American Trends Panel - Wave 127

An independent report on data gathered by the Pew Research Center

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This data report lets you independently explore the findings from Wave 127 of the American Trends Panel. The survey covered the internet, social media, and digital privacy and Black Lives Matter protests, the police, and patriotism. Results are weighted to reflect the U.S. adult population.

Internet

Overall, how confident do you feel using computers, smartphones, or other electronic devices to do the things you need to do online?

asked of all respondents

	Percent
Very confident	53.10
Somewhat confident	35.60
Only a little confident	9.06
Not at all confident	2.17
Refused	0.06

Which of the following best describes you, even if neither is exactly right? When I get a new computer, smartphone, or other electronic device, I usually...

asked of all respondents

	Percent
Need someone else to set it up or show me how to use it	22.38
Am able to set it up and learn how to use it on my own	77.24
Refused	0.38

Do you have a smartphone?

asked of all respondents

	Percent
Yes, I have a smartphone	93.08
No, I do not have a smartphone	6.66
Refused	0.25

Do you ever use social media sites like Facebook, Twitter, or Instagram?

asked of internet users

	Percent
Yes, I use social media sites	79.46
No, I do not use social media sites	19.75
Refused	0.79

How well do you think each of the following statements describes social media? Social media...

asked of all respondents

	Percent
Helps give a voice to underrepresented groups	
Very well	16.25
Somewhat well	50.32
Not too well	25.05
Not at all well	7.60
Refused	0.78
Distracts people from issues that are truly important	
Very well	38.93
Somewhat well	43.31
Not too well	13.74
Not at all well	3.52
Refused	0.50
Highlights important issues that might not get a lot of attention otherwise	
Very well	15.54
Somewhat well	51.18
Not too well	25.02
Not at all well	7.57
Refused	0.69
Makes it easier to hold powerful people accountable for their actions	
Very well	10.22
Somewhat well	36.45
Not too well	36.57
Not at all well	16.09
Refused	0.68
Makes people think they are making a difference when they really aren't	

Very well	28.13
Somewhat well	47.81
Not too well	19.27
Not at all well	3.77
Refused	1.01

Have you done any of the following activities on social media in the past year?

asked of social media users

	Percent
Changed your profile picture to show your support for a cause	
Have done this in the past year	13.99
Have not done this in the past year	85.93
Refused	0.08
Used hashtags related to a political or social issue	
Have done this in the past year	12.17
Have not done this in the past year	87.65
Refused	0.18
Taken part in a group that shares an interest in an issue or cause	
Have done this in the past year	34.14
Have not done this in the past year	65.58
Refused	0.28
Encouraged others to take action on issues that are important to you	
Have done this in the past year	25.56
Have not done this in the past year	74.38
Refused	0.05
Looked for information about rallies or protests happening in your area	
Have done this in the past year	14.06
Have not done this in the past year	85.64
Refused	0.30

How important is social media to you personally when it comes to the following things?

asked of social media users

	Percent
Finding other people who share your views about important issues	

Very important	9.98
Somewhat important	29.56
Not very important	29.68
Not important at all	30.59
Refused	0.19

Getting involved with political or social issues that are important to you

Very important	6.83
Somewhat important	23.11
Not very important	32.64
Not important at all	37.30
Refused	0.11

Giving you a venue to express your political opinions

Very important	7.48
Somewhat important	19.53
Not very important	29.95
Not important at all	42.87
Refused	0.17

Digital Literacy

As of April 2023, which of the following companies did Elon Musk run?

asked of all respondents

	Percent
Tesla and Twitter	79.62
Uber and Snapchat	1.07
Twitter and Uber	3.53
Snapchat and Tesla	1.31
Not sure	14.01
Refused	0.46

If a website uses cookies, it means that the site can...

asked of all respondents

	Percent
Protect your computer from getting viruses	2.95

	Percent
Send you pop-up advertisements	7.83
Look at files saved on your computer	2.63
Track your visits and activity on the site	67.35
Not sure	18.80
Refused	0.44

What is a "deepfake"?

asked of all respondents

	Percent
A seemingly real, computer-generated image, video or audio of something that did not occur	42.05
A text-based chatbot that tricks people into thinking that they are talking to another person	4.40
A system that records and protects information online	1.06
A program that makes it look like people are using the internet from a different location	2.30
Not sure	49.78
Refused	0.41

