

Up for Grabs: Taking Charge of Your Digital Identity

AARP Iowa 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+ Iowa sample

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Table 1				
S02. Would you like to conduct this interview in English or in Spanish?				
Base = Total Respondents				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
English	99	99	100	100
Spanish	1	1	0	0
Total mentions	100	100	100	100
 Table 2				
QSTATE. In which state do you live?				
Base = Total Respondents				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Iowa	100	100	100	100
Total mentions	100	100	100	100
 Table 3				
PPREG4. Region 4 - Based on State of Residence				
Base = Total Respondents				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Northeast	0	0	0	0
Midwest	100	100	100	100
South	0	0	0	0
West	0	0	0	0
Total mentions	100	100	100	100
 Table 4				
PPGENDER. Gender				
Base = Total Respondents				

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Male	47	46	54	40
Female	53	54	46	60
Total mentions	100	100	100	100

Table 5
PPAGE. Age
Base = Total Respondents

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
18-49 (Net)	49	100	0	0
18	2	4	0	0
19	1	1	0	0
20	0	1	0	0
21	5	10	0	0
22	2	3	0	0
23	1	1	0	0
24	2	3	0	0
25	0	1	0	0
26	2	5	0	0
27	1	3	0	0
28	2	4	0	0
29	2	4	0	0
30	1	2	0	0
31	1	2	0	0
32	1	3	0	0
33	2	3	0	0
34	2	3	0	0
35	4	7	0	0
36	3	6	0	0
37	3	6	0	0
38	2	5	0	0
39	2	3	0	0
40	1	2	0	0
41	0	1	0	0
42	1	2	0	0
43	1	2	0	0
44	1	1	0	0
45	1	2	0	0
46	1	2	0	0
47	1	3	0	0
48	1	2	0	0
49	1	3	0	0
50-64 (Net)	30	0	100	0
50	2	0	6	0

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
51	1	0	3	0
52	1	0	3	0
53	2	0	6	0
54	1	0	4	0
55	2	0	7	0
56	4	0	13	0
57	3	0	11	0
58	0	0	1	0
59	4	0	13	0
60	2	0	5	0
61	3	0	11	0
62	1	0	3	0
63	2	0	7	0
64	2	0	8	0
65+ (Net)	21	0	0	100
65	1	0	0	7
66	2	0	0	11
67	2	0	0	11
68	1	0	0	4
69	4	0	0	21
70	1	0	0	6
71	1	0	0	5
72	1	0	0	6
73	1	0	0	7
74	0	0	0	2
75	1	0	0	4
76	1	0	0	5
77	0	0	0	2
78	0	0	0	1
79	1	0	0	3
80	0	0	0	0
81	0	0	0	1
82	0	0	0	0
83	0	0	0	1
84	0	0	0	0
85	0	0	0	0
86	0	0	0	1
87	0	0	0	2
90	0	0	0	1
92	0	0	0	0
Total mentions	100	100	100	100
Mean	48.08	32.42	57.66	71.11
Std. Dev.	17.46	8.63	3.97	5.38
Std. Err.	0.71	0.55	0.29	0.4
Median	50	33	57	69
Table 6 PPETHM. Race / Ethnicity Base = Total Respondents				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Effective	332	142	102	103
White, non-Hispanic	89	81	98	94
ETHNIC (NET)	11	19	2	6
Black, Non-Hispanic	4	7	1	0
Other, non-Hispanic	3	6	0	0
Hispanic	4	6	0	4
2+ Races, Non-Hispanic	1	1	1	1
Total mentions	100	100	100	100

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
SOME COLLEGE OR LESS (NET)	71	69	72	73
No formal education	0	0	0	0
1st, 2nd, 3rd, or 4th grade	0	0	0	0
5th or 6th grade	0	0	0	0
7th or 8th grade	0	0	0	1
9th grade	0	0	0	0
10th grade	1	0	1	1
11th grade	1	1	0	2
12th grade NO DIPLOMA	1	3	0	0
HIGH SCHOOL GRADUATE - high school DIPLOMA or the equivalent (GE)	35	30	36	45
Some college, no degree	18	21	14	16
Associate degree	15	14	21	9
GRADUATED COLLEGE OR MORE (NET)	29	31	28	27
Bachelor's degree	18	19	20	11
Master's degree	8	9	4	12
Professional or Doctorate degree	2	1	4	4
Refused	1	1	0	0
Total mentions	100	100	100	100

