

Up for Grabs: Taking Charge of Your Digital Identity

AARP Utah 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+ Utah sample

	Utah	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				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
English	98	98	100	99
Spanish	2	2	0	1
Total mentions	100	100	100	100
 Table 2				
QSTATE. In which state do you live?				
Base = Total Respondents				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Utah	100	100	100	100
Total mentions	100	100	100	100
 Table 3				
PPREG4. Region 4 - Based on State of Residence				
Base = Total Respondents				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Northeast	0	0	0	0
Midwest	0	0	0	0
South	0	0	0	0
West	100	100	100	100
Total mentions	100	100	100	100
 Table 4				
PPGENDER. Gender				
Base = Total Respondents				

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Male	49	50	45	49
Female	51	50	55	51
Total mentions	100	100	100	100

Table 5
PPAGE. Age
Base = Total Respondents

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
18-49 (Net)	63	100	0	0
18	2	2	0	0
19	1	1	0	0
20	2	3	0	0
21	3	4	0	0
22	2	4	0	0
23	2	4	0	0
24	3	4	0	0
25	3	5	0	0
26	1	2	0	0
27	1	2	0	0
28	2	3	0	0
29	3	5	0	0
30	1	2	0	0
31	1	2	0	0
32	2	3	0	0
33	2	3	0	0
34	2	3	0	0
35	3	5	0	0
36	4	6	0	0
37	1	2	0	0
38	2	4	0	0
39	2	2	0	0
40	3	5	0	0
41	2	3	0	0
42	1	2	0	0
43	1	2	0	0
44	2	3	0	0
45	2	2	0	0
46	1	2	0	0
47	2	3	0	0
48	1	2	0	0
49	1	2	0	0
50-64 (Net)	24	0	100	0
50	2	0	9	0

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
51	1	0	6	0
52	1	0	4	0
53	2	0	7	0
54	1	0	3	0
55	2	0	9	0
56	2	0	9	0
57	1	0	5	0
58	1	0	6	0
59	2	0	7	0
60	2	0	8	0
61	2	0	8	0
62	2	0	9	0
63	1	0	3	0
64	2	0	7	0
65+ (Net)	14	0	0	100
65	1	0	0	10
66	0	0	0	3
67	1	0	0	7
68	1	0	0	10
69	1	0	0	8
70	1	0	0	11
71	2	0	0	12
72	1	0	0	8
73	0	0	0	1
74	1	0	0	9
75	0	0	0	3
76	0	0	0	1
77	0	0	0	0
78	1	0	0	4
79	0	0	0	4
80	0	0	0	1
81	0	0	0	2
82	0	0	0	2
84	0	0	0	0
85	0	0	0	2
86	0	0	0	2
87	0	0	0	0
91	0	0	0	1
Total mentions	100	100	100	100
Mean	44	32.95	57.08	72.02
Std. Dev.	16.76	8.67	4.32	5.68
Std. Err.	0.68	0.47	0.36	0.51
Median	41	33	57	71
Table 6 PPETHM. Race / Ethnicity Base = Total Respondents				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
White, non-Hispanic	81	75	89	92

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
ETHNIC (NET)	19	25	11	8
Black, Non-Hispanic	2	4	0	0
Other, non-Hispanic	4	5	1	1
Hispanic	11	13	9	6
2+ Races, Non-Hispanic	2	3	0	2
Total mentions	100	100	100	100

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
SOME COLLEGE OR LESS (NET)	71	72	70	64
No formal education	0	0	0	0
1st, 2nd, 3rd, or 4th grade	0	0	0	0
5th or 6th grade	0	0	0	0
7th or 8th grade	1	2	0	0
9th grade	1	0	2	0
10th grade	1	1	0	0
11th grade	1	1	0	0
12th grade NO DIPLOMA	2	2	0	1
HIGH SCHOOL GRADUATE - high school DIPLOMA or the equivalent (GED)	26	30	19	19
Some college, no degree	24	21	30	26
Associate degree	16	14	18	17
GRADUATED COLLEGE OR MORE (NET)	29	28	30	36
Bachelor's degree	20	19	22	17
Master's degree	7	5	6	17
Professional or Doctorate degree	2	3	2	2
Refused	0	1	0	0
Total mentions	100	100	100	100

