



What people think,
feel and do

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Opinium

Black History Month – Black Lives Matter Report



Key findings

30 November 2020

Project details

PROJECT NUMBER	OP15584
PROJECT NAME	Black History Month – Black Lives Matter Report
CLIENT COMPANY NAME	Opinium
SAMPLE	2,000 nationally representative UK adults (18+) 750 nationally representative ethnic minorities (18+)
FIELDWORK DATES	16th - 21st of October 2020

Introduction

During Black History Month 2020, Opinium launched a study asking questions on the following four broad subject areas to the British public:

1. Attitudes towards Black History Month and teaching about Black History in schools.
- 2. Perceptions of the Black Lives Matter (BLM) UK movement.**
3. Understanding contemporary takes on patriotism, and what it means to be a patriot in 2020.
4. Discussing the legacy of the slave trade in UK cities, with a particular focus on statues.

This report will speak about the Black Lives Matter (BLM) UK movement.

The study was asked to a nationally representative audience of 2,000 UK adults.

The study was also asked to a nationally representative sample of 750 ethnic minorities to ensure we have robust numbers of responses from ethnic minority groups to compare and contrast with the national level data.

Both the nationally representative data and the specific ethnic minority data will be used in this report.

Summary of key findings



95% of Brits are aware of the BLM movement



22% of those aware of the BLM movement don't know what it stands for



66% of those aware of the BLM movement believe the BLM movement advocates that the lives of black people are of equal importance to other people's lives



55% think the BLM movement has increased racial tensions in the UK



32% think the BLM movement has created unity between different ethnic communities



38% believe the BLM movement should invest in grassroots organisations that work with black communities

Black Lives Matter (BLM)

Almost all Brits are aware of the Black Lives Matter movement

Almost all (95%) Brits are aware of the Black Lives Matter (BLM) movement with 27% stating they know 'a lot' about the movement. Londoners (42%) and 18-24s (46%) are those most likely to know 'a lot' about the movement.

Half of those surveyed believe the BLM movement fights for what is fundamentally right

Whether the Black Lives Matter movement causes racial tension or unity in the UK is debatable. On one hand, more than half (55%) of those aware of the BLM movement say the movement has increased racial tensions in the UK, and 43% feel when people say 'Black Lives Matter' it makes them think the lives of other races are less important.

The feeling that the BLM movement has increased racial tensions is highest amongst over 55-year olds (63%), compared to those aged between 18-34 (43%) and 35-54 (55%). Those living in Northern Ireland (64%) and Conservative voters (78% compared to 40% of Labour voters) are also groups who tend to believe the BLM movement has increased racial tensions.

On the other hand, a third (32%) believe the BLM movement has created unity between different ethnic communities, and double that proportion (66%) say the BLM movement advocates that the lives of black people are of equal importance to other people's lives. Half (51%) believe fundamentally, the BLM movement fights for what is right, rising to 70% of ethnic minorities.

In terms of the aims of the BLM movement, 45% say the aims are reasonable and realistic, rising to 66% of ethnic minorities. Others are confused about what the BLM movement stands for (22%), and a quarter (25%) think it's a Marxist organisation, rising to 41% of Conservative voters.

Fundraising and goals for BLM

Two in five think the BLM UK movement should invest in grassroots organisations that work with black communities

As of October 2020, the Black Lives Matter (BLM) movement UK had raised £1.2 million through an online go-fund-me page.

