

Black, White and Blue: A Spotlight on Race in America
Edison Research Survey Results

As part of Radio One, Inc.'s efforts to understand the influence of the incidents involving police that occurred in the early summer of 2016, the companies of Radio One, including TV One, Interactive One, Reach Media and One Solution engaged Edison Research of Somerville, NJ to conduct a survey to measure attitudes and opinions about these events and the state of racial relations in America.

This report summarizes many of the key findings from this research study. Attached to this report are the methodology statement, the questionnaire, and the answers to each question in the survey among the total population, the White Americans in the sample, and the Black Americans in the sample.

Key conclusions:

- While there are some major differences between the attitudes and opinions of Black Americans and White Americans, there are some real areas of common ground.
 - Both groups share significant concern about the events which prompted this report. However, Black Americans express their concerns with dramatically stronger passion.
 - While the two groups have very different opinions about the police, they report extremely similar *personal* experiences when interacting with police.
 - A strong majority of all Americans, including a strong majority of White Americans, say they *understand* why people are participating in the 'Black Lives Matter' movement. When asked to describe the movement in a few words, Black Americans and White Americans give very similar answers centered around "Equality" and "Justice." At the same time, however, attitudes about the movement itself are very different between the two groups.
 - Finally, it is worth noting the Black Americans and White Americans align extremely well over their response to potential solutions to the problems that have surfaced this summer.
- Black America and White America diverge strongly on feelings about the Black Lives Matter movement, perception of the justice system, and feelings about the police.
 - While White Americans say they understand why people are participating in the Black Lives Matter movement, when asked about the movement itself a strong majority share negative opinions. Black Americans are much more positive about the movement, although not unanimously so.
 - Black Americans and White Americans separate strongly on their perception of bias in the American justice system. An overwhelming majority of Black Americans say the system is biased against them, while a majority of White Americans do not feel the system is biased against Black Americans.
 - While only about half of White Americans who know of the cases think the Philando Castile and Alton Sterling shootings occurred mostly because they are Black, overwhelming majorities of Black Americans believe these shootings occurred mostly because of the victims being Black.

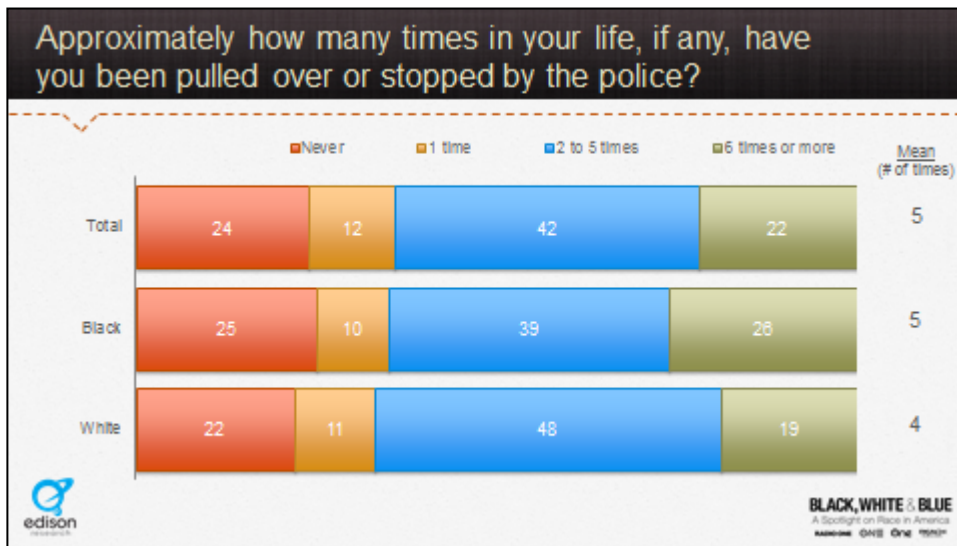
Major Findings

Interesting Similarities between Black Americans and White Americans

While there are many other areas in the survey where differences between Black and White Americans exist, there are also some real areas of mutuality.

- Being stopped by police and the last such experience

We asked our respondents how many times they had been pulled over or stopped by the police. As can be seen, the answers were nearly identical for White Americans and Black Americans:



And, also interestingly, when we asked those who had ever been pulled over or stopped about their *most recent* experience, the results were different but perhaps not as dramatically so as one might expect:

We don't mean to at all minimize the significant [both in the statistical sense and in the everyday sense] difference shown in the graph to the left. However, it is worth pointing out that for both groups, in the strong majority of the most recent cases of being pulled over, the police officer respected the respondent.



- Perception of holding racial biases

We asked an intriguing question: “Do you believe that you personally hold any racial biases?”

The answer is to the right: The fact that so many people are prepared to say that they don’t hold biases is fascinating. The fact that the exact same percentage of both Black and White Americans said ‘yes’ is equally so

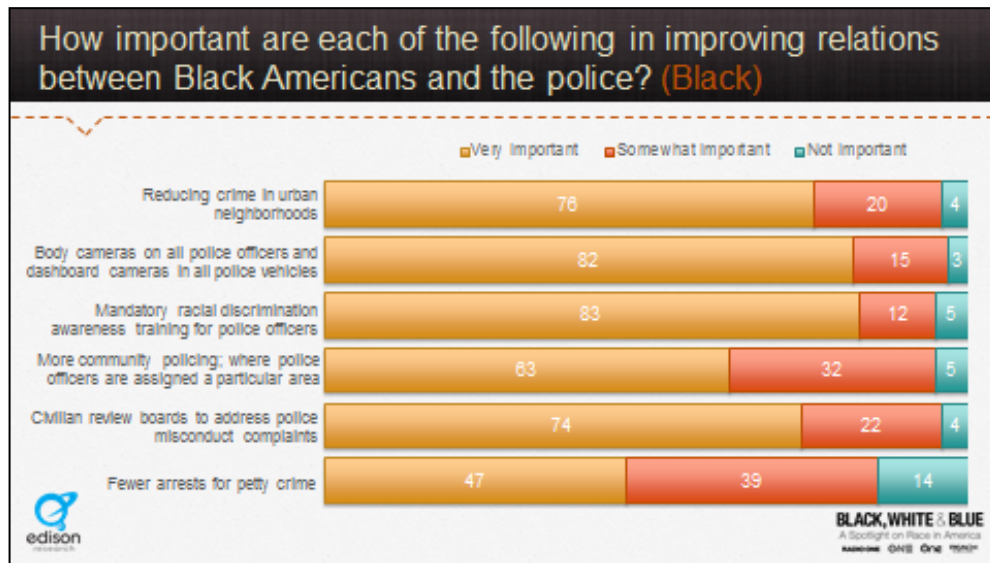


- Perception of Media Coverage

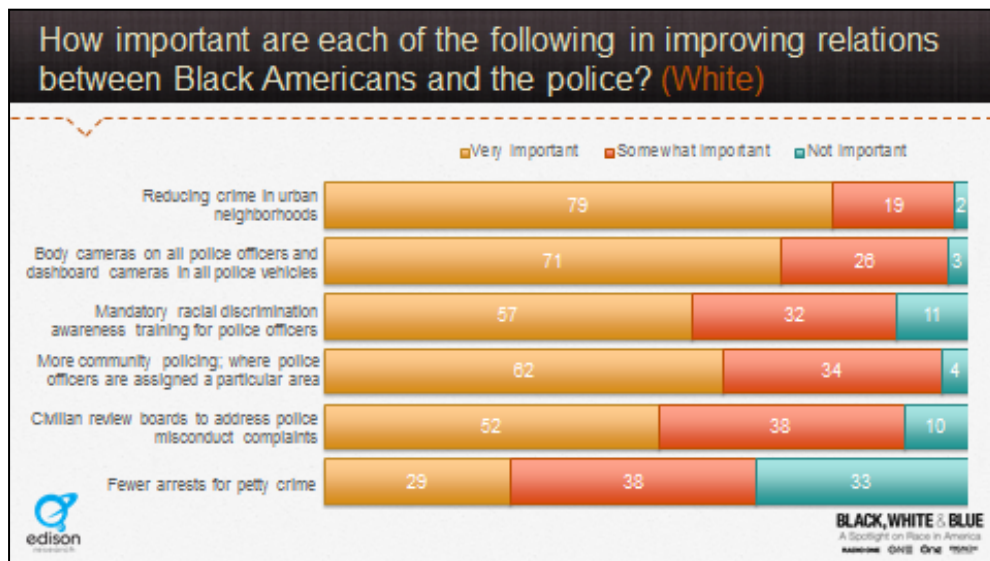
Both Black Americans and White Americans express similar satisfaction (or lack thereof) with the media coverage of the recent issues in the news – in fact Black Americans express a touch higher level of satisfaction:



- Similar points of view on solutions



As your eye toggles back and forth between the two graphs on the left, you will see that there is a certain level of agreement as to the importance of the various ideas floated to improve relations between Black Americans and the police. The only area of



strong divergence comes with regard to 'fewer arrests for petty crime.'

- Description of Black Lives Matter

One of the most intriguing findings of our study came when we asked people to describe the Black Lives Matter movement in “one or two words.” The results are reflected in the ‘word clouds’ below:



The picture to the left represents the findings among our Black American respondents. The frequency of the response is represented by the size of the word or phrase. As can be seen, the largest items are “Equality,” “Justice,” and “Black Lives.”

