



General Population Survey

Understanding general population attitudes toward free speech.





General Population Survey



1. **2500 Participants**
2. **30+ Questions**
3. **Core Measurement Concepts**
 - General Free Speech
 - Limits to Free Speech
 - Self Censorship
 - Cancel Culture

General Population Survey

Question #1

Q1: As an American, what freedoms matter most to you?

Most Common Responses*

Most Common Responses	Frequency
Free Speech	32.88%
Free Speech/Religion	28.52%
Bear Arms	15.80%
Free Religion	10.68%
Free Choice	6.48%
Right To Vote	5.64%

* This was an open-ended question. A complete list of responses is available upon request.

General Population Survey

Question #2

Q2: Some opinions are widely considered unacceptable to share in public

Total	2,500	100%
Strongly Disagree	107	4%
Somewhat Disagree	158	6%
Neither Agree Nor Disagree	413	17%
Somewhat Agree	1,093	44%
Strongly Agree	729	29%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Strongly Disagree	3.39%	5.37%	4.10%	6.25%
Somewhat Disagree	5.98%	6.68%	6.39%	6.25%
Neither Agree Nor Disagree	14.67%	16.55%	18.82%	13.54%
Somewhat Agree	45.60%	44.12%	41.38%	43.75%
Strongly Agree	30.36%	27.29%	29.31%	30.21%

General Population Survey

Question #3

Q3: American democracy can only thrive if there is free speech

Total	2,500	100%
Strongly Disagree	33	1%
Somewhat Disagree	77	3%
Neither Agree Nor Disagree	300	12%
Somewhat Agree	778	31%
Strongly Agree	1,312	52%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Strongly Disagree	0.79%	1.60%	1.69%	1.04%
Somewhat Disagree	3.27%	2.47%	2.90%	7.29%
Neither Agree Nor Disagree	11.06%	10.60%	13.39%	18.75%
Somewhat Agree	36.79%	26.71%	28.59%	32.29%
Strongly Agree	48.08%	58.64%	53.44%	40.63%

General Population Survey

Question #4

Q4: American democracy is currently threatened because people are afraid to voice their opinions

Total	2,500	100%
Strongly Disagree	267	11%
Somewhat Disagree	395	16%
Neither Agree Nor Disagree	387	15%
Somewhat Agree	749	30%
Strongly Agree	702	28%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Strongly Disagree	14.90%	5.66%	9.53%	17.71%
Somewhat Disagree	22.35%	8.85%	14.11%	19.79%
Neither Agree Nor Disagree	17.83%	11.18%	16.16%	18.75%
Somewhat Agree	28.44%	32.80%	29.92%	23.96%
Strongly Agree	16.48%	41.51%	30.28%	19.79%

General Population Survey

Question #5

Q5: All viewpoints should be protected by free speech, even those considered extreme

Total	2,500	100%
Strongly Disagree	167	7%
Somewhat Disagree	373	15%
Neither Agree Nor Disagree	412	16%
Somewhat Agree	833	33%
Strongly Agree	715	29%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Strongly Disagree	8.92%	3.92%	6.15%	10.42%
Somewhat Disagree	20.32%	8.27%	14.48%	16.67%
Neither Agree Nor Disagree	16.70%	14.37%	17.37%	21.88%
Somewhat Agree	34.31%	35.27%	31.97%	21.88%
Strongly Agree	19.75%	38.17%	30.04%	29.17%

General Population Survey

Question #6

Q6: All viewpoints should be protected by free speech, even those considered hateful

Total	2,500	100%
Strongly Disagree	266	11%
Somewhat Disagree	474	19%
Neither Agree Nor Disagree	450	18%
Somewhat Agree	737	29%
Strongly Agree	573	23%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Strongly Disagree	14.67%	5.22%	10.37%	14.58%
Somewhat Disagree	25.40%	13.79%	15.56%	26.04%
Neither Agree Nor Disagree	17.04%	16.55%	20.14%	18.75%
Somewhat Agree	28.33%	32.37%	29.92%	15.63%
Strongly Agree	14.56%	32.08%	24.00%	25.00%

General Population Survey

Question #7

Q7: Does the First Amendment protect hate speech?

