Actionable Solutions to Improve Racial Relations in America

TPP

The Political Pendulum

TPP
The Political Pendulum

AGENDA

1. Background
2. Key Takeaways
3. Group Recaps
4. Stakeholder Insights
5. Topic-Based Insights

A history of issues not yet resolved

THE ISSUE

The United States has a long, difficult history with racial relations with recent major events sparking protests and demand for change in our communities. American's views are all over the board on what should be done, but have a desire for common sense changes that positively impact African Americans and America as a whole.

BARRIERS TO PROGRESS

There are several barriers that slow progress, but generally we see a few key themes not just with racial relations, but more broadly across multiple issues

Extreme Views Amplified

With a 24 hour news cycle, Americans are subjected to extreme views which perpetuate stereotypes and cause discord

Government Dysfunction

Political loyalty and lack of bi-partisan compromise creates a stalemate that makes progress through policy difficult

Investment Limitations

Americans, companies and government don't have unlimited funds to address many of the critical issues that need to be addressed

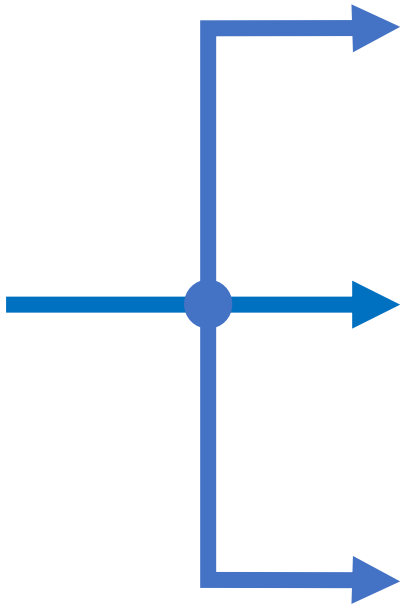
Copyright protected. Click to visit our site for terms and conditions of use.

Solutions to help overcome barriers

Our objective is not just to inform, but deliver comprehensive insights that lead to action and meaningful change in our nation

Our PoliSeg™ Approach

We seek to understand American's ***viewpoints as a whole*** on racial relations, not focusing on a individual policies or measures. We create groups of like-minded individuals and ***quantify them*** to determine what policies and investment can be made that are supported by a majority of Americans and ***how to communicate*** them to the public.



Who Benefits

Policy Makers:
Promotes legislation that is comprehensive with more bi-partisan support, while also giving a communication strategy that addresses constituents

Companies/Organizations:
With more companies supporting social issues, helps you identify where to invest and the risk/benefit of supporting specific measures

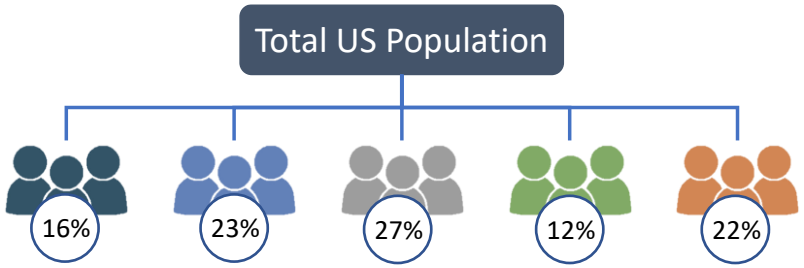
Public:
Gives a better understanding of views and beliefs of all Americans, not just extreme viewpoints which may help reduce tensions

Copyright protected. Click to visit our site for terms and conditions of use.

Benefits of Research Types

Existing research has benefits, but unable to create a total understanding of how people view an issue and what they want done

Our PoliSeg™ Approach



Group people based on their beliefs

+ Holistic view of American beliefs
+ Compare/contrast groups
+ Quantifies size of each group
+ Understand motivations
+ Inform communication strategy

- More complex to create

Existing Research

Group responses based on demographics

+ Better for trending and viewing shifts
+ Quick to turnaround

- Demo or party affiliation isn't always predictive
- Views policies individually (not a holistic view)
- Doesn't include motivations
- Limited strategic use

Copyright protected. Click to visit our site for terms and conditions of use.

Keys to interpret our findings

As a non-partisan company, it is important to ensure our insights are interpreted and used as accurately as possible

Voice of Americans

Our research was not created to cause more discord. However, we do not shy away from asking questions that may represent extreme views or offend people. The benefit of our approach is anonymity of the respondents to get a more accurate representation of true feelings and beliefs of Americans.

Policy + Communication

Because this research is action-focused, policy change is a primary objective or outcome. However, communication of policy is also important to influence and achieve your organizational goals.

Neutral Positions

There is inherently less risk for politicians and companies to alienate groups who are neutral on any position. They are critical to gain broader support (or less opposition) to get a majority of Americans to agree with policy changes and may have tipping points where they more vocally support/oppose.

Education Matters

There may be policies that could have a meaningful positive or negative impact but is not fully understood or have misconceptions. In this case, education on policy may be an important step. Our research looks at current viewpoints, not the actual benefit/drawbacks of a policy.

Copyright protected. Click to visit our site for terms and conditions of use.

TPP
The Political Pendulum

AGENDA

1. Background
2. Key Takeaways
3. Group Recaps
4. Stakeholder Insights
5. Topic-Based Insights

Key Takeaways

There are seven distinct groups of people to understand for policy and corporate initiatives

- These groups are defined by the measures they want taken to improve racial relations
- Each group has varying personal beliefs and need to customize a communication strategy to address them individually

A vast majority of Americans think racial relations is an important issue, but even if they have seen improvement they don't have much hope to ever solve it

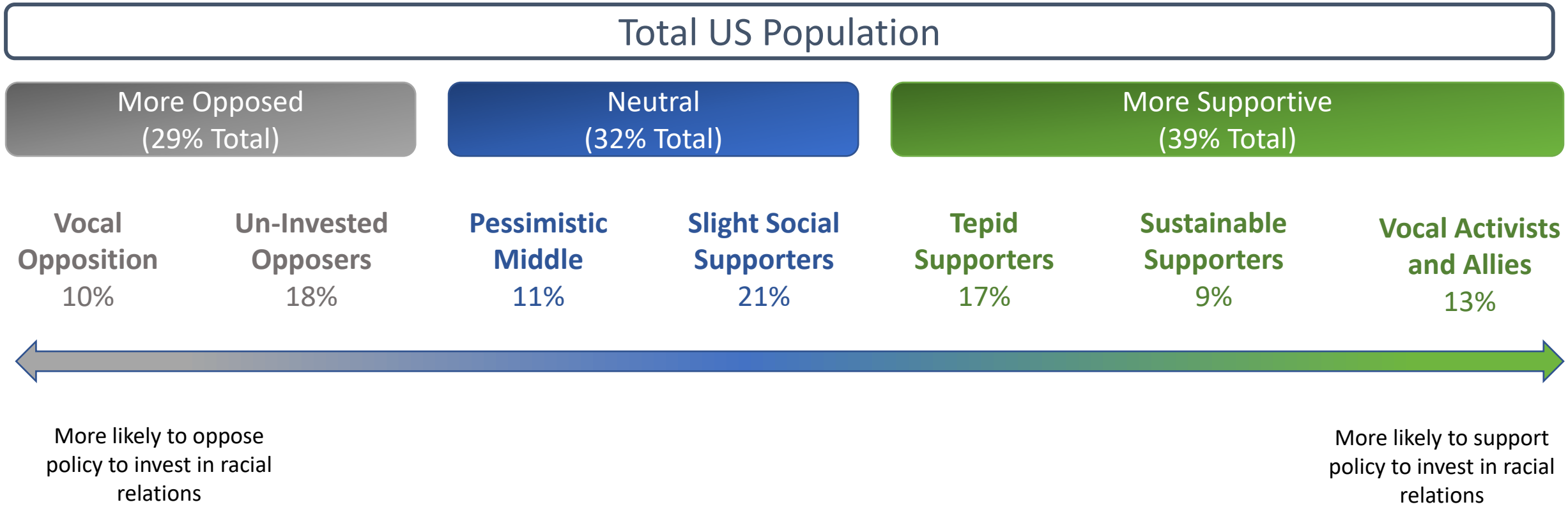
- There is frustration that elected politicians talk about racial relations but don't actually make meaningful change
- Racial relations is a two-way street, with many people believing both White and African Americans are racist toward the other group
- African American's views differ significantly and can't assume they will always support a policy

There is broad support for measures to improve community safety, with mixed support overall for additional measures

- Even groups that oppose significant change believe that we should invest in reducing crime, gangs and drug use with police in high-crime neighborhoods
- Support for police varies, but most people want more transparency and bias training
- In general 15% oppose, 50% are neutral and 35% support individual policies to support African Americans

Copyright protected. Click to visit our site for terms and conditions of use.

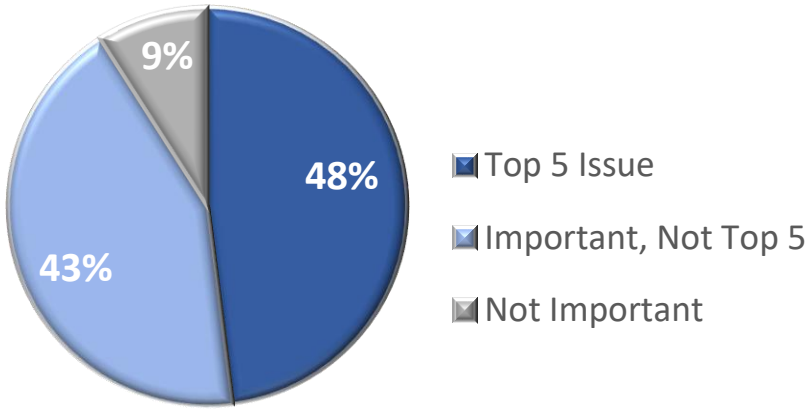
Seven distinct groups emerge that have their own views of racial relations and if/how the government and companies should address it



Copyright protected. Click to visit our site for terms and conditions of use.

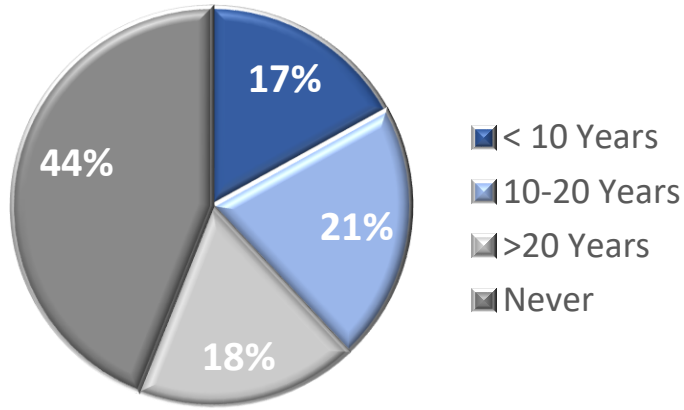
The issue of racial relations with African Americans is important, but Americans have concerns about our ability to improve them

Which statement best describes the importance of racial relations as an issue in the US?



For individuals who stated racial relations was not an important issue, it was often stated it was because the issue gets too much attention/overblown or individual situations are based on personal decisions

When do you believe racial relations will no longer be an issue?



