



**Content Moderation**  
Fieldwork Dates: 26th - 27th March 2019

**Conducted by YouGov**  
**On behalf of YouGov RealTime**

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#### **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

#### **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1245 adults. Fieldwork was undertaken between 26th - 27th March 2019. The survey was carried out online. The figures have been politically weighted and are representative of all US adults (aged 18+).

**NOTE:** All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

**YouGov RealTime**  
**Content Moderation**

US\_nat\_internal Sample: 26th - 27th March 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

In general, do you believe that social media companies should or should not have a role in moderating each of the following things? Please select one option on each row.

**KYC\_Q1\_1. Content created or shared by users**

Unweighted base	1245	550	695	11	403	331	415	84	7	-	217	278	480	270	857
<b>Base: All US adults</b>	1245	605	640	20	418	302	408	90	7	-	211	275	498	261	826
Social media companies should moderate this	43%	44%	42%	35%	43%	43%	47%	27%	-	-	40%	44%	42%	45%	42%
			**	G	G	G	*	**	**	**					
Social media companies should not moderate this	29%	30%	29%	28%	28%	28%	29%	34%	100%	-	27%	27%	30%	30%	28%
			**	**	**	**	*	**	**	**					
Don't know	28%	27%	29%	37%	29%	29%	24%	39%	-	-	33%	29%	27%	25%	29%
			**	**	**	**	**	F*	**	**					

**KYC\_Q1\_2. Comment threads**

Unweighted base	1245	550	695	11	403	331	415	84	7	-	217	278	480	270	857
<b>Base: All US adults</b>	1245	605	640	20	418	302	408	90	7	-	211	275	498	261	826
Social media companies should moderate this	40%	38%	41%	29%	40%	44%	42%	22%	-	-	38%	41%	38%	44%	38%
			**	G	G	G	*	**	**	**					
Social media companies should not moderate this	32%	35%	28%	34%	31%	28%	32%	37%	100%	-	27%	30%	35%	30%	33%
		B	**	**	**	**	*	**	**	**					
Don't know	29%	26%	31%	37%	29%	28%	26%	42%	-	-	35%	29%	28%	26%	29%
			**	**	**	**	**	F*	**	**					

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

**KYC\_Q2\_1. Removing user-created content from social media sites is suppressing free speech**

Unweighted base	1245	550	695	11	403	331	415	84	7	-	217	278	480	270	857
<b>Base: All US adults</b>	1245	605	640	20	418	302	408	90	7	-	211	275	498	261	826
Strongly agree	17%	21%	13%	7%	16%	20%	17%	9%	-	-	15%	19%	16%	17%	18%
		B	**	**	**	**	*	**	**	**					
Somewhat agree	24%	25%	23%	10%	23%	23%	25%	31%	-	-	21%	24%	25%	26%	25%
			**	**	**	**	*	**	**	**					
Neither agree nor disagree	25%	21%	29%	56%	26%	24%	24%	23%	-	-	33%	21%	26%	22%	21%
		A	**	**	**	**	*	**	**	**	K.M				
Somewhat disagree	14%	14%	14%	-	15%	12%	15%	12%	100%	-	12%	14%	14%	17%	14%
			**	**	**	**	*	**	**	**					
Strongly disagree	11%	11%	11%	-	9%	13%	12%	14%	-	-	10%	11%	11%	12%	12%
			**	**	**	**	*	**	**	**					
Don't know	9%	8%	10%	27%	12%	8%	6%	10%	-	-	9%	10%	9%	7%	9%
			**	F	**	**	**	*	**	**					
Net: Agree	41%	46%	36%	17%	39%	43%	43%	40%	-	-	36%	44%	40%	43%	43%
		B	**	**	**	**	*	**	**	**					O
Net: Disagree	25%	25%	25%	-	23%	25%	27%	27%	100%	-	22%	25%	25%	29%	26%
			**	**	**	**	*	**	**	**					

**KYC\_Q2\_2. Removing comments from social media sites is suppressing free speech**

Unweighted base	1245	550	695	11	403	331	415	84	7	-	217	278	480	270	857
<b>Base: All US adults</b>	1245	605	640	20	418	302	408	90	7	-	211	275	498	261	826
Strongly agree	18%	22%	14%	10%	17%	21%	18%	10%	100%	-	16%	20%	16%	22%	19%
		B	**	**	**	**	*	**	**	**					
Somewhat agree	24%	25%	23%	31%	23%	21%	25%	35%	-	-	21%	23%	26%	24%	26%
			**	**	**	**	*	E*	**	**					P
Neither agree nor disagree	22%	20%	25%	29%	25%	22%	20%	24%	-	-	30%	17%	25%	19%	19%
			**	**	**	**	*	**	**	**	K.M		K		
Somewhat disagree	14%	12%	15%	3%	13%	12%	16%	12%	-	-	11%	17%	12%	16%	14%
			**	**	**	**	*	*	**	**					

# YouGov RealTime

## Content Moderation

US\_nat\_internal Sample: 26th - 27th March 2019



Total	Race			Education				Marital Status					Children unde	
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

In general, do you believe that social media companies should or should not have a role in moderating each of the following things? Please select one option on each row.

### KYC\_Q1\_1. Content created or shared by users

Unweighted base	1245	146	147	95	454	407	248	136	582	31	134	66	374	58	298
<b>Base: All US adults</b>	1245	164	141	114	491	406	215	134	544	40	141	65	381	75	275
Social media companies should moderate this	43%	45%	44%	42%	35%	43%	56%	51%	46%	44%	44%	31%	40%	40%	48%
	*	*	*	*		R	R.S	R*		**	*	*	40%	**	
Social media companies should not moderate this	29%	35%	33%	21%	30%	31%	26%	25%	32%	41%	29%	35%	25%	20%	33%
	*	*	*	*			*	*		**	*	*	*	**	
Don't know	28%	20%	24%	37%	35%	26%	19%	24%	22%	15%	27%	34%	35%	39%	19%
	*	*	*	O*	S.T			*		**	*	*	V	**	

### KYC\_Q1\_2. Comment threads

Unweighted base	1245	146	147	95	454	407	248	136	582	31	134	66	374	58	298
<b>Base: All US adults</b>	1245	164	141	114	491	406	215	134	544	40	141	65	381	75	275
Social media companies should moderate this	40%	48%	43%	35%	32%	40%	51%	48%	45%	30%	43%	28%	37%	25%	44%
	*	*	*	*			R.S	R*	Y	**	*	*	*	**	
Social media companies should not moderate this	32%	29%	30%	29%	30%	35%	31%	27%	33%	45%	27%	33%	28%	39%	36%
	*	*	*	*			*	*		**	*	*	*	**	
Don't know	29%	23%	27%	36%	38%	25%	18%	25%	22%	24%	30%	39%	35%	37%	20%
	*	*	*	*	S.T.U			*		**	*	V*	V	**	

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

### KYC\_Q2\_1. Removing user-created content from social media sites is suppressing free speech

Unweighted base	1245	146	147	95	454	407	248	136	582	31	134	66	374	58	298
<b>Base: All US adults</b>	1245	164	141	114	491	406	215	134	544	40	141	65	381	75	275
Strongly agree	17%	10%	20%	14%	20%	17%	13%	11%	17%	32%	19%	12%	16%	11%	20%
	*	*	*	*				*		**	*	*	*	**	
Somewhat agree	24%	19%	19%	29%	19%	28%	20%	38%	27%	21%	20%	36%	22%	12%	24%
	*	*	*	*		R		R.T*		**	*	X*	*	**	
Neither agree nor disagree	25%	35%	34%	27%	29%	25%	21%	17%	24%	23%	24%	20%	27%	30%	26%
	*	N*	N*	*				*		**	*	*	*	**	
Somewhat disagree	14%	17%	10%	14%	13%	13%	23%	11%	13%	14%	19%	16%	13%	19%	12%
	*	*	*	*			R.S.U	*		**	*	*	*	**	
Strongly disagree	11%	11%	10%	7%	9%	10%	16%	15%	12%	7%	10%	11%	10%	11%	11%
	*	*	*	*			R.S	*		**	*	*	*	**	
Don't know	9%	8%	7%	9%	11%	8%	7%	7%	7%	4%	7%	5%	12%	17%	6%
	*	*	*	*				*		**	*	*	V	**	
Net: Agree	41%	29%	39%	43%	39%	44%	33%	50%	44%	53%	39%	48%	38%	23%	44%
	*	*	*	*		T		T*		**	*	*	*	**	
Net: Disagree	25%	28%	20%	22%	21%	23%	39%	26%	25%	21%	30%	27%	23%	30%	24%
	*	*	*	*			R.S	*		**	*	*	*	**	

### KYC\_Q2\_2. Removing comments from social media sites is suppressing free speech

Unweighted base	1245	146	147	95	454	407	248	136	582	31	134	66	374	58	298
<b>Base: All US adults</b>	1245	164	141	114	491	406	215	134	544	40	141	65	381	75	275
Strongly agree	18%	14%	23%	14%	21%	20%	11%	12%	18%	32%	17%	17%	17%	22%	22%
	*	*	*	*	T	T		*		**	*	*	*	**	
Somewhat agree	24%	23%	16%	24%	21%	24%	23%	34%	29%	9%	25%	23%	21%	9%	27%
	*	*	*	*				R*	Z	**	*	*	*	**	
Neither agree nor disagree	22%	32%	35%	23%	25%	24%	16%	18%	19%	39%	24%	25%	26%	21%	23%
	*	N*	N*	*	T	T		*		**	*	*	V	**	
Somewhat disagree	14%	11%	9%	20%	9%	14%	25%	12%	14%	8%	16%	20%	12%	17%	10%
	*	*	*	*		R	R.S.U	*		**	*	*	*	**	

# YouGov RealTime Content Moderation

US\_nat\_internal Sample: 26th - 27th March 2019



Total	r the age of 18		Income				Type of Area Lived in				Political Identification			
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Democrat	Republican	Independent	Other
	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP

In general, do you believe that social media companies should or should not have a role in moderating each of the following things? Please select one option on each row.