In 2021, Facebook changed its company name to…

asked of all respondents

	Percent
Meta	76.88
Alphabet	1.19
Cisco	0.48
Horizon	0.73
Not sure	20.36
Refused	0.37

Which of the following passwords is the most secure?

asked of all respondents

	Percent
SportsFan1983	1.32
WTh!58iLf2?9zD	86.90

abc12.6.48	0.97
1234567890	0.90
Not sure	9.51
Refused	0.40

How do large language models, such as ChatGPT, come up with answers to questions users submit?

asked of all respondents

Randomly generate sentences that reorganize and reuse keywords found in the submitted question
Search the internet and summarize what the top results say on that topic
Create a response based on word patterns and relationships it previously learned from text pulled from the in
Use a pre-written response that plugs in keywords from the question without any understanding of what was
Not sure

Refused

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?

asked of all respondents

	Percent
Picture of 2-step code	47.96
Picture of captcha	3.86
Picture of security questions	20.63
Picture of reCAPTCHA grid	14.18
Not sure	12.50
Refused	0.86

Websites in the United States are prohibited from collecting data online from children under what age without a parent's consent?

asked of all respondents

	Percent
5	0.87
10	1.33
13	20.90
16	8.50
18	27.37
Not sure	40.50
Refused	0.53

Does the United States have a national privacy law that sets common standards for what companies can do with all data their products and services collect?

asked of all respondents

	Percent
Yes, it does	24.27
No, it does not	23.33
Not sure	51.73
Refused	0.67

Digital Privacy

When you think about managing your privacy online, do you feel…

asked of internet users

	Percent
Overwhelmed by figuring out what you need to do	
Yes, I do	38.26
No, I do not	60.73
Refused	1.01
Skeptical that anything you do will make much difference	
Yes, I do	62.83
No, I do not	35.88
Refused	1.28
Confident those who have access to your personal information will do what is right	
Yes, I do	21.17

No, I do not	78.24
Refused	0.59

You trust yourself to make the right decisions about your personal information

Yes, I do	80.35
No, I do not	19.21
Refused	0.43

Like privacy is not that big of a deal to you

Yes, I do	29.67
No, I do not	68.92
Refused	1.41

How worried are you about each of the following?

asked of all respondents

	Percent
People stealing your identity or personal information	
Very worried	38.49
Somewhat worried	45.64
Not too worried	14.15
Not at all worried	1.65
Refused	0.07
Companies selling your information to others without you knowing	
Very worried	41.82
Somewhat worried	42.31
Not too worried	13.72
Not at all worried	1.98
Refused	0.16
Law enforcement monitoring what you do online	
Very worried	15.04
Somewhat worried	24.28
Not too worried	39.43
Not at all worried	21.11
Refused	0.13

How confident are you in knowing what steps to take if your personal information is hacked or stolen online?

asked of internet users

	Percent
Very confident	11.10
Somewhat confident	43.81
Not too confident	34.73
Not at all confident	10.11
Refused	0.25

In the last 12 months, have you had someone...

asked of all respondents

Put fraudulent charges on your debit or credit card
    Yes, this has happened in the last 12 months
    No, this has not happened in the last 12 months
    Refused

Take over your email or social media account without your permission [Backcoded to set tablet
    Yes, this has happened in the last 12 months
    No, this has not happened in the last 12 months
    No (Offline: does not have internet, backcoded)
    Refused

Attempt to open a line of credit or apply for a loan using your name
    Yes, this has happened in the last 12 months
    No, this has not happened in the last 12 months
    Refused

How concerned are you about how companies are using the data they collect about you?

asked of all respondents

	Percent
Very concerned	35.31
Somewhat concerned	45.69
Not too concerned	16.01
Not at all concerned	2.52
Refused	0.48

How much control do you think you have over the data that companies collect about you?

asked of all respondents

	Percent
A great deal of control	5.32
Some control	20.52
Very little control	50.52
No control	22.74
Refused	0.90

How much do you feel you understand what companies are doing with the data they collect about you?

asked of all respondents

	Percent
A great deal	5.51
Some	25.94
Very little	49.31
Nothing	17.98
Refused	1.26

How concerned are you about how the government is using the data it collects about you?

asked of all respondents

	Percent
Very concerned	31.29
Somewhat concerned	39.36
Not too concerned	24.09
Not at all concerned	4.84
Refused	0.41

How much control do you think you have over the data the government collects about you?

asked of all respondents

	Percent
A great deal of control	6.33
Some control	13.69
Very little control	43.15
No control	35.70
Refused	1.13

