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8. If your employer suffered a data breach, how likely would you be to look for a new job? - Bottom 2 Box Summary

9. Ultimately, whose responsibility is it to keep your organization's data safe?

9. Ultimately, whose responsibility is it to keep your organization's data safe?

Household Income

Household Income

Gender

Gender

Age

Age

Region

Region

Education

Education

Age & Presence Of Children

Age & Presence Of Children

Marital Status

Marital Status

Employment

Employment

Race

Race

Are you of Hispanic Ethnicity?

Are you of Hispanic Ethnicity?

Metro status

Metro status

D1. Which of the following describes your employment status:

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2014	854	1160	405	723
Base: All Respondents (wtd)	2014	971	1043	594	694
	859	445	413	291	414
Working full time for an employer	43%	46%	40%	49%	60%
		B		E	CE
	222	104	118	110	52
Working part time for an employer	11%	11%	11%	19%	7%
				DE	
	187	109	77	43	68
Self-employed	9%	11%	7%	7%	10%
		B			
	746	312	435	150	160
Not currently working	37%	32%	42%	25%	23%
			A		
	2014	971	1043	594	694
Sigma	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

	Household Income			Region				Senior manager or executive
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	
E	F	G	H	I	J	K	L	M
886	**828**	**771**	**415**	**374**	**504**	**719**	**417**	**71**
726	**747**	**653**	**613**	**359**	**424**	**755**	**476**	**86**
154	213	322	324	180	196	292	190	82
21%	28%	49%	53%	50%	46%	39%	40%	94%
		F	F	KL	K			O*
60	110	52	60	40	52	82	48	5
8%	15%	8%	10%	11%	12%	11%	10%	6%
	GH							*
76	79	57	51	28	31	78	49	-
10%	11%	9%	8%	8%	7%	10%	10%	-
								*
436	346	222	178	111	145	302	188	-
60%	46%	34%	29%	31%	34%	40%	39%	-
CD	GH					I	I	*
726	747	653	613	359	424	755	476	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
208	569
90%	74%
O	
23	195
10%	26%
	MN
-	-
-	-
-	-
-	-
231	764
100%	100%

D1. Which of the following describes your employment status:

		Children in Household		Education	
	Total	Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
Working full time for an employer	859	322	537	345	514
	43%	61%	36%	33%	53%
		B			C
Working part time for an employer	222	55	167	130	92
	11%	10%	11%	13%	9%
Self-employed	187	41	146	90	97
	9%	8%	10%	9%	10%
Not currently working	746	110	636	471	275
	37%	21%	43%	45%	28%
			A	D	
Sigma	2014	528	1486	1036	978
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
852	2	4	1	482	377	653	206
83%	1%	1%	*	46%	39%	43%	41%
FGH	*			J			
4	197	19	2	79	144	157	65
*	95%	5%	1%	8%	15%	10%	13%
	EGH*	EH			I		
161	8	14	4	86	101	132	55
16%	4%	4%	1%	8%	10%	9%	11%
FGH	*	H					
7	-	366	374	391	356	569	177
1%	-	91%	98%	38%	36%	38%	35%
	*	EF	EFG				
1023	207	403	381	1038	976	1511	503
100%	100%	100%	100%	100%	100%	100%	100%

D2. In your place of work, do you consider yourself to be

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Answering (unwtd)	**997**	**419**	**578**	**273**	**467**
Base: All Answering (wtd)	**1081**	**550**	**531**	**401**	**466**
	86	54	32	24	37
Senior manager or executive	8%	10%	6%	6%	8%
	231	153	78	79	117
Middle-manager	21%	28%	15%	20%	25%
		B			E
	764	343	421	298	313
A regular employee	71%	62%	79%	74%	67%
			A		
	1081	550	531	401	466
Sigma	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

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  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

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	Household Income			Region				
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	Senior manager or executive
E	F	G	H	I	J	K	L	M
257	**329**	**423**	**245**	**198**	**274**	**341**	**184**	**71**
213	**323**	**375**	**384**	**219**	**248**	**375**	**239**	**86**
25	8	35	43	19	17	25	25	86
12%	3%	9%	11%	9%	7%	7%	10%	100%
C		F	F					NO*
36	36	80	115	50	46	70	65	-
17%	11%	21%	30%	23%	18%	19%	27%	-
		F	FG					*
153	278	260	225	150	186	279	149	-
71%	86%	69%	59%	69%	75%	75%	62%	-
	GH	H			L	L		*
213	323	375	384	219	248	375	239	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
-	-
-	-
231	-
100%	-
MO	
-	764
-	100%
	MN
231	764
100%	100%

D2. In your place of work, do you consider yourself to be

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Answering (unwtd)	**997**	**303**	**694**	**470**	**527**
Base: All Answering (wtd)	**1081**	**377**	**704**	**475**	**606**
	86	43	43	20	66
Senior manager or executive	8%	11%	6%	4%	11%
		B			C
	231	82	149	92	139
Middle-manager	21%	22%	21%	19%	23%
	764	252	512	363	400
A regular employee	71%	67%	73%	76%	66%
				D	
	1081	377	704	475	606
Sigma	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

   Minimum Base: 30 (**), Small Base: 100 (*)

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
784	**189**	**20**	**4**	**508**	**489**	**855**	**142**
856	**199**	**23**	**3**	**561**	**520**	**810**	**271**
80	5	-	1	59	28	76	11
9%	2%	-	38%	10%	5%	9%	4%
F	*	**	**	J			
208	18	4	1	135	96	171	60
24%	9%	19%	27%	24%	18%	21%	22%
F	*	**	**				
568	176	19	1	367	397	563	200
66%	88%	81%	35%	65%	76%	70%	74%
	E*	**	**		I		
856	199	23	3	561	520	810	271
100%	100%	100%	100%	100%	100%	100%	100%

1. In what industry sector does your organization operate?

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Answering (unwtd)	**997**	**419**	**578**	**273**	**467**
Base: All Answering (wtd)	**1081**	**550**	**531**	**401**	**466**
Facilities Management	13	8	4	2	6
	1%	2%	1%	*	1%
New Car Sales	9	8	1	2	6
	1%	1%	*	1%	1%
Computer/Software/IT	65	47	18	24	35
	6%	9%	3%	6%	7%
		B			E
Wholesale & Retail	113	69	44	50	32
	10%	13%	8%	12%	7%
				D	
Hospitality - Hotels/Conference Centers	26	16	10	10	10
	2%	3%	2%	3%	2%
Communications	15	9	6	6	5
	1%	2%	1%	2%	1%
Insurance Agents / Brokers / Carriers / HQ	30	13	17	7	16
	3%	2%	3%	2%	3%
Real Estate Agents & Brokers	20	12	8	8	9
	2%	2%	1%	2%	2%
Legal	17	5	12	5	9
	2%	1%	2%	1%	2%
Finance & Accounting	37	15	22	12	21
	3%	3%	4%	3%	5%
Professional/Scientific/Technical Services	41	27	14	14	20
	4%	5%	3%	3%	4%
	66	39	28	25	31

Public Sector/Defense/Justice/Gov't	6%	7%	5%	6%	7%
	181	70	112	67	74
Education	17%	13%	21%	17%	16%
			A		
	134	41	92	51	59
Health & Social Care	12%	8%	17%	13%	13%
			A		
	314	171	143	118	133
Other	29%	31%	27%	29%	29%
	1081	550	531	401	466
Sigma	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

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- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

	Household Income			Region				
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	Senior manager or executive
E	F	G	H	I	J	K	L	M
257	**329**	**423**	**245**	**198**	**274**	**341**	**184**	**71**
213	**323**	**375**	**384**	**219**	**248**	**375**	**239**	**86**
5	6	3	4	3	2	5	3	3
2%	2%	1%	1%	1%	1%	1%	1%	3%
								*
*	3	1	4	-	*	3	5	4
*	1%	*	1%	-	*	1%	2%	4%
								O*
6	2	21	42	13	11	22	19	13
3%	1%	6%	11%	6%	4%	6%	8%	15%
		F	FG					NO*
31	56	32	24	22	21	39	31	6
15%	17%	9%	6%	10%	8%	10%	13%	7%
D	GH							*
5	14	7	5	7	4	14	2	1
3%	4%	2%	1%	3%	1%	4%	1%	1%
								*
5	-	6	9	2	7	5	2	-
2%	-	2%	2%	1%	3%	1%	1%	-
			F					*
7	3	13	13	5	8	12	5	2
3%	1%	4%	3%	2%	3%	3%	2%	2%
								*
3	3	9	7	9	2	5	4	-
1%	1%	3%	2%	4%	1%	1%	2%	-
								*
3	2	9	6	6	1	6	4	1
1%	1%	2%	2%	3%	1%	2%	2%	1%
								*
4	3	12	22	10	10	11	7	5
2%	1%	3%	6%	4%	4%	3%	3%	5%
			F					*
7	9	12	20	9	9	14	9	5
3%	3%	3%	5%	4%	4%	4%	4%	5%
								*
11	20	18	29	14	10	22	20	1

5%	6%	5%	8%	6%	4%	6%	8%	1%
								*
41	43	68	70	33	40	77	31	10
19%	13%	18%	18%	15%	16%	20%	13%	12%
								*
23	43	45	46	22	40	50	23	14
11%	13%	12%	12%	10%	16%	13%	9%	17%
								*
63	114	118	83	65	84	90	75	21
29%	35%	32%	22%	30%	34%	24%	32%	25%
	H	H			K			*
213	323	375	384	219	248	375	239	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
2	7
1%	1%
3	2
1%	*
11	41
5%	5%
30	77
13%	10%
8	17
3%	2%
3	12
1%	2%
13	15
6%	2%
O	
10	10
4%	1%
O	
2	13
1%	2%
14	19
6%	2%
10	27
4%	3%
23	42

10%	6%
22	149
10%	19%
	N
21	98
9%	13%
58	235
25%	31%
231	764
100%	100%

1. In what industry sector does your organization operate?

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Answering (unwtd)	**997**	**303**	**694**	**470**	**527**
Base: All Answering (wtd)	**1081**	**377**	**704**	**475**	**606**
Facilities Management	13	4	8	4	9
	1%	1%	1%	1%	1%
New Car Sales	9	3	5	4	5
	1%	1%	1%	1%	1%
Computer/Software/IT	65	34	31	10	55
	6%	9%	4%	2%	9%
		B			C
Wholesale & Retail	113	23	90	72	41
	10%	6%	13%	15%	7%
			A	D	
Hospitality - Hotels/Conference Centers	26	5	21	16	10
	2%	1%	3%	3%	2%
Communications	15	3	13	8	7
	1%	1%	2%	2%	1%
Insurance Agents / Brokers / Carriers / HQ	30	11	19	7	23
	3%	3%	3%	2%	4%
Real Estate Agents & Brokers	20	2	18	9	10
	2%	1%	2%	2%	2%
Legal	17	4	13	6	11
	2%	1%	2%	1%	2%
Finance & Accounting	37	20	18	19	19
	3%	5%	2%	4%	3%
Professional/Scientific/Technical Services	41	10	31	11	30
	4%	3%	4%	2%	5%
	66	23	43	28	38

Public Sector/Defense/Justice/Gov't	6%	6%	6%	6%	6%
	181	79	102	40	142
Education	17%	21%	14%	8%	23%
		B			C
	134	57	76	57	76
Health & Social Care	12%	15%	11%	12%	13%
	314	99	216	185	130
Other	29%	26%	31%	39%	21%
				D	
	1081	377	704	475	606
Sigma	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

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Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
784	**189**	**20**	**4**	**508**	**489**	**855**	**142**
856	**199**	**23**	**3**	**561**	**520**	**810**	**271**
7	6	-	-	3	9	7	5
1%	3%	-	-	1%	2%	1%	2%
	*	**	**				
7	-	2	-	3	5	9	-
1%	-	7%	-	1%	1%	1%	-
	*	**	**				
57	8	-	-	39	26	46	19
7%	4%	-	-	7%	5%	6%	7%
	*	**	**				
66	45	2	-	49	63	78	35
8%	23%	8%	-	9%	12%	10%	13%
	E*	**	**				
21	5	1	-	13	13	8	18
2%	2%	3%	-	2%	3%	1%	7%
	*	**	**				K
15	1	-	-	9	6	13	2
2%	*	-	-	2%	1%	2%	1%
	*	**	**				
28	2	-	-	19	11	17	13
3%	1%	-	-	3%	2%	2%	5%
	*	**	**				
14	5	-	-	8	11	16	3
2%	3%	-	-	1%	2%	2%	1%
	*	**	**				
14	3	-	-	4	13	14	3
2%	1%	-	-	1%	2%	2%	1%
	*	**	**				
37	1	-	-	26	11	35	2
4%	*	-	-	5%	2%	4%	1%
	*	**	**				
41	-	-	-	20	21	38	3
5%	-	-	-	4%	4%	5%	1%
F	*	**	**				
56	8	2	-	30	36	53	13

7%	4%	8%	-	5%	7%	7%	5%
	*	**	**				
133	37	9	3	116	65	139	43
16%	19%	38%	73%	21%	13%	17%	16%
	*	**	**	J			
119	14	-	-	74	60	94	40
14%	7%	-	-	13%	11%	12%	15%
	*	**	**				
241	64	8	1	147	168	243	72
28%	32%	35%	27%	26%	32%	30%	27%
	*	**	**				
856	199	23	3	561	520	810	271
100%	100%	100%	100%	100%	100%	100%	100%

2. Do you believe that your personal data and information are more or less safe and secure than they were 10 years ago

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
Top 2 Box (Net)	363	206	157	134	130
	18%	21%	15%	23%	19%
		B		E	E
Much more secure	115	72	43	48	40
	6%	7%	4%	8%	6%
		B		E	
A little more secure	249	134	114	86	90
	12%	14%	11%	15%	13%
About the same	449	222	227	135	171
	22%	23%	22%	23%	25%
					E
Bottom 2 Box (Net)	1202	543	659	325	393
	60%	56%	63%	55%	57%
			A		
A little less secure	634	275	359	176	212
	31%	28%	34%	30%	31%
			A		
Much less secure	569	268	300	149	181
	28%	28%	29%	25%	26%
Sigma	2014	971	1043	594	694
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K,L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K,L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

ɔ?

	Household Income			Region				
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	Senior manager or executive
E	F	G	H	I	J	K	L	M
886	**828**	**771**	**415**	**374**	**504**	**719**	**417**	**71**
726	**747**	**653**	**613**	**359**	**424**	**755**	**476**	**86**
99	122	113	127	78	71	118	96	28
14%	16%	17%	21%	22%	17%	16%	20%	32%
				K				O*
27	29	44	41	28	23	33	31	25
4%	4%	7%	7%	8%	5%	4%	6%	29%
		F		K				NO*
72	93	69	86	50	48	85	65	3
10%	13%	11%	14%	14%	11%	11%	14%	3%
								*
143	193	142	114	92	88	159	110	13
20%	26%	22%	19%	26%	21%	21%	23%	15%
	H							*
484	432	398	372	189	266	478	270	45
67%	58%	61%	61%	53%	63%	63%	57%	53%
CD					I	I		*
245	208	200	226	100	154	237	142	28
34%	28%	31%	37%	28%	36%	31%	30%	33%
			F		I			*
239	224	199	146	88	112	241	128	17
33%	30%	30%	24%	25%	26%	32%	27%	20%
CD		H				I		*
726	747	653	613	359	424	755	476	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
56	146
24%	19%
22	37
9%	5%
34	109
15%	14%
M	M
57	181
25%	24%
118	436
51%	57%
76	231
33%	30%
43	205
18%	27%
231	764
100%	100%

2. Do you believe that your personal data and information are more or less safe and secure than they were 10 years ago

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	2014	464	1550	1085	929
Base: All Respondents (wtd)	2014	528	1486	1036	978
Top 2 Box (Net)	363	123	240	187	177
	18%	23%	16%	18%	18%
		B			
Much more secure	115	64	51	50	65
	6%	12%	3%	5%	7%
		B			
A little more secure	249	60	189	137	112
	12%	11%	13%	13%	11%
About the same	449	100	349	279	170
	22%	19%	23%	27%	17%
				D	
Bottom 2 Box (Net)	1202	304	898	571	631
	60%	58%	60%	55%	65%
					C
A little less secure	634	169	464	298	335
	31%	32%	31%	29%	34%
					C
Much less secure	569	135	433	272	296
	28%	26%	29%	26%	30%
Sigma	2014	528	1486	1036	978
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

ɔ?

