

Topline questionnaire: Facebook user survey

**2018 PEW RESEARCH CENTER'S FACEBOOK USER SURVEY – GfK KNOWLEDGE PANEL
FINAL TOPLINE
SEPT. 4 – OCT. 1, 2018
TOTAL N=963**

FaceB1 Do you have an active Facebook account?

Based on all Facebook users [N=963]

%	100	Yes
	0	No
	0	Don't know/Refused

SNSFR About how often do you use or visit Facebook?

Based on all Facebook users [N=963]

%	56	Several times a day
	25	About once a day
	19	Less often
	<1	Refused

FaceB2 About how long have you had a Facebook account?

Based on all Facebook users [N=963]

%	2	1 year or less
	19	More than 1 year, but less than 5 years
	59	5 to 10 years
	19	More than 10 years
	1	Refused

FB5 In the past year, have you done any of the following things?

Based on all Facebook users [N=963]

	Yes	No	Refused
Adjusted your Facebook privacy settings	61	38	<1
Downloaded all the personal data Facebook has collected about you	10	90	<1

COLLECT1 When you look at the Facebook page of "Your categories," please check what you see:

Based on all Facebook users [N=963]

%	88	A list of boxes with categories
	11	A message that says you have no behaviors
	1	Refused

COLLECT3 How many categories are listed for you?

Based on Facebook users who are assigned categories (COLLECT1=1) [N=850]

%	30	Less than 10 categories
	31	10 to 20 categories
	38	21 or more categories
	1	Refused

Based on all Facebook users [N=963]

%	27	Less than 10 categories
	27	10 to 20 categories
	33	21 or more categories
	2	Refused
	11	Not assigned any categories

COLLECT4 Prior to taking this survey, did you know this list of categories existed on Facebook?

Based on Facebook users who are assigned categories (COLLECT1=1) [N=850]

%	14	Yes
	84	No
	2	Refused

Based on all Facebook users [N=963]

%	12	Yes
	74	No
	2	Refused
	11	Not assigned any categories

COLLECT5 Looking at ALL the categories Facebook has listed for you on this page of your supposed interests, how accurately do you feel this list actually represents you and your interests?

Based on Facebook users who are assigned categories (COLLECT1=1) [N=850]

%	15	Very accurately
	52	Somewhat accurately
	25	Not very accurately
	6	Not accurately at all
	2	Refused

	67	NET accurate
	31	NET Not accurate

Based on all Facebook users [N=963]

%	59	NET accurate
	27	NET Not accurate
	3	Refused
	11	Not assigned any categories

COLLECT6 How comfortable are you with Facebook creating this list of categories about you?

Based on Facebook users who are assigned categories (COLLECT1=1) [N=850]

%	6	Very comfortable
	36	Somewhat comfortable
	41	Not very comfortable
	17	Not comfortable at all
	1	Refused

	41	NET comfortable
	58	NET not comfortable

Based on all Facebook users [N=963]

%	36	NET comfortable
	51	NET Not comfortable
	1	Refused
	11	Not assigned any categories

COLLECT7 We are interested in some of the specific categories Facebook might have listed for you. Is there a category listed that begins with "US politics"?

Based on all Facebook users who are assigned categories (COLLECT1=1) [N=850]

%	58	Yes
	42	No
	<1	Don't know/Refused

Based on all Facebook users [N=963]

%	51	Yes
	37	No
	1	Refused
	11	Not assigned any categories

COLLECT8 Which of the following categories are listed for you?

Based on Facebook users who are assigned categories (COLLECT1=1) and also assigned a political category (COLLECT7=1) [N=492]

%	15	US politics (Very liberal)
	20	US politics (Liberal)
	29	US politics (Moderate)
	20	US politics (Conservative)
	14	US politics (Very conservative)
	2	Something else [TEXT BOX]
	1	Refused
	34	NET liberal
	29	NET moderate
	35	NET Conservative

COLLECT9 How accurately, if at all, do you feel the category or categories listed describe your political views?