How much do you feel you understand what the government is doing with the data it collects about you?

asked of all respondents

	Percent
A great deal	4.89
Some	16.81
Very little	50.50
Nothing	26.52
Refused	1.28

How acceptable do you think each of the following uses of people's information is?

asked of all respondents

	Per
A smart speaker analyzing people's voices to learn to recognize who is speaking	
Very acceptable	
Somewhat acceptable	3
Somewhat unacceptable	2
Very unacceptable	2
Not sure	1
Refused	
Social media companies analyzing what people do on their sites to deliver personalized content	
Very acceptable	

Somewhat acceptable	3
Somewhat unacceptable	2
Very unacceptable	2
Not sure	1
Refused	

Using computer programs, or algorithms, to determine who should be eligible for public assista

Very acceptable	
Somewhat acceptable	2
Somewhat unacceptable	2
Very unacceptable	3
Not sure	1
Refused	

How often do you click "agree" right away, without reading what these policies say?

asked of internet users

	Percent
Always or almost always	31.66
Often	26.45
Sometimes	22.56
Rarely	12.54
Never	6.32
Refused	0.47

How effective do you think privacy policies are as a way for companies to communicate how they are using people's data?

asked of internet users

	Percent
Extremely effective	1.86
Very effective	5.69
Somewhat effective	27.84
Not too effective	37.18
Not at all effective	25.88
Refused	1.54

Which of the following comes closer to your view, even if neither is exactly right? Privacy policies are ...

asked of internet users

	Percent
Just something I have to get past in order to use a product or service	70.82
A meaningful part of my decision to use a product or service	27.73
Refused	1.45

How much do you trust that leaders of social media companies will...

asked of all respondents

Publicly admit mistakes and take responsibility when they misuse or compromise users' person
A great deal
Some
Very little
Not at all
Not sure
Refused

Be held accountable by the government if they misuse or compromise users' personal data
A great deal
Some
Very little
Not at all
Not sure
Refused

Not sell users' personal data to others without their consent
A great deal
Some
Very little
Not at all
Not sure
Refused

Do you use TikTok?

asked of all respondents

	Percent
Yes	25.57
No	74.34
Refused	0.08

How big of a threat do you think TikTok is to national security in the United States?

asked of all respondents

	Percent
Major threat	29.24
Minor threat	30.23
Not a threat	17.29
Not sure	23.02
Refused	0.22

How concerned are you about how TikTok uses data it collects from its users?

asked of all respondents

	Percent
Very concerned	30.88
Somewhat concerned	33.43
Not too concerned	21.95
Not at all concerned	11.65
Refused	2.09

Do you ever do each of the following?

asked of all respondents

	Percent
Buy things online	
Yes, I do	91.66
No, I do not	7.89
Refused	0.45

Use online banking sites or apps

Yes, I do	84.12
No, I do not	15.17
Refused	0.71

Do you ever use public WiFi in places such as cafes, libraries, or stores to do each of the following?

asked of online shoppers

	Percent
Buy things online	
Yes, I do this using public WiFi	22.02
No, I do not do this using public WiFi	77.53
Refused	0.46
Use online banking sites or apps	
Yes, I do this using public WiFi	20.22
No, I do not do this using public WiFi	79.45
Refused	0.33

Have you ever stopped using a digital device, website or app because you were worried about how your personal information was being used?

asked of internet users

	Percent
Yes, I have	50.49
No, I have not	48.76
Refused	0.75

Do you ever do any of the following to manage your privacy online?

asked of internet users

	Percent
Decline or turn off cookies or other tracking on websites	
Yes, I do	68.67
No, I do not	30.50

Refused	0.83

Use messaging apps or services that encrypt your private communication with others

Yes, I do	37.46
No, I do not	61.11
Refused	1.43

Use a browser or search engine that doesn't keep track of what you're doing

Yes, I do	45.31
No, I do not	52.82
Refused	1.88

Change your social media privacy settings

Yes, I do	68.32
No, I do not	31.00
Refused	0.68

Do you ever feel...

asked of internet users

	Percent
Overwhelmed by the amount of passwords you have to keep track of?	
Yes, I feel this way	71.60
No, I do not feel this way	27.87
Refused	0.53
Anxious about whether the passwords you use are strong and secure?	
Yes, I feel this way	46.15
No, I do not feel this way	53.08
Refused	0.77

When picking a password, do you generally create one that you think will be...

