

National Tracking Poll

Project: 170408
 N Size: 2206 Adults
 Margin of Error: ± 2%
 April 18-21, 2017

Topline Report

Question	Response	Frequency	Percentage
BRD1	<i>Which of the following comes closest to your view, even if neither is exactly right?</i>		
	Social media platforms are responsible for removing offensive content in order to keep their online space safe and respectful.	1174	53%
	Social media platforms should not remove offensive content in order to give users full exercise of their free speech rights.	659	30%
	Don't Know / No Opinion	373	17%
BRD2_1	<i>How responsible should the following parties be for preventing violent or graphic content from circulating on social media platforms? Users on the social media platform reporting the content</i>		
	Very responsible	1008	46%
	Somewhat responsible	688	31%
	Not very responsible	167	8%
	Not at all responsible	89	4%
	Don't Know / No Opinion	254	11%
BRD2_2	<i>How responsible should the following parties be for preventing violent or graphic content from circulating on social media platforms? The social media platform itself monitoring content manually and removing posts or videos that violate its Terms of Use</i>		
	Very responsible	1082	49%
	Somewhat responsible	597	27%
	Not very responsible	197	9%
	Not at all responsible	81	4%
	Don't Know / No Opinion	249	11%
BRD2_3	<i>How responsible should the following parties be for preventing violent or graphic content from circulating on social media platforms? The social media platform itself monitoring content automatically using algorithms that will remove posts or videos containing graphic material</i>		
	Very responsible	922	42%
	Somewhat responsible	681	31%
	Not very responsible	215	10%
	Not at all responsible	99	4%
	Don't Know / No Opinion	289	13%

Question	Response	Frequency	Percentage
BRD3	<i>Which of the following parties are most responsible for preventing violent or graphic content from circulating on social media platforms?</i>		
	Users on the social media platform reporting the content	484	22%
	The social media platform itself monitoring content manually and removing posts or videos that violate its Terms of Use	723	33%
	The social media platform itself monitoring content automatically using algorithms that will remove posts or videos containing graphic material	646	29%
	Don't Know / No Opinion	354	16%
BRD4	<i>Facebook has a feature called Facebook Live that allows users to share live video from a mobile device and have it appear directly on their news feed as its happening. This has led to more users broadcasting violent and otherwise inappropriate content on Facebook. Should Facebook censor these live broadcasts?</i>		
	Yes	1365	62%
	No	482	22%
	Don't Know / No Opinion	359	16%
BRD5	<i>Do you think live-video streaming is</i>		
	Mostly a good thing	929	42%
	Mostly a bad thing	756	34%
	Don't Know / No Opinion	522	24%
BRD6	<i>Do you think live-video streaming is</i>		
	Good for Facebook	800	36%
	Bad for Facebook	831	38%
	Don't Know / No Opinion	574	26%
BRD7	<i>Which of the following comes closest to your view, even if none is exactly right?</i>		
	Facebook should remove all graphic and violent content.	634	29%
	Facebook should monitor graphic and violent content, and remove it if it has negative intentions such as promoting terrorism	1197	54%
	Facebook should not monitor graphic and violent content	182	8%
	Don't Know / No Opinion	193	9%

Question	Response	Frequency	Percentage
BRD8	<i>Currently, Facebook relies mostly on users to flag or monitor questionable content. They plan to start relying more heavily on artificial intelligence to help them flag offensive live content and posts rather than relying on users reporting it. Do you support or oppose Facebook using A.I. to review possibly offensive content?</i>		
	Strongly support	754	34%
	Somewhat support	797	36%
	Somewhat oppose	222	10%
	Strongly oppose	140	6%
	Don't Know / No Opinion	294	13%
BRD9	<i>How much have you seen, read, or heard about a video of a murder posted to Facebook?</i>		
	A lot	859	39%
	Some	852	39%
	Nothing at all	259	12%
	Not much	236	11%
BRD10	<i>As you may know, a man recently shot another man on the street and filmed the event. Later, he posted it to Facebook. The shooter's Facebook page was removed, but not for about two hours after the attack. Knowing this, do you think Facebook responded fast enough to remove the content, or not?</i>		
	Facebook responded fast enough	685	31%
	Facebook did not respond fast enough	1145	52%
	Don't Know / No Opinion	376	17%
BRD11	<i>When did you file your federal tax return for 2016?</i>		
	January	285	13%
	February	641	29%
	March	355	16%
	April	356	16%
	Plan to file for an extension	102	5%
	Do not file federal taxes	270	12%
	Don't Know / No Opinion	196	9%
BRD12	<i>How did you file your federal tax return for 2016?</i>		
	On paper	232	10%
	Using an accounting service	659	30%
	Online	870	39%
	Don't Know / No Opinion	445	20%

