Social Pressure Index: Private Opinion in America

Populace

"To suppress free speech is a double wrong. It violates the rights of the hearer as well as those of the speaker."

— Frederick Douglass; from his speech A Pleα for Free Speech in Boston (1860)

Abstract

What it is:

The Social Pressure Index (SPI) is a private opinion research study that reveals Americans' true opinions about sensitive topics from a nationally representative sample of American adults, including more than 19,000 completed responses. It estimates the gap between Americans' privately held beliefs and their publicly stated opinions. This index was conducted by the think tank Populace, with methodological and analytical support from Gradient, and fielded by the panel provider YouGov.

How it was conducted:

The primary methodology of the study was a list experiment (also known as the item count technique), a survey technique designed to maximize respondents' privacy. Rather than directly asking respondents their opinion on a series of sensitive topics, list experiments conceal respondents' answers as part of the methodological design by aggregating responses to sensitive items with other items, minimizing the biases introduced by social desirability and nonresponse.

The private opinions of respondents were then contrasted against their public opinions on the same sensitive topics by comparing list experiment results to those obtained by traditional public opinion polling methods.

For more information about the list experiment, see the Methodology section.

Survey conducted: May 16 - June 24, 2024

About Populace:

Populace is a non-partisan, Massachusetts-based think tank dedicated to building a world where all people have the opportunity to live fulfilling lives in a thriving society. Populace's private opinion research offers new insights into what Americans actually believe, using methodologies that reduce the distorting effects of social influence commonly found in traditional public opinion polling.

For more information, visit Populace.org.

Key Findings

- **O1. Most Americans are feeling social pressure.** A majority of Americans (58%) believe most people cannot share their honest opinions about sensitive topics in society today. And they are not wrong: Not only do 61% of Americans admit to self-silencing, private opinion methods reveal that every single demographic group is misrepresenting their true opinions on multiple sensitive issues.
- **O2.** College graduates and political independents are the least comfortable sharing their private views in public. Across demographic groups, college graduates and political independents self-silence the most often, with double-digit gaps between public and private opinion on 37 of 64 issues.
- **03. (Un)fair society.** Even though a sizable minority of Americans (37%) publicly express a belief that we live in a mostly fair society, only 7% privately agree a 30-point difference between public and private opinion. The difference is largest among Americans living in high income households (46% public vs. 6% private) and Republicans (50% public vs. 11% private).
- **04.** People privately agree on most issues. For two-thirds of the sensitive issues studied (43 of 64), ranging from abortion rights and school choice to legal immigration and voter ID requirements, 90% of demographic groups are privately on the same side of the issues.
- **05. Men and women have similar views.** A majority of men and women are on the same side of 57 of the 64 sensitive issues in this study.
- **06. Gen Z is surprisingly mainstream.** Gen Z is notably similar to the rest of America when it comes to their private views on sensitive topics: A majority of Gen Z are on the same side as the general public on 57 out of the 64 sensitive issues in this study (differing only in the magnitude of their support or opposition to a given issue). The issues where they diverge from the rest of the general public are climate change and immigration.
- **07.** There is private distrust of America's institutions. Public opinion results suggest low public confidence in the Supreme Court (36%) and a general distrust of the government (22%) and media (24%). Private opinion reveals that trust is even lower than public opinion results would suggest (21% confidence in the Supreme Court, 4% trust in government, and 7% trust in media).
- **08.** Americans value diversity. In private, nearly two-thirds of Americans agree more diversity would be good for the country, 64% believe legal immigrants do more to help the country than hurt it, and 58% continue to support the Black Lives Matter movement.
- **09. But Americans want meritocracy.** The vast majority of Americans, including a majority of almost every demographic group, privately believe that decisions about college admissions, as well as hiring and promotion at work, should be based on the individual's qualifications and performance rather than other social considerations.
- **10.** Americans who self-silence have less trust in other people. People who self-silence have a social trust score that is 22-points lower than people who do not (30% and 52%, respectively).

Introduction

The belief that there is social pressure to have the "right" opinion is pervasive in America today. In fact, a majority of Americans (58%) think that most people cannot share their honest opinions about sensitive topics.

Measuring Social Pressure: Do you think most people feel like they can share their honest opinions about sensitive topics in society today?

2024 Social Pressure Score:

A majority of Americans (58%) answered 'no' to whether they believe most people feel comfortable expressing their honest opinions about sensitive topics, indicating a 'high' level of social pressure in society today.



They are not wrong: In the last year alone, 61% of Americans reported that they have avoided saying things that they believe because others might find them offensive. This includes a majority of all demographic groups — regardless of race, gender, age, income, or political affiliation — with Gen Z having the highest rate of self-silencing of any group (72%).

One important, but underappreciated, consequence of perceived social pressure is that it can lead individuals not only to self-silence but to publicly misrepresent their private views (what scholars call "preference falsification"). It is critical to understand the extent to which Americans are misrepresenting their views today, because when this kind of cultural distortion becomes widespread in a society it can do lasting damage by driving the kind of false polarization and collective illusions that limit cooperation, erode trust, and hold back social progress.

The aim of this report is to not only quantify the perception of social pressure in society but also to better understand the extent to which Americans are misrepresenting their views by revealing gaps between public and private opinion on a range of sensitive issues. To accomplish this, we utilized a private opinion method called list experiment (also known as item-count technique). Rather than directly asking respondents their opinion, list experiments conceal respondents' answers by aggregating responses to sensitive items with other items, minimizing both social desirability and nonresponse biases.

In revealing the private opinions of the American public across a wide range of sensitive topics, and surfacing areas where there is the greatest misrepresentation of private views, this report aims to contribute to more open and honest political and social discourse.

Statements on Democracy

01	In general, I trust the government to tell me the truth.	Page 10
02	There is too much government control in America.	Page 11
03	The country is headed in the wrong direction.	Page 12
04	Society is better off when individuals get to make decisions for themselves rather than having experts make decisions for everyone.	Page 13
05	I have confidence in the Supreme Court.	Page 14
06	People should be required to show photo ID in order to vote in an election.	Page 15
07	The government should make it as easy as possible for every eligible citizen to vote.	<u>Page 16</u>
08	Donald Trump actually won the 2020 presidential election, but it was stolen from him through election fraud and voting manipulation.	Page 17
09	The events at the Capitol on Jan. 6, 2021 were an attack on democracy.	<u>Page 18</u>
10	Because things have gotten so far off track, Americans may have to resort to violence in order to save our country.	Page 19
Stat	ements on Individual Rights	
11	Americans have too much freedom.	Page 20
12	The government should restrict the expression of views deemed discriminatory or offensive.	Page 21
13	Gun ownership should be illegal in the United States.	Page 22
14	Abortion should be legal in most cases.	Page 23
15	The greater good is more important than individual rights.	Page 24
16	When there is a contradiction between the law and a person's religious beliefs, it is okay for them to disobey the law.	<u>Page 25</u>

Statements on Culture and Society

17	We live in a mostly fair society.	Page 26
18	Society is rigged against people like me.	Page 27
19	In general, most people can be trusted.	Page 28
20	The American Dream no longer holds true.	Page 29
21	In America, we have spent too much time trying to fix the past and not enough time building the future.	Page 30
22	In general, I trust the media to tell me the truth.	Page 31
23	In life, for one person to win someone else has to lose.	Page 32
24	The U.S. should declare itself a Christian nation.	Page 33
25	I do not like it when entertainment is used to promote a social agenda.	Page 34
Stat	ements on the Economy	
Stat 26	ements on the Economy My personal finances are in good shape.	Page 35
	<u> </u>	Page 35 Page 36
26	My personal finances are in good shape.	
26 27	My personal finances are in good shape. I am financially worse off now than I was a year ago.	Page 36
26 27 28	My personal finances are in good shape. I am financially worse off now than I was a year ago. The American economy is doing well.	Page 36 Page 37
26 27 28 29	My personal finances are in good shape. I am financially worse off now than I was a year ago. The American economy is doing well. The U.S. economy is better now than it was five years ago.	Page 37 Page 38
26 27 28 29 30	My personal finances are in good shape. I am financially worse off now than I was a year ago. The American economy is doing well. The U.S. economy is better now than it was five years ago. Strong labor unions are good for the economy.	Page 36 Page 37 Page 38 Page 39

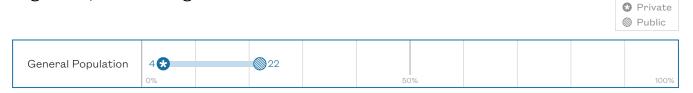
Statements on Education and Work

34	I support school choice in public education.	Page 43
35	Parents should have more influence over public school curriculums.	Page 44
36	Public schools are focusing too much on racism in the U.S.	Page 45
37	Getting a college degree is not worth it.	Page 46
38	Forgiving student loan debt of people who chose to go to college is not fair.	Page 47
39	Colleges should decide admission on merit rather than considering a student's racial or ethnic background.	Page 48
40	Companies should hire the most qualified person for the job, even if that means certain demographic groups end up being underrepresented.	Page 49
41	No one should receive preferential treatment at work based on factors other than performance.	Page 50
42	The government should require that companies meet gender and diversity quotas for executive positions.	Page 51
43	Diversity, Equity, and Inclusion (DEI) efforts in schools and companies should be dismantled.	Page 52
70	Diversity, Equity, and melasion (BEI) error to in schools and companies should be dismanticed.	- 480 02
	ements on Race and Gender	. ugo 01
		Page 53
State	ements on Race and Gender	
State 44	ements on Race and Gender More diversity would be good for America.	Page 53
State 44 45	ements on Race and Gender More diversity would be good for America. Women's gains in society have come at the expense of men.	Page 53 Page 54
State 44 45 46	More diversity would be good for America. Women's gains in society have come at the expense of men. Racism is built into the American economy, government, and educational system.	Page 53 Page 54 Page 55
State 44 45 46 47	More diversity would be good for America. Women's gains in society have come at the expense of men. Racism is built into the American economy, government, and educational system. It is okay to treat some groups differently in order to make up for historical injustices.	Page 53 Page 54 Page 55 Page 56
State 44 45 46 47 48	More diversity would be good for America. Women's gains in society have come at the expense of men. Racism is built into the American economy, government, and educational system. It is okay to treat some groups differently in order to make up for historical injustices. I support the Black Lives Matter movement.	Page 53 Page 54 Page 55 Page 56 Page 57
State 44 45 46 47 48 49	More diversity would be good for America. Women's gains in society have come at the expense of men. Racism is built into the American economy, government, and educational system. It is okay to treat some groups differently in order to make up for historical injustices. I support the Black Lives Matter movement. I support defunding the police.	Page 53 Page 54 Page 55 Page 56 Page 57 Page 58

Statements on Immigration

53	Immigration is changing our culture for the worse.	Page 62	
54	Legal immigrants do more to help the country than hurt it.	Page 63	
55	People who have entered the U.S. illegally should be deported.	Page 64	
56	The government should close the U.SMexico border.	Page 65	
57	I would support temporarily housing migrants in my town.	Page 66	
Statements on International Affairs			
58	The U.S. should focus on its own problems and let other countries deal with their own problems as best they can.	Page 67	
59	The U.S. is doing too much to help Ukraine.	Page 68	
60	Israel should be ended and given to the Palestinians.	Page 69	
61	The U.S. should stand by Israel.	Page 70	
62	The Hamas killing of 1,200 Israeli civilians on October 7th was justified.	Page 71	
63	The U.S. should be doing more to support Palestinians.	Page 72	
64		Page 73	

In general, I trust the government to tell me the truth.

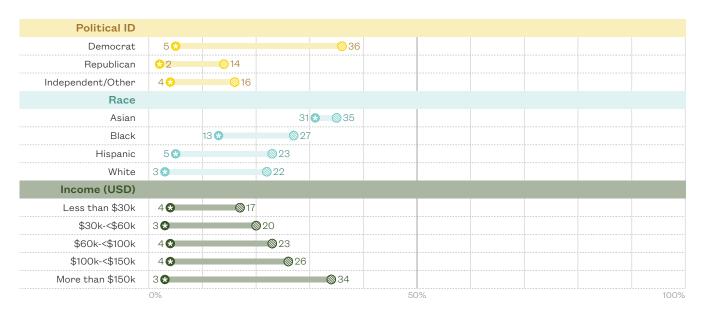


Americans privately trust the government even less than they are willing to admit. Responses to the *Social Pressure Index* show that while 22% of Americans publicly say they trust the government to tell the truth, only 4% privately believe this.

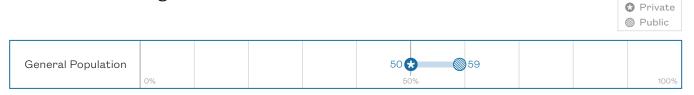
A similar public overstatement of trust in the government holds across nearly every demographic group. For example, Democrats' public opinion suggests they trust government the most (36%), but privately, only 5% of them hold this view (a gap of 31 percentage points); a private level of trust comparable to that of Independents (4%) and Republicans (2%).

There are notable disparities in how different racial groups respond. While almost one in three Asian Americans (31%) privately trust the government, far fewer Black (13%), Hispanic (5%), and White (3%) Americans feel the same.

The wealthiest Americans are also much more skeptical of the government in private than they publicly let on. Thus, while 34% of Americans making more than \$150k per year publicly say they trust the government, only 3% say the same privately. These results suggest a strong pressure among the most affluent Americans to publicly project a sense of trust in the government.



There is too much government control in America.

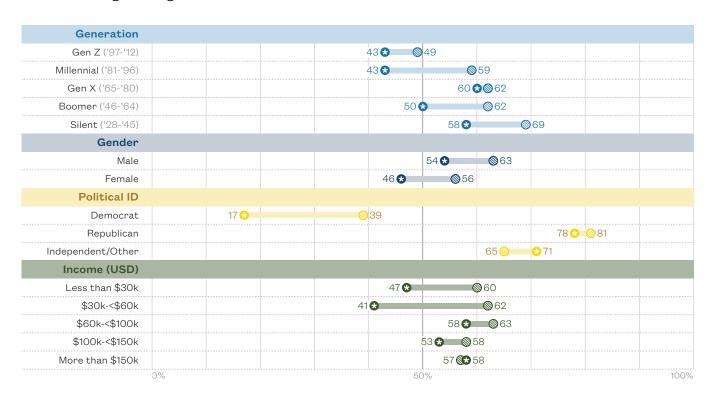


The Social Pressure Index reveals that 59% of Americans publicly agree that the government has too much control, but only half (50%) hold this belief in private.

Gen Z and Millennials are equally likely (43% for both groups) to see government overreach as a problem privately, but Millennials publicly overstate this concern (59%). A similar pattern emerges in the opinions about too much government control expressed by women (56% publicly vs. 46% privately) and men (63% publicly vs. 54% privately).

Views on government overreach vary widely by political party. In both public opinion polling and private opinion research, large majorities of Republicans and Independents agree that the government has too much control, while only 17% of Democrats privately share this concern.

Across household income levels, a majority of respondents publicly agree the government has too much control. Privately, however, findings indicate that fewer than half of Americans from households making less than \$60k per year believe this, suggesting that those with lower incomes tend to favor greater government intervention.



The country is headed in the wrong direction.

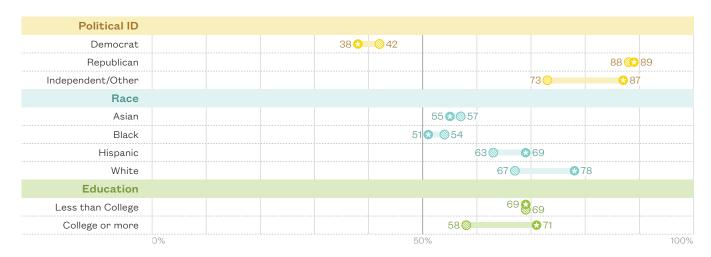


The Social Pressure Index indicates that approximately two-thirds (65%) of Americans are openly pessimistic about the direction of the country. In private, an even higher percentage (69%) agree. This close alignment suggests that most Americans are comfortable sharing their honest views.

Democrats, Independents, and Republicans hold starkly contrasting views about the trajectory of the nation. A minority of Democrats privately (38%) and publicly (42%) believe that the country is headed in the wrong direction. In contrast, an overwhelming majority of Independents and Republicans privately hold this view (87% and 89%, respectively), and while Republicans express this view at a similar rate publicly (88%), Independents under-report their dissatisfaction with the direction of the country (73%).

Among racial groups, more White Americans (78%) privately agree that the country is heading in the wrong direction than are willing to say so publicly (67%), suggesting a hesitation to honestly disclose how they really feel about the future of the country.

With respect to education levels, those with a college degree privately believe the country is heading in the wrong direction at a similar rate to those without a college degree (71% and 69%, respectively). However, people with college degrees were less likely (58%) to report this concern publicly.



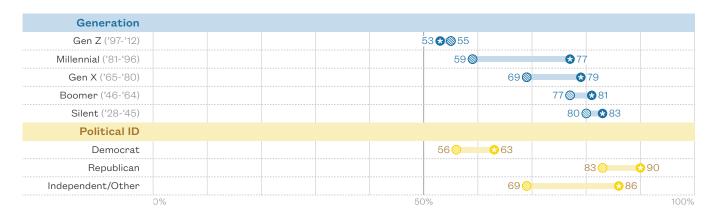
Society is better off when individuals get to make decisions for themselves rather than having experts make decisions for everyone.



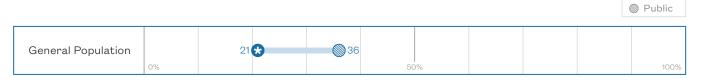
Thomas Jefferson famously declared that individual liberty is central to the American Creed, and this notion is enshrined in the Declaration of Independence. Today, Americans overwhelmingly still agree with that sentiment. The *Social Pressure Index* finds that approximately two-thirds of Americans publicly believe that society is better off when individuals are free to make their own decisions, rather than having experts make decisions for them. In private, agreement is even higher (75%).

Support for individuals making decisions for themselves increases with age. In fact, Gen Z stands out in comparison to other generations because only 53% of Gen Z agrees with this perspective privately, while all other generations reveal an overwhelming majority agreement of 77% to 83% in private. While public opinion largely mirrors private opinions among respondents of every generation, Millennials' public agreement is 18 percentage points less than what they say in private.

