

# One Community Initiative

## RACIAL ATTITUDES STUDY II



**THE UNIVERSITY OF NEW ORLEANS  
SURVEY RESEARCH CENTER**

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# Methodology

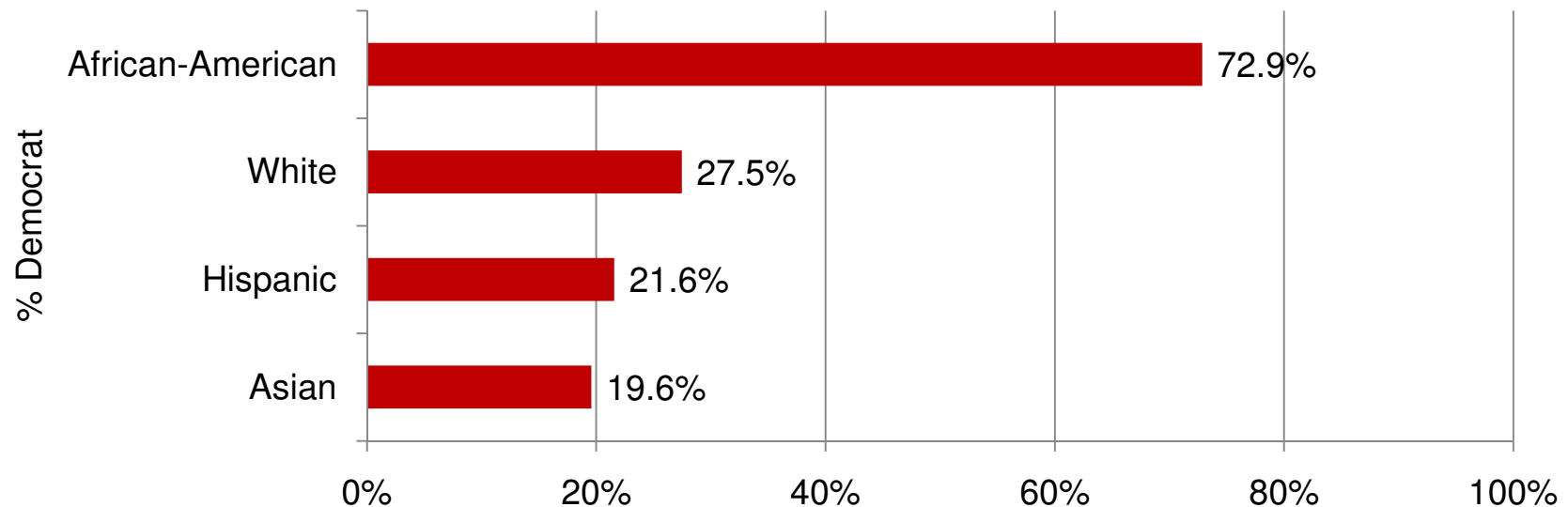


- This is the second in a series on studies of racial attitudes in the local media market.
  - In total, 524 residents from 9 different parishes were interviewed.
  - The 9 parishes include Orleans, Jefferson, St. Tammany, Lafourche, Terrebonne, Tangipahoa, St. Charles, Plaquemines and St. Bernard.
  - The sample for the 2009 study is comparable to that for 2008 in terms of demographic characteristics including Parish and Race/Ethnicity.
- Interviewing took place during the last two weeks of October and first week of November 2009.



