



Embrey Family Foundation

Findings from a survey for 600 residents
of Dallas, Texas

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Methods

- Lake Research Partners designed and administered this survey that was conducted by telephone, including both landline and cell phones, using professional interviewers October 20-27, 2014.
- The survey reached a total of 600 residents of Dallas, Texas. Telephone numbers for the sample were generated from a list of City of Dallas residents.
- Interviews were conducted in English and Spanish.
- The data were weighted slightly by gender, region, race, party identification, education, and age.

Key Findings



Key Findings

- 1. OPTIMISM:** First and foremost, Dallas residents are optimistic that race relations in Dallas will improve over the next five years (40% say racial discrimination will get better, 17% worse).
- 2. CHILDREN:** The biggest motivation for facing and ending racial discrimination in Dallas is that Dallas' children deserve a better future. There is almost universal agreement on this, with 91% of adults agreeing, including 83% strongly agreeing.

Key Findings

- 3. ECONOMY:** Adults in Dallas believe less racial discrimination and more racial equality can help improve the economy and make for a more prosperous future for everyone.
- 4. LEADERSHIP:** While Dallas residents are optimistic and looking to move forward on race, they expect important and credible figures to lead the way. Dallas residents especially look to police officers and public school teachers, as well as elected leaders to do this.

Key Findings

- 5. SHARED FATE:** This said, a better sense of shared fate definitely needs to be fostered in Dallas. Dallas residents are still more likely to see discrimination against their own group, as compared to others.
- 6. SUMMARY:** Ultimately, adults in Dallas hold broadly shared values and attitudes when it comes to race. They are optimistic that their city can do better, believe children in Dallas deserve a future with less racial discrimination, and that the city and its economy will improve if the city's diversity is leveraged for that gain.

Key Data Points

When it comes to race, Dallas residents are optimistic about the city's future. That said, a real effort needs to be undertaken to generate intensity around moving the city forward on this issue.

