

1. Facebook favorability

Do you have a favorable or unfavorable view of Facebook?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very favorable	15%	13%	16%	22%	13%	17%	6%	14%	14%	26%	3%
Somewhat favorable	33%	28%	38%	20%	38%	34%	38%	33%	30%	37%	35%
Not very favorable	24%	28%	20%	28%	19%	22%	31%	28%	14%	19%	12%
Not at all favorable	20%	25%	15%	22%	19%	20%	17%	18%	28%	8%	43%
Not sure	9%	6%	11%	9%	10%	8%	8%	8%	13%	10%	7%
Totals	101%	100%	100%	101%	99%	101%	100%	101%	99%	100%	100%
Unweighted N	996	442	554	110	294	391	201	708	119	115	54

	Party ID				2016 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very favorable	15%	16%	15%	14%	13%	11%	19%	15%	8%	17%	10%	18%	12%
Somewhat favorable	33%	36%	29%	35%	36%	32%	33%	34%	35%	29%	42%	33%	27%
Not very favorable	24%	26%	21%	28%	30%	31%	22%	29%	30%	23%	26%	23%	25%
Not at all favorable	20%	14%	24%	19%	16%	20%	15%	19%	25%	15%	17%	17%	31%
Not sure	9%	8%	12%	5%	5%	6%	10%	3%	1%	16%	5%	9%	6%
Totals	101%	100%	101%	101%	100%	100%	99%	100%	99%	100%	100%	100%	101%
Unweighted N	996	367	367	262	388	319	468	248	135	191	225	376	204

2. Feel about Facebook

Which best describes how you feel about Facebook?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Facebook makes my life better	16%	14%	17%	16%	20%	15%	11%	15%	16%	24%	8%
Facebook makes my life worse	9%	12%	7%	16%	9%	8%	5%	9%	11%	12%	2%
Facebook makes my life neither better nor worse	51%	50%	52%	41%	45%	54%	63%	54%	41%	43%	52%
Not sure	9%	5%	12%	16%	10%	5%	7%	7%	10%	13%	10%
I don't use Facebook	15%	19%	12%	11%	16%	18%	15%	14%	23%	7%	27%
Totals	100%	100%	100%	100%	100%	100%	101%	99%	101%	99%	99%
Unweighted N	993	441	552	111	289	392	201	705	119	114	55

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Facebook makes my life better	16%	17%	16%	14%	17%	12%	18%	17%	16%	17%	13%	19%	11%
Facebook makes my life worse	9%	11%	7%	10%	11%	7%	8%	12%	13%	6%	7%	9%	14%
Facebook makes my life neither better nor worse	51%	54%	46%	55%	57%	59%	49%	54%	50%	53%	59%	49%	44%
Not sure	9%	6%	13%	5%	4%	6%	11%	2%	4%	11%	7%	9%	8%
I don't use Facebook	15%	12%	18%	15%	11%	16%	14%	15%	17%	13%	13%	14%	22%
Totals	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	99%	100%	99%
Unweighted N	993	366	365	262	386	317	465	249	134	192	224	371	206

3. Frequency of getting news from Facebook

How often do you get news from Facebook?

Asked of those who use Facebook

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Often	22%	20%	23%	25%	22%	21%	20%	20%	27%	29%	18%
Sometimes	36%	36%	35%	40%	41%	35%	28%	33%	31%	46%	61%
Hardly ever	22%	22%	21%	13%	25%	20%	29%	23%	29%	14%	13%
Never	18%	22%	15%	14%	11%	21%	24%	22%	11%	5%	9%
Not sure	3%	0%	6%	7%	2%	3%	1%	3%	2%	5%	0%
Totals	101%	100%	100%	99%	101%	100%	102%	101%	100%	99%	101%
Unweighted N	772	326	446	80	230	304	158	561	85	93	33

