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VIRGINIA COMMONWEALTH UNIVERSITY

L. Douglas Wilder School of
Government and Public Affairs

2016 METRO POLL: RACE & SOCIETY

A survey of Virginians conducted by the Center for Public Policy

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FOR IMMEDIATE RELEASE

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Richmond Residents Say Race Relations are a Major Problem and Getting Worse, but Police are Doing a Good Job in the Community

RICHMOND, Va. (Oct. 12, 2016)—Ahead of next week’s [Wilder Symposium on Race and American Society](#), the Center for Public Policy at the L. Douglas Wilder School of Government and Public Affairs at Virginia Commonwealth University has released the results of a poll conducted in the spring that found a majority of Richmond-area residents (72 percent) saw race relations in the United States as a major problem and that race relations have grown worse over the past five years.

The 2016 Metro Poll, conducted by the Center for Public Policy, found that a majority of all respondents in Richmond believe that race relations were deteriorating and a major issue facing the country. African Americans were most concerned, with more than 30 percent seeing it as a very big problem in comparison to 18 percent of whites. In addition, more than half of African Americans (55 percent) believed that race relations had gotten worse in the last five years in comparison to slightly less than half (46 percent) of white residents.

At the same time, more than 60 percent of respondents believed the police in their community are doing a good job and more than half (57 percent) indicated that the police in their community do a good job when it comes to race relations in the area where they live.

“The efforts and resources that the Richmond Police Department have put forth in the area of community-oriented policing over the past 10 years have created a trust and support between the police and citizens in the community, which have led to a resiliency in response to negative events occurring around the country,” said Robyn McDougale, Ph.D., of the Center for Public Policy and an associate professor of Criminal Justice at the Wilder School. “Consequently, public perceptions of

police and race relations have implications for not only effective policing, but for working together to address the larger issues associated with race relations in this country.”

Over half (53 percent) of the respondents thought the police did a good job dealing with minority youth in the community. A little more than 20 percent of African Americans thought law enforcement did a poor job of addressing minority youth in the community compared to a little less than 10 percent of whites.

The survey was conducted in the wake of a number of high-profile incidents involving police and African Americans across the country. Much has happened since then—including the shootings by police of African-American men in Louisiana and Minnesota, the Dallas shooting that left five police officers killed, and riots in Charlotte last month after police killed an African-American man—but the results provide a useful snapshot of the public’s opinion in the Richmond region.

The upcoming [Wilder Symposium on Race and American Society](#) will examine those issues brought about by the 2016 Metro Poll as well as the legacies of the landmark Kerner Commission report to then-President Lyndon B. Johnson following the riots in 1967, and what they mean for race and ethnic relations in the U.S. today in an open, frank and full discussion. The daylong symposium will take place on Mon., Oct. 17, at VCU from 9:30 a.m. to noon in the W.E. Singleton Center for the Performing Arts, 922 Park Ave., and from 1-4:30 p.m. in the Grace Street Theater, 934 W. Grace Street.

The 2016 Metro Poll obtained telephone interviews with a representative sample of 801 adults living in the Richmond metro area. The survey was conducted by Princeton Survey Research Associates International. The interviews were administered from March 29 to April 10. The margin of sampling error for the complete set of weighted data is ± 3.7 percentage points.



