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# Americans See Advantages and Challenges in Country's Growing Racial and Ethnic Diversity

*Most value workplace diversity, but few want employers to consider race or ethnicity in hiring and promotion decisions*

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## Terminology

References to whites, blacks and Asians include only those who are non-Hispanic and identify as only one race. Hispanics are of any race.

All references to party affiliation include those who lean toward that party: Republicans include those who identify as Republicans and independents who say they lean toward the Republican Party, and Democrats include those who identify as Democrats and independents who say they lean toward the Democratic Party.

References to college graduates or people with a college degree comprise those with a bachelor's degree or more. "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. "High school" refers to those who have a high school diploma or its equivalent, such as a General Education Development (GED) certificate.

Foreign born refers to people born outside of the United States, Puerto Rico or other U.S. territories to parents neither of whom was a U.S. citizen, regardless of legal status.

U.S. born refers to individuals who are U.S. citizens at birth, including people born in the United States, Puerto Rico or other U.S. territories, as well as those born elsewhere to parents who were U.S. citizens.

# Americans See Advantages and Challenges in Country's Growing Racial and Ethnic Diversity

*Most value workplace diversity, but few want employers to consider race or ethnicity in hiring and promotion decisions*

As the United States becomes more racially and ethnically [diverse](#), and as companies from [Wall Street](#) to [Silicon Valley](#) grapple with how to build workforces that reflect these changing demographics, Americans have a complicated, even contradictory, set of views about the impact of diversity and the best way to achieve it. Most say it's a good thing that the country has a diverse population, but many also say this introduces its own set of challenges. And while a majority values workplace diversity, few endorse the idea of taking race or ethnicity into consideration in hiring and promotions, according to a new Pew Research Center survey.

When it comes to diversity in the communities where they live, most U.S. adults (66%) – including a majority of those who live in neighborhoods with little diversity – are satisfied with the racial mix in their area. A

majority (54%) says children should go to local schools, even if that results in most schools being less diverse. Fewer (42%) say children should go to schools that are racially and ethnically mixed, even if that means some students go to school outside of their local community.

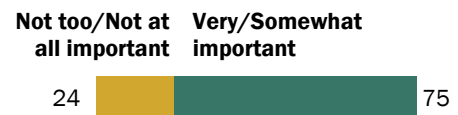
Overall, white, black and Hispanic adults are about equally likely to say it's good that the U.S. population is racially and ethnically mixed, and majorities across these groups say this has had a positive impact on U.S. culture. But black Americans place more value than whites and Hispanics on workplace diversity and school integration.

Opinions on these issues also vary considerably along party lines, with Democrats and those who lean to the Democratic Party more likely than Republicans and Republican leaners to express

## Majorities say race, ethnicity shouldn't be considered in hiring and promotions

% saying ...

*It is \_\_\_ for companies and organizations to promote racial and ethnic diversity in their workplace*



*When it comes to decisions about hiring and promotions, companies and organizations should ...*



Note: Share of respondents who didn't offer an answer not shown.  
Source: Survey of U.S. adults conducted Jan. 22-Feb. 5, 2019.  
"Americans See Advantages and Challenges in Country's Growing Racial and Ethnic Diversity"

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positive views of the importance and impact of racial and ethnic diversity. This is the case even after taking into account the differences in the racial composition of the two parties.<sup>1</sup>

These are among the key findings on views about diversity from a nationally representative survey of 6,637 U.S. adults conducted online Jan. 22-Feb. 5, 2019, in English and Spanish, using Pew Research Center's [American Trends Panel](#).<sup>2</sup>

*These findings are part of a larger survey that also explores Americans' attitudes about race relations and racial inequality and the role of race in people's lives. For more, see "[Race in America 2019](#)."*

### **A note about the Asian sample**

This survey includes an oversample of Asian respondents, for a total sample size of 332 Asians. The sample includes English-speaking Asians only and, therefore, may not be representative of the overall U.S. Asian population (66% of our weighted Asian sample was born in another country, compared with 78% of the U.S. Asian adult population overall).

Despite this limitation, it is important to report the views of Asians on race relations and racial inequality, as well as their personal experiences with racial discrimination, as the U.S. Asian population is [growing faster than any other major racial or ethnic group](#). Measuring the attitudes of Asians on these topics is an important piece in understanding the state of race in America today.

