



GMI POLL: AFRICAN-AMERICAN CULTURE STUDY

African-American Social Status

We asked our African-American panel to rank from most to least the items that are important to social standing. A stable family was first, followed by education, then income, career, and home ownership. Clothes, jewelry, cars and body image were all at the bottom of the list.

Please rank from most to least the items that are important to your social standing in the African-American community:		
	Ranked 1 st	Ranked in top 3
Stable family	31%	59%
Education	25%	60%
Income	16%	56%
Career	7%	54%
Home ownership	6%	27%
Clothes	6%	14%
Car	5%	17%
Jewelry	2%	9%
Weight	1%	3%

We asked our African-American panelists the value they placed on a college education. 44% say it is the most important part of becoming successful and finding a good job, while another 44% say it is very important.

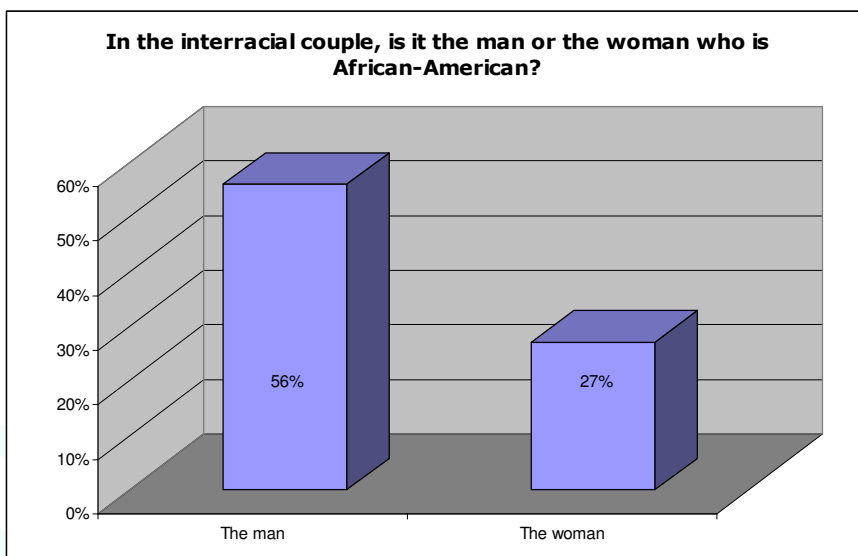
Next, we asked our panelists what sort of importance most African-Americans place on a college education. When the question changed from personal opinion to the perceptions of others, the percentages dropped dramatically.

How important is a college education?		
	Me personally	Perceptions of others
A college education is the most important part of becoming successful and finding a good job.	44%	22%
A college education is a very important part of becoming successful and finding a good job.	44%	41%
A college education is a somewhat important part of becoming successful and finding a good job.	11%	33%
College is a waste of time.	1%	5%

Interracial Marriage

The study examined the perception that being in an interracial relationship is more difficult than being in a same-race relationship. Less than half (49%) of African-American respondents said they would consider marrying someone outside of their race. 21% said they would not ever consider it.

82% of African-American respondents indicated that they are friends with or are an acquaintance of an African-American involved in an interracial relationship. Survey data indicates that two times more often, it is African-American males who enter interracial relationships.



Only 24% of African-American respondents said interracial couples told them being in the relationship was harder than they thought. However, the largest number of respondents (38%) said it was no different than they thought.

Life as an interracial couple	
	Total
It is easier than they thought.	12%
It is harder than they thought.	24%
It is no different than they thought.	38%
I don't know.	26%

African-American Marketplace

The majority of African-American respondents said there aren't enough African-American owned establishments in their communities, such as grocery stores, tax help, barber shops, beauty salons, car dealerships and banks. Only 3% said there are enough African-American owned establishments to address all their shopping needs. 67% said there are very few to no African-American owned establishments close to where they live.

Even though most African-American respondents admit they shop where it is convenient for them, 72% of them indicated they would still like to shop at African-American owned establishments.

