

Zogby Analytics Poll Methodology

**US Adults
10/30/18 – 10/31/18**

Zogby Analytics was commissioned by NCSA to conduct an online survey of 1009 adults in the US.

Using internal and trusted interactive partner resources, thousands of adults were randomly invited to participate in this interactive survey. Each invitation is password coded and secure so that one respondent can only access the survey one time.

Using information based on census data, voter registration figures, CIA fact books and exit polls, we use complex weighting techniques to best represent the demographics of the population being surveyed. Weighted variables may include age, race, gender, region, party, education, and religion.

Based on a confidence interval of 95%, the margin of error for 1009 is +/- 3.1 percentage points. This means that all other things being equal, the identical survey repeated will have results within the margin of error 95 times out of 100.

Subsets of the data 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 subset we can make estimations based on the data, but in these cases the data is more qualitative than quantitative.

Additional factors can create error, such as question wording and question order.

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About Zogby Analytics:

Zogby Analytics is respected nationally and internationally for its opinion research capabilities. Since 1984, Zogby has empowered clients with powerful information and knowledge critical for making informed strategic decisions.

The firm conducts multi-phased opinion research engagements for banking and financial services institutions, insurance companies, hospitals and medical centers, retailers and developers, religious institutions, cultural organizations, colleges and universities, IT companies and Federal agencies. Zogby's dedication and commitment to excellence and accuracy are reflected in its state-of-the-art opinion research capabilities and objective analysis and consultation.

Zogby Analytics Online Survey of Adults
10/30/18 - 10/31/18 MOE +/- 3.1 Percentage Points

1A. On a scale of 1 to 5 - with 1 being Not Important at All and 5 being Very Important, how important do you think it is to initiate the practices below before you begin your holiday online shopping - Research security concerns before purchasing a device

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - Not Important at All	61	6.0	6.0	6.0
2 - Not Very Important	57	5.7	5.7	11.7
3 - Neutral	257	25.4	25.4	37.1
4 - Somewhat Important	328	32.5	32.5	69.6
5 - Very Important	306	30.4	30.4	100.0
Total	1009	100.0	100.0	

1B. On a scale of 1 to 5 - with 1 being Not Important at All and 5 being Very Important, how important do you think it is to initiate the practices below before you begin your holiday online shopping - Keep systems and software up-to-date on all of your devices

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - Not Important at All	37	3.7	3.7	3.7
2 - Not Very Important	33	3.3	3.3	7.0
3 - Neutral	136	13.4	13.4	20.5
4 - Somewhat Important	299	29.7	29.7	50.1
5 - Very Important	503	49.9	49.9	100.0
Total	1009	100.0	100.0	

1C. On a scale of 1 to 5 - with 1 being Not Important at All and 5 being Very Important, how important do you think it is to initiate the practices below before you begin your holiday online shopping - Turn on strong authentication on your key accounts such as email (strong authentication - sometimes called 2-step verification, multi- or two-factor authentication - requires you to have more than just your password to sign into your account)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - Not Important at All	43	4.3	4.3	4.3
2 - Not Very Important	60	6.0	6.0	10.2
3 - Neutral	216	21.4	21.4	31.6
4 - Somewhat Important	290	28.7	28.7	60.3
5 - Very Important	400	39.7	39.7	100.0
Total	1009	100.0	100.0	

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2A. How likely are you to do the following within the next month - Research security concerns before purchasing a device

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not Likely at All	118	11.7	11.7	11.7
	2 - Not Very Likely	111	11.0	11.0	22.8
	3 - Neutral	271	26.9	26.9	49.6
	4 - Somewhat Likely	267	26.5	26.5	76.1
	5 - Very Likely	241	23.9	23.9	100.0
	Total	1009	100.0	100.0	

2B. How likely are you to do the following within the next month - Keep systems and software up-to-date on all of your devices

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not Likely at All	54	5.3	5.3	5.3
	2 - Not Very Likely	40	4.0	4.0	9.3
	3 - Neutral	154	15.3	15.3	24.6
	4 - Somewhat Likely	290	28.7	28.7	53.4
	5 - Very Likely	471	46.6	46.6	100.0
	Total	1009	100.0	100.0	

