Black Futures Lab

BLACK CENSUS PROJECT

BlackCensusProject.org

MORE THAN VOTING: BLACK CENSUS AND BLACK ELECTORAL POWER



OCTOBER 2026

NATISHIA JUNE
DEPUTY EXECUTIVE DIRECTOR
BLACK FUTURES LAB

KRISTIN POWELL
EXECUTIVE DIRECTOR
BLACK FUTURES LAB

DREAMING TOWARD POWER









*"The Black Census Project insists on something radical: **that Black communities have the right to be counted accurately, studied rigorously, and taken seriously as governing partners in shaping the future."***

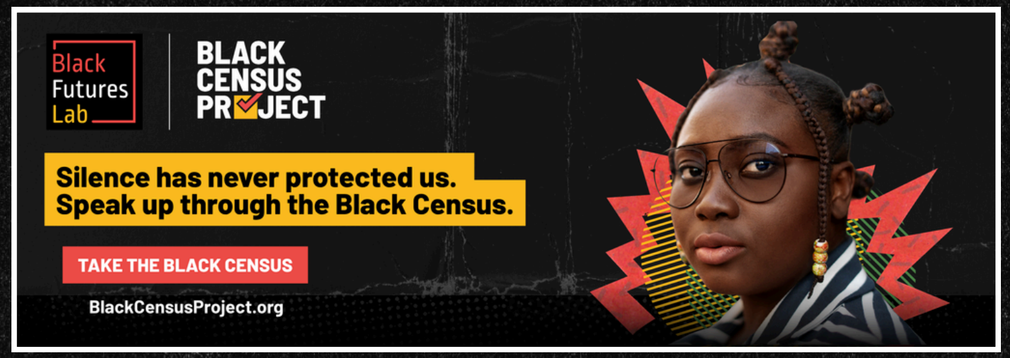


Kristin Powell
Executive Director
Black Futures Lab

the grio

Black Census Project seeks to poll record number of Black Americans amid civil rights rollbacks, economic crisis

This year's survey, conducted by Black Futures Lab, seeks to understand the vision Black communities have for themselves, even when present-day circumstances make them seem out of reach.





CASE FOR CO-GOVERNANCE

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POPULAR FEDERAL CHANGES

- Abolish the Electoral College
- Get rid of gerrymandering
- Make voting guaranteed under the Constitution
- Eliminate the two-party system
- A new consitution with more rights

TRUST

<10% Electeds, federal government, banks, health insurance companies, tech companies, ICE, police

<25% Military, churches, Black Electeds, local governments, journalists

87%

DON'T SEE VALUES REFLECTED

Equality and Justice are the two most important values that Black people want prioritized by our country.



REVEREND DR. STARSKY WILSON

PRESIDENT AND CEO

CHILDREN'S DEFENSE FUND

DAVID WHITE
DATA STRATEGIST
BLACK FUTURES LAB

WHO IS TAKING THE CENSUS?

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6,000+

COMPLETED SURVEYS

We have a pretty even diversity in marital status, income, and educational background.