Across all demographic groups, the majority of Americans both publicly and privately agree that society is better off when individuals make decisions for themselves. However, Democrats are the least supportive of this idea (agreeing 56% publicly and 63% privately) while Republicans are the most supportive (agreeing 83% publicly and 90% privately). Among Independents, 69% agree publicly while 86% agree privately, suggesting social pressure to hide their view that individuals making decisions is better for society than experts making decisions for everyone.



I have confidence in the Supreme Court.

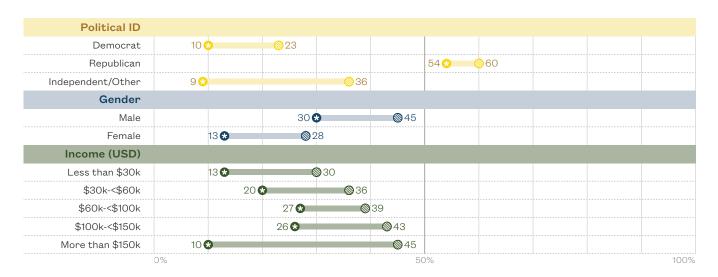


Using traditional public opinion polling, the *Social Pressure Index* reveals that a minority of Americans (36%) have confidence in the Supreme Court. But when given an opportunity to express their private opinion, only 21% say the same.

Confidence in the Supreme Court also varies along party lines. While a majority of Republicans both publicly (60%) and privately (54%) report feeling confident in the Supreme Court, less than half of Democrats and Independents share this view, with a vast majority of both groups privately disagreeing (10% of Democrats and 9% of Independents) but over-stating their confidence publicly (with 23% of Democrats and 36% of Independents agreeing).

A minority of men and women publicly express confidence in the Supreme Court, and private opinion methods reveal even higher rates of hidden skepticism. Women express far less public confidence in the Supreme Court than men (28% and 45%, respectively), and under private opinion methods both groups are fifteen percentage points lower than public polling indicates (13% and 30%, respectively).

Most income brackets over-report their confidence in the Supreme Court by about 15 percentage points. Households making \$150k or more, however, have both the highest rate of public confidence in the Supreme Court (45%) and the lowest rate of private agreement (10%), revealing a 35 percentage point gap between their public and private views.



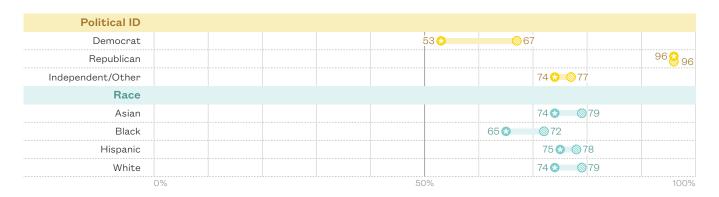
People should be required to show photo ID in order to vote in an election.



As of 2024, almost half of all U.S. states require a photo ID to cast an election ballot, and more than half (35 states) require some form of identification to do so. The *Social Pressure Index* reveals that roughly three out of four Americans (78% publicly, 72% privately) agree with requiring voters to show photo ID.

Nearly all Republican respondents express support for voter ID laws both publicly and privately (96% for both). A majority of Independents (77% publicly, 74% privately) feel the same. Democrats, however, appear less willing to openly share their support for voter ID requirements, with 67% agreeing publicly and only 53% doing so privately, suggesting there may be social pressure for Democratic voters to withhold their honest views around this issue.

Large majorities of every racial group support photo ID laws for voting in elections. There are minimal differences for each race between public and private opinion about voter ID requirements.



The government should make it as easy as possible for every eligible citizen to vote.

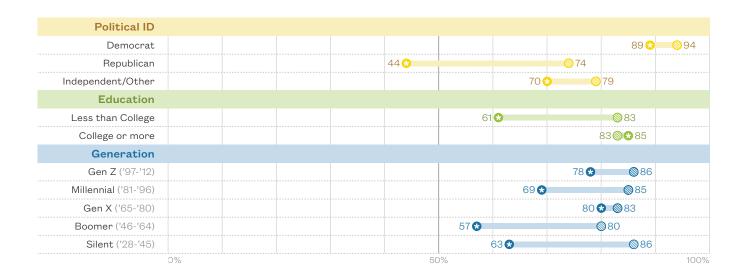


The debate over voter access in America centers around two issues: who should be eligible to vote and how easy it should be for an eligible citizen to vote. Despite a large majority of Americans agreeing that the government should make voting as easy as possible, public and private opinions are notably different. While 83% of Americans publicly agree, only 69% say so privately.

Stark differences surface across political lines. 94% of Democrats publicly support making voting as easy as possible, and 89% privately agree. Among Republicans, however, a large majority (74%) publicly say the government should make voting as easy as possible for all, but fewer than half (44%) endorse it privately. The resulting gap of 30 percentage points between public and private views suggests that Republicans are feeling social pressure to openly support greater access to voting even when they do not privately believe it.

Similar to the general public overall, Americans without a college degree show greater public support for making voting easier (83%) than they do in private (61%). Americans with a college degree are equally as supportive in public (83% agreement) as they are in private (85% agreement).

A vast majority of respondents from all age groups (ranging from 80% to 86%) agree that voting should be as easy as possible, but the public and private opinions of older Americans have a sizable gap (23 percentage points). Despite high levels of public support among Boomers and the Silent Generation, private support for making voting easy is muted (57% and 63% agreement, respectively).



Donald Trump actually won the 2020 presidential election, but it was stolen from him through election fraud and voting manipulation.

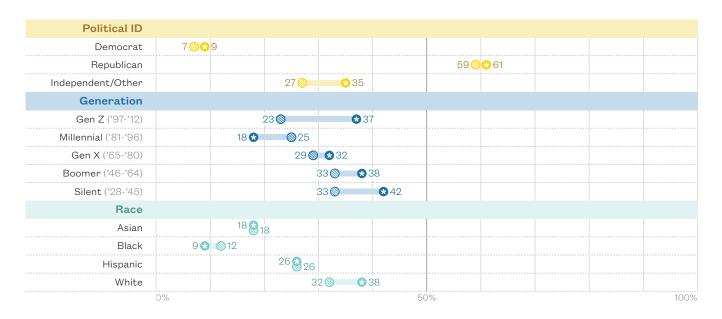


According to the *Social Pressure Index*, fewer than one in three Americans (28% publicly, 31% privately) believes the 2020 Presidential election was stolen from Donald Trump.

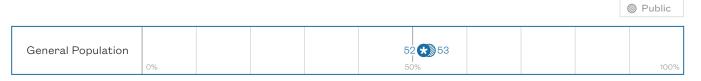
Republicans and Democrats are sharply divided on the subject of the legitimacy of the 2020 election: 59% of Republicans and 7% of Democrats publicly agree the election was stolen. For both groups, the gap between public and private opinion is very small (2% for both Republicans and Democrats), suggesting neither group feels pressure to hide their honest views on the matter.

Across different age groups, Gen Z shows the largest gap between public (23%) and private (37%) agreement that the 2020 election was stolen from Trump, while the public and private views of older Americans differ very little. Respondents from the Silent Generation are the one exception to this rule, agreeing more privately (42%) than they do publicly (33%). In private, Millennials are the least skeptical of the 2020 election results.

There are differences in private opinion across racial groups on this topic. Whereas 38% of White Americans privately agree that the election was stolen from Donald Trump, far fewer Hispanic (26%), Asian (18%), and Black Americans (9%) privately hold that view. Notably, within all racial groups, there are minimal differences between public and private opinion, suggesting that people feel more or less comfortable sharing their honest views on the results of the 2020 presidential election.



The events at the Capitol on Jan. 6, 2021 were an attack on democracy.

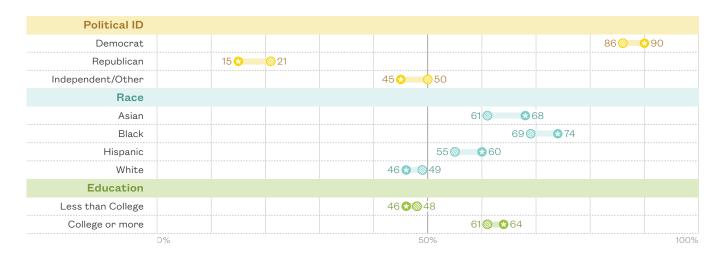


The Social Pressure Index reveals that a slight majority of Americans, both publicly (53%) and privately (52%), view what happened at the Capitol on January 6th, 2021 as an attack on democracy. In other words, Americans are not misrepresenting their opinions on this topic.

Perceptions of January 6th vary along party lines, but regardless of political affiliation most Americans are comfortable sharing their true views. Democrats overwhelmingly agree that it was an attack on democracy, both publicly (86%) and privately (90%), while a minority of Republicans hold the same view (21% publicly, 15% privately). Similar to the general population, Independents are evenly split with 50% publicly and 45% privately agreeing that the events of January 6th were an attack on democracy.

Racial minorities are far more likely than non-minorities to view events at the Capitol as an assault on democracy. A majority of Black (74%), Asian (68%), and Hispanic Americans (60%) concur privately, and their public views are very similar. By contrast, less than half of White Americans (49% publicly, 46% privately) say the same, which means that a majority of this demographic does not consider the events of January 6th, 2021 to be an attack on democracy.

Opinions about this pivotal date also differ according to education level. While a definitive majority of those with a college degree see the events of January 6th as an assault on democracy privately (64%) and publicly (61%), only about half of non-degree holders agree (48% publicly, 46% privately).



Because things have gotten so far off track, Americans may have to resort to violence in order to save our country.

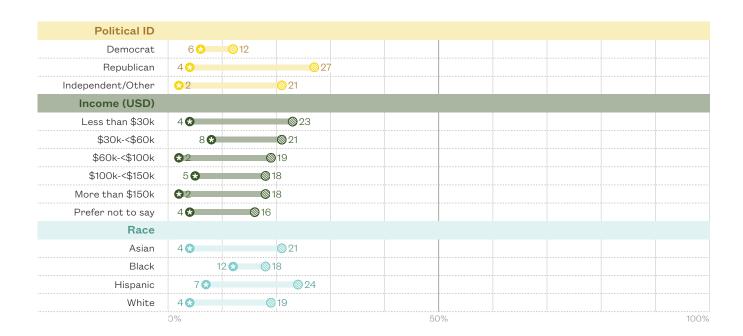


The traditional public opinion polling used by the *Social Pressure Index* shows that 20% of Americans believe things have gotten so far off track that it is okay to respond with violence. Yet the private opinion results reveal much less appetite for violence. Privately, only 4% of Americans share this view, a finding that suggests Americans are far less willing to endorse violence than public opinion suggests.

Public agreement that Americans may have to resort to violence is highest among Independents (21%) and Republicans (27%), but respondents from both of these groups are far less likely to express the same beliefs privately. A mere 2% of Independents, 4% of Republicans, and 6% of Democrats privately believe violence may be necessary to save the country.

Across income brackets, differences in opinion are minimal; each group reflects a similar trend of publicly over-stating the need for political violence despite very little private support. Americans who earn less than \$30k per year express the greatest public support (23%), but they also show the largest gap (19 percentage points) between their public and private (4%) agreement.

The same pattern holds true among racial groups. There are large differences between public and private opinion on this topic, such that Americans of all races tend to express more public support for violence than they privately agree with. The gap is smallest for Black Americans, however, due to relatively elevated private agreement (12%) that violence may be necessary to save the country — they are the only racial group to exceed 10% private agreement.



Americans have too much freedom.

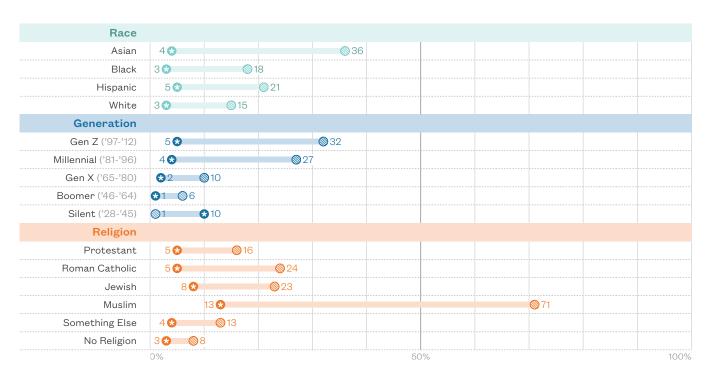


The Social Pressure Index reveals that 17% of Americans publicly agree that Americans have too much freedom, but only 3% hold this opinion privately. In other words, it is a near-universal private consensus that Americans do not have too much freedom.

Among racial groups, private agreement is consistently low, ranging from 3% to 5%, while public sentiment is greater for all groups. Asian Americans, in particular, show the most public agreement with more than one in three (36%) saying that Americans have too much freedom; but only 4% report the same opinion in private.

More Gen Z and Millennial respondents agree compared to any other generation (32% and 27%, respectively). Yet across all ages except the Silent Generation, private agreement is 5% or less. Despite their private sentiments, younger generations appear to feel more social pressure to publicly lament the excessive amount of freedom Americans have today.

Religious groups follow the same patterns observed in other demographics, with a minority privately and publicly agreeing that Americans have too much freedom, with one exception. Only 13% of Muslims privately believe that Americans have too much freedom, but an overwhelming 71% do so publicly, resulting in a gap of 58 percentage points and a massive misrepresentation of privately held views.



5 🚼

Statement 12

General Population

The government should restrict the expression of views deemed discriminatory or offensive.

26



The Social Pressure Index finds that while 26% of Americans publicly agree that the government should restrict speech deemed discriminatory or offensive, far fewer people actually agree with it in private (5%), indicating near-universal support for protecting objectionable speech from government censorship.

Some partisan differences emerged in public support for government restriction of speech. More Democrats (37%) publicly express support for restricting speech than either Republicans or Independents (both 20%). Yet this discrepancy disappears in the private opinion results. Across Democrats, Republicans and Independents, 8% or less of respondents privately agree with the government restriction of free speech.

Public support for the restriction of expression also varies according to racial group. More than 40% of Asian and Black Americans, as well as 30% of Hispanic Americans, publicly agree with the restriction of expression deemed to be discriminatory or offensive. The results of private opinion research reveal less but equally varied support across races (24% agreement for Asian and 16% for Black and Hispanic Americans). White Americans express greater opposition to the restriction of speech, with just 23% publicly and 4% privately agreeing. The gaps between public and private views across all racial groups suggest that Americans, in general, are feeling social pressure to support government restriction of offensive or discriminatory speech, despite privately lacking the desire to do so.

Across every demographic, the only group that shows majority public support for restricting free expression is Muslim Americans. According to the results from traditional public opinion polling, 53% of Muslims publicly agree that the government should restrict the expression of views deemed to be discriminatory or offensive. Privately, however, only 33% agree. This is the highest private rate of agreement of any respondent group, revealing that a majority of every demographic group rejects the idea of restricting free speech, even when it is deemed offensive.

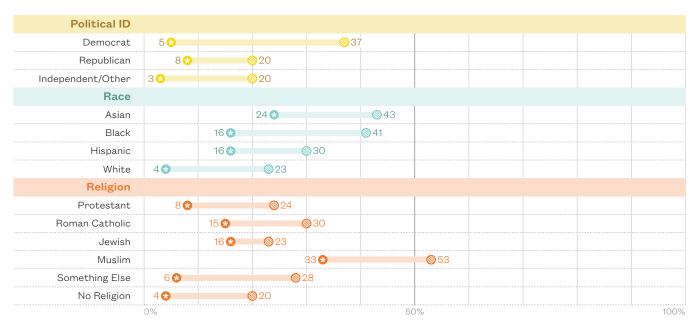


Table of Contents / View Complete Crosstabs

Gun ownership should be illegal in the United States.

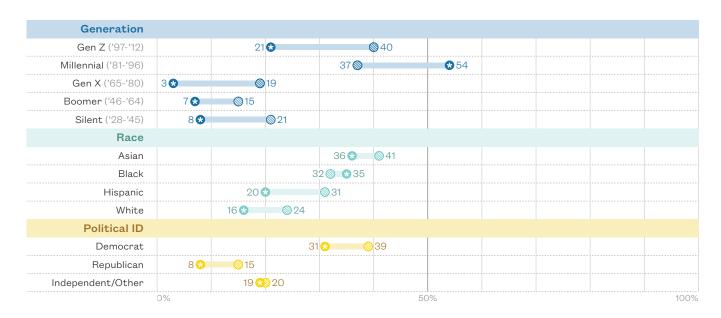


The Social Pressure Index reveals that most Americans believe gun ownership should remain legal in the United States. Only 26% of Americans publicly support outlawing guns, and 22% agree with it in private.

Younger Americans show slightly stronger public support for banning guns, with 40% of Gen Z and 37% of Millennials agreeing. Private opinion research shows these views diverging still further, as a majority (54%) of Millennials privately believe gun ownership should be illegal, and only 21% of Gen Z privately hold that view. These gaps suggest the presence of competing social pressure, depending on one's age: while many from Gen Z feel compelled to suppress their private disagreement and publicly agree with banning gun ownership, many Millennials feel compelled to do the opposite and hide their true support for making guns illegal.

Across racial groups, White and Hispanic Americans are least supportive of outlawing gun ownership in public (24% and 31%, respectively), and their private support is even lower (16% and 20%, respectively). Likewise, a minority of Black and Asian Americans agree that gun ownership should be illegal, with roughly one in three supporting this view both publicly and privately (ranging from 32% to 41% agreement).

According to both public polling and private opinion research results, support for making gun ownership illegal is a minority opinion. This holds true regardless of political affiliation, although more Democrats than Republicans agree. Privately, about one in three Democrats (31%) support making guns illegal, while only one in ten Republicans (8%) agree.



Abortion should be legal in most cases.

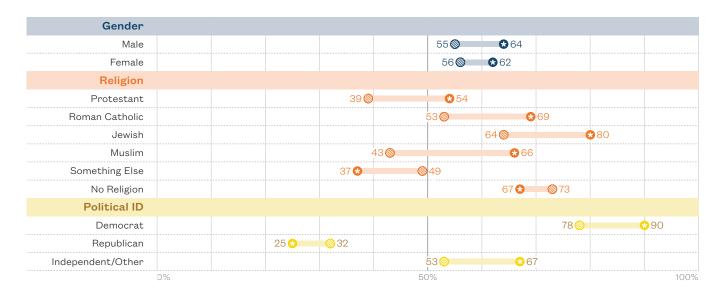


After the U.S. Supreme Court overturned *Roe v. Wade* in 2022, numerous states held ballot initiatives relating to abortion rights. Many of the results from these elections revealed unexpected support for abortion, and the *Social Pressure Index* confirms this trend. Both publicly (55%) and privately (63%), a majority of Americans agree that abortion should be legal in most cases.

