

1. Cultural Appropriation | Best Approach

Thinking about culture and society, what statement comes closest to your opinion?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
It is best if people maintain their cultural traditions without adopting new ones	15%	22%	9%	14%	18%	15%	14%	13%	21%	16%	17%
It is best if people mix and match their culture, picking up new things that they like and discarding old traditions which they don't	67%	61%	73%	65%	64%	67%	71%	69%	64%	59%	68%
Not sure	18%	18%	19%	21%	18%	18%	16%	18%	15%	24%	15%
Totals (Unweighted N)	100% (990)	100% (477)	100% (513)	100% (168)	100% (231)	100% (401)	100% (190)	100% (705)	100% (111)	100% (111)	100% (63)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
It is best if people maintain their cultural traditions without adopting new ones	15%	17%	13%	16%	18%	10%	15%	12%	22%	14%	17%	8%
It is best if people mix and match their culture, picking up new things that they like and discarding old traditions which they don't	67%	69%	68%	62%	63%	72%	69%	67%	65%	71%	63%	69%
Not sure	18%	14%	19%	22%	18%	17%	15%	22%	13%	15%	20%	23%
Totals (Unweighted N)	100% (990)	100% (349)	100% (400)	100% (241)	100% (448)	100% (261)	100% (133)	100% (148)	100% (181)	100% (216)	100% (368)	100% (225)

2. Cultural Appropriation | Minority Approach

Do you think it is appropriate or inappropriate for members of a minority group to refuse to adopt the culture of the majority in order to preserve their own distinct minority cultural identity?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	29%	32%	27%	40%	32%	26%	22%	30%	31%	34%	14%
Inappropriate	38%	37%	39%	19%	26%	46%	57%	38%	36%	38%	45%
Not sure	32%	31%	34%	41%	42%	28%	21%	32%	33%	28%	42%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(485)	(515)	(170)	(233)	(405)	(192)	(711)	(113)	(112)	(64)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Appropriate	29%	35%	28%	24%	27%	28%	40%	30%	28%	28%	26%	37%
Inappropriate	38%	31%	39%	47%	40%	39%	34%	36%	40%	39%	38%	36%
Not sure	32%	34%	33%	29%	33%	33%	26%	34%	32%	33%	35%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(352)	(404)	(244)	(452)	(264)	(134)	(150)	(184)	(219)	(371)	(226)

3. Cultural Appropriation | Majority Approach

Do you think it is appropriate or inappropriate for members of the majority to adopt aspects of a minority's culture?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	53%	56%	51%	58%	53%	50%	55%	52%	46%	66%	56%
Inappropriate	19%	22%	16%	8%	17%	24%	23%	18%	30%	13%	14%
Not sure	28%	23%	33%	34%	30%	26%	22%	30%	24%	21%	30%
Totals (Unweighted N)	100% (998)	100% (485)	100% (513)	100% (170)	100% (232)	100% (405)	100% (191)	100% (710)	100% (113)	100% (112)	100% (63)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Appropriate	53%	57%	55%	46%	49%	55%	59%	58%	51%	50%	54%	57%
Inappropriate	19%	18%	16%	26%	21%	15%	24%	15%	18%	18%	20%	19%
Not sure	28%	25%	30%	28%	29%	31%	17%	27%	31%	31%	26%	24%
Totals (Unweighted N)	100% (998)	100% (351)	100% (403)	100% (244)	100% (451)	100% (264)	100% (134)	100% (149)	100% (183)	100% (218)	100% (371)	100% (226)