29%

DISABLED OR CAREGIVER

83%

HETEROSEXUAL

61%

WOMEN

95%

OVER 25

GENERATIONAL BREAKDOWN

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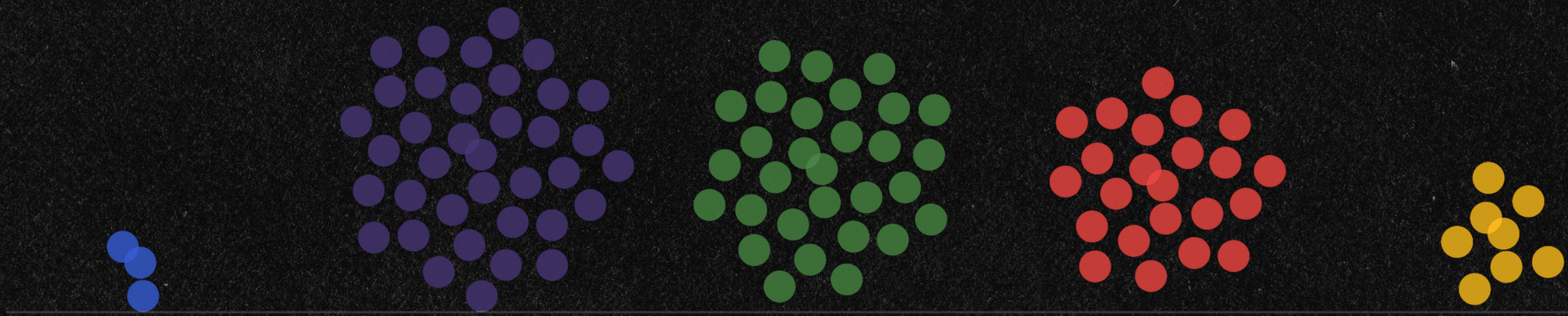

