



## **Cancel Culture**

**Fieldwork Dates: 8th - 9th July 2020**

**Conducted by YouGov  
YouGov RealTime**

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## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email [uspress@yougov.com](mailto:uspress@yougov.com) quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1161 adults. Fieldwork was undertaken between 8th - 9th July 2020. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

# YouGov RealTime Cancel Culture

US\_nat Sample: 8th - 9th July 2020



Total	Gender		Age			Region				Race	
	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black
	A	B	C	D	E	F	G	H	I	J	K

KYC\_Q1. How confident, if at all, are you that you know what it means for someone to be "canceled" in popular culture?

Unweighted base	1161	538	623	357	355	449	231	246	383	301	730	156
<b>Base: All US Adults</b>	1161	566	595	345	350	466	207	244	437	274	739	139
Very confident	28%	30%	26%	41% D.E	29% E	17%	31%	28%	27%	27%	26%	36% J.L
Somewhat confident	30%	31%	29%	31%	33%	27%	33%	25%	30%	31%	29%	29%
Not very confident	18%	17%	20%	11%	17% C	24% C.D	16%	19%	18%	20%	19%	16%
Not confident at all	24%	22%	25%	17%	20% C.D	32% C.D	19%	28%	25%	22%	26%	20%
Net: Confident	58%	61%	55%	72% D.E	62% E	44%	64% G	54%	57%	58%	55%	64% J
Net: Not Confident	42%	39%	45%	28% C	38% C	56% C.D	36% F	46%	43%	42%	45% K.M	36%

KYC\_Q2. In certain contexts, "canceling" means to withdraw support for celebrities/public figures after they have done or said something considered objectionable or offensive. With this definition in mind, have you ever "canceled" a celebrity/public figure after they said or did something you thought was objectionable or offensive?

Unweighted base	1161	538	623	357	355	449	231	246	383	301	730	156
<b>Base: All US Adults</b>	1161	566	595	345	350	466	207	244	437	274	739	139
Yes, I have	50%	50%	49%	43%	46%	58% C.D	50%	51%	49%	50%	51% M	51%
No, I have not	37%	38%	36%	40% E	40% E	33%	40%	32%	38%	37%	37%	33%
Don't know	13%	12%	15%	18% E	14%	10%	10%	17% F	13%	13%	12%	15%

KYC\_Q3. In general, how appropriate or inappropriate do you think it is to "cancel" someone for making an objectionable or offensive statement?

Unweighted base	1161	538	623	357	355	449	231	246	383	301	730	156
<b>Base: All US Adults</b>	1161	566	595	345	350	466	207	244	437	274	739	139
Very appropriate	30%	29%	31%	19% C	26% C	41% C.D	25%	34% F	29%	32%	30% M	38% M
Somewhat appropriate	30%	28%	32%	31%	30%	28%	34%	27%	29%	30%	33% K	22%
Somewhat inappropriate	14%	16%	13%	22% D.E	13%	10%	21% G.H.I	12%	14%	12%	12%	15%
Very inappropriate	10%	13% B	8%	10%	11%	11%	8%	10%	14% F.I	7%	11%	9%
Don't know	16%	14%	17%	19% E	20% E	10%	12%	18%	13%	20% F.H	15%	16%

# YouGov RealTime

## Cancel Culture

US\_nat Sample: 8th - 9th July 2020



Total	Race		Education				Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship
	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad					
	L	M	N	O	P	Q					

KYC\_Q1. How confident, if at all, are you that you know what it means for someone to be "canceled" in popular culture?

