

16th Annual Racial Attitudes in Pulaski County Survey
 Focus on Popular Culture
 Questionnaire & Percent Frequencies

The Racial Attitudes in Little Rock survey was conducted by the UA Little Rock Survey Research Center (SRC) between September 7, 2018 and November 19, 2018. A total of 943 interviews were conducted with a stratified sample of Little Rock residents, 18 years of age and older. The study focuses on black, white, and Hispanic relations and the data analysis is divided into three groups: LR-Blacks; LR-Whites; and LR-Hispanics.

The following is a presentation of each question used in the Racial Attitudes survey and the percentage frequencies for each of the response categories.

Q1 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?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Mostly upper income	6%	24%	14%
2 Mostly middle income	54%	63%	48%
3 Mostly lower income	27%	9%	20%
7 Don't know	13%	5%	18%
	100%	100%	100%

Q2 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?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Better	39%	52%	36%
2 Worse	15%	7%	13%
3 About the same	46%	38%	50%
7 Don't know	1%	2%	1%
9 Refused	0%	0%	0%
	100%	100%	100%

Q3 Next, I have some questions about your use of social media. How often do you use a social networking site like Facebook or Twitter?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Several times a day	48%	43%	51%
2 Once a day	9%	19%	13%
3 A few times a week	11%	12%	15%
4 Once a week	3%	3%	2%
5 A few times a month	8%	4%	4%
6 Never	20%	18%	14%
	100%	100%	100%

Q4 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?

	n=303	n=324	n=96
	LR-Black	LR-White	LR-Hispanic
1 Most	21%	3%	5%
2 Some	36%	29%	40%
3 Only a few	34%	50%	44%
4 None	9%	17%	10%
7 Don't know	0%	1%	1%
9 Refused	0%	0%	0%
	100%	100%	100%

Q5 And 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?

	n=303	n=324	n=96
	LR-Black	LR-White	LR-Hispanic
1 Most	6%	1%	2%
2 Some	15%	9%	5%
3 Only a few	27%	18%	28%
4 None	52%	72%	65%
9 Refused	0%	0%	0%
	100%	100%	100%

Q6 Now, thinking about your general news habits, how often do you watch local television news?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Often	45%	42%	24%
2 Sometimes	15%	18%	29%
3 Rarely	22%	22%	29%
4 Never	18%	18%	17%
	100%	100%	100%

Q7 [How often do you . . .] watch national evening network television news such as ABC World News, CBS Evening News, or NBC Nightly News?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Often	33%	32%	26%
2 Sometimes	21%	17%	23%
3 Rarely	24%	23%	28%
4 Never	23%	28%	23%
	100%	100%	100%

Q8 [How often do you . . .] watch cable television news such as CNN, Fox News, or MS-NBC?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Often	27%	29%	21%
2 Sometimes	18%	18%	25%
3 Rarely	25%	25%	25%
4 Never	30%	28%	29%
7 Don't know	0%	0%	0%
	100%	100%	100%

Q9 Which cable news channel do you watch most often?

	n=321	n=311	n=80
	LR-Black	LR-White	LR-Hispanic
1 CNN	53%	37%	23%
2 FOX NEWS	15%	26%	8%
3 MSNBC	18%	13%	6%
4 Other (Specify)	2%	8%	5%
5 Univision/Telemundo/Other Spanish news	0%	0%	50%
6 Non-news channels	1%	3%	1%
7 Don't know	3%	4%	1%
8 Broadcast news	7%	9%	5%
9 Refused	0%	1%	0%
	100%	100%	100%

Q10 [How often do you . . .]
Get news from a social networking site such as Facebook or Twitter?

	n=303	n=324	n=96
	LR-Black	LR-White	LR-Hispanic
1 Often	35%	35%	38%
2 Sometimes	27%	20%	27%
3 Rarely	24%	25%	23%
4 Never	14%	20%	13%
	100%	100%	100%

Q11 - omitted

Q12 Please tell me if you agree or disagree with the following statements. . . I TRUST television news to report information fairly.

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Strongly agree	14%	11%	13%
2 Somewhat agree	29%	26%	40%
3 Somewhat disagree	25%	29%	21%
4 Strongly disagree	32%	31%	24%
7 Don't Know	0%	1%	1%
9 Refused	0%	0%	1%
	100%	100%	100%
Agree	43%	38%	53%
Disagree	57%	61%	46%

Q13 The media is fair in the way it represents blacks.

