



Music

Fieldwork Dates: 30th October - 2nd November 2018

**Conducted by YouGov
On behalf of YouGov OmniBus**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 501 adults. Fieldwork was undertaken between 30th October - 2nd November 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov OmniBus

Music

US_nat Sample: 30th October - 2nd November 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

GAM_q1. In general, what are your favorite genres of music?
Please select up to 3 options from the following list.

Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
Base: All US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Pop	15%	14%	16%	23%	15%	7%	17%	14%	16%	10%	**	15%	**	**	15%
			E	E		*	*		*	*	**		**	**	
Rap	21%	26%	16%	31%	23%	6%	23%	18%	20%	22%	-	21%	-	-	22%
		B	E	E		*	*		*	*	**		**	**	
Hip-hop	39%	40%	38%	55%	44%	15%	45%	40%	39%	28%	-	39%	**	**	36%
			D,E	E		*	*		*	*	**		**	**	
Classic rock	7%	9%	6%	7%	7%	8%	11%	11%	5%	9%	-	7%	-	-	7%
							H*	H*		*	**		**	**	
Country	5%	6%	5%	3%	5%	7%	3%	3%	6%	6%	-	5%	-	-	7%
							*	*		*	**		**	**	
Classical	7%	7%	7%	6%	7%	8%	8%	7%	6%	12%	-	7%	-	-	6%
							*	*		*	**		**	**	
Latin	1%	0%	1%	1%	1%	1%	-	2%	1%	-	-	1%	-	-	-
							*	*		*	**		**	**	
Jazz	18%	21%	16%	6%	13%	35%	15%	22%	15%	35%	-	18%	-	-	15%
			C	C.D		*	*		F,H*	*	**		**	**	
Blues	9%	10%	8%	3%	9%	15%	8%	12%	8%	9%	-	9%	-	-	12%
			C	C		*	*		*	*	**		**	**	
R&B	62%	57%	67%	60%	66%	62%	65%	65%	64%	46%	-	62%	-	-	60%
		A					I*	I*	I	*	**		**	**	
Reggae	8%	8%	8%	7%	10%	8%	8%	7%	10%	3%	-	8%	-	-	8%
							*	*		*	**		**	**	
Dance and Electronic	3%	5%	2%	3%	4%	3%	6%	4%	2%	4%	-	3%	-	-	3%
							*	*		*	**		**	**	
Blues	9%	9%	9%	6%	8%	14%	9%	10%	9%	10%	-	9%	-	-	11%
						C	*	*		*	**		**	**	
World music	2%	3%	1%	5%	1%	1%	1%	1%	1%	8%	-	2%	-	-	2%
			D,E			*	*		H*	*	**		**	**	
Contemporary Christian	6%	3%	7%	3%	5%	8%	1%	5%	7%	7%	-	6%	-	-	5%
						*	*		*	*	**		**	**	
Soul and Funk	19%	22%	17%	14%	19%	26%	21%	28%	18%	14%	-	19%	-	-	19%
						C	*	H*		*	**		**	**	
Punk and Punk Rock	3%	3%	2%	5%	2%	1%	3%	3%	2%	6%	-	3%	-	-	4%
							*	*		*	**		**	**	
New Age	2%	4%	1%	4%	3%	-	2%	3%	2%	4%	-	2%	-	-	3%
			E	E		*	*		*	*	**		**	**	
Folk	1%	1%	1%	2%	1%	-	4%	-	1%	-	-	1%	-	-	1%
							H*	*		*	**		**	**	
Hard Rock and Metal	4%	6%	1%	7%	4%	-	4%	2%	3%	9%	-	4%	-	-	3%
		B	E	E		*	*		*	*	**		**	**	
Gospel or Choir	26%	16%	35%	11%	23%	47%	21%	23%	30%	19%	-	26%	-	-	27%
		A			C	C.D	*	*		*	**		**	**	
Alternative or Indie	3%	2%	4%	4%	3%	2%	5%	2%	3%	2%	-	3%	-	-	2%
							*	*		*	**		**	**	
Other	2%	1%	2%	1%	1%	3%	1%	-	2%	3%	-	2%	-	-	1%
							*	*		*	**		**	**	
Don't know	2%	2%	2%	4%	2%	-	-	1%	3%	3%	-	2%	-	-	2%
			E			*	*		*	*	**		**	**	

To what extent, if at all, do you think African-American culture has influenced these music genres? Please select on option

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Music

US_nat Sample: 30th October - 2nd November 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

GAM_q1. In general, what are your favorite genres of music?
Please select up to 3 options from the following list.

	Unweighted base	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
Base: All US Black Adults	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
Pop	15%	17%	16%	7%	11%	-	10%	-	20%	19%	11%	17%	14%	14%	22%
Rap	21%	19%	19%	14%	13%	10%	20%	6%	27%	20%	21%	20%	20%	22%	21%
Hip-hop	39%	46%	34%	24%	27%	27%	34%	11%	47%	51%	48%	35%	39%	39%	38%
Classic rock	7%	8%	3%	12%	7%	9%	6%	5%	7%	6%	2%	9%	6%	7%	7%
Country	5%	3%	4%	8%	8%	10%	9%	-	3%	3%	3%	6%	6%	4%	6%
Classical	7%	5%	15%	20%	8%	10%	7%	5%	7%	5%	6%	7%	6%	8%	10%
Latin	1%	2%	2%	-	1%	-	2%	-	1%	-	1%	1%	1%	1%	-
Jazz	18%	16%	34%	28%	25%	25%	30%	17%	13%	9%	12%	20%	15%	24%	23%
Blues	9%	6%	4%	4%	12%	7%	6%	19%	7%	10%	11%	8%	11%	3%	10%
R&B	62%	67%	57%	65%	64%	63%	54%	60%	63%	63%	75%	58%	65%	62%	58%
Reggae	8%	8%	9%	18%	12%	9%	8%	-	8%	-	10%	8%	8%	7%	18%
Dance and Electronic	3%	2%	9%	-	2%	12%	4%	-	4%	-	3%	4%	3%	5%	3%
Blues	9%	8%	7%	4%	12%	5%	8%	32%	6%	12%	8%	10%	11%	9%	3%
World music	2%	1%	3%	-	3%	5%	-	6%	1%	3%	3%	2%	2%	-	6%
Contemporary Christian	6%	6%	5%	8%	7%	4%	13%	10%	4%	3%	7%	5%	4%	9%	2%
Soul and Funk	19%	21%	20%	15%	19%	9%	23%	19%	19%	27%	20%	19%	20%	20%	23%
Punk and Punk Rock	3%	2%	-	4%	1%	5%	-	-	4%	3%	-	4%	3%	1%	2%
New Age	2%	2%	2%	-	2%	10%	2%	-	3%	-	3%	2%	3%	3%	2%
Folk	1%	-	3%	-	1%	5%	-	-	1%	-	1%	1%	1%	1%	-
Hard Rock and Metal	4%	5%	2%	2%	4%	4%	2%	-	4%	8%	6%	3%	2%	3%	7%
Gospel or Choir	26%	25%	20%	38%	36%	19%	24%	77%	20%	19%	28%	26%	29%	28%	13%
Alternative or Indie	3%	4%	6%	11%	2%	5%	4%	4%	4%	3%	2%	4%	3%	2%	8%
Other	2%	3%	3%	3%	2%	5%	5%	-	1%	-	1%	2%	1%	2%	5%
Don't know	2%	2%	2%	-	1%	-	-	-	4%	-	1%	2%	1%	2%	2%

