

1. HP Facebook - Feel

Which best describes how you feel about Facebook?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Facebook makes my life better	18%	17%	19%	23%	25%	17%	10%	17%	19%	24%	16%
Facebook makes my life worse	5%	5%	6%	6%	7%	4%	6%	5%	6%	4%	17%
Facebook makes my life neither better nor worse	53%	51%	54%	55%	43%	56%	55%	55%	51%	43%	42%
I don't use Facebook	21%	24%	18%	14%	22%	22%	27%	21%	23%	26%	15%
Not sure	2%	3%	2%	3%	3%	2%	2%	2%	1%	3%	11%
Totals (Unweighted N)	100% (994)	100% (474)	100% (520)	100% (158)	100% (249)	100% (408)	100% (179)	100% (703)	100% (116)	100% (110)	100% (65)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Facebook makes my life better	18%	24%	14%	18%	21%	19%	13%	12%	19%	21%	16%	20%
Facebook makes my life worse	5%	4%	6%	6%	5%	7%	3%	5%	5%	6%	4%	7%
Facebook makes my life neither better nor worse	53%	49%	56%	51%	50%	51%	60%	59%	58%	49%	55%	47%
I don't use Facebook	21%	21%	21%	22%	21%	21%	21%	22%	15%	19%	24%	25%
Not sure	2%	1%	3%	3%	3%	2%	3%	1%	3%	4%	2%	1%
Totals (Unweighted N)	100% (994)	100% (368)	100% (366)	100% (260)	100% (479)	100% (264)	100% (112)	100% (139)	100% (187)	100% (234)	100% (353)	100% (220)

2. HP Facebook - Use

How does your Facebook use now compare to your Facebook use a year ago?

Asked of people with Facebook accounts

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
I use Facebook more now than I did a year ago	25%	26%	23%	27%	31%	23%	18%	22%	42%	20%	27%
I use Facebook less now than I did a year ago	28%	29%	26%	37%	23%	25%	26%	26%	26%	33%	41%
I use Facebook about as much as I did a year ago	45%	43%	47%	33%	42%	50%	53%	50%	30%	43%	22%
Not sure	3%	2%	3%	3%	4%	2%	3%	2%	2%	3%	10%
Totals (Unweighted N)	100% (788)	100% (360)	100% (428)	100% (136)	100% (195)	100% (329)	100% (128)	100% (567)	100% (86)	100% (84)	100% (51)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
I use Facebook more now than I did a year ago	25%	27%	23%	23%	27%	21%	23%	24%	26%	22%	23%	30%
I use Facebook less now than I did a year ago	28%	30%	32%	18%	29%	23%	40%	20%	24%	24%	29%	33%
I use Facebook about as much as I did a year ago	45%	41%	42%	55%	41%	54%	35%	53%	47%	51%	47%	36%
Not sure	3%	1%	3%	4%	3%	3%	1%	3%	3%	4%	2%	2%
Totals (Unweighted N)	100% (788)	100% (296)	100% (289)	100% (203)	100% (381)	100% (215)	100% (91)	100% (101)	100% (153)	100% (191)	100% (273)	100% (171)

3. HP Facebook - Post Photos

About how often do you post personal photos or videos on Facebook?

Asked of people with Facebook accounts

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Every day	3%	5%	1%	3%	8%	1%	1%	2%	6%	6%	5%
A few days a week	8%	9%	7%	6%	14%	9%	2%	8%	3%	13%	11%
About once a week	10%	7%	12%	19%	10%	7%	3%	10%	13%	4%	13%
About once a month	21%	20%	22%	22%	29%	20%	13%	21%	19%	27%	17%
Hardly ever	37%	36%	38%	38%	26%	38%	46%	39%	38%	36%	16%
Never	20%	21%	19%	11%	10%	24%	34%	20%	20%	12%	38%
Not sure	1%	2%	1%	1%	3%	0%	0%	1%	1%	1%	—
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(789)	(361)	(428)	(136)	(195)	(330)	(128)	(567)	(86)	(85)	(51)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Every day	3%	5%	2%	4%	5%	4%	1%	1%	2%	5%	1%	7%
A few days a week	8%	7%	9%	7%	6%	11%	7%	9%	12%	9%	6%	6%
About once a week	10%	9%	10%	10%	10%	7%	14%	8%	6%	16%	8%	11%
About once a month	21%	24%	21%	17%	21%	22%	22%	19%	17%	18%	27%	17%
Hardly ever	37%	36%	35%	42%	34%	39%	34%	43%	38%	32%	34%	46%
Never	20%	18%	22%	19%	22%	17%	21%	19%	23%	19%	23%	12%
Not sure	1%	1%	1%	1%	1%	0%	0%	2%	1%	1%	1%	1%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(789)	(297)	(289)	(203)	(382)	(215)	(91)	(101)	(154)	(191)	(273)	(171)

4. HP Facebook - Heard about Live Broadcast

How much have you heard about a new Facebook feature that allows you to broadcast live video?

