

16TH ANNUAL RACIAL ATTITUDES CONFERENCE

RACE, ETHNICITY, AND POPULAR CULTURE

2019 SURVEY REPORT



ANDERSON INSTITUTE
ON RACE AND ETHNICITY

In partnership with
SCHOOL OF PUBLIC AFFAIRS RESEARCH CENTER



Racial Attitudes in Pulaski County

John A. Kirk, Ph.D.

Survey Report Author

Director, Anderson Institute on Race and Ethnicity

Cindy Lou Bennett, MBA

Survey Research Designer

Director, School of Public Affairs Survey Research Center

The mission of the Anderson Institute on Race and Ethnicity is to seek racial and ethnic justice in Arkansas by remembering and understanding the past, informing and engaging the present, and shaping and defining the future.

16TH ANNUAL RACIAL ATTITUDES CONFERENCE

RACE, ETHNICITY, & POPULAR CULTURE

Table of Contents

4	Introduction
6	Executive Summary
10	Survey Section Summaries
24	Methodology

INTRODUCTION

This 16th annual survey of racial attitudes departs from previous surveys in an important way. The survey's scope is limited to the city of Little Rock. Previous surveys were countywide, with interview samples of people living both within the city of Little Rock, the state capital, and also separate interview samples of persons within Pulaski County but outside the boundaries of the city of Little Rock. This year's more narrow focus on Little Rock will enable the Anderson Institute on Race and Ethnicity to devote resources to other purposes. This year's survey data will be comparable to the data from the Little Rock surveys in all previous 15 years.

Each year a subject has been chosen as the primary focus of survey questions. The subjects by year have been as follows: (1) Interracial Perceptions, Equality Issues, Interracial Experiences; (2) Local Government; (3) Community and Trust; (4) Education; (5) Health and Health Care; (6) Economic Wealth, Housing, and Financial Well-Being; (7) Crime; (8) Values, Social Conflict, and Trust; (9) Media; (10) Crime and Punishment; (11) Money, Class, and Opportunity; (12) Values, Family, and Community; (13) Immigration; (14) Race, Ethnicity, and Religion; (15) Education. Survey data for all previous annual surveys can be accessed at ualr.edu/race-ethnicity/research/about/racial-attitudes.

The subject of this year's survey is popular culture. Contemporary cultural influences such as music, language, the media, sports and entertainment influence attitudes and perceptions and can draw people closer to each other or can divide them. There are three sizable racial and ethnic populations within Little Rock—blacks, whites, and Hispanics. A community with multiple racial and ethnic populations is a community with diverse cultures. Increased understanding of similarities and differences can contribute to mutual respect and cooperation toward shared community goals.



EXECUTIVE SUMMARY

I. Race, Ethnicity, Residence, and Social Relationships

In brief, the survey results reveal:

- Whites are more likely than blacks and Hispanics to describe the place they live in as mostly upper income or mostly middle income.
- Blacks and Hispanics are more likely than whites to describe the place they live in as mostly lower income.
- Whites are the most likely to think the place where they live is better than other places to live.
- Blacks are the most likely to think the place where they live is worse than other places to live.
- Hispanics are the most likely to think the place where they live is about the same as other places to live.
- A majority of Hispanics, blacks and whites socialize regularly with members of another race or ethnicity.

II. Race, Ethnicity and Social Media

In brief, the survey results reveal:

- Hispanics are the most likely to use social networking sites like Facebook or Twitter.
- Blacks are the least likely to use social networking sites like Facebook or Twitter.
- Whites are the least likely to see posts about race or race relations on social networking sites.
- Blacks are the most likely to see posts about race or race relations on social networking sites.
- Whites are the most likely to say none of their posts or shares on social networking sites are about race or race relations.
- Blacks are the least likely to say none of their posts or shares on social networking sites are about race or race relations.
- Hispanics are more likely to get news from social networking sites than blacks and whites.

