

## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1100 adults. Fieldwork was undertaken between 29th - 30th August 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

**NOTE:** All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

**YouGovNY**  
**Internet Commenting**

US\_nat Sample: 29th - 30th August 2017



| Total | Gender |        | Age      |          |     | Region    |         |       |      | Race  |       |          |             |
|-------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------------|
|       | Male   | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |

**HYL\_q1. For the following question, if you do not have any social media accounts please select the 'Not applicable' option. How often, if ever, do you post pictures or videos of yourself on social media (e.g., facebook, twitter, etc)? Please select the option that best applies.**

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base  | 1100 | 463 | 637 | 279 | 341 | 480 | 228 | 236 | 370 | 266 | 803 | 123 | 83  | 91  |
| <b>Base: All US adults</b>                               | 1051 | 498 | 553 | 312 | 318 | 420 | 227 | 209 | 355 | 260 | 699 | 134 | 125 | 93  |
| Every day  | 10%  | 11% | 10% | 17% | 10% | 5%  | 15% | 10% | 10% | 6%  | 9%  | 11% | 11% | 17% |
| A few times a week                                       | 10%  | 11% | 9%  | 16% | 12% | 4%  | 12% | 11% | 9%  | 9%  | 8%  | 18% | 12% | 9%  |
| Once a week  | 6%   | 7%  | 6%  | 14% | 6%  | 1%  | 9%  | 5%  | 8%  | 5%  | 6%  | 2%  | 10% | 12% |
| A few times a month                                      | 11%  | 8%  | 14% | 13% | 14% | 8%  | 10% | 13% | 12% | 10% | 11% | 15% | 8%  | 8%  |
| Once a month   | 4%   | 3%  | 4%  | 6%  | 3%  | 3%  | 3%  | 3%  | 7%  | 4%  | 1%  | 4%  | 7%  | 7%  |
| Less often than once a month                             | 22%  | 18% | 25% | 16% | 24% | 25% | 18% | 24% | 21% | 25% | 24% | 16% | 19% | 21% |
| Never  | 20%  | 23% | 18% | 11% | 17% | 30% | 19% | 22% | 22% | 19% | 23% | 18% | 12% | 13% |
| Not applicable - I do not have any social media accounts | 16%  | 19% | 13% | 7%  | 13% | 24% | 15% | 12% | 16% | 19% | 14% | 20% | 23% | 12% |

**HYL\_q5. How important or unimportant is it for you to receive 'likes' on a photo of yourself that you've posted online? Please select the option that best applies.**

|  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base  | 697 | 261 | 436 | 227 | 237 | 233 | 145 | 152 | 230 | 170 | 492 | 79  | 62  | 64  |
| <b>Base: All US adults with a social media account and have posted pictures or videos before</b> | 670 | 292 | 377 | 254 | 222 | 193 | 150 | 138 | 220 | 162 | 437 | 83  | 81  | 69  |
| Very important   | 10% | 12% | 9%  | 16% | 9%  | 5%  | 10% | 9%  | 13% | 9%  | 10% | 6%  | 12% | 18% |
| Somewhat important   | 29% | 30% | 29% | 37% | 27% | 22% | 36% | 30% | 25% | 29% | 28% | 31% | 43% | 22% |
| Somewhat unimportant   | 20% | 17% | 23% | 21% | 22% | 19% | 21% | 20% | 21% | 20% | 21% | 22% | 19% | 20% |
| Not important at all   | 36% | 36% | 36% | 19% | 40% | 53% | 27% | 39% | 39% | 38% | 39% | 33% | 24% | 33% |
| Don't know   | 4%  | 5%  | 3%  | 7%  | 3%  | 1%  | 6%  | 3%  | 3%  | 4%  | 3%  | 8%  | 2%  | 7%  |
| Not applicable - I have never posted a photo of myself online                                    | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| Net: Important   | 40% | 42% | 38% | 53% | 35% | 27% | 46% | 39% | 37% | 38% | 37% | 37% | 55% | 40% |
| Net: Unimportant   | 56% | 53% | 59% | 40% | 62% | 72% | 48% | 59% | 60% | 58% | 60% | 55% | 43% | 53% |

**HYL\_q6. Have you ever taken an online post down (e.g., from social media, public forums, etc.) because of negative comments from others?**

|   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base   | 939 | 380 | 559 | 259 | 300 | 380 | 191 | 205 | 319 | 224 | 684 | 103 | 73  | 79  |
| <b>Base: All US adults with a social media account</b>      | 885 | 405 | 479 | 290 | 277 | 318 | 192 | 183 | 298 | 212 | 599 | 107 | 97  | 81  |
| Yes, I have   | 21% | 21% | 21% | 29% | 20% | 15% | 21% | 19% | 23% | 20% | 20% | 26% | 22% | 24% |
| No, I haven't   | 60% | 59% | 61% | 49% | 61% | 69% | 58% | 67% | 58% | 59% | 63% | 54% | 55% | 55% |
| Don't know / can't recall                                   | 11% | 13% | 10% | 16% | 14% | 5%  | 14% | 7%  | 12% | 13% | 10% | 12% | 17% | 12% |
| Not applicable - I have never posted anything online before | 7%  | 8%  | 7%  | 6%  | 5%  | 11% | 8%  | 7%  | 7%  | 9%  | 8%  | 8%  | 5%  | 9%  |

**YouGovNY**  
**Internet Commenting**

US\_nat Sample: 29th - 30th August 2017



| Total | Education                   |                      |        |           | Marital Status |           |          |         |               |                              | Children under the age of 18 |    | Income      |                |        |                   |
|-------|-----------------------------|----------------------|--------|-----------|----------------|-----------|----------|---------|---------------|------------------------------|------------------------------|----|-------------|----------------|--------|-------------------|
|       | No HS, High school graduate | Some college, 2 year | 4-year | Post Grad | Married        | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes                          | No | Under \$40k | \$40k to \$80k | \$80k+ | Prefer not to say |

**HYL\_q1. For the following question, if you do not have any social media accounts please select the 'Not applicable' option. How often, if ever, do you post pictures or videos of yourself on social media (e.g., facebook, twitter, etc)? Please select the option that best applies.**

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base  | 1100 | 392 | 384 | 207 | 117 | 532 | 24  | 107 | 57  | 346 | 34  | 279 | 821 | 362 | 327 | 232 | 179 |
| <b>Base: All US adults</b>                               | 1051 | 425 | 345 | 180 | 101 | 490 | 24  | 91  | 51  | 366 | 30  | 278 | 773 | 363 | 296 | 208 | 184 |
| Every day  | 10%  | 12% | 9%  | 9%  | 7%  | 10% | 23% | 2%  | 7%  | 11% | 20% | 15% | 8%  | 12% | 12% | 9%  | 6%  |
| A few times a week                                       | 10%  | 12% | 11% | 6%  | 7%  | 11% | 12% | 7%  | -   | 12% | 12% | 15% | 8%  | 12% | 9%  | 11% | 9%  |
| Once a week  | 6%   | 4%  | 8%  | 9%  | 6%  | 5%  | -   | 3%  | 3%  | 10% | 7%  | 9%  | 5%  | 8%  | 4%  | 9%  | 5%  |
| A few times a month                                      | 11%  | 8%  | 10% | 16% | 20% | 10% | 15% | 11% | 5%  | 13% | 15% | 10% | 12% | 12% | 16% | 10% | 3%  |
| Once a month   | 4%   | 4%  | 5%  | 2%  | 4%  | 4%  | -   | 2%  | 5%  | 4%  | 8%  | 4%  | 4%  | 4%  | 4%  | 3%  | 3%  |
| Less often than once a month                             | 22%  | 18% | 26% | 23% | 22% | 20% | 23% | 31% | 29% | 22% | 16% | 18% | 23% | 24% | 24% | 20% | 18% |
| Never  | 20%  | 22% | 20% | 20% | 17% | 22% | 15% | 22% | 26% | 17% | 21% | 11% | 24% | 16% | 23% | 21% | 26% |
| Not applicable - I do not have any social media accounts | 16%  | 19% | 12% | 15% | 18% | 18% | 13% | 23% | 24% | 11% | 2%  | 12% | 17% | 14% | 9%  | 15% | 31% |

**HYL\_q5. How important or unimportant is it for you to receive 'likes' on a photo of yourself that you've posted online? Please select the option that best applies.**

|  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base  | 697 | 231 | 260 | 133 | 73  | 323 | 18  | 60  | 29  | 242 | 25  | 225 | 472 | 255 | 217 | 146 | 79  |
| <b>Base: All US adults with a social media account and have posted pictures or videos before</b> | 670 | 251 | 236 | 117 | 66  | 292 | 17  | 50  | 25  | 262 | 23  | 214 | 455 | 254 | 202 | 133 | 80  |
| Very important   | 10% | 11% | 11% | 11% | 6%  | 12% | 7%  | 3%  | 7%  | 11% | 15% | 16% | 8%  | 9%  | 10% | 15% | 8%  |
| Somewhat important   | 29% | 30% | 27% | 26% | 40% | 29% | 28% | 28% | 21% | 31% | 30% | 31% | 29% | 30% | 30% | 33% | 19% |
| Somewhat unimportant   | 20% | 18% | 19% | 27% | 24% | 20% | 18% | 19% | 27% | 21% | 19% | 20% | 21% | 19% | 22% | 22% | 19% |
| Not important at all   | 36% | 36% | 39% | 33% | 30% | 38% | 43% | 48% | 42% | 31% | 32% | 32% | 38% | 36% | 36% | 30% | 45% |
| Don't know   | 4%  | 6%  | 4%  | 2%  | 1%  | 1%  | 4%  | 2%  | 3%  | 7%  | 4%  | 2%  | 5%  | 6%  | 2%  | -   | 8%  |
| Not applicable - I have never posted a photo of myself online                                    | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| Net: Important   | 40% | 41% | 38% | 37% | 45% | 40% | 35% | 31% | 28% | 42% | 45% | 46% | 37% | 39% | 40% | 48% | 27% |
| Net: Unimportant   | 56% | 54% | 58% | 60% | 54% | 58% | 60% | 67% | 69% | 51% | 51% | 52% | 59% | 55% | 58% | 52% | 64% |

**HYL\_q6. Have you ever taken an online post down (e.g., from social media, public forums, etc.) because of negative comments from others?**

|   |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base   | 939 | 329 | 339 | 176 | 95  | 449 | 22  | 84  | 43  | 308 | 33  | 258 | 681 | 316 | 296 | 195 | 132 |
| <b>Base: All US adults with a social media account</b>      | 885 | 345 | 304 | 153 | 83  | 400 | 21  | 70  | 38  | 326 | 29  | 243 | 641 | 312 | 269 | 176 | 127 |
| Yes, I have   | 21% | 21% | 22% | 24% | 15% | 23% | 27% | 11% | 16% | 20% | 30% | 29% | 18% | 22% | 18% | 25% | 20% |
| No, I haven't   | 60% | 57% | 60% | 59% | 77% | 62% | 59% | 65% | 63% | 56% | 55% | 56% | 62% | 58% | 67% | 61% | 49% |
| Don't know / can't recall                                   | 11% | 12% | 13% | 9%  | 7%  | 8%  | 8%  | 14% | 5%  | 17% | 5%  | 11% | 11% | 13% | 7%  | 12% | 14% |
| Not applicable - I have never posted anything online before | 7%  | 10% | 5%  | 9%  | 2%  | 7%  | 6%  | 10% | 17% | 7%  | 10% | 4%  | 9%  | 6%  | 8%  | 2%  | 16% |



| Total | Social networks membership |         |          |         |         |           |        |           |          |          |           |       |            |      |
|-------|----------------------------|---------|----------|---------|---------|-----------|--------|-----------|----------|----------|-----------|-------|------------|------|
|       | Facebook                   | Twitter | LinkedIn | Google+ | MySpace | Pinterest | Tumblr | Instagram | nosquare | Snapchat | Periscope | Other | Don't know | None |

HYL\_q1. For the following question, if you do not have any social media accounts please select the 'Not applicable' option. How often, if ever, do you post pictures or videos of yourself on social media (e.g., facebook, twitter, etc)? Please select the option that best applies.