Table 8
 PPINCIMP. Household Income
 Base = Total Respondents

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Under \$25K (Net)	11	11	11	9
Less than \$5,000	2	2	1	1
\$5,000 to \$7,499	1	1	0	1
\$7,500 to \$9,999	1	1	1	1
\$10,000 to \$12,499	1	1	1	0
\$12,500 to \$14,999	1	1	2	1

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
\$15,000 to \$19,999	1	1	3	1
\$20,000 to \$24,999	3	3	4	4
\$25K-\$49,999 (Net)	19	21	10	23
\$25,000 to \$29,999	4	5	1	4
\$30,000 to \$34,999	4	4	2	5
\$35,000 to \$39,999	4	5	1	7
\$40,000 to \$49,999	7	7	6	7
\$50K-\$74,999 (Net)	21	21	23	23
\$50,000 to \$59,999	9	11	3	10
\$60,000 to \$74,999	12	9	20	13
\$75K-\$99,999 (Net)	17	17	19	17
\$75,000 to \$84,999	10	8	14	10
\$85,000 to \$99,999	8	8	5	7
\$100K-\$149,999 (Net)	19	18	28	9
\$100,000 to \$124,999	14	15	17	6
\$125,000 to \$149,999	5	3	11	3
\$150K and over (Net)	12	13	8	18
\$150,000 to \$174,999	4	5	2	4
\$175,000 to \$199,999	2	1	3	2
\$200,000 to \$249,999	3	4	1	4
\$250,000 or more	3	3	1	7
\$25K-\$39,999 (Net)	12	14	4	16
\$40K-\$74,999 (Net)	28	28	28	30
Refused	0	0	0	0
Total mentions	100	100	100	100
Mean (in thousands)	85.62	83.78	87.66	90.5
Std. Dev.	59.53	60.05	49.53	71.92
Std. Err.	2.42	3.27	4.1	6.48
Median (in thousands)	66.66	64.38	72.3	62.23

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Never	0	0	0	0
Less than once a month	2	2	0	1
Once a month	2	3	0	0
Several times a month	3	3	2	3
Several times a week	7	5	8	13
Every day	87	86	90	82
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?

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base = Total Respondents				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Smartphone like an iPhone, Android, Blackberry, or Windows phone	79	89	72	50
Laptop computer	60	66	48	53
Desktop computer	49	45	56	53
Tablet, such as an iPad, Kindle, or Android tablet	42	43	41	39
TV or SmartTV	19	27	7	8
Some other type of device	1	1	3	1
Refused	0	0	0	0
Total mentions	251	271	227	204

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Facebook	82	85	81	71
Instagram	49	64	28	20
Twitter	30	38	19	11
LinkedIn	32	34	32	22
Other social media sites not listed	23	31	10	5

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Yes	82	85	81	71
No	17	14	18	26
Refused	1	1	1	2
Total mentions	100	100	100	100

Table 13

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Q3. With which of the following social media sites do you have an account? - Instagram Base = Total Respondents				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Yes	49	64	28	20
No	45	33	63	64
Refused	6	2	9	17
Total mentions	100	100	100	100

Table 14

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Yes	30	38	19	11
No	61	55	72	71
Refused	9	7	9	18
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Yes	32	34	32	22
No	57	55	60	60
Refused	11	11	8	18
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Yes	23	31	10	5
No	59	53	72	68
Refused	18	16	18	27
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	512	296	123	93
Base Weighted	500	324	116	60
Base Effective	276	162	69	59
Changed any of the privacy settings on your account from the default settings	70	78	66	37
Posted a status update on your account	67	78	57	28
Checked-in to show a place or location that you were visiting, for example a restaurant, store, or city	32	36	23	25
Posted photos	80	87	71	60
Made your birthdate visible to others on your account	61	67	55	38
Commented on public Facebook groups that you follow	61	66	53	53
Used your Facebook account to log in to other accounts	58	67	47	27

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	512	296	123	93
Base Weighted	500	324	116	60
Base Effective	276	162	69	59
Yes	70	78	66	37
No	24	18	27	49
Not Sure	6	4	7	14
Total mentions	100	100	100	100

