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INTRODUCTION
STATE OF THE REGION RACIAL SENTIMENT SURVEY
Recent events have reinforced the vivid history and continued presence of systemic racism and unacceptable racial disparities throughout the country. Within the Tampa Bay region, these issues were further underscored by the dramatic inequities revealed in the 2020 Regional Equity Report.

The Tampa Bay Partnership conducted this Racial Sentiment Survey as part of the State of the Region Initiative, in collaboration with the Community Foundation of Tampa Bay, United Way Suncoast and the University of South Florida’s Muma College of Business, to surface the perceptions of Tampa Bay residents on issues of race, racism and racial equity within the region. Data analysis was conducted to determine overall sentiment among residents and identify differences in sentiment between different racial and ethnic backgrounds.

These insights are provided to inform the region’s business, government and nonprofit leaders as they engage in the hard, honest conversations about race that must take place to create a more inclusive community.
Data was collected via online surveys with 450 residents of Hernando, Hillsborough, Pasco, and Pinellas counties on October 2 – 5, 2020.

Black/African American residents of the Tampa Bay area were oversampled to ensure the validity of crosstabulation data presented throughout this report.

Overall results have been weighted by gender, race, and age to ensure representativeness of the Tampa Bay population.
TOPLINE RESULTS

STATE OF THE REGION RACIAL SENTIMENT SURVEY
TOPLINE RESULTS

1. Tampa Bay area residents perceive race relations in their community more positively than race relations in the U.S. as a whole. Residents also perceive race relations in their communities as remaining relatively stable, while race relations across the U.S. are worsening.

2. Black residents are more likely to view issues of race and racial discrimination as pervasive, systemic issues that are present in relatively all elements of society, while White residents are more likely to view these issues as being situationally dependent.
3. A large majority of Black residents have experienced racial discrimination in their community, an experience that is comparatively rare for White residents.

4. Tampa Bay residents are largely in agreement that Black people are treated less fairly than White people when dealing with the police or criminal justice system.
5. White residents believe that it has become less acceptable for people to express racist or racially insensitive views over the past few years. However, Black residents believe that it has become more acceptable to express these views.

6. 2 in 3 Tampa Bay residents support the Black Lives Matter movement. However, nearly 1 in 3 White residents strongly oppose the movement.
7. About half of Tampa Bay residents believe issues of racism are very important in the upcoming election. Black Tampa Bay residents are much more likely to hold this belief than White residents.
RACE RELATIONS

STATE OF THE REGION RACIAL SENTIMENT SURVEY
U.S. RACE RELATIONS

7 in 10 Tampa Bay area residents perceive race relations in the United States as “generally bad”.

Thinking about today, race relations in the United States are...

- Generally good: 29%
- Generally bad: 71%
U.S. RACE RELATIONS

CROSS-RACIAL COMPARISONS

Though a significant majority of both Black and White residents agree that race relations in the United States are generally bad, Black residents have a less positive perception of race relations.

Thinking about today, race relations in the United States are...

- Generally good
  - Black/African American: 18%
  - White/Caucasian: 32%
- Generally bad
  - Black/African American: 82%
  - White/Caucasian: 68%
U.S. RACE RELATIONS

3 in 5 Tampa Bay residents believe that race relations in the United States are getting worse.
Black and White residents agree that race relations in the United States are getting worse; however, White residents are more likely to perceive race relations in the United States as improving.
LOCAL RACE RELATIONS

More than 7 in 10 residents perceive race relations in their community as “generally good”.

Thinking about today, race relations in your community are...

- Generally good: 72%
- Generally bad: 28%
LOCAL RACE RELATIONS

CROSS-RACIAL COMPARISONS

Though both Black and White residents typically believe that race relations in their community are generally good, nearly twice as many Black residents perceive race relations in their community as generally bad.

Thinking about today, race relations in your community are...

<table>
<thead>
<tr>
<th>Generally good</th>
<th>Generally bad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black/African American</td>
<td>59%</td>
</tr>
<tr>
<td></td>
<td>78%</td>
</tr>
</tbody>
</table>
LOCAL RACE RELATIONS

More than half of residents believe that race relations in their community are staying the same, rather than improving or worsening.

