

Sample 1122 U.S. adult citizens
 Conducted August 26 - 30, 2024
 Margin of Error ±4.3%

1. Do you think gossiping is good or bad for society?

Always good	1%
Usually good	2%
Good as often as bad	21%
Usually bad	43%
Always bad	26%
Not sure	7%

2. Which of the following words describe the act of gossiping? Select all that apply.

Harmful	66%
Mean-spirited	63%
Addictive	33%
Sinful	32%
Entertaining	29%
Fun	15%
Harmless	10%
Other	6%
Not sure	8%

3. How much do you like gossiping?

Very much	3%
Somewhat	18%
Not very much	34%
Not at all	41%
Not sure	4%

4. Have you ever spread a piece of gossip?

Yes	45%
No	36%
Not sure	19%

5. Have you ever spread a piece of gossip that you knew was true?

Among people who have ever spread gossip

Yes	93%
No	2%
Not sure	5%

6. Have you ever spread a piece of gossip that you knew was false?

Among people who have ever spread gossip

Yes	20%
No	57%
Not sure	23%

7. Have you ever tried to correct a piece of gossip that you knew to be untrue? Select all that apply.

Yes, I've successfully corrected a piece of gossip about someone else	43%
Yes, I've successfully corrected a piece of gossip about myself	29%
Yes, I've unsuccessfully tried to correct a piece of gossip about someone else	27%
Yes, I've unsuccessfully tried to correct a piece of gossip about myself	19%
No	18%
Not sure	18%

8. Have you ever heard a piece of gossip about yourself that was true?

Yes	35%
No	44%
Not sure	20%

9. Have you ever heard a piece of gossip about yourself that was false?

Yes	64%
No	23%
Not sure	13%

YouGov Survey: Gossip



Interviewing Dates	August 26 - 30, 2024
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 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 0.052 to 6.619, with a mean of one and a standard deviation of 1.089.
Number of respondents	1122
Margin of error	± 4.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	98 questions not reported.

YouGov Survey: Gossip

August 26 - 30, 2024 - 1122 U.S. adult citizens



1. Is Gossip Good or Bad for Society

Do you think gossiping is good or bad for society?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always good	1%	1%	2%	4%	1%	0%	0%	1%	5%	1%	*
Usually good	2%	2%	2%	4%	6%	0%	1%	2%	6%	2%	*
Good as often as bad	21%	22%	20%	21%	22%	23%	16%	21%	18%	23%	*
Usually bad	43%	43%	43%	40%	46%	39%	46%	45%	38%	36%	*
Always bad	26%	27%	25%	19%	18%	32%	33%	24%	30%	32%	*
Not sure	7%	6%	8%	12%	7%	6%	3%	7%	3%	6%	*
Totals	100%	101%	100%	100%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,122)	(510)	(612)	(205)	(156)	(391)	(370)	(822)	(101)	(115)	(84)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Always good	1%	1%	0%	2%	2%	1%	1%	0%	4%	2%	0%	2%	0%
Usually good	2%	5%	2%	0%	5%	0%	3%	2%	2%	3%	3%	1%	2%
Good as often as bad	21%	24%	20%	19%	23%	16%	22%	22%	18%	30%	19%	20%	18%
Usually bad	43%	49%	39%	40%	45%	43%	40%	46%	47%	35%	44%	41%	50%
Always bad	26%	15%	30%	34%	16%	37%	27%	26%	20%	18%	25%	33%	22%
Not sure	7%	7%	9%	4%	8%	3%	6%	4%	9%	12%	9%	3%	8%
Totals	100%	101%	100%	99%	99%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,122)	(425)	(419)	(278)	(520)	(377)	(411)	(318)	(260)	(196)	(248)	(435)	(243)

2. Words That Describe Gossiping

Which of the following words describe the act of gossiping? Select all that apply.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Harmful	66%	64%	68%	62%	58%	70%	74%	68%	60%	60%	*
Mean-spirited	63%	63%	63%	49%	49%	71%	77%	65%	64%	51%	*
Addictive	33%	30%	37%	39%	41%	30%	24%	30%	37%	37%	*
Sinful	32%	35%	30%	34%	27%	33%	34%	29%	46%	31%	*
Entertaining	29%	24%	33%	35%	44%	21%	18%	28%	28%	27%	*
Fun	15%	15%	14%	26%	17%	12%	5%	13%	14%	17%	*
Harmless	10%	11%	10%	16%	15%	7%	5%	11%	11%	10%	*
Other	6%	6%	6%	5%	5%	4%	10%	7%	3%	3%	*
Not sure	8%	8%	9%	10%	11%	7%	6%	7%	10%	10%	*
Unweighted N	(1,122)	(510)	(612)	(205)	(156)	(391)	(370)	(822)	(101)	(115)	(84)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Harmful	66%	69%	62%	68%	67%	72%	64%	73%	60%	55%	69%	68%	70%
Mean-spirited	63%	66%	58%	65%	65%	71%	64%	65%	59%	46%	66%	67%	65%
Addictive	33%	44%	28%	28%	40%	29%	30%	36%	36%	34%	37%	31%	32%
Sinful	32%	25%	33%	39%	21%	44%	32%	36%	24%	25%	30%	35%	35%
Entertaining	29%	41%	24%	21%	41%	17%	27%	26%	38%	34%	30%	25%	29%
Fun	15%	20%	14%	10%	17%	9%	12%	16%	18%	21%	15%	13%	13%
Harmless	10%	13%	10%	7%	11%	6%	11%	7%	13%	10%	9%	12%	10%
Other	6%	7%	6%	5%	7%	7%	5%	3%	9%	8%	4%	6%	7%
Not sure	8%	7%	8%	11%	9%	6%	10%	6%	6%	14%	7%	6%	8%
Unweighted N	(1,122)	(425)	(419)	(278)	(520)	(377)	(411)	(318)	(260)	(196)	(248)	(435)	(243)

