

## YouGov Survey Results

Sample Size: 1616 Facebook users  
Fieldwork: 12th - 13th October 2010

	Voting intention			Gender		Age				Social grade		Region				
Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b> 1120	331	389	108	515	605	164	350	372	233	612	487	149	359	232	282	97
Unweighted Sample	293	373	113	471	623	114	377	405	198	700	374	170	349	200	269	106
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you currently, or did you previously have a Facebook page?

*[Only those who said they have used facebook]*

I currently have a Facebook page	<b>89</b>	88	89	90	88	90	93	92	87	85	90	88	94	90	88	88	84
I previously had a Facebook page but deleted it	<b>7</b>	8	8	4	8	5	5	6	7	8	6	7	3	6	8	7	14
I have never had a Facebook page	<b>3</b>	4	3	6	2	4	1	2	4	7	3	4	3	3	4	4	2
Don't know	<b>1</b>	0	1	0	1	1	1	0	1	1	1	0	0	1	1	1	0

And which ONE, if any, of the following is the main reason you deleted your Facebook page?

*[Only those who have previously used facebook but have deleted it]*

I was worried about privacy	<b>46</b>	66	31	72	50	39	0	31	55	72	55	36	15	73	34	41	36
I became bored of it	<b>31</b>	16	50	0	33	29	79	27	34	11	26	39	38	10	32	38	52
I was worried I was spending too much time on Facebook	<b>11</b>	13	10	0	8	16	5	25	3	10	11	13	15	9	28	2	6
I didn't have the time to keep it going any more	<b>7</b>	4	8	0	6	7	0	17	0	8	3	8	0	2	6	18	0
Other	<b>5</b>	0	0	28	2	9	15	0	8	0	5	5	32	6	0	0	6
Don't know	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**How often, if at all, do you check your Facebook page?**

*[Only those that currently have a facebook account]*

At least once per day	<b>54</b>	49	57	55	50	58	75	64	48	33	53	55	58	52	51	56	57
A couple of times a week	<b>23</b>	25	23	20	24	21	16	25	24	22	23	22	17	24	27	20	25
Once a week	<b>8</b>	9	7	7	8	7	4	4	7	16	6	9	7	9	7	7	8
Once a fortnight	<b>4</b>	3	3	8	4	4	0	2	5	7	4	3	4	4	1	5	3
Once a month	<b>4</b>	4	4	5	7	2	3	2	6	6	5	4	7	6	4	2	2
Less often than once a month	<b>7</b>	9	6	2	7	7	2	2	10	14	9	5	7	6	9	8	4
Never	<b>1</b>	0	1	3	1	1	1	0	0	1	1	1	0	0	2	2	0
Don't know	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

**And through which, if any, of the following devices do you check your Facebook page?**

*[Only those who currently have a facebook account and use it]*

Home computer or Laptop	<b>97</b>	95	98	98	97	97	100	93	98	100	96	98	96	97	96	98	98
Mobile phone	<b>29</b>	28	27	30	31	26	55	41	19	4	31	25	35	23	26	32	35
Work computer	<b>17</b>	24	14	20	21	14	23	30	11	1	24	7	27	15	13	18	14
School/ university computer	<b>5</b>	3	7	9	5	4	23	2	1	0	6	3	5	5	4	5	3
Tablet/ e-reader	<b>1</b>	1	1	2	1	1	0	2	1	0	1	0	1	1	1	0	0
Other	<b>1</b>	1	2	0	0	2	1	2	1	0	1	2	1	1	1	2	1
Don't know	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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Total	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Which, if any, of the following do you use Facebook for?**

