

1724 Connecticut Avenue, NW
 Washington, DC 20009
 (202) 234-5570

Interviews: 976 Whites, 293 Hispanics,
and 296 African Americans
 Dates: October 30-November 4, 2009

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>
[109]			
Male	49	52	50
Female	51	48	50

FINAL

Study #8988
 USA Networks Survey
 October/November 2009

Please note: all results are shown as percentages unless otherwise stated.

1a. For statistical purposes only and to ensure a representative sample, would you please tell me how old you are? **(IF "REFUSED," ASK:)** Well, would you tell me which age group you belong to?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
18-24	7	14	10	[139-140]
25-29	8	13	8	
30-34	12	10	12	
35-39	6	10	9	
40-44	7	13	12	
45-49	11	12	8	
50-54	11	7	8	
55-59	9	5	6	
60-64	7	4	8	
65-69	7	4	8	
70-74	8	3	4	
75 and over.....	7	5	7	
Refused	-	-	-	

1b/c. And again, for statistical purposes only, are you from a Hispanic background? **(IF "NO" OR "NOT SURE," ASK:)** To ensure that we have a representative sample, would you please tell me your race—is it white, black, Asian, or something else?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
White	100	-	-	[141-142]
Black.....	-	-	100	
Asian.....	-	-	-	
Hispanic.....	-	100	-	
Other.....	-	-	-	
Not sure	-	-	-	

1d/e. In general, are you satisfied or dissatisfied with the way things are going in the USA these days? **IF “SATISFIED” OR “DISSATISFIED,” ASK:)** And would you say that you are very (satisfied/dissatisfied) or just somewhat (satisfied/dissatisfied) with the way things are going in the USA?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Satisfied				[143/144]
Very.....	2	7	15	
Just somewhat	21	24	29	
Dissatisfied				
Just somewhat	30	31	26	
Very.....	45	36	24	
Not sure	2	2	6	

2. Looking back over the past ten years or so, do you feel that things in the USA have changed a lot for the better, changed somewhat for the better, changed somewhat for the worse, changed a lot for the worse, or have not changed at all either way?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Changed a lot for the better	2	6	14	[145]
Changed somewhat for the better	13	23	34	
Changed somewhat for the worse.....	39	31	25	
Changed a lot for the worse	41	35	21	
Have not changed at all	4	3	5	
Not sure	1	2	1	

3. When you think about the future of the USA in the next ten years or so, are you more hopeful and optimistic or more worried and pessimistic about what the future holds for the country?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
More hopeful and optimistic	41	59	76	[146]
More worried and pessimistic.....	57	39	24	
Not sure	2	2	-	

4. I am going to mention some issues that might concern people today. For each one that I mention, please tell me whether you consider it to be a very serious problem, a fairly serious problem, somewhat of a problem, only a minor problem, or not really a problem at all today.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF WHITES WHO SAY A VERY SERIOUS PROBLEM TODAY

	A Problem Today					Not Sure	
	Very Serious	Fairly Serious	Some-what of	Only A Minor	Not Really At All		
The unemployment rate and loss of jobs in the USA							[150]
Whites.....	69	19	11	1	-	-	
Hispanics.....	73	19	5	2	1	-	
African Americans.....	82	11	4	2	1	-	
The cost of health care and the number of people who lack health insurance							[147]
Whites.....	56	19	15	5	4	1	
Hispanics.....	65	16	12	3	3	1	
African Americans.....	79	12	7	-	1	1	
Individuals lacking a sense of personal responsibility for dealing with their own problems							[151]
Whites.....	54	22	17	5	2	-	
Hispanics.....	51	19	19	6	4	1	
African Americans.....	47	24	17	6	4	2	
The number of students who graduate high schools without the skills to succeed in college or the job market							[154]
Whites.....	44	26	23	5	2	-	
Hispanics.....	52	28	15	2	3	-	
African Americans.....	58	21	15	2	2	2	
The decline in faith and moral values							[153]
Whites.....	44	16	20	10	9	1	
Hispanics.....	42	18	21	10	9	-	
African Americans.....	54	18	17	7	3	1	
The threat of another terrorist attack in the USA							[152]
Whites.....	35	26	26	10	3	-	
Hispanics.....	38	22	25	10	4	1	
African Americans.....	43	19	25	6	5	2	
The amount of division and lack of unity among Americans							[155]
Whites.....	29	24	33	8	5	1	
Hispanics.....	31	27	27	7	6	2	
African Americans.....	52	19	20	3	4	2	
The threat of global warming and climate change							[148]
Whites.....	23	18	25	14	19	1	
Hispanics.....	43	19	20	6	11	1	
African Americans.....	40	20	24	7	8	1	
The amount of prejudice, discrimination, and intolerance that exists in the USA							[149]
Whites.....	22	24	33	13	7	1	
Hispanics.....	38	23	23	9	7	-	
African Americans.....	53	21	18	4	3	1	

