

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

AARP Massachusetts 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+ Massachusetts sample

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
<b>Table 1</b>				
S02. Would you like to conduct this interview in English or in Spanish?				
Base = Total Respondents				
	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
English	99	100	97	99
Spanish	1	0	3	1
Total mentions	100	100	100	100
 <b>Table 2</b>				
QSTATE. In which state do you live?				
Base = Total Respondents				
	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Massachusetts	100	100	100	100
Total mentions	100	100	100	100
 <b>Table 3</b>				
PPREG4. Region 4 - Based on State of Residence				
Base = Total Respondents				
	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
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
 <b>Table 4</b>				
PPGENDER. Gender				
Base = Total Respondents				

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Male	47	47	46	46
Female	53	53	54	54
Total mentions	100	100	100	100

Table 5  
PPAGE. Age  
Base = Total Respondents

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
18-49 (Net)	48	100	0	0
18	1	2	0	0
19	2	5	0	0
20	1	3	0	0
21	0	1	0	0
22	0	1	0	0
23	1	2	0	0
24	1	2	0	0
25	1	1	0	0
26	2	4	0	0
27	2	5	0	0
28	2	5	0	0
29	2	5	0	0
30	1	2	0	0
31	1	3	0	0
32	1	3	0	0
33	2	5	0	0
34	2	4	0	0
35	2	4	0	0
36	3	5	0	0
37	1	2	0	0
38	2	5	0	0
39	1	2	0	0
40	2	5	0	0
41	2	3	0	0
42	1	2	0	0
43	2	4	0	0
44	1	3	0	0
45	0	1	0	0
46	0	1	0	0
47	3	5	0	0
48	3	6	0	0
49	1	2	0	0
50-64 (Net)	31	0	100	0
50	2	0	6	0
51	1	0	2	0
52	2	0	8	0

53	2	0	8	0
54	2	0	6	0
55	3	0	9	0
56	2	0	6	0
57	3	0	9	0
58	2	0	6	0
59	3	0	10	0
60	2	0	6	0
61	2	0	8	0
62	2	0	6	0
63	2	0	6	0
64	2	0	5	0
65+ (Net)	21	0	0	100
65	2	0	0	11
66	2	0	0	11
67	1	0	0	5
68	2	0	0	7
69	1	0	0	7
70	1	0	0	6
71	1	0	0	6
72	1	0	0	5
73	1	0	0	5
74	1	0	0	3
75	1	0	0	5
76	1	0	0	5
77	1	0	0	3
78	0	0	0	2
79	0	0	0	2
80	1	0	0	4
81	0	0	0	2
82	1	0	0	3
83	0	0	0	2
84	0	0	0	2
85	0	0	0	1
86	0	0	0	1
87	0	0	0	0
88	0	0	0	0
90	0	0	0	0
92	0	0	0	0
99	0	0	0	1
Total mentions	100	100	100	100
Mean	49.29	34.38	57.05	72.35
Std. Dev.	16.96	8.76	4.05	6.32
Std. Err.	0.68	0.65	0.28	0.42
Median	50	35	57	71
Table 6				
PPETHM. Race / Ethnicity				
Base = Total Respondents				
	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
White, non-Hispanic	77	66	82	95

ETHNIC (NET)	23	34	18	5
Black, Non-Hispanic	6	7	6	2
Other, non-Hispanic	7	12	3	1
Hispanic	9	15	5	1
2+ Races, Non-Hispanic	2	1	3	1
Total mentions	100	100	100	100

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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
SOME COLLEGE OR LESS (NET)	57	51	65	59
No formal education	0	0	0	0
1st, 2nd, 3rd, or 4th grade	1	2	0	0
5th or 6th grade	0	0	0	0
7th or 8th grade	0	0	0	0
9th grade	1	2	1	1
10th grade	0	0	0	0
11th grade	0	1	0	0
12th grade NO DIPLOMA	0	0	0	1
HIGH SCHOOL GRADUATE - high school DIPLOMA or the equivalent (GED)	29	25	31	35
Some college, no degree	17	17	18	15
Associate degree	8	5	15	7
GRADUATED COLLEGE OR MORE (NET)	43	49	35	41
Bachelor's degree	23	28	19	18
Master's degree	13	15	10	15
Professional or Doctorate degree	6	5	6	9
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 8  
 PPINCIMP. Household Income  
 Base = Total Respondents