Of the people who stated racial relations has slightly improved in the past 2 years, 30% say it will always be an issue

61%

of Americans agree that Politicians talk about improving racial relations, but don't actually do anything about it

TPP The Political Pendulum

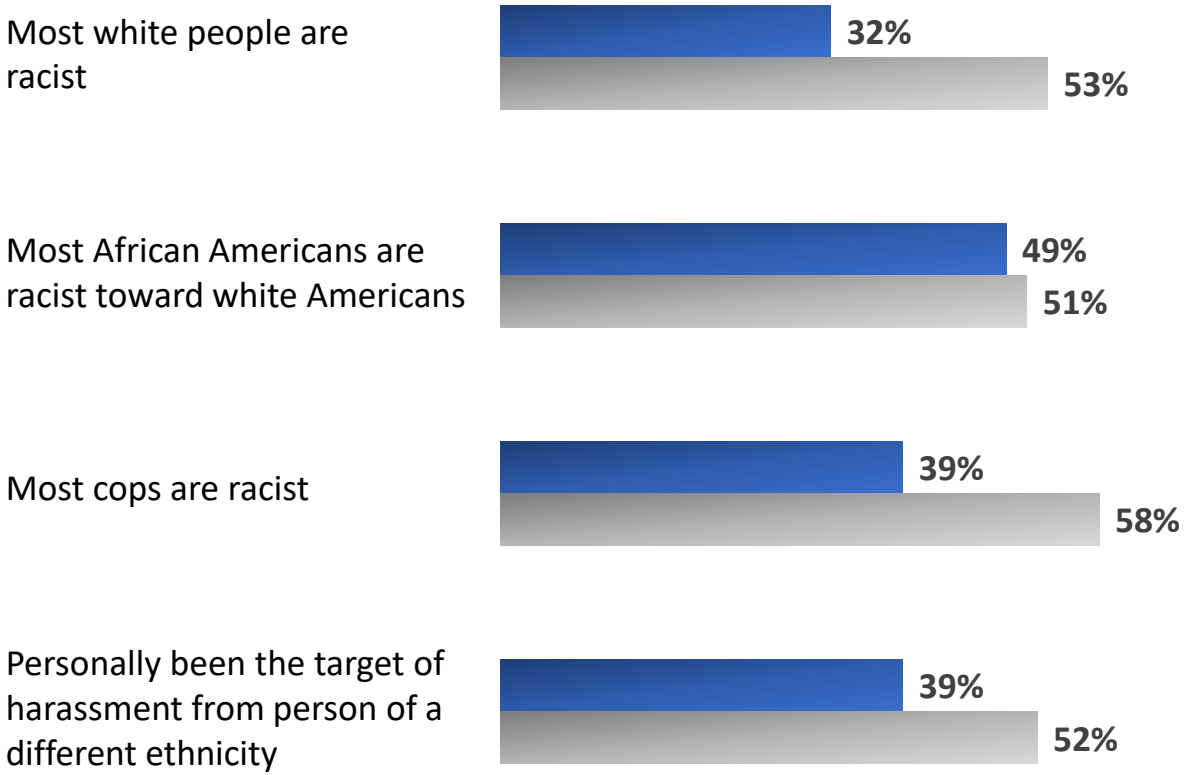
Note: Includes total respondents

Copyright protected. Click to visit our site for terms and conditions of use.

Trust needs to be restored across all ethnicities, especially with individuals who have been harassed by another ethnicity

Q: How much do you personally agree with the following statements regarding race relations?

(% of agree statements)



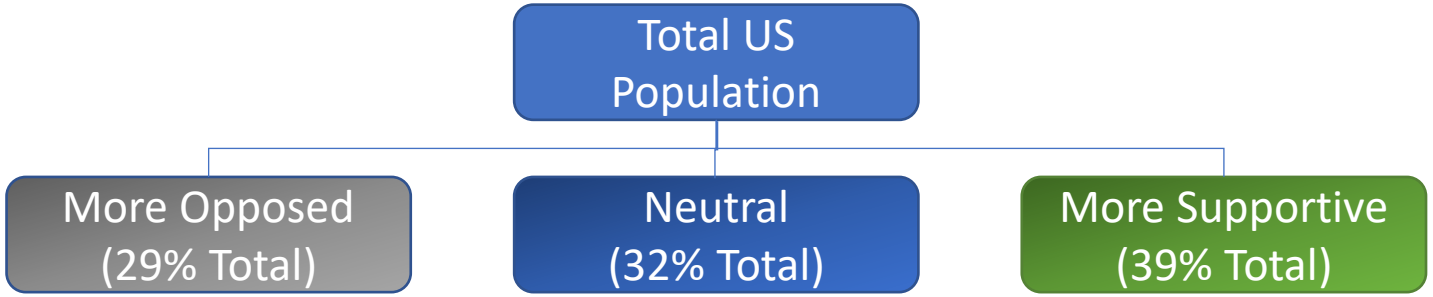
Personal experience matters. People who say they have been harassed by a person of a different ethnicity are ***twice as likely to agree*** that people and cops are racist

Note: Agree statement include slightly agree to strongly agree

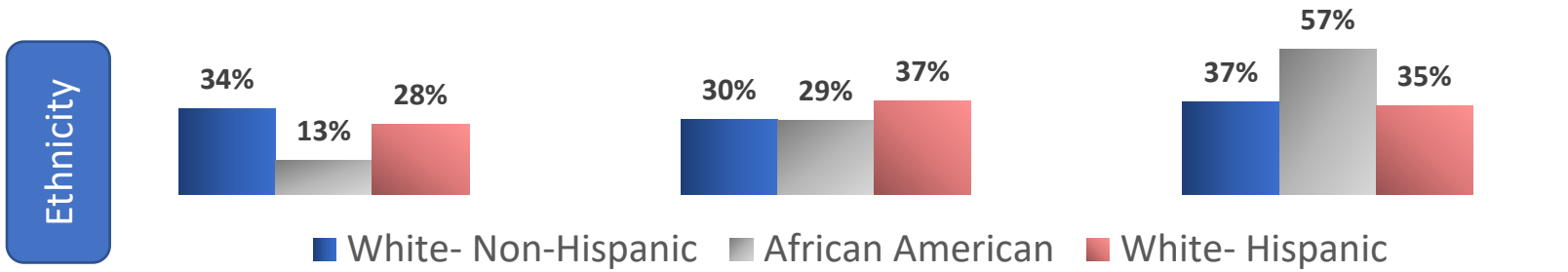
Copyright protected. Click to visit our site for terms and conditions of use.

Politicians and companies need to understand nuance and not assume ethnicity or even political affiliation defines all beliefs

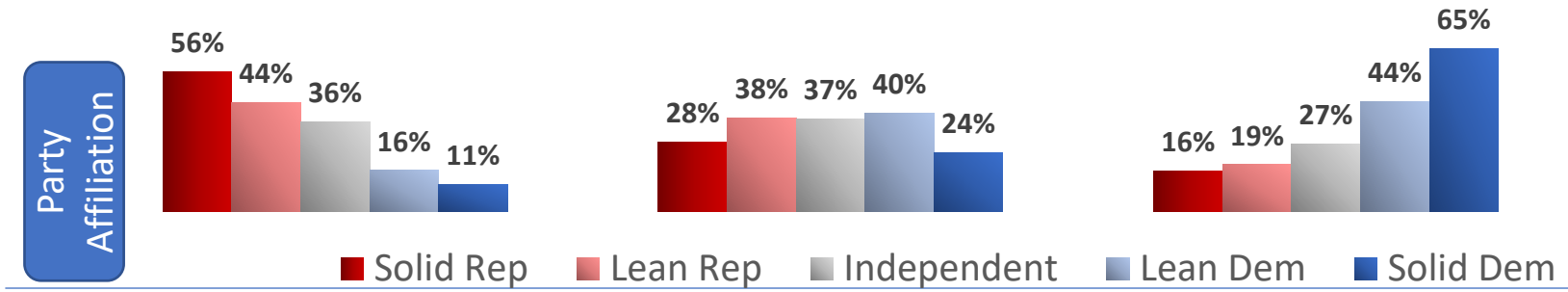
The seven groups emerging from the study generally falls into three levels of support, with 42% of African Americans part of the groups that are more neutral or less supportive of policy changes to support racial relations



How to read:
39% of all Americans are in the "more supportive" groups, but that number increases to 57% for African Americans



The Hispanic community more closely resembles the beliefs of white- non Hispanics



Political affiliation is correlated, but significant portions of each group don't align with "core"

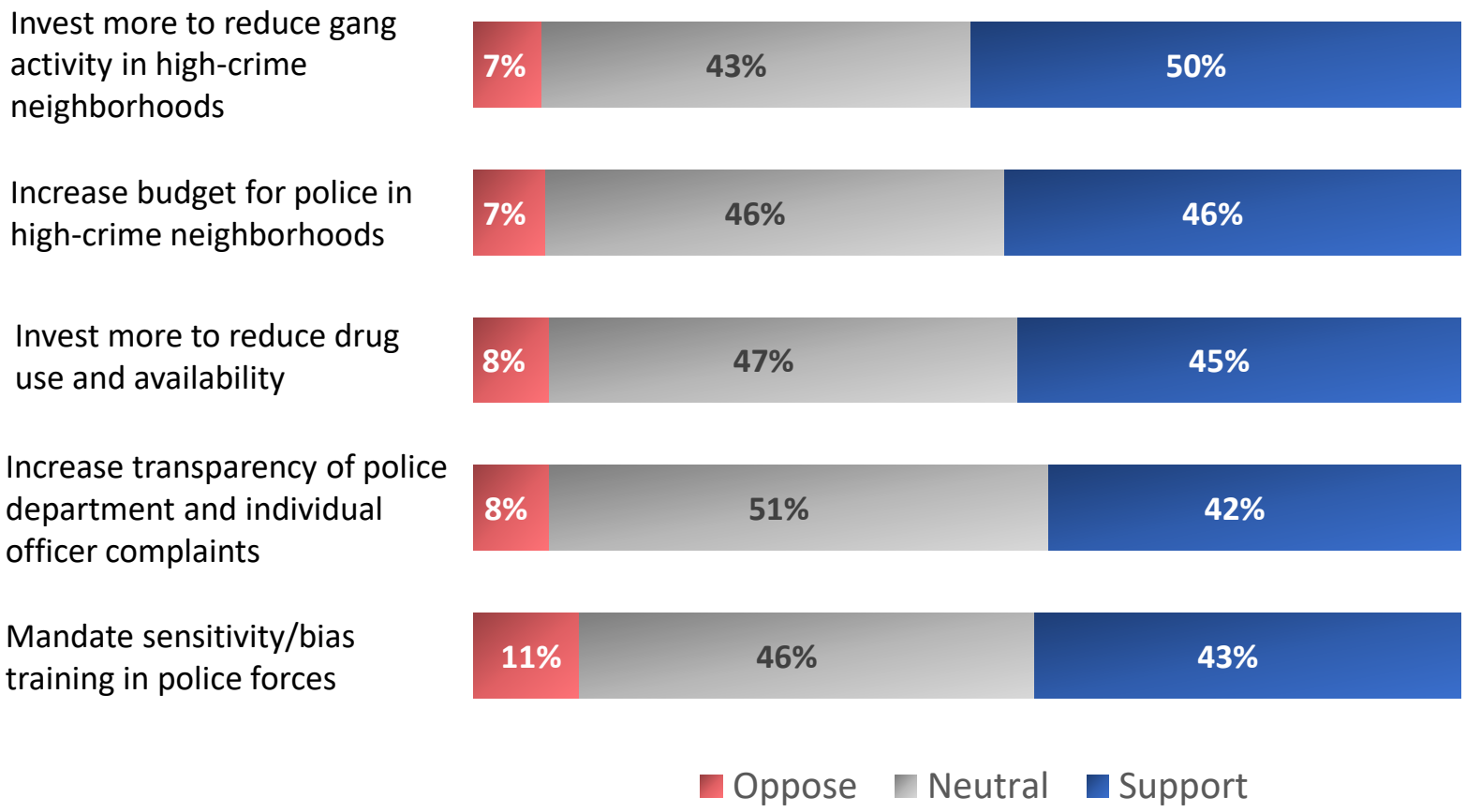
TPP
The Political Pendulum

Copyright protected. Click to visit our site for terms and conditions of use.

There is broad support for initiatives around safety and police investment, but also want accountability

Q: What is your level of support for these policies?

Top 5 supported measures



On the other hand……

The two measures that have more opposition than support include ***cutting police budgets and giving reparations***

	Cut Police Budget	Giving Reparations
Support	22%	26%
Neutral	41%	44%
Oppose	38%	30%

TPP The Political Pendulum

Note: Includes total respondents

Copyright protected. Click to visit our site for terms and conditions of use.

TPP
The Political Pendulum

AGENDA

1. Background
2. Key Takeaways
3. Group Recaps
4. Stakeholder Insights
5. Topic-Based Insights

Insight and Recommendations

If the objective is to appeal to a majority, you can't without "neutral" group support

- Generally, there is ***more support than opposition*** for policies and measures, which gives groups that are trying to make policy changes an advantage over those who want limited, if any measures taken
- ***Investment advocates need to be cautious and prioritize,*** as over half of neutral groups don't believe racial relations is a top 5 issue and few of them believe investing is the best way to improve

Stakeholders need to understand all seven groups

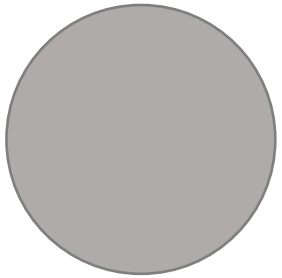
- While party affiliation is correlated to the levels of opposition or support, there are people with ***political associations across all groups***
- Motivations need to be considered for the individual group and a ***comprehensive communication strategy*** will address a broader message as well as specific points for each target group
- Even groups that strongly support/oppose have ***some agreement for specific policies*** and can use that as an advantage when creating a comprehensive strategy

Copyright protected. Click to visit our site for terms and conditions of use.

