





**Page 1. Welcome**





**Page 2.**

Have you ever used online social networking sites (for example Facebook or MySpace)?		% of Respondents	Number of Respondents
Yes		84.52%	2419
No		15.48%	443
<b>Number of respondents</b>			<b>2862</b>
<b>Number of respondents who skipped this question</b>			<b>187</b>

**Page 3.**

Do you currently use social networking sites?		% of Respondents	Number of Respondents
Yes		90.55%	2156
No		9.45%	225
<b>Number of respondents</b>			<b>2381</b>
<b>Number of respondents who skipped this question</b>			<b>668</b>

**Page 4.**

How often do you use social networking sites?		% of Respondents	Number of Respondents
Daily		65.38%	1405
Weekly		21.41%	460
Monthly		6.70%	144
Very Rarely		6.51%	140
<b>Number of respondents</b>			<b>2149</b>
<b>Number of respondents who skipped this question</b>			<b>900</b>

**Page 5.**

What do you mostly use social networking sites for?	% of Respondents	Number of Respondents
Keeping in touch with family	26.84%	1406
Talking to people who are friends in real life	30.76%	1611
Meeting new people	3.17%	166
Discussing topics with people who have similar interests	8.25%	432
Advertising my business	2.41%	126
Uploading photos	14.59%	764
Networking with colleagues	8.02%	420
Other	5.98%	313
<b>Number of respondents</b>		<b>2127</b>
<b>Number of respondents who skipped this question</b>		<b>922</b>

**Page 6.**

Do you know how to use the privacy settings on your social networking site?	% of Respondents	Number of Respondents
Yes	83.29%	1764
No	4.44%	94
I am not sure	12.28%	260
<b>Number of respondents</b>		<b>2118</b>
<b>Number of respondents who skipped this question</b>		<b>931</b>


**Page 7.**

Have you ever changed the privacy settings on your social networking site?	% of Respondents	Number of Respondents
Yes	87.51%	1843
No	12.49%	263
<b>Number of respondents</b>		<b>2106</b>
<b>Number of respondents who skipped this question</b>		<b>943</b>

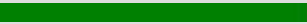


**Page 8.**

Who can see the information about you on your social networking page?	% of Respondents	Number of Respondents
Everyone	4.20%	88
Only people I know well	63.99%	1340
I choose to share different information with different groups	26.65%	558
I don't know who can see the information	5.16%	108
<b>Number of respondents</b>		<b>2094</b>
<b>Number of respondents who skipped this question</b>		<b>955</b>






**Page 9.**

Have you read the privacy policy and terms and conditions of your social networking sites?		% of Respondents	Number of Respondents
Yes		40.97%	853
No		59.03%	1229
		<b>Number of respondents</b>	<b>2082</b>
		<b>Number of respondents who skipped this question</b>	<b>967</b>



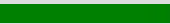


**Page 10.**

Would you stop using a social networking site if the site used your personal information in a way that you were not expecting?		% of Respondents	Number of Respondents
Yes		56.32%	1167
No		2.90%	60
I might consider it		40.78%	845
		<b>Number of respondents</b>	<b>2072</b>
		<b>Number of respondents who skipped this question</b>	<b>977</b>




**Page 11.**

How concerned are you about how social networking sites use your information? Rate your answer on a scale of 1-5 (where 1 means you are not at all concerned and 5 is very concerned)		% of Respondents	Number of Respondents
1		3.44%	71
2		13.66%	282
3		28.54%	589
4		30.09%	621
5		24.27%	501
		<b>Number of respondents</b>	<b>2064</b>
		<b>Number of respondents who skipped this question</b>	<b>985</b>


**Page 12.**

Some social networking sites track your use of the site and deliver targeted advertising to you based on your interests. How comfortable are you with this? Rate your answer using a scale of 1 to 5 (where 1 means very comfortable and 5 means very uncomfortable)		% of Respondents	Number of Respondents
1		7.88%	162
2		18.62%	383
3		32.18%	662
4		23.38%	481
5		17.94%	369
		<b>Number of respondents</b>	<b>2057</b>
		<b>Number of respondents who skipped this question</b>	<b>992</b>

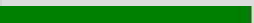

**Page 13.**

Have you had anyone 'hack' or break into your social networking account?		% of Respondents	Number of Respondents
Yes		7.82%	161
No		77.57%	1598
I am not sure		14.61%	301
		<b>Number of respondents</b>	<b>2060</b>
		<b>Number of respondents who skipped this question</b>	<b>989</b>




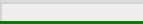

**Page 14.**



Have you regretted posting information about yourself?		% of Respondents	Number of Respondents
Yes		18.18%	374
No		81.82%	1683
		<b>Number of respondents</b>	<b>2057</b>
		<b>Number of respondents who skipped this question</b>	<b>992</b>

**Page 15.**

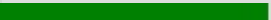




Have you been uncomfortable when someone has posted information about you or photos of you on a social networking site?		% of Respondents	Number of Respondents
Yes		44.71%	913
No		55.29%	1129
		<b>Number of respondents</b>	<b>2042</b>
		<b>Number of respondents who skipped this question</b>	<b>1007</b>

**Page 16. Demographic information**

Age bracket		% of Respondents	Number of Respondents
Under 18		5.73%	153
18-30 years		23.96%	640
30-44 years		36.35%	971
45-59 years		27.48%	734
over 60 years		6.48%	173
		<b>Number of respondents</b>	<b>2671</b>
		<b>Number of respondents who skipped this question</b>	<b>378</b>

Gender		% of Respondents	Number of Respondents
Male		37.21%	994
Female		62.79%	1677
		<b>Number of respondents</b>	<b>2671</b>
		<b>Number of respondents who skipped this question</b>	<b>378</b>

## APPA Privacy Awareness Week 2011 social media survey [English language version]

What country do you live in?		% of Respondents	Number of Respondents
Australia		48.00%	1282
New Zealand		46.80%	1250
Hong Kong		1.54%	41
Korea		0.04%	1
Mexico		1.68%	45
Other		1.95%	52
Number of respondents			<b>2671</b>
Number of respondents who skipped this question			<b>378</b>