

A hand is shown pointing at a tablet that displays the homepage of The Atlantic website. The website content is partially visible, including headlines like 'The Atlantic', 'Their Wedding Plans About Belarus', 'Magnum Made Their Own Book', 'Pandemic', 'Closest Sign', 'Could G', 'Unfolding in Michigan', 'Overcoming American Masculinity to Build a Deep Male Friendship', 'End Meeting for All', 'When we remember this, we'll do so through a bunch of frantic Zoom on a laptop screen. The photographer Thomas Derrach captured our strange, sad year on Zoom.', 'At Work, Experts Are Falling Out of Favor', and 'I can be myself in a country that has huge and overwhelming LGBT rights and...'. The background is a dark red gradient with a circular frame around the tablet.

Leqer

IN COLLABORATION WITH

The Atlantic

Wokeness

Oct 22-24, 2021

METHODOLOGY

METHODOLOGY

Leger, the largest Canadian-owned polling and marketing research firm, in collaboration with The Atlantic, conducted this Web survey with a representative sample of **1,002 Americans**, over the age of 18, selected from LEO's (Leger Opinion) representative panel. Data collection took place from **October 22nd, 2021 to October 24th, 2021**, via Computer-Assisted Web Interviewing technology (CAWI). Using 2010 U.S. Census reference variables, the American data was then analyzed and weighted by our statisticians according to gender, age, region, race/ethnicity, household size and education level in order to render a representative sample of the general population.

A margin of error cannot be associated with a non-probability sample in a panel survey. For comparison purposes, a probability sample of this size would have a margin of **±3.09%, 19 times out of 20**. The results presented in this study comply with the public opinion research standards and disclosure requirements of CRIC (the Canadian Research and Insights Council) and the global ESOMAR network. Leger is a founding member of CRIC and is actively involved in raising quality standards in the survey industry. President Jean-Marc Léger is a member of the CRIC's Board of Directors and the Canadian representative of ESOMAR.

Leger is the polling firm that has presented the most accurate data, on average, over the last ten years in Canada. During the last federal election in 2019, Leger was once again the most accurate firm in the country. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (Philadelphia).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

METHODOLOGY

Notes on Reading this Report

The numbers presented have been rounded. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.

In this report, data in bold **red** characters indicate a significantly lower proportion than Total. Conversely, data in bold **green** characters indicate a significantly higher proportion than Total.

A more detailed methodology is presented in the appendix.