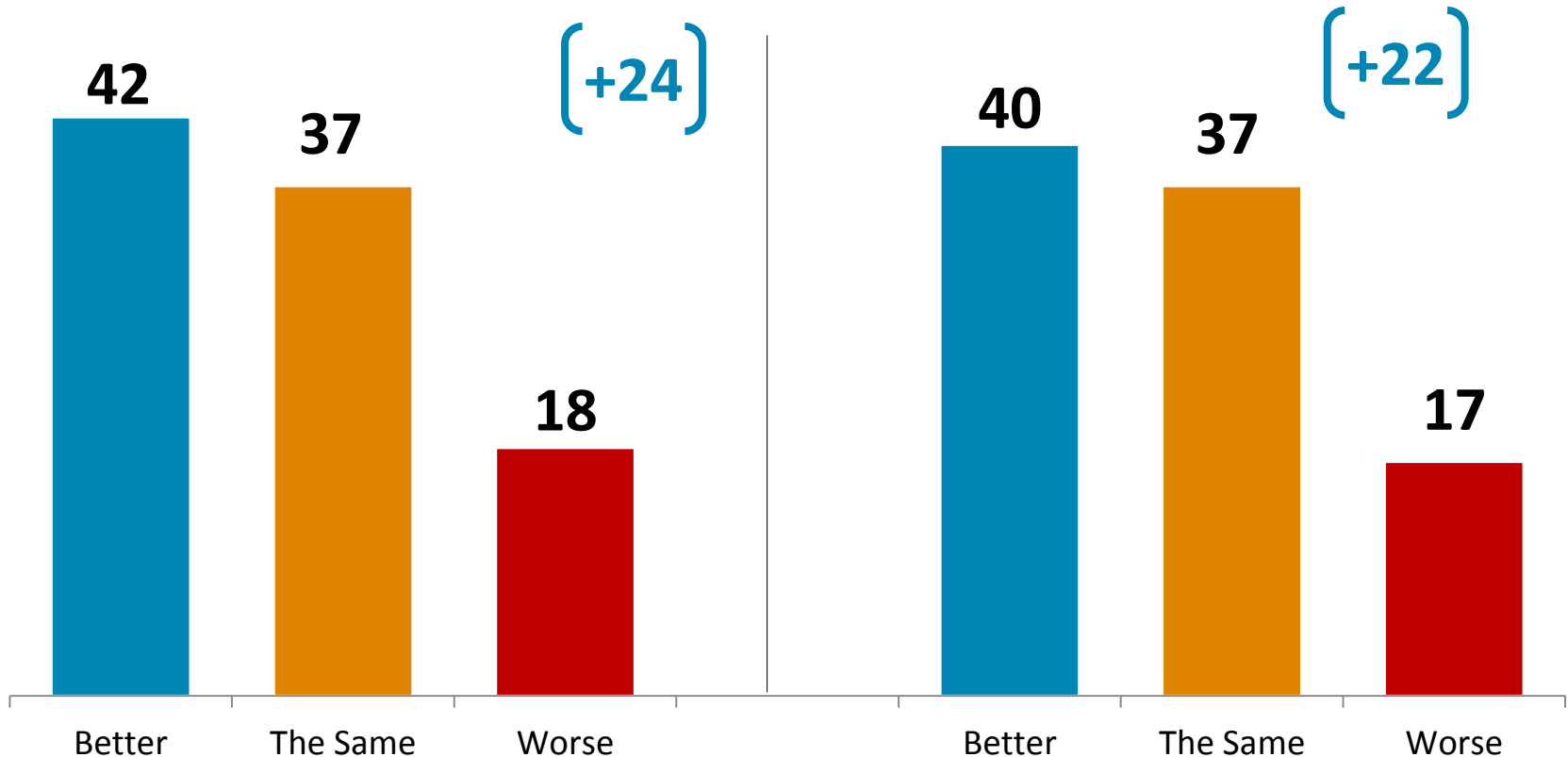


There is optimism around race in Dallas, with residents twice as likely to believe things will get better in the next five years compared to those who think they will get worse. Many believe they will stay about the same.

