

Total



Accountable Tech

Frequency Questionnaire

July 15 - 19, 2020 **1000 Registered Voters**

2.5 Are you registered to vote?		

 Yes
 100

 No

 Not sure

(ref:SCREEN1)

Q.6 In November there will be a general election for U.S. President, as well as other statewide and local offices. What are the chances of your voting in the general election this November?

	Tota
Almost certain to vote	87
Probably will vote	9
50-50 chance will vote	3
Will not vote	2
Not sure	
(ref:WILLVT20)	

¹ GQR conducted a 20-minute online survey among 1,000 Registered Voters nationwide from July 15-19, 2020. Respondents were contacted from a panel sample of nationwide registered voters. Because the sample is based on those who initially self-selected for participation in the panel rather than a probability sample, no estimates of sampling error can be calculated. All sample surveys and polls may be subject to multiple sources of error, including, but not limited to, sampling error, coverage error, and measurement error. If this poll were conducted among a probability sample, then the margin of error would be of +/- 3.1 percentage points at the 95 percent confidence interval; the margin of error is higher among subgroups. The data are statistically weighted to ensure the sample's regional, age, gender and partisan composition reflects that of the estimated Registered Voters nationwide.

Q.7 How motivated are you to vote in the general election for U.S. President and other state and local offices this November?

Extremely motivated	Total 73
Very motivated	
Somewhat motivated	
Not that motivated	4
Not at all motivated	3
Not sure	
Total Motivated	93
Total Not Motivated	7
Motivated - Not Motivated (ref:MOTIV)	87

Q.8 Please rate your feelings toward each of the people and organizations below: do you feel very favorable toward them, somewhat favorable, somewhat unfavorable, or very unfavorable? If you have no opinion or never heard of that person, term, or organization please check that box.

	ery			Very		Never	Total ID			Fav -
8 Donald Trump2		15	9	48	4	Heard 0	100	Fav 39	56	Unfav - 17
9 Democrats in Congress 1	L4	26	13	36	9	1	99	40	49	-9
10 Republicans in Congress 1	11	23	17	38	9	2	98	34	55	-21
11 Mark Zuckerberg	4	16	26	30	21	2	98	20	56	-36
12 Sheryl Sandberg	2	8	11	12	29	39	61	10	22	-12
13 Tim Cook	6	18	9	9	29	30	70	23	18	6
14 Jack Dorsey	2	8	7	11	27	45	55	10	18	-8
15 Joe Biden2	21	23	15	34	7	0	100	44	48	-4
16 Jeff Bezos	6	20	20	18	26	9	91	27	38	-11
17 Elon Musk(ref:FAVOR)	8	22	17	15	28	10	90	30	32	-2

Q.18 Please rate your feelings toward each of the companies below: do you feel very favorable toward them, somewhat favorable, somewhat unfavorable, or very unfavorable? If you have no opinion or never heard of that person, term, or organization please check that box.

• ,	Very Fav			•		Never Heard			_	Fav -
18 Facebook			20		•		99	43	Unfav 47	- 4
19 Instagram	13	26	13	17	29	1	99	40	30	10
20 YouTube	25	42	11	6	16	0	100	66	17	49
21 TikTok	5	13	12	33	33	4	96	18	45	-27
22 Twitter	9	21	18	25	26	1	99	30	43	-13
23 Google	32	39	10	9	9	0	100	71	19	52
24 Apple(ref:FAVOR2)	25	38	9	12	15	1	99	63	21	42

Q.25 Please rate your feelings toward each of the companies below: do you feel very favorable toward them, somewhat favorable, somewhat unfavorable, or very unfavorable? If you have no opinion or never heard of that person, term, or organization please check that box.

25 Comcast	Fav	Fav		Unfav	Opin	Never Heard 2	ID			- Unfav 9
26 Verizon	22	35	12	8	24	0	100	57	19	38
27 Coca-Cola	30	39	9	6	16	-	100	68	15	53
28 Nike	21	36	9	16	18	0	100	57	25	33
29 Netflix(ref:FAVOR3)	36	37	6	3	18	0	100	72	9	63

Q.30 Please rate your feelings toward each of the terms and organizations below: do you feel very favorable toward them, somewhat favorable, somewhat unfavorable, or very unfavorable? If you have no opinion or never heard of that person, term, or organization please check that box.

