



PUBLIC POLL FINDINGS AND METHODOLOGY

Aura Digital Crime Index Survey

Topline findings

Aura Digital Crime Index Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

*Interview dates: October 18-28, 2022
Number of interviews, adults: 1,009*

Margin of error for the total sample: +/- 3.25 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

*NOTE: * = less than 0.5%, - = no respondents*

Annotated Questionnaire

Q1 In general, how concerned are you, if at all, about the following?

Concerned summary table

	Total (N=1,009)
Your child(ren)'s activity online (Has children N=227)	75%
Identity theft	74%
Your child(ren) while on social media (Has children N=227)	74%
Digital crimes	67%
Having my credit card stolen	63%
Having my home broken into	54%
Scammer phone calls	50%
Having my social media hacked	50%
Being mugged/being attacked in public	49%
Cryptocurrency scams	29%
Your parents' activity online	24%
Romance scams (i.e., scammers targeting people through dating apps and services)	21%



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Q1 In general, how concerned are you, if at all, about the following? (*continued*)

a. Digital Crimes

	Total
Very concerned	24%
Moderate concerned	43%
Not very concerned	24%
Not at all concerned	9%
Skipped	1%
Concerned (net)	67%
Not concerned (net)	32%

b. Scammer phone calls

	Total
Very concerned	21%
Moderate concerned	29%
Not very concerned	29%
Not at all concerned	21%
Skipped	*
Concerned (net)	50%
Not concerned (net)	50%

c. Identity theft

	Total
Very concerned	31%
Moderate concerned	43%
Not very concerned	21%
Not at all concerned	5%
Skipped	*
Concerned (net)	74%
Not concerned (net)	26%

d. Having my social media hacked

	Total
Very concerned	17%
Moderate concerned	32%
Not very concerned	30%
Not at all concerned	20%
Skipped	1%
Concerned (net)	50%
Not concerned (net)	49%

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Q1 In general, how concerned are you, if at all, about the following? (*continued*)

e. Being mugged/being attacked in public

	Total
Very concerned	18%
Moderate concerned	31%
Not very concerned	37%
Not at all concerned	13%
Skipped	*
<i>Concerned (net)</i>	49%
<i>Not concerned (net)</i>	51%

f. Having my home broken into

	Total
Very concerned	21%
Moderate concerned	33%
Not very concerned	36%
Not at all concerned	10%
Skipped	1%
<i>Concerned (net)</i>	54%
<i>Not concerned (net)</i>	45%

g. Having my credit card stolen

	Total
Very concerned	23%
Moderate concerned	40%
Not very concerned	26%
Not at all concerned	10%
Skipped	1%
<i>Concerned (net)</i>	63%
<i>Not concerned (net)</i>	36%

h. Your parents' activity online

	Total
Very concerned	8%
Moderate concerned	17%
Not very concerned	23%
Not at all concerned	51%
Skipped	2%
<i>Concerned (net)</i>	24%
<i>Not concerned (net)</i>	74%

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Q1 In general, how concerned are you, if at all, about the following? (*continued*)

i. Your child(ren)'s activity online

	Have children (N=196)
Very concerned	33%
Moderate concerned	41%
Not very concerned	16%
Not at all concerned	9%
Skipped	-
<i>Concerned (net)</i>	75%
<i>Not concerned (net)</i>	25%

j. Your child(ren) while on social media

	Have children (N=196)
Very concerned	36%
Moderate concerned	37%
Not very concerned	14%
Not at all concerned	12%
Skipped	-
<i>Concerned (net)</i>	74%
<i>Not concerned (net)</i>	26%

k. Romance scams (i.e., scammers targeting people through dating apps and services)

	Total
Very concerned	9%
Moderate concerned	12%
Not very concerned	24%
Not at all concerned	55%
Skipped	*
<i>Concerned (net)</i>	21%
<i>Not concerned (net)</i>	79%

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Q1 In general, how concerned are you, if at all, about the following? (*continued*)

I. Cryptocurrency scams

	Total
Very concerned	13%
Moderate concerned	16%
Not very concerned	31%
Not at all concerned	40%
Skipped	1%
<i>Concerned (net)</i>	29%
<i>Not concerned (net)</i>	71%

Q2 How familiar are you with the following terms?

