

National Tracking Poll

Project: 2007129

N Size: 2201 Adults

Margin of Error: $\pm 2\%$

July 29 - August 02, 2020

Topline Report

Question	Response	Frequency	Percentage
MCB1_1 <i>To the best of your knowledge, does Facebook own any of the following social media platforms? Instagram</i>	Yes, Facebook owns it	847	39%
	No, Facebook does not own it	250	11%
	Don't know	1104	50%
MCB1_2 <i>To the best of your knowledge, does Facebook own any of the following social media platforms? WhatsApp</i>	Yes, Facebook owns it	503	23%
	No, Facebook does not own it	264	12%
	Don't know	1435	65%
MCB1_3 <i>To the best of your knowledge, does Facebook own any of the following social media platforms? Twitter</i>	Yes, Facebook owns it	172	8%
	No, Facebook does not own it	754	34%
	Don't know	1275	58%
MCB1_4 <i>To the best of your knowledge, does Facebook own any of the following social media platforms? Snapchat</i>	Yes, Facebook owns it	251	11%
	No, Facebook does not own it	525	24%
	Don't know	1425	65%
MCB2 <i>How concerned are you about the spread of misinformation and hate speech on social media?</i>	Very concerned	1150	52%
	Somewhat concerned	608	28%
	Not very concerned	189	9%
	Not concerned at all	115	5%
	Don't know / No opinion	140	6%

Question	Response	Frequency	Percentage
MCB3	<i>How much have you seen, read or heard about some companies pulling their advertisements from Facebook for at least the month of July to boycott the platform's policies on moderating hate speech?</i>		
	A lot	348	16%
	Some	722	33%
	Not too much	490	22%
	Nothing at all	641	29%
MCB4	<i>Have you stopped purchasing from a company that has continued to advertise on Facebook through the boycott?</i>		
	Yes	235	11%
	No	1281	58%
	Don't Know / No Opinion	686	31%
MCB5	<i>Would you have a more or less favorable view of a company that is boycotting Facebook's policies by pausing their advertising on the platform, or would it have no impact either way?</i>		
	More favorable view	490	22%
	No impact either way	976	44%
	Less favorable view	201	9%
	Don't know / No opinion	534	24%
MCB6	<i>Are you more or less likely to purchase from a company that is boycotting Facebook's policies by pausing their advertising on the platform, or would it have no impact either way?</i>		
	More likely to purchase	390	18%
	No impact either way	1077	49%
	Less likely to purchase	216	10%
	Don't know / No opinion	518	24%
MCB7	<i>Which of the following statements do you agree with more, even if neither is exactly right?</i>		
	Facebook has done enough to address concerns raised by the boycott, such as moderation of misinformation and hate speech	433	20%
	Facebook has not done enough to address concerns raised by the boycott, such as moderation of misinformation and hate speech	830	38%
	Don't know / No opinion	938	43%