	Very Fav			•		Never Heard			Total Unfav	- Unfav
[500 Respondents] 30 (SPLIT A) Big Tech	9	36	19	12	21	3	97	45	31	13
[500 Respondents] 31 (SPLIT B) Silicon Valley	7	27	18	14	30	4	96	34	33	2
32 Pharmaceutical industry	9	29	24	25	12	1	99	38	49	-11
33 Tobacco industry	4	8	18	57	12	1	99	12	75	-63
34 Oil and gas industry	12	28	21	21	17	1	99	40	43	-3
35 Farming and agricultural industry(ref:FAVOR4)	35	37	8	5	13	1	99	73	14	59

Q.36 Thinking about the presidential election in November, if the election for President were held today, who would you vote for?

	Total
Democrat Joe Biden	55
Lean Democrat Joe Biden	0
Republican Donald Trump	44
Lean Republican Donald Trump	
Another candidate	
Lean Another candidate	0
Not sure	0
Total Democrat Joe Biden	55
Total Republican Donald Trump	44
Total Another candidate	1
(ref:JBP20V1)	

Q.38 Now thinking about the election for congress in November, if the election for US Congress were held today, who would you vote for?

	Total
Democratic candidate	53
Lean Democratic candidate	0
Republican candidate	46
Lean Republican candidate	
(Undecided/Refused)	
Total Democratic candidate	
Total Republican candidate	46
(ref:GCN20VT1)	

Q.40 Do you have any of the following social media platforms? Please check all that apply.

	Total
Facebook	66
YouTube	43
Instagram	34
Twitter	24
LinkedIn	22
Pinterest	21
Snapchat	18
TikTok	9
Reddit	9
I do not have any of these social media accounts	18
(ref:SOCMEDIA)	

Q.41 (SKIP IF NO SOCIAL MEDIA ACCOUNTS IN SOCMEDIA) Many people get their news from social media these days. Do you use the following social media sites to get your news? If so, please also indicate how often you use each social media site to get your news.

		Yes Some				Total Yes	
42 (IF TWITTER IN SOCMEDIA) Twitter	40	20	18	22	-	78	
41 (IF FACEBOOK IN SOCMEDIA) Facebook	38	20	14	28	0	72	
46 (IF YOUTUBE IN SOCMEDIA) YouTube	36	22	13	29	-	71	
45 (IF TIKTOK IN SOCMEDIA) TikTok	31	22	18	30	-	70	
43 (IF INSTAGRAM IN SOCMEDIA) Instagram	30	23	17	30	-	70	
44 (IF SNAPCHAT IN SOCMEDIA) Snapchat(ref:NEWSOCL)	26	16	18	40	-	60	

	Total
A lot	25
Some	34
A little	20
None	21
Not sure	0
A lot/Some	59
A little/None	41
(ref:PEWSOCM2)	

Q.48 How often do you comment, post, or discuss government and politics with family and friends on social media?

	Total
Often	9
Sometimes	24
Hardly ever	19
Never	48
Not sure	
(ref:PEWSCM1F)	

Q.49 How often do you comment, post, or discuss government and politics with other people that you may not know on social media?

	Total
Often	8
Sometimes	19
Hardly ever	18
Never	54
Not sure	0
(ref:PEWSCM1S)	

Q.50 How much of what you post on your social media is related to politics?

	Total
A lot	8
Some	15
A little	17
None	60
Not sure	0
A lot/Some	23
A little/None	77
(ref:PEWSOCM3)	

Q.51 Do most of your friends on social media have:

Similar political beliefs to you	Total 19
Different political beliefs from you	
A mix of political beliefs	42
I'm not sure about their political beliefs	31
Similar-Different(ref:PEWSOCM4)	10

Q.52 Generally speaking, do you think social media has a positive or negative impact on society?

,	•	U	'
			Total
Very positive impact			5
Somewhat positive impact			21
Somewhat negative impact	t		35
Very negative impact			23
No impact at all			
Not sure			
Total Positive			26
Total Negative	•••••	•••••	58
Positive - Negative(ref:SMIMPACT)	•••••••••••••••••••••••••••••••••••••••		32

Q.53 Please indicate how much influence over society each social media or technology company has.

