

These are findings from an Ipsos poll conducted for Thomson Reuters June 18-22, 2015. For the survey, a sample of 1,402 Americans, including 943 who identify as white, and an oversample of 294 who identify as African-American/black, ages 18+ were interviewed online. The precision of the Reuters/Ipsos online polls is measured using a [credibility interval](#). In this case, the poll has a credibility interval of plus or minus 3.0 percentage points for all Americans, 3.6 percentage points for whites, and 6.5 percentage points for African-Americans/blacks.

For more information about credibility intervals, please see the appendix.

The data were weighted to the U.S. current population data by gender, age, education, and ethnicity. Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Figures marked by an asterisk (*) indicate a percentage value of greater than zero but less than one half of one per cent. Where figures do not sum to 100, this is due to the effects of rounding. To see more information on this and other Reuters/Ipsos polls, please visit <http://polling.reuters.com/>.

CHARLESTON

Q1. From the list below, please choose the topics or issues you have heard or read anything about in the past few days. You can choose as many or few as needed.

% Yes	All adults	Whites	African-Americans/Blacks
The shooting of nine worshippers at a church in Charleston, South Carolina	77%	80%	74%

Q2. How important is it that each of the following issues be addressed in the US?

All adults	Very important	Somewhat important	Somewhat unimportant	Very unimportant	Don't know	TOTAL IMPORTANT	TOTAL UNIMPORTANT
Unemployment	63%	26%	5%	2%	3%	90%	8%
Crime	65%	25%	5%	2%	3%	90%	7%
Education	68%	21%	5%	2%	4%	89%	7%
Race relations	52%	25%	11%	7%	5%	78%	17%
International trade	31%	44%	15%	4%	6%	75%	19%
Income inequality	46%	27%	14%	9%	4%	73%	23%
Gun control	45%	22%	13%	16%	4%	67%	29%
Climate change	39%	27%	18%	13%	4%	65%	30%

Whites	Very important	Somewhat important	Somewhat unimportant	Very unimportant	Don't know	TOTAL IMPORTANT	TOTAL UNIMPORTANT
Unemployment	60%	30%	6%	2%	3%	89%	8%
Crime	61%	28%	6%	2%	3%	89%	8%
Education	64%	24%	7%	2%	3%	88%	9%
International trade	30%	46%	15%	4%	5%	76%	19%
Race relations	47%	29%	13%	7%	4%	76%	20%
Income inequality	41%	28%	16%	11%	4%	69%	27%
Climate change	35%	27%	19%	15%	4%	63%	33%
Gun control	41%	22%	15%	18%	3%	63%	34%

Q2. How important is it that each of the following issues be addressed in the US? (cont)

African-Americans/ Blacks	Very important	Somewhat important	Somewhat unimportant	Very unimportant	Don't know	TOTAL IMPORTANT	TOTAL UNIMPORTANT
Crime	82%	12%	1%	3%	2%	94%	4%
Education	80%	13%	1%	4%	2%	93%	5%
Unemployment	75%	15%	4%	4%	2%	90%	8%
Race relations	77%	13%	2%	6%	2%	90%	8%
Gun control	71%	14%	7%	6%	2%	85%	13%
Income inequality	62%	23%	9%	4%	2%	84%	14%
Climate change	42%	32%	13%	11%	2%	74%	24%
International trade	36%	37%	15%	9%	3%	73%	23%

Q3. In your opinion, which political party has a better plan, policy or approach to race relations?

	All adults	Whites	African-Americans/ Blacks
Democratic Party	34%	30%	51%
Republican Party	14%	18%	3%
Independents	8%	9%	6%
Other	1%	1%	3%
None	17%	18%	20%
Don't know	25%	25%	17%

Q4. In your opinion, which Presidential candidate is best suited to address the issue of race relations?

