

YEAR 8 - RACIAL ATTITUDES – Focus on Values, Social Conflict, and Trust
DATA CODEBOOK

DATA COLLECTION – September 15, 2010 – December 2, 2010

REPORT DATE: March 17, 2011

This study is based on a survey conducted by the UALR Institute of Government Survey Research Center. Interviews are conducted by telephone using a dual frame landline RDD and cell phone sample. Spanish and 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 five 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), white respondents living in outside the city limits of Little Rock (OLR-whites), and Hispanic respondents living in Pulaski County (Hispanic). The oversamples of OLR-blacks and Hispanic are intended to generate more reliable results for these subgroups 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. The black and white geo-racial groups contain between 411 and 421 respondents, providing a margin of sampling error of ± 5 percent at the conventional 95 percent confidence level. The Hispanic group contains 244 respondents, providing a margin of sampling error of ± 6.2 percent at the conventional 95 percent confidence level. 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 2005-2009 American Community Survey provide sample estimates that form the basis for calculating these weights. There are a total of seventy weighted groups. Weighting factors ranged from 0.25 to 5.80.

GROUP2 - Geo-racial Group

- 1 LRBlack (n=416)
- 2 LRWhite (n=411)
- 3 OLRBlack (n=421)
- 4 OLRWhite (n=417)
- 5 Hispanic (n=244)

The first few questions are about people’s VALUES. By values I mean things that people view as important. I’m going to read you a list of things that some people value in their lives but other people say are not important. Please tell me how important each is to you personally . . . How about . . .

Q1. Being successful in a career?

- 1 Very important
- 2 Somewhat important
- 3 Not too important, OR
- 4 Not at all important
- 7 Don't Know
- 9 Refused

Q2. Being married?

- 1 Very important
- 2 Somewhat important
- 3 Not too important, OR
- 4 Not at all important
- 7 Don't Know
- 9 Refused

Q3. Living a religious life?

- 1 Very important
- 2 Somewhat important
- 3 Not too important, OR
- 4 Not at all important
- 7 Don't Know
- 9 Refused

Q4. Having children?

- 1 Very important
- 2 Somewhat important
- 3 Not too important, OR
- 4 Not at all important
- 7 Don't Know
- 9 Refused

Q5. Being wealthy?

- 1 Very important
- 2 Somewhat important
- 3 Not too important, OR
- 4 Not at all important
- 7 Don't Know
- 9 Refused

[Note: Q6 to Q8 are left blank]

Q9A. How much do you think middle class blacks and poor blacks share values in common?

Do middle class blacks and poor blacks have . . .

- 1 A lot in common
- 2 Some in common
- 3 Only a little in common, OR
- 4 Almost nothing in common
- 7 Don't Know
- 9 Refused

Q9B. How much do you think middle class whites and poor whites share values in common?

- 1 A lot in common
- 2 Some in common
- 3 Only a little in common, OR
- 4 Almost nothing in common
- 7 Don't Know
- 9 Refused

Q9C. How much do you think Hispanic immigrants and Hispanics born in the U.S. share values in common? Do Hispanic immigrants and Hispanics born in the U.S. have . . .

- 1 A lot in common
- 2 Some in common
- 3 Only a little in common, OR
- 4 Almost nothing in common
- 7 Don't Know
- 9 Refused

Q10. Which of these statements comes CLOSER to your own views, even if neither is exactly right . . . The growing number of newcomers from other countries THREATENS traditional American customs and values. OR the growing number of newcomers from other countries STRENGTHENS American society.

- 1 THREATENS traditional American customs and values, OR
- 2 STRENGTHENS American society
- 7 Don't Know
- 9 Refused

10YBW. In the last ten years do you think the values held by black people and the values held by white people have become more SIMILAR or more DIFFERENT?

- 1 More similar, OR
- 2 More different
- 3 No change - VOLUNTEERED
- 7 Don't Know
- 9 Refused

10YBH. In the last ten years do you think the values held by blacks and the values held by Hispanics have become more SIMILAR or more DIFFERENT?

- 1 More similar, OR
- 2 More different
- 3 No change - VOLUNTEERED
- 7 Don't Know
- 9 Refused

10YWH. In the last ten years do you think the values held by whites and the values held by Hispanics have become more SIMILAR or more DIFFERENT?

- 1 More similar, OR
- 2 More different
- 3 No change - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q11. How much would you say President Barack Obama shares the values and interests of people like you? Would you say . . .

