



National Survey Results

Q1 Do you have a favorable or unfavorable opinion of Facebook?

Favorable..... 37%
Unfavorable 36%
Not sure 27%

Q2 Have you read the news about Russia targeting American voters with ads on Facebook?

Yes..... 56%
No..... 41%
Not sure 3%

Q3 Does knowing that Facebook allowed Russia to target American voters with ads on Facebook make you have a more or less favorable opinion of Facebook, or does it not make a difference?

More favorable..... 4%
Less favorable 58%
Doesn't make a difference 33%
Not sure 5%

Q4 Do you think Facebook should hold itself to the same standard as other media companies to only publish accurate stories about candidates during election season, or not?

Think Facebook should hold itself to the same standard as other media companies to only publish accurate stories about candidates during election season..... 73%
Do not think Facebook should hold itself to the same standard as other media companies to only publish accurate stories about candidates during election season..... 10%
Not sure 17%

Q5 Do you think Facebook should allow foreign powers such as Russia to purchase ads that target American voters during an election season, or not?

Think Facebook should allow foreign powers such as Russia to purchase ads that target American voters during an election season 13%
Do not think Facebook should allow foreign powers such as Russia to purchase ads that target American voters during an election season 73%
Not sure 14%

Q6 Which of the following comes closer to your view: Facebook should allow any stories to be published and shared during elections, even if it's not accurate –or- Facebook should stick to sharing and publishing accurate stories to be shared during elections, like any news company?

Facebook should allow any stories to be published and shared during elections, even if it's not accurate..... 11%
Facebook should stick to sharing and publishing accurate stories to be shared during elections, like any news company..... 78%
Not sure 11%

Q7 In the election for President, did you vote for Republican Donald Trump, Democrat Hillary Clinton, or someone else or did you not vote in the election?

Donald Trump 41%
Hillary Clinton..... 45%
Someone else / Did not vote in the election... 14%

Q8 If you are a woman, press 1. If a man, press 2.

Woman 53%
Man..... 47%





Q9 If you are Hispanic, press 1. If white, press 2. If African American, press 3. If other, press 4.

<i>Hispanic</i>	9%
<i>White</i>	74%
<i>African-American</i>	12%
<i>Other</i>	5%

Q10 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

<i>18 to 29</i>	12%
<i>30 to 45</i>	22%
<i>46 to 65</i>	41%
<i>Older than 65</i>	25%

Q11 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

<i>Democrat</i>	40%
<i>Republican</i>	31%
<i>Independent / Other</i>	28%

Q12 Do you regularly play video games or computer games?

<i>Yes</i>	28%
<i>No</i>	72%

Q13 Mode

<i>Phone</i>	80%
<i>Internet</i>	20%





	Base	2016 Vote		
		Donal- d Tru...	Hillary Clint...	Someone else / Did n- ot vote in the election
Facebook Favorability				
Favorable	37%	29%	44%	40%
Unfavorable	36%	49%	28%	27%
Not sure	27%	22%	28%	34%

	Base	2016 Vote		
		Donal- d Tru...	Hillary Clint...	Someone else / Did n- ot vote in the election
Read Russia Facebook Ad Story Yes/No				
Yes	56%	46%	63%	62%
No	41%	50%	35%	34%
Not sure	3%	4%	1%	4%

	Base	2016 Vote		
		Donal- d Tru...	Hillary Clint...	Someone else / Did n- ot vote in the election
Facebook Allowed Russia Ads Impact on Opinion of Facebook				
More favorable	4%	5%	4%	5%
Less favorable	58%	54%	65%	43%
Doesn't make a difference	33%	37%	26%	47%
Not sure	5%	4%	6%	5%

	Base	2016 Vote		
		Donal- d Tru...	Hillary Clint...	Someone else / Did n- ot vote in the election
Facebook Same Standard As Other Media Companies				
Think Facebook shou- ld hold itself to the sa- me standard as other media companies to only publish accurate stories about candi...	73%	70%	78%	65%
Do not think Facebook should hold itself to t- he same standard as other media compani- es to only publish acc- urate stories about c...	10%	11%	9%	11%
Not sure	17%	19%	13%	24%