Introduction to the seven political group types

The seven groups emerging from the study generally fall into three levels of support

More Opposed



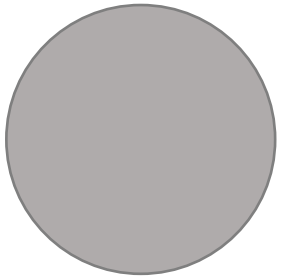
Vocal Opposition
10%

Believe racial relations isn't an important issue

Opposes most measures that may help relations

Supports $ to reduce gangs, crimes and drugs

Many of them are not afraid to state opinions



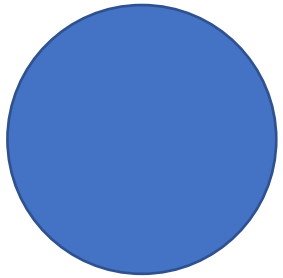
Un-Invested Opposers
18%

Racial relations important, not top 5 issue

Don't view AAs as being treated worse

AAs shouldn't get free stuff purely based on their ethnicity

Neutral

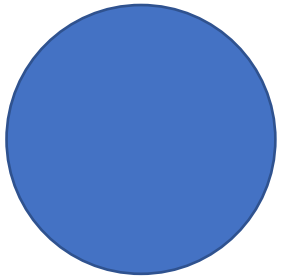


Pessimistic Middle
11%

Believe racial relations are bad and will always be an issue in the US

Racial relations is an important issue

Generally don't have strong opinions

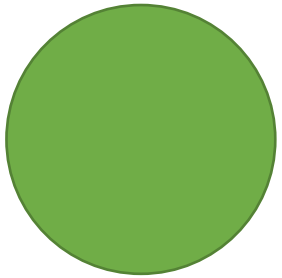


Slight Social Supporters
21%

Generally neutral but slight agree/disagree on some positions

Greater support of social policies such as child care/preschool, health care and affordable housing

More Supportive

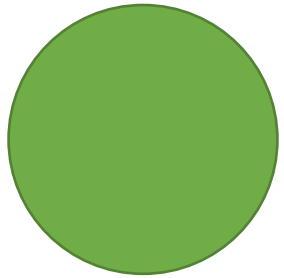


Tepid Supporters
17%

Racial relations better, but still top 5 issue

Slight support of many policies to change

Stronger support for steps discussing equity



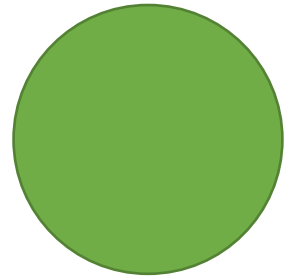
Sustainable Supporters
9%

Believe racial relations are very good and improved

More afraid to be vocal

Generally will support most policies especially if it is sustainable change

Want businesses to be more vocal and involved



Vocal Activists and Allies
13%

Most are not afraid to voice their opinions

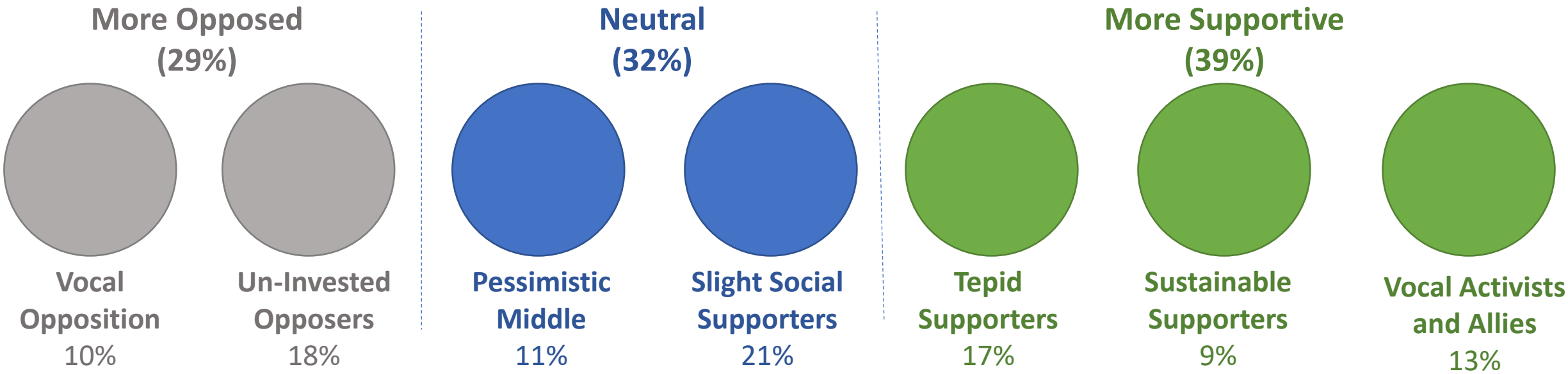
Strongly support changes broadly, but may split on how deep the change should be

More likely to justify action to draw attention to relations issue (riots, looting)

Copyright protected. Click to visit our site for terms and conditions of use.

Importance of groups to impact change

Multiple ways to get a majority to approve policy changes and don't necessarily need to be inclusive of the extremes, but no group (opposed/supportive) has a majority without influencing neutral groups, especially Slight Social Supporters



Opposing-Focused: Combined 61% (Pendulum Risk)

Middle-Focused: Combined 67%

Supportive-Focused: Combined 60% (Pendulum Risk)

Copyright protected. Click to visit our site for terms and conditions of use.

Vocal Opposition 10%

Generally older men who oppose most policies and investment, potentially because they don't see African Americans being treated poorly in their community. Gangs, drugs and family dynamics contribute to racial relation issues and they strongly support measures to invest in those areas. Many are not afraid to state their opinions, but many also are, possibly due to knowing their views are offensive to many Americans.

- *Quote: "Many in the African American communities are victims of their own communities. Gangs often rule….. "*

Who They Are

Male: 68% (168 index)

Age 56+: 68% (186 index)

Suburb: 50% (147 index)

Skew West North Central, Mountain Regions

Solid (48%) or lean (20%) Republican

What They Believe

Strongly Agree with (% strongly agree):

- Gangs contributes to racial relations issues (64%)
- Laws/steps to promote equity goes to far (58%)
- Racial relations isn't an important issue (45%)
- Will never be a time racial relations isn't an issue (65%)

Strongly Disagree with (% strongly disagree):

- Support BLM (92%)
- Low income white lives easier than wealthy AA (89%)
- Employers/colleges should consider race (86%)
- See AA treated poorly in their community (85%)
- AAs are treated worse (79%)

Deeply Split (% Strongly Disagree/% Strongly Agree):

- Afraid to state opinions on racial relations (40%/30%)
- News focuses on division to get ratings (26%/41%)
- Most AAs are racist to whites (33%/29%)
- Family dynamics contribute to relation issues (25%/42%)

What They Want

This group strongly oppose (70% +) most measures and policies companies and government may take to improve racial relations.

The areas they are more open to include:

- Increase police budget in high-crime areas (58% strong support)
- Invest in reducing gang activity (53% strongly support)
- Invest in reducing illegal drugs (44% strongly support)
- Increase police transparency (64% neutral/support)

Why they matter:

With about half of them not afraid to speak their minds, they will likely be a vocal opposition to most policies with more influence inside the Republican party.

How to address them:

We know they are supportive of measures that increase community safety and reducing drug use. While they may be skeptical, showing evidence of how policies can indirectly reduce crime, drug use or help with perceived family dynamic issues could resonate with them.

Copyright protected. Click to visit our site for terms and conditions of use.

Un-Invested Opposers 18%

They view racial relations as important, but it isn't a top issue because they don't view African Americans as being treated worse or having fewer opportunities. They are middle income who believe that we shouldn't spend money to support African Americans purely based on ethnicity.

- Quote: "Every race is having a hard time. Why should we pinpoint it (support) to just one race? Why not try to help everyone who needs help no matter what race they are."

Who They Are

$40-75k: 35% (149 index)

Age 56+: 49% (134 index)

Suburb: 43% (125 index)

Skew East/West North Central, Mountain Regions

Solid (22%) or lean (21%) Republican, Independent (26%)

What They Believe

Strongly Agree with (%):

- Important issue, but not in the top 5 (60%)
- Insufficient funding to support AAs doesn't contribute to issues of racial equality (15%)

Strongly Disagree with (% strongly disagree):

- Occupation of parts of city justified for equality (61%)
- Riots/looting for racial equality is justified (53%)
- Support BLM (46%)
- Low income white lives easier than wealthy AA (44%)
- Companies/colleges should consider race to apply (37%)
- AAs are generally treated worse (31%)
- Most cops are racist (31%)
- Historical slavery needs to be in the discussion (22%)

What They Want

This group somewhat opposes most measures to improve racial relations, but when it comes to free/subsidized policies they more strongly oppose.

Policies more open to include (% support/strongly):

- Invest to reduce gang activity (45%)
- Invest to reduce drug use (33%)

Policies they more strongly oppose (% oppose/strongly):

- Significantly reduce police budget (64%)
- Give reparations to African Americans (66%)
- Free college/vocation for lower-income AAs (48%)
- Free internet/computers to low-income AAs (42%)
- Free/subsidized before/after school care for AA (35%)
- Free/subsidized preschool for African Americans (34%)
- Investment in affordable housing in suburbs (33%)
- Free/affordable child care for lower-income AA (31%)

Why they matter:

This is the second largest group and financially are the middle-class suburbs that are often discussed regarding the impact of policies. While they lean Republican, most are still independent or democrat which makes them politically attractive.

How to address them:

Companies and lawmakers can create policies that are not specific to African Americans, but disproportionately help them. Supporting these policies with communication that is more inclusive of different ethnicity types will help remove the barriers to opposition.

Copyright protected. Click to visit our site for terms and conditions of use.

Pessimistic Middle 11%

More likely independent women, they believe that racial relations are bad, nothing has changed and the issue will never be resolved. Racial relations is an important issue, but they generally don't have strong opinions either way regarding how to solve it, possibly because they believe there will always be people who treat other poorly.

- Quote: "(what will help is) if we can ever live as one and all be treated equally and forget all the hatred. It will never happen though"

Who They Are

Female: 66% (129 index)

<$25k: 44% (163 index)

Rural: 28% (169 index)

Skew West South Central Region

Independent (29%)

What They Believe

Strongly Agree with (% of respondents):

- In past 2 years, relations hasn't changed or worse (89%)
- Will never be a time racial relations isn't an issue (60%)
- Race relations is an important issue, but not top 5 (58%)
- Current state of racial relations is very bad (23%)

Some stronger disagreement with (% strongly Disagree):

- Being white helps you succeed in life (26%)
- Historical slavery needs to be part of discussion (19%)
- Invest money to support AA is best way to improve (19%)
- Bias in justice system contributes to relation issues (15%)
- Lower performing schools contributes to issues (15%)
- Lack of affordable housing contributes to issues (13%)
- Gang activity contributes to racial relation issues (12%)

What They Want

This group is very neutral, with most of them neither supporting nor opposing policies with a few exceptions where some of them have strong opinions.

The areas some strongly support (% strongly support):

- Increase police in high-crime neighborhoods (15%)
- Mandate sensitivity/bias training for police (10%)
- Increase minimum wage to $20 (22%)

Policies they more strongly oppose (% strongly oppose):

- Significantly reduce police budget (24%)

Why they matter:

This group represents a lot of the frustration and loss of hope when dealing with racial relations. While they skew independent, they are equally spread out across the political spectrum.

How to address them:

Don't dwell in the past, but rather show an optimistic future. Be specific about why policies and support from both lawmakers and companies will improve racial relations for both African and non-African Americans, don't just focus on the policy alone.

Copyright protected. Click to visit our site for terms and conditions of use.

Slight Social Supporters 21%

The Americans are generally more neutral with slight variation based on the topic or policy. They have slightly more support for social policies such as discussing equity/race in schools, sensitivity training for police investing in affordable housing. This group also represents the most non-African American minorities who believe African Americans are treated no better/or worse than other minorities.

- Quote: "Other races should be addressed, not just African Americans"

Who They Are

Age 18-25: 14% (143 index)

Non-white (NH): 57%

Mid Atlantic Region (22%)

Leans Democrat (29%)

What They Believe

Their beliefs are generally neutral but sometimes slightly agreeing or disagreeing with personal beliefs:

- Current state of racial relations neither good/bad (38%)
- In past 2 years, racial relations hasn't changed (39%)
- Racial relations is important, but not top 5 issue (51%)

What they slightly agree more with (% slightly agree):

- Support BLM (33%)
- Support Police force (37%)
- Government needs to do more supporting equity (43%)
- Politicians talk, but don't do anything to improve (36%)
- Most cops are racist (38% slightly agree/agree)
- Colleges/companies should consider race applying (35%)

What they slightly disagree more with (% slightly disagree):

- Often see AAs treated poorly in community (22%)
- Companies don't invest enough to support AAs (42% sd/d)

What They Want

This group is generally neutral, with most of them having either a slight support/oppose position or neutral.