Total	2,500	100%
Yes	1,413	57%
No	614	25%
I Don't Know	473	19%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Yes	54.40%	59.36%	57.06%	51.04%
No	29.01%	20.90%	22.20%	30.21%
I Don't Know	16.59%	19.74%	20.75%	18.75%

General Population Survey

Question #8

Q8: In your opinion, should the First Amendment protect hate speech?

Total	2,500	100%
Yes	949	38%
No	1,114	45%
I Don't Know	437	17%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Yes	30.59%	46.59%	39.45%	31.25%
No	55.98%	32.22%	41.74%	52.08%
I Don't Know	13.43%	21.19%	18.82%	16.67%

General Population Survey

Question #9

Q9: I am afraid to say what I believe because of the potential consequences

Total	2,500	100%
Never	596	24%
Rarely	727	29%
Occasionally	718	29%
Fairly Often	301	12%
Very Often	158	6%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Never	24.38%	23.08%	23.28%	29.17%
Rarely	31.83%	23.37%	29.92%	37.50%
Occasionally	27.88%	29.46%	29.79%	21.88%
Fairly Often	11.29%	14.80%	10.86%	9.38%
Very Often	4.63%	9.29%	6.15%	2.08%

General Population Survey

Question #10

Q10: I am afraid to say what I believe because I am worried how my family will react

Total	2,500	100%
Never	988	40%
Rarely	738	30%
Occasionally	500	20%
Fairly Often	182	7%
Very Often	92	4%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Never	40.52%	39.48%	37.15%	51.04%
Rarely	26.98%	28.16%	33.41%	29.17%
Occasionally	19.86%	20.61%	20.14%	15.63%
Fairly Often	9.14%	7.84%	5.31%	3.13%
Very Often	3.50%	3.92%	3.98%	1.04%

General Population Survey

Question #11

Q11: I am afraid to say what I believe because I am worried how my friends will react

Total	2,500	100%
Never	859	34%
Rarely	805	32%
Occasionally	536	21%
Fairly Often	213	9%
Very Often	87	3%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Never	35.21%	34.26%	46.88%	31.64%
Rarely	33.52%	32.81%	30.21%	30.04%
Occasionally	18.62%	22.68%	14.58%	24.53%
Fairly Often	9.03%	7.60%	6.25%	9.29%
Very Often	3.61%	2.65%	2.08%	4.50%

General Population Survey

Question #12

Q12: I am afraid to say what I believe because I am worried it could impact my job or standing in school

Total	2,500	100%
Never	742	30%
Rarely	512	20%
Occasionally	405	16%
Fairly Often	239	10%
Very Often	308	12%
Not Applicable	294	12%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Never	32.28%	26.71%	27.99%	41.67%
Rarely	23.14%	14.80%	23.28%	12.50%
Occasionally	13.21%	18.58%	17.49%	15.63%
Fairly Often	9.26%	10.60%	8.93%	10.42%
Very Often	9.71%	16.40%	12.18%	8.33%
Not Applicable	12.42%	12.92%	10.13%	11.46%

General Population Survey

Question #13

Q13: I am afraid to say what I believe on social media because I am worried I could be banned from social media platforms

Total	2,500	100%
Never	975	39%
Rarely	484	19%
Occasionally	311	12%
Fairly Often	177	7%
Very Often	235	9%
I am not active on social media	318	13%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Never	44.36%	31.79%	37.64%	53.13%
Rarely	19.30%	17.71%	21.59%	12.50%
Occasionally	10.61%	16.26%	11.70%	8.33%
Fairly Often	6.77%	9.43%	5.91%	3.13%
Very Often	7.11%	12.92%	9.17%	7.29%
I am not active on social media	11.85%	11.90%	13.99%	15.63%