### KYC\_Q1\_1. Content created or shared by users

Unweighted base	1245	947	345	237	345	172	146	365	630	238	12	464	310	335	52
<b>Base: All US adults</b>	1245	970	388	224	320	147	166	350	626	250	18	425	292	335	60
Social media companies should moderate this	43%	41%	41%	43%	47%	55%	28%	44%	45%	38%	26%	49%	36%	45%	53%
			AH	AH	AH	AD,AE,AH	*				**	AN,AQ		AQ	**
Social media companies should not moderate this	29%	28%	26%	34%	30%	28%	28%	31%	28%	29%	23%	23%	42%	32%	14%
						*	*				**		AM,AQ,AQ	AM	**
Don't know	28%	31%	33%	23%	22%	17%	44%	25%	27%	33%	51%	28%	22%	23%	33%
		AB	AE,AF,AG				AE,AF,AG*				**				**

### KYC\_Q1\_2. Comment threads

Unweighted base	1245	947	345	237	345	172	146	365	630	238	12	464	310	335	52
<b>Base: All US adults</b>	1245	970	388	224	320	147	166	350	626	250	18	425	292	335	60
Social media companies should moderate this	40%	39%	35%	44%	41%	55%	30%	44%	38%	37%	45%	49%	32%	36%	51%
				AH		AD,AF,AH	*				**	AN,AQ,AQ			**
Social media companies should not moderate this	32%	30%	29%	32%	37%	28%	30%	29%	33%	33%	16%	24%	44%	38%	20%
						*	*				**		AM,AQ	AM,AQ	**
Don't know	29%	31%	37%	24%	22%	17%	40%	27%	29%	30%	40%	27%	24%	25%	29%
		AB	AE,AF,AG				AE,AF,AG*				**				**

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

### KYC\_Q2\_1. Removing user-created content from social media sites is suppressing free speech

Unweighted base	1245	947	345	237	345	172	146	365	630	238	12	464	310	335	52
<b>Base: All US adults</b>	1245	970	388	224	320	147	166	350	626	250	18	425	292	335	60
Strongly agree	17%	16%	17%	18%	15%	20%	14%	18%	15%	20%	-	11%	23%	20%	10%
						*	*				**		AM	AM	**
Somewhat agree	24%	24%	19%	23%	31%	21%	29%	26%	21%	28%	43%	23%	29%	24%	39%
					AD	*	*				**	AQ	AQ	AQ	**
Neither agree nor disagree	25%	25%	31%	27%	19%	20%	24%	26%	27%	19%	24%	25%	20%	26%	20%
			AF,AG	*			*				**				**
Somewhat disagree	14%	15%	13%	14%	16%	22%	6%	12%	17%	9%	18%	18%	14%	13%	13%
			AH	AH	AH	AD,AH	*		AK		**	AQ			**
Strongly disagree	11%	11%	11%	8%	15%	12%	8%	9%	13%	11%	5%	15%	7%	11%	12%
						*	*				**	AN			**
Don't know	9%	10%	9%	10%	4%	5%	19%	9%	7%	12%	10%	8%	6%	5%	6%
			AF	AF			AD,AE,AF,AG*				**				**
Net: Agree	41%	40%	36%	41%	46%	41%	43%	43%	36%	48%	43%	35%	53%	44%	49%
				AD		*	*			AJ	**		AM,AQ	AM,AQ	**
Net: Disagree	25%	26%	24%	23%	31%	34%	14%	21%	30%	20%	24%	33%	21%	24%	26%
				AH	AD,AE,AH	*	*		AI,AK		**	AN,AQ,AQ			**

### KYC\_Q2\_2. Removing comments from social media sites is suppressing free speech

Unweighted base	1245	947	345	237	345	172	146	365	630	238	12	464	310	335	52
<b>Base: All US adults</b>	1245	970	388	224	320	147	166	350	626	250	18	425	292	335	60
Strongly agree	18%	17%	20%	17%	19%	19%	12%	18%	16%	25%	-	13%	23%	21%	9%
						*	*			AJ	**		AM	AM	**
Somewhat agree	24%	23%	20%	22%	34%	21%	21%	27%	24%	20%	5%	22%	28%	24%	46%
				AD,AE,AG,AH	*	*	*				**		AQ	AQ	**
Neither agree nor disagree	22%	22%	29%	25%	16%	17%	21%	23%	24%	19%	24%	24%	19%	23%	17%
			AF,AG	AF		*	*				**				**
Somewhat disagree	14%	15%	10%	18%	13%	20%	13%	13%	15%	9%	38%	18%	13%	13%	10%
				AD		AD	*		AK		**	AQ			**

**YouGov RealTime**  
**Content Moderation**

US\_nat\_internal Sample: 26th - 27th March 2019



Total	Political Viewpoint									2012 Presidential Vote				
	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton
	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD

In general, do you believe that social media companies should or should not have a role in moderating each of the following things? Please select one option on each row.

**KYC\_Q1\_1. Content created or shared by users**

Unweighted base	1245	84	188	210	356	253	134	104	398	387	514	320	29	382	460
<b>Base: All US adults</b>	1245	133	153	183	365	263	126	155	336	388	413	287	17	528	336
Social media companies should moderate this	43%	27%	62%	58%	43%	39%	24%	29%	60%	34%	56%	34%	52%	37%	60%
		*	AT.AU.AV.AW.AY	AT.AU.AV.AW.AY	AV.AW.AY	AV.AY	*	*	AT.AU.AV.AW.AY	AV	BA.BC		**		BE.BJ
Social media companies should not moderate this	29%	20%	15%	19%	28%	40%	52%	21%	18%	44%	24%	39%	24%	28%	21%
		*			AR.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX	*	*	AR.AS.AT.AW.AX	AZ.BC		**		
Don't know	28%	53%	23%	23%	29%	22%	24%	51%	23%	22%	19%	27%	24%	36%	20%
		AM.AN.AO*					*	AS.AT.AU.AV.AX.AY*			AZ		**	AZ.BA	

**KYC\_Q1\_2. Comment threads**

Unweighted base	1245	84	188	210	356	253	134	104	398	387	514	320	29	382	460
<b>Base: All US adults</b>	1245	133	153	183	365	263	126	155	336	388	413	287	17	528	336
Social media companies should moderate this	40%	30%	61%	55%	41%	30%	23%	28%	58%	28%	54%	28%	52%	35%	60%
		*	AT.AU.AV.AW.AY	AT.AU.AV.AW.AY	AU.AV.AW.AY		*	*	AT.AU.AV.AW.AY		BA.BC		**		BE.BJ
Social media companies should not moderate this	32%	17%	18%	23%	29%	46%	50%	22%	21%	47%	26%	45%	31%	29%	19%
		*			AR.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX	*	*	AR.AS.AT.AW.AX	AZ.BC		**		
Don't know	29%	53%	21%	22%	30%	24%	28%	51%	22%	25%	20%	27%	17%	37%	20%
		AM.AN.AO*			AX		*	AS.AT.AU.AV.AX.AY*					**	AZ.BA	

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

**KYC\_Q2\_1. Removing user-created content from social media sites is suppressing free speech**

Unweighted base	1245	84	188	210	356	253	134	104	398	387	514	320	29	382	460
<b>Base: All US adults</b>	1245	133	153	183	365	263	126	155	336	388	413	287	17	528	336
Strongly agree	17%	13%	9%	7%	17%	25%	32%	11%	8%	27%	13%	25%	11%	16%	9%
		*			AR.AS.AX	AR.AS.AW.AX	AR.AS.AT.AW.AX	*	*	AR.AS.AT.AW.AX		AZ.BC	**		
Somewhat agree	24%	8%	25%	23%	23%	26%	34%	17%	24%	28%	22%	32%	30%	21%	21%
		*					AW*	*	*			AZ.BC	**		
Neither agree nor disagree	25%	37%	18%	30%	31%	17%	13%	36%	24%	16%	24%	17%	11%	31%	23%
		AN*		AR.AU.AV.AX.AY	AR.AU.AV.AY		*	AR.AU.AV.AY*	AR.AV.AY			**		AZ.BA	BE
Somewhat disagree	14%	6%	20%	16%	14%	17%	11%	6%	18%	15%	19%	10%	18%	13%	20%
		*	AW	AW	AW	AW	*	*	AW	AW	BA		**		BE.BJ
Strongly disagree	11%	7%	22%	15%	10%	10%	7%	4%	18%	9%	16%	9%	24%	8%	20%
		*	AT.AU.AV.AW.AY	AW			*	*	AT.AU.AV.AW.AY		BA.BC		**		BE.BJ
Don't know	9%	28%	6%	9%	6%	6%	4%	28%	8%	5%	7%	7%	6%	11%	8%
		AM.AN.AO*					*	AS.AT.AU.AV.AX.AY*					**		
Net: Agree	41%	22%	34%	30%	40%	50%	65%	28%	32%	55%	35%	57%	41%	37%	30%
		*				AR.AS.AT.AW.AX	AS.AT.AU.AW.AX	*	*	AR.AS.AT.AU.AW.AX		AZ.BC	**		
Net: Disagree	25%	14%	42%	31%	24%	27%	18%	9%	36%	24%	35%	19%	42%	21%	40%
		*	T.AU.AV.AW.AX.A	AV.AW	AW	AW	*	*	AT.AU.AV.AW.AY	AW	BA.BC		**		BE.BJ

**KYC\_Q2\_2. Removing comments from social media sites is suppressing free speech**

Unweighted base	1245	84	188	210	356	253	134	104	398	387	514	320	29	382	460
<b>Base: All US adults</b>	1245	133	153	183	365	263	126	155	336	388	413	287	17	528	336
Strongly agree	18%	20%	12%	10%	16%	27%	33%	11%	11%	29%	14%	26%	15%	17%	10%
		*				AR.AS.AT.AW.AX	AR.AS.AT.AW.AX	*	*	AR.AS.AT.AW.AX		AZ.BC	**		
Somewhat agree	24%	11%	20%	16%	22%	27%	32%	31%	18%	22%	22%	32%	30%	21%	21%
		*				AS.AX	AR.AS.AT.AX*	AS.AX*		AS.AX		AZ.BC	**		
Neither agree nor disagree	22%	28%	20%	29%	29%	15%	14%	22%	25%	15%	22%	17%	9%	27%	22%
		*		AU.AV.AY	AU.AV.AY		*	*	AU.AV.AY			**		BA	
Somewhat disagree	14%	6%	16%	20%	17%	13%	5%	5%	19%	10%	18%	11%	10%	12%	20%
		*	AV.AW	AV.AW.AY	AV.AW.AY		*	*	AV.AW.AY	AV	BA.BC		**		BE.BJ

# YouGov RealTime

## Content Moderation

US\_nat\_internal Sample: 26th - 27th March 2019



Total	2016 Presidential Vote						Voting Registration		
	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes	No	Don't know
	BE	BF	BG	BH	BI	BJ	BK	BL	BM

In general, do you believe that social media companies should or should not have a role in moderating each of the following things? Please select one option on each row.

