

Q1505 Have you ever heard of "the Heartbleed bug"?

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2014	544	582	543	345	486	335	372	408	413	957	185	179	187	203	203	1057	301	156	185	205	210
Weighted Base	2014	439	687	440	448	570	368	314	376	386	970	274	195	150	181	171	1044	296	173*	164	195	215
Yes	284 14%	64 15%	95 14%	47 11%	78 17% D	106 19% hJ	70 19% hIj	38 12% j	43 11%	28 7%	180 19% Q	72 26% nOPR	41 21% P	23 16%	28 15% u	15 9%	104 10%	33 11% v	29 17% UV	15 9%	15 8%	12 6%
No	1730 86%	375 85%	592 86%	393 89% E	370 83%	465 81%	298 81%	276 88% fg	333 89% FG	358 93% FGh	790 81%	202 74%	154 79%	127 84% I	153 85% L	155 91% LM	940 90% K	263 89% L	145 83%	150 91%	180 92% So	203 94% rS
Sigma	2014 100%	439 100%	687 100%	440 100%	448 100%	570 100%	368 100%	314 100%	376 100%	386 100%	970 100%	274 100%	195 100%	150 100%	181 100%	171 100%	1044 100%	296 100%	173 100%	164 100%	195 100%	215 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

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Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2014	851	393	242	305	655	661	698	1044	970	124	494	455	1559	387	1627	1289	659	1027	987
Weighted Base	2014	740	337	244	464	833	585	596	1053	961	158*	458	508	1506	414	1600	1305	643	1032	982
Yes	284	95	63	37	65	78	101	105	183	101	23	31	68	216	64	220	168	102	134	150
	14%	13%	19%	15%	14%	9%	17%	18%	17%	11%	15%	7%	13%	14%	16%	14%	13%	16%	13%	15%
			B				F	F	JL	L	L									
No	1730	646	274	206	399	755	484	491	870	860	135	428	440	1290	350	1380	1137	541	898	832
	86%	87%	81%	85%	86%	91%	83%	82%	83%	89%	85%	93%	87%	86%	84%	86%	87%	84%	87%	85%
			C			GH			I	I		IJK								
Sigma	2014	740	337	244	464	833	585	596	1053	961	158	458	508	1506	414	1600	1305	643	1032	982
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

Q1510 Which of the following online security precautions, if any, did you take within the 30 days following the arrival of the Heartbleed bug in April of 2014? Please select all that apply.

12 Mar 2015
 Table 3

Base: Ever Heard Of The Heartbleed Bug

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	275	77	84	56	58	88	67	46	39	35	163	48	38	30	25	22	112	40	29	16	14	13
Weighted Base	284	64*	95*	47*	78*	106*	70*	38*	43**	28**	180*	72**	41**	23**	28**	15**	104*	33*	29**	15**	15**	12**
Any (Net)	181 64%	43 67%	49 52%	33 70% c	56 72% c	64 61%	46 65%	25 64%	27 64%	19 69%	106 59%	36 50%	22 53%	16 70%	20 72%	12 76%	75 72% k	28 85%	24 83%	8 55%	8 51%	7 60%
Changed Online Password(s) (Sub-Net)	139 49%	30 47%	41 43%	23 49%	45 58%	52 50%	40 57%	16 41%	20 46%	11 41%	81 45%	31 43%	19 47%	9 38%	14 51%	8 49%	58 56%	21 64%	21 73%	7 46%	5 36%	4 29%
Changed 1-4 of my online passwords	70 25%	13 20%	15 16%	12 26%	29 38% bC	25 24%	18 26%	7 19%	14 33%	4 16%	43 24%	15 20%	10 24%	4 17%	11 39%	3 19%	27 26%	11 32%	9 30%	3 23%	3 22%	1 12%
Changed 5-9 of my online passwords	36 13%	9 15%	11 12%	7 15%	7 10%	13 12%	13 18%	5 12%	1 2%	5 17%	17 10%	5 7%	5 13%	3 13%	1 2%	3 17%	18 18%	7 22%	7 26%	1 10%	-	2 18%
Changed 20 or more of my online passwords	19 7%	3 4%	8 9%	3 6%	6 7%	5 5%	6 9%	4 10%	3 6%	1 5%	12 7%	5 7%	2 5%	2 7%	1 5%	1 10%	8 7%	-	4 14%	2 14%	1 9%	-
Changed 10-19 of my online passwords	14 5%	5 8%	6 6%	1 1%	2 3%	9 8%	3 4%	-	2 5%	* 2%	9 5%	5 7%	2 5%	-	1 5%	* 3%	5 5%	3 10%	1 3%	-	1 6%	-
Downloaded other security software and/or apps	30 11%	7 10%	13 14%	4 8%	7 9%	13 12%	5 7%	5 13%	5 12%	3 10%	20 11%	10 13%	2 4%	3 12%	4 16%	1 9%	11 10%	3 9%	3 11%	2 14%	1 5%	1 12%
Downloaded password management software	19 7%	3 4%	10 10%	1 3%	5 6%	11 11% G	-	4 10% G	1 2%	3 10%	16 9% q	10 14%	-	3 11%	1 3%	3 19%	2 2%	1 3%	-	1 9%	-	-
Deleted at least one of my online accounts	14 5%	5 7% d	2 2%	-	8 10% cd	5 5%	1 2%	4 11% g	2 4%	2 8%	10 6%	4 5%	1 3%	2 9%	2 6%	2 14%	4 4%	2 5%	-	2 15%	-	-
Signed up for credit monitoring	12 4%	1 1%	6 6%	3 7%	3 3%	8 8%	1 2%	1 1%	1 3%	1 2%	10 6%	8 11%	-	1 2%	1 5%	-	2 2%	* 1%	1 5%	-	-	1 5%
Took other online security precautions	64 23%	17 26%	14 15%	16 35% C	17 22%	17 16%	13 19%	12 31%	11 25%	11 41%	36 20%	5 7%	7 17%	9 37%	8 30%	7 45%	28 27%	12 36%	6 22%	3 21%	2 16%	5 37%
None	103 36%	21 33%	46 48% de	14 30%	22 28%	41 39%	24 35%	14 36%	15 36%	9 31%	74 41% q	37 50%	19 47%	7 30%	8 28%	4 24%	29 28%	5 15%	5 17%	7 45%	7 49%	5 40%
Sigma	382 135%	83 129%	131 138%	62 132%	106 137%	149 141%	85 121%	55 143%	54 128%	40 143%	248 138%	104 144%	48 117%	32 139%	38 139%	25 159%	134 129%	45 134%	37 127%	22 151%	16 106%	15 123%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Q1510 Which of the following online security precautions, if any, did you take within the 30 days following the arrival of the Heartbleed bug in April of 2014? Please select all that apply.

