

Up for Grabs: Taking Charge of Your Digital Identity

AARP National Survey of Internet Users Age 18+

Annotated Questionnaire

Fielded by GfK Knowledge Panel®



Weighted posted questionnaire among adults ages 18+ National sample

	National	Age 18 - 49	Age 50 - 64	Age 65+
Table 1				
S02. Would you like to conduct this interview in English or in Spanish?				
Base = Total Respondents				
	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
English	94	93	95	97
Spanish	6	7	5	3
Total mentions	100	100	100	100

Table 2
QSTATE. In which state do you live?
Base = Total Respondents

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
Alabama	1	1	2	2
Alaska	0	0	0	0
Arizona	2	2	2	2
Arkansas	1	1	1	1
California	12	13	10	12
Colorado	2	2	2	1
Connecticut	1	1	1	1
Delaware	0	0	0	0
District of Columbia	0	0	0	0
Florida	7	6	8	11
Georgia	3	3	4	3
Hawaii	0	0	1	0
Idaho	1	1	1	0
Illinois	4	4	3	4
Indiana	2	2	3	1
Iowa	1	1	1	2

	National	Age 18 - 49	Age 50 - 64	Age 65+
Kansas	0	0	1	0
Kentucky	2	2	2	1
Louisiana	1	1	2	1
Maine	0	0	0	0
Maryland	2	2	2	2
Massachusetts	2	2	3	1
Michigan	3	3	4	3
Minnesota	2	2	2	2
Mississippi	1	1	1	0
Missouri	2	2	2	1
Montana	0	0	0	0
Nebraska	0	0	1	0
Nevada	1	1	0	1
New Hampshire	0	0	1	0
New Jersey	3	2	4	3
New Mexico	0	0	0	0
New York	6	7	4	5
North Carolina	3	3	3	3
North Dakota	0	0	0	0
Ohio	3	3	4	3
Oklahoma	1	1	1	1
Oregon	2	2	2	1
Pennsylvania	5	3	6	6
Rhode Island	0	0	0	0
South Carolina	1	1	2	1
South Dakota	0	0	0	0
Tennessee	2	2	2	1
Texas	8	9	7	9
Utah	1	2	1	0
Vermont	0	0	0	0
Virginia	3	3	2	2
Washington	2	3	2	3
West Virginia	0	0	0	1
Wisconsin	2	2	3	2
Wyoming	0	0	0	0
Total mentions	100	100	100	100

Table 3
PPREG4. Region 4 - Based on State of Residence
Base = Total Respondents

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
Northeast	18	17	19	18
Midwest	21	21	22	20
South	38	37	37	40
West	24	26	21	22
Total mentions	100	100	100	100

Table 4
PPGENDER. Gender
Base = Total Respondents

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
Male	48	50	45	47
Female	52	50	55	53
Total mentions	100	100	100	100

Table 5
PPAGE. Age
Base = Total Respondents

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
18-49 (Net)	53	100	0	0
18	2	4	0	0
19	2	3	0	0
20	1	2	0	0
21	1	1	0	0
22	1	2	0	0
23	1	3	0	0
24	2	3	0	0
25	1	3	0	0
26	2	4	0	0

	National	Age 18 - 49	Age 50 - 64	Age 65+
27	2	4	0	0
28	3	6	0	0
29	3	5	0	0
30	1	2	0	0
31	2	3	0	0
32	1	3	0	0
33	2	3	0	0
34	1	3	0	0
35	1	3	0	0
36	2	3	0	0
37	2	4	0	0
38	2	3	0	0
39	2	5	0	0
40	2	4	0	0
41	2	4	0	0
42	1	2	0	0
43	2	4	0	0
44	1	3	0	0
45	1	2	0	0
46	1	2	0	0
47	2	5	0	0
48	1	2	0	0
49	1	3	0	0
50-64 (Net)	27	0	100	0
50	1	0	5	0
51	2	0	6	0
52	1	0	5	0
53	2	0	7	0
54	2	0	8	0
55	2	0	7	0
56	2	0	8	0
57	2	0	8	0
58	2	0	7	0
59	3	0	10	0
60	1	0	5	0
61	1	0	5	0
62	1	0	6	0
63	2	0	6	0
64	2	0	7	0
65+ (Net)	20	0	0	100
65	2	0	0	8
66	2	0	0	9
67	2	0	0	11
68	1	0	0	7
69	2	0	0	8
70	1	0	0	6
71	2	0	0	9

