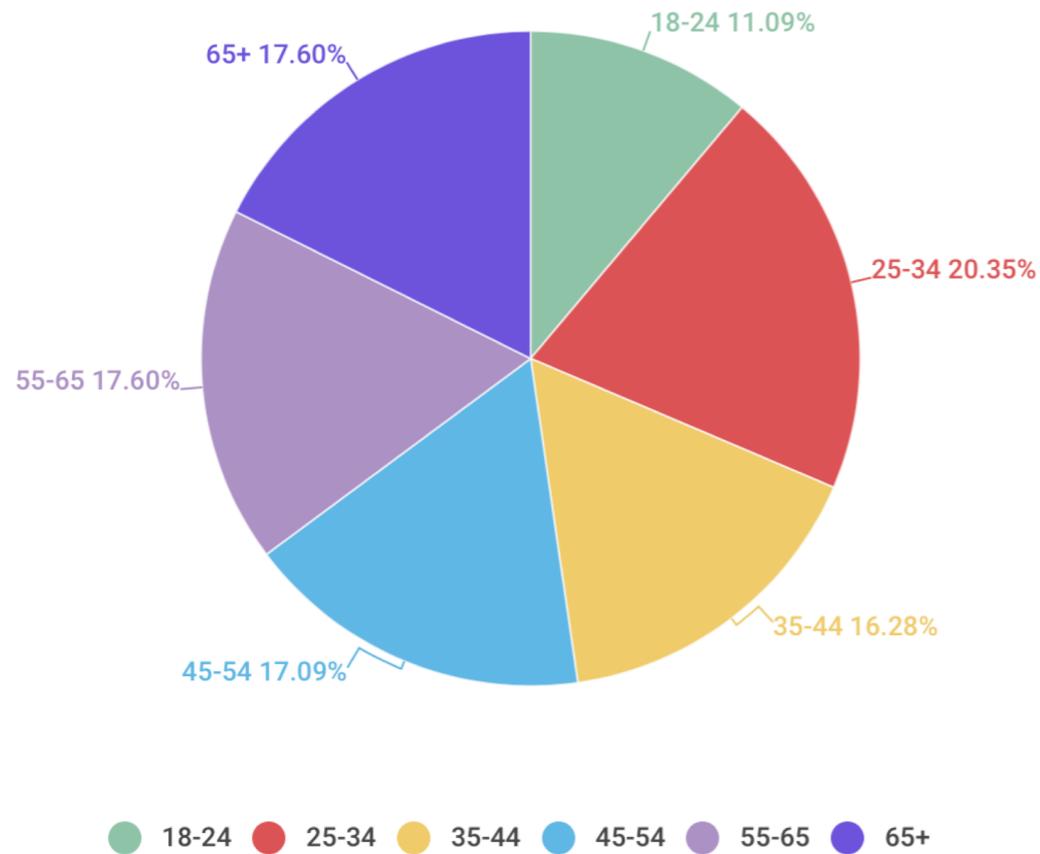




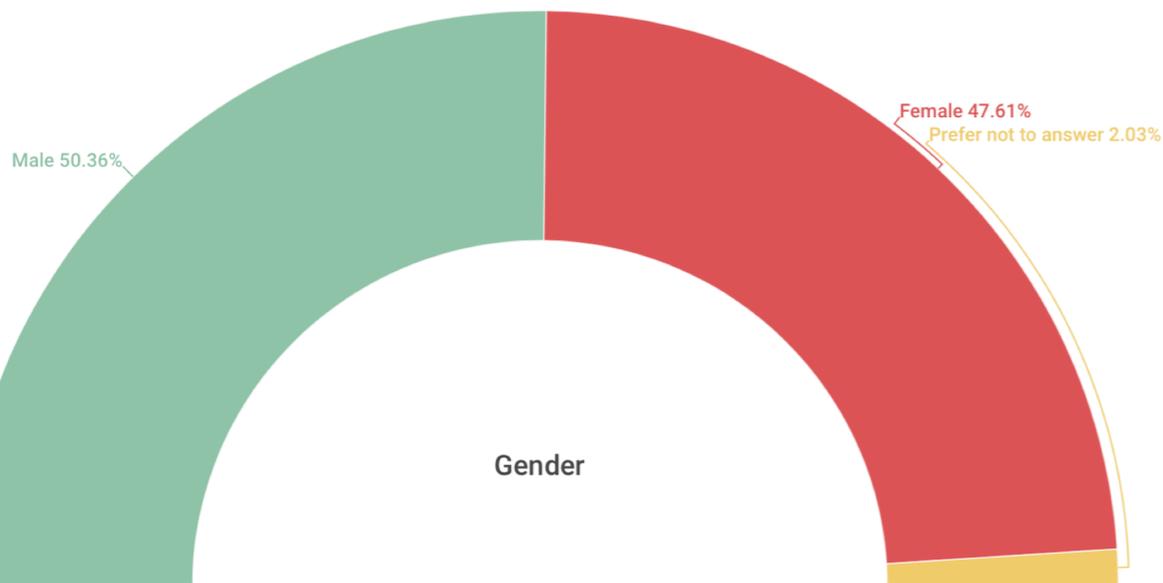