|  |      |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base  | 1100 | 868 | 424 | 322 | 298 | 69  | 319 | 96  | 340 | 2   | 180 | 26  | 28  | 6   | 125 |
| <b>Base: All US adults</b>                               | 1051 | 821 | 407 | 285 | 304 | 71  | 290 | 93  | 349 | 2   | 186 | 24  | 27  | 6   | 121 |
| Every day  | 10%  | 12% | 15% | 7%  | 12% | 17% | 9%  | 13% | 17% | -   | 17% | 28% | 23% | -   | 1%  |
| A few times a week                                       | 10%  | 12% | 12% | 10% | 14% | 21% | 12% | 13% | 20% | -   | 18% | 15% | 7%  | -   | 2%  |
| Once a week  | 6%   | 8%  | 8%  | 7%  | 9%  | 8%  | 8%  | 13% | 13% | -   | 11% | 6%  | -   | -   | -   |
| A few times a month                                      | 11%  | 13% | 13% | 17% | 15% | 11% | 18% | 13% | 16% | -   | 13% | 14% | 16% | 15% | 1%  |
| Once a month   | 4%   | 5%  | 6%  | 4%  | 5%  | 6%  | 5%  | 5%  | 6%  | -   | 8%  | 7%  | 6%  | -   | -   |
| Less often than once a month                             | 22%  | 26% | 24% | 27% | 26% | 23% | 27% | 23% | 20% | 47% | 22% | 24% | 23% | -   | 2%  |
| Never  | 20%  | 21% | 19% | 22% | 14% | 10% | 16% | 15% | 8%  | 53% | 8%  | 7%  | 22% | 54% | 12% |
| Not applicable - I do not have any social media accounts | 16%  | 4%  | 3%  | 7%  | 5%  | 2%  | 5%  | 4%  | 1%  | -   | 2%  | -   | 3%  | 31% | 82% |

HYL\_q5. How important or unimportant is it for you to receive 'likes' on a photo of yourself that you've posted online? Please select the option that best applies.

|  |     |     |     |     |     |     |     |     |     |      |     |     |     |      |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|------|-----|
| Unweighted base  | 697 | 648 | 330 | 226 | 242 | 59  | 252 | 77  | 306 | 1    | 161 | 24  | 21  | 1    | 7   |
| <b>Base: All US adults with a social media account and have posted pictures or videos before</b> | 670 | 619 | 318 | 203 | 248 | 62  | 229 | 75  | 317 | 1    | 168 | 22  | 20  | 1    | 7   |
| Very important   | 10% | 10% | 13% | 6%  | 14% | 18% | 10% | 14% | 14% | -    | 13% | 14% | 23% | -    | 26% |
| Somewhat important   | 29% | 30% | 28% | 34% | 34% | 38% | 30% | 24% | 32% | -    | 40% | 38% | 25% | -    | 12% |
| Somewhat unimportant   | 20% | 20% | 21% | 23% | 17% | 12% | 24% | 34% | 21% | -    | 18% | 7%  | 15% | 100% | -   |
| Not important at all   | 36% | 36% | 34% | 36% | 33% | 26% | 35% | 27% | 29% | 100% | 24% | 42% | 37% | -    | 35% |
| Don't know   | 4%  | 4%  | 4%  | 2%  | 3%  | 7%  | 1%  | 1%  | 5%  | -    | 4%  | -   | -   | -    | 27% |
| Not applicable - I have never posted a photo of myself online                                    | -   | -   | -   | -   | -   | -   | -   | -   | -   | -    | -   | -   | -   | -    | -   |
| Net: Important   | 40% | 40% | 41% | 39% | 48% | 56% | 40% | 38% | 46% | -    | 54% | 52% | 48% | -    | 38% |
| Net: Unimportant   | 56% | 56% | 55% | 59% | 49% | 38% | 59% | 61% | 50% | 100% | 42% | 48% | 52% | 100% | 35% |

HYL\_q6. Have you ever taken an online post down (e.g., from social media, public forums, etc.) because of negative comments from others?

|   |     |     |     |     |     |     |     |     |     |      |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|
| Unweighted base   | 939 | 843 | 414 | 301 | 286 | 67  | 307 | 92  | 336 | 2    | 177 | 26  | 27  | 4   | 24  |
| <b>Base: All US adults with a social media account</b>      | 885 | 792 | 395 | 266 | 289 | 69  | 275 | 89  | 344 | 2    | 183 | 24  | 26  | 4   | 21  |
| Yes, I have   | 21% | 23% | 25% | 17% | 27% | 36% | 22% | 33% | 30% | -    | 25% | 35% | 32% | -   | 8%  |
| No, I haven't   | 60% | 61% | 60% | 69% | 56% | 54% | 65% | 46% | 56% | 100% | 53% | 40% | 52% | 22% | 51% |
| Don't know / can't recall                                   | 11% | 11% | 11% | 9%  | 12% | 7%  | 10% | 13% | 11% | -    | 18% | 24% | 16% | 33% | 12% |
| Not applicable - I have never posted anything online before | 7%  | 6%  | 4%  | 6%  | 5%  | 3%  | 4%  | 7%  | 3%  | -    | 3%  | -   | -   | 46% | 29% |



| Total | Post on social media |                    |             |                     |              |                              |       |  | Importance on 'likes' |                    |                      |                      |            |   |           | Importance on 'likes' |                         |                               |
|-------|----------------------|--------------------|-------------|---------------------|--------------|------------------------------|-------|--|-----------------------|--------------------|----------------------|----------------------|------------|---|-----------|-----------------------|-------------------------|-------------------------------|
|       | Every day            | A few times a week | Once a week | A few times a month | Once a month | Less often than once a month | Never | Not applicable - I do not have any social media accounts | Very important        | Somewhat important | Somewhat unimportant | Not important at all | Don't know | Not applicable - I have never posted a photo of myself online | Important | Unimportant           | Heard about it, know it | Heard about it, don't know it |

HY1\_q1. For the following question, if you do not have any social media accounts please select the 'Not applicable' option. How often, if ever, do you post pictures or videos of yourself on social media (e.g., facebook, twitter, etc)? Please select the option that best applies.

|  |      |      |      |      |      |      |      |      |      |     |     |     |     |     |   |     |     |     |     |     |
|--|------|------|------|------|------|------|------|------|------|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|
| Unweighted base  | 1100 | 102  | 97   | 62   | 133  | 46   | 257  | 242  | 161  | 66  | 186 | 150 | 271 | 24  | - | 252 | 421 | 521 | 230 | 188 |
| <b>Base: All US adults</b>                               | 1051 | 106  | 106  | 67   | 118  | 42   | 231  | 215  | 166  | 70  | 197 | 137 | 241 | 26  | - | 266 | 378 | 481 | 219 | 184 |
| Every day  | 10%  | 100% | -    | -    | -    | -    | -    | -    | -    | 54% | 17% | 5%  | 10% | 15% | - | 26% | 8%  | 11% | 12% | 14% |
| A few times a week                                       | 10%  | -    | 100% | -    | -    | -    | -    | -    | -    | 21% | 20% | 15% | 9%  | 41% | - | 20% | 11% | 12% | 10% | 15% |
| Once a week  | 6%   | -    | -    | 100% | -    | -    | -    | -    | -    | 14% | 14% | 12% | 4%  | 17% | - | 14% | 7%  | 8%  | 10% | 4%  |
| A few times a month                                      | 11%  | -    | -    | -    | 100% | -    | -    | -    | -    | 7%  | 16% | 28% | 17% | 14% | - | 14% | 21% | 15% | 10% | 12% |
| Once a month   | 4%   | -    | -    | -    | -    | 100% | -    | -    | -    | 2%  | 5%  | 10% | 7%  | -   | - | 5%  | 8%  | 5%  | 2%  | 2%  |
| Less often than once a month                             | 22%  | -    | -    | -    | -    | -    | 100% | -    | -    | 1%  | 29% | 31% | 53% | 13% | - | 22% | 45% | 27% | 29% | 21% |
| Never  | 20%  | -    | -    | -    | -    | -    | -    | 100% | -    | -   | -   | -   | -   | -   | - | -   | -   | 22% | 23% | 33% |
| Not applicable - I do not have any social media accounts | 16%  | -    | -    | -    | -    | -    | -    | -    | 100% | -   | -   | -   | -   | -   | - | -   | -   | -   | -   | -   |

HY1\_q5. How important or unimportant is it for you to receive 'likes' on a photo of yourself that you've posted online? Please select the option that best applies.

|  |     |     |     |     |     |     |     |   |   |      |      |      |      |      |   |      |      |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|---|---|------|------|------|------|------|---|------|------|-----|-----|-----|
| Unweighted base  | 697 | 102 | 97  | 62  | 133 | 46  | 257 | - | - | 66   | 186  | 150  | 271  | 24   | - | 252  | 421  | 402 | 171 | 124 |
| <b>Base: All US adults with a social media account and have posted pictures or videos before</b> | 670 | 106 | 106 | 67  | 118 | 42  | 231 | - | - | 70   | 197  | 137  | 241  | 26   | - | 266  | 378  | 377 | 169 | 123 |
| Very important   | 10% | 36% | 14% | 14% | 4%  | 4%  | 0%  | - | - | 100% | -    | -    | -    | -    | - | 26%  | -    | 11% | 8%  | 13% |
| Somewhat important   | 29% | 31% | 36% | 40% | 27% | 25% | 25% | - | - | -    | 100% | -    | -    | -    | - | 74%  | -    | 28% | 32% | 30% |
| Somewhat unimportant   | 20% | 6%  | 19% | 25% | 32% | 31% | 18% | - | - | -    | -    | 100% | -    | -    | - | -    | 36%  | 24% | 19% | 13% |
| Not important at all   | 36% | 23% | 21% | 14% | 34% | 40% | 55% | - | - | -    | -    | -    | 100% | -    | - | -    | 64%  | 35% | 36% | 37% |
| Don't know   | 4%  | 4%  | 10% | 7%  | 3%  | -   | 1%  | - | - | -    | -    | -    | -    | 100% | - | -    | -    | 3%  | 4%  | 7%  |
| Not applicable - I have never posted a photo of myself online                                    | -   | -   | -   | -   | -   | -   | -   | - | - | -    | -    | -    | -    | -    | - | -    | -    | -   | -   | -   |
| Net: Important   | 40% | 67% | 50% | 55% | 31% | 29% | 25% | - | - | 100% | 100% | -    | -    | -    | - | 100% | -    | 39% | 40% | 43% |
| Net: Unimportant   | 56% | 29% | 40% | 39% | 66% | 71% | 74% | - | - | -    | -    | 100% | 100% | -    | - | -    | 100% | 59% | 56% | 50% |

HY1\_q6. Have you ever taken an online post down (e.g., from social media, public forums, etc.) because of negative comments from others?

|   |     |     |     |     |     |     |     |     |   |     |     |     |     |     |   |     |     |     |     |     |
|---|-----|-----|-----|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|
| Unweighted base   | 939 | 102 | 97  | 62  | 133 | 46  | 257 | 242 | - | 66  | 186 | 150 | 271 | 24  | - | 252 | 421 | 521 | 230 | 188 |
| <b>Base: All US adults with a social media account</b>      | 885 | 106 | 106 | 67  | 118 | 42  | 231 | 215 | - | 70  | 197 | 137 | 241 | 26  | - | 266 | 378 | 481 | 219 | 184 |
| Yes, I have   | 21% | 45% | 39% | 27% | 20% | 10% | 14% | 9%  | - | 67% | 24% | 17% | 18% | 22% | - | 36% | 18% | 24% | 18% | 17% |
| No, I haven't   | 60% | 45% | 43% | 51% | 66% | 65% | 70% | 63% | - | 29% | 59% | 69% | 66% | 25% | - | 51% | 67% | 62% | 59% | 55% |
| Don't know / can't recall                                   | 11% | 5%  | 13% | 15% | 11% | 21% | 14% | 8%  | - | 2%  | 14% | 12% | 13% | 27% | - | 11% | 12% | 9%  | 16% | 12% |
| Not applicable - I have never posted anything online before | 7%  | 5%  | 5%  | 7%  | 2%  | 4%  | 2%  | 19% | - | 1%  | 2%  | 3%  | 3%  | 26% | - | 2%  | 3%  | 4%  | 8%  | 15% |

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US\_nat Sample: 29th - 30th August 2017



| Total | Gender |        | Age      |          |     | Region    |         |       |      | Race  |       |          |             |
|-------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------------|
|       | Male   | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |

**HYI\_Q2a\_1. To what extent do you agree or disagree with each of the following statements?**

- I have felt bad about myself as a result of negative comments on something I posted online (e.g., on social media, in a public form, etc.)