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Under \$25K (Net)	12	11	14	10
Less than \$5,000	2	2	0	2
\$5,000 to \$7,499	1	3	0	0
\$7,500 to \$9,999	1	1	1	1
\$10,000 to \$12,499	2	3	1	1
\$12,500 to \$14,999	1	1	1	0
\$15,000 to \$19,999	2	0	5	2
\$20,000 to \$24,999	3	1	6	3

\$25K-\$49,999 (Net)	15	18	9	18
\$25,000 to \$29,999	3	4	0	5
\$30,000 to \$34,999	3	4	2	3
\$35,000 to \$39,999	3	3	3	3
\$40,000 to \$49,999	6	6	4	7
\$50K-\$74,999 (Net)	15	13	15	18
\$50,000 to \$59,999	7	6	5	10
\$60,000 to \$74,999	8	7	9	8
\$75K-\$99,999 (Net)	14	13	11	23
\$75,000 to \$84,999	6	6	4	11
\$85,000 to \$99,999	8	7	7	12
\$100K-\$149,999 (Net)	21	18	29	14
\$100,000 to \$124,999	12	11	17	7
\$125,000 to \$149,999	9	7	12	7
\$150K and over (Net)	23	27	22	18
\$150,000 to \$174,999	5	6	5	5
\$175,000 to \$199,999	6	8	6	4
\$200,000 to \$249,999	5	6	5	6
\$250,000 or more	6	8	7	3
\$25K-\$39,999 (Net)	9	11	5	11
\$40K-\$74,999 (Net)	20	19	18	25
Refused	0	0	0	0
Total mentions	100	100	100	100
Mean (in thousands)	103.97	106.48	107.91	92.37
Std. Dev.	73.28	77.35	71.37	65.3
Std. Err.	2.94	5.7	4.98	4.3
Median (in thousands)	82.14	82.71	93.8	71.8

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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Never	0	0	0	0
Less than once a month	1	1	0	0
Once a month	0	0	0	0
Several times a month	4	5	3	2
Several times a week	8	5	9	12
Every day	88	89	88	85
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

	Massachusetts	18 - 49	50 - 64	65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Smartphone like an iPhone, Android, Blackberry, or Windows phone	77	93	74	44
Laptop computer	60	65	61	48
Desktop computer	46	34	59	54
Tablet, such as an iPad, Kindle, or Android tablet	39	38	42	37
TV or SmartTV	15	21	10	6
Some other type of device	1	1	1	0
Refused	0	0	0	0
Total mentions	237	252	247	189

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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Facebook	74	80	70	65
Instagram	34	51	23	10
Twitter	32	43	27	14
LinkedIn	38	44	40	21
Other social media sites not listed	18	28	12	5

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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Yes	74	80	70	65
No	25	19	27	34
Refused	2	1	3	1
Total mentions	100	100	100	100

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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
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Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Yes	34	51	23	10
No	58	45	64	78
Refused	8	4	13	12
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Yes	32	43	27	14
No	59	51	62	76
Refused	9	7	12	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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Yes	38	44	40	21
No	55	50	52	71
Refused	7	7	8	9
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Yes	18	28	12	5
No	68	60	71	79



Refused	15	12	17	17
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				
	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	451	156	144	151
Base Weighted	457	239	134	84
Base Effective	242	98	87	96
Changed any of the privacy settings on your account from the default settings	59	69	56	37
Posted a status update on your account	65	76	65	32
Checked-in to show a place or location that you were visiting, for example a restaurant, store, or city	44	53	46	18
Posted photos	77	84	75	63
Made your birthdate visible to others on your account	59	70	50	43
Commented on public Facebook groups that you follow	53	54	59	39
Used your Facebook account to log in to other accounts	47	56	40	34
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				
	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	451	156	144	151
Base Weighted	457	239	134	84
Base Effective	242	98	87	96
Yes	59	69	56	37
No	28	19	32	47
Not Sure	13	12	12	16
Total mentions	100	100	100	100
Table 19				
Q4a. Now, we are going to ask you a few questions specifically about the kinds of activities you perform on Facebook. For each activity listed, please indicate whether you have performed that activity on your Facebook account. - Posted a status update on your account				
Base = Have Facebook account				
	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+

