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

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.

American 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:

**Pre-Messaging**
- All Adults: 54%
- Seniors: 47%
- Republicans: 49%
- Hispanics: 52%
- Americans Who Initially Knew Nothing about Sikhs: 49%

**Post-Messaging**
- All Adults: 71%
- Seniors: 69%
- Republicans: 71%
- Hispanics: 74%
- Americans Who Initially Knew Nothing about Sikhs: 68%

**AMERICAN 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:**
- Millennials: 60%
- Mainline Protestants: 54%
- Democrats: 58%
- Women 50 and Older: 50%
- Americans Living in the Western U.S.: 57%

**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.**

*SOURCE: National Survey by Hart Research Associates, National Sikh Campaign, January 2015*