

Up for Grabs: Taking Charge of Your Digital Identity

AARP New Jersey 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+ New Jersey sample

	New Jersey	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				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
English	95	95	95	96
Spanish	5	5	5	4
Total mentions	100	100	100	100
 Table 2				
QSTATE. In which state do you live?				
Base = Total Respondents				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
New Jersey	100	100	100	100
Total mentions	100	100	100	100
 Table 3				
PPREG4. Region 4 - Based on State of Residence				
Base = Total Respondents				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Northeast	100	100	100	100
Midwest	0	0	0	0
South	0	0	0	0
West	0	0	0	0
Total mentions	100	100	100	100
 Table 4				
PPGENDER. Gender				
Base = Total Respondents				

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Male	47	49	47	42
Female	53	51	53	58
Total mentions	100	100	100	100

Table 5
PPAGE. Age
Base = Total Respondents

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
18-49 (Net)	48	100	0	0
18	2	5	0	0
19	1	3	0	0
20	1	2	0	0
21	0	1	0	0
22	0	1	0	0
23	2	3	0	0
24	1	1	0	0
25	2	3	0	0
27	2	4	0	0
28	1	3	0	0
29	3	6	0	0
30	0	1	0	0
31	2	5	0	0
32	2	5	0	0
33	1	2	0	0
34	2	4	0	0
35	1	2	0	0
36	1	3	0	0
37	3	6	0	0
38	1	2	0	0
39	1	2	0	0
40	3	5	0	0
41	5	10	0	0
42	1	2	0	0
43	1	3	0	0
44	1	3	0	0
45	1	3	0	0
46	1	3	0	0
47	1	3	0	0
48	2	3	0	0
49	2	3	0	0
50-64 (Net)	30	0	100	0
50	1	0	2	0
51	2	0	7	0

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
52	2	0	6	0
53	3	0	9	0
54	2	0	8	0
55	1	0	4	0
56	2	0	8	0
57	4	0	14	0
58	2	0	7	0
59	2	0	6	0
60	2	0	6	0
61	1	0	4	0
62	1	0	3	0
63	3	0	10	0
64	1	0	4	0
65+ (Net)	21	0	0	100
65	2	0	0	7
66	2	0	0	8
67	2	0	0	7
68	1	0	0	7
69	2	0	0	9
70	1	0	0	7
71	3	0	0	12
72	1	0	0	3
73	1	0	0	3
74	1	0	0	3
75	1	0	0	3
76	2	0	0	8
77	0	0	0	2
78	1	0	0	3
79	0	0	0	2
80	1	0	0	4
81	0	0	0	2
82	0	0	0	2
83	0	0	0	1
84	0	0	0	2
85	0	0	0	2
86	0	0	0	1
87	0	0	0	1
88	0	0	0	0
91	0	0	0	0
Total mentions	100	100	100	100
Mean	49.6	34.85	56.86	72.41
Std. Dev.	16.8	8.82	3.97	5.77
Std. Err.	0.66	0.68	0.26	0.37
Median	51	36	57	71
Table 6 PPETHM. Race / Ethnicity Base = Total Respondents				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
White, non-Hispanic	61	49	68	80
ETHNIC (NET)	39	51	32	20
Black, Non-Hispanic	11	14	8	8
Other, non-Hispanic	5	8	2	2
Hispanic	18	23	16	9
2+ Races, Non-Hispanic	5	6	7	2
Total mentions	100	100	100	100

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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
SOME COLLEGE OR LESS (NET)	62	61	63	61
No formal education	1	2	0	0
1st, 2nd, 3rd, or 4th grade	0	0	2	0
5th or 6th grade	0	0	0	0
7th or 8th grade	0	0	1	0
9th grade	0	1	0	1
10th grade	1	0	1	1
11th grade	1	2	1	0
12th grade NO DIPLOMA	3	4	0	3
HIGH SCHOOL GRADUATE - high school DIPLOMA or the equivalent (GED)	30	24	33	38
Some college, no degree	17	19	17	14
Associate degree	8	9	7	5
GRADUATED COLLEGE OR MORE (NET)	38	39	37	39
Bachelor's degree	22	23	23	20
Master's degree	12	13	9	14
Professional or Doctorate degree	4	3	5	5
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 8
PPINCIMP. Household Income
Base = Total Respondents