|   | 867        | 351        | 516        | 244        | 283        | 340        | 176        | 191        | 298        | 202        | 633        | 95        | 68        | 71        |
|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|
| Unweighted base   | 867        | 351        | 516        | 244        | 283        | 340        | 176        | 191        | 298        | 202        | 633        | 95        | 68        | 71        |
| <b>Base: All US adults with a social media account and have posted something before</b> | <b>819</b> | <b>374</b> | <b>445</b> | <b>273</b> | <b>262</b> | <b>285</b> | <b>177</b> | <b>170</b> | <b>279</b> | <b>193</b> | <b>554</b> | <b>99</b> | <b>92</b> | <b>74</b> |
| Strongly agree  | 8%         | 8%         | 9%         | 16%        | 8%         | 2%         | 11%        | 8%         | 6%         | 9%         | 7%         | 13%       | 6%        | 14%       |
| Somewhat agree  | 12%        | 11%        | 13%        | 21%        | 9%         | 7%         | 12%        | 11%        | 15%        | 10%        | 11%        | 12%       | 13%       | 24%       |
| Neither agree nor disagree  | 29%        | 33%        | 26%        | 27%        | 30%        | 32%        | 31%        | 28%        | 28%        | 29%        | 29%        | 29%       | 34%       | 28%       |
| Somewhat disagree   | 15%        | 12%        | 16%        | 12%        | 18%        | 14%        | 13%        | 16%        | 12%        | 18%        | 14%        | 10%       | 21%       | 16%       |
| Strongly disagree   | 35%        | 35%        | 35%        | 24%        | 35%        | 46%        | 33%        | 34%        | 38%        | 34%        | 39%        | 36%       | 27%       | 18%       |
| Net: Agree  | 21%        | 19%        | 22%        | 37%        | 17%        | 9%         | 24%        | 19%        | 21%        | 20%        | 18%        | 25%       | 19%       | 38%       |
| Net: Disagree   | 50%        | 48%        | 52%        | 36%        | 53%        | 60%        | 46%        | 50%        | 51%        | 52%        | 53%        | 46%       | 48%       | 34%       |

**HYI\_q2a\_2. To what extent do you agree or disagree with each of the following statements?**

- I have regretted posting something online (e.g., on social media, in a public forum, etc.) as a result of negative comments someone made on that post

|   | 867        | 351        | 516        | 244        | 283        | 340        | 176        | 191        | 298        | 202        | 633        | 95        | 68        | 71        |
|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|
| Unweighted base   | 867        | 351        | 516        | 244        | 283        | 340        | 176        | 191        | 298        | 202        | 633        | 95        | 68        | 71        |
| <b>Base: All US adults with a social media account and have posted something before</b> | <b>819</b> | <b>374</b> | <b>445</b> | <b>273</b> | <b>262</b> | <b>285</b> | <b>177</b> | <b>170</b> | <b>279</b> | <b>193</b> | <b>554</b> | <b>99</b> | <b>92</b> | <b>74</b> |
| Strongly agree  | 10%        | 9%         | 10%        | 15%        | 9%         | 5%         | 9%         | 11%        | 9%         | 10%        | 9%         | 13%       | 7%        | 15%       |
| Somewhat agree  | 16%        | 13%        | 18%        | 21%        | 17%        | 10%        | 11%        | 18%        | 17%        | 16%        | 15%        | 16%       | 16%       | 20%       |
| Neither agree nor disagree  | 29%        | 31%        | 27%        | 28%        | 30%        | 29%        | 31%        | 30%        | 28%        | 29%        | 27%        | 30%       | 38%       | 34%       |
| Somewhat disagree   | 13%        | 13%        | 14%        | 14%        | 11%        | 14%        | 16%        | 12%        | 10%        | 16%        | 14%        | 11%       | 17%       | 8%        |
| Strongly disagree   | 32%        | 33%        | 31%        | 21%        | 32%        | 43%        | 32%        | 29%        | 35%        | 30%        | 35%        | 30%       | 22%       | 22%       |
| Net: Agree  | 25%        | 22%        | 28%        | 36%        | 27%        | 14%        | 20%        | 29%        | 26%        | 26%        | 24%        | 29%       | 23%       | 36%       |
| Net: Disagree   | 45%        | 46%        | 45%        | 36%        | 43%        | 57%        | 49%        | 41%        | 46%        | 46%        | 49%        | 41%       | 39%       | 30%       |

**HYI\_q2a\_3. To what extent do you agree or disagree with each of the following statements?**

- I have felt better about myself as a result of comments on something I posted online (e.g., social media, public forum, etc.)

|   | 867        | 351        | 516        | 244        | 283        | 340        | 176        | 191        | 298        | 202        | 633        | 95        | 68        | 71        |
|---|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|
| Unweighted base   | 867        | 351        | 516        | 244        | 283        | 340        | 176        | 191        | 298        | 202        | 633        | 95        | 68        | 71        |
| <b>Base: All US adults with a social media account and have posted something before</b> | <b>819</b> | <b>374</b> | <b>445</b> | <b>273</b> | <b>262</b> | <b>285</b> | <b>177</b> | <b>170</b> | <b>279</b> | <b>193</b> | <b>554</b> | <b>99</b> | <b>92</b> | <b>74</b> |
| Strongly agree  | 15%        | 15%        | 16%        | 21%        | 14%        | 12%        | 15%        | 16%        | 17%        | 14%        | 16%        | 11%       | 13%       | 17%       |
| Somewhat agree  | 29%        | 27%        | 32%        | 37%        | 26%        | 25%        | 34%        | 26%        | 27%        | 31%        | 32%        | 27%       | 23%       | 21%       |
| Neither agree nor disagree  | 39%        | 41%        | 38%        | 28%        | 43%        | 46%        | 38%        | 44%        | 38%        | 38%        | 37%        | 46%       | 43%       | 44%       |
| Somewhat disagree   | 5%         | 5%         | 4%         | 5%         | 4%         | 5%         | 5%         | 2%         | 6%         | 5%         | 4%         | 3%        | 10%       | 7%        |
| Strongly disagree   | 11%        | 13%        | 10%        | 9%         | 13%        | 12%        | 8%         | 11%        | 12%        | 12%        | 11%        | 13%       | 11%       | 12%       |
| Net: Agree  | 45%        | 41%        | 48%        | 58%        | 40%        | 36%        | 49%        | 42%        | 44%        | 45%        | 48%        | 38%       | 36%       | 38%       |
| Net: Disagree   | 16%        | 18%        | 14%        | 14%        | 17%        | 17%        | 13%        | 14%        | 18%        | 17%        | 15%        | 16%       | 21%       | 18%       |

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| Total | Education                   |                      |        |           | Marital Status |           |          |         |               |                              | Children under the age of 18 |    | Income      |                |        |                   |
|-------|-----------------------------|----------------------|--------|-----------|----------------|-----------|----------|---------|---------------|------------------------------|------------------------------|----|-------------|----------------|--------|-------------------|
|       | No HS, High school graduate | Some college, 2 year | 4-year | Post Grad | Married        | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes                          | No | Under \$40k | \$40k to \$80k | \$80k+ | Prefer not to say |

**HYI\_Q2a\_1. To what extent do you agree or disagree with each of the following statements?**

- I have felt bad about myself as a result of negative comments on something I posted online (e.g., on social media, in a public form, etc.)

|   | 867        | 294        | 320        | 160        | 93        | 418        | 21        | 76        | 36        | 287        | 29        | 248        | 619        | 293        | 272        | 190        | 112        |
|---|------------|------------|------------|------------|-----------|------------|-----------|-----------|-----------|------------|-----------|------------|------------|------------|------------|------------|------------|
| Unweighted base   | 867        | 294        | 320        | 160        | 93        | 418        | 21        | 76        | 36        | 287        | 29        | 248        | 619        | 293        | 272        | 190        | 112        |
| <b>Base: All US adults with a social media account and have posted something before</b> | <b>819</b> | <b>310</b> | <b>289</b> | <b>139</b> | <b>82</b> | <b>374</b> | <b>19</b> | <b>63</b> | <b>32</b> | <b>305</b> | <b>26</b> | <b>235</b> | <b>585</b> | <b>292</b> | <b>248</b> | <b>173</b> | <b>107</b> |
| Strongly agree  | 8%         | 10%        | 7%         | 10%        | 6%        | 7%         | 6%        | 3%        | -         | 11%        | 19%       | 11%        | 7%         | 7%         | 9%         | 10%        | 9%         |
| Somewhat agree  | 12%        | 10%        | 15%        | 14%        | 10%       | 11%        | 5%        | 8%        | 12%       | 16%        | 10%       | 17%        | 11%        | 14%        | 11%        | 16%        | 7%         |
| Neither agree nor disagree  | 29%        | 31%        | 32%        | 26%        | 22%       | 31%        | 42%       | 18%       | 35%       | 29%        | 12%       | 29%        | 30%        | 30%        | 31%        | 22%        | 37%        |
| Somewhat disagree   | 15%        | 16%        | 12%        | 16%        | 18%       | 14%        | 13%       | 17%       | 16%       | 14%        | 19%       | 16%        | 14%        | 14%        | 13%        | 18%        | 14%        |
| Strongly disagree   | 35%        | 34%        | 34%        | 34%        | 45%       | 36%        | 34%       | 54%       | 37%       | 30%        | 41%       | 28%        | 38%        | 35%        | 36%        | 35%        | 33%        |
| Net: Agree  | 21%        | 20%        | 22%        | 24%        | 16%       | 19%        | 11%       | 11%       | 12%       | 27%        | 27%       | 28%        | 18%        | 21%        | 20%        | 26%        | 16%        |
| Net: Disagree   | 50%        | 50%        | 46%        | 51%        | 63%       | 50%        | 47%       | 71%       | 53%       | 44%        | 60%       | 44%        | 52%        | 50%        | 49%        | 53%        | 47%        |

**HYI\_q2a\_2. To what extent do you agree or disagree with each of the following statements?**

- I have regretted posting something online (e.g., on social media, in a public forum, etc.) as a result of negative comments someone made on that post

|   | 867        | 294        | 320        | 160        | 93        | 418        | 21        | 76        | 36        | 287        | 29        | 248        | 619        | 293        | 272        | 190        | 112        |
|---|------------|------------|------------|------------|-----------|------------|-----------|-----------|-----------|------------|-----------|------------|------------|------------|------------|------------|------------|
| Unweighted base   | 867        | 294        | 320        | 160        | 93        | 418        | 21        | 76        | 36        | 287        | 29        | 248        | 619        | 293        | 272        | 190        | 112        |
| <b>Base: All US adults with a social media account and have posted something before</b> | <b>819</b> | <b>310</b> | <b>289</b> | <b>139</b> | <b>82</b> | <b>374</b> | <b>19</b> | <b>63</b> | <b>32</b> | <b>305</b> | <b>26</b> | <b>235</b> | <b>585</b> | <b>292</b> | <b>248</b> | <b>173</b> | <b>107</b> |
| Strongly agree  | 10%        | 8%         | 10%        | 13%        | 7%        | 10%        | 4%        | 2%        | 8%        | 12%        | 3%        | 14%        | 8%         | 10%        | 9%         | 11%        | 9%         |
| Somewhat agree  | 16%        | 15%        | 15%        | 21%        | 11%       | 15%        | 14%       | 15%       | 17%       | 15%        | 32%       | 23%        | 13%        | 16%        | 16%        | 17%        | 12%        |
| Neither agree nor disagree  | 29%        | 31%        | 30%        | 25%        | 22%       | 31%        | 15%       | 23%       | 28%       | 31%        | 6%        | 26%        | 30%        | 32%        | 26%        | 24%        | 39%        |
| Somewhat disagree   | 13%        | 14%        | 11%        | 12%        | 19%       | 12%        | 28%       | 12%       | 19%       | 13%        | 26%       | 11%        | 14%        | 13%        | 16%        | 12%        | 11%        |
| Strongly disagree   | 32%        | 31%        | 33%        | 28%        | 40%       | 32%        | 39%       | 47%       | 29%       | 29%        | 32%       | 26%        | 35%        | 30%        | 33%        | 36%        | 28%        |
| Net: Agree  | 25%        | 23%        | 25%        | 35%        | 18%       | 25%        | 18%       | 18%       | 25%       | 28%        | 35%       | 37%        | 21%        | 25%        | 25%        | 28%        | 22%        |
| Net: Disagree   | 45%        | 45%        | 44%        | 40%        | 59%       | 44%        | 66%       | 59%       | 47%       | 41%        | 58%       | 37%        | 49%        | 43%        | 49%        | 48%        | 39%        |

**HYI\_q2a\_3. To what extent do you agree or disagree with each of the following statements?**

- I have felt better about myself as a result of comments on something I posted online (e.g., social media, public forum, etc.)