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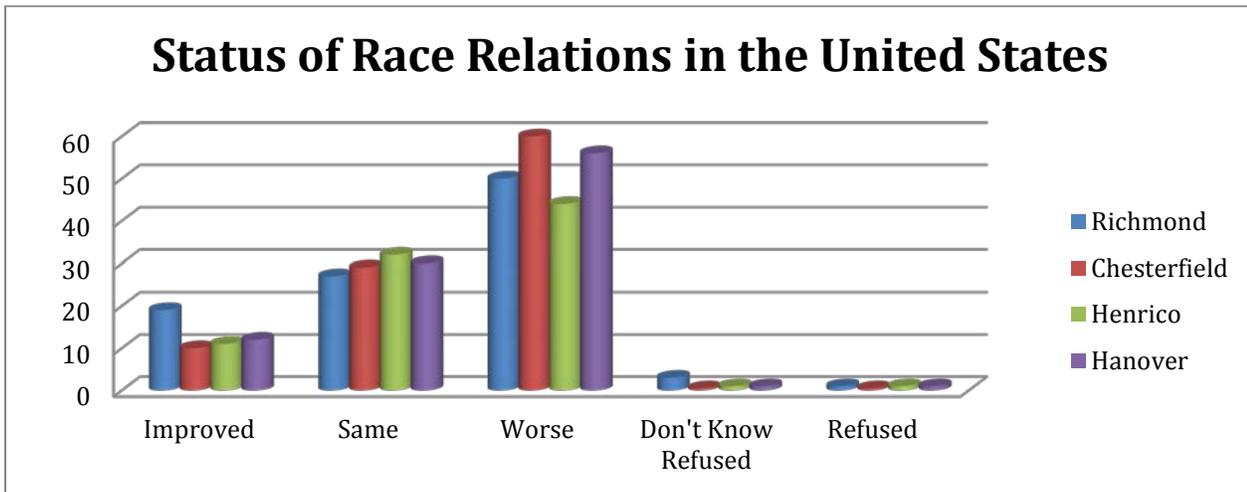
2016 METRO POLL: RACE & SOCIETY

SUMMARY

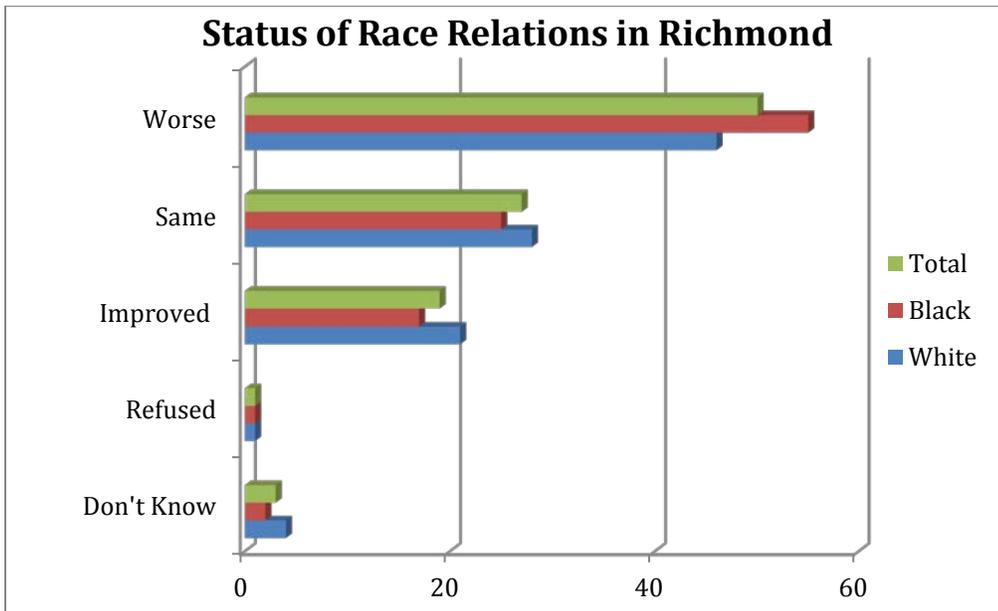
A survey of Virginians conducted by the Center for Public Policy

Majority Believe that Race Relations are a Problem in the United States

The recent events in Baltimore, Dallas, Tulsa and Charlotte have highlighted the continued issues associated with race relations and law enforcement in the United States. Over half of the respondents in the Richmond Metro Area believe that race relations in the United States have gotten worse in the last five years. In comparison, less than 20 percent of respondents thought race relations had improved in recent years. Interestingly, the respondents in the city of Richmond showed the more positive responses regarding race relations (19%) in comparison to the surrounding localities. Twelve percent of the respondents from Hanover County stated that race relations had improved in the past five years, in comparison to 11 percent in Henrico County and 10 percent in Chesterfield County.