African-American owned establishments	
	Total
I make a conscious effort every time I shop to only shop at African-American owned establishments.	4%
I make a conscious effort to mostly shop at African-American owned establishments.	14%
I would like to shop at African-American owned establishments, but mostly I go where it is convenient.	54%
I don't care if the places I shop at are African-American owned, I shop where it is most convenient.	28%

Survey data shows that money flowing into the African-American community is quite low. After paying for housing, 70% of African-American respondents spend less than one-fifth of their income at African-American owned establishments. Half spend less than 10% of their income at African-American owned shops.

African-American Literature

When asked why more African-American authors haven't crossed over into the mainstream, less than a third of African-American respondents said mainstream readers are the problem because most actively avoid reading books written by African-American authors.

35% said the books are the problem: African-American authors just don't appeal to most Americans. The largest number, nearly two-thirds, say African-American authors have seen very little crossover success because the books are only marketed and distributed to an African-American audience.

Why haven't more African-American authored books gained large mainstream readership? (Click all that apply)	
	Total
Mainstream audiences actively avoid reading African-American authored books.	32%
Most African-American authored books are only marketed and distributed to an African-American audience.	62%
Most African-American authored books don't appeal to a mainstream audience.	35%

68% of African-American respondents say they agree or somewhat agree that most African-American authors can attract readers from a mainstream audience. 67% agree or somewhat agree that African-American authored literature is too narrowly marketed to a primarily African-American audience.

Condoleezza Rice and the African-American community

In the political realm, Condoleezza Rice is seen by many as the most powerful African-American female in the world. The survey asked African-American respondents numerous questions about Rice to see if her position helps her garner the support of the African-American community.

Only 34% of African-American female respondents say Rice is doing a good job as Secretary of State. Combined with male respondents, Rice's approval rating increases to 41%.

The majority of both African-American male and female respondents (74%) agree that Rice should use her power and position to help the African-American community. When asked if Rice is still concerned with the welfare of the African-American community, only 19% of female respondents agree. The number jumps to 32% when male respondents are asked.

Do you feel like Condoleezza Rice is still concerned with the welfare of the African-American community?		
	Male	Female
Yes	32%	19%
No	45%	47%
I don't know.	24%	34%

Almost half (45%) of African-American respondents say they feel like Condoleezza Rice is still part of the African-American community. More than half of male respondents (52%) say Rice is still part of the community, while only 39% of female respondents agree.

Background/Methodology

This study was powered by GMI (Global Market Insite, Inc.), a provider of global market intelligence solutions. Using its African-American specialty panel, which counts over 100,000 members nation-wide, GMI polled 1,285 African-Americans online in the U.S. in December 2007.

GMI solutions include market research software, desktop analysis tools, 24x7x365 service bureau, and one of the world's largest, highly profiled, double opted-in managed panels, providing reach to millions of consumers in more than 200 countries and territories. Founded in 1999 with global headquarters in Seattle, Wash., GMI has operations on five continents. In 2007, the company ranked #229 in *Inc. Magazine's* Inc. 500, and #97 on Deloitte's Technology Fast 500 for North America.

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Raw Data

Q.3 Please indicate the genre of the last book you read? (Select one of the following)	
	Total
No. of interviews	1,285
Fiction	29%
Literature	2%
Biography	6%
Non-fiction	12%
Politics	1%
Science	2%
Self help	6%
Motivational	5%
Inspirational	9%
Motivational/African-American literature	4%
Inspirational/African-American literature	3%
Gospel	9%
Chicklit	1%
Street life (Ghetto lit)	3%
Other (Please specify)	7%

Q.5 What types of books do you want to read more of in future? (Select all that apply)	
	Total
No. of interviews	1,285
Fiction	48%
Literature	19%
Biography	34%
Non-fiction	41%
Politics	14%
Science	16%
Self help	30%
Motivational	35%
Inspirational	37%

Motivational/African-American literature	40%
Inspirational/African-American literature	39%
Gospel	27%
Chicklit	6%
Street life (Ghetto lit)	16%
Other (Please specify)	7%

Q.7 How many books did you buy last year?	
	Total
No. of interviews	1,285
0-1	18%
2-4	29%
5-10	33%
11+	20%

