

YouGov NY
Offensive Content

US nationally representative sample: April 5-6, 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

For the following questions, by offensive content we mean videos, articles, pictures, etc. that are racist, sexist, etc. or may cause upset or promote hate. How frequently, if ever, do you see offensive content online (e.g., videos, articles, pictures, etc.)?

Unweighted base	2269	999	1270	564	809	896	424	495	827	523	1671	219	203	176
Base: All US adults	2269	1104	1165	693	777	799	409	481	849	530	1516	265	326	161
Every day	20%	20%	20%	20%	19%	21%	20%	18%	20%	22%	18%	22%	26%	24%
A few times a week	26%	25%	26%	30%	25%	23%	29%	25%	26%	23%	27%	25%	22%	27%
Once a week	8%	8%	7%	12%	7%	5%	7%	9%	7%	7%	7%	10%	12%	4%
A few times a month	13%	12%	14%	13%	14%	12%	12%	13%	12%	15%	15%	10%	7%	17%
Once a month	4%	5%	3%	5%	3%	3%	4%	5%	3%	4%	4%	3%	3%	6%
Less often than once a month	16%	15%	16%	9%	18%	19%	15%	16%	16%	15%	17%	12%	16%	8%
Never	14%	15%	14%	10%	15%	17%	14%	14%	15%	14%	13%	18%	14%	14%

And which of the following types of offensive content do you ever see? Please select all that apply.

Unweighted base	1973	858	1115	513	703	757	370	431	718	454	1463	184	174	152
Base: All US adults who have seen offensive content online	1948	943	1005	621	664	662	353	413	725	457	1313	217	280	138
Racist	60%	58%	62%	61%	61%	59%	63%	62%	57%	62%	58%	67%	62%	66%
Anti-Semitic	29%	33%	25%	30%	25%	31%	31%	29%	26%	31%	28%	22%	33%	32%
Sexist	54%	51%	56%	56%	54%	52%	55%	55%	50%	59%	53%	53%	57%	53%
Anti-LGBT	37%	37%	37%	41%	35%	35%	42%	39%	31%	41%	37%	33%	41%	39%
Other	24%	25%	22%	20%	25%	25%	21%	26%	23%	24%	25%	18%	18%	29%
Don't know / can't recall	13%	12%	14%	15%	14%	12%	12%	11%	15%	13%	14%	8%	15%	10%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

For the following questions, by offensive content we mean videos, articles, pictures, etc. that are racist, sexist, etc. or may cause upset or promote hate. How frequently, if ever, do you see offensive content online (e.g., videos, articles, pictures, etc.)?

Unweighted base	2269	673	839	490	267	1165	57	247	118	570	112
Base: All US adults	2269	983	703	375	207	1074	64	225	114	672	120
Every day	20%	20%	22%	18%	16%	20%	15%	21%	23%	19%	23%
A few times a week	26%	25%	27%	24%	28%	26%	36%	25%	14%	28%	22%
Once a week	8%	8%	6%	9%	7%	7%	11%	5%	6%	10%	4%
A few times a month	13%	12%	13%	15%	16%	14%	11%	11%	14%	12%	11%
Once a month	4%	4%	3%	3%	5%	4%	2%	4%	2%	4%	6%
Less often than once a month	16%	14%	16%	19%	18%	16%	17%	18%	23%	12%	13%
Never	14%	18%	12%	11%	10%	13%	7%	16%	19%	14%	20%

And which of the following types of offensive content do you ever see? Please select all that apply.

Unweighted base	1973	551	743	436	243	1023	52	214	97	494	93
Base: All US adults who have seen offensive content online	1948	811	617	333	186	935	59	189	93	576	96
Racist	60%	59%	62%	59%	60%	59%	56%	65%	56%	61%	62%
Anti-Semitic	29%	25%	30%	32%	35%	28%	32%	28%	29%	29%	31%
Sexist	54%	49%	55%	57%	65%	52%	51%	54%	46%	56%	62%
Anti-LGBT	37%	32%	40%	39%	47%	36%	39%	39%	30%	39%	37%
Other	24%	23%	25%	25%	18%	24%	20%	26%	23%	23%	27%
Don't know / can't recall	13%	14%	13%	12%	12%	14%	8%	11%	19%	13%	12%

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

For the following questions, by offensive content we mean videos, articles, pictures, etc. that are racist, sexist, etc. or may cause upset or promote hate. How frequently, if ever, do you see offensive content online (e.g., videos, articles, pictures, etc.)?

