

**2023 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 127 INTERNET
MAY 15 – 21, 2023¹**

ASK ALL:

DIGCONF

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

- 1 Very confident
- 2 Somewhat confident
- 3 Only a little confident
- 4 Not at all confident

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

☐ Very confident
☐ Somewhat confident
☐ Only a little confident
☐ Not at all confident

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ASK ALL:

TECHHELP

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... **[RANDOMIZE RESPONSE OPTIONS]**

- 1 Need someone else to set it up or show me how to use it
- 2 Am able to set it up and learn how to use it on my own

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...

☐ Am able to set it up and learn how to use it on my own
☐ Need someone else to set it up or show me how to use it

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¹ Open-end responses are excluded from public datasets to protect the confidentiality of ATP panelists.

ASK ALL:

SMARTPHONE Do you have a smartphone?

- 1 Yes, I have a smartphone
- 2 No, I do not have a smartphone

Do you have a smartphone?

☐ Yes, I have a smartphone

☐ No, I do not have a smartphone

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ASK IF INTERNET USER (XTABLET=2):

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

- 1 Yes, I use social media sites
- 2 No, I do not use social media sites

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

☐ Yes, I use social media sites

☐ No, I do not use social media sites

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ASK ALL:SM9 How well do you think each of the following statements describes social media? Social media... **[RANDOMIZE ITEMS]**

- a. Helps give a voice to underrepresented groups
- b. Distracts people from issues that are truly important
- c. Highlights important issues that might not get a lot of attention otherwise
- d. Makes it easier to hold powerful people accountable for their actions
- e. Makes people think they are making a difference when they really aren't

RESPONSE OPTIONS:

- 1 Very well
- 2 Somewhat well
- 3 Not too well
- 4 Not at all well

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

Helps give a voice to underrepresented groups

- ☐ Very well
- ☐ Somewhat well
- ☐ Not too well
- ☐ Not at all well

Makes people think they are making a difference when they really aren't

- ☐ Very well
- ☐ Somewhat well
- ☐ Not too well
- ☐ Not at all well

Highlights important issues that might not get a lot of attention otherwise

- ☐ Very well
- ☐ Somewhat well
- ☐ Not too well
- ☐ Not at all well

Makes it easier to hold powerful people accountable for their actions

- ☐ Very well
- ☐ Somewhat well
- ☐ Not too well
- ☐ Not at all well

Distracts people from issues that are truly important

- ☐ Very well
- ☐ Somewhat well
- ☐ Not too well
- ☐ Not at all well

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ASK IF SOCIAL MEDIA USER (SNSUSE=1):

SM10 Have you done any of the following activities on social media in the past year?
[RANDOMIZE ITEMS]

- a. Changed your profile picture to show your support for a cause
- b. Used hashtags related to a political or social issue
- c. Taken part in a group that shares an interest in an issue or cause
- d. Encouraged others to take action on issues that are important to you
- e. Looked for information about rallies or protests happening in your area

RESPONSE OPTIONS:

- 1 Have done this in the past year
- 2 Have not done this in the past year

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

Encouraged others to take action on issues that are important to you

- ☐ Have done this in the past year
- ☐ Have not done this in the past year

Looked for information about rallies or protests happening in your area

- ☐ Have done this in the past year
- ☐ Have not done this in the past year

Changed your profile picture to show your support for a cause

- ☐ Have done this in the past year
- ☐ Have not done this in the past year

Taken part in a group that shares an interest in an issue or cause

- ☐ Have done this in the past year
- ☐ Have not done this in the past year

Used hashtags related to a political or social issue

- ☐ Have done this in the past year
- ☐ Have not done this in the past year

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ASK IF SOCIAL MEDIA USER (SNSUSE=1):

SM11 How important is social media to you personally when it comes to the following things?
[RANDOMIZE ITEMS]

- a. Finding other people who share your views about important issues
- b. Getting involved with political or social issues that are important to you
- c. Giving you a venue to express your political opinions

RESPONSE OPTIONS:

- 1 Very important
- 2 Somewhat important
- 3 Not very important
- 4 Not important at all

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

Giving you a venue to express your political opinions

- ☐ Very important
- ☐ Somewhat important
- ☐ Not very important
- ☐ Not important at all

Finding other people who share your views about important issues

- ☐ Very important
- ☐ Somewhat important
- ☐ Not very important
- ☐ Not important at all

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

- ☐ Very important
- ☐ Somewhat important
- ☐ Not very important
- ☐ Not important at all

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ASK ALL:

SMBLM

Have you ever... **[RANDOMIZE ITEMS a-b TOGETHER IN BLOCK, c-d TOGETHER IN BLOCK, RANDOMIZE BLOCKS]**

a. Attended a Black Lives Matter protest

ASK IF SOCIAL MEDIA USER (SNSUSE=1):

b. Seen content on social media related to Black Lives Matter

ASK IF SOCIAL MEDIA USER (SNSUSE=1):

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

ASK IF SOCIAL MEDIA USER (SNSUSE=1):

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

RESPONSE OPTIONS:

1 Yes, I have

2 No, I have not

Have you ever...

Attended a Black Lives Matter protest

☐ Yes, I have

☐ No, I have not

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Have you ever...