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Under \$25K (Net)	11	15	9	7
Less than \$5,000	3	6	1	0
\$5,000 to \$7,499	0	0	0	0
\$7,500 to \$9,999	2	3	0	0
\$10,000 to \$12,499	1	1	0	2

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
\$12,500 to \$14,999	1	1	1	1
\$15,000 to \$19,999	2	0	3	2
\$20,000 to \$24,999	3	3	2	1
\$25K-\$49,999 (Net)	15	13	14	20
\$25,000 to \$29,999	4	4	4	4
\$30,000 to \$34,999	3	3	2	8
\$35,000 to \$39,999	2	2	2	3
\$40,000 to \$49,999	6	5	6	7
\$50K-\$74,999 (Net)	16	18	13	17
\$50,000 to \$59,999	6	6	6	7
\$60,000 to \$74,999	10	12	7	10
\$75K-\$99,999 (Net)	13	12	11	18
\$75,000 to \$84,999	5	5	5	7
\$85,000 to \$99,999	8	7	7	12
\$100K-\$149,999 (Net)	20	20	23	18
\$100,000 to \$124,999	14	14	14	15
\$125,000 to \$149,999	6	6	9	3
\$150K and over (Net)	25	23	30	20
\$150,000 to \$174,999	9	10	9	6
\$175,000 to \$199,999	7	7	8	7
\$200,000 to \$249,999	4	2	7	3
\$250,000 or more	5	5	6	3
\$25K-\$39,999 (Net)	9	8	8	14
\$40K-\$74,999 (Net)	22	23	19	24
Refused	0	0	0	0
Total mentions	100	100	100	100
Mean (in thousands)	101.85	97.19	114.03	95.05
Std. Dev.	68.71	68.4	71.96	62.69
Std. Err.	2.7	5.25	4.65	4.04
Median (in thousands)	83.77	78.99	96.92	77.45

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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Never	0	0	0	0
Less than once a month	0	0	0	1
Once a month	1	2	0	1
Several times a month	5	7	5	1
Several times a week	7	4	10	11
Every day	86	87	85	86
Don't Know	0	0	0	0
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 10

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Q1. Which of the following devices do you use to access the Internet? Base = Total Respondents				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Smartphone like an iPhone, Android, Blackberry, or Windows phone	74	85	74	50
Laptop computer	60	64	66	45
Desktop computer	43	36	45	57
Tablet, such as an iPad, Kindle, or Android tablet	43	43	41	44
TV or SmartTV	11	16	8	5
Some other type of device	2	3	1	0
Refused	0	0	0	0
Total mentions	234	247	235	201

Table 11

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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Facebook	69	72	70	61
Instagram	36	52	27	12
Twitter	29	37	22	18
LinkedIn	40	45	41	25
Other social media sites not listed	15	25	7	4

Table 12

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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Yes	69	72	70	61
No	29	26	27	36
Refused	2	2	2	3
Total mentions	100	100	100	100

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
<p>Table 13 Q3. With which of the following social media sites do you have an account? - Instagram Base = Total Respondents</p>				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Yes	36	52	27	12
No	55	42	64	70
Refused	9	5	8	17
Total mentions	100	100	100	100
<p>Table 14 Q3. With which of the following social media sites do you have an account? - Twitter Base = Total Respondents</p>				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Yes	29	37	22	18
No	60	53	68	63
Refused	11	9	9	19
Total mentions	100	100	100	100
<p>Table 15 Q3. With which of the following social media sites do you have an account? - LinkedIn Base = Total Respondents</p>				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Yes	40	45	41	25
No	49	44	51	58
Refused	11	11	7	17
Total mentions	100	100	100	100
<p>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</p>				

