

100621 - HOD FLASH (24 HOUR)

Q5151: Before taking this survey, how familiar were you with each of the following brands?

Facebook

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total N=1014	N=102	N=296	N=253	N=293	N=71
Total (Unw N=1014)	N=100	N=269	N=236	N=338	N=71
NET: FAMI 91%	91%	95%	93%	87%	85%
Very f: 67%	EF	74%	EF	77%	AEF
Somev 24%	c	18%	17%	22%	30%
I've only hr 8%	8%	5%	6%	12%	15%
I've never l 0%	1%	0%	0%	1%	0%

* Table Ba: US RESPONDENTS

Instagram

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total N=1014	N=102	N=296	N=253	N=293	N=71
Total (Unw N=1014)	N=100	N=269	N=236	N=338	N=71
NET: FAMI 68%	EF	89%	ADEF	87%	ADEF
Very f: 44%	EF	75%	ADEF	63%	ADEF
Somev 24%	14%	24%	27%	27%	20%
I've only hr 30%	BC	11%	10%	27%	BC
I've never l 2%	0%	3%	2%	3%	1%

* Table Ba: US RESPONDENTS

WhatsApp

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total N=1014	N=102	N=296	N=253	N=293	N=71
Total (Unw N=1014)	N=100	N=269	N=236	N=338	N=71
NET: FAMI 45%	EF	63%	ADEF	61%	ADEF
Very f: 24%	EF	38%	ADEF	37%	ADEF
Somev 21%	f	25%	f	24%	f
I've only hr 44%	BC	26%	31%	47%	BC
I've never l 12%	11%	8%	9%	15%	15%

* Table Ba: US RESPONDENTS

Twitter

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total N=1014	N=102	N=296	N=253	N=293	N=71
Total (Unw N=1014)	N=100	N=269	N=236	N=338	N=71
NET: FAMI 67%	EF	85%	ADEF	83%	ADEF
Very f: 35%	EF	58%	ADEF	47%	ADEF
Somev 32%	28%	28%	29%	34%	28%
I've only hr 30%	BC	11%	18%	27%	BC
I've never l 3%	d	4%	d	6%	D

* Table Ba: US RESPONDENTS

Snapchat

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total N=1014	N=102	N=296	N=253	N=293	N=71
Total (Unw N=1014)	N=100	N=269	N=236	N=338	N=71
NET: FAMI 56%	EF	87%	ADEF	83%	ADEF
Very f: 33%	EF	72%	ACDEF	53%	ADEF
Somev 24%	f	14%	f	30%	BeF
I've only hr 39%	BC	10%	14%	43%	BC
I've never l 4%	3%	3%	3%	4%	6%

* Table Ba: US RESPONDENTS

TikTok

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total N=1014	N=102	N=296	N=253	N=293	N=71
Total (Unw N=1014)	N=100	N=269	N=236	N=338	N=71
NET: FAMI 56%	EF	85%	ADEF	80%	ADEF
Very f: 29%	EF	75%	ACDEF	46%	ADEF
Somev 27%	B	10%	ACDEF	35%	BF
I've only hr 39%	BC	13%	15%	42%	BC
I've never l 5%	3%	5%	5%	5%	3%

* Table Ba: US RESPONDENTS

YouTube

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total N=1014	N=102	N=296	N=253	N=293	N=71
Total (Unw N=1014)	N=100	N=269	N=236	N=338	N=71
NET: FAMI 92%	F	95%	F	97%	AEF
Very f: 66%	EF	88%	ADEF	85%	ADEF
Somev 25%	BC	7%	12%	12%	BC
I've only hr 8%	C	3%	2%	8%	C
I've never l 1%	2%	1%	0%	0%	1%

* Table Ba: US RESPONDENTS

Q5152: Which of the following brands do you currently use? Please select all that apply.

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total N=1014	N=102	N=296	N=253	N=293	N=71
Total (Unw N=1014)	N=100	N=269	N=236	N=338	N=71
Facebook 72%	B	50%	70%	77%	B
YouTube 72%	EF	87%	ADEF	85%	ADEF
Instagram 45%	EF	76%	ADEF	67%	ADEF
Twitter 31%	EF	44%	aEF	40%	aEF
TikTok 27%	dEF	72%	ACDEF	42%	ADEF
Snapchat 27%	EF	63%	ACDEF	45%	ADEF
WhatsApp 20%	f	20%	25%	EF	21%
None of th 6%	bC	0%	1%	4%	14%
Count 3.01	4.12	3.85	2.89	2.20	1.69

* Table Ba: US RESPONDENTS

Q5153: To the best of your knowledge, which of the following brands do your children under 18 currently use? Please select all that apply.

Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total N=311	N=22	N=168	N=96	N=24	N=1
Total (Unw N=264)	N=26	N=150	N=73	N=14	N=1
YouTube 71%		70%	74%	74%	0%
TikTok 50%		68%	49%	44%	0%
Facebook 40%	B	8%	45%	40%	B
Snapchat 33%		23%	35%	34%	30%
Instagram 31%		31%	30%	32%	36%
WhatsApp 19%		3%	21%	13%	aBD
Twitter 12%		4%	8%	26%	0%
None of th 11%		9%	12%	8%	0%
Not at all s 1%		6%	1%	0%	100%
Count 2.70	2.20	2.72	2.69	3.15	1.00

Gender		Age										Region													
Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-24 (J)	25-34 (K)	35-44 (L)	45-54 (M)	55-64 (N)	65+ (O)	65+ (P)	65+ (Q)	65+ (R)	65+ (S)	65+ (T)	65+ (U)	65+ (V)	65+ (W)	65+ (X)	65+ (Y)	65+ (Z)
Total (A)	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10
NET (BETW 30%)	5%	2%	8%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
No header 37%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
NET-WOM 52%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Net 20%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

* Table BA AWARE OF WHISTLEBLOWER OR FACEBOOK OUTAGE
The social media platforms Facebook, Instagram, and WhatsApp were offline (i.e., the websites and apps were not working) for several hours on Monday.

Gender		Age										Region													
Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-24 (J)	25-34 (K)	35-44 (L)	45-54 (M)	55-64 (N)	65+ (O)	65+ (P)	65+ (Q)	65+ (R)	65+ (S)	65+ (T)	65+ (U)	65+ (V)	65+ (W)	65+ (X)	65+ (Y)	65+ (Z)
Total (A)	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10
NET (BETW 30%)	5%	2%	8%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
No header 60%	5%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
NET-WOM 29%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Net 14%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

* Table BA AWARE OF WHISTLEBLOWER OR FACEBOOK OUTAGE
The social media platforms Facebook, Instagram, and WhatsApp were offline (i.e., the websites and apps were not working) for several hours on Monday.

Q102: In a previous question, you indicated you were aware of at least one current event about the company Facebook or its platforms (Facebook, Instagram, or WhatsApp). How much better or worse was your opinion of Instagram after hearing about each of the following news stories?

A member of Congress created a fake Instagram account posing as a teenage girl interested in dating, and the account was targeted with content related to eating disorders and self-harm.

Gender		Age										Region													
Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-24 (J)	25-34 (K)	35-44 (L)	45-54 (M)	55-64 (N)	65+ (O)	65+ (P)	65+ (Q)	65+ (R)	65+ (S)	65+ (T)	65+ (U)	65+ (V)	65+ (W)	65+ (X)	65+ (Y)	65+ (Z)
Total (A)	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10
NET (BETW 30%)	5%	2%	8%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
No header 30%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
NET-WOM 52%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Net 21%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

* Table BA AWARE OF OUTAGE OR INSTAGRAM CONTROVERSY
Reports were recently released that claim that Instagram can prevent existing mental health issues among young people.

Gender		Age										Region													
Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-24 (J)	25-34 (K)	35-44 (L)	45-54 (M)	55-64 (N)	65+ (O)	65+ (P)	65+ (Q)	65+ (R)	65+ (S)	65+ (T)	65+ (U)	65+ (V)	65+ (W)	65+ (X)	65+ (Y)	65+ (Z)
Total (A)	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10
NET (BETW 30%)	5%	2%	8%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
No header 31%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
NET-WOM 52%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Net 20%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

* Table BA AWARE OF OUTAGE OR INSTAGRAM CONTROVERSY
The social media platforms Facebook, Instagram, and WhatsApp were offline (i.e., the websites and apps were not working) for several hours on Monday.

Gender		Age										Region													
Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-24 (J)	25-34 (K)	35-44 (L)	45-54 (M)	55-64 (N)	65+ (O)	65+ (P)	65+ (Q)	65+ (R)	65+ (S)	65+ (T)	65+ (U)	65+ (V)	65+ (W)	65+ (X)	65+ (Y)	65+ (Z)
Total (A)	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10
NET (BETW 30%)	5%	2%	8%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
No header 30%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
NET-WOM 52%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Net 20%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

* Table BA AWARE OF OUTAGE OR INSTAGRAM CONTROVERSY
Stop using or delete my Facebook account because of a whistleblower (NOTE: USES FACEBOOK)

Gender		Age										Region													
Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-24 (J)	25-34 (K)	35-44 (L)	45-54 (M)	55-64 (N)	65+ (O)	65+ (P)	65+ (Q)	65+ (R)	65+ (S)	65+ (T)	65+ (U)	65+ (V)	65+ (W)	65+ (X)	65+ (Y)	65+ (Z)
Total (A)	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10
NET (BETW 30%)	5%	2%	8%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
No header 30%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
NET-WOM 52%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Net 20%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

* Table BA AWARE OF CURRENT SOCIAL MEDIA CONTROVERSIES
Stop using or delete my Instagram given recent reports about the app's effect on young mental health (NOTE: USES INSTAGRAM)

Gender		Age										Region													
Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-24 (J)	25-34 (K)	35-44 (L)	45-54 (M)	55-64 (N)	65+ (O)	65+ (P)	65+ (Q)	65+ (R)	65+ (S)	65+ (T)	65+ (U)	65+ (V)	65+ (W)	65+ (X)	65+ (Y)	65+ (Z)
Total (A)	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10
NET (BETW 30%)	5%	2%	8%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
No header 30%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
NET-WOM 52%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Net 20%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

* Table BA AWARE OF CURRENT SOCIAL MEDIA CONTROVERSIES
Limit or completely stop my child(ren) from using Instagram given recent reports about the app's effect on young mental health (NOTE: HAS A CHILD WHO USES INSTAGRAM)

Gender		Age										Region													
Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-24 (J)	25-34 (K)	35-44 (L)	45-54 (M)	55-64 (N)	65+ (O)	65+ (P)	65+ (Q)	65+ (R)	65+ (S)	65+ (T)	65+ (U)	65+ (V)	65+ (W)	65+ (X)	65+ (Y)	65+ (Z)
Total (A)	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10	N=10
NET (BETW 30%)	5%	2%	8%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
No header 30%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
NET-WOM 52%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Net 20%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

* Table BA AWARE OF CURRENT SOCIAL MEDIA CONTROVERSIES
Q102: Are any of the following statements true for you? Please read each statement carefully.

