



STATE OF THE REGION

RACIAL SENTIMENT SURVEY

October 21, 2020

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INTRODUCTION

STATE OF THE REGION RACIAL SENTIMENT SURVEY

STUDY PURPOSE

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.

RESEARCH METHODS

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.

TOPLINE RESULTS

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.

TOPLINE RESULTS

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.

TOPLINE RESULTS

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.



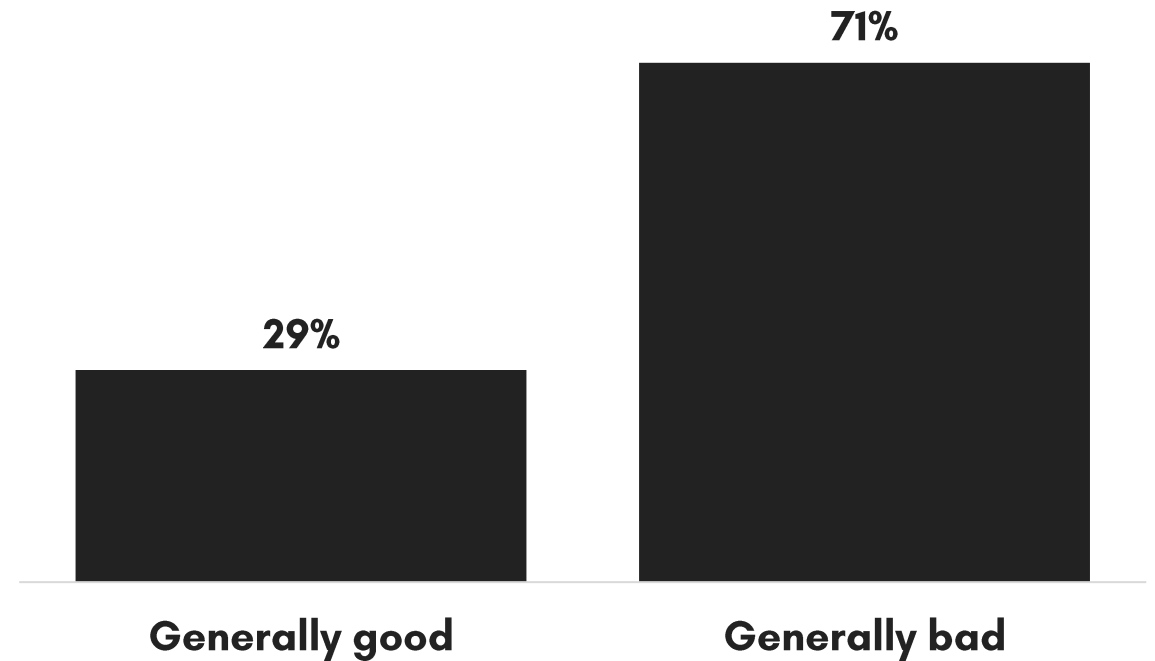
RACE RELATIONS

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...

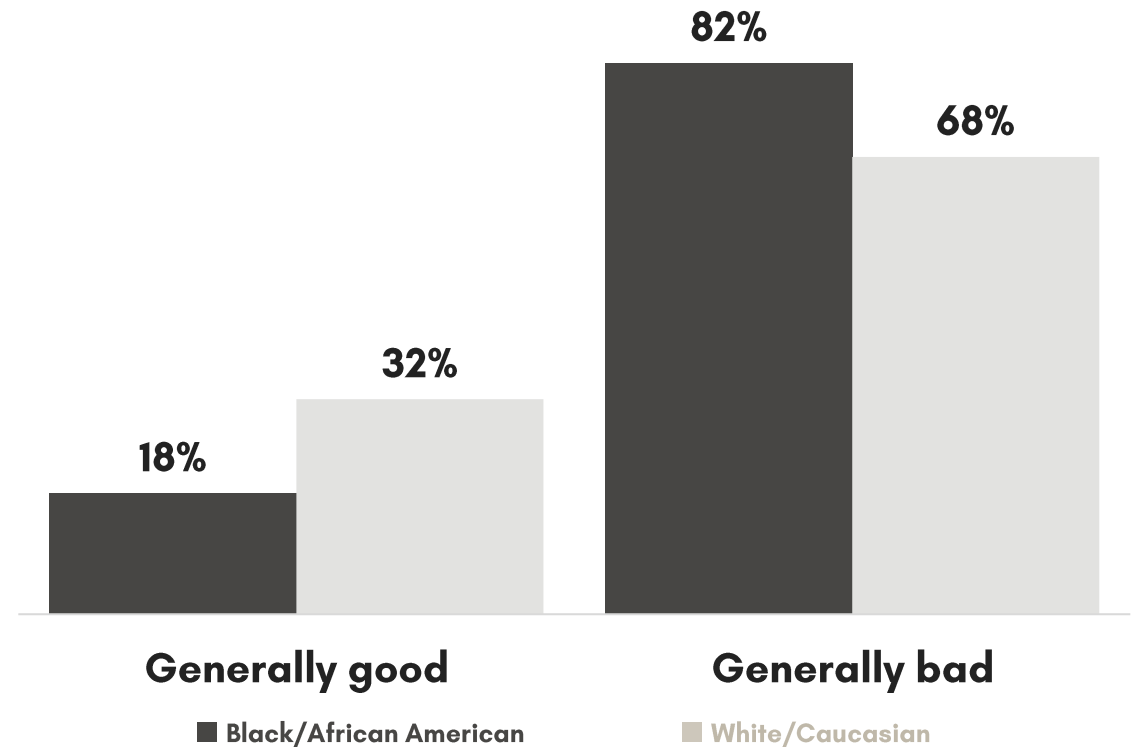


U.S. RACE RELATIONS

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.

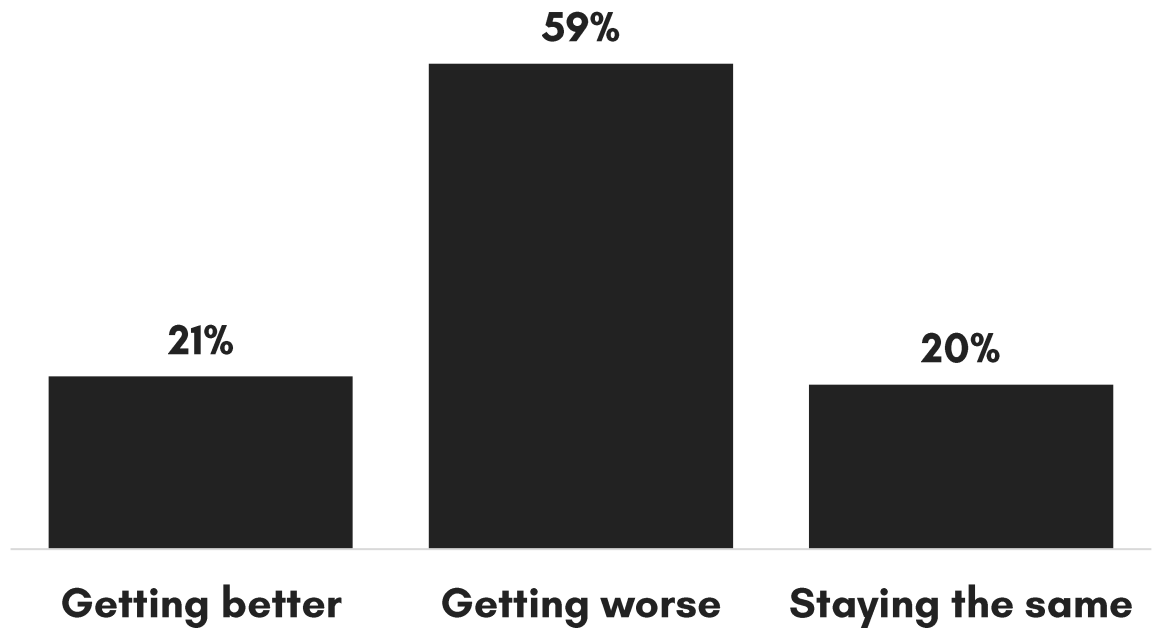
Thinking about today, race relations in the United States are...



U.S. RACE RELATIONS

3 in 5 Tampa Bay residents believe that race relations in the United States are getting worse.

Are race relations in the United States...

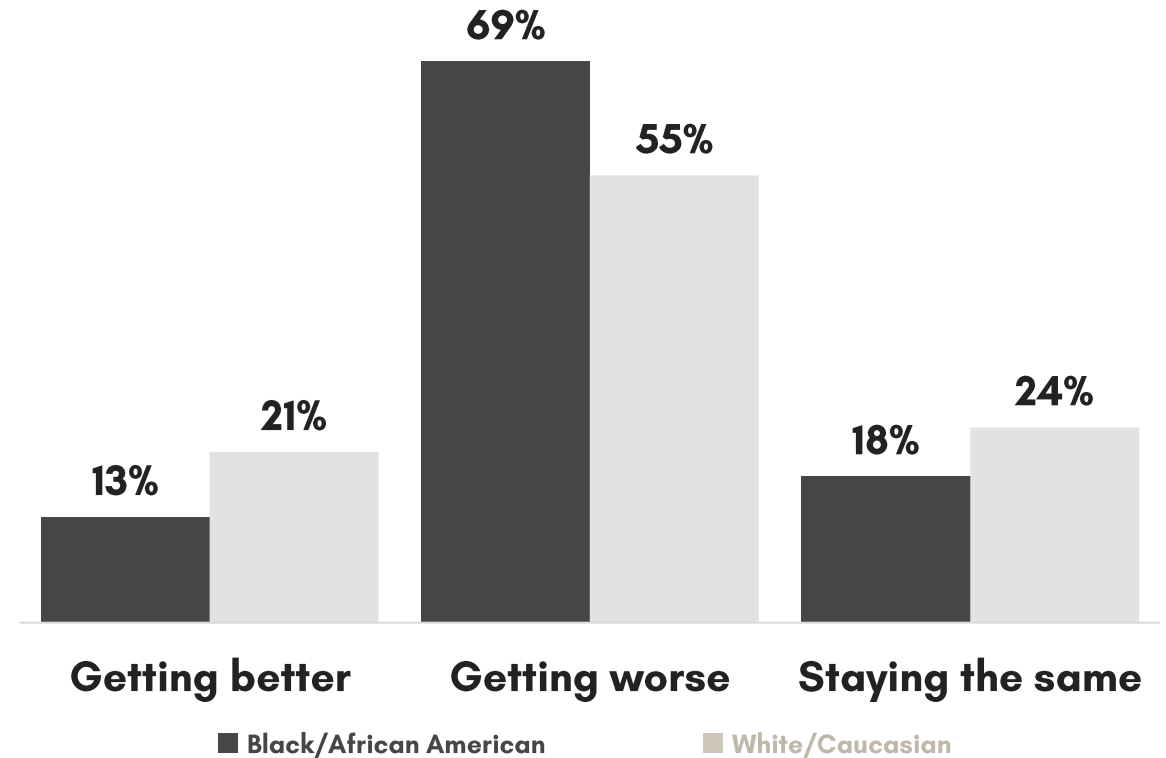


U.S. RACE RELATIONS

CROSS-RACIAL COMPARISONS

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.

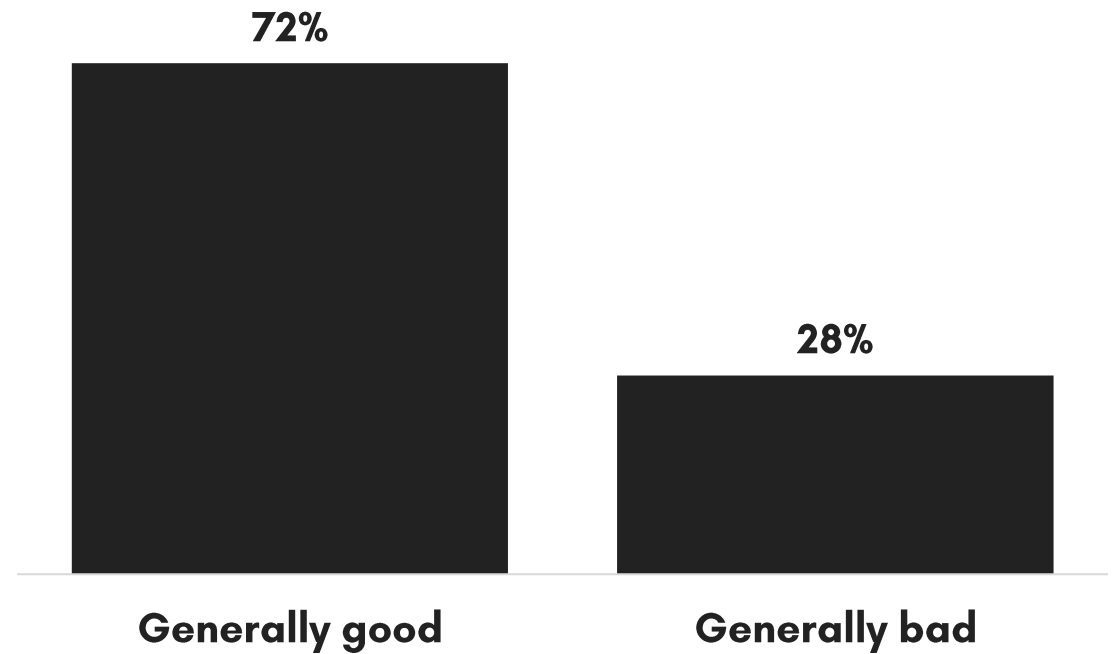
Are race relations in the United States...



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...

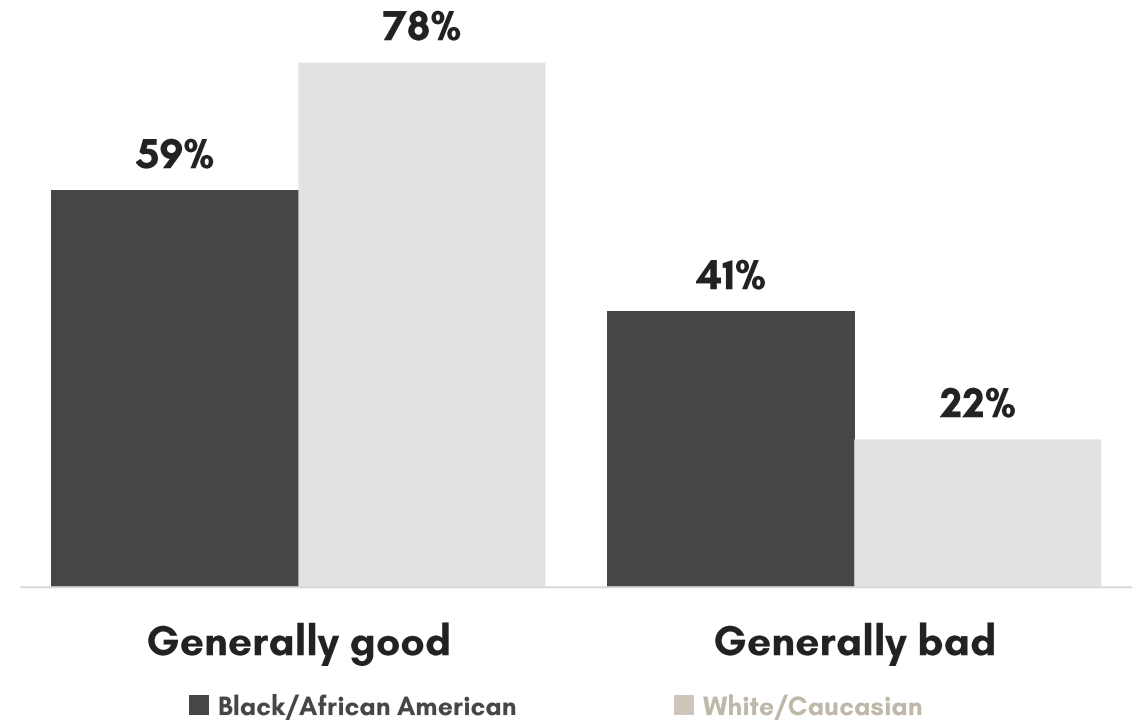


LOCAL RACE RELATIONS

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.

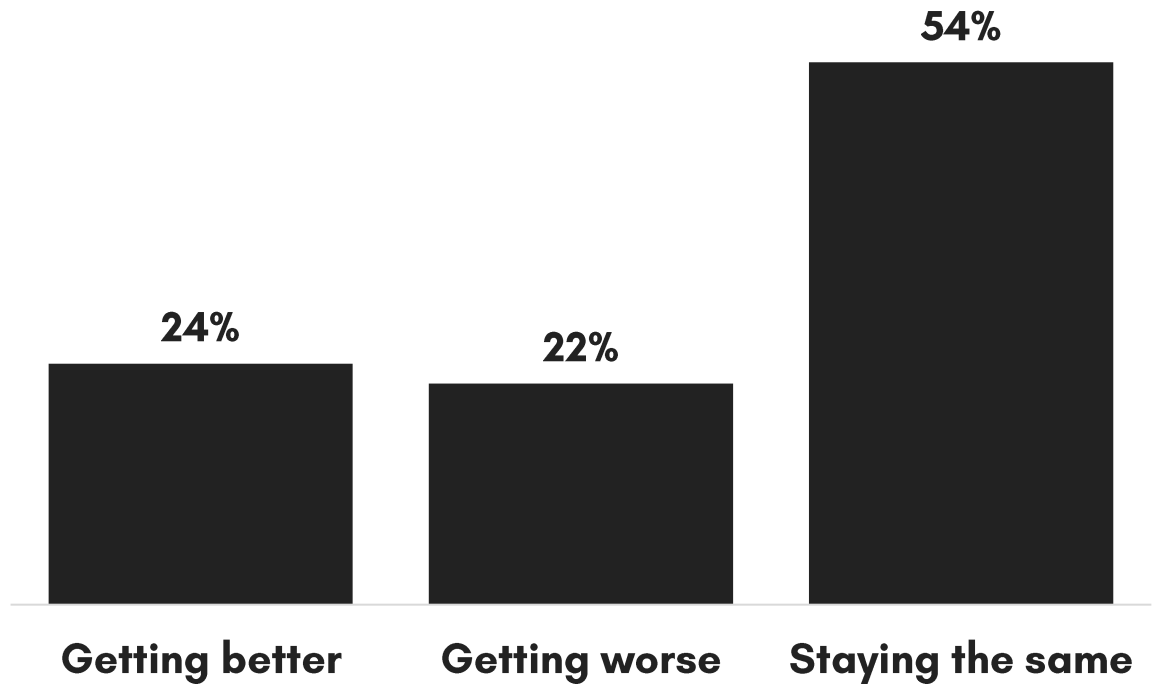
Thinking about today, race relations in your community are...



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...

