

# YouGov Survey: Familiarity with Terms



Sample 1164 U.S. adult citizens  
 Conducted November 13 - 15, 2024  
 Margin of Error ±3.8%

## 1. What is your familiarity with the following term?

	I regularly use it	I know what it is, but don't regularly use it	I've heard of it, but don't know what it is	I've never heard of it
Safe space	20%	56%	14%	10%
Woke	19%	54%	15%	12%
Lived experience	16%	42%	17%	25%
White privilege	15%	64%	12%	9%
Body positivity	15%	50%	15%	20%
Patriarchy	13%	53%	15%	19%
Environmental justice	12%	48%	20%	19%
Antiracism	12%	49%	18%	21%
Cultural appropriation	11%	47%	19%	23%
Toxic masculinity	11%	50%	18%	21%
Trigger warnings	11%	55%	15%	18%
Mansplaining	11%	45%	18%	26%
Reproductive justice	10%	46%	21%	23%
Systemic racism	10%	52%	20%	17%
Neurodiversity	9%	31%	20%	40%
Emotional labor	8%	30%	20%	42%
Gender non-binary	7%	54%	24%	14%
Implicit bias	7%	42%	19%	32%
Cisgender	7%	39%	20%	34%
Microaggression	7%	42%	21%	31%
Rape culture	6%	42%	19%	33%
Ableism	6%	29%	17%	48%
Restorative justice	6%	37%	22%	35%
Critical race theory	5%	51%	24%	19%
Latinx	5%	38%	21%	37%
Decolonization	5%	45%	23%	27%
Intersectionality	5%	27%	21%	48%
Heteronormativity	4%	26%	18%	52%
BIPOC	4%	24%	17%	55%
Misogynoir	4%	27%	17%	53%

## 2. Do you identify as...?

Woke .....	19%
Anti-woke .....	19%
Neither .....	46%
Not sure .....	17%

<b>Interviewing Dates</b>	November 13 - 15, 2024
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.073 to 6.57, with a mean of one and a standard deviation of 0.842.
<b>Number of respondents</b>	1164
<b>Margin of error</b>	± 3.8% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	94 questions not reported.

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1A. Familiarity with Terms — Safe space

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	20%	17%	23%	27%	25%	15%	15%	18%	30%	18%	24%
I know what it is, but don't regularly use it	56%	57%	56%	47%	48%	66%	60%	60%	46%	49%	51%
I've heard of it, but don't know what it is	14%	17%	11%	18%	17%	10%	12%	13%	14%	18%	13%
I've never heard of it	10%	9%	11%	9%	9%	9%	13%	9%	10%	14%	12%
Totals	100%	100%	101%	101%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,160)	(581)	(579)	(324)	(220)	(316)	(300)	(721)	(178)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	20%	26%	16%	17%	26%	15%	20%	23%	20%	23%	20%	20%	18%
I know what it is, but don't regularly use it	56%	49%	60%	60%	57%	63%	52%	57%	64%	54%	54%	55%	63%
I've heard of it, but don't know what it is	14%	14%	11%	17%	10%	15%	13%	14%	14%	17%	15%	13%	12%
I've never heard of it	10%	11%	12%	6%	7%	6%	15%	6%	3%	5%	10%	13%	8%
Totals	100%	100%	99%	100%	100%	99%	100%	100%	101%	99%	99%	101%	101%
Unweighted N	(1,160)	(429)	(369)	(362)	(478)	(427)	(472)	(300)	(246)	(219)	(231)	(465)	(245)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1B. Familiarity with Terms — Woke

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	19%	19%	20%	28%	25%	13%	13%	18%	23%	22%	20%
I know what it is, but don't regularly use it	54%	54%	53%	48%	46%	60%	59%	57%	49%	43%	52%
I've heard of it, but don't know what it is	15%	16%	14%	14%	16%	14%	18%	15%	15%	22%	10%
I've never heard of it	12%	11%	13%	9%	13%	13%	11%	11%	12%	13%	19%
Totals	100%	100%	100%	99%	100%	100%	101%	101%	99%	100%	101%
Unweighted N	(1,162)	(580)	(582)	(324)	(220)	(315)	(303)	(722)	(179)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	19%	23%	17%	17%	21%	19%	18%	21%	21%	24%	18%	19%	17%
I know what it is, but don't regularly use it	54%	52%	50%	59%	57%	62%	47%	57%	60%	56%	56%	51%	54%
I've heard of it, but don't know what it is	15%	16%	15%	15%	17%	13%	17%	16%	13%	13%	16%	15%	17%
I've never heard of it	12%	9%	18%	8%	5%	7%	19%	5%	6%	8%	10%	15%	12%
Totals	100%	100%	100%	99%	100%	101%	101%	99%	100%	101%	100%	100%	100%
Unweighted N	(1,162)	(429)	(368)	(365)	(479)	(426)	(473)	(299)	(247)	(220)	(231)	(464)	(247)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1C. Familiarity with Terms — Lived experience

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	16%	15%	16%	23%	18%	15%	8%	14%	24%	19%	15%
I know what it is, but don't regularly use it	42%	45%	40%	38%	42%	43%	45%	44%	43%	30%	46%
I've heard of it, but don't know what it is	17%	16%	18%	18%	22%	14%	14%	17%	10%	25%	10%
I've never heard of it	25%	24%	26%	21%	18%	28%	32%	25%	24%	26%	29%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	101%	100%	100%
Unweighted N	(1,163)	(581)	(582)	(324)	(220)	(316)	(303)	(723)	(179)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	16%	21%	13%	13%	23%	11%	16%	15%	17%	21%	15%	15%	15%
I know what it is, but don't regularly use it	42%	46%	35%	46%	48%	48%	34%	49%	55%	43%	37%	41%	49%
I've heard of it, but don't know what it is	17%	14%	19%	18%	12%	19%	19%	18%	13%	19%	17%	16%	17%
I've never heard of it	25%	19%	33%	23%	17%	22%	31%	18%	15%	17%	31%	29%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,163)	(430)	(369)	(364)	(479)	(428)	(474)	(299)	(247)	(220)	(231)	(466)	(246)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1D. Familiarity with Terms — White privilege

