Results

Survey 24678

|	
Number of records in this query:	59
Total records in survey:	67
Percentage of total:	88.06%

Field summary for ModifiedPrivSettings

Have you ever modified the privacy settings for a social network in which you participate?

Answer	Count	Percentage
Yes (1)	56	94.92%
Unsure (2)	0	0.00%
No (3)	3	5.08%
No answer	0	0.00%
Not displayed	0	0.00%

Field summary for ModifiedPrivSettings

Have you ever modified the privacy settings for a social network in which you participate?
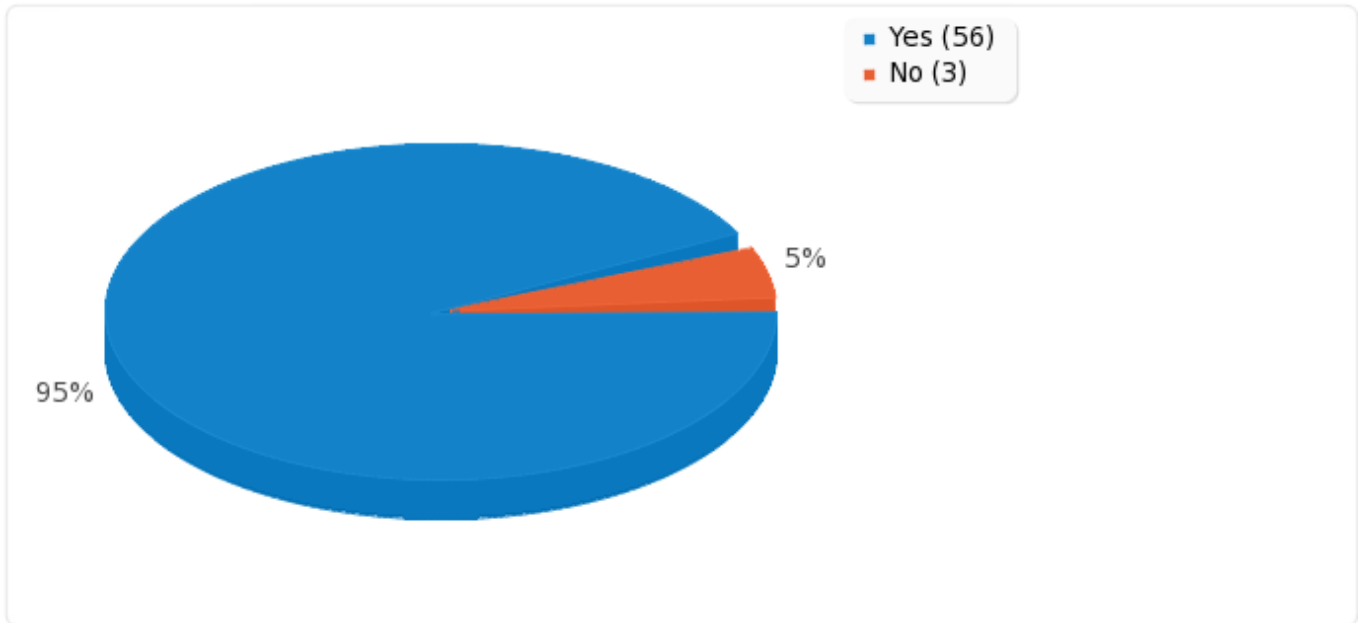
Field summary for CheckPrivSettings

How often do you check your privacy setting for the social networks in which you participate?

Answer	Count	Percentage
Once a month or more (A1)	9	15.25%
Every few months (A2)	28	47.46%
Every six months (A3)	5	8.47%
Every year (A4)	10	16.95%
Never (A5)	7	11.86%
No answer	0	0.00%
Not displayed	0	0.00%

Field summary for CheckPrivSettings

How often do you check your privacy setting for the social networks in which you participate?
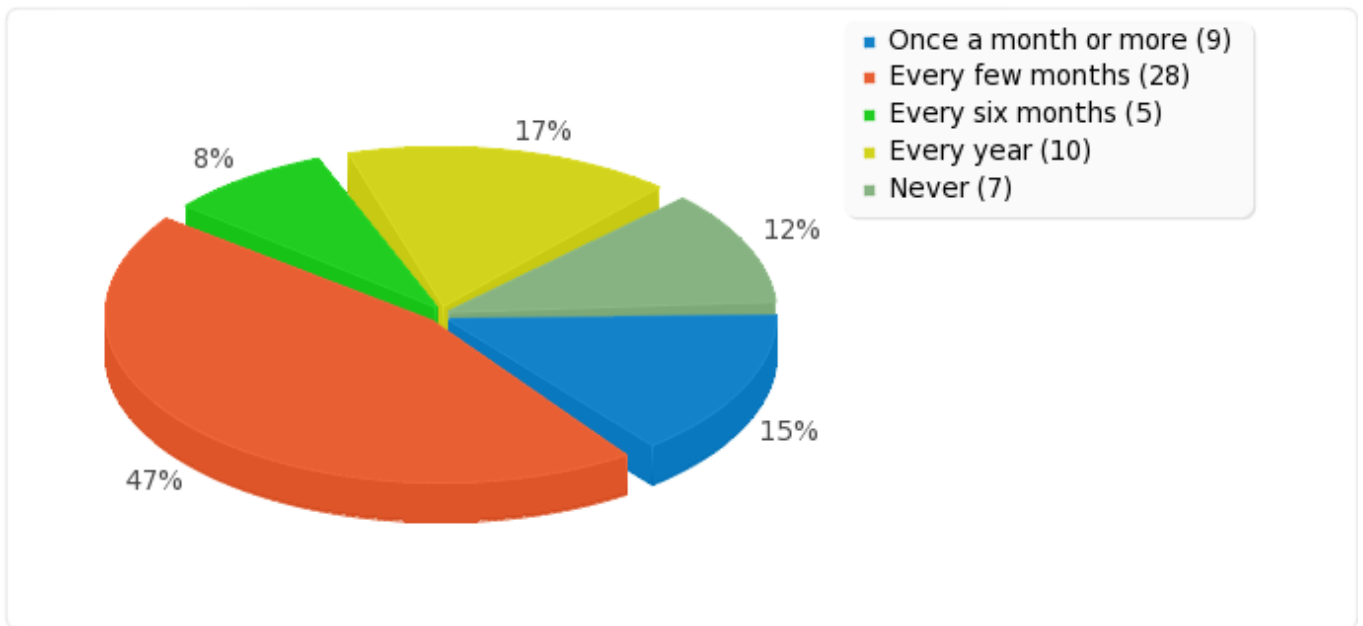
Field summary for HistoryTrackingConce

Do you mind that some social networks keep databases of your activity history (profiles visited, search history)?

Answer	Count	Percentage
Yes (1)	43	72.88%
Unsure (2)	5	8.47%
No (3)	11	18.64%
No answer	0	0.00%
Not displayed	0	0.00%

Field summary for HistoryTrackingConce

Do you mind that some social networks keep databases of your activity history (profiles visited, search history)?
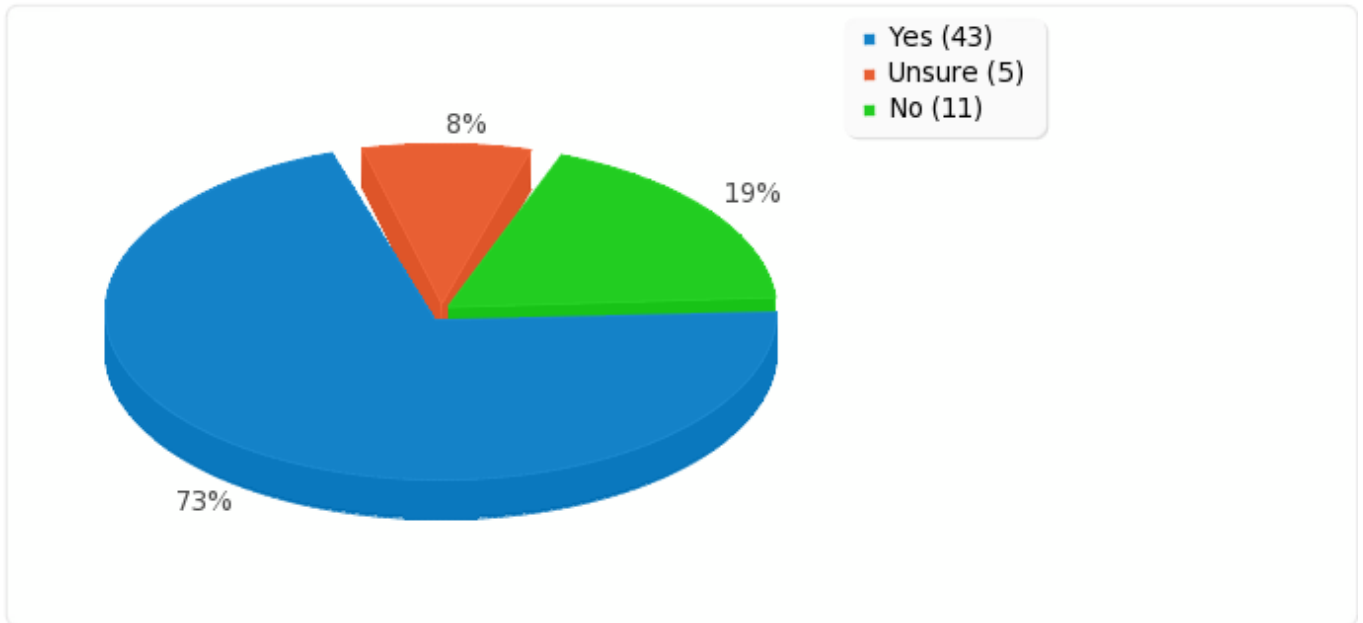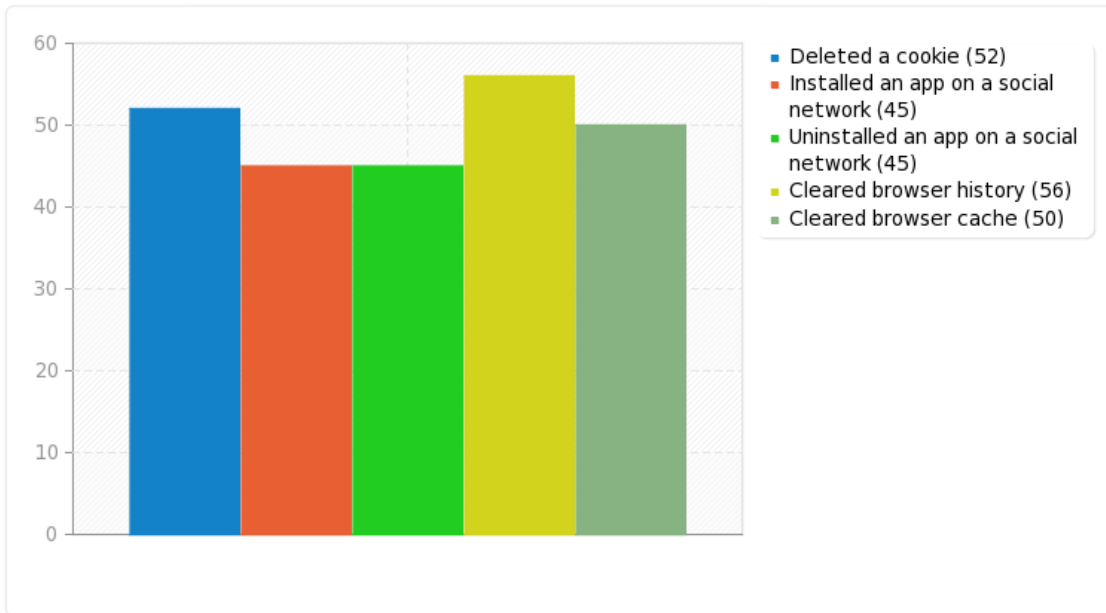
Field summary for PrvProtectionActions

Have you ever

Answer	Count	Percentage
Deleted a cookie (SQ001)	52	88.14%
Installed an app on a social network (SQ002)	45	76.27%
Uninstalled an app on a social network (SQ003)	45	76.27%
Cleared browser history (SQ004)	56	94.92%
Cleared browser cache (SQ005)	50	84.75%

Field summary for PrvProtectionActions

Have you ever

Field summary for Government Oversight

Would you be willing to allow a greater government oversight of private online content protection? This could be, for example, in the form of government legislations limiting in which way or what content can be shared to third parties.