Familiar summary table

	Total
Malware / spyware / ransomware	84%
Phishing	75%
Dark web	69%
Virtual private network (VPN)	67%
Multi-factor authentication (MFA)	63%
SIM swapping	31%
Internet-of-Things (IoT) / IoT devices	23%

a. Multi-factor authentication (MFA)

	Total
Very familiar	36%
Somewhat familiar	26%
Heard of it but don't know what it is	11%
Never heard of it	26%
Skipped	*
<i>Familiar (net)</i>	63%
<i>Unfamiliar (net)</i>	37%

b. Internet-of-things (IoT) / IoT devices

	Total
Very familiar	10%
Somewhat familiar	13%
Heard of it but don't know what it is	17%
Never heard of it	60%
Skipped	1%
<i>Familiar (net)</i>	23%
<i>Unfamiliar (net)</i>	77%

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Q2 How familiar are you with the following terms?(continued)

c. Virtual private network (VPN)

	Total
Very familiar	32%
Somewhat familiar	35%
Heard of it but don't know what it is	16%
Never heard of it	16%
Skipped	*
<i>Familliar (net)</i>	67%
<i>Unfamiliar (net)</i>	32%

d. Dark web

	Total
Very familiar	21%
Somewhat familiar	48%
Heard of it but don't know what it is	23%
Never heard of it	8%
Skipped	1%
<i>Familliar (net)</i>	69%
<i>Unfamiliar (net)</i>	30%

e. Phishing

	Total
Very familiar	38%
Somewhat familiar	37%
Heard of it but don't know what it is	13%
Never heard of it	11%
Skipped	1%
<i>Familliar (net)</i>	75%
<i>Unfamiliar (net)</i>	24%

f. Malware / spyware / ransomware

	Total
Very familiar	40%
Somewhat familiar	44%
Heard of it but don't know what it is	11%
Never heard of it	4%
Skipped	*
<i>Familliar (net)</i>	84%
<i>Unfamiliar (net)</i>	16%

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Q2 How familiar are you with the following terms? (*continued*)

g. Sim swapping

	Total
Very familiar	8%
Somewhat familiar	23%
Heard of it but don't know what it is	23%
Never heard of it	46%
Skipped	1%
<i>Familiar (net)</i>	31%
<i>Unfamiliar (net)</i>	69%

Q3 In your opinion, are the following actions safe or risky?

Safe summary table

	Total
Using multi-factor authentication methods	82%
Banking with a bank's app or website	72%
Using a VPN when on a public network	57%
Selling or buying something on Facebook Marketplace or Craig's List	28%
Having public social media accounts	24%
Clicking on online ads	13%
Tagging your location on social media	10%
Using the same password on multiple accounts	8%

Risky summary table

	Total
Using the same password on multiple accounts	91%
Tagging your location on social media	89%
Clicking on online ads	86%
Having public social media accounts	75%
Selling or buying something on Facebook Marketplace or Craig's List	71%
Using a VPN when on a public network	41%
Banking with a bank's app or website	27%
Using multi-factor authentication methods	16%

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Q3 In your opinion, are the following actions safe or risky? (*continued*)

a. Using the same password on multiple accounts

	Total
Very Safe	1%
Somewhat safe	7%
Somewhat risky	43%
Very risky	48%
Skipped	1%
<i>Safe (net)</i>	8%
<i>Risky (net)</i>	91%

b. Banking with a bank's app or website

	Total
Very Safe	23%
Somewhat safe	50%
Somewhat risky	21%
Very risky	6%
Skipped	1%
<i>Safe (net)</i>	72%
<i>Risky (net)</i>	27%

c. Selling or buying something on Facebook Marketplace or Craig's List

	Total
Very Safe	3%
Somewhat safe	25%
Somewhat risky	55%
Very risky	16%
Skipped	1%
<i>Safe (net)</i>	28%
<i>Risky (net)</i>	71%

d. Tagging your location on social media

	Total
Very Safe	1%
Somewhat safe	9%
Somewhat risky	49%
Very risky	40%
Skipped	1%
<i>Safe (net)</i>	10%
<i>Risky (net)</i>	89%

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Q3 In your opinion, are the following actions safe or risky? (*continued*)

e. Having public social media accounts

	Total
Very Safe	1%
Somewhat safe	23%
Somewhat risky	54%
Very risky	21%
Skipped	1%
Safe (net)	24%
Risky (net)	75%

f. Using multi-factor authentication methods

	Total
Very Safe	44%
Somewhat safe	38%
Somewhat risky	11%
Very risky	5%
Skipped	2%
Safe (net)	82%
Risky (net)	16%

g. Using a VPN when on a public network

	Total
Very Safe	21%
Somewhat safe	36%
Somewhat risky	28%
Very risky	13%
Skipped	2%
Safe (net)	57%
Risky (net)	41%

h. Clicking on online ads

	Total
Very Safe	1%
Somewhat safe	12%
Somewhat risky	56%
Very risky	31%
Skipped	1%
Safe (net)	13%
Risky (net)	86%

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Q4 How often would you say you do the following?