Silent Generation	Baby Boomers	Gen X	Millennials	Gen Z
3%	37%	30%	23%	8%



REGIONAL BREAKDOWN

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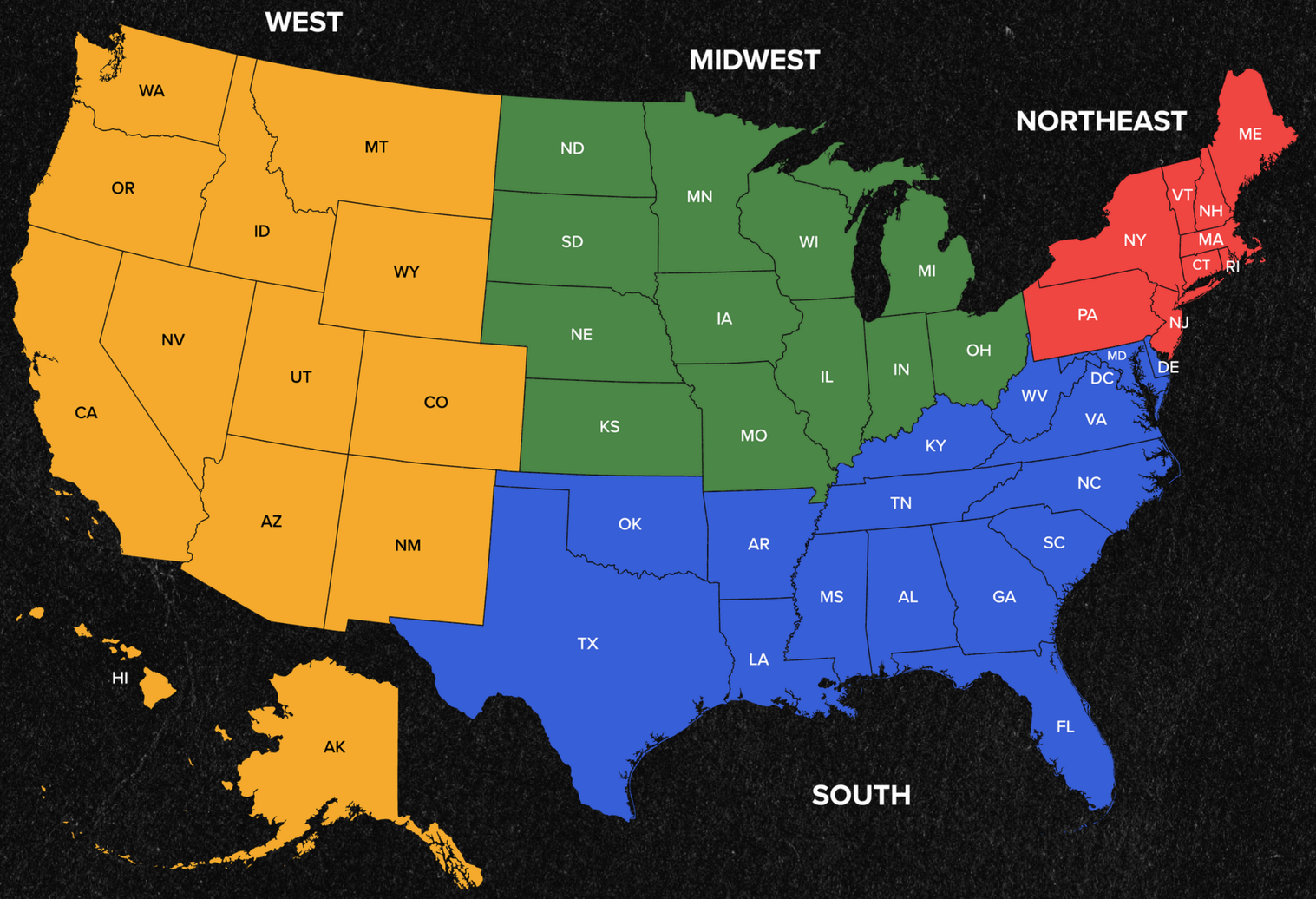
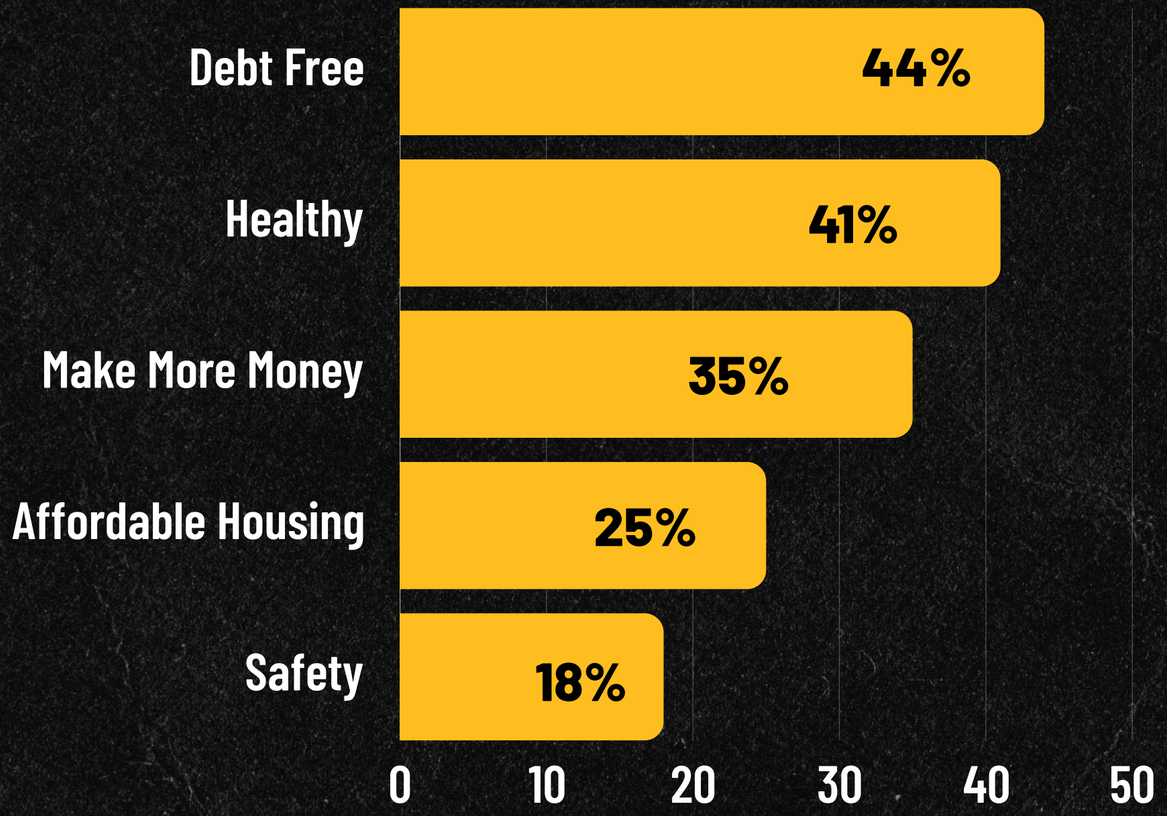
SURVEYS BY REGION

