

**Appendix** (*Random Half of Sample Received Reverse Question Order*)

1. Even if discrimination were eliminated, we would still need programs like Affirmative Action so that we could maintain diversity in colleges and the workplace.
2. It might be better to move poor blacks out of the big housing projects and into smaller scattered sites, but I still wouldn't want one of these near me.
3. I think that it is plausible that the Government doesn't work very hard to keep drugs out of poor black neighborhoods, in order to keep black people down.
4. I wouldn't go out of my way to hurt blacks, but I wouldn't go out of my way to help them either.
5. Louis Farrakhan and the "Nation of Islam" are dangerous, reverse-racists.
6. Blacks are too quick to claim that innocent remarks or behavior are signs of racism.
7. Whites lose out to blacks from Affirmative Action more than blacks lose out to whites from racism.
8. I could support programs to provide job training to help blacks who have had trouble hanging on to jobs.
9. Attempts to fit in and do what's proper haven't paid off for blacks.
10. It is more a matter of common sense than of prejudice for whites to change their children's elementary school when the number of blacks increases.
11. Irish, Italian, Jewish and many other minorities overcame prejudice and worked their way up. Blacks should do the same without any special favors.
12. Because of past discrimination, preference in hiring and promotion should be given to blacks.
13. Government shouldn't make any special efforts to help blacks because they should help themselves.
14. There must be a problem with African American culture, because blacks who immigrate from the Caribbean or Africa don't have the same problems with violence, welfare dependency, and the like.
15. You can demand rights but not respect. Blacks in this country have not earned my respect.
16. Our obsession with race is getting in the way of living the American Dream.

17. Most blacks are OK one-on-one, but they become more violent and pushy when they are in a group or a crowd of their own.
18. Blacks have at least as much power in this country as they deserve.
19. In the long run, Affirmative Action ends up hurting the people it is supposed to help.
20. Federal spending on programs that assist blacks should be increased.
21. I'm sick of walking on egg-shells over race; we all need to relax and have a sense of humor.
22. Most welfare programs are a waste of the taxpayers' dollars.
23. Less qualified blacks steal jobs from whites through Affirmative Action; it's reverse discrimination.
24. Over the past few years blacks have gotten less than they deserve.
25. It's just a matter of logic: if blacks get better jobs and school slots, whites will end up losing out.
26. I have been a victim of racially motivated violence or harassment.
27. The "Black Power" movement is not so much about blacks getting what they deserve, but about taking away from whites what they have earned.
28. While equal opportunity for blacks to succeed is important, it's not really the government's job to guarantee it.
29. The government should give tax breaks to companies that move into poor black neighborhoods.
30. On the average blacks have worse jobs, income, and housing than white people because most blacks don't have the chance for the quality education that it takes to rise out of poverty.
31. Blacks position themselves as victims because it gets them sympathy and special treatment.
32. I'm not prejudiced against all blacks, but I've met a lot who are lazy, violent or incompetent.
33. There are really two kinds of blacks in this country. One kind is mostly like the rest of America, but the others aren't good for this country, and they are the ones that I don't like.
34. If blacks think that America is so awful they should move somewhere else.
35. Blacks' low status has more to do with their lack of respect for and violence toward each other than anything that whites do to them.

36. The fact that the proportion of blacks in governmental positions is lower than their numbers in the population is not really a problem, because the presumption that whites can't fairly represent blacks is racist and un-American.

37. It really bothered me that blacks were so happy about the O.J. Simpson verdict — it just proves that they don't really have the same values as most Americans.

38. What racial integration there has been in America has been good for society.

39. Affirmative Action perpetuates the idea of black inferiority.

40. Latinos, gays and other disadvantaged groups should fight together with blacks against oppression.

41. I think that some in the Government and the media deliberately single out and investigate black elected officials more than they do with white officials, in order to discredit them.

42. A majority rules, and whites are the majority in this country.

43. When George Bush used the paroled rapist Willie Horton in his campaign ads he was deliberately playing on people's racial fear and prejudice, and not making a legitimate criticism of his opponent, Michael Dukakis.

44. Blacks are too quick to label any white who disagrees with them as a racist.

45. Integration into the mainstream is the best means for improving the situation of blacks in America.

46. Race and other Affirmative Action criteria are sometimes legitimate considerations, as long as overall merit is the most important consideration.