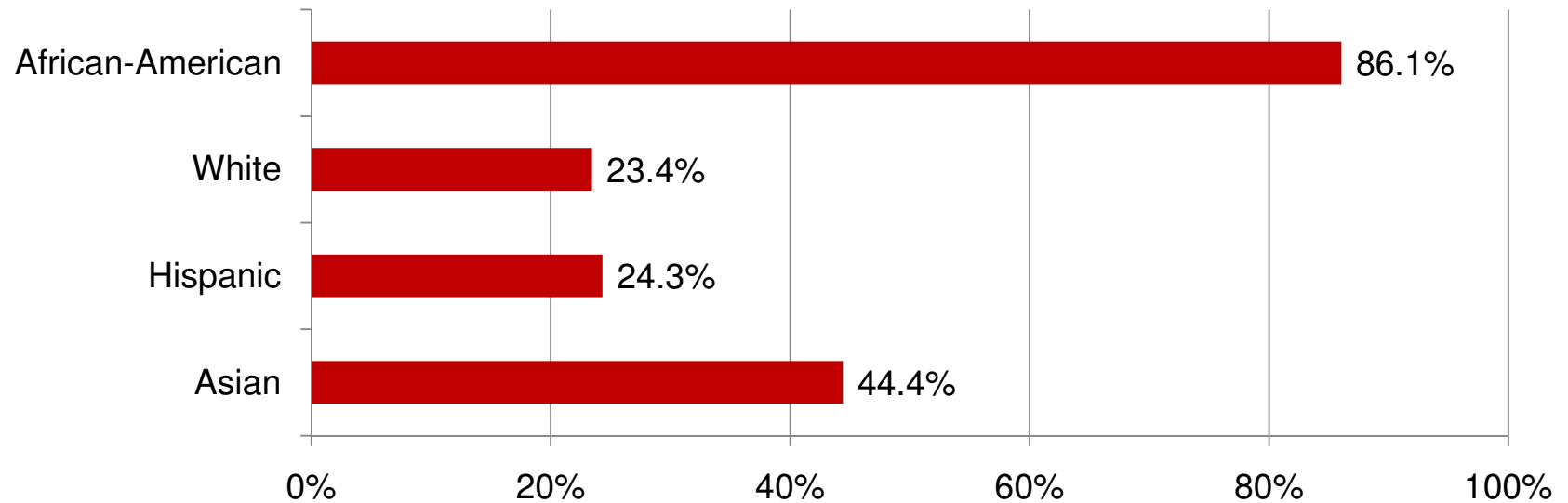
# The Great Political Divide

# Blue, Red, Black and White



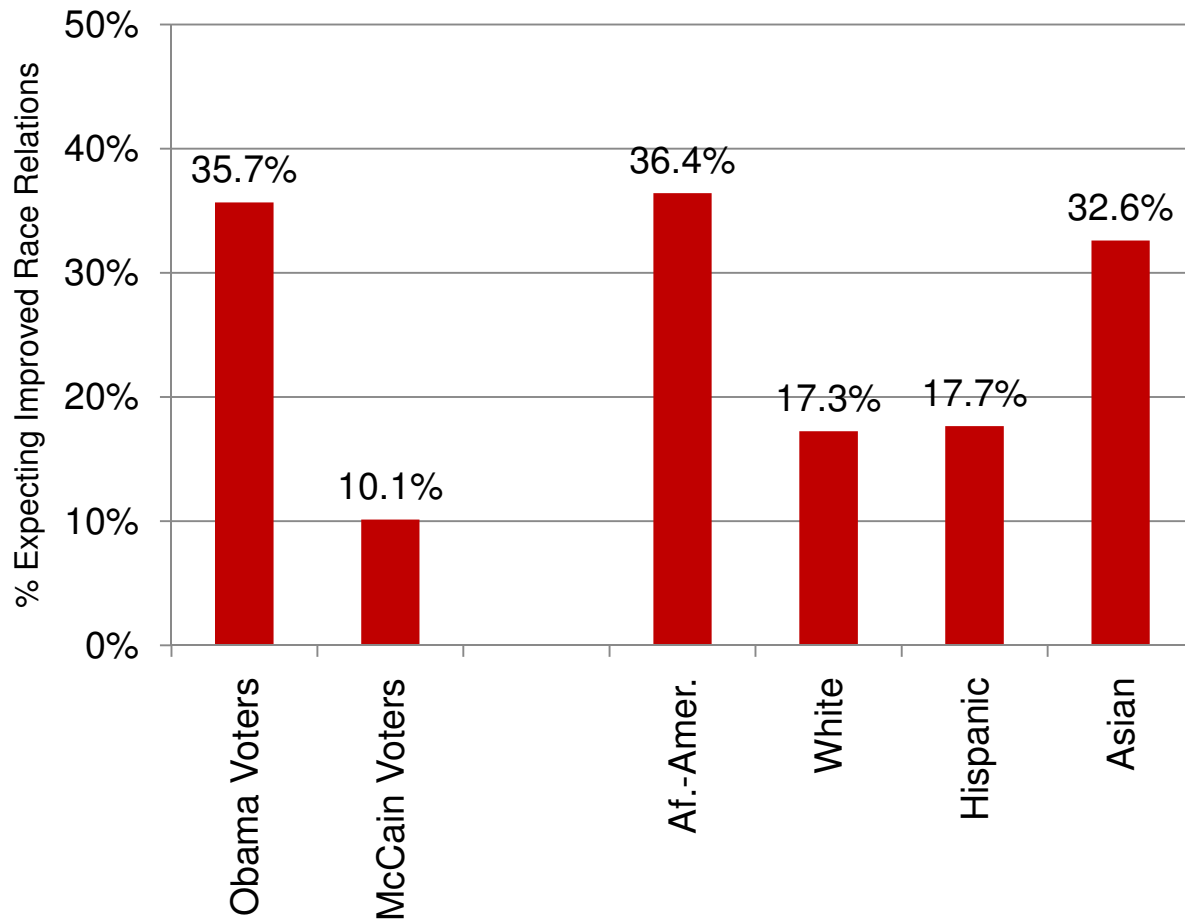
- Local politics continues to be marked by a substantial divide defined by race.
- While a large majority of African-Americans identify with the Democratic Party, only about one-quarter or less of other groups consider themselves to be Democrats.

# Vote for Obama



- In our area, President Obama received majority support only from African-American voters.
- Asians were the most supportive of Obama among non-African-Americans.

# The Election and Race Relations



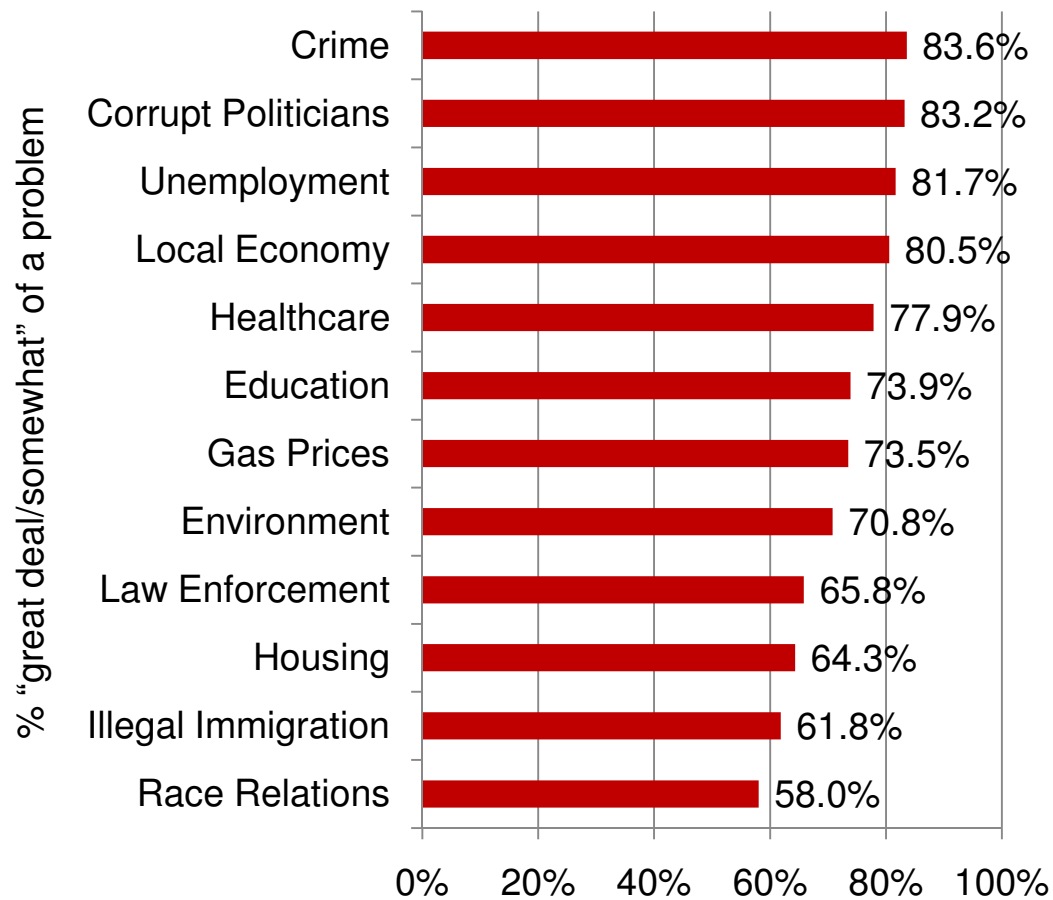
- Obama voters were much more optimistic than others that his election will bring about positive changes in race relations.

- While over one-third of Obama voters look for improving race relations, a nearly equal percentage of McCain voters (33.8%) look for conditions to worsen.



