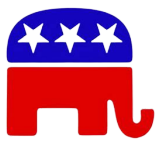


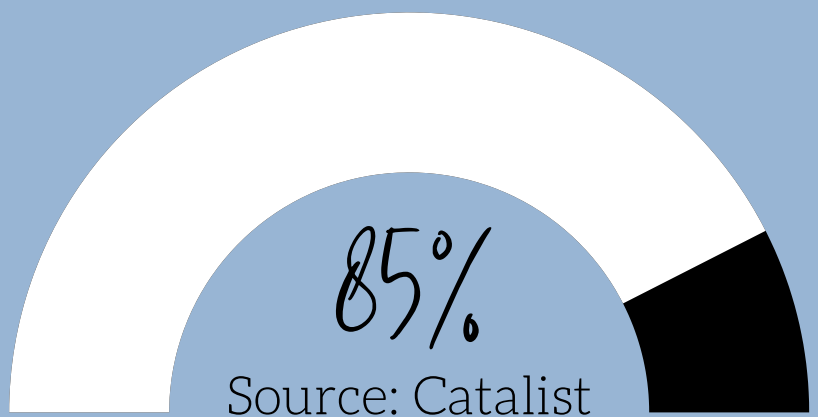
# How do white Americans' white identities impact *How they Vote?*

White Americans are more likely to vote **conservative** if they...



- say their white identity is important to them<sup>1</sup>
- have "white group consciousness" or identification with white racial interests in politics<sup>2</sup>
- associate minority growth in America as a "threat"<sup>3</sup>
- deny the impacts of white privilege
- are worried about discrimination against white people<sup>3</sup>

*And 85%*  
Of Republican voters in 2020 were white<sup>4</sup>

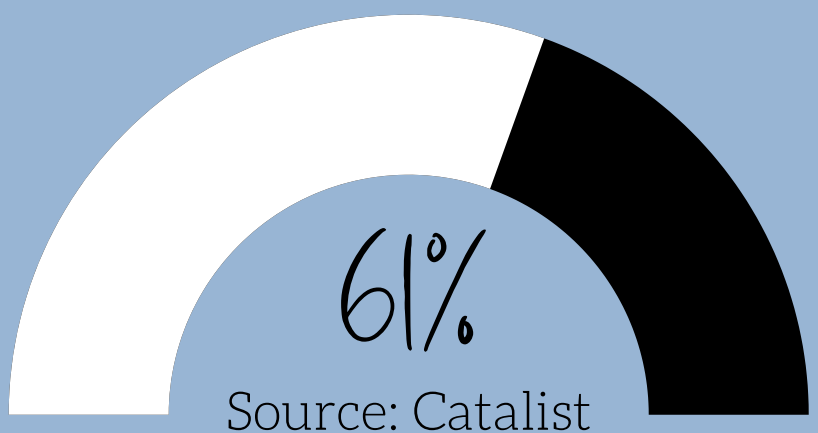


White Americans are more likely to vote **liberal** if they...



- believe the country needs to change so "Black Americans have equal rights with whites Americans"<sup>5</sup>
- think others are more likely to view white people negatively (as racist or bigoted)<sup>6</sup>
- practice racial awareness or believe they have white privilege<sup>1</sup>
- have little to no resentment towards non-white groups<sup>1</sup>

*And 61%*  
Of Democratic voters in 2020 were white<sup>4</sup>



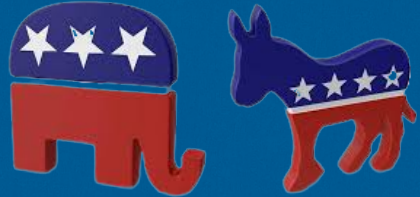


# Why does it matter?

*Because...*

1

White Americans are starting to consider how their white identity affects their political choices.



2

We call this phenomenon "white identity politics," and how people perceive their whiteness is a major predictor for how they will vote.<sup>1</sup>



3

2018 was the first election where "white consciousness" or white identity politics became a predictor for how Americans voted for the US House.<sup>2</sup>



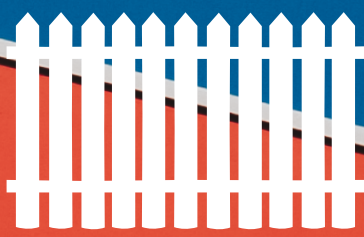
4

Americans motivated by white identity politics feel solidarity with other white people and are worried that white people are under cultural attack.<sup>1</sup>



5

It is why Republican politicians can appeal to their base by attacking Critical Race Theory and illegal immigrants.



*So What?*

This white American political divide has increased polarization across the political spectrum.

As politicians appeal to their bases, this polarization grows, and Americans grow more entrenched in their beliefs.