I have a friend or family member that has been influenced by misinformation on social media.

Gender		Age										Region									
Total (A)	Male (B)	Female (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-24 (J)	25-34 (K)	35-44 (L)	45-54 (M)	55-64 (N)	65+ (O)	65+ (P)	65+ (Q)	65+ (R)	65+ (S)	65+ (T)	65+ (U)	65+ (V)

* Table Base:

US RESPONDENTS
The company Facebook should be regulated by the U.S. government. [BASE: FAMILIAR WITH FACEBOOK]

Table with 15 columns: Total, NET-AGREE, Somewhat agree, NET-DISAGREE, Somewhat disagree, Not applicable. Rows include Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, and Marital Status.

* Table Base:

US RESPONDENTS
Time spent on Facebook is worse for mental health than time spent on other social media websites (e.g., TikTok, Twitter, Snapchat). [BASE: FAMILIAR WITH FACEBOOK]

Table with 15 columns: Total, NET-AGREE, Somewhat agree, NET-DISAGREE, Somewhat disagree, Not applicable. Rows include Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, and Marital Status.

* Table Base:

US RESPONDENTS
The company Facebook cares more about making money than about protecting the people who use its products or platforms. [BASE: FAMILIAR WITH FACEBOOK]

Table with 15 columns: Total, NET-AGREE, Somewhat agree, NET-DISAGREE, Somewhat disagree, Not applicable. Rows include Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, and Marital Status.

* Table Base:

US RESPONDENTS
Time spent on Instagram is worse for mental health than time spent on other social media websites (e.g., TikTok, Twitter, Snapchat). [BASE: FAMILIAR WITH INSTAGRAM]

Table with 15 columns: Total, NET-AGREE, Somewhat agree, NET-DISAGREE, Somewhat disagree, Not applicable. Rows include Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, and Marital Status.

* Table Base:

US RESPONDENTS
I struggle to tell the difference between truthful and misleading information on social media.

Table with 15 columns: Total, NET-AGREE, Somewhat agree, NET-DISAGREE, Somewhat disagree, Not applicable. Rows include Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, and Marital Status.

* Table Base:

Q133: For each of the following statements regarding current events, please indicate whether you know the statement to be true or false. If you do not know for sure whether the statement is true or false, please select "Not at all sure".

A whistleblower at Facebook recently claimed that the company prioritizes making money over the well-being of its users and called for Congress to hold the company accountable.

Table with 15 columns: Total, NET-AGREE, Somewhat agree, NET-DISAGREE, Somewhat disagree, Not at all sure. Rows include Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, and Marital Status.

* Table Base:

US RESPONDENTS
The social media platforms Facebook, Instagram, and WhatsApp were offline (i.e., the websites and apps were not working) for several hours on Monday.

Table with 15 columns: Total, NET-AGREE, Somewhat agree, NET-DISAGREE, Somewhat disagree, Not at all sure. Rows include Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, and Marital Status.

* Table Base:

US RESPONDENTS
A member of Congress created a fake Instagram account posing as a teenage girl interested in dating, and the account was targeted with content related to eating disorders and self-harm.

Table with 15 columns: Total, NET-AGREE, Somewhat agree, NET-DISAGREE, Somewhat disagree, Not at all sure. Rows include Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, and Marital Status.

* Table Base:

US RESPONDENTS
Reports were recently released that claim that Instagram can worsen existing mental health issues among young people.

Table with 15 columns: Total, NET-AGREE, Somewhat agree, NET-DISAGREE, Somewhat disagree, Not at all sure. Rows include Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, and Marital Status.

* Table Base:

US RESPONDENTS
YouTube has introduced a new tool that users must be at least 17 years old to create an account on the website.

Table with 15 columns: Total, NET-AGREE, Somewhat agree, NET-DISAGREE, Somewhat disagree, Not at all sure. Rows include Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, and Marital Status.

* Table Base:

US RESPONDENTS
Q133A: From which of the following do you first learn that the social media platforms Facebook, Instagram, and WhatsApp were offline (i.e., the websites and apps were not working) for several hours on Monday?

Table with 15 columns: Total, NET-AGREE, Somewhat agree, NET-DISAGREE, Somewhat disagree, Not at all sure. Rows include Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, and Marital Status.

* Table Base:

Q133B: In a previous question, you indicated you were aware of at least one current event about the company Facebook on its platforms (Facebook, Instagram, or WhatsApp). Based on your knowledge of recent events about the company Facebook, how much do you agree or disagree with each of the following statements?

Table with 15 columns: Total, NET-AGREE, Somewhat agree, NET-DISAGREE, Somewhat disagree, Not applicable. Rows include Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, and Marital Status.

* Table Base:

US RESPONDENTS
Brands and organizations should stop advertising on the Facebook website/app given the current news about Facebook. [BASE: AWARE OF WHISTLEBLOWER OR CONGRESS INSTAGRAM NEWS]

Table with 15 columns: Total, NET-AGREE, Somewhat agree, NET-DISAGREE, Somewhat disagree, Not applicable. Rows include Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, and Marital Status.

* Table Base:

US RESPONDENTS
The Facebook/Instagram/WhatsApp outage on Monday was done by social media news. [BASE: AWARE OF FACEBOOK OUTAGE]

Table with 15 columns: Total, NET-AGREE, Somewhat agree, NET-DISAGREE, Somewhat disagree, Not applicable. Rows include Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, and Marital Status.

* Table Base:

US RESPONDENTS
The Facebook/Instagram/WhatsApp outage on Monday was done by the company Facebook itself about their own users. [BASE: AWARE OF FACEBOOK OUTAGE]

Table with 15 columns: Total, NET-AGREE, Somewhat agree, NET-DISAGREE, Somewhat disagree, Not applicable. Rows include Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, and Marital Status.

* Table Base:

US RESPONDENTS
The Facebook/Instagram/WhatsApp outage on Monday was done by the company Facebook itself about their own users. [BASE: AWARE OF FACEBOOK OUTAGE]

Table with 15 columns: Total, NET-AGREE, Somewhat agree, NET-DISAGREE, Somewhat disagree, Not applicable. Rows include Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, and Marital Status.

* Table Base: AWARE OF SOCIAL MEDIA NEWS

Q13Q: In a previous question, you indicated you were aware of at least one current event about the company Facebook or its platforms (Facebook, Instagram, or WhatsApp). How much better or worse was your opinion of the company Facebook after hearing about each of the following news stories?

A whistleblower at Facebook recently claimed that the company prioritizes making money over the well-being of its users and called for Congress to hold the company accountable.

Total	Household Income		Education		College Grade-D		Employed		Children in HS		Parent of Child Under 18		Home Ownership		Married (%)		Racial/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	HS or Less (F)	Some College (G)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1736	N=1524	N=1039	N=1279	N=2045	N=2666	N=4222	N=5074	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114
NET: BETTER OPINION	11%	12%	10%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%
NET: WORSE OPINION	37%	41%	48%	45%	40%	37%	39%	40%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%

* Table Base: AWARE OF WHISTLEBLOWER ON FACEBOOK OPTION

The social media platforms Facebook, Instagram, and WhatsApp were offline (i.e., the websites and apps were not working) for several hours on Monday.

Total	Household Income		Education		College Grade-D		Employed		Children in HS		Parent of Child Under 18		Home Ownership		Married (%)		Racial/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	HS or Less (F)	Some College (G)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1736	N=1524	N=1039	N=1279	N=2045	N=2666	N=4222	N=5074	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114
NET: BETTER OPINION	10%	12%	10%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%
NET: WORSE OPINION	20%	27%	33%	33%	27%	24%	26%	27%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%

* Table Base: AWARE OF WHISTLEBLOWER ON FACEBOOK OUTAGE

The social media platforms Facebook, Instagram, and WhatsApp were offline (i.e., the websites and apps were not working) for several hours on Monday.

Total	Household Income		Education		College Grade-D		Employed		Children in HS		Parent of Child Under 18		Home Ownership		Married (%)		Racial/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	HS or Less (F)	Some College (G)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1736	N=1524	N=1039	N=1279	N=2045	N=2666	N=4222	N=5074	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114
NET: BETTER OPINION	10%	12%	10%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%
NET: WORSE OPINION	20%	27%	33%	33%	27%	24%	26%	27%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%

* Table Base: AWARE OF OUTAGE OR INSTAGRAM CONTROVERSY

Reports were recently released that claim that Instagram can cause serious eye health issues among young people.

Total	Household Income		Education		College Grade-D		Employed		Children in HS		Parent of Child Under 18		Home Ownership		Married (%)		Racial/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	HS or Less (F)	Some College (G)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1736	N=1524	N=1039	N=1279	N=2045	N=2666	N=4222	N=5074	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114
NET: BETTER OPINION	11%	12%	10%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%
NET: WORSE OPINION	40%	43%	43%	43%	35%	32%	34%	35%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%

* Table Base: AWARE OF OUTAGE OR INSTAGRAM CONTROVERSY

The social media platforms Facebook, Instagram, and WhatsApp were offline (i.e., the websites and apps were not working) for several hours on Monday.