5. When it comes to **(READ ITEM)** do you feel that things in the past ten years or so have changed a lot for the better, changed somewhat for the better, changed somewhat for the worse, changed a lot for the worse, or have not changed at all either way?

	Changed For The Better		Changed For The Worse		Not Changed At All	Not Sure	
	A Lot	Some- what	Some- what	A Lot			
The amount of prejudice, discrimination, and intolerance that exists in the USA							[156]
Whites.....	8	45	23	9	14	1	
Hispanics.....	11	38	26	11	13	1	
African Americans.....	9	50	14	10	15	2	
The amount of division and lack of unity among Americans							[157]
Whites.....	2	24	39	20	13	2	
Hispanics.....	7	34	31	19	8	1	
African Americans.....	8	39	25	14	12	2	

(ASKED ONLY OF ONLINE RESPONDENTS.)

6. Thinking specifically about the amount of prejudice, discrimination, and intolerance that exists in the USA, list in the box below some examples that come to mind of the ways that things have changed for the better in the past 10 years or so. What are some of the indications you have seen, if any, that prejudice, discrimination, and intolerance have become less of a problem than they might have been 10 or so years ago? **[158-164]**

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>
Barack Obama's election, we elected a Black/bi-racial man to be President	20%	20%	27%
Less employment/promotion discrimination, more diversity in the workplace	9	6	6
People in general have been more tolerant/accepting of others	5	2	5
More states are recognizing same-sex marriages/civil unions, gay rights have improved	4	5	4
More minorities/women being elected/appointed to public offices	3	3	4
We have more unity/less division along racial/cultural/religious lines	2	2	4
More acceptance of interracial marriages/relationships	2	2	1

(ASKED ONLY OF ONLINE RESPONDENTS.)

7. And thinking specifically about the amount of prejudice, discrimination, and intolerance that exists in the USA, list in the box below some examples that come to mind of the ways in which these still are problems today. What are some of the indications you have seen, if any, that prejudice, discrimination, and intolerance have become more of a problem than they might have been 10 or so years ago? **[165-171]**

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>
Racism/discrimination/intolerance of other still exists/is still a problem	7%	12%	9%
Reverse discrimination, minorities are more prejudiced than whites	6	2	-
Lack of civil/marriage rights for gays/lesbians, passing laws limiting gay/lesbian rights	4	7	4
The negativity/vitriol aimed at President Obama, many oppose him due to his race	3	3	11
Women/minority candidates are passed over for jobs/promotion	2	6	7
Lack of tolerance toward immigrants, need to provide a pathway to citizenship for illegal immigrants	2	5	4

(Q.8a AND Q.8d ARE ROTATED.)

8a. Generally speaking, do you feel that people in the USA are too divided along political lines these days, or do you feel that we are NOT too divided along political lines?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
People are too divided along political lines	75	75	74	[172]
People are not too divided along political lines	23	22	22	
Not sure	2	3	4	

8b. Generally speaking, do you feel that people in the USA are too divided along racial and ethnic lines these days, or do you feel that we are NOT too divided along racial and ethnic lines?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
People are too divided along racial and ethnic lines	51	54	65	[173]
People are not too divided along racial and ethnic lines	46	45	31	
Not sure	3	1	4	

(ASKED ONLY OF ONLINE RESPONDENTS.)

8c. Generally speaking, do you feel that people in the USA are too divided along religious lines these days, or do you feel that we are NOT too divided along religious lines?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
People are too divided along religious lines	51	55	57	[174]
People are not too divided along religious lines.....	49	45	43	

(ASKED ONLY OF ONLINE RESPONDENTS.)