# Race Relations

# The Problem of Race Relations



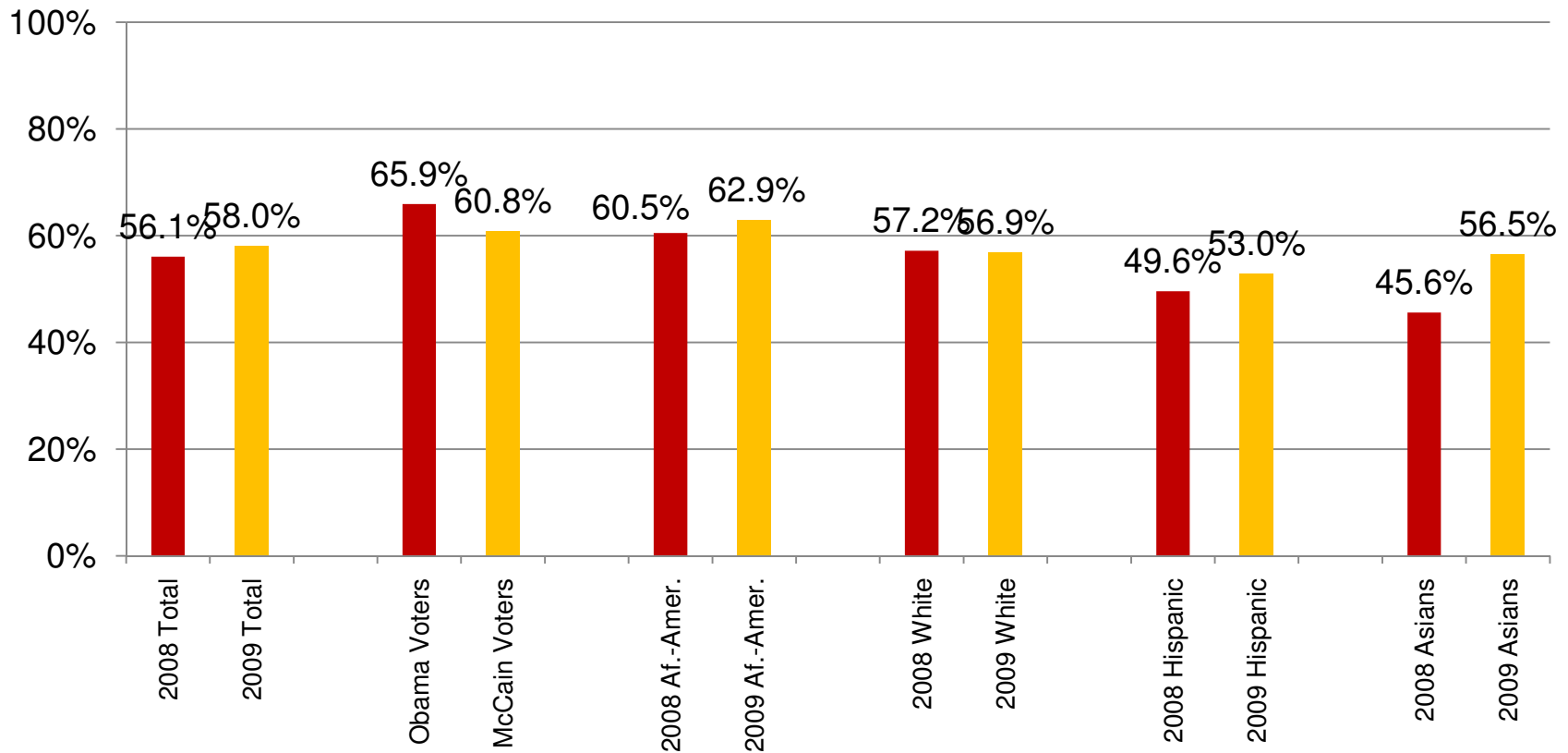
*I'm going to start by reading you a list of items that some people say are important problems in their community. For each item that I read, please tell me whether you consider it to be a problem a great deal, somewhat, a little or not at all.*

*The first is ..*

•Since 2008, crime has supplanted gasoline prices as the problem with which the largest percentage of residents express concern, while corrupt politicians retain their second place position.

•Though over half perceive race relations as a problem, it still finds itself at the bottom of the list of local concerns.

# The Problem of Race Relations

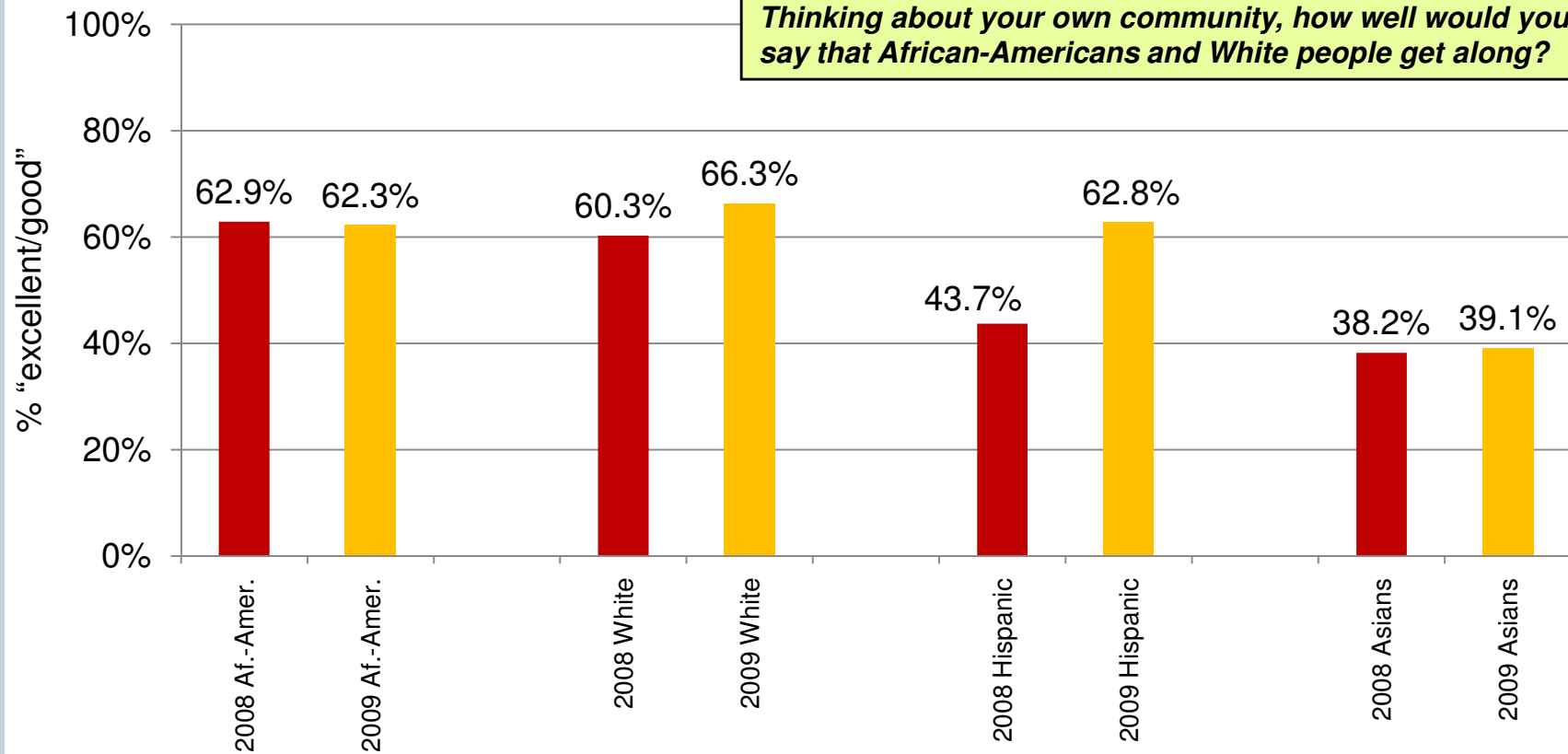


•Of the four racial/ethnic groups studied, only Asians demonstrated a noteworthy increase in concern for race relations.

