



## REUTERS POLL DATA

TR204_1 - TM18. How frequently, if at all, do you use or access the following sites/services? - Facebook :	Continuously throughout the day	44%	51%	50%	50%	50%	49%	53%	53%
	Once a day	20%	23%	22%	19%	20%	20%	19%	18%
	A few times a week	10%	11%	8%	11%	10%	10%	9%	9%
	Once a week	4%	5%	5%	4%	4%	6%	5%	5%
	A few times a month	2%	3%	3%	2%	2%	3%	3%	3%
	Once a month	2%	2%	3%	2%	3%	4%	3%	3%
	Less than once a month	4%	5%	5%	5%	5%	7%	5%	6%
	Do not use	13%	0%	3%	6%	5%	3%	3%	3%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TR204_2 - TM18. How frequently, if at all, do you use or access the following sites/services? - Twitter :	Continuously throughout the day	12%	14%	25%	16%	15%	26%	21%	22%
	Once a day	7%	8%	14%	9%	9%	12%	11%	11%
	A few times a week	8%	9%	16%	10%	11%	14%	13%	12%
	Once a week	4%	4%	8%	5%	5%	7%	6%	6%
	A few times a month	4%	5%	9%	5%	6%	6%	7%	7%
	Once a month	4%	4%	8%	5%	6%	7%	6%	6%
	Less than once a month	10%	12%	21%	13%	15%	18%	16%	17%
	Do not use	50%	44%	0%	37%	33%	9%	21%	19%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TR204_3 - TM18. How frequently, if at all, do you use or access the following sites/services? - Google+ :	Continuously throughout the day	19%	21%	23%	29%	23%	27%	25%	27%
	Once a day	11%	12%	14%	18%	14%	16%	14%	15%

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	A few times a week	12%	13%	13%	18%	15%	13%	13%	13%
	Once a week	4%	5%	6%	6%	5%	7%	6%	6%
	A few times a month	6%	6%	8%	9%	8%	8%	8%	7%
	Once a month	3%	4%	5%	5%	4%	5%	4%	5%
	Less than once a month	9%	10%	14%	14%	13%	14%	13%	14%
	Do not use	35%	29%	18%	0%	18%	10%	17%	14%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TR204_4 - TM18. How frequently, if at all, do you use or access the following sites/services? - Pinterest :	Continuously throughout the day	8%	9%	12%	11%	14%	15%	13%	15%
	Once a day	8%	9%	12%	11%	14%	15%	12%	13%
	A few times a week	12%	13%	16%	15%	21%	18%	17%	18%
	Once a week	5%	5%	7%	6%	8%	8%	7%	7%
	A few times a month	7%	8%	8%	8%	12%	8%	8%	7%
	Once a month	5%	5%	6%	6%	8%	6%	6%	6%
	Less than once a month	14%	15%	17%	17%	23%	20%	18%	18%
	Do not use	41%	36%	22%	27%	0%	10%	19%	15%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TR204_5 - TM18. How frequently, if at all, do you use or access the following sites/services? - Tumblr :	Continuously throughout the day	5%	5%	9%	7%	7%	14%	9%	9%
	Once a day	4%	4%	8%	5%	6%	12%	7%	9%
	A few times a week	5%	6%	10%	7%	8%	16%	9%	11%
	Once a week	2%	3%	4%	3%	4%	7%	4%	5%
	A few times a month	4%	4%	6%	5%	5%	11%	6%	7%

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	Once a month	3%	3%	5%	4%	4%	8%	5%	5%
	Less than once a month	11%	12%	20%	15%	17%	32%	19%	23%
	Do not use	66%	62%	39%	54%	48%	0%	40%	32%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TR204_6 - TM18. How frequently, if at all, do you use or access the following sites/services? - Instagram :	Continuously throughout the day	17%	19%	27%	21%	22%	30%	33%	33%
	Once a day	9%	10%	14%	11%	12%	17%	18%	16%
	A few times a week	7%	8%	11%	8%	10%	11%	14%	11%
	Once a week	4%	5%	7%	6%	6%	8%	8%	7%
	A few times a month	4%	4%	6%	5%	6%	6%	8%	6%
	Once a month	3%	4%	6%	5%	5%	6%	6%	6%
	Less than once a month	7%	8%	12%	10%	11%	14%	14%	13%
	Do not use	48%	42%	18%	34%	28%	8%	0%	8%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TR204_8 - TM18. How frequently, if at all, do you use or access the following sites/services? - Snapchat :	Continuously throughout the day	12%	13%	18%	15%	16%	22%	22%	29%
	Once a day	7%	8%	11%	9%	10%	16%	12%	17%
	A few times a week	6%	7%	10%	8%	9%	11%	10%	15%
	Once a week	3%	3%	4%	3%	4%	6%	5%	6%
	A few times a month	4%	4%	6%	5%	5%	7%	6%	9%
	Once a month	2%	3%	4%	3%	3%	5%	4%	6%
	Less than once a month	8%	9%	14%	11%	12%	18%	14%	19%
	Do not use	58%	53%	33%	45%	39%	15%	26%	0%
	Total	2194	1938	1167	1477	1402	794	1237	1005

