

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

**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.**

| U.S. adults     |  | Sample size<br>10,093         | Margin of error at 95%<br>confidence level<br>+/- 1.6 percentage points |                                    |                                |                  |
|-----------------|--|-------------------------------|---|------------------------------------|--------------------------------|------------------|
| <b>ASK ALL:</b> |  |                               |   |                                    |                                |                  |
| TOPICINT        | In the past three months, how much attention have you been paying to each of the following? <b>[RANDOMIZE ITEMS]</b> |                               |   |                                    |                                |                  |
|                 |  | <u>A lot of<br/>attention</u> | <u>Some<br/>attention</u>   | <u>Only a little<br/>attention</u> | <u>No attention<br/>at all</u> | <u>No answer</u> |
| a.              | Issues of race and racial<br>inequality<br>Sept 8-13, 2020   | 43                            | 35  | 15                                 | 6                              | *                |
| b.              | The presidential election<br>Sept 8-13, 2020   | 44                            | 35  | 15                                 | 6                              | *                |
| c.              | What's been happening with<br>the economy<br>Sept 8-13, 2020   | 40                            | 41  | 15                                 | 3                              | *                |
| d.              | The coronavirus outbreak<br>Sept 8-13, 2020  | 52                            | 34  | 12                                 | 3                              | *                |
| e.              | The return of professional<br>sports<br>Sept 8-13, 2020  | 12                            | 26  | 30                                 | 32                             | *                |

**ASK ALL:**  
INEQATTN Thinking about issues of race and racial inequality, in the past three months, would you say you have been paying... **[RANDOMIZE RESPONSE OPTIONS 1 AND 2 WITH OPTION 3 ALWAYS LAST]**

Sept 8-13, 2020

|    |  |
|----|--|
| 52 | More attention to these issues than you did before |
| 11 | Less attention to these issues than you did before |
| 37 | About the same amount of attention to these issues |
| *  | No answer  |

**ASK ALL:**

RACECONV In the past three months, when you have had conversations about race, how often, if ever, have you had these conversations with people who are not the same race as you?

Sept 8-13, 2020

|    |   |
|----|---|
| 9  | All or most of the time   |
| 38 | Some of the time  |
| 26 | Rarely  |
| 14 | Never   |
| 12 | I haven't had conversations about race in the past three months |
| *  | No answer   |

**ASK ALL:**

EDUCRACE In the past three months, how much, if anything, have you done to educate yourself about the history of racial inequality in our country?

Sept 8-13, 2020

|    |                |
|----|----------------|
| 13 | A lot          |
| 40 | Some           |
| 28 | Not much       |
| 19 | Nothing at all |
| *  | No answer      |

**ASK ALL:**

MINBUS In the past three months, how often, if ever, would you say you've made efforts to support a business because it was owned by someone from a racial or ethnic minority group?

Sept 8-13, 2020

|    |                         |
|----|-------------------------|
| 7  | All or most of the time |
| 29 | Some of the time        |
| 24 | Rarely                  |
| 37 | Never                   |
| 2  | No answer               |

**ASK ALL**

COMMDIV When it comes to racial and ethnic diversity, would you describe the community where you live as...

Sept 8-13, 2020

|    |                    |
|----|--------------------|
| 23 | Very diverse       |
| 42 | Somewhat diverse   |
| 26 | Not too diverse    |
| 9  | Not at all diverse |
| 1  | No answer          |

**DISPLAY TO ALL:**

Thinking now about efforts to produce a vaccine for the coronavirus, COVID-19...

**ASK ALL:**

COVID\_SCI6E If a vaccine to prevent COVID-19 were available today, would you...

Sept 8-13, 2020

|    |                                |
|----|--------------------------------|
| 21 | Definitely get the vaccine     |
| 30 | Probably get the vaccine       |
| 25 | Probably NOT get the vaccine   |
| 24 | Definitely NOT get the vaccine |
| *  | No answer                      |

Apr 29-May 5, 2020

|    |
|----|
| 42 |
| 30 |
| 16 |
| 11 |
| 1  |

**ASK IF PROBABLY OR DEFINITELY WOULD NOT GET VACCINE [COVID\_SCI6E=3,4]:**

NOCVACC How much of a reason, if any, is each of the following for why you would **[IF COVID\_SCI6E=3: probably; IF COVID\_SCI6E=4: definitely]** NOT get a vaccine to prevent COVID-19? **[RANDOMIZE]**

|   | <u>A major<br/>reason</u> | <u>A minor<br/>reason</u> | <u>Not a<br/>reason</u> | <u>No answer</u> |
|---|---------------------------|---------------------------|-------------------------|------------------|
| a. Concern about side effects<br>Sept 8-13, 2020                | 76                        | 14                        | 9                       | *                |
| b. Do not think I need it<br>Sept 8-13, 2020                    | 31                        | 24                        | 45                      | 1                |
| c. It would cost too much<br>Sept 8-13, 2020                    | 13                        | 19                        | 67                      | 1                |
| d. Want to know more about how well it works<br>Sept 8-13, 2020 | 72                        | 12                        | 15                      | 1                |