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Yes	15	25	7	4
No	65	59	72	70
Refused	20	16	22	26
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	455	135	171	149
Base Weighted	449	225	139	85
Base Effective	223	83	89	92
Changed any of the privacy settings on your account from the default settings	62	71	63	35
Posted a status update on your account	61	74	56	33
Checked-in to show a place or location that you were visiting, for example a restaurant, store, or city	54	63	56	26
Posted photos	78	88	73	58
Made your birthdate visible to others on your account	64	69	60	58
Commented on public Facebook groups that you follow	58	65	54	46
Used your Facebook account to log in to other accounts	43	55	31	32

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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	455	135	171	149
Base Weighted	449	225	139	85
Base Effective	223	83	89	92
Yes	62	71	63	35
No	27	18	28	50
Not Sure	11	11	8	15
Total mentions	100	100	100	100

	New Jersey	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>				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	455	135	171	149
Base Weighted	449	225	139	85
Base Effective	223	83	89	92
Yes	61	74	56	33
No	35	23	40	60
Not Sure	4	3	5	6
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>				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	455	135	171	149
Base Weighted	449	225	139	85
Base Effective	223	83	89	92
Yes	54	63	56	26
No	45	37	42	72
Not Sure	1	1	2	2
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>				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	455	135	171	149
Base Weighted	449	225	139	85
Base Effective	223	83	89	92
Yes	78	88	73	58

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
No	21	11	25	42
Not Sure	1	1	2	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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	455	135	171	149
Base Weighted	449	225	139	85
Base Effective	223	83	89	92
Yes	64	69	60	58
No	32	27	37	37
Not Sure	4	4	3	5
Total mentions	100	100	100	100

Table 23

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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	455	135	171	149
Base Weighted	449	225	139	85
Base Effective	223	83	89	92
Yes	58	65	54	46
No	39	33	43	51
Not Sure	3	3	3	3
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
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	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	455	135	171	149
Base Weighted	449	225	139	85
Base Effective	223	83	89	92
Yes	43	55	31	32
No	53	42	66	61
Not Sure	4	3	2	7
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	324	120	118	86
Base Weighted	349	199	101	49
Base Effective	161	73	60	52
Posted photos of yourself	86	91	79	80
Posted your vacation photos while on vacation	54	57	56	40

Table 26

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

Base = Posted photos on Facebook account

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	324	120	118	86
Base Weighted	349	199	101	49
Base Effective	161	73	60	52
Yes	86	91	79	80
No	14	9	20	19
Not Sure	0	0	1	1
Total mentions	100	100	100	100

Table 27

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

Base = Posted photos on Facebook account

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	324	120	118	86
Base Weighted	349	199	101	49
Base Effective	161	73	60	52
Yes	54	57	56	40
No	45	42	43	59

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Not Sure	1	1	1	1
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				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	400	130	147	123
Base Weighted	408	213	124	72
Base Effective	198	80	76	75
Yes	30	24	33	45
No	56	70	47	29
Not sure	13	5	20	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				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
None	15	10	20	20
Some	37	32	39	44
All	44	53	36	33
Not applicable - I do not have any bank accounts	4	5	5	1
Refused	1	0	0	2
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				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	516	141	190	185
Base Weighted	522	266	149	108
Base Effective	248	91	104	106
Never	4	4	4	6
Less than once a month	3	2	4	3

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Once a month	8	6	10	9
Several times a month	32	37	26	27
Several times a week	31	32	32	28
Everyday	22	18	25	27
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 31