asked of internet users

	Percent
Easier to remember, even if it may be less secure	47.04
More secure, even if it may be harder to remember	51.97
Refused	1.00

Do you use a password manager, such as LastPass or iCloud Keychain, to help keep track of your online passwords?

asked of internet users

	Percent
Yes, I use a password manager	33.46
No, I do not use a password manager	65.13
Refused	1.41

In thinking about how you access your different online accounts, how often do you...

asked of internet users

	Percent
Reset your passwords	
Always or almost always	4.75
Often	16.89
Sometimes	48.73
Rarely	24.87
Never	4.12
Refused	0.65
Save passwords in your browser	
Always or almost always	16.00
Often	18.69
Sometimes	25.14
Rarely	14.23
Never	25.14
Refused	0.80
Write your passwords down	
Always or almost always	26.41
Often	15.39
Sometimes	19.43
Rarely	17.34
Never	20.81
Refused	0.61

Do you use a passcode, fingerprint, face recognition, or other security feature to unlock your smartphone?

asked of smartphone users

	Percent
Yes, I do	83.14
No, I do not	16.14
Refused	0.71

How do you typically handle software updates for each of the following?

asked of smartphone users

	Percent
Your smartphone operating system	
I set them to update automatically	42.38
I update them when I'm notified, as soon as it's convenient	36.52
I update them when I'm notified, but only when I am required to	17.24
I never install updates	3.12
Refused	0.74
Specific apps on your smartphone	
I set them to update automatically	39.50
I update them when I'm notified, as soon as it's convenient	33.96
I update them when I'm notified, but only when I am required to	21.37
I never install updates	4.29
Refused	0.87

How much do you feel you understand the laws and regulations that are currently in place to protect your data privacy?

asked of all respondents

	Percent
A great deal	3.05
Some	24.44
Very little	51.22
Not at all	20.86

Refused	0.43

How much government regulation do you think there should be of what companies can do with their customers' personal information?

asked of all respondents

	Percent
More regulation than now	71.95
Less regulation than now	6.76
About the same amount as now	18.22
Refused	3.08

How concerned are you about each of the following?

asked of all respondents

	Percent
Advertisers using data about what children do online to target ads to them	
Very concerned	50.94
Somewhat concerned	34.39
Not too concerned	10.38
Not at all concerned	3.50
Refused	0.80
Online games or gaming apps tracking what children are doing on them	
Very concerned	48.29
Somewhat concerned	35.45
Not too concerned	11.25
Not at all concerned	4.24
Refused	0.77
Social media sites and apps knowing personal information about children	
Very concerned	58.91
Somewhat concerned	29.78
Not too concerned	7.60
Not at all concerned	3.00
Refused	0.72

How much responsibility do you think each of the following should have for protecting children's online privacy?

asked of all respondents

	Percent
The government	
A great deal of responsibility	46.15
Some responsibility	38.53
Very little responsibility	9.84
No responsibility at all	4.63
Refused	0.84
Technology companies	
A great deal of responsibility	59.28
Some responsibility	31.77
Very little responsibility	5.41
No responsibility at all	2.83
Refused	0.71
Parents	
A great deal of responsibility	85.28
Some responsibility	10.42
Very little responsibility	2.80
No responsibility at all	0.95
Refused	0.56

How acceptable do you think it is for law enforcement to do each of the following during a criminal investigation?

asked of form 1 respondents

	Percent
Obtain footage from cameras people install at their residences, like video doorbells	
Very acceptable	41.40
Somewhat acceptable	32.31
Somewhat unacceptable	9.22
Very unacceptable	9.25
Not sure	7.07
Refused	0.75
Require third parties to turn over users' private chats, messages or calls	
Very acceptable	24.07

	Percent
Somewhat acceptable	30.49
Somewhat unacceptable	17.93
Very unacceptable	15.47
Not sure	11.27
Refused	0.77
Break the passcode on a user's phone to get access to its contents	
Very acceptable	24.85
Somewhat acceptable	29.36
Somewhat unacceptable	16.71
Very unacceptable	17.66
Not sure	10.64
Refused	0.78
Use information from cell phone towers to track where someone is	
Very acceptable	42.52
Somewhat acceptable	31.06
Somewhat unacceptable	10.24
Very unacceptable	7.26
Not sure	8.04
Refused	0.87

How acceptable do you think it is for law enforcement to do each of the following during a criminal investigation where public safety is at risk?

