



StaySafeOnline.org
National Cyber Security Alliance



2011 NCSA / McAfee Internet Home Users Survey

National Cyber Security Alliance

McAfee

Zogby International

October 2011

Methodology and Sample Characteristics

IBOPE Zogby International was commissioned by the National Cyber Security Alliance and McAfee to conduct an online survey of 2,337 adults. A sampling of IBOPE Zogby International's online panel, which is representative of the adult population of the U.S., was invited to participate from 9/23/11 to 9/28/11. Slight weights were added to region, age, race, gender, and education to more accurately reflect the population. The margin of error is +/- 2.1 percentage points. Margins of error are higher in sub-groups. The MOE calculation is for sampling error only.

Narrative Analysis

1. On a scale of one to five, with one being not safe at all and five being completely safe, how safe do you feel you feel from viruses, malware and hackers while on the Internet?

Not safe at all	9%	Unsafe	19%
2	10%		
3	33%		
4	40%	Safe	46%
Completely safe	6%		
Not sure	2%		

- 2-5. Which of the following do you store digitally on a desktop or laptop computer; smart phone; tablet; or cloud service? (Choose all that apply)

Table 1. Storing Digitally

	Desktop/ Laptop	Smart Phone	Tablet	Cloud Service
Digital Photos	79	31	8	13
Music	60	25	8	10
Other personal documents	44	5	3	9
Videos	42	16	6	5
Calendar	38	25	6	9
Banking information	34	5	2	3
Personal records	34	5	2	5
Tax returns	34	<1	1	3
Business contacts	29	18	3	5
Business records	23	4	1	5
Other business documents	21	2	2	6
Health information	17	2	2	3
None of these	8	13	9	15
Do not own/use	--	46	81	61
Not sure	2	1	<1	2

6. Do you agree or disagree that storing information in the cloud is more secure than storing information on a personal device?

Strongly agree 2%

Somewhat agree	17%
Somewhat disagree	20%
Strongly disagree	13%
Not sure	48%

7. How often do you back up your data and digital information?

Daily	16%
Weekly	18%
Monthly	21%
Annually	12%
Never	20%
Not Sure	14%

8. Why don't you back up your data and digital information more often?

Don't know how	12%
Too expensive	3%
Too complicated	12%
Not worried about it	49%
Other	14%
Not Sure	10%

9. What is the main way you store your data and digital information when you back it up?

External hard drive	48%
CDs/DVDs	11%
Zip drive	10%
Paid online storage service	10%
Email myself copies	4%
Free online cloud service	3%
Other	6%
Not Sure	8%

10. Do you use separate passwords for your major online accounts such as social networking, banking, and bill payments?

Yes	83%
No	14%
Not Sure	4%

11. When was the last time you changed the password on a major online account without being prompted to do so by the service provider?

This week	9%
This month	17%
Sometime in the past six months	26%
Within the last year	15%
Never	25%
Not Sure	8%

12. What is the main reason you don't change your online passwords more often?

Worried I'll forget them	44%
Don't feel it's necessary	21%
It's a hassle	15%
I change my passwords regularly	16%
Not Sure	5%

13. Have you ever receive a warning that your computer has been infected and you need to immediately purchase software in order to fix it?

14. Did you think the warning was legitimate?

Table 2. Computer Infection

	Yes	No	Not Sure
Have you ever received a warning that your computer has been infected and you need to immediately purchase software in order to fix it?	53	44	3
Did you think the warning was legitimate?	6	87	7

15. Who is primarily responsible in your home for ensuring your computer is safe and secure by updating software and backing up data?

Me	82%
Spouse/partner	10%
Friend or family member (non-resident)	4%
Other resident	2%
A child	<1%
Other	2%
Not Sure	1%

16. Are you the parent or guardian of any children under 18 years old that use the Internet in your household?

Yes	20%
No	80%
Not Sure	1%

(Only ask Q17-Q30 if Q16=1)

17. Do you agree or disagree that your child/children is/are receiving an education that will prepare them to use technology safely, securely, ethically, and productively?

