

YouGov Survey: Social Media and Free Speech



Sample 1156 U.S. adult citizens
 Conducted January 8 - 12, 2025
 Margin of Error ±3.8%

1. Do you think Americans are generally free to express their views?

Yes	78%
No	15%
Not sure	7%

2. Do you agree or disagree with the following?

	Agree	Disagree	Not sure
The internet gives people access to a wider range of views	85%	7%	9%
The internet makes it easier for large groups to collectively shame someone for their views	82%	8%	10%
The internet makes it easier for extremists to connect and spread their views	81%	6%	12%
The internet makes it easier for people in minority groups to connect with each other	75%	7%	18%
Free speech does not mean that social media platforms are obligated to amplify or widely distribute every person's views	65%	14%	20%
The internet makes it easier for people to share their views without consequences	58%	27%	15%
The internet makes it harder for people to distance themselves from views they shared in the past but no longer hold	57%	17%	26%
The internet helps put the views of ordinary citizens on a more level playing field with the views of elites	55%	25%	21%
The internet promotes people finding common ground	51%	27%	22%
The internet should be a free speech zone, where speech should be uncensored	48%	29%	23%

3. On average, how much time do you spend on social media per day?

None	8%
Less than 1 hour	23%
1 - 2 hours	26%
3 - 4 hours	22%
5 - 6 hours	10%
7 - 8 hours	5%
9 - 10 hours	2%
11 - 12 hours	1%
More than 12 hours	2%
Not sure	2%

4. Which of the following social media platforms have you used recently? Please select all that apply.

Facebook	73%
YouTube	64%
Instagram	41%
TikTok	29%
X (formerly Twitter)	28%
WhatsApp	25%
Pinterest	18%
Snapchat	16%
LinkedIn	16%
Reddit	15%
Telegram	13%
Nextdoor	10%
Discord	9%
Threads	7%
BlueSky	5%
Twitch	4%
Tumblr	3%
Other	2%
I do not use social media	5%

5. Which of the following social media platforms do you use most often?

Facebook	37%
YouTube	21%
X (formerly Twitter)	7%
WhatsApp	7%
Instagram	7%
TikTok	5%
Reddit	3%
Pinterest	1%
Snapchat	1%
BlueSky	1%
Telegram	1%
LinkedIn	1%
Discord	1%
Nextdoor	0%
Threads	0%
Tumblr	0%
Twitch	0%
Other	0%
I do not use social media	5%

6. Thinking about your ideal social media platform, in which of the following ways would you most prefer content to be displayed?

- Chronological: Posts are displayed in the order they were published, with the newest posts appearing first. 51%
- Algorithm-based: Posts are displayed based on an algorithm that considers factors such as the user's interests and behavior, the popularity of the content, and the engagement it receives. 24%
- Curated: Posts are selected by an editorial team or an appointed user. 4%
- Not sure 22%

7. Thinking about your ideal social media platform, which of the following approaches to content moderation would you prefer?

- Human moderation: A team of human moderators identifies and removes content that violates the platform's terms of service. 25%
- Automated moderation: The platform uses algorithms to identify and remove content that violates the platform's terms of service. 17%
- User reporting: The platform relies on users to report content that violates its terms of service, and a team of moderators reviews reported content, removing content they find to be in violation. 22%
- Minimal moderation: The platform has minimal or no moderation, allowing most or all content to remain on the platform regardless of whether it violates the terms of service. 16%
- Not sure 21%

8. In general, do you think the way that most major social media platforms regulate the content posted to their sites is... ?

- Too strict 22%
- About right 30%
- Not strict enough 30%
- Not sure 18%

9. Do you think social media companies have a responsibility to... ?

	Yes	No	Not sure
Prevent users from harassing others on their site	76%	14%	11%
Prevent users from posting hate speech or racist content on their site	70%	19%	11%
Prevent users from spreading conspiracy theories or false information on their site	61%	24%	15%
Expose users to diverse perspectives on their site	48%	27%	25%

10. Which of the following do you think is the best approach for social media companies to take in response to false information being posted by users on their platforms?

Adding context from independent fact-checking organizations	28%
Adding user-contributed context	8%
Making posts less visible	7%
Deleting posts	33%
No action	8%
Not sure	16%

11. Generally speaking, how transparent do you think social media companies are in sharing the process they use to regulate and remove content posted to their sites?

Very transparent	8%
Somewhat transparent	18%
Not very transparent	31%
Not at all transparent	29%
Not sure	14%

12. Do you think social media companies should be more or less transparent in sharing the process they use to regulate and remove content posted to their sites?

More transparent	66%
About the right amount	17%
Less transparent	3%
Not sure	14%

13. How often do you think social media platforms remove content that does not violate their content rules?

Very often	21%
Somewhat often	29%
Not very often	22%
Not at all often	7%
Not sure	21%

14. How often do you think social media platforms allow content to remain up that does violate their content rules?

Very often	24%
Somewhat often	31%
Not very often	18%
Not at all often	6%
Not sure	21%

15. How often do you think social media platforms allow content to remain up that violates federal laws?

Very often	10%
Somewhat often	25%
Not very often	22%
Not at all often	10%
Not sure	33%

16. What do you think would be worse on a social media platform?

A piece of harmful content is not removed	62%
A piece of unarmful content is removed	25%
Not sure	13%

17. When it comes to reviewing posts flagged for potentially violating their policies, do you think that social media companies typically prioritize requests from influential people or groups, or do they handle all requests equally?

Prioritize requests from influential people or groups	54%
Handle all requests equally	24%
Not sure	22%

18. In general, do you think social media companies are fair in applying the rules for fact checking and censorship, or do you think they are biased?

Fair	20%
Biased	57%
Not sure	23%

19. In general, do you think social media outlets are...?

Biased in favor of Democrats	28%
Biased in favor of Republicans	16%
Not politically biased either way	26%
Don't know	30%

20. How serious of a problem do you think the following are when it comes to social media platforms?

	A very serious problem	A somewhat serious problem	A minor problem	Not a problem	Not sure
Spread of misinformation	50%	25%	13%	5%	7%
Negative impact on children's development	50%	25%	10%	5%	10%
Negative impact on mental health	43%	25%	15%	6%	11%
Harassment of users	37%	30%	19%	5%	9%
Political bias among fact-checkers	37%	25%	15%	5%	18%
Inadequate privacy	36%	29%	17%	5%	13%

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Excessive censorship by social media companies	25%	26%	20%	12%	18%
Algorithms designed to maximize engagement	24%	24%	17%	10%	24%
Creation of echo chambers	19%	21%	14%	4%	41%
Lack of government regulation	18%	27%	18%	18%	19%
Lack of competition between companies	18%	23%	22%	14%	22%

21. In your opinion, should a post containing each of the following be removed by a social media site?

	Should be removed	Should not be removed	Not sure
A nude photo of someone posted without their consent	88%	5%	6%
Private information obtained through hacking	86%	6%	8%
Someone's personal details, such as their real name and address, shared without their permission	85%	7%	8%
A call to commit violence	81%	9%	11%
An image of a swastika	53%	23%	24%

22. Do you have a favorable or an unfavorable opinion of the following people?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Don't know
Mark Zuckerberg	7%	21%	25%	29%	18%
Elon Musk	20%	24%	14%	31%	12%
Warren Buffett	15%	31%	12%	10%	33%

YouGov Survey: Social Media and Free Speech



Interviewing Dates	January 8 - 12, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 5.556, with a mean of one and a standard deviation of 0.878.
Number of respondents	1156
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	82 questions not reported.

YouGov Survey: Social Media and Free Speech

January 8 - 12, 2025 - 1156 U.S. adult citizens



1. Americans Free to Express Views

Do you think Americans are generally free to express their views?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	78%	82%	74%	82%	76%	77%	77%	79%	82%	70%	73%
No	15%	14%	17%	11%	15%	18%	15%	16%	11%	18%	19%
Not sure	7%	5%	9%	7%	9%	5%	7%	5%	8%	13%	9%
Totals	100%	101%	100%	100%	100%	100%	99%	100%	101%	101%	101%
Unweighted N	(1,156)	(571)	(585)	(291)	(217)	(379)	(269)	(667)	(171)	(194)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	78%	87%	72%	76%	89%	72%	72%	77%	92%	84%	78%	75%	79%
No	15%	8%	19%	18%	8%	21%	20%	17%	5%	13%	12%	18%	16%
Not sure	7%	4%	9%	6%	3%	6%	8%	6%	3%	3%	10%	7%	5%
Totals	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,156)	(385)	(421)	(350)	(462)	(424)	(482)	(370)	(203)	(202)	(253)	(427)	(274)

YouGov Survey: Social Media and Free Speech

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2A. The Internet and Free Speech — The internet gives people access to a wider range of views

Do you agree or disagree with the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	85%	85%	84%	85%	79%	88%	85%	85%	90%	84%	75%
Disagree	7%	7%	7%	5%	13%	4%	5%	6%	7%	7%	13%
Not sure	9%	8%	9%	10%	8%	8%	9%	9%	3%	9%	13%
Totals	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	101%
Unweighted N	(1,150)	(567)	(583)	(290)	(216)	(376)	(268)	(663)	(170)	(194)	(123)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	85%	87%	81%	86%	86%	82%	86%	85%	79%	84%	84%	87%	81%
Disagree	7%	7%	7%	5%	7%	8%	5%	8%	9%	8%	6%	6%	8%
Not sure	9%	6%	11%	8%	6%	10%	9%	7%	12%	8%	11%	7%	10%
Totals	101%	100%	99%	99%	99%	100%	100%	100%	100%	100%	101%	100%	99%
Unweighted N	(1,150)	(383)	(420)	(347)	(462)	(421)	(479)	(369)	(202)	(200)	(252)	(425)	(273)

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2B. The Internet and Free Speech — The internet makes it easier for large groups to collectively shame someone for their views