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

Base = Have online access to bank accounts

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	516	141	190	185
Base Weighted	522	266	149	108
Base Effective	248	91	104	106
Never	11	11	11	13
Less than once a month	10	9	12	10
Once a month	16	12	23	17
Several times a month	28	34	18	27
Several times a week	19	21	16	17
Everyday	11	8	15	13
Not applicable - I only have one account	4	4	5	4
Refused	1	2	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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
0	11	16	10	2
1-2	35	40	32	27
3-4	28	22	31	36
5+	25	20	26	33
Refused	2	2	1	2
Total mentions	100	100	100	100
Mean	3.58	3.23	3.67	4.22
Standard Deviation	3.38	3.58	3.14	3.12
Standard Error	0.13	0.28	0.2	0.2
Median	3	2	3	3

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Table 33				
Q10. Focusing specifically on the credit cards that you use frequently, how many of these credit cards have you set up online access to?				
Base = Actively using credit cards				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	590	140	221	229
Base Weighted	567	257	177	133
Base Effective	285	90	120	134
None of them	21	13	28	27
Some of them	24	16	28	32
All of them	55	71	43	41
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	444	121	160	163
Base Weighted	447	224	126	97
Base Effective	216	80	83	92
Never	4	5	4	3
Less than once a month	7	5	8	12
Once a month	23	18	24	35
Several times a month	41	53	28	30
Several times a week	16	15	22	12
Everyday	8	5	14	8
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	444	121	160	163
Base Weighted	447	224	126	97
Base Effective	216	80	83	92
Never	20	14	19	36
Less than once a month	20	18	19	26
Once a month	18	16	21	18
Several times a month	21	26	19	10
Several times a week	10	13	9	4

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Everyday	3	2	7	1
Not applicable - I don't have any credit cards that I rarely use	7	10	6	3
Refused	1	1	0	1
Total mentions	100	100	100	100

Table 36

Q13a_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - Summary of 'Yes'

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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	428	77	168	183
Base Weighted	377	145	130	101
Base Effective	198	48	94	112
I don't trust the Internet	41	29	49	49
I am afraid that my personal information will get stolen	58	48	66	62
I feel safer without an online account	41	23	53	52
I am not tech-savvy	26	13	25	46
It is too much work to set up the account	28	25	22	38
I can't remember all of the passwords	35	40	27	38
I don't have time to set up online access for them	22	22	18	27
It is easier to monitor the paper statements	50	31	56	70
I don't use those accounts very often	55	47	58	63

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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	428	77	168	183
Base Weighted	377	145	130	101
Base Effective	198	48	94	112
Yes	41	29	49	49
No	53	67	46	41
Refused	6	4	5	10
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base = Has some/does not have online access to bank or credit card accounts				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	428	77	168	183
Base Weighted	377	145	130	101
Base Effective	198	48	94	112
Yes	58	48	66	62
No	37	48	31	28
Refused	5	4	3	10
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	428	77	168	183
Base Weighted	377	145	130	101
Base Effective	198	48	94	112
Yes	41	23	53	52
No	55	73	45	40
Refused	4	4	2	8
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	428	77	168	183
Base Weighted	377	145	130	101
Base Effective	198	48	94	112
Yes	26	13	25	46
No	67	83	67	46
Refused	7	4	8	8
Total mentions	100	100	100	100

Table 41

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
<p>Q13a_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - It is too much work to set up the account</p> <p>Base = Has some/does not have online access to bank or credit card accounts</p>				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	428	77	168	183
Base Weighted	377	145	130	101
Base Effective	198	48	94	112
Yes	28	25	22	38
No	65	71	70	50
Refused	7	4	8	12
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	428	77	168	183
Base Weighted	377	145	130	101
Base Effective	198	48	94	112
Yes	35	40	27	38
No	59	57	67	51
Refused	6	3	6	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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	428	77	168	183
Base Weighted	377	145	130	101
Base Effective	198	48	94	112
Yes	22	22	18	27
No	71	75	75	60
Refused	7	3	7	13
Total mentions	100	100	100	100