	National	Age 18 - 49	Age 50 - 64	Age 65+
72	1	0	0	5
73	0	0	0	2
74	1	0	0	4
75	1	0	0	6
76	1	0	0	4
77	1	0	0	3
78	1	0	0	3
79	0	0	0	2
80	0	0	0	2
81	0	0	0	1
82	0	0	0	2
83	0	0	0	1
84	0	0	0	2
85	0	0	0	1
86	0	0	0	1
87	0	0	0	1
90	0	0	0	1
91	0	0	0	1
92	0	0	0	0
Total mentions	100	100	100	100
Mean	47.64	33.62	57.07	72.08
Std. Dev.	17.33	8.78	4.07	5.95
Std. Err.	0.39	0.29	0.17	0.27
Median	47	33	57	71

Table 6
 PPETHM. Race / Ethnicity
 Base = Total Respondents

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
White, non-Hispanic	64	56	70	79
ETHNIC (NET)	36	44	30	21
Black, Non-Hispanic	12	13	11	9
Other, non-Hispanic	7	8	5	4
Hispanic	16	21	12	7
2+ Races, Non-Hispanic	2	2	2	1
Total mentions	100	100	100	100

Table 7

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

Base Unweighted

Base Weighted

Base Effective

SOME COLLEGE OR LESS (NET)

No formal education

1st, 2nd, 3rd, or 4th grade

5th or 6th grade

7th or 8th grade

9th grade

10th grade

11th grade

12th grade NO DIPLOMA

HIGH SCHOOL GRADUATE - high school DIPLOMA or the equivalent (GED)

Some college, no degree

Associate degree

GRADUATED COLLEGE OR MORE (NET)

Bachelor's degree

Master's degree

Professional or Doctorate degree

Refused

Total mentions

	National	Age 18 - 49	Age 50 - 64	Age 65+
	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
SOME COLLEGE OR LESS (NET)	70	70	73	69
No formal education	0	0	0	0
1st, 2nd, 3rd, or 4th grade	0	0	1	0
5th or 6th grade	1	1	0	1
7th or 8th grade	2	2	2	1
9th grade	1	1	1	0
10th grade	2	3	1	1
11th grade	4	5	2	2
12th grade NO DIPLOMA	3	4	2	2
HIGH SCHOOL GRADUATE - high school DIPLOMA or the equivalent (GED)	27	26	28	30
Some college, no degree	21	18	24	23
Associate degree	10	9	12	9
GRADUATED COLLEGE OR MORE (NET)	30	30	27	31
Bachelor's degree	17	18	16	15
Master's degree	9	9	8	11
Professional or Doctorate degree	3	3	3	4
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 8

PPINCIMP. Household Income

Base = Total Respondents

Base Unweighted

Base Weighted

Base Effective

Under \$25K (Net)

Less than \$5,000

\$5,000 to \$7,499

\$7,500 to \$9,999

\$10,000 to \$12,499

	National	Age 18 - 49	Age 50 - 64	Age 65+
	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
Under \$25K (Net)	15	16	15	14
Less than \$5,000	2	3	1	1
\$5,000 to \$7,499	1	1	0	0
\$7,500 to \$9,999	1	1	1	1
\$10,000 to \$12,499	2	2	2	2

	National	Age 18 - 49	Age 50 - 64	Age 65+
\$12,500 to \$14,999	2	2	2	2
\$15,000 to \$19,999	3	3	3	2
\$20,000 to \$24,999	5	4	5	5
\$25K-\$49,999 (Net)	20	21	14	27
\$25,000 to \$29,999	4	4	3	5
\$30,000 to \$34,999	5	4	4	7
\$35,000 to \$39,999	5	5	2	6
\$40,000 to \$49,999	7	7	5	9
\$50K-\$74,999 (Net)	18	17	19	21
\$50,000 to \$59,999	7	6	8	9
\$60,000 to \$74,999	11	10	11	12
\$75K-\$99,999 (Net)	14	14	15	13
\$75,000 to \$84,999	7	6	10	6
\$85,000 to \$99,999	7	7	6	7
\$100K-\$149,999 (Net)	17	16	21	12
\$100,000 to \$124,999	11	11	13	8
\$125,000 to \$149,999	6	5	8	4
\$150K and over (Net)	15	16	16	12
\$150,000 to \$174,999	7	7	7	7
\$175,000 to \$199,999	5	5	5	3
\$200,000 to \$249,999	2	2	2	2
\$250,000 or more	2	2	3	1
\$25K-\$39,999 (Net)	14	14	9	19
\$40K-\$74,999 (Net)	25	24	24	30
Refused	0	0	0	0
Total mentions	100	100	100	100
Mean (in thousands)	83.18	83.64	89.1	73.96
Std. Dev.	60.31	61.9	61.37	53.25
Std. Err.	1.34	2.03	2.5	2.41
Median (in thousands)	63.07	63.07	69.89	54.76

