

**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	7%	8%	6%	7%	10%	4%	8%	5%	9%	4%
White	84%	82%	86%	81%	87%	84%	84%	83%	81%	92%
Anglo	5%	6%	4%	2%	3%	6%	8%	6%	3%	6%
Person of color	4%	4%	3%	3%	7%	2%	2%	8%	2%	—
Other	6%	5%	8%	5%	5%	9%	4%	3%	9%	6%
No preference	4%	5%	3%	4%	1%	4%	8%	4%	4%	3%
Don't know	2%	3%	1%	6%	1%	1%	0%	1%	3%	—
Totals	(1,000)	(474)	(526)	(165)	(266)	(392)	(177)	(330)	(450)	(220)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
European-American	7%	6%	10%	8%	7%	5%	2%	10%	7%	8%	7%	7%
White	84%	88%	68%	73%	86%	84%	98%	87%	76%	90%	85%	84%
Anglo	5%	4%	4%	10%	4%	6%	5%	5%	2%	3%	6%	7%
Person of color	4%	1%	18%	8%	5%	3%	—	2%	9%	3%	2%	2%
Other	6%	5%	8%	12%	5%	7%	4%	7%	8%	6%	6%	7%
No preference	4%	4%	6%	3%	3%	4%	—	2%	3%	3%	4%	5%
Don't know	2%	2%	4%	2%	2%	1%	—	0%	4%	—	2%	1%
Totals	(1,000)	(799)	(128)	(73)	(354)	(275)	(69)	(119)	(159)	(210)	(349)	(282)

**2. Black words**

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

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
African-American	44%	36%	52%	50%	46%	38%	46%	52%	42%	38%
Black	60%	66%	55%	61%	59%	61%	61%	56%	61%	66%
Negro	6%	8%	5%	9%	4%	5%	10%	5%	8%	5%
Colored	8%	8%	8%	6%	10%	8%	9%	9%	8%	9%
Person of color	8%	6%	10%	6%	10%	7%	10%	7%	10%	5%
Other	3%	4%	3%	1%	2%	6%	2%	3%	4%	3%
No preference	6%	7%	4%	7%	6%	4%	6%	5%	7%	4%
Don't know	2%	2%	2%	3%	6%	0%	0%	2%	3%	1%
Totals	(1,000)	(474)	(526)	(165)	(266)	(392)	(177)	(330)	(450)	(220)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
African-American	44%	44%	50%	37%	47%	46%	36%	55%	39%	50%	43%	44%
Black	60%	62%	73%	37%	56%	58%	77%	78%	59%	61%	64%	56%
Negro	6%	6%	8%	6%	6%	6%	11%	6%	8%	7%	6%	5%
Colored	8%	8%	8%	11%	9%	9%	10%	5%	13%	11%	5%	7%
Person of color	8%	7%	14%	7%	8%	8%	9%	10%	13%	6%	8%	6%
Other	3%	3%	3%	3%	3%	3%	5%	4%	4%	5%	2%	4%
No preference	6%	5%	2%	15%	4%	4%	3%	—	5%	4%	5%	9%
Don't know	2%	2%	—	5%	3%	2%	2%	—	4%	3%	1%	2%
Totals	(1,000)	(799)	(128)	(73)	(354)	(275)	(69)	(119)	(159)	(210)	(349)	(282)

### 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	63%	64%	62%	66%	62%	61%	65%	62%	60%	71%
Latino	39%	40%	37%	41%	50%	32%	32%	44%	41%	27%
Chicano	4%	4%	5%	3%	8%	4%	2%	7%	3%	3%
Person of color	3%	2%	3%	3%	3%	2%	3%	5%	2%	1%
Other	6%	6%	5%	3%	4%	9%	4%	3%	8%	3%
No preference	7%	6%	8%	6%	5%	9%	10%	8%	6%	9%
Don't know	5%	4%	5%	7%	6%	4%	2%	4%	7%	2%
Totals	(1,000)	(474)	(526)	(165)	(266)	(392)	(177)	(330)	(450)	(220)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Hispanic	63%	65%	44%	68%	56%	69%	71%	73%	62%	64%	64%	61%
Latino	39%	37%	43%	48%	37%	37%	33%	47%	39%	39%	39%	37%
Chicano	4%	3%	5%	12%	6%	4%	2%	2%	2%	4%	4%	8%
Person of color	3%	1%	16%	—	6%	1%	—	0%	2%	5%	2%	2%
Other	6%	6%	5%	4%	4%	7%	10%	6%	4%	7%	4%	9%
No preference	7%	8%	10%	1%	10%	4%	3%	3%	7%	10%	7%	6%
Don't know	5%	4%	8%	5%	7%	1%	4%	2%	6%	5%	4%	4%
Totals	(1,000)	(799)	(128)	(73)	(354)	(275)	(69)	(119)	(159)	(210)	(349)	(282)

