

Up for Grabs: Taking Charge of Your Digital Identity

AARP Maine 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+ Maine sample

	Maine	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				
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
English	100	100	100	100
Spanish	0	0	0	0
Total mentions	100	100	100	100
 Table 2				
QSTATE. In which state do you live?				
Base = Total Respondents				
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Maine	100	100	100	100
Total mentions	100	100	100	100
 Table 3				
PPREG4. Region 4 - Based on State of Residence				
Base = Total Respondents				
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Northeast	100	100	100	100
Midwest	0	0	0	0
South	0	0	0	0
West	0	0	0	0
Total mentions	100	100	100	100
 Table 4				
PPGENDER. Gender				
Base = Total Respondents				

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Male	47	48	42	51
Female	53	52	58	49
Total mentions	100	100	100	100

Table 5
PPAGE. Age
Base = Total Respondents

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
18-49 (Net)	44	100	0	0
18	2	5	0	0
19	2	4	0	0
20	0	0	0	0
21	2	4	0	0
22	0	1	0	0
23	0	1	0	0
24	1	1	0	0
25	1	3	0	0
26	2	4	0	0
27	2	4	0	0
28	2	4	0	0
29	2	4	0	0
30	1	2	0	0
31	1	2	0	0
32	2	5	0	0
33	2	4	0	0
34	1	3	0	0
35	1	1	0	0
36	1	3	0	0
37	3	8	0	0
38	2	5	0	0
39	0	1	0	0
40	1	2	0	0
41	1	3	0	0
42	2	4	0	0
43	1	3	0	0
44	1	3	0	0
45	1	3	0	0
46	2	4	0	0
47	1	2	0	0
48	1	3	0	0
49	2	5	0	0
50-64 (Net)	34	0	100	0
50	2	0	5	0

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
51	2	0	6	0
52	2	0	6	0
53	2	0	5	0
54	2	0	6	0
55	3	0	9	0
56	2	0	6	0
57	1	0	4	0
58	3	0	8	0
59	3	0	10	0
60	4	0	11	0
61	4	0	11	0
62	1	0	3	0
63	1	0	3	0
64	2	0	7	0
65+ (Net)	22	0	0	100
65	2	0	0	11
66	2	0	0	11
67	2	0	0	8
68	1	0	0	7
69	2	0	0	8
70	1	0	0	6
71	2	0	0	10
72	1	0	0	5
73	2	0	0	7
74	0	0	0	2
75	1	0	0	6
76	1	0	0	4
77	0	0	0	2
78	1	0	0	3
79	1	0	0	3
80	0	0	0	0
81	1	0	0	3
82	0	0	0	2
84	0	0	0	0
85	0	0	0	0
86	0	0	0	0
87	0	0	0	0
88	0	0	0	1
89	0	0	0	2
Total mentions	100	100	100	100
Mean	50.13	34.07	57.22	71.24
Std. Dev.	16.72	9.16	4.07	5.43
Std. Err.	0.68	0.58	0.29	0.42
Median	52	34	58	70
Table 6 PPETHM. Race / Ethnicity Base = Total Respondents				
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
White, non-Hispanic	95	92	97	98
ETHNIC (NET)	5	8	3	2
Black, Non-Hispanic	0	0	0	0
Other, non-Hispanic	1	1	2	1
Hispanic	3	5	1	1
2+ Races, Non-Hispanic	1	2	1	1
Total mentions	100	100	100	100

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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
SOME COLLEGE OR LESS (NET)	70	73	73	59
No formal education	0	1	0	0
1st, 2nd, 3rd, or 4th grade	0	0	0	0
5th or 6th grade	0	0	0	0
7th or 8th grade	1	2	1	0
9th grade	2	4	0	1
10th grade	0	1	0	1
11th grade	1	2	0	0
12th grade NO DIPLOMA	2	2	2	0
HIGH SCHOOL GRADUATE - high school DIPLOMA or the equivalent (GED)	32	33	33	30
Some college, no degree	17	17	20	13
Associate degree	14	12	16	14
GRADUATED COLLEGE OR MORE (NET)	30	27	27	41
Bachelor's degree	18	18	16	20
Master's degree	7	6	6	11
Professional or Doctorate degree	5	2	5	10
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 8
 PPINCIMP. Household Income
 Base = Total Respondents

