

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

AARP Mississippi 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+ Mississippi sample*

	Mississippi	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				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
English	100	100	100	100
Spanish	0	0	0	0
Total mentions	100	100	100	100
 <b>Table 2</b>				
QSTATE. In which state do you live?				
Base = Total Respondents				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Mississippi	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				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Northeast	0	0	0	0
Midwest	0	0	0	0
South	100	100	100	100
West	0	0	0	0
Total mentions	100	100	100	100
 <b>Table 4</b>				
PPGENDER. Gender				
Base = Total Respondents				

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Male	46	47	38	59
Female	54	53	62	41
Total mentions	100	100	100	100

Table 5  
PPAGE. Age  
Base = Total Respondents

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
18-49 (Net)	52	100	0	0
18	3	5	0	0
19	3	5	0	0
20	1	3	0	0
21	2	4	0	0
22	0	1	0	0
23	1	2	0	0
24	1	2	0	0
25	1	3	0	0
26	3	5	0	0
27	1	3	0	0
28	2	3	0	0
29	2	4	0	0
30	2	4	0	0
31	2	3	0	0
32	2	3	0	0
33	2	5	0	0
34	1	1	0	0
35	2	4	0	0
36	2	4	0	0
37	2	5	0	0
38	1	1	0	0
39	2	3	0	0
40	2	3	0	0
41	2	4	0	0
42	1	3	0	0
43	1	1	0	0
44	2	3	0	0
45	1	2	0	0
46	1	2	0	0
47	1	2	0	0
48	3	5	0	0
49	2	3	0	0
50-64 (Net)	30	0	100	0
50	2	0	6	0

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
51	1	0	3	0
52	2	0	6	0
53	3	0	9	0
54	2	0	6	0
55	2	0	6	0
56	1	0	3	0
57	3	0	10	0
58	2	0	7	0
59	2	0	6	0
60	2	0	7	0
61	3	0	10	0
62	2	0	5	0
63	2	0	8	0
64	2	0	8	0
65+ (Net)	18	0	0	100
65	1	0	0	3
66	2	0	0	12
67	2	0	0	9
68	1	0	0	6
69	1	0	0	5
70	1	0	0	7
71	2	0	0	9
72	1	0	0	7
73	1	0	0	8
74	1	0	0	3
75	1	0	0	3
76	1	0	0	5
77	1	0	0	7
78	1	0	0	6
79	0	0	0	2
80	0	0	0	0
81	0	0	0	1
82	0	0	0	1
83	0	0	0	2
86	0	0	0	0
87	0	0	0	1
88	0	0	0	1
90	0	0	0	0
Total mentions	100	100	100	100
Mean	47.32	32.95	57.52	72
Std. Dev.	17.47	9.4	4.26	5.12
Std. Err.	0.7	0.56	0.3	0.44
Median	48	33	58	71
Table 6 PPETHM. Race / Ethnicity Base = Total Respondents				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
White, non-Hispanic	61	49	75	74

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
ETHNIC (NET)	39	51	25	26
Black, Non-Hispanic	34	46	22	20
Other, non-Hispanic	1	0	2	0
Hispanic	2	2	0	1
2+ Races, Non-Hispanic	2	2	1	4
Total mentions	100	100	100	100

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
SOME COLLEGE OR LESS (NET)	79	88	72	64
No formal education	0	0	0	0
1st, 2nd, 3rd, or 4th grade	0	0	0	0
5th or 6th grade	0	0	0	0
7th or 8th grade	1	2	0	0
9th grade	1	1	2	0
10th grade	1	1	0	0
11th grade	2	3	0	0
12th grade NO DIPLOMA	1	1	1	0
HIGH SCHOOL GRADUATE - high school DIPLOMA or the equivalent (GED)	38	46	34	22
Some college, no degree	21	18	18	35
Associate degree	14	15	18	7
GRADUATED COLLEGE OR MORE (NET)	21	12	28	36
Bachelor's degree	10	6	12	19
Master's degree	9	6	11	12
Professional or Doctorate degree	3	1	5	4
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 8  
 PPINCIMP. Household Income  
 Base = Total Respondents

