

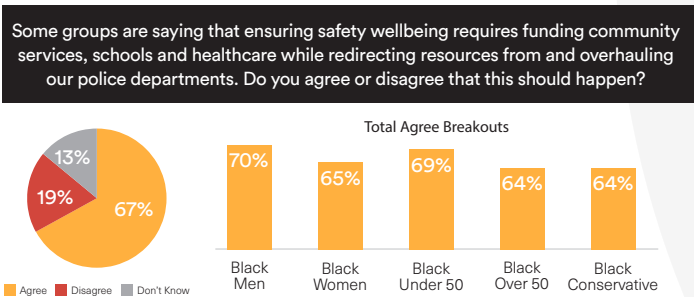
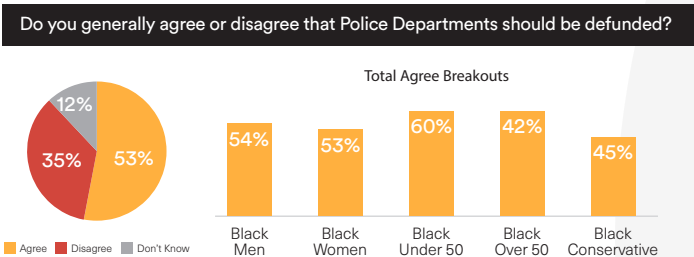
JUNETEENTH EDITION

Pain, Power, & Optimism Define Black American Attitudes

As we track the attitudes of Black Americans, shifting pain into power continues to define Black political participation, from the 2020 summer of unrest, the recent general election, and now reimagining public safety. Black people continue to say that addressing racism and discrimination should be the number one priority for America's leaders to address. After a year of racial reckoning, Black American attitudes on policing have shifted with now a majority supporting "Defund the Police." Black people are expressing political power in their pain and are more optimistic about their future, expecting their political leaders to make progress on the issues that matter to them the most.

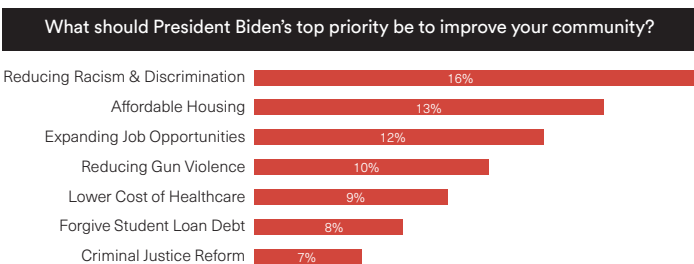
DEFUND THE POLICE

A majority of Black Americans want to defund the police. Black perceptions have shifted on the slogan, which in previous polls was unfavorable. Furthermore, when defund the police is explained as **redirecting police funds to community resources, support grows even higher.**



TOP ISSUE PRIORITIES

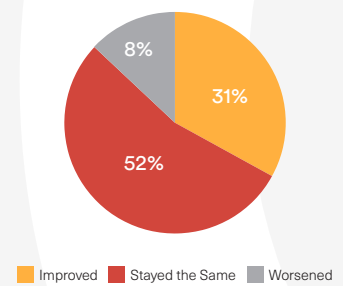
Reducing racism and discrimination is still a top priority for Black adults, who point to it as the number one issue that Joe Biden can address to improve their communities. Affordable housing and expanding job opportunities follow closely behind.



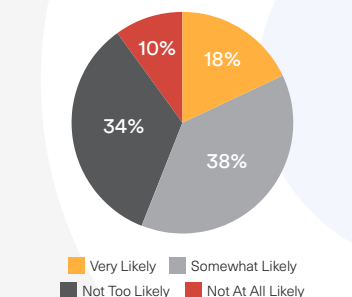
GEORGE FLOYD & CHAUVIN GUILTY VERDICT

For most Black Americans, **Derek Chauvin's guilty verdict did not improve their opinions of the US criminal justice system**, and many remain unfavorable toward the police. Black Americans are split on whether the guilty verdict signals better treatment.

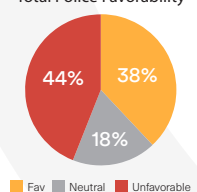
How has the verdict in the Chauvin trial for the murder of George Floyd changed your opinion of the criminal justice system, if at all?



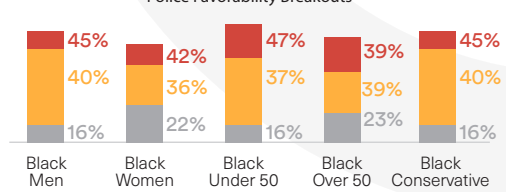
How likely do you think it is that there will be real changes in the way Blacks and other racial and ethnic minorities are treated in American society as a result of the conviction of Derek Chauvin?



