

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 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.

US_nat Sample: 29th - 30th August 2017

uGov the world thinks		Ge	nder		Age			Reg	ion			R	ace	
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET
IYI_q1. For the following question, if you do not have any														
ocial media accounts please select the 'Not applicable'														
ption.How often, if ever, do you post pictures or videos of														
ourself on social media (e.g., facebook, twitter, etc)? Please elect the option that best applies.														
Unweighted base	1100	463	637	279	341	480	228	236	370	266	803	123	83	91
Base: All US adults	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%	6%	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%	3%	7%	4%	1%	4%	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%
kes' on a photo of yourself that you've posted online? Please elect the option that best applies. Unweighted base	697	261	436	227	237	233	145	152	230	170	492	79	62	64
Base: All US adults with a social media account and have	670	292	377	254	222	193	150	138	220	162	437	83		
posted pictures or videos before							100					0.3	81	69
posted pictures or videos before Very important	10%	12%	9%	16%	9%	5%	10%	9%	13%	9%	10%	6%	81	69 18%
Very important Somewhat important	29%	30%	29%	37%	27%	22%	10% 36%	9% 30%	25%	29%	28%	6% 31%	12% 43%	18% 22%
Very important Somewhat important Somewhat unimportant	29% 20%	30% 17%	29% 23%	37% 21%	27% 22%	22% 19%	10% 36% 21%	9% 30% 20%	25% 21%	29% 20%	28% 21%	6% 31% 22%	12% 43% 19%	18% 22% 20%
Very important Somewhat important Somewhat unimportant Not important at all	29% 20% 36%	30% 17% 36%	29% 23% 36%	37% 21% 19%	27% 22% 40%	22% 19% 53%	10% 36% 21% 27%	9% 30% 20% 39%	25% 21% 39%	29% 20% 38%	28% 21% 39%	6% 31% 22% 33%	12% 43% 19% 24%	18% 22% 20% 33%
Very important Somewhat important Somewhat unimportant	29% 20%	30% 17%	29% 23%	37% 21%	27% 22%	22% 19%	10% 36% 21%	9% 30% 20%	25% 21%	29% 20%	28% 21%	6% 31% 22%	12% 43% 19%	18% 22% 20%
Very important Somewhat important Somewhat unimportant Not important at all	29% 20% 36% 4%	30% 17% 36% 5%	29% 23% 36% 3%	37% 21% 19% 7%	27% 22% 40% 3%	22% 19% 53% 1%	10% 36% 21% 27% 6%	9% 30% 20% 39% 3%	25% 21% 39% 3%	29% 20% 38% 4%	28% 21% 39% 3%	6% 31% 22% 33% 8%	12% 43% 19% 24% 2%	18% 22% 20% 33% 7%
Very important Somewhat important Somewhat uningortant Not applicable - I have never posted a photo of myself online Not applicable - I have never posted a photo of myself online Net: Important	29% 20% 36% 4% - 40%	30% 17% 36% - - 42%	29% 23% 36% - 38%	37% 21% 19% - 53%	27% 22% 40% 3% - 35%	22% 19% 53% 1% - 27%	10% 36% 21% 27% 6% - 46%	9% 30% 20% 39% 3% - 39%	25% 21% 39% 3%	29% 20% 38% 4% - 38%	28% 21% 39% 3% - 37%	6% 31% 22% 33% 8% - 37%	12% 43% 19% 24% 2% - 55%	18% 22% 20% 33% 7% - 40%
Very important Somewhat important Somewhat important Not important at all Don't know Not applicable - I have never posted a photo of myself online Net: important Net: Uninportant	29% 20% 36% 4%	30% 17% 36% 5%	29% 23% 36% 3%	37% 21% 19% 7%	27% 22% 40% 3%	22% 19% 53% 1%	10% 36% 21% 27% 6%	9% 30% 20% 39% 3%	25% 21% 39% 3%	29% 20% 38% 4%	28% 21% 39% 3%	6% 31% 22% 33% 8%	12% 43% 19% 24% 2%	18% 22% 20% 33% 7%
Very important Somewhat important Somewhat important Not important at all Don't know Not applicable - I have never posted a photo of myself online Net: Important Net: Unimportant Net: Unimportant Net: Joingortant Scial media, public forums, etc.) because of negative	29% 20% 36% 4% - 40%	30% 17% 36% - - 42%	29% 23% 36% - 38%	37% 21% 19% - 53%	27% 22% 40% 3% - 35%	22% 19% 53% 1% - 27%	10% 36% 21% 27% 6% - 46%	9% 30% 20% 39% 3% - 39%	25% 21% 39% 3% - 37%	29% 20% 38% 4% - 38%	28% 21% 39% 3% - 37%	6% 31% 22% 33% 8% - 37%	12% 43% 19% 24% 2% - 55%	18% 22% 20% 33% 7% - 40%
Very important Somewhat important Somewhat important Not important at all Don't know Not applicable - I have never posted a photo of myself online Net: Important Net: Unimportant Net: Unimportant Net: Joingortant Scial media, public forums, etc.) because of negative	29% 20% 36% 4% - 40%	30% 17% 36% - - 42%	29% 23% 36% - 38%	37% 21% 19% - 53%	27% 22% 40% 3% - 35%	22% 19% 53% 1% - 27%	10% 36% 21% 27% 6% - 46%	9% 30% 20% 39% 3% - 39%	25% 21% 39% 3% - 37%	29% 20% 38% 4% - 38%	28% 21% 39% 3% - 37%	6% 31% 22% 33% 8% - 37%	12% 43% 19% 24% 2% - 55%	18% 22% 20% 33% 7% - 40%
Very important Somewhat important Not important Not applicable - I have never posted a photo of myself online Net: Important Net: Unimportant Net: Unimportant Net: Unimportant Cial media, public foruma, etc.) because of negative soments from others?	29% 20% 36% 4% - 40% 56%	30% 17% 36% - 42% 53%	29% 23% 36% 3% - 38% 59%	37% 21% 19% - 53% 40%	27% 22% 40% 3% - 35% 62%	22% 19% 53% 1% - 27% 72%	10% 36% 21% 27% 6% - 46% 48%	9% 30% 20% 39% - 39% 59%	25% 21% 39% 3% - 37% 60%	29% 20% 38% 4% - 38% 58%	28% 21% 39% 3% - 37% 60%	6% 31% 22% 33% 8% - 37% 55%	12% 43% 19% 24% 2% - 55% 43%	18% 22% 20% 33% 7% - 40% 53%
Very important Somewhat important Somewhat important Not important at all Dor't know Not applicable - I have never posted a photo of myself online Net: Unimportant Net: Unimportant Yt_q6. Have you ever taken an online post down (e.g., from cicial media, public forums, etc.) because of negative soments from others?	29% 20% 36% 4% - 40% 56%	30% 17% 36% 5% - 42% 53%	29% 23% 36% 3% - 38% 59%	37% 21% 19% 7% - 53% 40%	27% 22% 40% - 35% 62% 300	22% 19% 53% 1% - 27% 72% 380	10% 36% 21% 27% 6% - 46% 48%	9% 30% 20% 39% - 39% 59% 205	25% 21% 39% - 37% 60%	29% 20% 38% - 38% 58% 224	28% 21% 39% 3% - 37% 60%	6% 31% 22% 33% 8% - 37% 55%	12% 43% 19% 24% - 55% 43%	18% 22% 20% 33% 7% - 40% 53%
Very important Somewhat important Somewhat unimportant Not important at all Don't know Not applicable - I have never posted a photo of myself or Net: Important Net: Important Net: Unimportant Or all, public forums, etc.) because of negative omments from offers? Unweighted base Base: All US adults with a social media account	29% 20% 36% - 40% 56% 839 885	30% 17% 38% 5% - 42% 53% 380 405	29% 23% 36% 3% - 38% 59% 55%	37% 21% 19% - 53% 40% 259 290	27% 22% 40% 3% - 35% 62% 300 277	22% 19% 53% 1% - 27% 72% 380 318	10% 36% 21% 27% 6% - 46% 48% 191	9% 30% 20% 39% - 39% 59% 205 183	25% 21% 39% - 3% 60% 319 298	29% 20% 38% 4	28% 21% 39% - 37% 60% 684 599	6% 31% 22% 33% 8% - 37% 55%	12% 43% 19% 24% - 55% 43% 73 97	18% 22% 20% 33% 7% - 40% 53% 79 81
Very important Somewhat important Somewhat unimportant Not important at al Don't know Not applicable - I have never posted a photo of myself online Net: Unimportant Net: Unimportant Net: Unimportant Ocial media, public forums, etc.) because of negative omments from others? Unweighted base Base: All US adults with a social media account Yes, I have	29% 20% 36% 4% - 40% 56% 939 885 21%	30% 17% 36% 5% - 42% 53% 380 405 21%	29% 23% 36% - 38% 59% 559 479 21%	37% 21% 19% - 53% 40% 259 290 29%	27% 22% 40% 3% - 35% 62% 300 277 20%	22% 19% 53% - 27% 72% 380 318 15%	10% 36% 21% 6% - 46% 48% 191 192 21%	9% 30% 20% 39% 3% - 39% 59% 205 183 19%	25% 21% 39% 3% - 37% 60% 319 298 23%	29% 20% 38% - 38% 58% 224 224 212 20%	28% 21% 39% - 37% 60% 684 599 20%	6% 31% 22% 33% - 37% 55% 103 107 26%	12% 43% 24% 2% - 55% 43%	18% 22% 20% 33% 7% - 40% 53% 79 81 24%

YouGov What the world thinks			Educa	ition				Marital	Status			Children unde	r the age of 18		Inco	me	
	Total	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_q1. For the following question, if you do not have any social media accounts please select the 'Not applicable' option.How orten, 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.		1												1			
Unweighted base	1100	392	384	207		532	24		57	346	34	279	821	362	327	232	179
Base: All US adults	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%	13%	15%	10%	12%	16%	10%	3%
Once a month	4%	4%	5%	2%	4%	4%		2%	5%	4%	8%	4%	4%	4%	4%	4%	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%
'likes' on a photo of yourself that you've posted online? Please select the option that best applies.	697	231	260	133	73	323	18	60	29	242	25	225	472	255	217	146	79
Base: All US adults with a social media account and have posted pictures or videos before	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%
HYI_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
Base: All US adults with a social media account	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%

