

Up for Grabs: Taking Charge of Your Digital Identity

AARP Louisiana 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+ Louisiana sample

	Louisiana	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				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
English	100	99	100	100
Spanish	0	1	0	0
Total mentions	100	100	100	100
 Table 2				
QSTATE. In which state do you live?				
Base = Total Respondents				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Louisiana	100	100	100	100
Total mentions	100	100	100	100
 Table 3				
PPREG4. Region 4 - Based on State of Residence				
Base = Total Respondents				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
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
 Table 4				
PPGENDER. Gender				
Base = Total Respondents				

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Male	48	49	46	48
Female	52	51	54	52
Total mentions	100	100	100	100

Table 5
PPAGE. Age
Base = Total Respondents

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
18-49 (Net)	52	100	0	0
18	2	3	0	0
19	3	6	0	0
20	3	6	0	0
21	1	2	0	0
22	0	0	0	0
23	1	2	0	0
24	2	3	0	0
25	2	5	0	0
26	1	1	0	0
27	2	4	0	0
28	1	2	0	0
29	2	4	0	0
30	1	3	0	0
31	1	1	0	0
32	4	7	0	0
33	1	2	0	0
34	2	4	0	0
35	1	2	0	0
36	2	5	0	0
37	2	3	0	0
38	3	5	0	0
39	2	3	0	0
40	2	4	0	0
41	0	0	0	0
42	1	2	0	0
43	1	2	0	0
44	2	5	0	0
45	1	2	0	0
46	1	2	0	0
47	2	4	0	0
48	1	1	0	0
49	1	1	0	0
50-64 (Net)	31	0	100	0
50	2	0	5	0

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
51	2	0	7	0
52	1	0	3	0
53	2	0	6	0
54	3	0	9	0
55	2	0	6	0
56	2	0	5	0
57	4	0	12	0
58	2	0	6	0
59	2	0	7	0
60	2	0	6	0
61	1	0	5	0
62	3	0	11	0
63	1	0	4	0
64	3	0	10	0
65+ (Net)	16	0	0	100
65	2	0	0	12
66	2	0	0	11
67	1	0	0	9
68	1	0	0	7
69	2	0	0	10
70	1	0	0	6
71	1	0	0	8
72	1	0	0	9
73	1	0	0	5
74	1	0	0	4
75	0	0	0	3
76	0	0	0	2
77	0	0	0	2
78	0	0	0	0
79	0	0	0	3
80	0	0	0	3
81	0	0	0	1
83	0	0	0	0
84	1	0	0	4
86	0	0	0	0
87	0	0	0	1
90	0	0	0	0
Total mentions	100	100	100	100
Mean	46.61	32.52	57.54	70.86
Std. Dev.	17.01	8.96	4.26	5.31
Std. Err.	0.68	0.55	0.29	0.45
Median	47	32	57	70
Table 6 PPETHM. Race / Ethnicity Base = Total Respondents				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
White, non-Hispanic ETHNIC (NET)	62	53	73	73
	38	47	27	27

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Black, Non-Hispanic	30	36	23	21
Other, non-Hispanic	2	3	2	1
Hispanic	5	7	1	4
2+ Races, Non-Hispanic	1	2	1	1
Total mentions	100	100	100	100

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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
SOME COLLEGE OR LESS (NET)	78	78	78	76
No formal education	0	0	0	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	0	1
9th grade	1	0	2	0
10th grade	1	1	1	1
11th grade	1	2	2	0
12th grade NO DIPLOMA	2	4	0	0
HIGH SCHOOL GRADUATE - high school DIPLOMA or the equivalent (GED)	42	46	40	36
Some college, no degree	20	16	21	27
Associate degree	10	8	12	11
GRADUATED COLLEGE OR MORE (NET)	22	22	22	24
Bachelor's degree	14	14	13	16
Master's degree	5	5	6	5
Professional or Doctorate degree	3	3	2	2
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 8
PPINCIMP. Household Income
Base = Total Respondents

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Under \$25K (Net)	23	25	20	21
Less than \$5,000	7	11	3	2
\$5,000 to \$7,499	3	4	2	1
\$7,500 to \$9,999	2	1	3	1
\$10,000 to \$12,499	2	2	3	0
\$12,500 to \$14,999	2	0	2	5
\$15,000 to \$19,999	3	3	3	3