Policies they slightly support more (% slightly agree):

- Discuss equality/race in K-12 schools (41%)
- Increase budget for police in high-crime areas (40%)
- Mandate sensitivity/bias training for police (40%)
- Invest in reducing gang activity (39%)
- Invest in affordable housing for AA in urban area (39%)
- Increase police transparency of complaints (38%)
- Companies interview minorities for open roles (38%)
- Invest in reducing drug use (37%)
- Free/affordable child care for low-income AA (36%)
- Invest in schools with high AA student population (36%)

Policies they slightly oppose more (% slightly oppose):

- Significantly reduce police budget (26%)

Why they matter:

This is the largest group and ethnically more diverse. While generally more neutral, they have slight skews in support, especially when it comes to changing social stereotypes (training and discussion) and programs. Being younger, they may not have dug-in positions.

How to address them:

Policy changes don't always need significant investment. Programs to promote equity in schools, companies and police force can matter. These can also address some of the racial relations with other minorities. When making financial investments, focus on the next generation.

Copyright protected. Click to visit our site for terms and conditions of use.

Tepid Supporters 17%

Believe racial relations are somewhat bad, but even though slightly improved in last 2 years is it still a top 5 issue. Overall economic inequality and police/justice system are factors in the issue. However, they agree more with factors than policy changes. The investment they want is more focused on family and next generation benefits.

- Quote: "'Black people (need) to be given a level playing field to achieve their goals"

Who They Are

Female: 63% (125 index)

Age 18-25: 13% (163 index)

$75-100k: 14% (125 index)

Skew Pacific and Mountain Regions

Solid (44%) or lean Democrat (24%)

What They Believe

Agree/Strongly Agree with- Current state and treatment:

- Racial relations are somewhat bad (48%)
- Relations have slightly improved in past 2 years (22%)
- Racial relations are a top 5 issue in the US (59%)
- Police/justice system treat AAs unfairly (55%)

Agree/Strongly Agree with- Personal beliefs (%):

- Support BLM (37%)
- Being white helps you in life (34%)
- Slavery needs to be addressed in discussion (45%)
- Awareness/access to mental health factors to issue (63%)
- Police/justice system bias contributes to issue (66%/75%)
- Lower performing schools contributes to the issue (63%)
- Neighborhood crime/safety contributes to issue (69%)

Disagree/Strongly Disagree with (%):

- Personally been harassed by another ethnicity (50%)

What They Want

This group agrees with many of the policies and measures to support African Americans, although not strongly.

Policies they strongly support (% strongly support):

- Increase transparency of police dept and officers (40%)
- Mandate sensitivity/bias training for police (42%)
- Invest in reducing gang activity (35%)
- Discuss race/equality in K-12 schools (33%)
- Free/affordable child care for low-income AA (26%)

Policies they strongly oppose (% strongly oppose):

- Significantly reduce police budget (26%)
- Give reparations to African Americans (14%)

Why they matter:

This is the largest of the three groups that are more supportive of measures to improve racial relations. They are not fully behind all measures and may oppose more when considering packages that are too expansive.

How to address them:

Being the least supportive of the three "supporter" groups, it is important to not assume they will agree with all measures. They seem more optimistic, believing racial relations have become better in the last couple of year and can use that momentum and beliefs to do more.

Copyright protected. Click to visit our site for terms and conditions of use.

Sustainable Supporters 9%

Middle aged, high-income men who think racial relations are very good partially to improvement in the last 2 year. While they are more afraid to be vocal, they generally are supportive of any measure, especially when it comes to having the discussion in schools, employers and community support.

- Quote: "I think we really need to start with education and support from childhood"

Who They Are

Male: 67% (137 index)

Age 26-40: 55% (191 index)

$100k+: 47% (276 index)

AA: 26% (172 index)

Urban: 71% (213 index)

Skew Pacific, Mid-Atlantic Regions

Solid (62%) Democrat

What They Believe

Strongly Agree with- Current state and treatment:

- Racial relations are very good (48%)
- Racial relations have improved in the last 2 years (35%)
- Racial relations will no longer an issue in 20 years (68%)
- Racial relations is a top 5 issue in the US (75%)

Strongly Agree with- Personal beliefs (% strongly agree):

- AAs are treated worse than other minorities (80%)
- I'm afraid to state my opinion on racial relations (37%)
- I Support BLM (60%)
- Government need to do more to support equality (53%)
- Poor AA media representation contributes to issue (53%)
- Spend money to support AAs best way to improve (44%)
- Companies don't invest enough to support AAs (43%)
- Some riots/looting for equality issues are justified (40%)
- I often see AAs treated poorly in my community (40%)
- Most Cops/whites/AAs are racist (46%/31%/32%)

What They Want

This group agrees (80% agree or strongly agrees) with many of the policies and measures to support African Americans, although not strongly.

Policies they more strongly support (% strongly support):

- Discuss equality in K-12 schools (47%)
- Increase minimum wage to $20/hour (43%)
- Free internet/computer access to low-income AA (41%)
- Ensure companies interview/promote minorities (40%)
- Companies more vocal supporting relations in ads (40%)
- Invest in African American businesses (38%)
- Investing to reduce gangs in high crime areas (37%)
- In justice system, less time for non-violent offense (37%)
- Significantly reduce police budget (36%)
- Give reparations to African Americans (36%)

Why they matter:

Because of their status and income, they may have more influence in their communities even if they aren't vocal. They are the most optimistic group and acknowledge some of the progress made, which may make them more open to addressing some of the most important, but not all of the changes they want made. They also support unrest to achieve goals.

How to address them:

Be optimistic, laying out a plan to prioritize the most important steps. Communication should focus on measures that are not quick "fixes", but rather generational and sustainable.

Copyright protected. Click to visit our site for terms and conditions of use.

Vocal Activists and Allies 13%

Most are vocal, but many quietly support. They see African Americans being treated poorly and give support whether they were personally impacted or not. There are areas they don't agree on which may indicate they want broad changes but are split on how deep the change should be, as some believe steps to improve relations have gone too far. They are also split in how far to go with the means to make changes.

- Quote: "… (African Americans) being able to eat, be and live healthy while being able to balance work and home life with great health insurance to tackle mental health as well as being able to live in better neighborhoods that are affordable with schools….. I can go on"

Who They Are

<$25k: 35% (130)
>$100k: 21% (124)

AA: 31%
(201 index)

Urban: 49%
(147 index)

Heavier West/East South Central

Solid Democrat
(55%)

What They Believe

Strongly Agree with- Current state and treatment:

- Racial relations is a top 5 issues in the US (81%)
- AAs are treated worse than other minorities (71%)
    - Across all areas: Health care, K-12, pay, police, etc

Strongly Agree with- Personal beliefs (% strongly agree):

- Government needs to do more to support relations (85%)
- I support BLM (73%)
- Companies don't invest enough to support AAs (59%)
- Investing money is best way to improve relations (54%)
- I often see AAs being treated poorly in community (44%)
- Most Cops/whites/AAs are racist (43%/35%/29%)

Where they split (% strongly agree/disagree if not stated):

- Current state of race relations very good/bad (31%/22%)
- I'm afraid to state opinion on race relations (30%/40%)
- I support our police force (42%/15%)
- Riots/looting due to equality are justified (38%/27%)
- Was harassed by person different ethnicity (35%/38%)
- Steps made for equality sometimes go too far (38%/28%)

What They Want

Across all steps and policies to support racial relations, they consistently, strongly support (80% support across).

Policies w/ unanimous strong support (% strongly support):

- Free/affordable child care for low-income AAs (94%)
- Mandate sensitivity/bias training in police dept (91%)
- Invest in affordable housing in urban areas (91%)
- Invest in African American businesses (90%)
- Increase budget dedicated to AA health care (90%)
- Increase investment in AA K-12 schools (90%)
- Free/subsidized preschool for AA children (90%)

Where there is less strong support (% strongly support):

- Reduce police budget (47%)
- Eliminate cash bail for non-violent offenses (69%)

Why they matter:

They are vocal and may oppose any progress that isn't all-inclusive in their minds. They are also more likely to support discord (riots/looting) rather than help to develop solutions that will be more generally supported.

How to address them:

Lay out a total policy strategy and path to get there with incremental steps. Appeal to those who believe steps have gone too far, but at the end of the day you may need to prioritize to get some progress made.

Copyright protected. Click to visit our site for terms and conditions of use.

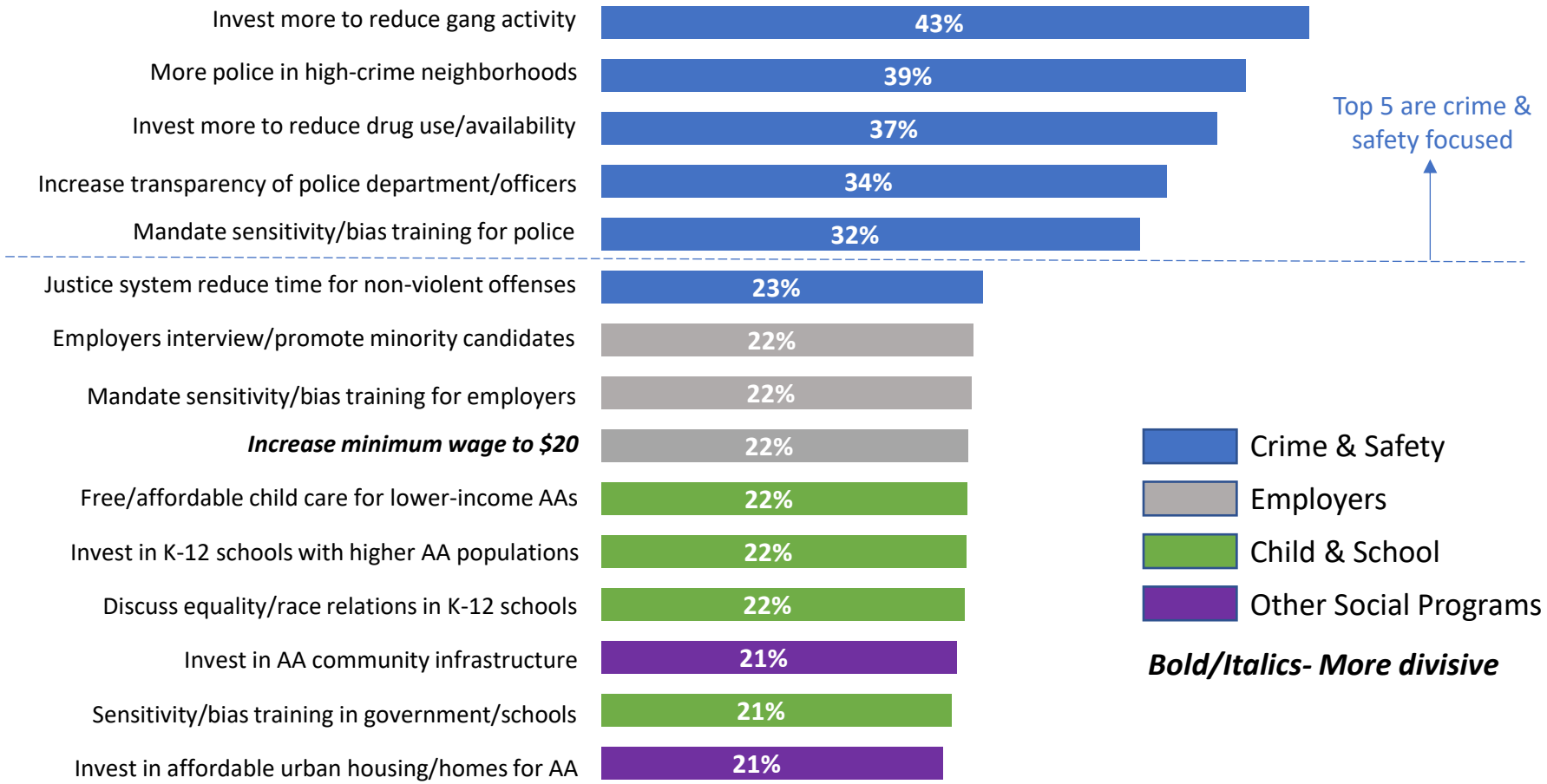
AGENDA

1. Background
2. Key Takeaways
3. Group Recaps
4. Stakeholder Insights
5. Topic-Based Insights

Policies that focus on crime and safety have much greater support

There is a clear drop-off in support after Crime/Safety, but many measures are generally supported

Net Supporter Score(TM): Policies and measures to improve racial relations (top)



The increase in Crime & Safety support comes from the two opposer groups

50%

of ***Vocal Opposition*** group supports or strongly supports the top 5 crime and safety policies

