

## YouGov - Racism and representation by complexion

Fieldwork: 11th - 18th March 2019

Sample: 811 Black Americans

Total	Gender		Age			Region			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West
	A	B	C	D	E	F	G	H	I

Looking at the image below, which would you say comes closest to matching your own skin color?

(Respondents were shown four skin color tones based on types 3,4,5 and 6 on the Fitzpatrick Scale, with 3 being the lightest and 6 the darkest)

	Unweighted base	811	319	492	225	283	303	145	140	434	92
<b>Base: All African Americans adults</b>	811	380	431	279	266	266	144	170	305	191	
Type 3	8%	8%	8%	8%	8%	7%	9%	7%	6%	10%	*
Type 4	31%	27%	34%	24%	34%	35%	30%	33%	33%	25%	*
Type 5	47%	50%	45%	55%	43%	44%	49%	46%	46%	49%	*
Type 6	8%	9%	8%	9%	9%	6%	6%	8%	9%	10%	*
Don't know	1%	1%	2%	1%	1%	1%	1%	2%	2%	-	*
Prefer not to say	5%	5%	4%	3%	5%	6%	4%	5%	4%	5%	*

How frequently, if at all, do you experience racism or discrimination directed at you personally?

	Unweighted base	811	319	492	225	283	303	145	140	434	92
<b>Base: All African Americans adults</b>	811	380	431	279	266	266	144	170	305	191	
Very frequently	8%	11%	6%	11%	9%	5%	8%	8%	7%	11%	*
Somewhat frequently	20%	23%	17%	22%	23%	16%	20%	29%	18%	17%	*
Not very frequently	46%	43%	49%	41%	39%	59%	48%	41%	45%	52%	*
Never	18%	15%	20%	16%	21%	17%	16%	16%	22%	14%	*
Don't know	7%	8%	7%	10%	7%	4%	7%	7%	8%	6%	*



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	Gender		Age			Region			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West
	A	B	C	D	E	F	G	H	I

## In the media

Unweighted base	811	319	492	225	283	303	145	140	434	92
<b>Base: All African Americans adults</b>	811	380	431	279	266	266	144	170	305	191
Lighter skinned African Americans are more likely to be represented than darker skinned African Americans	47%	45%	49%	48%	45%	47%	44%	49%	41%	57%
										H*
Darker skinned African Americans are more likely to be represented than lighter skinned African Americans	10%	13%	7%	12%	11%	8%	13%	8%	11%	9%
		B								*
Neither is more likely to be represented than the other	26%	27%	25%	24%	23%	32%	30%	23%	30%	20%
					D					*
Don't know	17%	15%	19%	16%	21%	14%	14%	20%	18%	14%
				E						*

## In TV and movies

Unweighted base	811	319	492	225	283	303	145	140	434	92
<b>Base: All African Americans adults</b>	811	380	431	279	266	266	144	170	305	191
Lighter skinned African Americans are more likely to be represented than darker skinned African Americans	45%	43%	47%	46%	43%	46%	42%	41%	42%	57%
										F.G.H*
Darker skinned African Americans are more likely to be represented than lighter skinned African Americans	11%	12%	10%	13%	13%	7%	12%	8%	13%	11%
										*
Neither is more likely to be represented than the other	27%	29%	26%	21%	29%	33%	33%	31%	29%	16%
					C		I	I	I	*
Don't know	17%	16%	17%	20%	16%	14%	13%	20%	17%	17%
										*

## In sport

Unweighted base	811	319	492	225	283	303	145	140	434	92
<b>Base: All African Americans adults</b>	811	380	431	279	266	266	144	170	305	191
Lighter skinned African Americans are more likely to be represented than darker skinned African Americans	15%	16%	14%	21%	14%	10%	18%	17%	13%	15%
				E						*
Darker skinned African Americans are more likely to be represented than lighter skinned African Americans	21%	23%	19%	21%	22%	21%	21%	19%	22%	21%
										*
Neither is more likely to be represented than the other	45%	44%	45%	34%	45%	55%	43%	41%	46%	47%
					C	C.D				*
Don't know	19%	16%	22%	23%	19%	15%	17%	23%	19%	16%

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Total	Gender		Age			Region			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West
	A	B	C	D	E	F	G	H	I
			E						*

## In music

Unweighted base	811	319	492	225	283	303	145	140	434	92
<b>Base: All African Americans adults</b>	811	380	431	279	266	266	144	170	305	191
Lighter skinned African Americans are more likely to be represented than darker skinned African Americans	26%	24%	29%	33%	26%	20%	22%	26%	27%	30%
			E							*
Darker skinned African Americans are more likely to be represented than lighter skinned African Americans	16%	22%	10%	21%	13%	14%	18%	14%	13%	22%
		B	D							*
Neither is more likely to be represented than the other	39%	37%	42%	26%	43%	50%	45%	39%	41%	33%
			C	C						*
Don't know	18%	17%	19%	20%	19%	16%	16%	22%	18%	16%
										*

Some have argued that actor Will Smith should not be cast to play the role of Richard Williams - the father of tennis players Venus and Serena Williams - in a potential movie because Smith has lighter skin than Williams. Do you consider it acceptable or unacceptable for a lighter skinned African American actor to be cast as a darker skinned African American?

