

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 1

**Q1. Have you seen read or heard anything about a social media company in the news in the past week?**

**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
NET: Social media company	1416	746	670	125	220	221	258	229	363	411	405	274	326	112	56	159	107	131	104	72	142	210	207	117	215	588
	70%	76%	65%	55%	63%	68%	72%	77%	78%	76%	72%	66%	65%	63%	66%	69%	63%	72%	69%	72%	73%	78%	74%	66%	67%	70%
Facebook	1404	746	658	119	217	218	258	229	363	408	402	271	323	112	56	155	107	131	103	69	142	208	206	116	209	584
	70%	76%	64%	53%	63%	67%	72%	77%	78%	76%	71%	65%	65%	63%	66%	67%	63%	72%	68%	68%	73%	78%	74%	65%	65%	70%
Other social media company	18	4	14	7	3	5	2	*	1	4	4	3	6	-	-	7	-	1	1	4	-	2	1	1	6	6
	1%	*	1%	3%	1%	2%	*	*	*	1%	1%	1%	1%	-	-	3%	-	1%	1%	3%	-	1%	1%	1%	2%	1%
NET: Seen, read, heard	1232	645	588	121	192	200	219	188	313	369	370	233	260	84	45	137	94	113	91	69	127	184	181	109	193	511
	61%	66%	57%	53%	55%	62%	61%	63%	67%	68%	66%	56%	52%	47%	54%	59%	55%	62%	60%	68%	66%	68%	64%	61%	60%	61%
Data breach/ data compromised on Facebook	147	80	66	8	29	25	23	25	36	38	47	24	38	10	3	11	8	17	9	9	14	14	31	21	27	62
	7%	8%	6%	4%	8%	8%	7%	8%	8%	7%	8%	6%	8%	6%	4%	5%	5%	9%	6%	9%	7%	5%	11%	12%	8%	7%
Facebook sharing user information to be leaked to third parties/ Cambridge Analytica for their use	126	56	69	10	20	15	23	23	34	36	48	21	21	12	5	15	11	7	14	8	16	16	11	12	23	41
	6%	6%	7%	4%	6%	5%	6%	8%	7%	7%	9%	5%	4%	7%	5%	6%	7%	4%	9%	8%	8%	6%	4%	7%	7%	5%
Facebook selling user information to be leaked to third parties/ Cambridge Analytica for their use	116	60	56	17	14	18	20	16	31	35	33	25	22	4	5	21	8	14	7	3	10	17	16	11	21	44
	6%	6%	5%	7%	4%	5%	6%	5%	7%	7%	6%	6%	4%	2%	5%	9%	4%	8%	4%	3%	5%	6%	6%	6%	6%	5%
Facebook gathering personal information about its users	97	49	48	10	19	16	14	16	22	28	23	21	26	4	4	9	10	14	10	4	8	12	11	12	15	37
	5%	5%	5%	4%	6%	5%	4%	5%	5%	5%	4%	5%	5%	2%	4%	4%	6%	8%	7%	4%	4%	4%	4%	7%	5%	4%

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Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
Other mention of social media/ other companies involvement in elections/ voters are being influenced by social media/ other companies	74	43	31	10	11	17	11	9	17	28	27	10	10	7	5	7	8	7	1	2	10	9	14	4	14	33
	4%	4%	3%	4%	3%	5%	3%	3%	4%	5%	5%	2%	2%	4%	6%	3%	5%	4%	1%	2%	5%	3%	5%	2%	4%	4%
Facebook and Cambridge Analytica/ Facebook's involvement with Cambridge Analytica	70	31	38	9	10	9	14	11	17	24	27	9	9	4	2	8	8	3	6	4	8	9	10	8	11	27
	3%	3%	4%	4%	3%	3%	4%	4%	4%	4%	5%	2%	2%	2%	3%	3%	5%	2%	4%	4%	4%	3%	4%	5%	3%	3%
Facebook misusing the data of its users	70	46	24	5	14	12	15	5	19	28	13	8	20	4	3	8	8	8	5	-	4	11	12	7	9	30
	3%	5%	2%	2%	4%	4%	4%	2%	4%	5%	2%	2%	4%	2%	3%	3%	5%	5%	3%	-	2%	4%	4%	4%	3%	4%
Users data was shared without consent	59	29	30	7	14	4	10	13	12	23	24	6	7	2	3	7	5	5	3	3	6	5	14	5	9	23
	3%	3%	3%	3%	4%	1%	3%	4%	3%	4%	4%	1%	1%	1%	4%	3%	3%	3%	2%	3%	3%	2%	5%	3%	3%	3%
Facebook using personal information of its users	58	26	32	2	12	10	14	7	14	11	19	15	13	4	-	5	9	6	3	6	7	2	12	4	11	25
	3%	3%	3%	1%	3%	3%	4%	2%	3%	2%	3%	4%	3%	2%	-	2%	5%	3%	2%	6%	4%	1%	4%	2%	3%	3%
Votes in U.S affairs/ presidential elections/ being influenced by Cambridge Analytica/ their use of Facebook data	56	26	30	6	8	9	9	14	11	15	23	9	10	1	2	6	6	7	9	3	5	5	7	5	9	23
	3%	3%	3%	3%	2%	3%	3%	5%	2%	3%	4%	2%	2%	1%	3%	3%	4%	4%	6%	3%	2%	2%	2%	3%	3%	3%
Mark Zuckerberg being summoned to parliament/ refusing to meet UK MPs	56	29	27	3	7	10	11	10	15	27	16	6	7	6	2	10	6	7	-	1	5	13	2	4	9	23
	3%	3%	3%	1%	2%	3%	3%	3%	3%	5%	3%	1%	1%	3%	2%	4%	4%	4%	-	1%	2%	5%	1%	2%	3%	3%

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	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
Weighted base	51	29	22	2	7	11	3	10	18	16	14	8	13	4	3	3	5	5	1	3	6	6	11	4	6	18
Cambridge Analytica accused of harvesting data/ gathering information from Facebook user accounts	3%	3%	2%	1%	2%	3%	1%	3%	4%	3%	2%	2%	3%	2%	3%	1%	3%	3%	1%	3%	3%	2%	4%	2%	2%	2%
Facebook not protecting its users privacy/ Facebook allowed companies access to user information	50	29	22	5	5	7	7	8	18	14	18	5	13	5	3	8	2	2	2	1	4	12	6	6	11	16
	2%	3%	2%	2%	2%	2%	2%	3%	4%	3%	3%	1%	3%	3%	3%	4%	1%	1%	1%	1%	2%	4%	2%	3%	3%	2%
Cambridge Analytica using data taken from Facebook/ Facebook user profiles	50	35	15	9	7	9	8	5	11	21	18	5	6	4	2	7	2	2	2	5	3	5	14	6	10	22
	2%	4%	1%	4%	2%	3%	2%	2%	2%	4%	3%	1%	1%	2%	3%	3%	1%	1%	1%	4%	2%	2%	5%	3%	3%	3%
Data/ data privacy scandal (non-specific)	47	31	17	4	10	13	10	4	7	19	10	8	11	1	2	3	2	4	9	-	5	10	6	3	10	25
	2%	3%	2%	2%	3%	4%	3%	1%	1%	4%	2%	2%	2%	1%	3%	1%	1%	2%	6%	-	3%	4%	2%	2%	3%	3%
Facebook allowing user information to be leaked to third parties/ Cambridge Analytica for their use	45	17	28	4	2	9	10	8	12	14	11	12	7	4	2	5	2	7	3	7	4	4	5	2	2	23
	2%	2%	3%	2%	1%	3%	3%	3%	2%	3%	2%	3%	1%	2%	3%	2%	1%	4%	2%	7%	2%	2%	2%	1%	1%	3%
Votes being influenced by Cambridge Analytica/ their use of Facebook data	44	29	15	9	5	5	8	1	15	19	18	4	3	5	4	3	6	3	-	2	4	8	5	4	6	17
	2%	3%	1%	4%	2%	2%	2%	1%	3%	3%	3%	1%	1%	3%	4%	1%	4%	1%	-	2%	2%	3%	2%	2%	2%	2%
Facebook allowing user information to be collected by third parties/ Cambridge Analytica for their use	39	19	20	5	2	5	6	11	10	7	13	6	13	4	2	1	3	4	5	1	4	8	4	4	5	12
	2%	2%	2%	2%	1%	2%	2%	4%	2%	1%	2%	2%	3%	2%	2%	*	2%	2%	3%	1%	2%	3%	1%	2%	2%	1%

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Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
Facebook and Cambridge Analytica scandal (non-specific)	36	22	13	5	13	5	*	5	7	9	15	6	6	2	1	6	2	2	1	3	2	5	10	1	7	17
	2%	2%	1%	2%	4%	1%	*	2%	2%	2%	3%	1%	1%	1%	2%	3%	1%	1%	1%	3%	1%	2%	4%	1%	2%	2%
Votes in UK affairs are being influenced by Cambridge Analytica/ their use of Facebook data	33	20	14	3	4	6	4	7	8	11	13	4	5	1	-	3	6	2	7	3	4	2	4	2	6	13
	2%	2%	1%	1%	1%	2%	1%	2%	2%	2%	2%	1%	1%	1%	-	1%	3%	1%	5%	3%	2%	1%	1%	1%	2%	1%
The information of 50 million Facebook users was harvested/ used	31	22	9	4	3	3	9	5	7	7	10	8	6	3	1	3	-	5	-	-	2	9	6	2	6	13
	2%	2%	1%	2%	1%	1%	2%	2%	2%	1%	2%	2%	1%	2%	1%	1%	-	3%	-	-	1%	3%	2%	1%	2%	2%
Data (non-specific)	31	17	14	5	11	4	5	4	2	7	10	10	5	3	-	5	1	5	1	2	6	8	-	-	8	14
	2%	2%	1%	2%	3%	1%	1%	1%	*	1%	2%	2%	1%	2%	-	2%	*	3%	1%	2%	3%	3%	-	-	2%	2%
Other mention of Mark Zuckerberg	30	7	23	3	7	3	5	4	8	8	7	6	9	1	2	1	1	2	1	2	2	9	6	3	8	7
	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%	*	3%	*	1%	1%	1%	2%	1%	3%	2%	1%	3%	1%
Involvement of another company/ what they have been doing (non-specific/ other)	27	18	9	*	8	5	4	5	6	8	8	7	5	3	-	5	1	-	4	1	3	2	7	1	4	12
	1%	2%	1%	*	2%	2%	1%	2%	1%	2%	1%	2%	1%	2%	-	2%	1%	-	3%	1%	2%	1%	2%	1%	1%	1%
Facebook using information of its users to influence people politically/ how they vote	27	13	15	3	3	4	2	5	9	11	6	4	6	2	2	2	-	3	1	2	4	4	6	2	*	13
	1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	2%	1%	-	1%	1%	2%	2%	2%	2%	1%	*	2%
Cambridge Analytica misuse of data taken from Facebook/ Facebook user profiles	27	21	5	*	6	4	3	5	8	14	4	4	5	1	1	4	4	3	*	2	4	3	3	2	6	8
	1%	2%	1%	*	2%	1%	1%	2%	2%	3%	1%	1%	1%	1%	1%	2%	2%	2%	*	2%	2%	1%	1%	1%	2%	1%
Facebook allowing companies to use its users information	26	11	15	5	4	1	5	2	9	7	8	7	4	1	2	1	4	4	2	-	2	6	3	2	3	13
	1%	1%	1%	2%	1%	*	1%	1%	2%	1%	1%	2%	1%	*	3%	*	2%	2%	1%	-	1%	2%	1%	1%	1%	2%

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Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
Other mention of number of accounts/users data breached	25	9	16	1	1	2	4	6	11	10	5	3	8	1	2	1	3	2	5	1	3	1	5	2	1	11
	1%	1%	2%	*	*	1%	1%	2%	2%	2%	1%	1%	2%	*	2%	1%	2%	1%	3%	1%	2%	1%	2%	1%	*	1%
Facebook influencing the results of U.S presidential election/ using the data of its users to influence the results of the U.S election	25	10	15	6	1	3	5	3	7	5	4	8	7	1	1	3	3	-	5	1	2	3	4	1	7	9
	1%	1%	1%	3%	*	1%	1%	1%	2%	1%	1%	2%	1%	1%	1%	2%	-	3%	1%	1%	1%	1%	1%	1%	2%	1%
Privacy (non-specific)	24	11	14	*	7	3	6	2	5	9	1	4	10	1	1	4	3	-	1	2	5	4	3	-	2	6
	1%	1%	1%	*	2%	1%	2%	1%	1%	2%	*	1%	2%	1%	1%	2%	-	1%	2%	2%	2%	2%	1%	-	*	1%
Data about users was being collected via an online quiz/ personality test/ survey/ app on Facebook	24	14	11	5	4	4	4	2	5	6	8	4	7	1	1	2	2	-	2	1	6	4	4	2	4	8
	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	3%	1%	2%	1%	1%	1%
Mark Zuckerberg (non-specific)	24	6	18	2	2	5	3	6	7	4	8	5	8	4	1	1	1	1	2	1	7	-	6	-	4	7
	1%	1%	2%	1%	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%	*	1%	1%	1%	1%	4%	-	2%	-	1%	1%
Cambridge Analytica (non-specific)	23	13	10	3	2	1	2	4	10	3	9	5	5	1	-	2	*	-	1	4	-	5	5	4	3	8
	1%	1%	1%	1%	1%	*	*	2%	2%	1%	2%	1%	1%	1%	-	1%	*	-	1%	4%	-	2%	2%	2%	1%	1%
Data/ protection of data/ security of personal information (non-specific)	22	5	16	6	1	1	7	4	4	3	5	9	4	2	1	1	2	1	2	-	1	9	3	-	1	10
	1%	1%	2%	3%	*	*	2%	1%	1%	1%	1%	2%	1%	1%	2%	1%	*	1%	1%	-	*	3%	1%	-	*	1%
Laws have been broken/ data has been used illegally	22	15	7	1	2	4	5	7	3	5	6	2	9	1	1	1	1	1	1	1	1	5	7	-	4	9
	1%	2%	1%	*	1%	1%	1%	2%	1%	1%	1%	*	2%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	-	1%	1%
Facebook is in trouble/ under fire/ being criticised/ investigated/ sued	18	6	12	1	4	3	4	3	4	7	6	3	3	1	-	2	2	2	1	2	3	2	3	2	3	8
	1%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	*	-	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%

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	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
Weighted base	18	11	7	2	2	3	4	3	4	6	3	2	7	-	1	-	3	4	2	1	1	3	1	3	-	9
Facebook share price is falling	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	-	2%	2%	1%	1%	1%	1%	*	2%	-	1%
Scandal (non-specific)	11	9	2	1	5	3	1	1	1	7	2	1	1	-	-	3	1	-	1	-	-	2	2	2	3	6
	1%	1%	*	*	2%	1%	*	*	*	1%	*	*	*	-	-	1%	1%	-	1%	-	-	1%	1%	1%	1%	1%
Other mention of Cambridge Analytica	11	6	5	-	1	2	-	2	5	2	3	3	2	-	-	-	2	1	-	2	-	2	2	-	5	
	1%	1%	*	-	*	1%	-	1%	1%	*	*	1%	1%	-	-	-	1%	1%	-	1%	-	1%	1%	-	1%	
Facebook denying knowledge of any wrongdoing/ that anything had occurred	10	7	3	2	1	1	1	3	3	2	3	3	1	1	1	1	-	-	2	2	2	2	-	1	2	
	*	1%	*	1%	*	*	*	1%	1%	*	1%	1%	*	*	1%	*	1%	-	-	2%	1%	1%	1%	-	*	*
Security (non-specific)	9	3	6	1	1	2	1	2	2	2	3	1	4	-	-	1	-	2	-	3	1	*	1	2	2	3
	*	*	1%	*	*	1%	*	1%	1%	*	*	*	1%	-	-	*	-	1%	-	2%	1%	*	*	1%	*	*
Mention of association of fake news with Facebook	8	5	3	-	1	2	1	1	4	3	2	1	3	-	1	1	2	1	-	-	-	3	-	1	-	4
	*	1%	*	-	*	1%	*	*	1%	1%	*	*	1%	-	1%	*	1%	*	-	-	-	1%	-	1%	-	*
Other answers	95	52	43	14	16	15	11	16	23	39	23	11	22	9	5	10	5	7	8	7	9	15	12	8	13	45
	5%	5%	4%	6%	5%	5%	3%	5%	5%	7%	4%	3%	4%	5%	6%	4%	3%	4%	5%	7%	4%	6%	4%	4%	4%	5%
Nothing	128	45	82	22	26	25	26	13	16	28	40	23	37	15	2	12	22	7	8	3	16	8	18	18	30	59
	6%	5%	8%	10%	7%	8%	7%	4%	3%	5%	7%	6%	7%	8%	3%	5%	13%	4%	5%	3%	8%	3%	6%	10%	9%	7%
Invalid - mention of media stories/ news	27	17	10	2	8	5	5	3	4	10	5	6	5	2	1	5	3	3	1	*	2	6	2	2	6	12
	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	*	*	1%	2%	1%	1%	2%	1%
Don't know/ nothing read or heard	396	153	243	70	86	69	61	42	68	73	96	103	124	45	22	52	37	39	34	21	29	37	46	32	64	158
	20%	16%	24%	31%	25%	21%	17%	14%	15%	13%	17%	25%	25%	25%	26%	23%	22%	21%	23%	21%	15%	14%	16%	18%	20%	19%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 2

**Q1. Have you seen read or heard anything about a social media company in the news in the past week?****Base: All respondents**

	Account With				Agree With Statements			Facebook Account		Reputation		
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
NET: Social media company	1416	1404	1111	576	415	845	432	309	216	310	243	981
	70%	100%	69%	73%	64%	72%	74%	71%	80%	80%	52%	75%
Facebook	1404	1404	1098	567	406	836	430	306	214	307	237	974
	70%	100%	69%	72%	63%	71%	74%	71%	79%	79%	51%	75%
Other social media company	18	6	17	15	12	11	5	5	3	4	7	9
	1%	*	1%	2%	2%	1%	1%	1%	1%	1%	1%	1%
NET: Seen, read, heard	1232	1175	978	508	370	759	385	277	192	267	196	881
	61%	84%	61%	65%	57%	65%	66%	64%	71%	69%	42%	67%
Data breach/ data compromised on Facebook	147	146	122	62	53	90	42	31	28	37	22	105
	7%	10%	8%	8%	8%	8%	7%	7%	10%	10%	5%	8%
Facebook sharing user information to be leaked to third parties/ Cambridge Analytica for their use	126	125	102	48	35	80	40	25	13	31	28	82
	6%	9%	6%	6%	5%	7%	7%	6%	5%	8%	6%	6%
Facebook selling user information to be leaked to third parties/ Cambridge Analytica for their use	116	116	88	50	40	72	34	23	24	30	10	84
	6%	8%	6%	6%	6%	6%	6%	5%	9%	8%	2%	6%
Facebook gathering personal information about its users	97	97	76	49	28	69	32	22	11	19	19	66
	5%	7%	5%	6%	4%	6%	5%	5%	4%	5%	4%	5%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 2

**Q1. Have you seen read or heard anything about a social media company in the news in the past week?****Base: All respondents**

	Account With					Agree With Statements			Facebook Account		Reputation	
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
Other mention of social media/ other companies involvement in elections/ voters are being influenced by social media/ other companies	74 4%	71 5%	56 3%	31 4%	24 4%	46 4%	18 3%	13 3%	9 3%	14 4%	13 3%	48 4%
Facebook and Cambridge Analytica/ Facebook's involvement with Cambridge Analytica	70 3%	69 5%	60 4%	38 5%	25 4%	47 4%	22 4%	19 4%	14 5%	17 4%	7 2%	60 5%
Facebook misusing the data of its users	70 3%	67 5%	52 3%	30 4%	19 3%	39 3%	23 4%	14 3%	11 4%	23 6%	4 1%	57 4%
Users data was shared without consent	59 3%	59 4%	48 3%	34 4%	15 2%	42 4%	25 4%	20 5%	12 4%	17 4%	6 1%	45 3%
Facebook using personal information of its users	58 3%	58 4%	40 3%	13 2%	14 2%	34 3%	16 3%	14 3%	10 4%	4 1%	12 3%	38 3%
Votes in U.S affairs/ presidential elections/ being influenced by Cambridge Analytica/ their use of Facebook data	56 3%	55 4%	49 3%	27 3%	18 3%	34 3%	25 4%	14 3%	11 4%	12 3%	7 1%	45 3%
Mark Zuckerberg being summoned to parliament/ refusing to meet UK MPS	56 3%	54 4%	43 3%	26 3%	13 2%	36 3%	20 3%	13 3%	9 3%	12 3%	8 2%	38 3%



## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 2

**Q1. Have you seen read or heard anything about a social media company in the news in the past week?**

**Base: All respondents**

	Account With					Agree With Statements			Facebook Account		Reputation	
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
Cambridge Analytica accused of harvesting data/ gathering information from Facebook user accounts	51 3%	50 4%	40 3%	22 3%	15 2%	32 3%	18 3%	16 4%	7 3%	9 2%	8 2%	42 3%
Facebook not protecting its users privacy/ Facebook allowed companies access to user information	50 2%	50 4%	40 3%	21 3%	13 2%	27 2%	13 2%	7 2%	10 4%	9 2%	7 2%	35 3%
Cambridge Analytica using data taken from Facebook/ Facebook user profiles	50 2%	50 4%	38 2%	25 3%	15 2%	30 3%	17 3%	14 3%	8 3%	10 3%	4 1%	40 3%
Data/ data privacy scandal (non-specific)	47 2%	45 3%	39 2%	19 2%	19 3%	24 2%	13 2%	8 2%	11 4%	8 2%	10 2%	32 2%
Facebook allowing user information to be leaked to third parties/ Cambridge Analytica for their use	45 2%	45 3%	37 2%	18 2%	13 2%	27 2%	18 3%	13 3%	3 1%	13 3%	5 1%	35 3%
Votes being influenced by Cambridge Analytica/ their use of Facebook data	44 2%	42 3%	34 2%	16 2%	16 3%	30 3%	9 2%	11 2%	6 2%	13 3%	2 *	37 3%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 2

**Q1. Have you seen read or heard anything about a social media company in the news in the past week?****Base: All respondents**

	Total	Account With				Agree With Statements			Facebook Account		Reputation	
		Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
Facebook allowing user information to be collected by third parties/ Cambridge Analytica for their use	39 2%	39 3%	32 2%	21 3%	16 2%	22 2%	17 3%	10 2%	9 3%	5 1%	2 *	30 2%
Facebook and Cambridge Analytica scandal (non-specific)	36 2%	36 3%	29 2%	17 2%	10 2%	22 2%	13 2%	12 3%	5 2%	7 2%	7 1%	25 2%
Votes in UK affairs are being influenced by Cambridge Analytica/ their use of Facebook data	33 2%	30 2%	29 2%	19 2%	11 2%	19 2%	12 2%	6 1%	10 4%	7 2%	3 1%	28 2%
The information of 50 million Facebook users was harvested/ used	31 2%	31 2%	22 1%	7 1%	9 1%	14 1%	11 2%	11 3%	3 1%	10 3%	2 *	26 2%
Data (non-specific)	31 2%	27 2%	22 1%	12 2%	14 2%	18 2%	7 1%	4 1%	2 1%	3 1%	9 2%	19 1%
Other mention of Mark Zuckerberg	30 1%	27 2%	24 1%	7 1%	9 1%	15 1%	9 2%	12 3%	4 2%	5 1%	5 1%	20 2%
Involvement of another company/ what they have been doing (non-specific/ other)	27 1%	26 2%	20 1%	13 2%	9 1%	16 1%	9 2%	7 2%	3 1%	5 1%	1 *	24 2%
Facebook using information of its users to influence people politically/ how they vote	27 1%	27 2%	23 1%	9 1%	6 1%	14 1%	5 1%	3 1%	3 1%	9 2%	1 *	23 2%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 2

**Q1. Have you seen read or heard anything about a social media company in the news in the past week?**

**Base: All respondents**

	Total	Seen/ heard anything about Facebook	Account With			Agree With Statements			Facebook Account		Reputation	
			Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
Cambridge Analytica misuse of data taken from Facebook/ Facebook user profiles	27 1%	27 2%	20 1%	14 2%	6 1%	14 1%	12 2%	6 1%	6 2%	4 1%	3 1%	20 2%
Facebook allowing companies to use its users information	26 1%	26 2%	21 1%	8 1%	7 1%	18 2%	7 1%	2 *	3 1%	7 2%	3 1%	19 1%
Other mention of number of accounts/ users data breached	25 1%	25 2%	17 1%	13 2%	5 1%	15 1%	7 1%	5 1%	3 1%	6 1%	4 1%	13 1%
Facebook influencing the results of U.S presidential election/ using the data of its users to influence the results of the U.S election	25 1%	25 2%	18 1%	10 1%	7 1%	17 1%	5 1%	1 *	2 1%	10 3%	2 *	19 1%
Privacy (non-specific)	24 1%	24 2%	20 1%	12 2%	10 2%	15 1%	7 1%	6 1%	2 1%	3 1%	7 1%	15 1%
Data about users was being collected via an online quiz/ personality test/ survey/ app on Facebook	24 1%	24 2%	21 1%	16 2%	14 2%	13 1%	9 2%	5 1%	7 2%	5 1%	2 1%	20 2%
Mark Zuckerberg (non-specific)	24 1%	22 2%	20 1%	12 1%	8 1%	15 1%	10 2%	7 2%	2 1%	5 1%	9 2%	13 1%
Cambridge Analytica (non-specific)	23 1%	9 1%	16 1%	8 1%	8 1%	12 1%	5 1%	4 1%	5 2%	6 2%	2 *	17 1%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 2

**Q1. Have you seen read or heard anything about a social media company in the news in the past week?****Base: All respondents**

	Account With					Agree With Statements			Facebook Account		Reputation	
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
Data/ protection of data/ security of personal information (non-specific)	22 1%	20 1%	20 1%	12 2%	6 1%	15 1%	11 2%	8 2%	2 1%	6 1%	7 1%	14 1%
Laws have been broken/ data has been used illegally	22 1%	22 2%	18 1%	6 1%	6 1%	12 1%	10 2%	6 1%	4 1%	3 1%	3 1%	18 1%
Facebook is in trouble/ under fire/ being criticised/ investigated/ sued	18 1%	18 1%	15 1%	4 1%	4 1%	10 1%	10 2%	8 2%	3 1%	4 1%	3 1%	15 1%
Facebook share price is falling	18 1%	18 1%	16 1%	9 1%	4 1%	11 1%	8 1%	6 2%	2 1%	6 1%	1 *	13 1%
Scandal (non-specific)	11 1%	11 1%	10 1%	3 *	4 1%	5 *	4 1%	5 1%	3 1%	3 1%	1 *	9 1%
Other mention of Cambridge Analytica	11 1%	10 1%	7 *	3 *	1 *	7 1%	6 1%	4 1%	- -	6 2%	- -	10 1%
Facebook denying knowledge of any wrongdoing/ that anything had occurred	10 *	10 1%	6 *	3 *	2 *	6 1%	3 1%	3 1%	- -	1 *	1 *	5 *
Security (non-specific)	9 *	7 1%	8 1%	5 1%	2 *	6 1%	4 1%	2 *	2 1%	1 *	4 1%	4 *
Mention of association of fake news with Facebook	8 *	8 1%	7 *	3 *	1 *	8 1%	2 *	2 1%	1 *	3 1%	3 1%	3 *
Other answers	95 5%	75 5%	80 5%	42 5%	26 4%	63 5%	32 5%	26 6%	18 7%	22 6%	18 4%	61 5%
Nothing	128 6%	- -	100 6%	44 6%	53 8%	61 5%	31 5%	24 5%	9 3%	18 5%	42 9%	71 5%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 2

**Q1. Have you seen read or heard anything about a social media company in the news in the past week?**

**Base: All respondents**

	Total	Seen/ heard anything about Facebook	Account With			Agree With Statements			Facebook Account		Reputation	
			Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
Invalid - mention of media stories/ news	27 1%	-	26 2%	14 2%	14 2%	16 1%	16 3%	12 3%	8 3%	5 1%	14 3%	12 1%
Don't know/ nothing read or heard	396 20%	-	324 20%	136 17%	142 22%	220 19%	91 16%	78 18%	30 11%	45 12%	160 34%	203 16%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 3

**Q2. From everything you've read and heard and experienced, please rate Facebook on a scale of 0 to 10 where 0 means you view them very unfavourably, 10 means you view them very favourably.**

**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832	
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840	
Very favourably	(10)	66 3%	22 2%	44 4%	10 4%	20 6%	13 4%	16 4%	3 1%	5 1%	9 2%	14 3%	28 7%	14 3%	10 6%	6 7%	4 2%	2 1%	4 2%	7 5%	3 3%	3 1%	10 4%	5 2%	12 6%	16 5%	29 3%
	(9)	56 3%	24 2%	33 3%	11 5%	18 5%	8 2%	7 2%	2 1%	11 2%	9 1%	16 3%	16 4%	5 3%	2 3%	6 3%	3 2%	7 4%	3 2%	3 3%	7 4%	9 3%	9 3%	3 2%	7 2%	28 3%	
	(8)	140 7%	51 5%	89 9%	22 10%	31 9%	20 6%	26 7%	19 6%	22 5%	31 6%	29 5%	43 10%	37 7%	12 7%	8 10%	15 6%	10 6%	15 8%	10 7%	7 7%	15 8%	23 8%	12 4%	12 7%	28 9%	56 7%
	(7)	217 11%	78 8%	140 14%	34 15%	41 12%	41 13%	41 11%	25 8%	36 8%	54 10%	66 12%	45 11%	53 11%	14 8%	11 13%	22 9%	20 12%	21 12%	18 14%	22 11%	24 9%	30 11%	20 11%	43 13%	97 12%	
	(6)	195 10%	86 9%	109 11%	33 14%	32 9%	34 10%	37 10%	26 9%	33 7%	46 9%	61 11%	48 12%	39 8%	12 7%	9 11%	23 10%	22 13%	19 11%	6 4%	10 10%	25 13%	24 9%	26 9%	18 10%	40 12%	90 11%
	(5)	412 20%	181 18%	231 22%	46 20%	60 17%	74 23%	76 21%	70 24%	87 19%	95 18%	135 24%	74 18%	108 22%	44 25%	14 17%	53 23%	37 22%	31 17%	35 23%	19 19%	40 20%	45 17%	60 21%	34 19%	69 22%	166 20%
	(4)	138 7%	75 8%	63 6%	18 8%	23 7%	24 7%	19 5%	26 9%	29 6%	34 6%	42 7%	27 7%	35 7%	9 5%	7 9%	17 7%	8 5%	11 6%	11 7%	11 11%	13 7%	21 8%	17 6%	11 6%	16 5%	54 6%
	(3)	165 8%	87 9%	78 8%	23 10%	22 6%	27 8%	25 7%	21 7%	47 10%	64 12%	42 8%	26 6%	33 7%	14 8%	3 3%	17 7%	13 7%	15 8%	15 10%	3 3%	19 10%	25 9%	33 12%	9 5%	21 7%	76 9%
	(2)	191 9%	108 11%	83 8%	12 5%	45 13%	27 8%	33 9%	30 10%	45 10%	66 12%	55 10%	28 7%	42 8%	15 9%	7 8%	25 11%	13 8%	16 9%	12 8%	12 12%	14 7%	26 10%	28 10%	24 14%	34 11%	78 9%
	(1)	136 7%	79 8%	57 6%	5 2%	20 6%	23 7%	22 6%	18 6%	49 10%	52 10%	43 8%	22 5%	19 4%	8 5%	4 5%	13 6%	13 7%	15 8%	13 9%	4 4%	12 6%	17 6%	29 10%	8 4%	14 4%	60 7%
Very unfavourably	(0)	294 15%	191 19%	103 10%	12 5%	31 9%	35 11%	57 16%	57 19%	101 22%	80 15%	56 10%	56 13%	102 20%	33 19%	12 14%	37 16%	28 16%	27 15%	19 12%	24 12%	44 17%	31 11%	27 15%	32 10%	103 12%	
NET: 8-10		262 13%	97 10%	166 16%	43 19%	68 20%	40 12%	48 13%	24 8%	38 8%	49 9%	59 10%	87 21%	67 13%	27 15%	17 20%	25 11%	15 9%	26 15%	20 13%	13 12%	26 13%	42 16%	26 9%	26 15%	51 16%	113 13%
NET: 4-7		962 48%	419 43%	543 53%	130 57%	157 45%	172 53%	173 48%	146 49%	184 40%	228 42%	304 54%	196 47%	235 47%	80 45%	43 50%	115 50%	88 52%	82 45%	71 47%	55 54%	99 51%	114 43%	133 47%	83 47%	168 52%	407 48%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 3

**Q2. From everything you've read and heard and experienced, please rate Facebook on a scale of 0 to 10 where 0 means you view them very unfavourably, 10 means you view them very favourably.**

**Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
NET: 0-3	786 39%	465 47%	321 31%	52 23%	118 34%	112 34%	137 38%	126 42%	241 52%	262 49%	197 35%	132 32%	195 39%	71 40%	25 30%	92 40%	66 39%	73 40%	59 39%	31 31%	69 36%	112 42%	121 43%	68 39%	102 32%	317 38%
I am unaware of Facebook	5 *	3 *	2 *	1 *	4 1%	1 *	* *	- *	- *	- *	2 *	- *	3 1%	- *	- *	1 *	1 *	- *	1 1%	2 2%	- *	- *	* *	- *	* *	2 *
Mean	4.28	3.73	4.80	5.35	4.84	4.51	4.33	3.79	3.46	3.81	4.41	4.86	4.16	4.24	4.89	4.11	4.12	4.30	4.29	4.54	4.48	4.21	4.10	4.40	4.81	4.42
Standard deviation	2.81	2.79	2.73	2.47	2.89	2.70	2.88	2.64	2.75	2.68	2.61	2.99	2.92	2.98	3.01	2.71	2.71	2.89	2.81	2.74	2.68	2.93	2.63	2.96	2.74	2.78
Standard error	0.06	0.09	0.08	0.16	0.16	0.14	0.15	0.15	0.13	0.11	0.11	0.16	0.13	0.21	0.33	0.18	0.21	0.23	0.23	0.28	0.18	0.18	0.16	0.23	0.16	0.10

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 4

**Q2. From everything you've read and heard and experienced, please rate Facebook on a scale of 0 to 10 where 0 means you view them very unfavourably, 10 means you view them very favourably.**

**Base: All respondents**

	Total	Seen/ heard anything about Facebook	Account With			Agree With Statements			Facebook Account		Reputation		
			Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low	
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324	
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307	
Very favourably	(10)	66 3%	21 2%	65 4%	28 4%	34 5%	44 4%	27 5%	26 6%	4 2%	5 1%	65 14%	1 *
	(9)	56 3%	26 2%	56 3%	32 4%	31 5%	32 3%	20 3%	19 4%	2 1%	8 2%	53 11%	4 *
	(8)	140 7%	81 6%	136 8%	62 8%	60 9%	98 8%	52 9%	30 7%	7 3%	15 4%	119 25%	21 2%
	(7)	217 11%	125 9%	214 13%	104 13%	94 15%	151 13%	76 13%	51 12%	11 4%	39 10%	128 27%	89 7%
	(6)	195 10%	120 9%	188 12%	85 11%	83 13%	112 10%	59 10%	40 9%	17 6%	37 10%	62 13%	133 10%
	(5)	412 20%	271 19%	353 22%	144 18%	118 18%	238 20%	102 17%	67 15%	42 16%	80 21%	37 8%	375 29%
	(4)	138 7%	114 8%	121 8%	59 8%	46 7%	89 8%	41 7%	34 8%	21 8%	39 10%	1 *	137 10%
	(3)	165 8%	135 10%	137 9%	72 9%	51 8%	94 8%	59 10%	36 8%	33 12%	60 16%	2 *	163 12%
	(2)	191 9%	160 11%	150 9%	88 11%	67 10%	106 9%	60 10%	47 11%	50 19%	54 14%	- -	191 15%
	(1)	136 7%	119 8%	81 5%	42 5%	19 3%	65 6%	36 6%	30 7%	30 11%	27 7%	- -	136 10%
Very unfavourably	(0)	294 15%	229 16%	99 6%	68 9%	38 6%	143 12%	50 9%	53 12%	51 19%	24 6%	1 *	57 4%
NET: 8-10		262 13%	128 9%	256 16%	123 16%	126 20%	174 15%	99 17%	74 17%	14 5%	28 7%	236 50%	26 2%



## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 4

**Q2. From everything you've read and heard and experienced, please rate Facebook on a scale of 0 to 10 where 0 means you view them very unfavourably, 10 means you view them very favourably.**

**Base: All respondents**

	Total	Account With			Agree With Statements			Facebook Account		Reputation		
		Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
NET: 4-7	962 48%	630 45%	875 55%	392 50%	341 53%	591 50%	279 48%	191 44%	92 34%	196 50%	229 49%	734 56%
NET: 0-3	786 39%	643 46%	468 29%	269 34%	175 27%	408 35%	205 35%	167 39%	164 61%	165 42%	3 1%	547 42%
I am unaware of Facebook	5 *	3 *	- -	1 *	2 *	- -	- -	- -	- -	- -	- -	- -
Mean	4.28	3.81	4.94	4.71	5.21	4.56	4.74	4.54	3.09	4.15	7.56	3.88
Standard deviation	2.81	2.68	2.57	2.70	2.63	2.77	2.76	2.96	2.47	2.32	1.51	2.00
Standard error	0.06	0.07	0.06	0.10	0.10	0.08	0.11	0.14	0.15	0.12	0.07	0.05

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 5

**Q3. Please rate Facebook on a scale of 0 to 10 where 0 is very poor and 10 is very good for their performance in the following areas?**

#### Summary

**Base: All respondents aware of Facebook**

		Areas			
		Being a company I trust	Earning my respect	Behaving as a responsible company should	Making me feel proud to associate myself with the company
Unweighted base		2011	2011	2011	2011
Weighted base		2011	2011	2011	2011
Very good	(10)	53 3%	44 2%	43 2%	32 2%
	(9)	32 2%	28 1%	35 2%	26 1%
	(8)	80 4%	83 4%	63 3%	70 3%
	(7)	153 8%	155 8%	131 7%	105 5%
	(6)	174 9%	156 8%	150 7%	125 6%
	(5)	384 19%	373 19%	322 16%	371 18%
	(4)	159 8%	170 8%	206 10%	172 9%
	(3)	212 11%	209 10%	225 11%	171 9%
	(2)	198 10%	212 11%	232 12%	216 11%
	(1)	167 8%	176 9%	195 10%	201 10%
Very poor	(0)	399 20%	404 20%	410 20%	522 26%
NET: 8-10		165 8%	155 8%	140 7%	128 6%
NET: 4-7		869 43%	854 42%	808 40%	773 38%

**Facebook Survey**  
**ONLINE Fieldwork: 27th - 28th March 2018**

Absolutes/col percents

Table 5

**Q3. Please rate Facebook on a scale of 0 to 10 where 0 is very poor and 10 is very good for their performance in the following areas?**

**Summary****Base: All respondents aware of Facebook**

	Areas			
	Being a company I trust	Earning my respect	Behaving as a responsible company should	Making me feel proud to associate myself with the company
Weighted base	2011	2011	2011	2011
NET: 0-3	976 49%	1002 50%	1062 53%	1110 55%
Mean	3.64	3.56	3.39	3.13
Standard deviation	2.74	2.71	2.66	2.68
Standard error	0.06	0.06	0.06	0.06

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 6

**Q3. Please rate Facebook on a scale of 0 to 10 where 0 is very poor and 10 is very good for their performance in the following areas?**

**Being a company I trust**

**Base: All respondents aware of Facebook**

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2011	974	1037	233	312	351	362	315	438	594	535	355	527	199	83	219	169	155	148	94	216	274	286	168	296	831	
Weighted base	2011	980	1030	225	343	324	358	296	464	540	560	415	496	177	85	231	169	181	150	98	194	268	280	177	321	838	
Very good	(10)	53 3%	19 2%	34 3%	4 2%	17 5%	12 4%	13 3%	1 *	6 1%	7 1%	15 3%	17 4%	14 3%	10 6%	4 5%	5 2%	1 1%	2 1%	5 3%	3 3%	3 2%	6 2%	3 1%	10 5%	17 5%	21 2%
	(9)	32 2%	19 2%	13 1%	8 3%	10 3%	3 1%	6 2%	1 *	5 1%	8 1%	5 1%	14 3%	5 1%	3 2%	3 4%	3 1%	2 3%	6 3%	2 1%	1 1%	-	5 2%	4 1%	2 1%	6 2%	16 2%
	(8)	80 4%	28 3%	52 5%	17 8%	20 6%	13 4%	9 2%	12 4%	10 2%	18 3%	24 6%	20 4%	6 4%	4 5%	8 4%	8 4%	7 4%	5 3%	5 5%	5 3%	14 5%	11 4%	7 4%	16 5%	37 4%	
	(7)	153 8%	56 6%	97 9%	28 12%	26 8%	27 8%	30 9%	19 6%	22 5%	29 5%	41 7%	43 10%	39 8%	12 7%	7 9%	20 8%	13 8%	17 9%	13 9%	7 7%	18 9%	14 5%	17 6%	16 9%	25 8%	69 8%
	(6)	174 9%	68 7%	105 10%	28 12%	31 9%	34 10%	25 7%	23 8%	34 7%	54 10%	48 9%	36 9%	36 7%	12 7%	8 10%	17 7%	16 10%	17 9%	14 10%	8 8%	23 12%	17 6%	27 10%	14 8%	33 10%	77 9%
	(5)	384 19%	153 16%	231 22%	35 16%	55 16%	66 20%	77 22%	67 23%	84 18%	77 14%	129 23%	76 18%	102 21%	39 22%	17 20%	44 19%	30 18%	40 22%	24 16%	25 26%	39 20%	46 17%	46 16%	33 19%	73 23%	150 18%
	(4)	159 8%	70 7%	89 9%	23 10%	30 9%	23 7%	29 8%	25 9%	28 6%	36 7%	54 10%	32 8%	38 8%	11 6%	10 11%	17 7%	8 5%	12 7%	15 10%	5 6%	17 9%	27 10%	23 8%	14 8%	27 8%	57 7%
	(3)	212 11%	95 10%	117 11%	24 11%	35 10%	37 11%	45 13%	23 8%	47 10%	73 13%	56 10%	36 9%	48 10%	16 9%	5 6%	22 9%	22 13%	14 8%	19 13%	10 10%	22 11%	31 12%	36 13%	15 8%	32 10%	94 11%
	(2)	198 10%	114 12%	85 8%	31 14%	37 11%	35 11%	21 6%	25 8%	49 11%	67 12%	68 12%	22 5%	42 8%	16 9%	7 9%	19 8%	15 9%	20 11%	14 9%	12 12%	13 7%	31 12%	33 12%	18 10%	32 10%	86 10%
	(1)	167 8%	101 10%	66 6%	13 6%	33 10%	20 6%	25 7%	27 9%	49 11%	63 12%	45 8%	35 9%	23 5%	14 8%	4 4%	21 9%	17 10%	14 8%	10 7%	8 8%	17 9%	21 8%	28 10%	14 8%	19 6%	74 9%
Very poor	(0)	399 20%	259 26%	140 14%	14 6%	50 15%	54 17%	78 22%	73 24%	130 28%	108 20%	81 14%	79 19%	131 26%	39 22%	15 18%	56 24%	34 20%	32 18%	29 19%	15 15%	38 19%	56 21%	51 18%	35 20%	42 13%	157 19%
NET: 8-10		165 8%	66 7%	99 10%	29 13%	47 14%	28 9%	27 8%	14 5%	20 4%	33 6%	38 7%	55 13%	39 8%	19 11%	11 13%	16 7%	12 7%	16 9%	11 7%	9 9%	9 4%	25 9%	18 7%	19 10%	38 12%	74 9%
NET: 4-7		869 43%	347 35%	523 51%	114 51%	141 41%	150 46%	162 45%	135 45%	169 36%	195 36%	272 49%	188 45%	214 43%	74 42%	42 50%	97 42%	67 40%	86 47%	67 45%	45 46%	95 49%	104 39%	114 41%	77 43%	158 49%	353 42%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 6

**Q3. Please rate Facebook on a scale of 0 to 10 where 0 is very poor and 10 is very good for their performance in the following areas?**

**Being a company I trust**

**Base: All respondents aware of Facebook**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2011	980	1030	225	343	324	358	296	464	540	560	415	496	177	85	231	169	181	150	98	194	268	280	177	321	838
NET: 0-3	976	568	408	82	155	147	169	148	275	311	250	172	244	84	31	118	89	80	72	45	89	139	148	82	125	411
	49%	58%	40%	37%	45%	45%	47%	50%	59%	58%	45%	41%	49%	47%	37%	51%	53%	44%	48%	45%	46%	52%	53%	46%	39%	49%
Mean	3.64	3.10	4.16	4.55	4.06	3.90	3.67	3.27	2.93	3.26	3.79	4.11	3.49	3.76	4.25	3.41	3.50	3.87	3.70	3.88	3.63	3.49	3.45	3.83	4.27	3.70
Standard deviation	2.74	2.74	2.64	2.53	2.91	2.71	2.78	2.57	2.60	2.60	2.55	2.97	2.82	2.97	2.91	2.77	2.68	2.73	2.71	2.66	2.59	2.72	2.57	2.93	2.74	2.76
Standard error	0.06	0.09	0.08	0.17	0.16	0.14	0.15	0.14	0.12	0.11	0.11	0.16	0.12	0.21	0.32	0.19	0.21	0.22	0.22	0.27	0.18	0.16	0.15	0.23	0.16	0.10

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 7

**Q3. Please rate Facebook on a scale of 0 to 10 where 0 is very poor and 10 is very good for their performance in the following areas?**

**Being a company I trust**

**Base: All respondents aware of Facebook**

	Account With				Agree With Statements			Facebook Account		Reputation			
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low	
Unweighted base	2011	1412	1604	785	647	1173	594	439	261	393	457	1324	
Weighted base	2011	1401	1599	784	642	1173	583	432	270	388	468	1307	
Very good	(10)	53 3%	18 1%	52 3%	25 3%	26 4%	31 3%	21 4%	20 5%	4 1%	4 1%	52 11% 1	* -
	(9)	32 2%	16 1%	30 2%	14 2%	16 2%	21 2%	16 3%	13 3%	1 1%	4 1%	32 7% -	- -
	(8)	80 4%	36 3%	80 5%	40 5%	34 5%	56 5%	29 5%	26 6%	5 2%	11 3%	80 17% -	- -
	(7)	153 8%	85 6%	148 9%	75 10%	77 12%	100 8%	62 11%	36 8%	7 3%	12 3%	143 31% 10	1% -
	(6)	174 9%	100 7%	168 10%	74 9%	66 10%	113 10%	48 8%	30 7%	10 4%	30 8%	119 26% 55	4% -
	(5)	384 19%	249 18%	336 21%	151 19%	126 20%	240 21%	97 17%	70 16%	25 9%	72 19%	37 8% 347	27% -
	(4)	159 8%	111 8%	146 9%	67 9%	62 10%	95 8%	48 8%	36 8%	27 10%	43 11%	4 1% 155	12% -
	(3)	212 11%	159 11%	178 11%	84 11%	62 10%	121 10%	64 11%	41 9%	29 11%	63 16%	- - 212	16% -
	(2)	198 10%	163 12%	166 10%	79 10%	68 11%	105 9%	67 11%	43 10%	53 20%	55 14%	- - 198	15% -
	(1)	167 8%	141 10%	116 7%	58 7%	41 6%	87 7%	48 8%	37 9%	33 12%	47 12%	- - 167	13% -
Very poor	(0)	399 20%	322 23%	179 11%	117 15%	63 10%	203 17%	85 15%	80 18%	75 28%	47 12%	- - 163	12% -
NET: 8-10		165 8%	70 5%	162 10%	78 10%	77 12%	108 9%	66 11%	59 14%	10 4%	19 5%	164 35% 1	* -

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 7

**Q3. Please rate Facebook on a scale of 0 to 10 where 0 is very poor and 10 is very good for their performance in the following areas?**

**Being a company I trust**

**Base: All respondents aware of Facebook**

	Total	Account With			Agree With Statements			Facebook Account		Reputation		
		Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Weighted base	2011	1401	1599	784	642	1173	583	432	270	388	468	1307
NET: 4-7	869 43%	546 39%	798 50%	366 47%	331 52%	548 47%	254 44%	172 40%	69 26%	157 40%	303 65%	566 43%
NET: 0-3	976 49%	785 56%	639 40%	339 43%	234 36%	516 44%	263 45%	201 47%	191 71%	212 55%	-	740 57%
Mean	3.64	3.17	4.20	4.02	4.46	3.89	4.03	3.93	2.44	3.37	7.20	3.03
Standard deviation	2.74	2.58	2.62	2.72	2.67	2.72	2.80	2.97	2.33	2.29	1.43	1.87
Standard error	0.06	0.07	0.07	0.10	0.10	0.08	0.12	0.14	0.14	0.12	0.07	0.05

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 8

**Q3. Please rate Facebook on a scale of 0 to 10 where 0 is very poor and 10 is very good for their performance in the following areas?**

**Earning my respect**

**Base: All respondents aware of Facebook**

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2011	974	1037	233	312	351	362	315	438	594	535	355	527	199	83	219	169	155	148	94	216	274	286	168	296	831	
Weighted base	2011	980	1030	225	343	324	358	296	464	540	560	415	496	177	85	231	169	181	150	98	194	268	280	177	321	838	
Very good	(10)	44 2%	17 2%	27 3%	4 2%	16 5%	10 3%	8 2%	- -	6 1%	8 1%	12 2%	14 3%	10 2%	8 5%	3 4%	5 2%	1 1%	6 3%	1 1%	2 2%	1 1%	7 3%	3 1%	5 3%	12 4%	23 3%
	(9)	28 1%	15 2%	13 1%	6 3%	10 3%	4 1%	2 1%	2 1%	5 1%	4 1%	5 1%	13 3%	6 1%	4 2%	4 4%	1 *	2 2%	2 1%	3 3%	1 *	3 1%	4 1%	2 1%	6 2%	9 1%	
	(8)	83 4%	35 4%	48 5%	20 9%	22 6%	14 4%	12 3%	7 2%	9 2%	22 4%	16 3%	24 6%	22 4%	4 2%	5 6%	6 3%	10 6%	10 5%	7 5%	2 2%	6 3%	13 5%	12 4%	8 5%	16 5%	37 4%
	(7)	155 8%	63 6%	92 9%	30 13%	29 8%	25 8%	31 9%	22 7%	19 4%	29 5%	44 8%	49 12%	32 6%	8 5%	8 9%	19 8%	13 8%	15 8%	11 8%	9 9%	16 8%	24 9%	15 5%	16 9%	30 9%	79 9%
	(6)	156 8%	50 5%	106 10%	20 9%	26 8%	33 10%	23 7%	20 7%	35 7%	42 8%	40 7%	39 9%	36 7%	13 7%	9 11%	17 7%	11 7%	13 7%	14 9%	4 4%	14 7%	21 8%	25 9%	17 9%	21 7%	62 7%
	(5)	373 19%	146 15%	228 22%	48 21%	59 17%	61 19%	74 21%	65 22%	66 14%	91 17%	128 23%	58 14%	97 19%	46 26%	11 13%	38 17%	28 17%	37 21%	30 20%	19 19%	45 23%	38 14%	47 17%	32 18%	77 24%	147 18%
	(4)	170 8%	71 7%	99 10%	19 8%	31 9%	37 11%	31 9%	20 7%	32 7%	40 7%	57 10%	37 9%	36 7%	11 6%	7 9%	24 10%	14 8%	15 8%	9 6%	9 10%	12 6%	29 11%	26 14%	14 8%	31 10%	76 9%
	(3)	209 10%	101 10%	107 10%	19 8%	34 10%	36 11%	38 11%	29 10%	53 11%	64 12%	58 10%	39 9%	48 10%	14 8%	6 8%	21 9%	23 14%	12 6%	17 11%	16 17%	25 13%	30 11%	32 11%	13 7%	32 10%	88 11%
	(2)	212 11%	116 12%	96 9%	31 14%	41 12%	27 8%	33 9%	25 9%	54 12%	70 13%	63 11%	31 7%	48 10%	16 9%	10 11%	19 8%	14 8%	22 12%	17 11%	9 9%	19 10%	28 11%	40 14%	19 11%	37 12%	82 10%
	(1)	176 9%	111 11%	66 6%	13 6%	26 7%	21 6%	26 7%	32 11%	58 13%	59 11%	56 10%	31 7%	30 6%	11 6%	7 8%	26 11%	17 10%	18 10%	13 8%	9 9%	12 6%	22 8%	28 10%	15 9%	19 6%	75 9%
Very poor	(0)	404 20%	256 26%	149 14%	16 7%	50 15%	58 18%	78 22%	74 25%	128 28%	112 21%	80 14%	80 19%	132 27%	43 24%	14 16%	56 24%	36 21%	32 18%	31 21%	15 16%	42 22%	53 20%	49 18%	34 19%	40 12%	160 19%
NET: 8-10		155 8%	67 7%	88 9%	30 13%	47 14%	27 8%	22 6%	9 3%	19 4%	34 6%	33 3%	51 12%	38 8%	16 9%	12 15%	12 5%	13 8%	18 10%	10 6%	8 8%	8 4%	23 9%	19 7%	16 9%	35 11%	70 8%
NET: 4-7		854 42%	330 34%	524 51%	116 52%	145 42%	155 48%	160 45%	127 43%	151 33%	201 37%	269 48%	183 44%	200 40%	79 44%	36 42%	98 42%	66 39%	80 44%	63 42%	41 42%	87 45%	112 42%	113 40%	79 45%	158 49%	363 43%



## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 8

**Q3. Please rate Facebook on a scale of 0 to 10 where 0 is very poor and 10 is very good for their performance in the following areas?**

**Earning my respect**

**Base: All respondents aware of Facebook**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2011	980	1030	225	343	324	358	296	464	540	560	415	496	177	85	231	169	181	150	98	194	268	280	177	321	838
NET: 0-3	1002	583	418	79	151	142	176	161	293	305	258	181	258	83	37	121	89	83	77	49	98	133	149	82	128	406
	50%	60%	41%	35%	44%	44%	49%	54%	63%	56%	46%	44%	52%	47%	43%	52%	53%	46%	51%	50%	51%	50%	53%	46%	40%	48%
Mean	3.56	3.05	4.04	4.55	4.10	3.84	3.52	3.11	2.79	3.23	3.69	4.03	3.35	3.62	4.14	3.27	3.43	3.76	3.47	3.71	3.44	3.62	3.40	3.76	4.17	3.67
Standard deviation	2.71	2.72	2.61	2.54	2.87	2.69	2.68	2.52	2.55	2.58	2.52	2.94	2.77	2.87	2.98	2.69	2.67	2.80	2.62	2.65	2.53	2.76	2.54	2.81	2.67	2.75
Standard error	0.06	0.09	0.08	0.17	0.16	0.14	0.14	0.14	0.12	0.11	0.11	0.16	0.12	0.20	0.33	0.18	0.21	0.22	0.22	0.27	0.17	0.17	0.15	0.22	0.15	0.10

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 9

**Q3. Please rate Facebook on a scale of 0 to 10 where 0 is very poor and 10 is very good for their performance in the following areas?**

**Earning my respect**

**Base: All respondents aware of Facebook**

	Total	Seen/ heard anything about Facebook	Account With			Agree With Statements			Facebook Account		Reputation		
			Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low	
Unweighted base	2011	1412	1604	785	647	1173	594	439	261	393	457	1324	
Weighted base	2011	1401	1599	784	642	1173	583	432	270	388	468	1307	
Very good	(10)	44 2%	19 1%	44 3%	21 3%	21 3%	25 2%	20 3%	20 5%	2 1%	5 1%	44 9%	- -
	(9)	28 1%	13 1%	28 2%	9 1%	16 2%	20 2%	14 2%	12 3%	3 1%	4 1%	28 6%	- -
	(8)	83 4%	37 3%	82 5%	50 6%	44 7%	58 5%	36 6%	28 7%	5 2%	8 2%	81 17%	2 *
	(7)	155 8%	85 6%	151 9%	76 10%	75 12%	107 9%	56 10%	35 8%	13 5%	20 5%	151 32%	3 *
	(6)	156 8%	94 7%	151 9%	71 9%	59 9%	102 9%	52 9%	35 8%	6 2%	26 7%	126 27%	30 2%
	(5)	373 19%	226 16%	340 21%	155 20%	138 22%	218 19%	89 15%	65 15%	22 8%	64 16%	33 7%	340 26%
	(4)	170 8%	117 8%	147 9%	60 8%	58 9%	99 8%	49 8%	32 7%	18 7%	41 11%	4 1%	166 13%
	(3)	209 10%	166 12%	181 11%	89 11%	59 9%	122 10%	60 10%	43 10%	42 16%	58 15%	- -	209 16%
	(2)	212 11%	174 12%	173 11%	80 10%	69 11%	120 10%	72 12%	46 11%	46 17%	64 17%	- -	212 16%
	(1)	176 9%	145 10%	119 7%	61 8%	43 7%	97 8%	49 8%	38 9%	31 12%	53 14%	- -	176 13%
Very poor	(0)	404 20%	325 23%	183 11%	112 14%	60 9%	204 17%	87 15%	78 18%	82 30%	45 11%	- -	168 13%
NET: 8-10		155 8%	69 5%	154 10%	81 10%	81 13%	103 9%	70 12%	60 14%	10 4%	17 4%	153 33%	2 *

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 9

**Q3. Please rate Facebook on a scale of 0 to 10 where 0 is very poor and 10 is very good for their performance in the following areas?**

**Earning my respect**

**Base: All respondents aware of Facebook**

	Total	Account With			Agree With Statements			Facebook Account		Reputation		
		Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Weighted base	2011	1401	1599	784	642	1173	583	432	270	388	468	1307
NET: 4-7	854 42%	523 37%	790 49%	361 46%	330 51%	527 45%	245 42%	167 39%	59 22%	151 39%	314 67%	540 41%
NET: 0-3	1002 50%	810 58%	656 41%	342 44%	230 36%	543 46%	268 46%	205 47%	201 74%	220 57%	-	765 59%
Mean	3.56	3.11	4.13	4.02	4.47	3.79	3.99	3.94	2.39	3.32	7.14	2.92
Standard deviation	2.71	2.57	2.59	2.69	2.64	2.71	2.82	2.97	2.37	2.33	1.36	1.82
Standard error	0.06	0.07	0.06	0.10	0.10	0.08	0.12	0.14	0.15	0.12	0.06	0.05

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 10

**Q3. Please rate Facebook on a scale of 0 to 10 where 0 is very poor and 10 is very good for their performance in the following areas?**

**Behaving as a responsible company should**

**Base: All respondents aware of Facebook**

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2011	974	1037	233	312	351	362	315	438	594	535	355	527	199	83	219	169	155	148	94	216	274	286	168	296	831	
Weighted base	2011	980	1030	225	343	324	358	296	464	540	560	415	496	177	85	231	169	181	150	98	194	268	280	177	321	838	
Very good	(10)	43 2%	15 2%	27 3%	5 2%	19 5%	8 2%	6 2%	- -	5 1%	8 2%	12 3%	13 3%	9 2%	5 3%	5 2%	1 1%	2 1%	2 2%	2 2%	2 1%	8 3%	6 2%	4 2%	12 4%	20 2%	
	(9)	35 2%	18 2%	17 2%	6 3%	11 3%	3 1%	7 2%	3 1%	5 1%	8 1%	3 *	17 4%	8 2%	7 4%	3 1%	5 3%	3 2%	2 1%	3 3%	1 *	6 2%	3 1%	2 1%	9 3%	16 2%	
	(8)	63 3%	25 3%	38 4%	20 9%	13 4%	6 2%	7 2%	8 3%	9 2%	11 2%	15 3%	15 4%	22 4%	2 1%	7 8%	9 4%	6 4%	7 4%	6 4%	1 1%	6 3%	9 3%	6 2%	4 2%	8 3%	26 3%
	(7)	131 7%	50 5%	81 8%	26 12%	30 9%	22 7%	22 6%	11 4%	21 4%	29 5%	37 7%	39 9%	26 5%	10 5%	2 2%	17 7%	9 6%	16 9%	8 5%	6 6%	15 8%	20 7%	11 4%	17 10%	29 9%	59 7%
	(6)	150 7%	54 5%	96 9%	13 6%	22 7%	36 11%	27 8%	19 6%	32 7%	36 7%	45 8%	37 9%	32 6%	12 7%	5 6%	9 4%	18 11%	9 5%	14 9%	11 11%	14 7%	20 7%	22 8%	15 9%	29 9%	54 6%
	(5)	322 16%	127 13%	194 19%	40 18%	57 16%	50 15%	59 17%	55 18%	61 13%	72 13%	99 18%	59 14%	91 18%	36 20%	11 13%	37 16%	22 13%	36 20%	21 14%	15 15%	34 18%	33 12%	48 17%	28 16%	48 15%	145 17%
	(4)	206 10%	83 8%	123 12%	29 13%	30 9%	39 12%	44 12%	29 10%	34 7%	60 11%	59 11%	36 9%	50 10%	17 10%	11 13%	32 14%	19 12%	16 9%	18 12%	7 7%	24 12%	26 10%	23 8%	12 7%	40 13%	82 10%
	(3)	225 11%	107 11%	119 12%	26 11%	32 9%	37 11%	42 12%	34 11%	55 12%	66 12%	77 14%	40 10%	43 9%	15 8%	7 9%	25 11%	18 11%	17 9%	18 12%	17 18%	21 11%	33 12%	35 12%	19 11%	38 12%	99 12%
	(2)	232 12%	124 13%	108 10%	17 7%	39 11%	43 13%	39 11%	28 9%	66 14%	73 14%	66 12%	48 11%	45 9%	16 9%	11 12%	21 9%	17 10%	21 12%	16 11%	8 8%	23 12%	33 16%	44 12%	22 12%	37 12%	92 11%
	(1)	195 10%	114 12%	81 8%	21 9%	40 12%	19 6%	29 8%	36 12%	50 11%	67 12%	66 12%	29 7%	33 7%	12 7%	5 6%	20 9%	18 11%	26 14%	15 10%	10 10%	16 8%	18 7%	37 13%	17 10%	27 8%	82 10%
Very poor	(0)	410 20%	264 27%	146 14%	23 10%	50 15%	60 18%	75 21%	75 25%	127 27%	109 20%	81 15%	81 20%	138 28%	46 26%	18 21%	56 24%	34 20%	27 15%	30 20%	18 18%	38 20%	62 23%	46 16%	35 20%	43 13%	163 19%
NET: 8-10		140 7%	58 6%	82 8%	30 13%	43 13%	18 5%	20 6%	11 4%	18 4%	27 5%	30 5%	45 11%	39 8%	14 8%	14 17%	15 7%	12 7%	13 7%	10 6%	6 6%	8 4%	23 8%	14 5%	11 6%	30 9%	63 7%
NET: 4-7		808 40%	314 32%	495 48%	108 48%	139 41%	147 46%	152 43%	113 38%	148 32%	197 37%	240 43%	172 41%	199 40%	75 42%	29 34%	95 41%	68 41%	78 43%	62 41%	39 39%	87 45%	99 37%	104 37%	73 41%	146 45%	339 41%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 10

**Q3. Please rate Facebook on a scale of 0 to 10 where 0 is very poor and 10 is very good for their performance in the following areas?**

**Behaving as a responsible company should**

**Base: All respondents aware of Facebook**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2011	980	1030	225	343	324	358	296	464	540	560	415	496	177	85	231	169	181	150	98	194	268	280	177	321	838
NET: 0-3	1062	609	453	86	161	159	186	172	298	315	290	198	259	88	41	122	88	91	79	54	99	146	162	93	145	436
	53%	62%	44%	38%	47%	49%	52%	58%	64%	58%	52%	48%	52%	50%	49%	53%	52%	50%	52%	55%	51%	54%	58%	53%	45%	52%
Mean	3.39	2.89	3.87	4.30	3.95	3.56	3.36	2.90	2.77	3.10	3.49	3.82	3.25	3.43	3.75	3.24	3.40	3.56	3.36	3.49	3.35	3.42	3.20	3.50	3.93	3.47
Standard deviation	2.66	2.64	2.59	2.66	2.92	2.57	2.59	2.43	2.51	2.52	2.48	2.90	2.76	2.85	3.05	2.65	2.65	2.62	2.59	2.65	2.47	2.80	2.47	2.73	2.71	2.68
Standard error	0.06	0.08	0.08	0.17	0.17	0.14	0.14	0.14	0.12	0.10	0.11	0.15	0.12	0.20	0.34	0.18	0.20	0.21	0.21	0.27	0.17	0.17	0.15	0.21	0.16	0.09

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 11

**Q3. Please rate Facebook on a scale of 0 to 10 where 0 is very poor and 10 is very good for their performance in the following areas?**

