March 14 - 16, 2015



Comfortable talking
 How comfortable are you talking about race?

		Ge	nder		Α	ge			3 Point Party ID	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very comfortable	58%	59%	58%	57%	50%	62%	65%	58%	57%	61%
Somewhat comfortable	34%	34%	34%	34%	37%	32%	32%	33%	35%	33%
Not very comfortable	6%	5%	7%	8%	10%	4%	2%	6%	6%	5%
Not comfortable at all	2%	3%	1%	0%	3%	2%	1%	3%	2%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(464)	(532)	(164)	(266)	(396)	(170)	(350)	(403)	(243)

			Race		F	amily Income			Regi	on	
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very comfortable	58%	59%	59%	58%	56%	62%	61%	56%	57%	62%	57%
Somewhat comfortable	34%	35%	25%	32%	35%	33%	34%	35%	38%	29%	37%
Not very comfortable	6%	5%	9%	8%	7%	5%	4%	7%	4%	7%	6%
Not comfortable at all	2%	1%	7%	2%	2%	_	1%	3%	1%	2%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(754)	(112)	(130)	(378)	(284)	(188)	(178)	(199)	(368)	(251)

March 14 - 16, 2015



2. Importance of identity
How important is your racial identity to you?

		Ge	nder		Α	ge			3 Point Party ID	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very important	27%	24%	30%	33%	28%	24%	27%	34%	25%	22%
Somewhat important	30%	28%	31%	32%	25%	30%	32%	32%	28%	28%
Not very important	27%	28%	26%	24%	30%	27%	27%	21%	27%	37%
Not important at all	16%	20%	12%	11%	17%	19%	14%	13%	20%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(465)	(532)	(165)	(268)	(395)	(169)	(348)	(406)	(243)

			Race		F	amily Income			Regi	on	
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Very important	27%	17%	68%	49%	34%	23%	14%	24%	19%	36%	22%
Somewhat important	30%	30%	18%	38%	28%	33%	29%	29%	37%	30%	22%
Not very important	27%	34%	9%	3%	21%	29%	41%	33%	26%	21%	35%
Not important at all	16%	19%	4%	10%	17%	15%	15%	14%	18%	13%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(753)	(114)	(130)	(380)	(284)	(188)	(178)	(200)	(368)	(251)

March 14 - 16, 2015



3. Interracial date

Have you ever been on a romantic date with someone from a different racial background?

		Ge	nder		Α	ge			3 Point Party ID	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	45%	46%	44%	38%	50%	47%	37%	50%	47%	32%
No	51%	48%	53%	53%	43%	50%	61%	46%	48%	64%
Don't remember	4%	6%	2%	7%	6%	2%	1%	4%	5%	2%
Prefer not to say	1%	1%	1%	2%	1%	0%	_	1%	1%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(463)	(533)	(163)	(269)	(396)	(168)	(349)	(404)	(243)

			Race		F	amily Income			Regi	on	
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	45%	43%	51%	48%	45%	47%	46%	36%	43%	45%	51%
No	51%	54%	46%	39%	49%	51%	50%	58%	52%	51%	44%
Don't remember	4%	3%	2%	12%	6%	1%	2%	6%	3%	4%	3%
Prefer not to say	1%	1%	2%	0%	1%	0%	1%	1%	2%	1%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(751)	(115)	(130)	(377)	(286)	(187)	(179)	(198)	(368)	(251)

March 14 - 16, 2015



4. Worry about racist speechDo you ever worry about saying something that sounds racist?

		Ge	nder		Α	ge			3 Point Party ID	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	33%	31%	35%	37%	37%	29%	32%	38%	30%	33%
No	58%	58%	58%	56%	53%	60%	64%	56%	58%	61%
Not sure	7%	9%	6%	7%	7%	10%	4%	5%	11%	4%
Prefer not to say	1%	1%	1%	_	2%	1%	0%	1%	1%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(465)	(534)	(165)	(269)	(395)	(170)	(351)	(405)	(243)

			Race		F	amily Income	•		Regi	on	
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	33%	34%	19%	42%	29%	33%	46%	29%	34%	35%	33%
No	58%	58%	74%	45%	61%	61%	48%	63%	57%	57%	57%
Not sure	7%	7%	6%	11%	8%	5%	6%	7%	8%	7%	9%
Prefer not to say	1%	1%	1%	1%	1%	0%	_	1%	2%	1%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(755)	(114)	(130)	(380)	(285)	(188)	(179)	(199)	(369)	(252)