Unweighted base	1161	166	109	448	379	208	126	523	19	85	33	660
<b>Base: All US Adults</b>	1161	181	102	468	360	211	122	529	19	81	31	659
Very confident	28%	23%	39%	21%	27%	39%	37%	27%	40%	27%	25%	27%
			J.L			N.O	N.O	Y	**	Y*	Y*	Y
Somewhat confident	30%	37%	27%	30%	35%	24%	27%	28%	26%	36%	47%	30%
				P				**	*	R.V.X*		
Not very confident	18%	17%	16%	20%	18%	15%	16%	20%	19%	13%	7%	19%
								W	**	*	*	W
Not confident at all	24%	22%	17%	29%	20%	22%	20%	25%	15%	24%	21%	25%
			O					W	**	*	*	W
Net: Confident	58%	60%	67%	51%	62%	63%	64%	55%	66%	63%	72%	57%
			J		N	N	N	Y	**	Y*	X.Y*	R.Y
Net: Not Confident	42%	40%	33%	49%	38%	37%	36%	45%	34%	37%	28%	43%
			O.P.Q					V.W	**	*	*	W

KYC\_Q2. In certain contexts, "canceling" means to withdraw support for celebrities/public figures after they have done or said something considered objectionable or offensive. With this definition in mind, have you ever "canceled" a celebrity/public figure after they said or did something you thought was objectionable or offensive?

Unweighted base	1161	166	109	448	379	208	126	523	19	85	33	660
<b>Base: All US Adults</b>	1161	181	102	468	360	211	122	529	19	81	31	659
Yes, I have	50%	49%	40%	47%	50%	53%	57%	51%	51%	44%	42%	50%
							N		**	*	*	
No, I have not	37%	37%	40%	37%	38%	36%	33%	37%	31%	46%	35%	38%
								**	X*	*	*	
Don't know	13%	14%	20%	16%	12%	11%	10%	12%	19%	10%	23%	12%
			J					**	*	X.Y*		

KYC\_Q3. In general, how appropriate or inappropriate do you think it is to "cancel" someone for making an objectionable or offensive statement?

Unweighted base	1161	166	109	448	379	208	126	523	19	85	33	660
<b>Base: All US Adults</b>	1161	181	102	468	360	211	122	529	19	81	31	659
Very appropriate	30%	27%	23%	27%	31%	30%	36%	34%	24%	29%	32%	33%
								W	**	*	*	W
Somewhat appropriate	30%	27%	24%	26%	29%	37%	37%	32%	17%	24%	28%	31%
						N.O	N		**	*	*	
Somewhat inappropriate	14%	20%	23%	16%	15%	13%	10%	12%	17%	19%	10%	13%
		J	J					**	**	*	*	
Very inappropriate	10%	10%	10%	10%	13%	8%	9%	10%	16%	9%	9%	10%
								**	**	*	*	
Don't know	16%	16%	21%	21%	12%	12%	8%	12%	27%	19%	21%	14%
			O.P.Q					**	**	*	*	R

# YouGov RealTime

## Cancel Culture

US\_nat Sample: 8th - 9th July 2020



Total	Marital Status						Parent or guardian of any children					
	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	
	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG	

KYC\_Q1. How confident, if at all, are you that you know what it means for someone to be "canceled" in popular culture?

Unweighted base	1161	313	105	49	16	4	14	301	402	653	457	51
<b>Base: All US Adults</b>	1161	309	104	52	17	5	15	295	411	654	459	48
Very confident	28%	37%	23%	4%	26%	-	9%	39%	21%	28%	29%	18%
		R.V.X.Y	Y	*	**	**	**	AD.AE.AF.AG		AD	AD	*
Somewhat confident	30%	33%	26%	31%	21%	-	34%	30%	28%	29%	31%	34%
				*	**	**	**					*
Not very confident	18%	13%	15%	40%	49%	41%	14%	15%	22%	19%	18%	15%
				R.T.U.V.W.X*	**	**	**		AC.AE			*
Not confident at all	24%	17%	36%	25%	4%	59%	43%	16%	29%	25%	21%	33%
				*	**	**	**		AC.AE.AF	AC		AC*
Net: Confident	58%	70%	49%	35%	46%	-	43%	69%	49%	57%	60%	52%
		R.V.X.Y		*	**	**	**	AD.AE.AF.AG		AD	AD	*
Net: Not Confident	42%	30%	51%	65%	54%	100%	57%	31%	51%	43%	40%	48%
			U.W	R.T.U.V.W*	**	**	**		AC.AE.AF	AC	AC	AC*

KYC\_Q2. In certain contexts, "canceling" means to withdraw support for celebrities/public figures after they have done or said something considered objectionable or offensive. With this definition in mind, have you ever "canceled" a celebrity/public figure after they said or did something you thought was objectionable or offensive?