III. Race, Ethnicity and Television News

In brief, the survey results reveal:

- Hispanics are less likely to watch local television news than blacks and whites.
- Blacks, Hispanics and whites watch evening national network television news and cable television news at roughly the same levels.
- Blacks and whites are the most likely to watch cable news on CNN.
- Hispanics are the most likely to watch cable news on Univision/Telemundo/other Spanish channels.

IV. Race, Ethnicity and Media Representations

In brief, the survey results reveal:

- Hispanics are more likely to trust television news to report information fairly than whites and blacks.
- The majority of blacks, whites and Hispanics either strongly or somewhat disagree that the media is fair in the way it represents blacks.
- Hispanics are the most likely to strongly or somewhat agree that the media is fair in the way it represents Hispanics, and they are the most likely to strongly disagree or somewhat disagree that the media is not fair in the way it represents Hispanics.
- A majority of blacks say the way blacks are portrayed in television and movies hurts day-to-day public perceptions about racial and ethnic stereotypes.
- Half of whites say the way blacks are portrayed in television and movies hurts day-to-day public perceptions about racial and ethnic stereotypes.
- A majority of Hispanics say the way blacks are portrayed in television and movies helps or has no effect on day-to-day public perceptions about racial and ethnic stereotypes.
- A majority of whites and Hispanics think that compared with 10 years ago the way black people are portrayed in television and movies today is better.
- A majority of blacks think that compared with 10 years ago the way black people are portrayed in television and movies today is about the same or worse.

EXECUTIVE SUMMARY CONT.

V. Race, Ethnicity and Music

In brief, the survey results reveal:

- A majority of whites listen to rock music often or sometimes, whereas a majority of blacks and Hispanics listen to rock music rarely or never.
- A majority of whites listen to country music often or sometimes, whereas a majority of blacks and Hispanics listen to country music rarely or never.
- A majority of blacks and Hispanics listen to gospel or other religious music often or sometimes, whereas a majority of whites listen to gospel or other religious music rarely or never.
- A majority of blacks listen to jazz music often or sometimes, whereas a majority of Hispanics and whites listen to jazz music rarely or never.
- A majority of blacks listen to rap music often or sometimes, whereas a majority of Hispanics and whites listen to rap music rarely or never.
- A majority of blacks listen to hip-hop music often or sometimes, whereas a majority of Hispanics and whites listen to hip-hop music rarely or never.
- A majority of Hispanics listen to salsa or Spanish rock music often or sometimes, whereas a majority of blacks and whites listen to salsa or Spanish rock music rarely or never.
- A majority of blacks and whites listen to rhythm and blues music often or sometimes, whereas a majority of Hispanics listen to rhythm and blues music rarely or never.

VI. Race, Ethnicity and the N-Word

In brief, the survey results reveal:

- A majority of blacks and whites do not think it is ever acceptable for a white person to use the n-word.
- A majority of blacks and whites do not think it is ever acceptable for a black person to use the n-word.
- A majority of blacks and whites have heard friends, family or colleagues use the n-word in the past five years.
- A majority of blacks have said the n-word in the past five years, whereas a majority of whites have not said the n-word in the past five years.
- A majority of blacks and whites think it is unacceptable for the n-word to be used on TV.

VII. Race, Ethnicity, Sport, and Protest

In brief, the survey results reveal:

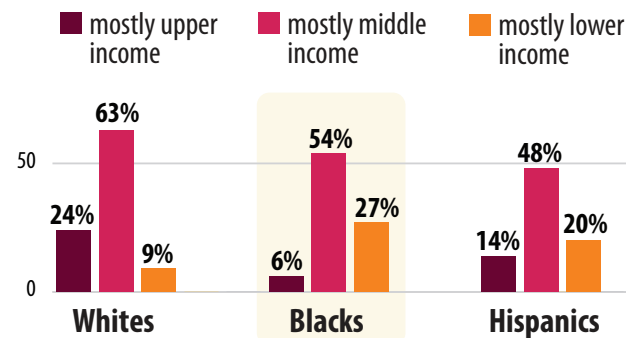
- A majority of blacks, Hispanics and whites think that if a professional athlete or team protests an issue by not standing for the national anthem it demonstrates the freedom the anthem represents.
- A majority of blacks, Hispanics and whites believe that football players' protests are trying to call attention to racism.
- A majority of blacks, Hispanics and whites think that the protesters are not trying to disrespect the military and veterans.
- A majority of blacks, Hispanics and whites think that the protesters are trying to call attention to unfair police tactics.
- A majority of blacks, Hispanics and whites think that it is very effective or somewhat effective when celebrities, such as professional athletes, actors, or musicians, protest for political reasons as part of their work.

SURVEY

I. RACE, ETHNICITY, RESIDENCE, AND SOCIAL RELATIONSHIPS

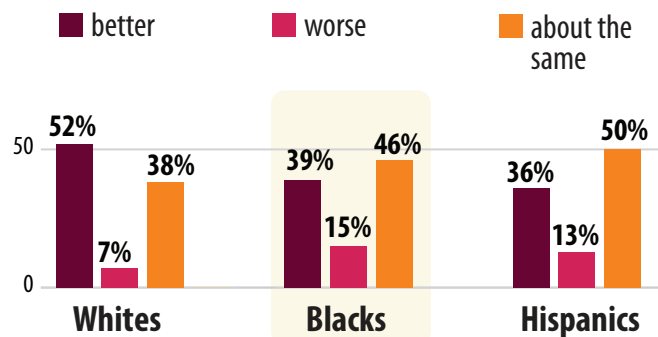
QUESTION 1: If you were describing the place where you live in Little Rock, would you say that it is mostly upper income, mostly middle income, mostly lower income, or is this something you don't have enough information about to say?

Whites (24%), Hispanics (14%) and blacks (6%) say the place where they live is mostly upper income; whites (63%), blacks (54%) and Hispanics (48%) say the place where they live is mostly middle income; and blacks (27%), Hispanics (20%) and whites (9%) say the place where they live in Little Rock is mostly lower income.



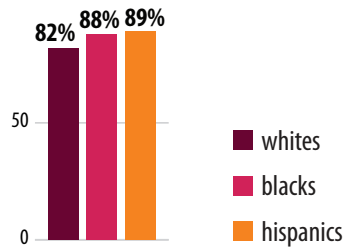
QUESTION 2: Compared to other places to live in Little Rock, do you think the place where you live is better, worse, or about the same as other places to live?

Whites (52%), blacks (39%) and Hispanics (36%) think the place where they live is better than other places to live; blacks (15%), Hispanics (13%) and whites (7%) think the place where they live is worse than other places to live; and Hispanics (50%), blacks (46%) and whites (38%) think the place where they live is the about same other places to live.



QUESTION 3: Do you socialize regularly with members of another race or ethnicity?

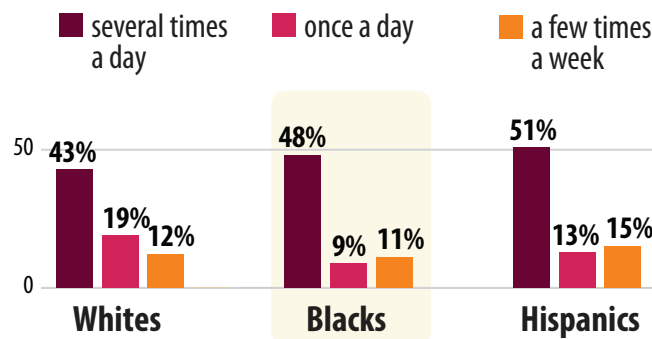
A majority of Hispanics (89%), blacks (88%) and whites (82%) socialize regularly with members of another race or ethnicity.