|   | 867        | 294        | 320        | 160        | 93        | 418        | 21        | 76        | 36        | 287        | 29        | 248        | 619        | 293        | 272        | 190        | 112        |
|---|------------|------------|------------|------------|-----------|------------|-----------|-----------|-----------|------------|-----------|------------|------------|------------|------------|------------|------------|
| Unweighted base   | 867        | 294        | 320        | 160        | 93        | 418        | 21        | 76        | 36        | 287        | 29        | 248        | 619        | 293        | 272        | 190        | 112        |
| <b>Base: All US adults with a social media account and have posted something before</b> | <b>819</b> | <b>310</b> | <b>289</b> | <b>139</b> | <b>82</b> | <b>374</b> | <b>19</b> | <b>63</b> | <b>32</b> | <b>305</b> | <b>26</b> | <b>235</b> | <b>585</b> | <b>292</b> | <b>248</b> | <b>173</b> | <b>107</b> |
| Strongly agree  | 15%        | 14%        | 14%        | 21%        | 16%       | 15%        | 17%       | 10%       | 7%        | 18%        | 14%       | 21%        | 13%        | 14%        | 15%        | 20%        | 13%        |
| Somewhat agree  | 29%        | 28%        | 27%        | 32%        | 39%       | 30%        | 18%       | 24%       | 30%       | 30%        | 35%       | 29%        | 29%        | 26%        | 29%        | 37%        | 26%        |
| Neither agree nor disagree  | 39%        | 42%        | 41%        | 33%        | 33%       | 39%        | 48%       | 43%       | 55%       | 36%        | 42%       | 33%        | 41%        | 46%        | 40%        | 27%        | 39%        |
| Somewhat disagree   | 5%         | 5%         | 5%         | 4%         | 2%        | 6%         | 5%        | 4%        | 3%        | 4%         | -         | 7%         | 4%         | 3%         | 5%         | 4%         | 9%         |
| Strongly disagree   | 11%        | 10%        | 13%        | 10%        | 10%       | 10%        | 12%       | 19%       | 5%        | 12%        | 9%        | 9%         | 12%        | 11%        | 10%        | 12%        | 13%        |
| Net: Agree  | 45%        | 42%        | 41%        | 53%        | 55%       | 45%        | 35%       | 34%       | 37%       | 48%        | 49%       | 50%        | 43%        | 40%        | 45%        | 57%        | 39%        |
| Net: Disagree   | 16%        | 15%        | 19%        | 14%        | 13%       | 16%        | 17%       | 23%       | 8%        | 16%        | 9%        | 16%        | 16%        | 14%        | 15%        | 16%        | 22%        |

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US\_nat Sample: 29th - 30th August 2017



| Total | Social networks membership |         |          |         |         |           |        |           |          |          |           |       |            |      |
|-------|----------------------------|---------|----------|---------|---------|-----------|--------|-----------|----------|----------|-----------|-------|------------|------|
|       | Facebook                   | Twitter | LinkedIn | Google+ | MySpace | Pinterest | Tumblr | Instagram | nosquare | Snapchat | Periscope | Other | Don't know | None |

**HYI\_Q2a\_1. To what extent do you agree or disagree with each of the following statements?**

- I have felt bad about myself as a result of negative comments on something I posted online (e.g., on social media, in a public form, etc.)

|   | 867        | 791        | 398        | 285        | 273        | 64        | 297        | 86        | 325        | 2        | 171        | 26        | 27        | 2        | 17        |
|---|------------|------------|------------|------------|------------|-----------|------------|-----------|------------|----------|------------|-----------|-----------|----------|-----------|
| Unweighted base   | 867        | 791        | 398        | 285        | 273        | 64        | 297        | 86        | 325        | 2        | 171        | 26        | 27        | 2        | 17        |
| <b>Base: All US adults with a social media account and have posted something before</b> | <b>819</b> | <b>744</b> | <b>379</b> | <b>251</b> | <b>275</b> | <b>67</b> | <b>266</b> | <b>82</b> | <b>333</b> | <b>2</b> | <b>176</b> | <b>24</b> | <b>26</b> | <b>2</b> | <b>15</b> |
| Strongly agree  | 8%         | 8%         | 12%        | 6%         | 14%        | 23%       | 9%         | 22%       | 14%        | -        | 12%        | 22%       | 14%       | 60%      | 6%        |
| Somewhat agree  | 12%        | 13%        | 16%        | 14%        | 18%        | 12%       | 15%        | 14%       | 17%        | -        | 17%        | 21%       | 18%       | 40%      | -         |
| Neither agree nor disagree  | 29%        | 29%        | 24%        | 26%        | 27%        | 33%       | 23%        | 25%       | 24%        | 53%      | 29%        | 19%       | 22%       | -        | 56%       |
| Somewhat disagree   | 15%        | 15%        | 16%        | 17%        | 13%        | 10%       | 16%        | 17%       | 16%        | -        | 13%        | 5%        | 20%       | -        | 6%        |
| Strongly disagree   | 35%        | 35%        | 32%        | 38%        | 28%        | 23%       | 36%        | 23%       | 30%        | 47%      | 29%        | 32%       | 26%       | -        | 32%       |
| Net: Agree  | 21%        | 21%        | 28%        | 20%        | 32%        | 35%       | 24%        | 36%       | 30%        | -        | 29%        | 43%       | 32%       | 100%     | 6%        |
| Net: Disagree   | 50%        | 50%        | 48%        | 54%        | 41%        | 33%       | 53%        | 40%       | 46%        | 47%      | 42%        | 38%       | 47%       | -        | 38%       |

**HYI\_q2a\_2. To what extent do you agree or disagree with each of the following statements?**

- I have regretted posting something online (e.g., on social media, in a public forum, etc.) as a result of negative comments someone made on that post

|   | 867        | 791        | 398        | 285        | 273        | 64        | 297        | 86        | 325        | 2        | 171        | 26        | 27        | 2        | 17        |
|---|------------|------------|------------|------------|------------|-----------|------------|-----------|------------|----------|------------|-----------|-----------|----------|-----------|
| Unweighted base   | 867        | 791        | 398        | 285        | 273        | 64        | 297        | 86        | 325        | 2        | 171        | 26        | 27        | 2        | 17        |
| <b>Base: All US adults with a social media account and have posted something before</b> | <b>819</b> | <b>744</b> | <b>379</b> | <b>251</b> | <b>275</b> | <b>67</b> | <b>266</b> | <b>82</b> | <b>333</b> | <b>2</b> | <b>176</b> | <b>24</b> | <b>26</b> | <b>2</b> | <b>15</b> |
| Strongly agree  | 10%        | 10%        | 12%        | 9%         | 13%        | 17%       | 10%        | 20%       | 14%        | -        | 12%        | 20%       | 14%       | 60%      | 5%        |
| Somewhat agree  | 16%        | 16%        | 19%        | 17%        | 19%        | 26%       | 19%        | 21%       | 21%        | -        | 21%        | 34%       | 23%       | 40%      | 17%       |
| Neither agree nor disagree  | 29%        | 29%        | 28%        | 21%        | 30%        | 24%       | 22%        | 20%       | 28%        | 53%      | 32%        | 8%        | 14%       | -        | 45%       |
| Somewhat disagree   | 13%        | 14%        | 13%        | 15%        | 11%        | 10%       | 13%        | 22%       | 12%        | -        | 11%        | 3%        | 19%       | -        | 6%        |
| Strongly disagree   | 32%        | 32%        | 28%        | 37%        | 26%        | 24%       | 36%        | 17%       | 26%        | 47%      | 24%        | 35%       | 30%       | -        | 27%       |
| Net: Agree  | 25%        | 25%        | 30%        | 26%        | 33%        | 43%       | 29%        | 41%       | 35%        | -        | 33%        | 53%       | 37%       | 100%     | 23%       |
| Net: Disagree   | 45%        | 46%        | 42%        | 53%        | 37%        | 33%       | 49%        | 39%       | 38%        | 47%      | 35%        | 39%       | 48%       | -        | 33%       |

**HYI\_q2a\_3. To what extent do you agree or disagree with each of the following statements?**

- I have felt better about myself as a result of comments on something I posted online (e.g., social media, public forum, etc.)

|   | 867        | 791        | 398        | 285        | 273        | 64        | 297        | 86        | 325        | 2        | 171        | 26        | 27        | 2        | 17        |
|---|------------|------------|------------|------------|------------|-----------|------------|-----------|------------|----------|------------|-----------|-----------|----------|-----------|
| Unweighted base   | 867        | 791        | 398        | 285        | 273        | 64        | 297        | 86        | 325        | 2        | 171        | 26        | 27        | 2        | 17        |
| <b>Base: All US adults with a social media account and have posted something before</b> | <b>819</b> | <b>744</b> | <b>379</b> | <b>251</b> | <b>275</b> | <b>67</b> | <b>266</b> | <b>82</b> | <b>333</b> | <b>2</b> | <b>176</b> | <b>24</b> | <b>26</b> | <b>2</b> | <b>15</b> |
| Strongly agree  | 15%        | 16%        | 18%        | 17%        | 21%        | 28%       | 21%        | 24%       | 21%        | -        | 25%        | 38%       | 22%       | 60%      | -         |
| Somewhat agree  | 29%        | 29%        | 34%        | 34%        | 27%        | 18%       | 32%        | 38%       | 29%        | -        | 29%        | 24%       | 48%       | 40%      | 23%       |
| Neither agree nor disagree  | 39%        | 40%        | 36%        | 35%        | 37%        | 43%       | 31%        | 33%       | 33%        | 100%     | 32%        | 16%       | 14%       | -        | 50%       |
| Somewhat disagree   | 5%         | 5%         | 4%         | 5%         | 5%         | 4%        | 4%         | 1%        | 6%         | -        | 2%         | 7%        | -         | -        | -         |
| Strongly disagree   | 11%        | 10%        | 8%         | 9%         | 10%        | 7%        | 12%        | 4%        | 11%        | -        | 11%        | 15%       | 16%       | -        | 27%       |
| Net: Agree  | 45%        | 45%        | 52%        | 51%        | 48%        | 46%       | 53%        | 63%       | 50%        | -        | 54%        | 62%       | 70%       | 100%     | 23%       |
| Net: Disagree   | 16%        | 15%        | 12%        | 14%        | 15%        | 11%       | 17%        | 5%        | 17%        | -        | 14%        | 22%       | 16%       | -        | 27%       |



**YouGovNY**  
Internet Commenting

US\_nat Sample: 29th - 30th August 2017



| Total | Post on social media |                    |             |                     |              |                              |       |  | Importance on 'likes' |                    |                      |                      |            |   | Importance on 'likes' |             |                         |                               |
|-------|----------------------|--------------------|-------------|---------------------|--------------|------------------------------|-------|--|-----------------------|--------------------|----------------------|----------------------|------------|---|-----------------------|-------------|-------------------------|-------------------------------|
|       | Every day            | A few times a week | Once a week | A few times a month | Once a month | Less often than once a month | Never | Not applicable - I do not have any social media accounts | Very important        | Somewhat important | Somewhat unimportant | Not important at all | Don't know | Not applicable - I have never posted a photo of myself online | Important             | Unimportant | Heard about it, know it | Heard about it, don't know it |

HY1\_Q2a\_1. To what extent do you agree or disagree with each of the following statements?

- I have felt bad about myself as a result of negative comments on something I posted online (e.g., on social media, in a public form, etc.)

|   |            |            |            |           |            |           |            |            |          |           |            |            |            |           |          |            |            |            |            |            |
|---|------------|------------|------------|-----------|------------|-----------|------------|------------|----------|-----------|------------|------------|------------|-----------|----------|------------|------------|------------|------------|------------|
| Unweighted base   | 867        | 96         | 93         | 59        | 130        | 44        | 251        | 194        | -        | 65        | 181        | 146        | 263        | 18        | -        | 246        | 409        | 498        | 210        | 159        |
| <b>Base: All US adults with a social media account and have posted something before</b> | <b>819</b> | <b>100</b> | <b>102</b> | <b>62</b> | <b>116</b> | <b>41</b> | <b>226</b> | <b>173</b> | <b>-</b> | <b>69</b> | <b>192</b> | <b>134</b> | <b>233</b> | <b>19</b> | <b>-</b> | <b>261</b> | <b>366</b> | <b>460</b> | <b>203</b> | <b>157</b> |
| Strongly agree  | 8%         | 32%        | 12%        | 10%       | 8%         | 5%        | 2%         | 2%         | -        | 40%       | 12%        | 7%         | 3%         | -         | -        | 19%        | 4%         | 10%        | 7%         | 4%         |
| Somewhat agree  | 12%        | 9%         | 30%        | 30%       | 14%        | 8%        | 6%         | 6%         | -        | 29%       | 16%        | 20%        | 5%         | 3%        | -        | 20%        | 11%        | 14%        | 12%        | 9%         |
| Neither agree nor disagree  | 29%        | 25%        | 35%        | 26%       | 24%        | 25%       | 32%        | 30%        | -        | 20%       | 29%        | 19%        | 34%        | 79%       | -        | 27%        | 28%        | 24%        | 31%        | 43%        |
| Somewhat disagree   | 15%        | 12%        | 11%        | 13%       | 20%        | 15%       | 18%        | 11%        | -        | 3%        | 20%        | 22%        | 12%        | 14%       | -        | 15%        | 16%        | 16%        | 10%        | 15%        |
| Strongly disagree   | 35%        | 22%        | 12%        | 20%       | 34%        | 46%       | 42%        | 51%        | -        | 9%        | 22%        | 32%        | 46%        | 4%        | -        | 19%        | 41%        | 36%        | 39%        | 28%        |
| Net: Agree  | 21%        | 41%        | 42%        | 40%       | 22%        | 13%       | 8%         | 8%         | -        | 69%       | 28%        | 27%        | 8%         | 3%        | -        | 39%        | 15%        | 24%        | 20%        | 14%        |
| Net: Disagree   | 50%        | 34%        | 23%        | 34%       | 54%        | 62%       | 60%        | 62%        | -        | 11%       | 42%        | 54%        | 59%        | 18%       | -        | 34%        | 57%        | 52%        | 49%        | 43%        |

HY1\_q2a\_2. To what extent do you agree or disagree with each of the following statements?

