

Fieldwork: 11th - 18th March 2019 Sample: 811 Black Americans

Total	Ger	nder		Age			Reç	gion	
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West
	Α	В	С	D	Е	F	G	Н	ı

Looking at the image below, which would you say comes closest to matching your own skin color?

(Respondents were shown four skin color tones based on types 3,4,5 and 6 on the Fitzpatrick Scale, with 3 being the lightest and 6 the darkest)

Unweighted base	811	319	492	225	283	303	145	140	434	92
Base: All African Americans adults	811	380	431	279	266	266	144	170	305	191
Type 3	8%	8%	8%	8%	8%	7%	9%	7%	6%	10%
Type 4	31%	27%	34%	24%	34% C	35% C	30%	33%	33%	25%
Type 5	47%	50%	45%	55% D.E	43%	44%	49%	46%	46%	49%
Type 6	8%	9%	8%	9%	9%	6%	6%	8%	9%	10%
Don't know	1%	1%	2%	1%	1%	1%	1%	2%	2%	-
Prefer not to say	5%	5%	4%	3%	5%	6%	4%	5%	4%	5%

How frequently, if at all, do you experience racism or discrimination directed at you personally?

ed at you personally?										
Unweighted base	811	319	492	225	283	303	145	140	434	92
Base: All African Americans adults	811	380	431	279	266	266	144	170	305	191
Very frequently	8%	11%	6%	11%	9%	5%	8%	8%	7%	11%
				E	Е					*
Somewhat frequently	20%	23%	17%	22%	23%	16%	20%	29% H.I	18%	17%
Not very frequently	46%	43%	49%	41%	39%	59% C.D	48%	41%	45%	52% *
Never	18%	15%	20%	16%	21%	17%	16%	16%	22%	14%
Don't know	7%	8%	7%	10% E	7%	4%	7%	7%	8%	6% *



Fieldwork: 11th - 18th March 2019 Sample: 811 Black Americans

Total	Ger	nder		Age			Reç	gion	
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West
	Α	В	С	D	Е	F	G	н	ı

Do you believe that darker skinned African Americans are more or less likely to experience racism than lighter skinned African Americans?

cans?										
Unweighted base	811	319	492	225	283	303	145	140	434	92
Base: All African Americans adults	811	380	431	279	266	266	144	170	305	191
Much more likely	42%	40%	44%	41%	48% E	38%	40%	48% H	38%	44% *
Somewhat more likely	22%	22%	21%	20%	21%	24%	23%	20%	24%	17% *
Neither more nor less likely	20%	24% B	17%	20%	17%	24% D	22%	19%	20%	21%
Somewhat less likely	3%	2%	3%	5% D	1%	2%	1%	-	4% G	3% *
Much less likely	2%	1%	2%	2%	3% E	0%	-	1%	2%	3%
Don't know	12%	10%	13%	12%	11%	12%	14%	11%	11%	11%
Net: More likely	64%	62%	65%	61%	69%	62%	63%	69%	63%	62% *
Net: Less likely	4%	3%	5%	7% E	4%	2%	1%	1%	6% F.G	6% *

In each of the following areas, do you believe that lighter skinned African Americans or darker skinned African Americans are more or less likely to be represented? Please select one option on each row.

In politics

illios										
Unweighted base	811	319	492	225	283	303	145	140	434	92
Base: All African Americans adults	811	380	431	279	266	266	144	170	305	191
Lighter skinned African Americans are more likely to be represented than darker skinned African Americans		39%	39%	40%	40%	38%	42%	41%	37%	41%
Darker skinned African Americans are more likely to be represented than lighter skinned African Americans		12% B	6%	10%	10%	6%	9%	7%	8%	11%
Neither is more likely to be represented than the other	33%	32%	34%	29%	31%	40% C.D	32%	30%	36%	33%
Don't know	18%	16%	20%	21%	19%	15%	17%	22%	19%	15%



