



TOPLINE & METHODOLOGY

USA Today/Ipsos Poll

Conducted by Ipsos using the probability-based KnowledgePanel®
A survey of the American general population (ages 18+)
 Interview dates: March 3 to March 5, 2023

Number of interviews, adults: 1,023
 Number of interviews, Democrats: 311
 Number of interviews, Republicans: 290
 Number of interviews, independents: 312

Margin of error for the total sample: +/- 3.3 percentage points at the 95% confidence level
 Margin of error for Democrats: +/- 5.8 percentage points at the 95% confidence level
 Margin of error for Republicans: +/- 6.0 percentage points at the 95% confidence level
 Margin of error for independents: +/- 5.8 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

1. How much, if anything, have you heard or read about the following terms or phrases?

Total A lot/A little Summary

	Total (N=1,023)	Democrats (N=311)	Republicans (N=290)	Independents (N=312)
White privilege	83	83	84	84
Cancel culture	71	70	71	72
Being woke	71	67	72	76
Culture wars	61	62	59	65
Cultural appropriation	57	62	51	58

a. White privilege

	Total	Democrats	Republicans	Independents
A lot	60	59	58	62
A little	23	24	26	22
Heard of, but know very little	10	10	11	9
Never heard of	6	7	6	6
Skipped	1	*	-	*
A lot//A little (Net)	83	83	84	84
Heard of//Never heard of (Net)	16	17	17	15

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1. How much, if anything, have you heard or read about the following terms or phrases?
(Continued)

b. Being woke

	Total	Democrats	Republicans	Independents
A lot	49	46	51	52
A little	22	21	21	24
Heard of, but know very little	13	16	13	12
Never heard of	14	15	15	12
Skipped	1	1	-	*
<i>A lot/A little (Net)</i>	<i>71</i>	<i>67</i>	<i>72</i>	<i>76</i>
<i>Heard of/Never heard of (Net)</i>	<i>27</i>	<i>31</i>	<i>28</i>	<i>24</i>

c. Cultural appropriation

	Total	Democrats	Republicans	Independents
A lot	31	38	25	31
A little	26	24	26	27
Heard of, but know very little	17	15	21	15
Never heard of	25	22	28	26
Skipped	1	1	1	1
<i>A lot/A little (Net)</i>	<i>57</i>	<i>62</i>	<i>51</i>	<i>58</i>
<i>Heard of/Never heard of (Net)</i>	<i>42</i>	<i>37</i>	<i>49</i>	<i>41</i>

d. Cancel culture

	Total	Democrats	Republicans	Independents
A lot	50	47	52	51
A little	21	23	19	21
Heard of, but know very little	11	13	13	10
Never heard of	17	17	17	17
Skipped	1	1	-	1
<i>A lot/A little (Net)</i>	<i>71</i>	<i>70</i>	<i>71</i>	<i>72</i>
<i>Heard of/Never heard of (Net)</i>	<i>28</i>	<i>30</i>	<i>30</i>	<i>27</i>

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- How much, if anything, have you heard or read about the following terms or phrases?
(Continued)

e. Culture wars

	Total	Democrats	Republicans	Independents
A lot	31	30	29	35
A little	30	32	30	30
Heard of, but know very little	21	20	24	19
Never heard of	17	18	16	15
Skipped	1	1	1	1
<i>A lot/A little (Net)</i>	<i>61</i>	<i>62</i>	<i>59</i>	<i>65</i>
<i>Heard of/Never heard of (Net)</i>	<i>38</i>	<i>38</i>	<i>40</i>	<i>34</i>

- In your own words, what does the word woke mean to you?

Open-ended responses provided separately

- If someone described you as woke, would you consider it...

	Total	Democrats	Republicans	Independents
An insult	40	25	60	42
A compliment	32	46	14	32
I don't know what it means	26	28	24	26
Skipped	1	1	2	1

- Thinking again about what it means to be woke, which of the following comes closest to your view, even if neither is exactly right?

	Total	Democrats	Republicans	Independents
To be informed, educated on, and aware of social injustices	56	78	37	51
To be overly politically correct and police others' words	39	18	56	45
Skipped	5	4	7	4

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5. How much do you support or oppose the following?

Total Support Summary

	Total	Democrats	Republicans	Independents
[SPLIT SAMPLE] Teaching the ongoing effects of slavery and racism in the United States in public schools	72 (N=509)	89 (N=158)	46 (N=154)	82 (N=148)
[SPLIT SAMPLE] Teaching critical race theory in public schools	41 (N=514)	68 (N=153)	15 (N=136)	40 (N=164)
Banning the use of the word “Latinx,” to describe Hispanic or Latino people, in government documents	38	36	38	38
Allowing people to identify as something other than man or woman on government documents, such as birth certificates, passports, or drivers licenses	36	60	11	36
Using gender-neutral pronouns to describe someone, meaning not he/him or she/her	36	61	11	36
Banning corporations from requiring their employees to complete trainings around diversity, equity, and inclusion	30	16	44	31
State governments passing laws that ban certain books from school classrooms and libraries	21	12	33	21

a. Banning the use of the word “Latinx,” to describe Hispanic or Latino people, in government documents

	Total	Democrats	Republicans	Independents
Strongly support	15	18	17	12
Somewhat support	23	18	21	26
Somewhat oppose	32	31	33	34
Strongly oppose	25	29	24	24
Skipped	5	5	5	3
<i>Support (Net)</i>	<i>38</i>	<i>36</i>	<i>38</i>	<i>38</i>
<i>Oppose (Net)</i>	<i>57</i>	<i>60</i>	<i>57</i>	<i>58</i>

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5. How much do you support or oppose the following? (*Continued*)

b. State governments passing laws that ban certain books from school classrooms and libraries

