



Toxicity in Multiplayer Games Report 2021



Harris On Demand
The Harris Poll





FORWARD FROM UNITY

The statements in this forward do not reflect the findings of the independently run Harris Poll.

Every single day, millions of people log in to connect and play the games they love with friends and strangers across the globe. Multiplayer experiences and creating a community within a game has become a huge part of the industry and keeps players coming back, but what happens if that experience turns sour?

Toxic behavior and malicious players can cause immense damage to a player base and success of a game, potentially even harming a studio's entire reputation. These issues can be addressed and understanding why and how these attitudes develop is crucial for the continued growth and success of online gaming.

One of our goals at Unity is to empower creators with solutions to tame disruptive behaviors and promote positive and engaging communities within our games. That's why we've commissioned The Harris Poll to uncover new insights around toxicity in multiplayer games. These insights, paired with the announcement of OTO Systems joining our Unity family, are part of our initiative to keep multiplayer experiences fun and accessible for everyone.

Sincerely,

Felix Thé

VP, Product Management, Operate Solutions

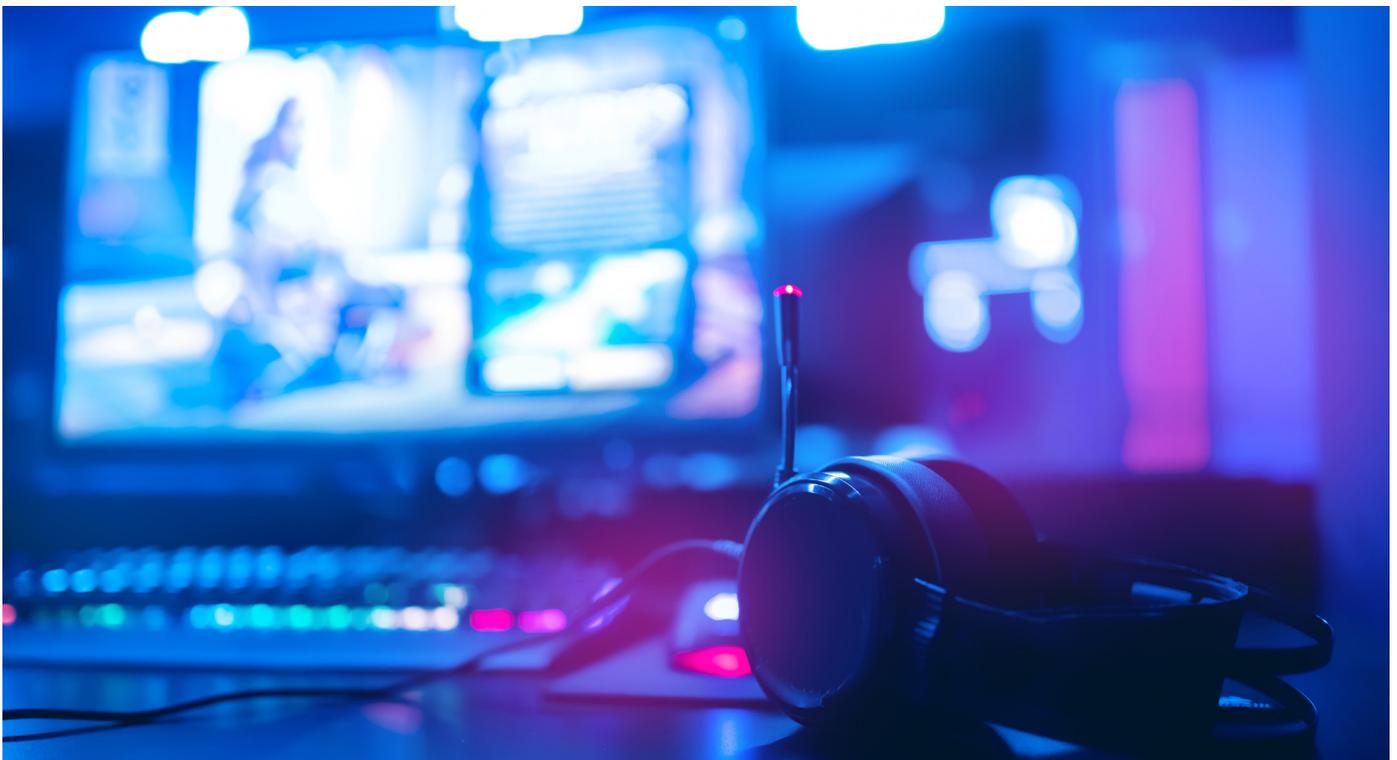
Introduction from The Harris Poll

The aim in conducting the Toxicity in Gaming Study was to understand multiplayer gamers experiences with toxicity in gaming, frequency and types of toxicity experienced, their reactions to toxic behavior, and their attitudes around the need for universal behavior standards, enforcement, and protection for gamers.

We are pleased to present the findings of the Toxicity in Gaming Study commissioned by Unity and hope that it will serve as the basis for communications for your media outreach as well as for your internal use purposes.

For the purposes of this report:

Multiplayer gamers are defined as those who have played multiplayer video games (i.e., played with other players online at the same time) in the past year.