43%

of ***Un-Invested Opposers*** support or strongly support the top 5 crime and safety policies

TPP The Political Pendulum

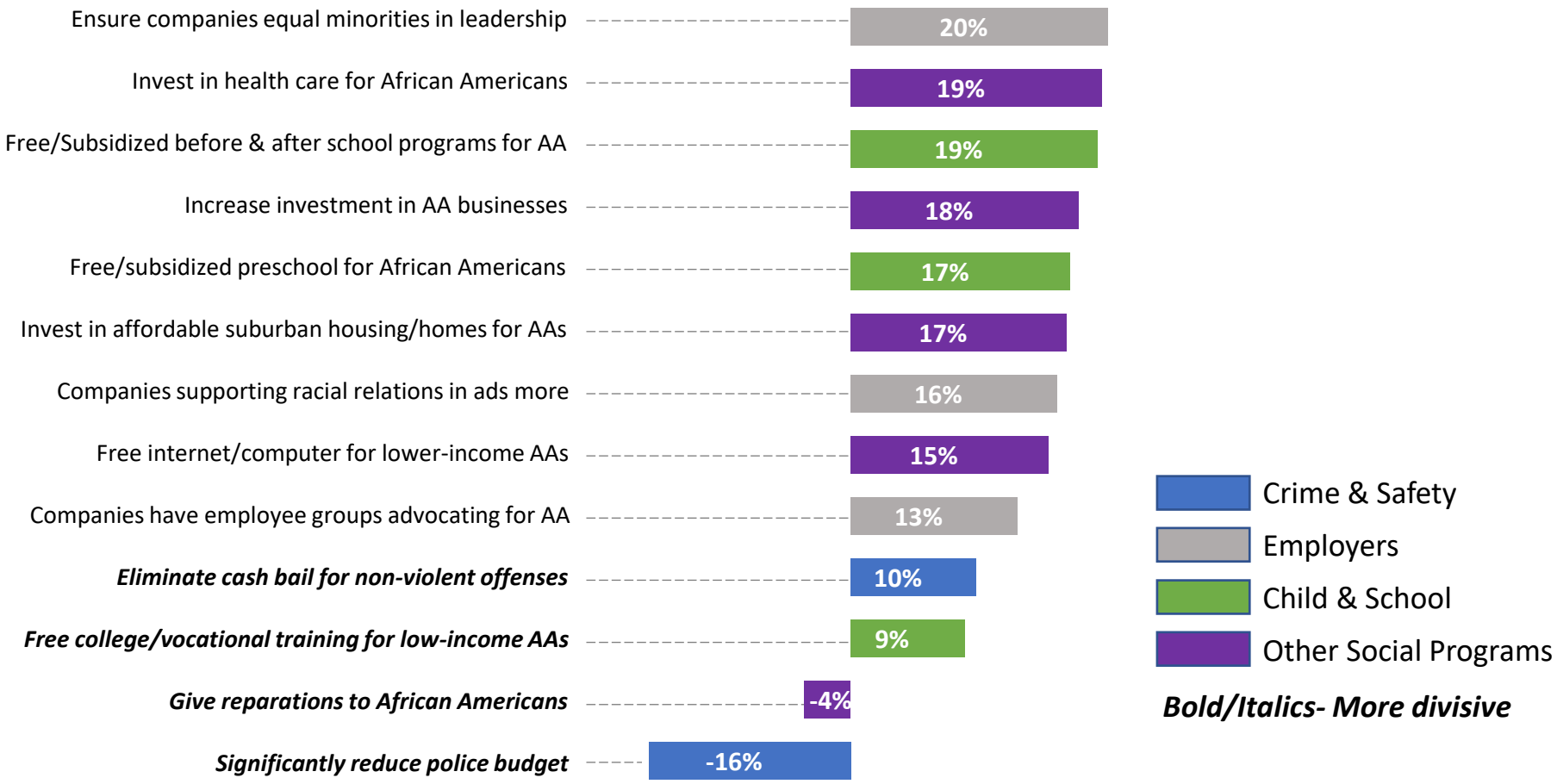
Net Supporter Score(TM) = Support/Strongly Support – Oppose/Strongly Oppose

Note: Includes total respondents

Copyright protected. Click to visit our site for terms and conditions of use.

Other measures have less overall support, with reparations and defunding police having more opposition than support

Net Supporter Score (TM): Policies and measures to improve racial relations (bottom)



Support for reparations and reducing the police budget significantly drops even for most vocal and African Americans

43%

of ***African Americans*** are neutral or disagree with giving reparations

43%

of ***Vocal Activists and Allies*** are either neutral or disagree with significantly reducing police budgets

TPP The Political Pendulum

Net Supporter Score(TM) = Support/Strongly Support – Oppose/Strongly Oppose

Note: Includes total respondents

Copyright protected. Click to visit our site for terms and conditions of use.

How to leverage this information

Police and other Agencies

- Understand range of public perceptions
- Update policies to align with public needs and desired changes
- Allocate/request budget to address public concerns
- Effectively communicate your initiatives and stances to public

Government Officials

- Determine the level of support for your holistic policies on an issue
- Gain support of moderate voters by understanding their total views
- Effectively communicate your positions with supporters and opposition
- Identify the easiest paths to policy that is supported by a majority of Americans
- Understand the how Americans view politicians and the level of willingness to invest in measures

Companies

- Determine the level of support for your holistic policies on an issue
- Gain support for DEI initiatives internally, improving retention
- Minimize risk when taking social stances on racial relations
- Better allocate funding to partners and non-profits that align with public stances

Copyright protected. Click to visit our site for terms and conditions of use.

POLICE OPPORTUNITIES

Increase police support to improve safety, but demand accountability and transparency in return

Investing more in basic public safety in high-crime neighborhoods

- Investing in police to increase safety has the highest support levels of any measure
- Even groups that state they want to reduce police budget have higher levels of support for the government/police investing more to reduce crime, gangs and drugs in high-crime neighborhoods

Police need to be more transparent with the public and hold themselves accountable to restore broader support, especially relative to African Americans

- There is broader support to mandate that police to go through sensitivity/bias training as part of their ongoing training program
- While people state they support police, when asked about supporting African Americans more than police, there are polarized views
- Ensuring there is transparency of police department and individual officer complaints is a top five supported measure and may help restore trust by calling attention to offices with high complaints

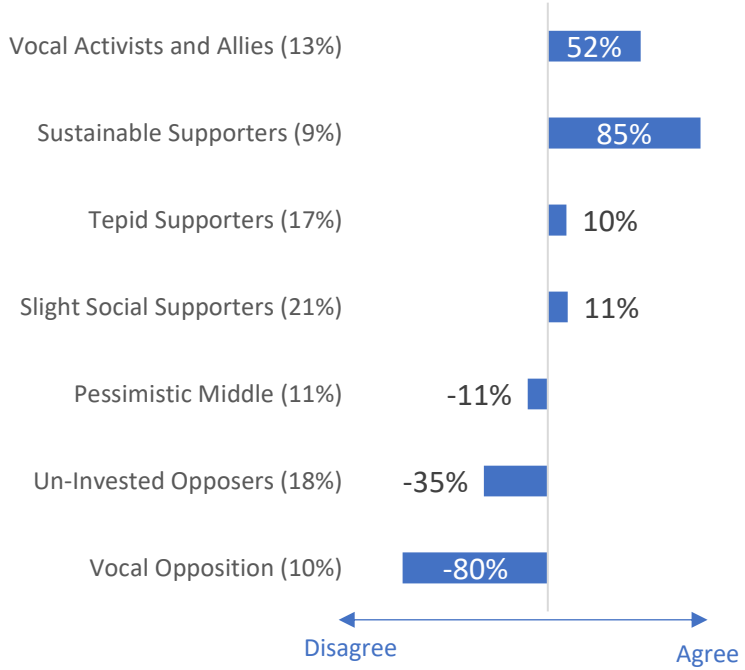
Copyright protected. Click to visit our site for terms and conditions of use.

POLICE OPPORTUNITIES

Community support can vary, but overwhelming desire to invest in safety and restore trust

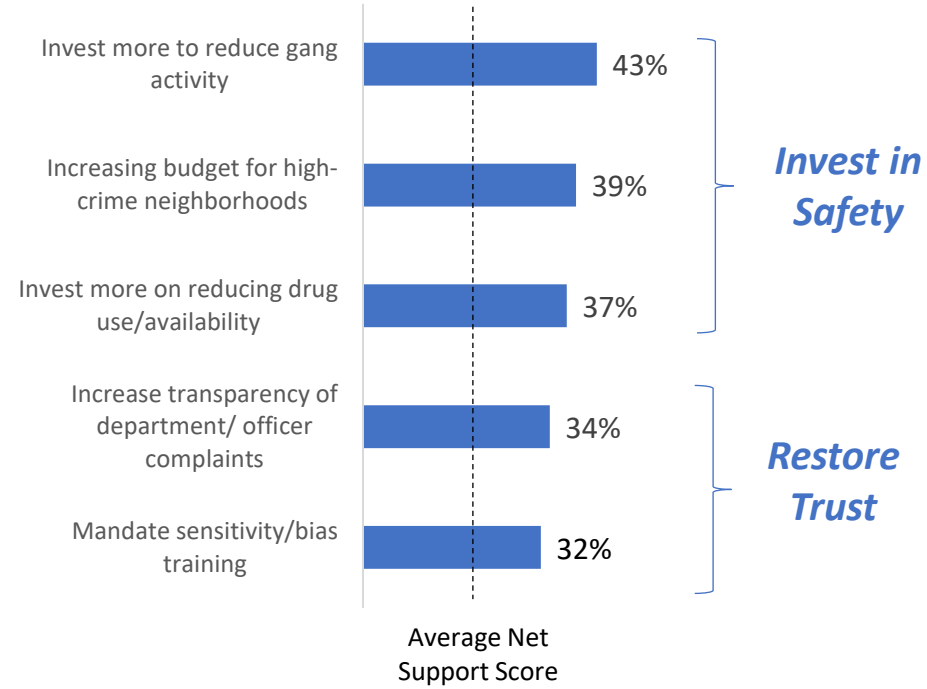
Police have an issue with community support

Q: I support AAs more than police
(net agreement score by segment)



More investment is needed to reduce crime, increase oversight

Net Supporter Score (TM)- Regarding Police
(all segments)



TPP The Political Pendulum

Net Agreement Score = Agree/Strongly Agree – Disagree/Strongly Disagree
Net Supporter Score (TM) = Support/Strongly Support – Oppose/Strongly Oppose
Note: Includes total respondents unless noted

Copyright protected. Click to visit our site for terms and conditions of use.

Americans are frustrated with a lack of progress by politicians, but support for social programs and infrastructure is mixed

Politicians also have a credibility gap with a perceived unwillingness to act, but Americans are split on whether the government should actually do more

- There is net agreement across all of the groups that politicians talk, but don't actually do anything to take actions to improve racial relations
- Less than half of Americans agree or strongly agree that the government needs to do more

If the answer is to do more, focus first on child-related social programs and infrastructure

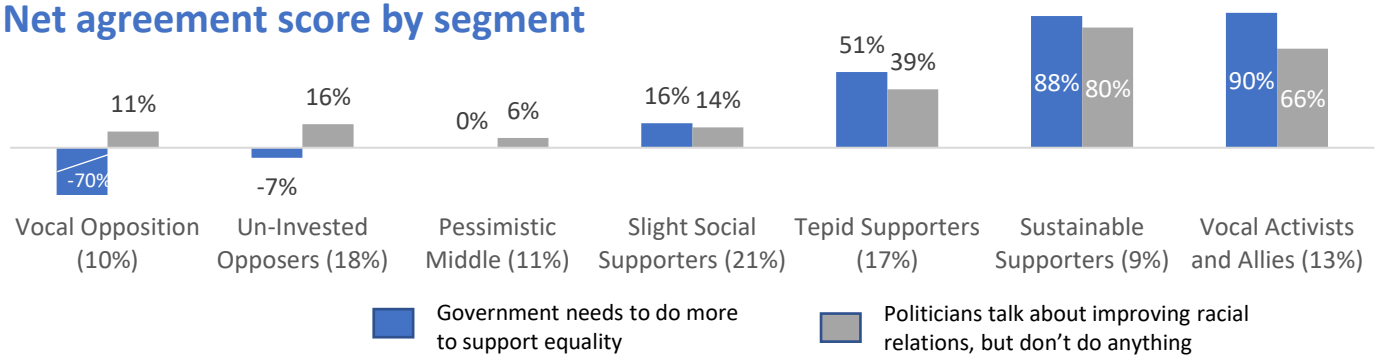
- Invest in child care, schools and basic infrastructure for African Americans are the most supported across the groups
- Affordable housing is also important, but there is more support for investment in urban areas with higher African American populations than suburb/rural development

Copyright protected. Click to visit our site for terms and conditions of use.