Table 8
 PPINCIMP. Household Income
 Base = Total Respondents

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Under \$25K (Net)	15	19	6	17
Less than \$5,000	2	5	0	0
\$5,000 to \$7,499	1	2	1	0
\$7,500 to \$9,999	3	5	0	1
\$10,000 to \$12,499	1	1	1	3

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
\$12,500 to \$14,999	1	1	1	3
\$15,000 to \$19,999	3	3	1	5
\$20,000 to \$24,999	3	4	1	5
\$25K-\$49,999 (Net)	22	22	22	22
\$25,000 to \$29,999	4	2	5	5
\$30,000 to \$34,999	7	9	5	4
\$35,000 to \$39,999	4	5	4	3
\$40,000 to \$49,999	7	6	8	10
\$50K-\$74,999 (Net)	20	20	20	21
\$50,000 to \$59,999	9	9	8	10
\$60,000 to \$74,999	11	10	12	11
\$75K-\$99,999 (Net)	16	17	15	15
\$75,000 to \$84,999	7	5	6	10
\$85,000 to \$99,999	9	12	9	5
\$100K-\$149,999 (Net)	18	16	23	13
\$100,000 to \$124,999	12	10	15	11
\$125,000 to \$149,999	6	6	8	1
\$150K and over (Net)	10	6	15	12
\$150,000 to \$174,999	5	5	6	4
\$175,000 to \$199,999	3	2	4	2
\$200,000 to \$249,999	1	0	0	2
\$250,000 or more	2	0	5	3
\$25K-\$39,999 (Net)	14	16	14	12
\$40K-\$74,999 (Net)	27	26	28	31
Refused	0	0	0	0
Total mentions	100	100	100	100
Mean (in thousands)	76.9	68.04	92.39	75.07
Std. Dev.	54.74	46.05	61.37	58.71
Std. Err.	2.21	2.96	4.49	4.34
Median (in thousands)	60.08	55.21	72.15	55.02

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.

Base = Total Respondents

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Never	0	0	0	0
Less than once a month	1	0	0	2
Once a month	1	1	0	1
Several times a month	2	1	4	4
Several times a week	7	2	9	14
Every day	89	95	87	80
Don't Know	0	0	0	0
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 10

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Q1. Which of the following devices do you use to access the Internet? Base = Total Respondents				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Smartphone like an iPhone, Android, Blackberry, or Windows phone	78	95	72	45
Laptop computer	60	66	57	52
Desktop computer	48	40	60	49
Tablet, such as an iPad, Kindle, or Android tablet	44	48	45	34
TV or SmartTV	19	29	9	7
Some other type of device	0	0	0	0
Refused	0	0	0	1
Total mentions	249	279	243	187

Table 11

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Facebook	85	92	82	75
Instagram	35	53	22	12
Twitter	30	45	21	8
LinkedIn	28	34	25	17
Other social media sites not listed	20	35	4	7

Table 12

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Yes	85	92	82	75
No	14	8	18	25
Refused	0	0	0	1
Total mentions	100	100	100	100

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
<p>Table 13 Q3. With which of the following social media sites do you have an account? - Instagram Base = Total Respondents</p>				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Yes	35	53	22	12
No	57	41	70	77
Refused	8	5	9	11
Total mentions	100	100	100	100
<p>Table 14 Q3. With which of the following social media sites do you have an account? - Twitter Base = Total Respondents</p>				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Yes	30	45	21	8
No	60	47	69	81
Refused	9	8	10	11
Total mentions	100	100	100	100
<p>Table 15 Q3. With which of the following social media sites do you have an account? - LinkedIn Base = Total Respondents</p>				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Yes	28	34	25	17
No	61	53	67	71
Refused	11	13	8	12
Total mentions	100	100	100	100
<p>Table 16 Q3. With which of the following social media sites do you have an account? - Other social media sites not listed Base = Total Respondents</p>				