Fieldwork: 11th - 18th March 2019 Sample: 811 Black Americans

Sample: 811 Black Americans										
	Total	Ger	nder		Age			Reg	ion	
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West
		Α	В	С	D	E	F	G	Н	1
In the media										
Unweighted base	811	319	492	225	283	303	145	140	434	92
Base: All African Americans adults	811	380	431	279	266	266	144	170	305	191
Lighter skinned African Americans are more likely to be represented than darker skinned African Americans	47%	45%	49%	48%	45%	47%	44%	49%	41%	57% H*
Darker skinned African Americans are more likely to be represented than lighter skinned African Americans	10%	13% B	7%	12%	11%	8%	13%	8%	11%	9%
Neither is more likely to be represented than the other	26%	27%	25%	24%	23%	32% D	30%	23%	30%	20%
Don't know	17%	15%	19%	16%	21% E	14%	14%	20%	18%	14%
In TV and movies										
Unweighted base	811	319	492	225	283	303	145	140	434	92
Base: All African Americans adults	811	380	431	279	266	266	144	170	305	191
Lighter skinned African Americans are more likely to be represented than darker skinned African Americans	45%	43%	47%	46%	43%	46%	42%	41%	42%	57% F.G.H*
Darker skinned African Americans are more likely to be represented than lighter skinned African Americans	11%	12%	10%	13%	13%	7%	12%	8%	13%	11%
Neither is more likely to be represented than the other	27%	29%	26%	21%	29%	33% C	33% I	31% I	29% I	16%
Don't know	17%	16%	17%	20%	16%	14%	13%	20%	17%	17%
In sport										
Unweighted base	811	319	492	225	283	303	145	140	434	92
Base: All African Americans adults	811	380	431	279	266	266	144	170	305	191
Lighter skinned African Americans are more likely to be represented than darker skinned African Americans	15%	16%	14%	21% E	14%	10%	18%	17%	13%	15%
Darker skinned African Americans are more likely to be represented than lighter skinned African Americans	21%	23%	19%	21%	22%	21%	21%	19%	22%	21%
Neither is more likely to be represented than the other	45%	44%	45%	34%	45% C	55% C.D	43%	41%	46%	47%
Don't know	19%	16%	22%	23%	19%	15%	17%	23%	19%	16%



Fieldwork: 11th - 18th March 2019 Sample: 811 Black Americans

> Total Gender Age Region Male Female 18 to 34 35 to 54 Northeast Midwest West 55+ South Α В С D Ε F G Н Ε

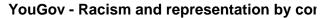
#### In music

ic										
Unweighted base	811	319	492	225	283	303	145	140	434	92
Base: All African Americans adults	811	380	431	279	266	266	144	170	305	191
Lighter skinned African Americans are more likely to be represented than darker skinned African Americans	26%	24%	29%	33%	26%	20%	22%	26%	27%	30%
				E						*
Darker skinned African Americans are more likely to be represented than lighter skinned African Americans	16%	22%	10%	21%	13%	14%	18%	14%	13%	22%
		В		D						*
Neither is more likely to be represented than the other	39%	37%	42%	26%	43%	50%	45%	39%	41%	33%
					С	С				*
Don't know	18%	17%	19%	20%	19%	16%	16%	22%	18%	16%

Some have argued that actor Will Smith should not be cast to play the role of Richard Williams - the father of tennis players Venus and Serena Williams - in a potential movie because Smith has lighter skin than Williams. Do you consider it acceptable or unacceptable for a lighter skinned African American actor to be cast as a darker skinned African American?

Unweighted base	811	319	492	225	283	303	145	140	434	92
Base: All African Americans adults	811	380	431	279	266	266	144	170	305	191
Acceptable	48%	50%	47%	43%	51%	51%	50%	49%	48%	45%
										*
Unacceptable	25%	23%	26%	30%	20%	25%	27%	21%	22%	31%
				D						*
Don't know	27%	27%	27%	27%	30%	25%	23%	30%	29%	24%
										*

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC,



Fieldwork: 11th - 18th March 2019 Sample: 811 Black Americans

Total	Looking at the	e image below, w		say comes clos or?	est to matching	your own skin
	Type 3	Type 4	Type 5	Type 6	Don't know	Prefer not to say
	ВІ	BJ	вк	BL	ВМ	BN

Looking at the image below, which would you say comes closest to matching your own skin color?