Base: Ever Heard Of The Heartbleed Bug

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad.	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Homeowner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	275	99	65	37	46	56	94	125	177	98	21	37	65	210	62	213	164	100	130	145
Weighted Base	284	95*	63*	37**	65**	78*	101*	105*	183	101*	23**	31**	68*	216	64*	220	168*	102*	134*	150*
Any (Net)	181 64%	55 59%	40 64%	26 69%	43 66%	45 58%	66 65%	70 67%	118 65%	62 62%	14 61%	26 85%	50 75%	130 60%	48 75%	133 61%	109 65%	63 62%	91 68%	90 60%
Changed Online Password(s) (Sub-Net)	139 49%	43 46%	30 49%	23 60%	32 49%	40 51%	48 48%	51 48%	90 49%	48 48%	11 49%	20 64%	38 57%	100 46%	36 56%	103 47%	83 50%	53 52%	67 50%	72 48%
Changed 1-4 of my online passwords	70 25%	18 19%	12 19%	18 49%	18 28%	19 24%	25 25%	25 24%	45 24%	25 25%	5 22%	11 37%	16 24%	53 25%	14 22%	56 25%	42 25%	26 26%	37 27%	33 22%
Changed 5-9 of my online passwords	36 13%	15 15%	10 16%	3 7%	6 9%	11 11%	12 11%	13 12%	22 12%	14 14%	3 12%	4 14%	10 15%	26 12%	10 15%	26 12%	17 10%	18 18%	16 12%	20 13%
Changed 20 or more of my online passwords	19 7%	7 8%	3 5%	1 4%	5 7%	6 8%	6 6%	7 7%	15 8%	4 4%	2 7%	3 11%	8 12%	11 5%	8 13% P	11 5%	12 7%	7 7%	9 7%	11 7%
Changed 10-19 of my online passwords	14 5%	3 4%	5 8%	-	3 5%	3 4%	5 5%	5 5%	9 5%	5 5%	2 9%	1 3%	4 5%	11 5%	4 6%	11 5%	12 7%	2 2%	6 4%	8 5%
Downloaded other security software and/or apps	30 11%	9 10%	6 9%	5 13%	5 8%	11 15%	10 10%	9 8%	18 10%	12 12%	5 22%	4 15%	6 9%	24 11%	6 10%	24 11%	18 10%	10 10%	12 9%	18 12%
Downloaded password management Software	19 7%	2 2%	6 9%	6 16%	3 4%	8 10%	4 4%	7 7%	14 7%	5 5%	2 9%	2 8%	3 4%	16 7%	3 5%	16 7%	5 3%	12 12% Q	12 9%	7 5%
Deleted at least one of my online accounts	14 5%	6 7%	2 2%	3 8%	3 5%	3 3%	4 4%	8 7%	12 6%	3 3%	4 16%	2 7%	4 5%	11 5%	4 6%	11 5%	6 4%	4 4%	7 5%	8 5%
Signed up for credit monitoring	12 4%	3 3%	4 6%	2 5%	1 2%	3 4%	5 5%	4 4%	8 4%	4 4%	1 6%	-	2 2%	11 5%	2 2%	11 5%	4 3%	6 6%	5 4%	7 5%
Took other online security precautions	64 23%	18 19%	15 24%	10 25%	15 23%	16 20%	26 26%	22 21%	39 21%	25 25%	4 15%	13 41%	19 28%	45 21%	18 28%	46 21%	46 27% r	16 15%	36 27%	28 18%
None	103 36%	39 41%	22 36%	12 31%	22 34%	33 42%	35 35%	35 33%	65 35%	38 38%	9 9%	5 15%	17 25%	86 40%	16 25%	87 39%	59 35%	38 38%	43 32%	60 40%
Sigma	382 135%	120 127%	85 136%	60 160%	82 127%	113 146%	133 131%	136 129%	246 134%	137 135%	36 157%	46 149%	89 132%	293 135%	85 132%	297 135%	221 132%	140 137%	182 136%	200 133%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
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Q1515 Which of the following online security precautions, if any, did you take in the past 30 days? Please select all that apply.

