Quick Response Survey

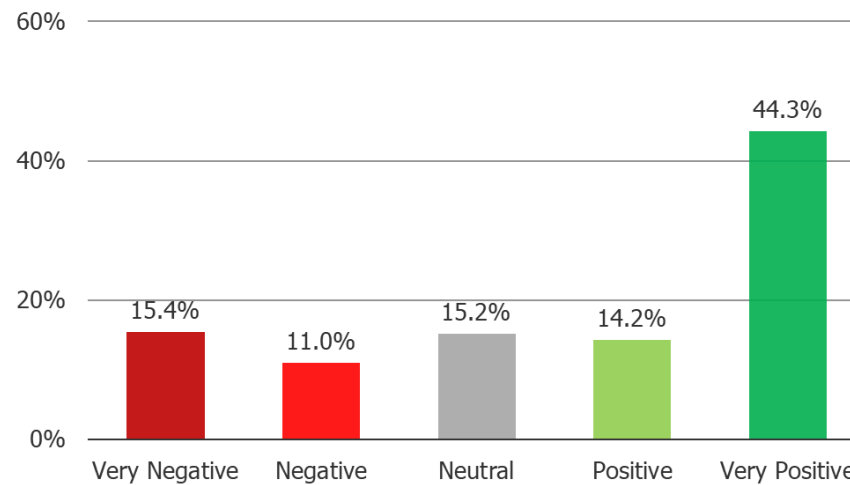# Social Media Privacy and Content Moderation Opinions

Including Reaction To President Trump Twitter Ban
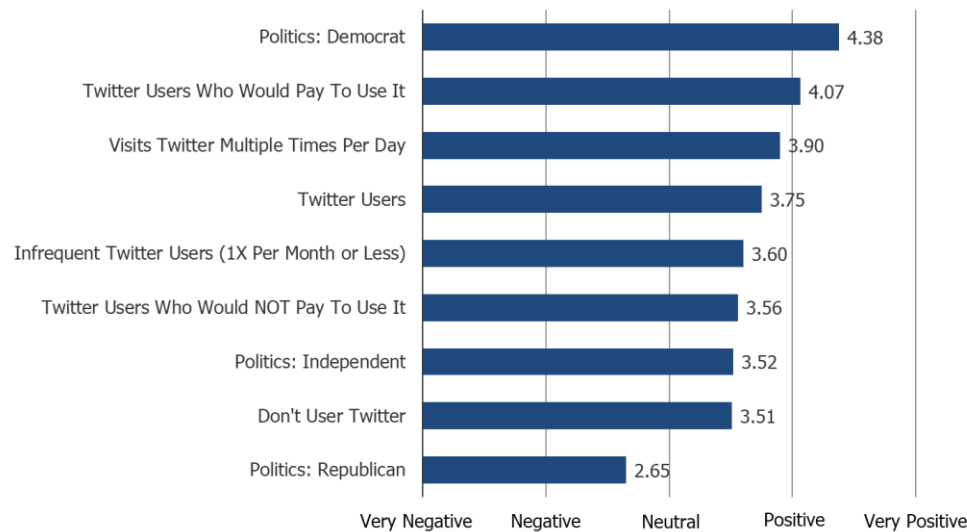
Twitter decided this evening to permanently ban President Donald Trump from the Twitter platform. What is your opinion of Twitter's decision?

Posed to all respondents (Gen Pop Survey Focused on Social Media Users).

Bar chart showing opinion distribution:
- Very Negative: 15.4%
- Negative: 11.0%
- Neutral: 15.2%
- Positive: 14.2%
- Very Positive: 44.3%

Cross-Tabbed Groups

- Politics: Democrat — 4.38
- Twitter Users Who Would Pay To Use It — 4.07
- Visits Twitter Multiple Times Per Day — 3.90
- Twitter Users — 3.75
- Infrequent Twitter Users (1X Per Month or Less) — 3.60
- Twitter Users Who Would NOT Pay To Use It — 3.56
- Politics: Independent — 3.52
- Don't User Twitter — 3.51
- Politics: Republican — 2.65

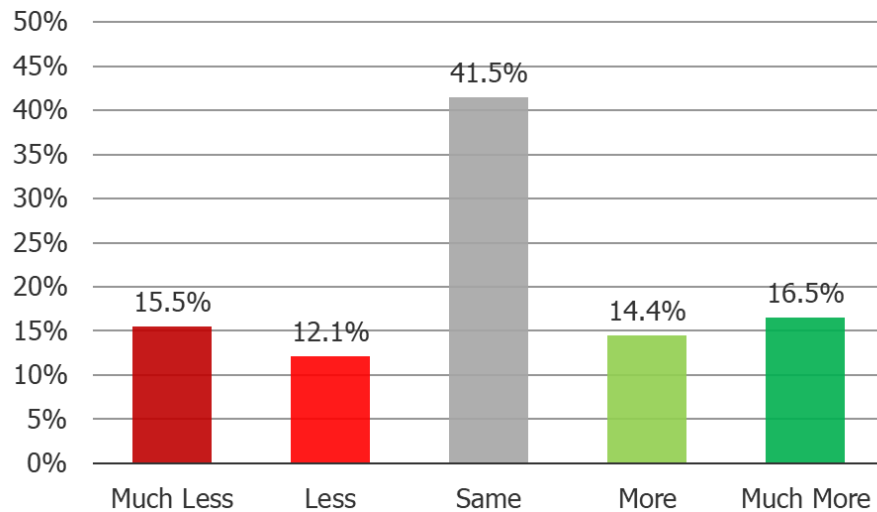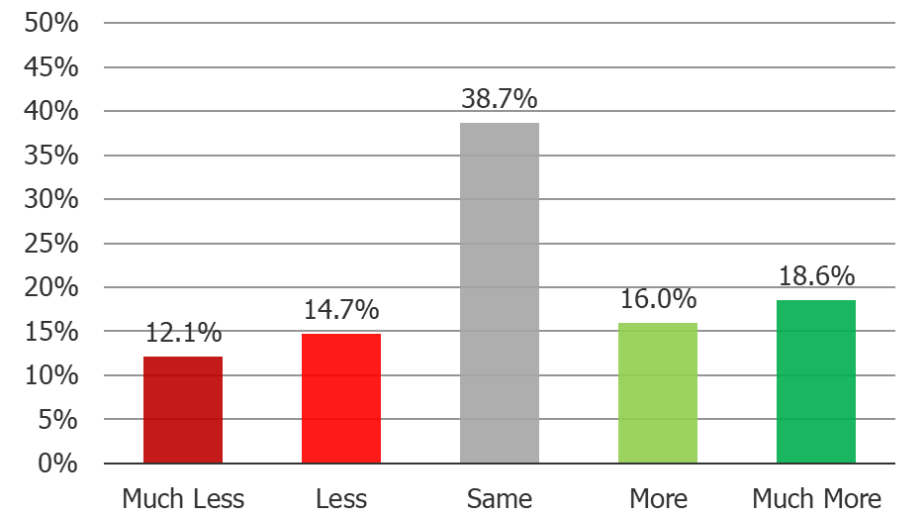Scale: Very Negative — Negative — Neutral — Positive — Very Positive

Now that President Trump is removed from Twitter, do you think Twitter will be more or less...

Posed to Twitter users.