II. RACE, ETHNICITY AND SOCIAL MEDIA

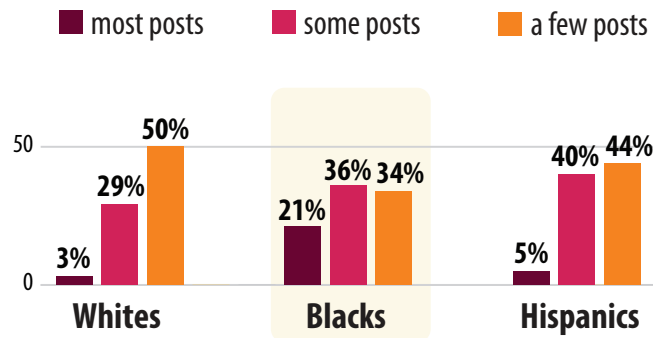
QUESTION 4: How often do you use a social networking site like Facebook or Twitter?

Hispanics (51%), blacks (48%) and whites (43%) use a social networking site several times a day; whites (19%), Hispanics (13%) and blacks (9%) use a social networking site once a day; and Hispanics (15%), whites (12%) and blacks (11%) use a social networking site a few times a week.



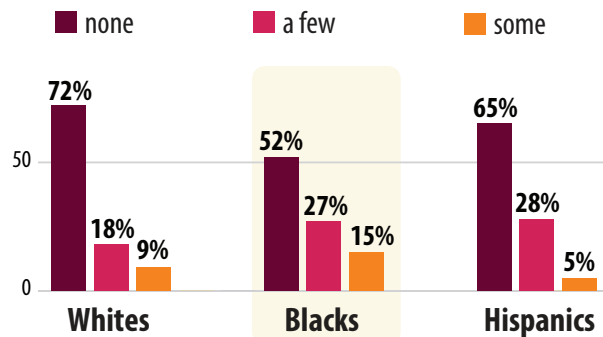
QUESTION 5: Thinking about the different types of posts you see on social networking sites, approximately how many would you say are about race or race relations?

Blacks (21%), Hispanics (5%) and whites (3%) say most of the posts they see on social networking sites are about race or race relations; Hispanics (40%), blacks (36%) and whites (29%) say some of the posts they see on social networking sites are about race or race relations; and whites (50%), Hispanics (44%) and blacks (34%) say only a few of the posts they see on social networking sites are about race or race relations.



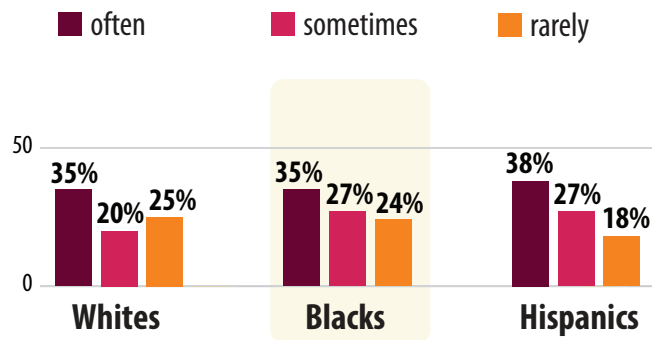
QUESTION 6: Thinking about the things you personally post or share on social networking sites, approximately how many would you say are about race or race relations?

Whites (72%), Hispanics (65%) and blacks (52%) say none of their posts or shares on social networking sites are about race or race relations; Hispanics (28%), blacks (27%) and whites (18%) say only a few of their posts or shares on social networking sites are about race or race relations; and blacks (15%), whites (9%) and Hispanics (5%) say only some of their posts or shares on social networking sites are about race or race relations.



QUESTION 7: How often do you get news from a social networking site such as Facebook or Twitter?

