

YouGov/ Global Witness Survey Results

Sample Size: 1500 registered voters who are regular users of social media (i.e. used Facebook, Instagram, Twitter, Snapchat, TikTok, Reddit, and YouTube in the past seven days) in Ohio, Pennsylvania and Wisconsin, US

Fieldwork: 13th - 16th October 2020

	2016 President		Gender		Age				Race				Education			Party ID					
Total	Clinton	Trump	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other	HS or less	Some college	College grad	Postgrad	Democrat	Republican	Independent		
Weighted Sample	1500	575	613	694	806	245	320	545	389	1261	145	56	37	581	270	483	166	605	509	329	
Unweighted Sample	1500	608	521	693	807	244	337	545	374	1368	76	26	30	507	284	532	177	614	453	363	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Given the choice, would you like to increase or decrease the amount of time you spend on social media, or would there be no change?

Increase my time on social media	9	10	8	11	7	14	15	7	3	7	25	10	21	11	6	8	7	10	9	7
Decrease my time on social media	31	34	27	29	33	39	32	30	27	33	15	37	26	21	40	35	41	30	28	36
No change	58	55	63	58	58	44	50	61	68	58	60	51	52	66	51	55	50	58	61	54
Don't know	2	1	3	2	2	3	2	1	2	2	0	2	2	2	3	1	1	1	2	3

You previously said you'd like to reduce the amount of time you spend on social media. Which, if any, of the following best describe why this is? (Please check all that apply)

[To those who said they want to decrease time spent on social media. N=509]

Concerns about company	19	15	28	25	15	8	14	29	21	21	0	16	24	12	17	22	30	10	27	26
Data used by company	39	38	42	45	35	42	38	35	44	41	0	33	58	33	40	40	47	34	38	45
Too much time online	66	68	64	56	73	84	61	62	61	66	97	47	35	60	70	67	68	71	66	57
Seen or heard online	21	17	26	20	22	19	23	23	18	23	0	9	16	23	22	22	16	16	24	27
Shared online	2	1	3	4	1	2	5	2	2	3	0	0	0	2	1	4	1	2	3	3
Trolling	23	27	19	25	21	8	26	25	31	24	13	20	16	28	17	23	24	24	15	32
Not popular anymore	4	4	3	3	4	2	3	5	4	3	11	4	0	6	4	3	0	5	2	4
Information overload	33	38	29	29	36	37	37	27	33	35	15	30	4	27	29	35	43	38	28	33
False information	52	53	57	57	49	37	52	58	58	54	28	34	59	53	58	47	54	47	55	57
Not wanting to be compare to others	18	18	12	18	19	34	30	10	6	20	13	9	4	12	19	21	22	21	15	18
Too much ads	35	41	32	35	35	40	30	38	31	36	40	15	25	32	35	37	34	35	30	39
Not interested	13	10	14	16	11	9	10	18	12	13	0	20	48	10	19	13	11	9	17	15
Other	7	7	9	10	5	4	4	11	7	7	20	0	5	6	3	9	10	7	6	7
Don't know	1	0	1	1	0	1	0	1	1	1	0	0	0	1	1	1	0	0	1	0

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	Ideology			Family income						
	Liberal	Moderate	Conservative	Under \$30,000	\$30,000-\$49,999	\$50,000-\$69,999	\$70,000-\$99,999	\$100,000-\$149,999	\$150,000 and over	
Weighted Sample	1500	418	485	552	358	273	261	262	151	91
Unweighted Sample	1500	468	497	484	322	282	264	264	156	105
	%	%	%	%	%	%	%	%	%	%

Given the choice, would you like to increase or decrease the amount of time you spend on social media, or would there be no change?

Increase my time on social media	9	7	9	10	12	11	9	8	9	1
Decrease my time on social media	31	41	25	30	22	30	27	41	35	44
No change	58	51	64	58	65	57	61	51	56	53
Don't know	2	1	2	2	1	3	3	0	1	2

You previously said you'd like to reduce the amount of time you spend on social media. Which, if any, of the following best describe why this is? (Please check all that apply)

[To those who said they want to decrease time spent on social media. N=509]

Concerns about company	19	14	20	27	12	23	23	17	21	18
Data used by company	39	43	37	39	32	36	39	42	41	50
Too much time online	66	71	66	62	64	66	60	62	69	78
Seen or heard online	21	18	29	19	15	25	23	25	11	25
Shared online	2	3	4	2	5	3	0	2	2	5
Trolling	23	27	24	16	17	27	23	23	21	21
Not popular anymore	4	5	3	3	13	5	1	1	1	1
Information overload	33	40	37	23	22	40	27	28	37	43
False information	52	52	59	49	50	51	51	57	43	67
Not wanting to be compare to others	18	20	19	16	22	16	14	16	28	24
Too much ads	35	40	32	31	37	49	27	31	33	27
Not interested	13	11	11	16	6	16	23	16	8	7
Other	7	7	10	6	13	5	6	6	10	4
Don't know	1	0	1	1	1	0	0	1	0	0

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Fieldwork: 13th - 16th October 2020

	Social media used in last 7 days							State			
	Total	Facebook	Twitter	Instagram	Snapchat	TikTok	YouTube	Reddit	Ohio	Pennsylvania	Wisconsin
Weighted Sample	1500	1245	460	524	273	154	1132	273	585	600	315
Unweighted Sample	1500	1243	484	540	295	161	1139	288	500	500	500
	%	%	%	%	%	%	%	%	%	%	%

Given the choice, would you like to increase or decrease the amount of time you spend on social media, or would there be no change?

Increase my time on social media	9	9	15	14	13	13	10	15	10	8	8
Decrease my time on social media	31	31	37	38	42	34	33	35	30	31	33
No change	58	57	47	46	43	50	56	48	58	59	56
Don't know	2	2	2	2	2	3	2	2	2	1	3

You previously said you'd like to reduce the amount of time you spend on social media. Which, if any, of the following best describe why this is? (Please check all that apply)

[To those who said they want to decrease time spent on social media. N=509]

Concerns about company	19	20	23	16	8	12	18	20	20	20	18
Data used by company	39	39	40	42	29	31	40	49	42	37	39
Too much time online	66	67	74	74	78	90	68	77	68	66	63
Seen or heard online	21	22	18	21	24	32	22	21	25	17	23
Shared online	2	2	1	2	2	3	3	3	3	2	3
Trolling	23	24	25	25	16	15	23	20	24	20	27
Not popular anymore	4	4	3	4	3	3	3	0	1	6	3
Information overload	33	31	40	44	38	41	35	45	43	22	34
False information	52	53	47	50	47	54	52	51	52	53	53
Not wanting to be compare to others	18	18	22	26	29	30	20	32	19	17	21
Too much ads	35	36	36	41	35	39	36	43	32	37	36
Not interested	13	12	8	7	6	7	12	11	8	18	12
Other	7	7	8	4	4	5	7	8	9	6	6
Don't know	1	1	1	0	0	0	0	1	1	1	0

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Unweighted Sample	1500	608	521	693	807	244	337	545	374	1368	76	26	30	507	284	532	177	614	453	363
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Approximately when was the last time you saw advertisements (ads) about the Black Lives Matter protests on big social media platforms (e.g. Facebook, Instagram, YouTube etc.)?