- 1 A lot
- 2 Some, OR
- 3 Not too much
- 4 Other
- 7 Don't Know
- 9 Refused

Q11SP Other [Specify]

For these next few questions, I'd like you to think about activities you may or may not have done.

Q12A. How many times in the past year have you been inside the home of a BLACK friend or have they been inside your home?

- 1 0 - NONE
- 2 1-2 times
- 3 3-5 times
- 4 6-10 times
- 5 More than 10 times
- 7 Don't Know
- 9 Refused

Q12B. How many times in the past year have you been inside the home of a WHITE friend or have they been inside your home?

- 1 0 - NONE
- 2 1-2 times
- 3 3-5 times
- 4 6-10 times
- 5 More than 10 times
- 7 Don't Know
- 9 Refused

Q12C. How many times in the past year have you been inside the home of a NON-HISPANIC friend or have they been inside your home?

- 1 0 - NONE
- 2 1-2 times
- 3 3-5 times
- 4 6-10 times
- 5 More than 10 times
- 7 Don't Know
- 9 Refused

Q13A. How many times in the past year have you been inside the home of a HISPANIC friend or have they been inside your home?

- 1 0 - NONE
- 2 1-2 times
- 3 3-5 times
- 4 6-10 times
- 5 More than 10 times
- 7 Don't Know
- 9 Refused

Q13B. How many times in the past year have you been inside the home of a HISPANIC friend or have they been inside your home?

- 1 0 - NONE
- 2 1-2 times
- 3 3-5 times
- 4 6-10 times
- 5 More than 10 times
- 7 Don't Know
- 9 Refused

Q14A. How many times in the past year have you gone with a BLACK friend to a restaurant, bar, theatre, or other entertainment place?

- 1 0 - NONE
- 2 1-2 times
- 3 3-5 times
- 4 6-10 times
- 5 More than 10 times
- 6 Does not apply/Never go out to these places
- 7 Don't Know
- 9 Refused

Q14B. How many times in the past year have you gone with a WHITE friend to a restaurant, bar, theatre, or other entertainment place?

- 1 0 - NONE
- 2 1-2 times
- 3 3-5 times
- 4 6-10 times
- 5 More than 10 times
- 6 Does not apply/Never go out to these places
- 7 Don't Know
- 9 Refused

Q14C. How many times in the past year have you gone with a NON-HISPANIC friend to a restaurant, bar, theatre, or other entertainment place?

- 1 0 - NONE
- 2 1-2 times
- 3 3-5 times
- 4 6-10 times
- 5 More than 10 times
- 6 Does not apply/Never go out to these places
- 7 Don't Know
- 9 Refused

Q15A. How often do you attend a church or place of worship? At least once a week, almost every week, about once a month, seldom, or never?

- 1 At least once a week
- 2 Almost every week
- 3 About once a month
- 4 Seldom, OR
- 5 Never
- 7 Don't Know
- 9 Refused

Q15B. How often do you attend a church or place of worship? At least once a week, almost every week, about once a month, seldom, or never?

- 1 At least once a week
- 2 Almost every week
- 3 About once a month
- 4 Seldom, OR
- 5 Never
- 7 Don't Know
- 9 Refused

Q15C. How often do you attend a church or place of worship? At least once a week, almost every week, about once a month, seldom, or never?

- 1 At least once a week
- 2 Almost every week
- 3 About once a month
- 4 Seldom, OR
- 5 Never
- 7 Don't Know
- 9 Refused

Q16A. How many times in the past year have you gone with a BLACK friend to a church or place of worship?

- 1 0 - NONE
- 2 1-2 times
- 3 3-5 times
- 4 6-10 times
- 5 More than 10 times
- 6 Does not apply/Does not attend church
- 7 Don't Know
- 9 Refused

Q16B. How many times in the past year have you gone with a WHITE friend to a church or place of worship?

- 1 0 - NONE
- 2 1-2 times
- 3 3-5 times
- 4 6-10 times
- 5 More than 10 times
- 6 Does not apply/Does not attend church
- 7 Don't Know
- 9 Refused

Q16C. How many times in the past year have you gone with a NON-HISPANIC friend to a church or place of worship?

