YouGov

March 17 - 18, 2015

1. Inappropriate content – Fully exposed buttocks
Do you think Facebook should or should not ban the following types of content?
Asked of Facebook users

		Gender		Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Should ban	52%	40%	61%	42%	46%	57%	68%	52%	48%	60%
Should NOT ban	30%	42%	21%	36%	34%	29%	17%	31%	32%	25%
Not sure	18%	18%	17%	22%	20%	13%	15%	16%	20%	15%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(763)	(330)	(433)	(143)	(217)	(284)	(119)	(272)	(317)	(174)

		Race			Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Should ban	52%	52%	58%	48%	53%	56%	45%	47%	58%	54%	47%
Should NOT ban	30%	34%	18%	24%	32%	26%	43%	33%	28%	30%	31%
Not sure	18%	14%	24%	28%	15%	18%	11%	20%	14%	16%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(763)	(579)	(92)	(92)	(313)	(222)	(129)	(150)	(144)	(278)	(191)

YouGov

2. Inappropriate content – Female nipples
Do you think Facebook should or should not ban the following types of content?
Asked of Facebook users

	Total	Gender		Age				3 Point Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Should ban	52%	40%	62%	39%	49%	57%	73%	57%	48%	54%
Should NOT ban	28%	38%	20%	33%	28%	29%	20%	26%	30%	27%
Not sure	19%	22%	17%	28%	23%	15%	8%	17%	22%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(764)	(330)	(434)	(143)	(217)	(284)	(120)	(272)	(317)	(175)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Should ban	52%	53%	64%	41%	56%	55%	44%	46%	53%	59%	47%
Should NOT ban	28%	31%	21%	23%	27%	24%	43%	30%	29%	26%	30%
Not sure	19%	16%	15%	36%	17%	21%	13%	24%	18%	15%	23%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(764)	(580)	(92)	(92)	(312)	(224)	(129)	(150)	(145)	(278)	(191)

3. Inappropriate content – Detailed descriptions of sex acts
Do you think Facebook should or should not ban the following types of content?
Asked of Facebook users

		Gender		Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Should ban	66%	54%	75%	48%	62%	73%	86%	70%	60%	72%
Should NOT ban	18%	27%	11%	27%	22%	14%	7%	17%	20%	15%
Not sure	16%	19%	13%	25%	15%	13%	7%	12%	20%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(763)	(329)	(434)	(143)	(214)	(286)	(120)	(271)	(316)	(176)

		Race			Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Should ban	66%	68%	70%	53%	67%	69%	62%	61%	66%	68%	66%
Should NOT ban	18%	21%	5%	17%	20%	16%	25%	22%	20%	16%	18%
Not sure	16%	11%	25%	29%	13%	15%	13%	16%	14%	16%	16%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(763)	(578)	(93)	(92)	(312)	(225)	(129)	(149)	(144)	(280)	(190)

4. Inappropriate content – Breastfeeding
Do you think Facebook should or should not ban the following types of content?
Asked of Facebook users

		Gender		Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Should ban	27%	28%	26%	27%	20%	32%	27%	26%	28%	26%
Should NOT ban	56%	58%	54%	55%	60%	54%	54%	62%	52%	55%
Not sure	17%	14%	19%	18%	21%	14%	19%	12%	20%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(762)	(330)	(432)	(143)	(215)	(285)	(119)	(270)	(316)	(176)

		Race			Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Should ban	27%	26%	29%	31%	31%	24%	22%	27%	26%	27%	27%
Should NOT ban	56%	59%	57%	41%	51%	59%	66%	59%	56%	56%	54%
Not sure	17%	15%	15%	28%	18%	17%	11%	14%	18%	17%	19%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(762)	(579)	(90)	(93)	(310)	(225)	(129)	(149)	(143)	(280)	(190)

5. Inappropriate content – Breasts with mastectomy scars
Do you think Facebook should or should not ban the following types of content?
Asked of Facebook users

