



# IPSOS / REUTERS POLL DATA

Prepared by Ipsos Public Affairs

## Ipsos Poll Conducted for Reuters

Cybersecurity Poll 3.31.2017

These are findings from an Ipsos poll conducted March 11-20, 2017 on behalf Thomson Reuters. For the survey, a sample of roughly 3,307 adults age 18+ from the continental U.S., Alaska and Hawaii was interviewed online in English. The sample includes 1,355 Democrats, 1,209 Republicans, and 427 Independents.

The sample for this study was randomly drawn from Ipsos's online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2013 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 1.9 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=3,307, DEFF=1.5, adjusted Confidence Interval=3.4).

The poll also has a credibility interval plus or minus 3.0 percentage points for Democrats, plus or minus 3.2 percentage points for Republicans, and plus or minus 5.4 percentage points for Independents.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

		<u>Total</u>	<u>Democrat</u>	<u>Republican</u>	<u>Independent</u>
TM1172Y17 - Has your identity ever been stolen?	Yes	18%	19%	18%	18%
	No	74%	73%	77%	73%
	Not sure	8%	8%	5%	9%
	Total	3307	1355	1209	427
TM1173Y17 - Do you have proof, such as fraudulent charges on your credit card, that your identity was stolen? <i>*Asked of those whose identity was stolen</i>	Yes	81%	84%	85%	72%
	No	19%	16%	15%	28%
	Total	601	259	233	71
TM81Y13 - How often do you typically change your passwords?	About once a week	9%	8%	10%	6%
	About once a month	18%	20%	18%	19%
	Every few months	37%	36%	40%	40%
	About once a year	20%	22%	19%	21%
	Never	15%	15%	12%	14%



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	Total	3307	1355	1209	427
TM53Y13_1_1 - Would you be willing to Give up privacy of my email if it would...Help the US government foil foreign terrorist plots?	No	70%	71%	63%	73%
	Yes	30%	29%	37%	27%
	Total	3307	1355	1209	427
TM53Y13_1_2 - Would you be willing to Give up privacy of my email if it would...Help the US government foil domestic terrorist plots?	No	76%	78%	68%	76%
	Yes	24%	22%	32%	24%
	Total	3307	1355	1209	427
TM53Y13_1_3 - Would you be willing to Give up privacy of my email if it would...Help the US government counter hacking of US networks and infrastructure by foreign powers?	No	78%	80%	71%	76%
	Yes	22%	20%	29%	24%
	Total	3307	1355	1209	427
TM53Y13_1_4 - Would you be willing to Give up privacy of my email if it would...None of these?	No	39%	37%	48%	35%
	Yes	61%	63%	52%	65%
	Total	3307	1355	1209	427
TM53Y13_2_1 - Would you be willing to Give up privacy of my text messages if it would...Help the US government foil foreign terrorist plots?	No	77%	81%	69%	78%
	Yes	23%	19%	31%	22%
	Total	3307	1355	1209	427
TM53Y13_2_2 - Would you be willing to Give up privacy of my text messages if it would...Help the US government foil domestic terrorist plots?	No	73%	75%	65%	78%
	Yes	27%	25%	35%	22%
	Total	3307	1355	1209	427
TM53Y13_2_3 - Would you be willing to Give up privacy of my text messages if it would...Help the US government counter hacking of US networks and infrastructure by foreign powers?	No	80%	82%	74%	81%
	Yes	20%	18%	26%	19%
	Total	3307	1355	1209	427
TM53Y13_2_4 - Would you be willing to Give up privacy of my text messages if it would...None of these?	No	36%	34%	46%	30%
	Yes	64%	66%	54%	70%
	Total	3307	1355	1209	427
TM53Y13_3_1 - Would you be willing to Give up privacy of my phone records if it would...Help the US government foil foreign terrorist plots?	No	75%	78%	66%	77%
	Yes	25%	22%	34%	23%
	Total	3307	1355	1209	427
TM53Y13_3_2 - Would you be willing to Give up privacy of my phone records if it would...Help the US government foil domestic terrorist plots?	No	75%	78%	66%	76%
	Yes	25%	22%	34%	24%
	Total	3307	1355	1209	427
TM53Y13_3_3 - Would you be willing to Give up privacy of my phone records if it would...Help the US government counter hacking of US networks and infrastructure by foreign powers?	No	74%	75%	68%	78%
	Yes	26%	25%	32%	22%
	Total	3307	1355	1209	427
TM53Y13_3_4 - Would you be willing to Give up privacy of my phone records if it would...None of these?	No	38%	37%	48%	32%
	Yes	62%	63%	52%	68%
	Total	3307	1355	1209	427
TM53Y13_4_1 - Would you be willing to Give up privacy of my internet activities if it would...Help the US government foil foreign terrorist plots?	No	76%	80%	67%	78%
	Yes	24%	20%	33%	22%
	Total	3307	1355	1209	427