In the last day	14	13	16	17	12	24	20	12	5	13	24	8	32	15	14	11	19	13	16	13
In the last couple of days	17	17	18	15	20	25	18	15	15	17	20	21	5	17	22	18	11	19	17	14
In the last week	11	10	12	11	12	12	10	10	13	12	7	15	4	13	13	8	14	11	13	11
In the last 2 weeks	9	8	8	8	10	7	11	10	7	8	9	23	17	10	11	7	6	8	7	13
In the last month	9	11	6	9	9	8	10	7	11	9	8	6	12	9	6	11	6	12	7	6
More than a month ago	4	6	2	4	4	5	3	5	3	3	10	6	5	4	5	4	2	5	2	5
Can't remember	19	17	22	20	17	9	19	22	19	20	9	19	14	16	14	23	23	18	20	18
Not applicable – I haven't seen any ads	17	18	17	17	17	10	9	19	26	18	13	2	11	16	15	19	19	15	18	20

And from what you have seen or heard, do you think the ads about the Black Lives Matter protests on big social media platforms have generally been biased against the protests, supportive of the protests or has it been balanced?

[To those who have remember seeing a BLM ad. N=934]

Generally been biased against the protests	19	22	18	18	20	13	21	20	22	17	26	28	30	19	18	20	19	21	21	15
Generally been supportive of the protests	48	43	55	52	45	54	49	44	48	50	41	28	60	44	51	49	57	44	51	50
Generally been balanced	23	24	19	23	22	25	23	24	19	22	26	33	4	25	25	21	15	24	20	25
Don't know	10	10	9	6	13	9	8	11	11	10	7	11	5	11	6	10	9	10	8	10

And generally speaking, how often, if at all, was it clear who was behind the ads about the Black Lives Matter protests on big social media platforms (e.g. the funder, advertiser)?

[To those who have remember seeing a BLM ad. N=934]

Always	11	10	11	15	8	14	15	10	5	10	22	12	0	14	9	10	10	12	13	8
Most of the time	20	26	18	23	18	22	19	23	15	20	23	22	31	19	24	18	23	25	16	18
Sometimes	26	29	22	20	31	29	32	19	27	27	21	20	33	26	27	26	23	31	24	20
Rarely	19	19	20	18	21	16	18	19	25	20	14	19	24	14	19	25	26	17	19	24
Never	10	3	19	13	8	5	4	15	14	11	8	3	11	10	8	12	10	2	17	15
Can't remember	13	13	10	12	14	15	11	13	13	13	12	24	1	17	13	9	8	12	11	16

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Unweighted Sample	1500	468	497	484	322	282	264	264	156	105
	%	%	%	%	%	%	%	%	%	%

Approximately when was the last time you saw advertisements (ads) about the Black Lives Matter protests on big social media platforms (e.g. Facebook, Instagram, YouTube etc.)?

In the last day	14	12	13	16	14	10	17	13	15	11
In the last couple of days	17	18	18	17	16	20	18	18	22	10
In the last week	11	11	11	12	10	11	13	10	13	16
In the last 2 weeks	9	10	11	7	9	11	8	9	8	5
In the last month	9	10	8	8	12	9	4	12	3	10
More than a month ago	4	4	6	2	5	2	6	4	3	3
Can't remember	19	15	21	19	17	21	19	19	11	30
Not applicable – I haven't seen any ads	17	19	13	19	17	17	15	15	25	17

And from what you have seen or heard, do you think the ads about the Black Lives Matter protests on big social media platforms have generally been biased against the protests, supportive of the protests or has it been balanced?

[To those who have remember seeing a BLM ad. N=934]

Generally been biased against the protests	19	21	20	17	18	21	18	20	18	16
Generally been supportive of the protests	48	48	41	57	44	51	49	44	61	60
Generally been balanced	23	23	28	18	28	19	25	24	12	18
Don't know	10	8	11	7	11	9	8	12	8	6

And generally speaking, how often, if at all, was it clear who was behind the ads about the Black Lives Matter protests on big social media platforms (e.g. the funder, advertiser)?

[To those who have remember seeing a BLM ad. N=934]

Always	11	10	9	13	12	11	17	5	14	9
Most of the time	20	27	17	19	20	19	22	20	25	13
Sometimes	26	33	29	19	29	25	23	28	23	36
Rarely	19	18	18	23	16	20	14	23	21	25
Never	10	2	10	17	10	6	13	10	11	10
Can't remember	13	11	17	9	12	19	10	14	5	7

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Unweighted Sample	1500	1243	484	540	295	161	1139	288	500	500	500
	%	%	%	%	%	%	%	%	%	%	%

Approximately when was the last time you saw advertisements (ads) about the Black Lives Matter protests on big social media platforms (e.g. Facebook, Instagram, YouTube etc.)?

In the last day	14	14	20	22	25	21	16	25	13	15	14
In the last couple of days	17	18	19	22	27	29	18	16	16	19	17
In the last week	11	12	13	12	11	13	11	12	12	10	11
In the last 2 weeks	9	9	9	10	11	10	9	7	9	8	10
In the last month	9	9	7	8	7	5	9	5	7	11	8
More than a month ago	4	4	3	4	4	3	4	4	3	5	3
Can't remember	19	19	18	13	10	16	18	18	21	17	18
Not applicable – I haven't seen any ads	17	15	11	9	6	5	15	13	19	14	19

And from what you have seen or heard, do you think the ads about the Black Lives Matter protests on big social media platforms have generally been biased against the protests, supportive of the protests or has it been balanced?

[To those who have remember seeing a BLM ad. N=934]

Generally been biased against the protests	19	20	22	21	18	20	18	21	21	16	22
Generally been supportive of the protests	48	48	48	48	48	54	50	50	49	49	45
Generally been balanced	23	22	23	26	28	20	23	22	21	24	24
Don't know	10	10	7	5	7	5	9	7	9	10	10

And generally speaking, how often, if at all, was it clear who was behind the ads about the Black Lives Matter protests on big social media platforms (e.g. the funder, advertiser)?

[To those who have remember seeing a BLM ad. N=934]

Always	11	11	13	12	12	19	12	16	13	12	7
Most of the time	20	20	25	23	23	29	21	24	22	21	15
Sometimes	26	26	28	31	31	23	27	26	25	26	29
Rarely	19	20	20	17	17	14	18	20	18	19	24
Never	10	11	7	7	5	5	9	7	14	8	8
Can't remember	13	12	8	10	12	11	12	7	8	15	17

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Unweighted Sample	1500	608	521	693	807	244	337	545	374	1368	76	26	30	507	284	532	177	614	453	363
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Approximately when was the last time you saw advertising about the mail-in ballots for the 2020 Presidential election on big social media platforms (e.g. Facebook, Instagram, Youtube etc.)?