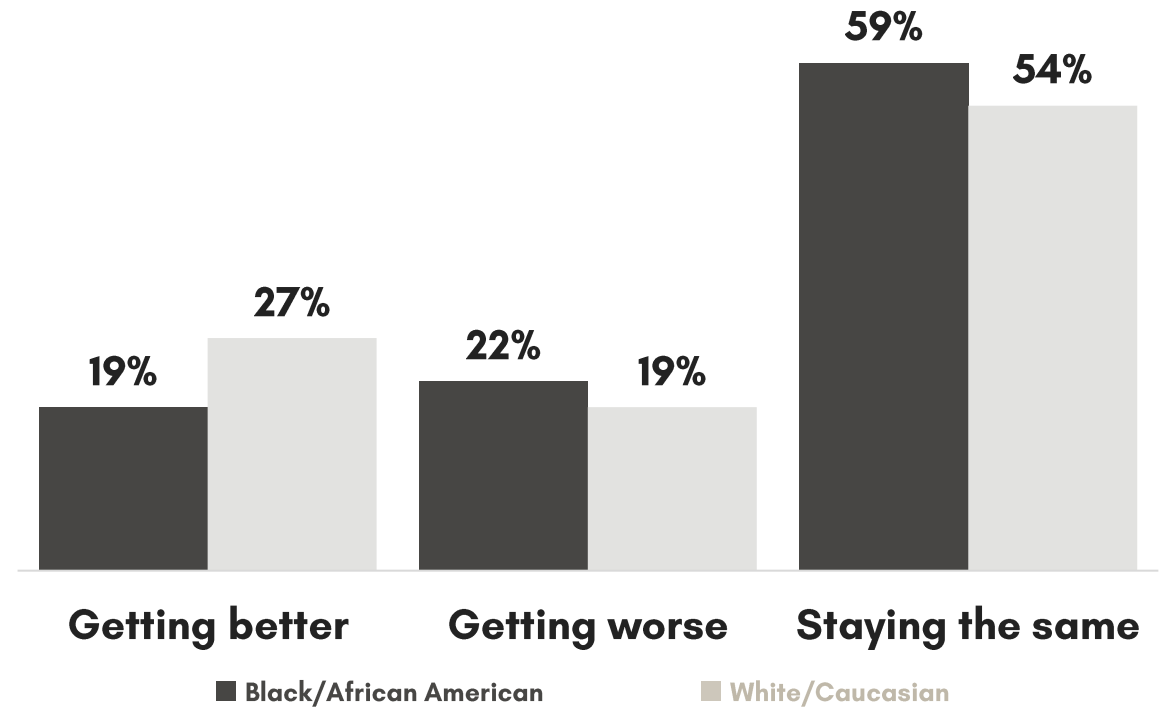


LOCAL RACE RELATIONS

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.

Are race relations in your community...





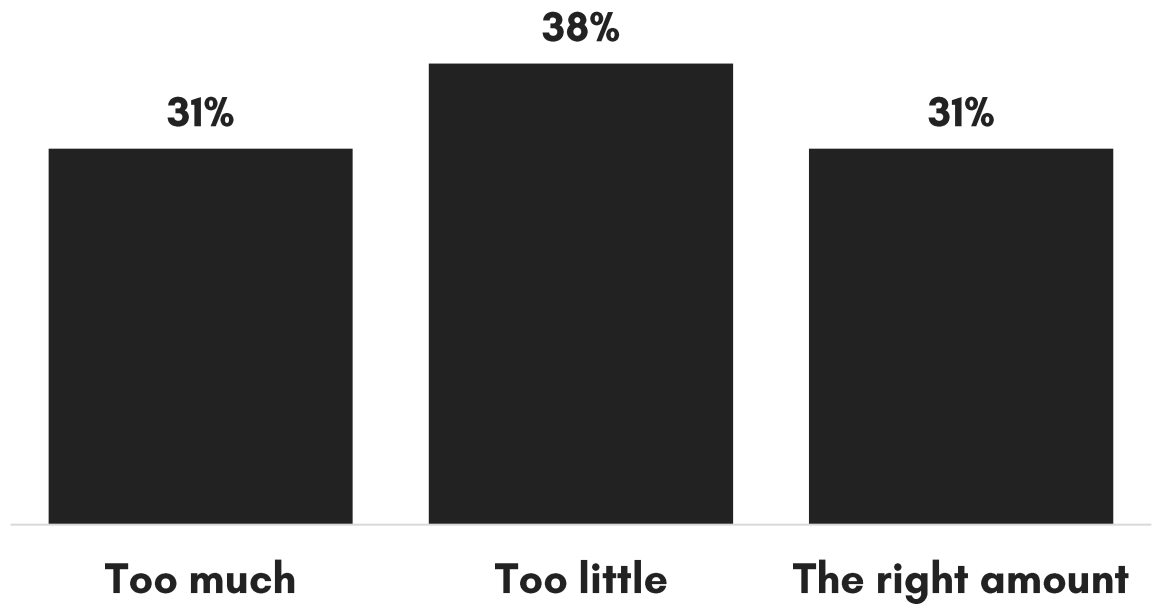
RACIAL AWARENESS

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?

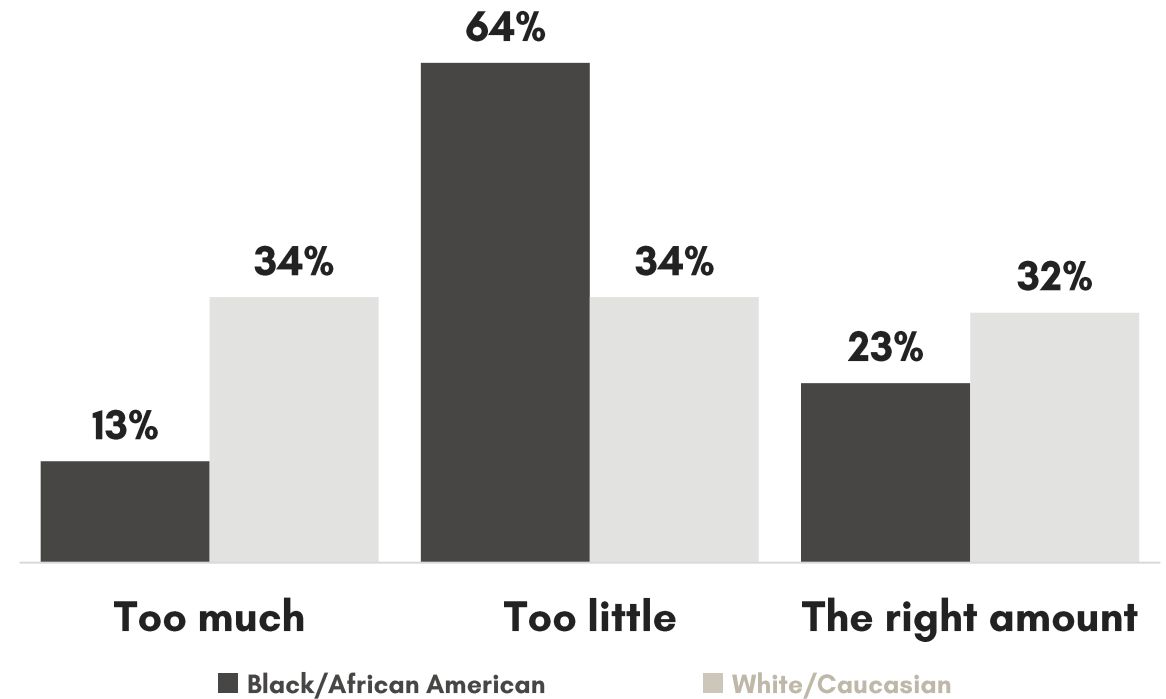


ATTENTION TO RACIAL ISSUES

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.

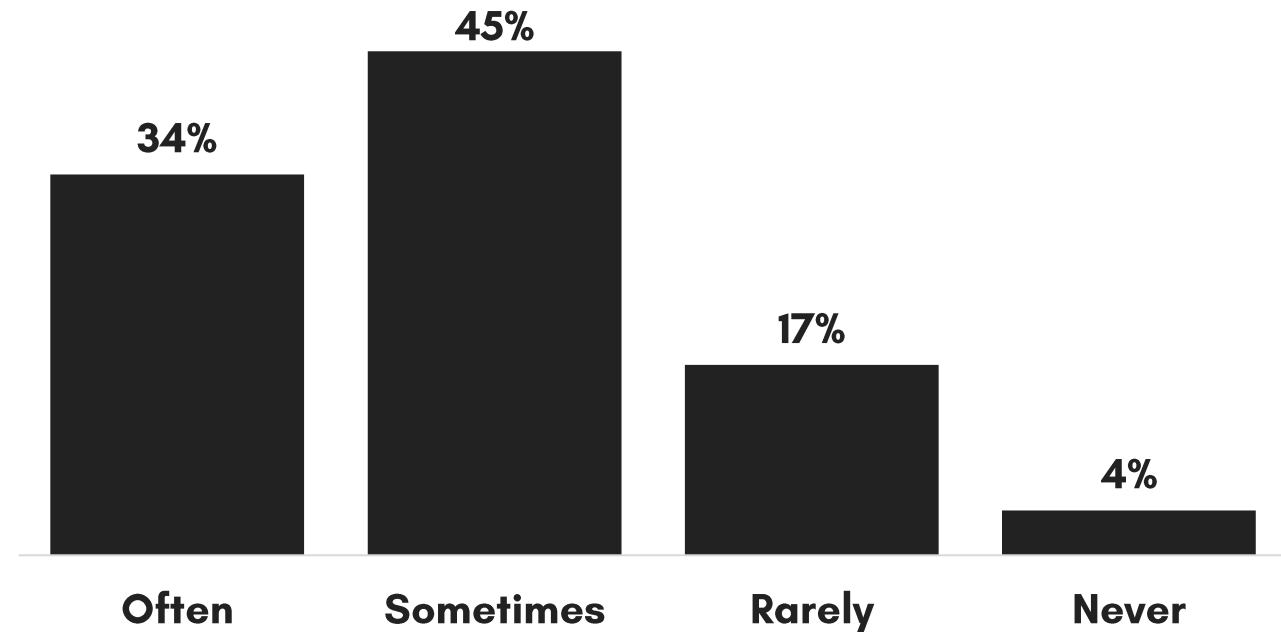
How much attention is being paid to race and racial issues in your community these days?



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?

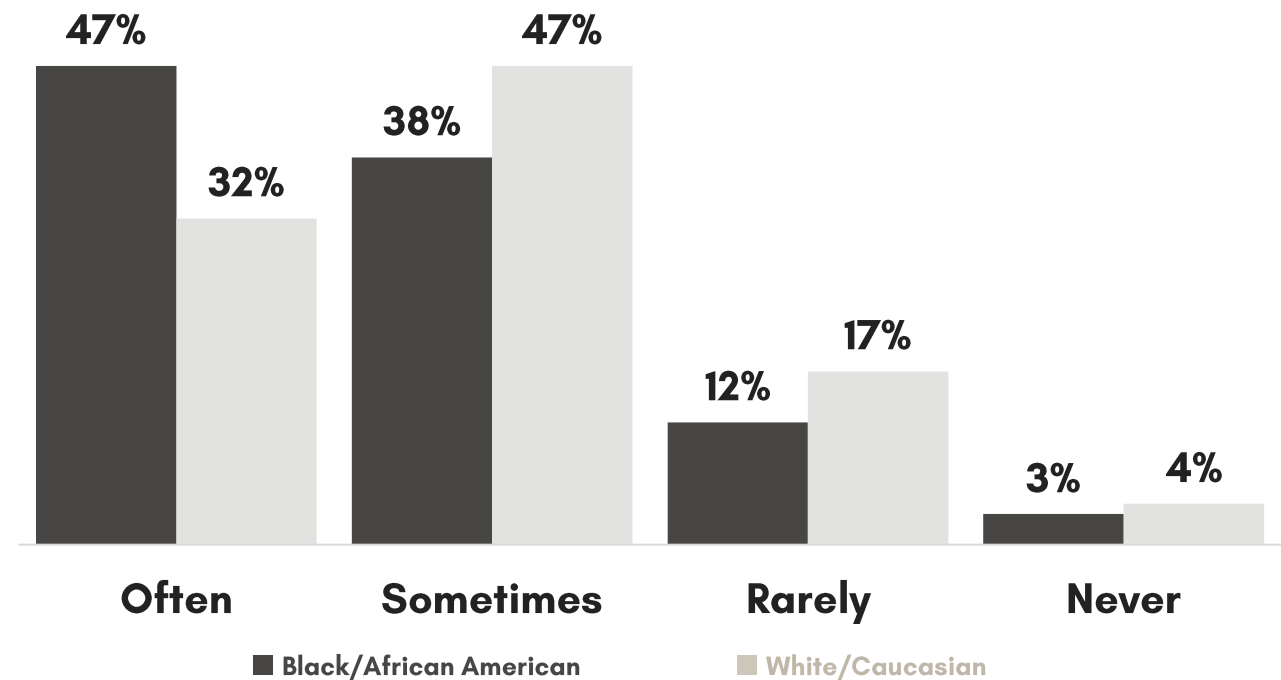


RELATIONSHIPS WITH OTHERS

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.

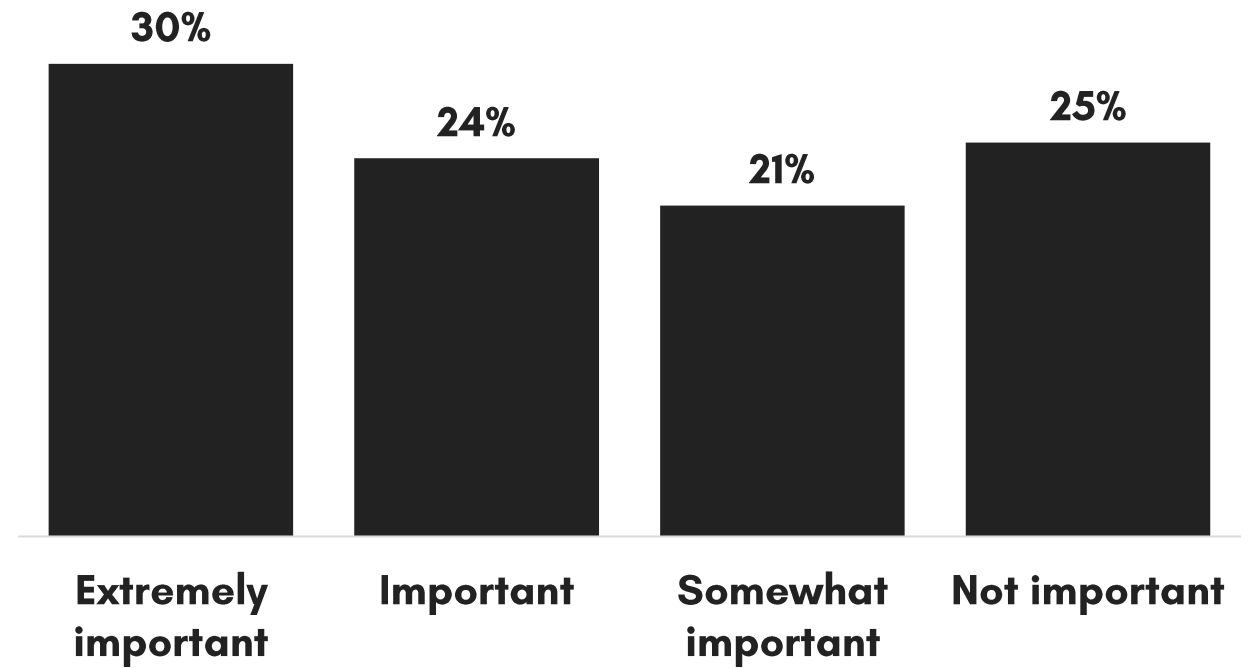
How often do you choose to spend your personal time with people from a different racial background than your own?



IMPORTANCE OF IDENTITY

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

How important is your race/ethnicity when it comes to your personal identity?

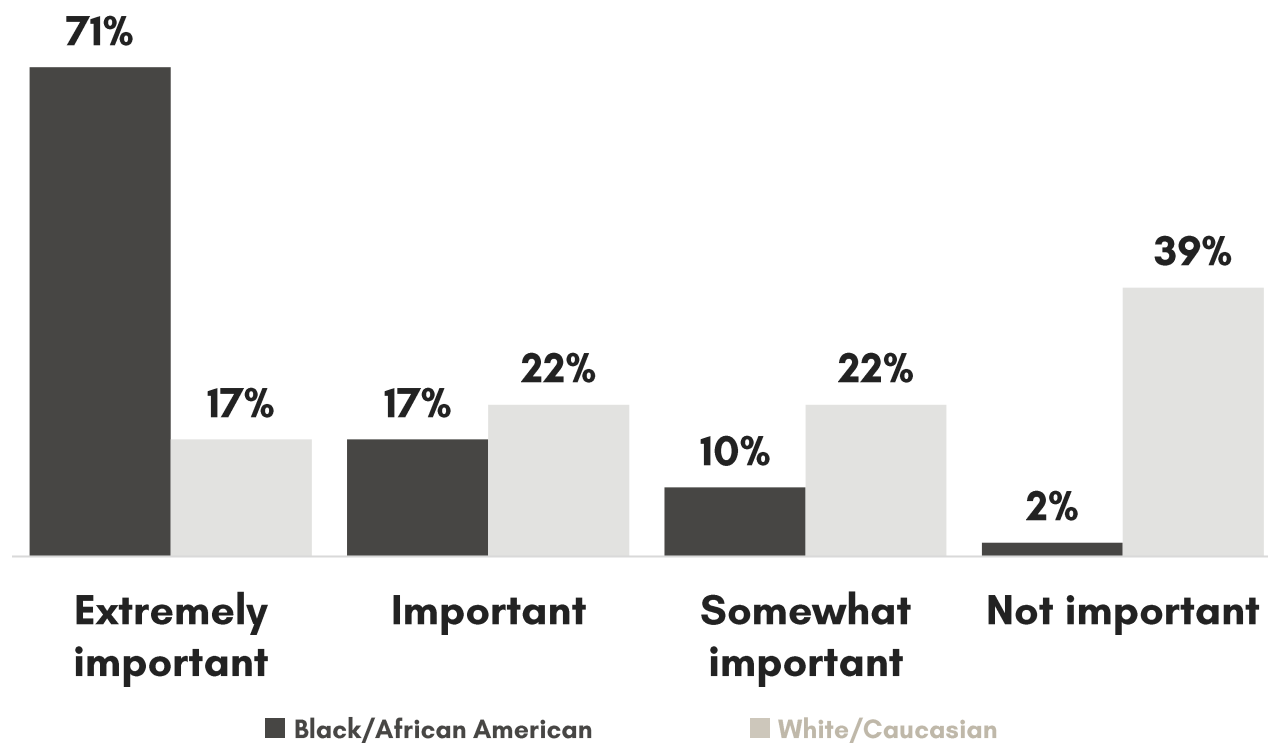


IMPORTANCE OF IDENTITY

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.