March 14 - 16, 2015



5. Said something racist
Have you ever said anything that people might think is racist?

		Ge	nder		Α	ge			3 Point Party ID	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	44%	53%	35%	37%	43%	49%	43%	37%	46%	48%
No	33%	26%	39%	37%	38%	28%	30%	37%	32%	28%
Not sure	23%	20%	25%	25%	18%	22%	28%	25%	21%	23%
Prefer not to say	1%	1%	1%	1%	1%	1%	_	1%	1%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(463)	(531)	(163)	(268)	(394)	(169)	(349)	(403)	(242)

			Race		F	amily Income			Regi	on	
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	44%	46%	22%	48%	35%	52%	55%	48%	46%	40%	45%
No	33%	29%	49%	36%	38%	30%	23%	33%	27%	34%	35%
Not sure	23%	23%	29%	16%	26%	18%	22%	18%	25%	26%	19%
Prefer not to say	1%	1%	0%	_	1%	0%	_	1%	2%	0%	0%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(994)	(750)	(115)	(129)	(376)	(286)	(186)	(178)	(199)	(367)	(250)

March 14 - 16, 2015



6. Talk about race

Do you think people talk too much or not enough about race?

		Ge	nder		А	ge	3 Point Party ID			
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Too much	51%	48%	54%	31%	44%	62%	63%	33%	53%	77%
About right	12%	14%	10%	23%	15%	6%	8%	16%	11%	9%
Not enough	23%	25%	21%	27%	23%	21%	22%	36%	20%	7%
Don't know	14%	13%	15%	18%	18%	11%	7%	15%	16%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(463)	(534)	(165)	(269)	(393)	(170)	(351)	(403)	(243)

			Race		F	amily Income			Regi	on	
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Too much	51%	57%	18%	49%	49%	56%	53%	53%	51%	53%	48%
About right	12%	11%	14%	15%	13%	11%	11%	11%	17%	8%	15%
Not enough	23%	18%	49%	24%	21%	22%	29%	21%	18%	25%	25%
Don't know	14%	13%	19%	13%	17%	10%	7%	16%	14%	14%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(753)	(114)	(130)	(378)	(285)	(188)	(178)	(199)	(369)	(251)

March 14 - 16, 2015



7. Know a racist
Do you know anyone who is racist?

	Total	Gender			Α	ge	3 Point Party ID			
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	62%	61%	64%	63%	54%	66%	66%	62%	64%	58%
No	21%	20%	21%	22%	30%	17%	14%	21%	18%	26%
Not sure	16%	17%	14%	15%	13%	15%	20%	16%	16%	15%
Prefer not to say	2%	2%	1%	0%	3%	2%	_	0%	2%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(463)	(535)	(165)	(269)	(396)	(168)	(350)	(405)	(243)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	62%	66%	48%	56%	57%	69%	63%	56%	63%	62%	67%
No	21%	19%	27%	26%	26%	17%	18%	23%	19%	20%	21%
Not sure	16%	14%	25%	16%	15%	13%	18%	19%	17%	16%	12%
Prefer not to say	2%	2%	_	2%	1%	_	1%	2%	1%	2%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(753)	(115)	(130)	(380)	(286)	(186)	(179)	(199)	(369)	(251)

March 14 - 16, 2015



8. Friend say something racist
Have you ever heard a close family member or friend say something racist?

	Total	Gender			Α	ge	3 Point Party ID			
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	69%	68%	70%	72%	66%	70%	68%	69%	69%	68%
No	22%	23%	21%	21%	24%	21%	24%	27%	19%	22%
Not sure	7%	7%	7%	5%	7%	7%	7%	4%	8%	8%
Prefer not to say	2%	2%	2%	2%	3%	3%	1%	0%	4%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(464)	(534)	(164)	(268)	(396)	(170)	(350)	(406)	(242)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	69%	74%	50%	59%	64%	75%	75%	68%	74%	68%	67%
No	22%	19%	36%	26%	26%	19%	18%	23%	21%	23%	21%
Not sure	7%	5%	13%	9%	8%	6%	5%	5%	4%	8%	9%
Prefer not to say	2%	2%	1%	6%	2%	0%	1%	4%	1%	1%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(998)	(753)	(115)	(130)	(380)	(284)	(188)	(177)	(200)	(369)	(252)