Q.8 Do most African-American authors write books that can attract readers from a mainstream audience?	
	Total
No. of interviews	1,285
Yes	37%
No	14%
Somewhat	31%
I don't know.	18%

Q.9 Do you think African-American authored literature is too narrowly marketed to a primarily African-American audience?	
	Total
No. of interviews	1,285
Yes	39%
No	27%
Somewhat	26%
I don't know.	9%

Q.10 Why haven't more African-American authored books gained large mainstream readership? (Click all that apply)	
	Total
No. of interviews	1,285
Mainstream audiences actively avoid reading African-American authored books.	32%
Most African-American authored books are only marketed and distributed to an African-American audience.	62%
Most African-American authored books don't appeal to a mainstream audience.	35%

Q.11 Was the last book you read written by an African-American author?	
	Total
No. of interviews	1,285
Yes	40%
No	52%
I don't know.	8%

Q.12 Was the last book you read written for an African-American audience?	
	Total
No. of interviews	1,285
Yes	27%
No	57%
I don't know.	16%

Q.13 When thinking about African-American authors, please choose the statement you agree with most below:	
	Total
No. of interviews	1,285
All the books I read are written by African-American authors.	4%
Most of the books I read are written by African-American authors.	18%
Some of the books I read are written by African-American authors.	42%
A few of the books I read are written by African-American authors.	29%
None of the books I read are written by African-American authors.	7%

Q.14 When thinking about a book intended for an African-American audience, please choose the statement you agree with most below:	
	Total
No. of interviews	1,285
Every single book I read is written for an African-American audience.	5%
Most of the books I read are written for an African-American audience.	16%
Some of the books I read are written for an African-American audience.	40%
A few of the books I read are written for an African-American audience.	31%
None of the books I read are written for an African-American audience.	8%

Q.15 What is your favorite genre of African-American literature? (Please rank your top 3 choices)	
	Total
No. of interviews	1,285
Motivational (The percentage of respondents who picked the Motivational genre as one of their top three choices.)	
Total	33%
First	16%
Second	8%
Third	9%
Inspirational life stories (The percentage of respondents who picked the Inspirational Life Stories genre as one of their top three choices.)	
Total	34%
First	12%
Second	14%
Third	9%
Motivational/African-American literature (The percentage of respondents who picked the Motivational/African-American Literature genre as one of their top three choices.)	
Total	23%
First	7%
Second	8%
Third	8%
Inspirational/African-American literature (The percentage of respondents who picked the Inspirational/African-American Literature genre as one of their top three choices.)	
Total	22%
First	5%

Second	9%
Third	8%
Sci-fi (The percentage of respondents who picked the Sci-fi genre as one of their top three choices.)	
Total	12%
First	4%
Second	4%
Third	4%
Romance (The percentage of respondents who picked the Romance genre as one of their top three choices.)	
Total	18%
First	7%
Second	7%
Third	5%
Relationship drama (The percentage of respondents who picked the Relationship Drama genre as one of their top three choices.)	
Total	22%
First	7%
Second	8%
Third	7%
Street life (Ghetto Lit) (The percentage of respondents who picked the Street Life genre as one of their top three choices.)	
Total	15%
First	5%
Second	4%
Third	6%
Chicklit (The percentage of respondents who picked the Chicklit genre as one of their top three choices.)	
Total	3%
First	1%
Second	2%
Third	1%
Gospel (The percentage of respondents who picked the Gospel genre as one of their top three choices.)	
Total	15%
First	7%
Second	5%

Third	4%
Gospel fiction (The percentage of respondents who picked the Gospel Fiction genre as one of their top three choices.)	
Total	5%
First	1%
Second	2%
Third	2%
Biographical (The percentage of respondents who picked the Biographical genre as one of their top three choices.)	
Total	23%
First	9%
Second	7%
Third	7%
Suspense/Thriller (The percentage of respondents who picked the Suspense/Thriller genre as one of their top three choices.)	
Total	16%
First	4%
Second	6%
Third	6%
Mystery/Detective (The percentage of respondents who picked the Mystery/Detective genre as one of their top three choices.)	
Total	12%
First	4%
Second	4%
Third	5%
Horror (The percentage of respondents who picked the Horror genre as one of their top three choices.)	
Total	6%
First	2%
Second	2%
Third	2%
Young adult (The percentage of respondents who picked the Young Adult genre as one of their top three choices.)	
Total	4%
First	1%
Second	1%
Third	2%