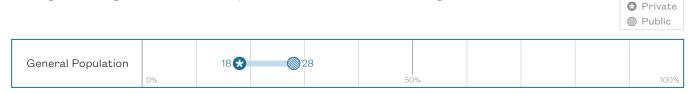
There are no meaningful differences between men and women on the issue of abortion: A majority of men and women agree both publicly and privately that abortions should be legal in most cases.

In a comparison of religious groups, Protestants and Roman Catholics publicly oppose abortion rights much more than Jewish and non-religious Americans. Still, when asked privately a majority of Protestants (54%) and Roman Catholics (69%) agree that abortion should be legal in most cases. Muslim and Jewish Americans also support abortion rights more in private (66% and 80% agreement, respectively) than they are willing to admit publicly (43% and 64% respectively).

A similar trend appears among Democrats and Independents, the majority of whom support abortion both publicly and privately. While more than three-quarters of Democrats (78%) and half of Independents (53%) publicly support that abortion should be legal in most cases, in private Democrats show near unanimous support (90%) and roughly two-thirds of Independents (67%) agree. In contrast, opposition among Republicans is stark: Publicly, less than one-third (32%) agree abortion should be legal in most cases, and only a quarter (25%) do so privately.



The greater good is more important than individual rights.



The Social Pressure Index finds that while 28% of Americans publicly agree that the greater good is more important than individual rights, only 18% believe this in private.

Though private agreement is fairly consistent among Americans with and without a college degree (20% and 17%, respectively), the public opinion of college graduates (36%) diverges from their private views by 16 percentage points. This suggests that those with higher education are more likely to misrepresent their actual views on the relative importance of the greater good.

While there are no sizable gaps between public and private opinion among different racial groups, respondents' views differ widely. Although 27% of White and 31% of Hispanic Americans publicly agree that the greater good is more important than individual rights, private support is lower (17% and 23%, respectively). The pattern among Black and Asian Americans is the opposite, with 34% and 41%, respectively, agreeing in public and 43% of both groups privately agreeing.

While no political group holds a majority view favoring the greater good over individual rights, Democrats show relatively greater public support for this view (about 15 percentage points higher agreement) than Republicans or Independents. All partisan groups agree more in public than they do in private, indicating the presence of similar social pressure to support this across parties.

Compared to other generations, Gen Z and Millennials are more likely to privately prioritize the greater good over individual rights (25% and 29% agreement, respectively). Support from Gen X, Boomers, and the Silent Generation is less than half that of the younger generations (10%, 11%, and 7%, respectively). Across all generations, public opinion is higher than what people actually believe in private, suggesting social pressure to endorse the greater good despite privately prioritizing individual rights.

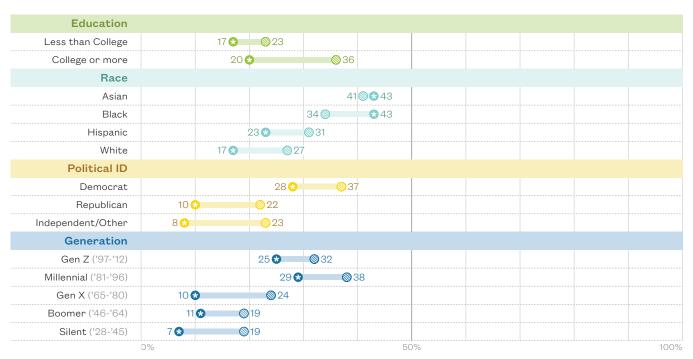


Table of Contents / View Complete Crosstabs

When there is a contradiction between the law and a person's religious beliefs, it is okay for them to disobey the law.

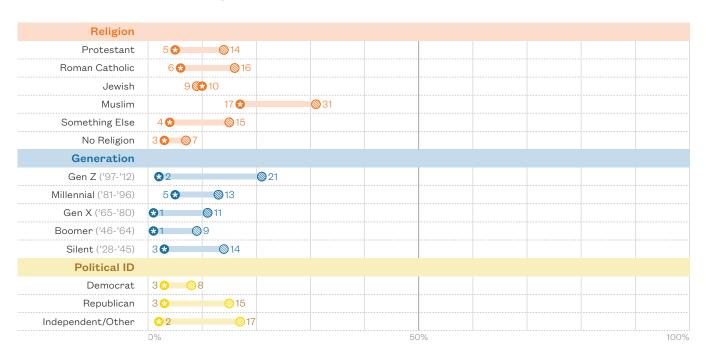


According to the *Social Pressure Index*, very few Americans (2%) privately agree that it is okay to break the law when it conflicts with a person's religious beliefs, though slightly more (13%) say that they condone this when asked publicly.

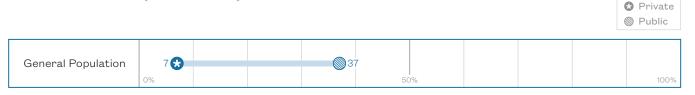
This private and public disapproval of religion-based disobedience holds across demographic and religious groups, as well. Among religious groups, Protestants, Roman Catholics, and Muslims systematically show greater support for this in public than in private. Yet no more than 17% of any religious group privately agrees with prioritizing religious belief over law.

Compared to other generations, Gen Z is more publicly permissive of civil disobedience when the law conflicts with religious doctrine (21%). However, privately, only 2% of Gen Z is supportive, which aligns with the views of other generational groups.

In a similar trend, Republicans (15%) and Independents (17%) are publicly more supportive of defying the law for religious reasons than Democrats (8%), but privately only 2% to 3% of respondents from all parties agree with this idea.



We live in a mostly fair society.



Americans do not believe that society is fair. While 37% of Americans publicly agree that society is mostly fair, the *Social Pressure Index* finds that only 7% believe it privately. This 30-point gap between overall public and private opinion is the largest among the 64 sensitive statements, revealing that private sentiment is considerably more negative about fairness in society than traditional public polling suggests.

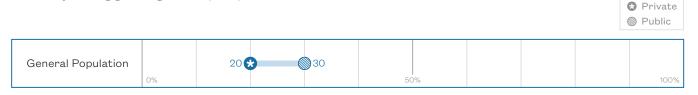
This public-private opinion gap persists across different generations, with about one-third of Gen Z, Millennials, and Gen X respondents publicly agreeing that we live in a mostly fair society but less than 14% expressing the same belief privately (13%, 9%, and 6% agreement, respectively). The divide for Boomers (42% public vs. 4% private agreement) and the Silent Generation (62% public vs. 6% private agreement) is even more substantial, indicating that many in these groups publicly support an idea they privately reject. Younger Americans are less likely to publicly say that society is mostly fair, and unlike their older counterparts, their private views are relatively consistent with this position.

While Democrats, Republicans, and Independents all have low levels of private agreement that society is mostly fair (6%, 11%, and 3%, respectively), there are differences in their public assessment of societal fairness. A full 50% of Republicans publicly report that we live in a mostly fair society, while only about one in three Democrats (32%) and Independents (35%) publicly agree that society is fair.

The same trend holds across all racial groups, with respondents publicly over-reporting their belief in the fairness of society. While roughly a third or more (32% to 40%) openly agree that society is mostly fair, private opinion research reveals considerably lower rates of agreement among Asian (5%), White (8%), Black (12%), and Hispanic (18%) Americans.



Society is rigged against people like me.

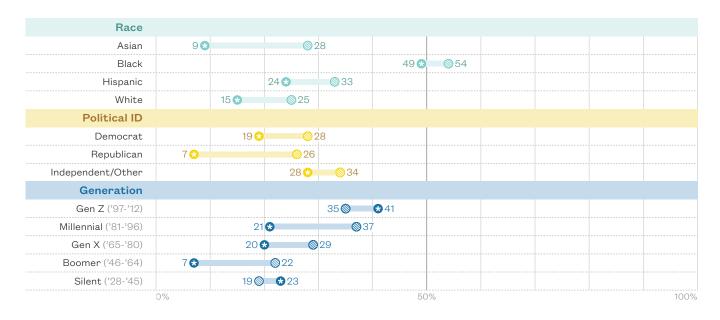


The idea that society is rigged does not resonate with most Americans. The *Social Pressure Index* finds that only 30% of Americans publicly agree with this sentiment, and even fewer agree with it in private (20%).

However, responses vary by race. Approximately half of Black Americans both publicly and privately agree that society is rigged against them, showing the highest private agreement of any racial group (49%) and the smallest gap between public and private views (only 5%). By contrast, Asian Americans privately show the lowest private agreement with this idea (9%), even though their public agreement (28%) is similar to that of White and Hispanic Americans (25% and 33%, respectively).

Most generations publicly over-report feeling that society is rigged against them. Interestingly, while Gen Z and Millennials show similar public agreement (35% and 37%, respectively), their private opinions differ. Gen Z has slightly higher private agreement (41%), whereas Millennials' private agreement is much lower (21%). This suggests that, although Millennials appear similar to Gen Z in public, they privately do not believe society is rigged against them as much as they publicly claim.

With respect to political party identification, public agreement that society is rigged is similar for Democrats, Republicans, and Independents (ranging from 26% to 34%). Although Democrats and Independents' private views resemble their public views, the private views of Republicans differ starkly. A mere 7% of Republicans privately believe society is rigged against people like them, a finding that suggests this belief is not as widespread as public polling indicates.



In general, most people can be trusted.



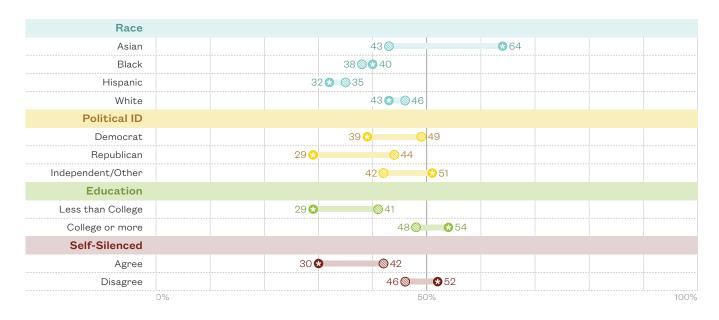
A somewhat pessimistic view of social trust emerges in the *Social Pressure Index*. Less than half (43%) of Americans publicly agree that most people are trustworthy, and in private that belief is consistent (38%).

Public opinion polling indicates that between 35% and 46% of Americans across all racial groups believe most people can be trusted, with private opinion results showing similarly low levels of agreement. The one exception is Asian Americans, who privately express greater social trust (64%) than they do publicly (43%).

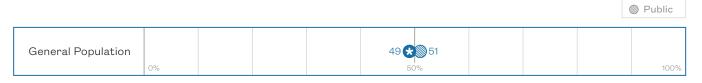
Along political lines, public opinion polling shows that Democrats, Republicans, and Independents all have similar levels of social trust (49%, 44%, and 42%, respectively), but private opinion reveals true divergences: Independents report higher levels of social trust in private (51%), while Republicans and Democrats express far lower levels in private than they publicly report (29% and 39%, respectively).

A similar trend is evident in relation to education level. Regardless of whether or not they have a college degree, slightly less than half of Americans publicly agree that most people can be trusted. Privately, however, only 29% of those without a college degree agree, compared to 54% of those with a college degree.

The Social Pressure Index also asked respondents whether they have, in the last year, avoided saying things they believe because others might find it offensive. Comparing this data on self-silencing to whether Americans feel they can trust most other people reveals a notable gap. Self-silencers (those who have avoided saying something they believe in the last year) and non-self-silencers are equally likely to publicly agree that most people can be trusted. In private, however, self-silencers are far less likely to express social trust (30%) than non-self-silencers (52%).



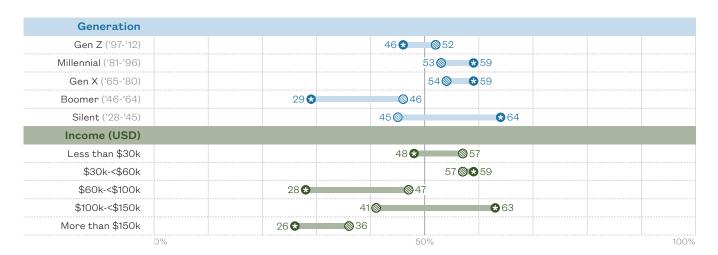
The American Dream no longer holds true.



Both public polling and private opinion research reveals that approximately 50% of Americans believe the American Dream no longer holds true, splitting the country down the middle in terms of those who hold faith in this dream and those who do not. The similarity between public and private opinion indicates that Americans are willing to share their true feelings on this issue.

Given the historically reflective nature of this sentiment, there are stark differences in public and private agreement among generations. For example, whereas 46% of Gen Z privately believe the American Dream no longer holds true, for Millennials and Gen X the private pessimism is much higher (both 59%). The differences in private views are even greater between Boomers and the Silent Generation. While nearly half of both generations publicly agree that the American Dream no longer holds true, when assured privacy, only 29% of Boomers actually believe it, whereas nearly two-thirds (64%) of the Silent Generation does.

There is no clear trend in how Americans from different income brackets think about this topic, with some groups over-reporting and others under-reporting their true private views about the American Dream. The largest gap between public and private opinion occurs in respondents making \$100k to \$150k per year. Though only 41% of this group publicly think the American Dream no longer holds true, 63% privately confess that the Dream is dead. By contrast, both of the adjacent income brackets (\$60k to \$100k per year and over \$150k per year) overstate their skepticism of the American Dream, suggesting that a household income or exposure to economic inequality may impact belief in the American Dream.



In America, we have spent too much time trying to fix the past and not enough time building the future.

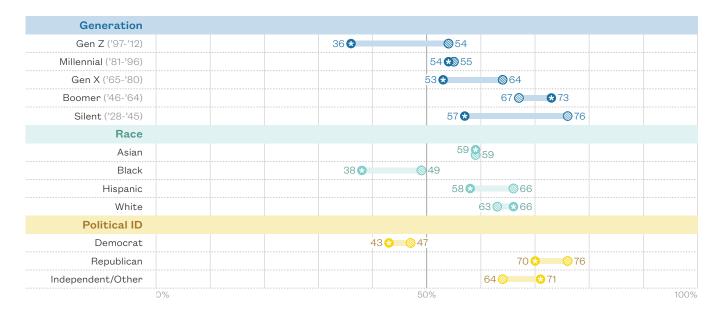


The public polling results of the *Social Pressure Index* show that 61% of Americans publicly agree that too much time has been spent trying to fix the past and not enough time has been spent building the future. Private opinion results reveal similar feelings (57% agreement).

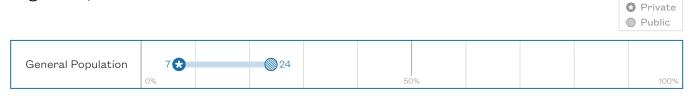
Both publicly and privately, a majority of Americans from every generation concur that not enough time has been spent building the future, with one exception. While a majority of respondents from Gen Z (54%) publicly agree that the country has spent too much time trying to fix the past, only 36% believe it privately.

A majority (58% to 66%) of White, Asian, and Hispanic Americans publicly and privately agree that too much time has been spent trying to fix the past. However, less than half (49%) of Black Americans concur publicly, and even fewer do so privately (38%).

Public and private opinion is fairly consistent among and across different political affiliations, largely showing agreement with the above statement. Democrats were internally divided about whether to prioritize the past or the future, with 47% concurring publicly and 43% privately. But the majority of Republicans (76% public, 70% private agreement) and Independents (64% public, 71% private agreement) clearly prioritize a focus on the future.



In general, I trust the media to tell me the truth.

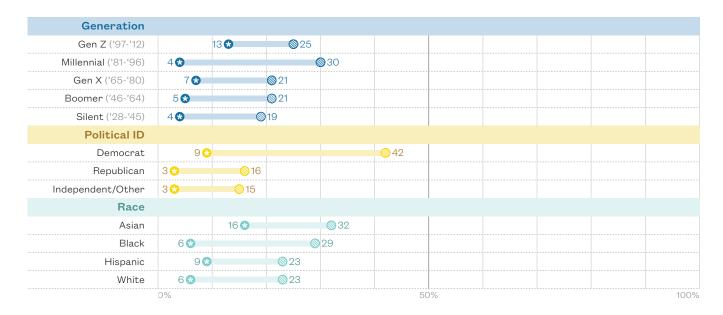


In general, Americans are overstating their trust in the media. Whereas 24% of people publicly agree they trust the media to tell the truth, in private only 7% truly believe it.

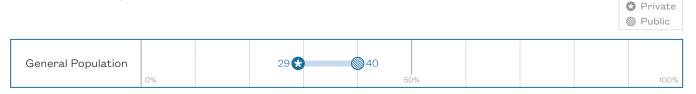
Differences between public and private opinions on this topic can be seen across various demographic groups. Results from every generation reveal a double-digit gap between what people are willing to say publicly and what they privately think, with Millennials showing the largest gap (26 percentage points) and Gen Z the smallest (12 percentage points).

The largest gap between public and private trust in the media is among political groups. Compared to Republicans and Independents, Democrats are the least forthcoming in their evaluations of the honesty of the media. While 42% say publicly that they trust the media, only 9% do so privately (a gap of 33 percentage points). Republicans and Independents have even lower levels of private trust in the media (3% for both groups) and were more willing to express these opinions publicly (16% and 15% agreement, respectively).

Among racial groups, Asian Americans are the most trusting of the media both publicly (32%) and privately (16%), while Black and White Americans privately express the least trust (6%).



In life, for one person to win someone else has to lose.

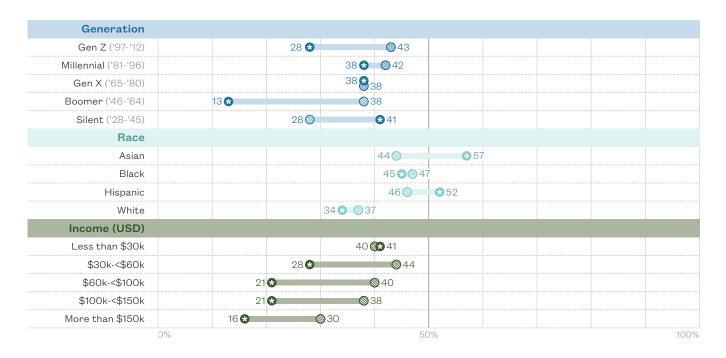


Living in a zero-sum society means that someone has to lose for another person to win. The *Social Pressure Index* reveals that 40% of Americans publicly agree with this concept, but only 29% do so in private. This suggests that the zero-sum worldview is less prevalent than traditional public opinion measures imply.

