

YouGovNY  
Public Shaming

US\_nat\_2000 Sample: 26th-27th July 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYP\_q1\_1. How often, if ever, do the following happen at your current job? Please select one option on each row.

- I reprimand a coworker in front of other work colleagues

Unweighted base	1103	537	566	259	497	347	217	259	363	264	833	103	89	78
Base: All US working adults	1095	615	481	344	483	269	210	255	388	243	734	123	163	75
Every day	3%	3%	2%	5%	3%	0%	6%	3%	2%	3%	2%	8%	4%	2%
A few times a week	3%	5%	2%	9%	1%	-	4%	1%	4%	3%	3%	8%	3%	2%
Once a week	3%	4%	1%	5%	3%	0%	3%	3%	3%	2%	2%	4%	5%	7%
A few times a month	2%	2%	2%	3%	2%	1%	2%	3%	2%	0%	2%	1%	3%	4%
Once a month	2%	2%	2%	4%	1%	1%	4%	1%	1%	1%	2%	2%	2%	1%
Once every 2 to 3 months	2%	2%	2%	3%	2%	1%	1%	2%	2%	2%	2%	1%	3%	3%
Once every 6 months	2%	3%	2%	4%	2%	0%	0%	2%	3%	3%	2%	-	6%	-
Once a year	1%	1%	2%	2%	1%	1%	1%	3%	0%	2%	1%	4%	1%	1%
Less often than once a year	8%	9%	7%	6%	10%	10%	11%	10%	6%	9%	10%	2%	7%	7%
Never	73%	70%	77%	61%	75%	86%	67%	74%	75%	75%	76%	70%	66%	73%

ZYP\_q1\_2. How often, if ever, do the following happen at your current job? Please select one option on each row.

- I'm reprimanded by a coworker in front of other work colleagues

Unweighted base	1103	537	566	259	497	347	217	259	363	264	833	103	89	78
Base: All US working adults	1095	615	481	344	483	269	210	255	388	243	734	123	163	75
Every day	1%	2%	1%	4%	1%	-	2%	1%	2%	1%	2%	2%	-	2%
A few times a week	3%	4%	1%	4%	3%	0%	2%	3%	2%	4%	2%	5%	2%	2%
Once a week	3%	3%	2%	5%	2%	1%	3%	2%	3%	3%	2%	8%	2%	5%
A few times a month	3%	4%	2%	7%	2%	0%	5%	4%	1%	3%	3%	1%	3%	10%
Once a month	4%	4%	3%	6%	3%	2%	7%	1%	4%	2%	4%	1%	5%	1%
Once every 2 to 3 months	2%	3%	2%	3%	3%	1%	5%	1%	3%	1%	3%	4%	2%	2%
Once every 6 months	4%	5%	3%	7%	3%	2%	3%	3%	5%	4%	3%	1%	10%	2%
Once a year	3%	2%	5%	4%	2%	3%	3%	4%	3%	2%	3%	4%	4%	4%
Less often than once a year	10%	10%	11%	7%	11%	13%	12%	13%	9%	9%	12%	7%	6%	8%
Never	67%	65%	69%	54%	70%	78%	58%	67%	68%	72%	67%	67%	65%	65%

ZYP\_q1\_3. How often, if ever, do the following happen at your current job? Please select one option on each row.

- I'm made fun of by a superior in front of other colleagues

Unweighted base	1103	537	566	259	497	347	217	259	363	264	833	103	89	78
Base: All US working adults	1095	615	481	344	483	269	210	255	388	243	734	123	163	75
Every day	2%	2%	1%	4%	2%	-	2%	3%	2%	1%	2%	2%	-	-
A few times a week	3%	4%	2%	6%	3%	0%	7%	2%	3%	2%	3%	4%	6%	-
Once a week	3%	5%	2%	5%	4%	2%	4%	4%	3%	2%	2%	6%	5%	9%
A few times a month	3%	4%	2%	5%	2%	1%	3%	2%	3%	3%	1%	9%	2%	10%
Once a month	4%	5%	4%	8%	3%	1%	7%	3%	5%	2%	3%	3%	9%	2%
Once every 2 to 3 months	2%	3%	2%	3%	3%	1%	4%	1%	3%	2%	3%	1%	4%	-
Once every 6 months	2%	2%	1%	1%	2%	1%	1%	2%	1%	2%	2%	1%	1%	3%
Once a year	2%	2%	2%	2%	1%	2%	2%	2%	1%	2%	1%	2%	2%	2%
Less often than once a year	7%	7%	7%	6%	7%	8%	5%	6%	9%	7%	7%	3%	9%	13%
Never	72%	67%	77%	60%	74%	84%	65%	75%	71%	75%	75%	70%	62%	62%

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US\_nat\_2000 Sample: 26th-27th July 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

ZYP\_q1\_1. How often, if ever, do the following happen at your current job? Please select one option on each row.