**Behaving as a responsible company should**

**Base: All respondents aware of Facebook**

	Total	Seen/ heard anything about Facebook	Account With			Agree With Statements			Facebook Account		Reputation		
			Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low	
Unweighted base	2011	1412	1604	785	647	1173	594	439	261	393	457	1324	
Weighted base	2011	1401	1599	784	642	1173	583	432	270	388	468	1307	
Very good	(10)	43 2%	19 1%	41 3%	21 3%	22 3%	25 2%	18 3%	16 4%	2 1%	4 1%	43 9%	- -
	(9)	35 2%	13 1%	35 2%	12 1%	19 3%	29 3%	16 3%	14 3%	4 1%	7 2%	35 8%	- -
	(8)	63 3%	34 2%	63 4%	31 4%	31 5%	47 4%	35 6%	24 6%	5 2%	9 2%	60 13%	3 *
	(7)	131 7%	58 4%	130 8%	71 9%	65 10%	82 7%	43 7%	34 8%	8 3%	15 4%	125 27%	6 *
	(6)	150 7%	88 6%	142 9%	70 9%	58 9%	96 8%	52 9%	31 7%	9 3%	25 6%	123 26%	26 2%
	(5)	322 16%	178 13%	275 17%	115 15%	113 18%	190 16%	61 10%	47 11%	14 5%	48 12%	61 13%	260 20%
	(4)	206 10%	156 11%	187 12%	84 11%	68 11%	130 11%	77 13%	53 12%	20 7%	47 12%	17 4%	189 14%
	(3)	225 11%	163 12%	182 11%	89 11%	68 11%	147 12%	57 10%	47 11%	40 15%	49 13%	- -	225 17%
	(2)	232 12%	190 14%	184 12%	81 10%	59 9%	137 12%	68 12%	42 10%	44 16%	62 16%	3 1%	228 17%
	(1)	195 10%	173 12%	146 9%	79 10%	61 10%	90 8%	65 11%	43 10%	32 12%	62 16%	- -	195 15%
Very poor	(0)	410 20%	329 23%	214 13%	130 17%	77 12%	199 17%	92 16%	82 19%	92 34%	60 15%	- -	174 13%
NET: 8-10	140 7%	66 5%	139 9%	64 8%	72 11%	101 9%	69 12%	54 12%	11 4%	20 5%	138 29%	3 *	

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 11

**Q3. Please rate Facebook on a scale of 0 to 10 where 0 is very poor and 10 is very good for their performance in the following areas?**

**Behaving as a responsible company should**

**Base: All respondents aware of Facebook**

	Total	Account With			Agree With Statements			Facebook Account		Reputation		
		Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Weighted base	2011	1401	1599	784	642	1173	583	432	270	388	468	1307
NET: 4-7	808 40%	480 34%	734 46%	340 43%	304 47%	498 43%	232 40%	165 38%	51 19%	136 35%	327 70%	481 37%
NET: 0-3	1062 53%	854 61%	726 45%	380 48%	266 41%	573 49%	281 48%	213 49%	208 77%	233 60%	3 1%	823 63%
Mean	3.39	2.91	3.86	3.70	4.15	3.68	3.77	3.74	2.20	3.07	6.89	2.76
Standard deviation	2.66	2.49	2.62	2.70	2.73	2.66	2.81	2.91	2.35	2.40	1.59	1.78
Standard error	0.06	0.07	0.07	0.10	0.11	0.08	0.12	0.14	0.15	0.12	0.07	0.05

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 12

**Q3. Please rate Facebook on a scale of 0 to 10 where 0 is very poor and 10 is very good for their performance in the following areas?**

**Making me feel proud to associate myself with the company**

**Base: All respondents aware of Facebook**

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2011	974	1037	233	312	351	362	315	438	594	535	355	527	199	83	219	169	155	148	94	216	274	286	168	296	831	
Weighted base	2011	980	1030	225	343	324	358	296	464	540	560	415	496	177	85	231	169	181	150	98	194	268	280	177	321	838	
Very good	(10)	32 2%	10 1%	22 2%	3 1%	12 3%	5 2%	7 2%	-	5 1%	8 2%	8 2%	6 1%	5 3%	2 2%	-	1 1%	4 2%	2 2%	3 3%	1 1%	6 2%	2 1%	4 2%	10 3%	13 2%	
	(9)	26 1%	17 2%	9 1%	5 2%	12 4%	2 1%	3 1%	1 *	3 1%	6 1%	3 1%	12 3%	5 1%	3 2%	4 4%	1 *	2 -	-	2 1%	3 3%	1 *	5 2%	5 2%	2 1%	6 2%	12 1%
	(8)	70 3%	27 3%	44 4%	15 7%	12 3%	17 5%	14 4%	6 2%	6 1%	13 2%	16 3%	18 4%	23 5%	3 1%	7 8%	8 4%	6 5%	7 3%	3 5%	8 4%	10 4%	5 2%	6 4%	15 5%	32 4%	
	(7)	105 5%	44 5%	60 6%	25 11%	31 9%	15 5%	15 4%	9 3%	10 2%	21 4%	28 5%	30 7%	25 5%	7 4%	5 5%	11 5%	8 5%	14 8%	11 7%	2 2%	9 4%	13 5%	20 7%	6 4%	18 6%	54 6%
	(6)	125 6%	40 4%	85 8%	18 8%	23 7%	30 9%	20 6%	13 4%	22 5%	34 6%	29 5%	37 9%	26 5%	10 6%	5 6%	12 5%	18 11%	7 4%	7 5%	8 7%	23 9%	10 4%	18 10%	32 10%	53 6%	
	(5)	371 18%	140 14%	230 22%	46 20%	64 19%	63 20%	77 22%	66 22%	54 12%	79 15%	117 21%	72 17%	104 21%	38 21%	13 15%	46 20%	22 13%	44 24%	30 20%	22 22%	45 23%	42 16%	37 13%	32 18%	70 22%	145 17%
	(4)	172 9%	67 7%	105 10%	24 11%	23 7%	31 9%	33 9%	22 7%	40 9%	45 8%	53 10%	38 9%	36 7%	15 9%	7 8%	22 10%	11 6%	19 10%	14 9%	7 7%	17 9%	21 8%	25 9%	14 8%	25 8%	74 9%
	(3)	171 9%	74 8%	97 9%	25 11%	29 9%	23 7%	40 11%	26 9%	28 6%	47 9%	60 11%	34 8%	29 6%	13 7%	6 8%	22 9%	19 11%	11 6%	9 6%	16 16%	13 7%	24 9%	25 9%	13 7%	33 10%	76 9%
	(2)	216 11%	105 11%	110 11%	25 11%	36 10%	36 11%	31 9%	26 9%	62 13%	79 15%	61 11%	33 8%	42 9%	18 10%	13 15%	17 7%	17 10%	13 9%	4 4%	23 12%	30 11%	44 16%	18 10%	34 10%	82 10%	
	(1)	201 10%	122 12%	79 8%	17 7%	39 11%	28 9%	30 8%	28 9%	59 13%	68 13%	64 11%	33 8%	36 7%	15 8%	4 5%	19 8%	20 12%	23 12%	12 8%	15 13%	28 10%	36 13%	17 10%	26 8%	90 11%	
Very poor	(0)	522 26%	334 34%	189 18%	23 10%	62 18%	73 23%	89 25%	100 34%	175 38%	140 26%	119 21%	101 24%	162 33%	51 29%	20 23%	74 32%	43 25%	36 20%	43 29%	20 20%	54 28%	65 24%	70 25%	47 27%	52 16%	206 25%
NET: 8-10		128 6%	54 5%	74 7%	23 10%	36 10%	25 8%	23 6%	7 2%	15 3%	27 5%	29 5%	37 9%	34 7%	11 6%	13 15%	9 4%	10 6%	10 6%	11 7%	8 8%	10 5%	22 8%	12 4%	12 7%	31 10%	57 7%
NET: 4-7		773 38%	292 30%	481 47%	113 50%	141 41%	138 43%	146 41%	110 37%	125 27%	178 33%	227 40%	176 42%	191 39%	70 40%	29 34%	91 39%	60 35%	83 46%	62 41%	38 39%	79 41%	99 37%	92 33%	70 39%	145 45%	326 39%



## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 12

**Q3. Please rate Facebook on a scale of 0 to 10 where 0 is very poor and 10 is very good for their performance in the following areas?**

**Making me feel proud to associate myself with the company**

**Base: All respondents aware of Facebook**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2011	980	1030	225	343	324	358	296	464	540	560	415	496	177	85	231	169	181	150	98	194	268	280	177	321	838
NET: 0-3	1110	635	475	90	166	160	190	180	325	335	304	201	271	96	43	131	99	88	77	52	105	148	176	95	145	455
	55%	65%	46%	40%	48%	50%	53%	61%	70%	62%	54%	48%	55%	54%	51%	57%	59%	48%	51%	53%	54%	55%	63%	54%	45%	54%
Mean	3.13	2.59	3.63	4.18	3.75	3.41	3.23	2.60	2.21	2.83	3.20	3.54	3.02	3.09	3.64	2.84	3.09	3.39	3.23	3.41	3.03	3.26	2.83	3.18	3.84	3.22
Standard deviation	2.68	2.65	2.60	2.53	2.89	2.68	2.62	2.41	2.42	2.56	2.54	2.84	2.77	2.74	2.98	2.52	2.66	2.63	2.79	2.69	2.57	2.78	2.55	2.75	2.71	2.71
Standard error	0.06	0.09	0.08	0.17	0.16	0.14	0.14	0.14	0.12	0.10	0.11	0.15	0.12	0.19	0.33	0.17	0.20	0.21	0.23	0.28	0.17	0.17	0.15	0.21	0.16	0.09

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 13

**Q3. Please rate Facebook on a scale of 0 to 10 where 0 is very poor and 10 is very good for their performance in the following areas?**

**Making me feel proud to associate myself with the company**

**Base: All respondents aware of Facebook**

	Total	Seen/ heard anything about Facebook	Account With			Agree With Statements			Facebook Account		Reputation		
			Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low	
Unweighted base	2011	1412	1604	785	647	1173	594	439	261	393	457	1324	
Weighted base	2011	1401	1599	784	642	1173	583	432	270	388	468	1307	
Very good	(10)	32 2%	15 1%	32 2%	16 2%	16 2%	20 2%	13 2%	10 2%	2 1%	4 1%	32 7%	- -
	(9)	26 1%	10 1%	25 2%	11 1%	14 2%	14 1%	13 2%	14 3%	3 1%	2 1%	26 6%	- -
	(8)	70 3%	31 2%	70 4%	41 5%	35 5%	47 4%	33 6%	23 5%	4 2%	8 2%	70 15%	1 *
	(7)	105 5%	51 4%	103 6%	55 7%	56 9%	69 6%	44 7%	35 8%	5 2%	19 5%	102 22%	2 *
	(6)	125 6%	71 5%	121 8%	54 7%	59 9%	78 7%	35 6%	23 5%	10 4%	18 5%	111 24%	14 1%
	(5)	371 18%	215 15%	345 22%	148 19%	133 21%	230 20%	96 17%	65 15%	21 8%	48 12%	101 22%	270 21%
	(4)	172 9%	118 8%	161 10%	75 10%	67 10%	107 9%	57 10%	42 10%	12 4%	50 13%	22 5%	150 12%
	(3)	171 9%	130 9%	149 9%	75 10%	59 9%	100 9%	58 10%	39 9%	25 9%	44 11%	3 1%	168 13%
	(2)	216 11%	175 13%	186 12%	85 11%	64 10%	130 11%	62 11%	36 8%	43 16%	62 16%	1 *	214 16%
	(1)	201 10%	165 12%	153 10%	70 9%	51 8%	104 9%	60 10%	42 10%	39 14%	61 16%	- -	201 15%
Very poor	(0)	522 26%	418 30%	254 16%	154 20%	90 14%	273 23%	112 19%	104 24%	107 40%	73 19%	- -	286 22%
NET: 8-10		128 6%	57 4%	127 8%	67 9%	64 10%	82 7%	59 10%	47 11%	8 3%	13 3%	128 27%	1 *

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 13

**Q3. Please rate Facebook on a scale of 0 to 10 where 0 is very poor and 10 is very good for their performance in the following areas?**

**Making me feel proud to associate myself with the company**

**Base: All respondents aware of Facebook**

	Total	Account With			Agree With Statements			Facebook Account		Reputation		
		Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Weighted base	2011	1401	1599	784	642	1173	583	432	270	388	468	1307
NET: 4-7	773 38%	456 33%	731 46%	332 42%	315 49%	484 41%	233 40%	164 38%	48 18%	136 35%	335 72%	437 33%
NET: 0-3	1110 55%	888 63%	742 46%	384 49%	263 41%	607 52%	292 50%	221 51%	214 79%	239 62%	5 1%	869 67%
Mean	3.13	2.67	3.69	3.56	4.03	3.33	3.59	3.50	1.94	2.88	6.61	2.44
Standard deviation	2.68	2.50	2.60	2.70	2.66	2.68	2.77	2.92	2.28	2.34	1.59	1.88
Standard error	0.06	0.07	0.06	0.10	0.10	0.08	0.11	0.14	0.14	0.12	0.07	0.05

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 14

**Q4. Which of the following do you currently use or have an account with?**

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
Facebook	1599	740	859	212	301	279	286	216	306	421	459	340	379	138	70	176	131	148	122	80	151	206	227	150	281	691
	79%	75%	83%	94%	87%	86%	80%	73%	66%	78%	82%	82%	76%	78%	83%	76%	77%	82%	81%	79%	78%	77%	81%	85%	87%	82%
WhatsApp	1105	484	621	186	274	217	180	125	123	321	334	240	211	86	33	131	87	102	75	47	90	179	175	101	244	519
	55%	49%	60%	82%	79%	67%	50%	42%	26%	59%	59%	58%	42%	48%	39%	56%	51%	56%	50%	46%	47%	67%	62%	57%	76%	62%
YouTube	1049	583	466	183	247	200	188	111	120	294	282	222	252	90	46	133	79	83	70	54	84	172	143	96	177	502
	52%	59%	45%	81%	71%	62%	52%	38%	26%	54%	50%	53%	50%	51%	54%	57%	47%	46%	46%	54%	43%	64%	51%	54%	55%	60%
Twitter	785	395	390	143	172	171	151	79	68	244	231	147	163	61	28	107	57	69	59	40	66	128	99	71	161	371
	39%	40%	38%	64%	50%	53%	42%	27%	15%	45%	41%	35%	33%	34%	33%	46%	33%	38%	39%	39%	34%	48%	35%	40%	50%	44%
Instagram	644	245	399	171	189	108	94	49	33	199	196	131	118	58	28	77	50	61	46	25	49	101	86	61	142	306
	32%	25%	39%	76%	55%	33%	26%	17%	7%	37%	35%	31%	24%	33%	33%	33%	30%	34%	31%	25%	25%	38%	31%	34%	44%	36%
LinkedIn	502	273	229	91	115	98	88	56	56	200	170	78	54	29	11	53	37	48	34	20	38	107	82	43	101	284
	25%	28%	22%	40%	33%	30%	25%	19%	12%	37%	30%	19%	11%	16%	14%	23%	22%	27%	22%	20%	19%	40%	29%	24%	31%	34%
Pinterest	443	103	339	81	122	83	76	40	41	124	150	90	79	46	13	52	36	38	37	17	47	52	57	47	101	188
	22%	11%	33%	36%	35%	25%	21%	13%	9%	23%	27%	22%	16%	26%	15%	22%	22%	21%	24%	17%	24%	20%	20%	26%	31%	22%
Snapchat	440	150	290	179	157	59	30	11	4	122	134	105	78	43	21	56	31	50	34	23	29	56	56	41	104	216
	22%	15%	28%	79%	45%	18%	8%	4%	1%	23%	24%	25%	16%	24%	25%	24%	19%	27%	23%	23%	15%	21%	20%	23%	32%	26%
None of these	181	104	77	1	5	10	27	39	98	53	43	26	59	17	9	25	17	9	17	11	22	21	18	15	10	50
	9%	11%	7%	*	2%	3%	8%	13%	21%	10%	8%	6%	12%	9%	10%	11%	10%	5%	11%	11%	11%	8%	6%	8%	3%	6%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 15

**Q4. Which of the following do you currently use or have an account with?****Base: All respondents**

	Account With					Agree With Statements			Facebook Account		Reputation	
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
Facebook	1599 79%	1098 78%	1599 100%	721 92%	603 94%	954 81%	583 100%	378 87%	270 100%	388 100%	457 98%	1062 81%
WhatsApp	1105 55%	740 53%	966 60%	550 70%	539 84%	628 54%	383 66%	323 75%	149 55%	214 55%	313 67%	716 55%
YouTube	1049 52%	722 51%	902 56%	556 71%	461 72%	578 49%	346 59%	297 69%	145 54%	209 54%	295 63%	659 50%
Twitter	785 39%	567 40%	721 45%	785 100%	431 67%	467 40%	306 52%	243 56%	114 42%	171 44%	225 48%	504 39%
Instagram	644 32%	406 29%	603 38%	431 55%	644 100%	362 31%	231 40%	187 43%	93 34%	140 36%	218 47%	398 30%
LinkedIn	502 25%	382 27%	458 29%	308 39%	258 40%	283 24%	205 35%	165 38%	63 23%	122 31%	119 26%	344 26%
Pinterest	443 22%	286 20%	408 26%	262 33%	271 42%	265 23%	167 29%	122 28%	51 19%	99 26%	138 30%	276 21%
Snapchat	440 22%	241 17%	417 26%	282 36%	353 55%	230 20%	149 25%	129 30%	47 17%	90 23%	170 36%	260 20%
None of these	181 9%	124 9%	-	-	-	97 8%	-	-	-	-	2 *	99 8%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 16

**Q5. To what extent do you agree or disagree with the following statements?**

**Summary**

**Base: All respondents aware of Facebook**

	Statements									
	I trust Facebook to hold data about its users securely	Facebook is clear about how it collects data from its users	Facebook is clear about how it shares its users' data with third parties	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have considered deleting my Facebook account in the last week	Facebook operates in the best interests of their users	I would prefer to pay £5 per month to Facebook to ensure my data is not captured	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	
Unweighted base	2011	2011	2011	2011	1604	2011	1604	1604	1609	
Weighted base	2011	2011	2011	2011	1599	2011	1599	1599	1610	
NET: Agree	333 17%	262 13%	231 11%	1173 58%	482 30%	262 13%	120 8%	583 36%	432 27%	
Strongly agree (+2)	78 4%	55 3%	51 3%	357 18%	178 11%	50 2%	42 3%	174 11%	120 7%	
Somewhat agree (+1)	256 13%	208 10%	180 9%	815 41%	305 19%	212 11%	79 5%	409 26%	312 19%	
Neither disagree nor agree (0)	460 23%	576 29%	537 27%	430 21%	331 21%	560 28%	246 15%	441 28%	510 32%	
Somewhat disagree (-1)	543 27%	608 30%	627 31%	259 13%	372 23%	583 29%	351 22%	353 22%	427 27%	
Strongly disagree (-2)	674 34%	564 28%	615 31%	149 7%	414 26%	605 30%	882 55%	222 14%	240 15%	
NET: Disagree	1217 61%	1172 58%	1243 62%	408 20%	786 49%	1189 59%	1233 77%	575 36%	668 41%	
Mean	-0.74	-0.71	-0.78	0.48	-0.34	-0.74	-1.22	-0.02	-0.22	
Standard deviation	1.16	1.07	1.06	1.14	1.34	1.08	1.04	1.21	1.14	
Standard error	0.03	0.02	0.02	0.03	0.03	0.02	0.03	0.03	0.03	

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 17

**Q5. To what extent do you agree or disagree with the following statements?**

**I trust Facebook to hold data about its users securely**

**Base: All respondents aware of Facebook**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2011	974	1037	233	312	351	362	315	438	594	535	355	527	199	83	219	169	155	148	94	216	274	286	168	296	831
Weighted base	2011	980	1030	225	343	324	358	296	464	540	560	415	496	177	85	231	169	181	150	98	194	268	280	177	321	838
NET: Agree	333 17%	144 15%	189 18%	55 24%	64 19%	60 18%	68 19%	39 13%	47 10%	81 15%	82 15%	85 20%	85 17%	29 16%	12 14%	28 12%	30 18%	38 21%	32 22%	18 19%	29 15%	43 16%	40 14%	33 19%	67 21%	149 18%
Strongly agree (+2)	78 4%	29 3%	49 5%	14 6%	15 4%	12 4%	17 5%	10 3%	10 2%	21 4%	18 3%	19 5%	19 4%	8 4%	3 4%	7 3%	7 4%	13 7%	8 6%	3 3%	4 2%	12 5%	5 2%	6 4%	20 6%	28 3%
Somewhat agree (+1)	256 13%	115 12%	141 14%	41 18%	49 14%	48 15%	51 14%	29 10%	38 8%	60 11%	65 12%	66 16%	66 13%	21 12%	9 10%	21 9%	23 14%	25 14%	24 16%	15 15%	25 13%	30 11%	35 12%	27 15%	47 15%	121 14%
Neither disagree nor agree (0)	460 23%	197 20%	263 26%	49 22%	82 24%	79 24%	89 25%	67 23%	94 20%	101 19%	132 24%	109 26%	118 24%	39 22%	23 27%	54 23%	35 21%	37 20%	35 23%	20 21%	50 26%	50 19%	68 24%	50 28%	71 22%	203 24%
Somewhat disagree (-1)	543 27%	241 25%	302 29%	59 26%	96 28%	86 26%	85 24%	82 28%	134 29%	154 29%	174 31%	100 24%	115 23%	48 27%	27 32%	66 28%	49 29%	51 28%	38 26%	28 28%	48 25%	80 30%	73 26%	36 20%	95 30%	222 27%
Strongly disagree (-2)	674 34%	399 41%	276 27%	62 28%	101 29%	99 31%	116 32%	108 36%	188 41%	203 38%	172 31%	120 29%	179 36%	62 35%	24 28%	83 36%	54 32%	55 31%	44 29%	32 32%	66 34%	96 36%	99 35%	59 33%	87 27%	264 31%
NET: Disagree	1217 61%	639 65%	578 56%	121 54%	197 57%	185 57%	202 56%	190 64%	322 69%	357 66%	346 62%	221 53%	294 59%	110 62%	50 59%	149 64%	103 61%	106 59%	82 55%	60 61%	115 59%	175 65%	172 61%	95 53%	183 57%	486 58%
Mean	-0.74	-0.88	-0.60	-0.51	-0.64	-0.66	-0.65	-0.84	-0.98	-0.85	-0.75	-0.57	-0.74	-0.77	-0.70	-0.85	-0.72	-0.61	-0.57	-0.71	-0.76	-0.81	-0.81	-0.64	-0.57	-0.68
Standard deviation	1.16	1.15	1.15	1.24	1.17	1.17	1.21	1.13	1.06	1.16	1.11	1.19	1.19	1.18	1.10	1.10	1.17	1.25	1.22	1.17	1.12	1.17	1.11	1.19	1.21	1.16
Standard error	0.03	0.04	0.04	0.08	0.07	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.08	0.12	0.07	0.09	0.10	0.10	0.12	0.08	0.07	0.07	0.09	0.07	0.04

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 18

**Q5. To what extent do you agree or disagree with the following statements?**

**I trust Facebook to hold data about its users securely**

**Base: All respondents aware of Facebook**

	Total	Seen/ heard anything about Facebook	Account With			Agree With Statements			Facebook Account		Reputation	
			Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2011	1412	1604	785	647	1173	594	439	261	393	457	1324
Weighted base	2011	1401	1599	784	642	1173	583	432	270	388	468	1307
NET: Agree	333 17%	180 13%	326 20%	147 19%	133 21%	261 22%	154 26%	120 28%	28 11%	44 11%	210 45%	121 9%
Strongly agree (+2)	78 4%	44 3%	73 5%	33 4%	33 5%	59 5%	41 7%	32 7%	13 5%	12 3%	48 10%	27 2%
Somewhat agree (+1)	256 13%	136 10%	253 16%	114 15%	100 16%	202 17%	113 19%	88 20%	16 6%	32 8%	162 35%	94 7%
Neither disagree nor agree (0)	460 23%	267 19%	402 25%	176 22%	159 25%	258 22%	96 16%	63 15%	28 10%	76 20%	174 37%	278 21%
Somewhat disagree (-1)	543 27%	417 30%	465 29%	224 29%	175 27%	320 27%	162 28%	104 24%	70 26%	143 37%	67 14%	461 35%
Strongly disagree (-2)	674 34%	537 38%	407 25%	237 30%	175 27%	333 28%	171 29%	145 34%	144 53%	125 32%	16 4%	447 34%
NET: Disagree	1217 61%	954 68%	871 54%	461 59%	350 55%	653 56%	333 57%	249 58%	214 79%	268 69%	84 18%	908 69%
Mean	-0.74	-0.91	-0.55	-0.66	-0.56	-0.57	-0.53	-0.56	-1.17	-0.87	0.34	-0.92
Standard deviation	1.16	1.11	1.16	1.17	1.19	1.21	1.28	1.33	1.13	1.05	0.97	1.01
Standard error	0.03	0.03	0.03	0.04	0.05	0.04	0.05	0.06	0.07	0.05	0.05	0.03



## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 19

**Q5. To what extent do you agree or disagree with the following statements?**

**Facebook is clear about how it collects data from its users**

**Base: All respondents aware of Facebook**

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2011	974	1037	233	312	351	362	315	438	594	535	355	527	199	83	219	169	155	148	94	216	274	286	168	296	831
Weighted base	2011	980	1030	225	343	324	358	296	464	540	560	415	496	177	85	231	169	181	150	98	194	268	280	177	321	838
NET: Agree	262 13%	123 12%	140 14%	42 19%	53 16%	53 16%	43 12%	26 9%	44 10%	71 13%	68 12%	69 17%	54 11%	19 11%	11 13%	22 10%	15 9%	29 16%	22 15%	12 12%	32 17%	47 17%	30 11%	23 13%	49 15%	117 14%
Strongly agree (+2)	55 3%	27 3%	27 3%	10 5%	11 3%	10 3%	12 3%	6 2%	5 1%	17 3%	13 2%	10 2%	14 3%	3 2%	1 1%	4 2%	1 1%	7 4%	4 2%	4 4%	6 3%	17 6%	6 2%	1 *	16 5%	20 2%
Somewhat agree (+1)	208 10%	95 10%	112 11%	32 14%	42 12%	44 13%	31 9%	20 7%	39 8%	54 10%	54 10%	60 14%	40 8%	16 9%	10 12%	18 8%	14 8%	22 12%	19 12%	8 8%	26 13%	30 11%	24 8%	23 13%	33 10%	96 12%
Neither disagree nor agree (0)	576 29%	234 24%	342 33%	43 19%	93 27%	79 24%	100 28%	103 35%	158 34%	119 22%	165 30%	131 31%	162 33%	58 33%	27 32%	53 23%	55 32%	54 30%	46 31%	28 29%	56 29%	62 23%	79 28%	58 33%	81 25%	224 27%
Somewhat disagree (-1)	608 30%	284 29%	323 31%	76 34%	103 30%	97 30%	118 33%	75 25%	138 30%	184 34%	176 31%	113 27%	135 27%	55 31%	26 31%	83 36%	50 29%	45 25%	45 30%	28 28%	64 33%	80 30%	92 33%	40 23%	91 28%	266 32%
Strongly disagree (-2)	564 28%	339 35%	225 22%	64 28%	93 27%	95 29%	97 27%	92 31%	124 27%	166 31%	151 27%	102 24%	146 29%	46 26%	21 24%	73 31%	49 29%	53 29%	37 24%	31 31%	41 21%	79 30%	79 28%	56 31%	100 31%	231 28%
NET: Disagree	1172 58%	624 64%	548 53%	140 62%	196 57%	192 59%	215 60%	167 56%	262 56%	350 65%	327 58%	215 52%	281 57%	100 57%	47 55%	156 67%	99 59%	98 54%	82 55%	58 59%	105 54%	160 60%	171 61%	96 54%	191 59%	498 59%
Mean	-0.71	-0.83	-0.59	-0.67	-0.65	-0.69	-0.72	-0.77	-0.72	-0.79	-0.71	-0.57	-0.72	-0.70	-0.66	-0.87	-0.78	-0.64	-0.62	-0.74	-0.56	-0.65	-0.76	-0.72	-0.70	-0.71
Standard deviation	1.07	1.09	1.03	1.16	1.10	1.12	1.06	1.03	0.99	1.08	1.04	1.08	1.06	1.01	1.01	1.00	0.99	1.14	1.06	1.11	1.07	1.19	1.03	1.06	1.16	1.07
Standard error	0.02	0.04	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.07	0.11	0.07	0.08	0.09	0.09	0.11	0.07	0.07	0.06	0.08	0.07	0.04

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 20

**Q5. To what extent do you agree or disagree with the following statements?**

**Facebook is clear about how it collects data from its users**

**Base: All respondents aware of Facebook**

	Total	Seen/ heard anything about Facebook	Account With			Agree With Statements			Facebook Account		Reputation	
			Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2011	1412	1604	785	647	1173	594	439	261	393	457	1324
Weighted base	2011	1401	1599	784	642	1173	583	432	270	388	468	1307
NET: Agree	262 13%	143 10%	246 15%	117 15%	111 17%	221 19%	134 23%	113 26%	19 7%	42 11%	166 36%	89 7%
Strongly agree (+2)	55 3%	28 2%	48 3%	27 3%	19 3%	44 4%	29 5%	25 6%	5 2%	7 2%	38 8%	11 1%
Somewhat agree (+1)	208 10%	115 8%	198 12%	90 12%	91 14%	177 15%	105 18%	87 20%	14 5%	36 9%	128 27%	78 6%
Neither disagree nor agree (0)	576 29%	357 25%	446 28%	218 28%	173 27%	342 29%	114 20%	73 17%	47 17%	78 20%	166 36%	375 29%
Somewhat disagree (-1)	608 30%	446 32%	513 32%	221 28%	177 28%	357 30%	179 31%	123 28%	76 28%	144 37%	109 23%	472 36%
Strongly disagree (-2)	564 28%	455 33%	394 25%	228 29%	181 28%	252 22%	156 27%	124 29%	129 48%	124 32%	26 6%	371 28%
NET: Disagree	1172 58%	901 64%	907 57%	449 57%	358 56%	609 52%	335 58%	247 57%	204 76%	268 69%	135 29%	842 64%
Mean	-0.71	-0.85	-0.63	-0.68	-0.64	-0.51	-0.56	-0.54	-1.15	-0.88	0.09	-0.85
Standard deviation	1.07	1.03	1.07	1.11	1.12	1.10	1.20	1.26	1.00	1.02	1.02	0.93
Standard error	0.02	0.03	0.03	0.04	0.04	0.03	0.05	0.06	0.06	0.05	0.05	0.03

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 21

**Q5. To what extent do you agree or disagree with the following statements?**

**Facebook is clear about how it shares its users' data with third parties**

**Base: All respondents aware of Facebook**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate
Unweighted base	2011	974	1037	233	312	351	362	315	438	594	535	355	527	199	83	219	169	155	148	94	216	274	286	168	296	831
Weighted base	2011	980	1030	225	343	324	358	296	464	540	560	415	496	177	85	231	169	181	150	98	194	268	280	177	321	838
NET: Agree	231 11%	103 11%	127 12%	35 16%	57 17%	44 14%	39 11%	22 7%	34 7%	62 12%	63 11%	58 14%	47 10%	21 12%	5 6%	27 12%	16 9%	28 15%	15 10%	9 9%	24 12%	41 15%	28 10%	18 10%	42 13%	103 12%
Strongly agree (+2)	51 3%	22 2%	29 3%	8 4%	17 5%	5 1%	12 3%	4 1%	6 1%	17 3%	11 2%	10 2%	13 3%	2 1%	-	5 2%	1 1%	4 2%	4 3%	4 4%	5 3%	14 5%	7 2%	4 2%	13 4%	20 2%
Somewhat agree (+1)	180 9%	81 8%	99 10%	27 12%	40 12%	39 12%	27 8%	18 6%	29 6%	46 8%	52 9%	48 11%	34 7%	19 11%	5 6%	23 10%	15 9%	24 13%	11 7%	5 5%	19 10%	26 10%	21 7%	14 8%	29 9%	83 10%
Neither disagree nor agree (0)	537 27%	210 21%	327 32%	40 18%	83 24%	78 24%	100 28%	101 34%	135 29%	116 22%	141 25%	127 31%	153 31%	55 31%	23 27%	60 26%	45 27%	43 24%	33 22%	31 31%	51 26%	53 20%	87 31%	56 32%	83 26%	204 24%
Somewhat disagree (-1)	627 31%	296 30%	331 32%	77 34%	102 30%	104 32%	108 30%	85 29%	152 33%	162 30%	189 34%	131 32%	146 29%	57 32%	30 35%	74 32%	62 37%	53 29%	62 41%	24 24%	69 36%	75 28%	81 29%	43 24%	92 29%	273 33%
Strongly disagree (-2)	615 31%	370 38%	245 24%	73 32%	101 29%	98 30%	112 31%	89 30%	143 31%	199 37%	167 30%	99 24%	150 30%	45 25%	27 32%	71 31%	46 27%	58 32%	40 27%	35 35%	50 26%	99 37%	85 30%	60 34%	104 32%	257 31%
NET: Disagree	1243 62%	667 68%	576 56%	150 67%	203 59%	202 62%	220 61%	174 59%	294 63%	361 67%	356 64%	230 55%	296 60%	102 57%	57 67%	144 62%	107 64%	110 61%	102 68%	59 60%	119 61%	174 65%	165 59%	103 58%	196 61%	530 63%
Mean	-0.78	-0.93	-0.65	-0.80	-0.67	-0.78	-0.78	-0.80	-0.86	-0.89	-0.80	-0.63	-0.78	-0.70	-0.93	-0.79	-0.80	-0.75	-0.82	-0.82	-0.72	-0.81	-0.77	-0.80	-0.76	-0.79
Standard deviation	1.06	1.06	1.03	1.13	1.16	1.05	1.07	0.98	0.97	1.09	1.03	1.04	1.04	1.00	0.91	1.05	0.96	1.10	1.00	1.10	1.04	1.19	1.04	1.07	1.12	1.06
Standard error	0.02	0.03	0.03	0.07	0.07	0.06	0.06	0.06	0.05	0.04	0.04	0.06	0.05	0.07	0.10	0.07	0.07	0.09	0.08	0.11	0.07	0.06	0.08	0.07	0.04	0.04

