Social Media Usage Poll 05.03.2018

These are findings from an Ipsos poll conducted April 26-30, 2018 on behalf of Thomson Reuters. For the survey, a sample of roughly 2,194 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English. The sample includes 1,938 Facebook users, 1,167 Twitter users, 1,477 Google+ users, 1,402 Pinterest users, 794 Tumblr users, 1,237 Instagram users, and 1,005 Snapchat users.

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

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.4 percentage points for all respondents (see link below for more info on Ipsos online polling "Credibility Intervals"). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=2,194, DEFF=1.5, adjusted Confidence Interval=3.9).

The poll also has a credibility interval plus or minus 2.5 percentage points for Facebook users, plus or minus 3.3 percentage points for Twitter users, plus or minus 2.9 percentage points for Google+ users, plus or minus 3.0 percentage points for Pinterest users, plus or minus 4.0 percentage points for Tumblr users, plus or minus 3.2 percentage points for Instagram users, and plus or minus 3.5 percentage points for Snapchat users (see link below for more info on Ipsos online polling "Credibility Intervals").

For more information about Ipsos online polling methodology, please go here http://goo.ql/yJBkuf Facebook Twitter Google+ Pinterest Tumblr Instagram Snapchat Total User User User User User User User

	Continuously throughout the day	44%	51%	50%	50%	50%	49%	53%	53%
	Once a day	20%	23%	22%	19%	20%	20%	19%	18%
	A few times a week	10%	11%	8%	11%	10%	10%	9%	9%
TR204_1 - TM18. How frequently, if at all,	Once a week	4%	5%	5%	4%	4%	6%	5%	5%
do you use or access the following sites/services? - Facebook :	A few times a month	2%	3%	3%	2%	2%	3%	3%	3%
	Once a month	2%	2%	3%	2%	3%	4%	3%	3%
	Less than once a month	4%	5%	5%	5%	5%	7%	5%	6%
	Do not use	13%	0%	3%	6%	5%	3%	3%	3%
	Total	2194	1938	1167	1477	1402	794	1237	1005
	Continuously throughout the day	12%	14%	25%	16%	15%	26%	21%	22%
	Once a day	7%	8%	14%	9%	9%	12%	11%	11%
	A few times a week	8%	9%	16%	10%	11%	14%	13%	12%
TR204_2 - TM18. How frequently, if at all, do you use or access the following	Once a week	4%	4%	8%	5%	5%	7%	6%	6%
sites/services? - Twitter :	A few times a month	4%	5%	9%	5%	6%	6%	7%	7%
	Once a month	4%	4%	8%	5%	6%	7%	6%	6%
	Less than once a month	10%	12%	21%	13%	15%	18%	16%	17%
	Do not use	50%	44%	0%	37%	33%	9%	21%	19%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TR204_3 - TM18. How frequently, if at all, do you use or access the following sites/services? - Google+:	Continuously throughout the day	19%	21%	23%	29%	23%	27%	25%	27%
Sites/ services: - Googlet .	Once a day	11%	12%	14%	18%	14%	16%	14%	15%

	A few times a week	12%	13%	13%	18%	15%	13%	13%	13%
	Once a week	4%	5%	6%	6%	5%	7%	6%	6%
	A few times a month	6%	6%	8%	9%	8%	8%	8%	7%
	Once a month	3%	4%	5%	5%	4%	5%	4%	5%
	Less than once a month	9%	10%	14%	14%	13%	14%	13%	14%
	Do not use	35%	29%	18%	0%	18%	10%	17%	14%
	Total	2194	1938	1167	1477	1402	794	1237	1005
	Continuously throughout the day	8%	9%	12%	11%	14%	15%	13%	15%
	Once a day	8%	9%	12%	11%	14%	15%	12%	13%
	A few times a week	12%	13%	16%	15%	21%	18%	17%	18%
TR204_4 - TM18. How frequently, if at all,	Once a week	5%	5%	7%	6%	8%	8%	7%	7%
do you use or access the following sites/services? - Pinterest :	A few times a month	7%	8%	8%	8%	12%	8%	8%	7%
	Once a month	5%	5%	6%	6%	8%	6%	6%	6%
	Less than once a month	14%	15%	17%	17%	23%	20%	18%	18%
	Do not use	41%	36%	22%	27%	0%	10%	19%	15%
	Total	2194	1938	1167	1477	1402	794	1237	1005
	Continuously throughout the day	5%	5%	9%	7%	7%	14%	9%	9%
TR204_5 - TM18. How frequently, if at all,	Once a day	4%	4%	8%	5%	6%	12%	7%	9%
do you use or access the following sites/services? - Tumblr:	A few times a week	5%	6%	10%	7%	8%	16%	9%	11%
	Once a week	2%	3%	4%	3%	4%	7%	4%	5%
	A few times a month	4%	4%	6%	5%	5%	11%	6%	7%