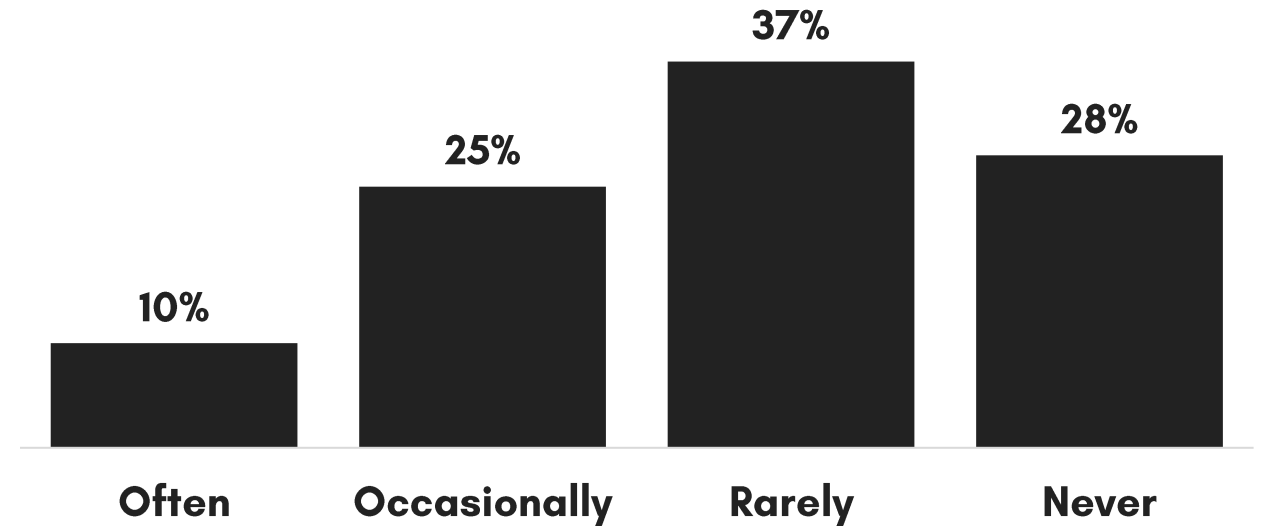
How important is your race/ethnicity when it comes to your personal identity?



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?

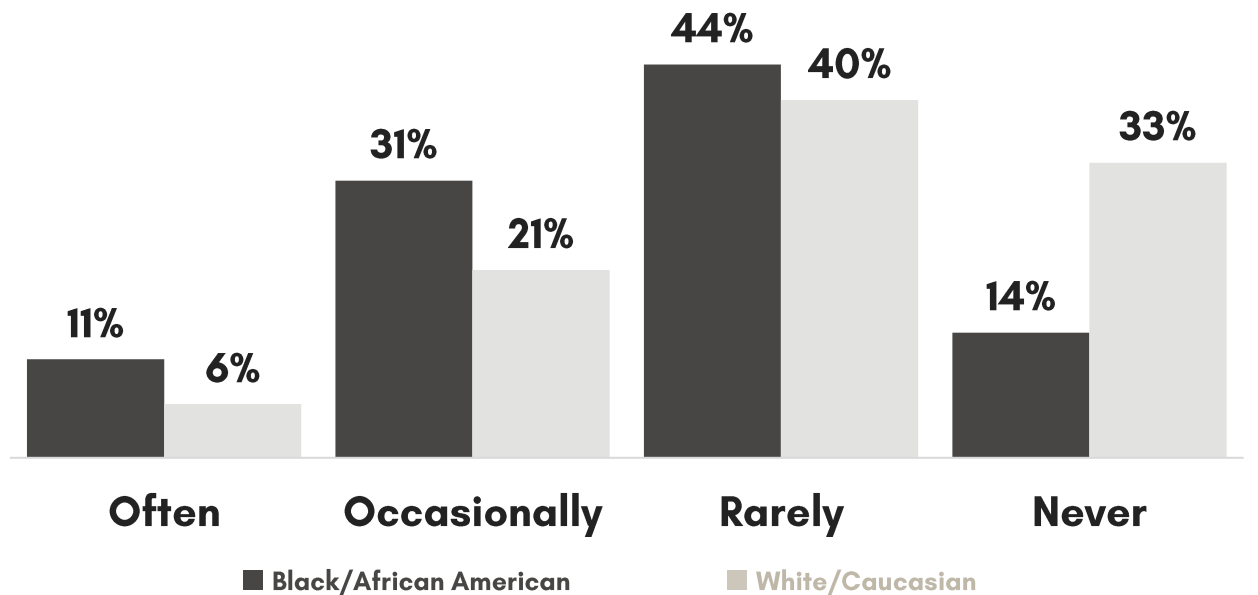


RACIAL INSENSITIVITY

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.

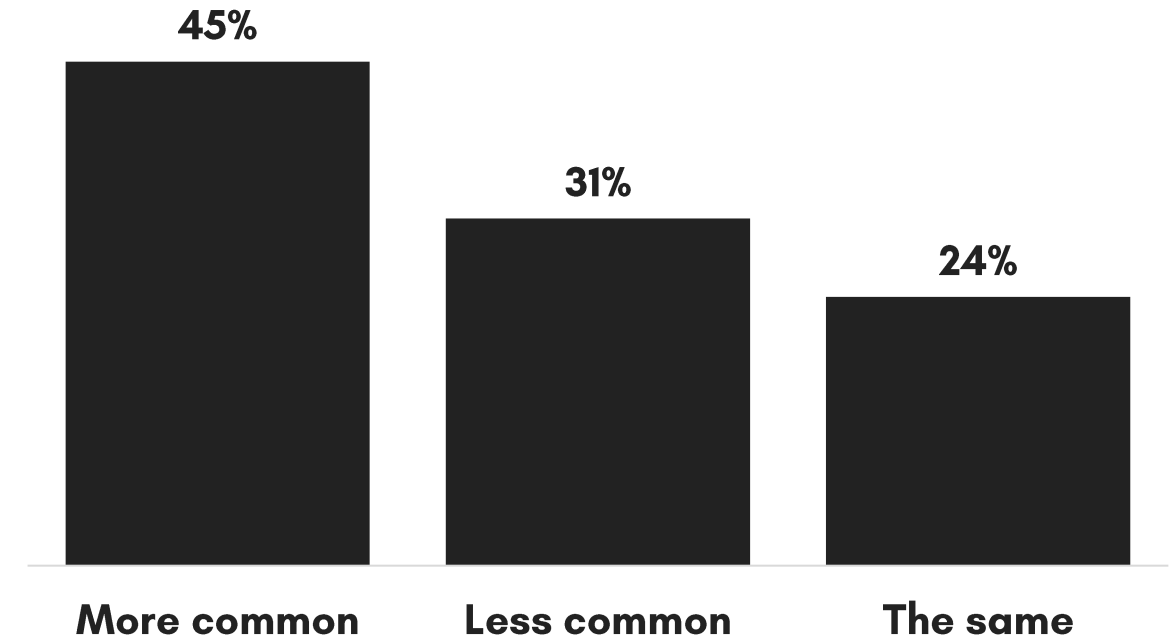
How often do you hear friends or family members of your racial background make comments or jokes that might be considered racially insensitive about other racial groups?



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...

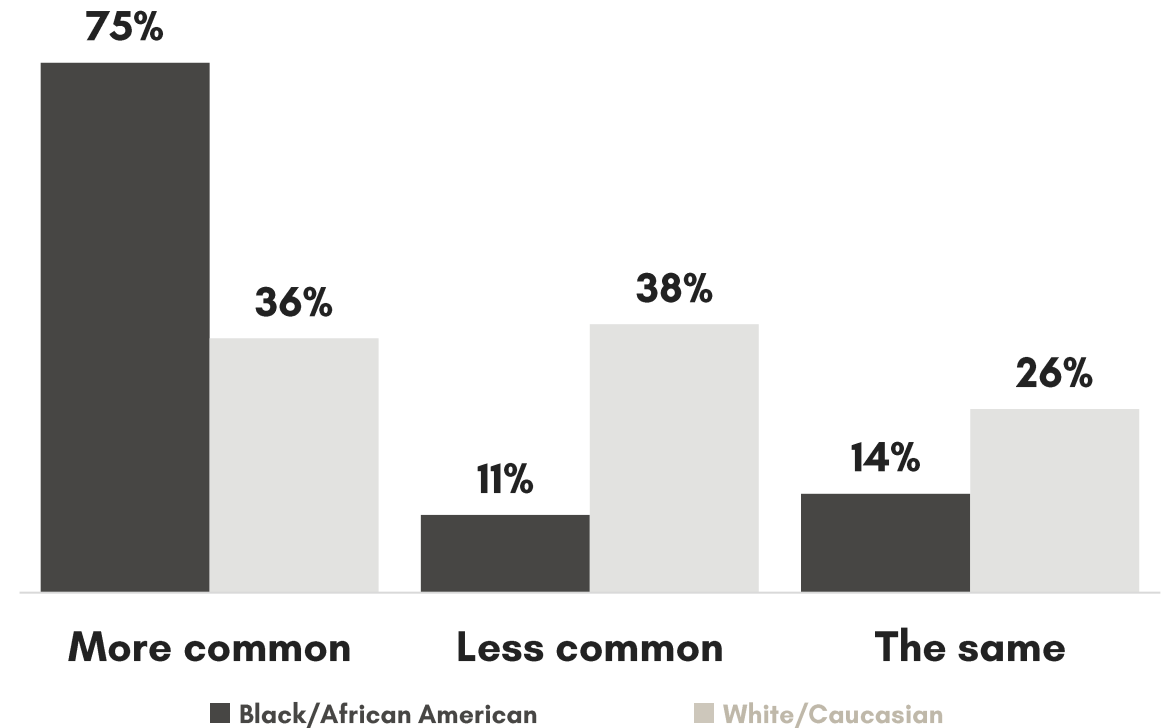


RACIAL INSENSITIVITY

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.

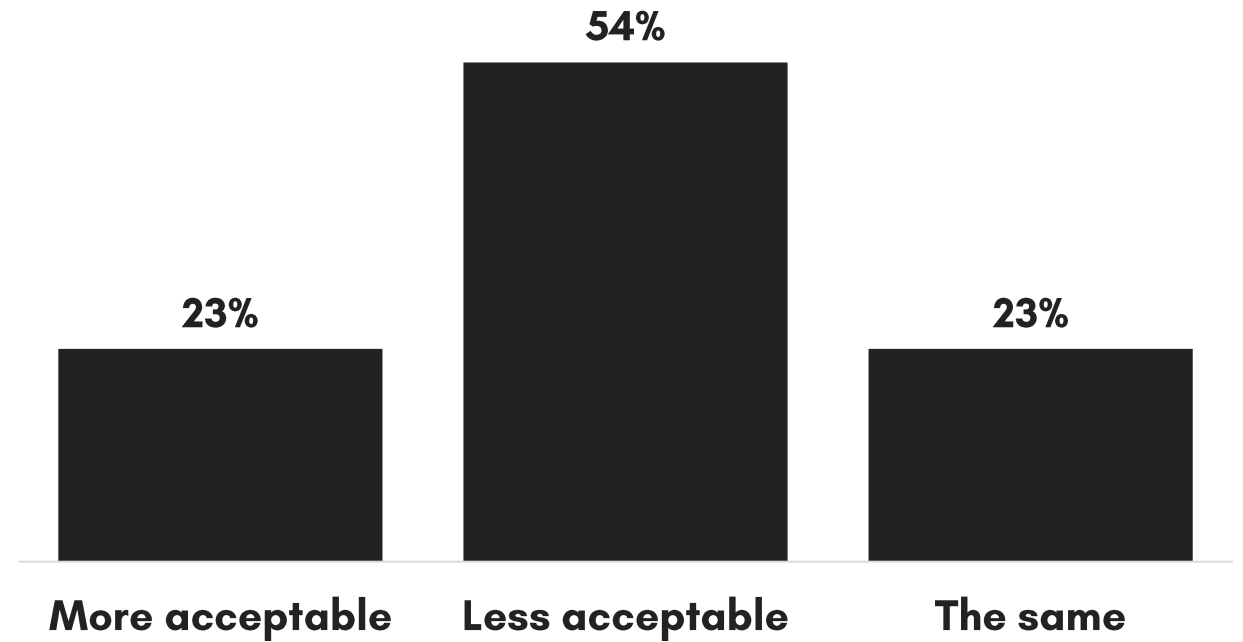
In recent years, people expressing racist or racially insensitive views has become...



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...

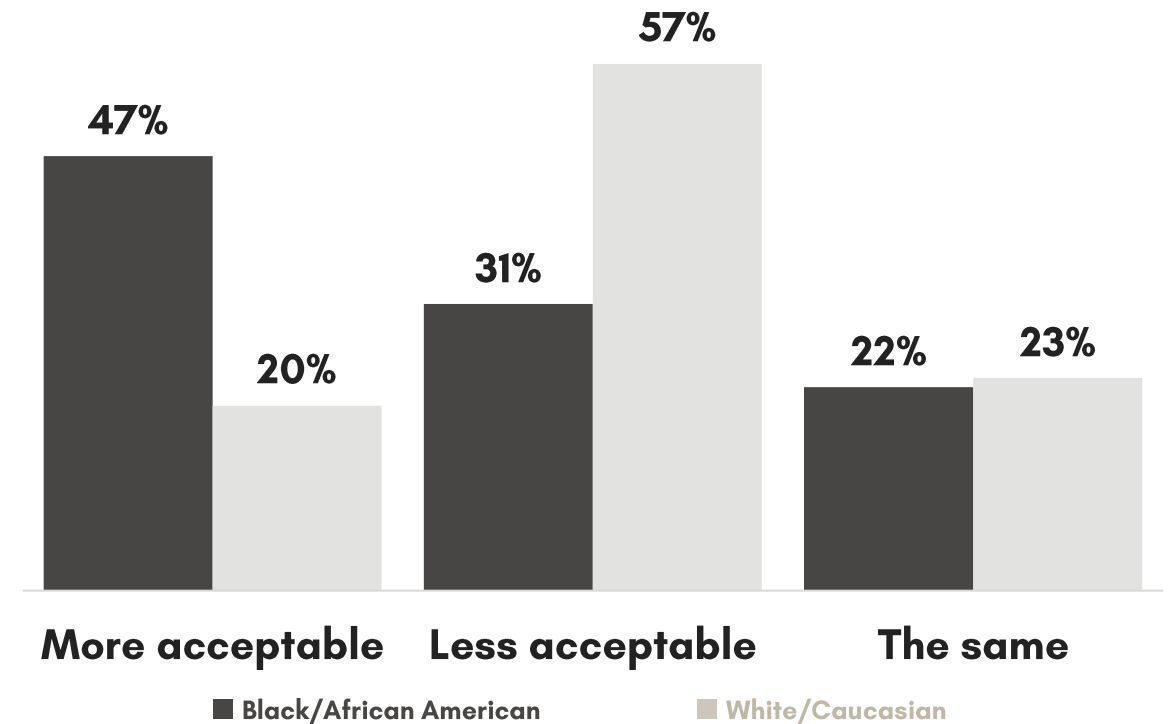


RACIAL INSENSITIVITY

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...





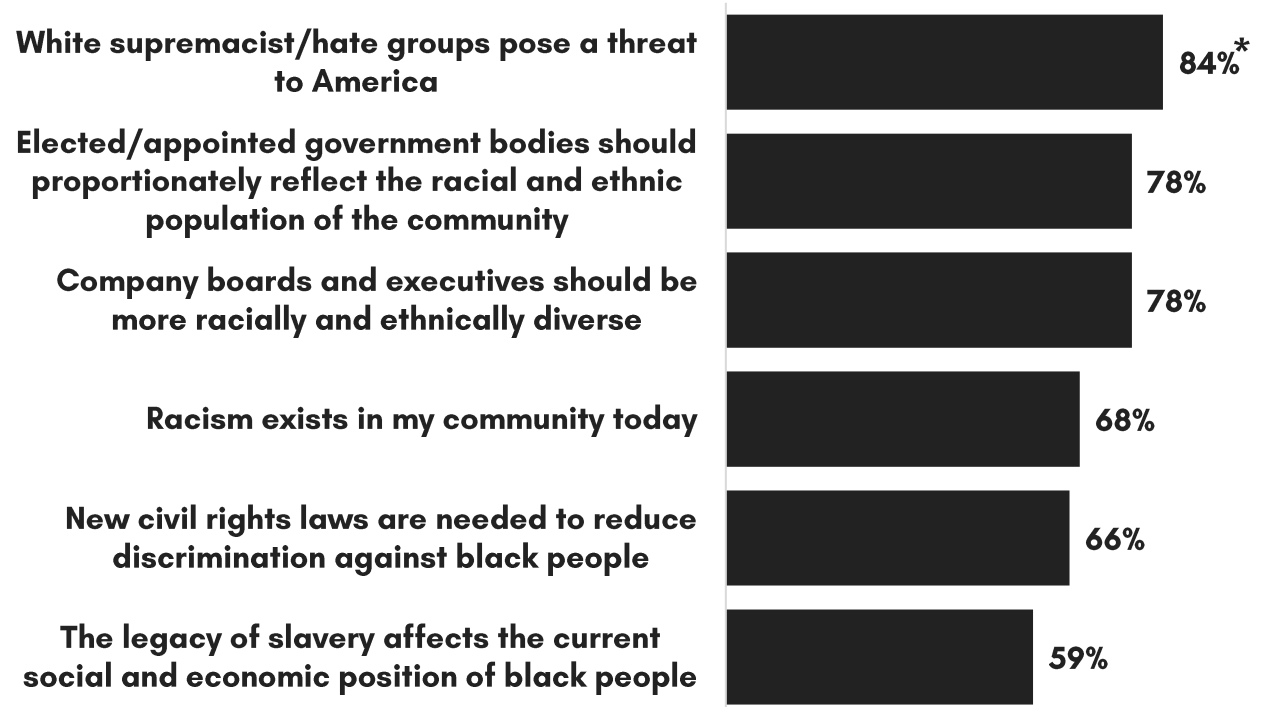
RACIAL SENTIMENT

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?



