

Topline questionnaire

EMINUSE Do you use the internet or email, at least occasionally?

INTMOB Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?

	USES INTERNET	DOES NOT USE INTERNET
May 2016	87	13
April 2016	87	13
November 2015	87	13
July 2015	87	13
April 2015	85	15
September 2013	86	14

INTFREQ About how often do you use the internet? [READ]

Based on all internet users [N=926]

	MAY 2016		APRIL 2016	JULY 2015
%	25	Almost constantly	28	24
	50	Several times a day	49	49
	11	About once a day	10	11
	7	Several times a week, OR	7	7
	6	Less often?	6	8
	*	(VOL.) Don't know	*	*
	*	(VOL.) Refused	*	1

DEVICE1a Next, do you have a cell phone, or not?

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
May 2016	92	8	0	0
April 2016	92	8	0	0
November 2015	91	9	0	0
July 2015	92	8	*	*
April 2015	92	8	*	0

SMART1 Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?

Based on cell phone owners

	YES, SMARTPHONE	NO, NOT A SMARTPHONE	NOT SURE/ DON'T KNOW	(VOL.) REFUSED
May 2016 [N=992]	76	17	7	0
April 2016 [N=1,535]	78	16	6	*
November 2015 [N=2,606]	76	17	7	*
July 2015 [N=1,903]	73	20	7	*
April 2015 [N=1,900]	73	21	5	*
September 2013 [N=5,763]	61	32	7	*
August 2013 [N=1,636]	60	33	6	*

SNSINT2 Do you ever use a social media site or app like Facebook, Twitter or LinkedIn?

Based on all internet users [N=926]

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
May 2016	74	26	0	*
November 2015	74	26	*	*
July 2015	76	23	*	0
September 2013	74	26	*	0
May 2013	72	28	0	*
December 2012	67	33	*	*
August 2012	69	31	0	*
February 2012	66	34	*	0

ACCT1 Do you have [INSERT ITEMS; RANDOMIZE; 'ANY OTHER ONLINE ACCOUNT' ALWAYS LAST], or not?

Based on all internet users [N=926]

	YES	NO	(VOL.) DOESN'T APPLY / DON'T HAVE THIS ACCT.	(VOL.) DK	(VOL.) REF.
a. Any ONLINE accounts with your bank or financial services provider	64	35	*	1	1
b. Any ONLINE accounts with your health care provider	37	61	*	2	*
c. Any ONLINE accounts with a household utility provider, such as your gas, water, or electric company	41	57	1	1	*
d. Any other online account that involves bill payments or transactions	45	54	0	1	*

ACCT2 Have you ever chosen to NOT use or NOT create an account with an online service because you were worried about how your personal information would be handled?

Based on all internet users [N=926]

		MAY 2016
%	69	Yes, have done this
	30	No, have not done this
	*	(VOL.) Don't know
	*	(VOL.) Refused

ACCT3 Thinking about some of the companies and organizations that you interact with, how confident are you that they will keep your personal records safe from hackers or unauthorized users? [FOR FIRST TWO RANDOMIZED ITEMS: Thinking about [INSERT ITEMS; RANDOMIZE; ALWAYS ASK ITEMS a AND b TOGETHER AND IN ORDER], how confident are you that these records will be safe from hackers and unauthorized users?

How about...[INSERT NEXT ITEM]? [READ FOR FIRST ITEM THEN AS NECESSARY: Would you say you are very confident, somewhat confident, not too confident, or not at all confident that these records will be safe from hackers and unauthorized users?]