Do you agree or disagree with the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	82%	82%	82%	80%	79%	84%	84%	84%	81%	75%	76%
Disagree	8%	9%	8%	6%	15%	7%	7%	7%	12%	8%	12%
Not sure	10%	9%	10%	14%	6%	10%	10%	8%	8%	17%	12%
Totals	100%	100%	100%	100%	100%	101%	101%	99%	101%	100%	100%
Unweighted N	(1,154)	(571)	(583)	(291)	(217)	(379)	(267)	(666)	(171)	(194)	(123)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	82%	81%	83%	81%	88%	84%	79%	84%	87%	87%	86%	78%	81%
Disagree	8%	10%	6%	10%	6%	10%	9%	9%	8%	8%	6%	9%	10%
Not sure	10%	9%	11%	9%	6%	6%	12%	7%	6%	5%	8%	13%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,154)	(385)	(420)	(349)	(462)	(423)	(480)	(370)	(203)	(201)	(252)	(427)	(274)

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2C. The Internet and Free Speech — The internet makes it easier for extremists to connect and spread their views

Do you agree or disagree with the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	81%	78%	84%	76%	73%	85%	89%	85%	83%	69%	68%
Disagree	6%	9%	4%	8%	8%	5%	4%	5%	5%	9%	14%
Not sure	12%	13%	12%	16%	19%	9%	7%	10%	13%	22%	18%
Totals	99%	100%	100%	100%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(1,150)	(569)	(581)	(291)	(217)	(379)	(263)	(662)	(171)	(194)	(123)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	81%	86%	82%	75%	92%	77%	82%	82%	84%	84%	83%	81%	79%
Disagree	6%	6%	4%	10%	2%	11%	6%	6%	9%	5%	5%	7%	7%
Not sure	12%	8%	14%	15%	5%	13%	13%	12%	7%	11%	12%	12%	15%
Totals	99%	100%	100%	100%	99%	101%	101%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,150)	(385)	(419)	(346)	(462)	(419)	(478)	(369)	(202)	(200)	(252)	(425)	(273)

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2D. The Internet and Free Speech — The internet makes it easier for people in minority groups to connect with each other

Do you agree or disagree with the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	75%	75%	75%	82%	75%	72%	72%	73%	83%	76%	78%
Disagree	7%	9%	5%	5%	11%	7%	3%	6%	8%	7%	10%
Not sure	18%	17%	20%	13%	13%	22%	24%	21%	10%	18%	13%
Totals	100%	101%	100%	100%	99%	101%	99%	100%	101%	101%	101%
Unweighted N	(1,149)	(569)	(580)	(290)	(216)	(378)	(265)	(664)	(169)	(193)	(123)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	75%	76%	77%	71%	76%	74%	75%	73%	78%	84%	69%	76%	74%
Disagree	7%	7%	5%	8%	6%	8%	5%	8%	8%	6%	7%	7%	7%
Not sure	18%	17%	18%	20%	18%	19%	20%	19%	13%	10%	25%	18%	19%
Totals	100%	100%	100%	99%	100%	101%	100%	100%	99%	100%	101%	101%	100%
Unweighted N	(1,149)	(385)	(418)	(346)	(462)	(421)	(480)	(367)	(202)	(200)	(252)	(424)	(273)

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2E. The Internet and Free Speech — Free speech does not mean that social media platforms are obligated to amplify or widely distribute every person's views

Do you agree or disagree with the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	65%	63%	67%	75%	62%	62%	65%	66%	67%	65%	60%
Disagree	14%	17%	12%	8%	18%	14%	16%	14%	10%	14%	18%
Not sure	20%	20%	21%	17%	20%	24%	19%	20%	23%	21%	22%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,152)	(568)	(584)	(290)	(217)	(378)	(267)	(665)	(170)	(193)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	65%	72%	65%	60%	76%	55%	66%	63%	68%	70%	64%	65%	65%
Disagree	14%	13%	11%	19%	11%	24%	11%	17%	20%	17%	12%	14%	15%
Not sure	20%	15%	24%	21%	14%	22%	24%	20%	11%	14%	25%	20%	21%
Totals	99%	100%	100%	100%	101%	101%	101%	100%	99%	101%	101%	99%	101%
Unweighted N	(1,152)	(384)	(420)	(348)	(461)	(422)	(481)	(369)	(202)	(198)	(253)	(427)	(274)

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2F. The Internet and Free Speech — The internet makes it easier for people to share their views without consequences

Do you agree or disagree with the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	58%	57%	60%	62%	53%	59%	59%	60%	58%	50%	57%
Disagree	27%	31%	23%	21%	33%	24%	31%	25%	33%	31%	25%
Not sure	15%	12%	17%	17%	14%	17%	10%	14%	9%	19%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,153)	(571)	(582)	(291)	(217)	(379)	(266)	(664)	(171)	(194)	(124)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	58%	63%	58%	55%	63%	59%	53%	63%	66%	57%	57%	57%	63%
Disagree	27%	23%	25%	33%	25%	30%	29%	25%	25%	29%	30%	28%	23%
Not sure	15%	14%	17%	12%	13%	11%	18%	12%	9%	15%	14%	15%	14%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(1,153)	(385)	(421)	(347)	(462)	(422)	(481)	(369)	(202)	(200)	(252)	(427)	(274)

YouGov Survey: Social Media and Free Speech
 January 8 - 12, 2025 - 1156 U.S. adult citizens



2G. The Internet and Free Speech — The internet makes it harder for people to distance themselves from views they shared in the past but no longer hold

Do you agree or disagree with the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	57%	58%	57%	69%	56%	53%	54%	59%	56%	46%	60%
Disagree	17%	19%	15%	15%	16%	19%	17%	15%	24%	20%	17%
Not sure	26%	23%	28%	16%	28%	28%	29%	26%	21%	34%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,151)	(569)	(582)	(290)	(216)	(378)	(267)	(664)	(171)	(192)	(124)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	57%	57%	57%	58%	61%	59%	53%	65%	60%	61%	59%	54%	59%
Disagree	17%	22%	13%	17%	17%	19%	14%	16%	23%	12%	15%	21%	15%
Not sure	26%	22%	30%	25%	21%	22%	32%	19%	16%	27%	26%	25%	25%
Totals	100%	101%	100%	100%	99%	100%	99%	100%	99%	100%	100%	100%	99%
Unweighted N	(1,151)	(383)	(419)	(349)	(459)	(422)	(480)	(369)	(201)	(200)	(253)	(426)	(272)

YouGov Survey: Social Media and Free Speech

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2H. The Internet and Free Speech — The internet helps put the views of ordinary citizens on a more level playing field with the views of elites

Do you agree or disagree with the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	55%	58%	52%	66%	57%	45%	55%	53%	70%	48%	56%
Disagree	25%	25%	24%	16%	24%	30%	26%	27%	14%	22%	24%
Not sure	21%	17%	24%	18%	20%	25%	18%	20%	16%	30%	20%
Totals	101%	100%	100%	100%	101%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,154)	(570)	(584)	(291)	(217)	(378)	(268)	(666)	(171)	(193)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	55%	59%	51%	55%	51%	61%	50%	61%	58%	61%	48%	56%	54%
Disagree	25%	23%	25%	26%	29%	25%	25%	24%	29%	25%	27%	24%	23%
Not sure	21%	19%	25%	18%	20%	13%	26%	15%	13%	14%	24%	20%	23%
Totals	101%	101%	101%	99%	100%	99%	101%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,154)	(384)	(421)	(349)	(461)	(423)	(482)	(370)	(201)	(202)	(252)	(426)	(274)

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2I. The Internet and Free Speech — The internet promotes people finding common ground

Do you agree or disagree with the following?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	51%	52%	50%	65%	51%	46%	44%	50%	64%	45%	48%
Disagree	27%	31%	23%	17%	30%	29%	30%	27%	25%	29%	23%
Not sure	22%	17%	27%	17%	19%	25%	26%	23%	11%	27%	29%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(1,150)	(570)	(580)	(291)	(217)	(378)	(264)	(662)	(171)	(194)	(123)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	51%	53%	49%	51%	49%	53%	52%	51%	48%	60%	39%	59%	46%
Disagree	27%	28%	28%	25%	32%	27%	23%	30%	35%	25%	34%	22%	29%
Not sure	22%	19%	22%	24%	19%	20%	25%	19%	17%	15%	27%	19%	26%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,150)	(384)	(419)	(347)	(462)	(421)	(478)	(369)	(202)	(200)	(252)	(425)	(273)

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2J. The Internet and Free Speech — The internet should be a free speech zone, where speech should be uncensored

Do you agree or disagree with the following?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Agree	48%	58%	39%	55%	50%	48%	40%	50%	44%	43%	50%
Disagree	29%	24%	34%	22%	28%	27%	40%	28%	38%	33%	21%
Not sure	23%	17%	28%	23%	22%	24%	20%	22%	18%	24%	29%
Totals	100%	99%	101%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,152)	(568)	(584)	(290)	(217)	(378)	(267)	(665)	(169)	(194)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Agree	48%	41%	47%	57%	34%	67%	47%	52%	47%	52%	47%	53%	40%
Disagree	29%	38%	27%	23%	41%	16%	27%	30%	31%	30%	28%	27%	32%
Not sure	23%	21%	26%	21%	25%	17%	26%	18%	21%	18%	24%	20%	27%
Totals	100%	100%	100%	101%	100%	100%	100%	100%	99%	100%	99%	100%	99%
Unweighted N	(1,152)	(384)	(419)	(349)	(462)	(422)	(479)	(369)	(203)	(200)	(253)	(426)	(273)

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3. Time Spent on Social Media