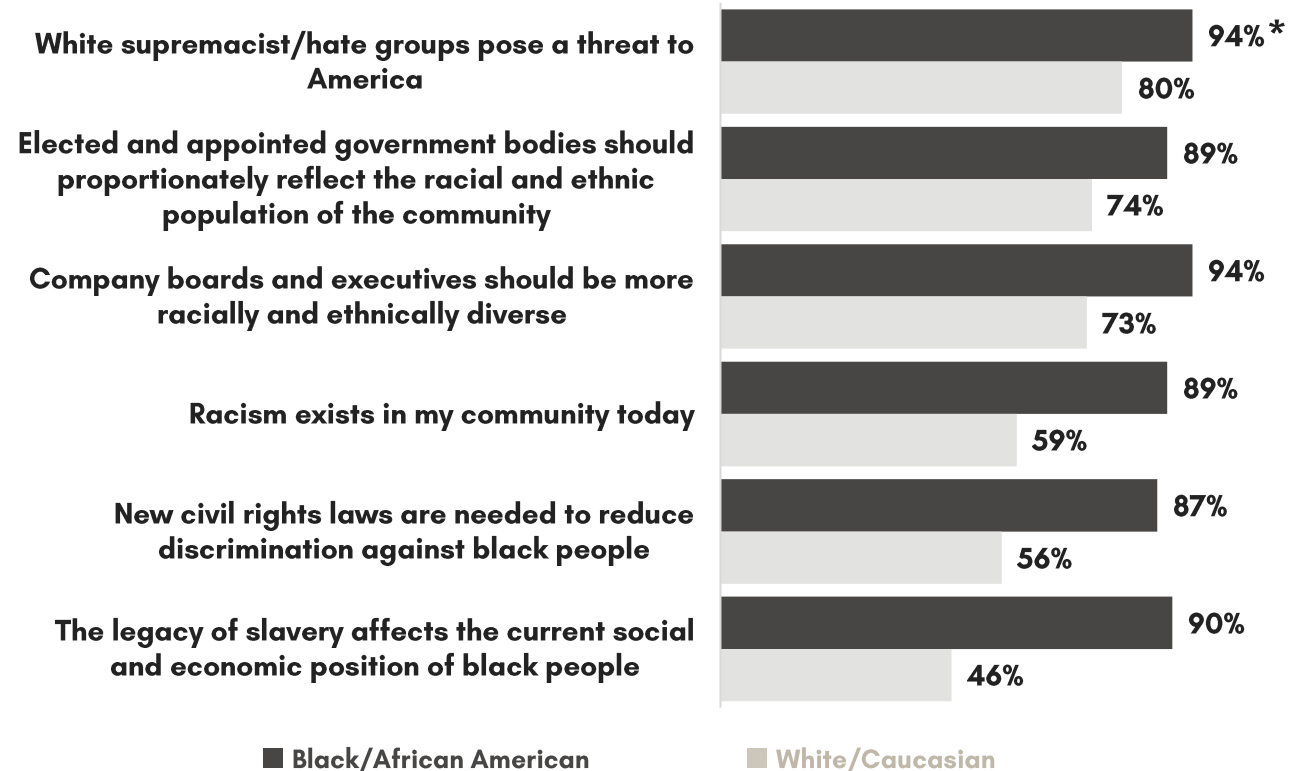
*Percentage of residents who agreed

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.

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



*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?**



*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?**

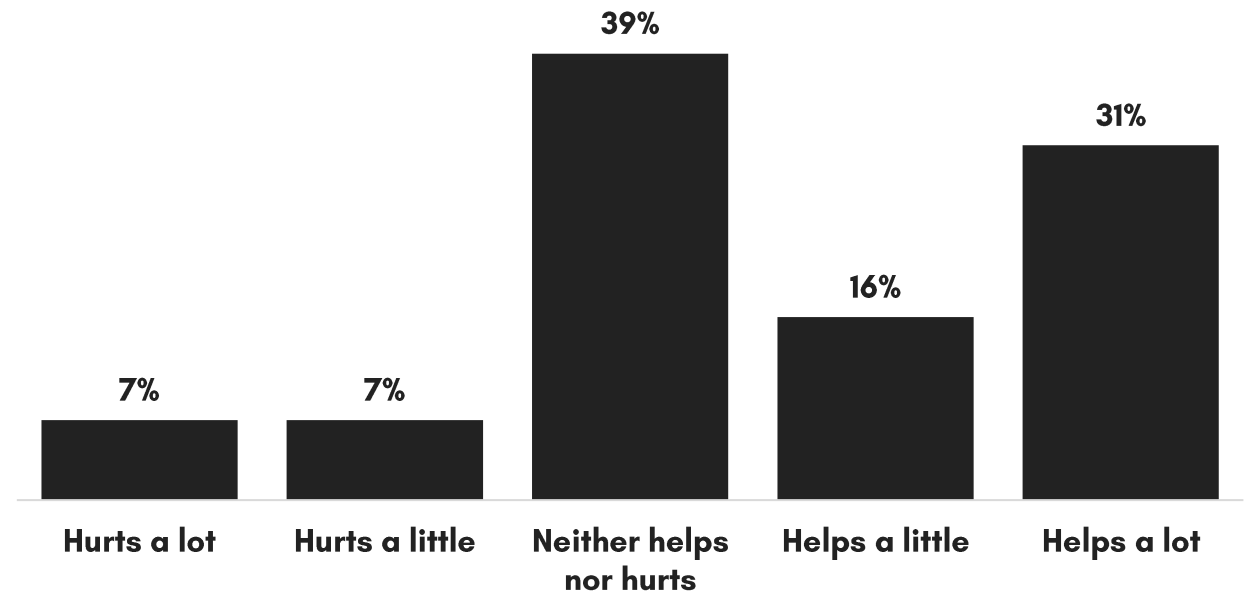
	Black	White
In dealing with the police	87%	63%
By the criminal justice system	89%	62%
In hiring/pay/promotions	82%	50%
Leadership/networking opportunities	75%	42%
When applying for a loan or mortgage	82%	46%
In accessing quality education	81%	44%
In procurement/vendor opportunities	82%	37%
In stores or restaurants	82%	37%
When seeking medical treatment	78%	33%
When voting in elections	73%	32%

*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...

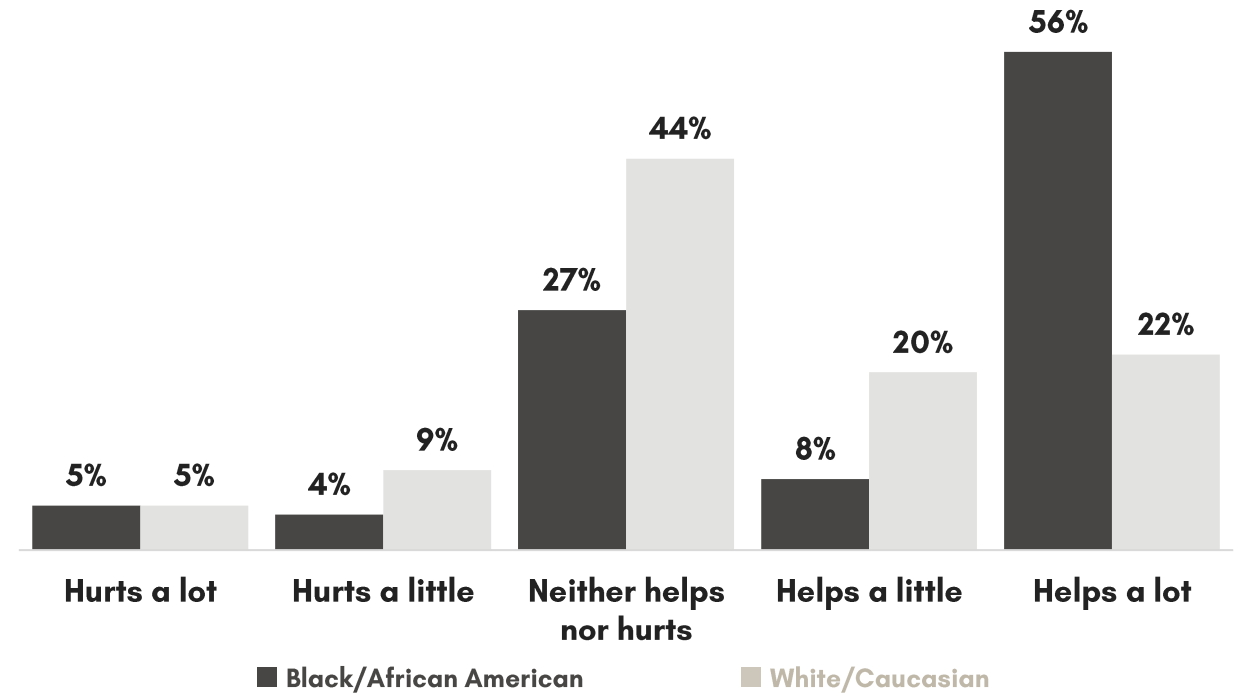


ABILITY TO GET AHEAD

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.

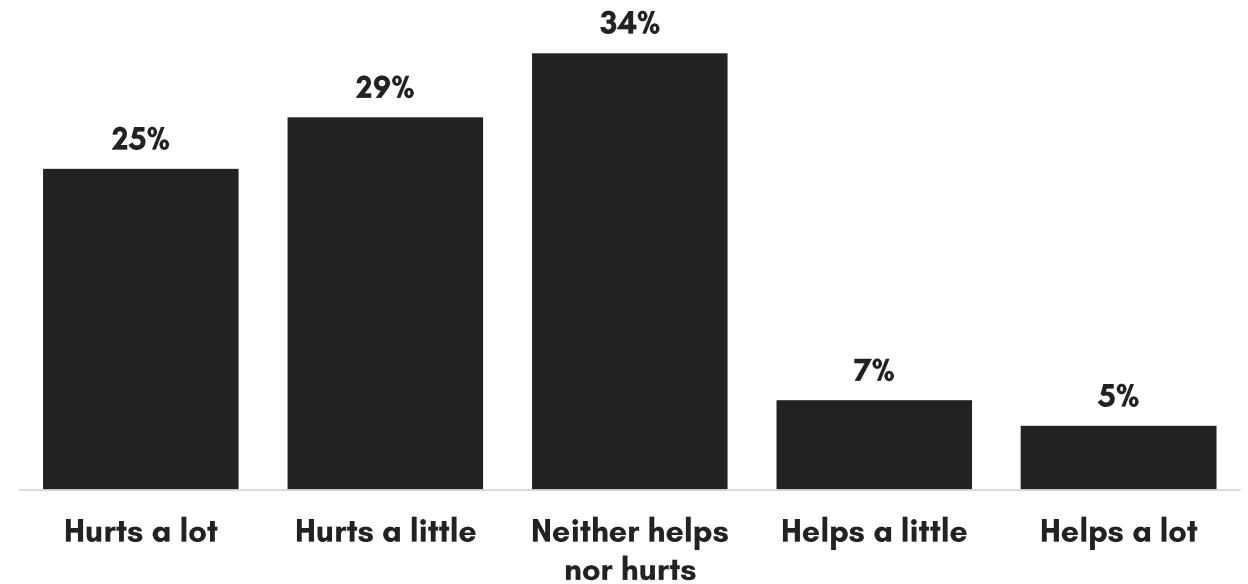
When it comes to a person's ability to get ahead in our community these days, being White...



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...

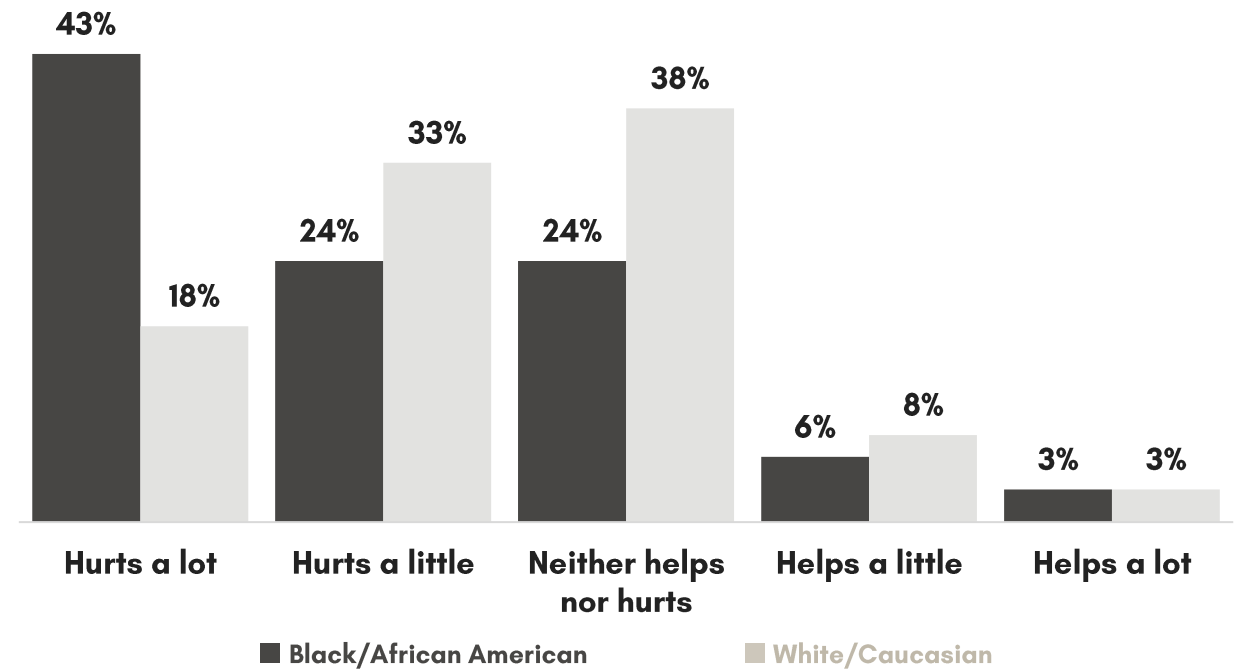


ABILITY TO GET AHEAD

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.

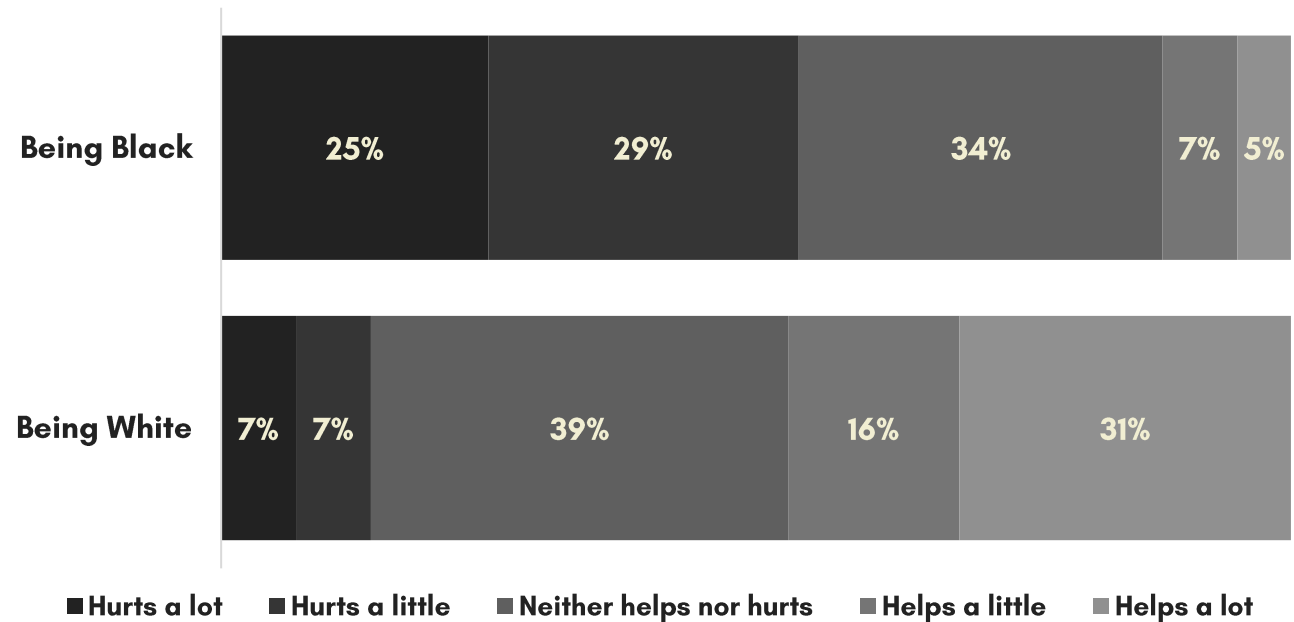
When it comes to a person's ability to get ahead in our community these days, being Black...



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.

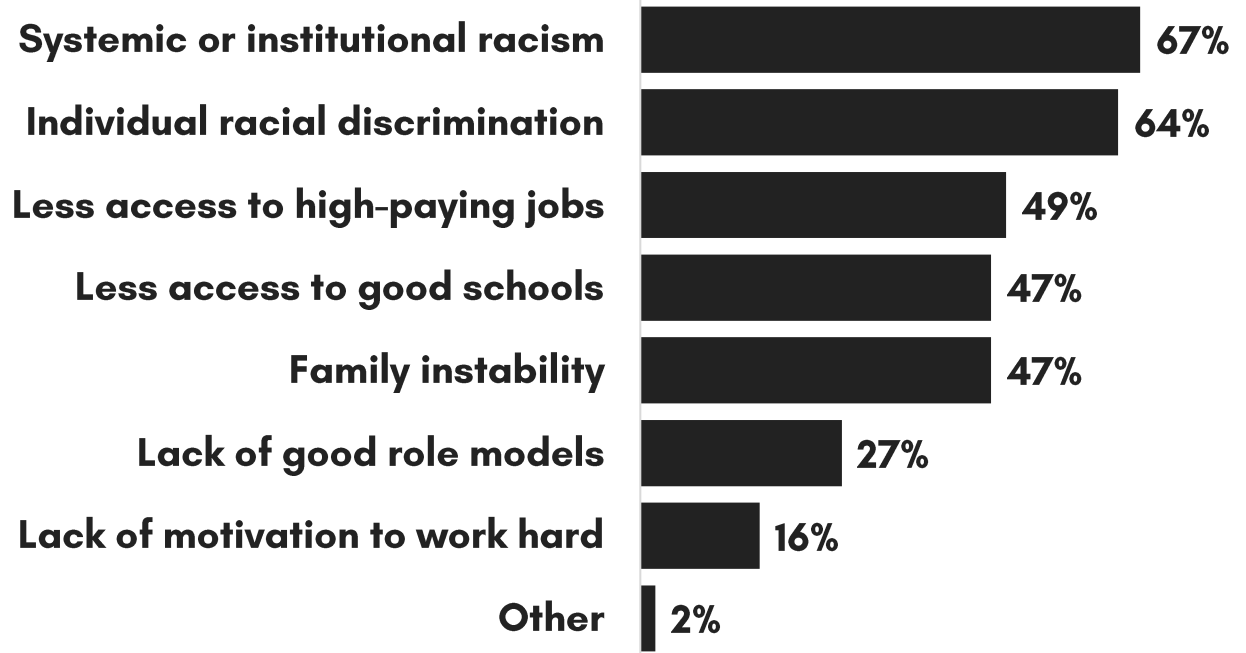
When it comes to a person's ability to get ahead in our community these days...



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?**



*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?**

	Black	White
Systemic or institutional racism	76%	65%
Individual racial discrimination	69%	63%
Less access to high-paying jobs	61%	44%
Less access to good schools	56%	39%
Family instability	49%	39%
Lack of good role models	27%	24%
Lack of motivation to work hard	15%	19%
Other	3%	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.



