

**YEAR 6 - RACIAL ATTITUDES –Focus on Economic Wealth, Housing and Financial Well-Being
DATA CODEBOOK**

DATA COLLECTION – August 6, 2008 – October 19, 2008

REPORT DATE: March 12, 2009

This study is based on a survey conducted by the UALR Institute of Government Survey Research Center. Interviews are conducted by telephone using a landline RDD split frame sample. English-speaking residents 18 years old and older living in a private residence in Pulaski County, Arkansas are eligible for the study. The sample is stratified to permit oversamples of specific racial and geographic groups (referred to as “geo-racial groups”), which for our research purposes include four geo-racial groups: black respondents living in the City of Little Rock (LR-blacks), white respondents living in the City of Little Rock (LR-whites), black respondents living in outside the city limits of Little Rock (OLR-blacks), and white respondents living in outside the city limits of Little Rock (OLR-whites). The oversample of OLR-blacks is intended to generate more reliable results for this subgroup and thus, provide greater opportunities for more robust analysis. Due to oversampling, each geo-racial group has nearly equal numbers of interviews; as such, the stratified samples are not adjusted to reflect a proportional representation of the general population in Pulaski County. Each geo-racial group contains between 405 and 434 respondents, which provide a potential for sampling error of ± 5 percent at the conventional 95 percent confidence interval. The data are weighted to approximate selected demographic proportions for Pulaski County for each geo-racial group; for this survey, these demographic weights are imposed for age and gender. The 2005-2007 American Community Survey provide sample estimates that form the basis for calculating these weights. There are a total of forty-eight weighted groups. Weighting factors ranged from 0.39 to 7.64.

GROUP2 - Geo-racial Group

- 1 LRBlack (n=405)
- 2 LRWhite (n=421)
- 3 OLRBlack (n=441)
- 4 OLRWhite (n=434)

GROUP2 -- Geo-racial Group

- 1 LRBlack
- 2 LRWhite
- 3 OLRBlack
- 4 OLRWhite
- 5 Hispanic

Q1. Do you think you will REACH, as you define it, "The American Dream" in your lifetime, or have you ALREADY reached it?

- 1 Already reached it
- 2 Will reach it in my lifetime
- 3 Will not reach it in my lifetime - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q2. What does the phrase "The American Dream" mean to YOU?

Open Ended Question

77 Don't Know

99 Refused

Q3. What ONE thing do you think of as a symbol of WEALTH and STATUS in the United States?

Open Ended Question

77 Don't Know

99 Refused

Q4RICH About how much money per year, do you think the typical family of four needs to make, in order to be considered RICH in Pulaski County?

Dollar Amount

777 - Don't Know

999 - Refused

Q5. Compared to your PARENTS when they were the age that YOU are NOW, do you think your own STANDARD OF LIVING now is much better, somewhat better, about the same, somewhat worse, or much worse than theirs was?

1 Much better

2 Somewhat better

3 About the same

4 Somewhat worse

5 Much worse

7 Don't Know

9 Refused

6 Does not apply - VOLUNTEERED

Q6. When your CHILDREN are the age that YOU are NOW, do you think their STANDARD OF LIVING will be much better, somewhat better, about the same, somewhat worse, or much worse than yours is now?

1 Much better

2 Somewhat better

3 About the same

4 Somewhat worse

5 Much worse

7 Don't Know

9 Refused

6 Does not apply - VOLUNTEERED

Q7. Looking ahead, how likely is it that you will EVER be financially wealthy? Would you say it is very likely, somewhat likely, not very likely, or not at all likely?

- 1 Very likely
- 2 Somewhat likely
- 3 Not very likely
- 4 Not at all likely
- 5 Already rich - VOLUNTEERED
- 6 Depends - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q8. We have some questions about opportunities for getting ahead. How IMPORTANT do you think COMING FROM A WEALTHY FAMILY is for getting ahead in life -- do you think it is essential, very important, somewhat important, not very important, or not important at all?

- 2 Very Important
- 3 Somewhat Important
- 4 Not very important
- 5 Not important at all
- 7 Don't Know
- 9 Refused
- 1 Essential

Q9. How IMPORTANT do you think HARD WORK is for getting ahead in life -- do you think it is essential, very important, somewhat important, not very important, or not AT ALL important?