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Under \$25K (Net)	16	22	13	8
Less than \$5,000	2	5	0	0
\$5,000 to \$7,499	1	2	0	0
\$7,500 to \$9,999	2	3	2	1
\$10,000 to \$12,499	3	2	4	1

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
\$12,500 to \$14,999	2	2	3	1
\$15,000 to \$19,999	3	5	1	1
\$20,000 to \$24,999	4	4	3	3
\$25K-\$49,999 (Net)	24	25	16	33
\$25,000 to \$29,999	4	5	2	7
\$30,000 to \$34,999	6	10	2	5
\$35,000 to \$39,999	6	5	4	11
\$40,000 to \$49,999	8	6	9	10
\$50K-\$74,999 (Net)	20	22	19	20
\$50,000 to \$59,999	10	10	9	11
\$60,000 to \$74,999	10	11	10	9
\$75K-\$99,999 (Net)	14	11	18	12
\$75,000 to \$84,999	7	5	10	5
\$85,000 to \$99,999	7	6	8	7
\$100K-\$149,999 (Net)	16	14	22	14
\$100,000 to \$124,999	10	5	16	11
\$125,000 to \$149,999	7	9	6	3
\$150K and over (Net)	10	7	12	13
\$150,000 to \$174,999	2	0	3	2
\$175,000 to \$199,999	5	5	2	9
\$200,000 to \$249,999	2	1	3	1
\$250,000 or more	2	1	4	1
\$25K-\$39,999 (Net)	16	19	7	22
\$40K-\$74,999 (Net)	28	27	27	30
Refused	0	0	0	0
Total mentions	100	100	100	100
Mean (in thousands)	75.61	65.33	87.53	78.05
Std. Dev.	57.31	52.72	62	55.32
Std. Err.	2.33	3.35	4.46	4.28
Median (in thousands)	55.53	48	69.72	53.21

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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Never	0	0	0	0
Less than once a month	2	4	1	0
Once a month	1	1	1	0
Several times a month	3	4	0	4
Several times a week	6	3	9	7
Every day	88	88	89	89
Don't Know	0	0	0	0
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 10

	Age	Age	Age	
	18 - 49	50 - 64	65+	
Q1. Which of the following devices do you use to access the Internet? Base = Total Respondents	Maine			
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Smartphone like an iPhone, Android, Blackberry, or Windows phone	68	86	69	32
Laptop computer	57	59	58	49
Desktop computer	44	39	46	49
Tablet, such as an iPad, Kindle, or Android tablet	46	47	49	38
TV or SmartTV	15	26	10	2
Some other type of device	2	3	0	1
Refused	0	0	0	0
Total mentions	231	261	232	171

Table 11

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

	Age	Age	Age	
	18 - 49	50 - 64	65+	
Q3. With which of the following social media sites do you have an account? - Summary of 'Yes' Base = Total Respondents	Maine			
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Facebook	80	89	77	68
Instagram	32	53	20	6
Twitter	28	41	20	13
LinkedIn	24	29	21	19
Other social media sites not listed	19	33	9	5

Table 12

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

	Age	Age	Age	
	18 - 49	50 - 64	65+	
Q3. With which of the following social media sites do you have an account? - Facebook Base = Total Respondents	Maine			
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Yes	80	89	77	68
No	19	11	22	28
Refused	1	0	1	4
Total mentions	100	100	100	100

	Age 18 - 49	Age 50 - 64	Age 65+
Table 13			
Q3. With which of the following social media sites do you have an account? - Instagram Base = Total Respondents			
	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	247	193	167
Base Weighted	268	204	135
Base Effective	132	109	98
Yes	53	20	6
No	44	71	83
Refused	2	9	11
Total mentions	100	100	100
Table 14			
Q3. With which of the following social media sites do you have an account? - Twitter Base = Total Respondents			
	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	247	193	167
Base Weighted	268	204	135
Base Effective	132	109	98
Yes	41	20	13
No	54	71	78
Refused	5	9	9
Total mentions	100	100	100
Table 15			
Q3. With which of the following social media sites do you have an account? - LinkedIn Base = Total Respondents			
	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	247	193	167
Base Weighted	268	204	135
Base Effective	132	109	98
Yes	29	21	19
No	64	71	71
Refused	8	8	10
Total mentions	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			

