

Zogby Analytics Online Survey of Adults
1/23/18 - 1/25/18 MOE +/- 3.1 Percentage Points

1. How many devices/products do you own that connect to the Internet daily (think smartphones, computer tablets, smart TVs, thermostats, home appliances, home assistants, security systems, wireless streaming speakers, etc.)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	20	1.9	1.9	1.9
	1-5	686	67.6	67.6	69.5
	6-10	249	24.5	24.5	94.0
	11-15	42	4.2	4.2	98.2
	More than 15	18	1.8	1.8	100.0
	Total	1015	100.0	100.0	

2. In the next 5 years, the amount of Internet-connected devices/products that you own will:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lessen	12	1.2	1.2	1.2
	Remain the same	332	32.7	32.7	33.8
	Increase slightly	519	51.1	51.1	85.0
	More than double	98	9.7	9.7	94.6
	Not sure	54	5.4	5.4	100.0
	Total	1015	100.0	100.0	

3. What would do more damage? A burglar breaking into your home (when no one is home) or a hacker breaking into your smartphone, computers, or other electronic devices?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Burglar	145	14.3	14.3	14.3
	Hacker	400	39.4	39.4	53.7
	Both the Same	414	40.8	40.8	94.5
	Not sure	56	5.5	5.5	100.0
	Total	1015	100.0	100.0	

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4. When your Internet-connected electronic devices/products need repair, are you confident that you know how to determine if a repair shop or person is reputable?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very confident	177	17.5	17.5	17.5
	Somewhat confident	481	47.3	47.3	64.8
	Not too confident	219	21.5	21.5	86.4
	Not confident at all	66	6.5	6.5	92.8
	Not sure	73	7.2	7.2	100.0
	Total	1015	100.0	100.0	

5. If your Internet-connected device is hacked, who do you hold most accountable?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Manufacturer	54	5.3	5.3	5.3
	A software or app provider	396	39.1	39.1	44.4
	Yourself	353	34.8	34.8	79.1
	Law Enforcement	17	1.7	1.7	80.8
	Not sure	195	19.2	19.2	100.0
	Total	1015	100.0	100.0	

6. Who do you feel most comfortable fixing your Internet-connected devices?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Manufacturer	261	25.7	25.7	25.7
	Authorized repair shop	448	44.1	44.1	69.8
	Other repair shop	30	2.9	2.9	72.8
	Yourself (DIY) or a handy friend	219	21.6	21.6	94.3
	Not sure	58	5.7	5.7	100.0
	Total	1015	100.0	100.0	

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7. Do you expect a shop or professional repair person that repairs your device to provide a warranty for their repairs and parts?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	835	82.2	82.2	82.2
	No	72	7.1	7.1	89.3
	Not sure	109	10.7	10.7	100.0
	Total	1015	100.0	100.0	

8. Do you expect a shop or professional repair person to demonstrate that they are trained or certified to perform a repair on your specific device or product?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	828	81.5	81.5	81.5
	No	95	9.4	9.4	90.9
	Not sure	92	9.1	9.1	100.0
	Total	1015	100.0	100.0	

9. Are you willing to wait longer to repair your Internet-connected product if your warranty was guaranteed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	766	75.4	75.4	75.4
	No	131	12.9	12.9	88.3
	Not sure	118	11.7	11.7	100.0
	Total	1015	100.0	100.0	

10. Are you willing to wait longer to repair your Internet-connected product if your security/privacy was guaranteed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	851	83.9	83.9	83.9
	No	76	7.4	7.4	91.3
	Not sure	88	8.7	8.7	100.0
	Total	1015	100.0	100.0	

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11. Do you know how to determine if an electronics repair shop is protecting your security and privacy?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	175	17.3	17.3	17.3
	No	556	54.8	54.8	72.1
	Not sure	283	27.9	27.9	100.0
	Total	1015	100.0	100.0	

12. Do you believe that cybersecurity should be a national priority?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	893	88.0	88.0	88.0
	No	47	4.6	4.6	92.7
	Not sure	75	7.3	7.3	100.0
	Total	1015	100.0	100.0	

13. If your connected electronic device(s) was hacked, would there be information that would be harmful to friends, family or business associates (personal info, financial info, etc.)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	493	48.6	48.6	48.6
	No	338	33.3	33.3	81.9
	Not sure	183	18.1	18.1	100.0
	Total	1015	100.0	100.0	

14. When thinking about Internet-connected and other electronic products, do you have a personal responsibility to keep data of friends, family members and business associates secure from potential hacking?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	740	73.0	73.0	73.0
	No	152	15.0	15.0	88.0
	Not sure	122	12.0	12.0	100.0
	Total	1015	100.0	100.0	

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15. Do you believe that laws and regulations that govern requirements for the repair of Internet-connected products and devices should be different than laws and regulations for the repair of products that are not capable of accessing the Internet?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	578	57.0	57.0	57.0
	No	153	15.1	15.1	72.1
	Not sure	283	27.9	27.9	100.0
	Total	1015	100.0	100.0	

