



The Impact of Media Stereotypes on Opinions and Attitudes Towards Latinos

Implemented by
Latino  **Decisions**

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EXECUTIVE SUMMARY

Latino Decisions and NHMC completed a two-part, multi-method research project examining the impact of media narratives and stereotypes of immigrants and Latinos on non-Latino opinions and attitudes towards Latinos and immigrants.

- **Part I: A national survey** of nine hundred non-Latino respondents who answered over ninety different questions about their news and entertainment, media content and opinions about Latinos and immigrants in the United States.
- **Part II: An interactive online experiment** including 3,000 non-Latino participants who registered their opinions about Latinos and immigrants after watching video clips, reading articles, or listening to audio clips about them.

The comprehensive and innovative aspects to this study produce many compelling findings about the relationship between media messaging and opinions about Latinos and immigrants. Across both studies, we find three especially important trends emerge:

1. News and entertainment media have a strong influence on non-Latino perceptions about Latinos and immigrants.
2. Most people attribute a mix of both positive and negative stereotypes to Latinos and immigrants.
3. Media portrayals of Latinos and immigrants can diminish or exacerbate stereotypically negative opinions about them.

On the following page specific findings that exemplify these three broad trends are highlighted. Detailed results and methodology associated with the survey and experiment are provided in the subsequent sections and appendices of this report.

Entertainment and news media have a strong influence on non-Latino opinions about immigrants and Latinos.

- First-hand knowledge of Latinos is positively related to evaluations. Those with more direct interaction with—or knowledge of—Hispanics hold more positive views of the group and its members. Those holding very negative views are often those with little direct exposure to Hispanic Americans.
- “Latino” or “Hispanic” on the one hand, and the issue of illegal immigration on the other, are highly associated. On average, these non-Hispanic respondents estimated that 35.6% of all Latinos were “illegal.” Over 17% of respondents believed more than half of all Hispanics are illegal, while another 13.3% estimate exactly half are undocumented. Taken together, over 30% of respondents believed a *majority* of Hispanics (50% or greater) were undocumented.
- Latinos are held in higher regard than unauthorized immigrants but the language matters. Even the use of the term “illegal alien” has

| | Latino | Undocumented Immigrant | Illegal Alien |
|----------------|--------|------------------------|---------------|
| Cold | 8% | 49% | 58% |
| Neutral | 32% | 27% | 22% |
| Warm | 60% | 24% | 11% |

measurable effects when compared with undocumented immigrant. While 49% of respondents

offer a “cold” rating of undocumented, 58% rate “illegal aliens” coldly.

- Stereotypes people believe to be true about immigrants and Latinos reflect the images, characters, and stories they commonly encounter in news, television, film, and radio programming.
- Specifically, non-Latinos report seeing Latinos in stereotypically negative or subordinate roles (gardeners, maids, dropouts, and criminals) most often in television and film.
- People exposed to negative entertainment or news narratives about Latinos and/or immigrants hold the most unfavorable and hostile views about both groups.

- People exposed to positive news or entertainment stories about Latinos and/or immigrants hold the most favorable opinions about both groups.
- Negative portrayals of Latinos and immigrants are pervasive in news and entertainment media. Consequently, non-Latinos commonly believe many negative stereotypes about these groups are true.
- The impact of media framing on opinions and attitudes varies according to individual factors, especially age and familiarity with Latinos.
- Despite the splintering of media outlets across providers and types of media, the network news of the three broadcast English-language news divisions remains the most powerful source of information to the American public, and websites maintained by those same networks also enjoy significant influence.

Conservative talk radio and Fox News audiences hold significantly more anti-immigrant and anti-Latino opinions.

- There are instances where media consumer groups (i.e. FOX, MSNBC) exhibit even more dramatic differences than ideological or partisan distinctions create.
- There are consistent differences when evaluating non-Latino opinions by news sources. Conservative radio and Fox News program viewers are less familiar and less favorable toward Latinos and immigrants on nearly every measure included in the survey.
- Even those most disposed to positive opinions about Latinos (e.g. younger age cohorts, those more familiar with Latinos, etc.) have less favorable opinions when exposed to negative entertainment or news media narratives.

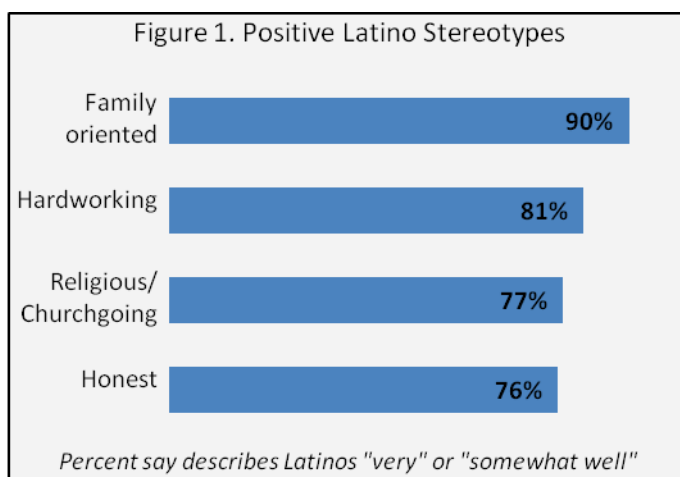
NATIONAL SURVEY RESULTS

Latino Decisions interviewed nine hundred non-Latinos across the United States during the week of March 22nd, 2012. Over ninety different questions assessed media habits, program content, and opinions about Latinos and immigrants (see full instruments and summary results in appendix). We bring the vast survey results into focus around three key topics:

- Latino stereotypes in public opinion and media portrayals
- The prevalence of stereotypes across different demographic groups
- The correlation between news source and views of Latinos and immigrants

Stereotypes in Public Opinion and Media Portrayals

Before examining relationships between public opinion and media messages or demographic traits, it is important to establish the extent to which people believe various stereotypes associated with Latinos are true. The survey results show baseline assumptions about who Latinos are reflect a mix of both positive and negative stereotypes.



People often think of the word “stereotype” in a negative context. However, there are a number of instances of positive stereotypes, where favorable assumptions are attributed to specific groups.

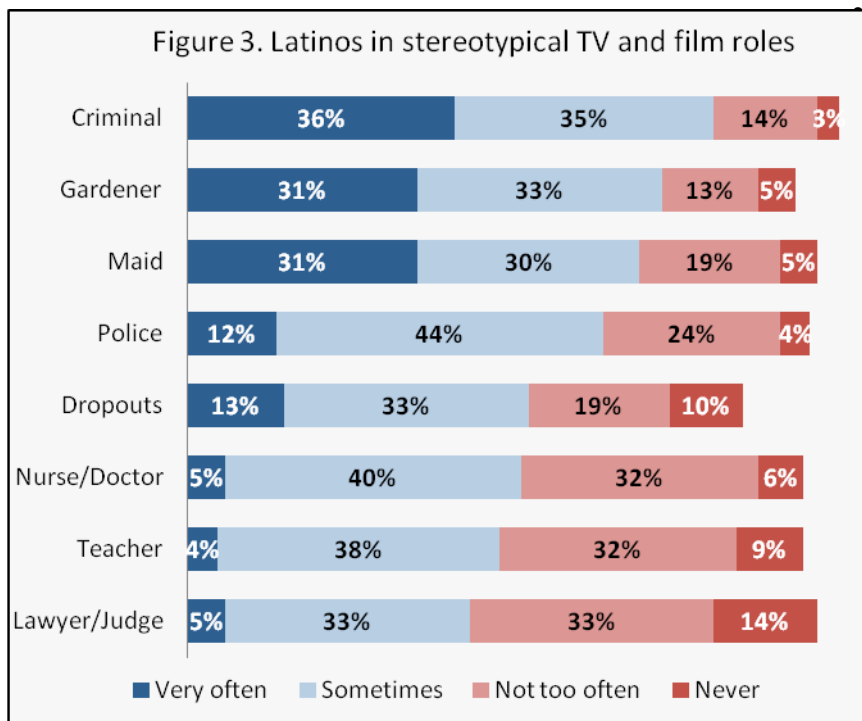
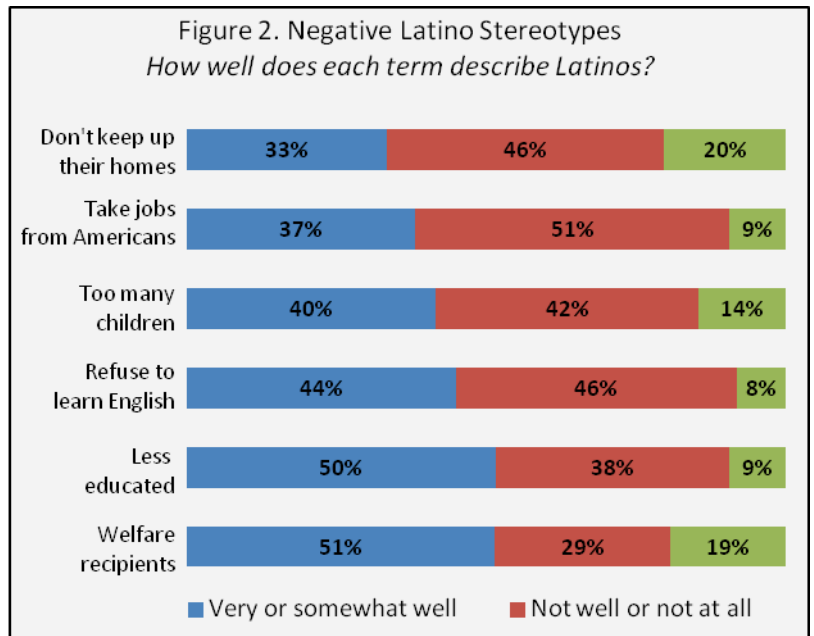
In this instance, we find non-Latinos widely subscribe to positive stereotypes associated with Latinos. Figure 1 illustrates this trend, where over 75% of respondents think of Latinos as family oriented (90%), hard working (81%), religious (77%), and honest (76%).

At the same time, one-third to half of these very same respondents also attribute several negative stereotypes to Latinos (Fig 2). One out of two non-Latinos think the terms “welfare recipient” and “less educated” describe Latinos somewhat or very well.

Sizeable shares also believe Latinos can be characterized as having too many children, refusing to learn English and taking jobs from Americans.

The most commonly held Latino stereotypes run parallel to those reflected in the media. Participants were asked to recall the kinds of roles they see Latinos play in television and film. The top three roles non-Latinos see Latinos play are: criminal or gang member, gardener or landscaper, and maid or housekeeper (Fig. 3).

- 71% see Latinos in criminal or gang member roles very often or sometimes.
- 64% frequently see Latinos as gardeners.



5% or less *never* see Latino actors play criminals, gardeners or housekeepers

47% hardly ever see Latino attorneys or judges on tv or film.

Only 5% see Latinos in roles as doctors, nurses, lawyers or judges very often.

Taken together, these results are a reminder that Latinos must contend with negative

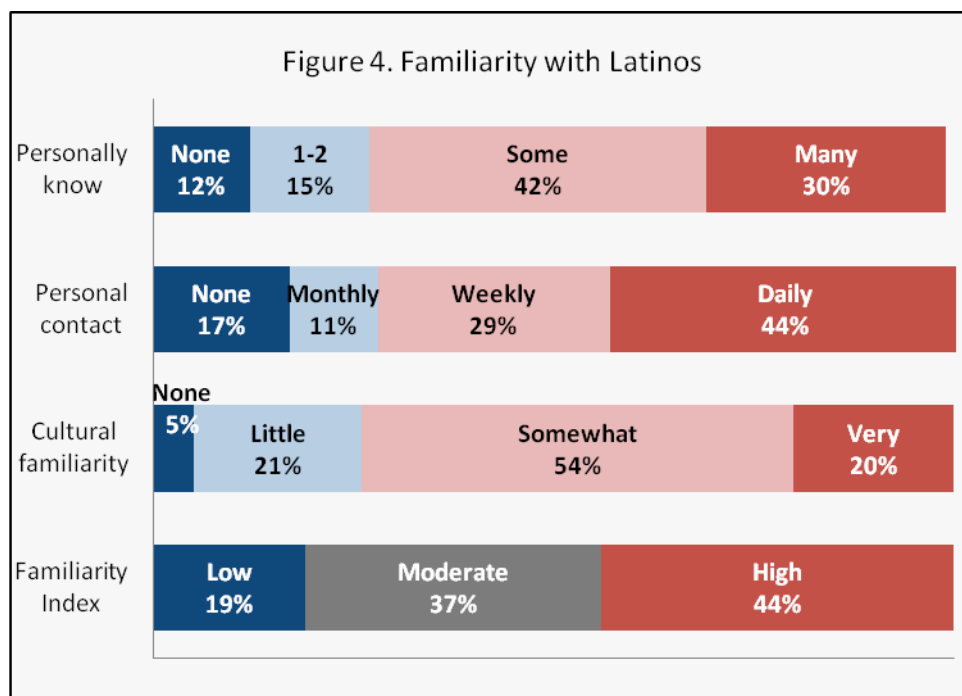
stereotypes attributed to them by individuals as well as institutions (media). In the next section, we report the extent to which Latino stereotyping varies by different demographic groups.

Latino Stereotypes Across Demographic Groups

Attitudes about Latinos and immigrants vary depending on several different personal and contextual traits. We evaluated more than ten different individual attributes (including sex, income, education, religion, region of residence, among others) and two factors -- age and familiarity with Latinos -- that consistently produce the biggest differences of opinion. Income and education produced some interesting differences, but not with the consistency found with familiarity and age.

How familiar are non-Latinos with Latinos? Combining the results from three different indicators, we create an index of overall familiarity (Fig 4). The three factors are:

- number of Latinos the respondent personally knows
- frequency of personal contact with Latinos

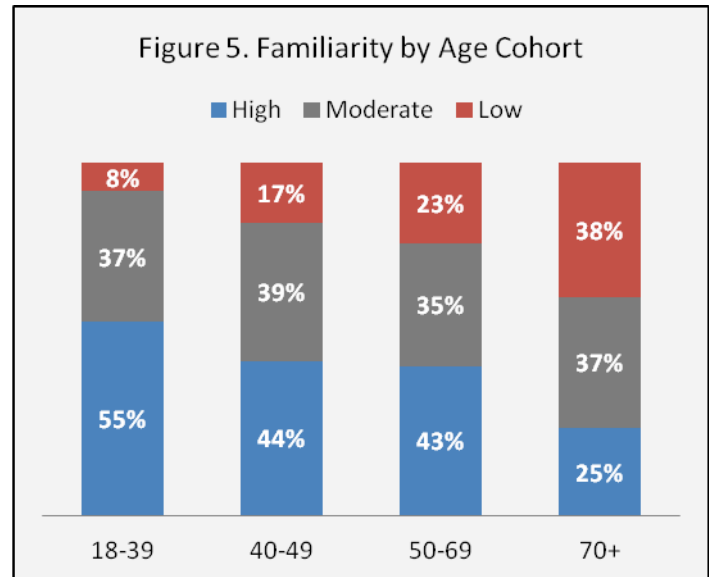


- familiarity with Latino culture

For the most part, non-Latinos report they have regular interaction with Latinos (44% on a daily basis), and being familiar with Latino culture (74% say they are somewhat or very familiar). Yet, only 30% say they personally know many Latinos, (27% know two or fewer) and more than a third (38%) interact with Latinos once a month or less. Because personal familiarity is so

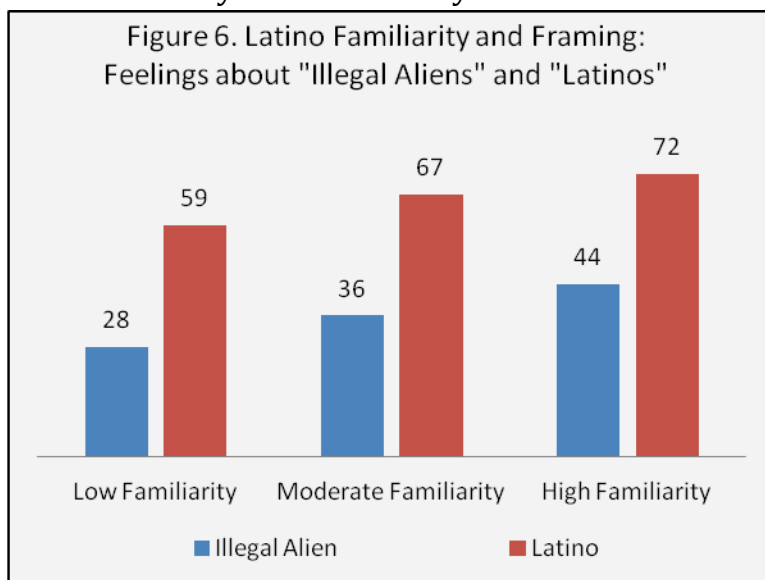
varied, the impact of media framing looms larger; without direct experiences, media takes on a larger role in establishing opinions and attitudes. Perhaps not surprisingly, age is correlated to familiarity with Latinos (Fig 5). The gap between the youngest age-cohort and all others is evident here.

- 18-39 year olds have markedly stronger ties to Latinos: 55% very familiar.
 - 12% more than the 40-69 year old group.
 - Only 25% of the oldest cohort “very familiar.”
- Merely 8% of 18-39 year olds register low Latino familiarity, compared to 38% of the oldest cohort.



In a preliminary look at how media framing may trigger different attitudes, respondents were asked to rate “illegal aliens” and “Latinos” on a scale of zero to 100 (low opinion at zero, highest possible at 100). Figure 6 reports the average rating for each term by the familiarity with Latinos. Responses are clearly conditioned by the terms themselves and the extent to which people

know Latinos.



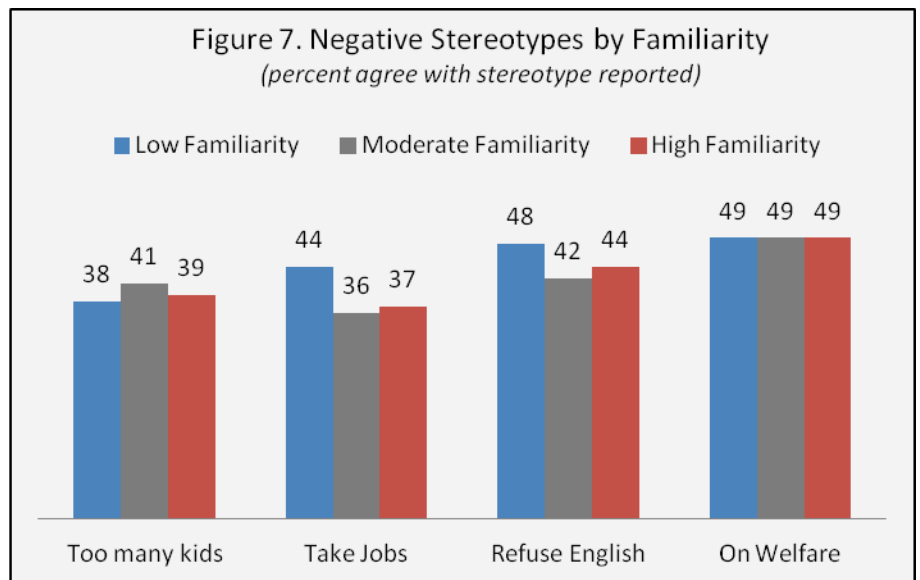
- Both “Latinos” and “illegal aliens” have the highest favorability among those who know Latinos.
- The least familiar are also the least amenable to both terms tested.
- All groups, no matter how familiar they are with Latinos, give “illegal aliens” a low rating.

It is impossible to ignore the fact that *something other than personal experience* must account for the most negative attitudes recorded.

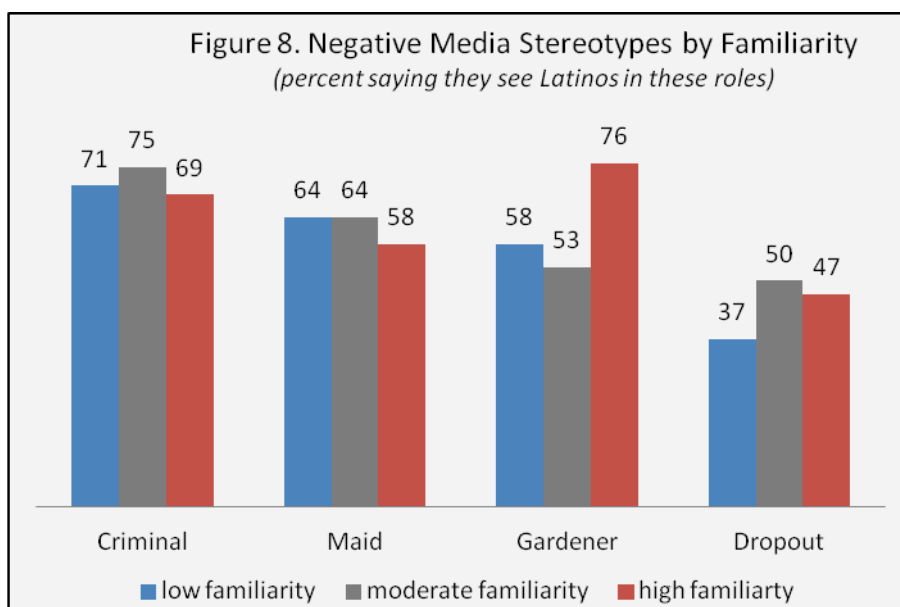
Even though familiarity with Latinos has a strong correlation with attitudes toward Latinos and immigrants, specific negative group stereotypes persist. Figure 7 illustrates how similar opinions are, no matter how connected people may be to the Latino community.