N							0,	Inf
	Α		Not		Not	Total	Total	-
	Lot	Some	Much	None	Sure	Inf	No Inf	No Inf
53 Facebook	45	36	10	8	0	82	18	63
56 Google	42	37	13	8	0	79	21	58
55 Twitter	37	39	13	11	0	76	24	52
57 Amazon	33	41	16	10	0	73	26	47
58 Apple	31	43	16	10	0	74	26	47
54 Instagram	26	43	20	11	0	68	31	37
60 TikTok	19	38	25	18	1	57	42	15
59 Snapchat(ref:SMINFLU)	17	38	29	16	1	54	45	9

Q.61 Below is a list of things that can happen on and through social media sites. Please indicate if any of the following have happened to you or a close friend. Check all that apply.

	Tota
Have at least once felt as if my privacy has been violated on social media	20
Have been led to believe false information by social media	
sites	14
Have been bullied or harassed through social media	6
Felt scared after receiving messages on social media	3
None of the above	58
Not sure	0
(ref:SMAFFECT)	

Q.62 Do you agree or disagree with the following statement: a handful of large tech companies have too much power.

	Tota
Strongly agree	34
Somewhat agree	
Somewhat disagree	
Strongly disagree	
Not sure	
Total Agree	85
Total Disagree	
Agree - Disagree	70
(ref:SMBREAK)	

Q.63 Which of the following companies do you feel have too much power? Check all that apply.

	Total
Facebook	69
Amazon	51
Google	47
Apple	
Twitter	35
Instagram	21
TikTok	12
Snapchat	6
Not sure	1
(ref:POWERCOM)	

Q.64 Below is a list of policies some people want to see enacted on social media generally. Please indicate whether you support or oppose social media companies enacting the following policies.

, , , , , , , , , , , , , , , , , , , ,			•		J		01	Supp
64 Ban political ads with false information	Supp		Smwt Opp 10	Strng Opp 8	Not Sure 0	Total Supp 82	Total Opp 18	- Opp 64
67 Ban false claims about voting	62	21	10	7	0	83	17	65
66 Place warning labels on accounts that frequently spread false information	60	23	9	7	0	83	16	67
65 Restrict the use of personal data for targeting political ads	55	27	10	7	0	82	17	65
68 Allow users to choose whether or not the social media site curates the content they see for them based on their personal								
data	35	39	15	10	1	73	26	48
69 Ban President Trump	35	13	15	36	0	48	51	-3
70 Require users to open linked articles in posts before re-sharing them	29	39	17	14	1	68	31	37
72 Charge each user \$3 per month, and eliminate all ads and personal data collection	17	25	23	35	1	41	58	-17
71 Artificially boost posts to maximize engagement on the platform(ref:POLICIES)	12	17	25	46	1	29	70	-42

Q.73 How much are social media sites like Facebook, Twitter, and YouTube responsible for the spread of fake news?

	Total
Most responsible	43
Partly responsible but other media sources are more	
responsible	49
Not at all responsible	
Not sure	0
(ref:FALSEINF)	

Q.74 Based on what you know or have heard, does Facebook do a good job or bad job moderating the content of what people post on it?

	Tota
Very good job	7
Somewhat good job	
Somewhat bad job	
Very bad job	31
Not sure	0
Total Good	40
Total Bad	59
Good - Bad	19
(ref:GOODJOB)	

Q.75 How confident are you in technology companies to prevent the misuse of their platforms to influence the United States elections this November?

cicotions this reveniber.	
	Total
Extremely confident	7
Very confident	11
Somewhat confident	23
Not very confident	34
Not at all confident	25
Not sure	0
Total Confident	41
Total Not Confident	59
Confident - Not	18
(ref:CONFSM)	

Q.76 Below is a list of tech companies. Please indicate how confident you are in each company to prevent the misuse of their platforms to influence the United States elections this November.

