

Survey Questions

PEW RESEARCH CENTER'S INTERNET PROJECT/GFK PRIVACY PANEL
SURVEY #1 TOPLINE
JANUARY 10-27, 2014
TOTAL N=607 ADULTS, AGES 18 AND OLDER
SURVEY CONDUCTED ONLINE

MARGIN OF ERROR FOR ALL ADULTS IS +/- 4.6 PERCENTAGE POINTS¹

[INTRO SCREEN DISPLAY]

In this survey, we want to explore some important questions with you about life today.

First, we would like to ask you about your community and some of the things you think about the world.

[SHOW Q1, Q2, Q3 ON THE SAME SCREEN]

AMONG ALL ADULTS [N=607]

Q1 Overall, are you satisfied or dissatisfied with the way things are going in this country today?

25	Satisfied
74	Dissatisfied
1	Refused

AMONG ALL ADULTS [N=607]

Q2 How much of the time do you think you can trust the **government** in Washington to do what is right?

2	Just about always
16	Most of the time
67	Only some of the time
14	Never
1	Refused

AMONG ALL ADULTS [N=607]

Q3 How much of the time do you think you can trust **advertisers** to do what is right?

¹ The original margin of error provided by the vendor and published here (3.98) used a less conservative design effect. However, the analysis in the report was based on the more conservative design effect and the significance of the findings is not affected by this change.

1	Just about always
11	Most of the time
71	Only some of the time
16	Never
1	Refused

[NO Q4]

AMONG ALL ADULTS [N=607]

Q5 When you hear the word “privacy,” what comes to mind for you? Tell us the first few words that pop into your head.

OPEN-ENDED RESPONSES NOT SHOWN

AMONG ALL ADULTS [N=607]

Q6 Do you feel as though you already do enough to protect the privacy of your personal information online, or do you feel as though you would like to do more?

37	I already do enough
61	I would like to do more
1	Refused

[SHOW ALL Q7A THROUGH Q7F ITEMS ON THE SAME PAGE]

AMONG ALL ADULTS [N=607]

Q7 Thinking about your daily life, when you have private information that you would like to share with another trusted person or organization, how secure do you feel...

a. Using a landline telephone

16	Very secure
51	Somewhat secure
19	Not very secure
12	Not at all secure
1	Refused

b. Calling on your cell phone

9	Very secure
43	Somewhat secure
29	Not very secure
17	Not at all secure
2	Refused

c. Sending text messages

7	Very secure
32	Somewhat secure
37	Not very secure
22	Not at all secure
3	Refused

d. Sending email

5	Very secure
35	Somewhat secure
36	Not very secure
21	Not at all secure
2	Refused

e. Using chat or instant messenger

4	Very secure
25	Somewhat secure
36	Not very secure
32	Not at all secure
3	Refused

f. Using social media sites to communicate

2	Very secure
14	Somewhat secure
28	Not very secure
53	Not at all secure
3	Refused

[SHOW ALL Q8A THROUGH Q8F ITEMS ON THE SAME PAGE]

AMONG ALL ADULTS [N=607]

Q8 We'd now like to know how you feel about a range of information that others might learn about you in daily life. For each kind of information, please indicate how sensitive you consider that information to be—even if some people and organizations already have access to it.

a. Your basic purchasing habits – things like the foods and clothes and stores you prefer

8	Very sensitive
33	Somewhat sensitive
44	Not too sensitive
14	Not at all sensitive
1	Refused

b. Who your friends are and what they are like

22	Very sensitive
46	Somewhat sensitive
23	Not too sensitive
7	Not at all sensitive
2	Refused

c. Details of your physical location over a period of time, gathered from the GPS data from your cell phone

50	Very sensitive
32	Somewhat sensitive
11	Not too sensitive
5	Not at all sensitive
2	Refused

NO ITEM D

e. The state of your health and the medicines you take

55	Very sensitive
26	Somewhat sensitive

12 Not too sensitive
5 Not at all sensitive
2 Refused

f. Your political views and the candidates you support

20 Very sensitive
31 Somewhat sensitive
30 Not too sensitive
17 Not at all sensitive
2 Refused

[SHOW ALL Q8G THROUGH Q8L ITEMS ON THE SAME PAGE]