Total	Household Income		Education		College Grade-D		Employed		Children in HS		Parent of Child Under 18		Home Ownership		Married (%)		Racial/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	HS or Less (F)	Some College (G)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1736	N=1524	N=1039	N=1279	N=2045	N=2666	N=4222	N=5074	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114
NET: BETTER OPINION	11%	12%	10%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%
NET: WORSE OPINION	34%	36%	37%	37%	30%	28%	30%	31%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%

* Table Base: AWARE OF OUTAGE OR INSTAGRAM CONTROVERSY

The social media platforms Facebook, Instagram, and WhatsApp were offline (i.e., the websites and apps were not working) for several hours on Monday.

Total	Household Income		Education		College Grade-D		Employed		Children in HS		Parent of Child Under 18		Home Ownership		Married (%)		Racial/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	HS or Less (F)	Some College (G)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1736	N=1524	N=1039	N=1279	N=2045	N=2666	N=4222	N=5074	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114
NET: BETTER OPINION	11%	12%	10%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%
NET: WORSE OPINION	34%	36%	37%	37%	30%	28%	30%	31%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%

* Table Base: AWARE OF CURRENT SOCIAL MEDIA CONTROVERSIES

Stop using or delete my Facebook account given recent claims by a whistleblower (NOTE: USES FACEBOOK)

Total	Household Income		Education		College Grade-D		Employed		Children in HS		Parent of Child Under 18		Home Ownership		Married (%)		Racial/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	HS or Less (F)	Some College (G)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1736	N=1524	N=1039	N=1279	N=2045	N=2666	N=4222	N=5074	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114
NET: UNLIKELY	35%	36%	33%	33%	26%	23%	26%	27%	30%	30%	30%	30%	30%	30%	30%	30%	30%	30%
NET: VERY LIKELY	12%	13%	14%	14%	16%	15%	16%	16%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%

* Table Base: AWARE OF CURRENT SOCIAL MEDIA CONTROVERSIES

Stop using or delete my Instagram given recent reports about the app's effect on youth mental health (NOTE: USES INSTAGRAM)

Total	Household Income		Education		College Grade-D		Employed		Children in HS		Parent of Child Under 18		Home Ownership		Married (%)		Racial/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	HS or Less (F)	Some College (G)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1736	N=1524	N=1039	N=1279	N=2045	N=2666	N=4222	N=5074	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114
NET: UNLIKELY	32%	32%	28%	27%	27%	24%	26%	27%	31%	31%	31%	31%	31%	31%	31%	31%	31%	31%
NET: VERY LIKELY	18%	17%	17%	17%	17%	15%	16%	16%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%

* Table Base: AWARE OF CURRENT SOCIAL MEDIA CONTROVERSIES

Limit or completely stop my children from using Instagram given recent reports about the app's effect on youth mental health (NOTE: HAS A CHILD WHO USES INSTAGRAM)

Total	Household Income		Education		College Grade-D		Employed		Children in HS		Parent of Child Under 18		Home Ownership		Married (%)		Racial/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	HS or Less (F)	Some College (G)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1736	N=1524	N=1039	N=1279	N=2045	N=2666	N=4222	N=5074	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114
NET: UNLIKELY	42%	40%	37%	37%	30%	27%	30%	31%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%
NET: VERY LIKELY	20%	19%	18%	18%	17%	15%	16%	16%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%

* Table Base: AWARE OF CURRENT SOCIAL MEDIA CONTROVERSIES

Q13C: Are any of the following statements true for you? Please read each statement carefully.

Total	Household Income		Education		College Grade-D		Employed		Children in HS		Parent of Child Under 18		Home Ownership		Married (%)		Racial/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	HS or Less (F)	Some College (G)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1736	N=1524	N=1039	N=1279	N=2045	N=2666	N=4222	N=5074	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114
Yes	45%	43%	39%	33%	40%	42%	38%	41%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%
No	55%	57%	61%	67%	60%	58%	62%	59%	57%	57%	57%	57%	57%	57%	57%	57%	57%	57%

* Table Base: AWARE OF CURRENT SOCIAL MEDIA CONTROVERSIES

I have purchased a product or service after seeing an ad for it on Facebook.

Total	Household Income		Education		College Grade-D		Employed		Children in HS		Parent of Child Under 18		Home Ownership		Married (%)		Racial/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	HS or Less (F)	Some College (G)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1736	N=1524	N=1039	N=1279	N=2045	N=2666	N=4222	N=5074	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114
Yes	39%	34%	40%	45%	43%	40%	43%	44%	30%	34%	30%	30%	30%	30%	30%	30%	30%	30%
No	61%	66%	60%	55%	57%	60%	57%	56%	70%	66%	70%	70%	70%	70%	70%	70%	70%	70%

* Table Base: AWARE OF CURRENT SOCIAL MEDIA CONTROVERSIES

I have purchased a product or service after seeing an ad for it on Instagram.

Total	Household Income		Education		College Grade-D		Employed		Children in HS		Parent of Child Under 18		Home Ownership		Married (%)		Racial/Ethnicity	
	Less than \$50K (B)	\$50K - \$74.9K (C)	HS or Less (F)	Some College (G)	Yes (I)	No (J)	Yes (K)	No (L)	Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)	Hispanic (U)	
Total	N=1736	N=1524	N=1039	N=1279	N=2045	N=2666	N=4222	N=5074	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114	N=10312	N=12114
Yes	46%	45%	50%	44%	46%	44%	44%	44%	34%	38%	34%	34%	34%	34%	34%	34%	34%	34%
No	54%	55%	50%	56%	54%	56%	56%	56%	66%	62%	66%	66%	66%	66%	66%	66%	66%	66%

* Table Base: AWARE OF CURRENT SOCIAL MEDIA CONTROVERSIES

Q13D: Which of the following did you do during the same time Facebook, Instagram, or WhatsApp were offline (i.e., the websites and apps were not working) on Monday? Please select all that apply.

Q511: Before taking this survey, how familiar were you with each of the following brands?

Facebook

Total (A)	Platform Awareness				Platform Usage		Controversy Awareness				
	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outrage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)	
Total N=1014	N=1009	N=924	N=992	N=686	N=733	N=454	N=201	N=639	N=719	N=200	N=490
Total (Unw. N=1014)	N=1007	N=926	N=992	N=653	N=768	N=412	N=155	N=658	N=747	N=189	N=483
NET: FAMI 91%	92%	100%	BDE 91%	97%	BD 100%	GH 96%	97%	93%	94%	95%	92%
Very f: 67%	67%	74%	BD 67%	78%	BD 83%	h 80%	75%	66%	70%	69%	65%
Somev 24%	24%	e 26%	E 24%	19%	17%	16%	22%	26%	24%	26%	27%
I've only h: 8%	8%	CE 0%	0%	9%	CE 3%	C 0%	4%	F 3%	F 7%	6%	5%
I've never l: 0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Table Ba: US RESPONDENTS

Instagram

Total (A)	Platform Awareness				Platform Usage		Controversy Awareness				
	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outrage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)	
Total N=1014	N=1009	N=924	N=992	N=686	N=733	N=454	N=201	N=639	N=719	N=200	N=490
Total (Unw. N=1014)	N=1007	N=926	N=992	N=653	N=768	N=412	N=155	N=658	N=747	N=189	N=483
NET: FAMI 68%	68%	72%	69%	100%	BCD 72%	100%	FH 85%	F 67%	70%	72%	71%
Very f: 44%	44%	47%	45%	65%	BCD 48%	82%	FH 62%	F 40%	45%	43%	45%
Somev 24%	24%	25%	25%	35%	BCD 24%	G 18%	23%	27%	24%	29%	26%
I've only h: 30%	30%	E 26%	E 31%	E 0%	26%	GH 0%	15%	G 32%	29%	28%	28%
I've never l: 2%	2%	DE 2%	DE 0%	0%	0%	g 2%	0%	1%	1%	0%	0%

* Table Ba: US RESPONDENTS

WhatsApp

Total (A)	Platform Awareness				Platform Usage		Controversy Awareness				
	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outrage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)	
Total N=1014	N=1009	N=924	N=992	N=686	N=733	N=454	N=201	N=639	N=719	N=200	N=490
Total (Unw. N=1014)	N=1007	N=926	N=992	N=653	N=768	N=412	N=155	N=658	N=747	N=189	N=483
NET: FAMI 45%	45%	47%	46%	59%	BCD 47%	66%	F 100%	FG 44%	48%	53%	48%
Very f: 24%	24%	25%	24%	34%	BCD 25%	38%	F 73%	FG 21%	24%	22%	26%
Somev 21%	21%	22%	21%	25%	22%	27%	27%	23%	24%	32%	22%
I've only h: 44%	44%	E 42%	E 44%	E 33%	41%	GH 29%	0%	47%	k 44%	36%	44%
I've never l: 12%	11%	11%	10%	8%	12%	GH 6%	0%	9%	7%	11%	8%

* Table Ba: US RESPONDENTS

Twitter

Total (A)	Platform Awareness				Platform Usage		Controversy Awareness				
	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outrage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)	
Total N=1014	N=1009	N=924	N=992	N=686	N=733	N=454	N=201	N=639	N=719	N=200	N=490
Total (Unw. N=1014)	N=1007	N=926	N=992	N=653	N=768	N=412	N=155	N=658	N=747	N=189	N=483
NET: FAMI 67%	67%	72%	68%	87%	BCD 72%	86%	F 82%	f 70%	72%	72%	71%
Very f: 35%	36%	38%	36%	50%	BCD 39%	55%	F 100%	F 37%	42%	39%	39%
Somev 32%	32%	34%	32%	37%	34%	31%	31%	36%	35%	31%	32%
I've only h: 30%	30%	E 26%	E 30%	E 11%	25%	Gh 11%	17%	28%	27%	26%	25%
I've never l: 3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	4%