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 22

**Q5. To what extent do you agree or disagree with the following statements?**

**Facebook is clear about how it shares its users' data with third parties**

**Base: All respondents aware of Facebook**

	Total	Account With			Agree With Statements			Facebook Account		Reputation		
		Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2011	1412	1604	785	647	1173	594	439	261	393	457	1324
Weighted base	2011	1401	1599	784	642	1173	583	432	270	388	468	1307
NET: Agree	231 11%	122 9%	222 14%	102 13%	101 16%	191 16%	128 22%	100 23%	20 7%	33 9%	156 33%	74 6%
Strongly agree (+2)	51 3%	29 2%	48 3%	26 3%	23 4%	46 4%	29 5%	27 6%	5 2%	7 2%	36 8%	14 1%
Somewhat agree (+1)	180 9%	93 7%	174 11%	76 10%	78 12%	145 12%	99 17%	74 17%	16 6%	26 7%	120 26%	60 5%
Neither disagree nor agree (0)	537 27%	308 22%	416 26%	189 24%	166 26%	325 28%	107 18%	76 18%	40 15%	64 16%	167 36%	336 26%
Somewhat disagree (-1)	627 31%	472 34%	538 34%	254 32%	188 29%	362 31%	188 32%	125 29%	79 29%	157 40%	114 24%	482 37%
Strongly disagree (-2)	615 31%	499 36%	424 27%	239 30%	188 29%	294 25%	160 27%	131 30%	131 48%	135 35%	30 6%	415 32%
NET: Disagree	1243 62%	971 69%	962 60%	493 63%	376 59%	656 56%	347 60%	256 59%	210 78%	291 75%	145 31%	897 69%
Mean	-0.78	-0.94	-0.70	-0.77	-0.69	-0.61	-0.60	-0.60	-1.17	-0.99	0.04	-0.94
Standard deviation	1.06	1.01	1.07	1.09	1.12	1.11	1.20	1.25	0.99	0.98	1.03	0.92
Standard error	0.02	0.03	0.03	0.04	0.04	0.03	0.05	0.06	0.06	0.05	0.05	0.03

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 23

**Q5. To what extent do you agree or disagree with the following statements?**

**It is the responsibility of Facebook users to educate themselves on how their data may be used**

**Base: All respondents aware of Facebook**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2011	974	1037	233	312	351	362	315	438	594	535	355	527	199	83	219	169	155	148	94	216	274	286	168	296	831
Weighted base	2011	980	1030	225	343	324	358	296	464	540	560	415	496	177	85	231	169	181	150	98	194	268	280	177	321	838
NET: Agree	1173 58%	545 56%	627 61%	107 48%	189 55%	176 54%	213 60%	182 61%	304 65%	316 59%	325 58%	248 60%	284 57%	103 58%	54 64%	127 55%	102 60%	96 53%	94 63%	59 60%	116 60%	152 57%	157 56%	114 64%	188 59%	475 57%
Strongly agree (+2)	357 18%	181 19%	176 17%	36 16%	52 15%	59 18%	64 18%	50 17%	98 21%	91 17%	104 19%	73 18%	89 18%	32 18%	16 19%	38 17%	37 22%	25 14%	26 17%	15 16%	37 19%	53 20%	48 17%	28 16%	48 15%	148 18%
Somewhat agree (+1)	815 41%	364 37%	452 44%	71 32%	138 40%	118 36%	150 42%	133 45%	206 44%	224 42%	221 39%	174 42%	195 39%	70 40%	38 44%	88 38%	65 38%	71 39%	68 45%	43 44%	79 41%	98 37%	110 39%	86 49%	141 44%	327 39%
Neither disagree nor agree (0)	430 21%	216 22%	213 21%	56 25%	87 25%	74 23%	76 21%	59 20%	77 17%	100 18%	115 20%	107 26%	108 22%	35 20%	13 15%	50 22%	32 19%	44 24%	29 19%	18 19%	50 26%	52 20%	72 26%	33 19%	58 18%	194 23%
Somewhat disagree (-1)	259 13%	126 13%	133 13%	40 18%	40 12%	54 17%	43 12%	33 11%	49 11%	80 15%	89 16%	39 9%	51 10%	26 14%	11 13%	32 14%	20 12%	26 14%	15 10%	14 14%	18 9%	43 16%	36 13%	18 10%	55 17%	104 12%
Strongly disagree (-2)	149 7%	92 9%	57 6%	22 10%	26 8%	19 6%	26 7%	22 7%	34 7%	44 8%	31 6%	21 5%	53 11%	14 8%	7 8%	22 10%	14 9%	16 9%	13 8%	7 7%	9 5%	21 8%	14 5%	12 7%	19 6%	64 8%
NET: Disagree	408 20%	219 22%	189 18%	62 28%	66 19%	73 23%	69 19%	55 19%	83 18%	124 23%	120 21%	60 14%	104 21%	40 22%	18 21%	54 24%	34 20%	41 23%	27 18%	21 21%	27 14%	64 24%	51 18%	30 17%	74 23%	168 20%
Mean	0.48	0.42	0.54	0.27	0.43	0.44	0.51	0.52	0.61	0.44	0.50	0.58	0.44	0.46	0.54	0.38	0.53	0.36	0.53	0.47	0.60	0.45	0.50	0.56	0.44	0.47
Standard deviation	1.14	1.20	1.09	1.21	1.12	1.14	1.13	1.12	1.15	1.17	1.13	1.04	1.20	1.18	1.18	1.20	1.20	1.14	1.14	1.14	1.05	1.20	1.08	1.08	1.12	1.15
Standard error	0.03	0.04	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.05	0.05	0.06	0.05	0.08	0.13	0.08	0.09	0.09	0.09	0.12	0.07	0.07	0.06	0.08	0.07	0.04

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 24

**Q5. To what extent do you agree or disagree with the following statements?**  
**It is the responsibility of Facebook users to educate themselves on how their data may be used**  
**Base: All respondents aware of Facebook**

	Total	Seen/ heard anything about Facebook	Account With			Agree With Statements			Facebook Account		Reputation	
			Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2011	1412	1604	785	647	1173	594	439	261	393	457	1324
Weighted base	2011	1401	1599	784	642	1173	583	432	270	388	468	1307
NET: Agree	1173 58%	836 60%	954 60%	467 60%	362 56%	1173 100%	410 70%	291 67%	148 55%	216 55%	306 65%	755 58%
Strongly agree (+2)	357 18%	248 18%	279 17%	145 18%	101 16%	357 30%	144 25%	112 26%	46 17%	68 17%	107 23%	196 15%
Somewhat agree (+1)	815 41%	588 42%	675 42%	323 41%	261 41%	815 70%	267 46%	179 41%	102 38%	148 38%	199 43%	559 43%
Neither disagree nor agree (0)	430 21%	265 19%	353 22%	162 21%	139 22%	-	76 13%	55 13%	47 18%	87 23%	118 25%	279 21%
Somewhat disagree (-1)	259 13%	200 14%	208 13%	108 14%	98 15%	-	76 13%	65 15%	39 14%	68 18%	37 8%	200 15%
Strongly disagree (-2)	149 7%	100 7%	85 5%	47 6%	43 7%	-	20 3%	21 5%	36 13%	17 4%	8 2%	73 6%
NET: Disagree	408 20%	300 21%	293 18%	154 20%	141 22%	-	96 17%	86 20%	75 28%	85 22%	44 9%	273 21%
Mean	0.48	0.49	0.53	0.52	0.43	1.30	0.75	0.69	0.31	0.47	0.77	0.46
Standard deviation	1.14	1.15	1.08	1.12	1.13	0.46	1.07	1.15	1.28	1.10	0.94	1.09
Standard error	0.03	0.03	0.03	0.04	0.04	0.01	0.04	0.05	0.08	0.06	0.04	0.03

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 25

**Q5. To what extent do you agree or disagree with the following statements?**

**I have considered deleting my Facebook account in the last week**

**Base: All respondents aware of Facebook**

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	1604	743	861	218	275	302	288	230	291	468	442	291	403	154	70	166	132	129	120	75	168	214	231	145	258	688
Weighted base	1599	740	859	212	301	279	286	216	306	421	459	340	379	138	70	176	131	148	122	80	151	206	227	150	281	691
NET: Agree	482 30%	262 35%	221 26%	54 25%	92 31%	81 29%	85 30%	64 29%	107 35%	149 35%	117 26%	104 31%	112 30%	48 35%	22 32%	55 31%	40 30%	37 25%	31 26%	21 26%	38 25%	76 37%	72 32%	43 29%	81 29%	213 31%
Strongly agree (+2)	178 11%	102 14%	76 9%	15 7%	34 11%	24 9%	40 14%	28 13%	36 12%	53 12%	44 10%	36 11%	45 12%	16 11%	11 15%	25 14%	12 9%	13 9%	11 9%	10 13%	10 6%	29 14%	20 9%	21 14%	27 10%	75 11%
Somewhat agree (+1)	305 19%	160 22%	145 17%	39 18%	58 19%	58 21%	45 16%	35 16%	71 23%	96 23%	73 16%	68 20%	67 18%	32 23%	12 16%	30 17%	28 21%	24 16%	21 17%	10 13%	28 19%	47 23%	52 23%	22 15%	54 19%	138 20%
Neither disagree nor agree (0)	331 21%	154 21%	177 21%	36 17%	55 18%	48 17%	74 26%	41 19%	76 25%	74 18%	99 22%	69 20%	89 23%	23 17%	14 20%	45 25%	23 18%	31 21%	34 28%	14 17%	32 21%	39 19%	46 20%	29 19%	53 19%	134 19%
Somewhat disagree (-1)	372 23%	157 21%	215 25%	43 20%	65 22%	70 25%	61 21%	58 27%	76 25%	98 23%	106 23%	85 25%	84 22%	37 27%	14 20%	37 21%	27 21%	39 26%	24 19%	24 30%	37 24%	45 22%	56 25%	32 21%	72 26%	152 22%
Strongly disagree (-2)	414 26%	167 23%	246 29%	79 37%	89 29%	79 28%	66 23%	53 25%	47 15%	100 24%	137 30%	82 24%	94 25%	30 22%	20 28%	39 22%	41 31%	42 28%	33 27%	22 27%	44 29%	45 22%	52 23%	46 30%	75 27%	191 28%
NET: Disagree	786 49%	325 44%	461 54%	122 58%	153 51%	149 54%	127 44%	112 52%	123 40%	198 47%	243 53%	167 49%	179 47%	67 49%	34 48%	76 43%	68 52%	81 54%	57 46%	45 57%	81 54%	91 44%	109 48%	78 48%	147 52%	343 50%
Mean	-0.34	-0.17	-0.48	-0.62	-0.38	-0.44	-0.24	-0.34	-0.09	-0.23	-0.48	-0.32	-0.31	-0.24	-0.29	-0.20	-0.44	-0.49	-0.39	-0.46	-0.51	-0.15	-0.30	-0.39	-0.41	-0.36
Standard deviation	1.34	1.36	1.30	1.34	1.38	1.32	1.34	1.36	1.25	1.37	1.32	1.32	1.33	1.33	1.42	1.35	1.36	1.30	1.29	1.36	1.27	1.37	1.29	1.41	1.32	1.35
Standard error	0.03	0.05	0.04	0.09	0.08	0.08	0.08	0.09	0.07	0.06	0.06	0.08	0.07	0.11	0.17	0.10	0.12	0.11	0.12	0.16	0.10	0.09	0.08	0.12	0.08	0.05

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 26

**Q5. To what extent do you agree or disagree with the following statements?**

**I have considered deleting my Facebook account in the last week**

**Base: All respondents aware of Facebook**

	Total	Seen/ heard anything about Facebook	Account With			Agree With Statements			Facebook Account		Reputation	
			Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	1604	1114	1604	721	606	963	594	382	261	393	446	1081
Weighted base	1599	1098	1599	721	603	954	583	378	270	388	457	1062
NET: Agree	482 30%	368 33%	482 30%	214 30%	181 30%	277 29%	240 41%	161 43%	209 77%	212 55%	72 16%	363 34%
Strongly agree (+2)	178 11%	142 13%	178 11%	74 10%	60 10%	110 12%	112 19%	73 19%	106 39%	49 13%	14 3%	127 12%
Somewhat agree (+1)	305 19%	226 21%	305 19%	140 19%	122 20%	167 18%	128 22%	89 23%	104 38%	163 42%	58 13%	236 22%
Neither disagree nor agree (0)	331 21%	212 19%	331 21%	145 20%	102 17%	164 17%	100 17%	61 16%	26 10%	107 27%	78 17%	238 22%
Somewhat disagree (-1)	372 23%	256 23%	372 23%	159 22%	144 24%	226 24%	109 19%	74 19%	14 5%	58 15%	107 23%	259 24%
Strongly disagree (-2)	414 26%	263 24%	414 26%	202 28%	176 29%	286 30%	135 23%	82 22%	20 7%	12 3%	199 44%	202 19%
NET: Disagree	786 49%	519 47%	786 49%	362 50%	320 53%	513 54%	244 42%	156 41%	34 13%	70 18%	307 67%	461 43%
Mean	-0.34	-0.25	-0.34	-0.38	-0.42	-0.43	-0.05	-0.01	0.96	0.46	-0.92	-0.16
Standard deviation	1.34	1.36	1.34	1.34	1.35	1.37	1.45	1.44	1.17	0.99	1.18	1.30
Standard error	0.03	0.04	0.03	0.05	0.05	0.04	0.06	0.07	0.07	0.05	0.06	0.04



## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 27

**Q5. To what extent do you agree or disagree with the following statements?**

**Facebook operates in the best interests of their users**

**Base: All respondents aware of Facebook**

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri- vate
Unweighted base	2011	974	1037	233	312	351	362	315	438	594	535	355	527	199	83	219	169	155	148	94	216	274	286	168	296	831
Weighted base	2011	980	1030	225	343	324	358	296	464	540	560	415	496	177	85	231	169	181	150	98	194	268	280	177	321	838
NET: Agree	262 13%	108 11%	154 15%	45 20%	64 19%	52 16%	34 10%	27 9%	40 9%	61 11%	60 11%	78 19%	64 13%	22 13%	12 14%	26 11%	20 12%	28 16%	17 11%	9 9%	24 12%	47 18%	32 12%	24 14%	52 16%	122 15%
Strongly agree (+2)	50 2%	23 2%	27 3%	8 3%	16 5%	10 3%	9 2%	1 *	7 1%	12 2%	10 2%	14 3%	15 3%	2 1%	2 2%	6 3%	3 2%	2 1%	4 3%	4 4%	3 2%	13 5%	6 2%	6 3%	9 3%	25 3%
Somewhat agree (+1)	212 11%	85 9%	127 12%	38 17%	48 14%	42 13%	26 7%	26 9%	33 7%	49 9%	50 9%	64 16%	49 10%	20 11%	10 12%	20 9%	17 10%	26 14%	13 9%	5 5%	21 11%	34 13%	26 9%	18 10%	43 13%	97 12%
Neither disagree nor agree (0)	560 28%	224 23%	336 33%	59 26%	85 25%	88 27%	112 31%	87 29%	128 28%	130 24%	160 29%	127 31%	143 29%	51 29%	21 25%	63 27%	39 23%	51 28%	47 32%	32 33%	56 29%	56 21%	79 28%	64 36%	87 27%	221 26%
Somewhat disagree (-1)	583 29%	288 29%	295 29%	63 28%	88 26%	85 26%	111 31%	90 30%	145 31%	164 30%	189 34%	98 24%	133 27%	51 29%	29 34%	67 29%	54 32%	48 27%	41 27%	28 28%	66 34%	83 31%	86 31%	30 17%	96 30%	244 29%
Strongly disagree (-2)	605 30%	360 37%	245 24%	57 25%	105 31%	98 30%	101 28%	93 32%	150 32%	185 34%	151 27%	112 27%	157 32%	53 30%	23 27%	75 32%	55 33%	54 30%	45 30%	30 30%	48 25%	82 31%	83 30%	59 33%	85 27%	251 30%
NET: Disagree	1189 59%	648 66%	540 52%	120 53%	194 57%	184 57%	212 59%	183 62%	295 64%	349 65%	340 61%	210 51%	290 58%	104 59%	51 61%	142 61%	109 65%	103 56%	86 57%	57 58%	113 59%	165 61%	169 60%	89 50%	182 57%	495 59%
Mean	-0.74	-0.90	-0.59	-0.55	-0.64	-0.68	-0.75	-0.84	-0.86	-0.86	-0.75	-0.55	-0.74	-0.75	-0.71	-0.80	-0.84	-0.70	-0.73	-0.75	-0.69	-0.70	-0.76	-0.67	-0.64	-0.71
Standard deviation	1.08	1.07	1.06	1.14	1.19	1.13	1.02	0.98	1.00	1.06	1.01	1.14	1.10	1.05	1.06	1.07	1.05	1.08	1.06	1.07	1.01	1.17	1.05	1.14	1.10	1.10
Standard error	0.02	0.03	0.03	0.07	0.07	0.06	0.05	0.06	0.05	0.04	0.04	0.06	0.05	0.07	0.12	0.07	0.08	0.09	0.09	0.11	0.07	0.07	0.06	0.09	0.06	0.04

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 28

**Q5. To what extent do you agree or disagree with the following statements?**

**Facebook operates in the best interests of their users**

**Base: All respondents aware of Facebook**

	Total	Seen/ heard anything about Facebook	Account With			Agree With Statements			Facebook Account		Reputation	
			Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2011	1412	1604	785	647	1173	594	439	261	393	457	1324
Weighted base	2011	1401	1599	784	642	1173	583	432	270	388	468	1307
NET: Agree	262 13%	147 10%	256 16%	120 15%	114 18%	203 17%	134 23%	100 23%	23 9%	35 9%	199 43%	61 5%
Strongly agree (+2)	50 2%	23 2%	47 3%	25 3%	26 4%	39 3%	31 5%	29 7%	3 1%	7 2%	44 9%	5 *
Somewhat agree (+1)	212 11%	123 9%	209 13%	95 12%	88 14%	164 14%	102 18%	71 17%	20 7%	28 7%	155 33%	57 4%
Neither disagree nor agree (0)	560 28%	307 22%	476 30%	208 26%	185 29%	340 29%	124 21%	80 19%	30 11%	96 25%	201 43%	346 27%
Somewhat disagree (-1)	583 29%	465 33%	484 30%	227 29%	176 27%	332 28%	163 28%	118 27%	76 28%	143 37%	54 12%	506 39%
Strongly disagree (-2)	605 30%	482 34%	383 24%	229 29%	167 26%	298 25%	162 28%	134 31%	140 52%	114 29%	13 3%	394 30%
NET: Disagree	1189 59%	947 68%	867 54%	457 58%	343 53%	630 54%	325 56%	252 58%	216 80%	257 66%	67 14%	899 69%
Mean	-0.74	-0.90	-0.59	-0.69	-0.57	-0.58	-0.55	-0.59	-1.22	-0.85	0.35	-0.94
Standard deviation	1.08	1.03	1.08	1.11	1.13	1.11	1.22	1.26	0.99	0.99	0.90	0.88
Standard error	0.02	0.03	0.03	0.04	0.04	0.03	0.05	0.06	0.06	0.05	0.04	0.02

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 29

**Q5. To what extent do you agree or disagree with the following statements?****I would prefer to pay £5 per month to Facebook to ensure my data is not captured****Base: All respondents aware of Facebook**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	1604	743	861	218	275	302	288	230	291	468	442	291	403	154	70	166	132	129	120	75	168	214	231	145	258	688
Weighted base	1599	740	859	212	301	279	286	216	306	421	459	340	379	138	70	176	131	148	122	80	151	206	227	150	281	691
NET: Agree	120 8%	55 7%	65 8%	21 10%	36 12%	23 8%	19 7%	7 3%	16 5%	30 7%	32 7%	31 9%	28 7%	13 9%	7 9%	18 10%	8 6%	7 5%	10 8%	10 12%	5 3%	22 11%	13 6%	10 6%	21 8%	60 9%
Strongly agree (+2)	42 3%	17 2%	25 3%	9 4%	7 2%	9 3%	10 4%	2 1%	5 1%	12 3%	13 3%	4 1%	12 3%	2 2%	2 2%	5 3%	4 3%	2 1%	3 3%	3 4%	2 1%	10 5%	5 2%	3 2%	9 3%	18 3%
Somewhat agree (+1)	79 5%	39 5%	40 5%	12 6%	29 10%	14 5%	8 3%	4 2%	11 4%	17 4%	19 4%	26 8%	15 4%	10 8%	5 7%	12 7%	3 2%	5 3%	7 5%	7 8%	3 2%	12 6%	8 3%	7 5%	12 4%	41 6%
Neither disagree nor agree (0)	246 15%	99 13%	147 17%	30 14%	40 13%	48 17%	51 18%	30 14%	46 15%	53 13%	65 14%	60 18%	68 18%	27 19%	15 22%	21 12%	12 9%	25 17%	23 19%	12 15%	23 15%	33 16%	34 15%	22 14%	43 15%	96 14%
Somewhat disagree (-1)	351 22%	121 16%	230 27%	57 27%	64 21%	51 18%	55 19%	43 20%	80 26%	104 25%	103 22%	74 22%	70 18%	21 16%	15 22%	37 21%	33 25%	42 28%	22 18%	14 18%	32 21%	54 26%	51 23%	29 19%	56 20%	143 21%
Strongly disagree (-2)	882 55%	465 63%	417 49%	103 49%	161 53%	157 56%	161 56%	136 63%	164 54%	234 56%	259 56%	176 52%	213 56%	77 56%	33 47%	100 57%	79 60%	75 50%	68 55%	44 55%	91 61%	97 47%	129 57%	90 60%	161 57%	393 57%
NET: Disagree	1233 77%	586 79%	647 75%	161 76%	224 75%	208 75%	216 76%	179 83%	244 80%	338 80%	361 79%	250 73%	283 75%	98 71%	48 69%	137 78%	111 85%	117 79%	89 73%	58 73%	124 82%	151 73%	180 80%	119 79%	217 77%	536 78%
Mean	-1.22	-1.32	-1.13	-1.10	-1.14	-1.20	-1.22	-1.42	-1.27	-1.26	-1.25	-1.15	-1.20	-1.16	-1.04	-1.22	-1.36	-1.23	-1.17	-1.12	-1.38	-1.05	-1.29	-1.31	-1.24	-1.23
Standard deviation	1.04	1.03	1.04	1.11	1.12	1.09	1.07	0.88	0.95	1.02	1.03	1.05	1.08	1.09	1.10	1.10	0.99	0.94	1.09	1.17	0.89	1.15	0.99	1.00	1.06	1.06
Standard error	0.03	0.04	0.04	0.08	0.07	0.06	0.06	0.06	0.06	0.05	0.05	0.06	0.05	0.09	0.13	0.09	0.09	0.08	0.10	0.14	0.07	0.08	0.06	0.08	0.07	0.04

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 30

**Q5. To what extent do you agree or disagree with the following statements?****I would prefer to pay £5 per month to Facebook to ensure my data is not captured****Base: All respondents aware of Facebook**

	Total	Seen/ heard anything about Facebook	Account With			Agree With Statements			Facebook Account		Reputation	
			Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	1604	1114	1604	721	606	963	594	382	261	393	446	1081
Weighted base	1599	1098	1599	721	603	954	583	378	270	388	457	1062
NET: Agree	120 8%	70 6%	120 8%	63 9%	54 9%	93 10%	74 13%	60 16%	28 10%	42 11%	51 11%	63 6%
Strongly agree (+2)	42 3%	26 2%	42 3%	21 3%	13 2%	34 4%	25 4%	19 5%	9 3%	13 3%	17 4%	22 2%
Somewhat agree (+1)	79 5%	44 4%	79 5%	41 6%	40 7%	60 6%	49 8%	40 11%	19 7%	30 8%	34 8%	41 4%
Neither disagree nor agree (0)	246 15%	145 13%	246 15%	105 15%	89 15%	116 12%	72 12%	41 11%	32 12%	68 18%	84 18%	156 15%
Somewhat disagree (-1)	351 22%	244 22%	351 22%	145 20%	139 23%	223 23%	126 22%	77 20%	45 17%	76 19%	116 25%	230 22%
Strongly disagree (-2)	882 55%	639 58%	882 55%	408 57%	322 53%	521 55%	311 53%	200 53%	165 61%	203 52%	206 45%	613 58%
NET: Disagree	1233 77%	883 80%	1233 77%	553 77%	461 76%	745 78%	437 75%	277 73%	210 78%	278 72%	322 71%	843 79%
Mean	-1.22	-1.30	-1.22	-1.22	-1.19	-1.19	-1.11	-1.05	-1.25	-1.10	-1.01	-1.29
Standard deviation	1.04	1.00	1.04	1.08	1.05	1.10	1.17	1.24	1.12	1.14	1.12	0.99
Standard error	0.03	0.03	0.03	0.04	0.04	0.04	0.05	0.06	0.07	0.06	0.05	0.03

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 31

**Q5. To what extent do you agree or disagree with the following statements?**

**I have reviewed how my data is collected and shared by Facebook**

**Base: All respondents aware of Facebook**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	1604	743	861	218	275	302	288	230	291	468	442	291	403	154	70	166	132	129	120	75	168	214	231	145	258	688
Weighted base	1599	740	859	212	301	279	286	216	306	421	459	340	379	138	70	176	131	148	122	80	151	206	227	150	281	691
NET: Agree	583 36%	282 38%	301 35%	75 35%	114 38%	115 41%	119 42%	69 32%	91 30%	169 40%	189 41%	110 32%	115 30%	53 39%	26 37%	54 31%	44 33%	61 41%	41 33%	22 28%	61 41%	81 39%	84 37%	56 37%	114 40%	258 37%
Strongly agree (+2)	174 11%	90 12%	83 10%	19 9%	40 13%	30 11%	37 13%	18 8%	29 9%	50 12%	55 12%	38 11%	31 8%	18 13%	3 5%	22 13%	16 12%	12 8%	12 10%	6 8%	15 10%	30 15%	23 10%	18 12%	39 14%	78 11%
Somewhat agree (+1)	409 26%	191 26%	218 25%	56 27%	74 25%	85 30%	82 29%	51 23%	62 20%	120 28%	134 29%	72 21%	84 22%	36 26%	23 32%	32 18%	28 21%	49 33%	29 24%	16 20%	46 31%	51 25%	62 27%	38 25%	75 27%	180 26%
Neither disagree nor agree (0)	441 28%	187 25%	254 30%	53 25%	74 25%	76 27%	82 29%	62 29%	96 31%	100 24%	103 22%	114 34%	124 33%	37 27%	25 35%	53 30%	36 27%	34 23%	38 31%	22 28%	36 24%	52 25%	63 28%	46 31%	79 28%	170 25%
Somewhat disagree (-1)	353 22%	158 21%	195 23%	42 20%	69 23%	60 22%	52 18%	54 25%	74 24%	103 23%	74 22%	79 22%	32 21%	32 23%	9 12%	44 25%	35 27%	31 21%	31 25%	18 23%	34 22%	41 20%	51 23%	28 19%	53 19%	169 24%
Strongly disagree (-2)	222 14%	114 15%	108 13%	42 20%	44 15%	27 10%	33 12%	31 14%	45 15%	54 13%	64 14%	41 12%	62 16%	16 11%	11 15%	26 15%	17 13%	22 15%	13 10%	17 21%	20 14%	32 16%	28 13%	20 14%	35 12%	94 14%
NET: Disagree	575 36%	272 37%	303 35%	84 40%	113 38%	88 31%	85 30%	85 39%	119 39%	151 36%	167 36%	116 34%	141 37%	47 34%	19 27%	69 39%	51 39%	54 36%	44 36%	35 44%	54 36%	72 35%	80 35%	49 32%	88 31%	263 38%
Mean	-0.02	-0.02	-0.03	-0.15	-0.01	0.11	0.13	-0.13	-0.14	0.03	0.03	-0.03	-0.15	0.05	-0.01	-0.10	-0.07	-0.03	-0.03	-0.29	0.01	0.03	-0.01	0.03	0.10	-0.03
Standard deviation	1.21	1.26	1.17	1.26	1.26	1.16	1.20	1.18	1.18	1.23	1.25	1.17	1.18	1.21	1.13	1.23	1.22	1.21	1.14	1.23	1.21	1.29	1.18	1.21	1.22	1.23
Standard error	0.03	0.05	0.04	0.09	0.08	0.07	0.07	0.08	0.07	0.06	0.06	0.07	0.06	0.10	0.13	0.10	0.11	0.11	0.10	0.14	0.09	0.09	0.08	0.10	0.08	0.05

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 32

**Q5. To what extent do you agree or disagree with the following statements?**

**I have reviewed how my data is collected and shared by Facebook**

**Base: All respondents aware of Facebook**

	Total	Seen/ heard anything about Facebook	Account With			Agree With Statements			Facebook Account		Reputation	
			Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	1604	1114	1604	721	606	963	594	382	261	393	446	1081
Weighted base	1599	1098	1599	721	603	954	583	378	270	388	457	1062
NET: Agree	583 36%	430 39%	583 36%	306 42%	231 38%	410 43%	583 100%	331 87%	133 49%	160 41%	174 38%	369 35%
Strongly agree (+2)	174 11%	129 12%	174 11%	92 13%	76 13%	122 13%	174 30%	120 32%	54 20%	53 14%	42 9%	111 10%
Somewhat agree (+1)	409 26%	301 27%	409 26%	213 30%	155 26%	288 30%	409 70%	210 56%	79 29%	107 28%	132 29%	258 24%
Neither disagree nor agree (0)	441 28%	273 25%	441 28%	179 25%	155 26%	227 24%	- -	28 7%	58 22%	99 25%	139 30%	288 27%
Somewhat disagree (-1)	353 22%	231 21%	353 22%	150 21%	125 21%	197 21%	- -	15 4%	38 14%	87 22%	97 21%	252 24%
Strongly disagree (-2)	222 14%	163 15%	222 14%	87 12%	92 15%	119 13%	- -	5 1%	41 15%	42 11%	48 10%	153 14%
NET: Disagree	575 36%	395 36%	575 36%	236 33%	217 36%	316 33%	- -	19 5%	79 29%	129 33%	145 32%	405 38%
Mean	-0.02	*	-0.02	0.10	*	0.10	1.30	1.13	0.25	0.11	0.05	-0.07
Standard deviation	1.21	1.25	1.21	1.22	1.26	1.23	0.46	0.80	1.33	1.21	1.13	1.21
Standard error	0.03	0.04	0.03	0.05	0.05	0.04	0.02	0.04	0.08	0.06	0.05	0.04