Are race relations in your community...

- Getting better: 24%
- Getting worse: 22%
- Staying the same: 54%
LOCAL RACE RELATIONS

CROSS-RACIAL COMPARISONS

While White residents are more likely to think race relations are getting better, majorities of Black residents and White residents say race relations in their community are staying the same.
RACIAL AWARENESS
STATE OF THE REGION RACIAL SENTIMENT SURVEY
ATTENTION TO RACIAL ISSUES

A plurality of Tampa Bay residents believe that too little attention is paid to racial issues in their community.

How much attention is being paid to race and racial issues in your community these days?

- Too much: 31%
- Too little: 38%
- The right amount: 31%
ATTENTION TO RACIAL ISSUES

CROSS-RACIAL COMPARISONS

Nearly twice as many Black residents than White residents believe that too little attention is currently paid to race and racial issues.

How much attention is being paid to race and racial issues in your community these days?

- Too much: 13% Black/African American, 34% White/Caucasian
- Too little: 64% Black/African American, 34% White/Caucasian
- The right amount: 23% Black/African American, 32% White/Caucasian
RELATIONSHIPS WITH OTHERS

4 of 5 Tampa Bay residents say they choose to spend personal time with people from a different racial background than their own at least sometimes.

How often do you choose to spend your personal time with people from a different racial background than your own?

- Often: 34%
- Sometimes: 45%
- Rarely: 17%
- Never: 4%
RELATIONSHIPS WITH OTHERS

CROSS-RACIAL COMPARISONS

Black residents are more likely than White residents to report that they “often” choose to spend their personal time with people from a different racial background.

How often do you choose to spend your personal time with people from a different racial background than your own?

- Often: 47% (Black/African American), 32% (White/Caucasian)
- Sometimes: 47% (Black/African American), 38% (White/Caucasian)
- Rarely: 12% (Black/African American), 17% (White/Caucasian)
- Never: 3% (Black/African American), 4% (White/Caucasian)
IMPORTANCE OF IDENTITY

3 in 10 residents consider their race to be extremely important when it comes to their personal identity.
IMPORTANCE OF IDENTITY

CROSS-RACIAL COMPARISONS

Race is extremely important to the personal identities of Black Tampa Bay residents. A plurality of White residents do not consider race to be important to their personal identity.
RACIAL INSENSITIVITY

65% of residents “rarely” or “never” hear friends or family members of their racial background make racially insensitive comments or jokes about other racial groups.

How often do you hear friends or family members of your racial background make comments or jokes that might be considered racially insensitive about other racial groups?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Often</td>
<td>10%</td>
</tr>
<tr>
<td>Occasionally</td>
<td>25%</td>
</tr>
<tr>
<td>Rarely</td>
<td>37%</td>
</tr>
<tr>
<td>Never</td>
<td>28%</td>
</tr>
</tbody>
</table>
RACIAL INSENSITIVITY

CROSS-RACIAL COMPARISONS

3 in 5 Black residents and 3 in 4 White residents rarely or never hear friends and family members from their racial background make racially insensitive or discriminatory comments about other races.

How often do you hear friends or family members of your racial background make comments or jokes that might be considered racially insensitive about other racial groups?

- Often: Black/African American - 11%, White/Caucasian - 6%
- Occasionally: Black/African American - 31%, White/Caucasian - 21%
- Rarely: Black/African American - 44%, White/Caucasian - 40%
- Never: Black/African American - 14%, White/Caucasian - 33%
RACIAL INSENSITIVITY

45% of Tampa Bay residents believe that it has become more common for people to express racist or racially insensitive views in recent years.

In recent years, people expressing racist or racially insensitive views has become...

- More common: 45%
- Less common: 31%
- The same: 24%
RACIAL INSENSITIVITY

CROSS-RACIAL COMPARISONS

Black residents are more than twice as likely as White residents to believe that it has become more common for people to express racist or racially insensitive views over recent years.

In recent years, people expressing racist or racially insensitive views has become...

