Questionnaire

Editor's Note: Not all the questions asked on the survey are available here. Data analysis is still being done on several aspects of this survey.

Daily Internet Tracking Survey
May-June 2000

Princeton Survey Research Associates
for the Pew Internet & American Life Project

Sample: *n* = 2,117 adults 18 and older
Interviewing dates: May 19-June 21, 2000
Margin of error is plus or minus 2.5 percentage points for results based on the full sample
Margin of error is plus or minus 3 percentage points for results based on Internet users

ASK ALL — INTERNET USERS AND NON-USERS: [N = 2,117]

1   Generally speaking, would you say that most people can be trusted, or that you can't be too careful in dealing with people?

			JUNE 1997	FEB 1997
%	32	Most people can be trusted	42	45
	61	Can't be too careful in dealing with people	54	52
	5	Other/Depends	3	2
	2	Don't know/Refused	1	1

2   Do you think most people would try to take advantage of you if they got the chance, or would they try to be fair?

			JUNE 1997	FEB 1997
%	39	Most people would try to take advantage	39	37
	49	Most people would try to be fair	56	58
	9	Depends	4	4
	3	Don't know/Refused	1	1

3   How concerned are you, if at all, about businesses and people you don't know getting personal information about you and your family — very concerned, somewhat, not too, or not at all?

%	59	Very concerned
	25	Somewhat concerned
	8	Not too concerned
	7	Not at all concerned
	1	Don't know/Refused

4   Have you ever used your credit card to buy something over the phone?

%   54   Yes
      46   No
       *   Don't know/Refused

IF YES IN 4, ASK: [N = 1,174]

5   When you do this, how much, if at all, do you worry that someone else might get your credit card number — a lot, some, not very much, or not at all?

%   21   A lot
      35   Some
      27   Not very much
      17   Not at all
       *   Don't know/Refused

6   And have you ever used your credit card to buy something on the Internet?

Based on Internet users [N = 1,017]

%   48   Yes
      52   No
       *   Don't know/Refused

IF YES IN 6, ASK: [N = 489]

7   When you do this, how much, if at all, do you worry that someone else might get your credit card number — a lot, some, not very much, or not at all?

%   18   A lot
      36   Some
      28   Not very much
      18   Not at all
       0   Don't know/Refused

8   Has anyone ever gotten your credit card number or other type of personal information and used it without your permission, or hasn't that happened to you?

%   15   Yes
      84   No, not happened
       1   Don't know/Refused

IF YES IN 8, ASK: [N = 330]

9   As far as you know, did this happen because someone got a credit card number or personal information that you provided ONLINE over the Internet, OR did this happen because someone got a credit card number or personal information that you provided in some other way?

    %   8   Had provided information online over the Internet
        80   Had provided information some other way (not online)
        12   Don't know/Refused

10   Now a few questions about some Internet topics that sometimes come up. Not everyone will have heard about these.

Do you happen to know what an Internet "cookie" is?

Based on Internet users [N = 1,017]

    %   43   Yes
        56   No
        1   Don't know/Refused

IF YES IN 10, ASK: [N = 434]

11   Is your browser set to accept cookies, or not?

    %   65   Yes
        24   No
        11   Don't know/Refused

12   Do you happen to know what a computer virus is?

Based on Internet users [N = 1,017]

    %   98   Yes
        2   No
        *   Don't know/Refused

IF YES IN 12, ASK: [N = 1,000]

13   As far as you know, has your computer ever been infected by a virus? **(IF YES, ASK:** Was this on a computer at home, or at work?**)**

    %   12   Yes, at home
        9   Yes, at work
        4   Yes, both
        75   No
        *   Don't know/Refused

IF YES (13=1,2,3) HAD VIRUS, ASK: [N = 248]

14   Did this virus come from a computer disk, from an email message, or from downloading something from the Internet, or aren't you sure where it came from?

    %   17   Computer disk
         46   From an email message
         14   Downloading something from the Internet
         18   Not sure where
          3   Came from all of these/Several different ways
          2   Don't know/Refused

QUESTIONS 15 - 24 BASED ON INTERNET USERS [N = 1,017]

15   How confident are you that the things you do online are private and will not be used by others without your permission — very confident, somewhat confident, not too confident, or not at all confident?

    %   10   Very confident
         42   Somewhat confident
         28   Not too confident
         18   Not at all confident
          2   Don't know/Refused

16   On another subject...How much do you ever worry that... **(INSERT ITEM; ROTATE ITEMS)** — a lot, some, not very much, or not at all?

	A LOT	SOME	NOT VERY MUCH	NOT AT ALL	DON'T KNOW
a. Your email will be read by someone besides the person you sent it to	7	20	29	43	1
b. Someone might know what Web sites you've visited	8	23	23	45	1
c. You'll get a computer virus when you download information	17	37	25	20	1

17   How common do you think it is, if at all, for Internet companies to keep track of the Web pages you go to — very common, somewhat, not too, or not at all?

    %   44   Very common
         35   Somewhat common
          8   Not too common
          6   Not at all common
          7   Don't know/Refused

18   If an Internet company DID track the pages you went to while online, do you think that would be…**(ROTATE 1 and 2)**

%	27	Helpful, because the company can provide you with information that matches your interests
	54	Harmful, because it invades your privacy
	11	Both
	4	Neither
	4	Don't know/Refused

19   Have you ever provided your real email address, your real name, or other personal information at a Web site in order to use the site?