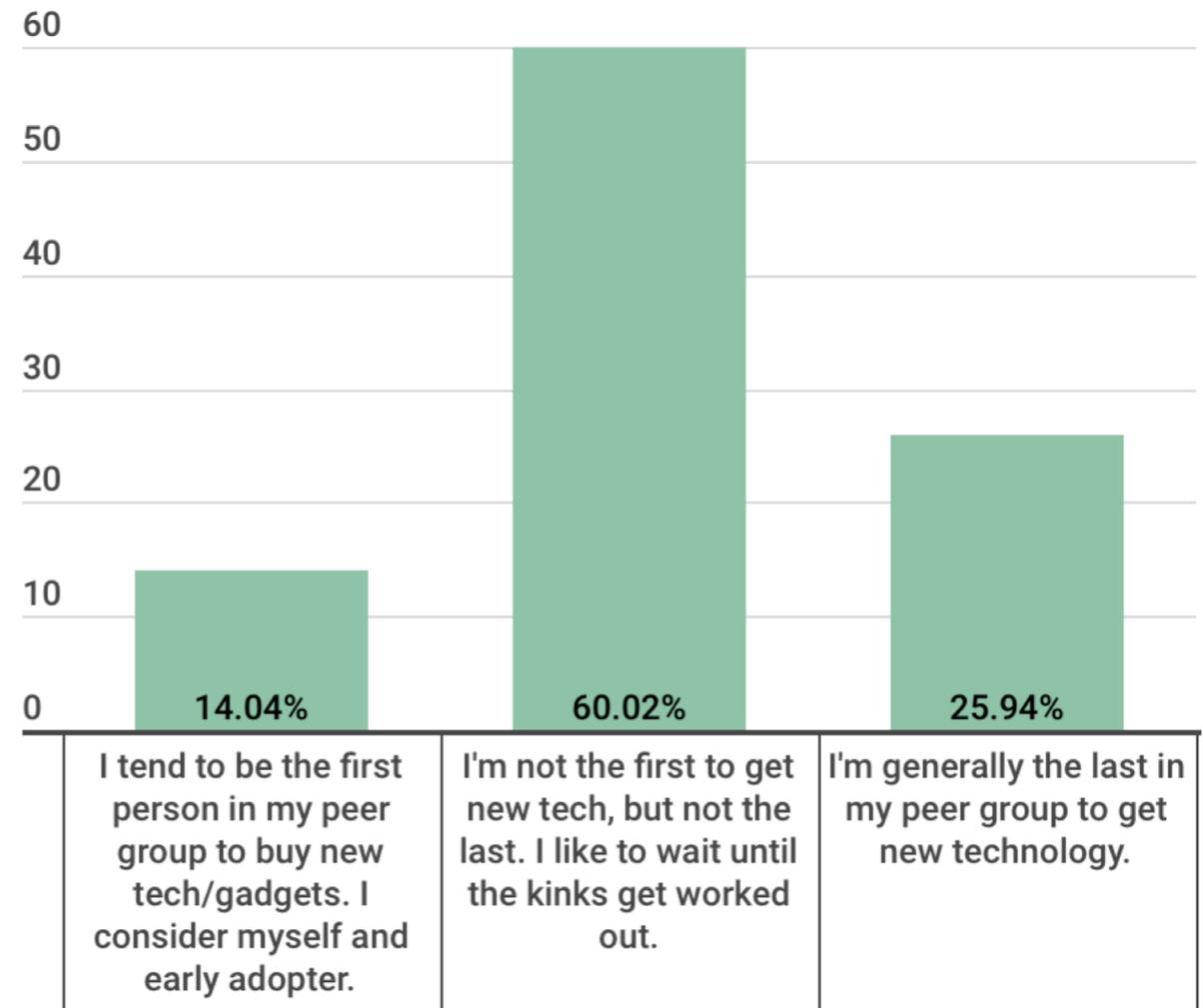
Consumer Market Study: Facebook and Your Privacy