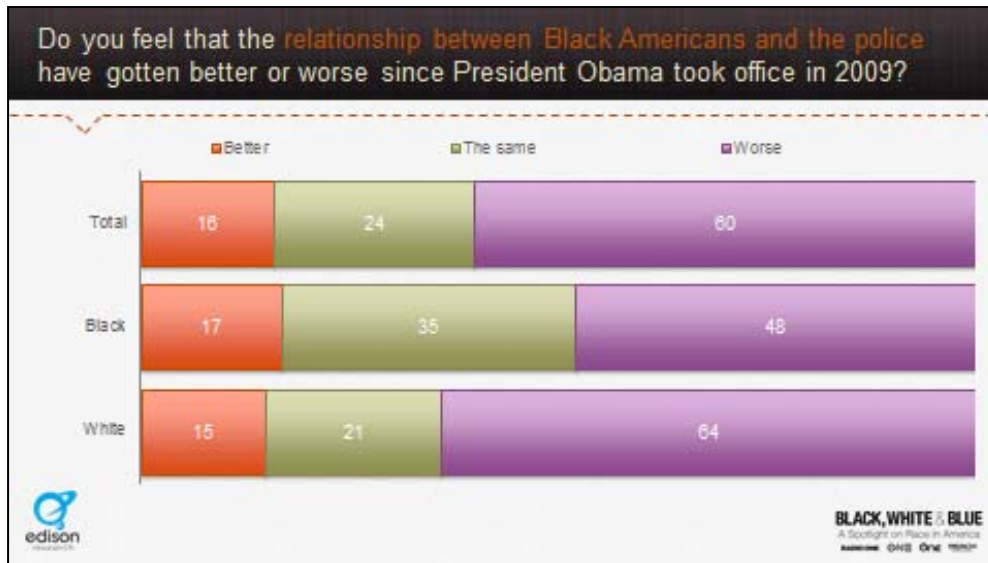
The next biggest items, much smaller, are “Awareness,” “Peace,” and “Stop Police Brutality.”

Meanwhile, on the right we have the answers among White Respondents. (The greater number of words reflects the larger number of White Americans in the sample as compared



to Black Americans). Notice that White Americans also use “Equality” as their modal answer, followed by ‘Black Lives,’ and then, intriguingly, “Good.” “Justice” comes in fifth, after “Violence”. To be sure, there are some negative terms in evidence, and summed up the number of negative answers is not insignificant. Still, it is worth noting that the two word clouds are surprisingly similar, at least in the most common answers.

- Police relations during Obama administration



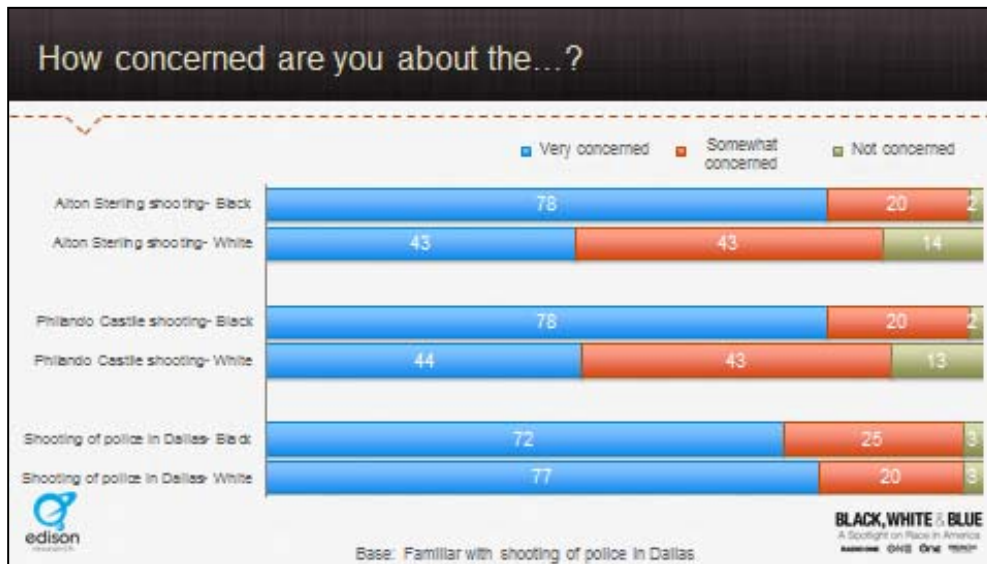
Whether the President himself and his administration are at the root of this finding is a topic for debate, but only a small minority of Black Americans and White Americans believe that relations between Black Americans and the police have improved during the last seven years.

However, White Americans are much more likely to say that things have gotten worse. This could imply that the events of the last several months has changed the White perception of this relationship, while Black Americans are more likely to see these events as part of a status quo.

Important differences between Black Americans and White Americans

Here are some items of difference between Black and White Americans that we found particularly noteworthy:

- Concern about the Sterling and Castile events



While both Black Americans and White Americans exhibit strong concern about the shootings of Dallas policemen in equal measure, there is a differential when it comes to the Sterling and Castile events. Black Americans are approximately 80% more likely to say they are 'very concerned' about these shootings compared to White

Americans.

It is worth noting, however, that the White Americans *do* express concern about Castile and Sterling in overwhelming numbers. The difference is in the degree of concern with White Americans much more likely to choose the 'Somewhat concerned' option.

- Racial Profiling

As the nearby graph shows, there is a very significant difference between Black Americans and White Americans when it comes to perception of Racial Profiling by law enforcement in their communities. More than half of Black Americans believe profiling is happening “all the time”, while only 15% of White Americans perceive consistent profiling. At the other end of the spectrum, while a tiny portion of Black Americans ‘rarely’ or ‘never’ perceive profiling, fully one-third of White Americans give these responses.



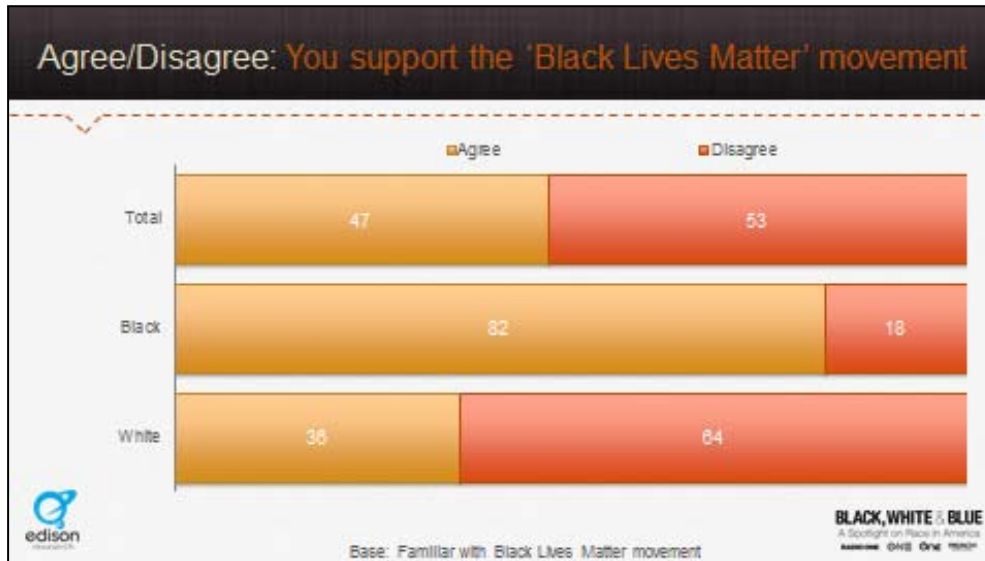
Of course, the question does not delve into the nature of this profiling, but regardless there is a broad difference in perception between Black and White Americans on the issue of profiling by law enforcement.

- Support for the “Black Lives Matter” movement

We asked a variety of questions about the Black Lives Matter movement. In general (but not every case) there is significant disagreement between Black and White Americans with regard to BLM.

On the most basic level is the question represented in the graph below: “Do you agree or disagree with the following statement: You support the ‘Black Lives Matter’ movement”?

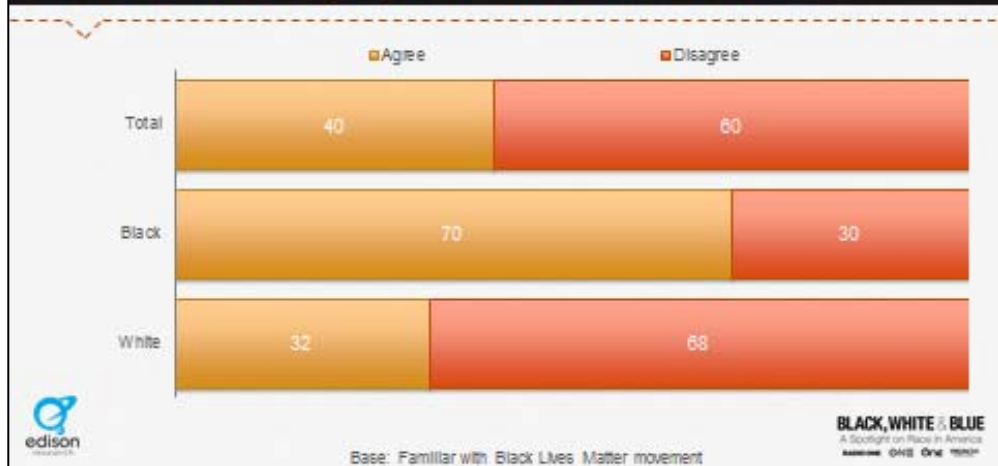
As can be quickly seen, an overwhelming majority of Black Americans agree with this statement (and thus, state their support for the movement), while just under two-thirds of White Americans disagree (or don't support).