As always, Asians' responses are incorporated into the general population figures throughout this report; data are weighted to be representative of the U.S. adult population as a whole. Asians are shown as a separate group when a question was asked of the full sample. Because of the relatively small sample size and a reduction in precision due to weighting, results are not shown separately for Asians for questions that were only asked of a random half of respondents (Form 1/Form 2) or some filtered questions. We are also not able to analyze Asian respondents by demographic categories, such as gender, age or education.

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<sup>1</sup> Because whites and nonwhites have different views of some questions related to racial and ethnic diversity, and nonwhites disproportionately identify with or lean to the Democratic Party, gaps between Republicans and Democrats are sometimes shown among whites in this report in order to account for differences in the racial composition of the two parties.

<sup>2</sup> The survey includes an oversample of blacks, Hispanics and Asians. For more details, see the [Methodology](#) section of the report.

## More than half say racial and ethnic diversity is very good for the country

A majority of Americans (57%) say the fact that the U.S. population is made up of people of many different races and ethnicities is a very good thing for the country, and another 20% say this is somewhat good. Small shares say this is somewhat (5%) or very (1%) bad, while 17% say it is neither good nor bad for the country. Similar shares of whites (55%), blacks (59%) and Hispanics (60%) say racial and ethnic diversity is very good for the country.

Whites and blacks with at least a bachelor's degree are more likely than their less educated counterparts to say it's very good for the country to be made up of people of many races and ethnicities. About seven-in-ten whites with a bachelor's degree or more education (69%) say this, compared with 55% of whites with some college and 41% of those with a high school diploma or less education. Among blacks, 80% with at least a bachelor's degree say it's very good that the country is racially and ethnically mixed; a smaller majority of blacks with some college (65%) and 44% of those with less education say the same. The link between education and views of diversity is less clear among Hispanics.

Across party lines, majorities of Democrats and Republicans say it's at least somewhat good that the U.S. population is racially and ethnically mixed, but Democrats are far more likely to say this is a very good thing (71% vs. 39% of

### Majorities of whites, blacks and Hispanics say racial and ethnic diversity is very good for the country

*% saying it is \_\_\_ for the country that the U.S. population is made up of people of many different races and ethnicities*

	Very good	Somewhat good	Net
All adults	57	20	76
White	55	20	75
Black	59	16	75
Hispanic	60	20	80
Rep/Lean Rep	39	26	65
Dem/Lean Dem	71	14	85
<i>Among whites</i>			
HS or less	41	22	63
Some college	55	21	77
Bachelor's+	69	18	87
<i>Among blacks</i>			
HS or less	44	18	63
Some college	65	19	84
Bachelor's+	80	7	87

Note: Figures may not add to subtotals due to rounding. Whites and blacks include those who report being only one race and are non-Hispanic. Hispanics are of any race. This question was asked of a random half of the sample; estimates for Asians are included in the total but are not shown separately due to small sample size.

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Republicans). Among Democrats, whites are more likely than blacks to say diversity is very good for the country (76% vs. 61%); 67% of Hispanic Democrats say the same.<sup>3</sup>

### Most see diversity having a positive impact on the country's culture

More than six-in-ten Americans (64%) say the fact that the U.S. population is made up of people of many different races and ethnicities has a positive impact on the country's culture; 12% say it has a negative impact and 23% say it doesn't make much difference. Hispanics (70%) are more likely than whites (64%) and blacks (58%) to say the country's racial and ethnic diversity has a positive impact on the country's culture, although majorities across all three groups say this is the case.

This view is widespread among Democrats, and particularly white and Hispanic Democrats. Fully eight-in-ten white Democrats (84%) and about three-quarters of Hispanic Democrats (76%) say this diversity has a positive impact on U.S. culture, compared with 60% of black Democrats.

Among Republicans, half say the fact that the U.S. population is made up of people of many different races and ethnicities has a positive impact on the country's culture; about one-in-five (21%) say it has a negative impact (29% say it doesn't make a difference).