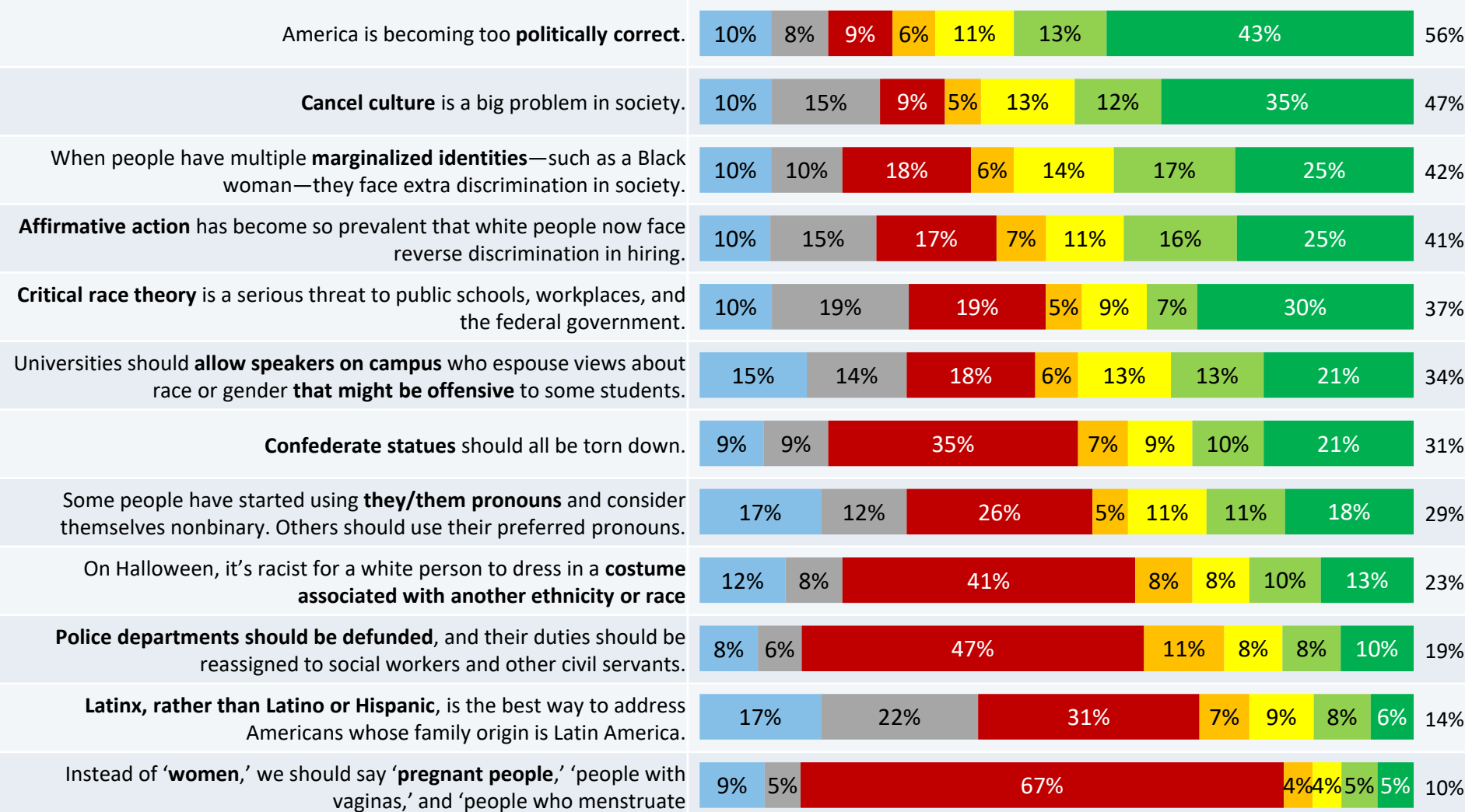
If you have questions about the data presented in this report, please contact Simon Jaworski, President at the following e-mail address: sjaworski@leger360.com

Agreement with Wokeness Statements

ATL1: Please read each statement and indicate on the scale how much you agree with the following statements where 1 = Strongly disagree and 5 = Strongly agree.

Base: Total, (n=1002)

% Agree



■ No opinion
 ■ I don't know enough about this to respond
 ■ 1 - Strongly disagree
 ■ 2
 ■ 3
 ■ 4
 ■ 5 - Strongly agree

Agreement with Wokeness Statements – By Education

ATL1: Please read each statement and indicate on the scale how much you agree with the following statements where 1 = Strongly disagree and 5 = Strongly agree.

Base: Total, (n=1002)

	Total	High School or Less	College or Above
America is becoming too politically correct .	56%	53%	58%
Cancel culture is a big problem in society.	47%	41%	51%
When people have multiple marginalized identities —such as a Black woman—they face extra discrimination in society.	42%	39%	44%
Affirmative action has become so prevalent that white people now face reverse discrimination in hiring.	41%	36%	44%
Critical race theory is a serious threat to public schools, workplaces, and the federal government.	37%	32%	41%
Universities should allow speakers on campus who espouse views about race or gender that might be offensive to some students.	34%	24%	40%
Confederate statues should all be torn down.	31%	31%	32%
Some people have started using they/them pronouns and consider themselves nonbinary. Others should use their preferred pronouns.	29%	25%	31%
On Halloween, it's racist for a white person to dress in a costume associated with another ethnicity or race	23%	23%	23%
Police departments should be defunded , and their duties should be reassigned to social workers and other civil servants.	18%	19%	19%
Latinx, rather than Latino or Hispanic , is the best way to address Americans whose family origin is Latin America.	14%	11%	15%
Instead of 'women,' we should say 'pregnant people,' 'people with vaginas,' and 'people who menstruate'	10%	10%	10%

Agreement with Wokeness Statements – By Race/Education

ATL1: Please read each statement and indicate on the scale how much you agree with the following statements where 1 = Strongly disagree and 5 = Strongly agree.