Frequently/often summary table

	Total
Change your passwords after being notified you were in a breach	62%
Log out of an account when you're finished using it	60%
Install software updates when prompted	55%
Use multi-factor authentication methods	45%
Use a debit card for online or in-person transactions over a credit card	27%
Have a device set to automatically connect to any WiFi network	27%
Use the same password on multiple accounts	23%
Use a VPN when on a public network	16%
Answer calls from unknown numbers	6%
Buy or sell items on Facebook Marketplace or Craig's List	5%
Tag your location on social media	3%
Buy cryptocurrencies	2%
Make a purchase from social media advertisements	1%
Respond to emails or texts from unknown senders	1%
Click on a link from an unknown sender	1%
Accept airdrops or nearby shares files from unknown senders	1%

a. Use the same password on multiple accounts

	Total
Frequently	9%
Often	14%
Sometimes	32%
Rarely	22%
Never	19%
Does not apply to me	3%
Skipped	1%
<i>Frequently/often (net)</i>	23%
<i>Rarely/never(net)</i>	42%

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Q4 How often would you say you do the following? (*continued*)

b. Buy or sell items on Facebook Marketplace or Craig's List

	Total
Frequently	2%
Often	3%
Sometimes	16%
Rarely	23%
Never	48%
Does not apply to me	7%
Skipped	1%
<i>Frequently/often (net)</i>	5%
<i>Rarely/never(net)</i>	71%

c. Tag your location on social media

	Total
Frequently	1%
Often	2%
Sometimes	11%
Rarely	22%
Never	56%
Does not apply to me	7%
Skipped	1%
<i>Frequently/often (net)</i>	3%
<i>Rarely/never(net)</i>	78%

d. Make a purchase from social media advertisements

	Total
Frequently	-
Often	1%
Sometimes	12%
Rarely	27%
Never	52%
Does not apply to me	7%
Skipped	*
<i>Frequently/often (net)</i>	1%
<i>Rarely/never(net)</i>	80%

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Q4 How often would you say you do the following? (*continued*)

e. Use multi-factor authentication methods

	Total
Frequently	22%
Often	24%
Sometimes	28%
Rarely	9%
Never	11%
Does not apply to me	6%
Skipped	1%
<i>Frequently/often (net)</i>	45%
<i>Rarely/never(net)</i>	19%

f. Use a VPN when on a public network

	Total
Frequently	9%
Often	7%
Sometimes	16%
Rarely	16%
Never	34%
Does not apply to me	17%
Skipped	1%
<i>Frequently/often (net)</i>	16%
<i>Rarely/never(net)</i>	50%

g. Log out of an account when you're finished using it

	Total
Frequently	40%
Often	20%
Sometimes	20%
Rarely	14%
Never	5%
Does not apply to me	1%
Skipped	*
<i>Frequently/often (net)</i>	60%
<i>Rarely/never(net)</i>	19%

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Q4 How often would you say you do the following? (*continued*)

h. Respond to emails or texts from unknown senders

	Total
Frequently	*
Often	1%
Sometimes	3%
Rarely	21%
Never	70%
Does not apply to me	4%
Skipped	*
<i>Frequently/often (net)</i>	1%
<i>Rarely/never(net)</i>	91%

i. Answer calls from unknown numbers

	Total
Frequently	2%
Often	3%
Sometimes	14%
Rarely	39%
Never	39%
Does not apply to me	2%
Skipped	*
<i>Frequently/often (net)</i>	6%
<i>Rarely/never(net)</i>	78%

j. Click on a link from an unknown sender

	Total
Frequently	-
Often	1%
Sometimes	4%
Rarely	17%
Never	74%
Does not apply to me	4%
Skipped	*
<i>Frequently/often (net)</i>	1%
<i>Rarely/never(net)</i>	91%

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Q4 How often would you say you do the following? (*continued*)

k. Install software updates when prompted

	Total
Frequently	26%
Often	28%
Sometimes	27%
Rarely	10%
Never	6%
Does not apply to me	2%
Skipped	*
<i>Frequently/often (net)</i>	55%
<i>Rarely/never(net)</i>	16%

l. Use a debit card for online or in-person transactions over a credit card

	Total
Frequently	12%
Often	15%
Sometimes	22%
Rarely	18%
Never	29%
Does not apply to me	4%
Skipped	*
<i>Frequently/often (net)</i>	27%
<i>Rarely/never(net)</i>	47%

m. Change your passwords after being notified you were in a breach

	Total
Frequently	40%
Often	23%
Sometimes	18%
Rarely	8%
Never	4%
Does not apply to me	7%
Skipped	*
<i>Frequently/often (net)</i>	62%
<i>Rarely/never(net)</i>	11%