Revisiting the series of stereotypes, we find surprising agreement:

- 38-40% agree Latinos have too many kids
- 36-44% agree Latinos take jobs from Americans
- 42-48% agree Latinos refuse to learn English
- Nearly half (49%) think Latinos are welfare recipients



These trends suggest some other factor that must be pulling these groups to subscribe to stereotypes in such similar fashion, and at relatively high rates.



Going back to the entertainment stereotype battery, Figure 8 shows similar levels of media exposure to negative Latino media stereotypes regardless of how well people know Latinos and their culture.

The graphic here shows most see Latinos in stereotypical roles: criminal, gardener, maid,

and (sizeable but lesser extent), school dropout.

In the next section, we examine what role news media sources may have in explaining these trends.

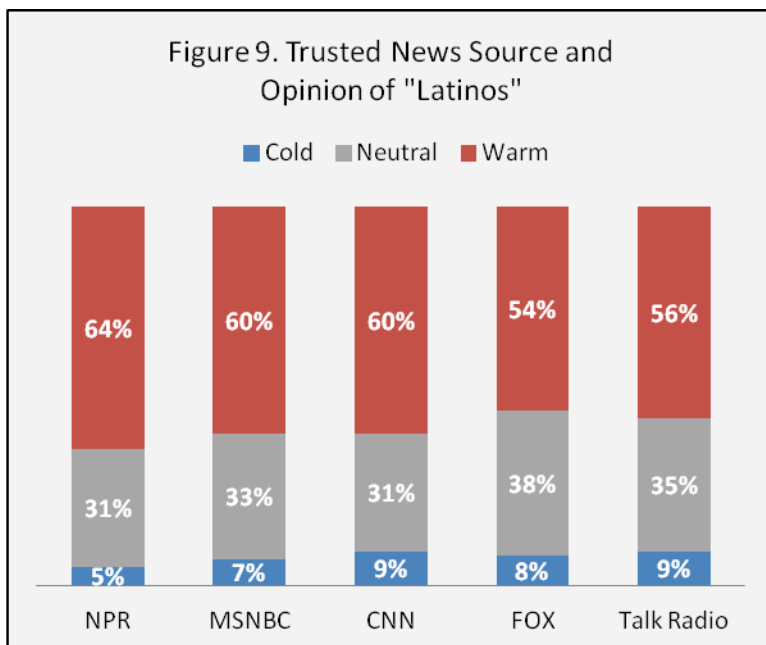
News Sources and Opinions about Latinos and Immigrants

In this series of analysis, we examine the relationship between news sources and opinions. It is likely that people who learn about Latinos and immigrants from news outlets that paint them in a threatening, pejorative, or otherwise negative manner will have negative impressions about both groups.

The most important preliminary finding is that people still rely heavily on television news for their information, meaning that huge audiences absorb visual cues and rhetorical framing presented in Latino and immigrant news coverage.

Conservative radio listeners and Fox News program viewers are less familiar and less favorable toward Latinos.

- 66% watch major network and cable newscasts for their information.
- 11% rely primarily on these same network websites for their information.



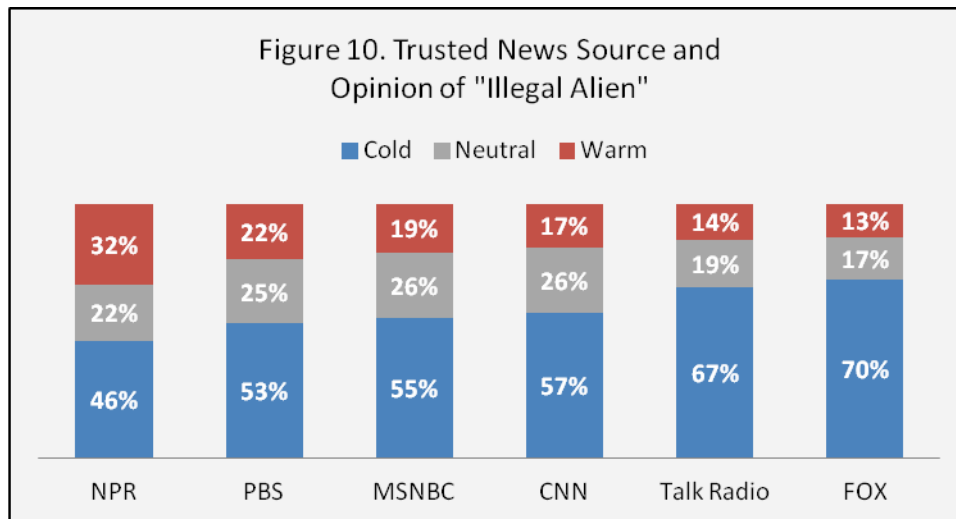
- Only 30% trust news read over Facebook, Twitter, other social networks or online-only news sources.

There are consistent differences when evaluating non-Latino opinions by news sources. Conservative radio and Fox News program viewers are less familiar and less favorable toward Latinos and immigrants on nearly every measure included in the survey.

To illustrate, Figure 9 shows how different media audiences evaluate

Latinos. We simplify the zero to 100 scale and report results as “cold” for negative ratings, neutral, and “warm” for favorable ratings.

The red bars signify warm ratings; note the last two columns register the lowest results. Only 54% of those who trust Fox News, and 56% of those who trust talk radio give Latinos favorable marks. That is ten



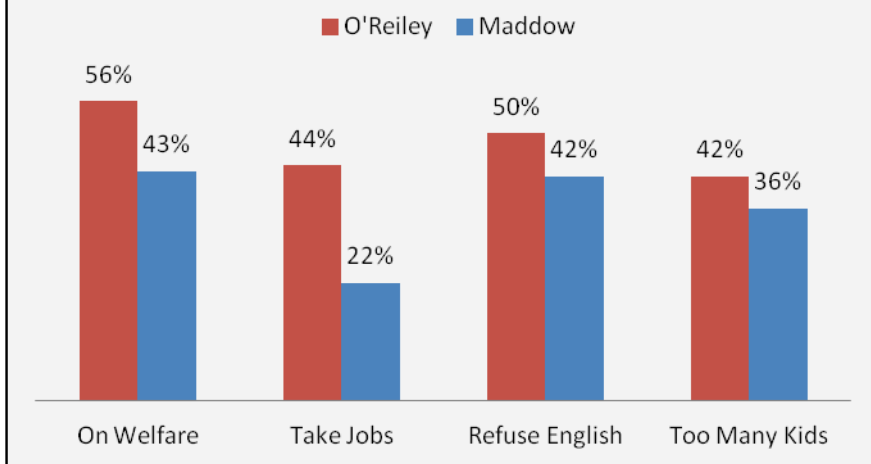
points lower than those who trust National Public Radio (NPR). News source differences are even more dramatic when evaluating responses to the term “illegal alien”, as shown below (Fig. 10.). The share of NPR audiences that rate illegal aliens poorly is 46%, compared to 70% of FOX News audiences, and 67% of talk radio listeners. About one third of NPR’s audience rates illegal aliens favorably, but less than half of conservative media audiences do the same (13%).

We examine three different news source outlets to test the extent to which conservative media audiences vary from others.

- Television news: including FOX, MSNBC and the average of the three large broadcast networks (ABC, CBS, NBC)
- Cable news analysis programs: The O’Reilly Factor on Fox News, and The Rachel Maddow Show on MSNBC
- Radio station format: National Public Radio (NPR) and conservative, or right-wing radio.

We find a consistent pattern whereby FOX News audiences are indeed more likely to hold negative stereotypes about Latinos compared to less

Figure 11. Latino Stereotypes by Show Audiences
(percent agree shown)

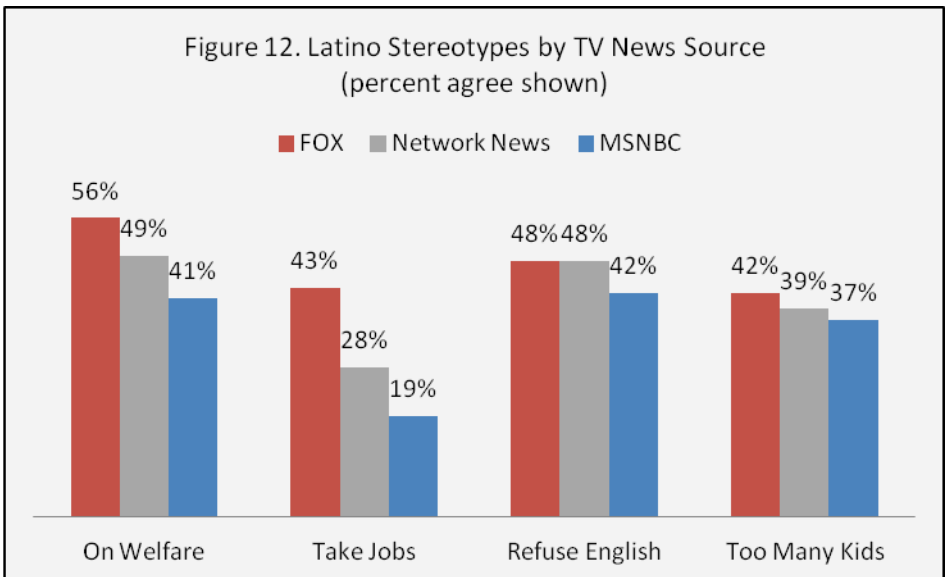


ideologically oriented broadcast news networks. In addition, MSNBC and National Public Radio consumers hold significantly less negative opinions about Latinos in all instances tested. Figures 11 through 13 report these trends across media formats.

News analysis programs that come with a clear ideological perspective have audiences that are also distinct in their views of Latinos.

Half of O'Reilly's viewers think Latinos are on welfare and refuse to learn English. On the other hand, less than half of the Maddow audience holds any of the four stereotypes surveyed.

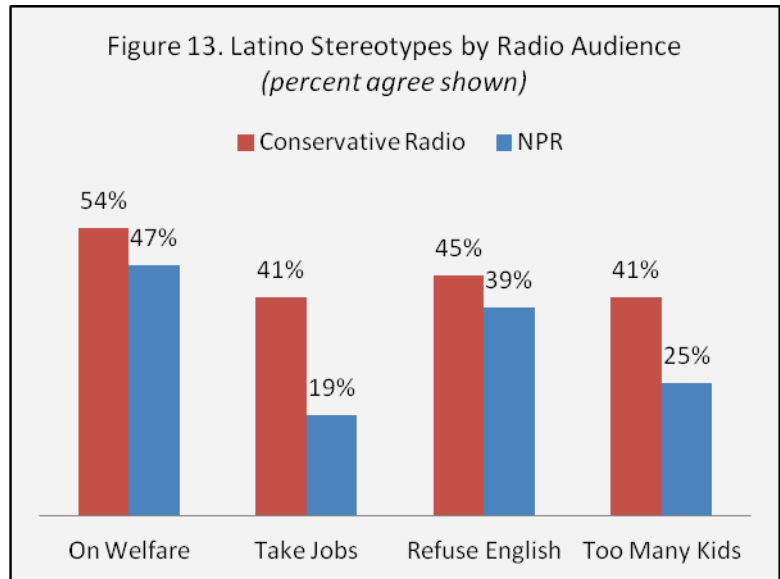
Looking at broad television news viewership, Fox news audiences are again more likely to agree that Latinos are on welfare (56%), take jobs from Americans (43%) and have too many children (42%) compared to ABC, NBC, CBS and MSNBC audiences. (The average of the three national broadcast networks is reported here, but individual network data are in the appendix.)



One trend of note shows network news viewers often track very closely to FOX audiences.

Also noticeable, FOX viewers are *fifteen percentage points or more* likely than other audiences to think that Latinos take jobs from Americans.

Finally, the data show the opinions about Latinos are divided among radio audiences similar to the way we observe with television audiences. The overall pattern is the same, where less than half of NPR audiences hold negative Latino stereotypes and right wing listeners are much more prone to hold those views. Again, the biggest specific difference between the two groups is the matter of jobs.



We see 41% of conservative radio listeners think Latinos take jobs from Americans. That is over twice the rate of NPR audiences that hold the same opinion (only 19%).

In total, the trends across all of the survey data remind us that both news and entertainment media formats have the ability to perpetuate and reinforce stereotypes.

We established that most non-Latinos have only moderate to limited contact and familiarity with Latinos. Thus, it may be especially difficult for non-Latinos with less direct contact and familiarity with Latinos to distinguish media narratives of Latinos and immigrants from the actual Latino community in the United States today.

We have already established that non-Latinos are exposed to a very high volume of negative Latino stereotyping in entertainment media. This evaluation of news sources and opinions demonstrates linkages between news sources and attitudes toward Latinos and immigrants. The experimental research project extends this research directly testing individual opinions about Latinos and immigrants immediately after viewing specific news and entertainment content.

INTERACTIVE EXPERIMENT RESULTS

An experimental research design was implemented to directly measure the impact of media messages of Latinos and immigrants on non-Latino opinions. We created many different treatment groups to measure whether different media formats (visual, audio, text) and the tenor of the framing (positive or negative) have similar influence on attitudes. The experiment proceeded as follows:

- Participants were randomly assigned to a treatment group. In other words, each of the 3,000 non-Latino participants was exposed to only one message about Latinos or immigrants.
- In following standard experiment procedures, two groups received no messages related to the study. The control group received no media messaging at all. The placebo group watched an unrelated clip.
- All treatment groups were engaged online via either: video files, radio audio-only clips, or read-only text files. Each participant received a brief clip of the following stimuli that included either a positive or a negative Latino stereotype or message:
 1. No Stimulus
 2. Placebo: unrelated content
 3. [Entertainment Negative: film clip of gang party in movie *Training Day*](#)
 4. [Entertainment Positive: Jimmy Smits as presidential candidate *The West Wing*](#)
 5. [TV News Negative: story on MS-13 gang \(00:52 to 2:30\)](#)
 6. [TV News Positive: interview with astronaut Jose Hernandez](#)
 7. [Negative Radio Negative: excerpt from the Michael Savage Show](#)
 8. [Radio Positive: interview with Ellen Ochoa, first Latina astronaut](#)
 9. [Print Negative: excerpt Pat Buchanan *State of Emergency* \(p. 5-6\)](#)
 10. [Print Positive: article on astronaut Jose Hernandez biography](#)
- After completing the assigned media task, participants answered questions about their views on Latinos, immigrants, and media.

Media Framing Effects and Latino Opinions

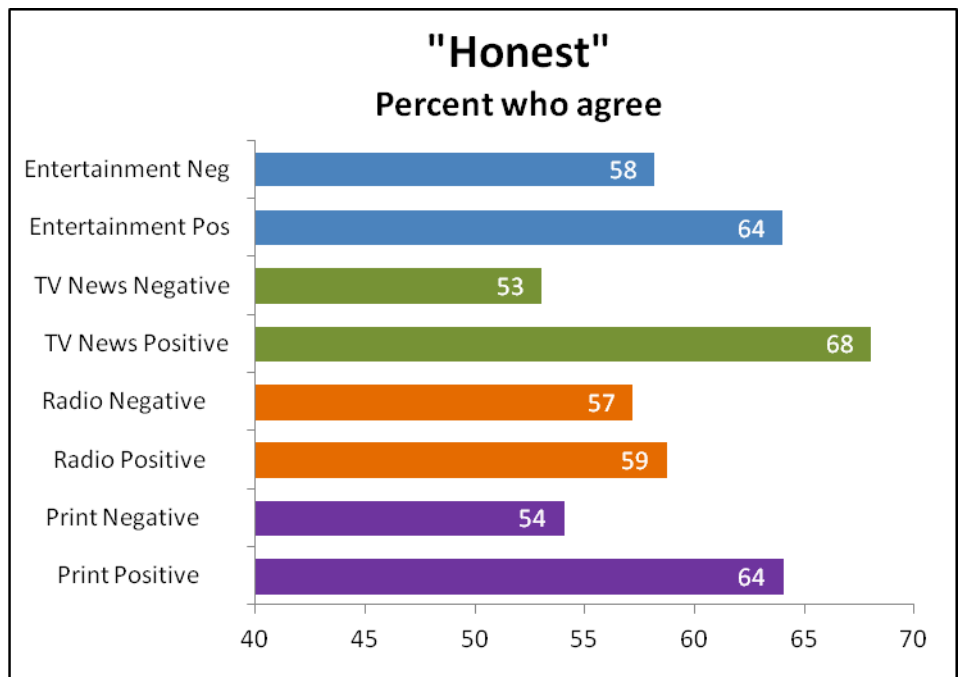
The most important factors captured with the experimental research are:

1. The impact of positive and negative media frames and messages.
2. The impact of specific media format.

Experimental results are presented in terms of the different treatment groups. We illustrate how non-Latino stereotyping of Latinos varies according to the kind of media messages received. Beginning with positive stereotypes, the data show significant differences depending upon which information participants received about Latinos prior to addressing these questions.

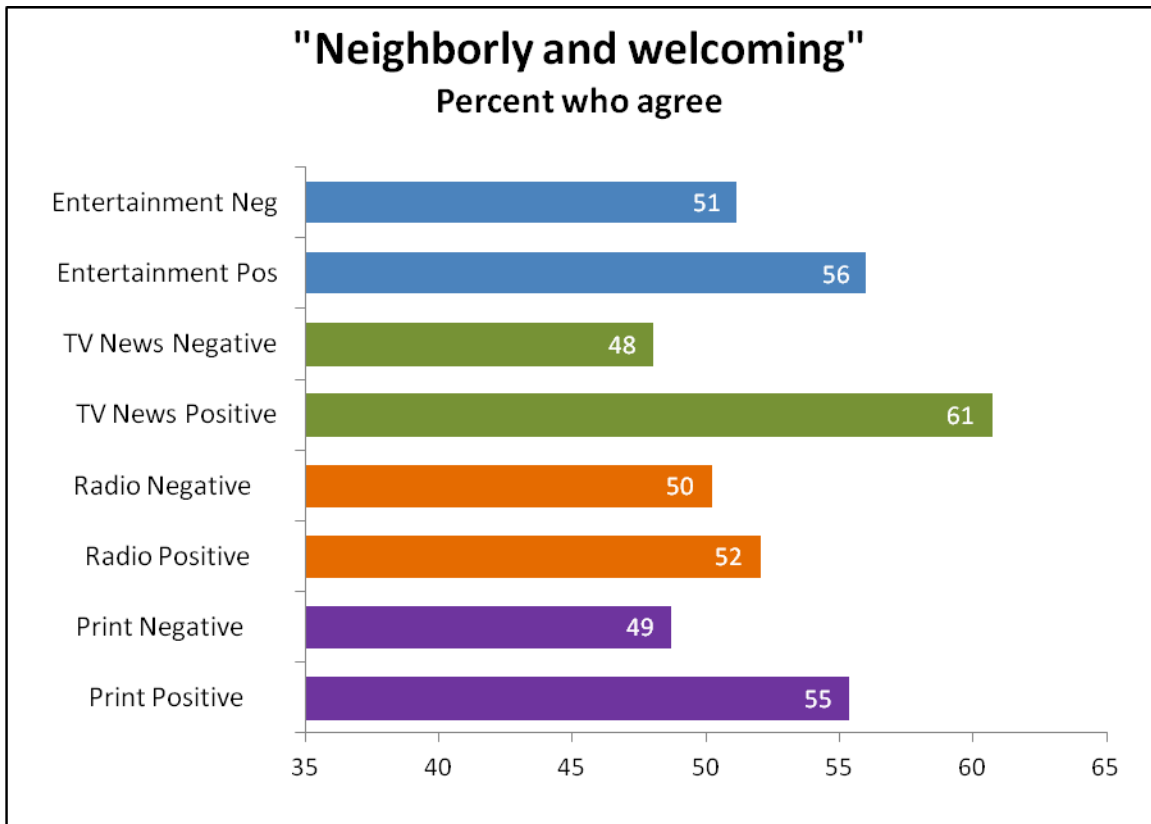
The data are in color-coded format:

- Blue bars are entertainment
- Green bars are television news
- Orange bars are radio
- Purple bars are print media



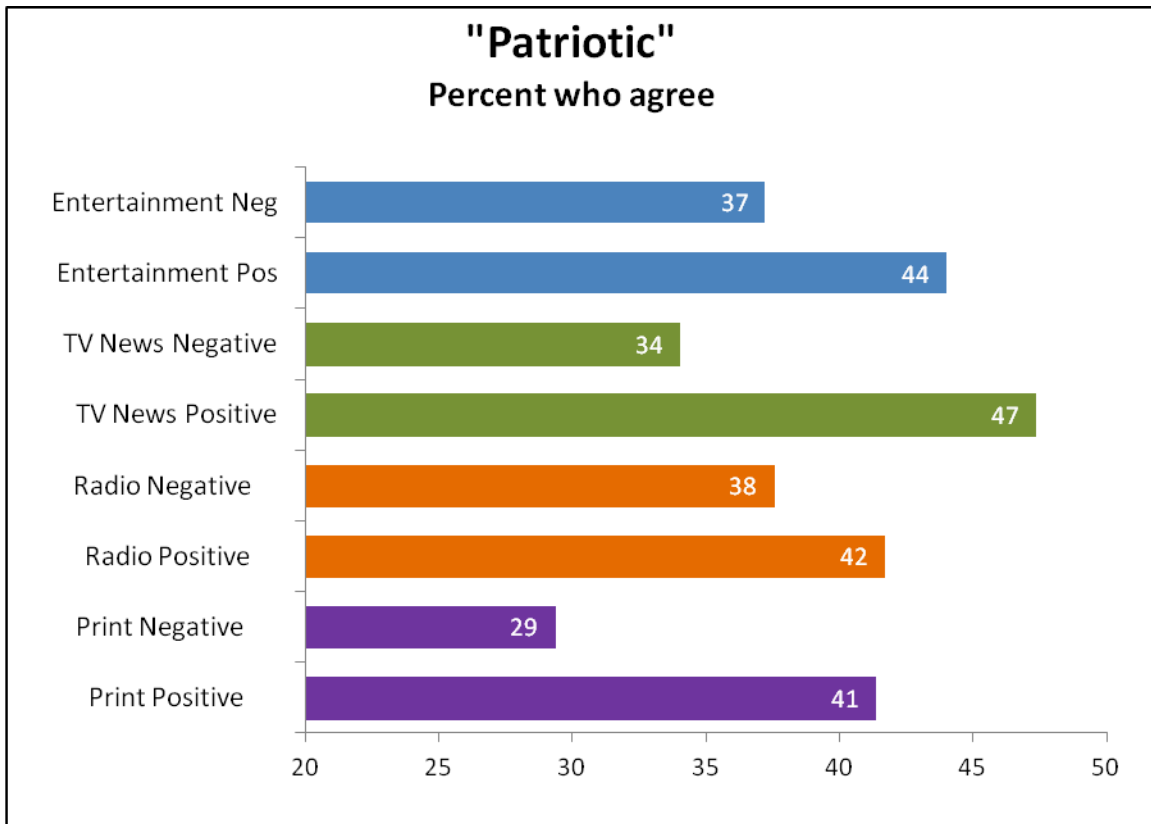
Within each category, negative frames are illustrated first.