	Once a month	3%	3%	5%	4%	4%	8%	5%	5%
	Less than once a month	11%	12%	20%	15%	17%	32%	19%	23%
	Do not use	66%	62%	39%	54%	48%	0%	40%	32%
	Total	2194	1938	1167	1477	1402	794	1237	1005
	Continuously throughout the day	17%	19%	27%	21%	22%	30%	33%	33%
	Once a day	9%	10%	14%	11%	12%	17%	18%	16%
	A few times a week	7%	8%	11%	8%	10%	11%	14%	11%
TR204_6 - TM18. How frequently, if at all,	Once a week	4%	5%	7%	6%	6%	8%	8%	7%
do you use or access the following sites/services? - Instagram:	A few times a month	4%	4%	6%	5%	6%	6%	8%	6%
	Once a month	3%	4%	6%	5%	5%	6%	6%	6%
	Less than once a month	7%	8%	12%	10%	11%	14%	14%	13%
	Do not use	48%	42%	18%	34%	28%	8%	0%	8%
	Total	2194	1938	1167	1477	1402	794	1237	1005
	Continuously throughout the day	12%	13%	18%	15%	16%	22%	22%	29%
	Once a day	7%	8%	11%	9%	10%	16%	12%	17%
	A few times a week	6%	7%	10%	8%	9%	11%	10%	15%
TR204_8 - TM18. How frequently, if at all,	Once a week	3%	3%	4%	3%	4%	6%	5%	6%
do you use or access the following sites/services? - Snapchat :	A few times a month	4%	4%	6%	5%	5%	7%	6%	9%
	Once a month	2%	3%	4%	3%	3%	5%	4%	6%
	Less than once a month	8%	9%	14%	11%	12%	18%	14%	19%
	Do not use	58%	53%	33%	45%	39%	15%	26%	0%
	Total	2194	1938	1167	1477	1402	794	1237	1005

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	I use it more	22%	26%	28%	28%	26%	32%	30%	30%
	I haven't changed how I much I use it	43%	49%	43%	43%	44%	39%	42%	40%
	I use it less	16%	18%	17%	16%	17%	16%	17%	16%
TM1446Y18_1 - Thinking about social media sites, have you changed how frequently you use the site Facebook recently?	I stopped using it, but I still have an account	4%	4%	6%	5%	5%	7%	6%	6%
	I've deleted my account	3%	1%	2%	3%	3%	3%	2%	2%
	I don't have an account	11%	2%	4%	6%	5%	4%	3%	5%
	Total	2194	1938	1167	1477	1402	794	1237	1005
	I use it more	11%	12%	21%	15%	14%	23%	18%	20%
	I haven't changed how I much I use it	20%	22%	35%	23%	25%	31%	28%	26%
That 4.4CV4.0. 2. This lives about assist	I use it less	10%	12%	19%	12%	13%	14%	16%	14%
TM1446Y18_2 - Thinking about social media sites, have you changed how frequently you use the site Twitter recently?	I stopped using it, but I still have an account	9%	10%	12%	10%	11%	10%	12%	12%
	I've deleted my account	2%	2%	2%	3%	3%	3%	3%	3%
	I don't have an account	47%	42%	11%	38%	34%	19%	23%	25%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1446Y18_3 - Thinking about social	I use it more	13%	14%	19%	20%	17%	22%	20%	22%
media sites, have you changed how frequently you use the site Google+ recently?	I haven't changed how I much I use it	32%	35%	36%	46%	39%	38%	37%	37%

	I use it less	11%	12%	14%	15%	12%	13%	14%	12%
	I stopped using it, but I still have an account	8%	9%	11%	8%	9%	12%	11%	11%
	I've deleted my account	2%	2%	2%	2%	2%	3%	3%	3%
	I don't have an account	34%	29%	18%	10%	21%	12%	16%	15%
	Total	2194	1938	1167	1477	1402	794	1237	1005
	I use it more	10%	11%	13%	13%	16%	16%	15%	16%
	I haven't changed how I much I use it	26%	28%	31%	30%	41%	34%	31%	32%
Thanks (VAC) A Thirtie I in the	I use it less	13%	13%	17%	16%	21%	17%	18%	17%
TM1446Y18_4 - Thinking about social media sites, have you changed how frequently you use the site Pinterest recently?	I stopped using it, but I still have an account	7%	8%	8%	8%	9%	10%	9%	9%
	I've deleted my account	2%	2%	3%	2%	2%	3%	2%	3%
	I don't have an account	43%	38%	27%	32%	12%	20%	25%	22%
	Total	2194	1938	1167	1477	1402	794	1237	1005
	I use it more	5%	5%	9%	7%	7%	13%	8%	9%
TM1446Y18_5 - Thinking about social media sites, have you changed how	I haven't changed how I much I use it	13%	14%	20%	16%	18%	30%	20%	21%
frequently you use the site TumbIr	I use it less	7%	7%	12%	8%	9%	18%	12%	14%
recently?	I stopped using it, but I still have an account	5%	5%	8%	6%	7%	11%	8%	9%

	I've deleted my account	2%	2%	3%	2%	2%	4%	3%	4%
	I don't have an account	69%	66%	49%	61%	57%	23%	49%	43%
	Total	2194	1938	1167	1477	1402	794	1237	1005
	I use it more	14%	16%	23%	19%	19%	27%	28%	29%
	I haven't changed how I much I use it	22%	25%	32%	26%	28%	34%	39%	34%
TRACACCIO C. Thinking about assist	I use it less	9%	10%	13%	11%	12%	13%	16%	13%
TM1446Y18_6 - Thinking about social media sites, have you changed how frequently you use the site Instagram recently?	I stopped using it, but I still have an account	6%	6%	8%	7%	7%	7%	7%	7%
	I've deleted my account	1%	1%	1%	1%	1%	2%	1%	2%
	I don't have an account	48%	43%	23%	37%	32%	18%	9%	16%
	Total	2194	1938	1167	1477	1402	794	1237	1005
	I use it more	10%	10%	15%	12%	13%	19%	17%	23%
	I haven't changed how I much I use it	16%	18%	23%	20%	22%	27%	26%	33%
TAMA ACCIA O 7 Thinking about a sigl	I use it less	10%	11%	15%	12%	13%	17%	17%	22%
TM1446Y18_7 - Thinking about social media sites, have you changed how frequently you use the site Snapchat recently?	I stopped using it, but I still have an account	4%	4%	5%	5%	5%	5%	6%	5%
	I've deleted my account	2%	2%	2%	2%	2%	2%	3%	2%
	I don't have an account	59%	55%	40%	49%	45%	29%	32%	15%
	Total	2194	1938	1167	1477	1402	794	1237	1005