	Base	2016 Vote		
		Donal- d Tru...	Hillary Clint...	Someone else / Did n- ot vote in the election
Facebook Allow Foreign Powers to Buy Election Season Ads Yes/No				
Think Facebook should allow foreign powers such as Russia to purchase ads that target American voters during an election sea...	13%	21%	7%	9%
Do not think Facebook should allow foreign powers such as Russia to purchase ads that target American voters during an electi...	73%	64%	81%	71%
Not sure	14%	15%	12%	19%

	Base	2016 Vote		
		Donal- d Tru...	Hillary Clint...	Someone else / Did n- ot vote in the election
Facebook Allow Any Stories / Only Allow Accurate Stories				
Facebook should allow any stories to be published and shared during elections, even if it's not accurate	11%	14%	8%	11%
Facebook should stick to sharing and publishing accurate stories to be shared during elections, like any news company	78%	75%	82%	75%
Not sure	11%	11%	9%	15%

	Base	Gender	
		Wom...	Man
Facebook Favorability			
Favorable	37%	40%	33%
Unfavorable	36%	33%	41%
Not sure	27%	27%	26%

	Base	Gender	
		Wom...	Man
Read Russia Facebook Ad Story Yes/No			
Yes	56%	51%	62%
No	41%	47%	34%
Not sure	3%	1%	5%





	Base	Gender	
		Wom...	Man
Facebook Allowed Russia Ads Impact on Opinion of Facebook			
More favorable	4%	4%	5%
Less favorable	58%	57%	58%
Doesn't make a difference	33%	34%	32%
Not sure	5%	5%	4%

	Base	Gender	
		Wom...	Man
Facebook Same Standard As Other Media Companies			
Think Facebook should hold itself to the same standard as other media companies to only publish accurate stories about candi...	73%	72%	74%
Do not think Facebook should hold itself to the same standard as other media companies to only publish accurate stories about c...	10%	9%	11%
Not sure	17%	18%	15%

	Base	Gender	
		Wom...	Man
Facebook Allow Foreign Powers to Buy Election Season Ads Yes/No			
Think Facebook should allow foreign powers such as Russia to purchase ads that target American voters during an election sea...	13%	9%	18%
Do not think Facebook should allow foreign powers such as Russia to purchase ads that target American voters during an electi...	73%	76%	69%
Not sure	14%	15%	13%

	Base	Gender	
		Wom...	Man
Facebook Allow Any Stories / Only Allow Accurate Stories			
Facebook should allow any stories to be published and shared during elections, even if it's not accurate	11%	9%	13%
Facebook should stick to sharing and publishing accurate stories to be shared during elections, like any news company	78%	78%	79%
Not sure	11%	12%	9%





	Base	Race			
		Hispani- c	White	African- Americ...	Other
Facebook Favorability					
Favorable	37%	29%	36%	52%	34%
Unfavorable	36%	39%	37%	29%	33%
Not sure	27%	32%	27%	19%	33%

	Base	Race			
		Hispani- c	White	African- Americ...	Other
Read Russia Facebook Ad Story Yes/No					
Yes	56%	43%	59%	51%	49%
No	41%	53%	38%	47%	47%
Not sure	3%	4%	3%	2%	4%

	Base	Race			
		Hispani- c	White	African- Americ...	Other
Facebook Allowed Russia Ads Impact on Opinion of Facebook					
More favorable	4%	9%	4%	1%	3%
Less favorable	58%	58%	57%	63%	45%
Doesn't make a difference	33%	25%	34%	27%	47%
Not sure	5%	7%	4%	9%	5%