8d. Generally speaking, do you feel that people in the USA are too divided along economic lines these days, or do you feel that we are NOT too divided along economic lines?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
People are too divided along economic lines	71	73	82	[175]
People are not too divided along economic lines.....	29	27	18	

9. Many people have commented on the fact that there is a great deal of diversity in the population of the USA with people of many different nationalities, religions, races, and lifestyles.

All in all, do you think of America's diversity more as a strength and advantage for the USA, more as a challenge and a source of problems for the USA, or equally a strength and a challenge for the USA?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
More as a strength and advantage	23	30	31	[176]
More as a challenge and source of problems	29	26	28	
Equally a strength and a challenge	48	43	37	
Not sure	-	1	4	

10a. What are some of the ways you think of America's diversity as being a strength and advantage for the USA? In what ways is America better off because of the fact that it has people of many different nationalities, religions, races, and lifestyles? **[208-214]** *

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>
Gives us more ideas, diverse perspectives/points of view/opinions	22%	14%	16%
Opportunity to educate ourselves about other cultures/races/religion	10	10	15
Helps us learn tolerance/acceptance of those different from us	10	13	10
Adds to America's diverse culture, we've always been a melting pot	6	8	3
Diversity is good/beneficial to everyone	5	4	7
Strengthens us/gives us more power	5	4	8

* Asked of one-half the respondents (FORM A).

10b. What are some of the ways you think of America's diversity as being a challenge or source of problems for the USA? What are some of the downsides or difficulties that result from the fact that America has people of many different nationalities, religions, races, and lifestyles? **[215-221]** **

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>
Everyone should learn English if they're going to live/work here	11%	1%	4%
Too many illegal immigrants who receive benefits/take our jobs	10	8	5
We are too divided/separated along racial/cultural/religious lines	9	13	6
Some immigrants never try to assimilate to American culture	8	5	4
We need to be more tolerant/accepting of those different than us	7	7	8
Some people are just bigots/intolerant/narrow-minded	5	7	10

** Asked of one-half the respondents (FORM B).

(Q.11a-Q.11i ARE RANDOMIZED.)

11a-l. In the USA today, how often do you think **(READ FIRST PART OF ITEM)** experience problems with prejudice because **(READ SECOND PART OF ITEM)**—very often, fairly often, sometimes, not that often, or almost never?

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF WHITES WHO SAY VERY OR FAIRLY OFTEN

	<u>Very Often</u>	<u>Fairly Often</u>	<u>Some-times</u>	<u>Not That Often</u>	<u>Almost Never</u>	<u>Not Sure</u>	
Gays and lesbians experience problems with prejudice because of their sexual orientation							[226]
Whites.....	31	30	25	9	3	2	
Hispanics.....	41	27	20	5	5	2	
African Americans	42	27	21	6	2	2	
Muslims experience problems with prejudice because of their religion							[231]
Whites.....	29	32	23	9	3	4	
Hispanics.....	35	26	22	5	6	6	
African Americans	40	23	24	7	3	3	

Q.11a-I (cont'd)

	<u>Very Often</u>	<u>Fairly Often</u>	<u>Sometimes</u>	<u>Not That Often</u>	<u>Almost Never</u>	<u>Not Sure</u>	
Immigrants experience problems with prejudice because they were not born in the United States							[457]
Whites.....	17	31	33	13	4	2	
Hispanics.....	39	27	23	8	3	-	
African Americans	34	26	27	9	2	2	
Disabled and handicapped people experience problems with prejudice because of their disabilities							[227]
Whites.....	18	27	36	14	4	1	
Hispanics.....	22	24	30	14	8	2	
African Americans	28	30	29	10	2	1	
Hispanics experience problems with prejudice because of their ethnic background							[223]
Whites.....	14	31	37	12	4	2	
Hispanics.....	31	25	31	9	3	1	
African Americans	38	26	25	7	2	2	
African Americans experience problems with prejudice because of their race							[222]
Whites.....	13	28	39	14	5	1	
Hispanics.....	27	28	26	13	3	3	
African Americans	47	25	20	5	3	-	
Older people and senior citizens experience problems with prejudice because of their age							[230]
Whites.....	16	24	36	17	6	1	
Hispanics.....	18	27	28	18	8	1	
African Americans	27	20	33	14	5	1	
Women experience problems with prejudice because of their gender							[225]
Whites.....	12	22	40	18	7	1	
Hispanics.....	18	21	33	17	10	1	
African Americans	25	23	32	17	2	1	
Evangelical Christians experience problems with prejudice because of their religious views							[224]
Whites.....	14	16	30	24	12	4	
Hispanics.....	14	16	29	21	16	4	
African Americans	18	13	33	24	8	4	
Jews experience problems with prejudice because of their religion							[456]
Whites.....	8	18	38	23	10	3	
Hispanics.....	11	17	37	21	13	1	
African Americans	12	22	37	16	8	5	
Young people in their late teens and early twenties experience problems with prejudice because of their age							[229]
Whites.....	9	15	36	26	12	2	
Hispanics.....	15	16	27	28	12	2	
African Americans	23	17	31	19	8	2	
White men experience problems with prejudice because of their race and gender							[228]
Whites.....	8	14	29	27	21	1	
Hispanics.....	7	12	20	24	35	2	
African Americans	7	7	20	23	41	2	

