



RLJ Nationwide African American Survey Report

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I. Methodology and Sample Characteristics

Zogby Analytics was commissioned by RLJ Companies to conduct a hybrid (online and live operator telephone) survey of 1,000 African American adults nationwide.

Telephone samples are randomly drawn from random telephone lists. Up to four calls are made to reach a sampled phone number, respondents that were not available but qualified to respond were allowed to set appointments to be recalled within the time frame of the field work.

Additionally, using trusted interactive partner resources, thousands of adults were invited to participate in the online survey. Each invitation was password coded and secure so that one respondent could only access the survey one time.

Using information based on census data, voter registration figures, CIA fact books and exit polls, we use complex weighting techniques to best represent the demographics of the population being surveyed. Weighted variables may include age, race, gender, region, party, education, and religion.

Based on a confidence interval of 95%, the margin of error for 1,000 is +/- 3.2 percentage points. This means that all other things being equal, the identical survey repeated will have results within the margin of error 95 times out of 100.

Subsets of the data have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data especially sets smaller than 50-75 respondents. At that subset we can make estimations based on the data, but in these cases the data is more qualitative than quantitative.

Additional factors can create error, such as question wording and question order.

About Zogby Analytics:

Zogby Analytics is respected nationally and internationally for its opinion research capabilities. Since 1984, Zogby has empowered clients with powerful information and knowledge critical for making informed strategic decisions.

The firm conducts multi-phased opinion research engagements for banking and financial services institutions, insurance companies, hospitals and medical centers, retailers and developers, religious institutions, cultural organizations, colleges and universities, IT companies and Federal agencies. Zogby's dedication and commitment to excellence and accuracy are reflected in its state-of-the-art opinion research capabilities and objective analysis and consultation.

Demographics for the 1,000 survey respondents

Sample Characteristics		Frequency	Valid Percent*
Sample size		1000	100
Age	18-24	142	15
	25-34	205	21
	35-54	361	37
	55-69	196	20
	70+	76	8
	<i>Did not answer age</i>	20	--
Highest Level of Education	No college degree	793	80
	College degree +	197	20
	<i>Did not answer education</i>	10	--
Household Income Level	Less than \$25k	331	34
	\$25k-35k	183	19
	\$35k-50k	166	17
	\$50k-75k	151	16
	\$75k-100k	79	8
	\$100k or more	51	5
	<i>Did not answer income</i>	39	--
Gender	Male	451	45
	Female	549	55

*Percentages may not equal 100% due to rounding.

II. Summary of Highlights

African American adults are ready for the 2016 election. 87% of survey respondents are registered to vote and 69% believe that they will definitely vote in November (74% consider themselves Democrats, 14% are Independents while only 7% are Republicans). Young people are less eager to vote (49% of respondents in the age group 18-24 chose answer 'definitely') compared to older voters.

The enthusiasm for primaries and caucuses is also very high. 62% of those surveyed are very likely to vote in the Democratic Primary or caucus (4% are very likely to vote in the Republican Primary or caucus). Only 10% of respondents are not likely to vote in either primary or caucus.

Donald Trump is a clear favorite (albeit based on a small sample) among Republican candidates for President as 34% of African American voters who are likely to vote in the Republican Primary or caucus would choose him to be the Republican nominee. Ted Cruz is distant second at 16%.

Hillary Clinton dominates the battle among Democrats, as she is the choice for 64% of African American voters who are likely to vote in the Democratic Primary or caucus. One-fifth (20%) of these respondents chose Bernie Sanders. The support for Ms. Clinton is especially strong among older African American voters (74% vs. 10% for Mr. Sanders in the age group 70+), and among divorced/separated/widowed (75% vs. 9% for Mr. Sanders). On the other hand, the race is fairly close among young (18-24) African American voters and Independents.

In addition to having a substantial lead in almost all demographic groups, Hillary Clinton has more committed supporters than Bernie Sanders. Seven in ten (69%) of Ms. Clinton's supporters consider their support to be definite while only 33% of Bernie Sanders' supporters chose the same answer.

Potential presidential matchups show a bleak picture for Republican candidates when it comes to African American voters. Donald Trump, Marco Rubio and Ted Cruz are all polling in single digits against both Hillary Clinton and Bernie Sanders.

Eliminating illegal police shootings of young black men is the most important issue for our respondents: 80% of those surveyed consider it to be a very important factor in deciding whom to vote for. Other issues such as ensuring voting rights, affordable college tuition, income inequality and terrorism/ISIS also got high numbers (69%, 68%, 68% and 68% very important, respectively). The two issues that scored considerably lower were preserving Obamacare (52% consider it to be a very important factor) and immigration reform (45%). Generally speaking, young voters are less concerned with national issues when voting than older ones.

Historically Black Colleges and Universities, Michelle Obama, and Black Lives Matter are the most trusted names/organizations in the African American community. Their word is considered to be important (answers 5 and 4 combined on a scale 1 to 5) by 77%, 76% and 72% of African American adults surveyed, respectively. The two names with the lowest scores are Marc Morial of the National Urban League (40% chose answers 5 and 4) and Rep. Jim Clyburn of South Carolina (40%).

A vast majority of African American adults approve of President Obama's job performance as President – 61% of survey respondents chose the answer 'strongly approve' and 26% chose the answer 'somewhat approve'. Other than expected differences along party and ideological lines, President Obama's approval numbers are pretty stable across all demographics groups.

Nearly Half (48%) of those surveyed think that they are better off financially than they were before Obama became President (only 10% think that they are worse off). Similarly, 40% of African American adults surveyed believe that the African American community in general is better off than it was before Obama became President (14% chose the answer 'worse off'). There was significant improvement in these key indicators from the RLJ/Zogby poll of 2013-better off financially since he took office (48% in 2016, up from 30% in the 2013 poll) and African Americans better off overall (40% in 2016, up from 25% in the 2013 poll).

Survey respondents are divided when it comes to interpreting President Obama's legacy. 45% believe that it will be mainly focused on the fact that he was the first African American elected to the Presidency, while 46% think it will be defined mainly on what he accomplished. Younger voters believe more in the former statement (58% vs. 29% in the age group 18-24), while older voters believe more in the latter (29% vs. 63% in the age group 55-69).

African Americans are also divided when it comes to their view of the relationship between Blacks and Whites during Obama's presidency. A third (32%) believe that the relationship has gotten better since President Obama has been in office, while a third (33%) also think that it has gotten worse.

A slight majority (51%) of African Americans agree (strongly agree-33% and somewhat agree-18% combined) with the gay marriage ruling by the Supreme Court. When the intensity of the issue is examined, African Americans are a little more divided when it comes to gay marriage. A third (33%) strongly agree with the US Supreme Court decision to rule it legal, while 26% strongly disagree. The decision is slightly more unpopular among respondents in the age group 65+ (39% strongly disagree), conservatives (43%), and those who attend religious services more often than weekly (40%).

Half (53%) of survey respondents either strongly agree or somewhat agree that the relationship between Blacks and Hispanics is better than the race relationship between Hispanics and Whites (19% strongly disagree or somewhat disagree).

African Americans don't seem to be concerned that the Hispanic Population will outnumber the Black Population over the next 10 years. Only 16% chose answer 5 on a scale of 1 to 5 and 33% chose answer 1 corresponding to 'it does not concern me at all'. However, African Americans are a bit more concerned that Hispanics are getting further ahead in the U.S. economy with jobs and homeownership (26% chose answer 5).

Education is a clear winner in African Americans' view of what they can do for themselves to achieve progress. Two-thirds (66%) of survey respondents picked this answer, while more direct parental involvement in children's schooling came in distant second at 35%. The value of education is well recognized among young African Americans as 76% of those in the age group 18-24 chose education as their answer

Advocating for financial reparations for past years of slavery has a solid support among survey respondents – 59% either strongly agree or somewhat agree.