Multiplayer games are played with other players online at the same time.

Key findings by question

Q1B: Which of the following methods do you use to communicate with other players while playing multiplayer video games? Please select all that apply.

More than 3 in 4 multiplayer gamers (78%) communicate with other players while playing multiplayer video games. Communicating with other players while playing multiplayer games is more common among those who are men vs. women (83% vs. 72%), younger gamers (ages 18-44) vs. older gamers (ages 45+) (86% vs. 60%), and those who play on a console or a computer vs. those who play on mobile (89% console and 87% on a computer vs. 78% on mobile).

Among multiplayer gamers who communicate with other players while playing, more than 2 in 3 (67%) use a voice service to communicate with other players – with 56% using in-game voice service and 28% using a 3rd party voice service provider. Nearly half (47%) use in-game text service to communicate with other players. About 3 in 10 multiplayer gamers who communicate with other players while playing use other communication platforms such as Discord or Twitch or another method (e.g., mobile phone, mobile text, social media) (29% each).

Among multiplayer gamers who communicate with other players while playing...

- ▶ **Men are more likely than women to use the following methods:**
 - ▶ Voice services (76% vs. 56%)
 - ▶ In-game voice service (64% vs. 46%)
 - ▶ 3rd party voice service provider (34% vs. 21%)
- ▶ **Women are more likely than men to use another method (e.g., mobile phone, mobile text, social media) (33% vs. 24%)**
- ▶ **Younger gamers (ages 18-44) are more likely than older gamers (ages 45+) to use the following methods:**
 - ▶ Voice services (72% vs. 52%)
 - ▶ In-game voice service (59% vs. 46%)
 - ▶ 3rd party voice service provider (34% vs. 13%)
 - ▶ Other communication platforms (e.g., Discord, Twitch) (32% vs. 19%)
- ▶ **Those who play on console or computer are more likely than those who play on mobile to use the following methods to communicate during game play:**
 - ▶ Voice services (78% and 72% vs. 67%)
 - ▶ 3rd party voice service provider (36% and 35% vs. 29%)
 - ▶ Other communications platforms (e.g., Discord, Twitch) (35% and 39% vs. 31%)
- ▶ **Those who play on mobile or computer are more likely than those who play on console to use the following methods:**
 - ▶ In-game text service (53% and 58% vs. 46%)
 - ▶ Other method (32% and 34% vs. 28%)

Q2B: Which of the following types of toxic behavior towards others have you ever witnessed while playing multiplayer video games? Please select all that apply.



Nearly 3 in 4 multiplayer gamers (72%) have witnessed toxic behavior towards others while playing multiplayer video games.

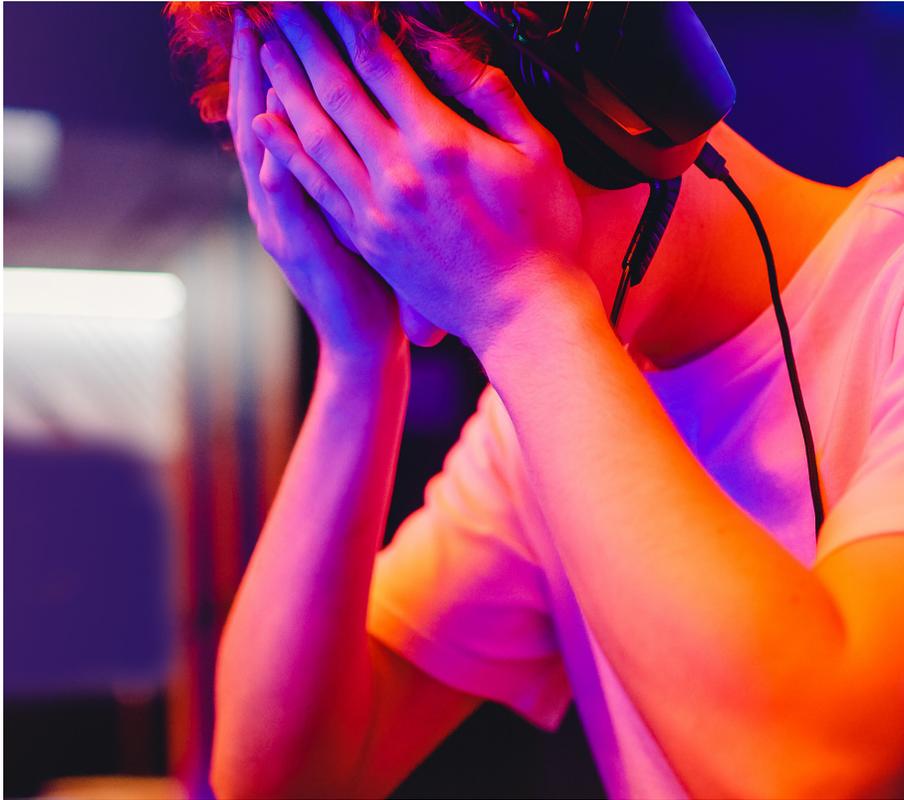
Among multiplayer gamers, those groups who are more likely to communicate during game play are also more likely to have witnessed toxic behavior toward others while playing ...