Answer	Count	Percentage
Yes (A1)	22	37.29%
Unsure (A2)	19	32.20%
No (A3)	18	30.51%
No answer	0	0.00%
Not displayed	0	0.00%

Field summary for Government Oversight

Would you be willing to allow a greater government oversight of private online content protection? This could be, for example, in the form of government legislations limiting in which way or what content can be shared to third parties.
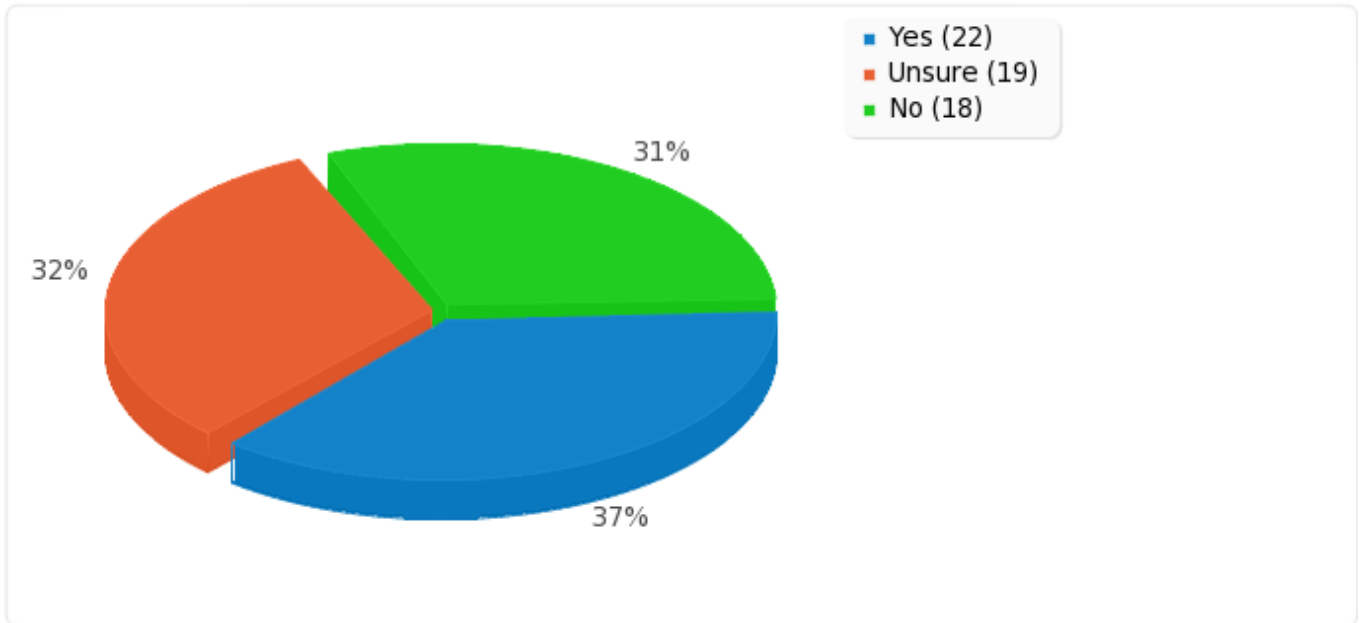
Field summary for Tools(surv)

Would you like to have a tool available for customizing your privacy settings that:
[Is based on responses to a short survey? For example: Your settings will be inferred from your responses to a few questions.]

Answer	Count	Percentage
Yes (A1)	32	54.24%
Unsure (A2)	16	27.12%
No (A3)	11	18.64%
No answer	0	0.00%
Not displayed	0	0.00%

Field summary for Tools(surv)

Would you like to have a tool available for customizing your privacy settings that:
[Is based on responses to a short survey? For example: Your settings will be inferred from your responses to a few questions.]
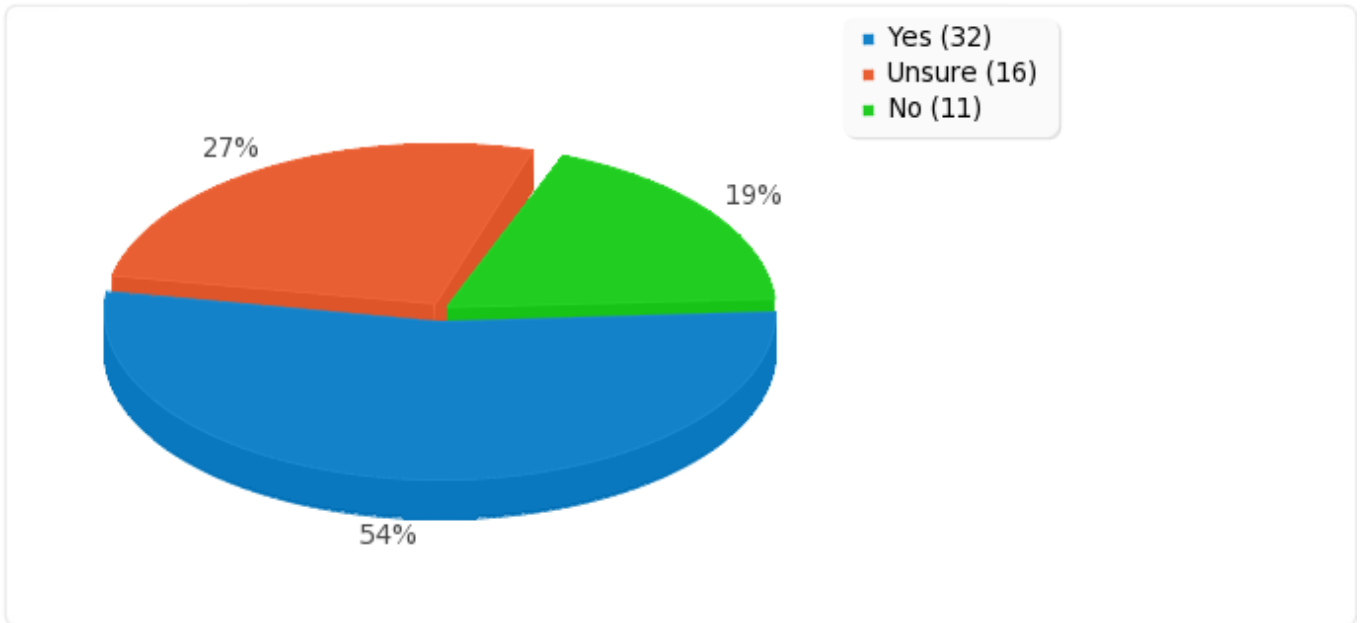
Field summary for Tools(crowd)

Would you like to have a tool available for customizing your privacy settings that:
["Crowd sourced" your privacy settings? For example: All your privacy settings would be changed to match those of a specific group or individual of your choice.]

Answer	Count	Percentage
Yes (A1)	13	22.03%
Unsure (A2)	14	23.73%
No (A3)	32	54.24%
No answer	0	0.00%
Not displayed	0	0.00%

Field summary for Tools(crowd)

Would you like to have a tool available for customizing your privacy settings that:
["Crowd sourced" your privacy settings? For example: All your privacy settings would be changed to match those of a specific group or individual of your choice.]
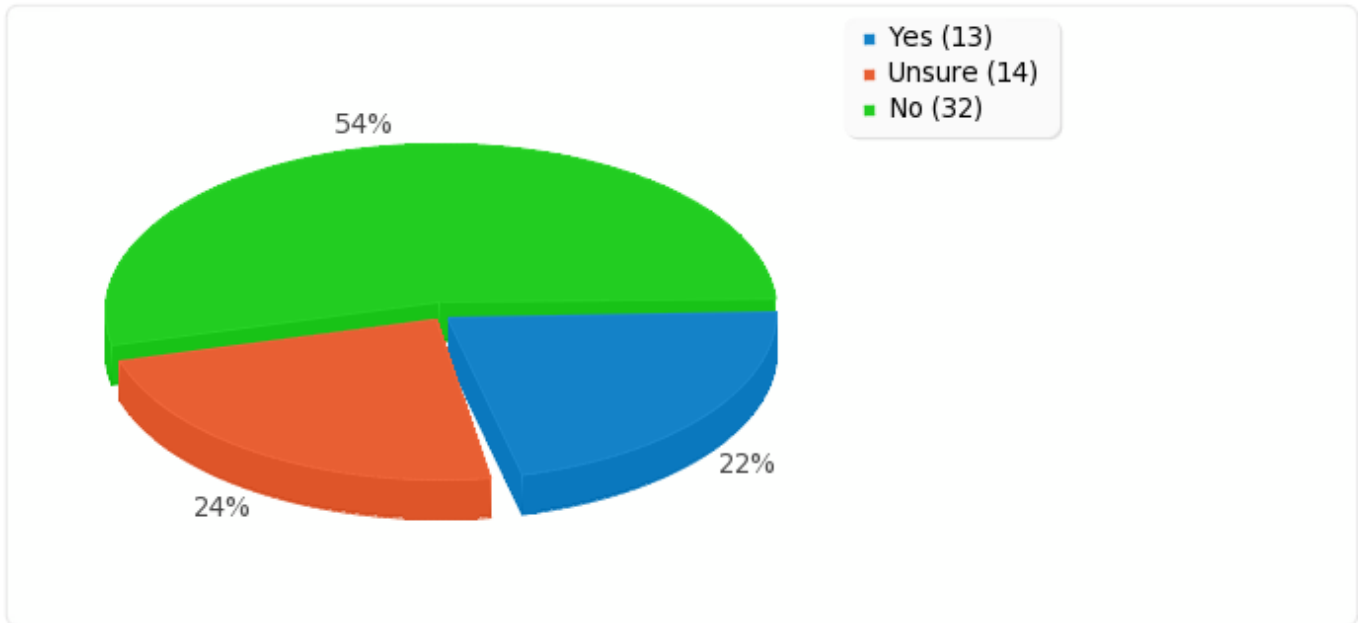
Field summary for Tools(3opt)