While most Americans say having a population that is racially and ethnically mixed enhances U.S. culture, views are more negative when the public is asked about the prospect of blacks, Hispanics, Asians and other racial minorities making up a majority of the population (which the U.S. Census Bureau projects will happen by the year 2050). In a [separate survey conducted in December 2018](#), more said having a majority nonwhite population will weaken American

### More than six-in-ten say racial and ethnic diversity has a positive impact on the country's culture

*% saying the fact that the U.S. population is made up of people of many different races and ethnicities has a \_\_\_\_\_ on the country's culture*

	Positive impact	Negative impact	Doesn't make much difference
All adults	64	12	23
White	64	14	22
Black	58	9	31
Hispanic	70	8	22
Rep/Lean Rep	50	21	29
Dem/Lean Dem	77	5	17

Note: Share of respondents who didn't offer an answer not shown. Whites and blacks include those who report being only one race and are non-Hispanic. Hispanics are of any race. This question was asked of a random half of the sample; estimates for Asians are included in the total but are not shown separately due to small sample size.

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<sup>3</sup> There aren't enough black or Hispanic Republicans to analyze these groups separately on this question.

customs and values (38%) than said it will strengthen them (30%); 31% said this won't have much of an impact.

### Despite generally positive views of diversity, many say it poses challenges for policymakers

A sizable share of Americans (47%) say having a population that is made up of people of many different races and ethnicities makes it harder for policymakers to solve the country's problems; a small share (7%) say it makes it easier for policymakers and 45% say it doesn't make much difference. Whites (52%) are more likely than Hispanics (42%) and blacks (30%) to say the country's diversity makes it harder for policymakers to solve problems.

There are also partisan differences on this question, with Republicans more likely than Democrats to say the country's racial and ethnic diversity poses challenges for policymakers (56% vs. 42%). Democrats are more likely to say it doesn't make much difference in this regard.

### Many say diversity makes it harder for policymakers to solve problems

*% saying the fact that the U.S. population is made up of people of many different races and ethnicities makes it \_\_\_\_\_ to solve the country's problems*

	Easier for policymakers	Harder for policymakers	Doesn't make much difference
All adults	7	47	45
White	4	52	44
Black	11	30	59
Hispanic	14	42	43
Rep/Lean Rep	3	56	41
Dem/Lean Dem	9	42	49

Note: Share of respondents who didn't offer an answer not shown. Whites and blacks include those who report being only one race and are non-Hispanic. Hispanics are of any race. This question was asked of a random half of the sample; estimates for Asians are included in the total but are not shown separately due to small sample size.

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## Broad support for workplace diversity, but most say applicants' race and ethnicity should not be a factor in hiring and promotions

Three-quarters of Americans say it is very (49%) or somewhat (26%) important for companies and organizations to promote racial and ethnic diversity in their workplace. Blacks are particularly likely to say this is very important: 67% say this, compared with 52% of Hispanics and 43% of whites. And as is the case in views about the impact diversity has on the country overall, Democrats are far more likely than Republicans to say it's very important for employers to promote racial and ethnic diversity in their workplace (64% of Democrats vs. 29% of Republicans). These partisan differences remain when looking only at those who are white.

While most Americans say it's at least somewhat important for companies and organizations to promote racial and ethnic diversity, only about one-in-four (24%) say that, in addition to their qualifications, a person's race and ethnicity should be considered in decisions about hiring and promotions in order to increase diversity. A majority (74%) says employers should only take a person's qualifications into account when making these decisions, even if it results in less diversity in the workplace.

### About half say it's very important for employers to promote workplace diversity

*% saying it is \_\_\_ for companies and organizations to promote racial and ethnic diversity in their workplace*

	Very important	Somewhat important	Net
All adults	49	26	75
White	43	30	73
Black	67	14	81
Hispanic	52	23	75
Rep/Lean Rep	29	32	61
Dem/Lean Dem	64	22	86

Note: Whites and blacks include those who report being only one race and are non-Hispanic. Hispanics are of any race. This question was asked of a random half of the sample; estimates for Asians are included in the total but are not shown separately due to small sample size.

