



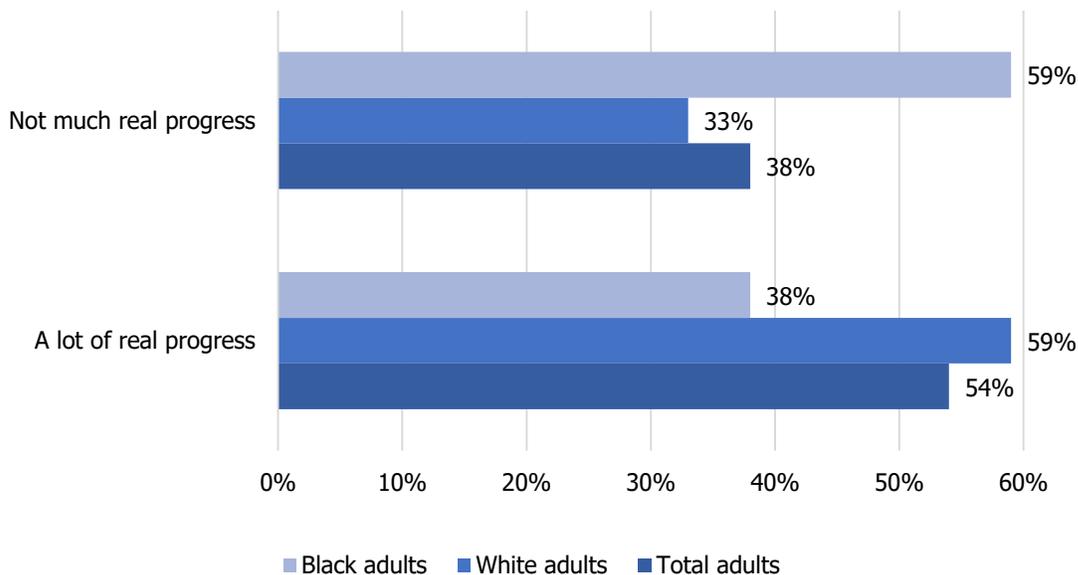
PSRAI OMNIBUS SURVEY RESULTS

Declining Optimism on Progress Against Racial Discrimination

A new PSRAI omnibus survey finds that a majority of U.S. adults (54%) say there has been progress towards ending racial discrimination against African-Americans, a sharp decline from 2015. Four in ten Americans say there has not been much real progress in this area since the 1960's. This latest result stands in contrast to the results of a June 2015 CBS/NYT survey which asked a similarly worded question. The June 2015 survey found 71% of Americans said there has been a lot of real progress.

- Views about the progress of racial equality divide sharply by race of respondent.

A majority of African-Americans say not much real progress has been made in getting rid of racial discrimination



- Opinions about the progress towards racial equality vary by political party identification. Six in ten self-identified Republicans (61%) and Independents (59%) say real progress had been made, compared with just 44% of Democrats.
- While majorities across key education groups agree there has been progress in getting rid of racial discrimination against African-Americans, college graduates are slightly more likely to hold that view than adults with a high school education or less (57% v. 50%).

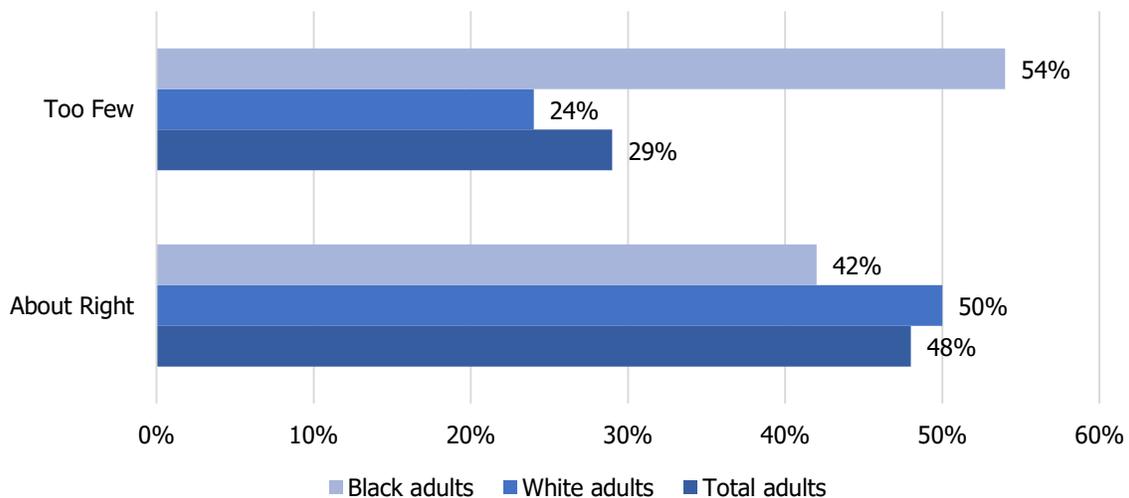
Many Satisfied with Diversity in Entertainment Industry

This year's Oscar nominations include far more African-American actors and filmmakers than in previous years, and some of the top rated television shows star African-Americans.

At this point, many adults are content with the number of African-American actors and actresses in popular entertainment. Nearly one-half (48%) say that today's popular movies and television programs have the right amount of African-American actors and actresses. Three in ten say there are too few African-American actors represented in popular entertainment.

- Unsurprisingly, opinions split by race. More than half of African-American respondents (54%) say there are too few African-American actors in today's popular television programs and films, compared with 24% of white adults who say the same.

A majority of African-Americans say there are too few black actors in today's popular television programs and films



- Younger adults want to see more diversity in Hollywood productions. Four in ten millennials (ages 18-36) think that African-American actors are under-represented in Hollywood, compared with about one-quarter of those age 37 and older.

Methodology

The survey was conducted by Princeton Survey Research Associates International (PSRAI). The PSRAI February 2017 Omnibus Week 1 obtained telephone interviews with a nationally representative sample of 1,000 adults living in the continental United States. Telephone interviews were conducted by landline (500) and cell phone (500, including 281 without a landline phone). Interviews were conducted in English or Spanish by Princeton Data Source from February 2-5, 2017. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ± 3.9 percentage points.

PSRAI Omnibus

PSRAI Omnibus survey is a dual-frame telephone survey conducted regularly among a nationally representative sample of U.S. adults. An omnibus survey allows multiple clients to add questions, sharing the costs associated with telephone interviewing. This is an economical way to collect data of a nationally representative sample without the expense of running a custom survey. For more information, please contact us at **research.nj@psrai.com** or visit our website at **<https://www.psrai.com>**.