Unweighted base	2269	686	1583	741	719	516	293
Base: All US adults	2269	678	1591	834	689	447	298
Every day	20%	22%	19%	21%	19%	18%	22%
A few times a week	26%	29%	24%	24%	28%	27%	24%
Once a week	8%	9%	7%	8%	8%	7%	6%
A few times a month	13%	13%	13%	10%	15%	15%	14%
Once a month	4%	4%	4%	4%	3%	5%	4%
Less often than once a month	16%	15%	16%	15%	16%	19%	13%
Never	14%	9%	16%	18%	12%	9%	18%

And which of the following types of offensive content do you ever see? Please select all that apply.

Unweighted base	1973	625	1348	619	643	468	243
Base: All US adults who have seen offensive content online	1948	616	1332	686	608	408	245
Racist	60%	60%	60%	60%	62%	58%	59%
Anti-Semitic	29%	26%	30%	27%	31%	30%	25%
Sexist	54%	56%	53%	55%	55%	54%	46%
Anti-LGBT	37%	34%	38%	37%	38%	39%	29%
Other	24%	19%	26%	21%	27%	22%	25%
Don't know / can't recall	13%	13%	13%	14%	10%	14%	16%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

For the following questions, by offensive content we mean videos, articles, pictures, etc. that are racist, sexist, etc. or may cause upset or promote hate. How frequently, if ever, do you see offensive content online (e.g., videos, articles, pictures, etc.)?

Unweighted base	2269	1779	861	645	692	138	648	184	660	28	389	33	85	37	329
Base: All US adults	2269	1775	871	561	733	140	595	182	672	31	426	31	88	46	335
Every day	20%	22%	23%	22%	23%	31%	24%	33%	26%	19%	26%	36%	28%	13%	13%
A few times a week	26%	28%	28%	27%	31%	29%	31%	29%	29%	29%	32%	23%	27%	19%	17%
Once a week	8%	8%	9%	9%	9%	5%	6%	8%	9%	22%	9%	8%	7%	11%	7%
A few times a month	13%	14%	13%	13%	12%	11%	12%	10%	10%	13%	11%	6%	10%	13%	8%
Once a month	4%	4%	4%	4%	4%	5%	4%	2%	4%	-	2%	7%	4%	5%	4%
Less often than once a month	16%	14%	12%	17%	11%	10%	15%	8%	10%	10%	10%	15%	14%	9%	22%
Never	14%	12%	10%	8%	12%	10%	8%	8%	11%	6%	10%	4%	10%	30%	28%

And which of the following types of offensive content do you ever see? Please select all that apply.

Unweighted base	1973	1584	778	597	618	124	600	170	594	26	354	31	77	26	242
Base: All US adults who have seen offensive content online	1948	1561	780	516	648	126	548	168	599	29	385	30	79	32	241
Racist	60%	62%	65%	61%	66%	67%	66%	75%	66%	69%	66%	55%	72%	57%	53%
Anti-Semitic	29%	29%	35%	36%	31%	28%	28%	40%	30%	44%	30%	15%	35%	23%	24%
Sexist	54%	56%	62%	63%	60%	62%	61%	77%	63%	69%	61%	48%	58%	41%	44%
Anti-LGBT	37%	39%	45%	45%	42%	46%	43%	67%	41%	39%	42%	38%	44%	29%	25%
Other	24%	24%	24%	27%	24%	19%	26%	25%	21%	18%	20%	14%	37%	9%	25%
Don't know / can't recall	13%	12%	9%	10%	12%	11%	11%	7%	10%	5%	11%	22%	16%	24%	18%

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Total	Frequency Seen						
	Every day	A few times a week	Once a week	A few times a month	Once a month	Less often than once a month	Never

For the following questions, by offensive content we mean videos, articles, pictures, etc. that are racist, sexist, etc. or may cause upset or promote hate. How frequently, if ever, do you see offensive content online (e.g., videos, articles, pictures, etc.)?