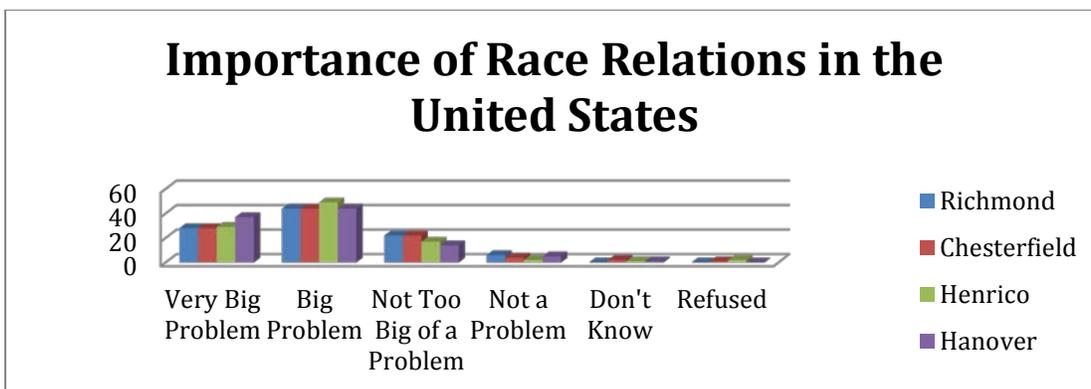


Views on race relations in the Richmond Metropolitan Area are similar across black and white citizens. More than half of the black respondents in the city of Richmond (55%), the counties of Chesterfield (57%) and Henrico (52%) believe that race relations in the United States are worse now than in the past five years. Slightly less than half of the black respondents in the county of Hanover (42%) believe race relations have gotten worse in recent times. Similarly, more than half of the white citizens in counties of Henrico (55%), Hanover (56%) and Chesterfield (60%) think race relations are worse today than in previous years. However, slightly less than half of white citizens in Richmond city (46%) viewed race relations in a similar negative perspective.



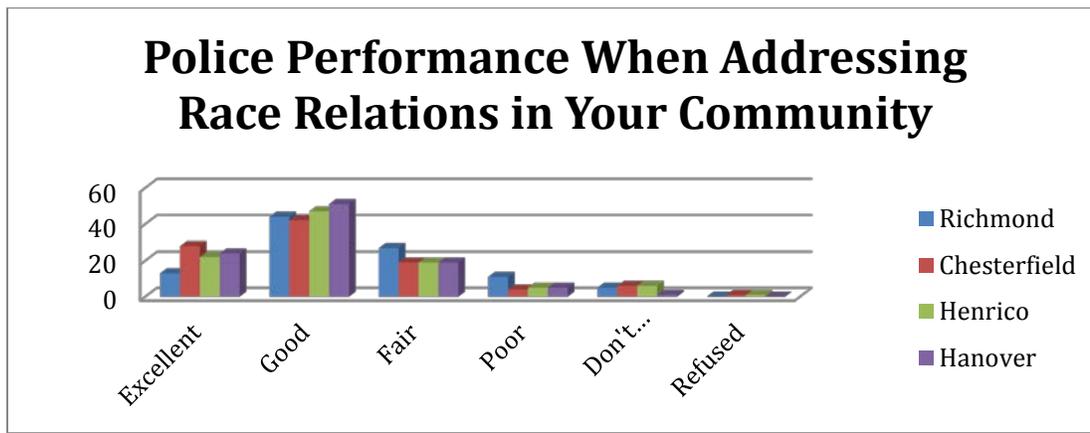
Importance of Race Relations in the United States