On average, how much time do you spend on social media per day?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
None	8%	10%	7%	2%	3%	12%	15%	10%	7%	3%	5%
Less than 1 hour	23%	23%	22%	8%	18%	28%	32%	26%	15%	13%	24%
1 - 2 hours	26%	24%	28%	19%	23%	32%	27%	27%	16%	29%	29%
3 - 4 hours	22%	21%	23%	22%	32%	16%	19%	22%	20%	29%	14%
5 - 6 hours	10%	11%	9%	23%	10%	6%	4%	9%	17%	11%	9%
7 - 8 hours	5%	4%	5%	11%	6%	2%	2%	3%	12%	5%	1%
9 - 10 hours	2%	2%	1%	3%	4%	0%	1%	1%	3%	1%	5%
11 - 12 hours	1%	1%	1%	4%	0%	1%	0%	0%	2%	3%	1%
More than 12 hours	2%	2%	2%	3%	3%	1%	0%	1%	3%	1%	5%
Not sure	2%	2%	2%	6%	2%	1%	0%	1%	4%	4%	7%
Totals	101%	100%	100%	101%	101%	99%	100%	100%	99%	99%	100%
Unweighted N	(1,156)	(571)	(585)	(291)	(217)	(379)	(269)	(667)	(171)	(194)	(124)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
None	8%	5%	9%	11%	5%	9%	11%	7%	5%	8%	15%	5%	8%
Less than 1 hour	23%	26%	21%	21%	28%	23%	20%	26%	27%	15%	29%	20%	25%
1 - 2 hours	26%	26%	27%	25%	29%	24%	27%	26%	27%	24%	32%	26%	22%
3 - 4 hours	22%	21%	19%	26%	21%	26%	22%	23%	21%	27%	13%	25%	23%
5 - 6 hours	10%	9%	11%	10%	8%	9%	10%	8%	10%	11%	7%	12%	11%
7 - 8 hours	5%	6%	4%	3%	4%	4%	3%	5%	6%	9%	2%	3%	7%
9 - 10 hours	2%	4%	1%	1%	2%	1%	1%	2%	3%	1%	1%	3%	1%
11 - 12 hours	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	0%	1%	2%
More than 12 hours	2%	1%	3%	1%	1%	1%	3%	0%	1%	3%	0%	3%	0%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Not sure	2%	1%	3%	2%	1%	2%	2%	3%	0%	2%	0%	3%	2%
Totals	101%	100%	100%	101%	100%	100%	100%	101%	101%	101%	99%	101%	101%
Unweighted N	(1,156)	(385)	(421)	(350)	(462)	(424)	(482)	(370)	(203)	(202)	(253)	(427)	(274)

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4. Recent Social Media Usage

Which of the following social media platforms have you used recently? Please select all that apply.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Facebook	73%	68%	77%	61%	77%	74%	79%	76%	66%	72%	54%
YouTube	64%	68%	60%	72%	77%	58%	49%	61%	76%	65%	68%
Instagram	41%	38%	44%	65%	54%	29%	22%	35%	51%	60%	48%
TikTok	29%	28%	31%	54%	34%	22%	13%	25%	41%	45%	23%
X (formerly Twitter)	28%	34%	23%	47%	36%	21%	13%	27%	41%	28%	23%
WhatsApp	25%	30%	19%	49%	36%	9%	12%	19%	46%	37%	15%
Pinterest	18%	13%	24%	20%	18%	19%	17%	19%	18%	15%	16%
Snapchat	16%	13%	19%	41%	14%	10%	3%	14%	17%	21%	24%
LinkedIn	16%	16%	15%	24%	15%	14%	10%	16%	19%	12%	13%
Reddit	15%	15%	16%	22%	14%	16%	10%	15%	18%	14%	20%
Telegram	13%	18%	8%	28%	21%	5%	2%	11%	27%	11%	11%
Nextdoor	10%	6%	13%	3%	3%	13%	18%	11%	7%	4%	9%
Discord	9%	9%	9%	23%	12%	4%	2%	9%	15%	7%	8%
Threads	7%	6%	9%	9%	10%	6%	4%	6%	10%	12%	6%
BlueSky	5%	4%	6%	4%	5%	4%	8%	6%	3%	3%	8%
Twitch	4%	5%	3%	8%	4%	4%	0%	3%	7%	6%	4%
Tumblr	3%	4%	3%	5%	4%	3%	1%	2%	6%	4%	1%
Other	2%	2%	2%	0%	1%	2%	2%	1%	1%	1%	8%
I do not use social media	5%	6%	4%	1%	1%	7%	11%	7%	3%	2%	4%
Unweighted N	(1,156)	(571)	(585)	(291)	(217)	(379)	(269)	(667)	(171)	(194)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Facebook	73%	75%	66%	79%	78%	79%	72%	78%	73%	72%	71%	74%	73%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
YouTube	64%	60%	65%	65%	61%	68%	61%	65%	65%	63%	50%	71%	65%
Instagram	41%	45%	44%	34%	44%	39%	32%	47%	49%	47%	26%	43%	49%
TikTok	29%	33%	29%	27%	29%	25%	28%	31%	27%	29%	16%	36%	32%
X (formerly Twitter)	28%	26%	30%	28%	23%	41%	20%	33%	34%	39%	20%	31%	26%
WhatsApp	25%	31%	21%	23%	26%	24%	17%	33%	28%	33%	12%	24%	33%
Pinterest	18%	20%	14%	22%	20%	19%	17%	21%	19%	17%	14%	21%	19%
Snapchat	16%	16%	19%	13%	14%	14%	14%	19%	16%	12%	10%	21%	16%
LinkedIn	16%	22%	14%	12%	20%	15%	11%	17%	24%	17%	14%	14%	20%
Reddit	15%	21%	16%	10%	23%	9%	11%	21%	19%	17%	12%	17%	16%
Telegram	13%	17%	11%	12%	11%	15%	7%	17%	16%	17%	5%	14%	16%
Nextdoor	10%	10%	7%	12%	12%	13%	10%	11%	9%	7%	6%	9%	15%
Discord	9%	10%	10%	8%	12%	10%	8%	11%	8%	11%	6%	9%	11%
Threads	7%	9%	6%	7%	11%	7%	6%	7%	8%	10%	4%	8%	7%
BlueSky	5%	10%	5%	1%	12%	2%	3%	6%	10%	5%	5%	4%	9%
Twitch	4%	3%	5%	4%	4%	5%	5%	3%	3%	6%	4%	4%	3%
Tumblr	3%	3%	2%	4%	3%	4%	3%	4%	2%	5%	1%	4%	2%
Other	2%	2%	1%	3%	1%	2%	3%	1%	1%	2%	1%	3%	1%
I do not use social media	5%	4%	5%	7%	5%	5%	6%	5%	3%	6%	6%	4%	6%
Unweighted N	(1,156)	(385)	(421)	(350)	(462)	(424)	(482)	(370)	(203)	(202)	(253)	(427)	(274)

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5. Top Social Media Usage

Which of the following social media platforms do you use most often?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Facebook	37%	30%	44%	15%	27%	46%	55%	42%	28%	28%	25%
YouTube	21%	27%	16%	22%	23%	23%	16%	19%	24%	24%	30%
X (formerly Twitter)	7%	9%	6%	13%	11%	4%	3%	7%	11%	6%	8%
WhatsApp	7%	10%	5%	18%	10%	1%	4%	7%	14%	7%	2%
Instagram	7%	5%	9%	10%	13%	5%	2%	5%	5%	19%	9%
TikTok	5%	5%	5%	12%	4%	4%	0%	4%	7%	7%	7%
Reddit	3%	3%	3%	5%	2%	4%	1%	4%	1%	1%	3%
Pinterest	1%	0%	2%	0%	2%	2%	2%	1%	1%	1%	0%
Snapchat	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	0%
BlueSky	1%	1%	1%	0%	2%	1%	1%	1%	0%	0%	6%
Telegram	1%	1%	0%	0%	2%	0%	1%	0%	0%	1%	5%
LinkedIn	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	0%
Discord	1%	1%	0%	2%	0%	1%	0%	1%	1%	0%	0%
Nextdoor	0%	0%	1%	0%	0%	1%	1%	1%	0%	0%	0%
Threads	0%	0%	1%	0%	1%	0%	0%	0%	3%	0%	0%
Tumblr	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Twitch	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%
I do not use social media	5%	6%	4%	1%	1%	7%	11%	7%	3%	2%	4%
Totals	98%	100%	99%	100%	100%	101%	98%	101%	100%	100%	101%
Unweighted N	(1,154)	(570)	(584)	(290)	(217)	(378)	(269)	(667)	(171)	(192)	(124)

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Facebook	37%	35%	30%	46%	38%	39%	43%	36%	31%	38%	41%	37%	32%
YouTube	21%	18%	24%	21%	19%	22%	23%	21%	16%	18%	21%	24%	20%
X (formerly Twitter)	7%	7%	8%	7%	6%	12%	5%	9%	11%	6%	5%	8%	9%
WhatsApp	7%	12%	4%	6%	8%	6%	4%	8%	11%	11%	4%	7%	9%
Instagram	7%	8%	8%	5%	9%	5%	5%	7%	11%	9%	5%	7%	8%
TikTok	5%	5%	7%	2%	5%	2%	6%	4%	2%	5%	6%	4%	5%
Reddit	3%	2%	6%	0%	3%	1%	3%	2%	5%	2%	4%	3%	3%
Pinterest	1%	2%	1%	2%	1%	2%	1%	2%	0%	1%	2%	1%	1%
Snapchat	1%	1%	1%	1%	2%	1%	1%	2%	1%	0%	1%	1%	2%
BlueSky	1%	2%	1%	0%	1%	1%	0%	1%	3%	0%	1%	0%	3%
Telegram	1%	1%	1%	1%	0%	1%	0%	1%	2%	1%	0%	1%	0%
LinkedIn	1%	2%	1%	0%	1%	0%	1%	1%	1%	1%	1%	0%	1%
Discord	1%	1%	1%	0%	1%	0%	1%	1%	0%	0%	1%	1%	0%
Nextdoor	0%	0%	0%	1%	1%	1%	0%	1%	0%	0%	0%	0%	1%
Threads	0%	0%	0%	1%	0%	0%	0%	0%	1%	2%	0%	0%	0%
Tumblr	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Twitch	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
I do not use social media	5%	4%	5%	7%	5%	5%	6%	5%	3%	6%	6%	4%	6%
Totals	98%	100%	98%	100%	100%	98%	99%	101%	98%	101%	98%	98%	100%
Unweighted N	(1,154)	(384)	(421)	(349)	(461)	(423)	(482)	(369)	(202)	(201)	(253)	(426)	(274)

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6. Content Curation System

Thinking about your ideal social media platform, in which of the following ways would you most prefer content to be displayed?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Chronological: Posts are displayed in the order they were published, with the newest posts appearing first.	51%	46%	56%	30%	49%	59%	61%	58%	37%	33%	44%
Algorithm-based: Posts are displayed based on an algorithm that considers factors such as the user's interests and behavior, the popularity of the content, and the engagement it receives.	24%	27%	20%	51%	27%	14%	9%	19%	34%	25%	42%
Curated: Posts are selected by an editorial team or an appointed user.	4%	4%	3%	3%	10%	1%	1%	2%	1%	13%	1%
Not sure	22%	23%	21%	17%	15%	25%	29%	20%	28%	29%	13%
Totals	101%	100%	100%	101%	101%	99%	100%	99%	100%	100%	100%
Unweighted N	(1,153)	(569)	(584)	(290)	(216)	(379)	(268)	(666)	(170)	(194)	(123)