		Gender		Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Should ban	36%	40%	34%	32%	30%	39%	49%	37%	35%	38%
Should NOT ban	41%	40%	43%	39%	46%	44%	31%	48%	40%	35%
Not sure	22%	21%	24%	30%	23%	17%	20%	15%	25%	27%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(762)	(328)	(434)	(143)	(216)	(283)	(120)	(272)	(315)	(175)

		Race			Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Should ban	36%	34%	44%	41%	41%	36%	27%	36%	33%	37%	38%
Should NOT ban	41%	47%	32%	24%	36%	42%	60%	46%	47%	38%	38%
Not sure	22%	19%	25%	35%	23%	22%	13%	18%	20%	25%	24%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(762)	(577)	(93)	(92)	(313)	(224)	(128)	(151)	(143)	(278)	(190)

6. Inappropriate content – Content supporting terrorism
Do you think Facebook should or should not ban the following types of content?
Asked of Facebook users

		Gender		Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Should ban	79%	76%	81%	70%	76%	84%	86%	82%	75%	84%
Should NOT ban	12%	15%	9%	17%	12%	8%	9%	10%	14%	9%
Not sure	9%	8%	10%	13%	11%	7%	5%	8%	11%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(760)	(330)	(430)	(142)	(214)	(284)	(120)	(269)	(315)	(176)

		Race			Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Should ban	79%	80%	73%	79%	77%	84%	77%	80%	79%	80%	76%
Should NOT ban	12%	13%	11%	7%	14%	9%	15%	10%	15%	12%	10%
Not sure	9%	7%	16%	14%	9%	8%	8%	10%	6%	8%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(760)	(577)	(91)	(92)	(311)	(224)	(128)	(150)	(140)	(279)	(191)

7. Inappropriate content – Images that shame a victim of bullying
Do you think Facebook should or should not ban the following types of content?
Asked of Facebook users

		Gender		Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Should ban	67%	61%	71%	61%	62%	72%	73%	73%	60%	71%
Should NOT ban	19%	25%	13%	19%	21%	15%	21%	15%	21%	18%
Not sure	15%	14%	15%	19%	18%	12%	6%	12%	18%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(765)	(330)	(435)	(143)	(215)	(286)	(121)	(272)	(317)	(176)

		Race			Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Should ban	67%	69%	62%	59%	66%	68%	72%	65%	70%	68%	63%
Should NOT ban	19%	20%	17%	14%	21%	17%	19%	21%	16%	19%	19%
Not sure	15%	11%	21%	27%	13%	15%	9%	14%	14%	13%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(765)	(580)	(93)	(92)	(314)	(225)	(129)	(150)	(144)	(280)	(191)

8. Inappropriate content – Hate speech
Do you think Facebook should or should not ban the following types of content?
Asked of Facebook users

		Gender		Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Should ban	66%	61%	70%	60%	58%	72%	76%	75%	62%	61%
Should NOT ban	20%	26%	15%	24%	22%	19%	11%	16%	22%	21%
Not sure	14%	13%	15%	16%	20%	9%	13%	9%	16%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(757)	(326)	(431)	(143)	(212)	(283)	(119)	(271)	(312)	(174)

		Race			Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Should ban	66%	68%	60%	61%	68%	69%	59%	69%	67%	66%	63%
Should NOT ban	20%	21%	21%	12%	18%	19%	28%	18%	22%	19%	20%
Not sure	14%	11%	19%	28%	14%	12%	13%	14%	11%	15%	17%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(757)	(577)	(91)	(89)	(310)	(223)	(128)	(149)	(142)	(277)	(189)

9. Inappropriate content – Celebrating criminal acts
Do you think Facebook should or should not ban the following types of content?
Asked of Facebook users

		Gender		Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Should ban	76%	75%	77%	66%	72%	83%	85%	80%	72%	79%
Should NOT ban	12%	15%	10%	16%	16%	8%	8%	9%	15%	11%
Not sure	12%	10%	13%	18%	12%	9%	6%	11%	13%	10%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(762)	(330)	(432)	(143)	(214)	(285)	(120)	(269)	(317)	(176)