Research Panel Demographics

Age

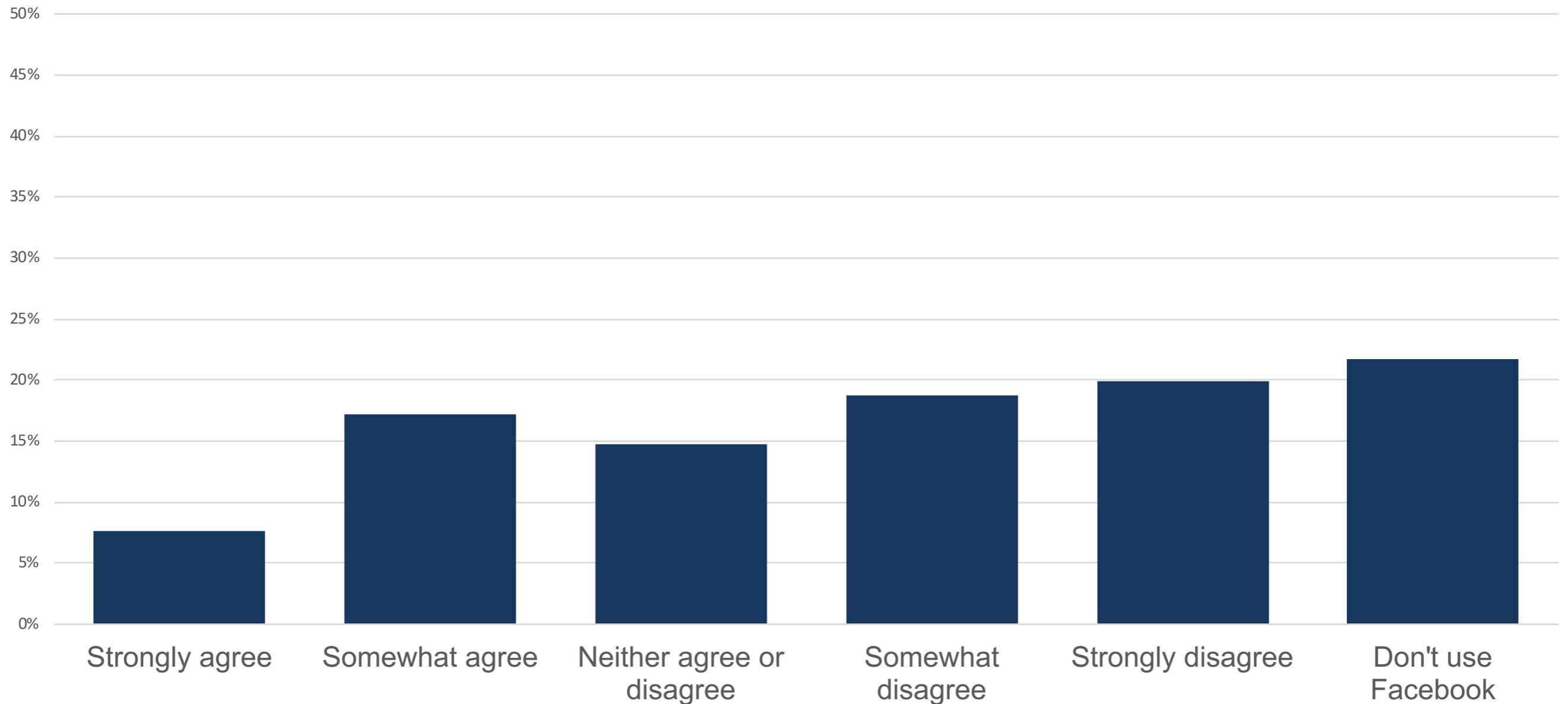


Adopter Type



Gender

Thinking about your experience using Facebook today, how much do you agree with the following statement: I enjoy using Facebook today as much as I did when I first signed up.