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Yes	20	35	4	7
No	64	48	78	79
Refused	17	17	18	14
Total mentions	100	100	100	100

Table 17

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'

Base = Have Facebook account

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	523	221	154	148
Base Weighted	523	277	152	94
Base Effective	278	128	82	84
Changed any of the privacy settings on your account from the default settings	67	83	61	33
Posted a status update on your account	68	88	51	36
Checked-in to show a place or location that you were visiting, for example a restaurant	42	52	38	20
Posted photos	77	92	64	57
Made your birthdate visible to others on your account	67	81	50	55
Commented on public Facebook groups that you follow	59	67	50	48
Used your Facebook account to log in to other accounts	50	61	40	31

Table 18

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

Base = Have Facebook account

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	523	221	154	148
Base Weighted	523	277	152	94
Base Effective	278	128	82	84
Yes	67	83	61	33
No	24	13	29	48
Not Sure	9	5	11	19
Total mentions	100	100	100	100

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Table 19				
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				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	523	221	154	148
Base Weighted	523	277	152	94
Base Effective	278	128	82	84
Yes	68	88	51	36
No	29	11	47	56
Not Sure	2	1	2	7
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				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	523	221	154	148
Base Weighted	523	277	152	94
Base Effective	278	128	82	84
Yes	42	52	38	20
No	55	45	60	74
Not Sure	3	3	2	6
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				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	523	221	154	148
Base Weighted	523	277	152	94
Base Effective	278	128	82	84
Yes	77	92	64	57
No	21	7	35	40

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Not Sure	1	1	1	3
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
Base = Have Facebook account

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	523	221	154	148
Base Weighted	523	277	152	94
Base Effective	278	128	82	84
Yes	67	81	50	55
No	28	17	42	38
Not Sure	5	2	8	7
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	523	221	154	148
Base Weighted	523	277	152	94
Base Effective	278	128	82	84
Yes	59	67	50	48
No	37	28	48	43
Not Sure	5	5	2	9
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

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	523	221	154	148
Base Weighted	523	277	152	94
Base Effective	278	128	82	84
Yes	50	61	40	31
No	46	36	56	61
Not Sure	4	2	4	8
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	403	205	115	83
Base Weighted	404	254	97	53
Base Effective	216	117	67	43
Posted photos of yourself	88	92	83	77
Posted your vacation photos while on vacation	59	68	43	42

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	403	205	115	83
Base Weighted	404	254	97	53
Base Effective	216	117	67	43
Yes	88	92	83	77
No	11	6	17	23
Not Sure	1	2	0	0
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	403	205	115	83
Base Weighted	404	254	97	53
Base Effective	216	117	67	43
Yes	59	68	43	42
No	39	30	53	57
Not Sure	2	2	5	1

	lowa	Age 18 - 49	Age 50 - 64	Age 65+
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				
	lowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	479	216	139	124
Base Weighted	476	270	131	75
Base Effective	252	125	72	69
Yes	36	28	42	55
No	55	64	47	37
Not sure	9	9	11	8
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?				
Base = Total Respondents				
	lowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
None	19	11	23	32
Some	35	31	37	39
All	40	47	38	25
Not applicable - I do not have any bank accounts	5	10	1	0
Refused	1	0	0	4
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				
	lowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	459	200	143	116
Base Weighted	457	235	140	81
Base Effective	246	117	73	63
Never	3	2	2	6
Less than once a month	6	6	4	8
Once a month	8	5	12	8

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Several times a month	27	26	30	25
Several times a week	41	41	44	34
Everyday	15	18	8	19
Refused	1	1	0	0
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	459	200	143	116
Base Weighted	457	235	140	81
Base Effective	246	117	73	63
Never	9	3	14	17
Less than once a month	12	15	8	9
Once a month	20	19	20	21
Several times a month	25	24	27	22
Several times a week	21	21	20	23
Everyday	8	12	7	1
Not applicable - I only have one account	6	6	4	7
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 32

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
0	16	23	11	6
1-2	43	49	38	37
3-4	23	14	30	32
5+	18	14	20	24
Refused	1	1	1	2
Total mentions	100	100	100	100
Mean	2.79	2.29	3.05	3.62
Standard Deviation	2.82	2.76	2.39	3.31
Standard Error	0.11	0.18	0.18	0.25
Median	2	2	3	3