- I have regretted posting something online (e.g., on social media, in a public forum, etc.) as a result of negative comments someone made on that post

|   |            |            |            |           |            |           |            |            |          |           |            |            |            |           |          |            |            |            |            |            |
|---|------------|------------|------------|-----------|------------|-----------|------------|------------|----------|-----------|------------|------------|------------|-----------|----------|------------|------------|------------|------------|------------|
| Unweighted base   | 867        | 96         | 93         | 59        | 130        | 44        | 251        | 194        | -        | 65        | 181        | 146        | 263        | 18        | -        | 246        | 409        | 498        | 210        | 159        |
| <b>Base: All US adults with a social media account and have posted something before</b> | <b>819</b> | <b>100</b> | <b>102</b> | <b>62</b> | <b>116</b> | <b>41</b> | <b>226</b> | <b>173</b> | <b>-</b> | <b>69</b> | <b>192</b> | <b>134</b> | <b>233</b> | <b>19</b> | <b>-</b> | <b>261</b> | <b>366</b> | <b>460</b> | <b>203</b> | <b>157</b> |
| Strongly agree  | 10%        | 26%        | 19%        | 15%       | 8%         | 2%        | 2%         | 5%         | -        | 42%       | 12%        | 10%        | 2%         | 4%        | -        | 20%        | 5%         | 13%        | 6%         | 5%         |
| Somewhat agree  | 16%        | 14%        | 24%        | 27%       | 23%        | 13%       | 12%        | 9%         | -        | 22%       | 18%        | 22%        | 14%        | 3%        | -        | 19%        | 17%        | 18%        | 13%        | 12%        |
| Neither agree nor disagree  | 29%        | 29%        | 37%        | 33%       | 24%        | 33%       | 27%        | 29%        | -        | 23%       | 30%        | 19%        | 32%        | 87%       | -        | 28%        | 27%        | 23%        | 32%        | 45%        |
| Somewhat disagree   | 13%        | 16%        | 7%         | 11%       | 14%        | 24%       | 18%        | 8%         | -        | 4%        | 18%        | 24%        | 12%        | -         | -        | 14%        | 16%        | 15%        | 11%        | 12%        |
| Strongly disagree   | 32%        | 15%        | 12%        | 14%       | 31%        | 28%       | 42%        | 50%        | -        | 8%        | 22%        | 25%        | 41%        | 6%        | -        | 18%        | 35%        | 32%        | 38%        | 26%        |
| Net: Agree  | 25%        | 40%        | 43%        | 42%       | 31%        | 15%       | 14%        | 14%        | -        | 64%       | 31%        | 33%        | 15%        | 8%        | -        | 40%        | 22%        | 31%        | 19%        | 17%        |
| Net: Disagree   | 45%        | 31%        | 19%        | 25%       | 45%        | 52%       | 59%        | 57%        | -        | 12%       | 40%        | 49%        | 53%        | 6%        | -        | 32%        | 51%        | 46%        | 49%        | 38%        |

HY1\_q2a\_3. To what extent do you agree or disagree with each of the following statements?

- I have felt better about myself as a result of comments on something I posted online (e.g., social media, public forum, etc.)

|   |            |            |            |           |            |           |            |            |          |           |            |            |            |           |          |            |            |            |            |            |
|---|------------|------------|------------|-----------|------------|-----------|------------|------------|----------|-----------|------------|------------|------------|-----------|----------|------------|------------|------------|------------|------------|
| Unweighted base   | 867        | 96         | 93         | 59        | 130        | 44        | 251        | 194        | -        | 65        | 181        | 146        | 263        | 18        | -        | 246        | 409        | 498        | 210        | 159        |
| <b>Base: All US adults with a social media account and have posted something before</b> | <b>819</b> | <b>100</b> | <b>102</b> | <b>62</b> | <b>116</b> | <b>41</b> | <b>226</b> | <b>173</b> | <b>-</b> | <b>69</b> | <b>192</b> | <b>134</b> | <b>233</b> | <b>19</b> | <b>-</b> | <b>261</b> | <b>366</b> | <b>460</b> | <b>203</b> | <b>157</b> |
| Strongly agree  | 15%        | 30%        | 18%        | 26%       | 21%        | 5%        | 6%         | 12%        | -        | 56%       | 18%        | 10%        | 9%         | -         | -        | 28%        | 9%         | 19%        | 13%        | 10%        |
| Somewhat agree  | 29%        | 21%        | 36%        | 38%       | 30%        | 46%       | 29%        | 23%        | -        | 28%       | 36%        | 46%        | 21%        | 13%       | -        | 34%        | 30%        | 33%        | 27%        | 22%        |
| Neither agree nor disagree  | 39%        | 38%        | 35%        | 28%       | 32%        | 33%       | 46%        | 43%        | -        | 14%       | 35%        | 32%        | 48%        | 82%       | -        | 29%        | 42%        | 34%        | 43%        | 49%        |
| Somewhat disagree   | 5%         | 4%         | 9%         | 5%        | 7%         | -         | 4%         | 4%         | -        | 1%        | 7%         | 5%         | 5%         | 5%        | -        | 5%         | 5%         | 3%         | 5%         | 10%        |
| Strongly disagree   | 11%        | 7%         | 2%         | 2%        | 9%         | 17%       | 14%        | 19%        | -        | 1%        | 4%         | 8%         | 17%        | -         | -        | 4%         | 14%        | 11%        | 12%        | 9%         |
| Net: Agree  | 45%        | 52%        | 55%        | 64%       | 52%        | 50%       | 35%        | 34%        | -        | 84%       | 54%        | 55%        | 30%        | 13%       | -        | 62%        | 39%        | 52%        | 39%        | 32%        |
| Net: Disagree   | 16%        | 10%        | 10%        | 7%        | 16%        | 17%       | 18%        | 23%        | -        | 3%        | 11%        | 12%        | 22%        | 5%        | -        | 9%         | 19%        | 14%        | 18%        | 19%        |

**YouGovNY**  
**Internet Commenting**

US\_nat Sample: 29th - 30th August 2017



| Total | Gender |        | Age      |          |     | Region    |         |       |      | Race  |       |          |             |
|-------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------------|
|       | Male   | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |

**HYL\_q3a\_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.**

**- I have read a comment (i.e., on my post or someone else's) that has ruined my day**

|  | 939        | 380        | 559        | 259        | 300        | 380        | 191        | 205        | 319        | 224        | 684        | 103        | 73        | 79        |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|
| Unweighted base  | 939        | 380        | 559        | 259        | 300        | 380        | 191        | 205        | 319        | 224        | 684        | 103        | 73        | 79        |
| <b>Base: All US adults with a social media account</b> | <b>885</b> | <b>405</b> | <b>479</b> | <b>290</b> | <b>277</b> | <b>318</b> | <b>192</b> | <b>183</b> | <b>298</b> | <b>212</b> | <b>599</b> | <b>107</b> | <b>97</b> | <b>81</b> |
| Strongly agree   | 10%        | 8%         | 11%        | 13%        | 10%        | 6%         | 8%         | 10%        | 10%        | 10%        | 9%         | 12%        | 4%        | 17%       |
| Somewhat agree   | 17%        | 14%        | 19%        | 24%        | 18%        | 10%        | 17%        | 17%        | 16%        | 18%        | 17%        | 12%        | 19%       | 22%       |
| Neither agree nor disagree                             | 28%        | 31%        | 26%        | 31%        | 28%        | 25%        | 32%        | 29%        | 24%        | 30%        | 27%        | 31%        | 31%       | 30%       |
| Somewhat disagree                                      | 16%        | 15%        | 16%        | 12%        | 17%        | 18%        | 15%        | 16%        | 17%        | 14%        | 15%        | 12%        | 21%       | 17%       |
| Strongly disagree                                      | 30%        | 32%        | 28%        | 19%        | 28%        | 41%        | 28%        | 28%        | 33%        | 28%        | 32%        | 32%        | 26%       | 14%       |
| Net: Agree   | 26%        | 23%        | 30%        | 37%        | 28%        | 16%        | 25%        | 27%        | 26%        | 28%        | 24%        | 24%        | 23%       | 38%       |
| Net: Disagree  | 45%        | 47%        | 44%        | 31%        | 44%        | 59%        | 43%        | 44%        | 50%        | 42%        | 47%        | 44%        | 47%       | 32%       |

**HYL\_q3a\_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.**

**- I have read a comment (i.e., on my post or someone else's) that has made my day**

|  | 939        | 380        | 559        | 259        | 300        | 380        | 191        | 205        | 319        | 224        | 684        | 103        | 73        | 79        |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|
| Unweighted base  | 939        | 380        | 559        | 259        | 300        | 380        | 191        | 205        | 319        | 224        | 684        | 103        | 73        | 79        |
| <b>Base: All US adults with a social media account</b> | <b>885</b> | <b>405</b> | <b>479</b> | <b>290</b> | <b>277</b> | <b>318</b> | <b>192</b> | <b>183</b> | <b>298</b> | <b>212</b> | <b>599</b> | <b>107</b> | <b>97</b> | <b>81</b> |
| Strongly agree   | 26%        | 21%        | 31%        | 28%        | 26%        | 24%        | 26%        | 28%        | 26%        | 25%        | 27%        | 29%        | 18%       | 24%       |
| Somewhat agree   | 35%        | 33%        | 37%        | 34%        | 34%        | 37%        | 35%        | 38%        | 37%        | 31%        | 36%        | 27%        | 39%       | 34%       |
| Neither agree nor disagree                             | 28%        | 34%        | 24%        | 28%        | 27%        | 29%        | 29%        | 25%        | 28%        | 32%        | 27%        | 32%        | 34%       | 26%       |
| Somewhat disagree                                      | 4%         | 5%         | 3%         | 5%         | 5%         | 3%         | 4%         | 2%         | 3%         | 6%         | 3%         | 5%         | 3%        | 11%       |
| Strongly disagree                                      | 6%         | 8%         | 5%         | 5%         | 7%         | 7%         | 6%         | 8%         | 6%         | 6%         | 7%         | 7%         | 5%        | 4%        |
| Net: Agree   | 61%        | 54%        | 68%        | 62%        | 61%        | 61%        | 61%        | 65%        | 63%        | 56%        | 63%        | 56%        | 57%       | 59%       |
| Net: Disagree  | 10%        | 12%        | 9%         | 10%        | 12%        | 10%        | 10%        | 10%        | 9%         | 12%        | 10%        | 12%        | 9%        | 15%       |