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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
Never	0	0	0	0
Less than once a month	1	1	1	1

	National	Age 18 - 49	Age 50 - 64	Age 65+
Once a month	1	1	1	1
Several times a month	4	3	4	4
Several times a week	11	8	13	14
Every day	83	86	80	80
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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
Smartphone like an iPhone, Android, Blackberry, or Windows phone	76	87	73	50
Laptop computer	53	55	55	46
Desktop computer	46	41	47	56
Tablet, such as an iPad, Kindle, or Android tablet	39	37	44	36
TV or SmartTV	13	18	8	6
Some other type of device	1	1	1	1
Refused	0	0	0	1
Total mentions	228	240	228	196

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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
Facebook	75	81	72	64
Instagram	34	49	23	10
Twitter	27	35	21	13
LinkedIn	29	30	30	23
Other social media sites not listed	16	22	10	7

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

Base Unweighted
 Base Weighted
 Base Effective
 Yes
 No
 Refused
 Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
2024	931	605	488
2024	1073	546	405
1850	858	573	467
75	81	72	64
23	18	26	34
1	1	2	1
100	100	100	100

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

Base Unweighted
 Base Weighted
 Base Effective
 Yes
 No
 Refused
 Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
2024	931	605	488
2024	1073	546	405
1850	858	573	467
34	49	23	10
57	46	67	75
9	6	10	15
100	100	100	100

Table 14
 Q3. With which of the following social media sites do you have an account?
 - Twitter
 Base = Total Respondents

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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
Yes	27	35	21	13
No	62	57	67	72
Refused	11	9	12	15
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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
Yes	29	30	30	23
No	59	58	59	63
Refused	12	11	12	14
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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
Yes	16	22	10	7
No	66	61	71	74
Refused	18	17	19	19
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

Base Unweighted
 Base Weighted
 Base Effective
 Changed any of the privacy settings on your account from the default settings
 Posted a status update on your account
 Checked-in to show a place or location that you were visiting, for example a restaurant, store, or city
 Posted photos
 Made your birthdate visible to others on your account
 Commented on public Facebook groups that you follow
 Used your Facebook account to log in to other accounts

	National	Age 18 - 49	Age 50 - 64	Age 65+
	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	1514	762	437	315
Base Weighted	1526	873	393	260
Base Effective	1384	704	413	300
Changed any of the privacy settings on your account from the default settings	63	73	56	39
Posted a status update on your account	64	76	56	38
Checked-in to show a place or location that you were visiting, for example a restaurant, store, or city	43	49	39	27
Posted photos	79	86	78	60
Made your birthdate visible to others on your account	62	68	58	50
Commented on public Facebook groups that you follow	56	56	58	53
Used your Facebook account to log in to other accounts	43	50	35	29

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

Base Unweighted
 Base Weighted
 Base Effective
 Yes
 No
 Not Sure
 Total mentions

	National	Age 18 - 49	Age 50 - 64	Age 65+
	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	1514	762	437	315
Base Weighted	1526	873	393	260
Base Effective	1384	704	413	300
Yes	63	73	56	39
No	29	22	35	46
Not Sure	8	6	9	15
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

	National	Age 18 - 49	Age 50 - 64	Age 65+
	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	1514	762	437	315
Base Weighted	1526	873	393	260
Base Effective	1384	704	413	300
Yes	64	76	56	38
No	32	21	41	54
Not Sure	4	3	4	8
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

	National	Age 18 - 49	Age 50 - 64	Age 65+
	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	1514	762	437	315
Base Weighted	1526	873	393	260
Base Effective	1384	704	413	300
Yes	43	49	39	27
No	54	47	58	70
Not Sure	3	4	2	3
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

	National	Age 18 - 49	Age 50 - 64	Age 65+
	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	1514	762	437	315
Base Weighted	1526	873	393	260
Base Effective	1384	704	413	300
Yes	79	86	78	60
No	19	12	21	37
Not Sure	2	2	1	3
Total mentions	100	100	100	100

Table 22

Q4a. Now, we are going to ask you a few questions specifically about the kinds of activities you perform on Facebook. For each activity listed, please indicate whether you have performed that activity on your Facebook account. - Made your birthdate visible to others on your account
Base = Have Facebook account

	National	Age 18 - 49	Age 50 - 64	Age 65+
	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	1514	762	437	315
Base Weighted	1526	873	393	260
Base Effective	1384	704	413	300
Yes	x	68	58	50
No	32	27	36	40
Not Sure	6	5	6	10
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