	Ext	Very	Smwt	Not Very	Not At All		Total Conf	Total Not	- Not
80 Google	10	14	30	24	21	1	54	45	9
81 YouTube	8	11	30	27	24	1	48	51	-3
77 Twitter	6	9	23	28	34	1	38	61	-23
78 Instagram	6	8	24	33	28	1	38	61	-23
76 Facebook	8	8	21	26	38	1	36	63	-27
79 Snapchat(ref:CONFCOMP)	5	8	22	33	30	1	36	63	-27

Q.82 Now thinking a little bit about Mark Zuckerberg, CEO of Facebook, please indicate whether you agree or disagree with the following statements?

	_			_		Total Agree		Agree - Dis
82 Mark Zuckerberg has too much power as the CEO and majority shareholder of	Agree	Agree	Dis	Dis	Jule	Agree	Dis	Dis
Facebook	38	35	20	6	1	73	26	47
84 Mark Zuckerberg should resign from Facebook	21	20	40	17	1	41	58	-17
83 Mark Zuckerberg should run for political office(ref:MZ1)	5	11	24	59	1	16	83	-67

Q.85 For each of the following pairs of statements about Facebook, please indicate which you agree with more, even if you find neither entirely convincing:

with more, even if you find he		•		-						
		1st Stmt Smwt		2nd Stmt Much	Both	Nei- ther	Not Sure	Total 1st Stmt	Total 2nd Stmt	1st - 2nd
87 (TOGETHER) Facebook builds community and brings the world closer together. OR (DIVIDE) Facebook divides communities and drives people apart		33	29	27	-	0	0	43	56	-13
89 (MOSTLY GOOD) Facebook primarily helps society these days, even if they've made some mistakes. OR (MOSTLY HARMFUL) Facebook is primarily a harm to society these days, even if they've done some good	10	33	29	27	-	0	1	43	57	-14
88 (GOOD AND BAD) Facebook presents an accurate reflection of society, the good and the bad. OR (BAD AND TOXIC) Facebook disproportionately elevates bad actors and toxic content.	10	32	29	29	-	-	0	42	58	-16
85 (NO EFFORT) Facebook has demonstrated a serious commitment to combat racism on their platform. OR (COMMITMENT) Facebook has not demonstrated a serious commitment to combating racism	8	31	36	25	-	0	1	39	60	-21

1st

1st

Total Total

1st

Stmt Stmt Stmt Stmt Not 1st 2nd -Nei-Much Smwt Smwt Much Both ther Sure Stmt Stmt 2nd 86 (RIGHT THING) Facebook prioritizes doing the right thing, even if it might hurt their bottom line. OR (PROFITS) Facebook prioritizes profits, even if it might cause societal harm......7 21 31 41 28 71 -44 (ref:MBTRAITS)

2nd 2nd

Q.90 Please read the following statement and indicate whether you agree or disagree: Politicians should be subject to the same fact-checking rules as everyone else.

•	Total
Strongly agree	73
Somewhat agree	20
Somewhat disagree	5
Strongly disagree	2
Not sure	0
Total Agree	92
Total Disagree	7
Agree - Disagree	85
(ref:MBAGREE)	

Q.91 As you may know, at the start of the Black Lives Matter protests in May, President Donald Trump said "when the looting starts, the shooting starts." Twitter placed a warning label on the post and limited the ability to share it. Facebook did not flag the post or take it down. Do you agree or disagree with Facebook's decision to not take down or flag Trump's post?

	Total
Strongly agree	32
Somewhat agree	23
Somewhat disagree	16
Strongly disagree	
Not sure	
Total Agree	55
Total Disagree	44
Agree - Disagree	11
(ref:LOOTING)	

Q.92 How much have you heard about companies boycotting Facebook by removing their paid advertisements from Facebook for the month of July?

·	
Heard a lot	12
Heard some	23
Heard a little	20
Haven't heard anything at all	44
Not sure	1
Total Heard	55
(ref:FAMBOYCT)	

Q.93 As you may know, companies such as Verizon, Coca-Cola, Ford, and hundreds of others have stopped advertising on Facebook for the month of July due to Facebook's failure to stop the spread of hate speech on their site. Do you support or oppose companies boycotting Facebook?

	Tota
Strongly support	42
Somewhat support	
Somewhat oppose	15
Strongly oppose	10
Not sure	
Total Support	74
Total Oppose	25
Support - Oppose (ref:SUPBOYCT)	49

Q.94 Would you feel more or less favorable about a company if you learned that it was participating in the boycott against Facebook and no longer paying for advertisement on the site?

