

# YouGov Survey: Juneteenth



Sample 1152 U.S. Adult Citizens  
Conducted May 23 - 26, 2024  
Margin of Error ±3.9%

## 1. Have you ever heard of the holiday Juneteenth?

Yes ..... 90%  
No ..... 10%

## 2. How much do you know about the Juneteenth holiday?

A lot ..... 17%  
A little ..... 60%  
Nothing at all ..... 23%

## 3. Is Juneteenth a holiday acknowledging...

*Asked of people who have heard of Juneteenth*

The emancipation of enslaved Black Americans ..... 68%  
Black Americans gaining the right to vote ..... 3%  
The signing of the Civil Rights Act ..... 3%  
Black Americans affected by police brutality ..... 4%  
Something else ..... 5%  
Not sure ..... 17%

## 4. Juneteenth is a holiday commemorating the end of slavery in the U.S. Do you support or oppose making Juneteenth a national holiday?

Strongly support ..... 38%  
Somewhat support ..... 23%  
Somewhat oppose ..... 12%  
Strongly oppose ..... 14%  
Not sure ..... 13%

## 5. Would you support or oppose public schools including Juneteenth in their history curriculum?

Strongly support ..... 41%  
Somewhat support ..... 25%  
Somewhat oppose ..... 9%  
Strongly oppose ..... 12%  
Not sure ..... 13%

## 6. How often have you celebrated Juneteenth?

*Asked of people who have heard of Juneteenth*

Every year ..... 9%  
Several times ..... 8%  
Once ..... 8%  
Never ..... 75%

7. Do you have plans to celebrate Juneteenth this year?

Yes .....	14%
No .....	66%
Not sure .....	21%

<b>Interviewing Dates</b>	May 23 - 26, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov’s opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	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 6.656, with a mean of one and a standard deviation of 0.886.
<b>Number of respondents</b>	1152
<b>Margin of error</b>	± 3.9% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	87 questions not reported.

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## 1. Heard of Juneteenth

Have you ever heard of the holiday Juneteenth?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	90%	89%	91%	81%	93%	93%	93%	91%	95%	81%	*
No	10%	11%	9%	19%	7%	7%	7%	9%	5%	19%	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	*
Unweighted N	(1,152)	(510)	(642)	(253)	(212)	(408)	(279)	(777)	(124)	(167)	(84)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	90%	93%	87%	91%	95%	93%	86%	90%	96%	84%	91%	92%	92%
No	10%	7%	13%	9%	5%	7%	14%	10%	4%	16%	9%	8%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,152)	(391)	(431)	(330)	(408)	(362)	(485)	(322)	(218)	(190)	(258)	(448)	(256)

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## 2. How Much Heard Juneteenth

How much do you know about the Juneteenth holiday?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	17%	18%	16%	18%	14%	17%	19%	13%	32%	22%	*
A little	60%	59%	60%	51%	66%	60%	62%	63%	52%	44%	*
Nothing at all	23%	23%	23%	31%	20%	23%	20%	24%	15%	33%	*
Totals	100%	100%	99%	100%	100%	100%	101%	100%	99%	99%	*
Unweighted N	(1,150)	(509)	(641)	(252)	(212)	(407)	(279)	(775)	(124)	(167)	(84)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	17%	21%	15%	16%	27%	18%	14%	17%	25%	17%	13%	18%	20%
A little	60%	62%	58%	59%	61%	61%	54%	61%	66%	53%	65%	60%	59%
Nothing at all	23%	17%	28%	25%	11%	21%	32%	21%	9%	30%	22%	23%	21%
Totals	100%	100%	101%	100%	99%	100%	100%	99%	100%	100%	100%	101%	100%
Unweighted N	(1,150)	(390)	(430)	(330)	(406)	(362)	(484)	(322)	(218)	(190)	(257)	(447)	(256)

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### 3. Know What Juneteenth Is

Is Juneteenth a holiday acknowledging...

