

HuffPost: Cancel Culture

January 27 - 29, 2021 - 1000 US Adult Citizens



1. Heard of Cancel Culture

Have you heard of the term "cancel culture"?

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|--------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Yes | 52% | 58% | 46% | 58% | 45% | 53% | 52% | 54% | 41% | 48% | 58% |
| No | 48% | 42% | 54% | 42% | 55% | 47% | 48% | 46% | 59% | 52% | 42% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (991) | (454) | (537) | (214) | (215) | (341) | (221) | (730) | (117) | (77) | (67) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|--------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Yes | 52% | 53% | 50% | 54% | 60% | 63% | 43% | 60% | 76% | 56% | 49% | 48% | 58% |
| No | 48% | 47% | 50% | 46% | 40% | 37% | 57% | 40% | 24% | 44% | 51% | 52% | 42% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (991) | (324) | (395) | (272) | (359) | (320) | (473) | (247) | (148) | (165) | (214) | (378) | (234) |

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2. Used Term Cancel Culture

Have you ever used the term "cancel culture" yourself?

Among those who have heard of the term 'cancel culture'

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|--------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Yes | 22% | 23% | 20% | 36% | 23% | 18% | 12% | 20% | 26% | 20% | 32% |
| No | 74% | 72% | 77% | 61% | 69% | 77% | 88% | 76% | 71% | 75% | 65% |
| Not sure | 4% | 4% | 4% | 3% | 8% | 5% | 0% | 4% | 3% | 5% | 3% |
| Totals | 100% | 99% | 101% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (568) | (291) | (277) | (125) | (102) | (203) | (138) | (437) | (49) | (42) | (40) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|--------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Yes | 22% | 16% | 23% | 26% | 14% | 25% | 18% | 25% | 24% | 23% | 19% | 25% | 18% |
| No | 74% | 82% | 71% | 71% | 81% | 70% | 78% | 71% | 72% | 74% | 77% | 70% | 79% |
| Not sure | 4% | 2% | 6% | 3% | 5% | 5% | 4% | 4% | 5% | 3% | 4% | 5% | 3% |
| Totals | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 101% | 100% | 100% | 100% | 100% |
| Unweighted N | (568) | (188) | (213) | (167) | (232) | (228) | (220) | (161) | (123) | (100) | (114) | (205) | (149) |

3. Cancel Culture a Problem

How serious of a problem do you think "cancel culture" is in the U.S. today?

Among those who have heard of the term 'cancel culture'

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|----------------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Very serious problem | 37% | 42% | 31% | 27% | 34% | 40% | 45% | 40% | 32% | 26% | 31% |
| Somewhat serious problem | 30% | 31% | 29% | 43% | 39% | 27% | 15% | 30% | 28% | 33% | 29% |
| Not very serious problem | 17% | 16% | 19% | 21% | 12% | 18% | 17% | 15% | 31% | 31% | 4% |
| Not at all serious problem | 7% | 5% | 9% | 6% | 8% | 5% | 11% | 7% | 7% | 4% | 6% |
| Not sure | 9% | 6% | 12% | 4% | 7% | 11% | 12% | 8% | 2% | 6% | 30% |
| Totals | 100% | 100% | 100% | 101% | 100% | 101% | 100% | 100% | 100% | 100% | 100% |
| Unweighted N | (570) | (292) | (278) | (126) | (102) | (204) | (138) | (439) | (49) | (42) | (40) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|----------------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Very serious problem | 37% | 11% | 44% | 57% | 8% | 72% | 35% | 37% | 37% | 25% | 44% | 42% | 33% |
| Somewhat serious problem | 30% | 35% | 26% | 31% | 30% | 21% | 34% | 32% | 23% | 33% | 28% | 27% | 34% |
| Not very serious problem | 17% | 35% | 12% | 4% | 34% | 2% | 17% | 21% | 13% | 24% | 11% | 15% | 20% |
| Not at all serious problem | 7% | 15% | 3% | 2% | 13% | 2% | 6% | 4% | 13% | 10% | 7% | 6% | 5% |
| Not sure | 9% | 4% | 14% | 6% | 14% | 3% | 8% | 6% | 14% | 7% | 9% | 10% | 8% |
| Totals | 100% | 100% | 99% | 100% | 99% | 100% | 100% | 100% | 100% | 99% | 99% | 100% | 100% |
| Unweighted N | (570) | (189) | (212) | (169) | (233) | (229) | (220) | (163) | (123) | (101) | (115) | (205) | (149) |

