



Nearly 3 in 10 US Adults say hip-hop history and culture is a subject worthy of study in all schools

Results of a nationally representative survey of the US General Public (1,000 Adults 18+) July 1-5, 2015. Conducted by *The Center for Hip-Hop Advocacy*. For information about *The Center for Hip-Hop Advocacy* and the research, email info@hiphopadvocacy.org

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- 28% of US Adults agree that hip-hop history and culture is a subject worthy of study in all schools.** Based on current estimates of the US Adult population, 70 million people are supportive of hip-hop education.
 - **Agreement is 10 pts higher (38%) among adults with children under the age of 18 in their household.**
 - Although support is higher for hip-hop education in urban/inner-city schools than for all schools (33% vs. 28%), that small difference shows that the vast majority of support for hip-hop education is for all schools, not just urban/inner-city schools.
- Not surprisingly, attitudes toward hip-hop education and attitudes about rap are related.
 - Among those who think positively about rap, more than half (55%) also agree that “hip-hop education is a subject worthy of study in all schools.”
 - Among those who view rap negatively, 62% disagree that hip-hop is a subject worthy of study.
- Amidst those who have opinions about hip-hop and rap are many people who are undecided or do not have a strong opinion. Overall:
 - **31% of the American public neither agree nor disagree or are not sure about hip-hop history and culture being a subject worthy of study in all schools**
 - 26% are also unsure whether rap brings to mind something positive or negative
 - Lowest levels of uncertainty about hip-hop education are found among Black/Afr-Am (25% for all schools, and 20% for urban/inner-city schools). Highest levels of uncertainty are among Whites (31% for all schools and 35% for urban/inner-city schools).

DETAILED RESULTS

Support for hip-hop education was assessed with the following question: *Please indicate your level of agreement with the following statements (Agree Strongly, Agree Somewhat, Neither Agree nor Disagree, Disagree Somewhat, Disagree Strongly):*

- *Hip-Hop history and culture is a subject worthy of study in ALL schools*
- *Hip-Hop history and culture is a subject worth of study in URBAN/INNER-CITY schools*

In the tables to follow:

- “Agree” = “agree strongly” + “agree somewhat”
- “Disagree” = “disagree strongly” and “disagree somewhat”
- “Neither/Not Sure” = “neither agree nor disagree” + “not sure” (though the majority of the responses in this category were those who neither agreed nor disagreed).

“Hip-hop” and “rap” were not defined – interpretation was left to the respondent.

ALL RESPONDENTS AND PARENTS WITH CHILDREN < 18 IN HH

- 28% of the US General Public (approx. 70 millions people) agree that hip-hop history and culture is a subject worthy of study in all schools. That agreement is 10 pts higher (38%) among adults with children under the age of 18 in their household.
- Support for hip-hop education is higher for urban/inner-city schools (vs. all schools) – both overall (33% vs 28%), as well as among people with children under 18 in the HH (44% vs. 38%)

A SUBJECT WORTHY OF STUDY IN ALL SCHOOLS	Total Respondents (N = 1000)	Parents w/children <18 in HH (N = 400)
Agree	28%	38%
Disagree	41%	30%
Neither/Not Sure	31%	30%

A SUBJECT WORTHY OF STUDY IN URBAN/INNER-CITY SCHOOLS	Total Respondents (N = 1000)	Parents w/children <18 in HH (N = 400)
Agree	33%	44%
Disagree	34%	27%
Neither/Not Sure	32%	29%

RACE/ETHNICITY

- Black/AfAm are twice as likely as Whites to agree with hip-hop ed – both for all schools (48% vs. 24%) and for urban/inner-city schools (59% vs. 28%)
- 41% of Hispanics agree with hip-hop ed in all schools, and 48% for urban/inner-city schools

A SUBJECT WORTHY OF STUDY IN ALL SCHOOLS	White (N = 753)	Black/AfrAm (N = 128)	Hispanic (N = 191)
Agree	24%	48%	41%
Disagree	45%	27%	26%
Neither/Not Sure	31%	25%	32%

A SUBJECT WORTHY OF STUDY IN URBAN/INNER-CITY SCHOOLS	White (N = 753)	Black/AfrAm (N = 128)	Hispanic (N = 191)
Agree	28%	59%	48%
Disagree	37%	21%	24%
Neither/Not Sure	35%	20%	29%

AGE

- Support for hip-hop ed (all schools) across age groups ranges from a high of 37% among ages 18-34 to 18% among the 55+ (for urban/inner-city schools the range is 45% to 20%).

