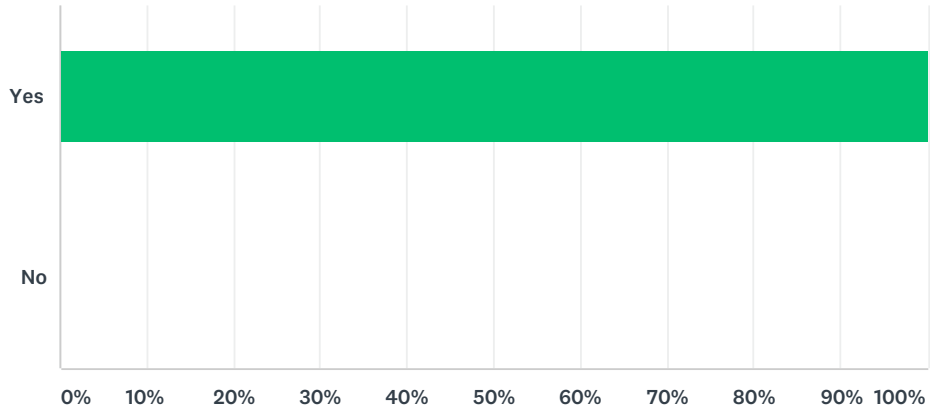


# Q1 Do you use Facebook?

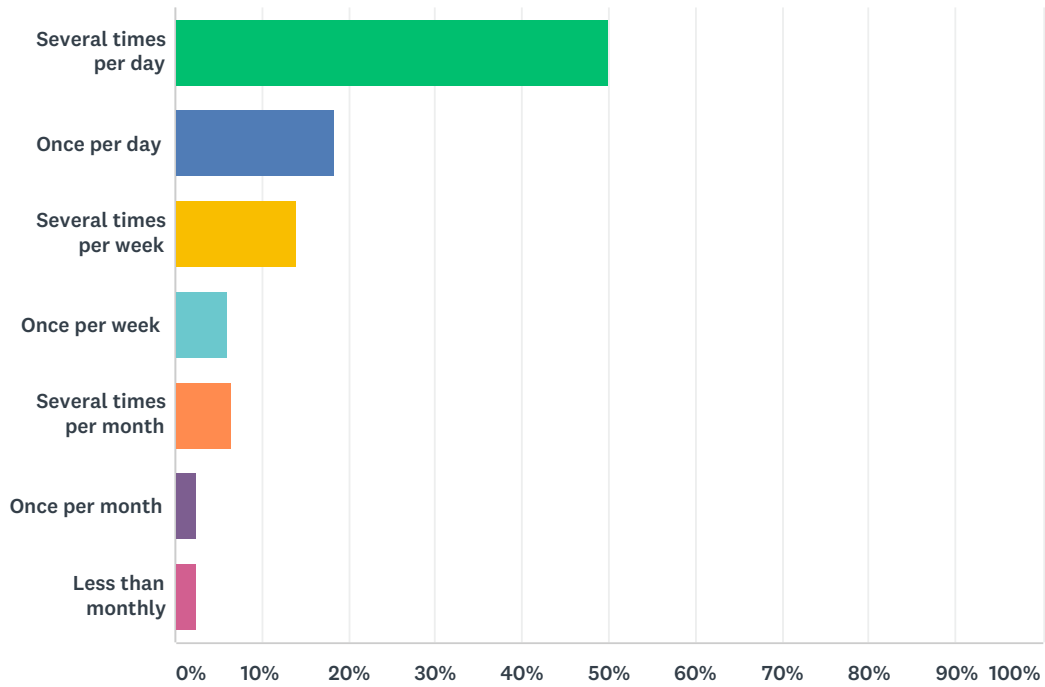
Answered: 659 Skipped: 0



| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| Yes            | 100.00%   | 659 |
| No             | 0.00%     | 0   |
| TOTAL          |           | 659 |