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TM1446Y18_1 - Thinking about social media sites, have you changed how frequently you use the site... Facebook recently?	I use it more	22%	26%	28%	28%	26%	32%	30%	30%
	I haven't changed how much I use it	43%	49%	43%	43%	44%	39%	42%	40%
	I use it less	16%	18%	17%	16%	17%	16%	17%	16%
	I stopped using it, but I still have an account	4%	4%	6%	5%	5%	7%	6%	6%
	I've deleted my account	3%	1%	2%	3%	3%	3%	2%	2%
	I don't have an account	11%	2%	4%	6%	5%	4%	3%	5%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1446Y18_2 - Thinking about social media sites, have you changed how frequently you use the site... Twitter recently?	I use it more	11%	12%	21%	15%	14%	23%	18%	20%
	I haven't changed how much I use it	20%	22%	35%	23%	25%	31%	28%	26%
	I use it less	10%	12%	19%	12%	13%	14%	16%	14%
	I stopped using it, but I still have an account	9%	10%	12%	10%	11%	10%	12%	12%
	I've deleted my account	2%	2%	2%	3%	3%	3%	3%	3%
	I don't have an account	47%	42%	11%	38%	34%	19%	23%	25%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1446Y18_3 - Thinking about social media sites, have you changed how frequently you use the site... Google+ recently?	I use it more	13%	14%	19%	20%	17%	22%	20%	22%
	I haven't changed how much I use it	32%	35%	36%	46%	39%	38%	37%	37%

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	I use it less	11%	12%	14%	15%	12%	13%	14%	12%
	I stopped using it, but I still have an account	8%	9%	11%	8%	9%	12%	11%	11%
	I've deleted my account	2%	2%	2%	2%	2%	3%	3%	3%
	I don't have an account	34%	29%	18%	10%	21%	12%	16%	15%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1446Y18_4 - Thinking about social media sites, have you changed how frequently you use the site... Pinterest recently?	I use it more	10%	11%	13%	13%	16%	16%	15%	16%
	I haven't changed how much I use it	26%	28%	31%	30%	41%	34%	31%	32%
	I use it less	13%	13%	17%	16%	21%	17%	18%	17%
	I stopped using it, but I still have an account	7%	8%	8%	8%	9%	10%	9%	9%
	I've deleted my account	2%	2%	3%	2%	2%	3%	2%	3%
	I don't have an account	43%	38%	27%	32%	12%	20%	25%	22%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1446Y18_5 - Thinking about social media sites, have you changed how frequently you use the site... Tumblr recently?	I use it more	5%	5%	9%	7%	7%	13%	8%	9%
	I haven't changed how much I use it	13%	14%	20%	16%	18%	30%	20%	21%
	I use it less	7%	7%	12%	8%	9%	18%	12%	14%
	I stopped using it, but I still have an account	5%	5%	8%	6%	7%	11%	8%	9%

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	I've deleted my account	2%	2%	3%	2%	2%	4%	3%	4%
	I don't have an account	69%	66%	49%	61%	57%	23%	49%	43%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1446Y18_6 - Thinking about social media sites, have you changed how frequently you use the site... Instagram recently?	I use it more	14%	16%	23%	19%	19%	27%	28%	29%
	I haven't changed how much I use it	22%	25%	32%	26%	28%	34%	39%	34%
	I use it less	9%	10%	13%	11%	12%	13%	16%	13%
	I stopped using it, but I still have an account	6%	6%	8%	7%	7%	7%	7%	7%
	I've deleted my account	1%	1%	1%	1%	1%	2%	1%	2%
	I don't have an account	48%	43%	23%	37%	32%	18%	9%	16%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1446Y18_7 - Thinking about social media sites, have you changed how frequently you use the site... Snapchat recently?	I use it more	10%	10%	15%	12%	13%	19%	17%	23%
	I haven't changed how much I use it	16%	18%	23%	20%	22%	27%	26%	33%
	I use it less	10%	11%	15%	12%	13%	17%	17%	22%
	I stopped using it, but I still have an account	4%	4%	5%	5%	5%	5%	6%	5%
	I've deleted my account	2%	2%	2%	2%	2%	2%	3%	2%
	I don't have an account	59%	55%	40%	49%	45%	29%	32%	15%
	Total	2194	1938	1167	1477	1402	794	1237	1005

