

# **Up for Grabs: Taking Charge of Your Digital Identity**

AARP Arkansas Survey of Internet Users Age 18+

## **Annotated Questionnaire**

Fielded by GfK Knowledge Panel®



**GfK CUSTOM RESEARCH NORTH AMERICA - AARP Digital Identity**  
*Weighted posted questionnaire among adults ages 18+ Arkansas sample*

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
<b>Table 1</b>				
S02. Would you like to conduct this interview in English or in Spanish?				
Base = Total Respondents				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
English	99	99	100	100
Spanish	1	1	0	0
Total mentions	100	100	100	100
 <b>Table 2</b>				
QSTATE. In which state do you live?				
Base = Total Respondents				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Arkansas	100	100	100	100
Total mentions	100	100	100	100
 <b>Table 3</b>				
PPREG4. Region 4 - Based on State of Residence				
Base = Total Respondents				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Northeast	0	0	0	0
Midwest	0	0	0	0
South	100	100	100	100
West	0	0	0	0
Total mentions	100	100	100	100
 <b>Table 4</b>				
PPGENDER. Gender				
Base = Total Respondents				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Male	48	48	50	44
Female	52	52	50	56

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Total mentions	100	100	100	100
Table 5				
PPAGE. Age				
Base = Total Respondents				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
18-49 (Net)	52	100	0	0
18	1	3	0	0
19	2	4	0	0
20	1	2	0	0
21	3	5	0	0
22	2	3	0	0
23	1	2	0	0
24	2	3	0	0
25	1	1	0	0
26	1	3	0	0
27	1	3	0	0
28	3	6	0	0
29	2	5	0	0
30	1	3	0	0
31	1	2	0	0
32	2	4	0	0
33	2	4	0	0
34	1	2	0	0
35	2	3	0	0
36	1	3	0	0
37	2	3	0	0
38	1	1	0	0
39	3	5	0	0
40	2	4	0	0
41	2	3	0	0
42	2	3	0	0
43	2	4	0	0
44	2	4	0	0
45	1	2	0	0
46	2	3	0	0
47	2	3	0	0
48	0	1	0	0
49	2	4	0	0
50-64 (Net)	30	0	100	0
50	1	0	4	0
51	1	0	3	0
52	2	0	7	0
53	2	0	6	0
54	1	0	4	0
55	2	0	8	0
56	2	0	8	0
57	2	0	6	0
58	2	0	8	0
59	2	0	8	0
60	2	0	6	0
61	2	0	7	0
62	3	0	11	0
63	3	0	10	0
64	1	0	4	0
65+ (Net)	18	0	0	100
65	2	0	0	12

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
66	2	0	0	9
67	2	0	0	9
68	2	0	0	10
69	1	0	0	3
70	2	0	0	12
71	1	0	0	6
72	0	0	0	2
73	1	0	0	4
74	0	0	0	2
75	0	0	0	3
76	1	0	0	6
77	1	0	0	4
78	1	0	0	3
79	0	0	0	2
80	1	0	0	5
83	1	0	0	3
85	0	0	0	1
86	0	0	0	2
87	0	0	0	1
89	0	0	0	0
Total mentions	100	100	100	100
Mean	47.63	33.4	57.68	71.71
Std. Dev.	17.2	9.17	4.08	5.9
Std. Err.	0.7	0.53	0.3	0.52
Median	48	33	58	70

Table 6  
PPETHM. Race / Ethnicity  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
White, non-Hispanic	76	66	84	93
ETHNIC (NET)	24	34	16	7
Black, Non-Hispanic	14	20	11	4
Other, non-Hispanic	1	2	0	1
Hispanic	6	9	3	0
2+ Races, Non-Hispanic	2	3	1	2
Total mentions	100	100	100	100

Table 7  
PPEDUC. Education (Highest Degree Received)  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
SOME COLLEGE OR LESS (NET)	79	79	80	77
No formal education	1	0	2	0
1st, 2nd, 3rd, or 4th grade	0	1	0	0
5th or 6th grade	0	0	0	0
7th or 8th grade	0	0	1	0
9th grade	2	2	2	0
10th grade	0	1	0	0

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
11th grade	2	2	2	0
12th grade NO DIPLOMA	2	2	3	0
HIGH SCHOOL GRADUATE - high school DIPLOMA or the equivalent (GED)	41	43	36	43
Some college, no degree	23	21	26	26
Associate degree	8	7	9	8
GRADUATED COLLEGE OR MORE (NET)	21	21	20	23
Bachelor's degree	11	13	9	11
Master's degree	6	5	8	7
Professional or Doctorate degree	4	4	3	4
Refused	0	0	0	1
Total mentions	100	100	100	100