**ASK IF PROBABLY OR DEFINITELY WOULD GET VACCINE [COVID\_SCI6E=1,2]:**

VACCNCRN How much, if at all, would each of the following influence whether you, personally, would get a vaccine to prevent COVID-19? **[RANDOMIZE]**

|   | Would make<br>me A LOT less<br>likely to get a<br><u>vaccine</u> | Would make<br>me A LITTLE<br>less likely to<br><u>get a vaccine</u> | Would not<br>make a<br><u>difference</u> | No<br><u>answer</u> |
|---|--|---|--|---------------------|
| a. You had to pay out-of-pocket to get it<br>Sept 8-13, 2020                  | 21   | 36  | 42                                       | *                   |
| b. The vaccine was effective about 60%<br>of the time<br>Sept 8-13, 2020      | 15   | 40  | 45                                       | *                   |
| c. Many people experienced minor side<br>effects<br>Sept 8-13, 2020           | 14   | 43  | 42                                       | 1                   |
| d. You needed to get the vaccine again<br>every year or so<br>Sept 8-13, 2020 | 10   | 20  | 70                                       | *                   |

**ASK ALL:**

VACCNFDT How much confidence, if any, do you have that the research and development process will produce a vaccine for COVID-19 in the U.S. that is safe and effective?

Sept 8-13, 2020

|    |                             |
|----|-----------------------------|
| 19 | A great deal of confidence  |
| 45 | A fair amount of confidence |
| 25 | Not too much confidence     |
| 10 | No confidence at all        |
| *  | No answer                   |

**ASK ALL:**

VACCDEV Thinking about the development of a vaccine for COVID-19, which of the following concerns you more?

Approval of a vaccine will move... **[RANDOMIZE]**

Sept 8-13, 2020

|    |  |
|----|--|
| 78 | Too fast without fully establishing it is safe and effective             |
| 20 | Too slowly, creating unnecessary delays in providing access to a vaccine |
| 2  | No answer  |

**ASK ALL:**

VACCHAPPEN Once a vaccine for COVID-19 is approved in the U.S., how likely do you think it is that...  
**[RANDOMIZE]**

|  | <u>Very likely</u> | <u>Somewhat likely</u> | <u>Not too likely</u> | <u>Not at all likely</u> | <u>No answer</u> |
|--|--------------------|------------------------|-----------------------|--------------------------|------------------|
| a. Everyone who wants it will have quick and easy access to a coronavirus vaccine<br>Sept 8-13, 2020     | 14                 | 34                     | 40                    | 12                       | *                |
| b. Enough Americans will get vaccinated to stop the spread of the disease<br>Sept 8-13, 2020             | 11                 | 42                     | 37                    | 9                        | 1                |
| c. A vaccine will be used before we fully understand whether it is safe and effective<br>Sept 8-13, 2020 | 36                 | 41                     | 18                    | 5                        | *                |

**DISPLAY TO ALL ON THE FIRST OF THE TWO RACESURV5 SCREENS. DO NOT SHOW 'ON A DIFFERENT TOPIC...' TEXT ON THE SECOND SCREEN:**

On a different topic...

**ASK ALL:**

RACESURV5 Overall, how does each of the following affect people's ability to get ahead in our country these days? **[RANDOMIZE ITEMS ACROSS TWO SCREENS; SHOW RESPONSE OPTIONS 1-4 IN REVERSE FOR RANDOM ½ OF RESPONDENTS WITH OPTION 5 ALWAYS LAST]**

|              |                                 | Helps a<br><u>lot</u> | Helps a<br><u>little</u> | Hurts a<br><u>little</u> | Hurts a<br><u>lot</u> | Neither helps<br><u>nor hurts</u> | <u>No answer</u> |
|--------------|---------------------------------|-----------------------|--------------------------|--------------------------|-----------------------|-----------------------------------|------------------|
| a.           | Being White <sup>1</sup>        |                       |                          |                          |                       |                                   |                  |
|              | Sept 8-13, 2020                 | 40                    | 19                       | 7                        | 3                     | 29                                | 1                |
|              | Jan 22-Feb 5, 2019 <sup>2</sup> | 38                    | 21                       | 7                        | 4                     | 28                                | 1                |
| b.           | Being Black                     |                       |                          |                          |                       |                                   |                  |
|              | Sept 8-13, 2020                 | 8                     | 10                       | 25                       | 33                    | 24                                | 1                |
|              | Jan 22-Feb 5, 2019              | 7                     | 10                       | 30                       | 25                    | 26                                | 1                |
| c.           | Being Hispanic                  |                       |                          |                          |                       |                                   |                  |
|              | Sept 8-13, 2020                 | 5                     | 11                       | 36                       | 19                    | 29                                | 1                |
|              | Jan 22-Feb 5, 2019              | 6                     | 11                       | 35                       | 17                    | 30                                | 1                |
| d.           | Being Asian                     |                       |                          |                          |                       |                                   |                  |
|              | Sept 8-13, 2020                 | 6                     | 21                       | 26                       | 6                     | 41                                | 1                |
|              | Jan 22-Feb 5, 2019              | 8                     | 26                       | 18                       | 3                     | 44                                | 1                |
| NO ITEMS e-h |                                 |                       |                          |                          |                       |                                   |                  |
| i.           | Being a man                     |                       |                          |                          |                       |                                   |                  |
|              | Sept 8-13, 2020                 | 37                    | 23                       | 7                        | 3                     | 29                                | 1                |
|              | Jan 22-Feb 5, 2019              | 38                    | 28                       | 7                        | 3                     | 24                                | 1                |
| j.           | Being a woman                   |                       |                          |                          |                       |                                   |                  |
|              | Sept 8-13, 2020                 | 6                     | 15                       | 39                       | 11                    | 28                                | 1                |
|              | Jan 22-Feb 5, 2019              | 8                     | 15                       | 41                       | 10                    | 25                                | 1                |

<sup>1</sup> In this survey, "White" and "Black" are capitalized in accordance with new Pew Research Center style. In past surveys, both words were lowercase.