- **Men are more likely than women to have witnessed toxic behavior towards others while playing MP games (80% vs. 65%)**
- **Gamers (ages 18-44) are more likely than gamers (ages 45+) to say this (81% vs. 54%)**
- **Those who play on console or computer are more likely than those who play on mobile to say they have witnessed toxic behavior while playing multiplayer video games (83% and 80% vs. 70%)**

Of those who have witnessed toxic behavior towards others, half say they have witnessed hate (i.e., verbal or other abuse, including intimidation, ridicule, “hate raiding/mobbing” or insulting remarks based on another player’s actual or perceived identity) (58%) or aggravation & abuse of play (i.e., bothering/ inhibiting another player’s enjoyment of the game by doing things like stealing, sabotaging, trolling) (53%) while playing multiplayer games.

Other types of toxic behavior reported among multiplayer gamers who have witnessed it include:

- **Cheating (i.e., exploiting the rules of the game to gain an advantage or disrupt play) – 49%**
- **Harassment (i.e., seeking to intimidate, coerce or oppress another player in or outside of a game) – 45%**



- Unintended disruption (i.e., players unaware they are ruining others' experiences) – 38%
- Extremism (i.e., expressing a religious, social or political belief system that exists substantially outside of belief systems more broadly accepted in society) – 30%
- Other – 4%

Among MP gamers who have witnessed toxic behavior towards others while playing...

- Men are more likely than women to have witnessed extremism (34% vs. 24%)
- Players ages 18-44 are more likely than those ages 45+ to have witnessed cheating (52% vs. 40%) and harassment (48% vs. 35%)
- Those who play on computer are more likely than those who play on mobile to have witnessed hate (65% vs. 58%)
- Those who play on computer are more likely than those who play on console or mobile to have witnessed aggravation & abuse of play (62% vs. 54% and 57%) and extremism (38% vs. 32% and 31%)
- Those who play on computer are more likely than those who play on console to have witnessed harassment (53% vs. 47%)

Q3B: Which of the following types of toxic behavior have you yourself ever experienced while playing multiplayer video games? Please select all that apply.

More than 2 in 3 multiplayer gamers (68%) have experienced toxic behavior while playing multiplayer video games.

Among multiplayer gamers, those groups who are more likely to communicate during game play are also more likely to have experienced toxic behavior while playing ...

- ▶ **Men are more likely than women to report having experienced toxic behavior while playing MP games (77% vs. 59%)**
- ▶ **Younger gamers (ages 18-44) are more likely than older players (ages 45+) to say this (77% vs. 49%)**
- ▶ **Those who play on a console or computer are more likely than those who play on mobile to say they have experienced toxic behavior while playing multiplayer video games (79% and 76% vs. 66%)**

Half of those who have experienced toxic behavior say they have experienced hate or aggravation & abuse of play (50% each) while playing multiplayer games.

Other types of toxic behavior report among those who have experienced it include:

- ▶ **Cheating – 43%**
- ▶ **Harassment – 42%**
- ▶ **Unintended disruption – 38%**
- ▶ **Extremism – 32%**
- ▶ **Other – 3%**

Among MP gamers who have experienced toxic behavior while playing multiplayer video games...

- ▶ **Men are more likely than women to say they have experienced cheating (47% vs. 36%) and extremism (35% vs. 26%)**
- ▶ **Those who play on computer are more likely than those who play on mobile to have experienced hate (59% vs. 53%)**
- ▶ **Those who play on computer are more likely than those who play on console or mobile to have experienced cheating (53% vs. 45% and 48%) and harassment (51% vs. 45% each)**

Q4B: How frequently would you say you witness toxic behavior (e.g., sexual harassment, hate speech, threats of violence, doxing) towards others when playing multiplayer video games?

Nearly 3 in 4 multiplayer gamers (72%) have witnessed toxic behavior towards others while playing multiplayer video games, and more than half (53%) say they witness toxic behavior towards others at least sometimes, while 22% say they witness it often or every time they play multiplayer video games.

Among multiplayer gamers, those groups who are more likely to communicate during game play are also more likely to say they witness toxic behavior towards others more frequently while playing...

- ▶ **Men are more likely than women to say they witness toxic behavior towards others while playing multiplayer games at least sometimes (59% vs. 48%), every time/often (26% vs. 18%) or every time (8% vs. 4%)**
- ▶ **Younger gamers (ages 18-44) are more likely than older players (ages 45+) to say they witness toxic behavior towards others while playing multiplayer games at least sometimes (62% vs. 36%) or every time/often (26% vs. 13%)**
- ▶ **Those who play on a console, either mobile and console or console and not mobile, are more likely than those who play on mobile only to say they have witnessed toxic behavior while playing multiplayer video games at least sometimes (80% and 77% vs. 59%) or every time/often (36% and 31% vs. 20%)**
- ▶ **Those who play on console or computer are more likely than those who play on mobile to say they have witnessed toxic behavior while playing multiplayer video games at least sometimes (65% and 60% vs. 51%) or every time/often (28% each vs. 22%)**
- ▶ **Those who play on mobile are more likely than those who play on a console or computer to say they never witness toxic behavior (30% vs. 17% and 20%)**

Among multiplayer gamers who have witnessed toxic behavior towards others while playing multiplayer games...