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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	1514	762	437	315
Base Weighted	1526	873	393	260
Base Effective	1384	704	413	300
Yes	56	56	58	53
No	40	40	39	42
Not Sure	4	4	3	5
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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	1514	762	437	315
Base Weighted	1526	873	393	260
Base Effective	1384	704	413	300
Yes	43	50	35	29
No	52	44	59	65
Not Sure	6	6	5	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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	1188	655	342	191
Base Weighted	1213	750	306	157
Base Effective	1084	603	323	182
Posted photos of yourself	87	91	79	81
Posted your vacation photos while on vacation	56	59	51	48

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

Base Unweighted

Base Weighted

Base Effective

Yes

No

Not Sure

Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
1188	655	342	191
1213	750	306	157
1084	603	323	182
87	91	79	81
12	8	20	16
1	1	2	2
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

Base Unweighted

Base Weighted

Base Effective

Yes

No

Not Sure

Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
1188	655	342	191
1213	750	306	157
1084	603	323	182
56	59	51	48
42	38	47	50
2	3	1	2
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

Base Unweighted

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
1379	706	402	271

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	1393	809	360	225
Base Effective	1260	651	381	258
Yes	32	31	34	37
No	56	61	54	37
Not sure	12	9	12	26
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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
None	17	12	18	26
Some	34	30	41	37
All	43	50	37	33
Not applicable - I do not have any bank accounts	5	8	3	2
Refused	1	1	1	1
Total mentions	100	100	100	100

Table 30

Q7. Now, thinking more specifically about the bank account that you use most often-how often do you monitor the account online?

Base = Have online access to bank accounts

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	1590	762	479	349
Base Weighted	1565	852	427	286
Base Effective	1463	704	458	334
Never	2	1	3	4
Less than once a month	4	4	5	4
Once a month	7	7	7	7
Several times a month	25	24	26	28
Several times a week	39	41	37	33

	National	Age 18 - 49	Age 50 - 64	Age 65+
Everyday	22	22	22	23
Refused	0	0	0	1
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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	1590	762	479	349
Base Weighted	1565	852	427	286
Base Effective	1463	704	458	334
Never	9	8	8	11
Less than once a month	11	9	13	15
Once a month	17	16	20	17
Several times a month	26	27	27	22
Several times a week	21	22	18	20
Everyday	9	10	8	9
Not applicable - I only have one account	6	6	5	6
Refused	1	1	1	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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
0	19	26	15	6
1-2	35	36	33	36
3-4	23	20	26	27
5+	21	15	26	29

	National	Age 18 - 49	Age 50 - 64	Age 65+
Refused	2	3	1	2
Total mentions	100	100	100	100
Mean	2.95	2.48	3.38	3.6
Standard Deviation	2.97	2.88	3.14	2.76
Standard Error	0.07	0.1	0.13	0.13
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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	1653	691	512	450
Base Weighted	1597	766	459	372
Base Effective	1526	639	488	431
None of them	21	13	24	35
Some of them	21	17	24	27
All of them	57	70	52	37
Refused	0	0	0	1
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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	1279	601	388	290
Base Weighted	1247	660	347	240
Base Effective	1185	558	372	278
Never	2	1	2	4
Less than once a month	8	7	8	11
Once a month	24	21	28	25
Several times a month	34	34	35	31
Several times a week	22	25	18	21
Everyday	9	10	9	8
Refused	0	1	0	0

Total mentions

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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	1279	601	388	290
Base Weighted	1247	660	347	240
Base Effective	1185	558	372	278
Never	17	12	19	26
Less than once a month	26	23	28	30
Once a month	20	19	21	21
Several times a month	16	20	12	9
Several times a week	8	11	5	4
Everyday	4	5	4	3
Not applicable - I don't have any credit cards that I rarely use	9	8	11	7
Refused	1	1	1	1
Total mentions	100	100	100	100

Table 36

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 at least some of their bank or credit card accounts

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	911	348	313	250
Base Weighted	871	388	277	206
Base Effective	838	320	300	238
I don't trust the Internet	39	32	44	46
I am afraid that my personal information will get stolen	51	45	55	57
I feel safer without an online account	40	31	47	44
I am not tech-savvy	26	20	27	37
It is too much work to set up the account	25	22	23	32

I can't remember all of the passwords
 I don't have time to set up online access for them
 It is easier to monitor the paper statements
 I don't use those accounts very often

National	Age 18 - 49	Age 50 - 64	Age 65+
33	33	33	33
21	21	22	21
46	39	50	57
59	53	61	68