<sup>2</sup> The 2019 survey included additional items not asked in the 2020 survey.

**ASK ALL:**

RACESURV6 When it comes to racial discrimination, which do you think is the bigger problem for the country today? **[RANDOMIZE RESPONSE OPTIONS]**

| <u>Sept 8-13, 2020</u> |  | <u>Jan 22-Feb 5, 2019</u> |
|------------------------|--|---------------------------|
| 43                     | People seeing racial discrimination where it really does NOT exist | 42                        |
| 56                     | People NOT seeing racial discrimination where it really DOES exist | 57                        |
| 2                      | No answer  | 1                         |

**ASK ALL:**

RACESURV12 When it comes to giving Black people equal rights with White people, do you think our country has... **[RANDOMIZE OPTIONS 1-2 WITH 3 ALWAYS LAST]**

| <u>Sept 8-13, 2020</u> |                     | <u>Jan 22-Feb 5, 2019<sup>3</sup></u> |
|------------------------|---------------------|---------------------------------------|
| 15                     | Gone too far        | 15                                    |
| 49                     | Not gone far enough | 45                                    |
| 34                     | Been about right    | 39                                    |
| 2                      | No answer           | 1                                     |

**ASK IF OUR COUNTRY HAS NOT GONE FAR ENOUGH (RACESURV12=2) [n=5,424]:**

RACESURV13 How likely, if at all, is it that Black people in our country will eventually have equal rights with White people?

| <u>Sept 8-13, 2020</u> |                   | <u>Jan 22-Feb 5, 2019</u> |
|------------------------|-------------------|---------------------------|
| 15                     | Very likely       | 19                        |
| 45                     | Somewhat likely   | 46                        |
| 31                     | Not too likely    | 28                        |
| 8                      | Not at all likely | 7                         |
| 1                      | No answer         | *                         |

**RACESURV12/RACESURV13 COMBO TABLE****BASED ON TOTAL:**

| <u>Sept 8-13, 2020</u> |                         |
|------------------------|-------------------------|
| 15                     | Gone too far            |
| 49                     | Not gone far enough     |
| 7                      | Very likely             |
| 22                     | Somewhat likely         |
| 15                     | Not too likely          |
| 4                      | Not at all likely       |
| *                      | No answer to RACESURV13 |
| 34                     | Been about right        |
| 2                      | No answer to RACESURV12 |

<sup>3</sup> In the 2019 survey, the question wording was: "When it comes to giving black people equal rights with whites, do you think our country has..."

**ASK ALL:**

RACATTN

In general, do you think there is too much, too little, or about the right amount of attention paid to race and racial issues in our country these days? **[RANDOMIZE OPTIONS 1 AND 2 WITH 3 ALWAYS LAST]**

| <u>Sept 8-13, 2020</u> |                                     | <u>Jan 22-Feb 5, 2019<sup>4</sup></u> | <u>Feb 28-Mar 12, 2017</u> |
|------------------------|-------------------------------------|---------------------------------------|----------------------------|
| 41                     | Too much attention                  | 41                                    | 45                         |
| 36                     | Too little attention                | 37                                    | 34                         |
| 21                     | About the right amount of attention | 21                                    | 20                         |
| 2                      | No answer                           | 1                                     | 1                          |

**ASK ALL:**

RACESURV28

In general in our country these days, would you say that **[RANDOMIZE: (Black people are treated less fairly than White people), (White people are treated less fairly than Black people)]**, or both are treated about equally in each of the following situations?  
**[RANDOMIZE ITEMS; SPLIT OVER TWO SCREENS; SHOW RESPONSE OPTIONS 1-2 IN SAME ORDER AS STEM WITH OPTION 3 ALWAYS LAST]**

|           |                                      | <u>Black people are<br/>treated less fairly<br/>than White people</u> | <u>White people are<br/>treated less fairly<br/>than Black people</u> | <u>Both are<br/>treated about<br/>equally</u> | <u>No<br/>answer</u> |
|-----------|--------------------------------------|---|---|---|----------------------|
| a.        | In hiring, pay and promotions        |   |   |   |                      |
|           | Sept 8-13, 2020                      | 52  | 7   | 39  | 2                    |
|           | Jan 22-Feb 5, 2019                   | 52  | 6   | 41  | 2                    |
| b.        | In stores or restaurants             |   |   |   |                      |
|           | Sept 8-13, 2020                      | 44  | 2   | 53  | 1                    |
|           | Jan 22-Feb 5, 2019                   | 45  | 2   | 52  | 1                    |
| c.        | When applying for a loan or mortgage |   |   |   |                      |
|           | Sept 8-13, 2020                      | 49  | 3   | 46  | 2                    |
|           | Jan 22-Feb 5, 2019                   | 45  | 3   | 50  | 2                    |
| d.        | In dealing with the police           |   |   |   |                      |
|           | Sept 8-13, 2020                      | 65  | 3   | 31  | 1                    |
|           | Jan 22-Feb 5, 2019                   | 67  | 3   | 30  | 1                    |
| NO ITEM e |                                      |   |   |   |                      |
| f.        | When voting in elections             |   |   |   |                      |
|           | Sept 8-13, 2020                      | 37  | 3   | 59  | 1                    |
|           | Jan 22-Feb 5, 2019                   | 35  | 3   | 60  | 1                    |
| g.        | When seeking medical treatment       |   |   |   |                      |
|           | Sept 8-13, 2020                      | 42  | 3   | 54  | 1                    |
|           | Jan 22-Feb 5, 2019                   | 33  | 3   | 63  | 1                    |