# The Quality of Local Race Relations

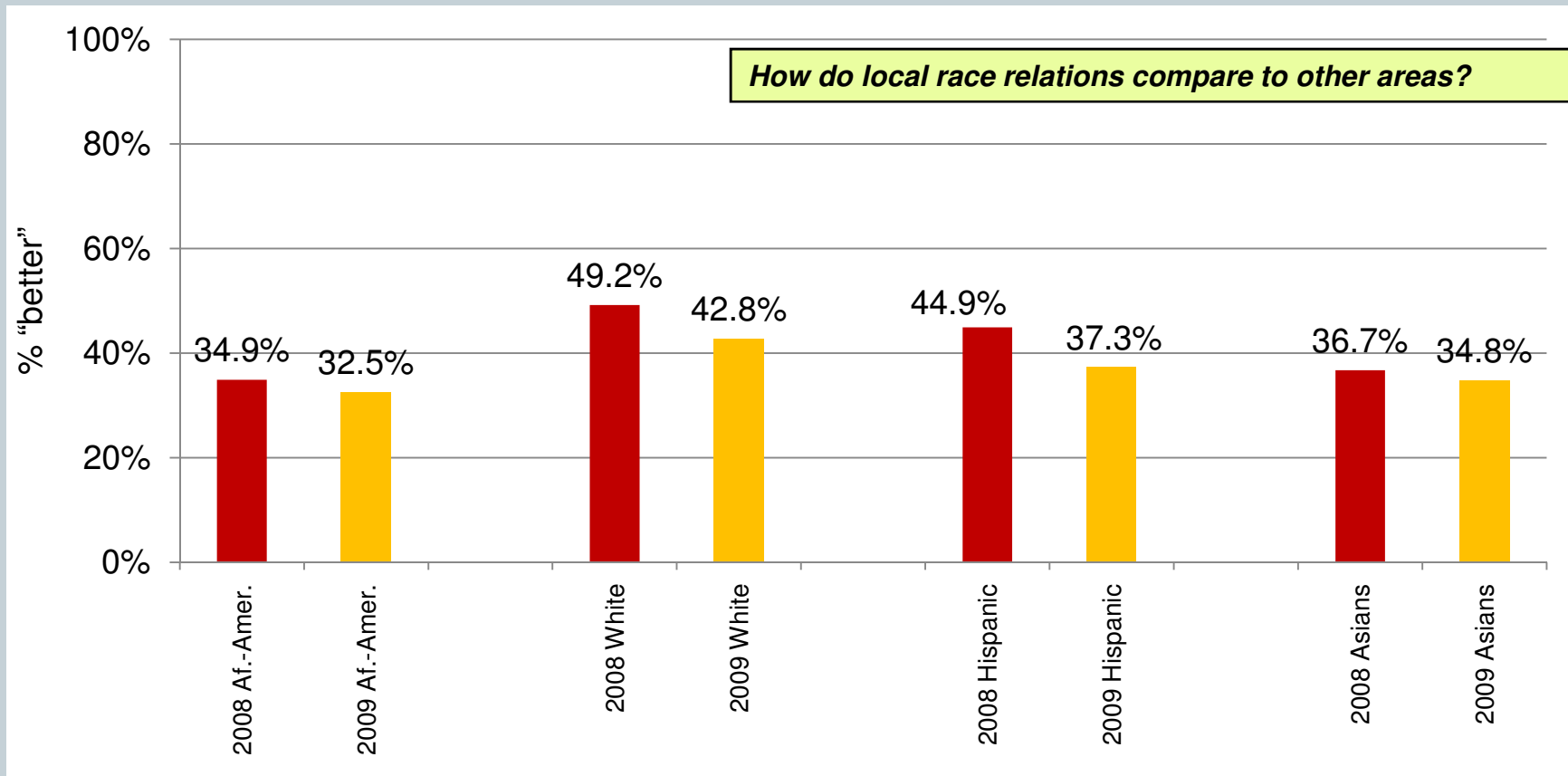


*Thinking about your own community, how well would you say that African-Americans and White people get along?*



•Whites and, especially, Hispanics, grew in their optimism concerning Black-White relationships in their own community,.

# Comparative Race Relations

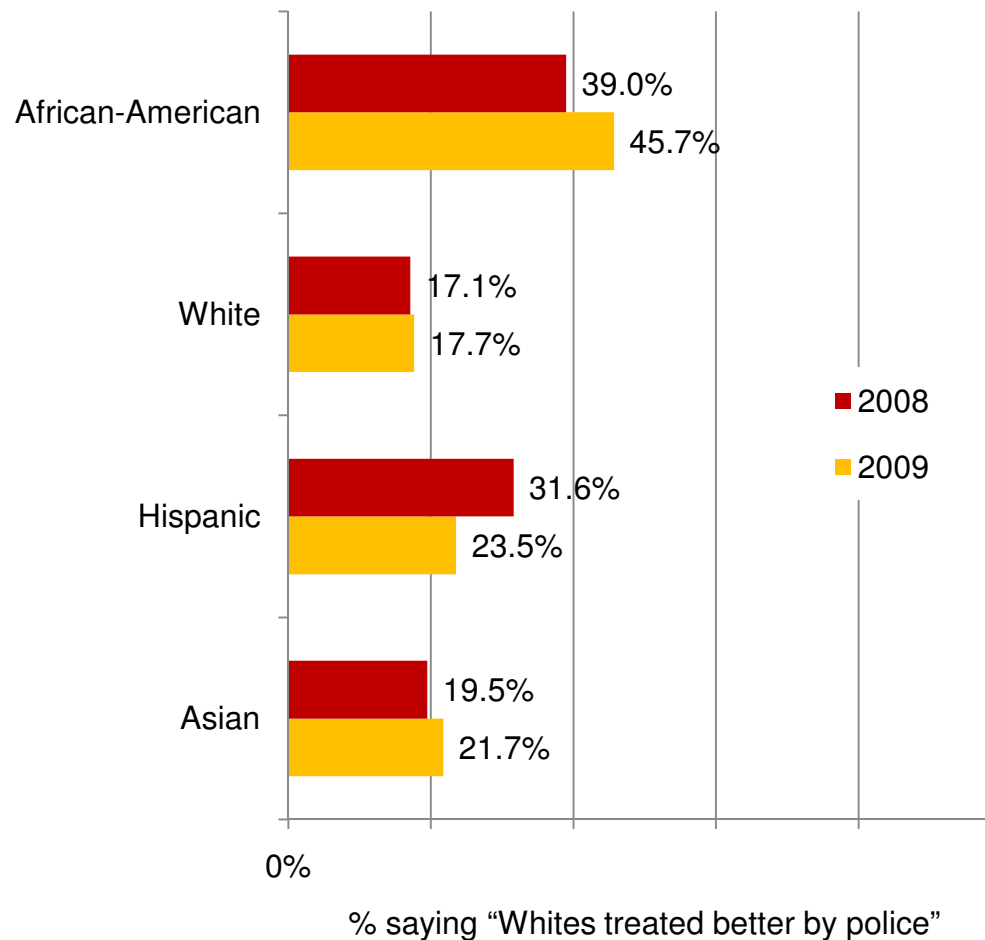


•Optimism concerning the state of local race relations relative to other parts of the country appears to have declined slightly since 2008.