Table 37

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 at least some of their bank or credit card accounts

Base Unweighted
 Base Weighted
 Base Effective
 Yes
 No
 Refused
 Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
911	348	313	250
871	388	277	206
838	320	300	238
39	32	44	46
56	65	51	49
4	4	5	5
100	100	100	100

Table 38

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 at least some of their bank or credit card accounts

Base Unweighted
 Base Weighted
 Base Effective
 Yes
 No
 Refused
 Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
911	348	313	250
871	388	277	206
838	320	300	238
51	45	55	57
44	52	40	37
4	3	5	6
100	100	100	100

Table 39

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 at least some of their bank or credit card accounts

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	911	348	313	250
Base Weighted	871	388	277	206
Base Effective	838	320	300	238
Yes	40	31	48	44
No	56	65	47	50
Refused	5	4	5	6
Total mentions	100	100	100	100

Table 40

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 at least some of their bank or credit card accounts

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	911	348	313	250
Base Weighted	871	388	277	206
Base Effective	838	320	300	238
Yes	26	20	27	37
No	68	76	67	56
Refused	5	4	6	7
Total mentions	100	100	100	100

Table 41

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 at least some of their bank or credit card accounts

Base Unweighted
 Base Weighted
 Base Effective
 Yes
 No
 Refused
 Total mentions

	National	Age 18 - 49	Age 50 - 64	Age 65+
	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	911	348	313	250
Base Weighted	871	388	277	206
Base Effective	838	320	300	238
Yes	25	22	23	32
No	70	75	71	61
Refused	5	3	6	7
Total mentions	100	100	100	100

Table 42

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 at least some of their bank or credit card accounts

Base Unweighted
 Base Weighted
 Base Effective
 Yes
 No
 Refused
 Total mentions

	National	Age 18 - 49	Age 50 - 64	Age 65+
	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	911	348	313	250
Base Weighted	871	388	277	206
Base Effective	838	320	300	238
Yes	33	33	33	33
No	63	65	62	61
Refused	4	2	5	7
Total mentions	100	100	100	100

Table 43

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 at least some of their bank or credit card accounts

Base Unweighted
 Base Weighted
 Base Effective
 Yes
 No
 Refused
 Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
911	348	313	250
871	388	277	206
838	320	300	238
21	21	22	21
74	76	73	72
5	3	5	7
100	100	100	100

Table 44

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 at least some of their bank or credit card accounts

Base Unweighted
 Base Weighted
 Base Effective
 Yes
 No
 Refused
 Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
911	348	313	250
871	388	277	206
838	320	300	238
46	39	50	57
49	58	45	37
4	3	5	6
100	100	100	100

Table 45

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 at least some of their bank or credit card accounts

Base Unweighted
 Base Weighted
 Base Effective
 Yes
 No
 Refused
 Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
911	348	313	250
871	388	277	206
838	320	300	238
59	53	61	68
38	46	36	28
3	2	3	4
100	100	100	100

Table 46

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

Base Unweighted
 Base Weighted
 Base Effective
 I don't trust the Internet
 I am afraid that my personal information will get stolen
 I feel safer without an online account
 I am not tech-savvy
 It is too much work to set up the account
 I can't remember all of the passwords
 I don't have time to set up online access for them
 It is easier to monitor the paper statements
 I don't use those accounts very often

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
293	88	94	111
297	114	89	95
264	81	88	106
73	50	87	86
81	64	91	91
77	61	84	88
42	25	41	63
32	29	23	45
42	37	40	49
25	19	20	37
70	50	79	86
40	42	37	41

Table 47

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

Base Unweighted
 Base Weighted
 Base Effective
 Yes
 No
 Refused
 Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
293	88	94	111
297	114	89	95
264	81	88	106
73	50	87	86
24	44	10	12
4	6	3	2
100	100	100	100

Table 48

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

Base Unweighted
 Base Weighted
 Base Effective
 Yes
 No
 Refused
 Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
293	88	94	111
297	114	89	95
264	81	88	106
81	64	91	91
17	32	8	9
2	4	1	1
100	100	100	100

Table 49

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

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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	293	88	94	111
Base Weighted	297	114	89	95
Base Effective	264	81	88	106
Yes	77	61	84	88
No	21	35	14	11
Refused	2	4	2	1
Total mentions	100	100	100	100

Table 50

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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	293	88	94	111
Base Weighted	297	114	89	95
Base Effective	264	81	88	106
Yes	42	25	41	63
No	54	70	53	35
Refused	4	4	5	2
Total mentions	100	100	100	100