Table 8  
PPINCIMP. Household Income  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Under \$25K (Net)	21	25	17	18
Less than \$5,000	7	11	3	1
\$5,000 to \$7,499	1	1	1	1
\$7,500 to \$9,999	1	2	2	0
\$10,000 to \$12,499	2	2	2	4
\$12,500 to \$14,999	1	2	1	2
\$15,000 to \$19,999	3	2	4	1
\$20,000 to \$24,999	5	5	3	10
\$25K-\$49,999 (Net)	27	27	27	26
\$25,000 to \$29,999	7	9	5	5
\$30,000 to \$34,999	6	6	9	4
\$35,000 to \$39,999	5	6	4	7
\$40,000 to \$49,999	8	7	9	10
\$50K-\$74,999 (Net)	20	19	15	30
\$50,000 to \$59,999	11	9	9	17
\$60,000 to \$74,999	9	10	7	12
\$75K-\$99,999 (Net)	13	9	19	11
\$75,000 to \$84,999	6	3	11	5
\$85,000 to \$99,999	7	6	8	6
\$100K-\$149,999 (Net)	12	15	12	7
\$100,000 to \$124,999	9	12	7	5
\$125,000 to \$149,999	3	2	4	2
\$150K and over (Net)	7	5	10	8
\$150,000 to \$174,999	2	1	2	2
\$175,000 to \$199,999	3	0	6	6
\$200,000 to \$249,999	1	2	1	0
\$250,000 or more	1	2	0	0
\$25K-\$39,999 (Net)	18	20	17	16
\$40K-\$74,999 (Net)	28	26	25	40
Refused	0	0	0	0
Total mentions	100	100	100	100
Mean (in thousands)	64.09	60.96	70.46	62.56
Std. Dev.	52.4	55.12	51.55	44.77
Std. Err.	2.12	3.17	3.84	3.97
Median (in thousands)	46.85	43.16	52.25	48.01

Table 9  
S1. Typically, how often do you go online or access the Internet, including sending or receiving email? Please do not include any time when you are participating in online surveys.

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base = Total Respondents				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Never	0	0	0	0
Less than once a month	2	3	2	0
Once a month	2	2	3	0
Several times a month	3	2	6	2
Several times a week	9	9	11	9
Every day	83	85	78	89
Don't Know	0	0	0	0
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 10  
Q1. Which of the following devices do you use to access the Internet?  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Smartphone like an iPhone, Android, Blackberry, or Windows phone	74	86	69	51
Laptop computer	52	56	44	53
Desktop computer	40	34	46	50
Tablet, such as an iPad, Kindle, or Android tablet	42	39	52	33
TV or SmartTV	20	27	17	3
Some other type of device	2	2	3	0
Refused	0	0	0	0
Total mentions	230	245	230	190

Table 11  
Q3. With which of the following social media sites do you have an account? -  
Summary of 'Yes'  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Facebook	83	87	79	80
Instagram	38	52	31	11
Twitter	33	41	29	16
LinkedIn	26	28	23	24
Other social media sites not listed	22	33	12	7

Table 12  
Q3. With which of the following social media sites do you have an account? -  
Facebook  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Yes	83	87	79	80
No	16	12	20	20
Refused	1	1	1	0
Total mentions	100	100	100	100

Table 13  
Q3. With which of the following social media sites do you have an account? - Instagram  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Yes	38	52	31	11
No	56	44	64	79
Refused	5	4	4	10
Total mentions	100	100	100	100

Table 14  
Q3. With which of the following social media sites do you have an account? - Twitter  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Yes	33	41	29	16
No	59	51	66	71
Refused	8	8	5	12
Total mentions	100	100	100	100

Table 15  
Q3. With which of the following social media sites do you have an account? - LinkedIn  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Yes	26	28	23	24
No	66	64	70	69
Refused	8	9	6	8
Total mentions	100	100	100	100

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
<p>Table 16</p> <p>Q3. With which of the following social media sites do you have an account? - Other social media sites not listed</p> <p>Base = Total Respondents</p>				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Yes	22	33	12	7
No	64	53	74	78
Refused	14	14	13	15
Total mentions	100	100	100	100
<p>Table 17</p> <p>Q4a. Now, we are going to ask you a few questions specifically about the kinds of activities you perform on Facebook. For each activity listed, please indicate whether you have performed that activity on your Facebook account. - Summary of 'Yes'</p> <p>Base = Have Facebook account</p>				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	525	268	156	101
Base Weighted	508	274	145	88
Base Effective	290	145	88	58
Changed any of the privacy settings on your account from the default settings	65	70	70	40
Posted a status update on your account	74	87	74	36
Checked-in to show a place or location that you were visiting, for example a restaurant	45	53	48	15
Posted photos	80	90	81	50
Made your birthdate visible to others on your account	65	74	65	40
Commented on public Facebook groups that you follow	71	78	68	56
Used your Facebook account to log in to other accounts	52	61	50	30
<p>Table 18</p> <p>Q4a. Now, we are going to ask you a few questions specifically about the kinds of activities you perform on Facebook. For each activity listed, please indicate whether you have performed that activity on your Facebook account. - Changed any of the privacy settings on your account from the default settings</p> <p>Base = Have Facebook account</p>				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	525	268	156	101
Base Weighted	508	274	145	88
Base Effective	290	145	88	58
Yes	65	70	70	40
No	27	22	24	47
Not Sure	8	7	6	12
Total mentions	100	100	100	100
<p>Table 19</p>				