Question	Response	Frequency	Percentage
BRD13	<i>And which of the following ways did you file your federal tax return? (N=1,530)</i>		
	TurboTax	522	34%
	H&R Block	319	21%
	TaxAct	91	6%
	Liberty Tax	76	5%
	IRS website	117	8%
	Credit Karma Tax	77	5%
	Other (Please specify)	327	21%
BRD14	<i>And, do you or did you</i>		
	Receive a tax refund	1168	53%
	Need to pay additional taxes	443	20%
	Don't Know / No Opinion	594	27%
BRD15	<i>How do you plan to spend the majority of your tax refund? (N=1,168)</i>		
	Vacation	89	8%
	Paying down debt	366	31%
	Paying down student loans	33	3%
	Home improvement	93	8%
	Down payment on a house	29	2%
	Down payment on a car	45	4%
	Wedding	19	2%
	Savings	276	24%
	Large purchase like a television or game console	35	3%
	Smaller purchases like clothing or food	106	9%
	Other (Please specify)	78	7%

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated for registered voters with demographic post-stratification weights applied.

Respondent Demographics Summary

Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemAll	Adults	2206	100%
xdemGender	Gender: Male	1062	48%
	Gender: Female	1144	52%
	N	2206	
age5	Age: 18-29	499	23%
	Age: 30-44	539	24%
	Age: 45-54	360	16%
	Age: 55-64	410	19%
	Age: 65+	399	18%
	N	2206	
xpid3	PID: Dem (no lean)	679	31%
	PID: Ind (no lean)	839	38%
	PID: Rep (no lean)	688	31%
	N	2206	
xpidGender	PID/Gender: Dem Men	277	13%
	PID/Gender: Dem Women	402	18%
	PID/Gender: Ind Men	409	19%
	PID/Gender: Ind Women	429	19%
	PID/Gender: Rep Men	375	17%
	PID/Gender: Rep Women	313	14%
	N	2206	
xdemTea	Tea Party: Supporter	717	32%
	Tea Party: Not Supporter	1479	67%
	N	2195	
xdemIdeo3	Ideo: Liberal (1-3)	878	40%
	Ideo: Moderate (4)	423	19%
	Ideo: Conservative (5-7)	607	28%
	N	1908	
xeduc3	Educ: < College	1570	71%
	Educ: Bachelors degree	417	19%
	Educ: Post-grad	219	10%
	N	2206	
xdemInc3	Income: Under 50k	1432	65%
	Income: 50k-100k	565	26%
	Income: 100k+	209	9%
	N	2206	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xdemWhite	Ethnicity: White	1754	80%
xdemHispBin	Ethnicity: Hispanic	330	15%
demBlackBin	Ethnicity: Afr. Am.	269	12%
demRaceOther	Ethnicity: Other	182	8%
xrelNet	Relig: Protestant	519	24%
	Relig: Roman Catholic	448	20%
	Relig: Ath./Agn./None	548	25%
	Relig: Something Else	414	19%
	N	1930	
xreligion1	Relig: Jewish	48	2%
xreligion2	Relig: Evangelical	751	34%
	Relig: Non-Evang. Catholics	489	22%
	N	1240	
xreligion3	Relig: All Christian	1240	56%
	Relig: All Non-Christian	962	44%
	N	2203	
xdemUsr	Community: Urban	581	26%
	Community: Suburban	935	42%
	Community: Rural	691	31%
	N	2206	
xdemEmploy	Employ: Private Sector	660	30%
	Employ: Government	199	9%
	Employ: Self-Employed	225	10%
	Employ: Homemaker	190	9%
	Employ: Student	114	5%
	Employ: Retired	371	17%
	Employ: Unemployed	227	10%
	Employ: Other	220	10%
	N	2206	
	xdemJobStatus	Job Type: White-collar	837
Job Type: Blue-collar		867	39%
Job Type: Don't Know		502	23%
N		2206	
xdemMilHH1	Military HH: Yes	494	22%
	Military HH: No	1712	78%
	N	2206	

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Summary Statistics of Survey Respondent Demographics

Demographic	Group	Frequency	Percentage
xsubVote16O	2016 Vote: Democrat Hillary Clinton	668	30%
	2016 Vote: Republican Donald Trump	734	33%
	2016 Vote: Someone else	168	8%
	N	1571	
xsubVote12O	2012 Vote: Barack Obama	751	34%
	2012 Vote: Mitt Romney	506	23%
	2012 Vote: Other	98	4%
	2012 Vote: Didn't Vote	850	39%
	N	2204	
xreg4	4-Region: Northeast	402	18%
	4-Region: Midwest	475	22%
	4-Region: South	816	37%
	4-Region: West	512	23%
	N	2206	

Note: Group proportions may total to larger than one-hundred percent due to rounding. All statistics are calculated with demographic post-stratification weights applied.