Table 51

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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	293	88	94	111
Base Weighted	297	114	89	95
Base Effective	264	81	88	106
Yes	32	29	23	45

	National	Age 18 - 49	Age 50 - 64	Age 65+
No	64	70	73	48
Refused	4	1	4	7
Total mentions	100	100	100	100

Table 52

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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	293	88	94	111
Base Weighted	297	114	89	95
Base Effective	264	81	88	106
Yes	42	37	40	49
No	53	59	56	44
Refused	5	4	4	7
Total mentions	100	100	100	100

Table 53

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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	293	88	94	111
Base Weighted	297	114	89	95
Base Effective	264	81	88	106
Yes	25	19	20	37
No	70	77	74	58
Refused	5	4	5	6
Total mentions	100	100	100	100

Table 54

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

Base Unweighted
 Base Weighted
 Base Effective
 Yes
 No
 Refused
 Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
293	88	94	111
297	114	89	95
264	81	88	106
70	50	79	86
27	48	18	12
3	3	4	2
100	100	100	100

Table 55

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

Base Unweighted
 Base Weighted
 Base Effective
 Yes
 No
 Refused
 Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
293	88	94	111
297	114	89	95
264	81	88	106
40	42	37	41
55	55	58	54
5	4	6	5
100	100	100	100

Table 56

DOV_FEAR. Fear

Base = Total Answering

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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	806	251	290	265
Base Weighted	778	294	262	223
Base Effective	734	229	274	251
1	72	61	77	79
2	88	85	89	92
3	74	65	79	78
Total mentions	233	211	245	249

Table 57

Q14. Thinking about all of your online accounts, have you ever used the same password for more than one account?

Base = Total Respondents

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
Yes	48	55	42	36
No	41	34	47	50
Not sure	11	11	10	13
Refused	1	0	1	1
Total mentions	100	100	100	100

Table 58

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

Base = Total Respondents

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
Less secure	43	39	44	52
About as secure	46	48	44	40
More secure	11	12	12	7
Refused	0	1	0	0
Total mentions	100	100	100	100

Table 59

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

Base Unweighted

Base Weighted

Base Effective

Yes

No

Not sure

Refused

Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
2024	931	605	488
2024	1073	546	405
1850	858	573	467
25	23	29	25
46	48	42	49
28	28	29	25
1	1	0	1
100	100	100	100

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
2024	931	605	488
2024	1073	546	405
1850	858	573	467
65	61	69	69
Strongly agree	14	15	17
Somewhat agree	50	54	52
34	38	31	30
Somewhat disagree	28	25	26
Strongly disagree	6	6	4
1	1	0	1
100	100	100	100

Table 60

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

Base Unweighted

Base Weighted

Base Effective

Strongly/Somewhat agree (Net)

Strongly agree

Somewhat agree

Strongly/Somewhat disagree (Net)

Somewhat disagree

Strongly disagree

Refused

Total mentions

Table 61

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

Base Unweighted
Base Weighted
Base Effective
Noticed fraudulent charges on your credit or debit card
Had someone attempt to open a line of credit or apply for a loan using your name
Had someone attempt to receive a tax refund using your name

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
2024	931	605	488
2024	1073	546	405
1850	858	573	467
47	40	57	52
8	8	11	5
3	3	4	2

Table 62
Q18. To the best of your knowledge, have you ever...? - Noticed fraudulent charges on your credit or debit card
Base = Total Respondents

Base Unweighted
Base Weighted
Base Effective
Yes
No
Not Sure
Refused
Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
2024	931	605	488
2024	1073	546	405
1850	858	573	467
47	40	57	52
47	52	39	44
5	7	3	4
1	1	0	1
100	100	100	100

Table 63
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

Base Unweighted

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
2024	931	605	488

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
Yes	8	8	11	5
No	79	80	76	81
Not Sure	12	12	12	13
Refused	1	1	0	1
Total mentions	100	100	100	100

Table 64

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

Base = Total Respondents

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
Yes	3	3	4	2
No	88	87	90	89
Not Sure	8	9	6	8
Refused	1	1	0	1
Total mentions	100	100	100	100

Table 65

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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.	19	22	19	12
If you are concerned about your credit file, a fraud alert will prevent your credit file from being shared with potential creditors.	29	30	28	29

There are millions of Social Security numbers available for sale on the Internet for as low as \$3 each.
 A credit freeze occurs when the credit bureau freezes your account because someone has tried to access your credit file illegally.
 Purchasing ID theft monitoring services prevents thieves from stealing your identity.
 A scan of the dark web will confirm whether your personal information has been stolen.
 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.
 To identity thieves, children's identities are just as valuable as adults'.