Strongly agree	19%	Agree	66%
Somewhat agree	46%		
Somewhat disagree	20%	Disagree	32%
Strongly disagree	13%		
Not sure	2%		

18. Who would you say is your child/children's primary source of information for online safety and security?

19. Who do you *believe* should be your child/children's primary source of information for online safety and security?

Table 3. Primary Source for Online Child Safety/Security

	Say	Believe
Me	70	75
Spouse/partner	14	12
School	5	4
Other adult family member/friend (not parent or guardian	4	4
Peers	2	--
Media (TV, web, etc.)	1	--
Other	1	1
Not sure	4	4

20. On a scale of one to five, with one being not at all confident and five being extremely confident, how confident are you that your child/children can use the Internet safely and securely?

Not at all confident	5%	Unconfident	17%
2	12%		
3	31%		
4	39%	Confident	52%
Extremely confident	13%		
Not sure	<1%		

21. Which of the following online risks are you most concerned about when it comes to your child/children?

Contact with strangers	38%
Adult sexual content/pornography	28%
Identity theft	9%
Bullying or harassment from peers	7%
Loss of personal information	7%
Long-term damage to their reputation	3%
Portrayals of drug or alcohol use	1%
None of these	5%
Not Sure	3%

22. Do you know if your child/children has/have ever seen any adult sexual content/pornography on the Internet?

Yes	48%
No	35%
Not Sure	17%

23. How likely do you think it is that your child/children has/have seen any adult sexual content/pornography on the Internet?

Very likely	5%	Likely	26%
Somewhat likely	20%		

Somewhat unlikely	32%	Unlikely	68%
Not at all likely	36%		
Not Sure	7%		

24. Which of the following topics have you discussed with your child/children? (Choose all that apply)

Communicating with strangers online	74%
Posting too much identifiable information	73%
Security issues such as computer viruses or Internet scams	70%
Internet pornography	56%
Posting inappropriate comments and photos	56%
Cyber bullying	45%
Sexting	44%
None of these	13%
Not Sure	<1%

25. Do you have content-filtering software on your computer to prevent your child/children from accessing inappropriate content?

Yes	53%
No	44%
Not Sure	3%

26. Why don't you have content-filtering software on your computer?

Trust what my child/children does/do online	34%
Not sure what the software does	13%
Not sure which provider is best	7%
Didn't want to pay for it	6%
Didn't know that it was available	2%
Other	36%
Not Sure	1%

27. On a scale of one to five, with one being not at all important and five being extremely important, how important do you think it is that children graduate from high school with the skills and competencies to use technology safely, securely, ethically, and productively?

Not at all important	2%	Unimportant	5%
2	3%		
3	6%		
4	19%	Important	89%
Extremely important	70%		
Not sure	<1%		

28. Do you agree or disagree that the school your child/children attends/attend has a curriculum that is preparing them to pursue a career in technology?

Strongly agree	24%	Agree	60%
Somewhat agree	35%		
Somewhat disagree	20%	Disagree	33%

Strongly disagree 14%
 Not Sure 7%

29. How aware are you of the career opportunities in cyber security?

30. How aware are you of any specialized programs at colleges or universities that offer specialized education in cyber security?

Table 4. Cyber Security Opportunities

	Aware			Unaware			Not sure
	Very	Somewhat	Total	Somewhat	Not at all	Total	
Career opportunities in cyber security	22	38	60	22	17	39	1
College programs	14	30	44	21	35	55	1

31-35. Please choose which age range you think is the most appropriate for a child to *own* each of the following:

Table 5. Appropriate Age Ownership

	Tablet	Smart Phone	Desktop/Laptop	Social Network Account	Email Account
1-3 years-old	<1%	1%	3%	1%	1%
4-6 years-old	3%	1%	7%	0%	2%
7-9 years-old	6%	2%	22%	2%	13%
10-13 years-old	15%	13%	29%	14%	32%
14-16 years-old	25%	31%	20%	35%	30%
More that 16 years-old	34%	41%	14%	34%	18%
Never	6%	6%	1%	11%	2%
Not Sure	10%	6%	3%	4%	3%

36. When you think of the kinds of things that can happen to you on the Internet, which of the following are you the most concerned about?