**HYL\_q4. To what extent do you think that people being able to post anonymous comments online is good or bad for the internet community?**

|  | 939        | 380        | 559        | 259        | 300        | 380        | 191        | 205        | 319        | 224        | 684        | 103        | 73        | 79        |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|
| Unweighted base  | 939        | 380        | 559        | 259        | 300        | 380        | 191        | 205        | 319        | 224        | 684        | 103        | 73        | 79        |
| <b>Base: All US adults with a social media account</b> | <b>885</b> | <b>405</b> | <b>479</b> | <b>290</b> | <b>277</b> | <b>318</b> | <b>192</b> | <b>183</b> | <b>298</b> | <b>212</b> | <b>599</b> | <b>107</b> | <b>97</b> | <b>81</b> |
| Very good for the internet community                   | 9%         | 12%        | 7%         | 12%        | 9%         | 6%         | 11%        | 8%         | 8%         | 8%         | 9%         | 10%        | 2%        | 18%       |
| Somewhat good for the internet community               | 13%        | 16%        | 11%        | 19%        | 14%        | 8%         | 14%        | 15%        | 12%        | 15%        | 11%        | 15%        | 20%       | 18%       |
| Neither good nor bad for the internet community        | 29%        | 32%        | 26%        | 32%        | 27%        | 27%        | 25%        | 21%        | 32%        | 34%        | 27%        | 29%        | 42%       | 27%       |
| Somewhat bad for the internet community                | 20%        | 16%        | 23%        | 18%        | 19%        | 22%        | 19%        | 28%        | 17%        | 18%        | 21%        | 15%        | 14%       | 20%       |
| Very bad for the internet community                    | 20%        | 15%        | 24%        | 9%         | 21%        | 29%        | 21%        | 19%        | 21%        | 18%        | 22%        | 17%        | 17%       | 9%        |
| Don't know   | 9%         | 9%         | 10%        | 10%        | 10%        | 8%         | 11%        | 9%         | 10%        | 7%         | 9%         | 15%        | 5%        | 8%        |
| Net: Good for internet community                       | 22%        | 28%        | 17%        | 31%        | 23%        | 14%        | 25%        | 23%        | 20%        | 23%        | 20%        | 25%        | 22%       | 37%       |
| Net: Bad for internet community                        | 40%        | 31%        | 46%        | 27%        | 40%        | 51%        | 39%        | 47%        | 38%        | 36%        | 44%        | 31%        | 31%       | 29%       |

**YouGovNY**  
**Internet Commenting**

US\_nat Sample: 29th - 30th August 2017



| Total | Education                   |                      |        |           | Marital Status |           |          |         |               |                              | Children under the age of 18 |    | Income      |                |        |                   |
|-------|-----------------------------|----------------------|--------|-----------|----------------|-----------|----------|---------|---------------|------------------------------|------------------------------|----|-------------|----------------|--------|-------------------|
|       | No HS, High school graduate | Some college, 2 year | 4-year | Post Grad | Married        | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes                          | No | Under \$40k | \$40k to \$80k | \$80k+ | Prefer not to say |

HYL\_q3a\_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I have read a comment (i.e., on my post or someone else's) that has ruined my day

|  | 939        | 329        | 339        | 176        | 95        | 449        | 22        | 84        | 43        | 308        | 33        | 258        | 681        | 316        | 296        | 195        | 132        |
|--|------------|------------|------------|------------|-----------|------------|-----------|-----------|-----------|------------|-----------|------------|------------|------------|------------|------------|------------|
| Unweighted base  | 939        | 329        | 339        | 176        | 95        | 449        | 22        | 84        | 43        | 308        | 33        | 258        | 681        | 316        | 296        | 195        | 132        |
| <b>Base: All US adults with a social media account</b> | <b>885</b> | <b>345</b> | <b>304</b> | <b>153</b> | <b>83</b> | <b>400</b> | <b>21</b> | <b>70</b> | <b>38</b> | <b>326</b> | <b>29</b> | <b>243</b> | <b>641</b> | <b>312</b> | <b>269</b> | <b>176</b> | <b>127</b> |
| Strongly agree   | 10%        | 10%        | 8%         | 10%        | 11%       | 8%         | 9%        | 5%        | 4%        | 12%        | 12%       | 12%        | 9%         | 10%        | 5%         | 10%        | 8%         |
| Somewhat agree   | 17%        | 12%        | 19%        | 22%        | 20%       | 17%        | 16%       | 17%       | 7%        | 18%        | 16%       | 24%        | 14%        | 15%        | 16%        | 23%        | 15%        |
| Neither agree nor disagree                             | 28%        | 32%        | 29%        | 23%        | 19%       | 28%        | 29%       | 27%       | 28%       | 31%        | 25%       | 24%        | 30%        | 29%        | 30%        | 19%        | 34%        |
| Somewhat disagree                                      | 16%        | 16%        | 14%        | 16%        | 18%       | 18%        | 12%       | 11%       | 23%       | 12%        | 14%       | 17%        | 15%        | 15%        | 16%        | 18%        | 13%        |
| Strongly disagree                                      | 30%        | 30%        | 29%        | 29%        | 32%       | 30%        | 34%       | 40%       | 37%       | 25%        | 33%       | 24%        | 32%        | 31%        | 28%        | 31%        | 29%        |
| Net: Agree   | 26%        | 23%        | 27%        | 32%        | 30%       | 25%        | 22%       | 11%       | 31%       | 28%        | 35%       | 23%        | 25%        | 26%        | 26%        | 32%        | 23%        |
| Net: Disagree  | 45%        | 46%        | 44%        | 45%        | 51%       | 49%        | 46%       | 51%       | 61%       | 38%        | 47%       | 41%        | 47%        | 46%        | 44%        | 49%        | 43%        |

HYL\_q3a\_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I have read a comment (i.e., on my post or someone else's) that has made my day

|  | 939        | 329        | 339        | 176        | 95        | 449        | 22        | 84        | 43        | 308        | 33        | 258        | 681        | 316        | 296        | 195        | 132        |
|--|------------|------------|------------|------------|-----------|------------|-----------|-----------|-----------|------------|-----------|------------|------------|------------|------------|------------|------------|
| Unweighted base  | 939        | 329        | 339        | 176        | 95        | 449        | 22        | 84        | 43        | 308        | 33        | 258        | 681        | 316        | 296        | 195        | 132        |
| <b>Base: All US adults with a social media account</b> | <b>885</b> | <b>345</b> | <b>304</b> | <b>153</b> | <b>83</b> | <b>400</b> | <b>21</b> | <b>70</b> | <b>38</b> | <b>326</b> | <b>29</b> | <b>243</b> | <b>641</b> | <b>312</b> | <b>269</b> | <b>176</b> | <b>127</b> |
| Strongly agree   | 26%        | 24%        | 29%        | 30%        | 19%       | 27%        | 30%       | 21%       | 14%       | 26%        | 34%       | 30%        | 25%        | 25%        | 28%        | 25%        | 26%        |
| Somewhat agree   | 35%        | 34%        | 32%        | 35%        | 53%       | 38%        | 21%       | 43%       | 33%       | 32%        | 33%       | 38%        | 34%        | 34%        | 34%        | 45%        | 27%        |
| Neither agree nor disagree                             | 28%        | 31%        | 29%        | 26%        | 19%       | 26%        | 34%       | 21%       | 47%       | 30%        | 24%       | 24%        | 30%        | 29%        | 30%        | 21%        | 33%        |
| Somewhat disagree                                      | 4%         | 5%         | 4%         | 3%         | 3%        | 3%         | 12%       | 4%        | 4%        | 5%         | -         | 4%         | 4%         | 2%         | 5%         | 3%         | 6%         |
| Strongly disagree                                      | 6%         | 7%         | 6%         | 6%         | 6%        | 5%         | 4%        | 10%       | 2%        | 8%         | 9%        | 5%         | 7%         | 9%         | 4%         | 6%         | 7%         |
| Net: Agree   | 61%        | 57%        | 61%        | 65%        | 72%       | 65%        | 50%       | 65%       | 47%       | 57%        | 68%       | 68%        | 59%        | 60%        | 62%        | 70%        | 53%        |
| Net: Disagree  | 10%        | 12%        | 10%        | 9%         | 9%        | 8%         | 16%       | 14%       | 6%        | 12%        | 9%        | 9%         | 11%        | 11%        | 9%         | 9%         | 14%        |

HYL\_q4. To what extent do you think that people being able to post anonymous comments online is good or bad for the internet community?

|  | 939        | 329        | 339        | 176        | 95        | 449        | 22        | 84        | 43        | 308        | 33        | 258        | 681        | 316        | 296        | 195        | 132        |
|--|------------|------------|------------|------------|-----------|------------|-----------|-----------|-----------|------------|-----------|------------|------------|------------|------------|------------|------------|
| Unweighted base  | 939        | 329        | 339        | 176        | 95        | 449        | 22        | 84        | 43        | 308        | 33        | 258        | 681        | 316        | 296        | 195        | 132        |
| <b>Base: All US adults with a social media account</b> | <b>885</b> | <b>345</b> | <b>304</b> | <b>153</b> | <b>83</b> | <b>400</b> | <b>21</b> | <b>70</b> | <b>38</b> | <b>326</b> | <b>29</b> | <b>243</b> | <b>641</b> | <b>312</b> | <b>269</b> | <b>176</b> | <b>127</b> |
| Very good for the internet community                   | 9%         | 9%         | 8%         | 8%         | 11%       | 7%         | 23%       | 8%        | 6%        | 10%        | 12%       | 9%         | 9%         | 8%         | 8%         | 10%        | 11%        |
| Somewhat good for the internet community               | 13%        | 13%        | 14%        | 14%        | 13%       | 15%        | 9%        | 3%        | 4%        | 15%        | 9%        | 14%        | 13%        | 12%        | 12%        | 21%        | 10%        |
| Neither good nor bad for the internet community        | 29%        | 33%        | 31%        | 25%        | 12%       | 26%        | 17%       | 32%       | 34%       | 31%        | 39%       | 28%        | 29%        | 34%        | 26%        | 23%        | 30%        |
| Somewhat bad for the internet community                | 20%        | 15%        | 18%        | 28%        | 29%       | 18%        | 31%       | 22%       | 31%       | 19%        | 19%       | 18%        | 20%        | 18%        | 24%        | 18%        | 17%        |
| Very bad for the internet community                    | 20%        | 18%        | 19%        | 20%        | 32%       | 24%        | 9%        | 26%       | 18%       | 14%        | 19%       | 22%        | 19%        | 17%        | 22%        | 23%        | 18%        |
| Don't know   | 9%         | 13%        | 9%         | 5%         | 3%        | 9%         | 12%       | 8%        | 7%        | 11%        | 3%        | 9%         | 9%         | 11%        | 7%         | 6%         | 13%        |
| Net: Good for internet community                       | 22%        | 22%        | 23%        | 22%        | 24%       | 22%        | 32%       | 11%       | 16%       | 25%        | 21%       | 23%        | 22%        | 20%        | 20%        | 31%        | 22%        |
| Net: Bad for internet community                        | 40%        | 32%        | 37%        | 48%        | 61%       | 43%        | 40%       | 48%       | 49%       | 33%        | 38%       | 40%        | 40%        | 35%        | 46%        | 40%        | 35%        |

**YouGovNY**  
**Internet Commenting**

US\_nat Sample: 29th - 30th August 2017



| Total | Social networks membership |         |          |         |         |           |        |           |          |          |           |       |            |      |
|-------|----------------------------|---------|----------|---------|---------|-----------|--------|-----------|----------|----------|-----------|-------|------------|------|
|       | Facebook                   | Twitter | LinkedIn | Google+ | MySpace | Pinterest | Tumblr | Instagram | nosquare | Snapchat | Periscope | Other | Don't know | None |

HYL\_q3a\_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I have read a comment (i.e., on my post or someone else's) that has ruined my day

|  | 939 | 843 | 414 | 301 | 286 | 67  | 307 | 92  | 336 | 2    | 177 | 26  | 27  | 4   | 24  |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|
| Unweighted base  | 939 | 843 | 414 | 301 | 286 | 67  | 307 | 92  | 336 | 2    | 177 | 26  | 27  | 4   | 24  |
| <b>Base: All US adults with a social media account</b> | 885 | 792 | 395 | 266 | 289 | 69  | 275 | 89  | 344 | 2    | 183 | 24  | 26  | 4   | 21  |
| Strongly agree   | 10% | 9%  | 11% | 10% | 12% | 16% | 10% | 12% | 13% | -    | 12% | 19% | 21% | 76% | 8%  |
| Somewhat agree   | 17% | 18% | 19% | 16% | 19% | 19% | 21% | 24% | 22% | -    | 21% | 30% | 14% | -   | 8%  |
| Neither agree nor disagree                             | 28% | 27% | 26% | 22% | 23% | 29% | 22% | 26% | 26% | 100% | 34% | 7%  | 21% | 24% | 50% |
| Somewhat disagree                                      | 16% | 16% | 15% | 19% | 17% | 16% | 17% | 10% | 15% | -    | 12% | 16% | 14% | -   | 8%  |
| Strongly disagree                                      | 30% | 29% | 29% | 34% | 28% | 20% | 30% | 27% | 23% | -    | 22% | 28% | 31% | -   | 28% |
| Net: Agree   | 26% | 27% | 30% | 26% | 31% | 36% | 31% | 37% | 35% | -    | 32% | 49% | 34% | 76% | 15% |
| Net: Disagree  | 45% | 46% | 44% | 53% | 46% | 36% | 47% | 37% | 39% | -    | 34% | 44% | 45% | -   | 35% |

