YouGov Survey: Social Media Preferences

YouGov

Sample	1000 U.S. Adult Citizens
Conducted	March 6 - 9, 2023
Margin of Error	±3.6%

1. Which of the following social networks are you currently a member of? Select all that apply.

Facebook	70%
Twitter	33%
TikTok	26%
Instagram	41%
Reddit	15%
Parler	3%
Truth Social	4%
LinkedIn	23%
WhatsApp	20%
Snapchat	18%
Nextdoor	13%
Twitch	7%
None of the above	10%

2. Social media platforms specialize in a variety of types of content. Based on your own preferences, please rate each of the following types of content in terms of how good or bad it would be for a social media platform to have it.

	Very good	Somewhat good	Somewhat bad	Very bad	Not sure
Text	45%	33%	7%	5%	11%
Images	42%	35%	8%	4%	11%
Video	39%	37%	10%	3%	11%
Audio	36%	39%	7%	4%	14%

3. Thinking about your ideal social media platform, which of the following types of content would you like users to have the ability to share? Select all that apply.

Text	58%
Images	59%
Video	55%
Audio	44%
Not sure	17%

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4. There are a variety of ways that social media platforms can choose to display content to users. Based on your own preferences, please rate each of the following approaches in terms of how good or bad it would be for a social media platform to have it.

	Very good	Somewhat good	Somewhat bad	Very bad	Not sure
Chronological: Posts are displayed in the order they were published, with the newest posts appearing first.	41%	35%	7%	4%	13%
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.	15%	33%	18%	16%	18%
Curated: Posts are selected by an editorial team or a trusted user.	12%	23%	24%	24%	18%

5. 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. 53%

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. 22%

Curated: Posts are selected by an editorial team or an appointed user. 8%

Not sure 17%

6. Social media platforms use a variety of methods to moderate their content. Based on your own preferences, please rate each of the following approaches to content moderation in terms of how good or bad it would be for a social media platform to have it.

	Very good	Somewhat good	Somewhat bad	Very bad	Not sure
Human moderation: A team of human moderators identifies and removes content that violates the platform's terms of service.	33%	30%	13%	10%	14%
Automated moderation: The platform uses algorithms to identify and remove content that violates the platform's terms of service.	17%	32%	20%	15%	15%
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.	23%	39%	16%	9%	14%

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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.	13%	20%	18%	34%	15%

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. 29%

Automated moderation: The platform uses algorithms to identify and remove content that violates the platform's terms of service. 14%

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. 21%

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. 18%

Not sure 18%

8. Social media platforms have a variety of ways of verifying the identity of users. Based on your own preferences, please rate each of the following verification options in terms of how good or bad it would be for a social media platform to have it.

	Very good	Somewhat good	Somewhat bad	Very bad	Not sure
Real Name: Require users to use their real name and verify their identity.	34%	28%	14%	10%	13%
Pseudonym: Allow users to use a fake name without verifying their identity.	11%	22%	21%	32%	14%
Hybrid: Allow users to use a fake name, but require them to provide some form of identification, such as an email address.	22%	33%	14%	15%	16%

9. Thinking about your ideal social media platform, which of the following approaches to verification would you prefer?

Real Name: Require users to use their real name and verify their identity. 44%

Pseudonym: Allow users to use a fake name without verifying their identity. 8%

Hybrid: Allow users to use a fake name, but require them to provide some form of identification, such as an email address. 32%

Not sure 16%

10. Social media platforms use a variety of methods to fund their operations. Keeping in mind that companies need a source of revenue to operate, please rate each of the following monetization options according to your own preferences in terms of how good or bad it would be for a social media platform to have it.

	Very good	Somewhat good	Somewhat bad	Very bad	Not sure
Advertising: Show advertisements to users and earn revenue based on the number of views or clicks.	17%	41%	17%	11%	14%
Subscriptions: Charge users a fee for access to premium content or features.	13%	28%	20%	25%	14%
Data sales: Sell user data to third parties for marketing and advertising purposes.	8%	17%	15%	47%	13%
E-commerce: Allow users to buy and sell goods and services directly on the platform and take a fraction of the revenue.	21%	39%	14%	8%	17%

11. Thinking about your ideal social media platform, which of the following approaches to monetization would you prefer? Select all that apply.

Advertising: Show advertisements to users and earn revenue based on the number of views or clicks. 38%

Subscriptions: Charge users a fee for access to premium content or features. 23%

Data sales: Sell user data to third parties for marketing and advertising purposes. 11%

E-commerce: Allow users to buy and sell goods and services directly on the platform and take a fraction of the revenue. 37%

Not sure 23%

12. Social media platforms' default privacy settings vary. Based on your own preferences, please rate each of the following approaches to privacy in terms of how good or bad it would be for a social media platform to have it.

	Very good	Somewhat good	Somewhat bad	Very bad	Not sure
Public: Users' personal information is always publicly visible.	9%	15%	15%	50%	11%
Opt-out public: Users' personal information is publicly visible, but users can change the settings to make their information private.	28%	31%	17%	13%	11%
Opt-out private: Users' personal information is visible only to approved users, but users can change the settings to make their information publicly visible.	31%	37%	12%	8%	12%

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Private: Users' personal information is always visible only to approved users.	41%	28%	9%	12%	11%

13. Thinking about your ideal social media platform, which of the following approaches to privacy settings would you prefer?

Public: Users' personal information is always publicly visible. 3%

Opt-out public: Users' personal information is publicly visible, but users can change the settings to make their information private. 17%

Opt-out private: Users' personal information is visible only to approved users, but users can change the settings to make their information publicly visible. 30%

Private: Users' personal information is always visible only to approved users. 36%

Not sure 15%

14. Social media platforms use a variety of methods to verify accounts of notable people, organizations, and businesses. Based on your own preferences, please rate each of the following approaches to verifying notable users' accounts in terms of how good or bad it would be for a social media platform to have it.

	Very good	Somewhat good	Somewhat bad	Very bad	Not sure
Manual verification: A team of human moderators reviews and verifies the accounts of notable people, organizations, and businesses that meet certain criteria.	36%	32%	9%	8%	16%
Automated verification: The platform uses algorithms to verify the accounts of notable people, organizations, and businesses that meet certain criteria.	16%	34%	21%	12%	17%
No verification: The platform does not verify the accounts of notable people, organizations, and businesses.	8%	15%	19%	44%	14%

15. Thinking about your ideal social media platform, which of the following notable account verification methods would you prefer?

Manual verification: A team of human moderators reviews and verifies the accounts of notable people, organizations, and businesses that meet certain criteria. 44%

Automated verification: The platform uses algorithms to verify the accounts of notable people, organizations, and businesses that meet certain criteria. 28%

No verification: The platform does not verify the accounts of notable people, organizations, and businesses. 8%

Not sure 20%

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16. Social media platforms have a variety of methods for assisting users in discovering content on specific topics. Based on your own preferences, please rate each of the following ways of helping users discover content in terms of how good or bad it would be for a social media platform to have it.

	Very good	Somewhat good	Somewhat bad	Very bad	Not sure
Hashtags: Users can discover new content by searching for and following specific hashtags.	24%	39%	11%	7%	20%
Recommendations: The platform offers personalized recommendations for users based on their interests and behavior.	24%	42%	12%	8%	14%
Trending: The platform displays a list of popular topics that are currently trending on the platform.	22%	45%	11%	8%	15%
Explore: The platform provides a dedicated section for users to explore and discover new content.	35%	43%	5%	4%	14%

17. Thinking about your ideal social media platform, which of the following content discovery methods would you prefer to have available? Select all that apply.

Hashtags: Users can discover new content by searching for and following specific hashtags. 26%

Recommendations: The platform offers personalized recommendations for users based on their interests and behavior. 38%

Trending: The platform displays a list of popular topics that are currently trending on the platform. 32%

Explore: The platform provides a dedicated section for users to explore and discover new content. 48%

Not sure 17%

18. Social media platforms offer a variety of methods for users to engage with content and other users. Based on your own preferences, please rate each of the following ways of engaging users in terms of how good or bad it would be for a social media platform to have it.

	Very good	Somewhat good	Somewhat bad	Very bad	Not sure
Sharing: Users can create and share content.	43%	33%	8%	4%	13%
Reactions: Users can like or react to content with specific emoticons.	40%	34%	9%	4%	14%
Commenting: Users can leave comments on posts to engage in conversations.	41%	37%	7%	4%	11%

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Live streaming: Users can broadcast live video or audio in real-time.	28%	35%	14%	5%	17%
Private messaging: Users can send private messages to other users on the platform.	42%	35%	8%	3%	12%
Groups: Users can join and participate in groups based on common interests.	44%	34%	7%	3%	12%
Polls: Users can create surveys for other users to participate in.	31%	39%	9%	5%	15%
Stories: Users can share temporary stories that disappear after a set amount of time.	28%	40%	11%	5%	16%
Image and video filters: Users can apply appearance-altering filters to images and videos.	22%	26%	19%	14%	19%

19. Thinking about your ideal social media platform, which of the following engagement features would you most prefer to have available? Select all that apply.

Sharing: Users can create and share content. 45%

Reactions: Users can like or react to content with specific emoticons. 44%

Commenting: Users can leave comments on posts to engage in conversations. 49%

Live streaming: Users can broadcast live video or audio in real-time. 28%

Private messaging: Users can send private messages to other users on the platform. ... 48%

Groups: Users can join and participate in groups based on common interests. 40%

Polls: Users can create surveys for other users to participate in. 32%

Stories: Users can share temporary stories that disappear after a set amount of time. ... 31%

Image and video filters: Users can apply appearance-altering filters to images and videos. 15%

Not sure 13%

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Interviewing Dates	March 6 - 9, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.258 to 6.502, with a mean of 1 and a standard deviation of 0.556.
Number of respondents	1000
Margin of error	$\pm$ 3.6% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	59 questions not reported.

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March 6 - 9, 2023 - 1000 U.S. adult citizens

1. Social Media Networks
Which of the following social networks are you currently a member of? 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	70%	61%	79%	61%	61%	75%	79%	72%	67%	*	*
Twitter	33%	35%	31%	39%	41%	31%	21%	31%	36%	*	*
TikTok	26%	23%	30%	48%	37%	20%	6%	22%	33%	*	*
Instagram	41%	32%	50%	56%	43%	42%	26%	35%	52%	*	*
Reddit	15%	16%	14%	20%	20%	15%	6%	13%	21%	*	*
Parler	3%	4%	2%	3%	3%	3%	2%	4%	1%	*	*
Truth Social	4%	5%	4%	5%	4%	4%	5%	6%	3%	*	*
LinkedIn	23%	24%	23%	18%	25%	30%	17%	24%	29%	*	*
WhatsApp	20%	21%	20%	39%	20%	15%	10%	13%	35%	*	*
Snapchat	18%	12%	22%	35%	26%	10%	3%	15%	24%	*	*
Nextdoor	13%	11%	15%	10%	13%	13%	18%	15%	11%	*	*
Twitch	7%	9%	5%	14%	13%	2%	1%	7%	12%	*	*
None of the above	10%	13%	7%	6%	7%	11%	16%	10%	11%	*	*
Unweighted N	(1,000)	(462)	(538)	(205)	(239)	(319)	(237)	(733)	(125)	(66)	(76)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Facebook	70%	73%	63%	74%	77%	71%	72%	77%	63%	74%	71%	73%	61%
Twitter	33%	36%	33%	29%	39%	30%	32%	36%	37%	36%	35%	31%	31%
TikTok	26%	33%	27%	18%	30%	16%	28%	23%	33%	34%	19%	25%	30%
Instagram	41%	50%	41%	33%	51%	31%	43%	45%	39%	51%	40%	40%	38%
Reddit	15%	18%	18%	7%	21%	9%	15%	16%	17%	18%	17%	13%	15%
Parler	3%	2%	2%	6%	1%	8%	2%	3%	6%	1%	4%	3%	4%
Truth Social	4%	2%	3%	9%	1%	10%	1%	6%	7%	3%	5%	5%	4%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
LinkedIn	23%	29%	22%	19%	33%	22%	16%	28%	33%	28%	27%	20%	22%
WhatsApp	20%	24%	22%	14%	26%	14%	19%	24%	22%	29%	13%	22%	18%
Snapchat	18%	20%	20%	11%	19%	11%	19%	16%	20%	16%	23%	17%	15%
Nextdoor	13%	14%	12%	14%	18%	15%	8%	17%	19%	13%	11%	14%	15%
Twitch	7%	11%	6%	4%	7%	5%	7%	6%	11%	10%	4%	7%	9%
None of the above	10%	7%	12%	10%	6%	11%	13%	6%	5%	7%	11%	9%	13%
Unweighted N	(1,000)	(377)	(360)	(263)	(395)	(326)	(383)	(287)	(229)	(177)	(214)	(357)	(252)