	Employment Status				Marital Status		Race	
	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
	E	F	G	H	I	J	K	L
	950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
	1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
	203	38	75	47	185	178	274	89
	20%	19%	19%	12%	18%	18%	18%	18%
	H	*	H					
	83	6	14	11	69	45	86	29
	8%	3%	4%	3%	7%	5%	6%	6%
	GH	*						
	120	32	61	36	116	133	188	60
	12%	16%	15%	9%	11%	14%	12%	12%
		*	H					
	217	65	91	76	207	242	309	139
	21%	31%	23%	20%	20%	25%	20%	28%
		EH*				I		K
	603	103	236	259	645	557	928	274
	59%	50%	59%	68%	62%	57%	61%	55%
		*		EFG				
	324	63	122	124	351	282	488	146
	32%	31%	30%	33%	34%	29%	32%	29%
		*						
	279	40	115	135	294	274	440	129
	27%	19%	28%	35%	28%	28%	29%	26%
		*		EF				
	1023	207	403	381	1038	976	1511	503
	100%	100%	100%	100%	100%	100%	100%	100%

3_1. To what extent do you agree or disagree with the following statements: - I trust that all digital data breaches are p

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	2014	854	1160	405	723
Base: All Respondents (wtd)	2014	971	1043	594	694
Top 2 Box (Net)	684	346	338	243	220
	34%	36%	32%	41%	32%
				DE	
Strongly agree	166	84	82	57	55
	8%	9%	8%	10%	8%
Somewhat agree	518	262	256	187	166
	26%	27%	25%	31%	24%
				DE	
Bottom 2 Box (Net)	1330	625	705	351	474
	66%	64%	68%	59%	68%
					C
Somewhat disagree	870	388	482	236	302
	43%	40%	46%	40%	43%
			A		
Strongly disagree	460	237	222	114	172
	23%	24%	21%	19%	25%
Sigma	2014	971	1043	594	694
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

	Household Income			Region				
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	Senior manager or executive
E	F	G	H	I	J	K	L	M
886	**828**	**771**	**415**	**374**	**504**	**719**	**417**	**71**
726	**747**	**653**	**613**	**359**	**424**	**755**	**476**	**86**
220	280	213	191	117	134	253	180	46
30%	37%	33%	31%	33%	32%	34%	38%	53%
								O*
55	67	47	53	33	29	69	35	19
8%	9%	7%	9%	9%	7%	9%	7%	22%
								O*
166	213	166	138	83	105	184	145	27
23%	29%	25%	23%	23%	25%	24%	31%	31%
								*
506	467	441	422	242	290	502	296	40
70%	63%	67%	69%	67%	68%	66%	62%	47%
C								*
332	303	297	270	160	189	321	200	25
46%	41%	46%	44%	45%	45%	42%	42%	29%
								*
173	164	143	152	82	101	181	96	15
24%	22%	22%	25%	23%	24%	24%	20%	17%
								*
726	747	653	613	359	424	755	476	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
93	244
40%	32%
26	51
11%	7%
67	194
29%	25%
137	519
60%	68%
	M
91	351
40%	46%
	M
46	169
20%	22%
231	764
100%	100%

3_1. To what extent do you agree or disagree with the following statements: - I trust that all digital data breaches are p

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
Top 2 Box (Net)	684	186	499	394	291
	34%	35%	34%	38%	30%
				D	
Strongly agree	166	52	114	94	73
	8%	10%	8%	9%	7%
Somewhat agree	518	133	384	300	218
	26%	25%	26%	29%	22%
				D	
Bottom 2 Box (Net)	1330	342	988	643	687
	66%	65%	66%	62%	70%
					C
Somewhat disagree	870	227	643	447	423
	43%	43%	43%	43%	43%
Strongly disagree	460	115	344	195	264
	23%	22%	23%	19%	27%
					C
Sigma	2014	528	1486	1036	978
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

roperly disclosed to consumers and not kept secret

	Employment Status			Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
354	78	144	107	324	360	476	209
35%	38%	36%	28%	31%	37%	31%	41%
H	*	H			I		K
78	25	44	20	82	84	101	65
8%	12%	11%	5%	8%	9%	7%	13%
	H*	H					K
277	54	100	87	241	276	374	143
27%	26%	25%	23%	23%	28%	25%	29%
	*				I		
669	128	259	274	714	616	1036	294
65%	62%	64%	72%	69%	63%	69%	59%
	*		EG	J		L	
421	97	172	181	475	395	674	196
41%	47%	43%	47%	46%	40%	45%	39%
	*		E	J			
248	32	87	93	239	221	361	98
24%	15%	22%	24%	23%	23%	24%	20%
F	*		F				
1023	207	403	381	1038	976	1511	503
100%	100%	100%	100%	100%	100%	100%	100%

3_2. To what extent do you agree or disagree with the following statements: - Digital data security is a top priority for n

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
	1665	761	904	470	586
Top 2 Box (Net)	83%	78%	87%	79%	84%
			A		
	575	256	319	190	187
Strongly agree	29%	26%	31%	32%	27%
	1090	505	585	280	399
Somewhat agree	54%	52%	56%	47%	57%
					C
	349	210	139	124	108
Bottom 2 Box (Net)	17%	22%	13%	21%	16%
		B			
	289	166	123	93	93
Somewhat disagree	14%	17%	12%	16%	13%
		B			
	60	44	16	31	16
Strongly disagree	3%	5%	2%	5%	2%
		B		DE	
	2014	971	1043	594	694
Sigma	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

55+	Household Income			Region				Senior manager or executive
	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	
E	F	G	H	I	J	K	L	M
886	**828**	**771**	**415**	**374**	**504**	**719**	**417**	**71**
726	**747**	**653**	**613**	**359**	**424**	**755**	**476**	**86**
608	596	548	521	292	345	617	410	73
84%	80%	84%	85%	81%	81%	82%	86%	84%
								*
198	230	181	164	104	133	218	120	31
27%	31%	28%	27%	29%	31%	29%	25%	36%
								*
410	366	367	357	188	212	399	290	41
56%	49%	56%	58%	52%	50%	53%	61%	48%
C		F	F				IJK	*
118	151	105	93	66	79	138	66	14
16%	20%	16%	15%	19%	19%	18%	14%	16%
								*
104	114	88	87	53	71	108	58	12
14%	15%	13%	14%	15%	17%	14%	12%	14%
								*
14	37	17	6	13	8	31	8	1
2%	5%	3%	1%	4%	2%	4%	2%	2%
	GH							*
726	747	653	613	359	424	755	476	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
194	634
84%	83%
65	189
28%	25%
130	445
56%	58%
37	129
16%	17%
30	117
13%	15%
7	12
3%	2%
231	764
100%	100%

3_2. To what extent do you agree or disagree with the following statements: - Digital data security is a top priority for n

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
Top 2 Box (Net)	1665	453	1212	859	805
	83%	86%	82%	83%	82%
Strongly agree	575	162	414	323	252
	29%	31%	28%	31%	26%
				D	
Somewhat agree	1090	291	798	537	553
	54%	55%	54%	52%	57%
Bottom 2 Box (Net)	349	75	274	177	172
	17%	14%	18%	17%	18%
Somewhat disagree	289	62	227	141	148
	14%	12%	15%	14%	15%
Strongly disagree	60	13	47	36	24
	3%	3%	3%	3%	2%
Sigma	2014	528	1486	1036	978
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

ne when choosing who to do business with

	Employment Status				Marital Status		Race	
	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
	E	F	G	H	I	J	K	L
	950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
	1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
	847	166	335	317	886	778	1239	425
	83%	80%	83%	83%	85%	80%	82%	85%
		*			J			
	276	59	132	108	282	293	396	179
	27%	29%	33%	28%	27%	30%	26%	36%
		*						K
	572	106	202	210	604	485	843	246
	56%	51%	50%	55%	58%	50%	56%	49%
		*			J			
	176	41	68	64	151	198	272	78
	17%	20%	17%	17%	15%	20%	18%	15%
		*				I		
	154	32	49	54	132	158	234	55
	15%	16%	12%	14%	13%	16%	15%	11%
		*						
	22	9	19	10	20	40	38	22
	2%	4%	5%	3%	2%	4%	2%	4%
		*	E			I		
	1023	207	403	381	1038	976	1511	503
	100%	100%	100%	100%	100%	100%	100%	100%

3_3. To what extent do you agree or disagree with the following statements: - Data breaches are no big deal and are ble

| | Total | Gender | | Age | |
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
	280	172	109	119	103
Top 2 Box (Net)	14%	18%	10%	20%	15%
		B		E	E
	58	42	15	28	18
Strongly agree	3%	4%	1%	5%	3%
		B		E	
	223	130	93	91	85
Somewhat agree	11%	13%	9%	15%	12%
		B		E	E
	1734	799	935	475	591
Bottom 2 Box (Net)	86%	82%	90%	80%	85%
			A		
	712	349	363	212	232
Somewhat disagree	35%	36%	35%	36%	33%
	1021	450	571	263	359
Strongly disagree	51%	46%	55%	44%	52%
			A		
	2014	971	1043	594	694
Sigma	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

own out of proportion

	Household Income			Region				
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	Senior manager or executive
E	F	G	H	I	J	K	L	M
886	**828**	**771**	**415**	**374**	**504**	**719**	**417**	**71**
726	**747**	**653**	**613**	**359**	**424**	**755**	**476**	**86**
59	99	89	93	49	50	92	90	31
8%	13%	14%	15%	14%	12%	12%	19%	36%
							JK	O*
12	16	19	23	17	7	15	19	16
2%	2%	3%	4%	5%	2%	2%	4%	19%
				JK				NO*
46	83	70	70	32	42	77	71	14
6%	11%	11%	11%	9%	10%	10%	15%	17%
							I	*
667	649	564	521	310	374	664	386	56
92%	87%	86%	85%	86%	88%	88%	81%	64%
CD					L	L		*
268	279	222	211	126	151	247	187	15
37%	37%	34%	34%	35%	36%	33%	39%	18%
								*
399	369	342	310	183	223	417	198	40
55%	49%	52%	51%	51%	53%	55%	42%	47%
C				L	L	L		*
726	747	653	613	359	424	755	476	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
51	101
22%	13%
O	
15	11
6%	1%
O	
37	90
16%	12%
180	663
78%	87%
	MN
79	261
34%	34%
M	M
101	402
44%	53%
231	764
100%	100%

3_3. To what extent do you agree or disagree with the following statements: - Data breaches are no big deal and are bl

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	2014	464	1550	1085	929
Base: All Respondents (wtd)	2014	528	1486	1036	978
Top 2 Box (Net)	280	107	173	147	134
	14%	20%	12%	14%	14%
		B			
Strongly agree	58	32	26	29	28
	3%	6%	2%	3%	3%
		B			
Somewhat agree	223	75	147	117	106
	11%	14%	10%	11%	11%
		B			
Bottom 2 Box (Net)	1734	420	1313	890	844
	86%	80%	88%	86%	86%
			A		
Somewhat disagree	712	173	540	380	333
	35%	33%	36%	37%	34%
Strongly disagree	1021	248	774	510	511
	51%	47%	52%	49%	52%
Sigma	2014	528	1486	1036	978
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

own out of proportion

	Employment Status				Marital Status		Race	
	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
	E	F	G	H	I	J	K	L
	950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
	1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
	166	35	54	25	155	126	199	81
	16%	17%	13%	7%	15%	13%	13%	16%
	H	H*	H					
	44	3	8	3	40	18	42	16
	4%	1%	2%	1%	4%	2%	3%	3%
	H	*			J			
	122	33	46	22	114	108	158	65
	12%	16%	11%	6%	11%	11%	10%	13%
	H	H*	H					
	857	171	349	356	883	851	1312	422
	84%	83%	87%	93%	85%	87%	87%	84%
		*		EFG				
	333	74	152	153	362	350	543	170
	33%	36%	38%	40%	35%	36%	36%	34%
		*		E				
	524	97	197	203	521	501	769	252
	51%	47%	49%	53%	50%	51%	51%	50%
		*						
	1023	207	403	381	1038	976	1511	503
	100%	100%	100%	100%	100%	100%	100%	100%

3_4. To what extent do you agree or disagree with the following statements: - I am concerned that private personal info

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
	1775	836	939	495	627
Top 2 Box (Net)	88%	86%	90%	83%	90%
			A		C
	676	300	376	167	255
Strongly agree	34%	31%	36%	28%	37%
			A		C
	1099	536	563	328	372
Somewhat agree	55%	55%	54%	55%	54%
	239	135	104	99	67
Bottom 2 Box (Net)	12%	14%	10%	17%	10%
		B		DE	
	187	96	91	73	52
Somewhat disagree	9%	10%	9%	12%	7%
				D	
	52	39	13	26	15
Strongly disagree	3%	4%	1%	4%	2%
		B		E	
	2014	971	1043	594	694
Sigma	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

55+	Household Income			Region				Senior manager or executive
	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	
E	F	G	H	I	J	K	L	M
886	828	771	415	374	504	719	417	71
726	747	653	613	359	424	755	476	86
652	637	582	556	313	385	656	421	76
90%	85%	89%	91%	87%	91%	87%	88%	88%
C			F					*
254	246	220	209	110	149	275	142	37
35%	33%	34%	34%	31%	35%	36%	30%	43%
C								*
399	390	362	347	203	236	381	279	39
55%	52%	55%	57%	57%	56%	50%	59%	45%
							K	*
73	111	71	57	46	39	100	55	10
10%	15%	11%	9%	13%	9%	13%	12%	12%
	H							*
62	87	60	40	33	34	70	50	6
9%	12%	9%	6%	9%	8%	9%	10%	7%
	H							*
11	24	11	17	13	5	30	5	4
2%	3%	2%	3%	4%	1%	4%	1%	5%
				J		JL		*
726	747	653	613	359	424	755	476	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
202	674
87%	88%
75	239
33%	31%
127	435
55%	57%
29	90
13%	12%
22	68
9%	9%
7	22
3%	3%
231	764
100%	100%

3_4. To what extent do you agree or disagree with the following statements: - I am concerned that private personal inf

		Children in Household		Education	
	Total	Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
Top 2 Box (Net)	1775	470	1304	904	870
	88%	89%	88%	87%	89%
Strongly agree	676	177	499	323	353
	34%	33%	34%	31%	36%
Somewhat agree	1099	293	805	581	518
	55%	56%	54%	56%	53%
Bottom 2 Box (Net)	239	58	182	132	107
	12%	11%	12%	13%	11%
Somewhat disagree	187	43	144	110	77
	9%	8%	10%	11%	8%
Strongly disagree	52	15	37	22	30
	3%	3%	3%	2%	3%
Sigma	2014	528	1486	1036	978
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

 Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

 Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

 Minimum Base: 30 (**), Small Base: 100 (*)

	Employment Status				Marital Status		Race	
	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
	E	F	G	H	I	J	K	L
	950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
	1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
	916	174	339	346	933	841	1315	460
	90%	84%	84%	91%	90%	86%	87%	91%
	G	*		G	J			
	356	59	131	129	359	317	486	190
	35%	29%	33%	34%	35%	32%	32%	38%
		*						
	560	114	207	217	574	525	829	270
	55%	55%	52%	57%	55%	54%	55%	54%
		*						
	107	33	64	35	105	135	196	43
	10%	16%	16%	9%	10%	14%	13%	9%
		*	EH			I		
	80	18	58	32	80	108	154	33
	8%	9%	14%	8%	8%	11%	10%	7%
		*	EH			I		
	28	15	6	3	25	27	42	10
	3%	7%	2%	1%	2%	3%	3%	2%
	H	EGH*						
	1023	207	403	381	1038	976	1511	503
	100%	100%	100%	100%	100%	100%	100%	100%

3_5. To what extent do you agree or disagree with the following statements: - I am concerned that private personal info

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
	1417	690	728	359	515
Top 2 Box (Net)	70%	71%	70%	60%	74%
					C
	322	152	170	91	123
Strongly agree	16%	16%	16%	15%	18%
	1096	538	558	268	392
Somewhat agree	54%	55%	54%	45%	56%
					C
	597	281	315	235	179
Bottom 2 Box (Net)	30%	29%	30%	40%	26%
				DE	
	490	223	268	192	138
Somewhat disagree	24%	23%	26%	32%	20%
				DE	
	106	58	48	43	41
Strongly disagree	5%	6%	5%	7%	6%
				E	E
	2014	971	1043	594	694
Sigma	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

ormation in paper format about me is out there somewhere

55+	Household Income			Region				Senior manager or executive
	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	
E	F	G	H	I	J	K	L	M
886	**828**	**771**	**415**	**374**	**504**	**719**	**417**	**71**
726	**747**	**653**	**613**	**359**	**424**	**755**	**476**	**86**
543	529	453	435	251	299	525	342	59
75%	71%	69%	71%	70%	71%	70%	72%	69%
C								*
107	130	99	93	59	74	124	64	18
15%	17%	15%	15%	17%	17%	16%	14%	21%
								*
436	399	355	343	192	226	401	278	41
60%	53%	54%	56%	54%	53%	53%	58%	48%
C								*
183	219	200	178	107	125	230	134	27
25%	29%	31%	29%	30%	29%	30%	28%	31%
								*
160	174	168	148	92	105	173	119	23
22%	23%	26%	24%	26%	25%	23%	25%	27%
								*
22	45	32	30	15	19	57	15	4
3%	6%	5%	5%	4%	5%	8%	3%	5%
						L		*
726	747	653	613	359	424	755	476	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
157	539
68%	71%
29	116
13%	15%
128	423
55%	55%
74	225
32%	29%
62	186
27%	24%
12	39
5%	5%
231	764
100%	100%

3_5. To what extent do you agree or disagree with the following statements: - I am concerned that private personal info

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
Top 2 Box (Net)	1417	371	1047	743	675
	70%	70%	70%	72%	69%
Strongly agree	322	83	238	169	153
	16%	16%	16%	16%	16%
Somewhat agree	1096	288	808	574	522
	54%	54%	54%	55%	53%
Bottom 2 Box (Net)	597	157	439	294	303
	30%	30%	30%	28%	31%
Somewhat disagree	490	135	355	240	250
	24%	26%	24%	23%	26%
Strongly disagree	106	22	84	54	53
	5%	4%	6%	5%	5%
Sigma	2014	528	1486	1036	978
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

ormation in paper format about me is out there somewhere

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
725	156	251	286	731	686	1025	393
71%	75%	62%	75%	71%	70%	68%	78%
G	G*		G				K
162	32	69	58	150	172	215	107
16%	16%	17%	15%	14%	18%	14%	21%
	*						K
562	124	182	228	582	514	810	286
55%	60%	45%	60%	56%	53%	54%	57%
G	G*		G				
299	51	152	95	306	290	487	110
29%	25%	38%	25%	29%	30%	32%	22%
	*	EFH				L	
248	35	124	84	257	233	403	87
24%	17%	31%	22%	25%	24%	27%	17%
	*	EFH				L	
51	16	28	11	49	57	84	23
5%	8%	7%	3%	5%	6%	6%	5%
	H*	H					
1023	207	403	381	1038	976	1511	503
100%	100%	100%	100%	100%	100%	100%	100%

3_6. To what extent do you agree or disagree with the following statements: - Companies are getting better at protecti

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
Top 2 Box (Net)	1257	605	651	373	430
	62%	62%	62%	63%	62%
Strongly agree	145	84	61	47	62
	7%	9%	6%	8%	9%
					E
Somewhat agree	1112	522	590	326	368
	55%	54%	57%	55%	53%
Bottom 2 Box (Net)	757	366	392	221	264
	38%	38%	38%	37%	38%
Somewhat disagree	630	295	335	181	214
	31%	30%	32%	30%	31%
Strongly disagree	127	70	57	40	50
	6%	7%	5%	7%	7%
Sigma	2014	971	1043	594	694
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

55+	Household Income			Region				Senior manager or executive
	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	
E	F	G	H	I	J	K	L	M
886	**828**	**771**	**415**	**374**	**504**	**719**	**417**	**71**
726	**747**	**653**	**613**	**359**	**424**	**755**	**476**	**86**
454	448	420	389	230	269	455	303	57
63%	60%	64%	64%	64%	63%	60%	64%	66%
								*
37	63	50	32	20	36	58	31	18
5%	8%	8%	5%	6%	9%	8%	6%	21%
								O*
417	385	370	357	210	233	397	272	39
57%	51%	57%	58%	59%	55%	53%	57%	45%
								*
272	300	234	224	128	155	300	173	29
37%	40%	36%	36%	36%	37%	40%	36%	34%
								*
235	239	193	198	109	132	242	147	26
32%	32%	30%	32%	30%	31%	32%	31%	30%
								*
37	61	40	25	19	24	58	26	3
5%	8%	6%	4%	5%	6%	8%	5%	4%
	H							*
726	747	653	613	359	424	755	476	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
160	477
69%	62%
24	49
10%	6%
136	429
59%	56%
71	286
31%	38%
62	245
27%	32%
9	42
4%	5%
231	764
100%	100%

3_6. To what extent do you agree or disagree with the following statements: - Companies are getting better at protecti

		Children in Household		Education	
	Total	Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
Top 2 Box (Net)	1257	344	913	673	584
	62%	65%	61%	65%	60%
Strongly agree	145	49	96	77	68
	7%	9%	6%	7%	7%
Somewhat agree	1112	295	817	596	516
	55%	56%	55%	58%	53%
Bottom 2 Box (Net)	757	184	573	364	394
	38%	35%	39%	35%	40%
Somewhat disagree	630	160	470	303	327
	31%	30%	32%	29%	33%
Strongly disagree	127	24	103	60	67
	6%	5%	7%	6%	7%
Sigma	2014	528	1486	1036	978
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

　Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

　Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

　Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

　Minimum Base: 30 (**), Small Base: 100 (*)

ng their customers' personal and sensitive information

	Employment Status				Marital Status		Race	
	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
	E	F	G	H	I	J	K	L
	950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
	1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
	626	153	245	233	643	614	941	315
	61%	74%	61%	61%	62%	63%	62%	63%
		EGH*						
	89	11	32	12	71	74	95	50
	9%	5%	8%	3%	7%	8%	6%	10%
	H	*	H					K
	537	142	213	220	572	540	847	265
	52%	69%	53%	58%	55%	55%	56%	53%
		EG*						
	397	54	158	149	395	363	570	187
	39%	26%	39%	39%	38%	37%	38%	37%
	F	*	F	F				
	333	44	126	126	340	290	488	142
	33%	21%	31%	33%	33%	30%	32%	28%
	F	*		F				
	64	9	32	22	55	72	82	45
	6%	5%	8%	6%	5%	7%	5%	9%
		*						K
	1023	207	403	381	1038	976	1511	503
	100%	100%	100%	100%	100%	100%	100%	100%

3. To what extent do you agree or disagree with the following statements: - Top 2 Box Summary

		Gender		Age	
	Total	Male	Female	18-34	35-54
	A	B	C	D	E
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
I trust that all digital data breaches are properly disclosed to consumers and not kept secret	684	346	338	243	220
	34%	36%	32%	41%	32%
				EF	
Digital data security is a top priority for me when choosing who to do business with	1665	761	904	470	586
	83%	78%	87%	79%	84%
			B		
Data breaches are no big deal and are blown out of proportion	280	172	109	119	103
	14%	18%	10%	20%	15%
		C		F	F
I am concerned that private personal information in digital format about me is out there on the internet somewhere	1775	836	939	495	627
	88%	86%	90%	83%	90%
			B		D
I am concerned that private personal information in paper format about me is out there somewhere	1417	690	728	359	515
	70%	71%	70%	60%	74%
					D
Companies are getting better at protecting their customers' personal and sensitive information	1257	605	651	373	430
	62%	62%	62%	63%	62%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M, N/O/P

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M, N/O/P

  Minimum Base: 30 (**), Small Base: 100 (*)

55+	Household Income			Region				Senior manager or executive
	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	
F	G	H	I	J	K	L	M	N
886	**828**	**771**	**415**	**374**	**504**	**719**	**417**	**71**
726	**747**	**653**	**613**	**359**	**424**	**755**	**476**	**86**
220	280	213	191	117	134	253	180	46
30%	37%	33%	31%	33%	32%	34%	38%	53%
								P*
608	596	548	521	292	345	617	410	73
84%	80%	84%	85%	81%	81%	82%	86%	84%
								*
59	99	89	93	49	50	92	90	31
8%	13%	14%	15%	14%	12%	12%	19%	36%
							KL	P*
652	637	582	556	313	385	656	421	76
90%	85%	89%	91%	87%	91%	87%	88%	88%
D			G					*
543	529	453	435	251	299	525	342	59
75%	71%	69%	71%	70%	71%	70%	72%	69%
D								*
454	448	420	389	230	269	455	303	57
63%	60%	64%	64%	64%	63%	60%	64%	66%
								*

Middle-manager	A regular employee
O	P
200	**726**
231	**764**
93	244
40%	32%
194	634
84%	83%
51	101
22%	13%
P	
202	674
87%	88%
157	539
68%	71%
160	477
69%	62%

3. To what extent do you agree or disagree with the following statements: - Top 2 Box Summary

		Children in Household		Education	
	Total	Yes	No	No college degree	College degree
	A	B	C	D	E
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
I trust that all digital data breaches are properly disclosed to consumers and not kept secret	684	186	499	394	291
	34%	35%	34%	38%	30%
				E	
Digital data security is a top priority for me when choosing who to do business with	1665	453	1212	859	805
	83%	86%	82%	83%	82%
Data breaches are no big deal and are blown out of proportion	280	107	173	147	134
	14%	20%	12%	14%	14%
		C			
I am concerned that private personal information in digital format about me is out there on the internet somewhere	1775	470	1304	904	870
	88%	89%	88%	87%	89%
I am concerned that private personal information in paper format about me is out there somewhere	1417	371	1047	743	675
	70%	70%	70%	72%	69%
Companies are getting better at protecting their customers' personal and sensitive information	1257	344	913	673	584
	62%	65%	61%	65%	60%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A, B/C, D/E, F/G/H/I, J/K, L/M

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A, B/C, D/E, F/G/H/I, J/K, L/M

   Minimum Base: 30 (**), Small Base: 100 (*)

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
F	G	H	I	J	K	L	M
950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
354	78	144	107	324	360	476	209
35%	38%	36%	28%	31%	37%	31%	41%
I	*	I			J		L
847	166	335	317	886	778	1239	425
83%	80%	83%	83%	85%	80%	82%	85%
	*			K			
166	35	54	25	155	126	199	81
16%	17%	13%	7%	15%	13%	13%	16%
I	I*	I					
916	174	339	346	933	841	1315	460
90%	84%	84%	91%	90%	86%	87%	91%
H	*		H	K			
725	156	251	286	731	686	1025	393
71%	75%	62%	75%	71%	70%	68%	78%
H	H*		H				L
626	153	245	233	643	614	941	315
61%	74%	61%	61%	62%	63%	62%	63%
	FHI*						

3. To what extent do you agree or disagree with the following statements: - Bottom 2 Box Summary

		Gender		Age	
	Total	Male	Female	18-34	35-54
	A	B	C	D	E
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
I trust that all digital data breaches are properly disclosed to consumers and not kept secret	1330	625	705	351	474
	66%	64%	68%	59%	68%
					D
Digital data security is a top priority for me when choosing who to do business with	349	210	139	124	108
	17%	22%	13%	21%	16%
		C			
Data breaches are no big deal and are blown out of proportion	1734	799	935	475	591
	86%	82%	90%	80%	85%
			B		
I am concerned that private personal information in digital format about me is out there on the internet somewhere	239	135	104	99	67
	12%	14%	10%	17%	10%
		C		EF	
I am concerned that private personal information in paper format about me is out there somewhere	597	281	315	235	179
	30%	29%	30%	40%	26%
				EF	
Companies are getting better at protecting their customers' personal and sensitive information	757	366	392	221	264
	38%	38%	38%	37%	38%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

　Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M, N/O/P

　Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

　Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M, N/O/P

　Minimum Base: 30 (**), Small Base: 100 (*)

	Household Income			Region				Senior manager or executive
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	
F	G	H	I	J	K	L	M	N
886	828	771	415	374	504	719	417	71
726	747	653	613	359	424	755	476	86
506	467	441	422	242	290	502	296	40
70%	63%	67%	69%	67%	68%	66%	62%	47%
D								*
118	151	105	93	66	79	138	66	14
16%	20%	16%	15%	19%	19%	18%	14%	16%
								*
667	649	564	521	310	374	664	386	56
92%	87%	86%	85%	86%	88%	88%	81%	64%
DE					M	M		*
73	111	71	57	46	39	100	55	10
10%	15%	11%	9%	13%	9%	13%	12%	12%
	I							*
183	219	200	178	107	125	230	134	27
25%	29%	31%	29%	30%	29%	30%	28%	31%
								*
272	300	234	224	128	155	300	173	29
37%	40%	36%	36%	36%	37%	40%	36%	34%
								*

Middle-manager	A regular employee
O	P
200	**726**
231	**764**
137	519
60%	68%
	N
37	129
16%	17%
180	663
78%	87%
	NO
29	90
13%	12%
74	225
32%	29%
71	286
31%	38%

3. To what extent do you agree or disagree with the following statements: - Bottom 2 Box Summary

		Children in Household		Education	
	Total	Yes	No	No college degree	College degree
	A	B	C	D	E
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
I trust that all digital data breaches are properly disclosed to consumers and not kept secret	1330	342	988	643	687
	66%	65%	66%	62%	70%
					D
Digital data security is a top priority for me when choosing who to do business with	349	75	274	177	172
	17%	14%	18%	17%	18%
Data breaches are no big deal and are blown out of proportion	1734	420	1313	890	844
	86%	80%	88%	86%	86%
			B		
I am concerned that private personal information in digital format about me is out there on the internet somewhere	239	58	182	132	107
	12%	11%	12%	13%	11%
I am concerned that private personal information in paper format about me is out there somewhere	597	157	439	294	303
	30%	30%	30%	28%	31%
Companies are getting better at protecting their customers' personal and sensitive information	757	184	573	364	394
	38%	35%	39%	35%	40%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C, D/E, F/G/H/I, J/K, L/M