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 33

**Q5. To what extent do you agree or disagree with the following statements?**

**I have reviewed how my data is collected by other social media and/or apps**

**Base: All respondents aware of Facebook**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	1609	773	836	230	298	321	304	217	239	494	443	282	390	155	65	174	133	127	110	72	158	246	233	136	273	710
Weighted base	1610	777	833	223	327	295	301	206	258	449	463	336	363	140	64	181	130	152	111	76	145	237	231	144	299	715
NET: Agree	432 27%	222 28%	211 25%	61 27%	100 31%	95 32%	79 26%	50 24%	47 18%	146 32%	124 27%	93 28%	69 19%	43 31%	17 27%	50 28%	30 23%	35 23%	31 28%	19 25%	39 27%	65 27%	69 30%	35 25%	102 34%	210 29%
Strongly agree (+2)	120 7%	70 9%	50 6%	15 7%	30 9%	21 7%	30 10%	14 7%	9 4%	36 8%	36 8%	26 8%	21 6%	13 9%	3 4%	12 7%	7 5%	8 5%	3 3%	6 8%	8 6%	29 12%	20 9%	12 8%	37 12%	57 8%
Somewhat agree (+1)	312 19%	151 19%	161 19%	46 21%	70 21%	74 25%	49 16%	36 17%	38 15%	109 24%	88 19%	66 20%	48 13%	31 22%	14 22%	38 21%	23 18%	27 18%	28 25%	13 17%	30 21%	36 15%	49 21%	24 16%	65 22%	153 21%
Neither disagree nor agree (0)	510 32%	242 31%	268 32%	61 27%	97 30%	75 25%	104 35%	64 31%	109 42%	115 26%	137 30%	128 38%	131 36%	45 32%	28 43%	59 33%	46 35%	47 31%	38 34%	18 24%	40 28%	80 34%	63 27%	47 33%	78 26%	201 28%
Somewhat disagree (-1)	427 27%	187 24%	240 29%	61 27%	78 24%	89 30%	75 25%	65 32%	59 23%	122 27%	129 28%	78 23%	98 27%	34 24%	11 17%	43 24%	37 29%	38 25%	30 27%	24 32%	47 33%	58 25%	64 28%	40 28%	74 25%	200 28%
Strongly disagree (-2)	240 15%	127 16%	114 14%	41 18%	52 16%	36 12%	43 14%	27 13%	43 17%	67 15%	72 16%	38 11%	64 18%	18 13%	8 13%	29 16%	16 13%	32 21%	12 11%	15 20%	19 13%	35 15%	36 15%	21 15%	43 14%	105 15%
NET: Disagree	668 41%	314 40%	354 42%	102 46%	130 40%	124 42%	117 39%	92 45%	102 40%	188 42%	202 44%	116 34%	162 45%	52 37%	19 30%	72 40%	54 42%	70 46%	42 38%	39 51%	66 45%	93 39%	99 43%	61 43%	118 39%	304 43%
Mean	-0.22	-0.19	-0.25	-0.30	-0.16	-0.15	-0.17	-0.26	-0.34	-0.16	-0.24	-0.10	-0.38	-0.10	-0.12	-0.21	-0.25	-0.39	-0.19	-0.38	-0.26	-0.14	-0.20	-0.25	-0.07	-0.20
Standard deviation	1.14	1.19	1.10	1.18	1.20	1.14	1.16	1.11	1.04	1.19	1.16	1.09	1.10	1.16	1.04	1.14	1.06	1.15	1.02	1.21	1.10	1.21	1.19	1.14	1.24	1.17
Standard error	0.03	0.04	0.04	0.08	0.07	0.06	0.07	0.08	0.07	0.05	0.06	0.06	0.06	0.09	0.13	0.09	0.09	0.10	0.10	0.14	0.09	0.08	0.08	0.10	0.08	0.04

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 34

**Q5. To what extent do you agree or disagree with the following statements?**

**I have reviewed how my data is collected by other social media and/or apps**

**Base: All respondents aware of Facebook**

	Total	Account With			Agree With Statements			Facebook Account		Reputation		
		Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	1609	1134	1382	785	647	941	537	439	215	333	414	1057
Weighted base	1610	1122	1379	784	642	939	528	432	222	326	426	1045
NET: Agree	432 27%	306 27%	378 27%	243 31%	187 29%	291 31%	331 63%	432 100%	87 39%	99 30%	122 29%	266 25%
Strongly agree (+2)	120 7%	91 8%	100 7%	70 9%	54 8%	88 9%	96 18%	120 28%	30 14%	24 7%	29 7%	69 7%
Somewhat agree (+1)	312 19%	215 19%	278 20%	173 22%	134 21%	203 22%	235 45%	312 72%	57 26%	75 23%	93 22%	197 19%
Neither disagree nor agree (0)	510 32%	320 29%	417 30%	221 28%	188 29%	272 29%	106 20%	- -	59 27%	94 29%	153 36%	304 29%
Somewhat disagree (-1)	427 27%	309 28%	377 27%	214 27%	162 25%	241 26%	74 14%	- -	39 18%	98 30%	102 24%	312 30%
Strongly disagree (-2)	240 15%	187 17%	207 15%	106 13%	105 16%	135 14%	17 3%	- -	36 16%	35 11%	49 11%	163 16%
NET: Disagree	668 41%	496 44%	584 42%	319 41%	266 41%	376 40%	91 17%	- -	75 34%	133 41%	151 35%	474 45%
Mean	-0.22	-0.25	-0.23	-0.14	-0.20	-0.14	0.60	1.28	0.03	-0.14	-0.11	-0.29
Standard deviation	1.14	1.18	1.15	1.17	1.19	1.19	1.04	0.45	1.28	1.11	1.09	1.14
Standard error	0.03	0.04	0.03	0.04	0.05	0.04	0.04	0.02	0.09	0.06	0.05	0.03



**Facebook Survey**  
**ONLINE Fieldwork: 27th - 28th March 2018**

Absolutes/col percents

Table 35

**Q6. Earlier you said you use or have an account with the following social media platforms/ apps. For each of these, have you considered doing any of the following in the last two weeks?**

**Summary****Base: All respondents who have an account with each**

	Social Media							
	Facebook	Twitter	Instagram	Snapchat	WhatsApp	YouTube	Pinterest	LinkedIn
Unweighted base	1604	786	649	425	1102	1057	449	508
Weighted base	1599	785	644	440	1105	1049	443	502
I have considered deleting my account	270 17%	55 7%	26 4%	31 7%	31 3%	29 3%	25 6%	39 8%
I have considered deleting my account, but have decided not to	388 24%	89 11%	72 11%	50 11%	94 8%	74 7%	36 8%	42 8%
I have deleted my account	19 1%	4 *	5 1%	9 2%	7 1%	5 *	7 2%	5 1%
None of these	922 58%	637 81%	540 84%	351 80%	974 88%	941 90%	374 84%	416 83%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 36

**Q6. Earlier you said you use or have an account with the following social media platforms/ apps. For each of these, have you considered doing any of the following in the last two weeks?**

**Facebook**

**Base: All respondents who have an account with each**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	1604	743	861	218	275	302	288	230	291	468	442	291	403	154	70	166	132	129	120	75	168	214	231	145	258	688
Weighted base	1599	740	859	212	301	279	286	216	306	421	459	340	379	138	70	176	131	148	122	80	151	206	227	150	281	691
I have considered deleting my account	270	164	106	27	55	45	44	44	55	86	66	58	60	30	13	33	23	22	21	10	23	37	31	28	50	121
	17%	22%	12%	13%	18%	16%	15%	21%	18%	20%	14%	17%	16%	21%	18%	18%	18%	15%	17%	13%	15%	18%	14%	19%	18%	17%
I have considered deleting my account, but have decided not to	388	189	199	44	68	49	78	46	103	106	115	76	92	37	17	48	36	27	31	17	28	54	64	29	63	151
	24%	26%	23%	21%	23%	18%	27%	21%	34%	25%	25%	22%	24%	27%	24%	27%	28%	18%	25%	22%	19%	26%	28%	19%	22%	22%
I have deleted my account	19	14	5	3	3	5	3	2	1	7	2	5	5	4	1	2	1	2	1	-	-	3	2	3	5	10
	1%	2%	1%	2%	1%	2%	1%	1%	*	2%	*	1%	1%	3%	1%	1%	1%	1%	*	-	-	2%	1%	2%	2%	1%
None of these	922	373	549	138	174	179	160	123	147	223	276	201	222	68	40	93	70	98	70	52	99	111	130	90	163	409
	58%	50%	64%	65%	58%	64%	56%	57%	48%	53%	60%	59%	58%	49%	58%	53%	54%	66%	57%	65%	66%	54%	57%	60%	58%	59%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 37

**Q6. Earlier you said you use or have an account with the following social media platforms/ apps. For each of these, have you considered doing any of the following in the last two weeks?**

**Facebook**

**Base: All respondents who have an account with each**

	Total	Account With			Agree With Statements			Facebook Account		Reputation		
		Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	1604	1114	1604	721	606	963	594	382	261	393	446	1081
Weighted base	1599	1098	1599	721	603	954	583	378	270	388	457	1062
I have considered deleting my account	270 17%	214 19%	270 17%	114 16%	93 15%	148 15%	133 23%	87 23%	270 100%	-	26 6%	204 19%
I have considered deleting my account, but have decided not to	388 24%	307 28%	388 24%	171 24%	140 23%	216 23%	160 27%	99 26%	-	388 100%	62 14%	308 29%
I have deleted my account	19 1%	12 1%	19 1%	9 1%	9 1%	8 1%	10 2%	9 2%	-	-	3 1%	7 1%
None of these	922 58%	567 52%	922 58%	427 59%	362 60%	582 61%	280 48%	183 48%	-	-	366 80%	542 51%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 38

**Q6. Earlier you said you use or have an account with the following social media platforms/ apps. For each of these, have you considered doing any of the following in the last two weeks?**

**Twitter**

**Base: All respondents who have an account with each**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	786	395	391	145	158	185	151	85	62	269	222	124	171	67	28	102	60	62	56	38	73	136	97	67	148	371
Weighted base	785	395	390	143	172	171	151	79	68	244	231	147	163	61	28	107	57	69	59	40	66	128	99	71	161	371
I have considered deleting my account	55 7%	22 6%	32 8%	12 8%	15 9%	7 4%	13 8%	5 7%	3 4%	14 6%	17 7%	11 7%	13 8%	2 3%	1 2%	6 5%	2 3%	6 9%	6 10%	4 3%	2 10%	11 9%	11 11%	5 7%	7 4%	24 6%
I have considered deleting my account, but have decided not to	89 11%	45 11%	44 11%	10 7%	21 12%	18 10%	17 11%	13 16%	11 16%	27 11%	24 11%	14 10%	24 15%	10 16%	6 23%	17 16%	5 10%	10 14%	4 7%	-	3 4%	22 17%	8 8%	4 6%	13 8%	52 14%
I have deleted my account	4 *	-	4 1%	2 2%	-	* -	-	-	1 1%	1 1%	1 *	1 1%	1 1%	-	-	-	1 2%	1 1%	-	-	-	1 1%	-	1 1%	-	2 1%
None of these	637 81%	328 83%	309 79%	119 83%	136 79%	146 85%	121 80%	61 78%	53 78%	202 83%	189 82%	121 82%	125 76%	50 82%	21 75%	85 79%	48 85%	52 75%	50 84%	36 90%	62 93%	93 73%	80 81%	61 86%	140 87%	293 79%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 39

**Q6. Earlier you said you use or have an account with the following social media platforms/ apps. For each of these, have you considered doing any of the following in the last two weeks?**

**Twitter**

**Base: All respondents who have an account with each**

	Total	Seen/ heard anything about Facebook	Account With			Agree With Statements			Facebook Account		Reputation	
			Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	786	570	721	786	434	465	310	245	111	170	217	512
Weighted base	785	567	721	785	431	467	306	243	114	171	225	504
I have considered deleting my account	55 7%	40 7%	48 7%	55 7%	31 7%	30 6%	18 6%	17 7%	24 21%	7 4%	18 8%	31 6%
I have considered deleting my account, but have decided not to	89 11%	67 12%	79 11%	89 11%	50 12%	54 11%	42 14%	40 16%	18 16%	51 30%	28 12%	49 10%
I have deleted my account	4 *	1 *	2 *	4 *	3 1%	3 1%	- -	1 *	- -	- -	2 1%	2 *
None of these	637 81%	459 81%	591 82%	637 81%	347 80%	380 81%	245 80%	185 76%	72 63%	112 66%	178 79%	422 84%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 40

**Q6. Earlier you said you use or have an account with the following social media platforms/ apps. For each of these, have you considered doing any of the following in the last two weeks?**

**Instagram**

**Base: All respondents who have an account with each**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	649	248	401	174	173	127	92	49	34	218	188	108	135	67	29	76	55	53	44	25	54	108	83	55	126	306
Weighted base	644	245	399	171	189	108	94	49	33	199	196	131	118	58	28	77	50	61	46	25	49	101	86	61	142	306
I have considered deleting my account	26 4%	15 6%	11 3%	5 3%	6 3%	8 7%	4 5%	-	3 10%	10 5%	8 4%	2 1%	7 6%	* 1%	3 11%	1 1%	2 5%	2 4%	3 6%	2 10%	1 2%	5 4%	1 2%	5 8%	4 3%	13 4%
I have considered deleting my account, but have decided not to	72 11%	31 13%	41 10%	16 9%	19 10%	8 8%	14 15%	7 15%	8 24%	22 11%	25 13%	16 12%	9 8%	10 18%	-	7 9%	8 15%	9 15%	8 16%	1 5%	3 7%	15 15%	7 8%	5 7%	14 10%	40 13%
I have deleted my account	5 1%	2 1%	3 1%	3 2%	1 1%	1 1%	-	-	-	4 2%	-	-	2 1%	1 1%	-	1 2%	-	-	-	-	1 2%	2 2%	-	-	1 1%	3 1%
None of these	540 84%	197 80%	343 86%	147 86%	163 86%	90 84%	76 80%	42 85%	22 65%	164 82%	164 83%	113 86%	100 85%	47 80%	25 89%	68 89%	40 80%	50 82%	36 78%	21 85%	44 89%	80 79%	78 91%	52 85%	122 86%	250 82%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 41

**Q6. Earlier you said you use or have an account with the following social media platforms/ apps. For each of these, have you considered doing any of the following in the last two weeks?**

**Instagram**

**Base: All respondents who have an account with each**

	Total	Seen/ heard anything about Facebook	Account With			Agree With Statements			Facebook Account		Reputation	
			Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	649	419	606	434	649	369	241	189	91	142	210	410
Weighted base	644	406	603	431	644	362	231	187	93	140	218	398
I have considered deleting my account	26 4%	21 5%	24 4%	16 4%	26 4%	16 4%	13 6%	12 6%	14 15%	3 2%	9 4%	15 4%
I have considered deleting my account, but have decided not to	72 11%	49 12%	67 11%	41 9%	72 11%	41 11%	35 15%	27 14%	25 27%	35 25%	18 8%	52 13%
I have deleted my account	5 1%	2 1%	4 1%	3 1%	5 1%	3 1%	1 *	4 2%	- -	4 3%	2 1%	3 1%
None of these	540 84%	333 82%	508 84%	371 86%	540 84%	302 84%	183 79%	145 77%	54 58%	98 70%	190 87%	329 83%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 42

**Q6. Earlier you said you use or have an account with the following social media platforms/ apps. For each of these, have you considered doing any of the following in the last two weeks?**

**Snapchat**

**Base: All respondents who have an account with each**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	425	144	281	183	137	65	27	10	3	131	127	83	84	48	22	50	34	44	30	20	30	58	51	38	90	204
Weighted base	440	150	290	179	157	59	30	11	4	122	134	105	78	43	21	56	31	50	34	23	29	56	56	41	104	216
I have considered deleting my account	31 7%	13 9%	18 6%	12 7%	10 7%	7 12%	1 4%	-	-	11 9%	10 8%	9 8%	* 1%	* 1%	1 5%	2 3%	3 8%	3 5%	5 16%	2 7%	2 5%	6 11%	2 4%	5 12%	6 6%	15 7%
I have considered deleting my account, but have decided not to	50 11%	21 14%	28 10%	13 7%	25 16%	7 12%	-	1 11%	3 86%	15 12%	16 12%	9 8%	11 14%	2 5%	-	6 11%	7 21%	9 17%	2 5%	7 29%	4 15%	9 16%	3 5%	2 4%	18 17%	22 10%
I have deleted my account	9 2%	6 4%	2 1%	5 3%	2 1%	-	1 4%	-	-	4 3%	1 1%	2 2%	2 2%	2 4%	-	1 1%	1 4%	2 4%	-	-	-	2 4%	1 1%	-	2 2%	5 2%
None of these	351 80%	109 73%	241 83%	149 83%	119 76%	45 76%	28 92%	10 89%	1 14%	92 75%	107 80%	86 82%	66 84%	38 90%	20 95%	48 84%	21 67%	37 74%	27 80%	14 63%	23 80%	38 68%	50 89%	34 83%	78 75%	173 80%



## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 43

**Q6. Earlier you said you use or have an account with the following social media platforms/ apps. For each of these, have you considered doing any of the following in the last two weeks?**

**Snapchat**

**Base: All respondents who have an account with each**

	Total	Seen/ heard anything about Facebook	Account With			Agree With Statements			Facebook Account		Reputation	
			Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	425	244	402	277	346	221	149	121	45	87	161	254
Weighted base	440	241	417	282	353	230	149	129	47	90	170	260
I have considered deleting my account	31 7%	21 9%	26 6%	20 7%	27 8%	19 8%	10 6%	14 11%	13 27%	6 6%	14 8%	16 6%
I have considered deleting my account, but have decided not to	50 11%	30 12%	43 10%	33 12%	43 12%	19 8%	20 13%	21 16%	9 20%	25 28%	12 7%	35 13%
I have deleted my account	9 2%	1 *	8 2%	3 1%	8 2%	6 3%	3 2%	2 1%	5 11%	1 1%	2 1%	7 3%
None of these	351 80%	189 78%	340 82%	226 80%	277 78%	186 81%	116 78%	93 72%	20 42%	59 66%	141 83%	203 78%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 44

**Q6. Earlier you said you use or have an account with the following social media platforms/ apps. For each of these, have you considered doing any of the following in the last two weeks?**

**WhatsApp**

**Base: All respondents who have an account with each**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	1102	478	624	193	249	235	181	129	115	358	316	196	232	95	35	123	87	85	75	44	100	188	175	95	219	515
Weighted base	1105	484	621	186	274	217	180	125	123	321	334	240	211	86	33	131	87	102	75	47	90	179	175	101	244	519
I have considered deleting my account	31	19	12	6	6	9	5	5	-	12	4	7	7	5	3	1	3	4	5	1	1	3	2	3	7	19
	3%	4%	2%	3%	2%	4%	3%	4%	-	4%	1%	3%	3%	5%	9%	1%	4%	4%	7%	2%	1%	1%	3%	3%	3%	4%
I have considered deleting my account, but have decided not to	94	54	39	8	22	19	14	14	17	28	25	21	19	3	2	14	9	14	5	3	*	19	15	9	26	41
	8%	11%	6%	5%	8%	9%	8%	11%	14%	9%	8%	9%	9%	4%	7%	10%	11%	13%	6%	7%	*	11%	8%	9%	11%	8%
I have deleted my account	7	4	2	5	1	-	-	-	*	4	2	1	-	3	-	-	1	1	-	1	1	-	-	-	-	6
	1%	1%	*	3%	*	-	-	-	*	1%	1%	*	-	3%	-	-	1%	1%	-	1%	1%	-	-	-	-	1%
None of these	974	407	567	167	244	190	161	107	106	277	302	211	184	76	28	116	73	83	66	42	88	157	157	89	211	452
	88%	84%	91%	90%	89%	87%	89%	85%	86%	86%	90%	88%	87%	88%	84%	89%	84%	82%	87%	89%	97%	88%	90%	88%	86%	87%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 45

**Q6. Earlier you said you use or have an account with the following social media platforms/ apps. For each of these, have you considered doing any of the following in the last two weeks?**

**WhatsApp**

**Base: All respondents who have an account with each**

	Total	Account With			Agree With Statements			Facebook Account		Reputation		
		Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	1102	750	964	548	537	632	387	324	147	217	301	723
Weighted base	1105	740	966	550	539	628	383	323	149	214	313	716
I have considered deleting my account	31 3%	15 2%	25 3%	10 2%	14 3%	17 3%	14 4%	12 4%	14 10%	4 2%	11 4%	15 2%
I have considered deleting my account, but have decided not to	94 8%	67 9%	68 7%	41 7%	38 7%	44 7%	32 8%	38 12%	17 12%	45 21%	14 5%	64 9%
I have deleted my account	7 1%	3 *	7 1%	4 1%	6 1%	4 1%	1 *	4 1%	3 2%	3 1%	4 1%	3 *
None of these	974 88%	654 88%	866 90%	495 90%	482 89%	562 90%	336 88%	270 83%	115 77%	163 76%	283 91%	634 89%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 46

**Q6. Earlier you said you use or have an account with the following social media platforms/ apps. For each of these, have you considered doing any of the following in the last two weeks?**

**YouTube**

**Base: All respondents who have an account with each**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Public	Private
Unweighted base	1057	581	476	193	224	222	194	116	108	325	277	188	267	99	45	130	82	72	71	52	87	181	147	91	165	498
Weighted base	1049	583	466	183	247	200	188	111	120	294	282	222	252	90	46	133	79	83	70	54	84	172	143	96	177	502
I have considered deleting my account	29 3%	21 4%	8 2%	7 4%	7 3%	3 1%	6 3%	4 3%	2 2%	8 3%	8 3%	7 3%	6 2%	3 4%	3 7%	6 4%	1 2%	1 1%	4 6%	1 2%	2 3%	2 1%	1 1%	3 3%	9 5%	11 2%
I have considered deleting my account, but have decided not to	74 7%	45 8%	28 6%	9 5%	21 9%	9 5%	14 7%	5 5%	15 13%	15 5%	18 7%	16 7%	24 10%	7 7%	6 12%	11 8%	7 9%	7 8%	4 5%	2 4%	2 2%	18 10%	7 5%	4 4%	13 7%	37 7%
I have deleted my account	5 *	3 *	2 *	- -	2 1%	- -	2 1%	1 1%	- -	1 *	1 *	2 1%	1 *	1 1%	- -	1 1%	- -	- -	- -	- -	- -	3 2%	- -	- -	2 1%	3 1%
None of these	941 90%	514 88%	428 92%	167 91%	218 88%	188 94%	166 89%	101 91%	102 85%	269 92%	255 90%	196 88%	221 88%	80 88%	37 81%	116 87%	71 89%	75 90%	62 89%	51 94%	79 95%	149 87%	134 94%	88 93%	153 87%	451 90%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 47

**Q6. Earlier you said you use or have an account with the following social media platforms/ apps. For each of these, have you considered doing any of the following in the last two weeks?**

**YouTube**

**Base: All respondents who have an account with each**

	Total	Account With			Agree With Statements			Facebook Account		Reputation		
		Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	1057	736	915	567	473	590	357	302	142	220	285	680
Weighted base	1049	722	902	556	461	578	346	297	145	209	295	659
I have considered deleting my account	29 3%	16 2%	22 2%	8 1%	13 3%	15 3%	15 4%	17 6%	13 9%	5 2%	10 3%	14 2%
I have considered deleting my account, but have decided not to	74 7%	48 7%	63 7%	36 7%	33 7%	41 7%	28 8%	26 9%	17 12%	42 20%	23 8%	41 6%
I have deleted my account	5 *	4 *	2 *	1 *	2 *	1 *	1 *	1 *	- -	- -	3 1%	1 *
None of these	941 90%	654 91%	815 90%	511 92%	413 89%	521 90%	302 87%	253 85%	115 79%	162 78%	259 88%	603 92%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 48

**Q6. Earlier you said you use or have an account with the following social media platforms/ apps. For each of these, have you considered doing any of the following in the last two weeks?**

**Pinterest**

**Base: All respondents who have an account with each**

	Gender		Age							Social Grade					Region							Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	449	108	341	82	112	96	72	47	40	136	147	81	85	56	14	49	36	35	33	16	50	56	59	45	92	188
Weighted base	443	103	339	81	122	83	76	40	41	124	150	90	79	46	13	52	36	38	37	17	47	52	57	47	101	188
I have considered deleting my account	25 6%	2 2%	23 7%	6 8%	3 2%	3 4%	2 3%	2 4%	9 23%	4 4%	13 9%	3 4%	4 6%	1 2%	1 8%	1 1%	4 10%	1 3%	3 9%	3 16%	3 7%	4 8%	1 2%	3 7%	6 6%	5 3%
I have considered deleting my account, but have decided not to	36 8%	10 10%	27 8%	8 10%	8 7%	2 3%	9 11%	3 8%	6 14%	6 5%	16 11%	8 9%	6 8%	6 12%	2 15%	7 13%	3 10%	3 8%	3 7%	- -	1 2%	7 14%	2 4%	3 6%	7 7%	18 10%
I have deleted my account	7 2%	3 3%	4 1%	2 2%	4 3%	- -	1 1%	- -	1 3%	2 2%	2 1%	1 1%	2 3%	3 6%	- -	2 3%	- -	- -	1 2%	- -	1 2%	- -	- -	1 2%	2 2%	2 1%
None of these	374 84%	88 85%	285 84%	65 81%	107 88%	77 93%	64 84%	35 88%	25 61%	111 90%	119 79%	78 87%	66 84%	37 80%	10 76%	42 82%	29 80%	34 90%	30 82%	14 84%	43 90%	41 78%	54 94%	39 84%	86 86%	162 86%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 49

**Q6. Earlier you said you use or have an account with the following social media platforms/ apps. For each of these, have you considered doing any of the following in the last two weeks?**

**Pinterest**

**Base: All respondents who have an account with each**

	Total	Seen/ heard anything about Facebook	Account With			Agree With Statements			Facebook Account		Reputation	
			Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	449	296	416	272	278	274	175	127	52	104	133	289
Weighted base	443	286	408	262	271	265	167	122	51	99	138	276
I have considered deleting my account	25 6%	13 5%	22 5%	13 5%	13 5%	19 7%	10 6%	7 6%	10 19%	3 4%	7 5%	16 6%
I have considered deleting my account, but have decided not to	36 8%	26 9%	34 8%	21 8%	20 8%	22 8%	11 6%	9 7%	5 11%	21 21%	10 7%	24 9%
I have deleted my account	7 2%	4 1%	5 1%	3 1%	5 2%	4 1%	3 2%	3 3%	1 2%	2 2%	4 3%	3 1%
None of these	374 84%	244 85%	347 85%	226 86%	233 86%	220 83%	143 86%	103 84%	35 68%	73 73%	117 85%	233 84%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 50

**Q6. Earlier you said you use or have an account with the following social media platforms/ apps. For each of these, have you considered doing any of the following in the last two weeks?**

**LinkedIn**

**Base: All respondents who have an account with each**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	508	279	229	92	110	114	84	55	53	223	164	65	56	38	13	51	39	42	34	17	40	115	79	40	99	284
Weighted base	502	273	229	91	115	98	88	56	56	200	170	78	54	29	11	53	37	48	34	20	38	107	82	43	101	284
I have considered deleting my account	39	21	18	6	6	9	3	4	12	14	15	5	5	4	1	4	4	5	2	-	4	7	7	2	6	15
	8%	8%	8%	7%	5%	9%	3%	6%	21%	7%	9%	7%	9%	14%	11%	7%	10%	11%	7%	-	10%	6%	8%	4%	6%	5%
I have considered deleting my account, but have decided not to	42	25	17	2	16	2	8	7	8	19	12	5	6	2	*	5	4	7	1	-	1	13	7	2	4	29
	8%	9%	7%	2%	14%	2%	9%	12%	15%	9%	7%	7%	12%	6%	4%	10%	11%	15%	2%	-	2%	12%	8%	6%	3%	10%
I have deleted my account	5	-	5	1	2	-	1	-	1	2	2	1	-	1	-	3	-	1	-	-	-	1	-	-	-	3
	1%	-	2%	1%	2%	-	1%	-	2%	1%	1%	1%	-	2%	-	5%	-	2%	-	-	-	*	-	-	-	1%
None of these	416	226	189	82	90	87	77	45	34	165	141	67	43	23	10	42	29	34	31	20	33	87	69	39	91	237
	83%	83%	83%	91%	79%	89%	87%	81%	62%	82%	83%	86%	79%	77%	85%	78%	80%	71%	91%	100%	88%	81%	83%	90%	90%	83%



## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 51

**Q6. Earlier you said you use or have an account with the following social media platforms/ apps. For each of these, have you considered doing any of the following in the last two weeks?**

**LinkedIn**

**Base: All respondents who have an account with each**

	Total	Account With			Agree With Statements			Facebook Account		Reputation		
		Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	508	396	461	312	261	290	214	169	63	122	114	356
Weighted base	502	382	458	308	258	283	205	165	63	122	119	344
I have considered deleting my account	39 8%	29 8%	36 8%	19 6%	16 6%	25 9%	18 9%	15 9%	15 24%	5 4%	14 12%	19 5%
I have considered deleting my account, but have decided not to	42 8%	32 8%	39 9%	26 8%	20 8%	22 8%	28 14%	23 14%	9 14%	22 18%	10 8%	26 7%
I have deleted my account	5 1%	4 1%	3 1%	3 1%	3 1%	3 1%	2 1%	2 1%	- -	- -	3 3%	1 *
None of these	416 83%	318 83%	380 83%	260 84%	219 85%	233 82%	157 77%	124 76%	39 62%	94 77%	92 77%	298 87%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 52  
Reputation Scores - Facebook  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
0-100.0	461 23%	297 30%	164 16%	14 6%	61 18%	64 20%	84 23%	80 27%	157 34%	135 25%	104 18%	86 21%	136 27%	46 26%	16 19%	64 27%	44 26%	40 22%	33 22%	20 20%	42 22%	58 21%	63 22%	37 21%	47 15%	181 21%
100.1-200.0	208 10%	119 12%	89 9%	22 10%	36 10%	22 7%	32 9%	41 14%	55 12%	67 12%	57 10%	40 10%	44 9%	16 9%	9 11%	19 8%	15 9%	14 8%	17 11%	10 10%	20 11%	31 12%	33 12%	22 12%	28 9%	88 10%
200.1-300.0	224 11%	120 12%	104 10%	32 14%	36 10%	39 12%	32 9%	22 7%	62 13%	75 14%	63 11%	35 8%	51 10%	15 8%	6 7%	24 10%	15 9%	23 13%	18 12%	9 9%	24 12%	31 12%	41 15%	19 11%	33 10%	95 11%
300.1-400.0	196 10%	97 10%	99 10%	18 8%	35 10%	44 14%	38 11%	28 9%	34 7%	52 10%	70 12%	35 8%	39 8%	12 7%	11 13%	25 11%	21 12%	12 6%	13 9%	14 14%	14 7%	31 12%	29 10%	14 8%	33 10%	85 10%
400.1-500.0	340 17%	122 12%	219 21%	51 23%	51 15%	48 15%	70 19%	56 19%	64 14%	80 15%	114 20%	60 14%	86 17%	38 21%	9 11%	47 20%	24 14%	35 19%	22 15%	15 15%	37 19%	39 15%	45 16%	29 16%	67 21%	133 16%
500.1-600.0	208 10%	82 8%	126 12%	15 7%	40 12%	38 12%	38 11%	31 11%	45 10%	52 10%	59 10%	43 10%	54 11%	18 10%	9 10%	12 5%	20 12%	19 11%	20 13%	13 13%	26 13%	26 10%	27 10%	17 10%	38 12%	82 10%
600.1-700.0	180 9%	67 7%	113 11%	30 13%	31 9%	36 11%	33 9%	26 9%	24 5%	42 8%	48 8%	55 13%	35 7%	12 7%	9 10%	20 8%	16 10%	18 10%	14 10%	7 7%	19 10%	24 9%	22 8%	19 11%	31 10%	88 10%
700.1-800.0	103 5%	36 4%	67 6%	27 12%	20 6%	18 6%	15 4%	10 3%	12 3%	18 3%	27 5%	26 6%	33 7%	7 4%	7 9%	15 7%	10 6%	12 7%	6 4%	5 5%	10 5%	11 4%	11 4%	8 4%	18 6%	42 5%
800.1-900.0	46 2%	24 2%	22 2%	9 4%	19 5%	4 1%	8 2%	2 1%	4 1%	10 2%	8 1%	20 5%	7 1%	5 3%	2 3%	2 1%	4 2%	4 2%	4 3%	2 2%	*	9 3%	6 2%	7 4%	11 3%	25 3%
900.1-1000.0	45 2%	17 2%	28 3%	6 3%	15 4%	10 3%	8 2%	1 *	6 1%	8 1%	11 2%	15 4%	11 2%	8 4%	5 6%	3 1%	1 1%	4 2%	2 2%	3 3%	2 1%	7 3%	3 1%	5 3%	14 4%	18 2%
No value	5 *	3 *	2 *	1 *	4 1%	1 *	* *	- -	- -	- -	2 *	- -	3 1%	- -	- -	1 *	1 *	- -	1 1%	2 2%	- -	- -	* *	- -	* *	2 *
Mean	357.78	305.20	407.82	455.62	410.76	382.83	359.42	312.45	281.42	322.88	369.90	404.88	342.69	361.95	412.20	334.16	347.90	376.49	358.03	377.82	354.57	357.38	338.09	372.52	418.86	366.99
Standard deviation	258.40	256.96	249.81	238.50	274.58	252.80	258.88	239.11	243.95	245.17	239.41	280.85	267.19	277.42	285.76	251.39	256.10	259.80	254.76	256.21	242.61	264.95	241.53	271.38	259.84	259.03
Standard error	5.76	8.23	7.76	15.62	15.54	13.49	13.61	13.47	11.66	10.06	10.35	14.91	11.64	19.67	31.37	16.99	19.70	20.87	20.94	26.43	16.51	16.01	14.28	20.94	15.10	8.99

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 53  
**Reputation Scores - Facebook**  
**Base: All respondents**