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2A. Ratings - Type of Content — Text

Social media platforms specialize in a variety of types of content. Based on your own preferences, please rate each of the following types of content in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	45%	44%	46%	44%	36%	53%	42%	43%	46%	*	*
Somewhat good	33%	35%	32%	30%	41%	31%	32%	34%	35%	*	*
Somewhat bad	7%	7%	6%	11%	11%	3%	3%	8%	5%	*	*
Very bad	5%	5%	5%	7%	4%	2%	7%	5%	1%	*	*
Not sure	11%	9%	12%	7%	7%	12%	16%	10%	12%	*	*
Totals	101%	100%	101%	99%	99%	101%	100%	100%	99%	*	*
Unweighted N	(969)	(443)	(526)	(192)	(227)	(315)	(235)	(717)	(115)	(62)	(75)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	45%	46%	45%	43%	51%	40%	44%	48%	43%	40%	51%	47%	38%
Somewhat good	33%	35%	32%	33%	35%	30%	32%	36%	37%	36%	31%	32%	36%
Somewhat bad	7%	7%	7%	5%	4%	9%	5%	7%	9%	7%	3%	7%	9%
Very bad	5%	4%	3%	7%	2%	8%	6%	3%	5%	4%	4%	5%	5%
Not sure	11%	8%	13%	11%	8%	13%	12%	7%	5%	13%	11%	10%	11%
Totals	101%	100%	100%	99%	100%	100%	99%	101%	99%	100%	100%	101%	99%
Unweighted N	(969)	(367)	(343)	(259)	(390)	(318)	(374)	(284)	(223)	(172)	(210)	(348)	(239)

2B. Ratings - Type of Content — Images

Social media platforms specialize in a variety of types of content. Based on your own preferences, please rate each of the following types of content in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	42%	41%	43%	46%	37%	46%	36%	38%	51%	*	*
Somewhat good	35%	33%	37%	28%	40%	34%	38%	38%	25%	*	*
Somewhat bad	8%	9%	7%	13%	11%	5%	5%	9%	10%	*	*
Very bad	4%	5%	3%	7%	3%	1%	6%	4%	2%	*	*
Not sure	11%	12%	11%	6%	8%	13%	15%	11%	12%	*	*
Totals	100%	100%	101%	100%	99%	99%	100%	100%	100%	*	*
Unweighted N	(970)	(444)	(526)	(192)	(226)	(316)	(236)	(720)	(114)	(62)	(74)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	42%	42%	46%	36%	48%	37%	43%	43%	42%	42%	43%	44%	37%
Somewhat good	35%	37%	31%	38%	36%	38%	32%	36%	40%	38%	34%	33%	38%
Somewhat bad	8%	10%	6%	9%	7%	8%	8%	7%	12%	5%	8%	9%	10%
Very bad	4%	4%	3%	5%	2%	5%	4%	4%	3%	4%	3%	4%	5%
Not sure	11%	8%	14%	11%	7%	13%	13%	10%	4%	11%	12%	11%	10%
Totals	100%	101%	100%	99%	100%	101%	100%	100%	101%	100%	100%	101%	100%
Unweighted N	(970)	(365)	(344)	(261)	(388)	(319)	(376)	(282)	(224)	(172)	(211)	(348)	(239)

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2C. Ratings - Type of Content — Video
Social media platforms specialize in a variety of types of content. Based on your own preferences, please rate each of the following types of content in terms of how good or bad it would be for a social media platform to have it.

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	39%	39%	39%	47%	38%	42%	28%	35%	50%	*	*
Somewhat good	37%	36%	38%	32%	37%	39%	39%	38%	34%	*	*
Somewhat bad	10%	9%	11%	9%	15%	7%	10%	12%	5%	*	*
Very bad	3%	4%	3%	3%	3%	1%	8%	4%	0%	*	*
Not sure	11%	11%	10%	9%	7%	11%	15%	11%	11%	*	*
Totals	100%	99%	101%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(973)	(447)	(526)	(193)	(229)	(315)	(236)	(721)	(115)	(62)	(75)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	39%	41%	43%	33%	43%	31%	41%	39%	40%	41%	39%	39%	37%
Somewhat good	37%	37%	34%	40%	39%	39%	33%	40%	40%	37%	35%	37%	39%
Somewhat bad	10%	10%	8%	12%	8%	11%	10%	10%	11%	7%	12%	11%	9%
Very bad	3%	4%	2%	4%	3%	5%	4%	3%	2%	4%	3%	2%	5%
Not sure	11%	8%	13%	11%	7%	13%	11%	7%	8%	11%	11%	11%	9%
Totals	100%	100%	100%	100%	100%	99%	99%	99%	101%	100%	100%	100%	99%
Unweighted N	(973)	(368)	(345)	(260)	(390)	(318)	(377)	(284)	(224)	(171)	(212)	(349)	(241)

2D. Ratings - Type of Content — Audio

Social media platforms specialize in a variety of types of content. Based on your own preferences, please rate each of the following types of content in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	36%	35%	38%	42%	37%	37%	30%	33%	44%	*	*
Somewhat good	39%	41%	38%	34%	40%	42%	39%	40%	31%	*	*
Somewhat bad	7%	7%	7%	6%	11%	5%	5%	8%	6%	*	*
Very bad	4%	4%	4%	7%	3%	1%	7%	4%	1%	*	*
Not sure	14%	14%	14%	11%	9%	15%	19%	14%	17%	*	*
Totals	100%	101%	101%	100%	100%	100%	100%	99%	99%	*	*
Unweighted N	(973)	(446)	(527)	(193)	(229)	(315)	(236)	(722)	(115)	(61)	(75)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	36%	36%	38%	35%	38%	30%	40%	35%	32%	36%	39%	38%	30%
Somewhat good	39%	38%	38%	42%	42%	43%	37%	39%	46%	41%	37%	38%	41%
Somewhat bad	7%	9%	5%	7%	6%	7%	5%	8%	10%	7%	7%	5%	10%
Very bad	4%	5%	2%	5%	3%	6%	4%	5%	4%	3%	2%	4%	8%
Not sure	14%	12%	17%	11%	11%	13%	15%	13%	8%	13%	14%	15%	12%
Totals	100%	100%	100%	100%	100%	99%	101%	100%	100%	100%	99%	100%	101%
Unweighted N	(973)	(367)	(345)	(261)	(390)	(319)	(376)	(284)	(225)	(171)	(212)	(349)	(241)

3. Choice - Type of Content

Thinking about your ideal social media platform, which of the following types of content would you like users to have the ability to share? 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
Text	58%	60%	55%	47%	54%	66%	60%	60%	48%	*	*
Images	59%	55%	63%	58%	58%	65%	53%	59%	52%	*	*
Video	55%	56%	54%	57%	53%	62%	44%	54%	56%	*	*
Audio	44%	45%	43%	43%	43%	50%	36%	43%	42%	*	*
Not sure	17%	17%	17%	10%	14%	18%	26%	17%	20%	*	*
Unweighted N	(1,000)	(462)	(538)	(205)	(239)	(319)	(237)	(733)	(125)	(66)	(76)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Text	58%	61%	52%	61%	67%	58%	56%	62%	66%	56%	58%	60%	54%
Images	59%	60%	56%	63%	64%	63%	59%	63%	64%	65%	59%	60%	54%
Video	55%	57%	55%	51%	61%	54%	55%	62%	57%	63%	46%	57%	53%
Audio	44%	47%	41%	44%	48%	46%	45%	44%	47%	49%	39%	45%	44%
Not sure	17%	13%	21%	16%	14%	16%	22%	11%	9%	14%	17%	19%	15%
Unweighted N	(1,000)	(377)	(360)	(263)	(395)	(326)	(383)	(287)	(229)	(177)	(214)	(357)	(252)

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4A. Ratings - Content Curation System — Chronological: Posts are displayed in the order they were published, with the newest posts appearing first.
There are a variety of ways that social media platforms can choose to display content to users. Based on your own preferences, please rate each of the following approaches in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	41%	37%	45%	30%	37%	48%	44%	41%	39%	*	*
Somewhat good	35%	36%	34%	44%	35%	33%	30%	37%	33%	*	*
Somewhat bad	7%	8%	5%	12%	10%	3%	5%	7%	5%	*	*
Very bad	4%	4%	4%	6%	7%	1%	3%	3%	7%	*	*
Not sure	13%	14%	12%	7%	12%	14%	18%	12%	17%	*	*
Totals	100%	99%	100%	99%	101%	99%	100%	100%	101%	*	*
Unweighted N	(966)	(446)	(520)	(193)	(225)	(314)	(234)	(715)	(116)	(60)	(75)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	41%	43%	38%	42%	45%	44%	41%	46%	40%	41%	38%	46%	36%
Somewhat good	35%	36%	33%	37%	36%	31%	34%	35%	41%	30%	40%	34%	37%
Somewhat bad	7%	7%	7%	6%	5%	7%	6%	7%	8%	6%	6%	5%	11%
Very bad	4%	3%	5%	4%	3%	6%	4%	3%	3%	6%	4%	2%	5%
Not sure	13%	11%	17%	11%	10%	13%	15%	9%	8%	17%	12%	13%	11%
Totals	100%	100%	100%	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(966)	(364)	(344)	(258)	(388)	(316)	(373)	(280)	(225)	(172)	(209)	(345)	(240)

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4B. Ratings - Content Curation System — 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.
There are a variety of ways that social media platforms can choose to display content to users. Based on your own preferences, please rate each of the following approaches in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	15%	14%	15%	27%	17%	11%	7%	11%	20%	*	*
Somewhat good	33%	35%	31%	44%	39%	27%	27%	33%	37%	*	*
Somewhat bad	18%	17%	20%	10%	18%	21%	23%	21%	15%	*	*
Very bad	16%	18%	15%	10%	14%	21%	18%	17%	15%	*	*
Not sure	18%	16%	19%	9%	12%	21%	26%	18%	13%	*	*
Totals	100%	100%	100%	100%	100%	101%	101%	100%	100%	*	*
Unweighted N	(967)	(447)	(520)	(191)	(227)	(315)	(234)	(715)	(117)	(61)	(74)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	15%	19%	14%	11%	14%	10%	20%	12%	11%	12%	14%	19%	11%
Somewhat good	33%	38%	32%	28%	34%	24%	33%	31%	37%	35%	32%	31%	36%
Somewhat bad	18%	15%	16%	26%	19%	26%	14%	19%	26%	23%	16%	19%	16%
Very bad	16%	14%	15%	20%	16%	23%	13%	21%	16%	11%	20%	16%	19%
Not sure	18%	14%	23%	15%	17%	17%	20%	18%	10%	20%	20%	15%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	101%	102%	100%	100%
Unweighted N	(967)	(366)	(344)	(257)	(389)	(316)	(377)	(280)	(223)	(171)	(208)	(347)	(241)