4. Cultural Appropriation | Family Traditions

Thinking about the cultural traditions in your family, are they all from one country, religion or culture, or have you created your own mix of traditions from various sources?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Our traditions are all from one source	26%	27%	25%	16%	24%	27%	36%	28%	28%	21%	7%
Our traditions are from various sources	65%	64%	65%	68%	65%	66%	60%	64%	58%	66%	92%
Not sure	9%	9%	10%	16%	12%	7%	4%	9%	14%	13%	1%
Totals (Unweighted N)	100% (996)	100% (484)	100% (512)	100% (170)	100% (230)	100% (404)	100% (192)	100% (708)	100% (112)	100% (112)	100% (64)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Our traditions are all from one source	26%	30%	20%	30%	30%	21%	23%	24%	32%	20%	30%	22%
Our traditions are from various sources	65%	62%	69%	61%	61%	69%	74%	62%	61%	75%	60%	65%
Not sure	9%	8%	11%	9%	9%	10%	3%	13%	7%	6%	11%	13%
Totals (Unweighted N)	100% (996)	100% (350)	100% (402)	100% (244)	100% (448)	100% (264)	100% (134)	100% (150)	100% (183)	100% (219)	100% (368)	100% (226)

5. Cultural Appropriation | American Immigrants

Thinking about the cultural and social integration of immigrants into America, how should people behave?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Americans should totally adopt the culture and society of immigrants	3%	1%	5%	3%	6%	1%	2%	1%	9%	7%	—
Americans should mainly be adopting, but immigrants should also adopt a little	5%	3%	6%	9%	6%	2%	4%	4%	9%	7%	2%
Americans and immigrants should adopt each other's culture equally	21%	23%	19%	33%	25%	17%	14%	17%	27%	26%	52%
Immigrants should mainly be adopting, but Americans should also adopt a little	40%	38%	43%	32%	32%	48%	45%	46%	25%	31%	24%
Immigrants should totally adopt the culture and society of Americans	21%	26%	16%	7%	20%	24%	32%	24%	11%	15%	17%
Not sure	10%	8%	11%	16%	12%	8%	4%	7%	19%	15%	5%
Totals (Unweighted N)	100% (998)	100% (484)	100% (514)	100% (170)	100% (233)	100% (403)	100% (192)	100% (710)	100% (112)	100% (112)	100% (64)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Americans should totally adopt the culture and society of immigrants	3%	5%	3%	1%	4%	2%	—	2%	2%	0%	5%	2%

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		Party ID (3 category)			Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Americans should mainly be adopting, but immigrants should also adopt a little	5%	9%	3%	3%	7%	3%	1%	3%	5%	3%	6%	4%
Americans and immigrants should adopt each other's culture equally	21%	30%	20%	12%	25%	13%	16%	28%	29%	23%	15%	24%
Immigrants should mainly be adopting, but Americans should also adopt a little	40%	30%	48%	42%	33%	50%	53%	35%	37%	43%	38%	45%
Immigrants should totally adopt the culture and society of Americans	21%	14%	20%	32%	21%	19%	22%	24%	19%	21%	27%	14%
Not sure	10%	13%	7%	9%	9%	13%	7%	8%	8%	9%	10%	11%
Totals (Unweighted N)	100% (998)	100% (351)	100% (403)	100% (244)	100% (451)	100% (263)	100% (134)	100% (150)	100% (184)	100% (219)	100% (369)	100% (226)

6. Cultural Appropriation | Examples – A white person with dreadlocks

In each of the following cases, please say whether you think it is appropriate or inappropriate.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	51%	51%	51%	63%	51%	53%	38%	52%	43%	52%	60%
Inappropriate	26%	26%	26%	15%	15%	27%	47%	27%	36%	12%	13%
Not sure	23%	23%	23%	22%	35%	20%	16%	21%	21%	36%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(985)	(482)	(503)	(167)	(230)	(402)	(186)	(701)	(110)	(111)	(63)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Appropriate	51%	47%	54%	52%	44%	61%	58%	50%	45%	61%	49%	49%
Inappropriate	26%	30%	22%	28%	32%	20%	24%	20%	27%	26%	24%	28%
Not sure	23%	24%	24%	20%	25%	19%	18%	30%	28%	13%	27%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(985)	(348)	(399)	(238)	(445)	(261)	(131)	(148)	(182)	(217)	(364)	(222)