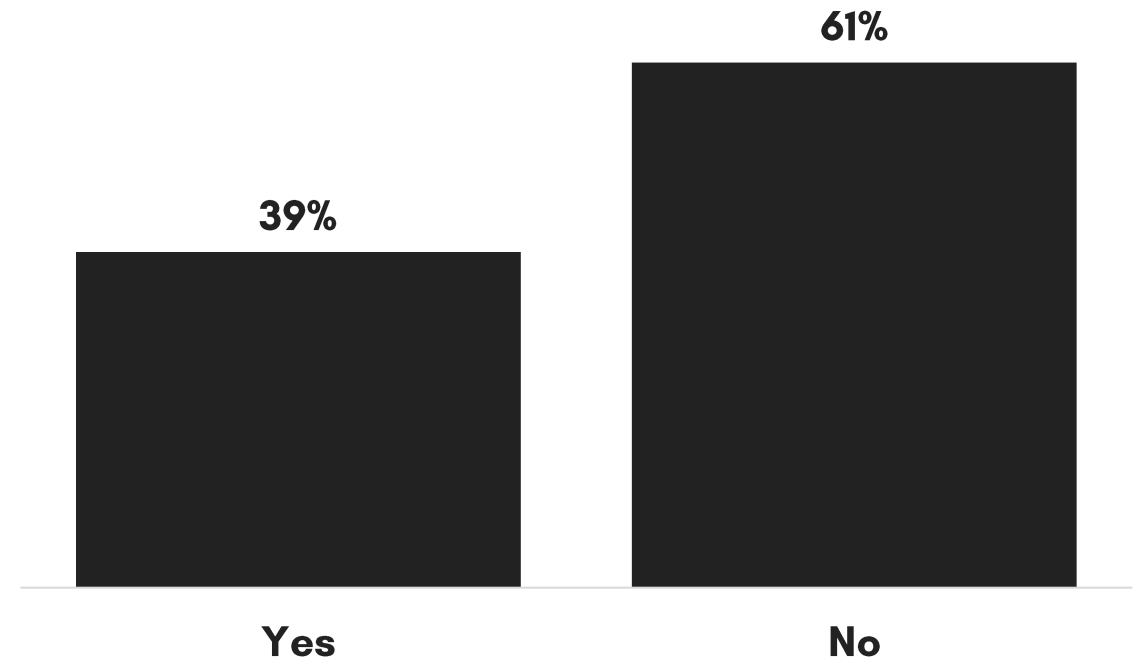
EXPERIENCES

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?

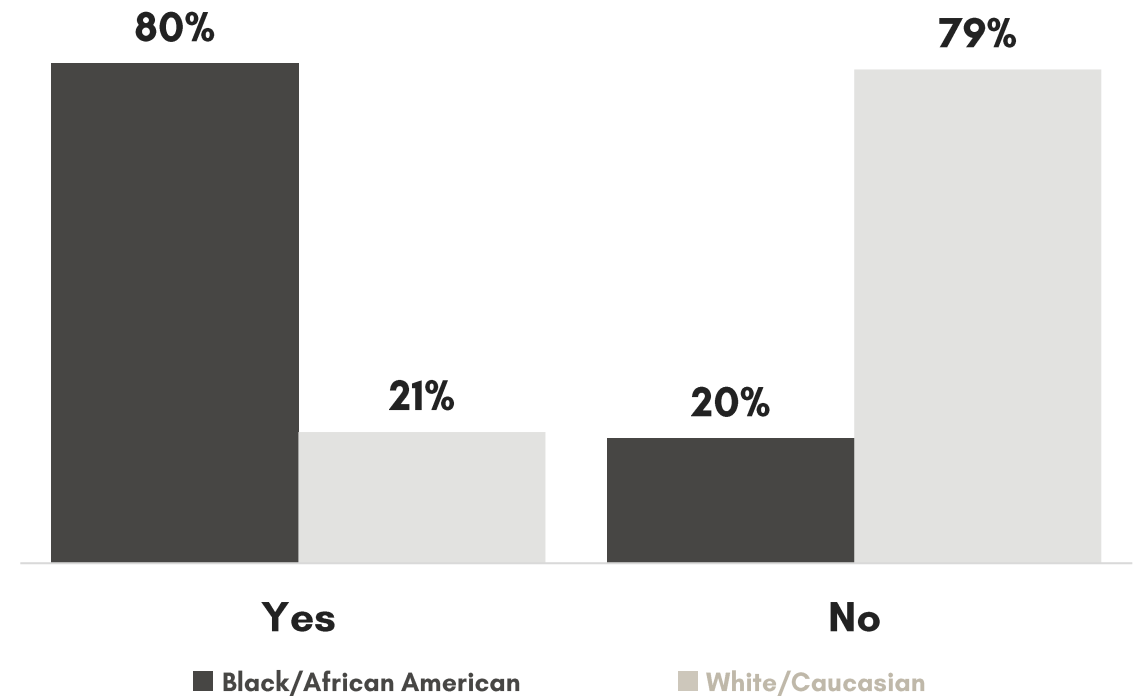


EXPERIENCES WITH RACISM

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?



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?**



*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.

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

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



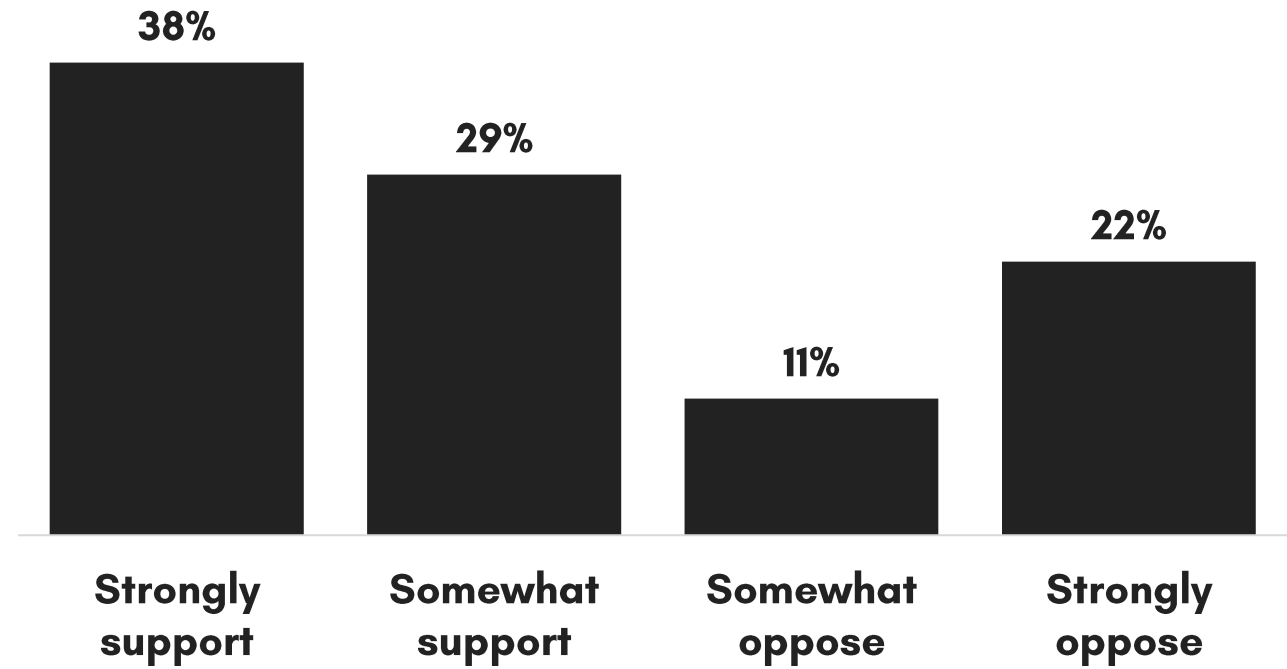
BLACK LIVES MATTER

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.

How do you feel about the Black Lives Matter Movement?

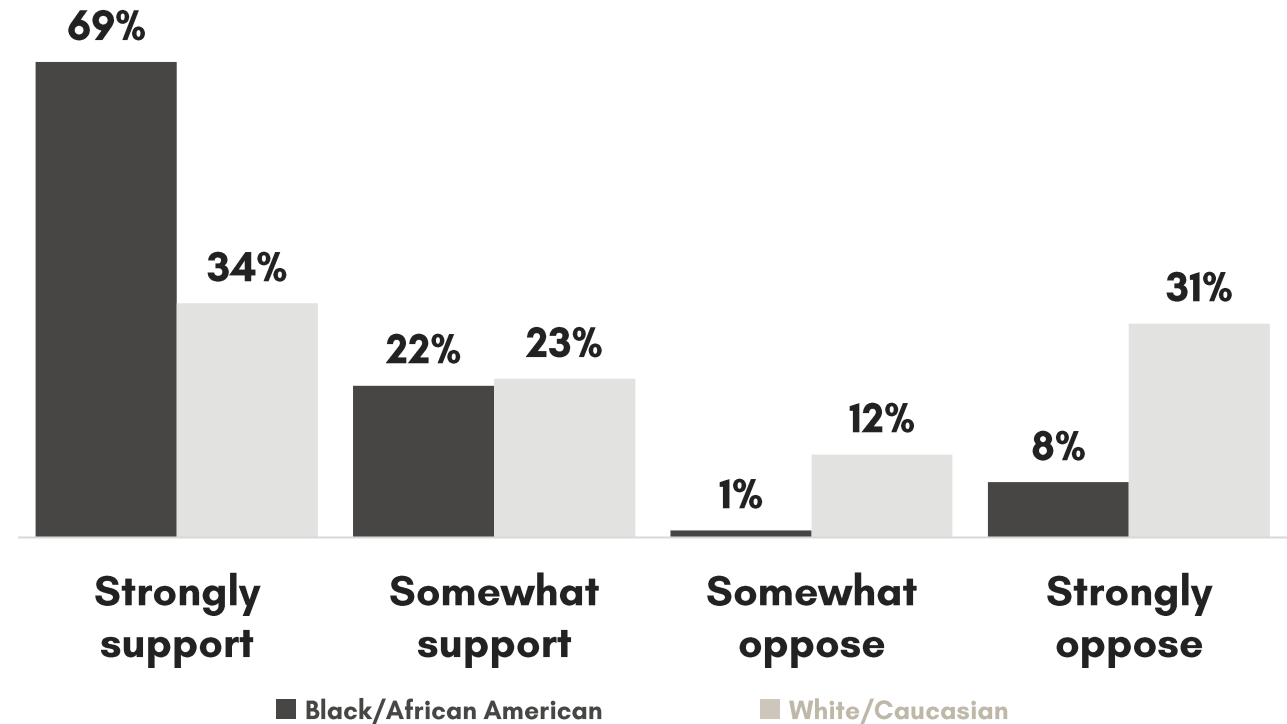


SUPPORT FOR BLM MOVEMENT

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.

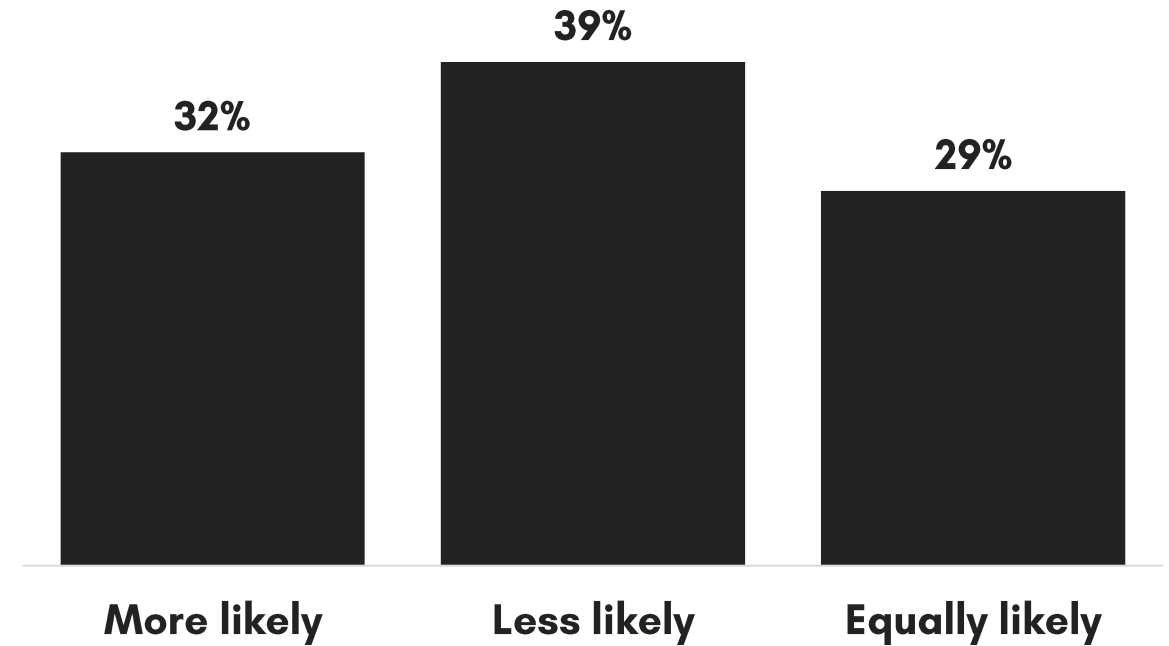
How do you feel about the Black Lives Matter Movement?



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?

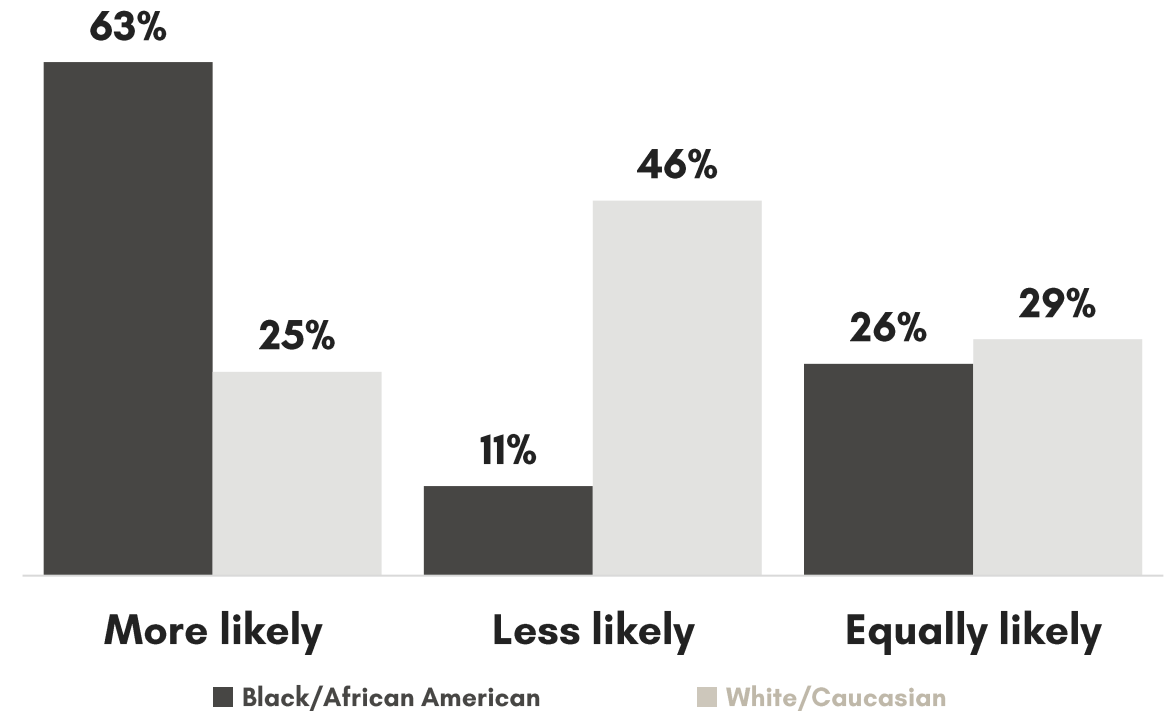


SUPPORT FOR BLM PROTESTS

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.

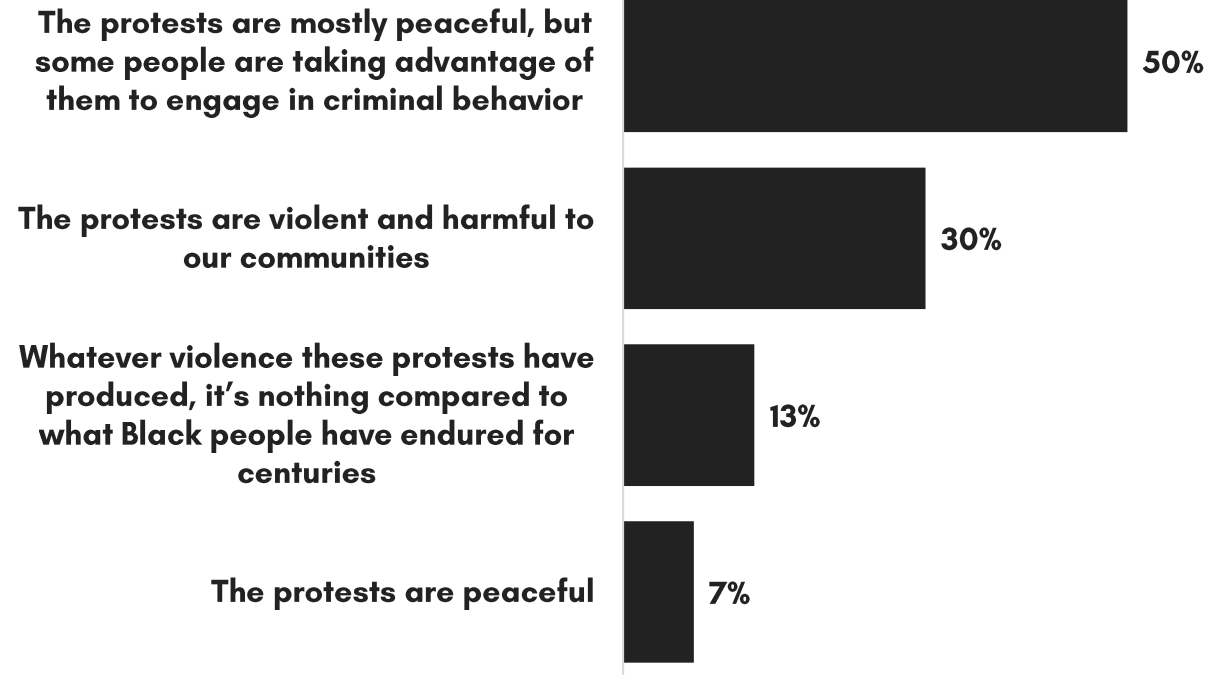
Have recent Black Lives Matter protests made you more or less likely to support the Black Lives Matter movement?



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?