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Q4 How often would you say you do the following? (*continued*)

n. Have a device set to automatically connect to any WiFi network

	Total
Frequently	15%
Often	12%
Sometimes	18%
Rarely	17%
Never	34%
Does not apply to me	3%
Skipped	1%
<i>Frequently/often (net)</i>	27%
<i>Rarely/never(net)</i>	51%

o. Accept airdrops or nearby shares files from unknown senders

	Total
Frequently	*
Often	*
Sometimes	3
Rarely	7%
Never	81%
Does not apply to me	9%
Skipped	*
<i>Frequently/often (net)</i>	1%
<i>Rarely/never(net)</i>	87%

p. Buy cryptocurrencies

	Total
Frequently	*
Often	1%
Sometimes	4%
Rarely	9%
Never	73%
Does not apply to me	11%
Skipped	*
<i>Frequently/often (net)</i>	2%
<i>Rarely/never(net)</i>	82%

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Q5 Do you...?

Yes summary table

	Total
Read your bank statement, credit report, credit card statements monthly	74%
Use antivirus software on your devices	71%
Changed your WiFi password from the factory password	68%
Share your financial information with a partner	44%
Search and apply for jobs online	32%
Save your passwords in a note on an unsecured device or physical location	21%
Have your social media account(s) set to public	18%
Use an email alias (i.e., an alternate email address that forwards messages to your primary email)	15%
Share your location data with third-parties	14%
Frequently (at least once every other year) move homes or change your permanent address	5%

a. Have your social media account(s) set to public

	Total
Yes	18%
No	62%
Does not apply to me	15%
Prefer not to say / Do not know	4%
Skipped	1%

b. Share your location data with third-parties

	Total
Yes	14%
No	72%
Does not apply to me	6%
Prefer not to say / Do not know	7%
Skipped	1%

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Q5 Do you...? (continued)

c. Share your financial information with a partner

	Total
Yes	44%
No	38%
Does not apply to me	15%
Prefer not to say / Do not know	3%
Skipped	*

d. Use an email alias (i.e., an alternate email address that forwards messages to your primary email)

	Total
Yes	15%
No	72%
Does not apply to me	8%
Prefer not to say / Do not know	4%
Skipped	1%

e. Search and apply for jobs online

	Total
Yes	32%
No	40%
Does not apply to me	24%
Prefer not to say / Do not know	2%
Skipped	1%

f. Changed your WiFi password from the factory password

	Total
Yes	68%
No	19%
Does not apply to me	6%
Prefer not to say / Do not know	6%
Skipped	1%

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Q5 Do you...? (continued)

g. Use antivirus software on your devices

	Total
Yes	71%
No	18%
Does not apply to me	4%
Prefer not to say / Do not know	6%
Skipped	1%

h. Read your bank statement, credit report, credit card statements monthly

	Total
Yes	74%
No	16%
Does not apply to me	5%
Prefer not to say / Do not know	4%
Skipped	1%

i. Save your passwords in a note on an unsecured device or physical location

	Total
Yes	21%
No	66%
Does not apply to me	5%
Prefer not to say / Do not know	7%
Skipped	1%

j. Frequently (at least once every other year) move homes or change your permanent address

	Total
Yes	5%
No	82%
Does not apply to me	10%
Prefer not to say / Do not know	2%
Skipped	1%

PUBLIC POLL FINDINGS AND METHODOLOGY

Q6 Have you experienced any of the following digital crimes?

Yes summary table

	Total
Had an unauthorized person use your credit card / debit card	34%
Had malware or some sort of virus on your computer or device	34%
Lost access to an account due to a hacking incident	11%
Had someone impersonate you online	9%
Had someone steal your identity (stolen your SSN, opened accounts in your name, etc.)	8%
Clicked a link in a phishing email	8%
Gave your login information, personal information, or money to someone before realizing it was a scam	5%
Entered your login information into / made a payment to a spoofed website (i.e., a website designed to replicate a legitimate website)	4%
Sent money or gift cards to someone you later found out or suspected was a scam	4%
Had someone open an unauthorized line of credit in your name before you were 18	2%
Had your IoT (e.g., smart home, smart doorbell, printer etc.) device hacked	1%

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Q6 Have you experienced any of the following digital crimes? (*continued*)

- a. Had an unauthorized person use your credit card / debit card

	Total
Yes	34%
No	63%
Prefer not to say	3%
Skipped	1%

- b. Had someone steal your identity (stolen your SSN, opened accounts in your name, etc.)

