

MTV Bias Survey Final Results
Conducted February 24th to March 2nd, 2014
N=2,000 Young People 14 to 24 Years Old
Margin of Error is +/- 2.2%



David Binder Research

SECTION 1. SCREENING

1. Which of the following products do you own? Please check all that apply

Television	100
Smartphone	91
Laptop computer	90
Desktop computer	70
Tablet	67
Blu Ray	48
TiVo or another DVR	44

2. Which of the following services do you have for your home? Please check all that apply

Paid television service such as cable or satellite dish	100
High speed Internet	93
Laptop computer	87
Home security system	26

3. How many hours of television do you watch during a typical weekday?

1 to 2 hours	19
3 to 4 hours	25
5 to 6 hours	19
7 to 9 hours	8
10+ hours	29

4. How often do you watch each of the following TV channels?

	All the Time	Often	Some-times	Rarely	Never, but open to it	Never, and I won't	Not Sure	SUMMARY	
								All / Often / Sometimes	Every-thing Else
FOX	13	29	33	16	5	4	>1	75	25
Comedy Central	17	27	30	17	7	2	>1	74	26
ABC Family	16	27	30	18	6	3	>1	73	27
MTV	17	24	28	21	9	1	>1	69	31
CBS	10	25	33	19	9	3	1	68	32
HBO	12	23	23	17	20	4	1	58	42
ESPN	15	18	19	22	12	14	>1	52	48
MTV 2	10	17	25	26	18	4	>1	52	48
Spike TV	7	15	28	26	16	7	1	50	50
Showtime	8	16	24	21	25	5	1	48	52
CNN	5	11	23	30	18	12	1	39	61
PBS	4	10	23	32	20	10	1	37	63
MSNBC	3	8	20	31	21	15	2	31	69

INCLUDE IF WATCHES OR OPEN TO WATCHING MTV OR MTV 2.

5. What state do you currently live in?

Northeast	18
Midwest	21
South	36
West	25

6. Are you...

Female	50
Male	50

7. And what is your age?

14 to 15	17
16 to 17	19
18 to 19	16
20 to 21	18
22 to 24	30

8. Are you of Hispanic or Latino descent?

Yes	21
No	79

9. Which of the following ethnic groups describes you? Please check all that apply.

White or Caucasian	68
Latino or Hispanic	18
Black or African American	17
Chinese or other East Asian American	4
Native American	2
Indian or other South Asian American	1
Pacific Islander	1
Arab American	>1
Mixed Race	3
Other (SPECIFY: _____)	1
Not sure	>1

IF EAST ASIAN AMERICAN.

10. Which of the following ethnic groups describes you? Please check all that apply. (n=85)

Chinese American	39
Japanese American	22
Korean American	15
Vietnamese American	11
Taiwanese American	5
Thai American	3
Cambodian American	3
Laotian American	3
Burmese American	3
Other (SPECIFY: _____)	11
Refuse to say	1

IF SOUTH ASIAN AMERICAN.

11. Which of the following ethnic groups describes you? Please check all that apply. (n=26)

Indian American	62
Pakistani American	19
Sri Lankan American	4
Other (SPECIFY: _____)	12
Not sure	4

IF PACIFIC ISLANDER.

12. Which of the following ethnic groups describes you? Please check all that apply. (n=25)

Filipino American	50
Native Hawaiian American	38
Indonesian American	4
Other (SPECIFY: _____)	13

SECTION 2. EXPERIENCE WITH BIAS

This survey uses the word bias in some of its questions. For these questions, bias is used to mean treating someone differently – and often unfairly – because they are a member of a particular group.

13. Have you ever seen an example of bias based on gender, class or income, race or ethnicity, sexual orientation or preference, immigration status, or religion?