- I reprimand a coworker in front of other work colleagues

Unweighted base	1103	277	384	298	144	545	17	119	26	353	43
<b>Base: All US working adults</b>	<b>1095</b>	<b>420</b>	<b>318</b>	<b>241</b>	<b>116</b>	<b>518</b>	<b>19</b>	<b>102</b>	<b>23</b>	<b>393</b>	<b>41</b>
Every day	3%	6%	1%	1%	2%	4%	6%	-	-	2%	4%
A few times a week	3%	4%	2%	4%	3%	3%	-	-	9%	4%	4%
Once a week	3%	4%	2%	2%	2%	2%	13%	-	-	4%	2%
A few times a month	2%	2%	2%	2%	2%	2%	-	1%	-	2%	5%
Once a month	2%	2%	0%	2%	3%	2%	5%	-	-	1%	-
Once every 2 to 3 months	2%	3%	1%	2%	-	2%	-	3%	4%	2%	-
Once every 6 months	2%	3%	2%	2%	1%	1%	-	2%	-	4%	9%
Once a year	1%	1%	2%	2%	-	1%	-	1%	-	3%	3%
Less often than once a year	8%	9%	7%	9%	8%	11%	7%	5%	12%	6%	6%
Never	73%	65%	81%	74%	79%	72%	70%	88%	75%	72%	68%

ZYP\_q1\_2. How often, if ever, do the following happen at your current job? Please select one option on each row.

- I'm reprimanded by a coworker in front of other work colleagues

Unweighted base	1103	277	384	298	144	545	17	119	26	353	43
<b>Base: All US working adults</b>	<b>1095</b>	<b>420</b>	<b>318</b>	<b>241</b>	<b>116</b>	<b>518</b>	<b>19</b>	<b>102</b>	<b>23</b>	<b>393</b>	<b>41</b>
Every day	1%	2%	1%	2%	3%	2%	-	-	-	2%	-
A few times a week	3%	3%	3%	2%	3%	4%	-	-	-	3%	-
Once a week	3%	5%	2%	2%	1%	2%	-	-	-	5%	6%
A few times a month	3%	4%	3%	3%	1%	1%	13%	6%	9%	4%	2%
Once a month	4%	6%	2%	2%	3%	4%	11%	4%	-	2%	6%
Once every 2 to 3 months	2%	3%	1%	2%	4%	3%	-	3%	-	2%	1%
Once every 6 months	4%	3%	5%	6%	2%	3%	6%	1%	-	5%	10%
Once a year	3%	3%	3%	4%	2%	2%	10%	5%	-	3%	5%
Less often than once a year	10%	9%	11%	13%	8%	12%	7%	6%	25%	9%	9%
Never	67%	63%	71%	64%	72%	68%	54%	74%	66%	65%	61%

ZYP\_q1\_3. How often, if ever, do the following happen at your current job? Please select one option on each row.

- I'm made fun of by a superior in front of other colleagues

Unweighted base	1103	277	384	298	144	545	17	119	26	353	43
<b>Base: All US working adults</b>	<b>1095</b>	<b>420</b>	<b>318</b>	<b>241</b>	<b>116</b>	<b>518</b>	<b>19</b>	<b>102</b>	<b>23</b>	<b>393</b>	<b>41</b>
Every day	2%	2%	0%	3%	2%	3%	-	-	-	2%	-
A few times a week	3%	5%	2%	2%	3%	4%	6%	-	-	4%	2%
Once a week	3%	4%	3%	2%	3%	3%	-	4%	-	4%	-
A few times a month	3%	4%	3%	2%	1%	3%	13%	1%	-	3%	6%
Once a month	4%	5%	2%	6%	5%	5%	5%	2%	-	4%	4%
Once every 2 to 3 months	2%	3%	2%	4%	1%	3%	6%	1%	9%	2%	5%
Once every 6 months	2%	1%	3%	1%	1%	1%	-	2%	-	2%	2%
Once a year	2%	2%	1%	1%	3%	1%	-	3%	-	2%	5%
Less often than once a year	7%	5%	8%	8%	9%	8%	17%	4%	12%	7%	-
Never	72%	69%	77%	70%	74%	70%	53%	83%	79%	72%	76%