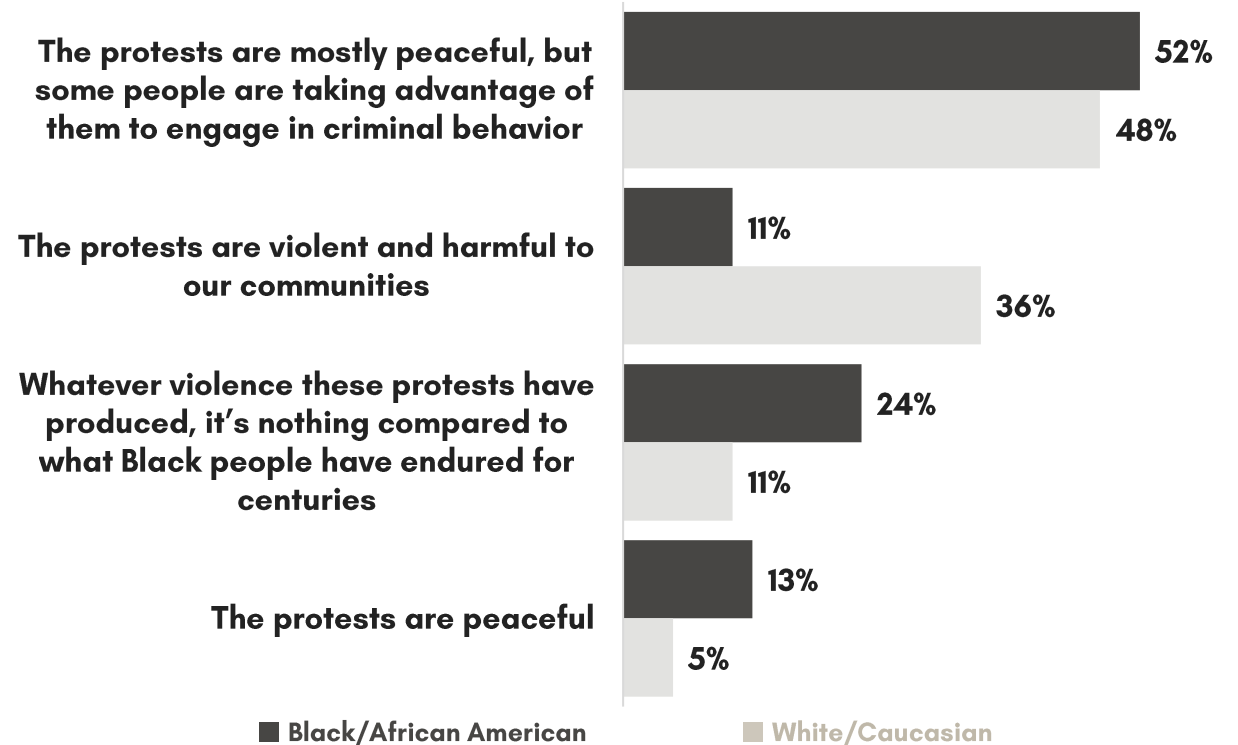


PERCEPTIONS OF BLM PROTESTS

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?





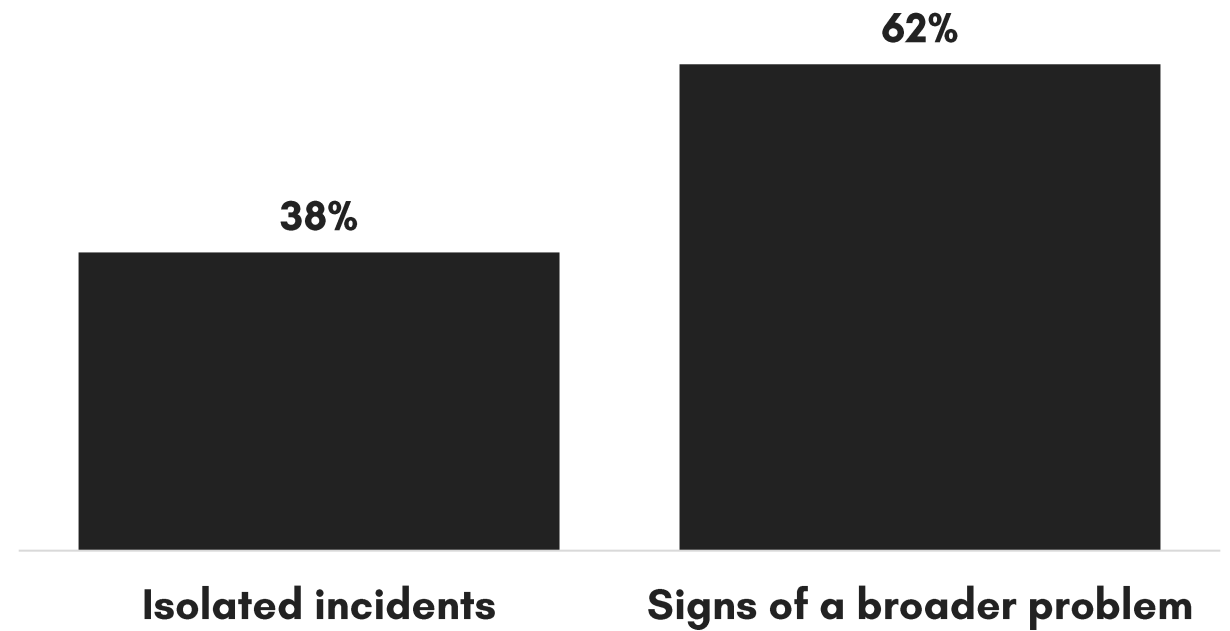
POLICING IN TAMPA BAY

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...

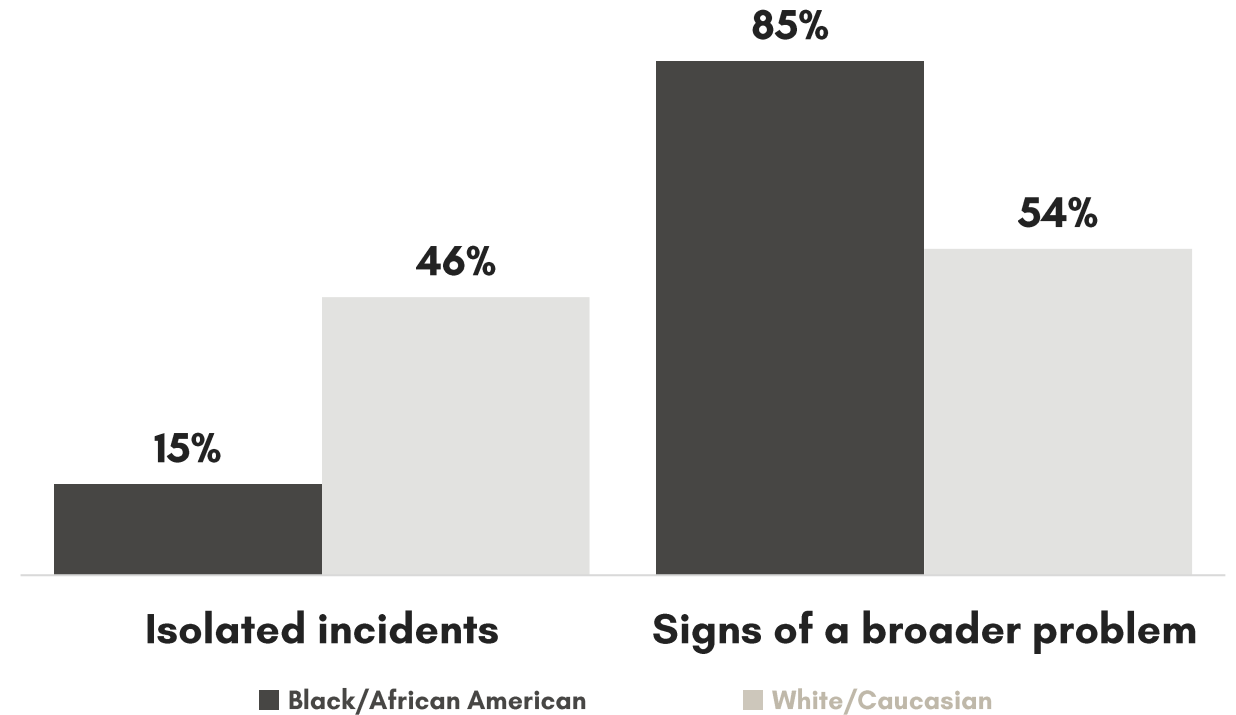


ENCOUNTERS WITH POLICE

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.

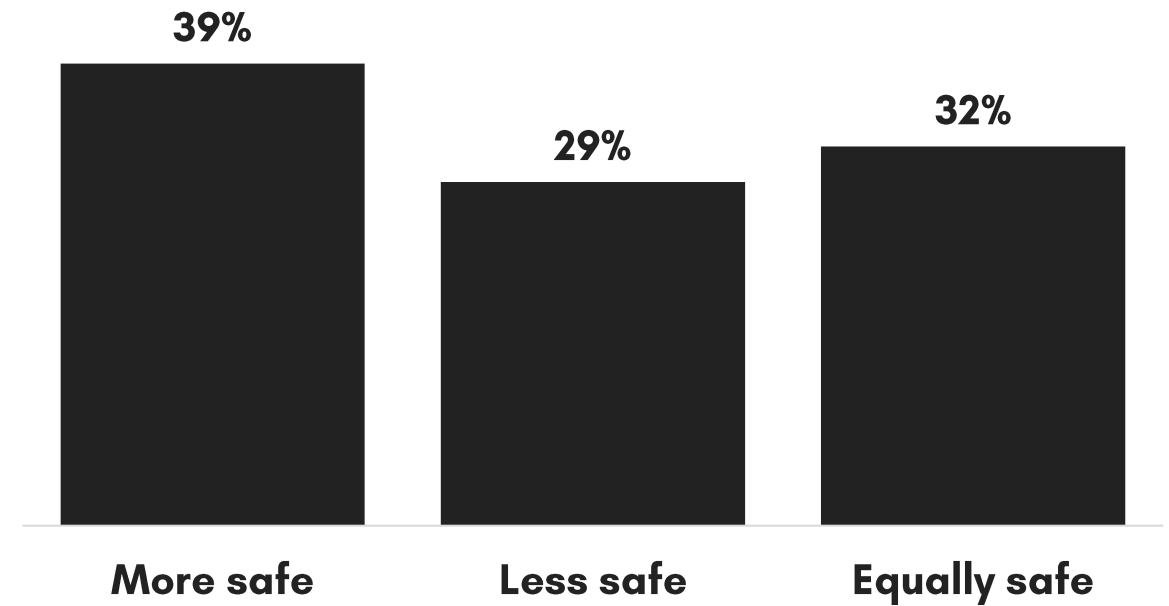
Do you think the deaths of Black people in encounters with the police in recent years are...



EXPERIENCE WITH POLICE

A plurality of Tampa Bay residents feel safer when they see a police officer, though residents are widely divided on this issue.

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

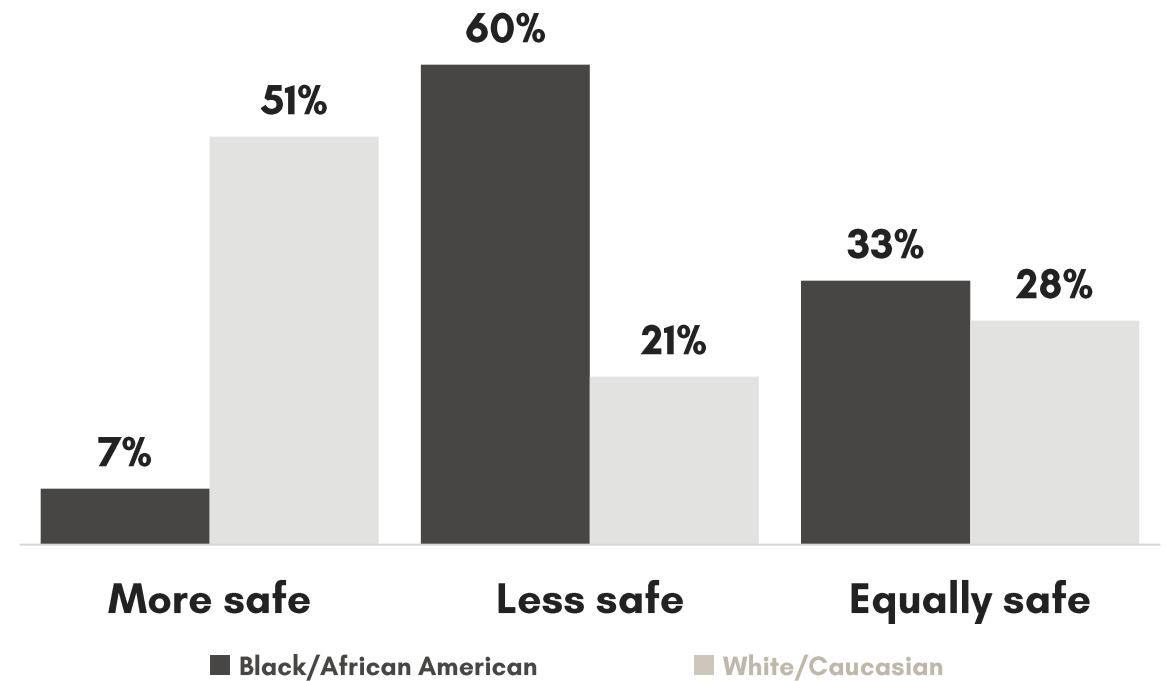


EXPERIENCE WITH POLICE

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.

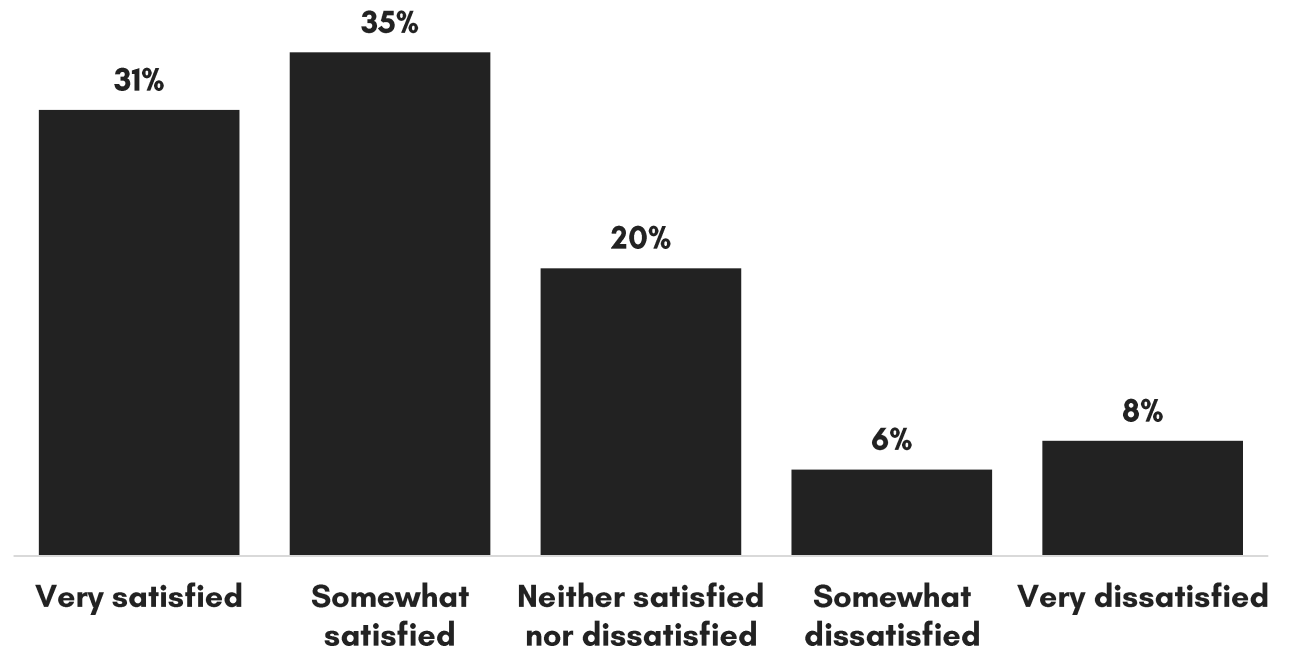
When you personally see a police officer, does it usually make you feel more or less safe?



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?

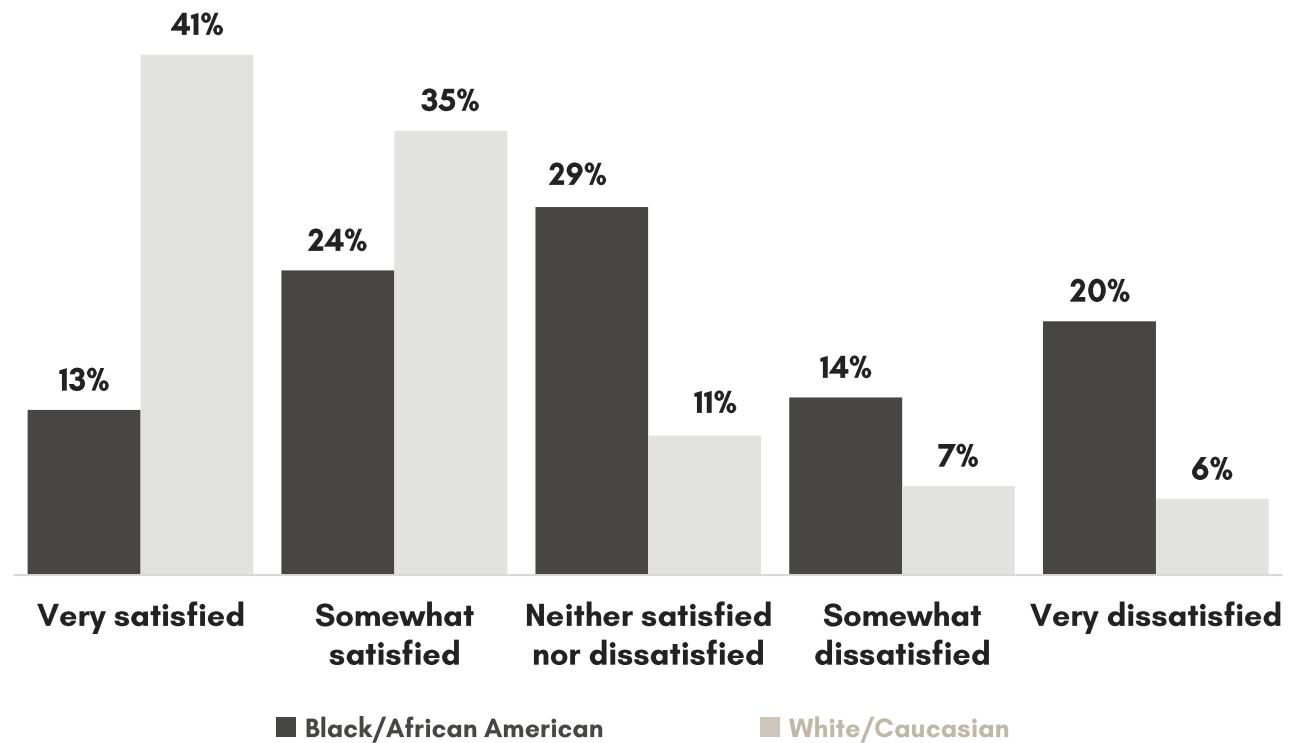


SATISFACTION WITH POLICE

CROSS-RACIAL COMPARISONS

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

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





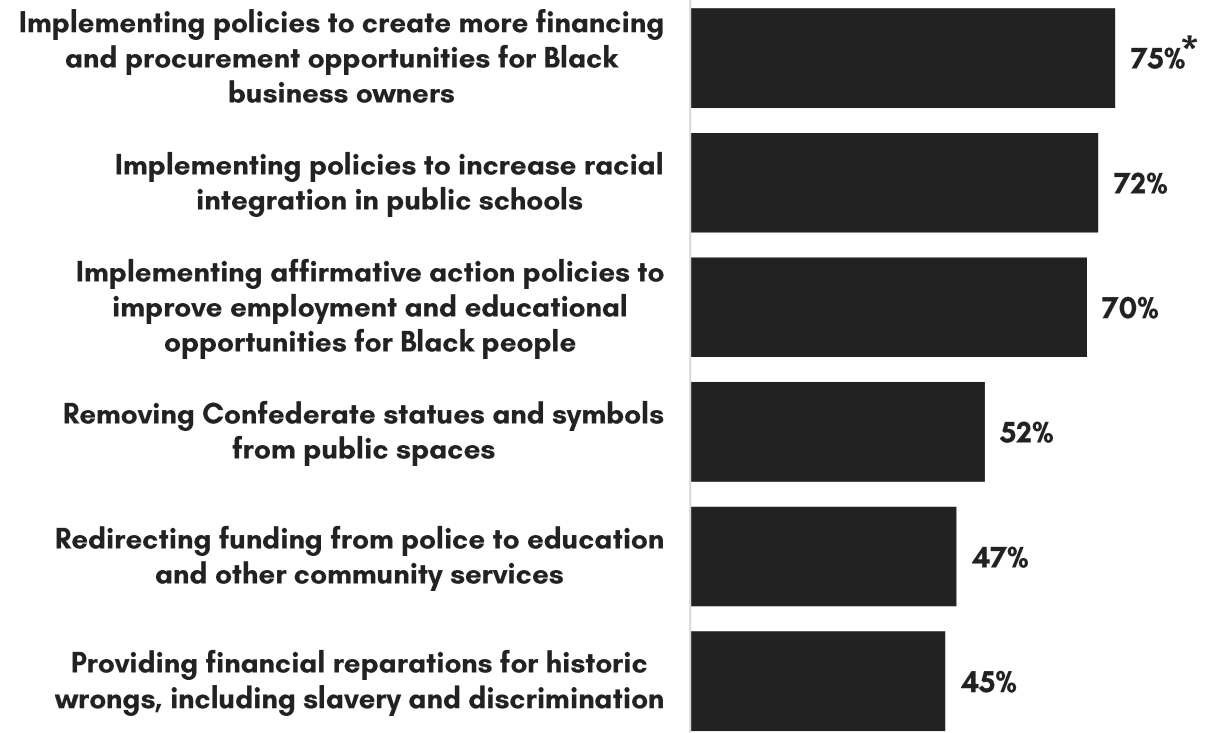
POLICIES AND POLITICS

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?