	Account With				Agree With Statements			Facebook Account		Reputation		
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
0-100.0	461 23%	375 27%	214 13%	137 17%	70 11%	229 20%	96 17%	93 22%	93 35%	59 15%	- -	225 17%
100.1-200.0	208 10%	174 12%	156 10%	71 9%	65 10%	116 10%	70 12%	43 10%	43 16%	66 17%	- -	208 16%
200.1-300.0	224 11%	176 13%	190 12%	85 11%	63 10%	129 11%	63 11%	44 10%	47 18%	66 17%	- -	224 17%
300.1-400.0	196 10%	145 10%	167 10%	87 11%	60 9%	108 9%	66 11%	38 9%	33 12%	49 13%	- -	196 15%
400.1-500.0	340 17%	219 16%	308 19%	134 17%	126 20%	201 17%	91 16%	77 18%	22 8%	73 19%	- -	340 26%
500.1-600.0	208 10%	126 9%	196 12%	84 11%	69 11%	144 12%	49 8%	26 6%	7 3%	33 8%	93 20%	114 9%
600.1-700.0	180 9%	100 7%	176 11%	86 11%	93 14%	114 10%	64 11%	41 9%	13 5%	25 6%	180 38%	- -
700.1-800.0	103 5%	48 3%	103 6%	59 7%	49 8%	74 6%	41 7%	34 8%	6 2%	6 2%	103 22%	- -
800.1-900.0	46 2%	21 1%	45 3%	21 3%	23 4%	27 2%	20 3%	16 4%	1 *	8 2%	46 10%	- -
900.1-1000.0	45 2%	16 1%	45 3%	20 3%	24 4%	30 3%	24 4%	22 5%	4 1%	4 1%	45 10%	- -
No value	5 *	3 *	- -	1 *	2 *	- -	- -	- -	- -	- -	- -	- -
Mean	357.78	311.29	414.09	398.59	444.06	382.74	400.02	391.38	239.02	333.18	708.42	297.00
Standard deviation	258.40	242.96	246.06	256.55	251.17	257.38	267.57	282.68	220.63	217.60	120.81	163.30
Standard error	5.76	6.47	6.14	9.16	9.87	7.51	10.98	13.49	13.66	10.98	5.65	4.49

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 54  
Intensity Scores - Facebook  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
0-100.0	5	3	2	1	4	1	*	-	-	-	2	-	3	-	-	1	1	-	1	2	-	-	*	-	*	2
	*	*	*	*	1%	*	*	-	-	-	*	-	1%	-	-	*	*	-	1%	2%	-	-	*	-	*	*
100.1-200.0	131	45	86	19	19	21	25	28	19	22	46	25	39	17	2	15	10	18	11	7	17	9	13	12	31	44
	6%	5%	8%	8%	6%	6%	7%	9%	4%	4%	8%	6%	8%	10%	3%	6%	6%	10%	7%	7%	9%	3%	4%	7%	10%	5%
200.1-300.0	258	100	158	27	47	45	50	41	48	66	77	47	68	24	11	27	19	20	17	17	26	39	38	21	50	104
	13%	10%	15%	12%	14%	14%	14%	14%	10%	12%	14%	11%	14%	13%	13%	12%	11%	11%	11%	17%	13%	15%	13%	12%	15%	12%
300.1-400.0	301	113	188	39	41	61	57	39	64	81	101	55	64	27	13	37	29	22	24	14	30	37	41	27	50	125
	15%	11%	18%	17%	12%	19%	16%	13%	14%	15%	18%	13%	13%	15%	16%	17%	12%	16%	13%	15%	14%	15%	15%	15%	15%	15%
400.1-500.0	252	119	132	30	50	42	52	33	45	68	70	70	43	12	13	29	26	26	17	12	21	38	36	20	44	125
	12%	12%	13%	13%	14%	13%	15%	11%	10%	13%	13%	17%	9%	7%	16%	12%	16%	15%	12%	12%	11%	14%	13%	11%	14%	15%
500.1-600.0	209	102	107	40	34	35	33	22	45	56	59	31	62	14	8	24	14	24	14	11	29	23	23	24	30	82
	10%	10%	10%	18%	10%	11%	9%	7%	10%	10%	11%	8%	12%	8%	9%	10%	8%	13%	9%	11%	15%	9%	8%	13%	9%	10%
600.1-700.0	189	88	102	35	42	27	21	23	42	56	51	42	41	18	7	15	15	17	15	7	15	26	42	12	26	83
	9%	9%	10%	15%	12%	8%	6%	8%	9%	10%	9%	10%	8%	10%	9%	7%	9%	9%	10%	7%	8%	10%	15%	7%	8%	10%
700.1-800.0	148	89	59	14	30	18	26	27	34	47	36	36	30	11	4	19	10	11	13	8	11	24	20	17	24	67
	7%	9%	6%	6%	9%	5%	7%	9%	7%	9%	6%	9%	6%	6%	4%	8%	6%	6%	9%	8%	6%	9%	7%	10%	8%	8%
800.1-900.0	175	114	61	8	37	26	23	23	59	52	50	37	36	15	12	24	15	13	17	9	13	20	27	11	22	80
	9%	12%	6%	4%	11%	8%	6%	8%	13%	10%	9%	9%	7%	9%	14%	10%	9%	7%	11%	9%	7%	7%	10%	6%	7%	10%
900.1-1000.0	349	211	138	14	44	50	71	61	109	93	70	71	114	39	13	40	31	31	22	14	32	52	40	34	44	126
	17%	21%	13%	6%	13%	15%	20%	20%	24%	17%	12%	17%	23%	22%	16%	17%	18%	17%	14%	14%	17%	19%	14%	19%	14%	15%
Mean	581.69	632.93	532.86	513.70	576.47	554.51	573.75	586.10	640.96	602.27	543.13	589.40	596.40	591.90	595.07	589.42	583.33	569.34	573.48	546.11	558.78	599.60	582.08	590.53	541.07	579.53
Standard deviation	267.15	267.61	257.51	218.56	256.97	260.09	275.87	285.45	271.47	257.47	259.07	261.17	286.87	293.94	258.80	267.98	266.74	265.03	269.41	275.16	265.29	263.95	252.47	270.45	262.08	258.45
Standard error	5.95	8.56	7.99	14.29	14.50	13.86	14.48	16.08	12.97	10.56	11.18	13.86	12.46	20.84	28.41	18.07	20.46	21.29	22.07	28.23	18.05	15.95	14.90	20.87	15.21	8.96

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 55  
Intensity Scores - Facebook  
Base: All respondents

	Account With					Agree With Statements			Facebook Account		Reputation	
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
0-100.0	5 *	3 *	-	1 *	2 *	-	-	-	-	-	-	-
100.1-200.0	131 6%	71 5%	115 7%	45 6%	39 6%	71 6%	26 5%	15 4%	9 3%	16 4%	-	131 10%
200.1-300.0	258 13%	159 11%	242 15%	106 14%	100 16%	168 14%	65 11%	51 12%	11 4%	54 14%	49 11%	209 16%
300.1-400.0	301 15%	211 15%	271 17%	125 16%	110 17%	174 15%	90 15%	55 13%	20 8%	67 17%	112 24%	189 14%
400.1-500.0	252 12%	162 12%	234 15%	120 15%	96 15%	169 14%	98 17%	63 15%	38 14%	44 11%	117 25%	135 10%
500.1-600.0	209 10%	140 10%	187 12%	89 11%	75 12%	133 11%	59 10%	45 10%	30 11%	44 11%	64 14%	144 11%
600.1-700.0	189 9%	139 10%	160 10%	81 10%	73 11%	105 9%	70 12%	55 13%	36 14%	50 13%	50 11%	139 11%
700.1-800.0	148 7%	114 8%	119 7%	57 7%	49 8%	86 7%	46 8%	26 6%	25 9%	46 12%	24 5%	124 9%
800.1-900.0	175 9%	130 9%	109 7%	56 7%	39 6%	95 8%	50 9%	48 11%	34 13%	35 9%	20 4%	155 12%
900.1-1000.0	349 17%	274 20%	161 10%	105 13%	61 9%	171 15%	78 13%	73 17%	66 24%	31 8%	31 7%	81 6%
Mean	581.69	605.80	531.79	557.56	529.88	564.66	577.22	604.14	683.12	562.14	524.28	529.02
Standard deviation	267.15	266.71	242.75	249.52	238.48	257.42	245.49	254.42	244.34	233.84	193.80	244.33
Standard error	5.95	7.09	6.06	8.90	9.36	7.52	10.07	12.14	15.12	11.80	9.07	6.71

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 56  
**Gender**  
 Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
Male	984	984	-	81	154	172	187	154	235	300	241	198	245	87	39	108	87	75	71	60	76	151	149	81	149	473
	49%	100%	-	36%	45%	53%	52%	52%	51%	56%	43%	48%	49%	49%	46%	47%	51%	41%	47%	60%	39%	56%	53%	46%	46%	56%
Female	1032	-	1032	145	192	152	172	142	229	239	321	217	255	91	46	124	82	107	80	40	118	117	131	96	173	367
	51%	-	100%	64%	55%	47%	48%	48%	49%	44%	57%	52%	51%	51%	54%	53%	49%	59%	53%	40%	61%	44%	47%	54%	54%	44%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 57  
Gender  
Base: All respondents

	Account With				Agree With Statements			Facebook Account		Reputation		
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
Male	984 49%	746 53%	740 46%	395 50%	245 38%	545 46%	282 48%	222 51%	164 61%	189 49%	177 38%	644 49%
Female	1032 51%	658 47%	859 54%	390 50%	399 62%	627 54%	301 52%	211 49%	106 39%	199 51%	290 62%	663 51%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 58  
Age  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
18-24	226	81	145	226	-	-	-	-	-	68	76	52	29	16	17	32	19	23	22	8	14	29	28	16	38	97
	11%	8%	14%	100%	-	-	-	-	-	13%	14%	13%	6%	9%	21%	14%	11%	13%	15%	8%	7%	11%	10%	9%	12%	12%
25-34	347	154	192	-	347	-	-	-	-	100	111	67	69	35	9	40	23	28	22	21	21	66	53	28	92	191
	17%	16%	19%	-	100%	-	-	-	-	19%	20%	16%	14%	20%	10%	17%	14%	15%	15%	21%	11%	25%	19%	16%	29%	23%
35-44	324	172	152	-	-	324	-	-	-	102	86	60	77	28	11	26	33	28	20	20	32	50	47	29	78	189
	16%	18%	15%	-	-	100%	-	-	-	19%	15%	15%	15%	16%	13%	11%	20%	15%	13%	19%	17%	19%	17%	16%	24%	22%
45-54	359	187	172	-	-	-	359	-	-	89	89	80	100	35	11	42	30	29	30	25	34	48	43	31	76	190
	18%	19%	17%	-	-	-	100%	-	-	17%	16%	19%	20%	20%	13%	18%	16%	20%	25%	18%	18%	15%	18%	24%	23%	
55-64	296	154	142	-	-	-	-	296	-	54	82	73	87	28	16	33	25	23	26	9	29	29	46	32	34	125
	15%	16%	14%	-	-	-	-	100%	-	10%	15%	18%	17%	16%	18%	14%	15%	13%	17%	9%	15%	11%	17%	18%	11%	15%
65+	464	235	229	-	-	-	-	-	464	127	118	82	138	35	20	59	38	51	30	18	62	46	62	41	4	49
	23%	24%	22%	-	-	-	-	-	100%	23%	21%	20%	28%	20%	24%	25%	23%	28%	20%	18%	32%	17%	22%	23%	1%	6%
NET: 18-34	572	235	337	226	347	-	-	-	-	169	187	119	98	51	26	72	42	51	45	29	36	95	81	45	129	287
	28%	24%	33%	100%	100%	-	-	-	-	31%	33%	29%	20%	29%	31%	31%	25%	28%	30%	29%	18%	35%	29%	25%	40%	34%
NET: 35-54	683	359	324	-	-	324	359	-	-	191	175	140	177	63	22	68	63	57	50	45	66	98	91	60	154	378
	34%	36%	31%	-	-	100%	100%	-	-	35%	31%	34%	35%	35%	27%	29%	37%	31%	33%	44%	34%	37%	32%	34%	48%	45%
NET: 55+	761	389	371	-	-	-	-	296	464	180	200	155	225	63	36	92	64	74	56	27	91	75	109	73	38	174
	38%	40%	36%	-	-	-	-	100%	100%	33%	36%	37%	45%	36%	43%	40%	38%	41%	37%	27%	47%	28%	39%	41%	12%	21%
Average age	47.87	49.17	46.62	21.86	29.76	39.69	49.68	59.43	70.97	46.64	46.24	47.53	51.29	47.73	47.30	48.47	48.11	48.24	46.65	46.50	52.26	44.53	47.64	49.30	39.44	42.22



## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 59  
Age  
Base: All respondents

	Total	Account With			Agree With Statements			Facebook Account		Reputation		
		Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
18-24	226 11%	119 8%	212 13%	143 18%	171 26%	107 9%	75 13%	61 14%	27 10%	44 11%	80 17%	139 11%
25-34	347 17%	217 15%	301 19%	172 22%	189 29%	189 16%	114 20%	100 23%	55 20%	68 18%	101 22%	219 17%
35-44	324 16%	218 16%	279 17%	171 22%	108 17%	176 15%	115 20%	95 22%	45 17%	49 13%	85 18%	214 16%
45-54	359 18%	258 18%	286 18%	151 19%	94 15%	213 18%	119 20%	79 18%	44 16%	78 20%	78 17%	233 18%
55-64	296 15%	229 16%	216 14%	79 10%	49 8%	182 16%	69 12%	50 12%	44 16%	46 12%	51 11%	196 15%
65+	464 23%	363 26%	306 19%	68 9%	33 5%	304 26%	91 16%	47 11%	55 20%	103 27%	73 16%	307 23%
NET: 18-34	572 28%	336 24%	512 32%	315 40%	360 56%	297 25%	189 32%	160 37%	82 30%	112 29%	181 39%	358 27%
NET: 35-54	683 34%	476 34%	565 35%	322 41%	202 31%	390 33%	234 40%	174 40%	89 33%	127 33%	163 35%	447 34%
NET: 55+	761 38%	592 42%	522 33%	147 19%	82 13%	486 41%	160 27%	97 23%	99 37%	149 38%	124 27%	502 38%
Average age	47.87	49.84	45.81	40.68	36.25	49.51	44.52	42.13	47.14	48.29	43.16	48.16

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 60  
Social Grade  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
A	141	80	62	23	28	22	20	12	37	141	-	-	-	8	5	15	6	15	8	5	18	33	17	11	19	66
	7%	8%	6%	10%	8%	7%	6%	4%	8%	26%	-	-	-	4%	6%	7%	3%	8%	6%	5%	9%	12%	6%	6%	6%	8%
B	398	221	178	45	72	80	69	42	90	398	-	-	-	24	14	49	38	40	29	12	38	66	61	27	85	185
	20%	22%	17%	20%	21%	25%	19%	14%	19%	74%	-	-	-	14%	17%	21%	23%	22%	19%	12%	20%	25%	22%	15%	27%	22%
C1	562	241	321	76	111	86	89	82	118	-	562	-	-	65	23	63	45	53	34	34	54	71	74	47	130	236
	28%	24%	31%	34%	32%	26%	25%	28%	25%	-	100%	-	-	37%	27%	27%	27%	29%	22%	34%	28%	26%	26%	26%	40%	28%
C2	415	198	217	52	67	60	80	73	82	-	-	415	-	34	15	44	31	35	30	21	40	59	63	43	56	218
	21%	20%	21%	23%	19%	19%	22%	25%	18%	-	-	100%	-	19%	17%	19%	18%	19%	20%	20%	21%	22%	22%	25%	17%	26%
D	251	133	118	19	49	45	52	51	36	-	-	-	251	23	12	32	26	12	24	20	23	21	38	20	32	133
	12%	14%	11%	8%	14%	14%	15%	17%	8%	-	-	-	50%	13%	14%	14%	15%	7%	16%	20%	12%	8%	14%	11%	10%	16%
E	249	111	137	10	20	31	48	37	102	-	-	-	249	24	16	29	23	26	25	10	20	19	28	29	-	2
	12%	11%	13%	5%	6%	10%	13%	12%	22%	-	-	-	50%	14%	18%	13%	14%	15%	17%	10%	10%	7%	10%	16%	-	*
NET: AB	540	300	239	68	100	102	89	54	127	540	-	-	-	32	19	64	44	55	38	17	56	99	78	38	104	251
	27%	31%	23%	30%	29%	31%	25%	18%	27%	100%	-	-	-	18%	23%	28%	26%	30%	25%	17%	29%	37%	28%	22%	32%	30%
NET: ABC1	1102	541	561	144	211	188	178	136	245	540	562	-	-	97	42	127	89	108	72	51	110	170	152	85	234	487
	55%	55%	54%	64%	61%	58%	50%	46%	53%	100%	100%	-	-	55%	50%	55%	53%	60%	47%	50%	57%	63%	54%	48%	73%	58%
NET: C2DE	914	443	472	81	136	137	180	161	220	-	-	415	500	81	43	105	80	73	80	50	83	99	129	92	88	353
	45%	45%	46%	36%	39%	42%	50%	54%	47%	-	-	100%	100%	45%	50%	45%	47%	40%	53%	50%	43%	37%	46%	52%	27%	42%
NET: DE	500	245	255	29	69	77	100	87	138	-	-	-	500	47	28	61	49	39	49	30	43	39	66	49	32	135
	25%	25%	25%	13%	20%	24%	28%	29%	30%	-	-	-	100%	27%	33%	26%	29%	21%	33%	29%	22%	15%	23%	28%	10%	16%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 61  
Social Grade  
Base: All respondents

	Account With				Agree With Statements			Facebook Account		Reputation		
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
A	141 7%	104 7%	106 7%	60 8%	56 9%	68 6%	48 8%	37 8%	23 8%	28 7%	31 7%	94 7%
B	398 20%	304 22%	315 20%	183 23%	143 22%	248 21%	121 21%	109 25%	63 23%	78 20%	73 16%	277 21%
C1	562 28%	402 29%	459 29%	231 29%	196 30%	325 28%	189 32%	124 29%	66 25%	115 29%	117 25%	399 31%
C2	415 21%	271 19%	340 21%	147 19%	131 20%	248 21%	110 19%	93 21%	58 22%	76 20%	136 29%	239 18%
D	251 12%	158 11%	195 12%	96 12%	67 10%	142 12%	67 11%	34 8%	27 10%	45 12%	66 14%	143 11%
E	249 12%	165 12%	184 12%	67 9%	51 8%	142 12%	48 8%	35 8%	33 12%	47 12%	45 10%	154 12%
NET: AB	540 27%	408 29%	421 26%	244 31%	199 31%	316 27%	169 29%	146 34%	86 32%	106 27%	104 22%	371 28%
NET: ABC1	1102 55%	810 58%	880 55%	475 61%	395 61%	641 55%	358 61%	270 63%	152 56%	220 57%	221 47%	771 59%
NET: C2DE	914 45%	594 42%	720 45%	310 39%	249 39%	532 45%	225 39%	162 37%	118 44%	168 43%	247 53%	536 41%
NET: DE	500 25%	323 23%	379 24%	163 21%	118 18%	284 24%	115 20%	69 16%	60 22%	92 24%	111 24%	297 23%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 62  
GO Region  
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
Scotland	177	87	91	16	35	28	35	28	35	32	65	34	47	177	-	-	-	-	-	-	-	-	-	-	36	72
		9%	9%	7%	10%	9%	10%	9%	8%	6%	12%	8%	9%	100%	-	-	-	-	-	-	-	-	-	-	11%	9%
North East	85	39	46	17	9	11	11	16	20	19	23	15	28	-	85	-	-	-	-	-	-	-	-	-	12	22
		4%	4%	4%	8%	3%	4%	3%	5%	4%	4%	4%	6%	-	100%	-	-	-	-	-	-	-	-	-	4%	3%
North West	232	108	124	32	40	26	42	33	59	64	63	44	61	-	-	232	-	-	-	-	-	-	-	-	43	85
		11%	11%	14%	11%	8%	12%	11%	13%	12%	11%	11%	12%	-	-	100%	-	-	-	-	-	-	-	-	13%	10%
Yorkshire & Humberside	169	87	82	19	23	33	30	25	38	44	45	31	49	-	-	-	169	-	-	-	-	-	-	-	25	72
		8%	9%	8%	8%	7%	10%	8%	9%	8%	8%	8%	10%	-	-	-	100%	-	-	-	-	-	-	-	8%	9%
West Midlands	181	75	107	23	28	28	29	23	51	55	53	35	39	-	-	-	-	181	-	-	-	-	-	-	32	65
		9%	8%	10%	10%	8%	9%	8%	11%	10%	9%	8%	8%	-	-	-	-	100%	-	-	-	-	-	-	10%	8%
East Midlands	151	71	80	22	22	20	30	26	30	38	34	30	49	-	-	-	-	-	151	-	-	-	-	-	15	62
		7%	7%	8%	10%	6%	6%	8%	9%	6%	7%	6%	7%	10%	-	-	-	-	100%	-	-	-	-	-	5%	7%
Wales	101	60	40	8	21	20	25	9	18	17	34	21	30	-	-	-	-	-	101	-	-	-	-	-	22	43
		5%	6%	4%	3%	6%	6%	7%	3%	4%	3%	6%	5%	6%	-	-	-	-	100%	-	-	-	-	-	7%	5%
Eastern	194	76	118	14	21	32	34	29	62	56	54	40	43	-	-	-	-	-	-	194	-	-	-	-	22	81
		10%	8%	11%	6%	6%	10%	10%	13%	10%	10%	10%	9%	-	-	-	-	-	-	100%	-	-	-	-	7%	10%
London	268	151	117	29	66	50	48	29	46	99	71	59	39	-	-	-	-	-	-	-	268	-	-	-	56	134
		13%	15%	11%	13%	19%	15%	13%	10%	18%	13%	14%	8%	-	-	-	-	-	-	-	100%	-	-	-	17%	16%
South East	280	149	131	28	53	47	43	46	62	78	74	63	66	-	-	-	-	-	-	-	-	280	-	31	135	
		14%	15%	13%	12%	15%	15%	12%	16%	13%	14%	13%	15%	13%	-	-	-	-	-	-	-	100%	-	10%	16%	
South West	177	81	96	16	28	29	31	32	41	38	47	43	49	-	-	-	-	-	-	-	-	-	-	177	28	69
		9%	8%	9%	7%	8%	9%	11%	9%	7%	8%	10%	10%	-	-	-	-	-	-	-	-	-	-	100%	9%	8%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 63  
GO Region  
Base: All respondents

	Account With				Agree With Statements			Facebook Account		Reputation		
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
Scotland	177 9%	112 8%	138 9%	61 8%	58 9%	103 9%	53 9%	43 10%	30 11%	37 10%	40 8%	109 8%
North East	85 4%	56 4%	70 4%	28 4%	28 4%	54 5%	26 4%	17 4%	13 5%	17 4%	29 6%	48 4%
North West	232 11%	155 11%	176 11%	107 14%	77 12%	127 11%	54 9%	50 12%	33 12%	48 12%	46 10%	158 12%
Yorkshire & Humberside	169 8%	107 8%	131 8%	57 7%	50 8%	102 9%	44 7%	30 7%	23 9%	36 9%	40 9%	105 8%
West Midlands	181 9%	131 9%	148 9%	69 9%	61 9%	96 8%	61 10%	35 8%	22 8%	27 7%	45 10%	117 9%
East Midlands	151 7%	103 7%	122 8%	59 8%	46 7%	94 8%	41 7%	31 7%	21 8%	31 8%	38 8%	97 7%
Wales	101 5%	69 5%	80 5%	40 5%	25 4%	59 5%	22 4%	19 4%	10 4%	17 4%	22 5%	68 5%
Eastern	194 10%	142 10%	151 9%	66 8%	49 8%	116 10%	61 10%	39 9%	23 9%	28 7%	42 9%	131 10%
London	268 13%	208 15%	206 13%	128 16%	101 16%	152 13%	81 14%	65 15%	37 14%	54 14%	63 14%	172 13%
South East	280 14%	206 15%	227 14%	99 13%	86 13%	157 13%	84 14%	69 16%	31 12%	64 16%	55 12%	199 15%
South West	177 9%	116 8%	150 9%	71 9%	61 9%	114 10%	56 10%	35 8%	28 10%	29 8%	49 11%	103 8%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 64

**Have you taken a foreign holiday in the last 3 years?**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
Yes	1260	647	613	180	240	206	203	163	268	413	362	267	218	106	42	163	98	105	90	60	110	204	174	106	236	571
	62%	66%	59%	80%	69%	64%	57%	55%	58%	77%	64%	64%	44%	60%	50%	70%	58%	58%	59%	60%	57%	76%	62%	60%	73%	68%
No	756	336	420	46	107	118	156	134	196	127	200	148	281	71	42	69	71	76	61	40	83	64	106	71	85	270
	38%	34%	41%	20%	31%	36%	43%	45%	42%	23%	36%	36%	56%	40%	50%	30%	42%	42%	41%	40%	43%	24%	38%	40%	27%	32%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 65

**Have you taken a foreign holiday in the last 3 years?**

**Base: All respondents**

	Account With				Agree With Statements			Facebook Account		Reputation		
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
Yes	1260 62%	894 64%	1024 64%	528 67%	468 73%	697 59%	392 67%	292 68%	174 64%	263 68%	306 65%	829 63%
No	756 38%	510 36%	575 36%	257 33%	176 27%	476 41%	191 33%	140 32%	96 36%	125 32%	162 35%	478 37%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 66  
Tenure  
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
NET: Homeowners	1306	645	662	108	186	192	227	220	372	430	380	270	226	101	43	150	112	126	106	68	150	152	192	107	211	550
	65%	66%	64%	48%	54%	59%	63%	74%	80%	80%	68%	65%	45%	57%	50%	65%	66%	70%	70%	67%	77%	57%	68%	60%	66%	65%
Owned outright - without mortgage	728	376	352	40	52	42	99	143	352	220	203	148	156	47	24	91	59	62	60	43	95	78	111	59	56	230
	36%	38%	34%	18%	15%	13%	28%	48%	76%	41%	36%	36%	31%	26%	28%	39%	35%	34%	39%	42%	49%	29%	40%	33%	17%	27%
Owned with a mortgage or loan	578	269	310	68	134	150	128	77	21	210	177	122	70	54	19	59	53	64	46	25	54	74	81	49	155	319
	29%	27%	30%	30%	39%	46%	36%	26%	4%	39%	31%	29%	14%	31%	22%	26%	31%	35%	30%	25%	28%	28%	29%	27%	48%	38%
NET: Renters	675	323	352	103	149	132	129	75	86	102	173	132	268	72	41	78	53	53	44	28	41	112	83	70	104	278
	33%	33%	34%	46%	43%	41%	36%	25%	19%	19%	31%	32%	54%	41%	48%	34%	31%	29%	29%	28%	21%	42%	30%	39%	32%	33%
Rented from the council	262	123	140	18	47	48	65	36	49	23	57	60	121	41	16	19	26	27	18	10	15	41	27	22	42	87
	13%	12%	14%	8%	13%	15%	18%	12%	10%	4%	10%	15%	24%	23%	19%	8%	15%	15%	12%	9%	8%	15%	10%	12%	13%	10%
Rented from a housing association	129	67	63	25	17	23	28	20	16	13	24	24	69	14	8	29	6	9	7	5	7	14	17	12	12	46
	6%	7%	6%	11%	5%	7%	8%	7%	3%	2%	4%	6%	14%	8%	10%	13%	4%	5%	5%	5%	4%	5%	6%	7%	4%	5%
Rented from someone else	284	134	150	60	85	61	37	19	22	66	91	48	78	16	16	29	21	17	19	13	20	57	39	36	50	145
	14%	14%	14%	27%	25%	19%	10%	6%	5%	12%	16%	12%	16%	9%	19%	13%	12%	10%	13%	10%	21%	14%	20%	16%	17%	
Rent free	35	16	19	15	11	*	2	1	5	7	9	12	6	4	1	4	5	2	2	5	3	3	5	1	7	12
	2%	2%	2%	6%	3%	*	1%	*	1%	1%	2%	3%	1%	2%	2%	2%	3%	1%	1%	5%	1%	1%	2%	*	2%	1%



## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 67  
**Tenure**  
**Base: All respondents**

	Total	Account With			Agree With Statements			Facebook Account		Reputation		
		Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
NET: Homeowners	1306 65%	942 67%	1008 63%	468 60%	366 57%	756 64%	383 66%	263 61%	166 61%	258 66%	267 57%	882 67%
Owned outright - without mortgage	728 36%	552 39%	517 32%	194 25%	126 20%	434 37%	186 32%	115 27%	87 32%	143 37%	122 26%	504 39%
Owned with a mortgage or loan	578 29%	391 28%	491 31%	274 35%	240 37%	322 27%	197 34%	148 34%	78 29%	115 30%	145 31%	378 29%
NET: Renters	675 33%	439 31%	563 35%	296 38%	261 41%	397 34%	193 33%	159 37%	100 37%	123 32%	193 41%	399 31%
Rented from the council	262 13%	167 12%	208 13%	104 13%	77 12%	154 13%	65 11%	53 12%	49 18%	45 12%	81 17%	132 10%
Rented from a housing association	129 6%	85 6%	107 7%	57 7%	53 8%	75 6%	40 7%	28 7%	18 7%	28 7%	32 7%	84 6%
Rented from someone else	284 14%	186 13%	248 16%	135 17%	131 20%	167 14%	89 15%	78 18%	33 12%	51 13%	80 17%	183 14%
Rent free	35 2%	23 2%	28 2%	20 3%	17 3%	20 2%	7 1%	10 2%	4 2%	7 2%	8 2%	26 2%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 68

**What is the highest educational level that you have achieved to date?**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
No formal education	22	12	10	1	2	1	7	2	8	2	4	7	9	7	-	1	4	4	1	1	3	1	-	1	4	6
	1%	1%	1%	1%	1%	*	2%	1%	2%	*	1%	2%	2%	4%	-	*	2%	2%	1%	1%	1%	*	-	*	1%	1%
Primary	11	6	6	2	2	-	3	2	2	-	*	5	6	-	-	-	1	2	3	-	1	1	1	2	-	4
	1%	1%	1%	1%	1%	-	1%	1%	*	-	*	1%	1%	-	-	-	*	1%	2%	-	1%	*	*	1%	-	1%
Secondary school, high school, 6th form/college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1203	532	671	92	150	168	241	224	328	223	308	284	388	99	67	139	101	107	94	63	121	121	189	101	151	450
	60%	54%	65%	41%	43%	52%	67%	75%	71%	41%	55%	68%	78%	56%	80%	60%	60%	59%	62%	63%	62%	45%	68%	57%	47%	54%
University degree or equivalent professional qualification, NVQ level 4, etc.	526	300	226	75	122	106	79	55	91	187	177	93	70	49	10	63	41	44	40	29	48	100	59	44	115	266
	26%	31%	22%	33%	35%	33%	22%	18%	20%	35%	31%	22%	14%	28%	12%	27%	24%	24%	26%	28%	25%	37%	21%	25%	36%	32%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	194	110	84	22	58	48	26	13	26	115	51	16	13	16	6	22	20	18	8	8	12	37	22	25	49	103
	10%	11%	8%	10%	17%	15%	7%	4%	6%	21%	9%	4%	3%	9%	7%	10%	12%	10%	5%	8%	6%	14%	8%	14%	15%	12%
Still in full time education	39	13	26	33	5	1	*	-	-	12	19	3	5	5	1	3	2	7	2	-	4	6	6	3	-	1
	2%	1%	3%	14%	1%	*	*	-	-	2%	3%	1%	1%	3%	2%	1%	4%	2%	-	2%	2%	2%	2%	2%	-	*
Don't know	5	2	3	1	2	-	1	-	2	-	2	-	3	-	-	-	-	-	2	-	2	-	-	2	-	1
	*	*	*	*	*	-	*	-	*	-	*	-	1%	-	-	-	-	-	1%	-	1%	-	-	1%	-	*
Prefer not to answer	16	9	7	1	6	1	1	1	7	2	1	7	6	1	-	3	2	-	1	-	2	2	4	-	1	8
	1%	1%	1%	*	2%	*	*	*	2%	*	*	2%	1%	1%	-	1%	1%	-	1%	-	1%	1%	1%	-	*	1%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 69

**What is the highest educational level that you have achieved to date?**

**Base: All respondents**

	Account With					Agree With Statements			Facebook Account		Reputation	
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
No formal education	22 1%	13 1%	22 1%	7 1%	7 1%	18 2%	7 1%	4 1%	6 2%	8 2%	10 2%	9 1%
Primary	11 1%	4 *	11 1%	* *	4 1%	9 1%	7 1%	4 1%	2 1%	5 1%	4 1%	6 *
Secondary school, high school, 6th form/ college, GCSE's, A-Levels, BTEC, NVQ levels 1 to 3, etc.	1203 60%	820 58%	922 58%	409 52%	321 50%	725 62%	311 53%	220 51%	134 50%	226 58%	291 62%	753 58%
University degree or equivalent professional qualification, NVQ level 4, etc.	526 26%	391 28%	426 27%	239 30%	205 32%	289 25%	154 26%	128 30%	80 30%	95 24%	101 22%	371 28%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	194 10%	138 10%	169 11%	100 13%	72 11%	109 9%	82 14%	63 15%	41 15%	44 11%	49 10%	124 10%
Still in full time education	39 2%	26 2%	35 2%	26 3%	28 4%	13 1%	16 3%	9 2%	5 2%	7 2%	9 2%	30 2%
Don't know	5 *	1 *	2 *	1 *	2 *	3 *	2 *	2 *	-	1 *	-	4 *
Prefer not to answer	16 1%	10 1%	11 1%	2 *	4 1%	7 1%	4 1%	3 1%	2 1%	3 1%	4 1%	9 1%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 70