The illustration above shows that people who received positive messages about Latinos, no matter what the media format, think Latinos are more honest than those who received negative information. The first bar is consistently shorter than the second within each color category. The most significant difference is between television news messages, where there is a fifteen point difference between those who saw the positive news story compared to those who saw the negative one. Radio listeners are the least differentiated, with only a two point difference between the two groups.



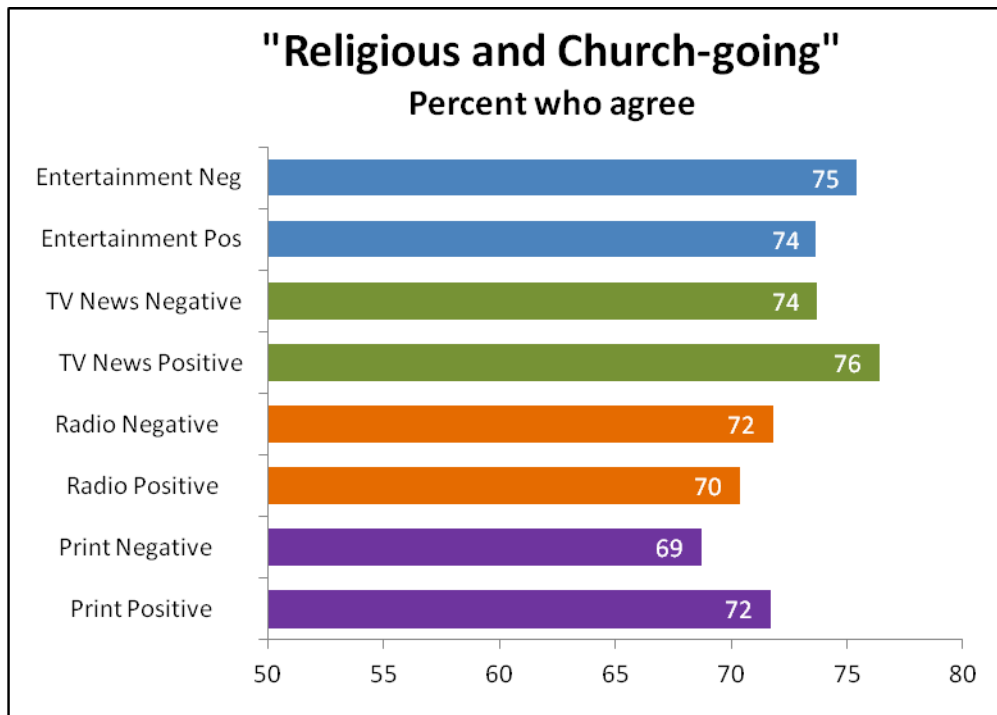
There are some common patterns in terms of positive stereotypes. People who receive negative visual, audio or print cues about Latinos in news or entertainment have less favorable responses. The impact of television news is also the most important in structuring positive impressions. More people rate Latinos favorably when they have seen a good Latino news story from a television news program. It is most often the case that exposure to a bad Latino news clip produces the lowest ratings.

Well over half of respondents, 61%, say Latinos are welcoming when they have seen a positive news clip. The impact of good narratives drops depending on format; only 55% of those who read positive information about Latinos said they are "neighborly and welcoming". The negative responses track very similarly (48% to 51%) no matter the medium.

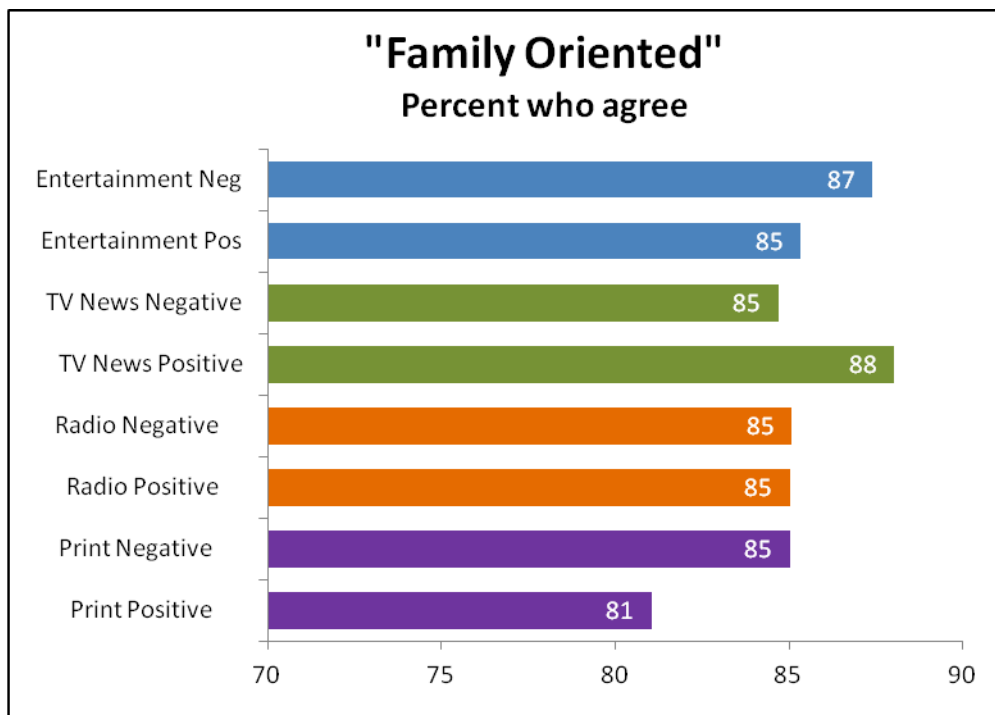


While television news remains the most powerful in eliciting positive opinions about Latinos, we find it has a less potent impact on impressions of Latino patriotism.

The majority of all treatment groups do not think of Latinos as patriotic. Only 47% of those who saw the positive news story indicated they think Latinos are patriotic. Print media readers had the lowest impressions of Latino patriotism, at 29%.

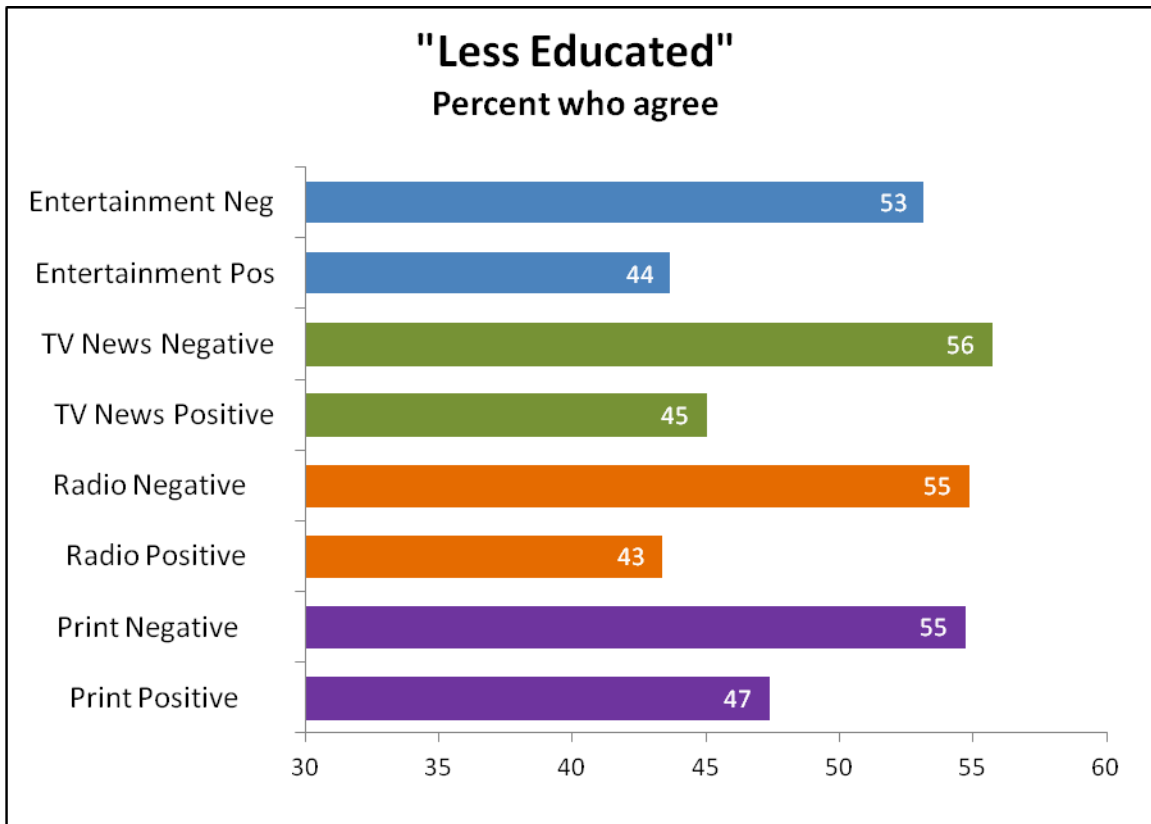


These two illustrations show an example where there is less media effect on opinions. Religiosity and family orientation are two of the most common positive stereotypes about Latinos. Attitudes about Latino family and church ties hardly vary less in response to news or entertainment frames.



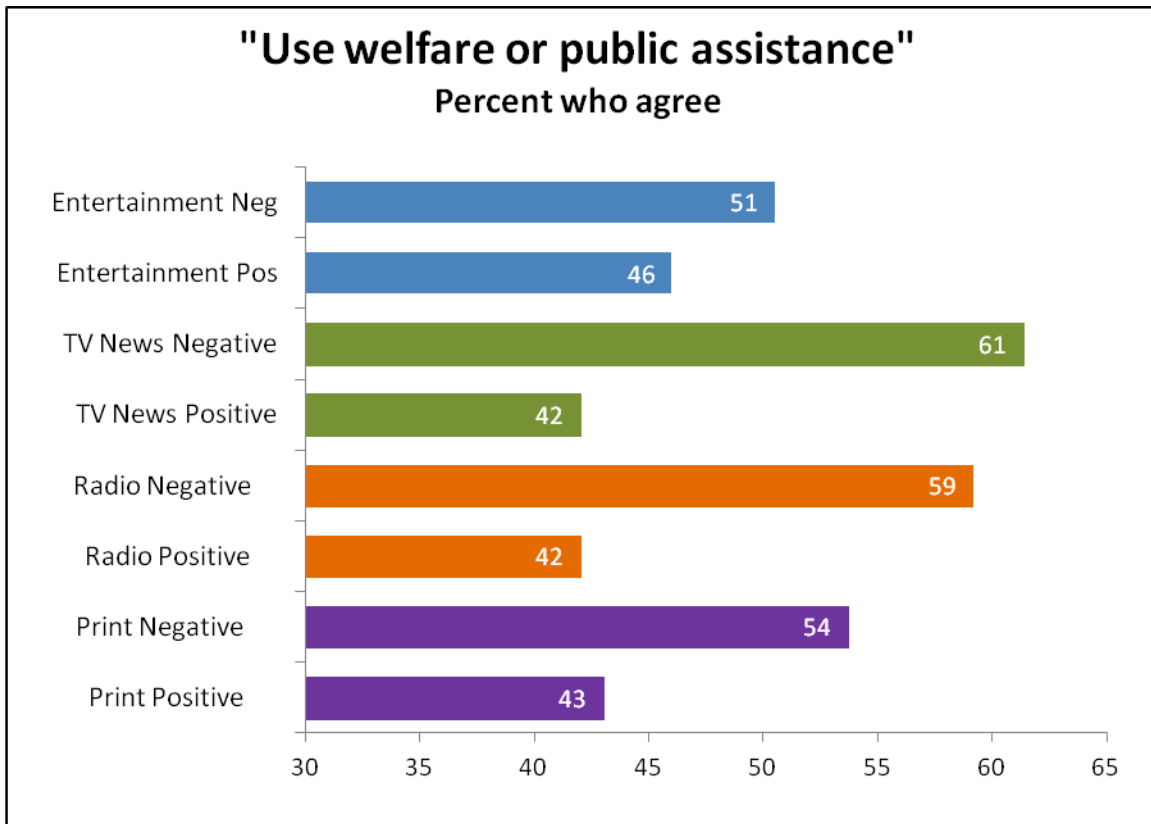
Media messages have a much stronger impact on negative stereotypes. Looking at several measures, we find:

- Much larger differences between those who receive good or bad information about Latinos in all media venues.
- People who get positive information report much lower negative stereotype beliefs.
- In most cases, the majority – over 50% -- of those who are exposed to negative information about Latinos hold negative stereotypes no matter the specific question at hand
- Exposure to just ONE negative cue predicts higher rates of negative Latino stereotyping in terms of criminal activity, families being too large, and impressions of them being “illegal immigrants”.
- Television news continues to have the most potent impact, where negative stereotyping is strongest among those who received negative information from a news story.
- Radio has a significantly stronger impact on negative stereotypes than positive ones. Exposure to negative radio narratives produce some of the largest gaps on the harshest stereotypes about Latinos and their role in the labor market (e.g. welfare and taking job stereotypes)
- All forms of media are important in combating negative stereotypes. In most cases (though there are some exceptions) a majority of all people who consumed positive information about Latinos rejected negative Latino stereotypes.
- Less than 50% of all positive media consumers say they agree with the set of negative stereotypes.
- The relationship between media enhancing or moderating opinions about Latinos is more pronounced for negative than positive stereotypes.



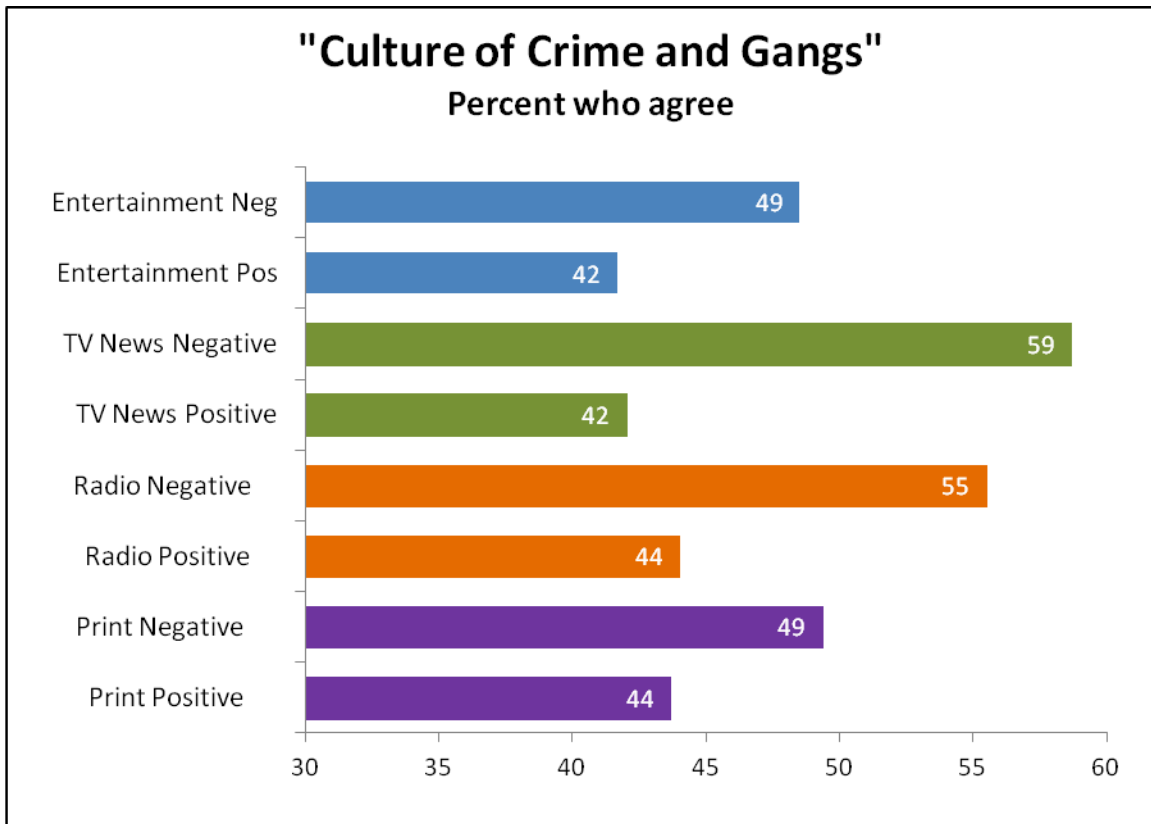
This figure demonstrates how powerful negative information is in eliciting negative opinions about Latinos. Notice the trend across this set of experiments, where the first bar (negative stimulus) is always much longer than the counterpart right below it for negatively valenced stereotypes. Radio is also noticeably more influential in this domain of negative perceptions than we saw in the positive media frame experiments.

Above we see the majority of television, radio and print news consumers as well as those who saw the negative movie clip all agree that Latinos have too many children. Information does not need to come from an authoritative source (e.g. the Training Day movie clip) in order to color perceptions about who Latinos are.



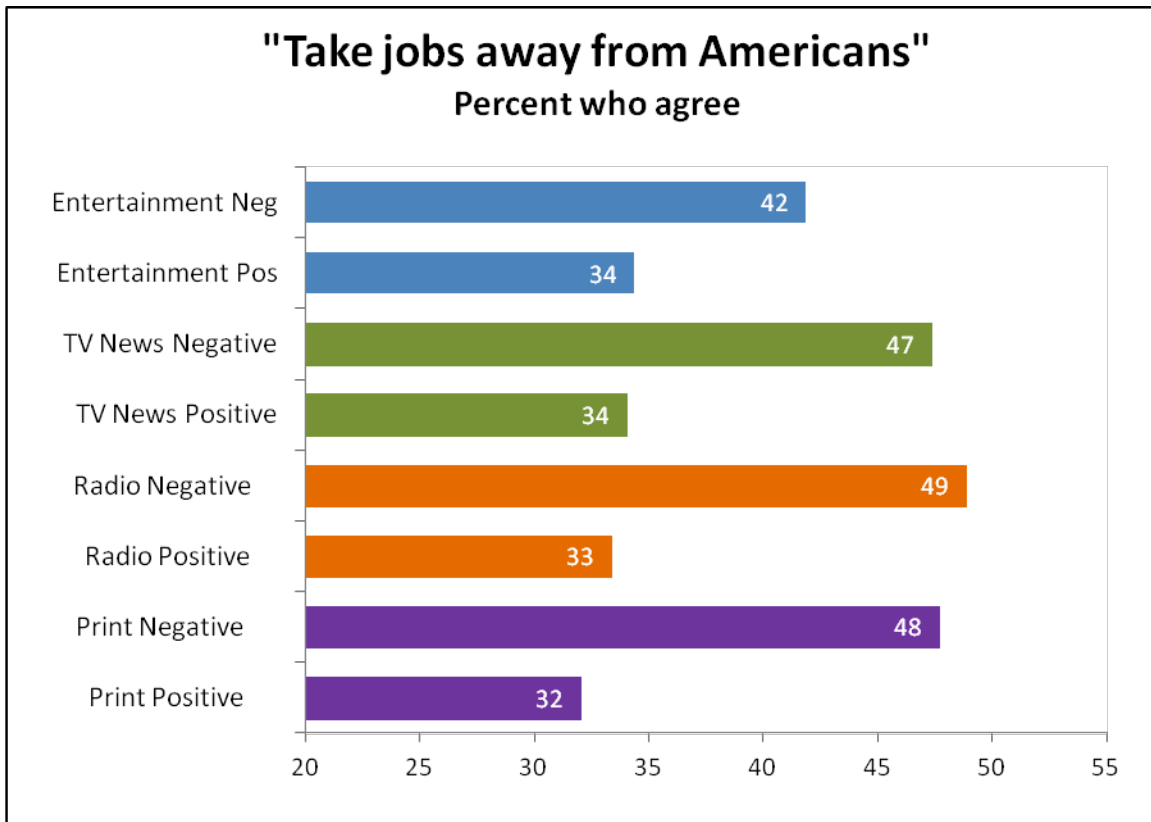
The impact of negative talk radio is nearly the same as negative television news at 61% and 59% respectively indicating they think Latinos are on welfare or public assistance. Those margins are quite high, but the majority of movie, and print media viewers also agree (51% and 54%).

