

Topline questionnaire

**2018 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 35 MAY 2018
FINAL TOPLINE
MAY 29 – JUNE 11, 2018
TOTAL N=4,594**

ASK ALL:

SNS Do you use any of the following social media sites? **[RANDOMIZE WITH "OTHER" ALWAYS LAST]**

[Check all that apply]

	<u>Selected</u>	<u>Not Selected</u>	<u>No Answer</u>
ITEMS a-e NOT SHOWN			
h. YouTube			
May 29- Jun 11, 2018 [N=4,594]	68	32	-
Aug 8- Aug 21, 2017 [N=4,971]	58	42	-
Jan 12-Feb 8, 2016 [N=4,654]	48	52	-
Aug 21-Sep 2, 2013 [N=5,173]	51	49	*

ITEMS j-i NOT SHOWN

ASK IF YOUTUBE USER (SNSH=1) [N=3,101]:

YT1 Now thinking specifically about how you use YOUTUBE...

How important to you are videos on YouTube when it comes to... **[RANDOMIZE]**

	<u>Very important</u>	<u>Somewhat important</u>	<u>Not very important</u>	<u>Not important at all</u>	<u>No Answer</u>
a. Understanding things that are happening in the world					
May 29-Jun 11, 2018	19	34	28	18	1
b. Figuring out how to do things you haven't done before					
May 29-Jun 11, 2018	51	35	8	5	1
c. Deciding whether you should buy a particular product or not					
May 29-Jun 11, 2018	19	36	25	20	1
d. Just passing the time					
May 29-Jun 11, 2018	28	40	21	10	1

ASK IF YOUTUBE USER (SNSH=1) [N=3,101]:

YT2 When you watch videos on YouTube, do you also watch the recommended videos that appear alongside the video you are watching?

May 29- Jun 11 <u>2018</u>	
15	Yes, regularly
66	Yes, on occasion
19	No
*	No Answer

ASK IF YOUTUBE USER (SNSH=1) [N=3,101]:

YT3 How often, if ever, do you notice videos on YouTube that... **[RANDOMIZE]**

	<u>Frequently</u>	<u>Sometimes</u>	<u>Hardly ever</u>	<u>Never</u>	<u>No Answer</u>
a. Seem obviously false or untrue May 29-Jun 11, 2018	15	48	23	12	1
b. Are abusive or demeaning towards others May 29-Jun 11, 2018	11	32	37	19	1
c. Show people engaging in dangerous or troubling behaviors May 29-Jun 11, 2018	19	42	25	14	1

ASK IF PARENT OF CHILD AGE 0-11 (KIDS3_1_RF2=1-9 OR KIDS3_2_RF2=1-9) [N=787]:

YT4 How often do you let your child or children age 11 or younger watch videos on YouTube?

May 29- Jun 11 <u>2018</u>	
31	Regularly
43	On occasion
17	Never
8	I do not have any children age 11 or younger
*	No Answer

ASK IF YES TO YT4 (YT4=1,2) [N=599]:

YT5 Has your child ever encountered content on YouTube that you thought was unsuitable for children?

May 29-

Jun 11

2018

61

Yes

37

No

2

No Answer