Would you like to have a tool available for customizing your privacy settings that:
[Gave you three preset options to choose from? This would be similar to an easy medium hard selection in a video game. For example: Option A: All users to access your social network content. Option B: Only social network users with whom you are friends can access your content. Option C: Your social network content is not shared.]
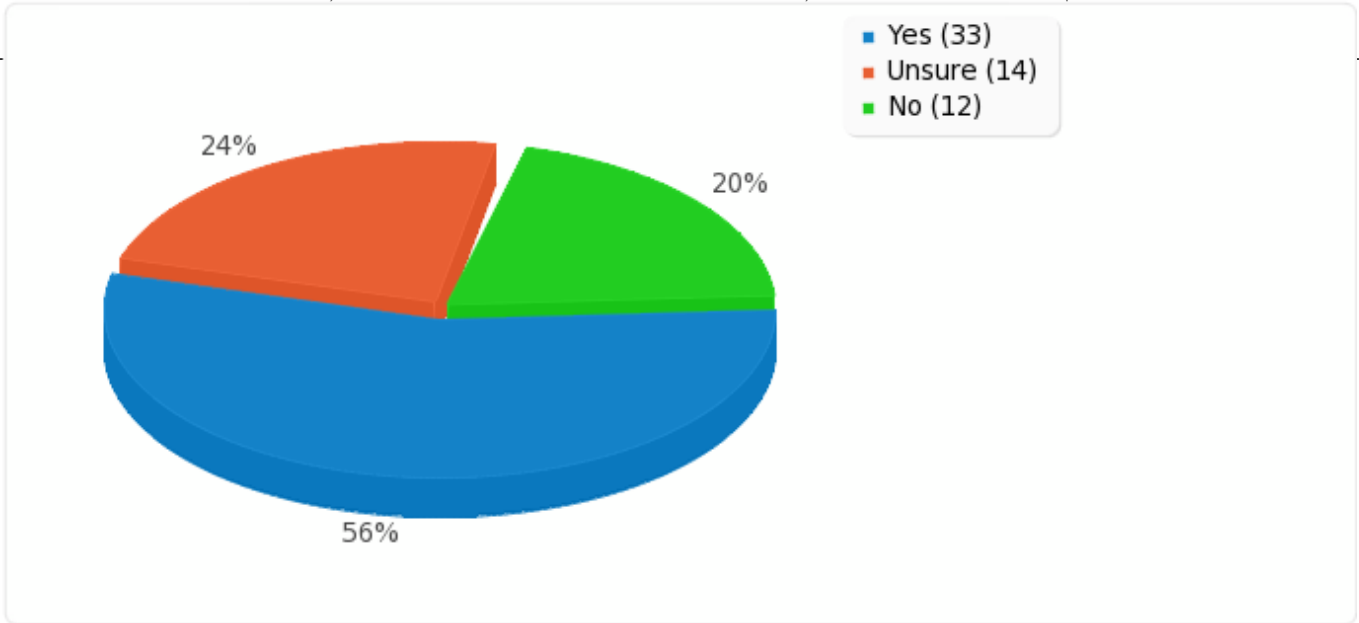
Answer	Count	Percentage
Yes (A1)	33	55.93%
Unsure (A2)	14	23.73%
No (A3)	12	20.34%
No answer	0	0.00%
Not displayed	0	0.00%

Field summary for Tools(3opt)

Would you like to have a tool available for customizing your privacy settings that:
[Gave you three preset options to choose from? This would be similar to an easy medium hard selection in a video game. For example: Option A: All users to access your social network content. Option B: Only social network users with whom you are friends can access your content. Option C: Your

Legend:
- Yes (33)
- Unsure (14)
- No (12)

56% — Yes
24% — Unsure
20% — No

Field summary for GreenCost

Adding privacy controls may require the servers of social networks to consume more electricity and increase greenhouse gas emissions. Are you willing to exchange online privacy for reduced greenhouse gas emissions?

Answer	Count	Percentage
Yes (1)	11	18.64%
Unsure (3)	12	20.34%
No (2)	36	61.02%
No answer	0	0.00%
Not displayed	0	0.00%

Field summary for GreenCost

Adding privacy controls may require the servers of social networks to consume more electricity and increase greenhouse gas emissions. Are you willing to exchange online privacy for reduced greenhouse gas emissions?
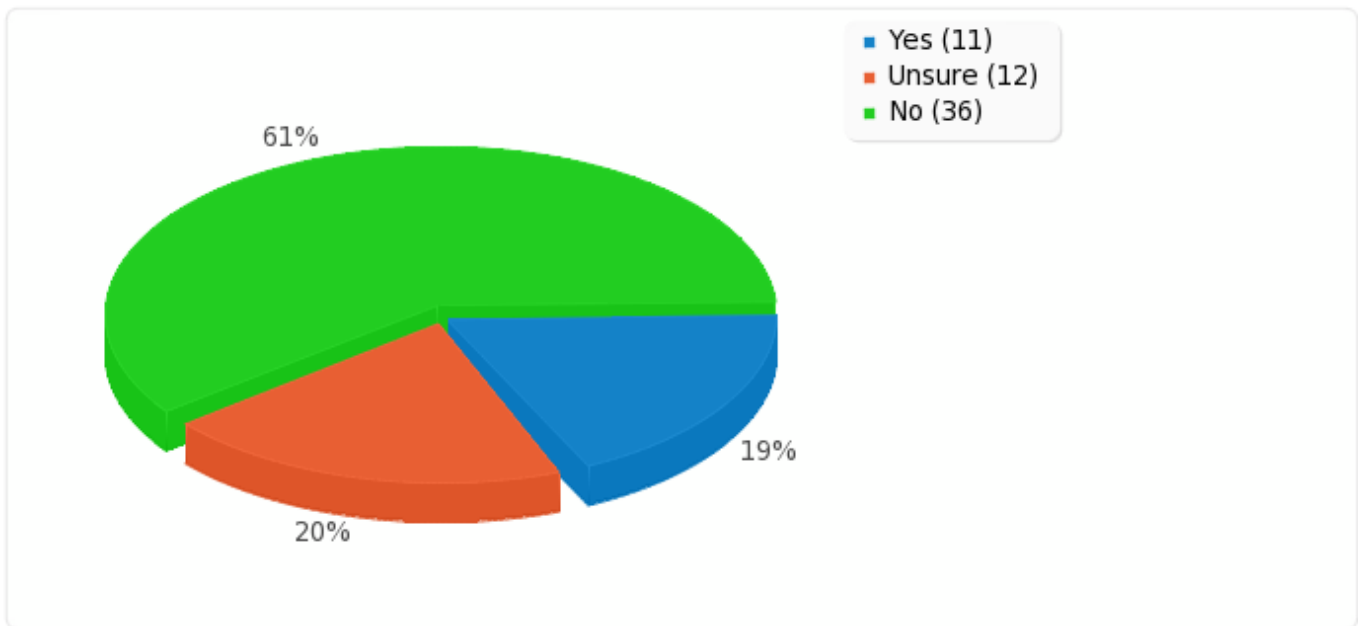
Field summary for GreenCostAmount

If so, which services and features would you be willing to discontinue?

Answer	Count	Percentage
Individual photo sharing (1)	5	8.47%
Friends of friends visibility (2)	9	15.25%
Geotagging (3)	7	11.86%
Search availability (Other people can find you on the social network) (4)	4	6.78%
Messaging (5)	1	1.69%
Lists or groups (6)	4	6.78%
Other	1	1.69%

Field summary for GreenCostAmount

Field summary for GreenCostAmount

If so, which services and features would you be willing to discontinue?
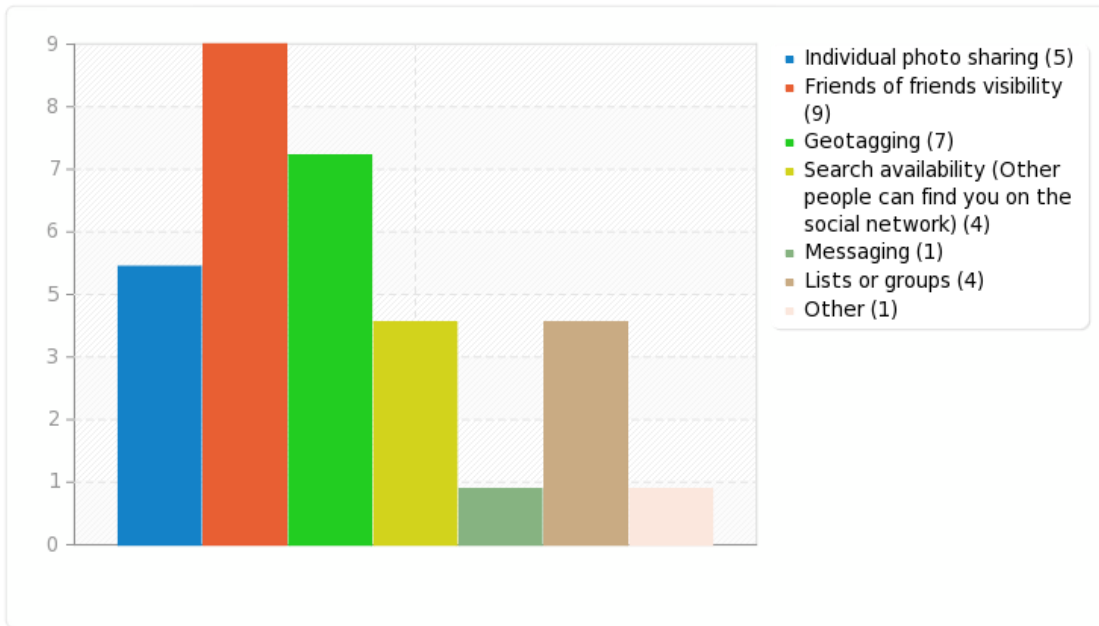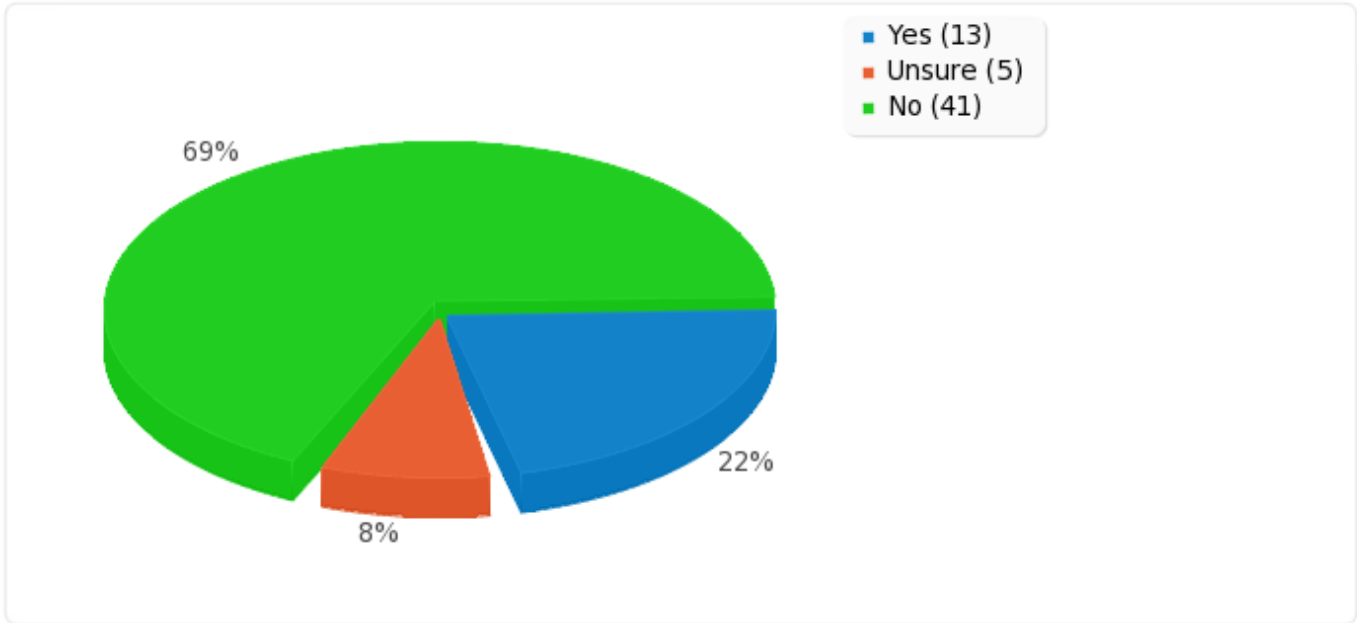
Field summary for MoneyCost

Would you be willing to pay a fee to prevent the information you put online
from being shared with people you don't know?