HVL q1. For the following guestion, 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 yoursel' no social media (a, a, bachook, twitter, etc)? Please select the option that best applies. Unweighted base: I unweighted base: I unweighted base: I	Facebook	424 407 15% 12% 8% 6% 6% 6% 3%	LinkedIn 322 285 7% 10% 7% 17% 4% 22% 7% 7%	Coogle+	MySpace 69 71 17% 21% 8% 11% 6% 23% 10% 2%	Pinterest 319 290 9% 12% 8% 18% 5% 27% 16% 5%	96 93 13% 13% 13% 13% 13% 13% 13% 4%	Instagram 340 349 17% 20% 13% 16% 6% 20% 8% 1%	nosquare	Snapchat 180 186 17% 18% 11% 13% 8% 22% 8% 2%	26 24 28% 15% 14% 7% 24% 7%	Other 28 27 23% 7% 6% 23% 22% 3%	0 0011 know	None 125 121 1% - 2% 12% 2% 82%
social media accounts pieses select the Volt applicable option How of More and Voltes of yourself on social media (c.g., facebook, twitter, etc)? Please select the option that best applies. Unweighted base Every day 100% Base: All US adults Day A few times a weak A few times a weak A few times a weak More a month Less often than once a month Never Not applicable – I do not have any social media account The option of that best applies. Unweighted base Select the option that best applies. Unweighted base Select the option that best applies. Unweighted base Select the option that best applies. Unweighted base Senewhat unmportant or uniformating 16 707 Somewhat unmportant 20% Somewhat unmportant 20% Somewhat unmportant 20% Somewhat unmportant 20% Not applicable - I have never posted a ontoor of myeef ontion Not applicable - I have never posted a ontoor of myeef ontion Not applicable - I have never posted and not or myeef ontion	821 12% 12% 8% 13% 5% 26% 21% 4%	407 15% 12% 8% 13% 6% 24% 19%	285 7% 10% 7% 17% 4% 27% 22%	304 12% 14% 9% 15% 5% 26% 14%	71 17% 21% 8% 11% 6% 23% 10%	290 9% 12% 8% 18% 5% 27% 16%	93 13% 13% 13% 5% 23% 15%	349 17% 20% 13% 16% 6% 20% 8%	2 - - - - 47% 53%	186 17% 18% 11% 13% 8% 22% 8%	24 28% 15% 6% 14% 7% 24% 7%	27 23% 7% - 16% 6% 23% 22%	6 - - 15% - - 54%	121 1% 2% - 1% - 2% 12%
Base: All US adults 105 Every day A few times a work 105 Once a week 105 Not applicable – I do not have any social media account 105 HYL qG. How important or unimportant is I for you to receive Rese of the the option that best applies. Unweighted base 607 Very important 105 Somewhat unimportant 224 Not applicable – I have never posted a photo of myeef online 245 Not applicable – I have never posted a photo of myeef online 245 Not applicable – I have never posted a photo of myeef online 245 Not applicable – I have never posted a photo of myeef online 245 Not applicable – I have never posted a photo of myeef online 245 Not applicable – I have never posted a photo of myeef online 245 Not applicable – I have never posted a photo of myeef online 245 Not applicable – I have never posted a photo of myeef online 245 Not applicable – I have never posted a photo of myeef online 245 Not applicable – I have never posted a photo of myeef online 245 Not applicable – I have never posted a photo of myeef online 245 Not applicable – I have never posted a photo of myeef online 245 Not applicable – I have never posted a photo of myeef online 245 Not applicable – I have never posted a photo of myeef online 245 Not applicable – I have never posted a photo of myeef online 245 Not applicable – I have never posted a photo of myeef online 245 Not applicable – I have never posted a photo of myeef online 245 Not applicable – I have never posted a photo of myeef online 245 Not applicable – I have never posted a photo of myeef online 245 Not applicable – I have never posted a photo of myeef online 245 Not never photo never phot	821 12% 12% 8% 13% 5% 26% 21% 4%	407 15% 12% 8% 13% 6% 24% 19%	285 7% 10% 7% 17% 4% 27% 22%	304 12% 14% 9% 15% 5% 26% 14%	71 17% 21% 8% 11% 6% 23% 10%	290 9% 12% 8% 18% 5% 27% 16%	93 13% 13% 13% 5% 23% 15%	349 17% 20% 13% 16% 6% 20% 8%	2 - - - - 47% 53%	186 17% 18% 11% 13% 8% 22% 8%	24 28% 15% 6% 14% 7% 24% 7%	27 23% 7% - 16% 6% 23% 22%	6 - - 15% - - 54%	121 1% 2% - 1% - 2% 12%
Every day 100% A feet times a vector A feet	12% 12% 8% 13% 5% 26% 21% 4%	15% 12% 8% 13% 6% 24% 19%	7% 10% 7% 17% 4% 27% 22%	12% 14% 9% 15% 5% 26% 14%	17% 21% 8% 11% 6% 23% 10%	9% 12% 8% 18% 5% 27% 16%	13% 13% 13% 13% 5% 23% 15%	17% 20% 13% 16% 6% 20% 8%	- - - 47% 53%	17% 18% 11% 13% 8% 22% 8%	28% 15% 6% 14% 7% 24% 7%	23% 7% - 16% 6% 23% 22%		1% 2% - 1% - 2% 12%
A few times a weis 10% Once a weak 5% A few times a month 11% Once a month 22% Not applicable – I have never posted a photo of west finds account 10% 11% of a photo of yourself that you've posted online? Please select the option that best applies. Unweighted base 670 Very important of 10% 10% 10% 10% 10% 10% 10% 10% 10% 10%	12% 8% 13% 5% 26% 21% 4%	12% 8% 13% 6% 24% 19%	10% 7% 17% 4% 27% 22%	14% 9% 15% 5% 26% 14%	21% 8% 11% 6% 23% 10%	12% 8% 18% 5% 27% 16%	13% 13% 13% 5% 23% 15%	20% 13% 16% 6% 20% 8%	- - 47% 53%	18% 11% 13% 8% 22% 8%	15% 6% 14% 7% 24% 7%	7% - 16% 6% 23% 22%	- - - - - 54%	2% - 1% - 2% 12%
Once a veek 6% A few times a month 7% Chore a month 7% Ch	8% 13% 5% 26% 21% 4%	8% 13% 6% 24% 19%	7% 17% 4% 27% 22%	9% 15% 5% 26% 14%	8% 11% 6% 23% 10%	8% 18% 5% 27% 16%	13% 13% 5% 23% 15%	13% 16% 6% 20% 8%	- - 47% 53%	11% 13% 8% 22% 8%	6% 14% 7% 24% 7%	- 16% 6% 23% 22%	- 15% - - 54%	- 1% - 2% 12%
A few times a monti 11% Once a monti 21% Less often than once a monti 22% Not applicable – I have never posted a photo fruget of that unimportant at a file of the second at the second	13% 5% 26% 21% 4%	13% 6% 24% 19%	17% 4% 27% 22%	15% 5% 26% 14%	11% 6% 23% 10%	18% 5% 27% 16%	13% 5% 23% 15%	16% 6% 20% 8%	- 47% 53%	13% 8% 22% 8%	14% 7% 24% 7%	16% 6% 23% 22%	15% - - 54%	1% - 2% 12%
Once a month Less offen than once a month 22% Never Not applicable – I have never posted a photo free year Somewhat important at to frag you be receive Tikes on a photo of yourself that you've posted online? Please select the option that best applies. Unweighted base 5000 00000 00000 00000 00000 0000 00000 0000 00	5% 26% 21% 4%	6% 24% 19%	4% 27% 22%	5% 26% 14%	6% 23% 10%	5% 27% 16%	5% 23% 15%	6% 20% 8%	- 47% 53%	8% 22% 8%	7% 24% 7%	6% 23% 22%	- - 54%	- 2% 12%
Less often than once a moti Never Not applicable – I have never posted a photo fravel media MYI_q3. How important or unimportant is if for you to recoive likes' on a photo of yourse'f that you've posted online? Pheses select the option that best applies. Base: All US adults with a social media account and have posted pictures or yourse'f that of you Somewhat unimportant 22% Somewhat unimportant 22% Not in point at all 38% Don't inno Mit on year on year of yourse'f that of you Not applicable – I have never posted a photo of myself online	26% 21% 4%	24% 19%	27% 22%	26% 14%	23% 10%	27% 16%	23% 15%	20% 8%	47% 53%	22% 8%	24% 7%	23% 22%	- 54%	2% 12%
Never Not applicable – I do not have any social media accounts 20% HYI_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. 657 Base: All US adults with a social media account and have posted pictures or videos before Very important 657 Somewhat important is a social media account and have posted pictures or videos before Very important 20% Somewhat important is a social media account and have best pictures or videos before Very important 20% Not important at at Dort import Not applicable - I have never posted a photo of myself online 36%	21% 4%	19%	22%	14%	10%	16%	15%	8%	53%	8%	7%	22%	54%	12%
Not applicable – I do not have any social media accounts 16% HYI_q5. How important or unimportant is if for you to receive likes' on a photo of yourse'f that you've posted online? Please select the option that best applies. 607 Base: All US adults with a social media account any posted pictures or video before Very important 607 Somewhat lumiportant 25% Somewhat lumiportant 25% Not applicable - I have never posted a photo of myself online -	4%													
HY]_q5. How important or unimportant is it for you to receive Tikes' on a photo of yourself that you've posted online? Please select the option that best applies. Unweighted base Base: All US adults with a social media account and have posted pictures or videos before Very important 20% Somewhat important 22% Not important at all 0% Not applicable - I have never posted a photo of myself online		3%	7%	5%	2%	5%	4%	1%		2%		3%	31%	82%
Tikes on a photo of yourself that you've posted online? Please 6077 select the option that best applies. Unweighted bass 6077 Base: All US adults with a social media account and have posted pictures or videos before 6707 6707 Somewhat important 29% Somewhat important 29% Somewhat important 29% 80% 86% Not inportant at all 36% 007 80% Not applicable - I have never posted a photo of myself online 4% 4%	648													
posted pictures or videos before 670 Very important 20% Somewhat important 20% Somewhat important 20% Not important at all Don't move Not applicable - I have never posted a photo of myself online		330	226	242	59	252	77	306	1	161	24	21	1	7
Somewhat important 20% Somewhat unimportant 20% Not important at al 36% Don't know 4% Not applicable - I have never posted a photo of myself online -	619	318	203	248	62	229	75	317	1	168	22	20	1	7
Somewhat unimportant 20% Not important at all 36% Don't know 4% Not applicable - I have never posted a photo of myself online	10%	13%	6%	14%	18%	10%	14%	14%		13%	14%	23%		26%
Not important at all 36% Don't know 4% Not applicable - I have never posted a photo of myself online	30%	28%	34%	34%	38%	30%	24%	32%		40%	38%	25%		12%
Don't know 4% Not applicable - I have never posted a photo of myself online	20%	21%	23%	17%	12%	24%	34%	21%	-	18%	7%	15%	100%	-
Not applicable - I have never posted a photo of myself online -	36%	34%	36%	33%	26%	35%	27%	29%	100%	24%	42%	37%		35%
	4%	4%	2%	3%	7%	1%	1%	5%	-	4%	-	-	-	27%
		-		-		-	-			-		-		-
	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%
HYI_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
Base: All US adults with a social media account 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%		60%	69%	56%	54%	65%	46%	56%	100%	53%	40%	52%	22%	51%
Don't know / can't recall 11%	61%									18%	24%	16%	33%	12%
Not applicable - I have never posted anything online before 7%		11%	9%	12%	7%	10%	13%	11%	-					