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Gender			Age							Social Grade				Region										Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
Yes - responsible for half or more of the items bought	1813 90%	841 85%	972 94%	165 73%	304 88%	307 95%	338 94%	272 92%	427 92%	479 89%	495 88%	383 92%	456 91%	167 94%	78 93%	209 90%	149 88%	158 87%	136 90%	89 88%	173 89%	247 92%	243 87%	164 92%	292 91%	751 89%
No - not responsible for most of the items bought	203 10%	143 15%	60 6%	61 27%	42 12%	18 5%	21 6%	24 8%	37 8%	60 11%	67 12%	32 8%	44 9%	11 6%	6 7%	23 10%	20 12%	23 13%	15 10%	12 12%	21 11%	21 8%	37 13%	14 8%	29 9%	89 11%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 71

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Total	Seen/ heard anything about Facebook	Account With			Agree With Statements			Facebook Account		Reputation	
			Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
Yes - responsible for half or more of the items bought	1813 90%	1268 90%	1445 90%	689 88%	551 86%	1066 91%	537 92%	397 92%	245 91%	354 91%	423 90%	1172 90%
No - not responsible for most of the items bought	203 10%	136 10%	154 10%	96 12%	93 14%	106 9%	46 8%	35 8%	25 9%	34 9%	45 10%	135 10%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 72  
**How many cars are there in your household?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
No cars in the household	423 21%	190 19%	233 23%	53 23%	83 24%	77 24%	71 20%	55 19%	85 18%	69 13%	117 21%	58 14%	180 36%	50 28%	15 17%	51 22%	41 24%	31 17%	25 16%	13 13%	29 15%	99 37%	47 17%	23 13%	52 16%	154 18%
NET: Any	1593 79%	793 81%	799 77%	173 77%	264 76%	248 76%	288 80%	241 81%	379 82%	471 87%	445 79%	357 86%	320 64%	127 72%	70 83%	181 78%	128 76%	150 83%	127 84%	88 87%	165 85%	169 63%	233 83%	154 87%	269 84%	686 82%
1	818 41%	411 42%	407 39%	52 23%	126 36%	136 42%	140 39%	133 45%	231 50%	202 38%	222 40%	191 46%	202 40%	62 35%	39 46%	94 41%	68 40%	71 39%	71 47%	41 41%	79 41%	107 40%	103 37%	83 47%	108 34%	340 40%
2	590 29%	300 31%	290 28%	64 28%	101 29%	93 29%	122 34%	88 30%	122 26%	205 38%	172 31%	124 30%	88 18%	58 33%	23 27%	79 34%	45 27%	67 37%	40 26%	32 31%	68 35%	40 15%	93 33%	45 25%	122 38%	262 31%
3+	185 9%	82 8%	103 10%	56 25%	37 11%	18 6%	27 7%	21 7%	25 5%	63 12%	51 9%	42 10%	29 6%	7 4%	8 10%	8 3%	16 9%	12 6%	16 10%	15 15%	18 9%	22 8%	37 13%	26 14%	40 12%	85 10%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 73  
**How many cars are there in your household?**  
**Base: All respondents**

	Account With				Agree With Statements			Facebook Account		Reputation		
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
No cars in the household	423 21%	292 21%	345 22%	181 23%	132 21%	243 21%	110 19%	91 21%	63 23%	68 18%	98 21%	273 21%
NET: Any	1593 79%	1113 79%	1254 78%	603 77%	512 79%	930 79%	473 81%	341 79%	207 77%	320 82%	369 79%	1034 79%
1	818 41%	587 42%	646 40%	278 35%	222 35%	486 41%	244 42%	168 39%	110 41%	166 43%	189 41%	520 40%
2	590 29%	404 29%	455 28%	234 30%	192 30%	345 29%	179 31%	131 30%	70 26%	115 30%	128 27%	398 30%
3+	185 9%	121 9%	154 10%	92 12%	97 15%	99 8%	50 9%	42 10%	27 10%	39 10%	52 11%	116 9%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 74  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832	
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840	
White	1863	906	957	193	297	286	338	288	460	493	514	385	471	173	83	215	160	162	146	99	185	205	262	172	287	768	
		92%	92%	93%	86%	86%	88%	94%	97%	99%	91%	91%	93%	94%	97%	98%	93%	95%	89%	97%	98%	96%	77%	94%	97%	89%	91%
NET: BAME	140	70	69	32	43	36	17	7	4	42	45	29	24	3	1	15	9	19	4	2	7	56	16	6	33	63	
		7%	7%	7%	14%	12%	11%	5%	2%	1%	8%	8%	7%	5%	2%	6%	5%	11%	3%	2%	4%	21%	6%	3%	10%	8%	
Mixed	33	15	18	8	11	4	5	2	3	8	13	4	8	1	-	3	2	7	-	2	1	10	5	3	3	19	
		2%	2%	2%	3%	3%	1%	1%	1%	1%	2%	1%	2%	*	-	1%	1%	4%	-	2%	*	4%	2%	2%	1%	2%	
Asian	63	33	31	16	19	21	4	2	1	20	15	17	11	2	1	8	5	11	4	-	1	25	3	2	15	25	
		3%	3%	3%	7%	5%	6%	1%	1%	*	4%	3%	4%	2%	1%	2%	3%	3%	6%	3%	-	1%	9%	1%	1%	5%	3%
Black	34	19	15	6	8	12	6	2	-	11	14	5	3	-	-	3	2	1	-	-	4	17	7	1	12	16	
		2%	2%	1%	2%	2%	4%	2%	1%	-	2%	3%	1%	1%	-	1%	1%	*	-	-	2%	6%	2%	*	4%	2%	
Chinese	3	-	3	-	2	-	1	-	-	2	1	-	-	1	-	-	-	1	-	-	-	1	-	-	2	1	
		*	-	*	-	1%	-	*	-	*	*	-	-	*	-	-	-	1%	-	-	-	*	-	-	1%	*	
Other ethnic group	7	4	4	2	3	-	1	1	-	1	2	3	2	-	-	1	-	-	1	-	2	2	1	-	1	3	
		*	*	*	1%	1%	-	*	-	*	*	1%	*	-	-	1%	-	-	*	-	1%	1%	*	-	*	*	
Prefer not to answer	13	7	6	1	6	2	4	1	-	5	3	1	5	1	-	2	-	-	1	-	1	7	2	-	2	9	
		1%	1%	1%	*	2%	1%	1%	*	1%	*	*	1%	1%	-	1%	-	-	*	-	*	3%	1%	-	1%	1%	



## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 75  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Account With					Agree With Statements			Facebook Account		Reputation	
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
White	1863 92%	1316 94%	1472 92%	705 90%	576 90%	1096 93%	523 90%	386 89%	244 90%	357 92%	429 92%	1203 92%
NET: BAME	140 7%	80 6%	119 7%	73 9%	62 10%	71 6%	53 9%	42 10%	24 9%	27 7%	37 8%	95 7%
Mixed	33 2%	26 2%	28 2%	17 2%	15 2%	18 2%	7 1%	6 1%	3 1%	8 2%	5 1%	26 2%
Asian	63 3%	33 2%	53 3%	32 4%	30 5%	30 3%	27 5%	21 5%	10 4%	15 4%	21 4%	38 3%
Black	34 2%	15 1%	29 2%	22 3%	12 2%	18 2%	13 2%	12 3%	8 3%	4 1%	10 2%	23 2%
Chinese	3 *	2 *	2 *	- -	- -	2 *	1 *	- -	1 *	- -	1 *	1 *
Other ethnic group	7 *	4 *	7 *	3 *	5 1%	4 *	5 1%	3 1%	2 1%	- -	1 *	7 1%
Prefer not to answer	13 1%	7 1%	8 1%	6 1%	5 1%	6 *	7 1%	4 1%	2 1%	4 1%	1 *	9 1%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 76

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
Christian	1019	489	530	62	116	133	185	178	346	276	294	209	239	89	44	131	78	90	84	45	109	129	139	80	155	377
	51%	50%	51%	27%	33%	41%	51%	60%	75%	51%	52%	50%	48%	50%	52%	56%	46%	50%	56%	45%	56%	48%	50%	45%	48%	45%
NET: Other	114	56	58	20	28	29	18	10	8	32	32	32	19	1	4	14	7	15	4	3	8	39	13	6	23	51
	6%	6%	6%	9%	8%	9%	5%	4%	2%	6%	6%	8%	4%	1%	4%	6%	4%	8%	3%	3%	4%	15%	5%	4%	7%	6%
Muslim	50	26	25	15	16	14	3	3	-	11	12	18	9	-	-	9	4	8	2	-	1	19	6	2	9	24
	2%	3%	2%	7%	5%	4%	1%	1%	-	2%	2%	4%	2%	-	-	4%	2%	4%	2%	-	1%	7%	2%	1%	3%	3%
Hindu	9	5	4	1	4	5	-	-	-	5	1	2	2	1	-	-	-	-	1	-	-	6	-	1	-	5
	*	*	*	*	1%	1%	-	-	-	1%	*	*	*	1%	-	-	-	-	1%	-	-	2%	-	*	-	1%
Jewish	16	11	6	2	1	2	7	2	2	9	4	3	1	-	-	1	1	1	-	-	1	11	1	-	2	9
	1%	1%	1%	1%	*	1%	2%	1%	1%	2%	1%	1%	*	-	-	*	1%	1%	-	-	1%	4%	1%	-	1%	1%
Sikh	4	-	4	-	2	1	1	-	-	1	3	-	-	-	-	-	-	3	-	-	-	1	-	-	3	1
	*	-	*	-	1%	*	*	-	-	*	1%	-	-	-	-	-	-	2%	-	-	-	*	-	-	1%	*
Buddhist	12	7	5	1	1	2	4	3	-	1	6	3	2	-	3	1	1	-	-	3	-	1	2	1	4	6
	1%	1%	*	1%	*	1%	1%	1%	-	*	1%	1%	*	-	3%	1%	1%	-	-	3%	-	*	1%	1%	1%	1%
Other	22	8	15	2	4	5	3	3	6	5	7	5	6	-	1	3	1	2	*	-	6	3	4	3	5	7
	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	*	1%	*	-	3%	1%	1%	2%	2%	1%
None	843	421	422	138	193	155	146	105	105	218	227	169	228	85	36	87	83	70	60	53	71	91	119	88	136	393
	42%	43%	41%	61%	56%	48%	41%	35%	23%	40%	40%	41%	46%	48%	42%	38%	49%	39%	40%	52%	37%	34%	42%	49%	42%	47%
Prefer not to say	39	17	22	6	9	7	9	2	5	14	9	5	12	2	2	-	2	6	2	-	5	8	9	3	7	19
	2%	2%	2%	2%	3%	2%	3%	1%	1%	3%	2%	1%	2%	1%	2%	-	1%	3%	2%	-	3%	3%	3%	2%	2%	2%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 77

To which of the following religious groups do you consider yourself to be a member of?

Base: All respondents

	Account With				Agree With Statements			Facebook Account		Reputation		
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
Christian	1019 51%	724 52%	784 49%	336 43%	265 41%	598 51%	275 47%	192 44%	140 52%	214 55%	239 51%	654 50%
NET: Other	114 6%	69 5%	98 6%	58 7%	46 7%	63 5%	45 8%	30 7%	18 7%	24 6%	32 7%	73 6%
Muslim	50 2%	28 2%	40 3%	24 3%	25 4%	20 2%	21 4%	13 3%	12 4%	9 2%	13 3%	33 3%
Hindu	9 *	6 *	9 1%	7 1%	3 *	5 *	4 1%	4 1%	- -	3 1%	5 1%	4 *
Jewish	16 1%	12 1%	13 1%	12 1%	4 1%	10 1%	5 1%	4 1%	1 *	3 1%	4 1%	9 1%
Sikh	4 *	1 *	4 *	* *	3 1%	4 *	* *	* *	* *	- -	2 *	3 *
Buddhist	12 1%	6 *	12 1%	5 1%	3 *	10 1%	4 1%	3 1%	1 1%	3 1%	5 1%	7 1%
Other	22 1%	16 1%	20 1%	10 1%	8 1%	14 1%	11 2%	5 1%	4 1%	5 1%	4 1%	17 1%
None	843 42%	590 42%	685 43%	378 48%	320 50%	497 42%	250 43%	202 47%	107 40%	140 36%	189 40%	553 42%
Prefer not to say	39 2%	21 2%	32 2%	14 2%	12 2%	15 1%	13 2%	8 2%	4 1%	11 3%	7 2%	27 2%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 78

Which of the following best describes where you live?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
NET: Urban	1626	806	820	191	299	273	292	222	349	442	456	320	407	144	68	197	137	160	104	66	133	265	210	141	283	677
	81%	82%	79%	85%	86%	84%	81%	75%	75%	82%	81%	77%	81%	81%	80%	85%	81%	88%	69%	65%	69%	99%	75%	80%	88%	81%
Urban - Population over 10,000	879	493	386	110	173	153	157	116	170	254	272	163	191	77	27	91	83	86	50	31	59	226	85	65	163	389
	44%	50%	37%	49%	50%	47%	44%	39%	37%	47%	48%	39%	38%	43%	32%	39%	49%	47%	33%	30%	30%	84%	30%	37%	51%	46%
Town and Fringe	747	313	433	81	126	120	135	106	178	188	185	158	216	67	41	106	54	75	54	35	74	39	125	76	119	288
	37%	32%	42%	36%	36%	37%	38%	36%	38%	35%	33%	38%	43%	38%	49%	46%	32%	41%	36%	35%	38%	15%	45%	43%	37%	34%
NET: Rural	390	178	213	35	47	51	67	75	115	98	105	95	93	33	17	35	33	21	47	35	61	3	70	36	39	164
	19%	18%	21%	15%	14%	16%	19%	25%	25%	18%	19%	23%	19%	19%	20%	15%	19%	12%	31%	35%	31%	1%	25%	20%	12%	19%
Village	355	162	193	31	43	50	56	70	105	85	91	91	88	24	17	32	33	21	46	27	54	3	66	32	34	146
	18%	16%	19%	14%	12%	15%	16%	24%	23%	16%	16%	22%	18%	14%	20%	14%	19%	11%	31%	27%	28%	1%	24%	18%	11%	17%
Hamlet & Isolated Dwelling	36	15	20	4	4	2	10	5	11	13	14	4	5	9	-	2	-	*	1	8	7	-	4	5	4	17
	2%	2%	2%	2%	1%	1%	3%	2%	2%	2%	3%	1%	1%	5%	-	1%	-	*	1%	8%	3%	-	1%	3%	1%	2%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 79

Which of the following best describes where you live?

Base: All respondents

	Account With				Agree With Statements			Facebook Account		Reputation		
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
NET: Urban	1626 81%	1132 81%	1294 81%	663 85%	535 83%	926 79%	476 82%	363 84%	217 80%	318 82%	378 81%	1049 80%
Urban - Population over 10,000	879 44%	639 45%	696 44%	375 48%	310 48%	495 42%	264 45%	203 47%	127 47%	182 47%	190 41%	575 44%
Town and Fringe	747 37%	493 35%	598 37%	288 37%	225 35%	431 37%	212 36%	160 37%	89 33%	135 35%	187 40%	474 36%
NET: Rural	390 19%	272 19%	305 19%	121 15%	109 17%	247 21%	107 18%	69 16%	53 20%	71 18%	90 19%	258 20%
Village	355 18%	245 17%	279 17%	109 14%	96 15%	223 19%	92 16%	61 14%	45 17%	70 18%	82 18%	234 18%
Hamlet & Isolated Dwelling	36 2%	27 2%	25 2%	12 2%	13 2%	24 2%	15 3%	8 2%	8 3%	1 *	7 2%	24 2%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 80

Which of the following best describes your current working status?

Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
NET: Working	1161	622	540	134	283	266	266	159	53	355	366	273	167	109	34	127	97	97	77	64	103	189	166	97	321	840
	58%	63%	52%	60%	82%	82%	74%	54%	11%	66%	65%	66%	33%	61%	40%	55%	57%	53%	51%	64%	53%	71%	59%	55%	100%	100%
Working full time - working 30 hours per week or more	915	545	370	110	238	220	210	109	29	304	287	204	119	86	28	98	81	72	59	55	70	162	129	77	275	640
	45%	55%	36%	49%	69%	68%	58%	37%	6%	56%	51%	49%	24%	48%	33%	42%	48%	40%	39%	54%	36%	60%	46%	43%	86%	76%
Working part time - working between 8 and 29 hours per week	246	76	170	24	44	47	56	50	24	50	78	69	48	23	6	30	16	25	18	10	33	28	37	20	46	200
	12%	8%	16%	11%	13%	14%	16%	17%	5%	9%	14%	17%	10%	13%	7%	13%	10%	14%	12%	10%	17%	10%	13%	11%	14%	24%
NET: Not working	855	362	493	91	64	58	93	137	411	185	196	141	332	69	51	104	72	85	74	36	90	79	114	80	-	-
	42%	37%	48%	40%	18%	18%	26%	46%	89%	34%	35%	34%	67%	39%	60%	45%	43%	47%	36%	47%	29%	41%	45%	-	-	
Not working but seeking work or temporarily unemployed or sick	68	37	31	7	11	17	22	11	1	5	5	6	52	12	6	8	9	9	3	1	5	4	9	3	-	-
	3%	4%	3%	3%	3%	5%	6%	4%	*	1%	1%	1%	10%	7%	7%	3%	6%	5%	2%	1%	2%	1%	3%	2%	-	-
Not working and not seeking work/ student	158	68	90	78	16	11	27	23	2	27	47	14	70	15	8	20	7	20	17	7	10	17	18	19	-	-
	8%	7%	9%	35%	5%	3%	8%	8%	1%	5%	8%	3%	14%	8%	9%	9%	4%	11%	11%	7%	5%	7%	6%	11%	-	-
Retired on a state pension only	136	45	91	-	-	-	1	3	132	6	8	13	109	12	10	10	10	12	11	7	17	12	17	17	-	-
	7%	5%	9%	-	-	-	*	1%	28%	1%	1%	3%	22%	7%	11%	4%	6%	7%	8%	7%	9%	4%	6%	10%	-	-
Retired with a private pension	329	187	142	-	-	-	3	53	273	122	114	61	32	19	14	47	30	34	23	12	43	35	49	24	-	-
	16%	19%	14%	-	-	-	1%	18%	59%	23%	20%	15%	6%	10%	17%	20%	18%	19%	15%	12%	22%	13%	18%	14%	-	-
House person, housewife, househusband, etc.	164	24	140	6	37	30	40	47	3	25	23	48	69	11	13	20	16	10	19	10	16	12	20	17	-	-
	8%	2%	14%	3%	11%	9%	11%	16%	1%	5%	4%	11%	14%	6%	15%	8%	9%	6%	13%	10%	8%	4%	7%	10%	-	-

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 81

Which of the following best describes your current working status?

Base: All respondents

	Total	Account With				Agree With Statements			Facebook Account		Reputation	
		Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
NET: Working	1161 58%	793 56%	972 61%	532 68%	447 69%	664 57%	372 64%	312 72%	171 63%	214 55%	297 64%	758 58%
Working full time - working 30 hours per week or more	915 45%	631 45%	774 48%	433 55%	362 56%	523 45%	297 51%	255 59%	141 52%	171 44%	234 50%	591 45%
Working part time - working between 8 and 29 hours per week	246 12%	162 12%	198 12%	98 13%	85 13%	140 12%	75 13%	57 13%	30 11%	43 11%	63 14%	167 13%
NET: Not working	855 42%	611 44%	627 39%	253 32%	197 31%	509 43%	211 36%	120 28%	99 37%	175 45%	170 36%	549 42%
Not working but seeking work or temporarily unemployed or sick	68 3%	41 3%	52 3%	23 3%	19 3%	34 3%	17 3%	13 3%	4 1%	15 4%	14 3%	46 4%
Not working and not seeking work/ student	158 8%	100 7%	137 9%	90 11%	77 12%	79 7%	54 9%	31 7%	19 7%	29 7%	33 7%	109 8%
Retired on a state pension only	136 7%	99 7%	91 6%	23 3%	14 2%	90 8%	18 3%	12 3%	21 8%	27 7%	22 5%	81 6%
Retired with a private pension	329 16%	262 19%	216 14%	53 7%	29 4%	210 18%	76 13%	41 9%	40 15%	71 18%	53 11%	216 17%
House person, housewife, househusband, etc.	164 8%	108 8%	131 8%	63 8%	58 9%	96 8%	46 8%	22 5%	15 6%	32 8%	48 10%	96 7%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 82

**Do you work in any of the following occupations?****Base: All respondents who work**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	1129	598	531	132	248	280	262	162	45	387	342	225	175	115	33	118	93	83	79	56	113	191	158	90	297	832
Weighted base	1161	622	540	134	283	266	266	159	53	355	366	273	167	109	34	127	97	97	77	64	103	189	166	97	321	840
NET: Public Sector	321	149	173	38	92	78	76	34	4	104	130	56	32	36	12	43	25	32	15	22	22	56	31	28	321	-
	28%	24%	32%	28%	32%	29%	29%	21%	7%	29%	35%	20%	19%	33%	35%	33%	26%	33%	19%	34%	21%	29%	18%	29%	100%	-
A nationalised industry/state corporation	15	9	6	3	6	1	4	1	-	3	8	1	4	-	-	3	1	3	3	2	1	1	2	-	15	-
	1%	1%	1%	2%	2%	*	1%	1%	-	1%	2%	*	2%	-	-	2%	1%	3%	4%	3%	1%	1%	1%	-	5%	-
Central government or civil service (including Courts service and Bank of England)	30	13	17	5	5	10	7	2	-	18	7	5	-	6	-	10	1	2	-	2	1	2	4	2	30	-
	3%	2%	3%	4%	2%	4%	3%	1%	-	5%	2%	2%	-	5%	-	8%	1%	2%	-	2%	1%	1%	3%	2%	9%	-
Local government or council (including fire services, police and local authority controlled schools/colleges)	107	51	56	8	26	30	30	12	1	35	53	12	7	9	3	12	11	10	6	6	11	25	12	4	107	-
	9%	8%	10%	6%	9%	11%	11%	7%	3%	10%	14%	4%	4%	8%	9%	9%	11%	10%	8%	9%	10%	13%	7%	4%	33%	-
A university, or other grant funded establishment (include opted-out schools)	43	25	18	5	21	5	7	6	-	16	16	9	1	4	3	6	2	3	1	-	4	9	4	7	43	-
	4%	4%	3%	3%	7%	2%	3%	4%	-	5%	4%	3%	1%	4%	10%	5%	2%	3%	1%	-	4%	5%	2%	7%	13%	-
A health authority or NHS Trust	76	25	51	14	24	21	11	5	-	19	35	11	11	11	5	8	4	10	3	5	3	12	5	10	76	-
	7%	4%	9%	10%	9%	8%	4%	3%	-	5%	10%	4%	6%	10%	14%	7%	4%	10%	4%	7%	3%	6%	3%	11%	24%	-
The armed forces	3	1	2	-	-	1	2	-	-	-	2	1	-	-	-	-	-	-	-	3	-	-	-	-	3	-
	*	*	*	-	-	*	1%	-	-	-	1%	*	-	-	-	-	-	-	-	5%	-	-	-	-	1%	-
Other public sector occupation (Please specify as much detail as possible)	47	25	22	3	9	10	15	8	3	12	9	16	9	7	1	4	6	5	2	4	3	6	4	5	47	-
	4%	4%	4%	2%	3%	4%	6%	5%	5%	3%	2%	6%	6%	6%	2%	3%	7%	5%	2%	7%	3%	3%	3%	5%	15%	-
NET: Private Sector	840	473	367	97	191	189	190	125	49	251	236	218	135	72	22	85	72	65	62	43	81	134	135	69	-	840
	72%	76%	68%	72%	68%	71%	71%	79%	93%	71%	65%	80%	81%	67%	65%	67%	74%	67%	81%	66%	79%	71%	82%	71%	-	100%



## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 82

Do you work in any of the following occupations?

Base: All respondents who work

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	1161	622	540	134	283	266	266	159	53	355	366	273	167	109	34	127	97	97	77	64	103	189	166	97	321	840
A charity, voluntary organisation or trust	50 4%	18 3%	32 6%	4 3%	8 3%	14 5%	16 6%	4 2%	4 7%	18 5%	18 5%	7 3%	7 4%	2 2%	1 3%	5 4%	2 3%	4 4%	2 3%	4 6%	7 7%	12 6%	8 5%	2 2%	-	50 6%
Self-employed (Private sector)	152 13%	90 14%	62 11%	7 5%	25 9%	35 13%	42 16%	28 18%	15 28%	44 12%	38 10%	57 21%	13 8%	-	22 17%	11 12%	15 15%	11 14%	5 8%	14 13%	23 12%	29 17%	15 16%	-	152 18%	
None of the above/ I work in the Private sector	639 55%	365 59%	273 51%	86 64%	157 56%	140 52%	132 50%	93 59%	30 57%	189 53%	180 49%	154 56%	115 69%	62 57%	21 62%	58 45%	58 60%	46 47%	49 64%	33 52%	61 59%	99 52%	99 60%	52 54%	-	639 76%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 83  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Account With				Agree With Statements			Facebook Account		Reputation		
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	1129	774	946	519	432	645	373	309	160	206	285	742
Weighted base	1161	793	972	532	447	664	372	312	171	214	297	758
NET: Public Sector	321 28%	209 26%	281 29%	161 30%	142 32%	188 28%	114 31%	102 33%	50 29%	63 29%	88 29%	213 28%
A nationalised industry/state corporation	15 1%	7 1%	12 1%	8 1%	5 1%	8 1%	7 2%	5 1%	- -	5 2%	4 1%	11 1%
Central government or civil service (including Courts service and Bank of England)	30 3%	22 3%	25 3%	20 4%	15 3%	17 3%	9 2%	11 3%	3 2%	10 5%	8 3%	19 2%
Local government or council (including fire services, police and local authority controlled schools/colleges)	107 9%	73 9%	97 10%	54 10%	39 9%	61 9%	43 12%	32 10%	16 9%	19 9%	25 9%	79 10%
A university, or other grant funded establishment (include opted-out schools)	43 4%	33 4%	36 4%	21 4%	17 4%	24 4%	10 3%	17 6%	7 4%	6 3%	5 2%	32 4%
A health authority or NHS Trust	76 7%	50 6%	66 7%	35 7%	45 10%	47 7%	30 8%	26 8%	15 9%	12 5%	25 8%	47 6%
The armed forces	3 *	3 *	3 *	- -	2 *	1 *	- -	- -	- -	- -	2 1%	1 *
Other public sector occupation (Please specify as much detail as possible)	47 4%	21 3%	43 4%	22 4%	19 4%	30 5%	14 4%	11 4%	9 5%	11 5%	19 6%	24 3%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 83

**Do you work in any of the following occupations?**

**Base: All respondents who work**

	Account With				Agree With Statements			Facebook Account		Reputation		
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Weighted base	1161	793	972	532	447	664	372	312	171	214	297	758
NET: Private Sector	840 72%	584 74%	691 71%	371 70%	306 68%	475 72%	258 69%	210 67%	121 71%	151 71%	210 71%	545 72%
A charity, voluntary organisation or trust	50 4%	33 4%	41 4%	25 5%	20 4%	31 5%	19 5%	16 5%	9 5%	8 4%	12 4%	36 5%
Self-employed (Private sector)	152 13%	110 14%	123 13%	73 14%	45 10%	84 13%	41 11%	40 13%	14 8%	23 11%	30 10%	107 14%
None of the above/ I work in the Private sector	639 55%	442 56%	526 54%	274 51%	241 54%	360 54%	198 53%	154 49%	98 58%	120 56%	169 57%	402 53%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 84

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Gender		Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
No children aged 18 or under	1484	749	736	206	202	131	223	262	460	381	423	289	391	122	62	176	124	140	114	70	140	194	216	127	194	551
	74%	76%	71%	91%	58%	40%	62%	88%	99%	71%	75%	70%	78%	69%	73%	76%	73%	77%	75%	70%	72%	73%	77%	72%	61%	66%
NET: Yes	524	231	293	18	141	193	134	34	4	157	137	123	108	55	23	54	46	42	36	30	52	73	64	50	127	282
	26%	23%	28%	8%	41%	59%	37%	12%	1%	29%	24%	30%	22%	31%	27%	23%	27%	23%	24%	30%	27%	27%	23%	28%	39%	34%
NET: Any 5-18	423	195	228	6	80	170	130	34	4	124	115	93	90	40	19	46	41	33	28	27	42	59	46	43	106	225
	21%	20%	22%	2%	23%	52%	36%	12%	1%	23%	21%	23%	18%	23%	23%	20%	24%	18%	18%	26%	22%	22%	16%	24%	33%	27%
NET: Any 11-18	262	126	136	1	21	93	110	32	4	75	70	54	63	21	12	28	21	21	21	16	29	33	30	30	66	138
	13%	13%	13%	*	6%	29%	31%	11%	1%	14%	12%	13%	13%	12%	14%	12%	12%	11%	14%	16%	15%	12%	11%	17%	21%	16%
Yes - children aged under 5 years old	191	67	124	15	103	64	9	-	-	51	50	46	45	26	6	20	17	11	16	12	16	30	25	14	42	99
	9%	7%	12%	7%	30%	20%	2%	-	-	9%	9%	11%	9%	14%	7%	9%	10%	6%	10%	12%	8%	11%	9%	8%	13%	12%
Yes - children aged 5 to 10 years old	243	106	136	5	71	121	42	4	-	72	68	54	49	28	9	29	27	15	16	17	17	35	27	23	61	130
	12%	11%	13%	2%	20%	37%	12%	1%	-	13%	12%	13%	10%	16%	11%	12%	16%	8%	11%	17%	9%	13%	10%	13%	19%	15%
Yes - children aged 11 to 15 years old	188	89	99	-	20	81	66	17	3	54	51	39	44	17	8	21	16	14	17	9	18	24	19	24	50	93
	9%	9%	10%	-	6%	25%	18%	6%	1%	10%	9%	9%	9%	10%	10%	9%	9%	8%	11%	9%	9%	9%	7%	14%	15%	11%
Yes - children aged 16 to 18 years old	118	54	64	1	4	30	62	19	2	30	25	31	32	4	5	11	9	12	7	8	15	14	16	17	23	65
	6%	5%	6%	*	1%	9%	17%	6%	1%	6%	4%	7%	6%	2%	6%	5%	5%	6%	5%	8%	8%	5%	6%	9%	7%	8%
Refused	8	4	3	2	3	1	2	-	-	2	2	2	1	1	-	2	-	-	2	-	1	1	1	-	-	7
	*	*	*	1%	1%	*	*	-	-	*	*	1%	*	*	-	1%	-	-	1%	-	1%	*	*	-	-	1%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 85

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Account With				Agree With Statements			Facebook Account		Reputation		
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
No children aged 18 or under	1484 74%	1071 76%	1141 71%	537 68%	440 68%	878 75%	402 69%	289 67%	183 68%	294 76%	298 64%	995 76%
NET: Yes	524 26%	330 24%	451 28%	244 31%	201 31%	289 25%	176 30%	140 32%	83 31%	92 24%	167 36%	309 24%
NET: Any 5-18	423 21%	271 19%	363 23%	202 26%	144 22%	236 20%	144 25%	106 25%	68 25%	72 18%	132 28%	250 19%
NET: Any 11-18	262 13%	175 12%	224 14%	132 17%	92 14%	146 12%	86 15%	62 14%	36 13%	50 13%	77 17%	158 12%
Yes - children aged under 5 years old	191 9%	108 8%	171 11%	90 11%	98 15%	103 9%	58 10%	54 13%	31 12%	33 9%	73 16%	106 8%
Yes - children aged 5 to 10 years old	243 12%	148 11%	210 13%	113 14%	75 12%	131 11%	85 15%	68 16%	42 15%	35 9%	83 18%	139 11%
Yes - children aged 11 to 15 years old	188 9%	124 9%	164 10%	99 13%	63 10%	113 10%	70 12%	48 11%	27 10%	33 9%	54 12%	116 9%
Yes - children aged 16 to 18 years old	118 6%	79 6%	99 6%	58 7%	48 7%	62 5%	36 6%	27 6%	14 5%	23 6%	38 8%	66 5%
Refused	8 *	3 *	7 *	4 1%	3 *	6 1%	5 1%	3 1%	4 1%	2 1%	3 1%	3 *