It is worth noting, at least at some level, that the flip is true – more than one third of White Americans *do* support the Black Lives Matter movement. This might be higher than some would guess.

There are similar disparities on other items with regard to BLM, as can be seen in the graphs on the next page:

Agree/Disagree: You feel the 'Black Lives Matter' movement is making a positive difference in America



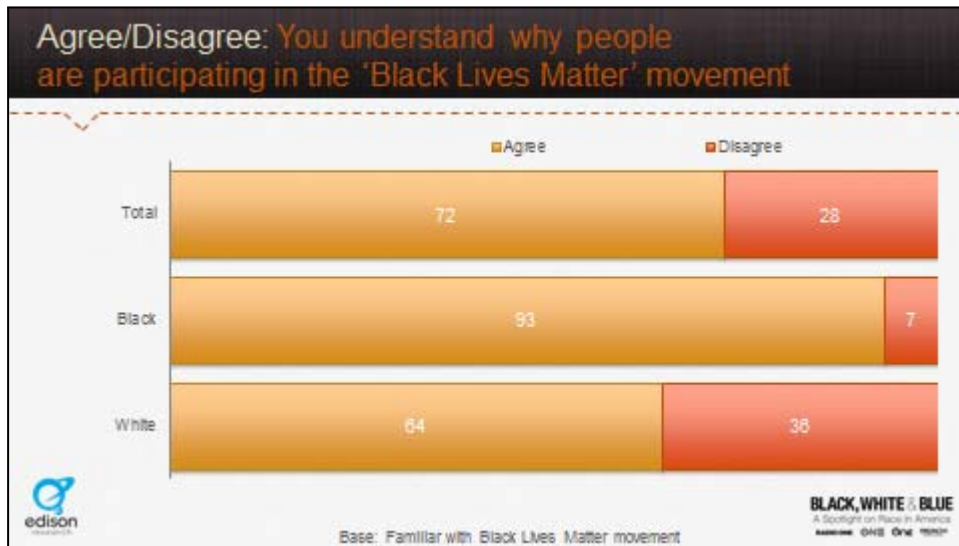
Agree/Disagree: The 'Black Lives Matter' movement encourages violence



Agree/Disagree: The 'Black Lives Matter' movement is dividing America



However, there was one interesting finding from our series of Agree/Disagree statements about Black Lives Matter that might lead to more optimism, or at least some common ground. This is represented in the graph below:



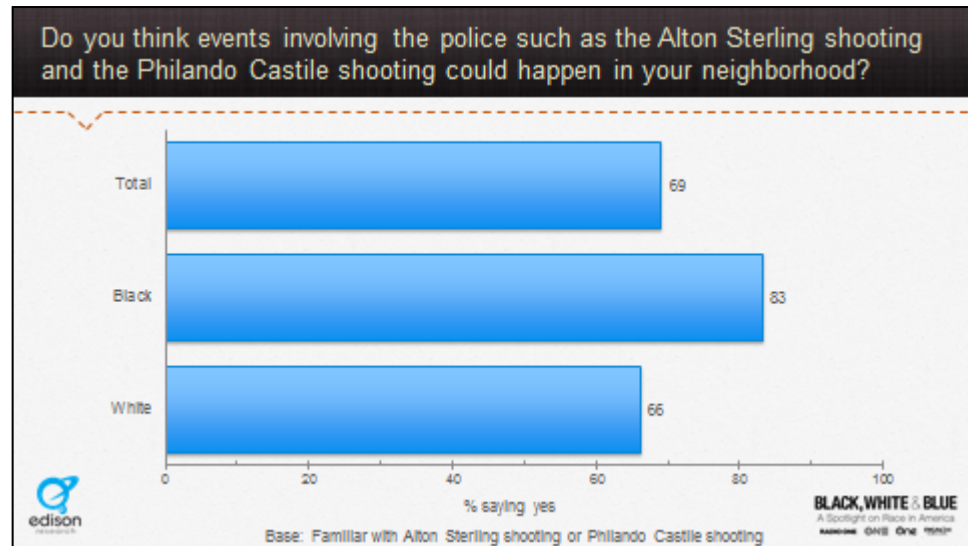
While a strong majority of White Americans were not willing to say they 'support' BLM and worry about incitement and its success to date – a clear majority of Whites do say they *understand* why people are participating in the BLM movement. This implies that at least two-thirds of White Americans 'get it' with regard to BLM even if they don't 'support' it.

Now some may look at this finding as 'thin gruel' and that *understanding* BLM while not supporting it does Black Americans no good. We won't comment on which way to take this finding – but at minimum this is a key point to make – White America (or at least two-thirds of it) is, at the very least, open-eyed about the issues that underpin the Black Lives Matter movement.

- Could it happen in your neighborhood?

Just under seven in ten respondents to the survey believe that the kind of events involving the police and Messrs. Sterling and Castile could happen in their own neighborhood.

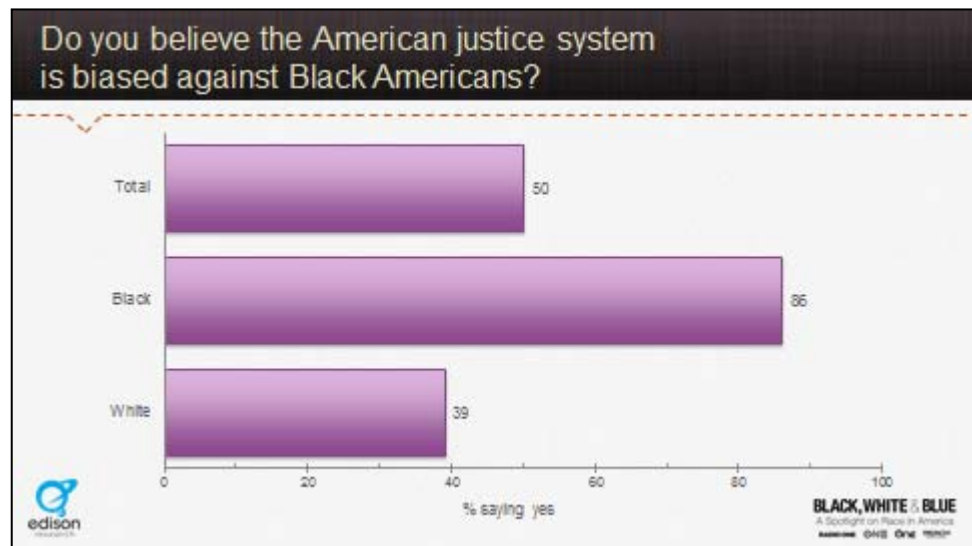
However, as can be seen in the nearby graph, Black Americans are significantly more likely to believe it could happen in their neighborhoods.



This finding seems to show that there is fear pretty much everywhere in America, but this fear is being felt mostly among Black Americans.

- Perception of justice system bias against Black Americans

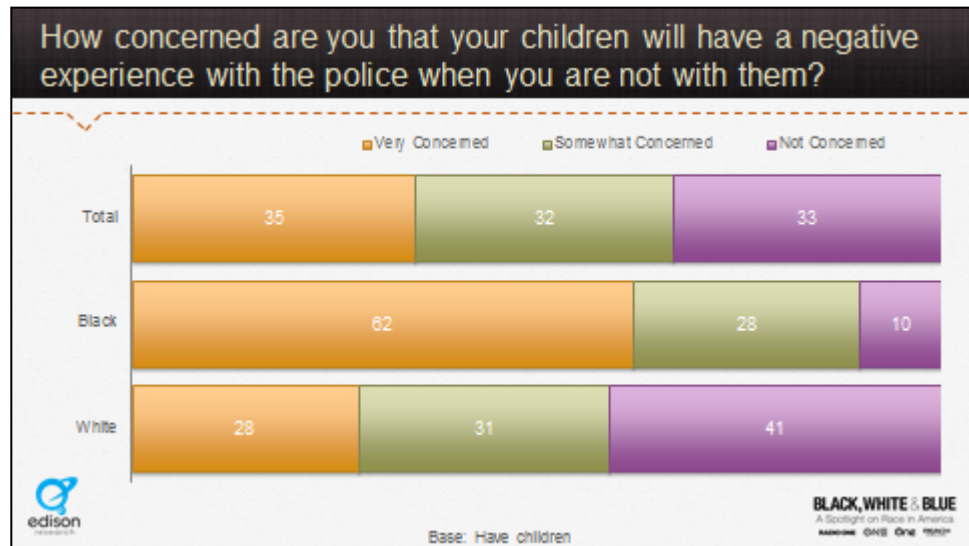
One of the most dramatic differences between Black and White Americans in our survey relates to belief that the justice system is biased against Black Americans. As is easily seen, an overwhelming majority (86%) of Black Americans believe this is so, while only a minority (39%) of White Americans perceives such bias.