- 39% SOUTH
- 28% MIDWEST
- 21% WEST
- 12% NORTHEAST



DREAMS



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LEVEL OF TRUST

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3% Federal Government

4% Health Insurance Companies

5% Tech Companies

<25% Military, churches, Black Electeds, local governments, journalists



WHAT DO WE WANT FROM THE GOVERNMENT?

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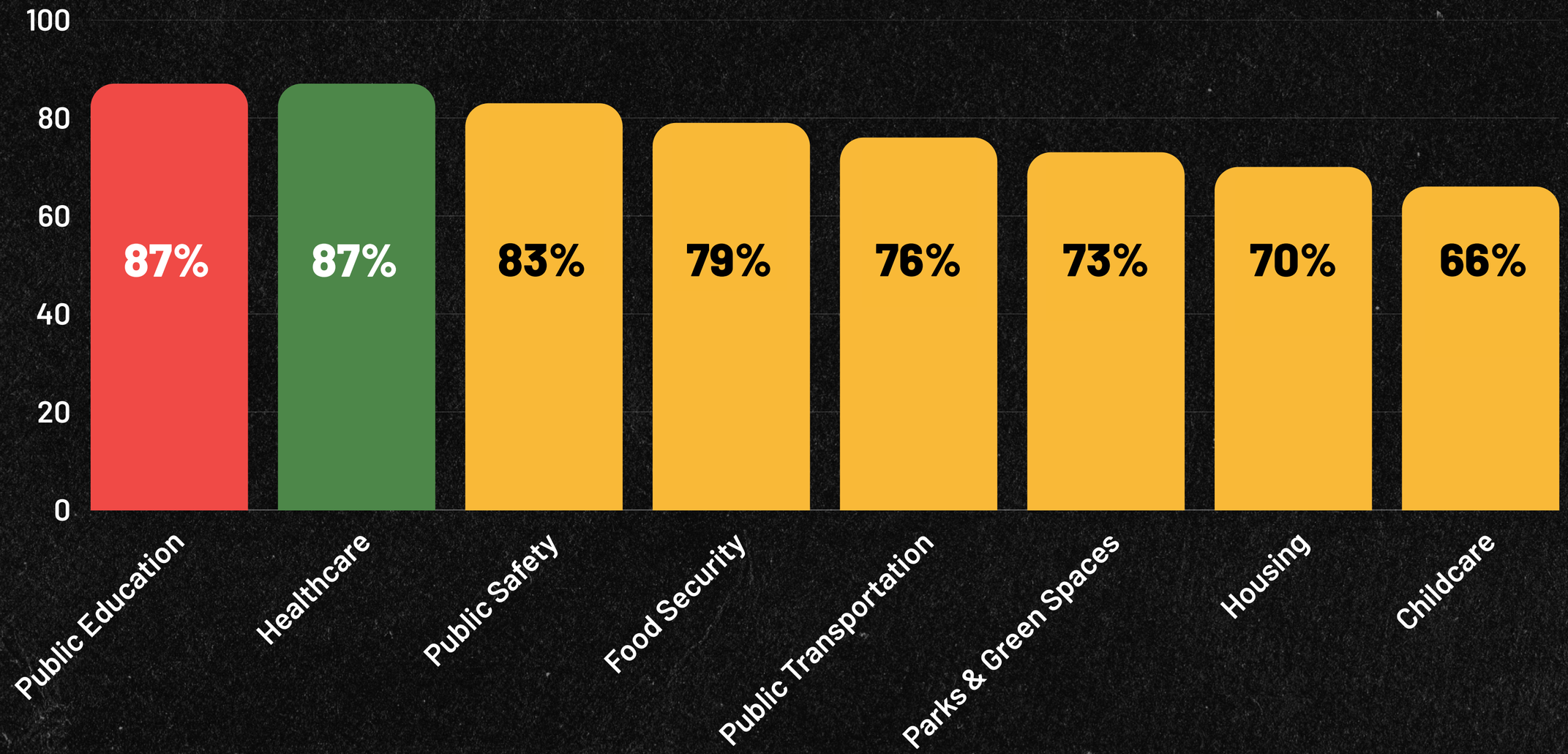