## Q2 How often do you use Facebook?

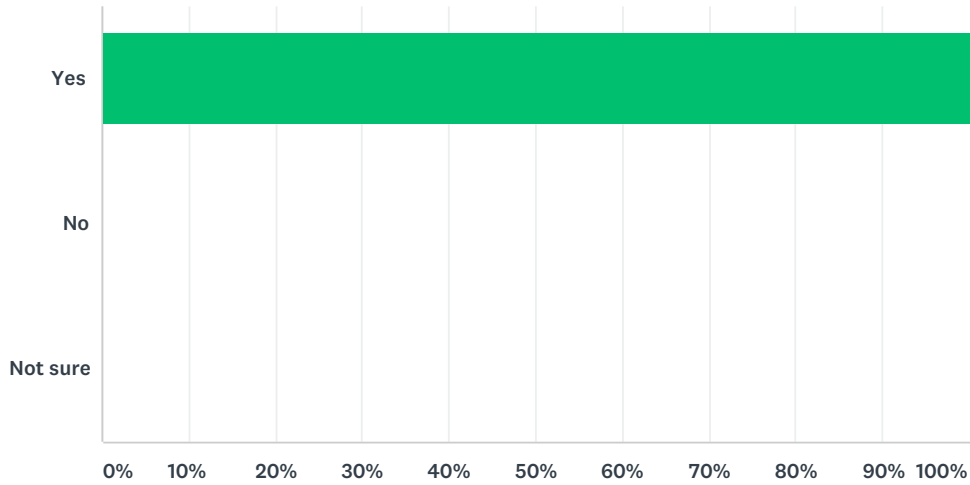
Answered: 659 Skipped: 0



| ANSWER CHOICES          | RESPONSES |            |
|-------------------------|-----------|------------|
| Several times per day   | 49.92%    | 329        |
| Once per day            | 18.36%    | 121        |
| Several times per week  | 14.11%    | 93         |
| Once per week           | 6.07%     | 40         |
| Several times per month | 6.53%     | 43         |
| Once per month          | 2.58%     | 17         |
| Less than monthly       | 2.43%     | 16         |
| <b>TOTAL</b>            |           | <b>659</b> |

Q3 Prior to today, have you heard the news stories about Cambridge Analytica, a political data firm hired by President Trump's 2016 election campaign, which gained access to private information on more than 50 million Facebook users?

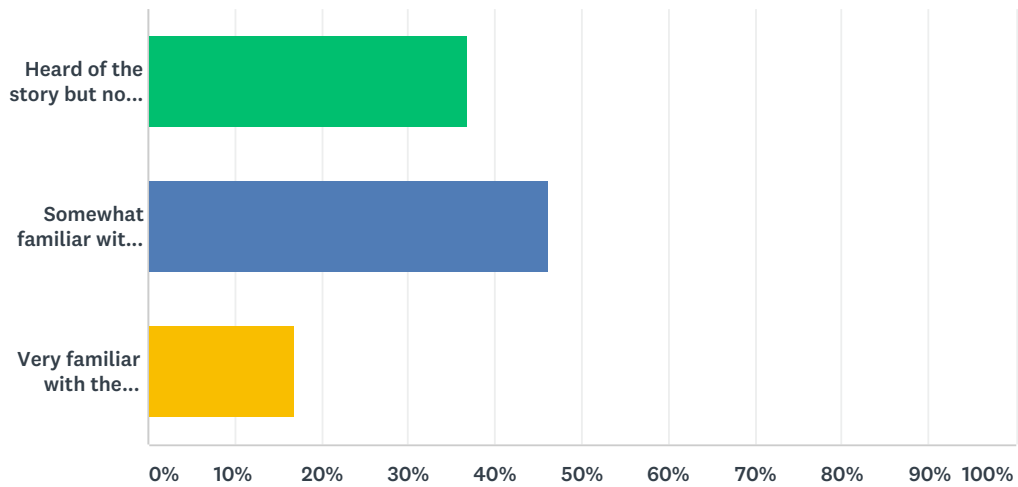
Answered: 659 Skipped: 0



| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| Yes            | 100.00%   | 659 |
| No             | 0.00%     | 0   |
| Not sure       | 0.00%     | 0   |
| TOTAL          |           | 659 |

## Q4 How familiar are you with the details of how Cambridge Analytica collected the Facebook user data and how it was used?