In the last day	44	48	44	41	46	44	50	43	39	43	44	58	70	41	48	43	52	48	43	37
In the last couple of days	22	19	23	22	22	28	24	20	20	23	20	14	5	22	21	22	22	21	22	24
In the last week	8	8	7	9	7	10	7	6	10	8	10	6	6	7	10	7	9	8	8	7
In the last 2 weeks	3	3	4	3	4	3	3	4	3	4	2	0	0	4	2	3	2	3	3	5
In the last month	2	1	2	3	1	3	2	2	1	2	3	2	4	2	1	2	1	1	3	1
More than a month ago	0	0	0	1	0	1	1	0	0	0	1	2	0	0	0	1	0	0	1	1
Can't remember	9	8	8	10	8	6	7	10	10	8	12	11	4	10	8	9	5	8	8	12
Not applicable – I haven't seen any ads	12	13	11	11	12	5	7	14	18	13	9	6	11	13	10	12	10	11	11	15

And from what you have seen or heard, do you think ads about the mail-in ballots for the 2020 Presidential election on big social media platforms have generally been biased against mail-in ballots, supportive of mail-in ballots or has it been balanced?

[To those who have remember seeing a mail-in ballot ad. N=1189]

Generally been biased against mail-in ballots	15	15	15	16	14	13	15	16	15	15	19	15	8	19	11	13	16	16	16	13
Generally been supportive of mail-in ballots	56	63	55	60	53	55	57	54	58	57	52	48	71	47	57	62	68	57	52	63
Generally been balanced	22	18	24	19	25	26	20	22	21	21	27	32	16	26	26	19	12	22	25	17
Don't know	7	4	6	5	8	6	8	7	5	7	3	6	6	7	6	7	5	5	7	7

And how often, if at all, was it clear where the ads about mail-in ballots for the 2020 Presidential election on big social media platforms were coming from (e.g. the advertiser, funder)?

[To those who have remember seeing a mail-in ballot ad. N=1189]

Always	13	14	12	15	11	16	13	14	9	11	28	21	15	16	11	12	11	17	10	10
Most of the time	29	32	26	30	27	30	30	26	30	29	35	7	19	28	30	29	25	33	25	25
Sometimes	24	24	24	23	25	28	28	21	21	25	13	39	16	23	26	23	28	25	25	19
Rarely	13	13	15	14	12	8	17	14	13	14	3	25	30	11	11	15	21	9	14	22
Never	7	3	11	8	7	5	3	11	8	7	8	8	10	8	8	7	7	4	10	9
Can't remember	14	13	14	10	17	14	10	13	18	15	13	0	12	15	15	14	8	11	16	14

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	%	%	%	%	%	%	%	%	%	%

Approximately when was the last time you saw advertising about the mail-in ballots for the 2020 Presidential election on big social media platforms (e.g. Facebook, Instagram, Youtube etc.)?

In the last day	44	49	39	46	40	46	44	41	47	50
In the last couple of days	22	19	26	21	22	18	27	23	19	19
In the last week	8	8	7	8	9	7	4	11	10	8
In the last 2 weeks	3	2	4	4	4	4	4	3	1	1
In the last month	2	1	0	3	2	0	2	2	2	3
More than a month ago	0	1	1	0	0	0	0	1	1	0
Can't remember	9	7	10	8	9	13	9	6	5	8
Not applicable – I haven't seen any ads	12	12	12	12	13	11	11	13	14	11

And from what you have seen or heard, do you think ads about the mail-in ballots for the 2020 Presidential election on big social media platforms have generally been biased against mail-in ballots, supportive of mail-in ballots or has it been balanced?

[To those who have remember seeing a mail-in ballot ad. N=1189]

Generally been biased against mail-in ballots	15	15	17	13	12	18	20	14	11	11
Generally been supportive of mail-in ballots	56	62	50	59	51	52	57	62	62	66
Generally been balanced	22	17	25	23	29	24	18	19	19	19
Don't know	7	5	8	5	8	5	6	5	8	4

And how often, if at all, was it clear where the ads about mail-in ballots for the 2020 Presidential election on big social media platforms were coming from (e.g. the advertiser, funder)?

[To those who have remember seeing a mail-in ballot ad. N=1189]

Always	13	13	11	15	15	11	16	13	14	7
Most of the time	29	32	30	24	27	31	33	24	26	33
Sometimes	24	28	25	22	24	23	22	27	26	23
Rarely	13	13	14	13	11	15	12	18	12	19
Never	7	3	7	11	7	7	8	8	9	5
Can't remember	14	10	14	15	16	12	11	10	12	13

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	%	%	%	%	%	%	%	%	%	%	%

Approximately when was the last time you saw advertising about the mail-in ballots for the 2020 Presidential election on big social media platforms (e.g. Facebook, Instagram, Youtube etc.)?

In the last day	44	47	49	54	55	50	47	50	34	52	46
In the last couple of days	22	22	23	21	24	26	22	26	25	19	22
In the last week	8	8	8	7	9	12	7	7	9	7	6
In the last 2 weeks	3	3	2	3	4	2	3	3	4	3	3
In the last month	2	2	2	2	2	3	2	2	3	1	2
More than a month ago	0	0	1	0	1	0	0	0	0	0	0
Can't remember	9	9	9	8	3	3	8	7	11	7	7
Not applicable – I haven't seen any ads	12	9	7	5	3	3	10	6	13	10	13

And from what you have seen or heard, do you think ads about the mail-in ballots for the 2020 Presidential election on big social media platforms have generally been biased against mail-in ballots, supportive of mail-in ballots or has it been balanced?

[To those who have remember seeing a mail-in ballot ad.
N=1189]

Generally been biased against mail-in ballots	15	15	16	16	15	13	15	14	17	14	15
Generally been supportive of mail-in ballots	56	57	58	55	51	54	56	57	55	59	53
Generally been balanced	22	23	23	24	28	26	23	23	20	22	26
Don't know	7	6	4	4	6	7	6	5	9	4	7

And how often, if at all, was it clear where the ads about mail-in ballots for the 2020 Presidential election on big social media platforms were coming from (e.g. the advertiser, funder)?

[To those who have remember seeing a mail-in ballot ad.
N=1189]

Always	13	14	14	15	14	21	14	16	13	15	10
Most of the time	29	29	33	32	32	28	29	29	26	32	26
Sometimes	24	24	24	28	26	22	25	27	22	25	26
Rarely	13	13	14	11	13	11	14	14	13	11	17
Never	7	7	5	6	4	4	6	5	11	5	6
Can't remember	14	14	10	9	12	14	12	9	15	12	15

Sample Size: 1500 registered voters who are regular users of social media (i.e. used Facebook, Instagram, Twitter, Snapchat, TikTok, Reddit, and YouTube in the past seven days) in Ohio, Pennsylvania and Wisconsin, US

Fieldwork: 13th - 16th October 2020

	2016 President		Gender		Age				Race				Education				Party ID			
Total	Clinton	Trump	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other	HS or less	Some college	College grad	Postgrad	Democrat	Republican	Independent	
Weighted Sample	1500	575	613	694	806	245	320	545	389	1261	145	56	37	581	270	483	166	605	509	329
Unweighted Sample	1500	608	521	693	807	244	337	545	374	1368	76	26	30	507	284	532	177	614	453	363
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Approximately when was the last time you saw ads questioning the validity of the 2020 Presidential election on big social media platforms (e.g. Facebook, Instagram, Youtube etc.)?