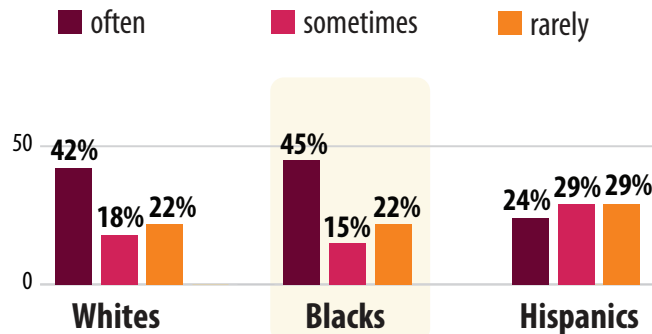
Hispanics (38%), blacks (35%) and whites (35%) get news from a social networking site often; blacks (27%), Hispanics (27%) and whites (20%) get news from a social networking site sometimes; whites (25%), blacks (24%) and Hispanics (18%) get news from a social networking site rarely.



III. RACE, ETHNICITY AND TELEVISION NEWS

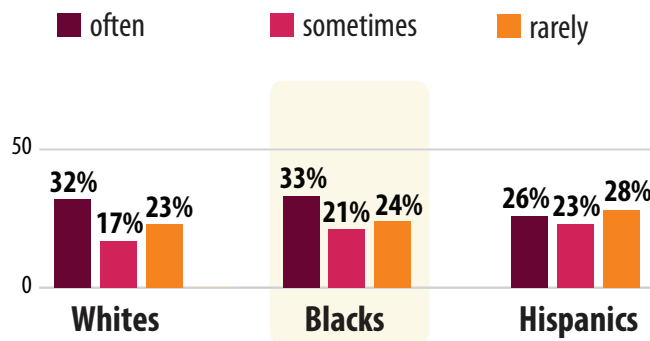
QUESTION 8: How often do you watch local television news?

Blacks (45%), whites (42%) and Hispanics (24%) say they watch local television news often; Hispanics (29%), whites (18%) and blacks (15%) say they watch local television news sometimes; and Hispanics (29%), blacks (22%) and whites (22%) say they watch local television news rarely.



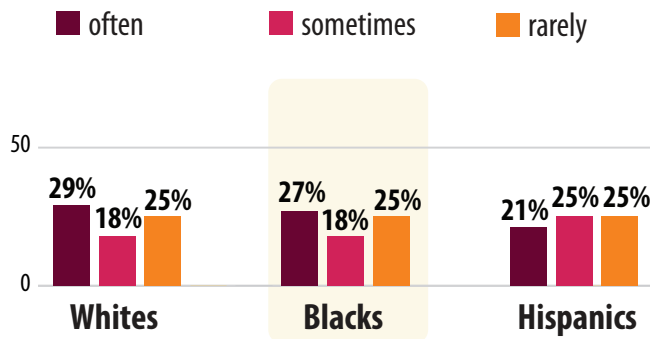
QUESTION 9: How often do you watch national evening network television news such as ABC World News, CBS Evening News, or NBC Nightly News?

Blacks (33%), whites (32%) and Hispanics (26%) say they watch national evening network television news often; Hispanics (23%), blacks (21%) and whites (17%) say they watch national evening network television news sometimes; Hispanics (28%), blacks (24%) and whites (23%) say they watch national evening network television news rarely.



QUESTION 10: How often do you watch cable television news such as CNN, Fox News, or MS-NBC?

Whites (29%), blacks (27%) and Hispanics (21%) say they watch cable television news often; Hispanics (25%), blacks (18%) and whites (18%) say they watch cable television news sometimes; and blacks (25%), Hispanics (25%) and whites (25%) all equally say they watch cable television news rarely.



QUESTION 11: Which cable news channel do you watch most often?

Both blacks (53%) and whites (37%) say they watch cable news channel CNN most often, whereas Hispanics (50%) watch Univision/Telemundo/Other Spanish news most often.