III. 2016 Presidential Election

When it comes to the 2016 presidential election, African American adults appear to be ready. 87% of survey respondents are registered to vote and 69% believe that they will definitely vote in November (15% are very likely to vote). Three-quarters (74%) consider themselves Democrats, while only 7% are Republicans (14% are Independents). The percentage of people who will vote in the 2016 presidential elections is very high for all demographic groups although there are some differences. Young people are less eager to vote (49% of respondents in the age group 18-24 chose the answer 'definitely') compared to older voters (more than 74% chose the same answer in age groups 35-54, 55-69 and 70+). One-fifth (20%) of Independents are not likely to vote (compared to only 3% of Democrats and 6% of Republicans).

The enthusiasm for primaries and caucuses is also very high. 62% of those surveyed are very likely to vote in the Democratic Primary or caucus (4% are very likely to vote in the Republican Primary or caucus). Only 10% of respondents are not likely to vote in either primary or caucus. Young voters are again behind in numbers, compared to their older peers (only 42% of respondents in the age group 18-24 will definitely vote in the Democratic Primary or caucus; 78% gave the same answer in the age group 70+). Surprisingly, 10% of African American adults in the age group 18-24 will definitely vote in the Republican Primary or caucus, much higher number than in any other age group.

Donald Trump is a clear favorite (albeit based on a small sample) among Republican candidates for President as 34% of African American voters who are likely to vote in the Republican Primary or caucus would chose him to be the Republican nominee (Ted Cruz is a distant second at 16%).

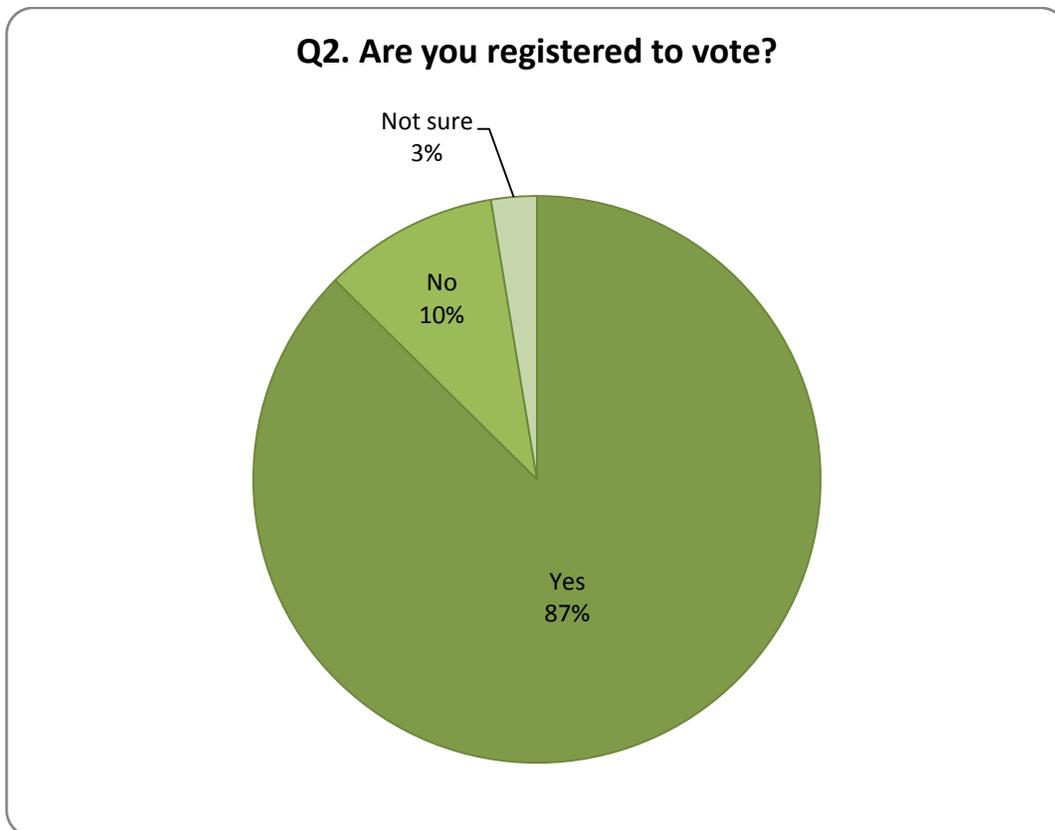
Hillary Clinton completely dominates the battle among Democrats, as she is the choice for 64% of African American voters who are likely to vote in the Democratic Primary or caucus - 20% of respondents chose Bernie Sanders. The support for Ms. Clinton is especially strong among older African American voters (74% vs. 10% for Mr. Sanders in the age group 70+), and among divorced/separated/widowed (75% vs. 9% for Mr. Sanders). On the other hand, the race is fairly close among young African American voters (49% - 37% advantage for Ms. Clinton in the age group 18-24), and Independents (43% - 40% advantage for Mr. Sanders).

In addition to having substantial lead in almost all demographic groups, Hillary Clinton has more committed supporters than Bernie Sanders. 69% of Ms. Clinton's supporters consider their support to be definite (only 33% of Bernie Sanders supporters chose the same answer).

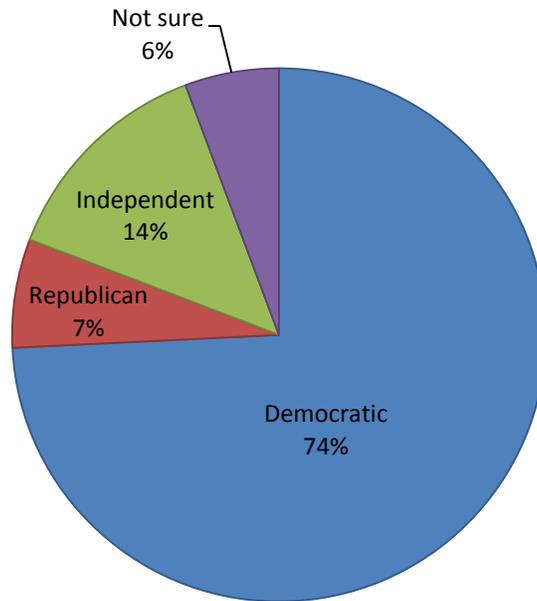
Six-in-ten (59%) African American adults believe that Hillary Clinton will be as good a president for African Americans as Barack Obama was. This number is relatively low only among Independents (38%).

Potential presidential matchups show a bleak picture for Republican candidates when it comes to African American voters. Donald Trump, Marco Rubio and Ted Cruz are all polling in single digits against both Hillary Clinton and Bernie Sanders. In those matchups Ms. Clinton has somewhat higher numbers (low eighties) than Mr. Sanders (high sixties to mid-seventies).

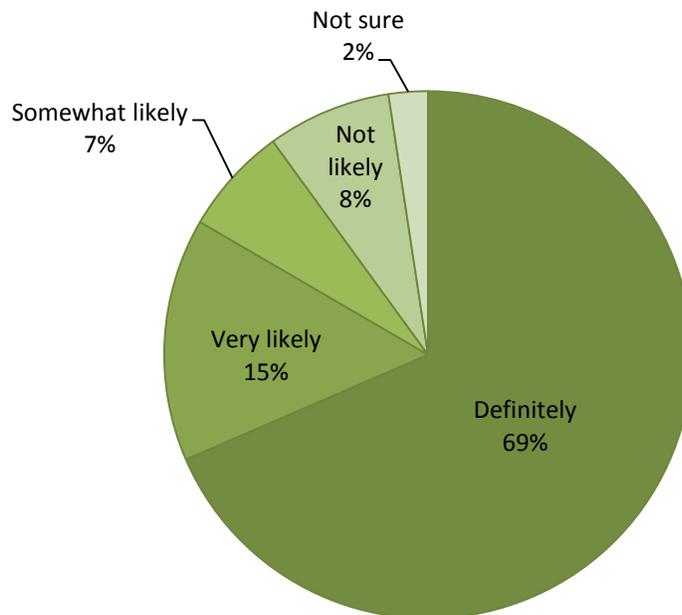
***Percentages may not equal 100% due to rounding.**