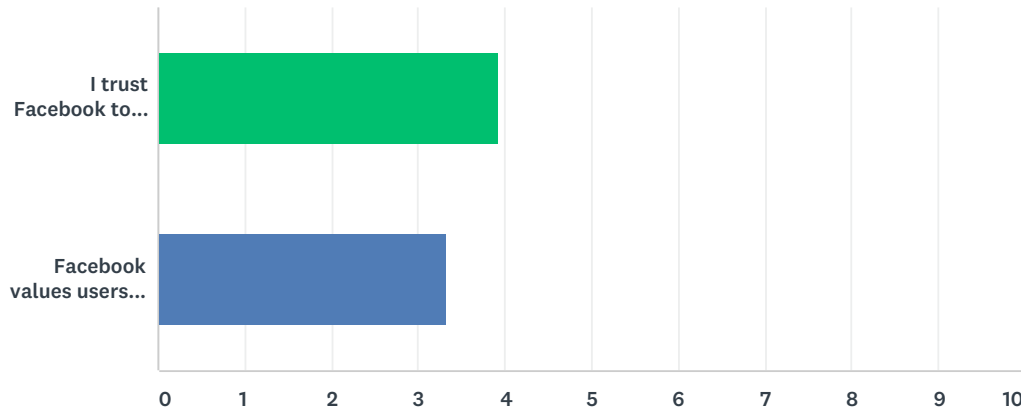
Answered: 659 Skipped: 0



| ANSWER CHOICES                                       | RESPONSES |     |
|--|-----------|-----|
| Heard of the story but not familiar with the details | 36.87%    | 243 |
| Somewhat familiar with the details                   | 46.13%    | 304 |
| Very familiar with the details                       | 17.00%    | 112 |
| TOTAL  |           | 659 |

## Q5 How much do you agree with the following statements?

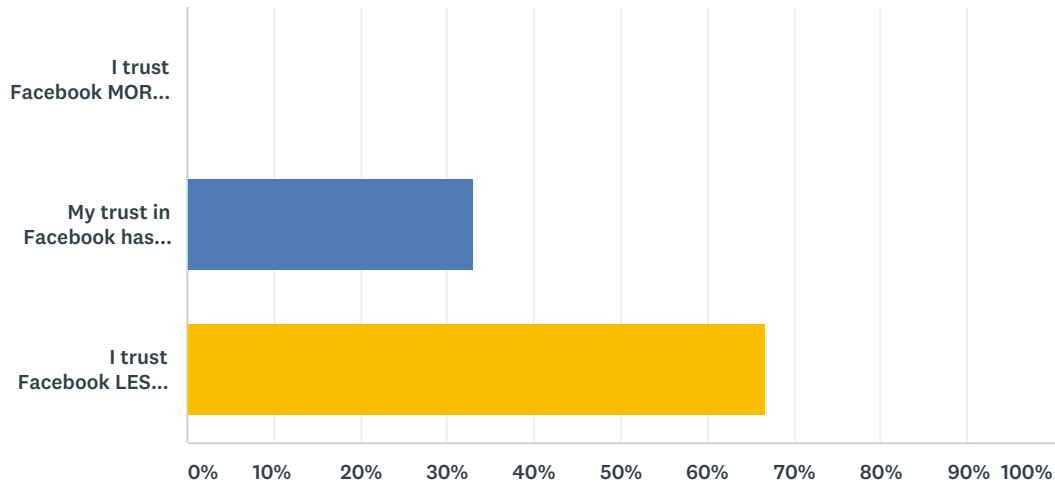
Answered: 659 Skipped: 0



|   | AGREE COMPLETELY | AGREE SOMEWHAT | NEURAL        | DISAGREE SOMEWHAT | DISAGREE COMPLETELY | TOTAL | WEIGHTED AVERAGE |
|---|------------------|----------------|---------------|-------------------|---------------------|-------|------------------|
| I trust Facebook to keep my personal information safe | 2.73%<br>18      | 10.32%<br>68   | 15.48%<br>102 | 33.38%<br>220     | 38.09%<br>251       | 659   | 3.94             |
| Facebook values users like me                         | 5.92%<br>39      | 22.91%<br>151  | 25.34%<br>167 | 24.13%<br>159     | 21.70%<br>143       | 659   | 3.33             |