Unweighted base	1161	313	105	49	16	4	14	301	402	653	457	51
<b>Base: All US Adults</b>	1161	309	104	52	17	5	15	295	411	654	459	48
Yes, I have	50%	44%	62%	64%	64%	-	25%	48%	58%	55%	45%	29%
			T.V.W	T.W*	**	**	**	AG	AC.AE.AF.AG	AC.AF.AG	AG	*
No, I have not	37%	39%	30%	29%	31%	59%	26%	40%	33%	36%	40%	30%
				*	**	**	**					*
Don't know	13%	17%	8%	7%	4%	41%	49%	12%	8%	10%	15%	41%
		X		*	**	**	**				AD.AE	AC.AD.AE.AF*

KYC\_Q3. In general, how appropriate or inappropriate do you think it is to "cancel" someone for making an objectionable or offensive statement?

Unweighted base	1161	313	105	49	16	4	14	301	402	653	457	51
<b>Base: All US Adults</b>	1161	309	104	52	17	5	15	295	411	654	459	48
Very appropriate	30%	21%	38%	34%	50%	-	9%	28%	38%	33%	27%	10%
			W	*	**	**	**	AG	AC.AE.AF.AG	AC.AF.AG	AG	*
Somewhat appropriate	30%	29%	27%	31%	28%	32%	7%	32%	30%	31%	29%	18%
				*	**	**	**					*
Somewhat inappropriate	14%	20%	10%	13%	-	-	15%	14%	12%	12%	17%	19%
		R.V.X		*	**	**	**				AD.AE	*
Very inappropriate	10%	11%	11%	14%	-	-	21%	11%	10%	10%	10%	14%
				*	**	**	**					*
Don't know	16%	19%	13%	8%	22%	68%	48%	15%	10%	13%	17%	39%
		R		*	**	**	**			AD	AD	AC.AD.AE.AF*

# YouGov RealTime

## Cancel Culture

US\_nat Sample: 8th - 9th July 2020



Total	Income			
	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
	AH	AI	AJ	AK

KYC\_Q1. How confident, if at all, are you that you know what it means for someone to be "canceled" in popular culture?

Unweighted base	1161	401	299	296	165
<b>Base: All US Adults</b>	1161	398	298	296	169
Very confident	28%	26%	27%	36%	22%
				AH.AI.AK	
Somewhat confident	30%	32%	34%	26%	25%
			AJ		
Not very confident	18%	19%	15%	18%	22%
Not confident at all	24%	23%	24%	20%	31%
				AJ	
Net: Confident	58%	57%	61%	62%	47%
		AK	AK	AK	
Net: Not Confident	42%	43%	39%	38%	53%
				AH.AI.AJ	

KYC\_Q2. In certain contexts, "canceling" means to withdraw support for celebrities/public figures after they have done or said something considered objectionable or offensive. With this definition in mind, have you ever "canceled" a celebrity/public figure after they said or did something you thought was objectionable or offensive?

Unweighted base	1161	401	299	296	165
<b>Base: All US Adults</b>	1161	398	298	296	169
Yes, I have	50%	44%	53%	56%	48%
			AH	AH	
No, I have not	37%	41%	37%	36%	27%
		AK	AK		
Don't know	13%	15%	10%	8%	25%
		AJ		AH.AI.AJ	

KYC\_Q3. In general, how appropriate or inappropriate do you think it is to "cancel" someone for making an objectionable or offensive statement?

Unweighted base	1161	401	299	296	165
<b>Base: All US Adults</b>	1161	398	298	296	169
Very appropriate	30%	28%	29%	37%	25%
				AH.AK	
Somewhat appropriate	30%	25%	33%	33%	30%
			AH	AH	
Somewhat inappropriate	14%	19%	14%	12%	10%
		AJ.AK			
Very inappropriate	10%	10%	13%	10%	9%
Don't know	16%	18%	12%	9%	27%
		AI.AJ		AH.AI.AJ	

# YouGov RealTime

## Cancel Culture

US\_nat Sample: 8th - 9th July 2020



	Total	Gender		Age			Region				Race	
		Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black
Net: Appropriate	60%	57%	62%	50%	56%	70% C.D	59%	61%	59%	61%	63% M	59% M
Net: Inappropriate	25%	29% B	20%	31% D.E	24%	20%	29% I	21%	28% I	19%	23%	24%

KYC\_Q4. Which, if any, of the following would you likely do if a celebrity/public figure you like said or did something that you found objectionable or offensive? Please select all that apply.