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2014	544	582	543	345	486	335	372	408	413	957	185	179	187	203	203	1057	301	156	185	205	210
Weighted Base	2014	439	687	440	448	570	368	314	376	386	970	274	195	150	181	171	1044	296	173*	164	195	215
Any (Net)	1118 56%	232 53%	380 55%	233 53%	274 61% bd	314 55%	195 53%	184 58%	210 56%	216 56%	555 57%	159 58%	109 56%	89 59%	96 53%	103 60%	563 54%	155 52%	86 50%	95 58%	115 59%	113 53%
Changed Online Password(s) (Sub-Net)	786 39%	153 35%	284 41% b	161 37%	187 42%	231 41%	130 35%	133 42%	144 38%	148 38%	406 42% q	120 44%	78 40%	66 44%	71 39%	71 42%	380 36%	111 37%	52 30%	67 41%	73 37%	77 36%
Changed 1-4 of my online passwords	621 31%	115 26%	220 32% b	138 31%	149 33% b	185 32% g	92 25%	104 33% g	124 33% g	115 30%	322 33% q	94 34%	61 31% s	55 37%	62 35%	49 29%	299 29%	91 31% s	31 18%	48 29% s	62 32% s	66 31% s
Changed 5-9 of my online passwords	107 5%	28 6% d	42 6% d	14 3%	23 5%	32 6% i	22 6% i	18 6% i	9 2%	26 7% l	60 6%	16 6%	14 7%	7 5%	5 3%	18 11% nOV	47 5%	15 5%	8 5%	11 7% u	4 2%	8 4%
Changed 10-19 of my online passwords	31 2%	8 2%	14 2%	4 1%	6 1%	10 2%	6 2%	5 2%	6 2%	4 1%	15 2%	7 3%	2 1%	3 2%	2 1%	1 1%	16 2%	3 1%	4 2%	2 1%	5 3%	3 1%
Changed 20 or more of my online passwords	27 1%	3 1%	8 1%	6 1%	10 2%	4 1%	10 3% f	6 2%	4 1%	3 1%	9 1%	3 1%	1 1%	1 1%	2 1%	2 1%	17 2%	1 1%	9 5% RuVm	6 3% RVn	2 1%	* 1%
Downloaded other security software and/or apps	206 10%	45 10%	71 10%	33 8%	56 13% d	68 12% G	24 6%	37 12% g	36 10%	41 11%	118 12% Q	39 14% M	11 6%	19 12% m	25 14% MU	24 14% M	88 8%	30 10%	12 7%	18 11%	11 6%	17 8%
Deleted at least one of my online accounts	158 8%	35 8% D	58 8% D	15 3%	50 11% D	54 9%	23 6%	22 7%	22 6%	37 9%	71 7%	24 9%	13 7%	12 8%	7 4%	15 9% o	87 8%	30 10%	10 6%	10 6%	15 8%	21 10%
Signed up for credit monitoring	80 4%	21 5%	19 3%	19 4%	21 5%	32 6% hJ	22 6% hJ	7 2%	13 3%	6 1%	48 5% q	26 9% NoPR	11 6%	2 1%	7 4%	3 2%	32 3%	7 2%	11 7% rV	5 3%	6 3%	3 1%
Downloaded password management software	49 2%	13 3%	21 3%	7 2%	8 2%	24 4% Hi	11 3%	3 1%	5 1%	7 2%	36 4% Q	17 6% nOr	9 5% os	2 1%	2 1%	6 3% v	13 1%	6 2%	1 1%	1 1%	3 2%	1 1%
Took other online security precautions	309 15%	79 18% c	88 13%	75 17%	67 15%	63 11%	45 12%	61 19% FG	61 16% f	79 21% FG	144 15%	34 12%	16 8%	28 19% M	28 16% m	37 22% IM	165 16%	28 10%	29 17% rm	33 20% R	33 17% r	42 19% R
None	896 44%	207 47% e	307 45%	207 47% e	174 39%	257 45%	173 47%	131 42%	165 44%	170 44%	415 43%	115 42%	86 44%	61 41%	85 47%	68 40%	481 46%	141 48%	87 50%	69 42%	81 41%	102 47%
Sigma	2484 123%	553 126%	849 124%	518 118%	564 126%	729 128%	428 116%	393 125%	446 119%	487 126%	1238 128%	375 137%	225 115%	189 126%	224 124%	225 119%	1246 119%	354 119%	203 117%	204 124%	222 114%	263 122%

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2014	851	393	242	305	655	661	698	1044	970	124	494	455	1559	387	1627	1289	659	1027	987
Weighted Base	2014	740	337	244	464	833	585	596	1053	961	158*	458	508	1506	414	1600	1305	643	1032	982
Any (Net)	1118 56%	394 53%	189 56%	132 54%	291 63%	438 53%	320 55%	360 60%	613 58%	505 53%	85 54%	248 54%	277 54%	842 56%	225 54%	894 56%	716 55%	367 57%	579 56%	540 55%
Changed Online Password(s) (Sub-Net)	786 39%	279 38%	118 35%	96 39%	229 49%	288 35%	229 39%	269 45%	438 42%	348 36%	64 41%	173 38%	194 38%	592 39%	154 37%	632 40%	515 39%	254 40%	404 39%	382 39%
Changed 1-4 of my online passwords	621 31%	222 30%	87 26%	81 33%	182 39%	230 28%	177 30%	214 36%	356 34%	265 28%	53 33%	137 30%	154 30%	467 31%	122 30%	498 31%	411 32%	197 31%	312 30%	308 31%
Changed 5-9 of my online passwords	107 5%	31 4%	21 6%	14 6%	30 6%	39 5%	36 6%	32 5%	45 4%	62 6%	9 6%	28 6%	21 4%	86 6%	17 4%	90 6%	62 5%	40 6%	58 6%	50 5%
Changed 10-19 of my online passwords	31 2%	13 2%	5 2%	-	11 2%	14 2%	6 1%	12 2%	19 2%	12 1%	2 2%	5 1%	9 2%	22 1%	6 1%	25 2%	28 2%	3 1%	25 2%	6 1%
Changed 20 or more of my online passwords	27 1%	13 2%	5 1%	1*	6 1%	5 1%	11 2%	11 2%	19 2%	8 1%	-	3 1%	9 2%	17 1%	8 2%	18 1%	13 1%	13 2%	9 1%	18 2%
Downloaded other security software and/or apps	206 10%	70 9%	34 10%	35 14%	52 11%	71 9%	66 11%	69 12%	104 10%	102 11%	21 13%	47 10%	46 9%	160 11%	35 8%	171 11%	126 10%	76 12%	101 10%	105 11%
Deleted at least one of my online accounts	158 8%	59 8%	27 8%	23 9%	33 7%	72 9%	43 7%	43 7%	68 6%	90 9%	26 16%	37 8%	45 9%	113 7%	30 7%	128 8%	96 7%	54 8%	69 7%	89 9%
Signed up for credit monitoring	80 4%	28 4%	12 4%	8 3%	26 6%	22 3%	22 4%	37 6%	70 7%	10 1%	5 3%	6 1%	22 4%	58 4%	20 5%	60 4%	38 3%	38 6%	35 3%	46 5%
Downloaded password management software	49 2%	18 2%	2 1%	11 4%	15 3%	18 2%	16 3%	15 3%	29 3%	20 2%	2 1%	6 1%	12 2%	37 2%	10 2%	39 2%	26 2%	23 4%	18 2%	31 3%
Took other online security precautions	309 15%	107 14%	63 19%	25 10%	68 15%	122 15%	97 16%	91 15%	156 15%	153 16%	23 15%	87 19%	73 14%	236 16%	57 14%	252 16%	215 17%	84 13%	171 17%	138 14%
None	896 44%	346 47%	147 44%	112 46%	174 37%	395 47%	265 45%	235 40%	440 42%	456 47%	73 46%	210 46%	231 46%	665 44%	189 46%	706 44%	588 45%	276 43%	453 44%	442 45%
Sigma	2484 123%	906 122%	404 120%	309 127%	596 128%	987 119%	738 126%	758 127%	1306 124%	1178 123%	215 136%	566 124%	623 123%	1860 123%	495 120%	1989 124%	1604 123%	805 125%	1251 121%	1233 126%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