YouGov What the world thinks					Post on s	ocial media							Importanc	e on 'likes'				6	mportance on 'like	es'
	Total	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
HYI_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
Base: All US adults	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%	6%	5%	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 HYI q5. How important or unimportant is it for you to receive	16%	-	-	-	-	-	-	-	100%	-	-	-	-	-	-	-	-	-	-	-
'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
Base: All US adults with a social media account and have	670	106	106	67	118	42	231	-		70	197	137	241	26		266	378	377	169	123
posted pictures or videos before											197						376			
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% 36%	6%	19%	25% 14%	32% 34%	31%	18% 55%	-	-	-	-	100%	-			-	36% 64%	24% 35%	19%	13%
Not important at all Don't know	4%	23%	21%	7%	3%	40%	1%					-	100%	100%			04%	35%	36%	37%
							176	-			-			100%						
Not applicable - I have never posted a photo of myself online	- 40%	- 67%	-	-	- 31%	-	-	-	-	-	-	-	-	-		- 100%	-	-	-	-
Net: Important Net: Unimportant	40%	29%	50% 40%	55% 39%	31% 66%	29% 71%	25% 74%	-		100%	100%	- 100%	- 100%	-		100%	- 100%	39% 59%	40% 56%	43% 50%
Net: Unimportant HYI_q6. Have you ever taken an online post down (e.g., from social media, public forums, etc.) because of negative comments from others?	56%	29%	40%	39%	66%	71%	74%	-	-	-	-	100%	100%	-	-	-	100%	59%	56%	50%
Unweighted base	939	102	97	62	133	46	257	242		66	186	150	271	24		252	421	521	230	188
Base: All US adults with a social media account	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%

US_nat Sample: 29th - 30th August 2017

YouGov What the world thinks		Ger	ıder		Age			Reg	ion			Ra	ce	
	Total	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.)

Unweighted base	867	351	516	244	283	340	176	191	298	202	633	95	68	71
Base: All US adults with a social media account and have posted something before	819	374	445	273	262	285	177	170	279	193	554	99	92	74
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%	31%	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

Unweighted base	867	351	516	244	283	340	176	191	298	202	633	95	68	71
Base: All US adults with a social media account and have	819	374	445	273	262	285	177	170	279	193	554	99	92	74
posted something before	010	014	440	210	LOL	200			210	100	004	00	52	
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.)

Unweighted base	867	351	516	244	283	340	176	191	298	202	633	95	68	71
Base: All US adults with a social media account and have	819	374	445	273	262	285	177	170	279	193	554	99	92	74
posted something before	013	314	445	2/5	202	205		170	215	185	334	33	52	14
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%

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

Unweighted base	867	294	320	160	93	418	21	76	36	287	29	248	619	293	272	190	112
Base: All US adults with a social media account and have posted something before	819	310	289	139	82	374	19	63	32	305	26	235	585	292	248	173	107
Strongly agree	8%	10%	7%	10%	6%	7%	6%	3%	-	11%	18%	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

Unweighted base	867	294	320	160	93	418	21	76	36	287	29	248	619	293	272	190	112
Base: All US adults with a social media account and have posted something before	819	310	289	139	82	374	19	63	32	305	26	235	585	292	248	173	107
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 feit better about myself as a result of comments on something I posted online (e.g., social media, public forum, etc.)

Unweighted base	867	294	320	160	93	418	21	76	36	287	29	248	619	293	272	190	112
Base: All US adults with a social media account and have	810	310	289	120	82	374	10	63	32	305	26	235	585	292	248	172	107
posted something before	013	510	205	159	02	5/4	13	05	52	303	20	235	303	2.02	240	175	107
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%

V

YouGov What the world thinks								Social network	s membership						
	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumbir	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.)

Unweighted base	867	791	398	285	273		297		325			26			17
Unweighted base	007	791	390	200	213	0.0	297	00	323	2		20	21	2	17
Base: All US adults with a social media account and have posted something before	819	744	379	251	275	67	266	82	333	2	176	24	26	2	15
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

Unweighted base	867	791	398	285	273	64	297	86	325	2	171	26	27	2	17
Base: All US adults with a social media account and have posted something before	819	744	379	251	275	67	266	82	333	2	176	24	26	2	15
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.)

Unweighted base	867	791	398	285	273	64	297	86	325	2		26	27	2	
Base: All US adults with a social media account and have	819	744	379	251	275	67	266	82	333	2	176	24	26	2	15
posted something before	010		010	201	210	01	200	02	000	-		2.4	20	~	10
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%

YouGov What the world thinks													Importanc	e on 'likes'				1	mportance on 'like	es'
	Total	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	Unimporta
YI_Q2a_1. To what extent do you agree or disagree with each the following statements?																				
I have felt bad about myself as a result of negative comments n something I posted online (e.g., on social media, in a public orm, etc.)																				
Unweighted base	867	96	93	59	130	44	251	194		65	181	146	263	18		246	409	498	210	159
Base: All US adults with a social media account and have posted something before	819	100	102	62	116	41	226	173	-	69	192	134	233	19	-	261	366	460	203	157
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%	439
Somewhat disagree	15%	12%	11%	13%	20%	15%	18%	11%	-	3%	20%	22%	12%	14%	-	15%	16%	16%	10%	159
Strongly disagree	35%	22%	12%	20%	34%	46%	42%	51%	-	9%	22%	32%	46%	4%	-	19%	41%	36%	39%	289
Net: Agree	21%	41%	42%	40%	22%	13%	8%	8%		69%	28%	27%	8%	3%		39%	15%	24%	20%	14%
Net: Disagree I q2a 2. To what extent do you agree or disagree with each	50%	34%	23%	34%	54%	62%	60%	62%		11%	42%	54%	59%	18%		34%	57%	52%	49%	43%
the following statements? have regretted posting something online (e.g., on social ddia, in a public forum, etc.) as a result of negative comments meone made on that post																				
Unweighted base	867	96	93	59	130	44	251	194		65	181	146	263	18		246	409	498	210	159
Base: All US adults with a social media account and have posted something before	819	100	102	62	116	41	226	173	-	69	192	134	233	19	-	261	366	460	203	157
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%
	29%	29%	37%	33%	24%	33%	27%	29%	-	23%	30%	19%	32%	87%	-	28%	27%	23%	32%	45%
Neither agree nor disagree	13%	16%	7%	11%	14%	24%	18%	8%	-	4%	18%	24%	12%	-	-	14%	16%	15%	11%	129
Somewhat disagree			12%	14%	31%	28%	42%	50%		8%	22%	25%	41%	6%		18%	35%	32%	38%	269
Somewhat disagree Strongly disagree	32%	15%																		
Somewhat disagree	32% 25% 45%	15% 40% 31%	43%	42% 25%	31% 45%	15% 52%	14% 59%	14% 57%	-	64% 12%	31% 40%	33% 49%	15% 53%	8% 6%	:	40% 32%	22% 51%	31% 46%	19% 49%	17% 38%

- 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
Base: All US adults with a social media account and have	819	100	102	62	116	41	226	173	69	192	124	233	10		261	366	460	203	157
posted something before	013	100	102	02	110		220	175	03	102	1.54	200	13		201	300	400	205	157
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%

US_nat Sample: 29th - 30th August 2017

YouGov What the world thinks		Ger	nder		Age			Reg	gion			Ra	ace	
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
HYI g3a 1. To what extent do you agree or disagree with each														