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Country: US
N= 983



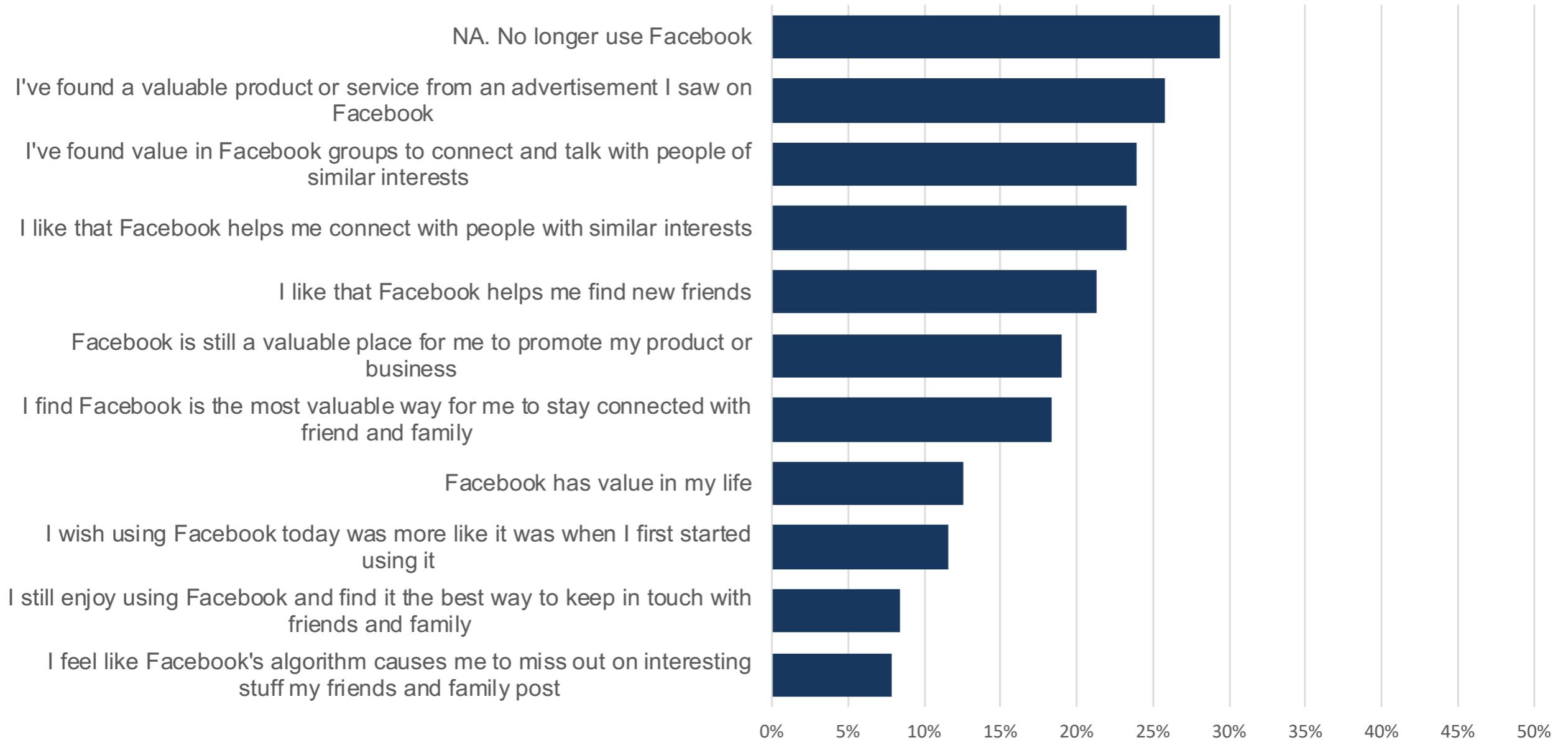
Below is a list of statements. Please select all you feel apply to you. (If you never used Facebook or have stopped using it, please select any statements that reflect your opinion)



