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| --- | --- | --- |
| Variable | Position | Label |
| QKEY | 1 | QKEY. Used to merge across waves |
| DEVICE\_TYPE\_W49 | 2 | W49 Device Type |
| LANG\_W49 | 3 | Language of survey materials |
| FORM\_W49 | 4 | Wave 49 Form value |
| SOCMEDIAUSEa\_W49 | 5 | SOCMEDIAUSEa. Do you use any of the following social media sites? Facebook |
| SOCMEDIAUSEb\_W49 | 6 | SOCMEDIAUSEb. Do you use any of the following social media sites? Instagram |
| SOCMEDIAUSEc\_W49 | 7 | SOCMEDIAUSEc. Do you use any of the following social media sites? Twitter |
| SOCMEDIAUSEd\_W49 | 8 | SOCMEDIAUSEd. Do you use any of the following social media sites? Any other social media sites |
| SNSUSER\_W49 | 9 | Social media use flag |
| ELECTFTGSNSINT\_W49 | 10 | ELECTFTGSNSINT. Thinking about the posts and discussions you see on social media about politics and the 2020 election, which comes closer to your view? |
| TALKDISASNSINT\_W49 | 11 | TALKDISASNSINT. In your experience, when you talk about politics with people on social media who you DISagree with, do you generally find it to be… |
| TALKCMNSNSINT\_W49 | 12 | TALKCMNSNSINT. In your experience, when you talk about politics with people on social media who you DISagree with, do you generally find that… |
| SECUR1\_W49 | 13 | SECUR1. On a different topic…Compared with five years ago, do you feel your personal information is… |
| PRIVACYNEWS1\_W49 | 14 | PRIVACYNEWS1. How closely, if at all, do you follow news about privacy issues? |
| HOMEASSIST1\_W49 | 15 | HOMEASSIST1. Do you have a voice-controlled smart speaker in your home, such as an Amazon Echo or a Google Home? |
| HOMEASSIST2\_W49 | 16 | HOMEASSIST2. How concerned are you, if at all, about how much data your smart speaker collects about you? |
| HOMEASSIST3\_W49 | 17 | HOMEASSIST3. Do you ever say “please” when speaking to your smart speaker? |
| HOMEASSIST4\_W49 | 18 | HOMEASSIST4. How important is it that your smart speaker takes your personal interests and preferences into account when responding to your questions or commands? |
| HOMEASSIST5a\_W49 | 19 | HOMEASSIST5a. Would you like your smart speaker to do a better job of taking your interests and preferences into account in the future? |
| HOMEASSIST5b\_W49 | 20 | HOMEASSIST5b. Would you like your smart speaker to do a better job of taking your interests and preferences into account in the future, even if that meant it would need to collect more personal information about you? |
| HOMEIOT\_W49 | 21 | HOMEIOT. Do you have other connected items in your home that you can control from your phone, such as smart lighting or a connected thermostat or alarm system? |
| FITTRACK\_W49 | 22 | FITTRACK. Do you regularly wear a smart watch or a wearable fitness tracker? |
| LOYALTY\_W49 | 23 | LOYALTY. Do you belong to any loyalty programs of a grocery store or a supermarket that you frequent? |
| DNATEST\_W49 | 24 | DNATEST. Have you ever used a mail-in DNA testing service from a company such as AncestryDNA or 23andMe? |
| TRACKCNT\_W49 | 25 | Number of devices/services used that utilize personal data (total of five, including smart speaker, other connected home devices, fitness tracker, grocery loyalty programs, and mail-in DNA test |
| TRACKCO1a\_W49 | 26 | TRACKCO1a. As far as you know, how much of what you do ONLINE or on your cellphone is being tracked by advertisers, technology firms or other companies? |
| TRACKCO1b\_W49 | 27 | TRACKCO1b. As far as you know, how much of what you do OFFLINE – like where you are or who you are talking to – is being tracked by advertisers, technology firms or other companies? |
| CONCERNCO\_W49 | 28 | CONCERNCO. How concerned are you, if at all, about how companies are using the data they collect about you? |
| BENEFITCO\_W49 | 29 | BENEFITCO. How much do you feel you personally benefit from the data that companies collect about you? |
| CONTROLCO\_W49 | 30 | CONTROLCO. How much control do you think you have over the data that companies collect about you? |