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	15%	12%	18%	19%	20%	13%	9%	13%	26%	13%	17%
I know what it is, but don't regularly use it	64%	65%	63%	55%	56%	67%	76%	68%	60%	49%	59%
I've heard of it, but don't know what it is	12%	13%	11%	16%	12%	10%	8%	11%	9%	22%	4%
I've never heard of it	9%	10%	9%	10%	11%	9%	7%	8%	5%	17%	19%
Totals	100%	100%	101%	100%	99%	99%	100%	100%	100%	101%	99%
Unweighted N	(1,163)	(581)	(582)	(324)	(220)	(316)	(303)	(723)	(179)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	15%	26%	14%	5%	27%	5%	13%	15%	20%	17%	15%	14%	15%
I know what it is, but don't regularly use it	64%	53%	64%	76%	58%	79%	62%	65%	68%	63%	68%	61%	65%
I've heard of it, but don't know what it is	12%	11%	11%	13%	10%	9%	10%	15%	8%	15%	10%	13%	8%
I've never heard of it	9%	10%	12%	6%	4%	6%	14%	5%	4%	5%	7%	12%	11%
Totals	100%	100%	101%	100%	99%	99%	99%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,163)	(429)	(369)	(365)	(478)	(428)	(474)	(300)	(247)	(220)	(231)	(465)	(247)

**YouGov Survey: Familiarity with Terms**  
 November 13 - 15, 2024 - 1164 U.S. adult citizens



**1E. Familiarity with Terms — Body positivity**

What is your familiarity with the following term?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	15%	10%	19%	23%	19%	12%	5%	12%	23%	16%	23%
I know what it is, but don't regularly use it	50%	48%	52%	54%	50%	51%	46%	53%	45%	42%	44%
I've heard of it, but don't know what it is	15%	19%	11%	13%	20%	15%	12%	16%	15%	19%	4%
I've never heard of it	20%	23%	17%	9%	11%	22%	37%	19%	17%	23%	29%
Totals	100%	100%	99%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,162)	(580)	(582)	(325)	(220)	(316)	(301)	(723)	(178)	(141)	(120)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	15%	25%	9%	9%	23%	7%	15%	14%	16%	18%	15%	14%	13%
I know what it is, but don't regularly use it	50%	49%	49%	52%	54%	57%	42%	58%	60%	50%	52%	46%	54%
I've heard of it, but don't know what it is	15%	11%	16%	18%	13%	16%	13%	15%	15%	16%	12%	17%	15%
I've never heard of it	20%	14%	25%	21%	11%	21%	30%	14%	10%	16%	22%	22%	18%
Totals	100%	99%	99%	100%	101%	101%	100%	101%	101%	100%	101%	99%	100%
Unweighted N	(1,162)	(429)	(368)	(365)	(477)	(428)	(473)	(299)	(247)	(220)	(230)	(465)	(247)

**YouGov Survey: Familiarity with Terms**  
November 13 - 15, 2024 - 1164 U.S. adult citizens



**1F. Familiarity with Terms — Patriarchy**

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	13%	10%	15%	14%	15%	10%	11%	11%	14%	15%	19%
I know what it is, but don't regularly use it	53%	55%	51%	55%	45%	54%	59%	58%	47%	36%	52%
I've heard of it, but don't know what it is	15%	17%	14%	18%	24%	11%	9%	15%	12%	22%	9%
I've never heard of it	19%	18%	20%	13%	16%	24%	21%	16%	27%	26%	20%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%
Unweighted N	(1,163)	(581)	(582)	(324)	(220)	(316)	(303)	(724)	(178)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	13%	20%	8%	10%	23%	8%	10%	14%	18%	15%	12%	12%	12%
I know what it is, but don't regularly use it	53%	52%	51%	57%	53%	61%	45%	59%	58%	56%	56%	51%	53%
I've heard of it, but don't know what it is	15%	14%	15%	16%	14%	16%	16%	16%	16%	18%	12%	15%	18%
I've never heard of it	19%	14%	26%	17%	10%	15%	30%	11%	7%	12%	20%	22%	18%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	99%	101%	100%	100%	101%
Unweighted N	(1,163)	(430)	(368)	(365)	(479)	(428)	(474)	(300)	(247)	(220)	(231)	(465)	(247)



# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1G. Familiarity with Terms — Environmental justice

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	12%	14%	11%	16%	19%	8%	7%	12%	14%	12%	11%
I know what it is, but don't regularly use it	48%	49%	48%	53%	40%	50%	51%	50%	47%	42%	47%
I've heard of it, but don't know what it is	20%	21%	20%	19%	21%	22%	19%	21%	17%	23%	15%
I've never heard of it	19%	17%	21%	12%	20%	19%	23%	17%	22%	23%	27%
Totals	99%	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,164)	(581)	(583)	(325)	(220)	(316)	(303)	(724)	(179)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	12%	21%	8%	8%	21%	8%	9%	15%	18%	23%	6%	9%	15%
I know what it is, but don't regularly use it	48%	49%	47%	49%	52%	52%	41%	53%	55%	50%	46%	47%	51%
I've heard of it, but don't know what it is	20%	14%	21%	26%	15%	22%	23%	17%	18%	16%	28%	20%	18%
I've never heard of it	19%	15%	24%	17%	12%	17%	27%	15%	10%	11%	21%	24%	15%
Totals	99%	99%	100%	100%	100%	99%	100%	100%	101%	100%	101%	100%	99%
Unweighted N	(1,164)	(430)	(369)	(365)	(479)	(428)	(474)	(300)	(247)	(220)	(231)	(466)	(247)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1H. Familiarity with Terms — Antiracism