HYI_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	380	559	259	300	380	191	205	319	224	684	103	73	79
Base: All US adults with a social media account	885	405	479	290	277	318	192	183	298	212	599	107	97	81
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%	26%	24%	23%	38%
Net: Disagree	45%	47%	44%	31%	44%	59%	43%	44%	50%	42%	47%	44%	47%	32%
HYI_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	380	559	259	300	380	191	205	319	224	684	103	73	79
Base: All US adults with a social media account	885	405	479	290	277	318	192	183	298	212	599	107	97	81
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%
YI_q4. To what extent do you think that people being able to ost anonymous comments online is good or bad for the iternet community?														
ost anonymous comments online is good or bad for the ternet community?	020	280	550	250	200	280	101	205	210	224	694	102	70	70
est anonymous comments online is good or bad for the ternet community? Unweighted base	939	380	559	259	300	380	191	205	319	224	684	103	73	79
st anonymous comments online is good or bad for the erret community? Unweighted base Base: All US adults with a social media account	885	405	479	290	277	318	192	183	298	212	599	107	97	81
st anonymous comments online is good or bad for the ernet community? Unweighted base Base: All US adults with a social media account Very good for the internet community	885 9%	405 12%	479 7%	290 12%	277 9%	318 6%	192 11%	183 8%	298 8%	212 8%	599 9%	107 10%	97 2%	81 18%
ist anonymous comments online is good or bad for the ternet community? Unweighted base Base: All US adults with a social media account	885 9% 13%	405 12% 16%	479 7% 11%	290 12% 19%	277 9% 14%	318 6% 8%	192 11% 14%	183	298 8% 12%	212 8% 15%	599 9% 11%	107 10% 15%	97 2% 20%	81 18% 18%
st anonymous comments online is good or bad for the ernet community? Unweighted base Base: All US adults with a social media account Very good for the internet community	885 9%	405 12%	479 7%	290 12%	277 9%	318 6%	192 11%	183 8%	298 8%	212 8%	599 9%	107 10%	97 2%	81 18%
st anonymous comments online is good or bad for the arret community? Unweighted base Base: All US adults with a social media account Vary good for the internet community Somewhat good for the internet community	885 9% 13%	405 12% 16%	479 7% 11%	290 12% 19%	277 9% 14%	318 6% 8%	192 11% 14%	183 8% 15%	298 8% 12%	212 8% 15%	599 9% 11%	107 10% 15%	97 2% 20%	81 18% 18%
et anonymous comments online is good or bad for the armet community? Unweighted base Base: All US adults with a social media account Very good for the internet community Somewhat good for the internet community Neither good nor bad for the internet community	885 9% 13% 29%	405 12% 16% 32%	479 7% 11% 26%	290 12% 19% 32%	277 9% 14% 27%	318 6% 8% 27%	192 11% 14% 25%	183 8% 15% 21%	298 8% 12% 32%	212 8% 15% 34%	599 9% 11% 27%	107 10% 15% 29%	97 2% 20% 42%	81 18% 18% 27%
et anonymous comments online is good or bad for the armet community? Unweighted base Base: All US adults with a social media account Vary good for the internet community Somewhat good for the internet community Neither good nor bad for the internet community Somewhat bad for the internet community	885 9% 13% 29% 20% 20% 9%	405 12% 16% 32% 16% 15% 9%	479 7% 11% 26% 23% 24% 10%	290 12% 19% 32% 18% 9% 10%	277 9% 14% 27% 19% 21% 10%	318 6% 8% 27% 22%	192 11% 14% 25% 19% 21% 11%	183 8% 15% 21% 28% 19% 9%	298 8% 12% 32% 17% 21% 10%	212 8% 15% 34% 18% 18% 7%	599 9% 11% 27% 21% 22% 9%	107 10% 15% 29% 15% 17% 15%	97 2% 20% 42% 14% 17% 5%	81 18% 18% 27% 20% 9% 8%
est anonymous comments online is good or bad for the terret community? Unweighted base Base: All US adults with a social media account Very good for the internet community Somewhat good for the internet community Neither good nor bad for the internet community Somewhat bad for the internet community Very bad for the internet community Very bad for the internet community	885 9% 13% 29% 20% 20%	405 12% 16% 32% 16% 15%	479 7% 11% 26% 23% 24%	290 12% 19% 32% 18% 9%	277 9% 14% 27% 19% 21%	318 6% 8% 27% 22% 29%	192 11% 14% 25% 19% 21%	183 8% 15% 21% 28% 19%	298 8% 12% 32% 17% 21%	212 8% 15% 34% 18% 18%	599 9% 11% 27% 21% 22%	107 10% 15% 29% 15% 15%	97 2% 20% 42% 14% 17%	81 18% 18% 27% 20% 9%

