Topline questionnaire

2018 PEW RESEARCH CENTER’S AMERICAN TRENDS PANEL
WAVE 35 MAY 2018
FINAL TOPLINE
MAY 29 – JUNE 11, 2018
TOTAL N=4,594

ASK ALL:
SNS Do you use any of the following social media sites? [RANDOMIZE WITH “OTHER” ALWAYS LAST]

[Check all that apply]

ITEMS a-e NOT SHOWN

<table>
<thead>
<tr>
<th></th>
<th>Selected</th>
<th>Not Selected</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>h. YouTube</td>
<td>May 29- Jun 11, 2018 [N=4,594]</td>
<td>68</td>
<td>32</td>
</tr>
<tr>
<td>h. YouTube</td>
<td>Aug 8- Aug 21, 2017 [N=4,971]</td>
<td>58</td>
<td>42</td>
</tr>
<tr>
<td>h. YouTube</td>
<td>Jan 12-Feb 8, 2016 [N=4,654]</td>
<td>48</td>
<td>52</td>
</tr>
<tr>
<td>h. YouTube</td>
<td>Aug 21-Sep 2, 2013 [N=5,173]</td>
<td>51</td>
<td>49</td>
</tr>
</tbody>
</table>

ITEMS j-i NOT SHOWN

ASK IF YOUTUBE USER (SNSh=1) [N=3,101]:
YT1 Now thinking specifically about how you use YOUTUBE...
How important to you are videos on YouTube when it comes to...

<table>
<thead>
<tr>
<th></th>
<th>Very important</th>
<th>Somewhat important</th>
<th>Not very important</th>
<th>Not important at all</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Understanding things that are happening in the world</td>
<td>May 29-Jun 11, 2018</td>
<td>19</td>
<td>34</td>
<td>28</td>
<td>18</td>
</tr>
<tr>
<td>b. Figuring out how to do things you haven’t done before</td>
<td>May 29-Jun 11, 2018</td>
<td>51</td>
<td>35</td>
<td>8</td>
<td>5</td>
</tr>
<tr>
<td>c. Deciding whether you should buy a particular product or not</td>
<td>May 29-Jun 11, 2018</td>
<td>19</td>
<td>36</td>
<td>25</td>
<td>20</td>
</tr>
<tr>
<td>d. Just passing the time</td>
<td>May 29-Jun 11, 2018</td>
<td>28</td>
<td>40</td>
<td>21</td>
<td>10</td>
</tr>
</tbody>
</table>
ASK IF YOUTUBE USER (SNSh=1) [N=3,101]:
YT2 When you watch videos on YouTube, do you also watch the recommended videos that appear alongside the video you are watching?

May 29-
Jun 11
2018
15 Yes, regularly
66 Yes, on occasion
19 No
* No Answer

ASK IF YOUTUBE USER (SNSh=1) [N=3,101]:
YT3 How often, if ever, do you notice videos on YouTube that... [RANDOMIZE]

<table>
<thead>
<tr>
<th></th>
<th>Frequently</th>
<th>Sometimes</th>
<th>Hardly ever</th>
<th>Never</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Seem obviously false or untrue</td>
<td>May 29-Jun 11, 2018</td>
<td>15</td>
<td>48</td>
<td>23</td>
<td>12</td>
</tr>
<tr>
<td>b. Are abusive or demeaning towards others</td>
<td>May 29-Jun 11, 2018</td>
<td>11</td>
<td>32</td>
<td>37</td>
<td>19</td>
</tr>
<tr>
<td>c. Show people engaging in dangerous or troubling behaviors</td>
<td>May 29-Jun 11, 2018</td>
<td>19</td>
<td>42</td>
<td>25</td>
<td>14</td>
</tr>
</tbody>
</table>

ASK IF PARENT OF CHILD AGE 0-11 (KIDS3_1_RF2=1-9 OR KIDS3_2_RF2=1-9) [N=787]:
YT4 How often do you let your child or children age 11 or younger watch videos on YouTube?

May 29-
Jun 11
2018
31 Regularly
43 On occasion
17 Never
8 I do not have any children age 11 or younger
* No Answer
ASK IF YES TO YT4 (YT4=1,2) [N=599]:
YT5 Has your child ever encountered content on YouTube that you thought was unsuitable for children?

May 29-
Jun 11
2018

61 Yes
37 No
2 No Answer