

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

AARP Wisconsin 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+ Wisconsin sample*

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
<b>Table 1</b>				
S02. Would you like to conduct this interview in English or in Spanish?				
Base = Total Respondents				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
English	100	100	100	100
Spanish	0	0	0	0
Total mentions	100	100	100	100
 <b>Table 2</b>				
QSTATE. In which state do you live?				
Base = Total Respondents				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Wisconsin	100	100	100	100
Total mentions	100	100	100	100
 <b>Table 3</b>				
PPREG4. Region 4 - Based on State of Residence				
Base = Total Respondents				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Northeast	0	0	0	0
Midwest	100	100	100	100
South	0	0	0	0
West	0	0	0	0
Total mentions	100	100	100	100
 <b>Table 4</b>				
PPGENDER. Gender				
Base = Total Respondents				

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Male	48	48	48	48
Female	52	52	52	52
Total mentions	100	100	100	100

Table 5  
PPAGE. Age  
Base = Total Respondents

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
18-49 (Net)	45	100	0	0
19	1	2	0	0
20	1	2	0	0
21	0	1	0	0
22	1	2	0	0
23	1	2	0	0
24	1	1	0	0
25	0	1	0	0
26	1	2	0	0
27	3	6	0	0
28	5	10	0	0
29	2	5	0	0
30	0	1	0	0
31	2	5	0	0
32	2	4	0	0
33	1	3	0	0
34	2	4	0	0
35	2	3	0	0
36	3	7	0	0
37	1	3	0	0
38	1	2	0	0
39	2	5	0	0
40	2	4	0	0
41	1	3	0	0
42	2	4	0	0
43	1	2	0	0
44	2	3	0	0
45	1	3	0	0
46	2	5	0	0
47	1	2	0	0
48	0	1	0	0
49	1	2	0	0
50-64 (Net)	32	0	100	0
50	1	0	4	0
51	1	0	3	0

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
52	2	0	5	0
53	2	0	6	0
54	3	0	8	0
55	3	0	10	0
56	3	0	8	0
57	3	0	10	0
58	3	0	8	0
59	3	0	10	0
60	1	0	3	0
61	3	0	8	0
62	2	0	6	0
63	2	0	6	0
64	2	0	6	0
65+ (Net)	22	0	0	100
65	1	0	0	7
66	2	0	0	11
67	2	0	0	10
68	2	0	0	7
69	2	0	0	8
70	1	0	0	6
71	1	0	0	5
72	1	0	0	4
73	1	0	0	6
74	1	0	0	2
75	2	0	0	7
76	1	0	0	6
77	1	0	0	4
78	0	0	0	2
79	1	0	0	4
80	1	0	0	3
81	0	0	0	1
82	0	0	0	2
83	0	0	0	1
84	0	0	0	0
85	0	0	0	1
87	0	0	0	1
88	0	0	0	0
89	0	0	0	1
90	0	0	0	0
92	0	0	0	0
Total mentions	100	100	100	100
Mean	50.3	34.76	57.26	72.1
Std. Dev.	16.42	7.67	3.86	5.77
Std. Err.	0.62	0.54	0.25	0.37
Median	53	35	57	71
Table 6 PPETHM. Race / Ethnicity Base = Total Respondents				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Effective	349	111	147	170
White, non-Hispanic	86	82	88	90
ETHNIC (NET)	14	18	12	10
Black, Non-Hispanic	4	5	4	3
Other, non-Hispanic	1	1	0	2
Hispanic	7	10	6	1
2+ Races, Non-Hispanic	3	3	2	4
Total mentions	100	100	100	100

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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
SOME COLLEGE OR LESS (NET)	70	64	77	73
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	1	0	2
9th grade	0	0	0	0
10th grade	1	1	1	1
11th grade	0	0	0	0
12th grade NO DIPLOMA	0	0	0	0
HIGH SCHOOL GRADUATE - high school DIPLOMA or the equivalent (GED)	35	29	37	44
Some college, no degree	20	20	22	17
Associate degree	14	14	16	9
GRADUATED COLLEGE OR MORE (NET)	30	36	23	27
Bachelor's degree	20	26	16	15
Master's degree	7	7	6	10
Professional or Doctorate degree	2	3	1	2
Refused	0	0	0	0
Total mentions	100	100	100	100

Table 8  
 PPINCIMP. Household Income  
 Base = Total Respondents

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Under \$25K (Net)	14	14	13	14
Less than \$5,000	2	1	4	0
\$5,000 to \$7,499	0	0	0	0
\$7,500 to \$9,999	2	1	3	1

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
\$10,000 to \$12,499	1	1	0	2
\$12,500 to \$14,999	2	2	2	3
\$15,000 to \$19,999	4	5	2	4
\$20,000 to \$24,999	3	3	1	4
\$25K-\$49,999 (Net)	22	18	20	35
\$25,000 to \$29,999	4	5	2	5
\$30,000 to \$34,999	6	6	6	9
\$35,000 to \$39,999	5	3	7	6
\$40,000 to \$49,999	7	4	6	14
\$50K-\$74,999 (Net)	21	23	16	22
\$50,000 to \$59,999	9	10	7	12
\$60,000 to \$74,999	11	13	9	11
\$75K-\$99,999 (Net)	17	16	22	9
\$75,000 to \$84,999	8	8	9	5
\$85,000 to \$99,999	9	8	13	4
\$100K-\$149,999 (Net)	16	17	18	10
\$100,000 to \$124,999	12	14	12	7
\$125,000 to \$149,999	4	2	6	3
\$150K and over (Net)	11	12	12	10
\$150,000 to \$174,999	6	6	6	5
\$175,000 to \$199,999	2	3	1	1
\$200,000 to \$249,999	2	2	2	2
\$250,000 or more	1	0	3	1
\$25K-\$39,999 (Net)	16	14	14	21
\$40K-\$74,999 (Net)	27	28	21	36
Refused	0	0	0	0
Total mentions	100	100	100	100
Mean (in thousands)	77.08	77.84	82.61	67.38
Std. Dev.	54.22	51.55	58.68	51.76
Std. Err.	2.06	3.6	3.79	3.28
Median (in thousands)	60.09	62.54	69.2	46.07

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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Never	0	0	0	0
Less than once a month	1	0	1	1
Once a month	1	0	1	1
Several times a month	2	2	2	1
Several times a week	10	9	8	13
Every day	88	89	88	84
Don't Know	0	0	0	0
Refused	0	0	0	0
Total mentions	100	100	100	100

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
<p>Table 10 Q1. Which of the following devices do you use to access the Internet? Base = Total Respondents</p>				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Smartphone like an iPhone, Android, Blackberry, or Windows phone	71	86	69	45
Laptop computer	56	59	57	48
Desktop computer	49	47	50	51
Tablet, such as an iPad, Kindle, or Android tablet	43	43	42	43
TV or SmartTV	18	27	12	8
Some other type of device	1	1	1	1
Refused	0	0	0	0
Total mentions	238	264	231	196
<p>Table 11 Q3. With which of the following social media sites do you have an account? - Summary of 'Yes' Base = Total Respondents</p>				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Facebook	81	82	84	72
Instagram	28	40	24	9
Twitter	22	27	23	8
LinkedIn	31	33	34	21
Other social media sites not listed	14	22	8	6
<p>Table 12 Q3. With which of the following social media sites do you have an account? - Facebook Base = Total Respondents</p>				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Yes	81	82	84	72
No	19	18	15	26
Refused	1	0	1	1
Total mentions	100	100	100	100

	Wisconsin	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>				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Yes	28	40	24	9
No	66	58	70	79
Refused	6	3	6	12
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>				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Yes	22	27	23	8
No	72	68	71	81
Refused	6	4	6	11
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>				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Yes	31	33	34	21
No	63	62	60	69
Refused	6	5	6	10
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</p>				



	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base = Total Respondents				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Yes	14	22	8	6
No	73	70	76	78
Refused	13	8	16	17
Total mentions	100	100	100	100

Table 17

Q4a. Now, we are going to ask you a few questions specifically about the kinds of activities you perform on Facebook. For each activity listed, please indicate whether you have performed that activity on your Facebook account. - Summary of 'Yes'

Base = Have Facebook account

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	548	173	196	179
Base Weighted	560	260	189	111
Base Effective	277	92	120	122
Changed any of the privacy settings on your account from the default settings	67	82	63	38
Posted a status update on your account	67	85	64	30
Checked-in to show a place or location that you were visiting, for example a restaurant, store, or city	42	50	40	26
Posted photos	80	88	84	53
Made your birthdate visible to others on your account	58	66	57	41
Commented on public Facebook groups that you follow	60	66	60	48
Used your Facebook account to log in to other accounts	51	64	48	28

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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	548	173	196	179
Base Weighted	560	260	189	111
Base Effective	277	92	120	122
Yes	67	82	63	38
No	25	12	28	49
Not Sure	8	6	9	13

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Total mentions	100	100	100	100
<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>				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	548	173	196	179
Base Weighted	560	260	189	111
Base Effective	277	92	120	122
Yes	67	85	64	30
No	29	14	29	64
Not Sure	4	1	7	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>				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	548	173	196	179
Base Weighted	560	260	189	111
Base Effective	277	92	120	122
Yes	42	50	40	26
No	57	50	57	72
Not Sure	2	1	3	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>				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	548	173	196	179
Base Weighted	560	260	189	111
Base Effective	277	92	120	122

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Yes	80	88	84	53
No	18	9	13	46
Not Sure	2	2	3	1
Total mentions	100	100	100	100

Table 22

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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	548	173	196	179
Base Weighted	560	260	189	111
Base Effective	277	92	120	122
Yes	58	66	57	41
No	35	30	37	45
Not Sure	7	4	6	14
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	548	173	196	179
Base Weighted	560	260	189	111
Base Effective	277	92	120	122
Yes	60	66	60	48
No	34	27	36	49
Not Sure	5	7	4	4
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

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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
	Wisconsin	18 - 49	50 - 64	65+
Base Unweighted	548	173	196	179
Base Weighted	560	260	189	111
Base Effective	277	92	120	122
Yes	51	64	48	28
No	44	31	46	67
Not Sure	5	5	6	4
Total mentions	100	100	100	100

Table 25

Q4b. Please indicate whether you have performed this activity on your Facebook account. - Summary of 'Yes'

Base = Posted photos on Facebook account

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	420	159	164	97
Base Weighted	447	229	159	59
Base Effective	219	85	105	66
Posted photos of yourself	84	92	79	65
Posted your vacation photos while on vacation	53	55	55	45

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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	420	159	164	97
Base Weighted	447	229	159	59
Base Effective	219	85	105	66
Yes	84	92	79	65
No	15	6	21	30
Not Sure	2	1	1	4
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	420	159	164	97
Base Weighted	447	229	159	59
Base Effective	219	85	105	66
Yes	53	55	55	45

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
No	45	43	44	55
Not Sure	2	3	1	0
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	490	168	184	138
Base Weighted	513	247	180	85
Base Effective	250	89	113	95
Yes	30	24	33	39
No	58	68	58	31
Not sure	11	8	8	28
Refused	0	0	0	2
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
None	18	12	19	29
Some	36	33	39	36
All	44	54	38	31
Not applicable - I do not have any bank accounts	2	1	3	4
Refused	0	0	1	1
Total mentions	100	100	100	100

Table 30

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

Base = Have online access to bank accounts

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	546	184	192	170
Base Weighted	552	276	174	102
Base Effective	275	99	123	115
Never	2	2	1	2

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Less than once a month	5	6	3	9
Once a month	7	4	12	7
Several times a month	30	34	28	22
Several times a week	36	34	37	43
Everyday	20	22	19	18
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	546	184	192	170
Base Weighted	552	276	174	102
Base Effective	275	99	123	115
Never	7	4	7	16
Less than once a month	13	13	11	14
Once a month	20	17	28	12
Several times a month	24	25	25	17
Several times a week	19	21	16	21
Everyday	12	15	7	13
Not applicable - I only have one account	5	3	6	7
Refused	0	0	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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
0	11	15	10	4
1-2	40	45	36	39
3-4	24	22	22	30
5+	23	16	30	27
Refused	2	3	3	1
Total mentions	100	100	100	100
Mean	3.08	2.51	3.55	3.53
Standard Deviation	2.69	2.29	3	2.77
Standard Error	0.1	0.16	0.19	0.18
Median	2	2	3	3

	Wisconsin	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				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	627	172	217	238
Base Weighted	602	259	197	146
Base Effective	320	93	138	164
None of them	21	10	20	42
Some of them	21	12	26	29
All of them	58	78	53	29
Refused	1	1	0	1
Total mentions	100	100	100	100

Table 34  
 Q11. Again, focusing only on the credit cards that you use frequently, generally, how often do you monitor those credit card accounts online?  
 Base = Actively using credit cards and have online access to monitor

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	458	150	169	139
Base Weighted	471	231	157	84
Base Effective	229	80	107	97
Never	2	2	1	3
Less than once a month	7	7	8	7
Once a month	28	28	30	24
Several times a month	35	33	40	31
Several times a week	18	16	16	29
Everyday	10	14	6	6
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	458	150	169	139
Base Weighted	471	231	157	84
Base Effective	229	80	107	97
Never	17	9	21	32
Less than once a month	25	23	26	30
Once a month	23	23	26	15
Several times a month	13	16	9	15

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Several times a week	5	7	3	2
Everyday	8	12	6	0
Not applicable - I don't have any credit cards that I rarely use	10	11	10	5
Refused	0	0	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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	451	100	163	188
Base Weighted	424	155	153	117
Base Effective	235	55	102	130
I don't trust the Internet	51	44	48	63
I am afraid that my personal information will get stolen	63	55	62	73
I feel safer without an online account	56	46	57	69
I am not tech-savvy	32	18	33	50
It is too much work to set up the account	22	19	20	29
I can't remember all of the passwords	35	34	32	41
I don't have time to set up online access for them	25	31	21	23
It is easier to monitor the paper statements	56	38	61	71
I don't use those accounts very often	59	52	62	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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	451	100	163	188
Base Weighted	424	155	153	117
Base Effective	235	55	102	130
Yes	51	44	48	63
No	46	56	47	33
Refused	3	1	5	3
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



	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base = Has some/does not have online access to bank or credit card accounts				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	451	100	163	188
Base Weighted	424	155	153	117
Base Effective	235	55	102	130
Yes	63	55	62	73
No	34	43	33	24
Refused	4	3	5	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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	451	100	163	188
Base Weighted	424	155	153	117
Base Effective	235	55	102	130
Yes	56	46	57	69
No	40	53	38	27
Refused	3	1	6	4
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	451	100	163	188
Base Weighted	424	155	153	117
Base Effective	235	55	102	130
Yes	32	18	33	50
No	62	76	62	43
Refused	6	5	5	7
Total mentions	100	100	100	100

Table 41

	Wisconsin	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				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	451	100	163	188
Base Weighted	424	155	153	117
Base Effective	235	55	102	130
Yes	22	19	20	29
No	72	76	75	64
Refused	5	5	5	7
Total mentions	100	100	100	100

Table 42

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

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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	451	100	163	188
Base Weighted	424	155	153	117
Base Effective	235	55	102	130
Yes	35	34	32	41
No	60	61	63	54
Refused	5	5	5	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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	451	100	163	188
Base Weighted	424	155	153	117
Base Effective	235	55	102	130
Yes	25	31	21	23
No	69	64	74	71
Refused	5	5	5	6
Total mentions	100	100	100	100

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
<p>Table 44 Q13a_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - It is easier to monitor the paper statements Base = Has some/does not have online access to bank or credit card accounts</p>				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	451	100	163	188
Base Weighted	424	155	153	117
Base Effective	235	55	102	130
Yes	56	38	61	71
No	40	57	35	25
Refused	4	5	4	4
Total mentions	100	100	100	100
<p>Table 45 Q13a_b. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL/ANY of your financial accounts? - I don't use those accounts very often Base = Has some/does not have online access to bank or credit card accounts</p>				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	451	100	163	188
Base Weighted	424	155	153	117
Base Effective	235	55	102	130
Yes	59	52	62	63
No	38	45	36	31
Refused	3	3	2	6
Total mentions	100	100	100	100
<p>Table 46 Q13a. Some people choose not to create online access to their financial accounts for a variety of reasons. Which of the following are reasons why you do not have online access to ALL of your financial accounts? - Summary of 'Yes' Base = Has online access to some of their bank or credit card accounts</p>				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	85	129	127
Base Weighted	322	122	119	81
Base Effective	182	47	80	87
I don't trust the Internet	38	31	36	52

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
I am afraid that my personal information will get stolen	54	44	55	67
I feel safer without an online account	45	35	46	60
I am not tech-savvy	26	18	23	42
It is too much work to set up the account	21	18	18	29
I can't remember all of the passwords	34	36	31	35
I don't have time to set up online access for them	23	29	20	20
It is easier to monitor the paper statements	49	31	56	67
I don't use those accounts very often	65	57	67	74

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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	85	129	127
Base Weighted	322	122	119	81
Base Effective	182	47	80	87
Yes	38	31	36	52
No	59	68	57	46
Refused	3	1	6	3
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	85	129	127
Base Weighted	322	122	119	81
Base Effective	182	47	80	87
Yes	54	44	55	67
No	42	53	39	31
Refused	4	3	6	3
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	85	129	127
Base Weighted	322	122	119	81
Base Effective	182	47	80	87
Yes	45	35	46	60
No	51	65	47	36
Refused	4	1	7	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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	85	129	127
Base Weighted	322	122	119	81
Base Effective	182	47	80	87
Yes	26	18	23	42
No	69	77	70	53
Refused	5	4	6	5
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	85	129	127
Base Weighted	322	122	119	81
Base Effective	182	47	80	87
Yes	21	18	18	29
No	74	78	76	66
Refused	5	3	6	5
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	85	129	127
Base Weighted	322	122	119	81
Base Effective	182	47	80	87
Yes	34	36	31	35
No	62	60	63	62
Refused	4	3	5	3
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	85	129	127
Base Weighted	322	122	119	81
Base Effective	182	47	80	87
Yes	23	29	20	20
No	73	67	75	77
Refused	4	3	5	4
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	85	129	127
Base Weighted	322	122	119	81
Base Effective	182	47	80	87
Yes	49	31	56	67
No	47	66	39	32
Refused	3	3	5	2
Total mentions	100	100	100	100

Table 55

	Wisconsin	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				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	341	85	129	127
Base Weighted	322	122	119	81
Base Effective	182	47	80	87
Yes	65	57	67	74
No	33	42	31	24
Refused	1	1	1	3
Total mentions	100	100	100	100

Table 56

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

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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	110	15	34	61
Base Weighted	102	33	34	36
Base Effective	53	9	22	43
I don't trust the Internet	90	91	89	89
I am afraid that my personal information will get stolen	91	95	90	87
I feel safer without an online account	91	89	94	91
I am not tech-savvy	52	18	68	68
It is too much work to set up the account	27	24	27	30
I can't remember all of the passwords	38	26	34	54
I don't have time to set up online access for them	32	40	26	30
It is easier to monitor the paper statements	75	64	79	83
I don't use those accounts very often	39	32	44	39

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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	110	15	34	61
Base Weighted	102	33	34	36
Base Effective	53	9	22	43

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Yes	90	91	89	89
No	8	9	10	5
Refused	2	0	1	5
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	110	15	34	61
Base Weighted	102	33	34	36
Base Effective	53	9	22	43
Yes	91	95	90	87
No	7	5	9	8
Refused	2	0	1	5
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	110	15	34	61
Base Weighted	102	33	34	36
Base Effective	53	9	22	43
Yes	91	89	94	91
No	7	11	4	7
Refused	1	0	1	2
Total mentions	100	100	100	100

Table 60

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

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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	110	15	34	61



	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	102	33	34	36
Base Effective	53	9	22	43
Yes	52	18	68	68
No	40	72	30	21
Refused	7	10	1	11
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	110	15	34	61
Base Weighted	102	33	34	36
Base Effective	53	9	22	43
Yes	27	24	27	30
No	65	66	72	59
Refused	8	10	1	11
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	110	15	34	61
Base Weighted	102	33	34	36
Base Effective	53	9	22	43
Yes	38	26	34	54
No	54	64	64	36
Refused	8	10	2	11
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

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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	110	15	34	61
Base Weighted	102	33	34	36
Base Effective	53	9	22	43
Yes	32	40	26	30
No	60	50	72	57
Refused	9	10	2	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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	110	15	34	61
Base Weighted	102	33	34	36
Base Effective	53	9	22	43
Yes	75	64	79	83
No	18	26	19	8
Refused	7	10	1	9
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	110	15	34	61
Base Weighted	102	33	34	36
Base Effective	53	9	22	43
Yes	39	32	44	39
No	53	57	54	49
Refused	8	10	2	12
Total mentions	100	100	100	100

Table 66

DOV\_FEAR. Fear

Base = Total Answering

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
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	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	322	58	115	149
Base Weighted	300	99	106	95
Base Effective	172	34	76	104
1	72	68	69	78
2	89	85	90	90
3	80	72	82	86
Total mentions	240	226	241	254

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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Yes	51	62	47	34
No	38	30	43	49
Not sure	10	7	9	16
Refused	1	0	2	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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Less secure	46	37	52	56
About as secure	38	46	31	32
More secure	16	17	16	12
Refused	0	0	1	1
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Yes	31	31	37	24
No	41	44	35	46
Not sure	27	25	28	30
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Strongly/Somewhat agree (Net)	67	65	68	70
Strongly agree	15	19	12	11
Somewhat agree	52	47	56	59
Strongly/Somewhat disagree (Net)	32	34	32	28
Somewhat disagree	27	28	26	25
Strongly disagree	5	6	6	3
Refused	1	1	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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Noticed fraudulent charges on your credit or debit card	50	51	54	41
Had someone attempt to open a line of credit or apply for a loan using your name	6	10	4	3
Had someone attempt to receive a tax refund using your name	2	3	1	1

Table 72

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

Base = Total Respondents

	Age	Age	Age
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	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
	Wisconsin	18 - 49	50 - 64	65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Yes	50	51	54	41
No	45	42	43	53
Not Sure	4	6	2	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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Yes	6	10	4	3
No	80	77	81	83
Not Sure	13	13	13	12
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Yes	2	3	1	1
No	89	85	93	89
Not Sure	8	11	5	8
Refused	1	1	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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
	Wisconsin	18 - 49	50 - 64	65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Yes	50	51	54	41
No	45	42	43	53
Not Sure	4	6	2	5
Refused	1	0	1	2
Total mentions	100	100	100	100

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
	Wisconsin	18 - 49	50 - 64	65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.	20	22	17	19
If you are concerned about your credit file, a fraud alert will prevent your credit file from being shared with potential creditors.	29	31	27	27
There are millions of Social Security numbers available for sale on the Internet for as low as \$3 each.	34	37	31	31
A credit freeze occurs when the credit bureau freezes your account because someone has tried to access your credit file illegally.	40	46	36	35
Purchasing ID theft monitoring services prevents thieves from stealing your identity.	12	17	8	9
A scan of the dark web will confirm whether your personal information has been stolen.	15	16	16	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.	77	79	75	75
To identity thieves, children's identities are just as valuable as adults'.	74	69	76	81
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				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
When it comes to protecting yourself from fraud online, a debit card is just as safe as a credit card.	53	51	58	48
If you are concerned about your credit file, a fraud alert will prevent your credit file from being shared with potential creditors.	27	29	28	20
There are millions of Social Security numbers available for sale on the Internet for as low as \$3 each.	4	6	5	2
A credit freeze occurs when the credit bureau freezes your account because someone has tried to access your credit file illegally.	27	24	34	25
Purchasing ID theft monitoring services prevents thieves from stealing your identity.	53	53	59	44
A scan of the dark web will confirm whether your personal information has been stolen.	23	29	22	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.	5	6	6	1
To identity thieves, children's identities are just as valuable as adults'.	6	7	6	3
Table 77				

	Wisconsin	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				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
True	20	22	17	19
False	53	51	58	48
Not Sure	27	27	24	33
Refused	0	0	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

	Wisconsin	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				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
True	29	31	27	27
False	27	29	28	20
Not Sure	44	40	43	52
Refused	1	0	2	1
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

	Wisconsin	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				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
True	34	37	31	31
False	4	6	5	2
Not Sure	61	57	64	67

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Refused	0	0	1	1
Total mentions	100	100	100	100
<p>Table 80</p> <p>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.</p> <p>Base = Total Respondents</p>				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
True	40	46	36	35
False	27	24	34	25
Not Sure	32	31	29	39
Refused	0	0	1	1
Total mentions	100	100	100	100
<p>Table 81</p> <p>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.</p> <p>Base = Total Respondents</p>				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
True	12	17	8	9
False	53	53	59	44
Not Sure	34	30	32	47
Refused	0	0	1	1
Total mentions	100	100	100	100
<p>Table 82</p> <p>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.</p> <p>Base = Total Respondents</p>				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249



	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
True	15	16	16	11
False	23	29	22	14
Not Sure	61	55	62	73
Refused	1	0	1	1
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
True	77	79	75	75
False	5	6	6	1
Not Sure	18	15	18	24
Refused	0	0	1	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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
True	74	69	76	81
False	6	7	6	3
Not Sure	20	24	18	16
Refused	1	0	1	1
Total mentions	100	100	100	100

Table 85

DOV\_SAFE. Safe

Base = Total Respondents

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
True	74	69	76	81
False	6	7	6	3
Not Sure	20	24	18	16
Refused	1	0	1	1
Total mentions	100	100	100	100

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
	Wisconsin	18 - 49	50 - 64	65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
0	4	3	5	4
1	8	8	8	9
2	19	20	15	22
3	19	21	15	21
4	18	14	23	19
5	14	16	12	12
6	9	7	14	7
7	8	10	6	5
8	2	1	3	1
Total mentions	100	100	100	100

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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Yes	69	60	80	71
No	31	40	19	29
Refused	0	0	1	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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Yes	17	16	17	19
No	82	84	80	81
Refused	1	0	3	1
Total mentions	100	100	100	100

Table 88

	Wisconsin	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				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	117	31	43	43
Base Weighted	119	51	39	28
Base Effective	63	19	27	31
Yes	51	52	46	54
No	49	48	54	46
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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Yes	52	67	45	29
No	48	33	54	70
Refused	1	0	1	1
Total mentions	100	100	100	100

Table 90

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

Base = Total Respondents

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Employed or self-employed full-time	49	68	53	6
Employed or self-employed part-time	14	14	17	12
Retired and not working at all	23	2	16	77
Unemployed and looking for work	5	9	1	2
Not in the labor force for some other reason	8	8	12	2
Refused	0	0	1	1
Total mentions	100	100	100	100

Table 91

	Wisconsin	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				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Yes	12	6	13	23
No	88	94	87	77
Refused	0	0	1	1
Total mentions	100	100	100	100

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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Liberal	19	20	22	14
Moderate	41	45	36	40
Conservative	38	34	40	45
Refused	1	1	2	2
Total mentions	100	100	100	100

Table 93  
PPMARIT. Marital Status  
Base = Total Respondents

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
MARRIED/LIVING WITH PARTNER (Net)	64	63	67	62
Married	56	48	64	62
Living with partner	8	15	3	0
Widowed	5	1	2	16
Divorced	11	4	19	12
Separated	1	1	1	1
Never married	20	31	12	9
Refused	0	0	0	0
Total mentions	100	100	100	100

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Table 94 PPHHHEAD. Household Head Base = Total Respondents				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Yes	86	77	92	94
No	14	23	8	6
Refused	0	0	0	0
Total mentions	100	100	100	100
Table 95 PPHHSIZE. Household Size Base = Total Respondents				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
1	25	17	28	36
MORE THAN ONE (NET)	75	83	72	64
2	42	34	46	54
3	13	15	13	6
4	11	16	8	3
5	5	10	3	0
6	3	6	0	2
10	1	2	0	0
Total mentions	100	100	100	100
Mean	2.45	2.97	2.15	1.82
Standard deviation	1.47	1.71	1.13	0.89
Standard error	0.06	0.12	0.07	0.06
Median	2	2	2	2
Table 96 AGEGROUP. Age Group Base = Total Respondents				
	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
18-24	4	9	0	0
25-34	18	39	0	0
35-44	17	38	0	0

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
45-54	15	13	26	0
55-64	24	0	74	0
65-74	15	0	0	66
75 and over	7	0	0	34
Total mentions	100	100	100	100

Table 97  
PPWORK. Current Employment Status  
Base = Total Respondents

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
WORKING (NET)	67	84	74	23
Working - as a paid employee	60	79	63	17
Working - self-employed	7	5	11	6
NOT WORKING (NET)	33	16	26	77
Not working - on temporary layoff from a job	0	1	0	0
Not working - looking for work	3	6	1	1
Not working - retired	20	1	13	72
Not working - disabled	6	3	10	3
Not working - other	3	6	2	0
Refused	0	0	0	0
Total mentions	100	100	100	100

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

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
Owned or being bought by you or someone in your household	74	60	84	86
Rented for cash	23	36	13	13
Occupied without payment of cash rent	3	4	2	1
Refused	0	0	1	0
Total mentions	100	100	100	100

Table 99  
PPHOUSE. Housing Type  
Base = Total Respondents

	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
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	Wisconsin	Age 18 - 49	Age 50 - 64	Age 65+
Base Unweighted	694	205	240	249
Base Weighted	694	316	225	153
Base Effective	349	111	147	170
A one-family house detached from any other house	72	65	78	79
A one-family house attached to one or more houses	9	10	7	7
A building with 2 or more apartments	17	24	10	12
A mobile home	2	1	5	2
Boat, RV, van, etc.	0	0	0	0
Refused	0	0	0	0
Total mentions	100	100	100	100