# YouGovNY

## Public Shaming

US\_nat\_2000 Sample: 26th-27th July 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZYP\_q1\_1. How often, if ever, do the following happen at your current job? Please select one option on each row.

- I reprimand a coworker in front of other work colleagues

Unweighted base	1103	331	759	302	369	290	142
<b>Base: All US working adults</b>	1095	346	737	346	352	254	143
Every day	3%	6%	2%	4%	2%	5%	-
A few times a week	3%	4%	3%	4%	3%	5%	1%
Once a week	3%	5%	2%	3%	3%	2%	2%
A few times a month	2%	2%	2%	4%	2%	1%	-
Once a month	2%	2%	1%	2%	1%	2%	4%
Once every 2 to 3 months	2%	2%	2%	1%	2%	4%	1%
Once every 6 months	2%	2%	2%	3%	3%	1%	-
Once a year	1%	1%	2%	2%	2%	1%	0%
Less often than once a year	8%	11%	7%	6%	8%	10%	12%
Never	73%	65%	77%	71%	76%	70%	80%

ZYP\_q1\_2. How often, if ever, do the following happen at your current job? Please select one option on each row.

- I'm reprimanded by a coworker in front of other work colleagues

Unweighted base	1103	331	759	302	369	290	142
<b>Base: All US working adults</b>	1095	346	737	346	352	254	143
Every day	1%	2%	1%	2%	1%	2%	-
A few times a week	3%	5%	1%	2%	3%	4%	-
Once a week	3%	3%	3%	3%	2%	4%	2%
A few times a month	3%	4%	3%	3%	4%	2%	3%
Once a month	4%	4%	3%	5%	3%	2%	5%
Once every 2 to 3 months	2%	2%	3%	3%	3%	3%	1%
Once every 6 months	4%	4%	4%	5%	4%	4%	4%
Once a year	3%	3%	3%	4%	2%	3%	3%
Less often than once a year	10%	11%	10%	11%	9%	12%	10%
Never	67%	63%	69%	63%	70%	63%	72%

ZYP\_q1\_3. How often, if ever, do the following happen at your current job? Please select one option on each row.

- I'm made fun of by a superior in front of other colleagues

Unweighted base	1103	331	759	302	369	290	142
<b>Base: All US working adults</b>	1095	346	737	346	352	254	143
Every day	2%	3%	1%	2%	2%	1%	2%
A few times a week	3%	5%	2%	3%	3%	6%	0%
Once a week	3%	5%	3%	4%	3%	4%	1%
A few times a month	3%	2%	3%	2%	2%	4%	2%
Once a month	4%	7%	3%	6%	3%	3%	5%
Once every 2 to 3 months	2%	2%	2%	1%	3%	3%	3%
Once every 6 months	2%	2%	1%	2%	2%	2%	1%
Once a year	2%	2%	1%	2%	2%	2%	1%
Less often than once a year	7%	5%	8%	6%	6%	8%	9%
Never	72%	67%	74%	71%	73%	67%	77%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

ZYP\_q1\_1. How often, if ever, do the following happen at your current job? Please select one option on each row.