### KYC\_Q1\_1. Content created or shared by users

Unweighted base	1245	383	25	24	5	32	316	1080	138	27
<b>Base: All US adults</b>	1245	329	12	10	2	19	536	834	342	69
Social media companies should moderate this	43%	36%	43%	48%	-	54%	36%	47%	38%	23%
		**	**	**	**	**				**
Social media companies should not moderate this	29%	40%	38%	21%	81%	21%	28%	31%	26%	28%
		BD, BJ	**	**	**	**				**
Don't know	28%	24%	19%	31%	19%	25%	36%	23%	37%	49%
		**	**	**	**	**	BD, BE		BK	**

### KYC\_Q1\_2. Comment threads

Unweighted base	1245	383	25	24	5	32	316	1080	138	27
<b>Base: All US adults</b>	1245	329	12	10	2	19	536	834	342	69
Social media companies should moderate this	40%	28%	33%	31%	-	34%	35%	43%	34%	22%
		**	**	**	**	**				**
Social media companies should not moderate this	32%	48%	45%	33%	56%	39%	29%	33%	28%	29%
		BD, BJ	**	**	**	**	BD			**
Don't know	29%	24%	22%	35%	44%	27%	37%	24%	37%	49%
		**	**	**	**	**	BD, BE		BK	**

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

### KYC\_Q2\_1. Removing user-created content from social media sites is suppressing free speech

Unweighted base	1245	383	25	24	5	32	316	1080	138	27
<b>Base: All US adults</b>	1245	329	12	10	2	19	536	834	342	69
Strongly agree	17%	26%	29%	-	29%	36%	15%	17%	17%	8%
		BD, BJ	**	**	**	**	BD			**
Somewhat agree	24%	31%	26%	41%	58%	25%	21%	26%	21%	18%
		BD, BJ	**	**	**	**				**
Neither agree nor disagree	25%	17%	23%	25%	-	19%	32%	22%	34%	19%
		**	**	**	**	**	BD, BE		BK	**
Somewhat disagree	14%	11%	8%	19%	-	3%	13%	15%	12%	21%
		**	**	**	**	**				**
Strongly disagree	11%	8%	13%	8%	13%	10%	8%	13%	8%	4%
		**	**	**	**	**				**
Don't know	9%	7%	-	6%	-	8%	11%	7%	8%	31%
		**	**	**	**	**				**
Net: Agree	41%	58%	56%	41%	87%	61%	36%	43%	38%	26%
		BD, BJ	**	**	**	**				**
Net: Disagree	25%	19%	21%	28%	13%	12%	21%	28%	20%	25%
		**	**	**	**	**				**

### KYC\_Q2\_2. Removing comments from social media sites is suppressing free speech

Unweighted base	1245	383	25	24	5	32	316	1080	138	27
<b>Base: All US adults</b>	1245	329	12	10	2	19	536	834	342	69
Strongly agree	18%	28%	33%	9%	43%	13%	17%	19%	15%	26%
		BD, BJ	**	**	**	**	BD			**
Somewhat agree	24%	30%	24%	21%	19%	25%	22%	25%	22%	19%
		BD	**	**	**	**				**
Neither agree nor disagree	22%	17%	14%	35%	-	13%	27%	20%	30%	11%
		**	**	**	**	**	BE		BK	**
Somewhat disagree	14%	9%	10%	19%	25%	13%	12%	15%	11%	11%
		**	**	**	**	**				**

# YouGov RealTime Content Moderation

US\_nat\_internal Sample: 26th - 27th March 2019



	Total	Gender		Generation						Region						
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
Strongly disagree	12%	12%	12%	- **	10%	13%	15%	12%	- *	- **	-	13%	12%	12%	13%	13%
Don't know	9%	8%	10%	27% **	12% F	11% F	6%	6% *	- **	- **	-	10%	12%	9%	7%	10%
Net: Agree	42%	47% B	37%	42% **	40%	42%	43%	45% *	100% **	- **	-	37%	43%	42%	46%	44%
Net: Disagree	26%	25%	27%	3% **	23%	25%	31% D	24% *	- **	- **	-	23%	29%	24%	29%	28%

## KYC\_Q2\_3. Technology companies have a responsibility to protect the public from objectionable content/comments

Unweighted base	1245	550	695	11	403	331	415	84	1	-	-	217	278	480	270	857
<b>Base: All US adults</b>	1245	605	640	20	418	302	408	90	7	-	-	211	275	498	261	826
Strongly agree	18%	17%	19%	9% **	13%	20%	22% D	18% *	- **	- **	-	21%	19%	17%	16%	15%
Somewhat agree	27%	25%	29%	4% **	27%	22%	28%	42% D,E,F*	- **	- **	-	24%	28%	26%	29%	27%
Neither agree nor disagree	24%	23%	25%	56% **	27%	25%	20%	20% *	- **	- **	-	27%	23%	24%	21%	23%
Somewhat disagree	11%	13%	9%	- **	10%	9%	12%	7% *	100% **	- **	-	10%	8%	11%	13%	12%
Strongly disagree	12%	16% B	9%	4% **	11%	14%	13%	8% *	- **	- **	-	7%	12%	13%	14%	14%
Don't know	9%	7%	10%	27% **	12% F	9% F	5%	5% *	- **	- **	-	11%	9%	8%	7%	10%
Net: Agree	45%	42%	48%	13% **	41%	42%	50% D	59% D,E*	- **	- **	-	44%	47%	43%	45%	43%
Net: Disagree	23%	28% B	18%	4% **	21%	24%	25% D	15% *	100% **	- **	-	18%	20%	24%	27%	25% O

## KYC\_Q2\_4. Seeing something offensive on social media doesn't really bother me

Unweighted base	1245	550	695	11	403	331	415	84	1	-	-	217	278	480	270	857
<b>Base: All US adults</b>	1245	605	640	20	418	302	408	90	7	-	-	211	275	498	261	826
Strongly agree	15%	21% B	10%	- **	19% G	16%	14%	6% *	- **	- **	-	12%	19%	16%	13%	16%
Somewhat agree	19%	23% B	16%	22% **	18%	20%	21%	11% *	- **	- **	-	19%	21%	17%	20%	20%
Neither agree nor disagree	22%	22%	22%	38% **	24% F	21%	17%	31% F*	100% **	- **	-	28%	17%	22%	23%	21%
Somewhat disagree	19%	15% A	22%	3% **	18%	19%	20%	16% *	- **	- **	-	17%	21%	17%	20%	19%
Strongly disagree	18%	12% A	24% **	10% **	10%	18% D	24% D	32% D,E*	- **	- **	-	16%	15%	21%	18%	17%
Don't know	7%	7%	6%	27% **	11% F	6%	3%	5% *	- **	- **	-	8%	8%	6%	5%	7%
Net: Agree	34%	43% B	26%	22% **	37% G	35% G	35% G	17% *	- **	- **	-	31%	40%	33%	33%	36%
Net: Disagree	37%	27% A	46%	13% **	28%	38% D	45% D	47% D*	- **	- **	-	33%	35%	38%	39%	36%

## KYC\_Q2\_5. I have felt bad about myself as a result of negative comments on something I posted online (e.g., on social media, in a public forum, etc.)

Unweighted base	1245	550	695	11	403	331	415	84	1	-	-	217	278	480	270	857
<b>Base: All US adults</b>	1245	605	640	20	418	302	408	90	7	-	-	211	275	498	261	826
Strongly agree	7%	5%	8%	4% **	9% G	8% G	5%	- *	- **	- **	-	3%	8%	7%	6%	5%
Somewhat agree	15%	15%	14%	49% **	21%	16%	7%	9%	-	-	-	18%	10%	15%	14%	12%

**YouGov RealTime**  
**Content Moderation**

US\_nat\_internal Sample: 26th - 27th March 2019



	Total	Race			Education				Marital Status					Children unde	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
Strongly disagree	12%	10%	10%	11%	10%	11%	18%	18%	14%	9%	10%	13%	12%	9%	11%
		*	*	*			R.S	*		**	*	*	*	**	*
Don't know	9%	10%	7%	9%	13%	7%	7%	6%	7%	4%	7%	2%	13%	21%	7%
		*	*	*	S.T	*	*	*	**	**	*	*	V	**	*
Net: Agree	42%	38%	39%	38%	43%	44%	34%	47%	47%	41%	42%	40%	38%	32%	49%
		*	*	*		T	*	*	Z	**	*	*	*	**	AC
Net: Disagree	26%	21%	19%	31%	19%	25%	43%	30%	28%	17%	27%	33%	23%	26%	21%
		*	*	*			R.S.U	R*		**	*	*	*	**	*

**KYC\_Q2\_3. Technology companies have a responsibility to protect the public from objectionable content/comments**

Unweighted base	1245	146	147	95	454	407	248	136	582	31	134	66	374	58	298
<b>Base: All US adults</b>	1245	164	141	114	491	406	215	134	544	40	141	65	381	75	275
Strongly agree	18%	25%	23%	20%	20%	17%	19%	14%	21%	16%	15%	22%	15%	15%	17%
		N*	*	*			*	*	**	*	*	*	**	**	*
Somewhat agree	27%	24%	22%	33%	16%	30%	35%	42%	28%	23%	31%	33%	21%	33%	29%
		*	*	*		R	R	R*	**	**	*	*	*	**	*
Neither agree nor disagree	24%	28%	31%	18%	31%	24%	15%	13%	20%	15%	28%	21%	31%	15%	27%
		*	*	*	T.U	T.U	*	*	**	**	*	*	V	**	*
Somewhat disagree	11%	8%	10%	9%	12%	8%	12%	12%	11%	19%	9%	12%	10%	13%	9%
		*	*	*			*	*	**	**	*	*	*	**	*
Strongly disagree	12%	8%	9%	11%	11%	13%	12%	15%	14%	22%	13%	9%	9%	8%	14%
		*	*	*			*	*	**	**	*	*	*	**	*
Don't know	9%	8%	5%	8%	11%	9%	6%	5%	7%	5%	4%	3%	13%	16%	4%
		*	*	*			*	*	**	**	*	*	V.X	**	*
Net: Agree	45%	49%	45%	54%	36%	47%	54%	56%	49%	40%	45%	55%	36%	48%	46%
		*	*	*		R	R	R*	Z	**	*	Z*	*	**	*
Net: Disagree	23%	16%	19%	20%	23%	21%	24%	26%	24%	41%	22%	21%	19%	21%	23%
		*	*	*			*	*	**	**	*	*	*	**	*

**KYC\_Q2\_4. Seeing something offensive on social media doesn't really bother me**

Unweighted base	1245	146	147	95	454	407	248	136	582	31	134	66	374	58	298
<b>Base: All US adults</b>	1245	164	141	114	491	406	215	134	544	40	141	65	381	75	275
Strongly agree	15%	12%	15%	16%	17%	16%	13%	11%	14%	31%	20%	5%	16%	9%	21%
		*	*	*			*	*	**	Y*	*	*	**	**	AC
Somewhat agree	19%	15%	19%	17%	16%	18%	27%	20%	20%	2%	16%	11%	19%	29%	19%
		*	*	*			R.S	*	**	**	*	*	*	**	*
Neither agree nor disagree	22%	26%	28%	18%	26%	22%	15%	21%	20%	19%	18%	28%	27%	21%	19%
		*	*	*	T	*	*	*	**	**	*	*	V	**	*
Somewhat disagree	19%	20%	12%	23%	13%	23%	22%	23%	21%	19%	20%	22%	15%	12%	22%
		*	*	*		R	R	R*	**	**	*	*	*	**	*
Strongly disagree	18%	21%	22%	17%	20%	16%	18%	21%	21%	24%	20%	32%	13%	8%	15%
		*	*	*			*	*	Z	**	*	Z*	**	**	*
Don't know	7%	6%	4%	8%	9%	6%	6%	4%	4%	4%	7%	1%	10%	20%	4%
		*	*	*			*	*	**	**	*	*	V	**	*
Net: Agree	34%	27%	34%	33%	33%	34%	40%	31%	35%	34%	36%	16%	35%	38%	40%
		*	*	*			*	*	Y	**	Y*	*	Y	**	*
Net: Disagree	37%	41%	34%	40%	33%	38%	39%	43%	42%	43%	40%	54%	28%	20%	37%
		*	*	*			*	*	Z	**	Z*	Z*	*	**	*