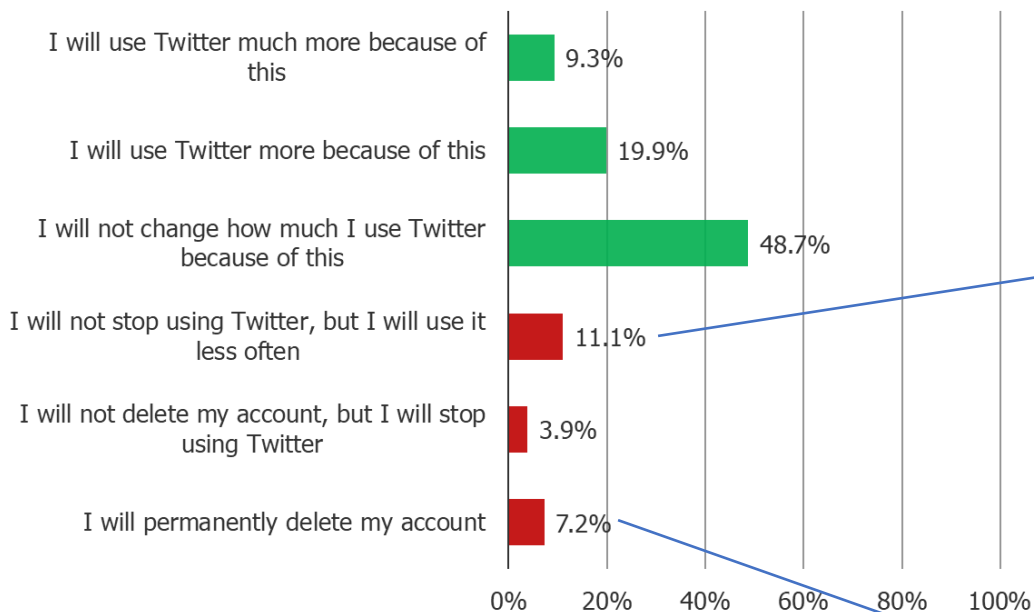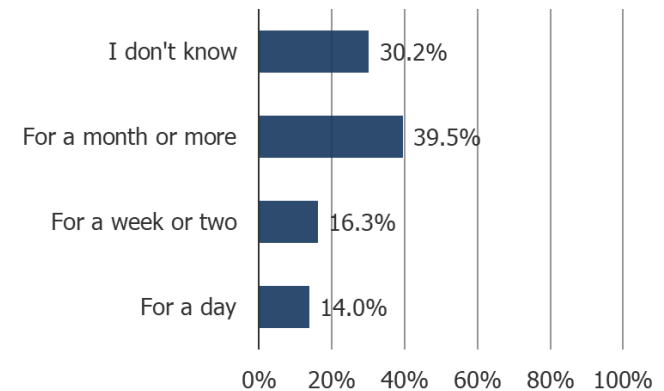| Entertaining		Interesting	

Entertaining

- Much Less: 15.5%
- Less: 12.1%
- Same: 41.5%
- More: 14.4%
- Much More: 16.5%

Interesting

- Much Less: 12.1%
- Less: 14.7%
- Same: 38.7%
- More: 16.0%
- Much More: 18.6%

Will the ban of President Donald Trump from Twitter impact how much you use Twitter going forward?

Posed to Twitter users.

I will use Twitter much more because of this	9.3%
I will use Twitter more because of this	19.9%
I will not change how much I use Twitter because of this	48.7%
I will not stop using Twitter, but I will use it less often	11.1%
I will not delete my account, but I will stop using Twitter	3.9%
I will permanently delete my account	7.2%

For how long do you expect to use Twitter less often?

I don't know	30.2%
For a month or more	39.5%
For a week or two	16.3%
For a day	14.0%

How certain are you that you will follow through and delete your account?
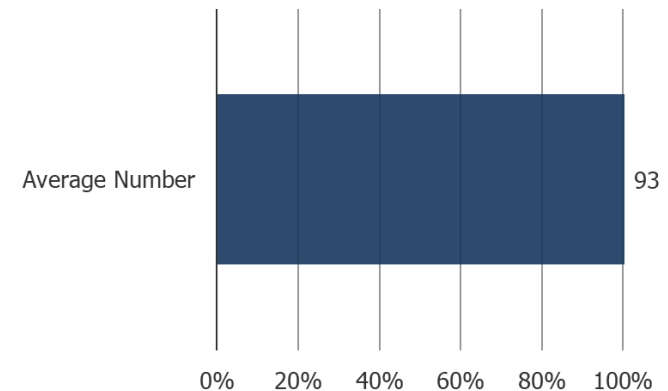
Average Number	93

Do you think President Donald Trump should be banned from using the following?

Posed to all respondents (Gen Pop Survey Focused on Social Media Users).

Legend: ■ No, he should not be banned ■ Yes, he should be banned ■ I don't know

	No, he should not be banned	Yes, he should be banned	I don't know
Facebook	34.9%	53.4%	11.7%
TikTok	33.6%	50.2%	16.2%
Instagram	35.1%	51.7%	13.2%
Snapchat	35.1%	50.0%	15.0%
Parler	32.4%	44.5%	23.1%
LinkedIn	34.6%	47.6%	17.9%
Pinterest	35.7%	47.3%	17.0%

# Bespoke | Social Media and Content Moderation
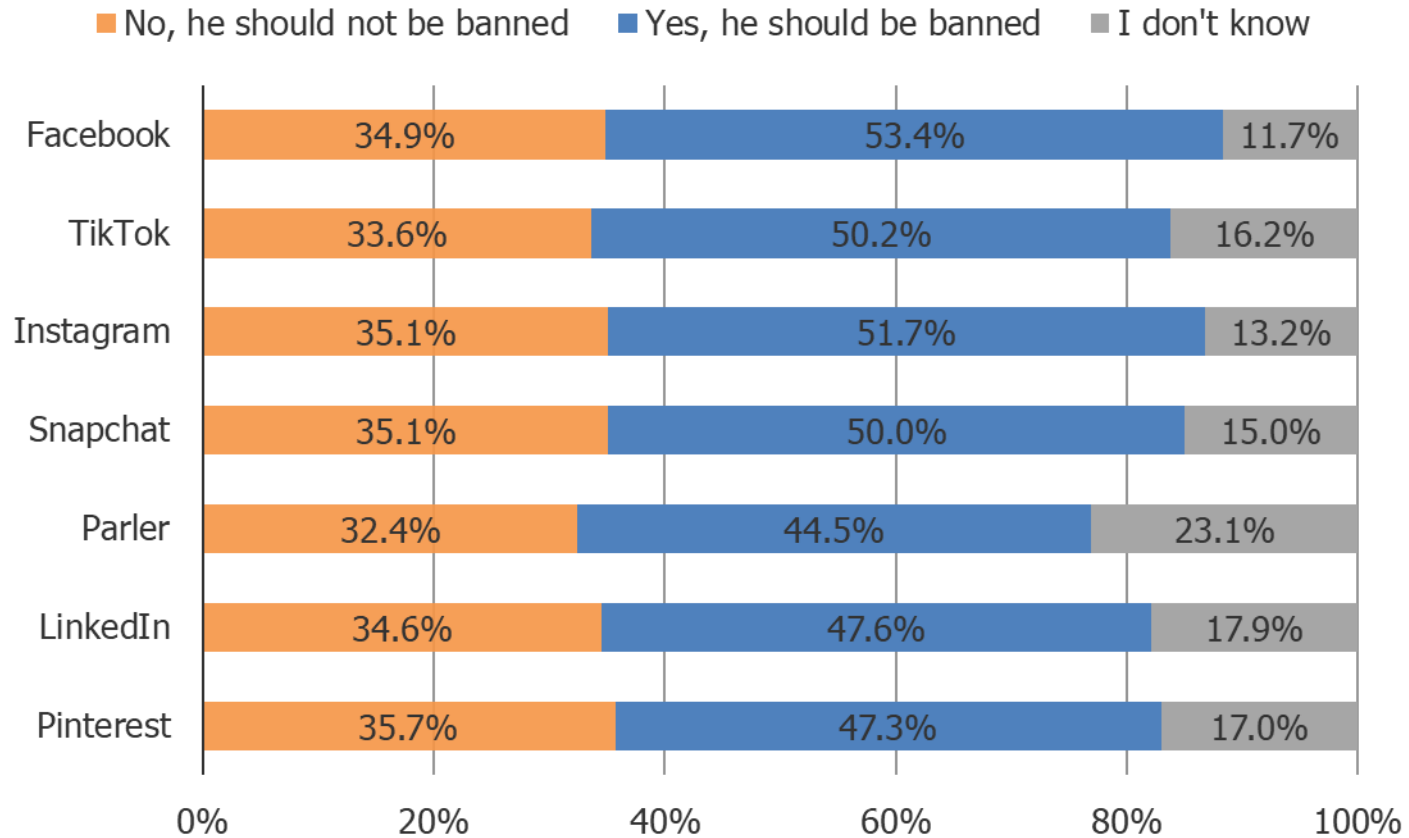
Do you think President Donald Trump should be banned from using the following?