- Concern about one's children

Another area of significant disagreement between Black Americans and White Americans is with regard to concern about one's children in relating to police. We asked the four-fifths of our sample that has children about these concerns as is seen in the graph below:

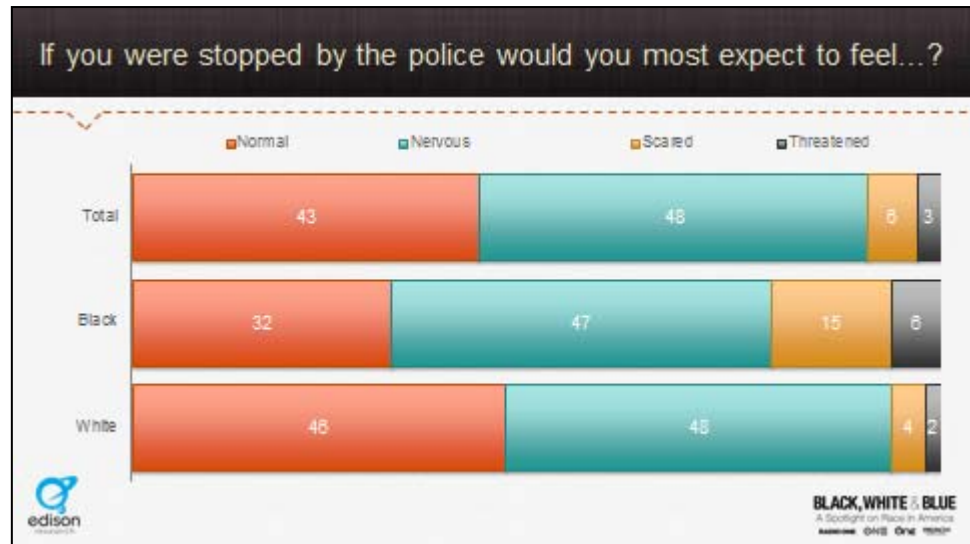
As can be seen, Black American parents almost unanimously have a concern about a negative interaction with police for their children when they are not with them. While a majority of White American parents do express some concern, one can quickly observe that the level of concern for White Americans is entirely different than it is for Black Americans.



- Response if pulled over by police

We asked an intriguing question with regard to how one would feel if pulled over by police. Respondents were asked to choose among four words that would best reflect their response:

While a significant portion of both Black and White Americans say they would feel 'Normal' or 'Nervous', the key to this item comes in the more extreme responses of 'Scared' or 'Threatened.' Only 6% of White Americans chose either of these words, as compared to 21% of Black Americans. In other words Black Americans are 250% more likely to say they are likely to feel 'Scared' or 'Threatened' if stopped by police than White Americans.



- Satisfaction with police

When we asked about general satisfaction with the police, there is not consensus on satisfaction with local police:

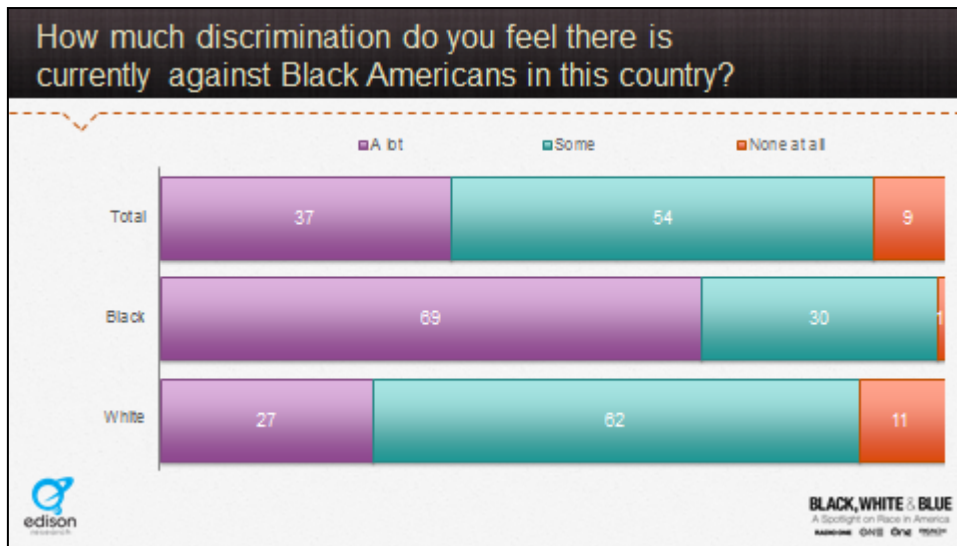


While both Black Americans and White Americans express at least some level of satisfaction with the job the police are doing in their communities, White Americans are vastly more likely to say they are "Very Satisfied."

While this question doesn't get to the nature or cause of

'satisfaction' among respondents, this difference in 'job performance rating' is certainly worth noting.

One final area of broad disagreement, with regard to the level of discrimination against Black Americans:



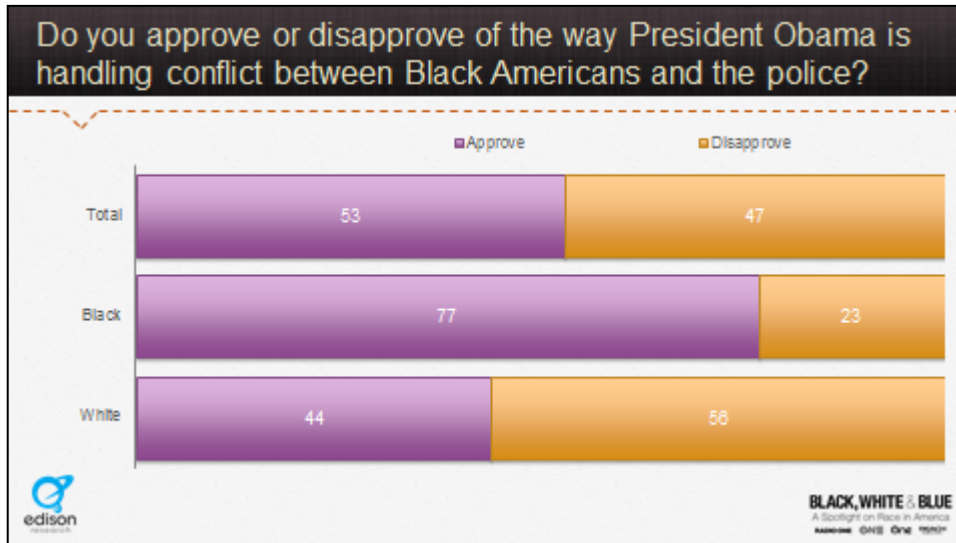
Now perhaps it's some measure of 'good news' that only a small portion of White Americans fail to perceive that there currently is any discrimination against Black Americans. However the key to this graph is in the perception of 'a lot'. Seven in ten Black Americans perceive a lot of bias against Black Americans today, as

compared to fewer than three-in-ten White Americans.

A finding like this one requires perspective. On the one hand there is the distressing lack of agreement as to the size of the problem. On the other, there is overwhelming agreement as to the *existence* of the problem.

The role of politics and politicians relating to these issues

- Broad disagreement on President Obama's handling of the recent incidents



One of the biggest areas of disagreement between Black Americans and White Americans comes with feelings about President Obama. We asked respondents if they approved or disapproved of the way the President is handling conflict between Black Americans and the police. As the nearby graph shows, Black

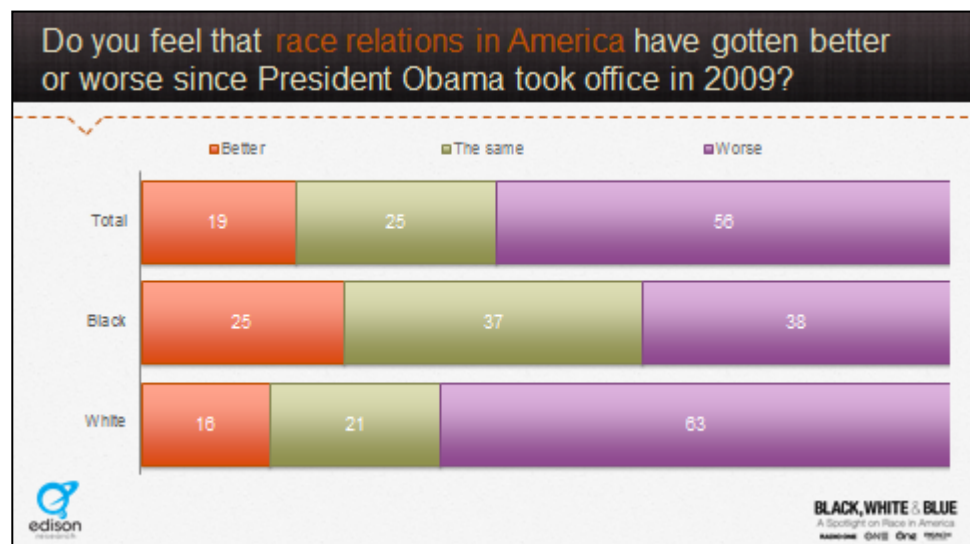
Americans overwhelmingly approve of the President's handling of the conflict. (However, it is worth noting that one-quarter of Black Americans don't approve – a percentage significantly higher than, for instance, the percentage of Black Americans who voted against President Obama in 2012.)