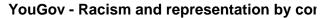
(Respondents were shown four skin color tones based on types 3,4,5 and 6 on the Fitzpatrick Scale, with 3 being the lightest and 6 the darkest)

Unweighted base	811	62	259	376	62	12	40
Base: All African Americans adults	811	63	250	384	67	10	38
Type 3	8%	100%	-	-	-	-	-
		BJ.BK.BL.BN*			*	**	*
Type 4	31%	-	100%	-	-	-	-
		*	BI.BK.BL.BN		*	**	*
Type 5	47%	-	-	100%	-	-	-
		*		BI.BJ.BL.BN	*	**	*
Type 6	8%	-	-	-	100%	-	-
		*			BI.BJ.BK.BN*	**	*
Don't know	1%	-	-	-	-	100%	-
		*			*	**	*
Prefer not to say	5%	-	-	-	-	-	100%
		*			*	**	BI.BJ.BK.BL*

How frequently, if at all, do you experience racism or discrimination directed at you personally?

at you personally?							
Unweighted base	811	62	259	376	62	12	40
Base: All African Americans adults	811	63	250	384	67	10	38
Very frequently	8%	20%	8%	5%	19%	-	12%
		BJ.BK*			BJ.BK*	**	*
Somewhat frequently	20%	14%	18%	21%	32%	9%	15%
		*			BI.BJ*	**	*
Not very frequently	46%	31%	46%	51%	33%	48%	41%
		*		BI.BL	*	**	*
Never	18%	26%	22%	16%	8%	10%	14%
		BL*	BL		*	**	*
Don't know	7%	8%	5%	7%	7%	33%	18%
		*			*	**	BJ.BK*





Fieldwork: 11th - 18th March 2019 Sample: 811 Black Americans

Total	Looking at the image below, which would you say comes closest to matching your own skin color?									
	Type 3	Type 4	Type 5	Type 6	Don't know	Prefer not to say				
	ВІ	BJ	вк	BL	ВМ	BN				

Do you believe that darker skinned African Americans are more or less likely to experience racism than lighter skinned African Americans?

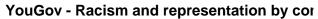
ns?							
Unweighted base	811	62	259	376	62	12	40
Base: All African Americans adults	811	63	250	384	67	10	38
Much more likely	42%	55%	42%	41%	51%	20%	28%
		BN*			BN*	**	*
Somewhat more likely	22%	8%	21%	24%	19%	26%	24%
		*	BI	BI	*	**	*
Neither more nor less likely	20%	21%	21%	21%	12%	13%	22%
		*			*	**	*
Somewhat less likely	3%	1%	4%	2%	1%	-	8%
		*			*	**	BK*
Much less likely	2%	-	2%	2%	3%	-	2%
		*			*	**	*
Don't know	12%	14%	11%	11%	14%	40%	17%
		*			*	**	*
Net: More likely	64%	63%	63%	65%	70%	46%	52%
		*			*	**	*
Net: Less likely	4%	1%	5%	4%	4%	-	9%
		*			*	**	*

In each of the following areas, do you believe that lighter skinned African Americans or darker skinned African Americans are more or less likely to be represented? Please select one option on each row.

In politics

tics							
Unweighted base	811	62	259	376	62	12	40
Base: All African Americans adults	811	63	250	384	67	10	38
Lighter skinned African Americans are more likely to be represented than darker skinned African Americans	39%	36%	39%	42%	36%	27%	28%
		*			*	**	*
Darker skinned African Americans are more likely to be represented than lighter skinned African Americans	9%	11%	12%	8%	5%	-	7%
		*			*	**	*
Neither is more likely to be represented than the other	33%	35%	31%	32%	39%	39%	44%
Don't know	18%	17% *	18%	18%	20%	34% **	22%