# Q6 Has hearing about Cambridge Analytica collecting Facebook user data affected your trust in Facebook?

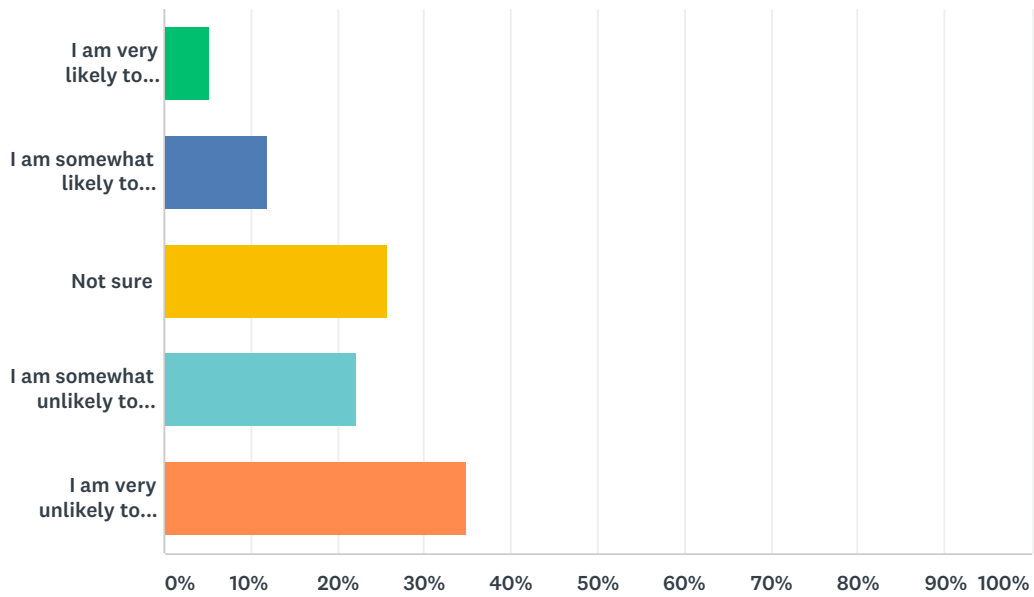
Answered: 659 Skipped: 0



| ANSWER CHOICES  | RESPONSES |     |
|---|-----------|-----|
| I trust Facebook MORE than I did before hearing about Cambridge Analytica | 0.15%     | 1   |
| My trust in Facebook has remained the same                                | 33.08%    | 218 |
| I trust Facebook LESS than I did before hearing about Cambridge Analytica | 66.77%    | 440 |
| TOTAL   |           | 659 |

