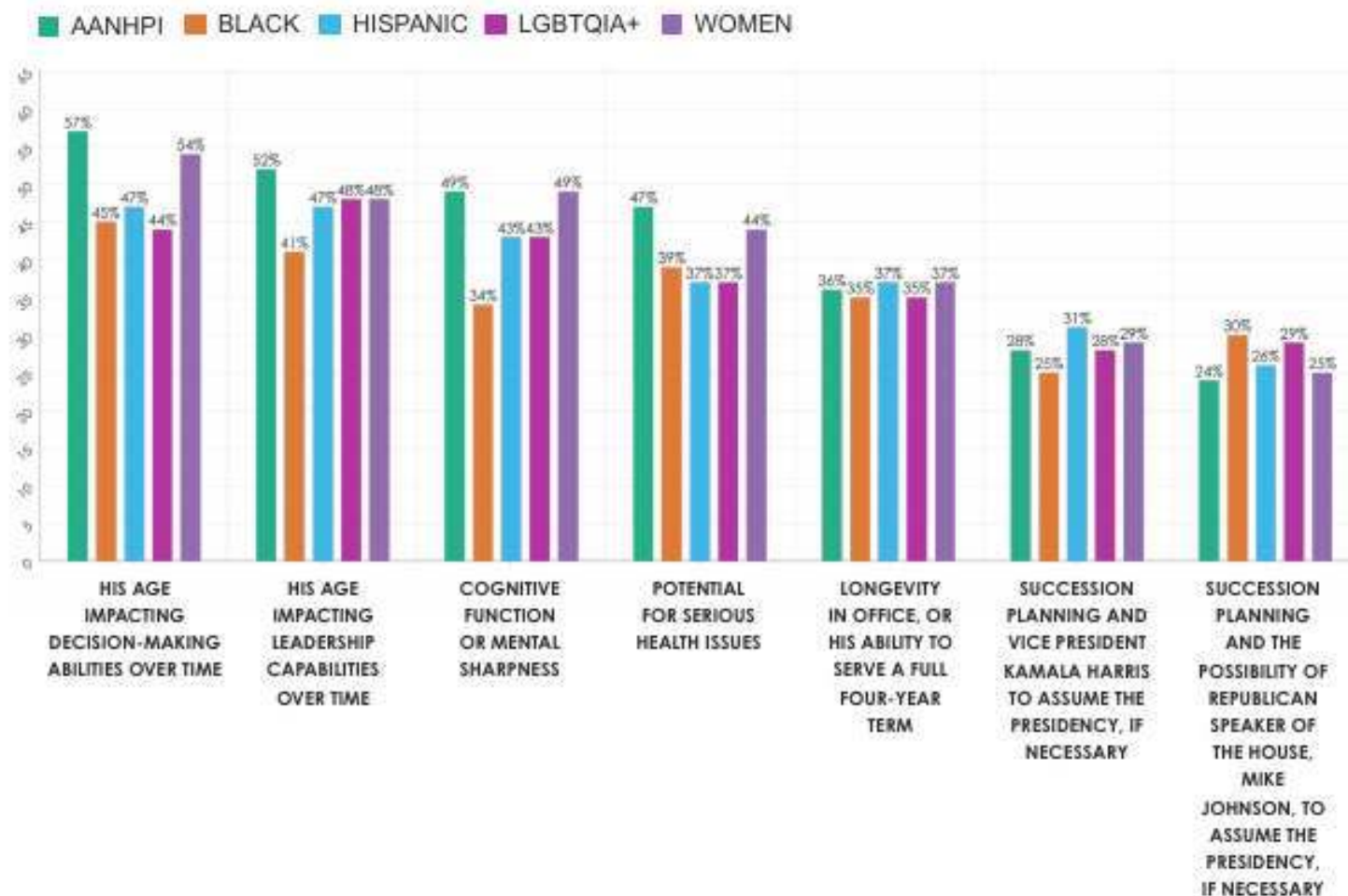


Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

ROUGHLY HALF OF DIVERSE AMERICANS, ESPECIALLY AANHPI AND WOMEN, ARE CONCERNED ABOUT PRESIDENT JOE BIDEN'S AGE IMPACTING HIS DECISION-MAKING AND LEADERSHIP CAPABILITIES OVER TIME

WHICH OF THE FOLLOWING, IF ANY, CONCERN YOU ABOUT JOE BIDEN'S ABILITY TO CARRY OUT THE DUTIES OF THE PRESIDENT OF THE UNITED STATES OF AMERICA?