asked of form 2 respondents

	Percent
Obtain footage from cameras people install at their residences, like video doorbells	
Very acceptable	43.42
Somewhat acceptable	30.20
Somewhat unacceptable	10.10
Very unacceptable	9.75
Not sure	6.11
Refused	0.40
Require third parties to turn over users' private chats, messages or calls	
Very acceptable	28.00
Somewhat acceptable	31.27
Somewhat unacceptable	15.92
Very unacceptable	14.57
Not sure	9.84
Refused	0.39

Break the passcode on a user's phone to get access to its contents

Very acceptable	29.51
Somewhat acceptable	30.61
Somewhat unacceptable	13.21
Very unacceptable	17.55
Not sure	8.60
Refused	0.53

Use information from cell phone towers to track where someone is

Very acceptable	46.70
Somewhat acceptable	29.67
Somewhat unacceptable	10.10
Very unacceptable	7.59
Not sure	5.49
Refused	0.44

How much have you heard or read about AI?

asked of all respondents

	Percent
A lot	27.25
A little	59.73
Nothing at all	12.84
Refused	0.18

As companies use AI to collect and analyze personal details and information, do you think this information will be used in ways...

asked of heard of AI

	Percent
People would not be comfortable with	
Definitely will happen	40.28
Probably will happen	40.75
Probably will not happen	8.32
Definitely will not happen	3.15
Not sure	7.13
Refused	0.37
That were not originally intended	

Definitely will happen	44.45
Probably will happen	35.67
Probably will not happen	7.65
Definitely will not happen	3.30
Not sure	8.61
Refused	0.32

That could make people's lives easier

Definitely will happen	14.04
Probably will happen	48.46
Probably will not happen	20.15
Definitely will not happen	6.58
Not sure	10.41
Refused	0.36

How much do you trust companies to make responsible decisions about how they use AI in their products?

asked of heard of AI

	Percent
A great deal	2.30
Some	21.55
Very little	40.53
Not at all	29.72
Not sure	5.70
Refused	0.21

Are you the parent or guardian of any children under age 18?

asked of all respondents

	Percent
Yes	29.52
No	70.10
Refused	0.38

Patriotism

Thinking about what it means to be a good citizen, how important is it to display the American flag?

asked of all respondents

	Percent
Extremely important	18.21
Very important	17.37
Somewhat important	20.50
Not too important	20.66
Not at all important	22.44
Refused	0.82

How proud, if at all, does the American flag make you feel?

asked of all respondents

	Percent
Extremely proud	27.58
Very proud	23.73
Somewhat proud	24.73
Not too proud	11.88
Not at all proud	10.50
Refused	1.58

Do you ever display the American flag outside your home or on your car?

asked of all respondents

	Percent
Yes, always	16.81
Yes, sometimes	31.32
No	51.15
Refused	0.71

Do you ever display any flags other than the American flag outside your home or on your car?

asked of all respondents

	Percent
Yes, always	5.33
Yes, sometimes	17.64
No	76.48
Refused	0.56

How many of your neighbors, if any, display the American flag outside their homes or on their cars?

asked of all respondents

	Percent
All of them	1.41
Some of them	66.48
None of them	21.47
Not sure	10.28
Refused	0.36

Black Lives Matter

Have you ever...

asked of all respondents

	Percent
Attended a Black Lives Matter protest	
Yes, I have	7.19
No, I have not	92.50
Refused	0.31
Seen content on social media related to Black Lives Matter	
Yes, I have	76.50
No, I have not	23.13
Refused	0.37

Posted or shared things on social media in support of Black Lives Matter

Yes, I have	23.58
No, I have not	76.25
Refused	0.17

Posted or shared things on social media in opposition to Black Lives Matter

Yes, I have	9.55
No, I have not	90.26
Refused	0.19

How much of a problem do you think police violence against Black people is in the United States today?

asked of all respondents

	Percent
Major problem	46.36
Minor problem	34.20
Not a problem	18.04
Refused	1.39

How effective do you think each of the following is for bringing attention to police violence against Black people in the United States?

asked of those who said police violence is a problem

	Percent
Social media	
Extremely effective	17.14
Very effective	25.87
Somewhat effective	37.68
Not too effective	13.29
Not at all effective	5.37
Refused	0.65
News organizations	
Extremely effective	10.28
Very effective	21.93
Somewhat effective	44.92
Not too effective	16.42
Not at all effective	5.89

29

Refused	0.55