	Unweighted base	538	623	357	355	449	231	246	383	301	730	156
	Base: All US Adults	566	595	345	350	466	207	244	437	274	739	139
Stop purchasing their work (e.g., albums, movies, books, tickets to their shows, etc.)	59%	55%	63%	43%	58%	71%	58%	62%	57%	60%	64%	55%
Post on social media about the incident/statement	22%	22%	21% A	21%	24% C	20% C.D	23%	18%	23%	24%	21% L.M	23%
Get rid of existing purchases you had in relation to that celebrity/public figure	16%	17%	16%	20% E	15%	15%	21% G	13%	16%	17%	15%	21%
Protest/demonstrate in person	7%	8%	7%	9% E	11% E	4%	11%	6%	7%	7%	6%	10%
Other	4%	4%	4%	4%	4%	5%	5%	4%	4%	4%	5% K	1%
Not applicable - I would likely not do anything if a celebrity/public figure I like said or did something that I found objectionable or offensive	27%	28%	25%	31% E	26%	23%	23%	28%	27%	27%	26%	30%

KYC\_Q5. In general, how effective or ineffective do you think "canceling" someone is in driving social change?

	Unweighted base	538	623	357	355	449	231	246	383	301	730	156
	Base: All US Adults	566	595	345	350	466	207	244	437	274	739	139
Very effective	16%	16%	15%	13%	15%	17%	18%	12%	16%	16%	14%	27% J.L.M
Somewhat effective	36%	35%	36%	34%	35%	38%	39%	35%	34%	36%	35%	35%
Somewhat ineffective	18%	17%	19%	20%	15%	18%	19%	19%	18%	15%	20% K	11%
Very ineffective	12%	14%	10%	12%	12%	12%	9%	11%	14%	13%	14% K	7%
Don't know	19%	18%	20%	20%	23% E	15%	15%	23% F	17%	20%	17%	21%
Net: Effective	51%	51%	51%	47%	50%	55% C	57% G	47%	50%	52%	49%	61% J
Net: Ineffective	30%	31%	29%	33%	27%	30%	27%	30%	32%	28%	34% K.L	18%

KYC\_Q6. For how long do you think being "canceled" affects a celebrity's/public figure's career?

	Unweighted base	538	623	357	355	449	231	246	383	301	730	156
	Base: All US Adults	566	595	345	350	466	207	244	437	274	739	139

# YouGov RealTime

## Cancel Culture

US\_nat Sample: 8th - 9th July 2020



	Total	Race		Education			Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	
		Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year						Post Grad
Net: Appropriate	60%	54%	47%	53%	60%	67%	73%	66%	41%	53%	61%	63%
Net: Inappropriate	25%	30%	32%	26%	28%	21%	19%	22%	33%	28%	19%	23%

KYC\_Q4. Which, if any, of the following would you likely do if a celebrity/public figure you like said or did something that you found objectionable or offensive? Please select all that apply.

	Unweighted base	166	109	448	379	208	126	523	19	85	33	660
<b>Base: All US Adults</b>	1161	181	102	468	360	211	122	529	19	81	31	659
Stop purchasing their work (e.g., albums, movies, books, tickets to their shows, etc.)	59%	48%	49%	52%	60%	62%	77%	65%	50%	53%	63%	63%
Post on social media about the incident/statement	22%	22%	22%	20%	22%	21%	30%	22%	17%	29%	16%	23%
Get rid of existing purchases you had in relation to that celebrity/public figure	16%	15%	18%	14%	17%	15%	24%	18%	16%	15%	9%	17%
Protest/demonstrate in person	7%	10%	9%	6%	6%	9%	15%	8%	4%	11%	3%	8%
Other	4%	2%	3%	3%	4%	7%	6%	4%	-	8%	9%	4%
Not applicable - I would likely not do anything if a celebrity/public figure I like said or did something that I found objectionable or offensive	27%	27%	29%	32%	27%	22%	10%	22%	27%	30%	24%	23%

KYC\_Q5. In general, how effective or ineffective do you think "canceling" someone is in driving social change?