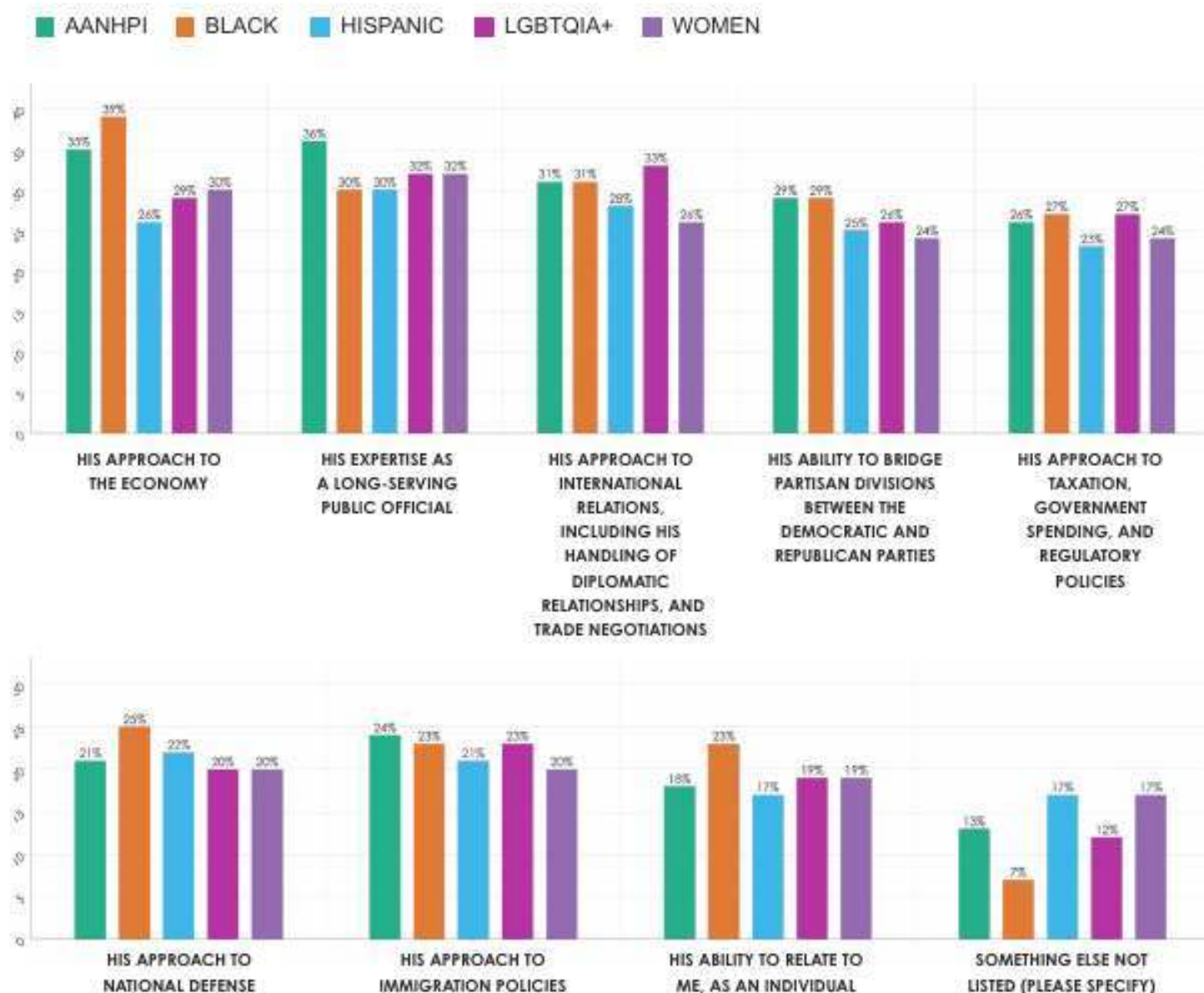
% TOTAL U.S. CITIZENS, BY SEGMENT



DIVERSE AMERICANS ARE MOST REASSURED BY PRESIDENT JOE BIDEN'S APPROACH TO THE ECONOMY AND HIS EXPERTISE AS A LONG-SERVING PUBLIC OFFICIAL. HISPANIC AMERICANS AND WOMEN ARE LESS ENTHUSIASTIC, BUT ROUGHLY 25% EXPRESSED REASSURANCE ABOUT BIDEN'S APPROACH TO INTERNATIONAL RELATIONS AND HIS ABILITY TO BRIDGE THE PARTISAN DIVIDE

WHICH OF THE FOLLOWING, IF ANY, REASSURE YOU ABOUT JOE BIDEN'S ABILITY TO CARRY OUT THE DUTIES OF THE PRESIDENT OF THE UNITED STATES OF AMERICA?