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C, D/E, F/G/H/I, J/K, L/M

  Minimum Base: 30 (**), Small Base: 100 (*)

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
F	G	H	I	J	K	L	M
950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
669	128	259	274	714	616	1036	294
65%	62%	64%	72%	69%	63%	69%	59%
	*		FH	K		M	
176	41	68	64	151	198	272	78
17%	20%	17%	17%	15%	20%	18%	15%
	*				J		
857	171	349	356	883	851	1312	422
84%	83%	87%	93%	85%	87%	87%	84%
	*		FGH				
107	33	64	35	105	135	196	43
10%	16%	16%	9%	10%	14%	13%	9%
	*	FI			J		
299	51	152	95	306	290	487	110
29%	25%	38%	25%	29%	30%	32%	22%
	*	FGI				M	
397	54	158	149	395	363	570	187
39%	26%	39%	39%	38%	37%	38%	37%
G	*	G	G				

4. If a company you do business with suffered a data breach, and your personal data was compromised, what would yo

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
	463	235	228	137	169
Stop doing business with them	23%	24%	22%	23%	24%
	812	384	428	244	288
Demand to know what they're doing to prevent future breaches	40%	40%	41%	41%	42%
	403	243	160	165	144
Seek compensation from them	20%	25%	15%	28%	21%
		B		DE	E
	632	294	338	209	241
Tell others about the data breach	31%	30%	32%	35%	35%
				E	E
	703	356	347	206	271
Lose trust in them	35%	37%	33%	35%	39%
					E
	952	403	549	250	313
Wait to see how they react to the situation before making my mind up about what to do	47%	42%	53%	42%	45%
			A		
	121	80	41	58	39
Nothing	6%	8%	4%	10%	6%
		B		DE	
	4085	1994	2091	1269	1466
Sigma	203%	205%	200%	214%	211%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

	Household Income			Region				
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	Senior manager or executive
E	F	G	H	I	J	K	L	M
886	**828**	**771**	**415**	**374**	**504**	**719**	**417**	**71**
726	**747**	**653**	**613**	**359**	**424**	**755**	**476**	**86**
156	189	151	123	72	112	155	124	16
22%	25%	23%	20%	20%	26%	21%	26%	19%
					K			*
280	310	239	263	136	186	302	188	33
39%	42%	37%	43%	38%	44%	40%	40%	38%
								*
93	148	131	124	77	80	133	113	28
13%	20%	20%	20%	21%	19%	18%	24%	33%
								*
181	234	189	208	113	139	218	162	25
25%	31%	29%	34%	31%	33%	29%	34%	29%
								*
226	234	240	228	133	162	234	174	38
31%	31%	37%	37%	37%	38%	31%	37%	44%
					K			*
389	324	331	297	182	209	368	193	30
54%	43%	51%	48%	51%	49%	49%	41%	35%
CD		F		L	L	L		*
24	66	33	22	17	17	51	36	6
3%	9%	5%	4%	5%	4%	7%	8%	6%
	GH							*
1350	1505	1315	1265	728	905	1461	991	175
186%	201%	201%	206%	203%	213%	193%	208%	203%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
59	166
25%	22%
103	312
45%	41%
59	162
26%	21%
87	260
37%	34%
85	284
37%	37%
109	361
47%	47%
8	44
4%	6%
509	1588
221%	208%

4. If a company you do business with suffered a data breach, and your personal data was compromised, what would yo

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
Stop doing business with them	463	118	345	242	220
	23%	22%	23%	23%	23%
Demand to know what they're doing to prevent future breaches	812	206	606	429	383
	40%	39%	41%	41%	39%
Seek compensation from them	403	117	285	203	199
	20%	22%	19%	20%	20%
Tell others about the data breach	632	168	464	327	305
	31%	32%	31%	32%	31%
Lose trust in them	703	191	512	328	375
	35%	36%	34%	32%	38%
					C
Wait to see how they react to the situation before making my mind up about what to do	952	257	695	473	479
	47%	49%	47%	46%	49%
Nothing	121	31	90	71	49
	6%	6%	6%	7%	5%
Sigma	4085	1088	2997	2074	2011
	203%	206%	202%	200%	206%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

	Employment Status				Marital Status		Race	
	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
	E	F	G	H	I	J	K	L
	950	193	396	475	1033	981	1742	272
	1023	207	403	381	1038	976	1511	503
	231	42	107	83	228	235	317	145
	23%	20%	27%	22%	22%	24%	21%	29%
		*						K
	416	92	163	140	407	405	605	207
	41%	45%	41%	37%	39%	42%	40%	41%
		*						
	224	48	88	43	195	207	263	140
	22%	23%	22%	11%	19%	21%	17%	28%
	H	H*	H					K
	347	73	129	82	314	318	459	173
	34%	36%	32%	22%	30%	33%	30%	34%
	H	H*	H					
	388	60	142	112	358	345	531	172
	38%	29%	35%	29%	35%	35%	35%	34%
	H	*						
	477	97	176	203	514	438	751	201
	47%	47%	44%	53%	50%	45%	50%	40%
		*		EG			L	
	61	11	37	12	49	72	81	39
	6%	5%	9%	3%	5%	7%	5%	8%
		*	H			I		
	2144	424	842	676	2065	2021	3007	1078
	210%	205%	209%	177%	199%	207%	199%	214%

5. Have you ever been targeted by a phishing email or social engineering scam attempt at work?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Answering (unwtd)	**997**	**419**	**578**	**273**	**467**
Base: All Answering (wtd)	**1081**	**550**	**531**	**401**	**466**
	83	51	32	32	39
Yes - and I fell victim to it	8%	9%	6%	8%	8%
	549	263	286	224	225
Yes - but I noticed it and didn't fall victim to it	51%	48%	54%	56%	48%
	449	236	212	146	203
No	41%	43%	40%	36%	44%
	1081	550	531	401	466
Sigma	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

 Minimum Base: 30 (**), Small Base: 100 (*)

	Household Income			Region				
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	Senior manager or executive
E	F	G	H	I	J	K	L	M
257	**329**	**423**	**245**	**198**	**274**	**341**	**184**	**71**
213	**323**	**375**	**384**	**219**	**248**	**375**	**239**	**86**
13	28	21	34	18	12	34	19	18
6%	9%	6%	9%	8%	5%	9%	8%	21%
								NO*
101	129	191	229	102	140	194	114	50
47%	40%	51%	60%	46%	56%	52%	48%	58%
		F	F					*
100	166	163	120	100	96	147	106	19
47%	51%	43%	31%	45%	39%	39%	44%	22%
C	H	H						*
213	323	375	384	219	248	375	239	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
16	49
7%	6%
120	380
52%	50%
95	334
41%	44%
M	M
231	764
100%	100%

5. Have you ever been targeted by a phishing email or social engineering scam attempt at work?

		Children in Household		Education	
	Total	Yes	No	No college degree	College degree
		A	B	C	D
Base: All Answering (unwtd)	**997**	**303**	**694**	**470**	**527**
Base: All Answering (wtd)	**1081**	**377**	**704**	**475**	**606**
	83	44	40	30	53
Yes - and I fell victim to it	8%	12%	6%	6%	9%
		B			
	549	186	363	202	347
Yes - but I noticed it and didn't fall victim to it	51%	49%	52%	42%	57%
					C
	449	147	301	244	205
No	41%	39%	43%	51%	34%
				D	
	1081	377	704	475	606
Sigma	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

   Minimum Base: 30 (**), Small Base: 100 (*)

Table of contents

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
784	**189**	**20**	**4**	**508**	**489**	**855**	**142**
856	**199**	**23**	**3**	**561**	**520**	**810**	**271**
64	19	1	-	48	36	61	22
7%	9%	3%	-	9%	7%	8%	8%
	*	**	**				
458	73	15	3	297	252	425	124
53%	37%	67%	82%	53%	48%	53%	46%
F	*	**	**				
334	107	7	1	216	233	323	125
39%	54%	30%	18%	38%	45%	40%	46%
	E*	**	**				
856	199	23	3	561	520	810	271
100%	100%	100%	100%	100%	100%	100%	100%

6. Has your organization ever suffered a data breach?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Answering (unwtd)	**997**	**419**	**578**	**273**	**467**
Base: All Answering (wtd)	**1081**	**550**	**531**	**401**	**466**
Yes	168	97	71	59	83
	16%	18%	13%	15%	18%
No	599	304	295	251	239
	55%	55%	55%	62%	51%
				DE	
I don't know	314	149	165	92	144
	29%	27%	31%	23%	31%
Sigma	1081	550	531	401	466
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

	Household Income			Region				
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	Senior manager or executive
E	F	G	H	I	J	K	L	M
257	**329**	**423**	**245**	**198**	**274**	**341**	**184**	**71**
213	**323**	**375**	**384**	**219**	**248**	**375**	**239**	**86**
26	29	54	85	31	35	59	44	28
12%	9%	14%	22%	14%	14%	16%	18%	33%
			FG					NO*
109	173	210	216	118	129	218	133	52
51%	54%	56%	56%	54%	52%	58%	56%	60%
								*
78	121	111	82	70	84	98	62	6
36%	37%	30%	21%	32%	34%	26%	26%	7%
C	H	H						*
213	323	375	384	219	248	375	239	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
40	100
17%	13%
146	401
63%	52%
O	
44	263
19%	34%
	MN
231	764
100%	100%

6. Has your organization ever suffered a data breach?

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Answering (unwtd)	997	303	694	470	527
Base: All Answering (wtd)	1081	377	704	475	606
Yes	168	78	90	38	130
	16%	21%	13%	8%	21%
		B			C
No	599	196	403	286	313
	55%	52%	57%	60%	52%
				D	
I don't know	314	103	211	151	163
	29%	27%	30%	32%	27%
Sigma	1081	377	704	475	606
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
784	**189**	**20**	**4**	**508**	**489**	**855**	**142**
856	**199**	**23**	**3**	**561**	**520**	**810**	**271**
156	10	2	-	112	56	129	40
18%	5%	8%	-	20%	11%	16%	15%
F	*	**	**	J			
452	125	18	3	301	298	454	145
53%	63%	79%	100%	54%	57%	56%	54%
	*	**	**				
248	63	3	-	148	166	228	86
29%	32%	13%	-	26%	32%	28%	32%
	*	**	**				
856	199	23	3	561	520	810	271
100%	100%	100%	100%	100%	100%	100%	100%

7. How likely do you think it is that your organization will experience a data breach in the next 5 years?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Answering (unwtd)	**997**	**419**	**578**	**273**	**467**
Base: All Answering (wtd)	**1081**	**550**	**531**	**401**	**466**
	451	254	198	158	196
Top 2 Box (Net)	42%	46%	37%	39%	42%
		B			
	111	76	35	49	48
Very likely	10%	14%	7%	12%	10%
		B			
	340	178	162	108	149
Somewhat likely	31%	32%	31%	27%	32%
	629	296	334	244	270
Bottom 2 Box (Net)	58%	54%	63%	61%	58%
			A		
	533	263	270	210	223
Not very likely	49%	48%	51%	52%	48%
	97	33	64	34	47
Not at all likely	9%	6%	12%	8%	10%
			A		
	1081	550	531	401	466
Sigma	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

	Household Income			Region				
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	Senior manager or executive
E	F	G	H	I	J	K	L	M
257	**329**	**423**	**245**	**198**	**274**	**341**	**184**	**71**
213	**323**	**375**	**384**	**219**	**248**	**375**	**239**	**86**
98	119	151	181	94	99	154	105	53
46%	37%	40%	47%	43%	40%	41%	44%	62%
			F					O*
14	26	35	51	26	24	37	25	28
7%	8%	9%	13%	12%	10%	10%	11%	33%
								NO*
83	94	116	131	69	75	117	80	25
39%	29%	31%	34%	31%	30%	31%	33%	29%
C								*
116	203	224	202	125	150	221	134	33
54%	63%	60%	53%	57%	60%	59%	56%	38%
	H							*
100	166	188	179	100	125	192	114	28
47%	51%	50%	47%	46%	51%	51%	48%	32%
								*
16	38	36	24	24	24	29	19	6
7%	12%	9%	6%	11%	10%	8%	8%	7%
								*
213	323	375	384	219	248	375	239	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
119	279
52%	37%
O	
25	59
11%	8%
94	221
41%	29%
O	
112	484
48%	63%
	MN
98	407
42%	53%
	MN
14	77
6%	10%
231	764
100%	100%

7. How likely do you think it is that your organization will experience a data breach in the next 5 years?

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Answering (unwtd)	997	303	694	470	527
Base: All Answering (wtd)	1081	377	704	475	606
Top 2 Box (Net)	451	177	275	178	273
	42%	47%	39%	37%	45%
Very likely	111	54	57	37	74
	10%	14%	8%	8%	12%
		B			
Somewhat likely	340	122	218	141	199
	31%	32%	31%	30%	33%
Bottom 2 Box (Net)	629	200	429	297	332
	58%	53%	61%	63%	55%
Not very likely	533	163	369	241	292
	49%	43%	52%	51%	48%
			A		
Not at all likely	97	37	60	56	41
	9%	10%	9%	12%	7%
				D	
Sigma	1081	377	704	475	606
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
784	**189**	**20**	**4**	**508**	**489**	**855**	**142**
856	**199**	**23**	**3**	**561**	**520**	**810**	**271**
372	70	8	1	251	201	325	127
43%	35%	35%	38%	45%	39%	40%	47%
	*	**	**				
101	9	2	-	68	43	84	27
12%	4%	8%	-	12%	8%	10%	10%
F	*	**	**				
271	61	6	1	183	157	241	99
32%	31%	27%	38%	33%	30%	30%	37%
	*	**	**				
484	128	15	2	310	319	485	144
57%	65%	65%	62%	55%	61%	60%	53%
	*	**	**				
411	105	14	2	264	269	413	120
48%	53%	62%	62%	47%	52%	51%	44%
	*	**	**				
73	24	1	-	46	51	72	25
8%	12%	3%	-	8%	10%	9%	9%
	*	**	**				
856	199	23	3	561	520	810	271
100%	100%	100%	100%	100%	100%	100%	100%

8_1. If your employer suffered a data breach, how likely would you be to look for a new job? - A breach of their employ

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Answering (unwtd)	**997**	**419**	**578**	**273**	**467**
Base: All Answering (wtd)	**1081**	**550**	**531**	**401**	**466**
Top 2 Box (Net)	383	210	173	209	133
	35%	38%	33%	52%	29%
				DE	E
Very likely	91	57	34	52	33
	8%	10%	6%	13%	7%
				DE	E
Somewhat likely	292	153	139	157	100
	27%	28%	26%	39%	21%
				DE	
Bottom 2 Box (Net)	698	340	358	192	333
	65%	62%	67%	48%	71%
					C
Not very likely	533	259	274	163	240
	49%	47%	52%	41%	52%
					C
Not at all likely	165	81	84	29	93
	15%	15%	16%	7%	20%
					C
Sigma	1081	550	531	401	466
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

    Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

    Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

    Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

    Minimum Base: 30 (**), Small Base: 100 (*)

ee's data

55+	Household Income			Region				Senior manager or executive
	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	
E	F	G	H	I	J	K	L	M
257	**329**	**423**	**245**	**198**	**274**	**341**	**184**	**71**
213	**323**	**375**	**384**	**219**	**248**	**375**	**239**	**86**
40	129	130	124	74	76	127	106	34
19%	40%	35%	32%	34%	30%	34%	44%	39%
							J	*
6	25	32	35	22	13	29	27	10
3%	8%	8%	9%	10%	5%	8%	11%	11%
								*
34	104	98	90	52	63	98	79	24
16%	32%	26%	23%	24%	25%	26%	33%	28%
								*
173	194	245	259	145	173	248	132	52
81%	60%	65%	68%	66%	70%	66%	56%	61%
CD					L			*
130	149	191	193	105	129	190	108	32
61%	46%	51%	50%	48%	52%	51%	45%	37%
CD								*
43	44	54	67	40	44	58	24	21
20%	14%	14%	17%	18%	18%	15%	10%	24%
C								*
213	323	375	384	219	248	375	239	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
94	255
41%	33%
32	49
14%	6%
O	
62	206
27%	27%
137	509
59%	67%
99	402
43%	53%
	M
38	107
16%	14%
231	764
100%	100%

8_1. If your employer suffered a data breach, how likely would you be to look for a new job? - A breach of their employ

		Children in Household		Education	
	Total	Yes	No	No college degree	College degree
		A	B	C	D
Base: All Answering (unwtd)	**997**	**303**	**694**	**470**	**527**
Base: All Answering (wtd)	**1081**	**377**	**704**	**475**	**606**
	383	139	244	179	204
Top 2 Box (Net)	35%	37%	35%	38%	34%
	91	40	51	55	37
Very likely	8%	11%	7%	11%	6%
				D	
	292	99	193	124	168
Somewhat likely	27%	26%	27%	26%	28%
	698	238	460	297	401
Bottom 2 Box (Net)	65%	63%	65%	62%	66%
	533	181	352	221	311
Not very likely	49%	48%	50%	47%	51%
	165	57	108	75	90
Not at all likely	15%	15%	15%	16%	15%
	1081	377	704	475	606
Sigma	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

ee's data

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
784	**189**	**20**	**4**	**508**	**489**	**855**	**142**
856	**199**	**23**	**3**	**561**	**520**	**810**	**271**
299	69	15	-	171	212	263	120
35%	35%	65%	-	30%	41%	32%	44%
	*	**	**		I		K
67	23	1	-	43	48	59	32
8%	12%	3%	-	8%	9%	7%	12%
	*	**	**				
232	45	14	-	128	164	204	87
27%	23%	62%	-	23%	32%	25%	32%
	*	**	**		I		
557	130	8	3	390	308	547	151
65%	65%	35%	100%	70%	59%	68%	56%
	*	**	**	J		L	
421	104	5	2	296	237	420	113
49%	52%	23%	56%	53%	46%	52%	42%
	*	**	**				
135	26	3	2	94	71	127	38
16%	13%	11%	44%	17%	14%	16%	14%
	*	**	**				
856	199	23	3	561	520	810	271
100%	100%	100%	100%	100%	100%	100%	100%

8_2. If your employer suffered a data breach, how likely would you be to look for a new job? - A breach of their custom

| | Total | Gender | | Age | |
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Answering (unwtd)	**997**	**419**	**578**	**273**	**467**
Base: All Answering (wtd)	**1081**	**550**	**531**	**401**	**466**
	333	194	139	187	116
Top 2 Box (Net)	31%	35%	26%	47%	25%
		B		DE	E
	69	53	16	44	21
Very likely	6%	10%	3%	11%	5%
		B		DE	
	265	142	123	143	95
Somewhat likely	24%	26%	23%	36%	20%
				DE	E
	748	356	392	214	350
Bottom 2 Box (Net)	69%	65%	74%	53%	75%
			A		C
	544	255	289	171	238
Not very likely	50%	46%	54%	43%	51%
			A		
	204	100	103	43	112
Not at all likely	19%	18%	19%	11%	24%
					C
	1081	550	531	401	466
Sigma	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

ers' data

55+	Household Income			Region				Senior manager or executive
	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	
E	F	G	H	I	J	K	L	M
257	**329**	**423**	**245**	**198**	**274**	**341**	**184**	**71**
213	**323**	**375**	**384**	**219**	**248**	**375**	**239**	**86**
30	115	117	101	72	66	100	96	38
14%	36%	31%	26%	33%	26%	27%	40%	44%
	H						JK	O*
3	20	34	15	23	12	23	10	17
2%	6%	9%	4%	11%	5%	6%	4%	20%
		H		L				NO*
26	95	83	86	48	53	77	86	21
12%	30%	22%	22%	22%	22%	20%	36%	25%
							IJK	*
184	207	258	282	148	183	274	143	48
86%	64%	69%	74%	67%	74%	73%	60%	56%
CD			F		L	L		*
135	154	190	200	104	125	208	107	31
63%	48%	51%	52%	47%	50%	55%	45%	35%
CD								*
49	54	67	83	44	58	67	36	17
23%	17%	18%	22%	20%	23%	18%	15%	20%
C								*
213	323	375	384	219	248	375	239	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
75	220
33%	29%
17	34
8%	4%
58	186
25%	24%
156	544
67%	71%
	M
110	403
48%	53%
	M
45	141
20%	18%
231	764
100%	100%

8_2. If your employer suffered a data breach, how likely would you be to look for a new job? - A breach of their custom

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Answering (unwtd)	**997**	**303**	**694**	**470**	**527**
Base: All Answering (wtd)	**1081**	**377**	**704**	**475**	**606**
	333	130	203	160	173
Top 2 Box (Net)	31%	34%	29%	34%	29%
	69	26	43	40	29
Very likely	6%	7%	6%	8%	5%
	265	104	161	121	144
Somewhat likely	24%	28%	23%	25%	24%
	748	247	500	315	433
Bottom 2 Box (Net)	69%	66%	71%	66%	71%
	544	177	367	227	317
Not very likely	50%	47%	52%	48%	52%
	204	70	133	88	116
Not at all likely	19%	19%	19%	19%	19%
	1081	377	704	475	606
Sigma	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

ers' data

	Employment Status				Marital Status		Race	
	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
	E	F	G	H	I	J	K	L
	784	**189**	**20**	**4**	**508**	**489**	**855**	**142**
	856	**199**	**23**	**3**	**561**	**520**	**810**	**271**
	247	72	13	1	147	187	219	114
	29%	36%	56%	38%	26%	36%	27%	42%
		*	**	**		I		K
	57	11	-	-	29	40	44	25
	7%	6%	-	-	5%	8%	5%	9%
		*	**	**				
	189	61	13	1	118	147	176	89
	22%	31%	56%	38%	21%	28%	22%	33%
		*	**	**		I		K
	609	126	10	2	414	333	591	157
	71%	64%	44%	62%	74%	64%	73%	58%
		*	**	**	J		L	
	442	92	9	1	300	244	429	114
	52%	46%	41%	18%	53%	47%	53%	42%
		*	**	**			L	
	167	34	1	2	115	89	162	42
	20%	17%	3%	44%	20%	17%	20%	16%
		*	**	**				
	856	199	23	3	561	520	810	271
	100%	100%	100%	100%	100%	100%	100%	100%

8. If your employer suffered a data breach, how likely would you be to look for a new job? - Top 2 Box Summary

		Gender		Age	
	Total	Male	Female	18-34	35-54
	A	B	C	D	E
Base: All Answering (unwtd)	**997**	**419**	**578**	**273**	**467**
Base: All Answering (wtd)	**1081**	**550**	**531**	**401**	**466**
	383	210	173	209	133
A breach of their employee's data	35%	38%	33%	52%	29%
				EF	F
	333	194	139	187	116
A breach of their customers' data	31%	35%	26%	47%	25%
		C		EF	F

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M, N/O/P

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M, N/O/P

   Minimum Base: 30 (**), Small Base: 100 (*)

	Household Income			Region				Senior manager or executive
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	
F	G	H	I	J	K	L	M	N
257	**329**	**423**	**245**	**198**	**274**	**341**	**184**	**71**
213	**323**	**375**	**384**	**219**	**248**	**375**	**239**	**86**
40	129	130	124	74	76	127	106	34
19%	40%	35%	32%	34%	30%	34%	44%	39%
							K	*
30	115	117	101	72	66	100	96	38
14%	36%	31%	26%	33%	26%	27%	40%	44%
	I						KL	P*

Middle-manager	A regular employee
O	P
200	**726**
231	**764**
94	255
41%	33%
75	220
33%	29%

8. If your employer suffered a data breach, how likely would you be to look for a new job? - Top 2 Box Summary

		Children in Household		Education	
	Total	Yes	No	No college degree	College degree
	A	B	C	D	E
Base: All Answering (unwtd)	**997**	**303**	**694**	**470**	**527**
Base: All Answering (wtd)	**1081**	**377**	**704**	**475**	**606**
A breach of their employee's data	383	139	244	179	204
	35%	37%	35%	38%	34%
A breach of their customers' data	333	130	203	160	173
	31%	34%	29%	34%	29%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C, D/E, F/G/H/I, J/K, L/M

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C, D/E, F/G/H/I, J/K, L/M

  Minimum Base: 30 (**), Small Base: 100 (*)

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
F	G	H	I	J	K	L	M
784	**189**	**20**	**4**	**508**	**489**	**855**	**142**
856	**199**	**23**	**3**	**561**	**520**	**810**	**271**
299	69	15	-	171	212	263	120
35%	35%	65%	-	30%	41%	32%	44%
	*	**	**		J		L
247	72	13	1	147	187	219	114
29%	36%	56%	38%	26%	36%	27%	42%
	*	**	**		J		L

8. If your employer suffered a data breach, how likely would you be to look for a new job? - Bottom 2 Box Summary

		Gender		Age	
	Total	Male	Female	18-34	35-54
	A	B	C	D	E
Base: All Answering (unwtd)	**997**	**419**	**578**	**273**	**467**
Base: All Answering (wtd)	**1081**	**550**	**531**	**401**	**466**
	698	340	358	192	333
A breach of their employee's data	65%	62%	67%	48%	71%
					D
	748	356	392	214	350
A breach of their customers' data	69%	65%	74%	53%	75%
			B		D

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M, N/O/P

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C, D/E/F, G/H/I, J/K/L/M, N/O/P

  Minimum Base: 30 (**), Small Base: 100 (*)

	Household Income			Region				Senior manager or executive
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	
F	G	H	I	J	K	L	M	N
257	**329**	**423**	**245**	**198**	**274**	**341**	**184**	**71**
213	**323**	**375**	**384**	**219**	**248**	**375**	**239**	**86**
173	194	245	259	145	173	248	132	52
81%	60%	65%	68%	66%	70%	66%	56%	61%
DE					M			*
184	207	258	282	148	183	274	143	48
86%	64%	69%	74%	67%	74%	73%	60%	56%
DE			G		M	M		*

Middle-manager	A regular employee
O	P
200	**726**
231	**764**
137	509
59%	67%
156	544
67%	71%
	N

8. If your employer suffered a data breach, how likely would you be to look for a new job? - Bottom 2 Box Summary

		Children in Household		Education	
	Total	Yes	No	No college degree	College degree
	A	B	C	D	E
Base: All Answering (unwtd)	**997**	**303**	**694**	**470**	**527**
Base: All Answering (wtd)	**1081**	**377**	**704**	**475**	**606**
	698	238	460	297	401
A breach of their employee's data	65%	63%	65%	62%	66%
	748	247	500	315	433
A breach of their customers' data	69%	66%	71%	66%	71%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A, B/C, D/E, F/G/H/I, J/K, L/M

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A, B/C, D/E, F/G/H/I, J/K, L/M

  Minimum Base: 30 (**), Small Base: 100 (*)

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Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
F	G	H	I	J	K	L	M
784	**189**	**20**	**4**	**508**	**489**	**855**	**142**
856	**199**	**23**	**3**	**561**	**520**	**810**	**271**
557	130	8	3	390	308	547	151
65%	65%	35%	100%	70%	59%	68%	56%
	*	**	**	K		M	
609	126	10	2	414	333	591	157
71%	64%	44%	62%	74%	64%	73%	58%
	*	**	**	K		M	

9. Ultimately, whose responsibility is it to keep your organization's data safe?

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Answering (unwtd)	**997**	**419**	**578**	**273**	**467**
Base: All Answering (wtd)	**1081**	**550**	**531**	**401**	**466**
	388	220	169	157	154
Management's responsibility	36%	40%	32%	39%	33%
		B			
	693	330	363	244	312
Every employee's responsibility	64%	60%	68%	61%	67%
			A		
	1081	550	531	401	466
Sigma	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

55+	Household Income			Region				Senior manager or executive
	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	
E	F	G	H	I	J	K	L	M
257	**329**	**423**	**245**	**198**	**274**	**341**	**184**	**71**
213	**323**	**375**	**384**	**219**	**248**	**375**	**239**	**86**
77	152	135	101	72	94	129	93	40
36%	47%	36%	26%	33%	38%	34%	39%	46%
	GH	H						*
137	171	239	283	147	154	246	146	47
64%	53%	64%	74%	67%	62%	66%	61%	54%
		F	FG					*
213	323	375	384	219	248	375	239	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
85	264
37%	35%
146	500
63%	65%
231	764
100%	100%

9. Ultimately, whose responsibility is it to keep your organization's data safe?

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Answering (unwtd)	**997**	**303**	**694**	**470**	**527**
Base: All Answering (wtd)	**1081**	**377**	**704**	**475**	**606**
	388	137	251	195	193
Management's responsibility	36%	36%	36%	41%	32%
				D	
	693	240	453	280	413
Every employee's responsibility	64%	64%	64%	59%	68%
					C
	1081	377	704	475	606
Sigma	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
784	**189**	**20**	**4**	**508**	**489**	**855**	**142**
856	**199**	**23**	**3**	**561**	**520**	**810**	**271**
289	92	6	2	170	218	268	120
34%	46%	28%	55%	30%	42%	33%	44%
	E*	**	**		I		K
567	107	17	2	391	302	542	150
66%	54%	72%	45%	70%	58%	67%	56%
F	*	**	**	J		L	
856	199	23	3	561	520	810	271
100%	100%	100%	100%	100%	100%	100%	100%

Household Income

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
Under $15K	129	67	62	50	41
	6%	7%	6%	8%	6%
$15K to less than $20K	76	40	36	32	13
	4%	4%	3%	5%	2%
				D	
$20K to less than $25K	116	70	46	62	24
	6%	7%	4%	10%	3%
		B		DE	
$25K to less than $30K	92	44	49	29	33
	5%	5%	5%	5%	5%
$30K to less than $40K	177	70	107	55	51
	9%	7%	10%	9%	7%
$40K to less than $50K	157	61	96	47	51
	8%	6%	9%	8%	7%
$50K to less than $75K	375	159	215	100	114
	19%	16%	21%	17%	16%
			A		
$75K to less than $100K	279	132	146	82	102
	14%	14%	14%	14%	15%
$100K to less than $150K	439	227	212	94	190
	22%	23%	20%	16%	27%
					CE
$150K or more	174	100	74	45	74
	9%	10%	7%	8%	11%
		B			
Sigma	2014	971	1043	594	694
	100%	100%	100%	100%	100%
Summary					
	747	352	395	273	214