	Unweighted base	166	109	448	379	208	126	523	19	85	33	660
<b>Base: All US Adults</b>	1161	181	102	468	360	211	122	529	19	81	31	659
Very effective	16%	14%	14%	14%	14%	16%	23%	18%	20%	15%	14%	18%
Somewhat effective	36%	39%	36%	35%	35%	36%	41%	36%	10%	32%	40%	35%
Somewhat ineffective	18%	16%	14%	14%	19%	22%	23%	19%	10%	21%	19%	19%
Very ineffective	12%	8%	15%	9%	16%	16%	8%	13%	18%	12%	7%	13%
Don't know	19%	25%	21%	29%	16%	10%	5%	14%	43%	21%	21%	16%
Net: Effective	51%	52%	50%	49%	49%	52%	65%	54%	30%	47%	54%	52%
Net: Ineffective	30%	23%	28%	23%	34%	38%	31%	32%	27%	32%	26%	32%

KYC\_Q6. For how long do you think being "canceled" affects a celebrity's/public figure's career?

	Unweighted base	166	109	448	379	208	126	523	19	85	33	660
<b>Base: All US Adults</b>	1161	181	102	468	360	211	122	529	19	81	31	659



# YouGov RealTime

## Cancel Culture

US\_nat Sample: 8th - 9th July 2020



	Total	Marital Status					Parent or guardian of any children					
		Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say
Net: Appropriate	60%	50%	66% W	65% *	78% **	32% **	16% **	60% AG	68% AC.AF.AG	65% AC.AF.AG	56% AG	29% *
Net: Inappropriate	25%	31% R.V	22%	27% *	- **	- **	35% **	25%	22%	22%	27%	33% *

KYC\_Q4. Which, if any, of the following would you likely do if a celebrity/public figure you like said or did something that you found objectionable or offensive? Please select all that apply.

	Unweighted base	1161	313	105	49	16	4	14	301	402	653	457	51
<b>Base: All US Adults</b>		1161	309	104	52	17	5	15	295	411	654	459	48
Stop purchasing their work (e.g., albums, movies, books, tickets to their shows, etc.)	59%	51%	69% T.W	63% *	35% **	- **	16% **	53% AG	70% AC.AE.AF.AG	63% AC.AG	57% AG	23% *	
Post on social media about the incident/statement	22%	17%	28% W	22% *	38% **	17% **	17% **	29% AE.AF	23% AE.AF	24% AE.AF	19% AE.AF	17% *	
Get rid of existing purchases you had in relation to that celebrity/public figure	16%	17%	22% Y	6% *	- **	- **	- **	20% AF	17% AF	18% AF	13% AF	15% *	
Protest/demonstrate in person	7%	6%	7% *	2% *	23% **	- **	12% **	15% AD.AE.AF	6% AD.AE.AF	9% AD.AE.AF	5% AD.AE.AF	8% *	
Other	4%	5%	3% *	- *	12% **	- **	- **	1% AC	5% AC	3% AC	5% AC	2% *	
Not applicable - I would likely not do anything if a celebrity/public figure I like said or did something that I found objectionable or offensive	27%	33% R.V.X	21% *	31% *	33% **	83% **	56% **	22% **	22% **	22% **	30% AC.AD.AE	52% AC.AD.AE.AF*	

KYC\_Q5. In general, how effective or ineffective do you think "canceling" someone is in driving social change?

