



IPSOS / REUTERS POLL DATA

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Ipsos Poll Conducted for Reuters

Facebook Poll 3.23.18

These are findings from an Ipsos poll conducted March 21 -23, 2018 on behalf of Thomson Reuters. For the survey, a sample of roughly 2,237 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos’s online panel (see link below for more info on “Access Panels and Recruitment”), partner online panel sources, and “river” sampling (see link below for more info on the Ipsos “Ampario Overview” sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2015 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, region, race/ethnicity and income.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.4 percentage points for all respondents (see link below for more info on Ipsos online polling “Credibility Intervals”). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=2,237, DEFF=1.5, adjusted Confidence Interval=3.9).

For more information about Ipsos online polling methodology, please go here <http://goo.gl/yJBkuf>

		All Americans
TM18. How frequently, if at all, do you use or access the following sites/services?_1 - TM18_1_Scale - Facebook :	Continuously throughout the day	51%
	Once a day	15%
	A few times a week	8%
	Once a week	4%
	A few times a month	3%
	Once a month	1%
	Less than once a month	3%
	Do not use	14%
	Total	2237
TM18. How frequently, if at all, do you use or access the following sites/services?_2 - TM18_2_Scale - Twitter :	Continuously throughout the day	12%
	Once a day	7%
	A few times a week	6%



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	Once a week	4%
	A few times a month	4%
	Once a month	3%
	Less than once a month	5%
	Do not use	59%
	Total	2237
TM18. How frequently, if at all, do you use or access the following sites/services?_3 - TM18_3_Scale - Google+ :	Continuously throughout the day	20%
	Once a day	10%
	A few times a week	10%
	Once a week	4%
	A few times a month	5%
	Once a month	2%
	Less than once a month	6%
	Do not use	43%
	Total	2237
TM18. How frequently, if at all, do you use or access the following sites/services?_4 - TM18_4_Scale - Pinterest :	Continuously throughout the day	8%
	Once a day	8%
	A few times a week	10%
	Once a week	4%
	A few times a month	7%
	Once a month	4%
	Less than once a month	8%
	Do not use	52%
	Total	2237
TM18. How frequently, if at all, do you use or access the following sites/services?_5 - TM18_5_Scale - Tumblr :	Continuously throughout the day	3%
	Once a day	3%
	A few times a week	3%
	Once a week	2%
	A few times a month	2%
	Once a month	2%
	Less than once a month	4%
	Do not use	79%
	Total	2237



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TM18. How frequently, if at all, do you use or access the following sites/services?_6 - TM18_6_Scale - Instagram :	Continuously throughout the day	18%
	Once a day	9%
	A few times a week	6%
	Once a week	3%
	A few times a month	4%
	Once a month	2%
	Less than once a month	4%
	Do not use	53%
	Total	2237
TM18. How frequently, if at all, do you use or access the following sites/services?_8 - TM18_8_Scale - Snapchat :	Continuously throughout the day	13%
	Once a day	6%
	A few times a week	5%
	Once a week	3%
	A few times a month	3%
	Once a month	2%
	Less than once a month	3%
	Do not use	65%
Total	2237	
TM154Y13 - Which of the following best describes why you do not use Facebook?	It's too complicated to use	0%
	I don't really understand what I should use it for	1%
	My friends aren't on it	1%
	I'm not connected with enough people/friends to bother	2%
	I don't have time	6%
	I don't find it that interesting or useful	40%
	Privacy concerns – I don't want to share my information or personal comments with strangers	28%
	Not allowed to because of my job	1%
	I use a different social/messaging service	3%



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	I'm afraid my account will get hacked and used without my knowledge	4%
	None of these	14%
	Total	272
TM160Y13 - What is the main reason you don't use Facebook more often?	It's too complicated to use	1%
	I don't really understand what I should use it for	2%
	My friends aren't on it	3%
	I don't have enough people "following" me and reading my posts to bother	4%
	I don't have time	19%
	I don't find it that interesting or useful	30%
	Privacy concerns – I don't want to share my information or personal comments with strangers	16%
	Not allowed to because of my job	2%
	I use a different social/messaging service	6%
	I'm afraid my account will get hacked and used without my knowledge	4%
	None of these	13%
	Total	779
TM1435Y18 - How much, if at all, should the government regulate how companies use your personal information?	Regulate more	46%
	Regulate less	17%
	Regulate about the same	20%
	Don't know	18%
	Total	2237
TM1436Y18 - Social media companies sometimes use your personal information/search history to send 'targeted'	They're better than regular advertisements	21%
	They're worse than regular advertisements	41%