Seen content on social media related to Black Lives Matter

☐ Yes, I have

☐ No, I have not

Attended a Black Lives Matter protest

☐ Yes, I have

☐ No, I have not

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

☐ Yes, I have

☐ No, I have not

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

☐ Yes, I have

☐ No, I have not

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ASK ALL:

POLPROB

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

- 1 Major problem
- 2 Minor problem
- 3 Not a problem

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

- ☐ Major problem
- ☐ Minor problem
- ☐ Not a problem

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ASK IF THINKS POLICE VIOLENCE AGAINST BLACK PEOPLE IS A MAJOR OR MINOR PROBLEM (POLPROB=1,2):

MEDPOLEFF

How effective do you think each of the following is for bringing attention to police violence against Black people in the United States? **[RANDOMIZE ITEMS; RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1]**

- a. Social media
- b. News organizations

RESPONSE OPTIONS:

- 1 Extremely effective
- 2 Very effective
- 3 Somewhat effective
- 4 Not too effective
- 5 Not at all effective

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

Social media

- ☐ Not at all effective
- ☐ Not too effective
- ☐ Somewhat effective
- ☐ Very effective
- ☐ Extremely effective

News organizations

- ☐ Not at all effective
- ☐ Not too effective
- ☐ Somewhat effective
- ☐ Very effective
- ☐ Extremely effective

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ASK IF INTERNET USER (XTABLET=2):

PRIVFEEL When you think about managing your privacy online, do you feel... **[RANDOMIZE ITEMS]**

- a. Overwhelmed by figuring out what you need to do
- b. Skeptical that anything you do will make much difference
- c. Confident those who have access to your personal information will do what is right
- d. You trust yourself to make the right decisions about your personal information
- e. Like privacy is not that big of a deal to you

RESPONSE OPTIONS:

- 1 Yes, I do
- 2 No, I do not

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

Confident those who have access to your personal information will do what is right

☐ Yes, I do

☐ No, I do not

Skeptical that anything you do will make much difference

☐ Yes, I do

☐ No, I do not

Overwhelmed by figuring out what you need to do

☐ Yes, I do

☐ No, I do not

Like privacy is not that big of a deal to you

☐ Yes, I do

☐ No, I do not

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

☐ Yes, I do

☐ No, I do not

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ASK ALL:

PRIVWRY

How worried are you about each of the following? **[RANDOMIZE ITEMS]**

- a. People stealing your identity or personal information
- b. Companies selling your information to others without you knowing
- ASK IF INTERNET USER (XTABLET=2):**
- c. Law enforcement monitoring what you do online

RESPONSE OPTIONS:

- 1 Very worried
- 2 Somewhat worried
- 3 Not too worried
- 4 Not at all worried

How worried are you about each of the following?

Companies selling your information to others without you knowing

- ☐ Very worried
- ☐ Somewhat worried
- ☐ Not too worried
- ☐ Not at all worried

People stealing your identity or personal information

- ☐ Very worried
- ☐ Somewhat worried
- ☐ Not too worried
- ☐ Not at all worried

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How worried are you about each of the following?

People stealing your identity or personal information

- ☐ Very worried
- ☐ Somewhat worried
- ☐ Not too worried
- ☐ Not at all worried

Companies selling your information to others without you knowing

- ☐ Very worried
- ☐ Somewhat worried
- ☐ Not too worried
- ☐ Not at all worried

Law enforcement monitoring what you do online

- ☐ Very worried
- ☐ Somewhat worried
- ☐ Not too worried
- ☐ Not at all worried

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ASK IF INTERNET USER (XTABLET=2):

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

- 1 Very confident
- 2 Somewhat confident
- 3 Not too confident
- 4 Not at all confident

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

- ☐ Very confident
- ☐ Somewhat confident
- ☐ Not too confident
- ☐ Not at all confident

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ASK ALL:

DB1 In the last 12 months, have you had someone... **[RANDOMIZE ITEMS]**

- a. Put fraudulent charges on your debit or credit card
- b. Take over your email or social media account without your permission
- c. Attempt to open a line of credit or apply for a loan using your name

RESPONSE OPTIONS:

- 1 Yes, this has happened in the last 12 months
- 2 No, this has not happened in the last 12 months

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

Take over your email or social media account without your permission

- ☐ Yes, this has happened in the last 12 months
- ☐ No, this has not happened in the last 12 months

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

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

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DISPLAY TO ALL:

We are interested in what people know off the top of their head about some topics. You may find some of these questions easy and others difficult. (If you don't know the answer, select "Not sure.") As far as you know...