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Chronological: Posts are displayed in the order they were published, with the newest posts appearing first.	51%	50%	45%	59%	53%	61%	47%	51%	63%	48%	56%	52%	46%
Algorithm-based: Posts are displayed based on an algorithm that considers factors such as the user's interests and behavior, the popularity of the content, and the engagement it receives.	24%	31%	22%	19%	26%	18%	20%	26%	25%	29%	17%	25%	25%
Curated: Posts are selected by an editorial team or an appointed user.	4%	1%	5%	3%	4%	4%	4%	5%	3%	2%	2%	2%	9%
Not sure	22%	17%	28%	19%	17%	17%	29%	18%	9%	21%	26%	21%	20%
Totals	101%	99%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,153)	(384)	(420)	(349)	(461)	(422)	(481)	(368)	(203)	(200)	(252)	(427)	(274)

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7. Content Moderation

Thinking about your ideal social media platform, which of the following approaches to content moderation would you prefer?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Human moderation: A team of human moderators identifies and removes content that violates the platform's terms of service.	25%	23%	27%	25%	16%	30%	27%	27%	25%	22%	12%
Automated moderation: The platform uses algorithms to identify and remove content that violates the platform's terms of service.	17%	17%	16%	27%	19%	11%	12%	14%	19%	26%	19%
User reporting: The platform relies on users to report content that violates its terms of service, and a team of moderators reviews reported content, removing content they find to be in violation.	22%	21%	23%	28%	30%	15%	17%	20%	25%	24%	28%

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	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Minimal moderation: The platform has minimal or no moderation, allowing most or all content to remain on the platform regardless of whether it violates the terms of service.	16%	20%	13%	6%	14%	20%	22%	19%	8%	8%	20%
Not sure	21%	20%	22%	15%	20%	24%	22%	20%	23%	20%	21%
Totals	101%	101%	101%	101%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,153)	(571)	(582)	(290)	(217)	(378)	(268)	(665)	(170)	(194)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Human moderation: A team of human moderators identifies and removes content that violates the platform's terms of service.	25%	31%	24%	20%	40%	18%	24%	26%	24%	25%	29%	22%	26%
Automated moderation: The platform uses algorithms to identify and remove content that violates the platform's terms of service.	17%	20%	16%	15%	16%	15%	11%	19%	24%	20%	15%	15%	18%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
User reporting: The platform relies on users to report content that violates its terms of service, and a team of moderators reviews reported content, removing content they find to be in violation.	22%	27%	19%	20%	22%	24%	19%	21%	32%	22%	16%	23%	25%
Minimal moderation: The platform has minimal or no moderation, allowing most or all content to remain on the platform regardless of whether it violates the terms of service.	16%	9%	16%	23%	8%	26%	17%	20%	11%	14%	15%	19%	13%
Not sure	21%	13%	25%	22%	13%	17%	29%	15%	8%	19%	25%	21%	18%
Totals	101%	100%	100%	100%	99%	100%	100%	101%	99%	100%	100%	100%	100%
Unweighted N	(1,153)	(384)	(420)	(349)	(461)	(423)	(479)	(370)	(203)	(202)	(253)	(424)	(274)

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8. Content Regulation Too Strict or Not Enough

In general, do you think the way that most major social media platforms regulate the content posted to their sites is...?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Too strict	22%	29%	15%	17%	18%	27%	23%	24%	12%	16%	27%
About right	30%	31%	28%	42%	38%	23%	19%	28%	42%	28%	26%
Not strict enough	30%	24%	37%	26%	27%	29%	40%	30%	32%	32%	29%
Not sure	18%	16%	21%	15%	17%	22%	18%	18%	14%	25%	18%
Totals	100%	100%	101%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(1,154)	(571)	(583)	(291)	(217)	(377)	(269)	(665)	(171)	(194)	(124)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Too strict	22%	10%	21%	32%	7%	39%	25%	22%	16%	21%	25%	23%	17%
About right	30%	36%	24%	30%	31%	26%	25%	31%	31%	35%	22%	32%	29%
Not strict enough	30%	40%	33%	19%	48%	16%	29%	29%	38%	28%	35%	25%	35%
Not sure	18%	15%	22%	19%	14%	19%	20%	18%	16%	15%	18%	19%	19%
Totals	100%	101%	100%	100%	100%	100%	99%	100%	101%	99%	100%	99%	100%
Unweighted N	(1,154)	(385)	(419)	(350)	(460)	(424)	(480)	(370)	(203)	(202)	(252)	(427)	(273)

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9A. Social Media Responsibility — Prevent users from harassing others on their site

Do you think social media companies have a responsibility to... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	76%	73%	78%	77%	63%	79%	82%	77%	79%	66%	76%
No	14%	15%	13%	11%	21%	13%	11%	14%	11%	16%	16%
Not sure	11%	12%	9%	12%	15%	8%	7%	10%	9%	18%	8%
Totals	101%	100%	100%	100%	99%	100%	100%	101%	99%	100%	100%
Unweighted N	(1,154)	(570)	(584)	(290)	(217)	(379)	(268)	(665)	(171)	(194)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	76%	82%	72%	74%	86%	70%	75%	71%	78%	82%	78%	73%	74%
No	14%	10%	14%	18%	8%	20%	14%	16%	14%	14%	10%	16%	14%
Not sure	11%	8%	14%	9%	6%	10%	11%	13%	8%	4%	12%	11%	12%
Totals	101%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,154)	(384)	(421)	(349)	(461)	(423)	(482)	(369)	(203)	(201)	(253)	(426)	(274)

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9B. Social Media Responsibility — Prevent users from posting hate speech or racist content on their site

Do you think social media companies have a responsibility to...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	70%	65%	74%	76%	54%	73%	77%	70%	78%	64%	65%
No	19%	24%	14%	14%	32%	19%	11%	20%	14%	16%	28%
Not sure	11%	10%	12%	10%	15%	8%	12%	10%	9%	20%	8%
Totals	100%	99%	100%	100%	101%	100%	100%	100%	101%	100%	101%
Unweighted N	(1,151)	(569)	(582)	(290)	(216)	(378)	(267)	(664)	(170)	(194)	(123)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	70%	81%	64%	66%	87%	59%	66%	70%	72%	74%	72%	65%	73%
No	19%	13%	24%	20%	8%	30%	20%	22%	17%	18%	16%	22%	18%
Not sure	11%	6%	12%	14%	6%	11%	14%	8%	10%	8%	12%	13%	9%
Totals	100%	100%	100%	100%	101%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,151)	(382)	(421)	(348)	(459)	(422)	(480)	(368)	(203)	(200)	(252)	(426)	(273)

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9C. Social Media Responsibility — Prevent users from spreading conspiracy theories or false information on their site

Do you think social media companies have a responsibility to... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	61%	57%	65%	65%	50%	63%	68%	60%	71%	55%	63%
No	24%	28%	19%	21%	28%	25%	19%	26%	15%	19%	21%
Not sure	15%	15%	15%	15%	23%	12%	12%	14%	14%	25%	16%
Totals	100%	100%	99%	101%	101%	100%	99%	100%	100%	99%	100%
Unweighted N	(1,154)	(571)	(583)	(291)	(217)	(378)	(268)	(666)	(171)	(193)	(124)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	61%	80%	53%	53%	83%	45%	59%	58%	66%	65%	65%	56%	63%
No	24%	10%	31%	28%	8%	41%	22%	28%	21%	24%	23%	25%	22%
Not sure	15%	10%	17%	19%	9%	14%	19%	14%	12%	11%	12%	19%	15%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,154)	(384)	(421)	(349)	(461)	(423)	(482)	(368)	(203)	(200)	(253)	(427)	(274)

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9D. Social Media Responsibility — Expose users to diverse perspectives on their site

Do you think social media companies have a responsibility to... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	48%	51%	46%	51%	47%	43%	55%	46%	56%	47%	55%
No	27%	29%	25%	25%	30%	32%	17%	30%	19%	22%	21%
Not sure	25%	20%	29%	24%	23%	25%	28%	24%	25%	31%	24%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,152)	(568)	(584)	(290)	(215)	(379)	(268)	(666)	(168)	(194)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	48%	53%	44%	49%	53%	51%	45%	52%	50%	54%	44%	49%	48%
No	27%	19%	29%	32%	23%	34%	26%	28%	29%	27%	31%	28%	21%
Not sure	25%	29%	27%	19%	25%	16%	29%	21%	22%	19%	25%	23%	30%
Totals	100%	101%	100%	100%	101%	101%	100%	101%	101%	100%	100%	100%	99%
Unweighted N	(1,152)	(384)	(419)	(349)	(460)	(422)	(481)	(369)	(202)	(201)	(253)	(425)	(273)

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10. Response to False Information

Which of the following do you think is the best approach for social media companies to take in response to false information being posted by users on their platforms?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Adding context from independent fact-checking organizations	28%	26%	30%	26%	25%	30%	31%	29%	30%	22%	30%
Adding user-contributed context	8%	9%	7%	11%	12%	5%	6%	9%	6%	7%	9%
Making posts less visible	7%	8%	6%	12%	9%	3%	4%	5%	8%	11%	13%
Deleting posts	33%	32%	33%	31%	29%	33%	37%	32%	42%	31%	25%
No action	8%	12%	5%	3%	8%	11%	10%	9%	4%	7%	10%
Not sure	16%	13%	19%	17%	17%	18%	11%	16%	11%	22%	14%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	101%	100%	101%
Unweighted N	(1,154)	(570)	(584)	(291)	(217)	(378)	(268)	(665)	(171)	(194)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Adding context from independent fact-checking organizations	28%	36%	28%	21%	38%	21%	29%	27%	32%	31%	28%	29%	26%
Adding user-contributed context	8%	4%	11%	9%	4%	17%	5%	9%	13%	12%	7%	9%	6%
Making posts less visible	7%	6%	8%	6%	6%	8%	6%	6%	5%	6%	4%	5%	11%
Deleting posts	33%	42%	27%	31%	42%	23%	31%	30%	34%	30%	32%	33%	34%
No action	8%	2%	9%	14%	2%	18%	8%	10%	7%	9%	8%	9%	7%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Not sure	16%	11%	19%	19%	8%	14%	21%	17%	9%	12%	21%	15%	16%
Totals	100%	101%	102%	100%	100%	101%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(1,154)	(385)	(421)	(348)	(462)	(422)	(481)	(370)	(202)	(201)	(253)	(426)	(274)