HYL\_q3a\_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I have read a comment (i.e., on my post or someone else's) that has made my day

|  | 939 | 843 | 414 | 301 | 286 | 67  | 307 | 92  | 336 | 2   | 177 | 26  | 27  | 4   | 24  |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base  | 939 | 843 | 414 | 301 | 286 | 67  | 307 | 92  | 336 | 2   | 177 | 26  | 27  | 4   | 24  |
| <b>Base: All US adults with a social media account</b> | 885 | 792 | 395 | 266 | 289 | 69  | 275 | 89  | 344 | 2   | 183 | 24  | 26  | 4   | 21  |
| Strongly agree   | 26% | 27% | 28% | 23% | 30% | 25% | 31% | 30% | 32% | -   | 30% | 30% | 19% | 54% | 4%  |
| Somewhat agree   | 35% | 36% | 39% | 45% | 34% | 38% | 42% | 33% | 37% | 47% | 35% | 41% | 50% | -   | 20% |
| Neither agree nor disagree                             | 28% | 28% | 25% | 23% | 25% | 29% | 17% | 28% | 22% | 53% | 27% | 10% | 9%  | 46% | 46% |
| Somewhat disagree                                      | 4%  | 4%  | 5%  | 5%  | 6%  | 1%  | 4%  | 6%  | 4%  | -   | 4%  | 14% | 7%  | -   | 4%  |
| Strongly disagree                                      | 6%  | 5%  | 4%  | 5%  | 4%  | 6%  | 5%  | 3%  | 5%  | -   | 5%  | 6%  | 15% | -   | 26% |
| Net: Agree   | 61% | 63% | 67% | 67% | 65% | 63% | 74% | 63% | 68% | 47% | 64% | 71% | 69% | 54% | 24% |
| Net: Disagree  | 10% | 9%  | 8%  | 10% | 10% | 8%  | 9%  | 9%  | 9%  | -   | 9%  | 19% | 22% | -   | 31% |

HYL\_q4. To what extent do you think that people being able to post anonymous comments online is good or bad for the internet community?

|  | 939 | 843 | 414 | 301 | 286 | 67  | 307 | 92  | 336 | 2    | 177 | 26  | 27  | 4   | 24  |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|
| Unweighted base  | 939 | 843 | 414 | 301 | 286 | 67  | 307 | 92  | 336 | 2    | 177 | 26  | 27  | 4   | 24  |
| <b>Base: All US adults with a social media account</b> | 885 | 792 | 395 | 266 | 289 | 69  | 275 | 89  | 344 | 2    | 183 | 24  | 26  | 4   | 21  |
| Very good for the internet community                   | 9%  | 8%  | 12% | 7%  | 14% | 9%  | 7%  | 10% | 9%  | -    | 11% | 20% | 14% | -   | -   |
| Somewhat good for the internet community               | 13% | 13% | 15% | 15% | 17% | 20% | 13% | 20% | 15% | -    | 15% | 17% | 12% | 24% | 8%  |
| Neither good nor bad for the internet community        | 29% | 29% | 28% | 25% | 31% | 30% | 23% | 19% | 28% | -    | 26% | 21% | 58% | 22% | 20% |
| Somewhat bad for the internet community                | 20% | 20% | 18% | 25% | 18% | 13% | 23% | 24% | 22% | 47%  | 24% | 17% | 12% | -   | 8%  |
| Very bad for the internet community                    | 20% | 20% | 21% | 21% | 15% | 15% | 26% | 21% | 17% | 53%  | 16% | 18% | 3%  | -   | 30% |
| Don't know   | 9%  | 9%  | 7%  | 7%  | 5%  | 12% | 8%  | 6%  | 8%  | -    | 8%  | 7%  | -   | 54% | 35% |
| Net: Good for internet community                       | 22% | 21% | 27% | 22% | 31% | 30% | 20% | 30% | 25% | -    | 26% | 37% | 26% | 24% | 8%  |
| Net: Bad for internet community                        | 40% | 40% | 39% | 46% | 33% | 28% | 49% | 45% | 39% | 100% | 39% | 36% | 15% | -   | 37% |

**YouGovNY**  
**Internet Commenting**

US\_nat Sample: 29th - 30th August 2017



| Total | Post on social media |                    |             |                     |              |                              |       |  |                | Importance on 'likes' |                      |                      |            |   |           | Importance on 'likes' |                         |                               |
|-------|----------------------|--------------------|-------------|---------------------|--------------|------------------------------|-------|--|----------------|-----------------------|----------------------|----------------------|------------|---|-----------|-----------------------|-------------------------|-------------------------------|
|       | Every day            | A few times a week | Once a week | A few times a month | Once a month | Less often than once a month | Never | Not applicable - I do not have any social media accounts | Very important | Somewhat important    | Somewhat unimportant | Not important at all | Don't know | Not applicable - I have never posted a photo of myself online | Important | Unimportant           | Heard about it, know it | Heard about it, don't know it |

**HY1\_q3a\_1.** To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I have read a comment (i.e., on my post or someone else's) that has ruined my day

|  |     |     |     |     |     |     |     |     |   |     |     |     |     |     |   |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|
| Unweighted base  | 939 | 102 | 97  | 62  | 133 | 46  | 257 | 242 | - | 66  | 186 | 150 | 271 | 24  | - | 252 | 421 | 521 | 230 | 188 |
| <b>Base: All US adults with a social media account</b> | 885 | 106 | 106 | 67  | 118 | 42  | 231 | 215 | - | 70  | 197 | 137 | 241 | 26  | - | 266 | 378 | 481 | 219 | 184 |
| Strongly agree   | 10% | 20% | 11% | 11% | 9%  | 6%  | 5%  | 8%  | - | 36% | 9%  | 7%  | 6%  | -   | - | 16% | 6%  | 12% | 5%  | 7%  |
| Somewhat agree   | 17% | 16% | 22% | 31% | 24% | 17% | 13% | 11% | - | 28% | 19% | 24% | 13% | 13% | - | 22% | 17% | 20% | 16% | 11% |
| Neither agree nor disagree                             | 28% | 37% | 32% | 28% | 22% | 33% | 25% | 28% | - | 20% | 32% | 24% | 24% | 84% | - | 29% | 24% | 22% | 32% | 41% |
| Somewhat disagree                                      | 16% | 10% | 21% | 16% | 14% | 18% | 19% | 12% | - | 4%  | 21% | 20% | 16% | 3%  | - | 17% | 17% | 15% | 16% | 18% |
| Strongly disagree                                      | 30% | 17% | 14% | 14% | 31% | 25% | 37% | 41% | - | 11% | 18% | 25% | 41% | -   | - | 16% | 35% | 32% | 31% | 24% |
| Net: Agree   | 26% | 36% | 33% | 42% | 33% | 24% | 19% | 19% | - | 64% | 28% | 31% | 19% | 13% | - | 38% | 24% | 32% | 21% | 18% |
| Net: Disagree  | 45% | 27% | 35% | 30% | 45% | 44% | 56% | 53% | - | 16% | 40% | 45% | 56% | 3%  | - | 34% | 52% | 46% | 47% | 41% |

**HY1\_q3a\_2.** To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I have read a comment (i.e., on my post or someone else's) that has made my day

|  |     |     |     |     |     |     |     |     |   |     |     |     |     |     |   |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|
| Unweighted base  | 939 | 102 | 97  | 62  | 133 | 46  | 257 | 242 | - | 66  | 186 | 150 | 271 | 24  | - | 252 | 421 | 521 | 230 | 188 |
| <b>Base: All US adults with a social media account</b> | 885 | 106 | 106 | 67  | 118 | 42  | 231 | 215 | - | 70  | 197 | 137 | 241 | 26  | - | 266 | 378 | 481 | 219 | 184 |
| Strongly agree   | 26% | 36% | 28% | 20% | 36% | 23% | 20% | 24% | - | 51% | 26% | 24% | 24% | 6%  | - | 33% | 24% | 32% | 19% | 19% |
| Somewhat agree   | 35% | 28% | 32% | 45% | 37% | 50% | 42% | 27% | - | 30% | 38% | 49% | 38% | 7%  | - | 36% | 42% | 38% | 33% | 31% |
| Neither agree nor disagree                             | 28% | 30% | 34% | 30% | 20% | 19% | 27% | 33% | - | 15% | 30% | 21% | 26% | 74% | - | 26% | 24% | 20% | 38% | 40% |
| Somewhat disagree                                      | 4%  | 4%  | 1%  | 4%  | 2%  | 5%  | 5%  | 5%  | - | 1%  | 2%  | 5%  | 5%  | 7%  | - | 2%  | 5%  | 4%  | 4%  | 4%  |
| Strongly disagree                                      | 6%  | 3%  | 5%  | 2%  | 5%  | 3%  | 6%  | 12% | - | 2%  | 5%  | 1%  | 7%  | 7%  | - | 4%  | 5%  | 7%  | 6%  | 6%  |
| Net: Agree   | 61% | 63% | 60% | 65% | 73% | 74% | 62% | 50% | - | 81% | 64% | 73% | 62% | 13% | - | 68% | 66% | 70% | 52% | 51% |
| Net: Disagree  | 10% | 7%  | 6%  | 6%  | 7%  | 8%  | 11% | 17% | - | 3%  | 7%  | 6%  | 12% | 14% | - | 6%  | 10% | 11% | 10% | 9%  |

**HY1\_q4.** To what extent do you think that people being able to post anonymous comments online is good or bad for the internet community?

|  |     |     |     |     |     |     |     |     |   |     |     |     |     |     |   |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|
| Unweighted base  | 939 | 102 | 97  | 62  | 133 | 46  | 257 | 242 | - | 66  | 186 | 150 | 271 | 24  | - | 252 | 421 | 521 | 230 | 188 |
| <b>Base: All US adults with a social media account</b> | 885 | 106 | 106 | 67  | 118 | 42  | 231 | 215 | - | 70  | 197 | 137 | 241 | 26  | - | 266 | 378 | 481 | 219 | 184 |
| Very good for the internet community                   | 9%  | 27% | 12% | 5%  | 6%  | 5%  | 4%  | 7%  | - | 41% | 5%  | 5%  | 8%  | 1%  | - | 14% | 7%  | 12% | 4%  | 7%  |
| Somewhat good for the internet community               | 13% | 12% | 26% | 22% | 11% | 6%  | 11% | 10% | - | 16% | 20% | 17% | 9%  | 3%  | - | 19% | 12% | 14% | 13% | 15% |
| Neither good nor bad for the internet community        | 29% | 35% | 22% | 26% | 31% | 43% | 31% | 24% | - | 18% | 37% | 24% | 32% | 30% | - | 32% | 29% | 24% | 36% | 32% |
| Somewhat bad for the internet community                | 20% | 7%  | 17% | 16% | 31% | 24% | 22% | 19% | - | 8%  | 21% | 27% | 19% | 12% | - | 18% | 22% | 23% | 18% | 12% |
| Very bad for the internet community                    | 20% | 11% | 9%  | 19% | 18% | 17% | 25% | 26% | - | 9%  | 12% | 22% | 24% | 11% | - | 11% | 23% | 20% | 21% | 17% |
| Don't know   | 9%  | 7%  | 15% | 11% | 3%  | 6%  | 7%  | 13% | - | 8%  | 4%  | 6%  | 8%  | 42% | - | 5%  | 8%  | 7%  | 7%  | 17% |
| Net: Good for internet community                       | 22% | 39% | 37% | 27% | 17% | 10% | 16% | 17% | - | 57% | 25% | 21% | 17% | 4%  | - | 33% | 19% | 25% | 17% | 22% |
| Net: Bad for internet community                        | 40% | 18% | 26% | 35% | 49% | 41% | 47% | 45% | - | 17% | 34% | 49% | 42% | 23% | - | 29% | 45% | 43% | 39% | 30% |

**YouGovNY**  
**Internet Commenting**

US\_nat Sample: 29th - 30th August 2017



| Total | Gender |        | Age      |          |     | Region    |         |       |      | Race  |       |          |             |
|-------|--------|--------|----------|----------|-----|-----------|---------|-------|------|-------|-------|----------|-------------|
|       | Male   | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |

HY1\_q7. How familiar are you with the internet term trolling?

|  |            |            |            |            |            |            |            |            |            |            |            |            |           |           |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|
| Unweighted base  | 939        | 380        | 559        | 259        | 300        | 380        | 191        | 205        | 319        | 224        | 684        | 103        | 73        | 79        |
| <b>Base: All US adults with a social media account</b> | <b>885</b> | <b>405</b> | <b>479</b> | <b>290</b> | <b>277</b> | <b>318</b> | <b>192</b> | <b>183</b> | <b>298</b> | <b>212</b> | <b>599</b> | <b>107</b> | <b>97</b> | <b>81</b> |
| I have heard about it, and know what it is             | 54%        | 55%        | 54%        | 61%        | 61%        | 42%        | 53%        | 58%        | 52%        | 55%        | 58%        | 45%        | 39%       | 57%       |
| I have heard about it, but don't know what it is       | 25%        | 27%        | 23%        | 23%        | 22%        | 29%        | 25%        | 21%        | 23%        | 31%        | 27%        | 17%        | 24%       | 24%       |
| Don't know   | -          | -          | -          | -          | -          | -          | -          | -          | -          | -          | -          | -          | -         | -         |
| I have never heard about it                            | 21%        | 18%        | 23%        | 15%        | 17%        | 29%        | 22%        | 21%        | 26%        | 13%        | 15%        | 38%        | 37%       | 19%       |

HY1\_q8. As you may already know, trolling is an internet slang term that occurs when someone intentionally starts arguments or upsets people by posting off-topic or extraneous messages in some type of online community.