Unweighted base	2269	451	586	160	313	83	380	296
Base: All US adults	2269	455	584	173	296	87	353	321
Every day	20%	100%	-	-	-	-	-	-
A few times a week	26%	-	100%	-	-	-	-	-
Once a week	8%	-	-	100%	-	-	-	-
A few times a month	13%	-	-	-	100%	-	-	-
Once a month	4%	-	-	-	-	100%	-	-
Less often than once a month	16%	-	-	-	-	-	100%	-
Never	14%	-	-	-	-	-	-	100%

And which of the following types of offensive content do you ever see? Please select all that apply.

Unweighted base	1973	451	586	160	313	83	380	-
Base: All US adults who have seen offensive content online	1948	455	584	173	296	87	353	-
Racist	60%	69%	73%	54%	62%	41%	34%	-
Anti-Semitic	29%	40%	34%	25%	22%	17%	16%	-
Sexist	54%	62%	65%	57%	53%	35%	29%	-
Anti-LGBT	37%	46%	44%	38%	33%	22%	20%	-
Other	24%	33%	24%	16%	19%	29%	17%	-
Don't know / can't recall	13%	5%	5%	12%	12%	20%	37%	-

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other

How often, if ever, do you see any advertising around the offensive content that you see?

	1973	858	1115	513	703	757	370	431	718	454	1463	184	174	152
Unweighted base	1948	943	1005	621	664	662	353	413	725	457	1313	217	280	138
Base: All US adults who have seen offensive content online														
Always	7%	8%	5%	8%	7%	5%	8%	5%	7%	8%	5%	9%	8%	13%
Often	13%	14%	13%	16%	11%	12%	14%	10%	14%	14%	13%	16%	14%	13%
Sometimes	26%	26%	27%	27%	26%	27%	28%	26%	27%	25%	25%	28%	33%	26%
Rarely	19%	20%	18%	16%	19%	23%	18%	22%	20%	16%	20%	22%	14%	18%
Never	10%	11%	9%	9%	10%	10%	9%	8%	10%	11%	11%	6%	10%	5%
Don't know / can't recall	25%	22%	28%	24%	26%	24%	23%	29%	23%	25%	26%	19%	22%	24%

How much more positively or negatively do you view the brand that is being advertised around the offensive content or does it not change your view?

	1973	858	1115	513	703	757	370	431	718	454	1463	184	174	152
Unweighted base	1948	943	1005	621	664	662	353	413	725	457	1313	217	280	138
Base: All US adults who have seen offensive content online														
Much more positively	4%	5%	3%	6%	4%	1%	5%	1%	4%	5%	2%	6%	9%	6%
Somewhat more positively	6%	9%	2%	12%	4%	2%	7%	7%	5%	5%	3%	14%	10%	4%
Unchanged	28%	33%	23%	25%	31%	27%	31%	26%	29%	26%	28%	26%	27%	31%
Somewhat more negatively	19%	16%	22%	16%	19%	22%	17%	20%	19%	19%	20%	17%	17%	23%
Much more negatively	28%	25%	30%	22%	25%	36%	23%	29%	27%	32%	31%	17%	20%	25%
Don't know	16%	12%	20%	19%	17%	13%	17%	17%	17%	13%	16%	20%	17%	12%
Net: Positively	9%	14%	5%	18%	7%	3%	12%	8%	9%	10%	5%	20%	18%	10%
Net: Negatively	47%	41%	53%	38%	44%	58%	40%	49%	46%	51%	51%	34%	37%	48%

To what extent do you think that the brand being advertised around the offensive content is endorsing that content?

