Survey Questions

WEB1-A Please tell me if you ever use the internet to do any of the following things. Do you ever use the internet to...[INSERT ITEM; RANDOMIZE; ALWAYS ASK ABOUT FACEBOOK LAST]?

Based on all internet users [N=1,445]

	TOTAL HAVE EVER DONE THIS	DID YESTERDAY	HAVE NOT DONE THIS	DON'T KNOW	REFUSED
Use Facebook					
Current	71	n/a	29	0	0
December 13-16, 2012	67	n/a	33	0	*

FB1 Does anyone in your household have a Facebook account, or not?

Based on internet users who do not use Facebook [N=485]

	CURRENT	
%	52	Yes
	46	No
	2	Don't know
	0	Refused

FB2 Do you ever look at photos or read posts on the Facebook account of someone else in your household, with or without them present?

Based on internet users who do not use Facebook but a household member has an account [N=229]

	CURRENT	
%	24	Yes, do this
	76	No, do not do this
	*	Don't know
	0	Refused

FB4 Thinking just about your Facebook profile... How many friends do you currently have in your network? [IF NECESSARY: Just your best guess is fine.]

Based on Facebook users [N=960]

	CURRENT	
%	1	No friends
	39	1-100 friends
	23	101-250 friends
	20	251-500 friends
	15	More than 500 friends
	2	Don't know
	1	Refused

FB5 Has anyone ever asked you to remove someone from your Facebook network, or has this not happened?

Based on Facebook users [N=960]

	CURRENT	
%	12	Yes
	88	No, has not happened
	*	Don't know
	*	Refused

FB6 Thinking about the most recent time this happened... Who was it that asked you to remove someone from Facebook? We don't need their name, just their relationship to you. [PRECODED OPEN-END; DO NOT READ]

Based on Facebook users who have been asked to remove a Facebook friend [N=98]

	CURRENT	
%	35	A friend
	23	Respondent's spouse or partner
	17	Some other relative/family member
	12	A former romantic partner (ex-boyfriend/ex-girlfriend/ex-spouse)
	3	Respondent's parent
	2	Respondent's child
	1	A coworker
	1	A distant acquaintance
	4	Other (SPECIFY)
	1	Don't know
	0	Refused

FB7 And who was it they asked you to remove? Again, we don't need a name, just their relationship to you. [PRECODED OPEN-END; DO NOT READ]

Based on Facebook users who have been asked to remove a Facebook friend [N=98]

	CURRENT	
%	38	A friend
	22	A former romantic partner (ex-boyfriend/ex-girlfriend/ex-spouse)
	10	Some other relative/family member
	10	A distant acquaintance
	4	Respondent's spouse or partner
	1	A coworker
	1	Respondent's child
	0	Respondent's parent
	12	Other (SPECIFY)
	3	Don't know
	0	Refused

FB8 How often, if ever, do you [INSERT ITEMS IN ORDER]? Several times a day, about once a day, 3-5 days a week, 1-2 days a week, every few weeks, less often, or never?

Based on Facebook users [N=960]

	SEVERAL TIMES A DAY	ABOUT ONCE A DAY	3-5 DAYS A WEEK	1-2 DAYS A WEEK	EVERY FEW WEEKS	LESS OFTEN	NEVER	DON'T KNOW	REFUSED
a. Change or update your status on Facebook	4	6	6	15	16	27	25	*	*
b. Click the "like" button next to other people's status, photos, links or other posts on Facebook	29	15	12	13	9	12	10	1	*
c. Comment on other people's photos on Facebook	15	16	10	15	11	17	15	*	*
e. Send private Facebook messages	10	9	9	14	17	21	20	*	*

FB9 People like different things about using Facebook. Please tell me if each of the following is a MAJOR reason you, personally, use Facebook, a MINOR reason, or NOT A REASON at all. (First,/Next,) how about... [INSERT ITEMS; RANDOMIZE]? [READ AS NECESSARY: Is this a MAJOR reason, MINOR reason, or NOT A REASON at all you use Facebook?]

Based on Facebook users [N=960]

	MAJOR REASON	MINOR REASON	NOT A REASON	DON'T KNOW	REFUSED
a. Receiving updates and comments from the people in your network	39	41	19	*	*
b. Seeing photos and videos posted by the people in your network	47	39	13	*	*
c. Being able to share something with many people at one time	46	33	21	*	*
d. Being entertained by funny things people share or post	39	44	16	*	*
e. Receiving support from people in your network	23	40	37	*	*
f. Learning from your network about ways you can help others	30	41	28	*	*
g. Getting feedback from people on content you have posted	17	44	38	*	*
h. Keeping up with news and current events	31	36	32	*	*

FB10 People also dislike some things about using Facebook. Please tell me if each of the following is something you strongly dislike about Facebook, somewhat dislike, or if it doesn't really bother you. (First,/Next,) how about... [INSERT ITEMS; RANDOMIZE]? [READ AS NECESSARY: Do you strongly dislike this part of using Facebook, somewhat dislike it, or does it not really bother you?]