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11. Social Media Transparency

Generally speaking, how transparent do you think social media companies are in sharing the process they use to regulate and remove content posted to their sites?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very transparent	8%	9%	8%	11%	11%	8%	3%	7%	8%	12%	12%
Somewhat transparent	18%	20%	16%	28%	20%	15%	12%	16%	32%	21%	5%
Not very transparent	31%	31%	30%	33%	26%	29%	37%	30%	31%	25%	43%
Not at all transparent	29%	27%	31%	13%	27%	34%	37%	33%	19%	16%	27%
Not sure	14%	13%	15%	15%	16%	14%	11%	13%	10%	26%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,154)	(570)	(584)	(289)	(217)	(379)	(269)	(666)	(171)	(193)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very transparent	8%	10%	6%	9%	8%	6%	10%	8%	9%	9%	7%	9%	9%
Somewhat transparent	18%	19%	14%	23%	20%	19%	18%	19%	17%	24%	14%	19%	17%
Not very transparent	31%	35%	31%	28%	34%	30%	29%	31%	37%	28%	34%	31%	30%
Not at all transparent	29%	25%	33%	27%	31%	35%	26%	31%	31%	32%	31%	26%	30%
Not sure	14%	11%	16%	14%	8%	9%	18%	12%	7%	8%	15%	15%	15%
Totals	100%	100%	100%	101%	101%	99%	101%	101%	101%	101%	101%	100%	101%
Unweighted N	(1,154)	(384)	(420)	(350)	(461)	(424)	(482)	(370)	(203)	(202)	(253)	(425)	(274)

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12. Desired Social Media Transparency

Do you think social media companies should be more or less transparent in sharing the process they use to regulate and remove content posted to their sites?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More transparent	66%	64%	68%	51%	57%	74%	77%	70%	66%	43%	63%
About the right amount	17%	20%	14%	29%	23%	9%	10%	14%	19%	26%	22%
Less transparent	3%	3%	3%	3%	2%	4%	4%	4%	3%	2%	4%
Not sure	14%	13%	15%	17%	18%	13%	9%	12%	12%	29%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(1,155)	(570)	(585)	(291)	(217)	(379)	(268)	(667)	(171)	(193)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More transparent	66%	67%	71%	58%	73%	69%	61%	66%	75%	71%	69%	65%	61%
About the right amount	17%	17%	11%	22%	15%	18%	16%	16%	19%	20%	12%	15%	21%
Less transparent	3%	3%	1%	6%	3%	4%	4%	4%	1%	1%	4%	4%	3%
Not sure	14%	12%	16%	14%	9%	9%	18%	13%	4%	8%	14%	16%	15%
Totals	100%	99%	99%	100%	100%	100%	99%	99%	99%	100%	99%	100%	100%
Unweighted N	(1,155)	(385)	(421)	(349)	(462)	(423)	(482)	(369)	(203)	(202)	(253)	(427)	(273)

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13. Frequency of Wrongly Removed Content

How often do you think social media platforms remove content that does not violate their content rules?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	21%	23%	19%	18%	25%	21%	20%	21%	19%	21%	21%
Somewhat often	29%	29%	29%	38%	25%	27%	28%	30%	23%	23%	38%
Not very often	22%	20%	24%	26%	24%	19%	22%	21%	29%	22%	25%
Not at all often	7%	8%	6%	6%	4%	10%	7%	8%	8%	4%	3%
Not sure	21%	20%	22%	13%	22%	24%	23%	20%	21%	29%	13%
Totals	100%	100%	100%	101%	100%	101%	100%	100%	100%	99%	100%
Unweighted N	(1,154)	(571)	(583)	(291)	(216)	(378)	(269)	(666)	(171)	(194)	(123)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	21%	16%	23%	24%	14%	28%	25%	19%	17%	22%	22%	23%	17%
Somewhat often	29%	27%	28%	32%	29%	34%	23%	34%	33%	31%	27%	29%	29%
Not very often	22%	28%	21%	19%	29%	16%	21%	24%	21%	18%	27%	21%	21%
Not at all often	7%	10%	7%	6%	9%	6%	6%	7%	11%	10%	5%	5%	10%
Not sure	21%	19%	22%	20%	19%	16%	25%	16%	17%	19%	19%	21%	23%
Totals	100%	100%	101%	101%	100%	100%	100%	100%	99%	100%	100%	99%	100%
Unweighted N	(1,154)	(385)	(420)	(349)	(462)	(423)	(482)	(369)	(202)	(201)	(253)	(426)	(274)

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14. Frequency of Wrongly Kept Content

How often do you think social media platforms allow content to remain up that does violate their content rules?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	24%	23%	25%	19%	23%	23%	32%	26%	23%	16%	24%
Somewhat often	31%	29%	33%	37%	27%	33%	26%	32%	30%	26%	37%
Not very often	18%	21%	15%	22%	20%	15%	15%	17%	18%	18%	25%
Not at all often	6%	7%	6%	8%	4%	8%	6%	6%	8%	9%	2%
Not sure	21%	20%	21%	14%	26%	20%	21%	19%	20%	32%	12%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	99%	101%	100%
Unweighted N	(1,154)	(570)	(584)	(291)	(217)	(378)	(268)	(666)	(171)	(193)	(124)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	24%	28%	26%	18%	31%	19%	23%	25%	27%	22%	21%	23%	30%
Somewhat often	31%	35%	27%	32%	36%	32%	27%	32%	39%	33%	29%	33%	29%
Not very often	18%	17%	15%	22%	14%	22%	17%	21%	16%	21%	19%	17%	16%
Not at all often	6%	4%	8%	7%	3%	7%	9%	4%	4%	4%	6%	8%	6%
Not sure	21%	16%	24%	20%	15%	19%	25%	18%	14%	20%	24%	19%	20%
Totals	100%	100%	100%	99%	99%	99%	101%	100%	100%	100%	99%	100%	101%
Unweighted N	(1,154)	(384)	(421)	(349)	(461)	(423)	(481)	(369)	(203)	(202)	(252)	(427)	(273)

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15. Frequency of Wrongly Kept Illegal Content

How often do you think social media platforms allow content to remain up that violates federal laws?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very often	10%	10%	11%	4%	14%	11%	11%	10%	12%	11%	13%
Somewhat often	25%	24%	26%	30%	23%	25%	24%	26%	22%	23%	28%
Not very often	22%	23%	21%	28%	21%	21%	18%	23%	25%	14%	23%
Not at all often	10%	10%	9%	12%	6%	11%	9%	10%	9%	10%	5%
Not sure	33%	33%	33%	25%	36%	32%	39%	32%	32%	41%	32%
Totals	100%	100%	100%	99%	100%	100%	101%	101%	100%	99%	101%
Unweighted N	(1,150)	(569)	(581)	(289)	(214)	(378)	(269)	(665)	(171)	(191)	(123)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very often	10%	11%	10%	10%	12%	10%	12%	10%	8%	10%	11%	11%	9%
Somewhat often	25%	31%	23%	22%	32%	25%	21%	27%	35%	32%	21%	25%	26%
Not very often	22%	21%	21%	24%	22%	24%	17%	24%	27%	13%	25%	24%	21%
Not at all often	10%	9%	9%	12%	8%	12%	12%	10%	5%	11%	9%	10%	10%
Not sure	33%	29%	37%	33%	24%	29%	38%	29%	25%	34%	35%	30%	35%
Totals	100%	101%	100%	101%	98%	100%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(1,150)	(382)	(421)	(347)	(460)	(422)	(478)	(368)	(203)	(201)	(251)	(425)	(273)

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16. Social Media Content Moderation Priority

What do you think would be worse on a social media platform?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A piece of harmful content is not removed	62%	58%	65%	63%	56%	62%	66%	62%	68%	54%	58%
A piece of unharmful content is removed	25%	30%	20%	21%	30%	24%	25%	26%	18%	24%	32%
Not sure	13%	12%	15%	16%	14%	14%	9%	12%	13%	22%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,154)	(571)	(583)	(291)	(216)	(378)	(269)	(665)	(171)	(194)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A piece of harmful content is not removed	62%	74%	57%	56%	77%	48%	60%	58%	67%	60%	59%	60%	68%
A piece of unharmful content is removed	25%	16%	27%	32%	14%	36%	26%	27%	23%	28%	25%	27%	21%
Not sure	13%	11%	17%	12%	9%	16%	14%	15%	10%	12%	15%	14%	11%
Totals	100%	101%	101%	100%	100%	100%	100%	100%	100%	100%	99%	101%	100%
Unweighted N	(1,154)	(384)	(421)	(349)	(461)	(423)	(481)	(370)	(202)	(201)	(252)	(427)	(274)

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17. Social Media Requests for Removal

When it comes to reviewing posts flagged for potentially violating their policies, do you think that social media companies typically prioritize requests from influential people or groups, or do they handle all requests equally?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Prioritize requests from influential people or groups	54%	52%	57%	41%	55%	56%	63%	57%	44%	45%	58%
Handle all requests equally	24%	28%	20%	36%	25%	22%	14%	22%	34%	24%	23%
Not sure	22%	20%	24%	23%	20%	22%	23%	20%	22%	31%	19%
Totals	100%	100%	101%	100%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(1,155)	(571)	(584)	(291)	(217)	(378)	(269)	(667)	(171)	(194)	(123)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Prioritize requests from influential people or groups	54%	54%	54%	55%	59%	62%	48%	56%	66%	55%	57%	55%	50%
Handle all requests equally	24%	24%	25%	23%	23%	22%	25%	25%	20%	24%	22%	24%	25%
Not sure	22%	22%	22%	22%	19%	16%	26%	19%	14%	21%	21%	21%	25%
Totals	100%	100%	101%	100%	101%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,155)	(385)	(420)	(350)	(462)	(424)	(482)	(369)	(203)	(202)	(253)	(426)	(274)