- ▶ **There are no significant differences across frequency of witnessing toxic behavior towards other between men and women**
- ▶ **Younger gamers ages 18-44 are more likely than older gamers ages 45+ to say they witness toxic behavior at least sometimes (76% vs. 66%), while older gamers are more likely than younger gamers to say they rarely witness it (34% vs. 24%)**
- ▶ **Those who play on console are more likely than those who play on mobile to have witnessed toxic behavior at least sometimes (79% vs. 72%)**

Q5B: How frequently do you yourself experience toxic behavior (e.g., sexual harassment, hate speech, threats of violence, doxing) while playing multiplayer video games?

More than 2 in 3 multiplayer gamers (68%) have experienced toxic behavior while playing multiplayer video games, with nearly half of multiplayer gamers (46%) saying they experience toxic behavior at least sometimes, and 21% experience it often or every time they play.

Among multiplayer gamers, those groups who are more likely to communicate during game play are also more likely to say they experience toxic behavior more frequently while playing...

- ▶ **Men are more likely than women to say they experience toxic behavior while playing multiplayer games at least sometimes (54% vs. 38%), every time/often (27% vs. 13%) or every time (8% vs. 2%)**
- ▶ **Younger gamers (ages 18-44) are more likely than older players (ages 45+) to say they experience toxic behavior while playing multiplayer games at least sometimes (54% vs. 30%) or every time/often (24% vs. 13%)**
- ▶ **Those who play on a console or computer are more likely than those who play on mobile to say they have experienced toxic behavior while playing multiplayer video games at least sometimes (56% and 52% vs. 44%), every time/often (24% and 25% vs. 19%) or every time (7% and 6% vs. 3%)**

Among multiplayer gamers who have experienced toxic behavior while playing multiplayer games...

- ▶ **Men are more likely than women to say they experience toxic behavior every time/often (35% vs. 23%) or every time (10% vs. 4%) they play multiplayer video games**
- ▶ **There are no significant differences across frequency of experiencing toxic behavior between younger gamers ages 18-44 and older gamers ages 45+**
- ▶ **Those who play on console are more likely than those who play on mobile to say they experience toxic behavior at least sometimes (71% vs. 66%)**
- ▶ **Those who play on console are more likely than those who play on mobile or a computer to say they experience toxic behavior every time they play multiplayer video games (9% vs. 5%)**

Q6B: Which of the following actions have you ever taken to address toxic behavior while playing multiplayer video games? Please select all that apply.

About 2 in 3 multiplayer gamers who have witnessed or experienced toxic behavior (66%) say they have ignored toxic behavior or quit playing when toxic behavior arises while playing multiplayer video games – with 43% saying they ignored the behavior and kept playing and 43% saying they quit playing/left the game entirely.

Other actions multiplayer gamers who have witnessed or experienced toxic behavior have taken include calling the player out for their behavior (40%), using in-game reporting functionality (40%), recording the encounter and posting the video on social media (18%) or something else (7%).

Among multiplayer gamers who have witnessed or experienced toxic behavior...

- Men are more likely than women to have recorded the encounter and posted the video on social media (19% vs. 8%)
- Women are more likely than men to say they quit playing/left the game (49% vs. 39%)
- Younger gamers ages 18-44 are more likely than older gamers ages 45+ to have used in-game reporting functionality (44% vs. 28%) or ignored the toxic behavior entirely and kept playing (46% vs. 33%)