	Total	Democrats	Republicans	Independents
Strongly support	6	3	13	4
Somewhat support	15	9	20	17
Somewhat oppose	20	16	22	22
Strongly oppose	56	70	44	56
Skipped	2	1	2	1
<i>Support (Net)</i>	<i>21</i>	<i>12</i>	<i>33</i>	<i>21</i>
<i>Oppose (Net)</i>	<i>76</i>	<i>86</i>	<i>66</i>	<i>78</i>

c. Allowing people to identify as something other than man or woman on government documents, such as birth certificates, passports, or drivers licenses

	Total	Democrats	Republicans	Independents
Strongly support	16	33	3	13
Somewhat support	20	27	8	23
Somewhat oppose	18	21	14	19
Strongly oppose	43	18	74	43
Skipped	2	1	1	2
<i>Support (Net)</i>	<i>36</i>	<i>60</i>	<i>11</i>	<i>36</i>
<i>Oppose (Net)</i>	<i>61</i>	<i>39</i>	<i>88</i>	<i>62</i>

d. **[SPLIT SAMPLE]** Teaching critical race theory in public schools

	Total (N=514)	Democrats (N=153)	Republicans (N=136)	Independents (N=164)
Strongly support	16	34	5	12
Somewhat support	25	34	10	28
Somewhat oppose	17	13	18	18
Strongly oppose	36	14	63	39
Skipped	5	5	5	2
<i>Support (Net)</i>	<i>41</i>	<i>68</i>	<i>15</i>	<i>40</i>
<i>Oppose (Net)</i>	<i>53</i>	<i>27</i>	<i>81</i>	<i>57</i>

e. **[SPLIT SAMPLE]** Teaching the ongoing effects of slavery and racism in the United States in public schools

	Total (N=509)	Democrats (N=158)	Republicans (N=154)	Independents (N=148)
Strongly support	42	69	11	46
Somewhat support	30	20	35	36
Somewhat oppose	14	6	26	10
Strongly oppose	12	3	27	8
Skipped	2	1	2	1
<i>Support (Net)</i>	<i>72</i>	<i>89</i>	<i>46</i>	<i>82</i>
<i>Oppose (Net)</i>	<i>26</i>	<i>9</i>	<i>53</i>	<i>18</i>

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5. How much do you support or oppose the following? (*Continued*)

f. Using gender-neutral pronouns to describe someone, meaning not he/him or she/her

	Total	Democrats	Republicans	Independents
Strongly support	14	30	2	11
Somewhat support	22	31	9	25
Somewhat oppose	20	16	16	24
Strongly oppose	41	21	71	39
Skipped	3	1	1	2
<i>Support (Net)</i>	<i>36</i>	<i>61</i>	<i>11</i>	<i>36</i>
<i>Oppose (Net)</i>	<i>61</i>	<i>37</i>	<i>87</i>	<i>63</i>

g. Banning corporations from requiring their employees to complete trainings around diversity, equity, and inclusion

	Total	Democrats	Republicans	Independents
Strongly support	13	6	21	13
Somewhat support	17	10	23	18
Somewhat oppose	28	26	25	33
Strongly oppose	38	57	28	34
Skipped	3	2	2	2
<i>Support (Net)</i>	<i>30</i>	<i>16</i>	<i>44</i>	<i>31</i>
<i>Oppose (Net)</i>	<i>66</i>	<i>83</i>	<i>53</i>	<i>67</i>

6. Have you ever experienced the following, or not?

Total Yes Summary

	Total	Democrats	Republicans	Independents
Feeling like you were discriminated against for your race	40	42	36	41
Someone telling you a joke or statement you made was not politically correct	34	36	35	35
Someone telling you a joke or statement you made was racist	26	32	23	26
Someone asking you what pronouns you use	22	27	19	21
Someone asking you to share your pronouns in a work/professional setting	18	21	12	20

a. Someone asking you what pronouns you use

	Total	Democrats	Republicans	Independents
Yes	22	27	19	21
No	77	72	80	78
Skipped	1	*	1	*

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6. Have you ever experienced the following, or not? *(Continued)*

b. Someone asking you to share your pronouns in a work/professional setting

	Total	Democrats	Republicans	Independents
Yes	18	21	12	20
No	81	78	87	80
Skipped	1	*	1	*

c. Feeling like you were discriminated against for your race

	Total	Democrats	Republicans	Independents
Yes	40	42	36	41
No	59	58	63	59
Skipped	1	*	1	*

d. Someone telling you a joke or statement you made was racist

	Total	Democrats	Republicans	Independents
Yes	26	32	23	26
No	73	68	77	74
Skipped	1	*	1	*

e. Someone telling you a joke or statement you made was not politically correct

	Total	Democrats	Republicans	Independents
Yes	34	36	35	35
No	65	64	63	64
Skipped	1	*	1	*



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About the Study

This USA Today/Ipsos poll was conducted by Ipsos from March 3 to March 5, 2023, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,023 adults age 18 or older. The sample includes 311 Democrats, 290 Republicans, and 312 independents.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult U.S. population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the U.S. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in English. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS). Party ID benchmarks are from recent ABC News/Washington Post telephone polls. The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45–59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Party ID (Democrat, Republican, Independent, Something else)

The margin of sampling error is plus or minus 3.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.15. By party ID, the margin of sampling error is plus or minus 5.8 percentage points for Democrats at the 95% confidence level, plus or minus 6.0 percentage points for Republicans at the 95% confidence level, and plus or minus 5.8 percentage points for independents at the 95% confidence level. The design effect was 1.11 for Democrats, 1.07 for Republicans, and 1.10 for independents. The margin of sampling error is higher and varies for results based on sub-samples. Sampling error is only one potential source of error. There may be other unmeasured non-sampling error in this or any poll. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.



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About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

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