- I reprimand a coworker in front of other work colleagues

Unweighted base	1103	894	415	405	310	66	324	107	344	3	194	26	17	6	119
<b>Base: All US working adults</b>	1095	887	419	358	309	71	280	115	358	4	228	25	17	9	116
Every day	3%	3%	3%	1%	4%	9%	3%	3%	3%	43%	5%	5%	-	-	-
A few times a week	3%	4%	6%	4%	8%	11%	2%	4%	7%	-	7%	3%	-	-	-
Once a week	3%	3%	3%	1%	2%	-	1%	-	2%	-	2%	18%	-	-	2%
A few times a month	2%	2%	2%	1%	2%	3%	2%	1%	4%	-	2%	-	-	-	-
Once a month	2%	2%	1%	0%	1%	1%	1%	2%	1%	-	2%	-	-	-	2%
Once every 2 to 3 months	2%	2%	3%	2%	1%	-	2%	1%	3%	-	3%	-	-	-	1%
Once every 6 months	2%	2%	4%	5%	3%	2%	1%	10%	3%	-	6%	4%	-	-	3%
Once a year	1%	2%	2%	1%	1%	1%	1%	2%	3%	-	2%	-	4%	-	-
Less often than once a year	8%	8%	6%	10%	7%	2%	6%	5%	7%	-	9%	3%	3%	20%	8%
Never	73%	72%	70%	74%	71%	70%	81%	71%	67%	57%	62%	68%	92%	80%	85%

ZYP\_q1\_2. How often, if ever, do the following happen at your current job? Please select one option on each row.

- I'm reprimanded by a coworker in front of other work colleagues

Unweighted base	1103	894	415	405	310	66	324	107	344	3	194	26	17	6	119
<b>Base: All US working adults</b>	1095	887	419	358	309	71	280	115	358	4	228	25	17	9	116
Every day	1%	2%	2%	1%	2%	6%	2%	3%	2%	-	2%	7%	-	-	-
A few times a week	3%	2%	4%	2%	4%	6%	3%	5%	4%	43%	6%	-	-	-	-
Once a week	3%	2%	3%	2%	4%	10%	3%	-	4%	-	5%	-	-	-	3%
A few times a month	3%	3%	3%	2%	4%	5%	3%	4%	5%	-	4%	14%	-	-	2%
Once a month	4%	4%	2%	2%	2%	2%	1%	1%	2%	-	2%	-	-	-	3%
Once every 2 to 3 months	2%	3%	2%	2%	3%	-	2%	4%	3%	-	2%	8%	6%	-	1%
Once every 6 months	4%	4%	7%	7%	4%	4%	2%	10%	6%	-	6%	7%	6%	-	3%
Once a year	3%	3%	5%	4%	3%	1%	3%	2%	5%	-	4%	-	4%	-	2%
Less often than once a year	10%	10%	10%	13%	8%	5%	8%	10%	9%	-	9%	14%	7%	27%	10%
Never	67%	66%	62%	66%	66%	60%	73%	62%	61%	57%	59%	50%	77%	73%	77%

ZYP\_q1\_3. How often, if ever, do the following happen at your current job? Please select one option on each row.

- I'm made fun of by a superior in front of other colleagues

Unweighted base	1103	894	415	405	310	66	324	107	344	3	194	26	17	6	119
<b>Base: All US working adults</b>	1095	887	419	358	309	71	280	115	358	4	228	25	17	9	116
Every day	2%	2%	3%	1%	2%	5%	1%	2%	2%	-	2%	5%	-	-	3%
A few times a week	3%	3%	4%	2%	4%	5%	3%	5%	4%	-	7%	20%	-	-	1%
Once a week	3%	4%	3%	4%	4%	3%	3%	4%	3%	43%	5%	-	-	-	2%
A few times a month	3%	2%	4%	3%	4%	8%	2%	1%	4%	-	4%	-	-	-	2%
Once a month	4%	4%	4%	2%	3%	3%	2%	2%	3%	-	4%	3%	-	-	6%
Once every 2 to 3 months	2%	3%	3%	2%	3%	2%	2%	4%	3%	-	4%	-	-	-	1%
Once every 6 months	2%	1%	1%	1%	2%	-	2%	1%	2%	-	1%	3%	-	-	1%
Once a year	2%	2%	2%	1%	2%	-	1%	1%	2%	-	1%	-	-	-	-
Less often than once a year	7%	8%	8%	10%	6%	5%	5%	5%	7%	-	6%	7%	4%	-	3%
Never	72%	71%	68%	74%	70%	70%	80%	76%	69%	57%	66%	63%	96%	100%	82%

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US\_nat\_2000 Sample: 26th-27th July 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

ZYP\_q2. Has a teacher/professor ever reprimanded you in front of your peers?