	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Q4a. Now, we are going to ask you a few questions specifically about the kinds of activities you perform on Facebook. For each activity listed, please indicate whether you have performed that activity on your Facebook account. - Posted a status update on your account Base = Have Facebook account				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	525	268	156	101
Base Weighted	508	274	145	88
Base Effective	290	145	88	58
Yes	74	87	74	36
No	23	11	23	58
Not Sure	3	2	3	6
Total mentions	100	100	100	100

Table 20

Q4a. Now, we are going to ask you a few questions specifically about the kinds of activities you perform on Facebook. For each activity listed, please indicate whether you have performed that activity on your Facebook account. - Checked-in to show a place or location that you were visiting, for example a restaurant, store, or city  
Base = Have Facebook account

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	525	268	156	101
Base Weighted	508	274	145	88
Base Effective	290	145	88	58
Yes	45	53	48	15
No	52	44	48	82
Not Sure	3	3	4	2
Total mentions	100	100	100	100

Table 21

Q4a. Now, we are going to ask you a few questions specifically about the kinds of activities you perform on Facebook. For each activity listed, please indicate whether you have performed that activity on your Facebook account. - Posted photos  
Base = Have Facebook account

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	525	268	156	101
Base Weighted	508	274	145	88
Base Effective	290	145	88	58
Yes	80	90	81	50
No	18	8	17	49
Not Sure	2	2	2	2
Total mentions	100	100	100	100

Table 22

Q4a. Now, we are going to ask you a few questions specifically about the kinds of activities you perform on Facebook. For each activity listed, please indicate whether you have performed that activity on your Facebook account. - Made your birthdate visible to others on your account

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base = Have Facebook account				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	525	268	156	101
Base Weighted	508	274	145	88
Base Effective	290	145	88	58
Yes	65	74	65	40
No	29	20	30	57
Not Sure	5	6	5	3
Total mentions	100	100	100	100

Table 23

Q4a. Now, we are going to ask you a few questions specifically about the kinds of activities you perform on Facebook. For each activity listed, please indicate whether you have performed that activity on your Facebook account. -

Commented on public Facebook groups that you follow

Base = Have Facebook account

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	525	268	156	101
Base Weighted	508	274	145	88
Base Effective	290	145	88	58
Yes	71	78	68	56
No	25	19	29	40
Not Sure	4	4	3	4
Total mentions	100	100	100	100

Table 24

Q4a. Now, we are going to ask you a few questions specifically about the kinds of activities you perform on Facebook. For each activity listed, please indicate whether you have performed that activity on your Facebook account. - Used your Facebook account to log in to other accounts

Base = Have Facebook account

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	525	268	156	101
Base Weighted	508	274	145	88
Base Effective	290	145	88	58
Yes	52	61	50	30
No	44	36	48	65
Not Sure	3	4	2	5
Total mentions	100	100	100	100

Table 25

Q4b. Please indicate whether you have performed this activity on your Facebook account. - Summary of 'Yes'

Base = Posted photos on Facebook account

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	428	239	125	64

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	409	247	117	44
Base Effective	230	128	68	42
Posted photos of yourself	86	90	81	74
Posted your vacation photos while on vacation	58	68	46	40

Table 26

Q4b. Please indicate whether you have performed this activity on your Facebook account. - Posted photos of yourself

Base = Posted photos on Facebook account

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	428	239	125	64
Base Weighted	409	247	117	44
Base Effective	230	128	68	42
Yes	86	90	81	74
No	13	9	19	21
Not Sure	1	1	0	5
Total mentions	100	100	100	100

Table 27

Q4b. Please indicate whether you have performed this activity on your Facebook account. - Posted your vacation photos while on vacation

Base = Posted photos on Facebook account

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	428	239	125	64
Base Weighted	409	247	117	44
Base Effective	230	128	68	42
Yes	58	68	46	40
No	40	30	53	58
Not Sure	2	2	1	2
Total mentions	100	100	100	100

Table 28

Q5. Thinking about the things you post on Facebook, typically, can the public see your Facebook posts?

Base = Took specific actions on Facebook

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	498	260	147	91
Base Weighted	482	267	139	76
Base Effective	274	142	83	51
Yes	51	55	46	45
No	41	41	45	34
Not sure	8	4	9	21
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 29

Q6. Thinking about all of your bank accounts-including your checking, savings, money market or CD accounts-have you set up online access to all, some, or none of your bank accounts?

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base = Total Respondents				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
None	23	18	25	35
Some	34	32	37	33
All	36	39	34	30
Not applicable - I do not have any bank accounts	7	11	4	2
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 30

Q7. Now, thinking more specifically about the bank account that you use most often-how often do you monitor the account online?

Base = Have online access to bank accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	435	218	128	89
Base Weighted	425	225	131	70
Base Effective	246	118	79	54
Never	3	4	2	0
Less than once a month	3	3	4	1
Once a month	8	7	8	10
Several times a month	21	19	24	23
Several times a week	36	35	35	44
Everyday	29	32	28	22
Refused	0	0	0	1
Total mentions	100	100	100	100

Table 31

Q8. Now, what about all of your other bank accounts, not including the bank account you use most often-how often would you say you typically monitor those accounts online?