[START OF BLOCK 1] [RANDOMIZE QUESTION ORDER IN BLOCK 1 (DKQ1 – DKQ10)]**ASK ALL:**

DKQ1

As of April 2023, which of the following companies did Elon Musk run? **[RANDOMIZE OPTIONS 1-4, WITH 5 ALWAYS LAST]**

- 1 Tesla and Twitter {correct}
 - 2 Uber and Snapchat
 - 3 Twitter and Uber
 - 4 Snapchat and Tesla
- [SPACE]**
- 5 Not sure **[ANCHOR]**

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

☐ Tesla and Twitter

☐ Snapchat and Tesla

☐ Uber and Snapchat

☐ Twitter and Uber

☐ Not sure

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ASK ALL:

DKQ2

If a website uses cookies, it means that the site can... **[RANDOMIZE OPTIONS 1-4, WITH 5 ALWAYS LAST]**

- 1 Protect your computer from getting viruses
 - 2 Send you pop-up advertisements
 - 3 Look at files saved on your computer
 - 4 Track your visits and activity on the site {correct}
- [SPACE]**
- 5 Not sure **[ANCHOR]**

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

☐ Track your visits and activity on the site

☐ Look at files saved on your computer

☐ Protect your computer from getting viruses

☐ Send you pop-up advertisements

☐ Not sure

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ASK ALL:

DKQ3

What is a “deepfake”? **[RANDOMIZE OPTIONS 1-4, WITH 5 ALWAYS LAST]**

- 1 A seemingly real, computer-generated image, video or audio of something that did not occur {correct}
- 2 A text-based chatbot that tricks people into thinking that they are talking to another person
- 3 A system that records and protects information online
- 4 A program that makes it look like people are using the internet from a different location

[SPACE]

- 5 Not sure **[ANCHOR]**

What is a “deepfake”?

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

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ASK ALL:

DKQ4

In 2021, Facebook changed its company name to... **[RANDOMIZE OPTIONS 1-4, WITH 5 ALWAYS LAST]**

- 1 Meta {correct}
- 2 Alphabet
- 3 Cisco
- 4 Horizon

[SPACE]

- 5 Not sure **[ANCHOR]**

In 2021, Facebook changed its company name to...

- ☐ Cisco
- ☐ Horizon
- ☐ Meta
- ☐ Alphabet
- ☐ Not sure

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ASK ALL:

DKQ5

Which of the following passwords is the most secure? **[RANDOMIZE OPTIONS 1-4, WITH 5 ALWAYS LAST]**

- 1 SportsFan1983
 - 2 WTh!58iLf2?9zD **{correct}**
 - 3 abc12.6.48
 - 4 1234567890
- [SPACE]**
- 5 Not sure **[ANCHOR]**

Which of the following passwords is the most secure?

☐ abc12.6.48

☐ SportsFan1983

☐ 1234567890

☐ WTh!58iLf2?9zD

☐ Not sure

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ASK ALL:

DKQ6

Which of the following establishes a secure and encrypted connection by routing a user's internet traffic through a remote server? **[RANDOMIZE OPTIONS 1-4, WITH 5 ALWAYS LAST]** ²

- 1 Firewall
 - 2 Blockchain
 - 3 Virtual personal network, or "VPN" **{correct}**
 - 4 Antivirus software
- [SPACE]**
- 5 Not sure **[ANCHOR]**

Which of the following establishes a secure and encrypted connection by routing a user's internet traffic through a remote server?

☐ Virtual personal network, or "VPN"

☐ Firewall

☐ Antivirus software

☐ Blockchain

☐ Not sure

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² Due to an error in the question wording, results from DKQ6 were not reported and this variable has been removed from the data.

ASK ALL:

DKQ7

How do large language models, such as ChatGPT, come up with answers to questions users submit? **[RANDOMIZE OPTIONS 1-4, WITH 5 ALWAYS LAST]**

- 1 Randomly generate sentences that reorganize and reuse keywords found in the submitted question
- 2 Search the internet and summarize what the top results say on that topic
- 3 Create a response based on word patterns and relationships it previously learned from text pulled from the internet {correct}
- 4 Use a pre-written response that plugs in keywords from the question without any understanding of what was being asked

[SPACE]

- 5 Not sure **[ANCHOR]**

We are interested in what people know off the top of their head about some topics. You may find some of these questions easy and others difficult. (If you don't know the answer, select "Not sure.") As far as you know...

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

- ☐ Use a pre-written response that plugs in keywords from the question without any understanding of what was being asked
- ☐ 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 internet
- ☐ Randomly generate sentences that reorganize and reuse keywords found in the submitted question
- ☐ Not sure

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ASK ALL:

DKQ8

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? **[RANDOMIZE OPTIONS 1-4, WITH 5 ALWAYS LAST]**

- 1 **Insert Item 1 (correct answer).png [do not include this wording: Picture of 2-step code {correct}]**

Enter code

If matches the last 4 digits of the phone number on your account, we'll send you a code.

☐ Don't ask me again on this device

Verify

a.

- 2 **Insert Item 2(captcha).png [do not include this wording:** Picture of captcha]



- 3 **Insert Item 3 (security questions).png [do not include this wording:** Picture of security questions]

Please answer your security questions.

