

Sample 1000 Adult Interviews
 Conducted May 1 - 2, 2014
 Margin of Error ±4.4%

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

European-American	7%
White	84%
Anglo	5%
Person of color	4%
Other	6%
No preference	4%
Don't know	2%

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

African-American	44%
Black	60%
Negro	6%
Colored	8%
Person of color	8%
Other	3%
No preference	6%
Don't know	2%

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

Hispanic	63%
Latino	39%
Chicano	4%
Person of color	3%
Other	6%
No preference	7%
Don't know	5%

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

Asian-American	56%
Oriental	32%
Person of color	2%
Other	12%
No preference	6%
Don't know	3%

5. 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.

Native American	68%
Indian	31%
Person of color	1%
Other	5%
No preference	4%
Don't know	5%

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

	Offensive	Acceptable	Not sure
Negro	52%	30%	18%
Colored	47%	33%	19%
Oriental	23%	59%	18%
Indian (referring to an original inhabitant of North America)	18%	65%	17%
Redskin	64%	15%	22%