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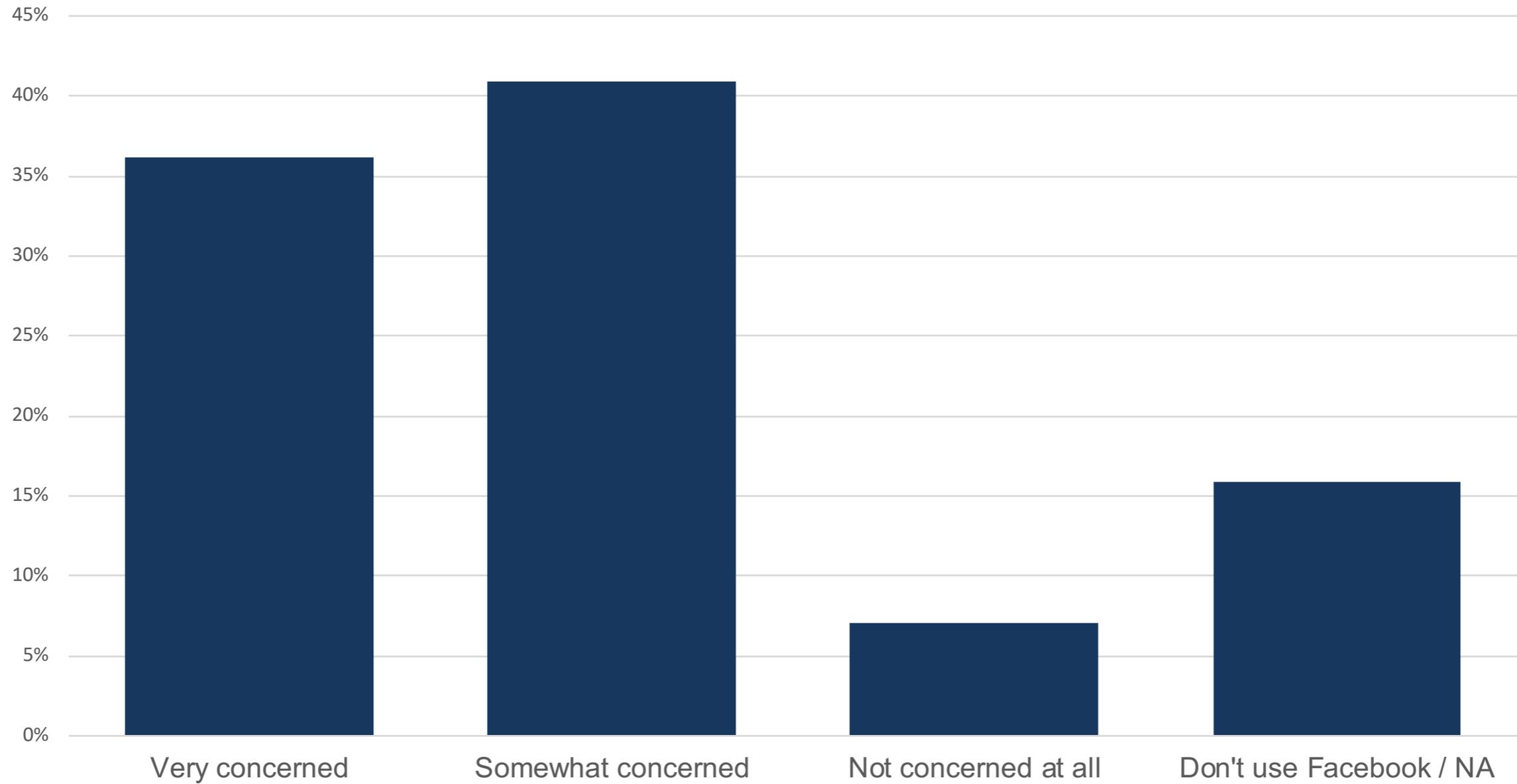
(Continued) Below is a list of statements. Please select all you feel apply to you. (If you never used Facebook or have stopped using it, please select any statements that reflect your opinion)



