

The Ebony Magazine/W.K. Kellogg Foundation
A National Survey of 1,000 African-American Households
February 2014

Good evening. I am calling on behalf of Ebony Magazine and the W.K. Kellogg Foundation. We are not selling anything or promoting any products or services. We are only interviewing African-Americans tonight on some important topics. Our partnership will support independent research on financial, health and social issues.

The survey covers a variety of topics. Your answers will be treated confidentially, and we do not have your name. I will ask if you would like to speak with a reporter after completing the survey. May I speak to the youngest adult in the household?

YES.....CONTINUE.....1
NO.....CONTINUE.....2

1. Are you 18 years or older?

YES.....CONTINUE.....1
NO.....**TERMINATE**.....2

2. Respondent's gender (CODE: DO NOT ASK)

Male..... 1
Female..... 2

Now let's get started.

3. Could you please tell me how many adults age 18 or over currently live this household?

1.....1
2.....2
3.....3
4.....4
5.....5
More than 56

4. Are you the head of household?

Yes..... 1
No..... 2
Not sure..... 3

5. To begin, do you think things in the country are generally going in the right direction, or are they pretty seriously off on the wrong track?

- Right Direction.....1
- Wrong Track.....2
- (Don't know/Not Sure).....3

6. Generally speaking, are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the overall quality of your life?

- Very satisfied 1
- Somewhat satisfied 2
- Not very satisfied 3
- Not at all satisfied 4
- (Don't know/Not Sure) 5

7. In your own words, what issue concerns you the most? **(ONE CHOICE)**

PLEASE CODE:

- Improving public education 1
- Improving local infrastructure like roads and bridges 2
- Improving the economy and creating jobs 3
- Providing more affordable housing 4
- Improving traffic flow and lessening congestion 5
- Reducing crime and making the streets safer 6
- Reducing taxes 7
- Government spending 8
- Access to healthcare 9
- Access to dental care 10
- Access to mental healthcare 11
- The quality of the healthcare you receive 12
- Eliminating corruption in government 13
- Homelessness 14
- Mortgage foreclosures 15
- Street violence 16
- Too many guns 17
- Teen pregnancy 18
- The spread of HIV/AIDS 19
- More parks and recreation 20
- Lack of well-paying jobs 21
- Racism 22
- Saving for retirement 23
- Availability of fresh foods & vegetables 24
- Environmental issues (pollution, dumping, toxins, etc.) 25
- Campaign Finance Reform 26
- (Don't know/Not sure) 27

Now let me ask you something different. I am going to name an issue and I would like you to tell me if you believe the country is making progress, losing ground, or are things about the same as they were five years ago?

	Making Progress	Losing Ground	About the Same	DK
8. Providing a quality education	1	2	3	4
9. Reducing racism	1	2	3	4
10. Providing well-paying jobs or creating jobs	1	2	3	4
11. Promoting strong family values	1	2	3	4
12. Providing access to health care	1	2	3	4
13. Reducing the gap between the rich and the poor	1	2	3	4
14. Promoting racial healing and progress	1	2	3	4
15. Reducing poverty, hunger and homelessness	1	2	3	4
16. Immigration policy	1	2	3	4
17. Making sure affordable housing is available	1	2	3	4
18. Breaking down the barriers to racial progress	1	2	3	4
19. Providing equal opportunities in education and the workplace	1	2	3	4
20. Reducing crime and violence	1	2	3	4

FINANCES:

21. All in all, would you say that your personal finances have gotten a lot better, somewhat better, somewhat worse or a lot worse during the past five years?

- A lot better.....1
- Somewhat better.....2
- Somewhat worse.....3
- A lot worse.....4
- Don't know.....5

22. Do you currently own the home or condo you live in, or do you rent?

- Home owner..... 1 **(ASK NEXT QUESTION)**
- Renter 2
- Don't know/Not sure..... 3

23. Are you up to date on your mortgage payments, or are you behind?

- Up to date..... 1 **(SKIP NEXT QUESTION)**
- Behind..... 2 **(ASK NEX QUESTION)**
- Not sure..... 3 **(SKIP NEXT QUESTION)**

24. How many months are you behind on your mortgage payments?

(READ)

- 1-3 months..... 1
- 4-6 months..... 2
- 6 months to a year.....3
- Over a year.....4
- Not sure/Don't know..... 5

25. How concerned are you about income inequality?

- Very Concerned.....1
- Somewhat concerned.....2
- Not very concerned.....3
- Not concerned at all.....4
- Don't know.....5

Now, let me ask you something different.