Poetry (The percentage of respondents who picked the Poetry genre as one of their top three choices.)	
Total	12%
First	3%
Second	4%
Third	5%
Finance (The percentage of respondents who picked the Finance genre as one of their top three choices.)	
Total	9%
First	2%
Second	3%
Third	5%
Other (Please specify) (The percentage of respondents who picked Other as one of their top three choices.)	
Total	5%
First	2%
Second	1%
Third	2%

Q.17 How do you pick the books you are going to read? (Please check all that apply)	
	Total
No. of interviews	1,285
Bestsellers list	34%
Essence bestsellers list	18%
Recommended by Oprah	12%
Recommended by Oprah's book club	11%
Reviews from non-African-American critics	12%
Reviews from African-American critics	20%
Reviews from a non-African-American newspaper	9%
Reviews from an African-American newspaper	8%
Recommended by a friend or family member	55%
Recommended by a book club	17%
Other (Please specify)	25%

Q.19 Do themes of sex, drug dealing and relationship drama in African-American books appeal to you?	
	Total
No. of interviews	1,285
Yes	40%
No	52%
I don't know.	8%

Q.20 Do you use an African-American owned bank?	
	Total
No. of interviews	1,285
Yes, it is the only bank I use.	3%
One of the banks I use is African-American owned.	10%
I do not use an African-American owned bank.	87%

Q.21 How many times monthly do you shop at African-American owned establishments?	
	Total
No. of interviews	1,285
1-3	44%
4-6	19%
7-9	7%
10+	5%
None	25%

Q.22 What percentage of your income (minus housing) do you spend at African-American owned establishments?	
	Total
No. of interviews	1,285
100%-91%	2%
90%-81%	1%
80%-71%	2%
70%-61%	2%
60%-51%	2%

50%-41%	6%
40%-31%	7%
30%-21%	12%
20%-11%	20%
10%-1%	33%
0%	13%

Q.23 Please choose the statement below you agree with most:	
	Total
No. of interviews	1,285
I make a conscious effort every time I shop to only shop at African-American owned establishments.	4%
I make a conscious effort to mostly shop at African-American owned establishments.	14%
I would like to shop at African-American owned establishments, but mostly I go where it is convenient.	54%
I don't care if the places I shop at are African-American owned, I shop where it is most convenient.	28%

Q.24 Are there enough African-American owned establishments close to you where you could do most of your shopping and find the services you need (e.g. tax help, grocery shopping, haircut, banking services, car dealership etc.)?	
	Total
No. of interviews	1,285
I could do all my shopping at African-American owned establishments.	3%
There are a lot of African-American owned shops, but not enough to do all my shopping.	11%
There are some African-American owned shops.	19%
There are very few African-American owned shops.	48%
There are no establishments owned by African-Americans close to me.	19%

Q.25 What sort of importance do you place on a college education?	
	Total
No. of interviews	1,285
I think a college education is the most important part of becoming successful and finding a good job.	44%
I think a college education is a very important part of becoming successful and finding a good job.	44%

I think a college education is a somewhat important part of becoming successful and finding a good job.	11%
College is a waste of time.	1%

Q.26 What sort of importance do you think most African-Americans place on a college education?	
	Total
No. of interviews	1,285
Most African-Americans think a college education is the most important aspect to being successful and finding a good job.	22%
Most African-Americans think a college education is a very important part of becoming successful and finding a good job.	41%
Most African-Americans think a college education is a somewhat important part of becoming successful and finding a good job.	33%
Most African-Americans think college is a waste of time.	5%