	Yes	67%	74%	74%	73%	73%	75%	75%	75%
TM1447Y18_1 - Are you aware of your	No	19%	16%	17%	16%	17%	16%	16%	16%
current privacy settings on the site Facebook?	Don't know	14%	10%	9%	12%	11%	9%	9%	9%
	Total	2194	1938	1167	1477	1402	794	1237	1005
	Yes	33%	35%	55%	41%	40%	56%	49%	49%
TM1447Y18_2 - Are you aware of your	No	34%	33%	28%	29%	30%	25%	28%	27%
current privacy settings on the site Twitter?	Don't know	33%	32%	17%	31%	30%	19%	24%	24%
	Total	2194	1938	1167	1477	1402	794	1237	1005
	Yes	38%	41%	50%	52%	46%	56%	50%	51%
TM1447Y18_3 - Are you aware of your	No	34%	33%	31%	28%	31%	27%	30%	29%
current privacy settings on the site Google+?	Don't know	28%	26%	19%	20%	23%	16%	20%	20%
3338.31	Total	2194	1938	1167	1477	1402	794	1237	1005
	Yes	29%	31%	37%	36%	43%	43%	39%	40%
TM1447Y18_4 - Are you aware of your	No	38%	38%	36%	34%	34%	34%	36%	35%
current privacy settings on the site Pinterest?	Don't know	33%	31%	26%	30%	23%	23%	26%	25%
	Total	2194	1938	1167	1477	1402	794	1237	1005
_	Yes	20%	21%	29%	24%	25%	43%	29%	32%
TM1447Y18_5 - Are you aware of your current privacy settings on the site	No	39%	39%	37%	36%	36%	35%	37%	36%
Tumblr?	Don't know	41%	40%	33%	40%	39%	22%	35%	32%
	Total	2194	1938	1167	1477	1402	794	1237	1005
	Yes	36%	39%	51%	44%	45%	57%	60%	57%
TM1447Y18_6 - Are you aware of your	No	33%	31%	27%	27%	27%	24%	24%	24%
current privacy settings on the site Instagram?	Don't know	32%	30%	21%	29%	28%	19%	16%	19%
	Total	2194	1938	1167	1477	1402	794	1237	1005
	Yes	28%	30%	39%	34%	36%	46%	43%	54%
TM1447Y18_7 - Are you aware of your	No	35%	35%	32%	31%	31%	31%	30%	27%
current privacy settings on the site Snapchat?	Don't know	37%	36%	29%	35%	33%	23%	27%	19%
F 200000	Total	2194	1938	1167	1477	1402	794	1237	1005
	Yes	69%	78%	80%	77%	77%	79%	81%	81%
	No	18%	14%	13%	14%	15%	14%	12%	13%

TM1448Y18_1 - Do you know how to	Don't know	12%	8%	7%	8%	8%	7%	7%	6%
change your privacy settings on this site or platform Facebook?	Total	2194	1938	1167	1477	1402	794	1237	1005
	Yes	34%	37%	58%	41%	42%	56%	51%	52%
TM1448Y18_2 - Do you know how to	No	36%	34%	28%	31%	32%	28%	28%	28%
change your privacy settings on this site or platform Twitter?	Don't know	31%	29%	15%	27%	26%	16%	21%	20%
platie	Total	2194	1938	1167	1477	1402	794	1237	1005
	Yes	40%	42%	53%	54%	49%	60%	54%	56%
TM1448Y18_3 - Do you know how to	No	34%	32%	28%	28%	30%	25%	27%	26%
change your privacy settings on this site or platform Google+?	Don't know	26%	25%	19%	18%	21%	16%	19%	18%
plation in Coogle .	Total	2194	1938	1167	1477	1402	794	1237	1005
	Yes	31%	34%	42%	38%	47%	47%	44%	46%
TM1448Y18_4 - Do you know how to	No	38%	37%	34%	35%	34%	34%	33%	32%
change your privacy settings on this site or platform Pinterest?	Don't know	31%	29%	24%	27%	19%	19%	23%	22%
procession in the costs	Total	2194	1938	1167	1477	1402	794	1237	1005
	Yes	21%	23%	32%	25%	27%	46%	32%	35%
TM1448Y18_5 - Do you know how to	No	40%	39%	37%	37%	38%	35%	35%	35%
change your privacy settings on this site or platform Tumblr?	Don't know	39%	38%	31%	37%	35%	19%	33%	30%
F 3 3 3 3 3 3 3 3 3 3	Total	2194	1938	1167	1477	1402	794	1237	1005
	Yes	37%	41%	55%	45%	48%	60%	65%	62%
TM1448Y18_6 - Do you know how to	No	34%	32%	27%	30%	30%	25%	23%	23%
change your privacy settings on this site or platform Instagram?	Don't know	29%	27%	18%	25%	22%	15%	13%	15%
processing and a second	Total	2194	1938	1167	1477	1402	794	1237	1005
	Yes	29%	31%	42%	35%	37%	50%	47%	57%
TM1448Y18_7 - Do you know how to	No	38%	36%	33%	34%	35%	31%	30%	28%
change your privacy settings on this site or platform Snapchat?	Don't know	33%	32%	25%	30%	27%	19%	23%	14%
p. a	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1449Y18 1 - Have you changed your	Yes	39%	44%	50%	45%	47%	52%	50%	52%
privacy settings recently on this site or	No	56%	53%	47%	51%	49%	44%	46%	44%
platform Facebook?	Don't know	5%	3%	3%	4%	4%	4%	4%	4%