Favorable information about Latinos in all formats substantially tempers stereotypes about Latinos as welfare users. In simple terms, the majority of negative information consumers believe it, and the majority of positive news consumers do not.



People exposed to negative radio and news information are again the most likely to think of Latinos in association with a culture of crime and gangs. That is noticeably higher than those who just viewed the Training Day clip, where Latinos were actually in those roles.

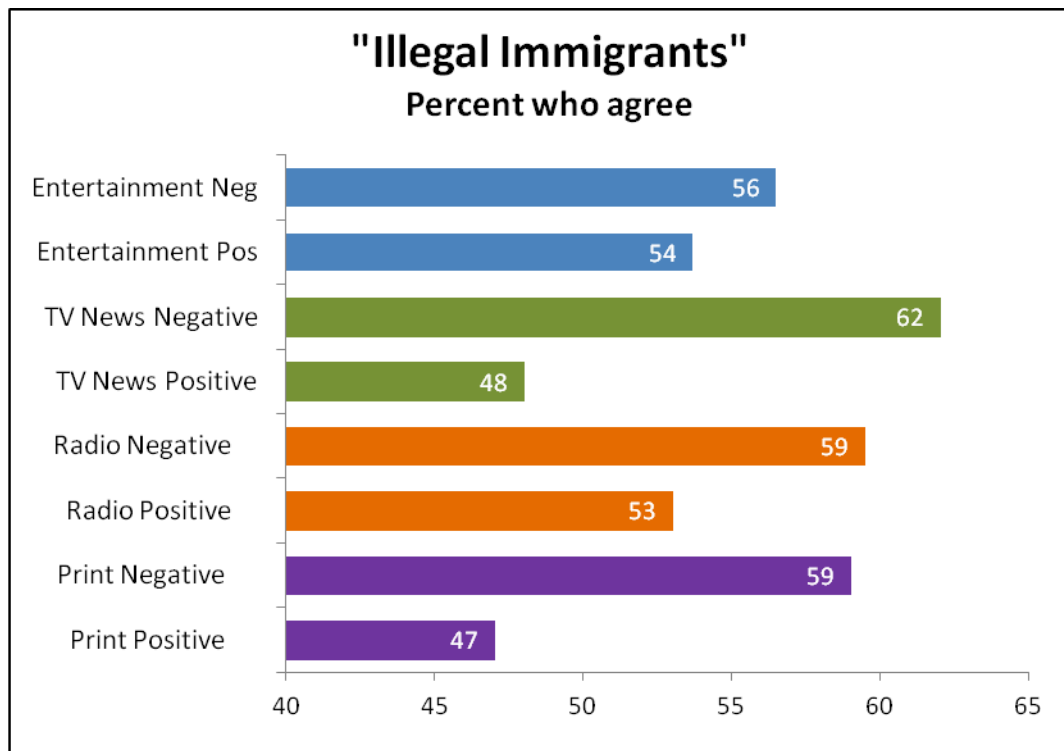
The importance of positive messages is again evident where similar rates reject these stereotypes no matter what kind of good news they heard. People who watched a fictional Latino leader on the West Wing had the same lower levels of agreement as those who saw an actual positive news story about Latinos.



Two of the harshest stereotypes about Latinos are about their rightful place in American society. Compared to other negative stereotypes, lower rates of non-Latinos think Latinos take jobs from Americans. No stimulus groups hits the 50% mark on this particular question.

That said, the differences are substantial depending upon the kind of information people have consumed about who Latinos in America are.

Nearly half of radio listeners who had heard the negative story (49%) agree Latinos take jobs away from Americans. It is noticeable that this is the one issue where radio generates the most stereotypical responses.



There is a common perception that Latinos and undocumented, or in this case, “illegal” immigrants are one in the same. Several interesting patterns emerge from this specific question in response to different kinds of media narratives.

First, it is obvious that images and information are important. Negative news from television (62%), radio (59%), and print (59%) sources draw strong shares of stereotypical views. The fictional movie stimulus was very similar, with 56% of that group in agreement that Latinos are mostly illegal immigrants (the term was specifically used to test the extent to which respondents would use or avoid the phrase).

People who had positive information about Latinos presented to them still held on to this negative stereotype at high rates. More than half of those who saw the West Wing clip (54%), and heard the good radio news piece (53%) still think the term illegal immigrants applies to most Latinos. Print and television news consumers did not fare much better, with almost half of those groups (48% and 47% respectively) agreeing with that point of view.

It may be the case that this specific narrative about Latinos has been advanced for so long, that it would take more exposure (e.g. more information over a longer period of time) to disabuse people of this characterization.

Appendix A: Survey Instrument

NATIONAL TELEPHONE STUDY, N=900, 15 minutes

FEELING THERMOMETERS

Okay, to get started I'd like to get your feelings toward some of the groups and people in American society. I'll read the name of a group or person and I'd like you to rate that group or person using something we call the feeling thermometer. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the group or person. Ratings between 0 and 50 degrees mean that you have UN-favorable feelings toward the group or person and that you don't care too much for them. You would rate the group or person at 50 if you don't feel particularly warm or cold toward them. If we come to a group whose name you don't recognize, you don't need to rate that group. Just tell me and we'll move on to the next one.

DON'T KNOW/NEVER HEARD=888; REFUSED=999

Randomize (1-2, then 3-14)

1. President Barack Obama
2. The Republican Party
3. News Media
4. Gay Men and Lesbians
5. Evangelical Christians
6. Catholics
7. Muslims
8. Jews
9. African Americans or Blacks
10. Whites
11. Asian Americans
12. Hispanics or Latinos
13. SSA: Undocumented Immigrants
13. SSB: Illegal Aliens
14. Unions

15. How much discrimination against racial and ethnic minorities do you think exists in the United States today? (A great deal, a lot, a moderate amount, a little, or none at all / None at all, a little, a moderate amount, a lot, or a great deal)?

A great deal.....1

A lot.....2

A moderate amount.....3

A little.....4

None at all.....5

Don't Know.....88

Refused.....99

I'd like you to think for a moment about Hispanic or Latino Americans. Hispanics or Latinos are people whose families are descended from Spanish-speaking nations in Latin America, like Mexico, Cuba, Puerto Rico, Guatemala and other countries in Central and South America. Many are born here in the US, but some are immigrants from other countries.

16. First, how many Hispanics or Latinos do you know as co-workers, neighbors, friends, or family? Would you say it is [random reverse] none, one or two, several, or a lot?

None.....0

One or two.....1

Several.....2

A lot.....3

Don't know.....88

Refused99

17. Regardless of how many you may know, how familiar would you say you are with Hispanic or Latino culture? Would you say you are [random reverse] very familiar, somewhat familiar, not very familiar or know nothing at all about Hispanic culture]?

Very.....3

Somewhat.....2

Not Very.....1

Nothing at all.....0

Don't know.....88

Refused99

18. Okay and where is the main place you have come to know, meet or interact with Hispanics?

[IF NECESSARY: "How have you gotten to know them? Such as you have a Hispanic doctor, or your gardener is Hispanic, or maybe cashier at your grocery store is Hispanic, or something like that?

OPEN ENDED _____

19. How frequently do you have contact or interact with Hispanics? Would you say you interact with Hispanics every day, about once per week, about once per month, or almost never?

Daily.....1

Weekly.....2

Monthly.....3

Almost Never.....4

Don't know.....88

Refused.....99

Now I'm going to read you a few statements, and for each one, please tell me if you think it applies to Hispanics or Latinos very well, somewhat well, not that well, or not at all. So thinking about Hispanics in general, how well does "INSERT PHRASE" describe this group?

[RANDOMIZE 21-31]

- | | |
|--------------------------------------|---------------------|
| 21. Have too many children | Very well.....1 |
| 22. Honest | Somewhat |
| well.....2 | |
| 23. Less-Educated | Not that well.....3 |
| 24. Family Oriented | Not at all.....4 |
| 25. Culture of gangs and crime | Don't |
| know.....88 | |
| 26. Religious, church-going | Refused.....99 |
| 27. Illegal immigrants | |
| 28. Don't keep their houses up | |
| 29. Take jobs from Americans | |
| 30. Keep to themselves | |
| 31. Patriotic | |
| 32. Refuse to learn English | |
| 33. Use welfare or public assistance | |
| 34. Neighborly and welcoming | |

35. As you know, some Hispanics and Latinos are immigrants to the US while others were born here. What percent of all Hispanics or Latinos do you believe were born in another country, that is, immigrated to the US?

CODE: ____ Enter number 0-100, 999 for Don't Know or Refused

36. Some Hispanics or Latinos are citizens of the United States, either because they were born here or because they have become naturalized citizens. What percentage of all Latinos or Hispanics in the United States do you believe are American citizens?

CODE: ____ Enter number 0-100, 999 for Don't Know or Refused

MEDIA CONSUMPTION

37. There are a lot of different places people turn to for news about politics, especially in helping them get informed about current affairs and public policy. What is your primary source of news and information? Is it, **[ROTATE front/back: Local TV news like stations in your city that cover local news, weather and sports / National cable news like CNN, MSNBC, or Fox News / Newspapers, Radio, Internet news sites / Social media sites like Facebook or Twitter]** or just word of mouth from friends and family?

Local TV news that covers local news, weather, and sports like the stations in your city.....1
 National cable news like CNN, MSNBC or Fox News.....2
 Newspapers.....3
 Radio.....4
 Internet news sites.....5
 Social media sites like Facebook.....6
 Word of mouth from friends and family.....7
 (Don't Know)88
 (Refused)99

Okay, and when you hear about a news story on **(READ AND RANDOMIZE LIST)**, how often do you trust that the information is honest and accurate -- very often, somewhat often, not too often, or not often at all?

(FOLLOW UP) And what about **(READ LIST)** --how often do you trust that the information is honest and accurate -- very often, somewhat often, not too often, or not often at all?

1=Very often
 2=Somewhat often
 3=Not too often
 4=Not often at all
 6=(Don't Know)
 99=(Refused)

(RANDOMIZE LIST ORDER)

38. Local TV news
 39. CNN
 40. MSNBC
 40. Fox News
 41. Public Broadcasting such as PBS
 42. Public Radio such as NPR
 43. Talk Radio news
 44. Your local newspaper
 45. News that is posted on Facebook or Twitter

Okay, now I'm going to read you a list of different programs or news shows and for each one, just let me know if you have ever watched that program, and if so, how often?

How about "SHOW NAME" – have you ever watched that?
 If "YES" – and do you watch that frequently, only occasionally, or not too often?

[RANDOMIZE 46-54; then 55-59]

- 46. Anderson Cooper 360 on CNN
- 47. The Situation Room with Wolf Blitzer on CNN watch.....3
- 48. Rachel Maddow show on MSNBC
- 49. Hardball with Chris Matthews on MSNBC
- 50. O'Reilly Factor with Bill O'Reilly on Fox News
- 51. Hannity on Fox News
- 52. Nightly News on CNN
- 53. Nightly News on Fox News Channel
- 54. News Hour on PBS

No – never watch that.....1

Yes – not too often.....2

Yes – occasionally

Yes – frequently watch.....4

Don't know88

Refused99

And how about talk radio shows? Have you ever listened to "SHOW NAME"?
If "YES" – and do you listen to that frequently, only occasionally, or not too often?
(same response as above)

- 55. Rush Limbaugh radio show
- 56. Michael Savage radio show
- 57. Glenn Beck radio show
- 58. Bill O'Reilly radio show
- 59. Sean Hannity radio show

Okay, now thinking about programs like dramas and comedies that are on TV.
When you see Hispanics or Latinos on TV shows, how often are they playing the role of: "INSERT ROLE" – follow up with, is that very often, sometimes, not too often, or never

Very often.....1

Sometimes.....2

Not too often.....3

Never.....4

Don't Know88

Refused99

RANDOMIZE 60-79

- 60. Doctors
- 61. Lawyers or Judges
- 62. Business people
- 63. Criminals or gang members
- 64. Maids or house keepers
- 65. Gardeners or landscapers
- 66. Bus boy or kitchen staff
- 67. Politicians
- 68. Teachers
- 69. High school drop outs

STEREOTYPES

I want to ask you about some characteristics we sometimes associate with groups of people. In each case, I'll describe two ends of a scale, and you can tell me where you would place each group.

First, I want you to think about the difference between "hard-working" and "lazy." For the first statement, a score of '1' means that you think almost all of the people in that group tend to be "hard-working." A score of '7' means that you think most people in the group are "lazy."

A score of '4' means that you think that most people in the group are not closer to one end or the other, and of course, you may choose any number in between.

70. Where would you rate WHITES in general on this scale?

71. Where would you rate Blacks or African-Americans in general on this scale?

72. Where would you rate Hispanics or Latinos in general on this scale?

Next, I want you to think about the difference between "intelligent" and "unintelligent." For the first statement, a score of '1' means that you think almost all of the people in that group tend to be "intelligent." A score of '7' means that you think most people in the group are "unintelligent."

A score of '4' means that you think that most people in the group are not closer to one end or the other, and of course, you may choose any number in between.

73. Where would you rate WHITES in general on this scale?

74. Where would you rate Blacks or African-Americans in general on this scale?

75. Where would you rate Hispanics or Latinos in general on this scale?

Next, I want you to think about the difference between "patriotic" and "unpatriotic." For the first statement, a score of '1' means that you think almost all of the people in that group tend to be "patriotic." A score of '7' means that you think most people in the group are "unpatriotic."

A score of '4' means that you think that most people in the group are not closer to one end or the other, and of course, you may choose any number in between.

76. Where would you rate WHITES in general on this scale?

77. Where would you rate Blacks or African-Americans in general on this scale?

78. Where would you rate Hispanics or Latinos in general on this scale?

Next, I want you to think about the difference between "criminal" and "law-abiding." For the first statement, a score of '1' means that you think almost all of the people in that group tend to be "criminal." A score of '7' means that you think most people in the group are "law-abiding."

A score of '4' means that you think that most people in the group are not closer to one end or the other, and of course, you may choose any number in between.

79. Where would you rate WHITES in general on this scale?

80. Where would you rate Blacks or African-Americans in general on this scale?

81. Where would you rate Hispanics or Latinos in general on this scale?

RACIAL RESENTMENT

SPLIT SAMPLE BLACK / LATINO ITEMS

The next statements are about life in America today. As I read each one, please tell me whether you **(ROTATE FORWARDS AND BACKWARDS)** strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements. There is no right or wrong answer, so please just say whatever comes to mind.

Agree strongly.....1

Agree somewhat.....2

Neither agree nor disagree.....3

Disagree somewhat.....4

Disagree strongly.....5

Don't know.....88

Refused.....99

82A. Irish, Italians, Jews and many other minorities overcame prejudice and worked their way up. Blacks should do the same without any special favors.

82B. Irish, Italians, Jews and many other minorities overcame prejudice and worked their way up. Hispanics should do the same without any special favors.

83A. Generations of slavery and discrimination have created conditions that make it difficult for blacks to work their way out of the lower class.

83B. Generations of and discrimination have created conditions that make it difficult for Hispanics to work their way out of the lower class.

84A. Over the past few years, blacks have gotten less than they deserve.

84B. Over the past few years, Hispanics have gotten less than they deserve.

85A. It's really a matter of some people not trying hard enough; if blacks would only try harder they could be just as well off as whites.

85B. It's really a matter of some people not trying hard enough to incorporate; if Hispanics would just learn English, they could be just as well off as whites.

86. And how strongly do you support, or oppose the Tea Party movement? Would you say you [rotate front/back: strongly support, somewhat support, somewhat oppose, or strongly oppose] the Tea Party?

Strongly support.....1
Somewhat support.....2
Neither3
Somewhat oppose.....4
Strongly oppose.....5
Don't know/never heard of.....88
Refused.....99

87. Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?

Republican 1
Democrat 2
Independent 3
Other party 4
Don't know 88
Refused 99

88a. [IF Q87 = 1 OR 2] Do you consider yourself to be a strong [INSERT ANSWER TO Q87] or not so strong?

Strong partisan 1
Not so strong partisan 2
Don't know 88
Refused 99

88b. [IF Q87 = 3 - 99] If you had to pick, do you think of yourself as closer to the Republican or Democratic Party?

Republican 1
Democrat 2
Neither/Independent 3
Other party 4
Don't know 88
Refused 99

89. When it comes to politics, do you usually think of yourself as a Liberal, a Conservative, a Moderate, or you haven't thought much about this?

(If "Liberal/Conservative", WAIT AND ASK: Would you call yourself very (Conservative/Liberal) or not?)

(If "Moderate", ASK: Would you say that you are slightly Liberal, slightly Conservative, or neither?)

Very liberal.....1
Liberal.....2
Slightly liberal.....3
Moderate.....4
Slightly conservative.....5
Conservative.....6
Very conservative.....7
(Don't Know)88
(Refused)99

And last, here are a few questions about the government in Washington, DC. Many people don't know the answers to these questions, so if there are some you don't know just tell me and we'll go on.

90. Do you happen to know what job or political office is now held by John Roberts?
(PRE-CODED, DO NOT READ)

- ☐ 1 (Supreme Court Justice / Chief Justice)
- ☐ 2 (Judge / Court -- does not mention "Supreme Court")
- ☐ 3 (Other)
- ☐ 88 (Don't know/No)
- ☐ 99 (Refused)

91. Do you happen to know what job or political office is now held by Harry Reid?
(PRE-CODED, DO NOT READ)

- ☐ 1 (Senate Majority Leader/Majority Leader in Senate)
- ☐ 2 (Majority Leader)
- ☐ 3 (Nevada Senator)
- ☐ 4 (Senator)
- ☐ 5 (Other)
- ☐ 88 (Don't Know/No)
- ☐ 99 (Refused)

92. And which political party currently has the majority, and control of the House of Representative in Washington, DC?

- ☐ 1 Republican
- ☐ 2 Democratic
- ☐ 3 (Both)
- ☐ 4 (Neither)
- ☐ 88 (Don't know)
- ☐ 99 (Refused)

DEMOGRAPHICS

D1. Were you born in the United States, or in another country?

United States.....1
Another country2
Other.....3
Don't know.....88
Refused99

D2. [IF D1=1]. How about your parents? Were both of your parents also born in the United States, was one parent born in the United States and one born in another country; or were both of your parents born in another country?

Both born in U.S. 1
1 born in U.S. / 1 born abroad 2
Both born in another country. 3
Don't know 88
Refused 99

D3. Are you currently single, married, divorced, widowed, or living with a same-sex partner?

Single. 1
Married 2
Divorced 3
Widowed 4
Same-sex partner 5
Other. 6
Refused 99

D4. How many total people age 18 or younger live in your household?
_____ 99=RF

D5. What is the highest level of education you completed? Just stop me when I read the correct category.

Grades 1 – 8 1
Some High School 2
High School graduate 3
Some College/Technical School 4
College graduate 5
Post-graduate education 6
Don't know 88
Refused 99

D6. When it comes to religion, do you consider yourself to be Catholic, Christian, Jewish, or something else? [If Christian – what specific denomination? Protestant, Baptist, Methodist, Lutheran...]

[If something else, ask “and what is that?”]

| | |
|-------------------------|----|
| Catholic | 1 |
| CHRISTIAN | |
| Just “Christian” | 20 |
| Protestant | 21 |
| Baptist | 22 |
| Methodist | 23 |
| Jewish | 3 |
| Hindu | 4 |
| Muslim | 5 |
| Buddhist | 6 |
| Atheist or agnostic | 7 |
| None | 8 |
| Other | 9 |
| (DON'T READ) Don't know | 88 |
| (DON'T READ) Refused | 99 |

D7. Aside from weddings and funerals, how often do you attend religious services? Would you say more than once a week, once a week, two or three times a month, a few times a year, less often than a few times a year, or never?

| | |
|---|----|
| More than once a week..... | 1 |
| Once a week..... | 2 |
| Two or three times a month..... | 3 |
| A few times a year..... | 4 |
| Less often than a few times a year..... | 5 |
| Never..... | 6 |
| (Don't Know) | 88 |
| (Refused) | 99 |

D8. (IF D9 = 1,2, or 3) Do you consider yourself an evangelical, or a born-again or spirit-filled Christian?

| | |
|------------------|----|
| Yes..... | 1 |
| No..... | 2 |
| Don't Know | 88 |
| Refused..... | 99 |

D9. In what year were you born? 19 __ __

D10. And the number that I reached you on today, is that a cell phone, or is that a landline?

| | |
|------------|---|
| Cell phone | 1 |
| Landline | 2 |
| Refused | 3 |

D11. And finally, what was your total combined household income in 2011 before taxes. This question is completely confidential and just used to help classify the responses. Just stop me when I read the correct category.

| | |
|------------------------|----|
| Less than \$20,000 | 1 |
| \$20,000 to \$39,999 | 2 |
| \$40,000 to \$59,999 | 3 |
| \$60,000 to \$79,999 | 4 |
| \$80,000 to \$99,999 | 5 |
| \$100,000 to \$150,000 | 6 |
| More than \$150,000 | 7 |
| Don't know | 88 |
| Refused | 99 |

D12. Gender
Male 1
Female 2

Appendix B: National Web Platform Experimental Study

N=3000, 15 minutes

FEELING THERMOMETERS

Okay, to get started I'd like to get your feelings toward some of the groups and people in American society. We'll show you the name of a group or person and we'd like you to rate that group or person using something we call the feeling thermometer. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the group or person. Ratings between 0 and 50 degrees mean that you have UN-favorable feelings toward the group or person and that you don't care too much for them. You would rate the group or person at 50 if you don't feel particularly warm or cold toward them. If we come to a group whose name you don't recognize, you don't need to rate that group. Just move on to the next one.

