

# Facebook and the US Election

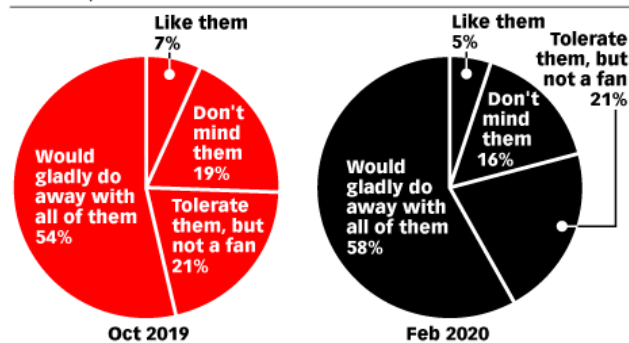
## AUDIO |

**Mark Dolliver, Debra Aho Williamson and Eric Haggstrom**

eMarketer principal analysts Debra Aho Williamson and Mark Dolliver, and forecasting analyst at Insider Intelligence Eric Haggstrom discuss Facebook's recent decision on political ads and how brands can reach social users over the coming months. They then talk about Facebook's plans to limit ads on pages, how this year's events have changed Gen Z's relationship with brands, and why Americans still pay for live TV.

### Attitudes Toward Political Posts on Facebook Among US Internet Users, Oct 2019 & Feb 2020

% of respondents



Note: ages 18+

Source: CivicScience, Feb 14, 2020

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*The third-party cookie is going away, the pandemic is disrupting behavior, and privacy is now an expectation. That's why **Neustar** launched **Fabrick**<sup>™</sup> - to give brands, publishers, and platforms sustainable options to future-proof their marketing. Fabrick combines powerful Identity-based solutions with trusted industry partnerships to solve today's challenges.*