



Black Futures Lab – Baseline Survey | March 2021

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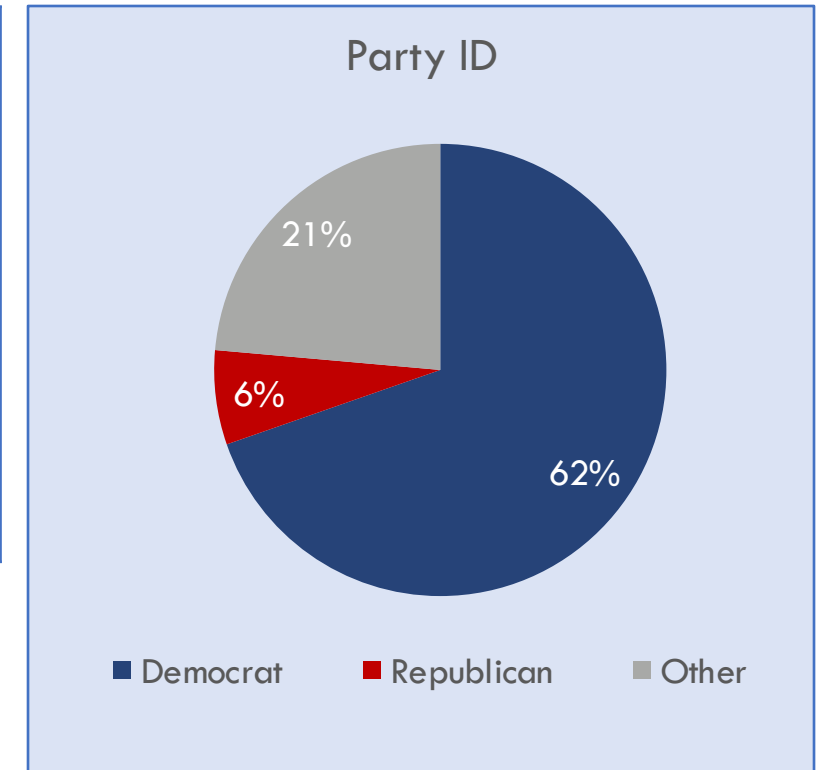


# Research Methodology



Objectives	<ol style="list-style-type: none"> <li>1. To understand the Black community's priorities on COVID relief, economic recovery, climate justice, and combatting white nationalism.</li> <li>2. Inform media appearances, op-eds, and other media engagement of Black Future Lab's principals .</li> <li>3. Inform policy priorities, negotiations, and legislative demands that Black Futures Lab will make to government actors.</li> <li>4. Mobilize the Black community around a Black agenda.</li> </ol>
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Sample	National Black	<p>These findings are from a proprietary survey conducted by HIT Strategies on behalf of Black Futures Lab. HIT conducted this survey online with a general population of 600 Black people, with oversamples of 100 Californians, 23 transgender people*, 143 LGBTQ, 56 low-income people, 53 rural respondents, and 50 Black immigrants. The survey fielded from March 5 – March 12 , 2021, and the margin of error is +/- 3.7% with a confidence level of 95%.</p>
Size	<p>N=600 Baseline            N=100 Oversample Californians            N=23 Oversample Transgender            N=143 Oversample LGBTQ            N=56 Oversample Low Income            N=53 Oversample Rural            N=50 Oversample Immigrant</p>	
Geo	National	



\*Data collection are still ongoing for Transgender oversample

# Key Findings



## General Key Findings

- Across multiple measures in these data, the most three important policy priorities of the general population are salient. Yet, there is a sense of urgency, if not anxiety, among Blacks over 50 on the importance of these policy priorities and proposed solutions when compared to the under 50 respondents.
  - For example, while the vaccine hesitant worry about the effects of the COVID-19 vaccine in the future, 65% of people over 50 are worried about the impact compared to 54% of people under 50, making for an 11-point difference.

## Political Climate

- Satisfaction with the direction of the country is on the rise among Black people with 65% of the population reporting they are satisfied with the direction of the country compared to 54% reporting satisfaction with the direction of the country in a January 2021, HIT Strategies BlackTrack general population survey of 1,000 Black Americans.
  - Approval of Joe Biden (78%) and Kamala Harris' (72%) job performance is high as they approach the two-thirds mark of their first 100-days in office.

## COVID-19

- Vaccine hesitancy among Blacks has decreased since 2020. However, it is noteworthy that a majority (57%) of young (25-34-year-olds) female (46%) remain the highest hesitant demographic.

## Climate Change

- Half of respondents agree that not enough attention is being paid to the impact of environmental racism on Black communities with 50% reporting that too little attention is being paid to the issue.
  - Like with other policy priorities and solutions, Black respondents over 50 express a sense of urgency with cleaning up existing hazardous waste and abandoned sites (49%) than those under 50 (37%). This urgency is also reflected in Blacks over 50 who want corporations held accountable for waste, admissions, and contamination (52%) compared to those under 50 at 29%.

## Economic Recovery

- A \$2,000 monthly COVID relief check is important to an overwhelming number of respondents – 88% when asked alone. However, when asked in combination with other policy priorities that Biden should achieve, a \$15 minimum wage (left out of the American Rescue Plan) rates in tandem – 50% rate a \$2,000 monthly relief check as a top achievement while 48% rate a \$15 minimum wage as a top achievement.

## Racism and White Supremacy

- Fifty-five percent of respondents feel very to somewhat unsafe in the country these days.
  - Black respondents over 50 report more of an urgency to declare white supremacist acts as domestic terrorism (59%) than those under 50 (41%). This is also true with a policy priority to declare white supremacy a national security threat 51% to 39%, respectively.

**1 Political Climate**

2 COVID-19

3 Climate Change

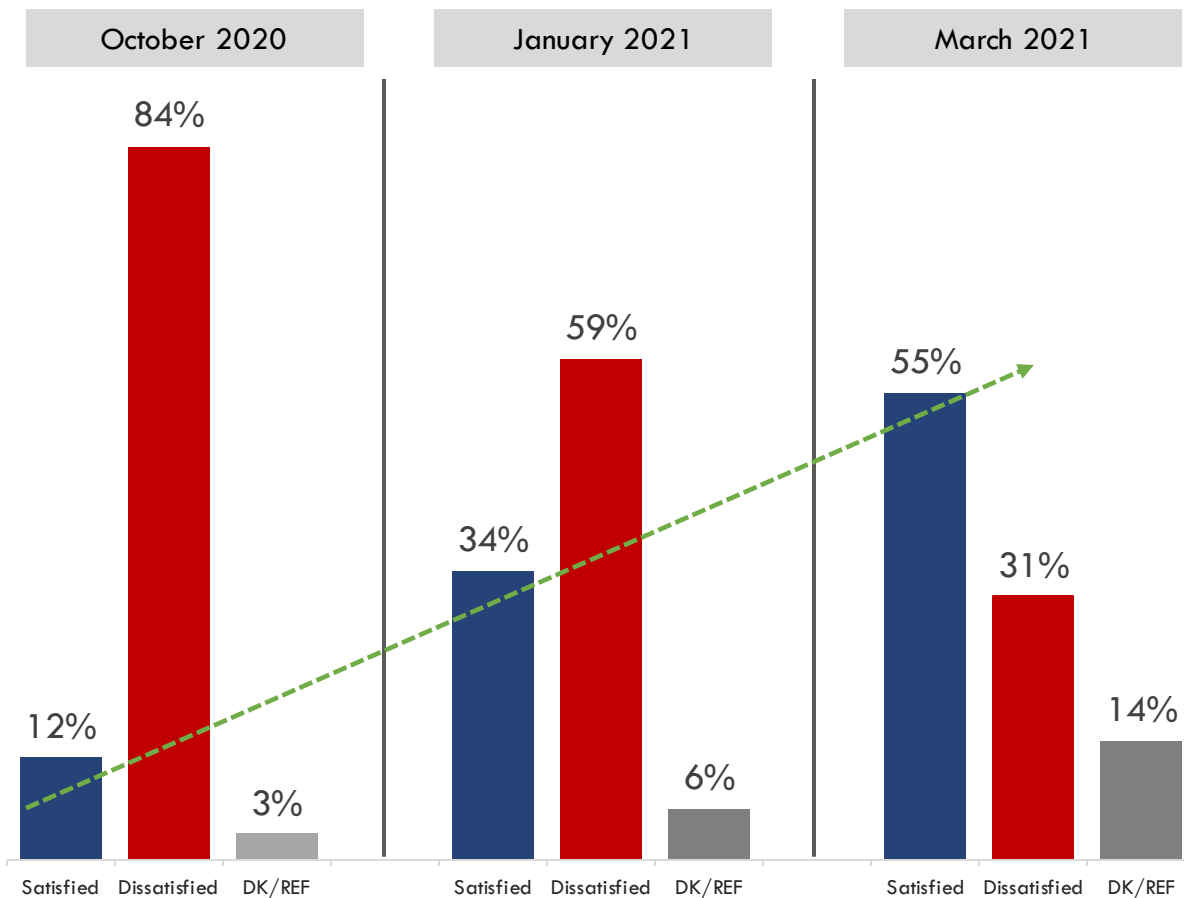
4 Economic Recovery

5 Racism and White Supremacy

# Satisfaction with the direction of the country is improving rapidly



How satisfied are you with the direction of the country?