<table>
<thead>
<tr>
<th></th>
<th>More common</th>
<th>Less common</th>
<th>The same</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black/African American</td>
<td>75%</td>
<td>36%</td>
<td>14%</td>
</tr>
<tr>
<td>White/Caucasian</td>
<td></td>
<td>11%</td>
<td>26%</td>
</tr>
</tbody>
</table>
RACIAL INSENSITIVITY

More than half of Tampa Bay residents believe that it has become less acceptable for people to express racist or racially insensitive views in recent years.

In recent years, people expressing racist or racially insensitive views has become...

- More acceptable: 23%
- Less acceptable: 54%
- The same: 23%
RACIAL INSENSITIVITY

CROSS-RACIAL COMPARISONS

A majority of White residents believe that it has become less acceptable for people to express racist or racially insensitive views in recent years, whereas nearly half of Black residents believe that these expressions have become more acceptable.

In recent years, people expressing racist or racially insensitive views has become...

- More acceptable
- Less acceptable
- The same

<table>
<thead>
<tr>
<th>Comparison</th>
<th>Black/African American</th>
<th>White/Caucasian</th>
</tr>
</thead>
<tbody>
<tr>
<td>More acceptable</td>
<td>20%</td>
<td>22%</td>
</tr>
<tr>
<td>Less acceptable</td>
<td>31%</td>
<td>23%</td>
</tr>
<tr>
<td>The same</td>
<td>47%</td>
<td>57%</td>
</tr>
</tbody>
</table>
RACIAL SENTIMENT

STATE OF THE REGION RACIAL SENTIMENT SURVEY
RACIAL SENTIMENT

84% of Tampa Bay residents agree that White supremacists/hate groups pose a threat to America.

With which of the following statements regarding racism and racial discrimination do you agree?

- White supremacist/hate groups pose a threat to America: 84%
- Elected/appointed government bodies should proportionately reflect the racial and ethnic population of the community: 78%
- Company boards and executives should be more racially and ethnically diverse: 78%
- Racism exists in my community today: 68%
- New civil rights laws are needed to reduce discrimination against black people: 66%
- The legacy of slavery affects the current social and economic position of black people: 59%

*Percentage of residents who agreed
## Racial Sentiment

### Cross-Racial Comparisons

Black residents perceive racism and racial discrimination as pervasive issues that are systemic across society, whereas White residents perceive racism and racial discrimination as situationally dependent occurrences.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Black/African American</th>
<th>White/Caucasian</th>
</tr>
</thead>
<tbody>
<tr>
<td>White supremacist/hate groups pose a threat to America</td>
<td>94%*</td>
<td>80%</td>
</tr>
<tr>
<td>Elected and appointed government bodies should proportionately reflect the racial and ethnic population of the community</td>
<td>89%</td>
<td>74%</td>
</tr>
<tr>
<td>Company boards and executives should be more racially and ethnically diverse</td>
<td>94%</td>
<td>73%</td>
</tr>
<tr>
<td>Racism exists in my community today</td>
<td>89%</td>
<td>59%</td>
</tr>
<tr>
<td>New civil rights laws are needed to reduce discrimination against black people</td>
<td>87%</td>
<td>56%</td>
</tr>
<tr>
<td>The legacy of slavery affects the current social and economic position of black people</td>
<td>90%</td>
<td>46%</td>
</tr>
</tbody>
</table>

*Percentage of residents who agreed
PERCEPTIONS OF FAIRNESS

7 in 10 residents believe that Black people are treated less fairly than White people when dealing with the police and the criminal justice system.

Do you believe Black people are treated less fairly than White people in the following situations?*

- In dealing with the police: 71%
- By the criminal justice system: 71%
- In hiring/pay/promotions: 61%
- Leadership/networking opportunities: 55%
- When applying for a loan or mortgage: 54%
- In accessing quality education: 53%
- In procurement/vendor opportunities: 52%
- In stores or restaurants: 50%
- When seeking medical treatment: 47%
- When voting in elections: 43%

*Multiple responses permitted.
PERCEPTIONS OF FAIRNESS

CROSS-RACIAL COMPARISONS

Black and White residents agree that Black people are treated less fairly than White people when dealing with the police or criminal justice system. However, White residents are substantially less likely than Black residents to perceive unfair treatment against Black people in other situations.