Base Unweighted	451	156	144	151
Base Weighted	457	239	134	84
Base Effective	242	98	87	96
Yes	65	76	65	32
No	34	24	34	63
Not Sure	2	1	1	5
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	451	156	144	151
Base Weighted	457	239	134	84
Base Effective	242	98	87	96
Yes	44	53	46	18
No	54	46	53	78
Not Sure	2	2	1	4
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	451	156	144	151
Base Weighted	457	239	134	84
Base Effective	242	98	87	96
Yes	77	84	75	63
No	22	15	25	36
Not Sure	1	1	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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	451	156	144	151
Base Weighted	457	239	134	84
Base Effective	242	98	87	96
Yes	59	70	50	43
No	36	27	41	52
Not Sure	5	3	9	5
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	451	156	144	151
Base Weighted	457	239	134	84
Base Effective	242	98	87	96
Yes	53	54	59	39
No	43	41	39	54
Not Sure	5	5	2	8
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	451	156	144	151
Base Weighted	457	239	134	84
Base Effective	242	98	87	96
Yes	47	56	40	34
No	47	42	48	60
Not Sure	6	2	12	6
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	336	132	109	95
Base Weighted	354	200	100	53
Base Effective	185	83	69	58
Posted photos of yourself	82	91	70	65
Posted your vacation photos while on vacation	56	66	47	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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	336	132	109	95
Base Weighted	354	200	100	53
Base Effective	185	83	69	58
Yes	82	91	70	65
No	17	8	26	32
Not Sure	2	0	4	2
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	336	132	109	95
Base Weighted	354	200	100	53
Base Effective	185	83	69	58
Yes	56	66	47	36
No	39	31	46	58
Not Sure	4	3	6	5
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	400	149	124	127
Base Weighted	412	228	113	70
Base Effective	217	94	77	80
Yes	30	22	38	44
No	58	69	50	34

Not sure	12	9	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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
None	18	11	21	29
Some	30	25	35	32
All	47	57	39	33
Not applicable - I do not have any bank accounts	5	6	4	3
Refused	1	1	0	3
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	459	155	149	155
Base Weighted	475	248	143	84
Base Effective	250	100	96	94
Never	2	1	1	7
Less than once a month	3	3	3	5
Once a month	8	9	6	12
Several times a month	29	25	35	28
Several times a week	42	44	43	33
Everyday	15	18	11	15
Refused	1	1	0	0
Total mentions	100	100	100	100

Table 31

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

Base = Have online access to bank accounts

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	459	155	149	155
Base Weighted	475	248	143	84

Base Effective	250	100	96	94
Never	9	8	8	15
Less than once a month	8	5	10	16
Once a month	16	13	20	17
Several times a month	32	32	37	21
Several times a week	21	25	15	19
Everyday	9	12	4	8
Not applicable - I only have one account	4	4	5	3
Refused	1	2	0	1
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
0	16	25	11	2
1-2	36	33	36	41
3-4	26	23	27	30
5+	21	16	25	27
Refused	2	3	2	1
Total mentions	100	100	100	100
Mean	2.9	2.4	3.23	3.54
Standard Deviation	2.66	2.56	2.79	2.49
Standard Error	0.11	0.19	0.2	0.16
Median	2	2	3	3

