

Consumer Perceptions About Facebook Ad Boycott, Where Those Dollars Are Going and Political Ad Bans

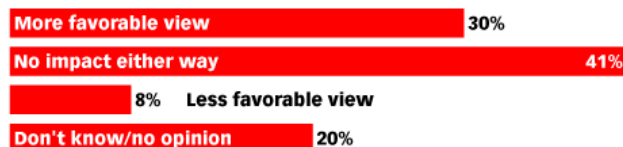
AUDIO |

eMarketer Editors

eMarketer principal analysts Debra Aho Williamson and Nicole Perrin and forecasting analyst at Insider Intelligence Eric Haggstrom discuss consumer perceptions of the Facebook ad boycott and where dollars are being redirected. They then talk about how much is too much to pay for streaming TV, advertising expectations for H2 2020 and why WhatsApp Business has grown tenfold in a year.

US Adults Who Would Have a More vs. Less Favorable View of a Company Participating in the Facebook Ad Boycott, July 2020

% of respondents



Note: ages 18+; numbers may not add up to 100% due to rounding
Source: Morning Consult, "National Tracking Poll #2006150," July 8, 2020

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