

CA/ Facebook Quickie
ONLINE Fieldwork: 26th - 27th March 2018

Absolutes/col percents

Table 1
Q.8b And what concerns you most?
Base: All respondents

	<u>Total</u>
Unweighted base	2068
Weighted base	2068
NET: Any concerns	1829 88%
That there seemed to be little effective regulation of what Facebook or Cambridge Analytica were doing with people's information	488 24%
That people's personality and beliefs were given to a third party without their consent/ permission	366 18%
That Facebook did not check what the third party was going to do with the information	290 14%
That information about friends of Facebook users who took the quiz were given to a third party	141 7%
That it took so long for this story to come out	132 6%
That the third party made money out of using information about people's personality and beliefs	131 6%

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Table 1
Q.8b And what concerns you most?
Base: All respondents

	<u>Total</u>
Weighted base	2068
That the third party is alleged to have used information about people's personality and beliefs for political purposes	130 6%
That information about people's personality and beliefs was used to tailor and target unsolicited campaign messages	110 5%
That the predictions on personality may be inaccurate	34 2%
Other	8 *
None	239 12%

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Table 2

Q.8b And what concerns you most?**Base: All respondents who expressed any concerns**

	<u>Total</u>
Unweighted base	1837
Weighted base	1842
NET: Any concerns	1829 99%
That there seemed to be little effective regulation of what Facebook or Cambridge Analytica were doing with people's information	488 26%
That people's personality and beliefs were given to a third party without their consent/ permission	366 20%
That Facebook did not check what the third party was going to do with the information	290 16%
That information about friends of Facebook users who took the quiz were given to a third party	141 8%
That it took so long for this story to come out	132 7%
That the third party made money out of using information about people's personality and beliefs	131 7%

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Table 2
Q.8b And what concerns you most?
Base: All respondents who expressed any concerns

	<u>Total</u>
Weighted base	1842
That the third party is alleged to have used information about people's personality and beliefs for political purposes	130 7%
That information about people's personality and beliefs was used to tailor and target unsolicited campaign messages	110 6%
That the predictions on personality may be inaccurate	34 2%
Other	8 *
None	13 1%

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Table 3
Q.10 And do you use Facebook more or less now, than before the Cambridge Analytica/Facebook news story broke, or has it made no difference to how often you use Facebook?
Base: All respondents who use Facebook

	<u>Total</u>
Unweighted base	1666
Weighted base	1659
NET: A lot/ little more	78 5%
A lot more	30 2%
A little more	48 3%
My use hasn't changed	1207 73%
A little less	234 14%
A lot less	111 7%
NET: A lot/ little less	344 21%
Don't know	30 2%
NET: More	-266 -16%

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Table 4

Q.11 And which of the following, if any, have you thought about doing or done on Facebook since the Cambridge Analytica/Facebook news story broke?

Summary Table

Base: All respondents who use Facebook

	Actions									
	Changed your privacy settings in Facebook	Restricted permissions on what information the Facebook app and platform can access on my devices	Restricted / decreased number of status updates and comments	Restricted / decreased number of likes	Restricted / decreased number of shares	Restricted / decreased number of photos posted	Restricted / decreased tagging	Restricted / decreased sharing location	Avoided or stopped taking part in quizzes	Deactivated / deleted your Facebook account
Unweighted base	1666	1666	1666	1666	1666	1666	1666	1666	1666	1666
Weighted base	1659	1659	1659	1659	1659	1659	1659	1659	1659	1659
Thought about it, but didn't do it	263 16%	246 15%	155 9%	166 10%	154 9%	161 10%	137 8%	175 11%	117 7%	398 24%
Thought about it and did this	557 34%	545 33%	424 26%	378 23%	388 23%	370 22%	338 20%	431 26%	448 27%	101 6%
Didn't think about it at all	631 38%	644 39%	737 44%	830 50%	737 44%	708 43%	686 41%	586 35%	514 31%	991 60%
Not applicable/It's not relevant to me	209 13%	225 14%	344 21%	285 17%	380 23%	420 25%	499 30%	467 28%	581 35%	170 10%

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Table 5

Q.11 And which of the following, if any, have you thought about doing or done on Facebook since the Cambridge Analytica/Facebook news story broke?

NET: Thought about it and did it

Base: All respondents who use Facebook

	<u>Total</u>
Unweighted base	1666
Weighted base	1659
NET: Any	905 55%
Changed your privacy settings in Facebook	557 34%
Restricted permissions on what information the Facebook app and platform can access on my devices	545 33%
Avoided or stopped taking part in quizzes	448 27%
Restricted / decreased sharing location	431 26%
Restricted / decreased number of status updates and comments	424 26%
Restricted / decreased number of shares	388 23%
Restricted / decreased number of likes	378 23%
Restricted / decreased number of photos posted	370 22%
Restricted / decreased tagging	338 20%
Deactivated / deleted your Facebook account	101 6%

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Table 5

Q.11 And which of the following, if any, have you thought about doing or done on Facebook since the Cambridge Analytica/Facebook news story broke?**NET: Thought about it and did it****Base: All respondents who use Facebook**

	<u>Total</u>
Weighted base	1659
None	754 45%

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Table 6

Q.11 And which of the following, if any, have you thought about doing or done on Facebook since the Cambridge Analytica/Facebook news story broke?