AMONG ALL ADULTS [N=607]

Q8 For each kind of information, please indicate how sensitive you consider that information to be—even if some people and organizations already have access to it.

i. The media you like – such as your tastes in music, movies, books, websites, magazines

9 Very sensitive
22 Somewhat sensitive
45 Not too sensitive
21 Not at all sensitive
2 Refused

j. The numbers you have called or texted from your phone

45 Very sensitive
30 Somewhat sensitive
16 Not too sensitive
6 Not at all sensitive
3 Refused

k. Your religious and spiritual views

22 Very sensitive
23 Somewhat sensitive
29 Not too sensitive
25 Not at all sensitive
2 Refused

l. Your relationship history, including people you have dated or were romantically involved with in the past

40 Very sensitive
31 Somewhat sensitive

14	Not too sensitive
12	Not at all sensitive
2	Refused

[SHOW ALL Q8M THROUGH Q8S ITEMS ON THE SAME PAGE]

AMONG ALL ADULTS [N=607]

Q8 For each kind of information, please indicate how sensitive you consider that information to be—even if some people and organizations already have access to it.

m. Your birth date

41	Very sensitive
25	Somewhat sensitive
19	Not too sensitive
14	Not at all sensitive
2	Refused

n. Your social security number

90	Very sensitive
5	Somewhat sensitive
2	Not too sensitive
1	Not at all sensitive
2	Refused

o. The websites you have visited

27	Very sensitive
43	Somewhat sensitive
20	Not too sensitive
8	Not at all sensitive
2	Refused

p. Searches you have made using online search engines

24	Very sensitive
41	Somewhat sensitive
22	Not too sensitive
10	Not at all sensitive
3	Refused

q. The content of your email messages

52	Very sensitive
25	Somewhat sensitive

13	Not too sensitive
7	Not at all sensitive
3	Refused

r. The content of your text messages

49	Very sensitive
26	Somewhat sensitive
13	Not too sensitive
8	Not at all sensitive
4	Refused

s. The content of your phone conversations

54	Very sensitive
27	Somewhat sensitive
13	Not too sensitive
4	Not at all sensitive
2	Refused

[SHOW QPri2, INTMOB, QPri4 ON THE SAME SCREEN]

AMONG ALL ADULTS [N=607]

QPri2 Overall, how often do you use the internet – several times a day, once a day, at least once a week, or less often?

71	Several times a day
18	Once a day
7	At least once a week
4	Less often
2	Refused

AMONG ALL ADULTS [N=607]

INTMOB Do you access the internet on a cell phone, tablet or other mobile handheld device, at least occasionally?

63	Yes
35	No
2	Refused

AMONG ALL ADULTS [N=607]

QPri4 Do you own a cell phone?

91	Yes
7	No
2	Refused

AMONG CELL PHONE OWNERS (YES TO QPri4) [N=555]:

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 not?

65	Yes, smartphone
35	No, not a smartphone

AMONG ALL ADULTS [N=607]

QPri6 Do you ever use online social networking sites like Facebook or Twitter?

64	Yes
35	No
1	Refused

[SHOW ALL Q9A THROUGH Q9E ITEMS ON THE SAME PAGE]

AMONG ALL ADULTS [N=607]

Q9 Some people aren't too worried about privacy today and others are concerned about privacy. We'd like to know how you feel about the topic. For each of the following statements please indicate the degree to which you agree or disagree.

- a. Consumers have lost control over how personal information is collected and used by companies.

45	Strongly agree
46	Agree
6	Disagree
1	Strongly Disagree
2	Refused

- b. I appreciate that online services are more efficient because of the increased access they have to my personal data.

4	Strongly agree
32	Agree
46	Disagree
15	Strongly Disagree
3	Refused

- c. It is hard to avoid surveillance cameras when I am out in public.

36	Strongly agree
45	Agree
15	Disagree
2	Strongly Disagree
2	Refused

d. It is easy for me to be anonymous when I am online.

3	Strongly agree
20	Agree
52	Disagree
22	Strongly Disagree
2	Refused

e. I am willing to share some information about myself with companies in order to use online services for free.