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Yes	19	33	9	5
No	67	54	76	81
Refused	14	13	15	13
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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	504	226	158	120
Base Weighted	487	238	157	92
Base Effective	272	119	91	67
Changed any of the privacy settings on your account from the default settings	67	80	67	31
Posted a status update on your account	69	84	61	44
Checked-in to show a place or location that you were visiting, for example a restaurant, store, or city	45	50	49	24
Posted photos	82	91	78	65
Made your birthdate visible to others on your account	68	77	61	55
Commented on public Facebook groups that you follow	64	73	65	39
Used your Facebook account to log in to other accounts	47	57	42	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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	504	226	158	120
Base Weighted	487	238	157	92
Base Effective	272	119	91	67
Yes	67	80	67	31
No	28	16	28	61
Not Sure	5	4	5	8
Total mentions	100	100	100	100

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
<p>Table 19</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. - Posted a status update on your account</p> <p>Base = Have Facebook account</p>				
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	504	226	158	120
Base Weighted	487	238	157	92
Base Effective	272	119	91	67
Yes	69	84	61	44
No	29	14	38	55
Not Sure	2	2	1	0
Total mentions	100	100	100	100
<p>Table 20</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. - Checked-in to show a place or location that you were visiting, for example a restaurant, store, or city</p> <p>Base = Have Facebook account</p>				
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	504	226	158	120
Base Weighted	487	238	157	92
Base Effective	272	119	91	67
Yes	45	50	49	24
No	52	46	49	73
Not Sure	3	4	1	3
Total mentions	100	100	100	100
<p>Table 21</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. - Posted photos</p> <p>Base = Have Facebook account</p>				
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	504	226	158	120
Base Weighted	487	238	157	92
Base Effective	272	119	91	67
Yes	82	91	78	65

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
No	17	7	21	33
Not Sure	1	2	1	1
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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	504	226	158	120
Base Weighted	487	238	157	92
Base Effective	272	119	91	67
Yes	68	77	61	55
No	27	19	31	41
Not Sure	6	4	8	4
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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	504	226	158	120
Base Weighted	487	238	157	92
Base Effective	272	119	91	67
Yes	64	73	65	39
No	32	21	30	60
Not Sure	4	5	5	1
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

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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	504	226	158	120
Base Weighted	487	238	157	92
Base Effective	272	119	91	67
Yes	47	57	42	31
No	48	39	52	66
Not Sure	5	4	6	3
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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	415	212	126	77
Base Weighted	399	217	122	60
Base Effective	227	112	74	44
Posted photos of yourself	80	89	70	70
Posted your vacation photos while on vacation	57	61	57	40

Table 26

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

Base = Posted photos on Facebook account

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	415	212	126	77
Base Weighted	399	217	122	60
Base Effective	227	112	74	44
Yes	80	89	70	70
No	19	11	28	30
Not Sure	1	1	3	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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	415	212	126	77
Base Weighted	399	217	122	60
Base Effective	227	112	74	44
Yes	57	61	57	40
No	39	34	40	56

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Not Sure	4	4	3	4
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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	472	223	144	105
Base Weighted	450	227	141	82
Base Effective	257	118	83	59
Yes	43	42	40	51
No	46	52	48	27
Not sure	11	7	12	22
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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
None	16	13	19	18
Some	36	37	34	38
All	42	45	40	41
Not applicable - I do not have any bank accounts	5	5	6	2
Refused	1	1	1	1
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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	466	197	146	123
Base Weighted	474	219	150	106
Base Effective	254	104	83	71
Never	1	1	1	2
Less than once a month	5	3	5	8

