

American Views on Race Relations



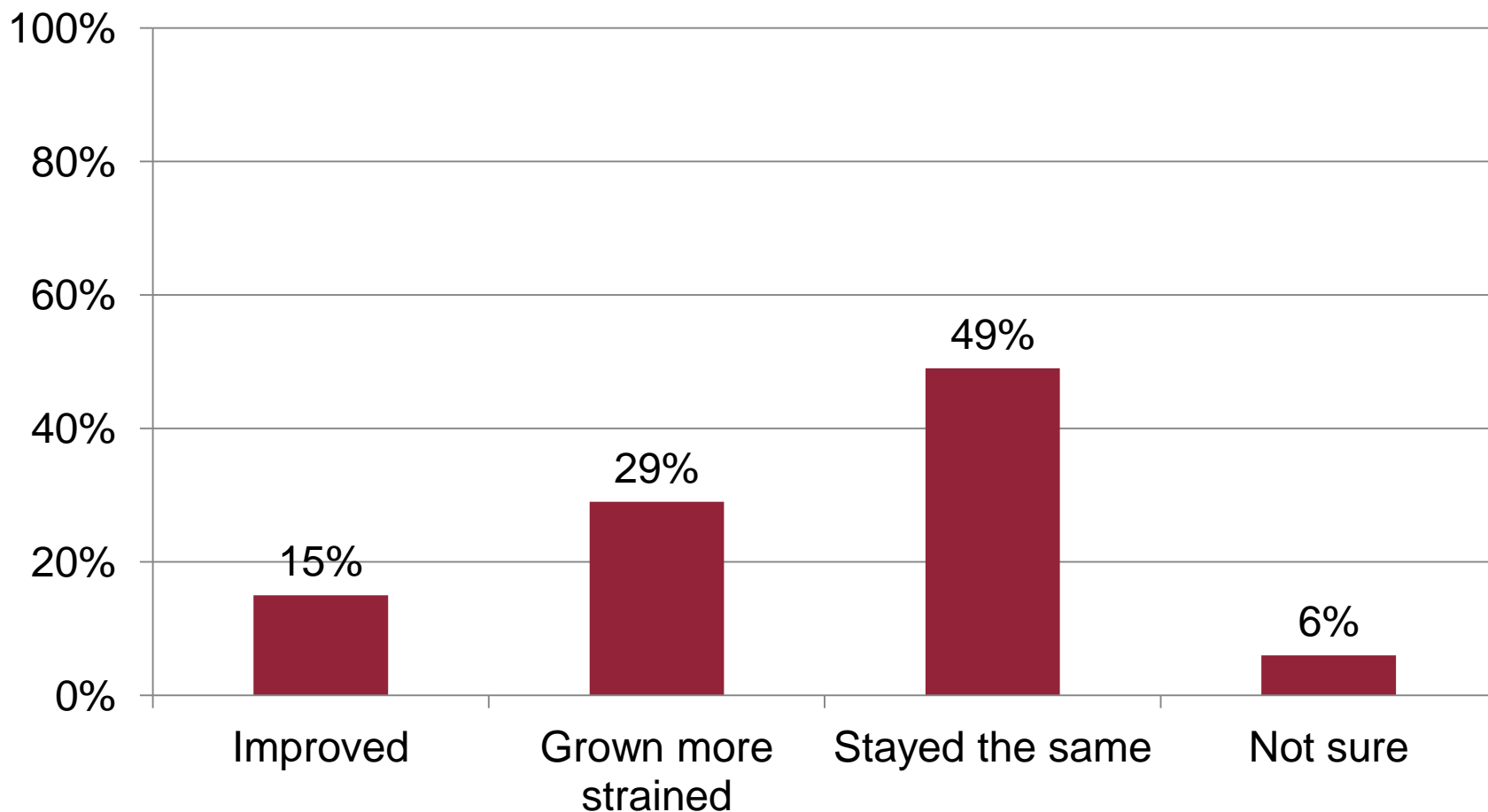
Phone Survey of 1,000 Americans

Methodology

- ❑ The phone survey of Americans was conducted September 19-28, 2014
- ❑ The calling utilized Random Digit Dialing. 60% of completes were among landlines and 40% among cell phones
- ❑ Maximum quotas and slight weights were used for gender, region, age, ethnicity, and education to more accurately reflect the population
- ❑ The completed sample is 1,000 surveys
- ❑ The sample provides 95% confidence that the sampling error does not exceed $\pm 3.4\%$
- ❑ Margins of error are higher in sub-groups