Opinions on this topic vary according to generation. Higher percentages of younger Americans publicly agree that life is zero-sum, but all generations except Millennials and Gen X reveal gaps between public and private views. The largest public-private opinion variation occurs among respondents from Gen Z (43% public, 28% private agreement) and Boomers (38% public, 13% private agreement).

Comparing views on the zero-sum statement according to race reveals that all racial groups express similar levels of public and private agreement, except Asian Americans. While only 44% of Asian Americans publicly subscribe to a zero-sum view, 57% do so privately, suggesting significant social pressure on this group to withhold their true views on the topic.

Americans who earn less than \$30k per year show similar rates of public and private agreement. But across every other income bracket, respondents over-report their belief in a zero-sum reality, with those earning \$30k or more annually showing a public-private opinion gap of at least 14 percentage points, suggesting there may be pressure to express a zero-sum view that is not privately held.



The U.S. should declare itself a Christian nation.

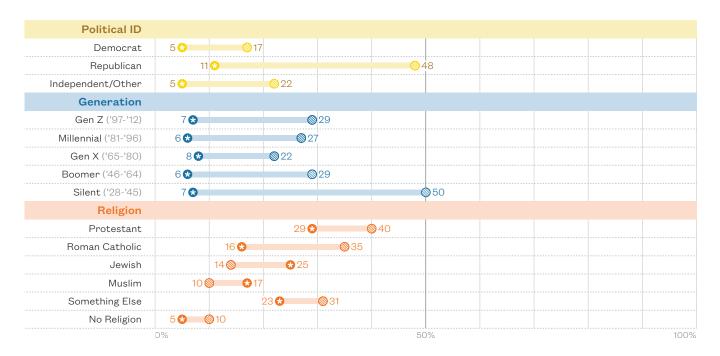


Public opinion polling reveals that 27% of Americans agree that the U.S. should be declared a Christian nation. Privately, however, respondents are less supportive of this idea, with only 6% agreeing. The resulting gap of 21 percentage points suggests that traditional public polling overestimates Americans' desire for a Christian national identity.

Democrats, Republicans, and Independents express similar disinterest in declaring the country a Christian nation. Public agreement among Democrats (17%) and Independents (22%) is stronger than their private endorsement (5% for both groups). By contrast, Republicans over-report their interest in this idea, with nearly half (48%) publicly expressing agreement while only 11% agree privately. This 37-point difference is the largest public-private opinion gap observed across all 64 statements, highlighting a particular reluctance among Republicans to express their true beliefs about Christianity's role in American public life.

The same trend of publicly overstating support for this idea holds across every generation of respondents. In private, fewer than 10% of Americans from every age group express support for declaring the U.S. a Christian nation, yet each generation shows higher public endorsement. Indeed, 22% or more of all generations, and a full 50% of the Silent Generation, publicly agree with making the U.S. a Christian nation, creating the impression of much greater support than actually exists in private.

Perhaps surprisingly, the idea of the U.S. declaring itself a Christian nation does not hold broad appeal to Christians themselves. Only 29% of Protestants and 16% of Roman Catholics privately agree that America should be a Christian nation.



I do not like it when entertainment is used to promote a social agenda.



The Social Pressure Index shows that Americans are divided on whether entertainment should be used to promote social agendas. According to both traditional public opinion polling and private opinion research, a slight majority (58% publicly, 53% privately) do not like when entertainment is used as social activism.

Analyzing the results by racial group reveals gaps between public and private opinions, While 45% of Black Americans publicly agree that entertainment should not be used for social activism, only 20% feel the same in private (a difference of 25 percentage points). White Americans express the highest disapproval of mixing entertainment and social agendas (62% publicly and privately), as well as the greatest willingness to share their private beliefs.

From an economic perspective, many Americans earning between \$100k and \$150k per year differ in their public and private views on this topic. While 58% of respondents in this income bracket publicly say they do not like when entertainment promotes a social agenda, only 31% privately hold that view.

A similar finding emerges among women. In public, a majority of both women and men (57% and 60%, respectively) concur that using entertainment for social activism is not a good idea; in private, however, only 48% of women actually believe this (compared to 59% of men).

Partisan differences emerge in responses to this topic. While most Republicans prefer entertainment to avoid social agendas (79% public, 81% private agreement), most Democrats don't mind (37% public, 38% private agreement). Meanwhile, a majority of Independents do not like entertainment with a social agenda, but their private agreement is lower (65% public, 56% private agreement).

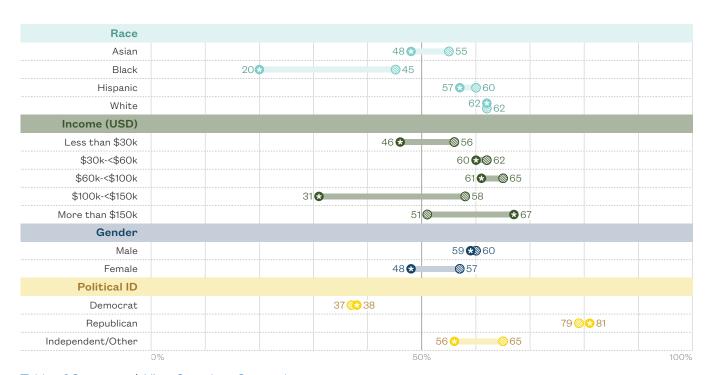
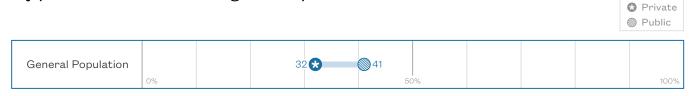


Table of Contents / View Complete Crosstabs

My personal finances are in good shape.

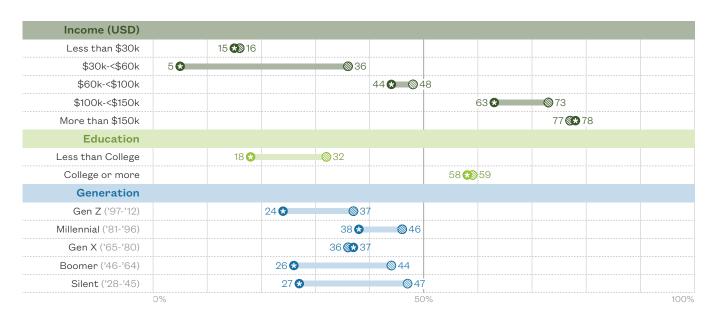


The Social Pressure Index reveals that 41% of Americans publicly agree that their personal finances are in good shape, but less than a third (32%) privately believe this.

This gap widens when analyzing the results according to income. Specifically, among Americans who earn from \$30k up to \$60k annually, more than a third (36%) publicly claim to have their finances in order, yet only 5% privately agree. This suggests people in this income bracket feel strong pressure not to disclose their true financial situation publicly.

On this topic, there is little difference between the public and private opinions of Americans who hold a college degree (59% publicly, 58% privately agree). But for Americans without a college degree, the gap widens, with 32% publicly and only 18% privately expressing confidence in their personal finances. This suggests that people without college degrees feel less comfortable revealing their true financial status.

Responses from Gen Z, Boomers, and the Silent Generation all reveal large differences between public and private admissions of personal financial health. Gen Z respondents over-state their financial health, with 37% saying publicly that their finances are in good shape and only 24% agreeing privately. Responses from Boomers (44% public, 26% private agreement) and the Silent Generation (47% public, 27% private agreement) illustrate the same trend.



I am financially worse off now than I was a year ago.

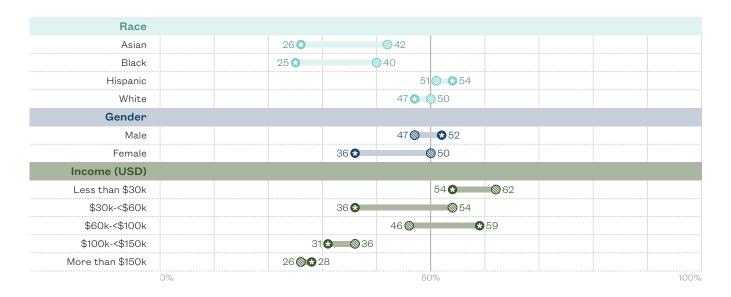


Americans are divided about their financial trajectory over the past year. The *Social Pressure Index* reveals that about half (49%) of Americans publicly say they are financially worse off than they were a year ago, but slightly fewer admit this privately (43%)

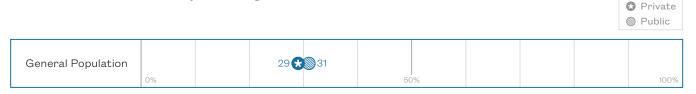
Among racial groups, roughly half of White and Hispanic Americans both publicly and privately report that their financial situation has worsened over the year. But Black and Asian Americans are less likely to publicly say the same (40% and 42% agreement, respectively), and privately only a quarter of respondents from these groups (25% and 26%, respectively) agree.

Men and women feel markedly different about the trajectory of their finances over the past year. More than half of men (52%) admit their financial situation has worsened, which is fairly consistent with what they are willing to say publicly (47% agreement). On the other hand, half of women publicly assert that they are financially worse off now than a year ago, but only 36% privately admit the same. This trend suggests that women may be in a better financial situation than they are willing to let on publicly.

Respondents from most income brackets publicly overstate their negative financial trajectory over the past year by a narrow margin, except for those earning from \$30k up to \$100k per year. While a majority of Americans from households earning from \$30k up to 60k per year publicly report being worse off than a year ago, only 36% privately agree. The opposite trend surfaces among respondents earning from \$60k up to \$100k annually: 46% publicly agree, yet 59% say the same in private.



The American economy is doing well.

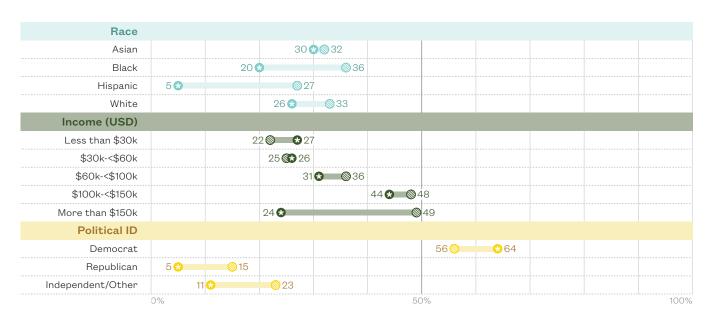


The Social Pressure Index shows that nearly a third of Americans believe, both publicly (31%) and privately (29%), that the economy is doing well. Thus, Americans do not appear to be withholding their true views on the state of the economy.

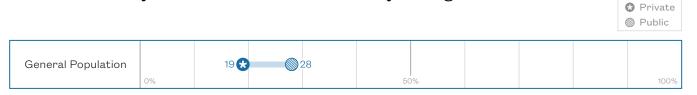
Across racial groups, public opinion on the economy varies little (ranging from 27% to 36% agreement), but private opinion research reveals some differences. Whereas nearly a third of Asian Americans (30%) privately express confidence in the American economy, only 5% of Hispanic Americans feel the same. Hispanic Americans also publicly overstate their belief that the economy is doing well by 22 percentage points, a much larger gap than observed in other racial groups.

Not surprisingly, Americans who are better off show the highest rate of public agreement that the economy is doing well. Nearly half (49%) of respondents who make \$150k or more per year publicly express optimism about the economy, but in private their view is very different: Only 24% privately agree that the economy is doing well. This private rate of agreement is closer to that of the lowest income bracket than it is to the nearest financial bracket (\$100k up to \$150k per year), suggesting that more wealth does not necessarily indicate greater confidence in the economy.

There are stark political differences with regard to the assessment of the economy. Democrats express much more private confidence in the American economy (64%) than Independents (11%) and Republicans (5%). Also, Democrats have a slightly lower public agreement with regard to the economy doing well (56%), while Independents and Republicans have slightly higher rates of public agreement (23% and 15%, respectively), suggesting that assessments of economic health can be partisan.



The U.S. economy is better now than it was five years ago.

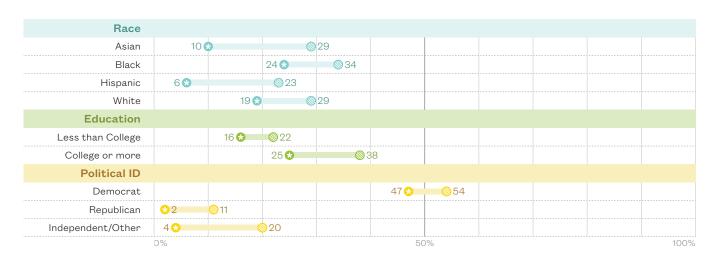


The *Social Pressure Index* finds that 28% of Americans publicly agree that the U.S. economy is better now than it was five years ago. Yet only 19% agree privately, suggesting that there is a degree of social pressure preventing Americans from disclosing their private view on the economy.

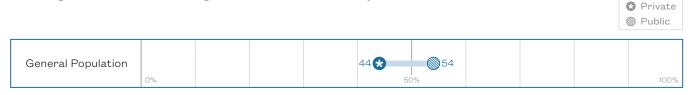
Every racial group publicly overstates the health of the economy relative to five years ago. The rate of private belief that the economy is faring better varies by race but never exceeds 25% for any racial group. White and Black Americans show a ten-point difference between public and private opinions (White: 29% public, 19% private; Black 34% public, 24% private). Asian and Hispanic Americans express similar public agreement (29% and 23%, respectively), but their private agreement is much lower (just 10% for Asian Americans and 6% for Hispanic Americans), revealing a significant gap in their publicly stated and privately held views on the economy.

Americans with college degrees publicly agree at a rate of 38% and privately at 25% that the economy is better now than it was five years ago. In contrast, only 22% of Americans without college degrees publicly agree the economy has improved, with even fewer (16%) agreeing in private.

Compared to Independents and Republicans, Democrats are vastly more likely to agree that the economy is better now than it was five years ago. Approximately half of Democrats publicly (54%) and privately (47%) agree the economy has improved, compared to 11% public and 2% private agreement among Republicans. Among Independents, a gap of 16 percentage points separates their public and private opinions on the topic, with one in five (20%) publicly agreeing and only 4% doing so privately. These findings suggest that perspectives on the economy may be informed by political affiliation.



Strong labor unions are good for the economy.

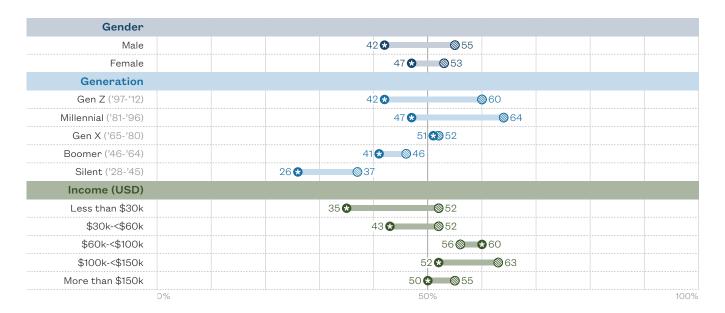


Americans are misrepresenting their views on labor unions to such an extent that a false consensus has emerged about the apparent economic value of these institutions. The *Social Pressure Index* reveals that while a majority of Americans (54%) publicly agree strong labor unions are good for the U.S. economy, only a minority (44%) agree privately.

This false consensus is evident across several demographic groups as well. For instance, a majority of men (55%) and women (53%) publicly express agreement with the value of unions, but less than half support this view privately (42% and 47%, respectively).

A similar trend can be seen among both Gen Z and Millennial respondents, whose public agreement that unions are good for the economy (60% and 64%, respectively) suggests a majority support, but drops below the majority threshold in private (42% and 47% agreement, respectively). In reality, younger Americans hold similar private opinions as their older counterparts, with their responses closely resembling the Boomers (41% private agreement) and Gen X (51% private agreement). These findings suggest that social pressure may be encouraging younger generations to over-state their public support for labor unions.

Across all household income levels, a majority of Americans publicly agree that strong labor unions are good for the economy. Respondents from less affluent households (those making less than \$30k per year) feel differently in private, however, with only 35% private agreement (a public-private opinion gap of 17 percentage points).



America would be better off as a socialist country.

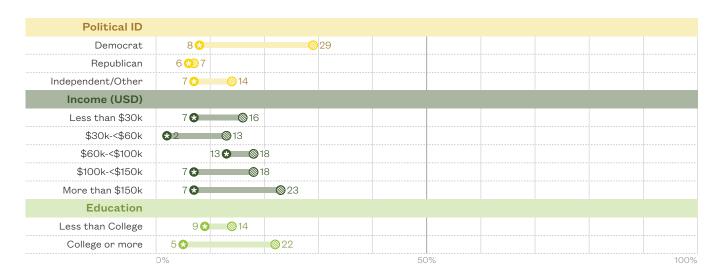


The belief that America would be better off as a socialist country is widely unpopular among Americans of all demographics. As the *Social Pressure Index* shows, only 16% of Americans publicly agree with this idea, and even fewer (7%) agree in private.

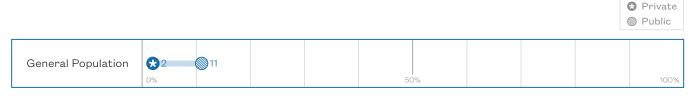
Among all demographic groups, Democrats show the highest rate of public support (29%). Yet in private, only 8% of Democrats feel this way, illustrating the true limits of Democratic interest in socialism.

Across income brackets, public agreement that America would do better as a socialist country ranges from 13% to 23%, while private opinion research reveals even less support for this idea. Respondents from the highest income bracket (\$150k or more per year) show the greatest public agreement (23%), but only 7% actually feel this way privately (those from the lowest income bracket were equally skeptical of socialism in private).

More than one in five Americans (22%) with college degrees publicly agree with the above statement, while a mere 5% do so privately. Those without college degrees are even less publicly supportive (14% public, 9% private agreement), suggesting some social pressure among college graduates to publicly advocate for socialism despite their private reservations.