As one looks at the status of race relations in our country, one must also examine society's view on the importance of the issue. More than three-quarters of citizens in the Richmond Metro Area see race relations in the United States as currently being a big problem. The status of the issue is very relevant across races. More specifically, three-quarters (77%) of black residents in the city of Richmond and 70 percent of white residents felt race relations were a big problem facing our country. Similar responses were found in the suburban counties surrounding the city. In Henrico County, 78% of black citizens and 69% of white citizens saw race relations as being a big issue in the country while in Chesterfield County almost 80 percent (78%) and 70 percent of white citizens responded similarly. Black respondents in Hanover County were less likely than others in surrounding counties to identify race relations as a problem in the county. However, more than half (56%) did identify it as important issue and 85 percent of white citizens in Hanover County identified race relations as being a big problem in the United States.



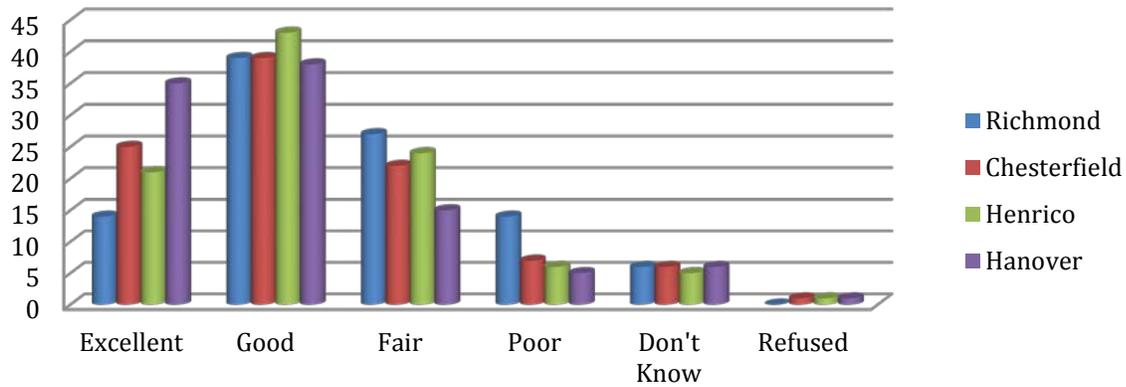
Overall Police Performance in the Community

It is clear that in the Richmond Metro Area, like many communities across the United States, race relations are not only an important issue but one that has become worse over recent years. However, unlike many cities and counties around the country, views about law enforcement and their ability to address race-based issues do not follow similar patterns. More than half of respondents in the city of Richmond and surrounding counties believe the police in their community are doing a good job. Specifically, 64 percent of citizens in the city of Richmond described police as doing either an excellent or good job in their community while over 80 percent of citizens in the surrounding counties think the police are doing a good job in their communities.



Many of the events throughout the country have also highlighted the negative relationship between minority youth and the police. In the Richmond area, once again the citizens did not show similar views. Over half (53%) of the respondents in the city of Richmond thought the police do a good job dealing with minority youth in the community. A little more than 20 percent (23%) of African Americans thought law enforcement did a poor job of addressing minority youth in the community in comparison to a little less than 10 percent (8%) of whites. Similar findings were seen in the surrounding communities.

Police Treatment of Minority Youth In Your Community



The strength of these findings is important in light of the negative attitudes toward police performance in many communities around the regions, especially in urban areas. As well, most black citizens, who are more likely to have negative interactions with the criminal justice community at large and specifically law enforcement, viewed law enforcement in a positive light. Over 40 percent (42%) of black citizens in Richmond and 70 percent of black citizens in Chesterfield, Henrico and Hanover believe law enforcement do a good job in their community.

Methodology of the 2016 Commonwealth Poll: Race and Society SUMMARY

The Richmond Metro Area Survey, sponsored by Virginia Commonwealth University (VCU), obtained telephone interviews with a representative sample of 801 adults living in the Richmond Metro Area¹ in Virginia. Interviews were conducted via landline ($n_{LL}=320$) and cell phone ($n_C=481$; including 226 without a landline phone). The survey was conducted by Princeton Survey Research Associates International (PSRAI). The interviews were administered in English by Princeton Data Source from March 29 to April 10, 2016. 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.