Direction of the Country – OCT 2020 | BFL

	Total	Men	Women	Under 50	Over 50
Very satisfied	6%	7%	11%	2%	6%
Satisfied	6%	5%	37%	7%	5%
Dissatisfied	22%	20%	11%	28%	22%
Very dissatisfied	63%	67%	36%	57%	65%
DK/REF	3%	2%	5%	7%	2%

Direction of the Country – JAN 2021 | BlackTrack

	Total	Men	Women	Under 50	Over 50
Very satisfied	15%	16%	13%	19%	8%
Satisfied	20%	21%	19%	23%	16%
Dissatisfied	27%	25%	30%	26%	30%
Very dissatisfied	32%	32%	31%	26%	41%
DK/REF	6%	6%	7%	7%	6%

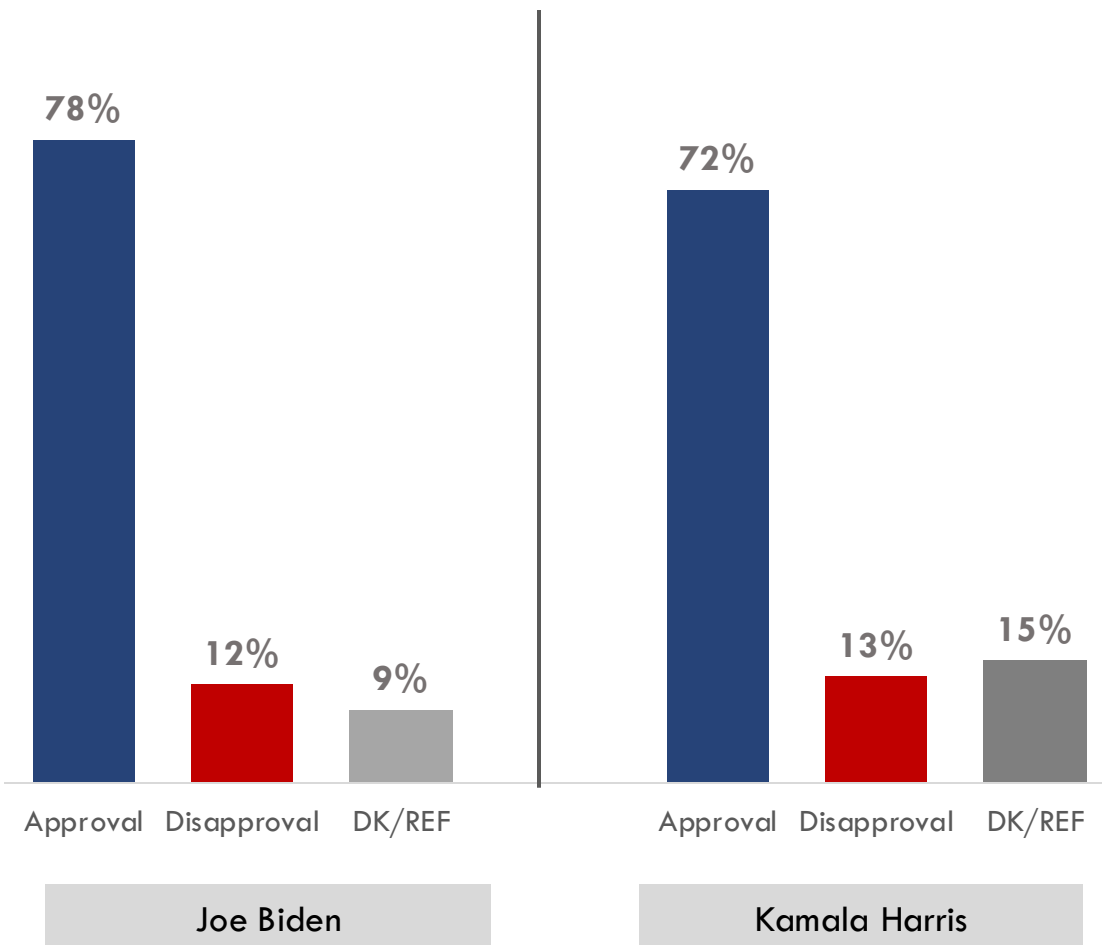
Direction of the Country – MAR 2021 | BFL

	Total	Men	Women	Under 50	Over 50
Very satisfied	19%	23%	16%	20%	17%
Satisfied	36%	33%	38%	30%	44%
Dissatisfied	21%	21%	21%	22%	18%
Very dissatisfied	10%	10%	10%	10%	10%
DK/REF	14%	13%	15%	17%	10%

# Job approval is strong for both Biden and Harris, but also nuanced



Do you approve/disapprove of \_\_\_\_\_?



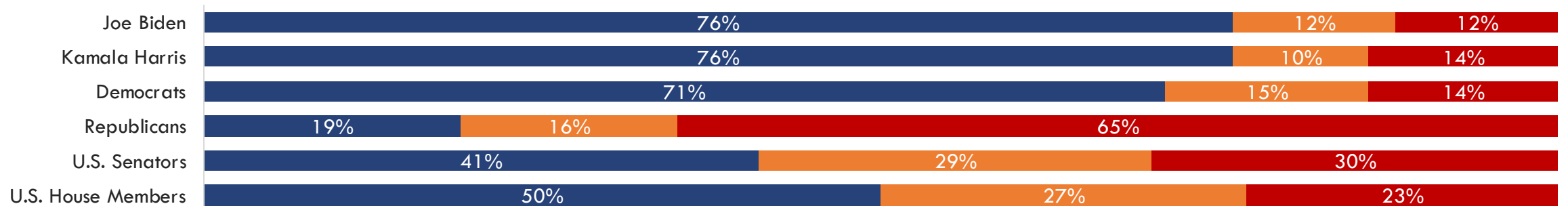
Joe Biden						
	Total	Men	Women	Under 50	Over 50	
Strongly approve	46%	42%	51%	<b>34%</b>	<b>63%</b>	<b>+29</b>
Somewhat approve	32%	32%	32%	<b>36%</b>	<b>26%</b>	<b>+10</b>
Somewhat disapprove	7%	7%	5%	10%	2%	
Strongly disapprove	6%	8%	4%	7%	5%	
DK/REF	9%	12%	7%	13%	4%	

Kamala Harris						
	Total	Men	Women	Under 50	Over 50	
Strongly approve	45%	40%	50%	<b>36%</b>	<b>57%</b>	<b>+21</b>
Somewhat approve	27%	25%	29%	26%	28%	
Somewhat disapprove	7%	9%	9%	10%	2%	
Strongly disapprove	7%	10%	10%	8%	5%	
DK/REF	15%	17%	17%	20%	9%	

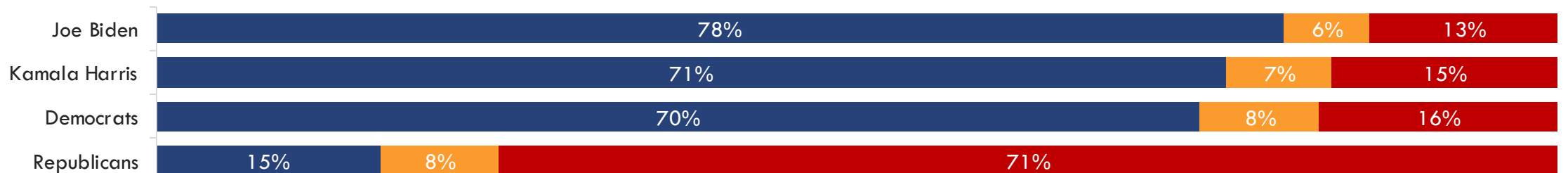
# Favorability is equally high for Biden and Harris and has risen over time



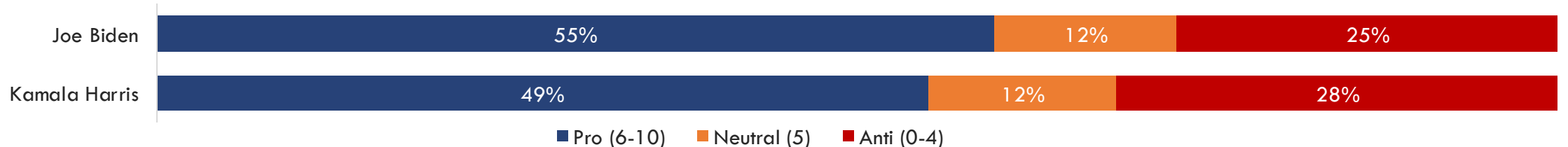
**March 2021 | BFL:** Rate how you feel about some people and organizations using a scale from 0 to 10.