<sup>4</sup> In the 2017 and 2019 surveys, the response options were not randomized.



**ASK ALL:**

IMPPEOPLE How important, if at all, do you think it is for people in our country to do each of the following? **[RANDOMIZE ITEMS]**

|    |  | <u>Very<br/>important</u> | <u>Somewhat<br/>important</u> | <u>Not too<br/>important</u> | <u>Not at all<br/>important</u> | <u>No answer</u> |
|----|--|---------------------------|-------------------------------|------------------------------|---------------------------------|------------------|
| a. | Educate themselves about the history of racial inequality in our country<br>Sept 8-13, 2020    | 48                        | 32                            | 11                           | 8                               | 1                |
| b. | Confront other people when they say or do something racist<br>Sept 8-13, 2020                  | 42                        | 35                            | 12                           | 9                               | 1                |
| c. | Support businesses that are owned by racial or ethnic minorities<br>Sept 8-13, 2020            | 29                        | 38                            | 17                           | 16                              | 1                |
| d. | Attend protests or rallies focused on issues related to racial equality<br>Sept 8-13, 2020     | 14                        | 28                            | 26                           | 31                              | 1                |
| e. | Choose to live in communities that are racially and ethnically diverse<br>Sept 8-13, 2020      | 22                        | 34                            | 24                           | 19                              | 1                |
| f. | Have conversations about race with people who are not the same race as them<br>Sept 8-13, 2020 | 36                        | 36                            | 15                           | 11                              | 1                |

**ASK IF THINKS COUNTRY HAS NOT GONE FAR ENOUGH (RACESURV12=2) [n=5,424]:**

REDRACIALINEQ How much, if at all, do you think each of the following would do to reduce inequality between Black people and White people in our country? **[RANDOMIZE ITEMS]**

|    |  | <u>Very<br/>important</u> | <u>Somewhat<br/>important</u> | <u>Not too<br/>important</u> | <u>Not at all<br/>important</u> | <u>No answer</u> |
|----|--|---------------------------|-------------------------------|------------------------------|---------------------------------|------------------|
| a. | The U.S. government paying cash reparations to Black people in our country who are the descendants of slaves |                           |                               |                              |                                 |                  |
|    | Sept 8-13, 2020  | 20                        | 28                            | 27                           | 24                              | 1                |
| b. | Companies and organizations taking race and ethnicity into account in decisions about hiring and promotions  |                           |                               |                              |                                 |                  |
|    | Sept 8-13, 2020  | 34                        | 42                            | 14                           | 9                               | 1                |
| c. | Colleges and universities taking race and ethnicity into account in decisions about admissions               |                           |                               |                              |                                 |                  |
|    | Sept 8-13, 2020  | 27                        | 44                            | 18                           | 9                               | 1                |
| d. | More people participating in training on diversity and inclusion   |                           |                               |                              |                                 |                  |
|    | Sept 8-13, 2020  | 48                        | 36                            | 11                           | 4                               | 1                |
| e. | Limiting the scope of policing to focus on serious and violent crimes  |                           |                               |                              |                                 |                  |
|    | Sept 8-13, 2020  | 40                        | 37                            | 16                           | 7                               | 1                |
| f. | Redrawing school boundaries to create more racially and ethnically diverse schools                           |                           |                               |                              |                                 |                  |
|    | Sept 8-13, 2020  | 43                        | 38                            | 12                           | 5                               | 1                |

**ASK IF THINKS COUNTRY HAS NOT GONE FAR ENOUGH (RACESURV12=2) [n=5,424]:**

REDRACIALINEQOTH Are there any other measures that you think would do A LOT to reduce inequality between Black people and White people in our country that haven't already been mentioned? **[OPEN-END RESPONSE, CODED ANSWERS SHOWN BELOW]**

**BASED ON THINKS COUNTRY HAS NOT GONE FAR ENOUGH AND PROVIDED ANSWER TO REDRACIALINEQOTH [n=2,244]:**Sept 8-13, 2020

|    |  |
|----|--|
| 17 | Acknowledging history of racism in the U.S./accurate history education |
| 16 | Policies aimed at addressing systemic inequality                       |
| 14 | Not focusing on a person's race/Colorblindness                         |
| 13 | Police or criminal justice reform                                      |
| 13 | Improving schools  |
| 9  | Increasing racial diversity  |
| 6  | New government/leaders/president                                       |
| 5  | More diversity training  |
| 4  | Improving housing  |
| 4  | Voting laws  |
| 2  | Reducing stereotypes/bias in media                                     |
| 2  | Banning/regulating hate groups   |
| 15 | Other  |