To what extent, if at all, do you think African-American culture has influenced these music genres? Please select on option

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Music

US_nat Sample: 30th October - 2nd November 2018



Total	
	Prefer not to say
	AC

GAM_q1. In general, what are your favorite genres of music?
Please select up to 3 options from the following list.

	Unweighted base	
	501	53
Base: All US Black Adults	501	56
Pop	15%	15% *
Rap	21%	20% *
Hip-hop	39%	37% *
Classic rock	7%	13% *
Country	5%	5% *
Classical	7%	8% *
Latin	1%	- *
Jazz	18%	13% *
Blues	9%	11% AA*
R&B	62%	54% *
Reggae	8%	2% *
Dance and Electronic	3%	2% *
Blues	9%	8% *
World music	2%	2% *
Contemporary Christian	6%	8% *
Soul and Funk	19%	15% *
Punk and Punk Rock	3%	5% *
New Age	2%	- *
Folk	1%	2% *
Hard Rock and Metal	4%	8% Z*
Gospel or Choir	26%	22% *
Alternative or Indie	3%	1% *
Other	2%	- *
Don't know	2%	6% Z*

To what extent, if at all, do you think African-American culture has influenced these music genres? Please select on option

YouGov OmniBus

Music

US_nat Sample: 30th October - 2nd November 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

GAM_q2_1. Pop

Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
Base: All US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Influenced a lot	38%	39%	37%	38%	42%	33%	41% *	39% *	35% *	46% *	**	38%	**	**	34%
Influenced somewhat	27%	29%	26%	25%	23%	34% D	31% *	28% *	27% *	27% *	**	27%	**	**	26%
Influenced a little	19%	20%	18%	20%	20%	17%	12% *	24% *	21% *	13% *	**	19%	**	**	19%
Did not influenced at all	8%	7%	10%	7%	10%	9%	10% *	6% *	9% *	9% *	**	8%	**	**	10%
Don't know	7%	5%	9%	10%	5%	7%	7% *	3% *	9% *	4% *	**	7%	**	**	10% O

GAM_q2_2. Rap

Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
Base: All US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Influenced a lot	73%	72%	73%	67%	76%	75%	68% *	81% *	72% *	70% *	**	73%	**	**	65%
Influenced somewhat	10%	14% B	8%	15% E	8%	7%	13% *	7% *	11% *	9% *	**	10%	**	**	12%
Influenced a little	6%	6%	6%	5%	7%	7%	4% *	4% *	8% *	6% *	**	6%	**	**	7%
Did not influenced at all	5%	5%	6%	6%	4%	6%	10% H*	6% *	3% *	10% H*	**	5%	**	**	8% O
Don't know	5%	3%	7%	7%	4%	5%	6% *	2% *	6% *	4% *	**	5%	**	**	8% O

GAM_q2_3. Hip-hop

Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
Base: All US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Influenced a lot	73%	75%	72%	72%	75%	73%	65% *	88% F.H*	71% *	74% *	**	73%	**	**	66%
Influenced somewhat	11%	11%	12%	12%	9%	12%	21% G.H.I*	5% *	12% *	3% *	**	11%	**	**	13%
Influenced a little	7%	7%	7%	5%	10%	7%	3% *	4% *	9% *	6% *	**	7%	**	**	9%
Did not influenced at all	4%	4%	4%	4%	3%	5%	9% G.H*	1% *	3% *	10% G.H*	**	4%	**	**	6% O
Don't know	4%	3%	6%	7%	3%	3%	2% *	2% *	5% *	6% *	**	4%	**	**	6% O

GAM_q2_4. Country

Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
Base: All US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Influenced a lot	16%	21% B	12%	22% E	16%	10%	17% *	9% *	16% *	28% G*	**	16%	**	**	13%
Influenced somewhat	17%	17%	17%	14%	19%	19%	17% *	16% *	17% *	17% *	**	17%	**	**	14%
Influenced a little	27%	24%	30%	28%	28%	27%	25% *	34% *	27% *	22% *	**	27%	**	**	23%
Did not influenced at all	27%	28%	26%	24%	24%	34%	31% *	31% *	25% *	23% *	**	27%	**	**	31% P
Don't know	12%	10%	14%	13%	13%	11%	10% *	10% *	14% *	10% *	**	12%	**	**	19% O,P

GAM_q2_5. Jazz

Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
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Music

US_nat Sample: 30th October - 2nd November 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

GAM_q2_1. Pop

Unweighted base	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
Base: All US Black Adults	501	172	53	23	127	19	48	19	256	31	133	368	259	131	55
Influenced a lot	38%	40%	43%	52%	41%	15%	29%	53%	38%	39%	40%	37%	38%	37%	48%
Influenced somewhat	27%	28%	34%	21%	27%	29%	34%	42%	25%	27%	26%	28%	27%	30%	27%
Influenced a little	19%	20%	16%	17%	20%	25%	22%	-	19%	22%	19%	19%	18%	18%	22%
Did not influenced at all	8%	8%	3%	4%	8%	22%	6%	5%	8%	9%	9%	8%	10%	6%	-
Don't know	7%	4%	3%	6%	4%	9%	9%	-	10%	3%	5%	8%	5%	8%	3%