Table 33

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
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				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	520	187	166	167
Base Weighted	511	229	165	117
Base Effective	278	107	91	92
None of them	23	7	28	45
Some of them	24	23	21	30
All of them	53	70	51	24
Refused	0	0	1	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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	385	172	121	92
Base Weighted	394	212	118	63
Base Effective	204	98	63	50
Never	1	0	1	3
Less than once a month	10	12	10	3
Once a month	27	20	46	17
Several times a month	30	29	26	40
Several times a week	24	29	15	24
Everyday	7	10	2	7
Refused	1	0	0	6
Total mentions	100	100	100	100

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	385	172	121	92
Base Weighted	394	212	118	63
Base Effective	204	98	63	50
Never	17	14	22	20
Less than once a month	24	20	31	24
Once a month	21	20	22	26
Several times a month	13	13	11	16
Several times a week	11	16	5	7
Everyday	3	5	2	0

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Not applicable - I don't have any credit cards that I rarely use	9	11	7	7
Refused	1	2	0	0
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	398	122	125	151
Base Weighted	378	150	122	106
Base Effective	215	70	70	84
I don't trust the Internet	50	36	55	64
I am afraid that my personal information will get stolen	62	51	66	74
I feel safer without an online account	57	41	62	73
I am not tech-savvy	32	17	36	50
It is too much work to set up the account	27	17	31	38
I can't remember all of the passwords	38	30	40	47
I don't have time to set up online access for them	21	21	19	25
It is easier to monitor the paper statements	55	38	61	71
I don't use those accounts very often	54	48	62	52

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	398	122	125	151
Base Weighted	378	150	122	106
Base Effective	215	70	70	84
Yes	50	36	55	64
No	44	57	38	31
Refused	6	7	7	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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	398	122	125	151
Base Weighted	378	150	122	106
Base Effective	215	70	70	84
Yes	62	51	66	74
No	32	46	26	18
Refused	6	4	8	9
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	398	122	125	151
Base Weighted	378	150	122	106
Base Effective	215	70	70	84
Yes	57	41	62	73
No	38	54	31	23
Refused	5	5	7	4
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	398	122	125	151
Base Weighted	378	150	122	106
Base Effective	215	70	70	84
Yes	32	17	36	50
No	61	76	55	45
Refused	7	7	9	5
Total mentions	100	100	100	100

Table 41

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
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				
Base = Has some/does not have online access to bank or credit card accounts				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	398	122	125	151
Base Weighted	378	150	122	106
Base Effective	215	70	70	84
Yes	27	17	31	38
No	66	75	62	56
Refused	7	7	7	6
Total mentions	100	100	100	100

Table 42

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

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	398	122	125	151
Base Weighted	378	150	122	106
Base Effective	215	70	70	84
Yes	38	30	40	47
No	56	65	52	47
Refused	6	4	8	6
Total mentions	100	100	100	100

Table 43

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

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	398	122	125	151
Base Weighted	378	150	122	106
Base Effective	215	70	70	84
Yes	21	21	19	25
No	72	74	73	70
Refused	6	5	8	6
Total mentions	100	100	100	100

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
<p>Table 44 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 Base = Has some/does not have online access to bank or credit card accounts</p>				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	398	122	125	151
Base Weighted	378	150	122	106
Base Effective	215	70	70	84
Yes	55	38	61	71
No	39	52	35	24
Refused	7	10	4	5
Total mentions	100	100	100	100
<p>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</p>				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	398	122	125	151
Base Weighted	378	150	122	106
Base Effective	215	70	70	84
Yes	54	48	62	52
No	40	45	33	42
Refused	6	7	5	6
Total mentions	100	100	100	100
<p>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</p>				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	303	101	97	105
Base Weighted	289	123	90	76
Base Effective	157	57	50	55
I don't trust the Internet	43	28	50	59