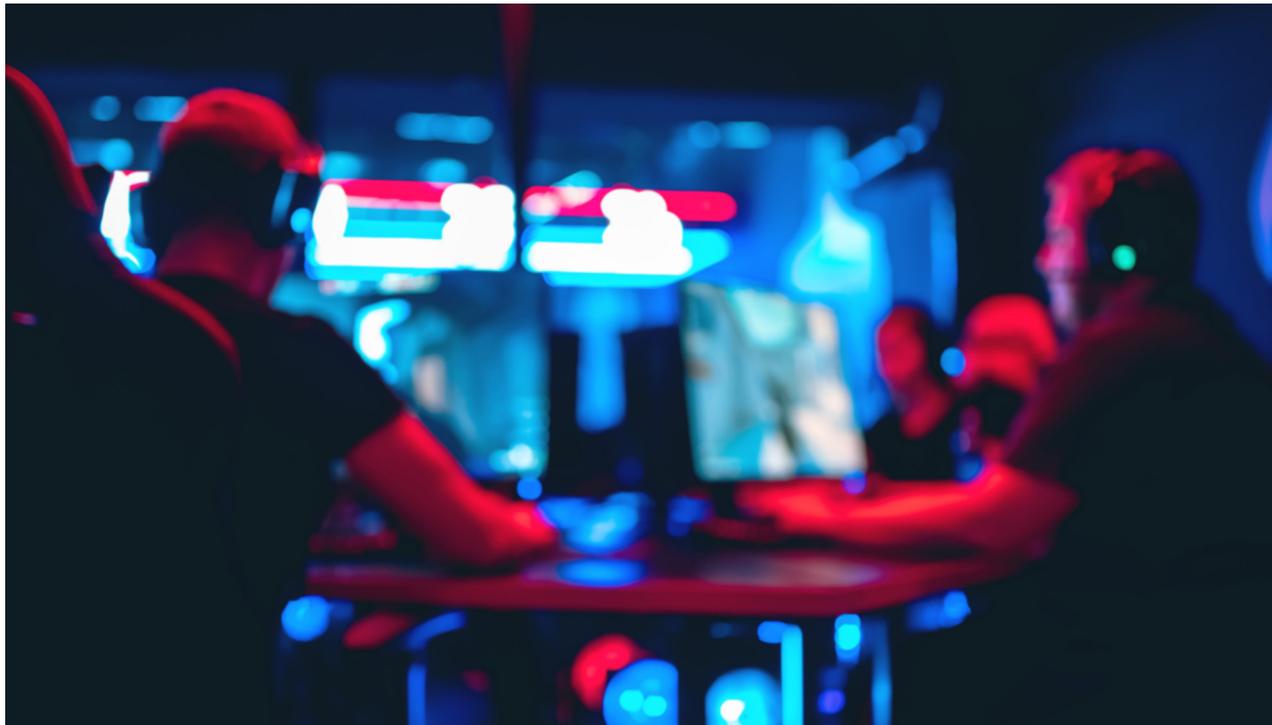


Q7B: Which one of the following actions do you most often take to address toxic behavior while playing multiplayer video games?

Among multiplayer gamers who have done something to address toxicity, about 1 in 5 say they most often use in-game reporting (24%), quit playing/leave the game (23%), call the player out for their behavior (21%) or ignore it (20%), while just 1 in 10 (10%) say they most often record the encounter and post the video to social media.

Among multiplayer gamers who have done something to address toxicity...

- Men are more likely than women to use in-game reporting functionality (28% vs. 20%) or record the encounter and post the video on social media (13% vs. 5%)
- Women are more likely than men to say they most often quit playing/leave the game in order to address toxic behavior while playing multiplayer video games (30% vs. 18%).
- Older gamers ages 45+ are more likely than younger gamers ages 18-44 to say they most often quit playing/leave the game in order to address toxic behavior while playing multiplayer video games (34% vs. 19%)



Q8B: Which of the following types of multiplayer video games have you witnessed or experienced toxic behavior while playing? Please select all that apply.

Among multiplayer gamers who have witnessed or experienced toxic behavior, shooter games (i.e., first person shooter, hero shooter, loot shooter) (61%) top the list of game types they have witnessed or experienced toxic behavior while playing, followed by battle royale (e.g., PlayerUnknown's Battlegrounds, Fortnite) (35%) and fighting (e.g., Super Smash Brothers, Street Fighter) (21%) games.

Other types of multiplayer games where multiplayer gamers have witnessed or experienced toxic behavior include:

- Sports (e.g., Madden, FIFA) – 19%
- Racing (e.g., Need for Speed, Gran Turismo) – 17%
- Sandbox (e.g., Minecraft) – 16%
- Action adventure (e.g., Assassin's Creed) – 15%
- Puzzle (Candy Crush, Tetris) – 15%
- MMORPG (e.g., World of Warcraft, EVE Online) – 14%
- MOBA (e.g., League of Legends) – 13%
- Home repair simulators (e.g., Wrenchworks) – 12%
- RPG (e.g., Skyrim, The Witcher) – 11%
- Other – 4%

Among multiplayer gamers who have witnessed or experienced toxic behavior...

- Men are more likely than women to have witnessed or experienced toxic behavior while playing the following:
 - Battle royale (40% vs. 28%)
 - Fighting (25% vs. 14%)
 - Sports (23% vs. 14%)
 - MMORPG (17% vs. 11%)
 - Home repair simulators (16% vs. 7%)
 - RPG (15% vs. 6%)
- Women are more likely than men to have witnessed or experienced toxic behavior while playing puzzle games (19% vs. 12%)
- Younger gamers ages 18-44 are more likely than older gamers ages 45+ to have witnessed or experienced toxic behavior while playing shooter games (65% vs. 49%) and MOBA (15% vs. 5%)
- Older gamers ages 45+ are more likely than younger gamers ages 18-44 to have witnessed or experienced toxic behavior while playing puzzle games (21% vs. 13%)

Q9B: Overall, how much do you think toxic behavior in multiplayer video games has increased or decreased over the past 12 months?

Roughly 2 in 5 multiplayer gamers (41%) think toxic behavior in multiplayer video games has increased over the past 12 months, while 19% believe it has decreased and 40% think there has been no change at all.

Among multiplayer gamers...