**January 2021 | BlackTrack:** Rate how you feel about some people and organizations using a scale from 0 to 10.



**September 2020 | BFL:** Rate how you feel about some people and organizations using a scale from 0 to 10.



1

Political Climate

2

**COVID-19**

3

Climate Change

4

Economic Recovery

5

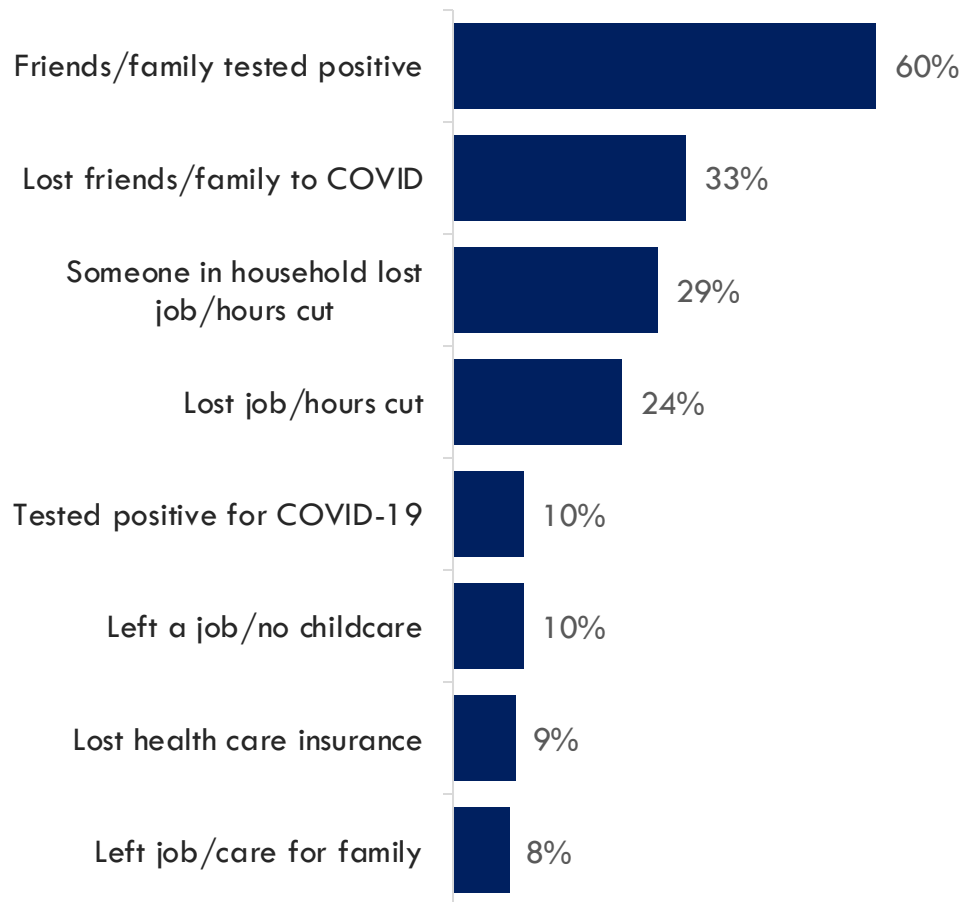
Racism and White Supremacy



# The economic impact of COVID-19 is especially felt by Blacks under 50



Next are some questions about COVID-19's impact on your life. Have you...



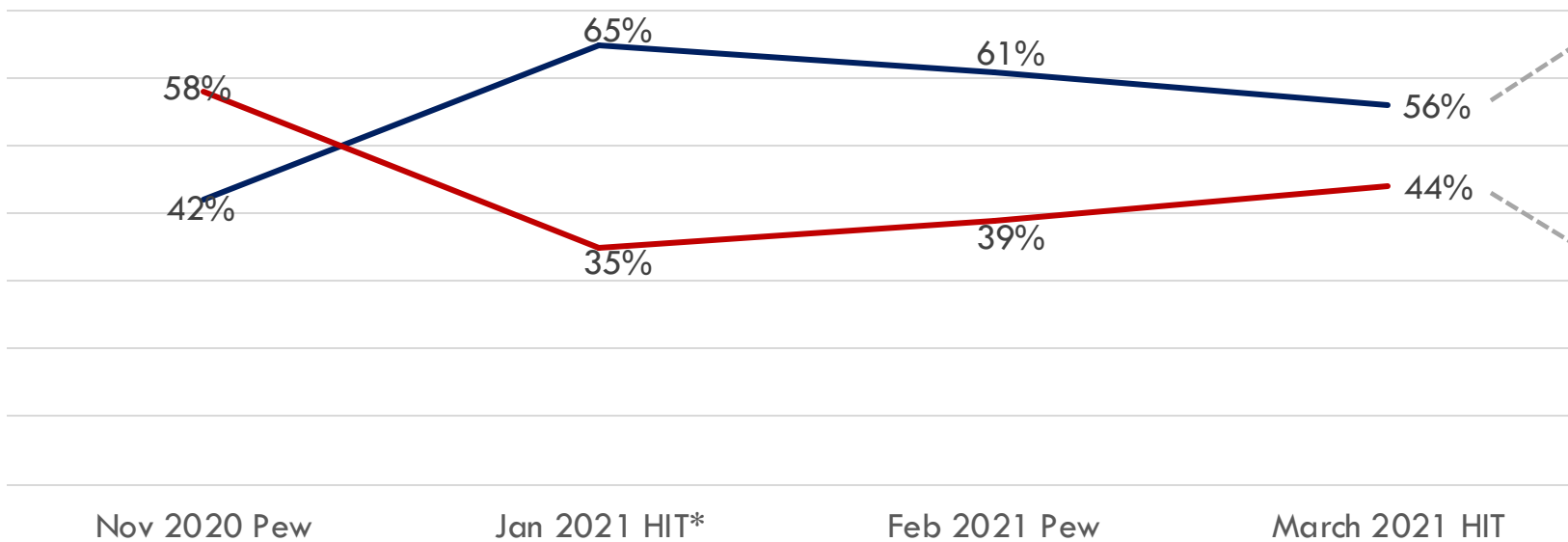
	Total	Male	Female	Under 50	Over 50	
Had friends/family test positive	60%	57%	63%	55%	68%	
Lost friends or family	33%	30%	36%	29%	40%	
Someone in household lost job/hours cut	29%	27%	32%	<b>35%</b>	22%	<b>+13</b>
Lost job/hours cut	24%	27%	21%	<b>32%</b>	13%	<b>+19</b>
Tested positive for COVID-19	10%	11%	10%	10%	10%	
Left job/no childcare	10%	8%	12%	<b>15%</b>	1%	<b>+14</b>
Lost health care insurance	9%	9%	8%	12%	4%	
Left job/care for family	8%	10%	7%	<b>13%</b>	2%	<b>+11</b>

# Vaccine hesitancy remains high among Black people with nearly ½ reluctant to take it



When the COVID-19 vaccine is available to you, will you...?

— Probably/ definitely will get it    — Probably/ definitely won't get it



## WILL get vaccinated

- 67% age 55+
- 57% Male
- 62% College grad
- 57% Single/unmarried
- 64% Suburban dwellers
- 62% LGBTQ
- 67% Household income 75k+

## WILL NOT get vaccinated

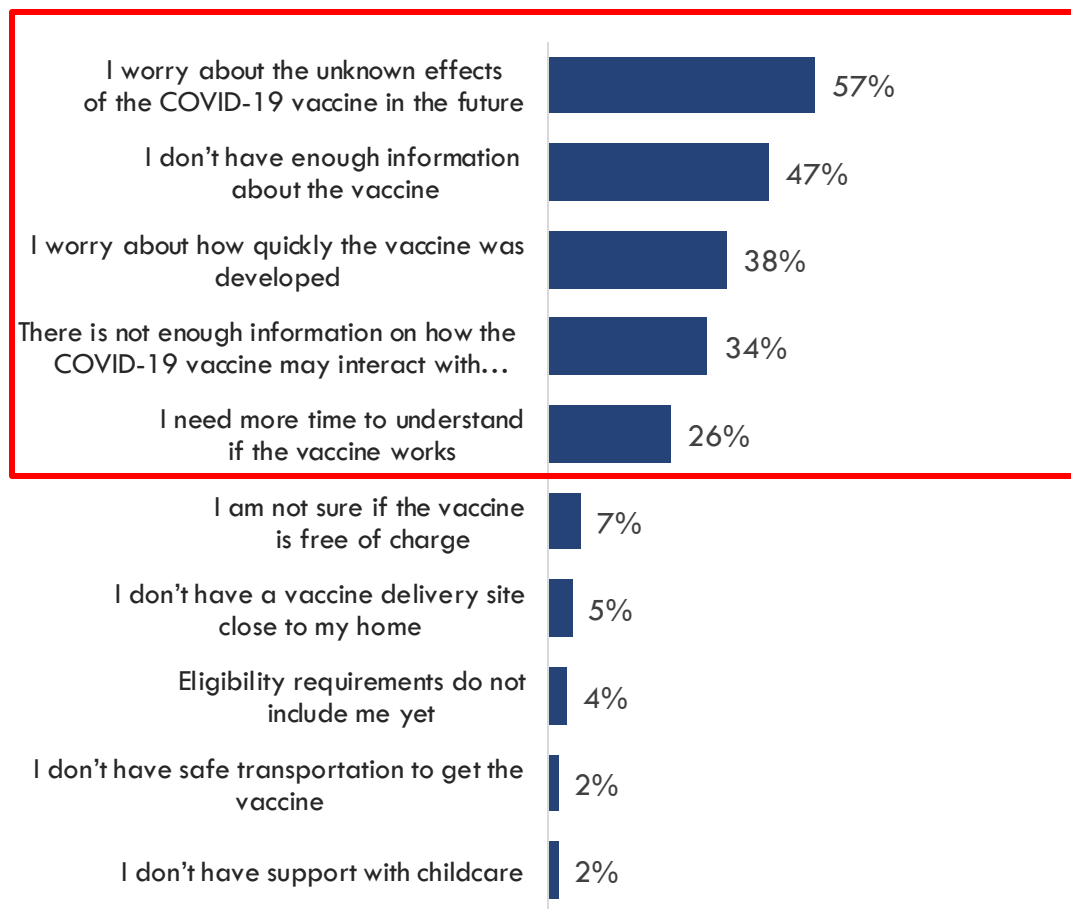
- 57% age 25-34-year-olds
- 46% Female
- 45% Non-college grad
- 46% Married/unmarried w/partner
- 56% Small town/rural dwellers
- 44% Straight/heterosexual
- 47% Household income \$30L or less