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
<p>Table 44</p> <p>Q13a_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - It is easier to monitor the paper statements</p> <p>Base = Has some/does not have online access to bank or credit card accounts</p>				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	428	77	168	183
Base Weighted	377	145	130	101
Base Effective	198	48	94	112
Yes	50	31	56	70
No	45	65	40	23
Refused	5	4	4	7
Total mentions	100	100	100	100
<p>Table 45</p> <p>Q13a_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - I don't use those accounts very often</p> <p>Base = Has some/does not have online access to bank or credit card accounts</p>				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	428	77	168	183
Base Weighted	377	145	130	101
Base Effective	198	48	94	112
Yes	55	47	58	63
No	39	51	37	24
Refused	6	3	4	13
Total mentions	100	100	100	100
<p>Table 46</p> <p>Q13a. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL of your financial accounts? - Summary of 'Yes'</p> <p>Base = Has online access to some of their bank or credit card accounts</p>				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	57	136	148
Base Weighted	300	116	102	81
Base Effective	155	37	73	90
I don't trust the Internet	34	23	39	41

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
I am afraid that my personal information will get stolen	54	45	60	58
I feel safer without an online account	34	16	47	43
I am not tech-savvy	22	8	22	43
It is too much work to set up the account	28	26	25	36
I can't remember all of the passwords	33	40	26	33
I don't have time to set up online access for them	21	22	18	24
It is easier to monitor the paper statements	46	30	49	65
I don't use those accounts very often	60	50	65	67

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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	57	136	148
Base Weighted	300	116	102	81
Base Effective	155	37	73	90
Yes	34	23	39	41
No	61	75	54	48
Refused	6	1	7	10
Total mentions	100	100	100	100

Table 48

Q13a. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL of your financial accounts? - I am afraid that my personal information will get stolen

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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	57	136	148
Base Weighted	300	116	102	81
Base Effective	155	37	73	90
Yes	54	45	60	58
No	42	54	36	32
Refused	5	1	4	10
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	57	136	148
Base Weighted	300	116	102	81
Base Effective	155	37	73	90
Yes	34	16	47	43
No	62	83	50	49
Refused	4	1	3	8
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	57	136	148
Base Weighted	300	116	102	81
Base Effective	155	37	73	90
Yes	22	8	22	43
No	72	89	71	50
Refused	6	2	8	7
Total mentions	100	100	100	100

Table 51

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

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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	57	136	148
Base Weighted	300	116	102	81
Base Effective	155	37	73	90
Yes	28	26	25	36
No	65	73	67	51
Refused	7	1	8	12
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	57	136	148
Base Weighted	300	116	102	81
Base Effective	155	37	73	90
Yes	33	40	26	33
No	62	60	68	56
Refused	5	0	6	11
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	57	136	148
Base Weighted	300	116	102	81
Base Effective	155	37	73	90
Yes	21	22	18	24
No	73	78	75	63
Refused	6	0	7	13
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	57	136	148
Base Weighted	300	116	102	81
Base Effective	155	37	73	90
Yes	46	30	49	65
No	50	69	46	28
Refused	4	1	5	7
Total mentions	100	100	100	100

Table 55

	New Jersey	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				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	57	136	148
Base Weighted	300	116	102	81
Base Effective	155	37	73	90
Yes	60	50	65	67
No	36	50	32	21
Refused	4	0	4	11
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	87	20	32	35
Base Weighted	77	29	28	20
Base Effective	44	11	21	22
I don't trust the Internet	71	53	85	79
I am afraid that my personal information will get stolen	76	60	89	80
I feel safer without an online account	69	52	74	87
I am not tech-savvy	42	30	39	61
It is too much work to set up the account	25	24	12	46
I can't remember all of the passwords	40	41	28	56
I don't have time to set up online access for them	27	24	19	41
It is easier to monitor the paper statements	67	36	83	90
I don't use those accounts very often	37	32	35	46

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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	87	20	32	35
Base Weighted	77	29	28	20
Base Effective	44	11	21	22