12. How often would you say that you personally experience problems with prejudice—very often, fairly often, sometimes, not that often, or almost never?

	Whites	Hispanics	African Americans	
Very often	3	6	13	[232]
Fairly often.....	8	12	17	
Sometimes.....	22	34	32	
Not that often.....	26	23	26	
Almost never.....	41	25	11	
Not sure.....	-	-	1	

13. I am going to list three goals and I would like you to tell me which ONE you personally feel we should most try to encourage in the USA at this time?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF WHITES

	Whites	Hispanics	African Americans	
Judging people as individuals, rather than on the basis of their race, religion, national origin, or sexual orientation.....	38	44	45	[233]
Focusing on the things we have in common and that unite us as Americans, rather than on our differences and the things that divide us ..	36	35	36	
Celebrating the freedom we have as Americans to be different and follow our own paths, rather than conforming to a certain mold.....	25	20	17	
Not sure	1	1	2	

Thinking more generally now . . .

14a. I am going to mention some trends and events that have occurred in the USA. For each one, please tell me whether your feelings about that trend are very favorable, somewhat favorable, neutral, somewhat unfavorable, or very unfavorable.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF WHITES WHO SAY VERY OR SOMEWHAT FAVORABLE

	Favorable		Neutral	Unfavorable		Not Sure	
	Very	Some-what		Some-what	Very		
Over the past few decades, new laws have resulted in a greater inclusion of handicapped people and people with disabilities in the mainstream--in schools, businesses, and other walks of life							[236/245]
Whites.....	51	28	16	3	1	1	
Hispanics	50	24	19	2	5	-	
African Americans.....	55	21	14	5	4	1	
The United States elected its first African-American president last year with Barack Obama, and seated its first Hispanic U.S. Supreme Court Justice with Sonia Sotomayor							[241/250]
Whites.....	36	19	31	6	7	1	
Hispanics	52	19	19	5	4	1	
African Americans.....	74	10	11	2	1	2	
There is a greater acceptance of gay and lesbian couples openly living together							[237/246]
Whites.....	26	18	29	9	17	1	
Hispanics	25	18	34	6	14	3	
African Americans.....	19	21	30	8	19	3	

Q.14a (cont'd)

	Favorable		Neutral	Unfavorable		Not Sure	
	Very	Some-what		Some-what	Very		
Commentators on cable networks, talk radio, and Internet blogs who take strongly conservative or liberal views promoting sharply differing opinions on national issues such as health care reform							[235/244]
Whites.....	19	20	30	14	16	1	
Hispanics.....	15	24	30	13	16	2	
African Americans.....	17	19	32	13	16	3	
Some states now officially recognize same-sex unions and same-sex marriages							[239/248]
Whites.....	24	13	21	10	31	1	
Hispanics.....	25	15	27	9	23	1	
African Americans.....	21	15	25	11	27	1	
The USA is becoming a more racially and ethnically diverse society. Blacks, Hispanics, and Asians already make up a third of the U.S. population. By 2050, these groups will make up a majority of the population							[234/243]
Whites.....	11	15	48	14	11	1	
Hispanics.....	30	23	31	7	7	2	
African Americans.....	40	27	25	5	2	1	
Languages other than English are being used increasingly in daily life by businesses—such as having multiple languages on ATM machines—to accommodate customers whose first language is not English							[238/247]
Whites.....	10	16	20	19	35	-	
Hispanics.....	35	20	20	12	13	-	
African Americans.....	36	22	22	10	10	-	
The Christian traditions that have been part of our society—including prayers at public events and public displays at Christmas time about the birth of Christ—are less prominent now so people of different faiths and beliefs do not feel excluded **							[251]
Whites.....	12	12	24	18	34	-	
Hispanics.....	15	18	30	16	21	-	
African Americans.....	25	15	22	11	25	2	
The Christian traditions that have been part of our society—including prayers at public events and public displays at Christmas time about the birth of Christ—are less prominent now *							[242]
Whites.....	13	10	22	18	37	-	
Hispanics.....	12	13	38	10	26	1	
African Americans.....	18	16	25	9	30	2	
There are stronger partisan divisions in the country today than at other times. A large majority of Democrats strongly opposed President Bush when he was in office, and a large majority of Republicans now strongly oppose President Obama							[240/249]
Whites.....	10	12	36	19	21	2	
Hispanics.....	12	13	36	19	18	2	
African Americans.....	17	13	33	12	22	3	