Race in Dallas Will Get Better/Worse Over the Next 5 years

Racism

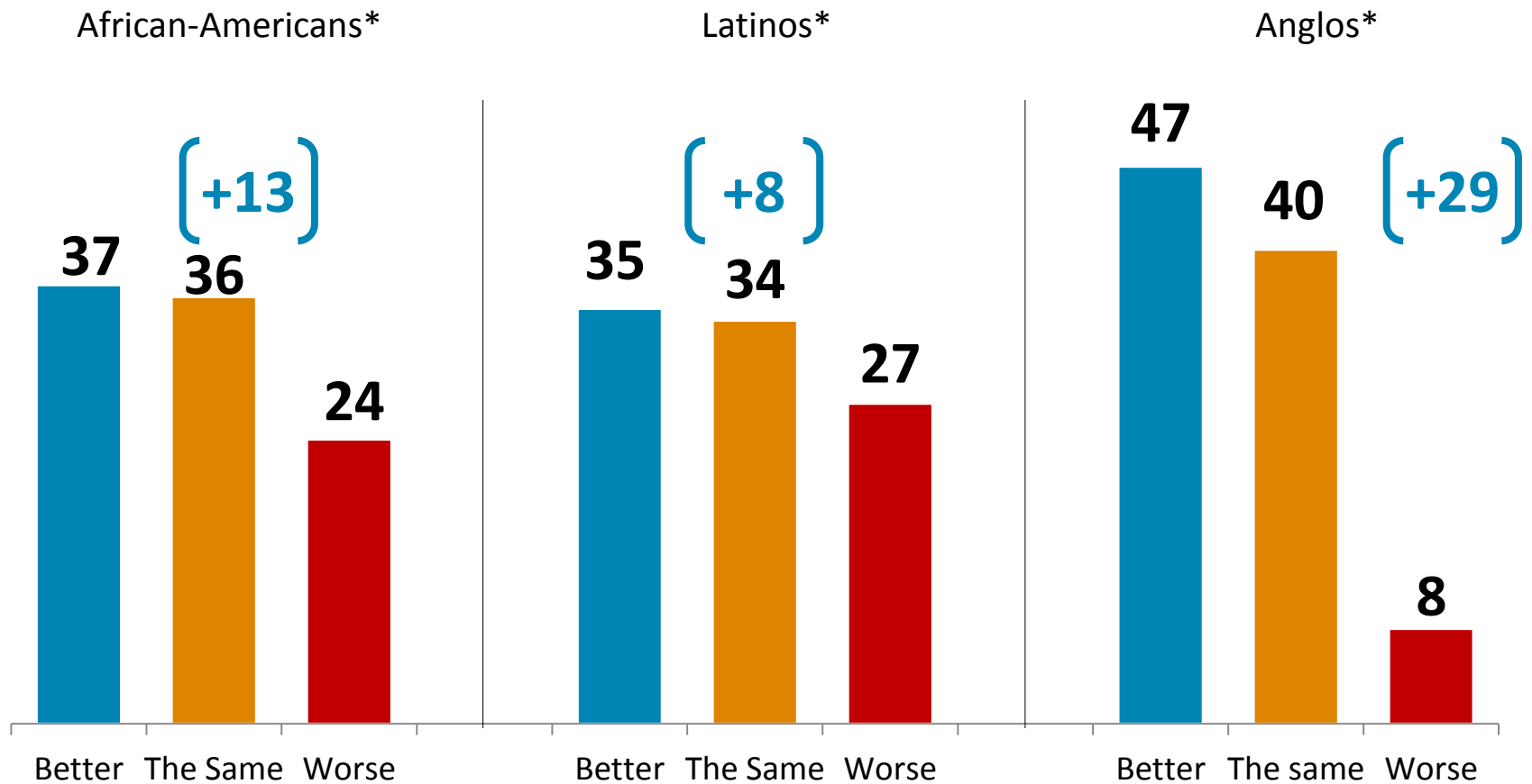
Racial Discrimination



And when you think about racism/racial discrimination in Dallas in the next five years, do you think things will get better, worse, or stay about the same?

There is more pessimism in the Latino and African-American communities about the direction in which Dallas is moving when it comes to race.