General Population Survey

Question #14

Q14: I am afraid to say what I believe on social media because I am worried how people on social media will react

Total	2,500	100%
Never	642	26%
Rarely	507	20%
Occasionally	454	18%
Fairly Often	274	11%
Very Often	321	13%
I am not active on social media	302	12%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Never	25.62%	23.51%	26.30%	36.46%
Rarely	22.80%	16.40%	20.63%	21.88%
Occasionally	17.95%	17.13%	19.42%	16.67%
Fairly Often	10.72%	13.64%	9.65%	5.21%
Very Often	10.95%	17.56%	11.70%	6.25%
I am not active on social media	11.96%	11.76%	12.30%	13.54%

General Population Survey

Question #15

Q15: I am afraid to say what I believe because I am worried it could affect my public reputation

Total	2,500	100%
Never	873	35%
Rarely	691	28%
Occasionally	565	23%
Fairly Often	240	10%
Very Often	131	5%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Never	37.81%	30.91%	33.53%	48.96%
Rarely	30.25%	23.51%	28.83%	22.92%
Occasionally	18.96%	27.43%	23.16%	16.67%
Fairly Often	8.92%	10.74%	9.29%	10.42%
Very Often	4.06%	7.40%	5.19%	1.04%

General Population Survey

Question #16

Q16: I feel pressured to say things I don't believe in order to fit in

Total	2,500	100%
Never	1,187	47%
Rarely	707	28%
Occasionally	401	16%
Fairly Often	135	5%
Very Often	70	3%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Never	49.21%	43.11%	47.77%	60.42%
Rarely	29.80%	30.04%	25.45%	26.04%
Occasionally	12.19%	17.13%	19.66%	12.50%
Fairly Often	6.88%	5.66%	4.10%	1.04%
Very Often	1.92%	4.06%	3.02%	0.00%

General Population Survey

Question #17

Q17: I comment online about social issues because I think my comments can impact the outcome of important issues

Total	2,500	100%
Never	805	32%
Rarely	679	27%
Occasionally	652	26%
Fairly Often	257	10%
Very Often	107	4%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Never	27.99%	35.99%	33.78%	30.21%
Rarely	26.07%	28.45%	26.54%	33.33%
Occasionally	27.99%	21.92%	27.50%	26.04%
Fairly Often	12.75%	9.00%	9.17%	6.25%
Very Often	5.19%	4.64%	3.02%	4.17%

General Population Survey

Question #18

Q18: Have you heard of the term “Cancel Culture” before?

Total	2,500	100%
Yes	1,830	73%
No	670	27%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Yes	73.02%	71.84%	74.91%	69.79%
No	26.98%	28.16%	25.09%	30.21%

General Population Survey

Question #19

Q19: Do you think there is a growing cancel culture that is a threat to our freedom?*

Total	1,830	100%
Yes	1,086	59%
No	466	25%
I Don't Know	278	15%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Yes	34.47%	88.08%	63.12%	52.24%
No	45.60%	5.25%	19.65%	34.33%
I Don't Know	19.94%	6.67%	17.23%	13.43%

*This question is a subset of the preceding question #18

General Population Survey

Question #20

Q20: Does the act of canceling controversial artists (musicians, painters, actors, comedians, social media influencers, etc.) impact culture negatively?*

Total	1,830	100%
Yes	1,023	56%
No	428	23%
I Don't Know	379	21%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Yes	38.79%	75.56%	59.26%	44.78%
No	38.18%	8.28%	19.00%	32.84%
I Don't Know	23.03%	16.16%	21.74%	22.39%

*This question is a subset of question #18



Q21: What does the term “Cancel Culture” mean to you?

This was an open-ended question that yielded varied responses.
A complete list of responses is available upon request.