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
I am afraid that my personal information will get stolen	56	43	63	67
I feel safer without an online account	48	31	55	66
I am not tech-savvy	30	12	38	49
It is too much work to set up the account	24	15	28	32
I can't remember all of the passwords	34	25	42	41
I don't have time to set up online access for them	20	20	19	22
It is easier to monitor the paper statements	47	34	51	64
I don't use those accounts very often	56	49	65	55

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	303	101	97	105
Base Weighted	289	123	90	76
Base Effective	157	57	50	55
Yes	43	28	50	59
No	51	65	45	35
Refused	6	6	5	5
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	303	101	97	105
Base Weighted	289	123	90	76
Base Effective	157	57	50	55
Yes	56	43	63	67
No	37	53	30	22
Refused	7	4	7	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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	303	101	97	105
Base Weighted	289	123	90	76
Base Effective	157	57	50	55
Yes	48	31	55	66
No	46	63	39	28
Refused	6	6	6	5
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	303	101	97	105
Base Weighted	289	123	90	76
Base Effective	157	57	50	55
Yes	30	12	38	49
No	64	82	55	46
Refused	6	6	7	5
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	303	101	97	105
Base Weighted	289	123	90	76
Base Effective	157	57	50	55
Yes	24	15	28	32
No	71	79	66	63
Refused	6	6	6	5
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	303	101	97	105
Base Weighted	289	123	90	76
Base Effective	157	57	50	55
Yes	34	25	42	41
No	61	72	52	54
Refused	5	3	6	5
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	303	101	97	105
Base Weighted	289	123	90	76
Base Effective	157	57	50	55
Yes	20	20	19	22
No	76	79	75	73
Refused	4	1	7	5
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	303	101	97	105
Base Weighted	289	123	90	76
Base Effective	157	57	50	55
Yes	47	34	51	64
No	47	59	44	31
Refused	6	7	5	5
Total mentions	100	100	100	100

Table 55

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
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				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	303	101	97	105
Base Weighted	289	123	90	76
Base Effective	157	57	50	55
Yes	56	49	65	55
No	40	45	33	40
Refused	4	6	1	5
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	95	21	28	46
Base Weighted	89	27	32	30
Base Effective	60	14	20	32
I don't trust the Internet	72	70	70	77
I am afraid that my personal information will get stolen	82	84	74	90
I feel safer without an online account	85	82	83	90
I am not tech-savvy	40	40	29	53
It is too much work to set up the account	40	27	38	53
I can't remember all of the passwords	49	55	33	61
I don't have time to set up online access for them	26	25	20	33
It is easier to monitor the paper statements	78	55	89	89
I don't use those accounts very often	48	46	53	45

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	95	21	28	46
Base Weighted	89	27	32	30
Base Effective	60	14	20	32

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Yes	72	70	70	77
No	20	22	20	20
Refused	8	9	10	4
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	95	21	28	46
Base Weighted	89	27	32	30
Base Effective	60	14	20	32
Yes	82	84	74	90
No	13	16	16	7
Refused	5	0	10	4
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	95	21	28	46
Base Weighted	89	27	32	30
Base Effective	60	14	20	32
Yes	85	82	83	90
No	11	18	7	10
Refused	4	0	10	0
Total mentions	100	100	100	100

Table 60

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	95	21	28	46

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	89	27	32	30
Base Effective	60	14	20	32
Yes	40	40	29	53
No	48	46	55	44
Refused	11	14	16	4
Total mentions	100	100	100	100

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	95	21	28	46
Base Weighted	89	27	32	30
Base Effective	60	14	20	32
Yes	40	27	38	53
No	49	59	50	40
Refused	11	14	12	7
Total mentions	100	100	100	100

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	95	21	28	46
Base Weighted	89	27	32	30
Base Effective	60	14	20	32
Yes	49	55	33	61
No	41	37	52	32
Refused	10	9	14	7
Total mentions	100	100	100	100

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
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	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	95	21	28	46
Base Weighted	89	27	32	30
Base Effective	60	14	20	32
Yes	26	25	20	33
No	60	52	67	60
Refused	14	23	13	7
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	95	21	28	46
Base Weighted	89	27	32	30
Base Effective	60	14	20	32
Yes	78	55	89	89
No	12	22	10	6
Refused	10	23	2	6
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	95	21	28	46
Base Weighted	89	27	32	30
Base Effective	60	14	20	32
Yes	48	46	53	45
No	41	45	31	48
Refused	11	9	16	8
Total mentions	100	100	100	100