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Once a month	7	8	5	9
Several times a month	25	29	24	18
Several times a week	38	38	38	40
Everyday	23	21	27	24
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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	466	197	146	123
Base Weighted	474	219	150	106
Base Effective	254	104	83	71
Never	7	4	7	11
Less than once a month	10	11	8	12
Once a month	15	16	14	15
Several times a month	28	27	33	25
Several times a week	23	22	26	20
Everyday	13	16	8	15
Not applicable - I only have one account	4	5	4	2
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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
0	19	29	15	3
1-2	38	38	35	43
3-4	21	20	20	23
5+	21	11	28	31
Refused	2	2	2	1
Total mentions	100	100	100	100
Mean	2.84	2.01	3.42	3.62
Standard Deviation	2.95	2.45	3.3	2.93
Standard Error	0.12	0.16	0.24	0.23
Median	2	1	2	3

	Age 18 - 49	Age 50 - 64	Age 65+
Table 33			
Q10. Focusing specifically on the credit cards that you use frequently, how many of these credit cards have you set up online access to?			
Base = Actively using credit cards			
	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	169	160	160
Base Weighted	185	169	131
Base Effective	89	91	93
None of them	7	20	21
Some of them	17	20	30
All of them	75	61	49
Refused	1	0	1
Total mentions	100	100	100

	Age 18 - 49	Age 50 - 64	Age 65+
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			
	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	150	129	123
Base Weighted	170	136	102
Base Effective	79	73	70
Never	1	2	2
Less than once a month	6	6	11
Once a month	22	23	25
Several times a month	34	42	37
Several times a week	19	21	15
Everyday	17	6	10
Refused	0	0	0
Total mentions	100	100	100

	Age 18 - 49	Age 50 - 64	Age 65+
Table 35			
Q12. Now, thinking about other credit cards that you may have but rarely use-generally, how often do you monitor those accounts online?			
Base = Actively using credit cards and have online access to monitor			
	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	150	129	123
Base Weighted	170	136	102
Base Effective	79	73	70
Never	13	16	24
Less than once a month	13	28	30
Once a month	20	22	19
Several times a month	23	13	8
Several times a week	11	11	3

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Everyday	6	9	3	4
Not applicable - I don't have any credit cards that I rarely use	8	6	8	12
Refused	2	4	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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	369	133	115	121
Base Weighted	353	150	115	89
Base Effective	200	72	66	71
I don't trust the Internet	42	32	49	47
I am afraid that my personal information will get stolen	58	51	67	59
I feel safer without an online account	47	30	60	59
I am not tech-savvy	25	20	20	38
It is too much work to set up the account	28	26	30	29
I can't remember all of the passwords	31	30	27	38
I don't have time to set up online access for them	22	23	20	21
It is easier to monitor the paper statements	54	30	71	72
I don't use those accounts very often	54	52	56	55

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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	369	133	115	121
Base Weighted	353	150	115	89
Base Effective	200	72	66	71
Yes	42	32	49	47
No	56	66	47	49
Refused	3	2	4	4
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

	Age 18 - 49	Age 50 - 64	Age 65+
Base = Has some/does not have online access to bank or credit card accounts			
	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	133	115	121
Base Weighted	150	115	89
Base Effective	72	66	71
Yes	51	67	59
No	45	30	36
Refused	4	3	4
Total mentions	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

	Age 18 - 49	Age 50 - 64	Age 65+
Base = Has some/does not have online access to bank or credit card accounts			
	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	133	115	121
Base Weighted	150	115	89
Base Effective	72	66	71
Yes	30	60	59
No	65	35	38
Refused	5	5	3
Total mentions	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

	Age 18 - 49	Age 50 - 64	Age 65+
Base = Has some/does not have online access to bank or credit card accounts			
	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	133	115	121
Base Weighted	150	115	89
Base Effective	72	66	71
Yes	20	20	38
No	74	74	57
Refused	6	6	5
Total mentions	100	100	100

Table 41

	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			
	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	369	115	121
Base Weighted	353	115	89
Base Effective	200	66	71
Yes	28	30	29
No	67	66	66
Refused	5	4	6
Total mentions	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

	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			
	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	369	115	121
Base Weighted	353	115	89
Base Effective	200	66	71
Yes	31	27	38
No	64	68	55
Refused	5	5	7
Total mentions	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

	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			
	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	369	115	121
Base Weighted	353	115	89
Base Effective	200	66	71
Yes	22	20	21
No	72	76	69
Refused	7	4	10
Total mentions	100	100	100

