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.

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:**

<table>
<thead>
<tr>
<th>Party</th>
<th>Republican</th>
<th>Democrat</th>
<th>Independent</th>
<th>Something else</th>
<th>No answer</th>
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<th>Lean Dem</th>
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<td>30</td>
<td>29</td>
<td>13</td>
<td>1</td>
<td>18</td>
<td>21</td>
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4 PARTY and PARTYLN asked in a prior survey.