**ASK ALL:**

BLM From what you've read and heard, how do you feel about the Black Lives Matter movement? **[SHOW RESPONSE OPTIONS IN REVERSE FOR RANDOM ½ OF RESPONDENTS]**

Sept 8-13, 2020

|    |                  |
|----|------------------|
| 29 | Strongly support |
| 26 | Somewhat support |
| 14 | Somewhat oppose  |
| 30 | Strongly oppose  |
| 1  | No answer        |

June 4-10, 2020

|    |
|----|
| 38 |
| 29 |
| 13 |
| 17 |
| 2  |

**DISPLAY TO ALL:**

As you may know, there has been a lot of attention paid to issues related to race and racial inequality in our country in the past three months, sparked by the death of George Floyd, a Black man who was killed by a White police officer in Minneapolis.

**ASK ALL:**

RACECHNG Do you think the increased focus on issues of race and racial inequality in our country in the past three months represents a change in the way most Americans think about these issues?

Sept 8-13, 2020

|    |                     |
|----|---------------------|
| 34 | Yes, a major change |
| 42 | Yes, a minor change |
| 22 | No, not a change    |
| 1  | No answer           |

**ASK FORM 1 ONLY [n=5,048]:**

IMPLIVES Do you think the increased focus on issues of race and racial inequality in our country in the past three months... **[RANDOMIZE RESPONSE OPTIONS]**

Sept 8-13, 2020

|    |  |
|----|--|
| 52 | Will lead to changes that will improve the lives of Black people     |
| 46 | Will NOT lead to changes that will improve the lives of Black people |
| 2  | No answer  |

**ASK FORM 2 ONLY [n=5,045]:**

POLICYCHNG Do you think the increased focus on issues of race and racial inequality in our country in the past three months... **[RANDOMIZE RESPONSE OPTIONS]**

Sept 8-13, 2020

|    |  |
|----|--|
| 48 | Will lead to major policy changes to address racial inequality     |
| 51 | Will NOT lead to major policy changes to address racial inequality |
| 2  | No answer  |

**ASK IF INTERNET USER (XTABLET=2) [N=9,925]:**

SNSUSE Do you ever use social media sites like Facebook, Twitter, or Instagram?

Sept 8-13, 2020

|    |                                     |
|----|-------------------------------------|
| 76 | Yes, I use social media sites       |
| 24 | No, I do not use social media sites |
| *  | No answer                           |

**ASK IF SOCIAL MEDIA USER (SNSUSE=1) [n=7,453]:**

POSTRACE In the past three months, how many of your friends or family members have expressed opposition to racism or racial inequality on social media?

Sept 8-13, 2020

|    |             |
|----|-------------|
| 19 | All or most |
| 43 | Some        |
| 19 | Only a few  |
| 19 | None        |
| 1  | No answer   |

**ASK IF AT LEAST A FEW FRIENDS OR FAMILY MEMBERS HAVE POSTED (POSTRACE=1-3) [n=6,170]:**

POSTMOTIVE Thinking about your friends or family members who have expressed opposition to racism or racial inequality on social media in the past three months, how many of them do you think were motivated by each of the following? **[RANDOMIZE ITEMS]**

|  | All or most | Some | Only a few | None | No answer |
|--|-------------|------|------------|------|-----------|
| a. Genuine concern about the treatment of Black people in our country<br>Sept 8-13, 2020         | 36          | 39   | 18         | 6    | *         |
| b. Social pressure to express their opposition to racism or racial inequality<br>Sept 8-13, 2020 | 19          | 39   | 23         | 19   | 1         |

**DISPLAY TO ALL:**

Now thinking about content people might post online that others might find offensive...

**ASK ALL:**

JOKE1 Which comes closer to your view, even if neither is exactly right? **[RANDOMIZE RESPONSE OPTIONS]**

Sept 8-13, 2020

|    |  |
|----|--|
| 42 | Offensive content online is too often excused as not a big deal  |
| 55 | Many people take offensive content they see online too seriously |
| 3  | No answer  |

Jan 9-23, 2017

|    |
|----|
| 44 |
| 54 |
| 2  |

**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

TBD  
TBD  
TBD  
TBD  
TBD  
TBD  
TBD  
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

TBD  
TBD  
TBD  
TBD  
TBD  
TBD  
TBD  
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=X]:**

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

Sept 8-13, 2020

|           |
|-----------|
| TBD       |
| TBD       |
| TBD       |
| TBD       |
| TBD       |
| TBD       |
| TBD       |
| No answer |

**ASK ALL:**

SMPOLAD1 Do you think social media companies should...

Sept 8-13, 2020

|    |  |
|----|--|
| 26 | Allow all political ads on their platforms       |
| 19 | Only allow some political ads on their platforms |
| 54 | Not allow any political ads on their platforms   |
| 2  | No answer  |

**ASK ALL:**

SMPOLAD2 How acceptable, if at all, do you think it is for social media companies to use data about their users' online activities to show them ads from political campaigns?