\*Data on Blacks in Baltimore, Chicago, Newark, Oakland, and Houston

# Among the vaccine hesitant, Blacks need more information on how the vaccine works



Here is a list of reasons others have provided to explain why they will not take the COVID-19 vaccine when it is available to them. Select top three answers  
(Asked only of those who reported they probably/definitely will **not** get vaccinated)

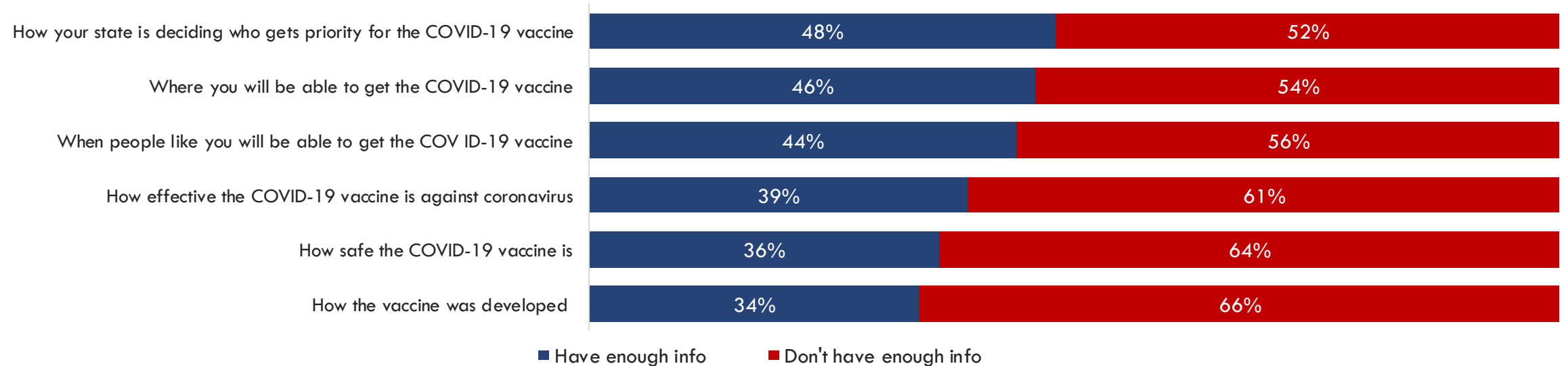


	Total	Men	Women	Under 50	Over 50
I worry about the unknown effects of the COVID-19 vaccine in the future	57%	55%	60%	54%	65%
I don't have enough information about the vaccine	47%	51%	44%	50%	39%
I worry about how quickly the vaccine was developed	38%	33%	42%	32%	55%
There is not enough information on how the COVID-19 vaccine may interact with other health conditions	34%	35%	33%	32%	39%
I need more time to understand if the vaccine works	26%	25%	25%	27%	23%
I am not sure if the vaccine is free of charge	7%	10%	4%	8%	4%
I don't have a vaccine delivery site close to my home	5%	7%	3%	5%	5%
Eligibility requirements do not include me yet	4%	5%	4%	5%	3%
I don't have safe transportation to get the vaccine	2%	3%	1%	2%	2%
I don't have support with childcare	2%	1%	2%	3%	0%

# Black communities need to know the who, when, where, and how about the COVID-19 vaccine



Do you feel you have enough information or not about the following...?

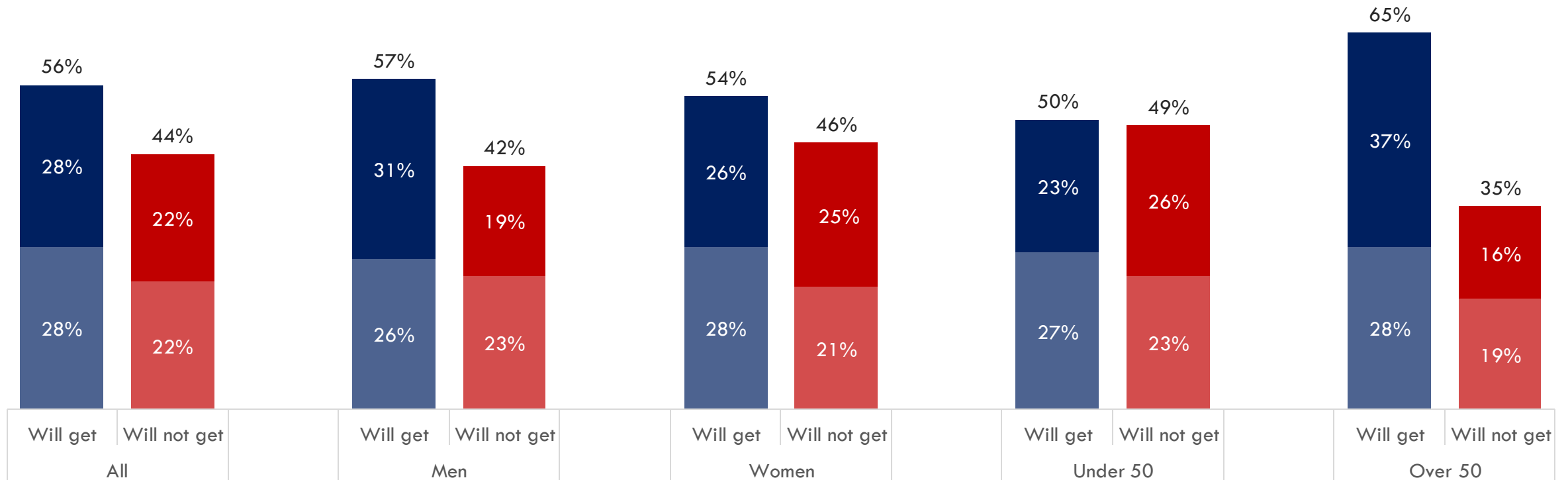


% Have enough information	Demographics				
	Total	Men	Women	Under 50	Over 50
How your state is deciding who gets priority for the COVID-19 vaccine	48%	46%	49%	44%	54%
Where you will be able to get the COVID-19 vaccine	46%	46%	46%	45%	50%
When people like you will be able to get the COVID-19 vaccine	44%	44%	45%	41%	50%
How effective the COVID-19 vaccine is against coronavirus	39%	40%	37%	35%	45%
How safe the COVID-19 vaccine is	36%	37%	34%	34%	39%
How the vaccine was developed	34%	36%	32%	33%	36%