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
<p>Table 44</p> <p>Q13a_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - It is easier to monitor the paper statements</p> <p>Base = Has some/does not have online access to bank or credit card accounts</p>				
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	369	133	115	121
Base Weighted	353	150	115	89
Base Effective	200	72	66	71
Yes	54	30	71	72
No	41	64	25	22
Refused	5	6	4	5
Total mentions	100	100	100	100
<p>Table 45</p> <p>Q13a_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - I don't use those accounts very often</p> <p>Base = Has some/does not have online access to bank or credit card accounts</p>				
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	369	133	115	121
Base Weighted	353	150	115	89
Base Effective	200	72	66	71
Yes	54	52	56	55
No	42	44	42	40
Refused	4	4	2	5
Total mentions	100	100	100	100
<p>Table 46</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? - Summary of 'Yes'</p> <p>Base = Has online access to some of their bank or credit card accounts</p>				
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	283	105	82	96
Base Weighted	276	123	82	71
Base Effective	152	57	47	55
I don't trust the Internet	38	31	48	39

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
I am afraid that my personal information will get stolen	52	48	58	52
I feel safer without an online account	38	25	48	51
I am not tech-savvy	24	23	16	34
It is too much work to set up the account	29	29	30	25
I can't remember all of the passwords	29	29	22	35
I don't have time to set up online access for them	24	28	20	21
It is easier to monitor the paper statements	51	28	70	71
I don't use those accounts very often	60	55	64	63

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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	283	105	82	96
Base Weighted	276	123	82	71
Base Effective	152	57	47	55
Yes	38	31	48	39
No	59	67	48	57
Refused	3	2	4	4
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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	283	105	82	96
Base Weighted	276	123	82	71
Base Effective	152	57	47	55
Yes	52	48	58	52
No	45	50	39	44
Refused	3	2	3	5
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

	Age	Age	Age	
	18 - 49	50 - 64	65+	
	Age	Age	Age	
	18 - 49	50 - 64	65+	
Base Unweighted	283	105	82	96
Base Weighted	276	123	82	71
Base Effective	152	57	47	55
Yes	38	25	48	51
No	57	72	46	45
Refused	4	3	6	4
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

	Age	Age	Age	
	18 - 49	50 - 64	65+	
	Age	Age	Age	
	18 - 49	50 - 64	65+	
Base Unweighted	283	105	82	96
Base Weighted	276	123	82	71
Base Effective	152	57	47	55
Yes	24	23	16	34
No	72	74	78	62
Refused	5	4	6	4
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

	Age	Age	Age	
	18 - 49	50 - 64	65+	
	Age	Age	Age	
	18 - 49	50 - 64	65+	
Base Unweighted	283	105	82	96
Base Weighted	276	123	82	71
Base Effective	152	57	47	55
Yes	29	29	30	25
No	68	67	66	70
Refused	4	3	4	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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	283	105	82	96
Base Weighted	276	123	82	71
Base Effective	152	57	47	55
Yes	29	29	22	35
No	68	68	73	60
Refused	4	2	5	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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	283	105	82	96
Base Weighted	276	123	82	71
Base Effective	152	57	47	55
Yes	24	28	20	21
No	71	67	76	70
Refused	5	5	4	8
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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	283	105	82	96
Base Weighted	276	123	82	71
Base Effective	152	57	47	55
Yes	51	28	70	71
No	44	68	26	25
Refused	4	4	4	4
Total mentions	100	100	100	100

Table 55

	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			
	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	283	105	82
Base Weighted	276	123	82
Base Effective	152	57	47
Yes	60	55	64
No	39	44	36
Refused	1	1	1
Total mentions	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

	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	86	28	33
Base Weighted	77	27	33
Base Effective	49	15	19
I don't trust the Internet	54	40	52
I am afraid that my personal information will get stolen	82	66	91
I feel safer without an online account	77	53	90
I am not tech-savvy	29	8	32
It is too much work to set up the account	26	12	29
I can't remember all of the passwords	40	33	40
I don't have time to set up online access for them	13	1	20
It is easier to monitor the paper statements	63	39	74
I don't use those accounts very often	33	38	36
			21