NOTES TO PROGRAMMER: RANDOMIZE ORDER 1-2, THEN RANDOMIZE ORDER 3-14

ONE GROUP PER SCREEN. SLIDE BAR IS ACCEPTABLE. ALLOW "don't knows" TO NOT ANSWER AND CLICK TO NEXT SCREEN—RECORD THOSE AS 999

1. President Barack Obama
2. The Republican Party
3. Unions
4. Gay Men and Lesbians
5. Evangelical Christians
6. Catholics
7. Muslims
8. Jews
9. African Americans or Blacks
10. Whites
11. Asian Americans
12. Hispanics or Latinos
13. SSA: Undocumented Immigrants (PROGRAMMER—RANDOM SPLIT A/B, RECORD)
13. SSB: Illegal Aliens

PROGRAMMER: RANDOMIZATION OF R INTO 10 GROUPS TAKES PLACE HERE. EACH R IS ASSIGNED TO A GROUP FOR THE PURPOSE OF RECEIVING A MEDIA STIMULUS.

RECORD GROUP ASSIGNMENT FOR EACH R

GROUP 1> NO STIMULUS, SKIP TO Q14

GROUPS 2, 7-10 RECEIVE THIS INSTRUCTION

“NOW I’D LIKE YOU TO TAKE A LOOK AT THE FOLLOWING CLIP FROM TV. IT WILL ONLY LAST ABOUT A MINUTE AND THEN WE’LL CONTINUE WITH THE QUESTIONS.”

GROUP 2 – RECEIVE STIMULUS CLIP 2

GROUP 7 – RECEIVE STIMULUS CLIP 7

GROUP 8 – RECEIVE STIMULUS CLIP 8

GROUP 9 – RECEIVE STIMULUS CLIP 9

GROUP 10 – RECEIVE STIMULUS CLIP 10

AFTER STIMULUS, MOVE ONTO RECALL QUESTION

GROUPS 3-4 RECEIVE THIS INSTRUCTION

“NOW I’D LIKE YOU TO READ THE FOLLOWING STORY FROM THE NEWSPAPER. IT WILL ONLY TAKE ABOUT A MINUTE OR SO AND THEN WE’LL CONTINUE WITH THE QUESTIONS.”

GROUP 3 – RECEIVES STIMULUS STORY 3

GROUP 4 – RECEIVES STIMULUS STORY 4

AFTER STIMULUS, MOVE ONTO RECALL QUESTION

GROUPS 5-6 RECEIVE THIS INSTRUCTION

“NOW I’D LIKE YOU TO LISTEN TO THE FOLLOWING CLIP FROM THE RADIO. IT WILL ONLY TAKE ABOUT A MINUTE AND THEN WE’LL CONTINUE WITH THE QUESTIONS.”

GROUP 5 – RECEIVES AUDIO CLIP 5

GROUP 6 – RECEIVES AUDIO CLIP 6

AFTER STIMULUS, MOVE ONTO RECALL QUESTION

RECALL QUESTION (groups 2-10): In just a few words, tell me what the main topic of the (clip/story) was?

14. There are a lot of different places people turn to for news about politics, especially in helping them get informed about current affairs and public policy. What is your primary source of news and information?

Local TV news like the stations in your city that cover local news weather and sports.....1

National cable news like CNN, MSNBC or Fox News.....2

Newspapers.....3

Radio.....4

Internet news sites.....5

Social media sites like Facebook or Twitter.....6

Word of mouth from friends and family.....7

(Don't Know)88

(Refused)99

Okay, and when you hear or read about a news story on each of the following, how often do you trust that the information is honest and accurate ?

NOTE TO PROGRAMMER: GRID ONE SCREEN, RESPONSE OPTIONS BELOW, RANDOMIZ ORDER OF 15-25

1=Very often

2=Somewhat often

3=Not too often

4=Not often at all

6=(Don't Know)

99=(Refused)

15. Local TV news

16. CNN

17. MSNBC

18. Fox News

19. Public TV such as PBS

20. Public Radio such as NPR

21. Talk Radio news

22. Your local newspaper

23. News that is posted on Facebook or Twitter

24. National Network News on ABC, NBC, or CBS

25. FOX News

Please tell me if you think it applies to Hispanics or Latinos very well, somewhat well, not that well, or not at all. So thinking about Hispanics in general, how well does “ INSERT PHRASE” describe this group?

NOTE TO PROGRAMER: USE GRID for 21-34, ONE SCREEN OR TWO, RANDOMIZE ORDER OF CHARACTERISTICS

| | | VERY WELL [1] | SOMEWH AT WELL [2] | NOT THAT WELL [3] | NOT AT ALL [4] | Don't Know [88] |
|-----|----------------------------------|---------------------|--------------------------|----------------------------|----------------------|-----------------------|
| # | Characteristic 1 | i | i | i | i | i |
| [#] | Characteristic 2 | i | i | i | i | i |
| 26. | Have too many children | | | | Very well.....1 | |
| 27. | Honest | | | | Somewhat | |
| | well.....2 | | | | | |
| 28. | Less-Educated | | | | Not that well.....3 | |
| 29. | Family Oriented | | | | Not at all.....4 | |
| 30. | Culture of gangs and crime | | | | Don't | |
| | know.....88 | | | | | |
| 31. | Religious, church-going | | | | Refused.....99 | |
| 32. | Illegal immigrants | | | | | |
| 33. | Don't keep their houses up | | | | | |
| 34. | Take jobs from Americans | | | | | |
| 35. | Keep to themselves | | | | | |
| 36. | Patriotic | | | | | |
| 37. | Refuse to learn English | | | | | |
| 38. | Use welfare or public assistance | | | | | |
| 39. | Neighborly and welcoming | | | | | |

40. Alright, which comes closest to your view about what government policy should be toward undocumented immigrants currently residing in the United States? Should the government... [Random Rotate] Make all undocumented immigrants felons and send them back to their home country, Have a guest worker program that allows immigrants to remain in the United States in order to work, but only for a limited amount of time, or Allow undocumented immigrants to remain in the United States and eventually qualify for U.S. citizenship, but only if they meet certain requirements like paying back taxes and fines, learning English, and passing a background check?

All undocumented immigrants made felons/deported.....1

Guest worker program2

Earned citizenship3

Don't Know.....88

Refused.....99

41. How much discrimination against racial and ethnic minorities do you think exists in the United States today?

Note to programmer, random reverse response set

A great deal.....1

A lot.....2

A moderate amount.....3

A little.....4

None at all.....5

Don't Know88

Refused.....99

STEREOTYPES

I want to ask you about some characteristics we sometimes associate with groups of people. In each case, I'll describe two ends of a scale, and you can tell me where you would place each group.

PROGRAMMER: RANDOMIZE ORDER OF 70-72. EACH ON A SEPARATE SCREEN.

Let's repeat the stem on each screen

DO NOT ALLOW SKIP OR DON'T KNOW

First, I want you to think about the difference between "hard-working" and "lazy." For the first statement, a score of '1' means that you think almost all of the people in that group tend to be "hard-working." A score of '7' means that you think most people in the group are "lazy."

A score of '4' means that you think that most people in the group are not closer to one end or the other, and of course, you may choose any number in between.

70. Where would you rate WHITES in general on this scale?

71. Where would you rate Blacks or African-Americans in general on this scale?

72. Where would you rate Hispanics or Latinos in general on this scale?

PROGRAMMER: RANDOMIZE ORDER OF 73-75. EACH ON A SEPARATE SCREEN.

Let's repeat the stem on each screen

DO NOT ALLOW SKIP OR DON'T KNOW

Next, I want you to think about the difference between "intelligent" and "unintelligent." For the first statement, a score of '1' means that you think almost all of the people in that group tend to be "intelligent." A score of '7' means that you think most people in the group are "unintelligent."

A score of '4' means that you think that most people in the group are not closer to one end or the other, and of course, you may choose any number in between.

73. Where would you rate WHITES in general on this scale?

74. Where would you rate Blacks or African-Americans in general on this scale?

75. Where would you rate Hispanics or Latinos in general on this scale?

Next, I want you to think about the difference between “patriotic” and “unpatriotic.” For the first statement, a score of '1' means that you think almost all of the people in that group tend to be "patriotic." A score of '7' means that you think most people in the group are "unpatriotic." A score of '4' means that you think that most people in the group are not closer to one end or the other, and of course, you may choose any number in between.

76. Where would you rate WHITES in general on this scale?

77. Where would you rate Blacks or African-Americans in general on this scale?

78. Where would you rate Hispanics or Latinos in general on this scale?

Next, I want you to think about the difference between “criminal” and “law-abiding.” For the first statement, a score of '1' means that you think almost all of the people in that group tend to be "criminal." A score of '7' means that you think most people in the group are "law-abiding." A score of '4' means that you think that most people in the group are not closer to one end or the other, and of course, you may choose any number in between.

79. Where would you rate WHITES in general on this scale?

80. Where would you rate Blacks or African-Americans in general on this scale?

81. Where would you rate Hispanics or Latinos in general on this scale?

RACIAL RESENTMENT

PROGRAMMER: FRESH SPLIT ½ OF ALL RESPONDENTS GET 82-85 **A**, ½ GET 82-85 **B**

The next statements are about life in America today. For each one, please tell me whether you **(ROTATE FORWARDS AND BACKWARDS)** strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements. There is no right or wrong answer, so please just say whatever comes to mind.

PROGRAMMER: FIVE BUTTONS FOR 1-5, PLUS ONE BUTTON FOR DON'T KNOW, ARRANGED BENEATH EACH QUESTION. ALL FOUR QUESTIONS CAN APPEAR ON ONE SCREEN FOR EACH %

Agree strongly.....1

Agree somewhat.....2

Neither agree nor disagree.....3

Disagree somewhat.....4

Disagree strongly.....5

Don't know.....88

SPLIT A

82A. Irish, Italians, Jews and many other minorities overcame prejudice and worked their way up. Blacks should do the same without any special favors.

83A. Generations of slavery and discrimination have created conditions that make it difficult for blacks to work their way out of the lower class.

84A. Over the past few years, blacks have gotten less than they deserve.

85A. It's really a matter of some people not trying hard enough; if blacks would only try harder they could be just as well off as whites.

SPLIT B

82B. Irish, Italians, Jews and many other minorities overcame prejudice and worked their way up. Hispanics should do the same without any special favors.

83B. Generations of discrimination have created conditions that make it difficult for Hispanics to work their way out of the lower class.

84B. Over the past few years, Hispanics have gotten less than they deserve.

85B. It's really a matter of some people not trying hard enough to incorporate; if Hispanics would just learn English, they could be just as well off as whites.

I'd like you to think for a moment about Hispanic or Latino Americans. Hispanics or Latinos are people whose families descended from Spanish-speaking nations in Latin America, like Mexico, Cuba, Puerto Rico, Guatemala and other countries in Central and South America. Many are born here in the US, but some are immigrants from other countries.

42. First, how many Hispanics or Latinos do you know as co-workers, neighbors, friends, or family? Would you say is it [random reverse] none, one or two, several, or a lot?

None.....0

One or two.....1

Several.....2

A lot.....3

Don't know.....88

Refused99

43. Regardless of how many you may know, how familiar would you say you are with the Hispanic or Latino culture? Would you say you are [random reverse] very familiar, somewhat familiar, not very familiar or know nothing at all about Hispanic culture?

Very.....3

Somewhat.....2

Not Very.....1

Nothing at all.....0

Don't know.....88

Refused99

44. Okay and where is the main place you have come to know, meet or interact with Hispanics? That is, how have you gotten to know them? Such as you have a Hispanic doctor, or your gardener is Hispanic, or maybe cashier at your grocery store is Hispanic, or something like that?

OPEN ENDED TEXT BOX _____

45. How frequently do you have contact or interact with Hispanics?

Daily.....1

Weekly.....2

Monthly.....3

Almost Never.....4

Don't know.....88

Refused.....99

PROGRAMMER, (If Q19=4, skip Q20).

46. Now thinking about those interactions or contacts you have had with Hispanics, would you describe them as (random reverse) mostly positive, mostly negative, or about equally positive or negative?

Mostly Positive.....1

Equally positive or negative.....2

Mostly negative.....3

Don't Know.....88

Refused.....99

47A. As you know, some Hispanics and Latinos are immigrants in the US while others were born here. What percent of all Hispanics or Latinos do you believe were born in another country, that is, immigrated to the US?

CODE: ____ Enter number 0-100, 999 for Don't Know or Refused

47B. Some Hispanics or Latinos are citizens of the United States, either because they were born here or because they have become naturalized citizens. What percentage of all Latinos or Hispanics in the United States to you believe are American citizens?

CODE: ____ Enter number 0-100, 999 for Don't Know or Refused

MEDIA CONSUMPTION

There are a lot of different programs or news shows on the TV about things like politics and the economy. Do you ever watch any news shows on television?

- 0. No (programmer, skip R to 55)
- 1. Yes

48a. For each of the following, tell us whether you watch the show Frequently, Occasionally, Not too often, or Never.

[NOTE TO PROGRAMMER: RANDOMIZE ORDER, ARRANGE IN GRID WITH RESPONSE SETS AND A DON'T KNOW BUBBLE]

- 1. Anderson Cooper 360 on CNN
- 2. The Situation Room with Wolf Blitzer on CNN
- 3. Piers Morgan Tonight on CNN
- 4. John King USA on CNN
- 5. Nancy Grace on CNN Headline News
- 6. Rachel Maddow show on MSNBC
- 7. Hardball with Chris Matthews on MSNBC
- 8. Ed Schultz on MSNBC
- 9. The Last Word with Lawrence O'Donnell on MSNBC
- 10. O'Reilly Factor with Bill O'Reilly on Fox News
- 11. Sean Hannity on Fox News
- 12. On the record with Greta Van Sustern on Fox News
- 13. Fox Report with Shepard Smith
- 14. Fox News with Bret Baier
- 15. Nightly News on CNN
- 16. Nightly News on Fox News Channel
- 17. News Hour on PBS
- 18. Nightly News on ABC
- 19. Nightly News on NBC
- 20. Nightly News on CBS
- 21. 60 Minutes
- 22. Nightline on ABC
- 23. This Week with George Stephanopolus
- 24. State of the Nation with Candy Crowley
- 25. Meet the Press with David Gregory
- 26. Face the Nation with Bob Scheiffer
- 27. Fox News Sunday with Chris Wallace
- 28. The Daily Show with Jon Stewart
- 29. The Colbert Report
- 30. Some other show (record mention) _____

55. And how about talk radio shows about things like politics and the economy. Do you ever listen to any news shows on radio?

- 0. No (programmer, skip R to 64)
- 1. Yes

[NOTE TO PROGRAMMER: RANDOMIZE ORDER, ARRANGE IN GRID WITH RESPONSE SETS AND A DON'T KNOW BUBBLE]

55a. For each of the following, tell us whether you watch the show Frequently, Occasionally, Not too often, or Never.

1. Rush Limbaugh radio show
2. Michael Savage radio show
3. Glenn Beck radio show
4. Mark Levin radio show
5. Bill O'Reilly radio show
6. Sean Hannity radio show
7. Laura Ingraham radio show
8. Neil Boortz radio show
9. Jerry Doyle radio show
10. Michael Gallagher radio show
11. Michael Medved radio show
12. Bill Bennett radio show
13. Ed Shultz radio show
14. Alan Colmes radio show
15. Dennis Miller radio show
16. Stephanie Miller radio show
17. NPR/ National Public Radio Morning Edition
18. NPR/ National Public Radio Talk of the Nation
19. NPR/ National Public Radio All Things Considered
20. NPR/ National Public Radio Fresh Air
21. NPR/ National Public Radio Tell Me More
22. Some other show (record mention) _____

64. Okay, now think about programs like dramas and comedies that are on TV. When you see Hispanics or Latinos on TV shows, how often are they playing each of the following types of roles?

- Very often.....1
Sometimes.....2
Not too often.....3
Never.....4
Don't Know.....88

PROGRAMMER NOTE: GRID WITH RESPONSE OPTIONS ABOVE
RANDOMIZE ORDER64-73

64. Doctors or Nurses
66. Criminals or gang members
67. Maids or housekeepers
68. Police Officers or Firefighters

- 69. Lawyers or Judges
- 70. High school dropouts
- 72. Teachers
- 73. Gardeners or landscapers

86. And how strongly do you support, or oppose the Tea Party movement? Would you say you [rotate front/back: strongly support, somewhat support, somewhat oppose, or strongly oppose] the Tea Party?

Strongly support.....1
 Somewhat support.....2
 Neither3
 Somewhat oppose.....4
 Strongly oppose.....5
 Don't know/never heard of.....88
 Refused.....99

87. Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?

Republican 1
 Democrat 2
 Independent 3
 Other party 4
 Don't know 88
 Refused 99

88a. [IF Q87 = 1 OR 2] Do you consider yourself to be a strong [INSERT ANSWER TO Q87] or not so strong?

Strong partisan 1
 Not so strong partisan 2
 Don't know 88
 Refused 99

88b. [IF Q87 = 3 - 99] If you had to pick, do you think of yourself as closer to the Republican or Democratic Party?

Republican 1
 Democrat 2
 Neither/Independent 3
 Other party 4
 Don't know 88
 Refused 99

89. When it comes to politics, do you usually think of yourself as a Liberal, a Conservative, a Moderate, or you haven't thought much about this?

CONSERVATIVE 1
LIBERAL 2
MODERATE/MIDDLE-OF-THE ROAD 3
Don't know 88

(If 89= "Liberal/Conservative,"

89A. Would you call yourself very (Conservative/Liberal) or not?)

VERY 1
NOT VERY 2
Don't know 88
Refused 99

(If 89="Moderate" OR "DON'T KNOW,"

89B. Would you say that you LEAN slightly Liberal, slightly Conservative, or neither?)

LEAN CONSERVATIVE 1
LEAN LIBERAL 2
TRULY NEITHER LIBERAL NOR CONSERVATIVE 3
Don't know 88

And last, here are a few questions about the government in Washington, DC. Many people don't know the answers to these questions, so if there are some you don't know just tell me and we'll go on.

90. Do you happen to know what job or political office is now held by John Roberts?

- ☐ 1 Supreme Court Justice
- ☐ 2 Senate Majority Leader
- ☐ 3 Secretary of Commerce
- ☐ 4 Speaker of the U.S. House
- ☐ 88 (Don't know/No)
- ☐ 99 (Refused)

91. Do you happen to know what job or political office is now held by Harry Reid?

- ☐ 1 Supreme Court Justice
- ☐ 2 Senate Majority Leader
- ☐ 3 Secretary of Commerce
- ☐ 4 Speaker of the U.S. House
- ☐ 88 (Don't know/No)
- ☐ 99 (Refused)

92. And which political party currently has the majority, and control of the House of Representative in Washington, DC?

- ☐ 1 Republican
- ☐ 2 Democratic
- ☐ 3 Both equally
- ☐ 4 Neither
- ☐ 88 (Don't know)
- ☐ 99 (Refused)

DEMOGRAPHICS

D1. Were you born in the United States, or in another country?

United States.....1
Another country2
Other.....3
Don't know.....88
Refused99

D2. [IF D1=1]. How about your parents? Were both of your parents also born in the United States, was one parent born in the United States and one born in another country; or were both of your parents born in another country?

Both born in U.S. 1
1 born in U.S. / 1 born abroad 2
Both born in another country 3
Don't know 88
Refused 99

D3. Are you currently single, married, divorced, widowed, or living with a same-sex partner?

Single 1
Married 2
Divorced 3
Widowed 4
Same-sex partner 5
Other 6
Refused 99

D4. How many total people age 18 or younger live in your household?
_____ 99=RF

D5. What is the highest level of education you completed? Just stop me when I read the correct category.

| | |
|-------------------------------|----|
| Grades 1 – 8 | 1 |
| Some High School | 2 |
| High School graduate | 3 |
| Some College/Technical School | 4 |
| College graduate | 5 |
| Post-graduate education | 6 |
| Don't know | 88 |
| Refused | 99 |

D6. When it comes to religion, do you consider yourself to be Catholic, Christian, Jewish, or something else? [If Christian – what specific denomination? Protestant, Baptist, Methodist, Lutheran...]