%	54	Yes
	45	No
	1	Don't know/Refused

IF HAVE PROVIDED INFORMATION AT WEB SITE (YES IN 19), ASK: [N = 562]

20   When you register at Web sites, do you always use the same password, or do you happen to use different passwords?

%	29	Always use the same password
	68	Use different passwords
	3	Don't know/Refused

IF HAVE NOT PROVIDED INFORMATION (NO OR DON'T KNOW IN 19), ASK: [N = 455]

21   Would you be WILLING to provide your real email address, real name, or other personal information at a Web site in order to use the site?

%	23	Yes
	61	No
	15	Depends
	1	Don't know/Refused

22   Have you ever provided a FAKE name or personal information in order to avoid giving a Web site real information about yourself?

%	24	Yes
	76	No
	*	Don't know/Refused

23   Have you ever used an email address that is NOT your main email address, in order to avoid giving a Web site real information about yourself?

%	20	Yes
	80	No
	*	Don't know/Refused

24 Here is another list. Some people have done these things, but other people have not. What about you…
Have you ever…**(READ ITEMS; ROTATE ITEMS)**

		YES	NO	DON'T KNOW/ REFUSED
a.	Responded to an email from someone you've never met or talked to?	26	74	*
b.	Clicked on an advertisement on a Web site to learn more about a product or service?	69	31	*
c.	Been cheated when you tried to buy something online?	3	97	*
d.	Gotten and offensive email from someone you've never heard of?	28	71	*
e.	Gotten an "instant message" from someone you've never heard of	37	63	*
f.	Made friends or gotten to know someone you'd never spoken to by communicating online	25	75	*
g.	Sent an encrypted email that has been scrambled to keep other people from reading it?	9	91	*
h.	Used an online calendar or address book to record appointments and lists of people you know	22	78	*
i.	Used software that hides your computer identity from Web sites you visit	5	93	2
J	Felt personally threatened when you were doing something online	4	96	*

ASK ALL — INTERNET USERS AND NON-USERS: [N = 2,117]
25 Now, on another subject…Do you think Internet companies should be allowed to track the activities of people who visit their Web sites, or shouldn't Web sites be allowed to do this?

% 22 Internet companies should be allowed to track activities
63 Internet companies should not be allowed to track activities
15 Don't know/Refused

26 Do you think all Internet companies should ask people for permission to use personal information when people give it to them, or don't you think that's necessary?

% 79 Internet companies should ask people for permission to use personal information
15 Don't think that's necessary
6 Don't know/Refused

27   Who do you think should have the MOST say over how Internet companies track people's activities online and use personal information — should it be the federal government; Internet companies; or should it be left up to people who use Web sites?

    %   19   Federal government
          6   Internet companies
         62   People who use Web sites
         13   Don't know/Refused

28   How concerned are you, if at all, about...**(INSERT ITEM; ROTATE ITEMS)** — very concerned, somewhat, not too, or not at all?

    Based on Internet users [N = 1,017]

		VERY CONCERNED	SOMEWHAT CONCERNED	NOT TOO CONCERNED	NOT AT ALL CONCERNED	DON'T KNOW REFUSED
a.	computer hackers, getting your credit card number online	43	25	10	20	2
b.	seeing false or inaccurate NEWS reports online	23	26	19	30	2
c.	people spreading false rumors online to affect stock prices	28	19	16	34	3
d.	having unqualified people give you MEDICAL information online	37	17	13	30	3
e.	someone learning personal information about you because of things you've done online	31	27	17	24	1
f.	people you meet online lying about who they really are	23	16	15	43	3

29   If an Internet company used personal information in ways that it said it wouldn't, what do you think should happen...**(READ)**

    (IF ANSWERS "ALL OF ABOVE", ASK: Well, if you had to choose, which ONE thing do you think should happen? **)**

    Based on Internet users [N = 1,017]

    %   11   Should the company's owners be put in jail
         27   Should the company's owners be fined
         26   Should the Internet site be shut down
         30   Should the Internet site be placed on a list of fraudulent Web sites
          2   Nothing/Neither/None of the above
          4   Don't know/Refused

30   If an Internet company cheated its customers or committed a fraud online, what do you think should happen…**(READ)**
(IF ANSWERS "ALL OF ABOVE", ASK: Well, if you had to choose, which ONE thing do you think should happen?**)**

Based on Internet users [N = 1,017]

%	26	Should the company's owners be put in jail
	22	Should the company's owners be fined
	33	Should the Internet site be shut down
	13	Should the Internet site be placed on a list of fraudulent Web sites
	2	Nothing/Neither/None of the above
	4	Don't know/Refused

ASK ALL — INTERNET USERS AND NON-USERS: [N = 2,117]
31   Has anyone you work with ever been fired or gotten in trouble because of an email they sent or Web site they went to at work? **(IF YES, ASK:** Was this person fired, or were they disciplined but not fired?**)**

%	6	Yes, person was fired
	5	Yes, person was discipline but not fired
	84	No, has not happened
	5	Don't know/Refused