% TOTAL U.S. CITIZENS, BY SEGMENT



**DIFFERENT AGE GROUPS OF
HISPANIC VOTERS HAVE DIFFERENT
LANGUAGE PREFERENCES
FOR POLITICAL ADS.
REACH VOTERS WHERE THEY ARE,
IN THEIR PREFERRED LANGUAGE**

VOTE HERE



VOTE AQUI

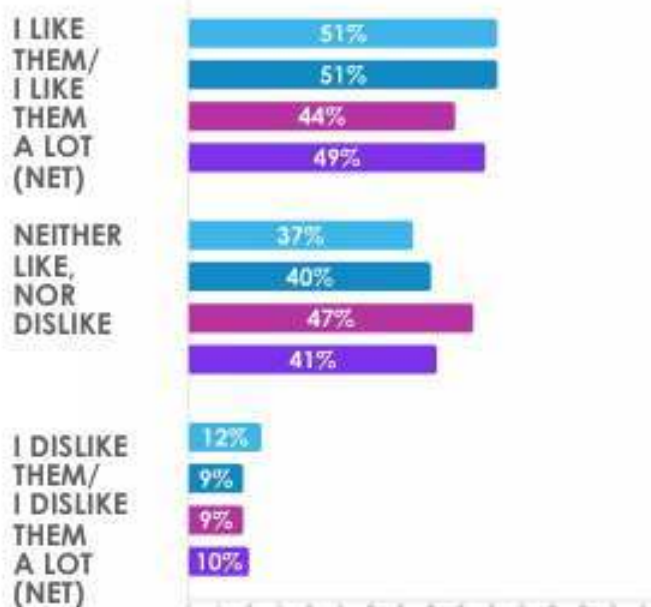
HISPANIC VOTERS PREFER POLITICAL ADS USING A COMBINATION OF ENGLISH AND SPANISH OR ENGLISH-ONLY. VOTERS AGE 45-54 DISLIKE SPANISH ADS MORE THAN OTHER AGE GROUPS

WHAT IS YOUR OPINION ABOUT POLITICAL CAMPAIGN ADS THAT USE...