[If something else, ask “and what is that?”]

| | |
|---------------------|----|
| Catholic | 1 |
| CHRISTIAN | |
| Just “Christian” | 20 |
| Protestant | 21 |
| Baptist | 22 |
| Methodist | 23 |
| Jewish | 3 |
| Hindu | 4 |
| Muslim | 5 |
| Buddhist | 6 |
| Atheist or agnostic | 7 |
| None | 8 |
| Other | 9 |

D7. Aside from weddings and funerals, how often do you attend religious services? Would you say more than once a week, once a week, two or three times a month, a few times a year, less often than a few times a year, or never?

| | |
|---|----|
| More than once a week..... | 1 |
| Once a week..... | 2 |
| Two or three times a month..... | 3 |
| A few times a year..... | 4 |
| Less often than a few times a year..... | 5 |
| Never..... | 6 |
| (Don't Know) | 88 |
| (Refused) | 99 |

D8. (IF D9 = 1,2, or 3) Do you consider yourself an evangelical, or a born-again or spirit-filled Christian?

| | |
|-----------------|----|
| Yes..... | 1 |
| No..... | 2 |
| Don't Know..... | 88 |
| Refused..... | 99 |

D9. In what year were you born? 19 __ __

D11. And finally, what was your total combined household income in 2011 before taxes. This question is completely confidential and just used to help classify the responses. Just stop me when I read the correct category.

| | |
|------------------------|----|
| Less than \$20,000 | 1 |
| \$20,000 to \$39,999 | 2 |
| \$40,000 to \$59,999 | 3 |
| \$60,000 to \$79,999 | 4 |
| \$80,000 to \$99,999 | 5 |
| \$100,000 to \$150,000 | 6 |
| More than \$150,000 | 7 |
| Don't know | 88 |
| Refused | 99 |

D12. ARE YOU A MAN OR WOMAN

| | |
|--------|---|
| Male | 1 |
| Female | 2 |

Appendix C: Frequency Results National Survey

1. President Obama

| | TOTAL |
|---------|--------------|
| Cold | 40% |
| Neutral | 12% |
| Warm | 47% |

2. The Republican Party

| | TOTAL |
|---------|--------------|
| Cold | 42% |
| Neutral | 22% |
| Warm | 37% |

4. What about Gay Men and Lesbians?

| | TOTAL |
|---------|--------------|
| Cold | 25% |
| Neutral | 33% |
| Warm | 42% |

7. What about Muslims?

| | TOTAL |
|---------|--------------|
| Cold | 25% |
| Neutral | 35% |
| Warm | 41% |

8. What about Jews?

| | TOTAL |
|---------|--------------|
| Cold | 5% |
| Neutral | 30% |
| Warm | 65% |

9. What about African-Americans or Blacks?

| | TOTAL |
|---------|--------------|
| Cold | 5% |
| Neutral | 31% |
| Warm | 64% |

10. What about Whites?

| | TOTAL |
|---------|--------------|
| Cold | 3% |
| Neutral | 28% |
| Warm | 69% |

11. What about Asian-Americans?

| | |
|---------|--------------|
| | TOTAL |
| Cold | 5% |
| Neutral | 30% |
| Warm | 65% |

12. What about Hispanics or Latinos?

| | |
|---------|--------------|
| | TOTAL |
| Cold | 8% |
| Neutral | 32% |
| Warm | 60% |

13A. What about Undocumented Immigrants?

| | |
|---------|--------------|
| | TOTAL |
| Cold | 49% |
| Neutral | 27% |
| Warm | 24% |

13B. What about Illegal Aliens?

| | |
|---------|--------------|
| | TOTAL |
| Cold | 58% |
| Neutral | 22% |
| Warm | 21% |

14. Alright, which comes closest to your view about what government policy should be toward undocumented immigrants currently residing in the United States? Should the government: Make all undocumented immigrants felons and send them back to their home country; Have a guest worker program that allows immigrants to remain in the United States in order to work, but only for a limited amount of time; or Allow undocumented immigrants to remain in the United States and eventually qualify for U.S. citizenship, but only if they meet certain requirements like paying back taxes and fines, learning English, and passing a background check?

TOTAL

| | |
|--|-----|
| All undocumented immigrants made felons/deported | 22% |
| Guest worker program | 22% |
| Earned citizenship | 53% |
| Don't know | 2% |
| Refused | 1% |

15. How much discrimination against racial and ethnic minorities do you think exists in the United States today?

TOTAL

| | |
|-------------------|-----|
| A great deal | 18% |
| A lot | 26% |
| A moderate amount | 41% |
| A little | 13% |
| None at all | 1% |
| Don't know | 0% |
| Refused | 0% |

16. I'd like you to think for a moment about Hispanics or Latino Americans, who are people whose families are descended from Spanish-speaking nations in Latin America, like Mexico, Cuba, Puerto Rico, Guatemala and other countries in Central and South America. Many are born here in the US, but some are immigrants from other countries. First, how many Hispanics or Latinos do you know as co-workers, neighbors, friends, or family?

TOTAL

| | |
|------------|-----|
| None | 14% |
| One or two | 16% |
| Several | 41% |
| A lot | 28% |
| Don't know | 1% |

17. Regardless of how many you may know, how familiar would you say you are with the Hispanic or Latino CULTURE?

| | TOTAL |
|-------------------|--------------|
| Nothing at all | 5% |
| Not very familiar | 21% |
| Somewhat familiar | 54% |
| Very familiar | 20% |
| Don't know | 0% |

19. How frequently do you have contact or interact with Hispanics?

| | TOTAL |
|--------------|--------------|
| Daily | 38% |
| Weekly | 29% |
| Monthly | 12% |
| Almost Never | 20% |
| Don't know | 1% |
| Refused | 0% |

20. Now thinking about those interactions or contacts you have had with Hispanics, would you describe them as...

| | TOTAL |
|------------------------------|--------------|
| Mostly Positive | 76% |
| Equally positive or negative | 21% |
| Mostly negative | 2% |
| Don't know | 1% |
| Refused | 0% |

21. Now I'm going to read you a few statements, and for each one, please tell me if you think it applies to Hispanics or Latinos very well, somewhat well, not that well, or not at all. So thinking about Hispanics in general, how well does "Have too many children" describe this group?

| | TOTAL |
|---------------|--------------|
| Very well | 12% |
| Somewhat well | 22% |
| Not that well | 23% |
| Not at all | 22% |
| Don't know | 17% |
| Refused | 4% |

22. Honest

| | TOTAL |
|---------------|--------------|
| Very well | 42% |
| Somewhat well | 35% |
| Not that well | 6% |
| Not at all | 4% |
| Don't know | 12% |
| Refused | 2% |

23. Less-Educated

| | TOTAL |
|---------------|--------------|
| Very well | 9% |
| Somewhat well | 42% |
| Not that well | 25% |
| Not at all | 12% |
| Don't know | 11% |
| Refused | 2% |

24. Family Oriented

| | TOTAL |
|---------------|--------------|
| Very well | 70% |
| Somewhat well | 18% |
| Not that well | 3% |
| Not at all | 2% |
| Don't know | 6% |
| Refused | 0% |

25. Religious, church-going

| | TOTAL |
|---------------|--------------|
| Very well | 47% |
| Somewhat well | 29% |
| Not that well | 5% |
| Not at all | 2% |
| Don't know | 17% |
| Refused | 1% |

28. Don't keep their houses up

| | TOTAL |
|---------------|--------------|
| Very well | 13% |
| Somewhat well | 19% |
| Not that well | 24% |
| Not at all | 23% |
| Don't know | 20% |
| Refused | 2% |

29. Take jobs from other Americans

| | TOTAL |
|---------------|--------------|
| Very well | 11% |
| Somewhat well | 24% |
| Not that well | 29% |
| Not at all | 25% |
| Don't know | 8% |
| Refused | 2% |

32. Refuse to learn English

| | TOTAL |
|---------------|--------------|
| Very well | 12% |
| Somewhat well | 31% |
| Not that well | 28% |
| Not at all | 18% |
| Don't know | 10% |
| Refused | 1% |

33. Use welfare or public assistance

| | TOTAL |
|---------------|--------------|
| Very well | 15% |
| Somewhat well | 32% |
| Not that well | 21% |
| Not at all | 10% |
| Don't know | 21% |
| Refused | 1% |

34. Neighborly and welcoming

| | TOTAL |
|---------------|--------------|
| Very well | 45% |
| Somewhat well | 32% |
| Not that well | 8% |
| Not at all | 3% |
| Don't know | 12% |
| Refused | 0% |

35. As you know, some Hispanics and Latinos came to this country illegally, while others were born here or immigrated legally. What percent of all Hispanics or Latinos do you believe are illegal immigrants?

| | TOTAL |
|------------|--------------|
| 0 to 10% | 11% |
| 11 to 20% | 15% |
| 21 to 30% | 15% |
| 31 to 40% | 8% |
| 41 to 50% | 15% |
| 51 to 75% | 10% |
| 76 to 100% | 4% |
| Don't Know | 20% |

37. There are a lot of different places people turn to for news about politics, especially in helping them get informed about current affairs and public policy. What is your primary source of news and information?

| | TOTAL |
|--|--------------|
| Local TV news that covers local news, weather, and sports like the stations in your city | 18% |
| National Network News on ABC, NBC, or CBS | 18% |
| National cable news like CNN, MSNBC or Fox News | 30% |
| Newspapers | 12% |
| Radio | 7% |
| Internet news sites | 11% |
| Social media sites like Facebook | 1% |
| Word of mouth from friends and family | 2% |
| Don't know | 1% |
| Refused | 0% |

38. Okay, and when you hear about a news story on Local TV news, how often do you trust that the information is honest and accurate -- very often, somewhat often, not too often, or not often at all?

| | TOTAL |
|------------------|--------------|
| Very often | 32% |
| Somewhat often | 49% |
| Not too often | 10% |
| Not often at all | 4% |
| Don't know | 4% |
| Refused | 1% |

39. Okay, and when you hear about a news story on National Network News on ABC, NBC, or CBS, how often do you trust that the information is honest and accurate -- very often, somewhat often, not too often, or not often at all?

| | TOTAL |
|------------------|--------------|
| Very often | 27% |
| Somewhat often | 45% |
| Not too often | 14% |
| Not often at all | 9% |
| Don't know | 4% |
| Refused | 0% |

40. Okay, and when you hear about a news story on CNN, how often do you trust that the information is honest and accurate -- very often, somewhat often, not too often, or not often at all?

| | TOTAL |
|------------------|--------------|
| Very often | 27% |
| Somewhat often | 41% |
| Not too often | 12% |
| Not often at all | 10% |
| Don't know | 10% |
| Refused | 1% |

41. Okay, and when you hear about a news story on FOX News, how often do you trust that the information is honest and accurate -- very often, somewhat often, not too often, or not often at all?

| | TOTAL |
|------------------|--------------|
| Very often | 25% |
| Somewhat often | 33% |
| Not too often | 10% |
| Not often at all | 21% |
| Don't know | 10% |
| Refused | 1% |

42. Okay, and when you hear about a news story on MSNBC, how often do you trust that the information is honest and accurate -- very often, somewhat often, not too often, or not often at all?

| | TOTAL |
|------------------|--------------|
| Very often | 20% |
| Somewhat often | 39% |
| Not too often | 12% |
| Not often at all | 12% |
| Don't know | 15% |
| Refused | 1% |

43. Okay, and when you hear about a news story on Public TV such as PBS, how often do you trust that the information is honest and accurate -- very often, somewhat often, not too often, or not often at all?

| | TOTAL |
|------------------|--------------|
| Very often | 36% |
| Somewhat often | 35% |
| Not too often | 10% |
| Not often at all | 8% |
| Don't know | 10% |
| Refused | 1% |

44. Okay, and when you hear about a news story on Public Radio such as NPR, how often do you trust that the information is honest and accurate -- very often, somewhat often, not too often, or not often at all?

| | TOTAL |
|------------------|--------------|
| Very often | 27% |
| Somewhat often | 26% |
| Not too often | 11% |
| Not often at all | 13% |
| Don't know | 21% |
| Refused | 2% |

45. Okay, and when you hear about a news story on Talk Radio news, how often do you trust that the information is honest and accurate -- very often, somewhat often, not too often, or not often at all?

| | TOTAL |
|------------------|--------------|
| Very often | 15% |
| Somewhat often | 34% |
| Not too often | 16% |
| Not often at all | 16% |
| Don't know | 18% |
| Refused | 2% |

46. Okay, and when you hear about a news story in your local newspaper, how often do you trust that the information is honest and accurate -- very often, somewhat often, not too often, or not often at all?

| | TOTAL |
|------------------|--------------|
| Very often | 27% |
| Somewhat often | 46% |
| Not too often | 13% |
| Not often at all | 6% |
| Don't know | 9% |
| Refused | 0% |

47. Okay, and when you hear about a news story on the news that is posted on the Internet, Facebook or Twitter, how often do you trust that the information is honest and accurate -- very often, somewhat often, not too often, or not often at all?

| | TOTAL |
|------------------|--------------|
| Very often | 5% |
| Somewhat often | 25% |
| Not too often | 23% |
| Not often at all | 23% |
| Don't know | 22% |
| Refused | 2% |

64. Okay, now think about programs like dramas and comedies that are on TV. When you see Hispanics or Latinos on TV shows, how often are they playing the role of doctors or nurses? Would you say very often, sometimes, not too often, or never?

| | TOTAL |
|---------------|--------------|
| Very often | 6% |
| Sometimes | 37% |
| Not too often | 32% |
| Never | 7% |
| Don't know | 17% |
| Refused | 2% |

66. How often are they playing the role of criminals or gang members?

| | TOTAL |
|---------------|--------------|
| Very often | 29% |
| Sometimes | 37% |
| Not too often | 14% |
| Never | 4% |
| Don't know | 14% |
| Refused | 2% |

67. How often are they playing the role of maids or house-keepers?

| | TOTAL |
|---------------|--------------|
| Very often | 22% |
| Sometimes | 31% |
| Not too often | 23% |
| Never | 7% |
| Don't know | 17% |
| Refused | 1% |

68. How often are they playing the role of police officers or firefighters?

| | TOTAL |
|---------------|--------------|
| Very often | 13% |
| Sometimes | 42% |
| Not too often | 22% |
| Never | 5% |
| Don't know | 16% |
| Refused | 1% |

69. How often are they playing the role of lawyers or judges?

| | TOTAL |
|---------------|--------------|
| Very often | 6% |
| Sometimes | 32% |
| Not too often | 33% |
| Never | 13% |
| Don't know | 16% |
| Refused | 0% |

70. How often are they playing the role of high school dropouts?

| | TOTAL |
|---------------|--------------|
| Very often | 10% |
| Sometimes | 29% |
| Not too often | 20% |
| Never | 10% |
| Don't know | 30% |
| Refused | 2% |

71. How often are they playing the role of teachers?

| | TOTAL |
|---------------|--------------|
| Very often | 4% |
| Sometimes | 35% |
| Not too often | 29% |
| Never | 12% |
| Don't know | 19% |
| Refused | 1% |

72. How often are they playing the role of gardeners or landscapers?

| | TOTAL |
|---------------|--------------|
| Very often | 29% |
| Sometimes | 29% |
| Not too often | 15% |
| Never | 6% |
| Don't know | 19% |
| Refused | 1% |

74. I want to ask you about some characteristics we sometimes associate with groups of people. In each case, I'll describe two ends of a scale, and you can tell me where you would place each group. Where would you rate WHITES in general on this scale? READ IF NECESSARY A score of '1' means that you think almost all of the people in this group tend to be "hard-working." A score of '7' means that you think most people in this group are "lazy." A score of '4' means that you think that most people in this group are not closer to one end or the other, and of course, you may choose any number in between.

| | TOTAL |
|--------------|--------------|
| Hard working | 16% |
| 2 | 14% |
| 3 | 15% |
| Midpoint | 33% |
| 5 | 11% |
| 6 | 5% |
| Lazy | 4% |
| Refused | 3% |

75. Where would you rate Blacks or African-Americans in general on this scale?

| | TOTAL |
|--------------|--------------|
| Hard working | 12% |
| 2 | 9% |
| 3 | 15% |
| Midpoint | 36% |
| 5 | 13% |
| 6 | 5% |
| Lazy | 6% |
| Refused | 3% |

76. Where would you rate Hispanics or Latinos in general on this scale?

| | TOTAL |
|--------------|--------------|
| Hard working | 22% |
| 2 | 17% |
| 3 | 14% |
| Midpoint | 26% |
| 5 | 10% |
| 6 | 4% |
| Lazy | 3% |
| Refused | 4% |

77. Where would you rate WHITES in general on this scale? A score of '1' means that you think almost all of the people in this group tend to be "intelligent." A score of '7' means that you think most people in this group are "unintelligent." A score of '4' means that you think that most people in this group are not closer to one end or the other, and of course, you may choose any number in between.

| | TOTAL |
|---------------|--------------|
| Intelligent | 14% |
| 2 | 14% |
| 3 | 16% |
| Midpoint | 38% |
| 5 | 8% |
| 6 | 4% |
| Unintelligent | 2% |
| Refused | 4% |

78. Where would you rate Blacks or African-Americans in general on this scale?

| | TOTAL |
|---------------|--------------|
| Intelligent | 11% |
| 2 | 9% |
| 3 | 14% |
| Midpoint | 44% |
| 5 | 10% |
| 6 | 5% |
| Unintelligent | 3% |
| Refused | 4% |

79. Where would you rate Hispanics or Latinos in general on this scale?

| | TOTAL |
|---------------|--------------|
| Intelligent | 11% |
| 2 | 9% |
| 3 | 17% |
| Midpoint | 43% |
| 5 | 11% |
| 6 | 3% |
| Unintelligent | 2% |
| Refused | 5% |

80. Where would you rate WHITES in general on this scale? A score of '1' means that you think almost all of the people in this group tend to be "patriotic." A score of '7' means that you think most people in this group are "unpatriotic." A score of '4' means that you think that most people in the group are not closer to one end or the other, and of course, you may choose any number in between.

| | TOTAL |
|-------------|--------------|
| Patriotic | 24% |
| 2 | 21% |
| 3 | 15% |
| Midpoint | 26% |
| 5 | 5% |
| 6 | 4% |
| Unpatriotic | 3% |
| Refused | 3% |

81. Where would you rate Blacks or African-Americans in general on this scale?

| | TOTAL |
|-------------|--------------|
| Patriotic | 16% |
| 2 | 13% |
| 3 | 16% |
| Midpoint | 34% |
| 5 | 10% |
| 6 | 5% |
| Unpatriotic | 3% |
| Refused | 4% |

82. Where would you rate Hispanics or Latinos in general on this scale?

| | TOTAL |
|-------------|--------------|
| Patriotic | 11% |
| 2 | 12% |
| 3 | 15% |
| Midpoint | 36% |
| 5 | 10% |
| 6 | 7% |
| Unpatriotic | 4% |
| Refused | 5% |

83. Where would you rate WHITES in general on this scale? A score of '1' means that you think almost all of the people in this group tend to be "law-abiding." A score of '7' means that you think most people in this group are "criminal." A score of '4' means that you think that most people in this group are not closer to one end or the other, and of course, you may choose any number in between.

| | TOTAL |
|-------------|--------------|
| Law-abiding | 10% |
| 2 | 19% |
| 3 | 17% |
| Midpoint | 41% |
| 5 | 5% |
| 6 | 2% |
| Criminal | 2% |
| Refused | 4% |

84. Where would you rate Blacks or African-Americans in general on this scale?

| | TOTAL |
|-------------|--------------|
| Law-abiding | 7% |
| 2 | 9% |
| 3 | 13% |
| Midpoint | 42% |
| 5 | 13% |
| 6 | 7% |
| Criminal | 4% |
| Refused | 4% |

85. Where would you rate Hispanics or Latinos in general on this scale?

| | TOTAL |
|-------------|--------------|
| Law-abiding | 8% |
| 2 | 11% |
| 3 | 15% |
| Midpoint | 46% |
| 5 | 10% |
| 6 | 4% |
| Criminal | 2% |
| Refused | 5% |

86a. Irish, Italians, Jews and many other minorities overcame prejudice and worked their way up. Blacks should do the same without any special favors.

| | TOTAL |
|----------------------------|--------------|
| Agree strongly | 38% |
| Agree somewhat | 25% |
| Neither agree nor disagree | 4% |
| Disagree somewhat | 16% |
| Disagree strongly | 14% |
| Don't know | 2% |
| Refused | 2% |

86b. Irish, Italians, Jews and many other minorities overcame prejudice and worked their way up. Hispanics should do the same without any special favors.

| | TOTAL |
|----------------------------|--------------|
| Agree strongly | 45% |
| Agree somewhat | 33% |
| Neither agree nor disagree | 4% |
| Disagree somewhat | 11% |
| Disagree strongly | 5% |
| Don't know | 3% |
| Refused | 1% |

87a. Generations of slavery and discrimination have created conditions that make it difficult for Blacks to work their way out of the lower class.

| | TOTAL |
|----------------------------|--------------|
| Agree strongly | 19% |
| Agree somewhat | 22% |
| Neither agree nor disagree | 2% |
| Disagree somewhat | 25% |
| Disagree strongly | 30% |
| Don't know | 1% |

| | |
|---------|----|
| Refused | 1% |
|---------|----|

87b. Generations of discrimination have created conditions that make it difficult for Hispanics to work their way out of the lower class.