## Q7 How likely are you to delete your Facebook account because of the Cambridge Analytica news stories?

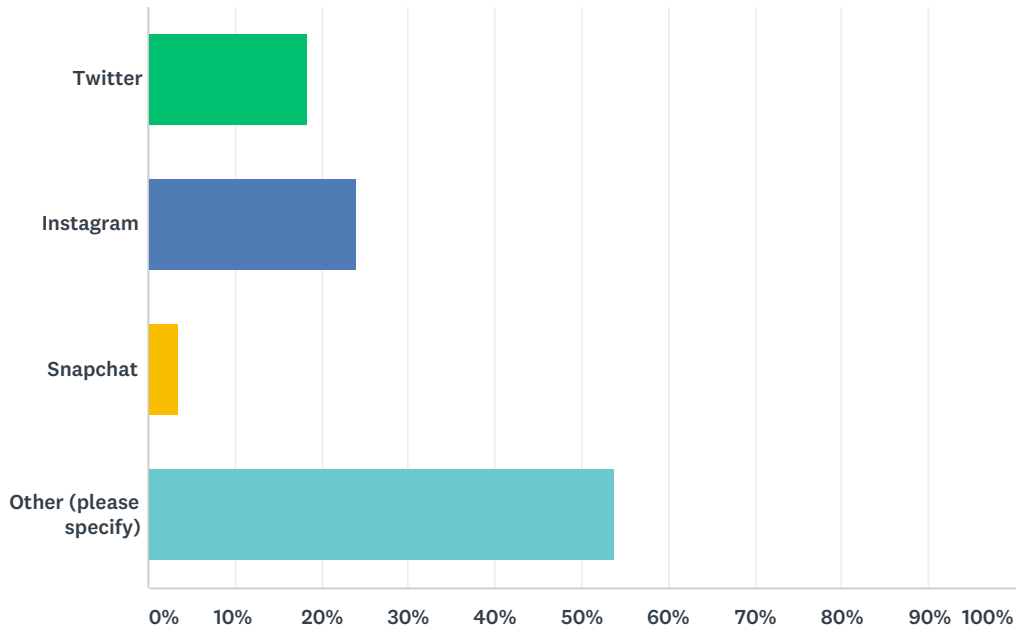
Answered: 659 Skipped: 0



| ANSWER CHOICES                              | RESPONSES |     |
|---|-----------|-----|
| I am very likely to delete my account       | 5.16%     | 34  |
| I am somewhat likely to delete my account   | 11.99%    | 79  |
| Not sure                                    | 25.80%    | 170 |
| I am somewhat unlikely to delete my account | 22.15%    | 146 |
| I am very unlikely to delete my account     | 34.90%    | 230 |
| TOTAL                                       |           | 659 |

### Q8 If you were to delete your Facebook account, what social media channel would you primarily use instead?

Answered: 659 Skipped: 0

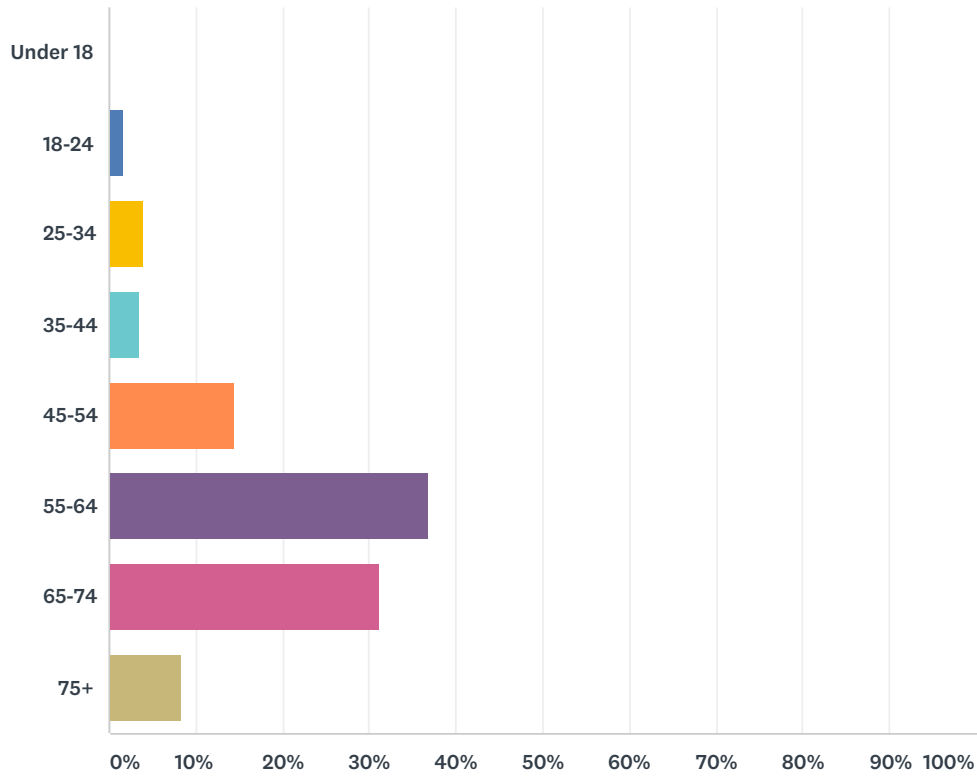


| ANSWER CHOICES         | RESPONSES |            |
|------------------------|-----------|------------|
| Twitter                | 18.51%    | 122        |
| Instagram              | 24.13%    | 159        |
| Snapchat               | 3.49%     | 23         |
| Other (please specify) | 53.87%    | 355        |
| <b>TOTAL</b>           |           | <b>659</b> |



