

MTV Bias Survey II Final Results
Conducted April 4th to 9th, 2014
N=1,000 Young People 14 to 24 Years Old
Margin of Error is +/- 3.1%



David Binder Research

SUMMARY

**Summary of Agree / Disagree Statements
(Percent Agree)**

	White	People of Color	POC Effect
I am often asked about my ethnic background	19%	60%	-41
I am often asked "Where are you from?"	26	58	-32
My race is well represented in the media	64	33	+31
When people meet me, my race is usually the first thing they notice	15	43	-28
I personally have been hurt by microaggressions	24	45	-21
Individual microaggressions, when added up, have had a serious impact on me	28	49	-21
I have been treated differently by a teacher because of my race	13	33	-20
My family often talked about race when I was growing up	30	46	-16
I think that I have more advantages than people of other races	41	27	+14
I often feel excluded at school or work because of my race or ethnicity	10	23	-13
I have been treated differently by an employer because of my race	12	25	-13
Racial minorities use racism as an excuse more than they should	63	52	+11
It is hard to see any advantage to being White these days	34	24	+10
It's never fair to give preferential treatment to one race over another, regardless of historical inequalities	74	65	+9
My race has helped me get ahead in life	30	22	+8
Because of historical inequalities, it is sometimes more fair to give preferential treatment to one race over another	22	30	-8
I don't see racial minorities any differently than I see White people	73	66	+7
Racism is more of a problem for other generations than it is for my generation	58	51	+7
As my generation moves into leadership roles, racism will become less and less of an issue	61	54	+7
Individual microaggressions can add up to become a serious problem for society	67	74	-7

	White	People of Color	POC Effect
People are too sensitive when it comes to race	62	56	+6
Having a Black President demonstrates that racial minorities have the same opportunities as White people	64	58	+6
America is still a deeply divided place despite having a Black President	64	70	-6
People my age believe in equality more than older people	74	68	+6
Individual microaggressions can add up to have a serious impact on individuals	70	76	-6
Racism still exists, but not among people my age	32	37	-5
My family taught me that everyone should be treated the same, no matter what their race	83	86	-3
It is wrong to draw attention to someone's race even if you are being positive	47	50	-3
Most people of my generation don't notice race and ethnicity	43	40	+3
I believe in equality	91	93	-2
Society would be better if we embraced diversity and celebrated differences between the races	80	82	-2
Society would be better if it were truly colorblind and never considered race or ethnicity	74	72	+2
Focusing on race and ethnicity prevents our society from becoming truly colorblind	68	66	+2
Having a Black President shows that race does not have to be a barrier to accomplishments	69	67	+2
I believe in equality and so believe that favoring one race over another is unfair	88	89	-1
I believe that everyone should be treated the same, no matter what their race	90	89	+1
There is too much emphasis on where people's ancestors are from	55	55	--

SECTION 1. SCREENING

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

Television	100
Laptop computer	91
Smartphone	90
Desktop computer	69
Tablet	64
Blu Ray	46
TiVo or another DVR	42

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

Paid television service such as cable or satellite dish	100
High speed Internet	96
Laptop computer	89
Home security system	26

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

1 to 2 hours	20
3 to 4 hours	24
5 to 6 hours	18
7 to 9 hours	7
10+ hours	31

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	Refuse to Say	SUMMARY	
									All/ Often/ Some-times	Every-thing Else
ABC Family	16	26	31	17	7	3	<1	<1	73	27
FOX	12	28	32	17	6	5	<1	<1	72	28
Comedy Central	15	23	29	19	10	4	<1	<1	67	33
MTV	17	24	26	21	11	1	<1	0	67	33
CBS	12	23	31	19	10	4	1	0	66	34
HBO	12	21	23	18	20	5	1	0	56	44
MTV 2	10	17	23	27	17	5	1	<1	50	50
ESPN	13	17	18	23	13	16	<1	<1	48	52
Showtime	8	15	23	21	24	8	1	<1	46	54
Spike TV	7	16	23	24	20	8	2	<1	46	54
CNN	7	12	24	27	19	10	1	<1	43	57
PBS	5	11	20	32	19	11	2	<1	36	64
MSNBC	5	9	19	27	22	16	2	<1	33	67

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
Other	<1

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	18
No	82

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

White or Caucasian	68
Black or African American	18
Latino or Hispanic	14
Chinese or other East Asian American	4
Indian or other South Asian American	2
Native American	2
Pacific Islander	1
Arab American	<1
Mixed Race	4
Other	1

IF EAST ASIAN AMERICAN.

10. Which of the following ethnic groups describes you? Please check all that apply. (n=39)

Chinese American	69
Vietnamese American	18
Korean American	5
Japanese American	5
Taiwanese American	3
Burmese American	3
Other	8

IF SOUTH ASIAN AMERICAN.