Posed to users of each platform.

% of *TikTok* Users Who Think President Trump Should Be Banned From TikTok: *54.1%*

% of *Facebook* Users Who Think President Trump Should Be Banned From Facebook: *53.4%*

% of *Instagram* Users Who Think President Trump Should Be Banned From Instagram: *52.6%*

% of *Snapchat* Users Who Think President Trump Should Be Banned From Snapchat: *48.9%*

% of *Pinterest* Users Who Think President Trump Should Be Banned From Pinterest: *43.5%*

% of *LinkedIn* Users Who Think President Trump Should Be Banned From LinkedIn: *38.7%*

% of *Parler* Users Who Think President Trump Should Be Banned From Parler: *31.2%*

Does Twitter banning President Donald Trump from the platform make you more or less likely to start using Twitter in the future?

Posed to all respondents (Gen Pop Survey Focused on Social Media Users) WHO DO NOT USE TWITTER CURRENTLY.
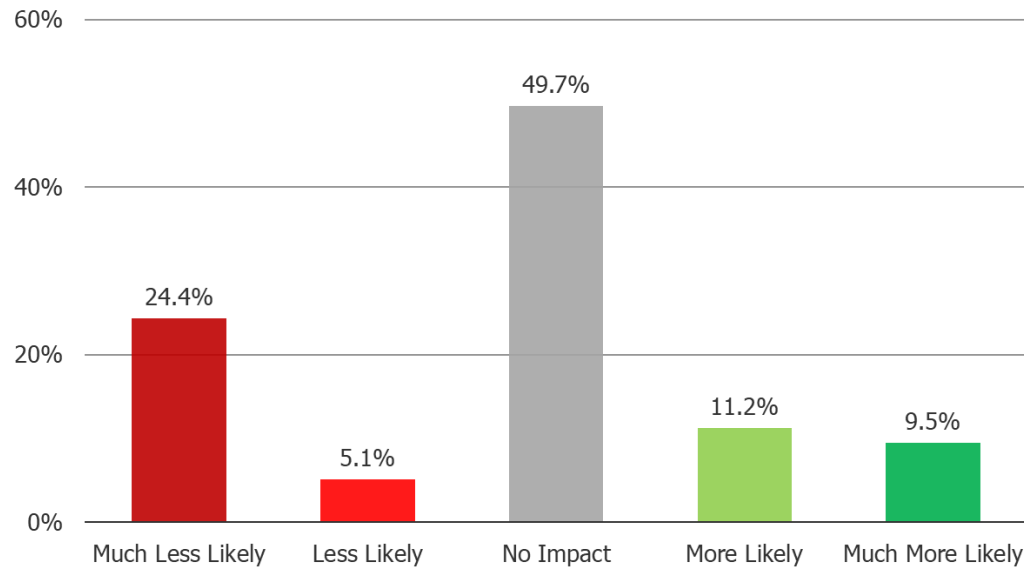
What is your opinion of social media platforms censoring content and posting warnings about content on their platforms? (ie, when the platform deletes things or posts warnings about things that they consider to be objectionable.

Posed to all respondents (Gen Pop Survey Focused on Social Media Users).
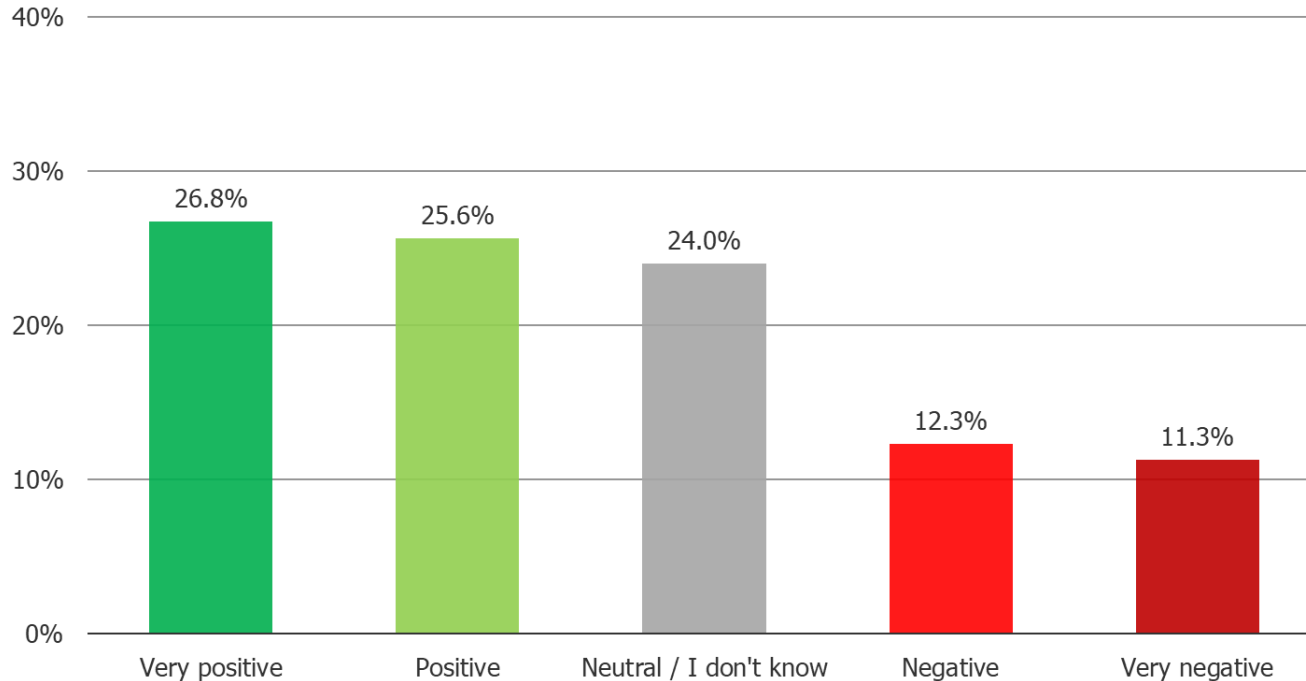
Why is your opinion of social media platforms censoring content negative?

Posed to all respondents (Gen Pop Survey Focused on Social Media Users).

"A matter of freedom of speech. If they ban someone, it's because they disagree with them."

"Because it is not their function to police the world."

"Because the censorship seems biased and some things that could be objectionable are not censored while others are."

"Because they block it not block things according to their believes."

"Censorship is hard to maintain a neutral point of view on. People don't always agree on what should be censored."

"Freedom of speech."

"Freedom of speech is the cornerstone of our country. They have no right to block ideas that are contrary to theirs."

"It is a troubling trend to censor speech. Who gets to decide?"

"It takes away freedom of speech."

"The First Amendment."

"They're not judge and jury – people are entitled to say what they want, if you don't like it, don't follow."