Meanwhile, a strong majority of whites disapprove of the President's handling of this situation. Of course some of this would relate to general enmity towards the president among White Americans. In total, the approval rating for the President's handling of this situation is a few notches *above* what he gets for general approval ratings in other national polls (he has been averaging about 50-51% in recent surveys).

- A negative perspective on the direction of race relations

We also asked about race relations since President Obama was sworn in amid a burst of positive feelings about race in America following the election of our first black president.

As the graph to the right shows, few Americans think race relations have improved over the last seven-plus years.



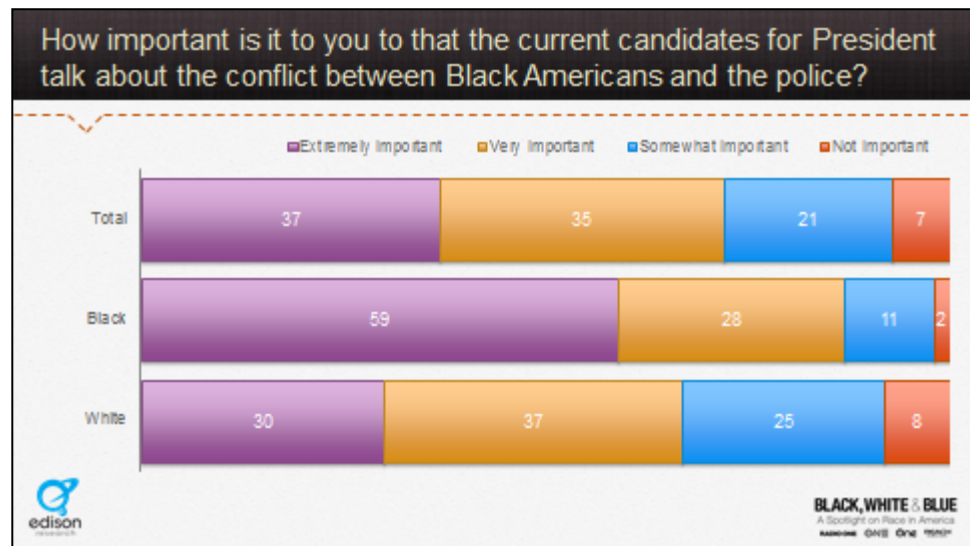
No doubt influenced by the events of the last several weeks, a large majority of White Americans say that relations have gotten worse since 2009. While Black Americans were significantly less likely to say things are worse, they are not terribly disposed to say things have gotten better. A large group of Black Americans choose the answer 'the same' for this item, perhaps showing a better understanding of the status quo ante Obama.

Meanwhile, below we look at a similar perception and find a similar story – the relations between Black Americans and the police. Equally few Black Americans and White Americans think things have gotten better over the last several years. Again Black Americans are more likely to say “the same” again perhaps because they see today’s problems as not a new thing.

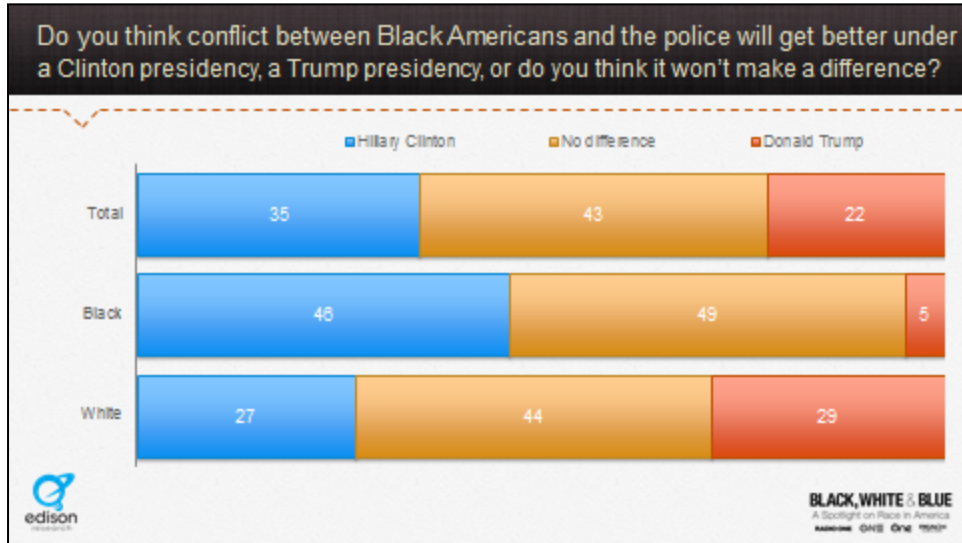
- Need to discuss in the upcoming election

A large majority of Americans, both Black and White Americans, believe it is important for the candidates in this year’s election to talk about the conflict between Black Americans and the police. Only a tiny fraction believe it is not important.

While Black Americans are much more likely to say it is ‘extremely important’, it is worth noting that in all cases people think this is an issue that the candidates should be discussing.



- Does the election even matter?



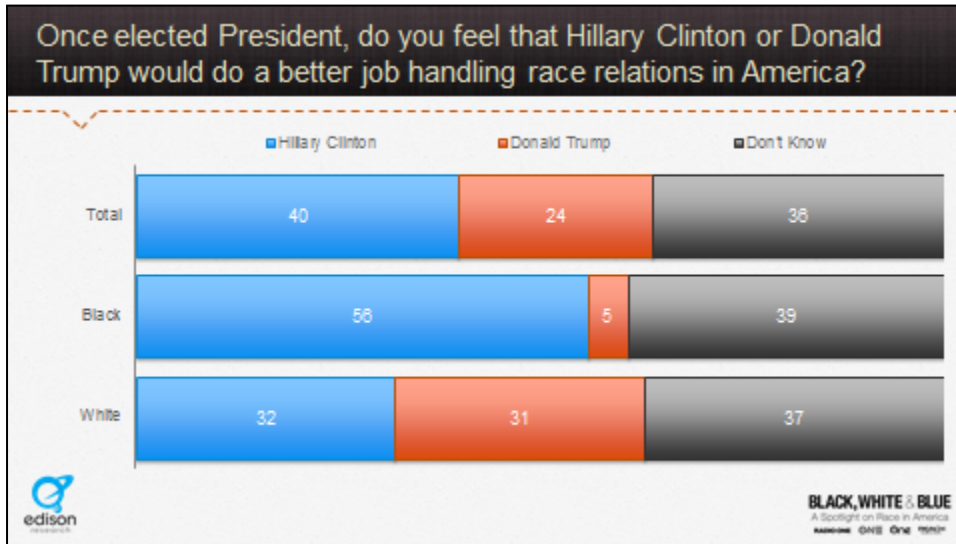
We asked our respondents which candidate will make relations between Black Americans and the police better. Sadly, the modal answer is "it won't make a difference who wins."

Fully half of Black Americans don't believe that the next president will be able to improve the situation. Does that mean that they don't

believe things can improve, or that improvement cannot come down from the top?

Hillary Clinton is seen as more likely to help improve things, with her advantage entirely coming from non-whites.

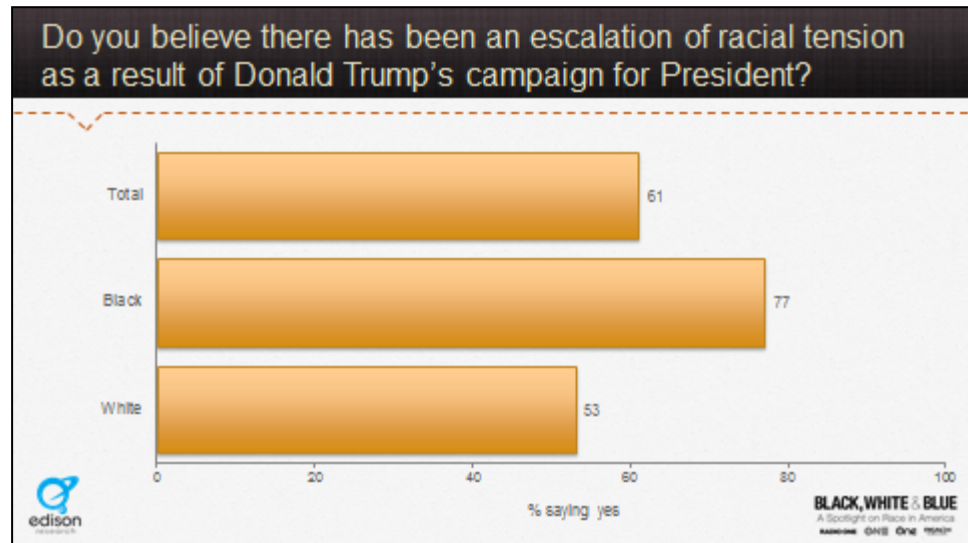
- Who will improve race relations?