Race in Dallas Will Get Better/Worse Over the Next 5 Years

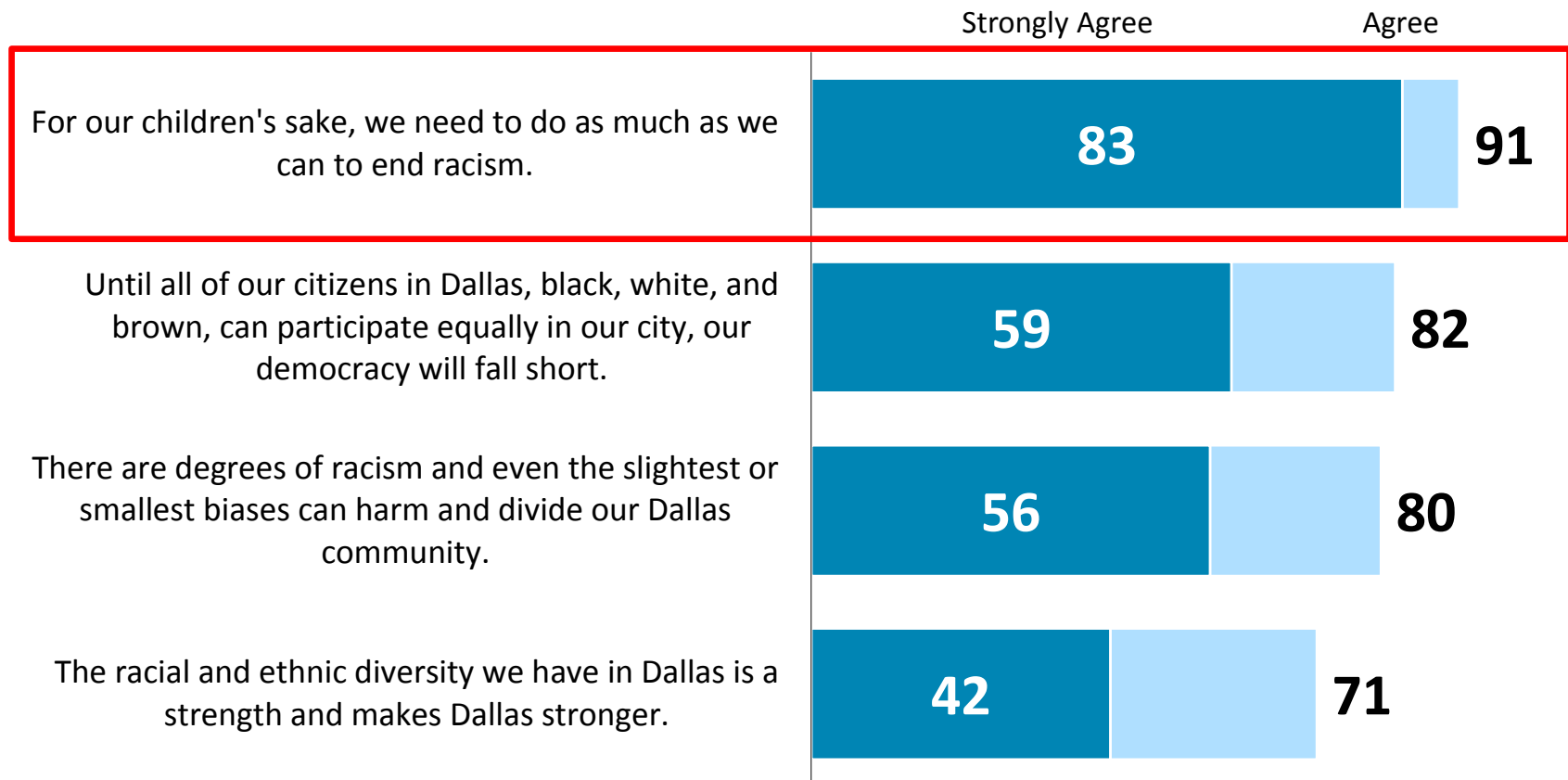


Combined racism/racial discrimination

And when you think about racism/racial discrimination in Dallas in the next five years, do you think things will get better, worse, or stay about the same?

There is near-universal agreement that Dallas should move forward on these issues for the sake of its children. It is a core value. There is also broad agreement on the importance of ending discrimination for the sake of Dallas' democracy and economy.