		Race			Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Should ban	76%	75%	78%	79%	77%	79%	75%	71%	78%	76%	79%
Should NOT ban	12%	15%	5%	6%	14%	9%	16%	16%	13%	12%	9%
Not sure	12%	10%	17%	15%	9%	11%	9%	13%	9%	13%	12%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(762)	(579)	(91)	(92)	(312)	(223)	(129)	(150)	(143)	(279)	(190)

10. Should FB be moderated
Do you think Facebook should or should not moderate or remove inappropriate content?
Asked of Facebook users

		Gender		Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Should moderate	73%	68%	77%	68%	71%	78%	73%	79%	68%	75%
Should NOT moderate	12%	16%	9%	11%	13%	12%	13%	10%	14%	11%
Not sure	15%	16%	14%	21%	16%	10%	14%	11%	18%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(766)	(332)	(434)	(143)	(217)	(285)	(121)	(272)	(318)	(176)

		Race			Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Should moderate	73%	74%	79%	64%	75%	73%	75%	70%	76%	74%	72%
Should NOT moderate	12%	13%	5%	13%	13%	13%	13%	12%	14%	14%	8%
Not sure	15%	13%	16%	23%	11%	13%	13%	18%	10%	13%	20%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(766)	(579)	(93)	(94)	(315)	(225)	(128)	(151)	(145)	(279)	(191)

11. Facebook moderating job
In general, do you think Facebook does a good job or a bad job moderating inappropriate content?
Asked of Facebook users

		Gender		Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Good job	35%	41%	31%	30%	40%	35%	36%	41%	29%	41%
Bad job	28%	25%	31%	34%	26%	28%	20%	25%	32%	24%
Not sure	37%	35%	38%	36%	34%	37%	43%	34%	39%	36%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(764)	(330)	(434)	(144)	(217)	(282)	(121)	(272)	(316)	(176)

		Race			Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Good job	35%	33%	43%	41%	38%	33%	43%	32%	37%	36%	36%
Bad job	28%	28%	29%	26%	33%	27%	18%	31%	23%	32%	23%
Not sure	37%	39%	29%	33%	29%	41%	38%	37%	41%	31%	41%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(764)	(579)	(91)	(94)	(313)	(224)	(129)	(150)	(144)	(279)	(191)

12. Active scan
Do you think Facebook should actively scan for inappropriate content or should it rely upon users to report inappropriate content?
Asked of Facebook users

	Total	Gender		Age				3 Point Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Actively scan	50%	45%	53%	46%	48%	54%	51%	59%	40%	57%
Wait for user reports	35%	41%	31%	34%	34%	38%	33%	32%	39%	32%
Not sure	15%	14%	16%	20%	19%	8%	16%	10%	21%	11%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(764)	(330)	(434)	(144)	(215)	(284)	(121)	(273)	(315)	(176)

	Total	Race			Family Income			Region			
		White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Actively scan	50%	50%	56%	44%	53%	49%	50%	45%	52%	52%	49%
Wait for user reports	35%	37%	30%	32%	35%	37%	39%	37%	34%	36%	34%
Not sure	15%	13%	14%	23%	11%	14%	11%	18%	14%	13%	18%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(764)	(578)	(92)	(94)	(311)	(225)	(129)	(150)	(144)	(280)	(190)

13. Heard about new rules
Have you heard about Facebook recently clarifying its community guidelines about the content it bans?

		Gender		Age				3 Point Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	21%	22%	20%	22%	21%	24%	16%	26%	18%	21%
No	64%	63%	64%	58%	60%	65%	72%	59%	65%	66%
Don't remember	15%	14%	16%	20%	19%	11%	12%	14%	17%	13%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(474)	(523)	(157)	(273)	(388)	(179)	(335)	(435)	(227)

		Race			Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	21%	22%	17%	19%	22%	22%	23%	19%	25%	19%	23%
No	64%	65%	65%	55%	63%	66%	65%	68%	62%	68%	56%
Don't remember	15%	13%	18%	26%	16%	13%	12%	13%	14%	13%	21%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(997)	(766)	(120)	(111)	(397)	(276)	(180)	(194)	(187)	(358)	(258)