"This introduces a level of editorializing that exceeds their protected class under the law. They should provide a blanket warning over all content and let the user determine who or what they follow."

"Twitter is a censorship machine."

"The social media giants only want for people to post things that agree with the propaganda that is promulgated by lying politicians."

"Do we NOT have freedom of speech anymore? Obviously not. They are just politically biased."

"I think it's social media is destructive and hurts people its not constructive."

"They should let people say what they want to say."

"They are taking away the right to express any other opinion than their own."

Why is your opinion of social media platforms censoring content positive?

Posed to all respondents (Gen Pop Survey Focused on Social Media Users).

"After what happened this week, that answer is pretty clear."

"Allowing political business that's negative or promoting violence is not the voice of most Americans."

"Although I believe in free speech, there are limits to this concept. Speech that inflames or incites people to violence, fake news, and hateful speech towards other groups are examples of violations of the concept of free speech."

"Because content can be hurtful and is powerful influencing people to either the right thing or the wrong thing"

"Because hate speech and misinformation shouldn't be tolerated."

"Because I think it is important to slow the spread misinformation such as what happened after the election."

"Because it invites violence"

"Because it keeps in them in good moral standing."

"Because it keeps offensive content off."

"People shouldn't be posting fake or harmful information because other people will believe it and cause problems."

"Can't encourage violence."

"Disinformation and the spread of hate speech are harmful to democracy and to our nation."

"Don't believe in censorship except when inciting activities that are untrue and dangerous to the rest of us."

"Everyone should have their opinions, but when it has a severe affect on society, like creating panic and mayhem, content needs controlled."

"His behavior proves that he is immature."

"I think a lot of social media is out of control."

"I want to know what I am about to see. I want a WARNING. There are certain things and pictures I do not want to see."

"Seditious and harmful postings to the nation's democracy should be removed."

How much objectionable, offensive, or dangerous content do you think is on each of the following platforms?

Posed to all respondents (Gen Pop Survey Focused on Social Media Users).

Legend: ■ None ■ Very Little ■ Some ■ A Lot ■ N/A - Not Familiar With This Platform

Platform	None	Very Little	Some	A Lot	N/A
Twitter	5.0%	12.6%	31.6%	35.4%	15.4%
Facebook	6.3%	16.6%	36.6%	35.7%	4.8%
TikTok	6.4%	15.1%	26.1%	27.1%	25.4%
Instagram	6.9%	18.8%	32.2%	22.9%	19.3%
Snapchat	7.0%	16.9%	27.8%	21.9%	26.5%
Parler	8.6%	8.2%	16.5%	18.4%	48.3%
Pinterest	14.6%	25.7%	23.9%	14.5%	21.3%
LinkedIn	16.1%	24.1%	19.6%	13.7%	26.5%

Mean scores (None — Very Little — Some — A Lot):

Platform	Score
Twitter	3.15
Facebook	3.07
TikTok	2.99
Instagram	2.88
Snapchat	2.88
Parler	2.86
Pinterest	2.49
LinkedIn	2.42

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How much objectionable, offensive, or dangerous content do you think is on each of the following platforms?

Posed to users of each platform.

Platform	Value
Twitter Users Opinion | How Much Objectionable Content Is On Twitter	3.1
Facebook Users Opinion | How Much Objectionable Content Is On Facebook	3.03
TikTok Users Opinion | How Much Objectionable Content Is On TikTok	2.92
Parler Users Opinion | How Much Objectionable Content Is On Parler	2.9
Instagram Users Opinion | How Much Objectionable Content Is On Instagram	2.83
Snapchat Users Opinion | How Much Objectionable Content Is On Snapchat	2.72
Pinterest Users Opinion | How Much Objectionable Content Is On Pinterest	2.33
LinkedIn Users Opinion | How Much Objectionable Content Is On LinkedIn	2.28

None   Very Little   Some   A Lot

How much incorrect or misleading content do you think is on each of the following platforms?

Posed to all respondents (Gen Pop Survey Focused on Social Media Users).

Legend: ■None ■Very Little ■Some ■A Lot ■N/A - Not Familiar With This Platform

Platform	None	Very Little	Some	A Lot	N/A
Twitter	3.8%	8.8%	31.1%	41.3%	15.0%
Facebook	4.7%	11.9%	33.4%	45.4%	4.5%
TikTok	4.9%	11.3%	27.7%	31.1%	25.0%
Instagram	4.7%	13.9%	34.2%	28.3%	19.0%
Snapchat	5.0%	12.7%	31.0%	25.5%	25.7%
Parler	6.8%	10.1%	15.8%	21.4%	46.0%
Pinterest	10.2%	24.3%	25.6%	18.9%	21.0%
LinkedIn	10.2%	22.4%	24.2%	16.7%	26.6%

Platform	Score
Twitter	3.29
Facebook	3.25
TikTok	3.13
Instagram	3.06
Snapchat	3.04
Parler	2.96
Pinterest	2.67
LinkedIn	2.65

Scale: None — Very Little — Some — A Lot

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How much incorrect or misleading content do you think is on each of the following platforms?

Posed to users of each platform.

Platform	Rating
Twitter Users Opinion | How Much Misleading Content Is On Twitter	3.24
Facebook Users Opinion | How Much Misleading Content Is On Facebook	3.23
TikTok Users Opinion | How Much Misleading Content Is On TikTok	3.05
Instagram Users Opinion | How Much Misleading Content Is On Instagram	3
Parler Users Opinion | How Much Misleading Content Is On Parler	2.85
Snapchat Users Opinion | How Much Misleading Content Is On Snapchat	2.84
LinkedIn Users Opinion | How Much Misleading Content Is On LinkedIn	2.55
Pinterest Users Opinion | How Much Misleading Content Is On Pinterest	2.51

Axis: None — Very Little — Some — A Lot

During the past 12 months, how often do you think you…

Posed to all respondents (Gen Pop Survey Focused on Social Media Users).

Legend: ■ Never ■ Infrequently ■ Somewhat Frequently ■ Frequently ■ Very Frequently

Question	Never	Infrequently	Somewhat Frequently	Frequently	Very Frequently
Clicked on a tweet by President Trump after seeing it on another social media platform other than Twitter	52.1%	16.9%	14.9%	10.4%	5.7%
Had a tweet by President Trump texted/message/emailed to you	62.4%	12.9%	12.8%	6.9%	5.0%
Clicked on a tweet by President Trump in a news article	51.4%	17.3%	14.4%	9.5%	7.4%

Thinking about all social media accounts on the platform, not just President Trump's, would you like to see the following platforms increase or decrease the amount of content censoring? (ie, when the platform deletes things that they consider to be objectionable).

Posed to users of each platform.