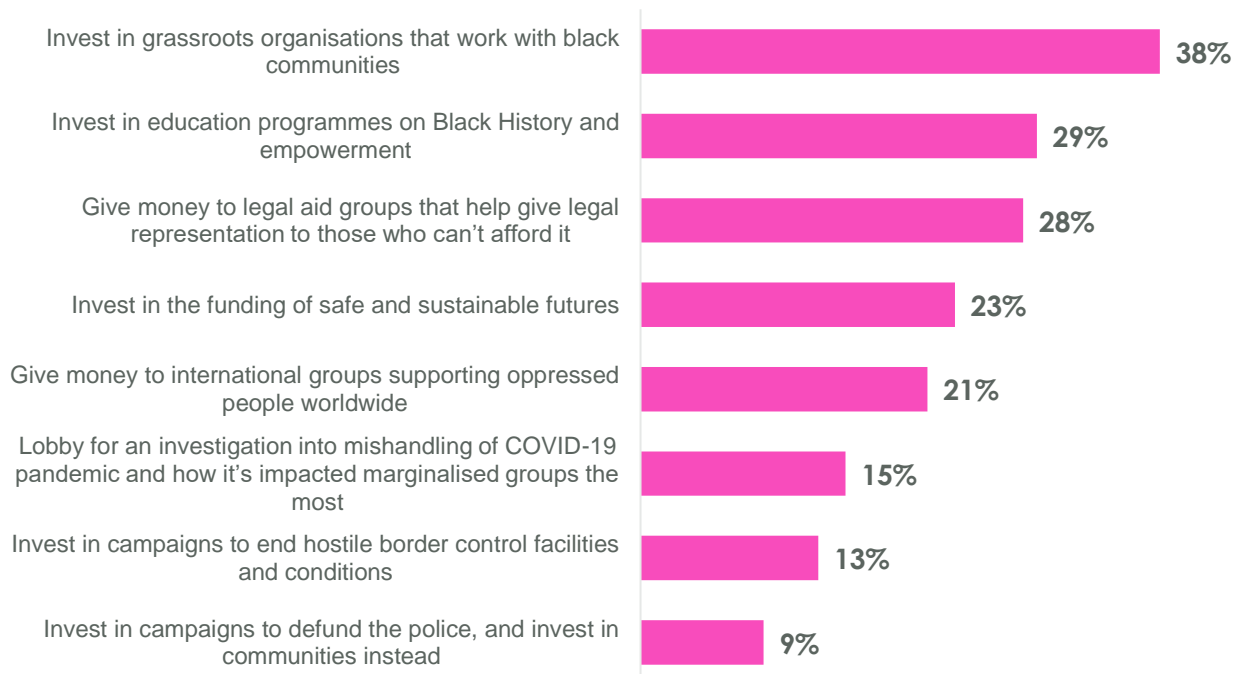
When asking what the Black Lives Matter (BLM) movement UK should do with the money raised, investing in grassroots organisations that work with black communities comes out on top, with 38% of those aware of the BLM movement saying this.

This is followed by investing in education programmes on Black History and empowerment (29%) and giving money to legal aid groups that help give legal representation to those who can't afford it (28%).

For 18-34-year olds, giving money to legal aid groups is their top priority (37%), whereas investing in grassroots organisations that work with black communities remains on top for 35-54-year olds and for those aged 55+ (38% and 40% respectively). Ethnic minorities also feel strongly about investing in grassroots organisations (47%) and investing in education programmes on Black History and empowerment (44%).

Investing in campaigns to defund the police, and using that police money to instead invest in communities, is the least popular (9%) thing Brits aware of the BLM movement believe the charity should do with the money, and perhaps unsurprisingly, this is significantly lower for Conservative voters (2%), compared to Labour voters (11%). The chart below illustrates all the answer options for what the Black Lives Matter (BLM) movement should do with the money raised:

What should the BLM movement UK do with the £1.2 million raised this summer?



About Opinium

OPINIUM is an award winning strategic insight agency built on the belief that in a world of uncertainty and complexity, success depends on the ability to stay on pulse of what people **think, feel** and **do**. Creative and inquisitive, we are passionate about empowering our clients to make the decisions that matter. We work with organisations to define and overcome strategic challenges – helping them to get to grips with the world in which their brands operate. We use the right approach and methodology to deliver robust insights, strategic counsel and targeted recommendations that generate change and positive outcomes.

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