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PolicyLink 2022

Reassessing Clusters

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Survey Methodology

- Lake Research Partners designed and administered this survey by live telephone interview and text-to-online. The survey reached a total of 1,000 eligible voters nationwide, with additional oversamples of 150 Black, 150 Latinx, 200 Asian/Pacific Islander, and 100 Native American eligible voters.

- The survey was conducted November 1-7, 2021.

- The survey included tracking questions from the 1st annual PolicyLink race and equity survey in the fall of 2020, and was designed in collaboration with HIT Strategies.

- Data were weighted slightly by gender, age, region, race, party identification, education, and income to reflect the demographic composition of likely voters. Oversamples are weighted into the national totals.

- The margin of error for the combined national sample is +/-3.1%. The margins of error for racial subsamples are: white +/-3.9%; Black +/-5.4%; Latinx +/-5.5%; AAPI +/-6.5%; Native +/-7.9%.

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Phase 2 - Focus Group Research Objectives

1 UNDERSTAND

Expand our understanding of the shifting groups of people that make up the race and equity clusters LRP and HIT identified in previous Policy Link research.

2 IDENTIFY

Identify new emerging issues as the conversation on race and equity continues to evolve to provide recommendations for the best way for Policy Link to navigate these issues in messaging their policies.

3 DEFINE AND SEGMENT

Understand how Policy Link can grow and expand their base "clusters" of supporters who we identified as persuadable in Policy Link's principles of equity

Methodology

Details

Eight 120-minute focus groups conducted via Zoom online on behalf of PolicyLink from May 4th – 10th, 2022.
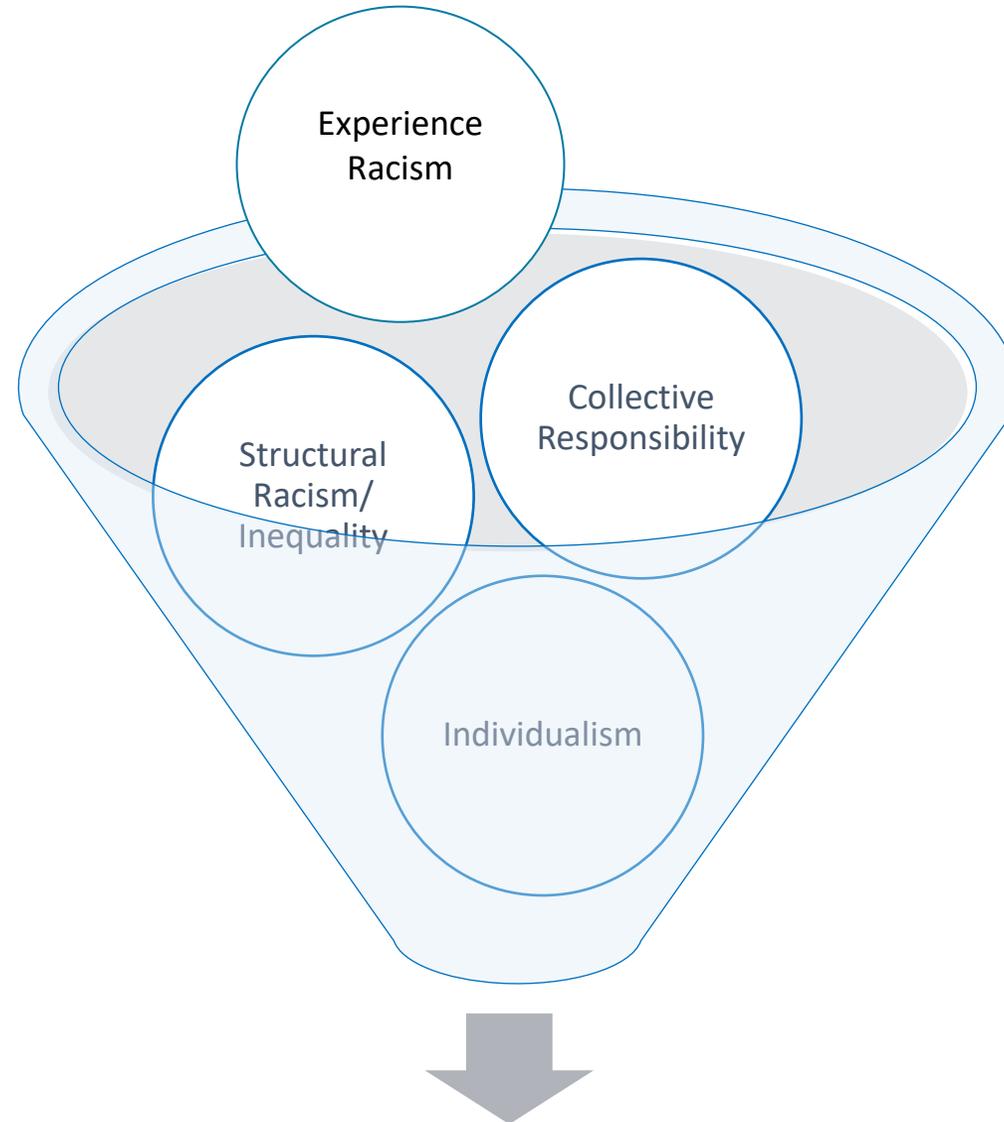
Universe