**4. Asian words**

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

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Asian-American	56%	48%	63%	56%	60%	52%	57%	69%	49%	51%
Oriental	32%	36%	27%	23%	23%	38%	40%	27%	32%	37%
Person of color	2%	2%	2%	3%	5%	0%	—	4%	2%	—
Other	12%	11%	12%	13%	12%	14%	4%	8%	15%	10%
No preference	6%	7%	6%	8%	9%	5%	4%	5%	7%	7%
Don't know	3%	4%	2%	7%	4%	1%	1%	2%	5%	2%
Totals	(1,000)	(474)	(526)	(165)	(266)	(392)	(177)	(330)	(450)	(220)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Asian-American	56%	53%	71%	58%	56%	57%	49%	65%	58%	51%	57%	58%
Oriental	32%	35%	20%	24%	35%	34%	36%	23%	28%	37%	35%	23%
Person of color	2%	1%	5%	7%	1%	1%	1%	6%	5%	—	2%	2%
Other	12%	12%	9%	10%	8%	11%	12%	19%	13%	14%	8%	15%
No preference	6%	7%	3%	8%	6%	4%	10%	1%	6%	6%	4%	11%
Don't know	3%	3%	4%	4%	4%	1%	4%	3%	4%	3%	3%	2%
Totals	(1,000)	(799)	(128)	(73)	(354)	(275)	(69)	(119)	(159)	(210)	(349)	(282)

**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	68%	66%	69%	72%	65%	67%	69%	74%	64%	68%
Indian	31%	35%	28%	24%	35%	33%	31%	27%	33%	34%
Person of color	1%	1%	1%	3%	1%	0%	2%	3%	1%	0%
Other	5%	4%	5%	3%	4%	8%	3%	3%	6%	5%
No preference	4%	3%	5%	4%	7%	3%	1%	3%	6%	3%
Don't know	5%	5%	5%	8%	7%	2%	3%	6%	5%	2%
Totals	(1,000)	(474)	(526)	(165)	(266)	(392)	(177)	(330)	(450)	(220)

  

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Native American	68%	71%	55%	62%	67%	70%	75%	77%	65%	67%	68%	71%
Indian	31%	32%	35%	22%	29%	35%	38%	26%	33%	30%	30%	33%
Person of color	1%	0%	7%	2%	3%	1%	—	2%	3%	0%	1%	2%
Other	5%	5%	3%	4%	5%	5%	7%	4%	2%	7%	5%	5%
No preference	4%	3%	4%	12%	4%	3%	3%	1%	3%	4%	3%	6%
Don't know	5%	4%	11%	4%	8%	2%	2%	2%	7%	6%	5%	2%
Totals	(1,000)	(799)	(128)	(73)	(354)	(275)	(69)	(119)	(159)	(210)	(349)	(282)

**6. Old-fashioned words – Negro**

Do you consider using the following words today to describe a person's ethnic or racial heritage to be offensive or acceptable?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Offensive	52%	45%	58%	65%	63%	43%	35%	60%	52%	39%
Acceptable	30%	35%	26%	16%	22%	36%	47%	20%	33%	38%
Not sure	18%	21%	16%	19%	15%	21%	18%	20%	15%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(473)	(524)	(163)	(266)	(392)	(176)	(330)	(447)	(220)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Offensive	52%	51%	52%	55%	54%	53%	46%	50%	47%	58%	48%	55%
Acceptable	30%	30%	35%	25%	28%	33%	40%	30%	34%	27%	33%	24%
Not sure	18%	19%	13%	20%	18%	14%	14%	19%	19%	15%	19%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(797)	(128)	(72)	(354)	(274)	(69)	(119)	(158)	(210)	(347)	(282)