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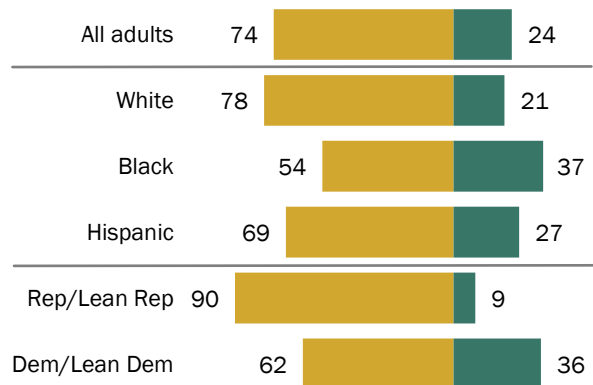
The view that employers should only take a person's qualifications into account is widespread among whites (78%) and Hispanics (69%); about half of blacks (54%) share this view.

Republicans are much more likely than Democrats to say a person's race and ethnicity shouldn't be a part of hiring and promotion decisions. Even so, majorities of both groups (90% vs. 62%) hold this view. Again, this partisan difference is nearly unchanged among whites.

## Relatively small shares say employers should consider applicants' race and ethnicity

*% saying, when it comes to decisions about hiring and promotions, companies and organizations should ...*

- Only take a person's qualifications into account, even if it results in less diversity
- Take a person's race and ethnicity into account, in addition to qualifications, in order to increase diversity



Note: Share of respondents who didn't offer an answer not shown. Whites and blacks include those who report being only one race and are non-Hispanic. Hispanics are of any race. This question was asked of a random half of the sample; estimates for Asians are included in the total but are not shown separately due to small sample size.

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## Whites, blacks differ on the importance of students going to a racially and ethnically mixed school vs. going to a school in their local community

Mandatory busing programs aimed at desegregating schools ended years ago, but the issue of school integration remains a [topic of debate](#) in many parts of the country.

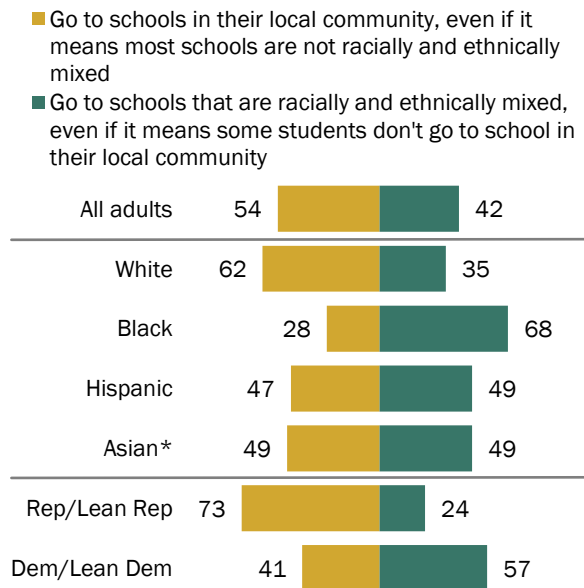
Today, more than half of Americans (54%) say students should go to school in their local community, even if it means that most schools are not racially and ethnically mixed; 42% say students should go to schools that are racially and ethnically mixed, even if it means that some students don't go to school in their local community.

Black and white adults have widely different views on this. Most whites (62%) say students should attend schools in their local community, even if most schools are less diverse as a result. In contrast, about seven-in-ten blacks (68%) think students should go to schools that are racially and ethnically mixed, even if they're not in their local community. Hispanics and Asians are about evenly divided on this issue.

Views also differ considerably along party lines, with 73% of Republicans – vs. 41% of Democrats – saying students should go to school in their local community, even if it means most schools are not racially and ethnically mixed. Black Democrats (71%) are far more likely than their white (52%), Hispanic (56%) and Asian (55%) counterparts to say students should go to schools that are racially and ethnically diverse, even if it results in some students not going to their local schools.

### More than half say students should go to schools in their local community, even if less diverse

% saying students should ...



\*Asians were interviewed in English only.

Note: Share of respondents who didn't offer an answer not shown. Whites, blacks and Asians include those who report being only one race and are non-Hispanic. Hispanics are of any race.

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## About a quarter of Americans wish their local community was more racially and ethnically mixed

Most Americans (66%) are satisfied with the racial mix in the community where they live; 24% wish their community was more racially mixed and 8% wish it was less so.