Identity theft 43%
 Loss of privacy 13%
 Someone hacking into my (or my family's) financial information 12%
 Someone monitoring or recording my online account activity 8%
 Someone hacking my email or other non-financial accounts 6%
 A cyber criminal gaining information about me or my family 5%
 My personal information being made public 4%
 Falling victim to an online scam or fraud 3%
 Someone hacking my online connections or network 2%
 Online bullying 1%
 Other 2%
 Not Sure 4%

37. Who do you think it most responsible for keeping the Internet safe and secure?

Individual users	42%
Internet service provider	32%
Software provider	8%
Government	5%
Law enforcement	2%
Other	2%
Hardware provider	<1%
Not Sure	9%

38. Which device do you feel safest accessing the Internet with?

Desktop/laptop	51%
Smart phone	10%
Tablet	4%
I have only accessed the Internet with a desktop/laptop	27%
Not Sure	9%

39. Which of the following do you think puts you most at risk of a cyber crime or loss of personal information?

Connecting to an unsecure wireless network	33%
Not having any or enough security software	22%
Using a public computer (such as one found at a hotel)	12%
Not knowing how to identify if a site is secure	12%
Not have unique passwords	4%
Not updating other software (such as browser or operating system)	6%
None of these	2%
Not sure	10%

40. Have you ever logged onto a wireless network without entering a password?

Yes	53%
No	32%
Never used a wireless network	9%
Not Sure	7%

41. Which of the following devices do you have at home that connects to the Internet via a wireless network? (Choose all that apply)

Laptop/notebook/netbook	69%
Desktop	48%
Smart phone	40%
Gaming console/device	22%
Tablet	16%
Blu-ray player	11%
Television	11%
Set top box such as Roku, Tivo, etc.	7%
Other	5%

Do not have a wireless network at home 13%
 Not sure 2%

42. In total, how many devices do you have at home that access the Internet (wired and wirelessly)?

1 20%
 2 22%
 3 17%
 4 11%
 5 8%
 6 7%
 7 3%
 8 4%
 9 1%
 10 or more 7%

43. Do you use your smart phone to access the Internet?

Yes 44%
 No 16%
 Do not own a smart phone 40%
 Not sure <1%

44. How safe do you feel your mobile phone is from hackers, malware or other types of cyber crime?

Very safe	15%	Safe	70%
Somewhat safe	55%		
Somewhat unsafe	20%	Unsafe	26%
Not safe at all	6%		
Not sure	4%		

45. Have you ever backed up your smart phone by storing its data or information elsewhere?

46. Have you installed any security software or apps on your smart phone in order to make it more secure from viruses or malware, or to protect from data loss?

Table 6. Smart Phone Security

	Yes	No	Not Sure
Ever backed up by storing data/info elsewhere	51	48	2
Installed security software or apps to secure/protect	24	72	4

47. Are you more or less cautious using the Internet on your smart phone or tablet than on your desktop or laptop?

Much more	16%	More	40%
Somewhat more	24%		
Somewhat less	23%	Less	30%
Much less	7%		
About the same	29%		

Not sure 1%

48. In the last six months, which of the following have you done from your smart phone at least once? (Choose all that apply)

Keep a list of personal contacts	79%
Store photos	75%
Social networking	69%
Keep a calendar	66%
Instant message	52%
Research potential purchases	50%
Access work email	42%
Watch videos/TV shows	39%
Banking	35%
Shop	27%
Store documents	21%
Make online payments	18%
Access work documents or databases on s server	15%
Online gaming	15%
Blog	14%
Purchase goods from auction sites	12%
Other	10%
None of these	1%
Not sure	1%

49. Would you say you access the Internet with your smart phone more frequently today than you did a year ago?

Yes	75%
No	24%
Not sure	2%

50. In the last six months, have you added any of the following apps to your smart phone? (Choose all that apply)

Games	46%
Social networking	37%
A reader for bar codes of QRs	31%
GPS	29%
Banking	23%
Video streaming	17%
A service that provides recommendations based on your location	23%
One used for making purchases from a store, auction site, coupons, etc.	17%
None of these	23%
Not sure	1%

51. Before downloading an app to your smart phone, how often do you read the developer's policy about how they use your personal information?