| UNDERSTANDCO\_W49 | 31 | UNDERSTANDCO. How much do you feel you understand what companies are doing with the data they collect about you? |
| POSNEGCO\_W49 | 32 | POSNEGCO. On balance, which would you say most accurately describes how you feel? |
| ANONYMOUS1CO\_W49 | 33 | ANONYMOUS1CO. Do you think it is possible to go about daily life today without having companies collect data about you? |
| TRACKGOV1a\_W49 | 34 | TRACKGOV1a. As far as you know, how much of what you do ONLINE or on your cellphone is being tracked by the government? |
| TRACKGOV1b\_W49 | 35 | TRACKGOV1b. As far as you know, how much of what you do OFFLINE – like where you are or who you are talking to – is being tracked by the government? |
| CONCERNGOV\_W49 | 36 | CONCERNGOV. How concerned are you, if at all, about how the government is using the data it collects about you? |
| BENEFITGOV\_W49 | 37 | BENEFITGOV. How much do you feel you personally benefit from the data the government collects about you? |
| CONTROLGOV\_W49 | 38 | CONTROLGOV. How much control do you think you have over the data the government collects about you? |
| UNDERSTANDGOV\_W49 | 39 | UNDERSTANDGOV. How much do you feel you understand what the government is doing with the data it collects about you? |
| POSNEGGOV\_W49 | 40 | POSNEGGOV. On balance, which would you say most accurately describes how you feel? |
| ANONYMOUS1GOV\_W49 | 41 | ANONYMOUS1GOV. Do you think it is possible to go about daily life today without having the government collect data about you? |
| CONCERNGRPa\_W49 | 42 | CONCERNGRPa. How concerned are you, if at all, about how much personal information the following people or groups might know about you? Law enforcement agencies |
| CONCERNGRPb\_W49 | 43 | CONCERNGRPb. How concerned are you, if at all, about how much personal information the following people or groups might know about you? Advertisers |
| CONCERNGRPc\_W49 | 44 | CONCERNGRPc. How concerned are you, if at all, about how much personal information the following people or groups might know about you? Your employer |
| CONCERNGRPd\_W49 | 45 | CONCERNGRPd. How concerned are you, if at all, about how much personal information the following people or groups might know about you? The companies you buy things from |
| CONCERNGRPe\_W49 | 46 | CONCERNGRPe. How concerned are you, if at all, about how much personal information the following people or groups might know about you? Your friends and family |
| CONCERNGRPf\_W49 | 47 | CONCERNGRPf. How concerned are you, if at all, about how much personal information the following people or groups might know about you? The social media sites you use |
| CONTROLGRPa\_W49 | 48 | CONTROLGRPa. How much control, if any, do you think you have over who can access the following types of information about you? Your posts and activities on social media |
| CONTROLGRPb\_W49 | 49 | CONTROLGRPb. How much control, if any, do you think you have over who can access the following types of information about you? The search terms you use online |
| CONTROLGRPc\_W49 | 50 | CONTROLGRPc. How much control, if any, do you think you have over who can access the following types of information about you? The purchases you’ve made, either online or in person |
| CONTROLGRPd\_W49 | 51 | CONTROLGRPd. How much control, if any, do you think you have over who can access the following types of information about you? Your physical location |
| CONTROLGRPe\_W49 | 52 | CONTROLGRPe. How much control, if any, do you think you have over who can access the following types of information about you? The websites you visit |
| CONTROLGRPf\_W49 | 53 | CONTROLGRPf. How much control, if any, do you think you have over who can access the following types of information about you? The private conversations you’ve had online or using text messaging |
| PP1\_W49 | 54 | PP1. How often are you asked to agree to the terms and conditions of a company’s privacy policy? |