GOVERNMENT OPPORTUNITIES

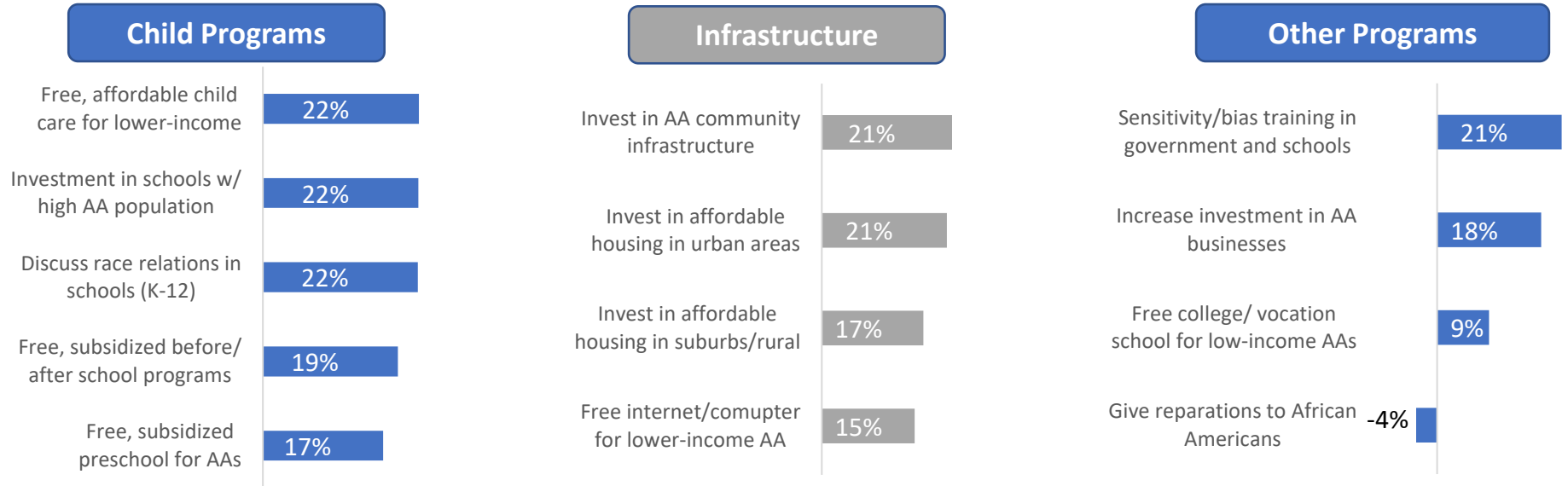
General agreement politicians lack action, with more support toward child and infrastructure programs than business/college

Net agreement score by segment



39%
of Americans agree or strongly agree government needs to do more

Net Supporter Score (TM)- Government Programs
(all segments)

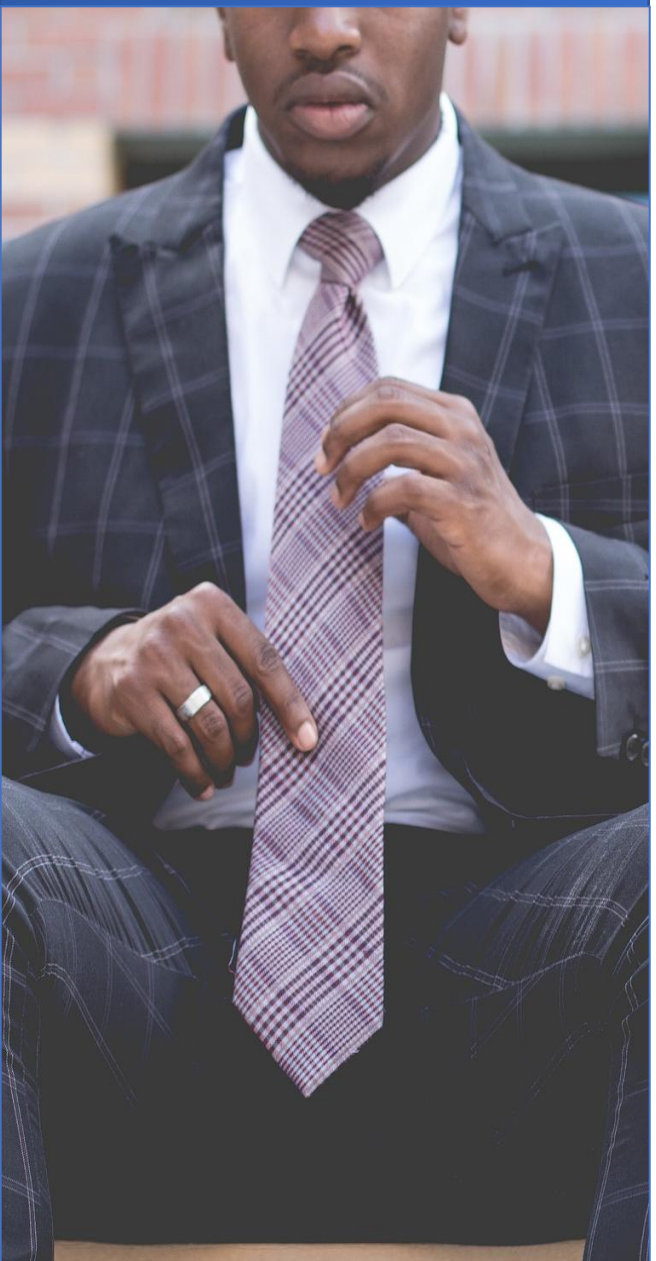


TPP The Political Pendulum

Net Agreement Score = Agree/Strongly Agree – Disagree/Strongly Disagree
Net Supporter Score (TM) = Support/Strongly Support – Oppose/Strongly Oppose
Note: Includes total respondents unless noted

Copyright protected. Click to visit our site for terms and conditions of use.

EMPLOYER OPPORTUNITIES



After safety, company involvement and DEI policies are the next most supported measures across stakeholders

Companies have similar risk/reward for taking positions or making corporate policy

- For corporate initiatives, support (or lack of) by group generally aligns to broader beliefs
- Personal beliefs highlight there is less support for employers considering race in the application process

Companies have some flexibility to promote their support in advertising

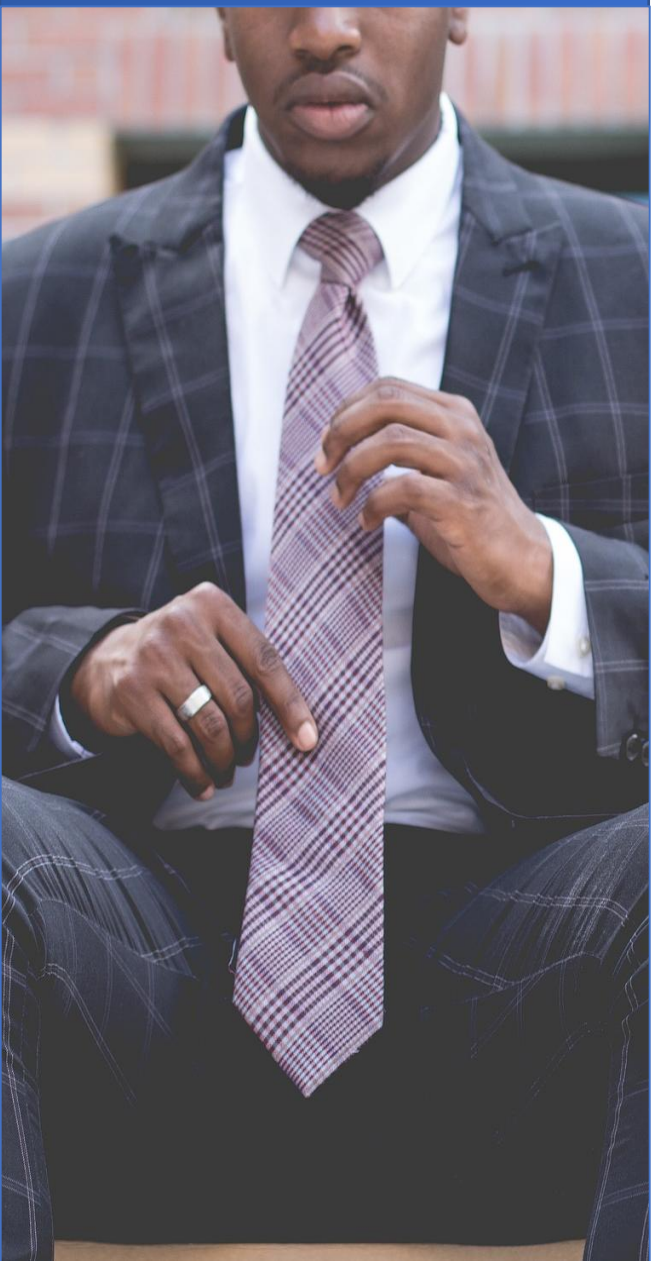
- Many advocate groups want companies to take stances in advertising, or at worst are neutral with only one group (Vocal Opposition- 10%) strongly opposed to companies being more vocal supporting racial relations in advertising
- Opportunity for a separate internal/external strategy where you can advocate more for internal policies than broadly communicate as part of your brand strategy

Companies may benefit by creating employee resource groups to address racial issues

- Internal advocacy groups are heavily supported by African Americans and may help provide guidance on meaningful policies, investment and outward advocacy to help prioritization
- Given some generational skews, advocacy will have a longer-term impact with younger generations being more supportive of policies to improve racial relations

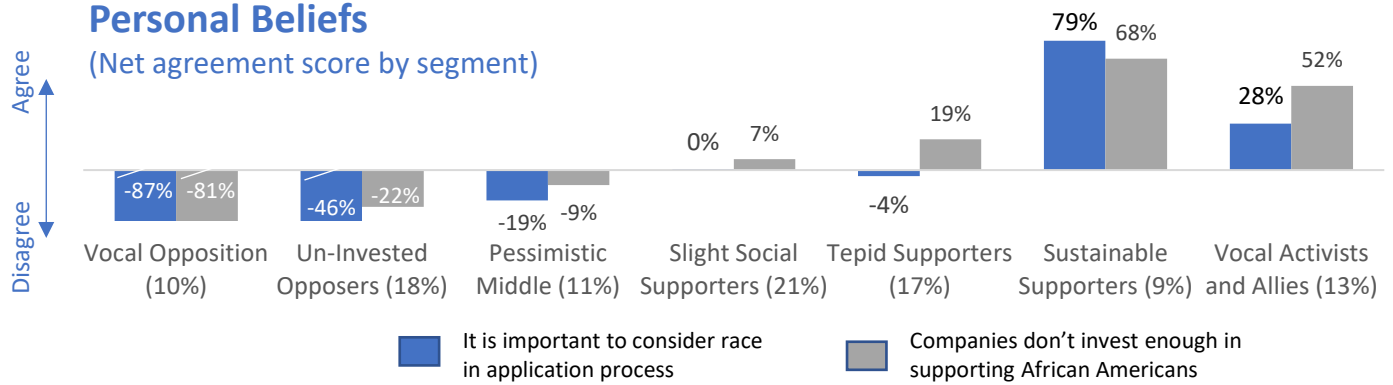
Copyright protected. Click to visit our site for terms and conditions of use.