- 1 0 - NONE
- 2 1-2 times
- 3 3-5 times
- 4 6-10 times
- 5 More than 10 times
- 6 Does not apply/Does not attend church
- 7 Don't Know
- 9 Refused

Now I would like to ask your opinion of differences or CONFLICTS between different social groups in our community.

In your opinion, how strong of a conflict is there in Pulaski County between . . .

Q17. Blacks and whites?

- 1 Very strong conflicts
- 2 Strong conflicts
- 3 Not very strong conflicts, OR
- 4 There are no conflicts
- 7 Don't Know
- 9 Refused

Q18. Blacks and Hispanics?

- 1 Very strong conflicts
- 2 Strong conflicts
- 3 Not very strong conflicts, OR
- 4 There are no conflicts
- 7 Don't Know
- 9 Refused

Q19. Whites and Hispanics?

- 1 Very strong conflicts
- 2 Strong conflicts
- 3 Not very strong conflicts, OR
- 4 There are no conflicts
- 7 Don't Know
- 9 Refused

Q20. Poor and the rich?

- 1 Very strong conflicts
- 2 Strong conflicts
- 3 Not very strong conflicts, OR
- 4 There are no conflicts
- 7 Don't Know
- 9 Refused

Q21. Young people and older people?

- 1 Very strong conflicts
- 2 Strong conflicts
- 3 Not very strong conflicts, OR
- 4 There are no conflicts
- 7 Don't Know
- 9 Refused

Q22. Immigrants and people born in the United States?

- 1 Very strong conflicts
- 2 Strong conflicts
- 3 Not very strong conflicts, OR
- 4 There are no conflicts
- 7 Don't Know
- 9 Refused

In your opinion . . .

Q23. How well do you think Hispanics are treated in your community?

The same as whites, not very well, or badly?

- 1 Same as whites
- 2 Not very well, OR
- 3 Badly
- 4 Other (vol) «Q23SP»
- 7 Don't Know
- 9 Refused
- Q23SP Other [Specify]

Q24. How well do you think blacks are treated in your community?

The same as whites, not very well, or badly?

- 1 Same as whites
- 2 Not very well, OR
- 3 Badly
- 4 Other (vol) «Q24SP»
- 7 Don't Know
- 9 Refused
- Q24SP Other [Specify]:

Black/Hispanic Respondents only

Q25 Can you think of ANY occasion in the last 30 days when you were treated unfairly because you were HISPANIC/BLACK . . .

Q25STORE In a store where you were shopping?

- 1 Yes
- 2 No
- 3 Not Applicable
- 7 Don't Know
- 9 Refused

Q26WORK At your place of work

- 1 Yes
- 2 No
- 3 Not Applicable
- 7 Don't Know
- 9 Refused

Q27REST In a restaurant, bar, theater, or other entertainment place

- 1 Yes
- 2 No
- 3 Not Applicable
- 7 Don't Know
- 9 Refused

Q28POLICE In dealing with the police, such as traffic incidents

- 1 Yes
- 2 No
- 3 Not Applicable
- 7 Don't Know
- 9 Refused

Q29HEALTH While getting healthcare for yourself or a family

- 1 Yes
- 2 No
- 3 Not Applicable
- 7 Don't Know
- 9 Refused

I want to ask you some questions about how you view other people.

Q30. Generally speaking, would you say that most people can be TRUSTED or that you CANNOT be TOO careful in dealing with people?

- 1 Can be TRUSTED
- 2 CANNOT be too careful
- 3 Depends - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q31. Do you think most people would try to take ADVANTAGE of you if they got the chance, or would they try to be FAIR?

- 1 Try to be FAIR
- 2 Would take ADVANTAGE
- 7 Don't Know
- 9 Refused

Q32. Would you say that most of the time people TRY to be HELPFUL, or that they are mostly just LOOKING OUT for THEMSELVES?

- 1 Try to be HELPFUL
- 2 LOOKING OUT for themselves
- 7 Don't Know
- 9 Refused

Next, I'd like to know how much you trust different groups of people. First, think about . . .

Q33. People in your neighborhood. Generally speaking, would you say that you can trust them a lot, some, only a little, or not at all?

- 1 Trust them a lot
- 2 Trust them some
- 3 Trust them only a little, OR
- 4 Trust them not at all
- 5 Does not apply - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q34. [How about . . .] People you work with?

- 1 Trust them a lot
- 2 Trust them some
- 3 Trust them only a little, OR
- 4 Trust them not at all
- 5 Does not apply - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q35. [How about . . .] People at your church or place of worship?