	Unweighted base	1161	313	105	49	16	4	14	301	402	653	457	51
<b>Base: All US Adults</b>		1161	309	104	52	17	5	15	295	411	654	459	48
Very effective	16%	11%	21% W	11% *	3% **	17% **	14% **	23% AD.AE.AF	15% AD.AE.AF	18% AD.AE.AF	12% AD.AE.AF	13% *	
Somewhat effective	36%	36%	43% *	33% *	63% **	16% **	- **	38% AG	41% AF.AG	39% AF.AG	33% AG	14% *	
Somewhat ineffective	18%	17%	14% *	21% *	11% **	- **	7% **	13% AC.AE.AG	18% AC.AE.AG	16% AC.AE.AG	22% AC.AE.AG	8% *	
Very ineffective	12%	14%	8% *	8% *	- **	- **	9% **	11% AC.AE.AG	13% AC.AE.AG	12% AC.AE.AG	12% AC.AE.AG	9% *	
Don't know	19%	22% R.V	15% R*	26% R*	23% **	68% **	69% **	14% AC.AD.AE	14% AC.AD.AE	15% AC.AD.AE	21% AC.AD.AE	56% AC.AD.AE.AF*	
Net: Effective	51%	47%	63% T.V.W.Y	45% *	67% **	32% **	14% **	61% AF.AG	56% AF.AG	58% AF.AG	45% AG	27% *	
Net: Ineffective	30%	31%	22% *	29% *	11% **	- **	17% **	24% AC.AE.AG	31% AC.AE.AG	28% AC.AE.AG	34% AC.AE.AG	17% *	

KYC\_Q6. For how long do you think being "canceled" affects a celebrity's/public figure's career?

	Unweighted base	1161	313	105	49	16	4	14	301	402	653	457	51
<b>Base: All US Adults</b>		1161	309	104	52	17	5	15	295	411	654	459	48

# YouGov RealTime Cancel Culture

US\_nat Sample: 8th - 9th July 2020



	Total	Income			
		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
Net: Appropriate	60%	53%	61%	70%	55%
Net: Inappropriate	25%	28%	27%	21%	19%
		AJ.AK	AH	AH.AI.AK	

KYC\_Q4. Which, if any, of the following would you likely do if a celebrity/public figure you like said or did something that you found objectionable or offensive? Please select all that apply.

	Unweighted base	401	299	296	165
<b>Base: All US Adults</b>	1161	398	298	296	169
Stop purchasing their work (e.g., albums, movies, books, tickets to their shows, etc.)	59%	52%	63%	66%	56%
Post on social media about the incident/statement	22%	24%	24%	23%	11%
Get rid of existing purchases you had in relation to that celebrity/public figure	16%	16%	15%	19%	14%
Protest/demonstrate in person	7%	7%	9%	9%	4%
Other	4%	4%	3%	4%	7%
Not applicable - I would likely not do anything if a celebrity/public figure I like said or did something that I found objectionable or offensive	27%	30%	24%	20%	34%
		AJ			AI.AJ

KYC\_Q5. In general, how effective or ineffective do you think "canceling" someone is in driving social change?

	Unweighted base	401	299	296	165
<b>Base: All US Adults</b>	1161	398	298	296	169
Very effective	16%	16%	15%	21%	6%
Somewhat effective	36%	36%	37%	35%	33%
Somewhat ineffective	18%	15%	20%	21%	16%
Very ineffective	12%	12%	12%	15%	8%
Don't know	19%	22%	16%	8%	36%
Net: Effective	51%	52%	52%	56%	39%
Net: Ineffective	30%	26%	32%	36%	25%
		AK	AK	AK	
		AK		AH.AK	

KYC\_Q6. For how long do you think being "canceled" affects a celebrity's/public figure's career?

	Unweighted base	401	299	296	165
<b>Base: All US Adults</b>	1161	398	298	296	169

**YouGov RealTime**  
**Cancel Culture**  
 US\_nat Sample: 8th - 9th July 2020



	Total	Gender		Age			Region				Race	
		Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black
A month or less	10%	10%	10%	12%	8%	10%	12%	9%	10%	9%	11%	8%
Between two and six months	13%	15%	11%	19%	14%	9%	11%	11%	11%	20%	12%	14%
Between six months and a year	12%	13%	11%	17%	13%	8%	15%	12%	12%	10%	10%	13%
Between a year and two years	7%	6%	8%	10%	9%	5%	10%	5%	8%	7%	7%	8%
Between two and three years	3%	3%	3%	2%	5%	3%	3%	3%	3%	3%	3%	3%
Three years or longer	11%	9%	12%	8%	10%	13%	11%	13%	11%	8%	10%	13%
Don't know	44%	44%	44%	32%	42%	54%	38%	47%	45%	43%	47%	41%
Net: A year or less	35%	38%	32%	48%	35%	26%	37%	31%	34%	39%	33%	35%
Net: A year or more	21%	18%	24%	20%	23%	20%	24%	22%	21%	18%	20%	24%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W/X/Y/Z/AA/AB, AC/AD/AE/AF/AG, AH/AI/AJ/AK, AL/AM/AN/AO/API/AQ/AF