*Asked of people who have heard of Juneteenth*

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
The emancipation of enslaved Black Americans	68%	69%	67%	64%	68%	68%	70%	66%	77%	69%	*
Black Americans gaining the right to vote	3%	2%	4%	7%	2%	2%	3%	3%	5%	1%	*
The signing of the Civil Rights Act	3%	3%	2%	3%	3%	2%	3%	3%	2%	4%	*
Black Americans affected by police brutality	4%	3%	5%	2%	4%	5%	4%	4%	1%	7%	*
Something else	5%	5%	4%	4%	4%	6%	3%	4%	5%	5%	*
Not sure	17%	17%	17%	19%	17%	17%	16%	20%	9%	15%	*
Totals	100%	99%	99%	99%	98%	100%	99%	100%	99%	101%	*
Unweighted N	(1,042)	(451)	(591)	(207)	(191)	(384)	(260)	(711)	(116)	(136)	(79)

	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The emancipation of enslaved Black Americans	68%	72%	67%	64%	80%	64%	60%	69%	81%	64%	70%	67%	71%
Black Americans gaining the right to vote	3%	4%	2%	3%	2%	3%	4%	3%	3%	2%	3%	3%	4%
The signing of the Civil Rights Act	3%	1%	3%	4%	2%	4%	3%	3%	2%	1%	1%	5%	2%
Black Americans affected by police brutality	4%	3%	4%	5%	4%	4%	4%	5%	4%	6%	5%	4%	3%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Something else	5%	4%	6%	3%	4%	5%	4%	6%	3%	6%	6%	4%	3%
Not sure	17%	15%	17%	20%	8%	19%	25%	14%	7%	21%	15%	18%	17%
Totals	100%	99%	99%	99%	100%	99%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,042)	(359)	(385)	(298)	(388)	(336)	(420)	(294)	(206)	(166)	(237)	(410)	(229)

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## 4. Support Juneteenth Holiday

Juneteenth is a holiday commemorating the end of slavery in the U.S. Do you support or oppose making Juneteenth a national holiday?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	38%	33%	42%	44%	43%	35%	30%	31%	68%	42%	*
Somewhat support	23%	21%	25%	30%	20%	22%	22%	24%	22%	23%	*
Somewhat oppose	12%	15%	10%	9%	7%	15%	16%	15%	2%	10%	*
Strongly oppose	14%	18%	11%	5%	11%	16%	24%	16%	2%	16%	*
Not sure	13%	13%	12%	12%	18%	12%	8%	14%	5%	9%	*
Totals	100%	100%	100%	100%	99%	100%	100%	100%	99%	100%	*
Unweighted N	(1,149)	(508)	(641)	(253)	(212)	(406)	(278)	(774)	(124)	(167)	(84)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly support	38%	63%	35%	15%	68%	14%	37%	39%	38%	39%	38%	36%	41%
Somewhat support	23%	24%	26%	19%	20%	17%	24%	23%	22%	24%	20%	24%	23%
Somewhat oppose	12%	4%	7%	26%	5%	23%	12%	14%	11%	6%	14%	15%	10%
Strongly oppose	14%	1%	13%	30%	2%	35%	14%	14%	17%	14%	13%	15%	15%
Not sure	13%	8%	19%	11%	6%	12%	13%	11%	12%	18%	15%	10%	10%
Totals	100%	100%	100%	101%	101%	101%	100%	101%	100%	101%	100%	100%	99%
Unweighted N	(1,149)	(390)	(430)	(329)	(407)	(361)	(482)	(322)	(218)	(189)	(258)	(446)	(256)

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**5. Support Juneteenth School History**