- 2 Very Important
- 3 Somewhat Important
- 4 Not very important
- 5 Not important at all
- 7 Don't Know
- 9 Refused
- 1 Essential

Q10. How IMPORTANT do you think KNOWING THE RIGHT PEOPLE is for getting ahead in life -- do you think it is essential, very important, somewhat important, not very important, or not AT ALL important?

- 2 Very Important
- 3 Somewhat Important
- 4 Not very important
- 5 Not important at all
- 7 Don't Know
- 9 Refused
- 1 Essential

Q11. Compared with ten years ago, do you think there is a WIDER GAP or a NARROWER GAP between black people and white people in their standard of living?

- 1 Wider
- 2 Narrower
- 3 No change - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q12AVG What do you think is the yearly household income for the average family of four in Pulaski County?

Dollar Amount

777 - Don't Know

999 - Refused

Q13. How would you describe your own personal financial situation? Would you say you . . .

- 1 Live comfortably
- 2 Meet your expenses with a little left over for extras
- 3 Just meet your basic living expenses, OR
- 4 Don't even have enough to meet expenses
- 7 Don't Know
- 9 Refused

Q14. How concerned are you that in the next 12 months you or someone else in your household might be out of work and looking for a job -- very concerned, somewhat concerned, or not concerned at all?

- 1 Very concerned
- 2 Somewhat concerned
- 3 Not concerned at all
- 7 Don't Know
- 9 Refused
- 4 Does not apply - VOLUNTEERED

Q15. How worried are you about not having enough money for retirement-- very worried, somewhat worried, or not at all worried?

- 1 Very worried
- 2 Somewhat worried
- 3 Not at all worried
- 7 Don't Know
- 9 Refused
- 4 Does not apply - VOLUNTEERED

Q16. How worried are you about not being able to pay your rent, mortgage, or other housing costs? Would you say . . .

- 1 Very worried
- 2 Somewhat worried, OR
- 3 Not at all worried
- 7 Don't Know
- 9 Refused
- 4 Does not apply - VOLUNTEERED

Q17. Have you used a payday lender in the past 12 months, or not?

- 1 Yes, have used
- 2 No, have NOT used
- 7 Don't Know
- 9 Refused

Next, I'm going to describe a variety of housing decisions that people make and I'd like your opinion about whether the people SHOULD or SHOULD NOT be allowed to make those decisions.

BLACK RESPONDENTS ONLY

Q18. (Black respondents) A WHITE person applies to a bank for a home mortgage. He does not have a steady job or enough income to pay a monthly mortgage payment. When he did work, the job did not pay very much. Because of his LACK of a STEADY JOB and INSUFFICIENT INCOME, the loan officer decides NOT to give this person a mortgage.

Regardless of what the law says, do you think the loan officer SHOULD BE ABLE to turn down the WHITE applicant because of the applicant's lack of steady job and income?

- 1 Yes - Should be able
- 2 No - Should NOT be able
- 3 Depends - VOLUNTEERED
- 4 Not applicable - VOLUNTEERED
- 7 Don't know
- 9 Refused

WHITE RESPONDENTS ONLY

Q19. A BLACK person applies to a bank for a home mortgage. He does not have a steady job or enough income to pay a monthly mortgage payment. When he did work, the job did not pay very much. Because of his LACK of a STEADY JOB and INSUFFICIENT INCOME, the loan officer decides NOT to give this person a mortgage.

Regardless of what the law says, do you think the loan officer SHOULD BE ABLE to turn down the BLACK applicant because of the applicant's lack of steady job and income?

- 1 Yes - Should be able
- 2 No - Should NOT be able
- 3 Depends - VOLUNTEERED
- 4 Not applicable - VOLUNTEERED
- 7 Don't know
- 9 Refused

Q20. A family is selling their house through a real estate agent. They are WHITE, and have ONLY WHITE neighbors. Some of the neighbors tell the family that, if a non-white person buys the house, there would be TROUBLE for that BUYER. Not wanting to make it difficult for a buyer, the family tells the real estate agent they will sell their house ONLY to a WHITE buyer.