# Structural Racism

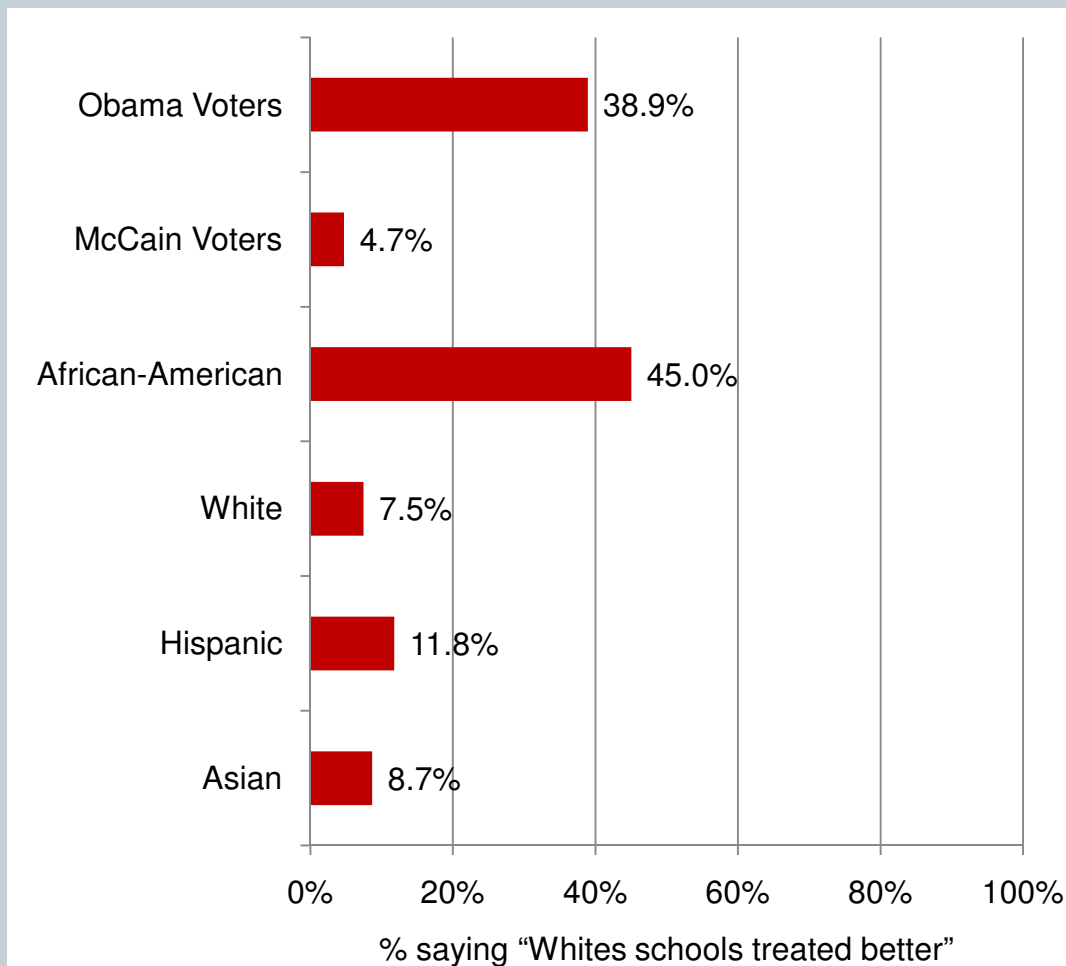
# In Law Enforcement



- African-Americans report a slight increase in the extent to which they feel that Whites are treated better by police.

- Other groups show little change from 2008.

# In Education



- Obama voters and African-Americans are the only groups who, in significant numbers, believe that majority white public schools receive better treatment than others.

- Hispanics are the only other group with over 10% agreeing that predominantly White schools are treated better.

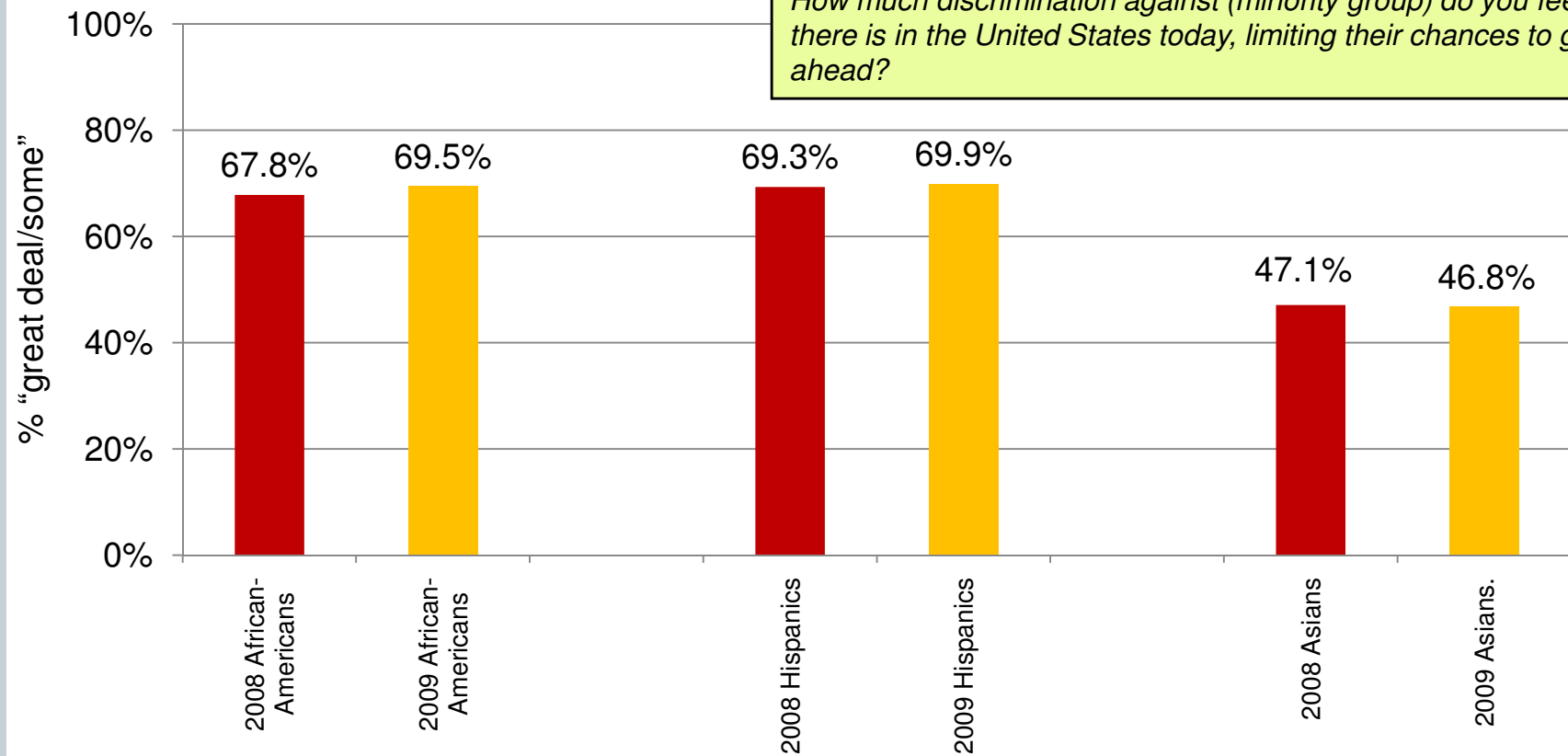


# Discrimination

# Discrimination Against Minorities



*How much discrimination against (minority group) do you feel there is in the United States today, limiting their chances to get ahead?*