* Table Ba: US RESPONDENTS

Snapchat

Total (A)	Platform Awareness				Platform Usage		Controversy Awareness				
	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outrage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)	
Total N=1014	N=1009	N=924	N=992	N=686	N=733	N=454	N=201	N=639	N=719	N=200	N=490
Total (Unw. N=1014)	N=1007	N=926	N=992	N=653	N=768	N=412	N=155	N=658	N=747	N=189	N=483
NET: FAMI 56%	56%	60%	57%	76%	BCD 60%	78%	F 76%	F 52%	57%	60%	59%
Very f: 33%	33%	35%	33%	45%	BCD 26%	54%	F 48%	F 27%	31%	34%	34%
Somev 24%	24%	25%	24%	32%	BCD 23%	30%	f 28%	25%	26%	30%	26%
I've only h: 39%	39%	E 36%	E 39%	E 19%	37%	GH 14%	18%	44%	k 39%	34%	37%
I've never l: 4%	4%	4%	4%	3%	4%	2%	6%	g 4%	4%	2%	3%

* Table Ba: US RESPONDENTS

TikTok

Total (A)	Platform Awareness				Platform Usage		Controversy Awareness				
	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outrage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)	
Total N=1014	N=1009	N=924	N=992	N=686	N=733	N=454	N=201	N=639	N=719	N=200	N=490
Total (Unw. N=1014)	N=1007	N=926	N=992	N=653	N=768	N=412	N=155	N=658	N=747	N=189	N=483
NET: FAMI 56%	57%	60%	57%	76%	BCD 60%	78%	F 73%	F 53%	58%	57%	59%
Very f: 29%	29%	31%	30%	41%	BCD 31%	48%	F 42%	F 24%	30%	28%	28%
Somev 27%	28%	29%	27%	35%	BCD 29%	30%	31%	29%	27%	29%	31%
I've only h: 39%	39%	E 36%	E 39%	E 20%	36%	Gh 18%	26%	43%	40%	42%	38%
I've never l: 5%	4%	4%	4%	4%	4%	4%	1%	4%	3%	1%	3%

* Table Ba: US RESPONDENTS

YouTube

Total (A)	Platform Awareness				Platform Usage		Controversy Awareness				
	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outrage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)	
Total N=1014	N=1009	N=924	N=992	N=686	N=733	N=454	N=201	N=639	N=719	N=200	N=490
Total (Unw. N=1014)	N=1007	N=926	N=992	N=653	N=768	N=412	N=155	N=658	N=747	N=189	N=483
NET: FAMI 92%	92%	94%	92%	98%	BCD 94%	98%	f 96%	94%	94%	93%	95%
Very f: 66%	66%	69%	67%	80%	BCD 70%	82%	F 77%	63%	67%	63%	68%
Somev 25%	25%	E 25%	E 25%	E 18%	25%	G 16%	19%	30%	27%	31%	27%
I've only h: 8%	8%	E 5%	E 7%	E 2%	5%	g 2%	4%	6%	5%	6%	5%
I've never l: 1%	1%	0%	1%	0%	0%	0%	0%	1%	1%	0%	1%

* Table Ba: US RESPONDENTS

Q512: Which of the following brands do you currently use? Please select all that apply.

Total (A)	Platform Awareness				Platform Usage		Controversy Awareness				
	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outrage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)	
Total N=1014	N=1009	N=924	N=992	N=686	N=733	N=454	N=201	N=639	N=719	N=200	N=490
Total (Unw. N=1014)	N=1007	N=926	N=992	N=653	N=768	N=412	N=155	N=658	N=747	N=189	N=483
Facebook 72%	73%	79%	73%	77%	100%	80%	81%	75%	75%	79%	73%
YouTube 72%	73%	75%	73%	81%	BCD 76%	86%	F 84%	f 72%	75%	63%	75%
Instagram 45%	45%	47%	46%	66%	BCD 49%	100%	FH 69%	F 42%	46%	49%	50%
Twitter 31%	32%	34%	32%	43%	BCD 37%	54%	F 50%	F 32%	35%	38%	37%
TikTok 27%	27%	29%	28%	38%	BCD 30%	51%	F 50%	F 24%	28%	25%	28%
Snapchat 27%	27%	28%	27%	36%	BCD 29%	49%	F 45%	F 20%	25%	21%	30%
WhatsApp 20%	20%	21%	20%	25%	b 22%	30%	F 100%	FG 19%	22%	19%	24%
None of th: 6%	6%	CE 3%	0%	CE 1%	0%	0%	0%	0%	4%	4%	5%
Count 3.01	3.02	3.16	3.04	3.67	3.44	4.50	4.79	2.89	3.10	2.98	3.21

* Table Ba: US RESPONDENTS

Q513: To the best of your knowledge, which of the following brands do your children under 18 currently use? Please select all that apply.

Total (A)	Platform Awareness				Platform Usage		Controversy Awareness				
	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outrage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)	
Total N=311	N=311	N=290	N=310	N=256	N=260	N=187	N=83	N=168	N=205	N=80	N=145
Total (Unw. N=264)	N=264	N=254	N=262	N=220	N=224	N=152	N=57	N=141	N=182	N=55	N=111
YouTube 71%	71%	73%	71%	75%	73%	76%	79%	79%	79%	51%	76%
TikTok 50%	50%	53%	50%	51%	54%	54%	50%	53%	50%	52%	62%
Facebook 40%	40%	41%	40%	43%	43%	46%	54%	37%	34%	47%	38%
Snapchat 33%	33%	35%	33%	36%	37%	40%	36%	34%	33%	24%	41%
Instagram 31%	31%	31%	31%	34%	33%	42%	39%	33%	30%	33%	45%
WhatsApp 19%	19%	19%	19%	20%	20%	31%	f 41%	F 25%	20%	25%	26%
Twitter 12%	12%	13%	12%	14%	13%	15%	17%	14%	16%	14%	14%
None of th: 11%	11%	11%	9%	10%	10%	7%	7%	10%	10%	20%	9%
Not at all: 1%	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%	0%
Count 2.70	2.70	2.77	2.70	2.85	2.85	3.14	3.22	2.86	2.73	2.66	3.11

* Table Ba: PARENTS OF A CHILD UNDER 18 WHO HAVE HEARD OF A SOCIAL MEDIA PLATFORM

Q51Q1: To the best of your knowledge, which of the following brands or companies does Facebook own? Please select all that apply.

	Total (A)	Platform Awareness				Platform Usage		Controversy Awareness				
		Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Aware of Facebook User (F)	Aware of Instagram User (G)	WhatsApp User (H)	Aware of whistleblowers	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)		
Total	N=924	N=924	N=906	N=665	N=733	N=436	N=195	N=593	N=676	N=190	N=451	
Total (Unw)	N=926	N=926	N=910	N=638	N=768	N=400	N=148	N=605	N=697	N=175	N=448	
Instagram	58%	58%	59%	66%	59%	74%	72%	64%	64%	65%	70%	
WhatsApp	39%	39%	39%	42%	38%	46%	68%	44%	46%	42%	49%	
Oculus VR	12%	12%	12%	15%	12%	17%	22%	12%	14%	14%	13%	
Snapchat	10%	10%	10%	10%	9%	12%	15%	10%	10%	14%	12%	
YouTube	8%	8%	8%	8%	8%	9%	9%	5%	7%	9%	7%	
Google	7%	7%	7%	8%	9%	7%	9%	3%	6%	11%	5%	
TikTok	7%	7%	7%	7%	6%	8%	9%	7%	7%	10%	7%	
Yelp	2%	2%	2%	2%	2%	3%	6%	1%	2%	3%	2%	
None of th	4%	4%	4%	4%	3%	4%	2%	3%	4%	3%	3%	
Not at all s	24%	24%	24%	18%	25%	14%	11%	21%	21%	21%	17%	
Count	1.70	1.70	1.71	1.81	1.72	1.95	2.22	1.73	1.80	1.92	1.84	

* Table Ba: FAMILIAR WITH FACEBOOK

Q51Q2: How much do you agree or disagree with each of the following statements?

All social media companies should be regulated by the U.S. government.

	Total (A)	Platform Awareness				Platform Usage		Controversy Awareness				
		Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Aware of Facebook User (F)	Aware of Instagram User (G)	WhatsApp User (H)	Aware of whistleblowers	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)		
Total	N=1014	N=1009	N=924	N=992	N=686	N=733	N=454	N=201	N=639	N=719	N=200	N=490
Total (Unw)	N=1014	N=1007	N=926	N=992	N=653	N=768	N=412	N=155	N=658	N=747	N=189	N=483
NET: AGRE	56%	57%	56%	55%	56%	51%	59%	81%	63%	58%	73%	63%
Strong	23%	23%	23%	23%	22%	19%	30%	28%	26%	26%	36%	30%
Some	33%	34%	33%	33%	34%	34%	29%	34%	32%	32%	36%	34%
NET: DISAL	44%	43%	44%	45%	44%	49%	41%	42%	42%	37%	37%	37%
Strong	24%	24%	24%	23%	24%	24%	23%	21%	24%	16%	20%	20%
Some	20%	20%	20%	22%	20%	26%	18%	16%	17%	11%	16%	16%
Not applici	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Table Ba: US RESPONDENTS

Brands should be concerned about their ads appearing next to negative content on a website or app.

	Total (A)	Platform Awareness				Platform Usage		Controversy Awareness				
		Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Aware of Facebook User (F)	Aware of Instagram User (G)	WhatsApp User (H)	Aware of whistleblowers	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)		
Total	N=1014	N=1009	N=924	N=992	N=686	N=733	N=454	N=201	N=639	N=719	N=200	N=490
Total (Unw)	N=1014	N=1007	N=926	N=992	N=653	N=768	N=412	N=155	N=658	N=747	N=189	N=483
NET: AGRE	78%	79%	79%	79%	79%	78%	81%	83%	82%	76%	85%	85%
Strong	37%	38%	37%	39%	34%	40%	41%	41%	40%	41%	44%	44%
Some	41%	41%	41%	40%	45%	38%	40%	43%	42%	35%	40%	40%
NET: DISAL	22%	21%	21%	21%	21%	22%	19%	17%	18%	24%	15%	15%
Strong	14%	13%	13%	14%	13%	14%	11%	11%	12%	14%	11%	11%
Some	8%	8%	8%	7%	8%	8%	8%	6%	6%	11%	5%	5%
Not applici	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

* Table Ba: US RESPONDENTS

When I see an ad on social media, I associate the brand or company with the other content (e.g., posts, videos, images) around their ad.

