Daily Survey: Gossiping
July 25 - 27, 2022 - 1000 US Adult Citizens

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1. Is Gossip Good or Bad for Society
Do you think gossiping is good or bad for society?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Always good	3%	3%	2%	6%	5%	1%	1%	2%	1%	4%	8%
Usually good	3%	2%	3%	6%	5%	1%	0%	1%	4%	6%	5%
Good as often as bad	21%	22%	20%	28%	24%	14%	21%	19%	28%	25%	21%
Usually bad	45%	42%	49%	39%	40%	48%	52%	50%	37%	29%	44%
Always bad	23%	24%	22%	14%	19%	33%	22%	22%	25%	29%	20%
Not sure	5%	6%	4%	7%	7%	4%	4%	5%	5%	6%	3%
Totals	100%	99%	100%	100%	100%	101%	100%	99%	100%	99%	101%
Unweighted N	(995)	(471)	(524)	(196)	(226)	(354)	(219)	(723)	(122)	(73)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Always good	3%	3%	1%	4%	3%	1%	2%	2%	5%	2%	0%	3%	4%
Usually good	3%	5%	1%	2%	4%	1%	2%	4%	4%	7%	2%	2%	1%
Good as often as bad	21%	21%	25%	15%	20%	17%	22%	21%	20%	23%	19%	19%	26%
Usually bad	45%	46%	45%	45%	50%	47%	45%	45%	50%	38%	53%	42%	49%
Always bad	23%	21%	22%	28%	20%	28%	26%	23%	16%	23%	20%	28%	18%
Not sure	5%	5%	5%	5%	3%	5%	4%	4%	5%	7%	6%	5%	3%
Totals	100%	101%	99%	99%	100%	99%	101%	99%	100%	100%	100%	99%	101%
Unweighted N	(995)	(367)	(358)	(270)	(378)	(337)	(424)	(280)	(199)	(166)	(210)	(371)	(248)

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2. Words That Describe Gossiping
Which of the following words describe the act of gossiping? 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
Fun	14%	14%	13%	28%	20%	5%	6%	12%	12%	23%	15%
Harmless	10%	12%	8%	12%	17%	6%	6%	10%	8%	11%	12%
Harmful	63%	60%	65%	43%	61%	72%	68%	65%	61%	56%	51%
Mean-spirited	58%	55%	61%	42%	51%	66%	69%	60%	62%	46%	48%
Entertaining	23%	22%	24%	34%	30%	18%	13%	23%	25%	18%	30%
Sinful	28%	28%	28%	22%	29%	32%	25%	25%	37%	35%	24%
Addictive	28%	28%	27%	28%	30%	28%	25%	27%	29%	29%	31%
Other	6%	5%	6%	3%	4%	5%	11%	6%	6%	1%	6%
None of these	3%	3%	4%	4%	3%	2%	6%	3%	6%	5%	1%
Not sure	7%	8%	5%	12%	8%	5%	5%	6%	4%	10%	13%
Unweighted N	(1,000)	(474)	(526)	(198)	(229)	(354)	(219)	(724)	(122)	(77)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Fun	14%	16%	11%	14%	16%	13%	8%	16%	22%	13%	10%	15%	15%
Harmless	10%	12%	9%	8%	10%	9%	8%	10%	14%	12%	9%	9%	11%
Harmful	63%	64%	59%	66%	66%	68%	63%	64%	62%	61%	69%	64%	56%
Mean-spirited	58%	60%	55%	59%	62%	59%	57%	63%	54%	59%	64%	55%	56%
Entertaining	23%	27%	22%	20%	30%	20%	20%	24%	28%	24%	21%	22%	26%
Sinful	28%	26%	28%	30%	23%	35%	28%	30%	26%	32%	26%	31%	21%
Addictive	28%	27%	28%	27%	30%	29%	29%	26%	27%	28%	21%	29%	32%
Other	6%	8%	5%	5%	8%	5%	4%	9%	3%	5%	8%	4%	6%
None of these	3%	2%	5%	3%	2%	4%	4%	3%	1%	3%	1%	5%	3%
Not sure	7%	4%	11%	5%	4%	4%	7%	4%	8%	7%	6%	6%	10%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Unweighted N	(1,000)	(367)	(363)	(270)	(378)	(340)	(425)	(280)	(202)	(166)	(210)	(373)	(251)