Sept 8-13, 2020

|    |                       |
|----|-----------------------|
| 4  | Very acceptable       |
| 18 | Somewhat acceptable   |
| 24 | Not very acceptable   |
| 53 | Not acceptable at all |
| 1  | No answer             |

**ASK IF SOCIAL MEDIA USER (SNSUSE=1) [N=7,453]:**

AVOIDPT1 How often, if ever, do you post or share things about political or social issues on social media?

Sept 8-13, 2020

|    |           |
|----|-----------|
| 9  | Often     |
| 20 | Sometimes |
| 30 | Rarely    |
| 40 | Never     |
| *  | No answer |

**ASK IF NEVER OR RARELY POST ABOUT POLITICAL OR SOCIAL ISSUES (AVOIDPT1=3-4)**  
**[N=5,066]:**

AVOIDPT2 Please indicate if each of the following is a reason why you do not post about political or social issues on social media. **[RANDOMIZE ITEMS]**

|  | <u>Major reason</u> | <u>Minor reason</u> | <u>Not a reason</u> | <u>No answer</u> |
|--|---------------------|---------------------|---------------------|------------------|
| a. Don't want to offend others<br>Sept 8-13, 2020                                    | 20                  | 25                  | 55                  | *                |
| b. Not something I pay close<br>attention to<br>Sept 8-13, 2020                      | 21                  | 24                  | 54                  | 1                |
| c. Don't have anything to add to the<br>conversation<br>Sept 8-13, 2020              | 23                  | 24                  | 52                  | 1                |
| d. Don't want the things I post or<br>share to be used against me<br>Sept 8-13, 2020 | 33                  | 23                  | 44                  | *                |
| e. Don't want to be attacked for my<br>views<br>Sept 8-13, 2020                      | 32                  | 23                  | 45                  | 1                |

**ASK ALL:**

PROB1a Thinking of some experiences that might happen to people when they use the internet, how much of a problem, if at all, is people being harassed or bullied?<sup>5</sup>

| <u>Sept 8-13, 2020</u> |               | <u>Jan 9-23, 2017</u> |
|------------------------|---------------|-----------------------|
| 55                     | Major problem | 62                    |
| 37                     | Minor problem | 33                    |
| 7                      | Not a problem | 4                     |
| 2                      | No answer     | 1                     |

**ASK ALL:**

SMSUEOH In your opinion, should people who have been bullied or harassed by others on social media be able to sue the platforms where the harassment occurred? **[RANDOMIZE ITEMS]**

| <u>Sept 8-13, 2020</u> |   |
|------------------------|---|
| 33                     | Yes, they should be able to sue social media platforms    |
| 63                     | No, they should not be able to sue social media platforms |
| 4                      | No answer   |

<sup>5</sup> In the 2017 survey, this was part of a larger battery regarding how much of a problem, if at all, people thought various experiences that might happen to people when they use the internet might be.

**ASK ALL:**

OHCONS

How effective, if at all, do you think the following steps would be in helping to reduce harassment or bullying on social media? **[RANDOMIZE ITEMS]**

|    |  | <u>Very<br/>effective</u> | <u>Somewhat<br/>effective</u> | <u>Not too<br/>effective</u> | <u>Not at all<br/>effective</u> | <u>No<br/>answer</u> |
|----|--|---------------------------|-------------------------------|------------------------------|---------------------------------|----------------------|
| a. | Criminal charges for users who bully or harass<br>Sept 8-13, 2020                          | 43                        | 32                            | 14                           | 10                              | 1                    |
| b. | Users getting temporarily suspended if they bully or harass others<br>Sept 8-13, 2020      | 32                        | 37                            | 19                           | 10                              | 1                    |
| c. | Users getting permanently suspended if they bully or harass others<br>Sept 8-13, 2020      | 51                        | 29                            | 12                           | 7                               | 1                    |
| d. | Social media companies proactively deleting bullying or harassing posts<br>Sept 8-13, 2020 | 40                        | 33                            | 15                           | 10                              | 1                    |
| e. | Requiring users of these platforms to disclose their real identities<br>Sept 8-13, 2020    | 48                        | 29                            | 13                           | 9                               | 1                    |

**ASK ALL:**

SMOH

In your opinion, how good of a job are social media companies doing when it comes to addressing online harassment or bullying on their platforms?

Sept 8-13, 2020

|    |           |
|----|-----------|
| 2  | Excellent |
| 16 | Good      |
| 47 | Only fair |
| 32 | Poor      |
| 3  | No answer |



**ASK IF INTERNET USER (XTABLET=2) [N=9,925]:**

ON7 Which, if any, of the following have happened to you, personally, ONLINE?<sup>6</sup>  
**[RANDOMIZE ITEMS]**