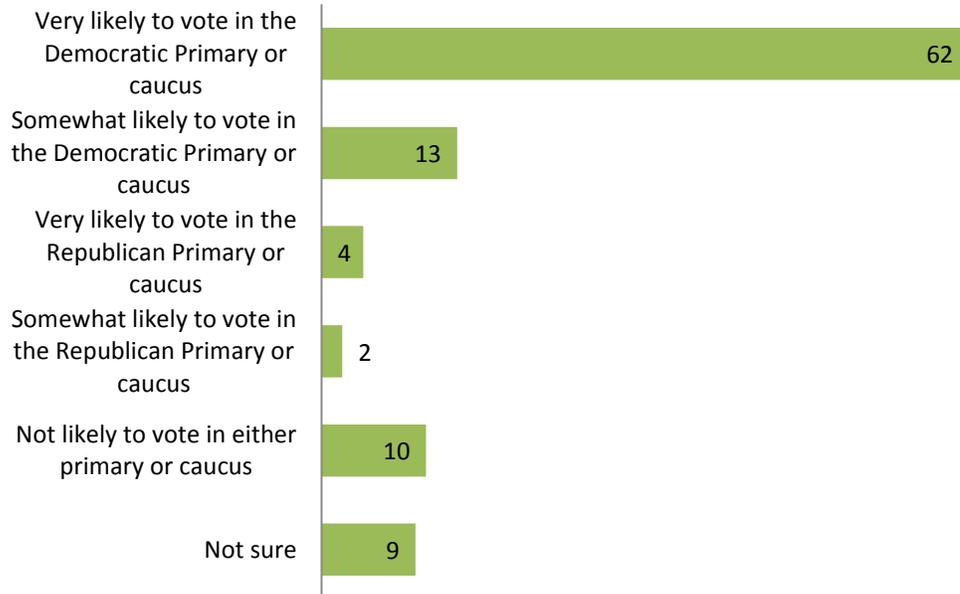
Party



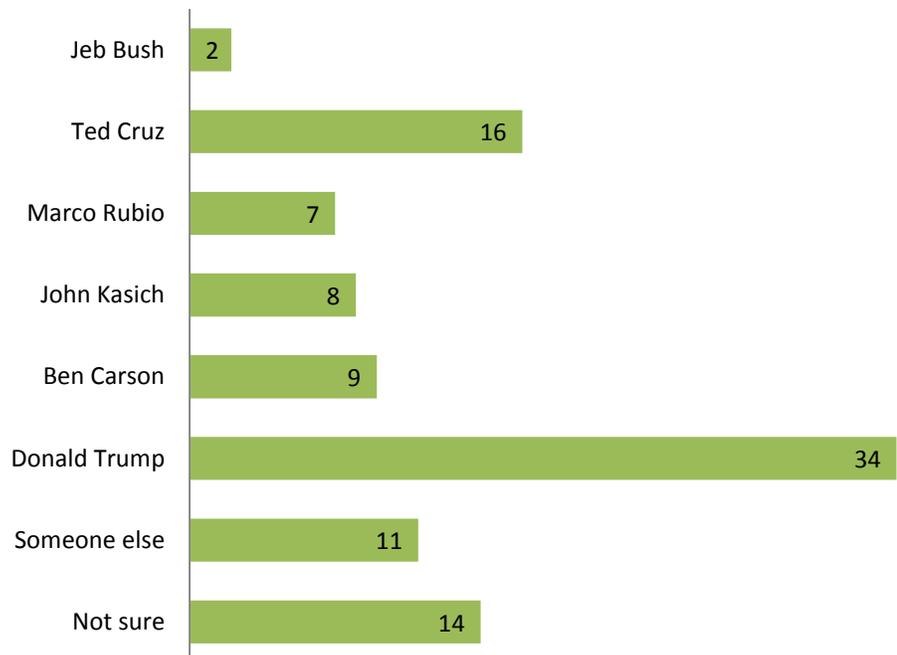
Q4. How likely are you to vote in the 2016 presidential election?



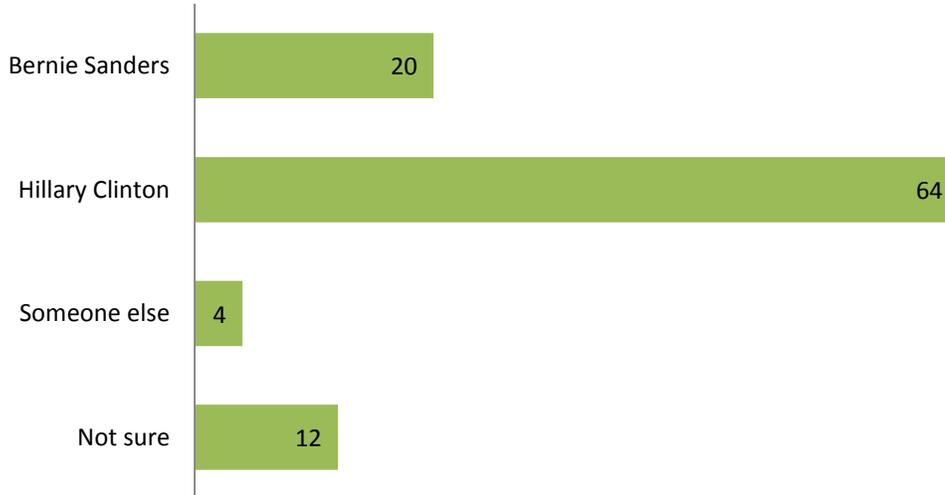
Q5. How likely are you to vote in your primary or caucus for President?



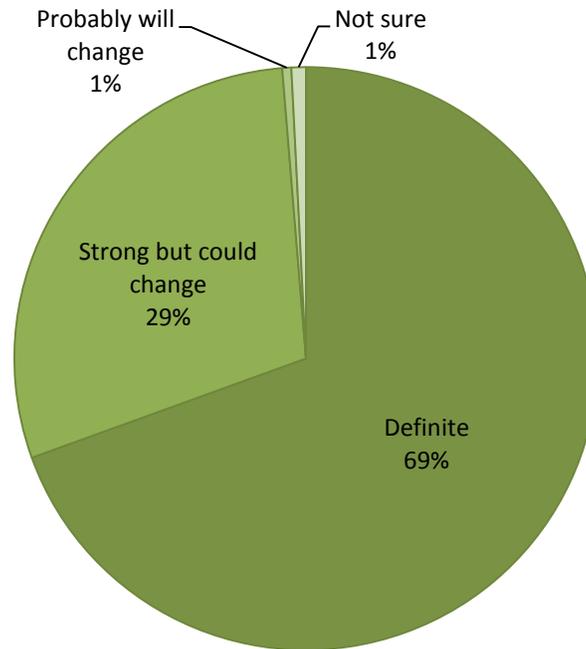
Q6. For whom would you vote if your state Republican Primary for President was held today and the candidates were...



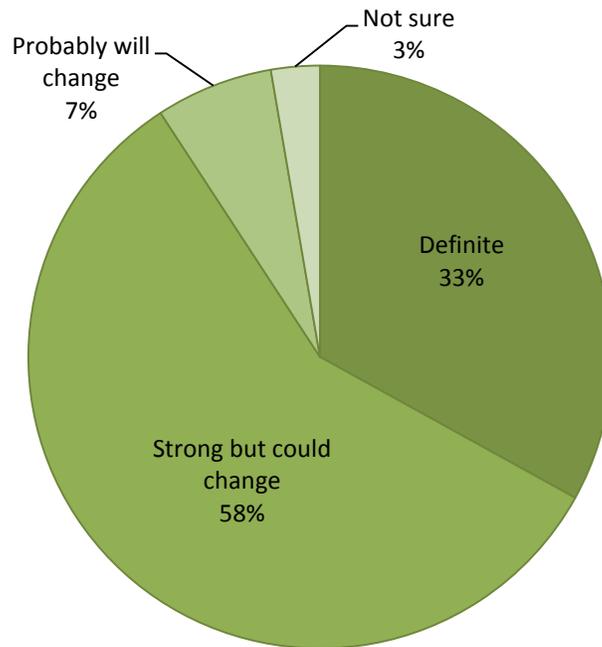
Q7. For whom would you vote if your state Democratic Primary for President was held today and the candidates were...