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
\$20,000 to \$24,999	5	4	5	8
\$25K-\$49,999 (Net)	24	23	23	26
\$25,000 to \$29,999	5	5	4	6
\$30,000 to \$34,999	6	6	4	8
\$35,000 to \$39,999	4	3	7	5
\$40,000 to \$49,999	9	9	8	8
\$50K-\$74,999 (Net)	18	16	18	21
\$50,000 to \$59,999	7	5	9	8
\$60,000 to \$74,999	11	12	9	13
\$75K-\$99,999 (Net)	12	11	15	9
\$75,000 to \$84,999	6	4	9	7
\$85,000 to \$99,999	6	7	7	2
\$100K-\$149,999 (Net)	14	15	14	10
\$100,000 to \$124,999	10	12	10	6
\$125,000 to \$149,999	4	3	4	4
\$150K and over (Net)	10	10	9	13
\$150,000 to \$174,999	5	6	2	9
\$175,000 to \$199,999	1	0	2	0
\$200,000 to \$249,999	2	2	2	0
\$250,000 or more	2	1	4	4
\$25K-\$39,999 (Net)	15	14	15	18
\$40K-\$74,999 (Net)	26	25	27	29
Refused	0	0	0	0
Total mentions	100	100	100	100
Mean (in thousands)	69.8	67.52	72.55	71.82
Std. Dev.	58.99	56.76	60.9	62.47
Std. Err.	2.37	3.51	4.13	5.28
Median (in thousands)	50.7	50.15	51.97	48.75

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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Never	0	0	0	0
Less than once a month	3	4	3	3
Once a month	3	4	1	0
Several times a month	6	8	3	7
Several times a week	12	9	12	21
Every day	76	75	81	69
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Smartphone like an iPhone, Android, Blackberry, or Windows phone	77	89	69	55
Laptop computer	49	47	52	48
Desktop computer	41	31	51	55
Tablet, such as an iPad, Kindle, or Android tablet	43	47	40	35
TV or SmartTV	16	23	10	6
Some other type of device	1	2	0	0
Refused	0	0	0	0
Total mentions	228	240	223	199

Table 11

Q3. With which of the following social media sites do you have an account?

- Summary of 'Yes'

Base = Total Respondents

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Facebook	76	78	79	66
Instagram	42	61	26	10
Twitter	32	42	24	16
LinkedIn	25	25	30	16
Other social media sites not listed	24	35	14	7

Table 12

Q3. With which of the following social media sites do you have an account?

- Facebook

Base = Total Respondents

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Yes	76	78	79	66
No	22	20	21	33
Refused	1	2	0	1
Total mentions	100	100	100	100

Table 13

Q3. With which of the following social media sites do you have an account?

- Instagram

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base = Total Respondents				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Yes	42	61	26	10
No	51	35	63	82
Refused	7	5	10	8
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Yes	32	42	24	16
No	60	51	65	75
Refused	8	7	10	9
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Yes	25	25	30	16
No	63	63	57	73
Refused	12	12	13	10
Total mentions	100	100	100	100

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

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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
	Louisiana	18 - 49	50 - 64	65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Yes	24	35	14	7
No	59	48	68	78
Refused	17	17	18	15
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	502	223	177	102
Base Weighted	473	254	153	66
Base Effective	302	136	114	75
Changed any of the privacy settings on your account from the default settings	64	78	55	31
Posted a status update on your account	67	83	56	35
Checked-in to show a place or location that you were visiting, for example a restaurant, store, or city	46	58	35	23
Posted photos	80	88	78	55
Made your birthdate visible to others on your account	71	79	66	50
Commented on public Facebook groups that you follow	66	73	61	51
Used your Facebook account to log in to other accounts	54	68	40	33

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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	502	223	177	102
Base Weighted	473	254	153	66
Base Effective	302	136	114	75
Yes	64	78	55	31
No	27	17	30	58
Not Sure	9	5	14	11
Total mentions	100	100	100	100

Table 19

	Louisiana	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				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	502	223	177	102
Base Weighted	473	254	153	66
Base Effective	302	136	114	75
Yes	67	83	56	35
No	29	15	41	58
Not Sure	3	3	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