Do you believe Black people are treated less fairly than White people in the following situations?*

<table>
<thead>
<tr>
<th>Situation</th>
<th>Black (%)</th>
<th>White (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>In dealing with the police</td>
<td>87%</td>
<td>63%</td>
</tr>
<tr>
<td>By the criminal justice system</td>
<td>89%</td>
<td>62%</td>
</tr>
<tr>
<td>In hiring/pay/promotions</td>
<td>82%</td>
<td>50%</td>
</tr>
<tr>
<td>Leadership/networking opportunities</td>
<td>75%</td>
<td>42%</td>
</tr>
<tr>
<td>When applying for a loan or mortgage</td>
<td>82%</td>
<td>46%</td>
</tr>
<tr>
<td>In accessing quality education</td>
<td>81%</td>
<td>44%</td>
</tr>
<tr>
<td>In procurement/vendor opportunities</td>
<td>82%</td>
<td>37%</td>
</tr>
<tr>
<td>In stores or restaurants</td>
<td>82%</td>
<td>37%</td>
</tr>
<tr>
<td>When seeking medical treatment</td>
<td>78%</td>
<td>35%</td>
</tr>
<tr>
<td>When voting in elections</td>
<td>73%</td>
<td>32%</td>
</tr>
</tbody>
</table>

*Multiple responses permitted.
ABILITY TO GET AHEAD

47% of residents believe that it is helpful to be White when it comes to getting ahead in their community.

When it comes to a person’s ability to get ahead in our community these days, being White...

- Hurts a lot: 7%
- Hurts a little: 7%
- Neither helps nor hurts: 39%
- Helps a little: 16%
- Helps a lot: 31%
ABILITY TO GET AHEAD

CROSS-RACIAL COMPARISONS

White and Black residents of the Tampa Bay area are starkly divided on what impact being White has on a person’s ability to get ahead in their community. Though a plurality of White residents believe it is neither helpful nor hurtful to be White, 2 of 3 Black residents believe that it is helpful.

When it comes to a person’s ability to get ahead in our community these days, being White...
ABILITY TO GET AHEAD

More than half of residents believe that it hurts to be Black when it comes to getting ahead in their community.

When it comes to a person’s ability to get ahead in our community these days, being Black...

- Hurts a lot: 25%
- Hurts a little: 29%
- Neither helps nor hurts: 34%
- Helps a little: 7%
- Helps a lot: 5%
ABILITY TO GET AHEAD

CROSS-RACIAL COMPARISONS

Black and White residents agree that being Black is not helpful when it comes to a person’s ability to get ahead in their community. 2 of 3 Black residents believe that a person’s ability to get ahead is hurt by being Black, compared to half of White residents.

When it comes to a person’s ability to get ahead in our community these days, being Black...

<table>
<thead>
<tr>
<th></th>
<th>Black/African American</th>
<th>White/Caucasian</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hurts a lot</td>
<td>43%</td>
<td>18%</td>
</tr>
<tr>
<td>Hurts a little</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>Neither helps</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>Hurts a little</td>
<td>38%</td>
<td>8%</td>
</tr>
<tr>
<td>Helps a little</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Helps a lot</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>
ABILITY TO GET AHEAD

This side by side comparison graph shows the disparity between being Black and being White when it comes to the ability to get ahead in the community.
OBSTACLES TO SUCCESS

Residents who believe that being Black hurts a resident’s ability to get ahead in their community cite systemic/institutional racism and individual racial discrimination as the primary obstacles.

What are the major reasons why Black people in our community may have a harder time getting ahead?*

- Systemic or institutional racism: 67%
- Individual racial discrimination: 64%
- Less access to high-paying jobs: 49%
- Less access to good schools: 47%
- Family instability: 47%
- Lack of good role models: 27%
- Lack of motivation to work hard: 16%
- Other: 2%

*Question posed to participants who responded that when it comes to getting ahead in our community, being Black “hurts a little” or “hurts a lot”. Multiple responses permitted.
OBSTACLES TO SUCCESS

CROSS-RACIAL COMPARISONS

Black and White residents who believe that being Black hurts a person’s ability to get ahead in their community agree that systemic/institutional racism and individual racial discrimination are the primary reasons why.