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Under \$25K (Net)	25	31	18	16
Less than \$5,000	7	11	3	3
\$5,000 to \$7,499	3	2	5	2
\$7,500 to \$9,999	1	1	1	1
\$10,000 to \$12,499	4	5	1	5
\$12,500 to \$14,999	3	3	4	1

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
\$15,000 to \$19,999	3	4	2	2
\$20,000 to \$24,999	5	6	3	3
\$25K-\$49,999 (Net)	25	25	26	25
\$25,000 to \$29,999	5	6	5	3
\$30,000 to \$34,999	5	5	5	4
\$35,000 to \$39,999	4	3	4	4
\$40,000 to \$49,999	12	12	11	13
\$50K-\$74,999 (Net)	19	17	19	22
\$50,000 to \$59,999	9	12	3	9
\$60,000 to \$74,999	10	6	16	12
\$75K-\$99,999 (Net)	13	13	10	18
\$75,000 to \$84,999	7	7	5	10
\$85,000 to \$99,999	6	5	5	7
\$100K-\$149,999 (Net)	13	8	19	17
\$100,000 to \$124,999	7	6	8	10
\$125,000 to \$149,999	5	1	11	7
\$150K and over (Net)	6	6	8	3
\$150,000 to \$174,999	3	5	2	0
\$175,000 to \$199,999	1	0	3	1
\$200,000 to \$249,999	0	1	0	0
\$250,000 or more	1	0	2	2
\$25K-\$39,999 (Net)	13	13	15	12
\$40K-\$74,999 (Net)	31	29	30	35
Refused	0	0	0	0
Total mentions	100	100	100	100
Mean (in thousands)	61.82	52.94	73.44	68.31
Std. Dev.	49.84	44.32	56.65	48.39
Std. Err.	2	2.65	3.95	4.18
Median (in thousands)	45.23	41.01	57.29	54.94

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Never	0	0	0	0
Less than once a month	3	6	0	0
Once a month	2	3	1	0
Several times a month	3	3	2	6
Several times a week	9	7	11	11
Every day	82	81	85	83
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?

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base = Total Respondents				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Smartphone like an iPhone, Android, Blackberry, or Windows phone	80	88	78	59
Laptop computer	48	43	55	48
Desktop computer	37	29	38	58
Tablet, such as an iPad, Kindle, or Android tablet	42	44	43	38
TV or SmartTV	14	19	8	8
Some other type of device	1	1	0	0
Refused	0	0	1	0
Total mentions	221	224	222	211

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Facebook	84	88	83	74
Instagram	44	64	27	13
Twitter	37	52	26	14
LinkedIn	26	23	33	21
Other social media sites not listed	20	30	10	7

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Yes	84	88	83	74
No	15	11	17	24
Refused	1	1	1	2
Total mentions	100	100	100	100

Table 13

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Q3. With which of the following social media sites do you have an account? - Instagram Base = Total Respondents				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Yes	44	64	27	13
No	43	28	59	62
Refused	13	7	15	25
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Q3. With which of the following social media sites do you have an account? - Twitter Base = Total Respondents				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Yes	37	52	26	14
No	49	37	59	65
Refused	14	11	14	22
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Q3. With which of the following social media sites do you have an account? - LinkedIn Base = Total Respondents				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Yes	26	23	33	21
No	60	63	56	59
Refused	14	13	12	19
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



	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Yes	20	30	10	7
No	59	50	71	65
Refused	21	20	19	29
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	540	256	180	104
Base Weighted	521	285	153	83
Base Effective	265	128	88	55
Changed any of the privacy settings on your account from the default settings	60	67	60	34
Posted a status update on your account	71	80	68	43
Checked-in to show a place or location that you were visiting, for example a restaurant, store, or city	47	54	42	32
Posted photos	81	87	80	65
Made your birthdate visible to others on your account	65	73	56	49
Commented on public Facebook groups that you follow	67	68	70	57
Used your Facebook account to log in to other accounts	50	58	47	30

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	540	256	180	104
Base Weighted	521	285	153	83
Base Effective	265	128	88	55
Yes	60	67	60	34
No	32	23	30	62
Not Sure	8	9	9	4
Total mentions	100	100	100	100