11. Which of the following ethnic groups describes you? Please check all that apply. (n=17)

Indian American	65
Pakistani American	12
Bangladeshi American	12
Other	12
Refuse to say	6

IF PACIFIC ISLANDER.

12. Which of the following ethnic groups describes you? Please check all that apply. (n=5)

Filipino American	60
Other (SPECIFY: _____)	20
Not sure	20

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.

The 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.

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

Yes	80
No	13
Not sure	7

SECTION 3. EXPERIENCES

14. 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
My race is well represented in the media	26	25	22	13	11	3	51	24
I am often asked "Where are you from?"	16	23	16	14	30	1	39	44
My family often talked about race when I was growing up	12	25	20	17	25	1	37	42
I am often asked about my ethnic background	14	22	16	13	35	<1	36	48
I think that I have more advantages than people of other races	10	25	28	15	21	1	35	36
My race has helped me get ahead in life	6	21	34	15	23	1	27	38
When people meet me, my race is usually the first thing they notice	9	17	22	15	32	5	26	47
I have been treated differently by a teacher because of my race	8	13	17	16	44	2	21	60
I have been treated differently by an employer because of my race	5	12	21	13	45	4	17	58
I often feel excluded at school or work because of my race or ethnicity	5	10	16	17	51	1	15	68

SECTION 4. VALUES

15. 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
I believe in equality	75	16	7	1	1	<1	91	2
I believe that everyone should be treated the same, no matter what their race	73	16	8	2	1	<1	89	3
I believe in equality and so believe that favoring one race over another is unfair	64	24	9	2	<1	1	88	2
My family taught me that everyone should be treated the same, no matter what their race	60	24	11	4	1	<1	84	5
Society would be better if we embraced diversity and celebrated differences between the races	54	27	14	3	1	1	81	4
Society would be better if it were truly colorblind and never considered race or ethnicity	46	27	17	5	4	1	73	9
I don't see racial minorities any differently than I see White people	42	28	18	8	3	1	70	11
It's never fair to give preferential treatment to one race over another, regardless of historical inequalities	46	24	19	6	3	2	70	9
Focusing on race and ethnicity prevents our society from becoming truly colorblind	36	32	20	6	4	2	68	10
People are too sensitive when it comes to race	26	34	23	10	6	1	60	16
Racial minorities use racism as an excuse more than they should	25	33	22	10	8	2	58	18
There is too much emphasis on where people's ancestors are from	24	31	29	11	4	1	55	15
It is wrong to draw attention to someone's race even if you are being positive	22	26	30	15	5	2	48	20
It is hard to see any advantage to being White these days	13	17	32	18	18	2	30	36
Because of historical inequalities, it is sometimes more fair to give preferential treatment to one race over another	10	15	24	18	31	2	25	49

SECTION 5. MILLENNIAL GENERATION

16. 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
People my age believe in equality more than older people	31	41	19	5	3	1	72	8
Having a Black President shows that race does not have to be a barrier to accomplishments	36	32	20	7	4	1	68	11
America is still a deeply divided place despite having a Black President	31	36	22	8	2	1	67	10
Having a Black President demonstrates that racial minorities have the same opportunities as White people	28	34	21	10	6	1	62	16
As my generation moves into leadership roles, racism will become less and less of an issue	20	38	25	9	5	3	58	14
Racism is more of a problem for other generations than it is for my generation	19	36	23	14	7	1	55	21
Most people of my generation don't notice race and ethnicity	14	28	25	21	11	1	42	32
Racism still exists, but not among people my age	11	23	23	25	16	2	34	41

SECTION 6. MY BIASES

17. 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
I would want to know if I had ever inadvertently exhibited bias toward someone	44	36	15	2	2	1	80	4
I would want to know if I had biases I was not aware of	43	37	16	2	1	1	80	3
I would be interested in a tool to help me work on any biases I might have	31	34	25	6	3	1	65	9

SECTION 7. MICROAGGRESSIONS

18. Are you at all familiar with the term “microaggression”?

Very familiar	6	
Somewhat familiar	18	→24%
Not very familiar	27	
Not at all familiar	45	→72%
Not sure	4	

Microaggressions are brief and commonplace actions or words that are subtle examples of bias. Microaggressions can be intentional or unintentional, and often communicate negative feelings towards people of color.

19. How important of a problem are microaggressions to you personally?

Very important	15	
Somewhat important	31	→46%
Just slightly important	22	
Not at all important	18	→40%
Not sure what they are	6	
Not sure how important they are	8	

20. 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
Individual microaggressions can add up to have a serious impact on individuals	35	38	17	2	2	6	73	4
Individual microaggressions can add up to become a serious problem for society	33	37	19	3	2	6	70	5
Individual microaggressions, when added up, have had a serious impact on me	15	22	30	12	13	8	37	25
I personally have been hurt by microaggressions	11	21	25	15	19	9	32	34

SECTION 8. DEMOGRAPHICS

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

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

A student full-time	69
A student part-time	10
Not a student	20
Refuse to say	1

STUDENTS ONLY.