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TM1447Y18_1 - Are you aware of your current privacy settings on the site... Facebook?	Yes	67%	74%	74%	73%	73%	75%	75%	75%
	No	19%	16%	17%	16%	17%	16%	16%	16%
	Don't know	14%	10%	9%	12%	11%	9%	9%	9%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1447Y18_2 - Are you aware of your current privacy settings on the site... Twitter?	Yes	33%	35%	55%	41%	40%	56%	49%	49%
	No	34%	33%	28%	29%	30%	25%	28%	27%
	Don't know	33%	32%	17%	31%	30%	19%	24%	24%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1447Y18_3 - Are you aware of your current privacy settings on the site... Google+?	Yes	38%	41%	50%	52%	46%	56%	50%	51%
	No	34%	33%	31%	28%	31%	27%	30%	29%
	Don't know	28%	26%	19%	20%	23%	16%	20%	20%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1447Y18_4 - Are you aware of your current privacy settings on the site... Pinterest?	Yes	29%	31%	37%	36%	43%	43%	39%	40%
	No	38%	38%	36%	34%	34%	34%	36%	35%
	Don't know	33%	31%	26%	30%	23%	23%	26%	25%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1447Y18_5 - Are you aware of your current privacy settings on the site... Tumblr?	Yes	20%	21%	29%	24%	25%	43%	29%	32%
	No	39%	39%	37%	36%	36%	35%	37%	36%
	Don't know	41%	40%	33%	40%	39%	22%	35%	32%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1447Y18_6 - Are you aware of your current privacy settings on the site... Instagram?	Yes	36%	39%	51%	44%	45%	57%	60%	57%
	No	33%	31%	27%	27%	27%	24%	24%	24%
	Don't know	32%	30%	21%	29%	28%	19%	16%	19%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1447Y18_7 - Are you aware of your current privacy settings on the site... Snapchat?	Yes	28%	30%	39%	34%	36%	46%	43%	54%
	No	35%	35%	32%	31%	31%	31%	30%	27%
	Don't know	37%	36%	29%	35%	33%	23%	27%	19%
	Total	2194	1938	1167	1477	1402	794	1237	1005
	Yes	69%	78%	80%	77%	77%	79%	81%	81%
	No	18%	14%	13%	14%	15%	14%	12%	13%



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TM1448Y18_1 - Do you know how to change your privacy settings on this site or platform... Facebook?	Don't know	12%	8%	7%	8%	8%	7%	7%	6%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1448Y18_2 - Do you know how to change your privacy settings on this site or platform... Twitter?	Yes	34%	37%	58%	41%	42%	56%	51%	52%
	No	36%	34%	28%	31%	32%	28%	28%	28%
	Don't know	31%	29%	15%	27%	26%	16%	21%	20%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1448Y18_3 - Do you know how to change your privacy settings on this site or platform... Google+?	Yes	40%	42%	53%	54%	49%	60%	54%	56%
	No	34%	32%	28%	28%	30%	25%	27%	26%
	Don't know	26%	25%	19%	18%	21%	16%	19%	18%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1448Y18_4 - Do you know how to change your privacy settings on this site or platform... Pinterest?	Yes	31%	34%	42%	38%	47%	47%	44%	46%
	No	38%	37%	34%	35%	34%	34%	33%	32%
	Don't know	31%	29%	24%	27%	19%	19%	23%	22%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1448Y18_5 - Do you know how to change your privacy settings on this site or platform... Tumblr?	Yes	21%	23%	32%	25%	27%	46%	32%	35%
	No	40%	39%	37%	37%	38%	35%	35%	35%
	Don't know	39%	38%	31%	37%	35%	19%	33%	30%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1448Y18_6 - Do you know how to change your privacy settings on this site or platform... Instagram?	Yes	37%	41%	55%	45%	48%	60%	65%	62%
	No	34%	32%	27%	30%	30%	25%	23%	23%
	Don't know	29%	27%	18%	25%	22%	15%	13%	15%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1448Y18_7 - Do you know how to change your privacy settings on this site or platform... Snapchat?	Yes	29%	31%	42%	35%	37%	50%	47%	57%
	No	38%	36%	33%	34%	35%	31%	30%	28%
	Don't know	33%	32%	25%	30%	27%	19%	23%	14%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1449Y18_1 - Have you changed your privacy settings recently on this site or platform... Facebook?	Yes	39%	44%	50%	45%	47%	52%	50%	52%
	No	56%	53%	47%	51%	49%	44%	46%	44%
	Don't know	5%	3%	3%	4%	4%	4%	4%	4%