Always	26%
Sometimes	40%

Never	31%
Not sure	3%

52. Have you ever not downloaded an app to your smart phone over security or safety concerns?

Yes	50%
No	45%
Not sure	5%

53. What were you concerned about? (Choose all that apply)

Unsure of what data about me was being collected and how it would be used	71%
Access to information on my device such as contacts or social networks	53%
The use of my location	46%
A non-specific security concern	27%
Other	5%
Not sure	1%

54. Which of the following are you most willing to do in order to make the Internet more safe and secure?

Receive information on a regular basis from an organization	37%
Educate others about security and online safety	15%
Participate in an in-person education session about online safety	13%
None of these	20%
Not sure	15%

55. Which entity do you think is most responsible for providing information on how to stay safe and secure online?

Internet service provider	32%
Security software provider	23%
Companies I do business with online	21%
Federal government	5%
Non-profit organizations	4%
Other software provider	1%
State or local government	<1%
Other	5%
Not sure	11%

56. Would you say you share more information on social media today than you did a year ago?

Yes	26%
No	51%
I do not use social media	20%
Not sure	3%

57. On a scale of one to five, with one being not at all confident and five being completely confident, how would you rate your ability to use privacy and security account settings in the social networks you are a part of?

Not at all confident	9%	Unconfident	24%
2	15%		
3	23%		
4	32%	Confident	47%
Completely confident	15%		
Not sure	6%		

58. Have you changed the way you use social networks in the past year because of safety and security concerns?

Yes	46%
No	50%
Not sure	3%

59. When was the last time you checked or changed you social networking privacy and security account settings?

This week	22%
This month	22%
Within the last six weeks	17%
Within the last year	18%
Never	15%
Not sure	6%

60. Have any of your social network accounts been hacked in the past year?

Yes	11%
No	81%
Not sure	8%

61. Have you ever received information or attended a presentation on security and online safety from law enforcement?

Yes	7%
No	92%
Not sure	2%

62. Do you agree or disagree that your local police department is equipped to handle reports and investigate crimes committed over the Internet?

Strongly agree	4%	Agree	20%
Somewhat agree	16%		
Somewhat disagree	27%	Disagree	65%
Strongly disagree	38%		
Not sure	16%		

63. Have you ever been the victim of a crime that was committed over the Internet such as identity theft, data theft, bullying or auction fraud?
64. Do you know anyone who was the victim of a crime that was committed over the Internet such as identity theft, data theft, bullying or auction fraud?

Table 7. Internet Crimes

	Yes	No	Not Sure
Victim of a crime that was committed over the Internet such as identity theft, data theft, bullying or auction fraud	18	77	6
Knows someone who was the victim of a crime that was committed over the Internet such as identity theft, data theft, bullying or auction fraud	38	57	5

65. Are you currently employed?

Yes	63%
No	36%
Not sure	1%

66. Does your employer have a formal Internet usage policy?

67. Have you had any training on how to keep your computer safe and secure at work?

68. Do you ever bring your work laptop/tablet or smart phone home and connect to your home network?

69. Does your employer allow remote access from any device to the company systems files or other types of data normally available to you at the office?

Table 9. Connectivity and Security at Work

	Yes	No	N/A	Do not have any work devices	Not sure
Formal work Internet usage policy	59	26	10	--	6
Employer allows remote access from any device to the company systems files/data	44	37	16	--	4
Training on computer safety/security at work	43	43	12	--	1
Bring work laptop/tablet or smart phone home and connect to home network	33	39	--	28	<1

70. How dependent is a safe and secure Internet to your job?

Very dependent	45%	Dependent	69%
Somewhat dependent	23%		
Not very dependent	11%	Not dependent	20%

Not at all dependent 9%
 Not sure 12%

71. On a scale of one to five, with one being not at all disruptive and five being extremely disruptive, how disruptive would it be to your job if you lost Internet access for 48 hours straight during a regular business week?