Changed your privacy settings in Facebook

Base: All respondents who use Facebook

	<u>Total</u>
Unweighted base	1666
Weighted base	1659
Thought about it, but didn't do it	263 16%
Thought about it and did this	557 34%
Didn't think about it at all	631 38%
Not applicable/It's not relevant to me	209 13%

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Table 7

**Q.11 And which of the following, if any, have you thought about doing or done on Facebook since the Cambridge Analytica/Facebook news story broke?
 Restricted permissions on what information the Facebook app and platform can access on my devices**

Base: All respondents who use Facebook

	<u>Total</u>
Unweighted base	1666
Weighted base	1659
Thought about it, but didn't do it	246 15%
Thought about it and did this	545 33%
Didn't think about it at all	644 39%
Not applicable/It's not relevant to me	225 14%

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Table 8

Q.11 And which of the following, if any, have you thought about doing or done on Facebook since the Cambridge Analytica/Facebook news story broke?

Restricted / decreased number of status updates and comments

Base: All respondents who use Facebook

	<u>Total</u>
Unweighted base	1666
Weighted base	1659
Thought about it, but didn't do it	155 9%
Thought about it and did this	424 26%
Didn't think about it at all	737 44%
Not applicable/It's not relevant to me	344 21%

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Table 9

Q.11 And which of the following, if any, have you thought about doing or done on Facebook since the Cambridge Analytica/Facebook news story broke?

Restricted / decreased number of likes

Base: All respondents who use Facebook

	<u>Total</u>
Unweighted base	1666
Weighted base	1659
Thought about it, but didn't do it	166 10%
Thought about it and did this	378 23%
Didn't think about it at all	830 50%
Not applicable/It's not relevant to me	285 17%

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Table 10

Q.11 And which of the following, if any, have you thought about doing or done on Facebook since the Cambridge Analytica/Facebook news story broke?

Restricted / decreased number of shares

Base: All respondents who use Facebook

	<u>Total</u>
Unweighted base	1666
Weighted base	1659
Thought about it, but didn't do it	154 9%
Thought about it and did this	388 23%
Didn't think about it at all	737 44%
Not applicable/It's not relevant to me	380 23%

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Table 11

Q.11 And which of the following, if any, have you thought about doing or done on Facebook since the Cambridge Analytica/Facebook news story broke?

Restricted / decreased number of photos posted

Base: All respondents who use Facebook

	<u>Total</u>
Unweighted base	1666
Weighted base	1659
Thought about it, but didn't do it	161 10%
Thought about it and did this	370 22%
Didn't think about it at all	708 43%
Not applicable/It's not relevant to me	420 25%

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Table 12

Q.11 And which of the following, if any, have you thought about doing or done on Facebook since the Cambridge Analytica/Facebook news story broke?

Restricted / decreased tagging

Base: All respondents who use Facebook

	<u>Total</u>
Unweighted base	1666
Weighted base	1659
Thought about it, but didn't do it	137 8%
Thought about it and did this	338 20%
Didn't think about it at all	686 41%
Not applicable/It's not relevant to me	499 30%

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Table 13

Q.11 And which of the following, if any, have you thought about doing or done on Facebook since the Cambridge Analytica/Facebook news story broke?

Restricted / decreased sharing location

Base: All respondents who use Facebook

	<u>Total</u>
Unweighted base	1666
Weighted base	1659
Thought about it, but didn't do it	175 11%
Thought about it and did this	431 26%
Didn't think about it at all	586 35%
Not applicable/It's not relevant to me	467 28%

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Table 14

Q.11 And which of the following, if any, have you thought about doing or done on Facebook since the Cambridge Analytica/Facebook news story broke?

Avoided or stopped taking part in quizzes

Base: All respondents who use Facebook

	<u>Total</u>
Unweighted base	1666
Weighted base	1659
Thought about it, but didn't do it	117 7%
Thought about it and did this	448 27%
Didn't think about it at all	514 31%
Not applicable/It's not relevant to me	581 35%

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Table 15

Q.11 And which of the following, if any, have you thought about doing or done on Facebook since the Cambridge Analytica/Facebook news story broke?

Deactivated / deleted your Facebook account

Base: All respondents who use Facebook

	<u>Total</u>
Unweighted base	1666
Weighted base	1659
Thought about it, but didn't do it	398 24%
Thought about it and did this	101 6%
Didn't think about it at all	991 60%
Not applicable/It's not relevant to me	170 10%

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Table 16

Q.12 Why didn't you take any action, even though you are concerned about what organisations can do with information about your personality and beliefs?

Base: All respondents who use Facebook and were concerned about the news but didn't take any action

	<u>Total</u>
Unweighted base	541
Weighted base	541
NET: Any reasons	516 95%
My Facebook activity is minimal anyway	297 55%
I still want to use Facebook/have access to it	188 35%
I had already restricted permissions	168 31%
I was not bothered enough to take action	106 20%
It's too late to do anything now as they already have information about me	97 18%
Facebook is one of the best ways to keep in contact with my social network	96 18%
I had already changed my privacy settings	91 17%
There is nothing I can do to change what Facebook does with information about me	69 13%
I trust Facebook to make things right	52 10%
I didn't know how to change privacy settings	38 7%
It is a one-off accident and I don't think it will happen again	22 4%

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Table 16

Q.12 Why didn't you take any action, even though you are concerned about what organisations can do with information about your personality and beliefs?

Base: All respondents who use Facebook and were concerned about the news but didn't take any action

	<u>Total</u>
Weighted base	541
I didn't know how to delete my account	10 2%
Other	15 3%
Don't know	26 5%
NET: 1 reason only	176 33%
NET: 2-4 reasons	296 55%
NET: 5-9 reasons	44 8%