

Sample Size: 1500 registered voters who are regular users of social media (i.e. used Facebook, Instagram, Twitter, Snapchat, TikTok, Reddit, and YouTube in the past seven days) in Ohio, Pennsylvania and Wisconsin, US

Fieldwork: 13th - 16th October 2020

| | Social media used in last 7 days | | | | | | | State | | | |
|--------------------------|----------------------------------|----------|---------|-----------|----------|--------|---------|--------|------|--------------|-----------|
| | Total | Facebook | Twitter | Instagram | Snapchat | TikTok | YouTube | Reddit | Ohio | Pennsylvania | Wisconsin |
| Weighted Sample | 1500 | 1245 | 460 | 524 | 273 | 154 | 1132 | 273 | 585 | 600 | 315 |
| Unweighted Sample | 1500 | 1243 | 484 | 540 | 295 | 161 | 1139 | 288 | 500 | 500 | 500 |
| | % | % | % | % | % | % | % | % | % | % | % |

Microtargeting is a form of online targeted advertising delivered to a niche audience based on recorded personal data (e.g. your demographics, purchase history, what you like).

To what extent do you think microtargeting helps or hinders democracy in the US?

| | | | | | | | | | | | |
|---------------------------|-----------|----|----|----|----|----|----|----|----|----|----|
| Helps a lot | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 5 | 4 | 2 | 1 |
| Helps a fair amount | 5 | 5 | 5 | 7 | 9 | 8 | 5 | 9 | 6 | 4 | 4 |
| Helps a little | 7 | 8 | 8 | 9 | 12 | 15 | 7 | 10 | 8 | 7 | 9 |
| Neither helps nor hinders | 21 | 21 | 21 | 21 | 22 | 27 | 21 | 21 | 17 | 27 | 17 |
| Hinders a little | 11 | 11 | 12 | 11 | 11 | 8 | 11 | 8 | 10 | 10 | 11 |
| Hinders a fair amount | 16 | 16 | 17 | 16 | 12 | 10 | 17 | 15 | 15 | 15 | 18 |
| Hinders a lot | 23 | 22 | 21 | 18 | 17 | 16 | 20 | 23 | 26 | 19 | 25 |
| Don't know | 15 | 15 | 11 | 14 | 14 | 13 | 14 | 10 | 15 | 16 | 15 |