Table 66

DOV_FEAR. Fear

Base = Total Answering

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
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	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	298	75	101	122
Base Weighted	274	92	94	88
Base Effective	165	45	57	69
1	69	58	72	78
2	86	83	86	89
3	79	67	81	88
Total mentions	234	208	239	255

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Yes	55	63	50	41
No	37	31	44	41
Not sure	7	5	6	15
Refused	1	1	0	3
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Less secure	39	30	44	55
About as secure	44	48	43	37
More secure	16	21	14	6
Refused	1	0	0	2
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Yes	29	30	29	29
No	49	53	46	42
Not sure	22	17	25	29
Refused	0	0	0	1
Total mentions	100	100	100	100

Table 70

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Strongly/Somewhat agree (Net)	65	64	66	66
Strongly agree	11	13	9	10
Somewhat agree	54	51	57	57
Strongly/Somewhat disagree (Net)	35	36	34	33
Somewhat disagree	29	27	32	28
Strongly disagree	6	9	2	5
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Noticed fraudulent charges on your credit or debit card	45	39	55	45
Had someone attempt to open a line of credit or apply for a loan using your name	9	10	12	4
Had someone attempt to receive a tax refund using your name	8	9	8	4

Table 72

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

Base = Total Respondents

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Yes	45	39	55	45
No	49	53	41	49
Not Sure	6	8	4	5
Refused	0	0	0	1
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Yes	9	10	12	4
No	80	79	81	80
Not Sure	11	12	7	15
Refused	0	0	0	1
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Yes	8	9	8	4
No	86	85	86	87
Not Sure	6	6	5	8
Refused	0	0	1	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

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.	22	30	16	11
If you are concerned about your credit file, a fraud alert will prevent your credit from being damaged.	34	38	28	31
There are millions of Social Security numbers available for sale on the Internet.	33	34	32	32
A credit freeze occurs when the credit bureau freezes your account because you have a bad credit record.	44	52	33	40
Purchasing ID theft monitoring services prevents thieves from stealing your identity.	19	27	11	10
A scan of the dark web will confirm whether your personal information has been sold.	18	26	10	12
All consumers can obtain a free credit report from each of the major credit reporting agencies.	68	64	76	68
To identity thieves, children's identities are just as valuable as adults'.	71	68	75	74

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.	45	39	52	52
If you are concerned about your credit file, a fraud alert will prevent your credit from being damaged.	25	20	34	22
There are millions of Social Security numbers available for sale on the Internet.	6	11	2	2
A credit freeze occurs when the credit bureau freezes your account because you have a bad credit record.	17	12	22	20
Purchasing ID theft monitoring services prevents thieves from stealing your identity.	49	44	60	45
A scan of the dark web will confirm whether your personal information has been sold.	24	25	25	20
All consumers can obtain a free credit report from each of the major credit reporting agencies.	6	10	4	2
To identity thieves, children's identities are just as valuable as adults'.	5	9	1	2

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
True	22	30	16	11
False	45	39	52	52
Not Sure	32	31	32	35
Refused	0	0	0	1
Total mentions	100	100	100	100

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
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				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
True	34	38	28	31
False	25	20	34	22
Not Sure	41	41	38	45
Refused	0	0	0	2
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				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
True	33	34	32	32
False	6	11	2	2
Not Sure	60	55	66	65
Refused	0	0	0	1
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				
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
True	44	52	33	40
False	17	12	22	20

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Not Sure	39	36	45	39
Refused	0	0	0	1
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
True	19	27	11	10
False	49	44	60	45
Not Sure	32	28	29	44
Refused	0	0	0	1
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
True	18	26	10	12
False	24	25	25	20
Not Sure	57	49	65	67
Refused	0	0	0	1
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
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	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
True	68	64	76	68
False	6	10	4	2
Not Sure	25	26	20	29
Refused	0	0	0	1
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 identity thieves, children's identities are just as valuable as adults'.
Base = Total Respondents

