

## USA TODAY/GALLUP POLL

### INTERNET PRIVACY

Results are based on telephone interviews conducted January 28-30, 2011, on the Gallup Daily tracking survey, with a random sample of 1,487—adults, aged 18+, living in all 50 U.S. states and the District of Columbia, selected using random-digit dial sampling.

For results based on the total sample of national adults, one can say with 95% confidence that the margin of error is  $\pm 3$  percentage points.

For results based on the total sample of 559--Facebook users, one can say with 95% confidence that the margin of error is  $\pm 5$  percentage points.

For results based on the total sample of 904-- Google users, one can say with 95% confidence that the margin of error is  $\pm 4$  percentage points.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each daily sample of 1,000 national adults includes a minimum quota of 200 cell phone respondents and 800 landline respondents, with additional minimum quotas among landline respondents for gender within region. Landline respondents are chosen at random within each household on the basis of which member had the most recent birthday.

Samples are weighted by gender, age, race, Hispanic ethnicity, education, region, adults in the household, cell phone only status, cell phone mostly status and phone lines. Demographic weighting targets are based on the March 2010 Current Population Survey figures for the age 18+ non-institutionalized population living in U.S. telephone households. All reported margins of sampling error include the computed design effects for weighting and sample design.

Question(s) were asked of a random half-sample on three nights' of the Gallup Daily tracking survey.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls.

For more details on Gallup's polling methodology, visit [www.gallup.com](http://www.gallup.com)

1. Do you, personally, have your own page on Facebook, the social networking site found on the Internet, or not?

	<u>Yes, do</u>	<u>No, do not</u>	<u>No opinion</u>
2011 Jan 28-30	43	56	*

2. (*Asked of Facebook users*) How concerned are you about each of the following when using Facebook – very concerned, somewhat concerned, not too concerned, or not concerned at all? How about—[RANDOM ORDER]?

**BASED ON –559—FACEBOOK USERS**

**A. Spam e-mail, that is unsolicited messages usually sent to try to sell you something**

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No opinion</u>
2011 Jan 28-30	26	24	32	19	*

**B. Internet viruses**

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No opinion</u>
2011 Jan 28-30	35	30	22	13	--

**C. Invasion of privacy**

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No opinion</u>
2011 Jan 28-30	30	35	23	13	*

3. In a typical week, do you personally, use the website Google, or not?

	<u>Yes, do</u>	<u>No, do not</u>	<u>No opinion</u>
2011 Jan 28-30	60	40	*

4. (*Asked of Google users*) How concerned are you about each of the following when using Google – very concerned, somewhat concerned, not too concerned, or not concerned at all? How about—[RANDOM ORDER]?

**BASED ON –904—GOOGLE USERS**

**A. Spam e-mail, that is unsolicited messages usually sent to try to sell you something**

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No opinion</u>
2011 Jan 28-30	21	24	32	23	1

**B. Internet viruses**

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No opinion</u>
2011 Jan 28-30	28	26	27	19	*

**C. Invasion of privacy**

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No opinion</u>
2011 Jan 28-30	25	27	29	19	--