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Strongly agree	5%	7%	12%
2 Somewhat agree	9%	25%	26%
3 Somewhat disagree	25%	37%	24%
4 Strongly disagree	60%	25%	31%
7 Don't Know	1%	5%	6%
9 Refused	0%	1%	1%
	100%	100%	100%
Agree	15%	31%	38%
Disagree	85%	62%	55%

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

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Strongly agree	6%	8%	11%
2 Somewhat agree	11%	32%	30%
3 Somewhat disagree	33%	38%	15%
4 Strongly disagree	46%	16%	37%
7 Don't know	5%	5%	7%
9 Refused	0%	0%	0%
Agree	17%	40%	41%
Disagree	78%	54%	52%

Q15 Do you socialize regularly with members of another race or ethnicity?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Yes	88%	82%	89%
2 No	12%	18%	11%
	100%	100%	100%

Q16 How many times in the past year have you gone with a WHITE/BLACK friend to a restaurant, bar, theatre, or other entertainment place?

	n=343	n=328
	LR-Black	LR-White
1 Zero/none	21%	11%
2 1-2 times	14%	8%
3 3-5 times	12%	21%
4 6-10 times	13%	16%
5 More than 10 times	40%	42%
6 Other (specify)	0%	0%
7 Don't know	0%	1%
9 Refused	0%	0%
	100%	100%

Q16h How many times in the past year have you gone with a HISPANIC friend to a restaurant, bar, theatre, or other entertainment place?

	n=343	n=328
	LR-Black	LR-White
1 Zero/none	47%	32%
2 1-2 times	11%	9%
3 3-5 times	15%	15%
4 6-10 times	9%	11%
5 More than 10 times	18%	32%
6 Other (specify)	0%	0%
7 Don't know	0%	0%
	100%	100%

Q16nh How many times in the past year have you gone with a NON-HISPANIC friend to a restaurant, bar, theatre, or other entertainment place?

	n=100
	LR-Hispanic
1 Zero/none	19%
2 1-2 times	6%
3 3-5 times	8%
4 6-10 times	10%
5 More than 10 times	57%
	100%

Q17 Now, I am going to read the names of some types of music. For each, tell me if you listen to this type of music often, sometimes, rarely, or never. . . [How about . . .] Rock music?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Often	11%	46%	23%
2 Sometimes	24%	32%	25%
3 Rarely	21%	11%	14%
4 Never	45%	11%	38%
	100%	100%	100%

Q18 [How about . . .] Country music?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Often	9%	20%	15%
2 Sometimes	32%	32%	32%
3 Rarely	26%	26%	21%
4 Never	34%	22%	31%
	100%	100%	100%

Q19 [How about . . .] Gospel or other religious music?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Often	60%	19%	33%
2 Sometimes	18%	20%	24%
3 Rarely	16%	23%	10%
4 Never	6%	38%	33%
	100%	100%	100%

Q20 [How about . . .] Jazz music?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Often	31%	15%	11%
2 Sometimes	27%	33%	18%
3 Rarely	23%	30%	21%
4 Never	20%	21%	49%
7 Don't know	0%	0%	1%
	100%	100%	100%

Q21 [How about . . .] Rap music?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Often	34%	14%	23%
2 Sometimes	26%	24%	20%
3 Rarely	18%	23%	19%
4 Never	21%	38%	38%
	100%	100%	100%

Q22 [How about . . .] Hip-hop music?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Often	46%	20%	25%
2 Sometimes	21%	25%	23%
3 Rarely	16%	25%	19%
4 Never	16%	30%	32%
7 Don't know	0%	0%	1%
	100%	100%	100%

Q23 [How about . . .] Salsa or Spanish Rock music?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Often	6%	2%	26%
2 Sometimes	15%	15%	29%
3 Rarely	21%	25%	15%
4 Never	58%	58%	30%
	100%	100%	100%

Q24 [How about . . .] R&B or rhythm and blues music?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Often	73%	20%	18%
2 Sometimes	18%	47%	28%
3 Rarely	4%	20%	15%
4 Never	4%	13%	39%
	100%	100%	100%

Q25 In general, do you agree or disagree with the following . . . I believe that someone's preference for a type of music is MORE about their AGE and LESS about their RACE.