Based on Facebook users who are assigned categories (COLLECT1=1) and also assigned a political category (COLLECT7=1) [N=492]

%	31	Very accurately
	42	Somewhat accurately
	18	Not very accurately
	9	Not accurately at all
	<1	Refused
	73	NET accurate
	27	NET Not accurate

Based on all Facebook users [N=963]

%	37	NET accurate
	14	NET Not accurate
	1	Refused
	49	Not assigned a political category (or broad list of categories)

COLLECT10 Next, is there a category in "Your information" that begins with "Multicultural Affinity"?

Based on Facebook users who are assigned categories (COLLECT1=1) [N=850]

%	24	Yes
	75	No
	<1	Refused

Based on all Facebook users [N=963]

%	21	Yes
	66	No
	1	Refused
	11	Not assigned any categories

COLLECT11 Which of the following categories are listed for you? (can select more than one)

Based on Facebook users who are assigned categories (COLLECT1=1) and also assigned a "multicultural affinity" (COLLECT10=1) [N=184] **[More than one selection allowed]**

%	43	African American (US)
	21	Hispanic (US - All)
	17	Hispanic (US - English dominant)
	13	Hispanic (US - Spanish dominant)
	12	Hispanic (US - Bilingual)
	10	Asian American
	7	Something else [TEXT BOX]

COLLECT12 Whether or not you consider yourself a member of this multicultural group, [ANSWER FROM COLLECT11], how strong is your affinity or interest in the group Facebook lists here for you?

Based on Facebook who are assigned categories (COLLECT1=1) and also assigned a "multicultural affinity" (COLLECT10=1) [N=184]. Users assigned more than one multicultural affinity were asked their interest and membership in a random selection of one of those groups.

%	27	Very strong
	33	Somewhat strong
	27	Not very strong
	10	Not strong at all
	<1	Refused/missing
	60	NET strong
	37	NET not strong

Based on all Facebook users [N=963]

%	13	NET Strong
	8	NET Not strong
	<1	Refused
	79	Not assigned a multicultural category (or broad list of categories)

COLLECT13 Do you consider yourself a member of this multicultural race or ethnicity?

Based on Facebook users who are assigned categories (COLLECT1=1) and also assigned a "multicultural affinity" (COLLECT10=1) [N=184]. Users assigned more than one multicultural affinity were asked their interest and membership in a random selection of one of those groups.

%	57	Yes
	39	No
	1	Refused/missing

Based on all Facebook users [N=963]

%	12	Yes
	8	No
	<1	Refused
	79	Not assigned a multicultural category (or broad list of categories)

Topline questionnaire: General survey of social media users

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:

On a different subject...

SNS Do you use any of the following social media sites? [**RANDOMIZE** WITH "OTHER" ALWAYS LAST]

[Check all that apply]

	<u>Selected</u>	<u>Not Selected</u>	<u>No Answer</u>
a. Facebook May 29- Jun 11, 2018 [N=4,594]	74	26	-
b. Twitter May 29- Jun 11, 2018 [N=4,594]	21	79	-
NO ITEMS C-D			
SNS CONTINUED...			
e. Instagram May 29- Jun 11, 2018 [N=4,594]	34	66	-
NO ITEMS F-G			
h. YouTube May 29- Jun 11, 2018 [N=4,594]	68	32	-
NO ITEM I			
j. Snapchat May 29- Jun 11, 2018 [N=4,594]	22	78	-
NO ITEM K			
l. Other May 29- Jun 11, 2018 [N=4,594]	10	90	-

4,316	Social media user (SNSUSER=1)
278	Not social media user (SNSUSER=0)

ASK IF SOCIAL MEDIA USER (SNSUSER=1) [N=4,316]:

SM4 Based on the data they have collected about you, how easy do you think it would be for the social media sites you use to figure out... [**RANDOMIZE**]

<u>Very</u>	<u>Somewhat</u>	<u>Somewhat</u>	<u>Very</u>	<u>No</u>
<u>easy</u>	<u>easy</u>	<u>difficult</u>	<u>difficult</u>	<u>Answer</u>

a.	Your hobbies and interests					
	May 29-Jun 11, 2018	45	35	14	6	1
b.	Your political affiliation					
	May 29-Jun 11, 2018	43	28	17	11	1
c.	Your religious beliefs					
	May 29-Jun 11, 2018	36	29	22	13	*
d.	Your race or ethnicity					
	May 29-Jun 11, 2018	56	27	11	5	1