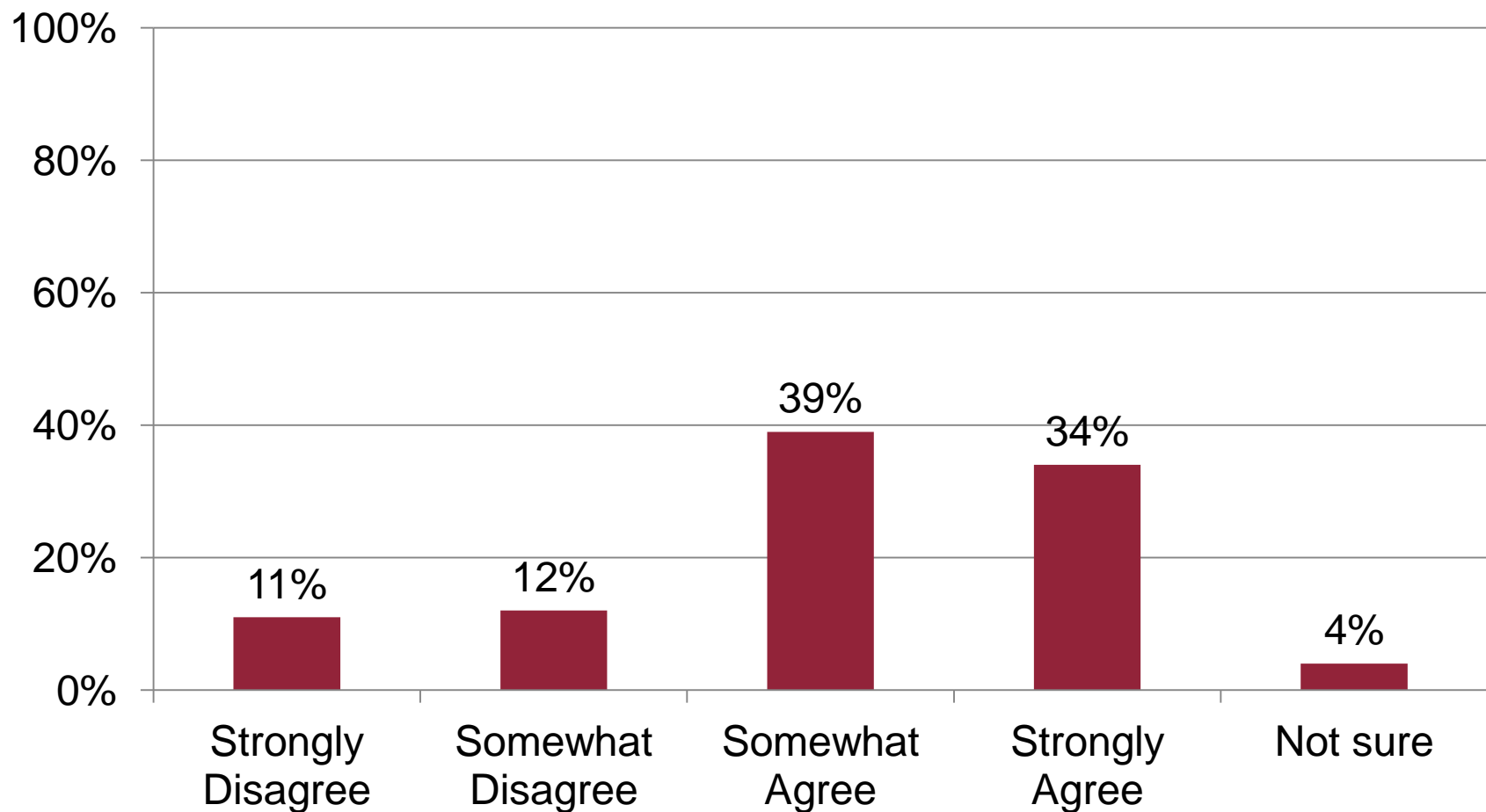
Survey Responses

Only 15% feel race relations have improved since the election of President Obama



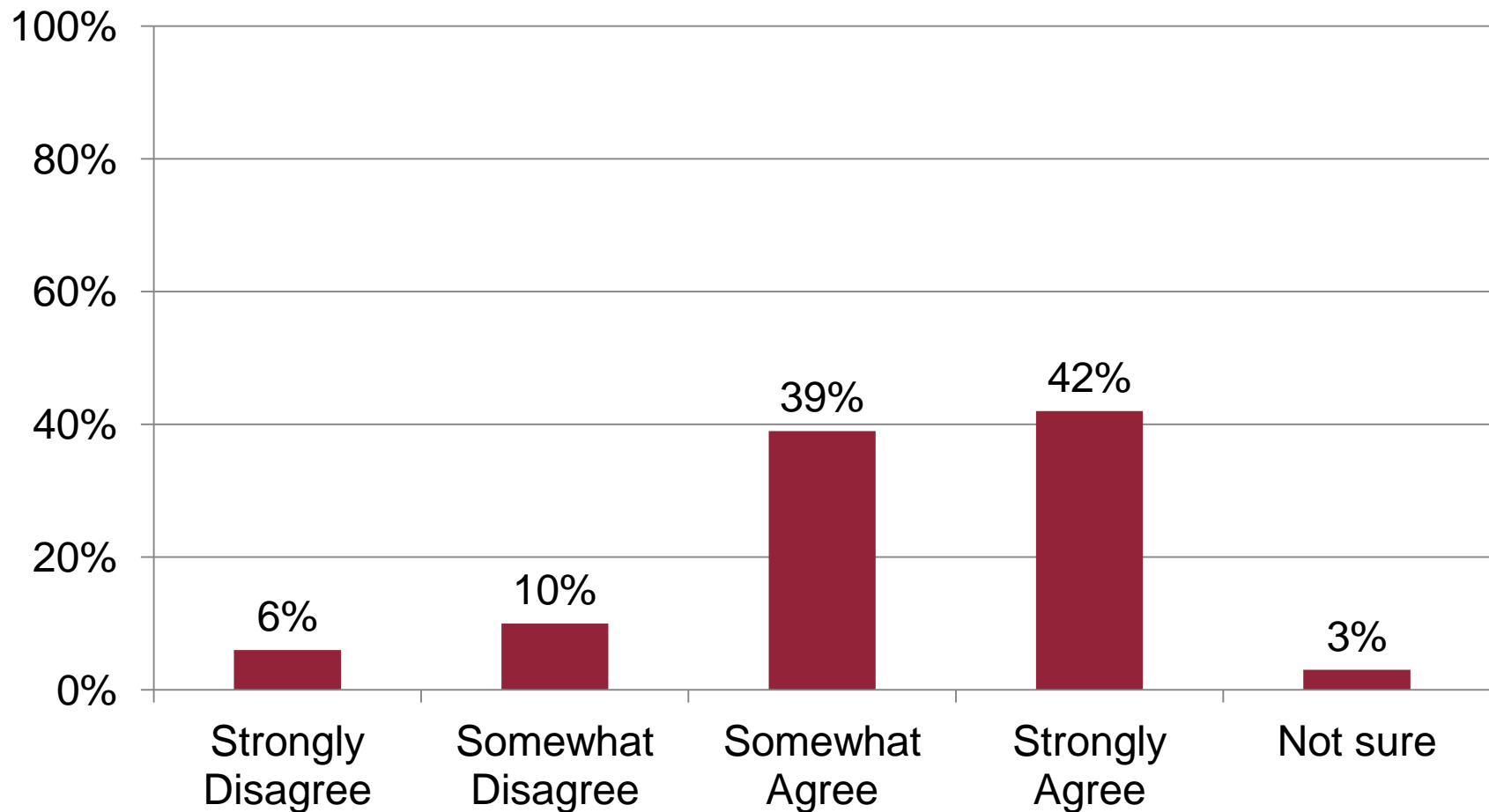
Q: "Have race relations in the U.S. improved, grown more strained, or stayed the same since the election of the first African-American president?"

