Ipsos Poll conducted for Reuters, June 2012
Facebook Poll
NOTE: all results shown are percentages unless otherwise labeled.

These are findings from an Ipsos poll conducted for Thomson Reuters from May 31-June 4, 2012. For the survey, a sample of 1,032 Americans was interviewed online. The precision of the Reuters/Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. For more information about credibility intervals, please see the appendix.

The data were weighted to the U.S. current population data by gender, age, education, ethnicity and a political values scale. Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Figures marked by an asterisk (*) indicate a percentage value of greater than zero but less than one half of a per cent. Where figures do not sum to 100, this is due to the effects of rounding.

FACEBOOK POLL

Q1. How often do you use Facebook (Select one)

	All	**18-34 years old**	**35-54 years old**	**55+ years old**
Use it every day	41	60	36	29
Use it at least weekly	18	16	19	20
Use it once a month	5	6	6	3
Have an account, but rarely use	13	7	16	14
Had an account, but closed or abandoned it	3	3	3	2
Never had a Facebook account	21	9	20	32

Q2. Is your opinion of Facebook generally (Select one)

	All	**18-34 years old**	**35-54 years old**	**55+ years old**
Very favorable	19	31	18	10
Somewhat favorable	29	36	30	21
Neither favorable nor unfavorable	31	17	33	41
Somewhat unfavorable	12	9	13	14
Very unfavorable	9	8	7	14
Total favorable	**48**	**67**	**38**	**31**
Total unfavorable	**21**	**17**	**20**	**28**

Q3. What one word would you use to describe Facebook?

[IF USE FACEBOOK IN Q1, ASK Q4; N=791]
Q4. Have you ever bought products or services because of advertising or comments you saw on Facebook? (Select one)

	All	**18-34 years old**	**35-54 years old**	**55+ years old**
Yes	20	28	17	12
No	80	72	83	88

[IF USE FACEBOOK IN Q1, ASK Q5; N=791]
Q5. Compared to six months ago (right around New Year 2012), are you now spending more or less time on Facebook? (Select one)

	All	**18-34 years old**	**35-54 years old**	**55+ years old**
More	20	28	19	14
Less	34	38	36	29
About the same	45	35	46	58

[IF LESS IN Q5, ASK Q6; N=272]
Q6. Why are you spending less time on Facebook than you were six months ago? (Select one)

	All	**18-34 years old**	**35-54 years old**	**55+ years old**
Not enough time	25	28	25	20
Concerns about privacy	24	18	29	26
Found site boring, not relevant or not useful	27	23	23	40
Prefer a different social network	2	2	3	2
Something else	21	29	19	12

Q7. Have you heard about the Facebook IPO (Initial Public Offering) or stock offering that was launched on May 17? (Select one)

	All	**18-34 years old**	**35-54 years old**	**55+ years old**
Yes	74	58	75	88
No	26	42	25	12

[IF YES IN Q7, ASK Q8; N=764]
Q8. Has what you have heard about the Facebook IPO made you more or less favorable towards Facebook? (Select one)

	All	**18-34 years old**	**35-54 years old**	**55+ years old**
Much more favorable	3	3	3	2
Somewhat more favorable	8	9	8	9
Somewhat less favorable	26	24	28	24
Much less favorable	18	14	17	21
Don't know/Not sure	46	50	44	44
Total more favorable	**11**	**12**	**11**	**11**
Total less favorable	**44**	**38**	**45**	**45**

[IF YES IN Q7, ASK Q9; N=764]
Q9. Has what you have heard about the Facebook IPO made you more or less favorable towards investing in the Stock Market? (Select one)

	All	**18-34 years old**	**35-54 years old**	**55+ years old**
Much more favorable	2	3	3	1
Somewhat more favorable	11	22	6	10
Somewhat less favorable	28	22	28	32
Much less favorable	18	13	13	25
Don't know/Not sure	41	40	50	33
Total more favorable	**13**	**25**	**9**	**11**
Total less favorable	**46**	**35**	**41**	**57**

How to Calculate Bayesian Credibility Intervals

The calculation of credibility

natural estimate of the true population proportion θ. This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian[1] statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for θ adjusted after observing the sample data. In reality, the posterior distribution is one's knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution ($\pi(\theta/y)\sim\beta(y+a,n-y+b)$), but with updated hyper-parameters.

Our credibility interval for ϑ is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for ϑ given our updated knowledge base. There are different ways to calculate these intervals based on   . Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that a=1 and b=1 and   . Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\overline{\equiv}_{..}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect 1+L=1.3 to account for complex weighting[2]

Analysis Domain	Sample size	Credibility intervals
All Americans	1032	3.5
Age 18-34	319	6.4
Age 35-54	374	5.9
Age 55+	341	6.2

[1] *Bayesian Data Analysis, Second Edition, Andrew Gelman, John B. Carlin, Hal S. Stern, Donald B. Rubin, Chapman & Hall/CRC | ISBN: 158488388X | 2003*

[2] *Kish, L. (1992). Weighting for unequal Pi . Journal of Official, Statistics, 8, 2, 183200.*