# Black men and Blacks over 50 more likely to get the vaccine



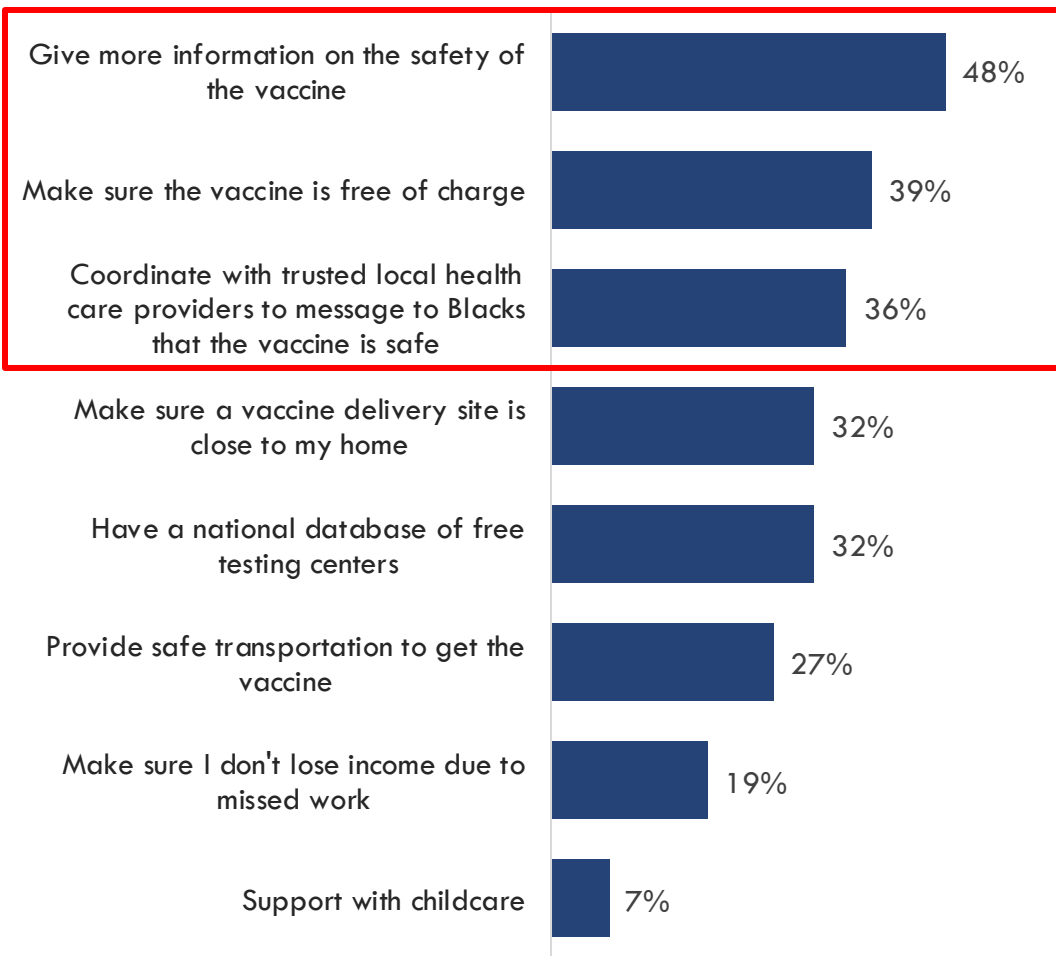
When the COVID-19 vaccine is available to you, will you \_\_ the vaccine?



# Policy priority for fair vaccine distribution in Black communities: Let us know that the vaccine is both safe and free



What should the Biden/Harris administration do to ensure vaccines are distributed fairly in Black communities? Select top three answers

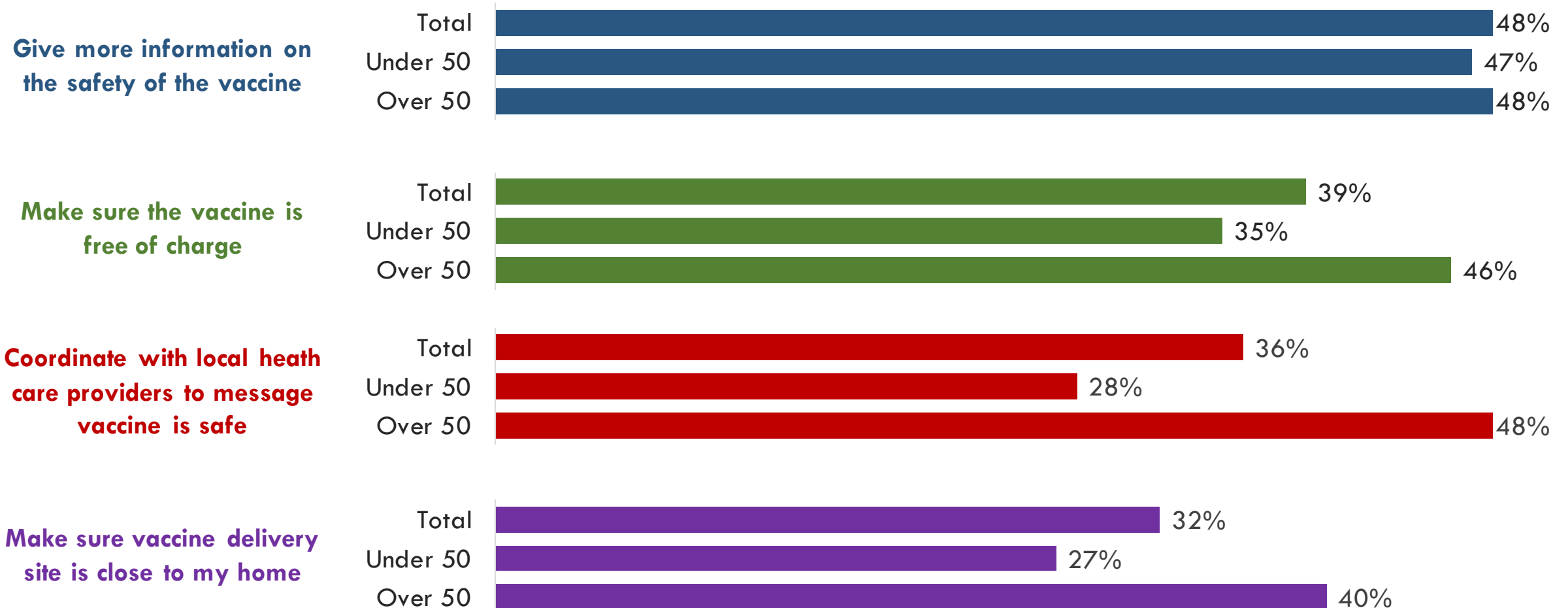


	Total	Men	Women	Under 50	Over 50	Won't get vaccine	Will get vaccine
Give more information on the safety of the vaccine	48%	49%	47%	47%	48%	51%	45%
Make sure the vaccine is free of charge	39%	39%	41%	35%	46%	33%	48%
Coordinate with local health care providers to message vaccine is safe	36%	33%	39%	28%	48%	29%	35%
Make sure vaccine delivery site is close to my home	32%	30%	34%	27%	40%	24%	37%
Have a national database of free testing centers	32%	35%	31%	31%	34%	30%	34%
Provide safe transportation to get the vaccine	27%	28%	26%	24%	32%	20%	31%
Make sure I don't lose income due to missed work	19%	15%	22%	23%	14%	24%	18%
Support with childcare	7%	9%	6%	10%	4%	8%	6%

# Vaccine safety is paramount for under/over 50 – other priorities are more urgent for Blacks over 50



What should the Biden/Harris administration do to ensure vaccines are distributed fairly in Black communities? Select top three answers



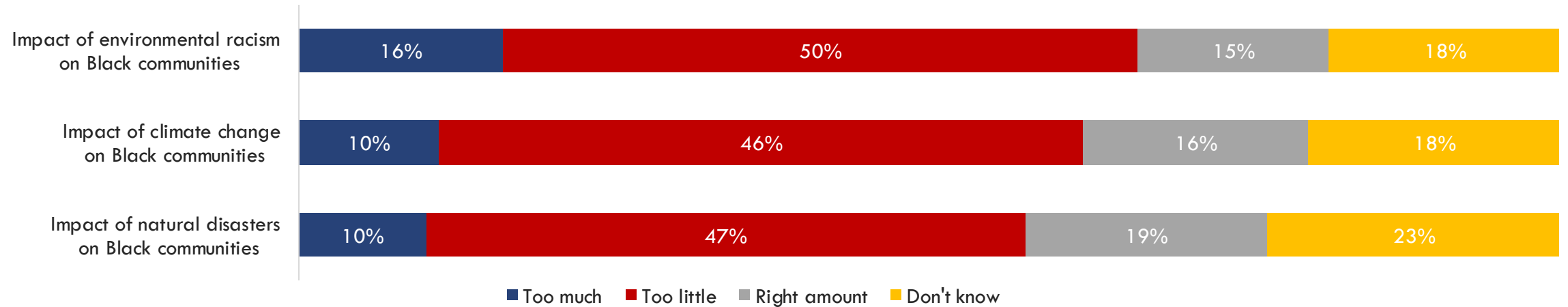
- 
- 1 Political Climate
  - 2 COVID-19
  - 3 Climate Change**
  - 4 Economic Recovery
  - 5 Racism and White Supremacy



# Too little attention is being paid to the impact of environmental racism on Black communities



In general, do you feel that there is too much, too little, or just the right amount of attention paid to the following issues?