Total
23
24
12
10
30
0
47
22
25

Q.95 Are you more likely or less likely to buy from companies boycotting Facebook?

	Total
Much more likely	15
More likely	20
Less likely	
Much less likely	
Neither more nor less likely	46
Not sure	0
Total More	34
Total Less	19
More - Less	16
(ref:SHOPBYCT)	

Q.96 Below are a list of requests for Facebook from the organizers of the boycott. Please indicate how high of a priority each demand is in order for Facebook to handle hate speech online.

Top Prior	High Prior	Mid dle	Low Prior	Not Sure	High	Low	Prior - Not
43	24	20	12	12	67	32	35
41	26	22	11	11	67	33	34
35	31	22	12	12	66	34	32
33	30	25	11	11	63	37	26
30	30	25	14	14	60	39	21
25	32	28	14	14	57	42	15
	43 41	Prior Prior 43 24 41 26 35 31 33 30	Prior Prior dle 43 24 20 41 26 22 35 31 22 33 30 25 30 30 25	Prior Prior dle Prior 43 24 20 12 41 26 22 11 35 31 22 12 33 30 25 11 30 30 25 14	Prior Prior dle Prior Sure 43 24 20 12 12 41 26 22 11 11 35 31 22 12 12 33 30 25 11 11 30 30 25 14 14	Top Prior High Prior Mid dle Prior Low Prior Not Prior High Prior 43 24 20 12 12 67 41 26 22 11 11 67 35 31 22 12 12 66 33 30 25 11 11 63 30 30 25 14 14 60	Prior Prior Idle Prior Sure Prior Prior Prior 43 24 20 12 12 67 32 41 26 22 11 11 67 33 35 31 22 12 12 66 34 33 30 25 11 11 63 37 30 30 25 14 14 60 39

	Top Prior	High Prior	Mid dle	Low Prior		Top/ High Prior		Prior - Not	
96 Hiring a high-level executive with civil rights and diversity expertise in their headquarters	22	25	32	20	20	47	52	-5	
103 Remove far-right news websites from the independent fact-checkers group	22	24	32	21	21	46	53	-7	
98 Creating human-to-human points of contact for Facebook users experiencing identity-based harassment(ref:DEMAND)	19	32	33	15	15	51	49	2	

Q.105 For each of the following statements please indicate whether or not that raises doubts in your own mind about using Facebook.

	Very Ser Dbts	Ser Dbts	Minor Dbts	No Real Dbts	Not Sure	Total Ser	Total Not Ser
109 Facebook exposed photos from nearly 7 million users to third party apps without their permission	41	21	23	15	1	62	37
105 Facebook exposed personal data of 87 million Facebook users without their knowledge to Cambridge Analytica, who helped with Donald Trump's presidential election.	40	23	20	16	1	63	36
106 Special counsel Robert Mueller said that thirteen Russian spies created fake Facebook profiles to influence the 2016 election	30	22	24	23	1	52	47
108 Facebook spent five million dollars in the first three months of 2020 for lobbying the government	29	27	26	17	1	57	43
107 Facebook's ad review system failed to spot false information about the coronavirus	28	30	24	17	1	58	42
111 Facebook made The Daily Caller a "fact checker" despite ties with white nationalists and spread of misinformation.	27	30	26	17	1	57	42

	Very			No			Total
	Ser		Minor				Not
	Dbts	Dbts	Dbts	Dbts	Sure	Ser	Ser
110 Facebook names Breitbart News, a far-right media company involved with the likes of Steve							
Bannon and other white nationalists, a trusted							
media source(ref:DOUBTS)	26	25	27	21	1	51	48

Q.112 Now again, please rate your feelings toward each of the people, terms, and organizations below: do you feel very favorable toward them, somewhat favorable, somewhat unfavorable, or very unfavorable? If you have no opinion or never heard of that person, term, or organization please check that box.