US_nat Sample: 29th - 30th August 2017

YouGov What the world thinks			Educa	ation				Marita	l Status			Children unde	er the age of 18		Inco	me	
	Total	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
has ruined my day																	
I have read a comment (i.e., on my post or someone else's) at has ruined my day																	
Unweighted base	t 885 345 304 153 83				449	22	84	43	308	33	258	681	316	296	195	132	
Base: All US adults with a social media account	885 345 304 153 gree 10% 10% 8% 10%			83	400	21	70	38	326	29	243	641	312	269	176	127	
Strongly agree	e 10% 10% 8% 10% 11%			11%	8%	9%	5%	4%	12%	12%	12%	9%	10%	10%	9%	8%	
Somewhat agree	a 10% 10% 8% 10% 11% 17% 12% 19% 22% 20%				17%	16%	17%	7%	18%	16%	24%	14%	15%	16%	23%	15%	
Neither agree nor disagree	28% 12% 19% 22% 28% 32% 29% 23%		19%	26%	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%	25%	22%	11%	31%	28%	35%	23%	25%	26%	32%	23%
Net: Disagree	45%	46%	44%	45%	51%	49%	46%	51%	61%	38%	47%	41%	47%	46%	44%	49%	43%
ave read a comment (i.e., on my post or someone else's)																	
ave read a comment (i.e., on my post or someone else's)	939	329	339	176	95	449	22	84	43	308	33	258	681	316	296	195	132
ave read a comment (i.e., on my post or someone else's) has made my day Unweighted base																	
rve read a comment (i.e., on my post or someone else's) has made my day Unweighted base Base: All US adults with a social media account	885	345	304	153	83	400	21	70	38	326	29	243	641	312	269	176	127
ve read a comment (i.e., on my post or someone else's) has made my day Base: All US adults with a social media account Strongly agree																	
rve read a comment (i.e., on my post or someone else's) has made my day Unweighted base Base: All US adults with a social media account	885 26%	345 24%	304 29%	153 30%	83 19%	400 27%	21 30%	70 21%	38 14%	326 26%	29 34%	243 30%	641 25%	312 25%	269 28%	176 25%	127 26%
ive read a comment (i.e., on my post or someone else's) has made my day Unweighted base Base: All US adults with a social media account Strongly agree Somewhat agree	885 26% 35%	345 24% 34%	304 29% 32%	153 30% 35%	83 19% 53%	400 27% 38%	21 30% 21%	70 21% 43%	38 14% 33%	326 26% 32%	29 34% 33%	243 30% 38%	641 25% 34%	312 25% 34%	269 28% 34%	176 25% 45%	127 26% 27%
ve read a comment (i.e., on my post or someone else's) has made my day Unweighted base Base: All US adults with a social media account Strongy agree Somewhat agree Nettor agree nor disagree	885 26% 35% 28% 4% 6%	345 24% 34% 31% 5% 7%	304 29% 32% 29% 4% 6%	153 30% 35% 26% 3% 6%	83 19% 53% 19% 3% 6%	400 27% 38% 26% 3% 5%	21 30% 21% 34% 12% 4%	70 21% 43% 21% 4% 10%	38 14% 33% 47% 4% 2%	326 26% 32% 30% 5% 8%	29 34% 33% 24% - 9%	243 30% 38% 24% 4% 5%	641 25% 34% 30% 4% 7%	312 25% 34% 29% 2% 9%	269 28% 34% 30% 5% 4%	176 25% 45% 21% 3% 6%	127 26% 27% 33% 6% 7%
ve read a comment (i.e., on my post or someone else's) has made my day Base: All US adults with a social media account Strongy agree Somewhat agree nor disagree Neither agree nor disagree Strongy disagree Nether Agree Nether Agree Nether Agree Nether Agree Nether Agree	885 26% 35% 28% 4% 6% 6%	345 24% 34% 31% 5% 7% 57%	304 29% 32% 29% 4% 6% 6%	153 30% 35% 26% 3% 6% 65%	83 19% 53% 19% 3% 6% 72%	400 27% 38% 26% 3% 5% 65%	21 30% 21% 34% 12% 4% 50%	70 21% 43% 21% 4% 10% 65%	38 14% 33% 47% 4% 2% 47%	326 26% 32% 30% 5% 8% 5%	29 34% 33% 24% - 9% 68%	243 30% 38% 24% 4% 5% 68%	641 25% 34% 30% 4% 7% 59%	312 25% 34% 29% 2% 9% 60%	269 28% 34% 30% 5% 4% 62%	176 25% 45% 21% 3% 6% 70%	127 26% 27% 33% 6% 7% 53%
, ave read a comment (i.e., on my post or someone else's) thas made my day Unweighted base Base: All US adults with a social media account Strongly agree Somewhat agree Neither agree nor disagree Strongly disagree Net: Agree Net: Agree Net: Agree Net: Agree Net: Agree	885 26% 35% 28% 4% 6%	345 24% 34% 31% 5% 7%	304 29% 32% 29% 4% 6%	153 30% 35% 26% 3% 6%	83 19% 53% 19% 3% 6%	400 27% 38% 26% 3% 5%	21 30% 21% 34% 12% 4%	70 21% 43% 21% 4% 10%	38 14% 33% 47% 4% 2%	326 26% 32% 30% 5% 8%	29 34% 33% 24% - 9%	243 30% 38% 24% 4% 5%	641 25% 34% 30% 4% 7%	312 25% 34% 29% 2% 9%	269 28% 34% 30% 5% 4%	176 25% 45% 21% 3% 6%	127 26% 27% 33% 6% 7%
, ave read a comment (i.e., on my post or someone else's) thas made my day Unweighted base Base: All US adults with a social media account Strongly agree Somewhat agree Neither agree nor disagree Strongly disagree Net: Agree Strong disagree Net: Agree Net: Agree Net: Disagree Net: Disagree Net: anonymous comments online is good or bad for the	885 26% 35% 28% 4% 6% 6%	345 24% 34% 31% 5% 7% 57%	304 29% 32% 29% 4% 6% 6%	153 30% 35% 26% 3% 6% 65%	83 19% 53% 19% 3% 6% 72%	400 27% 38% 26% 3% 5% 65%	21 30% 21% 34% 12% 4% 50%	70 21% 43% 21% 4% 10% 65%	38 14% 33% 47% 4% 2% 47%	326 26% 32% 30% 5% 8% 5%	29 34% 33% 24% - 9% 68%	243 30% 38% 24% 4% 5% 68%	641 25% 34% 30% 4% 7% 59%	312 25% 34% 29% 2% 9% 60%	269 28% 34% 30% 5% 4% 62%	176 25% 45% 21% 3% 6% 70%	127 26% 27% 33% 6% 7% 53%
ave read a comment (i.e., on my post or someone else's) has made my day Base: All US adults with social media account Strongly agree Somewhat dagree Neither agree nor disagree Strongly diagree Strongly diagree Net: Agree Net: Agree Net: Agree Net: Agree Net: Basiler to Net: Agree Net: Basiler to Net: Basiler to tanonymous comments online is good or bad for the ret community?	885 26% 35% 28% 4% 6% 6%	345 24% 34% 31% 5% 7% 57%	304 29% 32% 29% 4% 6% 6%	153 30% 35% 26% 3% 6% 65%	83 19% 53% 19% 3% 6% 72%	400 27% 38% 26% 3% 5% 65%	21 30% 21% 34% 12% 4% 50%	70 21% 43% 21% 4% 10% 65%	38 14% 33% 47% 4% 2% 47%	326 26% 32% 30% 5% 8% 5%	29 34% 33% 24% - 9% 68%	243 30% 38% 24% 4% 5% 68%	641 25% 34% 30% 4% 7% 59%	312 25% 34% 29% 2% 9% 60%	269 28% 34% 30% 5% 4% 62%	176 25% 45% 21% 3% 6% 70%	127 26% 27% 33% 6% 7% 53% 14%
ve read a comment (i.e., on my post or someone else's) has made my day Unweighted base Base: All US adults with a social media account Strongy agree Bomenhat agree Neither agree nor disagree Strongy disagree Net: Agree Net: Agree Net: Agree Net: Agree Net: Agree Net: Disagree Net: Disagree	885 26% 35% 28% 4% 6% 61% 10%	345 24% 34% 31% 5% 7% 57% 12%	304 29% 32% 29% 4% 6% 61% 10%	153 30% 35% 26% 3% 6% 65% 9%	83 19% 53% 19% 3% 6% 72% 9%	400 27% 38% 26% 3% 5% 65% 8%	21 30% 21% 34% 12% 4% 50% 16%	70 21% 43% 21% 4% 10% 65% 14%	38 14% 33% 47% 4% 2% 47% 6%	326 26% 32% 30% 5% 8% 57% 12%	29 34% 33% 24% - 9% 68% 9%	243 30% 38% 24% 4% 5% 68% 9%	641 25% 34% 30% 4% 7% 59% 11%	312 25% 34% 29% 2% 9% 60% 11%	269 28% 34% 30% 5% 4% 62% 9%	176 25% 45% 21% 3% 6% 70% 9%	127 26% 27% 33% 6% 7% 53%
ve read a comment (i.e., on my post or someone else's) has made my day Unweighted base Base: All US adults with a social media account Somewhat agree no disagree Somewhat disagree Strongy disagree Net Agree Net Agree Net Agree Net Agree Net Agree Net Songree Net Songree	885 26% 35% 28% 4% 6% 61% 10%	345 24% 34% 31% 5% 7% 57% 12%	304 29% 32% 29% 4% 6% 61% 10%	153 30% 35% 26% 3% 65% 9%	83 19% 53% 19% 3% 6% 72% 9%	400 27% 38% 26% 3% 65% 8% 449	21 30% 21% 34% 12% 4% 50% 18%	70 21% 43% 21% 4% 10% 65% 14%	38 14% 33% 47% 4% 2% 47% 6%	326 26% 32% 30% 5% 8% 57% 12%	29 34% 33% 24% - 9% 68% 9%	243 30% 38% 24% 4% 5% 68% 9% 258	641 25% 34% 30% 4% 7% 59% 11%	312 25% 34% 29% 2% 9% 60% 11%	269 28% 34% 30% 5% 4% 62% 9% 296	176 25% 45% 21% 3% 6% 70% 9%	127 26% 27% 33% 6% 7% 53% 14%
ve read a comment (i.e., on my post or someone else's) has made my day Unweighted base Base: All US adults with a social media account Strongly agree Nethier agree nor disagree Somewhat disagree Strongly disagree Net: Agree At To what extent do you think that people being able to anonymous comments online is good or bad for the net community? Unweighted base Base: All US adults with a social media account	885 26% 35% 28% 4% 6% 61% 10% 939 885	345 24% 34% 31% 5% 7% 5% 7% 12%	304 29% 32% 29% 4% 6% 61% 10%	153 30% 35% 26% 3% 6% 65% 9% 176 153	83 19% 53% 19% 3% 6% 72% 9% 9%	400 27% 38% 26% 3% 5% 65% 8% 449 400	21 30% 21% 34% 12% 4% 50% 16% 22 21	70 21% 43% 21% 4% 10% 65% 14% 84 70	38 14% 33% 47% 4% 2% 47% 6% 47% 6%	326 26% 32% 30% 5% 8% 57% 12%	29 34% 33% 24% - 9% 68% 9% 33 29	243 30% 38% 24% 4% 5% 68% 9% 25% 258 243	641 25% 34% 30% 4% 7% 59% 11% 681 641	312 25% 34% 29% 2% 9% 60% 11% 316 312	269 28% 34% 30% 5% 4% 62% 9% 296 289	176 25% 45% 21% 3% 6% 70% 9% 195 176	127 26% 27% 33% 6% 7% 53% 14%
ve read a comment (i.e., on my post or someone else's) has made my day Unweighted base Base: All US adults with a social media account Somowhat agree Somewhat disgree Somewhat disgree Net Agree Net Agree Ne	885 26% 35% 28% 4% 6% 61% 10% 9% 885 9%	345 24% 31% 5% 7% 12% 329 345 9%	304 29% 32% 29% 4% 6% 61% 10%	153 30% 35% 26% 3% 6% 65% 9% 176 153 8%	83 19% 53% 19% 3% 6% 72% 9% 9%	400 27% 38% 26% 3% 5% 65% 8% 449 400 7%	21 30% 21% 34% 12% 4% 50% 18% 22 21 23%	70 21% 43% 21% 4% 10% 65% 14% 85% 14%	38 14% 33% 47% 4% 2% 47% 6% 47% 6%	326 26% 32% 30% 5% 8% 57% 12%	29 34% 33% 24% - - 9% 68% 9% 33 29 12%	243 30% 38% 24% 5% 68% 9% 25% 258 243 9%	641 25% 34% 30% 4% 7% 59% 11% 681 641 9%	312 25% 34% 29% 2% 9% 60% 11% 316 312 8%	269 28% 34% 30% 5% 4% 62% 9% 2% 296 269 8%	176 25% 45% 21% 3% 6% 70% 9% 195 176 10%	127 26% 27% 33% 6% 53% 14% 14%
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ave read a comment (i.e., on my post or someone else's) has made my day Unweighted base Base: All US adults with a social media account Strongly agree Somewhat diagree Neither agree nor diagree Somewhat diagree Somewhat diagree Strongly diagree Net: Deagree Net: De	885 26% 35% 28% 4% 6% 61% 10% 939 885 9% 13% 29%	345 24% 34% 31% 5% 7% 12% 329 345 9% 13% 33%	304 29% 32% 29% 4% 6% 61% 10% 339 304 8% 14% 31%	153 30% 35% 26% 3% 65% 9% 176 153 8% 14% 25%	83 19% 53% 19% 3% 6% 72% 9% 9% 9%	400 27% 38% 26% 3% 65% 8% 449 400 7% 15% 26%	21 30% 21% 34% 12% 4% 50% 16% 22 21 23% 9% 17%	70 21% 43% 21% 4% 55% 14% 85% 14% 84 70 8% 3% 3%	38 14% 33% 47% 4% 2% 47% 6% 6% 43 38 6% 43 43 38	326 26% 32% 30% 5% 8% 57% 12% 308 326 10% 15% 31%	29 34% 33% 24% - 9% 68% 9% 33 29 12% 9% 39%	243 30% 24% 4% 5% 68% 9% 258 243 9% 14% 28%	641 25% 34% 30% 4% 7% 59% 11% 681 641 9% 13% 29%	312 25% 34% 29% 2% 9% 60% 11% 316 312 8% 12% 34%	269 28% 34% 30% 5% 4% 62% 9% 296 269 8% 12% 26%	176 25% 45% 21% 3% 6% 70% 9% 9% 195 176 10% 21% 23%	127 26% 27% 6% 7% 53% 14% 14%
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US_nat Sample: 29th - 30th August 2017

