

Turning Off Political Ads on Facebook and the Problem with Apple's App Store

AUDIO |

eMarketer Editors

eMarketer forecasting analyst Eric Haggstrom and principal analyst at Insider Intelligence Nicole Perrin discuss the implications of users being able to turn off political ads on Facebook. They then talk about the current controversy over Apple's App Store.

Amount of Users' Personal Information that US Adults Believe a Tech Company Should Be Able to Use When Targeting Political Campaign Ads, Dec 2019 % of respondents

No information—the ad should be shown to anyone who uses the website or app without regard to their background characteristics

72%

Limited, broad information, such as a person's gender, age or ZIP code

20%

Any available information, including specific information such as a person's interests, frequently visited websites and search topics

7%

Note: ages 18+; numbers may not add up to 100% due to rounding
Source: Gallup/Knight Foundation as cited in company blog, March 2, 2020

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