In the last day	16	15	17	17	14	15	21	16	11	14	22	21	22	17	13	15	16	15	17	13
In the last couple of days	18	18	19	20	16	25	18	17	14	18	17	20	15	18	18	19	15	17	19	17
In the last week	10	10	9	10	11	14	9	13	5	10	14	10	2	11	13	9	8	12	9	10
In the last 2 weeks	5	3	5	5	5	8	4	3	6	5	2	6	0	5	7	4	5	4	5	5
In the last month	4	6	3	3	5	2	5	5	3	3	6	13	12	4	7	3	3	6	3	3
More than a month ago	1	1	1	1	1	0	2	1	1	1	0	0	0	1	1	1	1	1	1	1
Can't remember	16	16	16	16	16	12	15	15	20	16	13	15	24	16	16	16	15	17	15	17
Not applicable – I haven't seen any ads	30	32	29	28	32	25	25	30	39	32	26	15	26	28	25	33	37	28	30	35

And from what you have seen or heard, do you think the ads questioning the validity of the 2020 Presidential election on social media platforms have generally been critical or supportive of it, or has it been balanced?

[To those who have remember seeing an ad questioning the validity of the 2020 Presidential. N=782]

Generally been critical of the validity of the 2020 Presidential election	51	50	55	52	51	42	47	57	56	54	42	48	32	52	45	52	63	49	57	49
Generally been supportive of the validity of the 2020 Presidential election	21	23	20	22	19	23	21	19	21	19	30	16	58	22	17	22	19	23	19	18
Generally been balanced	20	21	17	18	21	25	22	18	16	19	27	23	10	19	29	18	13	22	17	22
Don't know	8	6	8	7	9	10	10	6	8	9	2	12	0	8	10	8	5	6	8	11

And how often, if at all, was it clear where the ads questioning the validity of the 2020 Presidential election on big social media platforms were coming from (e.g. the advertiser, funder)?

[To those who have remember seeing an ad questioning the validity of the 2020 Presidential. N=782]

Always	15	17	13	15	14	17	16	13	13	14	26	14	1	14	12	14	24	18	11	11
Most of the time	28	26	33	29	27	25	29	26	33	27	33	31	44	33	30	24	18	30	28	26
Sometimes	29	31	28	30	29	29	32	32	22	30	27	18	31	28	32	31	25	30	30	28
Rarely	14	15	10	11	16	19	11	11	16	14	8	30	8	12	12	16	17	14	11	19
Never	5	4	9	6	5	3	2	8	6	6	3	3	17	4	5	6	12	2	8	7
Can't remember	9	7	7	8	10	7	8	9	10	10	3	3	0	10	9	10	4	7	11	8

Sample Size: 1500 registered voters who are regular users of social media (i.e. used Facebook, Instagram, Twitter, Snapchat, TikTok, Reddit, and YouTube in the past seven days) in Ohio, Pennsylvania and Wisconsin, US

Fieldwork: 13th - 16th October 2020

	Ideology			Family income						
	Liberal	Moderate	Conservative	Under \$30,000	\$30,000-\$49,999	\$50,000-\$69,999	\$70,000-\$99,999	\$100,000-\$149,999	\$150,000 and over	
Weighted Sample	1500	418	485	552	358	273	261	262	151	91
Unweighted Sample	1500	468	497	484	322	282	264	264	156	105
	%	%	%	%	%	%	%	%	%	%

Approximately when was the last time you saw ads questioning the validity of the 2020 Presidential election on big social media platforms (e.g. Facebook, Instagram, Youtube etc.)?

In the last day	16	14	14	18	13	20	16	16	14	9
In the last couple of days	18	16	21	16	18	17	23	14	18	19
In the last week	10	12	11	9	13	10	8	9	14	8
In the last 2 weeks	5	3	4	6	5	5	5	7	4	2
In the last month	4	5	4	3	5	3	5	4	4	4
More than a month ago	1	1	1	1	1	1	1	1	1	2
Can't remember	16	17	16	16	17	18	13	18	12	17
Not applicable – I haven't seen any ads	30	32	29	31	29	26	29	31	32	39

And from what you have seen or heard, do you think the ads questioning the validity of the 2020 Presidential election on social media platforms have generally been critical or supportive of it, or has it been balanced?

[To those who have remember seeing an ad questioning the validity of the 2020 Presidential. N=782]

Generally been critical of the validity of the 2020 Presidential election	51	53	50	55	45	49	57	53	51	64
Generally been supportive of the validity of the 2020 Presidential election	21	24	21	19	21	18	18	28	25	16
Generally been balanced	20	19	22	17	21	24	19	16	21	9
Don't know	8	5	7	8	13	8	6	4	2	11

And how often, if at all, was it clear where the ads questioning the validity of the 2020 Presidential election on big social media platforms were coming from (e.g. the advertiser, funder)?

[To those who have remember seeing an ad questioning the validity of the 2020 Presidential. N=782]

Always	15	15	14	15	17	20	16	9	15	5
Most of the time	28	29	24	31	23	28	38	30	23	29
Sometimes	29	29	35	25	29	25	24	32	37	31
Rarely	14	16	16	10	15	12	10	14	16	21
Never	5	3	4	9	6	4	7	6	5	6
Can't remember	9	7	7	10	10	11	5	9	3	8

Sample Size: 1500 registered voters who are regular users of social media (i.e. used Facebook, Instagram, Twitter, Snapchat, TikTok, Reddit, and YouTube in the past seven days) in Ohio, Pennsylvania and Wisconsin, US

Fieldwork: 13th - 16th October 2020

	Social media used in last 7 days							State			
	Total	Facebook	Twitter	Instagram	Snapchat	TikTok	YouTube	Reddit	Ohio	Pennsylvania	Wisconsin
Weighted Sample	1500	1245	460	524	273	154	1132	273	585	600	315
Unweighted Sample	1500	1243	484	540	295	161	1139	288	500	500	500
	%	%	%	%	%	%	%	%	%	%	%

Approximately when was the last time you saw ads questioning the validity of the 2020 Presidential election on big social media platforms (e.g. Facebook, Instagram, Youtube etc.)?

In the last day	16	17	17	20	22	22	18	20	13	20	12
In the last couple of days	18	19	20	24	20	26	18	21	15	20	17
In the last week	10	10	11	10	14	15	11	11	11	10	11
In the last 2 weeks	5	5	5	5	5	5	5	5	5	4	5
In the last month	4	4	4	4	4	2	3	4	5	3	4
More than a month ago	1	1	1	1	1	1	1	1	1	1	0
Can't remember	16	16	14	15	15	10	14	12	17	14	19
Not applicable – I haven't seen any ads	30	28	27	22	21	19	29	28	33	28	31

And from what you have seen or heard, do you think the ads questioning the validity of the 2020 Presidential election on social media platforms have generally been critical or supportive of it, or has it been balanced?

[To those who have remember seeing an ad questioning the validity of the 2020 Presidential. N=782]

Generally been critical of the validity of the 2020 Presidential election	51	52	54	51	47	46	51	49	54	51	49
Generally been supportive of the validity of the 2020 Presidential election	21	21	19	21	19	24	22	23	20	22	19
Generally been balanced	20	20	21	21	26	22	19	21	20	20	21
Don't know	8	7	6	7	8	8	8	7	7	7	12

And how often, if at all, was it clear where the ads questioning the validity of the 2020 Presidential election on big social media platforms were coming from (e.g. the advertiser, funder)?