A SUBJECT WORTHY OF STUDY IN ALL SCHOOLS	18-34 (N = 380)	35-54 (N = 344)	55+ (N = 275)
Agree	37%	31%	18%
Disagree	32%	36%	54%
Neither/Not Sure	32%	32%	28%

A SUBJECT WORTHY OF STUDY IN URBAN/INNER-CITY SCHOOLS	18-34 (N = 380)	35-54 (N = 344)	55+ (N = 275)
Agree	45%	38%	20%
Disagree	24%	31%	46%
Neither/Not Sure	31%	31%	34%

Connection between Perceptions of Rap and Attitudes about Hip-Hop Education

Attitudes toward hip-hop education and perceptions of rap are related – as evidenced by the following:

Q10: Which *ONE* of the following two statements is most true for you:

When I hear the word “rap” – something POSITIVE comes to mind.

OR When I hear the word “rap” – something NEGATIVE comes to mind.

Overall,

- 47% said something negative comes to mind
- 27% said something positive comes to mind
- 26% were not sure

Among those who are:

- “Rap positive” – 55% said they agree with hip-hop education in all schools
- “Rap negative” – 62% said they disagree with hip-hop education in all schools
- “Not Sure” – 50% neither agreed nor disagree or were not sure about hip-hop education, with the remainder split between agreeing (24%) and disagreeing (26%) that hip-hop history and culture is a subject worthy of study in all schools.

A SUBJECT WORTHY OF STUDY IN ALL SCHOOLS	Rap positive (N = 271)	Rap negative (N = 463)	Not Sure (N = 265)
Agree	55%	16%	24%
Disagree	20%	62%	26%
Neither/Not Sure	25%	23%	50%

About the Research

The Reputation of Hip-Hop 2015 is *The Center for Hip-Hop Advocacy's* first independent survey. The hip-hop education results "Attitudes toward the Teaching of Hip-Hop History and Culture" will be released on November 11, 2015. Additional results from the 2015 survey will be made available soon.

Methodology

- All interviews were conducted online July 1-5, 2015
- Total Sample = 1,000 US Adults, 18+ years
- All data were collected and weighted by Toluna <https://us.toluna.com>. Final results are representative of the US General Public, 18+ years. All percentages are weighted, all Sample Sizes are unweighted.

About Manny Faces

Manny Faces is the founder and Executive Director of *The Center for Hip-Hop Advocacy*.

An award-winning publishing industry veteran, Manny has more than 15 years of director-level new media journalism experience. He served as Director of New Media for the *Long Island Press*, and has successfully migrated traditional print media onto digital platforms. Manny is the founding editor of New York-based hip-hop music and culture publication *Birthplace Magazine*, as well as creator and host of online radio programs *The NY Hip Hop Report* and *The Manny Faces Show*.

An outspoken advocate for hip-hop music and culture, Manny is often called upon to speak as a guest lecturer or discussion panelist on topics relating to hip-hop music and culture, and the journalism industry.

About Joy Marie Sever, Ph.D.

Joy is the Director of Research at *The Center for Hip-Hop Advocacy*. She is an Independent Researcher/Consultant with more than 20 years of reputation research experience. She established *The Reputation Practice* (at Harris Interactive, NYC), and co-designed the *Reputation Quotient (RQ)* a corporate reputation measurement system. She was also the lead designer of the *Wall Street Journal/Harris Interactive Business School Survey*, measuring the reputations of business schools based on perceptions of the schools and their students. Results from the *RQ* and the *WSJ Business School Survey* appeared regularly in the *WSJ*.

In 2005, Joy co-founded the education start-up *TellmeOmuse*. In 2010 she published *Tell me ODYSSEUS*, a comprehensive curriculum for Homer's Odyssey (tellmeomuse.com/odysseus), and in 2014, she created *RAP Odyssey* (rapodyssey.com) a literacy program for urban youth based on the power of Homer + Hip-Hop. Joy has a PhD in social psychology from the University of Toronto.

The Center for Hip-Hop Advocacy

<http://www.hiphopadvocacy.org>

Increasing awareness of hip-hop's artistic and cultural contributions, through journalism, original research and public outreach

The mission of *The Center for Hip-Hop Advocacy* is to broaden public perception of hip-hop music and culture, ensuring that varied and continuing contributions to multiple fields and disciplines are fairly and accurately documented and communicated. The Center focuses on highlighting hip-hop's contributions in areas including, but not limited to, music and the arts, education, activism/politics/community, health/sciences/well-being and philosophy.

In simplest terms, we exist to help tell hip-hop's complete story, past, present and future, from an independent perspective, to inform, educate and inspire while protecting and promoting the cultural, artistic and community-based aspects of hip-hop as a whole. //