Asked of people with Facebook accounts

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Heard a lot	8%	7%	9%	10%	14%	7%	1%	5%	17%	14%	7%
Heard a little	29%	29%	29%	35%	40%	26%	16%	32%	23%	26%	23%
Heard nothing at all	59%	59%	59%	50%	42%	62%	81%	60%	52%	52%	68%
Not sure	4%	5%	3%	5%	4%	5%	2%	2%	9%	8%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(788)	(361)	(427)	(136)	(195)	(329)	(128)	(566)	(86)	(85)	(51)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Heard a lot	8%	11%	7%	5%	9%	5%	6%	9%	11%	7%	7%	7%
Heard a little	29%	31%	27%	31%	29%	29%	31%	31%	24%	32%	31%	28%
Heard nothing at all	59%	54%	62%	61%	59%	63%	59%	52%	61%	59%	59%	57%
Not sure	4%	4%	4%	3%	3%	4%	3%	8%	4%	2%	3%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(788)	(296)	(289)	(203)	(382)	(214)	(91)	(101)	(153)	(191)	(273)	(171)

5. HP Facebook - Ever Live Broadcast

Would you ever broadcast live video of your life on Facebook?

Asked of people with Facebook accounts

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	7%	7%	7%	7%	14%	6%	1%	6%	9%	11%	9%
No	77%	75%	79%	80%	65%	76%	89%	79%	66%	78%	78%
Not sure	16%	18%	14%	13%	21%	18%	10%	15%	25%	11%	14%
Totals (Unweighted N)	100% (789)	100% (361)	100% (428)	100% (136)	100% (195)	100% (330)	100% (128)	100% (567)	100% (86)	100% (85)	100% (51)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes	7%	9%	5%	7%	8%	7%	1%	10%	6%	7%	9%	5%
No	77%	76%	76%	82%	75%	78%	83%	77%	82%	72%	78%	77%
Not sure	16%	15%	19%	11%	17%	15%	16%	13%	12%	21%	14%	18%
Totals (Unweighted N)	100% (789)	100% (297)	100% (289)	100% (203)	100% (382)	100% (215)	100% (91)	100% (101)	100% (154)	100% (191)	100% (273)	100% (171)

6. HP Facebook - Trust with Data

How much do you trust Facebook with your personal data?

Asked of people with Facebook accounts

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
A lot	3%	3%	2%	4%	3%	3%	1%	2%	10%	3%	1%
Somewhat	32%	32%	32%	32%	42%	33%	18%	31%	32%	43%	21%
Not very much	34%	33%	36%	39%	30%	32%	39%	36%	27%	31%	38%
Not at all	28%	31%	24%	24%	20%	27%	40%	29%	30%	16%	34%
Not sure	3%	1%	5%	1%	5%	4%	3%	2%	3%	7%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(787)	(361)	(426)	(135)	(195)	(329)	(128)	(566)	(85)	(85)	(51)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
A lot	3%	5%	0%	4%	3%	4%	2%	—	3%	2%	2%	5%
Somewhat	32%	36%	31%	29%	36%	29%	19%	34%	36%	38%	27%	32%
Not very much	34%	40%	26%	41%	28%	39%	48%	39%	28%	34%	38%	35%
Not at all	28%	17%	39%	22%	29%	25%	31%	23%	30%	23%	29%	26%
Not sure	3%	3%	3%	3%	4%	3%	0%	4%	3%	3%	4%	2%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(787)	(297)	(288)	(202)	(380)	(215)	(91)	(101)	(153)	(190)	(273)	(171)

Interviewing Dates	April 22 - 25, 2016
Target population	U.S. citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, voter registration, political ideology, party identification, geographic region, and voter registration) was selected from the 2014 American Community Study. Voter registration and party identification were imputed from the November 2014 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted using propensity scores based on gender, age, race, education, political ideology, geographic region and voter registration. The weights range from 0.027 to 7.063, with a mean of one and a standard deviation of 0.904.
Number of respondents	1000
Margin of error	± 4.2% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.