I have a favorable view of communism.

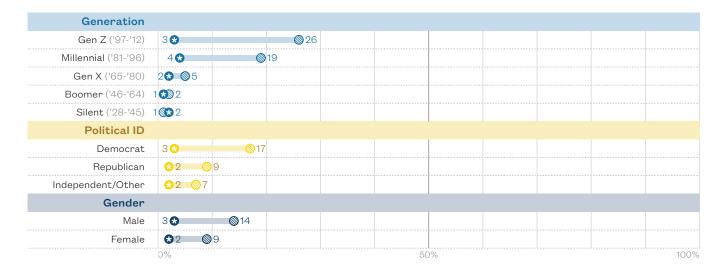


Traditional measures of public opinion reveal that communism is unpopular among Americans, and in private this skepticism grows. According to the *Social Pressure Index*, 11% of Americans publicly favor communism, but only 2% do so privately.

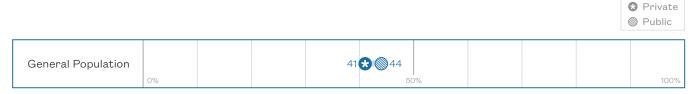
An even larger gap between public and private opinions is evident among Gen Z and Millennials. While a quarter (26%) of Gen Z and 19% of Millennials publicly say they have a favorable view of communism, their private views on this topic are much less positive and comparable to those of older generations: Just 3% of Gen Z and 4% of Millennials privately have a favorable view of communism.

Among Democrats, a similar, though less dramatic, gap exists between public (17%) and private (3%) agreement about communism. Indeed, in private, Democrats views of communism are consistent with those of both Republicans and Independents.

Men and women express similarly low levels of private support for communism (3% and 2%, respectively), while men publicly overstate their agreement (14%) more than women (9%).



America should take steps to address climate change even if it means that I would pay more in taxes.

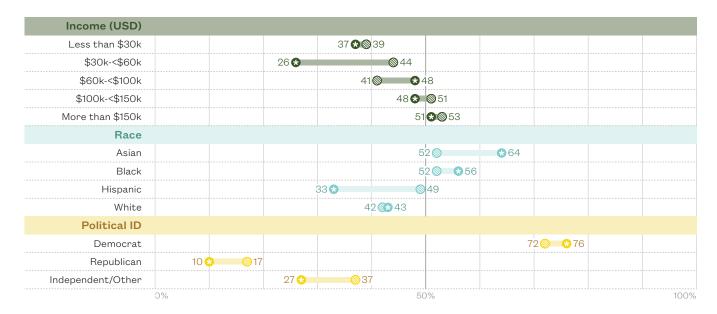


According to the *Social Pressure Index*, Americans are divided on whether addressing climate change is worth paying more taxes, though a minority publicly (44%) and privately (41%) support this idea.

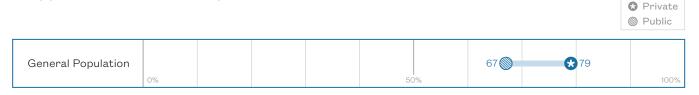
Americans who make more than \$150k per year are the only income group in which a majority publicly (53%) and privately (51%) agree that America should take steps to address climate change even if it requires higher taxes. But respondents from other income brackets show a substantial public-private opinion gap. In particular, 44% of Americans making from \$30k up to \$60k per year publicly support it, yet only 26% do the same in private (a gap of 18 percentage points).

Support for an increase in taxes to address climate change also varies by race. While public support ranges from 42% to 52% across all racial groups, private support varies more widely. Privately, 64% of Asian Americans support paying more taxes to address climate change, while 33% of Hispanic Americans privately hold this view.

From the perspective of political affiliation, the vast majority of Democrats both publicly (72%) and privately (76%) agree that America should take steps to address climate change even if it increases taxes. Independents and Republicans, however, are privately much less supportive of the idea (27% and 10% agreement, respectively).



I support school choice in public education.

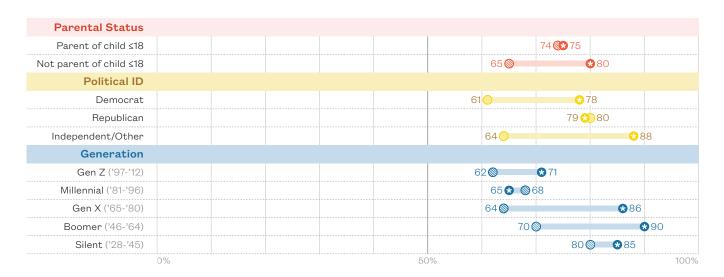


Most Americans believe that parents should be able to use public funds to access schools beyond their local public options. The *Social Pressure Index* brings greater clarity to this issue. While two out of three Americans publicly support school choice (67%), nearly four out of five privately agree (79%).

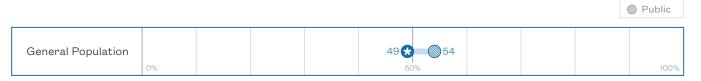
Notably, private support for school choice is similar regardless of whether respondents have school-aged children or not. Both publicly (74% agreement) and privately (75% agreement), parents with children under the age of 18 support school choice. A majority (65%) of people who do not have young children also publicly support school choice but feel even more supportive of the idea in private (80% agreement).

Though school choice often surfaces as a political issue, in reality it receives overwhelming support across political affiliations, with a majority of Democrats (61%), Independents (64%), and Republicans (80%) publicly expressing agreement with the idea. Among both Democrats and Independents, private support is even higher (78% and 88%, respectively), with agreement among Independents outpacing that of Republicans.

A similar trend can be seen across generations. A majority of Americans support school choice but tend to publicly underreport how they actually feel in private. Gen X (64% public, 86% private) and Boomers (70% public, 90% private) show the largest gap between public and private agreement on this topic.



Parents should have more influence over public school curriculums.

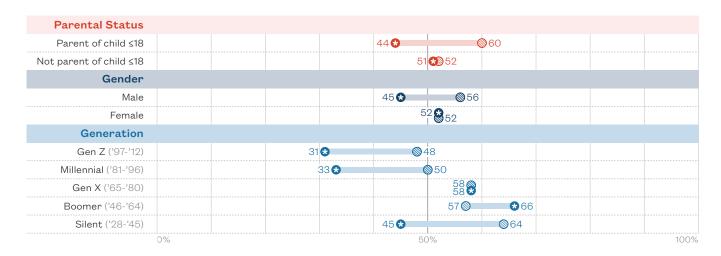


Americans are evenly divided over whether parents should have more influence over public school curriculums. According to the *Social Pressure Index*, both public and private opinion results show that roughly half of Americans support this idea publicly (54%) as well as privately (49%).

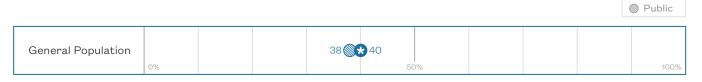
Parental status plays a large role in American's view of how much involvement parents should have over curriculums. Publicly, 60% of parents of children under 18 support more involvement, but privately less than half do (44%). In comparison, Americans without young children are evenly divided in public and private on their views. This discrepancy suggests the presence of social pressure among parents to advocate for greater control over school curriculums than they themselves may privately want.

A small majority (52%) of women agree with the above statement both publicly and privately, while support among men shows greater variation between public and private views (56% public, 45% private agreement).

When comparing age groups, public opinions are much more closely aligned than private opinions on this topic. About half of both Gen Z (48%) and Millennials (50%) publicly think parents should have more influence, but only one in three agree with this view privately (31% and 33%, respectively). Both publicly and privately, 58% of respondents from Gen X support parents having more influence, whereas Boomers privately support it more than they express publicly (66% private vs. 57% public agreement). The Silent Generation shows the largest gap between public and private opinions, with 64% agreeing publicly and only 45% doing so privately.



Public schools are focusing too much on racism in the U.S.

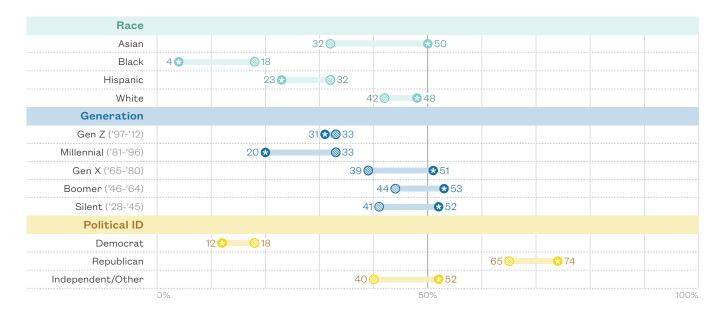


Based on a nationally representative sample, the *Social Pressure Index* shows that only 38% of Americans publicly agree that public schools are focusing too much on racism, and only slightly more (40%) do so privately.

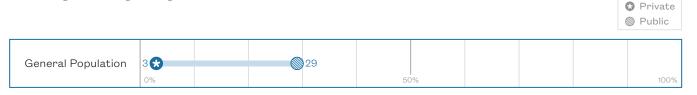
Beliefs on this topic vary across racial groups. Both publicly (18%) and privately (4%), Black Americans are least likely to agree that public schools are focusing too much on racism, while roughly half (48%) of White Americans privately agree. Half (50%) of Asian Americans agree privately, but only 32% do so publicly; a difference that suggests some social pressure within this group to self-censor their private views on this topic.

Americans of all ages have roughly similar public opinions on whether public schools are focusing too much on racism (ranging from 33% to 44% agreement). Yet private opinion research results reveal differences across generations, with older Americans being far more likely to privately agree with the above statement. Among Gen X, Boomers, and the Silent Generation, 51% to 53% of respondents privately agree while only 20% of Millennials and 31% of Gen Z feel the same.

This topic also divided Americans along party lines, with roughly three out of four (74%) Republicans and just 12% of Democrats privately agreeing that public schools are overly focused on racism. While only 40% of Independents publicly share this concern, a majority privately agree (52%), suggesting that Independents feel some social pressure to withhold their actual views on this topic.



Getting a college degree is not worth it.

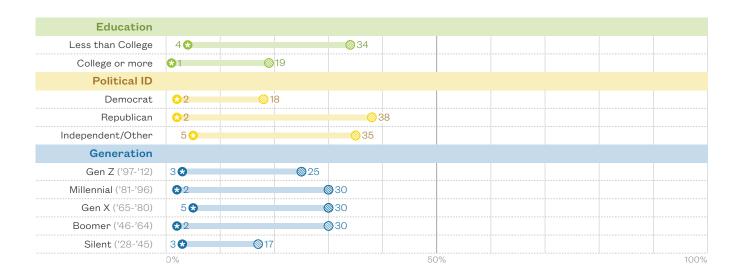


Most Americans publicly believe that a college education is still valuable in today's society. Based on public opinion polling, the *Social Pressure Index* shows that 29% of Americans publicly think getting a college degree is not worth it. Private opinion research, however, reveals that only 3% agree in private. This suggests that Americans value a college education even more highly than they are publicly willing to admit.

Not surprisingly, respondents with and without a college degree have different public opinions on this topic. Indeed, those without a college degree are almost twice as likely as college graduates to say that a degree is not worth getting (34% vs. 19% public agreement, respectively). Privately, however, less than 5% of both groups agree a college degree is not worth it.

Some minimal differences in private opinion on this topic emerge along party lines. While Democrats publicly report less agreement (18%) than either Republicans (38%) or Independents (35%), only 5% or less of respondents from all three political affiliations privately concur.

A similar trend of publicly over-reported agreement appears in every generational group. With one exception, Americans of all ages show a gap of 20 percentage points or more between their public views (which are 25% agreement or higher) and private views (5% agreement or less). The one group that does not show this gap is the Silent Generation (17% public vs. 3% private agreement), whose respondents are the least likely of any age group to publicly agree that a college degree is not worth it.



Forgiving student loan debt of people who chose to go to college is not fair.

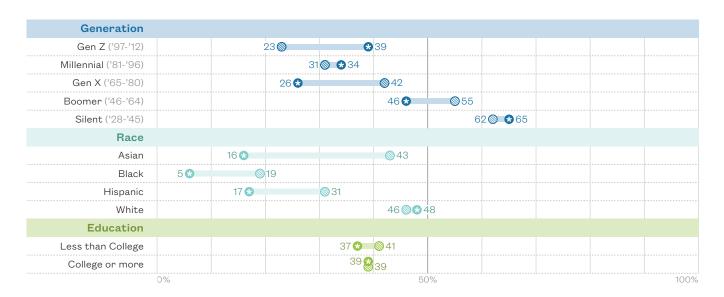


As responses to the *Social Pressure Index* show, 40% of Americans agree publicly, and 37% privately, that forgiving college loan debt is not fair.

Views on this topic are associated with the age of respondents, with younger generations publicly expressing less agreement that student loan forgiveness is unfair than older Americans. In private, however, this pattern disappears. Only 23% of Gen Z denounce student loan forgiveness publicly, but 39% do so privately. By contrast, Gen X overstate their agreement, with 42% publicly disapproving of loan forgiveness and only 26% actually believing this in private. While a majority (55%) of Boomers publicly agree that forgiving loan debt of college-goers is unfair, only 46% express the same opinion privately. The Silent Generation is the only group in which a majority agree both publicly (62%) and privately (65%) that student loan forgiveness is not fair.

Perspectives on this issue also differ according to race. Close to half of White Americans (46%) publicly view student loan forgiveness as unfair, and with 48% private agreement, they were more than twice as likely as other racial groups to privately hold this belief. Asian Americans show similar rates of public agreement (43%) but far lower private agreement (16%), while the public and private opinions of Black and Hispanic Americans were separated by 14 percentage points. This suggests that these groups feel particular pressure to agree that forgiving student loan debt is unfair, despite privately disagreeing with this stance. Black Americans were also the racial group most likely to disapprove of the above statement (19% public, 5% private agreement).

Having a college degree appears to have little effect on whether student loan forgiveness is viewed as unfair. Both publicly and privately, 39% of college graduates agree that loan forgiveness is unfair; opinions consistent with those of Americans without a college degree (41% public, 37% private agreement).



Colleges should decide admission on merit rather than considering a student's racial or ethnic background.

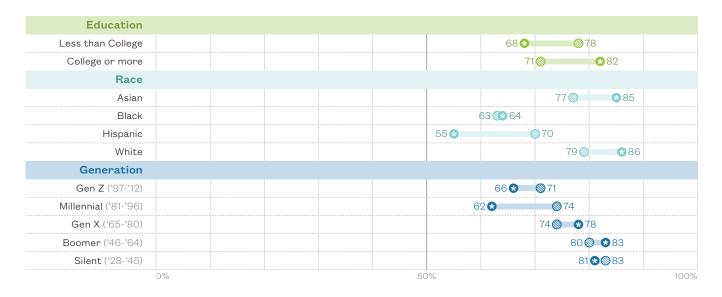


In the wake of the Supreme Court's landmark ruling to end affirmative action in college admissions, Americans overwhelmingly prefer admissions to be based on merit rather than race or ethnic background. According to the *Social Pressure Index*, 76% of Americans publicly agree with the above statement, while 73% agree privately. This desire for merit-based college admissions is therefore not only popular, it is a belief most Americans are not shy about expressing.

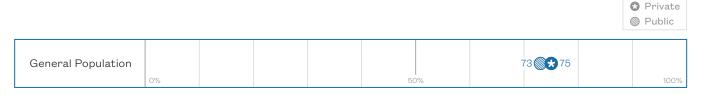
Despite this clear majority support, some differences emerge according to education level. Those without a college degree are more likely to support colleges deciding admission on merit publicly (78%) than privately (68%), while college graduates are more likely to understate their true approval, with 71% agreeing publicly and 82% doing so privately.

While a majority of all racial groups support merit-based college admissions, some groups differ in their public and private opinions. Hispanic Americans show the largest gap, with 70% publicly agreeing (a rate resembling that of other racial groups) and only 55% privately agreeing. By contrast, Black Americans have virtually no gap between their public and private views on this topic (63% public, 64% private agreement).

Americans across all generations agree that colleges should admit students based on merit, with only minimal variation between public and private opinion. Millennials significantly over-report their support in public (74%), but a substantial majority still privately agree with this view (62%).



Companies should hire the most qualified person for the job, even if that means certain demographic groups end up being underrepresented.

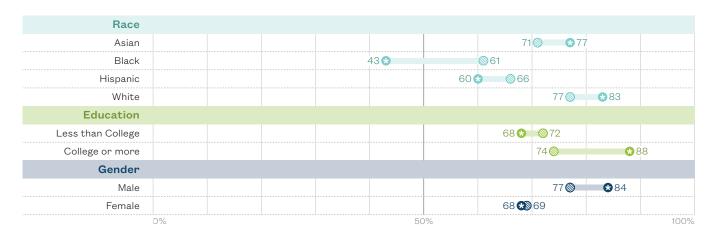


The public and private opinion results from the *Social Pressure Index* reveal that about three-quarters of Americans (73% publicly and 75% privately) agree that companies should hire the most qualified person for the job, even if this means certain demographic groups are underrepresented.

While all racial groups express majority support for this view in public, private opinion varies. In particular, Black Americans are the only racial group that does not show majority private support for this view (43% agreement).

Beliefs relating to this topic also differ based on educational level. While the majority of both college graduates and those without a college degree publicly agree that companies should hire the most qualified candidate regardless of background, degree holders are far more likely to privately support this idea (88% agreement) compared to those without a degree (68% agreement), suggesting that college graduates are even more enthusiastic about merit-based hiring than public opinion polling indicates.

Even though large majorities of men and women privately endorse hiring practices that emphasize qualifications, men have greater agreement about meritocratic hiring. Just over two-thirds of women (68%) privately agree that companies should hire the most qualified job candidate, even at the expense of diversity in the workplace, compared to 84% of men.



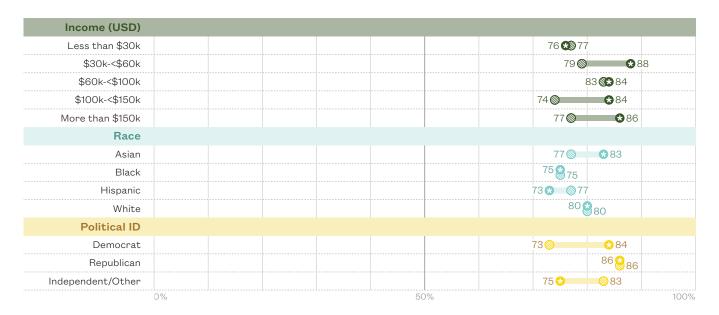
No one should receive preferential treatment at work based on factors other than performance.



