

**YEAR 9 - RACIAL ATTITUDES – Focus on Media
DATA CODEBOOK**

DATA COLLECTION – September 8, 2011 – December 15, 2011

REPORT DATE: March 15, 2012

This study is based on a survey conducted by the UALR Institute of Government Survey Research Center. Interviews are conducted by telephone using a dual frame landline RDD and cell phone sample. Spanish and English-speaking residents 18 years old and older living in a private residence in Pulaski County, Arkansas are eligible for the study. The sample is stratified to permit oversamples of specific racial and geographic groups (referred to as “geo-racial groups”), which for our research purposes include five geo-racial groups: black respondents living in the City of Little Rock (LR-blacks), white respondents living in the City of Little Rock (LR-whites), black respondents living in outside the city limits of Little Rock (OLR-blacks), white respondents living in outside the city limits of Little Rock (OLR-whites), and Hispanic respondents living in Pulaski County (Hispanic). The oversamples of OLR-blacks and Hispanic are intended to generate more reliable results for these subgroups and thus, provide greater opportunities for more robust analysis. Due to oversampling, each geo-racial group has nearly equal numbers of interviews; as such, the stratified samples are not adjusted to reflect a proportional representation of the general population in Pulaski County. The black and white geo-racial groups contain between 391 and 428 respondents, providing a margin of sampling error of ± 5 percent at the conventional 95 percent confidence level. The Hispanic group contains 221 respondents, providing a margin of sampling error of ± 7 percent at the conventional 95 percent confidence level. The data are weighted to approximate selected demographic proportions for Pulaski County for each geo-racial group; for this survey, these demographic weights are imposed for age and gender. The 2008-2010 American Community Survey provide sample estimates that form the basis for calculating these weights. There are a total of seventy weighted groups. Weighting factors ranged from 0.26 to 9.65.

GROUP2 - Geo-racial Group

- 1 LRBlack (n=391)
- 2 LRWhite (n=410)
- 3 OLRBlack (n=421)
- 4 OLRWhite (n=428)
- 5 Hispanic (n=221)

Q1 Do you ever get news from local newspapers?

- 1 Yes
- 2 No
- 7 Don't Know
- 9 Refused

Q1A How often do you read the local newspaper?

- 1 Daily
- 2 Several times a week
- 3 Once a week
- 4 Occasionally per month
- 5 Rarely
- 7 Don't Know
- 9 Refused

Q2 How about the local TV news stations in your area? Do you ever get news from local TV news shows?

- 1 Yes
- 2 No
- 7 Don't Know
- 9 Refused

Q2A How often do you watch the local TV news?

- 1 Multiple times per day
- 2 Daily
- 3 Multiple times per week
- 4 Once a week
- 5 Occasionally per month
- 6 Rarely
- 7 Don't Know
- 9 Refused

Q3 Do you ever get news from internet sources such as news websites, blogs, or tweets?

- 1 Yes
- 2 No
- 7 Don't Know
- 9 Refused

Q4 Do you ever get news from SPANISH language news sources?

- 1 Yes
- 2 No
- 7 Don't Know
- 9 Refused

Q5 Do you get news from ENGLISH language news sources?

- 1 Yes
- 2 No
- 7 Don't Know
- 9 Refused

Next, I have a few questions about the things that may or may not be of interest to you. Which of the following things, if any, do you generally keep up-to-date with...(ROTATED ORDER)

Q6LOCAL How about local news and events?

- 1 Yes
- 2 No
- 7 Don't Know
- 9 Refused

Q7SPORTS Sports news?

- 1 Yes
- 2 No
- 7 Don't Know
- 9 Refused

Q8ENT Entertainment or celebrity news?

- 1 Yes
- 2 No
- 7 Don't Know
- 9 Refused

Q9US News about the US or World Economy?

- 1 Yes
- 2 No
- 9 Refused

Q10POL Political news?

- 1 Yes
- 2 No
- 7 Don't Know
- 9 Refused

Q11REL Religious news and information?

- 1 Yes
- 2 No
- 7 Don't Know
- 9 Refused

Q12HEA Information on health and nutrition?

- 1 Yes
- 2 No
- 7 Don't Know
- 9 Refused

Q13OTH Are there other news topics that are of interest to you?

- 1 Yes
- 2 No

To what extent do you agree or disagree with the following statements about the media which includes television, newspapers, magazines, radio, or the internet.... (ROTATED ORDER)

Q14 The media is fair in the way it represents BLACKS.

- 1 Strongly Disagree
- 2 Disagree
- 3 Agree
- 4 Strongly Agree
- 7 Don't Know
- 9 Refused

Q15 The media is fair in the way it represents HISPANICS.

- 1 Strongly Disagree
- 2 Disagree
- 3 Agree
- 4 Strongly Agree
- 7 Don't Know
- 9 Refused

Q16 I trust TELEVISION NEWS to report information fairly.

- 1 Strongly Disagree
- 2 Disagree
- 3 Agree
- 4 Strongly Agree
- 7 Don't Know
- 9 Refused

Q17 I trust INTERNET sources to report the news fairly.