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advertisements. What is your opinion of targeted advertisements?	No opinion	31%
	Don't Know	8%
	Total	2237
TM1437Y18 - Would you like to see more or less targeted advertising in the future?	More targeted advertising	9%
	Less targeted advertising	63%
	No change	21%
	Don't Know	8%
	Total	2237
TM1438Y18_1 - How much, if at all, do you trust... Apple to obey laws that protect your personal information?	Trust a lot	25%
	Trust a little	28%
	Do not trust very much	15%
	Do not trust at all	16%
	Don't know	16%
	Total	2237
TM1438Y18_2 - How much, if at all, do you trust... Google to obey laws that protect your personal information?	Trust a lot	28%
	Trust a little	34%
	Do not trust very much	15%
	Do not trust at all	14%
	Don't know	9%
	Total	2237
TM1438Y18_3 - How much, if at all, do you trust... Amazon to obey laws that protect your personal information?	Trust a lot	34%
	Trust a little	32%
	Do not trust very much	12%
	Do not trust at all	12%
	Don't know	10%
	Total	2237
TM1438Y18_4 - How much, if at all, do you trust... Microsoft to obey laws that protect your personal information?	Trust a lot	26%
	Trust a little	34%
	Do not trust very much	14%
	Do not trust at all	14%
	Don't know	12%
	Total	2237
TM1438Y18_5 - How much, if at all, do you trust... Facebook to obey laws that protect your personal information?	Trust a lot	13%
	Trust a little	28%
	Do not trust very much	24%



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	Do not trust at all	27%
	Don't know	9%
	Total	2237
TM1438Y18_6 - How much, if at all, do you trust... Yahoo! to obey laws that protect your personal information?	Trust a lot	15%
	Trust a little	33%
	Do not trust very much	19%
	Do not trust at all	18%
	Don't know	16%
	Total	2237
	TM1175Y17_1 - In the last month, have you done any of the following to protect your privacy? Have you... Changed your primary internet browsers to protect your privacy?	No
Yes		10%
Total		2237
TM1175Y17_2 - In the last month, have you done any of the following to protect your privacy? Have you... Switched to 'private mode' on your browser to protect your privacy?	No	78%
	Yes	22%
	Total	2237
TM1175Y17_3 - In the last month, have you done any of the following to protect your privacy? Have you... Changed your user ID on Facebook, Twitter or other social media networks to protect your privacy?	No	86%
	Yes	14%
	Total	2237
TM1175Y17_4 - In the last month, have you done any of the following to protect your privacy? Have you... Started using a specialized privacy-oriented communication service like Signal, WhatsApp, Wickr or Confide to protect your privacy?	No	96%
	Yes	4%
	Total	2237



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TM1175Y17_5 - In the last month, have you done any of the following to protect your privacy? Have you... Unplugged your smart TV or other online-connected devices when you're not using them to protect your privacy?	No	90%
	Yes	10%
	Total	2237
TM1175Y17_6 - In the last month, have you done any of the following to protect your privacy? Have you... Placed tape over the camera on your computer, phone, or smart device when you're not using them to protect your privacy?	No	83%
	Yes	17%
	Total	2237
TM1175Y17_7 - In the last month, have you done any of the following to protect your privacy? Have you... Traded-in your smart TV or other online devices for simpler replacements to protect your privacy?	No	97%
	Yes	3%
	Total	2237
TM1175Y17_8 - In the last month, have you done any of the following to protect your privacy? Have you... Done other things to protect your privacy?	No	94%
	Yes	6%
	Total	2237
TM1175Y17_9 - In the last month, have you done any of the following to protect your privacy? Have you... Done none of these to protect your privacy?	No	48%
	Yes	52%
	Total	2237



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How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter θ , 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 θ . This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian ¹ 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 θ 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 ϑ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for ϑ 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 weighting²

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