4	Strongly agree
51	Agree
31	Disagree
11	Strongly Disagree
2	Refused

[SHOW ALL Q9F THROUGH Q9I ITEMS ON THE SAME PAGE]

AMONG ALL ADULTS [N=607]

Q9 Some people aren't too worried about privacy today and others are concerned about privacy. We'd like to know how you feel about the topic. For each of the following statements please indicate the degree to which you agree or disagree.

f. When I meet new people, I assume that they might search for information about me on the internet.

10	Strongly agree
37	Agree
40	Disagree
11	Strongly Disagree
3	Refused

g. If inaccurate information about me got posted online, it would be very difficult to get it removed.

39	Strongly agree
49	Agree
9	Disagree
1	Strongly Disagree
2	Refused

h. It is a good thing for society if people believe that someone is keeping an eye on the things that they do online.

7	Strongly agree
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29	Agree
42	Disagree
20	Strongly Disagree
2	Refused

- i. American citizens should be concerned about the government's monitoring of phone calls and internet communications.

40	Strongly agree
39	Agree
16	Disagree
2	Strongly Disagree
2	Refused

[SHOW Q10 THROUGH Q13 ON SAME PAGE]

AMONG SOCIAL NETWORKING SITE USERS (YES TO QP_{R16}) [N=399]

Q10 How concerned are you, if at all, that some of the information you share on social networking sites might be accessed by third parties, like advertisers or businesses, without your knowledge?

35	Very concerned
45	Somewhat concerned
17	Not too concerned
2	Not at all concerned

AMONG SOCIAL NETWORKING SITE USERS (YES TO QP_{R16}) [N=399]

Q11 How concerned are you, if at all, that some of the information you share on social networking sites might be accessed by the government, without your knowledge?

37	Very concerned
34	Somewhat concerned
25	Not too concerned
4	Not at all concerned

AMONG ALL ADULTS [N=607]

Q12 Have you, personally, had any bad experiences because embarrassing or inaccurate information was posted about you on the internet, or has this never happened to you?

11	Yes, had any bad experiences
87	No, never happened
2	Refused

AMONG ALL ADULTS [N=607]

Q13 Have you ever asked someone to remove or correct information about you that was posted on the internet, including things like photos or videos, or have you never done this?

16	Yes, have done this
82	No, never did this
2	Refused

[IF Q13=1, SHOW Q14 AND Q15 ON THE SAME PAGE]

AMONG THOSE WHO HAVE ASKED SOMEONE TO REMOVE INFORMATION POSTED ABOUT THEM ONLINE (YES TO Q13) [N=99]

Q14 What were the types of items you asked to be removed or corrected?

a.	A photo or video		
		65	Yes
		35	No
b.	Written material like a comment or blog posting		
		39	Yes
		59	No
		2	Refused
c.	Something else, such as a court record or financial statement		
		13	Yes ²
		87	No

AMONG THOSE WHO HAVE ASKED SOMEONE TO REMOVE INFORMATION POSTED ABOUT THEM ONLINE (YES TO Q13) [N=99]

Q15 Were you successful at getting this information about you removed or corrected, or not?

77	Yes
22	No
2	Refused

² Respondents who replied “yes” were asked to specify. Those responses are not shown here.

[SHOW Q16A, B, C ALL ON THE SAME PAGE]

AMONG ALL ADULTS [N=607]

Q16 Have you ever posted comments, queries or information on the internet...

- a. Using your real name
 - 55 Yes
 - 43 No
 - 2 Refused

- b. Using a username or screen name that people associate with you
 - 59 Yes
 - 40 No
 - 1 Refused

- c. Anonymously
 - 42 Yes
 - 57 No
 - 1 Refused

[SHOW Q17 AND Q18 ON THE SAME PAGE]

AMONG ALL ADULTS [N=607]

Q17 How much, if anything, have you heard about the government collecting information about telephone calls, emails and other online communications as part of efforts to monitor terrorist activity? Have you heard...

- 43 A lot
- 44 A little
- 5 Nothing at all
- 6 Don't know
- 2 Refused

AMONG ALL ADULTS [N=607]

Q18 Do you think the government should do more to regulate what advertisers do with customers' personal information, or should the government not get more involved in this?

