

**Public Concern about Social Networking for the Press Complaints Commission
Topline Results
March 2008**

- Ipsos MORI interviewed a sample of the GB online population, aged 16-64. In total, 1,000 interviews were completed
- Interviews were carried out online using the Ipsos MORI i:omnibus
- Interviews were conducted between 14th-18th March 2008
- All percentage figures are based on the total sample of 1,000 unless otherwise indicated. Where figures do not sum to 100 per cent, this may be due to computer rounding, multiple codes or the exclusion of 'Don't know'
- An asterisk (*) represents a figure of greater than zero, but less than 0.5%

ASK ALL

Q1. **Thinking generally about information about you on the internet, including but not limited to social networking sites, to what extent are you concerned about lack of control over what is said or displayed about you online?**

Base: All adults aged 16-64 (1,000)

| | % |
|-----------------------------------|----|
| Very concerned | 17 |
| Fairly concerned | 41 |
| Neither concerned nor unconcerned | 27 |
| Fairly unconcerned | 11 |
| Very unconcerned | 4 |
| Don't know | 1 |

ASK ALL

Q2. **Are you a member of a social networking website (e.g. Facebook, Bebo, MySpace etc)?**

Base: All adults aged 16-64 (1,000)

| | % |
|-----|----|
| Yes | 51 |
| No | 49 |

ASK IF YES AT Q2

Q3. **Before uploading information about yourself (photographs, personal details, opinions etc) do you ever think the information might later be used by third parties without your consent?**

Base: All aged 16-64 who are members of a social networking site (508)

| | % |
|------------|----|
| Yes | 55 |
| No | 35 |
| Don't know | 10 |

ASK IF YES AT Q2

Q4. **Would you change the sort of information you volunteer about yourself online if you thought it would be reproduced, without your consent, in newspapers, magazines, television or commercial websites?**

Base: All aged 16-64 who are members of a social networking site (508)

| | Yes | % |
|--|------------|----|
| | 78 | |
| | No | 14 |
| | Don't know | 9 |

ASK ALL

Q5. **Do you know someone who has been embarrassed by information uploaded about them without their consent on either your own or a friend's social networking page?**

Base: All adults aged 16-64 (1,000)

| | Yes | % |
|--|------------|----|
| | 22 | |
| | No | 73 |
| | Don't know | 6 |

ASK ALL

Q6. **Have you ever been embarrassed by information uploaded about you without your consent on either your own or a friend's social networking page?**

Base: All adults aged 16-64 (1,000)

| | Yes | % |
|--|------------|----|
| | 8 | |
| | No | 89 |
| | Don't know | 3 |

ASK ALL

Q7. **If personal information is made voluntarily available online by individuals, do you think there is anything wrong with the media (e.g. websites, newspapers, magazines, TV, etc) republishing it without checking with the person concerned?**

Base: All adults aged 16-64 (1,000)

| | Yes | % |
|--|--|----|
| | 49 | |
| | No | 8 |
| | It depends on what sort of information is involved | 42 |
| | Don't know | 1 |

ASK ALL

Q8. **To what extent do you agree or disagree with the following? There should be clear guidelines about the type of personal information that can be published online (e.g. about pictures taken of people in private) so that people can complain if material published about them is wrong or intrusive.**

Base: All adults aged 16-64 (1,000)

| | Agree strongly | Agree | Neither agree nor disagree | Disagree | Disagree strongly | Don't know | % |
|--|----------------|-------|----------------------------|----------|-------------------|------------|---|
| | 49 | | | | | | |
| | | 40 | | | | | |
| | | | 8 | | | | |
| | | | | 1 | | | |
| | | | | | 1 | | |
| | | | | | | 1 | |