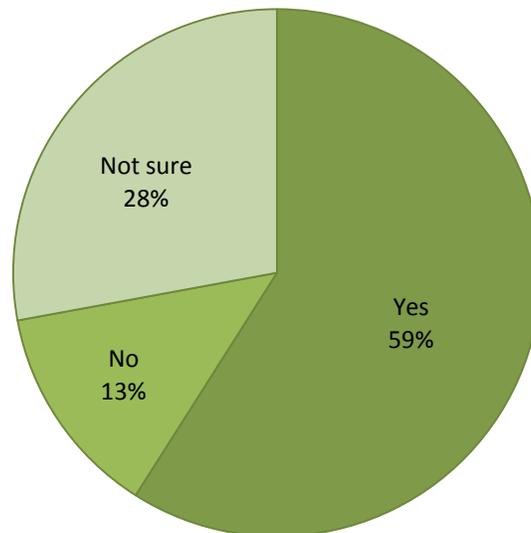
Q8a. How strong is your support for Hillary Clinton?



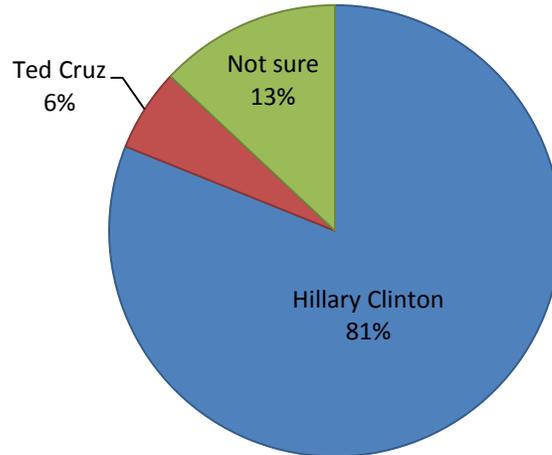
Q8b. How strong is your support for Bernie Sanders?



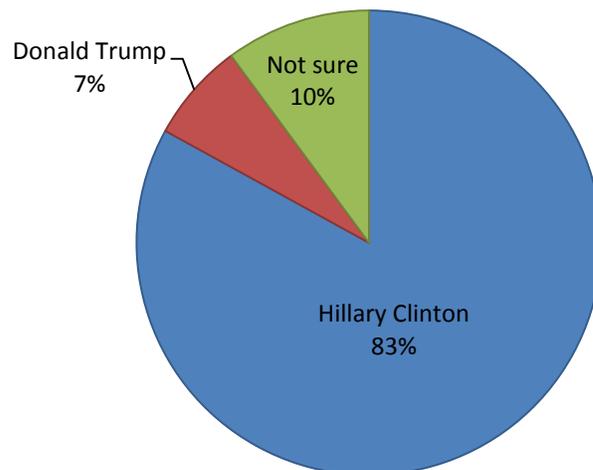
Q9. Will Hillary Clinton be as good a president for African Americans as Barack Obama was?



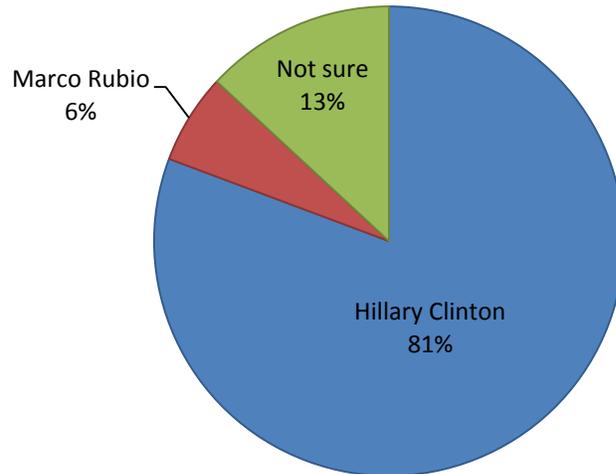
Q10. If the election for President were being held today and the Democratic nominee for President is Hillary Clinton and the Republican nominee for President is Ted Cruz, for whom would you vote?



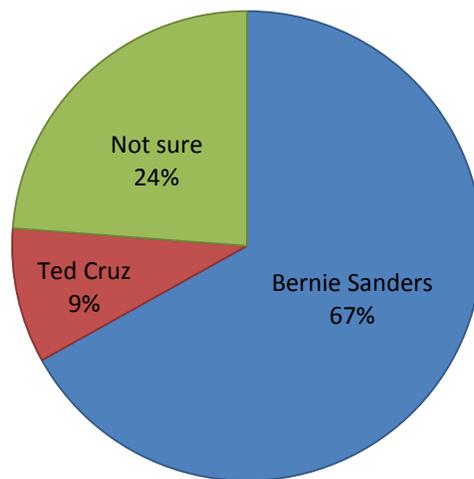
Q11. If the election for President were being held today and the Democratic nominee for President is Hillary Clinton and the Republican nominee for President is Donald Trump, for whom would you vote?



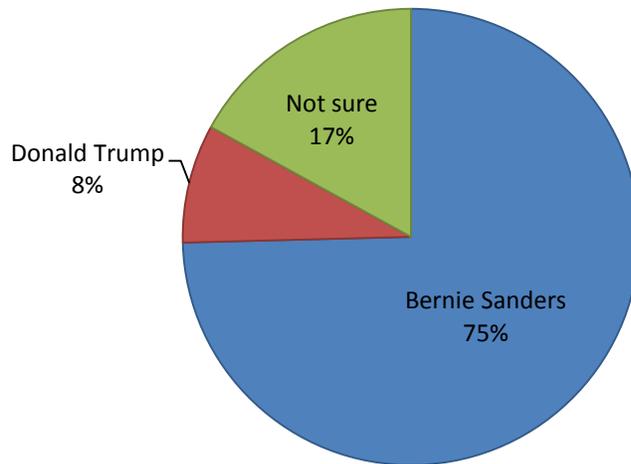
Q12. If the election for President were being held today and the Democratic nominee for President is Hillary Clinton and the Republican nominee for President is Marco Rubio, for whom would you vote?



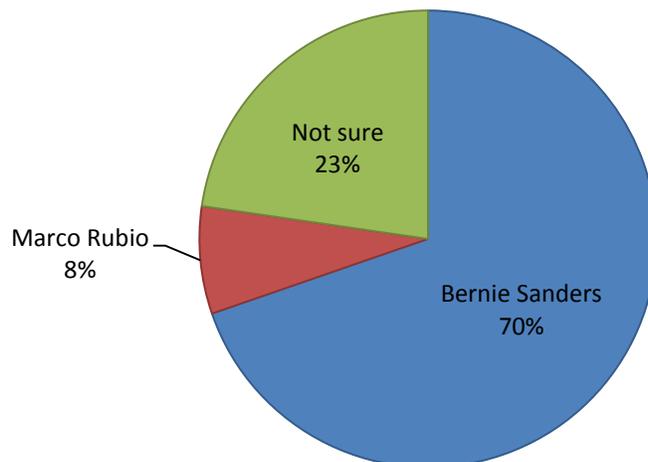
Q13. If the election for President were being held today and the Democratic nominee for President is Bernie Sanders and the Republican nominee for President is Ted Cruz, for whom would you vote?



Q14. If the election for President were being held today and the Democratic nominee for President is Bernie Sanders and the Republican nominee for President is Donald Trump, for whom would you vote?



Q15. If the election for President were being held today and the Democratic nominee for President is Bernie Sanders and the Republican nominee for President is Marco Rubio, for whom would you vote?