26. Do you have children or grandchildren in public schools, private, charter or parochial schools in grades K to 12?

- Yes.....1 (ASK QUESTIONS 27-31)
- No.....2
- Not sure.....3

27. Would that be public schools, private, charter or parochial schools?

- Public school.....1
- Private school.....2
- Charter schools.....3
- Parochial schools4
- Don't know5

28. Do you feel the schools are providing your children or grandchildren with a quality education?

- Yes.....1
- No.....2
- Not sure.....3

29. What would you say is the biggest issue affecting a child's quality of education?

(ROTATE 1-7)

- Students with behavioral issues or special needs.....1
- Lack of parental involvement2
- Overcrowded classrooms3
- Violence and school safety4
- Students using alcohol and drugs5
- Funding differences between school districts.....6
- The quality of teachers.....7
- Don't know8

30. Have your children or grandchildren been disciplined or suspended from school during the past few years?

- Yes.....1
- No.....2
- Not sure.....3

31. Do you feel the suspension was justified?

- Yes.....1
- No.....2
- Not Sure.....3

HEALTHCARE:

32. In general, how would you describe your own health? Would you say it is excellent, very good, good, fair or poor?

- Excellent1
- Very good.....2
- Fair3
- Poor4
- Don't know5
- Refused6

33. How often do you visit a physician or healthcare provider? Would that be regularly, somewhat regularly, occasionally or not at all?

- Regularly.....1
- Somewhat regularly..... 2
- Occasionally.....3

Not at all.....4
Don't know/ Not sure.....5

34. How often do you visit a dentist? Would that be regularly, somewhat regularly, occasionally or not at all?

Regularly.....1
Somewhat regularly.....2
Occasionally..... 3
Not at all.....4
Don't know/ Not sure.....5

ASK WOMEN RESPONDENTS ONLY:

35. Did you breastfeed your children?

Yes.....1 (ASK QUESTIONS 37 & 38)
No.....2
Don't know/ Not sure.....3

36. Why did you breastfeed?

Improve the nutritional health of the baby..... 1
To lose baby weight..... 2
Don't trust formula..... 3
The cost of buying formula..... 4
Just prefer natural methods.....5
Build the bond between mother and child 6
Don't know.....7

37. For how long did you breastfeed? Would that be three months or less, six months or less, six months to year, more than one year?

Three months or less.....1
Six months or less.....2
Longer than six months.....3
One year.....4
More than one year.....5
Not sure/don't know.....6

38. When you were breastfeeding, did you receive support from the following?

READ EACH ONE:

- A hospital.....1
- Your employer.....2
- A breastfeeding counselor.....3
- Midwife.....4
- Family members and friends.....5
- Healthcare Providers.....6
- Your spouse/significant other or baby's father.....7
- Not sure/don't know.....8

39. If you feel ill or sick, where do you usually go to seek healthcare?

READ AND CODE:

- Doctor's office or private clinic1
- Community health center / clinic2
- Hospital outpatient department3
- Hospital emergency room4
- Urgent Care facility.....5
- Some other place6
- Don't know7

40. Is your healthcare provider located in an area that is convenient for you to get to?

- Yes1
- No.....2
- Don't know/Not sure.....3

41. Do you feel comfortable that your healthcare provider understands and adequately provides quality services to African Americans?

- Yes..... 1
- No..... 2
- Don't know/Not sure..... 3

43. Do you have employer-based insurance, Medicaid, Medicare, or are you a member of a state or federal health exchange?

- Yes..... 1 **(ASK NEXT QUESTION)**
- No..... 2
- Not sure.....3

44. How familiar are you with the Affordable Care Act, sometimes referred to as Obamacare? Would that be very familiar, somewhat familiar, not very familiar or not familiar at all?

- Very Familiar.....1
- Somewhat familiar.....2
- Not very familiar.....3
- Not familiar at all.....4
- Don't know.....5

45. Do you plan on enrolling in the program or have you already signed up?

- Yes.....1
- No.....2
- Don't know.....3

46. Have you a lost a child or family member to infant mortality?

- Yes..... 1
- No..... 2
- Don't know..... 3

MENTAL HEALTH, DRUGS AND ALCHOHOL:

47. Do you believe mental health, drug and alcohol treatment should be readily available for everyone who needs it regardless of their ability to pay?

- Yes..... 1
- No..... 2
- Don't know..... 3

48. How big a problem is mental health in the African-American community? Would you say it is a very big problem, a big problem, a not so big problem or a not a big problem at all?