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	12%	12%	12%	16%	16%	9%	7%	11%	15%	10%	15%
I know what it is, but don't regularly use it	49%	46%	52%	46%	41%	54%	53%	50%	47%	42%	53%
I've heard of it, but don't know what it is	18%	19%	17%	21%	24%	17%	11%	18%	19%	21%	18%
I've never heard of it	21%	23%	19%	17%	18%	20%	29%	21%	19%	26%	14%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,163)	(581)	(582)	(325)	(220)	(316)	(302)	(724)	(179)	(141)	(119)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	12%	19%	8%	9%	20%	8%	9%	11%	19%	16%	11%	10%	13%
I know what it is, but don't regularly use it	49%	47%	50%	50%	49%	50%	43%	54%	53%	49%	49%	46%	52%
I've heard of it, but don't know what it is	18%	16%	18%	21%	17%	22%	19%	20%	16%	20%	15%	18%	20%
I've never heard of it	21%	18%	25%	20%	14%	20%	28%	15%	12%	14%	25%	26%	14%
Totals	100%	100%	101%	100%	100%	100%	99%	100%	100%	99%	100%	100%	99%
Unweighted N	(1,163)	(430)	(368)	(365)	(479)	(427)	(474)	(300)	(247)	(219)	(231)	(466)	(247)

**YouGov Survey: Familiarity with Terms**  
November 13 - 15, 2024 - 1164 U.S. adult citizens



**11. Familiarity with Terms — Cultural appropriation**

What is your familiarity with the following term?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	11%	10%	12%	17%	20%	7%	3%	9%	19%	13%	13%
I know what it is, but don't regularly use it	47%	52%	42%	50%	43%	50%	44%	49%	42%	33%	54%
I've heard of it, but don't know what it is	19%	18%	20%	24%	18%	16%	19%	18%	21%	26%	9%
I've never heard of it	23%	21%	25%	10%	19%	27%	35%	23%	17%	28%	24%
Totals	100%	101%	99%	101%	100%	100%	101%	99%	99%	100%	100%
Unweighted N	(1,162)	(581)	(581)	(324)	(220)	(316)	(302)	(723)	(178)	(141)	(120)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	11%	20%	6%	7%	20%	7%	8%	13%	16%	15%	8%	10%	13%
I know what it is, but don't regularly use it	47%	44%	50%	46%	46%	51%	39%	49%	57%	44%	48%	44%	52%
I've heard of it, but don't know what it is	19%	18%	15%	24%	18%	23%	18%	23%	17%	22%	16%	20%	17%
I've never heard of it	23%	18%	28%	23%	15%	20%	36%	15%	10%	19%	28%	26%	17%
Totals	100%	100%	99%	100%	99%	101%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(1,162)	(430)	(368)	(364)	(479)	(428)	(473)	(300)	(246)	(220)	(230)	(466)	(246)

**YouGov Survey: Familiarity with Terms**  
November 13 - 15, 2024 - 1164 U.S. adult citizens



**1J. Familiarity with Terms — Toxic masculinity**

What is your familiarity with the following term?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	11%	10%	12%	15%	14%	11%	5%	10%	13%	12%	13%
I know what it is, but don't regularly use it	50%	55%	45%	53%	46%	52%	48%	51%	53%	40%	52%
I've heard of it, but don't know what it is	18%	18%	19%	21%	25%	13%	17%	19%	12%	26%	17%
I've never heard of it	21%	17%	24%	12%	15%	24%	30%	20%	22%	22%	18%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,163)	(581)	(582)	(325)	(220)	(316)	(302)	(723)	(179)	(141)	(120)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	11%	20%	9%	4%	20%	5%	8%	14%	16%	17%	9%	9%	12%
I know what it is, but don't regularly use it	50%	47%	49%	53%	52%	59%	42%	55%	56%	46%	48%	50%	54%
I've heard of it, but don't know what it is	18%	15%	19%	22%	15%	19%	19%	17%	20%	20%	20%	18%	18%
I've never heard of it	21%	18%	23%	20%	13%	17%	32%	14%	8%	17%	24%	23%	17%
Totals	100%	100%	100%	99%	100%	100%	101%	100%	100%	100%	101%	100%	101%
Unweighted N	(1,163)	(430)	(369)	(364)	(479)	(427)	(474)	(300)	(246)	(219)	(231)	(466)	(247)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1K. Familiarity with Terms — Trigger warnings

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	11%	7%	15%	16%	19%	6%	5%	10%	17%	12%	13%
I know what it is, but don't regularly use it	55%	59%	52%	57%	48%	63%	51%	58%	56%	44%	55%
I've heard of it, but don't know what it is	15%	17%	14%	15%	21%	14%	11%	16%	14%	20%	6%
I've never heard of it	18%	17%	19%	12%	12%	17%	33%	17%	13%	24%	27%
Totals	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(1,163)	(581)	(582)	(325)	(220)	(316)	(302)	(724)	(179)	(141)	(119)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	11%	15%	8%	9%	15%	8%	12%	12%	11%	15%	12%	7%	14%
I know what it is, but don't regularly use it	55%	57%	54%	56%	59%	58%	46%	60%	66%	55%	56%	55%	55%
I've heard of it, but don't know what it is	15%	13%	15%	19%	14%	17%	18%	13%	15%	15%	14%	14%	19%
I've never heard of it	18%	15%	23%	17%	12%	17%	25%	16%	8%	15%	19%	23%	12%
Totals	99%	100%	100%	101%	100%	100%	101%	101%	100%	100%	101%	99%	100%
Unweighted N	(1,163)	(430)	(368)	(365)	(479)	(428)	(473)	(300)	(247)	(220)	(231)	(466)	(246)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1L. Familiarity with Terms — Mansplaining