Nationwide individuals grouped into ideological clusters

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⊙ Focus Logistics and Links

GEO	DATE & TIME	DEMO DESC.
Nationwide	5:30pm – 7:30pm ET Wednesday, May 4, 2022	(Concerned Conservatives) White Women, Under 50, Conservative
Nationwide	8:00pm – 10:00pm ET Wednesday, May 4, 2022	(Sympathetic Whites) White, Mixed gender, Democrats, Bachelor's degree and more
Nationwide	5:30pm – 7:30pm ET Thursday, May 5, 2022	(Anti Racist Base) White, Mixed gender, Democrats, Ages 18 – 39, Progressive/Left-leaning
Nationwide	8:00pm – 10:00pm ET Thursday, May 5, 2022	(Anti Racist Base) POC, Mixed gender, Democrats, Ages 18 – 39, Progressive/Left-leaning
Nationwide	5:30pm – 7:30pm ET Monday, May 9, 2022	(Diverse Strivers) Women of color, Ages 18+, Democrats, Not Immigrant
Nationwide	8:00pm – 10:00pm ET Monday, May 9, 2022	(Concerned Conservatives) AAPI, Mixed Gender + (Diverse Strivers)AAPI, Mixed Gender
Nationwide	5:30pm – 7:30pm ET Tuesday, May 10, 2022	(Individualist) Black/Latinx Men, Over 50, Republicans/Conservatives/" Individualist"
Nationwide	8:00pm – 10:00pm ET Tuesday, May 10, 2022	(Diverse Strivers) Women of color, Ages 18+, Democrats, first or second-generation immigrant

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Cluster Analysis

- In consultation with the core project team, we ran a cluster analysis intended to segment the population based on their attitudes and behaviors.

- Four key dimensions proved key to driving groupings based on attitudes toward race:
  - ❑ The degree to which people experience racism in their own lives
  - ❑ Whether or not people think we have a collective responsibility to end racism
  - ❑ The degree to which people think that racism and inequality is a structural problem
  - ❑ Whether people have a more individualistic or collective world view

Cluster Analysis

Cluster Analysis

Six distinct groups emerged from this analysis that were used as a lens to understand the data.

- <u>Anti-Racist Base</u>: 11% of Americans; multi-racial, urban, young, progressive on every question, believe in collective action.

- <u>Sympathetic Whites</u>: 15% of Americans; mostly white Democrats who support action to attack racism, but differ from the base in that they don't observe or experience much racism

- <u>Diverse Strivers</u>: 23% of Americans; high proportion of people of color and immigrants. Critical of racism but think people should lift up their own communities

- <u>Concerned Conservatives</u>: 20% of Americans; white and rural, acknowledge racism exists but do not support progressive policies on race

- <u>Individualists</u>: 11% of Americans; older, southern, more conservative, think race is an individual attitude and problem, don't want to talk or think about race, against government action to help stop racism

- <u>Racist Base</u>: 20% of Americans; mostly white men, intensely oppose Black Lives Matter and affirmative action. Rate the U.S. very high in providing equal opportunity

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Housing

Housing Key Findings

1. Affordable housing is a concern for virtually every group. Housing shortages are extremely concerning.

2. Most clusters want to see <u>some</u> funds diverted from police/prisons for housing.

3. Antiracist Base, Diverse Strivers, and Individualist want to see government intervention in policies to make affordable housing available. Concerned Conservatives and Sympathetic Whites are more concerned about lazy people taking advantage of housing programs