EMPLOYER OPPORTUNITIES



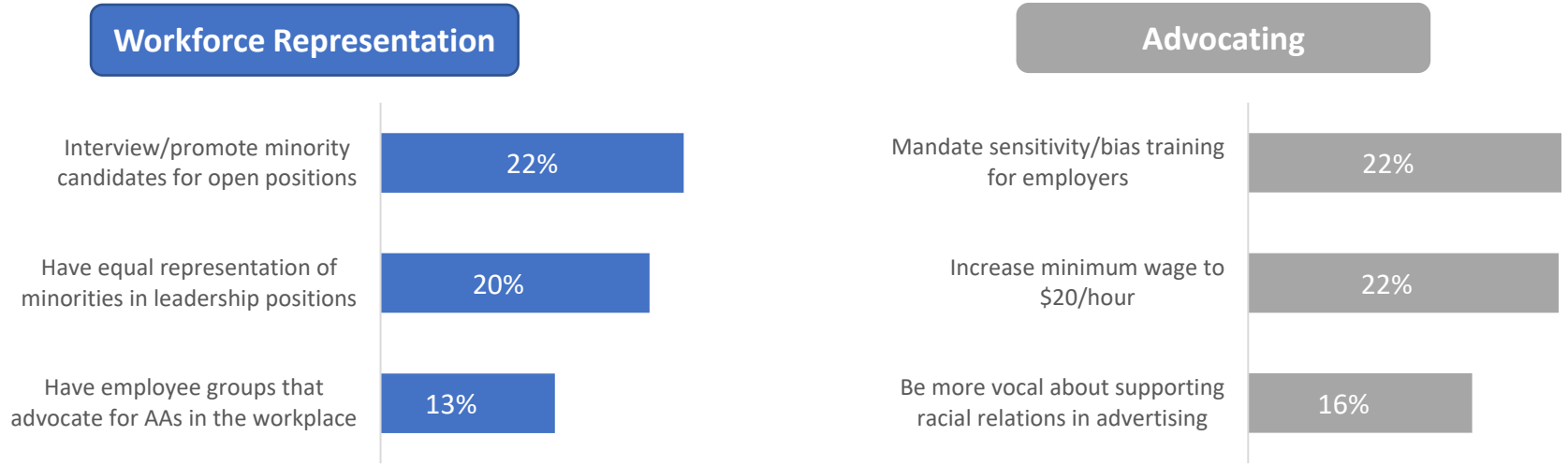
Employers have some latitude to make investments to change and vocalize their support of racial relations

Personal Beliefs
(Net agreement score by segment)



Americans would prefer companies invest in supporting AAs as opposed to just consider in application process

Net Supporter Score (TM)- Corporate Programs
(all segments)



TPP The Political Pendulum

Net Agreement Score = Agree/Strongly Agree – Disagree/Strongly Disagree
Net Supporter Score (TM) = Support/Strongly Support – Oppose/Strongly Oppose
Note: Includes total respondents unless noted

Copyright protected. Click to visit our site for terms and conditions of use.

TPP
The Political Pendulum

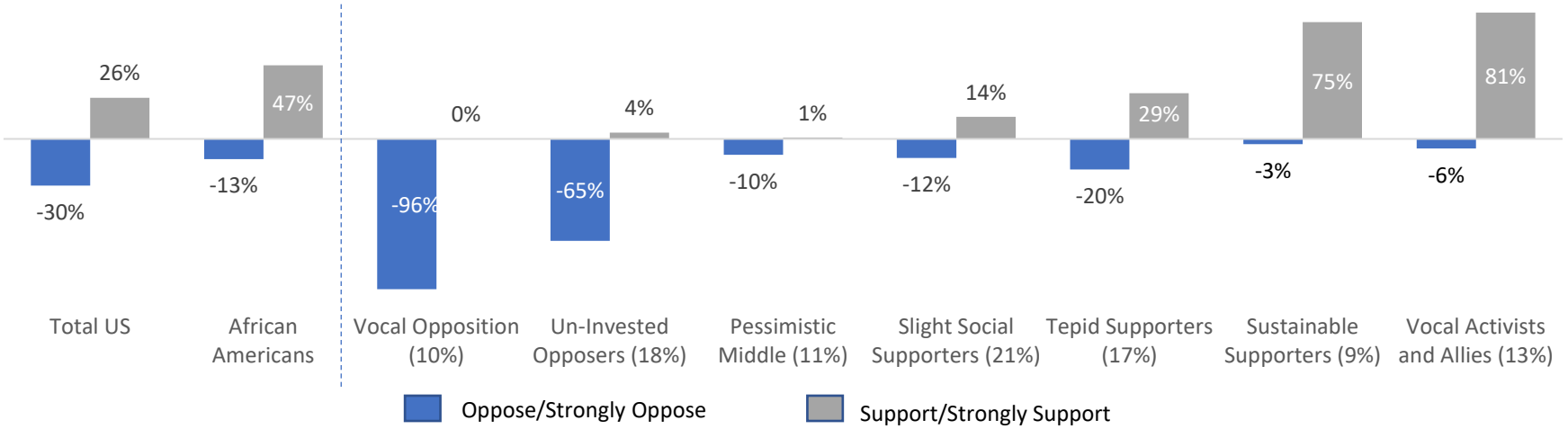
AGENDA

1. Background
2. Key Takeaways
3. Group Recaps
4. Stakeholder Insights
5. Topic-Based Insights

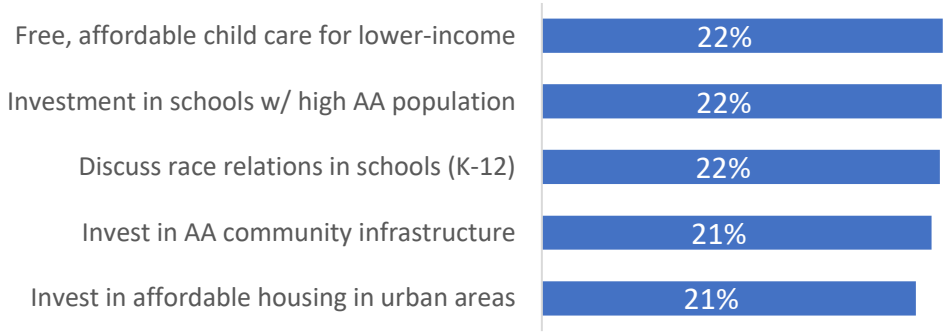
Reparations: Higher risk to support, but may be more palatable if given through programs that help long-term success of individuals

Q: What is your level of support for: Giving reparations to African Americans

(Net Supporter Score (TM))



Net Supporter Score (TM): Total US



Generally more support for investing in children and infrastructure

Two barriers may be impacting reparations discussion:

1) Americans concerned about the ***cost and who pays***

"California reparations efforts eyeing $5 million payment, restitution"
– Title of ABC News article 2/9/23

"Reparations for Black Americans will cost up to $14 trillion…."
– Title of MarketWatch article 1/12/23

2) Only ***34%*** of Americans agree historical slavery should be part of the discussion when addressing racial relations today

TPP The Political Pendulum

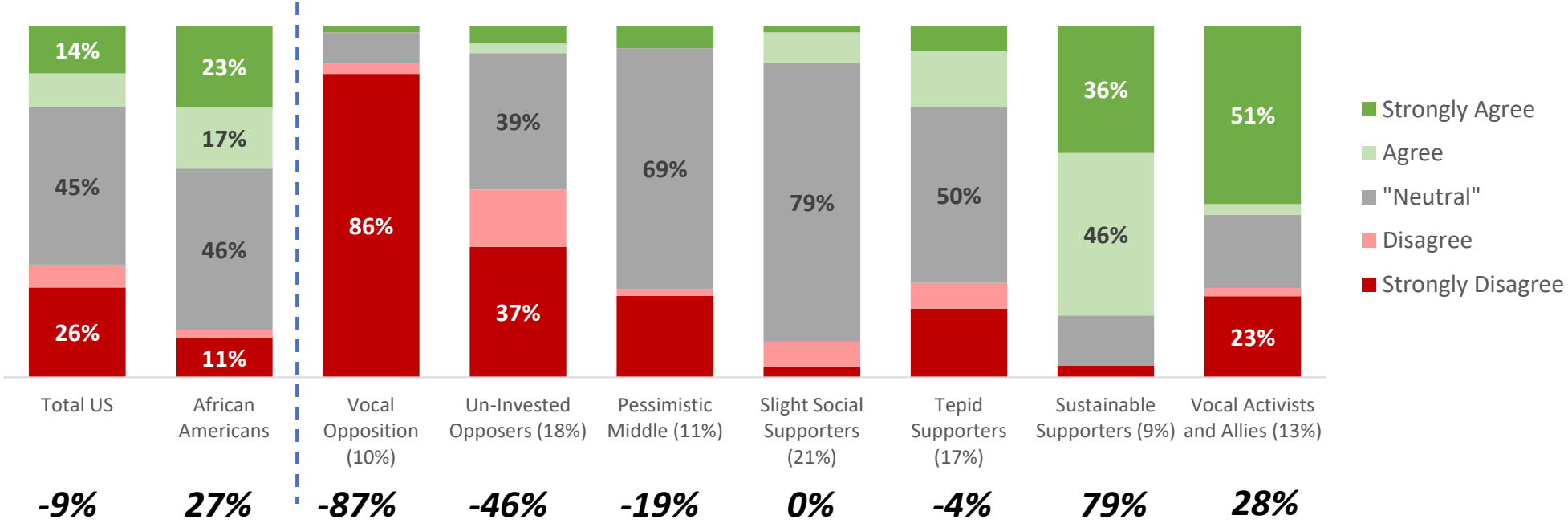
Net Supporter Score (TM) = Support/Strongly Support – Oppose/Strongly Oppose
Note: Includes total respondents

Copyright protected. Click to visit our site for terms and conditions of use.

Affirmative Action: Most of the US is ready to move on

The Supreme Court decision may seem to be taking a step back to improve racial relations, but more Americans oppose race being a factor in hiring and college admissions

Q: It is important for employers and colleges to consider race in the application process



	Total US	African Americans	Vocal Opposition (10%)	Un-Invested Opposers (18%)	Pessimistic Middle (11%)	Slight Social Supporters (21%)	Tepid Supporters (17%)	Sustainable Supporters (9%)	Vocal Activists and Allies (13%)
Net Agreement Score	***-9%***	***27%***	***-87%***	***-46%***	***-19%***	***0%***	***-4%***	***79%***	***28%***

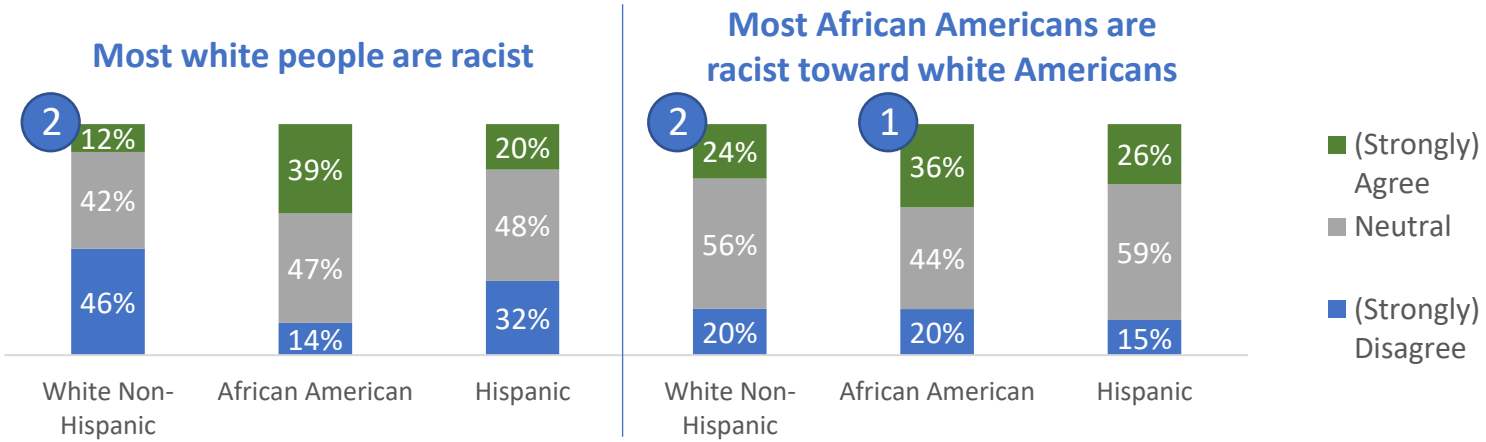
Even African American support for affirmative action is mixed

Net Agreement Score = Agree/Strongly Agree – Disagree/Strongly Disagree

Copyright protected. Click to visit our site for terms and conditions of use.

America must address the reality that trust needs to be restored across racial divides, with racism going both ways

Q: How much do you personally agree with each statement



Two Takeaways:

1. African Americans are the most likely group to agree that African Americans are racist toward white Americans (36%), which is similar to them believing most whites are racist (39%)

2. White (NH) Americans are more likely to agree that African Americans are more racist (24%) than white Americans (12%)

"So generally white people say, I'm not racist, and black people say, I can't be racist. There's a similar form of denial that is essential to the life of racism itself."