Q1520 How strongly do you agree or disagree with the following statement?

I would rather have explicit photos and/or video of me posted online than have hackers steal \$1,000 from my bank account.

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2014	544	582	543	345	486	335	372	408	413	957	185	179	187	203	203	1057	301	156	185	205	210
Weighted Base	2014	439	687	440	448	570	368	314	376	386	970	274	195	150	181	171	1044	296	173*	164	195	215
Strongly/Somewhat Agree (Net)	872 43%	192 44%	309 45%	178 40%	193 43%	228 40%	187 51% FhJ	130 41%	172 46%	156 40%	512 53% Q	141 51% R	112 57% S	76 50% T	102 56% U	81 48% V	360 35% W	87 29% X	75 43% Y	54 33% Z	70 36% AA	75 35% AB
Strongly agree	300 15%	52 12%	110 16%	54 12%	84 19% BD	97 17% J	75 20% HiJ	39 12%	54 14% j	35 9%	217 22% Q	73 27% nPR	56 29% NPS	26 17% T	40 22% pU	22 13% v	83 8% W	24 8% X	20 11% Y	13 8% Z	13 6% AA	
Somewhat agree	572 28%	140 32% e	199 29%	124 28%	109 24%	130 23%	111 30% f	91 29%	118 31% F	120 31% F	295 30% Q	68 25% nPR	56 29% NPS	50 33% T	62 34% U	59 35% v	277 27% W	63 21% X	55 32% Y	41 25% Z	57 29% AA	61 28% AB
Strongly/Somewhat Disagree (Net)	1142 57%	247 56%	378 55%	262 60%	255 57%	343 60% G	182 49% G	184 59% g	204 54% G	230 60% G	458 47% G	133 49% G	83 43% G	74 50% G	79 44% G	89 52% G	684 65% K	210 71% SL	99 57% M	110 67% N	125 64% O	141 65% P
Somewhat disagree	491 24%	102 23%	166 24%	108 24%	115 26%	130 23%	79 22% f	78 25% G	88 23% fGi	117 30% G	209 22% G	47 17% M	46 24% M	30 20% m	36 20% L	49 29% L	283 27% K	82 28% L	33 19% M	47 29% N	53 27% O	68 31% S
Strongly disagree	651 32%	145 33%	211 31%	154 35%	140 31%	213 37% Gj	102 28% Gj	107 34%	115 31%	113 29% m	250 26% m	86 31% M	37 19% M	44 29% m	43 24% m	40 24% m	401 38% K	127 43% L	66 38% M	62 38% N	72 37% O	73 34% p
Sigma	2014 100%	439 100%	687 100%	440 100%	448 100%	570 100%	368 100%	314 100%	376 100%	386 100%	970 100%	274 100%	195 100%	150 100%	181 100%	171 100%	1044 100%	296 100%	173 100%	164 100%	195 100%	215 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

Q1520 How strongly do you agree or disagree with the following statement?

I would rather have explicit photos and/or video of me posted online than have hackers steal \$1,000 from my bank account.

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2014	851	393	242	305	655	661	698	1044	970	124	494	455	1559	387	1627	1289	659	1027	987
Weighted Base	2014	740	337	244	464	833	585	596	1053	961	158*	458	508	1506	414	1600	1305	643	1032	982
Strongly/Somewhat Agree (Net)	872 43%	362 49% CE	134 40%	110 45%	184 40%	385 46%	239 41%	248 42%	459 44%	413 43%	59 38%	203 44%	194 38%	678 45% m	175 42%	697 44%	583 45%	267 42%	431 42%	441 45%
Strongly agree	300 15%	132 18% C	39 11%	39 16%	64 14%	124 15%	93 16%	83 14%	181 17% JL	119 12%	21 13%	55 12%	74 15%	226 15%	70 17%	230 14%	184 14%	106 16%	141 14%	158 16%
Somewhat agree	572 28%	230 31%	95 28%	71 29%	119 26%	261 31% G	146 25%	165 28%	278 26%	294 31%	38 24%	148 32%	120 24%	452 30% M	105 25%	467 29%	399 31%	161 25%	289 28%	283 29%
Strongly/Somewhat Disagree (Net)	1142 57%	378 51%	203 60% B	134 55%	281 60% B	448 54%	347 59%	348 58%	594 56%	548 57%	99 62%	255 56%	313 62% n	829 55%	239 58%	903 56%	722 55%	376 58%	601 58%	541 55%
Somewhat disagree	491 24%	153 21%	77 23% B	59 24%	127 27% b	202 24%	124 21%	166 28% G	252 24%	239 25%	39 25%	122 27%	129 25%	363 24%	98 24%	394 25%	337 26%	143 22%	262 25%	229 23%
Strongly disagree	651 32%	225 30%	126 37% b	75 31%	154 33%	246 30%	223 38% FH	182 31%	342 32%	309 32%	60 38%	133 29%	185 36% n	466 31%	141 34%	509 32%	385 30%	233 36% Q	339 33%	311 32%
Sigma	2014 100%	740 100%	337 100%	244 100%	464 100%	833 100%	585 100%	596 100%	1053 100%	961 100%	158 100%	458 100%	508 100%	1506 100%	414 100%	1600 100%	1305 100%	643 100%	1032 100%	982 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

