

Data For Progress

Social Media, November 2019 – Toplines



Sample Online sample of 1,216 voters fielded 11/9/19-11/11/19
 Margin of Error ±3.7%

1. Lately, many people have been talking about the adoption of a purely digital currency, such as Bitcoin, which would be used to buy and sell goods like any currency but would only exist in digital form. If you were to start adopting new digital currency instead of traditional currency like dollars, would you prefer to use currency devised by a private company like Facebook or a currency devised by a public source like the federal government?

I would prefer to use a digital currency devised by a private company like Facebook	5%
I would prefer to use a digital currency devised by a public source like the government	53%
Not sure	41%
Totals	99%
Unweighted N	1,210

2. Would you [support or oppose] a policy requiring large social media platforms like Facebook and Twitter to make public the algorithms they use to serve ads? This would reveal the strategies used to distribute advertisements on large social networks, which are private property.

Strongly support	36%
Somewhat support	24%
Somewhat oppose	9%
Strongly oppose	8%
Not sure	23%
Totals	100%
Unweighted N	1,214

3. Would you [support or oppose] a policy imposing a new tax on the size of social media networks? This would require private businesses that run social media platforms, like Facebook and Twitter, to pay more in taxes as their number of users grows.

Strongly support	32%
Somewhat support	25%
Somewhat oppose	11%
Strongly oppose	12%
Not sure	21%
Totals	101%
Unweighted N	1,203

4. In general, would you say you [like or dislike] using social media sites like Facebook?

I strongly like using social media	13%
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I somewhat like using social media	43%
I somewhat dislike using social media	23%
I strongly dislike using social media	17%
Not sure	4%
Totals	100%
Unweighted N	1,212

5. In general, would you say you [approve or disapprove] of social media sites like Facebook?

Strongly approve	11%
Somewhat approve	44%
Somewhat disapprove	25%
Strongly disapprove	14%
Don't know	6%
Totals	100%
Unweighted N	1,202

This survey is based on 1,216 interviews conducted by YouGov on the internet of registered voters. The sample was weighted according to gender, age, race, education, and Census region based on registered voters in the November 2016 Current Population Survey, conducted by the U.S. Bureau of the Census. Respondents were selected from YouGov's panel to be representative of registered voters. The weights range from 0.4 to 6 with a mean of 1 and a standard deviation of 0.82.

The *margin of error* (a 95% confidence interval) for a sample percentage p based upon the entire sample is approximately 3.7%. It is calculated using the formula

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + CV^2}{n}}$$

where CV is the coefficient of variation of the sample weights and n is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.