GAM_q2_2. Rap

Unweighted base	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
Base: All US Black Adults	501	172	53	23	127	19	48	19	256	31	133	368	259	131	55
Influenced a lot	73%	81%	79%	85%	73%	49%	77%	75%	74%	65%	71%	73%	70%	78%	82%
Influenced somewhat	10%	8%	10%	3%	14%	5%	6%	20%	8%	18%	13%	9%	10%	13%	8%
Influenced a little	6%	6%	5%	4%	6%	14%	6%	-	6%	9%	8%	6%	9%	2%	7%
Did not influenced at all	5%	3%	3%	4%	5%	22%	6%	5%	4%	7%	3%	6%	7%	2%	-
Don't know	5%	2%	3%	3%	2%	9%	6%	-	7%	-	4%	6%	4%	5%	3%

GAM_q2_3. Hip-hop

Unweighted base	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
Base: All US Black Adults	501	172	53	23	127	19	48	19	256	31	133	368	259	131	55
Influenced a lot	73%	80%	81%	81%	76%	49%	81%	62%	74%	66%	76%	72%	68%	80%	87%
Influenced somewhat	11%	9%	11%	3%	13%	5%	7%	28%	9%	21%	11%	12%	13%	11%	8%
Influenced a little	7%	6%	3%	9%	7%	27%	4%	5%	7%	6%	8%	7%	12%	3%	2%
Did not influenced at all	4%	2%	3%	4%	3%	10%	5%	5%	3%	7%	2%	5%	4%	2%	2%
Don't know	4%	3%	2%	3%	1%	9%	2%	-	7%	-	3%	5%	4%	3%	2%

GAM_q2_4. Country

Unweighted base	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
Base: All US Black Adults	501	172	53	23	127	19	48	19	256	31	133	368	259	131	55
Influenced a lot	16%	16%	25%	25%	18%	20%	20%	19%	13%	19%	22%	14%	15%	19%	23%
Influenced somewhat	17%	20%	21%	26%	21%	29%	12%	14%	16%	10%	15%	18%	15%	13%	42%
Influenced a little	27%	32%	31%	30%	25%	9%	26%	24%	31%	25%	29%	27%	28%	33%	16%
Did not influenced at all	27%	27%	16%	9%	29%	32%	29%	38%	24%	33%	24%	28%	29%	26%	13%
Don't know	12%	5%	6%	10%	7%	10%	13%	5%	15%	12%	10%	13%	13%	9%	7%

GAM_q2_5. Jazz

Unweighted base	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
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Music

US_nat Sample: 30th October - 2nd November 2018



Total	
	Prefer not to say

GAM_q2_1. Pop

Unweighted base	501	53
Base: All US Black Adults	501	56
Influenced a lot	38%	25% *
Influenced somewhat	27%	22% *
Influenced a little	19%	23% *
Did not influenced at all	8%	12% AB*
Don't know	7%	18% Z,AB*

GAM_q2_2. Rap

Unweighted base	501	53
Base: All US Black Adults	501	56
Influenced a lot	73%	65% *
Influenced somewhat	10%	10% *
Influenced a little	6%	3% *
Did not influenced at all	5%	9% AB*
Don't know	5%	13% Z*

GAM_q2_3. Hip-hop

Unweighted base	501	53
Base: All US Black Adults	501	56
Influenced a lot	73%	67% *
Influenced somewhat	11%	8% *
Influenced a little	7%	2% *
Did not influenced at all	4%	10% AA*
Don't know	4%	13% Z,AA,AB*

GAM_q2_4. Country

Unweighted base	501	53
Base: All US Black Adults	501	56
Influenced a lot	16%	11% *
Influenced somewhat	17%	12% *
Influenced a little	27%	23% *
Did not influenced at all	27%	34% AB*
Don't know	12%	21% AA,AB*

GAM_q2_5. Jazz

Unweighted base	501	53
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Music

US_nat Sample: 30th October - 2nd November 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Base: All US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Influenced a lot	61%	66% B	56%	55%	62%	65%	62% *	62% *	60%	61% *	**	61%	-	**	53%
Influenced somewhat	16%	17%	15%	18%	16%	13%	12% *	23% *	15%	12% *	**	16%	-	**	16%
Influenced a little	9%	6%	11%	8%	5%	14%	14% D G*	3% *	9%	10% *	**	9%	-	**	11%
Did not influenced at all	7%	6%	8%	7%	11%	4%	6% E	8% *	7%	10% *	**	7%	-	**	9%
Don't know	7%	4%	10% A	12% D.E	5%	5%	7% *	4% *	9%	6% *	**	7%	-	**	11% O
GAM_q2.6. Blues															
Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
Base: All US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Influenced a lot	65%	66%	63%	56%	66%	73%	55% C	71% F*	65%	65% *	**	65%	-	**	56%
Influenced somewhat	14%	15%	14%	15%	14%	14%	16% *	10% *	14%	21% *	**	14%	-	**	16%
Influenced a little	8%	9%	8%	10%	9%	7%	13% *	8% *	8%	8% *	**	8%	-	**	10%
Did not influenced at all	6%	5%	6%	10% E	5%	3%	10% I*	6% *	6%	-	**	6%	-	**	9% O
Don't know	6%	4%	8% A	9% E	6%	3%	6% *	5% *	7%	6% *	**	6%	-	**	9% O.P
GAM_q2.7. R&B															
Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
Base: All US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Influenced a lot	74%	72%	76%	64%	74%	86%	70% C.D	84% F*	73%	72% *	**	74%	-	**	70%
Influenced somewhat	14%	18% B	10%	20% E	13%	7%	19% *	8% *	14%	14% *	**	14%	-	**	15%
Influenced a little	6%	7%	4%	5% E	8%	4%	5% *	4% *	6%	10% *	**	6%	-	**	6%
Did not influenced at all	2%	1%	3%	3%	0%	3%	5% H*	4% *	1%	-	**	2%	-	**	3%
Don't know	4%	2%	6% A	7% E	4%	1%	1% *	1% *	6%	4% *	**	4%	-	**	6%
GAM_q2.8. Classic rock															
Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
Base: All US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Influenced a lot	24%	29% B	19%	31% E	23%	16%	21% *	27% *	21%	35% *	**	24%	-	**	20%
Influenced somewhat	21%	21% B	22%	20% E	21%	23%	21% *	23% *	21%	23% *	**	21%	-	**	22%
Influenced a little	22%	23%	21%	14%	24%	29%	27% C	16% C	23%	17% *	**	22%	-	**	17%
Did not influenced at all	20%	18%	22%	20%	20%	21%	23% *	24% *	19%	17% *	**	20%	-	**	24%
Don't know	13%	9%	15% A	15% E	12%	11%	8% *	10% *	15%	8% *	**	13%	-	**	18% O.P
GAM_q2.9. Reggae															
Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
Base: All US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Influenced a lot	54%	54%	54%	51%	62%	49%	55%	52%	53%	60%	-	54%	-	-	44%