Q1525 Which of the following types of personal information, if any, would you be most concerned with online hackers gaining access to?

12 Mar 2015
 Table 9

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2014	544	582	543	345	486	335	372	408	413	957	185	179	187	203	203	1057	301	156	185	205	210
Weighted Base	2014	439	687	440	448	570	368	314	376	386	970	274	195	150	181	171	1044	296	173*	164	195	215
Any (Net)	1941 96%	419 96%	659 96%	421 96%	441 98% bd	552 97%	353 96%	307 98% i	353 94%	376 97% i	926 96%	259 94%	188 97% o	146 97% o	165 91%	169 99% IO	1014 97%	294 99% SuV	165 95%	161 98%	188 97% o	207 96%
My social security number	909 45%	213 49%	310 45%	192 44%	194 43%	266 47%	150 41%	134 43%	165 44%	193 50% G	418 43%	116 42%	81 41%	68 45%	69 38%	83 49%	492 47%	150 51% t	70 40%	66 40%	96 49% o	110 51% t
My personal banking information	549 27%	114 26%	191 28%	114 26%	130 29%	136 24%	103 28%	98 31% f	103 27%	109 28%	269 28%	72 26%	52 27%	39 26%	54 30%	52 31%	281 27%	65 22%	50 29%	59 36% Ru	49 25%	57 27%
My credit card number(s)	265 13%	51 12%	84 12%	56 13%	74 17%	74 13%	45 12%	42 13%	55 15%	48 13%	137 14%	42 15%	25 13%	18 12%	26 14%	25 15%	129 12%	32 11%	20 12%	24 15%	29 15%	24 11%
My child(ren)'s name/information	58 3%	9 2%	21 3%	14 3%	15 3%	17 3% j	22 6% IJ	10 3% j	5 1%	3 1%	27 3%	6 2%	10 5% P	7 4% P	4 2% p	-	31 3%	11 4% u	12 7% UV	4 2%	1 1%	3 2%
My home address/phone number	39 2%	6 1%	13 2%	15 3% bE	4 1%	16 3%	7 2%	4 1%	8 2%	4 1%	15 1%	2 1%	4 2%	3 2%	4 2%	3 2%	24 2%	14 5% tVL	3 2%	2 1%	4 2%	2 1%
Explicit photos or videos of myself	36 2%	9 2%	5 1%	12 3% C	10 2%	18 3% lj	11 3% i	4 1%	-	4 1%	11 1%	5 2%	5 3% op	1 1%	-	-	25 2%	13 4% U	5 3% u	3 2%	-	4 2%
My private emails	28 1%	8 2%	10 1%	3 1%	7 2%	9 2%	3 1%	9 3%	4 1%	3 1%	19 2%	4 1%	2 1% IMop	9 6%	2 1%	2 1%	9 1%	5 2%	1 1%	-	2 1%	1 1%
My personal Internet browsing history	24 1%	3 1%	13 2%	7 2%	1 1%	11 2%	5 1%	1 1%	5 1%	4 1%	18 2% q	9 3% nr	2 1%	-	4 2%	3 2%	6 1%	1 1%	3 2%	1 1%	1 1%	* *
Other	31 2%	5 1%	12 2%	8 2%	5 1%	6 1%	7 2%	4 1%	7 2%	7 2%	14 1%	3 1%	7 3% s	1 1%	2 1%	1 1%	17 2%	3 1%	* *	3 2%	5 3%	6 3%
None	73 4%	19 4% e	28 4%	19 4% e	7 2%	18 3%	15 4%	8 2%	22 6% hj	10 3%	44 4%	15 6% pR	7 3%	4 3%	15 9% mnPu	2 1%	30 3%	2 1%	9 5% R	3 2%	7 3% r	8 4% r
Sigma	2014 100%	439 100%	687 100%	440 100%	448 100%	570 100%	368 100%	314 100%	376 100%	386 100%	970 100%	274 100%	195 100%	150 100%	181 100%	171 100%	1044 100%	296 100%	173 100%	164 100%	195 100%	215 100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

Q1525 Which of the following types of personal information, if any, would you be most concerned with online hackers gaining access to?

