



2012 NCSA / McAfee Online Safety Survey

National Cyber Security Alliance

McAfee

JZ Analytics

October 2012

Methodology and Sample Characteristics

JZ Analytics was commissioned by the National Cyber Security Alliance (NCSA) and McAfee to conduct an online safety survey of 1,000 adults nationwide. A sampling of JZ Analytics' online panel, which is representative of the adult population of the U.S., was invited to participate from August 31, 2012 to September 3, 2012. Slight weights were added to region, age, race, gender, party, religion and education to more accurately reflect the population. The margin of error is +/- 3.2 percentage points and margins of error are higher in sub-groups. The MOE calculation is for sampling error only.

Narrative Analysis

1. On a scale of one to five, with one being not safe at all and five being completely safe, how safe do you feel from viruses, malware and hackers while on the Internet?

Not safe at all	8%	Not Completely Safe	90%
2	12%		
3	37%		
4	33%		
Completely safe	8%		
Not sure	2%		

2. Which of the following do you store digitally on a desktop or laptop computer?
(Choose all that apply)

Table 1. Storing Digitally

	Desktop/ Laptop
Digital Photos	73%
Music	54%
Other personal documents	44%
Videos	35%
Calendar	23%
Banking information	26%
Personal records	24%
Tax returns	22%
Business contacts	18%
Business records	12%
Other business documents	8%
Health information	15%
Torrents	6%
None of these	8%
No desktop/laptop	1%
Not sure	3%

3. Which of the following do you store digitally on a smartphone? (Choose all that apply)

Table 2. Storing Digitally

	Smartphone
Digital Photos	39%
Music	32%
Other personal documents	8%
Videos	21%
Calendar	21%
Banking information	6%
Personal records	7%
Tax returns	3%
Business contacts	9%
Business records	3%
Other business documents	1%
Health information	2%
Torrents	<1%
None of these	10%
No smartphone	42%
Not sure	2%

4. Which of the following do you store digitally on a tablet? (Choose all that apply)

Table 3. Storing Digitally

	Tablet
Digital Photos	15%
Music	14%
Other personal documents	6%
Videos	10%
Calendar	8%
Banking information	4%
Personal records	5%
Tax returns	3%
Business contacts	3%
Business records	3%
Other business documents	3%
Health information	2%
Torrents	<1%
None of these	10%
No tablet	67%
Not sure	2%

5. Which of the following do you store digitally on a cloud service? (Choose all that apply)

Table 4. Storing Digitally

	Cloud Service
Digital Photos	15%
Music	16%
Other personal documents	8%
Videos	9%
Calendar	8%
Banking information	2%
Personal records	5%
Tax returns	4%
Business contacts	5%
Business records	4%
Other business documents	3%
Health information	2%
Torrents	1%
None of these	7%
No desktop/laptop	66%
Not sure	3%

6. When was the last time you changed the password on a major online account without being prompted to do so by the service provider?

Within the last week	13%
Within the last month	23%
Sometime in the past six months	23%
Within the last year	14%
Never	17%
Not sure	10%

7. How often do you change passwords for your social media account(s)?

Weekly	6%
Monthly	11%
Twice a year	13%
Once a year	19%
Never	42%
Not sure	10%

8. How often do you change passwords for your banking account(s)?

Weekly	8%
Monthly	16%
Twice a year	19%
Once a year	18%

Never 28%
 Not sure 12%

9. Which device do you feel the safest accessing the Internet with?

Desktop or laptop 61%
 Smartphone 9%
 Tablet 3%
 I have only accessed the Internet with a desktop or laptop 22%
 Not sure 6%

10. Do you use your smartphone or mobile device to access the Internet?

Yes 49%
 No 10%
 Do not own a smartphone or mobile device that accesses the Internet 41%

11. In the last year, have you been notified by any businesses, online service providers or an organization that any information about you (password, credit card number, email address, or other personally identifiable information) has been lost or compromised because of a data breach?

Yes 26%
 No 69%
 Not sure 6%

12. In the last six months, which of the following have you done from your smartphone at least once?

Table 5. Smartphone Activities

	Smartphone
Keep a list of personal contacts	57%
Store photos	68%
Social networking	57%
Keep a calendar	45%
Instant message	43%
Research potential purchases	29%
Access work email	22%
Access personal email	58%
Watch videos/TV shows	34%
Banking	33%
Shop	27%
Store documents	12%

Make online payments	26%
Make a point sale purchase	9%
Transfer money via a third party payment website/app	15%
Access work documents or databases on a server	8%
Online gaming	19%
Post to a blog	8%
Read blog	22%
Purchase goods from auction sites	7%
Other	4%
None of these	10%
Not sure	3%

13. Are you allowed to use a personal tablet, smartphone or laptop to perform job functions?

Yes	48%
No	47%
Not sure	5%

14. Do you use a personal tablet, smartphone, or laptop to connect to your work network?

Yes	31%
No	64%
Not sure	4%

15. When you use your personal device on a work network, does your company have policies/training/security requirements that you must follow?

Yes	42%
No	44%
Not sure	14%

16. Do you agree or disagree that a safe and secure Internet is critical to our nation's economic security?

Strongly agree	66%
Somewhat agree	24%
Somewhat disagree	4%
Strongly disagree	2%
Not sure	4%

17. When you think of the kinds of things that can happen to you on the Internet, which of the following are you the most concerned about?