Base: Total, (n=1002)

	Total	White People no college degree	White People with a college degree	People of color with no college degree	People of color with a college degree
America is becoming too politically correct .	56%	63%	61%	41%	34%
Cancel culture is a big problem in society.	47%	47%	53%	45%	37%
When people have multiple marginalized identities —such as a Black woman—they face extra discrimination in society.	42%	35%	43%	51%	55%
Affirmative action has become so prevalent that white people now face reverse discrimination in hiring.	41%	43%	46%	33%	30%
Critical race theory is a serious threat to public schools, workplaces, and the federal government.	37%	39%	41%	34%	28%
Universities should allow speakers on campus who espouse views about race or gender that might be offensive to some students.	34%	28%	44%	45%	25%
Confederate statues should all be torn down.	31%	24%	31%	40%	48%
Some people have started using they/them pronouns and consider themselves nonbinary. Others should use their preferred pronouns.	29%	27%	32%	35%	26%
On Halloween, it's racist for a white person to dress in a costume associated with another ethnicity or race	23%	17%	21%	36%	38%
Police departments should be defunded , and their duties should be reassigned to social workers and other civil servants.	18%	17%	17%	21%	26%
Latinx, rather than Latino or Hispanic , is the best way to address Americans whose family origin is Latin America.	14%	11%	15%	21%	15%
Instead of 'women,' we should say 'pregnant people,' 'people with vaginas,' and 'people who menstruate'	10%	9%	10%	15%	12%

Agreement with Wokeness Statements – By Age Group

ATL1: Please read each statement and indicate on the scale how much you agree with the following statements where 1 = Strongly disagree and 5 = Strongly agree.

Base: Total, (n=1002)

	Total	18-29	30-39	40-49	50-64	65+
America is becoming too politically correct .	56%	39%	53%	55%	63%	68%
Cancel culture is a big problem in society.	47%	35%	46%	49%	52%	52%
When people have multiple marginalized identities —such as a Black woman—they face extra discrimination in society.	42%	50%	48%	35%	38%	36%
Affirmative action has become so prevalent that white people now face reverse discrimination in hiring.	41%	27%	35%	39%	47%	55%
Critical race theory is a serious threat to public schools, workplaces, and the federal government.	37%	20%	37%	35%	44%	49%
Universities should allow speakers on campus who espouse views about race or gender that might be offensive to some students.	34%	24%	36%	29%	41%	38%
Confederate statues should all be torn down.	31%	39%	38%	30%	28%	20%
Some people have started using they/them pronouns and consider themselves nonbinary. Others should use their preferred pronouns.	29%	32%	42%	30%	21%	20%
On Halloween, it's racist for a white person to dress in a costume associated with another ethnicity or race	23%	30%	32%	22%	17%	15%
Police departments should be defunded , and their duties should be reassigned to social workers and other civil servants.	18%	26%	29%	20%	12%	5%
Latinx, rather than Latino or Hispanic , is the best way to address Americans whose family origin is Latin America.	14%	16%	24%	13%	9%	7%
Instead of 'women,' we should say 'pregnant people,' 'people with vaginas,' and 'people who menstruate'	10%	15%	20%	11%	4%	2%

Agreement with Wokeness Statements – By Gender

ATL1: Please read each statement and indicate on the scale how much you agree with the following statements where 1 = Strongly disagree and 5 = Strongly agree.

Base: Total, (n=1002)

	Total	Male	Female
America is becoming too politically correct .	56%	61%	51%
Cancel culture is a big problem in society.	47%	52%	42%
When people have multiple marginalized identities —such as a Black woman—they face extra discrimination in society.	42%	43%	41%
Affirmative action has become so prevalent that white people now face reverse discrimination in hiring.	41%	44%	38%
Critical race theory is a serious threat to public schools, workplaces, and the federal government.	37%	42%	33%
Universities should allow speakers on campus who espouse views about race or gender that might be offensive to some students.	34%	43%	25%
Confederate statues should all be torn down.	31%	35%	28%
Some people have started using they/them pronouns and consider themselves nonbinary. Others should use their preferred pronouns.	29%	28%	30%
On Halloween, it's racist for a white person to dress in a costume associated with another ethnicity or race	23%	24%	22%
Police departments should be defunded , and their duties should be reassigned to social workers and other civil servants.	18%	22%	15%
Latinx, rather than Latino or Hispanic , is the best way to address Americans whose family origin is Latin America.	14%	16%	12%
Instead of 'women,' we should say 'pregnant people,' 'people with vaginas,' and 'people who menstruate'	10%	12%	8%