Similar to what we saw on the previous item, Hillary Clinton is seen as more prepared to 'handle' race relations once elected. As can be seen in the graph to the left, all of that advantage is coming from non-whites – among whites Clinton and Trump get the same level of support on this issue.

- Donald Trump seen as divisive on race

One of the most fascinating findings of our study is how aware people are of Trump's impact. We asked "Do you believe there has been an escalation of racial tension as a result of Donald Trump's campaign for President?" A strong majority of Americans believe that Trump's campaign has indeed increased racial tensions, and even a majority of whites believe this is the case.





BLACK, WHITE & BLUE

A Spotlight on Race in America

RADIOONE ONE one REACH MEDIA

This report points out what we felt were some of the more interesting differences and similarities in Black American and White American responses to the questions in our survey. As stated, we have posted the entire questionnaire and results in the spirit of transparency and to invite further analysis and discussion.

For more information please contact us at info@edisonresearch.com.

About Edison Research:

Edison Research conducts survey research and provides strategic information to a broad array of clients, including Activision, AMC Theatres, Disney, Dolby Laboratories, Google, Gulf News, the U.S. International Broadcasting Bureau, Pandora, Samsung, Siemens, Sony, Time Warner and Yahoo. Edison Research works with many of the largest American radio ownership groups, including Bonneville, Emmis, Entercom, CBS Radio and Radio One. Another specialty for Edison is its work for media companies throughout the world, conducting research in North America, South America, Africa, Asia, and Europe. Edison Research is the sole provider of election exit poll data for the National Election Pool comprised of ABC, CBS, CNN, FOX, NBC and the Associated Press. Edison is also the leading provider of consumer exit polling and has conducted face-to-face research in almost every imaginable venue.

Are you:

<u>Total</u>		<u>Black</u>	<u>White</u>
48%	Male	48%	48%
52%	Female	52%	52%

How old are you?

<u>Total</u>		<u>Black</u>	<u>White</u>
13%	18-24	16%	12%
17%	25-34	18%	15%
17%	35-44	19%	16%
19%	45-54	20%	18%
16%	55-64	14%	18%
18%	65 and older	13%	21%

Which of the following best describes you?

<u>Total</u>	
71%	White
13%	Black or African-American
16%	Hispanic or Latino
5%	Asian
1%	Other
1%	Prefer not to answer

What is the highest level of education you have completed?

<u>Total</u>		<u>Black</u>	<u>White</u>
42%	High School Graduate or Less	48%	37%
28%	Some college, including associate degree	32%	28%
19%	College graduate/Bachelor's degree	13%	22%
11%	Graduate or post-graduate degree (Master's, MD, PhD)	7%	13%

Now you are going to read about a variety of events that have been in the news.

How familiar are you with...?

The Alton Sterling shooting by police in Baton Rouge, Louisiana on July 5th 2016

<u>Very Familiar</u>			<u>Somewhat Familiar</u>			<u>Not at all familiar</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
38%	58%	32%	51%	37%	56%	11%	5%	12%

The Philando Castile shooting by police in Minnesota on July 6th 2016

<u>Very Familiar</u>			<u>Somewhat Familiar</u>			<u>Not at all familiar</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
36%	55%	32%	46%	34%	49%	18%	11%	19%

The shootings of police officers in Dallas, Texas on July 7th 2016

<u>Very Familiar</u>			<u>Somewhat Familiar</u>			<u>Not at all familiar</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
60%	65%	57%	35%	32%	38%	5%	3%	5%

The death of Freddie Gray in Baltimore, Maryland in 2015 while in police custody

<u>Very Familiar</u>			<u>Somewhat Familiar</u>			<u>Not at all familiar</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
40%	56%	39%	44%	33%	47%	16%	11%	14%

The death of Sandra Bland in Waller County, Texas in 2015 while in police custody

<u>Very Familiar</u>			<u>Somewhat Familiar</u>			<u>Not at all familiar</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
28%	57%	21%	35%	30%	36%	37%	13%	43%

The death of Eric Garner on Staten Island, New York in 2014

<u>Very Familiar</u>			<u>Somewhat Familiar</u>			<u>Not at all familiar</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
27%	48%	21%	32%	31%	33%	41%	22%	46%

The Trayvon Martin shooting in Sanford, Florida in 2012

<u>Very Familiar</u>			<u>Somewhat Familiar</u>			<u>Not at all familiar</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
60%	78%	54%	30%	18%	35%	10%	4%	11%

Which of the following best describes your familiarity with the ‘Black Lives Matter’ movement?

<u>Total</u>		<u>Black</u>	<u>White</u>
3%	Very familiar; have participated in a ‘Black Lives Matter’ event	13%	2%
44%	Very familiar; have not participated in a ‘Black Lives Matter’ event	58%	38%
32%	Somewhat familiar with the ‘Black Lives Matter’ movement	18%	37%
17%	Heard of ‘Black Lives Matter’ but don’t know much about it	10%	19%
4%	Never heard of the ‘Black Lives Matter’ movement	1%	4%

How concerned are you about...? (Base: Familiar with event)

The Alton Sterling shooting by police in Baton Rouge, Louisiana on July 5th 2016

<u>Very concerned</u>			<u>Somewhat concerned</u>			<u>Not at all concerned</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
53%	78%	43%	36%	20%	43%	11%	2%	14%

The Philando Castile shooting by police in Minnesota on July 6th 2016

<u>Very concerned</u>			<u>Somewhat concerned</u>			<u>Not at all concerned</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
52%	78%	45%	38%	20%	42%	10%	2%	13%

The shootings of police officers in Dallas, Texas on July 7th 2016

<u>Very concerned</u>			<u>Somewhat concerned</u>			<u>Not at all concerned</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
76%	72%	77%	21%	25%	20%	3%	3%	3%

How closely have you been following the news coverage about...? (Base: Familiar with event)

The Alton Sterling shooting by police in Baton Rouge, Louisiana on July 5th 2016

<u>Very closely</u>			<u>Somewhat closely</u>			<u>Not very closely</u>			<u>Not closely at all</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
28%	45%	24%	44%	42%	43%	24%	12%	29%	4%	1%	4%

The Philando Castile shooting by police in Minnesota on July 6th 2016

<u>Very closely</u>			<u>Somewhat closely</u>			<u>Not very closely</u>			<u>Not closely at all</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
29%	51%	24%	45%	38%	44%	21%	9%	25%	5%	2%	7%

The shootings of police officers in Dallas, Texas on July 7th 2016

<u>Very closely</u>			<u>Somewhat closely</u>			<u>Not very closely</u>			<u>Not closely at all</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
45%	51%	43%	41%	37%	41%	12%	10%	14%	2%	2%	2%

How did you first hear about...? (Base: Familiar with event)

The Alton Sterling shooting by police in Baton Rouge, Louisiana on July 5th 2016

<u>Total</u>		<u>Black</u>	<u>White</u>
16%	Social Media	23%	14%
5%	Friend/family/co-worker/acquaintance	3%	4%
41%	On TV through a news source	53%	41%
16%	On the internet through a news source	11%	16%
4%	On the radio	1%	5%
1%	Podcast	-	1%
3%	Newspaper	1%	5%
3%	News alert on your phone	3%	2%
11%	Unfamiliar	5%	12%

The Philando Castile shooting by police in Minnesota on July 6th 2016 (Base: Familiar with event)

<u>Total</u>		<u>Black</u>	<u>White</u>
16%	Social Media	25%	14%
4%	Friend/family/co-worker/acquaintance	3%	4%
36%	On TV through a news source	45%	34%
14%	On the internet through a news source	10%	14%
4%	On the radio	1%	6%
1%	Podcast	1%	1%
4%	Newspaper	1%	5%
3%	News alert on your phone	3%	3%
18%	Unfamiliar	11%	19%

The shootings of police officers in Dallas, Texas on July 7th 2016 (Base: Familiar with event)

<u>Total</u>		<u>Black</u>	<u>White</u>
15%	Social Media	15%	14%
5%	Friend/family/co-worker/acquaintance	5%	5%
47%	On TV through a news source	58%	46%
14%	On the internet through a news source	11%	14%
5%	On the radio	2%	5%
1%	Podcast	-	1%
4%	Newspaper	1%	5%
4%	News alert on your phone	4%	5%
5%	Unfamiliar	4%	5%

The 'Black Lives Matter' movement (**Base: Familiar with event**)

<u>Total</u>		<u>Black</u>	<u>White</u>
20%	Social Media	26%	19%
6%	Friend/family/co-worker/acquaintance	6%	6%
47%	On TV through a news source	52%	47%
13%	On the internet through a news source	8%	12%
3%	On the radio	2%	3%
1%	Podcast	1%	-
5%	Newspaper	2%	7%
1%	News alert on your phone	2%	2%
4%	Unfamiliar	1%	4%

Are you continuing to follow the news about these issues through any of the following sources?