Based on Facebook users [N=960]

		STRONGLY DISLIKE	SOMEWHAT DISLIKE	DOESN'T BOTHER ME	DON'T KNOW	REFUSED
a.	People sharing too much information about themselves	36	25	38	*	*
b.	Temptation or pressure to share too much information about yourself	24	15	61	1	*
c.	People posting things about you or pictures of you without your permission	36	22	41	1	1
Item D: Based on Facebook users with children under age 18 [N=345]						
d.	People posting pictures of your children without your permission	57	15	26	1	*
e.	People seeing posts or comments that you did not intend for them to see	27	16	55	2	1
f.	Seeing posts about social activities that you were not included in	5	10	84	*	*
g.	Pressure to post material that will be popular and get lots of comments and "likes"	12	13	75	1	*
h.	Pressure to comment on content posted by people in your network	12	15	72	1	*

Methods

The results in this report are based on data from telephone interviews conducted by Princeton Survey Research Associates International from August 7 to September 16, 2013, among a sample of 1,801 adults, age 18 and older. Telephone interviews were conducted in English and Spanish by landline (901) and cell phone (900, including 482 without a landline phone). For results based on the total sample, one can say with 95% confidence that the error attributable to sampling is plus or minus 2.6 percentage points. For results based on Internet users (n=1,445) the margin of sampling error is plus or minus 2.9 percentage points, and for results based on Facebook users (n=960) the margin of error is plus or minus 3.5 percentage points. The table above describes the sample sizes for different demographic subgroups of Facebook users, as well as the margins of error for each.

Sample sizes and margins of error

Based on Facebook users

	Unweighted sample size	Plus or minus…
Men	459	5.3 percentage point
Women	501	5.1 ppt
18-29	224	7.6 ppt
30-49	363	6.0 ppt
50-64	242	7.3 ppt
65+	121	10.4 ppt

Source, Notes, Etc.

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A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications. Numbers for the landline sample were drawn with equal probabilities from active blocks (area code + exchange + two-digit block number) that contained three or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

New sample was released daily and was kept in the field for at least seven days. The sample was released in replicates, which are representative subsamples of the larger population. This ensures that complete call procedures were followed for the entire sample. At least 7 attempts were made to complete an interview at a sampled telephone number. The calls were staggered over times of day and days of the week to maximize the chances of making contact with a potential respondent. Each number received at least one daytime call in an attempt to find someone available. For the landline sample, interviewers asked to speak with the youngest adult male or female currently at

home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. Cellular sample respondents were offered a post-paid cash incentive for their participation. All interviews completed on any given day were considered to be the final sample for that day.

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. A two-stage weighting procedure was used to weight this dual-frame sample. The first-stage corrected for different probabilities of selection associated with the number of adults in each household and each respondent's telephone usage patterns. This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The Hispanic origin was split out based on nativity; U.S born and non-U.S. born. The White, non-Hispanic subgroup was also balanced on age, education and region. The basic weighting parameters came from the US Census Bureau's 2011 American Community Survey data. The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the July-December 2012 National Health Interview Survey.

Following is the full disposition of all sampled telephone numbers:

Sample Disposition		
Landline	Cell	
40,985	27,000	Total Numbers Dialed
1,669	346	Non-residential
1,458	94	Computer/Fax
15	----	Cell phone
24,589	10,375	Other not working
1,994	427	Additional projected not working
11,260	15,758	Working numbers
27.5%	58.4%	Working Rate
665	142	No Answer / Busy
3,332	5,501	Voice Mail
27	16	Other Non-Contact
7,236	10,099	Contacted numbers

64.3%	64.1%	Contact Rate
328	1,793	Callback
5,898	6,776	Refusal
1,010	1,530	Cooperating numbers
14.0%	15.2%	Cooperation Rate
53	67	Language Barrier
----	540	Child's cell phone
957	923	Eligible numbers
94.8%	60.3%	Eligibility Rate
56	22	Break-off
901	901	Completes
94.1%	97.6%	Completion Rate
8.4%	9.5%	Response Rate

The disposition reports all of the sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible respondents in the sample that were ultimately interviewed. At PSRAI it is calculated by taking the product of three component rates:

- Contact rate – the proportion of working numbers where a request for interview was made
- Cooperation rate – the proportion of contacted numbers where a consent for interview was at least initially obtained, versus those refused
- Completion rate – the proportion of initially cooperating and eligible interviews that were completed

Thus the response rate for the landline sample was 8 percent. The response rate for the cellular sample was 10 percent.