Unweighted base	2180	923	1257	477	760	943	410	479	755	536	1627	210	176	167
Base: All US adults	2180	1061	1119	666	746	767	393	462	816	510	1452	255	313	160
Yes, more than once	31%	36%	25%	31%	34%	27%	34%	27%	32%	29%	32%	28%	26%	29%
Yes, but only once	13%	13%	13%	17%	13%	11%	16%	15%	12%	12%	12%	17%	15%	15%
No, they haven't	33%	28%	38%	28%	34%	37%	30%	31%	33%	36%	32%	32%	37%	34%
Don't know / can't recall	23%	22%	24%	23%	20%	26%	21%	27%	22%	23%	23%	22%	22%	22%

ZYP\_q3. Has anyone ever shared private or sensitive information about you on the internet without your permission?

Unweighted base	2180	923	1257	477	760	943	410	479	755	536	1627	210	176	167
Base: All US adults	2180	1061	1119	666	746	767	393	462	816	510	1452	255	313	160
Yes, they have	12%	11%	12%	14%	15%	7%	12%	11%	10%	16%	12%	11%	11%	12%
No, they have not	51%	49%	52%	49%	49%	54%	50%	50%	51%	51%	50%	62%	52%	37%
Don't know	35%	37%	32%	31%	34%	39%	34%	38%	36%	30%	36%	24%	30%	46%
Prefer not to say	3%	2%	3%	6%	2%	1%	4%	1%	3%	3%	1%	3%	7%	5%

ZYP\_q4. Over the past few years, some parents have begun using social media (e.g., Facebook, Twitter, etc.) exposure as a punishment for their child's bad behavior (e.g., publicly posting their child's bad test grades, posting videos of their child admitting to their bad behavior, etc.) Do you think it is okay to use social media (e.g., Facebook, Twitter, etc.) as a tool for punishing a child/teenager?

Unweighted base	2180	923	1257	477	760	943	410	479	755	536	1627	210	176	167
Base: All US adults	2180	1061	1119	666	746	767	393	462	816	510	1452	255	313	160
Yes, in all cases	5%	7%	3%	9%	6%	1%	6%	5%	5%	5%	4%	10%	6%	6%
Yes, but only in some cases	16%	18%	15%	22%	20%	9%	14%	17%	18%	15%	16%	18%	20%	12%
No, I do not	69%	64%	74%	58%	64%	84%	70%	68%	69%	69%	71%	61%	66%	68%
Don't know	9%	10%	8%	12%	11%	5%	9%	11%	8%	10%	8%	12%	8%	14%

ZYP\_q5. Judges have the legal power to rule that convicted individuals should be sentenced to some form of public shaming (e.g., sentencing individuals to stand by a busy roadside holding up an embarrassing sign about what they did). Do you think it is okay to punish an individual with this sort of sentence?

Unweighted base	2180	923	1257	477	760	943	410	479	755	536	1627	210	176	167
Base: All US adults	2180	1061	1119	666	746	767	393	462	816	510	1452	255	313	160
Yes, in all cases	11%	15%	7%	11%	13%	8%	7%	10%	13%	12%	10%	13%	15%	9%
Yes, but only in some cases	44%	46%	42%	41%	42%	49%	44%	45%	45%	43%	47%	39%	35%	44%
No, I do not	33%	28%	37%	32%	31%	34%	34%	35%	32%	31%	32%	33%	36%	28%
Don't know	13%	10%	15%	15%	14%	9%	15%	11%	11%	14%	11%	16%	14%	19%

Cell Contents (Column Percentages)

YouGovNY  
Public Shaming

US\_nat\_2000 Sample: 26th-27th July 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

ZYP\_q2. Has a teacher/professor ever reprimanded you in front of your peers?

Unweighted base	2180	656	814	453	257	1074	35	252	101	645	73
Base: All US adults	2180	945	676	360	199	983	35	220	90	782	70
Yes, more than once	31%	29%	33%	30%	33%	29%	23%	29%	22%	33%	38%
Yes, but only once	13%	13%	13%	15%	14%	13%	26%	11%	11%	14%	13%
No, they haven't	33%	33%	33%	36%	32%	36%	29%	39%	41%	27%	30%
Don't know / can't recall	23%	26%	21%	20%	21%	22%	22%	22%	26%	25%	20%

ZYP\_q3. Has anyone ever shared private or sensitive information about you on the internet without your permission?