* Asked of one-half the respondents (FORM A).

** Asked of one-half the respondents (FORM B).

15. Which one of the following statements about race relations comes closest to your own opinion? **(IF MORE THAN ONE, SAY:)** Well, if you had to choose just one, which one would you say comes closest to your own opinion?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Statement A: Race relations are no longer a problem in the USA today	4	8	6	[252]
Statement B: Race relations are still a problem in the USA, but we have come a long way	69	64	46	
Statement C: Race relations are still a problem in the USA, and we still have a long way to go	27	28	47	
Not sure	-	-	1	

16a. Do you think that President Obama is doing more to unite the country or doing more to divide the country?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Doing more to unite the country.....	47	69	87	[253]
Doing more to divide the country.....	46	26	9	
Not sure.....	7	5	4	

16b. Do you think that Republicans in Congress are doing more to unite the country or doing more to divide the country?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Doing more to unite the country.....	29	25	14	[254]
Doing more to divide the country.....	60	68	74	
Not sure.....	11	7	12	

16c. Do you think that Democrats in Congress are doing more to unite the country or doing more to divide the country?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Doing more to unite the country.....	32	46	67	[255]
Doing more to divide the country.....	59	42	24	
Not sure.....	9	12	9	

(ASKED ONLY OF ONLINE RESPONDENTS.)

17. Recently there have been news stories about one congressman calling President Obama a "liar" during a speech to Congress, another congressman saying the Republican plan for health care is for "seniors to die quickly," and angry citizens shouting down members of Congress at town hall meetings.

Do you think these kinds of events are part of a larger problem in our country today, or do you think that they are isolated examples that have just been blown out of proportion by the news media?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Events are part of a larger problem.....	63	63	74	[256]
Isolated examples that have been blown of out proportion	37	37	26	

18a. Do you think that President Obama's race has a big effect, some effect, only a small effect, or no effect at all on the way white people judge him as president?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Big effect	15	30	40	[257]
Some effect	38	38	38	
Only a small effect	25	16	10	
No effect at all.....	21	14	10	
Not sure.....	1	2	2	

18b. Do you think President Obama's race has a big effect, some effect, only a small effect, or no effect at all on the way black people judge him as president?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Big effect	52	48	48	[258]
Some effect	32	25	32	
Only a small effect	9	13	9	
No effect at all.....	6	12	10	
Not sure.....	1	2	1	

18c. Do you think President Obama's race has a big effect, some effect, only a small effect, or no effect at all on the way he handles his job as president?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Big effect	14	18	19	[259]
Some effect	25	22	20	
Only a small effect	20	16	11	
No effect at all.....	39	42	49	
Not sure.....	2	2	1	

19a. Thinking back over the past few years, have you ever heard someone you know make a remark to or about someone else that made you feel uncomfortable because you felt it was prejudiced or discriminatory?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Yes	74	76	77	CONTINUE [260]
No.....	26	22	22	IF FORM A, Skip to Q.20
Not sure.....	-	2	1	IF FORM B, Skip to Q.21

(ASK ONLY OF RESPONDENTS WHO SAY "YES" IN Q.19a.)

19b. Has that happened several times, a few times, or only once over the past few years?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Several times.....	30	38	34	[261]
A few times	39	32	35	
Only once	5	6	6	
Not sure.....	-	-	2	
No/not sure (Q.19a).....	26	24	23	

(ASK ONLY OF RESPONDENTS WHO SAY "YES" IN Q.19a.)