| PP2\_W49 | 55 | PP2. When you are asked to agree to a company’s privacy policy, how often do you read it before agreeing to it? |
| PP3\_W49 | 56 | PP3. When you read a privacy policy, what do you typically do? |
| PP4\_W49 | 57 | PP4. How much do you typically understand the privacy policies you read? |
| PP5a\_W49 | 58 | PP5a. How confident are you, if at all, that companies will do the following things? Follow what their privacy policies say they will do with your personal information |
| PP5b\_W49 | 59 | PP5b. How confident are you, if at all, that companies will do the following things? Promptly notify you if your personal data has been misused or compromised |
| PP5c\_W49 | 60 | PP5c. How confident are you, if at all, that companies will do the following things? Publicly admit mistakes and take responsibility when they misuse or compromise their users’ personal data |
| PP5d\_W49 | 61 | PP5d. How confident are you, if at all, that companies will do the following things? Use your personal information in ways you will feel comfortable with |
| PP5e\_W49 | 62 | PP5e. How confident are you, if at all, that companies will do the following things? Be held accountable by the government if they misuse or compromise your data |
| PP6a\_W49 | 63 | PP6a. How comfortable are you, if at all, with companies using your personal data in the following ways? To help improve their fraud prevention systems |
| PP6b\_W49 | 64 | PP6b. How comfortable are you, if at all, with companies using your personal data in the following ways? Sharing it with outside groups doing research that might help improve society |
| PP6c\_W49 | 65 | PP6c. How comfortable are you, if at all, with companies using your personal data in the following ways? To help them develop new products |
| PRIVACYREG\_W49 | 66 | PRIVACYREG. How much do you feel you understand the laws and regulations that are currently in place to protect your data privacy? |
| GOVREGV1\_W49 | 67 | GOVREGV1. How much government regulation of what companies can do with their customers’ personal information do you think there should be? |
| GOVREGV2\_W49 | 68 | GOVREGV2. Which of the following do you think would be a more effective way to safeguard people’s personal information? |
| SHARE1\_W49 | 69 | SHARE1. Have you recently decided NOT to use a product or service because you were worried about how much personal information would be collected about you? |
| KNOW1\_W49 | 70 | KNOW1. If a website uses cookies, it means that the site… |
| KNOW2\_W49 | 71 | KNOW2. Which of the following is the largest source of revenue for most major social media platforms? |
| KNOW3\_W49 | 72 | KNOW3. When a website has a privacy policy, it means that the site… |
| KNOW4\_W49 | 73 | KNOW4. What does it mean when a website has “https://” at the beginning of its URL, as opposed to “http://” without the “s”? |
| KNOW5\_W49 | 74 | KNOW5. Where might someone encounter a phishing scam? |
| KNOW6\_W49 | 75 | KNOW6. Which two companies listed below are both owned by Facebook? |
| KNOW7\_W49 | 76 | KNOW7. The term “net neutrality” describes the principle that… |
| KNOW8\_W49 | 77 | KNOW8. If someone opens a webpage on their computer at work using incognito mode, which of the following groups will NOT be able to see their online activities? |
| KNOW9\_W49 | 78 | KNOW9. Some websites and online services use a security process known as two-step or two-factor authentication. Which of the following images is an example of two-factor authentication? |
| KNOW10\_W49 | 79 | KNOW10. Who is this technology leader? |
| TOTALKNOW\_W49 | 80 | Total number of knowledge questions answered correctly (maximum of 10) |
| PWMAN\_W49 | 81 | PWMAN. Do you use a password manager, such as LastPass or iCloud Keychain, to help keep track of your online passwords? |
| PWMAN2\_W49 | 82 | PWMAN2. What is the main reason you do not use a password manager? |
| SMARTPHONE\_W49 | 83 | SMARTPHONE. Do you have a smartphone? |
| SMARTAPP\_W49 | 84 | SMARTAPP. How do you typically update the apps on your smartphone? |