Question	Response	Frequency	Percentage
MCB8	<i>Which of the following statements do you agree with more, even if neither is exactly right?</i>		
	Companies should continue to boycott advertising on Facebook beyond the month of July	736	33%
	Companies should go back to advertising on Facebook now that July is over	452	21%
	Don't know / No opinion	1014	46%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2201	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1139	52%
	N	2201	
age	Age: 18-34	655	30%
	Age: 35-44	358	16%
	Age: 45-64	751	34%
	Age: 65+	436	20%
	N	2201	
demAgeGeneration	GenZers: 1997-2012	271	12%
	Millennials: 1981-1996	550	25%
	GenXers: 1965-1980	567	26%
	Baby Boomers: 1946-1964	701	32%
	N	2090	
xpid3	PID: Dem (no lean)	797	36%
	PID: Ind (no lean)	698	32%
	PID: Rep (no lean)	706	32%
	N	2201	
xpidGender	PID/Gender: Dem Men	349	16%
	PID/Gender: Dem Women	448	20%
	PID/Gender: Ind Men	339	15%
	PID/Gender: Ind Women	359	16%
	PID/Gender: Rep Men	375	17%
	PID/Gender: Rep Women	331	15%
	N	2201	
xdemIdeo3	Ideo: Liberal (1-3)	646	29%
	Ideo: Moderate (4)	592	27%
	Ideo: Conservative (5-7)	750	34%
	N	1988	
xeduc3	Educ: < College	1513	69%
	Educ: Bachelors degree	444	20%
	Educ: Post-grad	244	11%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemInc3	Income: Under 50k	1245	57%
	Income: 50k-100k	643	29%
	Income: 100k+	313	14%
	N	2201	
xdemWhite	Ethnicity: White	1722	78%
xdemHispBin	Ethnicity: Hispanic	350	16%
demBlackBin	Ethnicity: Black	274	12%
demRaceOther	Ethnicity: Other	204	9%
xdemReligion	All Christian	1050	48%
	All Non-Christian	112	5%
	Atheist	112	5%
	Agnostic/Nothing in particular	559	25%
	Something Else	367	17%
N	2201		
xdemReligOther	Religious Non-Protestant/Catholic	137	6%
xdemEvang	Evangelical	527	24%
	Non-Evangelical	843	38%
	N	1371	
xdemUsr	Community: Urban	582	26%
	Community: Suburban	1042	47%
	Community: Rural	578	26%
	N	2201	
xdemEmploy	Employ: Private Sector	637	29%
	Employ: Government	133	6%
	Employ: Self-Employed	174	8%
	Employ: Homemaker	167	8%
	Employ: Retired	518	24%
	Employ: Unemployed	295	13%
	Employ: Other	139	6%
	N	2062	
xdemMilHH1	Military HH: Yes	334	15%
	Military HH: No	1867	85%
	N	2201	
xnrl	RD/WT: Right Direction	598	27%
	RD/WT: Wrong Track	1603	73%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
Trump_Approve	Trump Job Approve	865	39%
	Trump Job Disapprove	1246	57%
	N	2111	
Trump_Approve2	Trump Job Strongly Approve	519	24%
	Trump Job Somewhat Approve	347	16%
	Trump Job Somewhat Disapprove	248	11%
	Trump Job Strongly Disapprove	998	45%
	N	2111	
Trump_Fav	Favorable of Trump	847	38%
	Unfavorable of Trump	1215	55%
	N	2063	
Trump_Fav_FULL	Very Favorable of Trump	518	24%
	Somewhat Favorable of Trump	329	15%
	Somewhat Unfavorable of Trump	210	10%
	Very Unfavorable of Trump	1005	46%
	N	2063	
xnr3	#1 Issue: Economy	765	35%
	#1 Issue: Security	274	12%
	#1 Issue: Health Care	393	18%
	#1 Issue: Medicare / Social Security	288	13%
	#1 Issue: Women's Issues	125	6%
	#1 Issue: Education	143	7%
	#1 Issue: Energy	78	4%
	#1 Issue: Other	135	6%
	N	2201	
xsubVote18O	2018 House Vote: Democrat	752	34%
	2018 House Vote: Republican	656	30%
	2018 House Vote: Someone else	72	3%
	N	1480	
xsubVote16O	2016 Vote: Hillary Clinton	679	31%
	2016 Vote: Donald Trump	718	33%
	2016 Vote: Other	120	5%
	2016 Vote: Didn't Vote	683	31%
	N	2200	
xsubVote14O	Voted in 2014: Yes	1288	59%
	Voted in 2014: No	913	41%
	N	2201	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote12O	2012 Vote: Barack Obama	803	36%
	2012 Vote: Mitt Romney	516	23%
	2012 Vote: Other	76	3%
	2012 Vote: Didn't Vote	803	36%
	N	2198	
xreg4	4-Region: Northeast	394	18%
	4-Region: Midwest	462	21%
	4-Region: South	825	37%
	4-Region: West	520	24%
	N	2201	
MCBdem1	Knows FB owns IG	847	39%
MCBdem2	Knows FB owns WhatsApp	503	23%
MCBdem3	Concerned misinformation	1757	80%
	Unconcerned misinformation	304	14%
	N	2061	
MCBdem4	Heard about boycott	1070	49%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

