

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

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NATIONAL SIKH CAMPAIGN

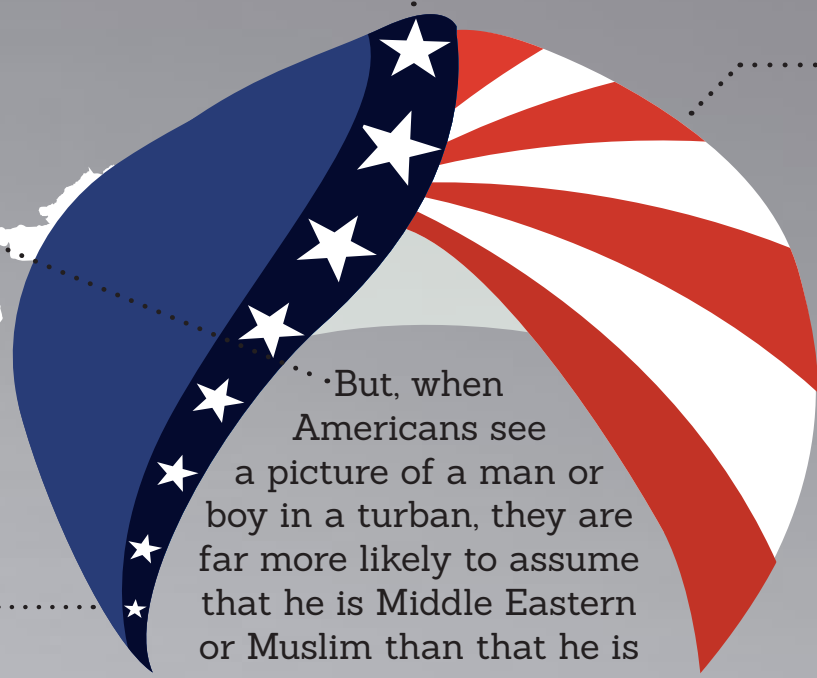
Officially the world's fifth largest organized religion, Sikhs began immigrating to the United States 150 years ago to build better lives for themselves and their families. Despite successful leadership in diverse fields—from farming to medicine to business—and efforts to integrate in communities across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

THE PROBLEM

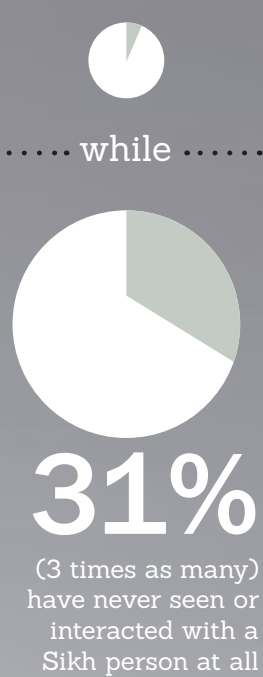
60% of Americans admit to knowing little to nothing at all about Sikh Americans

Only **11%** of Americans say they have a close friend or acquaintance that is Sikh...

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



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



95% of Americans have never heard of Guru Nanak Dev Ji, the founder of the religion

THERE HAS BEEN MORE THAN A CENTURY OF UNAWARENESS

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

THE SOLUTION

A description of Sikh religion, beliefs, and history in America evokes a strongly positive reaction among adults. Nearly **two in three (65%)** adults rate their feelings as highly favorable to the descriptions once they are given

"They're proud to call themselves Americans; they came here to be Americans. They didn't come here just for what this country offers, but they wanted to be part of the work in progress."

- Chicago Focus Group Participant

THE FACTS.