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Music

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	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Base: All US Black Adults	501	172	53	23	127	19	48	19	256	31	133	368	259	131	55
Influenced a lot	61%	68% N	65% *	79% **	62% W	49% **	64% *	61% **	62% W	42% *	60%	61%	56%	66%	78% Z.AC*
Influenced somewhat	16%	16% *	17% *	10% **	18% *	20% **	16% *	20% **	13% *	22% *	18%	15%	16%	17%	12% *
Influenced a little	9%	6% *	13% *	4% **	10% *	14% **	10% *	14% **	7% *	16% *	5%	10%	11%	7%	3% *
Did not influenced at all	7%	7% *	2% *	4% **	7% *	7% **	6% *	5% **	7% *	15% *	10%	6%	10% AA	4%	3% *
Don't know	7%	4% *	3% *	3% **	2% *	9% **	6% *	- **	11% R	6% *	7%	8%	7%	6%	3% *
GAM_q2.6. Blues															
Unweighted base	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
Base: All US Black Adults	501	172	53	23	127	19	48	19	256	31	133	368	259	131	55
Influenced a lot	65%	72% N	74% N*	83% **	65% *	54% **	70% *	76% **	65% *	54% *	63%	65%	61%	72% Z	75% *
Influenced somewhat	14%	12% *	18% *	10% **	17% *	20% **	17% *	19% **	10% *	27% V*	20% Y	12%	15%	14%	19% *
Influenced a little	8%	8% *	5% *	- **	8% *	10% **	10% *	- **	9% *	10% *	6%	9%	11%	6%	3% *
Did not influenced at all	6%	4% *	2% *	- **	5% *	7% **	4% *	- **	8% *	3% *	6%	6%	8% AB	3%	- *
Don't know	6%	4% *	2% *	7% **	5% *	9% **	- *	6% **	8% *	6% *	4%	7%	6%	5%	3% *
GAM_q2.7. R&B															
Unweighted base	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
Base: All US Black Adults	501	172	53	23	127	19	48	19	256	31	133	368	259	131	55
Influenced a lot	74%	80% N	78% *	79% **	77% *	59% **	83% *	81% **	73% *	66% *	74%	74%	71%	80% Z	81% *
Influenced somewhat	14%	13% *	10% *	10% **	14% *	15% **	7% *	14% **	13% *	21% *	13%	14%	15%	11%	14% *
Influenced a little	6%	4% *	6% *	4% **	5% *	22% **	6% *	6% **	4% *	8% *	8%	5%	7%	5%	2% *
Did not influenced at all	2%	1% *	3% *	- **	2% *	- **	4% *	- **	2% *	3% *	2%	2%	3%	1%	- *
Don't know	4%	2% *	3% *	7% **	2% *	4% **	- *	- **	7% R	3% *	3%	5%	4%	3%	3% *
GAM_q2.8. Classic rock															
Unweighted base	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
Base: All US Black Adults	501	172	53	23	127	19	48	19	256	31	133	368	259	131	55
Influenced a lot	24%	26% N	34% N*	28% **	23% *	24% **	19% *	9% **	26% *	22% *	26%	23%	20%	27% Z	40% Z.AC*
Influenced somewhat	21%	22% *	14% *	29% **	25% *	20% **	17% *	38% **	19% *	19% *	15%	24% X	23%	19%	22% *
Influenced a little	22%	27% N	30% N*	24% **	24% *	19% **	28% *	53% **	19% *	9% *	23%	22%	22%	26%	23% *
Did not influenced at all	20%	17% *	15% *	12% **	23% *	17% **	16% *	- **	18% *	44% R.T.V*	26%	18%	24% AB	17%	10% *
Don't know	13%	7% *	6% *	6% **	4% *	19% **	20% R*	- **	17% R	6% *	9%	14%	10%	11%	5% *
GAM_q2.9. Reggae															
Unweighted base	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
Base: All US Black Adults	501	172	53	23	127	19	48	19	256	31	133	368	259	131	55
Influenced a lot	54%	63% *	63% *	78% **	56% *	39% **	46% *	48% **	57% *	48% *	59%	52%	50%	59%	69% *

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	Total	Prefer not to say
Base: All US Black Adults	501	56
Influenced a lot	61%	54% *
Influenced somewhat	16%	17% *
Influenced a little	9%	7% *
Did not influenced at all	7%	5% *
Don't know	7%	18% Z.AA.AB*

GAM_q2.6. Blues

	Total	Prefer not to say
Unweighted base	501	53
Base: All US Black Adults	501	56
Influenced a lot	65%	57% *
Influenced somewhat	14%	9% *
Influenced a little	8%	8% *
Did not influenced at all	6%	10% AB*
Don't know	6%	14% Z.AA*

GAM_q2.7. R&B

	Total	Prefer not to say
Unweighted base	501	53
Base: All US Black Adults	501	56
Influenced a lot	74%	69% *
Influenced somewhat	14%	12% *
Influenced a little	6%	3% *
Did not influenced at all	2%	5% *
Don't know	4%	11% Z.AA*