16. Would you purchase a used Internet-connected product?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	358	35.3	35.3	35.3
	No	427	42.1	42.1	77.4
	Not sure	229	22.6	22.6	100.0
	Total	1015	100.0	100.0	

16a. What is the biggest reason why you wouldn't purchase a used Internet-connected product?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Concerns about performance	67	6.6	15.7	15.7
	Concerns about reliability	108	10.7	25.3	41.0
	Concerns about security and privacy	235	23.2	55.0	95.9
	Not sure	17	1.7	4.1	100.0
	Total	427	42.1	100.0	
Missing	0	588	57.9		
Total		1015	100.0		

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16b. How would you determine if a product is secure?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Purchase only from a manufacturer or manufacturer's authoriz	234	23.0	65.3	65.3
	Purchase from a source that appears reliable without any cer	55	5.4	15.3	80.6
	Not worried about determining if it is secure	24	2.4	6.8	87.4
	Not sure	45	4.4	12.6	100.0
	Total	358	35.3	100.0	
Missing	0	657	64.7		
Total		1015	100.0		

17. Do you fear that one of your Internet-connected devices can be used by a hacker as part of a cyber attack?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	596	58.7	58.7	58.7
	No	242	23.8	23.8	82.5
	Not sure	178	17.5	17.5	100.0
	Total	1015	100.0	100.0	

18. Do you believe that a manufacturer's proprietary source code and design and repair documents and diagnostic software for electronic devices should be required by law to be publicly available?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	460	45.3	45.3	45.3
	No	217	21.4	21.4	66.7
	Not sure	338	33.3	33.3	100.0
	Total	1015	100.0	100.0	

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18a. What is the biggest reason why source code, design and repair documents shouldn't be required by law to be publicly available?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government should not be able to mandate	23	2.2	10.5	10.5
	Reveals proprietary and competitive information	59	5.8	27.4	37.9
	Gives opportunities for hackers and criminals to commit crim	115	11.3	52.9	90.8
	Not sure	20	2.0	9.2	100.0
	Total	217	21.4	100.0	
Missing	0	798	78.6		
Total		1015	100.0		

19. By 2020, there will be more than 20 billion Internet-connected products in circulation globally, does this make you:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More concerned about your privacy and security	640	63.1	63.1	63.1
	Less concerned about your privacy and security	61	6.0	6.0	69.1
	Doesn't affect my privacy and security	212	20.9	20.9	89.9
	Not sure	102	10.1	10.1	100.0
	Total	1015	100.0	100.0	

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	East	203	20.0	20.0	20.0
	South	304	29.9	30.0	50.0
	Centr GrLks	263	25.9	26.0	76.0
	West	243	24.0	24.0	100.0
	Total	1013	99.8	100.0	
Missing	.00	2	.2		
Total		1015	100.0		

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Party

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democratic	349	34.4	34.4	34.4
	Republican	307	30.2	30.2	64.6
	Independent	359	35.4	35.4	100.0
	Total	1015	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	487	48.0	48.0	48.0
	Female	528	52.0	52.0	100.0
	Total	1015	100.0	100.0	

What is your current employment status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Working full time	459	45.3	45.4	45.4
	Working part time	124	12.2	12.3	57.7
	Temporarily unemployed and looking for work	48	4.7	4.8	62.5
	Temporarily unemployed and not looking for work	22	2.2	2.2	64.6
	Student	63	6.2	6.2	70.9
	Stay at home parent/spouse	106	10.4	10.5	81.3
	Retired	189	18.6	18.7	100.0
	Total	1012	99.7	100.0	
Missing	0	3	.3		
Total		1015	100.0		

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Household Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$25,000	145	14.3	14.8	14.8
	\$25001 - 35000	126	12.4	12.8	27.6
	\$35001 - 50000	170	16.7	17.4	45.0
	\$50001 - 75000	152	15.0	15.5	60.5
	\$75001 - 100000	142	14.0	14.5	75.0
	\$100001 - 150000	178	17.5	18.2	93.2
	Greater than \$150000	67	6.6	6.8	100.0
	Total	979	96.5	100.0	
Missing	0	36	3.5		
Total		1015	100.0		

Age group A

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	216	21.2	22.0	22.0
	30-49	333	32.8	34.0	56.0
	50-64	245	24.1	25.0	81.0
	65+	186	18.3	19.0	100.0
	Total	980	96.6	100.0	
Missing	.00	35	3.4		
Total		1015	100.0		

Age group B

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	95	9.4	9.7	9.7
	25-34	211	20.8	21.5	31.2
	35-54	304	30.0	31.0	62.3
	55-69	296	29.2	30.3	92.5
	70+	73	7.2	7.5	100.0
	Total	980	96.6	100.0	
Missing	.00	35	3.4		
Total		1015	100.0		