Would you support or oppose public schools including Juneteenth in their history curriculum?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Strongly support	41%	35%	46%	40%	43%	40%	39%	35%	65%	43%	*
Somewhat support	25%	27%	23%	33%	25%	21%	23%	26%	20%	26%	*
Somewhat oppose	9%	10%	8%	7%	6%	10%	12%	12%	2%	2%	*
Strongly oppose	12%	15%	9%	4%	10%	15%	16%	12%	5%	15%	*
Not sure	13%	13%	14%	16%	15%	14%	10%	15%	8%	14%	*
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	*
Unweighted N	(1,150)	(509)	(641)	(253)	(212)	(407)	(278)	(775)	(124)	(167)	(84)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Strongly support	41%	67%	38%	17%	76%	14%	39%	41%	45%	39%	42%	38%	45%
Somewhat support	25%	22%	24%	29%	15%	30%	24%	27%	27%	26%	19%	26%	28%
Somewhat oppose	9%	3%	7%	18%	4%	17%	11%	6%	9%	3%	14%	9%	9%
Strongly oppose	12%	2%	9%	26%	2%	27%	12%	13%	12%	12%	8%	14%	11%
Not sure	13%	7%	22%	11%	3%	13%	15%	13%	8%	21%	16%	13%	7%
Totals	100%	101%	100%	101%	100%	101%	101%	100%	101%	101%	99%	100%	100%
Unweighted N	(1,150)	(391)	(431)	(328)	(408)	(360)	(484)	(322)	(217)	(190)	(257)	(447)	(256)



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## 6. Frequency of celebrating Juneteenth

How often have you celebrated Juneteenth?

*Asked of people who have heard of Juneteenth*

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Every year	9%	11%	8%	15%	9%	10%	3%	5%	32%	9%	*
Several times	8%	6%	9%	15%	6%	5%	8%	6%	13%	6%	*
Once	8%	7%	9%	16%	8%	5%	7%	5%	23%	10%	*
Never	75%	76%	74%	54%	77%	80%	82%	83%	32%	75%	*
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	*
Unweighted N	(1,042)	(454)	(588)	(209)	(190)	(383)	(260)	(711)	(115)	(137)	(79)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Every year	9%	14%	7%	6%	15%	6%	10%	9%	8%	3%	11%	10%	11%
Several times	8%	13%	8%	2%	15%	3%	7%	9%	7%	17%	4%	6%	8%
Once	8%	14%	8%	3%	13%	2%	7%	9%	7%	9%	10%	9%	4%
Never	75%	59%	78%	88%	58%	89%	76%	73%	78%	71%	75%	74%	78%
Totals	100%	100%	101%	99%	101%	100%	100%	100%	100%	100%	100%	99%	101%
Unweighted N	(1,042)	(360)	(386)	(296)	(389)	(335)	(422)	(294)	(206)	(166)	(237)	(409)	(230)

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## 7. Plan To Celebrate Juneteenth

Do you have plans to celebrate Juneteenth this year?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	14%	14%	13%	18%	15%	12%	11%	9%	41%	14%	*
No	66%	71%	61%	49%	64%	72%	75%	73%	23%	68%	*
Not sure	21%	15%	26%	33%	21%	16%	14%	18%	36%	17%	*
Totals	101%	100%	100%	100%	100%	100%	100%	100%	100%	99%	*
Unweighted N	(1,152)	(510)	(642)	(253)	(212)	(408)	(279)	(777)	(124)	(167)	(84)

	Party ID			2020 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	14%	26%	9%	6%	26%	6%	13%	15%	13%	15%	17%	13%	11%
No	66%	46%	67%	85%	49%	85%	67%	63%	71%	66%	67%	66%	66%
Not sure	21%	28%	24%	9%	26%	9%	19%	22%	16%	20%	17%	21%	23%
Totals	101%	100%	100%	100%	101%	100%	99%	100%	100%	101%	101%	100%	100%
Unweighted N	(1,152)	(391)	(431)	(330)	(408)	(362)	(485)	(322)	(218)	(190)	(258)	(448)	(256)

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<b>Interviewing Dates</b>	May 23 - 26, 2024
<b>Target population</b>	U.S. citizens, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
<b>Weighting</b>	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 6.656, with a mean of one and a standard deviation of 0.886.
<b>Number of respondents</b>	1152
<b>Margin of error</b>	± 3.9% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	87 questions not reported.