Legend: ■ I would like them to do less of this ■ No changes ■ I would like them to do more of this

Platform	I would like them to do less of this	No changes	I would like them to do more of this
TikTok	21.2%	47.9%	30.9%
Facebook	27.9%	36.5%	35.7%
Twitter	26.0%	40.7%	33.3%
Instagram	24.1%	47.1%	28.8%
Snapchat	22.5%	49.5%	27.9%
LinkedIn	20.9%	55.0%	24.2%
Pinterest	21.5%	54.4%	24.1%
Parler	47.5%	23.0%	29.5%
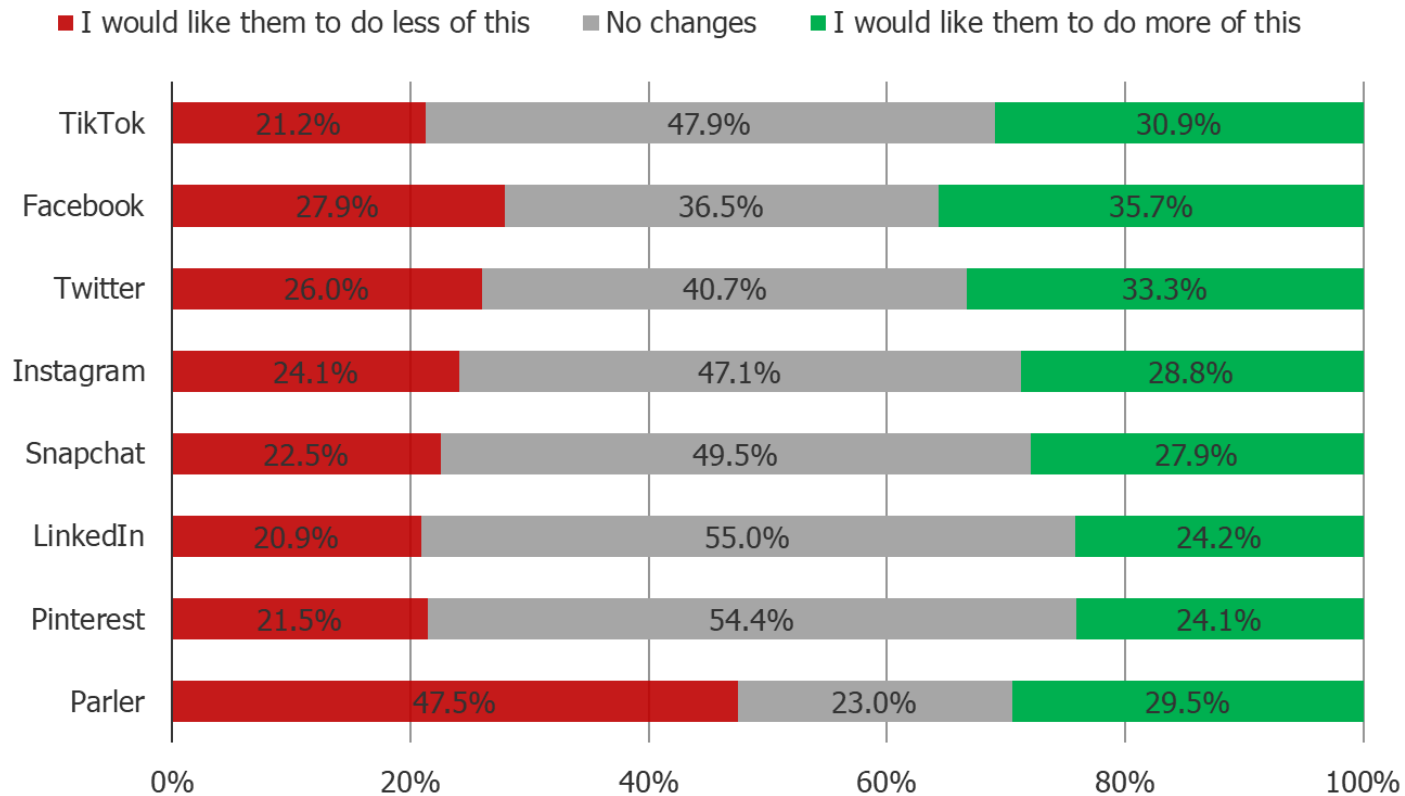
In your opinion, which is better?

Posed to users of each platform.

■ This app tracking my activity on other sites/apps so they can show me more relevant ads
■ This app NOT tracking my activity on other sites/apps and showing me potentially less relevant ads

Platform	Tracking	NOT tracking
LinkedIn	37.4%	62.6%
Facebook	38.4%	61.6%
Pinterest	38.5%	61.5%
Snapchat	39.1%	61.0%
Instagram	41.9%	58.2%
Twitter	41.8%	58.3%
Parler	42.6%	57.4%
TikTok	44.8%	55.2%
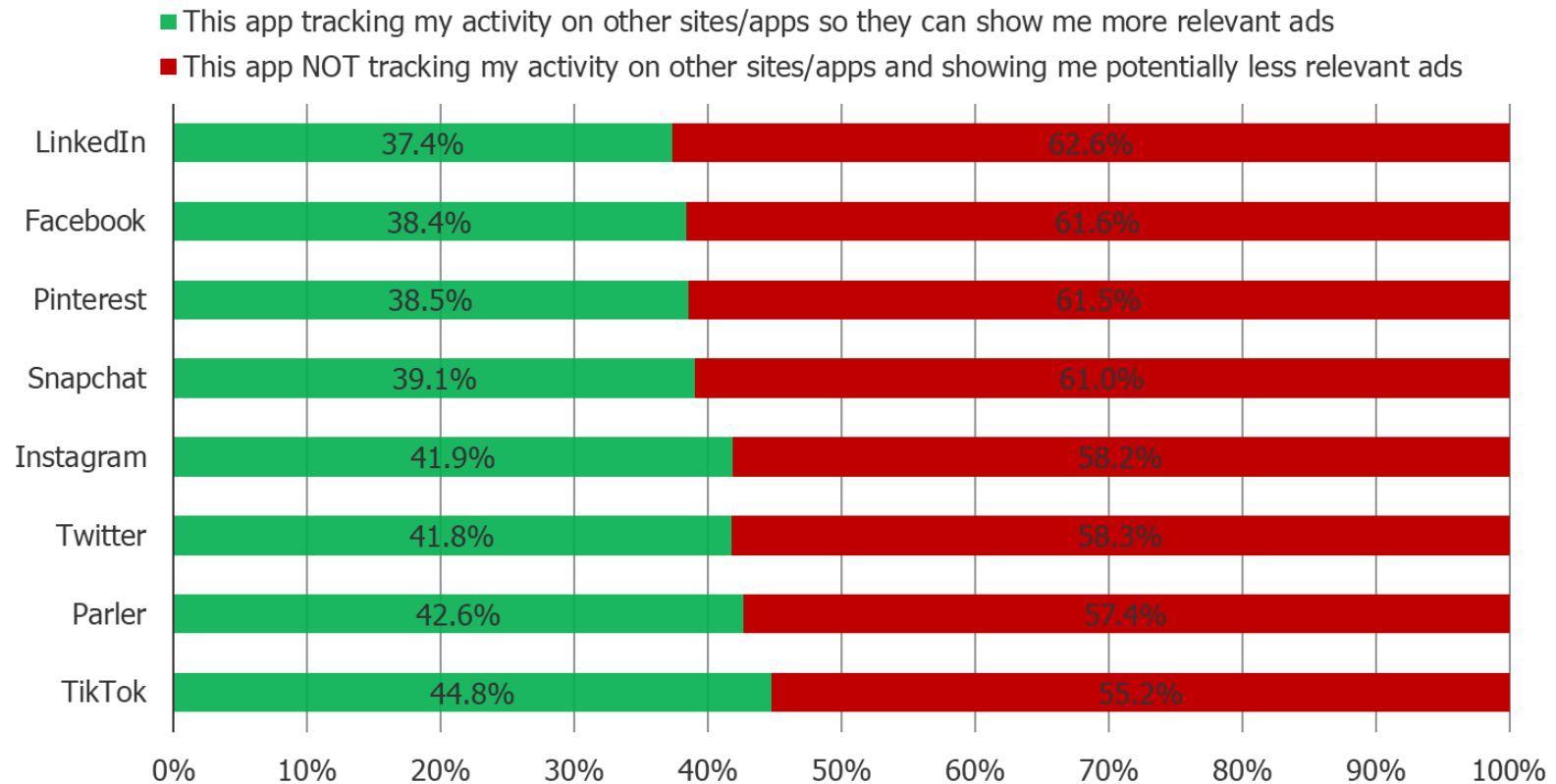
If they decided to only offer the following tomorrow as paid apps, with no ads, what is the most you would be willing to pay PER MONTH to use the platform?