Most Agreed Upon Statements

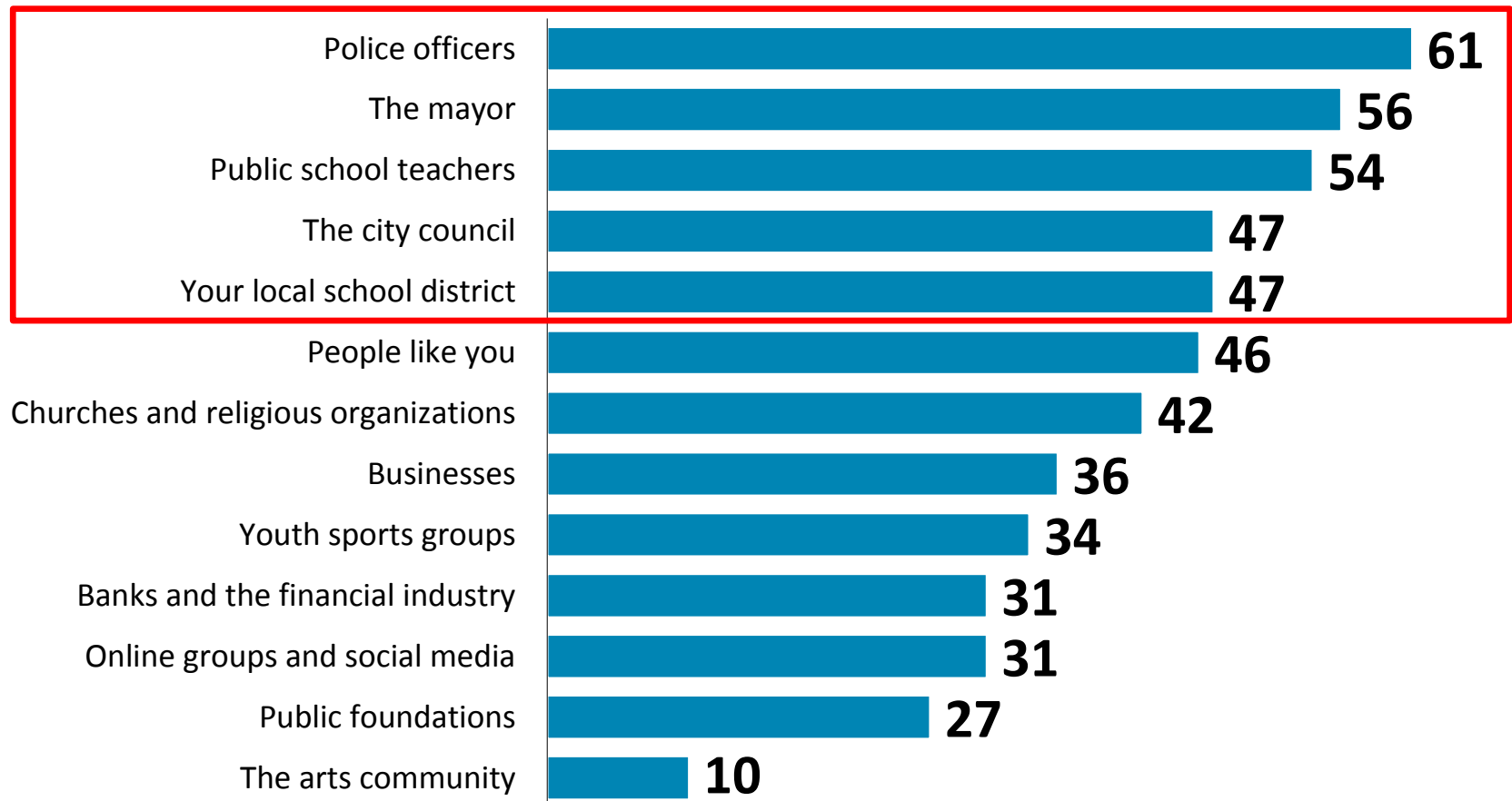


Darker colors indicate intensity. All questions asked of half the sample.

Please tell me if you agree or disagree with each of the following statements.

Police officers, teachers, and politicians are all seen as having a lot of responsibility to deal with race relations in Dallas. These are the leaders Dallas residents are expecting to lead on these issues.

Who Has “A Lot” of Responsibility for Dealing With Race?