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4C. Ratings - Content Curation System — Curated: Posts are selected by an editorial team or a trusted user.
There are a variety of ways that social media platforms can choose to display content to users. Based on your own preferences, please rate each of the following approaches in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	12%	10%	13%	19%	16%	7%	7%	11%	13%	*	*
Somewhat good	23%	24%	22%	34%	31%	17%	14%	22%	32%	*	*
Somewhat bad	24%	24%	24%	21%	23%	27%	22%	25%	20%	*	*
Very bad	24%	24%	23%	15%	14%	28%	34%	26%	16%	*	*
Not sure	18%	18%	18%	11%	16%	20%	22%	16%	19%	*	*
Totals	101%	100%	100%	100%	100%	99%	99%	100%	100%	*	*
Unweighted N	(966)	(444)	(522)	(193)	(225)	(314)	(234)	(714)	(117)	(60)	(75)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	12%	12%	13%	9%	13%	5%	13%	9%	13%	10%	13%	13%	9%
Somewhat good	23%	31%	21%	17%	27%	16%	22%	24%	27%	29%	19%	21%	26%
Somewhat bad	24%	25%	22%	25%	24%	25%	24%	24%	25%	22%	27%	24%	23%
Very bad	24%	17%	20%	35%	21%	41%	21%	29%	24%	19%	25%	24%	25%
Not sure	18%	15%	24%	14%	16%	13%	20%	14%	11%	21%	16%	18%	16%
Totals	101%	100%	100%	100%	101%	100%	100%	100%	100%	101%	100%	100%	99%
Unweighted N	(966)	(364)	(344)	(258)	(388)	(316)	(374)	(280)	(224)	(172)	(208)	(345)	(241)

5. Choice - 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.	53%	50%	56%	36%	44%	64%	60%	57%	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.	22%	24%	20%	38%	30%	11%	14%	19%	28%	*	*
Curated: Posts are selected by an editorial team or an appointed user.	8%	11%	6%	13%	10%	7%	6%	8%	10%	*	*
Not sure	17%	16%	18%	13%	15%	18%	21%	16%	19%	*	*
Totals	100%	101%	100%	100%	99%	100%	101%	100%	101%	*	*
Unweighted N	(978)	(448)	(530)	(194)	(231)	(317)	(236)	(723)	(118)	(62)	(75)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	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.	53%	48%	48%	66%	56%	67%	47%	59%	60%	52%	53%	54%	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.	22%	28%	21%	16%	20%	14%	25%	20%	23%	25%	20%	20%	24%
Curated: Posts are selected by an editorial team or an appointed user.	8%	12%	7%	7%	11%	6%	7%	9%	11%	8%	9%	9%	7%
Not sure	17%	13%	25%	12%	13%	14%	21%	11%	6%	15%	18%	16%	18%
Totals	100%	101%	101%	101%	100%	101%	100%	99%	100%	100%	100%	99%	100%
Unweighted N	(978)	(369)	(348)	(261)	(393)	(318)	(379)	(284)	(226)	(174)	(212)	(351)	(241)

6A. Ratings - Content Moderation — Human moderation: A team of human moderators identifies and removes content that violates the platform's terms of service.

Social media platforms use a variety of methods to moderate their content. Based on your own preferences, please rate each of the following approaches to content moderation in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	33%	31%	36%	44%	28%	32%	31%	31%	45%	*	*
Somewhat good	30%	28%	31%	29%	35%	29%	26%	30%	24%	*	*
Somewhat bad	13%	14%	12%	9%	15%	14%	13%	14%	10%	*	*
Very bad	10%	13%	7%	9%	8%	9%	13%	12%	2%	*	*
Not sure	14%	14%	14%	9%	13%	17%	16%	13%	19%	*	*
Totals	100%	100%	100%	100%	99%	101%	99%	100%	100%	*	*
Unweighted N	(962)	(441)	(521)	(190)	(222)	(314)	(236)	(715)	(116)	(59)	(72)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	33%	40%	35%	23%	50%	18%	36%	34%	29%	35%	39%	33%	26%
Somewhat good	30%	35%	26%	28%	29%	28%	26%	33%	33%	28%	26%	27%	39%
Somewhat bad	13%	9%	11%	20%	8%	20%	13%	14%	14%	13%	12%	14%	13%
Very bad	10%	5%	8%	18%	3%	21%	9%	7%	14%	6%	12%	11%	9%
Not sure	14%	11%	19%	11%	10%	13%	15%	12%	9%	19%	11%	15%	13%
Totals	100%	100%	99%	100%	100%	100%	99%	100%	99%	101%	100%	100%	100%
Unweighted N	(962)	(363)	(340)	(259)	(388)	(316)	(372)	(279)	(226)	(169)	(210)	(344)	(239)

6B. Ratings - Content Moderation — Automated moderation: The platform uses algorithms to identify and remove content that violates the platform's terms of service.

Social media platforms use a variety of methods to moderate their content. Based on your own preferences, please rate each of the following approaches to content moderation in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	17%	14%	20%	26%	18%	13%	16%	14%	23%	*	*
Somewhat good	32%	29%	34%	35%	35%	29%	31%	33%	34%	*	*
Somewhat bad	20%	23%	18%	19%	23%	20%	20%	21%	21%	*	*
Very bad	15%	19%	11%	10%	13%	20%	15%	18%	5%	*	*
Not sure	15%	14%	16%	10%	12%	18%	18%	14%	18%	*	*
Totals	99%	99%	99%	100%	101%	100%	100%	100%	101%	*	*
Unweighted N	(962)	(439)	(523)	(190)	(223)	(313)	(236)	(716)	(114)	(59)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	17%	25%	14%	13%	20%	8%	19%	15%	17%	14%	19%	19%	16%
Somewhat good	32%	38%	27%	30%	38%	28%	30%	34%	33%	27%	31%	33%	35%
Somewhat bad	20%	18%	20%	23%	22%	21%	17%	21%	28%	26%	18%	19%	22%
Very bad	15%	7%	17%	22%	6%	28%	17%	15%	13%	15%	16%	13%	17%
Not sure	15%	11%	22%	12%	13%	14%	17%	15%	9%	18%	15%	17%	11%
Totals	99%	99%	100%	100%	99%	99%	100%	100%	100%	100%	99%	101%	101%
Unweighted N	(962)	(363)	(339)	(260)	(387)	(317)	(371)	(280)	(226)	(170)	(210)	(342)	(240)

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6C. Ratings - Content Moderation — 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.
Social media platforms use a variety of methods to moderate their content. Based on your own preferences, please rate each of the following approaches to content moderation in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	23%	20%	25%	34%	22%	19%	20%	19%	34%	*	*
Somewhat good	39%	38%	39%	35%	41%	39%	39%	41%	32%	*	*
Somewhat bad	16%	19%	13%	17%	18%	18%	12%	17%	14%	*	*
Very bad	9%	9%	8%	7%	5%	9%	13%	10%	3%	*	*
Not sure	14%	13%	14%	8%	14%	15%	16%	13%	17%	*	*
Totals	101%	99%	99%	101%	100%	100%	100%	100%	100%	*	*
Unweighted N	(967)	(443)	(524)	(190)	(225)	(316)	(236)	(719)	(116)	(59)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	23%	31%	21%	16%	30%	14%	26%	20%	19%	19%	25%	24%	21%
Somewhat good	39%	38%	36%	43%	38%	40%	36%	43%	40%	35%	36%	42%	38%
Somewhat bad	16%	14%	16%	18%	17%	20%	13%	16%	25%	19%	16%	14%	18%
Very bad	9%	6%	7%	14%	5%	15%	9%	8%	9%	8%	8%	8%	11%
Not sure	14%	11%	20%	9%	11%	12%	16%	12%	7%	19%	14%	13%	12%
Totals	101%	100%	100%	100%	101%	101%	100%	99%	100%	100%	99%	101%	100%
Unweighted N	(967)	(367)	(340)	(260)	(389)	(317)	(374)	(281)	(226)	(171)	(209)	(347)	(240)

6D. Ratings - Content Moderation — 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.
Social media platforms use a variety of methods to moderate their content. Based on your own preferences, please rate each of the following approaches to content moderation in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	13%	17%	10%	17%	17%	12%	7%	14%	11%	*	*
Somewhat good	20%	21%	19%	22%	26%	20%	11%	21%	18%	*	*
Somewhat bad	18%	19%	17%	19%	18%	18%	17%	19%	20%	*	*
Very bad	34%	29%	39%	33%	24%	33%	49%	34%	30%	*	*
Not sure	15%	14%	16%	8%	15%	17%	17%	13%	21%	*	*
Totals	100%	100%	101%	99%	100%	100%	101%	101%	100%	*	*
Unweighted N	(957)	(437)	(520)	(190)	(220)	(313)	(234)	(714)	(112)	(58)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	13%	11%	13%	16%	8%	19%	11%	15%	18%	14%	14%	13%	13%
Somewhat good	20%	20%	16%	24%	14%	22%	16%	21%	27%	17%	20%	19%	23%
Somewhat bad	18%	16%	18%	19%	16%	19%	21%	13%	18%	16%	16%	18%	20%
Very bad	34%	41%	33%	28%	52%	24%	35%	39%	29%	32%	38%	35%	31%
Not sure	15%	11%	20%	12%	10%	15%	18%	13%	8%	21%	13%	15%	12%
Totals	100%	99%	100%	99%	100%	99%	101%	101%	100%	100%	101%	100%	99%
Unweighted N	(957)	(361)	(337)	(259)	(385)	(316)	(368)	(280)	(224)	(169)	(208)	(340)	(240)

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7. Choice - 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.	29%	26%	32%	28%	22%	33%	33%	29%	29%	*	*
Automated moderation: The platform uses algorithms to identify and remove content that violates the platform's terms of service.	14%	13%	15%	16%	18%	10%	14%	15%	13%	*	*
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.	21%	22%	21%	30%	24%	16%	19%	19%	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.	18%	22%	14%	15%	19%	20%	16%	20%	9%	*	*
Not sure	18%	17%	19%	12%	17%	21%	18%	17%	21%	*	*
Totals	100%	100%	101%	101%	100%	100%	100%	100%	100%	*	*
Unweighted N	(978)	(447)	(531)	(194)	(230)	(317)	(237)	(723)	(118)	(62)	(75)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	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.	29%	32%	32%	23%	41%	20%	31%	36%	24%	30%	35%	28%	27%
Automated moderation: The platform uses algorithms to identify and remove content that violates the platform's terms of service.	14%	17%	11%	15%	14%	12%	12%	13%	21%	12%	11%	15%	16%

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| | | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | |
	Total	Dem	Ind	Rep	Biden	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.	21%	26%	18%	19%	24%	19%	20%	21%	26%	21%	15%	25%	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.	18%	13%	14%	28%	9%	32%	17%	17%	22%	15%	23%	15%	18%
Not sure	18%	12%	25%	15%	12%	17%	21%	13%	8%	22%	16%	17%	16%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	99%
Unweighted N	(978)	(368)	(349)	(261)	(393)	(318)	(380)	(283)	(226)	(174)	(212)	(352)	(240)