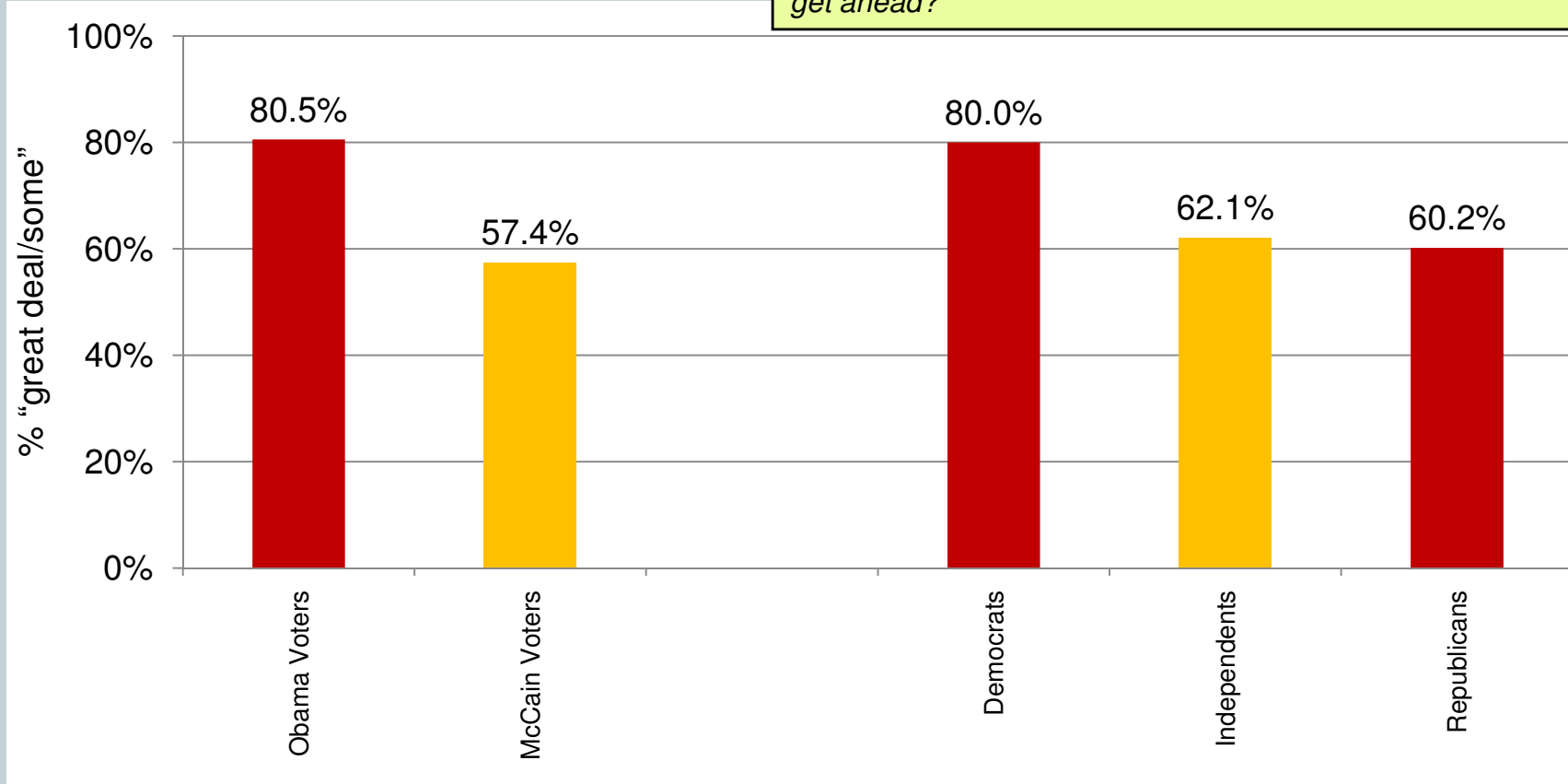


•Perceptions of the extent to which various minorities are thought to suffer discrimination have remained virtually unchanged since 2008.

# Discrimination Against African-Americans

THE POLITICAL DIVIDE

*How much discrimination against African-Americans do you feel there is in the United States today, limiting their chances to get ahead?*

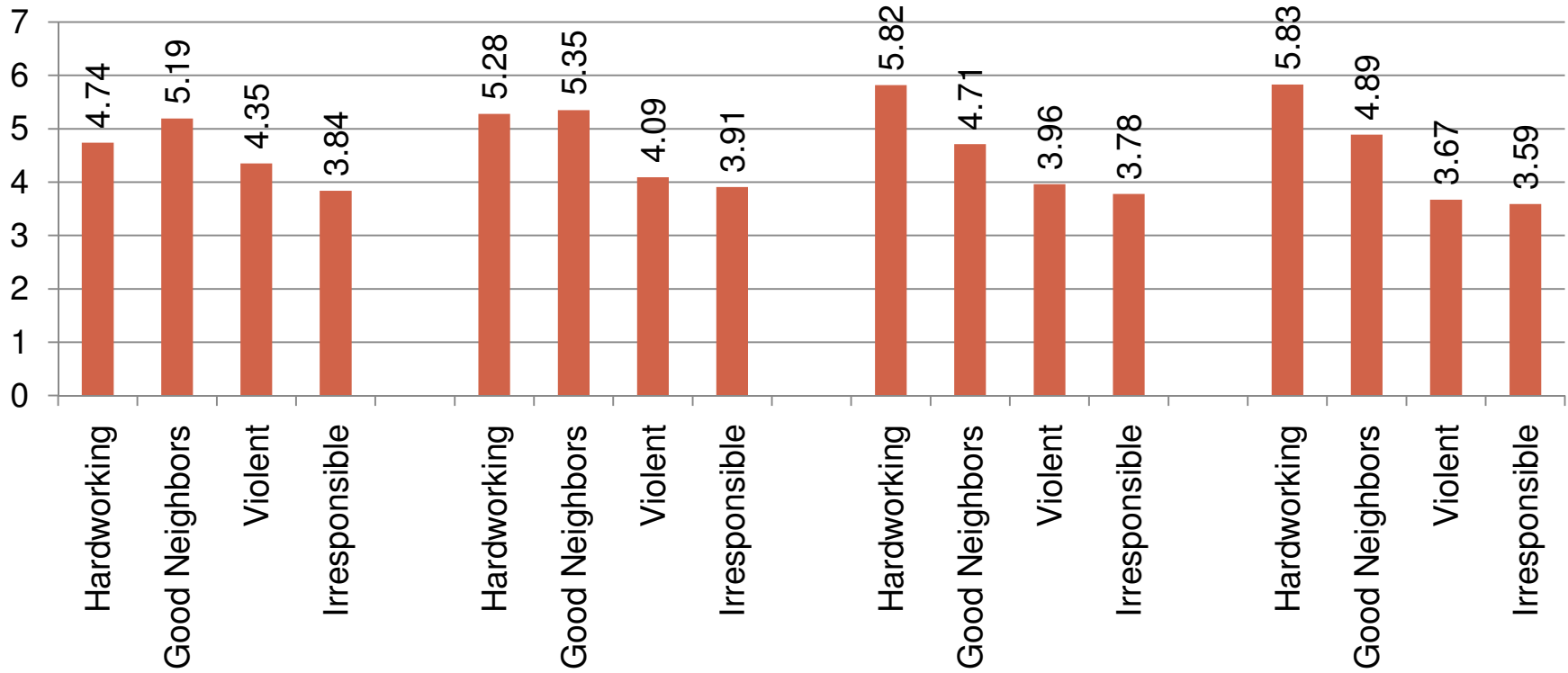


•The political divide clearly manifests itself on perceptions of discrimination against African-Americans in terms of both vote and partisanship.