	1973	858	1115	513	703	757	370	431	718	454	1463	184	174	152
Unweighted base	1948	943	1005	621	664	662	353	413	725	457	1313	217	280	138
Base: All US adults who have seen offensive content online														
Definitely endorsing	13%	12%	13%	12%	11%	15%	9%	11%	13%	17%	13%	11%	13%	11%
Probably endorsing	18%	18%	17%	19%	14%	20%	17%	20%	18%	16%	18%	19%	16%	19%
May or may not be endorsing	33%	34%	33%	32%	36%	32%	33%	37%	32%	32%	33%	38%	34%	29%
Probably not endorsing	15%	17%	12%	13%	17%	14%	15%	12%	16%	15%	16%	8%	12%	20%
Definitely not endorsing	6%	7%	5%	6%	7%	5%	6%	5%	6%	5%	6%	7%	3%	8%
Don't know	16%	11%	21%	19%	15%	15%	19%	16%	15%	15%	15%	17%	22%	14%
Net: Endorsing	30%	31%	29%	30%	25%	35%	27%	31%	30%	32%	30%	30%	29%	29%
Net: Not Endorsing	20%	24%	17%	19%	24%	19%	21%	17%	22%	20%	22%	15%	15%	28%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

How often, if ever, do you see any advertising around the offensive content that you see?

	1973	551	743	436	243	1023	52	214	97	494	93
Unweighted base	1973	551	743	436	243	1023	52	214	97	494	93
Base: All US adults who have seen offensive content online	1948	811	617	333	186	935	59	189	93	576	96
Always	7%	8%	5%	6%	7%	7%	3%	5%	2%	8%	10%
Often	13%	14%	13%	12%	12%	13%	24%	12%	17%	13%	6%
Sometimes	26%	26%	28%	24%	27%	27%	26%	25%	18%	27%	27%
Rarely	19%	16%	19%	26%	22%	20%	19%	18%	26%	17%	22%
Never	10%	11%	10%	8%	6%	10%	5%	10%	13%	9%	8%
Don't know / can't recall	25%	26%	25%	23%	25%	23%	24%	30%	24%	25%	26%

How much more positively or negatively do you view the brand that is being advertised around the offensive content or does it not change your view?

	1973	551	743	436	243	1023	52	214	97	494	93
Unweighted base	1973	551	743	436	243	1023	52	214	97	494	93
Base: All US adults who have seen offensive content online	1948	811	617	333	186	935	59	189	93	576	96
Much more positively	4%	5%	2%	3%	4%	4%	11%	2%	2%	4%	2%
Somewhat more positively	6%	8%	5%	2%	5%	4%	6%	1%	5%	9%	9%
Unchanged	28%	29%	28%	26%	25%	29%	22%	29%	31%	26%	28%
Somewhat more negatively	19%	16%	20%	24%	20%	21%	25%	20%	18%	16%	18%
Much more negatively	28%	21%	29%	35%	37%	29%	23%	36%	26%	24%	22%
Don't know	16%	21%	15%	9%	9%	14%	12%	12%	18%	21%	21%
Net: Positively	9%	13%	7%	5%	9%	8%	18%	4%	8%	13%	10%
Net: Negatively	47%	37%	50%	59%	57%	50%	48%	55%	43%	40%	40%

To what extent do you think that the brand being advertised around the offensive content is endorsing that content?

	1973	551	743	436	243	1023	52	214	97	494	93
Unweighted base	1973	551	743	436	243	1023	52	214	97	494	93
Base: All US adults who have seen offensive content online	1948	811	617	333	186	935	59	189	93	576	96
Definitely endorsing	13%	11%	13%	14%	17%	13%	15%	12%	13%	12%	8%
Probably endorsing	18%	17%	18%	20%	15%	19%	13%	17%	15%	18%	14%
May or may not be endorsing	33%	35%	31%	33%	36%	33%	28%	37%	30%	33%	33%
Probably not endorsing	15%	12%	16%	17%	18%	15%	17%	12%	22%	13%	16%
Definitely not endorsing	6%	5%	7%	7%	6%	6%	2%	5%	4%	7%	6%
Don't know	16%	20%	16%	10%	8%	14%	25%	17%	17%	17%	23%
Net: Endorsing	30%	28%	30%	33%	32%	32%	28%	29%	28%	30%	21%
Net: Not Endorsing	20%	17%	23%	24%	24%	21%	19%	17%	25%	20%	22%

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Offensive Content

US nationally representative sample: April 5-6, 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

How often, if ever, do you see any advertising around the offensive content that you see?