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Yes	71	53	85	79
No	22	34	15	13
Refused	7	13	0	8
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	87	20	32	35
Base Weighted	77	29	28	20
Base Effective	44	11	21	22
Yes	76	60	89	80
No	17	27	11	10
Refused	7	13	0	10
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	87	20	32	35
Base Weighted	77	29	28	20
Base Effective	44	11	21	22
Yes	69	52	74	87
No	24	35	26	6
Refused	7	13	0	8
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	87	20	32	35

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	77	29	28	20
Base Effective	44	11	21	22
Yes	42	30	39	61
No	48	57	53	28
Refused	10	13	7	10
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	87	20	32	35
Base Weighted	77	29	28	20
Base Effective	44	11	21	22
Yes	25	24	12	46
No	64	63	81	43
Refused	10	13	7	10
Total mentions	100	100	100	100

Table 62

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

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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	87	20	32	35
Base Weighted	77	29	28	20
Base Effective	44	11	21	22
Yes	40	41	28	56
No	50	46	65	33
Refused	10	13	7	10
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	87	20	32	35
Base Weighted	77	29	28	20
Base Effective	44	11	21	22
Yes	40	41	28	56
No	50	46	65	33
Refused	10	13	7	10
Total mentions	100	100	100	100

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	87	20	32	35
Base Weighted	77	29	28	20
Base Effective	44	11	21	22
Yes	27	24	19	41
No	62	63	74	46
Refused	11	13	7	13
Total mentions	100	100	100	100

Table 64

Q13b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ANY of your financial accounts? - It is easier to monitor the paper statements

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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	87	20	32	35
Base Weighted	77	29	28	20
Base Effective	44	11	21	22
Yes	67	36	83	90
No	26	51	17	2
Refused	7	13	0	8
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	87	20	32	35
Base Weighted	77	29	28	20
Base Effective	44	11	21	22
Yes	37	32	35	46
No	51	55	57	35
Refused	12	13	7	19
Total mentions	100	100	100	100

Table 66

DOV_FEAR. Fear

Base = Total Answering

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
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	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	288	42	114	132
Base Weighted	243	78	91	74
Base Effective	132	26	59	80
1	64	55	70	67
2	90	90	94	85
3	64	44	75	71
Total mentions	218	189	239	223

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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Yes	44	50	41	33
No	46	39	50	54
Not sure	10	10	9	12
Refused	1	0	1	1
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Less secure	48	40	53	55
About as secure	40	45	37	36
More secure	11	14	10	7
Refused	1	0	0	2
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Yes	21	17	29	20
No	43	41	44	45
Not sure	36	42	28	33
Refused	0	0	0	1
Total mentions	100	100	100	100

Table 70

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

Base = Total Respondents

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Strongly/Somewhat agree (Net)	68	68	71	65
Strongly agree	15	15	12	19
Somewhat agree	53	53	60	46
Strongly/Somewhat disagree (Net)	31	32	28	33
Somewhat disagree	26	28	24	27
Strongly disagree	5	4	4	7
Refused	1	0	0	2
Total mentions	100	100	100	100

Table 71

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

Base = Total Respondents

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Noticed fraudulent charges on your credit or debit card	52	48	59	52
Had someone attempt to open a line of credit or apply for a loan using your name	12	15	10	11
Had someone attempt to receive a tax refund using your name	2	3	1	2

Table 72

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

Base = Total Respondents

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
		Age	Age	Age

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
	New Jersey	18 - 49	50 - 64	65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Yes	52	48	59	52
No	39	41	35	42
Not Sure	8	11	5	5
Refused	1	0	1	2
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Yes	12	15	10	11
No	74	70	78	78
Not Sure	13	15	12	10
Refused	1	0	1	2
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Yes	2	3	1	2
No	88	84	92	93
Not Sure	9	13	6	3
Refused	1	0	1	2
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
	New Jersey	18 - 49	50 - 64	65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Yes	52	48	59	52
No	39	41	35	42
Not Sure	8	11	5	5
Refused	1	0	1	2
Total mentions	100	100	100	100
		Age	Age	Age