IV. RACE, ETHNICITY AND MEDIA REPRESENTATIONS

QUESTION 12: Do you agree or disagree with the following statement? I trust television news to report information fairly.

A majority of Hispanics (53%) strongly or somewhat agree that they trust television news to report information fairly, whereas a majority of whites (60%) and blacks (57%) strongly or somewhat disagree that they trust television news to report information fairly.



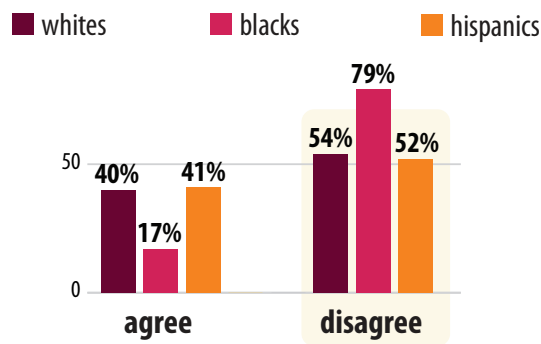
QUESTION 13: Do you agree or disagree with the following statement? The media is fair in the way it represents blacks.

The majority of blacks (85%), whites (62%) and Hispanics (55%) either strongly or somewhat disagree that the media is fair in the way it represents blacks.



QUESTION 14: Do you agree or disagree with the following statement? The media is fair in the way it represents Hispanics.

Hispanics (41%), whites (40%) and blacks (17%) either strongly agree or somewhat agree that the media is fair in the way it represents Hispanics; blacks (79%), whites (54%) and Hispanics (52%) either strongly disagree or somewhat disagree that the media is not fair in the way it represents Hispanics.



QUESTION 15: Overall, would you say the way blacks are portrayed in television and movies helps, hurts, or has no effect on day-to-day public perceptions about racial and ethnic stereotypes?

A majority of blacks (66%) say the way blacks are portrayed in television and movies hurts day-to-day public perceptions about racial and ethnic stereotypes; half of whites (50%) say the way blacks are portrayed in television and movies hurts day-to-day public perceptions about racial and ethnic stereotypes; and a majority of Hispanics (51%) say the way blacks are portrayed in television and movies helps or has no effect on day-to-day public perceptions about racial and ethnic stereotypes.

50%
of **whites** say
media portrayal
hurts stereotypes

66%
of **blacks** say
media portrayal
hurts stereotypes

51%
of **Hispanics** say media
portrayal **helps or has
no effect** on stereotypes

QUESTION 16: Compared with 10 years ago, do you think the way black people are portrayed in television and movies today is better, worse, or about the same?

A majority of whites (66%) and Hispanics (53%) think that compared with 10 years ago the way black people are portrayed in television and movies today is better, whereas a majority of blacks (59%) think that compared with 10 years ago the way black people are portrayed in television and movies today is about the same or worse.

66%

of **whites** think black people are portrayed **better** than 10 years ago

59%

of **blacks** think black people are portrayed **about the same or worse** than 10 years ago

53%

of **Hispanics** think black people are portrayed **better** than 10 years ago

V. RACE, ETHNICITY AND MUSIC

QUESTION 17: How often do you listen to rock music?

A majority of whites (78%) listen to rock music often or sometimes, whereas a majority of blacks (66%) and Hispanics (52%) listen to rock music rarely or never.

78%

of **whites** listen to **rock music** often/sometimes

66%

of **blacks** listen to **rock music** rarely/never

52%

of **Hispanics** listen to **rock music** rarely/never

QUESTION 18: How often do you listen to country music?

A majority of whites (52%) listen to country music often or sometimes, whereas a majority of blacks (60%) and Hispanics (52%) listen to country music rarely or never.

52%

of **whites** listen to **country music** often/sometimes

60%

of **blacks** listen to **country music** rarely/never

52%

of **Hispanics** listen to **country music** rarely/never

QUESTION 19: How often do you listen to gospel or other religious music?