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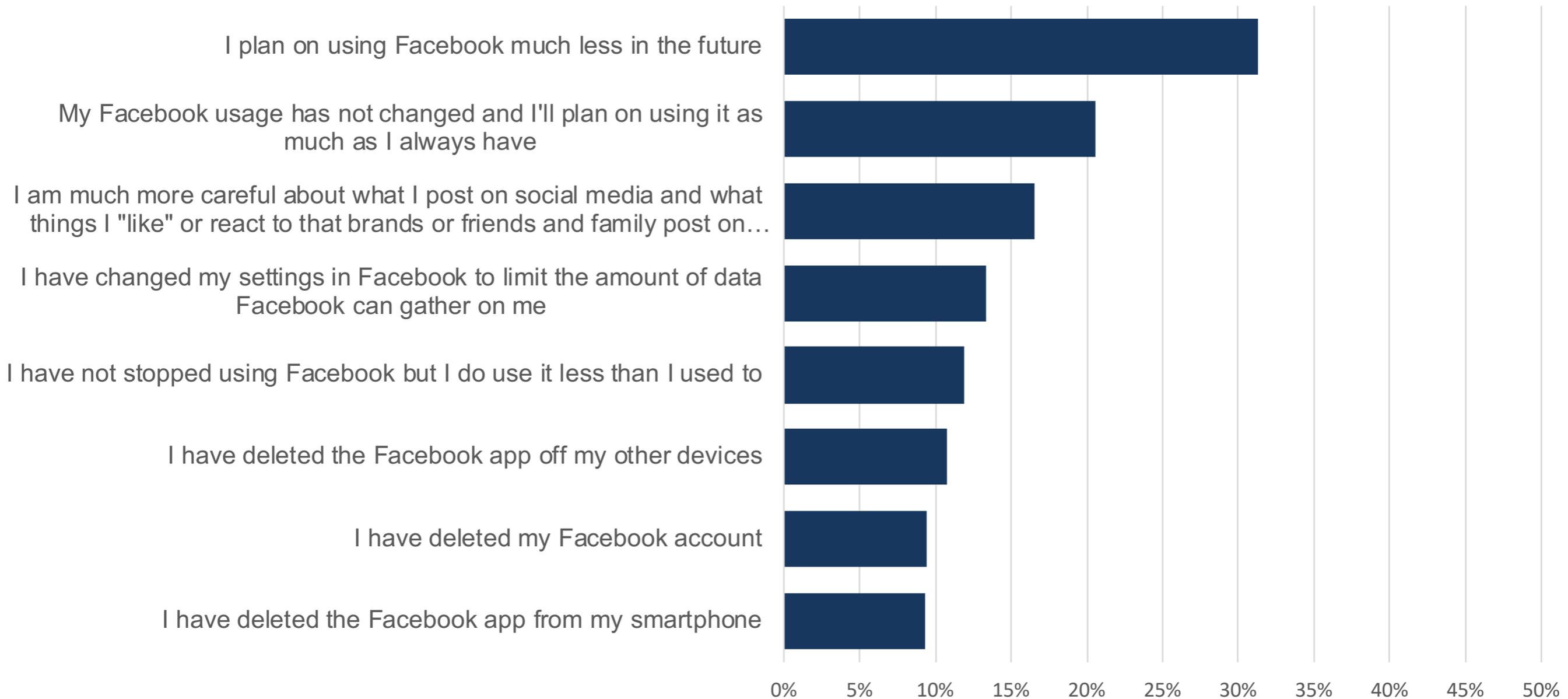


How concerned are you over your privacy when using Facebook?



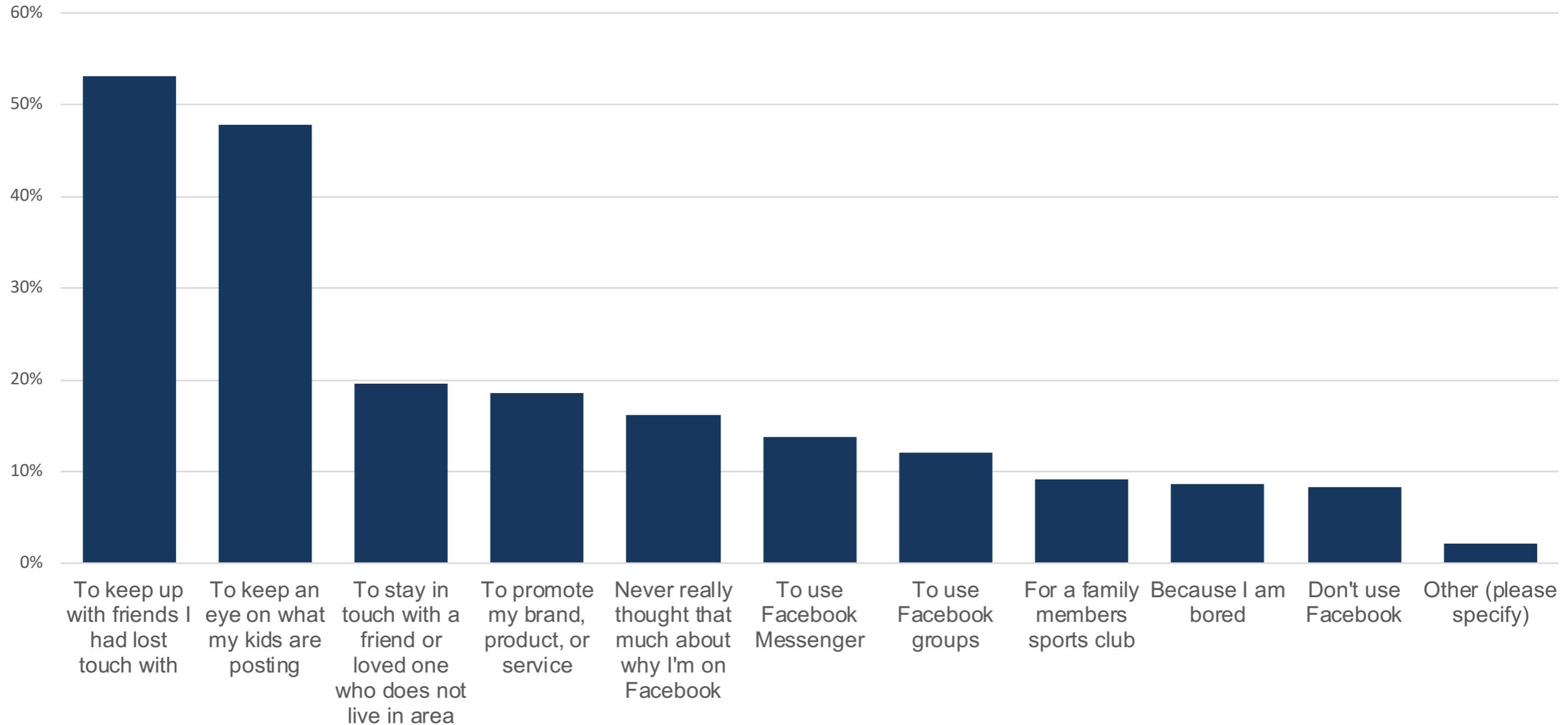
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What changes have you made to the ways you use Facebook due to your concerns over your privacy? Select all that apply.