	Total	2194	1938	1167	1477	1402	794	1237	1005
	Yes	14%	15%	26%	19%	19%	31%	24%	26%
TM1449Y18_2 - Have you changed your	No	74%	73%	69%	70%	71%	62%	66%	64%
privacy settings recently on this site or platform Twitter?	Don't know	12%	11%	6%	11%	10%	8%	10%	10%
place in the control of the control	Total	2194	1938	1167	1477	1402	794	1237	1005
	Yes	16%	17%	24%	23%	21%	31%	24%	27%
TM1449Y18_3 - Have you changed your privacy settings recently on this site or	No	75%	74%	69%	71%	72%	63%	69%	66%
platform Google+?	Don't know	9%	8%	7%	6%	7%	6%	8%	7%
p	Total	2194	1938	1167	1477	1402	794	1237	1005
	Yes	10%	11%	15%	13%	16%	20%	16%	17%
TM1449Y18_4 - Have you changed your privacy settings recently on this site or	No	79%	78%	75%	76%	77%	70%	74%	72%
platform Pinterest?	Don't know	12%	11%	10%	11%	7%	10%	11%	11%
,	Total	2194	1938	1167	1477	1402	794	1237	1005
	Yes	8%	9%	15%	12%	12%	22%	15%	17%
TM1449Y18_5 - Have you changed your privacy settings recently on this site or	No	76%	75%	72%	73%	74%	69%	70%	68%
platform Tumblr?	Don't know	16%	16%	13%	16%	14%	9%	16%	15%
	Total	2194	1938	1167	1477	1402	794	1237	1005
	Yes	17%	19%	27%	22%	23%	33%	32%	32%
TM1449Y18_6 - Have you changed your privacy settings recently on this site or	No	73%	72%	66%	69%	69%	60%	64%	62%
platform Instagram?	Don't know	10%	9%	6%	9%	8%	6%	4%	6%
,	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1449Y18_7 - Have you changed your	Yes	13%	14%	21%	17%	18%	27%	23%	29%
privacy settings recently on this site or	No	74%	73%	68%	70%	71%	64%	66%	64%
platform Snapchat?	Don't know	13%	13%	11%	13%	11%	9%	11%	6%
TM1450Y18_1_1 - How have you changed your privacy settings on the site or	No	79%	76%	72%	76%	76%	71%	73%	72%
platform Facebook? Do you share more content with your friends/followers?	Yes	21%	24%	28%	24%	24%	29%	27%	28%

	Total	2194	1938	1167	1477	1402	794	1237	1005
	No	82%	80%	80%	80%	80%	80%	81%	81%
TM1450Y18_1_2 - How have you changed your privacy settings on the site or platform Facebook? Do you share less content with your friends/followers?	Yes	18%	20%	20%	20%	20%	20%	19%	19%
content with your menus/followers:	Total	2194	1938	1167	1477	1402	794	1237	1005
	No	94%	93%	90%	92%	91%	89%	90%	89%
TM1450Y18_1_3 - How have you changed your privacy settings on the site or platform Facebook? Do you share more content with the public?	Yes	6%	7%	10%	8%	9%	11%	10%	11%
content with the public:	Total	2194	1938	1167	1477	1402	794	1237	1005
	No	62%	60%	62%	62%	61%	65%	61%	64%
TM1450Y18_1_4 - How have you changed your privacy settings on the site or platform Facebook? Do you share less content with the public?	Yes	38%	40%	38%	38%	39%	35%	39%	36%
content with the public:	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_1_5 - How have you changed your privacy settings on the site or	No	76%	83%	86%	84%	84%	88%	87%	87%

platform Facebook? Do you Don't know?	Yes	24%	17%	14%	16%	16%	12%	13%	13%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM14F0V19 2 1 How have you shanged	No	89%	87%	78%	85%	84%	76%	82%	80%
TM1450Y18_2_1 - How have you changed your privacy settings on the site or platform Twitter? Do you share more content with your friends/followers?	Yes	11%	13%	22%	15%	16%	24%	18%	20%
content with your menasy ronowers.	Total	2194	1938	1167	1477	1402	794	1237	1005
TN44.450V40. 2. 2. Have been also as a large	No	91%	90%	85%	89%	89%	84%	86%	85%
TM1450Y18_2_2 - How have you changed your privacy settings on the site or platform Twitter? Do you share less content with your friends/followers?	Yes	9%	10%	15%	11%	11%	16%	14%	15%
content with your menasyronowers:	Total	2194	1938	1167	1477	1402	794	1237	1005
	No	94%	93%	89%	92%	92%	88%	90%	90%
TM1450Y18_2_3 - How have you changed your privacy settings on the site or platform Twitter? Do you share more content with the public?	Yes	6%	7%	11%	8%	8%	12%	10%	10%
content with the public:	Total	2194	1938	1167	1477	1402	794	1237	1005