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	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1449Y18_2 - Have you changed your privacy settings recently on this site or platform... Twitter?	Yes	14%	15%	26%	19%	19%	31%	24%	26%
	No	74%	73%	69%	70%	71%	62%	66%	64%
	Don't know	12%	11%	6%	11%	10%	8%	10%	10%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1449Y18_3 - Have you changed your privacy settings recently on this site or platform... Google+?	Yes	16%	17%	24%	23%	21%	31%	24%	27%
	No	75%	74%	69%	71%	72%	63%	69%	66%
	Don't know	9%	8%	7%	6%	7%	6%	8%	7%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1449Y18_4 - Have you changed your privacy settings recently on this site or platform... Pinterest?	Yes	10%	11%	15%	13%	16%	20%	16%	17%
	No	79%	78%	75%	76%	77%	70%	74%	72%
	Don't know	12%	11%	10%	11%	7%	10%	11%	11%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1449Y18_5 - Have you changed your privacy settings recently on this site or platform... Tumblr?	Yes	8%	9%	15%	12%	12%	22%	15%	17%
	No	76%	75%	72%	73%	74%	69%	70%	68%
	Don't know	16%	16%	13%	16%	14%	9%	16%	15%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1449Y18_6 - Have you changed your privacy settings recently on this site or platform... Instagram?	Yes	17%	19%	27%	22%	23%	33%	32%	32%
	No	73%	72%	66%	69%	69%	60%	64%	62%
	Don't know	10%	9%	6%	9%	8%	6%	4%	6%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1449Y18_7 - Have you changed your privacy settings recently on this site or platform... Snapchat?	Yes	13%	14%	21%	17%	18%	27%	23%	29%
	No	74%	73%	68%	70%	71%	64%	66%	64%
	Don't know	13%	13%	11%	13%	11%	9%	11%	6%
TM1450Y18_1_1 - How have you changed your privacy settings on the site or platform... Facebook? Do you... share more content with your friends/followers?	No	79%	76%	72%	76%	76%	71%	73%	72%
	Yes	21%	24%	28%	24%	24%	29%	27%	28%

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	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_1_2 - How have you changed your privacy settings on the site or platform... Facebook? Do you... share less content with your friends/followers?	No	82%	80%	80%	80%	80%	80%	81%	81%
	Yes	18%	20%	20%	20%	20%	20%	19%	19%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_1_3 - How have you changed your privacy settings on the site or platform... Facebook? Do you... share more content with the public?	No	94%	93%	90%	92%	91%	89%	90%	89%
	Yes	6%	7%	10%	8%	9%	11%	10%	11%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_1_4 - How have you changed your privacy settings on the site or platform... Facebook? Do you... share less content with the public?	No	62%	60%	62%	62%	61%	65%	61%	64%
	Yes	38%	40%	38%	38%	39%	35%	39%	36%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_1_5 - How have you changed your privacy settings on the site or	No	76%	83%	86%	84%	84%	88%	87%	87%

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platform... Facebook? Do you... Don't know?	Yes	24%	17%	14%	16%	16%	12%	13%	13%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_2_1 - How have you changed your privacy settings on the site or platform... Twitter? Do you... share more content with your friends/followers?	No	89%	87%	78%	85%	84%	76%	82%	80%
	Yes	11%	13%	22%	15%	16%	24%	18%	20%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_2_2 - How have you changed your privacy settings on the site or platform... Twitter? Do you... share less content with your friends/followers?	No	91%	90%	85%	89%	89%	84%	86%	85%
	Yes	9%	10%	15%	11%	11%	16%	14%	15%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_2_3 - How have you changed your privacy settings on the site or platform... Twitter? Do you... share more content with the public?	No	94%	93%	89%	92%	92%	88%	90%	90%
	Yes	6%	7%	11%	8%	8%	12%	10%	10%
	Total	2194	1938	1167	1477	1402	794	1237	1005

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TM1450Y18_2_4 - How have you changed your privacy settings on the site or platform... Twitter? Do you... share less content with the public?	No	77%	77%	69%	75%	75%	72%	73%	74%
	Yes	23%	23%	31%	25%	25%	28%	27%	26%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_2_5 - How have you changed your privacy settings on the site or platform... Twitter? Do you... Don't know?	No	47%	49%	73%	56%	56%	75%	65%	67%
	Yes	53%	51%	27%	44%	44%	25%	35%	33%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_3_1 - How have you changed your privacy settings on the site or platform... Google+? Do you... share more content with your friends/followers?	No	91%	90%	85%	86%	86%	82%	85%	84%
	Yes	9%	10%	15%	14%	14%	18%	15%	16%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_3_2 - How have you changed your privacy settings on the site or platform... Google+? Do you... share less content with your friends/followers?	No	88%	87%	83%	84%	85%	80%	84%	82%
	Yes	12%	13%	17%	16%	15%	20%	16%	18%