## Q9 Which of the following best describes your age?

Answered: 659 Skipped: 0



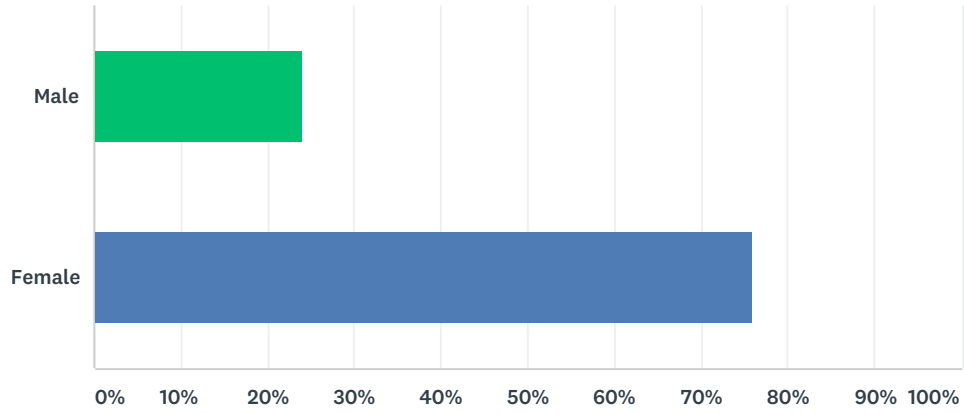
| ANSWER CHOICES | RESPONSES |            |
|----------------|-----------|------------|
| Under 18       | 0.00%     | 0          |
| 18-24          | 1.67%     | 11         |
| 25-34          | 3.95%     | 26         |
| 35-44          | 3.64%     | 24         |
| 45-54          | 14.42%    | 95         |
| 55-64          | 36.72%    | 242        |
| 65-74          | 31.26%    | 206        |
| 75+            | 8.35%     | 55         |
| <b>TOTAL</b>   |           | <b>659</b> |