| PUBLICDATA\_W49 | 85 | PUBLICDATA. Today a wide range of information about people is searchable online. Do you think it is more important for people to have the ability to… |
| RTBFa\_W49 | 86 | RTBFa. Do you think that ALL Americans should have the right to have the following information about themselves removed from public online search results? Data collected by law enforcement, such as criminal records or mugshots |
| RTBFb\_W49 | 87 | RTBFb. Do you think that ALL Americans should have the right to have the following information about themselves removed from public online search results? Information about their employment history or work record |
| RTBFc\_W49 | 88 | RTBFc. Do you think that ALL Americans should have the right to have the following information about themselves removed from public online search results? Negative media coverage |
| RTBFd\_W49 | 89 | RTBFd. Do you think that ALL Americans should have the right to have the following information about themselves removed from public online search results? Potentially embarrassing photos or videos |
| RTDa\_W49 | 90 | RTDa. Do you think that ALL Americans should have the right to have the following data about themselves be permanently deleted by the people or organizations who have that information? Data collected by law enforcement, such as criminal records or mugshots |
| RTDb\_W49 | 91 | RTDb. Do you think that ALL Americans should have the right to have the following data about themselves be permanently deleted by the people or organizations who have that information? Potentially embarrassing photos or videos |
| RTDc\_W49 | 92 | RTDc. Do you think that ALL Americans should have the right to have the following data about themselves be permanently deleted by the people or organizations who have that information? Medical data collected by a health provider |
| RTDd\_W49 | 93 | RTDd. Do you think that ALL Americans should have the right to have the following data about themselves be permanently deleted by the people or organizations who have that information? Financial data collected by their tax preparer |
| PROFILE1\_W49 | 94 | PROFILE1. Prior to today, how much had you heard or read about this concept? |
| PROFILE2\_W49 | 95 | PROFILE2. How many companies do you think use these types of profiles to help understand their customers? |
| PROFILE3\_W49 | 96 | PROFILE3. Do you ever see advertisements or solicitations that appear to be based on a profile that has been made of you using your personal data? |
| PROFILE4\_W49 | 97 | PROFILE4. How much, if at all, do you understand what data about you is being used to create these advertisements? |
| PROFILE5\_W49 | 98 | PROFILE5. In general, how well do these advertisements accurately reflect your actual interests and characteristics? |
| DATAUSEa\_W49 | 99 | DATAUSEa. Do you think the following uses of data/information are acceptable or unacceptable? The government collecting data about all Americans to assess who might be a potential terrorist threat |
| DATAUSEb\_W49 | 100 | DATAUSEb. Do you think the following uses of data/information are acceptable or unacceptable? Poorly performing schools sharing data about their students with a nonprofit group seeking to help improve educational outcomes |
| DATAUSEc\_W49 | 101 | DATAUSEc. Do you think the following uses of data/information are acceptable or unacceptable? DNA testing companies sharing their customers’ genetic data with law enforcement agencies in order to help solve crimes |
| DATAUSEd\_W49 | 102 | DATAUSEd. Do you think the following uses of data/information are acceptable or unacceptable? Makers of a fitness tracking app sharing their users’ data with medical researchers seeking to better understand the link between exercise and heart disease |
| DATAUSEe\_W49 | 103 | DATAUSEe. Do you think the following uses of data/information are acceptable or unacceptable? A social media company monitoring its users’ posts for signs of depression, so they can identify people who are at risk of self-harm and connect them to counsel |