[To those who have remember seeing an ad questioning the validity of the 2020 Presidential. N=782]

Always	15	15	18	17	14	14	16	20	15	14	15
Most of the time	28	28	24	29	28	28	29	25	23	33	26
Sometimes	29	30	33	31	34	26	29	30	31	28	28
Rarely	14	13	15	13	13	19	14	15	13	12	17
Never	5	5	4	5	5	4	5	6	9	3	3
Can't remember	9	8	6	5	5	9	7	3	8	8	11

Sample Size: 1500 registered voters who are regular users of social media (i.e. used Facebook, Instagram, Twitter, Snapchat, TikTok, Reddit, and YouTube in the past seven days) in Ohio, Pennsylvania and Wisconsin, US

Fieldwork: 13th - 16th October 2020

	2016 President		Gender		Age				Race				Education				Party ID			
Total	Clinton	Trump	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other	HS or less	Some college	College grad	Postgrad	Democrat	Republican	Independent	
Weighted Sample	1500	575	613	694	806	245	320	545	389	1261	145	56	37	581	270	483	166	605	509	329
Unweighted Sample	1500	608	521	693	807	244	337	545	374	1368	76	26	30	507	284	532	177	614	453	363
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about social media companies and online advertising, which of the following best reflects your view?

Social media companies should do more to provide information on how online advertising has been targeted	61	67	58	66	56	58	58	64	61	63	48	47	65	52	58	68	77	64	55	66
Social media companies are doing all they reasonably can to provide information on how online advertising has been targeted	17	18	15	15	19	26	24	14	11	16	27	24	17	22	16	13	14	19	15	15
Don't know	22	15	27	18	25	16	18	22	28	21	25	29	18	26	25	19	9	17	29	20

Thinking about online political advertising, which of the following best reflects your view?

Advertisers that post political content should be able to target certain groups so that only those people can see it and others can't	15	14	15	17	13	19	19	15	8	14	16	16	21	14	14	16	15	14	17	13
Advertisers that post political content should make ads that are viewable by anyone	68	70	66	67	68	66	67	65	74	68	70	66	46	67	65	68	74	68	63	72
Don't know	18	16	19	16	19	16	14	20	18	18	14	18	33	19	21	16	11	17	20	15

Thinking about online political advertising, which of the following best reflects your view?

Social media companies should do more to provide information on how online political advertising has been targeted	68	75	67	72	65	64	59	72	75	70	54	67	59	60	68	73	83	69	64	75
Social media companies are doing all they reasonably can to provide information on how online political advertising has been funded	15	13	15	16	14	18	27	12	8	14	25	6	29	19	13	13	11	16	17	10
Don't know	16	12	17	12	20	18	14	16	18	16	21	27	12	20	19	14	6	14	19	15

Do you think social media companies should or should not be allowed to use each of the following for targeting online political advertising?

Your gender																					
Should be allowed	35	36	32	41	30	51	38	31	28	34	49	31	38	36	40	32	33	39	33	32	
Should not be allowed	58	59	62	51	64	39	53	62	68	59	45	62	51	55	55	60	65	55	60	62	
Don't know	7	5	6	8	6	10	8	7	4	7	6	7	11	9	5	7	2	6	8	6	
Your location (e.g. neighborhood, district, county)																					
Should be allowed	34	37	32	35	33	33	41	37	25	34	35	33	40	27	37	36	47	37	30	37	
Should not be allowed	59	58	61	57	60	56	51	57	69	59	61	58	40	64	54	58	49	56	63	56	
Don't know	7	6	7	8	7	11	8	7	6	7	4	9	20	9	9	6	3	7	8	7	
Your age																					
Should be allowed	35	34	31	40	30	52	44	28	24	34	44	26	24	34	38	33	36	39	32	31	
Should not be allowed	59	60	64	52	64	39	48	65	72	59	54	69	65	57	58	60	61	57	60	61	

Sample Size: 1500 registered voters who are regular users of social media (i.e. used Facebook, Instagram, Twitter, Snapchat, TikTok, Reddit, and YouTube in the past seven days) in Ohio, Pennsylvania and Wisconsin, US

Fieldwork: 13th - 16th October 2020

	Ideology			Family income						
	Liberal	Moderate	Conservative	Under \$30,000	\$30,000-\$49,999	\$50,000-\$69,999	\$70,000-\$99,999	\$100,000-\$149,999	\$150,000 and over	
Weighted Sample	1500	418	485	552	358	273	261	262	151	91
Unweighted Sample	1500	468	497	484	322	282	264	264	156	105
	%	%	%	%	%	%	%	%	%	%

Thinking about social media companies and online advertising, which of the following best reflects your view?

Social media companies should do more to provide information on how online advertising has been targeted	61	74	59	56	50	59	61	68	63	82
Social media companies are doing all they reasonably can to provide information on how online advertising has been targeted	17	14	20	17	22	23	19	9	17	7
Don't know	22	12	21	27	27	18	20	23	20	11

Thinking about online political advertising, which of the following best reflects your view?

Advertisers that post political content should be able to target certain groups so that only those people can see it and others can't	15	14	14	16	14	16	18	12	17	16
Advertisers that post political content should make ads that are viewable by anyone	68	71	67	68	65	68	65	72	70	66
Don't know	18	14	19	16	20	15	17	15	13	19

Thinking about online political advertising, which of the following best reflects your view?

Social media companies should do more to provide information on how online political advertising has been targeted	68	82	64	65	59	73	67	73	73	83
Social media companies are doing all they reasonably can to provide information on how online political advertising has been funded	15	8	19	17	19	15	21	11	13	7
Don't know	16	10	17	17	22	12	12	16	14	10

Do you think social media companies should or should not be allowed to use each of the following for targeting online political advertising?

Your gender										
Should be allowed	35	38	36	34	33	35	41	31	40	45
Should not be allowed	58	56	58	59	59	59	53	63	54	47
Don't know	7	6	6	7	8	6	7	6	6	9
Your location (e.g. neighborhood, district, county)										
Should be allowed	34	42	34	29	30	33	37	28	41	51
Should not be allowed	59	52	57	65	60	60	57	65	55	43
Don't know	7	6	9	6	10	7	6	7	4	6
Your age										
Should be allowed	35	41	32	33	33	34	38	29	39	49
Should not be allowed	59	54	61	61	58	60	56	65	55	45

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	Total	Facebook	Twitter	Instagram	Snapchat	TikTok	YouTube	Reddit	Ohio	Pennsylvania	Wisconsin
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Unweighted Sample	1500	1243	484	540	295	161	1139	288	500	500	500
	%	%	%	%	%	%	%	%	%	%	%

Thinking about social media companies and online advertising, which of the following best reflects your view?

Social media companies should do more to provide information on how online advertising has been targeted	61	61	70	67	62	63	64	76	61	60	63
Social media companies are doing all they reasonably can to provide information on how online advertising has been targeted	17	17	15	19	22	23	17	14	16	19	15
Don't know	22	21	15	14	17	13	19	10	22	21	22

Thinking about online political advertising, which of the following best reflects your view?