	Base	Race			
		Hispani- c	White	African- Americ...	Other
Facebook Same Standard As Other Media Companies					
Think Facebook should hold itself to the same standard as other media companies to only publish accurate stories about candi...	73%	70%	74%	73%	65%
Do not think Facebook should hold itself to the same standard as other media companies to only publish accurate stories about c...	10%	10%	10%	12%	9%
Not sure	17%	20%	16%	15%	26%





	Base	Race			
		Hispanic	White	African-American...	Other
Facebook Allow Foreign Powers to Buy Election Season Ads Yes/No					
Think Facebook should allow foreign powers such as Russia to purchase ads that target American voters during an election sea...	13%	25%	13%	7%	3%
Do not think Facebook should allow foreign powers such as Russia to purchase ads that target American voters during an electi...	73%	69%	74%	69%	69%
Not sure	14%	6%	13%	24%	28%

	Base	Race			
		Hispanic	White	African-American...	Other
Facebook Allow Any Stories / Only Allow Accurate Stories					
Facebook should allow any stories to be published and shared during elections, even if it's not accurate	11%	9%	11%	11%	9%
Facebook should stick to sharing and publishing accurate stories to be shared during elections, like any news company	78%	76%	80%	74%	65%
Not sure	11%	15%	9%	15%	26%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
Facebook Favorability					
Favorable	37%	45%	51%	36%	21%
Unfavorable	36%	40%	25%	38%	43%
Not sure	27%	14%	24%	26%	36%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
Read Russia Facebook Ad Story Yes/No					
Yes	56%	52%	47%	62%	57%
No	41%	48%	50%	34%	40%
Not sure	3%	-	2%	4%	3%





	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
Facebook Allowed Russia Ads Impact on Opinion of Facebook					
More favorable	4%	13%	4%	4%	2%
Less favorable	58%	44%	44%	59%	74%
Doesn't make a difference	33%	37%	38%	36%	23%
Not sure	5%	6%	13%	2%	2%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
Facebook Same Standard As Other Media Companies					
Think Facebook should hold itself to the same standard as other media companies to only publish accurate stories about candi...	73%	61%	70%	74%	81%
Do not think Facebook should hold itself to the same standard as other media companies to only publish accurate stories about c...	10%	20%	9%	9%	8%
Not sure	17%	19%	21%	17%	11%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
Facebook Allow Foreign Powers to Buy Election Season Ads Yes/No					
Think Facebook should allow foreign powers such as Russia to purchase ads that target American voters during an election sea...	13%	20%	16%	13%	7%
Do not think Facebook should allow foreign powers such as Russia to purchase ads that target American voters during an electi...	73%	57%	65%	75%	85%
Not sure	14%	22%	20%	12%	8%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than ...
Facebook Allow Any Stories / Only Allow Accurate Stories					
Facebook should allow any stories to be published and shared during elections, even if it's not accurate	11%	17%	14%	11%	5%
Facebook should stick to sharing and publishing accurate stories to be shared during elections, like any news company	78%	62%	73%	79%	89%
Not sure	11%	21%	13%	9%	6%





	Base	Party		
		Democrat	Republican	Independent / Other
Facebook Favorability				
Favorable	37%	45%	32%	31%
Unfavorable	36%	30%	42%	39%
Not sure	27%	25%	25%	30%

	Base	Party		
		Democrat	Republican	Independent / Other
Read Russia Facebook Ad Story Yes/No				
Yes	56%	60%	48%	59%
No	41%	37%	49%	38%
Not sure	3%	3%	3%	3%

	Base	Party		
		Democrat	Republican	Independent / Other
Facebook Allowed Russia Ads Impact on Opinion of Facebook				
More favorable	4%	6%	4%	3%
Less favorable	58%	60%	57%	55%
Doesn't make a difference	33%	29%	34%	38%
Not sure	5%	5%	5%	4%

	Base	Party		
		Democrat	Republican	Independent / Other
Facebook Same Standard As Other Media Companies				
Think Facebook should hold itself to the same standard as other media companies to only publish accurate stories about candi...	73%	73%	75%	71%
Do not think Facebook should hold itself to the same standard as other media companies to only publish accurate stories about c...	10%	12%	10%	8%
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	Base	Party		
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Not sure	14%	15%	12%	15%