| | |
|----------------------------|--------------|
| | TOTAL |
| Agree strongly | 18% |
| Agree somewhat | 36% |
| Neither agree nor disagree | 3% |
| Disagree somewhat | 20% |
| Disagree strongly | 20% |
| Don't know | 3% |
| Refused | 1% |

88a. Over the past few years, Blacks have gotten less than they deserve.

| | |
|----------------------------|--------------|
| | TOTAL |
| Agree strongly | 10% |
| Agree somewhat | 25% |
| Neither agree nor disagree | 6% |
| Disagree somewhat | 24% |
| Disagree strongly | 31% |
| Don't know | 3% |
| Refused | 1% |

88b. Over the past few years, Hispanics have gotten less than they deserve.

| | |
|----------------------------|--------------|
| | TOTAL |
| Agree strongly | 9% |
| Agree somewhat | 23% |
| Neither agree nor disagree | 6% |
| Disagree somewhat | 26% |
| Disagree strongly | 28% |
| Don't know | 6% |
| Refused | 2% |

89a. It's really a matter of some people not trying hard enough; if Blacks would only try harder they could be just as well off as whites.

| | |
|----------------------------|--------------|
| | TOTAL |
| Agree strongly | 20% |
| Agree somewhat | 26% |
| Neither agree nor disagree | 3% |
| Disagree somewhat | 22% |
| Disagree strongly | 24% |
| Don't know | 2% |

| | |
|---------|----|
| Refused | 2% |
|---------|----|

89b. It's really a matter of some people not trying hard enough; if Hispanics would just learn English and value education, they could be just as well off as whites.

| | |
|----------------------------|--------------|
| | TOTAL |
| Agree strongly | 27% |
| Agree somewhat | 29% |
| Neither agree nor disagree | 4% |
| Disagree somewhat | 18% |
| Disagree strongly | 18% |
| Don't know | 3% |
| Refused | 2% |

90. And how strongly do you support, or oppose the Tea Party movement? Would you say you strongly support, somewhat support, somewhat oppose, or strongly oppose the Tea Party?

| | |
|-----------------------------|--------------|
| | TOTAL |
| Strongly support | 15% |
| Somewhat support | 24% |
| Neither | 5% |
| Somewhat oppose | 13% |
| Strongly oppose | 33% |
| Don't know / never heard of | 9% |
| Refused | 1% |

91. Generally speaking, do you think of yourself as a Republican, a Democrat, an independent, or something else?

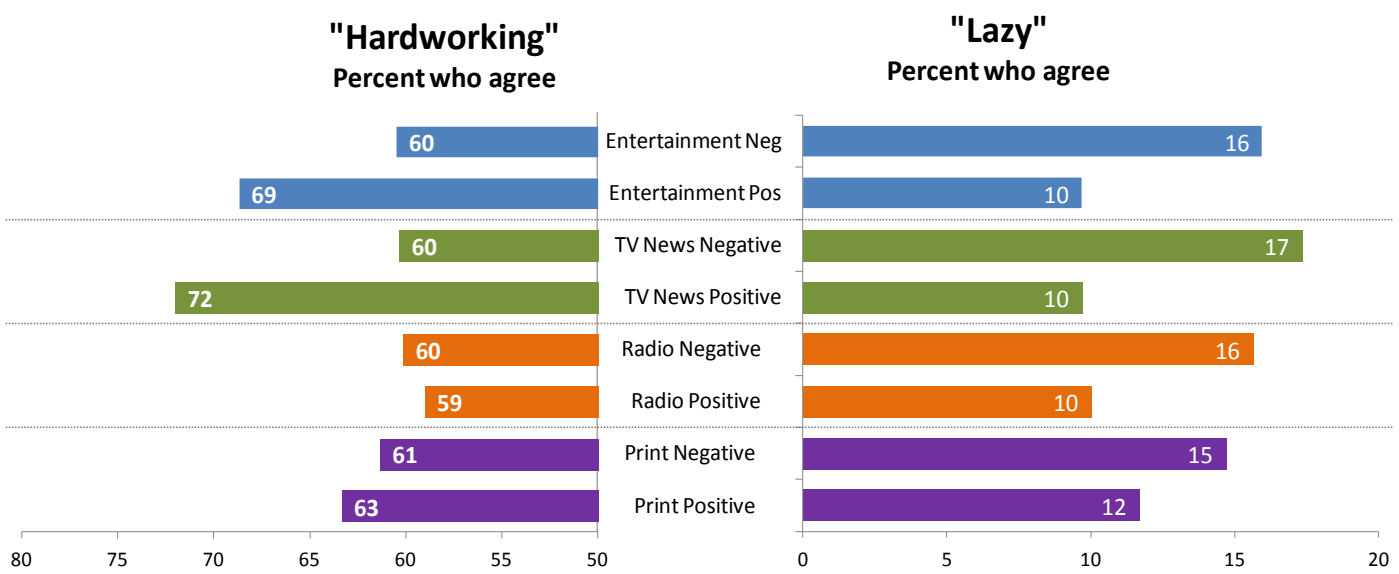
| | TOTAL |
|-------------|--------------|
| Republican | 27% |
| Democrat | 29% |
| Independent | 33% |
| Other party | 8% |
| Don't know | 1% |
| Refused | 1% |

93. When it comes to politics, do you usually think of yourself as a Liberal, a Conservative, a Moderate, or haven't you thought much about this? IF LIBERAL / CONSERVATIVE - PAUSE, THEN ASK: Would you call yourself very [Conservative / Liberal] or not? IF MODERATE - PAUSE, THEN ASK: would you say that you are slightly Liberal, slightly Conservative, or neither?

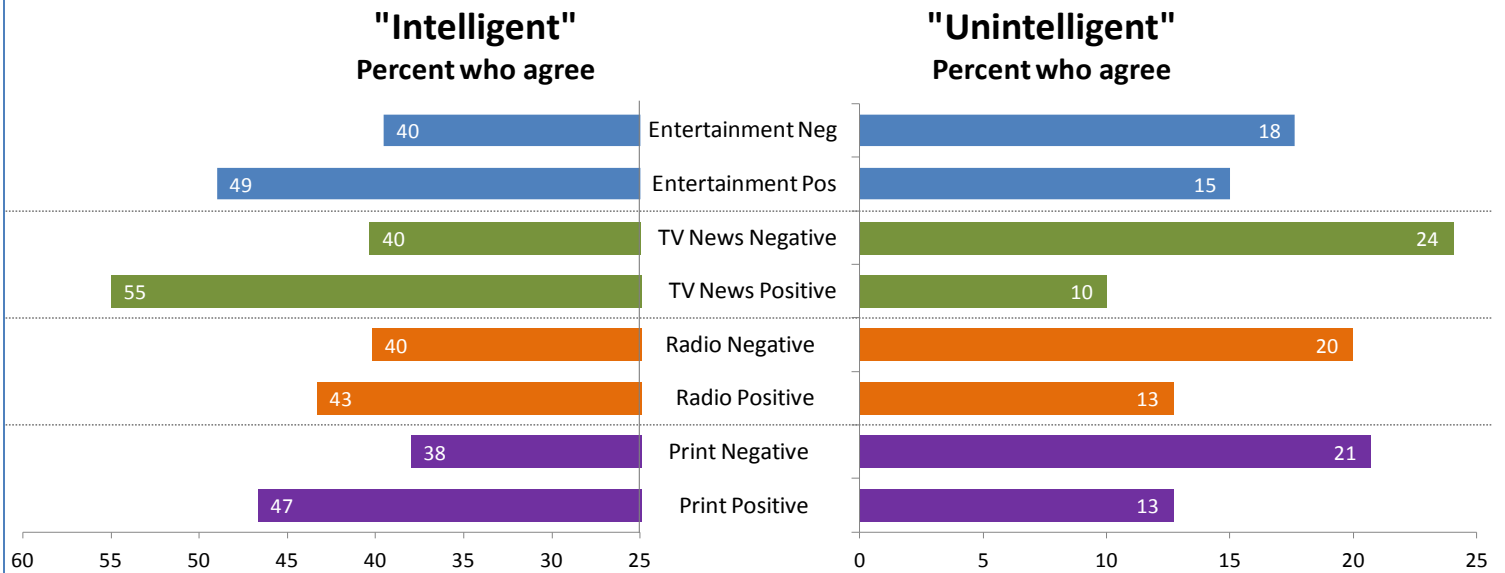
| | TOTAL |
|-----------------------|--------------|
| Very liberal | 7% |
| Liberal | 11% |
| Slightly liberal | 6% |
| Moderate | 27% |
| Slightly conservative | 7% |
| Conservative | 13% |
| Very conservative | 12% |
| Don't know | 17% |
| Refused | 1% |

Appendix D: Experimental Results by Media Stimulus

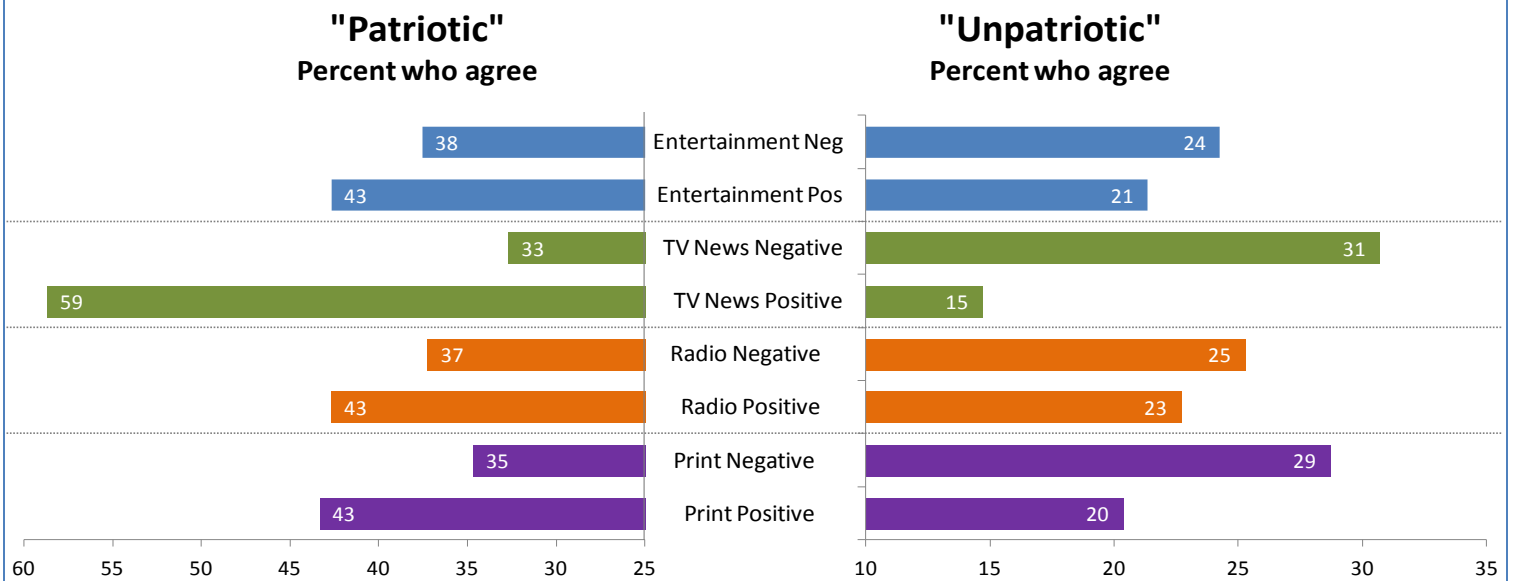
Belief in Stereotypes about Latinos Comparing Adjective Pairs – Work Ethic



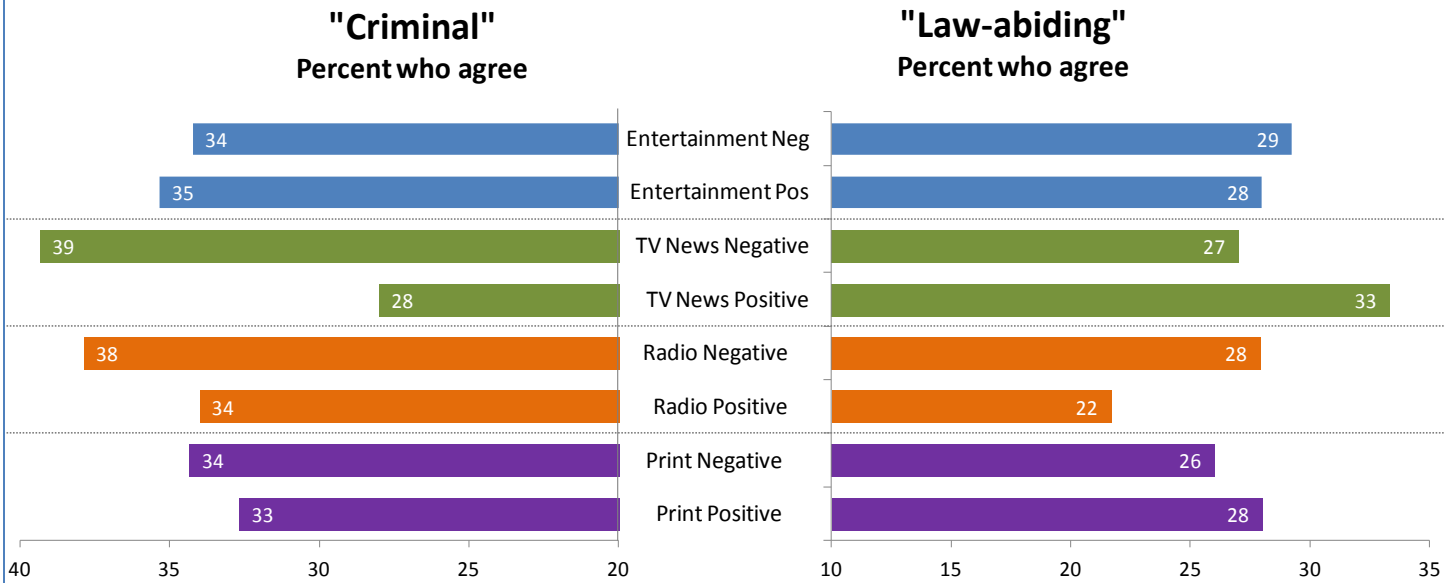
Belief in Stereotypes about Latinos Comparing Adjective Pairs – Intelligence



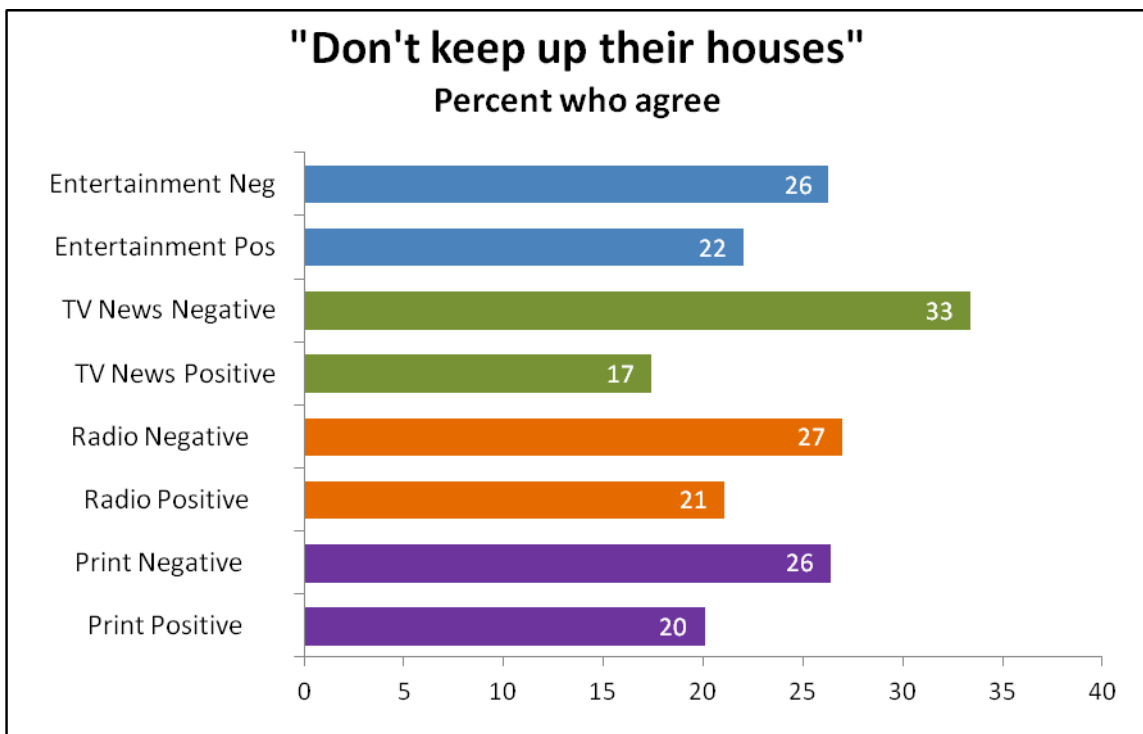
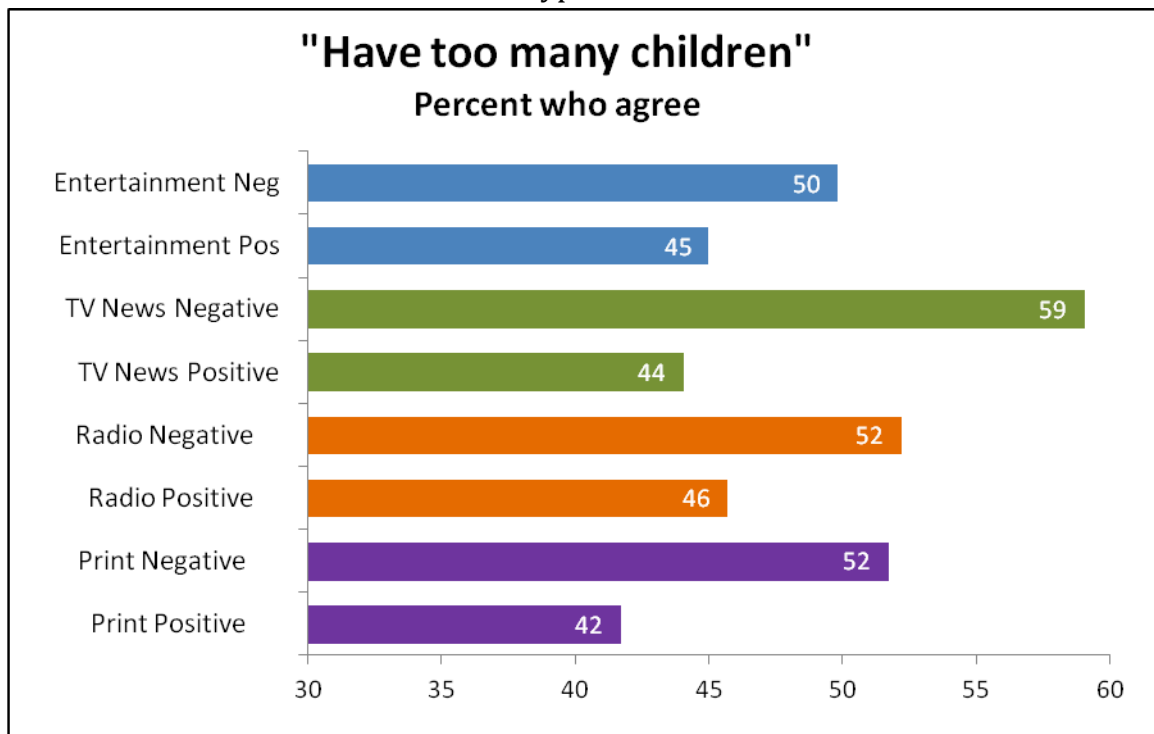
Belief in Stereotypes about Latinos Comparing Adjective Pairs – Patriotism