<u>Total</u>		<u>Black</u>	<u>White</u>
38%	Social Media	46%	35%
21%	Friend/family/co-worker/acquaintance	34%	19%
63%	On TV through a news source	74%	62%
42%	On the internet through a news source	43%	40%
18%	On the radio	19%	18%
4%	Podcast	3%	5%
21%	Newspaper	16%	22%
12%	News alert on your phone	15%	11%
7%	Don't follow the news about these issues	5%	7%

How much do you trust each of the following as sources for news and information?

Wolf Blitzer

<u>Trust a lot</u>			<u>Somewhat trust</u>			<u>Do not trust at all</u>			<u>Not familiar</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
18%	16%	19%	35%	33%	35%	15%	8%	15%	32%	43%	31%

Al Sharpton

<u>Trust a lot</u>			<u>Somewhat trust</u>			<u>Do not trust at all</u>			<u>Not familiar</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
13%	29%	10%	28%	39%	23%	45%	23%	53%	14%	9%	14%

Roland Martin

<u>Trust a lot</u>			<u>Somewhat trust</u>			<u>Do not trust at all</u>			<u>Not familiar</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
12%	29%	8%	20%	26%	17%	9%	8%	10%	59%	37%	65%

Don Lemon

<u>Trust a lot</u>			<u>Somewhat trust</u>			<u>Do not trust at all</u>			<u>Not familiar</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
11%	18%	10%	21%	26%	18%	11%	11%	12%	57%	45%	60%

Bill O'Reilly

<u>Trust a lot</u>			<u>Somewhat trust</u>			<u>Do not trust at all</u>			<u>Not familiar</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
23%	16%	26%	36%	34%	38%	26%	34%	23%	15%	16%	13%

George Stephanopoulos

<u>Trust a lot</u>			<u>Somewhat trust</u>			<u>Do not trust at all</u>			<u>Not familiar</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
22%	25%	22%	39%	36%	40%	16%	9%	18%	23%	30%	20%

Anderson Cooper

<u>Trust a lot</u>			<u>Somewhat trust</u>			<u>Do not trust at all</u>			<u>Not familiar</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
32%	38%	32%	41%	39%	40%	14%	9%	16%	13%	14%	12%

Scott Pelley

<u>Trust a lot</u>			<u>Somewhat trust</u>			<u>Do not trust at all</u>			<u>Not familiar</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
17%	17%	17%	27%	23%	28%	9%	9%	9%	47%	51%	46%

Megyn Kelly

<u>Trust a lot</u>			<u>Somewhat trust</u>			<u>Do not trust at all</u>			<u>Not familiar</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
19%	10%	22%	36%	37%	36%	17%	20%	17%	27%	33%	26%

Lester Holt

Trust a lot

Total **Black** **White**
23% 31% 21%

Somewhat trust

Total **Black** **White**
33% 31% 34%

Do not trust at all

Total **Black** **White**
9% 6% 10%

Not familiar

Total **Black** **White**
35% 32% 34%

Do you think events involving the police such as the Alton Sterling shooting in Louisiana, and the Philando Castile shooting in Minnesota could happen in your neighborhood?

<u>Total</u>		<u>Black</u>	<u>White</u>
63%	Yes	79%	59%
28%	No	17%	31%
9%	Unfamiliar	4%	10%

How much discrimination do you feel there is currently against Black Americans in this country?

<u>Total</u>		<u>Black</u>	<u>White</u>
37%	A lot	69%	27%
54%	Some	30%	63%
9%	None at all	1%	10%

Do you agree or disagree with the following statement: the Alton Sterling shooting in Louisiana occurred mostly because he was Black?

<u>Total</u>		<u>Black</u>	<u>White</u>
51%	Agree	85%	41%
38%	Disagree	10%	47%
11%	Unfamiliar	5%	12%

Do you agree or disagree with the following statement: the Philando Castile shooting in Minnesota occurred mostly because he was Black?

<u>Total</u>		<u>Black</u>	<u>White</u>
50%	Agree	78%	41%
32%	Disagree	11%	40%
18%	Unfamiliar	11%	19%

How often do you think racial profiling is being used by law enforcement in your community?

<u>Total</u>		<u>Black</u>	<u>White</u>
24%	All the time	51%	15%
50%	Sometimes	40%	52%
21%	Rarely	7%	27%
5%	Never	2%	6%

Do you believe the American justice system is biased against Black Americans?

<u>Total</u>		<u>Black</u>	<u>White</u>
50%	Yes	86%	39%
50%	No	14%	61%

Do you agree or disagree with the following statements about the ‘Black Lives Matter’ movement?

(Base: Familiar with ‘Black Lives Matter’ movement)

You feel the ‘Black Lives Matter’ movement is making a positive difference in America

<u>Agree</u>			<u>Disagree</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
40%	70%	32%	60%	30%	68%

You understand why people are participating in the ‘Black Lives Matter’ movement

<u>Agree</u>			<u>Disagree</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
72%	93%	64%	28%	7%	36%

You support the ‘Black Lives Matter’ movement

<u>Agree</u>			<u>Disagree</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
47%	82%	36%	53%	18%	64%

The ‘Black Lives Matter’ movement is dividing America

<u>Agree</u>			<u>Disagree</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
65%	37%	72%	35%	63%	28%

The ‘Black Lives Matter’ movement encourages violence

<u>Agree</u>			<u>Disagree</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
58%	22%	68%	42%	78%	32%

The ‘Black Lives Matter’ movement suggests that black lives matter more than non-black lives

<u>Agree</u>			<u>Disagree</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
50%	26%	57%	50%	74%	43%

You want to get more involved with the ‘Black Lives Matter’ movement

<u>Agree</u>			<u>Disagree</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
24%	52%	17%	76%	48%	83%

What one or two words would you use to describe what the ‘Black Lives Matter’ movement stands for?

Do you feel the shooting of police officers in Dallas will increase police bias against Black Americans?

<u>Total</u>		<u>Black</u>	<u>White</u>
55%	Yes	69%	49%
40%	No	28%	46%
5%	Unfamiliar	3%	5%

As you may know, there have been many protests across the country as a response to the recent shootings of

Black Americans by the police. Do you think these protests have been justified?

<u>Total</u>		<u>Black</u>	<u>White</u>
51%	Yes	75%	45%
49%	No	25%	55%

Do you feel the protests have been...?

<u>Total</u>		<u>Black</u>	<u>White</u>
32%	Effective	49%	29%
68%	Not effective	51%	71%

Approximately how many times in your life, if any, have you been pulled over or stopped by the police?

<u>Total</u>		<u>Black</u>	<u>White</u>
24%	Zero	25%	22%
12%	One	10%	11%
16%	Two	18%	17%
12%	Three	8%	14%
7%	Four	6%	7%
8%	Five	7%	9%
7%	Six to Nine	9%	8%
14%	Ten or more	17%	12%

During the last time you were pulled over or stopped by the police, did you feel the police officer treated you with respect?

<u>Total</u>		<u>Black</u>	<u>White</u>
80%	Yes	74%	84%
20%	No	26%	16%

In general, how satisfied are you with the job the police in your community are doing?

<u>Total</u>		<u>Black</u>	<u>White</u>
51%	Very satisfied	28%	58%
42%	Somewhat satisfied	57%	36%
8%	Not satisfied at all	15%	6%

In general, do you feel the police make your community safer, less safe, or do the police make no difference?

<u>Total</u>		<u>Black</u>	<u>White</u>
77%	Safer	56%	83%
10%	Less safe	16%	7%
13%	Police make no difference	28%	10%

How important do you think it is for parents to talk to their children about how to interact with the police?

<u>Total</u>		<u>Black</u>	<u>White</u>
87%	Very important	89%	87%
12%	Somewhat important	9%	12%
1%	Not at all important	2%	1%

How concerned are you that your children will have a negative experience with the police when you are not with them?

<u>Total</u>		<u>Black</u>	<u>White</u>
29%	Very concerned	51%	22%
25%	Somewhat concerned	23%	25%
27%	Not at all concerned	8%	33%
19%	You do not have any children	18%	20%

Do you think Black Americans are treated unfairly by the police...?

<u>Total</u>		<u>Black</u>	<u>White</u>
16%	All the time	34%	11%
60%	Sometimes	60%	59%
20%	Rarely	5%	25%
4%	Never	1%	5%

Have you personally made changes to your daily routine due to recent racial conflicts in America?

<u>Total</u>		<u>Black</u>	<u>White</u>
20%	Yes	33%	15%
80%	No	67%	85%

If you were stopped by the police would you most expect to feel...?

<u>Total</u>		<u>Black</u>	<u>White</u>
43%	Normal	31%	46%
48%	Nervous	47%	48%
6%	Scared	16%	4%
3%	Threatened	6%	2%

Do you have any familiarity with the police officers who routinely patrol your neighborhood?

<u>Total</u>		<u>Black</u>	<u>White</u>
28%	Yes	24%	30%
53%	No	55%	52%
19%	Police don't patrol your neighborhood	21%	18%

Do you believe that you personally hold any racial biases?

<u>Total</u>		<u>Black</u>	<u>White</u>
26%	Yes	26%	26%
74%	No	74%	74%

How satisfied are you with how the news media is covering the recent racial conflict stories?