	Total (A)	Platform Awareness				Platform Usage		Controversy Awareness				
		Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Aware of Facebook User (F)	Aware of Instagram User (G)	WhatsApp User (H)	Aware of whistleblowers	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)		
Total	N=1014	N=1009	N=924	N=992	N=686	N=733	N=454	N=201	N=639	N=719	N=200	N=490
Total (Unw)	N=1014	N=1007	N=926	N=992	N=653	N=768	N=412	N=155	N=658	N=747	N=189	N=483
NET: AGRE	54%	56%	54%	60%	55%	61%	67%	61%	56%	53%	66%	56%
Strong	17%	18%	17%	20%	17%	20%	23%	17%	16%	25%	16%	16%
Some	37%	38%	37%	40%	38%	41%	43%	38%	37%	41%	40%	40%
NET: DISAL	36%	36%	36%	35%	38%	33%	31%	37%	38%	31%	29%	35%
Strong	24%	25%	25%	26%	26%	26%	18%	26%	26%	20%	24%	24%
Some	11%	11%	11%	8%	12%	7%	13%	11%	12%	9%	11%	11%
Not applici	10%	10%	10%	6%	7%	6%	2%	7%	8%	6%	9%	9%

* Table Ba: US RESPONDENTS

As a company, Facebook is a monopoly in the social media industry. [BASE: FAMILIAR WITH FACEBOOK]

	Total (A)	Platform Awareness				Platform Usage		Controversy Awareness				
		Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Aware of Facebook User (F)	Aware of Instagram User (G)	WhatsApp User (H)	Aware of whistleblowers	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)		
Total	N=924	N=924	N=906	N=665	N=733	N=436	N=195	N=593	N=676	N=190	N=451	
Total (Unw)	N=926	N=926	N=910	N=638	N=768	N=400	N=148	N=605	N=697	N=175	N=448	
NET: AGRE	73%	73%	73%	71%	70%	72%	74%	76%	74%	77%	78%	
Strong	35%	35%	35%	36%	33%	36%	43%	41%	39%	47%	46%	
Some	38%	38%	38%	36%	38%	36%	29%	35%	36%	30%	32%	
NET: DISAL	27%	27%	27%	29%	30%	28%	27%	24%	26%	23%	22%	
Strong	21%	21%	20%	21%	23%	19%	23%	19%	19%	17%	19%	
Some	7%	7%	7%	8%	7%	9%	4%	5%	7%	7%	3%	
Not applici	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

* Table Ba: US RESPONDENTS

The company Facebook should be regulated by the U.S. government. [BASE: FAMILIAR WITH FACEBOOK]

	Total (A)	Platform Awareness				Platform Usage		Controversy Awareness				
		Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Aware of Facebook User (F)	Aware of Instagram User (G)	WhatsApp User (H)	Aware of whistleblowers	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)		
Total	N=924	N=924	N=906	N=665	N=733	N=436	N=195	N=593	N=676	N=190	N=451	
Total (Unw)	N=926	N=926	N=910	N=638	N=768	N=400	N=148	N=605	N=697	N=175	N=448	
NET: AGRE	59%	59%	59%	56%	59%	53%	60%	64%	61%	78%	65%	
Strong	25%	25%	25%	24%	23%	21%	28%	30%	27%	36%	31%	
Some	35%	35%	34%	33%	35%	32%	32%	34%	35%	42%	35%	
NET: DISAL	41%	41%	41%	44%	41%	47%	40%	36%	39%	22%	35%	
Strong	24%	24%	24%	25%	23%	25%	24%	22%	24%	10%	20%	
Some	17%	17%	17%	19%	19%	22%	16%	13%	15%	12%	14%	
Not applici	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

* Table Ba: US RESPONDENTS

Time spent on Facebook is worse for mental health than time spent on other social media websites (e.g., TikTok Twitter, Snapchat). [BASE: FAMILIAR WITH FACEBOOK]

	Total (A)	Platform Awareness				Platform Usage		Controversy Awareness				
		Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Aware of Facebook User (F)	Aware of Instagram User (G)	WhatsApp User (H)	Aware of whistleblowers	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)		
Total	N=924	N=924	N=906	N=665	N=733	N=436	N=195	N=593	N=676	N=190	N=451	
Total (Unw)	N=926	N=926	N=910	N=638	N=768	N=400	N=148	N=605	N=697	N=175	N=448	
NET: AGRE	48%	48%	48%	42%	46%	46%	51%	48%	47%	63%	51%	
Strong	18%	18%	18%	19%	16%	19%	29%	18%	17%	26%	23%	
Some	30%	30%	30%	27%	27%	27%	21%	30%	30%	37%	28%	
NET: DISAL	52%	52%	52%	52%	58%	54%	49%	52%	53%	37%	49%	
Strong	34%	34%	34%	33%	37%	33%	37%	37%	36%	28%	36%	
Some	18%	18%	18%	19%	20%	21%	12%	15%	17%	9%	13%	
Not applici	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

* Table Ba: US RESPONDENTS

The company Facebook cares more about making money than about protecting the people who use its products or platforms. [BASE: FAMILIAR WITH FACEBOOK]

	Total (A)	Platform Awareness				Platform Usage		Controversy Awareness				
		Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (E Familiar with Instagram)	Aware of Facebook User (F)	Aware of Instagram User (G)	WhatsApp User (H)	Aware of whistleblowers	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)		
Total	N=924	N=924	N=906	N=665	N=733	N=436	N=195	N=593	N=676	N=190	N=451	
Total (Unw)	N=926	N=926	N=910	N=638	N=768	N=400	N=148	N=605	N=697	N=175	N=448	
NET: AGRE	77%	77%	78%	78%	76%	77%	77%	84%	80%	83%	87%	
Strong	40%	40%	40%	39%	36%	37%	48%	50%	44%	52%	54%	
Some	38%	38%	38%	39%	40%	40%	29%	35%	36%	32%	33%	
NET: DISAL	23%	23%	22%	22%	24%	23%	23%	16%	20%	17%	13%	
Strong	16%	16%	15%	14%	17%	15%	19%	13%	15%	12%	10%	
Some	7%	7%	7%	8%	8%	8%	4%	3%	5%	3%	3%	
Not applici	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

* Table Ba: US RESPONDENTS

Time spent on Instagram is worse for mental health than time spent on other social media websites (e.g., TikTok, Twitter, Snapchat). [BASE: FAMILIAR WITH INSTAGRAM]

Total (A)	Platform Awareness					Platform Usage			Controversy Awareness			
	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (C Familiar with Instagram)	Aware of Instagram Facebook User (F)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)			
Total N=686	N=685	N=665	N=686	N=686	N=528	N=454	N=170	N=426	N=501	N=143	N=349	
Total (Umw) N=653	N=651	N=638	N=653	N=653	N=529	N=412	N=125	N=413	N=499	N=133	N=321	
NET: AGRE 45%	45%	45%	45%	45%	41%	43%	45%	48%	45%	61%	I	56%
Strong 16%	16%	15%	16%	16%	14%	15%	20%	17%	15%	24%	J	21%
Some 29%	29%	29%	29%	29%	27%	28%	25%	31%	30%	37%	J	35%
NET: DISAL 55%	55%	55%	55%	55%	59%	57%	55%	52%	K	55%	KL	39%
Strong 20%	20%	21%	20%	20%	22%	23%	20%	14%	19%	10%	I	12%
Not applic: 0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		0%

* Table Ba: US RESPONDENTS

I struggle to tell the difference between truthful and misleading information on social media.

Total (A)	Platform Awareness					Platform Usage			Controversy Awareness			
	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (C Familiar with Instagram)	Aware of Instagram Facebook User (F)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)			
Total N=1014	N=1009	N=924	N=992	N=686	N=733	N=454	N=201	N=639	N=719	N=200	N=490	
Total (Umw) N=1014	N=1007	N=926	N=992	N=653	N=768	N=412	N=155	N=658	N=747	N=189	N=483	
NET: AGRE 62%	62%	62%	62%	62%	61%	62%	68%	62%	62%	68%	63%	
Strong 23%	23%	23%	23%	23%	20%	20%	23%	23%	22%	27%	25%	
Some 40%	39%	39%	39%	39%	41%	42%	41%	39%	40%	41%	37%	
NET: DISAL 38%	38%	38%	38%	38%	39%	38%	32%	38%	38%	32%	37%	
Strong 17%	17%	17%	17%	17%	17%	18%	16%	18%	18%	11%	18%	
Not applic: 0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

* Table Ba: US RESPONDENTS

Q51Q3: For each of the following statements regarding current events, please indicate whether you know the statement is true or false. If you do not know for sure whether the statement is true or false, please select "Not at all sure".

A whistleblower at Facebook recently claimed that the company prioritizes making money over the well-being of its users and called for Congress to hold the company accountable.

Total (A)	Platform Awareness					Platform Usage			Controversy Awareness			
	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (C Familiar with Instagram)	Aware of Instagram Facebook User (F)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)			
Total N=1014	N=1009	N=924	N=992	N=686	N=733	N=454	N=201	N=639	N=719	N=200	N=490	
Total (Umw) N=1014	N=1007	N=926	N=992	N=653	N=768	N=412	N=155	N=658	N=747	N=189	N=483	
True 63%	63%	64%	64%	62%	65%	59%	61%	100%	JKL	78%	75%	83%
False 8%	8%	8%	8%	9%	8%	9%	13%	0%	6%	I	11%	IJL
Not at all s 29%	29%	28%	28%	29%	27%	31%	26%	0%	17%	II	14%	I

* Table Ba: US RESPONDENTS

The social media platforms Facebook, Instagram, and WhatsApp were offline (i.e., the websites and apps were not working) for several hours on Monday.