For whites and Hispanics, views about the racial mix in their community are strikingly consistent regardless of how diverse the community is. In this analysis, diversity is measured in terms of the share of a neighborhood's population in its largest racial or ethnic group.<sup>4</sup> For example, a neighborhood that is 80% white (largest group), 10% Hispanic, 5% black and 5% Asian is considered less diverse than one that is 20% white, 60% Hispanic (largest group), 5% black and 15% Asian. The least diverse neighborhoods are those where 90% or more of the residents are part of the largest racial or ethnic group; the most diverse are neighborhoods where fewer than half of the residents are in the largest group.

About seven-in-ten whites – and about six-in-ten Hispanics – in the most *and* least diverse neighborhoods say the community where they live is as racially mixed as they'd like it to be. Among blacks, those in the least diverse neighborhoods are less satisfied with the racial mix in their communities.

The vast majority of whites who live in neighborhoods with very little diversity are surrounded by other whites. By contrast, for blacks who live in less diverse areas, their neighborhoods are less likely to be made up predominantly of black residents. Among black

## Even in least diverse neighborhoods, Americans are generally satisfied with the racial mix in their community

% saying they wish the community where they live was \_\_\_\_ (neighborhood diversity measured by % of residents in the largest racial/ethnic group)

	More racially mixed	Less racially mixed	About as racially mixed as it is
<i>Among whites</i>			
Most diverse (<50%)	17	9	74
50-59.9%	15	12	72
60-69.9%	19	8	71
70-79.9%	23	6	70
80-89.9%	25	7	66
Least diverse (90%+)	24	5	69
<i>Among blacks</i>			
Most diverse (<50%)	28	6	65
50-59.9%	28	7	63
60-69.9%	30	8	62
70-79.9%	26	9	64
Least diverse (80%+)*	37	9	50
<i>Among Hispanics</i>			
Most diverse (<50%)	27	11	61
50-59.9%	29	9	61
60-69.9%	26	10	63
70-79.9%	24	10	60
80-89.9%	24	11	59
Least diverse (90%+)	25	14	57

\*Due to the small number of black respondents in neighborhoods where 90% or more are in the largest group, blacks in the least diverse neighborhoods include those in census tracts with 80% or more in the largest group.

Note: Share of respondents who didn't offer an answer not shown. Whites and blacks include those who report being only one race and are non-Hispanic. Hispanics are of any race. Estimates for Asians are not shown due to small sample size. See [Methodology](#) for more on the diversity index.

Source: Survey of U.S. adults conducted Jan. 22-Feb. 5, 2019, and Pew Research Center analysis of census tract racial composition data from 2013-2017 American Community Survey.

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<sup>4</sup> While there are many ways to measure racial and ethnic diversity, the diversity index used here is based on [previous work](#) by economist Jed Kolko. In this analysis, "neighborhood" refers to respondents' census tract.

respondents, 63% of those in areas where 80% or more are in the largest racial or ethnic group are in majority black communities; 34% are in neighborhoods that are predominantly white. A large share (82%) of Hispanics who live in less diverse neighborhoods reside in predominantly Hispanic communities.

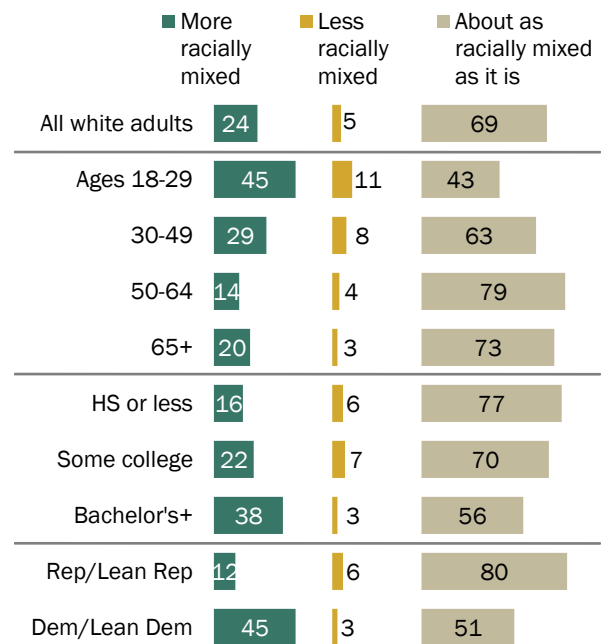
### Among whites in the least diverse neighborhoods, Democrats, college graduates and those younger than 30 are less satisfied with their community's racial mix

