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

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)

| Total | Gender |  | Age |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West |
|  | A | B | C | D | E | F | G | H | 1 |


| 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\% | $\begin{gathered} 34 \% \\ \text { C } \end{gathered}$ | $\begin{gathered} 35 \% \\ \text { C } \end{gathered}$ | 30\% | 33\% | 33\% | $25 \%$ |
| Type 5 | 47\% | 50\% | 45\% | $\begin{gathered} 55 \% \\ \text { D.E } \end{gathered}$ | 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?

| 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\% | $\begin{gathered} 11 \% \\ \mathrm{E} \end{gathered}$ | $\begin{gathered} 9 \% \\ \mathrm{E} \end{gathered}$ | 5\% | 8\% | 8\% | 7\% | $11 \%$ |
| Somewhat frequently | 20\% | 23\% | 17\% | 22\% | 23\% | 16\% | 20\% | $\begin{gathered} 29 \% \\ \text { H.I } \end{gathered}$ | 18\% | $17 \%$ |
| Not very frequently | 46\% | 43\% | 49\% | 41\% | 39\% | $\begin{gathered} 59 \% \\ \text { C.D } \end{gathered}$ | 48\% | 41\% | 45\% | $52 \%$ |
| Never | 18\% | 15\% | 20\% | 16\% | 21\% | 17\% | 16\% | 16\% | 22\% | $14 \%$ |
| Don't know | 7\% | 8\% | 7\% | $\begin{gathered} 10 \% \\ E \end{gathered}$ | 7\% | 4\% | 7\% | 7\% | 8\% | $6 \%$ |

Fieldwork: 11th - 18th March 2019

## Sample: 811 Black Americans

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

| Total | Gender |  | Age |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West |
|  | A | B | C | D | E | F | G | H | I |


| 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\% | $\begin{gathered} 48 \% \\ \mathrm{E} \end{gathered}$ | 38\% | 40\% | $\begin{gathered} 48 \% \\ H \end{gathered}$ | 38\% | $44 \%$ |
| Somewhat more likely | 22\% | 22\% | 21\% | 20\% | 21\% | 24\% | 23\% | 20\% | 24\% | $17 \%$ |
| Neither more nor less likely | 20\% | $\begin{gathered} 24 \% \\ B \end{gathered}$ | 17\% | 20\% | 17\% | $\begin{gathered} 24 \% \\ D \end{gathered}$ | 22\% | 19\% | 20\% | $21 \%$ |
| Somewhat less likely | 3\% | 2\% | 3\% | $\begin{gathered} 5 \% \\ \mathrm{D} \end{gathered}$ | 1\% | 2\% | 1\% | - | $\begin{gathered} 4 \% \\ G \end{gathered}$ | $3 \%$ |
| Much less likely | 2\% | 1\% | 2\% | 2\% | $\begin{gathered} 3 \% \\ \mathrm{E} \end{gathered}$ | 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\% | $\begin{gathered} 7 \% \\ \mathrm{E} \end{gathered}$ | 4\% | 2\% | 1\% | 1\% | $\begin{aligned} & \text { 6\% } \\ & \text { F.G } \end{aligned}$ | 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

| 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\% | 39\% | 40\% | 40\% | 38\% | 42\% | 41\% | 37\% | $41 \%$ |
| Darker skinned African Americans are more likely to be represented than lighter skinned African Americans | 9\% | $\begin{gathered} 12 \% \\ \text { B } \end{gathered}$ | 6\% | 10\% | 10\% | 6\% | 9\% | 7\% | 8\% | 11\% |
| Neither is more likely to be represented than the other | 33\% | 32\% | 34\% | 29\% | 31\% | $\begin{gathered} 40 \% \\ \text { C.D } \end{gathered}$ | 32\% | 30\% | 36\% | $33 \%$ |
| Don't know | 18\% | 16\% | 20\% | 21\% | 19\% | 15\% | 17\% | 22\% | 19\% | $15 \%$ |

Sample: 811 Black Americans

| Total | Gender |  | Age |  |  | Region |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Male | Female | 18 to 34 | 35 to 54 | $55+$ | Northeast | Midwest | South | West |
|  | A | B | C | D | E | F | G | H | I |


| 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\% | $\begin{gathered} 57 \% \\ \mathrm{H}^{*} \end{gathered}$ |
| Darker skinned African Americans are more likely to be represented than lighter skinned African Americans | 10\% | $\begin{gathered} 13 \% \\ \text { B } \end{gathered}$ | 7\% | 12\% | 11\% | 8\% | 13\% | 8\% | 11\% | 9\% |
| Neither is more likely to be represented than the other | 26\% | 27\% | 25\% | 24\% | 23\% | $\begin{gathered} 32 \% \\ \text { D } \end{gathered}$ | 30\% | 23\% | 30\% | $20 \%$ |
| Don't know | 17\% | 15\% | 19\% | 16\% | $\begin{gathered} 21 \% \\ \text { E } \end{gathered}$ | 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\% | $\begin{gathered} 57 \% \\ \text { F.G.H*} \end{gathered}$ |
| 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\% | $\begin{gathered} 33 \% \\ \text { C } \end{gathered}$ | $\begin{gathered} 33 \% \\ 1 \end{gathered}$ | $\begin{gathered} 31 \% \\ \text { I } \end{gathered}$ | $\begin{gathered} 29 \% \\ 1 \end{gathered}$ | $16 \%$ |
| Don't know | 17\% | 16\% | 17\% | 20\% | 16\% | 14\% | 13\% | 20\% | 17\% | $17 \%$ |


| 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\% | $\begin{gathered} 21 \% \\ \mathrm{E} \end{gathered}$ | 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\% | $\begin{gathered} 45 \% \\ \text { C } \end{gathered}$ | $\begin{gathered} 55 \% \\ \text { C.D } \end{gathered}$ | 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 | 55+ | Northeast | Midwest | South | West |
|  | A | B | C | D | E | F | G | H | 1 |
|  |  |  | E |  |  |  |  |  | * |