	No	77%	77%	69%	75%	75%	72%	73%	74%
TM1450Y18_2_4 - How have you changed your privacy settings on the site or platform Twitter? Do you share less content with the public?	Yes	23%	23%	31%	25%	25%	28%	27%	26%
content with the public:	Total	2194	1938	1167	1477	1402	794	1237	1005
	No	47%	49%	73%	56%	56%	75%	65%	67%
TM1450Y18_2_5 - How have you changed your privacy settings on the site or platform Twitter? Do you Don't know?	Yes	53%	51%	27%	44%	44%	25%	35%	33%
	Total	2194	1938	1167	1477	1402	794	1237	1005
	No	91%	90%	85%	86%	86%	82%	85%	84%
TM1450Y18_3_1 - How have you changed your privacy settings on the site or platform Google+? Do you share more content with your friends/followers?	Yes	9%	10%	15%	14%	14%	18%	15%	16%
content with your menus/followers:	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_3_2 - How have you changed your privacy settings on the site or	No	88%	87%	83%	84%	85%	80%	84%	82%
platform Google+? Do you share less content with your friends/followers?	Yes	12%	13%	17%	16%	15%	20%	16%	18%

	Total	2194	1938	1167	1477	1402	794	1237	1005
	No	96%	95%	93%	94%	94%	91%	93%	92%
TM1450Y18_3_3 - How have you changed your privacy settings on the site or platform Google+? Do you share more content with the public?	Yes	4%	5%	7%	6%	6%	9%	7%	8%
content with the public:	Total	2194	1938	1167	1477	1402	794	1237	1005
	No	73%	73%	71%	68%	71%	70%	70%	72%
TM1450Y18_3_4 - How have you changed your privacy settings on the site or platform Google+? Do you share less content with the public?	Yes	27%	27%	29%	32%	29%	30%	30%	28%
content with the public:	Total	2194	1938	1167	1477	1402	794	1237	1005
	No	49%	52%	64%	64%	60%	73%	64%	67%
TM1450Y18_3_5 - How have you changed your privacy settings on the site or platform Google+? Do you Don't know?	Yes	51%	48%	36%	36%	40%	27%	36%	33%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_4_1 - How have you changed your privacy settings on the site or	No	91%	89%	86%	87%	84%	83%	85%	84%

platform Pinterest? Do you share more content with your friends/followers?	Yes	9%	11%	14%	13%	16%	17%	15%	16%
	Total	2194	1938	1167	1477	1402	794	1237	1005
That a FOV 10 a 2. How have you should	No	90%	89%	86%	87%	86%	83%	87%	85%
TM1450Y18_4_2 - How have you changed your privacy settings on the site or platform Pinterest? Do you share less content with your friends/followers?	Yes	10%	11%	14%	13%	14%	17%	13%	15%
content with your menasy tonowers.	Total	2194	1938	1167	1477	1402	794	1237	1005
That 450/40 4 2 Here because the result	No	95%	94%	91%	93%	91%	88%	91%	89%
TM1450Y18_4_3 - How have you changed your privacy settings on the site or platform Pinterest? Do you share more content with the public?	Yes	5%	6%	9%	7%	9%	12%	9%	11%
content with the publics	Total	2194	1938	1167	1477	1402	794	1237	1005
	No	76%	76%	73%	73%	70%	71%	72%	73%
TM1450Y18_4_4 - How have you changed your privacy settings on the site or platform Pinterest? Do you share less content with the public?	Yes	24%	24%	27%	27%	30%	29%	28%	27%
content with the public:	Total	2194	1938	1167	1477	1402	794	1237	1005

	No	47%	49%	61%	57%	65%	71%	63%	66%
TM1450Y18_4_5 - How have you changed your privacy settings on the site or platform Pinterest? Do you Don't know?	Yes	53%	51%	39%	43%	35%	29%	37%	34%
KIIOW:	Total	2194	1938	1167	1477	1402	794	1237	1005
T144450V40 5 4 11 1	No	94%	94%	90%	92%	91%	85%	90%	89%
TM1450Y18_5_1 - How have you changed your privacy settings on the site or platform Tumblr? Do you share more content with your friends/followers?	Yes	6%	6%	10%	8%	9%	15%	10%	11%
content with your menus/followers:	Total	2194	1938	1167	1477	1402	794	1237	1005
	No	92%	91%	86%	89%	89%	81%	87%	84%
TM1450Y18_5_2 - How have you changed your privacy settings on the site or platform Tumblr? Do you share less content with your friends/followers?	Yes	8%	9%	14%	11%	11%	19%	13%	16%
content with your menus/followers:	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_5_3 - How have you changed your privacy settings on the site or	No	96%	96%	93%	95%	94%	89%	93%	92%
platform Tumblr? Do you share more content with the public?	Yes	4%	4%	7%	5%	6%	11%	7%	8%