What are the major reasons why Black people in our community may have a harder time getting ahead?*

<table>
<thead>
<tr>
<th>Reason</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Systemic or institutional racism</td>
<td>76%</td>
<td>65%</td>
</tr>
<tr>
<td>Individual racial discrimination</td>
<td>69%</td>
<td>63%</td>
</tr>
<tr>
<td>Less access to high-paying jobs</td>
<td>61%</td>
<td>44%</td>
</tr>
<tr>
<td>Less access to good schools</td>
<td>56%</td>
<td>39%</td>
</tr>
<tr>
<td>Family instability</td>
<td>49%</td>
<td>39%</td>
</tr>
<tr>
<td>Lack of good role models</td>
<td>27%</td>
<td>24%</td>
</tr>
<tr>
<td>Lack of motivation to work hard</td>
<td>15%</td>
<td>19%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Question posed to participants who responded that when it comes to getting ahead in our community, being Black “hurts a little” or “hurts a lot”. Multiple responses permitted.
EXPERIENCES
STATE OF THE REGION RACIAL SENTIMENT SURVEY
EXPERIENCES WITH RACISM

3 in 5 Tampa Bay residents have not personally experienced discrimination or been treated unfairly because of their race or ethnicity.

Have you personally experienced discrimination or been treated unfairly because of your race or ethnicity?

- Yes: 39%
- No: 61%
EXPERIENCES WITH RACISM

CROSS-RACIAL COMPARISONS

Black residents are four times more likely than White residents to report that they have experienced discrimination or unfair treatment due to their race or ethnicity.

Have you personally experienced discrimination or been treated unfairly because of your race or ethnicity?

- Yes: 80% (Black/African American), 21% (White/Caucasian)
- No: 79% (Black/African American), 20% (White/Caucasian)
EXPERIENCES WITH RACISM

More than half of residents who have experienced racial discrimination in their community say that they have been subject to racial slurs or jokes.

Which of the following actions has happened to you because of your race or ethnicity?*

- Subject to racial slurs or jokes: 53%
- Treated unfairly in hiring/employment: 45%
- People acted like they thought I wasn’t smart: 44%
- People acted like they were suspicious of me: 43%
- Feared for my personal safety: 34%
- People assumed I was racist or prejudiced: 32%
- Unfairly stopped or harassed by the police: 22%
- Other: 2%

*Question posed to participants who responded they have personally experienced discrimination or been treated unfairly due to their race or ethnicity. Multiple responses permitted.
EXPERIENCES WITH RACISM

CROSS-RACIAL COMPARISONS

Over half of Black and White residents who report they have experienced racial discrimination say they have been subject to racial slurs or jokes. Black residents who have experienced racial discrimination are much more likely to say: 1. people treat them as not being smart; 2. people are suspicious of them, and 3. they were unfairly stopped by police.

<table>
<thead>
<tr>
<th>Experience</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject to racial slurs or jokes</td>
<td>60%</td>
<td>52%</td>
</tr>
<tr>
<td>Treated unfairly in hiring/employment</td>
<td>60%</td>
<td>29%</td>
</tr>
<tr>
<td>People acted like they thought I wasn’t smart</td>
<td>68%</td>
<td>15%</td>
</tr>
<tr>
<td>People acted like they were suspicious of me</td>
<td>70%</td>
<td>25%</td>
</tr>
<tr>
<td>Feared for my personal safety</td>
<td>43%</td>
<td>35%</td>
</tr>
<tr>
<td>People assumed I was racist or prejudiced</td>
<td>24%</td>
<td>47%</td>
</tr>
<tr>
<td>Unfairly stopped or harassed by the police</td>
<td>48%</td>
<td>13%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Question posed to participants who responded they have personally experienced discrimination or been treated unfairly due to their race or ethnicity. Multiple responses permitted.
BLACK LIVES MATTER

STATE OF THE REGION RACIAL SENTIMENT SURVEY
SUPPORT FOR BLM MOVEMENT

2 in 3 Tampa Bay residents “strongly” or “somewhat” support the Black Lives Matter movement.
SUPPORT FOR BLM MOVEMENT

CROSS-RACIAL COMPARISONS

Though more than half of White residents support the Black Lives Matter movement, support is much stronger among Black residents. 3 in 10 White residents “strongly oppose” the Black Lives Matter movement.
SUPPORT FOR BLM PROTESTS

2 in 5 Tampa Bay residents have become less likely to support the Black Lives Matter movement due to recent Black Lives Matter protests.