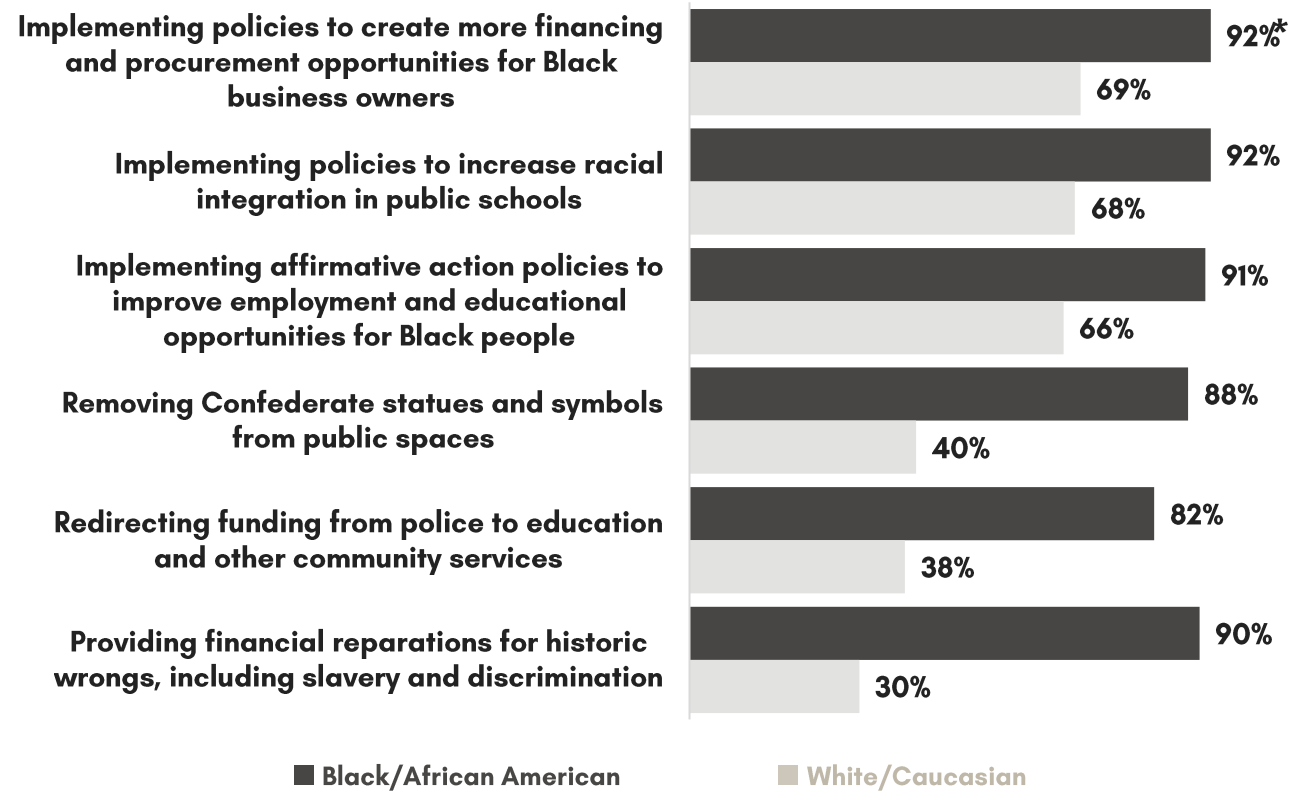
*Percentage of residents who support the action

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?

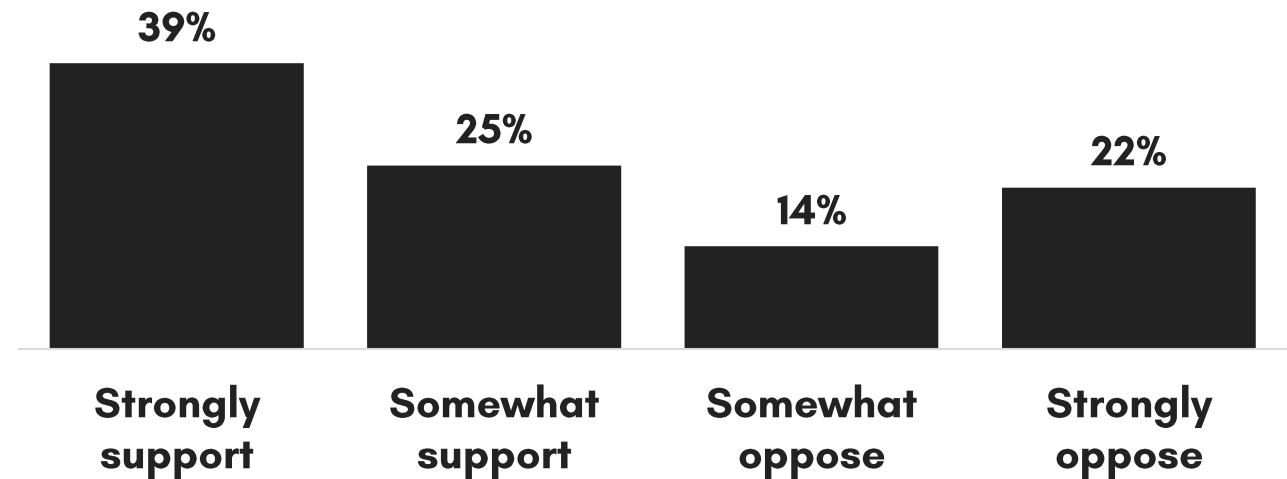


*Percentage of residents who support the action

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?

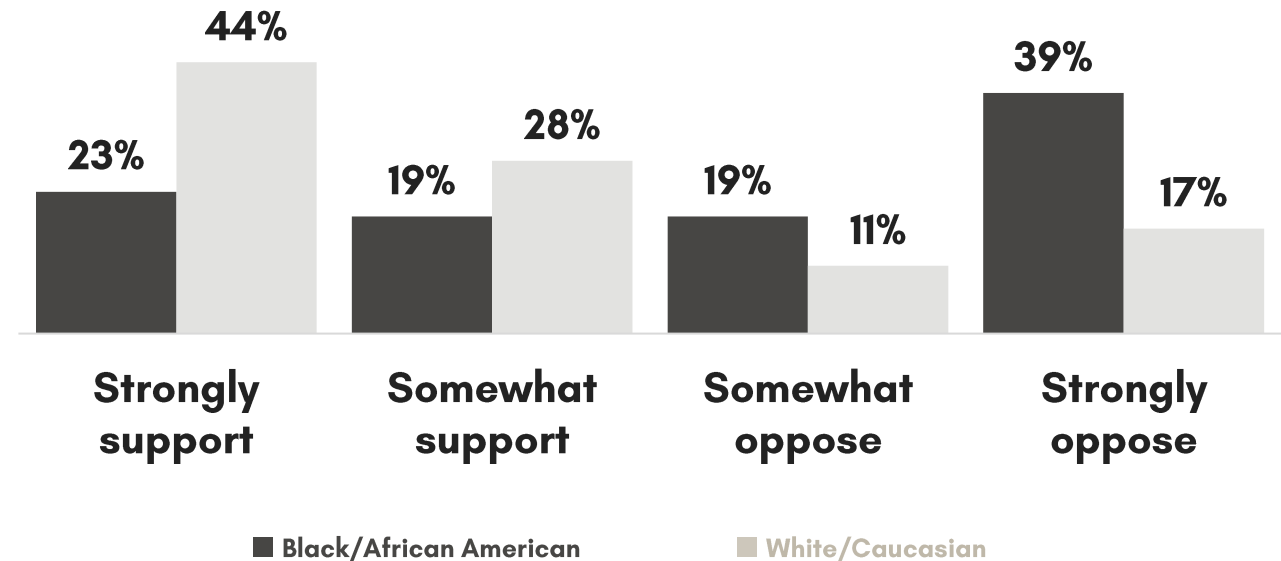


LEGISLATIVE PROPOSALS

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.

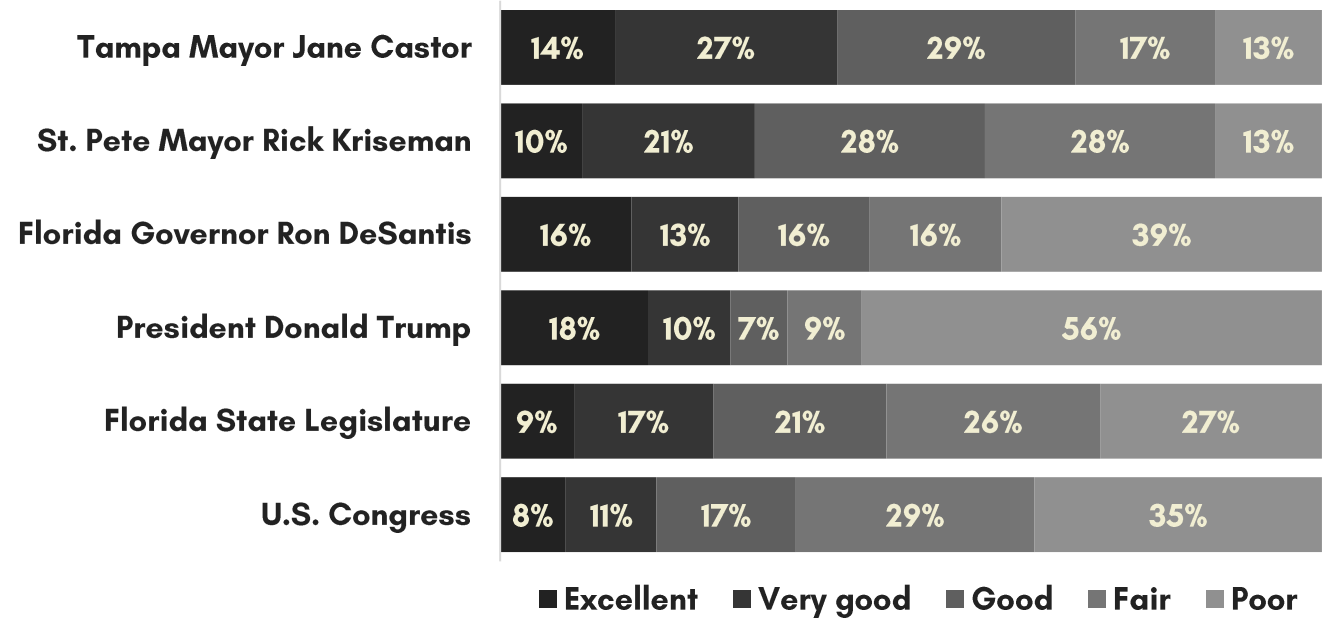
To what extent do you support or oppose legislation proposed by Governor Ron DeSantis that would withhold state funding from municipalities that defund police departments and implement harsher punishments for people who throw objects or batter law enforcement?



GOVERNMENT ENTITIES

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.

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



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.

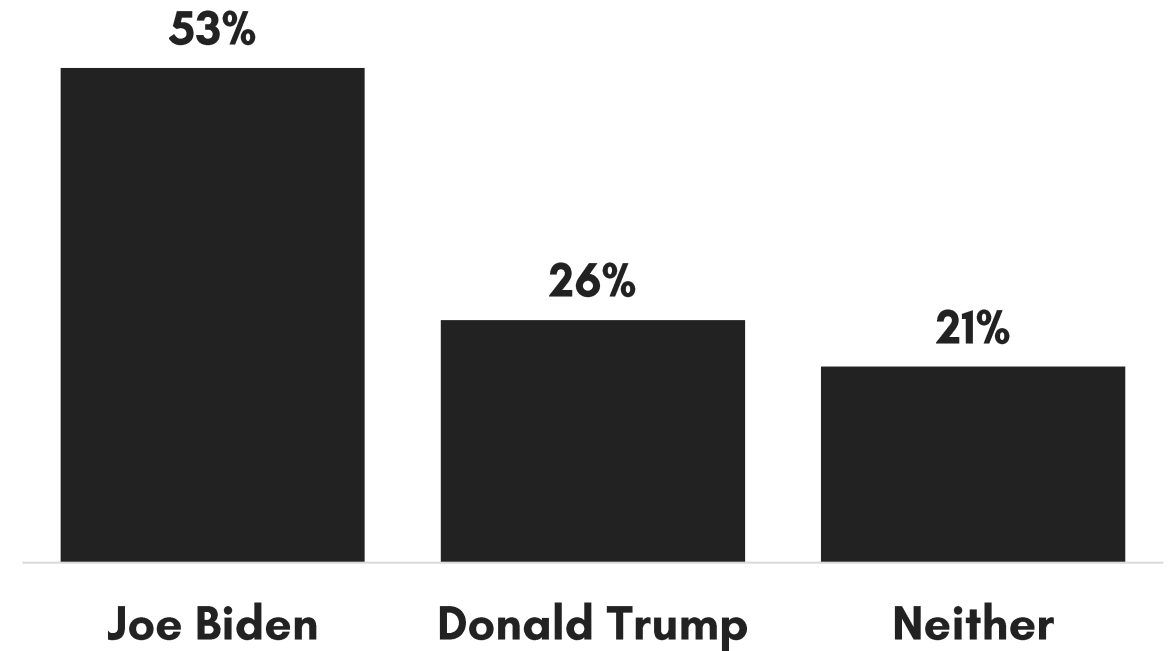
How would you rate the following government entities and elected officials in how they are responding to issues of racism and racial discrimination?

	Black	White
<i>Excellent + Very Good Ratings</i>		
Tampa Mayor Jane Castor	26%	45%
St. Pete Mayor Rick Kriseman	23%	32%
Florida Governor Ron DeSantis	12%	33%
President Donald Trump	8%	35%
Florida State Legislature	9%	33%
U.S. Congress	13%	18%
<i>Poor Ratings</i>		
Tampa Mayor Jane Castor	17%	11%
St. Pete Mayor Rick Kriseman	23%	11%
Florida Governor Ron DeSantis	54%	34%
President Donald Trump	78%	48%
Florida State Legislature	46%	22%
U.S. Congress	47%	31%

PRESIDENTIAL CANDIDATES

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?

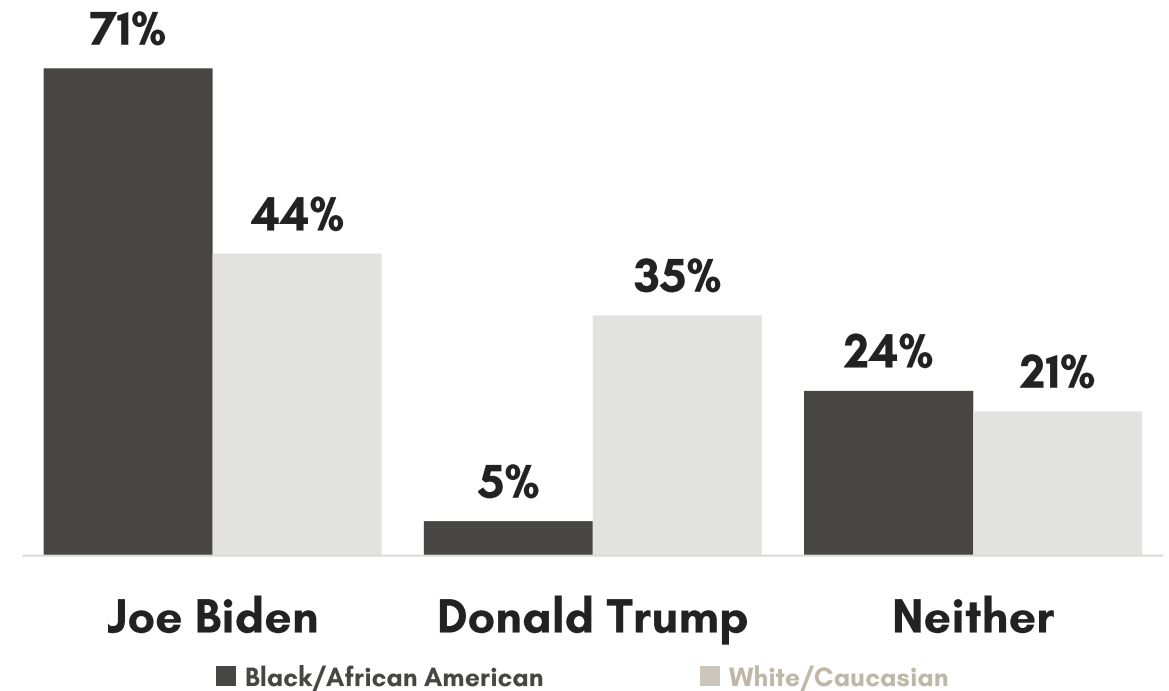


PRESIDENTIAL CANDIDATES

CROSS-RACIAL COMPARISONS

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.

