

Zogby Analytics Online Survey of Adults
10/19/18 - 10/20/18 MOE +/- 3.1 Percentage Points

1. When do you install updates on your devices? (Choose one)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Immediately when I receive the notification	250	24.9	24.9	24.9
	Whenever I am away from the computer or during the night	172	17.1	17.1	42.0
	After repeatedly clicking "Remind me later"	234	23.3	23.3	65.3
	I turned on automatic updates for the software programs that include that option.	310	30.8	30.8	96.1
	I avoid updating my devices	39	3.9	3.9	100.0
	Total	1004	100.0	100.0	

2A. Do you delay automatic updates?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	63	6.3	20.3	20.3
	No	247	24.6	79.7	100.0
	Total	310	30.8	100.0	
Missing	0	694	69.2		
Total		1004	100.0		

2B. How long do you delay?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Until later that day	37	3.7	58.6	58.6
	Days	18	1.8	28.4	87.0
	Weeks	6	.6	9.0	95.9
	Months	3	.3	4.1	100.0
	Total	63	6.3	100.0	
Missing	0	941	93.7		
Total		1004	100.0		

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

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3. Select which animal you prefer more.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dogs	625	62.3	62.3	62.3
	Cats	239	23.8	23.8	86.1
	Neither	139	13.9	13.9	100.0
	Total	1004	100.0	100.0	

4. When you update your devices such as PCs or laptops, do you feel confident you know what the update is for?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very confident	236	23.5	24.5	24.5
	Somewhat confident	405	40.3	41.9	66.4
	Not too confident	176	17.6	18.3	84.7
	Not at all confident	105	10.5	10.9	95.6
	Not sure	42	4.2	4.4	100.0
	Total	965	96.1	100.0	
Missing	0	39	3.9		
Total		1004	100.0		

5. Why do you update your devices? (Choose all that apply)

		n	%
\$Q5	My device prompts me to do so	632	65.5
	I want the latest software on my device	478	49.5
	I want to make sure my device is secure	511	52.9
	None of the above	17	1.8
	Total	965	100.0

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Party

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democratic	371	37.0	37.0	37.0
	Republican	331	33.0	33.0	70.0
	Independent	301	30.0	30.0	100.0
	Total	1004	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	492	49.0	49.0	49.0
	Female	512	51.0	51.0	100.0
	Total	1004	100.0	100.0	

Age group A

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	203	20.2	21.0	21.0
	30-49	328	32.7	34.0	55.0
	50-64	241	24.0	25.0	80.0
	65+	193	19.2	20.0	100.0
	Total	965	96.1	100.0	
Missing	.00	39	3.9		
Total		1004	100.0		

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Age group B

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	73	7.2	7.5	7.5
	25-34	185	18.5	19.2	26.7
	35-54	332	33.1	34.4	61.1
	55-69	284	28.3	29.4	90.5
	70+	91	9.1	9.5	100.0
	Total	965	96.1	100.0	
Missing	.00	39	3.9		
Total		1004	100.0		

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No College Degree	721	71.8	72.0	72.0
	College Degree+	280	27.9	28.0	100.0
	Total	1001	99.7	100.0	
Missing	.00	3	.3		
Total		1004	100.0		

Live

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Large city (100,000 or more residents)	297	29.6	29.7	29.7
	Small city (less than 100,000 residents)	215	21.4	21.5	51.2
	Suburbs	287	28.6	28.7	79.9
	Rural area	201	20.0	20.1	100.0
	Total	1000	99.6	100.0	
Missing	0	4	.4		
Total		1004	100.0		

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Ideology Recoded

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Liberal	221	22.0	23.9	23.9
	Moderate	333	33.2	36.1	60.0
	Conservative	368	36.6	39.8	99.9
	Populist	1	.1	.1	100.0
	Total	923	91.9	100.0	
Missing	.00	81	8.1		
Total		1004	100.0		

Religion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Catholic	217	21.6	22.4	22.4
	Protestant	338	33.6	34.9	57.3
	Jewish	30	3.0	3.1	60.4
	Other/None	384	38.2	39.6	100.0
	Total	968	96.4	100.0	
Missing	.00	36	3.6		
Total		1004	100.0		

BornAgain

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	215	21.4	63.8	63.8
	No/NS	122	12.2	36.2	100.0
	Total	338	33.6	100.0	
Missing	0	666	66.4		
Total		1004	100.0		

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Union member

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	132	13.1	13.1	13.1
	No	856	85.2	85.2	98.4
	Refuse	16	1.6	1.6	100.0
	Total	1004	100.0	100.0	

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	522	52.0	52.4	52.4
	Single, never married	261	26.0	26.2	78.5
	Divorced/separated/widowed	150	15.0	15.1	93.6
	Civil union or domestic partnership	64	6.3	6.4	100.0
	Total	998	99.4	100.0	
Missing	0	6	.6		
Total		1004	100.0		

Veteran/Armed Forces?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	194	19.3	19.3	19.3
	No	810	80.7	80.7	100.0
	Total	1004	100.0	100.0	

Sexual Preference

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hetero	896	89.3	89.3	89.3
	Not Hetero	108	10.7	10.7	100.0
	Total	1004	100.0	100.0	

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Household Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$25,000	189	18.9	19.7	19.7
	\$25001 - 35000	103	10.3	10.7	30.4
	\$35001 - 50000	131	13.0	13.6	44.0
	\$50001 - 75000	170	16.9	17.6	61.6
	\$75001 - 100000	119	11.9	12.4	74.0
	\$100001 - 150000	155	15.4	16.1	90.1
	Greater than \$150000	96	9.5	9.9	100.0
	Total	963	95.9	100.0	
Missing	0	41	4.1		
Total		1004	100.0		

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	East	201	20.0	20.0	20.0
	South	311	31.0	31.0	51.0
	Centr GrLks	251	25.0	25.0	76.0
	West	241	24.0	24.0	100.0
	Total	1004	100.0	100.0	

Self ID Social Networker

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	367	36.6	36.6	36.6
	No	637	63.4	63.4	100.0
	Total	1004	100.0	100.0	

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