YouGov

April 25 - 28, 2014

YouGov

1. White words

Which of the following words do you normally use to refer to an American with white skin? Check all that apply.

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
European-American	8%	7%	8%	12%	10%	6%	3%	7%	8%	10%
White	82%	83%	82%	86%	74%	85%	84%	84%	78%	90%
Anglo	7%	8%	7%	6%	8%	6%	10%	7%	6%	12%
Person of color	4%	4%	5%	2%	3%	3%	11%	4%	4%	4%
Other	7%	6%	8%	4%	7%	9%	6%	7%	8%	5%
No preference	6%	7%	6%	4%	11%	5%	5%	5%	8%	4%
Don't know	2%	2%	2%	3%	3%	1%	—	1%	3%	—
Totals	(1,000)	(466)	(534)	(154)	(259)	(399)	(188)	(339)	(439)	(222)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
European-American	8%	7%	10%	12%	8%	6%	7%	12%	11%	8%	6%	8%
White	82%	86%	69%	72%	84%	80%	88%	81%	78%	88%	82%	81%
Anglo	7%	7%	7%	8%	6%	7%	3%	9%	7%	6%	7%	10%
Person of color	4%	2%	19%	4%	6%	2%	—	1%	4%	2%	8%	0%
Other	7%	7%	7%	6%	7%	7%	11%	3%	3%	5%	7%	12%
No preference	6%	4%	9%	15%	6%	8%	3%	5%	6%	5%	7%	6%
Don't know	2%	2%	—	1%	2%	2%	—	—	4%	0%	1%	3%
Totals	(1,000)	(800)	(100)	(100)	(384)	(276)	(79)	(118)	(172)	(194)	(357)	(277)

2. Black words
Which of the following words do you normally use to refer to an American with dark skin? Check all that apply.

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
African-American	43%	43%	43%	48%	47%	43%	31%	52%	41%	35%
Black	60%	58%	61%	71%	58%	57%	53%	58%	57%	69%
Negro	7%	9%	5%	3%	9%	7%	11%	5%	8%	8%
Colored	9%	9%	9%	7%	8%	7%	14%	7%	9%	10%
Person of color	10%	10%	11%	6%	10%	10%	18%	15%	10%	6%
Other	5%	6%	4%	5%	4%	6%	5%	2%	6%	6%
No preference	6%	7%	5%	3%	8%	7%	6%	3%	9%	3%
Don't know	2%	3%	2%	3%	4%	1%	—	2%	3%	1%
Totals	(1,000)	(466)	(534)	(154)	(259)	(399)	(188)	(339)	(439)	(222)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
African-American	43%	38%	60%	56%	45%	43%	42%	42%	37%	40%	48%	43%
Black	60%	61%	64%	47%	62%	55%	72%	58%	54%	57%	64%	61%
Negro	7%	7%	6%	6%	7%	6%	6%	5%	3%	7%	10%	5%
Colored	9%	9%	9%	7%	9%	7%	11%	3%	8%	11%	8%	7%
Person of color	10%	8%	21%	14%	11%	9%	2%	10%	12%	10%	12%	6%
Other	5%	6%	2%	3%	3%	7%	6%	3%	2%	5%	6%	6%
No preference	6%	7%	1%	5%	7%	6%	2%	3%	6%	11%	3%	7%
Don't know	2%	3%	—	—	1%	3%	0%	—	3%	1%	2%	2%
Totals	(1,000)	(800)	(100)	(100)	(384)	(276)	(79)	(118)	(172)	(194)	(357)	(277)

3. Hispanic words

Which word or words would you use to describe an American of Central or South American heritage? Check all that apply.

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Hispanic	59%	60%	58%	65%	57%	57%	56%	62%	58%	57%
Latino	35%	39%	32%	38%	32%	37%	34%	40%	31%	38%
Chicano	6%	9%	3%	9%	5%	5%	5%	4%	7%	8%
Person of color	4%	4%	4%	4%	4%	3%	7%	4%	5%	1%
Other	8%	8%	7%	7%	8%	6%	10%	5%	8%	10%
No preference	10%	10%	10%	7%	12%	12%	7%	7%	13%	7%
Don't know	6%	3%	9%	5%	6%	8%	6%	8%	7%	1%
Totals	(1,000)	(466)	(534)	(154)	(259)	(399)	(188)	(339)	(439)	(222)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Hispanic	59%	59%	43%	69%	55%	58%	66%	62%	62%	52%	61%	59%
Latino	35%	36%	24%	40%	35%	36%	35%	34%	28%	37%	34%	41%
Chicano	6%	4%	9%	15%	10%	2%	2%	2%	3%	3%	6%	11%
Person of color	4%	3%	16%	0%	6%	1%	1%	3%	3%	1%	7%	2%
Other	8%	9%	5%	4%	8%	8%	10%	5%	6%	6%	8%	9%
No preference	10%	11%	14%	2%	11%	11%	3%	3%	11%	11%	9%	9%
Don't know	6%	6%	12%	2%	8%	7%	5%	1%	6%	11%	6%	2%
Totals	(1,000)	(800)	(100)	(100)	(384)	(276)	(79)	(118)	(172)	(194)	(357)	(277)

4. Asian words

Which word or words would you use to describe an American of Asian heritage? Check all that apply.