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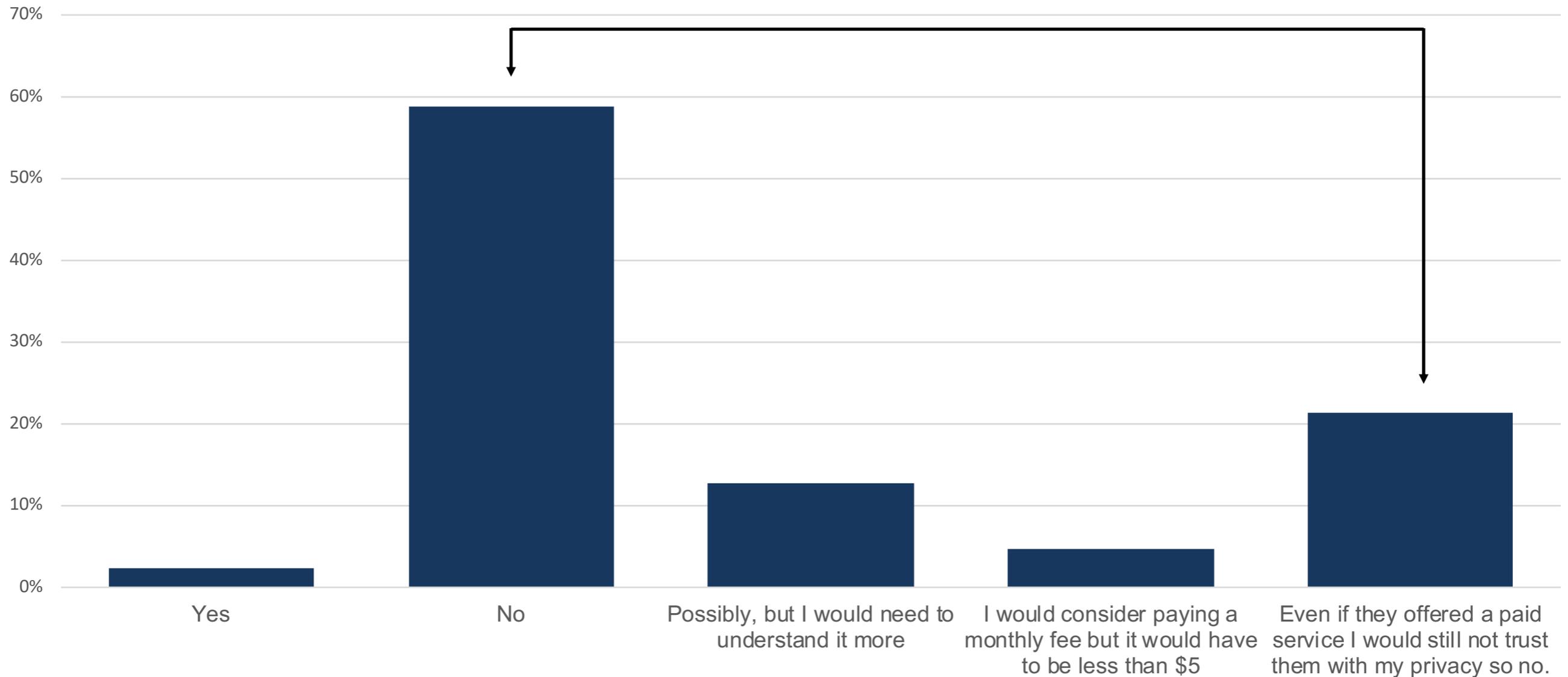
What would you say are your main motivations for being on Facebook. Please select all that apply. If no answer options reflect your motivations please write them in the text box labeled "other."