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8A. Ratings - Verification — Real Name: Require users to use their real name and verify their identity.
Social media platforms have a variety of ways of verifying the identity of users. Based on your own preferences, please rate each of the following verification options in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	34%	32%	37%	30%	28%	36%	43%	33%	36%	*	*
Somewhat good	28%	28%	29%	32%	33%	26%	23%	31%	27%	*	*
Somewhat bad	14%	15%	13%	18%	12%	12%	15%	13%	15%	*	*
Very bad	10%	11%	9%	13%	12%	10%	6%	9%	8%	*	*
Not sure	13%	14%	12%	7%	15%	15%	13%	13%	15%	*	*
Totals	99%	100%	100%	100%	100%	99%	100%	99%	101%	*	*
Unweighted N	(971)	(442)	(529)	(193)	(228)	(314)	(236)	(716)	(118)	(61)	(76)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	34%	35%	36%	31%	37%	33%	39%	32%	33%	37%	36%	36%	27%
Somewhat good	28%	27%	26%	33%	31%	29%	22%	35%	31%	29%	28%	27%	31%
Somewhat bad	14%	15%	10%	17%	14%	15%	11%	16%	19%	11%	13%	13%	18%
Very bad	10%	11%	11%	8%	8%	10%	11%	9%	11%	11%	9%	11%	10%
Not sure	13%	11%	17%	11%	10%	13%	17%	8%	7%	12%	14%	13%	13%
Totals	99%	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	99%
Unweighted N	(971)	(367)	(344)	(260)	(391)	(316)	(376)	(281)	(225)	(173)	(210)	(346)	(242)

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8B. Ratings - Verification — Pseudonym: Allow users to use a fake name without verifying their identity.
Social media platforms have a variety of ways of verifying the identity of users. Based on your own preferences, please rate each of the following verification options in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	11%	11%	11%	21%	14%	9%	2%	9%	20%	*	*
Somewhat good	22%	22%	21%	31%	25%	19%	15%	22%	18%	*	*
Somewhat bad	21%	21%	21%	16%	23%	21%	23%	23%	21%	*	*
Very bad	32%	31%	33%	21%	21%	36%	47%	34%	21%	*	*
Not sure	14%	14%	14%	10%	16%	14%	13%	13%	19%	*	*
Totals	100%	99%	100%	99%	99%	99%	100%	101%	99%	*	*
Unweighted N	(968)	(444)	(524)	(194)	(227)	(314)	(233)	(719)	(114)	(60)	(75)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	11%	14%	11%	8%	12%	11%	11%	11%	12%	9%	11%	11%	13%
Somewhat good	22%	22%	20%	24%	19%	19%	21%	24%	24%	21%	18%	22%	27%
Somewhat bad	21%	20%	17%	27%	21%	25%	21%	21%	24%	27%	17%	23%	16%
Very bad	32%	32%	32%	32%	36%	34%	32%	35%	32%	31%	41%	29%	29%
Not sure	14%	12%	19%	9%	12%	11%	15%	9%	8%	12%	13%	14%	14%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%	99%
Unweighted N	(968)	(365)	(344)	(259)	(390)	(316)	(378)	(278)	(226)	(171)	(210)	(346)	(241)

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8C. Ratings - Verification — Hybrid: Allow users to use a fake name, but require them to provide some form of identification, such as an email address.
Social media platforms have a variety of ways of verifying the identity of users. Based on your own preferences, please rate each of the following verification options in terms of how good or bad it would be for a social media platform to have it.

| | Total | Gender | | Age (4 category) | | | | Race (4 category) | | | |
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	22%	25%	18%	33%	22%	20%	14%	18%	30%	*	*
Somewhat good	33%	31%	35%	29%	35%	36%	32%	35%	32%	*	*
Somewhat bad	14%	13%	15%	11%	13%	14%	17%	17%	8%	*	*
Very bad	15%	14%	15%	16%	10%	14%	18%	14%	13%	*	*
Not sure	16%	16%	16%	11%	19%	16%	19%	16%	18%	*	*
Totals	100%	99%	99%	100%	99%	100%	100%	100%	101%	*	*
Unweighted N	(963)	(439)	(524)	(192)	(226)	(312)	(233)	(714)	(113)	(60)	(76)

| | Total | Party ID | | | 2020 Vote | | Family Income (3 category) | | | Census Region | | | |
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	22%	25%	22%	18%	29%	16%	19%	22%	26%	20%	15%	25%	24%
Somewhat good	33%	34%	28%	38%	29%	37%	29%	38%	36%	38%	30%	32%	35%
Somewhat bad	14%	13%	13%	17%	15%	19%	17%	14%	14%	12%	16%	16%	11%
Very bad	15%	15%	16%	13%	13%	14%	17%	14%	12%	12%	23%	14%	10%
Not sure	16%	13%	21%	14%	14%	14%	18%	13%	12%	18%	16%	14%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(963)	(366)	(341)	(256)	(390)	(313)	(374)	(278)	(225)	(171)	(208)	(343)	(241)

9. Choice - Verification

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Real Name: Require users to use their real name and verify their identity.	44%	42%	45%	43%	40%	44%	48%	46%	41%	*	*
Pseudonym: Allow users to use a fake name without verifying their identity.	8%	9%	7%	11%	12%	6%	4%	8%	9%	*	*
Hybrid: Allow users to use a fake name, but require them to provide some form of identification, such as an email address.	32%	34%	31%	31%	35%	33%	30%	31%	33%	*	*
Not sure	16%	15%	17%	15%	13%	17%	18%	15%	18%	*	*
Totals	100%	100%	100%	100%	100%	100%	100%	100%	101%	*	*
Unweighted N	(977)	(447)	(530)	(193)	(231)	(317)	(236)	(723)	(118)	(62)	(74)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Real Name: Require users to use their real name and verify their identity.	44%	44%	41%	47%	45%	46%	43%	48%	47%	49%	49%	42%	37%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Pseudonym: Allow users to use a fake name without verifying their identity.	8%	10%	8%	6%	7%	10%	9%	8%	9%	8%	6%	7%	11%
Hybrid: Allow users to use a fake name, but require them to provide some form of identification, such as an email address.	32%	34%	30%	33%	37%	30%	28%	36%	37%	26%	31%	35%	35%
Not sure	16%	11%	21%	14%	10%	14%	21%	9%	7%	16%	14%	16%	17%
Totals	100%	99%	100%	100%	99%	100%	101%	101%	100%	99%	100%	100%	100%
Unweighted N	(977)	(369)	(348)	(260)	(394)	(317)	(380)	(282)	(226)	(175)	(212)	(350)	(240)

10A. Ratings - Monetization Models — Advertising: Show advertisements to users and earn revenue based on the number of views or clicks.
Social media platforms use a variety of methods to fund their operations. Keeping in mind that companies need a source of revenue to operate, please rate each of the following monetization options according to your own preferences in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	17%	18%	16%	24%	18%	19%	7%	14%	25%	*	*
Somewhat good	41%	39%	42%	41%	41%	42%	38%	41%	44%	*	*
Somewhat bad	17%	17%	17%	19%	19%	14%	18%	18%	12%	*	*
Very bad	11%	12%	10%	6%	8%	11%	17%	12%	6%	*	*
Not sure	14%	14%	15%	10%	14%	14%	19%	14%	13%	*	*
Totals	100%	100%	100%	100%	100%	100%	99%	99%	100%	*	*
Unweighted N	(968)	(445)	(523)	(192)	(226)	(315)	(235)	(719)	(117)	(59)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	17%	19%	15%	17%	15%	15%	20%	18%	14%	17%	11%	20%	18%
Somewhat good	41%	47%	36%	40%	44%	38%	40%	40%	46%	46%	47%	38%	35%
Somewhat bad	17%	16%	17%	18%	20%	17%	14%	19%	20%	15%	15%	18%	19%
Very bad	11%	7%	13%	12%	9%	14%	11%	9%	10%	6%	11%	11%	15%
Not sure	14%	11%	19%	12%	12%	15%	15%	13%	9%	17%	15%	13%	14%
Totals	100%	100%	100%	99%	100%	99%	100%	99%	99%	101%	99%	100%	101%
Unweighted N	(968)	(367)	(342)	(259)	(391)	(316)	(376)	(280)	(226)	(170)	(212)	(346)	(240)

10B. Ratings - Monetization Models — Subscriptions: Charge users a fee for access to premium content or features.
Social media platforms use a variety of methods to fund their operations. Keeping in mind that companies need a source of revenue to operate, please rate each of the following monetization options according to your own preferences in terms of how good or bad it would be for a social media platform to have it.

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	13%	15%	12%	20%	19%	11%	7%	12%	16%	*	*
Somewhat good	28%	31%	25%	31%	28%	28%	24%	29%	28%	*	*
Somewhat bad	20%	21%	19%	23%	22%	18%	15%	19%	28%	*	*
Very bad	25%	19%	30%	17%	19%	25%	37%	25%	14%	*	*
Not sure	14%	15%	14%	8%	12%	17%	17%	14%	15%	*	*
Totals	100%	101%	100%	99%	100%	99%	100%	99%	101%	*	*
Unweighted N	(964)	(441)	(523)	(190)	(224)	(315)	(235)	(717)	(117)	(58)	(72)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	13%	15%	12%	14%	12%	11%	15%	14%	14%	16%	7%	17%	13%
Somewhat good	28%	27%	28%	29%	28%	29%	23%	31%	32%	29%	28%	28%	26%
Somewhat bad	20%	22%	16%	20%	22%	18%	19%	20%	24%	25%	19%	16%	21%
Very bad	25%	23%	27%	25%	26%	28%	26%	23%	22%	18%	29%	23%	30%
Not sure	14%	13%	17%	12%	13%	14%	17%	13%	9%	13%	17%	15%	10%
Totals	100%	100%	100%	100%	101%	100%	100%	101%	101%	101%	100%	99%	100%
Unweighted N	(964)	(364)	(341)	(259)	(390)	(316)	(376)	(278)	(224)	(169)	(212)	(343)	(240)

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10C. Ratings - Monetization Models — Data sales: Sell user data to third parties for marketing and advertising purposes.
Social media platforms use a variety of methods to fund their operations. Keeping in mind that companies need a source of revenue to operate, please rate each of the following monetization options according to your own preferences in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	8%	8%	8%	14%	15%	5%	1%	6%	18%	*	*
Somewhat good	17%	19%	15%	29%	27%	11%	8%	17%	25%	*	*
Somewhat bad	15%	15%	15%	16%	16%	15%	12%	15%	19%	*	*
Very bad	47%	45%	49%	32%	30%	56%	65%	50%	26%	*	*
Not sure	13%	13%	12%	9%	12%	13%	15%	12%	12%	*	*
Totals	100%	100%	99%	100%	100%	100%	101%	100%	100%	*	*
Unweighted N	(964)	(442)	(522)	(190)	(224)	(315)	(235)	(716)	(117)	(58)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	8%	10%	7%	7%	9%	5%	8%	8%	10%	12%	5%	9%	7%
Somewhat good	17%	22%	14%	17%	16%	14%	15%	20%	23%	21%	18%	13%	22%
Somewhat bad	15%	15%	13%	17%	16%	16%	12%	14%	20%	11%	13%	16%	17%
Very bad	47%	44%	50%	47%	51%	51%	50%	46%	41%	40%	50%	49%	46%
Not sure	13%	10%	16%	11%	7%	14%	15%	12%	6%	16%	15%	12%	9%
Totals	100%	101%	100%	99%	99%	100%	100%	100%	100%	100%	101%	99%	101%
Unweighted N	(964)	(364)	(341)	(259)	(391)	(316)	(375)	(280)	(223)	(169)	(212)	(343)	(240)