	All adults	Whites	African-Americans/ Blacks
Former Secretary of State Hillary Clinton	17%	15%	28%
Senator Bernie Sanders, senator from Vermont	8%	7%	8%
Benjamin Carson, author and retired neurosurgeon	7%	7%	6%
Governor Jeb Bush, former governor of Florida	6%	7%	1%
Vice President Joe Biden	6%	4%	16%
Senator Marco Rubio, senator from Florida	4%	4%	*%
Senator Rand Paul, senator from Kentucky	2%	2%	*%
Senator Ted Cruz, senator from Texas	2%	2%	2%
Governor Rick Perry, governor of Texas	2%	3%	*%
Governor Mike Huckabee, former governor of Arkansas	2%	3%	2%
Donald Trump, businessman and television personality	2%	3%	2%
Governor Bobby Jindal, governor of Louisiana	1%	1%	1%
Governor Scott Walker, governor of Wisconsin	1%	2%	*%
Senator Rick Santorum, former senator from Pennsylvania	1%	1%	*%
Carly Fiorina, former Senate candidate and business executive	1%	1%	*%
Senator Lindsey Graham, senator from South Carolina	1%	1%	*%
Governor George Pataki, former governor of New York	1%	1%	*%
Governor Andrew Cuomo, governor of New York	1%	1%	*%
Governor Martin O'Malley, former governor of Maryland	1%	1%	3%
Senator Kirsten Gillibrand, senator from New York	1%	1%	2%
Senator Jim Webb, former Senator from Virginia and former Secretary of the Navy	1%	*%	*%
Governor Lincoln Chafee, former Governor of Rhode Island	*%	*%	*%
None of the above	33%	33%	28%

Q5. How concerned, if at all, are you about your safety in each of the following situations?

<u>All adults</u>	Very Concerned	Somewhat concerned	Not too concerned	Not at all concerned	Unsure	Not applicable	Total concerned	Total unconcerned
Attending a public rally	17%	27%	25%	17%	4%	10%	43%	42%
Attending a stadium sporting event (e.g. a baseball or basketball event)	13%	20%	31%	24%	3%	9%	32%	56%
Festivals or fairs	11%	21%	34%	25%	3%	5%	32%	59%
Attending a concert	11%	21%	34%	23%	3%	7%	32%	57%
Bars, restaurants or clubs	12%	20%	32%	27%	3%	6%	32%	59%
Going to a movie or film	10%	17%	32%	33%	3%	6%	27%	65%
Going to your place of worship for a religious event	13%	14%	24%	33%	4%	12%	28%	57%
Attending or running in a marathon	10%	16%	28%	25%	3%	18%	26%	52%
<u>Whites</u>	Very Concerned	Somewhat concerned	Not too concerned	Not at all concerned	Unsure	Not applicable	Total concerned	Total unconcerned
Attending a public rally	14%	26%	27%	17%	3%	12%	41%	44%
Attending a stadium sporting event (e.g. a baseball or basketball event)	10%	19%	33%	25%	2%	12%	29%	58%
Bars, restaurants or clubs	10%	19%	33%	29%	3%	7%	29%	62%
Attending a concert	9%	20%	37%	24%	2%	8%	29%	60%
Festivals or fairs	8%	20%	37%	28%	2%	5%	28%	65%
Attending or running in a marathon	8%	15%	28%	25%	2%	21%	23%	53%
Going to a movie or film	8%	15%	33%	35%	2%	7%	23%	68%
Going to your place of worship for a religious event	9%	13%	24%	37%	3%	13%	22%	61%
<u>African-Americans/Blacks</u>	Very Concerned	Somewhat concerned	Not too concerned	Not at all concerned	Unsure	Not applicable	Total concerned	Total unconcerned
Attending a public rally	26%	26%	21%	11%	7%	8%	52%	33%
Going to your place of worship for a religious event	32%	18%	20%	17%	6%	7%	50%	37%
Attending a concert	21%	23%	25%	17%	5%	9%	45%	41%
Going to a movie or film	22%	20%	29%	17%	6%	5%	43%	46%
Bars, restaurants or clubs	21%	21%	26%	16%	6%	9%	42%	42%
Attending a stadium sporting event (e.g. a baseball or basketball event)	23%	19%	27%	19%	5%	7%	42%	46%
Festivals or fairs	18%	23%	31%	15%	7%	6%	41%	46%
Attending or running in a marathon	22%	17%	25%	15%	5%	15%	40%	40%

Q6. In your view, which of the following pose the biggest threat to the safety of average Americans?