	Total
Yes	8%
No	89%
Prefer not to say	2%
Skipped	*

- c. Clicked a link in a phishing email

	Total
Yes	8%
No	89%
Prefer not to say	2%
Skipped	1%

- d. Gave your login information, personal information, or money to someone before realizing it was a scam

	Total
Yes	5%
No	92%
Prefer not to say	2%
Skipped	1%

- e. Entered your login information into / made a payment to a spoofed website (i.e., a website designed to replicate a legitimate website)

	Total
Yes	4%
No	94%
Prefer not to say	2%
Skipped	1%

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Q6 Have you experienced any of the following digital crimes? (*continued*)

- f. Had malware or some sort of virus on your computer or device

	Total
Yes	34%
No	62%
Prefer not to say	2%
Skipped	1%

- g. Had your IoT (e.g., smart home, smart doorbell, printer etc.) device hacked

	Total
Yes	1%
No	96%
Prefer not to say	2%
Skipped	*

- h. Lost access to an account due to a hacking incident

	Total
Yes	11%
No	85%
Prefer not to say	3%
Skipped	1%

- i. Had someone impersonate you online

	Total
Yes	9%
No	88%
Prefer not to say	3%
Skipped	1%

- j. Sent money or gift cards to someone you later found out or suspected was a scam

	Total
Yes	4%
No	93%
Prefer not to say	2%
Skipped	1%

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Q6 Have you experienced any of the following digital crimes? (*continued*)

k. Had someone open an unauthorized line of credit in your name before you were 18

	Total
Yes	2%
No	96%
Prefer not to say	2%
Skipped	1%

Q7 Which of these digital crimes would you say had the biggest impact on you (e.g., biggest emotional toll, most financial impact, or longest time to recover, etc.)?

	If experienced multiple digital crimes (N=349)
Had an unauthorized person use your credit card/debit card	38%
Had malware or some sort of virus on your computer or device	23%
Had someone steal your identity (stolen your SSN, opened accounts in your name, etc.)	14%
Lost access to an account due to a hacking incident	6%
Had someone impersonate you online	4%
Clicked a link in a phishing email	3%
Gave your login information, personal information, or money to someone before realizing it was a scam	3%
Entered your login information into / made a payment to a spoofed website (i.e., a website designed to replicate a legitimate website)	2%
Had someone open an unauthorized line of credit in your name before you were 18	1%
Sent money or gift cards to someone you later found out or suspected was a scam	4%
Had your IoT (e.g., smart home, smart doorbell, printer etc.) device hacked	*
Skipped	2%

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Q8 When you experienced a digital crime, did you experience financial loss? If it has happened more than once, please think of your most recent experience.

	If experienced digital crime (N=633)
Yes	16%
No	80%
Don't know	3%
Skipped	*

Q9 How much were you financially responsible for?

	If experienced financial loss (N=98)
\$1-\$499	37%
\$500-\$999	10%
\$1000-\$4999	13%
\$5000-\$9999	1%
\$10000+	6%
Skipped	32%

Q10 Who was the perpetrator of this digital crime (i.e., the person who committed the crime)?

	If experienced digital crime (N=633)
A stranger or unknown person	87%
A family member	2%
Someone you met on social media or online	2%
A friend or acquaintance	1%
Other	7%
Skipped	1%

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Q11 Did you feel the following emotions after you experienced a digital crime and, if so, how strongly did you feel that emotion? If it has happened more than once, please think of your most recent experience.

Emotions experienced summary

	If experienced digital crime (N=633)
Angry	93%
Surprised	85%
Disgusted	84%
Anxious	77%
Scared	57%
Unfazed	50%
Depressed	41%
Ashamed	31%
Guilty	27%

a. Angry

	If experienced digital crime (N=633)
Strongly	48%
Moderately	26%
Slightly	20%
Not at all	6%
Skipped	1%
<i>Experienced (net)</i>	93%

b. Anxious

	If experienced digital crime (N=633)
Strongly	18%
Moderately	25%
Slightly	35%
Not at all	22%
Skipped	1%
<i>Experienced (net)</i>	77%

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Q11 Did you feel the following emotions after you experienced a digital crime and, if so, how strongly did you feel that emotion? If it has happened more than once, please think of your most recent experience. *(continued)*

c. Ashamed

	If experienced digital crime (N=633)
Strongly	8%
Moderately	8%
Slightly	15%
Not at all	68%
Skipped	1%
<i>Experienced (net)</i>	31%

d. Depressed

	If experienced digital crime (N=633)
Strongly	6%
Moderately	11%
Slightly	25%
Not at all	58%
Skipped	1%
<i>Experienced (net)</i>	41%

e. Disgusted

	If experienced digital crime (N=633)
Strongly	40%
Moderately	23%
Slightly	22%
Not at all	15%
Skipped	1%
<i>Experienced (net)</i>	84%