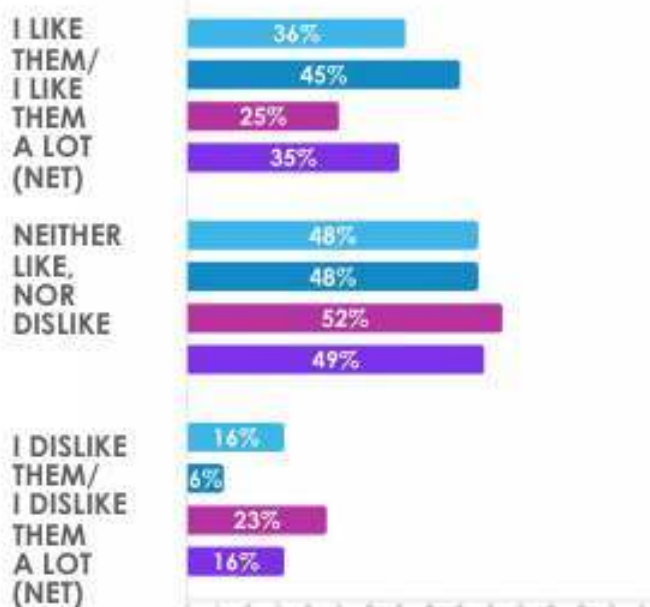
% TOTAL REGISTERED HISPANIC VOTERS AND LIKELY HISPANIC VOTERS

AGES 18-34 AGES 35-44 AGES 45-64 TOTAL

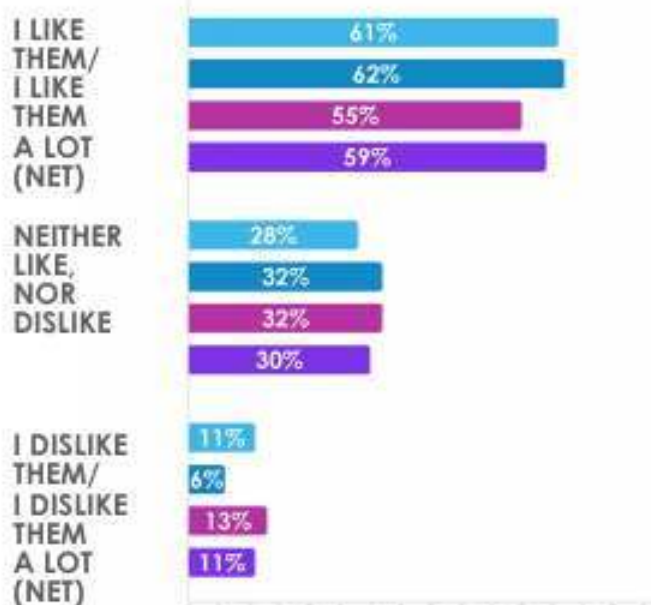
ENGLISH-ONLY



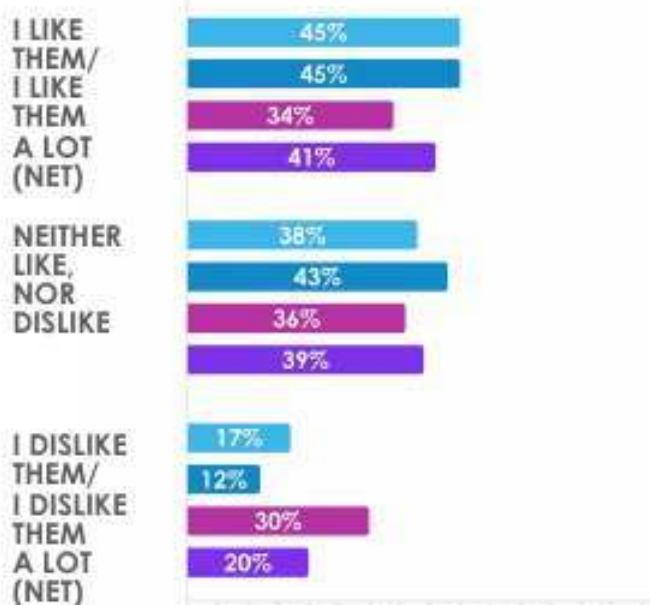
SPANISH-ONLY



A COMBINATION OF ENGLISH AND SPANISH



SPANGLISH