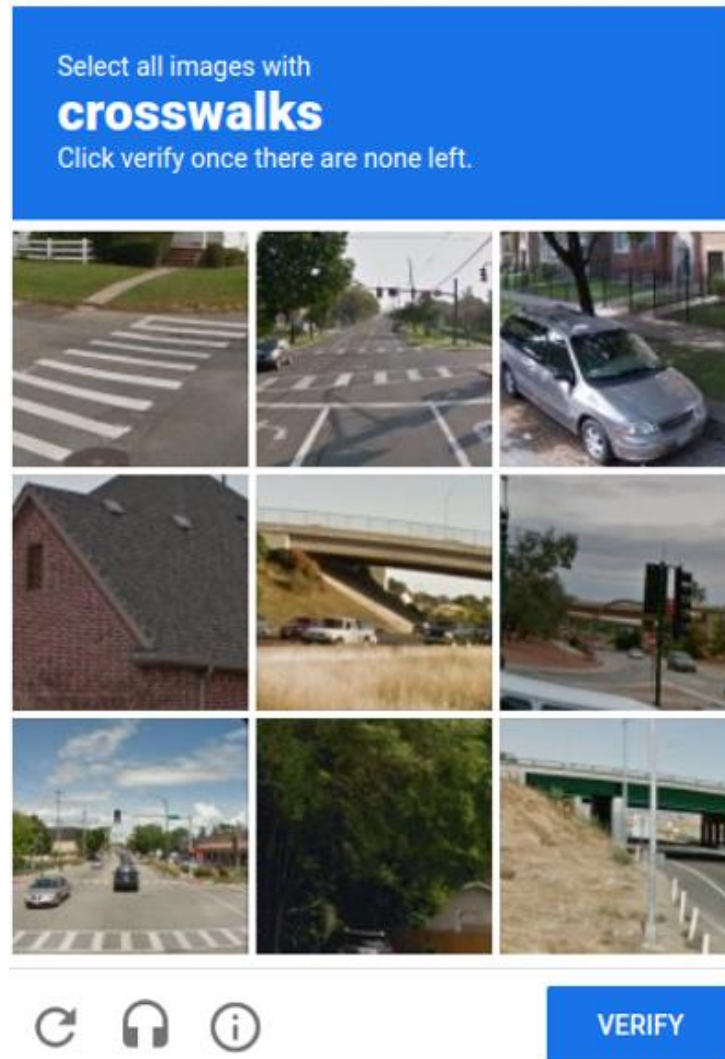
These questions help us verify your identity.

What was your childhood nickname?

What was the name of your first manager?

Forgot your answers? [Send reset security info email to](#) [REDACTED] [▶](#)


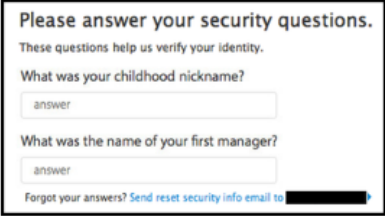
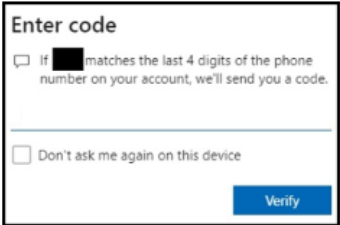
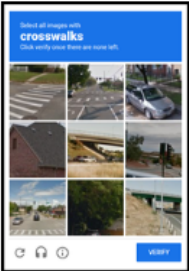
- 4 **Insert Item 4 (recaptcha).png [do not include this wording:** Picture of reCAPTCHA grid]



[SPACE]

5 Not sure [ANCHOR]

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?

☐    

☐ Not sure

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ASK ALL:

DKQ9

Websites in the United States are prohibited from collecting data online from children under what age without a parent's consent? **[RANDOMIZE HALF ORDER 1-5 OR 5-1, WITH 6 ALWAYS LAST]**

- 1 5
- 2 10
- 3 13 {correct}
- 4 16
- 5 18
- [SPACE]
- 6 Not sure [ANCHOR]

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

☐ 5
☐ 10
☐ 13
☐ 16
☐ 18
☐ Not sure

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ASK ALL:

DKQ10

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?

- 1 Yes, it does
 2 No, it does not {correct}
 [SPACE]
 3 Not sure

[END OF BLOCK 1]

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?

☐ Yes, it does
☐ No, it does not
☐ Not sure

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[RANDOMIZE ORDER OF BLOCK 2 (CONCERNCO – UNDERSTANDCO) AND BLOCK 3 (CONCERNGOV - UNDERSTANDGOV), BUT KEEP QUESTIONS IN ORDER WITHIN BLOCKS]

[START OF BLOCK 2]**ASK ALL:**

CONCERNCO

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

- 1 Very concerned
 2 Somewhat concerned
 3 Not too concerned
 4 Not at all concerned

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

- ☐ Very concerned
- ☐ Somewhat concerned
- ☐ Not too concerned
- ☐ Not at all concerned

[Previous](#)[Next](#)**ASK ALL:**

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

- 1 A great deal of control
- 2 Some control
- 3 Very little control
- 4 No control

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

- ☐ A great deal of control
- ☐ Some control
- ☐ Very little control
- ☐ No control

[Previous](#)[Next](#)**ASK ALL:**

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

- 1 A great deal
- 2 Some
- 3 Very little
- 4 Nothing

[END OF BLOCK 2]

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

- ☐ A great deal
- ☐ Some
- ☐ Very little
- ☐ Nothing

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[RANDOMIZE ORDER OF BLOCK 2 AND BLOCK 3]

[START OF BLOCK 3]

ASK ALL:

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

- 1 Very concerned
- 2 Somewhat concerned
- 3 Not too concerned
- 4 Not at all concerned