# Stereotypes

# Positives and Negative Stereotypes



Toward African-Americans

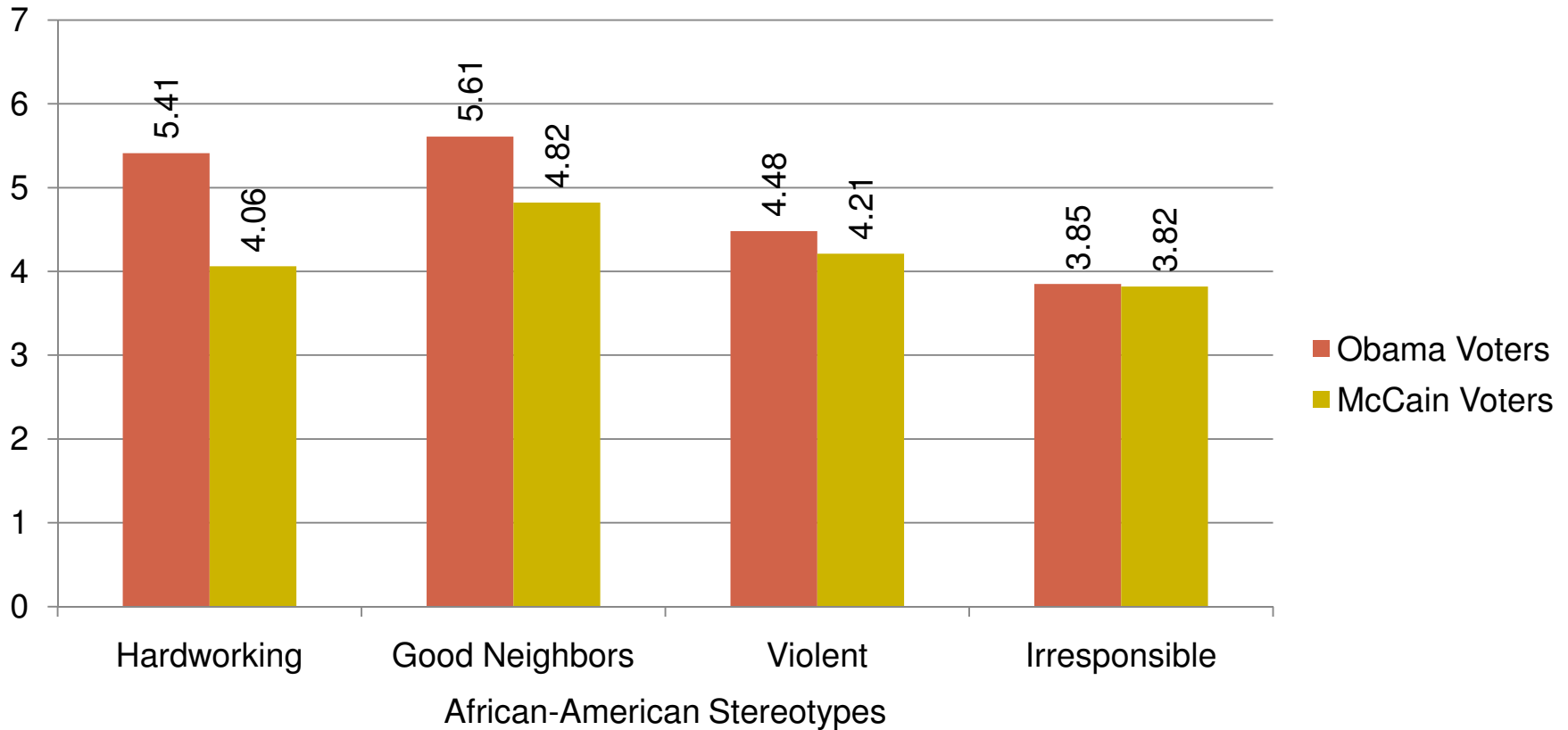
Toward Whites

Toward Hispanics

Toward Asians

• In general, the most positive stereotypes are held toward Asians. The most negative are held toward African-Americans.

# Stereotypes and Politics



•While Obama voters are more likely to hold positive stereotypes toward African-Americans than McCain voters, McCain voters are not more likely to hold negative stereotypes.

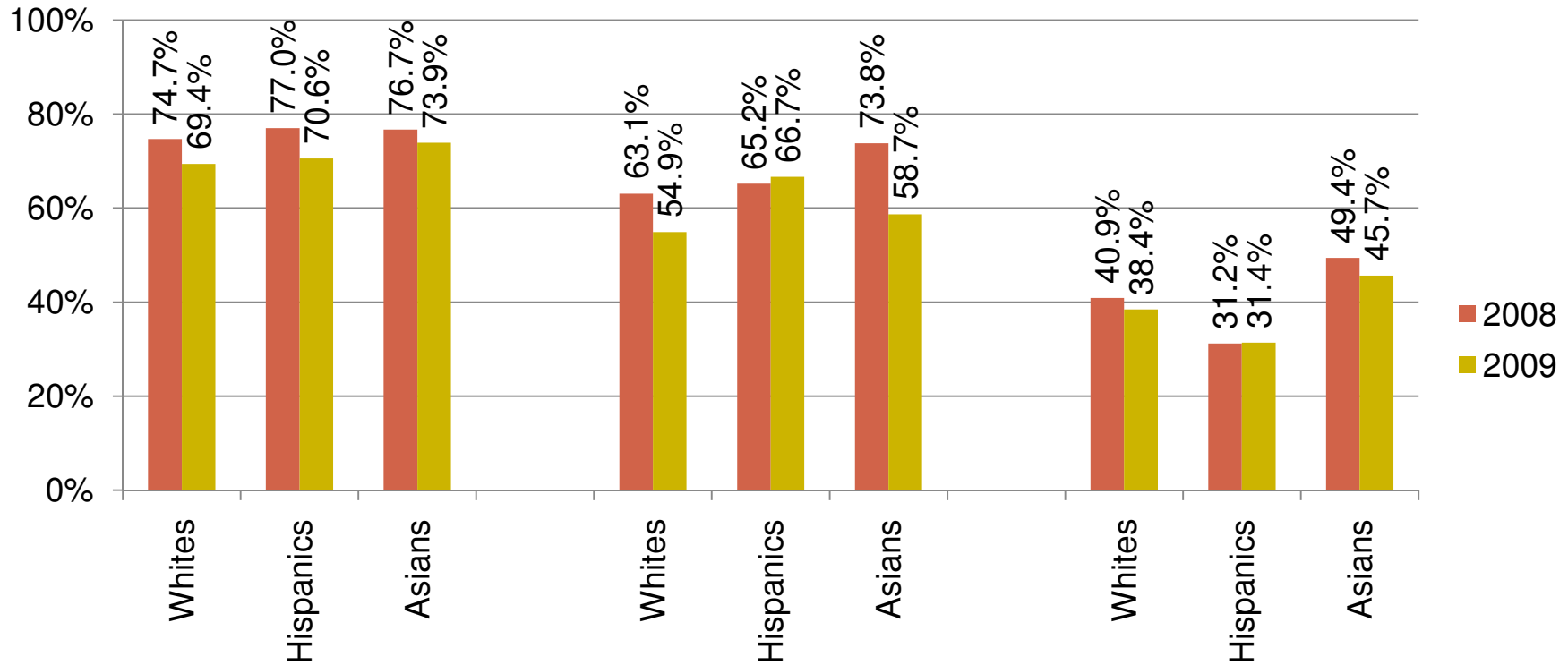


# Symbolic and Traditional Racism

Symbolic racism measures make it “easier” for respondents to express negative racial attitudes by implying reasons other than race, per se, as the factor driving the negative attitude.

In contrast to stereotypical attitudes, which may be benign or even positive in nature, traditional racist attitudes ascribe inherent negative traits to a given race or ethnic group solely on group membership. These negative traits are believed to be genetic in nature and cannot be overcome.