74% of Americans agree with the statement “We have come so far on racial relations”



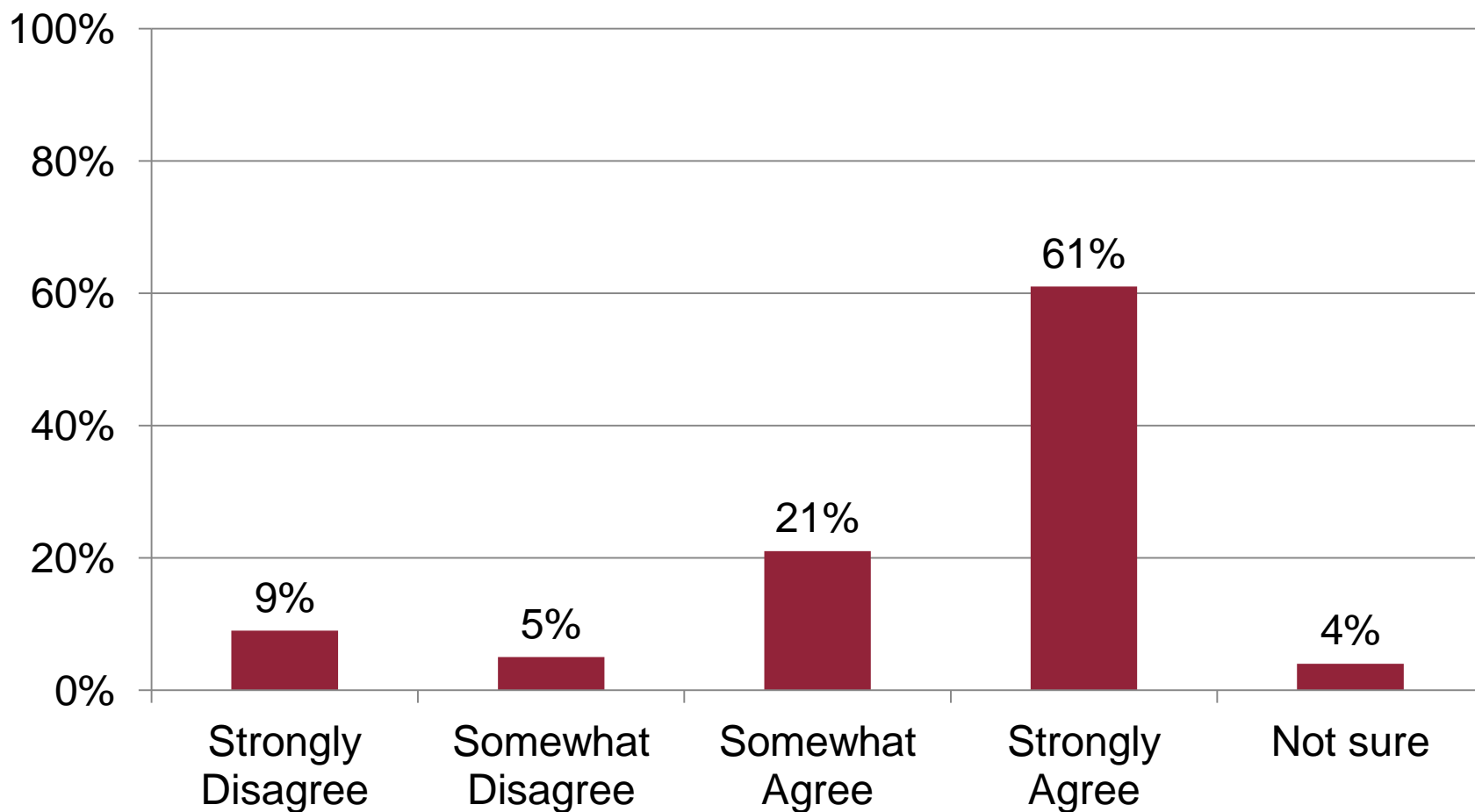
Q: "We have come so far on racial relations"