**7. Old-fashioned words – Colored**

Do you consider using the following words today to describe a person's ethnic or racial heritage to be offensive or acceptable?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Offensive	47%	43%	51%	54%	51%	42%	42%	59%	44%	37%
Acceptable	33%	36%	31%	28%	29%	38%	38%	28%	35%	39%
Not sure	19%	20%	19%	18%	20%	20%	20%	13%	21%	24%
Totals (Unweighted N)	100% (997)	100% (473)	100% (524)	100% (163)	100% (266)	100% (392)	100% (176)	100% (330)	100% (447)	100% (220)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Offensive	47%	45%	62%	48%	44%	48%	47%	60%	43%	52%	46%	47%
Acceptable	33%	34%	23%	41%	32%	36%	41%	25%	36%	32%	35%	30%
Not sure	19%	22%	14%	11%	24%	16%	12%	15%	21%	17%	19%	23%
Totals (Unweighted N)	100% (997)	100% (797)	100% (128)	100% (72)	100% (354)	100% (274)	100% (69)	100% (119)	100% (158)	100% (210)	100% (347)	100% (282)

**8. Old-fashioned words – Oriental**

Do you consider using the following words today to describe a person's ethnic or racial heritage to be offensive or acceptable?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Offensive	23%	18%	28%	29%	28%	16%	20%	30%	20%	20%
Acceptable	59%	64%	55%	42%	52%	71%	68%	50%	63%	63%
Not sure	18%	18%	17%	29%	19%	13%	12%	20%	17%	17%
Totals (Unweighted N)	100% (997)	100% (473)	100% (524)	100% (163)	100% (266)	100% (392)	100% (176)	100% (330)	100% (447)	100% (220)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Offensive	23%	23%	26%	19%	18%	27%	24%	38%	24%	28%	19%	25%
Acceptable	59%	60%	49%	61%	65%	61%	59%	46%	56%	57%	66%	52%
Not sure	18%	16%	25%	20%	16%	13%	17%	17%	21%	15%	15%	23%
Totals (Unweighted N)	100% (997)	100% (797)	100% (128)	100% (72)	100% (354)	100% (274)	100% (69)	100% (119)	100% (158)	100% (210)	100% (347)	100% (282)



**9. Old-fashioned words – Indian (referring to an original inhabitant of North America)**

Do you consider using the following words today to describe a person's ethnic or racial heritage to be offensive or acceptable?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Offensive	18%	17%	20%	32%	17%	13%	14%	23%	18%	13%
Acceptable	65%	66%	63%	46%	58%	76%	76%	58%	63%	79%
Not sure	17%	17%	17%	22%	25%	11%	10%	20%	19%	7%
Totals (Unweighted N)	100% (997)	100% (473)	100% (524)	100% (163)	100% (266)	100% (392)	100% (176)	100% (330)	100% (447)	100% (220)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Offensive	18%	18%	15%	24%	19%	19%	18%	21%	13%	22%	17%	22%
Acceptable	65%	67%	65%	51%	66%	69%	71%	59%	64%	64%	67%	61%
Not sure	17%	15%	20%	25%	15%	12%	11%	19%	23%	13%	16%	17%
Totals (Unweighted N)	100% (997)	100% (797)	100% (128)	100% (72)	100% (354)	100% (274)	100% (69)	100% (119)	100% (158)	100% (210)	100% (347)	100% (282)

**10. Old-fashioned words – Redskin**

Do you consider using the following words today to describe a person's ethnic or racial heritage to be offensive or acceptable?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Offensive	64%	54%	73%	59%	64%	64%	67%	70%	62%	58%
Acceptable	15%	19%	11%	14%	14%	14%	19%	10%	16%	19%
Not sure	22%	27%	16%	26%	22%	22%	14%	20%	22%	23%
Totals (Unweighted N)	100% (996)	100% (473)	100% (523)	100% (163)	100% (266)	100% (391)	100% (176)	100% (330)	100% (446)	100% (220)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Offensive	64%	66%	55%	57%	65%	68%	62%	67%	54%	69%	63%	69%
Acceptable	15%	15%	17%	12%	13%	16%	17%	12%	24%	13%	13%	11%
Not sure	22%	19%	28%	31%	21%	16%	20%	21%	22%	18%	24%	20%
Totals (Unweighted N)	100% (996)	100% (796)	100% (128)	100% (72)	100% (354)	100% (274)	100% (69)	100% (119)	100% (158)	100% (210)	100% (347)	100% (281)