[Regardless of what the law says,] do you think the real estate agent SHOULD BE ABLE to sell this family's house only to a white buyer?

- 1 Yes - Should be able
- 2 No - Should NOT be able
- 3 Depends - VOLUNTEERED
- 4 Not applicable - VOLUNTEERED
- 7 Don't know
- 9 Refused

WHITE RESPONDENTS ONLY

Q21A Have you personally ever been in the situation where a realtor or rental agent assumed you ONLY wanted to buy or rent in areas where WHITE people lived and showed you ONLY houses or apartments in all-WHITE neighborhoods?

- 1 Yes
- 2 No
- 7 Don't know
- 9 Refused

BLACK RESPONDENTS ONLY

Q21B. Have you personally ever been in the situation where a realtor or rental agent assumed you ONLY wanted to buy or rent in areas where BLACK people lived and showed you ONLY houses or apartments in all-BLACK neighborhoods?

- 1 Yes
- 2 No
- 7 Don't know
- 9 Refused

Q21C. As far as you're aware, has that ever happened to a close friend or someone in your immediate family?

- 1 Yes, friend or family
- 2 No
- 7 Don't Know
- 9 Refused

BLACK RESPONDENTS ONLY

Q22. Have you personally ever felt that you were denied housing you could afford just because of your race, or not?

- 1 Yes
- 2 No
- 7 Don't know
- 9 Refused

Q22A. As far as you're aware, has that ever happened to a close friend or someone in your immediate family?

- 1 Yes, friend or family
- 2 No
- 7 Don't Know
- 9 Refused

Q23. How often do you think blacks are discriminated against when they try to RENT an apartment or FIND a house to buy--almost always, frequently, not too often, or hardly ever?

- 1 Almost always
- 2 Frequently
- 3 Not too often
- 4 Hardly ever
- 7 Don't Know
- 9 Refused

BLACK RESPONDENTS ONLY

Q24. Do you MAKE A POINT of SHOPPING AT or USING black-owned businesses when possible, or is that something you don't really think much about?

- 1 Shop/Use Black-owned business
- 2 Don't really think about
- 7 Don't Know/No answer
- 9 Refused

Q25. If Barack Obama is elected President, do you think race relations in the United States will get better, get worse, or stay about the same?

- 1 Get better
- 2 Get worse
- 3 Stay about the same
- 7 Don't know
- 9 Refused

Now I have just a FEW questions about how you view other people. I'm going to read a list of groups and I'd like you to tell me how close you feel to each group.

For each, using a scale of one-to-ten, where "1" means you DO NOT feel at all close to the group and "10" means you feel EXTREMELY close to the group, please tell me how close you feel to . . .

Q26. Whites

1	1 - Not feel at all close
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10 - Feel extremely close
77	Don't Know
99	Refused

Q27. [How close you feel to] . . . Blacks

1	1 - Not feel at all close
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10 - Feel extremely close
77	Don't Know
99	Refused

Q28. [How close you feel to] . . . Hispanics

1	1 - Not feel at all close
2	2
3	3
4	4
5	5
6	6
7	7
8	8
9	9
10	10 - Feel extremely close
77	Don't Know
99	Refused

Q29. Do you think only a FEW WHITE people dislike blacks, MANY white people dislike blacks, or ALMOST ALL white people dislike blacks?

- 1 Few
- 2 Many
- 3 Almost All
- 4 None - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q30. Do you think only a FEW BLACK people dislike whites, MANY black people dislike whites, or ALMOST ALL black people dislike whites?

- 1 Few
- 2 Many
- 3 Almost All
- 4 None - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q31. Generally speaking, would you say that most people can be TRUSTED or that you CAN NOT be too careful in dealing with people?

- 1 People can be trusted
- 2 You can not be too careful
- 3 Depends - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Next, we'd like to know how much you trust different groups of people. First, think about PEOPLE IN YOUR NEIGHBORHOOD.

Q32. Generally speaking, would you say that you can trust them a lot, some, only a little, or not at all?