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
	New Jersey	18 - 49	50 - 64	65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.	18	20	20	11
If you are concerned about your credit file, a fraud alert will prevent your credit file from being shared with potential creditors.	31	32	31	29
There are millions of Social Security numbers available for sale on the Internet for as low as \$3 each.	27	20	35	30
A credit freeze occurs when the credit bureau freezes your account because someone has tried to access your credit file illegally.	46	43	52	46
Purchasing ID theft monitoring services prevents thieves from stealing your identity.	21	25	19	16
A scan of the dark web will confirm whether your personal information has been stolen.	19	24	18	11
All consumers can obtain a free credit report from each of the major credit reporting agencies, whether or not they have had their identity stolen in the past.	72	67	76	77
To identity thieves, children's identities are just as valuable as adults'.	75	71	78	78
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				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.	53	51	53	55
If you are concerned about your credit file, a fraud alert will prevent your credit file from being shared with potential creditors.	26	30	25	17
There are millions of Social Security numbers available for sale on the Internet for as low as \$3 each.	10	16	4	6
A credit freeze occurs when the credit bureau freezes your account because someone has tried to access your credit file illegally.	19	20	18	20
Purchasing ID theft monitoring services prevents thieves from stealing your identity.	43	41	48	42
A scan of the dark web will confirm whether your personal information has been stolen.	23	30	19	14
All consumers can obtain a free credit report from each of the major credit reporting agencies, whether or not they have had their identity stolen in the past.	6	10	2	1
To identity thieves, children's identities are just as valuable as adults'.	6	8	5	3
Table 77				

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Q19. Below are a series of statements. For each statement, please indicate whether the statement is TRUE, FALSE, or you are NOT SURE? - When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.				
Base = Total Respondents				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
True	18	20	20	11
False	53	51	53	55
Not Sure	29	28	27	33
Refused	1	1	1	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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Q19. Below are a series of statements. For each statement, please indicate whether the statement is TRUE, FALSE, or you are NOT SURE? - 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				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
True	31	32	31	29
False	26	30	25	17
Not Sure	42	37	43	53
Refused	1	1	1	2
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Q19. Below are a series of statements. For each statement, please indicate whether the statement is TRUE, FALSE, or you are NOT SURE? - There are millions of Social Security numbers available for sale on the Internet for as low as \$3 each.				
Base = Total Respondents				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
True	27	20	35	30
False	10	16	4	6
Not Sure	63	64	61	63

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Refused	1	1	0	1
Total mentions	100	100	100	100

Table 80

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

Base = Total Respondents

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
True	46	43	52	46
False	19	20	18	20
Not Sure	34	37	30	33
Refused	1	1	0	1
Total mentions	100	100	100	100

Table 81

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

Base = Total Respondents

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
True	21	25	19	16
False	43	41	48	42
Not Sure	35	33	34	41
Refused	1	1	0	1
Total mentions	100	100	100	100

Table 82

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

Base = Total Respondents

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
True	19	24	18	11
False	23	30	19	14
Not Sure	57	46	63	74
Refused	1	1	0	2
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
True	72	67	76	77
False	6	10	2	1
Not Sure	22	23	22	21
Refused	1	1	0	2
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
True	75	71	78	78
False	6	8	5	3
Not Sure	18	21	17	16
Refused	1	1	0	2
Total mentions	100	100	100	100

Table 85

DOV_SAFE. Safe

Base = Total Respondents

Age	Age	Age
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	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
	New Jersey	18 - 49	50 - 64	65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
0	8	10	5	6
1	9	7	8	13
2	16	16	18	16
3	19	19	19	19
4	19	18	21	18
5	17	19	15	17
6	7	7	9	5
7	4	3	5	5
8	1	0	1	1
Total mentions	100	100	100	100

Table 86

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

Base = Total Respondents

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Yes	66	65	70	63
No	34	35	30	36
Refused	0	0	0	1
Total mentions	100	100	100	100

Table 87

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

Base = Total Respondents

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Yes	15	14	17	17
No	83	83	83	82
Refused	2	3	0	2
Total mentions	100	100	100	100