	Total	2194	1938	1167	1477	1402	794	1237	1005
	No	80%	81%	76%	80%	79%	71%	77%	77%
TM1450Y18_5_4 - How have you changed your privacy settings on the site or platform Tumblr? Do you share less content with the public?	Yes	20%	19%	24%	20%	21%	29%	23%	23%
content with the public:	Total	2194	1938	1167	1477	1402	794	1237	1005
	No	36%	37%	51%	43%	45%	70%	50%	56%
TM1450Y18_5_5 - How have you changed your privacy settings on the site or platform Tumblr? Do you Don't know?	Yes	64%	63%	49%	57%	55%	30%	50%	44%
	Total	2194	1938	1167	1477	1402	794	1237	1005
	No	87%	85%	79%	83%	82%	74%	75%	74%
TM1450Y18_6_1 - How have you changed your privacy settings on the site or platform Instagram? Do you share more content with your friends/followers?	Yes	13%	15%	21%	17%	18%	26%	25%	26%
more content with your menus/followers:	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_6_2 - How have you changed your privacy settings on the site or	No	90%	90%	86%	88%	88%	84%	84%	84%

platform Instagram? Do you share less content with your friends/followers?	Yes	10%	10%	14%	12%	12%	16%	16%	16%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TNA1AFOV19 C 2 Have been seen about a	No	95%	94%	90%	93%	93%	88%	90%	89%
TM1450Y18_6_3 - How have you changed your privacy settings on the site or platform Instagram? Do you share more content with the public?	Yes	5%	6%	10%	7%	7%	12%	10%	11%
more content with the public.	Total	2194	1938	1167	1477	1402	794	1237	1005
TNA AFOVAO C A Havebarrada	No	76%	75%	71%	73%	73%	71%	68%	72%
TM1450Y18_6_4 - How have you changed your privacy settings on the site or platform Instagram? Do you share less content with the public?	Yes	24%	25%	29%	27%	27%	29%	32%	28%
content with the publics	Total	2194	1938	1167	1477	1402	794	1237	1005
	No	49%	52%	68%	59%	61%	76%	77%	75%
TM1450Y18_6_5 - How have you changed your privacy settings on the site or platform Instagram? Do you Don't know?	Yes	51%	48%	32%	41%	39%	24%	23%	25%
KHOW:	Total	2194	1938	1167	1477	1402	794	1237	1005

	No	89%	89%	83%	86%	85%	78%	81%	76%
TM1450Y18_7_1 - How have you changed your privacy settings on the site or platform Snapchat? Do you share more content with your friends/followers?	Yes	11%	11%	17%	14%	15%	22%	19%	24%
content with your menus/followers:	Total	2194	1938	1167	1477	1402	794	1237	1005
	No	91%	90%	87%	89%	89%	84%	86%	83%
TM1450Y18_7_2 - How have you changed your privacy settings on the site or platform Snapchat? Do you share less content with your friends/followers?	Yes	9%	10%	13%	11%	11%	16%	14%	17%
content with your menus/followers:	Total	2194	1938	1167	1477	1402	794	1237	1005
	No	96%	95%	93%	94%	94%	91%	92%	91%
TM1450Y18_7_3 - How have you changed your privacy settings on the site or platform Snapchat? Do you share more content with the public?	Yes	4%	5%	7%	6%	6%	9%	8%	9%
content with the public:	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1450Y18_7_4 - How have you changed your privacy settings on the site or	No	78%	79%	75%	77%	76%	73%	74%	71%
platform Snapchat? Do you share less content with the public?	Yes	22%	21%	25%	23%	24%	27%	26%	29%

	Total	2194	1938	1167	1477	1402	794	1237	1005
	No	43%	45%	59%	51%	54%	71%	63%	75%
TM1450Y18_7_5 - How have you changed your privacy settings on the site or platform Snapchat? Do you Don't know?	Yes	57%	55%	41%	49%	46%	29%	37%	25%
KIIOW:	Total	2194	1938	1167	1477	1402	794	1237	1005
	No	80%	80%	79%	79%	79%	77%	80%	79%
TM1451Y18_1 - Why are you sharing less content with friends/followers on social media? Is it because You heard negative news stories in the media?	Yes	20%	20%	21%	21%	21%	23%	20%	21%
news stories in the media:	Total	743	713	508	585	567	386	527	452
	No	54%	53%	58%	55%	55%	60%	61%	60%
TM1451Y18_2 - Why are you sharing less content with friends/followers on social media? Is it because You have privacy concerns?	Yes	46%	47%	42%	45%	45%	40%	39%	40%
Concerns	Total	743	713	508	585	567	386	527	452
TM1451Y18_3 - Why are you sharing less content with friends/followers on social	No	92%	93%	91%	91%	91%	90%	91%	90%

media? Is it because You didn't like the service?	Yes	8%	7%	9%	9%	9%	10%	9%	10%
	Total	743	713	508	585	567	386	527	452
TMA 454V4C A Mily and a second basis a large	No	69%	69%	66%	68%	69%	67%	64%	64%
TM1451Y18_4 - Why are you sharing less content with friends/followers on social media? Is it because You were spending too much time on the service?	Yes	31%	31%	34%	32%	31%	33%	36%	36%
too much time on the service:	Total	743	713	508	585	567	386	527	452
TMA 454V4Q 5 Wiley are very sharing large	No	89%	89%	88%	88%	89%	89%	89%	88%
TM1451Y18_5 - Why are you sharing less content with friends/followers on social media? Is it because People like you don't use it?	Yes	11%	11%	12%	12%	11%	11%	11%	12%
don't use it:	Total	743	713	508	585	567	386	527	452
	No	88%	88%	84%	86%	85%	82%	84%	82%
TM1451Y18_6 - Why are you sharing less content with friends/followers on social media? Is it because News feeds seemed biased toward conservative viewpoints?	Yes	12%	12%	16%	14%	15%	18%	16%	18%
siasea towara conservative viewpoints:	Total	743	713	508	585	567	386	527	452