	Utah	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>				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	512	296	123	93
Base Weighted	500	324	116	60
Base Effective	276	162	69	59
Yes	67	78	57	28
No	28	17	42	63
Not Sure	5	5	2	10
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>				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	512	296	123	93
Base Weighted	500	324	116	60
Base Effective	276	162	69	59
Yes	32	36	23	25
No	63	58	75	67
Not Sure	5	6	1	8
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>				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	512	296	123	93
Base Weighted	500	324	116	60
Base Effective	276	162	69	59
Yes	80	87	71	60
No	17	10	29	36

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Not Sure	2	3	0	4
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	512	296	123	93
Base Weighted	500	324	116	60
Base Effective	276	162	69	59
Yes	61	67	55	38
No	33	29	38	45
Not Sure	7	4	7	17
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	512	296	123	93
Base Weighted	500	324	116	60
Base Effective	276	162	69	59
Yes	61	66	53	53
No	35	31	44	42
Not Sure	4	3	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

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	512	296	123	93
Base Weighted	500	324	116	60
Base Effective	276	162	69	59
Yes	58	67	47	27
No	39	29	52	64
Not Sure	3	3	0	9
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	421	269	92	60
Base Weighted	401	283	82	36
Base Effective	228	146	57	35
Posted photos of yourself	90	96	78	72
Posted your vacation photos while on vacation	60	64	54	47

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	421	269	92	60
Base Weighted	401	283	82	36
Base Effective	228	146	57	35
Yes	90	96	78	72
No	10	4	22	24
Not Sure	0	0	0	3
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	421	269	92	60
Base Weighted	401	283	82	36
Base Effective	228	146	57	35
Yes	60	64	54	47
No	38	35	46	51
Not Sure	1	1	0	2

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Total mentions	100	100	100	100
Table 28				
Q5. Thinking about the things you post on Facebook, typically, can the public see your Facebook posts?				
Base = Took specific actions on Facebook				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	470	287	108	75
Base Weighted	459	315	98	46
Base Effective	253	157	61	46
Yes	36	35	37	41
No	51	57	43	33
Not sure	13	9	19	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				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
None	11	9	10	27
Some	36	33	52	24
All	47	51	36	49
Not applicable - I do not have any bank accounts	5	8	2	0
Refused	0	0	1	0
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				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	507	292	123	92
Base Weighted	503	317	125	61
Base Effective	279	162	70	57
Never	1	0	2	3
Less than once a month	4	3	6	6
Once a month	9	6	13	14

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Several times a month	26	25	29	26
Several times a week	37	42	32	20
Everyday	23	23	17	30
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	507	292	123	92
Base Weighted	503	317	125	61
Base Effective	279	162	70	57
Never	8	7	11	12
Less than once a month	10	10	12	8
Once a month	16	11	24	27
Several times a month	27	30	20	23
Several times a week	23	29	11	17
Everyday	8	8	10	10
Not applicable - I only have one account	5	4	8	3
Refused	2	2	4	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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
0	17	21	10	9
1-2	33	34	27	40
3-4	30	29	38	21
5+	17	12	24	29
Refused	3	4	2	2
Total mentions	100	100	100	100
Mean	2.71	2.31	3.5	3.19
Standard Deviation	2.41	2.08	2.88	2.47
Standard Error	0.1	0.11	0.24	0.22
Median	2	2	3	2

Table 33

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Q10. Focusing specifically on the credit cards that you use frequently, how many of these credit cards have you set up online access to? Base = Actively using credit cards				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	493	262	118	113
Base Weighted	488	287	126	75
Base Effective	275	147	70	73
None of them	18	12	25	31
Some of them	21	20	19	26
All of them	61	68	56	43
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	403	232	90	81
Base Weighted	399	253	94	51
Base Effective	222	126	56	53
Never	2	2	0	3
Less than once a month	8	6	11	6
Once a month	21	18	26	23
Several times a month	33	33	33	31
Several times a week	27	30	23	20
Everyday	10	10	7	17
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	403	232	90	81
Base Weighted	399	253	94	51
Base Effective	222	126	56	53
Never	10	7	11	24
Less than once a month	28	23	38	32
Once a month	20	21	20	13
Several times a month	17	20	8	15
Several times a week	11	15	5	2
Everyday	4	4	4	1