IV. National Issues

Among seven choices offered in the survey, the most important national issue to African American adults is eliminating illegal police shootings of young black men. 80% of those surveyed consider this to be a very important factor in deciding whom to vote for. Other issues such as ensuring voting rights, affordable college tuition, income inequality and terrorism/ISIS also got high numbers (69%, 68%, 68% and 68% very important, respectively). The two issues that scored considerably lower were preserving Obamacare (52% consider it to be a very important factor) and immigration reform (45% very important).

Generally speaking, young voters are less concerned with national issues when voting than older ones. For example, ensuring voting rights matters a lot to older voters (90% of respondents in the age group 70+ consider it to be a very important factor), but only 47% of survey respondents in the age group 18-24 chose the same answer. Similarly, income equality is a very important factor to 84% African American adults in the age group 70+, but only to 53% in the age group 18-24. Preserving Obamacare is a very important factor to 81% of survey respondents in the age group 70+, but only to 36% in the age group 18-24. One issue where there are no noticeable differences among different age groups is terrorism/ISIS. All age groups have very similar numbers when it comes to percentage of respondents who consider it a very important factor (percentages span 65%-71% range for all age groups).

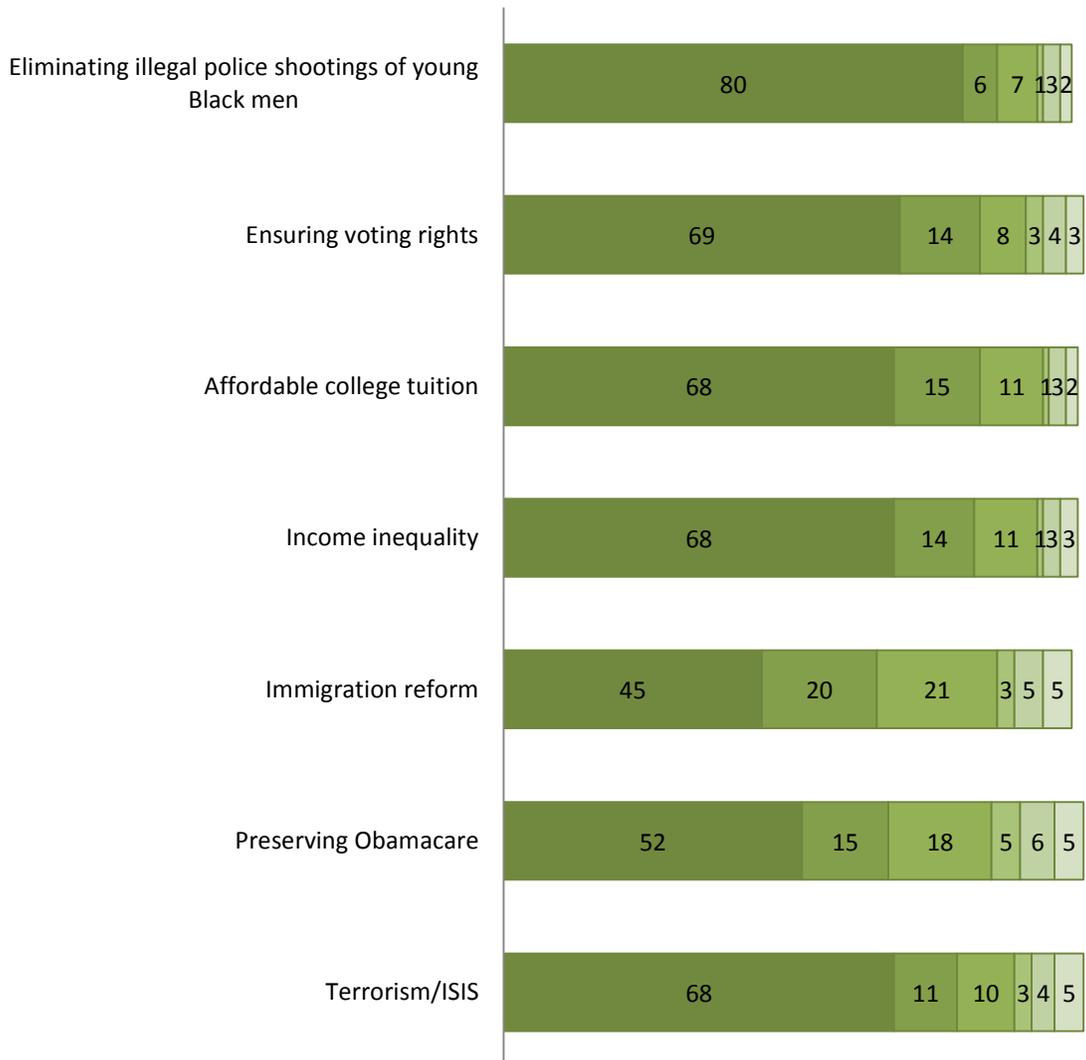
There are also some gender differences as females are generally more concerned with national issues than males.

The most noticeable difference is the issue of income inequality where 75% of female African Americans consider it a very important factor but only 59% of males chose the same answer.

As expected, there are many differences in issue prioritization along ideological lines. Affordable college tuition is very important to both progressive and conservative African American voters (77% and 72% consider it to be a very important factor, respectively), but less so to moderates (60%). Preserving Obamacare is considered a very important factor when deciding who to vote for by 66% of progressives but only by 47% of conservatives and 46% of moderates.

Q16-Q22. Here is a list of issues being discussed in the presidential race. How important is each to you in deciding who you will vote for? Use scale of 1 to 5, with 1 being not important at all and 5 being a very important factor.

■ 5 (Very important factor) ■ 4 ■ 3 (Neutral) ■ 2 ■ 1 (Not important at all) ■ Not sure



V. Trust of Names and Organizations

Historically Black Colleges and Universities, Michelle Obama and Black Lives Matter are the most trusted names/organizations in the African American community. Their word is considered to be important (answers 5 and 4 combined on a scale 1 to 5) by 77%, 76% and 72% of African American adults surveyed, respectively. The two names with the lowest scores are Marc Morial of the National Urban League (40% chose answers 5 and 4) and Rep. Jim Clyburn of South Carolina (40%).

Given our other findings it is a surprise that young African American voters are less inclined to trust prominent names and organizations. All names/organizations listed in the survey score considerably lower (as compared to their overall numbers) with young people, especially in the age group 18-24. The difference is typically 10% or more when comparing how many respondents chose answer 5 (very important).