Advertisers that post political content should be able to target certain groups so that only those people can see it and others can't	15	16	18	19	22	17	16	18	14	15	17
Advertisers that post political content should make ads that are viewable by anyone	68	68	72	68	63	69	69	74	71	67	63
Don't know	18	16	11	14	16	14	15	8	16	18	20

Thinking about online political advertising, which of the following best reflects your view?

Social media companies should do more to provide information on how online political advertising has been targeted	68	68	72	67	64	62	70	75	66	70	70
Social media companies are doing all they reasonably can to provide information on how online political advertising has been funded	15	15	15	17	23	22	16	18	17	14	14
Don't know	16	17	13	15	13	16	15	8	17	16	16

Do you think social media companies should or should not be allowed to use each of the following for targeting online political advertising?

Your gender											
Should be allowed	35	37	44	45	46	49	38	42	37	35	32
Should not be allowed	58	57	51	49	48	46	55	50	58	58	58
Don't know	7	7	5	6	6	5	7	8	5	7	9
Your location (e.g. neighborhood, district, county)											
Should be allowed	34	35	44	39	39	36	37	46	38	31	32
Should not be allowed	59	58	51	54	53	59	56	49	55	61	60
Don't know	7	7	6	7	8	5	7	5	7	8	8
Your age											
Should be allowed	35	35	45	46	49	54	38	44	38	32	32
Should not be allowed	59	58	50	48	45	42	55	50	57	61	58

Sample Size: 1500 registered voters who are regular users of social media (i.e. used Facebook, Instagram, Twitter, Snapchat, TikTok, Reddit, and YouTube in the past seven days) in Ohio, Pennsylvania and Wisconsin, US

Fieldwork: 13th - 16th October 2020

	2016 President		Gender		Age				Race				Education				Party ID					
	Total	Clinton	Trump	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other	HS or less	Some college	College grad	Postgrad	Democrat	Republican	Independent		
Weighted Sample	1500	575	613	694	806	245	320	545	389	1261	145	56	37	581	270	483	166	605	509	329		
Unweighted Sample	1500	608	521	693	807	244	337	545	374	1368	76	26	30	507	284	532	177	614	453	363		
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
Your race or ethnicity	Don't know	7	5	6	8	5	9	7	7	4	7	1	5	11	9	4	6	3	4	8	8	
	Should be allowed	23	20	24	26	20	33	28	21	14	21	32	27	24	25	21	21	19	24	24	18	
	Should not be allowed	71	76	70	66	75	57	65	73	83	72	65	60	66	68	74	71	78	71	68	77	
	Don't know	6	4	6	8	5	10	8	6	3	6	2	13	11	7	5	7	3	5	7	6	
Who the advertiser thinks you may have voted for at the last election	Should be allowed	15	15	16	15	25	18	15	8	14	29	11	9	13	12	17	22	18	13	14		
	Should not be allowed	75	78	77	72	77	59	70	77	87	76	69	76	70	75	77	74	74	73	76	79	
	Don't know	10	7	8	12	8	16	12	9	6	10	2	13	21	12	11	8	5	9	11	7	
Your income	Should be allowed	11	13	10	14	9	16	12	13	6	10	21	19	9	9	12	12	16	14	9	10	
	Should not be allowed	83	83	85	78	86	72	80	83	91	84	72	71	79	84	83	82	80	79	85	85	
	Don't know	6	5	5	8	5	13	8	4	3	6	7	9	12	8	5	6	4	7	6	5	
What the advertiser thinks your sexuality might be	Should be allowed	11	9	12	14	8	17	14	10	5	10	18	8	13	9	14	10	16	10	12	12	
	Should not be allowed	80	83	80	76	84	66	76	82	90	82	71	71	63	81	77	82	79	81	80	82	
	Don't know	9	8	8	10	8	17	9	8	4	8	10	21	24	11	8	8	5	10	8	7	
Personal data that you've shared on social media platforms and your past behavior on that platform online (e.g. videos watched, posts liked or shared)	Should be allowed	18	17	17	19	17	29	24	16	9	17	23	11	25	14	21	19	23	19	17	18	
	Should not be allowed	74	75	77	72	76	59	68	77	85	75	71	68	59	75	73	73	74	73	76	75	
	Don't know	8	8	7	9	7	11	8	8	6	7	6	20	16	10	6	8	3	8	7	7	
Your online behavior outside of the social media company (e.g. browsing history of websites visited, purchases made)	Should be allowed	12	11	11	13	10	13	15	12	6	10	19	12	18	11	10	13	13	12	12	11	
	Should not be allowed	82	84	83	80	83	74	76	82	90	84	70	76	65	80	82	82	84	80	81	84	
	Don't know	7	5	6	7	7	13	8	6	3	6	11	12	17	9	8	5	3	8	6	5	
Do you think social media companies have or have not already used each of the following to target you with online political advertising?	Your gender	Yes, they have	62	67	60	65	60	63	69	63	55	61	67	71	75	54	66	68	69	64	59	64
	No, they haven't	15	14	16	14	16	14	14	15	17	15	21	8	8	20	14	11	7	15	17	12	
	Don't know	23	19	24	21	24	23	17	22	28	24	12	21	16	26	19	21	23	21	23	24	
Your location (e.g. neighborhood, district, county)	Yes, they have	66	68	66	70	63	65	70	69	61	67	70	44	75	58	70	70	80	67	63	69	
	No, they haven't	14	15	14	13	15	14	15	13	16	13	20	28	8	21	13	10	5	15	15	13	

Sample Size: 1500 registered voters who are regular users of social media (i.e. used Facebook, Instagram, Twitter, Snapchat, TikTok, Reddit, and YouTube in the past seven days) in Ohio, Pennsylvania and Wisconsin, US

Fieldwork: 13th - 16th October 2020

	Ideology			Family income						
	Total	Liberal	Moderate	Conservative	Under \$30,000	\$30,000-\$49,999	\$50,000-\$69,999	\$70,000-\$99,999	\$100,000-\$149,999	\$150,000 and over
Weighted Sample	1500	418	485	552	358	273	261	262	151	91
Unweighted Sample	1500	468	497	484	322	282	264	264	156	105
	%	%	%	%	%	%	%	%	%	%
Your race or ethnicity	Don't know	7	5	7	6	8	6	6	6	6
	Should be allowed	23	23	20	24	24	19	27	20	30
	Should not be allowed	71	72	73	70	69	75	66	74	65
	Don't know	6	4	7	6	7	5	7	6	6
Who the advertiser thinks you may have voted for at the last election	Should be allowed	15	17	13	16	16	13	17	15	20
	Should not be allowed	75	74	75	77	73	77	75	76	72
	Don't know	10	9	12	7	10	10	8	9	8
Your income	Should be allowed	11	14	9	12	12	8	15	9	12
	Should not be allowed	83	79	85	83	80	88	79	85	80
	Don't know	6	6	6	5	8	5	6	6	8
What the advertiser thinks your sexuality might be	Should be allowed	11	9	10	13	11	9	12	10	15
	Should not be allowed	80	83	81	79	79	83	79	82	77
	Don't know	9	8	9	9	10	8	8	8	8
Personal data that you've shared on social media platforms and your past behavior on that platform online (e.g. videos watched, posts liked or shared)	Should be allowed	18	20	17	17	18	15	19	17	29
	Should not be allowed	74	74	75	75	71	77	75	76	64
	Don't know	8	6	8	7	11	8	6	6	6
Your online behavior outside of the social media company (e.g. browsing history of websites visited, purchases made)	Should be allowed	12	9	12	13	15	8	13	9	18
	Should not be allowed	82	84	82	81	75	86	82	84	77
	Don't know	7	7	6	6	10	6	5	7	5
Do you think social media companies have or have not already used each of the following to target you with online political advertising?										
Your gender	Yes, they have	62	65	62	62	50	64	67	67	74
	No, they haven't	15	12	17	14	23	10	17	10	10
	Don't know	23	22	21	23	27	26	16	23	17
Your location (e.g. neighborhood, district, county)	Yes, they have	66	71	64	67	54	68	70	67	76
	No, they haven't	14	12	17	13	22	12	14	11	10