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	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_3_3 - How have you changed your privacy settings on the site or platform... Google+? Do you... share more content with the public?	No	96%	95%	93%	94%	94%	91%	93%	92%
	Yes	4%	5%	7%	6%	6%	9%	7%	8%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_3_4 - How have you changed your privacy settings on the site or platform... Google+? Do you... share less content with the public?	No	73%	73%	71%	68%	71%	70%	70%	72%
	Yes	27%	27%	29%	32%	29%	30%	30%	28%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_3_5 - How have you changed your privacy settings on the site or platform... Google+? Do you... Don't know?	No	49%	52%	64%	64%	60%	73%	64%	67%
	Yes	51%	48%	36%	36%	40%	27%	36%	33%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_4_1 - How have you changed your privacy settings on the site or	No	91%	89%	86%	87%	84%	83%	85%	84%

## REUTERS POLL DATA

platform... Pinterest? Do you... share more content with your friends/followers?	Yes	9%	11%	14%	13%	16%	17%	15%	16%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_4_2 - How have you changed your privacy settings on the site or platform... Pinterest? Do you... share less content with your friends/followers?	No	90%	89%	86%	87%	86%	83%	87%	85%
	Yes	10%	11%	14%	13%	14%	17%	13%	15%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_4_3 - How have you changed your privacy settings on the site or platform... Pinterest? Do you... share more content with the public?	No	95%	94%	91%	93%	91%	88%	91%	89%
	Yes	5%	6%	9%	7%	9%	12%	9%	11%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_4_4 - How have you changed your privacy settings on the site or platform... Pinterest? Do you... share less content with the public?	No	76%	76%	73%	73%	70%	71%	72%	73%
	Yes	24%	24%	27%	27%	30%	29%	28%	27%
	Total	2194	1938	1167	1477	1402	794	1237	1005

## REUTERS POLL DATA

TM1450Y18_4_5 - How have you changed your privacy settings on the site or platform... Pinterest? Do you... Don't know?	No	47%	49%	61%	57%	65%	71%	63%	66%
	Yes	53%	51%	39%	43%	35%	29%	37%	34%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_5_1 - How have you changed your privacy settings on the site or platform... Tumblr? Do you... share more content with your friends/followers?	No	94%	94%	90%	92%	91%	85%	90%	89%
	Yes	6%	6%	10%	8%	9%	15%	10%	11%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_5_2 - How have you changed your privacy settings on the site or platform... Tumblr? Do you... share less content with your friends/followers?	No	92%	91%	86%	89%	89%	81%	87%	84%
	Yes	8%	9%	14%	11%	11%	19%	13%	16%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_5_3 - How have you changed your privacy settings on the site or platform... Tumblr? Do you... share more content with the public?	No	96%	96%	93%	95%	94%	89%	93%	92%
	Yes	4%	4%	7%	5%	6%	11%	7%	8%



## REUTERS POLL DATA

	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_5_4 - How have you changed your privacy settings on the site or platform... Tumblr? Do you... share less content with the public?	No	80%	81%	76%	80%	79%	71%	77%	77%
	Yes	20%	19%	24%	20%	21%	29%	23%	23%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_5_5 - How have you changed your privacy settings on the site or platform... Tumblr? Do you... Don't know?	No	36%	37%	51%	43%	45%	70%	50%	56%
	Yes	64%	63%	49%	57%	55%	30%	50%	44%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_6_1 - How have you changed your privacy settings on the site or platform... Instagram? Do you... share more content with your friends/followers?	No	87%	85%	79%	83%	82%	74%	75%	74%
	Yes	13%	15%	21%	17%	18%	26%	25%	26%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_6_2 - How have you changed your privacy settings on the site or	No	90%	90%	86%	88%	88%	84%	84%	84%

## REUTERS POLL DATA

platform... Instagram? Do you... share less content with your friends/followers?	Yes	10%	10%	14%	12%	12%	16%	16%	16%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_6_3 - How have you changed your privacy settings on the site or platform... Instagram? Do you... share more content with the public?	No	95%	94%	90%	93%	93%	88%	90%	89%
	Yes	5%	6%	10%	7%	7%	12%	10%	11%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_6_4 - How have you changed your privacy settings on the site or platform... Instagram? Do you... share less content with the public?	No	76%	75%	71%	73%	73%	71%	68%	72%
	Yes	24%	25%	29%	27%	27%	29%	32%	28%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_6_5 - How have you changed your privacy settings on the site or platform... Instagram? Do you... Don't know?	No	49%	52%	68%	59%	61%	76%	77%	75%
	Yes	51%	48%	32%	41%	39%	24%	23%	25%
	Total	2194	1938	1167	1477	1402	794	1237	1005