19c. When you heard someone you know make a prejudiced or discriminatory remark, did you ever say something to that person to express your disapproval, or did you feel that it is was not really your role to do that?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Said something to express disapproval.....	50	55	57	[262]
Did not feel it was my role	22	20	19	
Not sure.....	2	1	1	
No/not sure (Q.19a).....	26	24	23	

20. How much do you think **(READ ITEM)** can do to help reduce the amount of prejudice, intolerance, and discrimination in the USA today—a lot, a fair amount, just some, or very little? *

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF WHITES WHO SAY A LOT

	Can Do To Help Reduce The Amount Of Prejudice, Intolerance, And Discrimination				<u>Not Sure</u>	
	<u>A Lot</u>	<u>A Fair Amount</u>	<u>Just Some</u>	<u>Very Little</u>		
Parents						[265]
Whites.....	78	16	5	1	-	
Hispanics	84	8	6	1	1	
African Americans.....	91	4	4	1	-	
Teachers						[267]
Whites.....	57	24	14	4	1	
Hispanics	59	23	11	6	1	
African Americans.....	70	14	8	6	2	
Average citizens, such as yourself						[269]
Whites.....	50	26	16	8	-	
Hispanics	59	22	10	7	2	
African Americans.....	60	18	11	9	2	
The news media						[264]
Whites.....	50	25	16	9	-	
Hispanics	55	19	14	10	2	
African Americans.....	75	8	8	9	-	
Religious leaders						[268]
Whites.....	49	27	17	7	-	
Hispanics	47	21	19	12	1	
African Americans.....	72	16	6	4	2	
The entertainment industry						[266]
Whites.....	47	24	18	10	1	
Hispanics	57	14	18	11	-	
African Americans.....	70	13	7	8	2	
Elected officials						[263]
Whites.....	38	28	20	14	-	
Hispanics	48	23	16	12	1	
African Americans.....	65	14	7	10	4	

* Asked of one-half the respondents (FORM A).

21. Do you think **(READ ITEM)** too much time, too little time, or about the right amount of time addressing the issue of prejudice, intolerance, and discrimination? **

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF WHITES WHO SAY TOO MUCH TIME

	Addressing Prejudice, Intolerance, And Discrimination				
	<u>Too Much Time</u>	<u>Too Little Time</u>	<u>About The Right Amount Of Time</u>	<u>Not Sure</u>	
The news media					[271]
Whites	50	25	22	3	
Hispanics.....	32	40	27	1	
African Americans	23	52	23	2	
The entertainment industry					[273]
Whites	40	25	30	5	
Hispanics.....	28	41	30	1	
African Americans	15	62	20	3	
Elected officials					[270]
Whites	34	38	24	4	
Hispanics.....	19	49	27	5	
African Americans	13	66	16	5	
Religious leaders					[275]
Whites	23	36	36	5	
Hispanics.....	19	42	37	2	
African Americans	9	55	29	7	
Teachers					[274]
Whites	17	30	42	11	
Hispanics.....	12	46	40	2	
African Americans	6	66	24	4	
Parents					[272]
Whites	6	56	31	7	
Hispanics.....	7	60	29	4	
African Americans	6	67	23	4	
Average citizens, such as yourself					[276]
Whites	6	44	47	3	
Hispanics.....	6	55	36	3	
African Americans	7	58	35	-	

** Asked of one-half the respondents (FORM B).

(ASKED ONLY OF ONLINE RESPONDENTS.)

22a. Please list in the box below some of the things you would like to see political leaders and elected officials do to address the issue of prejudice, intolerance, and discrimination in the USA. **[308-314]**

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>
Stop fighting among themselves, need to be more bipartisan/willing to work together	5%	6%	6%
Be a good role model to others, "walk the talk," be consistent	5	5	6
Speak-out/voice their opinions on the subject, make their feelings known	4	3	13
Stop dividing/labeling people into groups/categories, too focused on differences	4	4	2
Work for/care about the people, look out for our best interests and not their own	3	2	11
They shouldn't address this issue, enough has been done, stop bringing it up	3	2	-

(ASKED ONLY OF ONLINE RESPONDENTS.)