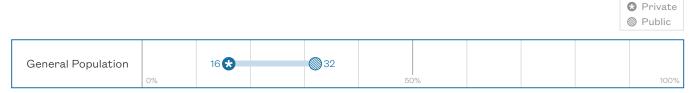
The belief that success should be based on merit is deeply embedded in the American ethos and foundational to notions such as the American Dream. The *Social Pressure Index* confirms that the vast majority of Americans agree publicly (78%) and privately (81%) with the view that no one should receive preferential treatment at work based on factors other than performance.

Across every tested demographic group, the majority of respondents publicly endorse having meritocratic workplaces. Americans from every income bracket share this opinion, and similar sentiments exist across racial groups, with each group overwhelmingly agreeing that treatment at work should correspond to performance alone. This topic, therefore, appears to be a common ground issue that a vast majority of Americans agree upon.

There is uncommon consensus across partisan groups when it comes to receiving preferential treatment at work based on factors other than performance, with more than eight in ten Democrats and Republicans privately agreeing that workplace treatment should be strictly performance-based. In both public and private, Republicans express the highest overall support for this view, but only by a small margin.



The government should require that companies meet gender and diversity quotas for executive positions.

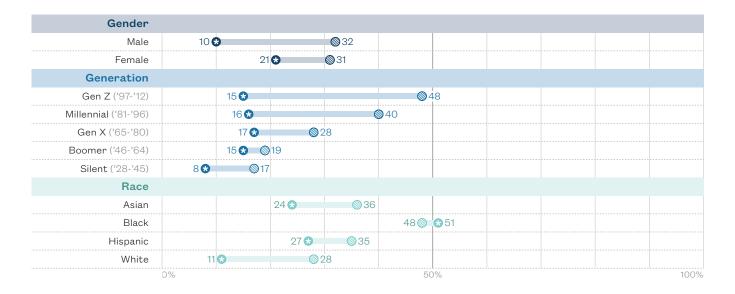


As the U.S. workforce continues to diversify, gender and racial representation in leadership positions has become a growing priority. The *Social Pressure Index* reveals that nearly a third of Americans (32%) publicly support a government requirement for companies to meet gender and diversity quotas for executive positions, but private agreement with this view is substantially lower (16%).

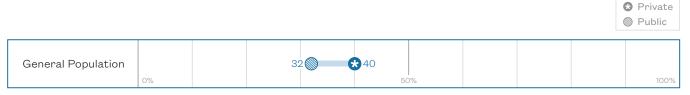
In public, men and women express similar levels of support for requiring companies to meet quotas for executive positions (32% and 31%, respectively). Privately, however, only 10% of men actually hold this belief, compared to 21% of women.

Gen Z and Millennials similarly over-state their support for a government mandate on gender and diversity quotas. Though these younger Americans are publicly more supportive of this idea than any other generation, the extent of their support may reflect social pressure to agree with such policies. While 48% percent of Gen Z and 40% of Millennials publicly endorse the above statement, their private views do not exceed 17% support, aligning more closely with those of older Americans.

With respect to race, Black Americans are the most supportive of government-mandated diversity quotas for executives, with roughly half agreeing with this idea both publicly (48%) and privately (51%). By contrast, Asian, Hispanic, and White Americans privately report far less support (24%, 27%, and 11%, respectively).



Diversity, Equity, and Inclusion (DEI) efforts in schools and companies should be dismantled.

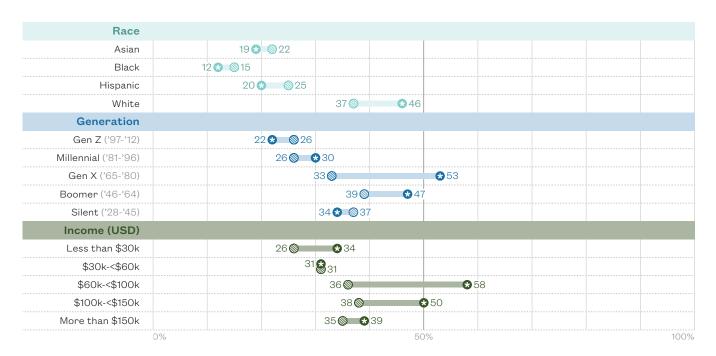


According to the *Social Pressure Index*, 40% of Americans privately support dismantling Diversity, Equity, and Inclusion (DEI) efforts in schools and companies. However, only 32% are willing to express that opinion publicly.

Across racial groups, private support for dismantling diversity programs is more than twice as high among White Americans (46%) than among Hispanic (20%), Asian (19%), and Black Americans (12%).

For all generations of Americans except Gen X, a majority oppose the dismantling of DEI programs both publicly and privately. One third (33%) of Gen X respondents publicly favor this idea but a majority (53%) agree privately (a gap of 20 percentage points).

Americans in the middle income brackets are privately more supportive of dismantling DEI efforts than they are willing to say in public. For example, there is a public-private opinion gap of 22 percentage points on this topic among those who make between \$60k and \$100k per year (36% public vs. 58% private agreement).



More diversity would be good for America.

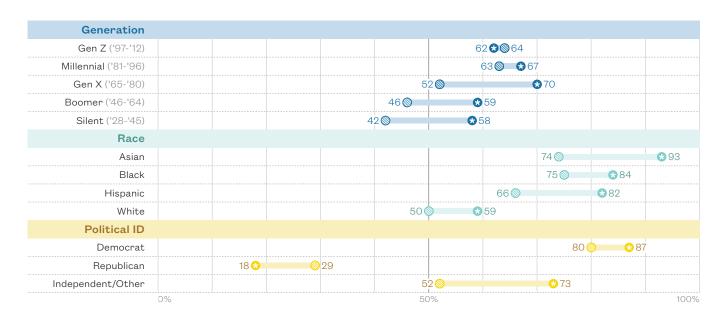


The Social Pressure Index shows that a majority of Americans, both publicly (55%) and privately (64%), agree that more diversity would be good for America.

Similar to the general population, older Americans systematically understate their private support for diversity by 13 percentage points or more. In contrast, the private and public opinions of younger generations (Gen Z and Millenials) are similar, with about two in three agreeing that more diversity is good for America.

White Americans are both publicly and privately less likely to favor greater diversity than other racial groups, although a majority still agree that more diversity would be good for America (50% publicly and 59% privately). Asian, Black, and Hispanic Americans show greater private than public agreement, ranging from 82% to 93% private support for increased diversity.

When it comes to assessing diversity according to political affiliation, four out of five Democrats publicly agree that more diversity would be good for the country, a rate that resembles their private level of agreement (87%). On the other hand, only 29% of Republicans are publicly supportive while even fewer (18%) hold this view privately. Independents show the largest gap between public and private opinion, with 73% privately agreeing and only 52% willing to share this view publicly. This suggests that Independents feel social pressure to express greater skepticism of diversity than they actually feel.



Women's gains in society have come at the expense of men.

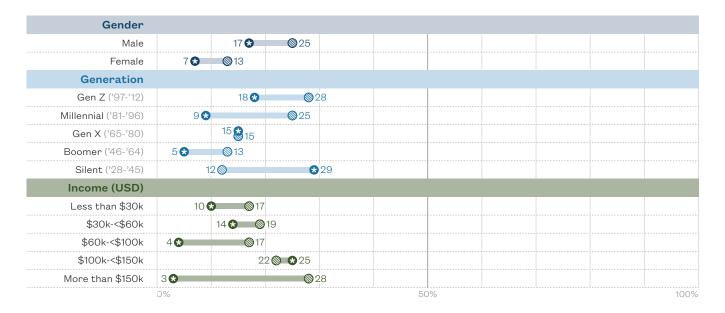


As women graduate college and enter the workforce at higher rates, how do Americans feel about women's ascent in society? The *Social Pressure Index* reveals that Americans broadly, both in public and private opinion, do not see women's gains in society coming at the expense of men. Only 19% of Americans publicly, and 11% privately, agree that women have progressed at the expense of men.

Not surprisingly, American men are about twice as likely as women to publicly agree that women's gains have come at the expense of men (25% vs. 13%, respectively). While both genders privately hold more favorable attitudes towards women's success, men are less likely to feel this way (17% agreement) than women (7% agreement).

A minority of each generation agrees publicly and privately that the gains of women have come at the expense of men. Roughly a quarter of respondents from Gen Z (28%) and Millennials (25%) publicly agree with this view, yet fewer privately agree (18% and 9%, respectively). This reveals a latent social pressure to lament men's losses among the younger generations. The Silent Generation is the only generational group that privately agrees with the above statement (29% agreement) more than they are willing to express publicly (12% agreement).

Similar trends can be seen across income groups. Public opinion resembles private opinion for all income brackets aside from two: households making from \$60k to \$100k per year (17% public vs. 4% private agreement) and those making \$150k or more per year (28% public vs. 3% private agreement). These groups also show the lowest rate of private agreement with the notion that women's progress has come at the cost of men.



Racism is built into the American economy, government, and educational system.

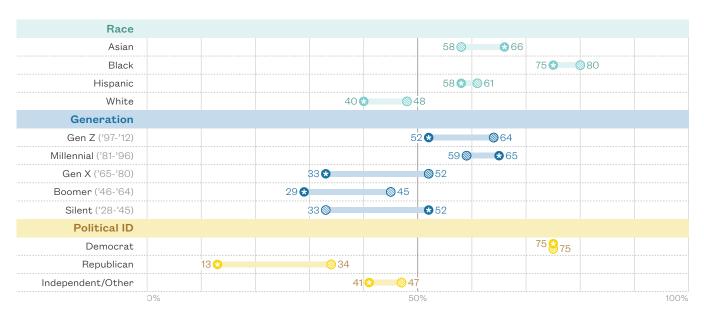


Current discussions of racism in the U.S. frequently explore the extent to which this issue has become systemic. The *Social Pressure Index* reveals that although a majority of Americans (53%) publicly agree that racism is built into the American economy, government, and educational system, only 44% actually hold this belief in private.

The gap between public and private opinion on this topic is relatively small across racial groups, though private opinions vary greatly. Whereas a majority of Hispanic, Asian, and Black Americans privately believe in systemic racism (58%, 66%, and 75% agreement, respectively), only a minority of White Americans (40%) privately hold the belief.

Belief in institutional racism differs by generation. Public agreement is highest among respondents from Gen Z (64%) and lowest among those from the Silent Generation (33%). However, public and private opinions among older Americans vary widely. While Gen X and Boomers are less likely to privately say they believe in institutional racism (about a third of each agree privately and half agree publicly), members of the Silent Generation are more likely to do the opposite and privately express greater support for this idea (52% agreement) than they do publicly (33% agreement).

Among Democrats, 75% believe both publicly and privately in systemic racism. In contrast, only one in three Republicans agree with this view publicly, and even fewer privately (13%).



It is okay to treat some groups differently in order to make up for historical injustices.

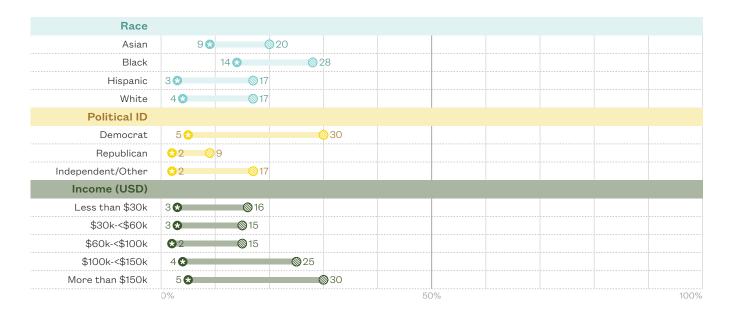


The Social Pressure Index shows that while 18% of Americans report public support for treating historically marginalized groups differently to make up for past wrongs, only 3% hold this belief privately. The resulting gap between public and private opinion suggests that while a contingent of the general public expresses support of preferential treatment for marginalized groups in public, their private conviction does not match it.

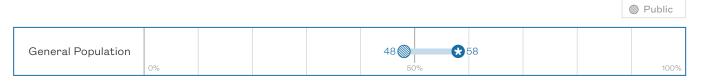
All racial groups show a similar gap between public and private opinions on this topic. Notably, even among minority groups, only a small percentage (14% of Black Americans, 9% of Asian Americans, and 3% of Hispanic Americans) privately agree that it is okay to treat some groups differently to make up for historical injustices.

Democrats show the largest gap between public and private opinion of any group. Whereas 30% publicly support differential treatment to make up for historic injustice, only 5% privately agree (a gap of 25 percentage points). Private rejection of this idea is almost unanimous among both Republicans and Independents (2% agreement).

A similar trend is evident across Americans of all income brackets, with those who make more (\$150k or more per year) supporting the treatment of some groups differently at a far higher rate in public (30%) than in private (5%). Indeed, regardless of their earnings, only 5% or less of respondents privately agree with differential treatment of groups based on historical injustices.



I support the Black Lives Matter movement.

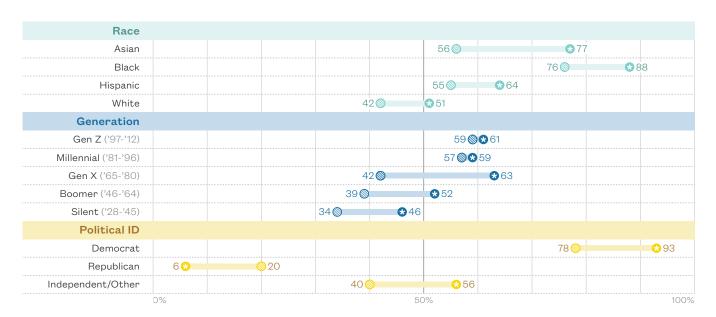


According to the *Social Pressure Index*, about half (48%) of Americans support the Black Lives Matter (BLM) movement publicly. However, in private respondents are even more supportive, with 58% favoring the movement. In other words, not only are Americans more supportive of BLM than public opinion polls suggest, but private opinion research indicates that a majority, rather than a minority, of Americans support the movement.

Many Americans across racial groups support BLM, especially privately. In private Black Americans express the greatest support (88%), and even the racial group with the lowest support, White Americans, have a majority agreement with the movement in private (51%).

From a generational perspective, while Gen Z and Millennials are the only generations that show majority public support for BLM (59% and 57% agreement, respectively), a majority of Gen X (63%) and Boomers (52%) are also privately supportive.

The public and private opinions expressed by Democrats and Republicans vary, with social pressure pushing in opposite directions for each party. Whereas more Republicans publicly support the movement than do so privately (20% vs. 6% agreement), among Democrats 78% publicly and 93% privately endorse it. The majority (56%) of Independents also support BLM privately, but only 40% of them say so publicly.



I support defunding the police.

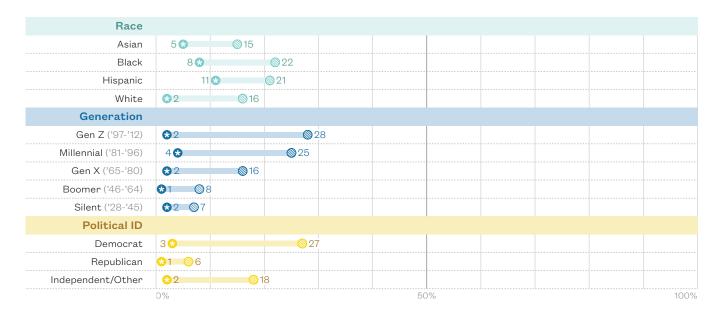


Calls for defunding the police are unpopular in both public and private opinion. According to the *Social Pressure Index*, fewer than one in five Americans (18%) publicly agree with defunding the police, and even fewer Americans (2%) privately support it.

The gap between public and private support for defunding the police persists across racial groups. Support among both Black and White Americans is 14 percentage points higher when assessed publicly than when respondents were granted privacy, with both racial groups showing less than 10% in private support for the issue.

A similar trend emerged in the analysis of responses by generation. Among Millennials and Gen Z, at least a quarter of respondents express public support for defunding the police (25% and 28%, respectively), but no generational group has more than 4% private agreement with this view.

From a political perspective, the results of the *Social Pressure Index* suggest Democrats experience social pressure to support defunding the police more than other political affiliations. There is a 24-point gap between Democrats' public (27%) and private (3%) support for the idea, compared to a 16-point gap among Independents and a negligible (5-point) gap for Republicans.



The government should protect transgender Americans against discrimination.



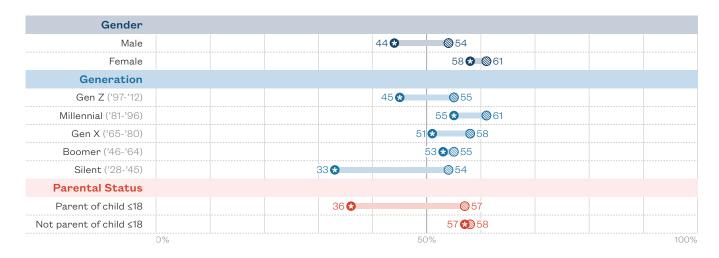
In June of 2020, the U.S. Supreme Court ruled in Bostock v. Clayton that employment discrimination on the basis of sex or sexual orientation is prohibited. The 6-3 ruling signaled that justices nominated by both Democratic and Republican presidents were able to find common ground on protecting lesbian, gay, and transgender individuals from discrimination through legal means.

But what do Americans think about protecting transgender individuals from discrimination? The *Social Pressure Index* shows that a majority of Americans, both publicly (58%) and privately (51%), agree that the government should protect transgender Americans from discrimination.

Public attitudes on this topic do not substantially differ by gender: A majority of both women (61%) and men (54%) publicly support protections for transgender people. Yet privately, a majority of women agree with this view (58%), whereas only a minority of men (44%) do the same.

Most of the generational groups show similar majority support for transgender protections in public, but the youngest and oldest generations differ in private. While Gen Z and the Silent Generation publicly report 55% and 54% support, respectively, privately only a minority (45% and 33%, respectively) actually agree.

Likewise, parents of children under age 18 are publicly much more supportive of government protections for transgender Americans (57% agreement) than they are privately (36% agreement). A majority (at or near 57%) of respondents who are not parents of minors express both public and private support for this view.



Sex change procedures should be available to minors if they feel like they are not the gender they were assigned at birth.