Q.27 Please rank from most to least the items that are important to your social standing in the African-American community:	
	Total
No. of interviews	1,285
27.A.1 These are the items respondents ranked as most important to social standing.	
Clothes	6%
Jewelry	2%
Car	5%
Education	25%
Career	7%
Stable family	31%
Income	16%
Home ownership	6%
Weight	1%
27.A.2 These are the items respondents ranked as second most important to social standing.	
Clothes	4%
Jewelry	3%
Car	6%
Education	21%
Career	25%

Stable family	13%
Income	18%
Home ownership	9%
Weight	1%
27.A.3 These are the items respondents ranked as third most important to social standing.	
Clothes	4%
Jewelry	4%
Car	6%
Education	14%
Career	22%
Stable family	15%
Income	22%
Home ownership	12%
Weight	1%
27.A.4 These are the items respondents ranked as fourth most important to social standing.	
Clothes	3%
Jewelry	3%
Car	6%
Education	14%
Career	18%
Stable family	11%
Income	24%
Home ownership	17%
Weight	4%
27.A.5 These are the items respondents ranked as fifth most important to social standing.	
Clothes	4%
Jewelry	2%
Car	9%
Education	12%
Career	16%
Stable family	10%
Income	11%

Home ownership	30%
Weight	5%
27.A.6 These are the items respondents ranked as sixth most important to social standing.	
Clothes	14%
Jewelry	3%
Car	35%
Education	7%
Career	5%
Stable family	5%
Income	3%
Home ownership	9%
Weight	18%
27.A.7 These are the items respondents ranked as seventh most important to social standing.	
Clothes	32%
Jewelry	13%
Car	22%
Education	3%
Career	4%
Stable family	5%
Income	3%
Home ownership	5%
Weight	13%
27.A.8 These are the items respondents ranked as eighth most important to social standing.	
Clothes	26%
Jewelry	33%
Car	8%
Education	4%
Career	2%
Stable family	5%
Income	1%
Home ownership	7%
Weight	14%

27.A.9 These are the items respondents ranked as the least important to social standing.	
Clothes	6%
Jewelry	38%
Car	3%
Education	1%
Career	1%
Stable family	5%
Income	1%
Home ownership	4%
Weight	42%

Q.30 Please choose the statement you agree with most below:	
	Total
No. of interviews	1,285
The only way for African-Americans to get ahead is to pull away from mainstream America and work within the African-American community.	21%
The only way for African-Americans to get ahead is to continue to push for integration with mainstream America in all aspects of society and government.	79%

Q.31 Are you friends with or do you know any interracial couples (African-Americans who have married a non-African-American)?	
	Total
No. of interviews	1,285
Yes	82%
No	15%
I don't know.	2%

Q.32 In the interracial couple you are friends with or know, is it the man or the woman who is African-American?	
	Total
No. of interviews	1,070
The man	67%
The woman	33%

Q.33 Is living life as an interracial couple easier or harder than they thought?	
	Total
No. of interviews	1,070
It is easier than they thought.	12%
It is harder than they thought.	24%
It is no different than they thought.	38%
I don't know.	26%

Q.34 Would you ever consider marrying someone outside of your race?	
	Total
No. of interviews	1,285
Yes	49%
No	21%
Maybe	23%
I don't know.	7%

Q.35 Please tell me if you voted in a national or local election during the last 12 months?	
	Total
No. of interviews	1,285
Yes	67%
No	31%
I don't know.	2%

Q.36 Did you vote in the 2004 presidential election? (Bush / Kerry)	
	Total
No. of interviews	1,285
Yes	76%
No	23%
I don't know.	2%

Q.37 Today, do you identify yourself more with the Republican or Democratic Party?	
	Total
No. of interviews	1,285
Republican	7%
Democratic	73%
Other	11%
I don't know.	9%

Q.38 Would you switch and vote for Barack Obama if he were the Democratic presidential nominee for president?	
	Total
No. of interviews (Republicans only)	90
Yes	41%
No	39%
I don't know.	20%

Q.39 If the election were held today among these three candidates, who would you vote for?	
	Total
No. of interviews	1,285
Hillary Clinton	26%
Barack Obama	50%
Mitt Romney	2%
I don't know.	22%