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Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No College Degree	657	64.7	65.0	65.0
	College Degree+	354	34.9	35.0	100.0
	Total	1011	99.6	100.0	
Missing	.00	4	.4		
Total		1015	100.0		

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	650	64.0	64.5	64.5
	Hisp	156	15.4	15.5	80.0
	AfrAmer	123	12.1	12.2	92.2
	Asian	50	5.0	5.0	97.2
	Other	28	2.8	2.8	100.0
	Total	1007	99.2	100.0	
	Missing	.00	8	.8	
Total		1015	100.0		

Live

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lge City	255	25.2	25.2	25.2
	Sm City	192	19.0	19.0	44.2
	Suburbs	394	38.8	38.9	83.2
	Rural	170	16.8	16.8	100.0
	Total	1012	99.7	100.0	
Missing	0	3	.3		
Total		1015	100.0		

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Ideology Recoded

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Liberal	228	22.5	23.9	23.9
	Moderate	338	33.3	35.4	59.3
	Conservative	385	38.0	40.4	99.7
	Populist	3	.3	.3	100.0
	Total	954	94.0	100.0	
Missing	.00	61	6.0		
Total		1015	100.0		

Religion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Catholic	230	22.7	23.4	23.4
	Protestant	357	35.2	36.3	59.7
	Jewish	27	2.6	2.7	62.4
	Other/None	369	36.4	37.6	100.0
	Total	984	96.9	100.0	
Missing	.00	31	3.1		
Total		1015	100.0		

BornAgain

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	186	18.3	52.1	52.1
	No/NS	171	16.8	47.9	100.0
	Total	357	35.2	100.0	
Missing	0	658	64.8		
Total		1015	100.0		

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Union member

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	130	12.8	12.8	12.8
	No	885	87.2	87.2	100.0
	Total	1015	100.0	100.0	

Child<17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	350	34.5	34.7	34.7
	No	660	65.1	65.3	100.0
	Total	1011	99.6	100.0	
Missing	0	4	.4		
Total		1015	100.0		

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	527	51.9	51.9	51.9
	Single	295	29.0	29.1	81.0
	Div/Sep/Wdw	144	14.2	14.2	95.2
	Civil union	49	4.8	4.8	100.0
	Total	1014	99.9	100.0	
Missing	0	1	.1		
Total		1015	100.0		

Veteran/Armed Forces?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	189	18.6	18.6	18.6
	No	826	81.4	81.4	100.0
	Total	1015	100.0	100.0	

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NASCAR Fan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	196	19.3	19.3	19.3
	No	819	80.7	80.7	100.0
	Total	1015	100.0	100.0	

Sexual Preference

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hetero	921	90.8	90.8	90.8
	Not Hetero	94	9.2	9.2	100.0
	Total	1015	100.0	100.0	

Passport?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	558	55.0	55.0	55.0
	No	457	45.0	45.0	100.0
	Total	1015	100.0	100.0	

Self ID Social Networker

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	467	46.0	46.0	46.0
	No	548	54.0	54.0	100.0
	Total	1015	100.0	100.0	

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Do you or does anyone in your household keep a gun for personal protection, hunting or target shooting at your home, place of business, or at a vacation home or club?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	307	30.3	32.7	32.7
	No	631	62.2	67.3	100.0
	Total	939	92.5	100.0	
Missing	0	76	7.5		
Total		1015	100.0		

Considering your finances, are you better off, worse off, or about the same now as you were four years ago?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better off	362	35.7	35.7	35.7
	Worse off	173	17.1	17.1	52.8
	About the same	454	44.7	44.7	97.5
	Not sure	26	2.5	2.5	100.0
	Total	1015	100.0	100.0	

Regarding your personal finances, do you think in four years you will be...

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better off	497	48.9	48.9	48.9
	Worse off	86	8.5	8.5	57.4
	About the same	368	36.3	36.3	93.6
	Not sure	64	6.4	6.4	100.0
	Total	1015	100.0	100.0	

Lost job

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	64	6.3	6.3	6.3
	No	951	93.7	93.7	100.0
	Total	1015	100.0	100.0	

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Afraid of losing job

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	177	17.4	17.4	17.4
	No	838	82.6	82.6	100.0
	Total	1015	100.0	100.0	

Job pays less

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	197	19.4	19.4	19.4
	No	818	80.6	80.6	100.0
	Total	1015	100.0	100.0	

Gone w/o food 24hrs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	60	5.9	5.9	5.9
	No	955	94.1	94.1	100.0
	Total	1015	100.0	100.0	

Creative Job Sector

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	243	23.9	23.9	23.9
	No	772	76.1	76.1	100.0
	Total	1015	100.0	100.0	

Self ID Creative Class

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	279	27.5	27.5	27.5
	No	736	72.5	72.5	100.0
	Total	1015	100.0	100.0	

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