4. Cancel Culture Party Impact

Which group do you think is MORE likely to be negatively affected by "cancel culture"?

Among those who have heard of the term 'cancel culture'

| | Gender | | | Age (4 category) | | | | Race (4 category) | | | |
|---------------------|--------|-------|--------|------------------|-------|-------|-------|-------------------|-------|----------|-------|
| | Total | Male | Female | 18-29 | 30-44 | 45-64 | 65+ | White | Black | Hispanic | Other |
| Liberals | 9% | 10% | 7% | 10% | 7% | 8% | 10% | 7% | 27% | 7% | 0% |
| Conservatives | 44% | 48% | 39% | 37% | 46% | 49% | 41% | 48% | 25% | 40% | 36% |
| Both groups equally | 31% | 32% | 30% | 40% | 33% | 29% | 23% | 30% | 32% | 31% | 36% |
| Neither group | 6% | 5% | 6% | 3% | 7% | 5% | 8% | 3% | 3% | 15% | 14% |
| Not sure | 11% | 5% | 17% | 10% | 7% | 9% | 18% | 11% | 12% | 6% | 14% |
| Totals | 101% | 100% | 99% | 100% | 100% | 100% | 100% | 99% | 99% | 99% | 100% |
| Unweighted N | (568) | (291) | (277) | (125) | (102) | (202) | (139) | (437) | (49) | (42) | (40) |

| | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | | |
|---------------------|----------|-------|-------|-----------|-------|----------------------------|---------|-----------|---------------|-----------|---------|-------|-------|
| | Total | Dem | Ind | Rep | Biden | Trump | < \$50K | \$50-100K | \$100K+ | Northeast | Midwest | South | West |
| Liberals | 9% | 15% | 3% | 9% | 11% | 6% | 6% | 7% | 8% | 8% | 6% | 9% | 11% |
| Conservatives | 44% | 26% | 44% | 67% | 28% | 69% | 42% | 53% | 40% | 41% | 49% | 45% | 41% |
| Both groups equally | 31% | 40% | 34% | 16% | 34% | 20% | 33% | 27% | 30% | 28% | 31% | 34% | 29% |
| Neither group | 6% | 6% | 8% | 1% | 12% | 0% | 5% | 4% | 10% | 13% | 4% | 3% | 6% |
| Not sure | 11% | 13% | 12% | 7% | 14% | 5% | 14% | 9% | 11% | 11% | 10% | 9% | 14% |
| Totals | 101% | 100% | 101% | 100% | 99% | 100% | 100% | 100% | 99% | 101% | 100% | 100% | 101% |
| Unweighted N | (568) | (189) | (211) | (168) | (232) | (229) | (220) | (163) | (123) | (100) | (115) | (204) | (149) |

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| | |
|-------------------------------|---|
| Interviewing Dates | January 27 - 29, 2021 |
| Target population | U.S. Citizens, aged 18 and over. |
| Sampling method | Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2016 American Community Study. Voter registration was imputed from the November 2016 Current Population Survey Registration and Voting Supplement. |
| Weighting | The sample was weighted based on gender, age, race, education, news interest, and 2016 Presidential vote (or non-vote). The weights range from 0.2 to 6.487, with a mean of one and a standard deviation of 0.944. |
| Number of respondents | 1000 |
| Margin of error | ± 4.3% (adjusted for weighting) |
| Survey mode | Web-based interviews |
| Questions not reported | 59 questions not reported. |