GAM_q2.8. Classic rock

	Total	Prefer not to say
Unweighted base	501	53
Base: All US Black Adults	501	56
Influenced a lot	24%	16% *
Influenced somewhat	21%	18% *
Influenced a little	22%	14% *
Did not influenced at all	20%	18% *
Don't know	13%	34% Z.AA.AB*

GAM_q2.9. Reggae

	Total	Prefer not to say
Unweighted base	501	53
Base: All US Black Adults	501	56
Influenced a lot	54%	43%

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Music

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	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
					C.E		*	*		*	**	**	**	**	
Influenced somewhat	17%	17%	16%	17%	13%	20%	16%	17%	17%	16%	-	17%	-	-	17%
							*	*		*	**	**	**	**	
Influenced a little	11%	12%	10%	13%	9%	10%	10%	10%	11%	11%	-	11%	-	-	12%
							*	*		*	**	**	**	**	
Did not influenced at all	10%	10%	10%	9%	10%	11%	12%	9%	10%	5%	-	10%	-	-	13%
							*	*		*	**	**	**	**	P
Don't know	9%	6%	11%	10%	7%	10%	6%	11%	9%	8%	-	9%	-	-	14%
							*	*		*	**	**	**	**	O.P

GAM_q2_10. Blues

Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
Base: All US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Influenced a lot	65%	66%	64%	55%	66%	74%	54%	73%	65%	67%	-	65%	-	-	58%
					C	C	*	F*	*	*	**	**	**	**	
Influenced somewhat	12%	15%	11%	17%	11%	9%	15%	8%	13%	11%	-	12%	-	-	11%
					E	*	*	*	*	*	**	**	**	**	
Influenced a little	9%	10%	9%	8%	11%	9%	15%	6%	8%	12%	-	9%	-	-	12%
							*	*	*	*	**	**	**	**	
Did not influenced at all	7%	6%	7%	10%	5%	5%	10%	10%	6%	2%	-	7%	-	-	10%
							*	*	*	*	**	**	**	**	P
Don't know	7%	3%	9%	10%	6%	3%	6%	3%	7%	8%	-	7%	-	-	9%
			A	E			*	*	*	*	**	**	**	**	O.P

GAM_q2_11. Soul and Funk

Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
Base: All US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Influenced a lot	66%	68%	64%	57%	68%	74%	60%	76%	65%	63%	-	66%	-	-	57%
					C	C	*	F*	*	*	**	**	**	**	
Influenced somewhat	15%	16%	15%	20%	15%	11%	20%	8%	15%	22%	-	15%	-	-	18%
					G*	*	*	*	*	G*	**	**	**	**	
Influenced a little	7%	9%	6%	7%	7%	7%	9%	9%	7%	5%	-	7%	-	-	8%
							*	*	*	*	**	**	**	**	
Did not influenced at all	4%	2%	6%	5%	4%	3%	7%	4%	4%	2%	-	4%	-	-	7%
							*	*	*	*	**	**	**	**	
Don't know	7%	5%	9%	12%	5%	4%	5%	3%	9%	8%	-	7%	-	-	10%
			A	E			*	*	*	*	**	**	**	**	O

GAM_q2_12. Punk and Punk Rock

Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
Base: All US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Influenced a lot	19%	20%	19%	22%	21%	15%	16%	22%	19%	19%	-	19%	-	-	17%
							*	*	*	*	**	**	**	**	
Influenced somewhat	17%	19%	15%	17%	12%	20%	17%	17%	15%	28%	-	17%	-	-	18%
							*	*	*	H*	**	**	**	**	
Influenced a little	23%	25%	21%	26%	20%	23%	29%	24%	23%	16%	-	23%	-	-	20%
							*	*	*	*	**	**	**	**	
Did not influenced at all	28%	26%	30%	20%	31%	34%	25%	30%	29%	27%	-	28%	-	-	29%
					C	C	*	*	*	*	**	**	**	**	
Don't know	13%	9%	16%	15%	16%	8%	13%	8%	15%	10%	-	13%	-	-	17%
			A	E	E		*	*	*	*	**	**	**	**	O

GAM_q2_13. Dance and Electronic

Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
Base: All US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Influenced a lot	29%	29%	30%	24%	34%	31%	25%	34%	29%	31%	-	29%	-	-	27%
							*	*	*	*	**	**	**	**	
Influenced somewhat	21%	21%	21%	23%	18%	21%	16%	19%	22%	28%	-	21%	-	-	21%

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	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
		N	N*	**		**	*	**		*					Z.AC*
Influenced somewhat	17%	13%	28%	12%	18%	29%	24%	18%	13%	20%	15%	17%	18%	20%	11%
		N.O*	**	**	**	**	V*	**		*					*
Influenced a little	11%	12%	5%	-	14%	11%	9%	9%	9%	16%	13%	10%	12%	9%	9%
		*	**	**	**	**	*	**		*					*
Did not influenced at all	10%	9%	2%	-	8%	10%	11%	5%	11%	11%	7%	11%	11%	6%	7%
		*	**	**	**	**	*	**		*					*
Don't know	9%	3%	3%	11%	4%	12%	9%	20%	11%	6%	6%	10%	9%	6%	3%
		*	**	**	**	**	*	**	R	*					*

GAM_q2_10. Blues

Unweighted base	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
Base: All US Black Adults	501	172	53	23	127	19	48	19	256	31	133	368	259	131	55
Influenced a lot	65%	71%	68%	83%	66%	49%	67%	76%	66%	48%	64%	65%	59%	71%	78%
		N	*	**	**	**	*	**		*				Z	Z*
Influenced somewhat	12%	13%	23%	6%	16%	19%	12%	5%	9%	29%	15%	12%	14%	12%	13%
		N*	**	**	**	**	*	**		V*					*
Influenced a little	9%	8%	6%	-	9%	-	12%	9%	9%	14%	10%	9%	11%	8%	5%
		*	**	**	**	**	*	**		*					*
Did not influenced at all	7%	5%	2%	-	6%	23%	7%	5%	6%	3%	7%	7%	9%	4%	-
		*	**	**	**	**	*	**		*			AB		*
Don't know	7%	4%	2%	11%	3%	9%	4%	6%	9%	6%	5%	7%	6%	5%	3%
		*	**	**	**	**	*	**	R	*					*