	Mississippi	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>				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	540	256	180	104
Base Weighted	521	285	153	83
Base Effective	265	128	88	55
Yes	71	80	68	43
No	25	17	26	53
Not Sure	4	2	6	4
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>				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	540	256	180	104
Base Weighted	521	285	153	83
Base Effective	265	128	88	55
Yes	47	54	42	32
No	48	38	55	67
Not Sure	5	8	3	1
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>				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	540	256	180	104
Base Weighted	521	285	153	83
Base Effective	265	128	88	55
Yes	81	87	80	65
No	16	11	17	35

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Not Sure	2	2	3	0
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	540	256	180	104
Base Weighted	521	285	153	83
Base Effective	265	128	88	55
Yes	65	73	56	49
No	31	23	37	47
Not Sure	5	4	7	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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	540	256	180	104
Base Weighted	521	285	153	83
Base Effective	265	128	88	55
Yes	67	68	70	57
No	27	23	27	41
Not Sure	6	9	3	2
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
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	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	540	256	180	104
Base Weighted	521	285	153	83
Base Effective	265	128	88	55
Yes	50	58	47	30
No	45	37	47	66
Not Sure	5	5	6	4
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	438	225	144	69
Base Weighted	424	247	122	55
Base Effective	214	112	71	36
Posted photos of yourself	85	93	77	65
Posted your vacation photos while on vacation	60	68	49	50

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	438	225	144	69
Base Weighted	424	247	122	55
Base Effective	214	112	71	36
Yes	85	93	77	65
No	14	7	21	34
Not Sure	1	0	2	1
Total mentions	100	100	100	100

Table 27

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

Base = Posted photos on Facebook account

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	438	225	144	69
Base Weighted	424	247	122	55
Base Effective	214	112	71	36
Yes	60	68	49	50
No	39	32	51	49
Not Sure	1	1	0	1

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Total mentions	100	100	100	100
Table 28				
Q5. Thinking about the things you post on Facebook, typically, can the public see your Facebook posts?				
Base = Took specific actions on Facebook				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	512	249	170	93
Base Weighted	492	271	147	74
Base Effective	250	124	84	47
Yes	51	54	46	52
No	40	42	40	31
Not sure	8	3	13	18
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				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
None	25	24	23	29
Some	34	30	42	33
All	29	27	28	36
Not applicable - I do not have any bank accounts	12	18	7	2
Refused	0	0	0	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				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	437	189	153	95
Base Weighted	394	187	130	77
Base Effective	209	94	69	48
Never	1	1	0	4
Less than once a month	6	6	6	6
Once a month	8	8	9	5

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Several times a month	22	21	23	26
Several times a week	35	30	41	36
Everyday	28	35	21	23
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	437	189	153	95
Base Weighted	394	187	130	77
Base Effective	209	94	69	48
Never	6	6	4	11
Less than once a month	9	5	14	10
Once a month	17	21	12	17
Several times a month	23	24	20	28
Several times a week	23	20	30	19
Everyday	15	20	10	13
Not applicable - I only have one account	6	5	10	3
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
0	28	40	22	5
1-2	41	41	43	39
3-4	16	11	15	33
5+	14	8	19	23
Refused	0	0	0	0
Total mentions	100	100	100	100
Mean	2.19	1.58	2.58	3.3
Standard Deviation	2.5	2.11	2.77	2.56
Standard Error	0.1	0.13	0.19	0.22
Median	2	1	2	3

Table 33

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Q10. Focusing specifically on the credit cards that you use frequently, how many of these credit cards have you set up online access to? Base = Actively using credit cards				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	476	188	164	124
Base Weighted	446	196	144	106
Base Effective	237	95	77	69
None of them	26	24	26	30
Some of them	22	23	22	20
All of them	52	52	52	50
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 34

Q11. Again, focusing only on the credit cards that you use frequently, generally, how often do you monitor those credit card accounts online?  
Base = Actively using credit cards and have online access to monitor

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	376	158	128	90
Base Weighted	328	147	106	75
Base Effective	192	82	63	48
Never	2	5	0	1
Less than once a month	8	7	8	10
Once a month	31	26	40	27
Several times a month	29	26	32	29
Several times a week	18	22	11	20
Everyday	12	14	8	13
Refused	0	0	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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	376	158	128	90
Base Weighted	328	147	106	75
Base Effective	192	82	63	48
Never	17	13	18	25
Less than once a month	20	10	26	32
Once a month	23	25	22	19
Several times a month	16	22	14	8
Several times a week	10	16	5	4
Everyday	7	8	6	5