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

☐ Very concerned

☐ Somewhat concerned

☐ Not too concerned

☐ Not at all concerned

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ASK ALL:

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

- 1 A great deal of control
- 2 Some control
- 3 Very little control
- 4 No control

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

☐ A great deal of control

☐ Some control

☐ Very little control

☐ No control

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ASK ALL:

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

- 1 A great deal
- 2 Some
- 3 Very little
- 4 Nothing

[END OF BLOCK 3]

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

- ☐ A great deal
- ☐ Some
- ☐ Very little
- ☐ Nothing

[Previous](#)[Next](#)**ASK ALL:**

AIPRIV1

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

[RANDOMIZE ITEMS]

- a. A smart speaker analyzing people's voices to learn to recognize who is speaking
- b. Social media companies analyzing what people do on their sites to deliver personalized content
- c. Using computer programs, or algorithms, to determine who should be eligible for public assistance

RESPONSE OPTIONS:

- 1 Very acceptable
- 2 Somewhat acceptable
- 3 Somewhat unacceptable
- 4 Very unacceptable

[SPACE]

- 5 Not sure

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

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

☐ Very acceptable
☐ Somewhat acceptable
☐ Somewhat unacceptable
☐ Very unacceptable
☐ Not sure

Social media companies analyzing what people do on their sites to deliver personalized content

☐ Very acceptable
☐ Somewhat acceptable
☐ Somewhat unacceptable
☐ Very unacceptable
☐ Not sure

A smart speaker analyzing people's voices to learn to recognize who is speaking

☐ Very acceptable
☐ Somewhat acceptable
☐ Somewhat unacceptable
☐ Very unacceptable
☐ Not sure

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DISPLAY IF INTERNET USER (XTABLET=2):

Privacy policies are often used by companies to describe how they are using people's data. Thinking about privacy policies you might come across online or on your smartphone...

ASK IF INTERNET USER (XTABLET=2):

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

- 1 Always or almost always
- 2 Often
- 3 Sometimes
- 4 Rarely
- 5 Never

Privacy policies are often used by companies to describe how they are using people's data. Thinking about privacy policies you might come across online or on your smartphone...

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

- ☐ Always or almost always
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

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ASK IF INTERNET USER (XTABLET=2):

PPEFF

How effective do you think privacy policies are as a way for companies to communicate how they are using people's data? **[RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1]**

- 1 Extremely effective
- 2 Very effective
- 3 Somewhat effective
- 4 Not too effective
- 5 Not at all effective

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

- ☐ Extremely effective
- ☐ Very effective
- ☐ Somewhat effective
- ☐ Not too effective
- ☐ Not at all effective

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ASK IF INTERNET USER (XTABLET=2):

PPUSE Which of the following comes closer to your view, even if neither is exactly right?
[RANDOMIZE RESPONSE OPTIONS]

Privacy policies are ...

- 1 Just something I have to get past in order to use a product or service
- 2 A meaningful part of my decision to use a product or service

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

Privacy policies are...

☐ A meaningful part of my decision to use a product or service

☐ Just something I have to get past in order to use a product or service

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DISPLAY TO ALL:

Thinking now about the leaders of social media companies...

ASK ALL:

SMLEAD How much do you trust that leaders of social media companies will... **[RANDOMIZE ITEMS]**

- a. Publicly admit mistakes and take responsibility when they misuse or compromise users' personal data
- b. Be held accountable by the government if they misuse or compromise users' personal data
- c. Not sell users' personal data to others without their consent

RESPONSE OPTIONS:

- 1 A great deal
- 2 Some
- 3 Very little
- 4 Not at all

[SPACE]

- 5 Not sure

Thinking now about the leaders of social media companies...

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

Not sell users' personal data to others without their consent

☐ A great deal

☐ Some

☐ Very little

☐ Not at all

☐ Not sure

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

Publicly admit mistakes and take responsibility when they misuse or compromise users' personal data

☐ A great deal

☐ Some

☐ Very little

☐ Not at all

☐ Not sure

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ASK ALL:

TIKTOK

Do you use TikTok?

- 1 Yes
- 2 No

Do you use TikTok?

☐ Yes

☐ No

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[RANDOMIZE ORDER OF TIKTHRT AND TIKDATA]**ASK ALL:**

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

- 1 Major threat
- 2 Minor threat
- 3 Not a threat
- [SPACE]**
- 4 Not sure

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

☐ Major threat
☐ Minor threat
☐ Not a threat
☐ Not sure

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[RANDOMIZE ORDER OF TIKTHRT AND TIKDATA]**ASK ALL:**

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

- 1 Very concerned
- 2 Somewhat concerned
- 3 Not too concerned
- 4 Not at all concerned

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

☐ Very concerned
☐ Somewhat concerned
☐ Not too concerned
☐ Not at all concerned

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ASK ALL:

ONLTSK Do you ever do each of the following? **[RANDOMIZE ITEMS]**

- a. Buy things online
- b. Use online banking sites or apps

RESPONSE OPTIONS:

- 1 Yes, I do
- 2 No, I do not

Do you ever do each of the following?