Fieldwork: 11th - 18th March 2019

Sample: 811 Black Americans

Sample: 811 Black Americans	Looking at the image below which would you say comes closest to matching your own skin							
	Total	color?						
		Type 3	Type 4	Type 5	Type 6	Don't know	Prefer not to say	
		BI	BJ	вк	BL	ВМ	BN	
In the media								
Unweighted base	811	62	259	376	62	12	40	
Base: All African Americans adults	811	63	250	384	67	10	38	
Lighter skinned African Americans are more likely to be represented than darker skinned African Americans	47%	55%	44%	48%	57%	10%	31%	
Dedice skipped African Associators are made likely to be		BN*			BN*	**	*	
Darker skinned African Americans are more likely to be represented than lighter skinned African Americans	10%	9%	10%	11%	8%	8%	12%	
Neither is more likely to be represented than the other	26%	23%	29%	24%	21%	42% **	33%	
Don't know	17%	13%	17%	17%	14% *	40%	25%	
In TV and movies								
Unweighted base	811	62	259	376	62	12	40	
Base: All African Americans adults	811	63	250	384	67	10	38	
Lighter skinned African Americans are more likely to be represented than darker skinned African Americans	45%	41% *	46%	46%	47% *	33%	33%	
Darker skinned African Americans are more likely to be represented than lighter skinned African Americans	11%	18%	11%	10%	14%	8%	6%	
Neither is more likely to be represented than the other	27%	24%	25%	29%	25%	32%	38%	
Don't know	17%	17%	18%	15%	14% *	27%	23%	
In sport								
Unweighted base	811	62	259	376	62	12	40	
Base: All African Americans adults	811	63	250	384	67	10	38	
Lighter skinned African Americans are more likely to be represented than darker skinned African Americans	15%	24%	13%	16%	20%	-	3%	
Darker skinned African Americans are more likely to be represented than lighter skinned African Americans	21%	BN* 19%	20%	20%	BN*	27%	24%	
represented than hynter skillhed Amican Americans		*			*	**	*	
Neither is more likely to be represented than the other	45%	39%	46%	46%	35%	30%	54%	
Don't know	19%	18%	21%	18%	14%	43%	19%	





#### YouGov - Racism and representation by cor

Fieldwork: 11th - 18th March 2019 Sample: 811 Black Americans

Total	Looking at the image below, which would you say comes closest to matching your own skin color?									
	Type 3	Type 4	Type 5	Type 6	Don't know	Prefer not to say				
	ВІ	BJ	ВК	BL	ВМ	BN				
	*			*	**	*				

#### In music

SIC							
Unweighted base	811	62	259	376	62	12	40
Base: All African Americans adults	811	63	250	384	67	10	38
Lighter skinned African Americans are more likely to be represented than darker skinned African Americans	26%	29%	26%	27%	36%	21%	10%
		BN*		BN	BN*	**	*
Darker skinned African Americans are more likely to be represented than lighter skinned African Americans	16%	25%	14%	16%	15%	17%	15%
		*			*	**	*
Neither is more likely to be represented than the other	39%	30%	43%	39%	31%	39%	49%
		*			*	**	*
Don't know	18%	16%	17%	18%	18%	23%	25%
		*			*	**	*

Some have argued that actor Will Smith should not be cast to play the role of Richard Williams - the father of tennis players Venus and Serena Williams - in a potential movie because Smith has lighter skin than Williams. Do you consider it acceptable or unacceptable for a lighter skinned African American actor to be cast as a darker skinned African American?

Unweighted base	811	62	259	376	62	12	40
Base: All African Americans adults	811	63	250	384	67	10	38
Acceptable	48%	60%	52%	45%	49%	54%	26%
		BN*	BN	BN	BN*	**	*
Unacceptable	25%	19%	21%	28%	30%	-	28%
		*			*	**	*
Don't know	27%	21%	27%	27%	21%	46%	47%
		*			*	**	BI.BJ.BK.BL*

Cell Contents (Cc AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT, AU/AV/AW/AX/AY, AZ/BA/BB/BC/BD/BE