Yes	84
No	10
Not sure	6

14. Where have you seen examples of any of these types of bias? Please check all that apply.

At school	74
In public	72
Online	62
In pop culture	55
At work	28
In text messages	23
At home	17
Never have seen bias	3
Not sure	3

15. Please indicate how often you have seen bias against each of the following groups.

	Often	Sometimes	Rarely	Never	Not Sure	Often / Sometimes
Gay or lesbian people	54	31	8	5	2	85
African Americans	42	38	12	6	2	80
Poor people	38	40	13	7	2	78
Immigrants	37	37	14	9	3	74
Muslims	36	36	13	11	4	72
Transgender people	39	31	13	12	5	70
Latinos	27	42	18	10	3	69
Women	28	40	19	10	3	68
Chinese or other East Asian Americans	17	40	25	14	4	57
Jews	20	33	24	18	5	53
Rich people	19	28	26	24	3	47
Indian or other South Asian Americans	15	32	29	19	5	47
Christians	15	28	30	24	3	43
White people	13	27	32	26	2	40
Men	9	23	35	30	3	32
Straight people	6	13	30	48	3	19

The remaining questions on bias in this survey focus specifically on bias based on gender, class or income, race or ethnicity, sexual orientation or preference, and religion.

16. Which of the following types of bias have you ever seen exhibited by people that you know? Please check all that apply.

Race or ethnicity	73
Sexual orientation or sexual preference	72
Class or income	51
Religion	48
Gender	44
None of these	7
Not sure	3

17. Which of the following types of bias have you ever seen exhibited by your friends? Please check all that apply.

Race or ethnicity	55
Sexual orientation or sexual preference	53
Class or income	37
Religion	33
Gender	30
None of these	17
Not sure	4
Refuse to say	>1

18. Which of the following types of bias have you ever seen exhibited by your family? Please check all that apply.

Race or ethnicity	40
Sexual orientation or sexual preference	36
Religion	26
Class or income	23
Gender	17
None of these	35
Not sure	4
Refuse to say	>1

19. Which of the following types of bias do you think you have? Please check all that apply.

Race or ethnicity	18
Class or income	17
Religion	15
Sexual orientation or sexual preference	14
Gender	8
None of these	48
Not sure	10
Refuse to say	1

20. Which of the following types of bias do you think you have had in the past? Please check all that apply.

Race or ethnicity	31
Sexual orientation or sexual preference	26
Class or income	22
Religion	22
Gender	13
None of these	33
Not sure	9
Refuse to say	>1

21. Which of the following best describes the bias you have seen?

Mostly subtle bias that is small but real	60
Mostly blatant bias that is straightforward and obvious	33
Not sure	7

22. Below is a list of statements. Please indicate whether you agree or disagree with each.

	AGREE		Neither Agree Nor Disagree	DISAGREE		Not Sure	SUMMARY	
	Strongly	Some-what		Some-what	Strongly		Agree	Disagree
Everyone has a friend or family member with some biases	38	42	14	4	1	1	80	5
We all have some biases	29	42	18	6	4	1	71	10
I have worked hard to eliminate biases I have	30	30	28	5	5	2	60	10
Bias exists but it is more subtle today than in previous generations	17	39	19	15	8	2	56	23
Bias doesn't really exist anymore	2	3	8	19	67	1	5	86

SECTION 3. IMPORTANCE OF BIAS

23. How concerning is bias for you personally?

Very concerning	27	
Somewhat concerning	37	→64%
Just slightly concerning	23	
Not at all concerning	11	→34%
Not sure	2	

24. Which of the following best describes your thoughts on the issue of bias...

Bias is a serious problem but it is mostly hidden	53
Bias is a serious problem and it is out in the open	35
Bias is not a serious problem	8
Not sure	4

25. Below is a list of statements. Please indicate whether you agree or disagree with each.

	AGREE		Neither Agree Nor Disagree	DISAGREE		Not Sure	SUMMARY	
	Strongly	Some- what		Some- what	Strongly		Agree	Disagree
I believe everyone should be treated equally	75	16	6	2	1	>1	91	3
No one should be treated differently because of a group they belong to	71	18	7	2	1	1	89	3
Small examples of bias can add up to major problems for society	53	35	8	2	1	1	88	3
Bias is at the root of a lot of the problems facing the world today	40	38	14	5	2	1	78	7

SECTION 4. VICTIM OF BIAS

26. Have you ever experienced bias that was aimed towards you personally?

Yes	61
No	28
Not sure	11

EXPERIENCED BIAS ONLY.

27. What one word best describes how that made you feel? (n=1,224)



EXPERIENCED BIAS ONLY.

