

List of Tables

Q1. Do you trust FACEBOOK to obey laws that protect your personal information?	3
Q2. Do you trust SNAPCHAT to obey laws that protect your personal information?	4
Q3. Do you trust APPLE to obey laws that protect your personal information?	5
Q4. Do you trust GOOGLE to obey laws that protect your personal information?	6
Q5. Do you trust AMAZON to obey laws that protect your personal information?	7
Q6. Do you trust COLLEGE PULSE to obey laws that protect your personal information?	8

Q1. Do you trust FACEBOOK to obey laws that protect your personal information?

	Gender			
	Total	Female	Male	Non Binary
Trust	13%	13%	15%	4%
Don't trust	67%	67%	71%	82%
Not sure	16%	19%	12%	12%
Refused	1%	1%	1%	1%
Total	97%	100%	99%	99%
(Unweighted N)	(7533)	(3423)	(3786)	(324)

	Race						
	Total	White	Asian	Black Or Africa...	Hispanic Latino	American Indian	Two Or More...
Trust	13%	15%	16%	11%	12%	10%	11%
Don't trust	67%	69%	65%	69%	72%	74%	75%
Not sure	16%	16%	17%	18%	15%	15%	13%
Refused	1%	1%	1%	1%	0%	1%	1%
Total	97%	101%	99%	99%	99%	100%	100%
(Unweighted N)	(7533)	(5149)	(847)	(358)	(611)	(58)	(398)

Q2. Do you trust SNAPCHAT to obey laws that protect your personal information?

	Gender			
	Total	Female	Male	Non Binary
Trust	22%	21%	25%	18%
Don't trust	59%	62%	60%	60%
Not sure	15%	17%	14%	19%
Refused	1%	1%	1%	2%
Total	97%	101%	100%	99%
(Unweighted N)	(7533)	(3423)	(3786)	(324)

	Race						
	Total	White	Asian	Black Or Africa...	Hispanic Latino	American Indian	Two Or More...
Trust	22%	24%	19%	21%	21%	16%	18%
Don't trust	59%	59%	62%	62%	65%	66%	67%
Not sure	15%	16%	17%	15%	14%	19%	15%
Refused	1%	1%	2%	1%	0%	0%	1%
Total	97%	100%	100%	99%	100%	101%	101%
(Unweighted N)	(7533)	(5149)	(847)	(358)	(611)	(58)	(398)

Q3. Do you trust APPLE to obey laws that protect your personal information?

	Gender			
	Total	Female	Male	Non Binary
Trust	30%	31%	32%	15%
Don't trust	55%	55%	57%	67%
Not sure	11%	13%	10%	17%
Refused	1%	1%	1%	2%
Total	97%	100%	100%	101%
(Unweighted N)	(7533)	(3423)	(3786)	(324)

	Race						
	Total	White	Asian	Black Or Africa...	Hispanic Latino	American Indian	Two Or More...
Trust	30%	32%	32%	28%	30%	33%	28%
Don't trust	55%	56%	52%	58%	58%	59%	60%
Not sure	11%	11%	14%	13%	12%	7%	11%
Refused	1%	1%	2%	1%	0%	1%	1%
Total	97%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(7533)	(5149)	(847)	(358)	(611)	(58)	(398)

Q4. Do you trust GOOGLE to obey laws that protect your personal information?

	Gender			
	Total	Female	Male	Non Binary
Trust	25%	24%	28%	21%
Don't trust	61%	63%	63%	68%
Not sure	10%	11%	8%	10%
Refused	1%	1%	1%	2%
Total	97%	99%	100%	101%
(Unweighted N)	(7533)	(3423)	(3786)	(324)

	Race						
	Total	White	Asian	Black Or Africa...	Hispanic Latino	American Indian	Two Or More...
Trust	25%	28%	28%	18%	24%	26%	21%
Don't trust	61%	61%	58%	70%	67%	66%	69%
Not sure	10%	10%	13%	10%	8%	7%	10%
Refused	1%	1%	2%	2%	1%	1%	1%
Total	97%	100%	101%	100%	100%	100%	101%
(Unweighted N)	(7533)	(5149)	(847)	(358)	(611)	(58)	(398)

Q5. Do you trust AMAZON to obey laws that protect your personal information?

	Gender			
	Total	Female	Male	Non Binary
Trust	27%	29%	29%	18%
Don't trust	57%	57%	60%	67%
Not sure	12%	13%	10%	13%
Refused	1%	1%	1%	2%
Total	97%	100%	100%	100%
(Unweighted N)	(7533)	(3423)	(3786)	(324)

	Race						
	Total	White	Asian	Black Or Africa...	Hispanic Latino	American Indian	Two Or More...
Trust	27%	31%	26%	23%	26%	22%	24%
Don't trust	57%	57%	56%	63%	61%	66%	63%
Not sure	12%	12%	15%	12%	12%	11%	12%
Refused	1%	1%	2%	2%	1%	1%	1%
Total	97%	101%	99%	100%	100%	100%	100%
(Unweighted N)	(7533)	(5149)	(847)	(358)	(611)	(58)	(398)

Q6. Do you trust COLLEGE PULSE to obey laws that protect your personal information?

	Gender			
	Total	Female	Male	Non Binary
Trust	43%	46%	42%	40%
Don't trust	31%	30%	36%	28%
Not sure	22%	24%	21%	30%
Refused	1%	1%	1%	2%
Total	97%	101%	100%	100%
(Unweighted N)	(7533)	(3423)	(3786)	(324)

	Race						
	Total	White	Asian	Black Or Africa...	Hispanic Latino	American Indian	Two Or More...
Trust	43%	46%	39%	40%	44%	39%	41%
Don't trust	31%	30%	36%	37%	32%	40%	34%
Not sure	22%	23%	23%	22%	23%	20%	25%
Refused	1%	1%	2%	2%	0%	1%	1%
Total	97%	100%	100%	101%	99%	100%	101%
(Unweighted N)	(7533)	(5149)	(847)	(358)	(611)	(58)	(398)

Social Media Trust poll

May 2019 - 7536 US college students



About College Pulse

College Pulse is an online survey and analytics company dedicated to understanding the attitudes, preferences, and behaviors of today's college students. College Pulse offers custom data-driven marketing and research solutions, utilizing its unique Undergraduate Student Panel that includes 240,000 undergraduate college student respondents from more than 800 four-year colleges and universities in all 50 states.

For more information, visit <https://collegepulse.com>