KEY TENETS OF SIKHISM

that Resonate with Americans:

IMMIGRATING TO AMERICA

and becoming regular, hardworking members of communities



SYMBOLISM OF THE TURBAN

to signal their readiness to protect all people against injustice



PARALLEL WITH U.S. HISTORY

with a focus on "life, liberty, & the pursuit of happiness"



RELIGIOUS EQUALITY FOR ALL

GENDER EQUALITY



THE RESULTS

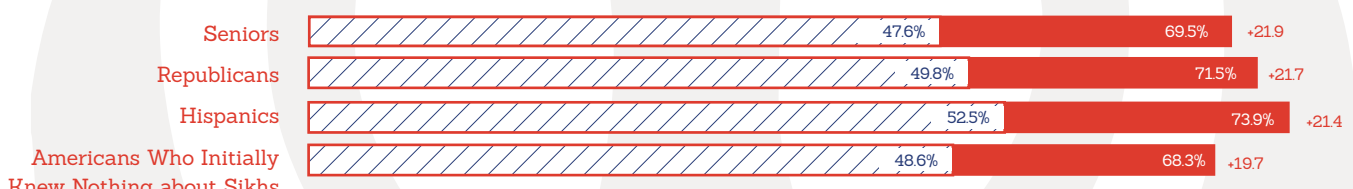
Not only are Americans curious to learn about Sikh Americans and receptive to this information, messaging about Sikh Americans has a significant effect on Americans' attitudes toward and perceptions of Sikh Americans.



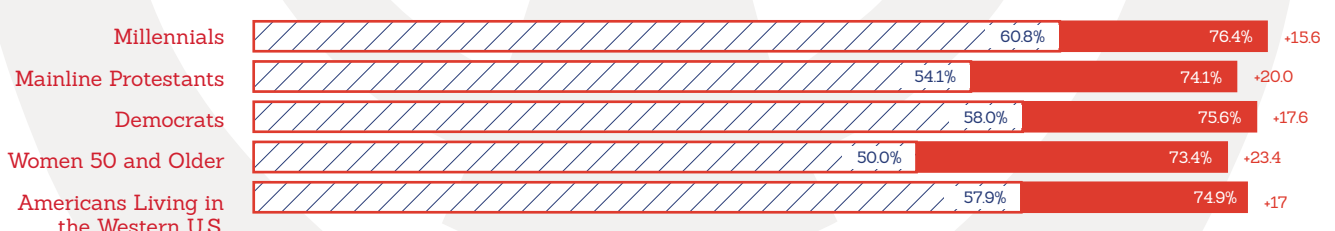
AMERICANS WERE ASKED TO RATE THEIR FEELINGS TOWARD SIKH AMERICANS ON A ZERO-TO-100 SCALE (WITH "0" BEING EXTREMELY COLD AND "100" BEING EXTREMELY WARM). AFTER READING ABOUT SIKH HISTORY AND BELIEFS AS WELL AS THE SERIES OF MESSAGES, WARM FEELINGS TOWARD SIKH AMERICANS INCREASE SUBSTANTIALLY. HERE ARE THE FINDINGS FROM PRE-AND-POST MESSAGING ON KEY TENETS OF SIKHISM:



ONE OF THE MOST ENCOURAGING FINDINGS IS THAT SOME OF THE MOST INITIALLY CHALLENGING AUDIENCES ALSO ARE AMONG THOSE WHO EXHIBIT THE LARGEST INCREASES:



HERE ARE THE MOST RECEPTIVE AUDIENCES:



MESSAGING THAT HAS THE LARGEST IMPACT ON PERCEPTIONS THAT SIKHS ARE PATRIOTIC & HOLD AMERICAN VALUES



RECOGNIZE THAT MOST AMERICANS KNOW LITTLE TO NOTHING ABOUT SIKHS.



TELL THE SIKH STORY IN FAMILIAR AND POSITIVE TERMS.



SHOW THAT SIKH VALUES ARE AMERICAN VALUES.



HIGHLIGHT THE VALUE OF EQUALITY.



TARGET THE MOST RECEPTIVE AND OPEN AUDIENCES IN INITIAL OUTREACH.



EXPLAIN THE MEANING OF THE TURBAN TO RECEPTIVE AUDIENCES.

SIKH VALUES ARE AMERICAN VALUES.

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