Posed to users of each platform.
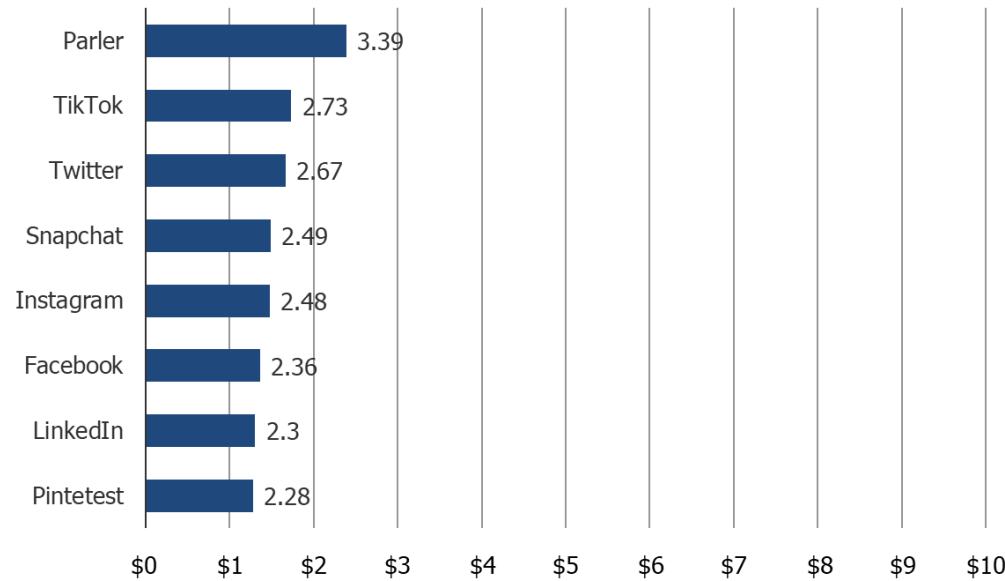
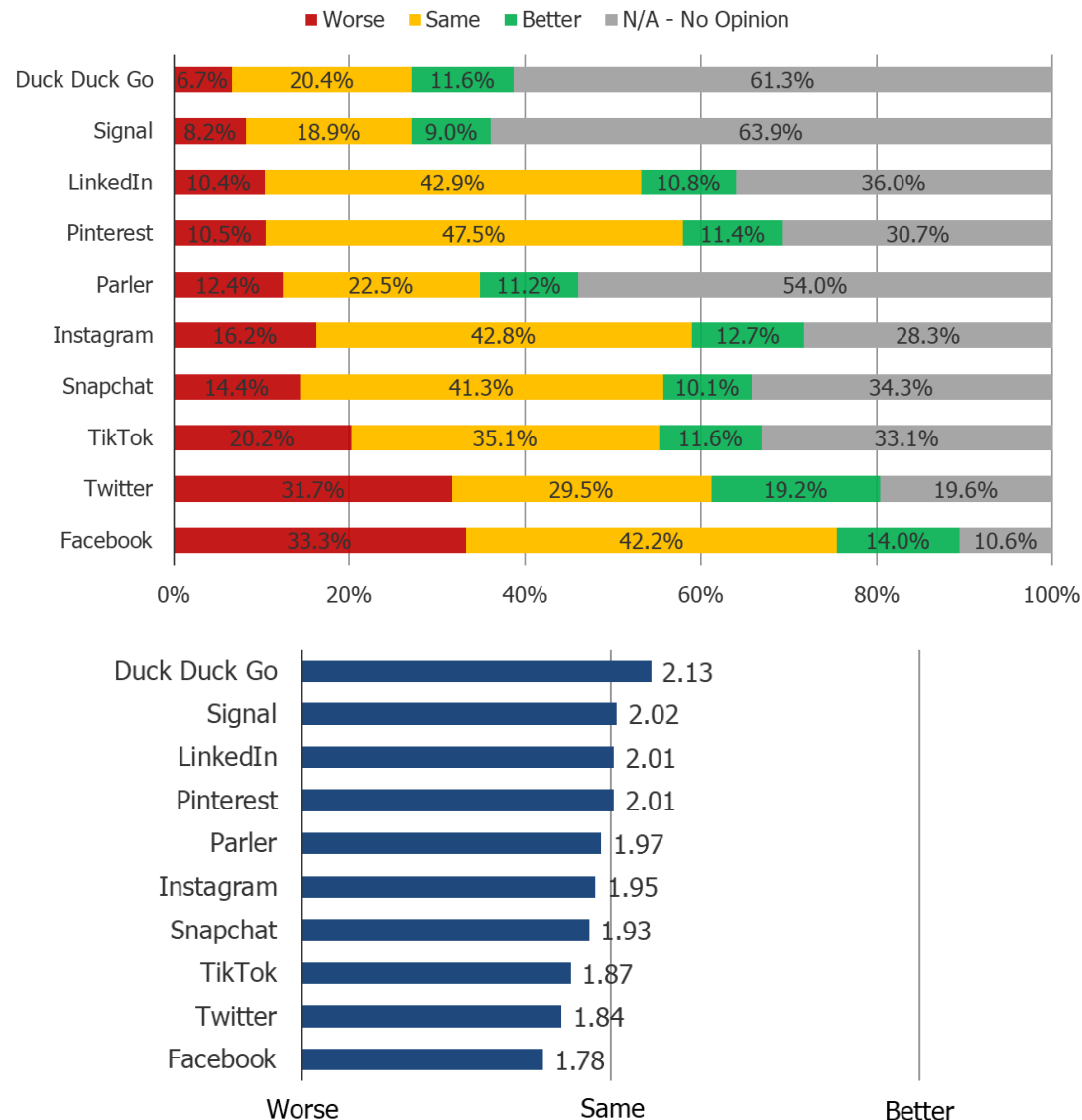| Platform	$0 - I would not pay anything	$1 Per Month	$2 Per Month	$3 Per Month	$4 Per Month	$5 Per Month	$6 Per Month	$7 Per Month	$8 Per Month	$9 Per Month	$10 or more Per Month
Parler	55.7%	4.9%	3.3%	0.0%	4.9%	16.4%	0.0%	3.3%	4.9%	1.6%	4.9%
TikTok	60.2%	7.0%	6.6%	2.3%	4.7%	7.8%	2.7%	2.3%	3.1%	0.8%	2.3%
Twitter	61.4%	8.4%	5.5%	4.2%	2.9%	6.8%	2.4%	1.6%	2.4%	1.0%	3.7%
Snapchat	66.4%	6.1%	3.2%	4.8%	3.9%	6.7%	1.9%	1.3%	1.6%	2.2%	1.9%
Instagram	65.6%	6.1%	4.9%	5.1%	3.6%	5.9%	1.6%	1.4%	1.8%	1.2%	2.8%
Facebook	68.6%	6.6%	4.0%	3.8%	2.9%	6.1%	1.6%	0.7%	1.3%	1.0%	3.4%
LinkedIn	65.6%	9.9%	5.1%	1.8%	2.9%	7.7%	2.6%	1.5%	0.4%	0.4%	2.2%
Pintetest	69.8%	6.3%	4.2%	4.2%	2.1%	6.0%	1.8%	0.6%	1.5%	0.9%	2.7%

Does Twitter's decision to permanently ban President Trump change your opinion of the company?