- Very Big.....1
- Big.....2
- Not so big.....3
- Not big at all.....4

49. Homicide and suicide are among the leading causes of death among younger African American men and boys. Do you know anyone that been killed or committed suicide?

- Yes..... 1 (**ASK NEXT QUESTION**)
- No..... 2
- Not sure/don't know3

50. Was the cause of death suicide or homicide?

- Homicide..... 1
- Suicide..... 2
- Not sure/don't know3

Now, let's change the subject.

51. Now, I'm going to read to some to read you some approaches that have been set forth to address the modern day challenges facing young black men and boys. Please tell me which one you think will be the most effective approach. Improving early childhood education, providing better resources for public schools to have the tools and technologies needed to provide a quality education, decreasing the availability of guns, providing more access to mental health and counseling services or providing more mentoring and afterschool programs?

ROTATE:

- Improving early childhood education..... 1
- Decreasing the availability to guns.....2
- Improved accessibility to mental health counseling for young adults3
- Providing better resources for public schools.....4
- More mentoring/afterschool programs.....5
- Providing quality education.....6
- Providing schools with better resources and the technology to provide a quality education.....7
- More parental or male influence and direction..... 8
- Not sure/don't know9

Relationships:

52. Are you currently married or in a committed relationship?

- Yes CONTINUE
- No.....SKIP QUESTIONS
- Not sure.....SKIP QUESTIONS

53. How satisfied are you in your current relationship?

- Very satisfied1
- Somewhat satisfied2
- Somewhat dissatisfied.....3
- Very dissatisfied.....4

54. What are the greatest challenges and stresses to your relationship?

- Financial issues1
- Work-related issues.....2
- Child rearing and discipline3
- Lack of time quality together4
- Dealing with family members.....5
- Infidelity.....6
- Don't know7

55. What do you think is the most important ingredient to a happy and healthy relationship?

- Shared spiritual values1
- God and a Christ-centered relationship2
- Good communication.....3
- Physical compatibility.....4
- Similar interests5
- A supportive family or community.....6
- Understanding and forgiveness.....7
- Don't know.....8

56. What activities do you engage in the most when you spend down time with your family?

- Watching TV or movies.....1
- Playing games or watching sports.....2
- Church related activities.....3
- Reading together.....4
- Cooking together and enjoying meals out...5
- Traveling together.....6
- Don't know.....8

57. What values do you most want to pass on to your children?

READ ONLY ONE CHOICE:

- Spiritual faith and belief in God.....1
- Financial responsibility and money management....2
- Self-discipline and control3
- The value of a quality education.....4
- Strong self-esteem.....5
- Compassion and kindness for others.....6
- Honesty and integrity7
- Don't know.....8

JUVENILE JUSTICE:

58. Do you believe our society does enough to support and nurture young men and boys of color?

- Yes.....1
- No.....2
- Don't know.....3

59. Some states are moving to implement pre-kindergarten programs for young children to enter school at age 3. Experts say this leads to children having more successful life outcomes and should be available in all school districts. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree?

- Strongly agree.....1
- Somewhat agree.....2
- Strongly Disagree.....3
- Disagree.....4
- Don't know.....5

60. Please tell me how much racism and discrimination there is against African-Americans in our society today. Would you say there is a lot of racism and discrimination, some, only a little or none at all?

- A lot..... 1
- Some.....2
- Only a little..... 3
- None at all..... 4
- Don't know.....5

61. Do you feel the racism of today is mostly conscious or unconscious?

- Conscious.....1
- Unconscious.....2
- Don't know.....3

62. Is racism or discrimination something you face very often, sometimes or hardly at all?

- Very often.....1
- Sometimes2
- Hardly at all.....3
- Don't know.....4

63. Where do you experience racism or discrimination the most?

- In activities like shopping, eating out or traveling.....1
- In the workplace..... 2
- Personal relationships..... 3
- In finding healthcare..... 4
- In schools or the educational system..... 5
- In finding suitable housing..... 6
- Or are you not affected by it..... 7
- Don't know.....8

64. Generally speaking, how would you characterize the way the media portrays African Americans?

- Generally positively.....1
- Generally negatively.....2
- Neutral.....3
- Don't know.....4

65. Unconscious bias happens when people discriminate against others without realizing it. Do you think this happens a lot, sometimes or hardly at all?