<u>Total</u>		<u>Black</u>	<u>White</u>
23%	Very satisfied	27%	22%
49%	Somewhat satisfied	48%	48%
28%	Not at all satisfied	25%	30%

How much do you trust the news media's reporting on recent racial conflict stories?

<u>Total</u>		<u>Black</u>	<u>White</u>
24%	A lot	25%	23%
52%	A little	55%	53%
24%	Not at all	20%	24%

How important to you are black operated news and media sources? (Base: Black respondents)

<u>Total</u>	
38%	Very important, they are your top source of information
51%	Somewhat important, you use them for information but use other sources more
11%	Not at all important, you don't use them as sources of news and information

Do you think more restrictive gun laws would cut down on the amount of violent crime in America?

<u>Total</u>		<u>Black</u>	<u>White</u>
54%	Yes	63%	49%
46%	No	37%	51%

Do you work in law enforcement?

<u>Total</u>		<u>Black</u>	<u>White</u>
8%	Yes	5%	8%
92%	No	95%	92%

Do you have any family members or close friends who work in law enforcement?

<u>Total</u>		<u>Black</u>	<u>White</u>
24%	Yes	35%	22%
76%	No	65%	78%

How important are each of the following in improving relations between Black Americans and the police?

More community policing; where police officers are assigned a particular area so that they become familiar with the local community

<u>Very important</u>			<u>Somewhat important</u>			<u>Not at all important</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
62%	63%	62%	34%	32%	34%	4%	5%	4%

Fewer arrests for petty crime

<u>Very important</u>			<u>Somewhat important</u>			<u>Not at all important</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
34%	47%	29%	38%	39%	38%	28%	14%	33%

Body cameras on all police officers and dashboard cameras in all police vehicles

<u>Very important</u>			<u>Somewhat important</u>			<u>Not at all important</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
74%	82%	71%	23%	15%	26%	3%	3%	3%

Mandatory racial discrimination awareness training for police

<u>Very important</u>			<u>Somewhat important</u>			<u>Not at all important</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
63%	83%	57%	28%	12%	32%	9%	5%	11%

Civilian review boards to address police misconduct complaints

<u>Very important</u>			<u>Somewhat important</u>			<u>Not at all important</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
57%	74%	53%	35%	22%	37%	8%	4%	10%

Reducing crime in urban neighborhoods

<u>Very important</u>			<u>Somewhat important</u>			<u>Not at all important</u>		
<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>	<u>Total</u>	<u>Black</u>	<u>White</u>
78%	76%	79%	20%	21%	19%	2%	4%	2%

Which of the following best describes your opinion about the effectiveness of organized peaceful protests by the Black American community?

<u>Total</u>		<u>Black</u>	<u>White</u>
36%	Peaceful protests are effective in promoting change	23%	39%
64%	Peaceful protests are <u>not</u> very effective in promoting change	77%	61%

Would peaceful protests by the Black American community be more effective if they are escalated to be more disruptive, such as blocking traffic, or by occupying businesses or government buildings?

<u>Total</u>		<u>Black</u>	<u>White</u>
24%	Yes	38%	20%
76%	No	62%	80%

Do you agree or disagree with the following statement: If the Black American community organizes to spend as much of its money as possible in Black American owned businesses, they will increase their ability to promote change.

<u>Total</u>		<u>Black</u>	<u>White</u>
63%	Agree	75%	61%
37%	Disagree	25%	39%

Thinking about your closest friends, how many of them are Black Americans?

<u>Total</u>		<u>Black</u>	<u>White</u>
6%	All	17%	5%
10%	Almost all	33%	6%
9%	About three quarters	22%	6%
11%	About half	14%	9%
16%	About a quarter	3%	18%
32%	Very few	8%	38%
16%	None	3%	18%

When you think about the people you interact with on a regular basis including at work or at school, how many of them are Black Americans?

<u>Total</u>		<u>Black</u>	<u>White</u>
5%	All	13%	4%
9%	Almost all	22%	6%
10%	About three quarters	19%	8%
16%	About half	22%	14%
22%	About a quarter	10%	23%
28%	Very few	12%	33%
10%	None	2%	12%

Some people are registered to vote and others are not. Are you registered to vote, or not?

<u>Total</u>		<u>Black</u>	<u>White</u>
85%	Yes	84%	88%
15%	No	16%	12%

How likely are you to vote in the upcoming Presidential election? Will you...?

<u>Total</u>		<u>Black</u>	<u>White</u>
68%	Definitely vote	63%	71%
17%	Probably vote	20%	14%
8%	Probably not vote	7%	8%
7%	Definitely not vote	10%	7%

When it comes to politics, do you usually think of yourself as a...

<u>Total</u>		<u>Black</u>	<u>White</u>
43%	Democrat	75%	34%
37%	Republican	7%	47%
15%	Independent	11%	15%
5%	Something else	7%	4%

Do you approve or disapprove of the way President Obama is handling conflict between Black Americans and the police?

<u>Total</u>		<u>Black</u>	<u>White</u>
53%	Approve	77%	44%
47%	Disapprove	23%	56%

In general, do you feel that race relations in America have gotten better or worse since President Obama took office in 2009?

<u>Total</u>		<u>Black</u>	<u>White</u>
19%	Better	25%	17%
56%	Worse	38%	63%
25%	Stayed the same	37%	20%

Do you feel that the relationship between Black Americans and the police have gotten better or worse since President Obama took office in 2009?

<u>Total</u>		<u>Black</u>	<u>White</u>
16%	Better	17%	15%
60%	Worse	48%	64%
24%	Stayed the same	35%	21%

How important is it to you that the current candidates for President talk about the conflict between Black Americans and the police?

<u>Total</u>		<u>Black</u>	<u>White</u>
37%	Extremely important	59%	30%
35%	Very important	28%	37%
21%	Somewhat important	10%	25%
7%	Not at all important	3%	8%

Do you think conflict between Black Americans and the police will get better under a Hillary Clinton presidency, under a Donald Trump presidency, or do you think it won't make a difference?

<u>Total</u>		<u>Black</u>	<u>White</u>
35%	Hillary Clinton	46%	27%
22%	Donald Trump	5%	29%
43%	No difference	49%	44%

How much do you expect the outcome from the 2016 Presidential election to affect the issue of conflict between Black Americans and the police?

<u>Total</u>		<u>Black</u>	<u>White</u>
24%	A lot	33%	21%
33%	Somewhat	34%	32%
19%	A little	14%	23%
24%	Not at all	19%	24%

So far, how satisfied are you with the way Hillary Clinton is addressing the recent conflicts between Black Americans and the police?

<u>Total</u>		<u>Black</u>	<u>White</u>
21%	Very satisfied	29%	17%
36%	Somewhat satisfied	43%	34%
43%	Not satisfied at all	28%	49%

So far, how satisfied are you with the way Donald Trump is addressing the recent conflicts between Black Americans and the police?

<u>Total</u>		<u>Black</u>	<u>White</u>
19%	Very satisfied	9%	23%
27%	Somewhat satisfied	16%	32%
54%	Not satisfied at all	75%	45%

Once elected President, do you feel that Hillary Clinton or Donald Trump would do a better job handling race relations in America?

<u>Total</u>		<u>Black</u>	<u>White</u>
40%	Hillary Clinton	56%	32%
24%	Donald Trump	5%	31%
36%	Don't know	39%	37%

Do you believe there has been an escalation of racial tension as a result of Donald Trump's campaign for President?

<u>Total</u>		<u>Black</u>	<u>White</u>
61%	Yes	77%	53%
39%	No	23%	47%

Which of the following best describes your current employment status?

<u>Total</u>		<u>Black</u>	<u>White</u>
43%	Employed full-time for 35 hours or more per week	40%	45%
12%	Employed part-time for less than 35 hours per week	14%	12%
7%	Temporarily unemployed	12%	5%
9%	Homemaker	7%	8%
20%	Retired	15%	23%
5%	Student	8%	4%
3%	Other_____	4%	3%

Would you describe the area you live in as...?

<u>Total</u>		<u>Black</u>	<u>White</u>
36%	Urban	47%	30%
47%	Suburban	40%	50%
17%	Rural	13%	20%

Approximately what is your total annual household income from all sources before taxes?

<u>Total</u>		<u>Black</u>	<u>White</u>
23%	Under \$25,000	34%	21%
22%	Between \$25,000 and \$50,000	26%	20%
17%	Between \$50,000 and \$75,000	15%	17%
11%	Between \$75,000 and \$100,000	9%	12%
13%	Between \$100,000 and \$150,000	8%	14%
10%	Over \$150,000	5%	12%
4%	Prefer not to answer	3%	4%

	Weighted	Unweighted
Total N=	1505	1505
Black N=	200	517
White N=	985	744
Other N=	320	244
Men N=	722	730
Women N=	783	775

Radio One-Edison Research National Research Survey Methodology

The Radio One-Edison Research National Survey is a national online survey of Americans ages 18 years and older. The interviews were conducted from July 15th – 18th, 2016. A total of 1,505 interviews were conducted, with an oversample of 200 Black Americans to allow for in-depth analysis of that group. The sample for the online survey was provided by Survey Sampling International (SSI). The data was weighted to match the most recent United States population estimates from the U.S. Census Bureau for age, gender, race, income, education and region of the country.