

## Topline questionnaire

**2020 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL  
WAVE 74 SEPTEMBER 2020  
FINAL TOPLINE  
SEPTEMBER 8-13, 2020  
N= 10,093**

**THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. OTHER QUESTIONS ON THIS SURVEY HAVE BEEN PREVIOUSLY RELEASED.**

**NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (\*). ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING.**

	<b>Sample size</b>	<b>Margin of error at 95% confidence level</b>
U.S. adults	10,093	+/- 1.6 percentage points

**ASK ALL:**

CANCUL1 In general, when people publicly call out others on social media for posting content that might be considered offensive, are they more likely to... **[RANDOMIZE RESPONSE OPTIONS]**

Sept 8-13, 2020

58	Hold people accountable for their actions
38	Punish people who didn't deserve it
5	No answer

**ASK IF THINK IT HOLDS PEOPLE ACCOUNTABLE (CANCUL1=1) [N=6,093]:**

CCACCOUNT Please explain why you think calling out offensive content on social media is more likely to hold people accountable for their actions. [OPEN-END RESPONSE, CODED ANSWERS SHOWN BELOW]

Sept 8-13, 2020

17	It's a teaching/learning moment
10	People need to consider the consequences of what they say
6	Social ills such as racism or sexism are exposed
6	People need to think before they speak
6	It's a form of accountability
5	They have mixed views about whether it's accountability
4	Things said online matter
4	Silence suggests acceptance
3	It's a step toward a better society
2	People will have to explain themselves
2	Personal anecdotes or stories
10	Other
37	No answer

**ASK IF THINK IT PUNISHES PEOPLE (CANCUL1=2) [N=3,518]:**

CCPUNISH Please explain why you think calling out offensive content on social media is more likely to punish people who didn't deserve it. [OPEN-END RESPONSE, CODED ANSWERS SHOWN BELOW]

Sept 8-13, 2020

18	People need to consider the context in which the statement was made
13	People are overreacting
12	It's a matter of free speech
11	"Offensive" is a subjective term
8	Social media is the wrong place for these conversations
6	It doesn't solve anything/makes things worse
5	People should take a different action if they are offended
3	People are trying to force their views on others
3	People cancel anyone they disagree with
3	They feel like White people are being marginalized
3	They have mixed views about whether it's punishment
3	Personal anecdotes or stories
1	People try to look good by calling out others
12	Other
28	No answer

**ASK ALL:**

CANCUL2 How much, if at all, have you heard about the phrase "cancel culture"?

Sept 8-13, 2020

22	A great deal
22	A fair amount
18	Not too much
38	None at all
*	No answer

**ASK IF HEARD AT LEAST A FAIR AMOUNT ABOUT CANCEL CULTURE (CANCUL2=1-2) [N=4,846]:**

CANCUL3 In your own words, what do you think cancel culture means? [OPEN-END RESPONSE, CODED ANSWERS SHOWN BELOW]

Sept 8-13, 2020

49	Actions taken to hold others accountable
14	Censorship of speech or history
12	Mean-spirited actions taken to cause others harm
9	People cancelling anyone they disagree with
6	Those who are challenged face consequences like being fired or boycotted
5	An attack on traditional American society
4	A way to call out racism, sexism, etc.
2	A misrepresentation of people's actions
8	Other
18	No answer

PARTY In politics today, do you consider yourself a:

**ASK IF INDEP/SOMETHING ELSE (PARTY=3 or 4) OR MISSING:**

PARTYLN As of today do you lean more to...<sup>4</sup>

<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	<u>Something else</u>	<u>No answer</u>	<u>Lean Rep</u>	<u>Lean Dem</u>
27	30	29	13	1	18	21

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<sup>4</sup> PARTY and PARTYLN asked in a prior survey.