	Party ID				2016 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Often	22%	26%	21%	17%	22%	17%	27%	13%	21%	25%	18%	24%	17%
Sometimes	36%	34%	39%	34%	33%	33%	36%	40%	29%	30%	36%	34%	45%
Hardly ever	22%	22%	18%	26%	24%	25%	19%	29%	24%	20%	23%	21%	22%
Never	18%	16%	16%	22%	20%	25%	13%	18%	25%	22%	22%	15%	14%
Not sure	3%	1%	6%	2%	1%	1%	4%	1%	1%	4%	1%	5%	1%
Totals	101%	99%	100%	101%	100%	101%	99%	101%	100%	101%	100%	99%	99%
Unweighted N	772	303	272	197	325	245	362	202	109	146	178	294	154

4. Trust news from Facebook

How much do you trust the news you get from Facebook?

Asked of those who use Facebook and get news from it at least sometimes

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A great deal	8%	9%	7%	14%	11%	5%	3%	5%	19%	16%	*
A fair amount	44%	48%	41%	47%	39%	48%	40%	43%	38%	53%	*
Not very much	33%	31%	35%	24%	35%	30%	46%	37%	22%	25%	*
Not at all	7%	5%	7%	7%	6%	6%	7%	6%	9%	5%	*
Not sure	8%	7%	9%	8%	8%	11%	3%	9%	12%	1%	*
Totals	100%	100%	99%	100%	99%	100%	99%	100%	100%	100%	*
Unweighted N	428	159	269	51	145	157	75	284	50	71	23

	Party ID				2016 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A great deal	8%	12%	7%	5%	8%	3%	12%	3%	3%	13%	6%	7%	9%
A fair amount	44%	45%	45%	41%	46%	39%	44%	55%	28%	46%	49%	44%	37%
Not very much	33%	28%	32%	42%	34%	45%	28%	34%	51%	29%	33%	29%	47%
Not at all	7%	8%	6%	6%	7%	10%	7%	1%	9%	7%	7%	7%	6%
Not sure	8%	8%	11%	5%	6%	2%	8%	6%	9%	5%	6%	14%	1%
Totals	100%	101%	101%	99%	101%	99%	99%	99%	100%	100%	101%	101%	100%
Unweighted N	428	179	146	103	181	126	220	105	53	79	89	169	91

5. Trust Facebook with personal data

How much do you trust Facebook with your personal data?

Asked of those who use Facebook

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	6%	5%	6%	7%	9%	5%	2%	4%	15%	11%	2%
Somewhat	25%	26%	25%	32%	21%	27%	20%	26%	19%	32%	13%
Not very much	34%	32%	35%	24%	44%	35%	32%	35%	35%	20%	54%
Not at all	29%	32%	27%	27%	22%	27%	41%	31%	21%	27%	20%
Not sure	6%	4%	7%	10%	4%	6%	4%	4%	10%	10%	11%
Totals	100%	99%	100%	100%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	767	324	443	79	227	303	158	558	84	92	33

	Party ID				2016 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A lot	6%	7%	7%	3%	4%	3%	9%	2%	3%	8%	4%	7%	4%
Somewhat	25%	23%	25%	28%	20%	21%	25%	33%	20%	25%	31%	23%	23%
Not very much	34%	40%	30%	33%	38%	35%	32%	35%	37%	28%	33%	36%	37%
Not at all	29%	23%	31%	33%	35%	36%	25%	27%	40%	34%	28%	26%	30%
Not sure	6%	7%	7%	3%	3%	4%	8%	3%	1%	5%	3%	8%	6%
Totals	100%	100%	100%	100%	100%	99%	99%	100%	101%	100%	99%	100%	100%
Unweighted N	767	301	270	196	323	244	359	202	107	145	177	291	154

6. Trust Facebook compared to other companies

Thinking about your personal data, do you trust Facebook:

Asked of those who use Facebook

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
More than other technology companies	8%	7%	8%	10%	9%	9%	3%	6%	12%	15%	3%
Less than other technology companies	26%	35%	19%	24%	24%	28%	28%	26%	25%	25%	28%
About the same as other technology companies	53%	48%	56%	48%	49%	52%	61%	56%	50%	40%	50%
Not sure	14%	9%	17%	18%	18%	12%	8%	12%	13%	20%	19%
Totals	101%	99%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	769	324	445	78	230	303	158	561	82	93	33