28. Which of the following have you experienced bias based on? Check all that apply. (n=1,224)

Race or Ethnicity	55
Class or Income	42
Gender	34
Religion	30
Sexual Orientation or Sexual Preference	16
None of these	6
Not sure	>1

29. Which of the following best describes bias that you have personally experienced?

Mostly subtle bias that is small but real	51
Mostly blatant bias that is straightforward and obvious	32
Not sure	17

SECTION 5. DISCUSSING BIAS

30. How often do you have conversations about bias?

Often	10	→48%
Sometimes	38	
Rarely	41	→52%
Never	11	
Not sure	>1	

31. Generally, do you think it is easy or hard to have a respectful conversation about bias in person?

Very hard	9	→54%
Somewhat hard	45	
Somewhat easy	32	→39%
Very easy	7	
Not sure	7	

32. Generally, do you think it is easy or hard to have a respectful conversation about bias online?

Very hard	18	→54%
Somewhat hard	36	
Somewhat easy	28	→37%
Very easy	9	
Not sure	9	

33. How comfortable or uncomfortable do you feel having conversations about bias?

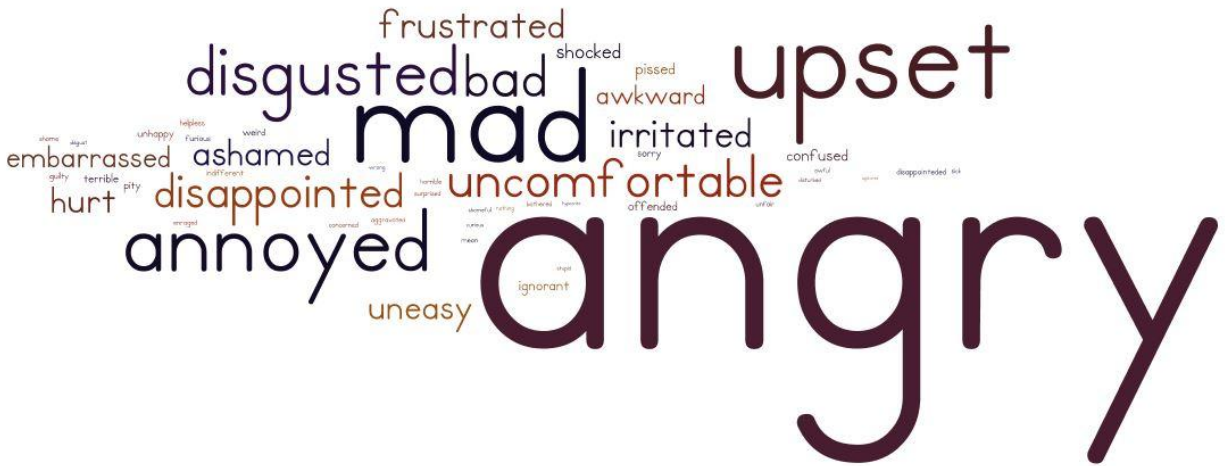
Very comfortable	20	→61%
Somewhat comfortable	41	
Somewhat uncomfortable	29	→35%
Very uncomfortable	6	
Not sure	4	

34. Below is a list of statements about discussing bias. Please indicate whether you agree or disagree with each.

	AGREE		Neither Agree Nor Disagree	DISAGREE		Not Sure	SUMMARY	
	Strongly	Some-what		Some-what	Strongly		Agree	Disagree
I think we should talk more openly about bias	36	37	21	4	1	1	73	5
Having more open, constructive conversations about bias will help people become less prejudiced	35	38	18	6	2	1	73	8
I would love the opportunity to have an open, respectful, and judgment free conversation about bias	36	33	23	5	2	1	69	7
There should be more safe online spaces to have respectful discussions about bias	33	35	25	3	2	2	68	5
I would like more tools and techniques to help discuss bias more constructively	24	36	29	7	3	1	60	10
Sometimes I feel like I have been the victim of bias but I can't be sure	14	36	25	14	10	1	50	24
I regularly discuss bias with friends and family	13	26	26	24	11	>1	39	35

SECTION 6. ADDRESSING BIAS

35. When you see someone say or do something that is biased, what one word best describes how you feel?



36. If you saw someone say or do something that is biased, how likely would you be to say something addressing it?

0 Definitely Would Not	1	2	3	4	5	6	7	8	9	10 Definitely Would	Not Sure	SUMMARY			
												0 - 4	5	6 - 7	8 - 10
1	1	2	6	6	13	14	17	14	8	12	6	16	13	31	34