47. If black people are not getting fair treatment in jobs, government should see to it that they do.

48. Most blacks who receive money from welfare programs could get along without it if they tried.

49. America has an important moral obligation to help blacks.

50. It's more common sense than prejudice for whites to avoid driving through black neighborhoods.

51. I have been a victim of reverse discrimination.

52. From the look of our inner cities, it may be true that blacks tend to be more violent than whites.

53. Affirmative Action may not be ideal, but given how easy it is for people to subtly discriminate against blacks, it is better than the alternative.
54. Blacks aren't achieving equality quickly because many whites don't want them to get ahead.
55. I just happen to prefer hanging out with people like me, but that doesn't make me a racist.
56. Blacks probably just see the world differently than most whites.
57. Compared to ten years ago, white people have changed their attitude about blacks for the better.
58. Affirmative Action is legitimate at least for jobs that require few qualifications.
59. I could support efforts by business groups to encourage blacks to buy homes in white suburbs.
60. Black neighborhoods are run down mainly because blacks simply don't take care of their property.
61. Generations of slavery and discrimination have created conditions that make it difficult for blacks to work their way out of the lower class.
62. Black Nationalism and Afro-centrism are un-American.
63. Most of the blacks that I know personally are OK.
64. There is a good chance that I or someone in my family won't get a job, a promotion, or be admitted to a school, while an equally or less qualified black will.
65. Achieving racial integration is so important that in some cases it might justify busing children to schools out of their own neighborhoods.
66. You have to be careful talking about it openly today, but as the scientists who wrote The Bell Curve showed, the fact is that most blacks are just not as intelligent as most whites.
67. The fight over Ebonics and Black culture is not about racism; it is about the idea of America as a melting pot. Each group should adapt to the ideals of this country.
68. Some of my best friends really are black.
69. People claim they want a color-blind society, but we are becoming a color-obsessed society instead.
70. Affirmative Action in all of its forms is always wrong.

71. Blacks often use race as an excuse to justify wrongdoing.
72. What the Black community needs is more role models like Michael Jordan and Colin Powell.
73. One of the main reasons that blacks and whites are still segregated is that blacks want to be around their own kind just as much as whites do.
74. It really bothers me that I get blamed for things that my grandparents supposedly did to blacks.
75. I can understand whites lashing out if they have been hurt by blacks and Affirmative Action.
76. I sometimes feel uncomfortable around blacks.
77. Large companies in which blacks are underrepresented relative to the proportion of qualified blacks in the area should be required to give a certain number of jobs to blacks.
78. If they are not violent, whites have the right to try to exclude blacks from their neighborhoods.
79. Black leaders today have betrayed the legacy of Martin Luther King; if they could just get a leader like him back today, everything would be OK.
80. I don't care if someone is black, white, or purple, but if they move in next door and the value of my house drops, I am not going to like them.
81. Most of the time, I don't even notice someone's race.
82. Blacks on welfare are having kids faster than the government can raise our taxes to pay for them.
83. Affirmative Action is legitimate if it is limited to soliciting a diverse applicant pool.
84. The best way for blacks to handle discrimination is for each individual to act like any other American — to work hard, get a good education, and mind his own business.
85. After the cops who beat Rodney King got off, I couldn't blame blacks for being happy with the O. J. Simpson verdict.
86. Middle class blacks have more of an obligation to help poorer blacks than whites do.
87. Though most of it is subtle or unintentional, there is still a lot of discrimination in America today.

88. If there has to be Affirmative Action programs, they should be based on class rather than race; this will help blacks anyway, and it will focus on those who really need help.
89. We don't need Affirmative Action because in a capitalist system, the market will punish companies who irrationally discriminate by turning aside customers or talented workers.
90. It is really a matter of people not trying hard enough. If blacks would only try harder, they could be just as well off as whites.
91. In a presidential election, I would not hesitate to vote for a black candidate.
92. The "Million Man March" was really calling for blacks to join together in racism against whites.
93. Some Affirmative Action programs have gone too far. But that doesn't mean that we should get rid of all of them; as some have said, we should "mend it," not "end it."
94. The best way to improve the situation of blacks is to strengthen institutions in their community.
95. The white establishment will permit a certain number of blacks to rise to a certain level of wealth, power and prestige — but never so many or so high as to threaten whites.
96. It's more common sense than prejudice to discourage children from dating someone of another race.
97. Most blacks tend not to be as patriotic as the average white.
98. It would make me angry or upset if a black family moved in next door to me.
99. Preferential hiring of blacks is wrong because it gives blacks advantages they haven't earned.
100. I'd be willing to have my taxes raised a little to improve education for poor blacks.
101. Blacks teach their children values different from those required to be successful in America.
102. God made the races different as part of His divine plan.
103. It's more common sense than prejudice for whites to move out when blacks begin to move in.
104. Government officials usually pay less attention to a request or complaint from a black than from a white person.

105. I sometimes tense up when I am alone and I see a black person on the street at night.

Just as it is natural for people to show preferences for their own children and family, it is natural for them to show some preference for those from their own race.