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 86  
Which of the following ITV regions do you live in?  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
Anglia	230	88	142	28	28	38	41	32	63	65	62	50	53	-	1	2	1	2	27	-	171	-	26	1	33	97
	11%	9%	14%	12%	8%	12%	12%	11%	14%	12%	11%	12%	11%	-	1%	1%	1%	1%	18%	-	88%	-	9%	1%	10%	12%
Border	18	6	11	*	3	4	6	-	5	7	3	4	3	5	-	13	-	-	-	-	-	-	-	-	2	12
	1%	1%	1%	*	1%	1%	2%	-	1%	1%	1%	1%	1%	3%	-	6%	-	-	-	-	-	-	-	-	1%	1%
Central	274	125	150	34	46	37	53	35	69	80	69	57	68	4	-	3	-	162	100	-	-	1	3	2	42	109
	14%	13%	15%	15%	13%	12%	15%	12%	15%	15%	12%	14%	14%	2%	-	1%	-	89%	66%	-	-	*	1%	1%	13%	13%
Granada	213	100	112	29	33	24	39	34	54	53	60	44	56	-	1	208	-	2	-	3	-	-	-	-	37	79
	11%	10%	11%	13%	10%	7%	11%	11%	12%	10%	11%	11%	11%	-	1%	90%	-	1%	-	3%	-	-	-	-	12%	9%
London	375	209	166	39	84	70	66	45	72	135	102	82	56	-	1	-	-	2	2	-	16	265	89	-	67	185
	19%	21%	16%	17%	24%	21%	18%	15%	16%	25%	18%	20%	11%	-	1%	-	-	1%	1%	-	8%	99%	32%	-	21%	22%
Meridian	190	100	91	11	39	34	25	36	45	46	49	37	58	-	-	-	-	2	-	2	-	163	24	17	90	
	9%	10%	9%	5%	11%	11%	7%	12%	10%	9%	9%	9%	12%	-	-	-	-	1%	-	1%	-	58%	14%	5%	11%	
STV	170	83	86	14	32	25	35	28	35	30	66	28	46	169	-	-	-	-	-	-	-	1	-	-	37	65
	8%	8%	8%	6%	9%	8%	10%	9%	8%	6%	12%	7%	9%	95%	-	-	-	-	-	-	-	*	-	-	12%	8%
Tyne Tees	83	38	45	17	7	10	11	16	22	19	21	15	28	-	81	-	2	-	-	-	-	-	-	-	12	20
	4%	4%	4%	7%	2%	3%	3%	5%	5%	4%	4%	4%	6%	-	95%	-	1%	-	-	-	-	-	-	-	4%	2%
Wales	97	56	40	8	21	19	23	9	18	16	32	19	30	-	-	-	-	-	-	97	-	-	-	-	22	39
	5%	6%	4%	3%	6%	6%	6%	3%	4%	3%	6%	5%	6%	-	-	-	-	-	-	96%	-	-	-	-	7%	5%
West	61	32	29	14	8	12	8	5	14	13	24	10	14	-	-	4	-	12	-	1	-	1	-	42	12	18
	3%	3%	3%	6%	2%	4%	2%	2%	3%	2%	4%	2%	3%	-	-	2%	-	7%	-	1%	-	1%	-	24%	4%	2%
Westcountry	110	44	67	15	19	13	19	22	21	26	24	32	28	-	-	-	-	1	-	1	-	-	-	108	16	45
	5%	4%	6%	7%	6%	4%	5%	8%	5%	5%	4%	8%	6%	-	-	-	-	1%	-	1%	-	-	-	61%	5%	5%
Yorkshire	194	101	93	19	25	37	33	36	44	48	51	35	60	-	2	1	166	-	21	-	4	-	-	-	25	81
	10%	10%	9%	8%	7%	11%	9%	12%	10%	9%	9%	8%	12%	-	2%	*	98%	-	14%	-	2%	-	-	-	8%	10%
UTV	1	-	1	-	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	*	-	-	-	-	-	-	*	-	-	-	1%	-	-	-	-	-	-	-	-	-	-

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 87  
Which of the following ITV regions do you live in?  
Base: All respondents

	Account With				Agree With Statements			Facebook Account		Reputation		
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
Anglia	230 11%	161 11%	186 12%	87 11%	71 11%	143 12%	75 13%	56 13%	24 9%	35 9%	57 12%	152 12%
Border	18 1%	8 1%	14 1%	6 1%	7 1%	12 1%	5 1%	4 1%	4 2%	1 *	3 1%	14 1%
Central	274 14%	203 14%	226 14%	110 14%	87 13%	157 13%	93 16%	59 14%	40 15%	51 13%	71 15%	175 13%
Granada	213 11%	144 10%	160 10%	93 12%	66 10%	112 10%	47 8%	42 10%	24 9%	47 12%	42 9%	142 11%
London	375 19%	288 20%	297 19%	169 22%	134 21%	199 17%	111 19%	87 20%	52 19%	73 19%	80 17%	257 20%
Meridian	190 9%	132 9%	150 9%	63 8%	57 9%	120 10%	55 9%	42 10%	21 8%	43 11%	41 9%	127 10%
STV	170 8%	110 8%	132 8%	59 8%	53 8%	100 8%	48 8%	39 9%	28 10%	38 10%	37 8%	105 8%
Tyne Tees	83 4%	57 4%	68 4%	28 4%	27 4%	55 5%	24 4%	16 4%	13 5%	17 4%	25 5%	48 4%
Wales	97 5%	66 5%	76 5%	38 5%	25 4%	57 5%	21 4%	17 4%	10 4%	17 4%	20 4%	65 5%
West	61 3%	39 3%	45 3%	23 3%	16 2%	35 3%	17 3%	15 3%	4 1%	8 2%	23 5%	30 2%
Westcountry	110 5%	73 5%	98 6%	45 6%	46 7%	68 6%	38 7%	21 5%	23 8%	20 5%	23 5%	71 5%
Yorkshire	194 10%	124 9%	146 9%	62 8%	54 8%	116 10%	47 8%	32 7%	27 10%	38 10%	44 9%	121 9%
UTV	1 *	- -	1 *	1 *	1 *	- -	1 *	1 *	- -	- -	1 *	- -

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 88  
**Marital Status**  
**Base: All respondents**

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
Single	592 29%	299 30%	293 28%	177 78%	149 43%	88 27%	100 28%	48 16%	30 7%	135 25%	205 36%	102 25%	150 30%	51 29%	26 30%	70 30%	52 31%	51 28%	38 25%	31 30%	41 21%	100 37%	85 30%	48 27%	112 35%	285 34%
NET: Married/ Civil partnership/ co habiting	1158 57%	590 60%	569 55%	46 20%	192 55%	220 68%	216 60%	196 66%	288 62%	356 66%	284 50%	271 65%	247 49%	99 56%	46 54%	141 61%	95 56%	105 58%	92 61%	57 57%	126 65%	132 49%	160 57%	103 58%	193 60%	477 57%
Married	868 43%	455 46%	413 40%	10 5%	107 31%	159 49%	161 45%	162 55%	268 58%	274 51%	213 38%	205 49%	175 35%	71 40%	31 37%	106 46%	64 38%	77 43%	68 45%	42 41%	108 56%	95 36%	125 45%	79 45%	133 41%	329 39%
Civil Partnership	20 1%	9 1%	11 1%	5 2%	5 2%	3 1%	4 1%	2 1%	1 *	4 1%	8 1%	7 2%	* *	1 1%	2 3%	1 *	3 2%	1 1%	- -	2 1%	4 2%	4 1%	- -	6 2%	6 1%	
Co Habiting	271 13%	126 13%	145 14%	31 14%	79 23%	58 18%	51 14%	32 11%	19 4%	78 14%	62 11%	59 14%	71 14%	27 15%	12 14%	34 15%	28 17%	27 15%	23 15%	16 15%	17 9%	32 12%	31 11%	24 14%	54 17%	141 17%
NET: Widowed/ separated/ divorced	255 13%	93 9%	162 16%	- -	2 1%	15 5%	39 11%	53 18%	146 31%	43 8%	70 12%	40 10%	102 20%	25 14%	13 16%	20 8%	22 13%	24 13%	20 13%	13 13%	26 14%	35 13%	32 11%	26 15%	15 5%	70 8%
Widowed	75 4%	22 2%	54 5%	- -	1 *	* *	2 1%	10 3%	62 13%	10 2%	23 4%	13 3%	29 6%	11 6%	6 8%	8 4%	7 4%	2 1%	6 4%	8 8%	8 4%	8 3%	8 1%	3 4%	7 1%	12 1%
Separated	25 1%	9 1%	16 2%	- -	1 *	7 2%	6 2%	5 2%	6 1%	7 1%	9 2%	1 *	8 2%	1 1%	1 2%	4 2%	- -	5 3%	3 2%	1 1%	2 1%	2 1%	3 1%	2 1%	3 1%	11 1%
Divorced	155 8%	62 6%	93 9%	- -	- -	8 3%	31 9%	38 13%	78 17%	26 5%	38 7%	26 6%	65 13%	13 7%	6 7%	7 3%	15 9%	17 9%	10 7%	4 4%	17 9%	24 9%	25 9%	17 10%	9 3%	47 6%
Prefer not to answer	11 1%	2 *	8 1%	3 1%	3 1%	1 *	4 1%	- -	- -	4 1%	4 1%	2 *	1 *	3 1%	- -	1 1%	- -	1 1%	1 1%	- -	- -	1 1%	3 1%	- -	1 *	9 1%



## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 89  
**Marital Status**  
**Base: All respondents**

	Account With				Agree With Statements			Facebook Account		Reputation		
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
Single	592 29%	367 26%	497 31%	304 39%	284 44%	315 27%	169 29%	125 29%	76 28%	118 30%	155 33%	382 29%
NET: Married/ Civil partnership/ co habiting	1158 57%	838 60%	913 57%	414 53%	319 50%	683 58%	363 62%	269 62%	162 60%	220 57%	261 56%	752 58%
Married	868 43%	640 46%	659 41%	275 35%	194 30%	514 44%	265 46%	185 43%	120 45%	157 40%	189 40%	554 42%
Civil Partnership	20 1%	9 1%	20 1%	9 1%	9 1%	12 1%	11 2%	6 1%	4 1%	6 2%	8 2%	12 1%
Co Habiting	271 13%	189 13%	234 15%	130 17%	117 18%	157 13%	87 15%	78 18%	37 14%	57 15%	63 14%	186 14%
NET: Widowed/ separated/ divorced	255 13%	194 14%	182 11%	62 8%	38 6%	170 15%	48 8%	35 8%	31 12%	48 12%	48 10%	168 13%
Widowed	75 4%	54 4%	52 3%	13 2%	6 1%	46 4%	10 2%	9 2%	8 3%	18 5%	15 3%	51 4%
Separated	25 1%	21 1%	20 1%	10 1%	3 *	16 1%	5 1%	5 1%	2 1%	5 1%	5 1%	20 1%
Divorced	155 8%	119 9%	110 7%	39 5%	30 5%	108 9%	32 6%	21 5%	20 8%	26 7%	28 6%	98 7%
Prefer not to answer	11 1%	5 *	7 *	5 1%	2 *	5 *	4 1%	3 1%	1 *	2 1%	4 1%	4 *

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 90

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
Glasgow	87	45	42	9	18	16	15	12	17	16	29	16	25	87	-	-	-	-	-	-	-	-	-	-	19	34
	4%	5%	4%	4%	5%	5%	4%	4%	4%	3%	5%	4%	5%	49%	-	-	-	-	-	-	-	-	-	-	6%	4%
Edinburgh	81	39	42	8	15	11	17	13	18	16	32	13	19	81	-	-	*	-	-	-	-	-	-	-	16	34
	4%	4%	4%	3%	4%	3%	5%	4%	4%	3%	6%	3%	4%	46%	-	-	*	-	-	-	-	-	-	-	5%	4%
Newcastle	86	38	48	15	8	9	16	16	22	19	24	15	28	-	75	11	-	-	-	-	-	-	-	-	13	22
	4%	4%	5%	7%	2%	3%	5%	5%	5%	4%	4%	4%	6%	-	89%	5%	-	-	-	-	-	-	-	-	4%	3%
Leeds	87	48	39	13	11	13	15	15	21	25	26	18	18	-	3	1	83	-	-	-	-	-	-	-	13	43
	4%	5%	4%	6%	3%	4%	4%	5%	4%	5%	5%	4%	4%	-	3%	*	49%	-	-	-	-	-	-	-	4%	5%
Hull	41	20	21	3	8	8	4	8	9	7	16	3	15	-	2	-	36	-	2	-	-	-	-	-	5	15
	2%	2%	2%	1%	2%	2%	1%	3%	2%	1%	3%	1%	3%	-	3%	-	21%	-	2%	-	-	-	-	-	2%	2%
Sheffield	55	25	30	5	5	14	11	8	12	18	8	11	18	-	1	-	44	-	10	-	-	-	-	-	7	19
	3%	3%	3%	2%	2%	4%	3%	3%	3%	3%	1%	3%	4%	-	1%	-	26%	-	7%	-	-	-	-	-	2%	2%
Manchester	170	86	85	30	23	21	31	21	43	40	47	34	48	-	1	158	2	6	1	3	-	-	-	-	27	62
	8%	9%	8%	13%	7%	7%	9%	7%	9%	7%	8%	8%	10%	-	1%	68%	1%	3%	*	3%	-	-	-	-	8%	7%
Liverpool	67	25	41	5	20	7	11	10	13	20	17	14	15	-	-	51	-	-	-	16	-	-	-	-	21	22
	3%	3%	4%	2%	6%	2%	3%	3%	3%	4%	3%	3%	3%	-	-	22%	-	-	-	16%	-	-	-	-	6%	3%
Nottingham	91	44	47	10	19	13	17	14	18	22	24	17	28	-	-	-	-	-	86	-	6	-	-	-	10	37
	5%	4%	5%	4%	6%	4%	5%	5%	4%	4%	4%	4%	6%	-	-	-	-	-	57%	-	3%	-	-	-	3%	4%
Birmingham	165	68	97	25	27	23	26	21	44	51	49	31	33	-	-	-	-	160	5	-	-	-	-	-	31	60
	8%	7%	9%	11%	8%	7%	7%	7%	9%	10%	9%	8%	7%	-	-	-	-	88%	3%	-	-	-	-	-	10%	7%
Norwich	82	28	54	6	10	15	13	13	25	20	24	19	19	-	-	-	-	-	2	-	78	-	1	-	8	36
	4%	3%	5%	3%	3%	5%	4%	4%	5%	4%	4%	5%	4%	-	-	-	-	-	1%	-	40%	-	1%	-	3%	4%
Milton Keynes	68	36	32	14	5	11	10	11	17	19	16	12	21	-	-	-	-	3	24	-	31	-	10	-	10	30
	3%	4%	3%	6%	2%	3%	3%	4%	4%	4%	3%	3%	4%	-	-	-	-	2%	16%	-	16%	-	4%	-	3%	4%
Brighton	41	23	17	3	5	9	5	3	16	7	10	12	11	-	-	-	-	-	-	-	-	-	41	-	2	17
	2%	2%	2%	1%	1%	3%	1%	1%	3%	1%	2%	3%	2%	-	-	-	-	-	-	-	-	-	14%	-	1%	2%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 90  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
Oxford	30	13	17	4	5	3	5	7	6	10	9	7	5	-	-	-	-	1	2	-	-	1	18	9	3	12
	1%	1%	2%	2%	1%	1%	1%	2%	1%	2%	2%	2%	1%	-	-	-	-	*	1%	-	-	*	6%	5%	1%	1%
London	486	261	225	46	105	89	91	58	97	162	132	109	83	-	-	-	-	1	2	-	58	267	155	3	82	244
	24%	27%	22%	20%	30%	28%	25%	20%	21%	30%	23%	26%	17%	-	-	-	-	*	1%	-	30%	100%	55%	2%	25%	29%
Southampton	66	32	34	7	10	13	5	16	16	20	14	8	24	-	-	-	-	-	1	-	1	-	46	18	10	27
	3%	3%	3%	3%	3%	4%	1%	6%	3%	4%	3%	2%	5%	-	-	-	-	-	*	-	1%	-	16%	10%	3%	3%
Bristol	81	40	41	7	12	15	15	10	23	24	23	12	22	-	-	-	-	3	-	1	-	-	-	77	12	32
	4%	4%	4%	3%	3%	4%	4%	3%	5%	4%	4%	3%	4%	-	-	-	-	2%	-	1%	-	-	-	43%	4%	4%
Plymouth	58	24	34	6	10	9	10	13	10	9	11	25	14	-	-	-	-	-	-	-	-	-	-	58	12	24
	3%	2%	3%	2%	3%	3%	3%	4%	2%	2%	2%	6%	3%	-	-	-	-	-	-	-	-	-	-	33%	4%	3%
Cardiff	70	42	29	6	15	16	14	7	12	12	27	12	19	-	-	-	-	2	-	67	-	-	-	1	14	29
	3%	4%	3%	3%	4%	5%	4%	2%	3%	2%	5%	3%	4%	-	-	-	-	1%	-	67%	-	-	-	1%	4%	3%
None of these	105	46	59	5	14	11	28	21	25	21	24	26	34	10	2	12	4	7	16	14	19	-	9	11	7	41
	5%	5%	6%	2%	4%	4%	8%	7%	5%	4%	4%	6%	7%	6%	3%	5%	2%	4%	11%	14%	10%	-	3%	6%	2%	5%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 91  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

	Account With				Agree With Statements			Facebook Account		Reputation		
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
Glasgow	87 4%	59 4%	68 4%	36 5%	32 5%	49 4%	24 4%	24 5%	15 6%	20 5%	20 4%	52 4%
Edinburgh	81 4%	48 3%	64 4%	21 3%	23 4%	46 4%	27 5%	18 4%	13 5%	15 4%	17 4%	52 4%
Newcastle	86 4%	57 4%	72 5%	30 4%	30 5%	58 5%	24 4%	16 4%	16 6%	16 4%	26 6%	53 4%
Leeds	87 4%	56 4%	71 4%	27 3%	27 4%	53 5%	23 4%	16 4%	11 4%	22 6%	24 5%	51 4%
Hull	41 2%	25 2%	34 2%	15 2%	10 2%	24 2%	14 2%	7 2%	7 3%	10 3%	11 2%	29 2%
Sheffield	55 3%	38 3%	34 2%	19 2%	15 2%	32 3%	11 2%	10 2%	5 2%	8 2%	8 2%	34 3%
Manchester	170 8%	121 9%	129 8%	80 10%	52 8%	80 7%	39 7%	32 8%	24 9%	34 9%	29 6%	118 9%
Liverpool	67 3%	40 3%	55 3%	25 3%	29 5%	44 4%	19 3%	22 5%	9 4%	15 4%	21 5%	41 3%
Nottingham	91 5%	65 5%	76 5%	31 4%	26 4%	51 4%	21 4%	17 4%	14 5%	24 6%	24 5%	55 4%
Birmingham	165 8%	119 8%	137 9%	67 9%	58 9%	89 8%	60 10%	35 8%	21 8%	26 7%	42 9%	105 8%
Norwich	82 4%	57 4%	63 4%	24 3%	18 3%	50 4%	22 4%	12 3%	9 3%	9 2%	19 4%	54 4%
Milton Keynes	68 3%	53 4%	56 3%	30 4%	20 3%	39 3%	22 4%	15 3%	9 3%	16 4%	13 3%	50 4%
Brighton	41 2%	28 2%	29 2%	13 2%	11 2%	28 2%	7 1%	6 1%	4 2%	10 3%	7 2%	29 2%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 91  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

	Account With				Agree With Statements			Facebook Account		Reputation		
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
Oxford	30 1%	20 1%	22 1%	6 1%	7 1%	21 2%	11 2%	5 1%	5 2%	3 1%	6 1%	19 1%
London	486 24%	370 26%	391 24%	213 27%	172 27%	274 23%	161 28%	129 30%	63 23%	103 26%	105 23%	334 26%
Southampton	66 3%	44 3%	54 3%	25 3%	24 4%	38 3%	16 3%	9 2%	6 2%	10 2%	21 4%	36 3%
Bristol	81 4%	57 4%	64 4%	32 4%	22 3%	51 4%	20 3%	17 4%	13 5%	15 4%	20 4%	47 4%
Plymouth	58 3%	41 3%	52 3%	24 3%	22 3%	37 3%	24 4%	13 3%	9 3%	11 3%	18 4%	33 3%
Cardiff	70 3%	46 3%	56 3%	33 4%	17 3%	41 3%	15 3%	12 3%	4 1%	15 4%	17 4%	46 3%
None of these	105 5%	62 4%	71 4%	34 4%	26 4%	69 6%	22 4%	18 4%	12 4%	8 2%	18 4%	71 5%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 92

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832	
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840	
Up to £7,000	(3.5)	72	36	36	17	10	8	12	14	11	3	5	44	9	7	5	7	6	9	3	5	6	9	6	1	19	
		4%	4%	3%	7%	3%	3%	3%	5%	2%	*	4%	1%	9%	5%	9%	2%	4%	3%	6%	3%	2%	3%	3%	*	2%	
£7,001 to £14,000	(10.5)	259	107	152	16	20	34	50	49	90	17	23	148	27	14	25	16	22	30	24	21	25	36	19	9	63	
		13%	11%	15%	7%	6%	11%	14%	16%	19%	3%	13%	30%	15%	17%	11%	10%	12%	20%	24%	11%	9%	13%	11%	3%	8%	
£14,001 to £21,000	(17.5)	319	143	176	26	39	41	53	58	101	42	97	74	105	28	19	49	30	35	25	8	37	26	29	32	35	109
		16%	15%	17%	12%	11%	13%	15%	20%	22%	8%	17%	18%	21%	16%	23%	21%	18%	19%	17%	8%	19%	10%	10%	18%	11%	13%
£21,001 to £28,000	(24.5)	270	121	149	21	36	44	45	56	68	61	82	60	68	24	10	22	26	26	14	14	34	26	38	36	35	113
		13%	12%	14%	9%	10%	14%	13%	19%	15%	11%	15%	14%	14%	13%	12%	9%	15%	14%	9%	14%	17%	10%	14%	20%	11%	13%
£28,001 to £34,000	(31)	248	126	122	12	38	40	49	37	71	55	77	76	39	17	8	35	26	17	19	17	22	31	33	22	49	98
		12%	13%	12%	5%	11%	12%	14%	12%	15%	10%	14%	18%	8%	9%	15%	16%	10%	13%	17%	11%	12%	12%	12%	15%	15%	12%
£34,001 to £41,000	(37.5)	165	84	81	13	44	34	28	23	23	60	47	39	19	16	4	17	17	18	7	4	13	23	31	15	35	93
		8%	9%	8%	6%	13%	10%	8%	8%	5%	11%	8%	9%	4%	9%	5%	8%	10%	10%	4%	4%	7%	8%	11%	8%	11%	11%
£41,001 to £48,000	(44.5)	131	72	59	18	32	23	27	15	17	47	39	26	19	8	7	23	7	6	14	5	19	20	16	7	34	70
		6%	7%	6%	8%	9%	7%	7%	5%	4%	9%	7%	6%	4%	4%	8%	10%	4%	4%	9%	5%	10%	7%	6%	4%	11%	8%
£48,001 to £55,000	(51.5)	103	62	42	19	22	20	21	10	11	51	32	20	-	11	3	6	10	14	4	8	9	18	15	6	33	56
		5%	6%	4%	8%	6%	6%	6%	3%	2%	10%	6%	5%	-	6%	4%	2%	6%	7%	2%	8%	5%	7%	5%	3%	10%	7%
£55,001 to £62,000	(58.5)	52	29	23	5	18	12	13	1	3	28	12	12	-	5	1	5	4	7	4	2	2	8	11	4	23	25
		3%	3%	2%	2%	5%	4%	4%	*	1%	5%	2%	3%	-	3%	2%	2%	2%	4%	2%	2%	1%	3%	4%	2%	7%	3%
£62,001 to £69,000	(65.5)	51	29	22	10	13	13	9	2	4	30	13	7	1	7	-	7	4	5	1	1	4	13	5	4	16	28
		3%	3%	2%	4%	4%	4%	3%	1%	1%	6%	2%	2%	*	4%	-	3%	2%	3%	1%	1%	2%	5%	2%	2%	5%	3%
£69,001 to £76,000	(72.5)	37	19	17	5	10	4	9	2	6	19	11	4	2	4	1	6	1	2	1	-	3	11	3	4	9	20
		2%	2%	2%	2%	3%	1%	2%	1%	1%	4%	2%	1%	*	2%	2%	3%	1%	1%	1%	-	2%	4%	1%	2%	3%	2%
£76,001 to £83,000	(79.5)	28	18	10	1	13	7	5	1	1	19	3	5	2	1	-	5	1	1	-	-	2	15	2	1	13	10
		1%	2%	1%	1%	4%	2%	1%	*	*	3%	1%	1%	*	*	-	2%	1%	1%	-	-	1%	5%	1%	1%	4%	1%
£83,001 or more	(86)	69	43	27	13	17	18	10	5	6	44	16	6	2	2	-	4	6	3	6	3	7	23	13	1	12	45
		3%	4%	3%	6%	5%	5%	3%	2%	1%	8%	3%	2%	*	1%	-	2%	3%	2%	4%	3%	4%	9%	5%	1%	4%	5%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 92

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
Prefer not to answer	212	95	118	50	34	26	27	24	51	63	41	57	52	21	9	22	14	18	18	11	16	24	39	20	16	91
	11%	10%	11%	22%	10%	8%	8%	8%	11%	12%	7%	14%	10%	12%	10%	10%	8%	10%	12%	11%	8%	9%	14%	11%	5%	11%
Average income (£000's)	31.84	34.06	29.68	36.17	39.39	35.77	32.50	25.65	25.01	44.88	30.93	31.89	18.96	29.86	23.83	31.88	30.54	30.71	27.51	28.17	31.30	42.23	32.89	28.72	41.99	36.56

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 93

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Total	Seen/ heard anything about Facebook	Account With			Agree With Statements			Facebook Account		Reputation		
			Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low	
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324	
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307	
Up to £7,000	(3.5) 4%	72 4%	47 3%	62 4%	31 4%	21 3%	39 3%	22 4%	13 3%	11 4%	17 4%	6 1%	55 4%
£7,001 to £14,000	(10.5) 13%	259 13%	161 11%	193 12%	88 11%	63 10%	147 13%	53 9%	46 11%	29 11%	51 13%	63 13%	158 12%
£14,001 to £21,000	(17.5) 16%	319 16%	232 16%	243 15%	107 14%	80 12%	185 16%	80 14%	67 15%	45 17%	64 16%	70 15%	194 15%
£21,001 to £28,000	(24.5) 13%	270 13%	182 13%	215 13%	80 10%	84 13%	161 14%	81 14%	41 9%	37 14%	39 10%	68 15%	172 13%
£28,001 to £34,000	(31) 12%	248 12%	174 12%	189 12%	83 11%	66 10%	148 13%	77 13%	56 13%	35 13%	45 12%	58 12%	161 12%
£34,001 to £41,000	(37.5) 8%	165 8%	113 8%	139 9%	79 10%	61 9%	103 9%	45 8%	36 8%	21 8%	36 9%	41 9%	117 9%
£41,001 to £48,000	(44.5) 6%	131 6%	106 8%	109 7%	71 9%	55 9%	87 7%	47 8%	30 7%	14 5%	31 8%	35 7%	88 7%
£48,001 to £55,000	(51.5) 5%	103 5%	76 5%	83 5%	41 5%	38 6%	46 4%	34 6%	29 7%	19 7%	19 5%	19 4%	78 6%
£55,001 to £62,000	(58.5) 3%	52 3%	39 3%	45 3%	24 3%	20 3%	31 3%	20 3%	24 6%	8 3%	10 2%	15 3%	33 3%
£62,001 to £69,000	(65.5) 3%	51 3%	43 3%	45 3%	33 4%	25 4%	34 3%	13 2%	10 2%	5 2%	12 3%	13 3%	35 3%
£69,001 to £76,000	(72.5) 2%	37 2%	27 2%	31 2%	19 2%	14 2%	23 2%	16 3%	10 2%	10 4%	8 2%	7 1%	25 2%
£76,001 to £83,000	(79.5) 1%	28 1%	20 1%	23 1%	13 2%	15 2%	19 2%	6 1%	7 2%	1 *	8 2%	11 2%	14 1%
£83,001 or more	(86) 3%	69 3%	48 3%	58 4%	37 5%	20 3%	38 3%	25 4%	20 5%	14 5%	11 3%	12 3%	46 4%



## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 93

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Account With				Agree With Statements			Facebook Account		Reputation		
	Total	Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
Prefer not to answer	212 11%	136 10%	163 10%	78 10%	83 13%	109 9%	62 11%	44 10%	23 8%	40 10%	50 11%	131 10%
Average income (£000's)	31.84	32.68	32.47	35.19	34.92	32.15	34.22	35.18	33.15	32.17	32.55	32.25

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 94

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2016	977	1039	234	314	352	363	315	438	594	537	355	530	199	83	220	170	155	149	95	216	274	287	168	297	832
Weighted base	2016	984	1032	226	347	324	359	296	464	540	562	415	500	177	85	232	169	181	151	101	194	268	280	177	321	840
NET: Yes	454 23%	198 20%	255 25%	46 20%	56 16%	49 15%	81 22%	85 29%	137 30%	82 15%	109 19%	71 17%	192 38%	35 20%	19 23%	66 29%	46 27%	51 28%	39 26%	17 16%	40 21%	39 14%	53 19%	49 28%	36 11%	110 13%
Yes - physical condition	291 14%	130 13%	161 16%	14 6%	26 7%	26 8%	53 15%	59 20%	114 25%	53 10%	60 11%	53 13%	126 25%	24 13%	14 16%	40 17%	29 17%	41 23%	25 16%	8 8%	26 14%	22 8%	31 11%	31 17%	12 4%	58 7%
Yes - mental condition	178 9%	66 7%	112 11%	32 14%	37 11%	34 10%	41 11%	24 8%	10 2%	33 6%	43 8%	16 4%	86 17%	17 9%	8 9%	26 11%	16 10%	18 10%	21 14%	9 9%	14 7%	11 4%	19 7%	19 11%	20 6%	45 5%
Yes - disability	141 7%	72 7%	69 7%	6 3%	13 4%	12 4%	29 8%	37 13%	45 10%	17 3%	31 6%	16 4%	77 15%	15 8%	5 6%	20 9%	10 6%	15 8%	17 11%	5 5%	9 5%	14 5%	12 4%	19 11%	5 2%	27 3%
Yes - other	18 1%	9 1%	8 1%	4 2%	- -	2 1%	4 1%	4 1%	4 1%	4 1%	7 1%	3 1%	4 1%	- -	1 1%	2 1%	- -	- -	2 1%	* *	5 2%	2 1%	1 *	4 2%	3 1%	3 *
No	1511 75%	762 77%	749 73%	170 75%	282 81%	271 84%	265 74%	204 69%	319 69%	445 82%	441 78%	333 80%	292 58%	134 76%	63 74%	164 71%	121 72%	125 69%	107 71%	82 81%	148 77%	225 84%	220 78%	123 69%	275 86%	708 84%
Prefer not to say	51 3%	23 2%	28 3%	10 4%	8 2%	4 1%	13 4%	7 2%	8 2%	13 2%	12 2%	10 3%	16 3%	8 5%	2 3%	2 1%	2 1%	6 3%	5 3%	2 2%	5 3%	5 2%	8 3%	5 3%	11 3%	22 3%

## Facebook Survey

### ONLINE Fieldwork: 27th - 28th March 2018

Absolutes/col percents

Table 95

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Total	Account With			Agree With Statements			Facebook Account		Reputation		
		Seen/ heard anything about Facebook	Facebook	Twitter	Instagram	It is the responsibility of Facebook users to educate themselves on how their data may be used	I have reviewed how my data is collected and shared by Facebook	I have reviewed how my data is collected by other social media and/or apps	I have considered deleting my account	I have considered deleting my account, but have decided not to	High	Low
Unweighted base	2016	1414	1604	786	649	1173	594	439	261	393	457	1324
Weighted base	2016	1404	1599	785	644	1173	583	432	270	388	468	1307
NET: Yes	454 23%	320 23%	367 23%	166 21%	129 20%	263 22%	123 21%	92 21%	72 27%	100 26%	101 22%	283 22%
Yes - physical condition	291 14%	222 16%	231 14%	92 12%	66 10%	164 14%	74 13%	51 12%	44 16%	64 17%	57 12%	186 14%
Yes - mental condition	178 9%	111 8%	150 9%	93 12%	83 13%	95 8%	51 9%	45 10%	28 10%	36 9%	46 10%	111 9%
Yes - disability	141 7%	101 7%	118 7%	51 6%	34 5%	89 8%	38 7%	21 5%	31 11%	26 7%	30 6%	90 7%
Yes - other	18 1%	11 1%	16 1%	8 1%	4 1%	7 1%	5 1%	6 1%	3 1%	3 1%	5 1%	11 1%
No	1511 75%	1049 75%	1192 75%	598 76%	500 78%	885 75%	447 77%	329 76%	190 71%	277 71%	358 77%	989 76%
Prefer not to say	51 3%	35 3%	40 3%	21 3%	15 2%	24 2%	14 2%	11 3%	8 3%	12 3%	9 2%	35 3%