2C. How likely are you to do the following within the next month - Turn on strong authentication on your key accounts such as email (strong authentication - sometimes called 2-step verification, multi- or two-factor authentication - requires you to have more than just your password to sign into your account)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - Not Likely at All	67	6.7	6.7	6.7
	2 - Not Very Likely	74	7.3	7.3	14.0
	3 - Neutral	256	25.4	25.4	39.4
	4 - Somewhat Likely	275	27.3	27.3	66.7
	5 - Very Likely	336	33.3	33.3	100.0
	Total	1009	100.0	100.0	

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3. Are you planning to purchase any internet-connected devices this holiday season, such as computers, fitness trackers, smartphones, video cameras or home appliances?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	341	33.8	33.8	33.8
No	436	43.2	43.2	77.0
Not sure	232	23.0	23.0	100.0
Total	1009	100.0	100.0	

4. On a scale of 1 to 5 - with 1 being Not Confident at All and 5 being Completely Confident - what is your level of confidence that your devices such as desktop computer, laptop or notebook are free from viruses and malware?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - Not Confident at All	32	3.1	3.1	3.1
2 - Not Very Confident	75	7.4	7.4	10.5
3 - Neutral	207	20.6	20.6	31.1
4 - Somewhat Confident	447	44.3	44.3	75.4
5 - Completely Confident	248	24.6	24.6	100.0
Total	1009	100.0	100.0	

5. When was the last time you installed a system or software update on your devices such as desktop computer, laptop or notebook?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 7 days ago	247	24.5	24.5	24.5
2 - 4 weeks ago	201	19.9	19.9	44.5
1 - 3 months ago	129	12.8	12.8	57.2
More than 3 months ago	228	22.6	22.6	79.8
Never	58	5.8	5.8	85.6
Not sure	145	14.4	14.4	100.0
Total	1009	100.0	100.0	

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6. During the holiday online shopping season, if you should get a notice to install updates on your device, when would you be most likely to take action?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Immediately	403	39.9	39.9	39.9
	Whenever I am away from the computer or during the night	341	33.8	33.8	73.7
	After repeatedly clicking "Remind me later"	195	19.3	19.3	93.0
	I avoid updating my devices	71	7.0	7.0	100.0
	Total	1009	100.0	100.0	

7. Do you adopt any of the following security measures after purchasing internet-connected devices? (Check all that apply)

		n	%
\$Q7	Read information from the manufacturer about how to keep the device secure over time	379	37.6
	Change the password on the device before using (if available)	532	52.7
	Turn on automatic updates	627	62.2
	Connect these new devices to their own login on my home network	375	37.2
	None of the above	144	14.2
	Total	1009	100.0

8. Do you think there is enough easy to understand information available on how to keep your devices safe and secure?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	604	59.9	59.9	59.9
	No	229	22.7	22.7	82.6
	Not sure	176	17.4	17.4	100.0
	Total	1009	100.0	100.0	

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9. What would you like to learn more about? (Choose all that apply)

		n	%
\$Q9	How to keep my systems and software up-to-date	387	38.4
	How to protect key accounts such as email or social media	448	44.4
	How to spot fake emails from cybercriminals trying to get my personal information	468	46.4
	How to protect my privacy	547	54.2
	How to research security concerns before purchasing a device	313	31.0
	None of the above	212	21.0
	Total	1009	100.0

10. How do you prefer to receive information about online safety?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friends and family	226	22.4	22.4	22.4
	Trusted websites	606	60.0	60.0	82.5
	Traditional media (newspapers, online stories, radio and T.V)	116	11.5	11.5	94.0
	Social media	34	3.4	3.4	97.4
	Other (please specify)	26	2.6	2.6	100.0
	Total	1009	100.0	100.0	

11. What security hygiene measures do you engage in regularly? (Check all that apply)

		n	%
\$Q11	Keep my systems and software up to date	679	67.3
	Use strong passwords	725	71.9
	Change passwords regularly	439	43.5
	Use multifactor authentication	340	33.7
	Careful not to click on suspicious links	769	76.2
	None	54	5.4
	Total	1009	100.0

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Party

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democratic	373	37.0	37.0	37.0
	Republican	333	33.0	33.0	70.0
	Independent	303	30.0	30.0	100.0
	Total	1009	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	494	49.0	49.0	49.0
	Female	515	51.0	51.0	100.0
	Total	1009	100.0	100.0	