**KYC\_Q2\_5. I have felt bad about myself as a result of negative comments on something I posted online (e.g., on social media, in a public forum, etc.)**

Unweighted base	1245	146	147	95	454	407	248	136	582	31	134	66	374	58	298
<b>Base: All US adults</b>	1245	164	141	114	491	406	215	134	544	40	141	65	381	75	275
Strongly agree	7%	10%	9%	8%	5%	8%	9%	4%	8%	3%	4%	5%	7%	3%	9%
		*	*	*			*	*	**	**	*	*	*	**	*
Somewhat agree	15%	21%	20%	17%	17%	14%	16%	7%	12%	14%	14%	10%	20%	12%	18%

# YouGov RealTime Content Moderation

US\_nat\_internal Sample: 26th - 27th March 2019



	Total	r the age of 18					Income					Type of Area Lived in				Political Identification			
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Democrat	Republican	Independent	Other				
Strongly disagree	12%	13%	11%	10%	14%	17%	11%	12%	14%	16%	15%	11%	13%	13%					
Don't know	9%	10%	10%	8%	5%	6%	21%	8%	8%	13%	17%	5%	6%	6%					
Net: Agree	42%	40%	40%	38%	54%	39%	33%	45%	40%	46%	5%	35%	51%	45%					
Net: Disagree	26%	27%	21%	29%	26%	37%	25%	24%	28%	22%	54%	32%	25%	27%					

### KYC\_Q2\_3. Technology companies have a responsibility to protect the public from objectionable content/comments

Unweighted base	1245	947	345	237	345	172	146	365	630	238	12	464	310	335	52
<b>Base: All US adults</b>	1245	970	388	224	320	147	166	350	626	250	18	425	292	335	60
Strongly agree	18%	18%	19%	20%	17%	16%	16%	18%	17%	20%	11%	24%	16%	16%	17%
Somewhat agree	27%	26%	23%	29%	28%	32%	24%	32%	27%	18%	43%	30%	31%	24%	29%
Neither agree nor disagree	24%	23%	30%	21%	20%	16%	27%	21%	24%	28%	24%	21%	21%	27%	21%
Somewhat disagree	11%	11%	9%	9%	15%	14%	6%	10%	12%	8%	10%	12%	13%	10%	10%
Strongly disagree	12%	12%	10%	13%	15%	16%	7%	13%	12%	12%	-	6%	15%	18%	15%
Don't know	9%	10%	10%	8%	4%	6%	19%	7%	8%	13%	12%	7%	4%	6%	9%
Net: Agree	45%	44%	42%	49%	45%	48%	41%	50%	44%	38%	54%	54%	47%	40%	46%
Net: Disagree	23%	23%	18%	22%	30%	30%	13%	22%	24%	21%	10%	18%	28%	27%	24%

### KYC\_Q2\_4. Seeing something offensive on social media doesn't really bother me

Unweighted base	1245	947	345	237	345	172	146	365	630	238	12	464	310	335	52
<b>Base: All US adults</b>	1245	970	388	224	320	147	166	350	626	250	18	425	292	335	60
Strongly agree	15%	13%	14%	17%	15%	18%	13%	16%	13%	20%	-	10%	21%	15%	21%
Somewhat agree	19%	19%	16%	25%	20%	22%	13%	17%	21%	18%	4%	18%	22%	21%	14%
Neither agree nor disagree	22%	23%	30%	19%	16%	20%	22%	21%	23%	21%	19%	23%	16%	22%	33%
Somewhat disagree	19%	18%	14%	15%	27%	23%	15%	21%	19%	11%	51%	24%	14%	21%	17%
Strongly disagree	18%	19%	19%	17%	20%	13%	19%	18%	17%	20%	13%	19%	24%	16%	12%
Don't know	7%	8%	7%	7%	2%	4%	17%	6%	6%	10%	12%	6%	3%	5%	4%
Net: Agree	34%	33%	30%	42%	35%	40%	26%	33%	34%	38%	4%	29%	43%	36%	34%
Net: Disagree	37%	37%	32%	31%	47%	36%	34%	39%	37%	31%	65%	43%	38%	37%	28%

### KYC\_Q2\_5. I have felt bad about myself as a result of negative comments on something I posted online (e.g., on social media, in a public forum, etc.)

Unweighted base	1245	947	345	237	345	172	146	365	630	238	12	464	310	335	52
<b>Base: All US adults</b>	1245	970	388	224	320	147	166	350	626	250	18	425	292	335	60
Strongly agree	7%	6%	7%	10%	7%	6%	3%	10%	5%	6%	11%	9%	6%	5%	7%
Somewhat agree	15%	14%	19%	14%	10%	16%	12%	13%	17%	13%	3%	14%	12%	15%	12%

# YouGov RealTime Content Moderation

US\_nat\_internal Sample: 26th - 27th March 2019



	Total	Political Viewpoint									2012 Presidential Vote				
		Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton
Strongly disagree	12%	4%	24%	17%	10%	12%	12%	2%	20%	12%	18%	9%	32%	9%	21%
		*	AT.AU.AV.AW.AY	AT.AW	AW	AW	AW*	*	AT.AU.AW.AY	AW	BA.BC		**		BE.BJ
Don't know	9%	31%	8%	7%	7%	6%	3%	29%	7%	5%	7%	6%	3%	13%	6%
		AM.AN.AO*					*	AS.AT.AU.AV.AX.AY*					**	AZ.BA	
Net: Agree	42%	31%	32%	27%	38%	54%	66%	42%	29%	58%	36%	58%	45%	39%	31%
		*			AS.AX	AR.AS.AT.AX	AR.AS.AT.AW.AX*	AS.AX*		AR.AS.AT.AW.AX		AZ.BC	**		
Net: Disagree	26%	10%	40%	38%	27%	24%	17%	7%	39%	22%	36%	20%	42%	21%	41%
		*	AT.AU.AV.AW.AY	AT.AU.AV.AW.AY	AW	AW	*	*	AT.AU.AV.AW.AY	AW	BA.BC		**		BE.BJ

## KYC\_Q2\_3. Technology companies have a responsibility to protect the public from objectionable content/comments

Unweighted base	1245	84	188	210	356	253	134	104	398	387	514	320	29	382	460
<b>Base: All US adults</b>	1245	133	153	183	365	263	126	155	336	388	413	287	17	528	336
Strongly agree	18%	*	AU.AW.AY	AU.AW.AY	AU.AW.AY		*	*	AU.AW.AY		BA.BC		**		BE.BJ
Somewhat agree	27%	11%	32%	33%	26%	26%	30%	15%	33%	27%	32%	27%	30%	22%	35%
		*	AW	AW			AW*	*	AW	AW	BC		**		BE.BJ
Neither agree nor disagree	24%	36%	21%	19%	26%	21%	15%	38%	20%	19%	19%	19%	3%	31%	19%
		AM.AN*			AV		*	R.AS.AU.AV.AX.AY*					**	AZ.BA	
Somewhat disagree	11%	4%	9%	11%	10%	17%	10%	4%	10%	14%	11%	13%	12%	9%	9%
		*			AW		*	*	AW				**		
Strongly disagree	12%	10%	6%	3%	11%	19%	25%	8%	5%	21%	7%	21%	16%	11%	6%
		*			AS.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX*	*		AR.AS.AT.AW.AX		AZ.BC	**		
Don't know	9%	31%	4%	9%	6%	5%	4%	29%	7%	5%	7%	5%	6%	12%	6%
		AM.AN.AO*					*	AS.AT.AU.AV.AX.AY*					**	AZ.BA	
Net: Agree	45%	20%	60%	57%	47%	39%	45%	21%	58%	41%	57%	41%	64%	37%	60%
		*	AT.AU.AV.AW.AY	AU.AW.AY	AW	AW	AW*	*	AT.AU.AV.AW.AY	AW	BA.BC		**		BE.BJ
Net: Disagree	23%	14%	15%	15%	21%	36%	35%	12%	15%	35%	18%	34%	28%	20%	15%
		*				AR.AS.AT.AW.AX	AR.AS.AT.AW.AX*	*		AR.AS.AT.AW.AX		AZ.BC	**		

## KYC\_Q2\_4. Seeing something offensive on social media doesn't really bother me

Unweighted base	1245	84	188	210	356	253	134	104	398	387	514	320	29	382	460
<b>Base: All US adults</b>	1245	133	153	183	365	263	126	155	336	388	413	287	17	528	336
Strongly agree	15%	*		8%	14%		AR.AS.AX	AR.AS.AT.AX*	*	AR.AS.AT.AX		AZ	**		9%
Somewhat agree	19%	12%	20%	24%	21%	18%	22%	7%	22%	19%	20%	19%	31%	18%	21%
		*	AW	AW	AW	AW	AW*	*	AW	AW			**		
Neither agree nor disagree	22%	29%	20%	20%	24%	20%	18%	31%	20%	19%	18%	20%	19%	27%	17%
		AN*					*	AY*					**	AZ	
Somewhat disagree	19%	7%	21%	23%	20%	16%	12%	18%	22%	15%	24%	17%	4%	15%	26%
		*		AV.AY			*	*	AV.AY		BA.BC		**		BE.BJ
Strongly disagree	18%	12%	25%	19%	17%	20%	20%	8%	22%	20%	21%	19%	33%	15%	22%
		*	AW	AW		AW	AW*	*	AW	AW			**		BJ
Don't know	7%	25%	2%	6%	5%	4%	4%	24%	4%	4%	4%	4%	3%	10%	4%
		AM.AN.AO*					*	AS.AT.AU.AV.AX.AY*					**	AZ.BA	
Net: Agree	34%	27%	31%	31%	35%	40%	45%	20%	31%	42%	32%	39%	40%	33%	31%
		*			AW	AW	AR.AS.AW.AX*	*		AR.AS.AW.AX			**		
Net: Disagree	37%	19%	46%	42%	37%	36%	32%	25%	44%	35%	45%	37%	38%	30%	48%
		*	AV.AW.AY	AW			*	*	AW.AY		BA.BC		**		BE.BJ

## KYC\_Q2\_5. I have felt bad about myself as a result of negative comments on something I posted online (e.g., on social media, in a public forum, etc.)