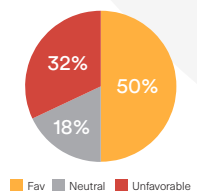
Total Police Favorability



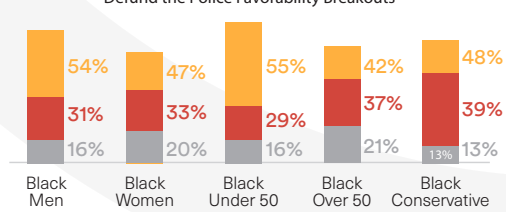
Police Favorability Breakouts



Total Defund the Police Favorability



Defund the Police Favorability Breakouts



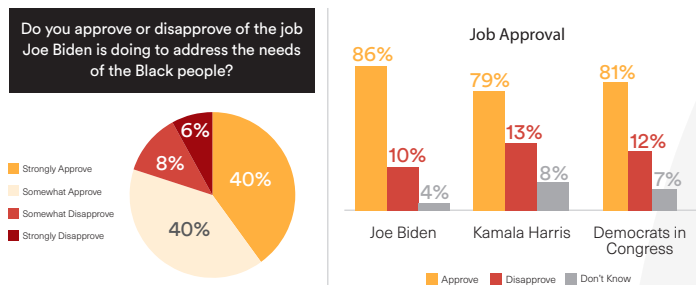
HIT Strategies is a firm of young, diverse, innovative social scientists who use research and data to understand and activate with young voters. We live and work at the intersections of society that are driving rapidly diversifying voter and consumer trends. We represent communities often misunderstood, overlooked, and underserved in American politics.

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© BLACK PEOPLE APPROVE OF DEMOCRATS

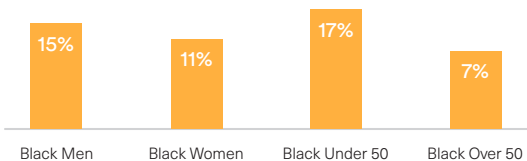
The party's most loyal voting bloc **strongly approves of the Democrats they elected** to the White House and to Congress and feel that **Joe Biden is addressing the needs of the Black community**.



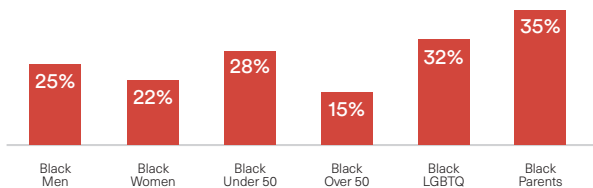
© A STRUGGLE TO MAKE ENDS MEET

While Black Americans are **optimistic about the direction of the country**, there are hardships **with many struggling to make ends meet**.

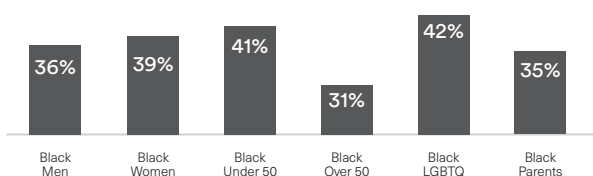
13% of Black adults **faced foreclosure or eviction** in the last 3 months including:



23% of Black adults **were unable to pay their full rent or mortgage** in the last 3 months including:

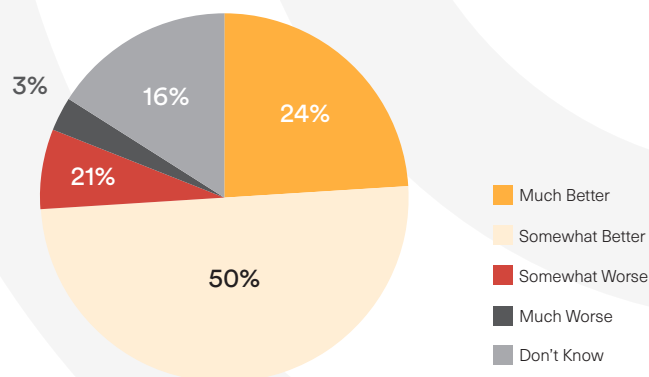
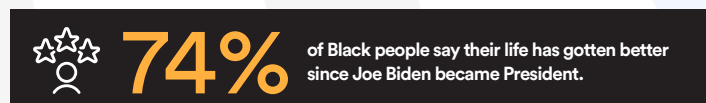
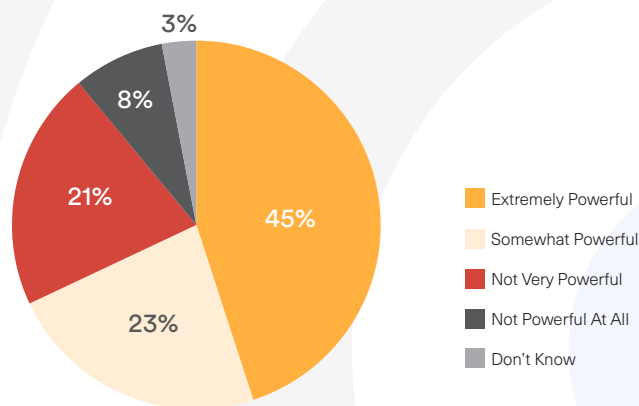
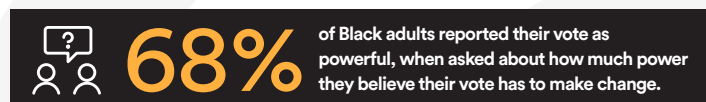


37% of Black adults had to skip a bill in the last 3 months including:



© OPTIMISM & IMPROVEMENT IN QUALITY OF LIFE

Despite the economic and racial pain, **Black adults are feeling optimistic about the future** and continue to see the power in their vote.



©BLACKtrack is HIT Strategies recurring monthly national survey of 1000 Black adults age 18+ on current social and political issues. BlackTrack not only tracks the opinions of Black Americans but also disaggregates the data into demographic groups to understand Black voters' full diversity. For more information on previous data or to subscribe go to hitstrat.com/blacktrack.

This BlackTrack survey was fielded from May 28 - June 1, 2021, conducted via online, opt-in panel, with a margin of error of +/-3.1% at a 95% confidence level. The information above represents selected data from the BlackTrack survey. A majority of the data is proprietary and available for subscribers here.