Answer	Count	Percentage
Yes (1)	13	22.03%
Unsure (3)	5	8.47%
No (2)	41	69.49%
No answer	0	0.00%
Not displayed	0	0.00%

Field summary for MoneyCost

Would you be willing to pay a fee to prevent the information you put online from being shared with people you don't know?
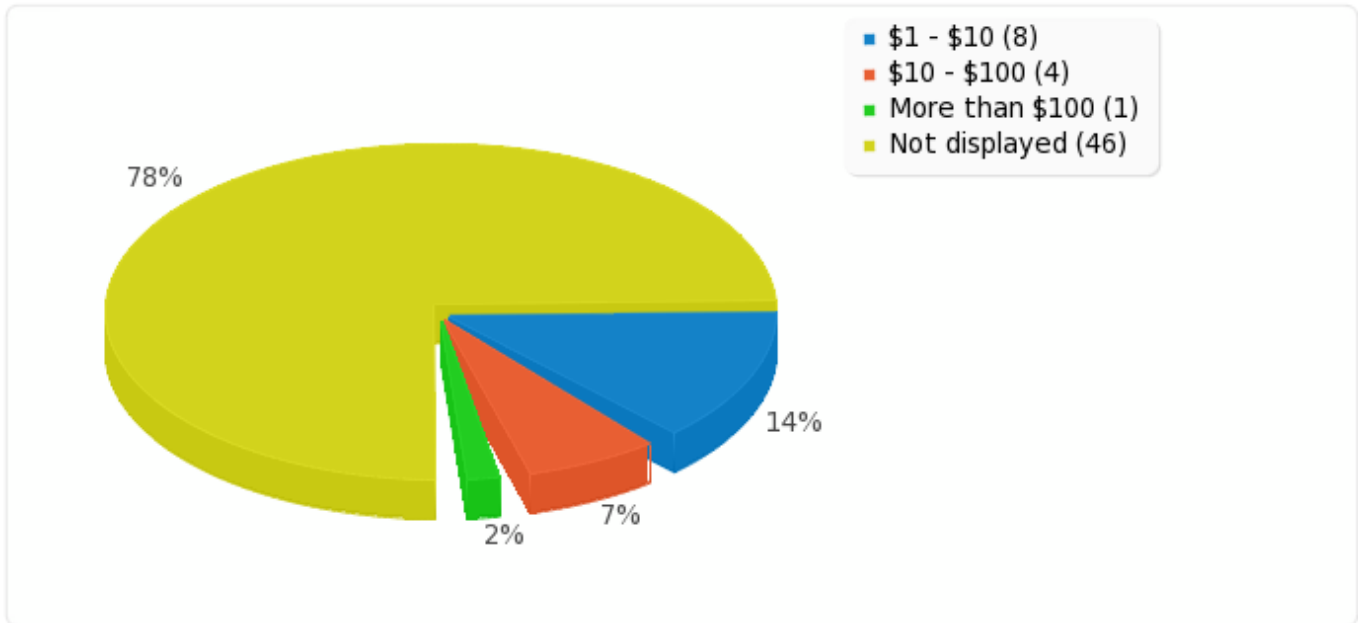
Field summary for MoneyCostAmount

If so, how much would you be willing to pay in a year?

Answer	Count	Percentage
$1 – $10 (1)	8	13.56%
$10 – $100 (2)	4	6.78%
More than $100 (3)	1	1.69%
No answer	0	0.00%
Not displayed	46	77.97%

Field summary for MoneyCostAmount

If so, how much would you be willing to pay in a year?
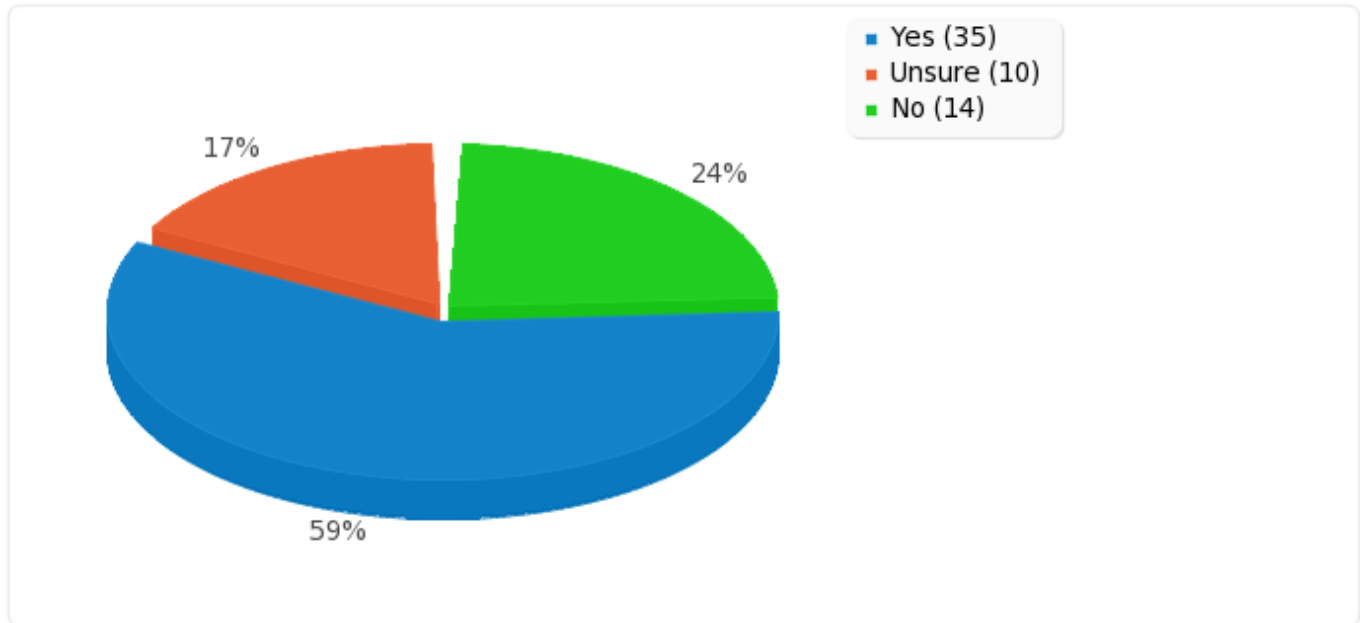
Field summary for ServiceCost

Would you be willing to give up certain services or features in exchange for privacy?

Answer	Count	Percentage
Yes (1)	35	59.32%
Unsure (3)	10	16.95%
No (2)	14	23.73%
No answer	0	0.00%
Not displayed	0	0.00%

Field summary for ServiceCost

Would you be willing to give up certain services or features in exchange for privacy?

Field summary for ServiceCostSpecifics

If so, which services and features would you be willing to discontinue?

Answer	Count	Percentage
Photo sharing (1)	14	23.73%
Seeing friends of friends (2)	25	42.37%
Geotagging (3)	29	49.15%
Search availability (Other people can find you on the social network) (4)	19	32.20%
Messaging (5)	10	16.95%
Lists or groups (6)	19	32.20%
Other	0	0.00%

Field summary for ServiceCostSpecifics

If so, which services and features would you be willing to discontinue?
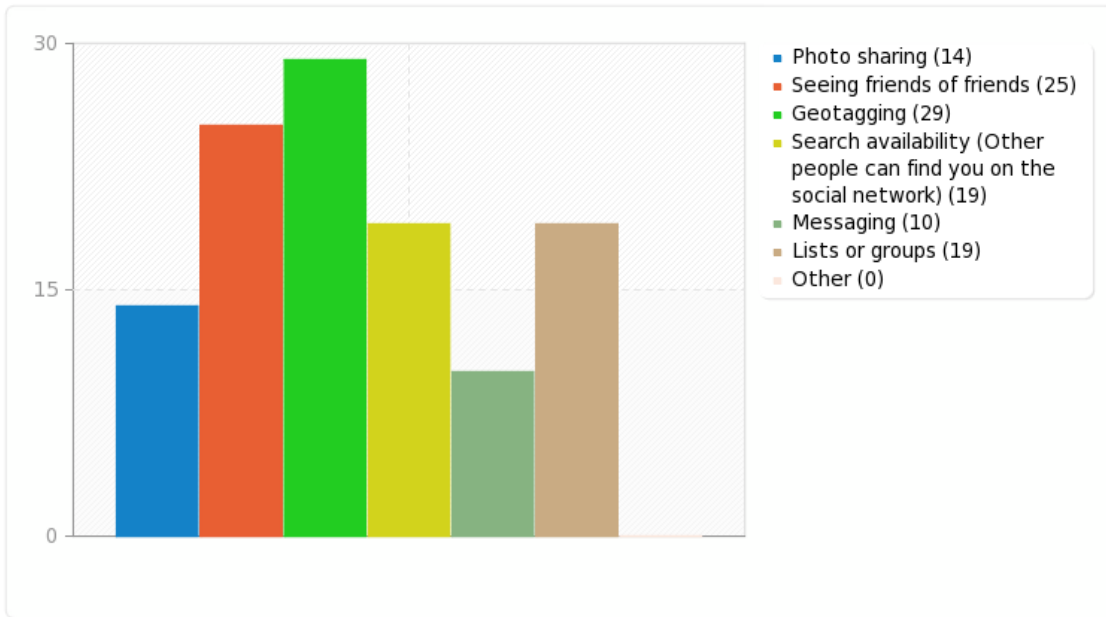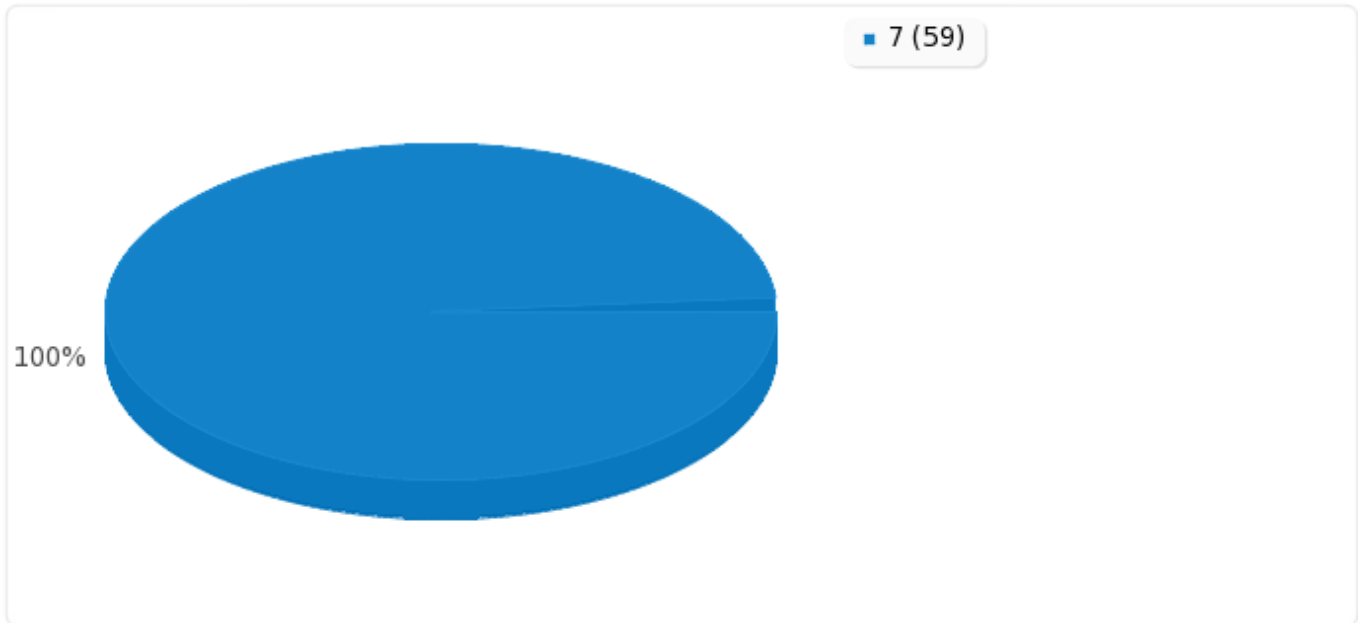
Field summary for CheckQuestion1

What is the result of 5+2?