- Women are more likely than men to think there has been no change in toxic behavior in multiplayer video games in the past 12 months (45% vs. 36%)
- Younger gamers ages 18-44 are more likely than their older counterparts ages 45+ to think there has been a decrease in toxic behavior in multiplayer video games in the past 12 months (22% vs. 14%)



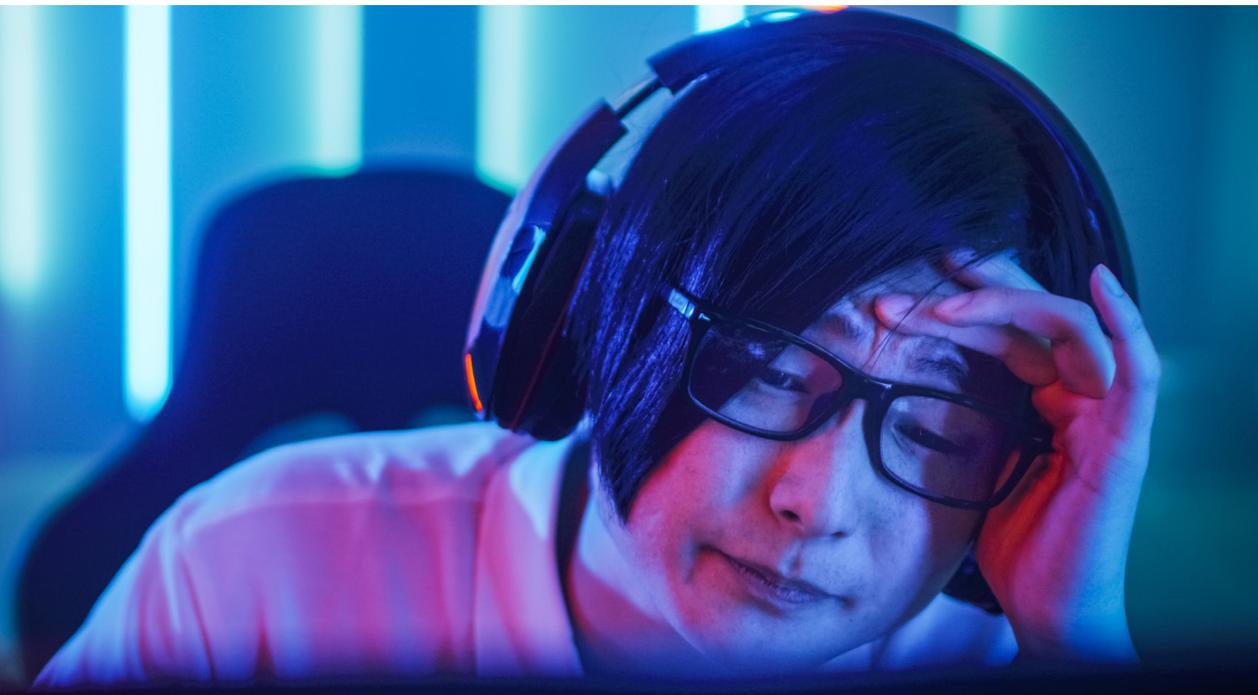
Q10B: How does toxic behavior in the multiplayer gaming world make you feel? Please select all that apply.

Roughly 2 in 5 multiplayer gamers say toxic behavior in the multiplayer gaming world makes them feel annoyed (44%) and disgusted (39%), while about 1 in 3 say they feel uncomfortable (36%) or angry (33%).

About 1 in 5 multiplayer gamers say toxic behavior in the multiplayer gaming world makes them feel sad (21%) and hurt (18%). Fewer say toxic behavior in the multiplayer gaming world makes them feel indifferent (15%), empowered or excited (10% each) or some other way (6%).

Among multiplayer gamers...

- Men are more likely than women to say the toxic behavior in the multiplayer gaming world makes them feel indifferent (20% vs. 10%), empowered (13% vs. 6%) and excited (13% vs. 6%)
- Women are more likely than men to say the toxic behavior in the multiplayer gaming world makes them feel disgusted (45% vs. 34%) and uncomfortable (43% vs. 30%)
- Younger gamers ages 18-44 are more likely than older gamers 45+ to say the toxic behavior in the multiplayer gaming world makes them feel hurt (21% vs. 12%) or empowered (12% vs. 6%)



Q11B: How likely would you be to stop playing a multiplayer video game if another player were exhibiting toxic behavior?

A majority of multiplayer gamers (67%) say they would be likely to stop playing a multiplayer video game if another player were exhibiting toxic behavior, and more than 1 in 3 (34%) say they would be very likely to do so.

Among multiplayer gamers...

- Women are more likely than men to say they would be likely (72% vs. 62%) or very likely (40% vs. 28%) to stop playing a multiplayer video game if another player were exhibiting toxic behavior
- Older gamers ages 45+ are more likely than younger gamers ages 18-44 to say they would be likely (76% vs. 63%) or very likely (46% vs. 28%) to stop playing a multiplayer video game if another player were exhibiting toxic behavior



Q12B: Which of the following types of solutions do you think should be implemented and enforced to reduce toxic behavior in multiplayer gaming? Please select all that apply.

A strong majority of multiplayer gamers (92%) think solutions should be implemented and enforced to reduce toxic behavior in multiplayer gaming. Players getting suspended from playing for a period of time if they exhibit toxic behavior (44%) tops the list of solutions multiplayer gamers think should be implemented and enforced to reduce toxic behavior in multiplayer gaming, followed by players getting ejected from games (42%), and getting banned from games (42%) if they exhibit toxic behavior.