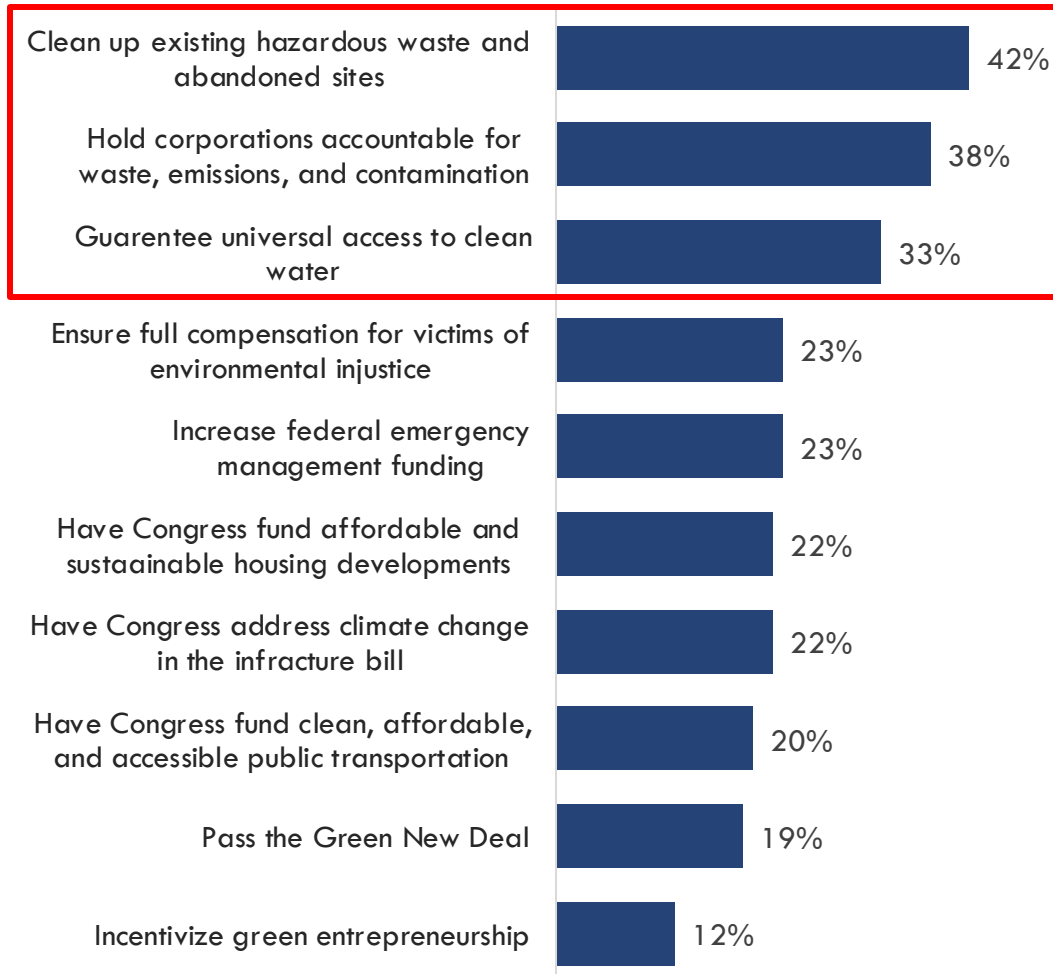
	Total Too Little	Men Too Little	Women Too Little	Under 50 Too Little	Over 50 Too Little
Impact of environmental racism on Black communities	50%	46%	53%	<b>41%</b>	<b>64%</b>
Impact of climate change on Black communities	46%	42%	49%	43%	51%
Impact of natural disasters on Black communities	47%	47%	47%	43%	53%

+23

# The degree to prioritize policies to combat climate change is more urgent by age



What do you think the Biden/Harris administration should do to combat climate change?

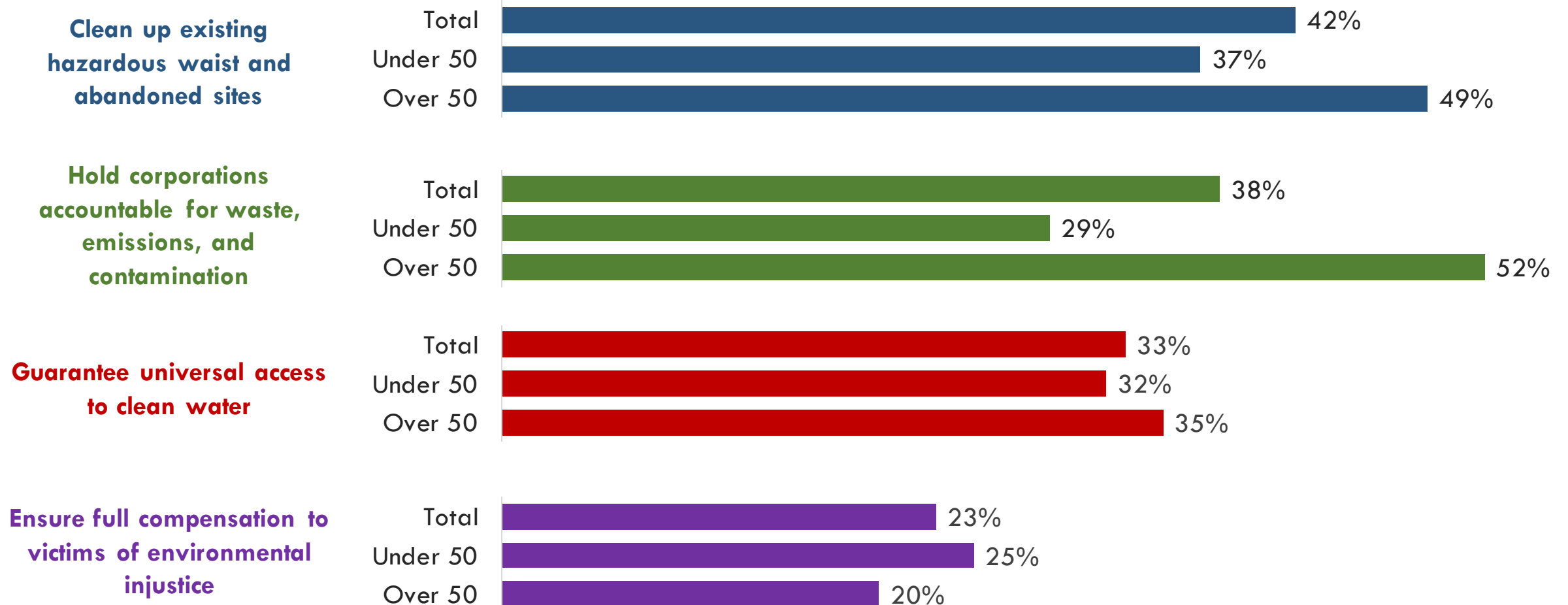


	Total	Men	Women	Under 50	Over 50	
Clean up existing hazardous waste and abandoned sites	42%	43%	41%	37%	49%	+12
Hold corporations accountable for waste, emissions, and contamination	38%	39%	40%	29%	52%	+23
Guarantee universal access to clean water	33%	33%	34%	32%	35%	
Ensure full compensation for victims of environmental injustice	23%	24%	21%	25%	20%	
Increase federal emergency management funding	23%	22%	24%	22%	24%	
Have Congress fund affordable and sustainable housing developments	22%	18%	25%	23%	21%	
Have Congress address climate change in the infrastructure bill	22%	23%	22%	18%	29%	+11
Have Congress fund clean, affordable, and accessible public transportation	20%	18%	22%	24%	16%	
Pass the Green New Deal	19%	20%	19%	21%	17%	
Incentivize green entrepreneurship	12%	14%	10%	12%	11%	

# Over 50 urgency dictates policy priorities on some key measures



What do you think the Biden/Harris administration should do to combat climate change?

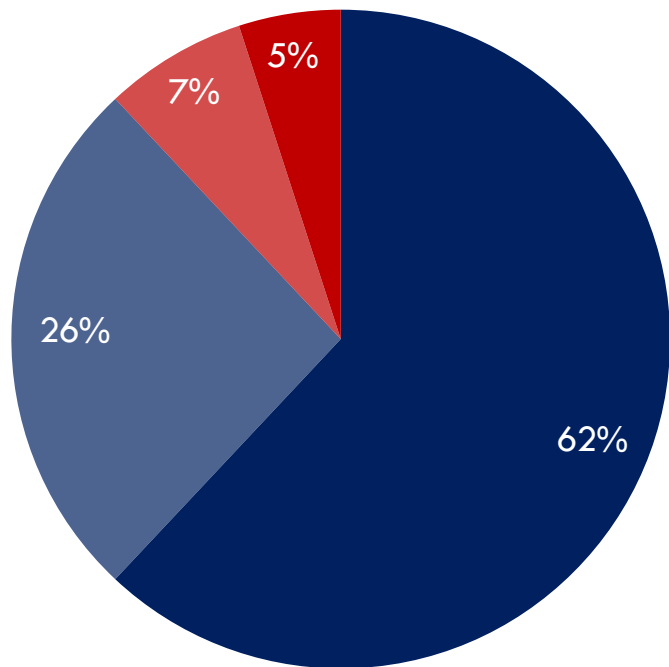


- 
- 1 Political Climate
  - 2 COVID-19
  - 3 Climate Change
  - 4 Economic Recovery**
  - 5 Racism and White Supremacy