*[Only those who currently have a facebook account and use it]*

To keep in touch with current friends	<b>79</b>	76	82	82	78	80	92	86	73	68	79	79	77	81	78	77	84
To find out what my old friends are up to	<b>57</b>	55	57	62	56	58	76	66	51	38	59	55	60	52	66	56	54
To talk to old friends with which I have lost touch	<b>49</b>	41	53	55	47	50	62	57	44	34	50	47	50	50	52	45	47
To upload photos and / or videos	<b>42</b>	38	42	50	41	42	69	48	33	23	44	37	45	39	46	41	34
To play games	<b>28</b>	24	32	19	25	31	30	27	36	17	24	34	20	27	33	31	28
To find out about events/ concerts etc.	<b>21</b>	18	24	30	24	18	44	23	16	7	22	19	19	21	28	20	13
To talk to people who share the same interests as me through the 'groups' function	<b>13</b>	8	18	12	17	10	16	13	15	9	11	16	11	12	18	10	20
To meet new people	<b>8</b>	4	13	4	13	4	13	5	9	7	5	12	8	5	11	8	11
For dating / hook-ups	<b>2</b>	1	2	0	3	1	7	1	0	1	1	3	2	0	6	1	0
To use the marketplace	<b>1</b>	2	2	0	2	1	0	1	2	2	2	1	2	1	1	2	0
Other	<b>6</b>	6	5	8	6	6	2	5	8	7	8	4	4	8	9	3	4
Don't know	<b>1</b>	2	2	0	2	1	1	0	3	1	1	2	2	1	0	2	0

**To what extent do you agree or disagree with the following statements?**

*[Only those who currently have a facebook account and use it]*

**Facebook has changed my life**

Strongly agree	<b>4</b>	3	5	2	4	3	8	3	3	2	3	4	2	2	2	8	4
Tend to agree	<b>16</b>	17	16	18	16	16	30	22	9	4	18	13	19	15	17	16	10
<b>TOTAL AGREE</b>	<b>20</b>	<b>20</b>	<b>21</b>	<b>20</b>	<b>20</b>	<b>19</b>	<b>38</b>	<b>25</b>	<b>12</b>	<b>6</b>	<b>21</b>	<b>17</b>	<b>21</b>	<b>17</b>	<b>19</b>	<b>24</b>	<b>14</b>
Neither agree nor disagree	<b>28</b>	26	25	33	28	27	26	30	28	24	24	32	29	31	24	27	25
Tend to disagree	<b>18</b>	18	19	21	16	20	14	19	17	22	18	19	18	19	25	12	21
Strongly disagree	<b>34</b>	35	34	26	35	32	18	25	41	47	35	32	32	33	31	36	39
<b>TOTAL DISAGREE</b>	<b>52</b>	<b>53</b>	<b>53</b>	<b>47</b>	<b>51</b>	<b>52</b>	<b>32</b>	<b>44</b>	<b>58</b>	<b>69</b>	<b>53</b>	<b>51</b>	<b>50</b>	<b>52</b>	<b>56</b>	<b>48</b>	<b>60</b>
Don't know	<b>1</b>	2	0	0	1	1	4	1	1	0	1	1	0	0	2	2	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**I would not be able to keep in touch with my friends without Facebook**

Strongly agree	3	5	3	4	3	4	4	3	4	3	3	4	2	3	3	5	5
Tend to agree	24	21	26	26	23	25	38	29	18	13	23	24	27	24	24	23	20
<b>TOTAL AGREE</b>	<b>27</b>	<b>26</b>	<b>29</b>	<b>30</b>	<b>26</b>	<b>29</b>	<b>42</b>	<b>32</b>	<b>22</b>	<b>16</b>	<b>26</b>	<b>28</b>	<b>29</b>	<b>27</b>	<b>27</b>	<b>28</b>	<b>25</b>
Neither agree nor disagree	15	13	14	14	15	15	11	19	18	8	14	16	20	17	11	13	14
Tend to disagree	25	25	26	29	25	25	20	29	24	25	26	24	22	23	27	25	30
Strongly disagree	31	33	30	28	33	30	23	19	36	51	33	30	29	33	33	30	29
<b>TOTAL DISAGREE</b>	<b>56</b>	<b>58</b>	<b>56</b>	<b>57</b>	<b>58</b>	<b>55</b>	<b>43</b>	<b>48</b>	<b>60</b>	<b>76</b>	<b>59</b>	<b>54</b>	<b>51</b>	<b>56</b>	<b>60</b>	<b>55</b>	<b>59</b>
Don't know	1	2	1	0	1	1	4	1	1	0	2	1	0	1	2	2	1