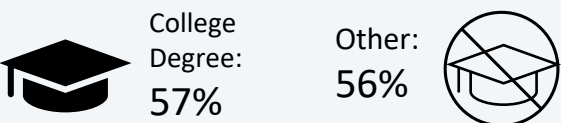
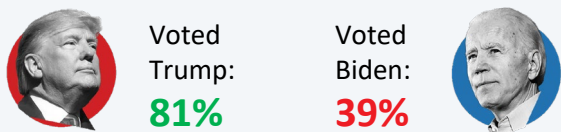
Agreement with Wokeness Statements – By 2020 Vote

ATL1: Please read each statement and indicate on the scale how much you agree with the following statements where 1 = Strongly disagree and 5 = Strongly agree.

Base: Total, (n=1002)

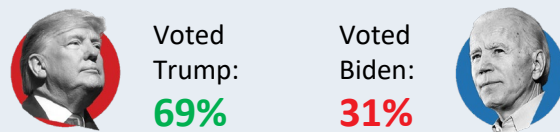
America is becoming too **politically correct**.

Total Population Agreement: **56%**



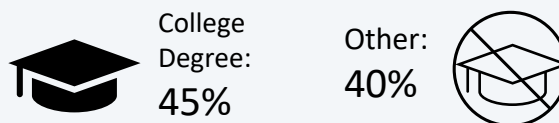
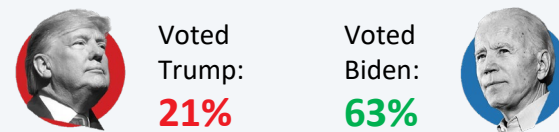
Cancel culture is a big problem in society.

Total Population Agreement: **47%**



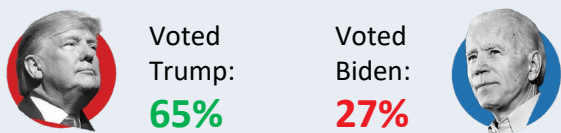
When people have multiple **marginalized identities**—such as a Black woman—they face extra discrimination in society.

Total Population Agreement: **42%**



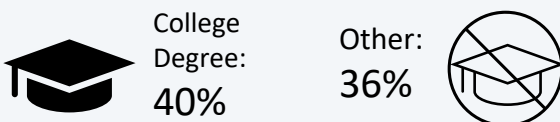
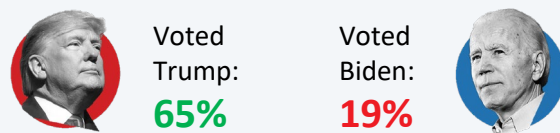
Affirmative action has become so prevalent that white people now face reverse discrimination in hiring.

Total Population Agreement: **41%**



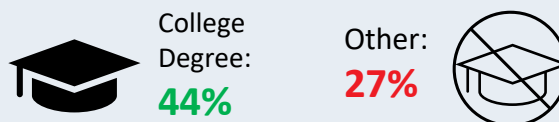
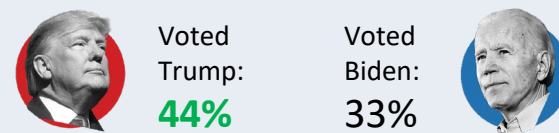
Critical race theory is a serious threat to public schools, workplaces, and the federal government.

Total Population Agreement: **37%**



Universities should **allow speakers on campus** who espouse views about race or gender **that might be offensive** to some students.

Total Population Agreement: **34%**



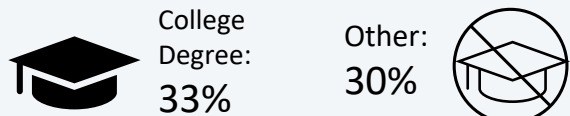
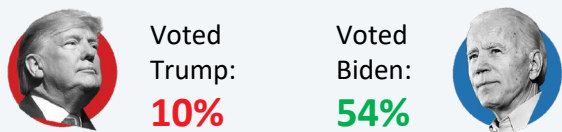
Agreement with Wokeness Statements – By 2020 Vote

ATL1: Please read each statement and indicate on the scale how much you agree with the following statements where 1 = Strongly disagree and 5 = Strongly agree.