Under $50K	37%	36%	38%	46%	31%
				DE	
	653	292	362	182	216
$50K-<$100K	32%	30%	35%	31%	31%
	613	327	286	139	264
$100K+	30%	34%	27%	23%	38%
		B			CE
Mean (,000)	78.3	81.5	75.3	67	89.3
		B			CE
STD. DEV.	56.83	60.22	53.33	50.52	62.79
STD. ERR.	1.27	1.93	1.65	2.07	2.38

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

	Household Income			Region				Senior manager or executive
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	
E	F	G	H	I	J	K	L	M
886	828	771	415	374	504	719	417	71
726	747	653	613	359	424	755	476	86
38	129	-	-	24	25	55	26	2
5%	17%	-	-	7%	6%	7%	5%	2%
	GH							*
31	76	-	-	8	13	34	22	-
4%	10%	-	-	2%	3%	5%	5%	-
D	GH							*
30	116	-	-	16	24	49	27	-
4%	15%	-	-	4%	6%	7%	6%	-
	GH							*
31	92	-	-	12	25	32	24	1
4%	12%	-	-	3%	6%	4%	5%	1%
	GH							*
71	177	-	-	35	42	72	27	1
10%	24%	-	-	10%	10%	10%	6%	1%
	GH							*
59	157	-	-	26	37	66	29	4
8%	21%	-	-	7%	9%	9%	6%	5%
	GH							*
160	-	375	-	69	85	148	72	19
22%	-	57%	-	19%	20%	20%	15%	21%
D		FH						*
95	-	279	-	46	52	107	74	16
13%	-	43%	-	13%	12%	14%	15%	19%
		FH						*
155	-	-	439	77	95	144	124	35
21%	-	-	72%	21%	22%	19%	26%	40%
			FG				K	O*
55	-	-	174	47	27	48	52	9
8%	-	-	28%	13%	6%	6%	11%	10%
			FG	JK			JK	*
726	747	653	613	359	424	755	476	86
100%	100%	100%	100%	100%	100%	100%	100%	100%
261	747	-	-	120	165	308	154	8

36%	100%	-	-	33%	39%	41%	32%	9%
	GH					IL		*
255	-	653	-	115	137	256	146	35
35%	-	100%	-	32%	32%	34%	31%	40%
		FH						*
211	-	-	613	124	121	192	176	43
29%	-	-	100%	35%	29%	25%	37%	50%
			FG	K			JK	O*
77	27.8	72.3	146.2	86.6	74.5	71.7	85.8	111.3
C		F	FG	JK			JK	O*
53.74	12.53	14.38	49.43	64.11	52.19	52.62	59.82	64.2
1.99	0.46	0.56	2	3.38	2.53	1.91	2.74	6.91

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
4	29
2%	4%
1	24
*	3%
4	48
2%	6%
	N
2	31
1%	4%
6	81
3%	11%
	MN
19	65
8%	9%
46	136
20%	18%
34	124
15%	16%
77	160
33%	21%
O	
38	65
17%	8%
O	
231	764
100%	100%
36	278

16%	36%
	MN
80	260
34%	34%
115	225
50%	29%
O	
106.6	78.5
O	
63.2	54.43
4.16	1.97

Household Income

		Children in Household		Education	
	Total	Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
Under $15K	129	14	116	103	26
	6%	3%	8%	10%	3%
			A	D	
$15K to less than $20K	76	5	70	51	25
	4%	1%	5%	5%	3%
			A	D	
$20K to less than $25K	116	28	88	87	29
	6%	5%	6%	8%	3%
				D	
$25K to less than $30K	92	13	80	72	20
	5%	2%	5%	7%	2%
			A	D	
$30K to less than $40K	177	42	135	136	41
	9%	8%	9%	13%	4%
				D	
$40K to less than $50K	157	34	123	89	68
	8%	6%	8%	9%	7%
$50K to less than $75K	375	91	284	179	196
	19%	17%	19%	17%	20%
$75K to less than $100K	279	89	190	114	165
	14%	17%	13%	11%	17%
					C
$100K to less than $150K	439	163	277	156	283
	22%	31%	19%	15%	29%
		B			C
$150K or more	174	50	124	49	125
	9%	10%	8%	5%	13%
					C
Sigma	2014	528	1486	1036	978
	100%	100%	100%	100%	100%
Summary					
	747	135	612	539	208

Under $50K	37%	26%	41%	52%	21%
			A	D	
	653	180	474	293	361
$50K-<$100K	32%	34%	32%	28%	37%
					C
	613	213	400	205	409
$100K+	30%	40%	27%	20%	42%
		B			C
Mean (,000)	78.3	92.9	73.1	61.3	96.4
		B			C
STD. DEV.	56.83	60.06	54.72	47.64	60.13
STD. ERR.	1.27	2.61	1.42	1.48	1.92

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
34	11	63	21	15	114	81	48
3%	6%	16%	6%	1%	12%	5%	10%
	*	EFH			I		K
12	15	31	17	12	64	61	15
1%	7%	8%	4%	1%	7%	4%	3%
	E*	E	E		I		
32	35	28	21	23	93	72	44
3%	17%	7%	5%	2%	9%	5%	9%
	EGH*	E			I		K
34	6	32	20	26	66	64	28
3%	3%	8%	5%	3%	7%	4%	6%
	*	E			I		
79	26	38	33	51	126	120	57
8%	12%	10%	9%	5%	13%	8%	11%
	*				I		
83	12	34	28	67	91	122	35
8%	6%	8%	7%	6%	9%	8%	7%
	*						
197	25	67	85	199	176	293	82
19%	12%	17%	22%	19%	18%	19%	16%
	*		F				
178	20	35	45	189	90	212	66
17%	10%	9%	12%	18%	9%	14%	13%
GH	*			J			
279	31	54	75	340	99	357	82
27%	15%	13%	20%	33%	10%	24%	16%
FGH	*		G	J		L	
93	25	20	36	116	58	129	45
9%	12%	5%	10%	11%	6%	9%	9%
G	G*		G	J			
1023	207	403	381	1038	976	1511	503
100%	100%	100%	100%	100%	100%	100%	100%
275	105	226	141	194	553	520	227

27%	51%	56%	37%	19%	57%	34%	45%
	EH*	EH	E		I		K
376	46	102	129	388	266	505	148
37%	22%	25%	34%	37%	27%	33%	30%
FG	*		FG	J			
373	56	74	111	456	157	486	127
36%	27%	18%	29%	44%	16%	32%	25%
GH	*		G	J		L	
88.4	70.6	57.2	77.6	97.9	57.5	80.3	72.2
FGH	G*		G	J			
56.71	59.4	48.88	56.89	56.08	49.8	55.88	59.22
1.77	4.13	2.44	2.91	1.74	1.59	1.44	2.64

Gender

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
Male	971	971	-	298	339
	48%	100%	-	50%	49%
		B			
Female	1043	-	1043	296	355
	52%	-	100%	50%	51%
			A		
Sigma	2014	971	1043	594	694
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

 Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

 Minimum Base: 30 (**), Small Base: 100 (*)

	Household Income			Region				
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	Senior manager or executive
E	F	G	H	I	J	K	L	M
886	**828**	**771**	**415**	**374**	**504**	**719**	**417**	**71**
726	**747**	**653**	**613**	**359**	**424**	**755**	**476**	**86**
334	352	292	327	181	194	337	259	54
46%	47%	45%	53%	51%	46%	45%	54%	63%
		G					JK	O*
392	395	362	286	177	230	418	217	32
54%	53%	55%	47%	49%	54%	55%	46%	37%
		H			L	L		*
726	747	653	613	359	424	755	476	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
153	343
66%	45%
O	
78	421
34%	55%
	MN
231	764
100%	100%

Gender

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
	971	230	741	475	496
Male	48%	44%	50%	46%	51%
	1043	298	745	561	482
Female	52%	56%	50%	54%	49%
	2014	528	1486	1036	978
Sigma	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

 Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

 Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

 Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

 Minimum Base: 30 (**), Small Base: 100 (*)

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
544	99	149	179	490	481	693	278
53%	48%	37%	47%	47%	49%	46%	55%
G	*		G				K
479	108	254	202	548	495	818	225
47%	52%	63%	53%	53%	51%	54%	45%
	*	EH				L	
1023	207	403	381	1038	976	1511	503
100%	100%	100%	100%	100%	100%	100%	100%

Age

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
	594	298	296	594	-
18 - 34 (Net)	29%	31%	28%	100%	-
				DE	
	145	92	53	145	-
18 - 24	7%	10%	5%	24%	-
		B		DE	
	449	205	244	449	-
25 - 34	22%	21%	23%	76%	-
				DE	
	694	339	355	-	694
35 - 54 (Net)	34%	35%	34%	-	100%
					CE
	296	143	153	-	296
35 - 44	15%	15%	15%	-	43%
					CE
	398	197	201	-	398
45 - 54	20%	20%	19%	-	57%
					CE
	726	334	392	-	-
55 + (Net)	36%	34%	38%	-	-
	361	153	207	-	-
55 - 64	18%	16%	20%	-	-
	365	181	185	-	-
65+	18%	19%	18%	-	-
	2014	971	1043	594	694
Sigma	100%	100%	100%	100%	100%
Summary					
	47.5	47.1	47.8	28.1	45.5
Mean					C
	16.14	16.57	15.72	4.51	5.84
STD. DEV.					

	0.36	0.57	0.46	0.22	0.22
STD. ERR.					
Median	48	48	49	29	46

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

   Minimum Base: 30 (**), Small Base: 100 (*)

	Household Income			Region				Senior manager or executive
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	
E	F	G	H	I	J	K	L	M
886	828	771	415	374	504	719	417	71
726	747	653	613	359	424	755	476	86
-	273	182	139	101	116	215	163	24
-	37%	28%	23%	28%	27%	28%	34%	28%
	GH							*
-	61	29	54	16	28	59	43	4
-	8%	4%	9%	4%	6%	8%	9%	4%
	G		G				I	*
-	212	153	84	85	88	156	120	20
-	28%	23%	14%	24%	21%	21%	25%	24%
	H	H						*
-	214	216	264	130	156	250	158	37
-	29%	33%	43%	36%	37%	33%	33%	43%
			FG					*
-	94	89	113	51	64	104	77	22
-	13%	14%	18%	14%	15%	14%	16%	26%
			F					*
-	119	128	151	78	92	146	82	15
-	16%	20%	25%	22%	22%	19%	17%	17%
			F					*
726	261	255	211	128	153	290	155	25
100%	35%	39%	34%	36%	36%	38%	33%	29%
CD								N*
361	126	133	102	60	79	147	75	18
50%	17%	20%	17%	17%	19%	19%	16%	21%
CD								*
365	135	121	109	69	73	143	80	7
50%	18%	19%	18%	19%	17%	19%	17%	9%
CD								*
726	747	653	613	359	424	755	476	86
100%	100%	100%	100%	100%	100%	100%	100%	100%
65.2	46	48.5	48.1	48.5	47.9	47.8	45.8	44.7
CD		F						*
6.97	16.71	15.79	15.68	15.79	15.72	16.36	16.33	13.68

0.23	0.58	0.57	0.77	0.82	0.7	0.61	0.8	1.62
65	45	49.6	49	48	49	49	44	43

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
79	298
34%	39%
17	68
7%	9%
62	230
27%	30%
117	313
50%	41%
64	124
28%	16%
O	
52	189
23%	25%
36	153
15%	20%
29	108
12%	14%
7	44
3%	6%
231	764
100%	100%
41.7	42.3
12.3	13.59

0.87	0.5
40	41

Age

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
	594	185	409	310	284
18 - 34 (Net)	29%	35%	28%	30%	29%
		B			
	145	9	136	102	43
18 - 24	7%	2%	9%	10%	4%
			A	D	
	449	176	273	208	241
25 - 34	22%	33%	18%	20%	25%
		B			C
	694	300	394	341	353
35 - 54 (Net)	34%	57%	26%	33%	36%
		B			
	296	172	124	133	163
35 - 44	15%	33%	8%	13%	17%
		B			
	398	129	269	207	191
45 - 54	20%	24%	18%	20%	19%
		B			
	726	42	684	386	340
55 + (Net)	36%	8%	46%	37%	35%
			A		
	361	26	335	204	156
55 - 64	18%	5%	23%	20%	16%
			A		
	365	17	349	181	184
65+	18%	3%	23%	18%	19%
			A		
	2014	528	1486	1036	978
Sigma	100%	100%	100%	100%	100%
Summary					
	47.5	40.4	50	47.4	47.5
Mean			A		
	16.14	10.22	17.09	16.54	15.71
STD. DEV.					

	0.36	0.47	0.43	0.5	0.52
STD. ERR.					
Median	48	39	53	49	47

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

	Employment Status				Marital Status		Race	
	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
	E	F	G	H	I	J	K	L
	950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
	1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
	326	96	168	3	204	390	407	187
	32%	47%	42%	1%	20%	40%	27%	37%
	H	EH*	EH			I		K
	43	34	67	1	10	135	83	62
	4%	16%	17%	*	1%	14%	6%	12%
	H	EH*	EH			I		K
	283	62	102	2	194	255	323	126
	28%	30%	25%	*	19%	26%	21%	25%
	H	H*	H			I		
	474	54	147	19	417	277	493	201
	46%	26%	36%	5%	40%	28%	33%	40%
	FGH	H*	H		J			K
	211	20	65	-	178	118	208	88
	21%	10%	16%	-	17%	12%	14%	18%
	FH	H*	H		J			
	264	33	82	19	239	159	285	113
	26%	16%	20%	5%	23%	16%	19%	22%
	FH	H*	H		J			
	223	57	87	359	417	309	612	114
	22%	27%	22%	94%	40%	32%	40%	23%
		*		EFG	J		L	
	161	36	70	93	215	146	304	57
	16%	17%	17%	24%	21%	15%	20%	11%
		*		EG	J		L	
	62	21	17	266	202	163	307	58
	6%	10%	4%	70%	19%	17%	20%	12%
		G*		EFG			L	
	1023	207	403	381	1038	976	1511	503
	100%	100%	100%	100%	100%	100%	100%	100%
	43.8	41.8	40.8	67.4	50.3	44.4	48.9	43
	G	*		EFG	J		L	
	12.87	16.09	14.68	8.23	14.53	17.18	16.18	15.17

0.42	1.16	0.74	0.38	0.45	0.55	0.39	0.92
43	39	39.58	68	51	42.33	50	42

Region

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
Northeast	359	181	177	101	130
	18%	19%	17%	17%	19%
Midwest	424	194	230	116	156
	21%	20%	22%	19%	22%
South	755	337	418	215	250
	38%	35%	40%	36%	36%
			A		
West	476	259	217	163	158
	24%	27%	21%	27%	23%
		B			
Sigma	2014	971	1043	594	694
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

	Household Income			Region				Senior manager or executive
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	
E	F	G	H	I	J	K	L	M
886	**828**	**771**	**415**	**374**	**504**	**719**	**417**	**71**
726	**747**	**653**	**613**	**359**	**424**	**755**	**476**	**86**
128	120	115	124	359	-	-	-	19
18%	16%	18%	20%	100%	-	-	-	22%
				JKL				*
153	165	137	121	-	424	-	-	17
21%	22%	21%	20%	-	100%	-	-	20%
					IKL			*
290	308	256	192	-	-	755	-	25
40%	41%	39%	31%	-	-	100%	-	29%
	H	H				IJL		*
155	154	146	176	-	-	-	476	25
21%	21%	22%	29%	-	-	-	100%	29%
			FG				IJK	*
726	747	653	613	359	424	755	476	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
50	150
21%	20%
46	186
20%	24%
70	279
30%	37%
65	149
28%	19%
O	
231	764
100%	100%