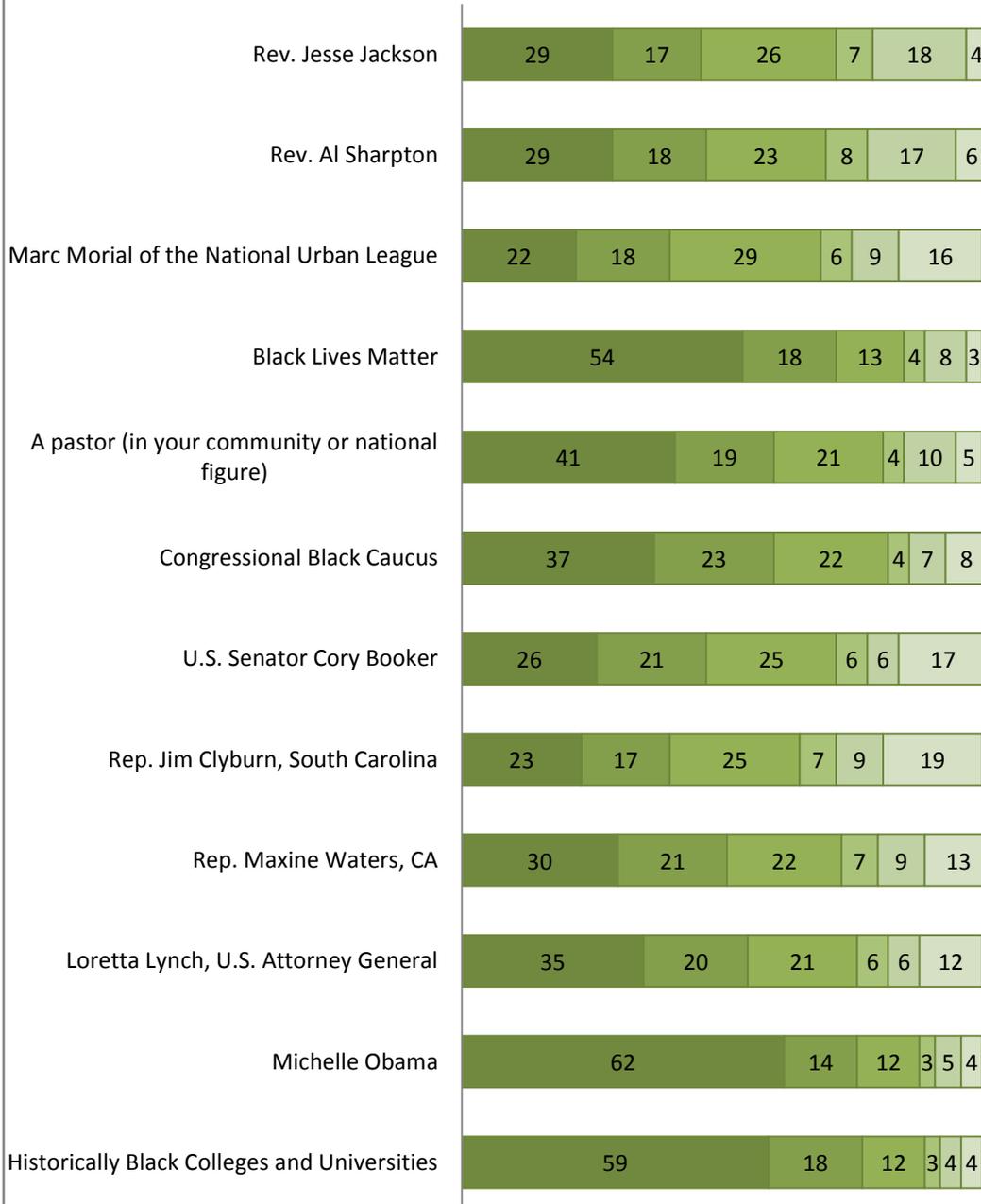
Black Lives Matter are more trusted among females than males as 59% of female African Americans consider their word very important (answer 5) compared to 49% of males who chose the same answer. For most other names/organizations there are no significant gender differences in answers.

The Congressional Black Caucus might want to think about doing something about their image among younger people as their word is very trusted by 53% of African Americans in the age group 65+ but only by 37% or less in all other age groups.

There are many differences along party and ideological lines. Most of the names/organizations that were part of the survey score lower among Republicans (conservatives) than among Democrats (progressives/liberals). It is interesting to note that, while Michelle Obama is widely trusted, her numbers are better among Republicans (51% consider her word very important) than Independents (43%).

Q23-Q34. Here is a list of prominent names and organizations in the African American community. On a scale of 1 to 5, with 1 being not important at all and 5 being very important, tell me whose word is important to you and how important each is in your tr

■ 5 (Very important) ■ 4 ■ 3 (Neutral) ■ 2 ■ 1 (Not important at all) ■ Not sure



VI. Obama Presidency

A vast majority of African American adults approve of President Obama's job performance as President – 61% of survey respondents chose the answer 'strongly approve' and 26% chose the answer 'somewhat approve'. Other than expected differences along party and ideological lines, President Obama's approval numbers are pretty stable across all demographics groups.

Nearly half (48%) of those surveyed think that they are better off financially than they were before Obama became President (only 10% think that they are worse off). This ratio is significantly different only among Independents (37% better off vs. 19% worse off).

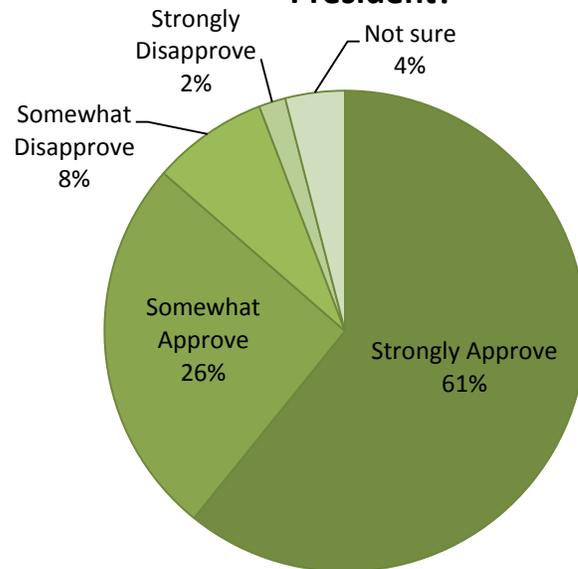
Forty percent (40%) of African American adults surveyed believe that the African American community in general is better off than it was before Obama became President (14% chose answer 'worse off'). This ratio is less favorable for President Obama among Independents (23% better off, 28% worse off) and, to some extent, among those in the age group 18-24 (34% better off, 23% worse off). Since the Great Recession of 2009, although things have improved on some fronts such as the national unemployment rate, The Millennial generation have had a hard time getting their careers started and they have seen higher rates of unemployment compared with the national average, and many are saddled with high levels of student debt.

According to 44% of survey respondents, President Obama did more than expected when it comes to helping the African American community (11% chose the answer 'less than expected'). The ratio is fairly stable across all demographic groups.

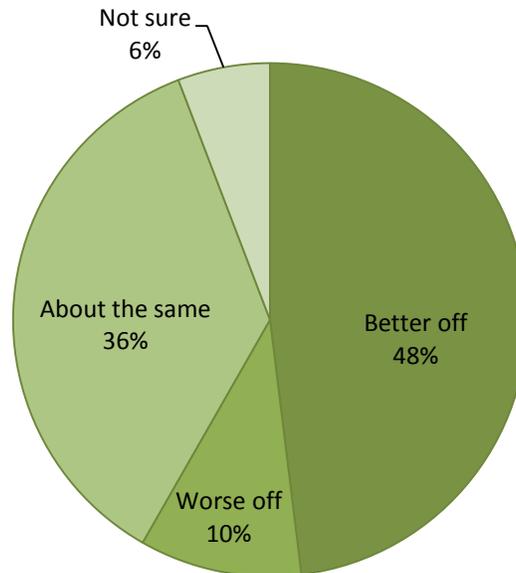
Survey respondents are divided when it comes to President Obama's legacy. 45% believe that it will be mainly focused on the fact that he was the first African American elected to the Presidency, while 46% think it will be defined mainly on what he accomplished. Younger voters believe more in the former statement (58% vs. 29% in the age group 18-24), while older voters believe more in the latter (29% vs. 63% in the age group 55-69). Survey respondents who are single believe more in the former statement (52% vs. 40%), while married voters believe more in the latter (35% vs. 54%).

African Americans are also divided when it comes to their view of the relationship between Blacks and Whites during the Obama's presidency. A third (32%) believe that the relationship has gotten better since President Obama has been in the office, while a third (33%) think that it has gotten worse. African American Republicans believe that the relationship has gotten better, (48% vs. 38% ratio) while Independents think that it has gotten worse (23% vs. 35%). Survey respondents in the age group 55-69 believe that it has gotten worse (24% vs. 41%) while respondents in the age group 25-34 think that it has gotten better (42% vs. 31%).

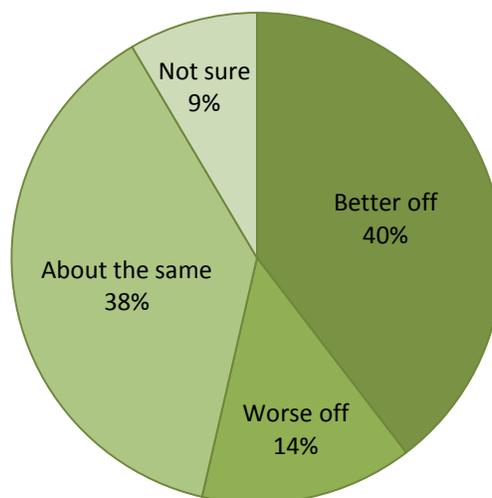
Q35. Overall do you Strongly Approve, Somewhat Approve, Somewhat Disapprove or Strongly Disapprove of President Obama's job performance as President?