37. When deciding whether to say something addressing bias, how much do you worry about...

	0	1	2	3	4	5	6	7	8	9	10	Never Encountered	Not Sure	SUMMARY			
	Don't Worry At All					Worry Some					Worry A Lot			0 to 4	5	6 to 7	8 to 10
Creating a conflict or making the situation worse	7	1	4	3	4	16	10	14	14	10	15	1	1	19	16	24	39
Creating backlash or retaliation against yourself	10	3	4	5	5	17	9	12	13	9	10	1	2	27	17	21	32
Drawing unwanted attention to yourself	11	3	4	5	5	16	10	13	12	7	11	1	2	28	16	23	30
Seeming too sensitive or petty	14	4	6	7	6	19	11	10	10	4	6	1	2	37	19	21	20
Upsetting the person who did something biased	17	4	7	7	7	16	10	10	8	5	6	1	2	42	16	20	19
Reinforcing stereotypes by the act of saying something	12	3	6	7	7	19	10	12	8	5	6	1	4	35	19	22	19
Seeming like you can't have fun or just take it easy	14	4	6	7	8	18	11	10	8	5	5	1	3	39	18	21	18

38. Please indicate how likely you are to say something to each of the following if they say or do something biased.

	0	1	2	3	4	5	6	7	8	9	10	Not Sure	Does Not Apply	SUMMARY			
	Definitely Would Not										Definitely Would			0 to 4	5	6 to 7	8 to 10
Family	2	1	1	2	2	8	7	13	14	11	37	2	>1	8	8	20	62
Friends	2	1	1	1	3	9	9	14	15	11	32	2	>1	8	9	23	58
Fellow students	2	2	2	4	6	13	13	14	13	7	20	2	2	16	13	27	40
Coworkers	4	2	3	4	6	13	10	11	10	6	14	2	15	19	13	21	30
Your teacher	7	4	5	8	7	13	9	11	9	6	15	3	3	31	13	20	30
Strangers	11	5	8	8	8	14	9	10	8	5	10	3	1	40	14	19	23
Your boss	11	5	6	8	8	12	8	7	5	3	10	2	15	38	12	15	18

39. Please indicate how important are each of the following are as reasons to say something addressing bias.

	Very Important	Somewhat Important	Not Very Important	Not At All Important	Not Sure	Important
Showing the victim of bias that they are not alone	61	31	5	1	2	92
Protecting the victim of bias	60	31	5	1	3	91
Holding the other person accountable for their behavior	54	36	7	1	2	90
Making your community a less biased place	52	38	5	2	3	90
Showing that you are not okay with biased behavior	56	33	7	2	2	89

40. Which of the following is the most important reason to say something addressing bias?

The impact you can have on the individuals involved	68
The impact you can have on the world	20
The impact you can have on the country	6
None of these	2
Not sure	4

41. Below is a list of statements about addressing bias. Please indicate whether you agree or disagree with each.

	AGREE		Neither Agree Nor Disagree	DISAGREE		Not Sure	SUMMARY	
	Strongly	Some-what		Some-what	Strongly		Agree	Disagree
Everyone has a responsibility to help tackle bias	39	39	16	3	2	1	78	5
I wish I knew more about how to address bias when I see it	27	38	24	6	3	2	65	9
It is easier to see the risk of calling out bias, than it is to see the immediate benefit	22	39	26	7	3	3	61	10
If I had better tools and support, I would work on my own biases	19	30	37	7	4	3	49	11
It's not worth the effort to address bias because it's always going to exist	8	16	21	25	28	2	24	53

SECTION 7. ATTITUDES TOWARDS BIAS

42. Who do you think has more opportunities today, White people, racial minorities, or is it pretty much the same?

White people, much more	23	→50%
White people, slightly more	27	
The same	26	
Racial minorities, slightly more	11	→19%
Racial minorities, much more	8	
Not sure	5	

43. Below is a list of statements about the subject of bias. Please indicate whether you agree or disagree with each of them.