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Asian-American	54%	54%	55%	65%	57%	52%	41%	64%	49%	53%
Oriental	31%	29%	33%	23%	27%	36%	38%	28%	30%	37%
Person of color	4%	5%	4%	4%	5%	3%	7%	5%	5%	2%
Other	12%	14%	11%	16%	10%	12%	11%	6%	17%	9%
No preference	8%	10%	7%	6%	10%	8%	10%	6%	10%	9%
Don't know	3%	3%	4%	5%	4%	1%	5%	2%	5%	−
Totals	(1,000)	(466)	(534)	(154)	(259)	(399)	(188)	(339)	(439)	(222)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Asian-American	54%	52%	75%	51%	54%	55%	45%	64%	60%	52%	53%	54%
Oriental	31%	31%	25%	34%	31%	33%	28%	20%	31%	29%	33%	30%
Person of color	4%	2%	13%	8%	6%	2%	−	5%	2%	3%	7%	4%
Other	12%	14%	4%	10%	11%	12%	20%	12%	8%	14%	12%	14%
No preference	8%	10%	3%	4%	10%	6%	10%	4%	6%	13%	8%	8%
Don't know	3%	3%	2%	4%	4%	2%	8%	−	6%	3%	3%	2%
Totals	(1,000)	(800)	(100)	(100)	(384)	(276)	(79)	(118)	(172)	(194)	(357)	(277)

5. Native words

Which word or words would you use to describe an American of whose ethnic heritage is native to the original inhabitants of North America? Check all that apply.

		Gender			Age				Party ID	
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Native American	72%	73%	72%	75%	72%	75%	65%	76%	72%	69%
Indian	30%	34%	25%	22%	30%	33%	33%	26%	32%	31%
Person of color	4%	4%	4%	3%	6%	2%	8%	5%	5%	1%
Other	4%	4%	5%	3%	4%	6%	5%	4%	5%	5%
No preference	5%	3%	6%	5%	6%	2%	7%	3%	5%	6%
Don't know	3%	2%	4%	4%	3%	2%	3%	4%	4%	2%
Totals	(1,000)	(466)	(534)	(154)	(259)	(399)	(188)	(339)	(439)	(222)

		Race			Family Income				Region		
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Native American	72%	74%	69%	69%	70%	73%	75%	72%	76%	73%	69%	74%
Indian	30%	31%	20%	32%	34%	25%	22%	28%	22%	28%	31%	35%
Person of color	4%	3%	13%	6%	6%	2%	2%	2%	3%	3%	7%	2%
Other	4%	5%	1%	5%	2%	6%	9%	5%	1%	5%	3%	9%
No preference	5%	5%	6%	4%	5%	7%	2%	1%	4%	3%	7%	3%
Don't know	3%	3%	5%	1%	4%	3%	0%	1%	5%	3%	4%	0%
Totals	(1,000)	(800)	(100)	(100)	(384)	(276)	(79)	(118)	(172)	(194)	(357)	(277)

6. Old-fashioned words – Negro

Do you consider using the following words to describe a person's ethnic or racial heritage offensive, old-fashioned but acceptable, or acceptable?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Offensive	39%	32%	44%	55%	48%	30%	21%	46%	34%	38%
Old-fashioned	38%	42%	34%	26%	31%	48%	42%	36%	37%	41%
Acceptable	18%	20%	16%	11%	13%	18%	34%	12%	21%	20%
Not sure	6%	6%	6%	8%	9%	3%	3%	5%	8%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(987)	(459)	(528)	(150)	(253)	(397)	(187)	(335)	(432)	(220)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Offensive	39%	34%	55%	48%	41%	37%	42%	34%	48%	38%	36%	36%
Old-fashioned	38%	40%	34%	29%	35%	39%	40%	53%	35%	41%	35%	41%
Acceptable	18%	20%	5%	16%	18%	19%	16%	9%	13%	15%	22%	19%
Not sure	6%	5%	6%	7%	6%	6%	1%	4%	5%	6%	7%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(987)	(789)	(100)	(98)	(381)	(273)	(79)	(114)	(168)	(190)	(355)	(274)