**YouGov RealTime**  
**Cancel Culture**

US\_nat Sample: 8th - 9th July 2020



	Total	Race		Education				Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship
		Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad					
A month or less	10%	7%	7%	9%	13%	9%	7%	10%	- **	4% *	23% R.T.V.X*	9% T
Between two and six months	13%	16%	18%	11%	17% N	12%	15%	15%	10% **	13% *	11% *	14%
Between six months and a year	12%	19% J	13%	12%	11%	12%	15%	11%	9% **	15% *	14% *	12%
Between a year and two years	7%	8%	9%	6%	7%	9%	10%	8%	26% **	9% *	3% *	8%
Between two and three years	3%	4%	2%	3%	2%	4%	3%	3%	- **	4% *	3% *	3%
Three years or longer	11%	7%	18% J.L	10%	10%	10%	14%	12%	11% **	8% *	8% *	11%
Don't know	44%	39%	33%	48% O.Q	41%	45%	36%	42%	45% **	47% *	38% *	42%
Net: A year or less	35%	42% J	38%	32%	40% N	32%	37%	36% X	18% **	32% *	48% X*	35% X
Net: A year or more	21%	19% J	29%	20%	19%	23%	28% O	23%	37% **	21% *	14% *	22%

Cell Contents (CoR/AS/AT/AU/AV/AW/AX/AY/AZ/BA/BB/BC, Minimum Base: 30 (\*\*), Small Base: 100 (\*))

**YouGov RealTime**  
**Cancel Culture**  
 US\_nat Sample: 8th - 9th July 2020



	Total	Marital Status						Parent or guardian of any children				
		Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say
A month or less	10%	12% T	8%	11% *	23% **	- **	- **	13% AG	10%	11%	10%	3% *
Between two and six months	13%	13%	8%	11% *	12% **	- **	14% **	16%	13%	14%	12%	16% *
Between six months and a year	12%	15%	8%	10% *	7% **	- **	- **	17% AD,AE,AG	9%	12% AD	13%	4% *
Between a year and two years	7%	8%	3%	5% *	3% **	- **	7% **	9% AD,AE	4%	6% AD	8% AD	14% AD,AE*
Between two and three years	3%	3%	2%	6% *	6% **	- **	- **	3%	3%	3%	3%	2% *
Three years or longer	11%	9%	13%	14% *	4% **	- **	- **	10%	13%	11%	9%	12% *
Don't know	44%	40%	59% R,U,V,W	44% *	44% **	100% **	79% **	31% AC,AE	48% AC,AE	42% AC	46% AC	50% AC*
Net: A year or less	35%	40% X	24%	31% *	42% **	- **	14% **	46% AD,AE,AF,AG	32%	37% AD,AG	34%	23% *
Net: A year or more	21%	20%	17%	24% *	14% **	- **	7% **	23%	21%	21%	20%	27% *

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**YouGov RealTime**  
**Cancel Culture**

US\_nat Sample: 8th - 9th July 2020



	Total	Income			
		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
A month or less	10%	9%	11%	9%	11%
Between two and six months	13%	13%	16%	15%	6%
Between six months and a year	12%	16% AK	9%	11%	10%
Between a year and two years	7%	8%	7%	9%	6%
Between two and three years	3%	2%	3%	4%	4%
Three years or longer	11%	10% AK	12%	14%	4%
Don't know	44%	42%	43%	39%	61% AH.AI.AJ
Net: A year or less	35%	38% AK	36%	35%	26%
Net: A year or more	21%	20%	21% AK	27% AH.AK	13%

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