	All adults	Whites	African-Americans/Blacks
Foreign terrorism (committed by non-Americans on American soil)	22%	25%	9%
Politically or religiously-motivated domestic terrorism (committed by Americans on American soil)	23%	23%	21%
Random acts of violence such as mass shootings (committed by Americans on American soil)	55%	52%	70%

Q7. Which of the following words most closely describes your reaction to hearing about new incidents of gun violence or mass shootings? (Select one)

	All adults	Whites	African-Americans/Blacks
Saddened	47%	50%	39%
Angry	18%	19%	21%
Frustrated	17%	15%	18%
Tired	7%	7%	8%
Numb	5%	4%	9%
None of these	6%	6%	4%

Q8. Please select the degree to which you agree or disagree with the following statements:

All adults	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	TOTAL AGREE	TOTAL DISAGREE
Racially charged comments have become more frequent over the last five years on social media (such as Facebook, Twitter, etc.)	43%	29%	8%	4%	16%	72%	12%
Racially charged comments have become more frequent over the last five years on television.	40%	31%	14%	5%	10%	71%	19%
Whites	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	TOTAL AGREE	TOTAL DISAGREE
Racially charged comments have become more frequent over the last five years on social media (such as Facebook, Twitter, etc.)	37%	30%	10%	4%	19%	67%	14%
Racially charged comments have become more frequent over the last five years on television.	35%	31%	17%	6%	12%	65%	23%
African Americans/Blacks	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	TOTAL AGREE	TOTAL DISAGREE
Racially charged comments have become more frequent over the last five years on social media (such as Facebook, Twitter, etc.)	56%	27%	6%	4%	8%	83%	10%
Racially charged comments have become more frequent over the last five years on television.	60%	20%	3%	6%	11%	79%	9%

Q9. Please select the degree to which you agree or disagree with the following statements:

All adults	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	TOTAL AGREE	TOTAL DISAGREE
The increase in racially charged comments on television and social media has contributed to a rise in <u>racially charged views</u>	35%	34%	13%	5%	12%	70%	18%
The increase in racially charged comments on television and social media has contributed to a rise in <u>racially motivated violence</u>	35%	35%	12%	5%	13%	70%	17%
Whites	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	TOTAL AGREE	TOTAL DISAGREE
The increase in racially charged comments on television and social media has contributed to a rise in <u>racially motivated violence</u>	32%	35%	14%	6%	13%	67%	20%
The increase in racially charged comments on television and social media has contributed to a rise in <u>racially charged views</u>	30%	34%	15%	6%	13%	65%	22%
African Americans/Blacks	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know	TOTAL AGREE	TOTAL DISAGREE
The increase in racially charged comments on television and social media has contributed to a rise in <u>racially charged views</u>	45%	32%	10%	2%	11%	77%	12%
The increase in racially charged comments on television and social media has contributed to a rise in <u>racially motivated violence</u>	45%	30%	11%	3%	11%	75%	14%

Q10. As you may have heard, there was a shooting at a Charleston, South Carolina church. Allegedly, a shooter, who is white, opened fire and killed nine black worshippers during a prayer meeting. In your opinion, do you believe that these types of shootings will become more frequent, less frequent, or remain the same?

	All adults	Whites	African-Americans/ Blacks
More frequent	42%	40%	45%
Less frequent	7%	6%	9%
Remain the same	33%	36%	26%
Don't know	18%	18%	20%

Q11. Thinking about the recent shootings in Charleston, which of the following do you think best describes the situation? (Select one) (Added on 6/23)

	All adults (n=1,108)	Whites (n=716)	African-Americans/ Blacks (n=268)
An act of domestic terrorism driven by racial hate	35%	30%	54%
A hate crime but not terrorism	22%	21%	21%
An attack on religious liberty	4%	2%	4%
The horrific act of one deranged individual	39%	47%	21%

How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter θ , i.e., $Y|\theta \sim \text{Bin}(n, \theta)$, where n is the size of our sample. In this setting, Y counts the number of “yes”, or “1”, observed in the sample, so that the sample mean (\bar{y}) is a natural estimate of the true population proportion θ . This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian ¹ statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for θ adjusted after observing the sample data. In reality, the posterior distribution is one’s knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution ($\pi(\theta/y) \sim \beta(y+a, n-y+b)$), but with updated hyper-parameters.

Our credibility interval for ϑ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for ϑ given our updated knowledge base. There are different ways to calculate these intervals based on $\pi(\theta/y)$. Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that $a=1$ and $b=1$ and $y=n/2$. Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \pm \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect $1+L=1.3$ to account for complex weighting²

Examples of credibility intervals for different base sizes are below. Ipsos does not publish data for base sizes (sample sizes) below 100.

Sample size	Credibility intervals
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2

¹ *Bayesian Data Analysis, Second Edition, Andrew Gelman, John B. Carlin, Hal S. Stern, Donald B. Rubin, Chapman & Hall/CRC | ISBN: 158488388X | 2003*

² Kish, L. (1992). *Weighting for unequal Pi*. *Journal of Official, Statistics*, 8, 2, 183200.