National	Age 18 - 49	Age 50 - 64	Age 65+
29	27	31	31
39	40	38	40
15	19	13	9
14	16	13	10
67	62	74	72
71	67	76	74

Table 66
 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

Base Unweighted
 Base Weighted
 Base Effective
 When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.
 If you are concerned about your credit file, a fraud alert will prevent your credit file from being shared with potential creditors.
 There are millions of Social Security numbers available for sale on the Internet for as low as \$3 each.
 A credit freeze occurs when the credit bureau freezes your account because someone has tried to access your credit file illegally.
 Purchasing ID theft monitoring services prevents thieves from stealing your identity.
 A scan of the dark web will confirm whether your personal information has been stolen.
 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.
 To identity thieves, children's identities are just as valuable as adults'.

National	Age 18 - 49	Age 50 - 64	Age 65+
2024	931	605	488
2024	1073	546	405
1850	858	573	467
48	44	51	57
23	22	27	21
7	10	5	2
22	20	24	22
49	46	54	52
22	26	19	14
7	8	5	4
6	8	4	5

Table 67

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

Base Unweighted
 Base Weighted
 Base Effective
 True
 False
 Not Sure
 Refused
 Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
2024	931	605	488
2024	1073	546	405
1850	858	573	467
19	22	19	12
48	44	51	57
31	33	29	30
1	1	1	1
100	100	100	100

Table 68

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

Base Unweighted
 Base Weighted
 Base Effective
 True
 False
 Not Sure
 Refused
 Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
2024	931	605	488
2024	1073	546	405
1850	858	573	467
29	30	28	29
23	22	27	21
47	47	45	50
1	1	0	1
100	100	100	100

Table 69

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

Base Unweighted
 Base Weighted
 Base Effective
 True
 False
 Not Sure
 Refused
 Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
2024	931	605	488
2024	1073	546	405
1850	858	573	467
29	27	31	31
7	10	5	2
63	62	63	66
1	1	1	1
100	100	100	100

Table 70

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

Base Unweighted
 Base Weighted
 Base Effective
 True
 False
 Not Sure
 Refused
 Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
2024	931	605	488
2024	1073	546	405
1850	858	573	467
39	40	38	40
22	20	24	22
38	39	38	37
1	1	1	1
100	100	100	100

Table 71

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

Base Unweighted
 Base Weighted
 Base Effective
 True
 False
 Not Sure
 Refused
 Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
2024	931	605	488
2024	1073	546	405
1850	858	573	467
15	19	13	9
49	46	54	52
35	34	33	39
1	1	0	1
100	100	100	100

National	Age 18 - 49	Age 50 - 64	Age 65+
2024	931	605	488
2024	1073	546	405
1850	858	573	467
14	16	13	10
22	26	19	14
63	57	67	75
1	1	1	1
100	100	100	100

National	Age 18 - 49	Age 50 - 64	Age 65+
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Table 72

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

Base Unweighted
 Base Weighted
 Base Effective
 True
 False
 Not Sure
 Refused
 Total mentions

Table 73

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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
True	67	62	74	72
False	7	8	5	4
Not Sure	26	29	21	23
Refused	1	1	0	1
Total mentions	100	100	100	100

Table 74

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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
True	71	67	76	74
False	6	8	4	5
Not Sure	22	24	19	20
Refused	1	1	0	1
Total mentions	100	100	100	100

Table 75

DOV_SAFE. Safe

Base = Total Respondents

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
0	10	13	6	8
1	9	9	8	9
2	15	16	15	14
3	21	20	22	22
4	17	17	19	16
5	14	13	13	15

	National	Age 18 - 49	Age 50 - 64	Age 65+
6	7	5	9	11
7	4	5	5	3
8	2	2	3	2
Total mentions	100	100	100	100

Table 76
Q20. Have you ever gotten a free annual credit report?
Base = Total Respondents

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
Yes	64	58	71	69
No	36	41	29	31
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 77
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

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
Yes	14	12	16	19
No	85	87	84	80
Refused	1	1	0	1
Total mentions	100	100	100	100

Table 78

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

Base = Have ordered a security freeze on credit

Base Unweighted

Base Weighted

Base Effective

Yes

No

Refused

Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
299	111	95	93
291	126	88	77
275	104	89	87
48	40	56	51
51	58	44	49
1	2	0	1
100	100	100	100

Table 79

D4. Do you currently have children or any other family members living with you in your household?