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Not applicable - I don't have any credit cards that I rarely use	10	8	14	12
Refused	1	2	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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	320	156	85	79
Base Weighted	335	184	98	53
Base Effective	172	83	49	54
I don't trust the Internet	42	38	42	53
I am afraid that my personal information will get stolen	53	47	54	68
I feel safer without an online account	41	33	44	61
I am not tech-savvy	29	25	29	40
It is too much work to set up the account	28	26	28	33
I can't remember all of the passwords	38	39	36	37
I don't have time to set up online access for them	23	22	22	24
It is easier to monitor the paper statements	45	39	46	65
I don't use those accounts very often	52	50	55	54

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	320	156	85	79
Base Weighted	335	184	98	53
Base Effective	172	83	49	54
Yes	42	38	42	53
No	54	58	55	42
Refused	4	4	3	5
Total mentions	100	100	100	100

Table 38

Q13a_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - I am afraid that my personal information will get stolen

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	320	156	85	79
Base Weighted	335	184	98	53
Base Effective	172	83	49	54
Yes	53	47	54	68
No	44	49	43	29
Refused	4	4	4	3
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	320	156	85	79
Base Weighted	335	184	98	53
Base Effective	172	83	49	54
Yes	41	33	44	61
No	56	63	53	37
Refused	3	4	3	3
Total mentions	100	100	100	100

Table 40

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

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	320	156	85	79
Base Weighted	335	184	98	53
Base Effective	172	83	49	54
Yes	29	25	29	40
No	68	71	68	55
Refused	4	4	3	4
Total mentions	100	100	100	100

Table 41

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Q13a_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - It is too much work to set up the account Base = Has some/does not have online access to bank or credit card accounts				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	320	156	85	79
Base Weighted	335	184	98	53
Base Effective	172	83	49	54
Yes	28	26	28	33
No	68	70	68	62
Refused	4	4	4	4
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	320	156	85	79
Base Weighted	335	184	98	53
Base Effective	172	83	49	54
Yes	38	39	36	37
No	59	57	62	58
Refused	4	4	2	5
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	320	156	85	79
Base Weighted	335	184	98	53
Base Effective	172	83	49	54
Yes	23	22	22	24
No	74	74	75	72
Refused	4	4	3	4
Total mentions	100	100	100	100

	Utah	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>				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	320	156	85	79
Base Weighted	335	184	98	53
Base Effective	172	83	49	54
Yes	45	39	46	65
No	51	57	51	30
Refused	4	4	3	5
Total mentions	100	100	100	100
<p>Table 45</p> <p>Q13a_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - I don't use those accounts very often</p> <p>Base = Has some/does not have online access to bank or credit card accounts</p>				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	320	156	85	79
Base Weighted	335	184	98	53
Base Effective	172	83	49	54
Yes	52	50	55	54
No	45	46	45	44
Refused	2	3	0	2
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>				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	257	132	72	53
Base Weighted	276	158	85	33
Base Effective	136	70	41	42
I don't trust the Internet	36	35	38	36

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
I am afraid that my personal information will get stolen	47	45	49	51
I feel safer without an online account	33	30	36	44
I am not tech-savvy	24	20	28	34
It is too much work to set up the account	26	25	26	25
I can't remember all of the passwords	37	42	33	25
I don't have time to set up online access for them	22	23	20	20
It is easier to monitor the paper statements	38	34	40	48
I don't use those accounts very often	55	54	56	60

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	257	132	72	53
Base Weighted	276	158	85	33
Base Effective	136	70	41	42
Yes	36	35	38	36
No	59	61	58	55
Refused	5	4	4	9
Total mentions	100	100	100	100

Table 48

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

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	257	132	72	53
Base Weighted	276	158	85	33
Base Effective	136	70	41	42
Yes	47	45	49	51
No	49	51	47	45
Refused	4	4	4	5
Total mentions	100	100	100	100

Table 49

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

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	257	132	72	53
Base Weighted	276	158	85	33
Base Effective	136	70	41	42
Yes	33	30	36	44
No	63	66	60	51
Refused	4	4	4	5
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	257	132	72	53
Base Weighted	276	158	85	33
Base Effective	136	70	41	42
Yes	24	20	28	34
No	72	76	69	60
Refused	5	4	4	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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	257	132	72	53
Base Weighted	276	158	85	33
Base Effective	136	70	41	42
Yes	26	25	26	25
No	70	70	69	69
Refused	5	4	5	6
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	257	132	72	53
Base Weighted	276	158	85	33
Base Effective	136	70	41	42
Yes	37	42	33	25
No	59	54	64	66
Refused	4	4	3	9
Total mentions	100	100	100	100