Buy things online

☐ Yes, I do

☐ No, I do not

Use online banking sites or apps

☐ Yes, I do

☐ No, I do not

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ASK IF RESPONDENT SAID THEY EVER DO ACTIVITIES LISTED IN ONLTSK (ONLTSKa-b=1):
 PUBWIFI Do you ever use public WiFi in places such as cafes, libraries, or stores to do each of the following? **[SHOW IN SAME ORDER AS ONLTSK]**

ASK IF EVER BUYS THINGS ONLINE (ONLTSKa=1):

a. Buy things online

ASK IF EVER USES ONLINE BANKING SITES OR APPS (ONLTSKb=1):

b. Use online banking sites or apps

RESPONSE OPTIONS:

- 1 Yes, I do this using public WiFi
- 2 No, I do not do this using public WiFi

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

Buy things online

☐ Yes, I do this using public WiFi

☐ No, I do not do this using public WiFi

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

Use online banking sites or apps

☐ Yes, I do this using public WiFi

☐ No, I do not do this using public WiFi

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

Buy things online

☐ Yes, I do this using public WiFi

☐ No, I do not do this using public WiFi

Use online banking sites or apps

☐ Yes, I do this using public WiFi

☐ No, I do not do this using public WiFi

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ASK IF INTERNET USER (XTABLET=2):

DIGHABT1 Have you ever stopped using a digital device, website or app because you were worried about how your personal information was being used?

- 1 Yes, I have
- 2 No, I have not

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

☐ Yes, I have

☐ No, I have not

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ASK IF INTERNET USER (XTABLET=2):

DIGHABT2 Do you ever do any of the following to manage your privacy online? **[RANDOMIZE ITEMS]**

- a. Decline or turn off cookies or other tracking on websites
- b. Use a virtual personal network (VPN) or similar service on your personal devices³
- c. Use messaging apps or services that encrypt your private communication with others
- d. Use a browser or search engine that doesn't keep track of what you're doing

ASK ITEM e if SOCIAL MEDIA USER (SNSUSE=1):

- e. Change your social media privacy settings

RESPONSE OPTIONS:

- 1 Yes, I do
- 2 No, I do not

³ Due to an error in the question wording, results from DIGHABT2b were not reported and this variable has been removed from the data.

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

Use a virtual personal network (VPN) or similar service on your personal devices

- ☐ Yes, I do
- ☐ No, I do not

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

- ☐ Yes, I do
- ☐ No, I do not

Decline or turn off cookies or other tracking on websites

- ☐ Yes, I do
- ☐ No, I do not

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

- ☐ Yes, I do
- ☐ No, I do not

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

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

☐ Yes, I do

☐ No, I do not

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

☐ Yes, I do

☐ No, I do not

Use a virtual personal network (VPN) or similar service on your personal devices

☐ Yes, I do

☐ No, I do not

Change your social media privacy settings

☐ Yes, I do

☐ No, I do not

Decline or turn off cookies or other tracking on websites

☐ Yes, I do

☐ No, I do not

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ASK IF INTERNET USER (XTABLET=2):

PWFEEL Do you ever feel... [RANDOMIZE ITEMS]

- a. Overwhelmed by the amount of passwords you have to keep track of?
- b. Anxious about whether the passwords you use are strong and secure?

- 1 Yes, I feel this way
- 2 No, I do not feel this way

Do you ever feel...

Overwhelmed by the amount of passwords you have to keep track of?

☐ Yes, I feel this way

☐ No, I do not feel this way

Anxious about whether the passwords you use are strong and secure?

☐ Yes, I feel this way

☐ No, I do not feel this way

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ASK IF INTERNET USER (XTABLET=2):

PWPREF When picking a password, do you generally create one that you think will be...
[RANDOMIZE RESPONSE OPTIONS]

- 1 Easier to remember, even if it may be less secure
- 2 More secure, even if it may be harder to remember

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

☐ Easier to remember, even if it may be less secure

☐ More secure, even if it may be harder to remember

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ASK IF INTERNET USER (XTABLET=2):

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

- 1 Yes, I use a password manager
- 2 No, I do not use a password manager

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

☐ Yes, I use a password manager

☐ No, I do not use a password manager

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ASK IF INTERNET USER (XTABLET=2):

PWEXP In thinking about how you access your different online accounts, how often do you...
[RANDOMIZE ITEMS]

- a. Reset your passwords
- b. Save passwords in your browser
- c. Write your passwords down

RESPONSE OPTIONS:

- 1 Always or almost always
- 2 Often
- 3 Sometimes
- 4 Rarely
- 5 Never

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

Write your passwords down

☐ Always or almost always

☐ Often

☐ Sometimes

☐ Rarely

☐ Never

Reset your passwords

☐ Always or almost always

☐ Often

☐ Sometimes

☐ Rarely

☐ Never

Save passwords in your browser

☐ Always or almost always

☐ Often

☐ Sometimes

☐ Rarely

☐ Never

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DISPLAY IF SMARTPHONE OWNER (SMARTPHONE=1):

Thinking specifically about your personal smartphone...

ASK IF SMARTPHONE OWNER (SMARTPHONE=1):

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

- 1 Yes, I do
- 2 No, I do not

Thinking specifically about your personal smartphone...