	Total	Party ID			2016 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
More than other technology companies	8%	8%	9%	5%	6%	5%	10%	5%	11%	13%	4%	8%	5%
Less than other technology companies	26%	25%	26%	27%	31%	30%	22%	35%	37%	31%	26%	21%	34%
About the same as other technology companies	53%	52%	48%	59%	52%	57%	51%	51%	47%	38%	56%	58%	50%
Not sure	14%	14%	17%	8%	11%	8%	17%	9%	5%	18%	14%	13%	11%
Totals	101%	99%	100%	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	769	302	270	197	324	244	360	202	109	146	178	292	153

7. Heard about Cambridge Analytica news

How much have you heard in the news recently about data obtained from Facebook by a firm called Cambridge Analytica?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Heard a lot	30%	34%	26%	21%	23%	33%	41%	30%	36%	30%	19%
Heard a little	38%	40%	37%	39%	35%	37%	43%	41%	30%	30%	39%
Heard nothing at all	32%	26%	38%	40%	42%	29%	17%	29%	35%	40%	41%
Totals	100%	100%	101%	100%	100%	99%	101%	100%	101%	100%	99%
Unweighted N	994	442	552	110	289	394	201	703	120	115	56

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Heard a lot	30%	41%	25%	25%	51%	32%	26%	37%	44%	37%	26%	27%	33%
Heard a little	38%	35%	35%	48%	30%	44%	34%	42%	38%	37%	45%	39%	31%
Heard nothing at all	32%	25%	40%	28%	19%	24%	40%	22%	18%	26%	29%	34%	36%
Totals	100%	101%	100%	101%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	994	367	365	262	387	318	466	248	135	192	223	374	205

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March 21 - 23, 2018 - 1000 US Adults



8. Satisfied with Facebook's response

How satisfied are you with Facebook's response to the Cambridge Analytica story?

Asked of those who have heard at least a little about data obtained from Facebook by a firm called Cambridge Analytica

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very satisfied	3%	4%	3%	1%	9%	2%	2%	2%	10%	10%	1%
Somewhat satisfied	19%	21%	17%	34%	15%	17%	16%	18%	19%	28%	17%
Not very satisfied	25%	25%	24%	19%	24%	25%	29%	26%	17%	22%	25%
Not at all satisfied	30%	32%	27%	26%	23%	33%	33%	29%	39%	21%	34%
Not sure	23%	17%	29%	20%	29%	22%	20%	25%	15%	19%	23%
Totals	100%	99%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	714	348	366	65	183	298	168	522	81	73	38

	Party ID				2016 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very satisfied	3%	4%	2%	4%	1%	4%	5%	2%	3%	6%	3%	3%	3%
Somewhat satisfied	19%	17%	15%	28%	12%	18%	16%	34%	12%	17%	21%	20%	18%
Not very satisfied	25%	30%	23%	21%	35%	20%	25%	23%	29%	23%	27%	26%	22%
Not at all satisfied	30%	32%	32%	24%	39%	31%	25%	29%	45%	31%	24%	26%	41%
Not sure	23%	17%	28%	23%	13%	27%	29%	12%	13%	22%	25%	25%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	102%	99%	100%	100%	100%
Unweighted N	714	275	252	187	306	235	300	190	115	139	167	258	150

9. Facebook affected election outcome

How likely do you think it is that Facebook affected the outcome of the 2016 presidential election?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Very likely	15%	17%	14%	11%	17%	17%	14%	13%	26%	17%	17%
Somewhat likely	22%	25%	20%	30%	27%	18%	15%	22%	18%	26%	23%
Not very likely	23%	23%	22%	24%	10%	24%	34%	26%	10%	21%	18%
Not at all likely	20%	22%	18%	15%	16%	22%	27%	22%	19%	8%	19%
Not sure	20%	14%	26%	20%	30%	19%	10%	17%	28%	27%	23%
Totals	100%	101%	100%	100%	100%	100%	100%	100%	101%	99%	100%
Unweighted N	992	443	549	108	291	394	199	702	120	114	56