Age group A

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	208	20.6	21.0	21.0
	30-49	337	33.4	34.0	55.0
	50-64	248	24.6	25.0	80.0
	65+	198	19.6	20.0	100.0
	Total	991	98.2	100.0	
Missing	.00	18	1.8		
Total		1009	100.0		

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Age group B

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	76	7.5	7.6	7.6
	25-34	193	19.1	19.5	27.1
	35-54	374	37.1	37.8	64.9
	55-69	247	24.4	24.9	89.8
	70+	101	10.1	10.2	100.0
	Total	991	98.2	100.0	
Missing	.00	18	1.8		
Total		1009	100.0		

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No College Degree	721	71.5	72.0	72.0
	College Degree+	281	27.8	28.0	100.0
	Total	1002	99.3	100.0	
Missing	.00	7	.7		
Total		1009	100.0		

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	641	63.6	64.0	64.0
	Hisp	160	15.9	16.0	80.0
	AfrAmer	120	11.9	12.0	92.0
	Asian	60	6.0	6.0	98.0
	Other	20	2.0	2.0	100.0
	Total	1002	99.3	100.0	
Missing	.00	7	.7		
Total		1009	100.0		

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Live

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Large city (100,000 or more residents)	284	28.2	28.3	28.3
	Small city (less than 100,000 residents)	164	16.2	16.3	44.6
	Suburbs	365	36.2	36.3	81.0
	Rural area	191	18.9	19.0	100.0
	Total	1004	99.5	100.0	
Missing	0	5	.5		
Total		1009	100.0		

Ideology Recoded

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Liberal	209	20.7	23.0	23.0
	Moderate	325	32.2	35.7	58.7
	Conservative	373	37.0	41.0	99.7
	Populist	3	.3	.3	100.0
	Total	910	90.2	100.0	
Missing	.00	99	9.8		
Total		1009	100.0		

Religion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Catholic	230	22.8	23.8	23.8
	Protestant	354	35.1	36.5	60.3
	Jewish	34	3.4	3.5	63.8
	Other/None	350	34.7	36.2	100.0
	Total	968	95.9	100.0	
Missing	.00	41	4.1		
Total		1009	100.0		

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BornAgain

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	187	18.5	52.8	52.8
	No/NS	167	16.5	47.2	100.0
	Total	354	35.1	100.0	
Missing	0	655	64.9		
Total		1009	100.0		

Union member

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	113	11.2	11.2	11.2
	No	896	88.8	88.8	100.0
	Total	1009	100.0	100.0	

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	516	51.1	51.5	51.5
	Single, never married	289	28.7	28.9	80.5
	Divorced/separated/widowed	130	12.9	13.0	93.4
	Civil union or domestic partnership	66	6.5	6.6	100.0
	Total	1001	99.2	100.0	
Missing	0	8	.8		
Total		1009	100.0		

Veteran/Armed Forces?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	216	21.4	21.4	21.4
	No	793	78.6	78.6	100.0
	Total	1009	100.0	100.0	

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Sexual Preference

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hetero	905	89.7	89.7	89.7
	Not Hetero	104	10.3	10.3	100.0
	Total	1009	100.0	100.0	

Household Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$25,000	194	19.2	19.9	19.9
	\$25001 - 35000	102	10.1	10.4	30.3
	\$35001 - 50000	133	13.2	13.7	44.0
	\$50001 - 75000	180	17.8	18.5	62.5
	\$75001 - 100000	112	11.1	11.5	74.0
	\$100001 - 150000	170	16.8	17.5	91.5
	Greater than \$150000	83	8.2	8.5	100.0
	Total	973	96.4	100.0	
Missing	0	36	3.6		
Total		1009	100.0		

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	East	202	20.0	20.0	20.0
	South	313	31.0	31.0	51.0
	Centr GrLks	252	25.0	25.0	76.0
	West	242	24.0	24.0	100.0
	Total	1009	100.0	100.0	

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Self ID Social Networker

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	424	42.1	42.1	42.1
	No	585	57.9	57.9	100.0
	Total	1009	100.0	100.0	

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