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3. Like Gossiping
How much do you like gossiping?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very much	5%	6%	5%	8%	11%	2%	1%	5%	2%	7%	13%
Somewhat	15%	12%	17%	24%	21%	9%	8%	14%	11%	17%	19%
Not very much	35%	33%	36%	36%	27%	37%	38%	37%	35%	25%	26%
Not at all	41%	44%	38%	23%	36%	50%	49%	41%	47%	42%	31%
Not sure	5%	5%	4%	10%	5%	2%	3%	3%	5%	9%	11%
Totals	101%	100%	100%	101%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(993)	(469)	(524)	(196)	(225)	(354)	(218)	(720)	(122)	(74)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very much	5%	8%	4%	2%	6%	3%	4%	6%	7%	5%	4%	6%	5%
Somewhat	15%	21%	11%	12%	20%	9%	13%	12%	26%	17%	13%	12%	19%
Not very much	35%	31%	36%	37%	34%	39%	32%	36%	34%	30%	43%	33%	33%
Not at all	41%	37%	42%	45%	36%	45%	46%	41%	30%	42%	39%	43%	39%
Not sure	5%	3%	6%	4%	3%	3%	4%	5%	2%	6%	2%	6%	4%
Totals	101%	100%	99%	100%	99%	99%	99%	100%	99%	100%	101%	100%	100%
Unweighted N	(993)	(367)	(358)	(268)	(378)	(335)	(424)	(280)	(196)	(166)	(209)	(371)	(247)

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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	51%	46%	55%	54%	55%	49%	45%	52%	41%	60%	43%
No	31%	36%	26%	30%	28%	34%	29%	28%	43%	25%	43%
Not sure	19%	19%	18%	16%	16%	17%	26%	20%	17%	15%	14%
Totals	101%	101%	99%	100%	99%	100%	100%	100%	101%	100%	100%
Unweighted N	(994)	(469)	(525)	(195)	(226)	(354)	(219)	(721)	(122)	(74)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	51%	50%	48%	56%	53%	54%	44%	57%	61%	45%	51%	52%	53%
No	31%	33%	31%	27%	27%	26%	38%	24%	26%	36%	28%	30%	31%
Not sure	19%	17%	21%	17%	20%	21%	18%	19%	13%	19%	22%	18%	16%
Totals	101%	100%	100%	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(994)	(366)	(358)	(270)	(377)	(337)	(424)	(278)	(199)	(165)	(210)	(372)	(247)

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5. Ever Spread True Gossip
Have you ever spread a piece of gossip that you knew was true?

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	87%	85%	88%	83%	78%	94%	93%	90%	96%	71%	75%
No	8%	9%	7%	10%	16%	2%	2%	4%	4%	22%	20%
Not sure	5%	6%	5%	7%	6%	4%	5%	6%	0%	7%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(495)	(203)	(292)	(98)	(125)	(175)	(97)	(374)	(46)	(41)	(34)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	87%	85%	87%	90%	86%	91%	86%	85%	90%	81%	87%	89%	88%
No	8%	11%	7%	4%	9%	4%	8%	10%	5%	12%	7%	6%	9%
Not sure	5%	4%	6%	6%	5%	5%	6%	5%	5%	6%	6%	6%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%	101%
Unweighted N	(495)	(181)	(162)	(152)	(199)	(181)	(182)	(157)	(120)	(71)	(102)	(190)	(132)

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6. Ever Spread False Gossip
Have you ever spread a piece of gossip that you knew was false?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	19%	23%	15%	26%	31%	12%	6%	17%	18%	24%	31%
No	54%	48%	59%	47%	46%	60%	62%	56%	58%	51%	33%
Not sure	28%	29%	26%	27%	23%	29%	32%	28%	24%	26%	36%
Totals	101%	100%	100%	100%	100%	101%	100%	101%	100%	101%	100%
Unweighted N	(495)	(204)	(291)	(99)	(126)	(172)	(98)	(372)	(45)	(43)	(35)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	19%	22%	14%	21%	18%	17%	20%	13%	25%	24%	17%	16%	20%
No	54%	53%	60%	48%	54%	55%	57%	57%	50%	57%	57%	53%	50%
Not sure	28%	26%	27%	31%	28%	28%	22%	30%	26%	19%	26%	30%	30%
Totals	101%	101%	101%	100%	100%	100%	99%	100%	101%	100%	100%	99%	100%
Unweighted N	(495)	(181)	(162)	(152)	(198)	(180)	(181)	(157)	(120)	(71)	(102)	(190)	(132)