GAM_q2_11. Soul and Funk

Unweighted base	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
Base: All US Black Adults	501	172	53	23	127	19	48	19	256	31	133	368	259	131	55
Influenced a lot	66%	76%	74%	79%	68%	39%	73%	66%	68%	51%	60%	68%	62%	76%	72%
		N	N*	**	**	**	W*	**		*				Z.AC	*
Influenced somewhat	15%	11%	20%	2%	13%	47%	13%	24%	12%	34%	19%	14%	17%	12%	19%
		*	**	**	**	**	*	**		R.T.V*					*
Influenced a little	7%	7%	2%	8%	11%	5%	8%	-	6%	3%	10%	6%	8%	7%	7%
		*	**	**	**	**	*	**		*					*
Did not influenced at all	4%	3%	2%	-	4%	-	4%	11%	4%	6%	5%	4%	6%	1%	-
		*	**	**	**	**	*	**		*					*
Don't know	7%	3%	3%	11%	4%	9%	2%	-	10%	6%	6%	8%	7%	3%	2%
		*	**	**	**	**	*	**	R	*					*

GAM_q2_12. Punk and Punk Rock

Unweighted base	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
Base: All US Black Adults	501	172	53	23	127	19	48	19	256	31	133	368	259	131	55
Influenced a lot	19%	22%	23%	24%	20%	10%	10%	28%	23%	6%	21%	19%	20%	21%	21%
		*	**	**	**	**	*	**	W	*					*
Influenced somewhat	17%	16%	14%	22%	21%	20%	20%	22%	12%	27%	14%	18%	14%	17%	24%
		*	**	**	V	**	*	**		V*					*
Influenced a little	23%	25%	29%	23%	25%	37%	26%	10%	23%	12%	23%	23%	21%	26%	35%
		*	**	**	**	**	*	**		*					Z.AC*
Did not influenced at all	28%	30%	25%	12%	27%	20%	28%	30%	27%	46%	28%	28%	33%	25%	15%
		*	**	**	**	**	*	**		R.V*			AB		*
Don't know	13%	7%	9%	19%	7%	14%	16%	10%	15%	9%	13%	13%	12%	12%	5%
		*	**	**	**	**	*	**	R	*					*

GAM_q2_13. Dance and Electronic

Unweighted base	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
Base: All US Black Adults	501	172	53	23	127	19	48	19	256	31	133	368	259	131	55
Influenced a lot	29%	32%	29%	41%	32%	15%	25%	33%	29%	36%	31%	29%	28%	31%	35%
		*	**	**	**	**	*	**		*					*
Influenced somewhat	21%	19%	24%	21%	25%	15%	15%	42%	18%	30%	20%	21%	20%	23%	27%

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	Total	Prefer not to say
		*
Influenced somewhat	17%	9%
		*
Influenced a little	11%	11%
		*
Did not influenced at all	10%	15%
		*
Don't know	9%	21%
		Z_AA,AB*

GAM_q2_10. Blues

	Unweighted base	501	53
		501	56
Base: All US Black Adults			
Influenced a lot	65%	64%	*
			*
Influenced somewhat	12%	5%	*
			*
Influenced a little	9%	8%	*
			*
Did not influenced at all	7%	9%	AB*
			Z_AA*
Don't know	7%	15%	

GAM_q2_11. Soul and Funk

	Unweighted base	501	53
		501	56
Base: All US Black Adults			
Influenced a lot	66%	57%	*
			*
Influenced somewhat	15%	9%	*
			*
Influenced a little	7%	5%	*
			*
Did not influenced at all	4%	10%	AA,AB*
			Z_AA,AB*
Don't know	7%	20%	

GAM_q2_12. Punk and Punk Rock

	Unweighted base	501	53
		501	56
Base: All US Black Adults			
Influenced a lot	19%	12%	*
			*
Influenced somewhat	17%	20%	*
			*
Influenced a little	23%	15%	*
			*
Did not influenced at all	28%	25%	*
			*
Don't know	13%	27%	Z_AA,AB*

GAM_q2_13. Dance and Electronic

	Unweighted base	501	53
		501	56
Base: All US Black Adults			
Influenced a lot	29%	28%	*
			*
Influenced somewhat	21%	13%	

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	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Influenced a little	22%	27%	19%	28%	20%	19%	35%	22%	20%	18%	-	22%	-	-	19%
Did not influenced at all	14%	13%	15%	11%	16%	15%	12%	16%	13%	16%	-	14%	-	-	15%
Don't know	13%	11%	16%	15%	12%	13%	12%	9%	16%	6%	-	13%	-	-	18%

GAM_q3. How significant, if at all, would you say African-American culture has been in shaping contemporary music overall?

Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
Base: All US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Very significant	57%	57%	57%	52%	58%	62%	57%	66%	52%	71%	-	57%	-	-	48%
Somewhat significant	25%	26%	24%	24%	27%	24%	25%	27%	26%	12%	-	25%	-	-	26%
Not very significant	5%	6%	5%	8%	4%	4%	5%	2%	7%	4%	-	5%	-	-	8%
Not at all significant	2%	3%	1%	3%	2%	-	3%	-	1%	5%	-	2%	-	-	2%
Don't know	11%	8%	13%	13%	8%	10%	10%	4%	13%	8%	-	11%	-	-	15%

To what extent do you agree or disagree with the following statements? Please select one option on each row.