	AGREE		Neither Agree Nor Disagree	DISAGREE		Not Sure	SUMMARY	
	Strongly	Some-what		Some-what	Strongly		Agree	Disagree
Today, discrimination against White people has become as big a problem as discrimination against racial minorities	15	24	21	15	22	3	39	37
The government pays too much attention to the problems of racial minorities	13	19	25	18	22	3	32	40
The gains that racial minorities have made in recent years have come at the expense of White people	10	20	27	15	24	4	30	39

SECTION 8. CAMPAIGN

Later this year, a campaign is going to launch that aims to start a conversation around bias, empowering America's youth to better recognize bias in themselves and their surroundings, challenge it when they see it, and help create a future with more equal opportunity.

44. How interested are you in a campaign on the issue of bias?

Very interested	32	→68%
Somewhat interested	36	
Just slightly interested	20	→28%
Not at all interested	8	
Not sure	4	

45. How likely are you to do something to get involved in this campaign, like starting a conversation around bias, recognizing bias in yourself or your surroundings, or speaking out when you see it?

Very likely	21	→56%
Somewhat likely	35	
Just slightly likely	25	→37%
Not at all likely	12	
Not sure	7	

SECTION 9. MTV

46. In general, what is your opinion of MTV?

Very positive	10	
Somewhat positive	24	→34%
Neutral	35	
Somewhat negative	21	→29%
Very negative	8	
Not sure	2	

47. If this campaign about bias were launched by MTV, how would it affect your opinion of the campaign?

Much more positive about the campaign	14	→41%
Somewhat more positive about the campaign	27	
No effect	42	
Somewhat more negative about the campaign	11	→14%
Much more negative about the campaign	3	
Not sure	3	

48. And if this campaign about bias were launched by MTV, how would it affect your opinion of MTV?

Much more positive about MTV	21	→60%
Somewhat more positive about MTV	39	
No effect	33	
Somewhat more negative about MTV	4	→5%
Much more negative about MTV	1	
Not sure	2	

SECTION 10. DEMOGRAPHICS

Now some questions about you to be used for statistical purposes only.

49. Are you currently a student full-time, a student part-time, or not a student?

A student full-time	65
A student part-time	11
Not a student	24

STUDENTS ONLY.

50. In what school are you currently enrolled? (n=1507)

High school	48
Community college	15
Trade or technical school	2
Public 4-year college or university	24
Private 4-year college or university	6
Graduate school	2
Other (SPECIFY: _____)	3

51. What is the last year of school you completed?

Not a high school graduate	36
High school graduate, but no college	15
Some college, but not a college graduate	34
College graduate, but not post graduate	10
College graduate with some post graduate study	2
Post graduate degree	1
Not Sure	1
Refuse to say	1

52. What kind of grades do you get in school?

Mostly A's	19
Mostly A's and B's	53
Mostly B's and C's	24
Mostly C's and D's	2
Mostly D's	1
Refuse to say	1

53. Are you currently working full-time, working part-time, or not working?

Working full-time	16
Working part-time	26
Not working	57
Refuse to say	1

54. Do you consider yourself to be...

Working class	20
Lower middle class	20
Middle class	42
Upper middle class	10
Affluent	>1
Other (SPECIFY: _____)	1
Not sure	6
Refuse to say	1

55. Please indicate the category that best describes your total household income before taxes for the year 2013.

Under \$25,000	18
\$25,000 to just under \$40,000	20
\$40,000 to just under \$50,000	10
\$50,000 to just under \$75,000	17
\$75,000 to just under \$100,000	11
\$100,000 or more	12
Not sure	9
Refuse to say	3

56. Do you live in...

A city	33
A suburb	38
A small town	16
A rural area	12
Not sure	1

57. And what is the zip code where you live?

Zip code _____

58. Which of the following best describes your living situation

Live with my parents or guardians	68
Live with roommates in an apartment or house	11
Live alone in an apartment or house	8
Live in a dorm	5
Other (Specify:)	7
Refuse to say	1

59. Which of the following best describes you?

Single, never married	91
Currently married	7
Single, but previously married	2

60. Do you have children of your own under the age of 18 living at home?

Yes	15
No	84
Refuse to say	1

61. Were you born outside of the United States?

Yes	11
No	89

62. Were any of your parents born outside of the United States?

Both parents born outside us	16
One parent born outside us	9
None born outside us	74
Not sure	1

63. Were any of your grandparents born outside of the United States?

Yes	33
No	61
Not sure	6

64. Are you currently registered to vote?

Yes	47
No	50
Not Sure	3

VOTERS ONLY.

