



October 27, 2020
2020 Presidential Election Survey, Facebook

Summary : Researchers at the University of South Florida conducted a statewide survey of 600 Floridians to measure their use of Facebook to engage with the Presidential election, as well as their attitudes regarding the political information they encounter online. The survey included a representative sample of the state's residents, fielded between October 10th and 17th. Topline results are reported below with a confidence level of 95% and a margin of error +/- 4.

Despite Recent Controversies, Floridians Rely Heavily on Facebook to Stay Informed About the Election. More than half of Floridians (58%) say that they have relied on Facebook at least a "A Little" to stay informed about the Presidential election, while nearly a third (31%) say they have relied on it "A Lot". More than half say that they collect information about the election on Facebook at least "Once a Week", while just under a quarter (22%) do so "Every Day".

Despite Their Reliance on Social Media, Most Don't Trust the Information They Encounter There. Nearly two-thirds of Floridians (63%) say that they are "Not Very Confident" (33%) or "Not at All Confident" (30%) in the accuracy of the political information that they encounter on Facebook. Only 13% indicated that they are "Very Confident" in this regard.

When it Comes to Politics, Floridians Describe Social Media as "One-Sided", "Frustrating", "Hateful", and "Offensive".



How much have you relied on Facebook to stay informed about the Presidential race?

Frequency

Percent



In the past 3 months, have you done any of the following on Facebook?

	Frequency (Yes)	Percent (Yes)
“Liked” a post by a political candidate	213	42.0
Posted your own thoughts on the Presidential election		



Partisan Differences

Party Affiliation of Registered Voters in Sample

	<u>Frequency</u>	<u>Percent</u>
Democrats	255	45.8
Independents	105	18.9
Republicans	196	35.2

N=557

Reliance on Facebook BY Party ID.

Reported as percentage of column totals

	Democrats	Independents	Republicans
A Great Deal			

“Unfriending” and “Unfollowing ” BY Party ID.

Reported as percentage of column totals

	Democrats	Independents	Republicans
Yes	27.4	20.9	33.3
No	72.6	79.1	66.7

N=475

Generational Differences

Reliance on Facebook BY Age

Reported as percentage of column totals

	18-24	25-54	55-64	65+
A Great Deal	6.4	17.9	4.3	4.2
A Lot	12.8	29.1	15.2	6.8
A Little	48.9	25.1	28.3	20.3
Not at All	31.9	27.9	52.2	68.6

Confidence in Political Information on Facebook BY Age

Reported as percentage of column totals

	18-24	25-54	55-64	65+
Very Confident	6.4	22.3	3.3	2.5
Somewhat Confident	27.7	29.9	25.0	11.9
Not Very Confident	46.8	25.9	37.0	38.1
Not at All Confident	19.1	21.9	34.8	47.5



“Unfriending” and “Unfollowing ” BY Party ID.
Reported as percentage of column totals

FLORIDA SOUTH FLOP

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