22b. Please list in the box below some of the things you would like to see the entertainment industry do to address the issue of prejudice, intolerance, and discrimination in the USA. **[315-321]**

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>
Create more accurate portrayals of minorities/gays/women, don't reinforce stereotypes	4%	5%	9%
They shouldn't address this issue, enough has been done, stop bringing it up	4	3	1
Produce movies/documentaries/programs that address "real life" issues of discrimination/intolerance	3	4	9
Educate people about diversity, raise awareness, produce public service announcements	3	3	1
Should promote positive stories/examples of different groups interacting/getting along	3	-	1
Create more roles/opportunities for minorities/gays/women, be more inclusive	2	4	9

23. What are some of the things, if any, average citizens like you might do to address the issue of prejudice, intolerance, and discrimination in the USA?

(PROBE FOR MULTIPLE RESPONSES:) Anything else? [322-328]

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>
Speak-out/voice my opinion on the subject, make your feelings known	15%	13%	11%
Treat others as individuals rather than as part of a group/stereotype	12	7	13
Too much emphasis on these issues, we have bigger problems	7	10	8
Teach children/grandchildren not to discriminate/be prejudiced	7	11	7
Treat others how you want to be treated, be nice/respectful/fair	7	6	5
Just get along with others, accept/be tolerant of differences	7	4	10

FACTUALS: Now I am going to ask you a few questions for statistical purposes only.

F1. Please indicate the last grade that you completed in school.

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Grade school.....	-	4	2	[334-335]
Some high school.....	3	10	7	
High school graduate	32	23	23	
Some college, no degree	20	23	24	
Vocational training/2-year college	10	13	8	
4-year college/bachelor's degree	21	15	15	
Some postgraduate work, no degree	3	2	4	
2 or 3 years' postgraduate work/master's degree.....	8	6	8	
Doctoral/law degree	2	2	3	
Not sure/refused.....	1	2	6	

F2. Are you currently single and never married, married, separated, widowed, or divorced?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Single and never married	25	36	37	[336]
Married	55	49	34	
Separated.....	1	3	5	
Widowed.....	6	1	6	
Divorced	12	7	13	
Other (VOL).....	-	2	2	
Not sure/refused.....	1	2	3	

F3. Do you have any children under the age of eighteen currently living in your household?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Yes, kids under 18 in household.....	30	44	30	[337]
No, no kids under 18 in household	69	54	68	
Not sure/refused	1	2	2	

F4a. What is your religion?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>		
Protestant.....	39	16	45	[338]	
Catholic	23	51	12		Skip to Q.F4c
Jewish	2	1	-		
Other	19	17	32		CONTINUE
None.....	15	12	7		Skip to Q.F4c
Not sure/refused.....	2	3	4		

(ASK ONLY OF RESPONDENTS WHO SAY "PROTESTANT," OR "OTHER," IN Q.F4a.)

F4b. Would you consider yourself a born-again Christian, that is, have you personally had a conversion experience related to Jesus Christ?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Born-again.....	28	23	47	[339]
Not born-again	26	9	25	
Not sure.....	4	1	5	
Catholic/Jewish/None/Not sure/refused (Q.F4a)	42	67	23	

F4c. How often do you attend services at a church, synagogue, or other place of worship?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Never.....	29	20	12	[340]
Once a year.....	8	10	5	
A few times a year.....	20	21	20	
Once a month.....	3	7	6	
About twice a month.....	8	8	10	
Once a week or more often.....	31	30	42	
Not sure.....	1	4	5	

F5a/b. Do you personally know or work with someone who is gay or lesbian? (IF "YES," ASK:) Is that person you, a member of your family, a close friend, a co-worker, or an acquaintance?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Yes				
Self.....	4	5	4	[341-342] >
Family member.....	17	19	16	
Close friend.....	21	26	13	
Co-worker.....	23	27	21	
Acquaintance.....	28	20	26	
Other.....	3	3	2	
Not sure.....	-	-	1	
No	27	25	30	
Not sure	2	3	6	

F6a/b. Did you vote in the November 2008 presidential election between Barack Obama and John McCain? (IF "YES, VOTED," ASK:) For whom did you vote—Barack Obama or John McCain?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Yes, Voted				[343/344]
Barack Obama.....	35	46	70	
John McCain.....	41	20	7	
Not sure.....	5	2	5	
No, Did Not Vote	18	29	14	
Refused.....	1	3	4	