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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	544	143	179	222
Base Weighted	508	215	167	126
Base Effective	302	93	116	136
None of them	21	12	24	34
Some of them	18	18	17	20
All of them	60	71	59	42
Refused	1	0	0	3
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	398	125	134	139
Base Weighted	396	190	127	79
Base Effective	226	81	87	94
Never	2	3	1	2
Less than once a month	6	5	7	8
Once a month	24	19	31	26
Several times a month	36	33	45	26
Several times a week	23	28	13	27
Everyday	7	9	3	10
Refused	1	2	0	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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	398	125	134	139
Base Weighted	396	190	127	79
Base Effective	226	81	87	94
Never	18	12	19	29
Less than once a month	24	18	29	32
Once a month	18	18	21	15
Several times a month	18	22	21	5
Several times a week	7	12	1	7
Everyday	5	7	1	4
Not applicable - I don't have any credit cards that I rarely use	8	9	8	6
Refused	2	2	1	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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	382	84	135	163
Base Weighted	332	121	121	90
Base Effective	209	54	86	95
I don't trust the Internet	47	43	46	54
I am afraid that my personal information will get stolen	60	51	58	75
I feel safer without an online account	55	40	60	67

I am not tech-savvy	32	24	25	52
It is too much work to set up the account	29	34	22	29
I can't remember all of the passwords	37	36	40	36
I don't have time to set up online access for them	23	27	18	22
It is easier to monitor the paper statements	56	46	55	72
I don't use those accounts very often	57	59	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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	382	84	135	163
Base Weighted	332	121	121	90
Base Effective	209	54	86	95
Yes	47	43	46	54
No	49	57	50	39
Refused	4	0	5	7
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	382	84	135	163
Base Weighted	332	121	121	90
Base Effective	209	54	86	95
Yes	60	51	58	75
No	37	49	39	18
Refused	3	0	2	7
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
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Base Unweighted	382	84	135	163
Base Weighted	332	121	121	90
Base Effective	209	54	86	95
Yes	55	40	60	67
No	42	60	36	26
Refused	3	0	4	7
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	382	84	135	163
Base Weighted	332	121	121	90
Base Effective	209	54	86	95
Yes	32	24	25	52
No	64	76	70	42
Refused	4	0	5	7
Total mentions	100	100	100	100

Table 41

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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	382	84	135	163
Base Weighted	332	121	121	90
Base Effective	209	54	86	95
Yes	29	34	22	29
No	67	66	72	63
Refused	4	0	5	7
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
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Base Unweighted	382	84	135	163
Base Weighted	332	121	121	90
Base Effective	209	54	86	95
Yes	37	36	40	36
No	60	64	56	58
Refused	3	0	4	6
Total mentions	100	100	100	100

Table 43

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

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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	382	84	135	163
Base Weighted	332	121	121	90
Base Effective	209	54	86	95
Yes	23	27	18	22
No	73	73	76	69
Refused	5	0	6	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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	382	84	135	163
Base Weighted	332	121	121	90
Base Effective	209	54	86	95
Yes	56	46	55	72
No	40	54	39	22
Refused	4	0	6	5
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

Age                      Age                      Age

	Massachusetts	18 - 49	50 - 64	65+
Base Unweighted	382	84	135	163
Base Weighted	332	121	121	90
Base Effective	209	54	86	95
Yes	57	59	56	55
No	40	41	39	42
Refused	3	0	5	4
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	261	65	94	102
Base Weighted	234	90	85	59
Base Effective	147	43	60	56
I don't trust the Internet	35	32	34	42
I am afraid that my personal information will get stolen	49	39	47	67
I feel safer without an online account	39	23	46	52
I am not tech-savvy	22	15	18	38
It is too much work to set up the account	22	30	14	21
I can't remember all of the passwords	36	36	39	31
I don't have time to set up online access for them	20	26	17	17
It is easier to monitor the paper statements	51	47	43	67
I don't use those accounts very often	61	67	57	57