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10D. Ratings - Monetization Models — E-commerce: Allow users to buy and sell goods and services directly on the platform and take a fraction of the revenue.
Social media platforms use a variety of methods to fund their operations. Keeping in mind that companies need a source of revenue to operate, please rate each of the following monetization options according to your own preferences in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	21%	24%	18%	23%	27%	21%	14%	20%	31%	*	*
Somewhat good	39%	38%	40%	46%	36%	37%	38%	39%	37%	*	*
Somewhat bad	14%	12%	15%	15%	16%	13%	13%	15%	11%	*	*
Very bad	8%	8%	9%	6%	5%	8%	15%	9%	6%	*	*
Not sure	17%	17%	17%	9%	16%	22%	20%	17%	15%	*	*
Totals	99%	99%	99%	99%	100%	101%	100%	100%	100%	*	*
Unweighted N	(967)	(444)	(523)	(192)	(227)	(314)	(234)	(718)	(116)	(59)	(74)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	21%	23%	20%	20%	24%	20%	20%	24%	24%	28%	18%	21%	20%
Somewhat good	39%	43%	38%	36%	42%	36%	38%	39%	40%	38%	40%	38%	40%
Somewhat bad	14%	14%	11%	18%	13%	15%	11%	14%	20%	8%	13%	16%	16%
Very bad	8%	6%	8%	11%	8%	11%	10%	7%	7%	6%	10%	9%	8%
Not sure	17%	14%	22%	15%	13%	19%	21%	15%	8%	20%	19%	17%	15%
Totals	99%	100%	99%	100%	100%	101%	100%	99%	99%	100%	100%	101%	99%
Unweighted N	(967)	(366)	(342)	(259)	(391)	(315)	(375)	(280)	(225)	(169)	(212)	(345)	(241)

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11. Choice - Monetization Model

Thinking about your ideal social media platform, which of the following approaches to monetization would you prefer? 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
Advertising: Show advertisements to users and earn revenue based on the number of views or clicks.	38%	38%	37%	38%	34%	44%	31%	40%	39%	*	*
Subscriptions: Charge users a fee for access to premium content or features.	23%	27%	20%	26%	31%	19%	17%	22%	32%	*	*
Data sales: Sell user data to third parties for marketing and advertising purposes.	11%	12%	9%	20%	15%	5%	4%	9%	15%	*	*
E-commerce: Allow users to buy and sell goods and services directly on the platform and take a fraction of the revenue.	37%	39%	36%	38%	36%	40%	33%	38%	34%	*	*
Not sure	23%	19%	27%	14%	17%	24%	38%	23%	20%	*	*
Unweighted N	(1,000)	(462)	(538)	(205)	(239)	(319)	(237)	(733)	(125)	(66)	(76)

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		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Advertising: Show advertisements to users and earn revenue based on the number of views or clicks.	38%	40%	33%	41%	40%	36%	40%	37%	39%	39%	41%	41%	28%
Subscriptions: Charge users a fee for access to premium content or features.	23%	22%	20%	27%	23%	25%	23%	21%	29%	31%	22%	20%	22%
Data sales: Sell user data to third parties for marketing and advertising purposes.	11%	13%	10%	9%	11%	8%	9%	12%	15%	14%	10%	8%	12%
E-commerce: Allow users to buy and sell goods and services directly on the platform and take a fraction of the revenue.	37%	37%	38%	36%	43%	38%	36%	38%	43%	35%	36%	39%	38%
Not sure	23%	19%	28%	22%	20%	24%	28%	20%	11%	22%	24%	24%	22%
Unweighted N	(1,000)	(377)	(360)	(263)	(395)	(326)	(383)	(287)	(229)	(177)	(214)	(357)	(252)

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12A. Ratings - Privacy Settings — Public: Users' personal information is always publicly visible.
Social media platforms' default privacy settings vary. Based on your own preferences, please rate each of the following approaches to privacy in terms of how good or bad it would be for a social media platform to have it.

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	9%	10%	7%	16%	12%	5%	4%	7%	21%	*	*
Somewhat good	15%	16%	13%	25%	21%	10%	5%	13%	18%	*	*
Somewhat bad	15%	16%	15%	19%	18%	12%	14%	17%	13%	*	*
Very bad	50%	48%	53%	31%	37%	61%	65%	53%	32%	*	*
Not sure	11%	10%	12%	8%	11%	13%	12%	10%	16%	*	*
Totals	100%	100%	100%	99%	99%	101%	100%	100%	100%	*	*
Unweighted N	(961)	(440)	(521)	(190)	(223)	(315)	(233)	(714)	(117)	(57)	(73)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	9%	12%	7%	6%	13%	5%	7%	7%	14%	12%	8%	8%	7%
Somewhat good	15%	17%	13%	15%	12%	12%	12%	18%	17%	17%	12%	12%	19%
Somewhat bad	15%	18%	14%	14%	14%	16%	15%	17%	17%	14%	11%	16%	19%
Very bad	50%	45%	52%	54%	53%	57%	53%	50%	46%	46%	57%	51%	46%
Not sure	11%	8%	14%	11%	8%	10%	13%	7%	6%	12%	11%	12%	9%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	100%	101%	99%	99%	100%
Unweighted N	(961)	(363)	(338)	(260)	(388)	(317)	(372)	(280)	(223)	(167)	(209)	(347)	(238)

12B. Ratings - Privacy Settings — Opt-out public: Users' personal information is publicly visible, but users can change the settings to make their information private.
Social media platforms' default privacy settings vary. Based on your own preferences, please rate each of the following approaches to privacy in terms of how good or bad it would be for a social media platform to have it.

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	28%	26%	30%	28%	29%	29%	27%	26%	35%	*	*
Somewhat good	31%	29%	32%	33%	35%	29%	26%	30%	28%	*	*
Somewhat bad	17%	20%	14%	18%	16%	18%	16%	19%	16%	*	*
Very bad	13%	15%	12%	13%	12%	11%	18%	15%	7%	*	*
Not sure	11%	10%	12%	8%	9%	13%	13%	11%	14%	*	*
Totals	100%	100%	100%	100%	101%	100%	100%	101%	100%	*	*
Unweighted N	(963)	(441)	(522)	(190)	(223)	(314)	(236)	(716)	(116)	(58)	(73)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	28%	32%	29%	23%	32%	25%	33%	29%	24%	30%	24%	31%	26%
Somewhat good	31%	32%	27%	34%	30%	27%	29%	30%	34%	33%	29%	26%	38%
Somewhat bad	17%	18%	17%	15%	20%	17%	14%	19%	20%	15%	17%	18%	17%
Very bad	13%	11%	13%	16%	13%	18%	10%	15%	16%	10%	18%	14%	11%
Not sure	11%	8%	14%	12%	6%	13%	14%	7%	6%	13%	12%	12%	8%
Totals	100%	101%	100%	100%	101%	100%	100%	100%	100%	101%	100%	101%	100%
Unweighted N	(963)	(364)	(338)	(261)	(389)	(318)	(372)	(281)	(224)	(170)	(209)	(345)	(239)

12C. Ratings - Privacy Settings — Opt-out private: Users' personal information is visible only to approved users, but users can change the settings to make their information publicly visible.

Social media platforms' default privacy settings vary. Based on your own preferences, please rate each of the following approaches to privacy in terms of how good or bad it would be for a social media platform to have it.

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	31%	34%	29%	32%	32%	33%	25%	31%	33%	*	*
Somewhat good	37%	35%	40%	37%	42%	36%	36%	37%	35%	*	*
Somewhat bad	12%	11%	12%	11%	13%	11%	12%	11%	13%	*	*
Very bad	8%	9%	7%	8%	4%	7%	14%	8%	5%	*	*
Not sure	12%	12%	13%	12%	9%	14%	14%	12%	13%	*	*
Totals	100%	101%	101%	100%	100%	101%	101%	99%	99%	*	*
Unweighted N	(960)	(439)	(521)	(190)	(225)	(312)	(233)	(716)	(115)	(56)	(73)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	31%	33%	33%	26%	39%	27%	32%	30%	36%	28%	30%	34%	29%
Somewhat good	37%	38%	35%	40%	40%	37%	36%	41%	35%	40%	36%	36%	39%
Somewhat bad	12%	12%	10%	13%	8%	12%	10%	11%	17%	12%	10%	10%	15%
Very bad	8%	7%	8%	9%	5%	11%	9%	10%	5%	10%	10%	6%	9%
Not sure	12%	10%	14%	13%	8%	13%	14%	8%	6%	11%	14%	14%	9%
Totals	100%	100%	100%	101%	100%	100%	101%	100%	99%	101%	100%	100%	101%
Unweighted N	(960)	(363)	(336)	(261)	(387)	(317)	(373)	(279)	(223)	(166)	(207)	(347)	(240)

12D. Ratings - Privacy Settings — Private: Users' personal information is always visible only to approved users.
Social media platforms' default privacy settings vary. Based on your own preferences, please rate each of the following approaches to privacy in terms of how good or bad it would be for a social media platform to have it.

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	41%	38%	43%	38%	45%	40%	39%	44%	35%	*	*
Somewhat good	28%	27%	29%	32%	30%	27%	24%	26%	34%	*	*
Somewhat bad	9%	12%	5%	10%	8%	7%	10%	10%	7%	*	*
Very bad	12%	12%	11%	12%	6%	13%	15%	11%	8%	*	*
Not sure	11%	11%	11%	8%	10%	12%	13%	10%	16%	*	*
Totals	101%	100%	99%	100%	99%	99%	101%	101%	100%	*	*
Unweighted N	(962)	(440)	(522)	(190)	(225)	(313)	(234)	(716)	(116)	(57)	(73)

		Party ID			2020 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	41%	44%	41%	37%	50%	38%	36%	44%	46%	38%	40%	43%	40%
Somewhat good	28%	30%	26%	28%	27%	27%	26%	32%	29%	34%	25%	24%	34%
Somewhat bad	9%	7%	7%	13%	7%	11%	8%	9%	10%	7%	10%	10%	5%
Very bad	12%	9%	13%	13%	8%	14%	16%	9%	8%	9%	15%	11%	11%
Not sure	11%	11%	13%	8%	9%	10%	13%	7%	7%	11%	9%	12%	10%
Totals	101%	101%	100%	99%	101%	100%	99%	101%	100%	99%	99%	100%	100%
Unweighted N	(962)	(365)	(336)	(261)	(388)	(318)	(373)	(281)	(224)	(167)	(209)	(346)	(240)

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13. Choice - Privacy Settings

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

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Public: Users' personal information is always publicly visible.	3%	3%	2%	5%	1%	2%	3%	3%	3%	*	*
Opt-out public: Users' personal information is publicly visible, but users can change the settings to make their information private.	17%	19%	15%	18%	13%	18%	19%	17%	17%	*	*
Opt-out private: Users' personal information is visible only to approved users, but users can change the settings to make their information publicly visible.	30%	30%	29%	36%	31%	29%	25%	31%	23%	*	*
Private: Users' personal information is always visible only to approved users.	36%	33%	39%	30%	41%	34%	40%	37%	41%	*	*
Not sure	15%	15%	15%	12%	15%	17%	13%	12%	16%	*	*
Totals	101%	100%	100%	101%	101%	100%	100%	100%	100%	*	*
Unweighted N	(978)	(449)	(529)	(195)	(231)	(316)	(236)	(722)	(118)	(62)	(76)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Public: Users' personal information is always publicly visible.	3%	3%	3%	3%	3%	3%	2%	4%	2%	4%	4%	2%	2%
Opt-out public: Users' personal information is publicly visible, but users can change the settings to make their information private.	17%	16%	18%	17%	15%	18%	18%	18%	16%	17%	19%	16%	16%
Opt-out private: Users' personal information is visible only to approved users, but users can change the settings to make their information publicly visible.	30%	34%	25%	31%	32%	31%	26%	32%	38%	29%	29%	30%	31%
Private: Users' personal information is always visible only to approved users.	36%	37%	32%	40%	40%	37%	36%	37%	38%	35%	36%	37%	35%
Not sure	15%	10%	22%	10%	11%	11%	18%	9%	5%	15%	12%	15%	16%
Totals	101%	100%	100%	101%	101%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(978)	(368)	(350)	(260)	(394)	(317)	(378)	(283)	(226)	(175)	(211)	(351)	(241)

