

1. Starting Offices

Many universities are now starting offices specifically devoted to promoting diversity. Do you think this is:

	Gender			Demographics - Age (4 category)				Demographics - Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
An important initiative to support	32%	31%	33%	29%	36%	35%	24%	23%	70%	40%	34%
A waste of money and resources	42%	48%	35%	31%	45%	40%	51%	51%	3%	32%	36%
Not sure	26%	20%	32%	40%	18%	25%	25%	25%	28%	28%	30%
Totals (Unweighted N)	100% (1,000)	100% (484)	100% (516)	100% (143)	100% (241)	100% (437)	100% (179)	100% (679)	100% (121)	100% (122)	100% (78)

	Party ID - 3 Point			Demographics - Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
An important initiative to support	32%	54%	26%	13%	33%	35%	30%	26%	33%	34%	32%	28%
A waste of money and resources	42%	17%	46%	70%	36%	44%	53%	49%	43%	39%	41%	45%
Not sure	26%	29%	29%	16%	32%	21%	18%	26%	24%	27%	27%	27%
Totals (Unweighted N)	100% (1,000)	100% (354)	100% (411)	100% (235)	100% (445)	100% (297)	100% (136)	100% (122)	100% (191)	100% (239)	100% (360)	100% (210)

2. Responsibility

Do you think colleges do or do not have a responsibility to teach students about issues relating to racism?

	Gender			Demographics - Age (4 category)				Demographics - Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
They do	45%	46%	44%	36%	55%	46%	37%	39%	67%	51%	51%
They do not	41%	43%	39%	35%	32%	43%	57%	49%	15%	35%	29%
Not sure	14%	11%	17%	29%	13%	10%	7%	13%	18%	14%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(481)	(515)	(143)	(241)	(433)	(179)	(676)	(121)	(121)	(78)

	Party ID - 3 Point				Demographics - Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
They do	45%	65%	39%	26%	44%	46%	52%	38%	48%	50%	40%	44%
They do not	41%	22%	45%	62%	40%	38%	47%	45%	45%	43%	40%	38%
Not sure	14%	13%	16%	12%	16%	16%	1%	17%	7%	7%	20%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(996)	(352)	(410)	(234)	(442)	(296)	(136)	(122)	(190)	(239)	(359)	(208)

3. Racist Incidents

If racist incidents occur on a college campus, do you think:

	Total	Gender		Demographics - Age (4 category)				Demographics - Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
The college president DOES have a responsibility to personally address the incidents	72%	70%	73%	64%	71%	73%	78%	70%	87%	72%	65%
The college president DOES NOT have a responsibility to personally address the incidents	17%	20%	13%	12%	16%	20%	16%	19%	8%	13%	16%
Not sure	12%	10%	14%	24%	14%	7%	6%	12%	6%	15%	19%
Totals (Unweighted N)	100% (996)	100% (481)	100% (515)	100% (142)	100% (240)	100% (435)	100% (179)	100% (677)	100% (121)	100% (121)	100% (77)

	Total	Party ID - 3 Point			Demographics - Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
The college president DOES have a responsibility to personally address the incidents	72%	79%	69%	65%	76%	67%	67%	69%	73%	74%	68%	73%
The college president DOES NOT have a responsibility to personally address the incidents	17%	9%	18%	25%	12%	24%	22%	16%	17%	12%	20%	15%
Not sure	12%	11%	13%	10%	12%	9%	11%	15%	10%	14%	11%	12%
Totals (Unweighted N)	100% (996)	100% (353)	100% (409)	100% (234)	100% (444)	100% (296)	100% (135)	100% (121)	100% (190)	100% (239)	100% (358)	100% (209)

4. Punish Students

In general, do you think colleges should or should not punish students who make racially offensive statements?

	Gender			Demographics - Age (4 category)				Demographics - Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
They should	53%	51%	55%	56%	59%	52%	45%	48%	88%	63%	34%
They should not	28%	33%	23%	18%	22%	32%	37%	33%	0%	18%	37%
Not sure	19%	16%	22%	26%	19%	16%	18%	19%	12%	20%	29%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(481)	(514)	(143)	(239)	(434)	(179)	(676)	(119)	(122)	(78)

	Party ID - 3 Point				Demographics - Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
They should	53%	71%	48%	40%	60%	48%	44%	47%	55%	65%	46%	51%
They should not	28%	9%	33%	44%	22%	31%	44%	27%	31%	18%	29%	32%
Not sure	19%	20%	20%	17%	18%	21%	12%	26%	15%	17%	24%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(995)	(351)	(409)	(235)	(443)	(297)	(134)	(121)	(190)	(237)	(359)	(209)

5. Priority

Which do you think should be more of a priority for colleges?

	Gender		Demographics - Age (4 category)				Demographics - Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Making sure that students have an absolute right to free speech, even if that means allowing offensive or racist comments	38%	46%	30%	37%	32%	41%	42%	48%	4%	20%	32%
Making sure that students have an environment free from discrimination, even if that means placing some limits on what students can say	43%	40%	47%	34%	49%	43%	47%	38%	69%	58%	31%
Not sure	19%	15%	22%	29%	19%	16%	11%	14%	28%	21%	37%
Totals (Unweighted N)	100% (997)	100% (483)	100% (514)	100% (143)	100% (239)	100% (436)	100% (179)	100% (678)	100% (120)	100% (121)	100% (78)

	Party ID - 3 Point			Demographics - Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Making sure that students have an absolute right to free speech, even if that means allowing offensive or racist comments	38%	16%	43%	60%	32%	42%	50%	40%	42%	35%	39%	36%

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	Party ID - 3 Point			Demographics - Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Making sure that students have an environment free from discrimination, even if that means placing some limits on what students can say	43%	68%	35%	25%	47%	43%	30%	44%	40%	52%	38%	45%
Not sure	19%	16%	22%	15%	21%	15%	20%	16%	18%	13%	23%	20%
Totals (Unweighted N)	100% (997)	100% (352)	100% (410)	100% (235)	100% (443)	100% (296)	100% (136)	100% (122)	100% (190)	100% (239)	100% (359)	100% (209)

Interviewing Dates	December 16 - 17, 2015
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.086 to 6.045, with a mean of one and a standard deviation of 1.113.
Number of respondents	1000
Margin of error	± 4.6% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.