	Concerned Conservatives - AAPI	Concerned Conservatives - White	Sympathetic Whites	Individualist	Diverse Strivers	Diverse Stivers - Immigrant	Antiracist POC	Antiracist Whites
Housing Priority	Not that important of a priority	An important priority, not top 3	An important priority, not top 3	Top priority	Top priority	Top priority	Top priority	Top priority
Divert funds for housing	Do not want to see funds diverted form police for housing	Do not want to see funds diverted from police for housing	Open to funds being diverted from prisons, not from police	Divert SOME funds from police for housing	Divert SOME funds from police for housing	Divert SOME funds from police for housing	Divert MOST funds from police for housing	Divert ALL funds from police for housing
Human Right vs Human Need	Human need	Neither, but human need if forced to choose	Human need	50/50 split	Human right	Human right	Human right	Human right

Housing is a concern for all groups, though conservatives interpret this as concerns about their own ability to purchase a home rather than concerns about housing for all.

How important of an issue is affordable housing?

"I think that affordable housing is an issue. I think a lot of people would like to buy a house, but the housing market is so competitive."
– White Woman, Concerned Conservative

"I do think affordable housing, overall, does need to be restructured or changed in order to help people of the older age, younger age, middle aged group, families, individuals, just because housing is one of the most important things."
– White Man, Sympathetic Whites

"I think there's other that are higher priorities such as like medical care for everyone. But housing, there's also apartments available. We can manage, right? By not having a house, right? We can live an apartment and condo or whatnot. But I think our politicians and our government is ridiculous. I think it all trickles down from there."
– Asian Man, Concerned Conservative

"Arguably one of the most important currently facing our nation."
– Middle Eastern nonbinary individual, Anti-Racist Base POC

"I think affordable housing would be like close to the very top, if not, maybe, number three priority. I guess depending on what number one and number two are, because I feel like affordable housing would definitely be helping some people get out of poverty and the other situation that they're in."
– Hispanic Woman, Diverse Strivers

"It'd be pretty high because I mean, if, well, one it's bad enough to never be able to afford to buy a house and be renting your entire life. And two, if you're spending the majority of your income on rent, you're never allowed to actually save enough money to pull yourself out of poverty."
– White Woman, Anti-Racist Base

"I mean, affordable housing cuts across all socioeconomic spectrum. It's not just people on the low end, even people in the middle."
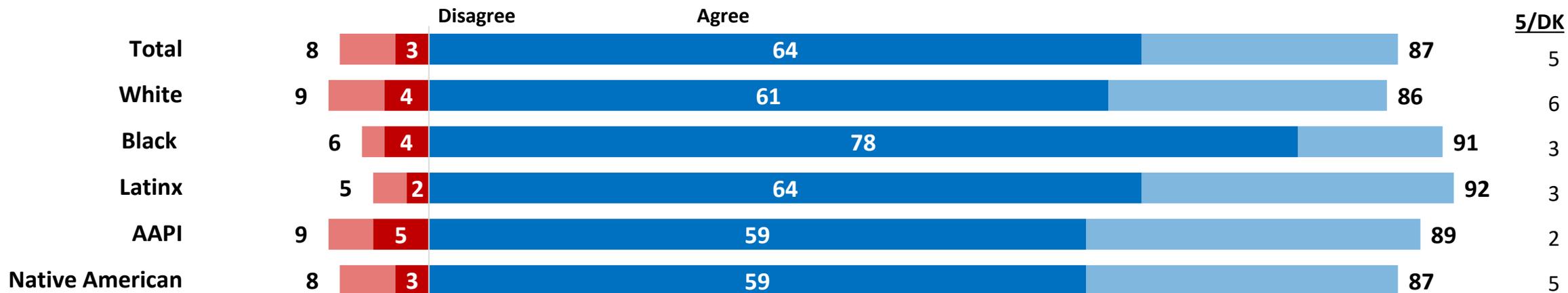-Hispanic Man, Individualist

Public Safety

1. Anti-racist POC voters are more concerned about violent crime than white antiracist counterparts, but link root causes to systemic inequalities.