## REUTERS POLL DATA

TM1450Y18_7_1 - How have you changed your privacy settings on the site or platform... Snapchat? Do you... share more content with your friends/followers?	No	89%	89%	83%	86%	85%	78%	81%	76%
	Yes	11%	11%	17%	14%	15%	22%	19%	24%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_7_2 - How have you changed your privacy settings on the site or platform... Snapchat? Do you... share less content with your friends/followers?	No	91%	90%	87%	89%	89%	84%	86%	83%
	Yes	9%	10%	13%	11%	11%	16%	14%	17%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_7_3 - How have you changed your privacy settings on the site or platform... Snapchat? Do you... share more content with the public?	No	96%	95%	93%	94%	94%	91%	92%	91%
	Yes	4%	5%	7%	6%	6%	9%	8%	9%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_7_4 - How have you changed your privacy settings on the site or platform... Snapchat? Do you... share less content with the public?	No	78%	79%	75%	77%	76%	73%	74%	71%
	Yes	22%	21%	25%	23%	24%	27%	26%	29%

## REUTERS POLL DATA

	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_7_5 - How have you changed your privacy settings on the site or platform... Snapchat? Do you... Don't know?	No	43%	45%	59%	51%	54%	71%	63%	75%
	Yes	57%	55%	41%	49%	46%	29%	37%	25%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1451Y18_1 - Why are you sharing less content with friends/followers on social media? Is it because... You heard negative news stories in the media?	No	80%	80%	79%	79%	79%	77%	80%	79%
	Yes	20%	20%	21%	21%	21%	23%	20%	21%
	Total	743	713	508	585	567	386	527	452
TM1451Y18_2 - Why are you sharing less content with friends/followers on social media? Is it because... You have privacy concerns?	No	54%	53%	58%	55%	55%	60%	61%	60%
	Yes	46%	47%	42%	45%	45%	40%	39%	40%
	Total	743	713	508	585	567	386	527	452
TM1451Y18_3 - Why are you sharing less content with friends/followers on social	No	92%	93%	91%	91%	91%	90%	91%	90%

## REUTERS POLL DATA

media? Is it because... You didn't like the service?	Yes	8%	7%	9%	9%	9%	10%	9%	10%
	Total	743	713	508	585	567	386	527	452
TM1451Y18_4 - Why are you sharing less content with friends/followers on social media? Is it because... You were spending too much time on the service?	No	69%	69%	66%	68%	69%	67%	64%	64%
	Yes	31%	31%	34%	32%	31%	33%	36%	36%
	Total	743	713	508	585	567	386	527	452
TM1451Y18_5 - Why are you sharing less content with friends/followers on social media? Is it because... People like you don't use it?	No	89%	89%	88%	88%	89%	89%	89%	88%
	Yes	11%	11%	12%	12%	11%	11%	11%	12%
	Total	743	713	508	585	567	386	527	452
TM1451Y18_6 - Why are you sharing less content with friends/followers on social media? Is it because... News feeds seemed biased toward conservative viewpoints?	No	88%	88%	84%	86%	85%	82%	84%	82%
	Yes	12%	12%	16%	14%	15%	18%	16%	18%
	Total	743	713	508	585	567	386	527	452

## REUTERS POLL DATA

TM1451Y18_7 - Why are you sharing less content with friends/followers on social media? Is it because... News feeds seemed biased toward liberal viewpoints?	No	86%	85%	85%	85%	85%	83%	85%	84%
	Yes	14%	15%	15%	15%	15%	17%	15%	16%
	Total	743	713	508	585	567	386	527	452
TM1451Y18_8 - Why are you sharing less content with friends/followers on social media? Is it because... Other reason?	No	94%	94%	95%	95%	93%	97%	95%	97%
	Yes	6%	6%	5%	5%	7%	3%	5%	3%
	Total	743	713	508	585	567	386	527	452
TM1451Y18_9 - Why are you sharing less content with friends/followers on social media? Is it because... Don't know?	No	95%	95%	96%	95%	96%	97%	95%	96%
	Yes	5%	5%	4%	5%	4%	3%	5%	4%
	Total	743	713	508	585	567	386	527	452
TM1452Y18_1 - Why are you sharing less content with the public on social media? Is it because... You heard negative news stories in the media?	No	78%	78%	79%	78%	78%	79%	80%	81%
	Yes	22%	22%	21%	22%	22%	21%	20%	19%