Other solutions multiplayer gamers think should be implemented and enforced to reduce toxic behavior in multiplayer gaming include...

- ▶ **Players losing in-game gameplay items if they exhibit toxic behavior – 30%**
- ▶ **Monitors for in-game chat – 27%**
- ▶ **Players get fined if they exhibit toxic behavior – 25%**
- ▶ **Players lose in-game cosmetic items if they exhibit toxic behavior – 23%**
- ▶ **Adjustments made to a mechanic of the game (e.g., reduced speed, sitting out a match round) – 23%**
- ▶ **Other – 3%**

Among multiplayer gamers...

- ▶ **Men are more likely than women to say an adjustment made to a mechanic of the game is a solution to reduce toxic behavior in multiplayer gaming (26% vs. 19%)**
- ▶ **Younger gamers ages 18-44 are more likely than older gamers ages 45+ to think the following solutions should be implemented and enforced to reduce toxic behavior:**
 - ▶ **Players lose in-game gameplay items if they exhibit toxic behavior (32% vs. 24%)**
 - ▶ **Monitors for in-game chat (30% vs. 22%)**
 - ▶ **Players get fined if they exhibit toxic behavior (28% vs. 19%)**
- ▶ **Older gamers ages 45+ are more likely than younger gamers ages 18-44 to believe if players exhibit toxic behavior, they should be ejected from games (50% vs. 39%)**

Q13B: How much do you agree or disagree with the following statements about toxicity in the gaming world?

Toxicity is a problem across all gaming platforms (e.g., console, PC).

Three quarters of multiplayer gamers (75%) agree that toxicity is a problem across all gaming platforms, and about 1 in 3 (34%) strongly agree with this

- Younger multiplayer gamers ages 18-44 are more likely than those ages 45+ to have strong feelings about this topic – being both more likely to strongly agree (38% vs. 28%) or strongly disagree (10% vs. 5%) that toxicity is a problem across all gaming platforms

I want to see fundamental behavior standards established for all video games.

Nearly 4 in 5 multiplayer gamers (78%) agree they want to see fundamental behavior standards established for all video games, and 37% say they strongly agree

- Among multiplayer gamers, women are more likely than men to agree (83% vs. 74%) and strongly agree (41% vs. 33%) they want to see fundamental behavior standards established for all video games

I expect the games I play to actively enforce behavior standards.

Three in four multiplayer gamers (75%) expect the games they play to actively enforce behavior standards, and 35% strongly agree with this sentiment.

- Among multiplayer gamers, women are more likely than men to expect the games they play to actively enforce behavior standards (81% vs. 71%) and to strongly agree with this (41% vs. 30%)
- Multiplayer gamers ages 45+ are more likely than those ages 18-44 to agree they expect the games they play to actively enforce behavior standards (86% vs. 70%)

More solutions to reduce toxicity are needed to create safer online gaming environments.

More than 3 in 4 multiplayer gamers (77%) agree that more solutions to reduce toxicity are needed to create safer online gaming environments, with more than 1 in 3 (35%) saying they strongly agree with this.

- Multiplayer gamers ages 45+ are more likely than those ages 18-44 to agree more solutions to reduce toxicity are needed to create safer online gaming environments (83% vs. 74%)