	Louisiana	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. - Checked-in to show a place or location that you were visiting, for example a restaurant, store, or city Base = Have Facebook account				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	502	223	177	102
Base Weighted	473	254	153	66
Base Effective	302	136	114	75
Yes	46	58	35	23
No	48	34	62	71
Not Sure	6	8	3	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

	Louisiana	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 photos Base = Have Facebook account				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	502	223	177	102
Base Weighted	473	254	153	66
Base Effective	302	136	114	75
Yes	80	88	78	55
No	18	10	20	45
Not Sure	2	2	2	1
Total mentions	100	100	100	100

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
<p>Table 22</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. - Made your birthdate visible to others on your account Base = Have Facebook account</p>				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	502	223	177	102
Base Weighted	473	254	153	66
Base Effective	302	136	114	75
Yes	71	79	66	50
No	26	18	31	41
Not Sure	4	3	3	9
Total mentions	100	100	100	100
<p>Table 23</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. - Commented on public Facebook groups that you follow Base = Have Facebook account</p>				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	502	223	177	102
Base Weighted	473	254	153	66
Base Effective	302	136	114	75
Yes	66	73	61	51
No	29	20	38	46
Not Sure	4	6	2	3
Total mentions	100	100	100	100
<p>Table 24</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. - Used your Facebook account to log in to other accounts Base = Have Facebook account</p>				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	502	223	177	102
Base Weighted	473	254	153	66

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Effective	302	136	114	75
Yes	54	68	40	33
No	41	29	55	58
Not Sure	5	3	5	9
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	404	203	139	62
Base Weighted	379	224	119	36
Base Effective	239	121	89	46
Posted photos of yourself	87	93	78	74
Posted your vacation photos while on vacation	54	63	44	36

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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	404	203	139	62
Base Weighted	379	224	119	36
Base Effective	239	121	89	46
Yes	87	93	78	74
No	12	6	21	24
Not Sure	1	1	1	1
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	404	203	139	62
Base Weighted	379	224	119	36
Base Effective	239	121	89	46
Yes	54	63	44	36
No	43	35	53	61
Not Sure	2	2	3	3
Total mentions	100	100	100	100

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
<p>Table 28</p> <p>Q5. Thinking about the things you post on Facebook, typically, can the public see your Facebook posts?</p> <p>Base = Took specific actions on Facebook</p>				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	470	217	164	89
Base Weighted	445	247	142	56
Base Effective	280	131	105	64
Yes	45	44	45	52
No	44	50	38	31
Not sure	11	6	16	17
Refused	0	0	0	0
Total mentions	100	100	100	100
<p>Table 29</p> <p>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?</p> <p>Base = Total Respondents</p>				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
None	19	14	22	28
Some	39	39	43	32
All	33	35	28	35
Not applicable - I do not have any bank accounts	9	12	7	3
Refused	0	0	0	2
Total mentions	100	100	100	100
<p>Table 30</p> <p>Q7. Now, thinking more specifically about the bank account that you use most often-how often do you monitor the account online?</p> <p>Base = Have online access to bank accounts</p>				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	453	196	159	98
Base Weighted	444	239	138	67
Base Effective	255	110	107	57
Never	3	5	1	0
Less than once a month	4	4	3	5
Once a month	9	9	7	11
Several times a month	18	15	20	22
Several times a week	40	42	40	35

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Everyday	27	25	28	27
Refused	0	0	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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	453	196	159	98
Base Weighted	444	239	138	67
Base Effective	255	110	107	57
Never	6	6	5	10
Less than once a month	11	12	7	15
Once a month	11	9	15	8
Several times a month	25	25	23	30
Several times a week	26	26	32	14
Everyday	14	15	11	15
Not applicable - I only have one account	6	6	6	5
Refused	1	1	0	2
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
0	25	30	22	10
1-2	40	41	37	41
3-4	18	17	17	25
5+	15	9	23	20
Refused	2	2	1	3
Total mentions	100	100	100	100
Mean	2.25	1.79	2.62	3.06
Standard Deviation	2.34	2.07	2.49	2.55
Standard Error	0.09	0.13	0.17	0.22
Median	2	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?