## REUTERS POLL DATA

	Total	1139	1053	661	822	796	460	704	560
TM1452Y18_2 - Why are you sharing less content with the public on social media? Is it because... You have privacy concerns?	No	42%	42%	43%	43%	42%	47%	44%	44%
	Yes	58%	58%	57%	57%	58%	53%	56%	56%
	Total	1139	1053	661	822	796	460	704	560
TM1452Y18_3 - Why are you sharing less content with the public on social media? Is it because... You didn't like the service?	No	92%	93%	92%	93%	92%	91%	93%	92%
	Yes	8%	7%	8%	7%	8%	9%	7%	8%
	Total	1139	1053	661	822	796	460	704	560
TM1452Y18_4 - Why are you sharing less content with the public on social media? Is it because... You were spending too much time on the service?	No	80%	79%	74%	77%	77%	71%	73%	71%
	Yes	20%	21%	26%	23%	23%	29%	27%	29%
	Total	1139	1053	661	822	796	460	704	560
TM1452Y18_5 - Why are you sharing less content with the public on social media? Is it because... People like you don't use it?	No	88%	90%	90%	89%	90%	89%	90%	89%

## REUTERS POLL DATA

	Yes	12%	10%	10%	11%	10%	11%	10%	11%
	Total	1139	1053	661	822	796	460	704	560
TM1452Y18_6 - Why are you sharing less content with the public on social media? Is it because... News feeds seemed biased toward conservative viewpoints?	No	93%	93%	90%	91%	90%	87%	90%	89%
	Yes	7%	7%	10%	9%	10%	13%	10%	11%
	Total	1139	1053	661	822	796	460	704	560
TM1452Y18_7 - Why are you sharing less content with the public on social media? Is it because... News feeds seemed biased toward liberal viewpoints?	No	89%	89%	89%	89%	89%	87%	89%	87%
	Yes	11%	11%	11%	11%	11%	13%	11%	13%
	Total	1139	1053	661	822	796	460	704	560
TM1452Y18_8 - Why are you sharing less content with the public on social media? Is it because... Other reason?	No	93%	93%	94%	94%	94%	96%	94%	96%
	Yes	7%	7%	6%	6%	6%	4%	6%	4%
	Total	1139	1053	661	822	796	460	704	560



## REUTERS POLL DATA

TM1452Y18_9 - Why are you sharing less content with the public on social media? Is it because... Don't know?	No	96%	95%	97%	96%	96%	97%	97%	97%
	Yes	4%	5%	3%	4%	4%	3%	3%	3%
	Total	1139	1053	661	822	796	460	704	560
TM1453Y18_1 - How much control do you believe you have over who gets to see the information you store on the platform... Facebook?	Total control	21%	23%	28%	26%	25%	32%	29%	31%
	Some control	44%	49%	45%	44%	46%	42%	44%	42%
	No control	22%	20%	18%	20%	20%	17%	19%	18%
	Don't know	13%	9%	9%	10%	9%	9%	8%	9%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1453Y18_2 - How much control do you believe you have over who gets to see the information you store on the platform... Twitter?	Total control	13%	14%	22%	16%	16%	25%	20%	22%
	Some control	27%	28%	40%	29%	32%	38%	35%	35%
	No control	23%	21%	18%	21%	21%	17%	19%	18%
	Don't know	38%	38%	20%	33%	32%	20%	26%	25%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1453Y18_3 - How much control do you believe you have over who gets to see the information you store on the platform... Google+?	Total control	15%	16%	21%	20%	18%	27%	22%	24%
	Some control	30%	32%	36%	38%	36%	39%	35%	37%
	No control	21%	19%	17%	19%	19%	15%	17%	16%
	Don't know	34%	34%	27%	23%	27%	19%	26%	23%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1453Y18_4 - How much control do you believe you have over who gets to see the information you store on the platform... Pinterest?	Total control	13%	13%	18%	16%	18%	22%	19%	20%
	Some control	29%	30%	35%	32%	40%	39%	35%	37%
	No control	22%	20%	18%	21%	21%	18%	19%	19%
	Don't know	37%	36%	29%	31%	21%	21%	27%	24%

## REUTERS POLL DATA

	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1453Y18_5 - How much control do you believe you have over who gets to see the information you store on the platform... Tumblr?	Total control	9%	9%	14%	11%	12%	20%	13%	16%
	Some control	21%	22%	29%	24%	26%	39%	29%	31%
	No control	22%	20%	18%	20%	20%	18%	18%	18%
	Don't know	48%	49%	39%	45%	42%	22%	39%	35%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1453Y18_6 - How much control do you believe you have over who gets to see the information you store on the platform... Instagram?	Total control	16%	17%	24%	20%	20%	27%	26%	27%
	Some control	27%	29%	37%	30%	33%	39%	42%	40%
	No control	22%	20%	17%	20%	20%	17%	18%	17%
	Don't know	35%	35%	22%	30%	27%	17%	14%	16%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1453Y18_7 - How much control do you believe you have over who gets to see the information you store on the platform... Snapchat?	Total control	14%	14%	21%	17%	18%	26%	22%	27%
	Some control	23%	25%	30%	26%	29%	35%	33%	40%
	No control	22%	20%	18%	20%	20%	17%	17%	18%
	Don't know	41%	41%	31%	37%	33%	22%	27%	15%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1454Y18_1 - How important is it to you to control who gets to see the information you share on the platform... Facebook?	Very important	67%	69%	68%	69%	70%	65%	68%	65%
	Somewhat important	17%	19%	18%	18%	18%	19%	18%	19%
	Not very important	5%	5%	6%	6%	5%	8%	6%	7%
	Not at all important	4%	3%	5%	4%	4%	5%	4%	5%
	Don't know	6%	3%	3%	4%	4%	3%	4%	3%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1454Y18_2 - How important is it to you to control who gets to see the information you share on the platform... Twitter?	Very important	49%	48%	56%	51%	52%	53%	51%	50%
	Somewhat important	13%	15%	21%	16%	16%	21%	19%	20%

