

Daily Survey: Reporting on Racism

August 31 - September 4, 2022 - 1000 US Adult Citizens



1. Newspaper Reports Racial Slur

When a newspaper reports on racist abuse or someone using a racial slur, do you think such words should generally be quoted as...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
The word in full	22%	28%	17%	14%	20%	26%	26%	25%	18%	13%	23%
The first letter of the word with the remaining letters replaced with asterisks (*) or dashes (-)	26%	24%	27%	28%	30%	23%	24%	25%	25%	30%	25%
Reference to a euphemism (for example, "N-word")	18%	18%	19%	25%	17%	14%	20%	18%	21%	18%	20%
The word should not be reported at all	13%	10%	15%	6%	11%	16%	17%	15%	9%	9%	6%
Some other way	6%	4%	7%	6%	4%	8%	3%	5%	8%	5%	6%
Not sure	15%	16%	14%	21%	18%	13%	9%	12%	20%	25%	19%
Totals	100%	100%	99%	100%	100%	100%	99%	100%	101%	100%	99%
Unweighted N	(994)	(464)	(530)	(188)	(213)	(375)	(218)	(739)	(133)	(63)	(59)

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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
The word in full	22%	19%	23%	24%	20%	30%	21%	20%	28%	19%	20%	25%	23%
The first letter of the word with the remaining letters replaced with asterisks (*) or dashes (-)	26%	33%	22%	23%	32%	24%	22%	33%	33%	28%	22%	25%	29%
Reference to a euphemism (for example, "N-word")	18%	25%	14%	17%	25%	12%	18%	20%	15%	20%	15%	18%	20%
The word should not be reported at all	13%	10%	12%	18%	9%	17%	14%	14%	10%	13%	16%	12%	10%
Some other way	6%	7%	6%	4%	6%	5%	7%	4%	6%	7%	7%	5%	3%
Not sure	15%	6%	23%	15%	8%	13%	17%	8%	8%	13%	19%	15%	14%
Totals	100%	100%	100%	101%	100%	101%	99%	99%	100%	100%	99%	100%	99%
Unweighted N	(994)	(359)	(387)	(248)	(383)	(313)	(445)	(254)	(184)	(183)	(194)	(376)	(241)

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2. TV Radio Reports Racial Slur

When a TV or radio news show reports on racist abuse or someone using a racial slur, do you think such words should generally be quoted out loud as... ?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
The word in full	20%	26%	15%	10%	19%	23%	26%	22%	19%	11%	19%
Reference to a euphemism (for example, "N-word")	31%	31%	31%	36%	32%	26%	33%	30%	27%	37%	40%
The word should be bleeped out	14%	12%	16%	21%	11%	14%	11%	14%	17%	10%	11%
The word should not be reported at all	14%	12%	15%	9%	14%	15%	16%	15%	11%	12%	8%
Some other way	7%	4%	9%	6%	6%	8%	5%	6%	6%	8%	8%
Not sure	15%	15%	14%	18%	18%	14%	9%	12%	20%	21%	15%
Totals	101%	100%	100%	100%	100%	100%	100%	99%	100%	99%	101%
Unweighted N	(990)	(464)	(526)	(188)	(211)	(374)	(217)	(738)	(131)	(63)	(58)

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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
The word in full	20%	16%	22%	22%	18%	28%	19%	20%	25%	19%	20%	21%	21%
Reference to a euphemism (for example, "N-word")	31%	43%	25%	25%	42%	24%	29%	35%	37%	36%	26%	32%	31%
The word should be bleeped out	14%	17%	11%	15%	16%	13%	15%	13%	14%	14%	12%	13%	17%
The word should not be reported at all	14%	8%	15%	18%	10%	16%	13%	17%	12%	12%	15%	12%	16%
Some other way	7%	8%	5%	7%	6%	7%	8%	5%	6%	8%	8%	7%	3%
Not sure	15%	8%	22%	13%	9%	11%	17%	10%	6%	11%	19%	15%	12%
Totals	101%	100%	100%	100%	101%	99%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(990)	(357)	(384)	(249)	(380)	(314)	(443)	(254)	(183)	(181)	(194)	(375)	(240)

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Interviewing Dates	August 31 - September 4, 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 0.176 to 5.202, with a mean of one and a standard deviation of 0.55.
Number of respondents	1000
Margin of error	± 3.5% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	56 questions not reported.