|  | Yes, this has<br>happened to<br>me online <sup>7</sup> | No, this has<br>not happened<br>to me online | No answer |
|--|--|--|-----------|
| a. Been called offensive names                   |  |  |           |
| Sept 8-13, 2020                                  | 32   | 67   | 1         |
| Jan 9-23, 2017                                   | 30   | 70   |           |
| May 30-Jun 30, 2014                              | 27   | 73   |           |
| b. Been physically threatened                    |  |  |           |
| Sept 8-13, 2020                                  | 14   | 85   | 1         |
| Jan 9-23, 2017                                   | 10   | 90   |           |
| May 30-Jun 30, 2014                              | 8  | 92   |           |
| c. Been harassed for a sustained period          |  |  |           |
| Sept 8-13, 2020                                  | 11   | 88   | 1         |
| Jan 9-23, 2017                                   | 8  | 92   |           |
| May 30-Jun 30, 2014                              | 7  | 92   |           |
| d. Been stalked                                  |  |  |           |
| Sept 8-13, 2020                                  | 12   | 87   | 1         |
| Jan 9-23, 2017                                   | 8  | 92   |           |
| May 30-Jun 30, 2014                              | 8  | 92   |           |
| e. Had someone try to purposefully embarrass you |  |  |           |
| Sept 8-13, 2020                                  | 28   | 72   | 1         |
| Jan 9-23, 2017                                   | 25   | 75   |           |
| May 30-Jun 30, 2014                              | 22   | 78   |           |
| NO ITEMS F OR G                                  |  |  |           |
| h. Been sexually harassed                        |  |  |           |
| Sept 8-13, 2020                                  | 12   | 87   | 1         |
| Jan 9-23, 2017                                   | 7  | 93   |           |
| May 30-Jun 30, 2014                              | 6  | 94   |           |
| <b>Yes to any (NET)</b>                          |  |  |           |
| Sept 8-13, 2020                                  | <b>43</b>  |  |           |
| Jan 9-23, 2017                                   | <b>45</b>  |  |           |
| May 30-Jun 30, 2014                              | <b>40</b>  |  |           |

<sup>6</sup> The question wording in the 2014 survey was "Which, if any, of the following have occurred to you, personally, ONLINE?" which differs from the wording used in the 2017 and current surveys.

<sup>7</sup> This battery in the 2017 and 2014 surveys was a checklist where people were instructed to "Check all that apply," which differs slightly from the response options in the current survey. As a result, not checking a box (i.e., not responding to an item) in the 2017 and 2014 surveys was coded as people not experiencing that type of harassment online.

**ASK IF YES TO ANY IN ON7 (ON7a-h=1) [N=3,893]:**

IDENTITY Do you think any of these experiences were a result of your... [IF ONLY ONE SELECTED  
IN ON7 "Do you think this experience was a result of your..." ] **[RANDOMIZE ITEMS]**

|                       | Yes, were [was]<br>a result of this <sup>8</sup> | No, were [was]<br>not a result of this | No answer |
|-----------------------|--|--|-----------|
| a. Gender             |  |  |           |
| Sept 8-13, 2020       | 33   | 66                                     | *         |
| Jan 9-23, 2017        | 20   | 80                                     |           |
| NO ITEM B             |  |  |           |
| c. Sexual orientation |  |  |           |
| Sept 8-13, 2020       | 16   | 83                                     | 1         |
| Jan 9-23, 2017        | 8  | 92                                     |           |
| d. Political views    |  |  |           |
| Sept 8-13, 2020       | 50   | 50                                     | *         |
| Jan 9-23, 2017        | 35   | 65                                     |           |
| e. Religion           |  |  |           |
| Sept 8-13, 2020       | 19   | 81                                     | *         |
| Jan 9-23, 2017        | 12   | 88                                     |           |
| f. Race or ethnicity  |  |  |           |
| Sept 8-13, 2020       | 29   | 71                                     | *         |
| Jan 9-23, 2017        | 19   | 81                                     |           |

NO ITEMS G – I

<sup>8</sup> This battery in the 2017 survey was a checklist where people were instructed to "Check all that apply," which differs slightly from the response options in the current survey. As a result, not checking a box (i.e., not responding to an item) in the 2017 survey was coded as that characteristic not contributing to prior online harassment experiences.

**ASK IF YES TO MORE THAN 1 ITEM IN ON7 (MORE THAN 1 ON7a-h=1) [N=2,484]:**

ON7REC Still thinking about the behaviors you have experienced, which of the following were involved the MOST RECENT time something like this happened to you?

**[PROGRAMMING NOTE: ONLY INCLUDE SELECTED RESPONSES FROM ON7 AND DISPLAY IN SAME ORDER]**

**NOTE: RESULTS ARE PRESENTED BASED ON THOSE WHO HAVE EXPERIENCED ANY ONLINE HARASSMENT (ON7A-H=1) [N=3,893]**

|  | Yes, this was<br>involved the most<br><u>recent time</u> <sup>9</sup> | No, this was not<br>involved the most<br><u>recent time</u> | <u>No answer</u> |
|--|---|---|------------------|
| a. Being called offensive names                        |   |   |                  |
| Sept 8-13, 2020  | 54  | 46  | 1                |
| Jan 9-23, 2017   | 50  | 50  |                  |
| b. Being physically threatened                         |   |   |                  |
| Sept 8-13, 2020  | 14  | 85  | 1                |
| Jan 9-23, 2017   | 8   | 92  |                  |
| c. Being harassed for a sustained period               |   |   |                  |
| Sept 8-13, 2020  | 12  | 88  | *                |
| Jan 9-23, 2017   | 7   | 93  |                  |
| d. Being stalked                                       |   |   |                  |
| Sept 8-13, 2020  | 12  | 87  | 1                |
| Jan 9-23, 2017   | 8   | 92  |                  |
| e. Having someone try to purposefully<br>embarrass you |   |   |                  |
| Sept 8-13, 2020  | 39  | 60  | 1                |
| Jan 9-23, 2017   | 36  | 64  |                  |
| NO ITEMS F OR G  |   |   |                  |
| h. Being sexually harassed                             |   |   |                  |
| Sept 8-13, 2020  | 13  | 86  | 1                |
| Jan 9-23, 2017   | 6   | 94  |                  |

<sup>9</sup> This battery in the 2017 survey was a checklist where people were instructed to "Check all that apply," which differs slightly from the response options in the current survey. As a result, not checking a box (i.e., not responding to an item) in the 2017 survey was coded as that person not experiencing that type of harassment online in their most recent experience.