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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	261	65	94	102
Base Weighted	234	90	85	59
Base Effective	147	43	60	56
Yes	35	32	34	42
No	61	68	62	49
Refused	4	0	4	10
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	261	65	94	102
Base Weighted	234	90	85	59
Base Effective	147	43	60	56
Yes	49	39	47	67
No	48	61	51	24
Refused	3	0	2	9
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	261	65	94	102
Base Weighted	234	90	85	59
Base Effective	147	43	60	56
Yes	39	23	46	52
No	57	77	50	38
Refused	4	0	4	11
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	261	65	94	102
Base Weighted	234	90	85	59
Base Effective	147	43	60	56
Yes	22	15	18	38
No	75	85	78	55
Refused	3	0	3	7
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	261	65	94	102
Base Weighted	234	90	85	59
Base Effective	147	43	60	56
Yes	22	30	14	21
No	74	70	82	70
Refused	4	0	4	8
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	261	65	94	102
Base Weighted	234	90	85	59
Base Effective	147	43	60	56
Yes	36	36	39	31
No	62	64	58	62
Refused	2	0	2	6
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	261	65	94	102
Base Weighted	234	90	85	59
Base Effective	147	43	60	56
Yes	20	26	17	17
No	75	74	78	72
Refused	5	0	5	10
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	261	65	94	102
Base Weighted	234	90	85	59
Base Effective	147	43	60	56
Yes	51	47	43	67
No	46	53	51	27
Refused	3	0	5	6
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	261	65	94	102
Base Weighted	234	90	85	59
Base Effective	147	43	60	56
Yes	61	67	57	57
No	38	33	41	40
Refused	2	0	3	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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	121	19	41	61
Base Weighted	98	31	36	31
Base Effective	63	12	26	42
I don't trust the Internet	77	77	75	78
I am afraid that my personal information will get stolen	88	87	86	91
I feel safer without an online account	93	92	92	96
I am not tech-savvy	56	50	42	78
It is too much work to set up the account	44	46	42	45
I can't remember all of the passwords	41	37	42	43
I don't have time to set up online access for them	28	30	21	32

It is easier to monitor the paper statements  
I don't use those accounts very often

69	42	83	82
47	36	54	52

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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	121	19	41	61
Base Weighted	98	31	36	31
Base Effective	63	12	26	42
Yes	77	77	75	78
No	21	23	20	20
Refused	2	0	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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	121	19	41	61
Base Weighted	98	31	36	31
Base Effective	63	12	26	42
Yes	88	87	86	91
No	10	13	11	7
Refused	2	0	3	3
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	121	19	41	61
Base Weighted	98	31	36	31
Base Effective	63	12	26	42
Yes	93	92	92	96
No	5	8	3	4

Refused	2	0	5	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				
	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	121	19	41	61
Base Weighted	98	31	36	31
Base Effective	63	12	26	42
Yes	56	50	42	78
No	40	50	51	17
Refused	5	0	8	5
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				
	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	121	19	41	61
Base Weighted	98	31	36	31
Base Effective	63	12	26	42
Yes	44	46	42	45
No	51	54	50	50
Refused	5	0	9	5
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				
	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	121	19	41	61
Base Weighted	98	31	36	31
Base Effective	63	12	26	42
Yes	41	37	42	43
No	54	63	51	50



Refused	5	0	8	7
Total mentions	100	100	100	100
Table 63				
Q13b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ANY of your financial accounts? - I don't have time to set up online access for them				
Base = Has no online access to bank or credit card accounts				
	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	121	19	41	61
Base Weighted	98	31	36	31
Base Effective	63	12	26	42
Yes	28	30	21	32
No	68	70	70	62
Refused	5	0	9	5
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				
	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	121	19	41	61
Base Weighted	98	31	36	31
Base Effective	63	12	26	42
Yes	69	42	83	82
No	26	58	9	14
Refused	5	0	9	5
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				
	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	121	19	41	61
Base Weighted	98	31	36	31
Base Effective	63	12	26	42
Yes	47	36	54	52
No	47	64	36	44

Refused	5	0	11	4
Total mentions	100	100	100	100

Table 66  
DOV\_FEAR. Fear  
Base = Total Answering

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	276	48	97	131
Base Weighted	228	71	82	75
Base Effective	158	33	66	76
1	69	74	68	65
2	88	88	86	91
3	80	69	88	81
Total mentions	237	230	242	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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Yes	49	57	44	39
No	39	30	47	49
Not sure	11	12	8	10
Refused	1	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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Less secure	42	33	49	50
About as secure	45	52	41	38
More secure	13	15	10	12
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Yes	27	25	34	21
No	49	49	46	54
Not sure	24	26	20	23
Refused	0	0	0	1
Total mentions	100	100	100	100

Table 70

Q17. Given the number of breaches that have occurred in the past five years, to what extent do you agree or disagree with the following statement: 'No matter what I do, it is inevitable that criminals will use my stolen identity to exploit my credit at some point'?