Region

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
Northeast	359	93	265	191	167
	18%	18%	18%	18%	17%
Midwest	424	120	305	219	206
	21%	23%	20%	21%	21%
South	755	169	586	378	378
	38%	32%	39%	36%	39%
			A		
West	476	146	330	249	227
	24%	28%	22%	24%	23%
		B			
Sigma	2014	528	1486	1036	978
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
207	35	51	66	189	170	296	62
20%	17%	13%	17%	18%	17%	20%	12%
G	*					L	
224	51	74	76	208	216	356	68
22%	25%	18%	20%	20%	22%	24%	14%
	*					L	
359	77	161	158	381	374	517	239
35%	37%	40%	41%	37%	38%	34%	47%
	*		E				K
234	44	117	82	259	217	342	133
23%	21%	29%	21%	25%	22%	23%	27%
	*	H					
1023	207	403	381	1038	976	1511	503
100%	100%	100%	100%	100%	100%	100%	100%

Education

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
Grade School	2	1	1	1	1
	*	*	*	*	*
Some High School	31	20	11	21	7
	2%	2%	1%	3%	1%
				DE	
Graduated High School	292	115	177	79	99
	15%	12%	17%	13%	14%
			A		
Some College	438	212	226	128	136
	22%	22%	22%	22%	20%
Associate's degree (AA, AS, etc.)	273	127	146	81	97
	14%	13%	14%	14%	14%
Bachelor's degree (BA, BS, etc.)	671	349	322	217	237
	33%	36%	31%	37%	34%
Post Graduate Degree	306	147	160	67	116
	15%	15%	15%	11%	17%
					C
Sigma	2014	971	1043	594	694
	100%	100%	100%	100%	100%
Summary					
No college degree	1036	475	561	310	341
	51%	49%	54%	52%	49%
College degree	978	496	482	284	353
	49%	51%	46%	48%	51%

Field Dates: 03/26-03/28
Statistics:
Overlap formulae used
- Column Proportions:

Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O
Minimum Base: 30 (**), Small Base: 100 (*)

	Household Income			Region				Senior manager or executive
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	
E	F	G	H	I	J	K	L	M
886	**828**	**771**	**415**	**374**	**504**	**719**	**417**	**71**
726	**747**	**653**	**613**	**359**	**424**	**755**	**476**	**86**
-	2	-	-	1	-	1	-	-
-	*	-	-	*	-	*	-	-
								*
4	28	3	1	6	4	13	7	-
1%	4%	*	*	2%	1%	2%	1%	-
	GH							*
114	165	68	59	64	69	99	60	3
16%	22%	10%	10%	18%	16%	13%	13%	3%
	GH							*
173	234	119	85	72	86	163	117	7
24%	31%	18%	14%	20%	20%	22%	25%	8%
	GH							*
95	111	103	60	49	59	101	64	10
13%	15%	16%	10%	14%	14%	13%	13%	12%
	H	H						*
217	173	247	252	106	138	262	165	39
30%	23%	38%	41%	30%	33%	35%	35%	45%
		F	F					*
123	36	114	157	61	67	116	62	27
17%	5%	17%	26%	17%	16%	15%	13%	32%
C		F	FG					O*
726	747	653	613	359	424	755	476	86
100%	100%	100%	100%	100%	100%	100%	100%	100%
386	539	293	205	191	219	378	249	20
53%	72%	45%	33%	53%	52%	50%	52%	23%
	GH	H						*
340	208	361	409	167	206	378	227	66
47%	28%	55%	67%	47%	48%	50%	48%	77%
		F	FG					NO*

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
-	-
-	-
*	8
*	1%
23	82
10%	11%
31	167
13%	22%
	MN
38	106
16%	14%
98	275
42%	36%
41	125
18%	16%
231	764
100%	100%
92	363
40%	48%
M	M
139	400
60%	52%

Education

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
Grade School	2	1	1	2	-
	*	*	*	*	-
Some High School	31	3	28	31	-
	2%	1%	2%	3%	-
				D	
Graduated High School	292	64	229	292	-
	15%	12%	15%	28%	-
				D	
Some College	438	91	347	438	-
	22%	17%	23%	42%	-
			A	D	
Associate's degree (AA, AS, etc.)	273	68	205	273	-
	14%	13%	14%	26%	-
				D	
Bachelor's degree (BA, BS, etc.)	671	202	469	-	671
	33%	38%	32%	-	69%
		B			C
Post Graduate Degree	306	100	207	-	306
	15%	19%	14%	-	31%
		B			C
Sigma	2014	528	1486	1036	978
	100%	100%	100%	100%	100%
Summary					
No college degree	1036	226	810	1036	-
	51%	43%	55%	100%	-
			A	D	
College degree	978	302	676	-	978
	49%	57%	45%	-	100%
		B			C

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)
- Column Means:
Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L
Minimum Base: 30 (**), Small Base: 100 (*)

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
-	-	1	1	1	1	2	-
-	-	*	*	*	*	*	-
	*						
7	6	17	1	5	26	22	9
1%	3%	4%	*	1%	3%	1%	2%
	EH*	EH			I		
101	24	103	65	127	166	225	67
10%	12%	25%	17%	12%	17%	15%	13%
	*	EFH	E		I		
171	59	117	90	191	247	311	127
17%	29%	29%	24%	18%	25%	21%	25%
	E*	E	E		I		
142	30	53	48	117	156	199	74
14%	15%	13%	13%	11%	16%	13%	15%
	*				I		
408	65	94	104	395	276	525	146
40%	32%	23%	27%	38%	28%	35%	29%
GH	*			J			
195	22	18	72	202	104	227	80
19%	10%	4%	19%	19%	11%	15%	16%
FG	G*		FG	J			
1023	207	403	381	1038	976	1511	503
100%	100%	100%	100%	100%	100%	100%	100%
421	120	291	205	441	596	760	277
41%	58%	72%	54%	42%	61%	50%	55%
	E*	EFH	E		I		
603	87	112	176	597	381	752	226
59%	42%	28%	46%	58%	39%	50%	45%
FGH	G*		G	J			

Age & Presence Of Children

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
Under 6 only	142	63	79	97	43
	7%	6%	8%	16%	6%
				DE	E
6-12 Only	141	71	71	39	92
	7%	7%	7%	6%	13%
				E	CE
13-17 Only	116	54	62	10	84
	6%	6%	6%	2%	12%
					CE
Under 6 and 6-12	60	18	42	29	31
	3%	2%	4%	5%	4%
			A	E	E
Under 6 and 13-17	5	1	4	-	4
	*	*	*	-	1%
6-12 and 13-17	54	21	33	6	42
	3%	2%	3%	1%	6%
					CE
All 3	10	3	7	4	5
	*	*	1%	1%	1%
					E
None Under 18	1486	741	745	409	394
	74%	76%	71%	69%	57%
		B		D	
Sigma	2014	971	1043	594	694
	100%	100%	100%	100%	100%
Summary					
With Kids	528	230	298	185	300
	26%	24%	29%	31%	43%
			A	E	CE
No Kids	1486	741	745	409	394
	74%	76%	71%	69%	57%
		B		D	

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

   Minimum Base: 30 (**), Small Base: 100 (*)

	Household Income			Region				
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	Senior manager or executive
E	F	G	H	I	J	K	L	M
886	828	771	415	374	504	719	417	71
726	747	653	613	359	424	755	476	86
2	44	46	52	24	36	49	33	2
*	6%	7%	9%	7%	9%	6%	7%	2%
								*
11	26	52	64	34	21	46	40	21
2%	3%	8%	10%	9%	5%	6%	8%	24%
		F	F	J				O*
21	29	42	44	19	35	36	25	8
3%	4%	6%	7%	5%	8%	5%	5%	10%
		F	F		K			*
1	19	17	24	2	12	22	25	5
*	2%	3%	4%	*	3%	3%	5%	6%
					I	I	I	*
2	1	3	1	-	1	3	1	-
*	*	1%	*	-	*	*	*	-
								*
6	14	16	23	14	10	13	17	7
1%	2%	3%	4%	4%	2%	2%	3%	8%
								*
-	4	2	4	1	4	-	5	-
-	*	*	1%	*	1%	-	1%	-
					K		K	*
684	612	474	400	265	305	586	330	43
94%	82%	73%	65%	74%	72%	78%	69%	50%
CD	GH	H				L		*
726	747	653	613	359	424	755	476	86
100%	100%	100%	100%	100%	100%	100%	100%	100%
42	135	180	213	93	120	169	146	43
6%	18%	27%	35%	26%	28%	22%	31%	50%
		F	FG				K	O*
684	612	474	400	265	305	586	330	43
94%	82%	73%	65%	74%	72%	78%	69%	50%
CD	GH	H				L		*

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
22	77
10%	10%
28	62
12%	8%
14	60
6%	8%
6	27
3%	4%
1	*
1%	*
11	21
5%	3%
-	4
-	*
149	512
64%	67%
	M
231	764
100%	100%
82	252
36%	33%
149	512
64%	67%
	M

Age & Presence Of Children

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
Under 6 only	142	142	-	51	91
	7%	27%	-	5%	9%
		B			C
6-12 Only	141	141	-	54	88
	7%	27%	-	5%	9%
		B			C
13-17 Only	116	116	-	61	55
	6%	22%	-	6%	6%
		B			
Under 6 and 6-12	60	60	-	25	35
	3%	11%	-	2%	4%
		B			
Under 6 and 13-17	5	5	-	5	1
	*	1%	-	*	*
		B			
6-12 and 13-17	54	54	-	23	31
	3%	10%	-	2%	3%
		B			
All 3	10	10	-	8	2
	*	2%	-	1%	*
		B			
None Under 18	1486	-	1486	810	676
	74%	-	100%	78%	69%
			A	D	
Sigma	2014	528	1486	1036	978
	100%	100%	100%	100%	100%
Summary					
With Kids	528	528	-	226	302
	26%	100%	-	22%	31%
		B			C
No Kids	1486	-	1486	810	676
	74%	-	100%	78%	69%
			A	D	

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
89	18	35	-	112	30	107	35
9%	9%	9%	-	11%	3%	7%	7%
H	H*	H		J			
103	14	21	4	121	21	105	36
10%	7%	5%	1%	12%	2%	7%	7%
GH	H*	H		J			
89	7	14	5	80	36	90	26
9%	3%	4%	1%	8%	4%	6%	5%
GH	*			J			
37	4	18	2	49	11	39	21
4%	2%	4%	*	5%	1%	3%	4%
H	*	H		J			
1	-	4	-	3	2	3	3
*	-	1%	-	*	*	*	1%
	*	E					
35	8	11	-	41	13	42	12
3%	4%	3%	-	4%	1%	3%	2%
H	H*	H		J			
6	1	3	-	5	4	5	4
1%	*	1%	-	1%	*	*	1%
	*						
664	155	297	371	627	859	1120	366
65%	75%	74%	97%	60%	88%	74%	73%
	E*	E	EFG		I		
1023	207	403	381	1038	976	1511	503
100%	100%	100%	100%	100%	100%	100%	100%
360	52	106	10	411	117	391	137
35%	25%	26%	3%	40%	12%	26%	27%
FGH	H*	H		J			
664	155	297	371	627	859	1120	366
65%	75%	74%	97%	60%	88%	74%	73%
	E*	E	EFG		I		

Marital Status

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
Single	534	323	210	299	142
	26%	33%	20%	50%	21%
		B		DE	E
Domestic Partnership	170	68	102	69	60
	8%	7%	10%	12%	9%
				E	E
Married	1038	490	548	204	417
	52%	50%	53%	34%	60%
					C
Widowed	75	15	61	2	5
	4%	2%	6%	*	1%
			A		
Divorced or separated	197	75	122	20	70
	10%	8%	12%	3%	10%
			A		C
Sigma	2014	971	1043	594	694
	100%	100%	100%	100%	100%
Summary					
Married	1038	490	548	204	417
	52%	50%	53%	34%	60%
					C
Other	976	481	495	390	277
	48%	50%	47%	66%	40%
				DE	

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

   Minimum Base: 30 (**), Small Base: 100 (*)

55+	Household Income			Region				Senior manager or executive
	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	
E	F	G	H	I	J	K	L	M
886	**828**	**771**	**415**	**374**	**504**	**719**	**417**	**71**
726	**747**	**653**	**613**	**359**	**424**	**755**	**476**	**86**
92	314	133	86	93	110	187	143	17
13%	42%	20%	14%	26%	26%	25%	30%	19%
	GH	H						*
41	58	60	52	35	36	73	27	3
6%	8%	9%	8%	10%	8%	10%	6%	3%
								*
417	194	388	456	189	208	381	259	59
57%	26%	59%	74%	53%	49%	50%	54%	68%
C		F	FG					O*
69	45	24	6	14	19	32	11	4
9%	6%	4%	1%	4%	4%	4%	2%	4%
CD	H	H						N*
107	136	48	13	29	51	82	36	4
15%	18%	7%	2%	8%	12%	11%	7%	5%
CD	GH	H						*
726	747	653	613	359	424	755	476	86
100%	100%	100%	100%	100%	100%	100%	100%	100%
417	194	388	456	189	208	381	259	59
57%	26%	59%	74%	53%	49%	50%	54%	68%
C		F	FG					O*
309	553	266	157	170	216	374	217	28
43%	74%	41%	26%	47%	51%	50%	46%	32%
	GH	H						*

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
51	240
22%	31%
	N
30	73
13%	10%
135	367
59%	48%
O	
1	10
*	1%
13	74
6%	10%
231	764
100%	100%
135	367
59%	48%
O	
96	397
41%	52%
	MN

Marital Status

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
Single	534	43	490	304	229
	26%	8%	33%	29%	23%
			A	D	
Domestic Partnership	170	40	130	104	66
	8%	8%	9%	10%	7%
				D	
Married	1038	411	627	441	597
	52%	78%	42%	43%	61%
		B			C
Widowed	75	8	68	45	31
	4%	1%	5%	4%	3%
			A		
Divorced or separated	197	26	171	142	55
	10%	5%	12%	14%	6%
			A	D	
Sigma	2014	528	1486	1036	978
	100%	100%	100%	100%	100%
Summary					
Married	1038	411	627	441	597
	52%	78%	42%	43%	61%
		B			C
Other	976	117	859	596	381
	48%	22%	58%	57%	39%
			A	D	

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
262	89	148	34	-	534	327	207
26%	43%	37%	9%	-	55%	22%	41%
H	EH*	EH			I		K
97	20	33	21	-	170	136	34
9%	9%	8%	5%	-	17%	9%	7%
H	*				I		
562	76	179	220	1038	-	835	202
55%	37%	45%	58%	100%	-	55%	40%
FG	*		FG	J		L	
13	5	10	48	-	75	60	16
1%	2%	2%	13%	-	8%	4%	3%
	*		EFG		I		
89	18	32	58	-	197	153	44
9%	9%	8%	15%	-	20%	10%	9%
	*		EG		I		
1023	207	403	381	1038	976	1511	503
100%	100%	100%	100%	100%	100%	100%	100%
562	76	179	220	1038	-	835	202
55%	37%	45%	58%	100%	-	55%	40%
FG	*		FG	J		L	
461	131	223	161	-	976	676	301
45%	63%	55%	42%	-	100%	45%	60%
	EH*	EH			I		K