Have you ever been a victim of trolling?

|  |            |            |            |            |            |            |            |            |            |            |            |            |           |           |
|--|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|
| Unweighted base  | 939        | 380        | 559        | 259        | 300        | 380        | 191        | 205        | 319        | 224        | 684        | 103        | 73        | 79        |
| <b>Base: All US adults with a social media account</b> | <b>885</b> | <b>405</b> | <b>479</b> | <b>290</b> | <b>277</b> | <b>318</b> | <b>192</b> | <b>183</b> | <b>298</b> | <b>212</b> | <b>599</b> | <b>107</b> | <b>97</b> | <b>81</b> |
| Yes, I have  | 25%        | 29%        | 22%        | 34%        | 25%        | 18%        | 27%        | 25%        | 27%        | 23%        | 25%        | 25%        | 22%       | 32%       |
| No, I haven't  | 61%        | 55%        | 66%        | 52%        | 63%        | 68%        | 64%        | 63%        | 59%        | 61%        | 63%        | 60%        | 56%       | 55%       |
| Don't know / can't recall                              | 13%        | 16%        | 11%        | 14%        | 12%        | 14%        | 10%        | 13%        | 14%        | 16%        | 12%        | 15%        | 22%       | 14%       |

Cell Contents (Column Percentages)

**YouGovNY**  
**Internet Commenting**

US\_nat Sample: 29th - 30th August 2017



| Total | Education                   |                      |        |           | Marital Status |           |          |         |               |                              | Children under the age of 18 |    | Income      |                |        |                   |
|-------|-----------------------------|----------------------|--------|-----------|----------------|-----------|----------|---------|---------------|------------------------------|------------------------------|----|-------------|----------------|--------|-------------------|
|       | No HS, High school graduate | Some college, 2 year | 4-year | Post Grad | Married        | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes                          | No | Under \$40k | \$40k to \$80k | \$80k+ | Prefer not to say |

HYI\_q7. How familiar are you with the internet term trolling?

|  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base  | 939 | 329 | 339 | 176 | 95  | 449 | 22  | 84  | 43  | 308 | 33  | 258 | 681 | 316 | 296 | 195 | 132 |
| <b>Base: All US adults with a social media account</b> | 885 | 345 | 304 | 153 | 83  | 400 | 21  | 70  | 38  | 326 | 29  | 243 | 641 | 312 | 269 | 176 | 127 |
| I have heard about it, and know what it is             | 54% | 40% | 56% | 68% | 82% | 54% | 46% | 50% | 34% | 59% | 49% | 57% | 53% | 47% | 59% | 65% | 48% |
| I have heard about it, but don't know what it is       | 25% | 28% | 25% | 22% | 15% | 23% | 30% | 29% | 34% | 23% | 36% | 23% | 26% | 28% | 21% | 23% | 27% |
| Don't know   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| I have never heard about it                            | 21% | 32% | 19% | 9%  | 3%  | 23% | 24% | 21% | 31% | 17% | 16% | 20% | 21% | 25% | 20% | 12% | 25% |

HYI\_q8. As you may already know, trolling is an internet slang term that occurs when someone intentionally starts arguments or upsets people by posting off-topic or extraneous messages in some type of online community.

Have you ever been a victim of trolling?

|  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base  | 939 | 329 | 339 | 176 | 95  | 449 | 22  | 84  | 43  | 308 | 33  | 258 | 681 | 316 | 296 | 195 | 132 |
| <b>Base: All US adults with a social media account</b> | 885 | 345 | 304 | 153 | 83  | 400 | 21  | 70  | 38  | 326 | 29  | 243 | 641 | 312 | 269 | 176 | 127 |
| Yes, I have  | 25% | 23% | 28% | 25% | 25% | 26% | 30% | 18% | 18% | 27% | 24% | 29% | 24% | 24% | 19% | 33% | 32% |
| No, I haven't  | 61% | 62% | 57% | 64% | 68% | 61% | 53% | 70% | 71% | 59% | 65% | 59% | 62% | 61% | 71% | 59% | 44% |
| Don't know / can't recall                              | 13% | 14% | 15% | 10% | 7%  | 12% | 17% | 13% | 12% | 15% | 11% | 12% | 14% | 15% | 10% | 8%  | 24% |

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| Total | Social networks membership |         |          |         |         |           |        |           |          |          |           |       |            |      |
|-------|----------------------------|---------|----------|---------|---------|-----------|--------|-----------|----------|----------|-----------|-------|------------|------|
|       | Facebook                   | Twitter | LinkedIn | Google+ | MySpace | Pinterest | Tumblr | Instagram | nosquare | Snapchat | Periscope | Other | Don't know | None |

HYI\_q7. How familiar are you with the internet term trolling?

|  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base  | 939 | 843 | 414 | 301 | 286 | 67  | 307 | 92  | 336 | 2   | 177 | 26  | 27  | 4   | 24  |
| <b>Base: All US adults with a social media account</b> | 885 | 792 | 395 | 266 | 289 | 69  | 275 | 89  | 344 | 2   | 183 | 24  | 26  | 4   | 21  |
| I have heard about it, and know what it is             | 54% | 53% | 63% | 66% | 58% | 64% | 63% | 77% | 59% | 47% | 65% | 65% | 72% | 22% | 27% |
| I have heard about it, but don't know what it is       | 25% | 25% | 23% | 22% | 26% | 22% | 21% | 10% | 20% | 53% | 24% | 28% | 17% | 22% | 27% |
| Don't know   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   | -   |
| I have never heard about it                            | 21% | 21% | 14% | 11% | 17% | 14% | 16% | 13% | 20% | -   | 11% | 7%  | 11% | 57% | 46% |

HYI\_q8. As you may already know, trolling is an internet slang term that occurs when someone intentionally starts arguments or upsets people by posting off-topic or extraneous messages in some type of online community.

Have you ever been a victim of trolling?

|  |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base  | 939 | 843 | 414 | 301 | 286 | 67  | 307 | 92  | 336 | 2   | 177 | 26  | 27  | 4   | 24  |
| <b>Base: All US adults with a social media account</b> | 885 | 792 | 395 | 266 | 289 | 69  | 275 | 89  | 344 | 2   | 183 | 24  | 26  | 4   | 21  |
| Yes, I have  | 25% | 25% | 31% | 29% | 33% | 43% | 27% | 37% | 33% | -   | 30% | 52% | 47% | -   | 27% |
| No, I haven't  | 61% | 62% | 58% | 59% | 52% | 49% | 64% | 51% | 55% | 53% | 52% | 37% | 41% | 22% | 50% |
| Don't know / can't recall                              | 13% | 13% | 11% | 12% | 15% | 8%  | 9%  | 12% | 12% | 47% | 17% | 11% | 12% | 78% | 22% |

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| Total  | Post on social media |                    |             |                     |              |                              |       |  | Importance on 'likes' |                    |                      |                      |            |   | Importance on 'likes' |             |                         |                               |             |      |
|--|----------------------|--------------------|-------------|---------------------|--------------|------------------------------|-------|--|-----------------------|--------------------|----------------------|----------------------|------------|---|-----------------------|-------------|-------------------------|-------------------------------|-------------|------|
|  | Every day            | A few times a week | Once a week | A few times a month | Once a month | Less often than once a month | Never | Not applicable - I do not have any social media accounts | Very important        | Somewhat important | Somewhat unimportant | Not important at all | Don't know | Not applicable - I have never posted a photo of myself online | Important             | Unimportant | Heard about it, know it | Heard about it, don't know it | Unimportant |      |
| Unweighted base  | 939                  | 102                | 97          | 62                  | 133          | 46                           | 257   | 242  | -                     | 66                 | 186                  | 150                  | 271        | 24  | -                     | 252         | 421                     | 521                           | 230         | 188  |
| <b>Base: All US adults with a social media account</b> | 885                  | 106                | 106         | 67                  | 118          | 42                           | 231   | 215  | -                     | 70                 | 197                  | 137                  | 241        | 26  | -                     | 266         | 378                     | 481                           | 219         | 184  |
| I have heard about it, and know what it is             | 54%                  | 50%                | 53%         | 57%                 | 62%          | 66%                          | 56%   | 48%  | -                     | 57%                | 54%                  | 65%                  | 55%        | 37%   | -                     | 55%         | 59%                     | 100%                          | -           | -    |
| I have heard about it, but don't know what it is       | 25%                  | 26%                | 21%         | 33%                 | 19%          | 27%                          | 28%   | 23%  | -                     | 20%                | 27%                  | 24%                  | 26%        | 29%   | -                     | 25%         | 25%                     | -                             | 100%        | -    |
| Don't know   | -                    | -                  | -           | -                   | -            | -                            | -     | -  | -                     | -                  | -                    | -                    | -          | -   | -                     | -           | -                       | -                             | -           | -    |
| I have never heard about it                            | 21%                  | 24%                | 26%         | 10%                 | 19%          | 8%                           | 17%   | 28%  | -                     | 23%                | 19%                  | 11%                  | 19%        | 35%   | -                     | 20%         | 16%                     | -                             | -           | 100% |

HY1\_q7. How familiar are you with the internet term trolling?

|  |     |     |     |     |     |     |     |     |   |     |     |     |     |     |   |     |     |      |      |      |
|--|-----|-----|-----|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|---|-----|-----|------|------|------|
| Unweighted base  | 939 | 102 | 97  | 62  | 133 | 46  | 257 | 242 | - | 66  | 186 | 150 | 271 | 24  | - | 252 | 421 | 521  | 230  | 188  |
| <b>Base: All US adults with a social media account</b> | 885 | 106 | 106 | 67  | 118 | 42  | 231 | 215 | - | 70  | 197 | 137 | 241 | 26  | - | 266 | 378 | 481  | 219  | 184  |
| I have heard about it, and know what it is             | 54% | 50% | 53% | 57% | 62% | 66% | 56% | 48% | - | 57% | 54% | 65% | 55% | 37% | - | 55% | 59% | 100% | -    | -    |
| I have heard about it, but don't know what it is       | 25% | 26% | 21% | 33% | 19% | 27% | 28% | 23% | - | 20% | 27% | 24% | 26% | 29% | - | 25% | 25% | -    | 100% | -    |
| Don't know   | -   | -   | -   | -   | -   | -   | -   | -   | - | -   | -   | -   | -   | -   | - | -   | -   | -    | -    | -    |
| I have never heard about it                            | 21% | 24% | 26% | 10% | 19% | 8%  | 17% | 28% | - | 23% | 19% | 11% | 19% | 35% | - | 20% | 16% | -    | -    | 100% |

HY1\_q8. As you may already know, trolling is an internet slang term that occurs when someone intentionally starts arguments or upsets people by posting off-topic or extraneous messages in some type of online community.

Have you ever been a victim of trolling?

|  |     |     |     |     |     |     |     |     |   |     |     |     |     |     |   |     |     |     |     |     |
|--|-----|-----|-----|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|
| Unweighted base  | 939 | 102 | 97  | 62  | 133 | 46  | 257 | 242 | - | 66  | 186 | 150 | 271 | 24  | - | 252 | 421 | 521 | 230 | 188 |
| <b>Base: All US adults with a social media account</b> | 885 | 106 | 106 | 67  | 118 | 42  | 231 | 215 | - | 70  | 197 | 137 | 241 | 26  | - | 266 | 378 | 481 | 219 | 184 |
| Yes, I have  | 25% | 35% | 43% | 33% | 25% | 24% | 18% | 17% | - | 49% | 28% | 28% | 21% | 37% | - | 34% | 23% | 37% | 17% | 7%  |
| No, I haven't  | 61% | 50% | 44% | 58% | 63% | 66% | 68% | 67% | - | 41% | 56% | 63% | 68% | 37% | - | 52% | 66% | 57% | 66% | 66% |
| Don't know / can't recall                              | 13% | 15% | 12% | 9%  | 12% | 10% | 14% | 15% | - | 10% | 16% | 9%  | 12% | 27% | - | 14% | 11% | 6%  | 17% | 27% |

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