Base = Total Respondents

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Strongly/Somewhat agree (Net)	64	62	68	62
Strongly agree	18	17	22	13
Somewhat agree	46	45	47	49
Strongly/Somewhat disagree (Net)	36	38	32	37
Somewhat disagree	29	30	27	31
Strongly disagree	6	7	5	6
Refused	0	0	0	1
Total mentions	100	100	100	100

Table 71

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

Base = Total Respondents

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Noticed fraudulent charges on your credit or debit card	49	44	62	42
Had someone attempt to open a line of credit or apply for a loan using your name	9	11	7	6
Had someone attempt to receive a tax refund using your name	3	4	3	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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Yes	49	44	62	42
No	47	51	37	54
Not Sure	4	6	1	2
Refused	0	0	0	1
Total mentions	100	100	100	100

Table 73

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

Base = Total Respondents

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Yes	9	11	7	6
No	81	78	83	88
Not Sure	10	11	10	5
Refused	0	0	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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Yes	3	4	3	1
No	90	86	92	96
Not Sure	7	10	5	2
Refused	0	0	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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.	17	17	20	13
If you are concerned about your credit file, a fraud alert will prevent your credit file from being shared with potential creditors.	30	29	30	33
There are millions of Social Security numbers available for sale on the Internet for as low as \$3 each.	33	30	45	24
A credit freeze occurs when the credit bureau freezes your account because someone has tried to access your credit file illegally.	40	39	36	47
Purchasing ID theft monitoring services prevents thieves from stealing your identity.	14	19	9	12
A scan of the dark web will confirm whether your personal information has been stolen.	12	13	11	11
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.	72	63	80	80
To identity thieves, children's identities are just as valuable as adults'.	68	60	77	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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.	49	45	52	52
If you are concerned about your credit file, a fraud alert will prevent your credit file from being shared with potential creditors.	24	24	23	23
There are millions of Social Security numbers available for sale on the Internet for as low as \$3 each.	5	7	6	2
A credit freeze occurs when the credit bureau freezes your account because someone has tried to access your credit file illegally.	25	23	34	19
Purchasing ID theft monitoring services prevents thieves from stealing your identity.	48	47	54	45
A scan of the dark web will confirm whether your personal information has been stolen.	25	31	21	17
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.	7	12	3	3
To identity thieves, children's identities are just as valuable as adults'.	7	11	2	2

Table 77

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

Base = Total Respondents

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
True	17	17	20	13
False	49	45	52	52
Not Sure	34	38	28	34
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 78

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

Base = Total Respondents

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
True	30	29	30	33
False	24	24	23	23
Not Sure	46	47	47	44
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 79

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

Base = Total Respondents

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
True	33	30	45	24
False	5	7	6	2
Not Sure	61	64	49	74

Refused	0	0	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				
	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
True	40	39	36	47
False	25	23	34	19
Not Sure	35	38	30	34
Refused	0	0	0	0
Total mentions	100	100	100	100
Table 81				
Q19. Below are a series of statements. For each statement, please indicate whether the statement is TRUE, FALSE, or you are NOT SURE? - Purchasing ID theft monitoring services prevents thieves from stealing your identity.				
Base = Total Respondents				
	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
True	14	19	9	12
False	48	47	54	45
Not Sure	37	34	37	43
Refused	0	0	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				
	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141

True	12	13	11	11
False	25	31	21	17
Not Sure	63	56	68	72
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 83

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

Base = Total Respondents

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
True	72	63	80	80
False	7	12	3	3
Not Sure	21	25	17	17
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 84

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

Base = Total Respondents

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
True	68	60	77	73
False	7	11	2	2
Not Sure	25	29	20	25
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 85

DOV\_SAFE. Safe

Base = Total Respondents

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129



Base Effective	330	117	132	141
0	11	16	7	4
1	8	9	4	10
2	14	10	15	24
3	17	18	16	16
4	17	13	21	22
5	18	24	14	10
6	9	7	10	11
7	4	2	9	1
8	2	1	4	2
Total mentions	100	100	100	100

Table 86

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

Base = Total Respondents

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Yes	66	62	73	67
No	33	38	27	32
Refused	1	1	0	2
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Yes	13	11	16	15
No	86	89	83	84
Refused	1	0	0	1
Total mentions	100	100	100	100

Table 88

Q22. Have you ever removed or temporarily lifted the freeze on your credit?