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Not applicable - I don't have any credit cards that I rarely use	8	7	9	8
Refused	0	0	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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	384	156	130	98
Base Weighted	395	188	128	79
Base Effective	188	78	63	55
I don't trust the Internet	48	48	48	45
I am afraid that my personal information will get stolen	62	64	62	57
I feel safer without an online account	56	48	63	63
I am not tech-savvy	29	25	29	35
It is too much work to set up the account	27	24	30	26
I can't remember all of the passwords	40	45	34	36
I don't have time to set up online access for them	23	23	23	25
It is easier to monitor the paper statements	56	50	59	68
I don't use those accounts very often	57	55	58	62

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	384	156	130	98
Base Weighted	395	188	128	79
Base Effective	188	78	63	55
Yes	48	48	48	45
No	48	47	47	48
Refused	5	4	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



	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	384	156	130	98
Base Weighted	395	188	128	79
Base Effective	188	78	63	55
Yes	62	64	62	57
No	34	32	35	38
Refused	4	4	3	5
Total mentions	100	100	100	100

Table 39

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

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	384	156	130	98
Base Weighted	395	188	128	79
Base Effective	188	78	63	55
Yes	56	48	63	63
No	42	50	35	34
Refused	3	3	2	3
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	384	156	130	98
Base Weighted	395	188	128	79
Base Effective	188	78	63	55
Yes	29	25	29	35
No	65	70	66	54
Refused	6	5	4	11
Total mentions	100	100	100	100

Table 41

	Mississippi	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				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	384	156	130	98
Base Weighted	395	188	128	79
Base Effective	188	78	63	55
Yes	27	24	30	26
No	67	70	65	64
Refused	6	5	4	11
Total mentions	100	100	100	100

Table 42

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

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	384	156	130	98
Base Weighted	395	188	128	79
Base Effective	188	78	63	55
Yes	40	45	34	36
No	54	50	62	54
Refused	6	5	4	11
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	384	156	130	98
Base Weighted	395	188	128	79
Base Effective	188	78	63	55
Yes	23	23	23	25
No	71	72	74	67
Refused	5	5	4	8
Total mentions	100	100	100	100

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
<p>Table 44 Q13a_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - It is easier to monitor the paper statements Base = Has some/does not have online access to bank or credit card accounts</p>				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	384	156	130	98
Base Weighted	395	188	128	79
Base Effective	188	78	63	55
Yes	56	50	59	68
No	39	45	37	28
Refused	5	5	4	4
Total mentions	100	100	100	100
<p>Table 45 Q13a_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - I don't use those accounts very often Base = Has some/does not have online access to bank or credit card accounts</p>				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	384	156	130	98
Base Weighted	395	188	128	79
Base Effective	188	78	63	55
Yes	57	55	58	62
No	38	40	41	29
Refused	5	5	2	9
Total mentions	100	100	100	100
<p>Table 46 Q13a. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL of your financial accounts? - Summary of 'Yes' Base = Has online access to some of their bank or credit card accounts</p>				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	298	123	106	69
Base Weighted	279	128	99	52
Base Effective	142	61	47	36
I don't trust the Internet	36	37	41	26

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
I am afraid that my personal information will get stolen	53	58	55	39
I feel safer without an online account	46	39	55	48
I am not tech-savvy	26	26	23	29
It is too much work to set up the account	26	26	28	20
I can't remember all of the passwords	34	41	30	26
I don't have time to set up online access for them	21	23	22	13
It is easier to monitor the paper statements	51	47	52	58
I don't use those accounts very often	60	56	62	66

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	298	123	106	69
Base Weighted	279	128	99	52
Base Effective	142	61	47	36
Yes	36	37	41	26
No	59	61	54	65
Refused	5	3	5	9
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	298	123	106	69
Base Weighted	279	128	99	52
Base Effective	142	61	47	36
Yes	53	58	55	39
No	43	39	42	54
Refused	4	3	4	7
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	298	123	106	69
Base Weighted	279	128	99	52
Base Effective	142	61	47	36
Yes	46	39	55	48
No	50	58	42	48
Refused	3	3	2	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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	298	123	106	69
Base Weighted	279	128	99	52
Base Effective	142	61	47	36
Yes	26	26	23	29
No	69	70	72	62
Refused	5	4	5	9
Total mentions	100	100	100	100