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	11%	8%	13%	11%	15%	10%	6%	11%	8%	10%	14%
I know what it is, but don't regularly use it	45%	48%	41%	47%	44%	46%	42%	48%	38%	33%	47%
I've heard of it, but don't know what it is	18%	21%	16%	25%	24%	12%	13%	17%	22%	26%	9%
I've never heard of it	26%	23%	30%	16%	18%	31%	38%	24%	32%	31%	30%
Totals	100%	100%	100%	99%	101%	99%	99%	100%	100%	100%	100%
Unweighted N	(1,162)	(581)	(581)	(325)	(220)	(315)	(302)	(723)	(179)	(141)	(119)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	11%	16%	9%	6%	18%	7%	7%	12%	18%	18%	9%	7%	11%
I know what it is, but don't regularly use it	45%	45%	43%	46%	47%	51%	36%	53%	52%	44%	46%	43%	48%
I've heard of it, but don't know what it is	18%	17%	16%	21%	17%	19%	18%	17%	18%	14%	18%	19%	21%
I've never heard of it	26%	22%	31%	26%	18%	23%	39%	18%	13%	24%	27%	31%	20%
Totals	100%	100%	99%	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,162)	(430)	(367)	(365)	(479)	(427)	(472)	(300)	(247)	(220)	(230)	(466)	(246)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1M. Familiarity with Terms — Reproductive justice

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	10%	9%	12%	19%	14%	5%	6%	9%	14%	15%	11%
I know what it is, but don't regularly use it	46%	48%	44%	45%	44%	50%	43%	49%	41%	39%	43%
I've heard of it, but don't know what it is	21%	21%	20%	22%	26%	17%	20%	20%	24%	22%	20%
I've never heard of it	23%	22%	24%	15%	15%	29%	30%	23%	21%	24%	27%
Totals	100%	100%	100%	101%	99%	101%	99%	101%	100%	100%	101%
Unweighted N	(1,162)	(580)	(582)	(325)	(220)	(316)	(301)	(722)	(179)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	10%	18%	8%	5%	18%	5%	8%	14%	13%	14%	5%	11%	11%
I know what it is, but don't regularly use it	46%	49%	41%	48%	51%	49%	37%	50%	60%	50%	44%	41%	53%
I've heard of it, but don't know what it is	21%	18%	21%	24%	16%	21%	23%	18%	18%	19%	22%	20%	22%
I've never heard of it	23%	15%	31%	23%	15%	24%	33%	18%	10%	17%	29%	28%	14%
Totals	100%	100%	101%	100%	100%	99%	101%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,162)	(429)	(368)	(365)	(477)	(428)	(473)	(300)	(247)	(219)	(230)	(466)	(247)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1N. Familiarity with Terms — Systemic racism

What is your familiarity with the following term?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	10%	10%	11%	12%	14%	10%	4%	9%	14%	11%	13%
I know what it is, but don't regularly use it	52%	56%	48%	48%	48%	55%	56%	54%	49%	41%	58%
I've heard of it, but don't know what it is	20%	19%	22%	25%	21%	19%	17%	19%	24%	27%	13%
I've never heard of it	17%	15%	19%	14%	17%	16%	23%	18%	14%	21%	16%
Totals	99%	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,162)	(580)	(582)	(325)	(220)	(316)	(301)	(722)	(179)	(141)	(120)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	10%	18%	9%	3%	19%	3%	8%	10%	16%	13%	11%	9%	9%
I know what it is, but don't regularly use it	52%	50%	50%	56%	54%	60%	43%	56%	62%	51%	53%	51%	54%
I've heard of it, but don't know what it is	20%	19%	20%	22%	16%	21%	22%	23%	16%	24%	18%	19%	21%
I've never heard of it	17%	12%	22%	18%	11%	15%	27%	11%	7%	13%	18%	21%	15%
Totals	99%	99%	101%	99%	100%	99%	100%	100%	101%	101%	100%	100%	99%
Unweighted N	(1,162)	(428)	(369)	(365)	(477)	(428)	(473)	(299)	(247)	(219)	(230)	(466)	(247)



**YouGov Survey: Familiarity with Terms**  
November 13 - 15, 2024 - 1164 U.S. adult citizens



**10. Familiarity with Terms — Neurodiversity**

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	9%	7%	10%	12%	15%	6%	2%	8%	7%	11%	12%
I know what it is, but don't regularly use it	31%	33%	30%	50%	30%	30%	18%	33%	28%	24%	37%
I've heard of it, but don't know what it is	20%	21%	18%	24%	25%	14%	18%	19%	20%	25%	12%
I've never heard of it	40%	39%	42%	15%	30%	50%	62%	40%	45%	40%	39%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,162)	(580)	(582)	(325)	(219)	(316)	(302)	(722)	(179)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	9%	14%	7%	5%	14%	6%	6%	8%	13%	7%	8%	8%	13%
I know what it is, but don't regularly use it	31%	37%	27%	30%	37%	29%	22%	38%	41%	38%	29%	26%	38%
I've heard of it, but don't know what it is	20%	21%	18%	20%	20%	22%	18%	22%	19%	23%	18%	21%	17%
I've never heard of it	40%	29%	48%	45%	30%	44%	53%	33%	27%	33%	45%	46%	33%
Totals	100%	101%	100%	100%	101%	101%	99%	101%	100%	101%	100%	101%	101%
Unweighted N	(1,162)	(430)	(368)	(364)	(478)	(427)	(472)	(300)	(247)	(220)	(230)	(466)	(246)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1P. Familiarity with Terms — Emotional labor