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Q11 Did you feel the following emotions after you experienced a digital crime and, if so, how strongly did you feel that emotion? If it has happened more than once, please think of your most recent experience. *(continued)*

f. Guilty

	If experienced digital crime (N=633)
Strongly	5%
Moderately	7%
Slightly	15%
Not at all	72%
Skipped	1%
<i>Experienced (net)</i>	27%

g. Scared

	If experienced digital crime (N=633)
Strongly	12%
Moderately	16%
Slightly	30%
Not at all	41%
Skipped	1%
<i>Experienced (net)</i>	57%

h. Surprised

	If experienced digital crime (N=633)
Strongly	23%
Moderately	30%
Slightly	32%
Not at all	15%
Skipped	1%
<i>Experienced (net)</i>	85%

PUBLIC POLL FINDINGS AND METHODOLOGY

Q11 Did you feel the following emotions after you experienced a digital crime and, if so, how strongly did you feel that emotion? If it has happened more than once, please think of your most recent experience. *(continued)*

i. Unfazed

	If experienced digital crime (N=633)
Strongly	6%
Moderately	16%
Slightly	28%
Not at all	49%
Skipped	2%
<i>Experienced (net)</i>	50%

Q12 Are you willing to share details about what happened (i.e., where did it happen, who was involved, how did you recover, etc.)? Understanding your experiences can help prevent this sort of crime in the future.

OPEN END RESPONSES

Q13 Were you able to resolve the issue when you experienced a digital crime?

	If experienced digital crime (N=633)
Yes, I fully resolved the issue	78%
I only partially resolved the issue	5%
Not yet, I'm still working on it	2%
Don't think I'll ever resolve the issue	9%
Don't know	4%
Skipped	*

PUBLIC POLL FINDINGS AND METHODOLOGY

Q14 How long did it take to resolve the issue when you experienced a digital crime?

	Has a resolved digital crime (N=510)
Less than a day	40%
About a week	31%
A few weeks	16%
1-5 months	8%
6 months to 1 year	2%
1-5 years	3%
More than 5 years	1%
Skipped	-

Q15 How long ago was it when you experienced a digital crime?

	Has an unresolved digital crime (N=95)
Less than a day	3%
About a week	2%
A few weeks	7%
1-5 months	10%
6 months to 1 year	17%
1-5 years	32%
More than 5 years	29%
Skipped	-

Q16 Have you/did you experience digital crime (e.g., identity theft, had someone impersonate you, etc.) while deployed or on active duty?

	Is or has been active duty military (N=99)
Yes	6%
No	91%
Don't know	2%
Skipped	-

PUBLIC POLL FINDINGS AND METHODOLOGY

Q17 Have you been notified you were a victim of a data breach at any of the following places?
Please select all that apply

	Total
Financial institution/credit bureau	22%
Ecommerce/retailer	13%
Medical facility or institution	11%
Social media	8%
Mobile app	6%
A federal government agency	6%
A state or local government agency	4%
Educational institution	3%
Telecom provider	3%
Other	5%
None	44%
Prefer not to say	7%
Skipped	1%

Q18 How many of the following devices do you have in your household? If you do not have a type of device enter zero

Mean summary table

	Total
Smart phone(s)	2.38
Laptop computer(s)	1.62
Tablet(s)	1.31
Gaming device(s) (e.g., Xbox, PlayStation, Quest, Nintendo, etc.)	1.29
Camera(s)	1.19
Home WiFi	1.04
Smart speaker(s) or hub	0.95
Desktop computer(s)	0.82
Smart appliances (e.g., refrigerator, washing machine, etc.)	0.44
Smart doorbell	0.3
Smart thermostat	0.3
Other	0.18

PUBLIC POLL FINDINGS AND METHODOLOGY

Q19 Typically, how quickly do you install system updates when you receive an alert that one is available?

	If has laptop, desktop, smartphone, or tablet (N=967)
I have it set to automatically make updates	31%
I start them right away	29%
I typically wait a few days	24%
I typically wait a week	6%
I typically wait more than a week	7%
I never install system updates	2%
Skipped	*

Q20 How many of these accounts do you have? If you do not have a type of account enter zero.

Mean summary table

	Total
Retail/shopping account(s)	3.00
Financial account(s)	2.54
Email account(s)	2.18
Social media account(s)	1.93
Streaming subscription(s)	1.79
Gaming accounts	0.88
Wellness, Fitness, mental health apps	0.65
Other	0.09

Q21 When was the last time you...?