Unweighted base	811	319	492	225	283	303	145	140	434	92
<b>Base: All African Americans adults</b>	811	380	431	279	266	266	144	170	305	191
Acceptable	48%	50%	47%	43%	51%	51%	50%	49%	48%	45%
										*
Unacceptable	25%	23%	26%	30%	20%	25%	27%	21%	22%	31%
			D							*
Don't know	27%	27%	27%	27%	30%	25%	23%	30%	29%	24%
										*

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC,

## YouGov - Racism and representation by cor

Fieldwork: 11th - 18th March 2019

Sample: 811 Black Americans

Total	Looking at the image below, which would you say comes closest to matching your own skin color?					
	Type 3	Type 4	Type 5	Type 6	Don't know	Prefer not to say
	BI	BJ	BK	BL	BM	BN

Looking at the image below, which would you say comes closest to matching your own skin color?

(Respondents were shown four skin color tones based on types 3, 4, 5 and 6 on the Fitzpatrick Scale, with 3 being the lightest and 6 the darkest)

Unweighted base	811	62	259	376	62	12	40
<b>Base: All African Americans adults</b>	811	63	250	384	67	10	38
Type 3	8%	100% BJ.BK.BL.BN*	-	-	-	-	-
Type 4	31%	*	100% BI.BK.BL.BN	-	-	-	-
Type 5	47%	-	-	100% BI.BJ.BL.BN	-	-	-
Type 6	8%	-	-	-	100% BI.BJ.BK.BN*	-	-
Don't know	1%	-	-	-	-	100%	-
Prefer not to say	5%	-	-	-	-	-	100% BI.BJ.BK.BL*

How frequently, if at all, do you experience racism or discrimination directed at you personally?

Unweighted base	811	62	259	376	62	12	40
<b>Base: All African Americans adults</b>	811	63	250	384	67	10	38
Very frequently	8%	20% BJ.BK*	8%	5%	19% BJ.BK*	-	12%
Somewhat frequently	20%	14% *	18%	21%	32% BI.BJ*	9%	15%
Not very frequently	46%	31% *	46%	51% BI.BL	33% *	48% **	41% *
Never	18%	26% BL*	22% BL	16%	8% *	10% **	14% *
Don't know	7%	8% *	5%	7%	7% *	33% **	18% BJ.BK*

## YouGov - Racism and representation by cor

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Sample: 811 Black Americans

Total	Looking at the image below, which would you say comes closest to matching your own skin color?					
	Type 3	Type 4	Type 5	Type 6	Don't know	Prefer not to say
	BI	BJ	BK	BL	BM	BN

Do you believe that darker skinned African Americans are more or less likely to experience racism than lighter skinned African Americans?

	Unweighted base	811	62	259	376	62	12	40
<b>Base: All African Americans adults</b>		811	63	250	384	67	10	38
Much more likely	42%	55%	42%	41%	51%	20%	28%	
			BN*		BN*	**	*	
Somewhat more likely	22%	8%	21%	24%	19%	26%	24%	
		*	BI	BI	*	**	*	
Neither more nor less likely	20%	21%	21%	21%	12%	13%	22%	
		*			*	**	*	
Somewhat less likely	3%	1%	4%	2%	1%	-	8%	
		*			*	**	BK*	
Much less likely	2%	-	2%	2%	3%	-	2%	
		*			*	**	*	
Don't know	12%	14%	11%	11%	14%	40%	17%	
		*			*	**	*	
Net: More likely	64%	63%	63%	65%	70%	46%	52%	
		*			*	**	*	
Net: Less likely	4%	1%	5%	4%	4%	-	9%	
		*			*	**	*	

In each of the following areas, do you believe that lighter skinned African Americans or darker skinned African Americans are more or less likely to be represented? Please select one option on each row.