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	8%	7%	9%	12%	13%	5%	1%	7%	9%	11%	6%
I know what it is, but don't regularly use it	30%	32%	28%	44%	36%	24%	21%	29%	44%	26%	22%
I've heard of it, but don't know what it is	20%	20%	20%	25%	21%	19%	17%	18%	18%	30%	30%
I've never heard of it	42%	41%	43%	19%	30%	52%	61%	46%	29%	33%	43%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,163)	(581)	(582)	(325)	(219)	(316)	(303)	(724)	(179)	(140)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	8%	12%	5%	5%	11%	5%	6%	7%	12%	12%	5%	6%	10%
I know what it is, but don't regularly use it	30%	40%	20%	31%	36%	29%	23%	38%	37%	36%	28%	28%	33%
I've heard of it, but don't know what it is	20%	18%	22%	21%	17%	20%	23%	18%	16%	20%	17%	21%	23%
I've never heard of it	42%	30%	53%	43%	37%	46%	48%	36%	35%	32%	51%	45%	35%
Totals	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%	101%	100%	101%
Unweighted N	(1,163)	(430)	(368)	(365)	(479)	(428)	(473)	(300)	(247)	(220)	(231)	(465)	(247)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1Q. Familiarity with Terms — Gender non-binary

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	7%	6%	9%	10%	12%	6%	2%	7%	9%	9%	5%
I know what it is, but don't regularly use it	54%	55%	53%	59%	49%	57%	52%	57%	47%	47%	60%
I've heard of it, but don't know what it is	24%	25%	24%	20%	28%	25%	25%	24%	31%	24%	21%
I've never heard of it	14%	14%	14%	11%	11%	13%	21%	13%	13%	20%	15%
Totals	99%	100%	100%	100%	100%	101%	100%	101%	100%	100%	101%
Unweighted N	(1,162)	(581)	(581)	(324)	(220)	(315)	(303)	(724)	(177)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	7%	13%	3%	5%	11%	5%	6%	7%	11%	12%	6%	7%	5%
I know what it is, but don't regularly use it	54%	56%	55%	52%	59%	57%	48%	62%	58%	54%	51%	53%	60%
I've heard of it, but don't know what it is	24%	19%	26%	29%	21%	27%	24%	24%	25%	22%	31%	24%	21%
I've never heard of it	14%	12%	16%	14%	9%	11%	22%	7%	6%	11%	12%	17%	13%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%	99%
Unweighted N	(1,162)	(429)	(368)	(365)	(479)	(428)	(473)	(300)	(247)	(220)	(231)	(464)	(247)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1R. Familiarity with Terms — Implicit bias

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	7%	6%	7%	11%	8%	6%	1%	6%	8%	10%	9%
I know what it is, but don't regularly use it	42%	47%	38%	41%	43%	43%	42%	46%	35%	28%	52%
I've heard of it, but don't know what it is	19%	18%	19%	28%	15%	17%	16%	17%	24%	22%	13%
I've never heard of it	32%	29%	36%	20%	33%	34%	41%	32%	34%	40%	26%
Totals	100%	100%	100%	100%	99%	100%	100%	101%	101%	100%	100%
Unweighted N	(1,162)	(581)	(581)	(324)	(220)	(316)	(302)	(722)	(179)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	7%	10%	5%	5%	11%	4%	4%	9%	8%	8%	6%	5%	10%
I know what it is, but don't regularly use it	42%	43%	39%	45%	47%	49%	35%	44%	56%	55%	38%	38%	44%
I've heard of it, but don't know what it is	19%	22%	16%	17%	19%	18%	18%	20%	18%	16%	19%	19%	19%
I've never heard of it	32%	24%	40%	34%	23%	29%	44%	27%	18%	21%	37%	38%	28%
Totals	100%	99%	100%	101%	100%	100%	101%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,162)	(429)	(368)	(365)	(478)	(428)	(472)	(300)	(247)	(220)	(231)	(464)	(247)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1S. Familiarity with Terms — Cisgender

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	7%	4%	9%	13%	10%	4%	1%	6%	12%	7%	5%
I know what it is, but don't regularly use it	39%	43%	36%	47%	45%	40%	26%	41%	30%	36%	52%
I've heard of it, but don't know what it is	20%	22%	18%	22%	24%	18%	18%	20%	16%	28%	17%
I've never heard of it	34%	30%	37%	19%	21%	39%	55%	34%	41%	29%	25%
Totals	100%	99%	100%	101%	100%	101%	100%	101%	99%	100%	99%
Unweighted N	(1,162)	(579)	(583)	(325)	(220)	(316)	(301)	(722)	(179)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	7%	12%	4%	3%	12%	3%	6%	7%	7%	7%	5%	6%	7%
I know what it is, but don't regularly use it	39%	40%	40%	39%	44%	40%	32%	43%	52%	47%	38%	34%	44%
I've heard of it, but don't know what it is	20%	20%	20%	21%	18%	22%	16%	25%	18%	17%	17%	22%	22%
I've never heard of it	34%	28%	36%	37%	26%	35%	46%	25%	23%	29%	39%	37%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	100%
Unweighted N	(1,162)	(430)	(369)	(363)	(479)	(426)	(473)	(299)	(247)	(220)	(230)	(465)	(247)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1T. Familiarity with Terms — Microaggression