Base = Have ordered a security freeze on credit

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
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Base Unweighted	101	25	38	38
Base Weighted	83	32	31	20
Base Effective	65	18	29	24
Yes	56	55	49	66
No	44	45	51	32
Refused	0	0	0	2
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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Yes	57	63	55	45
No	43	37	45	55
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 90

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

Base = Total Respondents

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Employed or self-employed full-time	52	60	67	12
Employed or self-employed part-time	13	14	11	14
Retired and not working at all	19	2	12	71
Unemployed and looking for work	3	5	1	0
Not in the labor force for some other reason	12	19	10	2
Refused	0	0	0	2
Total mentions	100	100	100	100

Table 91

D6. Do you currently serve, or have you ever served, in the United States Military?

Base = Total Respondents

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129

Base Effective	330	117	132	141
Yes	9	3	9	20
No	91	97	90	80
Refused	0	0	0	0
Total mentions	100	100	100	100

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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Liberal	32	37	30	26
Moderate	46	47	49	39
Conservative	20	15	19	34
Refused	1	1	2	1
Total mentions	100	100	100	100

Table 93  
PPMARIT. Marital Status  
Base = Total Respondents

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
MARRIED/LIVING WITH PARTNER (Net)	58	51	65	66
Married	54	45	59	65
Living with partner	5	6	6	1
Widowed	5	0	4	16
Divorced	11	8	17	10
Separated	3	3	4	0
Never married	23	38	10	8
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 94  
PPHHHEAD. Household Head  
Base = Total Respondents

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Yes	83	77	85	93

No	17	23	15	7
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 95  
PPHHSIZE. Household Size  
Base = Total Respondents

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
1	22	21	20	29
MORE THAN ONE (NET)	78	79	80	71
2	37	25	46	52
3	17	21	16	10
4	14	20	12	4
5	6	8	3	4
6	2	4	2	0
7	0	0	0	1
8	0	1	0	0
Total mentions	100	100	100	100
Mean	2.54	2.86	2.37	2.05
Standard deviation	1.34	1.48	1.15	1.05
Standard error	0.05	0.11	0.08	0.07
Median	2	3	2	2

Table 96  
AGEGROUP. Age Group  
Base = Total Respondents

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
18-24	7	14	0	0
25-34	17	36	0	0
35-44	17	35	0	0
45-54	17	15	30	0
55-64	21	0	70	0
65-74	14	0	0	66
75 and over	7	0	0	34
Total mentions	100	100	100	100

Table 97  
PPWORK. Current Employment Status  
Base = Total Respondents

	Age	Age	Age
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	Massachusetts	18 - 49	50 - 64	65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
WORKING (NET)	68	77	78	31
Working - as a paid employee	63	75	74	20
Working - self-employed	5	3	4	11
NOT WORKING (NET)	32	23	22	69
Not working - on temporary layoff from a job	1	1	0	0
Not working - looking for work	2	3	3	1
Not working - retired	17	0	10	65
Not working - disabled	4	5	5	0
Not working - other	8	13	4	2
Refused	0	0	0	0
Total mentions	100	100	100	100

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

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
Owned or being bought by you or someone in your household	73	61	79	89
Rented for cash	26	37	21	10
Occupied without payment of cash rent	1	2	0	2
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 99  
PPHOUSE. Housing Type  
Base = Total Respondents

	Massachusetts	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	620	184	205	231
Base Weighted	620	300	191	129
Base Effective	330	117	132	141
A one-family house detached from any other house	60	54	63	69
A one-family house attached to one or more houses	14	14	14	13
A building with 2 or more apartments	26	32	23	17
A mobile home	1	0	1	1
Boat, RV, van, etc.	0	0	0	0
Refused	0	0	0	0
Total mentions	100	100	100	100