- 1 Strongly Disagree
- 2 Disagree
- 3 Agree
- 4 Strongly Agree
- 7 Don't Know
- 9 Refused

Q18 What ISSUE has been particularly important to you over the past 3 months?
Open-ended question

Q19 Where do you get your information on (Q18:ISSUE)?

Q19TV TV news

0 No
1 Yes

Q19RAD Radio

0 No
1 Yes

Q19NW National newspaper

0 No
1 Yes

Q19LC Local newspaper

0 No
1 Yes

Q19MAG Magazine

0 No
1 Yes

Q19INT Internet

0 No
1 Yes

Q19PERS Personal experiences

0 No
1 Yes

Q19UNI University/school

0 No
1 Yes

Q19FAM Friends/family/colleagues

0 No
1 Yes

Q19GOV Local government

0 No
1 Yes

Q19CHUR Church

0 No
1 Yes

Q19DK Don't know
0 No
1 Yes

Q19REF Other

Q20 To what extent would you say that you were (satisfied or dissatisfied) with the media coverage of THIS ISSUE?

1 Strongly satisfied
2 Satisfied
3 Dissatisfied
4 Strongly dissatisfied
7 Don't Know
9 Refused

Q21 On a different topic, do you use a computer or smartphone at your workplace, at school, at home, or ANYWHERE else on at least an OCCASIONAL basis?

1 Yes
2 No
7 Don't Know
9 Refused

Q22 Do you have access to the internet IN YOUR HOME either on a computer or smartphone?

1 Yes
2 No
7 Don't Know
9 Refused

Q23 What is the MAIN REASON your home does not have internet?

1 Access is not available
2 Cost/Access is not affordable
3 I don't need or want access to internet
4 No computer
5 Lack of computer knowledge/skills
7 Don't know
9 Refused
8 Other

Q23SP Other (specify)

Q24 In a normal day, how long do you spend on the internet?

- 1 Less than 30 minutes
- 2 30 to 59 minutes
- 3 1-2 hours
- 4 3-5 hours
- 5 6-9 hours
- 6 10+ hours
- 8 Never/Not Applicable
- 9 Refused

Q25 Have you EVER joined a social networking site like MySpace, Facebook, LinkedIn, or Twitter?

- 1 Yes
- 2 No/ Not Applicable
- 9 Refused

If Yes

Q26 What are the different ways you have used social networking sites...
... to stay in touch with friends?

- 1 Yes
- 2 No/ Not Applicable

Q27 ... make new friends?

- 1 Yes
- 2 No/ Not Applicable

Q28 ... make new business or professional contacts?

- 1 Yes
- 2 No/ Not Applicable

Q29 ... organize with other people for an event, issue, or cause?

- 1 Yes
- 2 No/ Not Applicable

And now on a different subject, as you may know, some leaders in our community have called for an open dialogue on race.

Q30 If Blacks, Whites, and Hispanics honestly expressed their true feelings about race relations, do you think this would do more to (bring races together or cause greater racial division)?

- 1 Bring races together
- 2 Cause greater racial division
- 3 Have no effect (volunteered)
- 7 Don't know
- 9 Refused

Q31 In your opinion, do you think discrimination against BLACKS is widespread or is NOT widespread in Pulaski County?

- 1 Yes - It is widespread
- 2 No - It is not widespread
- 7 Don't Know
- 9 Refused

Q32 Do you think discrimination against HISPANICS is widespread or is NOT widespread in Pulaski County?

- 1 Yes - It is widespread
- 2 No - It is not widespread
- 7 Don't Know
- 9 Refused

Next are a few questions about your attitude towards the way various groups in your community are treated by others. For each of the following groups, please tell me whether you are satisfied or dissatisfied with the way the group is treated... (ROTATED ORDER)

- 1 Very satisfied
- 2 Somewhat Satisfied
- 3 Somewhat Dissatisfied
- 4 Very dissatisfied
- 7 Don't Know
- 9 Refused

Q34H How about Hispanics?

- 1 Very satisfied
- 2 Somewhat Satisfied
- 3 Somewhat Dissatisfied
- 4 Very dissatisfied
- 7 Don't Know
- 9 Refused

Q35BL How about Blacks?

- 1 Very satisfied
- 2 Satisfied
- 3 Dissatisfied
- 4 Very dissatisfied
- 7 Don't Know
- 9 Refused

Now I have a few questions to find out your thoughts on racial discrimination against BLACKS.

Q36 Do you think racial discrimination is a major factor OR a minor factor in contributing to Blacks having, ON AVERAGE, lower levels of education OR is racial discrimination not at all a factor in one's educational achievement?

- 1 Major factor
- 2 Minor factor
- 3 Not at all a factor
- 7 Don't know
- 9 Refused

Q37 Do you think racial discrimination is a major factor OR a minor factor for there being a greater percentage of Blacks in U.S. prisons OR is racial discrimination not at all a factor?

- 1 Major factor
- 2 Minor factor
- 3 Not at all a factor
- 7 Don't know
- 9 Refused

Q38B Thinking about your community in general, based on your personal experiences, are BLACKS in your community treated less fairly, about the same, or more fairly than WHITES on the job or at work?