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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%	38%	47%	39%	41%	45%	44%	45%	40%	37%	35%
Yes, I've successfully corrected a piece of gossip about myself	30%	26%	33%	24%	36%	30%	28%	30%	34%	22%	32%
Yes, I've unsuccessfully tried to correct a piece of gossip about someone else	24%	24%	24%	21%	26%	24%	25%	28%	20%	16%	17%
Yes, I've unsuccessfully tried to correct a piece of gossip about myself	17%	17%	18%	13%	25%	16%	13%	19%	18%	9%	15%
No	16%	19%	14%	17%	13%	19%	14%	14%	19%	25%	13%
Not sure	19%	19%	18%	21%	17%	17%	20%	19%	13%	19%	22%
Unweighted N	(1,000)	(474)	(526)	(198)	(229)	(354)	(219)	(724)	(122)	(77)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes, I've successfully corrected a piece of gossip about someone else	43%	40%	42%	47%	46%	48%	36%	49%	53%	37%	48%	43%	41%
Yes, I've successfully corrected a piece of gossip about myself	30%	33%	26%	31%	34%	30%	29%	32%	34%	30%	34%	30%	27%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes, I've unsuccessfully tried to correct a piece of gossip about someone else	24%	27%	24%	21%	27%	23%	23%	25%	33%	20%	30%	25%	21%
Yes, I've unsuccessfully tried to correct a piece of gossip about myself	17%	17%	18%	16%	17%	17%	18%	15%	19%	16%	22%	18%	12%
No	16%	16%	16%	16%	16%	15%	20%	13%	11%	21%	14%	15%	17%
Not sure	19%	14%	23%	18%	16%	18%	20%	16%	12%	19%	16%	19%	20%
Unweighted N	(1,000)	(367)	(363)	(270)	(378)	(340)	(425)	(280)	(202)	(166)	(210)	(373)	(251)

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8. Gossip About Yourself - True

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	43%	42%	43%	46%	51%	39%	36%	43%	45%	34%	50%
No	38%	38%	37%	35%	32%	42%	41%	36%	41%	48%	33%
Not sure	20%	20%	19%	18%	18%	19%	24%	21%	14%	18%	17%
Totals	101%	100%	99%	99%	101%	100%	101%	100%	100%	100%	100%
Unweighted N	(992)	(468)	(524)	(193)	(227)	(353)	(219)	(721)	(122)	(73)	(76)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	43%	44%	39%	46%	43%	41%	38%	43%	59%	43%	39%	42%	47%
No	38%	37%	41%	35%	35%	37%	45%	37%	25%	37%	39%	38%	37%
Not sure	20%	19%	20%	19%	22%	21%	17%	20%	16%	20%	22%	20%	16%
Totals	101%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(992)	(367)	(356)	(269)	(377)	(337)	(425)	(278)	(197)	(166)	(208)	(371)	(247)

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9. Gossip About Yourself - False
Have you ever heard a piece of gossip about yourself that was false?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	69%	65%	72%	61%	73%	74%	63%	70%	74%	59%	60%
No	20%	23%	16%	24%	15%	17%	24%	18%	15%	26%	28%
Not sure	12%	12%	12%	15%	12%	9%	12%	11%	10%	15%	12%
Totals	101%	100%	100%	100%	100%	100%	99%	99%	99%	100%	100%
Unweighted N	(992)	(470)	(522)	(195)	(225)	(354)	(218)	(721)	(120)	(74)	(77)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Yes	69%	66%	69%	71%	68%	70%	69%	69%	73%	62%	69%	70%	71%
No	20%	23%	17%	19%	20%	19%	20%	19%	19%	24%	21%	17%	20%
Not sure	12%	11%	14%	10%	12%	11%	10%	12%	8%	14%	10%	14%	9%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(992)	(364)	(358)	(270)	(377)	(335)	(423)	(278)	(198)	(166)	(210)	(370)	(246)

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Interviewing Dates	July 25 - 27, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	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 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.358 to 4.824, with a mean of one and a standard deviation of 0.454.
Number of respondents	1000
Margin of error	$\pm$ 3.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	63 questions not reported.