

Religion and Social Views

General Highlights

Black or African-American?

- Most Blacks have a preference about how they are described—and it's almost evenly split between Black (42%) and African-American (44%)
- Only 11% don't care
- Income makes a difference, as among those making \$100K or more per year only 35% prefer African-American, but for those making \$25K or less, 50% prefer African-American

The Future

- 70% of Blacks and African-Americans have a plan for their future, even teens
- 60% say that “things are getting better for me”
- 73% are “confident to do my own thing”
- 54% are optimistic about the future of Blacks

Discrimination

- 82% said they believe it is “important for parents to prepare their children for prejudice”
- 34% agree that “too much focus is put on the oppression of Blacks”
- Among teens, 52% think there is too much focus on the oppression of Blacks
- More (48%) think that things got better since the Civil Rights struggles of the 60s—than the 1/3 say who say things aren't better
- The majority (76%) have not been discriminated against in the past three months

Who To Trust vs. Who Not To Trust

- African-Americans are more than twice as likely to really trust Black media (30%) as they are to trust mainstream media (13%)
- Education and Black media get the highest level of “trust to treat you and your family fairly” at 30%
- The health care system and financial institutions are tied as far as trust at 24% for #2
- Credit card companies get the lowest level of trust at 8%
- Almost everyone—88%—has enormous respect for the opinions and desires of older family members

How to Succeed

- 84% believe that “Blacks need to be more responsible for themselves as individuals”
- 46% strongly agree that “the only person I can count on is myself”
- 82% agree that education is a key to success
- 79% agree that it's important to preserve traditions such as music, cultural traditions and food

Black Solidarity

- 71% think it's important "to stick together to achieve gains for the community"
- Six in 10 believe that, with very few exceptions, problems in the Black community can be solved by Blacks themselves
- 64% prefer businesses that give back to the Black community
- 46% of Blacks think that recent Black immigrants don't understand the African-American struggle

Blacks and Diversity

- 73% have Blacks as their closest friends
- 46% have "all" or "almost all" Black interactions (at school or work)
- 62% believe it's important to be accepted by other races and ethnicities

Religion

- 83% of Blacks describe themselves as Christian, and nearly half (41%) attend church at least once a week
- 70% of women believe that faith in God is more likely to help them recover from a serious illness (59% among men)
- 79% trust God to take care of things
- One in ten say they have no religion or that they are atheists or agnostic

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Segmentation Highlights

Connected Black Teens

- Tend to have positive attitudes about life and are more likely to say that they have a plan for their life and things are getting better
- 84% say it is important to preserve Black cultural traditions
- Most likely to say that too much focus is put on the oppression of Blacks
- 86% trust God to take care of things
- 46% believe they are not as religious as their parents

Digital Networkers

- 43% believe that Blacks need to stick together to achieve gains in their community
- Half this segment are suburbanite and a third have no or very few Black friends
- They have lowest scores of any segment on “I trust God to take care of things”
- 48% describe themselves as Black and 21% had no preference

Black Onliners

- This segment places importance on being with other Blacks, with half of this segment having all or nearly all Black friends
- Despite their interest in being around their own race, they are less interested in notions of Black solidarity and in Black history and traditions
- They are most likely to say that money is the only meaningful measure of success
- 24% are just as religious as their parents

Stretched Black Straddlers

- Half say that they have been recently discriminated against (highest segment)
- Most likely to say “I act differently when I am among people of other ethnic groups”
- This segment has the highest mistrust for different institutions (save for Black media)
- 63% believe that without God, they are less likely to recover from serious illness

New Middle Class

- Half prefer to shop at businesses that give back to the Black community
- More likely to be a Republican (10%)
- They are positive about the future and forward looking and are least likely to say: (1) I live for today and don't worry about tomorrow; (2) I have negative feelings about the future; (3) I think about the past more than the future
- Most likely to believe that problems in the Black community can best be solved by Blacks and that Blacks need to be more responsible for themselves
- 24% go to worship more than twice each week

Family Struggles

- Their friends and associates are heavily Black – but they are less focused than average on attributes related to Black identity
- On average, four-fifths of their closest friends and over seven-in-ten of their daily associates are Black but this segment is less focused than average on their Black identity and are less likely than average to prefer being around people of their own ethnic group

Black is Better

- They are strong believers in Black solidarity, history and traditions
- They tend to have a confident, positive outlook on life, and above-average levels of faith and trust in God
- 96% trust God to take care of things
- This segment is the most likely to identify itself as “African American” (58%)
- Are most likely to say they are optimistic about the future of Blacks

Sick and Stressed

- Only 20% think that things are getting better for them (by far the lowest segment)
- Less likely than average to “trust in God to take care of things” or focus on matters of faith

Faith Fulfills

- 91% trust God to take care of things
- 61% feel that without faith in God, they are much less likely to recover from a serious illness
- They are more likely to donate to and volunteer for religious or non-profit groups
- Half trust the police (most other segments do not climb over 30%)

Broadcast Blacks

- Many feel a strong connection to Black solidarity, history, and traditions. For example, eight out of 10 believe it's important to take advantage of the opportunities won by previous generations of Blacks and 8 in 10 prefer to shop at businesses that give back to the Black community
- They are most likely to “trust in God to take care of things” (97%)

Boomer Blacks

- For seven out of 10, all or nearly all their close friends are Black
- Among the most religious
- Highest levels of active mistrust of a range of institutions
- Most likely to believe that it is important for Black parents to prepare their children for prejudice