Table 53

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

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	257	132	72	53
Base Weighted	276	158	85	33
Base Effective	136	70	41	42
Yes	22	23	20	20
No	74	73	76	73
Refused	4	4	4	6
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	257	132	72	53
Base Weighted	276	158	85	33
Base Effective	136	70	41	42
Yes	38	34	40	48
No	58	62	56	43
Refused	5	4	4	9
Total mentions	100	100	100	100

Table 55

	Utah	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				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	257	132	72	53
Base Weighted	276	158	85	33
Base Effective	136	70	41	42
Yes	55	54	56	60
No	42	42	44	36
Refused	3	4	0	4
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	63	24	13	26
Base Weighted	59	26	12	20
Base Effective	38	14	10	16
I don't trust the Internet	68	60	68	79
I am afraid that my personal information will get stolen	80	64	86	97
I feel safer without an online account	75	57	96	87
I am not tech-savvy	50	54	39	52
It is too much work to set up the account	38	29	45	46
I can't remember all of the passwords	43	26	56	56
I don't have time to set up online access for them	27	21	37	30
It is easier to monitor the paper statements	80	69	82	92
I don't use those accounts very often	38	29	49	45

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	63	24	13	26
Base Weighted	59	26	12	20
Base Effective	38	14	10	16

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Yes	68	60	68	79
No	32	40	32	21
Refused	0	0	0	0
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	63	24	13	26
Base Weighted	59	26	12	20
Base Effective	38	14	10	16
Yes	80	64	86	97
No	20	36	14	3
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 59

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

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	63	24	13	26
Base Weighted	59	26	12	20
Base Effective	38	14	10	16
Yes	75	57	96	87
No	25	43	4	13
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 60

Q13b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ANY of your financial accounts? - I am not tech-savvy

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	63	24	13	26

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	59	26	12	20
Base Effective	38	14	10	16
Yes	50	54	39	52
No	50	46	61	48
Refused	0	0	0	0
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	63	24	13	26
Base Weighted	59	26	12	20
Base Effective	38	14	10	16
Yes	38	29	45	46
No	61	71	55	51
Refused	1	0	0	2
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	63	24	13	26
Base Weighted	59	26	12	20
Base Effective	38	14	10	16
Yes	43	26	56	56
No	57	74	44	44
Refused	0	0	0	0
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

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	63	24	13	26
Base Weighted	59	26	12	20
Base Effective	38	14	10	16
Yes	27	21	37	30
No	73	79	63	70
Refused	0	0	0	0
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	63	24	13	26
Base Weighted	59	26	12	20
Base Effective	38	14	10	16
Yes	80	69	82	92
No	20	31	18	8
Refused	0	0	0	0
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	63	24	13	26
Base Weighted	59	26	12	20
Base Effective	38	14	10	16
Yes	38	29	49	45
No	62	71	51	55
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 66

DOV_FEAR. Fear

Base = Total Answering

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
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	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	192	86	52	54
Base Weighted	202	107	57	38
Base Effective	105	48	29	36
1	69	66	72	73
2	87	82	93	95
3	68	58	75	84
Total mentions	224	206	240	251

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Yes	56	60	53	42
No	37	32	40	55
Not sure	5	5	7	3
Refused	1	2	0	0
Total mentions	100	100	100	100

Table 68

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

Base = Total Respondents

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Less secure	39	32	54	46
About as secure	45	49	35	43
More secure	15	17	11	9
Refused	1	2	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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Yes	32	35	28	24
No	44	42	46	48
Not sure	23	21	25	28
Refused	1	2	0	0
Total mentions	100	100	100	100

Table 70

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

Base = Total Respondents

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Strongly/Somewhat agree (Net)	63	59	71	71
Strongly agree	15	13	17	20
Somewhat agree	49	46	54	51
Strongly/Somewhat disagree (Net)	35	39	29	29
Somewhat disagree	28	31	26	22
Strongly disagree	7	8	3	7
Refused	1	2	0	0
Total mentions	100	100	100	100