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
True	71	68	75	74
False	5	9	1	2
Not Sure	23	23	24	22
Refused	1	0	0	2
Total mentions	100	100	100	100

Table 85

DOV_SAFE. Safe
Base = Total Respondents

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
0	9	9	8	12
1	9	10	7	8
2	18	24	12	15
3	18	18	17	22
4	17	17	18	14
5	14	12	16	12
6	9	5	13	11
7	4	3	7	5
8	2	2	2	1
Total mentions	100	100	100	100

Table 86

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Yes	65	64	63	68
No	35	36	37	28
Refused	1	0	0	3
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Yes	14	13	12	19
No	85	87	87	77
Refused	1	0	1	4
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	78	30	24	24
Base Weighted	85	39	23	24
Base Effective	44	17	15	14
Yes	58	78	57	24
No	42	22	43	76
Refused	0	0	0	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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Yes	59	72	51	40
No	41	28	49	59
Refused	0	0	0	1
Total mentions	100	100	100	100

Table 90

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Employed or self-employed full-time	51	63	61	5
Employed or self-employed part-time	16	16	15	15
Retired and not working at all	20	0	14	74
Unemployed and looking for work	5	10	2	0
Not in the labor force for some other reason	8	10	8	2
Refused	1	0	0	3
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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Yes	12	6	17	23
No	87	94	83	77
Refused	0	0	0	1
Total mentions	100	100	100	100

Table 92

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Liberal	19	21	18	16
Moderate	48	54	47	36
Conservative	30	21	35	44
Refused	3	4	0	4
Total mentions	100	100	100	100

Table 93
PPMARIT. Marital Status
Base = Total Respondents

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
MARRIED/LIVING WITH PARTNER (Net)	66	57	80	68
Married	62	47	80	68
Living with partner	5	10	0	0
Widowed	5	2	3	16
Divorced	9	8	10	12
Separated	2	2	2	0
Never married	18	32	5	4
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 94
PPHHHEAD. Household Head
Base = Total Respondents

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Yes	86	76	94	96
No	14	24	6	4
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 95
PPHHSIZE. Household Size
Base = Total Respondents

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
1	20	16	16	35
MORE THAN ONE (NET)	80	84	84	65
2	41	23	58	56
3	16	21	14	5
4	14	21	9	1
5	5	9	2	2
6	3	6	0	1
7	0	0	1	0
8	0	1	0	0
9	0	0	0	0
10	0	0	0	0
14	1	1	0	0
Total mentions	100	100	100	100
Mean	2.67	3.28	2.28	1.81
Standard deviation	1.72	2.08	1.04	0.83
Standard error	0.07	0.13	0.08	0.06
Median	2	3	2	2

Table 96
 AGEGROUP. Age Group
 Base = Total Respondents

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
18-24	11	23	0	0
25-34	15	31	0	0
35-44	17	34	0	0
45-54	12	11	21	0
55-64	24	0	79	0
65-74	16	0	0	78
75 and over	4	0	0	22
Total mentions	100	100	100	100

Table 97
 PPWORK. Current Employment Status
 Base = Total Respondents

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Effective	332	142	102	103
WORKING (NET)	67	80	75	26
Working - as a paid employee	62	77	67	21
Working - self-employed	5	3	8	6
NOT WORKING (NET)	32	20	24	74
Not working - on temporary layoff from a job	1	2	1	0
Not working - looking for work	4	7	1	1
Not working - retired	18	0	13	70
Not working - disabled	3	5	3	0
Not working - other	5	6	7	2
Refused	0	0	1	0
Total mentions	100	100	100	100

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

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
Owned or being bought by you or someone in your household	76	61	93	88
Rented for cash	22	37	6	11
Occupied without payment of cash rent	1	1	0	2
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 99
PPHOUSE. Housing Type
Base = Total Respondents

	Iowa	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	612	242	187	183
Base Weighted	612	300	186	126
Base Effective	332	142	102	103
A one-family house detached from any other house	77	68	90	78
A one-family house attached to one or more houses	7	8	3	12
A building with 2 or more apartments	13	22	4	7
A mobile home	2	2	1	3
Boat, RV, van, etc.	0	0	0	0
Refused	0	0	1	0
Total mentions	100	100	100	100