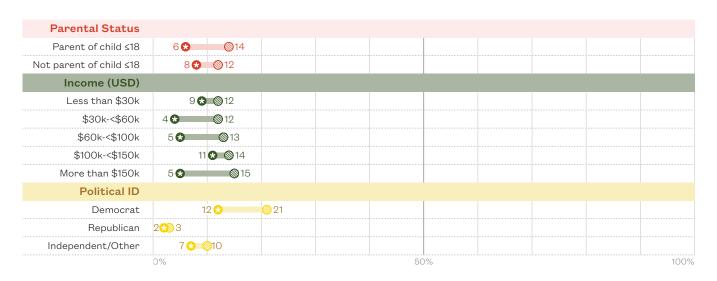


Despite the frequent political and media focus on the question of sex changes for minors, the *Social Pressure Index* reveals that only 12% of Americans publicly, and 8% privately, believe this procedure should be available to minors.

Being a parent might be assumed to play a formative role in opinions on this topic, but the *Social Pressure Index* suggests otherwise. According to both public and private opinion, parents and non-parents of minors are equally likely to support the above statement in public (14% and 12%, respectively) and in private (6% and 8%, respectively).

Likewise, household earnings had little impact on responses to this issue, with public support ranging from 12% to 15% across all income brackets. Private opinion trails close behind, ranging from 4% to 11% agreement.

Private support for sex change procedures is low regardless of political affiliation, but public opinions have a wider range of views on the topic. Republicans are decidedly unsupportive of the idea in both public and private (3% public, 2% private). Merely 7% of Independents privately believe that sex changes should be permitted for minors, with public support only slightly higher at 10%. Democrats, on the other hand, report the highest public support of the idea (21%), even though only 12% privately hold this viewpoint.



Transgender athletes should compete on sports teams that match the gender on their birth certificate.

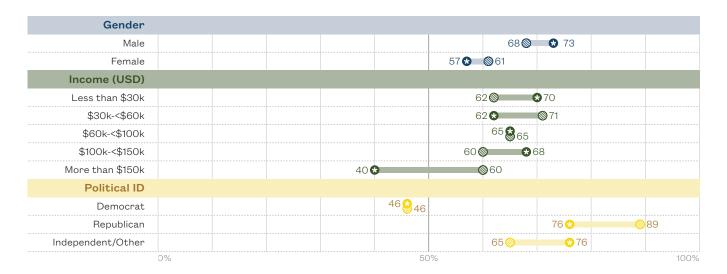


The eligibility of transgender athletes to compete in sporting events has become a topic of great national interest. The *Social Pressure Index* reveals that nearly two-thirds of Americans privately (65%) and publicly (64%) agree that transgender athletes should compete on sports teams that match their birth certificate.

While nearly two-thirds of men and women publicly agree that transgender athletes should compete on gendered teams that match their birth certificate, their private opinions diverge. Privately, women are less likely then men to hold this view (57% to 74%, respectively).

A majority of Americans across every income group publicly and privately report support for athletes competing on the teams that match their gender at birth, with only one exception. The highest earners (making \$150k or more per year) privately express the least support of any income group (40%), even though 60% publicly say they are supportive of requiring transgender athletes to compete on teams that match the gender on their birth certificate. This is the greatest gap between public and private opinion of any income group.

Political affiliation appears to be related to how people view sports participation for transgender athletes. While 76% of Republicans and Independents privately agree with the above statement, their public views diverge. Though still a majority, a higher percentage of Republicans (89%) and a lower percentage of Independents (65%) express public support for this view. Meanwhile, only 46% of Democrats publicly and privately agree that an athlete's sports team should be determined by the gender indicated on an athlete's birth certificate.



Immigration is changing our culture for the worse.

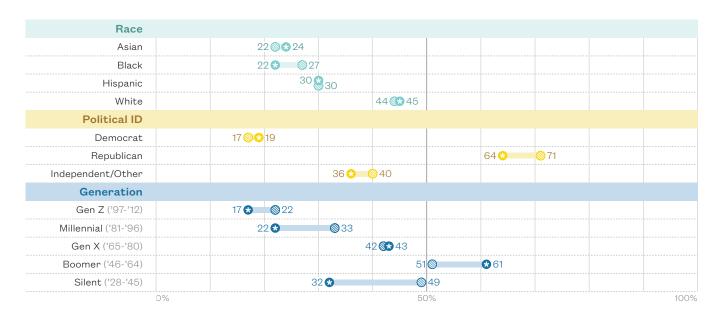


Immigration is the bedrock upon which modern America stands, but presently it is a political lightning rod that animates heated partisan debates. The *Social Pressure Index* shows that less than half of Americans agree that immigration is changing our culture for the worse (39% publicly, 38% privately).

No major gaps exist between public and private opinions among racial groups, but the extent of concern about immigration's impact on culture varies across groups. Public and private agreement that immigration is changing our culture for the worse ranges from 20% to 30%, among Black, Asian, and Hispanic Americans, while a larger share of White Americans agree (44% publicly, 45% privately).

Opinions on this contentious political topic divide predictably along party lines, and private and public opinions differ little. While a majority of Republicans publicly (71%) and privately (64%) believe immigration is harming American culture, only a minority of Independents (40% publicly 36% privately), and even fewer Democrats (17% publicly, 19% privately) share this view.

Private opinion research results also indicate generational divides on the subject of immigration's effect on culture. Gen Z and Millennials are far less likely to agree both publicly (22% and 33%, respectively) and privately (17% and 22%, respectively) that immigration is changing culture for the worse. Conversely, 51% of Boomers express their agreement publicly, while an even larger percentage does so privately (61%).



Legal immigrants do more to help the country than hurt it.

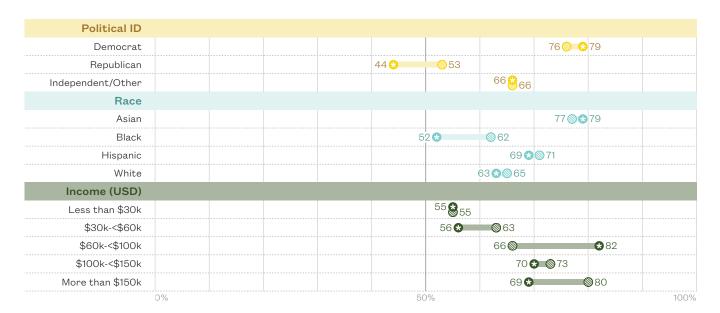


The results of the *Social Pressure Index* show that the American public views immigrants who came to the country legally in a positive light. Almost two out of three Americans (64%) publicly and privately agree that legal immigrants do more to help the country than hurt it.

Public opinion polling finds that a majority of nearly every single demographic group, regardless of gender, age, race, income, education, or political party, believes legal immigrants help the country more than they hurt it. Similar views emerged through private opinion research, with one exception. Although a majority of Republicans (53%) agree with this view publicly, fewer than half do so privately (44%).

Asian Americans express the most positive views of legal immigrants, both publicly (77%) and privately (79%). And while a majority (ranging 63% to 79%) of Americans from every other racial group privately agree that legal immigrants are a net positive, fewer Black Americans (52%) share this perspective privately.

A majority of Americans from all household income brackets also publicly and privately agree that legal immigration is beneficial, with upper- to middle-income households (making from \$60k up to \$100k per year) expressing far more private than public support for this view (82% private vs. 66% public agreement).



People who have entered the U.S. illegally should be deported.

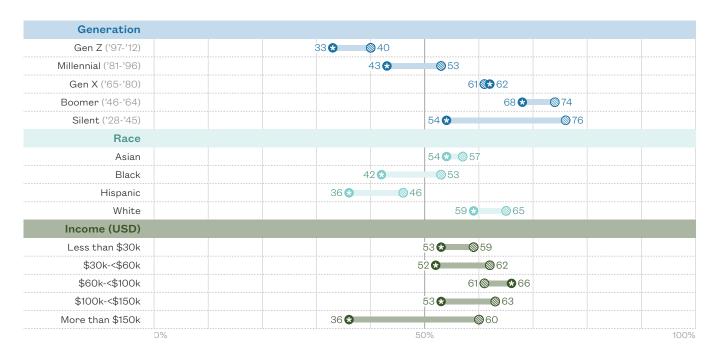


According to the *Social Pressure Index*, 60% of Americans publicly agree that people who have entered the U.S. illegally should be deported. Likewise, private opinion research shows a slight majority (54%) of Americans support this view.

Private opinions on this topic range widely between different generations of Americans. A majority of Gen X (61%), Boomers (68%), and the Silent Generation (54%) privately agree that people who have entered the U.S. illegally should be deported. In contrast, for Gen Z and Millenials, support for this view is in the minority (33% and 43%, respectively). Notably, Millenials are the only generation where there is a false consensus between their private and public opinions on this issue (43% private agreement vs. 53% public agreement).

Hispanic Americans express the lowest public and private support for deporting people who have entered the U.S. illegally (46% and 36%, respectively) compared to other racial groups. By contrast, a majority of White and Asian Americans are supportive of deportation in private (59% and 54%, respectively) and in public (65% and 57%, respectively). A majority of Black Americans also publicly agree, even though only 42% privately support this view.

Most individuals, regardless of household income, both publicly and privately support the deportation of those who have entered the U.S. illegally. The one exception is Americans in the highest income bracket (making more than \$150k per year), who are far less supportive in private (36% agreement) than they are in public (60%).



The government should close the U.S.-Mexico border.

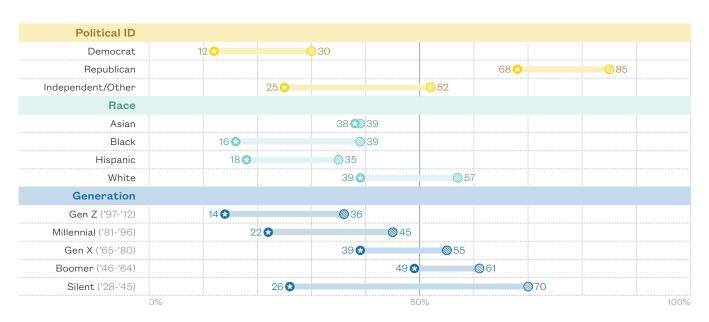


The Social Pressure Index finds that a majority (52%) of Americans publicly express a desire to close the U.S.-Mexico border. When granted privacy, however, only one-third (33%) want to close the Southern border, indicating that the idea is not as popular a proposition as traditional polling would suggest.

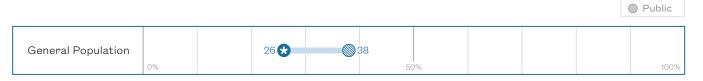
Americans across political affiliations are privately less supportive of closing the Southern border than they are in public. Thus, while only 12% of Democrats express private support for closing the border, 30% say they publicly agree with the idea. Among Republicans, 68% privately and 85% publicly agree with the view that the border between the U.S. and Mexico should be closed. Notably, only 25% of Independents privately support closing the southern border, whereas 52% express support for this idea in public, creating a false consensus that mirrors that of the general public.

The public opinion of White Americans also misrepresents private views on this subject. In reality, a minority of White Americans (39%) privately support closing the border even though 57% say they support it publicly, exposing a false consensus in public perceptions of their opinion on this topic.

The same pattern of over-stated public support persists across generations, as well. Among Gen X (55%), Boomers (61%), and the Silent Generation (70%), a majority publicly agree with closing the U.S.-Mexico border; but in private a minority (39%, 49%, and 26%, respectively) actually agree with this view.



I would support temporarily housing migrants in my town.

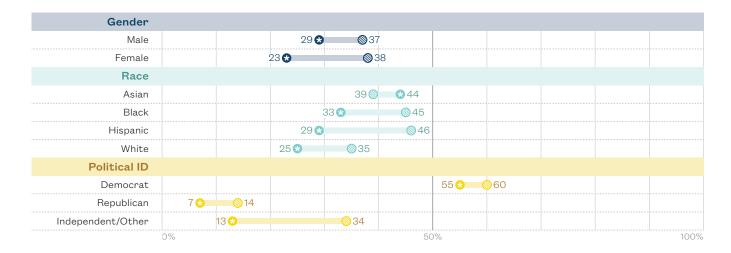


While Americans are generally prone to conceal their private, positive views towards immigration, they are not publicly nor privately supportive of housing migrants in their town. As the *Social Pressure Index* shows, 38% of Americans publicly agree to temporarily house migrants in their own town, but privately only 26% are willing to do so.

Men and women show similar rates of public agreement (37% and 38%, respectively) with temporarily housing immigrants, but women privately concur slightly less (23%) than men (29%).

Across every racial group, a similar trend emerges with Americans expressing higher levels of public agreement with the idea of housing immigrants in their town than they admit to privately. The one exception to this rule is Asian Americans, 39% of whom publicly say they are willing to house migrants in their town, while 44% say the same privately. Hispanic Americans express the greatest public support for this idea (46%) but also show the largest public-private opinion gap, with private support (29%) lagging 17 percentage points behind what they say publicly.

Agreement with temporarily housing migrants varies largely based on political affiliation. A majority of Democrats agree both publicly (60%) and privately (55%), but only a minority of Independents and Republicans feel the same. And while the public and private opinions of Republicans are roughly the same (14% public, 7% private), Independents show a large gap, with only 13% expressing private support for housing immigrants even though 34% say they agree publicly. This suggests the potential presence of social pressure among Independents to appear hospitable to immigrants.



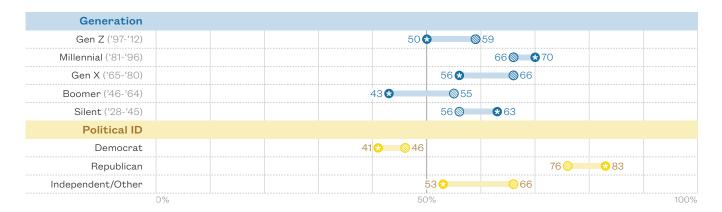
The U.S. should focus on its own problems and let other countries deal with their own problems as best they can.



According to the *Social Pressure Index*, a majority of Americans publicly (61%) and privately (56%) agree that the U.S. should focus on its own problems and let other countries handle theirs. The consistency of these public and private opinion results suggests that Americans feel comfortable sharing their true opinions on this topic.

Although most generations of Americans share similar levels of support for the U.S. focusing on its own problems and leaving countries to manage their own, a greater percentage of Millennials agree privately (70%) than any other generational group. Most Boomers publicly concur (55%), but only a minority (43%) feel the same way in private.

Opinions on this topic vary based on political affiliation. While less than half of Democrats both publicly (46%) and privately (41%) agree that the U.S. should focus on its own problems, an overwhelming public (76%) and private (83%) majority of Republicans hold this view. Meanwhile, a smaller majority of Independents publicly (66%) and privately (53%) agree that the country should prioritize its own problems and let other countries deal with their problems.



The U.S. is doing too much to help Ukraine.

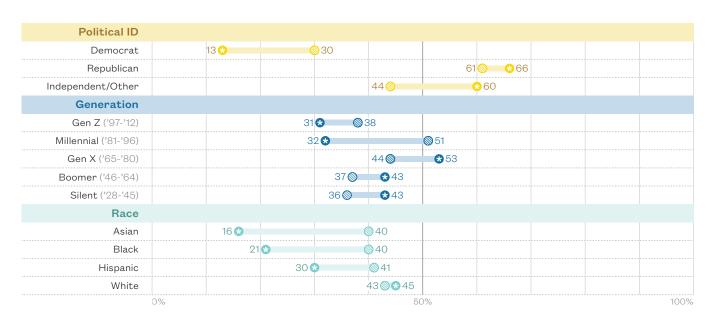


The Social Pressure Index reveals that a minority of Americans publicly and privately think the U.S. is doing too much to help Ukraine (43% publicly, 41% privately).

Despite the overall similarity between public and private opinion on this subject, some political groups show an opinion gap that suggests potential social pressure. Among Democrats, roughly a third (30%) publicly agree that the U.S. is doing too much for Ukraine, yet only 13% share this view in private. The opposite trend emerges among Independents, 44% of whom publicly agree, even as 60% do so privately.

Private support for aiding Ukraine varies across Americans of different generations, with minimal disparity between public and private opinion. However, Millennials are an exception. Half of Millennials (51%) publicly say the U.S. is doing too much to help Ukraine, yet only 32% hold this view privately (a gap of 19 percentage points). Private opinion is fairly consistent among the youngest generations (31% agreement for Gen Z, 32% for Millennials) and the oldest (43% agreement for both Boomers and the Silent Generation). Meanwhile, the private opinion of Gen X (53% agreement) mirrors the public opinion of the Millennials (51% agreement), while Gen X's public opinion (44% agreement) reflects the private opinion of the slightly older Boomer generation (43% agreement).

Americans across every racial group report similar public support for Ukraine (from 40% to 43%) but private opinion research results reveal some differences of opinion. The private and public views of White Americans are fairly consistent (43% public, 45% private). Yet large public-private opinion gaps appear among Asian (24 percentage points), Black (19 percentage points), and Hispanic Americans (11 percentage points), all of whom publicly over-state their disapproval of how much aid the U.S. is sending to Ukraine. These differences suggest that some racial groups may feel social pressure to publicly express the U.S. is doing too much for Ukraine, even if they privately disagree.



Israel should be ended and given to the Palestinians.

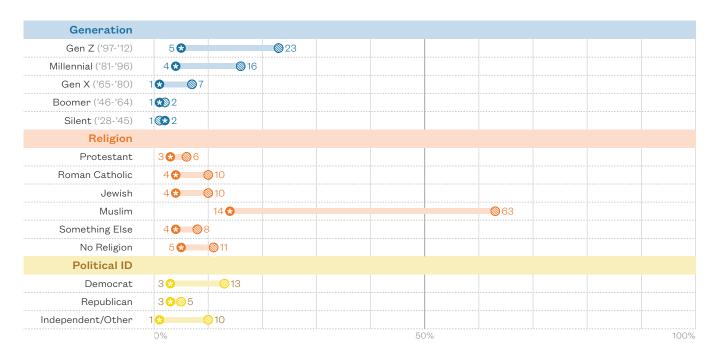


According to the *Social Pressure Index*, 10% of Americans publicly agree that the Israeli state should end and its land be given to the Palestinians, but only 2% privately support this view.