## REUTERS POLL DATA

	Not very important	7%	8%	10%	8%	8%	11%	9%	11%
	Not at all important	8%	8%	6%	7%	7%	6%	7%	7%
	Don't know	22%	22%	7%	18%	17%	9%	14%	13%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1454Y18_3 - How important is it to you to control who gets to see the information you share on the platform... Google+?	Very important	53%	52%	55%	58%	56%	55%	54%	53%
	Somewhat important	16%	18%	20%	21%	19%	23%	20%	22%
	Not very important	6%	7%	7%	7%	7%	9%	8%	9%
	Not at all important	7%	6%	7%	5%	6%	6%	5%	6%
	Don't know	18%	18%	11%	9%	13%	8%	13%	11%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1454Y18_4 - How important is it to you to control who gets to see the information you share on the platform... Pinterest?	Very important	46%	45%	46%	47%	51%	46%	45%	43%
	Somewhat important	14%	15%	19%	17%	20%	22%	19%	20%
	Not very important	9%	10%	12%	10%	12%	14%	13%	14%
	Not at all important	10%	10%	10%	10%	8%	10%	10%	10%
	Don't know	21%	20%	12%	16%	8%	8%	13%	11%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1454Y18_5 - How important is it to you to control who gets to see the information you share on the platform... Tumblr?	Very important	43%	41%	44%	43%	44%	48%	42%	42%
	Somewhat important	12%	13%	17%	14%	16%	22%	17%	20%
	Not very important	7%	7%	8%	7%	7%	10%	8%	10%
	Not at all important	10%	10%	11%	10%	10%	9%	10%	9%

## REUTERS POLL DATA

	Don't know	29%	29%	20%	26%	23%	11%	23%	19%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1454Y18_6 - How important is it to you to control who gets to see the information you share on the platform... Instagram?	Very important	52%	51%	57%	54%	55%	56%	60%	56%
	Somewhat important	14%	15%	19%	16%	18%	21%	21%	23%
	Not very important	7%	7%	9%	7%	8%	10%	9%	10%
	Not at all important	8%	7%	7%	7%	6%	6%	5%	5%
	Don't know	20%	19%	9%	16%	13%	7%	5%	7%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1454Y18_7 - How important is it to you to control who gets to see the information you share on the platform... Snapchat?	Very important	49%	48%	52%	50%	52%	53%	53%	57%
	Somewhat important	12%	13%	17%	15%	16%	19%	18%	22%
	Not very important	6%	6%	7%	6%	7%	9%	7%	8%
	Not at all important	9%	9%	9%	8%	8%	8%	7%	6%
	Don't know	24%	24%	15%	20%	18%	11%	14%	7%
	Total	2194	1938	1167	1477	1402	794	1237	1005

# REUTERS POLL DATA

## How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that  $Y$  has a binomial distribution conditioned on the parameter  $\theta$ , i.e.,  $Y|\theta \sim \text{Bin}(n, \theta)$ , where  $n$  is the size of our sample. In this setting,  $Y$  counts the number of “yes”, or “1”, observed in the sample, so that the sample mean ( $\bar{y}$ ) is a natural estimate of the true population proportion  $\theta$ . This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian<sup>1</sup> statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for  $\theta$  adjusted after observing the sample data. In reality, the posterior distribution is one’s knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution ( $\pi(\theta|y) \sim \beta(y+a, n-y+b)$ ), but with updated hyper-parameters.

Our credibility interval for  $\vartheta$  is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for  $\vartheta$  given our updated knowledge base. There are different ways to calculate these intervals based on  $\pi(\theta|y)$ . Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that  $a=1$  and  $b=1$  and  $y=n/2$ . Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \pm \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect  $1+L=1.3$  to account for complex weighting<sup>2</sup>

Examples of credibility intervals for different base sizes are below. Ipsos does not publish data for base sizes (sample sizes) below 100.

Sample size	Credibility intervals
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2

## REUTERS POLL DATA