- Author Ibram X. Kendi
CNN interview Sept 2019

TPP The Political Pendulum

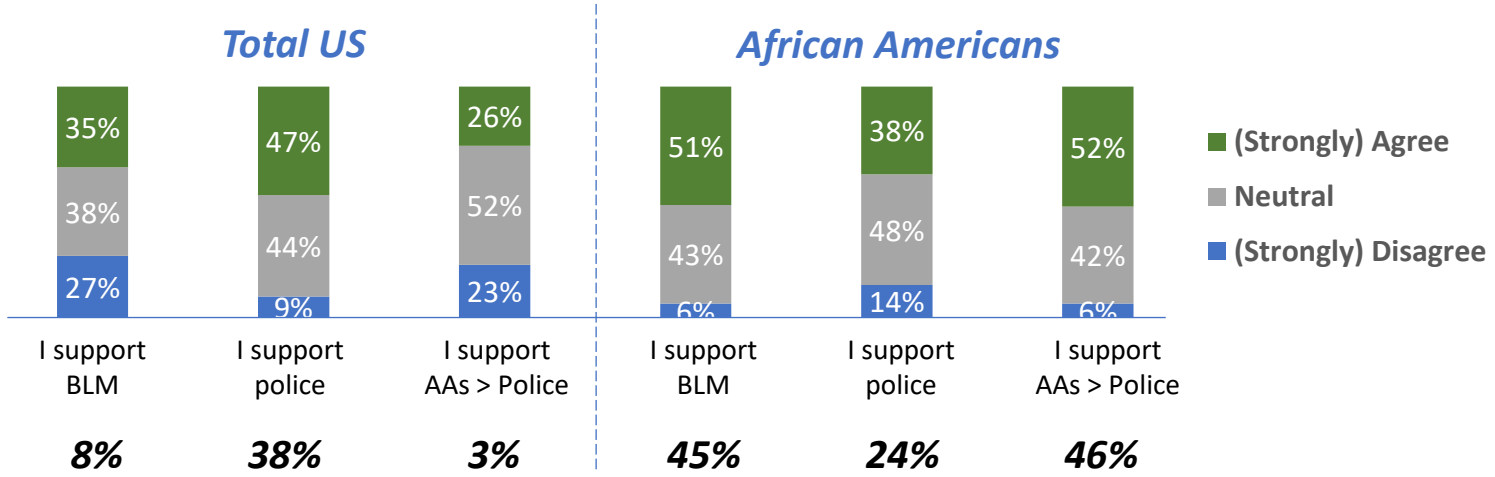
Net Agreement Score = Agree/Strongly Agree – Disagree/Strongly Disagree

Note: Includes total respondents

Copyright protected. Click to visit our site for terms and conditions of use.

BLM support drops, and is fairly polarizing outside of the African American community

Q: How much do you personally agree with each statement



#BlackLivesMatter vs. Black Lives Matter Global Network

It is important to understand BLM as a broader movement versus the organization when supporting race relations as there may be confusion among members of the community.

Black Lives Matter started as phrase that Alicia Garza posted on July 13th, 2013 and quickly became a hashtag for general support of the movement. Garza along with others founded the Black Lives Matter Global Network Foundation later in 2013 as a non-profit and is currently the largest and best funded organization including the website www.blacklivesmatter.com as well as a Political Action Committee. This organization has come under scrutiny lately based on how they are using donations which may also be impacting levels of support.

Some Black Lives Matter Global Network's positions don't align with a majority of Americans

BLM's "7 Demands"

1) Convict and ban Trump from future political office
2) Expel Republican members of Congress who attempted to overturn the election and incited a white supremacist attack
3) Launch a full investigation into the ties between white supremacy and the Capitol Police, law enforcement, and the military
4) Permanently ban Trump from all digital media platforms
5) Defund the police
6) Don't let the coup be used as an excuse to crack down on our movement
7) Pass the BREATHE act

Source: Blacklivesmatter.com/blm-demands

Net Agreement Score = Agree/Strongly Agree – Disagree/Strongly Disagree

Note: Includes total respondents

Copyright protected. Click to visit our site for terms and conditions of use.

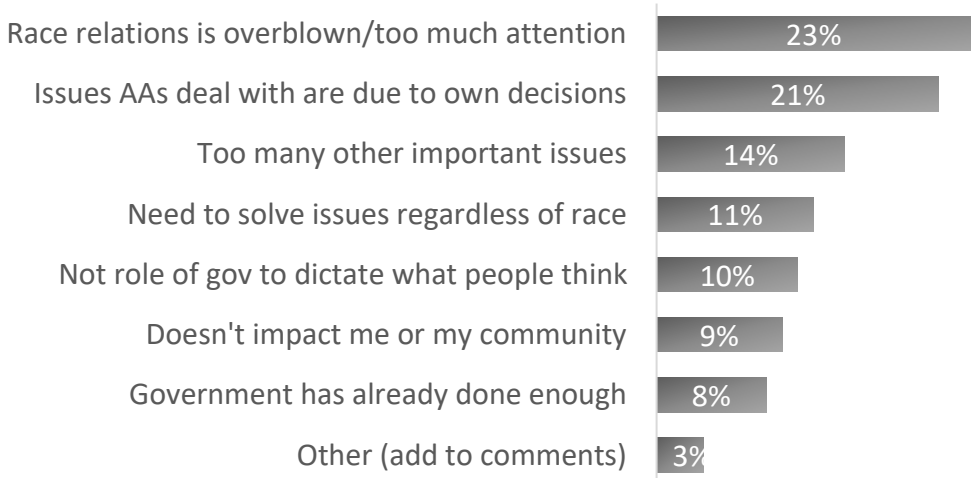
Addressing the extreme viewpoints on both sides is important, but need to understand how they are contributing to discord

These views should not be the primary focus of policy, but understanding their positions and risks to escalation is important

Vocal Opposition (10% of Americans)

Doesn't consider racial relations an issue to be addressed, against investment and comments indicate they are ***more likely to include racist views***

Q: Why racial relations is not an important issue
(Top reason, Total US)



Vocal Activists and Allies (13% of Americans)

These Americans want comprehensive reform and may never be satisfied regardless of policy/investment, with potential for ***violent behavior they believe is justified***

Q: How much do you personally agree with the following
(% agree/strongly agree, Vocal Activists and Allies)

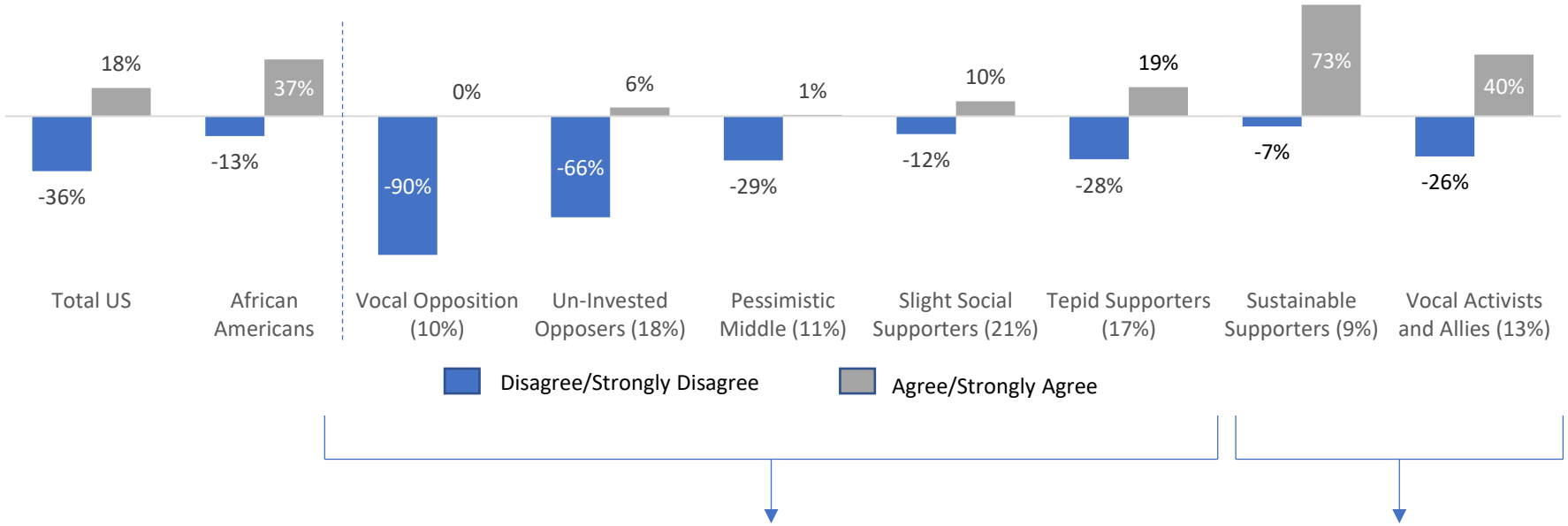
42%
Some of the riots or looting that have occurred due to racial equality issues are justified

49%
It is okay for protesters to occupy portions of a city when they protest for racial equality

Copyright protected. Click to visit our site for terms and conditions of use.

Majority of Americans view wealth gap as a core issue, while stronger activists indicate other factors beyond wealth

Q: How much do you personally agree with each statement: Lower-income white Americans lives are easier than wealthy African Americans



Generally believe that wealth is a barrier to happiness and may be frustrated if initiatives exclude struggling non-African Americans

Money may be an aspect, but not the only solution to ensure racial relations improve

"Everyone should be treated the same no matter what race, if you are going to help a poor black person get a home, it should help poor white people the same."

- Vocal Opposition comment

Net Agreement Score = Agree/Strongly Agree – Disagree/Strongly Disagree
Net Supporter Score (TM) = Support/Strongly Support – Oppose/Strongly Oppose

Copyright protected. Click to visit our site for terms and conditions of use.

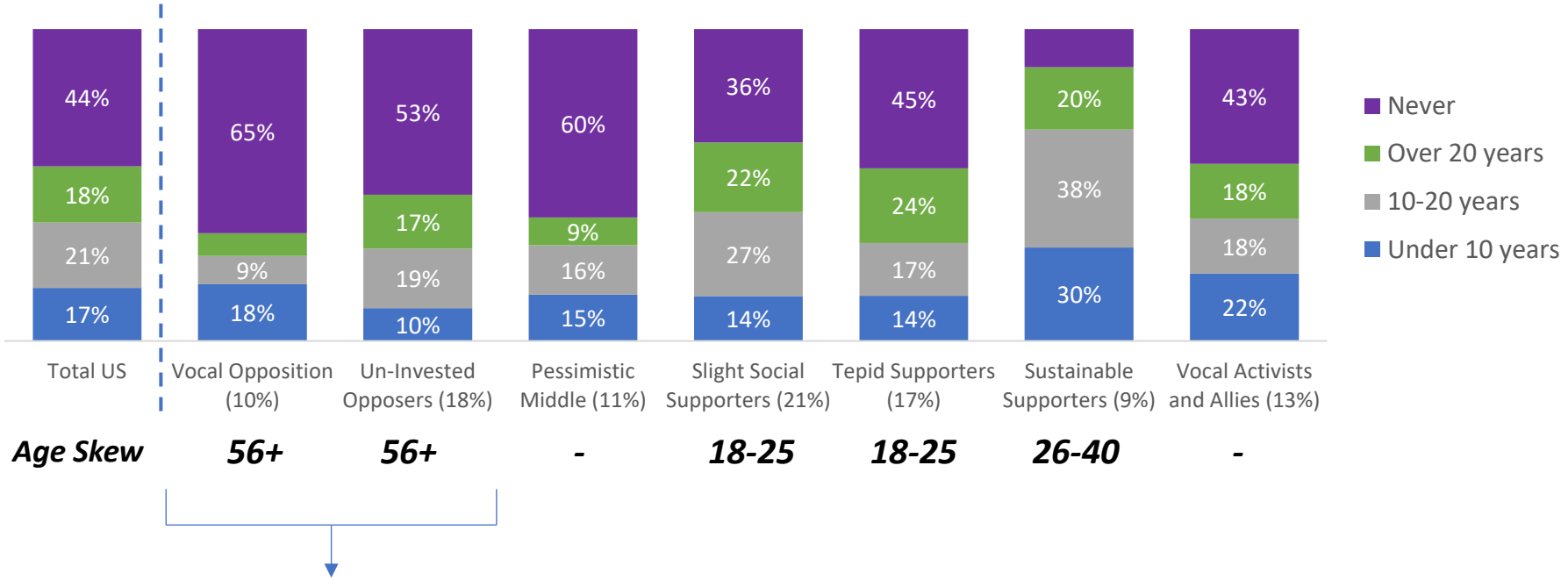
Americans are generally very pessimistic, but we do see demographic skews that impact long-term shift in American views

Other dynamics such as a growing multi-racial population and older generation opposition may impact overall views in the next few decades

"The Multiracial population has changed considerably since 2010. It was measured at 9 million people in 2010 and is now 33.8 million people in 2020, a 276% increase."

- US Census Bureau

Q: When will racial relations no longer be an issue in the United States



There is also an aspect of age, where ***Baby Boomers*** are more likely to oppose reforms that may improve racial relations

The Political Pendulum

Copyright protected. Click to visit our site for terms and conditions of use.

THANK YOU

For questions, please contact
info@thepoliticalpendulum.com

www.thepoliticalpendulum.com

TPP

The Political Pendulum