

VALIENT POLL®:

Only 33% of Americans Want Confederate Statues Removed

Sharp Divides Exist by Political Party, Gender, Region, Income & Generation

DOWNTOWN, PA – August 21, 2017 – According to the latest Valient Poll® survey conducted by Valient Market Research®, only 33% of Americans want the removal of Confederate statues from public places.

Conducted Friday, August 18th, 2017, this Valient Poll® online survey of 1,000 Americans showed that the United States is sharply divided on this controversial topic.

Key Findings

- Only 27% of women and 38% of men are for Confederate statue removal.
- Just 28% of former Confederate U.S. State residents support statue removal.
- College-educated Americans are almost equally split on this subject – 40% for removal and 38% against.
- Majority of lower & higher income Americans do not support removal, while the middle class is conflicted.
- 52% of African-Americans support removal compared to 30% for Whites/Caucasians.
- 39% of Millennials support removal – highest of any American generation.
- 52% of Democrats are for removal and 60% of Republicans are against statue removal.

Analysis

With the recent efforts to remove Civil War Confederate statues from public parks and locations and the associated mass media coverage of this issue, Americans are heavily divided on this controversial topic.

Gender – More Men (38%) than Women (27%) Want Statue Removal

Overall, men (38%) prefer statue removal at a much higher proportion than women (27%). Slightly more women (19%) are undecided than men (14%).

Gender	Yes	No	Not Sure	No Opinion
Male	38%	40%	14%	9%
Female	27%	43%	19%	11%
Total	33%	41%	16%	10%

State of Current Residence – Former Union vs. Confederate States

The divide between North and South is clear on this issue when looking at the survey results at the U.S. State level. Respondents living in former Union States (36%) prefer statue removal much higher compared to respondents living in former Confederate States (28%) and non-Civil War participating States (27%).

State of Residence	Yes	No	Not Sure	No Opinion
Former Civil War Confederacy State Residents	28%	46%	16%	10%
Former Civil War Union State Residents	36%	38%	16%	10%
Non-Civil War State Residents	27%	48%	16%	9%

Education – College Educated American’s Opinions Almost Equally Split

Americans with college degrees are almost equally split on this controversial topic. 40% prefer statue removal with 38% opposing this effort. Americans with a high school degree and some college/university education are strongly opposed to statue removal (48%).

Educational Level Groupings	Yes	No	Not Sure	No Opinion
High School	19%	48%	20%	13%
Some College/University	30%	48%	13%	9%
2 Year Degree, Undergraduate & Post-Graduate Degrees	40%	38%	14%	8%
Total	33%	41%	16%	10%

Annual Household Income – Middle Class Conflicted on Statue Removal

Middle class Americans – those with annual household incomes between \$45,000 to \$125,000 USD – are almost equally split on this issue. 38% of middle class Americans state a preference for statue removal and 39% are against these efforts. A much smaller percentages of lower (26%) and higher income (31%) Americans are in favor of statue removal compared to middle income Americans.

Annual Household Income Income Class Groupings	Yes	No	Not Sure	No Opinion
Lower income - Below \$44,999	26%	42%	18%	14%
Middle income - \$45,000 & \$124,999	38%	39%	16%	6%
Higher income - Over \$125,000	31%	48%	12%	9%
Total	33%	42%	16%	9%

Ethnicity – Majority of African-Americans (52%) For Statue Removal

A 52% majority of African-Americans want these statues removed while just 30% of White/Caucasians and 37% of Hispanics-Latinos agree. 22% of African-Americans are not sure.

Ethnicity	Yes	No	Not Sure	No Opinion
White	30%	49%	14%	6%
Black or African-American	52%	10%	22%	16%
Other Race	26%	31%	22%	21%
Asian	30%	28%	19%	23%
Native American or Alaska Native	33%	56%	11%	0%
Native Hawaiian / Pacific Islander	0%	0%	0%	0%
Don't know/prefer not to answer	32%	32%	16%	21%
Total	33%	41%	16%	10%
Hispanic/Latino Ethnic Background	Yes	No	Not Sure	No Opinion
Hispanic/Latino	37%	30%	16%	17%
Other	32%	44%	16%	8%
Prefer not to say	33%	26%	28%	14%
Total	33%	41%	16%	10%

Age & Generation – 39% of Millennials, Only 26% of Baby Boomers Want Removal

Of all five American generations, Generation Y Millennials – Americans between the ages of 22 to 36 – have the strongest support for statue removal (39%) of any generation. Just 26% of Baby Boomers and 25% of Silent Generation Americans want these statues removed. Overall, older American generations are more confident in their opinions on this topic compared to younger generations.

Age Groupings by Generation	Yes	No	Not Sure	No Opinion
Generation Z Birth Years: 1995 to 2017 Ages: 21 and younger)	31%	27%	21%	21%
Generation Y (Millennials) Birth Years: 1981 to 1995 Ages: 22 to 36 years old	39%	30%	20%	11%
Generation X Birth Years: 1965 to 1980 Ages: 37 to 52 years old	30%	46%	15%	9%
Baby Boomers Birth Years: 1946 to 1964 Ages: 53 to 71 years old	26%	55%	12%	7%
Silent Generation Birth Years: 1927 to 1945 Ages: 72 to 90 years old	25%	60%	8%	6%
Total	31%	43%	16%	10%

Political Affiliation –Majority of Democrats (52%) for Removal, Majority of Republicans (60%) Against Statue Removal

Democrats stand alone as the highest political party affiliation group with a majority of its members that support statue removal (52%). Small percentages of Republicans (23%) and Independents (21%) share this opinion.

Political Affiliation	Yes	No	Not Sure	No Opinion
Republican	23%	60%	10%	6%
Democrat	52%	25%	14%	8%
Independent	21%	41%	25%	13%
Other	13%	42%	13%	32%
Total	33%	41%	16%	10%

Employment: Majority of Blue Collar Professionals Against Statue Removal

While white collar professionals are almost equally split on this topic, a 48% majority of blue-collar professionals – those working as skilled, semi-skilled & unskilled manual labor, craftsman and farming – are against statue removal.

Employment Class Grouping	Yes	No	Not Sure	No Opinion
White Collar Professionals	38%	39%	15%	7%
Blue Collar Professionals	23%	48%	18%	11%
Total	34%	41%	16%	8%

Methodology

The August 2017 Valient Poll[®] is based on data from the Valient Poll[®] monthly online survey conducted monthly by Valient Market Research. A U.S. sample of 1,000 adults were interviewed in an online poll conducted on Friday, August 18, 2017. With a randomized sampling of 1,000 U.S. adults one could say with a 95 percent probability that the overall results have a sampling error of +/- three (3%) percentage points.

About Valient Market Research

Valient Market Research[®] is a fast growing, internationally acclaimed market research and strategic consulting firm to the world's top businesses & institutions. The company provides data-driven insights and practical solutions that enable financial growth, operational excellence and deliver enduring results. Valient Market Research[®] serves clients worldwide in over 25 different industries and in over 50 countries.

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CONTACT INFORMATION

Media Contact

Scott Upham

Phone: (585) 201-6504

Email: scott.upham@valientmarketresearch.com