Base = Total Respondents

Base Unweighted

Base Weighted

Base Effective

Yes

No

Refused

Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
2024	931	605	488
2024	1073	546	405
1850	858	573	467
57	65	55	40
42	35	45	59
1	0	0	1
100	100	100	100

Table 80

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

Base = Total Respondents

Base Unweighted

Base Weighted

Base Effective

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
2024	931	605	488
2024	1073	546	405
1850	858	573	467

	National	Age 18 - 49	Age 50 - 64	Age 65+
Employed or self-employed full-time	47	59	52	8
Employed or self-employed part-time	14	16	13	10
Retired and not working at all	22	1	21	78
Unemployed and looking for work	5	8	3	1
Not in the labor force for some other reason	11	15	10	2
Refused	1	1	1	1
Total mentions	100	100	100	100

Table 81

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

Base = Total Respondents

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
Yes	11	7	10	24
No	88	92	90	76
Refused	0	1	1	0
Total mentions	100	100	100	100

Table 82

D9. Which of the following best describes your political views?

Base = Total Respondents

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
Liberal	22	27	18	15
Moderate	45	47	43	41
Conservative	31	23	36	43
Refused	3	3	4	1
Total mentions	100	100	100	100

Table 83

PPMARIT. Marital Status

Base = Total Respondents

Base Unweighted

Base Weighted

Base Effective

MARRIED/LIVING WITH PARTNER (Net)

Married

Living with partner

Widowed

Divorced

Separated

Never married

Refused

Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
2024	931	605	488
2024	1073	546	405
1850	858	573	467
63	58	71	67
57	47	68	66
6	10	3	1
4	1	3	13
10	5	14	15
2	2	2	1
22	35	10	4
0	0	0	0
100	100	100	100

Table 84

PPHHHEAD. Household Head

Base = Total Respondents

Base Unweighted

Base Weighted

Base Effective

Yes

No

Refused

Total mentions

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
2024	931	605	488
2024	1073	546	405
1850	858	573	467
77	64	90	93
23	36	10	7
0	0	0	0
100	100	100	100

Table 85

PPHHSIZE. Household Size

Base = Total Respondents

Base Unweighted

Base Weighted

National	Age 18 - 49	Age 50 - 64	Age 65+
National	Age 18 - 49	Age 50 - 64	Age 65+
2024	931	605	488
2024	1073	546	405

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Effective	1850	858	573	467
1	18	12	22	27
MORE THAN ONE (NET)	82	88	78	73
2	34	24	39	56
3	19	22	21	9
4	15	21	11	3
5	8	13	4	3
6	3	5	1	1
7	1	2	1	0
8	0	0	0	0
9	0	0	0	0
10	0	0	0	0
12	0	0	0	0
Total mentions	100	100	100	100
Mean	2.81	3.29	2.44	2.01
Standard deviation	1.53	1.64	1.26	0.98
Standard error	0.03	0.05	0.05	0.04
Median	2	3	2	2

Table 86
 AGEGROUP. Age Group
 Base = Total Respondents

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
18-24	9	17	0	0
25-34	19	36	0	0
35-44	18	33	0	0
45-54	15	13	31	0
55-64	19	0	69	0
65-74	14	0	0	69
75 and over	6	0	0	31
Total mentions	100	100	100	100

Table 87
 PPWORK. Current Employment Status
 Base = Total Respondents

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

	National	Age 18 - 49	Age 50 - 64	Age 65+
	National	18 - 49	50 - 64	65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
WORKING (NET)	64	76	70	24
Working - as a paid employee	56	68	61	17
Working - self-employed	8	7	9	7
NOT WORKING (NET)	36	24	30	76
Not working - on temporary layoff from a job	0	0	1	0
Not working - looking for work	5	8	2	2
Not working - retired	19	1	16	72
Not working - disabled	5	6	7	1
Not working - other	7	10	4	1
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 88
PPRENT. Ownership Status of Living Quarters
Base = Total Respondents

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467
Owned or being bought by you or someone in your household	70	61	76	85
Rented for cash	28	37	23	14
Occupied without payment of cash rent	2	2	1	1
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 89
PPHOUSE. Housing Type
Base = Total Respondents

	National	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	2024	931	605	488
Base Weighted	2024	1073	546	405
Base Effective	1850	858	573	467

	National	Age 18 - 49	Age 50 - 64	Age 65+
A one-family house detached from any other house	70	66	75	74
A one-family house attached to one or more houses	9	9	8	10
A building with 2 or more apartments	17	22	13	11
A mobile home	4	3	4	4
Boat, RV, van, etc.	0	0	0	1
Refused	0	0	0	0
Total mentions	100	100	100	100