Unweighted base	1245	84	188	210	356	253	134	104	398	387	514	320	29	382	460
<b>Base: All US adults</b>	1245	133	153	183	365	263	126	155	336	388	413	287	17	528	336
Strongly agree	7%	8%	16%	6%	6%	4%	7%	4%	11%	5%	9%	3%	3%	7%	9%
		*	AT.AU.AV.AW.AX.AY				*	*	AS.AU.AY		BA		**		BE
Somewhat agree	15%	19%	17%	17%	12%	15%	9%	19%	17%	13%	14%	9%	19%	18%	14%

# YouGov RealTime Content Moderation

US\_nat\_internal Sample: 26th - 27th March 2019



	Total	2016 Presidential Vote					Did not vote for President	Voting Registration		
		Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other		Yes	No	Don't know
Strongly disagree	12%	10%	16% **	9% **	13% **	26% **	8%	14%	10%	4% **
Don't know	9%	6%	3% **	6% **	- **	9% **	13% BD, BE	7%	12% BK	29% **
Net: Agree	42%	58% BD, BJ	57% **	31% **	62% **	38% **	39% BD	44%	38%	45% **
Net: Disagree	26%	19%	26% **	28% **	38% **	39% **	20% BL	29%	20%	14% **

## KYC\_Q2\_3. Technology companies have a responsibility to protect the public from objectionable content/comments

Unweighted base	1245	383	25	24	5	32	316	1080	138	27
<b>Base: All US adults</b>	1245	329	12	10	2	19	536	834	342	69
Strongly agree	18%	14%	5% **	19% **	- **	3% **	17%	19%	19%	4% **
Somewhat agree	27%	28%	12% **	24% **	- **	22% **	22%	29%	23%	20% **
Neither agree nor disagree	24%	19%	20% **	40% **	- **	30% **	29% BD, BE	20%	34% BK	21% **
Somewhat disagree	11%	13%	26% **	9% **	44% **	6% **	10%	12%	7%	17% **
Strongly disagree	12%	21% BD, BJ	31% **	3% **	56% **	25% **	10%	14%	9%	9% **
Don't know	9%	5%	6% **	4% **	- **	14% **	13% BD, BE	7%	9%	29% **
Net: Agree	45%	42%	18% **	43% **	- **	25% **	38%	48%	42%	24% **
Net: Disagree	23%	34% BD, BJ	56% **	13% **	100% **	31% **	19% BL	26%	15%	25% **

## KYC\_Q2\_4. Seeing something offensive on social media doesn't really bother me

Unweighted base	1245	383	25	24	5	32	316	1080	138	27
<b>Base: All US adults</b>	1245	329	12	10	2	19	536	834	342	69
Strongly agree	15%	20% BD	27% **	10% **	43% **	14% **	15% BD	14%	20%	2% **
Somewhat agree	19%	21%	21% **	35% **	38% **	28% **	15%	21%	15%	15% **
Neither agree nor disagree	22%	18%	18% **	17% **	19% **	12% **	29% BD, BE	19%	26%	49% **
Somewhat disagree	19%	16%	22% **	16% **	- **	23% **	16%	21%	16%	4% **
Strongly disagree	18%	21%	12% **	19% **	- **	19% **	14%	21%	14%	- **
Don't know	7%	4%	- **	4% **	- **	5% **	11% BD, BE	4%	9% BK	29% **
Net: Agree	34%	41% BD, BJ	49% **	45% **	81% **	42% **	31%	35%	35%	18% **
Net: Disagree	37%	36%	33% **	35% **	- **	42% **	30% BL	42%	30%	4% **

## KYC\_Q2\_5. I have felt bad about myself as a result of negative comments on something I posted online (e.g., on social media, in a public forum, etc.)

Unweighted base	1245	383	25	24	5	32	316	1080	138	27
<b>Base: All US adults</b>	1245	329	12	10	2	19	536	834	342	69
Strongly agree	7%	5%	13% **	13% **	19% **	8% **	6%	7%	7%	4% **
Somewhat agree	15%	10%	16% **	26% **	39% **	2% **	18%	13%	19%	12% **

**YouGov RealTime**  
**Content Moderation**

US\_nat\_internal Sample: 26th - 27th March 2019



	Gender		Generation							Region					
	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Neither agree nor disagree	18%	16%	20%	**	F,G	F	16%	20%	**	**	K	18%	18%	17%	16%
Somewhat disagree	13%	14%	13%	4%	8%	16%	15%	22%	-	-	9%	16%	13%	13%	15%
Strongly disagree	39%	40%	37%	7%	29%	37%	50%	44%	100%	-	39%	39%	38%	42%	42%
Don't know	9%	10%	8%	27%	12%	7%	7%	6%	-	-	11%	9%	9%	8%	9%
Net: Agree	21%	20%	22%	**	F,G	23%	12%	9%	-	-	22%	18%	23%	21%	17%
Net: Disagree	52%	54%	50%	10%	37%	53%	65%	65%	100%	-	47%	55%	51%	55%	57%

**KYC\_Q2\_6. I have regretted posting something online (e.g., on social media, in a public forum, etc.) as a result of negative comments someone made on that post**

Unweighted base	1245	550	695	11	403	331	415	84	7	-	217	278	480	270	857
<b>Base: All US adults</b>	1245	605	640	20	418	302	408	90	7	-	211	275	498	261	826
Strongly agree	9%	9%	9%	-	13%	10%	6%	1%	-	-	10%	11%	8%	8%	7%
Somewhat agree	18%	17%	18%	22%	19%	22%	15%	8%	-	-	16%	16%	19%	17%	18%
Neither agree nor disagree	20%	21%	20%	38%	21%	17%	16%	37%	100%	-	18%	12%	24%	22%	17%
Somewhat disagree	11%	10%	12%	-	11%	11%	12%	7%	-	-	9%	17%	9%	9%	11%
Strongly disagree	33%	33%	33%	13%	24%	32%	43%	38%	-	-	37%	34%	29%	36%	36%
Don't know	10%	10%	9%	27%	12%	8%	8%	10%	-	-	9%	10%	10%	9%	10%
Net: Agree	26%	26%	27%	22%	32%	32%	21%	9%	-	-	26%	27%	27%	25%	25%
Net: Disagree	44%	43%	44%	13%	34%	44%	56%	45%	-	-	46%	51%	39%	44%	48%

**KYC\_Q3. Which, if any, of the following do you believe social media companies should do if a piece of content created/shared by a user is deemed to be objectionable? Please select all that apply.**

Unweighted base	1245	550	695	11	403	331	415	84	7	-	217	278	480	270	857
<b>Base: All US adults</b>	1245	605	640	20	418	302	408	90	7	-	211	275	498	261	826
They should remove the content	47%	45%	49%	10%	46%	45%	50%	50%	100%	-	51%	50%	44%	48%	47%
They should ban the user	23%	21%	25%	3%	25%	24%	23%	17%	-	-	27%	23%	23%	21%	23%
They should report the user to law enforcement	21%	24%	19%	18%	24%	20%	20%	19%	-	-	16%	19%	24%	23%	20%
Other	10%	11%	9%	4%	7%	9%	13%	11%	-	-	12%	10%	9%	9%	12%
They shouldn't do anything	11%	14%	8%	-	11%	11%	13%	5%	-	-	9%	12%	10%	13%	12%
Don't know	21%	19%	22%	65%	22%	22%	16%	23%	-	-	20%	22%	21%	19%	21%

**Have you ever been harassed in the following online contexts? Please select one option on each row.**

**KYC\_Q4\_1. In a comment section**

Unweighted base	1245	550	695	11	403	331	415	84	7	-	217	278	480	270	857
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**YouGov RealTime**  
Content Moderation

US\_nat\_internal Sample: 26th - 27th March 2019



	Total	Race			Education				Marital Status					Children unde	
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
		N*	N*	*	U			*		**	*	*	V	**	
Neither agree nor disagree	18%	15%	25%	26%	19%	19%	10%	23%	18%	10%	17%	21%	20%	9%	17%
		*	N*	*	T	T		T*	**	**	*	*	**	**	**
Somewhat disagree	13%	7%	10%	13%	13%	12%	15%	15%	13%	23%	12%	28%	11%	11%	13%
		*	*	*				*	**	**	V,X,Z*	*	**	**	**
Strongly disagree	39%	39%	33%	20%	34%	41%	42%	46%	44%	46%	45%	31%	29%	44%	38%
		Q*	*	*				*	Z	**	Z*	*	**	**	**
Don't know	9%	8%	4%	16%	12%	7%	8%	5%	6%	4%	7%	5%	13%	20%	5%
		*	*	P*	S			*	**	**	*	*	V	**	**
Net: Agree	21%	31%	29%	25%	22%	21%	25%	11%	19%	17%	18%	15%	27%	15%	27%
		N*	N*	*	U	U	U	*	**	**	*	*	V	**	AC
Net: Disagree	52%	46%	43%	33%	47%	53%	56%	61%	56%	69%	57%	59%	40%	56%	51%
		*	*	*			R	R*	Z	**	Z*	Z*	**	**	**

KYC\_Q2\_6. I have regretted posting something online (e.g., on social media, in a public forum, etc.) as a result of negative comments someone made on that post

Unweighted base	1245	146	147	95	454	407	248	136	582	31	134	66	374	58	298
Base: All US adults	1245	164	141	114	491	406	215	134	544	40	141	65	381	75	275
Strongly agree	9%	10%	17%	6%	10%	9%	8%	4%	10%	16%	5%	5%	9%	6%	12%
		*	N*	*	*	*	*	*	**	**	*	*	**	**	**
Somewhat agree	18%	13%	18%	23%	16%	19%	19%	16%	20%	5%	12%	14%	19%	15%	17%
		*	*	*				*	**	**	*	*	**	**	**
Neither agree nor disagree	20%	29%	30%	17%	25%	18%	12%	23%	15%	21%	22%	41%	24%	19%	18%
		N*	N*	*	S,T			T*	**	*	V,X,Z*	V	**	**	**
Somewhat disagree	11%	10%	9%	14%	9%	12%	14%	8%	12%	5%	12%	14%	10%	10%	13%
		*	*	*				*	**	**	*	*	**	**	**
Strongly disagree	33%	32%	20%	25%	28%	35%	35%	42%	36%	49%	40%	23%	26%	33%	35%
		*	*	*				R*	Z	**	Z*	*	**	**	**
Don't know	10%	7%	6%	15%	12%	7%	11%	7%	8%	4%	10%	4%	13%	17%	5%
		*	*	*	S			*	**	**	*	*	V	**	**
Net: Agree	26%	23%	35%	29%	26%	28%	28%	20%	29%	21%	17%	19%	29%	21%	29%
		*	*	*				*	X	**	*	*	X	**	**
Net: Disagree	44%	42%	29%	39%	36%	48%	49%	51%	48%	54%	52%	36%	35%	43%	48%
		*	*	*		R	R	R*	Z	**	Z*	*	**	**	**

KYC\_Q3. Which, if any, of the following do you believe social media companies should do if a piece of content created/shared by a user is deemed to be objectionable? Please select all that apply.

Unweighted base	1245	146	147	95	454	407	248	136	582	31	134	66	374	58	298
Base: All US adults	1245	164	141	114	491	406	215	134	544	40	141	65	381	75	275
They should remove the content	47%	50%	45%	47%	39%	47%	59%	62%	50%	30%	42%	66%	42%	61%	49%
		*	*	*		R,S	R,S*	Z	**	*	X,Z*	*	**	**	**
They should ban the user	23%	25%	27%	17%	18%	24%	29%	28%	25%	34%	20%	22%	20%	25%	32%
		*	*	*		R	*	*	**	*	*	*	**	**	AC
They should report the user to law enforcement	21%	27%	22%	23%	18%	21%	25%	29%	28%	29%	11%	13%	17%	20%	30%
		*	*	*			R*	X,Y,Z	**	*	*	*	**	**	AC
Other	10%	4%	3%	16%	6%	11%	13%	15%	11%	2%	13%	3%	10%	5%	5%
		*	*	O,P*	R	R	R*	*	**	*	*	*	**	**	**
They shouldn't do anything	11%	6%	12%	9%	11%	12%	10%	10%	10%	21%	15%	4%	11%	6%	10%
		*	*	*				*	**	**	*	*	**	**	**
Don't know	21%	20%	15%	26%	29%	16%	15%	14%	16%	10%	23%	16%	28%	22%	16%
		*	*	*	S,T,U			*	**	**	*	*	V	**	**

Have you ever been harassed in the following online contexts? Please select one option on each row.