In politics

	Unweighted base	811	62	259	376	62	12	40
<b>Base: All African Americans adults</b>		811	63	250	384	67	10	38
Lighter skinned African Americans are more likely to be represented than darker skinned African Americans	39%	36%	39%	42%	36%	27%	28%	
		*			*	**	*	
Darker skinned African Americans are more likely to be represented than lighter skinned African Americans	9%	11%	12%	8%	5%	-	7%	
		*			*	**	*	
Neither is more likely to be represented than the other	33%	35%	31%	32%	39%	39%	44%	
		*			*	**	*	
Don't know	18%	17%	18%	18%	20%	34%	22%	
		*			*	**	*	

## YouGov - Racism and representation by cor

Fieldwork: 11th - 18th March 2019

Sample: 811 Black Americans

Total	Looking at the image below, which would you say comes closest to matching your own skin color?					
	Type 3	Type 4	Type 5	Type 6	Don't know	Prefer not to say
	BI	BJ	BK	BL	BM	BN

### In the media

	Unweighted base	811	62	259	376	62	12	40
	<b>Base: All African Americans adults</b>	811	63	250	384	67	10	38
Lighter skinned African Americans are more likely to be represented than darker skinned African Americans	47%	55%	44%	48%	57%	10%	31%	
		BN*			BN*	**	*	
Darker skinned African Americans are more likely to be represented than lighter skinned African Americans	10%	9%	10%	11%	8%	8%	12%	
		*			*	**	*	
Neither is more likely to be represented than the other	26%	23%	29%	24%	21%	42%	33%	
		*			*	**	*	
Don't know	17%	13%	17%	17%	14%	40%	25%	
		*			*	**	*	

### In TV and movies

	Unweighted base	811	62	259	376	62	12	40
	<b>Base: All African Americans adults</b>	811	63	250	384	67	10	38
Lighter skinned African Americans are more likely to be represented than darker skinned African Americans	45%	41%	46%	46%	47%	33%	33%	
		*			*	**	*	
Darker skinned African Americans are more likely to be represented than lighter skinned African Americans	11%	18%	11%	10%	14%	8%	6%	
		*			*	**	*	
Neither is more likely to be represented than the other	27%	24%	25%	29%	25%	32%	38%	
		*			*	**	*	
Don't know	17%	17%	18%	15%	14%	27%	23%	
		*			*	**	*	

### In sport

	Unweighted base	811	62	259	376	62	12	40
	<b>Base: All African Americans adults</b>	811	63	250	384	67	10	38
Lighter skinned African Americans are more likely to be represented than darker skinned African Americans	15%	24%	13%	16%	20%	-	3%	
		BN*			BN*	**	*	
Darker skinned African Americans are more likely to be represented than lighter skinned African Americans	21%	19%	20%	20%	31%	27%	24%	
		*			*	**	*	
Neither is more likely to be represented than the other	45%	39%	46%	46%	35%	30%	54%	
		*			*	**	*	
Don't know	19%	18%	21%	18%	14%	43%	19%	

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Fieldwork: 11th - 18th March 2019

Sample: 811 Black Americans

Total	Looking at the image below, which would you say comes closest to matching your own skin color?					
	Type 3	Type 4	Type 5	Type 6	Don't know	Prefer not to say
	BI	BJ	BK	BL	BM	BN
	*			*	**	*

### In music

	Unweighted base	811	62	259	376	62	12	40
<b>Base: All African Americans adults</b>		811	63	250	384	67	10	38
Lighter skinned African Americans are more likely to be represented than darker skinned African Americans		26%	29%	26%	27%	36%	21%	10%
			BN*		BN	BN*	**	*
Darker skinned African Americans are more likely to be represented than lighter skinned African Americans		16%	25%	14%	16%	15%	17%	15%
			*		*	*	**	*
Neither is more likely to be represented than the other		39%	30%	43%	39%	31%	39%	49%
			*		*	*	**	*
Don't know		18%	16%	17%	18%	18%	23%	25%
			*		*	*	**	*

Some have argued that actor Will Smith should not be cast to play the role of Richard Williams - the father of tennis players Venus and Serena Williams - in a potential movie because Smith has lighter skin than Williams. Do you consider it acceptable or unacceptable for a lighter skinned African American actor to be cast as a darker skinned African American?

	Unweighted base	811	62	259	376	62	12	40
<b>Base: All African Americans adults</b>		811	63	250	384	67	10	38
Acceptable		48%	60%	52%	45%	49%	54%	26%
			BN*	BN	BN	BN*	**	*
Unacceptable		25%	19%	21%	28%	30%	-	28%
			*		*	*	**	*
Don't know		27%	21%	27%	27%	21%	46%	47%
			*		*	*	**	BI.BJ.BK.BL*

Cell Contents (C< AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT, AU/AV/AW/AX/AY, AZ/BA/BB/BC/BD/BE