

GALLUP NEWS SERVICE

FACEBOOK, GOOGLE AND INTERNET PRIVACY

Results are based on telephone interviews with a random sample of – 1,509 -- national adults, aged 18+, living in all 50 states and the District of Columbia, conducted April 2-8, 2018.

For results based on the total sample of national adults, the margin of error is ± 3 percentage points at the 95% confidence level.

For results based on the sample of – 785 – Facebook users, the margin of error is ± 4 percentage points at the 95% confidence level.

For results based on the sample of – 1,106 – Google users, the margin of error is ± 4 percentage points at the 95% confidence level.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 70% cell phone respondents and 30% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phones numbers are selected using random digit dial methods. Gallup obtained this sample from Survey Sampling International. Landline respondents are chosen at random within each household on the basis of which member has the next birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both, cell phone mostly). Demographic weighting targets are based on the March 2017 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2017 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

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 questions about how this survey was conducted, please contact galluphelp@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>
2018 Apr 2-8	56	44	*
2011 Oct 12-13	48	52	*
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 –785—FACEBOOK USERS

<i>2018 Apr 2-8</i> <i>Sorted by “very concerned”</i>	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Very/ Somewhat concerned</u>
Your personal information being sold to and used by other companies and organizations	55	25	80
Invasion of privacy	43	31	74
Internet viruses	36	30	66
Unsolicited messages or ads, sent through spam e-mail or appearing on your Facebook page, usually sent to try to sell you something	33	32	65
Being attacked or shamed by others for things you say or do on Facebook	15	13	28
Spending too much time on Facebook	13	17	30
Getting upset or feeling bad about yourself because of things you see others post	9	11	20

FULL RESULTS AND TRENDS:

A. Unsolicited messages or ads, sent through spam e-mail or appearing on your Facebook page, 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>
2018 Apr 2-8	33	32	20	15	*

For comparison:

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 Oct 12-13	23	24	27	25	1
2011 Jan 28-30	26	24	32	19	*

Q.2 (FACEBOOK CONCERNS) CONTINUED

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>
2018 Apr 2-8	36	30	20	13	1
2011 Oct 12-13	29	29	22	20	*
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>
2018 Apr 2-8	43	31	15	11	*
2011 Oct 12-13	30	32	21	17	*
2011 Jan 28-30	30	35	23	13	*

D. Your personal information being sold to and used by other companies and organizations

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No opinion</u>
2018 Apr 2-8	55	25	11	8	*

E. Spending too much time on Facebook

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No opinion</u>
2018 Apr 2-8	13	17	27	41	1

F. Getting upset or feeling bad about yourself because of things you see others post

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No opinion</u>
2018 Apr 2-8	9	11	26	54	1

G. Being attacked or shamed by others for things you say or do on Facebook

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No opinion</u>
2018 Apr 2-8	15	13	24	48	*

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>
2018 Apr 2-8	74	26	*
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 –1,106—GOOGLE USERS

<i>2018 Apr 2-8</i> <i>Sorted by “very concerned”</i>	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Very/ Somewhat concerned</u>
Your personal information being sold to and used by other companies and organizations	57	25	82
Having Google track your location and location history	44	26	70
Invasion of privacy	35	30	65
Internet viruses	34	27	61
Having Google send you targeted ads based on your search and web browsing history	26	29	55

FULL RESULTS AND TRENDS:

A. Having Google send you targeted ads based on your search and web browsing history

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No opinion</u>
2018 Apr 2-8	26	29	27	17	*

For comparison:

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>
2018 Apr 2-8	34	27	20	19	*
2011 Jan 28-30	28	26	27	19	*

Q.4 (GOOGLE CONCERNS) CONTINUED

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>
2018 Apr 2-8	35	30	22	13	*
2011 Jan 28-30	25	27	29	19	--

D. Your personal information being sold to and used by other companies and organizations

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No opinion</u>
2018 Apr 2-8	57	25	10	7	*

E. Having Google track your location and location history

	<u>Very concerned</u>	<u>Somewhat concerned</u>	<u>Not too concerned</u>	<u>Not at all concerned</u>	<u>No opinion</u>
2018 Apr 2-8	44	26	17	13	*