Base = Have online access to bank accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	435	218	128	89
Base Weighted	425	225	131	70
Base Effective	246	118	79	54
Never	8	8	10	8
Less than once a month	7	5	9	9
Once a month	21	16	32	21
Several times a month	20	23	17	18
Several times a week	25	27	20	27
Everyday	12	14	8	12
Not applicable - I only have one account	6	7	3	6
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 32

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Q9. Switching to credit cards. About how many credit cards do you currently have, including those that you are actively using and those that you are not actively using?				
Base = Total Respondents				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
0	33	42	27	16
1-2	33	31	36	36
3-4	19	16	16	31
5+	15	11	20	16
Refused	0	0	0	1
Total mentions	100	100	100	100
Mean	2.15	1.69	2.59	2.76
Standard Deviation	2.55	2.26	3	2.25
Standard Error	0.1	0.13	0.22	0.2
Median	1	1	2	2

Table 33

Q10. Focusing specifically on the credit cards that you use frequently, how many of these credit cards have you set up online access to?

Base = Actively using credit cards

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	408	178	124	106
Base Weighted	407	182	133	92
Base Effective	231	97	72	65
None of them	27	18	31	38
Some of them	21	21	19	22
All of them	53	61	50	40
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 34

Q11. Again, focusing only on the credit cards that you use frequently, generally, how often do you monitor those credit card accounts online?

Base = Actively using credit cards and have online access to monitor

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	305	147	90	68
Base Weighted	298	150	91	57
Base Effective	173	79	55	42
Never	1	2	1	1
Less than once a month	7	4	7	13
Once a month	26	23	33	22
Several times a month	30	30	33	28
Several times a week	23	25	22	18
Everyday	12	16	3	17
Refused	1	0	0	2
Total mentions	100	100	100	100

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Table 35				
Q12. Now, thinking about other credit cards that you may have but rarely use- generally, how often do you monitor those accounts online?				
Base = Actively using credit cards and have online access to monitor				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	305	147	90	68
Base Weighted	298	150	91	57
Base Effective	173	79	55	42
Never	12	8	20	11
Less than once a month	20	11	27	30
Once a month	24	27	17	26
Several times a month	12	16	8	9
Several times a week	14	17	14	6
Everyday	6	8	2	6
Not applicable - I don't have any credit cards that I rarely use	12	12	12	11
Refused	0	0	0	1
Total mentions	100	100	100	100

Table 36

Q13a\_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - Summary of 'Yes'  
Base = Has some/does not have online access to bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	369	160	117	92
Base Weighted	377	170	120	87
Base Effective	211	92	65	55
I don't trust the Internet	47	40	48	59
I am afraid that my personal information will get stolen	55	49	63	58
I feel safer without an online account	50	42	57	55
I am not tech-savvy	31	26	32	39
It is too much work to set up the account	27	31	21	27
I can't remember all of the passwords	35	41	30	32
I don't have time to set up online access for them	25	33	18	18
It is easier to monitor the paper statements	56	49	53	72
I don't use those accounts very often	52	47	63	49

Table 37

Q13a\_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - I don't trust the Internet  
Base = Has some/does not have online access to bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	369	160	117	92
Base Weighted	377	170	120	87
Base Effective	211	92	65	55
Yes	47	40	48	59
No	50	58	48	36

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Refused	4	2	4	5
Total mentions	100	100	100	100

Table 38

Q13a\_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - I am afraid that my personal information will get stolen

Base = Has some/does not have online access to bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	369	160	117	92
Base Weighted	377	170	120	87
Base Effective	211	92	65	55
Yes	55	49	63	58
No	41	50	34	36
Refused	3	2	4	6
Total mentions	100	100	100	100

Table 39

Q13a\_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - I feel safer without an online account

Base = Has some/does not have online access to bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	369	160	117	92
Base Weighted	377	170	120	87
Base Effective	211	92	65	55
Yes	50	42	57	55
No	47	56	40	39
Refused	3	2	3	5
Total mentions	100	100	100	100

Table 40

Q13a\_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - I am not tech-savvy

Base = Has some/does not have online access to bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	369	160	117	92
Base Weighted	377	170	120	87
Base Effective	211	92	65	55
Yes	31	26	32	39
No	64	70	64	55
Refused	5	4	4	6
Total mentions	100	100	100	100

Table 41

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
<p>Q13a_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - It is too much work to set up the account</p> <p>Base = Has some/does not have online access to bank or credit card accounts</p>				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	369	160	117	92
Base Weighted	377	170	120	87
Base Effective	211	92	65	55
Yes	27	31	21	27
No	70	68	75	67
Refused	3	1	4	6
Total mentions	100	100	100	100
<p>Table 42</p> <p>Q13a_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - I can't remember all of the passwords</p> <p>Base = Has some/does not have online access to bank or credit card accounts</p>				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	369	160	117	92
Base Weighted	377	170	120	87
Base Effective	211	92	65	55
Yes	35	41	30	32
No	61	58	65	63
Refused	3	1	4	5
Total mentions	100	100	100	100
<p>Table 43</p> <p>Q13a_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - I don't have time to set up online access for them</p> <p>Base = Has some/does not have online access to bank or credit card accounts</p>				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	369	160	117	92
Base Weighted	377	170	120	87
Base Effective	211	92	65	55
Yes	25	33	18	18
No	72	65	77	76
Refused	4	1	5	7
Total mentions	100	100	100	100
<p>Table 44</p> <p>Q13a_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - It is easier to monitor the paper statements</p> <p>Base = Has some/does not have online access to bank or credit card accounts</p>				