_g3a_1. To what extent do you agree or disagree with each he following statements? Please select one option on each								Social network	ks membership						
	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumbir	Instagram	nosquare	Snapchat	Periscope	Other	Don't know	None
IVI_q3a_1. To what extent do you agree or disagree with each f the following statements? Please select one option on each ow.															
I have read a comment (i.e., on my post or someone else's) hat has ruined my day															
Unweighted base	939	843	414	301	286	67	307	92	336	2		26	27	4	24
Base: All US adults with a social media account	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%	-	26%
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%
at has made my day	939	843	414	301	286	67	307	92	336	2	177	26	27	4	24
at has made my day Unweighted base	939	843	414	301	286	67	307	92	336	2	177	26	27		
at has made my day Unweighted base Base: All US adults with a social media account	885	792	395	266	289	69	275	89	344	2	183	24	26	4	21
at has made my day Unweighted base Base: All US adults with a social media account Strongly agree	885 26%	792 27%	395 28%	266 23%	289 30%	69 25%	275 31%	89 30%	344 32%	2	183 30%	24 30%	26 19%	4 54%	
at has made my day Unweighted base Base: All US adults with a social media account	885	792	395	266	289	69	275	89	344	2	183	24	26	4	21 4% 20%
at has made my day Unweighted base Base: All US adults with a social media account Strongly agree Somewhat agree	885 26% 35%	792 27% 36%	395 28% 39%	266 23% 45%	289 30% 34%	69 25% 38%	275 31% 42%	89 30% 33%	344 32% 37%	2 - 47%	183 30% 35%	24 30% 41%	26 19% 50%	4 54%	21 4% 20% 46%
hat has made my day Unweighted base Base: All US adults with a social media account Strongly agree Somewhat agree Netther agree nor disagree	885 26% 35% 28%	792 27% 36% 28%	395 28% 39% 25%	266 23% 45% 23%	289 30% 34% 25%	69 25% 38% 29%	275 31% 42% 17%	89 30% 33% 28%	344 32% 37% 22%	2 - 47% 53%	183 30% 35% 27%	24 30% 41% 10%	26 19% 50% 9%	4 54%	21 4% 20% 46% 4%
Base: All US adults with a social media account Strongly agree Somewhat agree Neither agree nor disagree Sornewhat disagree	885 26% 35% 28% 4% 6% 6%	792 27% 36% 28% 4% 5% 63%	395 28% 39% 25% 5% 4% 67%	266 23% 45% 23% 5% 5% 67%	289 30% 34% 25% 6% 4% 65%	69 25% 38% 29% 1% 6% 6%	275 31% 42% 17% 4% 5% 74%	89 30% 33% 28% 6% 3% 63%	344 32% 37% 22% 4% 5% 68%	2 - 47% 53% -	183 30% 35% 27% 4% 5% 64%	24 30% 41% 10% 14% 6% 71%	26 19% 50% 9% 7% 15% 69%	4 54% - 46%	21 4% 20% 46% 4% 26%
hat has made my day Unweighted base Base: All US adults with a social media account Strongly agree Somewhat agree Neither agree nor disagree Neither agree nor disagree Strongly disagree Net. Agree Net. Disagree	885 26% 35% 28% 4% 6%	792 27% 36% 28% 4% 5%	395 28% 39% 25% 5% 4%	266 23% 45% 23% 5% 5%	289 30% 34% 25% 6% 4%	69 25% 38% 29% 1% 6%	275 31% 42% 17% 4% 5%	89 30% 33% 28% 6% 3%	344 32% 37% 22% 4% 5%	2 	183 30% 35% 27% 4% 5%	24 30% 41% 10% 14% 6%	26 19% 50% 9% 7% 15%	4 54% - 46%	21 4% 20% 46% 26% 26%
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at has made my day Unweighted base Base: All US adults with a social media account Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Net. Agree Net. Disagree Net. Disagree Net. Disagree St anonymous comments online is good or bad for the ternet community?	885 26% 35% 28% 4% 6% 61% 10%	792 27% 36% 28% 4% 5% 63% 9%	395 28% 39% 25% 5% 4% 67% 8%	266 23% 45% 23% 5% 5% 67% 10%	289 30% 34% 25% 6% 4% 65% 10%	69 25% 38% 29% 1% 6% 63% 8%	275 31% 42% 17% 4% 5% 74% 9%	89 30% 33% 28% 6% 3% 63% 9%	344 32% 37% 22% 4% 5% 68% 9%	2 	183 30% 35% 27% 4% 5% 64% 9%	24 30% 41% 10% 6% 71% 19%	26 19% 50% 9% 7% 15% 69% 22%	4 54% - - 54%	21 4% 20% 46% 4% 26% 24%
at has made my day Unweighted base Base: All US adults with a social media account Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Strongly disagree Net: Disagree Ne	885 26% 35% 28% 4% 6% 61% 10%	792 27% 36% 28% 4% 5% 63% 9% 843	395 28% 39% 25% 5% 4% 67% 8%	266 23% 45% 5% 5% 67% 10%	289 30% 34% 25% 6% 4% 65% 10% 286	69 25% 38% 29% 1% 6% 63% 8%	275 31% 42% 17% 4% 5% 74% 9%	89 30% 33% 28% 6% 3% 63% 9%	344 32% 37% 22% 4% 5% 68% 9%	2 	183 30% 35% 27% 4% 5% 64% 9%	24 30% 41% 10% 14% 6% 71% 19%	26 19% 50% 9% 7% 15% 69% 22%	4 54% 	21 4% 20% 46% 26% 24% 31%
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at has made my day Unweighted base Base: All US adults with a social media account Strongly agree Somewhat agree Neither agree nor disagree Somewhat disagree Somewhat disagree Strongly disagree Net: Plaagree Net:	885 26% 35% 28% 4% 6% 61% 10% 939 885 9% 13% 29%	792 27% 36% 28% 4% 5% 65% 9% 843 79% 8% 13% 29%	395 28% 39% 25% 5% 4% 67% 8% 414 395 12% 15% 28%	266 23% 45% 23% 5% 67% 10% 301 266 7% 15% 25%	289 30% 34% 25% 6% 4% 65% 10% 286 289 14% 17% 31%	69 25% 38% 29% 1% 6% 63% 63% 8% 67 69 9% 20% 30%	275 31% 42% 17% 4% 5% 74% 9% 307 275 7% 13% 23%	89 30% 33% 28% 6% 3% 63% 9% 9% 9% 9%	344 32% 37% 22% 4% 5% 68% 9% 336 344 9% 15% 28%	2 47% 53% - - 47% - 2 2 - -	183 30% 27% 4% 5% 64% 9% 177 183 11% 15% 26%	24 30% 41% 10% 14% 6% 71% 19% 26 24 24 20% 17% 21%	26 19% 50% 9% 7% 63% 63% 22% 22% 27 26 14% 12% 58%	4 54% 	21 4% 20% 46% 26% 24% 31% 24% 21 - - 8% 20% 8%
hat has made my day Unweighted base Base: All US adults with a social media account Strongly agree Somewhat agree Neither agree no disagree Strongly disagree Strongly disagree Neither agree in the disagree Strongly disagree Neither agree in the d	885 26% 35% 4% 6% 61% 10% 839 885 9% 13% 29% 20%	792 27% 36% 28% 4% 5% 63% 9% 9% 843 792 8% 13% 29% 20%	395 28% 39% 25% 5% 4% 67% 8% 4% 4% 4% 1% 15% 28% 18%	266 23% 45% 23% 5% 67% 10% 301 266 7% 15% 25%	289 30% 34% 25% 6% 4% 65% 10% 286 289 14% 17% 31% 18%	69 25% 38% 29% 6% 63% 8% 67 69 9% 20% 30% 13%	275 31% 42% 17% 4% 5% 74% 9% 307 275 7% 13% 23% 23%	89 30% 33% 28% 6% 3% 63% 9% 9% 9% 9% 9% 9% 22% 10% 20% 19% 24%	344 32% 37% 22% 4% 5% 68% 9% 336 344 9% 15% 28% 22%	2 	183 30% 27% 4% 5% 64% 9% 177 183 11% 15% 26% 26% 24%	24 30% 41% 10% 6% 7% 19% 26 24 20% 17% 21% 17%	26 19% 50% 9% 7% 68% 22% 22% 27 26 14% 12% 58% 12%	4 54% - 54% - - - - - - - - - - - - - - - - - - -	21 4% 20% 46% 24% 31% 24% 31% 24 21 - 8% 20%
at has made my day Unweighted base Base: All US adults with a social media account Srongly agree Somewhat agree Nether agree no disagree Somewhat disagree Strongly disagree Net. Agree Net. Agree Net. Agree Net. Agree Net. Agree Net. Disagree Strongly disagree Net. Agree Net. Disagree Strongly disagree Net. Agree Net. Disagree Strongly	885 26% 35% 4% 61% 10% 939 885 9% 13% 29% 20%	792 27% 36% 28% 4% 5% 63% 9% 843 79% 843 792 8% 13% 29% 20%	395 28% 39% 25% 5% 4% 67% 8% 414 395 12% 12% 15% 28% 18% 21%	266 23% 45% 23% 5% 67% 10% 301 266 7% 15% 25% 25% 25% 21%	289 30% 34% 25% 6% 4% 65% 10% 286 289 14% 17% 31% 31% 18%	69 25% 38% 29% 6% 63% 63% 8% 67 69 9% 20% 30% 30% 13%	275 31% 42% 17% 4% 5% 74% 9% 307 275 7% 13% 23% 23% 23%	89 30% 33% 28% 6% 3% 63% 63% 9% 9% 9% 92 89 10% 20% 19% 24% 21%	344 32% 37% 22% 4% 5% 68% 9% 336 344 9% 15% 28% 22% 17%	2 	183 30% 35% 27% 4% 5% 64% 9% 177 183 11% 15% 26% 24% 16%	24 30% 41% 10% 14% 6% 71% 19% 28 24 20% 17% 21% 21% 17% 18%	26 19% 50% 9% 7% 15% 69% 22% 27 26 27 26 27 26 12% 58% 12% 58% 12% 3%	4 55% - 54% - - 22% - -	21 4% 20% 46% 26% 24% 31% 24% 21 - 8% 20% 8% 30%

Base. Fill of addits with a social media account	000	102	000	200	200	00	2.10	00	044	-	100	2.4	20		
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%	
Neither good nor bad for the internet community	29%	29%	28%	25%	31%	30%	23%	19%	28%	-	26%	21%	58%	22%	
Somewhat bad for the internet community	20%	20%	18%	25%	18%	13%	23%	24%	22%	47%	24%	17%	12%	-	
Very bad for the internet community	20%	20%	21%	21%	15%	15%	26%	21%	17%	53%	16%	18%	3%		
Don't know	9%	9%	7%	7%	5%	12%	8%	6%	8%	-	8%	7%	-	54%	
Net: Good for internet community	22%	21%	27%	22%	31%	30%	20%	30%	25%	-	26%	37%	26%	24%	
Net: Bad for internet community	40%	40%	39%	46%	33%	28%	49%	45%	39%	100%	39%	36%	15%		