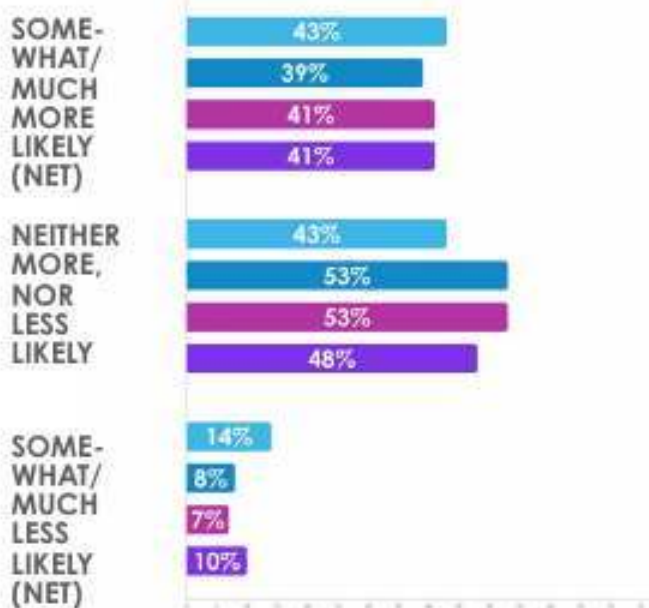
POLITICAL ADS ARE MORE LIKELY TO HAVE AN IMPACT ON HISPANIC VOTING DECISIONS WHEN THEY USE A COMBINATION OF ENGLISH AND SPANISH OR ENGLISH-ONLY

WHAT IMPACT WOULD A POLITICAL CAMPAIGN AD USING THE LANGUAGE BELOW HAVE ON YOUR VOTING DECISIONS, IF ANY IMPACT AT ALL? I WOULD BE....

