

Table 1 Attitudes and stereotypes for 17 topics among visitors to a public website: overall sample (implicit and explicit attitudes and stereotypes), by gender (implicit), and by ethnicity (implicit)^a

Attitude	Overall						By Gender						By Ethnicity														
	Implicit ^b			Explicit			Implicit			Explicit			Black			Hispanic			White			Multi-Racial			Other		
	M	SD	d	M	SD	d	Women	Men	American Indian	Asian	Black	Hispanic	White	Multi-Racial	Other												
Attitudes																											
Age	.49	.39	1.23	.39	.78	.51	1.17	1.40	1.22	1.22	1.40	1.23	1.25	1.17	1.25												
Race	.37	.43	.86	.26	.73	.36	.79	.93	.88	.88	-.05	.79	1.00	.56	.70												
Skin-tone	.30	.41	.73	.17	.67	.25	.71	.80	.76	.76	.22	.68	.88	.49	.66												
Child-race	.33	.45	.73	.19	1.30	.15	.69	.80	.76	.76	-.16	.67	.87	.40	.64												
Arab-Muslim	.14	.42	.33	.45	.77	.58	.24	.48	.17	.19	.36	.40	.19	.00													
Religion	-.15	.44	-.34	.14	1.05	.13	-.36	-.34	-.20	-.14	-.18	-.20	-.39	-.30	-.36												
Disability	.45	.43	1.05	.38	.67	.57	.98	1.28	.98	1.09	1.14	1.02	1.07	.98	.93												
Sexuality	.35	.47	.74	.49	.91	.54	.68	.94	.83	.91	1.11	.87	.74	.66	.70												
Weight	.35	.42	.83	.64	.73	.88	.81	.93	.81	.76	.74	.81	.88	.76	.79												
Presidential	-.07	.45	-.15	-.94	1.28	-.73	-.20	-.13	-.18	-.24	-.33	-.20	-.16	-.27	-.24												
Election 2004	-.14	.51	-.27	-.69	1.64	-.42	-.37	-.20	-.25	-.37	-.61	-.31	-.27	-.37	-.39												
Election 2000	-.09	.56	-.16	-.32	1.60	-.20	-.20	-.07	-.11	-.32	-.70	-.23	-.11	-.25	-.25												
Stereotypes																											
Race-Weapons	.37	.37	1.00	.34	1.10	.31	.97	1.03	.84	.92	.59	.92	1.05	.86	.89												
American-Native	.23	.50	.46	-.76	1.79	-.42	.46	.48	-.24	.48	.44	.46	.56	.16	.30												
American-Asian	.26	.41	.62	.57	1.27	.45	.61	.68	.59	.29	.83	.68	.85	.51	.61												
Gender-Science	.37	.40	.93	.52	.66	.79	.98	.93	.90	.88	.85	.85	.98	.88	.93												
Gender-Career	.39	.36	1.10	.54	.60	.89	1.19	.94	1.06	.97	1.19	1.06	1.14	1.06	1.03												

^a Adapted from Tables 1, 2, 3, and 4 of Nosek et al. (2007).
^b IAT scores are mean D scores (Greenwald et al. 2003a). d = Cohen's d effect size, which is a standardized measure of the magnitude of an effect; the following guidelines indicate the size of the effect: small d = 0.2, medium d = 0.5, large d = 0.8 (Cohen, 1988).
^c The comparison category for George Bush varied (Clinton, Reagan, Nixon, Kennedy, FDR, Lincoln, Jefferson, or a collection of recent presidents).