14A. Ratings - Account Verification — Manual verification: A team of human moderators reviews and verifies the accounts of notable people, organizations, and businesses that meet certain criteria.
Social media platforms use a variety of methods to verify accounts of notable people, organizations, and businesses. Based on your own preferences, please rate each of the following approaches to verifying notable users' accounts in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	36%	33%	38%	43%	31%	40%	27%	33%	45%	*	*
Somewhat good	32%	32%	31%	29%	34%	30%	33%	33%	22%	*	*
Somewhat bad	9%	9%	10%	11%	14%	6%	8%	11%	10%	*	*
Very bad	8%	11%	5%	7%	6%	6%	13%	9%	3%	*	*
Not sure	16%	15%	16%	9%	14%	18%	18%	15%	20%	*	*
Totals	101%	100%	100%	99%	99%	100%	99%	101%	100%	*	*
Unweighted N	(960)	(441)	(519)	(189)	(225)	(311)	(235)	(710)	(116)	(60)	(74)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	36%	36%	39%	30%	45%	26%	39%	38%	33%	36%	37%	39%	27%
Somewhat good	32%	34%	28%	34%	33%	30%	27%	35%	38%	31%	30%	29%	39%
Somewhat bad	9%	9%	7%	12%	6%	12%	8%	11%	11%	10%	10%	8%	10%
Very bad	8%	7%	6%	11%	4%	14%	9%	5%	10%	5%	6%	8%	11%
Not sure	16%	14%	20%	12%	12%	17%	18%	11%	9%	18%	17%	15%	12%
Totals	101%	100%	100%	99%	100%	99%	101%	100%	101%	100%	100%	99%	99%
Unweighted N	(960)	(364)	(336)	(260)	(387)	(316)	(372)	(279)	(222)	(169)	(209)	(343)	(239)

14B. Ratings - Account Verification — Automated verification: The platform uses algorithms to verify the accounts of notable people, organizations, and businesses that meet certain criteria.

Social media platforms use a variety of methods to verify accounts of notable people, organizations, and businesses. Based on your own preferences, please rate each of the following approaches to verifying notable users' accounts in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	16%	16%	16%	21%	23%	12%	11%	13%	23%	*	*
Somewhat good	34%	33%	36%	35%	38%	34%	30%	35%	35%	*	*
Somewhat bad	21%	21%	21%	23%	19%	19%	24%	25%	14%	*	*
Very bad	12%	15%	10%	10%	8%	16%	13%	11%	9%	*	*
Not sure	17%	16%	18%	10%	13%	19%	22%	16%	19%	*	*
Totals	100%	101%	101%	99%	101%	100%	100%	100%	100%	*	*
Unweighted N	(962)	(441)	(521)	(189)	(226)	(311)	(236)	(712)	(117)	(61)	(72)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	16%	17%	16%	15%	17%	10%	17%	20%	13%	17%	16%	16%	15%
Somewhat good	34%	38%	34%	30%	36%	33%	31%	36%	41%	31%	37%	33%	37%
Somewhat bad	21%	20%	18%	26%	22%	21%	17%	23%	25%	26%	15%	22%	21%
Very bad	12%	12%	10%	14%	11%	16%	14%	11%	11%	9%	13%	12%	14%
Not sure	17%	13%	22%	15%	14%	19%	20%	10%	10%	17%	19%	17%	14%
Totals	100%	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%	100%	101%
Unweighted N	(962)	(366)	(336)	(260)	(390)	(316)	(375)	(280)	(223)	(166)	(210)	(347)	(239)

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14C. Ratings - Account Verification — No verification: The platform does not verify the accounts of notable people, organizations, and businesses.
Social media platforms use a variety of methods to verify accounts of notable people, organizations, and businesses. Based on your own preferences, please rate each of the following approaches to verifying notable users' accounts in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	8%	10%	7%	13%	12%	5%	4%	7%	13%	*	*
Somewhat good	15%	17%	13%	24%	21%	8%	11%	15%	15%	*	*
Somewhat bad	19%	20%	18%	22%	18%	18%	17%	20%	19%	*	*
Very bad	44%	41%	47%	30%	34%	55%	53%	46%	35%	*	*
Not sure	14%	13%	16%	12%	16%	14%	15%	13%	18%	*	*
Totals	100%	101%	101%	101%	101%	100%	100%	101%	100%	*	*
Unweighted N	(966)	(443)	(523)	(192)	(228)	(310)	(236)	(716)	(116)	(60)	(74)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	8%	9%	8%	7%	8%	9%	8%	9%	7%	9%	5%	10%	7%
Somewhat good	15%	19%	12%	14%	12%	12%	14%	14%	19%	18%	10%	15%	16%
Somewhat bad	19%	16%	16%	25%	15%	25%	15%	20%	26%	15%	21%	20%	17%
Very bad	44%	45%	46%	40%	56%	38%	47%	46%	39%	42%	50%	42%	44%
Not sure	14%	10%	18%	14%	10%	15%	15%	11%	8%	16%	14%	13%	16%
Totals	100%	99%	100%	100%	101%	99%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(966)	(366)	(339)	(261)	(390)	(316)	(375)	(281)	(224)	(168)	(210)	(348)	(240)

15. Choice - Account Verification
Thinking about your ideal social media platform, which of the following notable account verification methods would you prefer?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Manual verification: A team of human moderators reviews and verifies the accounts of notable people, organizations, and businesses that meet certain criteria.	44%	42%	45%	40%	36%	50%	45%	43%	42%	*	*
Automated verification: The platform uses algorithms to verify the accounts of notable people, organizations, and businesses that meet certain criteria.	28%	31%	26%	37%	39%	21%	20%	30%	26%	*	*
No verification: The platform does not verify the accounts of notable people, organizations, and businesses.	8%	9%	8%	7%	9%	5%	12%	8%	9%	*	*
Not sure	20%	18%	21%	16%	16%	23%	23%	19%	22%	*	*
Totals	100%	100%	100%	100%	100%	99%	100%	100%	99%	*	*
Unweighted N	(974)	(446)	(528)	(194)	(229)	(316)	(235)	(720)	(117)	(62)	(75)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Manual verification: A team of human moderators reviews and verifies the accounts of notable people, organizations, and businesses that meet certain criteria.	44%	44%	46%	39%	53%	38%	45%	49%	40%	44%	50%	45%	34%
Automated verification: The platform uses algorithms to verify the accounts of notable people, organizations, and businesses that meet certain criteria.	28%	32%	23%	30%	27%	27%	22%	28%	43%	24%	25%	27%	36%
No verification: The platform does not verify the accounts of notable people, organizations, and businesses.	8%	7%	6%	12%	5%	14%	10%	7%	7%	12%	5%	8%	8%
Not sure	20%	16%	24%	19%	16%	22%	23%	16%	11%	20%	20%	19%	21%
Totals	100%	99%	99%	100%	101%	101%	100%	100%	101%	100%	100%	99%	99%
Unweighted N	(974)	(367)	(346)	(261)	(391)	(317)	(377)	(283)	(226)	(172)	(210)	(353)	(239)

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16A. Ratings - Content Discovery — Hashtags: Users can discover new content by searching for and following specific hashtags.
Social media platforms have a variety of methods for assisting users in discovering content on specific topics. Based on your own preferences, please rate each of the following ways of helping users discover content in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	24%	23%	25%	40%	26%	20%	14%	20%	32%	*	*
Somewhat good	39%	37%	40%	30%	43%	42%	37%	40%	32%	*	*
Somewhat bad	11%	12%	10%	10%	12%	11%	11%	13%	9%	*	*
Very bad	7%	9%	5%	10%	5%	5%	7%	7%	6%	*	*
Not sure	20%	19%	20%	10%	14%	22%	30%	21%	21%	*	*
Totals	101%	100%	100%	100%	100%	100%	99%	101%	100%	*	*
Unweighted N	(965)	(443)	(522)	(191)	(227)	(314)	(233)	(716)	(117)	(59)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	24%	27%	25%	18%	27%	15%	27%	23%	22%	28%	18%	26%	22%
Somewhat good	39%	40%	37%	40%	42%	39%	36%	40%	43%	37%	35%	38%	45%
Somewhat bad	11%	12%	8%	13%	11%	13%	8%	13%	15%	9%	13%	11%	11%
Very bad	7%	7%	5%	9%	3%	10%	8%	5%	6%	4%	10%	6%	7%
Not sure	20%	14%	24%	20%	17%	22%	22%	18%	14%	22%	24%	19%	15%
Totals	101%	100%	99%	100%	100%	99%	101%	99%	100%	100%	100%	100%	100%
Unweighted N	(965)	(365)	(340)	(260)	(389)	(317)	(375)	(279)	(225)	(169)	(210)	(347)	(239)

16B. Ratings - Content Discovery — Recommendations: The platform offers personalized recommendations for users based on their interests and behavior.
Social media platforms have a variety of methods for assisting users in discovering content on specific topics. Based on your own preferences, please rate each of the following ways of helping users discover content in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	24%	22%	25%	39%	26%	18%	17%	20%	29%	*	*
Somewhat good	42%	41%	43%	34%	40%	48%	44%	45%	40%	*	*
Somewhat bad	12%	13%	11%	10%	17%	11%	11%	13%	14%	*	*
Very bad	8%	9%	7%	8%	4%	8%	11%	7%	5%	*	*
Not sure	14%	15%	13%	8%	13%	16%	18%	15%	12%	*	*
Totals	100%	100%	99%	99%	100%	101%	101%	100%	100%	*	*
Unweighted N	(965)	(443)	(522)	(192)	(227)	(313)	(233)	(717)	(115)	(60)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	24%	26%	24%	20%	24%	18%	29%	22%	20%	25%	22%	25%	22%
Somewhat good	42%	46%	36%	46%	46%	43%	37%	47%	48%	41%	43%	42%	43%
Somewhat bad	12%	12%	13%	12%	14%	14%	10%	14%	16%	14%	12%	11%	13%
Very bad	8%	5%	8%	10%	7%	10%	8%	6%	7%	5%	9%	8%	9%
Not sure	14%	11%	18%	12%	10%	16%	16%	11%	8%	14%	15%	14%	13%
Totals	100%	100%	99%	100%	101%	101%	100%	100%	99%	99%	101%	100%	100%
Unweighted N	(965)	(365)	(340)	(260)	(390)	(317)	(372)	(282)	(225)	(167)	(211)	(348)	(239)