YouGov What the world thinks		Post on social media										Importance on 'likes'								
	Total	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	lot applicable – I do not have any social media accounts	ery 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
HYI_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
Base: All US adults with a social media account	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%	22%	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 HYI_q3a_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.	45%	27%	35%	30%	45%	44%	56%	53%	-	16%	40%	45%	56%	3%	-	34%	52%	46%	47%	41%
 I have read a comment (i.e., on my post or someone else's) that has made my day 																				
	000	100	07		1 100	1	0.57	0.10		00	100	450	074	0.6		050	101	504	000	400
Unweighted base	939	102	97	62	133	46	257	242	-	66	186	150	271	24	· ·	252	421	521	230	188
Unweighted base Base: All US adults with a social media account	885	106	106	67	118	42	231	215		70	197	137	241	26	-	266	378	481	219	184
Unweighted base Base: All US adults with a social media account Strongly agree	885 26%	106 36%	106 28%	67 20%	118 36%	42 23%	231 20%	215 24%		70 51%	197 26%	137 24%	241 24%	26 6%	-	266 33%	378 24%	481 32%	219 19%	184 19%
Unweighted base Base: All US adults with a social media account Strongly agree Somewhat agree	885 26% 35%	106 36% 28%	106 28% 32%	67 20% 45%	118 36% 37%	42 23% 50%	231 20% 42%	215 24% 27%	-	70 51% 30%	197 26% 38%	137 24% 49%	241 24% 38%	26 6% 7%	-	266 33% 36%	378 24% 42%	481 32% 38%	219 19% 33%	184 19% 31%
Unweighted base Base: All US adults with a social media account Strongly agree Somewhat agree Neither agree nor disagree	885 26% 35% 28%	106 36% 28% 30%	106 28% 32% 34%	67 20% 45% 30%	118 36% 37% 20%	42 23% 50% 19%	231 20% 42% 27%	215 24% 27% 33%		70 51% 30% 15%	197 26% 38% 30%	137 24% 49% 21%	241 24% 38% 26%	26 6% 7% 74%	-	266 33% 36% 26%	378 24% 42% 24%	481 32% 38% 20%	219 19% 33% 38%	184 19% 31% 40%
Umweighted base Base: All US adults with a social media account Somewhat agree Neither agree nor disagree Somewhat disagree	885 26% 35% 28% 4%	106 36% 28% 30% 4%	106 28% 32% 34% 1%	67 20% 45% 30% 4%	118 36% 37% 20% 2%	42 23% 50% 19% 5%	231 20% 42% 27% 5%	215 24% 27% 33% 5%	-	70 51% 30% 15% 1%	197 26% 38% 30% 2%	137 24% 49% 21% 5%	241 24% 38% 26% 5%	26 6% 7% 74% 7%	- - - - -	266 33% 36% 26% 2%	378 24% 42% 24% 5%	481 32% 38% 20% 4%	219 19% 33% 38% 4%	184 19% 31% 40% 4%
Unweighte d base Base: All US adults with a social media account Storady agree Somewhat agree Neither agree nor diagaree Somewhat diagaree Stronydy diagaree	885 26% 35% 28% 4% 6%	106 36% 28% 30% 4% 3%	106 28% 32% 34% 1% 5%	67 20% 45% 30% 4% 2%	118 36% 37% 20% 2% 5%	42 23% 50% 19% 5% 3%	231 20% 42% 27% 5% 6%	215 24% 27% 33% 5% 12%		70 51% 30% 15% 1% 2%	197 26% 38% 30% 2% 5%	137 24% 49% 21% 5% 1%	241 24% 38% 26% 5% 7%	26 6% 7% 74% 7% 7%		266 33% 36% 26% 2% 4%	378 24% 42% 24% 5% 5%	481 32% 38% 20% 4% 7%	219 19% 33% 38% 4% 6%	184 19% 31% 40% 4% 6%
Umweighted base Base: All US adults with a social media account Strongly agree Neither agree nor disagree Somewhat disagree Strongly disagree Neit Agree	885 26% 35% 28% 4% 6% 6%	106 36% 28% 30% 4% 3% 63%	106 28% 32% 34% 1% 5% 60%	67 20% 45% 30% 4% 2% 65%	118 36% 37% 20% 2% 5% 73%	42 23% 50% 19% 5% 3% 74%	231 20% 42% 27% 5% 6% 6% 62%	215 24% 27% 33% 5% 12% 50%	-	70 51% 30% 15% 1% 2% 81%	197 26% 38% 30% 2% 5% 64%	137 24% 49% 21% 5% 1% 73%	241 24% 38% 26% 5% 7% 62%	26 6% 7% 74% 7% 7% 13%	- - - - -	266 33% 36% 26% 2% 4% 68%	378 24% 42% 24% 5% 5% 66%	481 32% 38% 20% 4% 7% 7% 70%	219 19% 33% 38% 4% 6% 52%	184 19% 31% 40% 4% 6% 51%
Unweighte d base Base: All US adults with a social media account Storady agree Somewhat agree Neither agree nor diagaree Somewhat diagaree Stronydy diagaree	885 26% 35% 28% 4% 6%	106 36% 28% 30% 4% 3%	106 28% 32% 34% 1% 5%	67 20% 45% 30% 4% 2%	118 36% 37% 20% 2% 5%	42 23% 50% 19% 5% 3%	231 20% 42% 27% 5% 6%	215 24% 27% 33% 5% 12%	- - - - - - -	70 51% 30% 15% 1% 2%	197 26% 38% 30% 2% 5%	137 24% 49% 21% 5% 1%	241 24% 38% 26% 5% 7%	26 6% 7% 74% 7% 7%		266 33% 36% 26% 2% 4%	378 24% 42% 24% 5% 5%	481 32% 38% 20% 4% 7%	219 19% 33% 38% 4% 6%	184 19% 31% 40% 4% 6%
Unweighte base Base: All US adults with a social media secourt Strongly agree Somewhat agree Neither agree nor diaggree Somewhat diaggree Somewhat diaggree Net: Agree Net: Diaggree HYL_q4. To what extent do you think that people being able to post anonymous comments online is good or bad for the	885 26% 35% 28% 4% 6% 61% 10%	106 36% 28% 30% 4% 3% 63%	106 28% 32% 34% 1% 5% 60%	67 20% 45% 30% 4% 2% 65%	118 36% 37% 20% 2% 5% 73%	42 23% 50% 19% 5% 3% 74%	231 20% 42% 27% 5% 6% 6% 62%	215 24% 27% 33% 5% 12% 50%	- - - - - - -	70 51% 30% 15% 1% 2% 81%	197 26% 38% 30% 2% 5% 64%	137 24% 49% 21% 5% 1% 73%	241 24% 38% 26% 5% 7% 62%	26 6% 7% 74% 7% 7% 13%		266 33% 36% 26% 2% 4% 68%	378 24% 42% 24% 5% 5% 66%	481 32% 38% 20% 4% 7% 7% 70%	219 19% 33% 38% 4% 6% 52%	184 19% 31% 40% 4% 6% 51%
Unweighte d base Base: All US adults with a social media account Strongly agree Somewhat agree Neither agree nor disagree Strongly disagree Net: Agree Net: Agree Net: Bagree HYI_g4. To what extent do you think that popele being able to post anonymous comments online is good or bad for the internet community?	885 26% 35% 28% 4% 6% 61% 10%	106 36% 28% 30% 4% 3% 63% 7%	106 28% 32% 34% 1% 5% 60% 6%	67 20% 45% 30% 4% 2% 65% 6%	118 36% 37% 20% 2% 5% 73% 73% 7%	42 23% 50% 19% 5% 3% 74% 8%	231 20% 42% 27% 5% 6% 62% 11%	215 24% 27% 33% 5% 12% 50% 17%		70 51% 30% 15% 1% 2% 81% 3%	197 26% 38% 30% 2% 5% 64% 7%	137 24% 49% 21% 5% 1% 73% 6%	241 24% 38% 26% 5% 7% 62% 12%	26 6% 7% 7% 7% 13% 14%		266 33% 36% 26% 2% 4% 68% 6%	378 24% 42% 24% 5% 5% 66% 10%	481 32% 38% 20% 4% 7% 70% 11%	219 19% 33% 38% 6% 52% 10%	184 19% 31% 40% 6% 51% 9%
Unweighted base Base: All US adults with a social media account Strongly agree Somewhat agree Netter agree no diaggree Somewhat diagaree Net: Agree Net: Diaggree HY_q4. To what extent do you think that people being able to post anonymous comments online is good or bad for the internet community?	885 26% 35% 28% 4% 6% 61% 10%	106 36% 28% 30% 4% 3% 63% 7%	106 28% 32% 34% 1% 5% 60% 6%	67 20% 45% 30% 4% 2% 65% 6%	118 36% 37% 20% 2% 5% 73% 7%	42 23% 50% 19% 5% 3% 7% 8%	231 20% 42% 5% 6% 62% 11% 257	215 24% 27% 33% 5% 12% 50% 17%		70 51% 30% 15% 1% 2% 81% 3%	197 26% 38% 30% 2% 5% 64% 7%	137 24% 49% 21% 5% 1% 73% 6%	241 24% 38% 5% 7% 62% 12% 271	26 6% 7% 7% 7% 13% 14%		266 33% 26% 2% 4% 68% 6%	378 24% 42% 24% 5% 5% 66% 10%	481 32% 38% 20% 4% 7% 70% 11%	219 19% 33% 38% 4% 6% 52% 10%	184 19% 31% 40% 6% 51% 9%
Unweighted base Base: All US adults with a social media account Stongly agree Somewhat agree Nether agree nor diaggree Somewhat diaggree Somewhat diaggree Somewhat diaggree Net. Diaggree Net. Diaggree Net. Diaggree Thy Light of the Internet community? Unweighted base Base: All US adults with a social media account	885 26% 35% 28% 4% 6% 61% 10% 939 885	106 36% 28% 30% 4% 3% 63% 7% 102	106 28% 32% 34% 1% 5% 60% 6% 8%	67 20% 45% 30% 4% 2% 65% 6% 6%	118 36% 37% 20% 2% 5% 73% 7% 7%	42 23% 50% 19% 5% 3% 74% 8% 46 42	231 20% 42% 27% 5% 6% 62% 11% 257 231	215 24% 27% 33% 5% 12% 50% 17% 242 242 215		70 51% 30% 15% 1% 2% 81% 3% 66 70	197 26% 38% 30% 2% 5% 64% 7% 186 197	137 24% 49% 21% 5% 1% 73% 6% 1% 73% 6%	241 24% 38% 26% 5% 7% 62% 12% 271 241	26 6% 7% 7% 7% 13% 14% 24 26		266 33% 36% 26% 2% 4% 68% 6% 2% 2% 252 266	378 24% 42% 2% 5% 5% 66% 10% 421 378	481 32% 38% 20% 4% 7% 70% 11% 521 481	219 19% 33% 38% 4% 6% 52% 10% 230 219	184 19% 31% 40% 4% 6% 51% 9% 188 188
Unweighte base Base: All US adults with a social media account Strongly agree Somewhat lagree Neither agree no disagree Somewhat disagree Somewhat disagree Neith agree Neith agree Neith Agree Neith agree Neith agree Neith agree Neith agree Neith agree Neither agree Ne	885 26% 35% 28% 6% 61% 10% 939 885 9%	106 36% 28% 30% 4% 3% 63% 7% 102 106 27%	106 28% 32% 34% 1% 5% 60% 6% 9% 6%	67 20% 45% 30% 4% 2% 65% 6% 6%	118 36% 20% 2% 5% 73% 7%	42 23% 50% 19% 5% 3% 74% 8% 46 42 5%	231 20% 42% 27% 5% 6% 6% 62% 11% 2257 231 4%	215 24% 27% 33% 5% 12% 50% 17% 242 215 7%		70 51% 30% 15% 1% 2% 81% 3% 66 70 41%	197 26% 38% 30% 2% 5% 64% 7% 186 185 197 5%	137 24% 49% 21% 5% 1% 73% 6% 1% 150 137 5%	241 24% 38% 26% 5% 5% 7% 62% 12% 271 271 241 8%	26 6% 7% 7% 13% 14% 24 26 1%		266 33% 26% 2% 4% 68% 6% 2% 2% 2% 2% 252 266 14%	378 24% 42% 24% 5% 66% 10% 421 378 7%	481 32% 38% 20% 4% 7% 70% 11% 521 481 12%	219 19% 33% 38% 4% 6% 52% 10% 230 219 4%	184 19% 31% 40% 4% 6% 51% 9% 188 188 184 7%
Unweighted base Base: All US adults with a social media account Storeyh agree Somewhat agree Netter agree nor diagaree Sorowyh diagaree Sorowyh diagaree Net: Diagaree Net	885 26% 35% 28% 6% 61% 10% 939 885 9% 13%	106 36% 28% 30% 4% 3% 63% 7% 102 106 27% 12%	106 28% 32% 34% 1% 5% 60% 6% 9% 9% 106 12% 26%	67 20% 45% 30% 4% 2% 65% 65% 65% 65% 67 5% 22%	118 36% 20% 2% 5% 73% 7% 133 118 6% 11%	42 23% 50% 19% 5% 3% 74% 8% 46 48 42 5% 6%	231 20% 42% 27% 5% 6% 62% 11% 257 231 4% 11%	215 24% 27% 33% 5% 12% 50% 17% 242 215 7% 10%		70 51% 30% 15% 1% 2% 81% 3% 66 70 41% 18%	197 26% 38% 2% 5% 64% 7% 186 186 197 5% 20%	137 24% 49% 21% 5% 1% 73% 6% 5% 1% 150 137 5% 17%	241 24% 38% 26% 5% 7% 62% 12% 271 241 8% 9%	26 6% 7% 7% 7% 13% 14% 24 26 1% 3%		266 33% 26% 2% 4% 68% 68% 2% 2% 2% 2% 268 14% 19%	378 24% 42% 24% 5% 66% 66% 10% 421 378 7% 12%	481 32% 38% 20% 4% 7% 70% 11% 521 481 12% 13%	219 19% 33% 38% 4% 6% 52% 10% 230 219 4% 13%	184 19% 31% 40% 4% 6% 51% 9% 9% 188 188 184 7% 15%
Unweighte base Base: All US adults with a social media account Strongly agree Somewhat tagree Netter agree nor diagagree Strongly diagagree Net: Diagagree N	885 26% 35% 28% 4% 61% 10% 939 885 9% 13% 29%	106 36% 28% 30% 4% 63% 63% 7% 102 106 27% 12% 35%	106 28% 32% 34% 1% 5% 60% 6% 6% 97 106 12% 26% 22%	67 20% 45% 30% 4% 65% 6% 6% 6% 6%	118 36% 37% 20% 2% 5% 73% 7% 133 118 6% 11% 31%	42 23% 50% 19% 5% 3% 74% 8% 46 46 42 5% 6% 43%	231 20% 42% 27% 5% 6% 62% 11% 257 231 4% 11% 31%	215 24% 27% 33% 5% 12% 50% 17% 242 215 7% 10% 24%		70 51% 30% 15% 1% 2% 81% 3% 66 70 41% 16% 18%	197 28% 38% 2% 5% 64% 7% 186 197 5% 20% 37%	137 24% 49% 21% 5% 1% 73% 6% 1% 1% 1% 150 137 5% 17% 24%	241 24% 38% 22% 5% 5% 62% 12% 271 241 8% 9% 32%	26 6% 7% 7% 7% 13% 14% 24 26 1% 3% 30%		266 33% 26% 2% 4% 68% 6% 2% 2% 2% 2% 252 266 14% 19% 32%	378 24% 42% 24% 5% 66% 10% 421 378 7% 12% 29%	481 32% 38% 20% 4% 7% 70% 11% 521 481 12% 13% 24%	219 19% 33% 38% 4% 6% 52% 10% 230 219 4% 13% 38%	184 19% 31% 40% 4% 6% 51% 9% 188 188 184 7% 15% 32%
Unweighte base Base: All US adults with a social media account Storody agree Somewhat agree Nether agree nor diaggree Sorowhat diaggree Sorowhat diaggree Net: Diaggree Net: Diaggree Net: Diaggree Net: Diaggree Net: Diaggree 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? Unweighted base Base: All US adults with a accial media account Vogo dor the internet community Somewhat good for the internet community Neither good nor bad for the internet community	885 26% 35% 28% 4% 61% 61% 10% 939 885 9% 13% 29% 20%	106 38% 28% 30% 4% 3% 63% 7% 102 106 27% 12% 35% 7%	106 28% 32% 34% 5% 60% 6% 9% 9% 106 12% 26% 22% 17%	67 20% 45% 30% 4% 65% 65% 6% 6% 6%	118 36% 37% 20% 5% 73% 7% 133 118 6% 11% 31% 31%	42 23% 50% 19% 5% 3% 74% 8% 46 46 42 5% 6% 43% 6% 43% 24%	231 20% 42% 27% 5% 6% 62% 11% 257 231 4% 11% 31% 22%	215 24% 27% 33% 5% 12% 50% 17% 242 215 7% 10% 24% 19%		70 51% 30% 15% 81% 81% 3% 66 70 41% 18% 18% 8%	197 28% 38% 2% 5% 64% 7% 186 197 5% 20% 37% 21%	137 24% 49% 21% 5% 1% 73% 6% 1% 1% 150 137 5% 17% 24% 22%	241 24% 38% 26% 5% 7% 62% 12% 271 241 8% 9% 32% 19%	26 6% 7% 7% 13% 13% 14% 24 26 1% 3% 3% 30% 12%		266 33% 26% 2% 4% 68% 6% 252 266 14% 19% 32% 18%	378 24% 42% 24% 5% 66% 10% 421 378 7% 12% 29% 22%	481 32% 38% 20% 4% 7% 70% 11% 521 481 12% 13% 24% 24% 23%	219 19% 33% 38% 4% 52% 10% 230 219 4% 13% 36% 18%	184 19% 31% 40% 4% 5% 51% 9% 188 188 188 7% 15% 32% 12%
Unweighted base Base: All US adults with a social media account Strongly agree Somewhat tagere Nether agree nor diagore Somewhat tagere Net Diagore Net Diagore Ne	885 26% 35% 4% 61% 10% 839 885 9% 13% 20% 20%	106 36% 28% 30% 4% 3% 63% 7% 102 106 27% 12% 35% 7% 11%	106 28% 32% 34% 1% 60% 6% 9% 97 106 12% 26% 22% 26% 22% 17% 9%	67 20% 45% 30% 4% 2% 65% 6% 6% 6% 6% 6% 6% 2% 2% 28% 28% 16% 16%	118 36% 20% 2% 5% 73% 7% 133 118 6% 11% 31% 31% 31%	42 23% 50% 19% 5% 3% 74% 8% 48 48 48 48 48 48 48 6% 43% 43% 24% 24%	231 20% 42% 27% 5% 6% 62% 11% 257 231 4% 11% 31% 22% 22%	215 24% 27% 33% 5% 12% 50% 17% 242 215 7% 10% 24% 19% 24%		70 51% 30% 15% 1% 2% 81% 3% 66 70 41% 18% 18% 18% 9%	197 28% 33% 30% 2% 5% 64% 7% 186 197 5% 20% 37% 21% 12%	137 24% 49% 21% 5% 1% 73% 6% 1% 1% 137 5% 17% 24% 27% 22%	241 24% 38% 26% 5% 7% 62% 12% 271 241 8% 9% 32% 19% 24%	26 6% 7% 7% 7% 13% 14% 24 26 1% 3% 30% 30% 12% 11%		266 33% 36% 26% 2% 4% 68% 6% 252 266 14% 19% 32% 18% 11%	378 24% 42% 24% 5% 66% 10% 421 378 7% 12% 29% 22% 22% 23%	481 32% 38% 20% 4% 7% 70% 11% 521 481 12% 13% 24% 23% 22%	219 19% 33% 38% 4% 6% 52% 10% 230 219 4% 13% 38% 13% 38% 18% 21%	184 19% 31% 40% 4% 6% 51% 9% 188 184 188 184 7% 15% 32% 15% 32% 12%