General Population Survey

Question #21

General Population Survey

Question #2

Q22: Social media companies should ban or restrict users who say things that are widely considered hateful

Total	2,500	100%
Strongly Disagree	369	15%
Somewhat Disagree	320	13%
Neither Agree Nor Disagree	542	22%
Somewhat Agree	642	26%
Strongly Agree	627	25%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Strongly Disagree	4.06%	25.69%	16.89%	16.67%
Somewhat Disagree	7.90%	16.84%	15.08%	9.38%
Neither Agree Nor Disagree	16.93%	26.85%	22.56%	20.83%
Somewhat Agree	32.51%	20.03%	22.56%	30.21%
Strongly Agree	38.60%	10.60%	22.92%	22.92%

General Population Survey

Question #23

Q23: Online platforms banning public figures to limit their ability to spread their messages, also known as deplatforming, is a good thing when done to a public figures who say things that are considered hateful

Total	2,500	100%
Strongly Disagree	365	15%
Somewhat Disagree	311	12%
Neither Agree Nor Disagree	640	26%
Somewhat Agree	656	26%
Strongly Agree	528	21%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Strongly Disagree	3.39%	26.12%	17.13%	13.54%
Somewhat Disagree	7.34%	18.29%	13.63%	7.29%
Neither Agree Nor Disagree	20.88%	28.16%	27.99%	30.21%
Somewhat Agree	32.73%	19.88%	24.85%	23.96%
Strongly Agree	35.67%	7.55%	16.41%	25.00%

General Population Survey

Question #24

Q24: A person should lose their job if they say things that are widely considered hateful

Total	2,500	100%
Strongly Disagree	386	15%
Somewhat Disagree	394	16%
Neither Agree Nor Disagree	777	31%
Somewhat Agree	594	24%
Strongly Agree	349	14%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Strongly Disagree	6.32%	23.95%	18.21%	14.58%
Somewhat Disagree	12.08%	19.59%	16.53%	15.63%
Neither Agree Nor Disagree	26.86%	35.12%	31.97%	33.33%
Somewhat Agree	32.05%	14.66%	22.92%	19.79%
Strongly Agree	22.69%	6.68%	10.37%	16.67%

General Population Survey

Question #25

Q25: Public institutions, like public colleges and universities, should ban speakers who say things that are widely considered hateful

Total	2,500	100%
Strongly Disagree	373	15%
Somewhat Disagree	332	13%
Neither Agree Nor Disagree	639	26%
Somewhat Agree	642	26%
Strongly Agree	514	21%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Strongly Disagree	7.00%	21.63%	18.34%	10.42%
Somewhat Disagree	10.61%	16.11%	13.99%	11.46%
Neither Agree Nor Disagree	22.12%	27.87%	26.06%	36.46%
Somewhat Agree	31.15%	23.08%	22.56%	20.83%
Strongly Agree	29.12%	11.32%	19.06%	20.83%

General Population Survey

Question #26

Q26: Public figures, like celebrities, should lose work, lose endorsement deals, take a reputational hit, etc. if they say things that are widely considered hateful

Total	2,500	100%
Strongly Disagree	300	12%
Somewhat Disagree	287	11%
Neither Agree Nor Disagree	668	27%
Somewhat Agree	728	29%
Strongly Agree	517	21%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Strongly Disagree	4.18%	17.71%	15.80%	10.42%
Somewhat Disagree	9.14%	14.80%	12.06%	4.17%
Neither Agree Nor Disagree	20.77%	30.33%	28.23%	42.71%
Somewhat Agree	35.55%	24.67%	27.62%	14.58%
Strongly Agree	30.36%	12.48%	16.28%	28.13%

General Population Survey

Question #27

Q27: Laws protecting free speech aren't enough. The American people have to celebrate and nurture free speech for it to fully be protected