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

	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	86	28	33
Base Weighted	77	27	33
Base Effective	49	15	19

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Yes	54	40	52	77
No	44	60	44	21
Refused	2	0	4	2
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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	86	28	33	25
Base Weighted	77	27	33	17
Base Effective	49	15	19	17
Yes	82	66	91	90
No	12	19	8	8
Refused	6	16	1	2
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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	86	28	33	25
Base Weighted	77	27	33	17
Base Effective	49	15	19	17
Yes	77	53	90	92
No	16	32	8	8
Refused	6	16	2	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

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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	86	28	33	25
Base Weighted	77	27	33	17
Base Effective	49	15	19	17
Yes	29	8	32	55
No	62	76	64	36
Refused	9	16	4	9
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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	86	28	33	25
Base Weighted	77	27	33	17
Base Effective	49	15	19	17
Yes	26	12	29	41
No	64	72	65	49
Refused	10	16	5	10
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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	86	28	33	25
Base Weighted	77	27	33	17
Base Effective	49	15	19	17
Yes	40	33	40	52
No	49	51	55	36
Refused	10	16	4	12
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

	Age	Age	Age
--	-----	-----	-----

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
	Maine	18 - 49	50 - 64	65+
Base Unweighted	86	28	33	25
Base Weighted	77	27	33	17
Base Effective	49	15	19	17
Yes	13	1	20	19
No	76	84	75	65
Refused	11	16	5	16
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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	86	28	33	25
Base Weighted	77	27	33	17
Base Effective	49	15	19	17
Yes	63	39	74	77
No	27	45	20	11
Refused	11	16	5	12
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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	86	28	33	25
Base Weighted	77	27	33	17
Base Effective	49	15	19	17
Yes	33	38	36	21
No	56	46	59	65
Refused	11	16	5	15
Total mentions	100	100	100	100

Table 66

DOV_FEAR. Fear

Base = Total Answering

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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	254	86	84	84
Base Weighted	233	85	87	61
Base Effective	142	45	53	49
1	63	57	65	67
2	88	89	89	85
3	71	52	79	85
Total mentions	222	199	234	237

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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Yes	47	57	41	36
No	44	35	51	51
Not sure	8	7	8	11
Refused	0	0	0	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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Less secure	39	29	47	49
About as secure	45	53	35	43
More secure	15	17	18	9
Refused	0	1	0	0
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

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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Yes	30	33	33	21
No	49	50	44	53
Not sure	20	17	22	26
Refused	0	0	1	0
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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Strongly/Somewhat agree (Net)	63	64	61	66
Strongly agree	14	15	13	13
Somewhat agree	50	50	47	53
Strongly/Somewhat disagree (Net)	36	35	39	33
Somewhat disagree	27	23	33	27
Strongly disagree	9	12	7	6
Refused	1	1	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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Noticed fraudulent charges on your credit or debit card	47	46	51	44
Had someone attempt to open a line of credit or apply for a loan using your name	8	13	6	3
Had someone attempt to receive a tax refund using your name	4	4	6	1

Table 72

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

Base = Total Respondents

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Yes	47	46	51	44
No	48	47	47	54
Not Sure	4	7	2	1
Refused	1	1	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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Yes	8	13	6	3
No	80	75	80	90
Not Sure	10	10	14	6
Refused	1	2	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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Yes	4	4	6	1
No	87	83	86	97
Not Sure	8	11	8	1
Refused	1	2	0	1
Total mentions	100	100	100	100