Not at all disruptive	12%	Not disruptive	21%
2	9%		
3	17%		
4	18%	Disruptive	61%
Extremely disruptive	43%		
Not sure	2%		

72. Do you agree or disagree that your company/organization is doing enough internally to protect the company by making employees more cyber capable?

Strongly agree	27%	Agree	63%
Somewhat agree	36%		
Somewhat disagree	12%	Disagree	20%
Strongly disagree	8%		
Not sure	17%		

73. Have you ever accessed your work network via an unsecure network (no password or security feature required)?

Yes 11%
 No 85%
 Not sure 4%

74. Which of the following are you allowed to access from work? (Choose all that apply)

Personal email	48%
I am allowed to visit any site on the Internet	32%
Social networks	29%
Video sites	26%
Sites to download music	16%
None of these	27%
Not sure	7%

75. Do you use a personal device a work?

76. Do you use your personal device to connect to your work computer?

Table 10. Personal Devices at Work

	Yes	No	Not Sure
Use a personal device at work	42	56	2
Use a personal device to connect to work computer	37	63	1

77. Have you ever allowed anyone else such as a spouse or child to use a work device such as a laptop, tablet, or smart phone?

Yes 16%
 No 55%
 Do not have any work devices 28%
 Not sure 1%

78. In the past year, have you ever stopped or abandoned a purchase on a web site because of a safety or security concern?

Yes 42%
 No 55%
 Not sure 3%

79. Why did you stop or abandon the purchase? (Choose all that apply)

Not sure the site was secure 56%
 Web site requested more information than I thought was necessary 53%
 Worried about providing the information requested 46%
 Unsure about the legitimacy of the company or site 44%
 Unsure about how personal information would be used 26%
 Other 2%
 Not sure 1%

80. Do you agree or disagree that you want to learn more about being safe and secure online?

81. Do you agree or disagree that a safe and secure Internet is critical to our nation's economic security?

Table 12. Internet Safety/Security Agreement

	Agree			Disagree			Not sure
	Strongly	Somewhat	Total	Somewhat	Strongly	Total	
A safe and secure Internet is crucial to our nation's economic security	65	27	92	3	3	6	3
You want to learn more about being safe and secure online	31	50	81	10	4	14	6

82. Have you read or seen anything in the last year about a national campaign for online safety?

Yes 16%
 No 75%
 Not sure 9%

83. To the best of your recollection what is the slogan of that campaign?

Our shared responsibility 12%

Stop. Think. Connect.	10%
Protect before you connect	8%
The power of three: firewall, antivirus, antispyware	4%
Not sure	66%

84. In general, do you feel that the anytime/anywhere connectivity of the Internet has helped or hurt personal relationships with friends and family?

Helped	46%
Hurt	21%
No effect	19%
Not sure	15%

85. If you lost your Internet connectivity for 72 hours would you feel anxious or relieved?

Anxious	55%
Relieved	7%
No effect	30%
Not sure	8%

86. Where do you learn about the latest Internet threats or scams? (Choose all that apply)

General online news or security site	59%
From friends and family	41%
TV	27%
My security provider's site or social network page	23%
Social networking sites	19%
Other	14%
Not sure	7%

87. How many pieces of malware do you think are discovered globally each day?

Hundreds	5%
Thousands	22%
Millions	35%
Billions	15%
Not sure	23%

88. When thinking of the negative aspects or implications of a more technology-connected lifestyle, which of the following best describes how you feel?

I'm concerned about privacy	35%
I dislike the cost implications of new devices, and connectivity/service plans	22%
I miss the face-to-face social connections with my family, friends and community	15%
I dislike that I am always connected and reachable by work	8%
There are no negative aspects or implications	8%
None of these	7%
Not sure	5%