KYC\_Q4\_1. In a comment section

Unweighted base	1245	146	147	95	454	407	248	136	582	31	134	66	374	58	298
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# YouGov RealTime Content Moderation

US\_nat\_internal Sample: 26th - 27th March 2019



Total	r the age of 18		Income					Type of Area Lived in				Political Identification			
	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Democrat	Republican	Independent	Other	
		AF				*					**			**	
Neither agree nor disagree	18%	18%	19%	17%	15%	17%	24%	18%	17%	18%	53%	18%	20%	18%	13%
							*				**				**
Somewhat disagree	13%	13%	13%	12%	15%	9%	13%	11%	13%	16%	13%	13%	14%	13%	27%
							*				**				**
Strongly disagree	39%	39%	32%	39%	50%	46%	26%	40%	41%	34%	10%	39%	42%	42%	36%
			AH	AD,AE,AH	AD,AH	*					**	AQ	AQ	AQ	**
Don't know	9%	10%	10%	8%	4%	7%	22%	9%	8%	13%	10%	7%	7%	6%	6%
		AB	AF				AD,AE,AF,AG*				**				**
Net: Agree	21%	20%	26%	24%	16%	21%	15%	22%	22%	19%	14%	23%	18%	20%	18%
			AF,AH				*				**				**
Net: Disagree	52%	52%	45%	51%	65%	55%	39%	51%	54%	50%	23%	52%	56%	55%	63%
			AD,AE,AG,AH	AH	*						**	AQ	AQ	AQ	**

KYC\_Q2\_6. I have regretted posting something online (e.g., on social media, in a public forum, etc.) as a result of negative comments someone made on that post

Unweighted base	1245	947	345	237	345	172	146	365	630	238	12	464	310	335	52
<b>Base: All US adults</b>	1245	970	388	224	320	147	166	350	626	250	18	425	292	335	60
Strongly agree	9%	8%	10%	12%	6%	7%	6%	9%	7%	12%	11%	11%	7%	8%	2%
							*				**				**
Somewhat agree	18%	18%	18%	18%	15%	23%	16%	17%	18%	17%	3%	19%	18%	18%	17%
						AF	*				**				**
Neither agree nor disagree	20%	21%	26%	14%	18%	15%	25%	18%	20%	22%	28%	20%	19%	17%	30%
			AE,AF,AG				AE*				**				**
Somewhat disagree	11%	10%	8%	13%	13%	11%	10%	13%	10%	7%	37%	10%	10%	16%	6%
							*	AK			**			AQ	**
Strongly disagree	33%	32%	26%	33%	44%	40%	21%	33%	35%	29%	10%	32%	39%	32%	41%
				AD,AE,AH	AD,AH	*					**		AQ	AQ	**
Don't know	10%	11%	11%	10%	4%	5%	21%	8%	9%	13%	12%	8%	7%	8%	4%
		AB	AF,AG	AF			AD,AE,AF,AG*				**				**
Net: Agree	26%	26%	28%	31%	21%	30%	22%	27%	25%	29%	13%	30%	24%	26%	20%
			AF				*				**				**
Net: Disagree	44%	43%	35%	46%	57%	50%	32%	46%	45%	36%	47%	42%	50%	48%	47%
			AD,AH	AD,AE,AH	AD,AH	*	AK				**	AQ	AQ	AQ	**

KYC\_Q3. Which, if any, of the following do you believe social media companies should do if a piece of content created/shared by a user is deemed to be objectionable? Please select all that apply.

Unweighted base	1245	947	345	237	345	172	146	365	630	238	12	464	310	335	52
<b>Base: All US adults</b>	1245	970	388	224	320	147	166	350	626	250	18	425	292	335	60
They should remove the content	47%	47%	44%	49%	51%	58%	38%	49%	50%	38%	56%	60%	41%	45%	55%
				AH	AD,AH	*	AK		AK		**	AN,AO,AQ	AQ	AQ	**
They should ban the user	23%	21%	24%	23%	24%	29%	14%	25%	22%	23%	18%	30%	22%	19%	19%
						AH	*				**	AQ,AQ			**
They should report the user to law enforcement	21%	19%	18%	24%	21%	30%	19%	26%	20%	20%	11%	26%	23%	19%	11%
						AD	*				**				**
Other	10%	11%	7%	11%	11%	11%	11%	10%	9%	10%	35%	11%	11%	10%	20%
		AB					*				**	AQ	AQ	AQ	**
They shouldn't do anything	11%	11%	9%	10%	13%	11%	9%	11%	10%	11%	19%	4%	18%	14%	10%
							*				**		AM	AM	**
Don't know	21%	22%	24%	17%	15%	13%	35%	18%	19%	28%	9%	16%	15%	23%	15%
			AF,AG				AE,AF,AG*			AI,AJ	**			AM,AN	**

Have you ever been harassed in the following online contexts?  
Please select one option on each row.

KYC\_Q4\_1. In a comment section

Unweighted base	1245	947	345	237	345	172	146	365	630	238	12	464	310	335	52
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**YouGov RealTime**  
Content Moderation

US\_nat\_internal Sample: 26th - 27th March 2019



Total	Political Viewpoint										2012 Presidential Vote				
	Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton	
	*					*	*					**	BA		
Neither agree nor disagree	18%	15%	19%	16%	21%	13%	17%	20%	18%	14%	17%	16%	34%	19%	
	*	*		AU	AU		*	*					**		
Somewhat disagree	13%	5%	12%	14%	16%	13%	16%	4%	13%	14%	11%	17%	2%	13%	
	*	AW	AW	AW	AW	AW	AW*	*	AW	AW		AZ	**		
Strongly disagree	39%	24%	31%	39%	39%	49%	44%	24%	36%	48%	43%	49%	38%	30%	
	*	AW	AW	AW	AR.AT.AW.AX	AW*	*	*		AR.AW.AX	BC	BC	**	40%	
Don't know	9%	28%	3%	8%	7%	6%	6%	29%	6%	6%	6%	6%	3%	13%	
	AM.AN.AO*							AS.AT.AU.AV.AX.AY*					**	AZ.BA	
Net: Agree	21%	27%	34%	23%	18%	19%	16%	23%	28%	18%	23%	12%	23%	25%	
	*	AT.AU.AV.AX.AY					*	*	AT.AU.AV.AY		BA		**	BA	
Net: Disagree	52%	30%	44%	53%	55%	62%	60%	28%	49%	61%	54%	66%	40%	43%	
	*	AW	AW	AR.AW	AR.AW.AX	AR.AW*	*	AW	AR.AW.AX	BC	AZ.BC	**		BJ	

KYC\_Q2\_6. I have regretted posting something online (e.g., on social media, in a public forum, etc.) as a result of negative comments someone made on that post

Unweighted base	1245	84	188	210	356	253	134	104	398	387	514	320	29	382	460
Base: All US adults	1245	133	153	183	365	263	126	155	336	388	413	287	17	528	336
Strongly agree	9%	8%	14%	9%	8%	8%	9%	6%	11%	8%	10%	5%	2%	9%	9%
	*	*					*	*			BA		**		
Somewhat agree	18%	13%	21%	22%	20%	14%	13%	13%	22%	14%	18%	14%	37%	18%	21%
	*		AY				*	*	AY				**		BE
Neither agree nor disagree	20%	27%	15%	17%	20%	21%	20%	30%	16%	20%	18%	19%	17%	23%	17%
	*						*	AR.AS.AX*					**		
Somewhat disagree	11%	5%	12%	12%	14%	11%	7%	5%	12%	9%	10%	12%	13%	11%	12%
	*			AW			*	*					**		
Strongly disagree	33%	21%	32%	31%	31%	39%	44%	22%	31%	41%	35%	44%	28%	25%	34%
	*				AW	AS.AT.AW.AX*	*	*		AS.AT.AW.AX	BC	AZ.BC	**		BJ
Don't know	10%	26%	7%	10%	7%	7%	7%	24%	8%	7%	7%	6%	3%	14%	7%
	AM.AN.AO*						*	AS.AT.AU.AV.AX.AY*					**	AZ.BA	
Net: Agree	26%	21%	35%	31%	28%	22%	22%	20%	33%	22%	29%	20%	40%	27%	30%
	*	AU.AV.AW.AY					*	*	AU.AW.AY		BA		**	BA	
Net: Disagree	44%	26%	44%	43%	45%	50%	51%	26%	43%	50%	45%	56%	40%	36%	45%
	*	AW	AW	AW	AW	AW	AW*	*	AW	AW	BC	AZ.BC	**		BJ

KYC\_Q3. Which, if any, of the following do you believe social media companies should do if a piece of content created/shared by a user is deemed to be objectionable? Please select all that apply.

Unweighted base	1245	84	188	210	356	253	134	104	398	387	514	320	29	382	460
Base: All US adults	1245	133	153	183	365	263	126	155	336	388	413	287	17	528	336
They should remove the content	47%	25%	65%	66%	48%	40%	35%	28%	65%	39%	63%	37%	52%	40%	66%
	*	AT.AU.AV.AW.AY	AT.AU.AV.AW.AY	AV.AW.AY			*	*	AT.AU.AV.AW.AY		BA.BC		**		BE.BJ
They should ban the user	23%	16%	40%	31%	22%	18%	13%	15%	35%	17%	31%	16%	35%	21%	33%
	*	AT.AU.AV.AW.AY	AU.AV.AW.AY				*	*	AT.AU.AV.AW.AY		BA.BC		**		BE.BJ
They should report the user to law enforcement	21%	15%	30%	29%	20%	19%	17%	16%	29%	19%	25%	18%	20%	20%	26%
	*	AT.AU.AV.AW.AY	AT.AW.AY				*	*	AT.AU.AV.AW.AY		BA		**		BE
Other	10%	0%	12%	10%	10%	12%	12%	3%	11%	12%	11%	15%	17%	6%	12%
	*	AW			AW	AW	*	*	AW	AW	BC	BC	**		BJ
They shouldn't do anything	11%	11%	2%	1%	9%	21%	24%	7%	1%	22%	5%	19%	13%	11%	4%
	AM*			AR.AS.AX	AR.AS.AT.AW.AX	AR.AS.AT.AW.AX*	AS.AX*		AR.AS.AT.AW.AX		AZ.BC		**	AZ	
Don't know	21%	46%	15%	14%	19%	15%	18%	50%	14%	16%	13%	19%	16%	28%	13%
	AM.AN.AO*						*	AS.AT.AU.AV.AX.AY*					**	AZ.BA	

Have you ever been harassed in the following online contexts? Please select one option on each row.