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18. Fairness of Social Media

In general, do you think social media companies are fair in applying the rules for fact checking and censorship, or do you think they are biased?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Fair	20%	25%	14%	32%	28%	10%	13%	17%	23%	26%	23%
Biased	57%	57%	58%	44%	46%	66%	69%	62%	49%	40%	63%
Not sure	23%	18%	28%	24%	26%	24%	17%	21%	28%	34%	14%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,153)	(570)	(583)	(290)	(217)	(379)	(267)	(665)	(170)	(194)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Fair	20%	23%	17%	20%	19%	18%	17%	19%	24%	25%	12%	18%	27%
Biased	57%	54%	59%	59%	58%	69%	54%	61%	65%	59%	62%	60%	49%
Not sure	23%	24%	25%	21%	24%	13%	29%	20%	11%	17%	27%	22%	24%
Totals	100%	101%	101%	100%	101%	100%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(1,153)	(385)	(418)	(350)	(461)	(422)	(482)	(368)	(202)	(202)	(252)	(426)	(273)

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19. Social Media Outlets Biased

In general, do you think social media outlets are...?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Biased in favor of Democrats	28%	29%	27%	14%	24%	32%	37%	34%	11%	16%	23%
Biased in favor of Republicans	16%	14%	19%	13%	16%	13%	25%	15%	18%	15%	26%
Not politically biased either way	26%	29%	24%	38%	33%	20%	17%	23%	36%	35%	21%
Don't know	30%	28%	31%	34%	27%	35%	21%	28%	35%	33%	30%
Totals	100%	100%	101%	99%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,154)	(570)	(584)	(290)	(217)	(378)	(269)	(666)	(170)	(194)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Biased in favor of Democrats	28%	7%	25%	50%	8%	61%	24%	34%	31%	25%	30%	31%	21%
Biased in favor of Republicans	16%	31%	14%	5%	35%	4%	13%	17%	26%	16%	17%	14%	20%
Not politically biased either way	26%	34%	25%	21%	30%	20%	28%	23%	28%	32%	23%	25%	28%
Don't know	30%	28%	36%	24%	26%	15%	35%	26%	16%	27%	30%	30%	31%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(1,154)	(385)	(420)	(349)	(462)	(423)	(480)	(370)	(203)	(200)	(253)	(427)	(274)

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20A. Social Media Platform Problems — Spread of misinformation

How serious of a problem do you think the following are when it comes to social media platforms?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A very serious problem	50%	49%	51%	50%	50%	45%	57%	49%	61%	41%	54%
A somewhat serious problem	25%	24%	27%	29%	26%	25%	21%	26%	19%	29%	22%
A minor problem	13%	15%	11%	9%	14%	15%	11%	14%	9%	12%	10%
Not a problem	5%	7%	3%	3%	3%	7%	5%	6%	4%	3%	5%
Not sure	7%	6%	8%	9%	7%	7%	5%	6%	7%	14%	9%
Totals	100%	101%	100%	100%	100%	99%	99%	101%	100%	99%	100%
Unweighted N	(1,141)	(563)	(578)	(284)	(213)	(378)	(266)	(660)	(165)	(193)	(123)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A very serious problem	50%	70%	46%	35%	73%	34%	45%	49%	59%	50%	48%	46%	58%
A somewhat serious problem	25%	18%	23%	35%	18%	29%	29%	23%	22%	25%	27%	27%	21%
A minor problem	13%	5%	14%	19%	3%	22%	12%	15%	12%	15%	13%	14%	9%
Not a problem	5%	4%	5%	6%	2%	9%	5%	7%	3%	3%	6%	6%	3%
Not sure	7%	4%	12%	5%	3%	6%	8%	7%	4%	6%	7%	6%	9%
Totals	100%	101%	100%	100%	99%	100%	99%	101%	100%	99%	101%	99%	100%
Unweighted N	(1,141)	(381)	(414)	(346)	(458)	(420)	(472)	(365)	(203)	(197)	(251)	(423)	(270)

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20B. Social Media Platform Problems — Negative impact on children’s development

How serious of a problem do you think the following are when it comes to social media platforms?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A very serious problem	50%	46%	53%	53%	51%	44%	53%	51%	50%	41%	49%
A somewhat serious problem	25%	25%	25%	25%	21%	27%	27%	26%	23%	27%	17%
A minor problem	10%	9%	10%	10%	12%	9%	8%	9%	9%	11%	18%
Not a problem	5%	7%	3%	3%	6%	8%	1%	5%	6%	6%	3%
Not sure	10%	12%	9%	9%	9%	12%	11%	9%	11%	16%	13%
Totals	100%	99%	100%	100%	99%	100%	100%	100%	99%	101%	100%
Unweighted N	(1,139)	(564)	(575)	(285)	(213)	(375)	(266)	(658)	(165)	(193)	(123)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A very serious problem	50%	57%	49%	44%	58%	49%	45%	51%	54%	48%	51%	41%	63%
A somewhat serious problem	25%	23%	22%	30%	25%	29%	26%	26%	24%	28%	24%	30%	18%
A minor problem	10%	8%	10%	10%	6%	9%	10%	9%	12%	12%	7%	11%	8%
Not a problem	5%	5%	5%	5%	4%	4%	7%	5%	3%	2%	6%	8%	2%
Not sure	10%	6%	13%	11%	7%	8%	12%	10%	6%	10%	12%	10%	10%
Totals	100%	99%	99%	100%	100%	99%	100%	101%	99%	100%	100%	100%	101%
Unweighted N	(1,139)	(381)	(414)	(344)	(457)	(417)	(475)	(362)	(203)	(199)	(251)	(421)	(268)

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20C. Social Media Platform Problems — Negative impact on mental health

How serious of a problem do you think the following are when it comes to social media platforms?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A very serious problem	43%	40%	46%	45%	42%	43%	43%	44%	42%	37%	44%
A somewhat serious problem	25%	24%	25%	28%	19%	25%	28%	25%	25%	22%	22%
A minor problem	15%	17%	13%	14%	17%	14%	14%	14%	14%	20%	15%
Not a problem	6%	8%	4%	3%	9%	8%	4%	6%	6%	6%	6%
Not sure	11%	11%	11%	11%	13%	10%	11%	10%	13%	15%	14%
Totals	100%	100%	99%	101%	100%	100%	100%	99%	100%	100%	101%
Unweighted N	(1,139)	(564)	(575)	(289)	(212)	(372)	(266)	(657)	(167)	(192)	(123)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A very serious problem	43%	51%	44%	35%	54%	38%	42%	40%	48%	41%	49%	39%	45%
A somewhat serious problem	25%	24%	22%	28%	26%	27%	23%	28%	22%	23%	25%	25%	24%
A minor problem	15%	10%	17%	16%	10%	19%	16%	14%	15%	21%	12%	15%	14%
Not a problem	6%	6%	4%	9%	3%	6%	9%	4%	6%	6%	4%	11%	2%
Not sure	11%	10%	12%	12%	7%	10%	10%	14%	8%	10%	8%	10%	16%
Totals	100%	101%	99%	100%	100%	100%	100%	100%	99%	101%	98%	100%	101%
Unweighted N	(1,139)	(381)	(414)	(344)	(456)	(418)	(475)	(364)	(200)	(199)	(248)	(419)	(273)

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20D. Social Media Platform Problems — Harassment of users

How serious of a problem do you think the following are when it comes to social media platforms?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A very serious problem	37%	33%	41%	46%	35%	32%	38%	37%	40%	32%	40%
A somewhat serious problem	30%	28%	31%	33%	29%	28%	30%	29%	33%	33%	28%
A minor problem	19%	23%	15%	12%	24%	19%	17%	20%	16%	13%	16%
Not a problem	5%	7%	3%	2%	4%	9%	4%	6%	3%	5%	7%
Not sure	9%	9%	10%	7%	7%	12%	11%	8%	8%	16%	9%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,135)	(561)	(574)	(285)	(212)	(377)	(261)	(652)	(165)	(194)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A very serious problem	37%	44%	39%	28%	45%	32%	37%	37%	37%	42%	30%	34%	44%
A somewhat serious problem	30%	34%	28%	28%	36%	28%	26%	32%	37%	22%	33%	31%	30%
A minor problem	19%	10%	16%	30%	9%	26%	19%	18%	16%	23%	21%	20%	11%
Not a problem	5%	5%	6%	5%	3%	6%	7%	4%	4%	2%	5%	7%	5%
Not sure	9%	7%	11%	9%	7%	8%	11%	9%	5%	11%	11%	8%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	99%
Unweighted N	(1,135)	(380)	(411)	(344)	(454)	(418)	(472)	(363)	(200)	(196)	(248)	(420)	(271)

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20E. Social Media Platform Problems — Political bias among fact-checkers

How serious of a problem do you think the following are when it comes to social media platforms?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A very serious problem	37%	37%	36%	26%	31%	39%	48%	38%	36%	30%	35%
A somewhat serious problem	25%	25%	25%	34%	25%	23%	21%	26%	29%	22%	24%
A minor problem	15%	15%	15%	23%	14%	13%	11%	14%	9%	21%	22%
Not a problem	5%	6%	4%	4%	4%	6%	7%	6%	3%	4%	3%
Not sure	18%	16%	20%	13%	25%	19%	13%	16%	24%	24%	17%
Totals	100%	99%	100%	100%	99%	100%	100%	100%	101%	101%	101%
Unweighted N	(1,134)	(562)	(572)	(284)	(213)	(373)	(264)	(652)	(165)	(193)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A very serious problem	37%	29%	35%	45%	30%	56%	32%	43%	40%	41%	35%	38%	34%
A somewhat serious problem	25%	28%	23%	25%	30%	24%	25%	27%	26%	31%	24%	24%	25%
A minor problem	15%	15%	18%	11%	16%	10%	15%	14%	15%	9%	17%	16%	14%
Not a problem	5%	9%	4%	3%	9%	3%	5%	3%	9%	5%	6%	4%	7%
Not sure	18%	18%	19%	16%	15%	8%	23%	13%	10%	14%	18%	18%	20%
Totals	100%	99%	99%	100%	100%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,134)	(381)	(413)	(340)	(457)	(414)	(474)	(361)	(200)	(197)	(250)	(419)	(268)