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base = Actively using credit cards				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	468	180	168	120
Base Weighted	454	218	149	87
Base Effective	263	100	108	74
None of them	20	13	21	37
Some of them	28	29	27	25
All of them	52	57	51	38
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	378	158	133	87
Base Weighted	360	188	118	54
Base Effective	210	88	85	56
Never	4	5	2	4
Less than once a month	5	3	8	6
Once a month	26	27	21	29
Several times a month	25	22	33	22
Several times a week	26	27	23	27
Everyday	14	16	12	12
Refused	0	0	1	0
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	378	158	133	87
Base Weighted	360	188	118	54
Base Effective	210	88	85	56
Never	19	13	27	25
Less than once a month	12	9	11	26
Once a month	18	15	24	16
Several times a month	19	21	17	15
Several times a week	14	21	7	4
Everyday	9	11	8	4
Not applicable - I don't have any credit cards that I rarely use	8	9	5	9

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Refused	1	1	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

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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	382	145	140	97
Base Weighted	402	197	133	73
Base Effective	215	84	89	59
I don't trust the Internet	51	45	55	58
I am afraid that my personal information will get stolen	60	55	64	67
I feel safer without an online account	52	50	46	68
I am not tech-savvy	26	12	35	46
It is too much work to set up the account	28	27	25	36
I can't remember all of the passwords	33	26	37	43
I don't have time to set up online access for them	26	29	22	23
It is easier to monitor the paper statements	48	44	48	61
I don't use those accounts very often	52	52	57	46

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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	382	145	140	97
Base Weighted	402	197	133	73
Base Effective	215	84	89	59
Yes	51	45	55	58
No	44	49	41	36
Refused	5	6	3	6
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	382	145	140	97
Base Weighted	402	197	133	73
Base Effective	215	84	89	59
Yes	60	55	64	67
No	36	41	33	28
Refused	4	4	2	5
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	382	145	140	97
Base Weighted	402	197	133	73
Base Effective	215	84	89	59
Yes	52	50	46	68
No	43	42	52	28
Refused	5	8	2	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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	382	145	140	97
Base Weighted	402	197	133	73
Base Effective	215	84	89	59
Yes	26	12	35	46
No	67	78	62	49
Refused	6	10	3	4
Total mentions	100	100	100	100

Table 41

	Louisiana	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				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	382	145	140	97
Base Weighted	402	197	133	73
Base Effective	215	84	89	59
Yes	28	27	25	36
No	65	65	71	54
Refused	7	8	4	11
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

	Louisiana	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? - I can't remember all of the passwords				
Base = Has some/does not have online access to bank or credit card accounts				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	382	145	140	97
Base Weighted	402	197	133	73
Base Effective	215	84	89	59
Yes	33	26	37	43
No	62	68	59	49
Refused	6	6	3	8
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

	Louisiana	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? - 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				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	382	145	140	97
Base Weighted	402	197	133	73
Base Effective	215	84	89	59
Yes	26	29	22	23
No	68	64	74	68

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Refused	6	6	4	9
Total mentions	100	100	100	100

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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	382	145	140	97
Base Weighted	402	197	133	73
Base Effective	215	84	89	59
Yes	48	44	48	61
No	46	50	49	32
Refused	6	7	3	7
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	382	145	140	97
Base Weighted	402	197	133	73
Base Effective	215	84	89	59
Yes	52	52	57	46
No	43	43	41	50
Refused	4	5	2	5
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

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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	297	118	106	73
Base Weighted	314	161	101	51
Base Effective	161	67	67	40
I don't trust the Internet	46	42	51	50
I am afraid that my personal information will get stolen	56	51	61	60
I feel safer without an online account	45	45	36	59
I am not tech-savvy	23	14	28	38
It is too much work to set up the account	25	26	22	30
I can't remember all of the passwords	31	26	35	40
I don't have time to set up online access for them	25	27	21	28
It is easier to monitor the paper statements	44	42	43	56
I don't use those accounts very often	56	53	60	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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	297	118	106	73
Base Weighted	314	161	101	51
Base Effective	161	67	67	40
Yes	46	42	51	50
No	49	52	47	43
Refused	5	7	3	7
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	297	118	106	73
Base Weighted	314	161	101	51
Base Effective	161	67	67	40
Yes	56	51	61	60
No	40	44	36	35
Refused	4	5	2	5
Total mentions	100	100	100	100