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2014	851	393	242	305	655	661	698	1044	970	124	494	455	1559	387	1627	1289	659	1027	987
Weighted Base	2014	740	337	244	464	833	585	596	1053	961	158*	458	508	1506	414	1600	1305	643	1032	982
Any (Net)	1941 96%	709 96%	329 98%	239 98%	451 97%	786 94%	574 98%	582 98%	1018 97%	923 96%	157 99%	443 97%	491 97%	1450 96%	397 96%	1544 96%	1257 96%	628 98%	1000 97%	941 96%
My social security number	909 45%	330 45%	139 41%	113 46%	221 48%	365 44%	251 43%	293 49%	456 43%	453 47%	88 56%	221 48%	206 41%	704 47%	152 37%	757 47%	605 46%	276 43%	462 45%	447 46%
My personal banking information	549 27%	191 26%	98 29%	65 27%	136 29%	202 24%	192 33%	156 26%	291 28%	258 27%	39 25%	129 28%	113 22%	436 29%	89 22%	460 29%	364 28%	178 28%	287 28%	262 27%
My credit card number(s)	265 13%	97 13%	48 14%	33 14%	69 15%	117 14%	64 11%	84 14%	144 14%	121 13%	20 12%	62 14%	78 15%	188 12%	67 16%	198 12%	176 14%	79 12%	135 13%	130 13%
My child(ren)'s name/information	58 3%	30 4%	12 4%	6 3%	9 2%	26 3%	20 3%	13 2%	38 4%	21 2%	1 1%	7 2%	47 9%	11 1%	47 11%	11 1%	32 2%	26 4%	38 4%	20 2%
My home address/phone number	39 2%	24 3%	4 1%	4 2%	4 1%	23 3%	11 2%	5 1%	19 2%	20 2%	5 3%	1 *	18 3%	21 1%	13 3%	26 2%	22 2%	14 2%	15 1%	24 2%
Explicit photos or videos of myself	36 2%	9 1%	9 3%	4 2%	5 1%	11 1%	12 2%	13 2%	21 2%	15 2%	3 2%	4 1%	13 3%	23 2%	11 3%	24 2%	15 1%	19 3%	18 2%	17 2%
My private emails	28 1%	13 2%	8 2%	3 1%	4 1%	9 1%	14 2%	5 1%	15 1%	13 1%	* *	5 1%	7 1%	21 1%	7 2%	21 1%	16 1%	12 2%	13 1%	15 2%
My personal Internet browsing history	24 1%	8 1%	3 1%	7 3%	3 1%	15 2%	3 *	6 1%	16 2%	8 1%	- -	5 1%	3 1%	22 1%	3 1%	22 1%	9 1%	14 2%	10 1%	15 2%
Other	31 2%	7 1%	9 3%	4 1%	1 *	18 2%	7 1%	5 1%	17 2%	14 1%	1 1%	10 2%	6 1%	25 2%	6 1%	25 2%	17 1%	10 2%	20 2%	11 1%
None	73 4%	31 4%	7 2%	4 2%	13 3%	47 6%	12 2%	14 2%	36 3%	37 4%	1 1%	15 3%	16 3%	57 4%	17 4%	56 4%	48 4%	14 2%	32 3%	41 4%
Sigma	2014 100%	740 100%	337 100%	244 100%	464 100%	833 100%	585 100%	596 100%	1053 100%	961 100%	158 100%	458 100%	508 100%	1506 100%	414 100%	1600 100%	1305 100%	643 100%	1032 100%	982 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

Q1530 In the year following the Heartbleed bug (i.e., an online security bug that occurred in April 2014 that affected 500,000 websites), how strongly do you agree or disagree with the following statement?

12 Mar 2015
 Table 11

The Obama administration has done less than corporations have to protect me from hackers, breaches, and online security threats.

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2014	544	582	543	345	486	335	372	408	413	957	185	179	187	203	203	1057	301	156	185	205	210
Weighted Base	2014	439	687	440	448	570	368	314	376	386	970	274	195	150	181	171	1044	296	173*	164	195	215
Strongly/Somewhat Agree (Net)	1319 65%	297 68%	430 63%	289 66%	303 68%	327 57%	229 62%	219 70%	276 73%	268 69%	639 66%	168 61%	121 62%	97 65%	141 78%	112 66%	680 65%	158 53%	108 62%	122 74%	135 69%	156 72%
Strongly agree	520 26%	111 25%	187 27%	103 23%	120 27%	89 16%	82 22%	103 33%	118 31%	129 33%	277 29%	55 20%	44 23%	49 33%	66 37%	62 36%	243 23%	33 11%	38 22%	54 33%	51 26%	67 31%
Somewhat agree	798 40%	187 43%	243 35%	186 42%	183 41%	238 42%	147 40%	117 37%	158 42%	139 36%	362 37%	113 41%	76 39%	48 32%	74 41%	50 29%	436 42%	125 42%	70 41%	68 42%	84 43%	89 41%
Strongly/Somewhat Disagree (Net)	695 35%	142 32%	257 37%	151 34%	145 32%	244 43%	139 38%	95 30%	100 27%	118 31%	331 34%	106 39%	74 38%	53 35%	40 22%	59 34%	364 35%	138 47%	65 38%	42 26%	60 31%	59 28%
Somewhat disagree	495 25%	108 25%	174 25%	114 26%	100 22%	167 29%	104 28%	71 23%	73 19%	80 21%	230 24%	67 24%	59 31%	44 29%	20 11%	40 23%	265 25%	100 34%	45 26%	27 16%	53 27%	40 19%
Strongly disagree	200 10%	34 8%	84 12%	37 9%	45 10%	77 13%	35 9%	24 8%	27 7%	38 10%	101 10%	39 14%	15 8%	9 6%	20 11%	19 11%	99 9%	38 13%	20 12%	15 9%	6 3%	19 9%
Sigma	2014 100%	439 100%	687 100%	440 100%	448 100%	570 100%	368 100%	314 100%	376 100%	386 100%	970 100%	274 100%	195 100%	150 100%	181 100%	171 100%	1044 100%	296 100%	173 100%	164 100%	195 100%	215 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

Q1530 In the year following the Heartbleed bug (i.e., an online security bug that occurred in April 2014 that affected 500,000 websites), how strongly do you agree or disagree with the following statement?

12 Mar 2015
 Table 12

The Obama administration has done less than corporations have to protect me from hackers, breaches, and online security threats.

