

Sikhism in the United States: WHAT AMERICANS KNOW & NEED TO KNOW



Officially the world's fifth largest organized religion, Sikhs began immigrating to the United States 150 years ago to build better lives for themselves and their families. Despite successful leadership in diverse fields—from farming to medicine to business—and efforts to integrate in communities across the United States, Sikhs continue to experience discrimination and prejudice from their fellow Americans.

UNDERSTANDING THE REALITY

60%



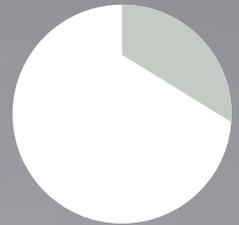
of Americans admit to knowing little to nothing at all about Sikh Americans

11%

Only of Americans say they have a close friend or acquaintance that is Sikh...



while



31%

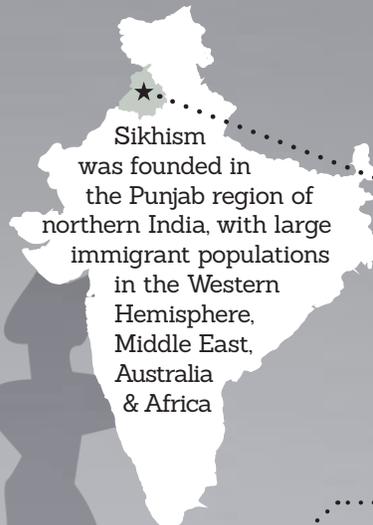
(3 times as many) have never seen or interacted with a Sikh person at all

...But, when Americans see a picture of a man or boy in a turban, they are far more likely to assume that he is Middle Eastern or Muslim than that he is



THERE HAS BEEN MORE THAN A CENTURY OF UNAWARENESS

Sikhs experience daily encounters with discrimination and hate incidents that go unreported and therefore unrecognized



Sikhism was founded in the Punjab region of northern India, with large immigrant populations in the Western Hemisphere, Middle East, Australia & Africa



95%

of Americans have never heard of Guru Nanak Dev Ji, the founder of the religion