## Q10 Age

Answered: 659 Skipped: 0

## Q11 Gender

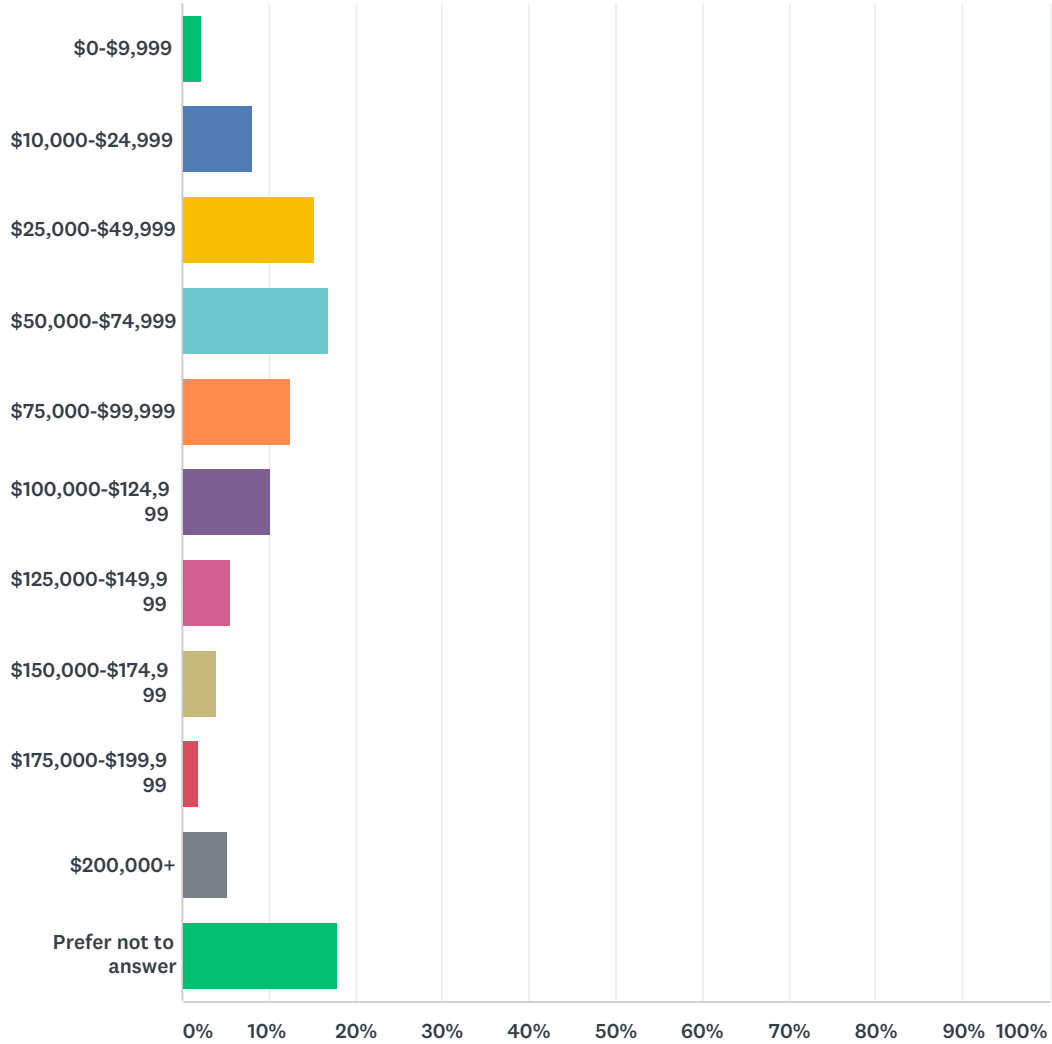
Answered: 659 Skipped: 0



| ANSWER CHOICES | RESPONSES |     |
|----------------|-----------|-----|
| Male           | 23.98%    | 158 |
| Female         | 76.02%    | 501 |
| TOTAL          |           | 659 |

## Q12 Household Income

Answered: 659 Skipped: 0



| ANSWER CHOICES      | RESPONSES |     |
|---------------------|-----------|-----|
| \$0-\$9,999         | 2.28%     | 15  |
| \$10,000-\$24,999   | 8.19%     | 54  |
| \$25,000-\$49,999   | 15.17%    | 100 |
| \$50,000-\$74,999   | 17.00%    | 112 |
| \$75,000-\$99,999   | 12.59%    | 83  |
| \$100,000-\$124,999 | 10.17%    | 67  |
| \$125,000-\$149,999 | 5.61%     | 37  |
| \$150,000-\$174,999 | 3.95%     | 26  |
| \$175,000-\$199,999 | 1.82%     | 12  |
| \$200,000+          | 5.16%     | 34  |

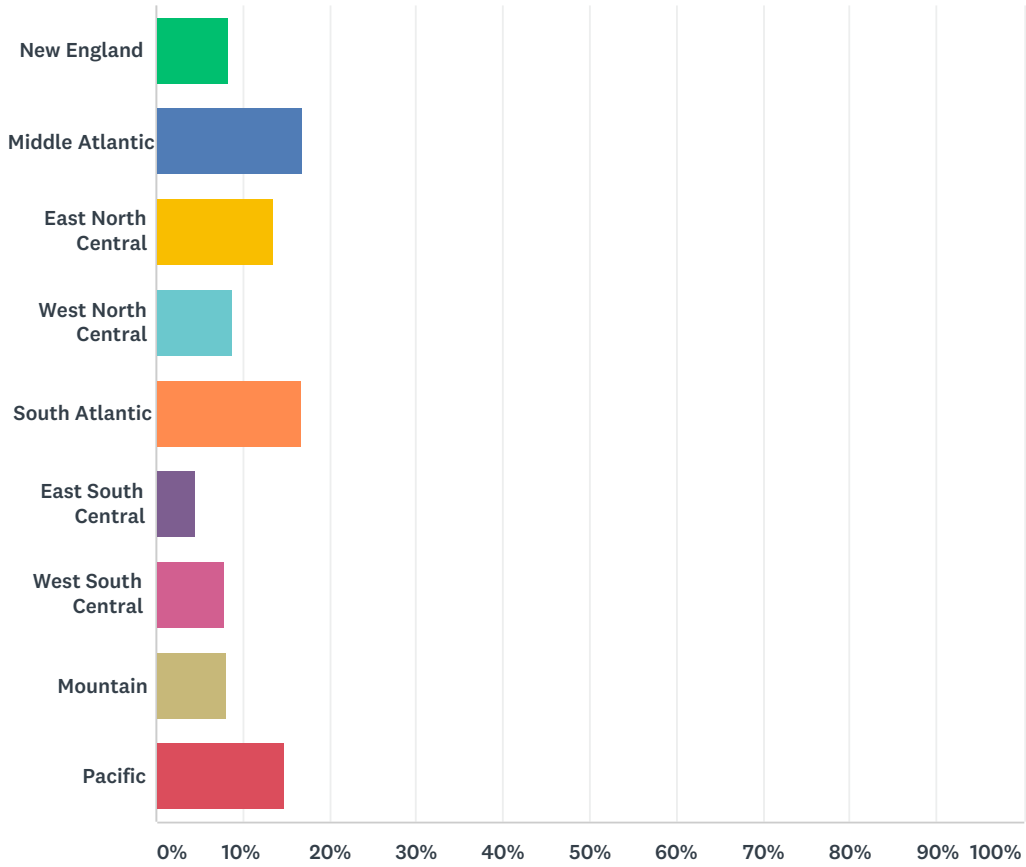
## Social Media Survey

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|                      |        |     |
|----------------------|--------|-----|
| Prefer not to answer | 18.06% | 119 |
| TOTAL                |        | 659 |