Answer	Count	Percentage
3 (A1)	0	0.00%
5 (A2)	0	0.00%
6 (A3)	0	0.00%
7 (A4)	59	100.00%
9 (A5)	0	0.00%
No answer	0	0.00%
Not displayed	0	0.00%

Field summary for CheckQuestion1

What is the result of 5+2?

■ 7 (59)

100%

Field summary for CurrentSocialNetwork

Which social networks do you have an account with?

Answer	Count	Percentage
Facebook (SQ001)	54	91.53%
foursquare (SQ002)	14	23.73%
Google+ (SQ003)	40	67.80%
LinkedIn (SQ004)	42	71.19%
Meetup (SQ005)	10	16.95%
Myspace (SQ006)	7	11.86%
Orkut (SQ007)	5	8.47%
Pinterest (SQ008)	13	22.03%
Twitter (SQ009)	36	61.02%
Other	8	13.56%

Field summary for CurrentSocialNetwork

Which social networks do you have an account with?
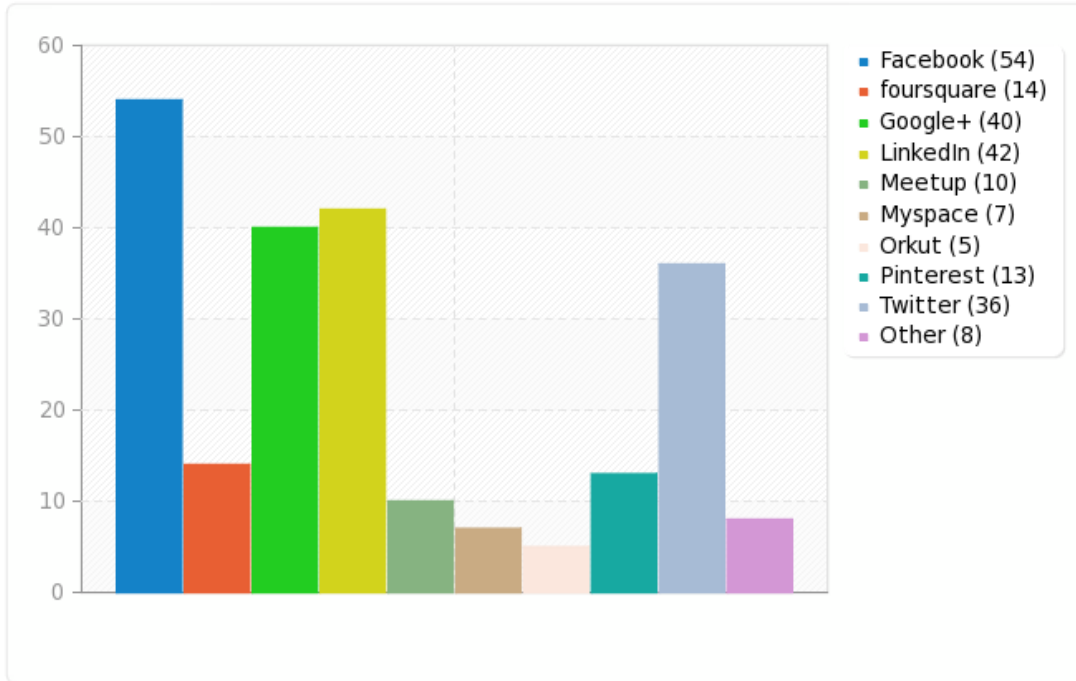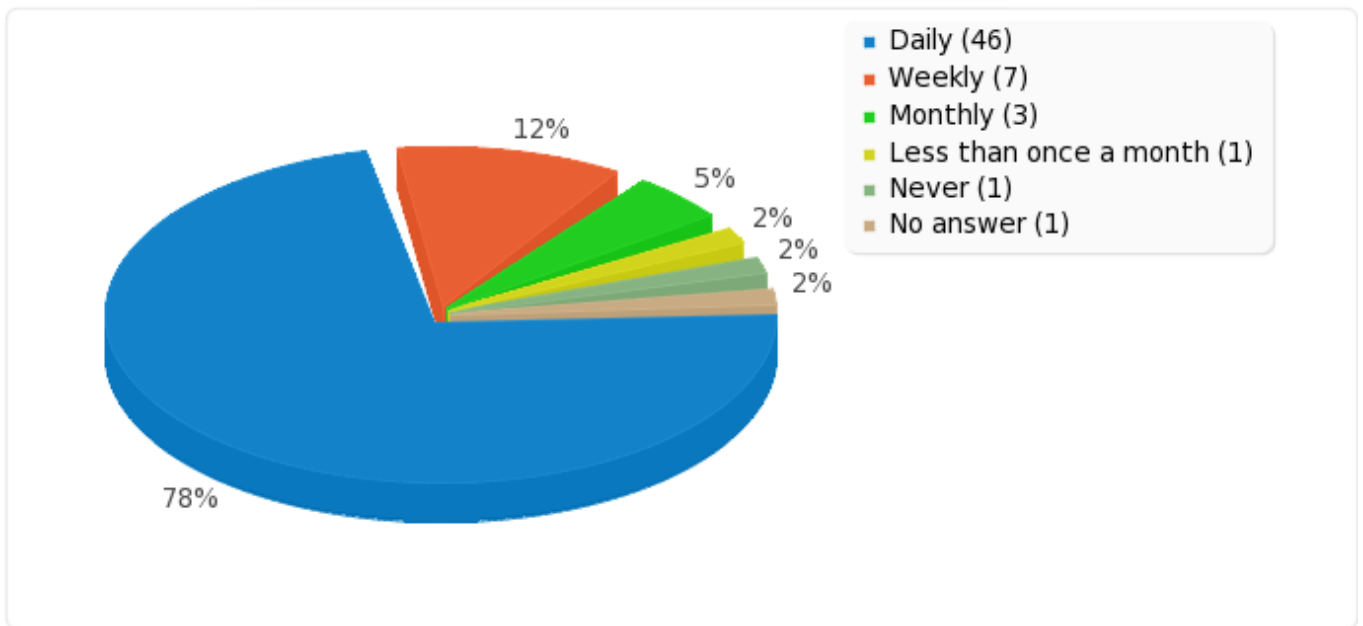
Field summary for SocialNetworkAccess(1)

How frequently do you access your social networks from the following locations?
[From home]

Answer	Count	Percentage
Daily (1)	46	77.97%
Weekly (2)	7	11.86%
Monthly (3)	3	5.08%
Less than once a month (4)	1	1.69%
Never (5)	1	1.69%
Not applicable (6)	0	0.00%
No answer	1	1.69%
Not displayed	0	0.00%

Field summary for SocialNetworkAccess(1)

How frequently do you access your social networks from the following
locations?
[From home]

Legend:
- Daily (46)
- Weekly (7)
- Monthly (3)
- Less than once a month (1)
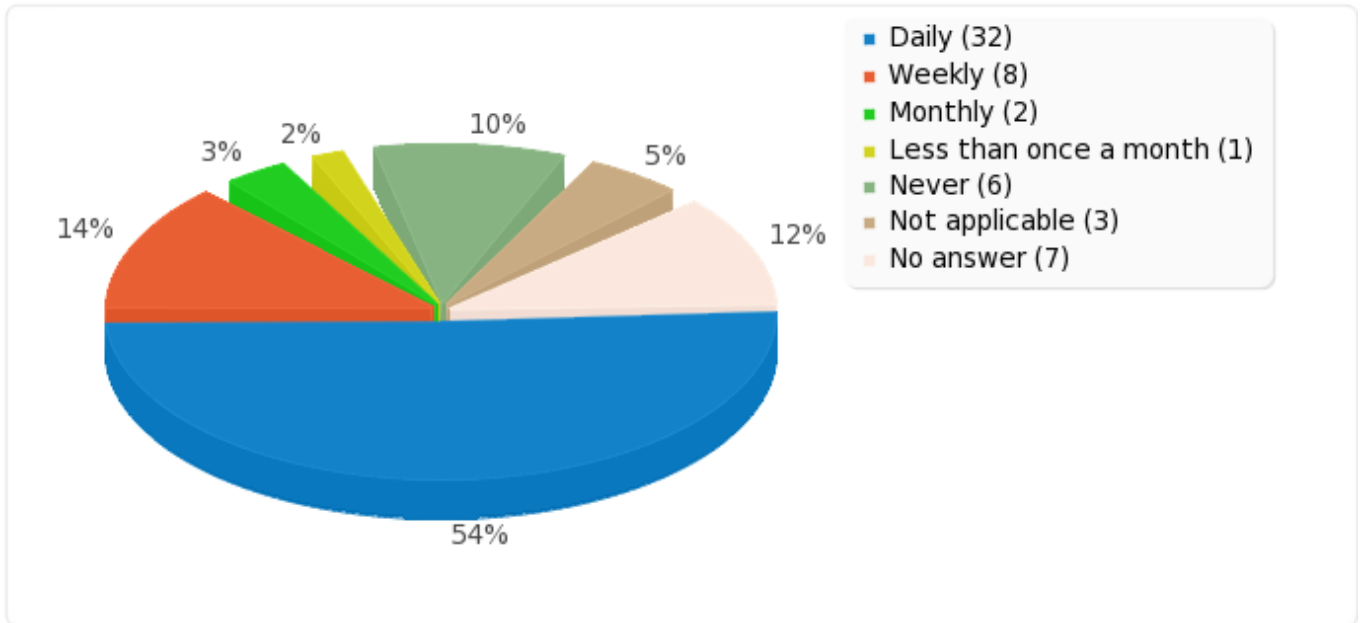- Never (1)
- No answer (1)

Field summary for SocialNetworkAccess(2)

How frequently do you access your social networks from the following locations?
[From work]

Answer	Count	Percentage
Daily (1)	32	54.24%
Weekly (2)	8	13.56%
Monthly (3)	2	3.39%
Less than once a month (4)	1	1.69%
Never (5)	6	10.17%
Not applicable (6)	3	5.08%
No answer	7	11.86%
Not displayed	0	0.00%

Field summary for SocialNetworkAccess(2)

How frequently do you access your social networks from the following locations?
[From work]

Legend:
- Daily (32)
- Weekly (8)
- Monthly (2)
- Less than once a month (1)
- Never (6)
- Not applicable (3)
- No answer (7)

Field summary for SocialNetworkAccess(3)

How frequently do you access your social networks from the following locations?
[From school]

Answer	Count	Percentage
Daily (1)	16	27.12%
Weekly (2)	1	1.69%
Monthly (3)	2	3.39%
Less than once a month (4)	0	0.00%
Never (5)	5	8.47%
Not applicable (6)	12	20.34%
No answer	23	38.98%
Not displayed	0	0.00%

Field summary for SocialNetworkAccess(3)