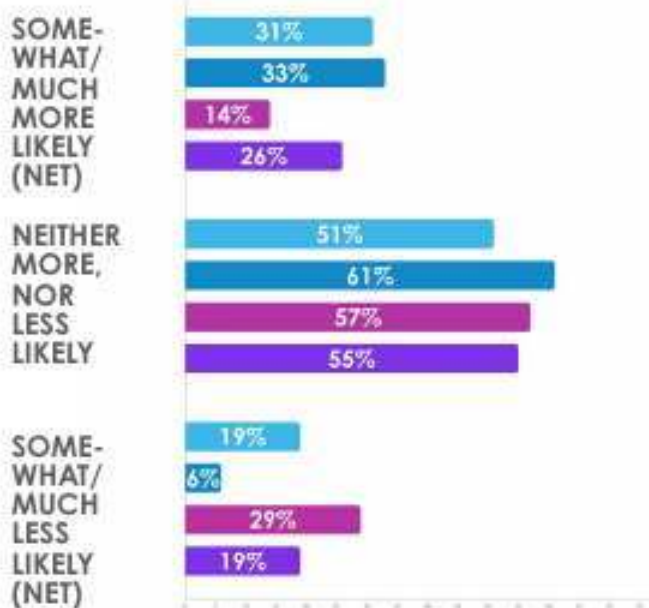
% TOTAL REGISTERED HISPANIC VOTERS AND LIKELY HISPANIC VOTERS

AGES 18-34 AGES 35-44 AGES 45-64 TOTAL

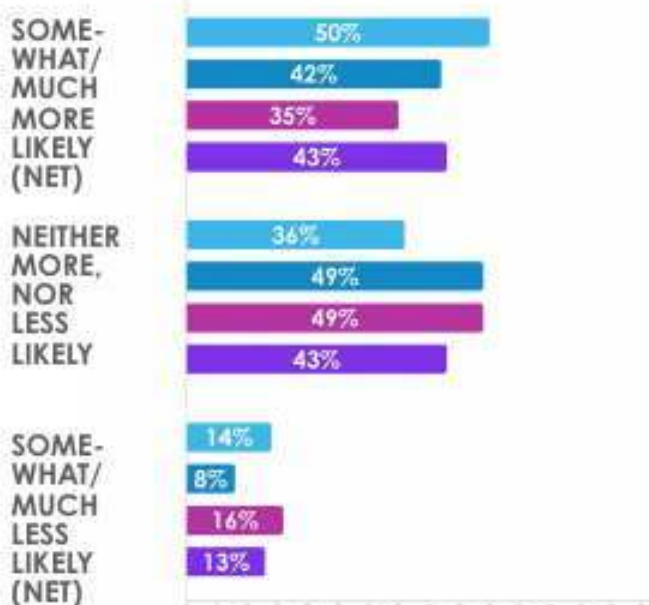
ENGLISH-ONLY



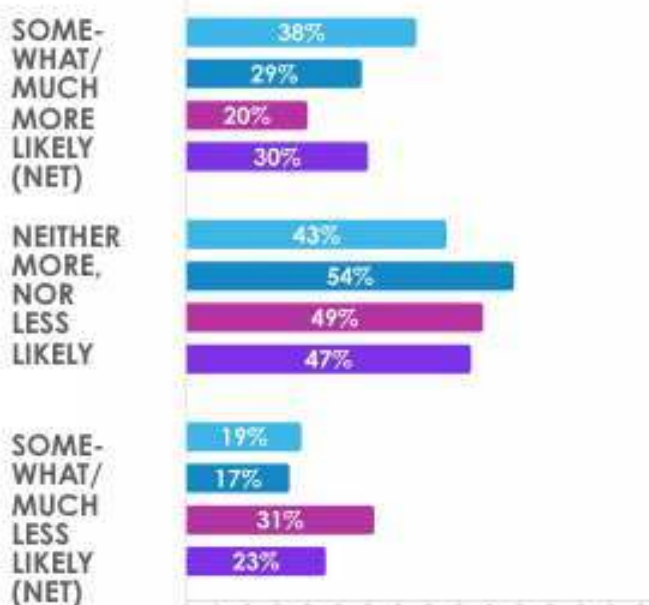
SPANISH-ONLY



A COMBINATION OF ENGLISH AND SPANISH



SPANGLISH



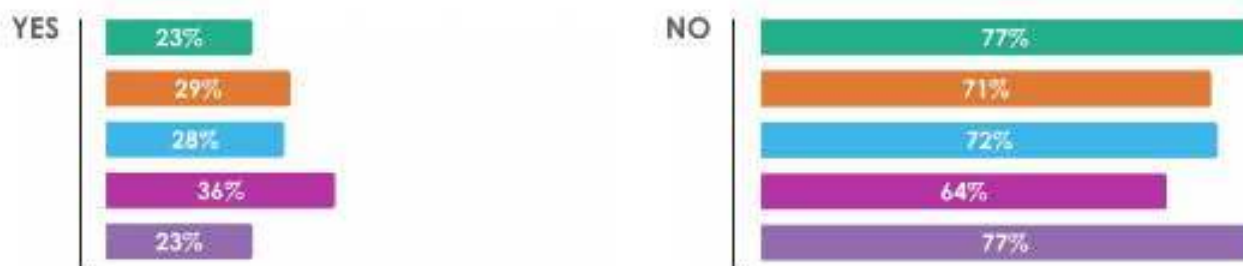
**REACH DIVERSE VOTERS USING
DIGITAL MEDIA AND TV**

ROUGHLY 1-IN-3 BLACK AND LGBTQIA+ AMERICANS AND MORE THAN 1-IN-4 WOMEN, AANHPI, AND HISPANIC AMERICANS BELONG TO POLITICAL SOCIAL MEDIA GROUPS OR ONLINE FORUMS

DO YOU BELONG TO OR PARTICIPATE IN ANY SOCIAL MEDIA GROUPS OR ONLINE FORUMS RELATED TO POLITICS? (E.G. FACEBOOK GROUPS FOR POLITICAL CANDIDATES OR ISSUES)