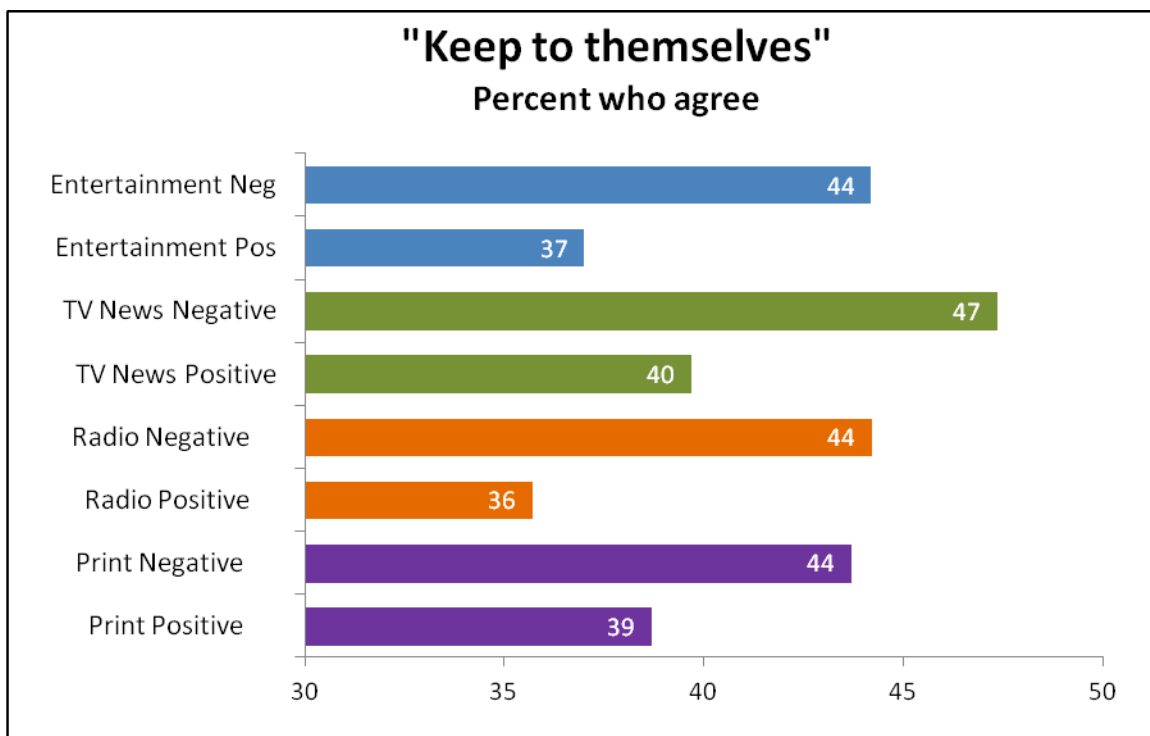
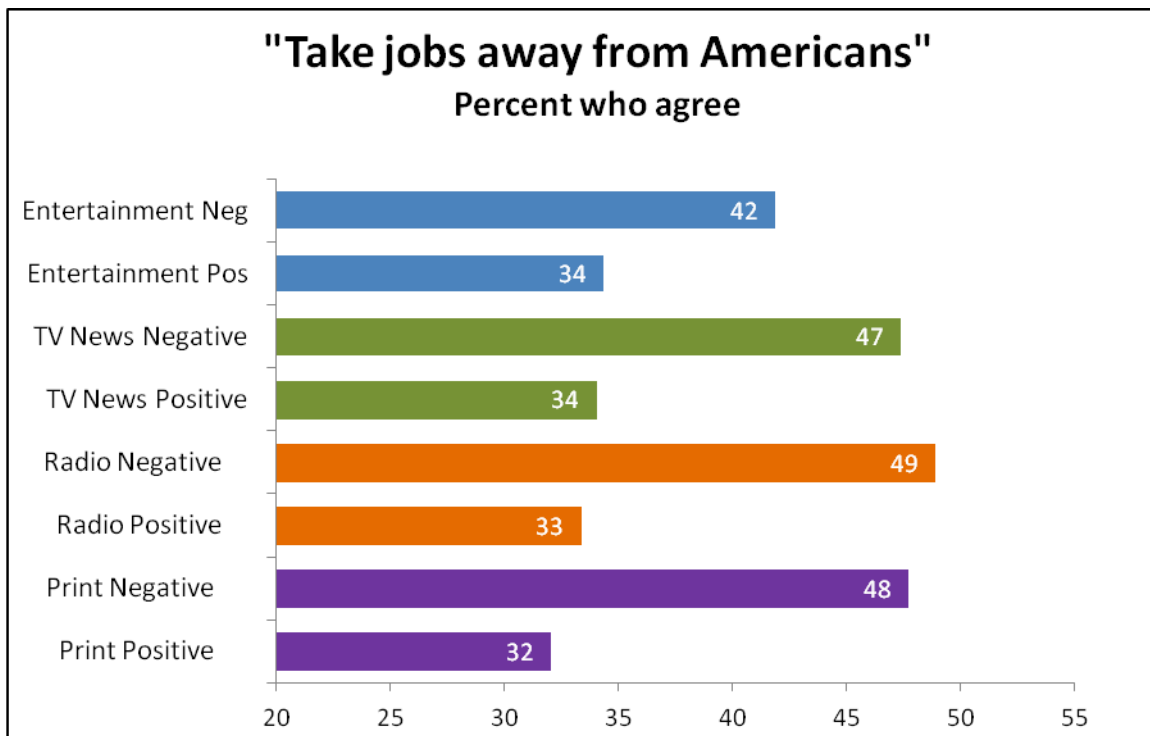


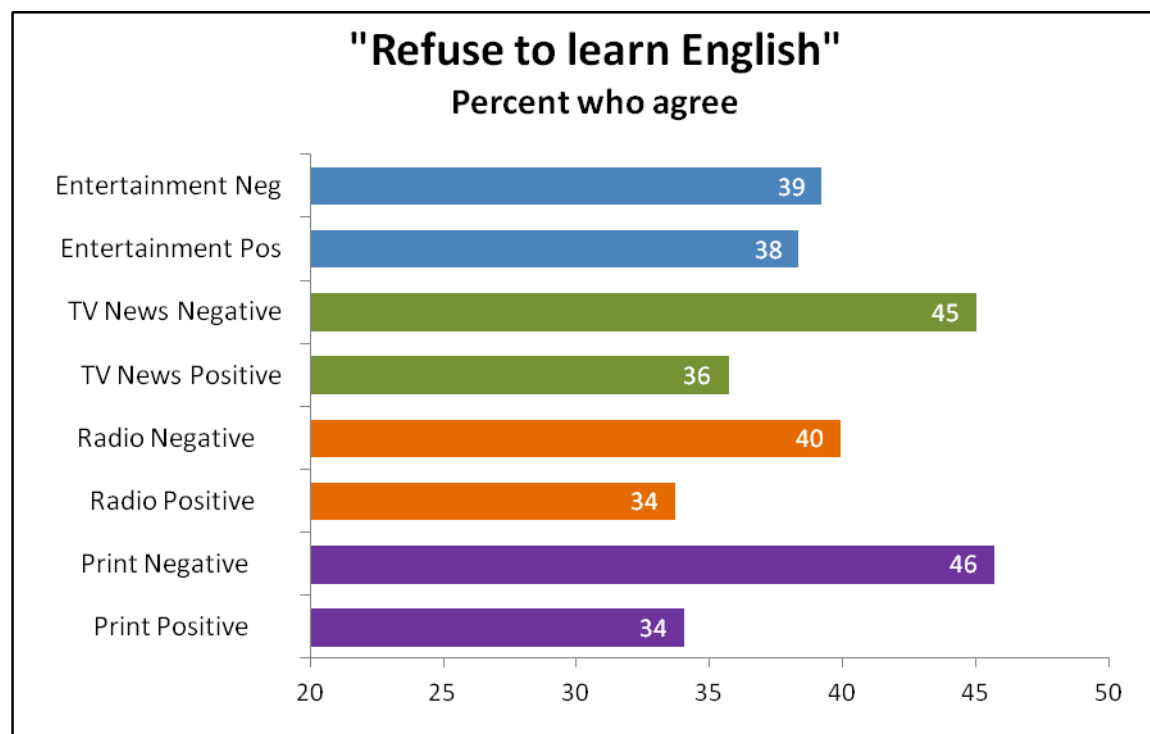
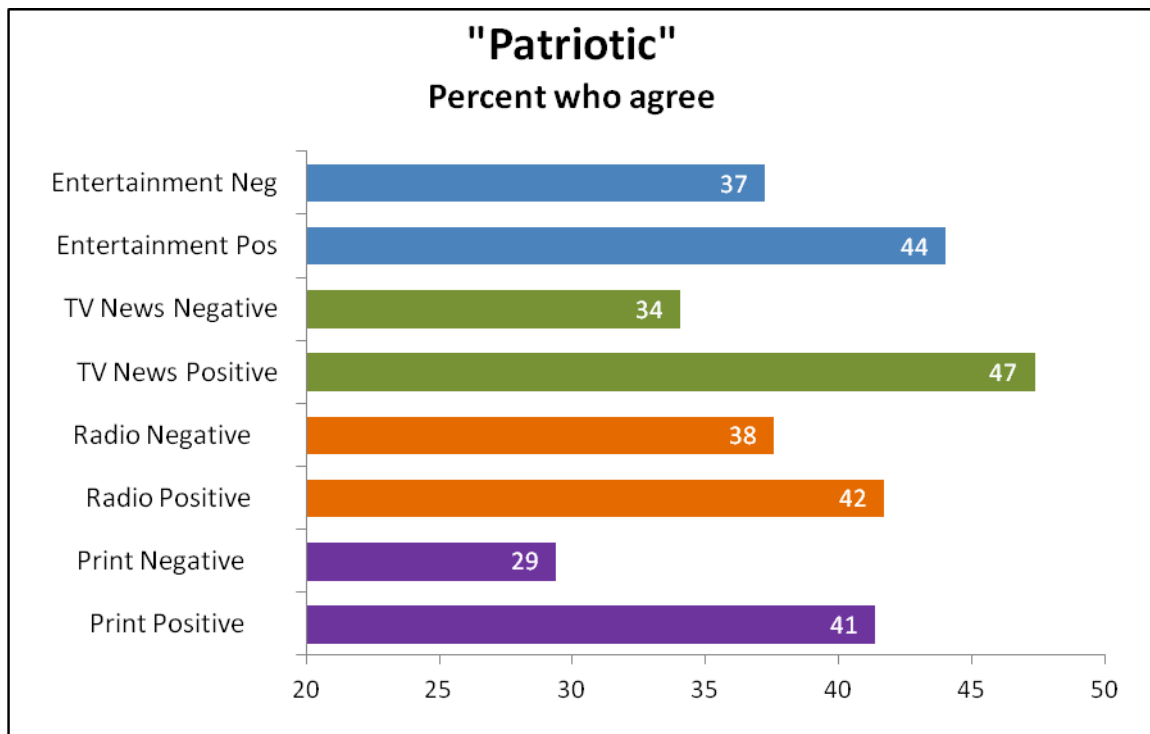
Belief in Stereotypes about Latinos Comparing Adjective Pairs – Law-abiding



Experimental Results by Media Stimulus:
Belief in Stereotypes about Latinos

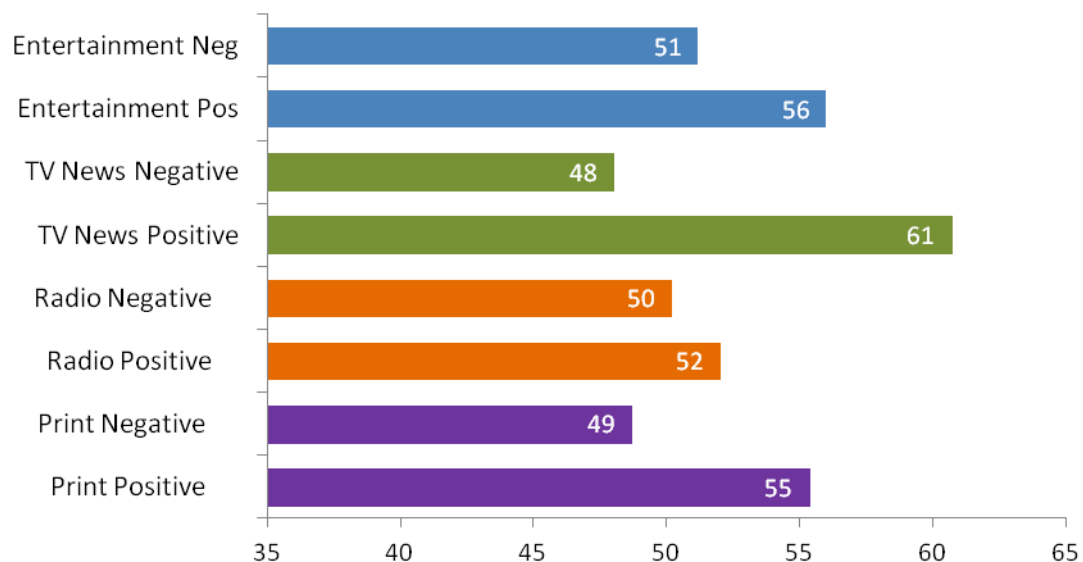






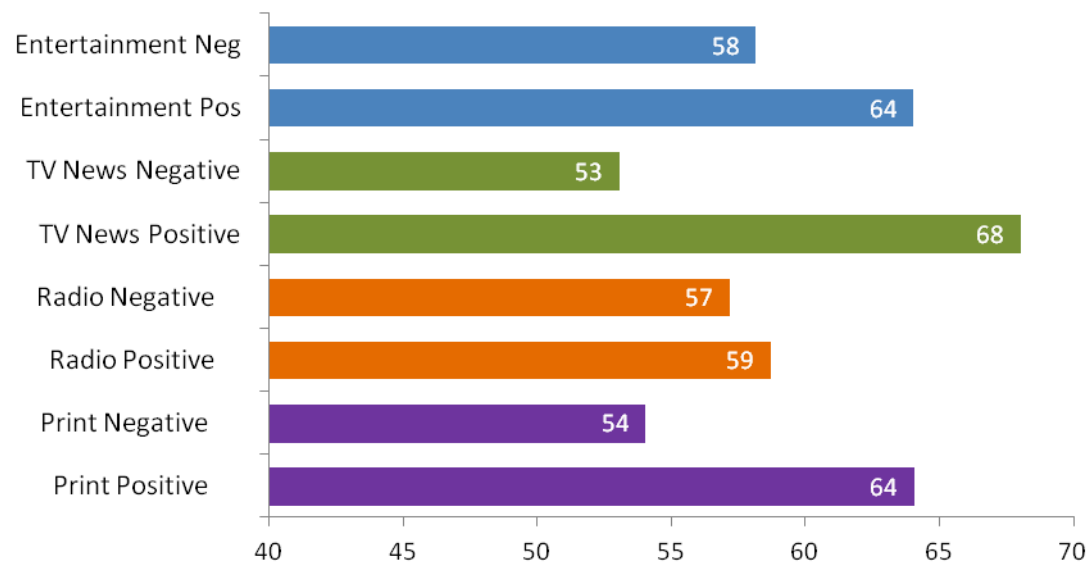
"Neighborly and welcoming"

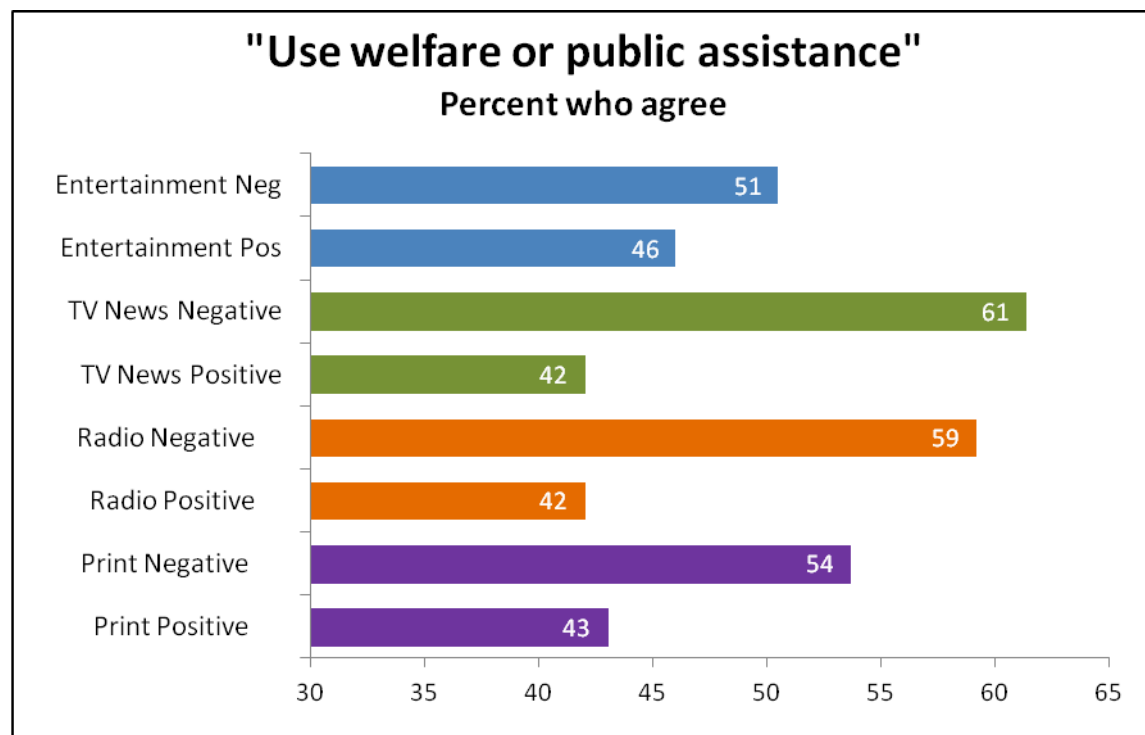
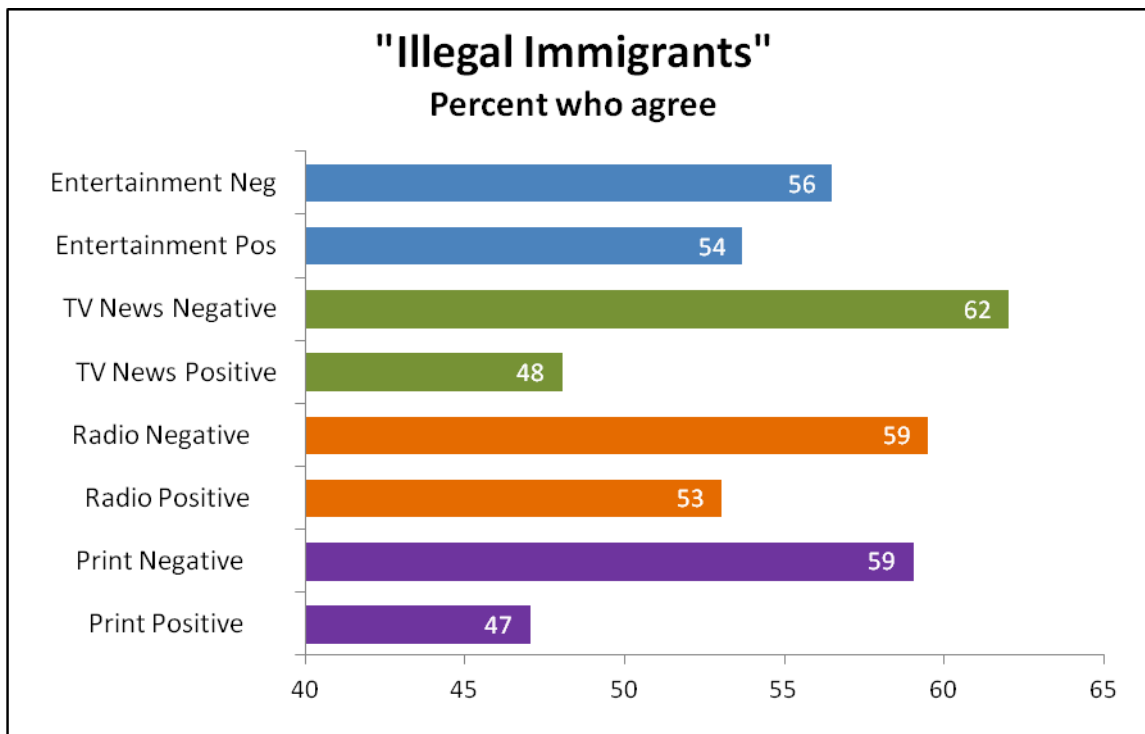
Percent who agree



"Honest"

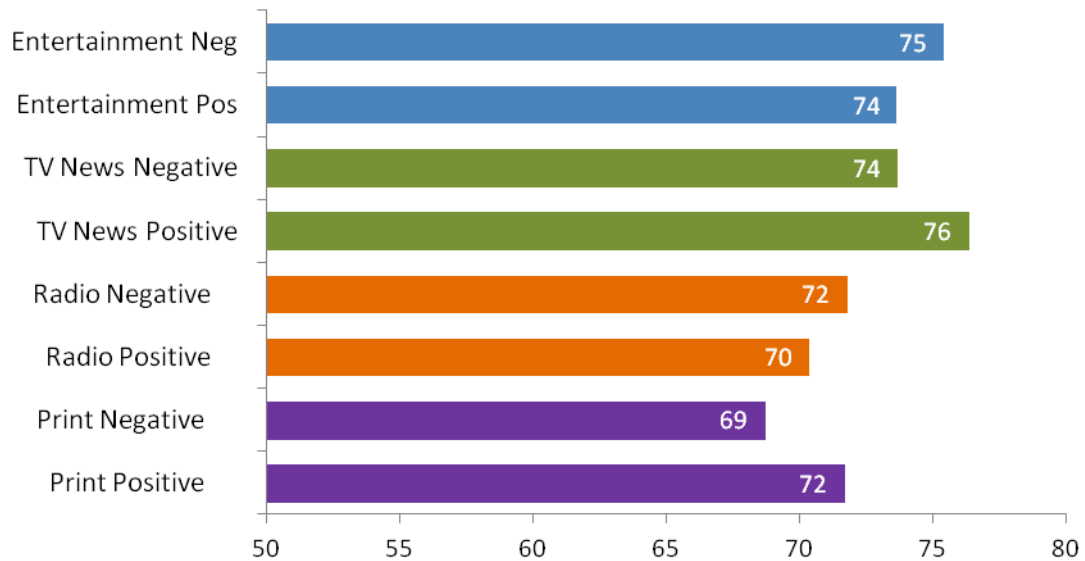
Percent who agree





"Religious and Church-going"

Percent who agree



"Culture of Crime and Gangs"

Percent who agree