Base: All Respondents

	Income					Education			Employment Status			Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Homeowner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2014	851	393	242	305	655	661	698	1044	970	124	494	455	1559	387	1627	1289	659	1027	987
Weighted Base	2014	740	337	244	464	833	585	596	1053	961	158*	458	508	1506	414	1600	1305	643	1032	982
Strongly/Somewhat Agree (Net)	1319	459	241	167	298	548	396	375	680	639	71	314	317	1001	268	1051	909	381	719	599
	65%	62%	72%	68%	64%	66%	68%	63%	65%	67%	45%	68%	63%	66%	65%	66%	70%	59%	70%	61%
Strongly agree	520	183	97	55	129	202	176	143	268	252	12	147	103	417	90	430	370	133	318	203
	26%	25%	29%	23%	28%	24%	30%	24%	25%	26%	7%	32%	20%	28%	22%	27%	28%	21%	31%	21%
Somewhat agree	798	276	145	111	169	346	220	232	412	387	59	166	215	584	178	620	539	247	402	397
	40%	37%	43%	46%	36%	42%	38%	39%	39%	40%	37%	36%	42%	39%	43%	39%	41%	38%	39%	40%
Strongly/Somewhat Disagree (Net)	695	282	95	77	166	285	190	221	374	322	87	145	190	505	146	549	396	262	313	382
	35%	38%	28%	32%	36%	34%	32%	37%	35%	33%	55%	32%	37%	34%	35%	34%	30%	41%	30%	39%
Somewhat disagree	495	184	72	59	125	204	118	173	257	239	71	101	140	356	109	386	283	195	236	260
	25%	25%	21%	24%	27%	25%	20%	29%	24%	25%	45%	22%	28%	24%	26%	24%	22%	30%	23%	26%
Strongly disagree	200	98	24	18	41	80	71	48	117	83	16	44	50	150	37	163	113	67	77	123
	10%	13%	7%	7%	9%	10%	12%	8%	11%	9%	10%	10%	10%	10%	9%	10%	9%	10%	7%	13%
Sigma	2014	740	337	244	464	833	585	596	1053	961	158	458	508	1506	414	1600	1305	643	1032	982
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

Q1535 In the years following the Heartbleed bug (an online security bug that occurred in April 2014 that affected 500,000 websites), which of the following people or organizations, if any, do you expect will do the best job at protecting you from hackers, breaches and online security threats?

12 Mar 2015
 Table 13

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-west	West	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+	Total	18-34	35-44	45-54	55-64	65+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Unweighted Base	2014	544	582	543	345	486	335	372	408	413	957	185	179	187	203	203	1057	301	156	185	205	210
Weighted Base	2014	439	687	440	448	570	368	314	376	386	970	274	195	150	181	171	1044	296	173*	164	195	215
Any (Net)	1450 72%	297 68%	497 72%	315 72%	341 76% B	424 74%	260 71%	227 72%	259 69%	280 73%	747 77% Q	213 78%	145 74%	113 75%	138 76% U	139 81% V	702 67%	211 71%	115 66%	114 69%	122 62%	141 66%
Myself	640 32%	126 29%	221 32%	149 34%	144 32%	176 31%	114 31%	84 27%	141 38% H	125 32%	293 30%	72 26%	52 27%	31 20%	76 42% LMN	62 36% N	347 33%	104 35%	63 36%	53 32% N	65 33%	63 29%
Technology companies	464 23%	100 23%	156 23%	88 20%	119 27% d	147 26% Gi	64 17%	86 27% Gi	74 20%	93 24% g	286 29% Q	94 34% moR	44 23% S	53 35% MoT	44 24% u	51 30% V	178 17%	53 18%	20 12%	33 20%	30 15%	41 19%
Banks	144 7%	39 9%	45 7%	28 6%	32 7%	33 6%	20 5%	34 11% FG	26 7%	32 8%	54 6%	11 4%	13 7%	13 9% o	6 4%	11 6% K	90 9% K	22 8%	7 4%	21 13% S	19 10% o	21 10%
Corporations	57 3%	9 2%	17 3%	21 5% b	10 2%	19 3%	14 4% i	10 3%	4 1%	10 2%	34 4%	15 6% r	3 2%	9 6% oT	3 2%	4 2%	23 2%	4 1%	10 6% RtU	2 1%	2 1%	5 3%
Government	52 3%	9 2%	29 4% D	6 1%	9 2%	27 5% HI	10 3% i	4 1%	2 *	9 2% i	27 3%	10 4%	8 4% o	4 3%	1 1%	4 2%	25 2%	17 6% STU	1 1%	1 *	* *	5 3%
Retailers	47 2%	9 2%	6 1% C	15 4% C	16 4% C	9 2% FHJ	26 7% I	3 1%	7 2%	2 *	26 3%	6 2% LNOP	16 8% o	* *	3 2%	1 *	21 2%	3 1% RV	10 6% R	3 2%	4 2%	1 *
President Obama	27 1%	1 *	15 2% B	4 1%	7 2%	7 1% I	10 3% I	3 1%	2 *	5 1%	16 2%	3 1%	7 4% o	3 2%	1 *	2 1%	11 1%	4 1%	3 2%	-	1 1%	3 1%
Other	18 1%	4 1%	7 1%	4 1%	3 1%	4 1% *	1 *	2 1%	5 1%	5 1%	11 1%	1 1%	1 1%	* *	4 2%	5 3%	7 1%	3 1%	-	2 1%	1 *	1 *
None	78 4%	20 5%	28 4%	20 5%	10 2%	19 3%	16 4%	14 4%	15 4%	14 4%	38 4%	16 6% R	6 3%	7 4%	5 3%	4 3%	40 4%	3 1%	10 6% R	7 4% R	11 5% R	9 4% r
Not sure	487 24%	122 28%	162 24%	105 24%	98 22%	128 22%	92 25%	74 23%	101 27%	92 24%	185 19%	46 17%	43 22%	30 20%	38 21%	27 16%	302 29% K	82 28% L	48 28%	43 26%	63 32% O	65 30% P
Sigma	2014 100%	439 100%	687 100%	440 100%	448 100%	570 100%	368 100%	314 100%	376 100%	386 100%	970 100%	274 100%	195 100%	150 100%	181 100%	171 100%	1044 100%	296 100%	173 100%	164 100%	195 100%	215 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
 Overlap formulae used. * small base

Q1535 In the years following the Heartbleed bug (an online security bug that occurred in April 2014 that affected 500,000 websites), which of the following people or organizations, if any, do you expect will do the best job at protecting you from hackers, breaches and online security threats?