GAM_q4_1. It's important to me to support African-American musical artists

Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
Base: US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Strongly agree	46%	44%	48%	41%	51%	47%	53%	42%	45%	48%	-	46%	-	-	44%
Somewhat agree	21%	21%	21%	19%	19%	26%	19%	27%	21%	18%	-	21%	-	-	22%
Neither agree nor disagree	22%	23%	22%	27%	17%	22%	21%	19%	22%	27%	-	22%	-	-	21%
Somewhat disagree	3%	3%	3%	2%	5%	2%	4%	2%	3%	2%	-	3%	-	-	2%
Strongly disagree	4%	5%	3%	5%	6%	2%	4%	10%	3%	3%	-	4%	-	-	5%
Don't know/not sure	4%	4%	4%	6%	3%	2%	-	1%	6%	3%	-	4%	-	-	6%

GAM_q4_2. Music helps me feel connected to others

Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
Base: US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Strongly agree	43%	40%	45%	41%	47%	41%	46%	43%	40%	54%	-	43%	-	-	40%
Somewhat agree	26%	28%	24%	27%	25%	26%	23%	29%	27%	18%	-	26%	-	-	26%
Neither agree nor disagree	21%	20%	21%	18%	17%	27%	22%	17%	22%	17%	-	21%	-	-	22%
Somewhat disagree	3%	3%	3%	2%	5%	2%	7%	5%	2%	2%	-	3%	-	-	2%
Strongly disagree	3%	2%	3%	4%	3%	1%	2%	3%	2%	3%	-	3%	-	-	2%
Don't know/not sure	4%	6%	4%	7%	4%	2%	-	2%	6%	7%	-	4%	-	-	7%

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	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
Influenced a little	22%	28%	27%	12%	17%	34%	21%	5%	28%	6%	20%	24%	25%	18%	23%
Did not influenced at all	14%	13%	11%	8%	18%	17%	18%	5%	11%	19%	17%	13%	14%	17%	5%
Don't know	13%	8%	9%	18%	8%	20%	21%	15%	14%	9%	12%	14%	13%	11%	10%

GAM_q3. How significant, if at all, would you say African-American culture has been in shaping contemporary music overall?

Unweighted base	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
Base: All US Black Adults	501	172	53	23	127	19	48	19	256	31	133	368	259	131	55
Very significant	57%	62%	69%	79%	62%	38%	60%	66%	57%	43%	55%	58%	50%	62%	82%
Somewhat significant	25%	26%	23%	10%	24%	37%	20%	21%	23%	43%	31%	23%	31%	23%	9%
Not very significant	5%	3%	5%	-	6%	5%	4%	5%	6%	3%	5%	6%	6%	4%	5%
Not at all significant	2%	2%	-	-	1%	5%	-	-	2%	5%	2%	2%	3%	-	2%
Don't know	11%	7%	3%	11%	7%	14%	16%	9%	12%	6%	7%	12%	10%	10%	2%

To what extent do you agree or disagree with the following statements? Please select one option on each row.

GAM_q4_1. It's important to me to support African-American musical artists

Unweighted base	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
Base: US Black Adults	501	172	53	23	127	19	48	19	256	31	133	368	259	131	55
Strongly agree	46%	46%	58%	42%	45%	38%	48%	52%	46%	50%	52%	44%	44%	47%	57%
Somewhat agree	21%	18%	23%	32%	30%	5%	10%	24%	19%	32%	16%	23%	22%	25%	20%
Neither agree nor disagree	22%	28%	15%	16%	19%	25%	31%	19%	23%	16%	22%	22%	22%	22%	17%
Somewhat disagree	3%	3%	1%	8%	3%	10%	4%	5%	2%	-	4%	3%	4%	2%	-
Strongly disagree	4%	4%	2%	-	2%	22%	2%	-	5%	-	5%	4%	4%	3%	4%
Don't know/not sure	4%	1%	2%	3%	1%	-	5%	-	6%	3%	2%	4%	3%	1%	2%

GAM_q4_2. Music helps me feel connected to others

Unweighted base	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
Base: US Black Adults	501	172	53	23	127	19	48	19	256	31	133	368	259	131	55
Strongly agree	43%	44%	52%	46%	40%	38%	49%	57%	43%	42%	47%	42%	43%	48%	48%
Somewhat agree	26%	24%	28%	35%	32%	15%	22%	15%	24%	37%	27%	26%	25%	24%	36%
Neither agree nor disagree	21%	22%	13%	12%	19%	30%	23%	28%	20%	18%	17%	22%	23%	20%	13%
Somewhat disagree	3%	4%	3%	4%	4%	17%	2%	-	2%	-	6%	2%	3%	3%	2%
Strongly disagree	3%	3%	2%	-	3%	-	-	-	4%	-	1%	3%	2%	3%	-
Don't know/not sure	4%	2%	2%	3%	2%	-	5%	-	7%	3%	2%	5%	4%	2%	2%

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Music

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	Total	Prefer not to say
Influenced a little	22%	20%
Did not influenced at all	14%	15%
Don't know	13%	24%

GAM_q3. How significant, if at all, would you say African-American culture has been in shaping contemporary music overall?

	Unweighted base	501	53
Base: All US Black Adults	501	56	
Very significant	57%	56%	*
Somewhat significant	25%	15%	*
Not very significant	5%	5%	*
Not at all significant	2%	-	*
Don't know	11%	24%	Z_AA,AB*

To what extent do you agree or disagree with the following statements? Please select one option on each row.

GAM_q4_1. It's important to me to support African-American musical artists

	Unweighted base	501	53
Base: US Black Adults	501	56	
Strongly agree	46%	42%	*
Somewhat agree	21%	8%	*
Neither agree nor disagree	22%	27%	*
Somewhat disagree	3%	2%	*
Strongly disagree	4%	7%	*
Don't know/not sure	4%	14%	Z_AA,AB*

GAM_q4_2. Music helps me feel connected to others

	Unweighted base	501	53
Base: US Black Adults	501	56	
Strongly agree	43%	27%	*
Somewhat agree	26%	29%	*
Neither agree nor disagree	21%	20%	*
Somewhat disagree	3%	3%	*
Strongly disagree	3%	7%	*
Don't know/not sure	4%	14%	Z_AA,AB*

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Music

US_nat Sample: 30th October - 2nd November 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

GAM_q4_3. Black music artists deserve more respect than they generally get

Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
Base: US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Strongly agree	49%	44%	52%	44%	51%	51%	52%	47%	48%	51%	-	49%	-	-	49%
Somewhat agree	21%	25%	18%	21%	21%	22%	19%	21%	23%	13%	-	21%	-	-	21%
Neither agree nor disagree	21%	22%	20%	23%	18%	22%	21%	23%	19%	27%	-	21%	-	-	19%
Somewhat disagree	2%	3%	2%	4%	2%	1%	3%	2%	2%	2%	-	2%	-	-	2%
Strongly disagree	2%	2%	3%	3%	2%	2%	3%	3%	2%	3%	-	2%	-	-	3%
Don't know/not sure	4%	3%	5%	5%	6%	2%	2%	3%	5%	5%	-	4%	-	-	6%
							*	*	*	*	**	**	**	**	O

How knowledgeable, if at all, do you think each of the following people are about the influence of African-American culture on modern music? Please select one option on each row.

