

Results of SurveyUSA News Poll #17960

Geography: New York DMA  
Data Collected: 02/16/2011 - 02/17/2011  
Release Date: 02/18/2011  
Percentages

1 Do you have a Facebook account?

1700 Adults	All	Gender		Age			Race			
Credibility Interval: +/-2.4 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Yes	53%	50%	55%	75%	58%	26%	52%	53%	58%	47%
No	46%	49%	43%	24%	41%	72%	47%	46%	40%	50%
Not Sure	1%	1%	2%	1%	1%	2%	1%	1%	2%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Adults	100%	47%	53%	29%	41%	31%	56%	18%	17%	8%

2 How often do you check your facebook page? Several times a day? Once a day? Several times a week? Once a week? Several times a month? Or less often than that?

899 Who Have Facebook Account	All	Gender		Age			Race			
Credibility Interval: +/-3.3 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Several Times a Day	43%	40%	45%	55%	38%	24%	41%	47%	45%	39%
Once a Day	22%	21%	23%	25%	22%	16%	22%	18%	25%	28%
Several Times a Week	12%	16%	10%	10%	14%	15%	13%	16%	8%	12%
Once a Week	6%	8%	5%	4%	7%	11%	7%	1%	8%	6%
Several Times a Month	6%	4%	7%	1%	8%	12%	6%	6%	5%	5%
Less Often	10%	10%	9%	5%	11%	19%	10%	12%	7%	9%
Not Sure	1%	0%	1%	0%	0%	3%	0%	0%	2%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Have Facebook	100%	45%	55%	41%	44%	15%	56%	18%	19%	7%

3 Do you post status updates, photos, links or other content to your Facebook page?

806 Who Check Facebook	All	Gender		Age			Race			
Credibility Interval: +/-3.1 pct points		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Yes	74%	75%	74%	85%	71%	53%	72%	77%	81%	69%
No	24%	23%	24%	14%	28%	44%	27%	23%	16%	26%
Not Sure	2%	2%	2%	1%	2%	3%	1%	0%	3%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Check Faceboo	100%	45%	55%	43%	44%	13%	56%	18%	19%	7%

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4 Do you have children who are also on Facebook?

806 Who Check Facebook	All	Gender		Age			Race			
		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Credibility Interval: +/-3.4 pct points										
Yes	38%	30%	45%	17%	50%	66%	37%	38%	37%	49%
No	61%	70%	54%	83%	49%	33%	63%	61%	63%	49%
Not Sure	1%	0%	1%	1%	1%	1%	1%	1%	0%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Check Faceboo	100%	45%	55%	43%	44%	13%	56%	18%	19%	7%

5 Are you Facebook friends with your children?

306 Who Have Children On Faceboo	All	Gender		Age			Race			
		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Credibility Interval: +/-5.1 pct points										
Yes	73%	67%	77%	53%	77%	81%	76%	60%	79%	70%
No	25%	32%	21%	45%	21%	18%	22%	37%	21%	22%
Not Sure	2%	1%	3%	2%	2%	1%	1%	3%	0%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Have Children	100%	35%	65%	19%	59%	23%	54%	18%	19%	10%

6 As far as you know, can your children see ... everything you post to Facebook? Some of what you post to Facebook? Or none of what you post to Facebook?

224 Who Are Friends With Children	All	Gender		Age			Race			
		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Credibility Interval: +/-5.5 pct points										
Everything	79%	77%	79%	73%	79%	79%	84%	60%	76%	81%
Some	19%	21%	18%	27%	18%	17%	14%	35%	24%	13%
None	1%	0%	1%	0%	2%	0%	2%	0%	0%	0%
Not Sure	2%	3%	1%	0%	1%	4%	0%	6%	0%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Are Friends Wit	100%	32%	68%	14%	61%	25%	56%	15%	20%	9%

7 As far as you know, can YOU see ... everything your children post to Facebook? Some of what they post to Facebook? Or none of what they post to Facebook?

