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Thursday, March 3<sup>rd</sup>

## Book Banning: A Guide for Advocates



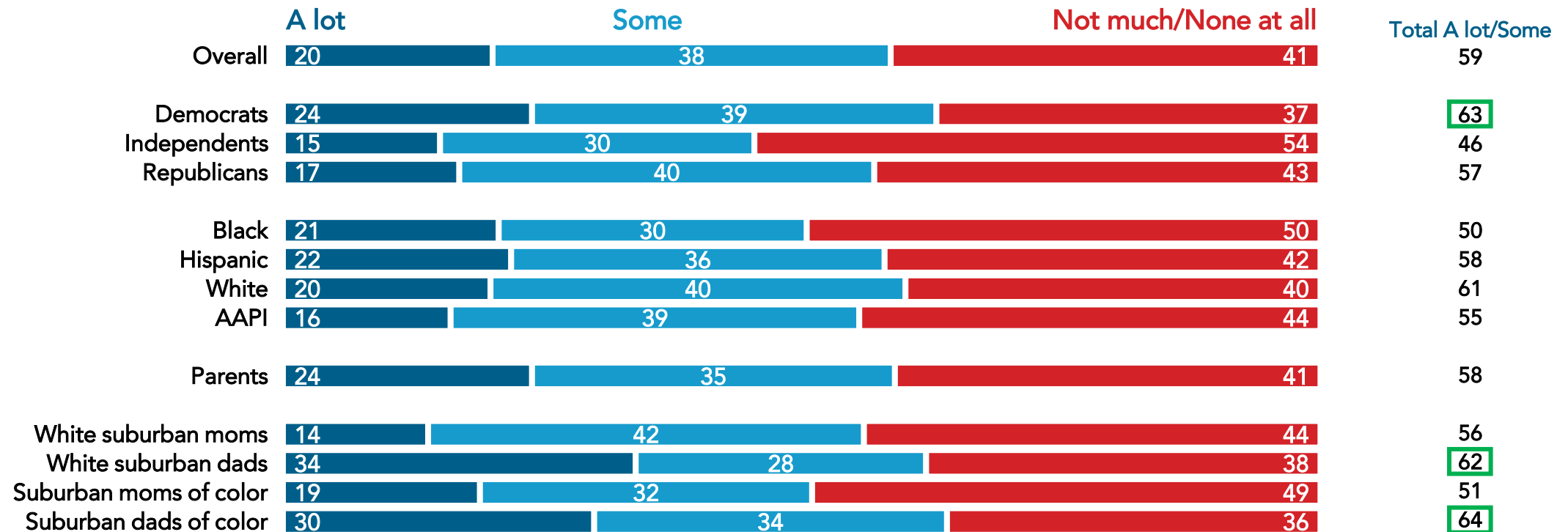
## Key Takeaways:

- Nearly three in five are hearing about state and local officials trying to ban books from public schools.
- Three in four oppose banning books, including an overwhelming majority of parents.
- A range of criticisms of book banning raise concerns for more than four in five Americans as well as four in five parents.

# Nearly Three in Five Americans Report Hearing About Officials Attempting to Ban Books from Public Schools

The groups most likely to have heard about book banning attempts are Democrats (63%), white suburban dads (62%), and suburban dads of color (64%).

How much have you seen, read, or heard about local and state officials attempting to ban certain books from being available in public schools?



Nationwide survey of 1,395 registered voters conducted February 17-February 22, 2022.  
For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