MOST POPULAR POLICIES

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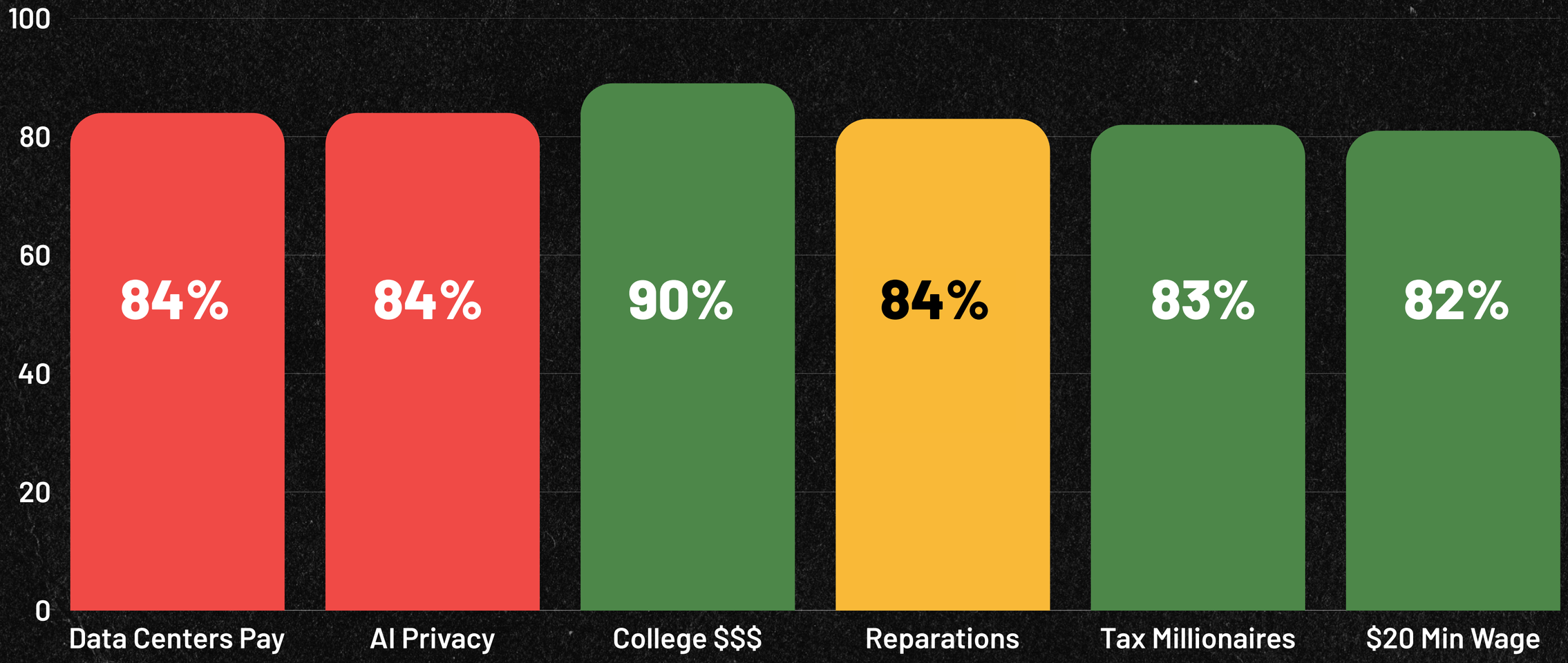