A majority of blacks (78%) and Hispanics (57%) listen to gospel or other religious music often or sometimes, whereas a majority of whites (61%) listen to gospel or other religious music rarely or never.

61%
of **whites** listen to
gospel/religious
music rarely/never

78%
of **blacks** listen to
gospel/religious
music often/sometimes

57%
of **Hispanics** listen
to **gospel/religious**
music often/sometimes

QUESTION 20: How often do you listen to jazz music?

A majority of blacks (58%) listen to jazz music often or sometimes, whereas a majority of Hispanics (70%) and whites (51%) listen to jazz music rarely or never.

51%
of **whites** listen to
jazz music rarely/never

58%
of **blacks** listen to **jazz**
music often/sometimes

70%
of **Hispanics** listen to
jazz music rarely/never

QUESTION 21: How often do you listen to rap music?

A majority of blacks (60%) listen to rap music often or sometimes, whereas a majority of whites (61%) and Hispanics (57%) listen to rap music rarely or never.

61%
of **whites** listen to
rap music rarely/never

60%
of **blacks** listen to **rap**
music often/sometimes

57%
of **Hispanics** listen to
rap music rarely/never

QUESTION 22: How often do you listen to hip-hop music?

A majority of blacks (67%) listen to hip-hop music often or sometimes, whereas a majority of whites (55%) and Hispanics (51%) listen to hip-hop music rarely or never.

55%
of **whites** listen to
hip-hop music
rarely/never

67%
of **blacks** listen to
hip-hop music
often/sometimes

51%
of **Hispanics** listen to
hip-hop music
rarely/never

QUESTION 23: How often do you listen to salsa or Spanish rock music?

A majority of Hispanics (55%) listen to salsa or Spanish rock music often or sometimes, whereas a majority of whites (83%) and blacks (79%) listen to salsa or Spanish rock music rarely or never.

83%
of **whites** listen to
salsa/Spanish rock
music rarely/never

79%
of **blacks** listen to **salsa/**
Spanish rock music
music rarely/never

57%
of **Hispanics** listen to
salsa/Spanish rock
music often/sometimes

QUESTION 24: How often do you listen to rhythm and blues music?

A majority of blacks (91%) and whites (67%) listen to rhythm and blues music often or sometimes, whereas a majority of Hispanics (54%) listen to rhythm and blues music rarely or never.

67%
of **whites** listen to
rhythm & blues
music often/sometimes

91%
of **blacks** listen to
rhythm & blues
music often/sometimes

54%
of **Hispanics** listen
to **rhythm & blues**
music rarely/never

VI. RACE, ETHNICITY AND THE N-WORD

QUESTION 25: Do you think it is ever acceptable for a white person to use the n-word?

A majority of whites (98%) and blacks (96%) do not think it is ever acceptable for a white person to use the n-word.

98%

of **whites** do NOT think it's acceptable

96%

of **blacks** do NOT think it's acceptable

QUESTION 26: Do you think it is ever acceptable for a black person to use the n-word?

A majority of blacks (62%) and whites (53%) do not think it is ever acceptable for a black person to use the n-word.

53%

of **whites** do NOT think it's acceptable

62%

of **blacks** do NOT think it's acceptable

QUESTION 27: In the past five years, have you ever heard friends, family or colleagues use the n-word?

A majority of blacks (87%) and whites (66%) have heard friends, family or colleagues use the n-word in the past five years.

66%

of **whites** have

87%

of **blacks** have

QUESTION 28: In the past five years, have you ever said the n-word?

A majority of blacks (67%) have said the n-word in the past five years, whereas a majority of whites (77%) have not said the n-word in the past five years.

77%

of **whites** have NOT

67%

of **blacks** have

QUESTION 29: Do you think it is acceptable or unacceptable for the n-word to be used on TV?