# Symbolic Attitudes About African-Americans



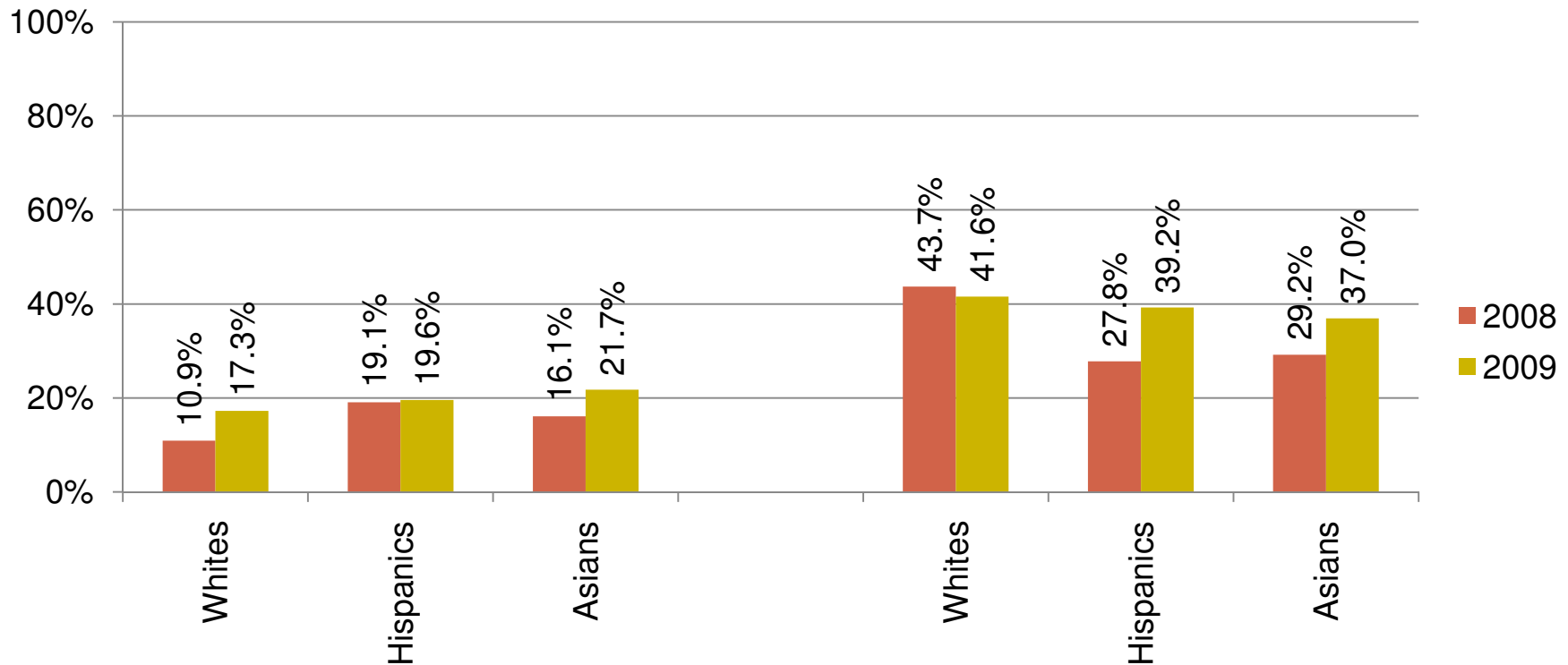
Other minorities overcame prejudice and worked their way up. Blacks should do the same.

If blacks would only try harder they could be just as well off as whites.

Over the past few years, blacks have gotten more economically than they deserve.

•Attitudes toward African-Americans have remained fairly stable since 2008, though there is some suggestion of movement in a positive direction.

# “Traditional” Attitudes About African-Americans



Blacks come from a less able race and this explains why blacks are not as well off as whites in America.

Over the past few years, blacks have gotten more economically than they deserve.

- Relatively small sample sizes may account for what appears to be a surge in the racist direction among Asians and Hispanics.

# Conclusions

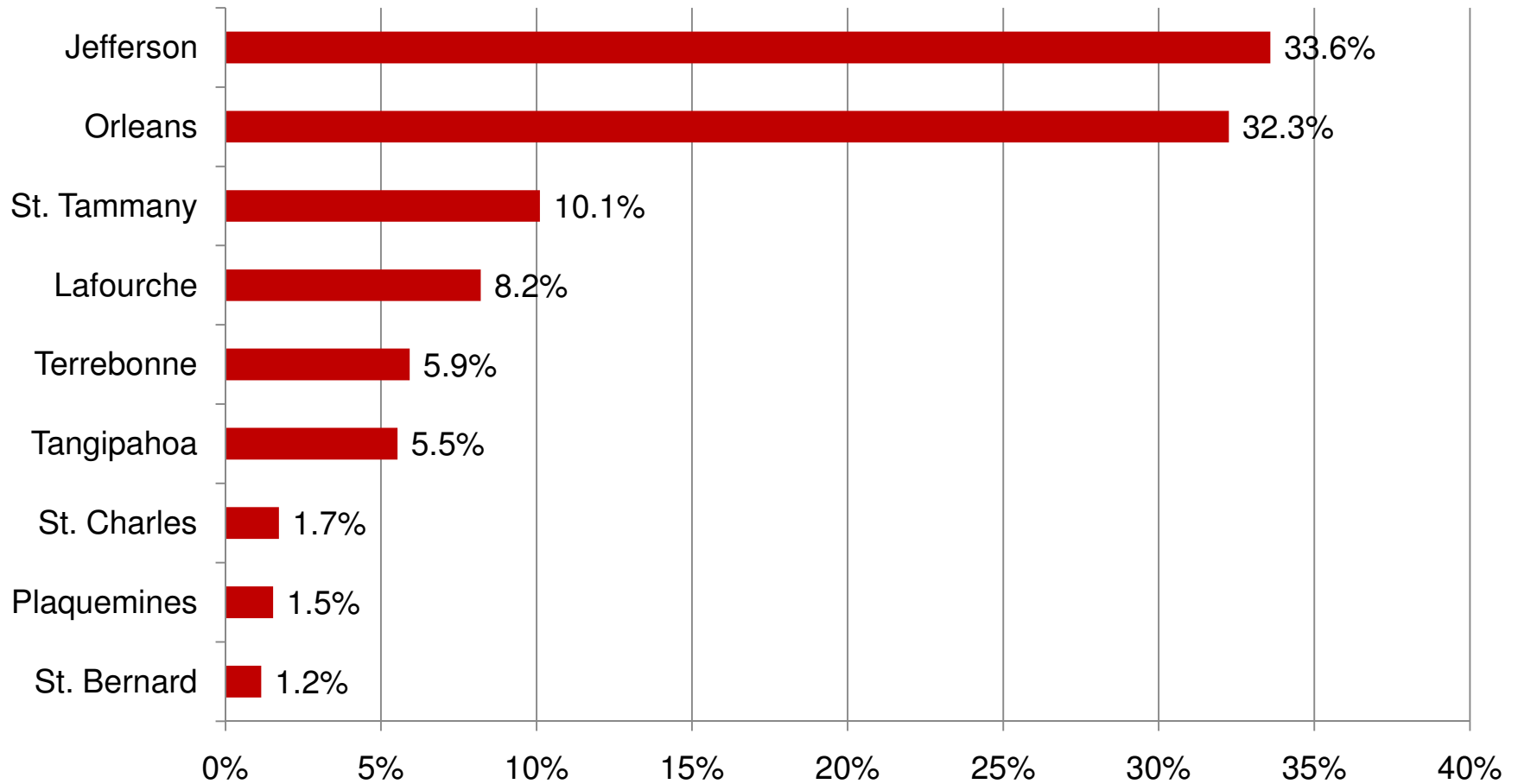


- Area politics continue to be marked by racial divisions which have not only political consequences but also consequences in terms of the way that residents view race.
- There is little evidence of any significant change in racial attitudes since the 2008 survey.
  - A large percentage continue to recognize the existence of substantial discrimination against African-Americans and Hispanics.
  - Evidence for a significant amount of “symbolic” racism toward African-Americans continues to exist.
  - A potential upsurge in “traditional” racism needs to be monitored.
  - Residents continue to be happy with the quality of race relations in their own communities.
- Perceptions concerning the extent to which institutional relations are structured in such a way as to sustain unfair race relations vary predictably and considerably in accordance with race and political affiliation.



# Respondent Profile

# Parish



# Race/Ethnicity