GAM_q5_1. You

Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
Base: US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Very knowledgeable	36%	41%	32%	33%	39%	36%	32%	39%	33%	55%	-	36%	-	-	36%
Somewhat knowledgeable	43%	44%	43%	42%	41%	47%	43%	45%	44%	35%	-	43%	-	-	39%
Not very knowledgeable	11%	7%	13%	10%	12%	10%	12%	10%	12%	2%	-	11%	-	-	11%
Not at all knowledgeable	3%	2%	3%	5%	1%	2%	2%	4%	2%	4%	-	3%	-	-	2%
Don't know	7%	5%	9%	10%	7%	5%	11%	2%	8%	4%	-	7%	-	-	12%
							G*	*	*	*	**	**	**	**	O.P

GAM_q5_2. The average American

Unweighted base	501	215	286	171	168	162	76	85	291	49	-	501	-	-	238
Base: US Black Adults	501	230	271	176	162	163	78	85	285	53	-	501	-	-	254
Very knowledgeable	14%	15%	13%	13%	13%	15%	13%	12%	13%	24%	-	14%	-	-	16%
Somewhat knowledgeable	41%	41%	40%	35%	43%	44%	46%	46%	38%	38%	-	41%	-	-	41%
Not very knowledgeable	29%	31%	26%	29%	27%	29%	27%	23%	32%	23%	-	29%	-	-	22%
Not at all knowledgeable	6%	4%	8%	8%	7%	5%	4%	13%	5%	7%	-	6%	-	-	5%
Don't know	10%	9%	12%	15%	10%	6%	11%	6%	12%	8%	-	10%	-	-	15%
				E			*	*	*	*	**	**	**	**	O.P

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, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*)

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Music

US_nat Sample: 30th October - 2nd November 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

GAM_q4_3. Black music artists deserve more respect than they generally get

Unweighted base	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
Base: US Black Adults	501	172	53	23	127	19	48	19	256	31	133	368	259	131	55
Strongly agree	49%	46%	52%	65%	41%	49%	47%	47%	52%	59%	49%	49%	50%	49%	44%
Somewhat agree	21%	20%	30%	11%	35%	15%	12%	29%	16%	26%	22%	21%	18%	25%	31%
Neither agree nor disagree	21%	27%	13%	13%	19%	22%	29%	19%	22%	9%	21%	21%	22%	22%	18%
Somewhat disagree	2%	4%	-	-	1%	5%	4%	-	3%	-	1%	3%	4%	-	2%
Strongly disagree	2%	3%	2%	-	2%	4%	2%	-	3%	-	3%	2%	2%	1%	-
Don't know/not sure	4%	1%	3%	11%	2%	5%	7%	5%	5%	6%	4%	5%	3%	3%	5%

How knowledgeable, if at all, do you think each of the following people are about the influence of African-American culture on modern music? Please select one option on each row.

GAM_q5_1. You

Unweighted base	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
Base: US Black Adults	501	172	53	23	127	19	48	19	256	31	133	368	259	131	55
Very knowledgeable	36%	35%	49%	19%	37%	34%	34%	46%	34%	52%	44%	33%	38%	35%	43%
Somewhat knowledgeable	43%	49%	41%	55%	51%	34%	40%	49%	41%	33%	35%	46%	40%	48%	42%
Not very knowledgeable	11%	11%	3%	15%	9%	14%	10%	-	12%	10%	13%	10%	11%	11%	12%
Not at all knowledgeable	3%	3%	3%	4%	2%	13%	2%	-	3%	3%	3%	3%	3%	2%	-
Don't know	7%	2%	3%	6%	1%	5%	14%	5%	10%	3%	5%	8%	7%	3%	3%

GAM_q5_2. The average American

Unweighted base	501	171	65	27	130	20	48	18	254	31	139	362	258	136	54
Base: US Black Adults	501	172	53	23	127	19	48	19	256	31	133	368	259	131	55
Very knowledgeable	14%	11%	15%	6%	13%	15%	16%	19%	12%	23%	12%	15%	17%	15%	8%
Somewhat knowledgeable	41%	42%	41%	28%	49%	49%	22%	38%	39%	42%	43%	40%	42%	42%	37%
Not very knowledgeable	29%	34%	35%	46%	28%	20%	41%	38%	28%	18%	33%	27%	26%	33%	41%
Not at all knowledgeable	6%	8%	5%	9%	5%	16%	7%	-	7%	8%	6%	7%	6%	5%	9%
Don't know	10%	5%	5%	11%	5%	-	14%	5%	14%	9%	7%	12%	10%	5%	5%

Cell Contents (Col

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Music

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Total	
	Prefer not to say

GAM_q4_3. Black music artists deserve more respect than they generally get

Unweighted base	501	53
Base: US Black Adults	501	56
Strongly agree	49%	46% *
Somewhat agree	21%	17% *
Neither agree nor disagree	21%	14% *
Somewhat disagree	2%	- *
Strongly disagree	2%	7% *
Don't know/not sure	4%	15% Z.AA*

How knowledgeable, if at all, do you think each of the following people are about the influence of African-American culture on modern music? Please select one option on each row.

GAM_q5_1. You

Unweighted base	501	53
Base: US Black Adults	501	56
Very knowledgeable	36%	22% *
Somewhat knowledgeable	43%	46% *
Not very knowledgeable	11%	7% *
Not at all knowledgeable	3%	7% *
Don't know	7%	19% Z.AA,AB*

GAM_q5_2. The average American

Unweighted base	501	53
Base: US Black Adults	501	56
Very knowledgeable	14%	3% *
Somewhat knowledgeable	41%	38% *
Not very knowledgeable	29%	20% *
Not at all knowledgeable	6%	8% *
Don't know	10%	31% Z.AA,AB*

Cell Contents (Col