F7. Regardless of how you may be registered, how would you describe your overall point of view in terms of the political parties?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Mostly Democratic.....	22	31	60	[345]
Leaning Democratic.....	11	15	11	
Completely independent.....	23	24	15	
Leaning Republican.....	13	6	3	
Mostly Republican.....	24	13	3	
Not sure.....	7	11	8	

F8. Thinking about your general approach to issues, do you consider yourself to be very conservative, somewhat conservative, middle of the road, somewhat liberal, or very liberal?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Very conservative	14	12	13	[346]
Somewhat conservative	27	20	19	
Middle of the road	37	30	39	
Somewhat liberal	13	20	13	
Very liberal	7	13	9	
Not sure	2	5	7	

(ASKED ONLY OF ONLINE RESPONDENTS.)

F9a. Many people do not have the time or interest to get personally involved with social causes. How about you? Have you personally taken any specific actions in the past 12 months to support a social cause you believe in?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Yes, have taken action to support a social cause	37	43	49	[347]
No, have not taken any action	63	57	51	

(ASKED ONLY OF ONLINE RESPONDENTS WHO SAY "YES" IN Q.F9a.)

F9b. In the box below, please list what specifically you have done or what actions you have taken in the past 12 months to support a social cause you believe in. **[348-354]**

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>
I donated money/have made charitable contributions	20%	13%	20%
I volunteered to help an organization	14	11	17
I wrote a letter/email to my representation/an elected official	11	9	7
I ran/participated in fundraisers, I helped raise money/solicited donations	8	5	8
I participated in a march/attended a rally	8	9	3
I have signed petitions	7	5	7
-----	-----	-----	-----
Don't know; no response	2%	3%	2%

(ASKED ONLY OF ONLINE RESPONDENTS.)

F10a. Are you a member of, or do you contribute money to, any organization that is specifically involved in trying to address the issue of prejudice, intolerance, or discrimination?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Yes, a member or contribute money	16	15	26	[355]
No, not a member/do not contribute money	84	85	74	

(ASKED ONLY OF ONLINE RESPONDENTS WHO SAY "YES" IN Q.F10a.)

F10b. Please list in the box below what specific organization or organizations you are a member of or you contribute money to. **[356-362]**

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>
My church/religious organization	30%	12%	9%
Democratic party/candidates	3	4	5
Human Rights Campaign	3	6	6
United Way	3	2	3
ACLU	3	4	-
Southern Poverty Law Center	2	-	6
Salvation Army	2	-	2

F11a. Which of the following TV services, if any, does your household currently pay for?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Basic or standard cable TV service.....	25	26	32	[363]
Digital cable TV service (with additional channels)	32	29	30	
Satellite TV service (e.g. DirecTV, Dish Network, etc.)	27	28	22	
Fiber optic TV service (e.g. FiOS, U-verse, etc.).....	4	4	4	
None of the above.....	11	10	9	
Not sure	1	3	3	

F11b. Thinking on a weekly basis, about how many hours do you use the Internet in an average week—not at all, less than one hour, one to four hours, five to nine hours, ten to fourteen hours, fifteen to nineteen hours, or more than twenty hours per week?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Not at all	9	10	15	[364]
Less than one hour.....	3	5	4	
One to four hours.....	13	18	17	
Five to nine hours.....	20	17	15	
Ten to fourteen hours	19	13	14	
Fifteen to nineteen hours.....	9	8	8	
More than twenty hours per week.....	26	24	21	
Not sure.....	1	5	6	

F12. If you added together the yearly income of all the members of your family who were living at home last year, would the total be less than twenty-five thousand dollars, between twenty-five thousand dollars and fifty thousand dollars, between fifty thousand dollars and seventy-five thousand dollars, between seventy-five thousand dollars and one hundred thousand dollars, between one hundred thousand dollars and one hundred twenty-five thousand dollars, or would the total be more than that?

	<u>Whites</u>	<u>Hispanics</u>	<u>African Americans</u>	
Less than \$25,000.....	15	16	18	[365]
Between \$25,000 and \$50,000.....	24	20	27	
Between \$50,000 and \$75,000.....	18	19	16	
Between \$75,000 and \$100,000.....	12	16	13	
Between \$100,000 and \$125,000.....	6	6	8	
More than \$125,000	8	6	4	
Not sure/refused.....	17	17	14	