Details on the design, execution and analysis of the survey are discussed below.

DESIGN AND DATA COLLECTION PROCEDURES

Sample Design

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults who have access to either a landline or cellular telephone. Both samples were provided by Marketing Systems Group (MSG) according to PSRAI specifications.

Numbers for the landline sample were drawn with equal probabilities from active blocks (area code + exchange + two-digit block number) that contained one or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

¹ Chesterfield county, Hanover county, Henrico county, Petersburg city and Richmond city.

Contact Procedures

Interviews were conducted from March 29 to April 10, 2016. As many as seven attempts were made to contact every sampled telephone number. Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Interviewing was spread as evenly as possible across the days in field. When necessary, each telephone number was called at least one time during the day in an attempt to complete an interview.

For the landline sample, interviewers asked to speak with the youngest adult male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and gender when combined with cell interviewing. For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. Both landline and cellular respondents verified they were residents of the Richmond metro area and consented to take the survey.

WEIGHTING AND ANALYSIS

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. The sample was weighted to match the adult population parameters. A two-stage weighting procedure was used to weight these dual-frame samples.

The first stage of weighting corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns.² This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

² i.e., whether respondents have only a landline telephone, only a cell phone, or both kinds of telephone.

The first-stage weight for the i^{th} case can be expressed as:

$$WT_i = \left[\left(\frac{S_{LL}}{F_{LL}} \times \frac{1}{AD_i} \times LL_i \right) + \left(\frac{S_{CP}}{F_{CP}} \times CP_i \right) - \left(\frac{S_{LL}}{F_{LL}} \times \frac{1}{AD_i} \times LL_i \times \frac{S_{CP}}{F_{CP}} \times CP_i \right) \right]^{-1}$$

Where S_{LL} = the size of the landline sample

F_{LL} = the size of the landline sample frame

S_{CP} = the size of the cell sample

F_{CP} = the size of the cell sample frame

AD_i = Number of adults in household i

$LL_i=1$ if respondent has a landline phone, otherwise $LL=0$.

$CP_i=1$ if respondent has a cell phone, otherwise $CP=0$.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced to match population parameters for sex, age, education, race/ethnicity, region and telephone usage. The basic weighting parameters came from the U.S. Census Bureau's 2009-2013 American Community Survey data. The telephone usage parameters came from an analysis of recent dual-frame interviewing conducted by PSRAI in the Richmond metro area.³

Weighting was accomplished using SPSSINC RAKE, an SPSS extension module that simultaneously balances the distributions of all variables using the GENLOG procedure. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the population. Table 1 compares weighted and unweighted sample distributions to population parameters.

³ Data was from PSRAI Omnibus survey conducted January 2015 through March 2016.



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Table 1. Weight Summary

	<u>Parameter</u>	<u>Unweighted</u>	<u>Weighted</u>
<u>Sex</u>			
Male	46.7	47.6	47.2
Female	53.3	52.4	52.8
<u>Age</u>			
18-24	13.4	9.7	13.7
25-34	18.0	12.3	17.5
35-44	17.5	13.9	17.5
45-64	35.4	40.4	35.4
65+	15.7	23.8	15.9
		1.7	1.7
<u>Education</u>			
HS grad or less	37.2	25.7	36.4
Some college/Assoc degree	29.7	24.9	29.4
Bachelor's degree+	33.1	49.4	34.2
<u>Race/ethnicity</u>			
White, not Hispanic	57.1	66.5	58.5
Black, not Hispanic	30.5	23.7	29.8
Hispanic	5.8	3.2	5.0
Other, not Hispanic	6.6	6.6	6.7
<u>County</u>			
Chesterfield	32.0	31.1	32.1
Hanover	10.2	13.6	10.6
Henrico	31.7	30.1	31.5
Petersburg city	3.4	4.5	3.3
Richmond city	22.7	20.7	22.6
<u>Phone use</u>			
Landline only	8.5	3.7	6.1

Dual	59.2	68.0	60.8
Cell only	32.3	28.2	33.1

Effects of Sample Design on Statistical Inference

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. PSRAI calculates the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from systematic non-response.