22. In what level of school are you currently enrolled? (n=793)

High school	46
Community college	12
Trade or technical school	2
Public 4-year college or university	26
Private 4-year college or university	7
Graduate school	4
Other (SPECIFY: _____)	2
Not currently enrolled	1
Not sure	0
Refuse to say	<1

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

Not a high school graduate	35
High school graduate, but no college	15
Some college, but not a college graduate	34
College graduate, but not post graduate	11
College graduate with some post graduate study	4
Post graduate degree	<1
Not sure	1
Refuse to say	<1

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

Working full-time	15
Working part-time	27
Not working	57
Refuse to say	1

25. Do you consider yourself to be...

Working class	17
Lower middle class	20
Middle class	45
Upper middle class	11
Affluent	1
Other (SPECIFY: _____)	<1
Not sure	5
Refuse to say	1

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

Under \$25,000	17
\$25,000 to just under \$40,000	19
\$40,000 to just under \$50,000	11
\$50,000 to just under \$75,000	19
\$75,000 to just under \$100,000	13
\$100,000 or more	11
Not sure	7
Refuse to say	3

27. Do you live in...

A city	33
A suburb	38
A small town	18
A rural area	10
Not sure	1

28. Which of the following best describes your living situation

Live with my parents or guardians	68
Live with roommates in an apartment or house	12
Live alone in an apartment or house	9
Live in a dorm	5
Other (Specify:)	5
Refuse to say	1

29. Which of the following best describes you?

Single, never married	91
Currently married	7
Single, but previously married	1
Not sure	1

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

Yes	10
No	89
Refuse to say	1

30. Were you born outside of the United States?

Yes	8
No	92

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

Both parents born outside us	15
One parent born outside us	10
None born outside us	74
Not sure	1

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

Yes	35
No	59
Not sure	5
Refuse to say	1

33. Are you currently registered to vote?

Yes	50
No	48
Not Sure	2

VOTERS ONLY.

34. And with which political party are you registered? (n=503)

Democrat	41
Republican	22
Other Party	1
Independent or No Party	24
Not sure	7
Not registered	3
Refuse to say	2

VOTERS ONLY.

35. Did you happen to vote in the Presidential election in November 2012? (n=503)

Yes	67
No, was not eligible	19
No, was eligible	11
Don't remember	2
Refuse to say	1

2012 VOTERS ONLY.

36. For whom did you vote? (n=338)

Barack Obama	66
Mitt Romney	24
Someone else	4
Did not vote	1
Don't remember	1
Refuse to say	4

37. Do you consider yourself...

Very liberal	13	→34%
Somewhat liberal	21	
Moderate	30	
Somewhat conservative	12	→16%
Very conservative	4	
Other (Specify: _____)	1	
Not sure	18	
Refuse to say	1	

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

MULTIPLE RESPONSE.

Catholic	22
Protestant	14
Other Christian	24
Jewish	2
Muslim	2
Buddhist	2
Mormon	2
Hindu	1
Unitarian	<1
Agnostic	6
Atheist	6
Not religious	15
Other religion (specify: _____)	4
Not sure	4
Refuse to say	3

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

Never	29
Up to a few times a year	31
Once to twice a month	13
Once a week	18
More than once a week	5
Not sure	2
Refuse to say	2

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

Only attracted to females	33
Mostly attracted to females	4
Equally attracted to females and males	4
Mostly attracted to males	9
Only attracted to males	47
Not attracted to anyone	1
Not sure	1
Refuse to say	1

41. 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
None of these	1
Other (Specify:)	1
Not sure	<1
Refuse to say	2

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

Yes, a close friend or close relative	50
Yes, but nobody very close	35
No	11
Not sure	3
Refuse to say	1

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

Pansexual	4
Queer	3
Other (Specify:)	4
None of these	83
Not sure	6
Refuse to say	2

44. 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	5
Refuse to say	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 April 4th to 9th, 2014 with 1,000 young people ages 14 to 24 years old. The overall margin of error is +/- 3.1 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

For over 25 years, David Binder Research has provided research and insight to political, government, and private sector clients. Our strength lies in our pioneering use of new technologies, our hybrid qualitative and quantitative techniques, and our ability to devise innovative, customizable services that suit the specifications of each individual client.

DBR clients run the gamut from small nonprofits and boutique associations to large corporations and multi-year political campaigns.

For further information, visit our website www.db-research.com.