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Strongly agree	43%	37%	38%
2 Somewhat agree	30%	39%	41%
3 Somewhat disagree	16%	17%	13%
4 Strongly disagree	10%	6%	7%
7 Don't Know	1%	1%	1%
9 Refused	0%	0%	0%
	100%	100%	100%

Q26 In general, would you say HIP-HOP and RAP music are having a good influence, a bad influence, or not much influence at all on society today?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Good influence	11%	10%	10%
2 Bad influence	48%	46%	39%
3 Not much influence at all	25%	36%	37%
4 Both (Volunteered)	13%	4%	7%
7 Don't know	2%	3%	7%
9 Refused	0%	1%	0%
	100%	100%	100%

Q27 Hip-hop artists use the n-word. Do you think it is ACCEPTABLE or UNACCEPTABLE for some hip-hop artists to use the n-word in music lyrics?

	n=414	n=414
	LR-Black	LR-White
1 Acceptable	26%	36%
2 Unacceptable	71%	59%
3 No Opinion	0%	0%
4 Depends	2%	0%
6 Other (Specify)	0%	0%
7 Don't Know	0%	2%
9 Refused	0%	2%
	100%	100%

Q28 Do you think it is ever ACCEPTABLE for a WHITE person to use the n-word?

	n=414	n=414
	LR-Black	LR-White
1 Yes	10%	10%
2 No	86%	88%
3 Prefer not to say	1%	0%
4 Depends (Volunteered)	3%	1%
6 Other (Specify)	0%	0%
7 Don't know	0%	0%
9 Refused	0%	0%
	100%	100%

Q29 Do you think it is ever ACCEPTABLE for a BLACK person to use the n-word?

	n=414	n=414
	LR-Black	LR-White
1 Yes	35%	43%
2 No	62%	53%
3 Prefer not to say	0%	1%
4 Depends (Volunteered)	1%	1%
6 Other (Specify)	1%	0%
7 Don't know	0%	2%
9 Refused	0%	0%
	100%	100%

Q30 In the past five years, have you ever heard friends, family or colleagues use the n-word?

	n=414	n=414
	LR-Black	LR-White
1 Yes	87%	66%
2 No	13%	33%
3 Prefer not to say	0%	0%
7 Don't know	0%	0%
	100%	100%

Q31 In the past five years, have you ever said the n-word?

	n=414	n=414
	LR-Black	LR-White
1 Yes	67%	22%
2 No	33%	77%
3 Prefer not to say	0%	0%
6 Other (Specify)	0%	0%
7 Don't know	0%	0%
	100%	100%

Q32 Thinking about the use of the n-word on TV --
Do you think it is ACCEPTABLE or
UNACCEPTABLE to be used on TV?

	n=414	n=414
	LR-Black	LR-White
1 Yes	16%	17%
2 No	81%	79%
3 Prefer not to say	0%	0%
4 Depends (Volunteered)	3%	1%
6 Other (Specify)	0%	1%
7 Don't know	0%	1%
9 Refused	0%	0%
	100%	100%

Q33 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?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Helps	14%	20%	17%
2 Hurts	66%	50%	42%
3 No effect	17%	24%	34%
7 Don't know	3%	5%	7%
9 Refused	0%	1%	0%
	100%	100%	100%

Q34 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?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Better	41%	66%	53%
2 Worse	16%	6%	6%
3 About the same	43%	25%	32%
7 Don't know	0%	3%	8%
9 Refused	0%	0%	0%
	100%	100%	100%

Q35 Now on a different subject . . . 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 DEMONSTRATES the freedom the anthem represents?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Disrespectful to freedoms	11%	42%	31%
2 Demonstrates freedoms	85%	56%	59%
3 Neither	3%	2%	3%
7 Don't know	1%	0%	5%
9 Refused	1%	0%	2%
	100%	100%	100%

Q36 Whether or not you agree with them, what do you believe the football players protests are trying to do? Do you think the protesters are TRYING or NOT TRYING to . . . Call attention to racism?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Trying to	80%	85%	78%
2 Not trying to	18%	12%	18%
7 Don't know	3%	4%	3%
9 Refused	0%	0%	2%
	100%	100%	100%

Q37 [Do you think the protesters are TRYING or NOT TRYING to . . .] Disrespect the military and veterans?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Trying to	7%	14%	19%
2 Not trying to	90%	81%	72%
7 Don't know	3%	5%	7%
9 Refused	0%	0%	2%
	100%	100%	100%

Q38 [Do you think the protesters are TRYING or NOT TRYING to . . .] Call attention to unfair police tactics?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Trying to	85%	77%	69%
2 Not trying to	12%	16%	22%
7 Don't know	3%	6%	6%
9 Refused	0%	0%	3%
	100%	100%	100%

Q39 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?