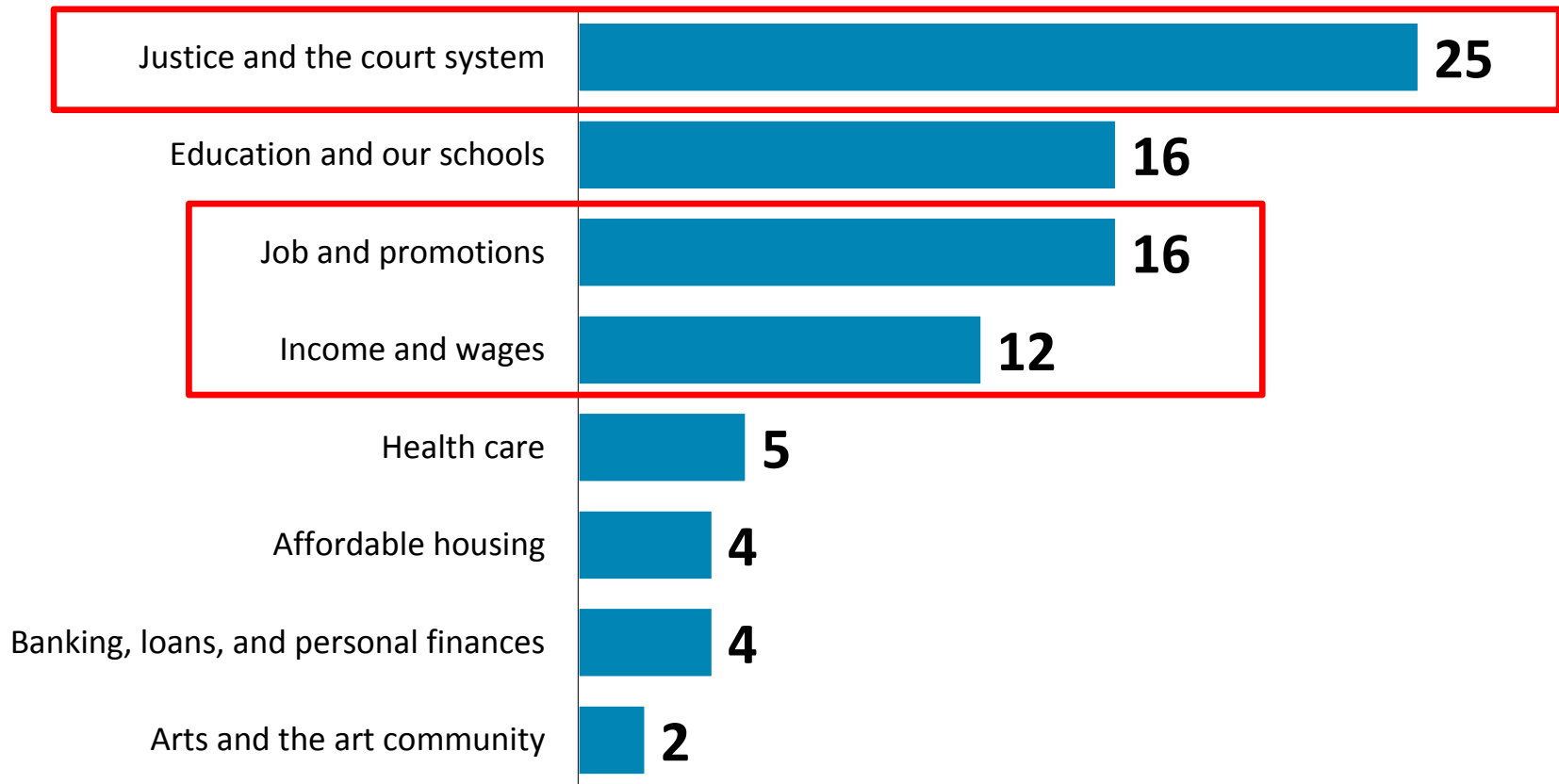


ALL questions asked of half the sample.

Here are some groups or individuals that may be involved in improving racial equality in the City of Dallas. For each one, tell me if you think that group has a LOT of responsibility, SOME responsibility, A LITTLE, or NO responsibility at all when it comes to racial equality and race relations in Dallas.

The justice system, courts, and jobs and promotions are seen as being the areas most affected by discrimination. The economy is also high, with the two economic concerns combining for 28%. Education is a close second.

What Area of Life in Dallas is Most Affected by Racial Discrimination?



Here are some issues facing Dallas. Thinking about Dallas, which issue do you think is MOST affected by racism?

The most persuasive message about addressing racial equality in Dallas deals with the importance of diversity and battling discrimination to benefit the city's economy.