	1973	625	1348	619	643	468	243
Unweighted base	1973	625	1348	619	643	468	243
Base: All US adults who have seen offensive content online	1948	616	1332	686	608	408	245
Always	7%	8%	6%	8%	6%	6%	6%
Often	13%	14%	13%	15%	10%	14%	13%
Sometimes	26%	29%	25%	27%	28%	23%	27%
Rarely	19%	18%	20%	19%	21%	20%	15%
Never	10%	8%	10%	7%	11%	12%	9%
Don't know / can't recall	25%	23%	26%	24%	23%	25%	30%

How much more positively or negatively do you view the brand that is being advertised around the offensive content or does it not change your view?

	1973	625	1348	619	643	468	243
Unweighted base	1973	625	1348	619	643	468	243
Base: All US adults who have seen offensive content online	1948	616	1332	686	608	408	245
Much more positively	4%	6%	2%	4%	3%	3%	5%
Somewhat more positively	6%	7%	5%	9%	4%	4%	6%
Unchanged	28%	29%	27%	28%	30%	28%	23%
Somewhat more negatively	19%	21%	18%	19%	20%	21%	14%
Much more negatively	28%	23%	30%	25%	28%	33%	25%
Don't know	16%	14%	17%	16%	16%	11%	26%
Net: Positively	9%	13%	8%	13%	6%	7%	11%
Net: Negatively	47%	44%	48%	43%	48%	55%	39%

To what extent do you think that the brand being advertised around the offensive content is endorsing that content?

	1973	625	1348	619	643	468	243
Unweighted base	1973	625	1348	619	643	468	243
Base: All US adults who have seen offensive content online	1948	616	1332	686	608	408	245
Definitely endorsing	13%	13%	12%	11%	14%	14%	11%
Probably endorsing	18%	17%	18%	18%	17%	16%	20%
May or may not be endorsing	33%	34%	33%	34%	34%	33%	29%
Probably not endorsing	15%	13%	15%	13%	14%	22%	10%
Definitely not endorsing	6%	6%	6%	5%	7%	5%	7%
Don't know	16%	17%	16%	18%	15%	11%	23%
Net: Endorsing	30%	30%	30%	30%	31%	29%	31%
Net: Not Endorsing	20%	19%	21%	18%	20%	27%	17%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

How often, if ever, do you see any advertising around the offensive content that you see?

	1973	1584	778	597	618	124	600	170	594	26	354	31	77	26	242
Unweighted base	1948	1561	780	516	648	126	548	168	599	29	385	30	79	32	241
Base: All US adults who have seen offensive content online															
Always	7%	7%	8%	7%	8%	14%	6%	12%	9%	13%	9%	13%	13%	3%	5%
Often	13%	14%	14%	13%	15%	16%	13%	14%	14%	10%	16%	3%	13%	17%	8%
Sometimes	26%	27%	29%	29%	29%	23%	28%	29%	29%	32%	29%	33%	28%	36%	24%
Rarely	19%	19%	19%	21%	18%	20%	19%	14%	18%	18%	17%	19%	14%	6%	21%
Never	10%	9%	9%	9%	8%	8%	10%	10%	9%	11%	10%	5%	8%	11%	14%
Don't know / can't recall	25%	24%	22%	22%	22%	21%	25%	20%	21%	15%	19%	27%	24%	27%	28%

How much more positively or negatively do you view the brand that is being advertised around the offensive content or does it not change your view?

	1973	1584	778	597	618	124	600	170	594	26	354	31	77	26	242
Unweighted base	1948	1561	780	516	648	126	548	168	599	29	385	30	79	32	241
Base: All US adults who have seen offensive content online															
Much more positively	4%	4%	4%	2%	6%	10%	2%	8%	6%	9%	7%	6%	7%	3%	3%
Somewhat more positively	6%	6%	7%	2%	8%	4%	4%	4%	8%	16%	10%	5%	9%	4%	4%
Unchanged	28%	27%	27%	28%	25%	20%	23%	20%	22%	31%	26%	30%	22%	39%	33%
Somewhat more negatively	19%	19%	21%	21%	19%	20%	22%	23%	23%	17%	19%	30%	17%	11%	20%
Much more negatively	28%	29%	29%	35%	28%	32%	33%	33%	26%	27%	24%	20%	25%	9%	22%
Don't know	16%	15%	13%	11%	15%	14%	16%	12%	15%	-	15%	9%	21%	34%	18%
Net: Positively	9%	10%	11%	5%	14%	14%	5%	12%	14%	25%	17%	11%	15%	7%	7%
Net: Negatively	47%	48%	50%	56%	47%	52%	55%	56%	49%	44%	43%	49%	42%	20%	42%

To what extent do you think that the brand being advertised around the offensive content is endorsing that content?