Within the last month summary table

	Total
Reviewed your credit card or bank statement	81%
Forgot a password and had to reset it	49%
Ran an antivirus scan	48%
Checked your credit score	47%
Locked your credit	5%
Moved homes or changed your permanent address	1%

PUBLIC POLL FINDINGS AND METHODOLOGY

Q21 When was the last time you...? (*continued*)

a. Forgot a password and had to reset it

	Total
In the last week	24%
In the last month	25%
In the last 2-12 months	28%
More than a year ago	8%
More than 5 years ago	2%
Never	6%
Don't remember	5%
Skipped	1%
<i>Has ever (net)</i>	88%

b. Ran an antivirus scan

	Total
In the last week	30%
In the last month	18%
In the last 2-12 months	12%
More than a year ago	7%
More than 5 years ago	3%
Never	13%
Don't remember	16%
Skipped	2%
<i>Has ever (net)</i>	70%

c. Locked your credit

	Total
In the last week	3%
In the last month	2%
In the last 2-12 months	7%
More than a year ago	9%
More than 5 years ago	6%
Never	59%
Don't remember	13%
Skipped	2%
<i>Has ever (net)</i>	26%

PUBLIC POLL FINDINGS AND METHODOLOGY

Q21 When was the last time you...? (continued)

d. Checked your credit score

	Total
In the last week	24%
In the last month	23%
In the last 2-12 months	19%
More than a year ago	10%
More than 5 years ago	4%
Never	12%
Don't remember	7%
Skipped	1%
<i>Has ever (net)</i>	80%

e. Reviewed your credit card or bank statement

	Total
In the last week	53%
In the last month	27%
In the last 2-12 months	6%
More than a year ago	2%
More than 5 years ago	1%
Never	6%
Don't remember	3%
Skipped	1%
<i>Has ever (net)</i>	89%

f. Moved homes or changed your permanent address

	Total
In the last week	*
In the last month	1%
In the last 2-12 months	9%
More than a year ago	21%
More than 5 years ago	49%
Never	16%
Don't remember	2%
Skipped	1%
<i>Has ever (net)</i>	81%

PUBLIC POLL FINDINGS AND METHODOLOGY

Q21b How often do you change your permanent address?

	If has moved in the last 5 years (N=300)
At least once a year	4%
About once every 2-3 years	22%
About once every 4-5 years	23%
About once every 6-10 years	35%
Never	15%
Skipped	2%

Q22 Are there any online accounts that you opened in the past and no longer use?

	Total
Yes	34%
No	48%
Don't know	16%
Skipped	1%

Q23 When you stopped using those accounts did you delete or disable them?

	If has deleted accounts (N=344)
Yes, always	14%
Yes, sometimes	51%
No, never	25%
Don't know	10%
Skipped	-

Q24 When you make purchases online, how do you pay? Select all that apply.

	Total
Credit card	70%
Debit card	37%
PayPal	37%
Apple pay, Google Pay, etc.	15%
Venmo	7%
Prepaid card	7%
Electronic ban transfer	2%
Other	2%
Does not apply to me	6%
Skipped	1%

PUBLIC POLL FINDINGS AND METHODOLOGY

Q25 If you reuse your password across multiple accounts, how long ago did you design/create that password?

	If reuses passwords (N=553)
Less than a year ago	18%
1-4 years ago	34%
5-10 years ago	20%
More than 10 years ago	11%
I don't reuse passwords	5%
Don't know	10%
Skipped	1%

Q26 Do you take any steps to protect yourself from digital crimes?

	Total
Yes	63%
No	19%
Don't know	18%
Skipped	1%

Q27 What do you do to protect yourself from digital crimes? Please be as specific as possible.

OPEN END RESPONSES

Q28 Why don't you take steps to protect yourself from digital crimes? Select all that apply.

	If does not protect themselves from digital crimes (N=180)
Don't know how to get started or what I need	52%
I don't need it	19%
It hasn't worked in the past	2%
I don't think I'm at risk	27%
Other	5%
Skipped	1%

PUBLIC POLL FINDINGS AND METHODOLOGY

Q29 More specifically, do you use, or have you used any of the following to protect yourself from digital crimes?