KYC\_Q4\_1. In a comment section

Unweighted base	1245	84	188	210	356	253	134	104	398	387	514	320	29	382	460
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**YouGov RealTime**  
Content Moderation

US\_nat\_internal Sample: 26th - 27th March 2019



Total	2016 Presidential Vote						Voting Registration			
	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes	No	Don't know	
		**	**	**	**	BE			**	
Neither agree nor disagree	18%	15%	21%	16%	29%	11%	20%	18%	20%	14%
		**	**	**	**	**				**
Somewhat disagree	13%	16%	11%	7%	-	16%	11%	13%	13%	14%
		**	**	**	**	**				**
Strongly disagree	39%	49%	32%	27%	13%	39%	32%	43%	32%	24%
		BD.BJ	**	**	**	**	BL			**
Don't know	9%	6%	6%	11%	-	24%	13%	6%	11%	32%
		**	**	**	**	**	BD.BE			**
Net: Agree	21%	14%	29%	39%	58%	11%	24%	20%	25%	16%
		**	**	**	**	**	BE			**
Net: Disagree	52%	65%	44%	34%	13%	55%	43%	56%	44%	38%
		BD.BJ	**	**	**	**	BL			**

KYC\_Q2\_6. I have regretted posting something online (e.g., on social media, in a public forum, etc.) as a result of negative comments someone made on that post

Unweighted base	1245	383	25	24	5	32	316	1080	138	27
<b>Base: All US adults</b>	1245	329	12	10	2	19	536	834	342	69
Strongly agree	9%	7%	2%	3%	-	4%	10%	8%	11%	3%
		**	**	**	**	**				**
Somewhat agree	18%	13%	33%	46%	68%	13%	17%	17%	18%	25%
		**	**	**	**	**				**
Neither agree nor disagree	20%	19%	13%	13%	-	12%	23%	18%	22%	33%
		**	**	**	**	**				**
Somewhat disagree	11%	11%	9%	7%	-	13%	10%	12%	11%	2%
		**	**	**	**	**				**
Strongly disagree	33%	44%	34%	23%	32%	28%	26%	38%	27%	4%
		BD.BJ	**	**	**	**	BL			**
Don't know	10%	6%	9%	8%	-	29%	13%	7%	11%	34%
		**	**	**	**	**	BD.BE			**
Net: Agree	26%	20%	35%	49%	68%	17%	27%	25%	29%	27%
		**	**	**	**	**				**
Net: Disagree	44%	55%	43%	30%	32%	41%	37%	50%	38%	6%
		BD.BJ	**	**	**	**	BL			**

KYC\_Q3. Which, if any, of the following do you believe social media companies should do if a piece of content created/shared by a user is deemed to be objectionable? Please select all that apply.

Unweighted base	1245	383	25	24	5	32	316	1080	138	27
<b>Base: All US adults</b>	1245	329	12	10	2	19	536	834	342	69
They should remove the content	47%	39%	34%	64%	13%	34%	41%	50%	45%	25%
		**	**	**	**	**				**
They should ban the user	23%	18%	22%	32%	-	26%	20%	25%	22%	9%
		**	**	**	**	**				**
They should report the user to law enforcement	21%	17%	24%	22%	13%	16%	22%	22%	21%	12%
		**	**	**	**	**				**
Other	10%	14%	9%	26%	29%	14%	6%	13%	5%	-
		BJ	**	**	**	**	BL			**
They shouldn't do anything	11%	19%	17%	4%	-	30%	9%	11%	10%	16%
		BD.BJ	**	**	**	**	BD			**
Don't know	21%	17%	29%	7%	58%	15%	27%	17%	25%	38%
		**	**	**	**	**	BD.BE		BK	**

Have you ever been harassed in the following online contexts?  
Please select one option on each row.

KYC\_Q4\_1. In a comment section

Unweighted base	1245	383	25	24	5	32	316	1080	138	27
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# YouGov RealTime

## Content Moderation

US\_nat\_internal Sample: 26th - 27th March 2019



	Total	Gender		Generation							Region					
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White	
<b>Base: All US adults</b>	1245	605	640	20	418	302	408	90	7	-	211	275	498	261	826	
Yes, I have	27%	26%	28%	4%	28%	33%	26%	15%	-	-	24%	28%	30%	23%	29%	
No, I have not	59%	58%	59%	35%	51%	53%	71%	74%	-	-	64%	59%	55%	62%	60%	
Don't know	10%	9%	11%	**	13%	11%	D.E	D.E*	**	**	5%	9%	13%	8%	8%	
Prefer not to say	4%	7%	2%	**	8%	3%	-	1%	100%	-	7%	4%	2%	6%	3%	
		B		**	E.F	F		*	**	**	L			L		
<b>KYC_Q4_2. On public-facing social media (e.g., a post meant to target you)</b>																
Unweighted base	1245	550	695	11	403	331	415	84	1	-	217	278	480	270	857	
<b>Base: All US adults</b>	1245	605	640	20	418	302	408	90	7	-	211	275	498	261	826	
Yes, I have	18%	18%	17%	-	21%	21%	15%	6%	-	-	16%	16%	20%	17%	18%	
No, I have not	67%	64%	69%	23%	59%	62%	77%	81%	100%	-	69%	70%	62%	71%	68%	
Don't know	11%	11%	11%	**	13%	14%	6%	13%	-	-	8%	8%	15%	10%	10%	
Prefer not to say	4%	7%	2%	45%	8%	3%	1%	*	**	**	7%	5%	3%	3%	4%	
		B		**	E.F.G			-	**	**						
<b>KYC_Q4_3. Privately through social media (a direct message or other private interaction)</b>																
Unweighted base	1245	550	695	11	403	331	415	84	1	-	217	278	480	270	857	
<b>Base: All US adults</b>	1245	605	640	20	418	302	408	90	7	-	211	275	498	261	826	
Yes, I have	22%	22%	22%	28%	31%	25%	14%	10%	-	-	21%	19%	23%	24%	21%	
No, I have not	64%	63%	66%	10%	51%	58%	81%	82%	100%	-	66%	68%	61%	64%	67%	
Don't know	10%	10%	10%	**	11%	15%	5%	8%	-	-	6%	9%	12%	9%	8%	
Prefer not to say	4%	6%	2%	27%	8%	3%	1%	*	**	**	7%	4%	3%	3%	4%	
		B		**	E.F.G			-	**	**						
<b>KYC_Q5. Have you ever taken an online post down (e.g., from social media, public forums, etc.) because of negative comments from others?</b>																
Unweighted base	1245	550	695	11	403	331	415	84	1	-	217	278	480	270	857	
<b>Base: All US adults</b>	1245	605	640	20	418	302	408	90	7	-	211	275	498	261	826	
Yes, I have	20%	18%	22%	24%	21%	22%	20%	11%	-	-	18%	21%	22%	18%	20%	
No, I haven't	55%	57%	53%	51%	50%	56%	57%	63%	100%	-	52%	55%	56%	55%	57%	
Don't know/Can't recall	11%	10%	11%	**	17%	10%	6%	5%	-	-	11%	8%	11%	12%	9%	
Not applicable - I have never posted anything online before	14%	15%	14%	4%	13%	12%	18%	21%	-	-	18%	16%	12%	14%	14%	
			**	**	F.G	F		*	**	**						

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, 95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA, AB/AC, AD/AE/AF/AG/AH, AI/AJ/AK/AL, AM/AN/AO/API/AQ, AR/AS/AT/AU/AV/AW/AX/AY, AZ/BA/BB/BC, BD/BE/BF/B

**YouGov RealTime**  
**Content Moderation**

US\_nat\_internal Sample: 26th - 27th March 2019



	Total	Race			Education				Marital Status						Children unde
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes
<b>Base: All US adults</b>	1245	164	141	114	491	406	215	134	544	40	141	65	381	75	275
Yes, I have	27%	19%	28%	23%	23%	31%	30%	28%	30%	28%	24%	26%	26%	19%	32%
No, I have not	59%	59%	59%	52%	56%	59%	61%	66%	62%	66%	64%	65%	51%	53%	58%
Don't know	10%	14%	10%	16%	15%	8%	7%	2%	7%	2%	11%	7%	14%	12%	9%
Prefer not to say	4%	8%	3%	9%	7%	3%	2%	4%	1%	4%	1%	1%	9%	16%	2%

**KYC\_Q4\_2. On public-facing social media (e.g., a post meant to target you)**

Unweighted base	1245	146	147	95	454	407	248	136	582	31	134	66	374	58	298
<b>Base: All US adults</b>	1245	164	141	114	491	406	215	134	544	40	141	65	381	75	275
Yes, I have	18%	16%	23%	13%	18%	18%	17%	18%	19%	25%	16%	15%	18%	6%	21%
No, I have not	67%	67%	62%	63%	60%	71%	71%	72%	72%	62%	66%	68%	60%	73%	66%
Don't know	11%	14%	12%	15%	16%	8%	10%	6%	8%	11%	15%	15%	14%	13%	10%
Prefer not to say	4%	2%	3%	9%	7%	2%	2%	4%	2%	2%	4%	2%	8%	8%	3%

**KYC\_Q4\_3. Privately through social media (a direct message or other private interaction)**

Unweighted base	1245	146	147	95	454	407	248	136	582	31	134	66	374	58	298
<b>Base: All US adults</b>	1245	164	141	114	491	406	215	134	544	40	141	65	381	75	275
Yes, I have	22%	15%	35%	22%	19%	28%	22%	17%	21%	53%	24%	13%	22%	21%	32%
No, I have not	64%	68%	52%	52%	61%	62%	69%	76%	72%	39%	66%	72%	54%	60%	58%
Don't know	10%	14%	10%	16%	15%	7%	8%	3%	6%	6%	8%	14%	15%	13%	6%
Prefer not to say	4%	3%	3%	9%	6%	3%	2%	4%	1%	2%	2%	1%	9%	7%	3%

**KYC\_Q5. Have you ever taken an online post down (e.g., from social media, public forums, etc.) because of negative comments from others?**

Unweighted base	1245	146	147	95	454	407	248	136	582	31	134	66	374	58	298
<b>Base: All US adults</b>	1245	164	141	114	491	406	215	134	544	40	141	65	381	75	275
Yes, I have	20%	22%	24%	16%	19%	21%	22%	21%	25%	18%	15%	11%	18%	15%	25%
No, I haven't	55%	51%	48%	53%	50%	57%	56%	63%	53%	58%	61%	66%	53%	54%	52%
Don't know/Can't recall	11%	14%	17%	8%	13%	11%	8%	3%	9%	1%	10%	10%	15%	9%	11%
Not applicable - I have never posted anything online before	14%	14%	11%	24%	18%	11%	14%	14%	13%	23%	15%	13%	15%	22%	12%

Cell Contents (ColG/BH/B/BJ, BK/BL/BM, Minimum Base: 30 (\*\*), Small Base: 100 (\*))