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20F. Social Media Platform Problems — Inadequate privacy

How serious of a problem do you think the following are when it comes to social media platforms?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A very serious problem	36%	35%	37%	38%	38%	32%	39%	36%	50%	24%	36%
A somewhat serious problem	29%	32%	26%	32%	26%	27%	31%	28%	27%	33%	28%
A minor problem	17%	16%	18%	16%	17%	19%	15%	18%	10%	21%	16%
Not a problem	5%	6%	3%	2%	5%	7%	3%	5%	5%	4%	1%
Not sure	13%	11%	16%	12%	14%	14%	12%	13%	7%	19%	20%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	99%	101%	101%
Unweighted N	(1,141)	(565)	(576)	(285)	(213)	(377)	(266)	(658)	(167)	(192)	(124)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A very serious problem	36%	40%	40%	29%	36%	35%	32%	39%	39%	44%	32%	32%	42%
A somewhat serious problem	29%	29%	25%	32%	35%	30%	31%	28%	28%	26%	31%	30%	27%
A minor problem	17%	15%	15%	21%	14%	19%	16%	18%	19%	18%	19%	19%	13%
Not a problem	5%	5%	3%	6%	4%	6%	6%	3%	5%	2%	5%	7%	3%
Not sure	13%	11%	16%	12%	11%	11%	15%	12%	9%	11%	14%	12%	16%
Totals	100%	100%	99%	100%	100%	101%	100%	100%	100%	101%	101%	100%	101%
Unweighted N	(1,141)	(383)	(414)	(344)	(458)	(417)	(475)	(364)	(201)	(199)	(253)	(419)	(270)

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20G. Social Media Platform Problems — Excessive censorship by social media companies

How serious of a problem do you think the following are when it comes to social media platforms?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A very serious problem	25%	26%	23%	19%	25%	27%	27%	26%	20%	21%	25%
A somewhat serious problem	26%	29%	23%	32%	25%	22%	27%	25%	37%	21%	26%
A minor problem	20%	21%	19%	20%	21%	18%	20%	20%	19%	24%	14%
Not a problem	12%	12%	13%	9%	11%	15%	12%	14%	4%	12%	10%
Not sure	18%	12%	23%	20%	17%	18%	15%	16%	20%	22%	23%
Totals	101%	100%	101%	100%	99%	100%	101%	101%	100%	100%	98%
Unweighted N	(1,138)	(564)	(574)	(286)	(211)	(377)	(264)	(656)	(165)	(193)	(124)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A very serious problem	25%	18%	27%	29%	14%	40%	26%	28%	20%	24%	22%	28%	23%
A somewhat serious problem	26%	25%	23%	29%	25%	29%	25%	26%	28%	25%	25%	28%	24%
A minor problem	20%	22%	19%	18%	27%	16%	16%	22%	24%	20%	20%	18%	22%
Not a problem	12%	19%	11%	8%	21%	5%	12%	11%	17%	15%	16%	8%	13%
Not sure	18%	17%	20%	16%	14%	10%	21%	13%	11%	16%	16%	18%	18%
Totals	101%	101%	100%	100%	101%	100%	100%	100%	100%	100%	99%	100%	100%
Unweighted N	(1,138)	(384)	(411)	(343)	(459)	(416)	(477)	(362)	(200)	(195)	(252)	(419)	(272)

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20H. Social Media Platform Problems — Algorithms designed to maximize engagement

How serious of a problem do you think the following are when it comes to social media platforms?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A very serious problem	24%	24%	25%	23%	29%	24%	22%	26%	23%	19%	23%
A somewhat serious problem	24%	23%	25%	27%	19%	27%	23%	24%	18%	27%	28%
A minor problem	17%	20%	15%	23%	21%	14%	13%	17%	15%	22%	15%
Not a problem	10%	13%	8%	12%	14%	10%	4%	9%	16%	10%	9%
Not sure	24%	21%	27%	16%	18%	25%	37%	24%	28%	22%	25%
Totals	99%	101%	100%	101%	101%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,142)	(565)	(577)	(286)	(211)	(376)	(269)	(660)	(167)	(192)	(123)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A very serious problem	24%	30%	23%	21%	31%	23%	23%	30%	22%	23%	21%	21%	33%
A somewhat serious problem	24%	26%	18%	28%	28%	25%	21%	23%	37%	25%	23%	29%	17%
A minor problem	17%	13%	21%	17%	16%	20%	13%	20%	21%	20%	17%	16%	19%
Not a problem	10%	12%	10%	8%	9%	8%	12%	8%	6%	9%	11%	12%	7%
Not sure	24%	19%	28%	25%	17%	24%	31%	19%	13%	24%	29%	21%	24%
Totals	99%	100%	100%	99%	101%	100%	100%	100%	99%	101%	101%	99%	100%
Unweighted N	(1,142)	(381)	(416)	(345)	(459)	(418)	(477)	(363)	(201)	(198)	(251)	(422)	(271)

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20I. Social Media Platform Problems — Creation of echo chambers

How serious of a problem do you think the following are when it comes to social media platforms?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A very serious problem	19%	20%	19%	21%	25%	13%	21%	20%	15%	20%	23%
A somewhat serious problem	21%	22%	20%	28%	26%	16%	16%	21%	18%	20%	30%
A minor problem	14%	17%	12%	15%	18%	13%	11%	13%	14%	24%	12%
Not a problem	4%	6%	2%	4%	1%	7%	2%	5%	1%	3%	3%
Not sure	41%	35%	47%	31%	30%	51%	50%	42%	52%	33%	32%
Totals	99%	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,139)	(564)	(575)	(286)	(214)	(376)	(263)	(655)	(167)	(194)	(123)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A very serious problem	19%	25%	22%	11%	31%	15%	15%	21%	27%	12%	21%	18%	25%
A somewhat serious problem	21%	29%	15%	20%	26%	23%	16%	25%	30%	26%	19%	20%	21%
A minor problem	14%	10%	17%	16%	10%	17%	15%	14%	13%	18%	12%	14%	15%
Not a problem	4%	2%	5%	4%	1%	4%	4%	2%	6%	4%	3%	5%	2%
Not sure	41%	33%	41%	49%	32%	41%	50%	38%	23%	40%	45%	43%	37%
Totals	99%	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(1,139)	(381)	(416)	(342)	(459)	(416)	(474)	(364)	(201)	(198)	(249)	(420)	(272)

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20J. Social Media Platform Problems — Lack of government regulation

How serious of a problem do you think the following are when it comes to social media platforms?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A very serious problem	18%	18%	19%	17%	15%	14%	30%	18%	23%	20%	10%
A somewhat serious problem	27%	27%	27%	36%	28%	23%	23%	25%	30%	31%	33%
A minor problem	18%	19%	16%	21%	22%	15%	14%	19%	14%	18%	14%
Not a problem	18%	20%	16%	9%	15%	26%	17%	21%	10%	10%	18%
Not sure	19%	16%	22%	16%	20%	22%	16%	17%	24%	21%	25%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(1,142)	(566)	(576)	(285)	(216)	(375)	(266)	(659)	(167)	(192)	(124)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A very serious problem	18%	30%	16%	11%	28%	12%	17%	20%	19%	19%	17%	16%	22%
A somewhat serious problem	27%	33%	27%	22%	37%	19%	25%	28%	31%	23%	23%	26%	34%
A minor problem	18%	15%	15%	22%	17%	23%	15%	20%	20%	24%	19%	15%	17%
Not a problem	18%	12%	18%	23%	7%	29%	18%	18%	20%	13%	20%	23%	10%
Not sure	19%	10%	24%	22%	11%	17%	24%	13%	10%	20%	20%	20%	17%
Totals	100%	100%	100%	100%	100%	100%	99%	99%	100%	99%	99%	100%	100%
Unweighted N	(1,142)	(380)	(417)	(345)	(454)	(420)	(477)	(364)	(201)	(198)	(251)	(424)	(269)

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20K. Social Media Platform Problems — Lack of competition between companies

How serious of a problem do you think the following are when it comes to social media platforms?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A very serious problem	18%	21%	15%	11%	20%	17%	23%	18%	19%	17%	22%
A somewhat serious problem	23%	24%	22%	31%	21%	21%	22%	24%	20%	26%	18%
A minor problem	22%	23%	21%	29%	26%	19%	17%	22%	22%	21%	27%
Not a problem	14%	16%	13%	13%	13%	19%	10%	16%	7%	13%	16%
Not sure	22%	16%	28%	16%	20%	23%	28%	20%	33%	23%	17%
Totals	99%	100%	99%	100%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(1,136)	(562)	(574)	(286)	(210)	(375)	(265)	(656)	(162)	(194)	(124)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A very serious problem	18%	19%	19%	16%	23%	18%	18%	19%	18%	17%	18%	18%	18%
A somewhat serious problem	23%	27%	20%	24%	26%	25%	20%	23%	33%	25%	18%	23%	29%
A minor problem	22%	19%	23%	25%	21%	24%	21%	24%	24%	19%	27%	23%	19%
Not a problem	14%	14%	15%	14%	12%	14%	16%	12%	13%	14%	15%	18%	8%
Not sure	22%	21%	24%	21%	18%	19%	25%	22%	12%	24%	23%	18%	26%
Totals	99%	100%	101%	100%	100%	100%	100%	100%	100%	99%	101%	100%	100%
Unweighted N	(1,136)	(379)	(413)	(344)	(454)	(417)	(474)	(361)	(200)	(196)	(250)	(418)	(272)

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21A. Should Posts Be Removed — A nude photo of someone posted without their consent

In your opinion, should a post containing each of the following be removed by a social media site?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Should be removed	88%	86%	91%	81%	82%	93%	95%	92%	85%	78%	80%
Should not be removed	5%	7%	4%	8%	9%	3%	3%	4%	10%	8%	4%
Not sure	6%	7%	6%	11%	8%	5%	3%	4%	5%	14%	17%
Totals	99%	100%	101%	100%	99%	101%	101%	100%	100%	100%	101%
Unweighted N	(1,150)	(568)	(582)	(288)	(217)	(377)	(268)	(662)	(171)	(193)	(124)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Should be removed	88%	90%	87%	88%	92%	88%	88%	90%	86%	87%	88%	90%	87%
Should not be removed	5%	5%	3%	8%	3%	8%	6%	4%	9%	11%	5%	5%	4%
Not sure	6%	5%	10%	3%	4%	4%	6%	7%	6%	2%	7%	6%	9%
Totals	99%	100%	100%	99%	99%	100%	100%	101%	101%	100%	100%	101%	100%
Unweighted N	(1,150)	(384)	(420)	(346)	(461)	(419)	(481)	(368)	(201)	(202)	(251)	(423)	(274)