	Base	Party		
		Democrat	Republican	Independent / Other
Facebook Allow Any Stories / Only Allow Accurate Stories				
Facebook should allow any stories to be published and shared during elections, even if it's not accurate	11%	10%	12%	10%
Facebook should stick to sharing and publishing accurate stories to be shared during elections, like any news company	78%	79%	78%	77%
Not sure	11%	11%	10%	12%

	Base	Regularly Play Video/Computer Games Yes/No	
		Yes	No
Facebook Favorability			
Favorable	37%	56%	29%
Unfavorable	36%	22%	43%
Not sure	27%	22%	28%

	Base	Regularly Play Video/Computer Games Yes/No	
		Yes	No
Read Russia Facebook Ad Story Yes/No			
Yes	56%	55%	57%
No	41%	44%	40%
Not sure	3%	1%	4%





	Base	Regularly Play Video/Computer Games Yes/No	
		Yes	No
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Less favorable	58%	47%	62%
Doesn't make a difference	33%	36%	32%
Not sure	5%	10%	3%

	Base	Regularly Play Video/Computer Games Yes/No	
		Yes	No
Facebook Same Standard As Other Media Companies			
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Do not think Facebook should hold itself to the same standard as other media companies to only publish accurate stories about c...	10%	13%	9%
Not sure	17%	15%	17%

	Base	Regularly Play Video/Computer Games Yes/No	
		Yes	No
Facebook Allow Foreign Powers to Buy Election Season Ads Yes/No			
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Do not think Facebook should allow foreign powers such as Russia to purchase ads that target American voters during an electi...	73%	67%	75%
Not sure	14%	16%	13%

	Base	Regularly Play Video/Computer Games Yes/No	
		Yes	No
Facebook Allow Any Stories / Only Allow Accurate Stories			
Facebook should allow any stories to be published and shared during elections, even if it's not accurate	11%	13%	10%
Facebook should stick to sharing and publishing accurate stories to be shared during elections, like any news company	78%	72%	81%
Not sure	11%	15%	9%





	Base	Mode	
		Pho...	Intern...
Facebook Favorability			
Favorable	37%	30%	62%
Unfavorable	36%	41%	21%
Not sure	27%	29%	17%

	Base	Mode	
		Pho...	Intern...
Read Russia Facebook Ad Story Yes/No			
Yes	56%	60%	42%
No	41%	37%	58%
Not sure	3%	4%	-

	Base	Mode	
		Pho...	Intern...
Facebook Allowed Russia Ads Impact on Opinion of Facebook			
More favorable	4%	3%	9%
Less favorable	58%	63%	38%
Doesn't make a difference	33%	33%	34%
Not sure	5%	1%	19%

	Base	Mode	
		Pho...	Intern...
Facebook Same Standard As Other Media Companies			
Think Facebook should hold itself to the same standard as other media companies to only publish accurate stories about candi...	73%	76%	64%
Do not think Facebook should hold itself to the same standard as other media companies to only publish accurate stories about c...	10%	10%	13%
Not sure	17%	15%	23%





	Base	Mode	
		Pho...	Intern...
Facebook Allow Foreign Powers to Buy Election Season Ads Yes/No			
Think Facebook should allow foreign powers such as Russia to purchase ads that target American voters during an election sea...	13%	11%	20%
Do not think Facebook should allow foreign powers such as Russia to purchase ads that target American voters during an electi...	73%	77%	58%
Not sure	14%	12%	22%

	Base	Mode	
		Pho...	Intern...
Facebook Allow Any Stories / Only Allow Accurate Stories			
Facebook should allow any stories to be published and shared during elections, even if it's not accurate	11%	10%	15%
Facebook should stick to sharing and publishing accurate stories to be shared during elections, like any news company	78%	83%	63%
Not sure	11%	7%	22%