Table 6. Internet Concerns

Identity theft	41%
Loss of privacy	5%
Someone hacking into my (or my family's) financial information	13%
Someone monitoring or recording my online account activity	4%
Someone hacking my email or other non-financial accounts	3%
Someone hacking my social media account	2%
A cyber criminal gaining information about my family or me	3%
Getting infected with malware or virus	16%
Harassment or stalking	1%
Falling victim to an online scam or fraud	4%
Someone hacking my online connections or network	3%
Other	<1%
Not sure	5%

18. Which of the following online risks are you most concerned about when it comes to your child(ren)?

Table 7. Parental Concerns

Adult sexual content & pornography	39%
Portrayals of drug or alcohol use	3%
Bullying or harassment from peers	10%
Contact with strangers	27%
Identity theft	9%
Loss of personal information	1%
Long-term damage to their	2%

reputation	
None of these	3%
Not sure	5%

19-23. Please choose which age range you think is the most appropriate for a child to first own...

Table 8. Appropriate Age Ownership

	Tablet	Smart-phone	Desktop/Laptop	Email Account	Social Network Account
1-3 years-old	2%	1%	3%	1%	<1%
4-6 years-old	5%	<1%	8%	2%	<1%
7-9 years-old	9%	3%	18%	5%	2%
10-13 years-old	21%	16%	30%	29%	9%
14-16 years-old	25%	37%	24%	33%	31%
More that 16 years-old	31%	36%	12%	25%	45%
Never	3%	3%	1%	2%	8%
Not Sure	5%	3%	3%	4%	5%

24. How safe do you feel your smartphone is from hackers, malware or other types of cyber crime?

Very safe	15%
Somewhat safe	49%
Somewhat unsafe	20%
Not safe at all	9%
Not sure	8%

25. Have you ever backed up your smartphone by storing its data or information elsewhere?

Yes	38%
No	58%
Not sure	5%

26. Have you installed any security software or apps on your smartphone in order to make it more secure from viruses or malware?

Yes	31%
No	64%
Not sure	6%

27. Are you more or less cautious using the Internet on your smartphone than on your desktop/laptop?

Much more	19%
Somewhat more	25%
Somewhat less	11%
Much less	7%
About the same	32%

Do not own a desktop or laptop	2%
Not sure	4%

28. Have you ever decided not to download an app to your smart phone over a privacy concern?

Yes	58%
No	35%
Not sure	7%

(If Q28 = Yes)

29. What were you concerned about?

The use of my location	39%
Unsure about the reputation of the app developer/service	40%
Identity theft	55%
Access to information on my device such as contacts or social networks	41%
Unsure of what data about me was being collected and how it would be used	48%
A security concern	44%
A privacy concern	50%
Contacts in social networks	16%
Hackers gaining access to bank account information or financial data	36%
Other	2%
Not sure	2%

30. Are you concerned about the basic security of your smartphone, tablet or laptop and what could happen to it if it gets lost?

Very concerned	31%
Somewhat concerned	38%
Not very concerned	14%
Not at all concerned	10%
Not sure	7%

31. To what degree is your job dependent on a safe and secure Internet?

Very dependent	33%
Somewhat dependent	26%
Not very dependent	14%
Not at all dependent	15%
Not sure	12%

32. On a scale of one to five, with one being not at all disruptive and five being extremely disruptive, how disruptive would it be to your job if you lost Internet access for 48-hours straight during a regular business week?

1 Not at all disruptive	13%
2	11%
3	20%
4	14%
5 Extremely disruptive	33%
Not sure	9%

33. If a trusted third party such as your Internet service provider, your financial institution, a favorite e-commerce site or online service provider knew that your computer was infected with a virus or malware do you agree or disagree that you would want it to notify you?

Strongly agree	66%
Somewhat agree	20%
Somewhat disagree	6%
Strongly disagree	1%
Not sure	7%

34. Which entity do you think is most responsible for providing information on how to stay safe and secure online?

Security software provider	29%
Internet service provider	31%
Federal government	9%
State or local government	3%
Non-profit organizations	<1%
Other software provider	<1%
Companies I do business with online (banking, e-commerce, etc)	10%
Other	2%
Not sure	15%

35. Which of the following do you think puts you most at risk of a cyber crime or loss of personal information?

Connecting to an unsecure wireless network	30%
Not having any or enough security software	22%
Using a public computer (such as one found at a hotel)	13%
Not knowing how to identify if a site is secure	12%
Not having strong passwords	7%
Not updating other software (such as browser or operating system)	3%
None of these	2%
Not sure	12%

36. Do you agree or disagree that your local police department is equipped to handle reports and investigate crimes committed over the Internet?

Strongly agree	8%
Somewhat agree	27%
Somewhat disagree	27%
Strongly disagree	25%
Not sure	12%

37. Have you ever been the victim of a crime that was committed over the Internet such as identity theft, data theft, bullying or auction fraud?

Yes	17%
No	78%
Not sure	6%

38. Do you know anyone who was the victim of a crime that was committed over the Internet such as identity theft, data theft, bullying or auction fraud?

Yes	29%
No	64%
Not sure	8%