- 64 Should do more to regulate
- 34 Should not get more involved
- 2 Refused

[SHOW Q19 AND Q20 ON THE SAME PAGE]

AMONG ALL ADULTS [N=607]

Q19 Have you ever used an online search engine to look up your own name or see what information about you is on the internet?

62	Yes
36	No
2	Refused

AMONG ALL ADULTS [N=607]

Q20 Have you ever set up an automatic alert through a search engine or news feed that will notify you when your name is mentioned in news stories, blogs, or other places online – or have you never done this?

6	Yes, have set up automatic alerts for self
92	No, have never done this
2	Refused

[SHOW Q21 AND Q22 ON THE SAME PAGE]

AMONG THOSE WHO ARE EMPLOYED [N=357]

Q21 In your current occupation, would you say you need to promote yourself and your work through social media or other online tools, or is that not something you need to do for your job?

11	Yes, need to promote myself and my work
73	No, not something I need to do
1	Refused

AMONG THOSE WHO ARE EMPLOYED [N=357]

Q22 Does your employer have any policies or guidelines about how you present yourself on the internet – for example, what you can post on blogs and websites, or what information you can share about yourself online – or do they not have any policies about that?

24	Yes
33	No
27	Don't know
1	Refused

Methods

This topline is based on a survey conducted January 10-27, 2014 among a sample of 607 adults, 18 years of age or older. The survey was conducted by the GfK Group using KnowledgePanel, its nationally representative online research panel. GfK selected a representative sample of 1,537 English-speaking panelists to invite to join the subpanel and take the first survey. Of the 935 panelists who responded to the invitation (60.8%), 607 agreed to join the subpanel and subsequently completed the first survey (64.9%). This group has agreed to take four online surveys about “current issues, some of which relate to technology” over the course of a year and possibly participate in one or more 45-60-minute online focus group chat sessions. A random subset of the subpanel receive occasional invitations to participate in these online focus groups. For this report, a total of 26 panelists participated in one of three online focus groups conducted during August 2013 and March 2014.

KnowledgePanel members are recruited through probability sampling methods and include both those with internet access and those without. KnowledgePanel provides internet access for those who do not have it and, if needed, a device to access the internet when they join the panel. A combination of random digit dialing (RDD) and address-based sampling (ABS) methodologies have been used to recruit panel members (in 2009 KnowledgePanel switched its sampling methodology for recruiting panel members from RDD to ABS). The panel comprises households with landlines and cellular phones, including those only with cell phones, and those without a phone. Both the RDD and ABS samples were provided by Marketing Systems Group (MSG).

KnowledgePanel continually recruits new panel members throughout the year to offset panel attrition as people leave the panel. Respondents were selected randomly from eligible adult household members of the panel.³ All sampled members received an initial email on January 10, 2014 to notify them of the survey and included a link to the survey questionnaire. One standard follow-up reminder was sent three days later to those who had not yet responded. The final sample for this survey was weighted using an iterative technique that matches gender, age, education, race, Hispanic origin, household income, metropolitan area or not, and region to parameters from the March 2013 Census Bureau’s Current Population Survey (CPS). In addition, the sample is weighted to match current patterns of internet access from the October 2012 CPS survey. This weight is multiplied by an initial base or sampling weight that corrects for differences in the probability of selection of various segments of the sample and by a panel weight that adjusts for any biases due to nonresponse and noncoverage at the panel recruitment stage (using all of the parameters mentioned above as well home ownership status).

Sampling errors and statistical tests of significance take into account the effect of weighting at each of these stages. Sampling error for the total sample of 607 respondents is plus or minus 4.6 percentage points at the 95% level of confidence.⁴ Sample sizes and sampling errors for other

³ When a household is selected to be invited to KnowledgePanel, GfK attempts to enroll the entire household (age 14+). Subsequent samples from the full KnowledgePanel are then selected using a “one member per household” criterion to avoid clustering affects.

⁴ The original margin of error provided by the vendor and published here (3.98) used a less conservative design effect. However, the analysis in the report was based on the more conservative design effect and the significance of the findings is not affected by this change.

subgroups are available upon request. The margins of error reported and statistical tests of significance are adjusted to account for the survey's design effect, a measure of how much efficiency is lost from the weighting procedures.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.