Unweighted base	2180	656	814	453	257	1074	35	252	101	645	73
Base: All US adults	2180	945	676	360	199	983	35	220	90	782	70
Yes, they have	12%	12%	12%	11%	14%	10%	15%	12%	9%	14%	13%
No, they have not	51%	51%	52%	47%	53%	52%	39%	52%	57%	49%	54%
Don't know	35%	33%	35%	40%	33%	36%	39%	34%	34%	33%	33%
Prefer not to say	3%	4%	2%	2%	1%	2%	8%	2%	-	4%	-

ZYP\_q4. Over the past few years, some parents have begun using social media (e.g., Facebook, Twitter, etc.) exposure as a punishment for their child's bad behavior (e.g., publicly posting their child's bad test grades, posting videos of their child admitting to their bad behavior, etc.) Do you think it is okay to use social media (e.g., Facebook, Twitter, etc.) as a tool for punishing a child/teenager?

Unweighted base	2180	656	814	453	257	1074	35	252	101	645	73
Base: All US adults	2180	945	676	360	199	983	35	220	90	782	70
Yes, in all cases	5%	6%	4%	5%	5%	5%	10%	1%	5%	6%	2%
Yes, but only in some cases	16%	18%	18%	13%	14%	14%	8%	15%	9%	21%	21%
No, I do not	69%	66%	69%	73%	77%	74%	62%	76%	83%	59%	70%
Don't know	9%	11%	9%	9%	3%	6%	21%	8%	3%	14%	7%

ZYP\_q5. Judges have the legal power to rule that convicted individuals should be sentenced to some form of public shaming (e.g., sentencing individuals to stand by a busy roadside holding up an embarrassing sign about what they did). Do you think it is okay to punish an individual with this sort of sentence?

Unweighted base	2180	656	814	453	257	1074	35	252	101	645	73
Base: All US adults	2180	945	676	360	199	983	35	220	90	782	70
Yes, in all cases	11%	11%	11%	11%	12%	13%	26%	7%	13%	9%	9%
Yes, but only in some cases	44%	41%	47%	45%	45%	46%	28%	45%	49%	41%	44%
No, I do not	33%	32%	31%	34%	36%	30%	26%	35%	31%	35%	39%
Don't know	13%	16%	10%	10%	7%	11%	20%	13%	8%	15%	9%

# YouGovNY

## Public Shaming

US\_nat\_2000 Sample: 26th-27th July 2017



Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

ZYP\_q2. Has a teacher/professor ever reprimanded you in front of your peers?

Unweighted base	2180	529	1616	751	662	453	314
<b>Base: All US adults</b>	2180	541	1596	825	637	398	320
Yes, more than once	31%	29%	31%	28%	29%	33%	36%
Yes, but only once	13%	16%	13%	13%	17%	13%	7%
No, they haven't	33%	32%	33%	35%	34%	37%	24%
Don't know / can't recall	23%	23%	24%	24%	20%	17%	34%

ZYP\_q3. Has anyone ever shared private or sensitive information about you on the internet without your permission?

Unweighted base	2180	529	1616	751	662	453	314
<b>Base: All US adults</b>	2180	541	1596	825	637	398	320
Yes, they have	12%	14%	11%	13%	11%	12%	10%
No, they have not	51%	49%	51%	50%	55%	53%	42%
Don't know	35%	32%	36%	34%	33%	35%	38%
Prefer not to say	3%	5%	2%	2%	1%	0%	11%

ZYP\_q4. Over the past few years, some parents have begun using social media (e.g., Facebook, Twitter, etc.) exposure as a punishment for their child's bad behavior (e.g., publicly posting their child's bad test grades, posting videos of their child admitting to their bad behavior, etc.) Do you think it is okay to use social media (e.g., Facebook, Twitter, etc.) as a tool for punishing a child/teenager?

Unweighted base	2180	529	1616	751	662	453	314
<b>Base: All US adults</b>	2180	541	1596	825	637	398	320
Yes, in all cases	5%	8%	4%	5%	4%	7%	5%
Yes, but only in some cases	16%	17%	16%	16%	19%	17%	12%
No, I do not	69%	65%	70%	68%	70%	71%	69%
Don't know	9%	9%	9%	11%	7%	5%	14%

ZYP\_q5. Judges have the legal power to rule that convicted individuals should be sentenced to some form of public shaming (e.g., sentencing individuals to stand by a busy roadside holding up an embarrassing sign about what they did). Do you think it is okay to punish an individual with this sort of sentence?