Q.40 Do you think Condoleezza Rice is doing a good job as Secretary of State?	
	Total
No. of interviews	1,285
Yes	37%
No	34%
I don't know.	29%

Q.41 Should Condoleezza Rice use her power and position to help the African-American community?	
	Total
No. of interviews	1,285
Yes	74%
No	10%
I don't know.	16%

Q.42 Do you feel like Condoleezza Rice is still concerned with the welfare of the African-American community?	
	Total
No. of interviews	1,285
Yes	25%
No	46%
I don't know.	29%

Q.43 Do you feel like Condoleezza Rice is still part of the African-American community?	
	Total
No. of interviews	1,285
Yes	45%
No	36%
I don't know.	19%

Q.44 How many times in the past month have you gone to church?	
	Total
No. of interviews	1,285
None	41%
1-4	32%
5-8	11%
9-11	4%
12+	11%
I don't know.	1%

Q.2 Please indicate your gender.	
	Total
No. of interviews	1,285
Male	50%
Female	50%

Q.45 What is the highest level of education you have completed? (Select one of the following)	
	Total
No. of interviews	1,285
Some school	1%
High school graduate	15%
Some college	37%
Two-year degree	14%
Four-year degree	22%
Postgraduate: masters degree	8%
Postgraduate: doctorate degree	2%

Q.46 What area of the U.S. do you live in?	
	Total
No. of interviews	1,285
West coast	11%
Mid-west	19%
South	46%
Northeast	23%

Q.47 Please indicate the population of your city, town or village:	
	Total
No. of interviews	1,285
I live in a major city (500,000 person population or more).	46%
I live in a smaller city (between 100,000 and 500,000 person population).	28%
I live in a town (between 20,000 and 100,000 person population).	18%
I live in a village (less than 20,000 person population).	3%

I live in a completely rural area (scattered population).	5%
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Q.48 Which of the following describes your marital status?	
	Total
No. of interviews	1,285
Married, living with spouse	37%
Married, living separately from spouse	3%
Single, living with somebody	17%
Single, living alone	25%
Separated	3%
Divorced	10%
Widowed	2%
Prefer not to answer	2%

Q.49 Which category below describes your personal annual income before taxes? (Record actual)	
	Total
No. of interviews	1,285
Less than \$18,150	15%
\$18,151 - \$36,300	25%
\$36,301 - \$54,450	23%
\$54,451 - \$90,750	19%
\$90,751 - \$145,200	7%
\$145,201 or more	2%
Prefer not to answer	8%

Q.50 Which category below describes your annual household income before taxes? (Record actual)	
	Total
No. of interviews	1,285
Less than \$18,150	10%
\$18,151 - \$36,300	21%
\$36,301 - \$54,450	23%

\$54,451 - \$90,750	23%
\$90,751 - \$145,200	10%
\$145,201 or more	4%
Prefer not to answer	9%

Q.51 Including yourself, how many persons are currently living in your household?	
	Total
No. of interviews	1,285
One	22%
Two	26%
Three	21%
Four	15%
Five	10%
Six or more	5%

Q.52 Please indicate your occupation.	
	Total
No. of interviews	1,285
Employed full-time (by someone else)	54%
Employed part-time (by someone else)	9%
Self-employed	7%
Temporarily unemployed (looking for work)	7%
Retired	8%
Homemaker	6%
Full-time student	7%
Other	3%

Q.53 What best describes your occupational level? If you are unemployed, please specify this for your last job.	
	Total
No. of interviews	1,285
Managers and senior officials	10%

Professional occupations	23%
Associate professional and technical	11%
Administrative and secretarial	16%
Skilled trades occupations	9%
Personal service occupations	6%
Sales and customer service occupations	15%
Process, plant, and machine operatives	3%
Unskilled or elementary occupations	7%

Q.54 Please indicate your age.	
	Total
No. of interviews	1,285
18-24	10%
25-34	23%
35-44	25%
45-54	27%
55+	15%