Table 75

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

	Age	Age	Age	
	18 - 49	50 - 64	65+	
	Age	Age	Age	
	18 - 49	50 - 64	65+	
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.	20	22	20	15
If you are concerned about your credit file, a fraud alert will prevent your credit file from being shared with potential creditors.	35	35	38	32
There are millions of Social Security numbers available for sale on the Internet for as low as \$3 each.	33	27	36	38
A credit freeze occurs when the credit bureau freezes your account because someone has tried to access your credit file illegally.	41	43	43	36
Purchasing ID theft monitoring services prevents thieves from stealing your identity.	17	19	16	13
A scan of the dark web will confirm whether your personal information has been stolen.	23	27	25	12
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.	75	66	83	81
To identity thieves, children's identities are just as valuable as adults'.	73	66	81	73
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				
	Age	Age	Age	
	18 - 49	50 - 64	65+	
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.	52	47	57	54
If you are concerned about your credit file, a fraud alert will prevent your credit file from being shared with potential creditors.	24	23	27	23
There are millions of Social Security numbers available for sale on the Internet for as low as \$3 each.	7	10	6	1
A credit freeze occurs when the credit bureau freezes your account because someone has tried to access your credit file illegally.	25	22	23	31
Purchasing ID theft monitoring services prevents thieves from stealing your identity.	53	51	59	50
A scan of the dark web will confirm whether your personal information has been stolen.	22	20	25	21
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.	6	11	3	2
To identity thieves, children's identities are just as valuable as adults'.	5	8	3	3
Table 77				

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
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				
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
True	20	22	20	15
False	52	47	57	54
Not Sure	27	29	23	31
Refused	1	2	0	0
Total mentions	100	100	100	100

Table 78

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

Base = Total Respondents

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
True	35	35	38	32
False	24	23	27	23
Not Sure	39	40	34	46
Refused	1	2	0	0
Total mentions	100	100	100	100

Table 79

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

Base = Total Respondents

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
True	33	27	36	38
False	7	10	6	1
Not Sure	60	61	58	60

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Refused	1	2	0	0
Total mentions	100	100	100	100

Table 80

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

Base = Total Respondents

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
True	41	43	43	36
False	25	22	23	31
Not Sure	34	34	34	33
Refused	0	1	0	0
Total mentions	100	100	100	100

Table 81

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

Base = Total Respondents

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
True	17	19	16	13
False	53	51	59	50
Not Sure	30	29	26	37
Refused	0	1	0	0
Total mentions	100	100	100	100

Table 82

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

Base = Total Respondents

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
True	23	27	25	12
False	22	20	25	21
Not Sure	54	51	50	67
Refused	1	2	0	0
Total mentions	100	100	100	100

Table 83

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

Base = Total Respondents

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
True	75	66	83	81
False	6	11	3	2
Not Sure	18	22	14	17
Refused	0	1	0	0
Total mentions	100	100	100	100

Table 84

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

Base = Total Respondents

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
True	73	66	81	73
False	5	8	3	3
Not Sure	21	24	15	24
Refused	1	2	0	0
Total mentions	100	100	100	100

Table 85

DOV_SAFE. Safe

Base = Total Respondents

Age	Age	Age
-----	-----	-----

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
	Maine	18 - 49	50 - 64	65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
0	8	11	3	7
1	7	7	5	10
2	14	17	11	12
3	22	23	24	16
4	19	15	22	21
5	14	13	16	12
6	8	6	8	12
7	7	5	9	8
8	2	2	2	2
Total mentions	100	100	100	100

Table 86

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

Base = Total Respondents

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Yes	70	60	77	78
No	29	40	21	21
Refused	1	1	1	0
Total mentions	100	100	100	100

Table 87

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

Base = Total Respondents

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Yes	22	21	25	23
No	77	79	74	77
Refused	1	1	1	1
Total mentions	100	100	100	100

Table 88

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Q22. Have you ever removed or temporarily lifted the freeze on your credit? Base = Have ordered a security freeze on credit				
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	121	38	43	40
Base Weighted	136	55	50	31
Base Effective	73	24	28	26
Yes	58	73	58	33
No	42	27	42	67
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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Yes	53	63	51	37
No	46	36	49	62
Refused	1	1	0	1
Total mentions	100	100	100	100

Table 90

D5. Which of the following best describes your current employment status?