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	7%	5%	8%	8%	13%	4%	2%	5%	9%	9%	10%
I know what it is, but don't regularly use it	42%	46%	38%	53%	37%	42%	36%	43%	36%	34%	52%
I've heard of it, but don't know what it is	21%	23%	19%	20%	25%	21%	17%	20%	22%	28%	13%
I've never heard of it	31%	27%	35%	19%	25%	33%	45%	32%	33%	29%	25%
Totals	101%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,162)	(581)	(581)	(325)	(220)	(316)	(301)	(722)	(179)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	7%	10%	4%	5%	9%	4%	5%	7%	10%	11%	6%	5%	6%
I know what it is, but don't regularly use it	42%	45%	42%	38%	47%	41%	33%	48%	49%	41%	37%	39%	51%
I've heard of it, but don't know what it is	21%	19%	19%	25%	19%	24%	20%	21%	20%	20%	20%	20%	23%
I've never heard of it	31%	26%	35%	32%	25%	30%	42%	25%	21%	28%	37%	36%	20%
Totals	101%	100%	100%	100%	100%	99%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(1,162)	(428)	(369)	(365)	(477)	(428)	(472)	(300)	(247)	(220)	(230)	(465)	(247)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1U. Familiarity with Terms — Rape culture

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	6%	5%	7%	9%	12%	3%	1%	5%	7%	10%	8%
I know what it is, but don't regularly use it	42%	41%	44%	49%	42%	42%	37%	45%	50%	26%	36%
I've heard of it, but don't know what it is	19%	21%	16%	22%	24%	14%	16%	19%	17%	20%	21%
I've never heard of it	33%	33%	33%	20%	22%	41%	45%	32%	26%	44%	35%
Totals	100%	100%	100%	100%	100%	100%	99%	101%	100%	100%	100%
Unweighted N	(1,163)	(580)	(583)	(325)	(219)	(316)	(303)	(723)	(179)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	6%	11%	3%	4%	9%	4%	5%	8%	6%	6%	4%	7%	5%
I know what it is, but don't regularly use it	42%	49%	39%	39%	52%	38%	34%	47%	54%	48%	45%	36%	47%
I've heard of it, but don't know what it is	19%	17%	19%	20%	17%	21%	18%	18%	18%	19%	17%	19%	20%
I've never heard of it	33%	23%	39%	37%	22%	36%	43%	27%	23%	28%	35%	37%	28%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	101%	101%	101%	99%	100%
Unweighted N	(1,163)	(430)	(369)	(364)	(479)	(427)	(474)	(300)	(246)	(219)	(231)	(466)	(247)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1V. Familiarity with Terms — Ableism

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	6%	4%	8%	8%	10%	5%	0%	5%	7%	9%	2%
I know what it is, but don't regularly use it	29%	32%	26%	39%	36%	26%	17%	31%	24%	21%	37%
I've heard of it, but don't know what it is	17%	18%	16%	29%	18%	12%	11%	15%	17%	25%	25%
I've never heard of it	48%	46%	51%	24%	37%	56%	72%	49%	52%	46%	36%
Totals	100%	100%	101%	100%	101%	99%	100%	100%	100%	101%	100%
Unweighted N	(1,164)	(581)	(583)	(325)	(220)	(316)	(303)	(724)	(179)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	6%	11%	2%	3%	10%	3%	5%	6%	8%	7%	4%	4%	9%
I know what it is, but don't regularly use it	29%	33%	28%	26%	36%	28%	20%	37%	36%	30%	28%	27%	32%
I've heard of it, but don't know what it is	17%	20%	12%	19%	17%	18%	16%	17%	20%	22%	14%	14%	21%
I've never heard of it	48%	36%	57%	52%	37%	51%	60%	40%	35%	41%	53%	55%	38%
Totals	100%	100%	99%	100%	100%	100%	101%	100%	99%	100%	99%	100%	100%
Unweighted N	(1,164)	(430)	(369)	(365)	(479)	(428)	(474)	(300)	(247)	(220)	(231)	(466)	(247)



# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1W. Familiarity with Terms — Restorative justice

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	6%	7%	5%	10%	11%	2%	1%	4%	7%	9%	11%
I know what it is, but don't regularly use it	37%	40%	35%	38%	36%	39%	36%	39%	35%	28%	42%
I've heard of it, but don't know what it is	22%	21%	22%	31%	21%	20%	18%	24%	21%	19%	9%
I've never heard of it	35%	32%	39%	22%	32%	40%	45%	33%	37%	44%	39%
Totals	100%	100%	101%	101%	100%	101%	100%	100%	100%	100%	101%
Unweighted N	(1,162)	(581)	(581)	(325)	(220)	(316)	(301)	(722)	(179)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	6%	8%	4%	5%	7%	6%	3%	8%	7%	7%	5%	5%	6%
I know what it is, but don't regularly use it	37%	42%	29%	41%	45%	41%	25%	42%	52%	39%	31%	34%	47%
I've heard of it, but don't know what it is	22%	24%	17%	25%	22%	24%	24%	22%	20%	30%	21%	20%	18%
I've never heard of it	35%	26%	50%	29%	26%	29%	48%	28%	21%	23%	42%	41%	29%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%	100%	100%
Unweighted N	(1,162)	(428)	(369)	(365)	(477)	(428)	(472)	(300)	(247)	(220)	(231)	(464)	(247)