- 1 Trust them a lot
- 2 Trust them some
- 3 Trust them only a little, OR
- 4 Trust them not at all
- 5 Does not apply - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q36. [How about . . .] People who work in the stores where you shop?

- 1 Trust them a lot
- 2 Trust them some
- 3 Trust them only a little, OR
- 4 Trust them not at all
- 5 Does not apply - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q37. How about Whites? Generally speaking, would you say that you can trust them a lot,

- 1 Trust them a lot
- 2 Trust them some
- 3 Trust them only a little, OR
- 4 Trust them not at all
- 5 Does not apply - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q38. How about Blacks?

- 1 Trust them a lot
- 2 Trust them some
- 3 Trust them only a little, OR
- 4 Trust them not at all
- 5 Does not apply - VOLUNTEERED
- 7 Don't Know

Q39. How about Hispanics?

- 1 Trust them a lot
- 2 Trust them some
- 3 Trust them only a little, OR
- 4 Trust them not at all
- 5 Does not apply - VOLUNTEERED
- 7 Don't Know
- 9 Refused

Q40. On a different subject . . . In politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

- 1 Republican
- 2 Democrat, OR
- 3 Independent
- 4 No preference – VOLUNTEERED
- 5 Other party
- 7 Don't Know
- 9 Refused

Q40SP Other[Specify]

Q41A. Do you mostly think of Barack Obama as . . . A black person OR mostly as a person of mixed race?

- 1 A black person or mostly as
- 2 A person of mixed race.
- 3 Both - VOLUNTEERED
- 4 Neither - VOLUNTEERED
- 5 Other
- 7 Don't Know
- 9 Refused

Q41ASP Other[Specify]

Q41B. Do you mostly think of Barack Obama as . . . A person of mixed race OR mostly as a black person?

- 2 A person of mixed race or mostly as
- 1 A black person.
- 3 Both - VOLUNTEERED
- 4 Neither - VOLUNTEERED
- 5 Other
- 7 Don't Know
- 9 Refused

Q41BSP Other[Specify]

Q42. Now thinking about opposition to President Obama's policies, do you think that racism is a major factor, a minor factor, or not a factor in opposition to Barack Obama's policies?

- 1 Major factor
- 2 Minor factor, OR
- 3 Not a factor
- 7 Don't Know
- 9 Refused

[Note: Q43 is left blank]

Q44. Gender

- 1 Male
- 2 F female

Q45. 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

Q46. 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

Q47. How many children under the age of 18 are living with you right now? This includes not only your own children through birth or marriage, but also those who may be living in your home for other reasons such as foster care or other relatives.

Number of children

- 888 - None
- 777 - Don't Know
- 999 - Refused

Q48. The terms Hispanic and Latino are both used to describe people who are of Hispanic or Latino origin or descent.

Do you happen to PREFER one of these terms more than the other?

- 1 Hispanic
- 2 Latino
- 3 No preference - VOLUNTEERED
- 7 Don't Know
- 9 Refused
- 4 Other [Specify]: «Q48SP»

Q49. Were you born in Mexico, in the United States, or in another country?

- 1 Mexico
- 2 United States
- 3 Central American Country «Q49sp»
- 4 South American Country «Q49sp»
- 7 Don't Know
- 9 Refused

Q50. Was your MOTHER born in Mexico, in the United States, or in another country?

IF R IS HESITANT->"We are not asking these question with regards to any immigration laws. Your answers are completely confidential. We would just like to know if opinions differ based on country of origin."

- 1 Mexico
- 2 United States
- 3 Central American Country «Q50sp»
- 4 South American Country «Q50sp»
- 7 Don't Know
- 9 Refused

Q51. Was your FATHER born in Mexico, in the United States, or in another country?

- 1 Mexico
- 2 United States
- 3 Central American Country «Q51sp»
- 4 South American Country «Q51sp»
- 7 Don't Know
- 9 Refused

Q52. Are you

- 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 Refused

Q53. 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

AGE. What is your age?

_____ years

777 - Don't Know

999 - Refused

INCOME If you added together the yearly incomes, before taxes, of all the members of your household for last year, 2009, 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

LANG Survey conducted in

1 English

2 Spanish

UNIQUEID Unique Identifier

WEIGHT - Weighting factor

CELLORLL- Interview conducted on type of phone

1 Landline'

2 Cell