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

☐ Yes, I do

☐ No, I do not

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ASK IF SMARTPHONE OWNER (SMARTPHONE=1):UPDATEPREF How do you typically handle software updates for each of the following? **[RANDOMIZE ITEMS]**

- a. Your smartphone operating system
- b. Specific apps on your smartphone

RESPONSE OPTIONS:

- 1 I set them to update automatically
- 2 I update them when I'm notified, as soon as it's convenient
- 3 I update them when I'm notified, but only when I am required to
- 4 I never install updates

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

Your smartphone operating system

☐ I set them to update automatically

☐ I update them when I'm notified, as soon as it's convenient

☐ I update them when I'm notified, but only when I am required to

☐ I never install updates

Specific apps on your smartphone

☐ I set them to update automatically

☐ I update them when I'm notified, as soon as it's convenient

☐ I update them when I'm notified, but only when I am required to

☐ I never install updates

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ASK ALL:

PRIVACYREG

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

- 1 A great deal
- 2 Some
- 3 Very little
- 4 Not at all

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

- ☐ A great deal
- ☐ Some
- ☐ Very little
- ☐ Not at all

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ASK ALL:

GOVREGV1

How much government regulation do you think there should be of what companies can do with their customers' personal information? **[RANDOMIZE RESPONSE OPTIONS 1 AND 2, WITH OPTION 3 ALWAYS LAST]**

- 1 More regulation than now
- 2 Less regulation than now
- 3 About the same amount as now **[ANCHOR]**

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

- ☐ Less regulation than now
- ☐ More regulation than now
- ☐ About the same amount as now

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ASK ALL:

KIDPRIV1

How concerned are you about each of the following? **[RANDOMIZE ITEMS]**

- a. Advertisers using data about what children do online to target ads to them
- b. Online games or gaming apps tracking what children are doing on them
- c. Social media sites and apps knowing personal information about children

RESPONSE OPTIONS:

- 1 Very concerned
- 2 Somewhat concerned
- 3 Not too concerned
- 4 Not at all concerned

How concerned are you about each of the following?

Social media sites and apps knowing personal information about children

☐ Very concerned
☐ Somewhat concerned
☐ Not too concerned
☐ Not at all concerned

Online games or gaming apps tracking what children are doing on them

☐ Very concerned
☐ Somewhat concerned
☐ Not too concerned
☐ Not at all concerned

Advertisers using data about what children do online to target ads to them

☐ Very concerned
☐ Somewhat concerned
☐ Not too concerned
☐ Not at all concerned

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ASK ALL:

KIDPRIV2

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

- a. The government
- b. Technology companies
- c. Parents

RESPONSE OPTIONS:

- 1 A great deal of responsibility
- 2 Some responsibility
- 3 Very little responsibility
- 4 No responsibility at all

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

Parents

- ☐ A great deal of responsibility
- ☐ Some responsibility
- ☐ Very little responsibility
- ☐ No responsibility at all

The government

- ☐ A great deal of responsibility
- ☐ Some responsibility
- ☐ Very little responsibility
- ☐ No responsibility at all

Technology companies

- ☐ A great deal of responsibility
- ☐ Some responsibility
- ☐ Very little responsibility
- ☐ No responsibility at all

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ASK IF FORM 1 (XFORM=1):

ACCPTLWF1 How acceptable do you think it is for law enforcement to do each of the following during a criminal investigation? **[RANDOMIZE ITEMS]**

- a. Obtain footage from cameras people install at their residences, like video doorbells
- b. Require third parties to turn over users' private chats, messages or calls
- c. Break the passcode on a user's phone to get access to its contents
- d. Use information from cell phone towers to track where someone is

RESPONSE OPTIONS:

- 1 Very acceptable
- 2 Somewhat acceptable
- 3 Somewhat unacceptable
- 4 Very unacceptable

[SPACE]

- 5 Not sure

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

Obtain footage from cameras people install at their residences, like video doorbells

- ☐ Very acceptable
- ☐ Somewhat acceptable
- ☐ Somewhat unacceptable
- ☐ Very unacceptable

- ☐ Not sure

Use information from cell phone towers to track where someone is

- ☐ Very acceptable
- ☐ Somewhat acceptable
- ☐ Somewhat unacceptable
- ☐ Very unacceptable

- ☐ Not sure

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

- ☐ Very acceptable
- ☐ Somewhat acceptable
- ☐ Somewhat unacceptable
- ☐ Very unacceptable

- ☐ Not sure

Require third parties to turn over users' private chats, messages or calls

- ☐ Very acceptable
- ☐ Somewhat acceptable
- ☐ Somewhat unacceptable
- ☐ Very unacceptable

- ☐ Not sure

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ASK IF FORM 2 (XFORM=2):

ACCPTLWF2 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? **[RANDOMIZE ITEMS]**

- a. Obtain footage from cameras people install at their residences, like video doorbells
- b. Require third parties to turn over users' private chats, messages or calls
- c. Break the passcode on a user's phone to get access to its contents
- d. Use information from cell phone towers to track where someone is

RESPONSE OPTIONS:

- 1 Very acceptable
- 2 Somewhat acceptable
- 3 Somewhat unacceptable
- 4 Very unacceptable

[SPACE]

- 5 Not sure

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?