	No	86%	85%	85%	85%	85%	83%	85%	84%
TM1451Y18_7 - Why are you sharing less content with friends/followers on social media? Is it because News feeds seemed biased toward liberal viewpoints?	Yes	14%	15%	15%	15%	15%	17%	15%	16%
biased toward liberal viewpoints:	Total	743	713	508	585	567	386	527	452
	No	94%	94%	95%	95%	93%	97%	95%	97%
TM1451Y18_8 - Why are you sharing less content with friends/followers on social media? Is it because Other reason?	Yes	6%	6%	5%	5%	7%	3%	5%	3%
	Total	743	713	508	585	567	386	527	452
	No	95%	95%	96%	95%	96%	97%	95%	96%
TM1451Y18_9 - Why are you sharing less content with friends/followers on social media? Is it because Don't know?	Yes	5%	5%	4%	5%	4%	3%	5%	4%
	Total	743	713	508	585	567	386	527	452
TM1452Y18_1 - Why are you sharing less content with the public on social media? Is	No	78%	78%	79%	78%	78%	79%	80%	81%
it because You heard negative news stories in the media?	Yes	22%	22%	21%	22%	22%	21%	20%	19%

	Total	1139	1053	661	822	796	460	704	560
	No	42%	42%	43%	43%	42%	47%	44%	44%
TM1452Y18_2 - Why are you sharing less content with the public on social media? Is it because You have privacy concerns?	Yes	58%	58%	57%	57%	58%	53%	56%	56%
	Total	1139	1053	661	822	796	460	704	560
	No	92%	93%	92%	93%	92%	91%	93%	92%
TM1452Y18_3 - Why are you sharing less content with the public on social media? Is it because You didn't like the service?	Yes	8%	7%	8%	7%	8%	9%	7%	8%
	Total	1139	1053	661	822	796	460	704	560
	No	80%	79%	74%	77%	77%	71%	73%	71%
TM1452Y18_4 - Why are you sharing less content with the public on social media? Is it because You were spending too much time on the service?	Yes	20%	21%	26%	23%	23%	29%	27%	29%
time on the service:	Total	1139	1053	661	822	796	460	704	560
TM1452Y18_5 - Why are you sharing less content with the public on social media? Is it because People like you don't use it?	No	88%	90%	90%	89%	90%	89%	90%	89%

	Yes	12%	10%	10%	11%	10%	11%	10%	11%
	Total	1139	1053	661	822	796	460	704	560
	No	93%	93%	90%	91%	90%	87%	90%	89%
TM1452Y18_6 - Why are you sharing less content with the public on social media? Is it because News feeds seemed biased toward conservative viewpoints?	Yes	7%	7%	10%	9%	10%	13%	10%	11%
toward conservative viewpoints:	Total	1139	1053	661	822	796	460	704	560
	No	89%	89%	89%	89%	89%	87%	89%	87%
TM1452Y18_7 - Why are you sharing less content with the public on social media? Is it because News feeds seemed biased toward liberal viewpoints?	Yes	11%	11%	11%	11%	11%	13%	11%	13%
toward liberal viewpolitis:	Total	1139	1053	661	822	796	460	704	560
	No	93%	93%	94%	94%	94%	96%	94%	96%
TM1452Y18_8 - Why are you sharing less content with the public on social media? Is it because Other reason?	Yes	7%	7%	6%	6%	6%	4%	6%	4%
	Total	1139	1053	661	822	796	460	704	560

	No	96%	95%	97%	96%	96%	97%	97%	97%
TM1452Y18_9 - Why are you sharing less content with the public on social media? Is it because Don't know?	Yes	4%	5%	3%	4%	4%	3%	3%	3%
	Total	1139	1053	661	822	796	460	704	560
T844.452V4.0. 4. Herringels and the latest	Total control	21%	23%	28%	26%	25%	32%	29%	31%
TM1453Y18_1 - How much control do you believe you have over who gets to see the	Some control	44%	49%	45%	44%	46%	42%	44%	42%
information you store on the platform	No control	22%	20%	18%	20%	20%	17%	19%	18%
Facebook?	Don't know	13%	9%	9%	10%	9%	9%	8%	9%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1453Y18 2 - How much control do you	Total control	13%	14%	22%	16%	16%	25%	20%	22%
believe you have over who gets to see the	Some control	27%	28%	40%	29%	32%	38%	35%	35%
information you store on the platform	No control	23%	21%	18%	21%	21%	17%	19%	18%
Twitter?	Don't know	38%	38%	20%	33%	32%	20%	26%	25%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1453Y18 3 - How much control do you	Total control	15%	16%	21%	20%	18%	27%	22%	24%
believe you have over who gets to see the	Some control	30%	32%	36%	38%	36%	39%	35%	37%
information you store on the platform	No control	21%	19%	17%	19%	19%	15%	17%	16%
Google+?	Don't know	34%	34%	27%	23%	27%	19%	26%	23%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1453Y18_4 - How much control do you	Total control	13%	13%	18%	16%	18%	22%	19%	20%
believe you have over who gets to see the	Some control	29%	30%	35%	32%	40%	39%	35%	37%
information you store on the platform Pinterest?	No control	22%	20%	18%	21%	21%	18%	19%	19%
· merest:	Don't know	37%	36%	29%	31%	21%	21%	27%	24%