**ASK IF YES TO ANY IN ON7 (ON7a-h=1) [N=3,893]:**ON10 Thinking about your most recent experience, how upsetting was this, if at all?<sup>10</sup>**[REVERSE SCALE FOR RANDOM ½ OF RESPONDENTS]**

| <u>Sept 8-13, 2020</u> |                      | <u>Jan 9-23, 2017</u> | <u>May 30-Jun 30, 2014</u> |
|------------------------|----------------------|-----------------------|----------------------------|
| 10                     | Extremely upsetting  | 12                    | 14                         |
| 14                     | Very upsetting       | 14                    | 14                         |
| 28                     | Somewhat upsetting   | 25                    | 21                         |
| 27                     | A little upsetting   | 27                    | 30                         |
| 20                     | Not at all upsetting | 23                    | 22                         |
| *                      | No answer            | *                     | *                          |

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<sup>10</sup> The question wording in the 2014 survey was "Overall, how upsetting was this, if at all?" which differs from the wording used in the 2017 and current surveys.

**ASK IF YES TO ANY IN ON7 (ON7a-h=1) [N=3,893]:**

ON12 In which of the following online environments did your most recent experience occur?<sup>11</sup>  
**[RANDOMIZE ITEMS]**

|  | Yes, it happened in<br>this online<br>environment <sup>12</sup> | No, it did not<br>happen in this<br>online environment | No answer |
|--|---|--|-----------|
| a. Social media sites <sup>13</sup>              |   |  |           |
| Sept 8-13, 2020                                  | 75  | 25   | 1         |
| Jan 9-23, 2017                                   | 58  | 42   |           |
| May 30-Jun 30, 2014                              | 66  | 34   |           |
| b. Online dating sites or apps <sup>14</sup>     |   |  |           |
| Sept 8-13, 2020                                  | 10  | 88   | 1         |
| Jan 9-23, 2017                                   | 5   | 95   |           |
| May 30-Jun 30, 2014                              | 6   | 94   |           |
| NO ITEMS C OR D                                  |   |  |           |
| e. Online gaming                                 |   |  |           |
| Sept 8-13, 2020                                  | 16  | 83   | 1         |
| Jan 9-23, 2017                                   | 10  | 90   |           |
| May 30-Jun 30, 2014                              | 16  | 84   |           |
| f. Personal email account                        |   |  |           |
| Sept 8-13, 2020                                  | 11  | 88   | 1         |
| Jan 9-23, 2017                                   | 10  | 90   |           |
| May 30-Jun 30, 2014                              | 16  | 84   |           |
| g. Online forum or discussion site <sup>15</sup> |   |  |           |
| Sept 8-13, 2020                                  | 25  | 74   | 1         |
| Jan 9-23, 2017                                   | 7   | 93   |           |
| May 30-Jun 30, 2014                              | 10  | 90   |           |
| h. A text or messaging app                       |   |  |           |
| Sept 8-13, 2020                                  | 24  | 75   | 1         |
| Jan 9-23, 2017                                   | 14  | 86   |           |

NO ITEM I

<sup>11</sup> The question wording in the 2014 survey was "In which of the following online environments did this occur?" which differs from the wording used in the 2017 and current surveys.

<sup>12</sup> This battery in the 2017 and 2014 surveys was a checklist where people were instructed to "Check all that apply," which differs slightly from the response options in the current survey. As a result, not checking a box (i.e., not responding to an item) in the 2017 and 2014 surveys was coded as the most recent experience of online harassment not occurring in that environment.

<sup>13</sup> This item in the 2017 and 2014 surveys read "Social networking sites/apps," which differs slightly from the wording used in the current survey.

<sup>14</sup> This item in the 2017 and 2014 surveys read "Online dating websites/apps," which differs slightly from the wording used in the current survey.

<sup>15</sup> This item in the 2017 and 2014 surveys read "Online discussion site such as Reddit," which differs slightly from the wording used in the current survey.

**ASK IF YES TO ANY IN ON7 (ON7a-h=1) [N=3,893]:**

YOU1 Still thinking about your most recent experience, do you consider what happened to you to be "online harassment"?

Sept 8-13, 2020

|    |  |
|----|--|
| 43 | Yes, I consider it to be online harassment <sup>16</sup> |
| 36 | No, I do not consider it to be online harassment         |
| 21 | Not sure   |
| *  | No answer  |

Jan 9-23, 2017

|    |
|----|
| 37 |
| 35 |
| 27 |
| *  |

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>17</sup>

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

<sup>16</sup> The response options for this item in the 2017 survey read "Yes," "No" or "Not sure," which differ slightly from the wording used in the current survey.

<sup>17</sup> PARTY and PARTYLN asked in a prior survey.