	n=414	n=414	n=115
	LR-Black	LR-White	LR-Hispanic
1 Very effective	37%	17%	23%
2 Somewhat effective	51%	48%	46%
3 Not too effective	7%	22%	14%
4 Not at all effective	4%	12%	12%
7 Don't know	1%	0%	4%
9 Refused	0%	0%	1%
	100%	100%	100%

Q40W Thinking about yourself . . . For you, which is it most important to be?
WHITE . . . both WHITE and AMERICAN . . . or AMERICAN?

n=414

	LR-White
1 White	2%
2 BOTH White and American	8%
3 American	88%
7 Don't know	1%
9 Refused	1%
	100%

Q40B Thinking about yourself . . . For you, which is it most important to be?
BLACK . . . both BLACK and AMERICAN . . . or AMERICAN?

n=414

	LR-Black
1 Black	31%
2 BOTH Black and American	41%
3 American	26%
7 Don't know	1%
9 Refused	1%
	100%

Q40H Thinking about yourself . . . For you, which is it most important to be?
HISPANIC . . . both HISPANIC and AMERICAN . . . or AMERICAN?

n=115

	LR-Hispanic
1 Hispanic	24%
2 BOTH Hispanic and American	57%
3 American	16%
7 Don't know	2%
9 Refused	1%
	100%

AGE	What is your age?	n=414	n=414	n=115
		LR-Black	LR-White	LR-Hispanic
	18-24	17%	8%	18%
	25-29	11%	10%	17%
	30-34	10%	8%	16%
	35-44	18%	16%	22%
	45-54	17%	17%	15%
	55-64	16%	18%	10%
	65-74	7%	12%	2%
	75+	4%	11%	
		100%	100%	100%

SEX	And I need to verify, are you male or female?	n=414	n=414	n=115
		LR-Black	LR-White	LR-Hispanic
	1 Male	44%	48%	56%
	2 Female	56%	52%	44%
		100%	100%	100%

EDUC	What is the last grade or class that you completed in school?	n=414	n=414	n=115
		LR-Black	LR-White	LR-Hispanic
	1 None, or grade 1 - 4	0%	0%	5%
	2 Grades 5, 6 or 7	0%	0%	8%
	3 Grade 8	0%	0%	1%
	4 High school incomplete (Grades 9-11)	4%	1%	9%
	5 High school graduate, Grade 12 or GED	27%	7%	27%
	6 Assoc. degree, technical, trade or business	12%	6%	7%
	7 College/university incomplete	22%	13%	11%
	8 College/university graduate or more	36%	72%	32%
		100%	100%	100%

INTER	Do you subscribe to dial-up Internet service at home . . . or do you subscribe to a higher speed broadband service such as DSL, cable, or fiber optic service?	n=414	n=414	n=115
		LR-Black	LR-White	LR-Hispanic
	1 Dial-up	2%	1%	4%
	2 High speed (DSL/Cable/Fiber Optic)	80%	92%	72%
	3 ONLY access on cell or tablet	8%	2%	7%
	4 No home internet access (Volunteered)	8%	3%	12%
	7 Don't Know	2%	1%	5%

9 Refused	0%	0%	0%
	100%	100%	100%

EMPLOY	Are you currently employed or unemployed?	n=414	n=414	n=115
		LR-Black	LR-White	LR-Hispanic
1	Employed for wages (full or part-time)	66%	53%	58%
2	Self-employed	9%	18%	13%
3	Out of work for more than 1 year	1%	1%	1%
4	Out of work for less than 1 year	3%	0%	3%
5	Homemaker (not employed)	1%	1%	9%
6	Student (not employed)	2%	3%	9%
7	Retired	12%	21%	3%
8	Unable to work	7%	3%	4%
9	Refused	0%	0%	0%
		100%	100%	100%

INC	And the last question, if you added together the yearly income, before taxes, of all the members of your household for last year, 2016, would the total be . . .	n=414	n=414	n=115
		LR-Black	LR-White	LR-Hispanic
1	Less than \$10,000	3%	1%	3%
2	\$10 - 15,000	3%	1%	5%
3	\$15 - 20,000	8%	2%	7%
4	\$20 - 25,000	14%	5%	13%
5	\$25 - 35,000	9%	7%	11%
6	\$35 - 50,000	19%	11%	12%
7	\$50 - 75,000	19%	13%	13%
8	\$75 - 100,000	12%	16%	14%
10	More than \$100,000	12%	42%	17%
77	Don't know	0%	0%	5%
99	Refused	0%	2%	0%
		100%	100%	100%