

# RACIAL ATTITUDES IN AMERICA

## TRENDS AND INTERPRETATIONS

2011 UPDATE

### WHITE RESPONDENTS

**Table 3.5B, Supplement**

*New data on Affirmative action--preferential treatment (whites).*

	1990	1994	1996	1998	2000	2002	2004	2006	2008	2010
<b>Pref. Hiring/promotion (NORC)</b>										
Favor strongly	...	4%	5%	6%	7%	4%	6%	5%	6%	5%
Favor	...	6	6	5	6	6	6	6	5	7
Oppose	...	27	27	24	29	29	27	25	27	27
Oppose strongly	...	63	62	65	58	62	61	64	62	61
<b>Reverse Discrim in Jobs Against Whites (NORC)</b>										
Very Likely	29%	31%	26%	22%	21%	23%	17%	19%	16%	16%
Somewhat Likely	42	47	50	52	49	51	50	51	49	49
Not very likely	30	22	24	26	30	26	33	30	35	35

#### Question Wording and Notes:

Pref. Hiring/Promotion (NORC):

“Some people say that because of past discrimination, blacks should be given preference in hiring and promotion. Others say that such preference in hiring and promotion of blacks is wrong because it discriminates against whites. What about your opinion -- are you for or against preferential hiring and promotion of blacks?”

1. Yes

IF FAVORS: “Do you favor preference in hiring and promotion strongly or not strongly?”

2. No

IF OPPOSES: “Do you oppose preference in hiring and promotion strongly or not strongly?”

Reverse Discrimination In Jobs Against Whites (NORC): “What do you think the chances are these days that a white person won’t get a job or promotion while an equally or less qualified black person gets one instead? Is this very likely, somewhat likely, or not very likely to happen these days?”

1. Very Likely

2. Somewhat Likely

3. Not very likely