# A 2K monthly COVID relief check is important to Blacks, so too is a \$15 minimum wage

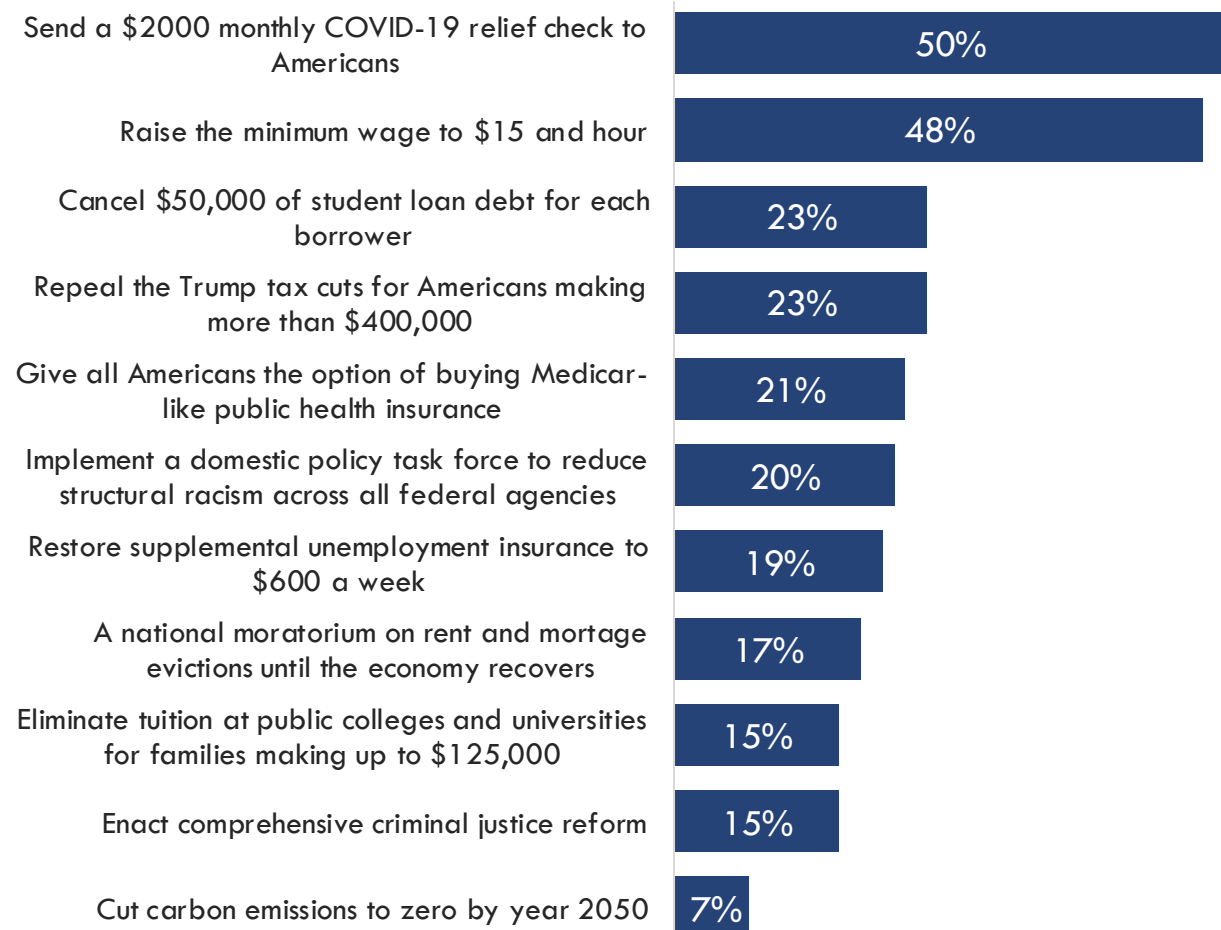


How important is it to you that Joe Biden asks Congress to send \$2000 monthly covid relief checks?



■ Very important      ■ Somewhat important  
■ Somewhat unimportant      ■ Very unimportant

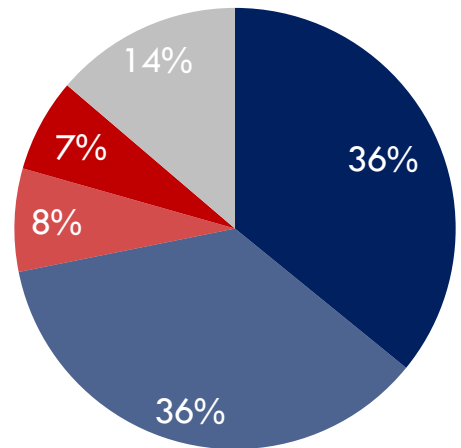
What do you think are the three most important legislative or policy priorities for Joe Biden to achieve?



# High approval for Biden addressing the needs of Black people; the majority report their household financial situation since the pandemic is holding steady



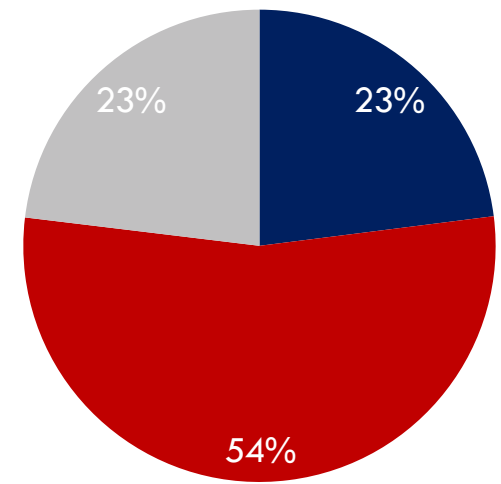
Do you APPROVE or DISAPPROVE of the job Joe Biden is doing in addressing the needs of Black people?



■ Strongly approve   
 ■ Somewhat approve   
 ■ Somewhat disapprove  
■ Strongly disapprove   
 ■ Don't know

	Total	Men	Women	Under 50	Over 50
Total approve	72%	67%	77%	64%	83%
Total disapprove	14%	19%	10%	19%	8%
Don't know	14%	15%	13%	17%	9%

Since the pandemic, is the financial situation of your household getting better, staying the same, or getting worse?



■ Getting better   
 ■ Staying the same   
 ■ Falling behind

	Total	Men	Women	Under 50	Over 50
Getting better	23%	27%	20%	27%	17%
Staying the same	54%	48%	59%	49%	61%
Falling behind	23%	25%	22%	24%	22%

# Some policy priorities are more/less urgent depending on age



What do you think are the three most important legislative or policy priorities for Joe Biden to achieve?

**Send a \$2000 monthly COVID-19 relief check to Americans**



**Raise the minimum wage to \$15 an hour**



**Cancel \$50,000 of student loan debt for each borrower**



**Repeal the Trump tax cuts for Americans making more than \$400,000**



1 Political Climate

2 COVID-19

3 Climate Change

4 Economic Recovery

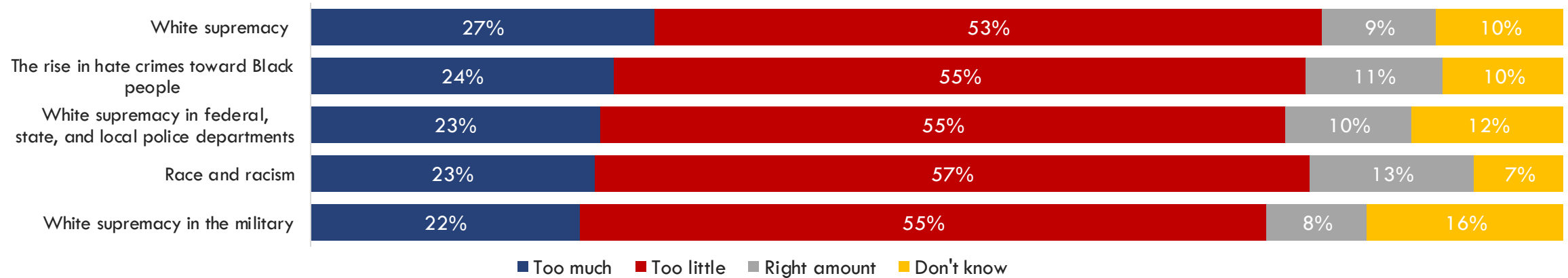
5 **Racism and White Supremacy**



# For Blacks over 50, too little attention is being paid to the impact of racism and white supremacy on Black communities



In general, do you feel that there is too much, too little, or just the right amount of attention paid to the following issues?