How frequently do you access your social networks from the following
locations?
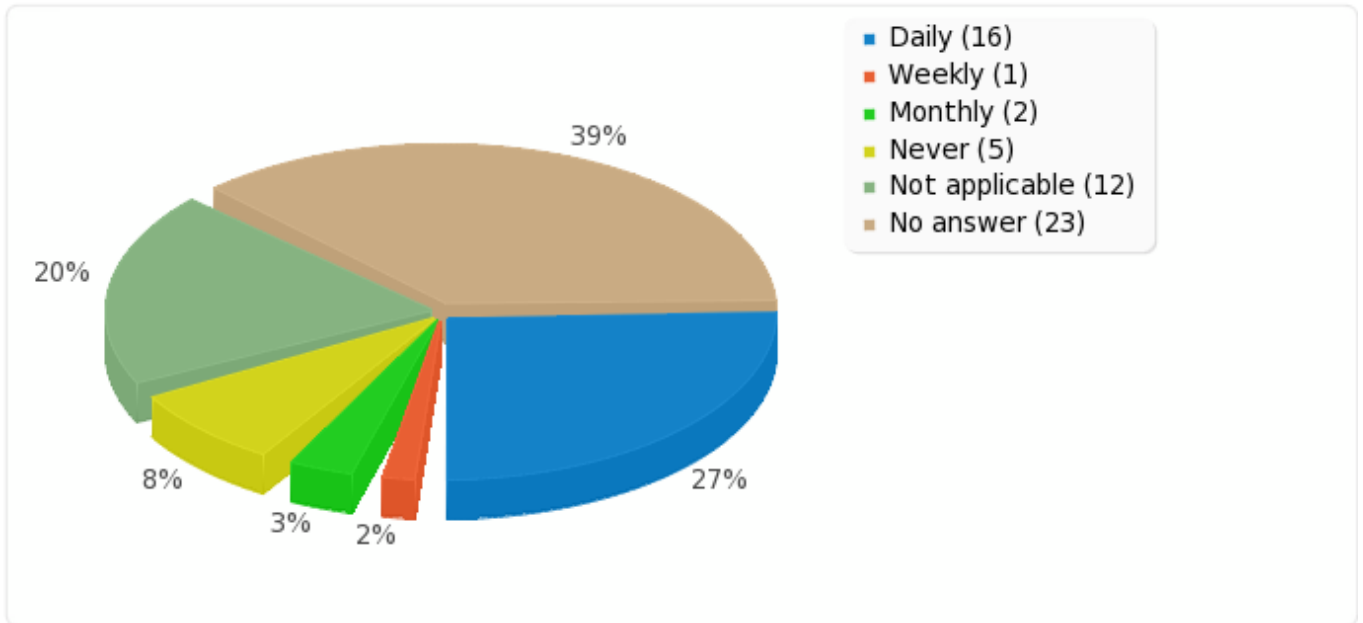[From school]

Field summary for SocialNetworkAccess(4)

How frequently do you access your social networks from the following locations?
[From a public terminal (public library, internet cafe, etc.)]

Answer	Count	Percentage
Daily (1)	6	10.17%
Weekly (2)	7	11.86%
Monthly (3)	5	8.47%
Less than once a month (4)	6	10.17%
Never (5)	14	23.73%
Not applicable (6)	3	5.08%
No answer	18	30.51%
Not displayed	0	0.00%

Field summary for SocialNetworkAccess(4)

How frequently do you access your social networks from the following
locations?
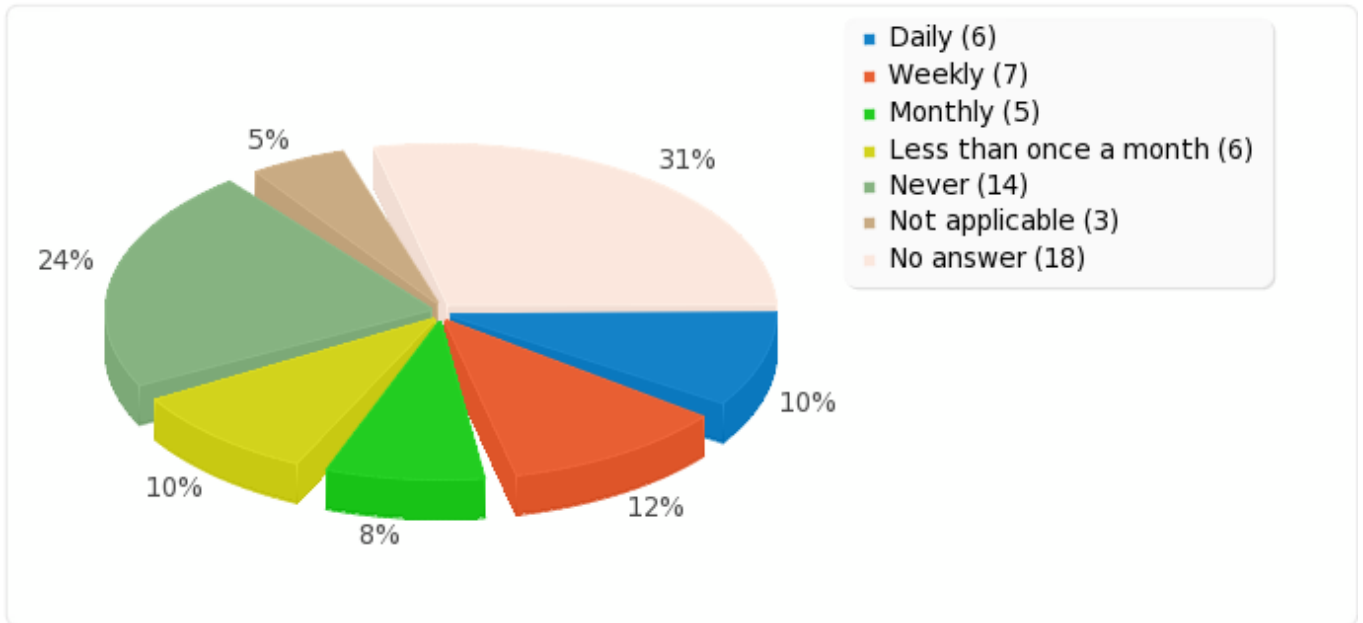[From a public terminal (public library, internet cafe, etc.)]

Field summary for SocialNetworkAccess(5)

How frequently do you access your social networks from the following locations?
[Other]

Answer	Count	Percentage
Daily (1)	9	15.25%
Weekly (2)	1	1.69%
Monthly (3)	5	8.47%
Less than once a month (4)	1	1.69%
Never (5)	4	6.78%
Not applicable (6)	5	8.47%
No answer	34	57.63%
Not displayed	0	0.00%

Field summary for SocialNetworkAccess(5)

How frequently do you access your social networks from the following locations?
[Other]

- Daily (9)
- Weekly (1)
- Monthly (5)
- Less than once a month (1)
- Never (4)
- Not applicable (5)
- No answer (34)
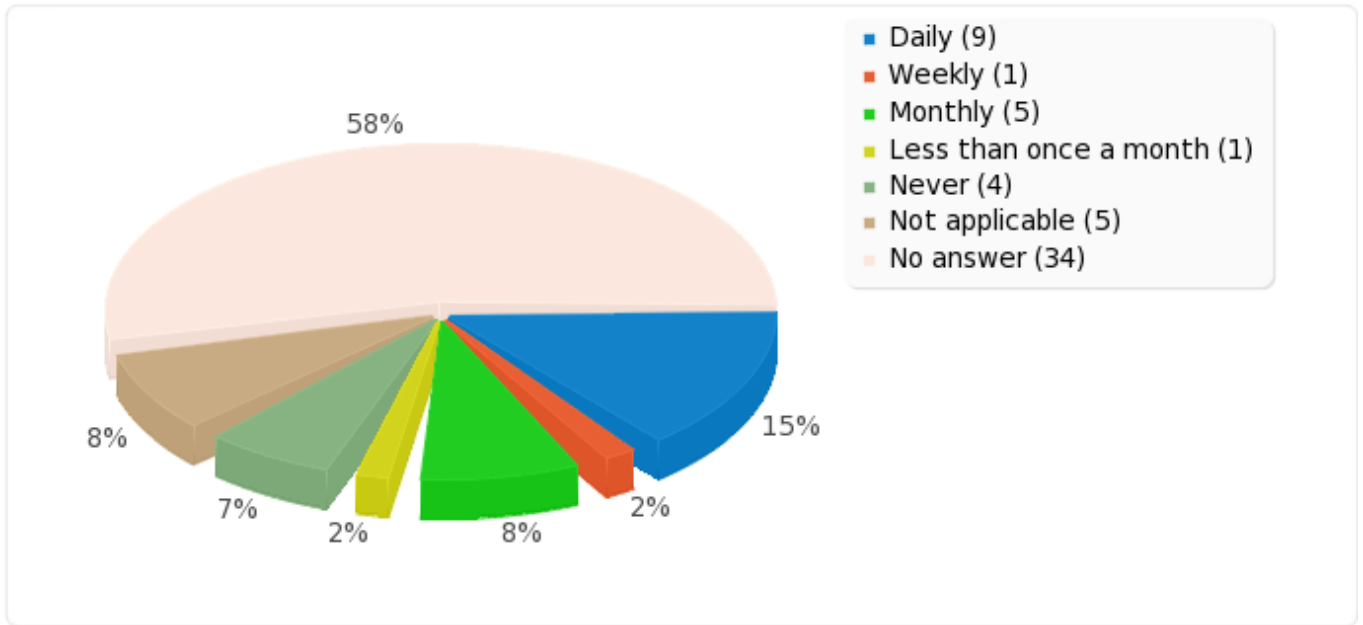
Field summary for PrivacyConcernLevel

Would you agree or disagree that you are concerned about online privacy?

Answer	Count	Percentage
Strongly agree (1)	27	45.76%
Moderately agree (2)	23	38.98%
Neutral (3)	6	10.17%
Moderately disagree (4)	2	3.39%
Strongly disagree (5)	0	0.00%
No answer	1	1.69%
Not displayed	0	0.00%