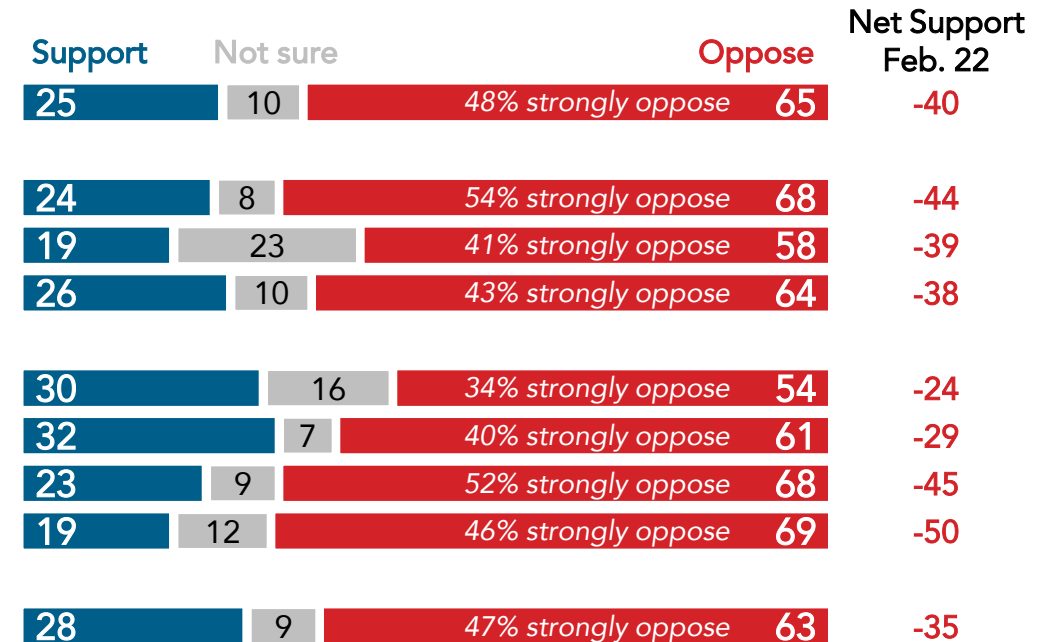
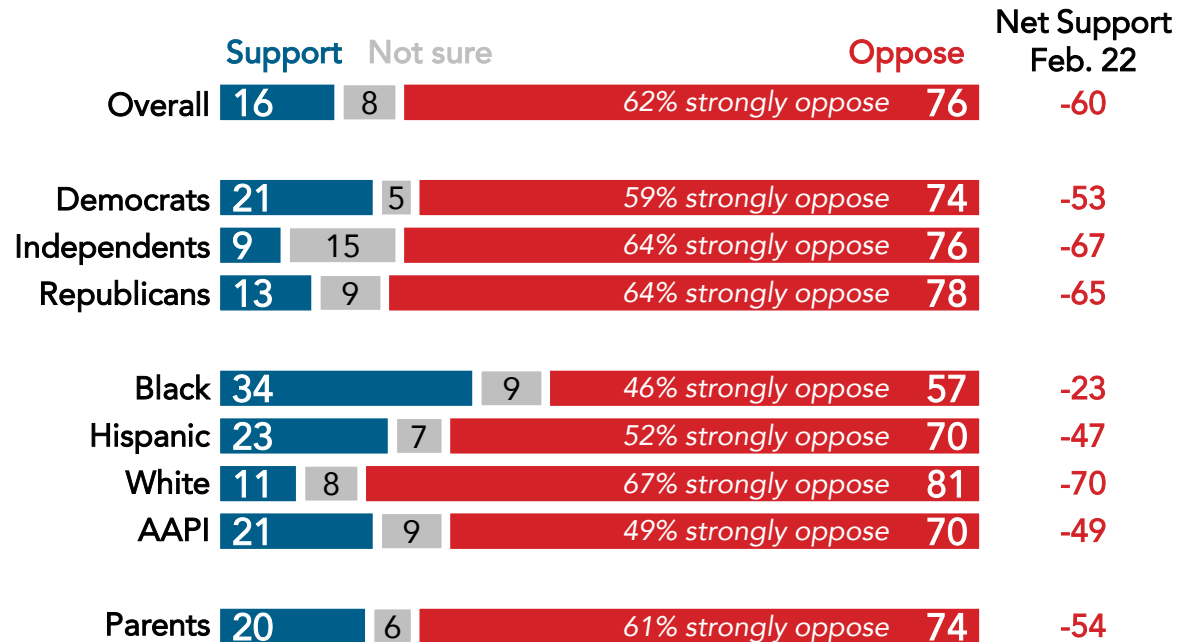
# Strong Majorities Oppose Banning Books – Famous Book Names Are More Powerful Than Themes

Bipartisan majorities oppose banning certain books and intensity of opposition is high: 62% strongly oppose banning certain books.

- Among parents, when listing titles like *To Kill a Mockingbird* and *1984*, 74% oppose banning those books (61% strongly).

(Split sample) As you may or may not know, there has been a growing push to remove certain books from schools across the country, including the graphic novel *Maus* about the Holocaust, *To Kill a Mockingbird*, *The Color Purple*, and *1984*. Knowing this, do you support or oppose banning certain books from public schools?

(Split sample) As you may or may not know, there has been a growing push to remove certain books from schools across the country that local groups deem too problematic because they include content about race, gender, or sexuality. Knowing this, do you support or oppose banning certain books from public schools?



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# A Range of Criticisms – Especially Censorship of History and Preventing Students from Succeeding – Are “Very Concerning”

Four in five parents find each criticism concerning, with messaging about censoring American history, violating free speech that service men and women have sacrificed to protect, dooming America to repeat history, and putting children at risk as the most concerning.

For each criticism made of those who are trying to ban books from public schools in the U.S., please indicate how concerning you find it.

	Very concerning	Somewhat concerning	Not concerning/ Don't believe	Total Concerning								
				Overall	Dem	Ind	Rep	Black	Hisp.	White	AAPI	Parents
Those who want to ban books are censoring American history. Our country was founded on the fundamental right of free speech that our service men and women have sacrificed everything to protect	63	26	12	89	91	86	87	85	82	90	92	87
Those who want to ban books are preventing students from learning history and reading books which is key for them to get the education they need to succeed	60	29	11	89	91	80	88	90	80	90	89	85
Those who want to ban books aren't concerned about books or about students, they're trying to cover up the truth about history because it helps them politically for people not to know the truth	58	27	15	85	88	80	83	84	80	86	90	83
Those who want to ban books are dooming us to repeat history by not teaching it to the next generation	58	28	14	86	88	84	83	87	84	85	92	87
Those who want to ban books are trying to insert politics into the classroom instead of letting teachers teach	56	26	18	82	89	74	75	80	84	82	82	84
Those who want to ban books are putting American children at risk by not teaching them complete history the way other countries teach their children	55	28	17	83	90	74	78	83	87	83	88	88
Those who want to ban books are taking away parental control of what students learn by censoring what every American child has access to	55	29	16	84	85	84	82	85	80	84	85	84
Those who want to ban books are showing their true racism by trying to ban many famous Black authors like Toni Morrison, Maya Angelou, and James Baldwin from our schools' libraries	50	25	25	75	89	73	61	82	82	72	89	81
Those who want to ban books are showing their true homophobia by trying to ban many queer authors and books focused on the queer experience	42	28	30	70	85	63	54	71	73	69	80	77
Those who want to ban books don't understand that most children are able to handle difficult topics in fiction and history	41	33	26	74	84	69	64	74	76	74	86	80

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## About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Arkadi Gerney, The Hub Project; Joel Payne, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

## About the Study

Global Strategy Group conducted public opinion surveys among a sample of 1,395 registered voters from February 17-February 22, 2022. 100 additional interviews were conducted among Hispanic voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

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To learn more about Navigator:

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