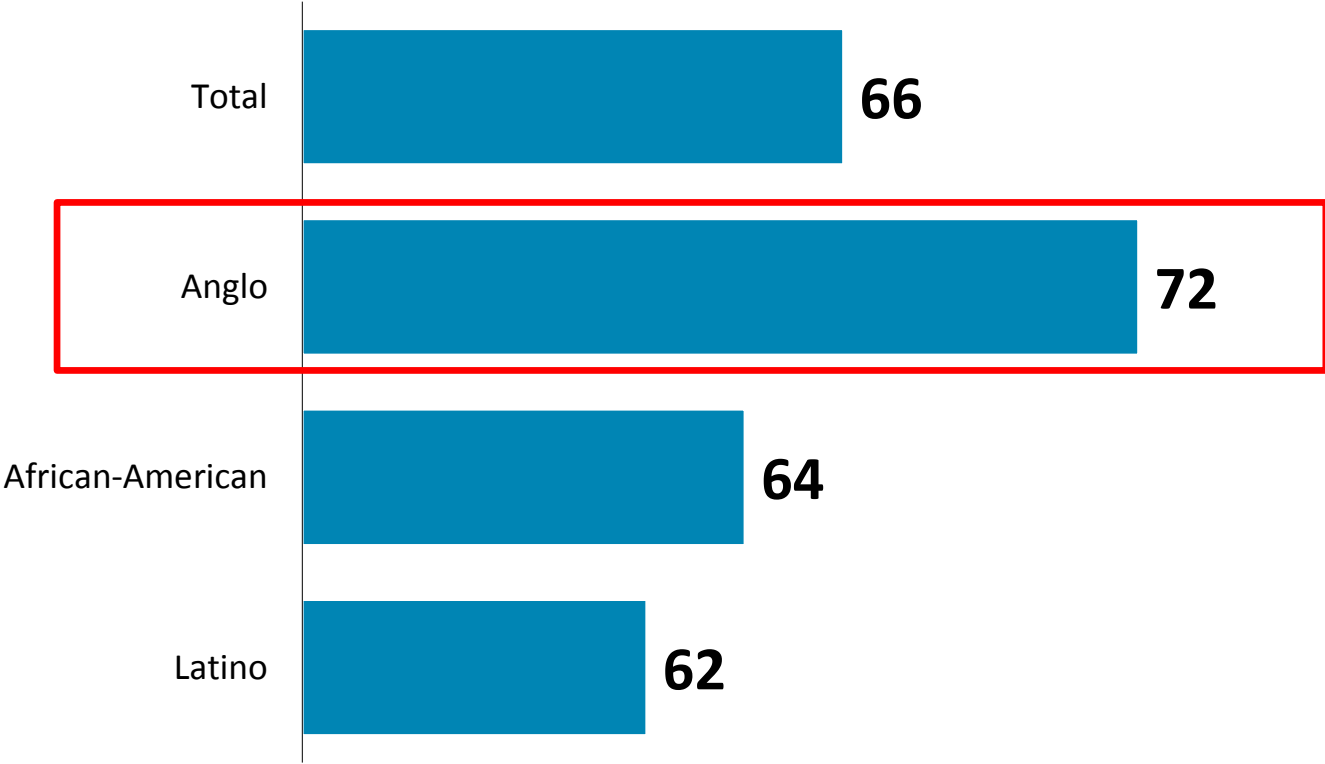
Dallas has the potential to be one of the most dynamic and innovative economic centers in the United States. We have people of all different colors; from all over the world, with all kinds of skills, backgrounds, and languages. That diversity is one of our biggest assets and we need to unite and use all our talent and ideas to grow and prosper.

Asked of half the sample.

Is that a VERY convincing, SOMEWHAT convincing, NOT TOO convincing, or NOT AT ALL convincing reason to address racial equality in Dallas?

The economic message is strong with everyone, but is particularly compelling to Anglo residents. It is far and away the strongest message for them.

Percent Rating the Economic Message “Very Convincing”



Asked of half the sample.

Is that a VERY convincing, SOMEWHAT convincing, NOT TOO convincing, or NOT AT ALL convincing reason to address racial equality in Dallas?

The economic language is the strongest overall, because Anglos scored it higher than African Americans or Latinos. However, “American Dream” and “Democracy” messages are even stronger within the African-American and Latino communities.

American Dream

For Dallas to be the best city it can be, we need to make sure everyone in Dallas has the opportunity to achieve the American Dream. By promoting racial equality, we make sure that the best and brightest are moving Dallas forward, regardless of their race. A more diverse Dallas will be a stronger Dallas.

