

Daily Survey: Reporting on Racism

Sample 1000 U.S. Adult Citizens
Conducted August 31 - September 4, 2022
Margin of Error ±3.5%

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

The word in full	22%
The first letter of the word with the remaining letters replaced with asterisks (*) or dashes (-)	26%
Reference to a euphemism (for example, "N-word")	18%
The word should not be reported at all	13%
Some other way	6%
Not sure	15%

2. 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... ?

The word in full	20%
Reference to a euphemism (for example, "N-word")	31%
The word should be bleeped out	14%
The word should not be reported at all	14%
Some other way	7%
Not sure	15%

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.