3. Like Gossiping

How much do you like gossiping?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very much	3%	3%	4%	10%	3%	2%	1%	3%	7%	2%	*
Somewhat	18%	14%	21%	28%	21%	15%	7%	16%	17%	19%	*
Not very much	34%	33%	34%	26%	36%	39%	30%	37%	29%	23%	*
Not at all	41%	46%	37%	29%	37%	40%	59%	41%	43%	48%	*
Not sure	4%	5%	3%	6%	3%	4%	3%	4%	3%	8%	*
Totals	100%	101%	99%	99%	100%	100%	100%	101%	99%	100%	*
Unweighted N	(1,120)	(510)	(610)	(205)	(156)	(390)	(369)	(820)	(101)	(115)	(84)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very much	3%	5%	1%	4%	6%	1%	3%	4%	6%	5%	2%	5%	1%
Somewhat	18%	26%	15%	11%	26%	10%	17%	17%	22%	31%	18%	15%	10%
Not very much	34%	39%	31%	32%	38%	32%	31%	37%	36%	28%	36%	31%	41%
Not at all	41%	30%	47%	47%	29%	54%	43%	42%	33%	29%	41%	44%	47%
Not sure	4%	1%	6%	6%	1%	2%	6%	1%	4%	7%	3%	4%	2%
Totals	100%	101%	100%	100%	100%	99%	100%	101%	101%	100%	100%	99%	101%
Unweighted N	(1,120)	(425)	(417)	(278)	(519)	(376)	(410)	(317)	(260)	(196)	(248)	(434)	(242)

4. Ever Spread Gossip

Have you ever spread a piece of gossip?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	45%	42%	48%	40%	51%	50%	37%	50%	34%	35%	*
No	36%	37%	35%	49%	28%	32%	38%	31%	48%	56%	*
Not sure	19%	21%	16%	11%	21%	18%	24%	19%	18%	9%	*
Totals	100%	100%	99%	100%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,120)	(510)	(610)	(204)	(156)	(391)	(369)	(821)	(101)	(114)	(84)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	45%	48%	46%	42%	50%	42%	44%	42%	60%	36%	52%	47%	45%
No	36%	32%	34%	43%	26%	40%	36%	40%	27%	40%	28%	39%	35%
Not sure	19%	20%	21%	15%	23%	17%	20%	18%	12%	24%	20%	15%	20%
Totals	100%	100%	101%	100%	99%	99%	100%	100%	99%	100%	100%	101%	100%
Unweighted N	(1,120)	(423)	(419)	(278)	(519)	(377)	(410)	(317)	(260)	(196)	(247)	(435)	(242)

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5. Ever Spread True Gossip

Have you ever spread a piece of gossip that you knew was true?

Among people who have ever spread gossip

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	93%	91%	94%	*	*	94%	90%	92%	*	*	*
No	2%	4%	1%	*	*	3%	2%	2%	*	*	*
Not sure	5%	5%	5%	*	*	3%	9%	6%	*	*	*
Totals	100%	100%	100%	*	*	100%	101%	100%	*	*	*
Unweighted N	(541)	(229)	(312)	(87)	(82)	(214)	(158)	(420)	(39)	(46)	(36)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	93%	95%	92%	90%	94%	90%	90%	94%	94%	*	90%	93%	95%
No	2%	1%	1%	5%	1%	5%	2%	2%	3%	*	3%	2%	3%
Not sure	5%	4%	7%	5%	6%	5%	8%	3%	3%	*	8%	5%	3%
Totals	100%	100%	100%	100%	101%	100%	100%	99%	100%	*	101%	100%	101%
Unweighted N	(541)	(216)	(196)	(129)	(277)	(168)	(194)	(147)	(155)	(88)	(131)	(206)	(116)

6. Ever Spread False Gossip

Have you ever spread a piece of gossip that you knew was false?