Outlooks on community diversity vary considerably between white Democrats and white Republicans. Among white Republicans in the least diverse neighborhoods, 80% are satisfied with the amount of racial diversity in their community. White Democrats in this type of neighborhood are more divided: 51% say their community is as racially mixed as they'd like it to be and 45% wish it was more so.

Age and educational attainment are also related to these attitudes: In neighborhoods with little diversity, whites younger than 30 are far less satisfied with the racial mix in their community than older whites. About four-in-ten white young adults in some of the least diverse neighborhoods say their community is as racially mixed as they'd like it to be (43%), while a similar share (45%) wish it was more racially mixed. In contrast, most whites ages 30 to 49 (63%), 50 to 64 (79%) and 65 and older (73%)

### Among whites, views of neighborhood diversity vary by age, education and partisanship

Among whites, % in the least diverse neighborhoods saying they wish the community where they live was ...



Note: Share of respondents who didn't offer an answer not shown. Whites include those who report being only one race and are non-Hispanic. Except for estimates by age, figures are based on those who live in census tracts where 90% or more of residents are in the largest racial/ethnic group in that tract. Estimates for age groups are based on those in census tracts where 80% or more of residents are in the largest group due to sample size limitations. Source: Survey of U.S. adults conducted Jan. 22-Feb. 5, 2019 and Pew Research Center analysis of census tract racial composition data from 2013-2017 American Community Survey. "Americans See Advantages and Challenges in Country's Growing Racial and Ethnic Diversity"

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are satisfied with the racial mix in their community.<sup>5</sup>

Among whites with a bachelor's degree or more education, 38% in the least diverse neighborhoods say they wish their community was more racially mixed than it is; 22% of those with some college and 16% with a high school diploma or less education say the same. Still, at least half in each group say their community is about as racially mixed as they would like it to be.

## **Relatively few Americans interact a lot with people from other racial and ethnic groups**

Most Americans have at least some daily interaction with people who do not share their race or ethnicity, but relatively small shares say they have a lot of interaction. This is particularly the case for whites interacting with racial or ethnic minorities and nonwhites interacting with minority groups other than their own.

About a quarter of white adults say they interact with blacks (25%) and Hispanics (23%) a lot in their day-to-day life. Among blacks, 26% say they have a lot of interaction with people who are Hispanic, while one-in-five Hispanics say they have frequent interaction with people who are black. About one in-ten whites, blacks and Hispanics say they interact with Asians a lot in their daily life.

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<sup>5</sup> Estimates for age groups are based on those in census tracts where 80% or more of residents are in the largest group because the number of whites younger than 30 in neighborhoods with 90% or more residents in the largest group is too small to analyze separately.

A majority of Asians (59%) say they have frequent daily interaction with whites, more than the share of blacks (47%) and Hispanics (44%) who say the same. About one-in-four Asians (27%) say they have a lot of interaction with people who are Hispanic and 15% say the same about people who are black.

Asians (48%) are less likely than whites (84%), blacks (68%) and Hispanics (60%) to say they have a lot of interaction with people in their own group. The extent to which Americans interact with various racial or ethnic groups reflects, at least in part, the shares of each group in the population.

### About one-in-four whites have a lot of daily interaction with blacks, Hispanics

% among each group saying they have \_\_\_ interaction in their daily life with people who are ...

Among	A lot	Some	Net
<b>Among whites</b>			
White	84	13	97
Black	25	46	71
Hispanic	23	45	68
Asian	11	38	49
<b>Among blacks</b>			
White	47	35	82
Black	68	22	90
Hispanic	26	40	67
Asian	10	32	42
<b>Among Hispanics</b>			
White	44	35	80
Black	20	40	60
Hispanic	60	28	88
Asian	11	31	42
<b>Among Asians*</b>			
White	59	36	95
Black	15	53	68
Hispanic	27	47	74
Asian	48	34	81

\*Asians were interviewed in English only.