**YouGov RealTime**  
**Content Moderation**

US\_nat\_internal Sample: 26th - 27th March 2019



	Total	r the age of 18					Income					Type of Area Lived in				Political Identification			
		No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say	Urban	Suburban/Town	Rural	Other	Democrat	Republican	Independent	Other				
<b>Base: All US adults</b>	1245	970	388	224	320	147	166	350	626	250	18	425	292	335	60				
Yes, I have	27%	26%	26%	28%	25%	36%	23%	30%	24%	31%	22%	28%	27%	29%	36%				
No, I have not	59%	59%	56%	60%	68%	AD.AF.AH	*	59%	62%	54%	29%	59%	67%	60%	59%				
Don't know	10%	10%	15%	10%	4%	AD.AG.AH	*	10%	9%	12%	18%	8%	6%	9%	4%				
Prefer not to say	4%	5%	3%	2%	3%	1%	18%	2%	5%	4%	32%	5%	1%	2%	-				
		AB					AD.AE.AF.AG*		AI		**	AN			**				

**KYC\_Q4\_2. On public-facing social media (e.g., a post meant to target you)**

Unweighted base	1245	947	345	237	345	172	146	365	630	238	12	464	310	335	52
<b>Base: All US adults</b>	1245	970	388	224	320	147	166	350	626	250	18	425	292	335	60
Yes, I have	18%	17%	18%	17%	16%	25%	13%	22%	16%	18%	10%	18%	18%	17%	26%
No, I have not	67%	67%	60%	70%	76%	AD	AD.AH	65%	71%	60%	44%	70%	72%	72%	59%
Don't know	11%	12%	18%	10%	6%	6%	11%	10%	10%	16%	14%	7%	10%	9%	14%
Prefer not to say	4%	5%	4%	3%	1%	0%	18%	3%	4%	6%	32%	4%	1%	2%	-
			AE.AF.AG				AD.AE.AF.AG*				**	AN			**

**KYC\_Q4\_3. Privately through social media (a direct message or other private interaction)**

Unweighted base	1245	947	345	237	345	172	146	365	630	238	12	464	310	335	52
<b>Base: All US adults</b>	1245	970	388	224	320	147	166	350	626	250	18	425	292	335	60
Yes, I have	22%	19%	25%	27%	18%	28%	12%	27%	20%	23%	8%	22%	20%	26%	21%
No, I have not	64%	66%	57%	64%	76%	AD.AE.AG.AH	*	61%	68%	61%	32%	66%	72%	64%	71%
Don't know	10%	11%	13%	9%	5%	6%	15%	9%	9%	12%	28%	8%	7%	8%	8%
Prefer not to say	4%	4%	4%	1%	1%	-	18%	3%	4%	4%	32%	4%	1%	3%	-
			AE.AF.AG				AD.AE.AF.AG*				**	AN			**

**KYC\_Q5. Have you ever taken an online post down (e.g., from social media, public forums, etc.) because of negative comments from others?**

Unweighted base	1245	947	345	237	345	172	146	365	630	238	12	464	310	335	52
<b>Base: All US adults</b>	1245	970	388	224	320	147	166	350	626	250	18	425	292	335	60
Yes, I have	20%	19%	19%	24%	18%	29%	15%	24%	19%	20%	10%	27%	20%	16%	16%
No, I haven't	55%	55%	51%	50%	67%	AD.AF.AH	*	51%	58%	53%	34%	52%	57%	62%	67%
Don't know/Can't recall	11%	10%	13%	10%	6%	7%	18%	12%	9%	10%	56%	9%	8%	11%	10%
Not applicable - I have never posted anything online before	14%	15%	17%	16%	9%	10%	19%	13%	15%	17%	-	12%	15%	11%	8%
			AF				AF.AG*				**				**
			AF				AF*				**				**

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# YouGov RealTime Content Moderation

US\_nat\_internal Sample: 26th - 27th March 2019



	Total	Political Viewpoint								2012 Presidential Vote					
		Not sure	Very liberal	Liberal	Moderate	Conservative	Very conservative	Not sure	NET: Liberal	NET: Conservative	Barack Obama	Mitt Romney	Other candidate	I did not vote	Hillary Clinton
<b>Base: All US adults</b>	1245	133	153	183	365	263	126	155	336	388	413	287	17	528	336
Yes, I have	27%	14%	46%	28%	24%	29%	27%	13%	36%	28%	31%	22%	41%	26%	32%
		*	AT.AU.AV.AW.AX	AW		AW	AW*	*	AS.AT.AW	AW	BA		**		BJ
No, I have not	59%	39%	46%	60%	67%	60%	66%	42%	54%	62%	59%	71%	44%	52%	60%
Don't know	10%	28%	8%	7%	6%	8%	7%	28%	7%	8%	7%	6%	15%	14%	6%
		AM.AN.AO*		AR.AW.AX	AR.AW.AX	AR.AW	AR.AW*	*	AR	AR.AW		AZ.BC	**	AZ.BA	
Prefer not to say	4%	19%	-	6%	3%	3%	0%	17%	3%	2%	3%	0%	-	8%	1%
		AM.AN.AO*		AR.AV.AX			*	AS.AT.AU.AV.AX.	AR		BA		**	AZ.BA	

## KYC\_Q4\_2. On public-facing social media (e.g., a post meant to target you)

Unweighted base	1245	84	188	210	356	253	134	104	398	387	514	320	29	382	460
<b>Base: All US adults</b>	1245	133	153	183	365	263	126	155	336	388	413	287	17	528	336
Yes, I have	18%	13%	30%	15%	16%	19%	16%	13%	22%	18%	21%	13%	26%	18%	21%
		*	AT.AU.AV.AW.AX.AY				*	*	AS		BA		**		BE
No, I have not	67%	36%	62%	72%	73%	71%	72%	40%	67%	72%	71%	77%	59%	58%	71%
Don't know	11%	30%	7%	8%	8%	10%	11%	29%	8%	10%	7%	10%	15%	15%	6%
		AM.AN.AO*					*	AS.AT.AU.AV.AX.AY*					**	AZ	
Prefer not to say	4%	20%	0%	6%	3%	-	1%	18%	3%	0%	1%	0%	-	9%	2%
		AM.AN.AO*		AR.AU.AX.AY	AU.AY		*	AS.AT.AU.AV.AX.	AR.AU.AY				**	AZ.BA	

## KYC\_Q4\_3. Privately through social media (a direct message or other private interaction)

Unweighted base	1245	84	188	210	356	253	134	104	398	387	514	320	29	382	460
<b>Base: All US adults</b>	1245	133	153	183	365	263	126	155	336	388	413	287	17	528	336
Yes, I have	22%	17%	32%	25%	19%	22%	20%	15%	28%	22%	24%	14%	16%	26%	25%
		*	AT.AW.AY				*	*	AT.AW		BA		**	BA	BE
No, I have not	64%	38%	58%	65%	71%	69%	71%	40%	62%	69%	67%	80%	69%	53%	67%
Don't know	10%	27%	10%	4%	7%	9%	7%	26%	7%	8%	8%	6%	15%	13%	7%
		AM.AN.AO*	AS.AX				*	AS.AT.AU.AV.AX.AY*					**	BA	
Prefer not to say	4%	19%	-	6%	2%	0%	2%	19%	3%	1%	1%	0%	-	9%	1%
		AM.AN.AO*		AR.AU.AX.AY			*	AS.AT.AU.AV.AX.	AR.AU				**	AZ.BA	

## KYC\_Q5. Have you ever taken an online post down (e.g., from social media, public forums, etc.) because of negative comments from others?

Unweighted base	1245	84	188	210	356	253	134	104	398	387	514	320	29	382	460
<b>Base: All US adults</b>	1245	133	153	183	365	263	126	155	336	388	413	287	17	528	336
Yes, I have	20%	10%	30%	23%	19%	17%	24%	15%	26%	19%	26%	18%	41%	16%	27%
		*	AT.AU.AW.AY				*	*	AU		BA.BC		**		BE.BJ
No, I haven't	55%	38%	48%	51%	57%	65%	57%	42%	50%	62%	53%	61%	49%	53%	53%
		*			AW	AR.AS.AW.AX	*	*		AR.AS.AW.AX			**		
Don't know/Can't recall	11%	22%	11%	12%	11%	7%	8%	16%	11%	7%	8%	8%	7%	14%	8%
		AM.AN.AO*					*	AU.AY*					**	AZ	
Not applicable - I have never posted anything online before	14%	31%	12%	14%	14%	12%	11%	27%	13%	11%	13%	13%	3%	17%	12%
		AM.AN.AO*					*	AS.AT.AU.AV.AX.AY*					**		

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**YouGov RealTime**  
**Content Moderation**

US\_nat\_internal Sample: 26th - 27th March 2019



Total	2016 Presidential Vote						Voting Registration			
	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Other	Did not vote for President	Yes	No	Don't know	
<b>Base: All US adults</b>	1245	329	12	10	2	19	536	834	342	69
Yes, I have	27%	27%	51%	46%	29%	19%	23%	30%	24%	5%
No, I have not	59%	67%	42%	38%	71%	53%	54%	62%	56%	42%
Don't know	10%	BJ	**	**	**	**	BD, BE	7%	12%	33%
Prefer not to say	4%	5%	3%	16%	-	29%	14%	2%	8%	20%
		**	**	**	**	**	BD, BE		BK	**

**KYC\_Q4\_2. On public-facing social media (e.g., a post meant to target you)**

Unweighted base	1245	383	25	24	5	32	316	1080	138	27
<b>Base: All US adults</b>	1245	329	12	10	2	19	536	834	342	69
Yes, I have	18%	15%	18%	49%	43%	16%	17%	19%	17%	8%
No, I have not	67%	76%	67%	31%	57%	60%	59%	71%	61%	49%
Don't know	11%	BJ	**	**	**	**	BD, BE	9%	14%	28%
Prefer not to say	4%	8%	15%	20%	-	24%	16%	1%	9%	16%
		**	**	**	**	**	BD, BE		BK	**

**KYC\_Q4\_3. Privately through social media (a direct message or other private interaction)**

Unweighted base	1245	383	25	24	5	32	316	1080	138	27
<b>Base: All US adults</b>	1245	329	12	10	2	19	536	834	342	69
Yes, I have	22%	17%	28%	29%	62%	14%	23%	21%	26%	12%
No, I have not	64%	78%	59%	53%	38%	60%	54%	70%	53%	50%
Don't know	10%	BD, BJ	**	**	**	**	BD, BE	7%	12%	28%
Prefer not to say	4%	4%	10%	18%	-	26%	14%	2%	9%	10%
		**	**	**	**	**	BD, BE		BK	**

**KYC\_Q5. Have you ever taken an online post down (e.g., from social media, public forums, etc.) because of negative comments from others?**

Unweighted base	1245	383	25	24	5	32	316	1080	138	27
<b>Base</b>	1245	329	12	10	2	19	536	834	342	69
Yes, I have	20%	18%	34%	24%	62%	26%	16%	23%	17%	7%
No, I haven't	55%	61%	57%	69%	38%	48%	52%	56%	55%	35%
Don't know/Can't recall	11%	BD, BJ	**	**	**	**	BD, BE	9%	10%	28%
Not applicable - I have never posted anything online before	14%	8%	5%	7%	-	7%	14%	12%	18%	29%
		**	**	**	**	**	BD, BE			**

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