	Party ID			2016 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Very likely	15%	27%	13%	5%	36%	4%	14%	17%	24%	17%	15%	14%	16%
Somewhat likely	22%	28%	23%	14%	35%	12%	20%	27%	28%	24%	22%	21%	22%
Not very likely	23%	20%	18%	32%	11%	32%	23%	26%	20%	22%	20%	26%	21%
Not at all likely	20%	8%	18%	38%	4%	40%	21%	17%	20%	16%	22%	21%	20%
Not sure	20%	17%	27%	12%	13%	12%	23%	13%	7%	21%	21%	19%	21%
Totals	100%	100%	99%	101%	99%	100%	101%	100%	99%	100%	100%	101%	100%
Unweighted N	992	365	365	262	385	317	465	249	134	190	225	372	205

10. Unintentional effect

Do you think it's more likely that Facebook:

Asked of those who think it is likely that Facebook affected the outcome of the 2016 presidential election

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Intentionally affected the outcome of the election	30%	33%	26%	27%	27%	38%	20%	26%	41%	41%	*
Unintentionally affected the outcome of the election	51%	52%	51%	61%	49%	42%	62%	56%	51%	37%	*
Not sure	19%	16%	23%	12%	24%	19%	18%	18%	8%	23%	*
Totals	100%	101%	100%	100%	100%	99%	100%	100%	100%	101%	*
Unweighted N	415	199	216	46	140	158	71	277	57	55	26

		Party ID			2016 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Intentionally affected the outcome of the election	30%	30%	25%	46%	25%	36%	34%	27%	29%	28%	22%	35%	28%
Unintentionally affected the outcome of the election	51%	59%	46%	44%	63%	42%	46%	58%	56%	40%	55%	51%	59%
Not sure	19%	12%	30%	10%	12%	22%	20%	14%	15%	32%	23%	14%	13%
Totals	100%	101%	101%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	415	228	142	45	267	55	179	115	71	84	89	145	97

11. Facebook favor

In what way do you think Facebook affected the outcome of the election?

Asked of those who think it is likely that Facebook affected the outcome of the 2016 presidential election

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
In favor of Hillary Clinton	13%	15%	11%	25%	9%	13%	4%	13%	18%	12%	*
In favor of Donald Trump	69%	71%	66%	52%	67%	77%	79%	71%	68%	69%	*
Neither of the above	7%	6%	7%	8%	9%	3%	9%	6%	4%	9%	*
Not sure	11%	8%	16%	15%	14%	8%	9%	10%	10%	10%	*
Totals	100%	100%	100%	100%	99%	101%	101%	100%	100%	100%	*
Unweighted N	416	200	216	47	141	157	71	276	59	55	26

	Party ID				2016 Vote		Family Income (3 category)			Census Region			
	Total	Dem	Ind	Rep	Clinton	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
In favor of Hillary Clinton	13%	8%	11%	36%	5%	32%	13%	14%	5%	7%	21%	15%	7%
In favor of Donald Trump	69%	83%	62%	41%	88%	38%	67%	74%	80%	68%	69%	62%	81%
Neither of the above	7%	3%	11%	9%	2%	15%	7%	6%	6%	12%	3%	7%	5%
Not sure	11%	6%	17%	13%	6%	15%	12%	6%	9%	14%	6%	16%	6%
Totals	100%	100%	101%	99%	101%	100%	99%	100%	100%	101%	99%	100%	99%
Unweighted N	416	229	142	45	268	55	180	115	71	84	90	145	97

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March 21 - 23, 2018 - 1000 US Adults



Interviewing Dates	March 21 - 23, 2018
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 2014 American Community Study. Voter registration was imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, 2012 and 2016 Presidential votes. The weights range from 0.111 to 6.601, with a mean of one and a standard deviation of 0.84.
Number of respondents	1000
Margin of error	± 4.1% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	47 questions not reported.