65. And with which political party are you registered? (n=933)

Democrat	39
Republican	17
Other Party	2
Independent or No Party	31
Not sure	5
Not registered	3
Refuse to say	3

VOTERS ONLY.

66. Did you happen to vote in the Presidential election in November 2012? (n=933)

Yes	67
No, was not eligible	16
No, was eligible	14
Don't remember	2
Refuse to say	1

2012 VOTERS ONLY.

67. For whom did you vote? (n=624)

Barack Obama	63
Mitt Romney	22
Someone else	7
Don't remember	2
Refuse to say	6

68. Do you consider yourself...

Very liberal	12	→28%
Somewhat liberal	16	
Moderate	33	
Somewhat conservative	11	→16%
Very conservative	5	
Other (Specify: _____)	2	
Not sure	20	
Refuse to say	1	

69. Which of the following describes your religious preference? Please check all that apply.

Catholic	23
Protestant	12
Other Christian	28
Jewish	2
Muslim	1
Hindu	1
Buddhist	2
Mormon	1
Unitarian	>1
Agnostic	6
Atheist	7
Not religious	16
Other religion (specify: _____)	2
Not sure	4
Refuse to say	3

70. How often do you attend services at a church, synagogue, temple, or other place of worship?

Never	32
Up to a few times a year	30
Once to twice a month	12
Once a week	16
More than once a week	6
Not sure	1
Refuse to say	3

71. People are different in their sexual attraction to other people. Which best describes your feelings?

Only attracted to females	42
Mostly attracted to females	4
Equally attracted to females and males	5
Mostly attracted to males	7
Only attracted to males	39
Not attracted to anyone	1
Not sure	1
Refuse to say	1

72. Which of the following best describes you?

Straight, completely	81
Straight, mostly	8
Bisexual	4
Lesbian or Gay, mostly	1
Lesbian or Gay, completely	2
Other (Specify:)	1
Not sure	1
Refuse to say	2

73. Do you know anyone who is gay, lesbian or bisexual?

Yes, a close friend or close relative	50
Yes, but nobody very close	38
No	9
Not sure	2
Refuse to say	1

74. Which of the following, if any, describe you? Please check all that apply.

Pansexual	4
Queer	3
Other (Specify:)	3
None of these	80
Not sure	8
Refuse to say	3

75. Which of the following, if any, describe you? Please check all that apply.

Gender non-conforming	2
Trans	1
Androgynous	1
Other (Specify:)	2
None of these	87
Not sure	6
Refuse to say	2

76. Please indicate which of the following happened to you at any time in the past 12 months.

	Happened	Did Not Happen	Not Sure	Refuse to say
I have felt isolated and excluded at work or school	31	64	4	1
IF IN SCHOOL. I seriously considered dropping out of school	16	81	2	1
I received some support or treatment from a counselor or mental health professional	15	82	2	1
I have seriously thought about ending my life	14	81	3	2

Thank you for your time and participation.

This survey was conducted by David Binder Research. The survey used a cross-section of online panels that are representative of the United States population. Participants were then screened for those who were 14 to 24 years old and viewers of either MTV or MTV 2, or were open to watching either one of the channels. The parents of participants under 18 years old were interviewed before their children were invited to participate.

The study design was a collaboration between MTV and David Binder Research. Funding for the study was provided by MTV.

Interviews were conducted in English between February 24th and March 2nd, 2014 with 2,000 young people ages 14 to 24 years old. The overall margin of error is +/- 2.2 percentage points at the 95% confidence level.

Once the sample has been selected and fielded, and all the study data are collected and made final, a post-stratification process is used to adjust for any survey non-response as well as any non-coverage or under- and oversampling resulting from the study-specific sample design. Post stratification variables included, age, sex, race, and metropolitan status. The corrected data, which reflect the United States population of 14 to 24 year olds, were used for all analyses.

ABOUT MTV

MTV is the world's premier youth entertainment brand. With a global reach of more than a half-billion households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its Emmy®, Grammy® and Peabody® award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. MTV's sibling networks MTV2 and mtvU each deliver unparalleled customized content for young males, music fans and college students, and its online hub MTV.com is the leading destination for music, news and pop culture. MTV is part of MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), one of the world's leading creators of programming and content across all media platforms.

For more information, go to <http://www.mtvpress.com>.

ABOUT DAVID BINDER RESEARCH

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