Base = Total Respondents

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Employed or self-employed full-time	43	51	57	8
Employed or self-employed part-time	15	19	13	11
Retired and not working at all	22	0	11	80
Unemployed and looking for work	7	13	2	0
Not in the labor force for some other reason	12	15	16	0
Refused	0	1	0	0
Total mentions	100	100	100	100

Table 91

	Age	Age	Age
	18 - 49	50 - 64	65+
D6. Do you currently serve, or have you ever served, in the United States Military? Base = Total Respondents			
	Age	Age	Age
	18 - 49	50 - 64	65+
Base Unweighted	607	247	193
Base Weighted	607	268	204
Base Effective	331	132	109
Yes	13	14	7
No	87	85	93
Refused	0	1	0
Total mentions	100	100	100

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

	Age	Age	Age
	18 - 49	50 - 64	65+
	Age	Age	Age
	18 - 49	50 - 64	65+
Base Unweighted	607	247	193
Base Weighted	607	268	204
Base Effective	331	132	109
Liberal	21	20	19
Moderate	46	51	49
Conservative	31	27	31
Refused	1	2	1
Total mentions	100	100	100

Table 93
PPMARIT. Marital Status
Base = Total Respondents

	Age	Age	Age
	18 - 49	50 - 64	65+
	Age	Age	Age
	18 - 49	50 - 64	65+
Base Unweighted	607	247	193
Base Weighted	607	268	204
Base Effective	331	132	109
MARRIED/LIVING WITH PARTNER (Net)	64	60	62
Married	58	48	61
Living with partner	6	12	1
Widowed	4	3	3
Divorced	15	10	26
Separated	1	2	0
Never married	15	26	7
Refused	0	0	1
Total mentions	100	100	100

	Age	Age	Age
	18 - 49	50 - 64	65+
Table 94			
PPHHHEAD. Household Head			
Base = Total Respondents			
	Age	Age	Age
	18 - 49	50 - 64	65+
Base Unweighted	607	247	193
Base Weighted	607	268	204
Base Effective	331	132	109
Yes	85	79	89
No	14	21	11
Refused	1	1	1
Total mentions	100	100	100
Table 95			
PPHHSIZE. Household Size			
Base = Total Respondents			
	Age	Age	Age
	18 - 49	50 - 64	65+
Base Unweighted	607	247	193
Base Weighted	607	268	204
Base Effective	331	132	109
1	20	13	27
MORE THAN ONE (NET)	80	86	73
2	41	29	44
3	16	20	14
4	13	21	11
5	4	9	1
6	2	3	2
7	1	3	0
8	0	1	0
10	1	0	0
Refused	0	1	0
Total mentions	100	100	100
Mean	2.59	3.1	2.23
Standard deviation	1.47	1.53	1.14
Standard error	0.06	0.1	0.08
Median	2	3	2
Table 96			
AGEGROUP. Age Group			
Base = Total Respondents			
	Age	Age	Age
	18 - 49	50 - 64	65+
Base Unweighted	607	247	193
Base Weighted	607	268	204
Base Effective	331	132	109

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
18-24	7	16	0	0
25-34	15	35	0	0
35-44	15	33	0	0
45-54	17	16	28	0
55-64	24	0	72	0
65-74	17	0	0	75
75 and over	6	0	0	25
Total mentions	100	100	100	100

Table 97
PPWORK. Current Employment Status
Base = Total Respondents

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
WORKING (NET)	62	72	72	25
Working - as a paid employee	54	62	66	22
Working - self-employed	7	10	6	3
NOT WORKING (NET)	38	28	27	75
Not working - on temporary layoff from a job	1	2	0	0
Not working - looking for work	5	9	3	1
Not working - retired	21	1	12	74
Not working - disabled	7	10	7	0
Not working - other	4	5	5	0
Refused	0	0	0	0
Total mentions	100	100	100	100

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

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
Owned or being bought by you or someone in your household	71	57	78	88
Rented for cash	25	38	18	9
Occupied without payment of cash rent	4	4	4	4
Refused	0	1	0	0
Total mentions	100	100	100	100

Table 99
PPHOUSE. Housing Type
Base = Total Respondents

	Maine	Age 18 - 49	Age 50 - 64	Age 65+
	Maine	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	247	193	167
Base Weighted	607	268	204	135
Base Effective	331	132	109	98
A one-family house detached from any other house	69	57	78	77
A one-family house attached to one or more houses	5	6	2	8
A building with 2 or more apartments	17	26	12	8
A mobile home	6	6	7	6
Boat, RV, van, etc.	1	2	0	0
Refused	2	3	1	0
Total mentions	100	100	100	100