Have recent Black Lives Matter protests made you more or less likely to support the Black Lives Matter movement?

- More likely: 32%
- Less likely: 39%
- Equally likely: 29%
SUPPORT FOR BLM PROTESTS

CROSS-RACIAL COMPARISONS

Recent Black Lives Matter protests have made Black residents much more likely to support the movement, while protests have made White residents less likely to support it.

Have recent Black Lives Matter protests made you more or less likely to support the Black Lives Matter movement?
PERCEPTIONS OF BLM PROTESTS

Half of Tampa Bay residents say that they feel that the Black Lives Matter protests are mostly peaceful, but some people are taking advantage of them to engage in criminal behavior.

Which statement best describes how you feel about recent Black Lives Matter protests?

- The protests are mostly peaceful, but some people are taking advantage of them to engage in criminal behavior: 50%
- The protests are violent and harmful to our communities: 30%
- Whatever violence these protests have produced, it’s nothing compared to what Black people have endured for centuries: 13%
- The protests are peaceful: 7%
PERCEPTIONS OF BLM PROTESTS

CROSS-RACIAL COMPARISONS

There is general consensus among Black and White residents that Black Lives Matter protests are mostly peaceful, but some people are taking advantage of them to engage in criminal behavior. More than 1 in 3 White residents believe that the protests are violent and harmful to their community.

Which statement best describes how you feel about recent Black Lives Matter protests?

- The protests are mostly peaceful, but some people are taking advantage of them to engage in criminal behavior: 52% Black/African American, 48% White/Caucasian
- The protests are violent and harmful to our communities: 11% Black/African American, 36% White/Caucasian
- Whatever violence these protests have produced, it’s nothing compared to what Black people have endured for centuries: 24% Black/African American, 11% White/Caucasian
- The protests are peaceful: 13% Black/African American, 5% White/Caucasian
POLICING IN TAMPA BAY

STATE OF THE REGION RACIAL SENTIMENT SURVEY
ENCOUNTERS WITH POLICE

62% of Tampa Bay residents believe that the deaths of Black people in encounters with the police in recent years are signs of a broader problem, rather than isolated incidents.

Do you think the deaths of Black people in encounters with the police in recent years are...

- Isolated incidents
- Signs of a broader problem

62%

38%
ENCOUNTERS WITH POLICE

CROSS-RACIAL COMPARISONS

White residents are three times more likely than Black residents to believe that deaths of Black people in encounters with police in recent years are isolated incidents, rather than signs of a broader problem.

Do you think the deaths of Black people in encounters with the police in recent years are...
A plurality of Tampa Bay residents feel safer when they see a police officer, though residents are widely divided on this issue.

<table>
<thead>
<tr>
<th>Perception</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>More safe</td>
<td>39%</td>
</tr>
<tr>
<td>Less safe</td>
<td>29%</td>
</tr>
<tr>
<td>Equally safe</td>
<td>32%</td>
</tr>
</tbody>
</table>

When you personally see a police officer, does it usually make you feel more or less safe?
EXPERIENCE WITH POLICE

CROSS-RACIAL COMPARISONS

More than half of White residents feel safer when they see a police officer, while 3 in 5 Black residents feel less safe.

When you personally see a police officer, does it usually make you feel more or less safe?

<table>
<thead>
<tr>
<th>Feel</th>
<th>Black/African American</th>
<th>White/Caucasian</th>
</tr>
</thead>
<tbody>
<tr>
<td>More safe</td>
<td>7%</td>
<td>51%</td>
</tr>
<tr>
<td>Less safe</td>
<td>60%</td>
<td>21%</td>
</tr>
<tr>
<td>Equally safe</td>
<td>33%</td>
<td>28%</td>
</tr>
</tbody>
</table>
SATISFACTION WITH POLICE

2 in 3 Tampa Bay residents are “very satisfied” or “somewhat satisfied” with the job their local police department does.