Field summary for PrivacyConcernLevel

Would you agree or disagree that you are concerned about online privacy?
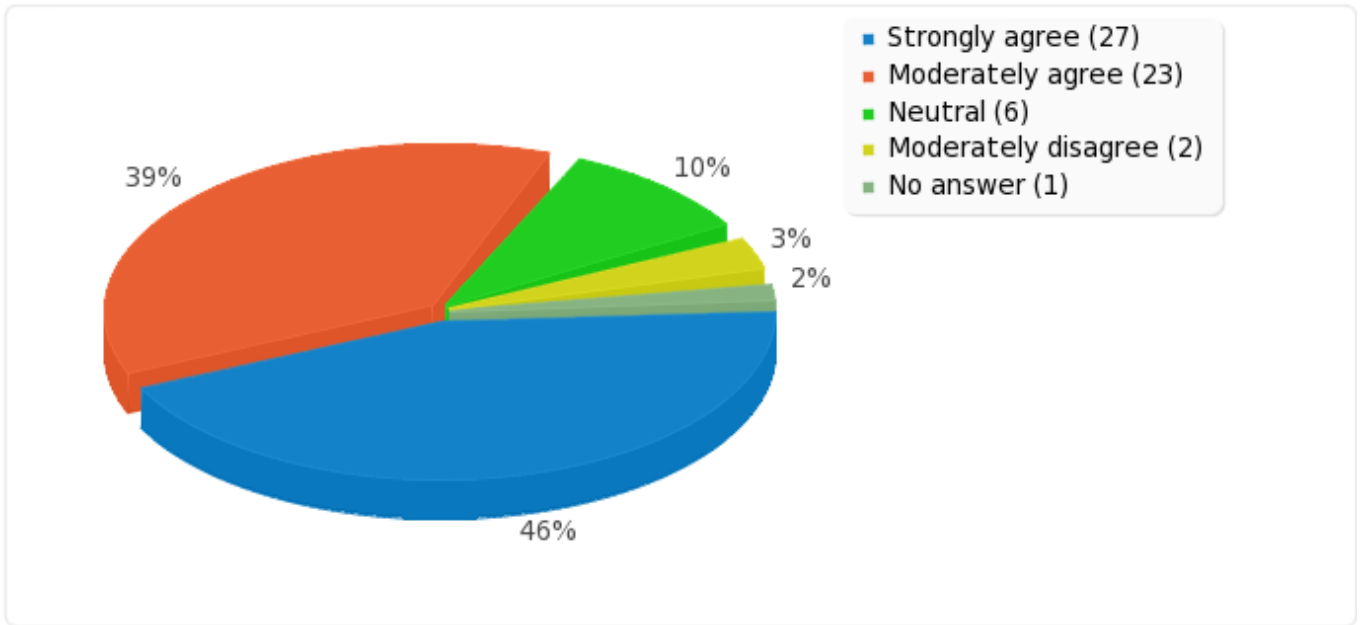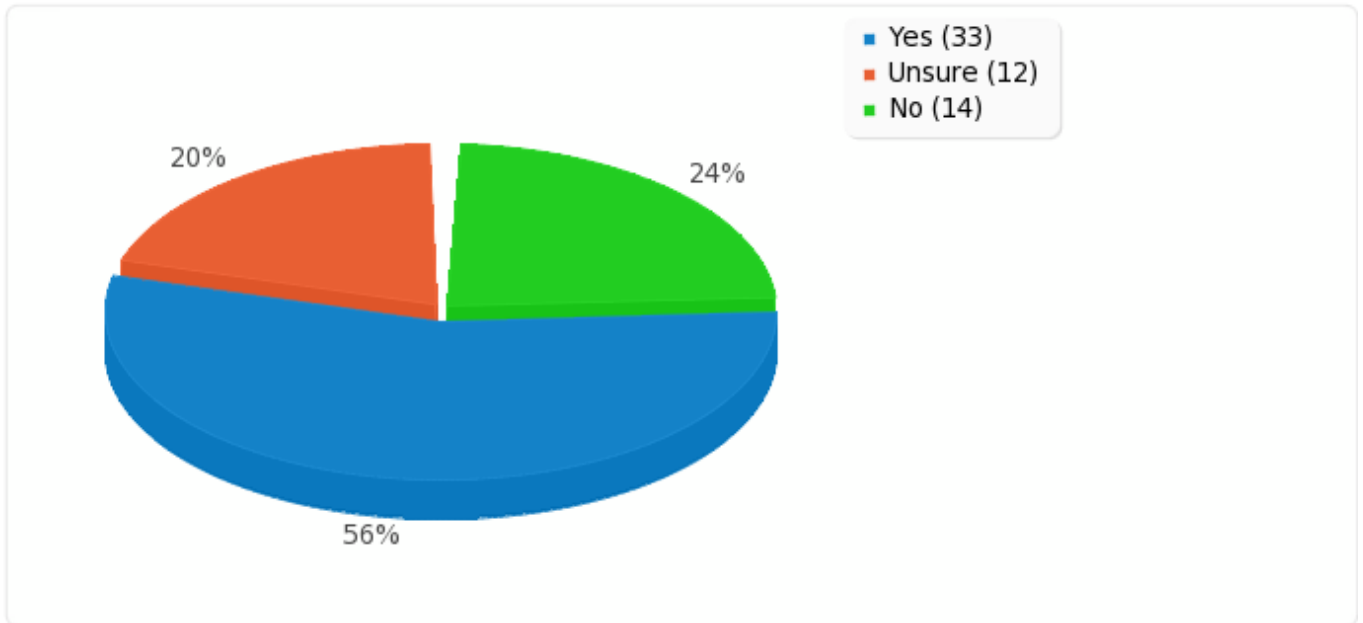
Field summary for PrivacyViolations

Have you ever felt as though your online privacy was violated?

Answer	Count	Percentage
Yes (1)	33	55.93%
Unsure (3)	12	20.34%
No (2)	14	23.73%
No answer	0	0.00%
Not displayed	0	0.00%

Field summary for PrivacyViolations

Have you ever felt as though your online privacy was violated?
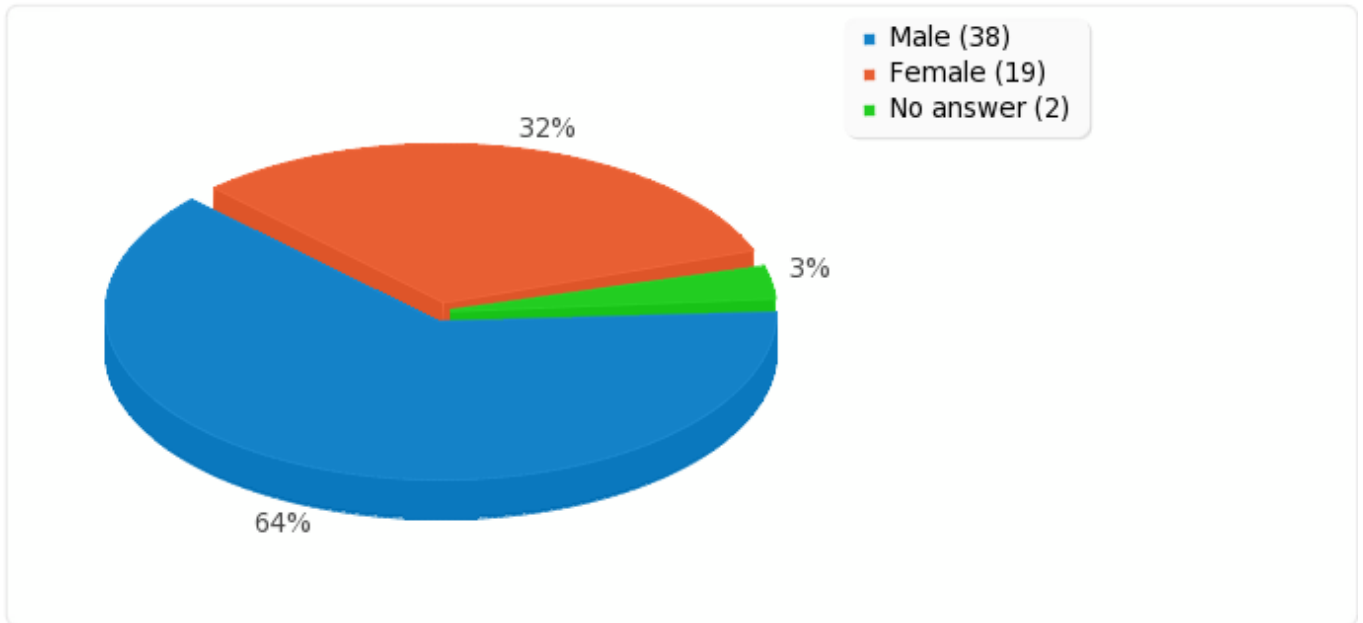
Field summary for Gender

Gender

Answer	Count	Percentage
Male (1)	38	64.41%
Female (2)	19	32.20%
Other	0	0.00%
No answer	2	3.39%
Not displayed	0	0.00%

Field summary for Gender

Gender

Field summary for AgeGroup

Age group

Answer	Count	Percentage
18 – 25 years (A1)	21	35.59%
26 – 35 years (A2)	28	47.46%
36 – 45 years (A3)	4	6.78%
46 – 55 years (A4)	0	0.00%
56 – 65 years (A5)	4	6.78%
66 years or older (A6)	1	1.69%
No answer	1	1.69%
Not displayed	0	0.00%

Field summary for AgeGroup

Age group

Legend:
- 18 - 25 years (21)
- 26 - 35 years (28)
- 36 - 45 years (4)
- 56 - 65 years (4)
- 66 years or older (1)
- No answer (1)
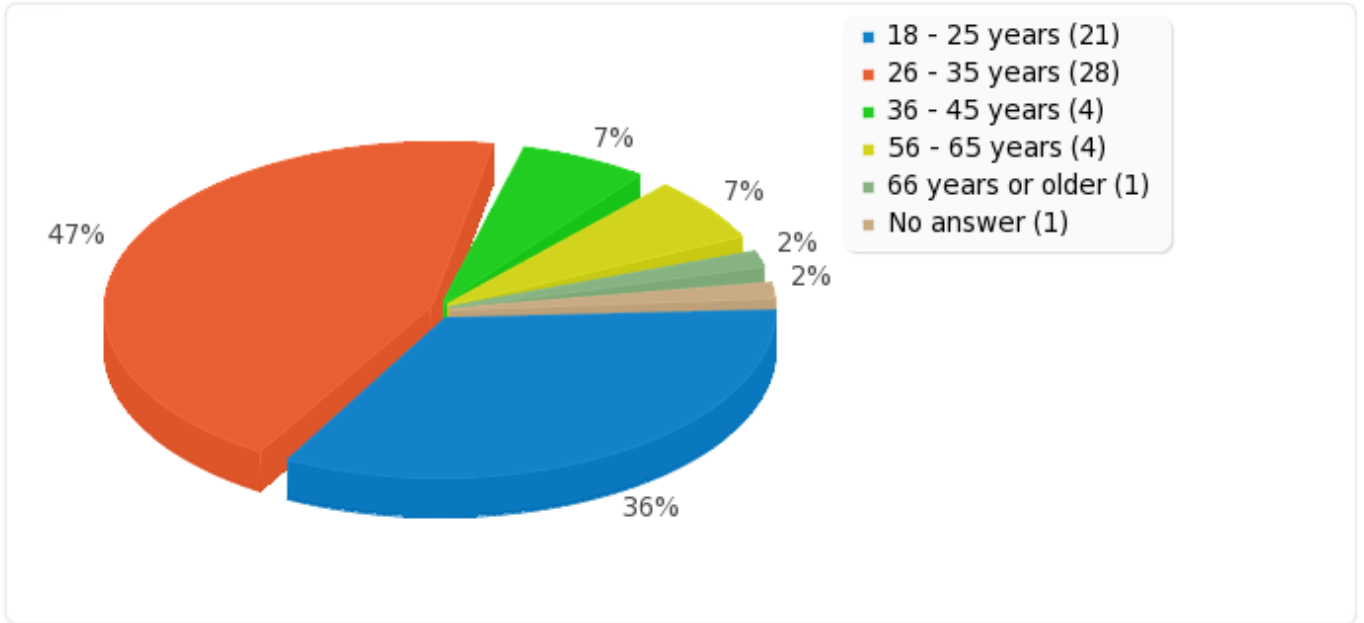
Field summary for Ethnicity

Ethnicity

Answer	Count	Percentage
American Indian or Alaskan Native (1)	2	3.39%
Asian (2)	9	15.25%
Black or African American (3)	1	1.69%
Hispanic/Latino (4)	6	10.17%
White (5)	32	54.24%
Other	5	8.47%
No answer	4	6.78%
Not displayed	0	0.00%

Field summary for Ethnicity

Ethnicity
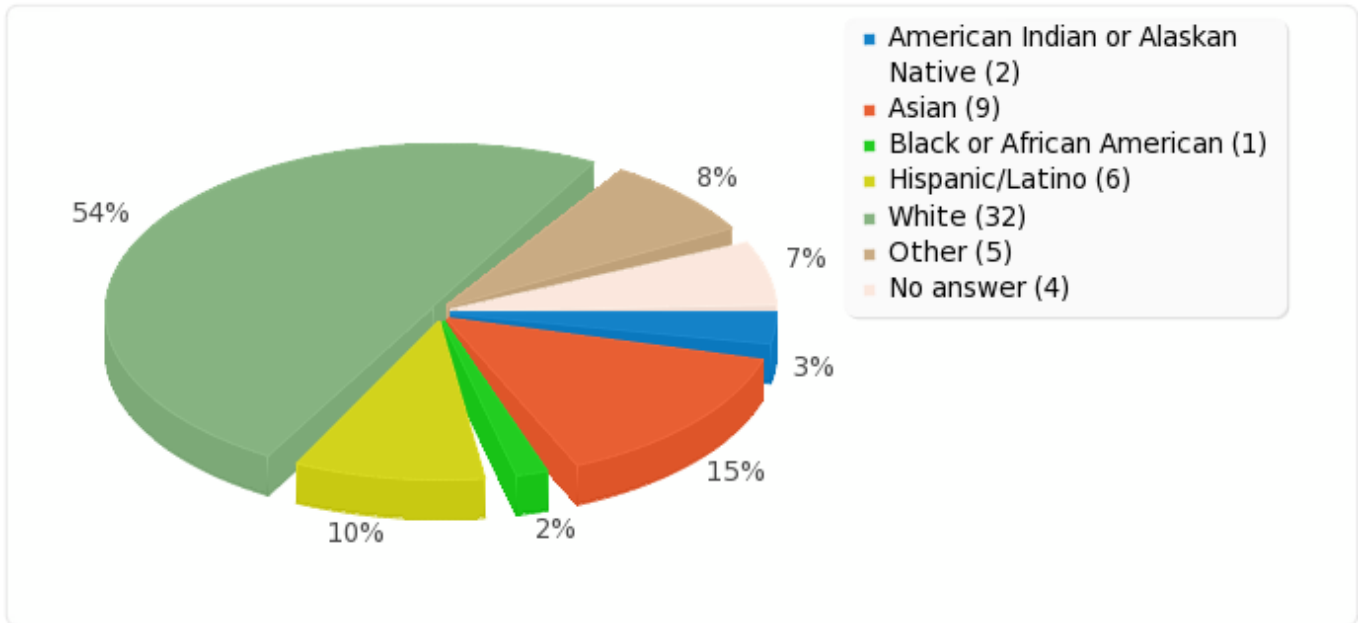
Field summary for CountryOfResidence

In what country do you currently reside?