% TOTAL U.S. CITIZENS, BY SEGMENT

AANHPI BLACK HISPANIC LGBTQIA+ WOMEN

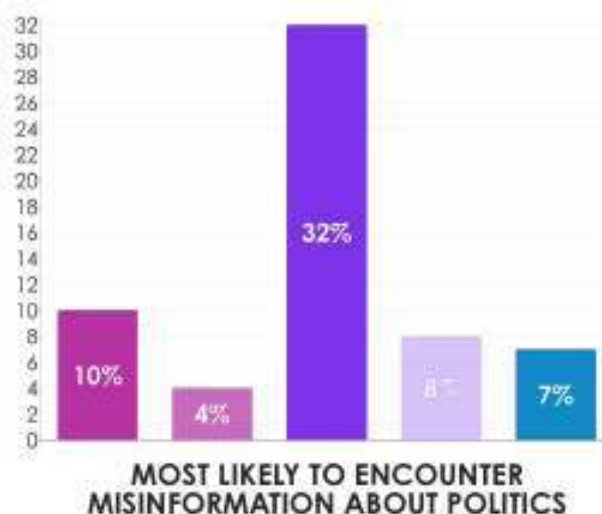
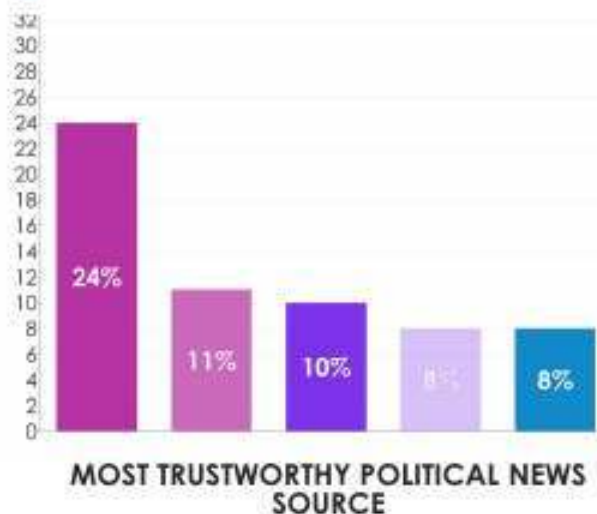


SOCIAL MEDIA IS THE LEADING SOURCE OF MISINFORMATION. DIVERSE VOTERS LIST OTHER SOURCES LIKE TRADITIONAL TV, NEWSPAPERS ONLINE, AND STREAMING TV AS MORE RELIABLE AND VALUABLE

WHERE ARE YOU MOST LIKELY TO ENCOUNTER MISINFORMATION ABOUT POLITICS?

% TOTAL U.S. CITIZENS, TOTAL MULTICULTURAL

TV (BROADCAST, CABLE SATELLITE, STREAMING TV) NEWSPAPERS ONLINE
 SOCIAL MEDIA POSTS & STORIES LIVE STREAMING (E.G., YOUTUBE LIVE, FACEBOOK LIVE, TWITCH, ETC.)
 FRIENDS AND FAMILY



Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

THE TOP POLITICAL NEWS SOURCE CATEGORY IS DIGITAL MEDIA FOR ALL AMERICANS, BUT THE TOP INDIVIDUAL SOURCE FOR POLITICAL NEWS IS TV (BROADCAST, CABLE, SATELLITE)

WHERE DO YOU GET NEWS ABOUT POLITICS FROM THE MOST?

% TOTAL U.S. CITIZENS, BY SEGMENT

- TV (BROADCAST, CABLE SATELLITE)
- RADIO/PRINT
- SOCIAL MEDIA POSTS & STORIES
- NET OTHER DIGITAL (LIVE STREAMING, STREAMING TV, ONLINE NEWSPAPERS, ONLINE VIDEO SHARING SITES, PODCASTS, BLOGS, CHAT/MESSAGING APPS)
- FRIENDS AND FAMILY



% TOTAL MULTICULTURAL ADULTS



TV - BROADCAST, CABLE, SATELLITE

26%



NET OTHER DIGITAL (NO SOCIAL MEDIA)