Use information from cell phone towers to track where someone is

☐ Very acceptable
☐ Somewhat acceptable
☐ Somewhat unacceptable
☐ Very unacceptable
☐ Not sure

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

☐ Very acceptable
☐ Somewhat acceptable
☐ Somewhat unacceptable
☐ Very unacceptable
☐ Not sure

Require third parties to turn over users' private chats, messages or calls

☐ Very acceptable
☐ Somewhat acceptable
☐ Somewhat unacceptable
☐ Very unacceptable
☐ Not sure

Obtain footage from cameras people install at their residences, like video doorbells

☐ Very acceptable
☐ Somewhat acceptable
☐ Somewhat unacceptable
☐ Very unacceptable
☐ Not sure

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ASK ALL:

Artificial intelligence (AI) is designed to learn tasks that humans typically do, for instance recognizing speech or pictures.

AI_HEARD How much have you heard or read about AI?

- 1 A lot
- 2 A little
- 3 Nothing at all

Artificial intelligence (AI) is designed to learn tasks that humans typically do, for instance recognizing speech or pictures.

How much have you heard or read about AI?

- ☐ A lot
- ☐ A little
- ☐ Nothing at all

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ASK IF HEARD A LOT OR A LITTLE ABOUT AI (AI_HEARD=1,2):

AIPRIV2 As companies use AI to collect and analyze personal details and information, do you think this information will be used in ways... **[RANDOMIZE ITEMS; RANDOMLY DISPLAY RESPONSE OPTIONS 1-4 OR 4-1, WITH 5 ALWAYS LAST]**

- a. People would not be comfortable with
- b. That were not originally intended
- c. That could make people's lives easier

RESPONSE OPTIONS:

- 1 Definitely will happen
- 2 Probably will happen
- 3 Probably will not happen
- 4 Definitely will not happen

[SPACE]

- 5 Not sure

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

That could make people's lives easier

☐ Definitely will not happen
☐ Probably will not happen
☐ Probably will happen
☐ Definitely will happen
☐ Not sure

That were not originally intended

☐ Definitely will not happen
☐ Probably will not happen
☐ Probably will happen
☐ Definitely will happen
☐ Not sure

People would not be comfortable with

☐ Definitely will not happen
☐ Probably will not happen
☐ Probably will happen
☐ Definitely will happen
☐ Not sure

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ASK IF HEARD A LOT OR A LITTLE ABOUT AI (AI_HEARD=1,2):

AIPRIV3 How much do you trust companies to make responsible decisions about how they use AI in their products?

- 1 A great deal
 2 Some
 3 Very little
 4 Not at all
 [SPACE]
 5 Not sure

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

- ☐ A great deal
- ☐ Some
- ☐ Very little
- ☐ Not at all
- ☐ Not sure

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DISPLAY TO ALL:

Just a few last questions...

ASK ALL:

KIDS1 Are you the parent or guardian of any children under age 18?

- 1 Yes
- 2 No

Just a few last questions...

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

- ☐ Yes
- ☐ No

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ASK ALL:

FLAG1 Thinking about what it means to be a good citizen, how important is it to display the American flag? **[RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1 IN SAME ORDER AS PPEFF. IF PPEFF WAS NOT ASKED, THEN RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1]**

- 1 Extremely important
- 2 Very important
- 3 Somewhat important
- 4 Not too important
- 5 Not at all important

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

- ☐ Not at all important
- ☐ Not too important
- ☐ Somewhat important
- ☐ Very important
- ☐ Extremely important

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ASK ALL:

FLAG2

How proud, if at all, does the American flag make you feel? **[RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1 IN SAME ORDER AS FLAG1.]**

- 1 Extremely proud
- 2 Very proud
- 3 Somewhat proud
- 4 Not too proud
- 5 Not at all proud

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

- ☐ Not at all proud
- ☐ Not too proud
- ☐ Somewhat proud
- ☐ Very proud
- ☐ Extremely proud

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[RANDOMIZE ORDER OF FLAG3A AND FLAG3B AND DISPLAY ON SAME SCREEN]

ASK ALL:

FLAG3A

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

- 1 Yes, always
- 2 Yes, sometimes
- 3 No

ASK ALL:

FLAG3B

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

- 1 Yes, always
- 2 Yes, sometimes
- 3 No

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

☐ Yes, always

☐ Yes, sometimes

☐ No

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

☐ Yes, always

☐ Yes, sometimes

☐ No

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ASK ALL:

FLAG4

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

- 1 All of them
- 2 Some of them
- 3 None of them
- [SPACE]**
- 4 Not sure **[ANCHOR]**

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

☐ All of them

☐ Some of them

☐ None of them

☐ Not sure

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CODEBOOK FOR ATP SAMPLE VARIABLES TO BE USED IN SURVEY PROGRAMMING LOGIC**XTABLET**

- 1 Tablet HH
- 2 Non-tablet HH

Note: Flag to identify internet households in SNSUSE, CYBCONF, PPREAD, PPEFF, PPUSE, DIGHABT2, PWFEEL, PWPREF, PWMAN, PWEXP.