Table 49

	Louisiana	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 feel safer without an online account				
Base = Has online access to some of their bank or credit card accounts				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	297	118	106	73
Base Weighted	314	161	101	51
Base Effective	161	67	67	40
Yes	45	45	36	59
No	49	45	61	36
Refused	6	10	2	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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	297	118	106	73
Base Weighted	314	161	101	51
Base Effective	161	67	67	40
Yes	23	14	28	38
No	71	76	68	58
Refused	7	10	3	3
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	297	118	106	73
Base Weighted	314	161	101	51
Base Effective	161	67	67	40
Yes	25	26	22	30
No	68	66	75	60
Refused	7	8	2	10
Total mentions	100	100	100	100

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
<p>Table 52</p> <p>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</p> <p>Base = Has online access to some of their bank or credit card accounts</p>				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	297	118	106	73
Base Weighted	314	161	101	51
Base Effective	161	67	67	40
Yes	31	26	35	40
No	63	67	63	54
Refused	5	7	3	6
Total mentions	100	100	100	100
<p>Table 53</p> <p>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</p> <p>Base = Has online access to some of their bank or credit card accounts</p>				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	297	118	106	73
Base Weighted	314	161	101	51
Base Effective	161	67	67	40
Yes	25	27	21	28
No	69	66	76	65
Refused	5	7	3	7
Total mentions	100	100	100	100
<p>Table 54</p> <p>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</p> <p>Base = Has online access to some of their bank or credit card accounts</p>				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	297	118	106	73
Base Weighted	314	161	101	51
Base Effective	161	67	67	40
Yes	44	42	43	56
No	50	51	55	38
Refused	5	7	2	6

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
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				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	297	118	106	73
Base Weighted	314	161	101	51
Base Effective	161	67	67	40
Yes	56	53	60	55
No	41	41	40	42
Refused	3	5	0	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				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	85	27	34	24
Base Weighted	88	35	31	22
Base Effective	55	17	23	18
I don't trust the Internet	68	58	71	78
I am afraid that my personal information will get stolen	76	73	74	81
I feel safer without an online account	79	75	77	89
I am not tech-savvy	38	3	57	65
It is too much work to set up the account	37	33	33	49
I can't remember all of the passwords	38	25	45	49
I don't have time to set up online access for them	27	38	24	12
It is easier to monitor the paper statements	62	53	62	74
I don't use those accounts very often	40	46	47	23
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				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	85	27	34	24
Base Weighted	88	35	31	22
Base Effective	55	17	23	18
Yes	68	58	71	78
No	28	37	24	19
Refused	4	5	5	3
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	85	27	34	24
Base Weighted	88	35	31	22
Base Effective	55	17	23	18
Yes	76	73	74	81
No	22	27	24	12
Refused	2	0	2	7
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	85	27	34	24
Base Weighted	88	35	31	22
Base Effective	55	17	23	18
Yes	79	75	77	89
No	20	25	22	8
Refused	1	0	2	3
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	85	27	34	24
Base Weighted	88	35	31	22
Base Effective	55	17	23	18
Yes	38	3	57	65
No	56	85	43	29
Refused	6	11	0	6
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	85	27	34	24
Base Weighted	88	35	31	22
Base Effective	55	17	23	18
Yes	37	33	33	49
No	55	62	58	38
Refused	8	5	9	13
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	85	27	34	24
Base Weighted	88	35	31	22
Base Effective	55	17	23	18
Yes	38	25	45	49
No	55	70	49	39
Refused	7	5	6	13
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	85	27	34	24
Base Weighted	88	35	31	22
Base Effective	55	17	23	18
Yes	27	38	24	12
No	65	57	67	75
Refused	8	5	9	13
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	85	27	34	24
Base Weighted	88	35	31	22
Base Effective	55	17	23	18
Yes	62	53	62	74
No	31	42	29	17
Refused	7	5	9	9
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	85	27	34	24
Base Weighted	88	35	31	22
Base Effective	55	17	23	18
Yes	40	46	47	23
No	52	50	44	69
Refused	7	5	9	9
Total mentions	100	100	100	100

Table 66

DOV_FEAR. Fear

Base = Total Answering

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	268	96	97	75
Base Weighted	282	133	93	56
Base Effective	152	57	58	48
1	72	66	79	76
2	86	81	92	87
3	74	74	66	89
Total mentions	233	221	237	252