Table 51

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

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	298	123	106	69
Base Weighted	279	128	99	52
Base Effective	142	61	47	36
Yes	26	26	28	20
No	69	70	67	71
Refused	5	4	5	9
Total mentions	100	100	100	100

Table 52

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

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	298	123	106	69
Base Weighted	279	128	99	52
Base Effective	142	61	47	36
Yes	34	41	30	26
No	61	57	66	65
Refused	4	3	4	9
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	298	123	106	69
Base Weighted	279	128	99	52
Base Effective	142	61	47	36
Yes	21	23	22	13
No	75	74	74	79
Refused	4	3	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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	298	123	106	69
Base Weighted	279	128	99	52
Base Effective	142	61	47	36
Yes	51	47	52	58
No	45	50	43	36
Refused	4	3	5	6
Total mentions	100	100	100	100

Table 55

	Mississippi	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				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	298	123	106	69
Base Weighted	279	128	99	52
Base Effective	142	61	47	36
Yes	60	56	62	66
No	37	41	37	27
Refused	3	3	1	6
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	86	33	24	29
Base Weighted	116	61	29	26
Base Effective	48	19	16	19
I don't trust the Internet	74	72	71	83
I am afraid that my personal information will get stolen	82	76	87	93
I feel safer without an online account	78	66	89	91
I am not tech-savvy	35	22	52	48
It is too much work to set up the account	28	20	37	38
I can't remember all of the passwords	54	55	48	55
I don't have time to set up online access for them	30	24	26	48
It is easier to monitor the paper statements	69	56	82	86
I don't use those accounts very often	50	52	43	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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	86	33	24	29
Base Weighted	116	61	29	26
Base Effective	48	19	16	19

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Yes	74	72	71	83
No	20	20	26	15
Refused	5	8	3	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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	86	33	24	29
Base Weighted	116	61	29	26
Base Effective	48	19	16	19
Yes	82	76	87	93
No	13	16	12	7
Refused	4	8	2	0
Total mentions	100	100	100	100

Table 59

Q13b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ANY of your financial accounts? - I feel safer without an online account

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	86	33	24	29
Base Weighted	116	61	29	26
Base Effective	48	19	16	19
Yes	78	66	89	91
No	21	33	10	7
Refused	1	1	2	2
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	86	33	24	29



	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	116	61	29	26
Base Effective	48	19	16	19
Yes	35	22	52	48
No	56	69	45	38
Refused	8	9	3	13
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	86	33	24	29
Base Weighted	116	61	29	26
Base Effective	48	19	16	19
Yes	28	20	37	38
No	63	71	59	49
Refused	8	9	3	13
Total mentions	100	100	100	100

Table 62

Q13b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ANY of your financial accounts? - I can't remember all of the passwords

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	86	33	24	29
Base Weighted	116	61	29	26
Base Effective	48	19	16	19
Yes	54	55	48	55
No	38	36	48	32
Refused	8	9	3	13
Total mentions	100	100	100	100

Table 63

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

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

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	86	33	24	29
Base Weighted	116	61	29	26
Base Effective	48	19	16	19
Yes	30	24	26	48
No	62	67	71	43
Refused	7	9	3	9
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	86	33	24	29
Base Weighted	116	61	29	26
Base Effective	48	19	16	19
Yes	69	56	82	86
No	25	35	17	12
Refused	5	9	2	2
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	86	33	24	29
Base Weighted	116	61	29	26
Base Effective	48	19	16	19
Yes	50	52	43	52
No	41	39	53	34
Refused	9	9	3	14
Total mentions	100	100	100	100

Table 66

DOV\_FEAR. Fear

Base = Total Answering

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
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	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	274	109	95	70
Base Weighted	282	136	91	55
Base Effective	133	54	46	41
1	67	67	67	65
2	87	88	87	82
3	78	66	88	90
Total mentions	231	221	243	238

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Yes	48	52	38	54
No	41	36	52	38
Not sure	9	10	9	8
Refused	1	1	1	0
Total mentions	100	100	100	100