7. Cultural Appropriation | Examples – A Hispanic immigrant to the United States learning English

In each of the following cases, please say whether you think it is appropriate or inappropriate.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	93%	93%	94%	85%	88%	99%	99%	95%	90%	89%	88%
Inappropriate	2%	3%	2%	5%	4%	0%	1%	1%	5%	2%	5%
Not sure	4%	4%	5%	10%	9%	1%	0%	4%	4%	9%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(992)	(481)	(511)	(169)	(232)	(402)	(189)	(706)	(111)	(112)	(63)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Appropriate	93%	93%	94%	93%	93%	92%	99%	93%	93%	98%	93%	90%
Inappropriate	2%	3%	1%	3%	3%	1%	–	3%	0%	1%	4%	3%
Not sure	4%	4%	5%	4%	4%	6%	1%	4%	7%	1%	3%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(992)	(349)	(401)	(242)	(448)	(262)	(134)	(148)	(182)	(218)	(369)	(223)

8. Cultural Appropriation | Examples – A non-Hispanic person in a predominantly Hispanic area learning Spanish

In each of the following cases, please say whether you think it is appropriate or inappropriate.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	83%	82%	85%	80%	83%	86%	81%	86%	77%	81%	74%
Inappropriate	6%	9%	3%	6%	6%	7%	5%	6%	7%	2%	14%
Not sure	11%	9%	12%	13%	11%	7%	14%	9%	16%	17%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(987)	(478)	(509)	(167)	(232)	(400)	(188)	(702)	(112)	(111)	(62)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Appropriate	83%	83%	86%	79%	79%	84%	92%	87%	80%	85%	85%	82%
Inappropriate	6%	4%	3%	14%	7%	6%	6%	3%	6%	9%	5%	5%
Not sure	11%	13%	11%	7%	14%	10%	2%	10%	15%	6%	10%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(987)	(345)	(400)	(242)	(450)	(259)	(131)	(147)	(180)	(217)	(368)	(222)

9. Cultural Appropriation | Examples – White models wearing ceremonial Native American feathered headdresses in a fashion show

In each of the following cases, please say whether you think it is appropriate or inappropriate.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	42%	42%	41%	35%	43%	42%	48%	44%	39%	36%	41%
Inappropriate	32%	31%	34%	36%	28%	31%	35%	30%	43%	32%	30%
Not sure	26%	27%	25%	30%	30%	27%	17%	26%	18%	32%	29%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(989)	(481)	(508)	(169)	(231)	(401)	(188)	(704)	(110)	(111)	(64)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Appropriate	42%	38%	41%	47%	44%	37%	45%	43%	36%	44%	46%	37%
Inappropriate	32%	39%	31%	25%	33%	32%	31%	30%	34%	30%	30%	36%
Not sure	26%	23%	27%	28%	23%	31%	24%	27%	30%	26%	24%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(989)	(347)	(399)	(243)	(447)	(262)	(130)	(150)	(182)	(217)	(366)	(224)

10. Cultural Appropriation | Examples – Casting actors of one race as characters of another race

In each of the following cases, please say whether you think it is appropriate or inappropriate.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Appropriate	32%	31%	33%	37%	31%	34%	26%	33%	28%	26%	39%
Inappropriate	40%	37%	44%	30%	38%	40%	54%	41%	46%	35%	36%
Not sure	28%	32%	23%	34%	31%	26%	21%	26%	26%	39%	25%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(481)	(512)	(170)	(231)	(401)	(191)	(708)	(110)	(111)	(64)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Appropriate	32%	27%	33%	37%	31%	34%	40%	26%	29%	34%	31%	34%
Inappropriate	40%	46%	40%	34%	42%	37%	36%	44%	43%	32%	45%	40%
Not sure	28%	27%	27%	29%	27%	29%	24%	30%	28%	34%	24%	26%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(993)	(347)	(403)	(243)	(450)	(259)	(134)	(150)	(182)	(218)	(369)	(224)

Interviewing Dates	September 14 - 15, 2016
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, voter registration, political ideology, party identification, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration and party identification were imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted using propensity scores based on gender, age, race, education, political ideology, geographic region and voter registration. The weights range from 0.103 to 6.043, with a mean of one and a standard deviation of 1.18.
Number of respondents	1000
Margin of error	± 4.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.