Posed to all respondents (Gen Pop Survey Focused on Social Media Users).
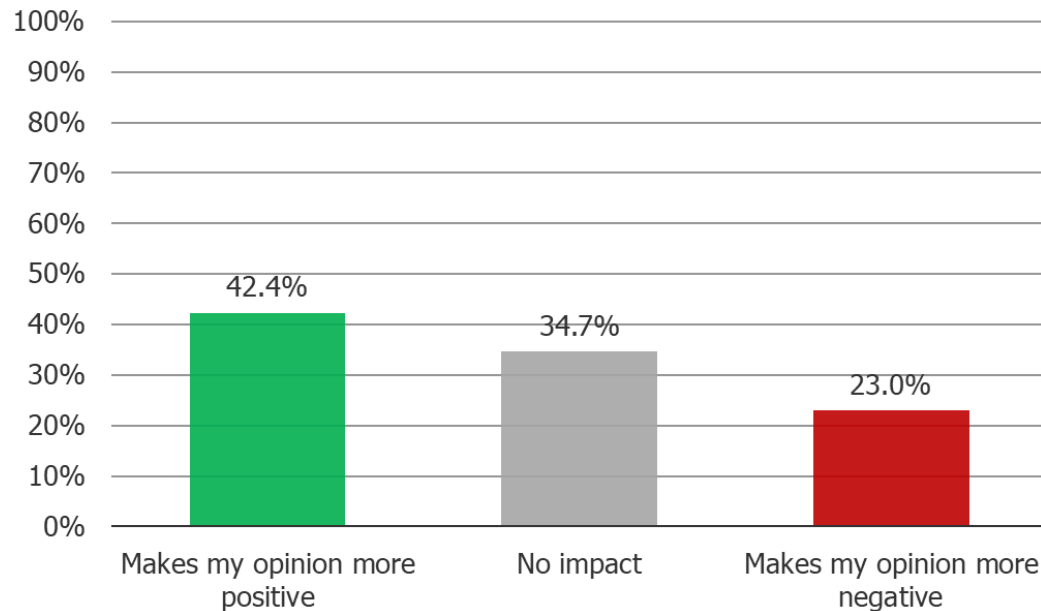
Has your opinion of the following platforms improved or worsened over the past few months?

Posed to all respondents (Gen Pop Survey Focused on Social Media Users).

Legend: ■ Worse ■ Same ■ Better ■ N/A - No Opinion

Platform	Worse	Same	Better	N/A - No Opinion
Duck Duck Go	6.7%	20.4%	11.6%	61.3%
Signal	8.2%	18.9%	9.0%	63.9%
LinkedIn	10.4%	42.9%	10.8%	36.0%
Pinterest	10.5%	47.5%	11.4%	30.7%
Parler	12.4%	22.5%	11.2%	54.0%
Instagram	16.2%	42.8%	12.7%	28.3%
Snapchat	14.4%	41.3%	10.1%	34.3%
TikTok	20.2%	35.1%	11.6%	33.1%
Twitter	31.7%	29.5%	19.2%	19.6%
Facebook	33.3%	42.2%	14.0%	10.6%

Scale (Worse — Same — Better):

Platform	Value
Duck Duck Go	2.13
Signal	2.02
LinkedIn	2.01
Pinterest	2.01
Parler	1.97
Instagram	1.95
Snapchat	1.93
TikTok	1.87
Twitter	1.84
Facebook	1.78

How high is your level of trust in the judgement of the following platforms to moderate the content on their platform that you interact with while using it?

Posed to users of each platform.

Legend: ■ Very Low Trust ■ Low Trust ■ No Opinion ■ High Trust ■ Very High Trust

Top chart (100% stacked):

Platform	Very Low Trust	Low Trust	No Opinion	High Trust	Very High Trust
Parler	19.7%	6.6%	27.9%	24.6%	21.3%
LinkedIn	9.9%	10.6%	40.3%	28.9%	10.3%
Pinterest	11.5%	12.4%	38.5%	27.4%	10.3%
TikTok	12.4%	19.3%	35.5%	22.4%	10.4%
Snapchat	14.0%	17.5%	40.3%	20.3%	7.9%
Instagram	17.1%	18.1%	34.2%	23.1%	7.4%
Twitter	19.3%	23.5%	25.0%	22.2%	10.1%
Facebook	23.7%	24.5%	27.2%	19.1%	5.5%

Bottom chart (average score):

Platform	Score
Parler	3.21
LinkedIn	3.19
Pinterest	3.13
TikTok	2.99
Snapchat	2.91
Instagram	2.86
Twitter	2.8
Facebook	2.58

Very Low Trust — Low Trust — No Opinion — High Trust — Very High Trust

What is your age?

Posted to all respondents (Gen Pop Survey Focused on Social Media Users).

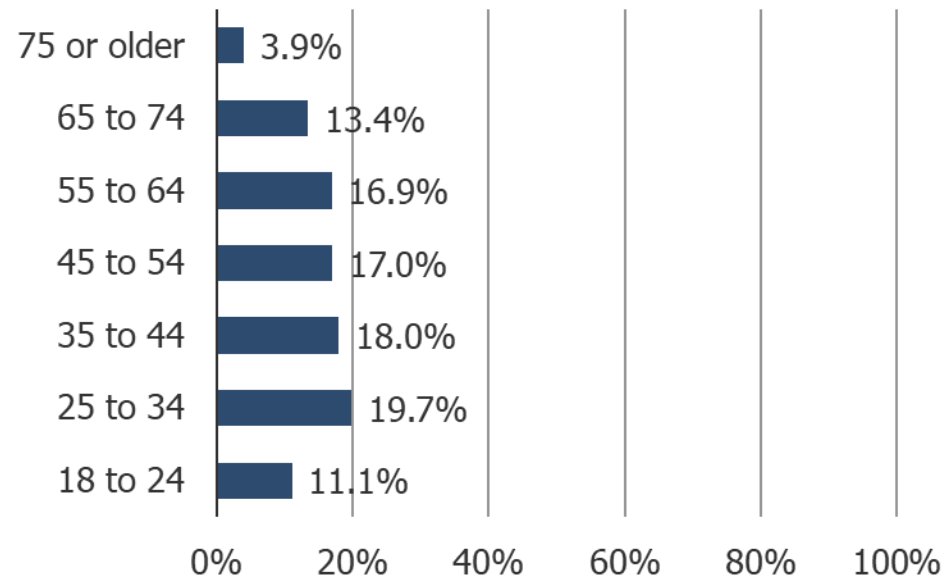| Age	Percentage
75 or older	3.9%
65 to 74	13.4%
55 to 64	16.9%
45 to 54	17.0%
35 to 44	18.0%
25 to 34	19.7%
18 to 24	11.1%

Do you currently have an account with any of the following?

Posed to all respondents (Gen Pop Survey Focused on Social Media Users).