Yes summary table

	Total
Credit monitoring	44%
Ad blocking	40%
Spam call reduction	38%
Password manager	34%
Financial fraud monitoring	33%
VPN	30%
Anti-tracking	23%
Identity theft software	18%
Credit lock	14%
Parental control software	9%
Account Takeover Protection	6%
Data broker removal	3%

a. Identity theft software

	Total
Yes, use one now	18%
No, used one in the past	9%
No, never used one	57%
Don't know	14%
Skipped	2%
Yes (net)	18%
No (net)	66%

b. Password manager

	Total
Yes, use one now	34%
No, used one in the past	6%
No, never used one	48%
Don't know	10%
Skipped	2%
Yes (net)	34%
No (net)	54%

PUBLIC POLL FINDINGS AND METHODOLOGY

Q29 More specifically, do you use, or have you used any of the following to protect yourself from digital crimes? *(continued)*

c. VPN

	Total
Yes, use one now	30%
No, used one in the past	16%
No, never used one	36%
Don't know	16%
Skipped	1%
Yes (net)	30%
No (net)	53%

d. Spam call reduction

	Total
Yes, use one now	38%
No, used one in the past	8%
No, never used one	40%
Don't know	12%
Skipped	2%
Yes (net)	38%
No (net)	48%

e. Parental control software

	Total
Yes, use one now	9%
No, used one in the past	10%
No, never used one	72%
Don't know	8%
Skipped	2%
Yes (net)	9%
No (net)	81%

PUBLIC POLL FINDINGS AND METHODOLOGY

Q29 More specifically, do you use, or have you used any of the following to protect yourself from digital crimes? *(continued)*

f. Ad blocking

	Total
Yes, use one now	40%
No, used one in the past	12%
No, never used one	35%
Don't know	11%
Skipped	2%
Yes (net)	40%
No (net)	47%

g. Anti-tracking

	Total
Yes, use one now	23%
No, used one in the past	5%
No, never used one	53%
Don't know	17%
Skipped	1%
Yes (net)	23%
No (net)	58%

h. Data broker removal

	Total
Yes, use one now	3%
No, used one in the past	2%
No, never used one	72%
Don't know	21%
Skipped	2%
Yes (net)	3%
No (net)	74%

PUBLIC POLL FINDINGS AND METHODOLOGY

Q29 More specifically, do you use, or have you used any of the following to protect yourself from digital crimes? *(continued)*

i. Credit monitoring

	Total
Yes, use one now	44%
No, used one in the past	7%
No, never used one	36%
Don't know	11%
Skipped	2%
Yes (net)	44%
No (net)	43%

j. Credit lock

	Total
Yes, use one now	14%
No, used one in the past	11%
No, never used one	61%
Don't know	13%
Skipped	1%
Yes (net)	14%
No (net)	72%

k. Financial fraud monitoring

	Total
Yes, use one now	33%
No, used one in the past	7%
No, never used one	46%
Don't know [A]	13%
Skipped	2%
Yes (net)	33%
No (net)	53%

PUBLIC POLL FINDINGS AND METHODOLOGY

Q29 More specifically, do you use, or have you used any of the following to protect yourself from digital crimes? *(continued)*

I. Account Takeover Protection

	Total
Yes, use one now	6%
No, used one in the past	3%
No, never used one	68%
Don't know	21%
Skipped	2%
Yes (<i>net</i>)	6%
No (<i>net</i>)	71%

Q30 Is there anything that would make you consider using a digital security service? Select all that apply.

	Total
If I knew more about it	39%
If it came from a trusted company / brand	29%
If I were more at risk	26%
If I experienced a digital crime	25%
If my employer offered it as a benefit	21%
To protect my vulnerable family members	14%
Other	2%
None	21%
Skipped	3%



PUBLIC POLL FINDINGS AND METHODOLOGY

About the Study

This Aura Poll was conducted October 17 - October 28, 2022, by Ipsos using the probability-based KnowledgePanel® – a division of Ipsos. This poll is based on a nationally representative probability sample of 1,009 adults ages 18-65 from the continental U.S., Alaska and Hawaii who was interviewed online in English.

The survey was conducted using the web-enabled KnowledgePanel®, which is the largest and most well-established online panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households are randomly selected from all available households in the U.S. Persons in these households are invited to join and participate in the web-enabled KnowledgePanel®. For those potential panel members who do not already have internet access, Ipsos provides a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methods, samples from KnowledgePanel cover all households regardless of their phone or internet status and provide fully representative online samples to the research community.

The study was conducted in English. The data for the total sample was weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, and household income. The demographic benchmarks came from the 2022 March Supplement of the Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18-29, 30-44, 45-59, 60+)
- Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic, Hispanic, 2+ Races/Non-Hispanic)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan Status (Metro, Non-Metro)
- Education (Less than High School, High School, Some College, Bachelor or higher)
- Household Income (under \$25K, \$25K-\$49,999, \$50K-\$74,999, \$75K-\$99,999, \$100K-\$149,999, \$150K and over)

The margin of sampling error is plus or minus 3.25 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.11. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.





PUBLIC POLL FINDINGS AND METHODOLOGY

About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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