16C. Ratings - Content Discovery — Trending: The platform displays a list of popular topics that are currently trending on the platform.
Social media platforms have a variety of methods for assisting users in discovering content on specific topics. Based on your own preferences, please rate each of the following ways of helping users discover content in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	22%	18%	26%	33%	23%	18%	18%	19%	35%	*	*
Somewhat good	45%	47%	42%	38%	45%	51%	41%	46%	38%	*	*
Somewhat bad	11%	11%	12%	14%	10%	12%	9%	12%	9%	*	*
Very bad	8%	9%	7%	9%	7%	6%	10%	9%	4%	*	*
Not sure	15%	15%	14%	6%	14%	14%	22%	14%	15%	*	*
Totals	101%	100%	101%	100%	99%	101%	100%	100%	101%	*	*
Unweighted N	(963)	(442)	(521)	(191)	(226)	(312)	(234)	(717)	(115)	(59)	(72)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	22%	26%	21%	18%	26%	18%	27%	22%	18%	23%	22%	23%	21%
Somewhat good	45%	47%	41%	46%	44%	43%	39%	47%	55%	42%	47%	47%	40%
Somewhat bad	11%	10%	11%	14%	12%	13%	10%	12%	13%	12%	10%	10%	14%
Very bad	8%	6%	7%	11%	6%	11%	8%	7%	7%	5%	8%	7%	10%
Not sure	15%	11%	20%	12%	13%	15%	16%	13%	7%	18%	14%	14%	14%
Totals	101%	100%	100%	101%	101%	100%	100%	101%	100%	100%	101%	101%	99%
Unweighted N	(963)	(364)	(338)	(261)	(390)	(316)	(371)	(282)	(224)	(167)	(211)	(346)	(239)

16D. Ratings - Content Discovery — Explore: The platform provides a dedicated section for users to explore and discover new content.
Social media platforms have a variety of methods for assisting users in discovering content on specific topics. Based on your own preferences, please rate each of the following ways of helping users discover content in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	35%	33%	36%	40%	32%	36%	31%	33%	33%	*	*
Somewhat good	43%	42%	43%	40%	38%	45%	46%	43%	47%	*	*
Somewhat bad	5%	6%	5%	8%	10%	3%	1%	6%	5%	*	*
Very bad	4%	5%	3%	6%	5%	2%	3%	4%	2%	*	*
Not sure	14%	14%	14%	6%	15%	14%	19%	14%	13%	*	*
Totals	101%	100%	101%	100%	100%	100%	100%	100%	100%	*	*
Unweighted N	(965)	(444)	(521)	(191)	(226)	(313)	(235)	(718)	(115)	(59)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	35%	34%	37%	33%	38%	29%	40%	33%	32%	37%	36%	36%	30%
Somewhat good	43%	46%	39%	44%	47%	43%	37%	46%	47%	40%	39%	43%	47%
Somewhat bad	5%	6%	4%	6%	4%	6%	4%	5%	8%	3%	7%	6%	4%
Very bad	4%	4%	3%	5%	2%	5%	4%	4%	3%	3%	6%	2%	5%
Not sure	14%	10%	18%	13%	9%	17%	15%	11%	10%	17%	12%	13%	14%
Totals	101%	100%	101%	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(965)	(365)	(339)	(261)	(390)	(318)	(371)	(282)	(226)	(169)	(211)	(346)	(239)

17. Choice - Content Discovery
Thinking about your ideal social media platform, which of the following content discovery methods would you prefer to have available? 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
Hashtags: Users can discover new content by searching for and following specific hashtags.	26%	27%	26%	32%	31%	25%	18%	26%	30%	*	*
Recommendations: The platform offers personalized recommendations for users based on their interests and behavior.	38%	37%	39%	46%	42%	34%	33%	37%	41%	*	*
Trending: The platform displays a list of popular topics that are currently trending on the platform.	32%	31%	33%	43%	30%	28%	30%	31%	38%	*	*
Explore: The platform provides a dedicated section for users to explore and discover new content.	48%	48%	48%	43%	38%	57%	50%	50%	48%	*	*
Not sure	17%	16%	19%	11%	13%	20%	25%	17%	14%	*	*
Unweighted N	(1,000)	(462)	(538)	(205)	(239)	(319)	(237)	(733)	(125)	(66)	(76)

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Hashtags: Users can discover new content by searching for and following specific hashtags.	26%	32%	22%	26%	32%	25%	25%	32%	28%	29%	26%	27%	23%
Recommendations: The platform offers personalized recommendations for users based on their interests and behavior.	38%	38%	35%	42%	39%	37%	37%	39%	46%	39%	39%	40%	33%
Trending: The platform displays a list of popular topics that are currently trending on the platform.	32%	38%	25%	34%	36%	33%	33%	34%	36%	32%	32%	35%	27%
Explore: The platform provides a dedicated section for users to explore and discover new content.	48%	48%	43%	55%	54%	51%	47%	53%	50%	50%	48%	51%	42%
Not sure	17%	13%	24%	14%	15%	15%	21%	13%	8%	14%	17%	17%	21%
Unweighted N	(1,000)	(377)	(360)	(263)	(395)	(326)	(383)	(287)	(229)	(177)	(214)	(357)	(252)

18A. Ratings - Engagement Features — Sharing: Users can create and share content.
Social media platforms offer a variety of methods for users to engage with content and other users. Based on your own preferences, please rate each of the following ways of engaging users in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	43%	41%	45%	47%	47%	43%	36%	42%	38%	*	*
Somewhat good	33%	34%	33%	27%	28%	37%	39%	35%	32%	*	*
Somewhat bad	8%	7%	8%	9%	10%	6%	6%	7%	8%	*	*
Very bad	4%	4%	3%	8%	4%	2%	3%	4%	5%	*	*
Not sure	13%	14%	12%	10%	12%	12%	16%	12%	17%	*	*
Totals	101%	100%	101%	101%	101%	100%	100%	100%	100%	*	*
Unweighted N	(966)	(445)	(521)	(190)	(227)	(314)	(235)	(718)	(116)	(60)	(72)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	43%	46%	41%	42%	48%	39%	45%	42%	42%	51%	41%	43%	39%
Somewhat good	33%	31%	33%	35%	34%	38%	28%	40%	37%	27%	34%	34%	37%
Somewhat bad	8%	8%	6%	9%	7%	7%	7%	6%	11%	6%	9%	7%	9%
Very bad	4%	4%	2%	6%	3%	6%	4%	5%	2%	3%	4%	3%	5%
Not sure	13%	10%	18%	8%	9%	11%	16%	7%	8%	13%	12%	14%	10%
Totals	101%	99%	100%	100%	101%	101%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(966)	(366)	(340)	(260)	(392)	(317)	(373)	(282)	(225)	(172)	(211)	(344)	(239)

18B. Ratings - Engagement Features — Reactions: Users can like or react to content with specific emoticons.
Social media platforms offer a variety of methods for users to engage with content and other users. Based on your own preferences, please rate each of the following ways of engaging users in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	40%	34%	45%	45%	39%	40%	36%	37%	50%	*	*
Somewhat good	34%	36%	32%	26%	32%	40%	34%	37%	23%	*	*
Somewhat bad	9%	10%	7%	16%	10%	4%	7%	9%	7%	*	*
Very bad	4%	5%	3%	5%	4%	2%	4%	4%	3%	*	*
Not sure	14%	14%	13%	8%	14%	13%	18%	13%	16%	*	*
Totals	101%	99%	100%	100%	99%	99%	99%	100%	99%	*	*
Unweighted N	(962)	(440)	(522)	(190)	(223)	(314)	(235)	(712)	(117)	(60)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	40%	44%	37%	38%	46%	36%	41%	44%	35%	45%	41%	39%	35%
Somewhat good	34%	36%	32%	35%	35%	36%	30%	38%	41%	30%	34%	35%	36%
Somewhat bad	9%	8%	8%	10%	7%	8%	8%	8%	13%	6%	8%	9%	10%
Very bad	4%	2%	2%	7%	3%	8%	3%	3%	4%	4%	5%	3%	4%
Not sure	14%	9%	20%	10%	9%	12%	18%	7%	7%	15%	12%	13%	15%
Totals	101%	99%	99%	100%	100%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(962)	(364)	(340)	(258)	(392)	(314)	(372)	(280)	(223)	(172)	(209)	(343)	(238)

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18C. Ratings - Engagement Features — Commenting: Users can leave comments on posts to engage in conversations.
Social media platforms offer a variety of methods for users to engage with content and other users. Based on your own preferences, please rate each of the following ways of engaging users in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	41%	39%	43%	48%	40%	41%	37%	39%	47%	*	*
Somewhat good	37%	35%	39%	29%	36%	39%	42%	39%	28%	*	*
Somewhat bad	7%	7%	6%	10%	8%	5%	5%	8%	7%	*	*
Very bad	4%	6%	2%	5%	6%	2%	3%	4%	2%	*	*
Not sure	11%	13%	10%	8%	11%	12%	13%	10%	17%	*	*
Totals	100%	100%	100%	100%	101%	99%	100%	100%	101%	*	*
Unweighted N	(961)	(442)	(519)	(189)	(225)	(313)	(234)	(714)	(116)	(60)	(71)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	41%	42%	42%	39%	43%	36%	46%	40%	36%	46%	39%	44%	35%
Somewhat good	37%	37%	33%	43%	41%	42%	30%	42%	46%	35%	39%	34%	42%
Somewhat bad	7%	8%	6%	6%	7%	5%	7%	7%	8%	4%	7%	8%	6%
Very bad	4%	4%	3%	5%	3%	6%	3%	4%	6%	4%	5%	2%	6%
Not sure	11%	9%	16%	7%	7%	10%	15%	8%	4%	11%	10%	13%	11%
Totals	100%	100%	100%	100%	101%	99%	101%	101%	100%	100%	100%	101%	100%
Unweighted N	(961)	(367)	(338)	(256)	(393)	(312)	(369)	(282)	(225)	(172)	(210)	(341)	(238)

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18D. Ratings - Engagement Features — Live streaming: Users can broadcast live video or audio in real-time.
Social media platforms offer a variety of methods for users to engage with content and other users. Based on your own preferences, please rate each of the following ways of engaging users in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	28%	28%	29%	33%	31%	31%	19%	26%	43%	*	*
Somewhat good	35%	36%	34%	37%	32%	38%	32%	36%	29%	*	*
Somewhat bad	14%	12%	15%	11%	17%	12%	16%	16%	6%	*	*
Very bad	5%	6%	5%	7%	6%	2%	9%	6%	5%	*	*
Not sure	17%	17%	17%	13%	14%	17%	24%	17%	16%	*	*
Totals	99%	99%	100%	101%	100%	100%	100%	101%	99%	*	*
Unweighted N	(966)	(443)	(523)	(191)	(225)	(314)	(236)	(716)	(117)	(60)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	28%	31%	28%	26%	31%	26%	33%	25%	27%	32%	30%	28%	25%
Somewhat good	35%	36%	35%	33%	37%	36%	31%	39%	38%	38%	32%	36%	34%
Somewhat bad	14%	15%	13%	14%	16%	13%	11%	18%	16%	12%	16%	11%	18%
Very bad	5%	4%	4%	9%	3%	9%	4%	6%	5%	2%	6%	6%	7%
Not sure	17%	14%	20%	18%	14%	17%	20%	11%	13%	16%	16%	19%	16%
Totals	99%	100%	100%	100%	101%	101%	99%	99%	99%	100%	100%	100%	100%
Unweighted N	(966)	(367)	(340)	(259)	(393)	(317)	(373)	(282)	(224)	(172)	(210)	(345)	(239)