224 Who Are Friends With Children	All	Gender		Age			Race			
		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Credibility Interval: +/-5.6 pct points										
Everything	77%	75%	77%	88%	78%	68%	76%	86%	78%	64%
Some	23%	24%	22%	12%	21%	32%	23%	14%	22%	36%
None	0%	-	-	-	-	-	-	-	-	-
Not Sure	1%	1%	0%	0%	1%	1%	1%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Are Friends Wit	100%	32%	68%	14%	61%	25%	56%	15%	20%	9%

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8 Are your parents on Facebook?

806 Who Check Facebook	All	Gender		Age			Race			
		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Credibility Interval: +/-3.4 pct points										
Yes	34%	32%	35%	47%	29%	7%	36%	31%	26%	44%
No	64%	66%	63%	52%	70%	86%	62%	64%	74%	53%
Not Sure	2%	2%	2%	1%	1%	7%	2%	5%	0%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Check Faceboo	100%	45%	55%	43%	44%	13%	56%	18%	19%	7%

9 Are you Facebook friends with your parents?

272 Who Have Parents On Faceboo	All	Gender		Age			Race			
		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Credibility Interval: +/-5.3 pct points										
Yes	74%	74%	75%	79%	69%	**	80%	74%	62%	58%
No	25%	24%	25%	21%	29%	**	20%	21%	38%	42%
Not Sure	1%	2%	0%	0%	2%	**	0%	6%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Have Parents O	100%	43%	57%	60%	37%	3%	59%	16%	15%	10%

10 As far as you know, can your parents see ... everything you post to Facebook? Some of what you post to Facebook? Or none of what you post to Facebook?

202 Who Are Friends With Parents	All	Gender		Age			Race			
		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Credibility Interval: +/-5.5 pct points										
Everything	81%	74%	86%	80%	81%	**	81%	83%	90%	57%
Some	17%	24%	12%	18%	17%	**	18%	17%	10%	28%
None	2%	2%	2%	2%	2%	**	1%	0%	0%	16%
Not Sure	0%	-	-	-	-	-	-	-	-	-
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Are Friends Wit	100%	42%	58%	63%	34%	2%	64%	16%	12%	8%

11 As far as you know, can YOU see ... everything your parents post to Facebook? Some of what they post to Facebook? Or none of what they post to Facebook?

202 Who Are Friends With Parents	All	Gender		Age			Race			
		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Credibility Interval: +/-4.3 pct points										
Everything	89%	82%	95%	93%	84%	**	92%	78%	100%	74%
Some	10%	18%	4%	7%	14%	**	8%	22%	0%	18%
None	1%	0%	1%	0%	2%	**	0%	0%	0%	8%
Not Sure	0%	-	-	-	-	-	-	-	-	-
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Are Friends Wit	100%	42%	58%	63%	34%	2%	64%	16%	12%	8%

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Do you know how to adjust your Facebook privacy settings to control what people can and cannot see?

806 Who Check Facebook Credibility Interval: +/-2.7 pct points	All	Gender		Age			Race			
		Male	Female	18-34	35-54	55+	White	Black	Hispani	Other
Yes	83%	80%	84%	92%	83%	51%	83%	78%	90%	70%
No	15%	17%	14%	7%	14%	46%	15%	18%	10%	24%
Not Sure	2%	3%	2%	1%	3%	2%	2%	4%	0%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Who Check Faceboo	100%	45%	55%	43%	44%	13%	56%	18%	19%	7%

\*\* Too few respondents of this type were interviewed for this data to be meaningful.

**Statement of Methodology:** About the Poll: This poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT. All respondents heard the questions asked identically. The pollster's report includes the geography that was surveyed; the date(s) interviews were conducted, the number of respondents who answered each question and the theoretical margin of sampling error for each question. Where necessary, respondents were weighted using the most recent US Census estimates for age, gender, ethnic origin and region, to align the sample to the population. In theory, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents with home telephones been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than sampling error. These include: the difficulty of interviewing respondents who do not have a home telephone; the refusal by some with home telephones to be interviewed; the order in which questions are asked; the wording of questions; the way and extent to which data are weighted; and the manner in which specialized populations, such as likely voters, are determined. It is difficult to quantify the errors that may result from these and other factors. Research methodology, questionnaire design and fieldwork for this survey were completed by SurveyUSA of Clifton, NJ. This statement conforms to the principles of disclosure of the National Council on Public Polls.