- A lot.....1
- Sometimes.....2
- Hardly at all.....3
- Don't know/ Not sure.....4

66. Has unconscious bias affected you in your daily life?

- Yes.....1
- No.....2
- Unsure.....3

Now, let's change the subject:

INTERNET:

67. Do you use any social networking sites like Facebook, Instagram, Twitter, LinkedIn or others?

- Yes.....1
- No.....2
- Don't know.....3

68. Which social networking site do you use the most?

- Facebook.....1
- Twitter.....2
- LinkedIn.....3
- Instagram.....4

69. What news source do you rely on the most?

ROTATE ORDER:

- Social Media.....1
- Television news.....2
- Radio.....3
- Internet.....4
- Major daily regional or national newspapers.....5
- African-American newspapers.....6
- Other.....7
- Don't know/ Not sure.....8

Now, let me ask you something different.

70. Mr. Smith is a strong advocate for racial healing, and he wants people of all races and ethnicities to better understand the pain and suffering caused by centuries of racism and inequities in our society. Mr. Smith says he would like to see the barriers in education and the workplace broken down to create more opportunities for everyone. Mr. Smith says encouraging racial healing, creating better opportunities and a more level playing field will ultimately improve the lives of everyone.

Mr. Jones says we have come a long way as a nation, and although we still have a long way to go, adequate opportunities exist for people who work hard and play by the rules. Mr. Jones says we live in a post-racial society and it's not about race any more. Mr. Jones says there will always be some racism and discrimination, but it can be easily overcome with hard work and the right attitude. Today's world is full of opportunities for the taking.

Whom do you agree with the most?

Mr. Smith, who says there needs to be more racial healing and a level playing field for everyone.

OR:

Mr. Jones, who says it's not about race, but about doing your best as an individual to get ahead.

(IF DON'T KNOW ASK) To whom would you lean towards agreeing with the most? Mr. Smith or Mr. Jones?

- Mr. Smith..... 1
- Lean Mr. Smith.....2
- Mr. Jones.....3
- Lean Mr. Jones.....4
- Don't know.....5

Now, I'm going to ask you a few questions for statistical purposes.

71. Which of the following categories best describes your age?

18-24.....	1
25-29.....	2
30-34.....	3
35-39.....	4
40-44.....	5
45-49.....	6
50-59.....	7
60 or older	8
(Don't know/Not sure/Refused).....	9

72. What is the last grade in school you completed?

Grade school.....	1
Some high school	2
High school graduate.....	3
Some college	4
College graduate.....	5
Graduate school.....	6
Technical school.....	7
(Don't know/Not sure/Refused).....	8

73. What is your current marital status - are you married, single, living together or engaged, widowed, or divorced?

Married.....	1
Single.....	2
Widowed	3
Divorced.....	4
Single But Living Together as a Couple.....	5
(Don't know/Not sure/Refused).....	6

74. Do you have children other relatives under the age of 18 living at home with you?

Yes.....	1
No.....	2

75. Do you have children or other relatives over the age of 18?

Yes.....1

No.....2

76. For statistical purposes only, we need to know your total household income for 2013. Will you please tell me which of the following categories best represents your total family income?

Less than \$20,000.....1

\$20,000-\$30,000.....2

\$30,000-\$40,000.....3

\$40,000-\$50,000.....4

\$50,000-\$75,000.....5

\$75,000-\$100,000.....6

Over \$100,000.....7

(Don't know/Not sure/Refused).....8

77. What type of work do you do?

High level professional.....1

Middle level professional.....2

Executive, Manager.....3

Sales, Proprietor.....4

White collar worker.....5

Skilled laborer.....6

Semi-and unskilled laborer.....7

Homemaker.....8

Student.....9

Unemployed.....10

Retired.....11

Other.....12

Self-Employed.....13

(Don't know/Not sure/Refused).....14

78. Are you currently working full time, part-time, seasonal or are you unemployed or retired?

- Full time.....1
- Part-time.....2
- Seasonal.....3
- Unemployed.....4
- Retired.....5

79. Are you or is any member of your household a current member of the military on active duty, a member on non-active duty, a member of the National Guard, reserves or a veteran?

IF YES: ASK: What would that be?

IF NO: SKIP

READ:

- Someone on active duty1
- Non active.....2
- National Guard/reserves3
- Veteran4
- (Don't know/Not sure).....5

80. Please tell me your family origins?

READ:

- African-American/Black1
- African-Caribbean2
- African Immigrant Family.....3
- Mixed Race African-American4
- (Other/Refused)5

81. Code state: _____

82. Are you willing to speak with a reporter about these issues?

- Yes.....1
- No.....2
- Not sure.....3

THANK FOR YOUR TIME AND GOOD NIGHT:

83. What is your name and the best number to reach you?

Name: _____

Phone: _____