	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	369	160	117	92
Base Weighted	377	170	120	87
Base Effective	211	92	65	55
Yes	56	49	53	72
No	42	50	43	25
Refused	3	1	4	3
Total mentions	100	100	100	100

Table 45

Q13a\_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - I don't use those accounts very often

Base = Has some/does not have online access to bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	369	160	117	92
Base Weighted	377	170	120	87
Base Effective	211	92	65	55
Yes	52	47	63	49
No	46	53	35	48
Refused	2	1	3	2
Total mentions	100	100	100	100

Table 46

Q13a. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL of your financial accounts? - Summary of 'Yes'

Base = Has online access to some of their bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	252	115	77	60
Base Weighted	244	117	76	50
Base Effective	148	67	46	35
I don't trust the Internet	38	36	40	38
I am afraid that my personal information will get stolen	47	44	60	35
I feel safer without an online account	40	38	47	34
I am not tech-savvy	23	21	28	22
It is too much work to set up the account	26	28	24	24
I can't remember all of the passwords	33	38	32	23
I don't have time to set up online access for them	22	32	14	9
It is easier to monitor the paper statements	50	42	51	66
I don't use those accounts very often	61	53	75	56

Table 47

Q13a. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL of your financial accounts? - I don't trust the Internet

Base = Has online access to some of their bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	252	115	77	60
Base Weighted	244	117	76	50
Base Effective	148	67	46	35
Yes	38	36	40	38
No	57	61	55	53
Refused	5	3	5	8
Total mentions	100	100	100	100

Table 48  
Q13a. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL of your financial accounts? - I am afraid that my personal information will get stolen  
Base = Has online access to some of their bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	252	115	77	60
Base Weighted	244	117	76	50
Base Effective	148	67	46	35
Yes	47	44	60	35
No	48	54	36	54
Refused	4	2	4	11
Total mentions	100	100	100	100

Table 49  
Q13a. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL of your financial accounts? - I feel safer without an online account  
Base = Has online access to some of their bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	252	115	77	60
Base Weighted	244	117	76	50
Base Effective	148	67	46	35
Yes	40	38	47	34
No	56	60	48	57
Refused	4	2	5	9
Total mentions	100	100	100	100

Table 50  
Q13a. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL of your financial accounts? - I am not tech-savvy  
Base = Has online access to some of their bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	252	115	77	60
Base Weighted	244	117	76	50
Base Effective	148	67	46	35
Yes	23	21	28	22
No	71	74	67	68
Refused	6	6	5	9
Total mentions	100	100	100	100

Table 51

Q13a. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL of your financial accounts? - It is too much work to set up the account

Base = Has online access to some of their bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	252	115	77	60
Base Weighted	244	117	76	50
Base Effective	148	67	46	35
Yes	26	28	24	24
No	70	71	72	66
Refused	4	1	5	9
Total mentions	100	100	100	100

Table 52

Q13a. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL of your financial accounts? - I can't remember all of the passwords

Base = Has online access to some of their bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	252	115	77	60
Base Weighted	244	117	76	50
Base Effective	148	67	46	35
Yes	33	38	32	23
No	63	60	64	68
Refused	4	1	5	8
Total mentions	100	100	100	100

Table 53

Q13a. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL of your financial accounts? - I don't have time to set up online access for them

Base = Has online access to some of their bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	252	115	77	60
Base Weighted	244	117	76	50
Base Effective	148	67	46	35
Yes	22	32	14	9
No	74	67	80	81

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Refused	5	1	6	11
Total mentions	100	100	100	100

Table 54

Q13a. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL of your financial accounts? - It is easier to monitor the paper statements

Base = Has online access to some of their bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	252	115	77	60
Base Weighted	244	117	76	50
Base Effective	148	67	46	35
Yes	50	42	51	66
No	47	57	44	30
Refused	3	1	5	4
Total mentions	100	100	100	100

Table 55

Q13a. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL of your financial accounts? - I don't use those accounts very often

Base = Has online access to some of their bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	252	115	77	60
Base Weighted	244	117	76	50
Base Effective	148	67	46	35
Yes	61	53	75	56
No	38	46	23	40
Refused	2	0	2	3
Total mentions	100	100	100	100

Table 56

Q13b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ANY of your financial accounts? - Summary of 'Yes'

Base = Has no online access to bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	117	45	40	32
Base Weighted	134	52	45	37
Base Effective	66	25	20	21
I don't trust the Internet	63	48	60	88
I am afraid that my personal information will get stolen	70	58	67	89
I feel safer without an online account	68	51	74	84
I am not tech-savvy	45	38	39	61
It is too much work to set up the account	29	37	16	32
I can't remember all of the passwords	40	46	28	44
I don't have time to set up online access for them	31	37	24	30