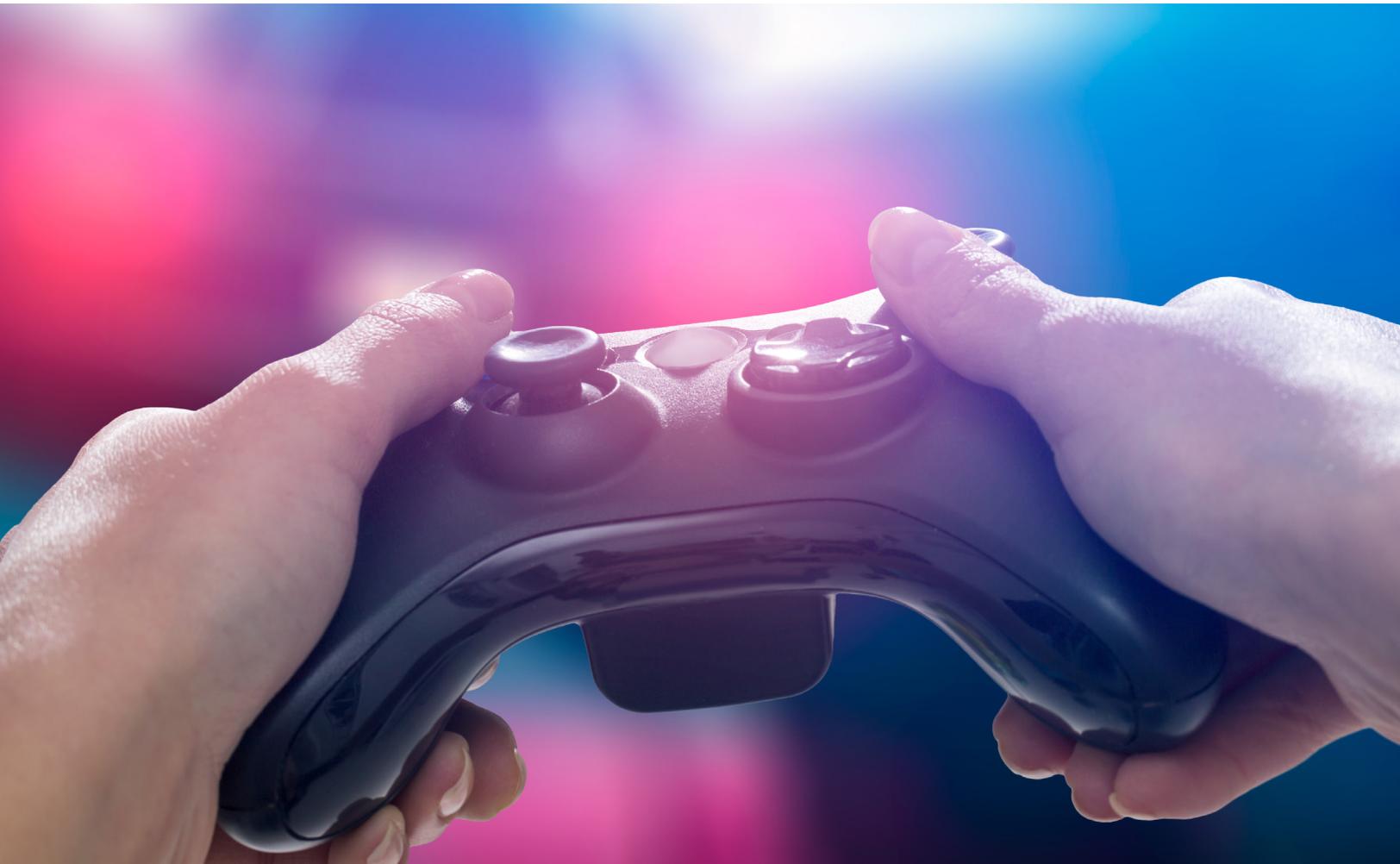
Protecting players from toxic behavior should be a priority for game developers.

More than 3 in 4 multiplayer gamers (77%) agree that protecting players from toxic behavior should be a priority for game developers, and nearly 2 in 5 (39%) strongly agree.

- Among multiplayer gamers, women are more likely than men to agree (82% vs. 74%) and to strongly agree (43% vs. 35%) that protecting players from toxic behavior should be a priority for game developers
- Multiplayer gamers age 45+ are more likely than those age 18-44 to agree that protecting players from toxic behavior should be a priority for game developers (85% vs. 74%)

There was a surge of toxic behavior among gamers during the COVID-19 pandemic.

Over 2 in 3 multiplayer gamers (68%) believe there was a surge of toxic behavior among gamers during the COVID-19 pandemic, with more than 1 in 4 (26%) saying they strongly agree.



Appendix

Screening Question for Multiplayer Gamers

BASE: ALL RESPONDENTS

QS1 Which of the following types of multiplayer video games (i.e., played with other players online at the same time) have you played in the past year? Please select all that apply.

	Total	Multiplayer Gamers
n=	2,076	1167
Multiplayer Gamers (Net)	56%	100%
Puzzle (Candy Crush, Tetris)	29%	52%
Shooter Games (Net)	29%	51%
First-person shooter (e.g., Call of Duty, Halo)	22%	38%
Hero shooter (e.g., Overwatch, Valorant, Team Fortress 2)	12%	22%
Loot shooter (e.g., Destiny, Borderlands)	10%	18%
Sports (e.g., Madden, FIFA)	17%	31%
Fighting (e.g., Super Smash Brothers, Street Fighter)	17%	30%
Action adventure (e.g., Assassin's Creed)	16%	29%
Battle royale (e.g., PlayerUnknown's Battlegrounds, Fortnite)	16%	29%
Racing (e.g., Need for Speed, Gran Turismo)	15%	27%
Sandbox (e.g., Minecraft)	13%	23%
RPG (e.g., Skyrim, The Witcher)	11%	19%
MMORPG (e.g., World of Warcraft, EVE Online)	9%	16%
MOBA (e.g., League of Legends)	8%	14%
Home repair simulators (e.g., Wrenchworks)	7%	12%
Other	8%	14%
None – I have not played multiplayer video games in the past year	15%	-
N/A - I never play any video games	26%	-

Full methodology

This survey was conducted online within the United States by The Harris Poll on behalf of Unity between June 21-23 among 2,076 adults ages 18+, among whom 1,167 have played multiplayer video games in the past year.

Results were weighted for age within gender, region, race/ethnicity, income, education, and size of household where necessary to align them with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Poll avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in online surveys. The data have been weighted to reflect the composition of the adult population. Because the sample is based on those who agreed to participate in our panel, no estimates of theoretical sampling error can be calculated.

About The Harris Poll

The Harris Poll is one of the longest running surveys in the U.S. tracking public opinion, motivations and social sentiment since 1963 that is now part of Harris Insights & Analytics, a global consulting and market research firm that delivers social intelligence for transformational times. We work with clients in three primary areas; building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Our mission is to provide insights and advisory to help leaders make the best decisions possible. To learn more, please visit www.theharrispoll.com



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