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21B. Should Posts Be Removed — Private information obtained through hacking

In your opinion, should a post containing each of the following be removed by a social media site?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Should be removed	86%	85%	87%	76%	82%	91%	93%	89%	83%	73%	88%
Should not be removed	6%	8%	3%	7%	8%	4%	3%	5%	6%	9%	3%
Not sure	8%	7%	9%	16%	10%	5%	4%	6%	11%	19%	10%
Totals	100%	100%	99%	99%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(1,151)	(568)	(583)	(289)	(217)	(378)	(267)	(663)	(171)	(193)	(124)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Should be removed	86%	89%	82%	88%	91%	88%	85%	85%	91%	84%	88%	88%	83%
Should not be removed	6%	5%	4%	8%	5%	7%	7%	6%	4%	9%	5%	5%	6%
Not sure	8%	6%	14%	5%	4%	5%	9%	9%	5%	8%	7%	8%	12%
Totals	100%	100%	100%	101%	100%	100%	101%	100%	100%	101%	100%	101%	101%
Unweighted N	(1,151)	(384)	(420)	(347)	(461)	(420)	(480)	(369)	(202)	(202)	(252)	(423)	(274)

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21C. Should Posts Be Removed — Someone’s personal details, such as their real name and address, shared without their permission
 In your opinion, should a post containing each of the following be removed by a social media site?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Should be removed	85%	83%	86%	80%	80%	89%	90%	88%	86%	71%	83%
Should not be removed	7%	9%	6%	8%	11%	5%	6%	7%	6%	12%	4%
Not sure	8%	8%	8%	12%	9%	6%	5%	5%	8%	17%	14%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	101%
Unweighted N	(1,151)	(567)	(584)	(289)	(217)	(377)	(268)	(663)	(171)	(193)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Should be removed	85%	86%	84%	85%	90%	84%	86%	84%	82%	80%	88%	87%	83%
Should not be removed	7%	7%	5%	9%	5%	11%	7%	7%	10%	15%	6%	6%	6%
Not sure	8%	7%	10%	6%	5%	5%	7%	9%	8%	6%	6%	7%	11%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(1,151)	(384)	(419)	(348)	(461)	(421)	(480)	(369)	(202)	(202)	(251)	(424)	(274)

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21D. Should Posts Be Removed — A call to commit violence

In your opinion, should a post containing each of the following be removed by a social media site?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Should be removed	81%	80%	82%	76%	68%	87%	89%	84%	75%	73%	74%
Should not be removed	9%	11%	6%	10%	13%	5%	7%	8%	11%	10%	9%
Not sure	11%	9%	12%	13%	18%	8%	4%	8%	14%	18%	16%
Totals	101%	100%	100%	99%	99%	100%	100%	100%	100%	101%	99%
Unweighted N	(1,150)	(567)	(583)	(289)	(216)	(377)	(268)	(663)	(171)	(192)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Should be removed	81%	84%	77%	82%	89%	81%	79%	84%	80%	80%	86%	81%	77%
Should not be removed	9%	8%	7%	11%	5%	12%	9%	7%	10%	13%	5%	10%	8%
Not sure	11%	8%	17%	7%	6%	6%	12%	9%	10%	8%	9%	10%	15%
Totals	101%	100%	101%	100%	100%	99%	100%	100%	100%	101%	100%	101%	100%
Unweighted N	(1,150)	(384)	(419)	(347)	(461)	(419)	(480)	(368)	(202)	(202)	(252)	(423)	(273)

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21E. Should Posts Be Removed — An image of a swastika

In your opinion, should a post containing each of the following be removed by a social media site?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Should be removed	53%	47%	59%	54%	40%	55%	63%	53%	57%	50%	47%
Should not be removed	23%	29%	17%	14%	32%	26%	17%	25%	13%	19%	28%
Not sure	24%	24%	24%	32%	28%	19%	20%	21%	30%	32%	25%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%	100%
Unweighted N	(1,151)	(568)	(583)	(289)	(217)	(378)	(267)	(663)	(171)	(193)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Should be removed	53%	64%	44%	53%	68%	45%	52%	54%	57%	52%	59%	50%	53%
Should not be removed	23%	16%	25%	27%	11%	32%	24%	23%	24%	28%	20%	25%	20%
Not sure	24%	20%	31%	20%	20%	23%	24%	23%	20%	20%	21%	25%	28%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%	101%
Unweighted N	(1,151)	(384)	(420)	(347)	(461)	(420)	(480)	(369)	(202)	(202)	(252)	(423)	(274)

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22A. Favorability of Tech Figures — Mark Zuckerberg

Do you have a favorable or an unfavorable opinion of the following people?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	7%	9%	6%	13%	12%	4%	3%	7%	10%	5%	8%
Somewhat favorable	21%	22%	20%	27%	26%	18%	17%	20%	29%	22%	18%
Somewhat unfavorable	25%	22%	27%	20%	18%	26%	35%	29%	15%	18%	19%
Very unfavorable	29%	32%	26%	20%	23%	36%	32%	31%	19%	22%	32%
Don't know	18%	15%	21%	20%	22%	17%	14%	13%	26%	32%	23%
Totals	100%	100%	100%	100%	101%	101%	101%	100%	99%	99%	100%
Unweighted N	(1,151)	(568)	(583)	(287)	(217)	(379)	(268)	(664)	(170)	(193)	(124)

	Party ID			2024 Vote		Family Income (3 category)			Region				
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	7%	10%	5%	8%	7%	9%	7%	9%	7%	12%	5%	7%	8%
Somewhat favorable	21%	24%	15%	26%	22%	22%	22%	21%	19%	26%	14%	24%	20%
Somewhat unfavorable	25%	21%	25%	27%	25%	33%	20%	28%	34%	24%	29%	20%	29%
Very unfavorable	29%	33%	31%	22%	34%	27%	28%	27%	33%	27%	31%	28%	28%
Don't know	18%	13%	24%	16%	12%	9%	22%	15%	7%	11%	21%	20%	15%
Totals	100%	101%	100%	99%	100%	100%	99%	100%	100%	100%	100%	99%	100%
Unweighted N	(1,151)	(382)	(421)	(348)	(459)	(422)	(480)	(370)	(201)	(201)	(253)	(424)	(273)

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22B. Favorability of Tech Figures — Elon Musk

Do you have a favorable or an unfavorable opinion of the following people?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	20%	26%	13%	19%	19%	17%	25%	23%	11%	14%	19%
Somewhat favorable	24%	25%	23%	26%	26%	23%	20%	26%	13%	23%	26%
Somewhat unfavorable	14%	13%	15%	17%	13%	15%	10%	14%	16%	13%	11%
Very unfavorable	31%	27%	34%	25%	22%	35%	37%	30%	41%	23%	34%
Don't know	12%	9%	15%	13%	19%	9%	8%	8%	19%	28%	10%
Totals	101%	100%	100%	100%	99%	99%	100%	101%	100%	101%	100%
Unweighted N	(1,152)	(568)	(584)	(288)	(216)	(379)	(269)	(665)	(171)	(192)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	20%	6%	15%	37%	4%	44%	17%	23%	20%	28%	15%	19%	19%
Somewhat favorable	24%	17%	18%	36%	11%	37%	24%	22%	26%	24%	24%	25%	22%
Somewhat unfavorable	14%	14%	18%	10%	15%	10%	14%	14%	14%	9%	16%	16%	12%
Very unfavorable	31%	55%	32%	7%	65%	6%	29%	32%	35%	30%	38%	24%	35%
Don't know	12%	9%	16%	10%	5%	4%	16%	9%	4%	9%	8%	17%	11%
Totals	101%	101%	99%	100%	100%	101%	100%	100%	99%	100%	101%	101%	99%
Unweighted N	(1,152)	(383)	(420)	(349)	(460)	(422)	(482)	(369)	(201)	(201)	(253)	(424)	(274)

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22C. Favorability of Tech Figures — Warren Buffett

Do you have a favorable or an unfavorable opinion of the following people?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	15%	19%	11%	10%	12%	13%	26%	16%	14%	12%	15%
Somewhat favorable	31%	32%	29%	30%	25%	30%	37%	33%	30%	23%	21%
Somewhat unfavorable	12%	12%	11%	10%	14%	11%	11%	13%	6%	12%	13%
Very unfavorable	10%	12%	8%	10%	8%	12%	8%	10%	11%	8%	13%
Don't know	33%	25%	41%	40%	40%	33%	18%	28%	40%	45%	38%
Totals	101%	100%	100%	100%	99%	99%	100%	100%	101%	100%	100%
Unweighted N	(1,152)	(569)	(583)	(288)	(217)	(379)	(268)	(664)	(171)	(193)	(124)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	15%	22%	10%	14%	24%	12%	10%	15%	25%	15%	15%	12%	19%
Somewhat favorable	31%	34%	22%	37%	34%	37%	27%	34%	36%	39%	27%	32%	27%
Somewhat unfavorable	12%	7%	13%	15%	8%	19%	10%	12%	17%	11%	12%	12%	12%
Very unfavorable	10%	9%	12%	9%	10%	11%	11%	11%	6%	8%	16%	8%	9%
Don't know	33%	27%	43%	26%	24%	21%	42%	27%	16%	28%	30%	36%	33%
Totals	101%	99%	100%	101%	100%	100%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(1,152)	(382)	(421)	(349)	(459)	(423)	(481)	(370)	(201)	(201)	(253)	(424)	(274)

YouGov Survey: Social Media and Free Speech

January 8 - 12, 2025 - 1156 U.S. adult citizens



Interviewing Dates	January 8 - 12, 2025
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.052 to 5.556, with a mean of one and a standard deviation of 0.878.
Number of respondents	1156
Margin of error	± 3.8% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	82 questions not reported.