Table 71

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

Base = Total Respondents

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Noticed fraudulent charges on your credit or debit card	51	45	65	51
Had someone attempt to open a line of credit or apply for a loan using your name	13	14	8	14
Had someone attempt to receive a tax refund using your name	6	6	8	3

Table 72

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

Base = Total Respondents

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Noticed fraudulent charges on your credit or debit card	51	45	65	51
Had someone attempt to open a line of credit or apply for a loan using your name	13	14	8	14
Had someone attempt to receive a tax refund using your name	6	6	8	3

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
	Utah	18 - 49	50 - 64	65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Yes	51	45	65	51
No	42	45	31	47
Not Sure	6	8	4	1
Refused	1	1	0	1
Total mentions	100	100	100	100

Table 73

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

Base = Total Respondents

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Yes	13	14	8	14
No	76	73	84	80
Not Sure	10	12	8	6
Refused	1	2	0	0
Total mentions	100	100	100	100

Table 74

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

Base = Total Respondents

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Yes	6	6	8	3
No	83	80	88	91
Not Sure	9	12	3	5
Refused	1	2	0	0
Total mentions	100	100	100	100

Table 75

Q19. Below are a series of statements. For each statement, please indicate whether the statement is TRUE, FALSE, or you are NOT SURE. -

Summary of 'True'

Base = Total Respondents

	Age	Age	Age
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	Utah	Age 18 - 49	Age 50 - 64	Age 65+
	Utah	18 - 49	50 - 64	65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.	17	19	16	13
If you are concerned about your credit file, a fraud alert will prevent your credit file from being shared with potential creditors.	29	30	26	30
There are millions of Social Security numbers available for sale on the Internet for as low as \$3 each.	39	40	38	35
A credit freeze occurs when the credit bureau freezes your account because someone has tried to access your credit file illegally.	47	50	48	36
Purchasing ID theft monitoring services prevents thieves from stealing your identity.	21	25	15	11
A scan of the dark web will confirm whether your personal information has been stolen.	19	20	20	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.	70	62	82	86
To identity thieves, children's identities are just as valuable as adults'.	75	68	88	83
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				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.	51	46	58	60
If you are concerned about your credit file, a fraud alert will prevent your credit file from being shared with potential creditors.	22	22	26	18
There are millions of Social Security numbers available for sale on the Internet for as low as \$3 each.	7	11	1	2
A credit freeze occurs when the credit bureau freezes your account because someone has tried to access your credit file illegally.	18	18	15	22
Purchasing ID theft monitoring services prevents thieves from stealing your identity.	47	45	49	54
A scan of the dark web will confirm whether your personal information has been stolen.	28	31	21	27
All consumers can obtain a free credit report from each of the major credit reporting agencies, whether or not they have had their identity stolen in the past.	7	10	3	3
To identity thieves, children's identities are just as valuable as adults'.	6	9	2	1
Table 77				

	Utah	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				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
True	17	19	16	13
False	51	46	58	60
Not Sure	31	34	26	27
Refused	1	1	0	0
Total mentions	100	100	100	100

Table 78

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

Base = Total Respondents

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
True	29	30	26	30
False	22	22	26	18
Not Sure	48	47	48	51
Refused	1	1	0	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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
True	39	40	38	35
False	7	11	1	2
Not Sure	53	47	60	63

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

Table 80

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

Base = Total Respondents

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
True	47	50	48	36
False	18	18	15	22
Not Sure	34	31	36	41
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
True	21	25	15	11
False	47	45	49	54
Not Sure	31	28	36	33
Refused	1	1	0	2
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
True	19	20	20	11
False	28	31	21	27
Not Sure	52	48	59	60
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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
True	70	62	82	86
False	7	10	3	3
Not Sure	22	27	15	11
Refused	1	1	0	0
Total mentions	100	100	100	100

Table 84

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

Base = Total Respondents

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
True	75	68	88	83
False	6	9	2	1
Not Sure	19	22	11	17
Refused	1	1	0	0
Total mentions	100	100	100	100

Table 85

DOV_SAFE. Safe

Base = Total Respondents

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
True	75	68	88	83
False	6	9	2	1
Not Sure	19	22	11	17
Refused	1	1	0	0
Total mentions	100	100	100	100