	Total	2194	1938	1167	1477	1402	794	1237	1005
That 450/40 5 11	Total control	9%	9%	14%	11%	12%	20%	13%	16%
TM1453Y18_5 - How much control do you believe you have over who gets to see the	Some control	21%	22%	29%	24%	26%	39%	29%	31%
information you store on the platform	No control	22%	20%	18%	20%	20%	18%	18%	18%
Tumblr?	Don't know	48%	49%	39%	45%	42%	22%	39%	35%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1453Y18 6 - How much control do you	Total control	16%	17%	24%	20%	20%	27%	26%	27%
believe you have over who gets to see the	Some control	27%	29%	37%	30%	33%	39%	42%	40%
information you store on the platform	No control	22%	20%	17%	20%	20%	17%	18%	17%
Instagram?	Don't know	35%	35%	22%	30%	27%	17%	14%	16%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TN41452V49, 7. How much control do you	Total control	14%	14%	21%	17%	18%	26%	22%	27%
TM1453Y18_7 - How much control do you believe you have over who gets to see the	Some control	23%	25%	30%	26%	29%	35%	33%	40%
information you store on the platform Snapchat?	No control	22%	20%	18%	20%	20%	17%	17%	18%
	Don't know	41%	41%	31%	37%	33%	22%	27%	15%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1454Y18_1 - How important is it to you to control who gets to see the information you share on the platform Facebook?	Very important	67%	69%	68%	69%	70%	65%	68%	65%
	Somewhat important	17%	19%	18%	18%	18%	19%	18%	19%
	Not very important	5%	5%	6%	6%	5%	8%	6%	7%
	Not at all important	4%	3%	5%	4%	4%	5%	4%	5%
	Don't know	6%	3%	3%	4%	4%	3%	4%	3%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1454Y18_2 - How important is it to you to control who gets to see the information you share on the platform Twitter?	Very important	49%	48%	56%	51%	52%	53%	51%	50%
	Somewhat important	13%	15%	21%	16%	16%	21%	19%	20%

	Not very important	7%	8%	10%	8%	8%	11%	9%	11%
	Not at all important	8%	8%	6%	7%	7%	6%	7%	7%
	Don't know	22%	22%	7%	18%	17%	9%	14%	13%
	Total	2194	1938	1167	1477	1402	794	1237	1005
	Very important	53%	52%	55%	58%	56%	55%	54%	53%
	Somewhat important	16%	18%	20%	21%	19%	23%	20%	22%
TM1454Y18_3 - How important is it to you to control who gets to see the information you share on the platform Google+?	Not very important	6%	7%	7%	7%	7%	9%	8%	9%
	Not at all important	7%	6%	7%	5%	6%	6%	5%	6%
	Don't know	18%	18%	11%	9%	13%	8%	13%	11%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1454Y18_4 - How important is it to you to control who gets to see the information you share on the platform Pinterest?	Very important	46%	45%	46%	47%	51%	46%	45%	43%
	Somewhat important	14%	15%	19%	17%	20%	22%	19%	20%
	Not very important	9%	10%	12%	10%	12%	14%	13%	14%
	Not at all important	10%	10%	10%	10%	8%	10%	10%	10%
	Don't know	21%	20%	12%	16%	8%	8%	13%	11%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1454Y18_5 - How important is it to you to control who gets to see the information you share on the platform Tumblr?	Very important	43%	41%	44%	43%	44%	48%	42%	42%
	Somewhat important	12%	13%	17%	14%	16%	22%	17%	20%
	Not very important	7%	7%	8%	7%	7%	10%	8%	10%
	Not at all important	10%	10%	11%	10%	10%	9%	10%	9%

	Don't know	29%	29%	20%	26%	23%	11%	23%	19%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1454Y18_6 - How important is it to you to control who gets to see the information you share on the platform Instagram?	Very important	52%	51%	57%	54%	55%	56%	60%	56%
	Somewhat important	14%	15%	19%	16%	18%	21%	21%	23%
	Not very important	7%	7%	9%	7%	8%	10%	9%	10%
	Not at all important	8%	7%	7%	7%	6%	6%	5%	5%
	Don't know	20%	19%	9%	16%	13%	7%	5%	7%
	Total	2194	1938	1167	1477	1402	794	1237	1005
TM1454Y18_7 - How important is it to you to control who gets to see the information you share on the platform Snapchat?	Very important	49%	48%	52%	50%	52%	53%	53%	57%
	Somewhat important	12%	13%	17%	15%	16%	19%	18%	22%
	Not very important	6%	6%	7%	6%	7%	9%	7%	8%
	Not at all important	9%	9%	9%	8%	8%	8%	7%	6%
	Don't know	24%	24%	15%	20%	18%	11%	14%	7%
	Total	2194	1938	1167	1477	1402	794	1237	1005

How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter $\theta\setminus$, i.e., $Y|\theta^{\sim}Bin(n,\theta)$, where n is the size of our sample. In this setting, Y counts the number of "yes", or "1", observed in the sample, so that the sample mean (\overline{y}) is a natural estimate of the true population proportion θ . This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian 1 statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for θ adjusted after observing the sample data. In reality, the posterior distribution is one's knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution $(\pi(\theta/y)^{\sim}\beta(y+a,n-y+b))$, but with updated hyper-parameters.

Our credibility interval for ϑ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for ϑ given our updated knowledge base. There are different ways to calculate these intervals based on $\pi(\theta/y)$. Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that a=1 and b=1 and y=n/2. Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \mp \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect 1+L=1.3 to account for complex weighting²

Examples of credibility intervals for different base sizes are below. Ipsos does not publish data for base sizes (sample sizes) below 100.

Sample size	Credibility intervals
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2