	1973	1584	778	597	618	124	600	170	594	26	354	31	77	26	242
Unweighted base	1948	1561	780	516	648	126	548	168	599	29	385	30	79	32	241
Base: All US adults who have seen offensive content online															
Definitely endorsing	13%	14%	12%	14%	14%	11%	12%	17%	14%	12%	10%	14%	12%	-	9%
Probably endorsing	18%	18%	16%	17%	18%	23%	16%	20%	16%	11%	17%	14%	11%	10%	17%
May or may not be endorsing	33%	34%	36%	31%	32%	26%	32%	27%	34%	40%	34%	24%	33%	33%	33%
Probably not endorsing	15%	14%	16%	20%	16%	17%	16%	19%	15%	19%	15%	11%	17%	2%	18%
Definitely not endorsing	6%	5%	7%	7%	6%	7%	7%	8%	6%	11%	7%	23%	13%	10%	5%
Don't know	16%	15%	13%	12%	14%	17%	17%	7%	15%	8%	16%	14%	14%	45%	18%
Net: Endorsing	30%	31%	29%	31%	33%	34%	28%	37%	30%	23%	28%	28%	23%	10%	26%
Net: Not Endorsing	20%	20%	23%	26%	22%	23%	23%	28%	21%	30%	22%	33%	30%	11%	23%

YouGov NY
Offensive Content

US nationally representative sample: April 5-6, 2017



Total	Frequency Seen						
	Every day	A few times a week	Once a week	A few times a month	Once a month	Less often than once a month	Never

How often, if ever, do you see any advertising around the offensive content that you see?

Unweighted base	1973	451	586	160	313	83	380	-
Base: All US adults who have seen offensive content online	1948	455	584	173	296	87	353	-
Always	7%	21%	4%	2%	1%	-	1%	-
Often	13%	22%	17%	14%	7%	7%	2%	-
Sometimes	26%	28%	35%	35%	24%	15%	12%	-
Rarely	19%	12%	18%	19%	25%	32%	23%	-
Never	10%	6%	6%	6%	11%	10%	22%	-
Don't know / can't recall	25%	12%	20%	25%	31%	36%	40%	-

How much more positively or negatively do you view the brand that is being advertised around the offensive content or does it not change your view?

Unweighted base	1973	451	586	160	313	83	380	-
Base: All US adults who have seen offensive content online	1948	455	584	173	296	87	353	-
Much more positively	4%	7%	3%	5%	1%	6%	0%	-
Somewhat more positively	6%	5%	8%	16%	2%	6%	1%	-
Unchanged	28%	26%	28%	26%	29%	25%	31%	-
Somewhat more negatively	19%	20%	20%	17%	20%	11%	20%	-
Much more negatively	28%	30%	30%	21%	28%	27%	24%	-
Don't know	16%	12%	12%	15%	20%	25%	24%	-
Net: Positively	9%	13%	11%	21%	4%	12%	1%	-
Net: Negatively	47%	49%	50%	38%	48%	38%	44%	-

To what extent do you think that the brand being advertised around the offensive content is endorsing that content?

Unweighted base	1973	451	586	160	313	83	380	-
Base: All US adults who have seen offensive content online	1948	455	584	173	296	87	353	-
Definitely endorsing	13%	22%	12%	6%	7%	5%	11%	-
Probably endorsing	18%	19%	20%	21%	16%	14%	12%	-
May or may not be endorsing	33%	27%	37%	34%	38%	40%	30%	-
Probably not endorsing	15%	9%	15%	18%	18%	16%	17%	-
Definitely not endorsing	6%	7%	5%	8%	4%	2%	7%	-
Don't know	16%	16%	12%	12%	18%	23%	22%	-
Net: Endorsing	30%	42%	32%	27%	23%	19%	24%	-
Net: Not Endorsing	20%	16%	20%	26%	22%	18%	24%	-