

GALLUP NEWS SERVICE

FACEBOOK, GOOGLE AND INTERNET PRIVACY

Results are based on telephone interviews with a random sample of – 1,509 -- national adults, aged 18+, living in all 50 states and the District of Columbia, conducted April 2-8, 2018.

For results based on the total sample of national adults, the margin of error is ± 3 percentage points at the 95% confidence level.

For results based on the sample of – 785 – Facebook users, the margin of error is ± 4 percentage points at the 95% confidence level.

For results based on the sample of – 1,106 – Google users, the margin of error is ± 4 percentage points at the 95% confidence level.

Interviews are conducted with respondents on landline telephones and cellular phones, with interviews conducted in Spanish for respondents who are primarily Spanish-speaking. Each sample of national adults includes a minimum quota of 70% cell phone respondents and 30% landline respondents, with additional minimum quotas by time zone within region. Landline and cell phones numbers are selected using random digit dial methods. Gallup obtained this sample from Survey Sampling International. Landline respondents are chosen at random within each household on the basis of which member has the next birthday.

Samples are weighted to correct for unequal selection probability, non-response, and double coverage of landline and cell users in the two sampling frames. They are also weighted to match the national demographics of gender, age, race, Hispanic ethnicity, education, region, population density, and phone status (cell phone-only/landline only/both, cell phone mostly). Demographic weighting targets are based on the March 2017 Current Population Survey figures for the aged 18 and older U.S. population. Phone status targets are based on the January-June 2017 National Health Interview Survey. Population density targets are based on the 2010 census. All reported margins of sampling error include the computed design effects for weighting.

In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of public opinion polls. For questions about how this survey was conducted, please contact galluphelp@gallup.com.

3. In a typical week, do you personally, use the website Google, or not?

	<u>Yes, do</u>	<u>No, do not</u>	<u>No opinion</u>
2018 Apr 2-8	74	26	*
2011 Jan 28-30	60	40	*

4. (*Asked of Google users*) How concerned are you about each of the following when using Google very concerned, somewhat concerned, not too concerned, or not concerned at all? How about [RANDOM ORDER]?

BASED ON -1,106—GOOGLE USERS

2018 Apr 2-8
Sorted by "very concerned"

	Very concerned	Somewhat concerned	Very/ Somewhat concerned
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