Base: Total, (n=1002)

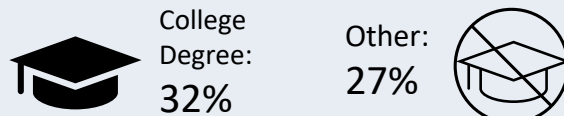
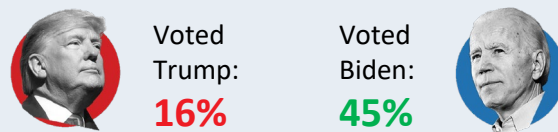
Confederate statues should all be torn down.

Total Population Agreement: **31%**



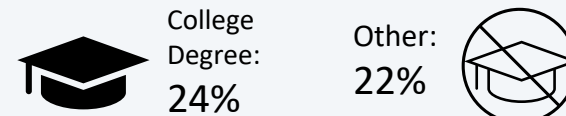
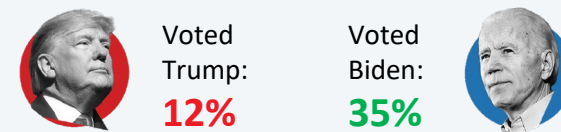
Some people have started using **they/them pronouns** and consider themselves nonbinary. Others should use their preferred pronouns.

Total Population Agreement: **29%**



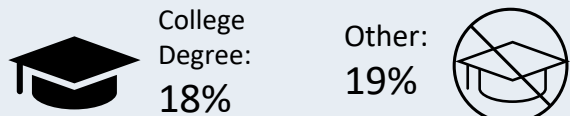
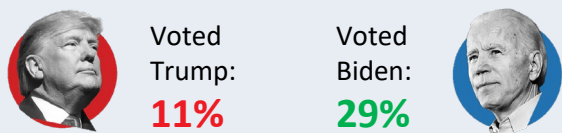
On Halloween, it's racist for a white person to dress in a **costume associated with another ethnicity or race** extra discrimination in society.

Total Population Agreement: **23%**



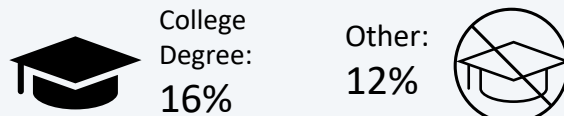
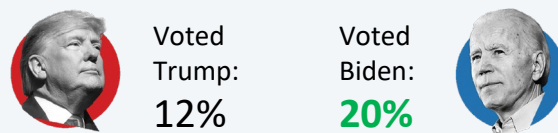
Police departments should be defunded, and their duties should be reassigned to social workers and other civil servants.

Total Population Agreement: **19%**



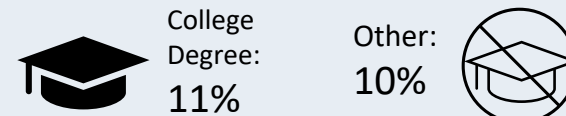
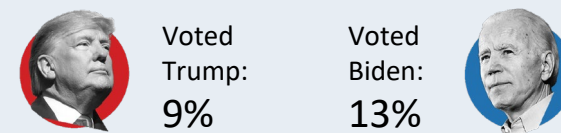
Latinx, rather than Latino or Hispanic, is the best way to address Americans whose family origin is Latin America.

Total Population Agreement: **14%**



Instead of **'women,'** we should say **'pregnant people,'** 'people with vaginas,' and 'people who menstruate'

Total Population Agreement: **10%**



APPENDIX

DETAILED METHODOLOGY

Weighted and Unweighted Sample for The United States

The following tables present the demographic distribution of respondents according to gender, age, and region for The United States.

GENDER	Unweighted	Weighted
Male	490	486
Female	512	516

AGE	Unweighted	Weighted
Between 18 and 29	104	181
Between 30 and 39	189	212
Between 40 and 49	188	186
Between 50 and 64	291	250
65 or older	230	172

US REGION	Unweighted	Weighted
North East	200	179
Mid West	220	217
South	322	372
West	260	233

OUR CREDENTIALS



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.



Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

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OMNIBUS TYPE

n=

REGIONS

	NATIONAL	1,500	CANADA
	PROVINCIAL	1,000	QC, ON, AB, BC
	MUNICIPAL	500	QC, MTL, TOR, CAL, EDM, VAN
	WESTERN	1,500	BC, AB, SK, MB
	AMERICAN	1,000	4 CENSUS REGIONS

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