**I find it easy to waste time on Facebook**

Strongly agree	21	22	20	20	19	22	42	21	14	15	20	20	17	25	15	24	13
Tend to agree	42	39	41	41	38	45	42	45	46	30	41	44	48	39	45	35	53
<b>TOTAL AGREE</b>	<b>63</b>	<b>61</b>	<b>61</b>	<b>61</b>	<b>57</b>	<b>67</b>	<b>84</b>	<b>66</b>	<b>60</b>	<b>45</b>	<b>61</b>	<b>64</b>	<b>65</b>	<b>64</b>	<b>60</b>	<b>59</b>	<b>66</b>
Neither agree nor disagree	16	14	22	6	20	14	4	17	16	25	17	16	17	14	15	22	11
Tend to disagree	11	13	8	21	12	9	6	13	10	12	11	10	8	11	12	10	13
Strongly disagree	9	9	9	11	9	9	2	4	13	16	8	10	9	10	10	7	8
<b>TOTAL DISAGREE</b>	<b>20</b>	<b>22</b>	<b>17</b>	<b>32</b>	<b>21</b>	<b>18</b>	<b>8</b>	<b>17</b>	<b>23</b>	<b>28</b>	<b>19</b>	<b>20</b>	<b>17</b>	<b>21</b>	<b>22</b>	<b>17</b>	<b>21</b>
Don't know	2	3	0	0	2	2	4	1	1	2	2	1	1	1	2	2	1

**I spend too much time on Facebook**

Strongly agree	10	10	8	11	9	11	19	12	6	6	10	10	7	12	8	13	4
Tend to agree	21	18	24	26	20	22	40	21	17	13	22	19	22	22	22	18	23
<b>TOTAL AGREE</b>	<b>31</b>	<b>28</b>	<b>32</b>	<b>37</b>	<b>29</b>	<b>33</b>	<b>59</b>	<b>33</b>	<b>23</b>	<b>19</b>	<b>32</b>	<b>29</b>	<b>29</b>	<b>34</b>	<b>30</b>	<b>31</b>	<b>27</b>
Neither agree nor disagree	23	21	23	15	25	21	17	28	25	15	19	27	27	21	22	21	28
Tend to disagree	23	25	24	30	22	24	13	26	23	25	24	22	20	24	22	24	20
Strongly disagree	22	24	20	18	23	21	7	12	29	40	23	21	23	20	25	21	24
<b>TOTAL DISAGREE</b>	<b>45</b>	<b>49</b>	<b>44</b>	<b>48</b>	<b>45</b>	<b>45</b>	<b>20</b>	<b>38</b>	<b>52</b>	<b>65</b>	<b>47</b>	<b>43</b>	<b>43</b>	<b>44</b>	<b>47</b>	<b>45</b>	<b>44</b>
Don't know	1	2	0	0	1	1	4	1	1	0	1	1	0	1	2	2	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**I prefer to speak to my friends on Facebook than meet them in real life**