Total	2,500	100%
Strongly Disagree	51	2%
Somewhat Disagree	160	6%
Neither Agree Nor Disagree	703	28%
Somewhat Agree	909	36%
Strongly Agree	677	27%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Strongly Disagree	2.26%	1.45%	2.17%	3.13%
Somewhat Disagree	10.05%	4.06%	4.70%	4.17%
Neither Agree Nor Disagree	30.14%	22.21%	29.55%	39.58%
Somewhat Agree	38.37%	36.57%	35.95%	19.79%
Strongly Agree	19.19%	35.70%	27.62%	33.33%

General Population Survey

Question #28

Q28: People can experience significant stress, even to the point of engaging in self-harm, because of the public backlash against something they said

Total	2,500	100%
Strongly Disagree	59	2%
Somewhat Disagree	96	4%
Neither Agree Nor Disagree	499	20%
Somewhat Agree	1,032	41%
Strongly Agree	814	33%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Strongly Disagree	1.69%	2.90%	2.41%	4.17%
Somewhat Disagree	4.06%	3.19%	4.34%	2.08%
Neither Agree Nor Disagree	19.64%	20.17%	20.02%	20.83%
Somewhat Agree	43.91%	38.61%	41.01%	38.54%
Strongly Agree	30.70%	35.12%	32.21%	34.38%

General Population Survey

Question #29

Q29: American society is better off when people feel free to express their true opinions, no matter how controversial

Total	2,500	100%
Strongly Disagree	88	4%
Somewhat Disagree	287	11%
Neither Agree Nor Disagree	623	25%
Somewhat Agree	808	32%
Strongly Agree	694	28%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Strongly Disagree	4.74%	2.18%	3.50%	2.08%
Somewhat Disagree	16.93%	6.24%	9.89%	12.50%
Neither Agree Nor Disagree	28.33%	19.30%	25.45%	29.17%
Somewhat Agree	34.20%	34.25%	29.31%	27.08%
Strongly Agree	15.80%	38.03%	31.85%	29.17%

General Population Survey

Question #30

Q30: Silencing people's opinions, even opinions currently considered extreme, threatens progress

Total	2,500	100%
Strongly Disagree	137	5%
Somewhat Disagree	421	17%
Neither Agree Nor Disagree	668	27%
Somewhat Agree	746	30%
Strongly Agree	528	21%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Strongly Disagree	7.34%	2.32%	5.67%	9.38%
Somewhat Disagree	24.38%	11.18%	14.11%	11.46%
Neither Agree Nor Disagree	28.89%	22.50%	27.26%	32.29%
Somewhat Agree	28.33%	32.51%	29.31%	29.17%
Strongly Agree	11.06%	31.49%	23.64%	17.71%

General Population Survey

Question #31

Q31: People are overly sensitive and looking for things to be offended by

Total	2,500	100%
Strongly Disagree	165	7%
Somewhat Disagree	241	10%
Neither Agree Nor Disagree	390	16%
Somewhat Agree	734	29%
Strongly Agree	970	39%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Strongly Disagree	12.19%	1.31%	4.95%	7.29%
Somewhat Disagree	16.59%	4.06%	7.00%	8.33%
Neither Agree Nor Disagree	19.07%	10.89%	16.53%	9.38%
Somewhat Agree	32.73%	25.11%	28.59%	35.42%
Strongly Agree	19.41%	58.64%	42.94%	39.58%

General Population Survey

Question #32

Q32: I support boycotting people or organizations who say things I find offensive

Total	2,500	100%
Strongly Disagree	304	12%
Somewhat Disagree	340	14%
Neither Agree Nor Disagree	717	29%
Somewhat Agree	675	27%
Strongly Agree	464	19%

Response based on political affiliation:

Affiliation	Democrat	Republican	Independent	Other
Strongly Disagree	4.74%	19.30%	14.11%	12.50%
Somewhat Disagree	9.59%	16.26%	14.84%	20.83%
Neither Agree Nor Disagree	24.83%	30.77%	30.64%	32.29%
Somewhat Agree	32.39%	22.93%	25.93%	15.63%
Strongly Agree	28.44%	10.74%	14.48%	18.75%