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Fieldwork: 13th - 16th October 2020

	Social media used in last 7 days							State				
	Total	Facebook	Twitter	Instagram	Snapchat	TikTok	YouTube	Reddit	Ohio	Pennsylvania	Wisconsin	
Weighted Sample	1500	1245	460	524	273	154	1132	273	585	600	315	
Unweighted Sample	1500	1243	484	540	295	161	1139	288	500	500	500	
	%	%	%	%	%	%	%	%	%	%	%	
Your race or ethnicity	Don't know	7	7	5	6	6	4	6	6	5	7	10
	Should be allowed	23	23	28	29	32	32	24	30	24	21	22
	Should not be allowed	71	71	67	65	62	62	69	65	70	73	70
	Don't know	6	6	5	6	6	6	4	6	6	6	8
Who the advertiser thinks you may have voted for at the last election	Should be allowed	15	15	19	21	23	20	17	18	16	16	14
	Should not be allowed	75	75	72	70	66	70	73	73	76	74	74
	Don't know	10	10	9	9	12	10	10	9	8	10	12
Your income	Should be allowed	11	11	16	15	13	10	13	15	12	12	10
	Should not be allowed	83	83	78	79	83	84	80	79	83	81	84
	Don't know	6	6	6	7	4	6	7	5	5	7	7
What the advertiser thinks your sexuality might be	Should be allowed	11	11	16	15	18	14	12	16	12	9	11
	Should not be allowed	80	81	76	75	74	77	79	74	81	80	80
	Don't know	9	8	8	10	8	8	9	10	6	11	10
Personal data that you've shared on social media platforms and your past behavior on that platform online (e.g. videos watched, posts liked or shared)	Should be allowed	18	18	24	27	28	28	19	30	20	16	18
	Should not be allowed	74	74	70	66	66	66	72	64	72	77	73
	Don't know	8	8	5	8	6	6	8	6	7	7	10
Your online behavior outside of the social media company (e.g. browsing history of websites visited, purchases made)	Should be allowed	12	11	15	15	14	14	12	16	13	10	12
	Should not be allowed	82	82	79	77	78	80	81	79	80	83	80
	Don't know	7	7	6	8	8	7	7	5	7	7	7
Do you think social media companies have or have not already used each of the following to target you with online political advertising?												
Your gender	Yes, they have	62	64	70	69	72	75	65	72	58	64	66
	No, they haven't	15	15	14	12	14	10	14	12	17	15	11
	Don't know	23	21	16	19	14	16	21	16	24	21	23
Your location (e.g. neighborhood, district, county)	Yes, they have	66	68	74	71	74	71	69	81	66	65	69
	No, they haven't	14	13	13	12	13	12	13	9	14	16	12

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Fieldwork: 13th - 16th October 2020

	2016 President		Gender		Age				Race				Education			Party ID				
Total	Clinton	Trump	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other	HS or less	Some college	College grad	Postgrad	Democrat	Republican	Independent	
Weighted Sample	1500	575	613	694	806	245	320	545	389	1261	145	56	37	581	270	483	166	605	509	329
Unweighted Sample	1500	608	521	693	807	244	337	545	374	1368	76	26	30	507	284	532	177	614	453	363
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Don't know	19	16	21	17	21	15	19	23	20	10	28	17	21	16	20	16	18	21	19	

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	Ideology			Family income						
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Unweighted Sample	1500	468	497	484	322	282	264	264	156	105
	%	%	%	%	%	%	%	%	%	%
Don't know	19	17	18	21	24	20	15	22	14	10

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	Social media used in last 7 days							State			
	Total	Facebook	Twitter	Instagram	Snapchat	TikTok	YouTube	Reddit	Ohio	Pennsylvania	Wisconsin
Weighted Sample	1500	1245	460	524	273	154	1132	273	585	600	315
Unweighted Sample	1500	1243	484	540	295	161	1139	288	500	500	500
	%	%	%	%	%	%	%	%	%	%	%
Don't know	19	19	13	16	13	17	18	10	20	19	18

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Unweighted Sample	1500	608	521	693	807	244	337	545	374	1368	76	26	30	507	284	532	177	614	453	363
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Your age																				
Yes, they have	60	63	59	63	57	64	67	59	54	60	59	59	78	53	63	64	71	60	58	64
No, they haven't	15	14	17	14	17	15	16	15	15	15	19	15	8	20	15	12	10	15	17	13
Don't know	25	23	25	23	26	21	17	26	30	25	21	26	14	27	22	25	19	24	25	23
Your race or ethnicity																				
Yes, they have	55	57	55	58	52	52	61	57	49	53	66	60	63	49	56	59	64	55	53	59
No, they haven't	16	15	17	16	17	18	16	14	19	16	20	17	11	23	18	10	10	17	19	13
Don't know	29	28	28	25	31	30	23	29	32	31	14	23	27	28	26	31	25	28	28	28
Who the advertiser thinks you may have voted for at the last election																				
Yes, they have	54	53	58	55	54	53	60	56	48	55	47	41	69	46	56	59	66	53	54	58
No, they haven't	17	18	16	16	18	19	15	18	17	16	28	13	11	22	20	12	11	19	18	14
Don't know	28	29	26	29	28	28	25	26	35	28	24	46	19	32	24	29	23	29	28	28
Your income																				
Yes, they have	42	42	45	46	38	41	42	45	39	43	37	30	50	36	43	45	55	39	43	46
No, they haven't	24	26	23	23	25	25	31	19	25	22	39	32	16	29	25	20	18	28	24	19
Don't know	34	32	32	31	37	34	27	36	36	35	24	38	34	36	32	35	27	33	33	35
What the advertiser thinks your sexuality might be																				
Yes, they have	45	43	47	51	40	50	47	46	38	45	48	21	50	38	50	45	57	42	44	51
No, they haven't	24	27	21	23	24	24	27	22	22	22	36	35	21	29	22	21	14	27	22	21
Don't know	32	30	32	27	36	25	26	32	40	33	16	44	29	33	28	34	29	31	33	28
Personal data that you've shared with the social media company and your past behavior on that platform online (e.g. posts liked, videos watched, posts shared)																				
Yes, they have	62	63	62	62	61	63	67	63	55	63	49	60	68	52	66	66	77	60	60	68
No, they haven't	15	16	15	15	16	13	15	15	17	14	27	14	15	21	13	12	8	17	16	12
Don't know	23	21	23	23	23	25	18	22	28	23	24	25	17	28	20	22	14	23	23	21
Your online behavior outside of the social media company (e.g. browsing history of websites visited, purchases made)																				
Yes, they have	63	66	63	65	61	62	68	62	60	64	56	51	77	54	66	68	73	63	60	67
No, they haven't	14	14	14	12	15	12	12	14	15	13	23	7	8	18	14	11	8	15	16	10
Don't know	23	21	23	23	24	26	20	24	25	23	21	42	15	27	21	22	19	22	24	23