**YouGov Survey: Familiarity with Terms**  
November 13 - 15, 2024 - 1164 U.S. adult citizens



**1X. Familiarity with Terms — Critical race theory**

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	5%	6%	5%	8%	9%	3%	2%	4%	5%	12%	6%
I know what it is, but don't regularly use it	51%	54%	49%	42%	48%	55%	59%	54%	49%	37%	53%
I've heard of it, but don't know what it is	24%	25%	24%	33%	27%	19%	21%	24%	23%	30%	15%
I've never heard of it	19%	15%	23%	17%	16%	23%	18%	17%	23%	22%	26%
Totals	99%	100%	101%	100%	100%	100%	100%	99%	100%	101%	100%
Unweighted N	(1,164)	(581)	(583)	(325)	(220)	(316)	(303)	(724)	(179)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	5%	9%	3%	4%	8%	4%	3%	5%	10%	12%	4%	4%	5%
I know what it is, but don't regularly use it	51%	52%	47%	55%	57%	61%	42%	56%	63%	47%	53%	49%	56%
I've heard of it, but don't know what it is	24%	23%	23%	27%	21%	22%	23%	30%	19%	27%	26%	24%	22%
I've never heard of it	19%	16%	27%	15%	14%	13%	32%	9%	7%	15%	17%	23%	17%
Totals	99%	100%	100%	101%	100%	100%	100%	100%	99%	101%	100%	100%	100%
Unweighted N	(1,164)	(430)	(369)	(365)	(479)	(428)	(474)	(300)	(247)	(220)	(231)	(466)	(247)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1Y. Familiarity with Terms — Latinx

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	5%	5%	6%	9%	9%	3%	1%	4%	6%	11%	5%
I know what it is, but don't regularly use it	38%	41%	34%	42%	36%	36%	37%	38%	24%	38%	54%
I've heard of it, but don't know what it is	21%	24%	17%	28%	27%	18%	10%	20%	25%	29%	8%
I've never heard of it	37%	30%	43%	20%	29%	43%	51%	38%	45%	22%	33%
Totals	101%	100%	100%	99%	101%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,162)	(580)	(582)	(325)	(219)	(316)	(302)	(723)	(179)	(141)	(119)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	5%	8%	3%	5%	6%	4%	4%	7%	6%	7%	4%	4%	7%
I know what it is, but don't regularly use it	38%	44%	34%	35%	48%	37%	28%	39%	53%	41%	29%	35%	48%
I've heard of it, but don't know what it is	21%	20%	24%	18%	20%	18%	17%	25%	19%	19%	21%	19%	23%
I've never heard of it	37%	28%	40%	43%	25%	40%	52%	29%	23%	33%	46%	42%	22%
Totals	101%	100%	101%	101%	99%	99%	101%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,162)	(430)	(368)	(364)	(479)	(427)	(473)	(300)	(246)	(219)	(231)	(466)	(246)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 12. Familiarity with Terms — Decolonization

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	5%	5%	6%	9%	8%	3%	1%	4%	6%	10%	5%
I know what it is, but don't regularly use it	45%	48%	41%	48%	43%	44%	44%	46%	43%	34%	57%
I've heard of it, but don't know what it is	23%	22%	24%	28%	25%	19%	23%	23%	24%	29%	10%
I've never heard of it	27%	25%	29%	14%	24%	34%	32%	27%	27%	27%	28%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,163)	(580)	(583)	(325)	(220)	(316)	(302)	(723)	(179)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	5%	9%	3%	3%	9%	3%	3%	6%	9%	10%	3%	4%	5%
I know what it is, but don't regularly use it	45%	45%	45%	45%	48%	46%	40%	45%	49%	51%	40%	43%	47%
I've heard of it, but don't know what it is	23%	22%	19%	29%	22%	27%	19%	30%	25%	22%	27%	21%	24%
I've never heard of it	27%	24%	34%	23%	21%	24%	38%	19%	17%	17%	30%	31%	25%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	101%
Unweighted N	(1,163)	(430)	(369)	(364)	(479)	(427)	(473)	(300)	(247)	(220)	(230)	(466)	(247)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1AA. Familiarity with Terms — Intersectionality

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	5%	4%	5%	9%	7%	3%	0%	4%	4%	9%	7%
I know what it is, but don't regularly use it	27%	32%	22%	33%	39%	20%	15%	26%	30%	22%	30%
I've heard of it, but don't know what it is	21%	21%	21%	28%	21%	19%	17%	20%	21%	24%	20%
I've never heard of it	48%	43%	53%	29%	33%	57%	68%	50%	44%	45%	43%
Totals	101%	100%	101%	99%	100%	99%	100%	100%	99%	100%	100%
Unweighted N	(1,162)	(580)	(582)	(325)	(220)	(316)	(301)	(722)	(179)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	5%	6%	3%	4%	5%	4%	3%	5%	7%	9%	1%	3%	8%
I know what it is, but don't regularly use it	27%	34%	19%	26%	33%	27%	19%	29%	39%	27%	22%	23%	37%
I've heard of it, but don't know what it is	21%	22%	20%	21%	22%	21%	17%	29%	21%	20%	20%	22%	21%
I've never heard of it	48%	38%	58%	48%	39%	48%	61%	38%	34%	45%	57%	53%	34%
Totals	101%	100%	100%	99%	99%	100%	100%	101%	101%	101%	100%	101%	100%
Unweighted N	(1,162)	(429)	(369)	(364)	(478)	(427)	(472)	(300)	(247)	(220)	(229)	(466)	(247)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 1AB. Familiarity with Terms — Heteronormativity