- 1 A lot
- 2 Some
- 3 Only a little
- 4 Not at all
- 5 Does not apply - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q33. [How about the] People you work with?

- 1 A lot
- 2 Some
- 3 Only a little
- 4 Not at all
- 5 Does not apply - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q34. People at your church or place of worship?

- 1 A lot
- 2 Some
- 3 Only a little
- 4 Not at all
- 5 Does not apply - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q35. People who work in the stores where you shop?

- 1 A lot
- 2 Some
- 3 Only a little
- 4 Not at all
- 5 Does not apply - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q36OTHER. How about OTHER RACE» Generally speaking, would you say that you can trust them a lot, some, only a little, or not at all?

- 1 A lot
- 2 Some
- 3 Only a little
- 4 Not at all
- 5 Does not apply - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q37SAME. How about «SAME RACE.» ?

- 1 A lot
- 2 Some
- 3 Only a little
- 4 Not at all
- 5 Does not apply - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q38HISP. How about Hispanics?

- 1 A lot
- 2 Some
- 3 Only a little
- 4 Not at all
- 5 Does not apply - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q39. How many times in the past year have you been inside the home of a «BLACK/WHITE(OTHER RACE)» friend or have they been inside your home?

- 1 0 - NONE
- 2 1 - 2 times
- 3 3 - 5 times
- 4 5 - 10 times
- 5 More than 10 times
- 7 Don't Know
- 9 Refused

Q40. How many times in the past year have you gone with a «BLACK/WHITE(OTHER RACE)» friend to a restaurant, bar, theater, or other entertainment place?

- 1 0 - NONE
- 2 1 - 2 times
- 3 3 - 5 times
- 4 5 - 10 times
- 5 More than 10 times
- 7 Don't Know
- 9 Refused

BLACK RESPONDENTS ONLY

Q41. Some people say the term "African-American" should be used instead of the word "black." Which term do YOU prefer -- "African American" or "black," or does it NOT MATTER to you either way?

-Check List- (Number of items: 6 Min: 1 Max: 1)

- 1 African-American
- 2 Black
- 3 Doesn't Matter
- 4 No Opinion
- 7 Don't Know
- 9 Refused

Q42AGE. What is your age?

_____ years

777 - Don't Know

999 - Refused

Q43SEX.

- 1 Male
- 2 Female

Q45. What is the last grade or class that you completed in school?

- 1 None, or grade 1-4
- 2 Grades 5, 6 or 7
- 3 Grade 8
- 4 High school incomplete (Grades 9-11)
- 5 High school graduate, Grade 12 or GED
- 6 Assoc. degree, technical, trade, or business after H.S.
- 7 College/university incomplete
- 8 College/university graduate or more
- 77 Don't Know
- 99 Refused

Q46. Are you currently

- 1 Employed for wages (full or part time)
- 2 Self-employed
- 3 Out of work for more than 1 year
- 4 Out of work for less than 1 year
- 5 A Homemaker (not employed)
- 6 A Student (not employed)
- 7 Retired, or
- 8 Unable to work
- 9 Refusal

Q47CELL. How many ADULT members of your household currently use a cell phone for any purpose?

_____ Number of Adults

- 88 None
- 77 Don't Know/Not Sure
- 99 Refused

Q47AMARITAL. Are you currently . . .

- 1 Married
- 2 Divorced
- 3 Widowed
- 4 Separated
- 5 Never been married, OR
- 6 A member of an unmarried couple
- 7 Don't Know
- 9 Refused

Q48. How many total members are there in your household including ALL children and adults?

Number in household

- 777 - Don't Know
- 999 - Refused

Q49 If you ADDED together the yearly incomes, before taxes, of ALL THE MEMBERS of your household for last year, 2007, would the total be . . .

- 1 Less than 10,000
- 2 Less than 15,000
- 3 Less than 20,000
- 4 Less than 25,000
- 5 Less than 35,000
- 6 Less than 50,000
- 7 Less than 75,000
- 8 Less than 100,000
- 9 More than 100,000
- 777 Don't know
- 999 Refused

WEIGHT - Weighting factor

UNIQUEID – Unique identifier