7. Old-fashioned words – Colored

Do you consider using the following words to describe a person's ethnic or racial heritage offensive, old-fashioned but acceptable, or acceptable?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Offensive	30%	30%	30%	28%	32%	31%	24%	37%	30%	19%
Old-fashioned	41%	41%	41%	42%	35%	45%	42%	35%	39%	56%
Acceptable	22%	22%	22%	23%	20%	18%	30%	21%	23%	22%
Not sure	7%	7%	7%	8%	12%	5%	3%	7%	9%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(988)	(461)	(527)	(150)	(254)	(397)	(187)	(335)	(432)	(221)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Offensive	30%	28%	43%	28%	29%	34%	27%	35%	30%	28%	31%	29%
Old-fashioned	41%	43%	40%	32%	38%	36%	57%	50%	42%	46%	36%	45%
Acceptable	22%	23%	9%	28%	25%	21%	12%	11%	22%	20%	23%	21%
Not sure	7%	6%	9%	13%	8%	8%	4%	4%	6%	6%	10%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(988)	(789)	(100)	(99)	(380)	(274)	(79)	(114)	(169)	(190)	(355)	(274)

8. Old-fashioned words – Oriental
Do you consider using the following words to describe a person's ethnic or racial heritage offensive, old-fashioned but acceptable, or acceptable?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Offensive	15%	18%	13%	21%	20%	11%	7%	19%	15%	10%
Old-fashioned	28%	25%	31%	28%	23%	34%	25%	28%	26%	34%
Acceptable	46%	45%	46%	33%	42%	48%	63%	39%	49%	49%
Not sure	11%	12%	10%	18%	15%	7%	5%	15%	11%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(988)	(459)	(529)	(150)	(254)	(397)	(187)	(335)	(433)	(220)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Offensive	15%	14%	24%	14%	17%	15%	14%	17%	17%	9%	15%	19%
Old-fashioned	28%	30%	30%	17%	24%	30%	31%	44%	28%	29%	23%	35%
Acceptable	46%	48%	29%	50%	47%	46%	36%	35%	43%	48%	48%	42%
Not sure	11%	8%	17%	20%	12%	9%	19%	4%	13%	14%	13%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(988)	(790)	(100)	(98)	(382)	(273)	(79)	(114)	(169)	(190)	(355)	(274)

9. Old-fashioned words – Indian (referring to an original inhabitant of North America)
Do you consider using the following words to describe a person's ethnic or racial heritage offensive, old-fashioned but acceptable, or acceptable?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Offensive	11%	13%	9%	26%	7%	8%	3%	14%	9%	11%
Old-fashioned	32%	30%	34%	32%	28%	37%	27%	29%	33%	33%
Acceptable	48%	46%	49%	33%	51%	47%	61%	45%	47%	53%
Not sure	10%	12%	8%	9%	14%	7%	8%	12%	11%	3%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(989)	(461)	(528)	(149)	(255)	(397)	(188)	(335)	(435)	(219)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Offensive	11%	10%	15%	9%	9%	11%	24%	12%	19%	9%	9%	9%
Old-fashioned	32%	32%	34%	29%	30%	28%	38%	49%	27%	37%	28%	36%
Acceptable	48%	49%	35%	52%	50%	55%	32%	37%	41%	43%	53%	48%
Not sure	10%	9%	15%	10%	11%	6%	7%	2%	13%	11%	10%	6%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(989)	(790)	(100)	(99)	(382)	(273)	(79)	(114)	(170)	(190)	(355)	(274)

10. Old-fashioned words – Redskin
Do you consider using the following words to describe a person's ethnic or racial heritage offensive, old-fashioned but acceptable, or acceptable?

		Gender		Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Offensive	51%	43%	58%	51%	46%	55%	49%	62%	47%	45%
Old-fashioned	27%	33%	22%	24%	26%	29%	30%	18%	29%	36%
Acceptable	11%	11%	11%	13%	11%	6%	18%	9%	12%	11%
Not sure	11%	13%	10%	12%	17%	10%	3%	12%	12%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(988)	(460)	(528)	(150)	(254)	(397)	(187)	(335)	(433)	(220)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Offensive	51%	50%	56%	53%	50%	52%	49%	56%	52%	50%	47%	57%
Old-fashioned	27%	28%	25%	25%	25%	28%	35%	32%	22%	33%	25%	29%
Acceptable	11%	12%	6%	9%	13%	11%	2%	7%	11%	3%	17%	9%
Not sure	11%	10%	13%	13%	11%	9%	14%	5%	15%	14%	11%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(988)	(789)	(100)	(99)	(381)	(273)	(79)	(114)	(170)	(190)	(355)	(273)

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