	VERY CONFI- DENT	SOME- WHAT CONF- IDENT	NOT TOO CONFI- DENT	NOT AT ALL CONF- IDENT	(VOL.) DOESN'T APPLY	(VOL.) DK	(VOL.) REF.
<i>Items A-B: Based on cell phone owners [N=992]</i>							
a. The telephone company that provides your cell phone service	21	47	15	15	*	1	1
b. The company that manufactured your cell phone	27	43	13	13	1	3	*
<i>Item C: Based on all internet users [N=926]</i>							
c. Your email provider	20	46	17	13	2	1	*
<i>Item D: Based on social media users [N=665]</i>							
d. The social media sites you use	9	38	27	24	1	*	*
e. The federal government	12	37	21	28	1	1	*
f. Your credit card company	23	36	13	13	15	1	*
g. The companies or retailers you do business with	14	46	21	15	2	2	*

SECUR1 In general, how secure do you feel your personal information is compared with five years ago? Do you think it is [READ] [RANDOMIZE 1-2]

		MAY 2016
%	49	Less secure
	18	More secure
	31	Or about as secure as it was five years ago
	1	(VOL.) Don't know
	*	(VOL.) Refused

SECUR2 (To the best of your knowledge...) Have you ever...[INSERT ITEMS; RANDOMIZE; ASK ITEMS a AND b TOGETHER IN ORDER]?

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
a. Received a notice that your social security number had been compromised	15	84	1	0
b. Received a notice that other sensitive personal information, such as your account number, had been compromised	35	64	1	*
c. Noticed fraudulent charges on your debit or credit card	41	58	*	*
<i>Item D: Based on all internet users [N=926]</i>				
d. Had someone take over your email account without your permission	19	80	1	*
<i>Item E: Based on social media users [N=665]</i>				
e. Had someone take over your social media account without your permission	21	79	*	*
f. Had someone attempt to open a line of credit or apply for a loan using your name	14	84	1	*
g. Had someone attempt to receive a tax refund using your name	6	93	1	*

[READ TO ALL INTERNET USERS:] On a different subject...

HABITS1 Thinking about your online activities, do you ever keep track of your passwords by...[INSERT ITEMS; RANDOMIZE; ASK ITEMS c AND d TOGETHER IN ORDER; 'SOME OTHER WAY' ALWAYS LAST]? How about by...[INSERT NEXT ITEM]? [READ AS NECESSARY: Do you ever keep track of your passwords in this way?]

Based on all internet users [N=926]

	YES	NO	(VOL.) DON'T KNOW	(VOL.) REFUSED
a. Memorizing them in your head	86	14	*	*
b. Writing them down on a piece of paper	49	51	*	*
c. Using a password management program such as Dashlane, Lastpass, or Apple Keychain	12	87	1	*
d. Saving them in a note or document on your computer or mobile device	24	75	*	*
e. Saving them in your internet browser	18	81	*	*
f. Some other way that I haven't already mentioned (SPECIFY)	3	95	1	1

HABITS2 Thinking about the different ways you keep track of your online passwords, which one do you use the MOST? Is it [READ; ONLY INCLUDE "YES" RESPONSES FROM HABITS1; LIST RESPONSES IN SAME ORDER AS HABITS1]?¹

Based on all internet users [N=926]

		MAY 2016	
%	65		Memorizing them in your head
	18		Writing them down on a piece of paper
	6		Saving them in a note or document on your computer or mobile device
	3		Using a password management program such as Dashlane, Lastpass, or Apple Keychain
	2		Saving them in your internet browser
	1		Some other way
	1		(VOL.) Don't know
	*		(VOL.) Refused
	2		Don't keep track of passwords any of these ways

HABITS3 Thinking about all of the passwords you use to access your various online accounts, would you say that [RANDOMIZE: (most of your passwords are the same or very similar to each other) or that (most of your passwords are very different from each other)]?

Based on all internet users [N=926]

		MAY 2016	
%	57		Most passwords are very different
	39		Most passwords are the same or very similar
	1		(VOL.) Don't know
	2		(VOL.) Refused

[RANDOMIZE HABITS4A THRU HABITS4C]

HABITS4A Do you ever have a hard time keeping track of your passwords, or is this not something that happens to you?

Based on all internet users [N=926]

		MAY 2016	
%	39		Yes
	60		No
	1		(VOL.) Don't know
	*		(VOL.) Refused

¹ Question was asked of respondents who said 'yes' to more than one item in HABITS1. Results shown here have been recalculated to include those who said 'yes' to only one item or said 'no/DK/Refused' to all items in HABITS1.