Note: Figures may not add to subtotals due to rounding. Whites, blacks and Asians include those who report being only one race and are non-Hispanic. Hispanics are of any race.

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## About three-in-ten Americans say it would bother them to hear people speak a language other than English in public

Most Americans (70%) say they would not be particularly bothered if they heard people speak a language other than English in a public place, including 47% who say they would not be bothered at all. Still, a sizable share (29%) says this would bother them at least some.

Roughly a third of whites (34%) and about a quarter of blacks (24%) and Asians (24%) say they would be bothered if they heard people speak a language other than English in public; a smaller share of Hispanics (14%) say the same. About two-thirds of Hispanics (68%) say this wouldn't bother them at all, compared with half or fewer whites (41%), blacks (48%) and Asians (50%). Foreign-born Hispanics are more likely than those born in the U.S. to say they would not be bothered at all if they heard someone speak a language other than English in public (76% vs. 61%).

Among whites, reactions vary considerably by age, education and political orientation. Younger whites and those with a bachelor's degree or more education are less likely than their older and less educated counterparts to say they would be bothered by hearing a language other than English in a public place.

Views are even more divided along partisan lines. About six-in-ten white Democrats (58%) – vs. 26% of white Republicans – say this wouldn't bother them at all.

### About half of white Republicans say it would bother them at least some to hear a foreign language in public

*% saying it would bother them \_\_\_\_ to hear people speak a language other than English in a public place*

	A lot	Some	Not much	Not at all
All adults	11	18	24	47
White	14	20	25	41
Black	9	16	26	48
Hispanic	3	10	17	68
Asian*	6	18	25	50
<i>Among whites</i>				
Ages 18-29	6	12	27	55
30-49	9	16	26	48
50-64	17	26	25	31
65+	21	24	23	31
HS or less	21	25	24	30
Some college	14	19	26	40
Bachelor's+	6	16	25	52
Rep/Lean Rep	20	27	26	26
Dem/Lean Dem	6	12	24	58

\*Asians were interviewed in English only.

Note: Share of respondents who didn't offer an answer not shown. Whites, blacks and Asians include those who report being only one race and are non-Hispanic. Hispanics are of any race. "Some college" includes those with an associate degree and those who attended college but did not obtain a degree.

Source: Survey of U.S. adults conducted Jan. 22-Feb. 5, 2019.

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This report is a collaborative effort based on the input and analysis of the following individuals. Find related reports online at [pewresearch.org/socialtrends](https://pewresearch.org/socialtrends)

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## Methodology

### The American Trends Panel survey methodology

The American Trends Panel (ATP), created by Pew Research Center, is a nationally representative panel of randomly selected U.S. adults. Panelists participate via self-administered web surveys. Panelists who do not have internet access at home are provided with a tablet and wireless internet connection. The panel is managed by Ipsos.

Data in this report are drawn from the panel wave conducted Jan. 22 to Feb. 5, 2019. A total of 6,637 panelists responded out of 9,402 who were sampled, for a response rate of 71%. This

included 5,599 from the ATP and oversamples of 530 non-Hispanic black and 508 Hispanic respondents sampled from Ipsos' KnowledgePanel. The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 4.4%. The margin of sampling error for the full sample of 6,637 respondents is plus or minus 1.7 percentage points.

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#### American Trends Panel recruitment surveys

Recruitment dates	Mode	Invited	Joined	Active panelists remaining
Jan. 23 to March 16, 2014	Landline/ cell RDD	9,809	5,338	2,510
Aug. 27 to Oct. 4, 2015	Landline/ cell RDD	6,004	2,976	1,470
April 25 to June 4, 2017	Landline/ cell RDD	3,905	1,628	806
Aug. 8 to Oct. 31, 2018	ABS/web	9,396	8,778	8,731
	<b>Total</b>	<b>29,114</b>	<b>18,720</b>	<b>13,517</b>

Note: Approximately once per year, panelists who have not participated in multiple consecutive waves or who did not complete an annual profiling survey are removed from the panel. Panelists also become inactive if they ask to be removed from the panel.