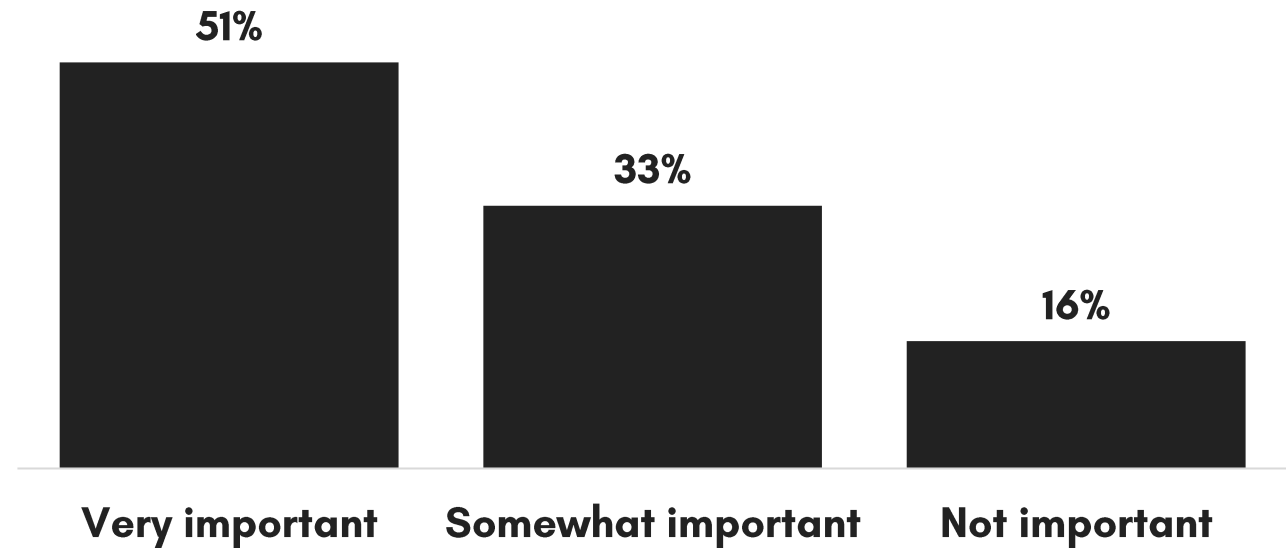
Which presidential candidate will improve race relations in the United States?



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?

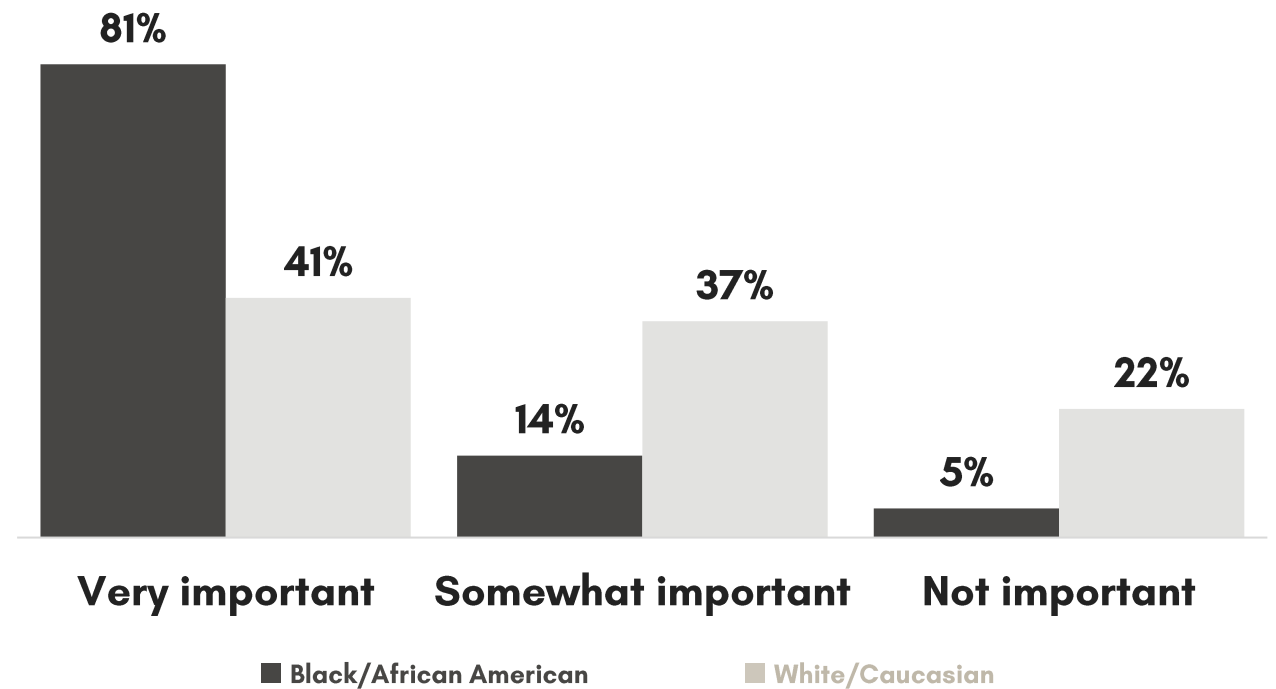


RACE & VOTING BEHAVIOR

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?

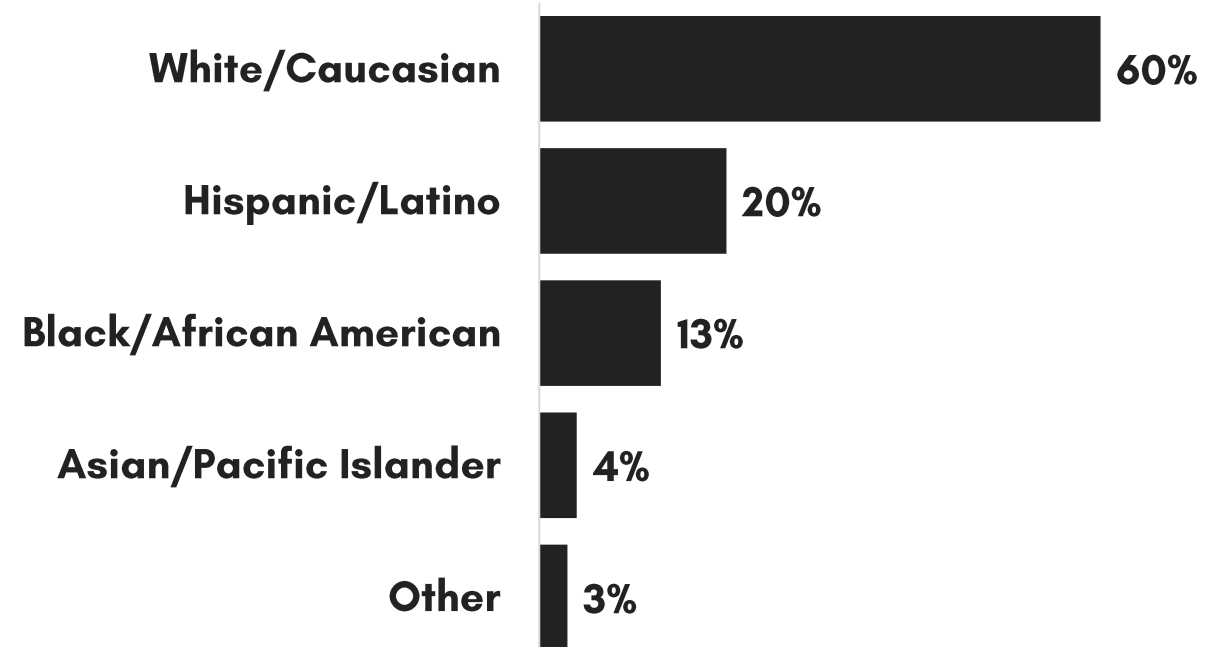




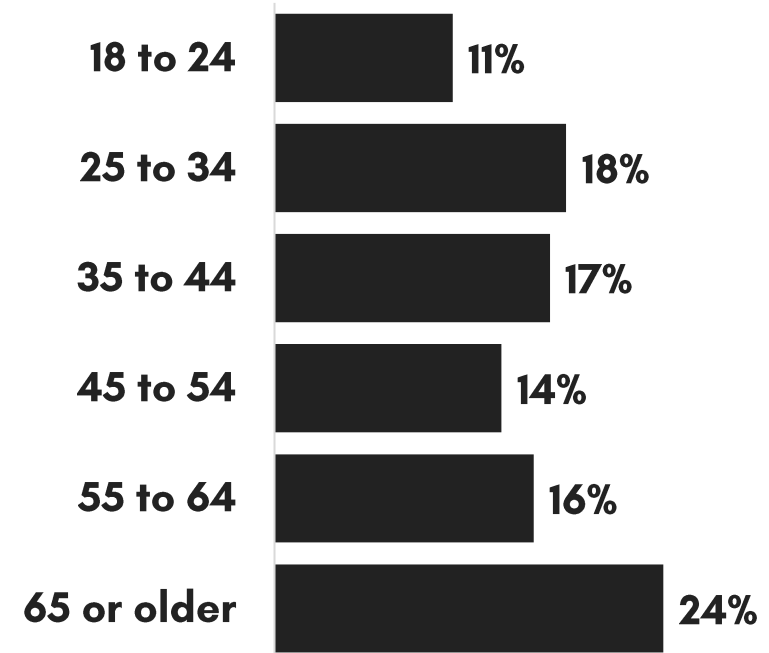
RESPONDENT PROFILE

STATE OF THE REGION RACIAL SENTIMENT SURVEY

RESPONDENT RACIAL IDENTITY

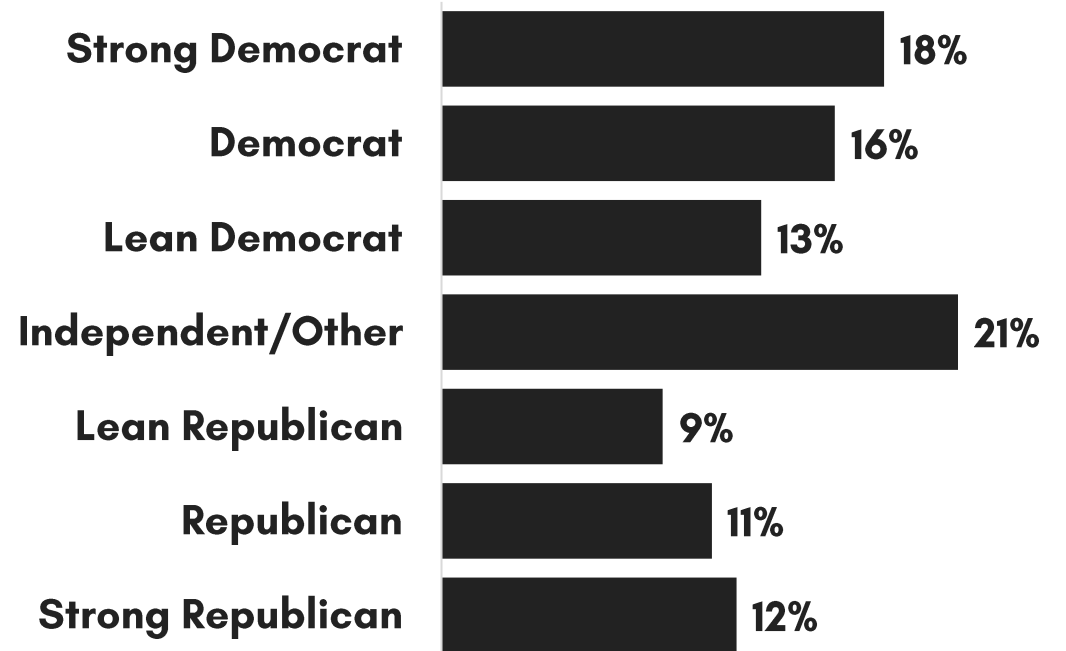


RESPONDENT AGE

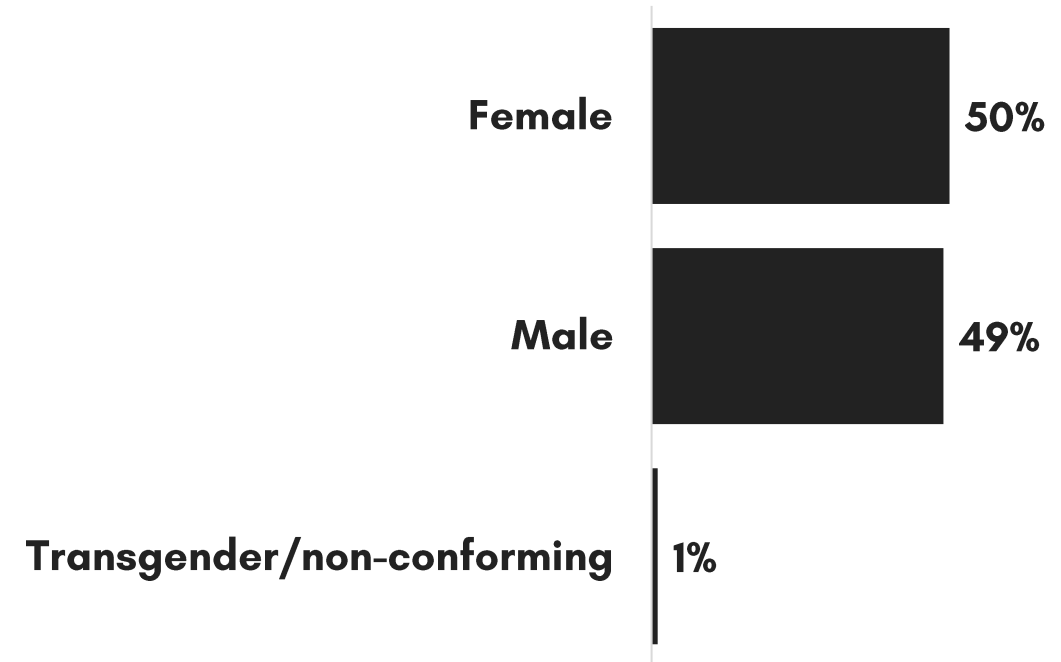


Median: 48 years old

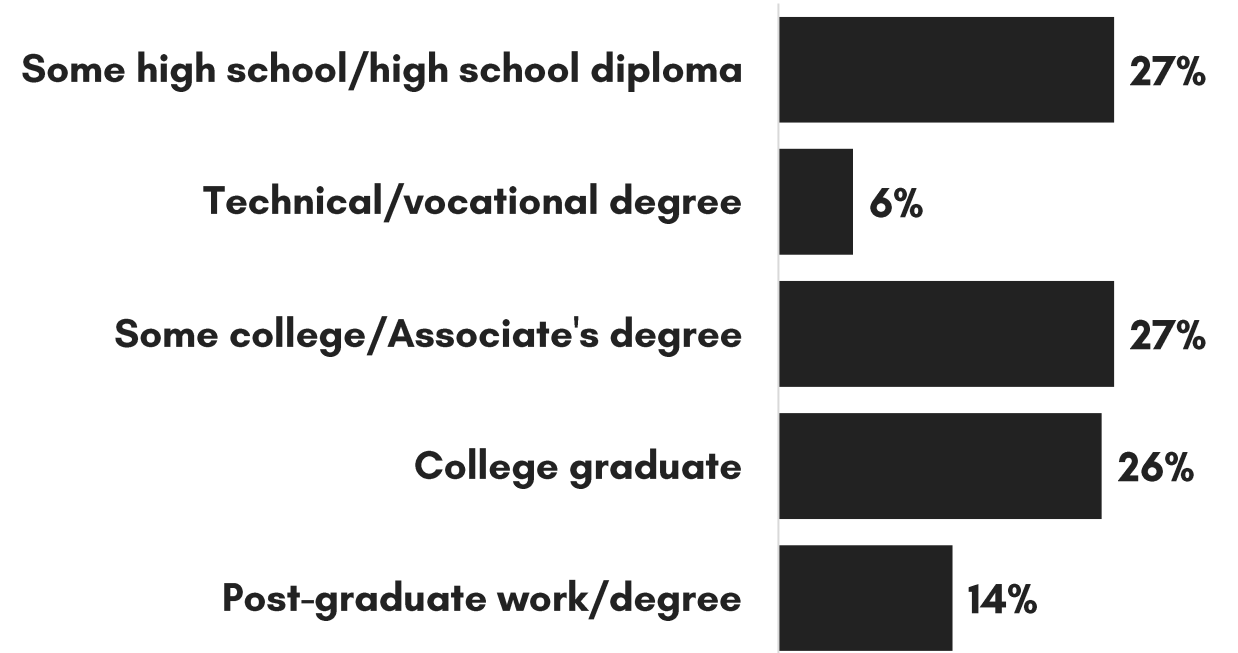
RESPONDENT POLITICAL AFFILIATION



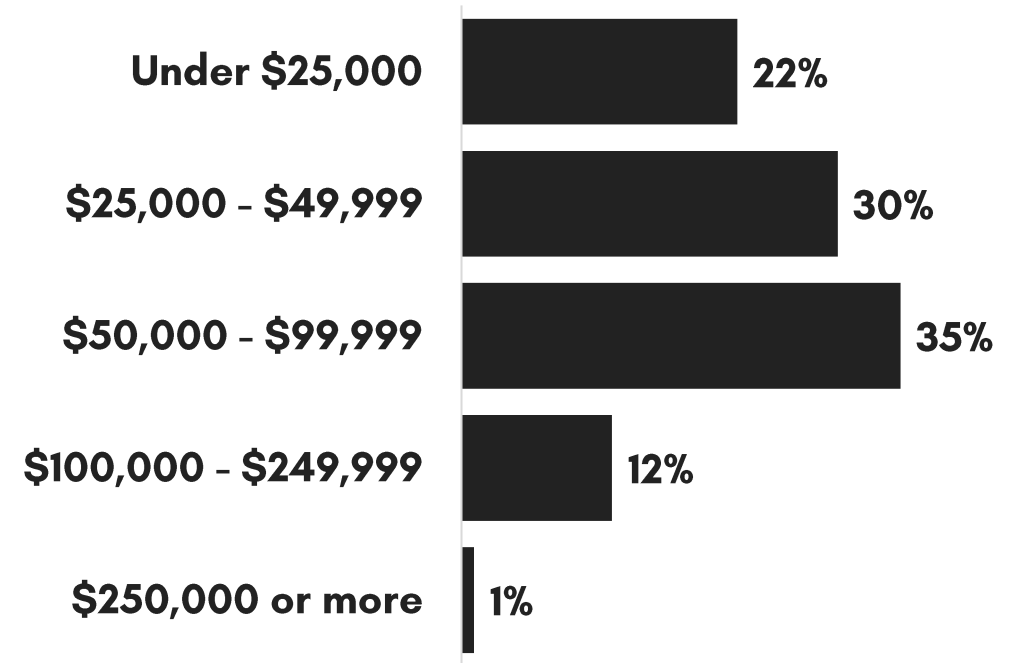
RESPONDENT GENDER



RESPONDENT EDUCATIONAL ATTAINMENT



RESPONDENT HOUSEHOLD INCOME



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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