Total (A)	Platform Awareness					Platform Usage			Controversy Awareness			
	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (C Familiar with Instagram)	Aware of Instagram Facebook User (F)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)			
Total N=1014	N=1009	N=924	N=992	N=686	N=733	N=454	N=201	N=639	N=719	N=200	N=490	
Total (Umw) N=1014	N=1007	N=926	N=992	N=653	N=768	N=412	N=155	N=658	N=747	N=189	N=483	
True 71%	71%	72%	72%	73%	74%	73%	79%	79%	K	100%	IKL	77%
False 9%	9%	8%	9%	9%	9%	9%	5%	5%	J	0%	17%	IJL
Not at all s 20%	20%	18%	20%	18%	18%	18%	8%	8%	J	0%	6%	J

* Table Ba: US RESPONDENTS

A member of Congress created a fake Instagram account posing as a teenage girl interested in dieting, and the account was targeted with content related to eating disorders and self-harm.

Total (A)	Platform Awareness					Platform Usage			Controversy Awareness			
	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (C Familiar with Instagram)	Aware of Instagram Facebook User (F)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)			
Total N=1014	N=1009	N=924	N=992	N=686	N=733	N=454	N=201	N=639	N=719	N=200	N=490	
Total (Umw) N=1014	N=1007	N=926	N=992	N=653	N=768	N=412	N=155	N=658	N=747	N=189	N=483	
True 20%	20%	21%	20%	21%	22%	22%	19%	23%	22%	100%	IJL	28%
False 13%	13%	12%	13%	14%	12%	14%	9%	11%	K	11%	K	0%
Not at all s 68%	67%	67%	67%	65%	67%	64%	71%	65%	K	68%	KI	60%

* Table Ba: US RESPONDENTS

Reports were recently released that claim that Instagram can worsen existing mental health issues among young people.

Total (A)	Platform Awareness					Platform Usage			Controversy Awareness			
	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (C Familiar with Instagram)	Aware of Instagram Facebook User (F)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)			
Total N=1014	N=1009	N=924	N=992	N=686	N=733	N=454	N=201	N=639	N=719	N=200	N=490	
Total (Umw) N=1014	N=1007	N=926	N=992	N=653	N=768	N=412	N=155	N=658	N=747	N=189	N=483	
True 48%	48%	49%	49%	51%	49%	54%	60%	64%	J	57%	68%	IJL
False 13%	13%	13%	13%	14%	13%	15%	9%	18%	L	11%	19%	IJL
Not at all s 39%	39%	38%	38%	35%	38%	31%	23%	28%	KL	32%	KL	13%

* Table Ba: US RESPONDENTS

Google has announced plans to buy Instagram for \$200 billion at the end of this year.

Total (A)	Platform Awareness					Platform Usage			Controversy Awareness			
	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (C Familiar with Instagram)	Aware of Instagram Facebook User (F)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)			
Total N=1014	N=1009	N=924	N=992	N=686	N=733	N=454	N=201	N=639	N=719	N=200	N=490	
Total (Umw) N=1014	N=1007	N=926	N=992	N=653	N=768	N=412	N=155	N=658	N=747	N=189	N=483	
True 6%	6%	5%	6%	6%	6%	6%	6%	5%	7%	10%	I	6%
False 21%	21%	21%	21%	23%	21%	23%	27%	22%	19%	26%	25%	
Not at all s 74%	74%	74%	74%	72%	73%	72%	67%	73%	K	74%	K	69%

* Table Ba: US RESPONDENTS

YouTube has introduced a new rule that users must be at least 17 years old to create an account on the website.

Total (A)	Platform Awareness					Platform Usage			Controversy Awareness			
	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (C Familiar with Instagram)	Aware of Instagram Facebook User (F)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)			
Total N=1014	N=1009	N=924	N=992	N=686	N=733	N=454	N=201	N=639	N=719	N=200	N=490	
Total (Umw) N=1014	N=1007	N=926	N=992	N=653	N=768	N=412	N=155	N=658	N=747	N=189	N=483	
True 15%	15%	15%	15%	17%	16%	19%	19%	15%	15%	19%	17%	
False 20%	20%	20%	20%	23%	19%	23%	22%	17%	15%	27%	U	19%
Not at all s 65%	65%	65%	65%	60%	65%	58%	59%	68%	K	70%	K	64%

* Table Ba: US RESPONDENTS

Q51Q3A: From which of the following did you first learn that the social media platforms Facebook, Instagram, and WhatsApp were offline (i.e., the websites and apps were not working) for several hours on Monday?

Total (A)	Platform Awareness					Platform Usage			Controversy Awareness			
	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (C Familiar with Instagram)	Aware of Instagram Facebook User (F)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)			
Total N=719	N=716	N=676	N=711	N=501	N=539	N=333	N=158	N=557	N=719	N=155	N=411	
Total (Umw) N=747	N=745	N=697	N=738	N=499	N=584	N=318	N=122	N=578	N=747	N=150	N=416	
I tried to use 34%	34%	35%	34%	38%	41%	41%	37%	31%	34%	28%	32%	
News (e.g., 32%)	32%	e	31%	e	25%	27%	G	17%	20%	37%	32%	34%
Someone (18%)	18%	18%	18%	18%	19%	18%	17%	19%	15%	18%	23%	L
Social med 9%	9%	9%	9%	12%	8%	15%	F	14%	9%	9%	5%	12%
An entertainer 3%	3%	2%	3%	3%	2%	4%	2%	2%	2%	3%	2%	2%
Other 2%	2%	2%	2%	1%	2%	1%	0%	2%	2%	3%	2%	2%
I don't rem 3%	3%	3%	3%	3%	2%	4%	8%	F	4%	3%	3%	4%

* Table Ba: AWARE OF FACEBOOK OUTAGE

Q51Q4: In a previous question, you indicated you were aware of at least one current event about the company Facebook or its platforms (Facebook, Instagram, or WhatsApp). Based on your knowledge of recent events about the company Facebook, how much do you agree or disagree with each of the following statements?

The U.S. government should collaborate with the company Facebook to determine what harmful content should be removed from its platforms. [BASE: AWARE OF WHISTLEBLOWER OR CONGRESS FINSTAGRAM NEWS]

Total (A)	Platform Awareness					Platform Usage			Controversy Awareness			
	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (C Familiar with Instagram)	Aware of Instagram Facebook User (F)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)			
Total N=752	N=750	N=697	N=745	N=520	N=559	N=338	N=147	N=639	N=621	N=200	N=490	
Total (Umw) N=762	N=759	N=703	N=753	N=492	N=582	N=311	N=113	N=658	N=641	N=189	N=483	
NET: AGRE 63%	63%	63%	63%	63%	62%	61%	61%	65%	65%	73%	65%	
Strong 23%	23%	23%	23%	21%	22%	19%	3%	25%	24%	29%	24%	
Some 40%	40%	40%	40%	42%	40%	41%	31%	40%	41%	44%	41%	
NET: DISAL 37%	37%	37%	37%	37%	38%	39%	39%	35%	35%	27%	35%	
Strong 17%	17%	18%	17%	16%	18%	16%	8%	16%	16%	15%	17%	

* Table Ba: AWARE OF SOCIAL MEDIA NEWS

Brands and organizations should stop advertising on the Facebook website/app given the current news about the company. [BASE: AWARE OF WHISTLEBLOWER OR INSTAGRAM CONTROVERSIES]

	Platform Awareness					Platform Usage			Controversy Awareness			
	Total (A)	Aware of Facebook (B Familiar with Facebook Aware of Instagram (F Familiar with Instagram Facebook User (F)		Instagram User (G)		WhatsApp User (H)	Aware of whistleblower	Aware of Instagram youth mental health reports (L)	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)	Aware of Instagram youth mental health reports (L)	Aware of Instagram youth mental health reports (L)
Total	N=850	N=848	N=792	N=841	N=596	N=633	N=392	N=182	N=639	N=719	N=200	N=490
Total (Umw N=868)	N=865	N=804	N=857	N=573	N=671	N=364	N=364	N=139	N=658	N=747	N=189	N=483
NET: AGRE 55%	55%	53%	55%	51%	49%	49%	53%	57%	55%	65%	j	60%
Strong 18%	17%	18%	17%	16%	13%	15%	18%	18%	18%	28%	U	19%
Some 37%	37%	37%	37%	35%	36%	34%	35%	38%	37%	37%		40%
NET: DISAL 45%	45%	47%	45%	49%	51%	51%	47%	43%	45%	k		40%
Some 33%	33%	35%	33%	37%	37%	41%	37%	31%	k			31%
Strong 12%	12%	12%	12%	12%	14%	10%	10%	12%		11%		10%

* Table Ba: AWARE OF SOCIAL MEDIA NEWS

The Facebook/Instagram/WhatsApp outage on Monday was done by the company Facebook on purpose. [BASE: AWARE OF FACEBOOK OUTAGE]

	Platform Awareness					Platform Usage			Controversy Awareness			
	Total (A)	Aware of Facebook (B Familiar with Facebook Aware of Instagram (F Familiar with Instagram Facebook User (F)		Instagram User (G)		WhatsApp User (H)	Aware of whistleblower	Aware of Instagram youth mental health reports (L)	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)	Aware of Instagram youth mental health reports (L)	Aware of Instagram youth mental health reports (L)
Total	N=719	N=716	N=676	N=711	N=501	N=539	N=333	N=158	N=557	N=719	N=155	N=411
Total (Umw N=747)	N=745	N=697	N=738	N=499	N=584	N=318	N=318	N=122	N=578	N=747	N=150	N=416
NET: AGRE 43%	43%	43%	43%	43%	43%	42%	39%	45%	43%	49%		44%
Strong 15%	14%	15%	14%	13%	10%	16%	18%	16%	15%	19%		15%
Some 29%	29%	28%	29%	28%	28%	26%	23%	30%	29%	29%		29%
NET: DISAL 57%	57%	57%	57%	57%	57%	58%	61%	55%	57%	51%		56%
Some 38%	38%	38%	38%	38%	39%	38%	37%	38%	38%	39%		38%
Strong 18%	19%	19%	19%	19%	18%	20%	23%	17%	18%	12%		18%

* Table Ba: AWARE OF SOCIAL MEDIA NEWS

There should be more transparency around the data the company Facebook collects about their users on Facebook, Instagram, and WhatsApp.