Answer	Count	Percentage
Answer	55	93.22%
No answer	4	6.78%
Not displayed	0	0.00%

Field summary for CountryOfResidence

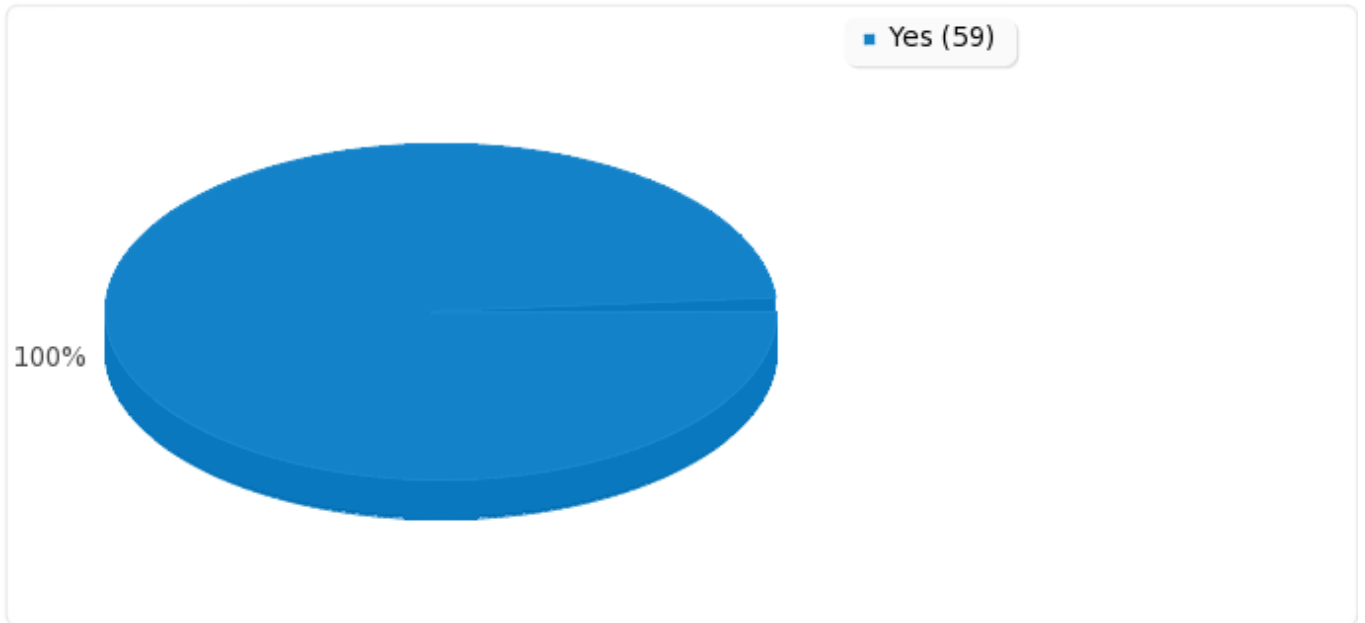In what country do you currently reside?
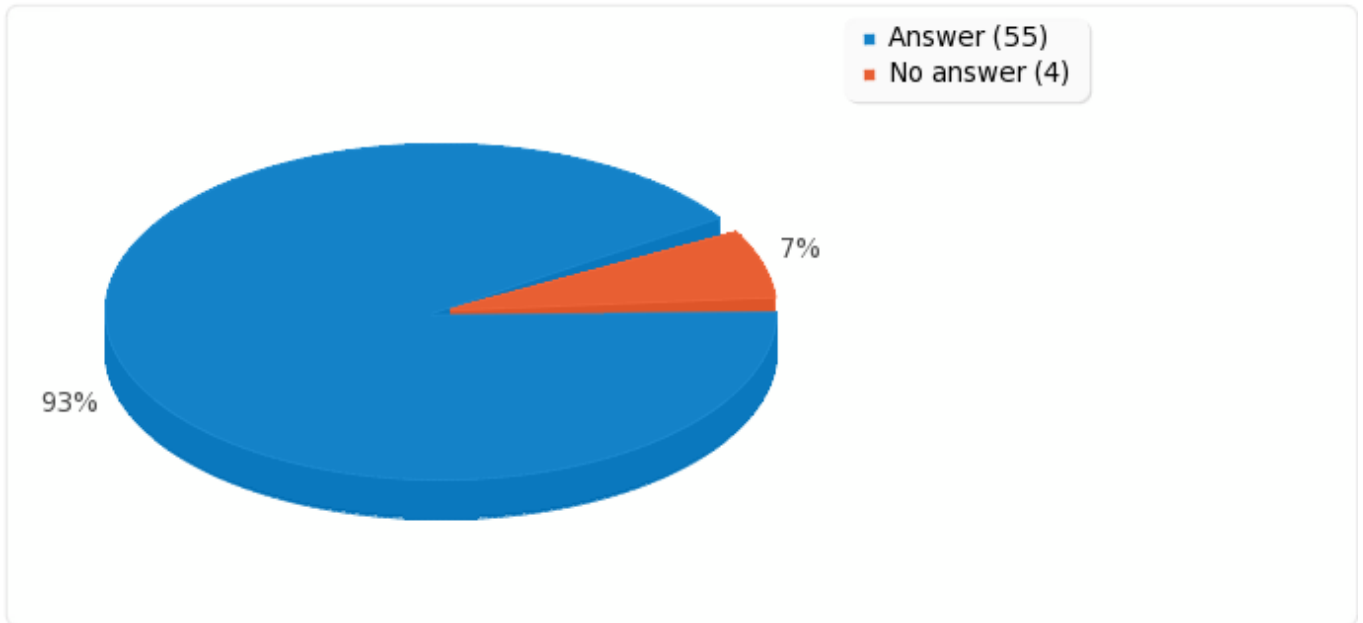
Field summary for CheckQuestion2

Please mark the option "Yes".

Answer	Count	Percentage
Yes (1)	59	100.00%
Sometimes (2)	0	0.00%
No (3)	0	0.00%
No answer	0	0.00%
Not displayed	0	0.00%

Field summary for CheckQuestion2

Please mark the option "Yes".

Field summary for Income

What is your current annual household income?

Answer	Count	Percentage
Under $10,000 (1)	4	6.78%
$10,000 – $19,999 (2)	5	8.47%
$20,000 – $29,999 (3)	3	5.08%
$30,000 – $39,999 (4)	6	10.17%
$40,000 – $49,999 (5)	4	6.78%
$50,000 – $74,999 (6)	9	15.25%
$75,000 – $99,999 (7)	7	11.86%
$100,000 – $149,999 (8)	4	6.78%
Over $150,000 (9)	4	6.78%
No answer	13	22.03%
Not displayed	0	0.00%

Field summary for Income

What is your current annual household income?
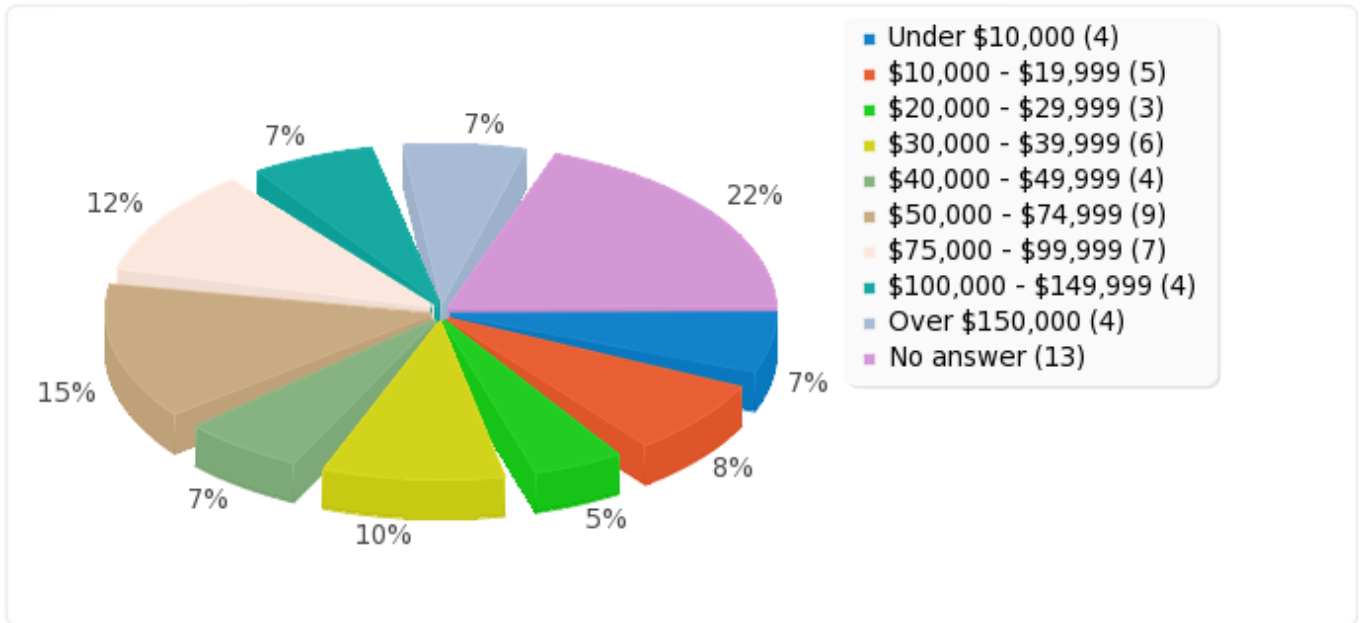
Field summary for Education

Highest degree of education?

Answer	Count	Percentage
Grammar School (A1)	0	0.00%
High school or equivalent (A2)	0	0.00%
Vocational or Technical school (2 year) (A3)	1	1.69%
Some college (A4)	5	8.47%
Bachelor's degree (A5)	30	50.85%
Master's degree (A6)	16	27.12%
Doctoral degree (A7)	1	1.69%
Professional degree (JD, MD, etc.) (A8)	3	5.08%
Other	2	3.39%
No answer	1	1.69%
Not displayed	0	0.00%

Field summary for Education

Highest degree of education?