A majority of blacks (81%) and whites (79%) think it is unacceptable for the n-word to be used on TV.

79%
of **whites** think it's unacceptable

81%
of **blacks** think it's unacceptable

VII. RACE, ETHNICITY, SPORT, AND PROTEST

QUESTION 30: If a professional athlete or team protests an issue by not standing for the national anthem, do you think that protest is disrespectful to the freedoms the anthem represents or that it demonstrates the freedom the anthem represents?

A majority of blacks (85%), Hispanics (59%) and whites (56%) think that if a professional athlete or team protests an issue by not standing for the national anthem it demonstrates the freedom the anthem represents.

56%
of **whites** think it does

85%
of **blacks** think it does

59%
of **Hispanics** think it does

QUESTION 31: Whether or not you agree with them, do you believe the football players' protests are trying or not trying to call attention to racism?

A majority of whites (85%), blacks (80%) and Hispanics (78%) believe that football players' protests are trying to call attention to racism.

85%
of **whites** believe the protests are trying to call attention to racism

80%
of **blacks** believe the protests are trying to call attention to racism

78%
of **Hispanics** believe the protests are trying to call attention to racism

QUESTION 32: Do you think the protesters are trying or not trying to disrespect the military and veterans?

A majority of blacks (90%), whites (81%) and Hispanics (72%) think that the protesters are not trying to disrespect the military and veterans.



QUESTION 33: Do you think the protesters are trying or not trying to call attention to unfair police tactics?

A majority of blacks (85%), whites (77%) and Hispanics (69%) think that the protesters are trying to call attention to unfair police tactics.



QUESTION 34: How effective do you think it is when celebrities, such as professional athletes, actors, or musicians, protest for political reasons as part of their work?

A majority of blacks (88%), Hispanics (69%) and whites (65%) think that it is very effective or somewhat effective when celebrities, such as professional athletes, actors, or musicians, protest for political reasons as part of their work.





METHODOLOGY

This study is based on a dual frame (landline and cell phone) survey conducted by the UA Little Rock Survey Research Center between September 7 and November 19, 2018. Interviews were conducted in both English and Spanish.

Interviews were conducted with adults living in households located within the city limits of Little Rock, Arkansas. A hybrid sampling design was used which included a combination of: 1) a citywide stratified RDD (Random Digit Dialing) sample of landline telephone numbers; 2) a citywide sample of random, 1000-blocks cell phone numbers; 3) targeted wireless cell phone numbers; and 4) a listed landline sample of people with Hispanic first names or surnames.

Since the study focuses on black, white and Hispanic attitudes towards race relations, the data was limited to three racial groups and divided into three geo-racial groups with a total of 943 respondents.

Both black and white geo-racial groups contain 414 respondents, providing a margin of sampling error of ± 5 percent at the conventional 95 percent confidence level. The Hispanic group contains 115 respondents. A margin of sampling error for this group is not applicable due to non-probability based sampling methods.

The combined landline/cell phone response rate for the Year 16 survey is 32 percent with a cooperation rate of 40 percent for landline and 81 percent for cell phone based on standards established by the Council of American Survey Research Organizations.

Research shows that responses to questions related to racial issues can be influenced by whether interviewers and respondents perceive themselves to be of the same or of a different race. For the Year 16 study, the Survey Research Center used the same methodology as in previous years whereby black and white respondents and telephone interviewers were matched and the respondent was informed of the race match prior to the first question. This matching process allows for more consistent comparisons among groups and across years.

Several of the questions used in the survey are based upon questions developed, tested, and used by the Pew Research Center. This entity bears no responsibility for the interpretations presented or conclusions reached based on analysis of the data. We gratefully acknowledge their contributions to this study.



NOTES



ualr.edu/race-ethnicity



ANDERSON INSTITUTE
ON RACE AND ETHNICITY

In partnership with
SCHOOL OF PUBLIC AFFAIRS RESEARCH CENTER