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	%	%	%	%	%	%	%	%	%	%
Your age										
Yes, they have	60	64	60	59	53	62	64	60	70	65
No, they haven't	15	13	18	14	21	11	17	10	11	13
Don't know	25	23	22	27	26	27	19	30	19	22
Your race or ethnicity										
Yes, they have	55	52	57	56	47	55	59	59	64	57
No, they haven't	16	15	17	16	25	14	16	11	11	14
Don't know	29	32	25	27	28	31	25	29	25	30
Who the advertiser thinks you may have voted for at the last election										
Yes, they have	54	58	51	56	42	48	62	59	69	60
No, they haven't	17	16	21	15	27	15	17	10	10	15
Don't know	28	27	29	28	31	37	21	31	22	25
Your income										
Yes, they have	42	40	41	45	36	38	47	44	53	50
No, they haven't	24	24	28	21	28	27	24	18	19	19
Don't know	34	36	31	35	37	34	29	37	28	31
What the advertiser thinks your sexuality might be										
Yes, they have	45	46	44	46	37	43	51	46	59	44
No, they haven't	24	25	27	20	29	20	24	21	18	22
Don't know	32	30	29	34	34	37	25	33	24	34
Personal data that you've shared with the social media company and your past behavior on that platform online (e.g. posts liked, videos watched, posts shared)										
Yes, they have	62	69	58	61	52	60	66	67	75	65
No, they haven't	15	12	18	15	22	14	17	10	8	11
Don't know	23	19	23	24	26	26	16	24	17	24
Your online behavior outside of the social media company (e.g. browsing history of websites visited, purchases made)										
Yes, they have	63	68	59	64	52	60	69	69	69	70
No, they haven't	14	11	17	13	21	14	15	7	9	9
Don't know	23	22	23	23	27	27	16	25	21	21

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	%	%	%	%	%	%	%	%	%	%	%
Your age											
Yes, they have	60	62	69	66	71	72	63	75	59	59	64
No, they haven't	15	15	14	13	15	11	14	12	14	17	14
Don't know	25	23	17	20	14	17	23	14	27	24	23
Your race or ethnicity											
Yes, they have	55	57	62	61	63	57	56	65	55	52	61
No, they haven't	16	16	16	16	16	18	16	13	15	19	15
Don't know	29	27	22	23	21	25	28	21	30	29	24
Who the advertiser thinks you may have voted for at the last election											
Yes, they have	54	56	63	59	61	60	57	69	53	54	58
No, they haven't	17	17	17	17	19	17	17	15	18	18	12
Don't know	28	27	20	24	20	23	26	16	28	28	29
Your income											
Yes, they have	42	43	46	44	46	46	43	49	43	39	46
No, they haven't	24	24	25	24	27	26	24	26	24	27	20
Don't know	34	33	29	32	26	27	33	25	33	35	34
What the advertiser thinks your sexuality might be											
Yes, they have	45	46	53	50	55	47	47	56	44	44	49
No, they haven't	24	23	22	22	23	26	24	24	25	24	20
Don't know	32	31	25	28	22	27	29	20	31	32	31
Personal data that you've shared with the social media company and your past behavior on that platform online (e.g. posts liked, videos watched, posts shared)											
Yes, they have	62	64	71	71	73	72	65	74	63	59	66
No, they haven't	15	15	13	12	12	12	15	10	15	18	10
Don't know	23	21	16	17	15	16	21	16	22	23	24
Your online behavior outside of the social media company (e.g. browsing history of websites visited, purchases made)											
Yes, they have	63	65	68	68	68	72	65	74	62	63	64
No, they haven't	14	14	12	11	14	11	13	11	15	15	10
Don't know	23	21	19	21	18	17	22	16	23	22	26

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Unweighted Sample	1500	608	521	693	807	244	337	545	374	1368	76	26	30	507	284	532	177	614	453	363
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Microtargeting is a form of online targeted advertising delivered to a niche audience based on recorded personal data (e.g. your demographics, purchase history, what you like).

To what extent do you think microtargeting helps or hinders democracy in the US?

Helps a lot	3	3	3	3	2	6	3	2	2	2	10	5	0	4	2	2	4	3	2	2
Helps a fair amount	5	4	5	7	3	7	6	4	3	4	6	7	6	6	3	6	2	5	4	4
Helps a little	7	9	6	6	9	11	10	5	6	7	10	8	23	8	8	6	6	10	6	5
Neither helps nor hinders	21	22	20	19	22	20	19	21	22	21	24	22	17	23	20	20	18	24	20	17
Hinders a little	11	11	10	10	11	9	13	10	10	11	12	9	1	11	10	10	12	13	10	7
Hinders a fair amount	16	18	14	15	16	12	15	16	17	17	8	2	9	11	20	16	23	15	14	20
Hinders a lot	23	21	26	24	21	16	20	26	25	23	14	33	23	18	22	27	27	17	24	32
Don't know	15	11	17	15	15	19	13	15	16	15	16	14	21	19	15	14	8	14	18	14

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	%	%	%	%	%	%	%	%	%	%

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To what extent do you think microtargeting helps or hinders democracy in the US?

Helps a lot	3	2	2	3	5	0	4	2	2	0
Helps a fair amount	5	4	6	4	3	7	6	6	4	3
Helps a little	7	9	7	6	10	10	5	5	7	9
Neither helps nor hinders	21	20	23	19	24	24	18	17	21	22
Hinders a little	11	12	10	10	11	9	8	12	12	9
Hinders a fair amount	16	19	15	15	11	14	19	18	17	23
Hinders a lot	23	23	20	26	17	22	22	26	26	29
Don't know	15	11	16	16	18	14	18	14	11	5

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	%	%	%	%	%	%	%	%	%	%	%

Microtargeting is a form of online targeted advertising delivered to a niche audience based on recorded personal data (e.g. your demographics, purchase history, what you like).

To what extent do you think microtargeting helps or hinders democracy in the US?

Helps a lot	3	3	4	4	3	3	3	5	4	2	1
Helps a fair amount	5	5	5	7	9	8	5	9	6	4	4
Helps a little	7	8	8	9	12	15	7	10	8	7	9
Neither helps nor hinders	21	21	21	21	22	27	21	21	17	27	17
Hinders a little	11	11	12	11	11	8	11	8	10	10	11
Hinders a fair amount	16	16	17	16	12	10	17	15	15	15	18
Hinders a lot	23	22	21	18	17	16	20	23	26	19	25
Don't know	15	15	11	14	14	13	14	10	15	16	15