Strongly agree	2	3	2	1	1	4	3	1	2	4	3	2	3	2	2	3	2
Tend to agree	7	6	9	6	8	6	8	10	8	2	7	7	8	5	7	10	10
<b>TOTAL AGREE</b>	<b>9</b>	<b>9</b>	<b>11</b>	<b>7</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>11</b>	<b>10</b>	<b>6</b>	<b>10</b>	<b>9</b>	<b>11</b>	<b>7</b>	<b>9</b>	<b>13</b>	<b>12</b>
Neither agree nor disagree	18	17	16	15	16	19	10	19	22	13	15	22	15	18	13	24	14
Tend to disagree	28	29	29	38	25	30	27	34	26	21	28	27	31	30	29	23	23
Strongly disagree	44	43	45	39	49	40	48	35	42	60	46	42	43	46	48	39	49
<b>TOTAL DISAGREE</b>	<b>72</b>	<b>72</b>	<b>74</b>	<b>77</b>	<b>74</b>	<b>70</b>	<b>75</b>	<b>69</b>	<b>68</b>	<b>81</b>	<b>74</b>	<b>69</b>	<b>74</b>	<b>76</b>	<b>77</b>	<b>62</b>	<b>72</b>
Don't know	1	2	0	0	1	1	4	1	1	0	1	1	0	0	2	2	1

**Facebook has changed the way people like me live our lives**

Strongly agree	5	4	8	2	6	5	8	6	4	5	5	6	5	3	4	12	1
Tend to agree	25	25	26	30	25	25	44	30	22	9	27	24	27	27	25	23	24
<b>TOTAL AGREE</b>	<b>30</b>	<b>29</b>	<b>34</b>	<b>32</b>	<b>31</b>	<b>30</b>	<b>52</b>	<b>36</b>	<b>26</b>	<b>14</b>	<b>32</b>	<b>30</b>	<b>32</b>	<b>30</b>	<b>29</b>	<b>35</b>	<b>25</b>
Neither agree nor disagree	24	24	23	20	23	24	18	27	23	22	21	27	23	22	24	24	30
Tend to disagree	19	19	20	28	19	19	11	21	20	21	20	18	20	22	18	17	16
Strongly disagree	25	26	22	20	25	25	14	15	30	41	25	24	22	26	25	23	27
<b>TOTAL DISAGREE</b>	<b>44</b>	<b>45</b>	<b>42</b>	<b>48</b>	<b>44</b>	<b>44</b>	<b>25</b>	<b>36</b>	<b>50</b>	<b>62</b>	<b>45</b>	<b>42</b>	<b>42</b>	<b>48</b>	<b>43</b>	<b>40</b>	<b>43</b>
Don't know	2	2	1	0	2	2	5	1	1	1	2	1	3	0	3	2	1

**How worried, if at all, would you say you are by Facebook's changes in its privacy settings?**

[Only those who currently have a facebook account and use it]

Very worried	7	5	8	6	8	5	11	3	7	9	5	9	9	7	7	6	4
Fairly worried	20	19	24	18	21	19	20	22	20	17	19	22	21	21	18	21	15
<b>TOTAL WORRIED</b>	<b>27</b>	<b>24</b>	<b>32</b>	<b>24</b>	<b>29</b>	<b>24</b>	<b>31</b>	<b>25</b>	<b>27</b>	<b>26</b>	<b>24</b>	<b>31</b>	<b>30</b>	<b>28</b>	<b>25</b>	<b>27</b>	<b>19</b>
Not very worried	33	33	32	32	29	36	28	39	32	27	33	32	35	31	31	32	42
Not at all worried	13	13	13	18	17	10	11	12	14	14	15	11	14	13	10	15	14
<b>TOTAL NOT WORRIED</b>	<b>46</b>	<b>46</b>	<b>45</b>	<b>50</b>	<b>46</b>	<b>46</b>	<b>39</b>	<b>51</b>	<b>46</b>	<b>41</b>	<b>48</b>	<b>43</b>	<b>49</b>	<b>44</b>	<b>41</b>	<b>47</b>	<b>56</b>
Not applicable, I did not know about Facebook's changes in its privacy settings	22	24	19	24	21	23	24	17	19	32	22	22	18	21	28	19	24
Don't know	5	6	5	3	4	7	6	5	7	2	5	6	4	7	5	6	1