Table 88

	New Jersey	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				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	100	22	37	41
Base Weighted	101	44	34	23
Base Effective	45	14	19	22
Yes	60	65	63	45
No	40	35	37	55
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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Yes	51	55	56	33
No	49	44	44	65
Refused	1	1	0	2
Total mentions	100	100	100	100

Table 90

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

Base = Total Respondents

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Employed or self-employed full-time	50	63	58	8
Employed or self-employed part-time	13	13	16	9
Retired and not working at all	20	0	9	79
Unemployed and looking for work	4	6	5	0
Not in the labor force for some other reason	12	17	11	1
Refused	1	2	0	2
Total mentions	100	100	100	100

Table 91

	New Jersey	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				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Yes	10	7	11	15
No	90	93	88	85
Refused	1	0	1	0
Total mentions	100	100	100	100

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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Liberal	23	28	19	21
Moderate	48	44	52	49
Conservative	26	26	25	27
Refused	3	2	4	3
Total mentions	100	100	100	100

Table 93
PPMARIT. Marital Status
Base = Total Respondents

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
MARRIED/LIVING WITH PARTNER (Net)	58	51	66	63
Married	54	43	64	63
Living with partner	4	7	1	0
Widowed	4	0	2	17
Divorced	11	8	17	12
Separated	0	0	0	1
Never married	26	41	15	8
Refused	0	1	0	0
Total mentions	100	100	100	100

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Table 94				
PPHHHEAD. Household Head				
Base = Total Respondents				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Yes	79	65	87	97
No	21	35	13	3
Refused	0	0	0	0
Total mentions	100	100	100	100
Table 95				
PPHHSIZE. Household Size				
Base = Total Respondents				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
1	27	22	27	38
MORE THAN ONE (NET)	73	78	73	62
2	32	24	30	53
3	19	23	23	4
4	10	11	13	3
5	7	10	7	1
6	4	7	1	2
7	1	1	0	0
8	1	1	0	0
10	0	1	0	0
Total mentions	100	100	100	100
Mean	2.58	2.99	2.47	1.81
Standard deviation	1.54	1.76	1.28	0.92
Standard error	0.06	0.13	0.08	0.06
Median	2	3	2	2
Table 96				
AGEGROUP. Age Group				
Base = Total Respondents				
	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
18-24	7	15	0	0

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
25-34	15	32	0	0
35-44	18	38	0	0
45-54	18	16	34	0
55-64	20	0	66	0
65-74	14	0	0	67
75 and over	7	0	0	33
Total mentions	100	100	100	100

Table 97
PPWORK. Current Employment Status
Base = Total Respondents

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
WORKING (NET)	66	77	78	26
Working - as a paid employee	62	74	72	19
Working - self-employed	5	3	6	7
NOT WORKING (NET)	34	23	22	74
Not working - on temporary layoff from a job	1	2	0	0
Not working - looking for work	5	7	2	3
Not working - retired	17	0	8	68
Not working - disabled	4	5	6	1
Not working - other	7	10	5	2
Refused	0	0	0	0
Total mentions	100	100	100	100

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

	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
Owned or being bought by you or someone in your household	70	59	77	84
Rented for cash	27	37	22	15
Occupied without payment of cash rent	2	4	1	1
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 99
PPHOUSE. Housing Type
Base = Total Respondents

	Age	Age	Age
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	New Jersey	Age 18 - 49	Age 50 - 64	Age 65+
	New Jersey	18 - 49	50 - 64	65+
Base Unweighted	650	170	239	241
Base Weighted	650	313	197	140
Base Effective	312	107	131	141
A one-family house detached from any other house	65	60	72	66
A one-family house attached to one or more houses	12	10	14	12
A building with 2 or more apartments	22	28	14	21
A mobile home	1	1	0	1
Boat, RV, van, etc.	0	0	0	0
Refused	0	0	0	0
Total mentions	100	100	100	100