Table 68

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

Base = Total Respondents

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Less secure	37	29	43	49
About as secure	42	45	38	40
More secure	21	26	19	11
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Yes	25	23	33	17
No	52	53	51	54
Not sure	22	23	17	28
Refused	1	2	0	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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Strongly/Somewhat agree (Net)	66	61	68	80
Strongly agree	15	17	14	13
Somewhat agree	51	44	54	67
Strongly/Somewhat disagree (Net)	33	39	32	20
Somewhat disagree	26	29	27	17
Strongly disagree	7	10	5	4
Refused	0	1	0	0
Total mentions	100	100	100	100

Table 71

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Noticed fraudulent charges on your credit or debit card	40	32	44	58
Had someone attempt to open a line of credit or apply for a loan using your name	14	15	12	14
Had someone attempt to receive a tax refund using your name	6	10	3	0

Table 72

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

Base = Total Respondents

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Yes	40	32	44	58
No	51	55	51	41
Not Sure	7	10	5	1
Refused	1	2	0	0
Total mentions	100	100	100	100

Table 73

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Yes	14	15	12	14
No	72	66	77	78
Not Sure	14	18	11	8
Refused	1	1	1	0
Total mentions	100	100	100	100

Table 74

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Yes	6	10	3	0
No	82	76	89	91
Not Sure	11	13	8	8
Refused	1	1	1	1
Total mentions	100	100	100	100

Table 75

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.	24	29	19	18
If you are concerned about your credit file, a fraud alert will prevent your credit file from being shared with potential creditors.	38	39	37	38
There are millions of Social Security numbers available for sale on the Internet for as low as \$3 each.	31	32	29	28
A credit freeze occurs when the credit bureau freezes your account because someone has tried to access your credit file illegally.	50	48	52	53
Purchasing ID theft monitoring services prevents thieves from stealing your identity.	24	28	24	10
A scan of the dark web will confirm whether your personal information has been stolen.	25	30	25	13
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.	64	55	73	75
To identity thieves, children's identities are just as valuable as adults'.	75	67	82	84
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				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.	46	37	55	59
If you are concerned about your credit file, a fraud alert will prevent your credit file from being shared with potential creditors.	21	19	20	26
There are millions of Social Security numbers available for sale on the Internet for as low as \$3 each.	6	8	3	7
A credit freeze occurs when the credit bureau freezes your account because someone has tried to access your credit file illegally.	15	17	12	14
Purchasing ID theft monitoring services prevents thieves from stealing your identity.	41	37	39	56
A scan of the dark web will confirm whether your personal information has been stolen.	17	22	12	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.	8	11	6	3
To identity thieves, children's identities are just as valuable as adults'.	6	9	3	2
Table 77				

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
<p>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.</p> <p>Base = Total Respondents</p>				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
True	24	29	19	18
False	46	37	55	59
Not Sure	29	32	26	23
Refused	1	1	0	1
Total mentions	100	100	100	100

Table 78

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

Base = Total Respondents

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
<p>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.</p> <p>Base = Total Respondents</p>				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
True	38	39	37	38
False	21	19	20	26
Not Sure	41	41	43	35
Refused	1	1	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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
<p>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.</p> <p>Base = Total Respondents</p>				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
True	31	32	29	28
False	6	8	3	7
Not Sure	62	58	68	65

	Mississippi	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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
True	50	48	52	53
False	15	17	12	14
Not Sure	34	35	35	31
Refused	1	1	1	1
Total mentions	100	100	100	100

Table 81

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

Base = Total Respondents

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
True	24	28	24	10
False	41	37	39	56
Not Sure	35	34	37	34
Refused	1	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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134



	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
True	25	30	25	13
False	17	22	12	11
Not Sure	57	48	62	76
Refused	1	1	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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
True	64	55	73	75
False	8	11	6	3
Not Sure	28	34	21	22
Refused	1	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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
True	75	67	82	84
False	6	9	3	2
Not Sure	18	22	15	14
Refused	1	2	0	0
Total mentions	100	100	100	100

Table 85

DOV\_SAFE. Safe

Base = Total Respondents

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
	Mississippi	18 - 49	50 - 64	65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
0	10	15	4	4
1	8	8	10	5
2	18	15	24	17
3	24	24	23	23
4	19	21	15	22
5	12	10	13	18
6	7	6	8	9
7	1	1	2	1
8	0	0	0	1
Total mentions	100	100	100	100