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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Yes	48	49	47	45
No	38	35	42	37
Not sure	13	15	9	16
Refused	1	1	2	2
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Less secure	37	29	42	55
About as secure	41	43	42	30
More secure	22	28	16	14
Refused	0	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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Yes	23	28	17	16
No	49	47	52	49
Not sure	28	24	31	33
Refused	1	1	0	2
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Strongly/Somewhat agree (Net)	65	63	66	69
Strongly agree	18	17	19	16
Somewhat agree	47	45	47	53
Strongly/Somewhat disagree (Net)	34	36	33	30
Somewhat disagree	28	30	27	26
Strongly disagree	6	6	6	4
Refused	1	1	1	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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Noticed fraudulent charges on your credit or debit card	42	34	51	48
Had someone attempt to open a line of credit or apply for a loan using your name	15	18	13	7
Had someone attempt to receive a tax refund using your name	6	9	3	2

Table 72

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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base = Total Respondents				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Yes	42	34	51	48
No	50	55	43	47
Not Sure	8	10	5	5
Refused	1	1	1	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				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Yes	15	18	13	7
No	70	64	74	78
Not Sure	15	17	13	14
Refused	1	1	1	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				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Yes	6	9	3	2
No	83	77	88	91
Not Sure	10	13	8	6
Refused	1	1	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'				

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base = Total Respondents				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.	21	26	21	9
If you are concerned about your credit file, a fraud alert will prevent your credit file from being shared with potential creditors.	35	36	35	32
There are millions of Social Security numbers available for sale on the Internet for as low as \$3 each.	28	27	27	35
A credit freeze occurs when the credit bureau freezes your account because someone has tried to access your credit file illegally.	39	41	40	29
Purchasing ID theft monitoring services prevents thieves from stealing your identity.	22	29	16	12
A scan of the dark web will confirm whether your personal information has been stolen.	20	24	15	18
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.	65	58	73	73
To identity thieves, children's identities are just as valuable as adults'.	68	63	70	76
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				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.	44	41	42	60
If you are concerned about your credit file, a fraud alert will prevent your credit file from being shared with potential creditors.	22	22	21	23
There are millions of Social Security numbers available for sale on the Internet for as low as \$3 each.	10	14	6	3
A credit freeze occurs when the credit bureau freezes your account because someone has tried to access your credit file illegally.	22	24	15	29
Purchasing ID theft monitoring services prevents thieves from stealing your identity.	45	40	50	54
A scan of the dark web will confirm whether your personal information has been stolen.	23	27	19	20
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.	10	13	9	4
To identity thieves, children's identities are just as valuable as adults'.	8	12	5	3

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
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				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
True	21	26	21	9
False	44	41	42	60
Not Sure	34	33	37	30
Refused	1	1	0	1
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				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
True	35	36	35	32
False	22	22	21	23
Not Sure	42	41	44	43
Refused	1	1	0	3
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				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
True	28	27	27	35

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
False	10	14	6	3
Not Sure	61	58	67	60
Refused	1	1	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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
True	39	41	40	29
False	22	24	15	29
Not Sure	39	34	45	42
Refused	1	1	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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
True	22	29	16	12
False	45	40	50	54
Not Sure	32	31	35	32
Refused	1	1	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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
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	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
True	20	24	15	18
False	23	27	19	20
Not Sure	56	49	66	61
Refused	1	1	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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
True	65	58	73	73
False	10	13	9	4
Not Sure	24	27	18	21
Refused	1	1	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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
True	68	63	70	76
False	8	12	5	3
Not Sure	24	24	25	19
Refused	1	1	0	1
Total mentions	100	100	100	100

Table 85

DOV_SAFE. Safe

Base = Total Respondents

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
0	10	12	7	6
1	9	10	10	4
2	17	16	18	13
3	21	20	23	21
4	20	19	19	24
5	14	16	10	16
6	6	3	8	9
7	3	3	3	5
8	1	1	0	1
Total mentions	100	100	100	100

Table 86

Q20. Have you ever gotten a free annual credit report?