Employment

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
	865	451	414	297	412
Employed - full-time	43%	46%	40%	50%	59%
		B		E	CE
	207	99	108	96	54
Employed - part-time	10%	10%	10%	16%	8%
				DE	
	158	93	66	30	62
Self-Employed	8%	10%	6%	5%	9%
		B			C
	381	179	202	3	19
Retired	19%	18%	19%	1%	3%
					C
	53	37	15	50	3
Student/Pupil	3%	4%	1%	8%	*
		B		DE	
	3	2	1	1	2
Military	*	*	*	*	*
	135	6	130	44	65
Homemaker	7%	1%	12%	7%	9%
			A	E	E
	202	101	101	71	73
Currently Unemployed	10%	10%	10%	12%	10%
	9	2	7	3	4
(Dk/Ns)	*	*	1%	*	1%
	2014	971	1043	594	694
Sigma	100%	100%	100%	100%	100%
Summary					
	1023	544	479	326	474
Full Time	51%	56%	46%	55%	68%
		B		E	CE
	207	99	108	96	54

Part Time		10%	10%	10%	16%	8%
					DE	
Not Emp.		403	149	254	168	147
		20%	15%	24%	28%	21%
				A	DE	E
Retired		381	179	202	3	19
		19%	18%	19%	1%	3%
						C

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

55+	Household Income			Region				Senior manager or executive
	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	
E	F	G	H	I	J	K	L	M
886	**828**	**771**	**415**	**374**	**504**	**719**	**417**	**71**
726	**747**	**653**	**613**	**359**	**424**	**755**	**476**	**86**
156	212	329	324	181	197	296	192	80
22%	28%	50%	53%	50%	46%	39%	40%	93%
		F	F	KL	K			O*
57	105	46	56	35	51	77	44	5
8%	14%	7%	9%	10%	12%	10%	9%	6%
	GH							*
66	63	47	48	26	27	63	42	-
9%	8%	7%	8%	7%	6%	8%	9%	-
C								*
359	141	129	111	66	76	158	82	1
49%	19%	20%	18%	18%	18%	21%	17%	2%
CD								*
-	26	7	20	7	3	19	23	-
-	3%	1%	3%	2%	1%	3%	5%	-
	G		G				J	*
-	-	2	1	-	-	3	-	-
-	-	*	*	-	-	*	-	-
								*
26	51	48	37	18	33	51	34	-
4%	7%	7%	6%	5%	8%	7%	7%	-
								*
59	148	39	15	23	36	85	57	-
8%	20%	6%	2%	7%	9%	11%	12%	-
	GH	H				I	I	*
2	2	6	1	3	1	3	3	-
*	*	1%	*	1%	*	*	1%	-
								*
726	747	653	613	359	424	755	476	86
100%	100%	100%	100%	100%	100%	100%	100%	100%
223	275	376	373	207	224	359	234	80
31%	37%	58%	61%	58%	53%	48%	49%	93%
		F	F	K				O*
57	105	46	56	35	51	77	44	5

8%	14%	7%	9%	10%	12%	10%	9%	6%
	GH							*
87	226	102	74	51	74	161	117	-
12%	30%	16%	12%	14%	17%	21%	25%	-
	GH					I	IJ	*
359	141	129	111	66	76	158	82	1
49%	19%	20%	18%	18%	18%	21%	17%	2%
CD								*

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
208	567
90%	74%
O	
18	176
8%	23%
	MN
-	1
-	*
1	1
*	*
2	16
1%	2%
3	1
1%	*
-	1
-	*
-	1
-	*
-	1
-	*
231	764
100%	100%
208	568
90%	74%
O	
18	176

8%	23%
	MN
4	19
2%	2%
1	1
*	*

Employment

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
Employed - full-time	865	324	541	343	522
	43%	61%	36%	33%	53%
		B			C
Employed - part-time	207	52	155	120	87
	10%	10%	10%	12%	9%
Self-Employed	158	35	123	77	81
	8%	7%	8%	7%	8%
Retired	381	10	371	205	176
	19%	2%	25%	20%	18%
			A		
Student/Pupil	53	-	53	44	9
	3%	-	4%	4%	1%
			A	D	
Military	3	1	3	2	2
	*	*	*	*	*
Homemaker	135	80	55	90	46
	7%	15%	4%	9%	5%
		B		D	
Currently Unemployed	202	22	180	147	55
	10%	4%	12%	14%	6%
			A	D	
(Dk/Ns)	9	3	7	9	1
	*	1%	*	1%	*
				D	
Sigma	2014	528	1486	1036	978
	100%	100%	100%	100%	100%
Summary					
Full Time	1023	360	664	421	603
	51%	68%	45%	41%	62%
		B			C
	207	52	155	120	87

Part Time	10%	10%	10%	12%	9%
Not Emp.	403	106	297	291	112
	20%	20%	20%	28%	11%
				D	
Retired	381	10	371	205	176
	19%	2%	25%	20%	18%
			A		

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
865	-	-	-	491	374	660	205
85%	-	-	-	47%	38%	44%	41%
FGH	*			J			
-	207	-	-	76	131	141	66
-	100%	-	-	7%	13%	9%	13%
	EGH*				I		
158	-	-	-	71	87	115	43
15%	-	-	-	7%	9%	8%	9%
FGH	*						
-	-	-	381	220	161	317	64
-	-	-	100%	21%	16%	21%	13%
	*		EFG	J		L	
-	-	53	-	1	52	27	26
-	-	13%	-	*	5%	2%	5%
	*	EFH			I		K
-	-	3	-	1	3	3	-
-	-	1%	-	*	*	*	-
	*	E					
-	-	135	-	112	23	111	24
-	-	34%	-	11%	2%	7%	5%
	*	EFH		J			
-	-	202	-	63	139	134	68
-	-	50%	-	6%	14%	9%	14%
	*	EFH			I		K
-	-	9	-	2	7	3	6
-	-	2%	-	*	1%	*	1%
	*	EH					
1023	207	403	381	1038	976	1511	503
100%	100%	100%	100%	100%	100%	100%	100%
1023	-	-	-	562	461	775	248
100%	-	-	-	54%	47%	51%	49%
FGH	*			J			
-	207	-	-	76	131	141	66

-	100%	-	-	7%	13%	9%	13%
	EGH*				I		
-	-	403	-	179	223	278	124
-	-	100%	-	17%	23%	18%	25%
	*	EFH			I		K
-	-	-	381	220	161	317	64
-	-	-	100%	21%	16%	21%	13%
	*		EFG	J		L	

Race

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
White	1511	693	818	407	493
	75%	71%	78%	68%	71%
			A		
Black	255	123	132	102	86
	13%	13%	13%	17%	12%
				E	
Asian	114	75	39	20	70
	6%	8%	4%	3%	10%
		B			CE
Other	134	80	54	65	45
	7%	8%	5%	11%	6%
		B		DE	E
Sigma	2014	971	1043	594	694
	100%	100%	100%	100%	100%
Summary					
White	1511	693	818	407	493
	75%	71%	78%	68%	71%
			A		
Other	503	278	225	187	201
	25%	29%	22%	32%	29%
		B		E	E

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

  Minimum Base: 30 (**), Small Base: 100 (*)

	Household Income			Region				
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	Senior manager or executive
E	F	G	H	I	J	K	L	M
886	**828**	**771**	**415**	**374**	**504**	**719**	**417**	**71**
726	**747**	**653**	**613**	**359**	**424**	**755**	**476**	**86**
612	520	505	486	296	356	517	342	76
84%	70%	77%	79%	83%	84%	68%	72%	88%
CD		F	F	KL	KL			O*
67	135	65	55	22	44	150	40	5
9%	18%	10%	9%	6%	10%	20%	8%	6%
	GH					IJL		*
24	21	40	52	14	17	23	60	5
3%	3%	6%	9%	4%	4%	3%	13%	5%
		F	F				IJK	*
23	70	43	20	27	8	65	34	1
3%	9%	7%	3%	7%	2%	9%	7%	1%
	H	H		J		J	J	*
726	747	653	613	359	424	755	476	86
100%	100%	100%	100%	100%	100%	100%	100%	100%
612	520	505	486	296	356	517	342	76
84%	70%	77%	79%	83%	84%	68%	72%	88%
CD		F	F	KL	KL			O*
114	227	148	127	62	68	239	133	11
16%	30%	23%	21%	17%	16%	32%	28%	12%
	GH					IJ	IJ	*

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
171	563
74%	74%
23	115
10%	15%
24	46
10%	6%
13	39
5%	5%
231	764
100%	100%
171	563
74%	74%
60	200
26%	26%
	M

Race

	Total	Children in Household		Education	
		Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
White	1511	391	1120	760	752
	75%	74%	75%	73%	77%
Black	255	64	191	171	84
	13%	12%	13%	17%	9%
				D	
Asian	114	44	70	28	86
	6%	8%	5%	3%	9%
		B			C
Other	134	29	105	78	56
	7%	5%	7%	7%	6%
Sigma	2014	528	1486	1036	978
	100%	100%	100%	100%	100%
Summary					
White	1511	391	1120	760	752
	75%	74%	75%	73%	77%
Other	503	137	366	277	226
	25%	26%	25%	27%	23%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

  Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

  Minimum Base: 30 (**), Small Base: 100 (*)

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
775	141	278	317	835	676	1511	-
76%	68%	69%	83%	81%	69%	100%	-
G	*		EFG	J		L	
112	49	61	34	75	180	-	255
11%	24%	15%	9%	7%	18%	-	51%
	EH*	H			I		K
83	-	17	14	69	45	-	114
8%	-	4%	4%	7%	5%	-	23%
FGH	*	F	F				K
53	16	47	17	58	76	-	134
5%	8%	12%	4%	6%	8%	-	27%
	*	EH					K
1023	207	403	381	1038	976	1511	503
100%	100%	100%	100%	100%	100%	100%	100%
775	141	278	317	835	676	1511	-
76%	68%	69%	83%	81%	69%	100%	-
G	*		EFG	J		L	
248	66	124	64	202	301	-	503
24%	32%	31%	17%	19%	31%	-	100%
H	H*	EH			I		K

Are you of Hispanic Ethnicity?

		Gender		Age	
	Total	Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
Yes	314	178	135	156	95
	16%	18%	13%	26%	14%
		B		DE	E
No	1674	777	897	426	592
	83%	80%	86%	72%	85%
			A		C
(Dk/Ns)	26	16	11	13	7
	1%	2%	1%	2%	1%
Sigma	2014	971	1043	594	694
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

   Minimum Base: 30 (**), Small Base: 100 (*)

	Household Income			Region				
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	Senior manager or executive
E	F	G	H	I	J	K	L	M
886	**828**	**771**	**415**	**374**	**504**	**719**	**417**	**71**
726	**747**	**653**	**613**	**359**	**424**	**755**	**476**	**86**
63	141	93	80	52	36	121	105	24
9%	19%	14%	13%	14%	8%	16%	22%	28%
	GH			J		J	IJK	N*
656	598	551	525	305	385	625	359	62
90%	80%	84%	86%	85%	91%	83%	75%	72%
CD			F	L	IKL	L		*
6	8	10	8	2	4	10	11	-
1%	1%	1%	1%	1%	1%	1%	2%	-
								*
726	747	653	613	359	424	755	476	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
31	129
13%	17%
197	628
85%	82%
M	
3	7
1%	1%
231	764
100%	100%

Are you of Hispanic Ethnicity?

		Children in Household		Education	
	Total	Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
Yes	314	113	201	154	159
	16%	21%	14%	15%	16%
		B			
No	1674	414	1260	864	810
	83%	78%	85%	83%	83%
			A		
(Dk/Ns)	26	1	25	18	8
	1%	*	2%	2%	1%
			A		
Sigma	2014	528	1486	1036	978
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

Minimum Base: 30 (**), Small Base: 100 (*)

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Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
174	43	78	19	152	161	205	109
17%	21%	19%	5%	15%	17%	14%	22%
H	H*	H					K
840	163	314	357	878	796	1302	372
82%	79%	78%	94%	85%	82%	86%	74%
	*		EFG			L	
9	2	11	4	7	19	4	22
1%	1%	3%	1%	1%	2%	*	4%
	*	E			I		K
1023	207	403	381	1038	976	1511	503
100%	100%	100%	100%	100%	100%	100%	100%

Metro status

	Total	Gender		Age	
		Male	Female	18-34	35-54
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**854**	**1160**	**405**	**723**
Base: All Respondents (wtd)	**2014**	**971**	**1043**	**594**	**694**
All <1M (Includes NON-METRO)	893	413	481	264	300
	44%	42%	46%	44%	43%
1M-4.9M	612	290	322	173	202
	30%	30%	31%	29%	29%
5M+	509	269	240	158	192
	25%	28%	23%	27%	28%
					E
Sigma	2014	971	1043	594	694
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B,C/D/E,F/G/H,I/J/K/L,M/N/O

   Minimum Base: 30 (**), Small Base: 100 (*)

	Household Income			Region				
55+	Under $50K	$50K-<$100K	$100K+	Northeast	Midwest	South	West	Senior manager or executive
E	F	G	H	I	J	K	L	M
886	**828**	**771**	**415**	**374**	**504**	**719**	**417**	**71**
726	**747**	**653**	**613**	**359**	**424**	**755**	**476**	**86**
329	406	289	198	138	204	384	167	27
45%	54%	44%	32%	38%	48%	51%	35%	32%
	GH	H			IL	IL		*
237	197	208	206	73	141	186	212	25
33%	26%	32%	34%	20%	33%	25%	44%	29%
		F	F		IK		IJK	*
159	145	156	208	149	79	185	97	34
22%	19%	24%	34%	41%	19%	25%	20%	39%
			FG	JKL		J		*
726	747	653	613	359	424	755	476	86
100%	100%	100%	100%	100%	100%	100%	100%	100%

Middle-manager	A regular employee
N	O
200	**726**
231	**764**
79	339
34%	44%
	N
77	215
33%	28%
75	210
32%	27%
231	764
100%	100%

Metro status

		Children in Household		Education	
	Total	Yes	No	No college degree	College degree
		A	B	C	D
Base: All Respondents (unwtd)	**2014**	**464**	**1550**	**1085**	**929**
Base: All Respondents (wtd)	**2014**	**528**	**1486**	**1036**	**978**
All <1M (Includes NON-METRO)	893	210	683	501	392
	44%	40%	46%	48%	40%
				D	
1M-4.9M	612	166	446	306	306
	30%	31%	30%	30%	31%
5M+	509	151	358	229	280
	25%	29%	24%	22%	29%
					C
Sigma	2014	528	1486	1036	978
	100%	100%	100%	100%	100%

Field Dates: 03/26-03/28

Statistics:

Overlap formulae used

- Column Proportions:

   Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

   Minimum Base: 30 (**), Small Base: 100 (*)

- Column Means:

   Columns Tested (5%): A/B,C/D,E/F/G/H,I/J,K/L

   Minimum Base: 30 (**), Small Base: 100 (*)

Employment Status				Marital Status		Race	
Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
E	F	G	H	I	J	K	L
950	**193**	**396**	**475**	**1033**	**981**	**1742**	**272**
1023	**207**	**403**	**381**	**1038**	**976**	**1511**	**503**
411	100	204	178	457	436	727	167
40%	48%	51%	47%	44%	45%	48%	33%
	*	E	E			L	
318	42	121	130	319	292	446	166
31%	20%	30%	34%	31%	30%	29%	33%
F	*		F				
294	64	77	73	261	248	339	170
29%	31%	19%	19%	25%	25%	22%	34%
GH	GH*						K
1023	207	403	381	1038	976	1511	503
100%	100%	100%	100%	100%	100%	100%	100%