Democracy

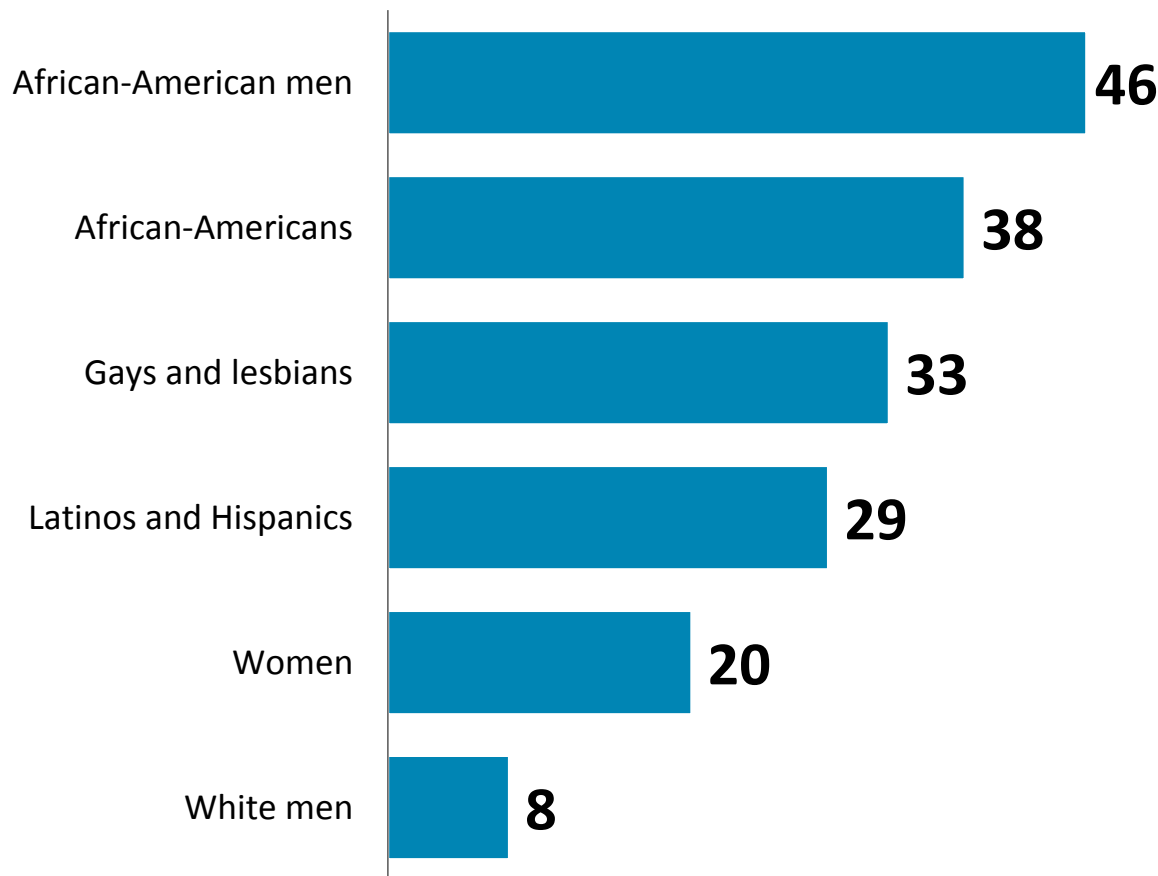
A working democracy needs everyone to participate. And Dallas is no different. That is why we need to work together to bring everyone into the process, have everyone’s word be heard, and create a responsive government that we can all believe in. To do that, we need to work to increase participation in all communities, especially communities of color.

All messages asked of half the sample.

Is that a VERY convincing, SOMEWHAT convincing, NOT TOO convincing, or NOT AT ALL convincing reason to address racial equality in Dallas?

Dallas residents are more likely to see discrimination against their own group compared to others. African-Americans are far more sensitive to discrimination overall than Anglos and Latinos.

Which groups receive “a lot” of discrimination



African-Americans	
African-American men	67
African-Americans	55
Gays and lesbians	36

Latinos	
Latinos	36
Gays and Lesbians	35
African-American men	32

Anglos	
African-American men	37
African-Americans	32
Gays and lesbians	31

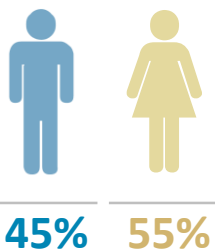
Now, I am going to read you a list of concerns that some people in this area have mentioned. Please tell me which one you think is the most important issue for your State Senator to address?

Demographics



Dallas: General Demographics

GENDER



AGE

Under 30	—	16%
30-39	—	19%
40-49	—	16%
50-64	—	24%
65+	—	22%

EDUCATION

High School or Less	—	34%
Post-H.S. / Non-College	—	26%
College Graduate	—	25%
Post-Graduate	—	12%



37%
College Grad
or Post Grad

RACE

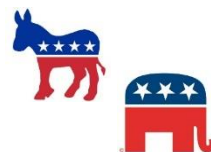
White	43%
Black	30%
Latino	20%
Other	6%

PARENTAL STATUS

Child in Home	26%
No Children in Home	71%

PARTY ID

Democrat	—	48%
Republican	—	21%
Independent	—	20%



REGION

CD 30	—	37%
CD 32	—	29%
Outer Dallas West	—	20%
Outer Dallas East	—	14%

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Strategy • Precision • Impact



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