HABITS4B Do you ever worry about how secure your passwords are, or is this not something you worry about?

Based on all internet users [N=926]

MAY 2016		
%	30	Yes
	69	No
	*	(VOL.) Don't know
	*	(VOL.) Refused

HABITS4C Do you ever use passwords that are less secure than you'd like because complicated passwords are too hard to remember, or is this not something you do?

Based on all internet users [N=926]

MAY 2016		
%	25	Yes
	74	No
	1	(VOL.) Don't know
	1	(VOL.) Refused

HABITS5 Have you ever shared a password to one of your online accounts with a friend or family member?

Based on all internet users [N=926]

MAY 2016		
%	41	Yes
	59	No
	*	(VOL.) Don't know
	*	(VOL.) Refused

HABITS6 Do you use two-factor or two-step authentication for any of your online accounts? [IF RESPONDENT ASKS FOR DEFINITION OF "TWO FACTOR": Two-factor authentication is a feature where you are sent a one-time code via email, text message, or some other method that you would enter after first entering your username and password, and only works for a single login and for a limited amount of time.]

Based on all internet users [N=926]

MAY 2016		
%	52	Yes
	46	No
	1	(VOL.) Don't know
	1	(VOL.) Refused

HABITS7 Have you ever used your social media account information to log into another website, or have you never done this?

Based on social media users [N=665]

		MAY 2016	
%	39		Yes, have done this
	60		No, have never done this
	1		(VOL.) Don't know
	*		(VOL.) Refused

[READ TO SMARTPHONE OWNER:] Now thinking specifically about your smartphone...

HABITS8 Do you have to use a code, password, or other security feature in order to access your phone?

Based on smartphone owners [N=746]

		MAY 2016	
%	71		Yes
	28		No
	0		(VOL.) Don't know
	1		(VOL.) Refused

HABITS9 What kind of security feature do you use to access your phone? Is it [READ]

Based on those whose smartphone requires a bypass code [N=529]

		MAY 2016	
%	35		A PIN CODE containing only numbers
	13		A PASSWORD containing numbers, letters, or symbols
	12		A pattern of dots you connect with your finger
	32		A thumbprint, OR
	3		Some other kind of screen lock I haven't mentioned yet? (SPECIFY)
	1		(VOL.) Don't know
	5		(VOL.) Refused

HABITS10 Thinking about the APPS on your smartphone, how frequently do you update them? Do you set them to update automatically, do you update them yourself as soon as you are notified that there is a new version available, do you update them yourself whenever it's convenient, or do you never update your apps?

Based on smartphone owners [N=746]

	<u>MAY 2016</u>	
%	32	Set them to update automatically
	16	Update them yourself as soon as a new version is available
	38	Update them yourself whenever it is convenient
	10	Never install app updates
	2	(VOL.) Different settings for different apps
	1	(VOL.) Don't know
	1	(VOL.) Refused

HABITS11 And thinking about the OPERATING SYSTEM on your smartphone, how frequently do you update it? Do you usually update it as soon as you are notified that a new version is available, do you update it whenever it's convenient, or do you never update your smartphone operating system?

Based on smartphone owners [N=746]

	<u>MAY 2016</u>	
%	42	Update as soon as new version is available
	42	Wait until it is convenient
	14	Never update operating system
	1	(VOL.) Don't know
	1	(VOL.) Refused

HABITS12 Have you installed any virus protection apps on your smartphone, or not?

Based on smartphone owners [N=746]

	<u>MAY 2016</u>	
%	32	Yes
	66	No
	2	(VOL.) Don't know
	*	(VOL.) Refused

[READ TO ALL INTERNET USERS:] On a different subject...

WIFI1 Do you ever access public WiFi in places such as airports, cafes, hotels or libraries?

Based on all internet users [N=926]

	MAY 2016	
%	54	Yes
	46	No
	0	(VOL.) Don't know
	*	(VOL.) Refused

WIFI2 Do you ever [INSERT ITEMS; RANDOMIZE] while connected to public WiFi, or not?