18E. Ratings - Engagement Features — Private messaging: Users can send private messages to other users on the platform.
Social media platforms offer a variety of methods for users to engage with content and other users. Based on your own preferences, please rate each of the following ways of engaging users in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	42%	37%	47%	45%	41%	42%	41%	41%	41%	*	*
Somewhat good	35%	39%	31%	31%	34%	39%	35%	36%	33%	*	*
Somewhat bad	8%	7%	9%	9%	10%	7%	6%	9%	9%	*	*
Very bad	3%	4%	2%	6%	4%	1%	4%	3%	3%	*	*
Not sure	12%	12%	11%	10%	11%	11%	14%	11%	14%	*	*
Totals	100%	99%	100%	101%	100%	100%	100%	100%	100%	*	*
Unweighted N	(965)	(444)	(521)	(191)	(224)	(316)	(234)	(715)	(117)	(60)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	42%	44%	38%	45%	47%	41%	42%	48%	38%	43%	43%	42%	41%
Somewhat good	35%	36%	36%	32%	36%	34%	33%	34%	42%	36%	35%	34%	36%
Somewhat bad	8%	10%	5%	10%	8%	9%	7%	8%	12%	6%	5%	9%	10%
Very bad	3%	3%	2%	5%	3%	5%	3%	3%	3%	2%	4%	3%	4%
Not sure	12%	7%	18%	8%	7%	10%	15%	7%	6%	12%	13%	12%	9%
Totals	100%	100%	99%	100%	101%	99%	100%	100%	101%	99%	100%	100%	100%
Unweighted N	(965)	(365)	(340)	(260)	(392)	(316)	(371)	(282)	(225)	(172)	(209)	(346)	(238)

18F. Ratings - Engagement Features — Groups: Users can join and participate in groups based on common interests.
Social media platforms offer a variety of methods for users to engage with content and other users. Based on your own preferences, please rate each of the following ways of engaging users in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	44%	41%	48%	45%	41%	44%	48%	43%	48%	*	*
Somewhat good	34%	34%	33%	32%	33%	36%	32%	36%	28%	*	*
Somewhat bad	7%	8%	6%	8%	10%	5%	5%	7%	7%	*	*
Very bad	3%	4%	3%	5%	4%	3%	2%	3%	3%	*	*
Not sure	12%	13%	10%	10%	12%	12%	14%	11%	14%	*	*
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	*	*
Unweighted N	(965)	(441)	(524)	(190)	(224)	(315)	(236)	(716)	(116)	(60)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	44%	44%	46%	43%	50%	43%	49%	42%	42%	50%	43%	45%	41%
Somewhat good	34%	35%	30%	36%	35%	34%	27%	40%	39%	33%	35%	35%	31%
Somewhat bad	7%	9%	5%	8%	7%	8%	6%	7%	11%	6%	5%	5%	13%
Very bad	3%	3%	3%	4%	2%	4%	4%	3%	3%	2%	5%	3%	4%
Not sure	12%	9%	16%	9%	6%	11%	15%	8%	5%	10%	12%	13%	11%
Totals	100%	100%	100%	100%	100%	100%	101%	100%	100%	101%	100%	101%	100%
Unweighted N	(965)	(365)	(341)	(259)	(393)	(316)	(374)	(280)	(224)	(172)	(211)	(346)	(236)

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18G. Ratings - Engagement Features — Polls: Users can create surveys for other users to participate in.
Social media platforms offer a variety of methods for users to engage with content and other users. Based on your own preferences, please rate each of the following ways of engaging users in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	31%	29%	33%	35%	34%	33%	23%	30%	32%	*	*
Somewhat good	39%	39%	39%	35%	43%	42%	34%	39%	40%	*	*
Somewhat bad	9%	10%	8%	11%	6%	8%	12%	10%	10%	*	*
Very bad	5%	7%	3%	10%	4%	1%	6%	5%	3%	*	*
Not sure	15%	15%	16%	8%	13%	15%	24%	15%	15%	*	*
Totals	99%	100%	99%	99%	100%	99%	99%	99%	100%	*	*
Unweighted N	(967)	(444)	(523)	(191)	(226)	(315)	(235)	(717)	(116)	(61)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	31%	33%	31%	30%	34%	27%	33%	28%	34%	33%	33%	33%	27%
Somewhat good	39%	39%	40%	39%	41%	41%	35%	44%	42%	37%	39%	38%	43%
Somewhat bad	9%	11%	7%	10%	10%	10%	10%	12%	6%	12%	10%	8%	9%
Very bad	5%	3%	4%	9%	2%	8%	3%	5%	8%	3%	2%	7%	5%
Not sure	15%	14%	18%	13%	13%	13%	18%	11%	9%	15%	17%	15%	15%
Totals	99%	100%	100%	101%	100%	99%	99%	100%	99%	100%	101%	101%	99%
Unweighted N	(967)	(366)	(341)	(260)	(391)	(318)	(373)	(282)	(224)	(172)	(210)	(345)	(240)

18H. Ratings - Engagement Features — Stories: Users can share temporary stories that disappear after a set amount of time.
Social media platforms offer a variety of methods for users to engage with content and other users. Based on your own preferences, please rate each of the following ways of engaging users in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	28%	26%	30%	44%	28%	24%	19%	23%	36%	*	*
Somewhat good	40%	40%	41%	32%	37%	43%	46%	43%	38%	*	*
Somewhat bad	11%	11%	10%	11%	14%	9%	10%	12%	6%	*	*
Very bad	5%	6%	5%	5%	6%	4%	6%	6%	3%	*	*
Not sure	16%	17%	14%	8%	15%	19%	18%	17%	17%	*	*
Totals	100%	100%	100%	100%	100%	99%	99%	101%	100%	*	*
Unweighted N	(962)	(441)	(521)	(191)	(223)	(312)	(236)	(713)	(116)	(60)	(73)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	28%	33%	27%	24%	30%	22%	31%	26%	26%	29%	25%	31%	25%
Somewhat good	40%	40%	39%	42%	43%	41%	37%	43%	45%	44%	44%	36%	40%
Somewhat bad	11%	10%	10%	13%	11%	13%	7%	14%	14%	9%	8%	12%	13%
Very bad	5%	4%	4%	8%	5%	8%	7%	5%	4%	3%	6%	5%	7%
Not sure	16%	12%	21%	13%	12%	17%	18%	12%	11%	15%	17%	16%	15%
Totals	100%	99%	101%	100%	101%	101%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(962)	(366)	(337)	(259)	(391)	(315)	(372)	(282)	(222)	(171)	(211)	(344)	(236)

18I. Ratings - Engagement Features — Image and video filters: Users can apply appearance-altering filters to images and videos.
Social media platforms offer a variety of methods for users to engage with content and other users. Based on your own preferences, please rate each of the following ways of engaging users in terms of how good or bad it would be for a social media platform to have it.

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very good	22%	21%	22%	37%	27%	17%	10%	15%	33%	*	*
Somewhat good	26%	27%	25%	27%	28%	30%	17%	26%	29%	*	*
Somewhat bad	19%	17%	21%	17%	16%	20%	23%	22%	11%	*	*
Very bad	14%	14%	14%	10%	14%	13%	20%	16%	8%	*	*
Not sure	19%	21%	18%	11%	15%	20%	30%	20%	18%	*	*
Totals	100%	100%	100%	102%	100%	100%	100%	99%	99%	*	*
Unweighted N	(961)	(440)	(521)	(189)	(223)	(313)	(236)	(712)	(117)	(60)	(72)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Very good	22%	25%	23%	16%	24%	13%	27%	17%	20%	25%	19%	22%	22%
Somewhat good	26%	30%	22%	26%	25%	26%	25%	31%	27%	26%	23%	26%	29%
Somewhat bad	19%	15%	18%	25%	18%	25%	16%	20%	27%	20%	22%	19%	16%
Very bad	14%	15%	13%	15%	18%	14%	10%	18%	14%	10%	19%	14%	12%
Not sure	19%	16%	23%	18%	15%	22%	22%	15%	12%	20%	18%	19%	20%
Totals	100%	101%	99%	100%	100%	100%	100%	101%	100%	101%	101%	100%	99%
Unweighted N	(961)	(364)	(339)	(258)	(393)	(314)	(372)	(281)	(222)	(172)	(210)	(342)	(237)

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19. Choice - Engagement Features

Thinking about your ideal social media platform, which of the following engagement features would you most prefer to have available? 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
Sharing: Users can create and share content.	45%	41%	48%	42%	35%	51%	49%	45%	47%	*	*
Reactions: Users can like or react to content with specific emoticons.	44%	39%	48%	42%	39%	49%	43%	44%	42%	*	*
Commenting: Users can leave comments on posts to engage in conversations.	49%	46%	52%	45%	42%	53%	56%	50%	45%	*	*
Live streaming: Users can broadcast live video or audio in real-time.	28%	30%	26%	32%	25%	32%	21%	26%	43%	*	*
Private messaging: Users can send private messages to other users on the platform.	48%	48%	49%	48%	43%	52%	51%	48%	49%	*	*
Groups: Users can join and participate in groups based on common interests.	40%	41%	39%	30%	32%	46%	51%	42%	38%	*	*
Polls: Users can create surveys for other users to participate in.	32%	34%	31%	36%	29%	34%	29%	31%	35%	*	*

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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
Stories: Users can share temporary stories that disappear after a set amount of time.	31%	27%	35%	42%	26%	29%	30%	30%	36%	*	*
Image and video filters: Users can apply appearance-altering filters to images and videos.	15%	14%	15%	16%	17%	17%	7%	11%	21%	*	*
Not sure	13%	15%	12%	9%	13%	14%	15%	12%	15%	*	*
Unweighted N	(1,000)	(462)	(538)	(205)	(239)	(319)	(237)	(733)	(125)	(66)	(76)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Sharing: Users can create and share content.	45%	47%	44%	43%	54%	45%	44%	51%	42%	50%	47%	43%	41%
Reactions: Users can like or react to content with specific emoticons.	44%	46%	37%	50%	52%	46%	43%	50%	41%	49%	45%	46%	35%
Commenting: Users can leave comments on posts to engage in conversations.	49%	48%	47%	53%	57%	51%	47%	55%	52%	55%	51%	48%	45%
Live streaming: Users can broadcast live video or audio in real-time.	28%	30%	26%	28%	30%	28%	27%	31%	27%	34%	25%	27%	27%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< $50K	$50-100K	$100K+	Northeast	Midwest	South	West
Private messaging: Users can send private messages to other users on the platform.	48%	48%	45%	53%	54%	48%	48%	53%	50%	54%	50%	47%	45%
Groups: Users can join and participate in groups based on common interests.	40%	42%	35%	44%	52%	45%	37%	46%	43%	47%	39%	40%	37%
Polls: Users can create surveys for other users to participate in.	32%	31%	32%	34%	35%	33%	31%	34%	36%	37%	30%	33%	29%
Stories: Users can share temporary stories that disappear after a set amount of time.	31%	34%	27%	34%	33%	32%	32%	34%	33%	38%	27%	31%	31%
Image and video filters: Users can apply appearance-altering filters to images and videos.	15%	14%	14%	16%	15%	13%	17%	13%	12%	22%	10%	15%	12%
Not sure	13%	10%	19%	9%	9%	11%	18%	8%	4%	13%	13%	13%	13%
Unweighted N	(1,000)	(377)	(360)	(263)	(395)	(326)	(383)	(287)	(229)	(177)	(214)	(357)	(252)

YouGov Survey: Social Media Preferences
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Interviewing Dates	March 6 - 9, 2023
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2019 American Community Survey.
Weighting	The sample was weighted according to gender, age, race, education, 2020 election turnout and Presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. Baseline party identification is the respondent's most recent answer given prior to March 15, 2022, and is weighted to the estimated distribution at that time (33% Democratic, 28% Republican). The weights range from 0.258 to 6.502, with a mean of 1 and a standard deviation of 0.556.
Number of respondents	1000
Margin of error	$\pm$ 3.6% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	59 questions not reported.