PSRAI calculates the composite design effect for a sample of size n , with each case having a weight, w_i as:

$$deff = \frac{n \sum_{i=1}^n w_i^2}{\left(\sum_{i=1}^n w_i \right)^2} \quad \text{formula 1}$$

In a wide range of situations, the adjusted *standard error* of a statistic should be calculated by multiplying the usual formula by the square root of the design effect (\sqrt{deff}). Thus, the formula for computing the 95% confidence interval around a percentage is:

$$\hat{p} \pm \left(\sqrt{deff} \times 1.96 \sqrt{\frac{\hat{p}(1-\hat{p})}{n}} \right) \quad \text{formula 2}$$

where \hat{p} is the sample estimate and n is the unweighted number of sample cases in the group being considered.

The survey's *margin of error* is the largest 95% confidence interval for any estimated proportion based on the total sample—the one around 50%. For example, the margin of error for the entire sample is ± 3.9 percentage points. This means that in 95 out every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 3.9 percentage points away from their true values in the population. It is important to remember that sampling fluctuations are only one possible source of error in a survey estimate. Other sources, such as respondent

selection bias, questionnaire wording and reporting inaccuracy, may contribute additional error of greater or lesser magnitude.

RESPONSE RATE

Table 2 shows sample dispositions and outcome rates for all sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible sample that was ultimately interviewed. Response rates are computed according to the American Association for Public Opinion Research standards.⁴ The final response rate for the landline sample was 10.3 percent and the response rate for the cell sample was 15.4 percent.

⁴ The American Association for Public Opinion Research. 2011. Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 7th edition. AAPOR.

Table 2. Sample Disposition

<u>Landline</u>	<u>Cell</u>	
758	174	Non-residential/Business
60	0	Ported numbers identified before dialing
2	0	Cell in landline frame
820	174	OF = Out of Frame
8,291	3,662	Not working
333	1	Computer/fax/modem
8,624	3,663	NWC = Not working/computer
885	246	UHUO _{NC} = Non-contact, unknown if household/unknown other (NA/busy all attempts)
1,381	2,507	Voice mail
6	14	Other non-contact (deaf/disabled/deceased)
1,387	2,521	UO _{NC} = Non-contact, unknown eligibility
873	2,197	Refusals
9	8	On DNC list - not dialed
451	404	Callbacks
1,333	2,609	UO _R = Refusal, unknown if eligible
14	131	O = Other (language)
0	267	Child's cell phone
32	401	Not a Richmond metro resident
32	668	SO = Screen out
55	110	R = Refusal, known eligible (breakoffs and qualified CBs)
320	481	I = Completed interviews
13,470	10,603	T = Total numbers sampled
25.0%	63.0%	$e1 = (I+R+SO+O+UO_R+UO_{NC}) / (I+R+SO+O+UO_R+UO_{NC}+OF+NWC)$ - Est. frame eligibility of non-contacts
92.1%	46.9%	$e2 = (I+R) / (I+R+SO)$ - Est. screening eligibility of unscreened contacts
52.2%	59.9%	$CON = [I + R + (e2*[O + UO_R])] / [I + R + (e2*[O + UO_R + UO_{NC}]) + (e1*e2*UHUO_{NC})]$
19.8%	25.6%	$COOP = I / [I + R + (e2*[O + UO_R])]$

10.3% 15.4% AAPOR RR3= $\frac{1}{[1+R+[e^2*(UO_R+UO_{NC}+O)]+[e^1*e^2*UH UO_{NC}]}$ = CON*COOP
