

HuffPost: Cancel Culture

September 2 - 5, 2020 - 1000 US adult citizens



1. Heard of Cancel Culture

Have you heard of the term "cancel culture"?

	Total	Registered voters		Gender		Age (4 category)				Race (4 category)			
		Yes		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	50%	57%		52%	48%	54%	49%	50%	47%	54%	40%	40%	47%
No	50%	43%		48%	52%	46%	51%	50%	53%	46%	60%	60%	53%
Totals	100%	100%		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(990)	(781)		(481)	(509)	(230)	(203)	(352)	(205)	(662)	(117)	(116)	(95)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	50%	51%	50%	48%	54%	62%	43%	54%	62%	49%	56%	48%	48%
No	50%	49%	50%	52%	46%	38%	57%	46%	38%	51%	44%	52%	52%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(990)	(348)	(388)	(254)	(294)	(230)	(428)	(268)	(173)	(226)	(191)	(336)	(237)

2. Used Cancel Culture Term

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

Asked of those who have heard the term 'Cancel Culture'

	Registered voters		Gender		Age (4 category)				Race (4 category)			
	Total	Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	21%	20%	18%	23%	32%	28%	14%	9%	19%	31%	15%	28%
No	78%	77%	80%	75%	65%	70%	84%	90%	80%	64%	81%	71%
Not sure	2%	2%	2%	2%	3%	2%	2%	1%	1%	5%	4%	1%
Totals	101%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(562)	(493)	(292)	(270)	(137)	(114)	(199)	(112)	(404)	(54)	(50)	(54)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	21%	13%	25%	24%	13%	22%	21%	19%	27%	22%	21%	17%	26%
No	78%	84%	74%	76%	84%	77%	77%	79%	72%	77%	77%	81%	73%
Not sure	2%	3%	2%	1%	3%	1%	2%	2%	1%	1%	3%	2%	1%
Totals	101%	100%	101%	101%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(562)	(205)	(220)	(137)	(191)	(155)	(203)	(164)	(124)	(120)	(117)	(182)	(143)

3. Cancel Culture a Serious Problem

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

Asked of those who have heard the term 'Cancel Culture'

	Registered voters		Gender		Age (4 category)				Race (4 category)			
	Total	Yes	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very serious problem	36%	37%	37%	35%	25%	37%	40%	39%	36%	35%	25%	43%
Somewhat serious problem	28%	28%	29%	28%	39%	28%	21%	29%	26%	19%	49%	35%
Not very serious problem	18%	18%	16%	19%	19%	19%	19%	13%	20%	13%	9%	17%
Not at all serious problem	8%	8%	9%	8%	7%	9%	11%	3%	7%	20%	16%	1%
Not sure	10%	10%	9%	11%	10%	7%	9%	16%	12%	13%	1%	4%
Totals	100%	101%	100%	101%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(560)	(491)	(291)	(269)	(137)	(114)	(198)	(111)	(402)	(54)	(50)	(54)

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very serious problem	36%	18%	39%	52%	19%	58%	34%	36%	43%	33%	34%	39%	35%
Somewhat serious problem	28%	26%	28%	30%	23%	28%	26%	27%	32%	27%	26%	27%	34%
Not very serious problem	18%	30%	15%	7%	31%	6%	19%	21%	16%	18%	22%	16%	15%
Not at all serious problem	8%	13%	8%	2%	14%	2%	11%	5%	7%	12%	9%	6%	9%
Not sure	10%	13%	9%	8%	13%	6%	11%	11%	2%	11%	9%	13%	7%
Totals	100%	100%	99%	99%	100%	100%	101%	100%	100%	101%	100%	101%	100%
Unweighted N	(560)	(203)	(220)	(137)	(189)	(155)	(203)	(164)	(123)	(120)	(117)	(182)	(141)

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Interviewing Dates	September 2 - 5, 2020
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. The weights range from 0.042 to 4.739, with a mean of one and a standard deviation of 0.857.
Number of respondents	1000
Margin of error	± 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	50 questions not reported.