How satisfied are you with the job your local police department does?

- Very satisfied: 31%
- Somewhat satisfied: 35%
- Neither satisfied nor dissatisfied: 20%
- Somewhat dissatisfied: 6%
- Very dissatisfied: 8%
Satisfaction with Police

Cross-Racial Comparisons

Black residents report substantially lower satisfaction with their local police department than White residents.
POLICIES AND POLITICS

STATE OF THE REGION RACIAL SENTIMENT SURVEY
POLICY INITIATIVES

3 in 4 Tampa Bay residents support implementing policies to create more financing and procurement opportunities for Black business owners.

Which of the following actions to reduce racism and racial discrimination do you support?

- Implementing policies to create more financing and procurement opportunities for Black business owners: 75%
- Implementing policies to increase racial integration in public schools: 72%
- Implementing affirmative action policies to improve employment and educational opportunities for Black people: 70%
- Removing Confederate statues and symbols from public spaces: 52%
- Redirecting funding from police to education and other community services: 47%
- Providing financial reparations for historic wrongs, including slavery and discrimination: 45%

*Percentage of residents who support the action
POLICY INITIATIVES

CROSS-RACIAL COMPARISONS

Because Black residents perceive racism and racial discrimination as pervasive issues that are systemic across society, they are more supportive of policy initiatives designed to reduce them. The perception among White residents that racism and racial discrimination are situationally dependent issues makes them more likely to support some policy initiatives designed to reduce racism while opposing others.

Which of the following actions to reduce racism and racial discrimination do you support?

- Implementing policies to create more financing and procurement opportunities for Black business owners: 92%
- Implementing policies to increase racial integration in public schools: 92%
- Implementing affirmative action policies to improve employment and educational opportunities for Black people: 91%
- Removing Confederate statues and symbols from public spaces: 40%
- Redirecting funding from police to education and other community services: 82%
- Providing financial reparations for historic wrongs, including slavery and discrimination: 90%

*Percentage of residents who support the action
LEGISLATIVE PROPOSALS

64% of Tampa Bay residents are supportive of proposed legislation by Governor Ron DeSantis that would withhold state funding from municipalities that defund police departments and implement harsher penalties for people who throw objects/batter law enforcement.

To what extent do you support or oppose legislation proposed by Governor Ron DeSantis that would withhold state funding from municipalities that defund police departments and implement harsher punishments for people who throw objects or batter law enforcement?

- Strongly support: 39%
- Somewhat support: 25%
- Somewhat oppose: 14%
- Strongly oppose: 22%
LEGISLATIVE PROPOSALS

CROSS-RACIAL COMPARISONS

While more than 7 in 10 White residents are supportive of proposed legislation by Governor Ron DeSantis that would withhold state funding from municipalities that defund police departments and implement harsher penalties for people who throw objects/batter law enforcement, nearly 3 in 5 Black residents are in opposition to it.

To what extent do you support or oppose legislation proposed by Governor Ron DeSantis that would withhold state funding from municipalities that defund police departments and implement harsher punishments for people who throw objects or batter law enforcement?

![Bar chart showing support and opposition by race.]

- **Strongly support**
  - White/Caucasian: 23%
  - Black/African American: 44%

- **Somewhat support**
  - White/Caucasian: 19%
  - Black/African American: 28%

- **Somewhat oppose**
  - White/Caucasian: 19%
  - Black/African American: 11%

- **Strongly oppose**
  - White/Caucasian: 39%
  - Black/African American: 17%
Tampa Mayor Jane Castor received more “excellent” and “very good” ratings for her response to issues of race and racial discrimination than other federal, state, and local government officials/entities.
GOVERNMENT ENTITIES

CROSS-RACIAL COMPARISONS

White residents were more likely to rate a government official or entity as “very good” or “excellent” in their response to issues of race and racial discrimination than Black residents. Black residents were more likely to rate local officials more positively than state or federal officials/entities.

How would you rate the following government entities and elected officials in how they are responding to issues of racism and racial discrimination?