81% of Americans agree with the statement “We’ve got so far to go on racial relations”



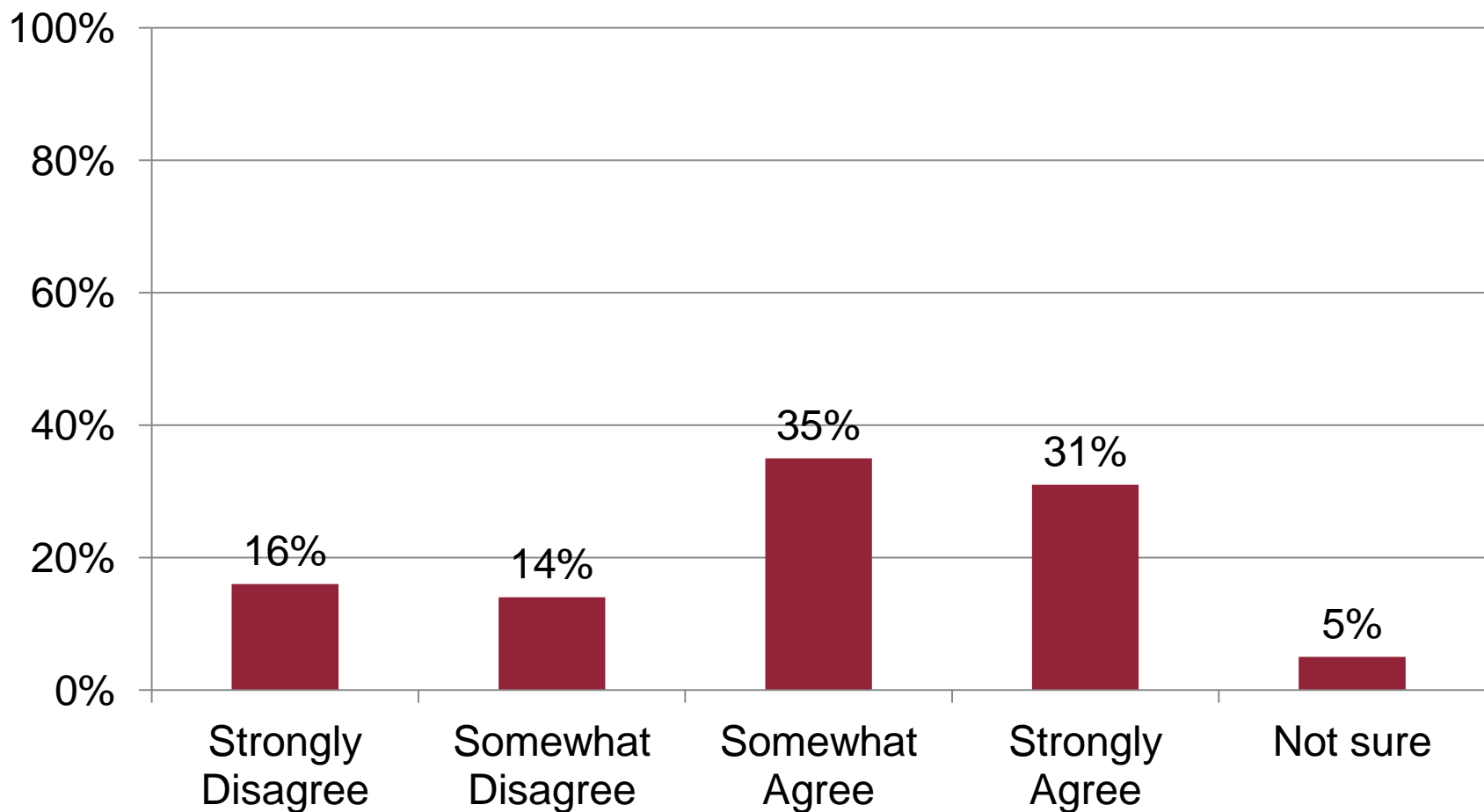
Q: "We've got so far to go on racial relations"