										Fav
	Very	Smwt	Smwt	Very	Neut	Never	Total	Total	Total	-
	Fav	Fav	Unfav	Unfav	ral	Heard	ID	Fav	Unfav	Unfav
112 Facebook	9	21	26	33	10	1	99	30	59	-29
113 Mark Zuckerberg (ref:FAV2)	7	18	23	35	15	2	98	24	59	-35

Q.114 Now thinking again about the companies that have stopped advertising on Facebook for the month of July due to Facebook's failure to stop the spread of hate speech on their site. Do you support or oppose companies boycotting Facebook?

	Total
Strongly support	37
Somewhat support	
Somewhat oppose	
Strongly oppose	11
Not sure	0
Total Support	73
Total Oppose	
Support - Oppose	47
(ref:SUPBOYC2)	

Q.115 Finally, the following questions are for statistical purposes only. What is the last year of schooling that you have completed?

	Tota
1 - 11th grade	0
High School graduate	19
Non-college post H.S	4
Some college	39
College graduate	23
Post-graduate school	15
(Not sure)	
(ref:EDUC)	
•	

Q.116 What is your race?

	Total
White	74
African American or Black	12
Hispanic or Latino	10
Asian or Pacific Islander	3
American Indian or Native American	0
Other	1
Prefer not to say	1
(ref:RACE)	

Q.118 Generally speaking, do you think of yourself as a(n):

	Total
Strong Democrat	24
Weak Democrat	13
Independent-lean Democrat	8
Independent	18
Independent-lean Republican	7
Weak Republican	11
Strong Republican	20
(Not sure)	
(ref:PTYID1)	

Q.121 Below, you will see a list of specific news websites, channels, or sources. Do you read, watch, or listen to news from the following sources? If so, please also indicate how often you frequent each news site, channel, or source.

site, chamilei, or source.							
	Yes Freq		Yes Rarely	No	Not Sure	Freq Some	Total Yes
121 FOX News	19	17	13	52	0	35	48
130 CNN	17	19	16	48	0	37	52
123 MSNBC	12	15	13	59	0	27	40
124 The New York Times	10	16	13	61	0	26	39
125 The Washington Post	10	13	14	63	0	23	37
127 NPR or National Public Radio	10	13	11	66	0	23	34
131 Buzzfeed	6	13	17	64	0	19	35
126 Huffington Post	5	14	15	66	0	19	34
128 The Drudge Report	4	5	9	82	0	9	18
132 The Daily Wire	4	7	6	83	0	11	17
122 Breitbart News	4	6	6	84	0	10	16
133 The Blaze	4	5	5	86	0	9	14
129 The Conservative Tribune (ref:NEWSTWKS)	3	5	3	88	1	8	12
0.134 In general, how would you describe your or	wn poli	tical vie	ewpoint	?			

Q.134 In general, how would you describe your own political viewpoint?

	Total
Very liberal	11
Liberal	16
Moderate	36
Conservative	20
Very conservative	14
Not sure	
Total Liberal	26
Moderate	36
Total Conservative	34
(ref:IDEO5)	

Q.135 Thinkin	g about religion	, which one of these	best describes	yourself:
---------------	------------------	----------------------	----------------	-----------

,,	
	Total
Observant Catholic	11
Non-observant Catholic	11
Evangelical Christian	18
Non-evangelical Protestant	15
Jewish	4
Muslim	1
No religious affiliation	28
Other	7
Prefer not to say	6
•	
Total Catholic	22
(ref:RELIG4)	

Q.136 For statistical purposes only, which of these categories best describes your total household income last year, that is in 2019?

	Total
Less than \$10,000	3
\$10,000 to \$19,999	4
\$20,000 to \$29,999	8
\$30,000 to \$49,999	15
\$50,000 to \$74,999	20
\$75,000 to \$99,999	19
\$100,000 to \$149,999	14
\$150,000 to \$199,999	6
\$200,000 or more	5
Prefer not to say	
Under \$50K	30
\$50K or more	64
(ref:INCOME2)	

Q.3 What is your gender?

	Total
Male	47
Female	53
(ref:GENDER)	

Q.4 In what year were you born?

	Total
18 - 24	7
25 - 29	13
30 - 34	8
35 - 39	7
40 - 44	8
45 - 49	7
50 - 54	5
55 - 59	7
60 - 64	12
65 and over	27
(No answer)	
(ref:AGE)	