<table>
<thead>
<tr>
<th>Excellent + Very Good Ratings</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tampa Mayor Jane Castor</td>
<td>26%</td>
<td>45%</td>
</tr>
<tr>
<td>St. Pete Mayor Rick Kriseman</td>
<td>23%</td>
<td>32%</td>
</tr>
<tr>
<td>Florida Governor Ron DeSantis</td>
<td>12%</td>
<td>33%</td>
</tr>
<tr>
<td>President Donald Trump</td>
<td>8%</td>
<td>35%</td>
</tr>
<tr>
<td>Florida State Legislature</td>
<td>9%</td>
<td>33%</td>
</tr>
<tr>
<td>U.S. Congress</td>
<td>13%</td>
<td>18%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Poor Ratings</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tampa Mayor Jane Castor</td>
<td>17%</td>
<td>11%</td>
</tr>
<tr>
<td>St. Pete Mayor Rick Kriseman</td>
<td>23%</td>
<td>11%</td>
</tr>
<tr>
<td>Florida Governor Ron DeSantis</td>
<td>54%</td>
<td>34%</td>
</tr>
<tr>
<td>President Donald Trump</td>
<td>78%</td>
<td>48%</td>
</tr>
<tr>
<td>Florida State Legislature</td>
<td>46%</td>
<td>22%</td>
</tr>
<tr>
<td>U.S. Congress</td>
<td>47%</td>
<td>31%</td>
</tr>
</tbody>
</table>
More than half of Tampa Bay residents believe that Joe Biden will improve race relations in the United States.

Which presidential candidate will improve race relations in the United States?

- Joe Biden: 53%
- Donald Trump: 26%
- Neither: 21%
Black and White residents believe that Joe Biden will improve race relations in the United States. However, this belief is substantially stronger among Black residents than among White residents.
RACE & VOTING BEHAVIOR

Half of Tampa Bay residents say that issues of racism and racial discrimination are “very important” to them in the upcoming presidential election.

How important are issues of racism and racial discrimination to you in the upcoming presidential election?

- Very important: 51%
- Somewhat important: 33%
- Not important: 16%
RACE & VOTING BEHAVIOR

CROSS-RACIAL COMPARISONS

Black residents are twice as likely as White residents to view issues or racism and racial discrimination as “very important” in the upcoming presidential election.

How important are issues of racism and racial discrimination to you in the upcoming presidential election?

- Very important: 81% (Black/African American), 41% (White/Caucasian)
- Somewhat important: 14% (Black/African American), 37% (White/Caucasian)
- Not important: 5% (Black/African American), 22% (White/Caucasian)
RESPONDENT PROFILE

STATE OF THE REGION RACIAL SENTIMENT SURVEY
RESPONDENT RACIAL IDENTITY

- White/Caucasian: 60%
- Hispanic/Latino: 20%
- Black/African American: 13%
- Asian/Pacific Islander: 4%
- Other: 3%
RESPONDENT AGE

- 18 to 24: 11%
- 25 to 34: 18%
- 35 to 44: 17%
- 45 to 54: 14%
- 55 to 64: 16%
- 65 or older: 24%

Median: 48 years old
RESPONDENT POLITICAL AFFILIATION

- Strong Democrat: 18%
- Democrat: 16%
- Lean Democrat: 13%
- Independent/Other: 21%
- Lean Republican: 9%
- Republican: 11%
- Strong Republican: 12%
RESPONDENT GENDER

- Female: 50%
- Male: 49%
- Transgender/non-conforming: 1%
RESPONDENT EDUCATIONAL ATTAINMENT

- Some high school/high school diploma: 27%
- Technical/vocational degree: 6%
- Some college/Associate's degree: 27%
- College graduate: 26%
- Post-graduate work/degree: 14%
RESPONDENT HOUSEHOLD INCOME

- Under $25,000: 22%
- $25,000 - $49,999: 30%
- $50,000 - $99,999: 35%
- $100,000 - $249,999: 12%
- $250,000 or more: 1%

**Median:** $48,300 per year
STATE OF THE REGION

RACIAL SENTIMENT SURVEY

October 12, 2020

The Racial Sentiment Survey is produced by the Tampa Bay Partnership, in Collaboration with the Community Foundation of Tampa Bay, United Way Suncoast, and the University of South Florida’s Muma College of Business.

www.stateoftheregion.com

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