

1. Googled yourself

Have you ever googled yourself?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	57%	60%	54%	71%	68%	49%	39%	57%	59%	52%
No	43%	40%	46%	29%	32%	51%	61%	43%	41%	48%
Totals (Unweighted N)	100% (1,000)	100% (465)	100% (535)	100% (168)	100% (247)	100% (385)	100% (190)	100% (339)	100% (432)	100% (229)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Yes	57%	60%	45%	48%	56%	53%	69%	76%	63%	52%	56%	57%
No	43%	40%	55%	52%	44%	47%	31%	24%	37%	48%	44%	43%
Totals (Unweighted N)	100% (1,000)	100% (797)	100% (106)	100% (97)	100% (355)	100% (270)	100% (66)	100% (132)	100% (158)	100% (204)	100% (344)	100% (294)

2. Google entries about you

How many entries do you find that are actually about you when you google yourself?

Asked of those who have googled themselves

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
0	18%	21%	15%	10%	21%	16%	24%	18%	19%	15%
1 to 10	62%	58%	66%	67%	57%	64%	62%	59%	62%	68%
11 to 100	14%	17%	12%	14%	15%	16%	10%	17%	13%	12%
100 to 1000	3%	2%	3%	6%	0%	3%	3%	4%	2%	3%
Greater than 1000	3%	2%	4%	3%	6%	2%	0%	2%	4%	3%
Totals (Unweighted N)	100% (559)	100% (262)	100% (297)	100% (115)	100% (170)	100% (192)	100% (75)	100% (194)	100% (251)	100% (114)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
0	18%	19%	24%	7%	20%	25%	6%	8%	18%	25%	15%	16%
1 to 10	62%	60%	67%	74%	61%	58%	87%	57%	62%	54%	64%	67%
11 to 100	14%	16%	5%	11%	10%	13%	7%	31%	16%	15%	13%	14%
100 to 1000	3%	3%	4%	—	6%	1%	—	2%	3%	1%	5%	1%
Greater than 1000	3%	3%	—	8%	4%	4%	—	3%	2%	6%	3%	2%
Totals (Unweighted N)	100% (559)	100% (461)	100% (47)	100% (51)	100% (190)	100% (141)	100% (44)	100% (99)	100% (96)	100% (106)	100% (185)	100% (172)

3. Google entries about others

When you google your name, how many of the entries are about other people?

Asked of those who have googled themselves

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Nearly all	34%	41%	28%	31%	39%	30%	31%	29%	40%	30%
Most	25%	24%	25%	32%	16%	28%	25%	23%	20%	39%
Half	6%	6%	6%	7%	5%	6%	6%	10%	5%	1%
Some	16%	13%	19%	16%	14%	17%	23%	19%	16%	11%
Very few	11%	8%	13%	8%	15%	10%	11%	11%	11%	11%
Almost none	8%	7%	10%	6%	12%	9%	4%	9%	8%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(555)	(260)	(295)	(115)	(169)	(190)	(74)	(193)	(248)	(114)

	Race				Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Nearly all	34%	34%	30%	38%	38%	41%	19%	27%	30%	43%	34%	31%
Most	25%	26%	27%	13%	21%	21%	27%	30%	29%	19%	28%	20%
Half	6%	4%	9%	14%	8%	3%	9%	6%	2%	9%	5%	8%
Some	16%	17%	13%	11%	13%	19%	29%	15%	13%	10%	18%	21%
Very few	11%	10%	7%	20%	12%	5%	9%	13%	10%	10%	10%	14%
Almost none	8%	8%	14%	5%	8%	10%	7%	9%	16%	8%	5%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(555)	(459)	(47)	(49)	(188)	(140)	(44)	(98)	(96)	(105)	(183)	(171)

4. Concerned about the information about you on Google

How concerned are you about the information about you other people may find if they google you?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Very concerned	16%	15%	16%	15%	15%	17%	14%	17%	16%	13%
Concerned somewhat	23%	20%	24%	25%	17%	25%	24%	23%	22%	23%
Not very concerned	31%	31%	32%	32%	36%	30%	28%	31%	33%	29%
Not concerned at all	24%	26%	22%	23%	24%	23%	27%	24%	23%	28%
Not sure	6%	7%	5%	6%	8%	5%	6%	6%	6%	6%
Totals (Unweighted N)	100% (998)	100% (464)	100% (534)	100% (166)	100% (247)	100% (385)	100% (190)	100% (338)	100% (431)	100% (229)

	Race			Family Income				Region				
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Very concerned	16%	14%	29%	16%	19%	12%	20%	11%	14%	12%	18%	17%
Concerned somewhat	23%	23%	18%	21%	23%	21%	25%	24%	23%	22%	23%	23%
Not very concerned	31%	32%	26%	32%	26%	35%	33%	38%	33%	35%	28%	32%
Not concerned at all	24%	25%	17%	24%	27%	26%	14%	25%	25%	25%	25%	21%
Not sure	6%	5%	9%	7%	5%	6%	8%	3%	5%	6%	6%	7%
Totals (Unweighted N)	100% (998)	100% (796)	100% (105)	100% (97)	100% (353)	100% (270)	100% (66)	100% (132)	100% (157)	100% (204)	100% (343)	100% (294)