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
	Utah	18 - 49	50 - 64	65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
0	10	13	4	3
1	6	7	4	4
2	14	14	15	16
3	21	20	22	19
4	20	17	26	22
5	13	13	11	17
6	8	8	8	13
7	7	7	9	5
8	1	1	1	1
Total mentions	100	100	100	100

Table 86

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

Base = Total Respondents

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Yes	68	65	73	72
No	32	35	27	28
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 87

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

Base = Total Respondents

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Yes	22	22	21	19
No	78	77	79	81
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 88

	Utah	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				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	106	61	27	18
Base Weighted	131	85	30	16
Base Effective	55	32	17	9
Yes	53	55	55	33
No	47	45	45	67
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 89

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

Base = Total Respondents

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Yes	70	77	58	58
No	30	23	41	42
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 90

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

Base = Total Respondents

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Employed or self-employed full-time	49	58	46	11
Employed or self-employed part-time	15	18	9	13
Retired and not working at all	17	2	25	73
Unemployed and looking for work	6	7	4	0
Not in the labor force for some other reason	13	14	15	2
Refused	0	0	0	1
Total mentions	100	100	100	100

Table 91

	Utah	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				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Yes	13	9	9	38
No	87	91	91	62
Refused	0	0	0	0
Total mentions	100	100	100	100

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Liberal	16	18	13	10
Moderate	41	45	40	25
Conservative	42	35	47	64
Refused	1	1	0	1
Total mentions	100	100	100	100

Table 93
PPMARIT. Marital Status
Base = Total Respondents

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
MARRIED/LIVING WITH PARTNER (Net)	72	70	78	76
Married	65	58	77	75
Living with partner	7	11	0	1
Widowed	3	2	1	13
Divorced	9	6	16	9
Separated	0	0	1	0
Never married	15	22	5	3
Refused	0	0	0	0
Total mentions	100	100	100	100

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Table 94				
PPHHHEAD. Household Head				
Base = Total Respondents				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Yes	82	76	92	92
No	18	24	8	8
Refused	0	0	0	0
Total mentions	100	100	100	100
Table 95				
PPHHSIZE. Household Size				
Base = Total Respondents				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
1	12	9	16	17
MORE THAN ONE (NET)	88	91	84	83
2	31	16	51	63
3	17	19	18	7
4	16	21	8	2
5	12	17	3	6
6	6	8	1	5
7	4	5	3	0
8	1	1	0	0
9	2	3	0	0
10	0	0	0	0
11	0	0	0	0
12	0	0	0	0
Total mentions	100	100	100	100
Mean	3.35	3.9	2.49	2.32
Standard deviation	1.86	1.91	1.4	1.25
Standard error	0.08	0.1	0.12	0.11
Median	3	4	2	2
Table 96				
AGEGROUP. Age Group				
Base = Total Respondents				
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
18-24	14	22	0	0
25-34	19	31	0	0
35-44	22	35	0	0
45-54	14	11	29	0
55-64	17	0	71	0
65-74	11	0	0	77
75 and over	3	0	0	23
Total mentions	100	100	100	100

Table 97
PPWORK. Current Employment Status
Base = Total Respondents

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
WORKING (NET)	68	78	64	31
Working - as a paid employee	58	68	51	22
Working - self-employed	10	9	13	9
NOT WORKING (NET)	32	22	36	69
Not working - on temporary layoff from a job	0	0	1	0
Not working - looking for work	4	6	2	1
Not working - retired	13	0	18	64
Not working - disabled	3	2	5	0
Not working - other	12	14	10	4
Refused	0	0	0	0
Total mentions	100	100	100	100

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

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
Owned or being bought by you or someone in your household	75	67	86	92
Rented for cash	22	29	13	8
Occupied without payment of cash rent	3	4	1	0
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 99
PPHOUSE. Housing Type
Base = Total Respondents

	Utah	Age 18 - 49	Age 50 - 64	Age 65+
	Utah	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	607	338	146	123
Base Weighted	607	381	143	83
Base Effective	331	186	85	75
A one-family house detached from any other house	73	65	84	89
A one-family house attached to one or more houses	11	14	6	5
A building with 2 or more apartments	12	15	9	4
A mobile home	3	4	1	1
Boat, RV, van, etc.	2	3	1	1
Refused	0	0	0	0
Total mentions	100	100	100	100