| DATAUSEf\_W49 | 104 | DATAUSEf. Do you think the following uses of data/information are acceptable or unacceptable? Makers of smart speakers sharing audio recordings of their customers with law enforcement to help with criminal investigations |
| FACE1\_W49 | 105 | FACE1. How much have you heard or read about the development of automated facial recognition technology that can identify someone based on a picture or video that includes their face? |
| FACE2a\_W49 | 106 | FACE2a. Based on what you know, how effective do you think facial recognition technology is at the following things? Accurately identifying individual people |
| FACE2b\_W49 | 107 | FACE2b. Based on what you know, how effective do you think facial recognition technology is at the following things? Accurately assessing someone’s gender |
| FACE2c\_W49 | 108 | FACE2c. Based on what you know, how effective do you think facial recognition technology is at the following things? Accurately assessing someone’s race |
| FACE3a\_W49 | 109 | FACE3a. How much, if at all, do you trust the following groups to use facial recognition technology responsibly? Advertisers |
| FACE3b\_W49 | 110 | FACE3b. How much, if at all, do you trust the following groups to use facial recognition technology responsibly? Technology companies |
| FACE3c\_W49 | 111 | FACE3c. How much, if at all, do you trust the following groups to use facial recognition technology responsibly? Law enforcement agencies |
| FACE4a\_W49 | 112 | FACE4a. In your opinion, is it acceptable or unacceptable to use facial recognition technology in the following situations? Law enforcement agencies assessing potential security threats in public spaces |
| FACE4b\_W49 | 113 | FACE4b. In your opinion, is it acceptable or unacceptable to use facial recognition technology in the following situations? Companies automatically tracking the attendance of their employees |
| FACE4c\_W49 | 114 | FACE4c. In your opinion, is it acceptable or unacceptable to use facial recognition technology in the following situations? Advertisers seeing how people respond to public advertising displays |
| FACE4d\_W49 | 115 | FACE4d. In your opinion, is it acceptable or unacceptable to use facial recognition technology in the following situations? Apartment building landlords tracking who enters or leaves their buildings |
| DB1a\_W49 | 116 | DB1a. In the last 12 months, have you had someone…Put fraudulent charges on your debit or credit card |
| DB1b\_W49 | 117 | DB1b. In the last 12 months, have you had someone…Take over your social media or email account without your permission |
| DB1c\_W49 | 118 | DB1c. In the last 12 months, have you had someone…Attempt to open a line of credit or apply for a loan using your name |
| F\_METRO | 119 | Metropolitan area indicator |
| F\_CREGION | 120 | Census region based on self-reported zipcode |
| F\_AGECAT | 121 | Age category |
| F\_SEX | 122 | Sex |
| F\_EDUCCAT | 123 | Education level category |
| F\_EDUCCAT2 | 124 | Education level category 2 |
| F\_HISP | 125 | HISP. Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican or Cuban? - Includes RACE backcodes |
| F\_RACECMB | 126 | Combining Race |
| F\_RACETHN | 127 | Race-Ethnicity |
| F\_NATIVITY | 128 | NATIVITY. Where were you born? |
| F\_CITIZEN | 129 | Citizenship |
| F\_MARITAL | 130 | Marital status |
| F\_RELIG | 131 | Religion |
| F\_BORN | 132 | BORN. Would you describe yourself as a born-again or evangelical Christian, or not? |
| F\_ATTEND | 133 | Religious service attendance |
| F\_PARTY\_FINAL | 134 | Party |
| F\_PARTYLN\_FINAL | 135 | Party lean |
| F\_PARTYSUM\_FINAL | 136 | Party summary |
| F\_INCOME | 137 | Family income |
| F\_INCOME\_RECODE | 138 | Family income recoded |
| F\_REG | 139 | Registered voter |
| F\_IDEO | 140 | Ideology |
| F\_ACSWEB | 141 | Household internet status |
| F\_VOLSUM | 142 | Volunteerism status |
| WEIGHT\_W49 | 143 | Wave 49 weight |