2. Most respondents want to see <u>some</u> funds redirected from police to community investments, but totally abolishing the police was only popular in the white Antiracist group.
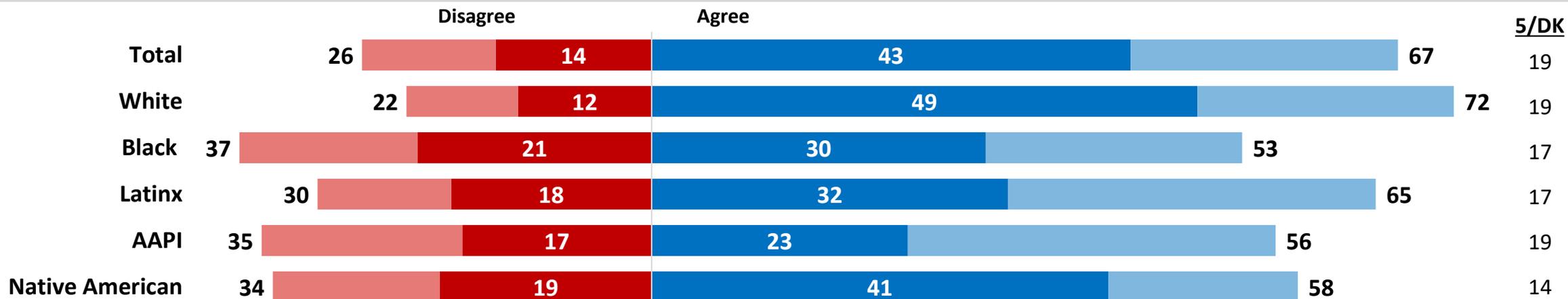
	Concerned Conservatives - White	Concerned Conservatives - AAPI	Sympathetic Whites	Individualist	Diverse Strivers	Diverse Stivers - Immigrant	Antiracist POC	Antiracist Whites
Root causes of crime	Individual bad choices, lack of family structure, lack of respect for police	Lack of family structure, lack of respect for police	Mental health issues, crimes of desperation	Guns, greed, single-parent households. Systemic inequality as well.	Mental health issues and systemic inequalities	Split, some say lack of respect for police, others say systemic inequalities	Systemic failures	Systemic inequalities
Police funding	Increase police funding	Increase police funding	Increase police funding, open to reinvest	Reinvest	Reinvest	Reinvest	Reinvest	Abolish the police

Investing in community programs that prevent violence has broader appeal than increasing police budgets, yet two in five Americans strongly favor this policy. White Americans are much more likely to favor increasing police budgets than other groups, but still favor increasing community programs at a higher rate.

Investing more in community programs that prevent violence

	Disagree		Agree		5/DK
Total	8	3	64	87	5
White	9	4	61	86	6
Black	6	4	78	91	3
Latinx	5	2	64	92	3
AAPI	9	5	59	89	2
Native American	8	3	59	87	5

Increasing the budget for police departments

	Disagree		Agree		5/DK
Total	26	14	43	67	19
White	22	12	49	72	19
Black	37	21	30	53	17
Latinx	30	18	32	65	17
AAPI	35	17	23	56	19
Native American	34	19	41	58	14

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While respondents recognize issues with the police, only the antiracist white voters feel comfortable abolishing the police.

Which of the following would make you feel safer in your community?

Abolishing or getting rid of the police to create a new approach to public safety that does not rely on a police force or punishing people rather than rehabilitating

"Mostly because the people most impacted by policing that I've heard from have told me that abolishing the police is what would help them the most. And I think that abolishing the police and diverting the taxes that usually go to them and into these resources, is the best way to go."
– White Man, Anti-Racist, Base

Moving some funds away from the police to maintain the current police department while using some police funds to invest in community organizations that promote public safety and provide resources like mental health first responders, support for domestic violence survivors, substance abuse treatment, and safe housing to the community

"I chose the second option. I just felt like complete abolishment of police doesn't make it a necessarily safer society because you still do have violent crime."
– Middle Eastern Woman, Anti-Racist Base POC

"I think the second one is the one that would do the best job at addressing inequality.
– Hispanic Woman, Diverse Strivers

Putting more money toward the police department to increase the number of police on the streets to ensure that crime is prevented rather than dealing with it after it's happened.

"Yeah, I love the idea of the second [message], but I'm really all for the third one. More police presence, unfortunately, because for example, using the shoplifting thing, these people know that by the time the police are called, they're going to be long gone."
– White Woman, Concerned Conservative

"So, my point here is I don't mind putting a million police on the streets if that's going to stop the crime, but it's a two edge sword. As long as they maintain their oath of office to protect the public and not breach the trust of the public, then I go along with C."
– Black Man, Individualists

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