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
It is easier to monitor the paper statements	65	63	56	80
I don't use those accounts very often	38	32	42	40

Table 57

Q13b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ANY of your financial accounts? - I don't trust the Internet  
Base = Has no online access to bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	117	45	40	32
Base Weighted	134	52	45	37
Base Effective	66	25	20	21
Yes	63	48	60	88
No	36	52	36	12
Refused	1	0	3	0
Total mentions	100	100	100	100

Table 58

Q13b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ANY of your financial accounts? - I am afraid that my personal information will get stolen  
Base = Has no online access to bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	117	45	40	32
Base Weighted	134	52	45	37
Base Effective	66	25	20	21
Yes	70	58	67	89
No	29	40	30	11
Refused	2	1	3	0
Total mentions	100	100	100	100

Table 59

Q13b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ANY of your financial accounts? - I feel safer without an online account  
Base = Has no online access to bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	117	45	40	32
Base Weighted	134	52	45	37
Base Effective	66	25	20	21
Yes	68	51	74	84
No	32	48	26	16
Refused	1	1	0	0
Total mentions	100	100	100	100

Table 60

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
<p>Q13b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ANY of your financial accounts? - I am not tech-savvy Base = Has no online access to bank or credit card accounts</p>				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	117	45	40	32
Base Weighted	134	52	45	37
Base Effective	66	25	20	21
Yes	45	38	39	61
No	53	61	58	38
Refused	2	1	3	1
Total mentions	100	100	100	100
<p>Table 61 Q13b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ANY of your financial accounts? - It is too much work to set up the account Base = Has no online access to bank or credit card accounts</p>				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	117	45	40	32
Base Weighted	134	52	45	37
Base Effective	66	25	20	21
Yes	29	37	16	32
No	69	61	81	67
Refused	2	1	3	1
Total mentions	100	100	100	100
<p>Table 62 Q13b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ANY of your financial accounts? - I can't remember all of the passwords Base = Has no online access to bank or credit card accounts</p>				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	117	45	40	32
Base Weighted	134	52	45	37
Base Effective	66	25	20	21
Yes	40	46	28	44
No	58	52	69	55
Refused	2	1	3	1
Total mentions	100	100	100	100
<p>Table 63 Q13b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ANY of your financial accounts? - I don't have time to set up online access for them Base = Has no online access to bank or credit card accounts</p>				

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	117	45	40	32
Base Weighted	134	52	45	37
Base Effective	66	25	20	21
Yes	31	37	24	30
No	67	62	72	69
Refused	2	1	3	1
Total mentions	100	100	100	100

Table 64

Q13b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ANY of your financial accounts? - It is easier to monitor the paper statements

Base = Has no online access to bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	117	45	40	32
Base Weighted	134	52	45	37
Base Effective	66	25	20	21
Yes	65	63	56	80
No	33	35	41	19
Refused	2	1	3	1
Total mentions	100	100	100	100

Table 65

Q13b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ANY of your financial accounts? - I don't use those accounts very often

Base = Has no online access to bank or credit card accounts

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	117	45	40	32
Base Weighted	134	52	45	37
Base Effective	66	25	20	21
Yes	38	32	42	40
No	60	67	54	59
Refused	2	1	3	1
Total mentions	100	100	100	100

Table 66

DOV\_FEAR. Fear

Base = Total Answering

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	245	93	87	65
Base Weighted	255	104	92	59
Base Effective	143	57	47	41

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
1	69	65	62	88
2	82	79	81	87
3	74	69	74	82
Total mentions	225	213	217	257

Table 67

Q14. Thinking about all of your online accounts, have you ever used the same password for more than one account?

Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Yes	48	57	48	24
No	45	35	46	69
Not sure	7	7	6	6
Refused	0	1	0	0
Total mentions	100	100	100	100

Table 68

Q15. Compared with five years ago, generally, do you feel that your personal information is...?

Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Less secure	34	27	41	43
About as secure	47	48	48	44
More secure	18	25	11	12
Refused	1	1	0	1
Total mentions	100	100	100	100

Table 69

Q16. To the best of your knowledge, have you been impacted by a company's security breach, like the breaches with Facebook, Yahoo, Equifax, Ebay or Target?

Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Yes	22	21	25	19
No	55	57	48	59
Not sure	23	22	27	22
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 70



	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Q17. Given the number of breaches that have occurred in the past five years, to what extent do you agree or disagree with the following statement: 'No matter what I do, it is inevitable that criminals will use my stolen identity to exploit my credit at some point'?				
Base = Total Respondents				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Strongly/Somewhat agree (Net)	64	61	63	73
Strongly agree	12	14	12	9
Somewhat agree	51	47	51	64
Strongly/Somewhat disagree (Net)	36	39	37	26
Somewhat disagree	27	30	29	17
Strongly disagree	9	9	8	9
Refused	0	0	0	1
Total mentions	100	100	100	100

Table 71

Q18. To the best of your knowledge, have you ever...? - Summary of 'Yes'

Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Noticed fraudulent charges on your credit or debit card	40	33	47	48
Had someone attempt to open a line of credit or apply for a loan using your name	9	9	12	3
Had someone attempt to receive a tax refund using your name	6	9	4	1

Table 72

Q18. To the best of your knowledge, have you ever...? - Noticed fraudulent charges on your credit or debit card

Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Yes	40	33	47	48
No	55	59	50	51
Not Sure	5	7	3	2
Refused	0	1	0	0
Total mentions	100	100	100	100

Table 73

Q18. To the best of your knowledge, have you ever...? - Had someone attempt to open a line of credit or apply for a loan using your name

Base = Total Respondents

	Age 18 - 49	Age 50 - 64	Age 65+
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	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	18 - 49	50 - 64	65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Yes	9	9	12	3
No	79	75	79	88
Not Sure	12	15	9	8
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 74

Q18. To the best of your knowledge, have you ever...? - Had someone attempt to receive a tax refund using your name

Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Yes	6	9	4	1
No	86	81	92	94
Not Sure	7	9	5	4
Refused	1	1	0	1
Total mentions	100	100	100	100

Table 75

Q19. Below are a series of statements. For each statement, please indicate whether the statement is TRUE, FALSE, or you are NOT SURE. - Summary of 'True'

Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card	23	25	25	17
If you are concerned about your credit file, a fraud alert will prevent your credit file from being accessed	36	41	27	38
There are millions of Social Security numbers available for sale on the Internet for a few dollars	32	31	34	31
A credit freeze occurs when the credit bureau freezes your account because someone has stolen your identity	45	44	46	45
Purchasing ID theft monitoring services prevents thieves from stealing your identity	25	29	21	19
A scan of the dark web will confirm whether your personal information has been stolen	20	23	17	20
All consumers can obtain a free credit report from each of the major credit reporting agencies	67	58	76	75
To identity thieves, children's identities are just as valuable as adults'	67	61	73	75

Table 76

Q19. Below are a series of statements. For each statement, please indicate whether the statement is TRUE, FALSE, or you are NOT SURE. - Summary of 'False'

Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.	47	42	51	55
If you are concerned about your credit file, a fraud alert will prevent your credit file from being shared with potential creditors.	22	19	29	17
There are millions of Social Security numbers available for sale on the Internet for as low as \$3 each.	8	10	9	2
A credit freeze occurs when the credit bureau freezes your account because someone has stolen your identity.	17	15	21	18
Purchasing ID theft monitoring services prevents thieves from stealing your identity.	46	41	52	48
A scan of the dark web will confirm whether your personal information has been stolen.	21	20	27	12
All consumers can obtain a free credit report from each of the major credit reporting agencies.	9	11	8	1
To identify thieves, children's identities are just as valuable as adults'.	8	11	5	4

Table 77

Q19. Below are a series of statements. For each statement, please indicate whether the statement is TRUE, FALSE, or you are NOT SURE? - When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
True	23	25	25	17
False	47	42	51	55
Not Sure	30	34	25	29
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 78

Q19. Below are a series of statements. For each statement, please indicate whether the statement is TRUE, FALSE, or you are NOT SURE? - If you are concerned about your credit file, a fraud alert will prevent your credit file from being shared with potential creditors.  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
True	36	41	27	38
False	22	19	29	17
Not Sure	42	40	44	45
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 79

Q19. Below are a series of statements. For each statement, please indicate whether the statement is TRUE, FALSE, or you are NOT SURE? - There are millions of Social Security numbers available for sale on the Internet for as low as \$3 each.  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
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	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
True	32	31	34	31
False	8	10	9	2
Not Sure	59	57	56	68
Refused	1	2	1	0
Total mentions	100	100	100	100

Table 80

Q19. Below are a series of statements. For each statement, please indicate whether the statement is TRUE, FALSE, or you are NOT SURE? - A credit freeze occurs when the credit bureau freezes your account because someone has tried to access your credit file illegally.

Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
True	45	44	46	45
False	17	15	21	18
Not Sure	38	40	33	37
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 81

Q19. Below are a series of statements. For each statement, please indicate whether the statement is TRUE, FALSE, or you are NOT SURE? - Purchasing ID theft monitoring services prevents thieves from stealing your identity.

Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
True	25	29	21	19
False	46	41	52	48
Not Sure	29	29	26	33
Refused	1	0	1	0
Total mentions	100	100	100	100

Table 82

Q19. Below are a series of statements. For each statement, please indicate whether the statement is TRUE, FALSE, or you are NOT SURE? - A scan of the dark web will confirm whether your personal information has been stolen.

Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
True	20	23	17	20

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
False	21	20	27	12
Not Sure	59	57	56	68
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 83

Q19. Below are a series of statements. For each statement, please indicate whether the statement is TRUE, FALSE, or you are NOT SURE? - All consumers can obtain a free credit report from each of the major credit reporting agencies, whether or not they have had their identity stolen in the past.

Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
True	67	58	76	75
False	9	11	8	1
Not Sure	25	30	16	23
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 84

Q19. Below are a series of statements. For each statement, please indicate whether the statement is TRUE, FALSE, or you are NOT SURE? - To identify thieves, children's identities are just as valuable as adults'.

Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
True	67	61	73	75
False	8	11	5	4
Not Sure	25	27	22	21
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 85

DOV\_SAFE. Safe

Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
0	9	11	7	5
1	10	12	8	11
2	18	22	10	20
3	22	19	26	22
4	16	18	15	14
5	13	12	15	13
6	7	4	11	11

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
7	4	2	7	3
8	1	0	1	1
Total mentions	100	100	100	100

Table 86  
Q20. Have you ever gotten a free annual credit report?  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Yes	63	60	71	59
No	37	40	28	41
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 87  
Q21. A security freeze means that your credit file cannot be shared with potential creditors. You will not be able to open new credit while a freeze is in place. A security freeze can help prevent identity theft because most businesses will not open credit accounts without checking a consumer's credit history first. Have you ever ordered a security freeze on your credit?  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Yes	14	15	14	11
No	86	85	86	89
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 88  
Q22. Have you ever removed or temporarily lifted the freeze on your credit?  
Base = Have ordered a security freeze on credit

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	69	34	19	16
Base Weighted	84	46	25	12
Base Effective	38	19	11	11
Yes	56	57	66	35
No	43	43	32	65
Refused	1	0	2	0
Total mentions	100	100	100	100

Table 89  
D4. Do you currently have children or any other family members living with you in your household?  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Yes	59	69	51	43
No	41	31	48	57
Refused	1	0	1	0
Total mentions	100	100	100	100

Table 90  
D5. Which of the following best describes your current employment status?  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Employed or self-employed full-time	42	55	40	10
Employed or self-employed part-time	9	11	7	8
Retired and not working at all	25	2	34	78
Unemployed and looking for work	9	16	2	2
Not in the labor force for some other reason	14	16	16	2
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 91  
D6. Do you currently serve, or have you ever served, in the United States Military?  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Yes	13	10	10	28
No	87	90	90	72
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 92  
D9. Which of the following best describes your political views?  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Liberal	19	20	21	15
Moderate	45	47	42	40
Conservative	34	30	36	44

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Refused	2	3	1	2
Total mentions	100	100	100	100
Table 93 PPMARIT. Marital Status Base = Total Respondents				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
MARRIED/LIVING WITH PARTNER (Net)	65	60	70	74
Married	59	49	67	73
Living with partner	7	11	2	1
Widowed	5	1	7	12
Divorced	12	7	19	13
Separated	2	3	0	0
Never married	16	28	3	2
Refused	0	0	0	0
Total mentions	100	100	100	100
Table 94 PPHHHEAD. Household Head Base = Total Respondents				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
Yes	83	75	88	96
No	17	25	12	4
Refused	0	0	0	0
Total mentions	100	100	100	100
Table 95 PPHHSIZE. Household Size Base = Total Respondents				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
1	17	13	22	21
MORE THAN ONE (NET)	83	87	78	79
2	38	26	44	64
3	16	19	18	5
4	15	22	8	8
5	7	11	4	2
6	3	5	1	0
7	1	1	1	0
8	1	1	1	0
10	0	0	1	0
11	0	1	0	0



	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
12	0	0	0	0
17	0	0	0	0
Total mentions	100	100	100	100
Mean	2.81	3.27	2.46	2.04
Standard deviation	1.67	1.83	1.5	0.85
Standard error	0.07	0.11	0.11	0.08
Median	2	3	2	2

Table 96  
AGEGROUP. Age Group  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
18-24	12	22	0	0
25-34	16	31	0	0
35-44	17	34	0	0
45-54	14	13	25	0
55-64	23	0	75	0
65-74	13	0	0	69
75 and over	6	0	0	31
Total mentions	100	100	100	100

Table 97  
PPWORK. Current Employment Status  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
WORKING (NET)	57	71	52	25
Working - as a paid employee	47	59	44	17
Working - self-employed	10	12	8	8
NOT WORKING (NET)	43	29	47	75
Not working - on temporary layoff from a job	0	0	0	0
Not working - looking for work	8	12	2	6
Not working - retired	22	1	33	67
Not working - disabled	6	7	7	1
Not working - other	7	10	5	1
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 98  
PPRENT. Ownership Status of Living Quarters  
Base = Total Respondents

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77

	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Owned or being bought by you or someone in your household	71	62	76	86
Rented for cash	27	36	23	10
Occupied without payment of cash rent	2	3	0	4
Refused	0	0	0	0
Total mentions	100	100	100	100
Table 99				
PPHOUSE. Housing Type				
Base = Total Respondents				
	Arkansas	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	611	303	181	127
Base Weighted	611	317	183	111
Base Effective	346	168	104	77
A one-family house detached from any other house	72	68	74	80
A one-family house attached to one or more houses	4	6	2	4
A building with 2 or more apartments	13	17	9	9
A mobile home	9	6	14	6
Boat, RV, van, etc.	1	1	1	1
Refused	0	1	0	0
Total mentions	100	100	100	100