- 1 Less fairly
- 2 Same
- 3 More fairly
- 7 Don't Know
- 9 Refused

Q38H Thinking about your community in general, based on your personal experiences, are HISPANICS in your community treated less fairly, about the same, or more fairly than WHITES on the job or at work?

- 1 Less fairly
- 2 Same
- 3 More fairly
- 7 Don't Know
- 9 Refused

Q39B How about in stores or at the mall? Are Blacks treated less fairly, about the same, or more fairly than Whites?

- 1 Less fairly
- 2 Same
- 3 More fairly
- 7 Don't Know
- 9 Refused

Q39H How about in stores or at the mall? Are Hispanics treated less fairly, about the same, or more fairly than Whites?

- 1 Less fairly
- 2 Same
- 3 More fairly
- 7 Don't Know
- 9 Refused

Q40B How about in restaurants, bars, theaters, or other entertainment places?

- 1 Less fairly
- 2 Same
- 3 More fairly
- 7 Don't Know
- 9 Refused

Q40H How about in restaurants, bars, theaters, or other entertainment places?

- 1 Less fairly
- 2 Same
- 3 More fairly
- 7 Don't Know
- 9 Refused

Q41B In your opinion, are Blacks in your community treated less fairly, about the same, or more fairly than Whites in dealing with the police?

- 1 Less fairly
- 2 Same
- 3 More fairly
- 7 Don't Know
- 9 Refused

Q41H In your opinion, are Hispanics in your community treated less fairly, about the same, or more fairly than Whites in dealing with the police?

- 1 Less fairly
- 2 Same
- 3 More fairly
- 7 Don't Know
- 9 Refused

Q42 We hear a lot of talk these days about Conservatives and Liberals. Where would you place yourself on a scale with ("ONE" being Extremely Conservative and "SEVEN" being Extremely Liberal)?

- 1 Extremely Conservative
- 2 Conservative
- 3 Slightly Conservative
- 4 Moderate
- 5 Slightly Liberal
- 6 Liberal
- 7 Extremely Liberal
- 77 Don't know
- 99 Refused

Q43 (COMBINED) Thinking about opposition to Barack Obama's policies, do you think that his race is a major reason, a minor reason, or not a reason people oppose Barack Obama's policies?

- 1 Major reason
- 2 Minor reason
- 3 Not a reason
- 7 Don't know
- 9 Refused

Next, I am going to read a few statements that you may (agree or disagree) with.

Q44RES I resent any special considerations that Blacks receive because it's unfair to other Americans.

- 1 Strongly disagree
- 2 Disagree
- 3 Agree
- 4 Strongly Agree
- 7 Don't Know
- 9 Refused

Q45BL Blacks do not need any special consideration because racism is a thing of the past.

- 1 Strongly disagree
- 2 Disagree
- 3 Agree
- 4 Strongly Agree
- 7 Don't Know
- 9 Refused

Q46SUC For Blacks to succeed they need to stop using racism and slavery as excuses.

- 1 Strongly disagree
- 2 Disagree
- 3 Agree
- 4 Strongly Agree
- 7 Don't Know
- 9 Refused

Racial attitudes may differ depending on age, income, or other personal factors. Please remember your answers are strictly confidential.

Q47AGE What is your age?

- _____ years
- 777 Don't Know
- 999 Refused

Q48SEX Gender

- 1 Male
- 2 Female

Q49MAR Marital Status

- 1 Married
- 2 Divorced
- 3 Widowed
- 4 Separated
- 5 Never been married, or
- 6 A member of an unmarried couple
- 7 Don't Know
- 9 Refused

Q50ED What is the last grade or class that you completed in school?

- 1 Grades 0 – 6
- 2 Grade 7
- 3 Grade 8
- 4 High School Incomplete
- 5 High School Graduate
- 6 Assoc. degree, technical, trade, or business after H.S.
- 7 College Incomplete
- 8 College Graduate or more
- 77 Don't Know
- 99 Refused

Q51CH How many children under the age of 18 are living with you right now?

- 888 None
- 1 1 child
- 2 2 children
- 3 3 children
- 4 4 or more children
- 999 Refused

Q52EMP Are you currently employed or unemployed? Are you...

- 1 Employed for wages (full or part time)
- 2 Self-employed
- 3 Out of work for more than 1 year
- 4 Out of work for less than 1 year
- 5 A Homemaker (not employed)
- 6 A Student (not employed)
- 7 Retired
- 8 Unable to work
- 99 Refused

Q53INC Total Household Income

- 1 Less than 10,000
- 2 Less than 15,000
- 3 Less than 20,000
- 4 Less than 25,000
- 5 Less than 35,000
- 6 Less than 50,000
- 7 Less than 75,000
- 8 Less than 100,000
- 9 More than 100,000
- 777 Don't know
- 999 Refused

LANG Survey conducted in

- 1 English
- 2 Spanish

CORL Type of Phone

- Landline
- Cell

WEIGHT – Weighting factor

UNIQUEID Unique Identifier