## Q13 Region

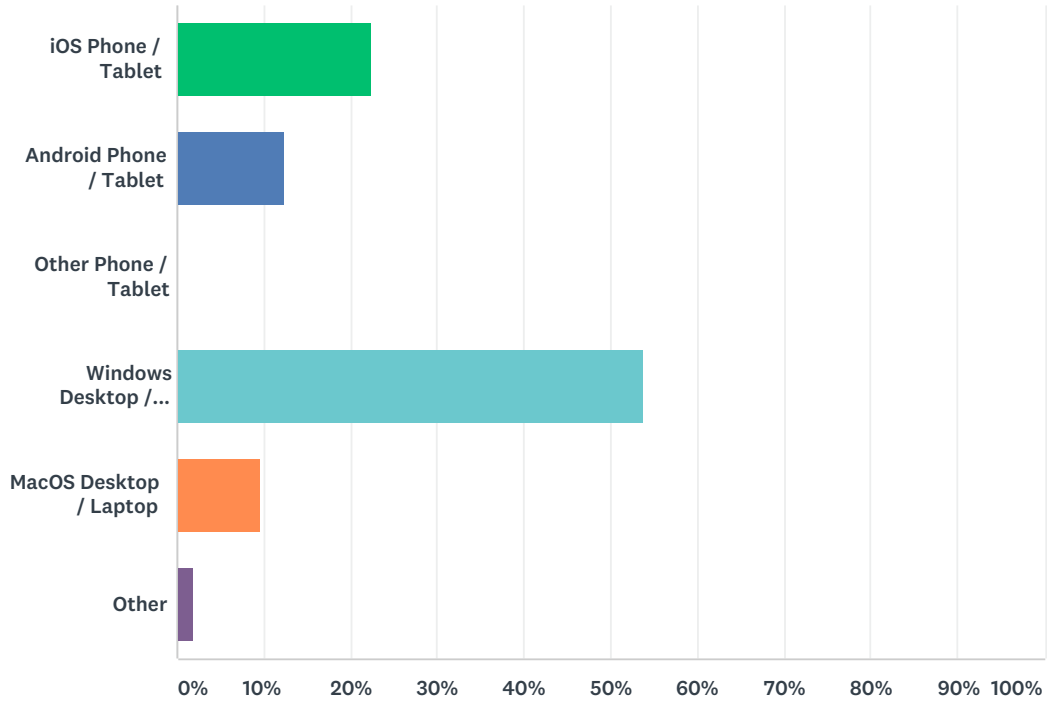
Answered: 656 Skipped: 3



| ANSWER CHOICES     | RESPONSES |            |
|--------------------|-----------|------------|
| New England        | 8.38%     | 55         |
| Middle Atlantic    | 16.92%    | 111        |
| East North Central | 13.57%    | 89         |
| West North Central | 8.84%     | 58         |
| South Atlantic     | 16.77%    | 110        |
| East South Central | 4.57%     | 30         |
| West South Central | 7.93%     | 52         |
| Mountain           | 8.08%     | 53         |
| Pacific            | 14.94%    | 98         |
| <b>TOTAL</b>       |           | <b>656</b> |

## Q14 Device Type

Answered: 659 Skipped: 0



| ANSWER CHOICES           | RESPONSES |            |
|--------------------------|-----------|------------|
| iOS Phone / Tablet       | 22.31%    | 147        |
| Android Phone / Tablet   | 12.44%    | 82         |
| Other Phone / Tablet     | 0.00%     | 0          |
| Windows Desktop / Laptop | 53.72%    | 354        |
| MacOS Desktop / Laptop   | 9.56%     | 63         |
| Other                    | 1.97%     | 13         |
| <b>TOTAL</b>             |           | <b>659</b> |