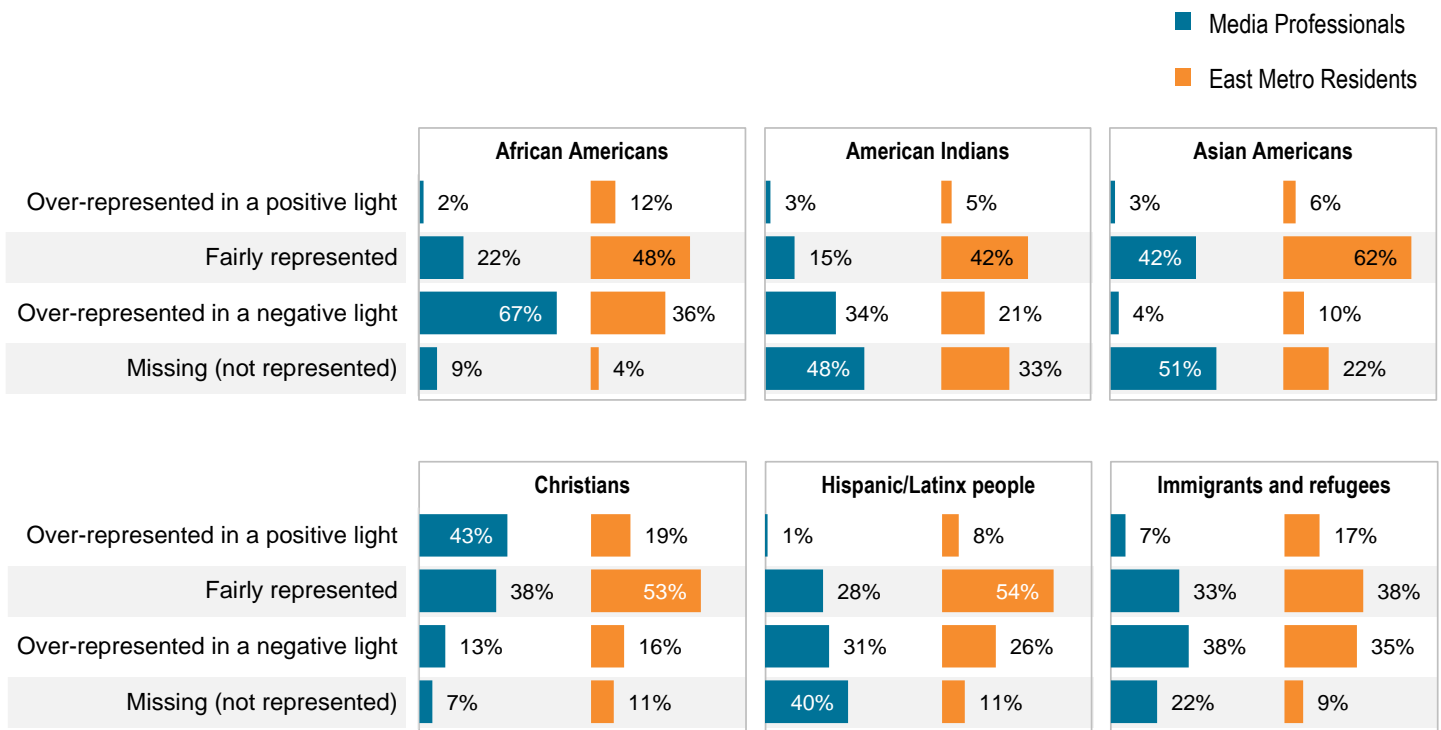


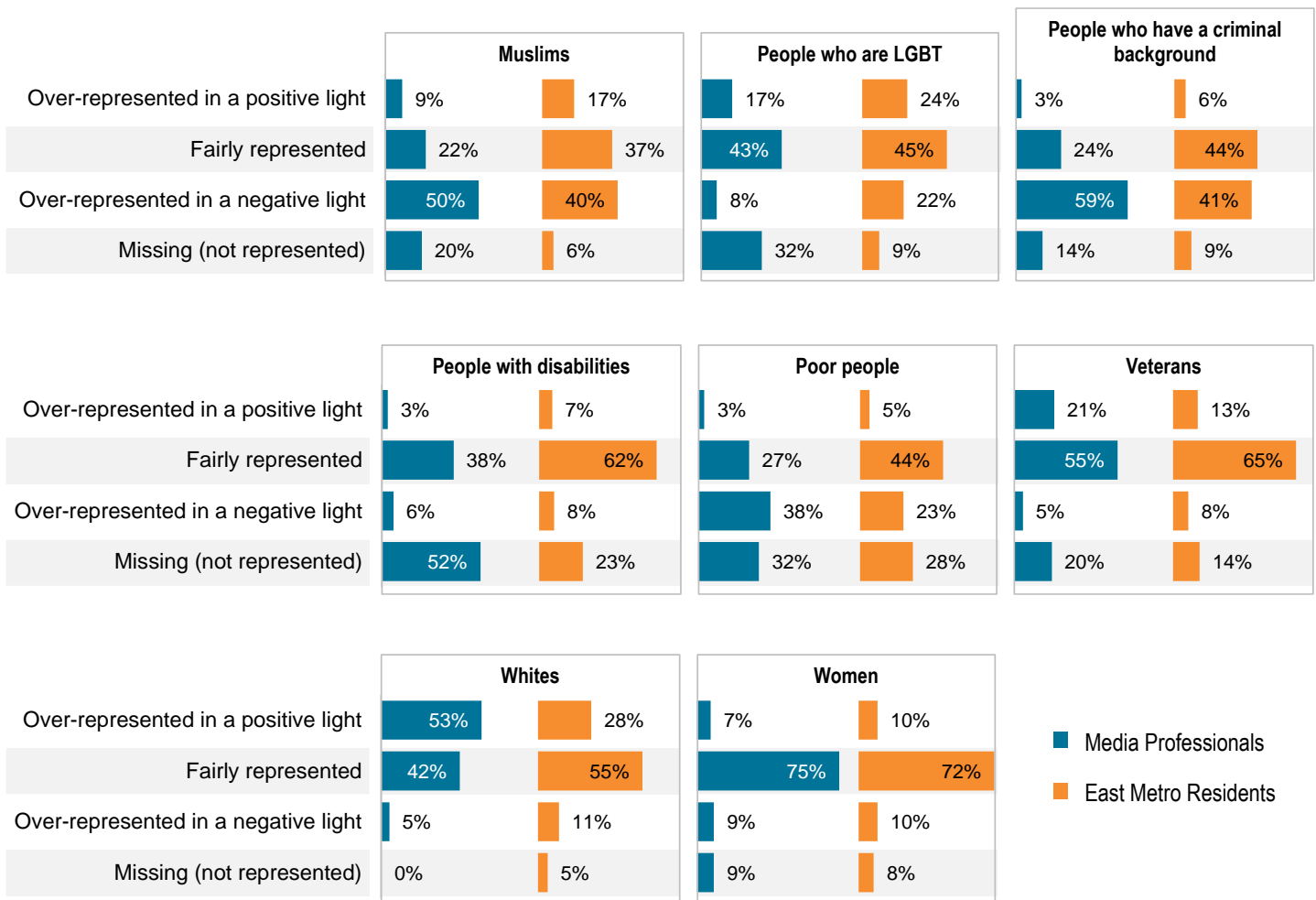
Racial Narratives in Minnesota Media Survey

Data Supplement: Perceived Media Representation of Various Groups

As part of the Racial Narratives in Minnesota Media survey, media professionals were asked to identify the ways in which various groups are represented in local media. Media professionals tended to share that certain groups were represented in problematic ways. In particular, media professionals thought that African Americans, Muslims, and people who have criminal backgrounds were “overrepresented in a negative light,” and that American Indians, Asian Americans, and people with disabilities were “missing” from news stories altogether. Meanwhile, media professionals were more likely to think that Christians and white people are “overrepresented in a positive light” in news stories.

The following graphs compare responses from the Racial Narratives in Minnesota Media survey to those of the East Metro Pulse, a 2018 survey of Dakota, Ramsey, and Washington County residents that is statistically representative of the population of those counties. In general, East Metro residents were more likely than media professionals to see groups as “fairly represented” in local media. At the same time, as with media professionals, many East Metro residents felt that certain groups were not fairly represented; in particular, noteworthy shares of residents thought that African Americans, immigrants and refugees, Muslims, and people who have criminal backgrounds were “overrepresented in a negative light.” For more information on the East Metro Pulse survey, see <https://www.spmcf.org/east-metro-pulse>.





■ Media Professionals
 ■ East Metro Residents

For more information

This summary presents highlights of the Racial Narratives in Minnesota Media survey. For more information about this report, contact Nicole MartinRogers at Wilder Research, 651-280-2682.

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