	Platform Awareness					Platform Usage			Controversy Awareness			
	Total (A)	Aware of Facebook (B Familiar with Facebook Aware of Instagram (F Familiar with Instagram Facebook User (F)		Instagram User (G)		WhatsApp User (H)	Aware of whistleblower	Aware of Instagram youth mental health reports (L)	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)	Aware of Instagram youth mental health reports (L)	Aware of Instagram youth mental health reports (L)
Total	N=850	N=848	N=792	N=841	N=596	N=633	N=392	N=182	N=639	N=719	N=200	N=490
Total (Umw N=868)	N=865	N=804	N=857	N=573	N=671	N=364	N=364	N=139	N=658	N=747	N=189	N=483
NET: AGRE 87%	87%	88%	87%	85%	87%	84%	87%	91%	k	k	82%	89%
Strong 46%	46%	47%	46%	44%	42%	43%	52%	50%	49%	49%		52%
Some 41%	41%	41%	41%	41%	45%	41%	35%	41%	40%	33%		37%
NET: DISAL 13%	13%	12%	13%	15%	13%	16%	13%	9%	11%	18%	U	11%
Some 9%	9%	9%	9%	10%	9%	10%	9%	6%	7%	15%	U	7%
Strong 4%	4%	4%	4%	5%	4%	6%	4%	3%	3%	4%		4%

* Table Ba: AWARE OF SOCIAL MEDIA NEWS

Q3IQ5: In a previous question, you indicated you were aware of at least one current event about the company Facebook or its platforms (Facebook, Instagram, or WhatsApp). How much better or worse was your opinion of the company Facebook after hearing about each of the following news stories?

A whistleblower at Facebook recently claimed that the company prioritizes making money over the well-being of its users and called for Congress to hold the company accountable.

	Platform Awareness					Platform Usage			Controversy Awareness			
	Total (A)	Aware of Facebook (B Familiar with Facebook Aware of Instagram (F Familiar with Instagram Facebook User (F)		Instagram User (G)		WhatsApp User (H)	Aware of whistleblower	Aware of Instagram youth mental health reports (L)	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)	Aware of Instagram youth mental health reports (L)	Aware of Instagram youth mental health reports (L)
Total	N=639	N=633	N=632	N=426	N=477	N=269	N=122	N=122	N=639	N=557	N=149	N=408
Total (Umw N=658)	N=655	N=605	N=650	N=413	N=504	N=255	N=93	N=93	N=658	N=578	N=148	N=399
NET: BETTI 11%	11%	9%	11%	12%	9%	15%	13%	11%	8%	17%	J	10%
Much 4%	4%	3%	4%	4%	2%	6%	6%	4%	3%	5%		5%
Some 7%	7%	7%	7%	8%	7%	9%	8%	7%	5%	12%	J	6%
No better < 37%	37%	38%	37%	36%	42%	32%	36%	37%	38%	k		32%
NET: WOR 52%	52%	53%	52%	52%	49%	53%	51%	52%	54%	56%		57%
Some 23%	23%	23%	23%	23%	24%	23%	17%	23%	k	k		21%
Much 29%	29%	29%	29%	29%	25%	30%	34%	29%	31%	44%	U	36%

* Table Ba: AWARE OF WHISTLEBLOWER OR FACEBOOK OUTAGE

The social media platforms Facebook, Instagram, and WhatsApp were offline (i.e., the websites and apps were not working) for several hours on Monday.

	Platform Awareness					Platform Usage			Controversy Awareness			
	Total (A)	Aware of Facebook (B Familiar with Facebook Aware of Instagram (F Familiar with Instagram Facebook User (F)		Instagram User (G)		WhatsApp User (H)	Aware of whistleblower	Aware of Instagram youth mental health reports (L)	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)	Aware of Instagram youth mental health reports (L)	Aware of Instagram youth mental health reports (L)
Total	N=719	N=716	N=676	N=711	N=501	N=539	N=333	N=158	N=557	N=719	N=155	N=411
Total (Umw N=747)	N=745	N=697	N=738	N=499	N=584	N=318	N=318	N=122	N=578	N=747	N=150	N=416
NET: BETTI 10%	10%	11%	10%	11%	11%	12%	11%	8%	10%	15%	U	7%
Much 5%	5%	5%	5%	4%	4%	4%	3%	3%	5%	7%		3%
Some 6%	6%	6%	6%	6%	8%	8%	8%	5%	6%	9%	I	4%
No better < 60%	60%	60%	60%	61%	62%	61%	52%	61%	60%	58%		57%
NET: WOR 29%	29%	29%	29%	28%	26%	26%	37%	31%	29%	27%		36%
Some 16%	15%	16%	16%	16%	17%	14%	19%	17%	16%	10%		18%
Much 14%	14%	13%	14%	12%	10%	12%	18%	f	14%	14%		18%

* Table Ba: AWARE OF WHISTLEBLOWER OR FACEBOOK OUTAGE

Q3IQ6: In a previous question, you indicated you were aware of at least one current event about the company Facebook or its platforms (Facebook, Instagram, or WhatsApp). How much better or worse was your opinion of Instagram after hearing about each of the following news stories?

A member of Congress created a fake Instagram account posing as a teenage girl interested in dieting, and the account was targeted with content related to eating disorders and self-harm.

	Platform Awareness					Platform Usage			Controversy Awareness			
	Total (A)	Aware of Facebook (B Familiar with Facebook Aware of Instagram (F Familiar with Instagram Facebook User (F)		Instagram User (G)		WhatsApp User (H)	Aware of whistleblower	Aware of Instagram youth mental health reports (L)	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)	Aware of Instagram youth mental health reports (L)	Aware of Instagram youth mental health reports (L)
Total	N=200	N=200	N=190	N=200	N=143	N=158	N=98	N=39	N=149	N=155	N=200	N=136
Total (Umw N=189)	N=188	N=175	N=188	N=133	N=148	N=83	N=83	N=35	N=148	N=150	N=189	N=139
NET: BETTI 20%	20%	21%	20%	24%	22%	25%	41%	13%	14%	20%		15%
Much 6%	6%	6%	6%	5%	5%	5%	9%	3%	7%	6%		3%
Some 14%	14%	15%	14%	19%	17%	21%	32%	10%	7%	10%		12%
No better < 30%	30%	29%	30%	29%	29%	29%	22%	29%	28%	30%		27%
NET: WOR 50%	50%	50%	50%	46%	50%	46%	38%	58%	58%	52%		58%
Some 21%	21%	22%	21%	23%	24%	25%	15%	21%	24%	21%		22%
Much 29%	29%	29%	29%	23%	25%	20%	23%	37%	34%	29%		36%

* Table Ba: AWARE OF OUTAGE OR INSTAGRAM CONTROVERSY

Reports were recently released that claim that Instagram can worsen existing mental health issues among young people.

	Platform Awareness					Platform Usage			Controversy Awareness			
	Total (A)	Aware of Facebook (B Familiar with Facebook Aware of Instagram (F Familiar with Instagram Facebook User (F)		Instagram User (G)		WhatsApp User (H)	Aware of whistleblower	Aware of Instagram youth mental health reports (L)	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)	Aware of Instagram youth mental health reports (L)	Aware of Instagram youth mental health reports (L)
Total	N=490	N=489	N=451	N=488	N=349	N=357	N=244	N=120	N=408	N=411	N=136	N=490
Total (Umw N=483)	N=482	N=448	N=481	N=321	N=363	N=207	N=207	N=81	N=399	N=416	N=139	N=483
NET: BETTI 11%	11%	10%	11%	15%	11%	19%	18%	7%	7%	10%		11%
Much 3%	3%	3%	3%	4%	3%	6%	6%	2%	2%	1%		3%
Some 8%	8%	7%	8%	11%	9%	14%	12%	5%	5%	9%		8%
No better < 31%	31%	31%	31%	31%	34%	30%	20%	29%	32%	25%		31%
NET: WOR 58%	58%	59%	58%	55%	54%	50%	62%	64%	61%	65%		58%
Some 28%	28%	29%	28%	29%	27%	26%	31%	30%	28%	22%		28%
Much 30%	30%	30%	30%	26%	27%	21%	31%	34%	33%	42%	L	30%

* Table Ba: AWARE OF OUTAGE OR INSTAGRAM CONTROVERSY

The social media platforms Facebook, Instagram, and WhatsApp were offline (i.e., the websites and apps were not working) for several hours on Monday.

	Platform Awareness					Platform Usage			Controversy Awareness			
	Total (A)	Aware of Facebook (B Familiar with Facebook Aware of Instagram (F Familiar with Instagram Facebook User (F)		Instagram User (G)		WhatsApp User (H)	Aware of whistleblower	Aware of Instagram youth mental health reports (L)	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)	Aware of Instagram youth mental health reports (L)	Aware of Instagram youth mental health reports (L)
Total	N=719	N=716	N=676	N=711	N=501	N=539	N=333	N=158	N=557	N=719	N=155	N=411
Total (Umw N=747)	N=745	N=697	N=738	N=499	N=584	N=318	N=318	N=122	N=578	N=747	N=150	N=416
NET: BETTI 8%	8%	8%	8%	9%	8%	10%	12%	6%	8%	12%		6%
Much 3%	3%	3%	3%	4%	3%	4%	5%	3%	3%	2%		2%
Some 5%	5%	5%	5%	5%	5%	5%	6%	4%	5%	9%	U	4%
No better < 58%	58%	58%	58%	57%	61%	58%	48%	57%	58%	53%		53%
NET: WOR 34%	33%	34%	34%	34%	31%	32%	40%	36%	34%	36%		31%
Some 18%	18%	19%	18%	19%	18%	18%	20%	19%	18%	12%		21%
Much 15%	16%	16%	16%	15%	12%	15%	20%	17%	15%	24%	J	20%

* Table Ba: AWARE OF OUTAGE OR INSTAGRAM CONTROVERSY

Q3IQ7: In a previous question, you indicated you were aware of at least one current event about the company Facebook or its platforms (Facebook, Instagram, or WhatsApp). Based on your knowledge of recent events about the company Facebook, how likely are you to do each of the following?