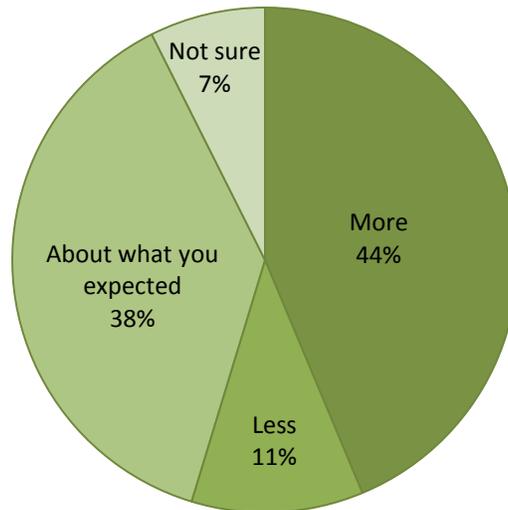
Q36. Considering your personal finances, would you say you are better off, worse off, or about the same as you were before Obama became President?



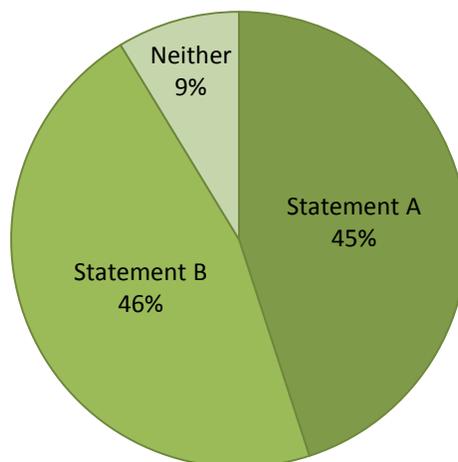
Q37. Considering the state of African Americans in general, would you say the African American community is better off, worse off, or about the same as it was before Obama became President?



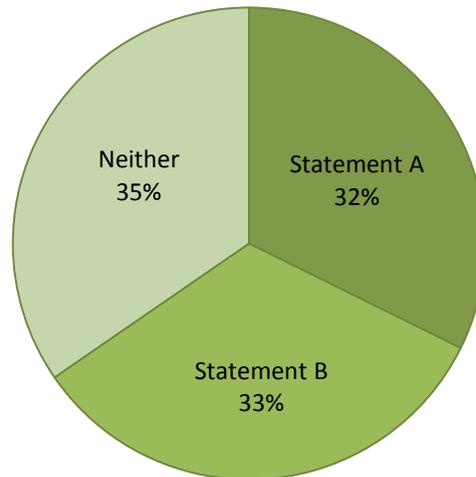
Q38. Would you say that President Obama did more, less or about what you expected when it comes to helping the African American community?



Q39. Here are two statements: Statement A says that President Obama's legacy will be mainly focused on the fact that he was the first African American elected to the Presidency, not on what he accomplished. Statement B says that in addition to his historical election, his legacy will be defined mainly on what he accomplished in office. Which comes closer to your own view?



Q40. Here are two statements: Statement A says that the relationship between Blacks and Whites in the United States has gotten better since President Obama has been in office. Statement B says that the relationship between Blacks and Whites in the United States has gotten worse since President Obama has been in office. Which comes closer to your own view?



VII. Race Relationships

A significant majority of survey respondents (58%) believe that Black Lives Matter should spend more time both calling for an end to black on black murders among the Black community and drawing attention to police shootings. These numbers are fairly consistent across all demographic groups.

53% of survey respondents either strongly agree or somewhat agree that the relationship between Blacks and Hispanics is better than the race relationship between Hispanics and Whites (19% strongly disagree or somewhat disagree).

African Americans don't seem to be concerned that the Hispanic Population will outnumber the Black Population over the next 10 years. Only 16% chose answer 5 on a scale of 1 to 5 (33% chose answer 1 (it does not concern me at all)). They are more concerned that Hispanics are getting further ahead in the U.S. economy with jobs and homeownership (26% chose answer 5), and that no Blacks have been nominated for the Oscars for two years in a row (26%). The numbers are fairly consistent across all demographic groups.

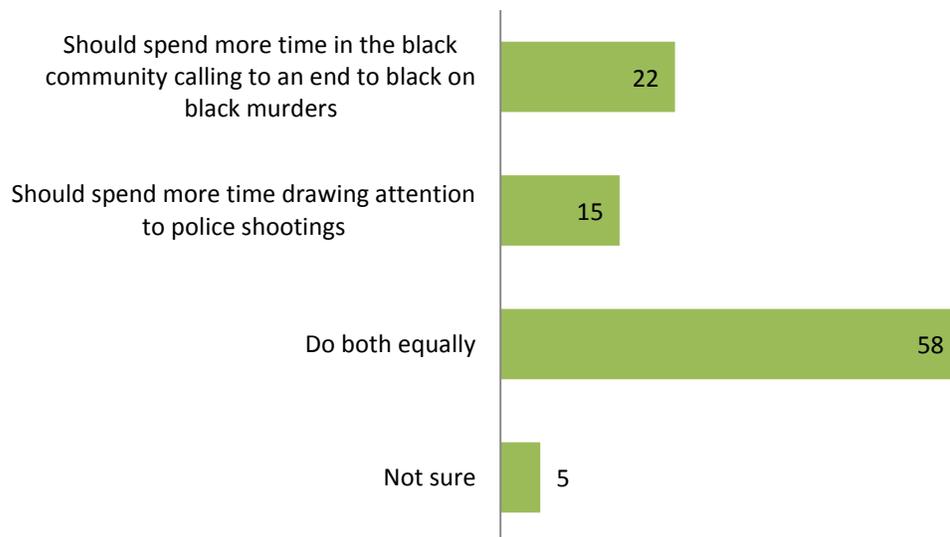
Education is a clear winner in African Americans’ view of what they can do for themselves to achieve progress. Two-thirds (66%) of survey respondents picked this answer, while more direct parental involvement in children’s schooling came in distant second at 35%. The value of education is well recognized among young African Americans as 76% of those in the age group 18-24 chose education as their answer (considerably higher than the overall average).

Advocating for financial reparations for past years of slavery has solid support among survey respondents – 59% either strongly agree or somewhat agree. The idea is especially popular among progressives – 73% either strongly agree or somewhat agree.

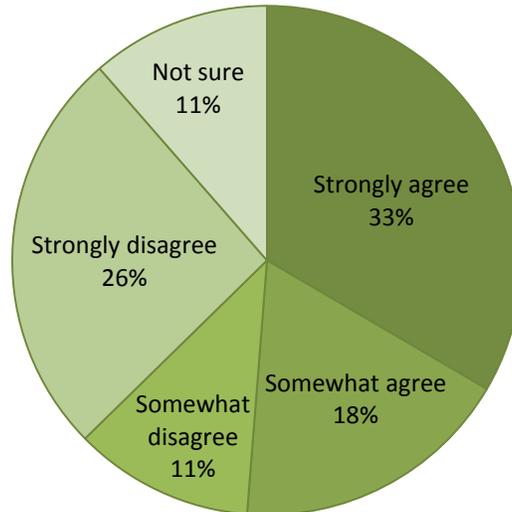
Television network news is the most popular source of news among African Americans surveyed at 78%, followed by the Internet at 46%.

Six-in-ten (61%) of those surveyed would stay in America even if they could move to a country that was similar in geography and climate but majority governed and populated by blacks (20% would move to that new country and 20% were not sure). The move is somewhat of a popular idea among progressives (29% would move) and younger people (29% in both 18-24 and 25-34 age groups).