Platform	Percentage
Facebook	79.1%
Instagram	51.0%
Twitter	39.8%
Pinterest	34.9%
Snapchat	32.3%
LinkedIn	28.0%
TikTok	26.6%
None of the above	8.9%
Parler	6.3%
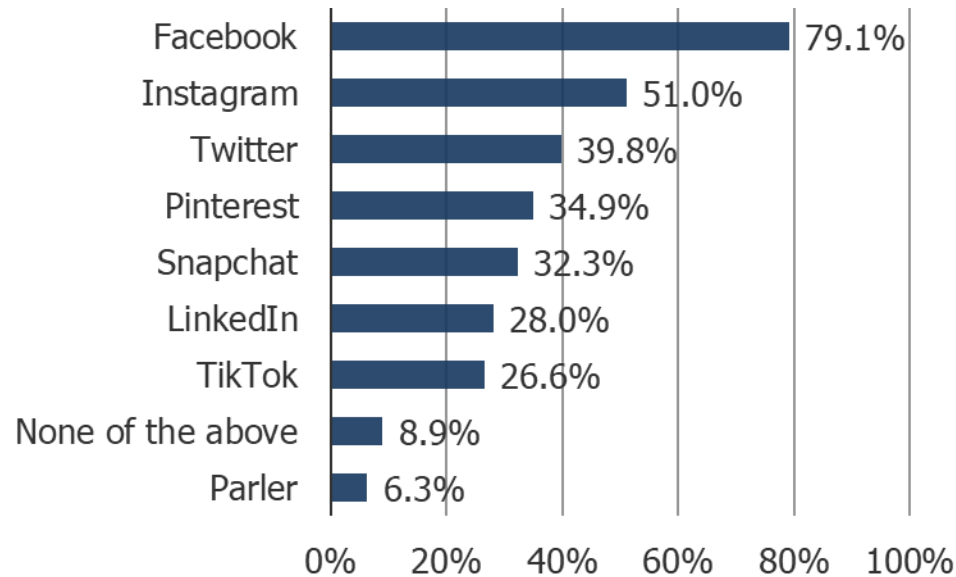
Respondents Who Have a Positive Opinion *of The Trump Twitter Ban | % Who Are Twitter Users:*
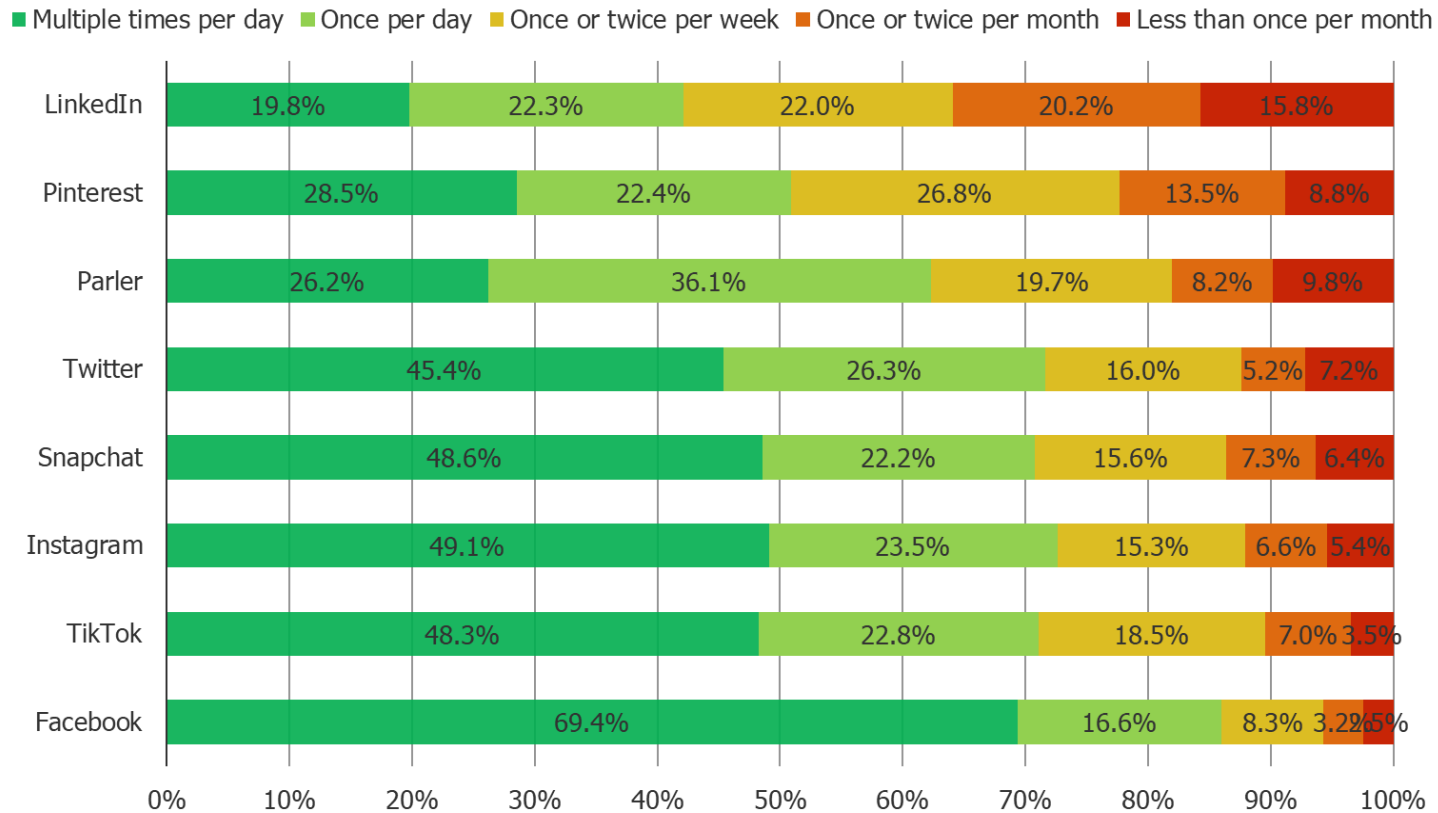
= 42.5%

Respondents Who Have a Negative Opinion *of The Trump Twitter Ban | % Who Are Twitter Users:*

= 33.3%

How often do you visit each of the following?

Posed to all respondents (Gen Pop Survey Focused on Social Media Users).

Legend: ■ Multiple times per day ■ Once per day ■ Once or twice per week ■ Once or twice per month ■ Less than once per month

Platform	Multiple times per day	Once per day	Once or twice per week	Once or twice per month	Less than once per month
LinkedIn	19.8%	22.3%	22.0%	20.2%	15.8%
Pinterest	28.5%	22.4%	26.8%	13.5%	8.8%
Parler	26.2%	36.1%	19.7%	8.2%	9.8%
Twitter	45.4%	26.3%	16.0%	5.2%	7.2%
Snapchat	48.6%	22.2%	15.6%	7.3%	6.4%
Instagram	49.1%	23.5%	15.3%	6.6%	5.4%
TikTok	48.3%	22.8%	18.5%	7.0%	3.5%
Facebook	69.4%	16.6%	8.3%	3.2%	2.5%

In politics today, do you consider yourself a Republican, Democrat, or Independent?

Posed to all respondents (Gen Pop Survey Focused on Social Media Users).
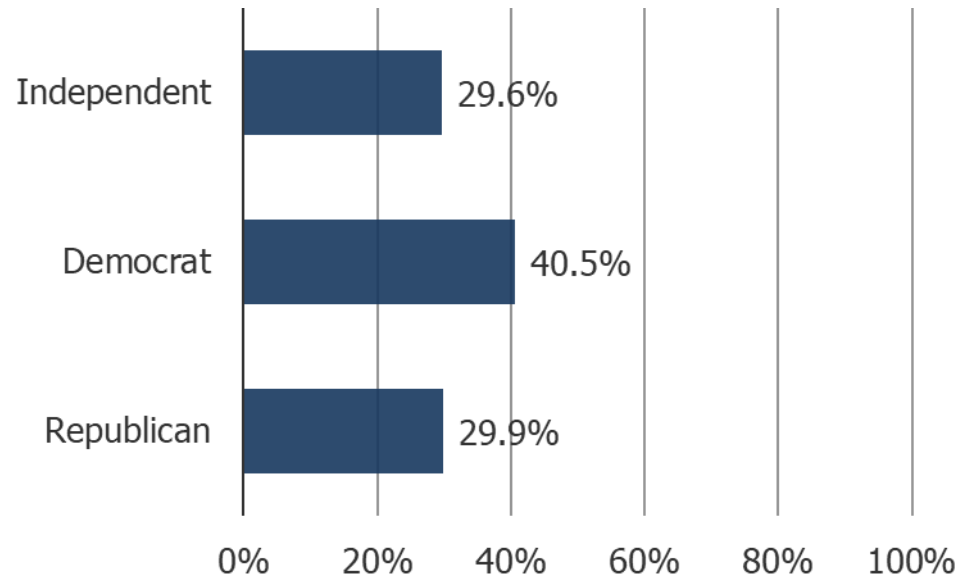
What is your gender?

Posed to all respondents (Gen Pop Survey Focused on Social Media Users).