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	4%	5%	4%	7%	10%	2%	0%	4%	8%	5%	3%
I know what it is, but don't regularly use it	26%	28%	24%	42%	28%	22%	14%	27%	20%	22%	31%
I've heard of it, but don't know what it is	18%	20%	17%	24%	23%	15%	12%	16%	19%	28%	16%
I've never heard of it	52%	48%	55%	28%	39%	61%	74%	53%	53%	45%	50%
Totals	100%	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,163)	(581)	(582)	(325)	(220)	(316)	(302)	(723)	(179)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	4%	8%	2%	4%	6%	4%	3%	6%	6%	4%	4%	5%	5%
I know what it is, but don't regularly use it	26%	33%	23%	22%	33%	22%	17%	30%	38%	30%	20%	21%	36%
I've heard of it, but don't know what it is	18%	23%	13%	19%	20%	17%	18%	18%	19%	23%	14%	18%	19%
I've never heard of it	52%	37%	62%	56%	40%	57%	63%	46%	36%	42%	62%	56%	41%
Totals	100%	101%	100%	101%	99%	100%	101%	100%	99%	99%	100%	100%	101%
Unweighted N	(1,163)	(429)	(369)	(365)	(478)	(428)	(473)	(300)	(247)	(220)	(231)	(465)	(247)

**YouGov Survey: Familiarity with Terms**  
November 13 - 15, 2024 - 1164 U.S. adult citizens



**1AC. Familiarity with Terms — BIPOC**

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	4%	4%	5%	8%	8%	2%	0%	3%	5%	7%	9%
I know what it is, but don't regularly use it	24%	28%	21%	31%	32%	23%	11%	23%	26%	25%	33%
I've heard of it, but don't know what it is	17%	19%	15%	34%	19%	9%	10%	17%	15%	17%	15%
I've never heard of it	55%	50%	59%	27%	41%	66%	78%	57%	54%	51%	43%
Totals	100%	101%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,164)	(581)	(583)	(325)	(220)	(316)	(303)	(724)	(179)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	4%	7%	4%	2%	6%	3%	3%	4%	8%	5%	4%	3%	5%
I know what it is, but don't regularly use it	24%	35%	17%	21%	34%	21%	15%	28%	38%	24%	18%	23%	33%
I've heard of it, but don't know what it is	17%	18%	17%	16%	18%	16%	13%	22%	15%	22%	13%	14%	22%
I've never heard of it	55%	41%	63%	61%	43%	60%	69%	46%	39%	49%	65%	60%	40%
Totals	100%	101%	101%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,164)	(430)	(369)	(365)	(479)	(428)	(474)	(300)	(247)	(220)	(231)	(466)	(247)

**YouGov Survey: Familiarity with Terms**  
November 13 - 15, 2024 - 1164 U.S. adult citizens



**1AD. Familiarity with Terms — Misogynoir**

What is your familiarity with the following term?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I regularly use it	4%	3%	4%	6%	8%	2%	0%	3%	5%	8%	1%
I know what it is, but don't regularly use it	27%	29%	25%	36%	32%	25%	17%	28%	28%	22%	25%
I've heard of it, but don't know what it is	17%	19%	15%	26%	23%	8%	12%	14%	22%	22%	19%
I've never heard of it	53%	49%	56%	33%	38%	65%	70%	55%	44%	49%	54%
Totals	101%	100%	100%	101%	101%	100%	99%	100%	99%	101%	99%
Unweighted N	(1,163)	(581)	(582)	(324)	(220)	(316)	(303)	(724)	(178)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I regularly use it	4%	6%	2%	3%	5%	2%	2%	4%	6%	4%	2%	5%	4%
I know what it is, but don't regularly use it	27%	31%	20%	30%	33%	30%	21%	31%	33%	39%	22%	22%	30%
I've heard of it, but don't know what it is	17%	20%	16%	13%	18%	12%	13%	18%	22%	13%	18%	15%	20%
I've never heard of it	53%	44%	61%	54%	44%	55%	64%	46%	39%	44%	58%	58%	46%
Totals	101%	101%	99%	100%	100%	99%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,163)	(430)	(369)	(364)	(479)	(428)	(473)	(300)	(247)	(220)	(231)	(466)	(246)



# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



## 2. Woke or Anti-Woke

Do you identify as...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Woke	19%	18%	19%	27%	25%	15%	11%	16%	26%	31%	13%
Anti-woke	19%	22%	16%	10%	9%	26%	27%	22%	9%	9%	19%
Neither	46%	42%	49%	42%	50%	45%	45%	46%	51%	33%	61%
Not sure	17%	18%	16%	21%	16%	14%	17%	16%	15%	27%	8%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(1,163)	(581)	(582)	(325)	(219)	(316)	(303)	(724)	(178)	(141)	(120)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Woke	19%	31%	13%	11%	32%	8%	17%	24%	18%	24%	13%	17%	22%
Anti-woke	19%	4%	14%	39%	5%	44%	18%	18%	23%	16%	22%	20%	16%
Neither	46%	48%	54%	35%	51%	35%	44%	45%	48%	41%	48%	45%	49%
Not sure	17%	17%	19%	15%	12%	13%	21%	13%	10%	19%	17%	18%	13%
Totals	101%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,163)	(429)	(369)	(365)	(478)	(428)	(473)	(300)	(247)	(220)	(231)	(465)	(247)

# YouGov Survey: Familiarity with Terms

November 13 - 15, 2024 - 1164 U.S. adult citizens



<b>Interviewing Dates</b>	November 13 - 15, 2024
<b>Target population</b>	U.S. Citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
<b>Weighting</b>	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given prior to November 1, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 31% Republican). The weights range from 0.073 to 6.57, with a mean of one and a standard deviation of 0.842.
<b>Number of respondents</b>	1164
<b>Margin of error</b>	± 3.8% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	94 questions not reported.