12 Mar 2015
 Table 14

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2014	851	393	242	305	655	661	698	1044	970	124	494	455	1559	387	1627	1289	659	1027	987
Weighted Base	2014	740	337	244	464	833	585	596	1053	961	158*	458	508	1506	414	1600	1305	643	1032	982
Any (Net)	1450	503	254	203	368	545	436	468	780	669	116	340	364	1086	300	1149	949	460	744	706
		72%	68%	76%	83%	79%	65%	75%	79%	74%	73%	74%	72%	72%	73%	72%	73%	72%	72%	72%
Myself	640	219	108	85	169	251	190	199	321	319	53	167	146	494	117	523	442	187	348	292
		32%	30%	32%	35%	36%	30%	32%	33%	30%	34%	37%	29%	33%	28%	33%	34%	29%	34%	30%
Technology companies	464	163	74	68	130	156	154	154	265	199	45	105	106	358	86	378	283	170	228	236
		23%	22%	28%	28%	19%	26%	26%	25%	21%	29%	23%	21%	24%	21%	24%	22%	26%	22%	24%
Banks	144	55	33	27	21	56	44	44	80	64	8	31	35	109	34	110	97	40	83	61
		7%	7%	10%	11%	5%	7%	7%	8%	7%	5%	7%	7%	7%	8%	7%	7%	6%	8%	6%
Corporations	57	16	12	3	20	14	16	28	37	21	1	13	19	38	18	39	37	20	27	30
		3%	2%	4%	1%	4%	3%	5%	3%	2%	1%	3%	4%	3%	4%	2%	3%	3%	3%	3%
Government	52	16	10	5	16	19	13	20	24	28	7	8	22	30	15	37	32	17	21	31
		3%	2%	3%	2%	3%	2%	3%	2%	3%	5%	2%	4%	2%	4%	2%	2%	2%	3%	2%
Retailers	47	9	12	12	9	25	7	15	32	15	-	3	20	26	19	27	28	17	17	30
		2%	1%	4%	5%	3%	1%	2%	3%	2%	-	1%	4%	2%	5%	2%	2%	3%	2%	3%
President Obama	27	18	4	-	2	17	7	4	15	13	-	7	10	17	7	21	18	5	10	17
		1%	2%	1%	*	2%	1%	1%	1%	1%	-	2%	2%	1%	2%	1%	1%	1%	1%	2%
Other	18	6	2	4	1	6	6	6	7	11	1	5	4	14	3	15	12	5	9	9
		1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
None	78	37	9	7	11	36	26	16	40	37	5	18	17	61	14	63	49	26	33	44
		4%	5%	3%	3%	4%	4%	3%	4%	4%	3%	4%	3%	4%	3%	4%	4%	4%	3%	5%
Not sure	487	200	74	33	86	252	123	112	233	254	37	101	127	360	100	387	306	156	255	231
		24%	27%	22%	14%	18%	30%	19%	22%	26%	23%	22%	25%	24%	24%	24%	23%	24%	25%	24%
Sigma	2014	740	337	244	464	833	585	596	1053	961	158	458	508	1506	414	1600	1305	643	1032	982
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H - I/J/K/L - M/N - O/P - Q/R - S/T
 Overlap formulae used. * small base

12 March 2015

QuickQuery

Fielding Period: March 10-12, 2015

Dashlane

Weighted To The U.S. General Adult Population - Propensity

Page Table Title

1	1	Q1505 Have you ever heard of "the Heartbleed bug"?
2	2	Q1505 Have you ever heard of "the Heartbleed bug"?
3	3	Q1510 Which of the following online security precautions, if any, did you take within the 30 days following the arrival of the Heartbleed bug in April of 2014? Please select all that apply.
4	4	Q1510 Which of the following online security precautions, if any, did you take within the 30 days following the arrival of the Heartbleed bug in April of 2014? Please select all that apply.
5	5	Q1515 Which of the following online security precautions, if any, did you take in the past 30 days? Please select all that apply.
6	6	Q1515 Which of the following online security precautions, if any, did you take in the past 30 days? Please select all that apply.
7	7	Q1520 How strongly do you agree or disagree with the following statement? I would rather have explicit photos and/or video of me posted online than have hackers steal \$1,000 from my bank account.
8	8	Q1520 How strongly do you agree or disagree with the following statement? I would rather have explicit photos and/or video of me posted online than have hackers steal \$1,000 from my bank account.
9	9	Q1525 Which of the following types of personal information, if any, would you be most concerned with online hackers gaining access to?
10	10	Q1525 Which of the following types of personal information, if any, would you be most concerned with online hackers gaining access to?
11	11	Q1530 In the year following the Heartbleed bug (i.e., an online security bug that occurred in April 2014 that affected 500,000 websites), how strongly do you agree or disagree with the following statement? The Obama administration has done less than corporations have to protect me from hackers, breaches, and online security threats.
12	12	Q1530 In the year following the Heartbleed bug (i.e., an online security bug that occurred in April 2014 that affected 500,000 websites), how strongly do you agree or disagree with the following statement? The Obama administration has done less than corporations have to protect me from hackers, breaches, and online security threats.
13	13	Q1535 In the years following the Heartbleed bug (an online security bug that occurred in April 2014 that affected 500,000 websites), which of the following people or organizations, if any, do you expect will do the best job at protecting you from hackers, breaches and online security threats?
14	14	Q1535 In the years following the Heartbleed bug (an online security bug that occurred in April 2014 that affected 500,000 websites), which of the following people or organizations, if any, do you expect will do the best job at protecting you from hackers, breaches and online security threats?