Stop using or delete my Facebook account given recent claims by a whistleblower [NOTE: USES FACEBOOK]

	Platform Awareness					Platform Usage			Controversy Awareness			
	Total (A)	Aware of Facebook (B Familiar with Facebook Aware of Instagram (F Familiar with Instagram Facebook User (F)		Instagram User (G)		WhatsApp User (H)	Aware of whistleblower	Aware of Instagram youth mental health reports (L)	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)	Aware of Instagram youth mental health reports (L)	Aware of Instagram youth mental health reports (L)
Total	N=633	N=633	N=633	N=627	N=458	N=633	N=312	N=146	N=477	N=539	N=158	N=357
Total (Umw N=671)	N=671	N=671	N=663	N=466	N=671	N=307	N=307	N=116	N=504	N=584	N=148	N=363

NET: LIKEL 35%	35%	35%	34%	38%	35%	41%	39%	34%	33%	51%	U	37%			
Very li 10%	10%	10%	10%	12%	10%	14%	22%	F	8%	9%	U	13%			
Somev 24%	24%	24%	24%	24%	24%	27%	17%		25%	23%	J	24%			
NET: UNLII 63%	63%	63%	63%	59%	63%	56%	58%		65%	K	65%	K	48%	61%	k
Not at 37%	37%	37%	38%	36%	37%	34%	43%		37%		37%		31%	38%	
Not at 25%	25%	25%	26%	23%	25%	22%	15%		28%	k	26%	k	16%	23%	
N/A - I hav 3%	3%	3%	3%	3%	3%	3%	3%		2%		3%		2%	2%	

* Table Ba: AWARE OF CURRENT SOCIAL MEDIA CONTROVERSIES

Stop using or delete my Instagram given recent reports about the app's effect on youth mental health [NOTE: USES INSTAGRAM]

	Platform Awareness						Platform Usage		Controversy Awareness					
	Total (A)	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (C Familiar with Instagram)	Aware of Instagram Facebook User (F)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)				
Total	N=392	N=392	N=376	N=392	N=392	N=312	N=392	N=125	N=269	N=333	N=98	*	N=244	
Total (Unw N=364)	N=364	N=364	N=355	N=364	N=364	N=307	N=364	N=94	N=255	N=318	N=83	**	N=207	
NET: LIKEL 42%	42%	40%	42%	42%	42%	39%	42%	46%	42%	38%	55%	J	48%	
Very li 13%	13%	12%	13%	13%	10%	13%	17%	14%	14%	11%	18%		17%	
Somev 28%	28%	27%	28%	28%	30%	28%	29%	28%	28%	28%	37%		31%	
NET: UNLII 56%	56%	58%	56%	56%	59%	56%	54%	56%	59%	59%	k	43%	50%	
Not at 38%	38%	39%	38%	38%	41%	38%	45%	38%	38%	38%	30%		35%	
Not at 18%	18%	19%	18%	18%	18%	18%	18%	h	20%	20%	14%		15%	
N/A - I hav 3%	3%	2%	3%	3%	2%	3%	0%		1%	3%	1%		2%	

* Table Ba: AWARE OF CURRENT SOCIAL MEDIA CONTROVERSIES

Limit or completely stop my child(ren) from using Instagram given recent reports about the app's effect on youth mental health [NOTE: HAS A CHILD WHO USES INSTAGRAM]

	Platform Awareness						Platform Usage		Controversy Awareness					
	Total (A)	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (C Familiar with Instagram)	Aware of Instagram Facebook User (F)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)				
Total	N=80	N=80	N=76	N=80	N=77	N=73	N=72	*	N=29	N=61	*	N=27	**	N=65
Total (Unw N=60)	N=60	N=60	N=59	N=60	N=55	N=57	N=47	*	N=17	N=53	*	N=15	**	N=38
NET: LIKEL 58%	58%	61%	58%	58%	60%	56%	65%		60%	60%	95%	iji	62%	
Very li 34%	34%	36%	34%	35%	36%	37%	57%		35%	31%	71%	u	39%	
Somev 24%	24%	25%	24%	24%	23%	19%	7%		26%	29%	24%		23%	
NET: UNLII 35%	35%	37%	35%	34%	38%	36%	34%		30%	38%	k	5%	31%	
Not at 30%	30%	31%	30%	29%	32%	31%	28%		26%	31%			29%	
Not at 6%	6%	6%	6%	5%	6%	6%	6%		7%	7%	0%		3%	
N/A - I hav 7%	7%	2%	7%	7%	2%	7%	2%		9%	2%	0%		7%	

* Table Ba: AWARE OF CURRENT SOCIAL MEDIA CONTROVERSIES

Q51Q8: Are any of the following statements true for you? Please read each statement carefully.

I have a friend or family member that has been influenced by misinformation on social media.

	Platform Awareness						Platform Usage		Controversy Awareness					
	Total (A)	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (C Familiar with Instagram)	Aware of Instagram Facebook User (F)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)				
Total	N=1014	N=1009	N=924	N=992	N=686	N=733	N=454		N=201	N=639	N=719	N=200		N=490
Total (Unw N=1014)	N=1007	N=926	N=992	N=653	N=768	N=412	N=412		N=155	N=658	N=747	N=189		N=483
Yes	45%	47%	44%	50%	47%	47%	52%		54%	49%	50%	50%		57%
No	42%	40%	43%	39%	41%	h	36%		30%	41%	39%	35%		35%
I don't rem 13%	13%	12%	13%	12%	12%	12%	12%		16%	11%	10%	11%		8%

* Table Ba: US RESPONDENTS

I have purchased a product or service after seeing an ad for it on Facebook.

	Platform Awareness						Platform Usage		Controversy Awareness					
	Total (A)	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (C Familiar with Instagram)	Aware of Instagram Facebook User (F)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)				
Total	N=733	N=733	N=721	N=528	N=733	N=362	N=163		N=477	N=539	N=158		N=357	
Total (Unw N=768)	N=768	N=768	N=754	N=529	N=768	N=348	N=130		N=504	N=584	N=148		N=363	
Yes	39%	39%	39%	44%	39%	46%	f		37%	40%	39%	46%	38%	
No	54%	54%	54%	48%	54%	48%	53%		54%	54%	54%	48%	55%	
I don't rem 7%	7%	7%	7%	8%	7%	5%	10%		7%	7%	5%	7%	7%	

* Table Ba: US RESPONDENTS

I have purchased a product or service after seeing an ad for it on Instagram.

	Platform Awareness						Platform Usage		Controversy Awareness					
	Total (A)	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (C Familiar with Instagram)	Aware of Instagram Facebook User (F)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)				
Total	N=454	N=452	N=436	N=454	N=454	N=362	N=454		N=138	N=269	N=333	N=98	*	N=244
Total (Unw N=412)	N=410	N=400	N=412	N=412	N=348	N=412	N=104		N=255	N=318	N=83	*	N=207	
Yes	33%	32%	33%	33%	34%	33%	42%		35%	34%	29%		32%	
No	59%	59%	60%	59%	58%	59%	49%		62%	60%	61%		61%	
I don't rem 8%	8%	8%	8%	8%	8%	8%	8%		4%	6%	10%		7%	

* Table Ba: US RESPONDENTS

I tried to use Facebook, Instagram, or WhatsApp while the platforms were offline (i.e., the websites and apps were not working) on Monday. [NOTE: FAMILIAR WITH FACEBOOK, WHATSAPP, OR INSTAGRAM]

	Platform Awareness						Platform Usage		Controversy Awareness					
	Total (A)	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (C Familiar with Instagram)	Aware of Instagram Facebook User (F)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)				
Total	N=954	N=953	N=924	N=937	N=686	N=733	N=454		N=201	N=612	N=694	N=195		N=474
Total (Unw N=952)	N=950	N=926	N=936	N=653	N=768	N=412	N=155		N=619	N=714	N=182		N=462	
Yes	46%	46%	46%	46%	51%	50%	59%	F	53%	51%	55%	K	41%	52%
No	45%	45%	45%	44%	40%	42%	g		43%	43%	40%		48%	43%
I don't rem 10%	10%	9%	9%	10%	8%	7%	6%		6%	5%	10%	j	5%	

* Table Ba: US RESPONDENTS

Q51Q9: Which of the following did you do during the same time Facebook, Instagram, or WhatsApp were offline (i.e., the websites and apps were not working) on Monday? Please select all that apply.

	Platform Awareness						Platform Usage		Controversy Awareness					
	Total (A)	Aware of Facebook (B Familiar with Facebook)	Aware of Instagram (C Familiar with Instagram)	Aware of Instagram Facebook User (F)	Instagram User (G)	WhatsApp User (H)	Aware of whistleblow	Aware of outage new	Aware of Blumenthal	Aware of Instagram youth mental health reports (L)				
Total	N=437	N=424	N=432	N=347	N=369	N=268	N=107		N=310	N=381	N=81	*	N=245	
Total (Unw N=425)	N=425	N=419	N=419	N=322	N=385	N=237	N=77	*	N=305	N=383	N=80	*	N=216	
I used anot 32%	32%	32%	33%	40%	32%	45%	F		48%	31%	33%		37%	
I did anoth 52%	52%	52%	53%	54%	54%	h	h		37%	56%	55%		54%	
I checked t 23%	23%	22%	22%	26%	22%	29%	29%		18%	21%	30%	i	24%	
I checked t 33%	33%	32%	33%	35%	33%	38%	44%		32%	35%	22%		31%	
I communi 36%	36%	36%	36%	39%	35%	44%	53%	F	34%	36%	32%		36%	
I created c 11%	11%	9%	11%	13%	9%	17%	F		16%	9%	8%		13%	
Other	1%	1%	0%	1%	1%	1%	0%		0%	1%	1%		0%	
None of th 10%	10%	10%	10%	6%	10%	4%	7%		10%	10%	8%		7%	
Count	1.97	1.95	1.98	2.13	1.96	2.29	2.35		1.89	1.99	1.94		2.03	

* Table Ba: TRIED TO USE FACEBOOK, WHATSAPP, OR INSTAGRAM DURING THE FACEBOOK OUTAGE