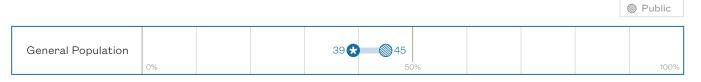
While every generation shows extremely low (5% or less) private agreement with the above statement, a few sizable differences in public opinion appear across generations. In public, Gen Z asserts the greatest support for this idea (23%), despite agreeing with it considerably less in private (5%). Public and private opinions on this topic among Millennials also show a smaller divide (16% public, 4% private agreement), suggesting that younger Americans may feel social pressure to express public opposition to the state of Israel.

Although respondents of every religion could not be captured in the survey, the overall sample size is large enough to make conclusions about some religious groups. Muslim Americans, in particular, stand out as being the only group in which a majority (63%) publicly agree with the above statement, indicating their widespread support for the end of an Israeli state. However, privately only 14% actually agree that Israel should be ended (a gap of 49 percentage points), revealing social pressure among Muslims to publicly condemn Israel.

Private agreement with the above statement is similarly low across all political affiliations. Nearly all Republicans support Israel both publicly and privately. And while public polling results suggest slightly elevated support for the end of an Israeli state among Democrats and Independents (13% and 10% agreement, respectively), privately these groups nearly universally reject the idea of Israel ending and being given to the Palestinians (3% and 1%, respectively).



The U.S. should stand by Israel.

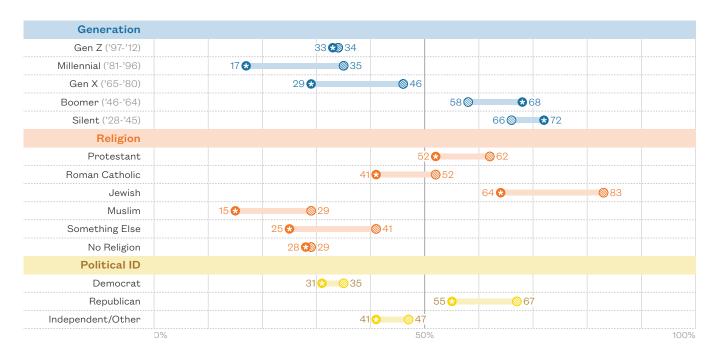


The Social Pressure Index shows a general consistency in American public and private support for Israel. Roughly half (45%) of Americans publicly support the U.S. standing by Israel, and nearly four in ten (39%) say the same privately.

Public opinion on this topic varies by generation. Large majorities of both the Silent Generation (66%) and Boomers (58%) publicly support the backing of Israel, and their private support for this idea is even greater (72% and 68% agreement, respectively). But fewer than half (46%) of Gen X and about one in three Millennial (35%) and Gen Z (34%) respondents publicly say the same, with even lower private support from both Gen X and Millennials (29% and 17%, respectively).

Support for the U.S. standing by Israel also differs according to religious groups, showing a general trend of publicly over-stating support. Responses from every religious group reveal a public-private opinion gap of at least 10 percentage points, with the largest divide (19 percentage points) appearing among Jewish Americans (83% public, 64% private agreement). This suggests strong pressure for members of this group to publicly support the Jewish state of Israel.

There are some small differences across political lines. A sizable minority of Democrats (35%) and Independents (47%) publicly agree that the U.S. should stand by Israel, and their private support trails close behind (31% and 41%, respectively). On the other hand, a 67% majority of Republicans publicly support this idea even though their private support for it is 12% weaker (55%).



The Hamas killing of 1,200 Israeli civilians on October 7th, 2023 was justified.

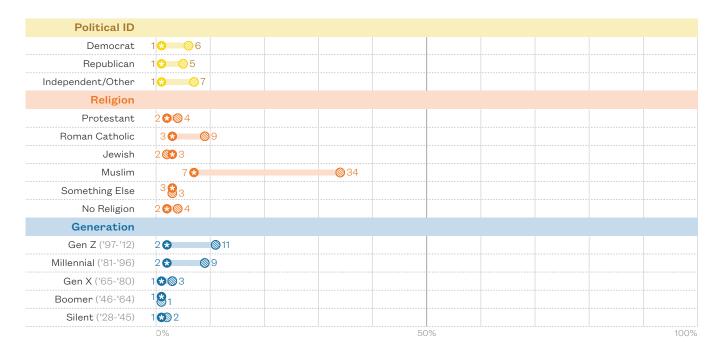


The Social Pressure Index reveals widespread consensus among Americans that Hamas should be condemned for killing 1,200 Israeli civilians on October 7th, 2023. Only 6% of Americans publicly agree that this act was justified, and even fewer agree privately (1%).

Political groups in America were also in agreement that Hamas' killing was not justified. A mere 7% or less of Republicans, Democrats, and Independents publicly agree — and only 1% privately agree — that Hamas was justified on October 7th.

Similarly low public and private acceptance of any justification for Hamas' October 7th attack is found among all religious groups, with one exception. More than one in three Muslims (34%) agree that the Hamas killing was justified publicly. However, only 7% of Muslims feel this way privately, suggesting a strong social pressure among Muslims to ally themselves with a cause they may not actually endorse.

While Gen Z is the most likely generational group to publicly concur that Hamas was justified (11% agreement), only 2% agree privately, a percentage that aligns with the views of older generations. Millennials also show higher public (9%) than private (2%) agreement with this idea, suggesting that younger generations of Americans may feel more pressure to express support for Hamas than older generations.



The U.S. should be doing more to support Palestinians.

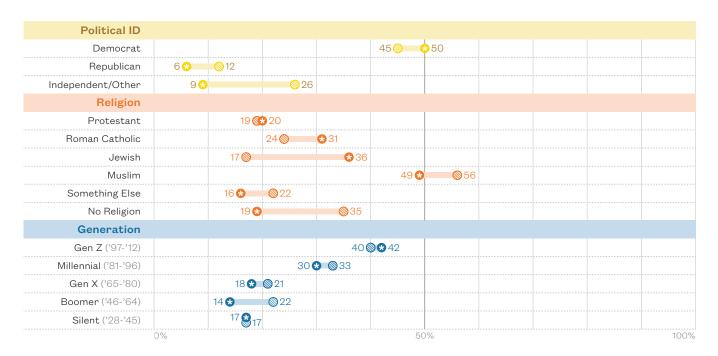


The Social Pressure Index reveals that about a quarter of Americans agree both publicly and privately that the U.S. should do more to support Palestinians.

The extent of difference between private and public support of this idea varies by political affiliation. Roughly one in four (26%) Independents publicly agree that the U.S. should be doing more to support Palestinians, but fewer than one out of ten (9%) share the same view in private. Comparatively, the difference between public and private opinions is much smaller among Democrats and Republicans. While 50% of Democrats privately agree with increasing support for Palestinians, Republicans and Independents show significantly less private agreement (6% and 9%, respectively).

Some discrepancies between public and private opinions on this topic emerge across religious groups. Jewish Americans are more than twice as likely to express support for increasing U.S. aid to Palestinians in private (36%) than they are to do so publicly (17%). At the same time, roughly half of Muslim Americans say they support this idea publicly (56%) and privately (49%).

Different generations of Americans also have divergent views on whether the U.S. should do more to support Palestinians. Gen Z and Millennials privately agree with the idea (42% and 30%, respectively) more than respondents from Gen X, Boomers, and the Silent Generation (18%, 14%, and 17%, respectively).



Statement 64

The Holocaust is a myth.

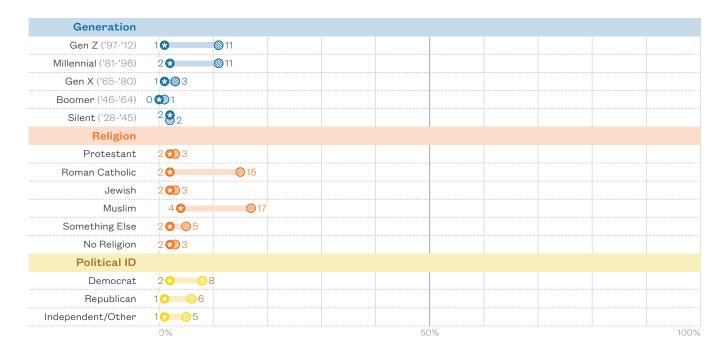


Public opinion polling suggests that only a small minority of Americans believe that the Holocaust is a myth. Results from the *Social Pressure Index* support this finding, showing that a mere 6% percent of Americans question the veracity of the Holocaust publicly, and even fewer (1%) do so privately.

Private agreement that the Holocaust is a myth does not exceed 3% for any generation, but in public 11% of both Gen Z and Millennial respondents say they are skeptical of whether the Holocaust actually occurred. Taken together, these findings suggest that younger Americans may be feeling more social pressure to question this well-documented historical event.

While no religious group shows more than 5% private agreement with the above statement, 15% of Roman Catholics and 17% of Muslim Americans publicly say they believe the Holocaust is a myth; a level of skepticism 13 percentage points higher than what both of these groups report feeling privately (2% and 4% agreement, respectively).

Democrats, Republicans, and Independents show nearly identical public and private opinions on this topic, with fewer than one in ten publicly expressing disbelief in the Holocaust (8%, 6%, and 5%, respectively). Even smaller percentages of these groups agree with the above statement privately (2%, 1%, and 1%, respectively).



Private



Social Pressure Index: Methodology and Crosstab Results

Methodology

Integrity Statement

The Social Pressure Index instrument was fielded from May 16, 2024 to June 24, 2024. The survey is based on 19,879 interviews conducted by YouGov on the internet, comprising a base sample of US adults (N = 7,144). Additionally, low-incidence groups were over sampled to improve the precision of private opinion estimates. In addition to the base sample of 7,144, the Social Pressure Index survey was administered to oversamples of Asian respondents (N = 4,620), Black respondents (N = 3,934), and Hispanic respondents (N = 4,181).

The base sample and demographic oversamples were weighted according to gender, age, race/ethnicity, education, registered voter status, and US Census region based on voter registration lists, the U.S. Census American Community Survey, and the U.S. Census Current Population Survey, as well as 2020 Presidential vote. Respondents were selected from YouGov to be representative of the general population in the United States, as well as of each demographic group represented in each oversample.

Four separate weights were calculated: a base sample weight where 7,144 respondents were weighted to the aforementioned general population targets, and then three oversample weights for each of the demographic oversamples (Black, Hispanic, and Asian) where respondents from each oversample and the base sample who fit in the demographic category were weighted together. The sample size for the weighted base sample is n = 7,144, while the weighted racial samples are as follows: 4,839 Asian respondents, 4,728 Black respondents, and 4,849 Hispanic respondents. The base sample weights range from 0.27 to 2.92 with a mean of 1 and a standard deviation of 0.36. The Black oversample weights range from 0.24 to 2.58 with a mean of 1 and a standard deviation of 0.37. The Hispanic oversample weights range from 0.47 to 3.35 with a mean of 1 and a standard deviation of 0.41. The Asian oversample weights range from 0.43 to 5.75 with a mean of 1 and a standard deviation of 0.47.

Sample Overview	N= 19,879	Margin of Error (MOE)
General population (base sample)	7,144	1.2%
Asian adults oversample	4,839	1.6%
Black adults oversample	4,728	1.5%
Hispanic adults oversample	4,849	1.5%

About List Experiments

The Social Pressure Index, like its predecessor Private Opinion in America, elicited Americans' private opinions using a list experiment for a series of sensitive political, social, and cultural issues salient among the American population today. List experiments (also called the itemcount technique) are a form of indirect questioning developed to minimize social desirability and nonresponse bias by concealing respondents' answers to sensitive items. Privacy is maintained by aggregating responses to sensitive items with other items.

In a list experiment, respondents are randomized into either a control or experimental condition. Both groups read a list of 3 to 4 statements and report the number of items with which they agree. However, respondents never specify which statements with which they agree. Respondents in both the control and experimental conditions read and respond to 3 identical items, but the experimental condition also reads and rates one additional statement: the statement of interest. The mean difference of items reported across the two groups is equal to the prevalence of that private opinion.

Illustrative Example of a List Experiment

Control Group	Experiment Group
Please read each statement carefully before answering the question below.	Please read each statement carefully before answering the question below.
 Schools should take cyberbullying as seriously as in-person bullying. 	 Schools should take cyberbullying as seriously as in-person bullying.
 A student failing is always the fault of the teacher. 	 A student failing is always the fault of the teacher.
 Class size significantly affects student achievement. 	 Class size significantly affects student achievement.
	I support school choice in public education.
How many statements do you agree with?	How many statements do you agree with?
$\bigcirc \ 0 \ \bigcirc \ 1 \ \bigcirc \ 2 \ \bigcirc \ 3$	0 0 1 0 2 0 3 0 4

Despite ensuring privacy for individual respondents, it is still possible to make conclusions about the likelihood of certain subpopulations, in aggregate, endorsing sensitive statements. Using multivariate regressions, we calculated the extent to which demographic characteristics and political party affiliation predicts endorsement of sensitive items.

Populace Inc. All rights reserved.

76

Crosstab Results

Statements on Democracy

01	In general, I trust the government to tell me the truth.	Page 81
02	There is too much government control in America.	Page 82
03	The country is headed in the wrong direction.	Page 83
04	Society is better off when individuals get to make decisions for themselves rather than having experts make decisions for everyone.	Page 84
05	I have confidence in the Supreme Court.	Page 85
06	People should be required to show photo ID in order to vote in an election.	Page 86
07	The government should make it as easy as possible for every eligible citizen to vote.	Page 87
08	Donald Trump actually won the 2020 presidential election, but it was stolen from him through election fraud and voting manipulation.	Page 88
09	The events at the Capitol on Jan. 6, 2021 were an attack on democracy.	Page 89
10	Because things have gotten so far off track, Americans may have to resort to violence in order to save our country.	Page 90

Statements on Individual Rights

11	Americans have too much freedom.	Page 91
12	The government should restrict the expression of views deemed discriminatory or offensive.	Page 92
13	Gun ownership should be illegal in the United States.	Page 93
14	Abortion should be legal in most cases.	Page 94
15	The greater good is more important than individual rights.	Page 95
16	When there is a contradiction between the law and a person's religious beliefs, it is okay for them to disobey the law	Page 96

Statements on Culture and Society

17	We live in a mostly fair society.	Page 97
18	Society is rigged against people like me.	Page 98
19	In general, most people can be trusted.	Page 99
20	The American Dream no longer holds true.	Page 100
21	In America, we have spent too much time trying to fix the past and not enough time building the future.	Page 101
22	In general, I trust the media to tell me the truth.	Page 102
23	In life, for one person to win someone else has to lose.	Page 103
24	The U.S. should declare itself a Christian nation.	Page 104
25	I do not like it when entertainment is used to promote a social agenda.	Page 105
Stat	ements on the Economy	
Stat 26	ements on the Economy My personal finances are in good shape.	Page 106
	<u> </u>	Page 106 Page 107
26	My personal finances are in good shape.	
26 27	My personal finances are in good shape. I am financially worse off now than I was a year ago.	Page 107
26 27 28	My personal finances are in good shape. I am financially worse off now than I was a year ago. The American economy is doing well.	Page 107 Page 108
26 27 28 29	My personal finances are in good shape. I am financially worse off now than I was a year ago. The American economy is doing well. The U.S. economy is better now than it was five years ago.	Page 108 Page 109
26 27 28 29 30	My personal finances are in good shape. I am financially worse off now than I was a year ago. The American economy is doing well. The U.S. economy is better now than it was five years ago. Strong labor unions are good for the economy.	Page 108 Page 109 Page 110

Statements on Education and Work

34	I support school choice in public education.	Page 114
35	Parents should have more influence over public school curriculums.	Page 115
36	Public schools are focusing too much on racism in the U.S.	Page 116
37	Getting a college degree is not worth it.	Page 117
38	Forgiving student loan debt of people who chose to go to college is not fair.	Page 118
39	Colleges should decide admission on merit rather than considering a student's racial or ethnic background.	Page 119
40	Companies should hire the most qualified person for the job, even if that means certain demographic groups end up being underrepresented.	Page 120
41	No one should receive preferential treatment at work based on factors other than performance.	Page 121
42	The government should require that companies meet gender and diversity quotas for executive positions.	Page 122
		D 100
43	Diversity, Equity, and Inclusion (DEI) efforts in schools and companies should be dismantled.	Page 123
		Page 123
Stat	ements on Race and Gender	
	ements on Race and Gender More diversity would be good for America.	Page 124
Stat 44	ements on Race and Gender	
Stat 44 45	ements on Race and Gender More diversity would be good for America. Women's gains in society have come at the expense of men.	Page 124 Page 125
Stat 44 45 46	ements on Race and Gender More diversity would be good for America. Women's gains in society have come at the expense of men. Racism is built into the American economy, government, and educational system.	Page 124 Page 125 Page 126
Stat 44 45 46 47	ements on Race and Gender More diversity would be good for America. Women's gains in society have come at the expense of men. Racism is built into the American economy, government, and educational system. It is okay to treat some groups differently in order to make up for historical injustices.	Page 124 Page 125 Page 126 Page 127
Stat 44 45 46 47 48	ements on Race and Gender More diversity would be good for America. Women's gains in society have come at the expense of men. Racism is built into the American economy, government, and educational system. It is okay to treat some groups differently in order to make up for historical injustices. I support the Black Lives Matter movement.	Page 124 Page 125 Page 126 Page 127 Page 128
Stat 44 45 46 47 48 49	ements on Race and Gender More diversity would be good for America. Women's gains in society have come at the expense of men. Racism is built into the American economy, government, and educational system. It is okay to treat some groups differently in order to make up for historical injustices. I support the Black Lives Matter movement. I support defunding the police.	Page 124 Page 125 Page 126 Page 127 Page 128 Page 129

Statements on Immigration

53	Immigration is changing our culture for the worse.	Page 133
54	Legal immigrants do more to help the country than hurt it.	Page 134
55	People who have entered the U.S. illegally should be deported.	Page 135
56	The government should close the U.SMexico border.	Page 136
57	I would support temporarily housing migrants in my town.	Page 137
Statements on International Affairs		
58	The U.S. should focus on its own problems and let other countries deal with their own problems as best they can.	Page 138
59	The U.S. is doing too much to help Ukraine.	Page 139
60	Israel should be ended and given to the Palestinians.	Page 140
61	The U.S. should stand by Israel.	Page 141
62	The Hamas killing of 1,200 Israeli civilians on October 7th was justified.	Page 142
63	The U.S. should be doing more to support Palestinians.	Page 143
64	The Holocaust is a myth.	Page 144