	YES	NO	(VOL.) NOT APPLICABLE	(VOL.) DON'T KNOW	(VOL.) REFUSED
<i>Items A-B: Based on internet users who ever access public WiFi [N=502]</i>					
a. Make online purchases	21	78	*	1	*
b. Do online banking or conduct other financial transactions	20	79	0	1	*
<i>Item C: Based on social media users who ever access public WiFi [N=412]</i>					
c. Use social media	80	19	0	1	*
<i>Item D: Based on internet users who ever access public WiFi [N=502]</i>					
d. Use email	71	28	0	*	0

[READ TO ALL:] Next...

POLICY1 Many technology services use encryption of their customers' data and communications. Encryption prevents other people from accessing users' data without their permission, but can also prevent government law enforcement agencies from accessing that data during criminal investigations. Which one of the following statements comes closer to your view, even if neither is exactly right? [READ AND RANDOMIZE]

	MAY 2016	
%	46	The government should be able to access encrypted communications when investigating crimes
	44	Technology companies should be able to use encryption technology that is unbreakable, even to law enforcement
	4	(VOL.) It depends
	4	(VOL.) Don't know
	2	(VOL.) Refused

POLICY2a How likely do you think it is that in the next five years, the United States will experience a significant cyberattack on our public infrastructure, such as our air traffic control system or power grid? Do you think this will definitely happen, probably happen, probably NOT happen, or definitely NOT happen in the next five years?

	<u>MAY 2016</u>	
%	18	Definitely happen
	51	Probably happen
	23	Probably NOT happen
	3	Definitely NOT happen
	4	(VOL.) Don't know
	*	(VOL.) Refused

POLICY2b How likely do you think it is that in the next five years, the United States will experience a significant cyberattack on the banking and financial system? Do you think this will definitely happen, probably happen, probably NOT happen, or definitely NOT happen in the next five years?

	<u>MAY 2016</u>	
%	18	Definitely happen
	48	Probably happen
	27	Probably NOT happen
	4	Definitely NOT happen
	2	(VOL.) Don't know
	*	(VOL.) Refused

POLICY3 How well-prepared do you think the U.S. government is to prevent cyberattacks on our public infrastructure? Is it [READ]

	<u>MAY 2016</u>	
%	13	Very prepared
	49	Somewhat prepared
	19	Not too prepared
	14	Not at all prepared
	4	(VOL.) Don't know
	1	(VOL.) Refused

POLICY4 How well-prepared do you think the U.S. government is to prevent cyberattacks on government agencies? Is it [READ]

		MAY 2016	
%	18	Very prepared	
	51	Somewhat prepared	
	16	Not too prepared	
	11	Not at all prepared	
	3	(VOL.) Don't know	
	1	(VOL.) Refused	

POLICY5 How well-prepared do you think U.S. BUSINESSES are to prevent cyberattacks on their own systems? Are they [READ]

		MAY 2016	
%	9	Very prepared	
	52	Somewhat prepared	
	23	Not too prepared	
	12	Not at all prepared	
	4	(VOL.) Don't know	
	*	(VOL.) Refused	

POLICY6 Thinking about some recent instances of cyberattacks, have you heard anything about [INSERT ITEMS; RANDOMIZE], or is this not something you have heard of? [IF YES, ASK: Have you heard a lot about this, or a little about it?]

Next, have you heard anything about...[INSERT NEXT ITEM]? [IF YES, ASK: Have you heard a lot about this, or a little about it?]

	NET YES, HAVE HEARD	YES, HAVE HEARD A LOT	YES, HAVE HEARD A LITTLE	NO, HAVE NOT HEARD OF THIS	(VOL.) DON'T KNOW	(VOL.) REFUSED
a. The publication of company emails at the Sony Corporation	40	20	21	59	*	*
b. The exposure of government security clearance information at the Office of Personnel Management	33	12	21	67	1	*
c. The exposure of credit card data of customers who shopped at Target stores	75	47	28	24	1	*
d. The disruption of the power grid in Ukraine	22	5	17	77	1	0
e. The publishing of the identities of AshleyMadison.com customers	49	25	24	50	1	*