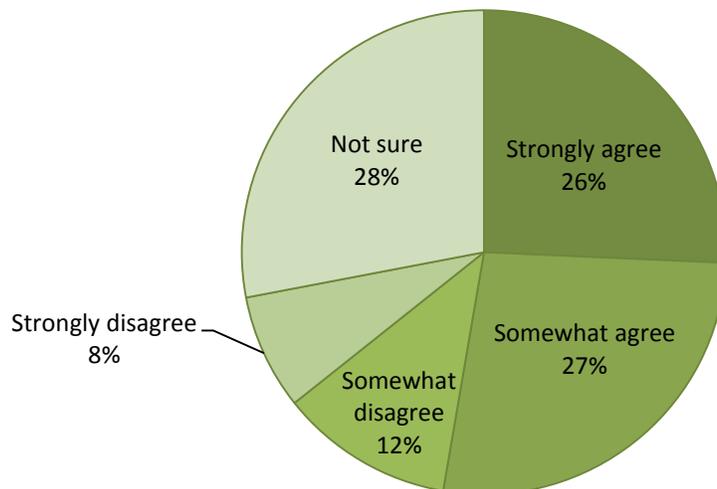
Q41. What is the most important role for Black Lives Matter - Black Lives Matter should spend more time in the black community calling for an end to black on black murders or Black Lives Matter should spend more time drawing attention to police shootings?



Q42. Now that the US Supreme Court has ruled that gay marriage is legal, do you agree or disagree that this was the right thing for the court to do?



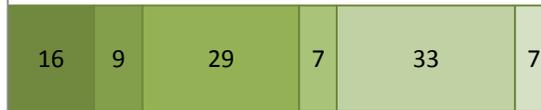
Q43. Do you agree or disagree that the relationship between Blacks and Hispanics is better than the race relationship between Hispanics and Whites?



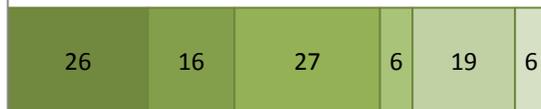
Q44-Q46. Please answer the following questions using a scale of 1 to 5 with 1 being it does not concern you at all and 5 being it worries you

■ 5 (It worries me) ■ 4 ■ 3 (Neutral) ■ 2 ■ 1 (It does not concern me at all) ■ Not sure

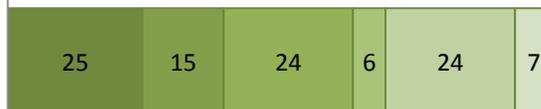
The Hispanic Population will outnumber the Black Population over the next 10 years.



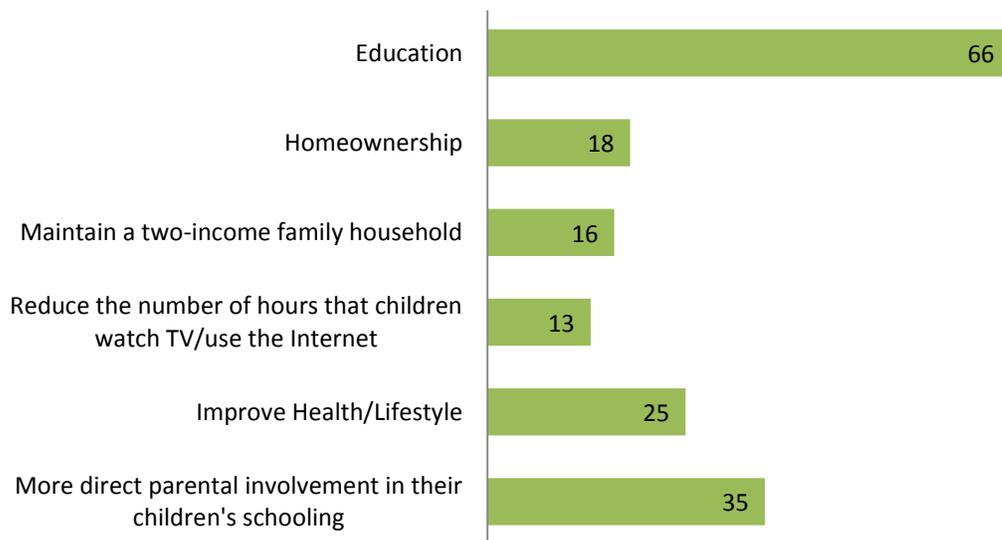
Hispanics are getting further ahead in the U.S. economy with jobs and homeownership than Black Americans.



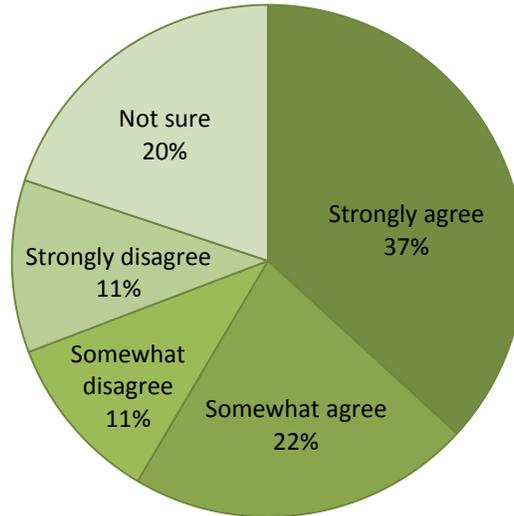
No Blacks have been nominated for the Oscars for two years in a row.



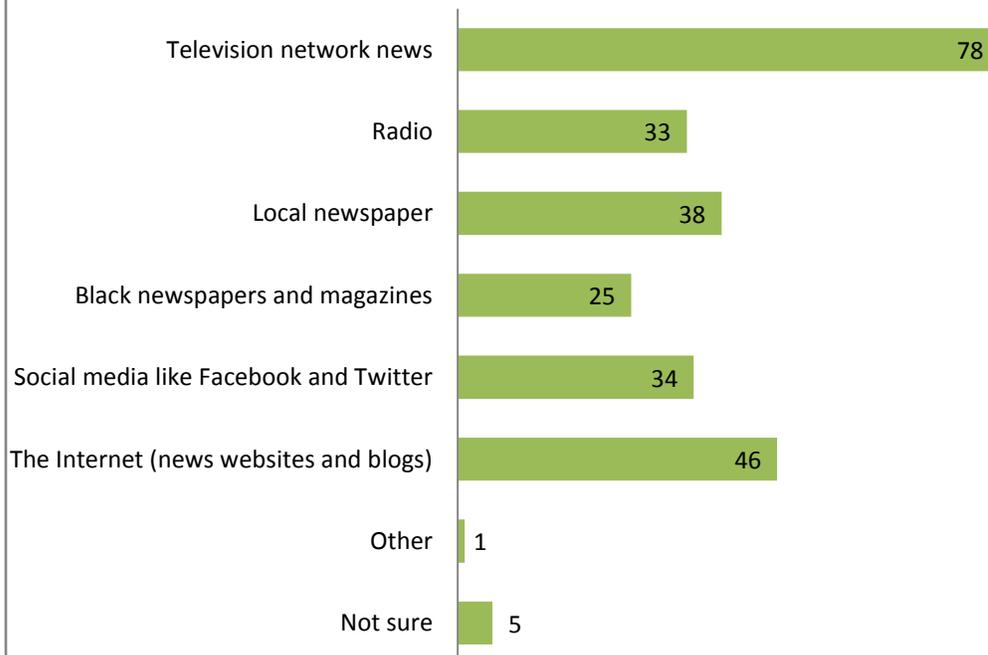
Q47. Throughout the course of African American history there have been movements and leaders who have called for a more self-help and independent effort by African Americans to resolve the issues that hurt the community and not to be reliant on the government or mainstream white community. From the list below, please select the two choices which you believe African Americans can achieve progress the most by doing for themselves.



Q48. Do you agree or disagree that Black Americans should advocate for financial reparations for past years of slavery?



Q49. Please select from each of the following as a source of news for you on politics and current events? (Choose all that apply)



Q50. If you could move to a country that was similar in geography and climate but majority governed and populated by blacks would you:

