|  |  |  |
| --- | --- | --- |
|  | | |
| Cybersecurity Survey 2016 | Final Topline | 5/4/2016 |
| Data for March 30-May 3, 2016 | | |
| Princeton Survey Research Associates International for  the Pew Research Center’s Internet, Science & Technology Project | |  |
| Sample: n=1,040 adults age 18 or older nationwide, including 778 cell phone interviews  Interviewing dates: 03.30.2016 – 05.03.2016  Margin of error: ± 3.4 percentage points for results based on Total [n=1,040]  Margin of error: ± 3.6 percentage points for results based on internet users [n=926]  Margin of error: ± 3.5 percentage points for results based on cell phone owners [n=992]  Margin of error: ± 4.2 percentage points for results based on social media users [n=665]  Margin of error: ± 4.0 percentage points for results based on smartphone owners [n=746]  Margin of error: ± 4.9 percentage points for results based on public Wi-Fi users [n=502] | | |

Notes: Because percentages are rounded, they may not total 100%.

An asterisk (\*) indicates less than 0.5%.

**Q1** Generally speaking, would you say that most people can be trusted or that you can’t be too careful in dealing with people?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Most people can be trusted | You can't be too careful | (vol.)  it depends | (VOL.) don't know[[1]](#footnote-1) | (VOL.) refused |
| May 2016 | 36 | 59 | 4 | 1 | 1 |
| April 2012[[2]](#endnote-1) | 34 | 60 | 5 | 1 | 1 |
| Dec 2010[[3]](#endnote-2) | 44 | 50 | 5 | 1 | 1 |
| Sept 2009 | 32 | 62 | 5 | 1 | 1 |
| April 2006[[4]](#endnote-3) | 36 | 56 | 5 | 3 | -- |
| June 2005[[5]](#endnote-4) | 32 | 60 | 5 | 2 | -- |
| June 2003[[6]](#endnote-5) | 32 | 60 | 5 | 2 | -- |
| March/May 2002[[7]](#endnote-6) | 38 | 53 | 7 | 2 | -- |

[READ TO ALL:] On a different subject...

**EMINUSE** Do you use the internet or email, at least occasionally?

**INTMOB** Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?[[8]](#footnote-2)

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| May 2016 | 87 | 13 |
| April 2016[[9]](#endnote-7) | 87 | 13 |
| November 2015[[10]](#endnote-8) | 87 | 13 |
| July 2015[[11]](#endnote-9) | 87 | 13 |
| April 2015[[12]](#endnote-10) | 85 | 15 |
| September 2013[[13]](#endnote-11) | 86 | 14 |
| August 2013[[14]](#endnote-12) | 80 | 20 |
| May 2013[[15]](#endnote-13) | 85 | 15 |
| December 2012[[16]](#endnote-14) | 81 | 19 |
| November 2012[[17]](#endnote-15) | 85 | 15 |
| September 2012[[18]](#endnote-16) | 81 | 19 |
| August 2012[[19]](#endnote-17) | 85 | 15 |
| April 2012[[20]](#endnote-18) | 82 | 18 |
| February 2012[[21]](#endnote-19) | 80 | 20 |

**EMINUSE/INTMOB continued...**

**EMINUSE/INTMOB continued...**

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| December 2011[[22]](#endnote-20) | 82 | 18 |
| August 2011[[23]](#endnote-21) | 78 | 22 |
| May 2011[[24]](#endnote-22) | 78 | 22 |
| January 2011[[25]](#endnote-23) | 79 | 21 |
| December 2010[[26]](#endnote-24) | 77 | 23 |
| November 2010[[27]](#endnote-25) | 74 | 26 |
| September 2010[[28]](#endnote-26) | 74 | 26 |
| May 2010[[29]](#endnote-27) | 79 | 21 |
| January 2010[[30]](#endnote-28) | 75 | 25 |
| December 2009[[31]](#endnote-29) | 74 | 26 |
| September 2009[[32]](#endnote-30) | 77 | 23 |
| April 2009[[33]](#endnote-31) | 79 | 21 |
| December 2008[[34]](#endnote-32) | 74 | 26 |
| November 2008[[35]](#endnote-33) | 74 | 26 |
| August 2008[[36]](#endnote-34) | 75 | 25 |
| July 2008[[37]](#endnote-35) | 77 | 23 |
| May 2008[[38]](#endnote-36) | 73 | 27 |
| April 2008[[39]](#endnote-37) | 73 | 27 |
| January 2008[[40]](#endnote-38) | 70 | 30 |
| December 2007[[41]](#endnote-39) | 75 | 25 |
| September 2007[[42]](#endnote-40) | 73 | 27 |
| February 2007[[43]](#endnote-41) | 71 | 29 |
| December 2006[[44]](#endnote-42) | 70 | 30 |
| November 2006[[45]](#endnote-43) | 68 | 32 |
| August 2006[[46]](#endnote-44) | 70 | 30 |
| April 2006[[47]](#endnote-45) | 73 | 27 |
| February 2006[[48]](#endnote-46) | 73 | 27 |
| December 2005[[49]](#endnote-47) | 66 | 34 |
| September 2005[[50]](#endnote-48) | 72 | 28 |
| June 2005[[51]](#endnote-49) | 68 | 32 |
| February 2005[[52]](#endnote-50) | 67 | 33 |
| January 2005[[53]](#endnote-51) | 66 | 34 |
| Nov 23-30, 2004[[54]](#endnote-52) | 59 | 41 |
| November 2004[[55]](#endnote-53) | 61 | 39 |
| July 2004[[56]](#endnote-54) | 67 | 33 |
| June 2004[[57]](#endnote-55) | 63 | 37 |
| March 2004[[58]](#endnote-56) | 69 | 31 |
| February 2004[[59]](#endnote-57) | 63 | 37 |
| November 2003[[60]](#endnote-58) | 64 | 36 |
| August 2003[[61]](#endnote-59) | 63 | 37 |
| June 2003[[62]](#endnote-60) | 62 | 38 |
| May 2003[[63]](#endnote-61) | 63 | 37 |
| March 3-11, 2003[[64]](#endnote-62) | 62 | 38 |
| February 2003[[65]](#endnote-63) | 64 | 36 |

**EMINUSE/INTMOB continued...**

**EMINUSE/INTMOB continued...**

|  |  |  |
| --- | --- | --- |
|  | uses internet | Does not use internet |
| December 2002[[66]](#endnote-64) | 57 | 43 |
| November 2002[[67]](#endnote-65) | 61 | 39 |
| October 2002[[68]](#endnote-66) | 59 | 41 |
| September 2002[[69]](#endnote-67) | 61 | 39 |
| July 2002[[70]](#endnote-68) | 59 | 41 |
| March/May 2002[[71]](#endnote-69) | 58 | 42 |
| January 2002[[72]](#endnote-70) | 61 | 39 |
| December 2001[[73]](#endnote-71) | 58 | 42 |
| November 2001[[74]](#endnote-72) | 58 | 42 |
| October 2001[[75]](#endnote-73) | 56 | 44 |
| September 2001[[76]](#endnote-74) | 55 | 45 |
| August 2001[[77]](#endnote-75) | 59 | 41 |
| February 2001[[78]](#endnote-76) | 53 | 47 |
| December 2000[[79]](#endnote-77) | 59 | 41 |
| November 2000[[80]](#endnote-78) | 53 | 47 |
| October 2000[[81]](#endnote-79) | 52 | 48 |
| September 2000[[82]](#endnote-80) | 50 | 50 |
| August 2000[[83]](#endnote-81) | 49 | 51 |
| June 2000[[84]](#endnote-82) | 47 | 53 |
| May 2000[[85]](#endnote-83) | 48 | 52 |

**INTFREQ** About how often do you use the internet? [READ]

Based on all internet users [N=926]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | May 2016 |  | April 2016 | July 2015 |
| % | 25 | Almost constantly | 28 | 24 |
|  | 50 | Several times a day | 49 | 49 |
|  | 11 | About once a day | 10 | 11 |
|  | 7 | Several times a week, OR | 7 | 7 |
|  | 6 | Less often? | 6 | 8 |
|  | \* | (VOL.) Don’t know | \* | \* |
|  | \* | (VOL.) Refused | \* | 1 |

**DEVICE1a** Next, do you have a cell phone, or not?[[86]](#footnote-3)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Don’t know | (VOL.) Refused |
| May 2016 | 92 | 8 | 0 | 0 |
| April 2016 | 92 | 8 | 0 | 0 |
| November 2015 | 91 | 9 | 0 | 0 |
| July 2015 | 92 | 8 | \* | \* |
| April 2015 | 92 | 8 | \* | 0 |
| Sept 2013 | 91 | 9 | 0 | 0 |
| August 2013 | 89 | 11 | 0 | 0 |
| May 2013 | 91 | 9 | 0 | \* |
| December 2012 | 87 | 13 | \* | 0 |
| November 2012 | 85 | 15 | 0 | \* |
| Sept 2012 | 85 | 15 | \* | 0 |
| August 2012 | 89 | 10 | 0 | \* |
| April 2012 | 88 | 12 | \* | \* |
| February 2012 | 88 | 12 | 0 | \* |
| December 2011 | 87 | 13 | 0 | \* |
| August 2011 | 84 | 15 | \* | \* |
| May 2011 | 83 | 17 | \* | 0 |
| January 2011 | 84 | 16 | \* | \* |
| December 2010 | 81 | 19 | \* | \* |
| November 2010 | 82 | 18 | 0 | \* |
| September 2010 | 85 | 15 | \* | \* |
| May 2010 | 82 | 18 | \* | 0 |
| January 2010 | 80 | 20 | 0 | \* |
| December 2009 | 83 | 17 | 0 | \* |
| September 2009 | 84 | 15 | \* | \* |
| April 2009 | 85 | 15 | \* | \* |
| Dec 2008 | 84 | 16 | \* | \* |
| July 2008 | 82 | 18 | \* | -- |
| May 2008 | 78 | 22 | \* | 0 |
| April 2008 | 78 | 22 | \* | -- |
| January 2008 | 77 | 22 | \* | -- |
| Dec 2007 | 75 | 25 | \* | -- |
| Sept 2007 | 78 | 22 | \* | -- |
| April 2006 | 73 | 27 | \* | -- |
| January 2005 | 66 | 34 | \* | -- |
| Nov. 23-30, 2004 | 65 | 35 | \* | -- |

**SMART1** Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?[[87]](#footnote-4)

Based on cell phone owners

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes, smartphone | no, not a smartphone | not sure/  don’t know | (vol.) refused |
| May 2016 [N=992] | 76 | 17 | 7 | 0 |
| April 2016 [N=1,535] | 78 | 16 | 6 | \* |
| November 2015 [N=2,606] | 76 | 17 | 7 | \* |
| July 2015 [N=1,903] | 73 | 20 | 7 | \* |
| April 2015 [N=1,900] | 73 | 21 | 5 | \* |
| September 2013 [N=5,763] | 61 | 32 | 7 | \* |
| August 2013 [N=1,636] | 60 | 33 | 6 | \* |
| May 2013 [N=2,076] | 55 | 39 | 5 | \* |
| December 2012 [N=1,954] | 52 | 41 | 6 | \* |
| November 2012 [N=1,992] | 55 | 38 | 6 | \* |
| September 2012 [N=2,581] | 53 | 40 | 6 | \* |
| April 2012 [N=1,954] | 46 | 44 | 10 | \* |
| February 2012 [N=1,961] | 45 | 46 | 8 | \* |
| May 2011 [N=1,914] | 33 | 53 | 14 | \* |

**SNSINT2** Do you ever use a social media site or app like Facebook, Twitter or LinkedIn?[[88]](#footnote-5)

Based on all internet users [N=926]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Yes | No | (VOL.) Don’t know | (VOL.) Refused |
| May 2016 | 74 | 26 | 0 | \* |
| November 2015 | 74 | 26 | \* | \* |
| July 2015 | 76 | 23 | \* | 0 |
| September 2013 | 74 | 26 | \* | 0 |
| May 2013 | 72 | 28 | 0 | \* |
| December 2012 | 67 | 33 | \* | \* |
| August 2012 | 69 | 31 | 0 | \* |
| February 2012 | 66 | 34 | \* | 0 |
| August 2011 | 64 | 35 | \* | 0 |
| May 2011 | 65 | 35 | \* | 0 |
| January 2011 | 61 | 39 | 0 | 0 |
| December 2010 | 62 | 38 | \* | 0 |
| November 2010 | 61 | 39 | \* | \* |
| September 2010 | 62 | 38 | \* | 0 |
| May 2010 | 61 | 39 | 0 | 0 |
| January 2010 | 57 | 43 | \* | 0 |
| December 2009 | 56 | 44 | 0 | \* |
| September 2009 | 47 | 52 | \* | \* |
| April 2009 | 46 | 54 | \* | \* |
| December 2008 | 35 | 65 | \* | -- |
| November 2008 | 37 | 63 | 0 | 0 |
| August 2008 | 33 | 67 | \* | -- |
| July 2008 | 34 | 66 | \* | -- |
| May 2008 | 29 | 70 | \* | -- |
| August 2006 | 16 | 84 | \* | -- |
| September 2005 | 11 | 88 | 1 | -- |
| February 2005 | 8 | 91 | 1 | -- |

**ACCT1** Do you have [INSERT ITEMS; RANDOMIZE; 'ANY OTHER ONLINE ACCOUNT' ALWAYS LAST], or not?

Based on all internet users [N=926]

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | yes | no | (vol.) doesn't apply / don't have this acCt. | (VOL.)  DK[[89]](#footnote-6) | (vol.) ref.[[90]](#footnote-7) |
| 1. Any ONLINE accounts with your bank or financial services provider | 64 | 35 | \* | 1 | 1 |
| 1. Any ONLINE accounts with your health care provider | 37 | 61 | \* | 2 | \* |
| 1. Any ONLINE accounts with a household utility provider, such as your gas, water, or electric company | 41 | 57 | 1 | 1 | \* |
| 1. Any other online account that involves bill payments or transactions | 45 | 54 | 0 | 1 | \* |

**ACCT2** Have you ever chosen to NOT use or NOT create an account with an online service because you were worried about how your personal information would be handled?

Based on all internet users [N=926]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 69 | Yes, have done this |
|  | 30 | No, have not done this |
|  | \* | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

**ACCT3** Thinking about some of the companies and organizations that you interact with, how confident are you that they will keep your personal records safe from hackers or unauthorized users? [FOR FIRST TWO RANDOMIZED ITEMS: Thinking about [INSERT ITEMS; RANDOMIZE; ALWAYS ASK ITEMS a AND b TOGETHER AND IN ORDER], how confident are you that these records will be safe from hackers and unauthorized users?

How about...[INSERT NEXT ITEM]? [READ FOR FIRST ITEM THEN AS NECESSARY: Would you say you are very confident, somewhat confident, not too confident, or not at all confident that these records will be safe from hackers and unauthorized users?]

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | very confi-dent | some-what conf-ident | not too confi-dent | not at all conf-ident | (vol.) doesn't apply | (VOL.)  DK | (vol.) ref. |
| *Items A-B: Based on cell phone owners [N=992]* |  |  |  |  |  |  |  |
| 1. The telephone company that provides your cell phone service | 21 | 47 | 15 | 15 | \* | 1 | 1 |
| 1. The company that manufactured your cell phone | 27 | 43 | 13 | 13 | 1 | 3 | \* |
| *Item C: Based on all internet users [N=926]* |  |  |  |  |  |  |  |
| 1. Your email provider | 20 | 46 | 17 | 13 | 2 | 1 | \* |
| *Item D: Based on social media users [N=665]* |  |  |  |  |  |  |  |
| 1. The social media sites you use | 9 | 38 | 27 | 24 | 1 | \* | \* |
| 1. The federal government | 12 | 37 | 21 | 28 | 1 | 1 | \* |
| 1. Your credit card company | 23 | 36 | 13 | 13 | 15 | 1 | \* |
| 1. The companies or retailers you do business with | 14 | 46 | 21 | 15 | 2 | 2 | \* |

**SECUR1** In general, how secure do you feel your personal information is compared with five years ago? Do you think it is [READ] [RANDOMIZE 1-2]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 49 | Less secure |
|  | 18 | More secure |
|  | 31 | Or about as secure as it was five years ago |
|  | 1 | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

**SECUR2** (To the best of your knowledge...) Have you ever...[INSERT ITEMS; RANDOMIZE; ASK ITEMS a AND b TOGETHER IN ORDER]?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.)  Don't know | (vol.) refused |
| 1. Received a notice that your social security number had been compromised | 15 | 84 | 1 | 0 |
| 1. Received a notice that other sensitive personal information, such as your account number, had been compromised | 35 | 64 | 1 | \* |
| 1. Noticed fraudulent charges on your debit or credit card | 41 | 58 | \* | \* |
| *Item D: Based on all internet users [N=926]* |  |  |  |  |
| 1. Had someone take over your email account without your permission | 19 | 80 | 1 | \* |
| *Item E: Based on social media users [N=665]* |  |  |  |  |
| 1. Had someone take over your social media account without your permission | 21 | 79 | \* | \* |
| 1. Had someone attempt to open a line of credit or apply for a loan using your name | 14 | 84 | 1 | \* |
| 1. Had someone attempt to receive a tax refund using your name | 6 | 93 | 1 | \* |

[READ TO ALL INTERNET USERS:] On a different subject...

**HABITS1** Thinking about your online activities, do you ever keep track of your passwords by...[INSERT ITEMS; RANDOMIZE; ASK ITEMS c AND d TOGETHER IN ORDER; ‘SOME OTHER WAY’ ALWAYS LAST]? How about by...[INSERT NEXT ITEM]? [READ AS NECESSARY: Do you ever keep track of your passwords in this way?]

Based on all internet users [N=926]

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | yes | no | (VOL.)  Don't know | (vol.) refused |
| 1. Memorizing them in your head | 86 | 14 | \* | \* |
| 1. Writing them down on a piece of paper | 49 | 51 | \* | \* |
| 1. Using a password management program such as Dashlane, Lastpass, or Apple Keychain | 12 | 87 | 1 | \* |
| 1. Saving them in a note or document on your computer or mobile device | 24 | 75 | \* | \* |
| 1. Saving them in your internet browser | 18 | 81 | \* | \* |
| 1. Some other way that I haven’t already mentioned (SPECIFY) | 3 | 95 | 1 | 1 |

**HABITS2** Thinking about the different ways you keep track of your online passwords, which one do you use the MOST? Is it [READ; ONLY INCLUDE “YES” RESPONSES FROM HABITS1; LIST RESPONSES IN SAME ORDER AS HABITS1]?[[91]](#footnote-8)

Based on all internet users [N=926]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 65 | Memorizing them in your head |
|  | 18 | Writing them down on a piece of paper |
|  | 6 | Saving them in a note or document on your computer or mobile device |
|  | 3 | Using a password management program such as Dashlane, Lastpass, or Apple Keychain |
|  | 2 | Saving them in your internet browser |
|  | 1 | Some other way |
|  | 1 | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |
|  | 2 | Don't keep track of passwords any of these ways |

**HABITS3** Thinking about all of the passwords you use to access your various online accounts, would you say that [RANDOMIZE: (most of your passwords are the same or very similar to each other) or that (most of your passwords are very different from each other)]?

Based on all internet users [N=926]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 57 | Most passwords are very different |
|  | 39 | Most passwords are the same or very similar |
|  | 1 | (VOL.) Don’t know |
|  | 2 | (VOL.) Refused |

[RANDOMIZE HABITS4A THRU HABITS4C]

**HABITS4A** Do you ever have a hard time keeping track of your passwords, or is this not something that happens to you?

Based on all internet users [N=926]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 39 | Yes |
|  | 60 | No |
|  | 1 | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

**HABITS4B** Do you ever worry about how secure your passwords are, or is this not something you worry about?

Based on all internet users [N=926]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 30 | Yes |
|  | 69 | No |
|  | \* | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

**HABITS4C** Do you ever use passwords that are less secure than you’d like because complicated passwords are too hard to remember, or is this not something you do?

Based on all internet users [N=926]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 25 | Yes |
|  | 74 | No |
|  | 1 | (VOL.) Don’t know |
|  | 1 | (VOL.) Refused |

**HABITS5** Have you ever shared a password to one of your online accounts with a friend or family member?

Based on all internet users [N=926]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 41 | Yes |
|  | 59 | No |
|  | \* | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

**HABITS6** Do you use two-factor or two-step authentication for any of your online accounts? [IF RESPONDENT ASKS FOR DEFINITION OF “TWO FACTOR”: Two-factor authentication is a feature where you are sent a one-time code via email, text message, or some other method that you would enter after first entering your username and password, and only works for a single login and for a limited amount of time.]

Based on all internet users [N=926]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 52 | Yes |
|  | 46 | No |
|  | 1 | (VOL.) Don’t know |
|  | 1 | (VOL.) Refused |

**HABITS7** Have you ever used your social media account information to log into another website, or have you never done this?

Based on social media users [N=665]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 39 | Yes, have done this |
|  | 60 | No, have never done this |
|  | 1 | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

[READ TO SMARTPHONE OWNER:] Now thinking specifically about your smartphone...

**HABITS8** Do you have to use a code, password, or other security feature in order to access your phone?

Based on smartphone owners [N=746]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 71 | Yes |
|  | 28 | No |
|  | 0 | (VOL.) Don’t know |
|  | 1 | (VOL.) Refused |

**HABITS9** What kind of security feature do you use to access your phone? Is it [READ]

Based on those whose smartphone requires a bypass code [N=529]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 35 | A PIN CODE containing only numbers |
|  | 13 | A PASSWORD containing numbers, letters, or symbols |
|  | 12 | A pattern of dots you connect with your finger |
|  | 32 | A thumbprint, OR |
|  | 3 | Some other kind of screen lock I haven’t mentioned yet? (SPECIFY) |
|  | 1 | (VOL.) Don’t know |
|  | 5 | (VOL.) Refused |

**HABITS10** Thinking about the APPS on your smartphone, how frequently do you update them? Do you set them to update automatically, do you update them yourself as soon as you are notified that there is a new version available, do you update them yourself whenever it’s convenient, or do you never update your apps?

Based on smartphone owners [N=746]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 32 | Set them to update automatically |
|  | 16 | Update them yourself as soon as a new version is available |
|  | 38 | Update them yourself whenever it is convenient |
|  | 10 | Never install app updates |
|  | 2 | (VOL.) Different settings for different apps |
|  | 1 | (VOL.) Don’t know |
|  | 1 | (VOL.) Refused |

**HABITS11** And thinking about the OPERATING SYSTEM on your smartphone, how frequently do you update it? Do you usually update it as soon as you are notified that a new version is available, do you update it whenever it’s convenient, or do you never update your smartphone operating system?

Based on smartphone owners [N=746]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 42 | Update as soon as new version is available |
|  | 42 | Wait until it is convenient |
|  | 14 | Never update operating system |
|  | 1 | (VOL.) Don’t know |
|  | 1 | (VOL.) Refused |

**HABITS12** Have you installed any virus protection apps on your smartphone, or not?

Based on smartphone owners [N=746]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 32 | Yes |
|  | 66 | No |
|  | 2 | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

[READ TO ALL INTERNET USERS:] On a different subject...

**WIFI1** Do you ever access public WiFi in places such as airports, cafes, hotels or libraries?

Based on all internet users [N=926]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 54 | Yes |
|  | 46 | No |
|  | 0 | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

**WIFI2** Do you ever [INSERT ITEMS; RANDOMIZE] while connected to public WiFi, or not?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | yes | no | (VOL.) Not applicable | (VOL.)  Don't know | (vol.) refused |
| *Items A-B: Based on internet users who ever access public WiFI [N=502]* |  |  |  |  |  |
| 1. Make online purchases | 21 | 78 | \* | 1 | \* |
| 1. Do online banking or conduct other financial transactions | 20 | 79 | 0 | 1 | \* |
| *Item C: Based on social media users who ever access public WiFI [N=412]* |  |  |  |  |  |
| 1. Use social media | 80 | 19 | 0 | 1 | \* |
| *Item D: Based on internet users who ever access public WiFI [N=502]* |  |  |  |  |  |
| 1. Use email | 71 | 28 | 0 | \* | 0 |

[READ TO ALL:] Next...

**POLICY1** Many technology services use encryption of their customers’ data and communications. Encryption prevents other people from accessing users’ data without their permission, but can also prevent government law enforcement agencies from accessing that data during criminal investigations. Which one of the following statements comes closer to your view, even if neither is exactly right? [READ AND RANDOMIZE]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 46 | The government should be able to access encrypted communications when investigating crimes |
|  | 44 | Technology companies should be able to use encryption technology that is unbreakable, even to law enforcement |
|  | 4 | (VOL.) It depends |
|  | 4 | (VOL.) Don’t know |
|  | 2 | (VOL.) Refused |

**POLICY2a** How likely do you think it is that in the next five years, the United States will experience a significant cyberattack on our public infrastructure, such as our air traffic control system or power grid? Do you think this will definitely happen, probably happen, probably NOT happen, or definitely NOT happen in the next five years?

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 18 | Definitely happen |
|  | 51 | Probably happen |
|  | 23 | Probably NOT happen |
|  | 3 | Definitely NOT happen |
|  | 4 | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

**POLICY2b** How likely do you think it is that in the next five years, the United States will experience a significant cyberattack on the banking and financial system? Do you think this will definitely happen, probably happen, probably NOT happen, or definitely NOT happen in the next five years?

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 18 | Definitely happen |
|  | 48 | Probably happen |
|  | 27 | Probably NOT happen |
|  | 4 | Definitely NOT happen |
|  | 2 | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

**POLICY3** How well-prepared do you think the U.S. government is to prevent cyberattacks on our public infrastructure? Is it [READ]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 13 | Very prepared |
|  | 49 | Somewhat prepared |
|  | 19 | Not too prepared |
|  | 14 | Not at all prepared |
|  | 4 | (VOL.) Don’t know |
|  | 1 | (VOL.) Refused |

**POLICY4** How well-prepared do you think the U.S. government is to prevent cyberattacks on government agencies? Is it [READ]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 18 | Very prepared |
|  | 51 | Somewhat prepared |
|  | 16 | Not too prepared |
|  | 11 | Not at all prepared |
|  | 3 | (VOL.) Don’t know |
|  | 1 | (VOL.) Refused |

**POLICY5** How well-prepared do you think U.S. BUSINESSES are to prevent cyberattacks on their own systems? Are they [READ]

|  |  |  |
| --- | --- | --- |
|  | May 2016 |  |
| % | 9 | Very prepared |
|  | 52 | Somewhat prepared |
|  | 23 | Not too prepared |
|  | 12 | Not at all prepared |
|  | 4 | (VOL.) Don’t know |
|  | \* | (VOL.) Refused |

**POLICY6** Thinking about some recent instances of cyberattacks, have you heard anything about [INSERT ITEMS; RANDOMIZE], or is this not something you have heard of? [IF YES, ASK: Have you heard a lot about this, or a little about it?]

Next, have you heard anything about...[INSERT NEXT ITEM]? [IF YES, ASK: Have you heard a lot about this, or a little about it?]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | NET YES, HAVE HEARD | -------------  Yes, have heard a lot | -------------  Yes, have heard a little | No, have not heard of this | (VOL.)  Don't know | (vol.) refused |
| 1. The publication of company emails at the Sony Corporation | 40 | 20 | 21 | 59 | \* | \* |
| 1. The exposure of government security clearance information at the Office of Personnel Management | 33 | 12 | 21 | 67 | 1 | \* |
| 1. The exposure of credit card data of customers who shopped at Target stores | 75 | 47 | 28 | 24 | 1 | \* |
| 1. The disruption of the power grid in Ukraine | 22 | 5 | 17 | 77 | 1 | 0 |
| 1. The publishing of the identities of AshleyMadison.com customers | 49 | 25 | 24 | 50 | 1 | \* |

[READ TO ALL:] Now, just a few questions for statistical purposes only.

*The demographic questions are not reported in this topline.*

THANK RESPONDENT: Thank you very much for your time. This survey is being conducted by the Pew Research Center, which will be issuing a report on the results of this survey on their website, pewresearch dot ORG, in the coming weeks.

THANK YOU again for your help! Have a nice (day/evening).

**Methods**

Cybersecurity Survey 2016

Prepared by Princeton Survey Research Associates International  
for the Pew Research Center

May 2016

**SUMMARY**

The Cybersecurity Survey 2016, sponsored by the Pew Research Center, obtained telephone interviews with a nationally representative sample of 1,040 adults, age 18 or older, living in the United States. Interviews were conducted via landline (nLL=262) and cell phone (nC=778; including 477 without a landline phone). The survey was conducted by Princeton Survey Research Associates International (PSRAI). The interviews were administered in English and Spanish by Princeton Data Source from March 30 to May 3, 2016. Statistical results are weighted to correct known demographic discrepancies. The margin of sampling error for the complete set of weighted data is ±3.4 percentage points. Results based on the 926 internet users[[92]](#footnote-9) have a margin of sampling error of ±3.6 percentage points.

Details on the design, execution and analysis of the survey are discussed below.

# Design AND Data Collection Procedures

#### Sample Design

A combination of landline and cellular random digit dial (RDD) samples was used to represent all adults in the United States who have access to either a landline or cellular telephone. Both samples were provided by Survey Sampling International, LLC (SSI) according to PSRAI specifications.

Numbers for the landline sample were drawn with equal probabilities from active blocks (area code + exchange + two-digit block number) that contained one or more residential directory listings. The cellular sample was not list-assisted, but was drawn through a systematic sampling from dedicated wireless 100-blocks and shared service 100-blocks with no directory-listed landline numbers.

**Contact Procedures**

Interviews were conducted from March 30 to May 3, 2016. As many as 7 attempts were made to contact every sampled telephone number. Sample was released for interviewing in replicates, which are representative subsamples of the larger sample. Using replicates to control the release of sample ensures that complete call procedures are followed for the entire sample. Calls were staggered over times of day and days of the week to maximize the chance of making contact with potential respondents. Interviewing was spread as evenly as possible across the days in field. When necessary, each telephone number was called at least one time during the day in an attempt to complete an interview.

For the landline sample, interviewers asked to speak with the youngest male or female currently at home based on a random rotation. If no male/female was available, interviewers asked to speak with the youngest adult of the other gender. This systematic respondent selection technique has been shown to produce samples that closely mirror the population in terms of age and gender when combined with cell interviewing.

For the cellular sample, interviews were conducted with the person who answered the phone. Interviewers verified that the person was an adult and in a safe place before administering the survey. Cellular respondents were offered a post-paid cash reimbursement for their participation.

# Weighting and analysis

Weighting is generally used in survey analysis to compensate for sample designs and patterns of non-response that might bias results. The sample was weighted to match national adult general population parameters. A two-stage weighting procedure was used to weight this dual-frame sample.

The first stage of weighting corrected for different probabilities of selection associated with the number of adults in each household and each respondent’s telephone usage patterns.[[93]](#footnote-10) This weighting also adjusts for the overlapping landline and cell sample frames and the relative sizes of each frame and each sample.

The first-stage weight for the ith case can be expressed as:

Where SLL = the size of the landline sample

FLL = the size of the landline sample frame

SCP = the size of the cell sample

FCP = the size of the cell sample frame

ADi = Number of adults in household i

LLi=1 if respondent has a landline phone, otherwise LL=0.

CPi=1 if respondent has a cell phone, otherwise CP=0.

The second stage of weighting balances sample demographics to population parameters. The sample is balanced to match national population parameters for sex, age, education, race, Hispanic origin, region (U.S. Census definitions), population density, and telephone usage. The Hispanic origin was split out based on nativity; U.S. born and non-U.S. born. The White, non-Hispanic subgroup was also balanced on age, education and region.

The basic weighting parameters came from the U.S. Census Bureau’s 2014 American Community Survey (ACS) data.[[94]](#footnote-11) The population density parameter was derived from Census 2010 data. The telephone usage parameter came from an analysis of the January-June 2015 National Health Interview Survey.[[95]](#footnote-12)

Weighting was accomplished using Sample Balancing, a special iterative sample weighting program that simultaneously balances the distributions of all variables using a statistical technique called the *Deming Algorithm*. Weights were trimmed to prevent individual interviews from having too much influence on the final results. The use of these weights in statistical analysis ensures that the demographic characteristics of the sample closely approximate the demographic characteristics of the national population. Table 1 compares weighted and unweighted sample distributions to population parameters.

|  |  |  |  |
| --- | --- | --- | --- |
| **Table 1: Sample Demographics** | |  |  |
|  | Parameter | Unweighted | Weighted |
| Gender |  |  |  |
| Male | 48.3 | 48.9 | 48.1 |
| Female | 51.7 | 51.1 | 51.9 |
|  |  |  |  |
| Age |  |  |  |
| 18-24 | 12.9 | 9.2 | 13.4 |
| 25-34 | 17.6 | 14.0 | 17.0 |
| 35-44 | 16.7 | 13.8 | 16.3 |
| 45-54 | 17.8 | 16.3 | 18.2 |
| 55-64 | 16.4 | 23.4 | 16.9 |
| 65+ | 18.6 | 23.3 | 18.2 |
|  |  |  |  |
| Education |  |  |  |
| HS Graduate or Less | 40.7 | 29.1 | 40.0 |
| Some College/Assoc. Degree | 31.5 | 25.5 | 30.9 |
| College Graduate | 27.8 | 45.4 | 29.1 |
|  |  |  |  |
| Race/Ethnicity |  |  |  |
| White/not Hispanic | 65.1 | 72.6 | 66.2 |
| Black/not Hispanic | 11.7 | 8.6 | 11.0 |
| Hispanic - U.S. born | 7.8 | 6.5 | 7.7 |
| Hispanic - born outside | 7.5 | 5.7 | 7.4 |
| Other/not Hispanic | 7.9 | 6.6 | 7.8 |
|  |  |  |  |
| Region |  |  |  |
| Northeast | 18.0 | 16.9 | 18.2 |
| Midwest | 21.2 | 22.8 | 22.2 |
| South | 37.3 | 39.2 | 37.8 |
| West | 23.5 | 21.1 | 21.7 |
|  |  |  |  |
| County Pop. Density |  |  |  |
| 1 - Lowest | 19.9 | 22.6 | 20.2 |
| 2 | 20.0 | 21.4 | 20.2 |
| 3 | 20.1 | 20.6 | 20.4 |
| 4 | 20.0 | 19.3 | 19.8 |
| 5 - Highest | 20.0 | 16.1 | 19.3 |
|  |  |  |  |
| Household Phone Use |  |  |  |
| LLO | 6.2 | 3.3 | 5.3 |
| Dual | 43.1 | 50.9 | 43.7 |
| CPO | 50.7 | 45.9 | 51.1 |

# Effects of Sample Design on Statistical Inference

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. PSRAI calculates the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from systematic non-response. The total sample design effect for this survey is 1.25.

PSRAI calculates the composite design effect for a sample of size *n*, with each case having a weight, *wi* as:



*formula 1*

In a wide range of situations, the adjusted *standard error* of a statistic should be calculated by multiplying the usual formula by the square root of the design effect (√*deff* ). Thus, the formula for computing the 95% confidence interval around a percentage is:



*formula 2*

where  is the sample estimate and *n* is the unweighted number of sample cases in the group being considered.

The survey’s *margin of error* is the largest 95% confidence interval for any estimated proportion based on the total sample— the one around 50%. For example, the margin of error for the entire sample is ±3.4 percentage points. This means that in 95 out every 100 samples drawn using the same methodology, estimated proportions based on the entire sample will be no more than 3.4 percentage points away from their true values in the population. It is important to remember that sampling fluctuations are only one possible source of error in a survey estimate. Other sources, such as respondent selection bias, questionnaire wording and reporting inaccuracy, may contribute additional error of greater or lesser magnitude.

**Response Rate**

Table 2 reports the disposition of all sampled telephone numbers ever dialed from the original telephone number samples. The response rate estimates the fraction of all eligible sample that was ultimately interviewed. Response rates are computed according to American Association for Public Opinion Research standards.[[96]](#footnote-13) Thus the response rate for the landline samples was 8 percent. The response rate for the cellular samples was 10 percent.

|  |  |  |
| --- | --- | --- |
| **Table 2. Sample Disposition** | | |
| Landline | Cell |  |
| 589 | 311 | Non-residential/Business |
| 162 | ---- | Ported numbers identified before dialing |
| 2 | ---- | Cell in landline frame |
| 753 | 311 | OF = Out of Frame |
|  |  |  |
| 9,681 | 9,116 | Not working |
| 421 | 5 | Computer/fax/modem |
| 10,102 | 9,121 | NWC = Not working/computer |
|  |  |  |
| 962 | 317 | UHUONC = Non-contact, unknown if household/unknown other |
|  |  |  |
| 1,069 | 3,971 | Voice mail |
| 12 | 12 | Other non-contact |
| 1,081 | 3,983 | UONC = Non-contact, unknown eligibility |
|  |  |  |
| 1,409 | 5,352 | Refusals |
| 8 | 6 | On DNC list - not dialed |
| 63 | 500 | Callbacks |
| 1,480 | 5,858 | UOR = Refusal, unknown if eligible |
|  |  |  |
| 6 | 71 | O = Other |
|  |  |  |
| ---- | 458 | Child's cell phone |
| ---- | 458 | SO = Screen out |
|  |  |  |
| 84 | 303 | R = Refusal, known eligible |
|  |  |  |
| 262 | 778 | I = Completed interviews |
|  |  |  |
| 14,730 | 21,200 | T = Total numbers sampled |
|  |  |  |
| 21.2% | 54.8% | e1 = (I+R+SO+O+UOR+UONC)/(I+R+SO+O+UOR+UONC+OF+NWC) - Est. frame eligibility of non-contacts |
| 100.0% | 70.2% | e2 = (I+R)/(I+R+SO) - Est. screening eligibility of unscreened contacts |
|  |  |  |
| 58.8% | 64.2% | CON = [I + R + (e2\*[O + UOR])]/[I + R + (e2\*[O + UOR + UONC]) + (e1\*e2\*UHUONC)] |
| 14.3% | 14.8% | COOP = I/[I + R + (e2\*[O + UOR])] |
| **8.4%** | **9.5%** | **AAPOR RR3=I/[I+R+[e2\*(UOR+UONC+O)]+[e1\*e2\*UHUONC]] = CON\*COOP** |

**Endnotes**

1. For this question and many others throughout the topline, results for “Don’t know” often reflect combined “Don’t know” and “Refused” percentages. DK and REF are reported separately where available. [↑](#footnote-ref-1)
2. April 2012 trends based on the Spring Tracking Survey 2012, conducted March 15–April 3, 2012 [N=2,254, including 903 cell phone interviews]. [↑](#endnote-ref-1)
3. December 2010 trends based on the Social Side of the Internet survey, conducted November 23–December 21, 2010 [N=2,303, including 748 cell phone interviews]. [↑](#endnote-ref-2)
4. April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001]. [↑](#endnote-ref-3)
5. June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001]. [↑](#endnote-ref-4)
6. June 2003 trends based on ‘Internet Spam’ survey conducted June 10-24, 2003 [N=2,200]. [↑](#endnote-ref-5)
7. March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002. [↑](#endnote-ref-6)
8. The definition of an internet user varies from survey to survey. Prior to January 2005, internet users were defined as those who said yes to “Do you ever go online to access the Internet or World Wide Web or to send and receive email?” From January 2005 thru February 2012, an internet user is someone said yes to either “Do you use the internet, at least occasionally?” (INTUSE) OR “Do you send or receive email, at least occasionally?” (EMLOCC). From April 2012 thru December 2012, an internet user is someone said yes to any of three questions: INTUSE, EMLOCC or “Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?” (INTMOB). In May 2013, half the sample was asked INTUSE/EMLOCC/INTMOB and half was asked EMINUSE/INTMOB. Those May 2013 trend results are for both forms combined. [↑](#footnote-ref-2)
9. April 2016 trends based on the Libraries Survey 2016, conducted March 7 – April 4, 2016 among those age **16 or older** [N=1,601, including 1,200 cell phone interviews]. [↑](#endnote-ref-7)
10. November 2015 trends based on the Educational Ecosystem Survey 2015, conducted October 13 - November 15, 2015 [N=2,752, including 1,789 cell phone interviews]. [↑](#endnote-ref-8)
11. July 2015 trends based on the July 2015 Tracking Survey, conducted June 10 – July 12, 2015 [N=2,001, including 1,300 cell phone interviews]. [↑](#endnote-ref-9)
12. April 2015 trends based on the Libraries Survey 2015, conducted March 17 – April 12, 2015 among those age **16 or older** [N=2,004, including 1,300 cell phone interviews]. [↑](#endnote-ref-10)
13. September 2013 trends based on the Libraries Typology Survey, conducted July 18 – September 30, 2013 among those age **16 or older** [N=6,224, including 3,102 cell phone interviews]. [↑](#endnote-ref-11)
14. August 2013 trends based on the August Tracking 2013/Facebook Survey, conducted August 7–September 16, 2013 [N=1,801, including 900 cell phone interviews]. [↑](#endnote-ref-12)
15. May 2013 trends based on the Spring Tracking Survey 2013, conducted April 17-May 19, 2013 [N=2,252, including 1,127 cell phone interviews]. [↑](#endnote-ref-13)
16. December 2012 trends based on the 2012 Post-Election Tracking Survey, conducted November 14–December 9, 2012 [N=2,261, including 908 cell phone interviews]. [↑](#endnote-ref-14)
17. November 2012 trends based on the Library Services Survey, conducted October 15 – November 10, 2012 among those age **16 or older** [N=2,252, including 1,125 cell phone interviews]. [↑](#endnote-ref-15)
18. September 2012 trends based on the Health Tracking Survey 2012, conducted August 7–September 6, 2012 [N=3,014, including 1,206 cell phone interviews]. [↑](#endnote-ref-16)
19. August 2012 trends based on the “Civic Engagement Tracking Survey” conducted July 16–August 7, 2012 [N=2,253, including 900 cell phone interviews]. [↑](#endnote-ref-17)
20. April 2012 trends based on the Spring Tracking Survey 2012, conducted March 15–April 3, 2012 [N=2,254, including 903 cell phone interviews]. [↑](#endnote-ref-18)
21. February 2012 trends based on the Winter Tracking Survey 2012, conducted January 20–February 19, 2012 [N=2,253, including 901 cell phone interviews]. [↑](#endnote-ref-19)
22. December 2011 trends based on the Reading Habits Survey 2011, conducted November 16–December 21, 2011 among those age **16 or older** [n=2,986 people age 16+, including an oversample of 317 e-Reader only owners, 300 tablet computer only owners and 119 e-Reader/tablet computer owners]. [↑](#endnote-ref-20)
23. August 2011 trends based on the August Tracking Survey 2011, conducted July 25 – August 26, 2011 [n=2,260, including 916 cell phone interviews]. [↑](#endnote-ref-21)
24. May 2011 trends based on the Spring Tracking Survey 2011, conducted April 26 – May 22, 2011 [N=2,277, including 755 cell phone interviews]. [↑](#endnote-ref-22)
25. January 2011 trends based on the Pew Internet Project/Project for Excellence in Journalism/Knight Foundation “Local News survey,” conducted January 12-25, 2011 [N=2,251, including 750 cell phone interviews]. [↑](#endnote-ref-23)
26. December 2010 trends based on the Social Side of the Internet survey, conducted November 23–December 21, 2010 [N=2,303, including 748 cell phone interviews]. [↑](#endnote-ref-24)
27. November 2010 trends based on the Post-Election Tracking Survey 2010, conducted November 3-24, 2010 [N=2,257, including 755 cell phone interviews]. [↑](#endnote-ref-25)
28. September 2010 trends based on the September Health Tracking Survey 2010, conducted August 9 – September 13, 2010 [N=3,001, including 1,000 cell phone interviews]. [↑](#endnote-ref-26)
29. May 2010 trends based on the Spring Change Assessment 2010 survey, conducted April 29 – May 30, 2010 [N=2,252, including 744 cell phone interviews]. [↑](#endnote-ref-27)
30. January 2010 trends based on the Online News survey, conducted December 28, 2009 – January 19, 2010 [N=2,259, including 562 cell phone interviews]. [↑](#endnote-ref-28)
31. December 2009 trends based on the Fall Tracking “E-Government” survey, conducted November 30 – December 27, 2009 [N=2,258, including 565 cell phone interviews]. [↑](#endnote-ref-29)
32. September 2009 trends based on the September Tracking 2009 survey, conducted August 18 – September 14, 2009 [N=2,253, including 560 cell phone interviews]. [↑](#endnote-ref-30)
33. April 2009 trends based on the Spring 2009 Tracking survey, conducted March 26-April 19, 2009 [N=2,253, including 561 cell phone interviews]. [↑](#endnote-ref-31)
34. December 2008 trends based on the Fall Tracking survey, conducted November 19-December 20, 2008 [N=2,253, including 502 cell phone interviews]. Trends do not include California oversample. [↑](#endnote-ref-32)
35. November 2008 trends based on the Post-Election 2008 Tracking survey, conducted November 20-December 4, 2008 [N=2,254]. [↑](#endnote-ref-33)
36. August 2008 trends based on the August Tracking 2008 survey, conducted August 12-31, 2008 [N=2,251]. [↑](#endnote-ref-34)
37. July 2008 trends based on the Personal Networks and Community survey, conducted July 9-August 10, 2008 [N=2,512, including 505 cell phone interviews] [↑](#endnote-ref-35)
38. May 2008 trends based on the Spring Tracking 2008 survey, conducted April 8-May 11, 2008 [N=2,251]. [↑](#endnote-ref-36)
39. April 2008 trends based on the Networked Workers survey, conducted March 27-April 14, 2008. Most questions were asked only of full- or part-time workers [N=1,000], but trend results shown here reflect the total sample [N=2,134]. [↑](#endnote-ref-37)
40. January 2008 trends based on the Networked Families survey, conducted December 13, 2007-January 13, 2008 [N=2,252]. [↑](#endnote-ref-38)
41. December 2007 trends based on the Annual Gadgets survey, conducted October 24-December 2, 2007 [N=2,054, including 500 cell phone interviews]. [↑](#endnote-ref-39)
42. September 2007 trends based on the Consumer Choice survey, conducted August 3-September 5, 2007 [N=2,400, oversample of 129 cell phone users]. [↑](#endnote-ref-40)
43. February 2007 trends based on daily tracking survey conducted February 15-March 7, 2007 [N=2,200]. [↑](#endnote-ref-41)
44. December 2006 trends based on daily tracking survey, conducted November 30 - December 30, 2006 [N=2,373]. [↑](#endnote-ref-42)
45. November 2006 trends based on Post-Election tracking survey, conducted Nov. 8-Dec. 4, 2006 [N=2,562]. This includes an RDD sample [N=2,362] and a cell phone only sample [N=200]. Results reflect combined samples, where applicable. [↑](#endnote-ref-43)
46. August 2006 trends based on daily tracking survey, conducted August 1-31, 2006 [N=2,928]. [↑](#endnote-ref-44)
47. April 2006 trends based on the Annual Gadgets survey, conducted Feb. 15-Apr. 6, 2006 [N=4,001]. [↑](#endnote-ref-45)
48. February 2006 trends based on the Exploratorium Survey, conducted Jan. 9-Feb. 6, 2006 [N=2,000]. [↑](#endnote-ref-46)
49. December 2005 trends based on daily tracking survey conducted Nov. 29-Dec. 31, 2005 [N=3,011]. [↑](#endnote-ref-47)
50. September 2005 trends based on daily tracking survey conducted Sept. 14-Oct.13, 2005 [N=2,251]. [↑](#endnote-ref-48)
51. June 2005 trends based on the Spyware Survey, conducted May 4-June 7, 2005 [N=2,001]. [↑](#endnote-ref-49)
52. February 2005 trends based on daily tracking survey conducted Feb. 21-March 21, 2005 [N=2,201]. [↑](#endnote-ref-50)
53. January 2005 trends based on daily tracking survey conducted Jan. 13-Feb.9, 2005 [N=2,201]. [↑](#endnote-ref-51)
54. November 23-30, 2004 trends based on the November 2004 Activity Tracking Survey, conducted November 23-30, 2004 [N=914]. [↑](#endnote-ref-52)
55. November 2004 trends based on the November Post-Election Tracking Survey, conducted Nov 4-Nov 22, 2004 [N=2,200]. [↑](#endnote-ref-53)
56. July 2004 trends based on the “Selective Exposure” survey, conducted June 14-July 3, 2004 [N=1,510]. [↑](#endnote-ref-54)
57. June 2004 trends based on daily tracking survey conducted May 14-June 17, 2004 [N=2,200]. [↑](#endnote-ref-55)
58. March 2004 trends based on “Weak Ties” survey conducted February 17-March 17, 2004 [N=2,200]. [↑](#endnote-ref-56)
59. February 2004 trends based on daily tracking survey conducted February 3-March 1, 2004 [N=2,204]. [↑](#endnote-ref-57)
60. November 2003 trends based on daily tracking survey conducted November 18-December 14, 2003 [N=2,013]. [↑](#endnote-ref-58)
61. August 2003 trends based on ‘E-Government’ survey conducted June 25-August 3, 2003 [N=2,925]. [↑](#endnote-ref-59)
62. June 2003 trends based on ‘Internet Spam’ survey conducted June 10-24, 2003 [N=2,200]. [↑](#endnote-ref-60)
63. May 2003 trends based on daily tracking survey conducted April 29-May 20, 2003 [N=1,632]. [↑](#endnote-ref-61)
64. March 3-11, 2003 trends based on daily tracking survey conducted March 3-11, 2003 [N=743]. [↑](#endnote-ref-62)
65. February 2003 trends based on daily tracking survey conducted February 12-March 2, 2003 [N=1,611]. [↑](#endnote-ref-63)
66. December 2002 trends based on daily tracking survey conducted Nov. 25–Dec. 22, 2002 [N=2,038]. [↑](#endnote-ref-64)
67. November 2002 trends based on daily tracking survey conducted October 30-November 24, 2002 [N=2,745]. [↑](#endnote-ref-65)
68. October 2002 trends based on daily tracking survey conducted October 7-27, 2002 [N=1,677]. [↑](#endnote-ref-66)
69. September 2002 trends based on daily tracking survey conducted September 9-October 6, 2002 [N=2,092]. [↑](#endnote-ref-67)
70. July 2002 trends based on ‘Sept. 11th-The Impact Online’ survey conducted June 26-July 26, 2002 [N=2,501]. [↑](#endnote-ref-68)
71. March/May 2002 trends based on daily tracking surveys conducted March 1-31, 2002 and May 2-19, 2002. [↑](#endnote-ref-69)
72. January 2002 trends based on a daily tracking survey conducted January 3-31, 2002. [↑](#endnote-ref-70)
73. December 2001 trends represent a total tracking period of December 1-23, 2001 [N=3,214]. This tracking period based on daily tracking surveys conducted December 17-23, 2001 and November 19-December 16, 2001. [↑](#endnote-ref-71)
74. November 2001 trends represent a total tracking period of November 1-30, 2001 [N=2,119]. This tracking period based on daily tracking surveys conducted October 19 – November 18, 2001 and November 19 – December 16, 2001. [↑](#endnote-ref-72)
75. October 2001 trends represent a total tracking period of October 1-31, 2001 [N=1,924]. This tracking period based on daily tracking surveys conducted September 20 – October 1, 2001, October 2-7, 2001, October 8-18, 2001, and October 19 – November 18, 2001. [↑](#endnote-ref-73)
76. September 2001 trends represent a total tracking period of September 1-30, 2001 [N=742]. This tracking period based on daily tracking surveys conducted August 13-September 10, 2001, September 12-19, 2001 and September 20 – October 1, 2001. [↑](#endnote-ref-74)
77. August 2001 trends represent a total tracking period of August 13-31, 2001 [N=1,505]. This tracking period based on a daily tracking survey conducted August 13-September 10, 2001. [↑](#endnote-ref-75)
78. February 2001 trends based on a daily tracking survey conducted February 1, 2001-March 1, 2001 [N=2,096]. [↑](#endnote-ref-76)
79. December 2000 trends based on a daily tracking survey conducted December 2-22, 2000 [N=2,383]. [↑](#endnote-ref-77)
80. November 2000 trends based on a daily tracking survey conducted November 2 – December 1, 2000 [N=6,321]. [↑](#endnote-ref-78)
81. October 2000 trends based on a daily tracking survey conducted October 2 – November 1, 2000 [N=3,336]. [↑](#endnote-ref-79)
82. September 2000 trends based on a daily tracking survey conducted September 15 – October 1, 2000 [N=1,302]. [↑](#endnote-ref-80)
83. August 2000 trends based on a daily tracking survey conducted July 24 – August 20, 2000 [N=2,109]. [↑](#endnote-ref-81)
84. June 2000 trends based on a daily tracking survey conducted May 2 – June 30, 2000 [N=4,606]. [↑](#endnote-ref-82)
85. May 2000 trends based on a daily tracking survey conducted March 1 – May 1, 2000 [N=6,036]. [↑](#endnote-ref-83)
86. Question was asked of landline sample only. Results shown here have been recalculated to include cell phone sample in the "Yes" percentage. Beginning September 2007, question/item was not asked of the cell phone sample, but trend results shown here reflect Total combined landline and cell phone sample. In past polls, question was sometimes asked as an independent question and sometimes as an item in a series. Wording may vary from survey to survey. Wording variations include: “Do you have a cell phone or a Blackberry or iPhone or other device that is also a cell phone?”; “Do you have...a cell phone or a Blackberry or iPhone or other handheld device that is also a cell phone?”; Do you have a cell phone, or a Blackberry or other device that is also a cell phone?"; "Do you happen to have a cell phone?"; "Do you have a cell phone?" [↑](#footnote-ref-3)
87. Wording may vary from survey to survey. Wording variations include: “Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone, such as an iPhone, Android, Blackberry or Windows phone, or are you not sure?”; "Some cell phones are called “smartphones” because of certain features they have. Is your cell phone a smartphone or not, or are you not sure?" [↑](#footnote-ref-4)
88. November 2015 trend wording was "Do you ever use a social networking site like Facebook, Twitter or LinkedIn?" July 2015 trends and earlier were asked as an item within a list question. Wording may vary from survey to survey and question may be asked of all internet users or form split. From 2012 to 2013, item wording was “Use a social networking site like Facebook, LinkedIn or Google Plus.” From April 2009 thru August 2011, item wording was “Use a social networking site like MySpace, Facebook or LinkedIn.” In December 2008, item wording was “Use a social networking site like MySpace or Facebook.” In August 2006, item wording was “Use an online social networking site like MySpace, Facebook or Friendster.” Prior to August 2006, item wording was “Use online social or professional networking sites like Friendster or LinkedIn.” [↑](#footnote-ref-5)
89. The abbreviation DK stands for “Don’t know” [↑](#footnote-ref-6)
90. The abbreviation REF stands for “Refused” [↑](#footnote-ref-7)
91. Question was asked of respondents who said ‘yes’ to more than one item in HABITS1. Results shown here have been recalculated to include those who said ‘yes’ to only one item or said ‘no/DK/Refused’ to all items in HABITS1. [↑](#footnote-ref-8)
92. Internet user is defined as those who access the internet or email at least occasionally, or those who access the internet on a cell phone, tablet, or other mobile handheld device at least occasionally. [↑](#footnote-ref-9)
93. i.e., whether respondents have only a landline telephone, only a cell phone, or both kinds of telephone. [↑](#footnote-ref-10)
94. ACS analysis was based on all adults excluding those living in institutional group quarters. [↑](#footnote-ref-11)
95. Blumberg SJ, Luke JV. Wireless substitution: Early release of estimates from the National Health Interview Survey, January-June, 2015. National Center for Health Statistics. Dec 2015. [↑](#footnote-ref-12)
96. The American Association for Public Opinion Research. 2011. Standard Definitions: Final Dispositions of Case Codes and Outcome Rates for Surveys. 7th edition. AAPOR. [↑](#footnote-ref-13)