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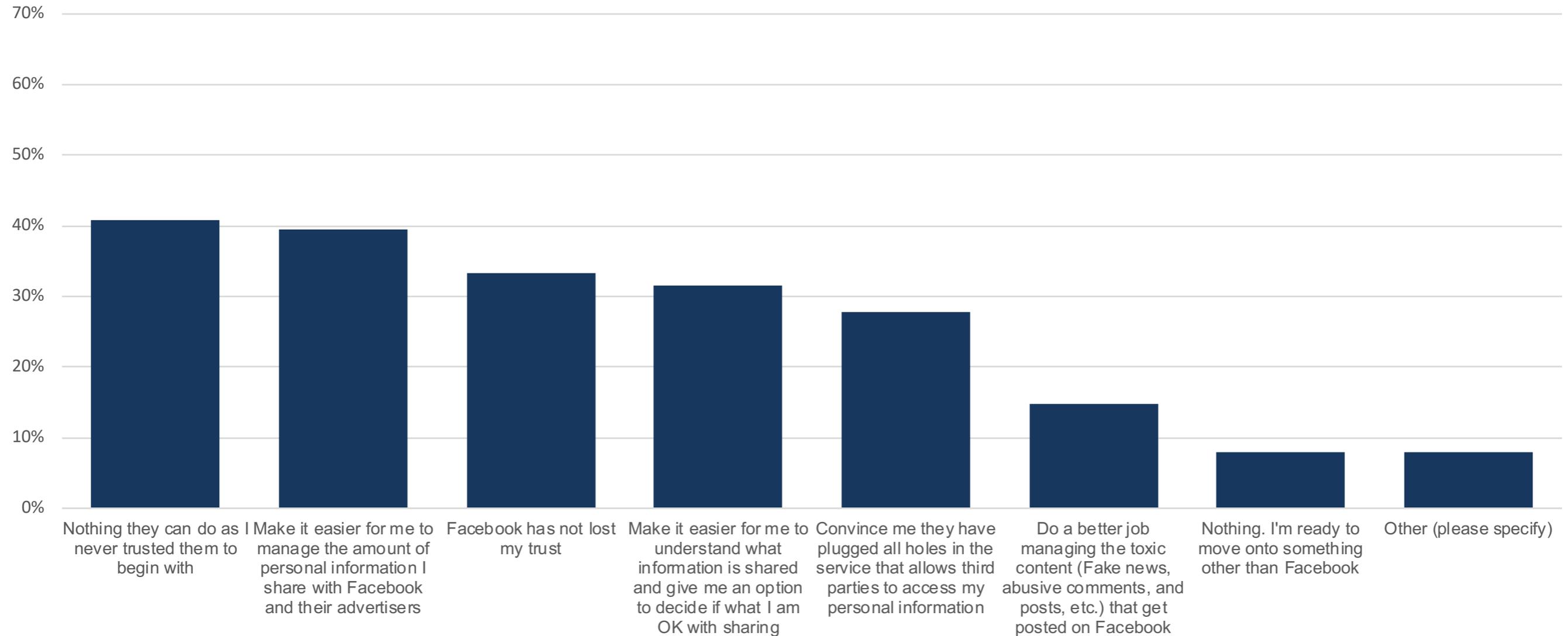
If Facebook were to offer a paid, more premium experience, where you would see no advertising and there would be stricter guarantees of your privacy protection, would you be willing to pay a small fee of \$5-7 a month? Select the answer that best fits your opinion.



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What are the things Facebook can do to earn your trust back? Select all that apply.



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Who to Contact



ben@creativestrategies.com



carolina@creativestrategies.com