Among people who have ever spread gossip

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	20%	29%	13%	*	*	13%	8%	16%	*	*	*
No	57%	52%	60%	*	*	67%	63%	62%	*	*	*
Not sure	23%	19%	27%	*	*	20%	29%	21%	*	*	*
Totals	100%	100%	100%	*	*	100%	100%	99%	*	*	*
Unweighted N	(541)	(229)	(312)	(87)	(82)	(214)	(158)	(420)	(39)	(46)	(36)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	20%	19%	21%	19%	16%	19%	23%	17%	21%	*	27%	19%	18%
No	57%	60%	54%	56%	64%	59%	53%	68%	52%	*	55%	54%	57%
Not sure	23%	21%	25%	25%	20%	22%	24%	14%	27%	*	18%	27%	25%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	*	100%	100%	100%
Unweighted N	(541)	(216)	(196)	(129)	(277)	(168)	(194)	(147)	(155)	(88)	(131)	(206)	(116)

7. Correcting False Gossip

Have you ever tried to correct a piece of gossip that you knew to be untrue? Select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I've successfully corrected a piece of gossip about someone else	43%	43%	42%	32%	45%	46%	46%	46%	42%	34%	*
Yes, I've successfully corrected a piece of gossip about myself	29%	29%	30%	27%	37%	28%	26%	33%	25%	20%	*
Yes, I've unsuccessfully tried to correct a piece of gossip about someone else	27%	29%	25%	24%	30%	32%	21%	29%	18%	19%	*
Yes, I've unsuccessfully tried to correct a piece of gossip about myself	19%	19%	19%	21%	19%	19%	15%	19%	13%	17%	*
No	18%	22%	15%	28%	14%	17%	16%	15%	27%	28%	*
Not sure	18%	16%	19%	16%	20%	16%	19%	16%	13%	22%	*
Unweighted N	(1,122)	(510)	(612)	(205)	(156)	(391)	(370)	(822)	(101)	(115)	(84)

	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I've successfully corrected a piece of gossip about someone else	43%	46%	41%	42%	44%	47%	36%	45%	52%	37%	52%	40%	44%

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	Total	Party ID			2024 Vote Intent		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, I've successfully corrected a piece of gossip about myself	29%	26%	30%	32%	29%	32%	30%	28%	33%	19%	38%	29%	29%
Yes, I've unsuccessfully tried to correct a piece of gossip about someone else	27%	27%	29%	26%	30%	29%	29%	26%	29%	20%	28%	28%	30%
Yes, I've unsuccessfully tried to correct a piece of gossip about myself	19%	18%	19%	19%	18%	19%	21%	18%	15%	14%	18%	22%	17%
No	18%	15%	21%	19%	15%	16%	18%	19%	16%	25%	12%	22%	12%
Not sure	18%	21%	18%	13%	20%	13%	19%	15%	16%	24%	16%	15%	18%
Unweighted N	(1,122)	(425)	(419)	(278)	(520)	(377)	(411)	(318)	(260)	(196)	(248)	(435)	(243)

8. Gossip About Yourself - True

Have you ever heard a piece of gossip about yourself that was true?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	35%	38%	33%	33%	45%	36%	25%	35%	43%	33%	*
No	44%	42%	47%	48%	36%	41%	54%	44%	44%	49%	*
Not sure	20%	21%	20%	19%	19%	23%	20%	21%	13%	18%	*
Totals	99%	101%	100%	100%	100%	100%	99%	100%	100%	100%	*
Unweighted N	(1,121)	(510)	(611)	(205)	(156)	(390)	(370)	(822)	(101)	(115)	(83)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	35%	36%	35%	35%	39%	33%	34%	37%	44%	28%	37%	39%	34%
No	44%	46%	40%	46%	42%	47%	47%	46%	36%	50%	41%	42%	46%
Not sure	20%	17%	25%	19%	19%	20%	19%	17%	20%	23%	21%	19%	21%
Totals	99%	99%	100%	100%	100%	100%	100%	100%	100%	101%	99%	100%	101%
Unweighted N	(1,121)	(424)	(419)	(278)	(519)	(377)	(411)	(318)	(260)	(195)	(248)	(435)	(243)

9. Gossip About Yourself - False

Have you ever heard a piece of gossip about yourself that was false?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	64%	62%	66%	58%	63%	72%	61%	66%	71%	51%	*
No	23%	25%	21%	27%	24%	18%	26%	22%	19%	30%	*
Not sure	13%	13%	13%	15%	13%	11%	13%	12%	11%	18%	*
Totals	100%	100%	100%	100%	100%	101%	100%	100%	101%	99%	*
Unweighted N	(1,120)	(510)	(610)	(205)	(155)	(391)	(369)	(821)	(101)	(115)	(83)

	Party ID			2024 Vote Intent		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	64%	62%	67%	63%	63%	68%	62%	70%	64%	51%	72%	64%	67%
No	23%	26%	18%	26%	23%	22%	25%	22%	22%	30%	17%	26%	19%
Not sure	13%	12%	14%	11%	14%	10%	13%	8%	14%	19%	12%	10%	14%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,120)	(424)	(418)	(278)	(519)	(376)	(410)	(318)	(260)	(196)	(247)	(434)	(243)

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Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 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 0.052 to 6.619, with a mean of one and a standard deviation of 1.089.
Number of respondents	1122
Margin of error	± 4.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	98 questions not reported.