Base = Total Respondents

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Yes	59	54	66	59
No	41	45	34	40
Refused	1	1	0	1
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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Yes	15	18	12	10
No	85	81	88	89
Refused	1	1	0	1
Total mentions	100	100	100	100

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Table 88				
Q22. Have you ever removed or temporarily lifted the freeze on your credit? Base = Have ordered a security freeze on credit				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	88	42	26	20
Base Weighted	91	58	23	10
Base Effective	47	24	17	15
Yes	49	45	57	51
No	51	55	43	49
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				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Yes	54	61	50	39
No	46	38	50	61
Refused	0	1	0	0
Total mentions	100	100	100	100
Table 90				
D5. Which of the following best describes your current employment status? Base = Total Respondents				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Employed or self-employed full-time	48	58	51	13
Employed or self-employed part-time	13	15	10	10
Retired and not working at all	22	4	24	77
Unemployed and looking for work	8	14	2	0
Not in the labor force for some other reason	8	8	12	0
Refused	1	1	1	0
Total mentions	100	100	100	100
Table 91				

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
D6. Do you currently serve, or have you ever served, in the United States Military? Base = Total Respondents				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Yes	15	11	14	33
No	84	89	86	67
Refused	0	1	0	0
Total mentions	100	100	100	100

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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Liberal	17	19	15	15
Moderate	40	48	30	34
Conservative	40	31	48	51
Refused	3	2	6	1
Total mentions	100	100	100	100

Table 93
PPMARIT. Marital Status
Base = Total Respondents

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
MARRIED/LIVING WITH PARTNER (Net)	56	48	62	70
Married	48	34	60	70
Living with partner	8	15	2	0
Widowed	6	4	3	16
Divorced	11	5	20	10
Separated	2	2	2	0
Never married	25	39	12	3
Refused	0	1	0	0
Total mentions	100	100	100	100

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Table 94				
PPHHHEAD. Household Head				
Base = Total Respondents				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Yes	77	69	85	88
No	22	30	15	10
Refused	1	1	0	1
Total mentions	100	100	100	100
Table 95				
PPHHSIZE. Household Size				
Base = Total Respondents				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
1	24	22	24	32
MORE THAN ONE (NET)	75	77	76	68
2	32	19	43	49
3	15	16	17	11
4	14	21	8	4
5	7	10	5	4
6	4	5	3	0
7	1	2	1	0
8	0	0	0	0
9	0	1	0	0
10	0	1	0	0
11	0	0	0	0
16	1	2	0	0
Refused	0	1	0	0
Total mentions	100	100	100	100
Mean	2.82	3.35	2.38	2
Standard deviation	2.02	2.43	1.31	0.99
Standard error	0.08	0.15	0.09	0.08
Median	2	3	2	2
Table 96				
AGEGROUP. Age Group				
Base = Total Respondents				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
18-24	12	23	0	0
25-34	18	35	0	0
35-44	16	31	0	0
45-54	15	11	29	0
55-64	22	0	71	0
65-74	13	0	0	81
75 and over	3	0	0	19
Total mentions	100	100	100	100

Table 97
PPWORK. Current Employment Status
Base = Total Respondents

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
WORKING (NET)	64	74	66	27
Working - as a paid employee	53	61	57	19
Working - self-employed	11	14	10	8
NOT WORKING (NET)	36	25	34	73
Not working - on temporary layoff from a job	1	0	0	2
Not working - looking for work	8	13	2	1
Not working - retired	17	1	19	66
Not working - disabled	4	4	7	0
Not working - other	6	7	5	4
Refused	0	1	0	0
Total mentions	100	100	100	100

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

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
Owned or being bought by you or someone in your household	75	66	81	92
Rented for cash	22	30	17	7
Occupied without payment of cash rent	3	4	1	1
Refused	1	1	1	0
Total mentions	100	100	100	100

Table 99
PPHOUSE. Housing Type

	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base = Total Respondents				
	Louisiana	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	618	261	217	140
Base Weighted	618	323	194	100
Base Effective	359	153	141	89
A one-family house detached from any other house	74	68	81	80
A one-family house attached to one or more houses	5	6	2	5
A building with 2 or more apartments	10	14	6	4
A mobile home	10	11	9	9
Boat, RV, van, etc.	0	0	0	1
Refused	1	1	1	1
Total mentions	100	100	100	100