In music

| 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\% | $\begin{gathered} 33 \% \\ \mathrm{E} \end{gathered}$ | 26\% | 20\% | 22\% | 26\% | 27\% | $30 \%$ |
| Darker skinned African Americans are more likely to be represented than lighter skinned African Americans | 16\% | $\begin{gathered} 22 \% \\ \text { B } \end{gathered}$ | 10\% | $\begin{gathered} 21 \% \\ \mathrm{D} \end{gathered}$ | 13\% | 14\% | 18\% | 14\% | 13\% | 22\% |
| Neither is more likely to be represented than the other | 39\% | 37\% | 42\% | 26\% | $\begin{gathered} 43 \% \\ \mathrm{C} \end{gathered}$ | $\begin{gathered} 50 \% \\ C \end{gathered}$ | 45\% | 39\% | 41\% | $33 \%$ |
| 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 Wiliams - 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\% | $\begin{gathered} 30 \% \\ D \end{gathered}$ | 20\% | 25\% | 27\% | 21\% | 22\% | $31 \%$ |
| 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

YouGov-Racism and representation by cor
Fieldwork: 11th - 18th March 2019
Sample: 811 Black Americans
What the world thinks

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)

| 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 |
|  | BI | BJ | BK | BL | BM | BN |



How frequently, if at all, do you experience racism or
discrimination directed 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\% | $\begin{gathered} 20 \% \\ \text { BJ.BK* } \end{gathered}$ | 8\% | 5\% | $\begin{gathered} 19 \% \\ \text { BJ.BK* } \end{gathered}$ | $\stackrel{-}{* *}$ | $12 \%$ |
| Somewhat frequently | 20\% | $14 \%$ | 18\% | 21\% | $\begin{gathered} 32 \% \\ \text { BI.BJ* } \end{gathered}$ | $9 \%$ | $15 \%$ |
| Not very frequently | 46\% | $31 \%$ | 46\% | $\begin{aligned} & 51 \% \\ & \text { BI.BL } \end{aligned}$ | $33 \%$ | $48 \%$ | $41 \%$ |
| Never | 18\% | $\begin{gathered} 26 \% \\ B L^{*} \end{gathered}$ | $\begin{gathered} 22 \% \\ \text { BL } \end{gathered}$ | 16\% | 8\% | $10 \%$ | $14 \%$ |
| Don't know | 7\% | 8\% | 5\% | 7\% | $7 \%$ | $33 \%$ | $\begin{gathered} 18 \% \\ B J . B K^{*} \end{gathered}$ |

YouGov-Racism and representation by cor
Fieldwork: 11th - 18th March 2019
Sample: 811 Black Americans

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

| 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\% |
|  |  | $\mathrm{BN}^{*}$ |  |  | 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\% |
|  |  | * |  |  | * | ** | $B K^{*}$ |
| 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

| 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\% | $36 \%$ | $\begin{gathered} 27 \% \\ * * \end{gathered}$ | $28 \%$ |
| 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\% | $20 \%$ | $34 \%$ | $\begin{gathered} 22 \% \\ * \end{gathered}$ |

## 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 |
|  | BI | BJ | BK | BL | BM | 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\% | $\begin{aligned} & 55 \% \\ & \mathrm{BN}^{\star} \end{aligned}$ | 44\% | 48\% | $\begin{aligned} & 57 \% \\ & \mathrm{BN}^{\star} \end{aligned}$ | $\begin{gathered} 10 \% \\ * * \end{gathered}$ | $31 \%$ |
| Darker skinned African Americans are more likely to be represented than lighter skinned African Americans | 10\% | 9\% | 10\% | 11\% | 8\% | $\begin{gathered} 8 \% \\ * * \end{gathered}$ | $\begin{gathered} 12 \% \\ * \end{gathered}$ |
| 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\% | $14 \%$ | $\begin{gathered} 8 \% \\ * * \end{gathered}$ | 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\% | $\begin{aligned} & 24 \% \\ & \mathrm{BN}^{*} \end{aligned}$ | 13\% | 16\% | $\begin{gathered} 20 \% \\ \mathrm{BN}^{*} \end{gathered}$ |  | $3 \%$ |
| Darker skinned African Americans are more likely to be represented than lighter skinned African Americans | 21\% | $19 \%$ | 20\% | 20\% | $31 \%$ | $\begin{gathered} 27 \% \\ * * \end{gathered}$ | $24 \%$ |
| 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 |
|  | BI | BJ | BK | BL | BM | BN |
|  | * |  |  | * | ** | * |

In music

| 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\% | $\begin{aligned} & 29 \% \\ & \mathrm{BN}^{\star} \end{aligned}$ | 26\% | $\begin{gathered} 27 \% \\ \text { BN } \end{gathered}$ | $\begin{gathered} 36 \% \\ B N^{*} \end{gathered}$ | $21 \%$ | $10 \%$ |
| 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 Wiliams - 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