Unweighted base	2180	529	1616	751	662	453	314
<b>Base: All US adults</b>	2180	541	1596	825	637	398	320
Yes, in all cases	11%	14%	10%	11%	11%	12%	9%
Yes, but only in some cases	44%	39%	45%	41%	50%	48%	35%
No, I do not	33%	31%	33%	33%	31%	33%	34%
Don't know	13%	15%	12%	14%	9%	7%	21%

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YouGovNY  
Public Shaming

US\_nat\_2000 Sample: 26th-27th July 2017



Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None

ZYP\_q2. Has a teacher/professor ever reprimanded you in front of your peers?

Unweighted base	2180	1727	767	642	547	132	645	187	593	7	324	38	34	14	290
Base: All US adults	2180	1702	778	562	553	147	580	221	642	9	394	42	33	22	296
Yes, more than once	31%	32%	35%	31%	35%	42%	30%	44%	34%	34%	31%	40%	35%	26%	24%
Yes, but only once	13%	14%	17%	16%	17%	22%	15%	17%	38%	19%	21%	18%	18%	9%	7%
No, they haven't	33%	32%	31%	34%	30%	22%	35%	25%	32%	22%	30%	28%	30%	35%	35%
Don't know / can't recall	23%	22%	17%	19%	19%	14%	21%	15%	17%	6%	19%	10%	17%	30%	34%

ZYP\_q3. Has anyone ever shared private or sensitive information about you on the internet without your permission?

Unweighted base	2180	1727	767	642	547	132	645	187	593	7	324	38	34	14	290
Base: All US adults	2180	1702	778	562	553	147	580	221	642	9	394	42	33	22	296
Yes, they have	12%	13%	17%	13%	19%	26%	15%	25%	16%	17%	16%	25%	11%	6%	5%
No, they have not	51%	51%	47%	47%	50%	42%	50%	39%	51%	77%	50%	60%	66%	53%	51%
Don't know	35%	34%	35%	38%	28%	30%	34%	35%	31%	-	32%	15%	18%	11%	39%
Prefer not to say	3%	2%	2%	2%	3%	2%	1%	1%	2%	6%	3%	-	5%	30%	5%

ZYP\_q4. Over the past few years, some parents have begun using social media (e.g., Facebook, Twitter, etc.) exposure as a punishment for their child's bad behavior (e.g., publicly posting their child's bad test grades, posting videos of their child admitting to their bad behavior, etc.) Do you think it is okay to use social media (e.g., Facebook, Twitter, etc.) as a tool for punishing a child/teenager?

Unweighted base	2180	1727	767	642	547	132	645	187	593	7	324	38	34	14	290
Base: All US adults	2180	1702	778	562	553	147	580	221	642	9	394	42	33	22	296
Yes, in all cases	5%	5%	5%	5%	7%	11%	4%	6%	6%	43%	5%	21%	-	-	5%
Yes, but only in some cases	16%	17%	21%	16%	21%	27%	14%	20%	21%	12%	20%	28%	11%	24%	10%
No, I do not	69%	69%	66%	71%	65%	49%	75%	69%	64%	39%	65%	50%	80%	45%	69%
Don't know	9%	8%	8%	8%	8%	13%	6%	5%	8%	6%	10%	2%	9%	31%	16%

ZYP\_q5. Judges have the legal power to rule that convicted individuals should be sentenced to some form of public shaming (e.g., sentencing individuals to stand by a busy roadside holding up an embarrassing sign about what they did). Do you think it is okay to punish an individual with this sort of sentence?

Unweighted base	2180	1727	767	642	547	132	645	187	593	7	324	38	34	14	290
Base: All US adults	2180	1702	778	562	553	147	580	221	642	9	394	42	33	22	296
Yes, in all cases	11%	10%	11%	9%	12%	13%	9%	8%	11%	-	11%	20%	4%	-	14%
Yes, but only in some cases	44%	45%	48%	48%	48%	55%	46%	49%	47%	53%	40%	49%	42%	38%	37%
No, I do not	33%	33%	31%	33%	30%	22%	34%	34%	32%	41%	38%	26%	32%	21%	32%
Don't know	13%	12%	10%	10%	9%	11%	11%	9%	10%	6%	12%	5%	22%	41%	17%