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The subsample from the ATP was selected by grouping panelists into four strata so demographic groups that are underrepresented in the panel had a higher probability of selection than overrepresented groups:

- Stratum A consists of panelists who are non-internet users, have a high school education or less, non-Hispanic blacks, Hispanics, or non-Hispanic Asians. They were sampled at a rate of 100%.
- Stratum B consists of panelists that are unregistered to vote or non-volunteers. They were sampled at a rate of 55%.
- Stratum C consists of panelists that are 18 to 34 years old. They were sampled at a rate of 16%.
- Stratum D consists of the remaining panelists. They were sampled at a rate of 7%.

Panelists were grouped into these strata in hierarchical order from A to D. For example, a panelist who is not registered to vote and has a high school education or less would be in Stratum A rather than in Stratum B.

The ATP was created in 2014, with the first cohort of panelists invited to join the panel at the end of a large national landline and cellphone random-digit-dial survey that was conducted in both English and Spanish. Two additional recruitments were conducted using the same method in 2015 and 2017, respectively. Across these three surveys, a total of 19,718 adults were invited to join the ATP, and 9,942 of them agreed to participate.

In August 2018, the ATP switched from telephone- to address-based recruitment. Invitations were sent to a random, address-based sample (ABS) of households selected from the U.S. Postal Service's Delivery Sequence File. In each household, the adult with the next birthday was asked to go online to complete a survey, and, at the end, they were invited to join the panel. For a random half-sample of invitations, households without internet access were instructed to return a postcard. These households were contacted by telephone and sent a tablet if they agreed to participate. A total of 9,396 were invited to join the panel; 8,778 agreed to join the panel and completed an initial profile survey.

Of the 18,720 individuals who have ever joined the ATP, 13,517 remained active panelists and continued to receive survey invitations at the time this survey was conducted.

## Weighting

The data were weighted in a multistep process that begins with a base weight incorporating the respondents' original survey selection probability and the fact that in 2014 and 2017 some respondents were subsampled for invitation to the panel. The sample was then combined with the non-Hispanic black and Hispanic oversamples and post-stratified to match federal benchmarks for race and Hispanic ethnicity. The next step in the weighting uses an iterative technique that aligns the sample to population benchmarks on the dimensions listed in the accompanying table.

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## Weighting dimensions

Variable	Benchmark source
Gender	2017 American Community Survey
Age	
Education	
Race/Hispanic origin	
Hispanic nativity	
Home internet access	
Region x Metropolitan status	2018 CPS March Supplement
Volunteerism	2015 CPS Volunteer Supplement
Voter registration	2016 CPS Voting and Registration Supplement
Party affiliation	Average of the three most recent Pew Research Center telephone surveys.

Note: Estimates from the ACS are based on non-institutionalized adults. Voter registration is calculated using procedures from Hur, Achen (2013) and rescaled to include the total U.S. adult population.

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Sampling errors and tests of statistical significance take into account the effect of weighting. Interviews are conducted in both English and Spanish.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey:

<b>Group</b>	<b>Unweighted sample size</b>	<b>Plus or minus ...</b>
Total sample	6,637	1.7 percentage points
White	2,997	2.2 percentage points
Black	1,518	4.0 percentage points
Hispanic	1,574	3.6 percentage points
Asian (interviewed in English only)	332	8.1 percentage points

Sample sizes and sampling errors for other subgroups are available upon request.

## Secondary data source and methodology

Analysis of census tract racial composition was performed by matching information collected in the 2013-2017 American Community Survey five-year file to respondents based on the census tract where they reside. The tract-level summary data are available on the Census Bureau's [American FactFinder](#) webpage.

In this analysis, diversity is measured in terms of the share of a neighborhood's population in its largest racial or ethnic group. For example, a neighborhood that is 80% white (largest group), 10% Hispanic, 5% black and 5% Asian is considered less diverse than one that is 20% white, 60% Hispanic (largest group), 5% black and 15% Asian. The least diverse neighborhoods are those where 90% or more of the residents are part of the largest racial or ethnic group; the most diverse are neighborhoods where less than half of the residents are in the largest group. In some instances, noted in the report, the least diverse neighborhoods are those where 80% or more of the residents are part of the largest racial or ethnic group due to sample size limitations. This index is based on [previous work](#) by economist Jed Kolko.