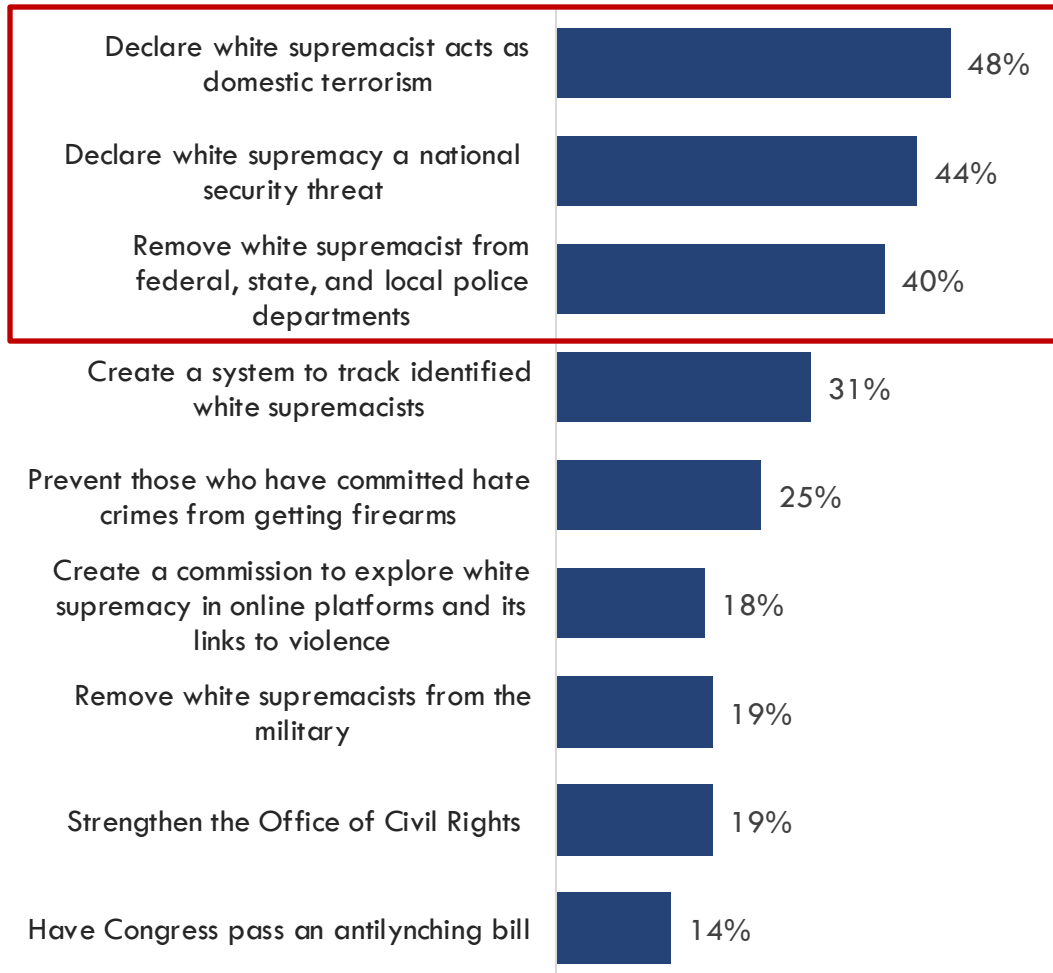


	Total Too Little	Men Too Little	Women Too Little	Under 50 Too Little	Over 50 Too Little
White supremacy	53%	53%	53%	47%	62%
The rise in hate crimes toward Black people	55%	54%	57%	46%	69%
White supremacy in federal, state, and local police departments	55%	54%	56%	45%	68%
Race and racism	57%	55%	59%	47%	71%
White supremacy in the military	55%	55%	54%	47%	65%

# While three priority issues rise to the top, the urgency of how to combat white supremacy varies by age



What do you think the Biden/Harris administration should do to fight white supremacy in the U.S.? Please select your top three choices.



	Total	Men	Women	Under 50	Over 50	
Declare white supremacist acts as domestic terrorism	48%	46%	50%	41%	59%	+18
Declare white supremacy a national security threat	44%	44%	44%	39%	51%	+12
Remove white supremacist from federal, state, and local police departments	40%	36%	43%	39%	41%	
Create a system to track identified white supremacists	31%	32%	31%	30%	33%	
Prevent those who have committed hate crimes from getting firearms	25%	26%	24%	25%	24%	
Create a commission to explore white supremacy in online platforms and its links to violence	18%	20%	16%	19%	18%	
Remove white supremacists from the military	19%	18%	19%	20%	17%	
Strengthen the Office of Civil Rights	19%	19%	20%	18%	22%	
Have Congress pass an antilynching bill	14%	14%	13%	15%	13%	

# While “declare white supremacist acts as domestic terrorism” rises to the top for Blacks, it is more urgent for people over 50



What do you think the Biden/Harris administration should do to fight white supremacy in the U.S.?

**Declare white supremacist acts as domestic terrorism**



**Declare white supremacy a national security threat**



**Remove white supremacist from federal, state, and local police departments**



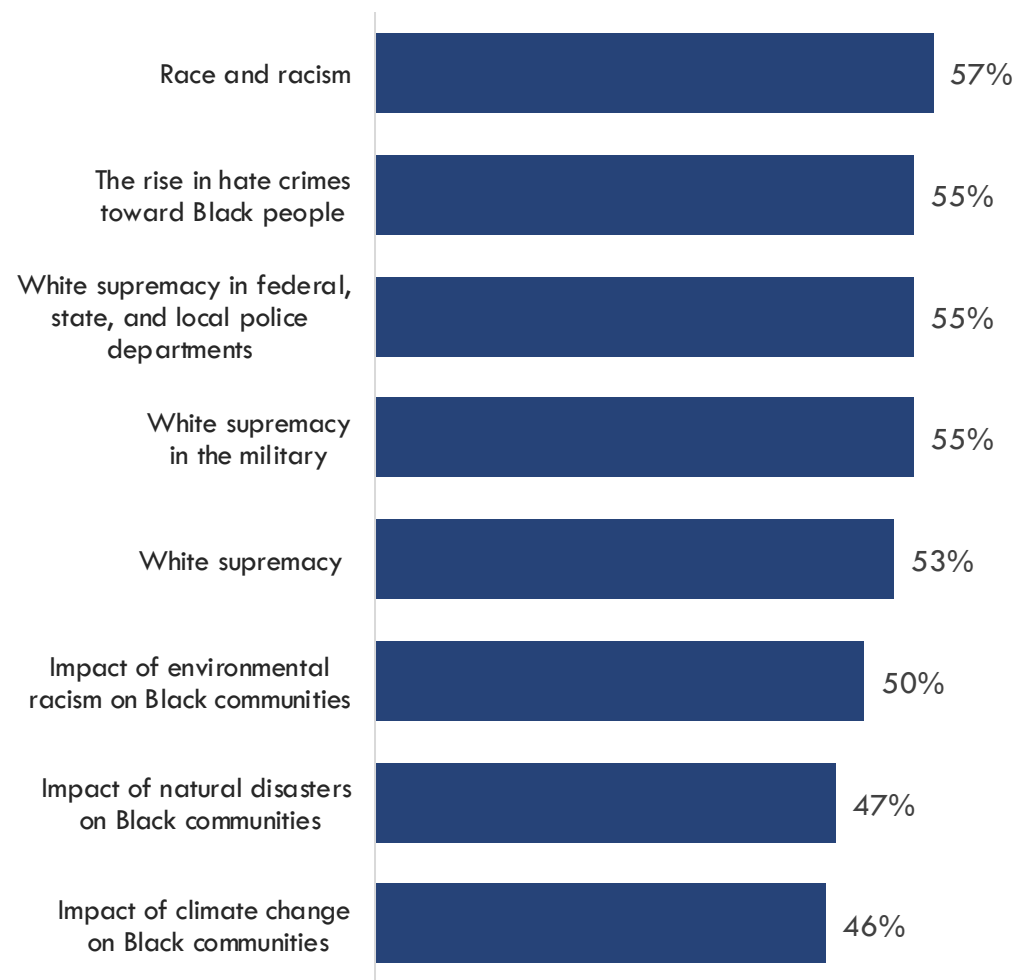
**Create a system to track identified white supremacists**



# Too little attention is paid to race and racism – especially for Blacks over 50



In general, do you feel that there is too much, too little, or just the right amount of attention paid to the following issues?



	Total	Men	Women	Under 50	Over 50	
Race and racism	57%	55%	59%	<b>47%</b>	<b>71%</b>	<b>+24</b>
The rise in hate crimes toward Black people	55%	54%	57%	<b>46%</b>	<b>69%</b>	<b>+23</b>
White supremacy in federal, state, and local police departments	55%	54%	56%	<b>45%</b>	<b>68%</b>	<b>+23</b>
White supremacy in the military	55%	55%	54%	<b>47%</b>	<b>65%</b>	<b>+18</b>
White supremacy	53%	53%	53%	<b>47%</b>	<b>62%</b>	<b>+15</b>
Impact of environmental racism on Black communities	50%	46%	53%	<b>41%</b>	<b>64%</b>	<b>+23</b>
Impact of natural disasters on Black communities	47%	47%	47%	43%	53%	
Impact of climate change on Black communities	46%	42%	49%	43%	51%	



# HIT STRATEGIES

Highly Insightful Targeting