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Yes	67	62	73	75
No	33	38	27	25
Refused	0	0	0	0
Total mentions	100	100	100	100

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Yes	14	14	13	16
No	85	85	87	84
Refused	0	1	0	0
Total mentions	100	100	100	100

Table 88

	Mississippi	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				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	92	39	27	26
Base Weighted	88	47	24	18
Base Effective	55	23	18	19
Yes	49	52	50	36
No	51	48	50	64
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Yes	60	66	59	43
No	40	34	41	57
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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Employed or self-employed full-time	43	55	43	6
Employed or self-employed part-time	9	14	5	4
Retired and not working at all	26	3	31	85
Unemployed and looking for work	10	15	6	1
Not in the labor force for some other reason	11	12	15	4
Refused	1	2	1	0
Total mentions	100	100	100	100

Table 91

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
D6. Do you currently serve, or have you ever served, in the United States Military? Base = Total Respondents				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Yes	16	10	19	30
No	84	90	81	70
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				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Liberal	13	16	10	9
Moderate	43	48	42	31
Conservative	42	34	47	60
Refused	2	3	0	0
Total mentions	100	100	100	100
Table 93 PPMARIT. Marital Status Base = Total Respondents				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
MARRIED/LIVING WITH PARTNER (Net)	57	51	60	71
Married	50	39	57	71
Living with partner	7	12	3	0
Widowed	5	0	5	16
Divorced	11	6	21	9
Separated	3	4	4	0
Never married	24	39	10	3
Refused	0	0	0	0
Total mentions	100	100	100	100

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
<b>Table 94</b>				
PPHHHEAD. Household Head				
Base = Total Respondents				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Yes	80	73	83	98
No	19	27	17	2
Refused	0	0	0	0
Total mentions	100	100	100	100
<b>Table 95</b>				
PPHHSIZE. Household Size				
Base = Total Respondents				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
1	22	20	23	26
MORE THAN ONE (NET)	78	80	77	74
2	33	23	34	57
3	17	20	14	12
4	17	19	21	4
5	5	7	4	0
6	2	2	3	0
7	2	2	1	0
8	0	0	0	0
9	1	2	0	0
10	1	1	0	0
11	0	0	0	0
16	1	1	0	0
18	1	1	0	0
Refused	0	0	0	0
Total mentions	100	100	100	100
Mean	2.98	3.53	2.62	1.97
Standard deviation	2.43	3.04	1.4	0.88
Standard error	0.1	0.18	0.1	0.08
Median	2	3	2	2
<b>Table 96</b>				
AGEGROUP. Age Group				
Base = Total Respondents				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
18-24	11	22	0	0
25-34	17	33	0	0
35-44	16	31	0	0
45-54	17	15	30	0
55-64	21	0	70	0
65-74	13	0	0	70
75 and over	5	0	0	30
Total mentions	100	100	100	100

Table 97  
PPWORK. Current Employment Status  
Base = Total Respondents

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
WORKING (NET)	59	74	55	23
Working - as a paid employee	52	67	49	14
Working - self-employed	7	6	6	9
NOT WORKING (NET)	41	26	45	77
Not working - on temporary layoff from a job	0	1	0	0
Not working - looking for work	9	12	6	3
Not working - retired	21	0	26	73
Not working - disabled	5	6	6	0
Not working - other	6	7	7	1
Refused	0	0	0	0
Total mentions	100	100	100	100

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

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
Owned or being bought by you or someone in your household	72	64	75	90
Rented for cash	24	31	22	9
Occupied without payment of cash rent	4	5	3	0
Refused	0	0	1	0
Total mentions	100	100	100	100

Table 99

	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
PPHOUSE. Housing Type Base = Total Respondents				
	Mississippi	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	622	282	206	134
Base Weighted	622	325	185	112
Base Effective	312	143	103	74
A one-family house detached from any other house	73	63	82	87
A one-family house attached to one or more houses	4	7	1	2
A building with 2 or more apartments	11	16	6	4
A mobile home	11	13	10	7
Boat, RV, van, etc.	0	0	0	0
Refused	0	0	1	0
Total mentions	100	100	100	100