US_nat Sample: 29th - 30th August 2017

YouGov What the world thinks		Ge	nder		Age			Re	gion		Race				
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET	
YI_q7. How familiar are you with the internet term trolling?				_					_						
Unweighted base	939	380	559	259	300	380	191	205	319	224	684		73	79	
Base: All US adults with a social media account	885	405	479	290	277	318	192	183	298	212	599	107	97	81	
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%	
YI_q8. As you may already know, trolling is an internet slang rm that occurs when someone intentionally starts arguments rupsets people by posting off-lopic or extraneous messages some type of online community. ave you ever been a victim of trolling?															
Unweighted base	939	380	559	259	300	380	191	205	319	224	684		73	79	
Base: All US adults with a social media account	885	405	479	290	277	318	192	183	298	212	599	107	97	81	
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% 12%	68%	64% 10%	63% 13%	59%	61%	63%	60%	56% 22%	55% 14%	
Don't know / can't recall	13%	16%	11%	14%		14%			14%	16%	12%	15%			

Cell Contents (Column Percentages)

US_nat Sample: 29th - 30th August 2017

YouGov What the world thinks			Educ	ation				Marita	l Status		Children und	er the age of 18	Income				
	Total	No HS, High school graduat	Some college, 2 e year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not say
IYI_q7. How familiar are you with the internet term trolling?									1								
Unweighted base	939	329	339	176	95	449		84	43	308		258	681	316	296	195	132
Base: All US adults with a social media account	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%
YI, q8. As you may already know, trolling is an internet slang rm that occurs when someone intentionally starts arguments rupsets people by posting off-topic or extraneous messages some type of online community. ave 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
Base: All US adults with a social media account	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%
	13%	14%	15%	10%	7%	12%	17%	13%	12%	15%	11%	12%	14%	15%	10%	8%	

Cell Contents (Col

YouGov What the world thinks		Social networks membership														
	Total	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumbir	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		26	27	4	24	
Base: All US adults with a social media account	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 0.8. 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	
Base: All US adults with a social media account	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%	

Cell Contents (Col

YouGov What the world thinks					Post on so	cial media				Importance on 'likes'									Importance on 'likes'			
	Total	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		
HYI_q7. How familiar are you with the internet term trolling?																						
Unweighted base	939	102	97	62		46		242		66	186	150	271	24		252	421		230	188		
Base: All US adults with a social media account	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_68. 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		
Base: All US adults with a social media account	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%		

Cell Contents (Col