8 out of 10 agree that racial diversity is good for America



Q: "Racial diversity is good for America"

65% agree that religious leaders positively impact race relations in America



Q: "Religious leaders play a positive role in race relations in America"

Significant Differences

Region

Age

Gender

Education Level

Ethnicity

Religious Preference

Catholic/Protestant

Born again/Evangelical/Fundamentalist

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among region of the country, age, gender, and education level.

Region	Age	Gender	Education Level
Northeast	18-24	Male	HS degree or less
Midwest	25-34	Female	Some college
South	35-44		Bachelor's
West	45-54		Graduate degree
	55-64		
	65+		

Notes: Region is defined by US Census locations

Significant Statistical Differences

Comparisons were made to determine if there are any significant statistical differences among ethnicity, religious preference, denomination, and Born again/ Evangelical/ Fundamentalist.

Ethnicity	Religious Preference	Denomination	Born again / Evangelical / Fundamentalist
White	Christian*	Protestant / Nondenominational	Yes
African American	Other Religions	Catholic	No / not sure
Hispanic	Nonreligious**		

*includes Catholic, Protestant, Nondenominational, and Orthodox

**includes Atheist, Agnostic, and No Preference

Note: Those who consider themselves Born again, Evangelical, or Fundamentalist are labeled “Evangelical” in this report

Have race relations in the US improved, grown more strained, or stayed the same since the election of the first African American president?

- Northeasterners (18%) are more likely to select Improved than Midwesterners (11%)
- Northeasterners (22%) and Westerners (23%) are less likely to select Grown more strained than Midwesterners (34%) and Southerners (35%)
- Southerners (44%) are less likely to select Stayed the same than Northeasterners (55%) and Westerners (54%)
- Those 18-24 (31%) are most likely to select Improved
- Those age 18-24 (21%) and 25-34 (25%) are less likely to select Grown more strained than those age 35-44 (36%) and 55-64 (37%)
- Those age 25-34 (63%) are most likely to select Stayed the same
- African Americans (23%) are more likely to select Improved than Whites (14%)
- Christians (31%) are more likely to select Grown more strained than Other Religions (21%)

We have come so far on racial relations

- Those 18-24 (84%) are more likely to agree than those age 35-44 (68%) and 45-54 (71%)
- Those with a HS degree or less (69%) are less likely to agree than those with some college (78%)
- African Americans (17%) are more likely to strongly disagree than Whites (11%) and Hispanics (5%)
- Hispanics (19%) are more likely to somewhat disagree than African Americans (6%) and Whites (11%)

We've got so far to go on racial relations

- Those with a HS degree or less (77%) are less likely to agree than those with a Bachelor's (87%) or graduate degree (86%)
- African Americans (57%) are more likely to strongly agree than Whites (39%) and Hispanics (42%)
- African Americans (30%) are less likely to somewhat agree than Whites (42%)

Racial diversity is good for America

- Those age 18-24 (88%) and 55-64 (88%) are more likely to agree than those age 45-54 (75%) and 65+ (76%)
- Whites (85%) are more likely to agree than African Americans (75%) and Hispanics (74%)
- Those with a HS degree or less (72%) are least likely to agree
- Christians (80%) are less likely to agree than Nonreligious (89%)

Religious leaders play a positive role in race relations in America

- Women are more likely to agree (68% v 62%)
- Hispanics (57%) are less likely to agree than Whites (67%) and African Americans (72%)
- African Americans (41%) are more likely to strongly agree than Whites (28%)
- Christians (71%) are more likely to agree than Other Religions (56%) or Nonreligious (46%)
- Evangelicals are more likely to agree (74% v 61%)

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