

RACIAL ATTITUDES IN AMERICA

TRENDS AND INTERPRETATIONS

2011 UPDATE

BLACK RESPONDENTS

Table 5.5B

New data on Affirmative action--preferential treatment (blacks).

	1990	1994	1996	1998	2000	2002	2004	2006	2008	2010
Pref. Hiring/Promotion (NORC)										
Favor strongly	...	44%	38%	25%	34%	35%	33%	31%	33%	33%
Favor	...	11	12	14	12	9	13	11	12	10
Oppose	...	21	22	24	21	29	26	26	24	25
Oppose strongly	...	24	29	37	34	27	28	33	31	33
Reverse Discrim in Jobs Against Whites (NORC)										
Very Likely	9%	11%	20%	12%	14%	10%	14%	18%	19%	15%
Somewhat Likely	24	14	30	26	30	42	34	32	41	30
Not very likely	67	75	51	62	56	48	52	50	41	55

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?”