

**FALL, 2014 NCSU PackPoll: Ferguson
TOPLINE REPORT**

N=1102 for the initial questions; Response rate= 29%;

Margin of sampling error = +/-2.88

N=889 for questions about Ferguson specifically;

Margin of sampling error = +/-3.23

These are the results for this semester's first "Flash Poll", conducted over the internet (Aug 25-26, 2014) using Qualtrics survey software. The survey was conducted on a random sample of 3,500 NCSU undergraduates with an oversample of 300 additional black students in order to make more reliable comparisons based on students' race. Post-stratification weighting is applied to correct for the oversample of black students when describing overall opinions of NCSU undergraduates. The results presented below are from the weighted responses. Percentages might exceed 100% due to rounding. Cross-tabulation of answers by race (black/white) are included.

Q1 Do you think the police are generally tougher on whites than on blacks, or tougher on blacks than on whites, or do you feel that the police treat them both the same?

- 2% Generally tougher on whites than on blacks
- 40% Generally tougher on blacks than on whites
- 58%** Police treat them both the same

Q2 Thinking about your own experiences with police officers, would you say that police officers HAVE generally treated you fairly or have NOT treated you fairly.

- 86%** They HAVE treated me fairly
- 14% They have NOT treated me fairly

Q3 What is your preferred racial identity?

- 75%** White/Caucasian
- 7% Black/African-American
- 5% Hispanic
- 5% Asian-American
- 1% Native American
- 8% Other

Q4 How much are you paying attention to the shooting of Michael Brown and the protests in Ferguson, Missouri?

- 10% Very closely
- 35%** Fairly closely
- 34% Not too closely
- 22% Not at all closely

****If Not at all closely Is Selected, Then Skip To End of Survey**

Q5 Thinking about the police shooting of an African American teen in Ferguson, Missouri, do you think that this case raises important issues about race or do you think the issue of race is getting more attention in this case than it deserves?

- 51%** This case raises important issues about race
- 49% The issue of race is getting more attention in this case than it deserves

[*Question 6 is a “split-ballot” in which respondents were randomly assigned to receive either version A or version B].

Q6A In the aftermath of the police shooting in Ferguson, Missouri, do you think that the police response has been about right or do you think the police response has gone too far?

- 34% Police response has been about right
- 66%** Police response has gone too far

Q6B In the aftermath of the police shooting in Ferguson, Missouri, do you think that the protesters have gone too far or do you think they have been mostly exercising their rights?

- 55%** Protesters have gone too far
- 45% Protesters are exercising their rights

Q7 How do you tend to get the majority of your news?

- 16% Cable TV (Which channel do you watch the most?) _____
- 21% Broadcast TV (ABC, CBS Etc.)
- 7% Newspapers
- 7% Radio (talk radio or NPR?) _____
- 48%** Internet, but not traditional news websites (example?) _____

Q8 Why do you think this particular shooting in Ferguson, Missouri, has resulted in so much media attention? [open-ended; results are being compiled]

Cross-Tabs for Black and White students only

Police Tougher?

	Do you think the police are generally tougher on whites than on blacks, or tougher on blacks than...			Total
	Generally tougher on whites than on blacks	Police treat them both the same	Generally tougher on blacks than on whites	
"N"	13	328	391	732
White %	1.8%	44.8%	53.4%	100.0%
"N"	0	20	204	224
Black %	0.0%	8.9%	91.1%	100.0%
Total N	13	348	595	956
Total %	1.4%	36.4%	62.2%	100.0%

Personal Treatment

	Thinking about your own experiences with police officers, would you say that police officers HAVE...		Total
	They have NOT treated me fairly	They HAVE treated me fairly	
"N"	97	637	734
White %	13.2%	86.8%	100.0%
"N"	50	174	224
Black %	22.3%	77.7%	100.0%
Total "N"	147	811	958
Total %	15.3%	84.7%	100.0%

Attention to Ferguson

	How much are you paying attention to the shooting of Michael Brown and the protests in Ferguson?				Total
	Not at all closely	Not too closely	Fairly closely	Very closely	
"N"	165	249	255	65	734
White %	22.5%	33.9%	34.7%	8.9%	100.0%
"N"	13	55	109	47	224
Black %	5.8%	24.6%	48.7%	21.0%	100.0%
Total "N"	178	304	364	112	958
Total %	18.6%	31.7%	38.0%	11.7%	100.0%

Raises issues about race?

	Thinking about the police shooting of an African American teen in Ferguson, Missouri, do you think:		Total
	The issue of race is getting more attention in this case than it deserves	This case raises important issues about race	
"N"	321	246	567
White %	56.6%	43.4%	100.0%
"N"	25	185	210
Black %	11.9%	88.1%	100.0%
Total "N"	346	431	777
Total %	44.5%	55.5%	100.0%

Police Behavior

	In the aftermath of the police shooting in Ferguson, Missouri, do you think that:		Total
	Police response has been about right	Police response has gone too far	
"N"	120	176	296
White %	40.5%	59.5%	100.0%
"N"	9	95	104
Black %	8.7%	91.3%	100.0%
Total "N"	129	271	400
Total %	32.3%	67.8%	100.0%

Protestors Behavior

	In the aftermath of the police shooting in Ferguson, Missouri, do you think that the protesters		Total
	Protesters are exercising their rights	Protesters have gone too far	
"N"	114	158	272
White %	41.9%	58.1%	100.0%
"N"	77	27	104
Black %	74.0%	26.0%	100.0%
Total "N"	191	185	376
Total %	50.8%	49.2%	100.0%