VOTING TRENDS

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21% INDEPENDENT IN 2022

28% INDEPENDENT IN 2026



GREGORY NORRIS

FOUNDER OF ISEEJUSTICE40

BLACK CENSUS PROJECT ADVOCATE

Black Futures Lab

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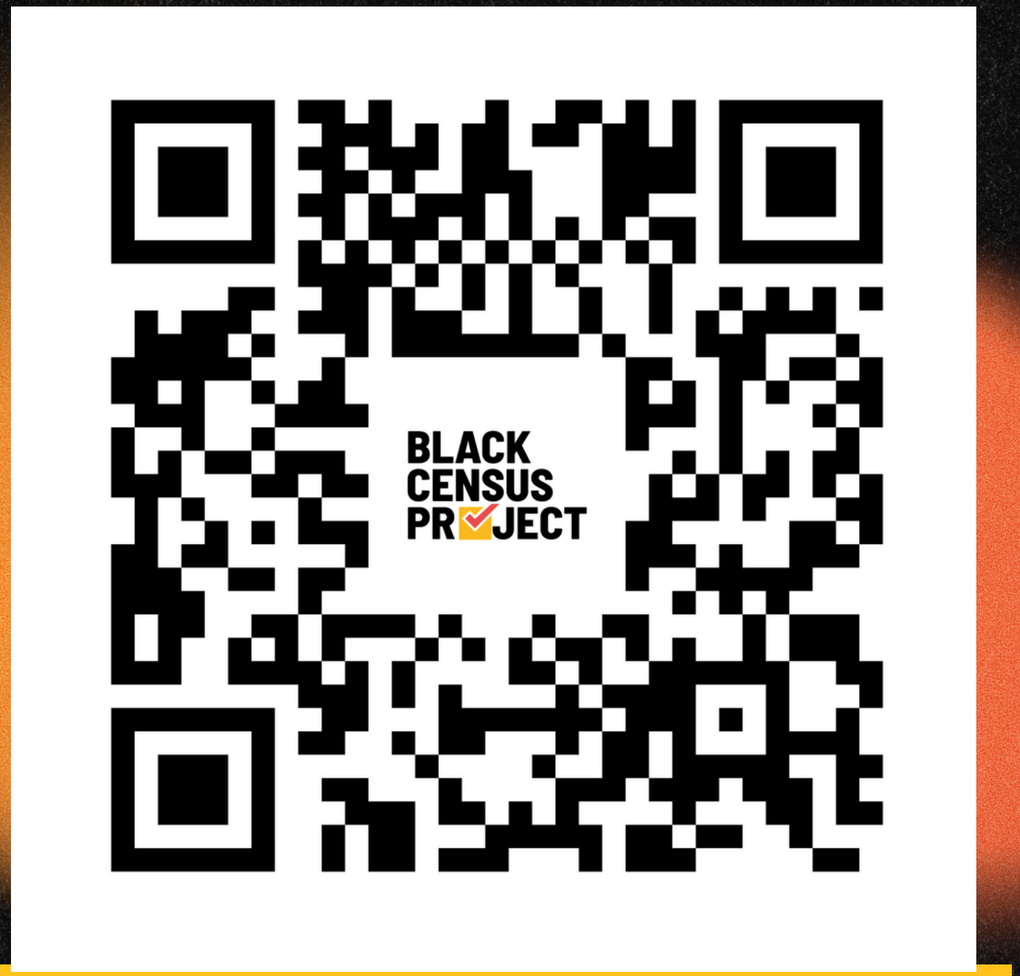

TAKE THE BLACK CENSUS

Q&A


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THE FUTURE DOESN'T BUILD ITSELF.
Take the Black Census
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