38%



SOCIAL MEDIA POSTS AND STORIES

17%



FRIENDS AND FAMILY

8%



RADIO/PRINT

7%



CANDIDATES' WEBSITES, EMAILS, OR DIRECT MAIL

2%

Note: "Total Multicultural" = Net AANHPI, Black, and Hispanic

TRENDS

FROM AUGUST 2023 TO JANUARY 2024

- **Top Political News Sources:** News sources remained consistent, except for TV (broadcast, cable, satellite). TV for AANHPI Americans increased from 20% to 26% and decreased for Black Americans from 32% to 27%
- **Voter Registration:** LGBTQIA+ registered voters has spiked from 65% to 75%
- **Political Party Affiliation:** Hispanic Democrats have increased slightly from 34% to 40%. Black Democrats have decreased slightly from 56% to 51%
- **Political Party Support in 2024:**
 - **Democratic Leaning Voters in 2024:**
 - **Total Multicultural Voters:** Decreased from 44% to 41%
 - **Multicultural Women:** Decreased from 48% to 41%
 - **Non-Multicultural Women:** Increased from 31% to 37%
 - **Black:** Decreased from 54% to 47%
 - **Split Ticket Leaning Voters in 2024:**
 - **Hispanic:** Increased from 12% to 18%
 - **Multicultural Women:** Increased from 9% to 13%
 - **Non-Multicultural Women:** Decreased from 12% to 5%
 - **Republican Leaning Voters in 2024:** Little change in most blocs
- **Job Performance - President Joe Biden:**
 - **AANHPI:** Disapproval rating increased 38% to 47%
 - **Black:** Disapproval rating increased 31% to 35%
 - **Multicultural Women:** Approval rating decreased from 46% to 41%
- **2024 Presidential Race:**
 - **Biden:**
 - **AANHPI:** Decreased from 41% to 36%
 - **Black:** Significant decrease from 55% to 41%
 - **Hispanic:** Decreased from 35% to 29%
 - **Multicultural Women:** Decreased from 45% to 35%
 - **LGBTQIA+:** Decreased from 44% to 40%
 - **Trump:**
 - **AANHPI:** Increased from 25% to 28%
 - **Black:** Increased from 19% to 24%
 - **Hispanic:** Barely increased from 31% to 32%
 - **Multicultural Women:** Increased from 21% to 25%
 - **Non-Multicultural Women:** Increased from 35% to 39%
- **Understanding from Political Parties:**
 - **Democratic Party:**
 - **AANHPI:** Decreased from 30% to 24%
 - **Multicultural Women:** Decreased from 30% to 26%
 - **LGBTQIA+:** Decreased from 40% to 37%
 - **Republican Party:** Hispanic and LGBTQIA+ Both increased slightly with 5% more saying they felt understood or somewhat understood by the Republican party since August 2023
- **Issues Impacting Voters in 2024:**
 - **Gun Control/Mass Shootings:** Though this is still a top priority, the focus has decreased steadily from Total Multicultural 40% to 30%
 - **Housing Affordability:** Total Multicultural voters have increased from 22% to 26%
 - **National Security/Terrorism:**
 - **AANHPI:** Increased from 10% to 17%
 - **Hispanic:** Increased from 12% to 16%
 - **Total Multicultural:** Increased from 10% to 13%
 - **Multicultural Women:** Increased from 8% to 13%
 - **Non-Multicultural Women:** Decreased from 21% to 16%

ABOUT INTELLIGENCE CENTER

This research was conducted by Intelligence Center from My Code™.

Intelligence Center is a full-service research partner that conducts research with purpose. Our purpose is to arm marketers with culturally nuanced intelligence to better understand, connect with, and authentically enrich the diverse consumer landscape.

Intelligence Center's integration with My Code Media allows it to frame data and insights in the context of actionable media and creative frameworks.

Reach out to the Intelligence Center team if you would like to discuss this research in more detail.

insights@mycodemedia.com

CONTACT

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junelle@mycodemedia.com

ABOUT MY CODE

My Code's mission is to reshape the future of media where everyone is authentically represented.

My Code decodes the nuances of diversity and encodes a better ecosystem for consumers, publishers, creators, and brands. By simplifying the complexities of the multicultural marketing landscape, it enables more profound, meaningful connections via advertising solutions, insights, and content by empowering minority-owned/led media stakeholders.

With its suite of Cultural and Affinity Codes inclusive of H Code, B Code, A Code, W Code and Pride Code, My Code brands reach over 50 million Hispanic, Black, AANHPI, female and LGBTQIA+ audiences so advertisers can accurately identify, reach and connect with consumers authentically across 800+ publisher sites -- all with one media company.

Through a combination of proprietary insights from its Intelligence Center, first-party targetable datasets, custom creative, and eight years of multicultural experience advertisers can effectively reach and engage with diverse audiences across Audio, CTV, Video, and High-Impact Display, wherever they are.

mycodemedia.com