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TM53Y13_4_2 - Would you be willing to Give up privacy of my internet activities if it would...Help the US government foil domestic terrorist plots?	No	75%	78%	67%	79%
	Yes	25%	22%	33%	21%
	Total	3307	1355	1209	427
TM53Y13_4_3 - Would you be willing to Give up privacy of my internet activities if it would...Help the US government counter hacking of US networks and infrastructure by foreign powers?	No	76%	76%	71%	79%
	Yes	24%	24%	29%	21%
	Total	3307	1355	1209	427
TM53Y13_4_4 - Would you be willing to Give up privacy of my internet activities if it would...None of these?	No	36%	35%	46%	31%
	Yes	64%	65%	54%	69%
	Total	3307	1355	1209	427
TM1174Y17 - What comes closer to your opinion?	U.S. intelligence agencies are conducting too much surveillance on American citizens	37%	38%	36%	41%
	U.S. intelligence agencies are conducting as much surveillance as is necessary on American citizens	32%	36%	36%	26%
	U.S. intelligence agencies are not conducting enough surveillance on American citizens	7%	5%	10%	6%
	Don't know	24%	21%	17%	27%
Total	3307	1355	1209	427	
TM1084Y16_1 - The Clinton campaign and DNC were targeted in a cyber-attack during the 2016 presidential campaign. Since this hack occurred, have you... Been more cautious about what you share over personal email?	Yes	40%	43%	40%	41%
	No	46%	45%	49%	44%
	Not applicable	14%	12%	11%	14%
	Total	3307	1355	1209	427
TM1084Y16_2 - The Clinton campaign and DNC were targeted in a cyber-attack during the 2016 presidential campaign. Since this hack occurred,	Yes	36%	40%	35%	37%
	No	38%	36%	40%	36%
	Not applicable	27%	24%	26%	27%



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have you... Been more cautious about what you share over business/work/professional email?	Total	3307	1355	1209	427
TM1084Y16_3 - The Clinton campaign and DNC were targeted in a cyber-attack during the 2016 presidential campaign. Since this hack occurred, have you... Changed your passwords?	Yes	45%	47%	47%	48%
	No	44%	45%	45%	42%
	Not applicable	11%	8%	8%	10%
	Total	3307	1355	1209	427
TM1175Y17_1 - In the last month, have you done any of the following to protect your privacy? Have you... Changed your primary internet browsers to protect your privacy?	No	88%	86%	87%	92%
	Yes	12%	14%	13%	8%
	Total	3307	1355	1209	427
TM1175Y17_2 - In the last month, have you done any of the following to protect your privacy? Have you... Switched to 'private mode' on your browser to protect your privacy?	No	79%	77%	79%	79%
	Yes	21%	23%	21%	21%
	Total	3307	1355	1209	427
TM1175Y17_3 - In the last month, have you done any of the following to protect your privacy? Have you... Changed your user ID on Facebook, Twitter or other social media networks to protect your privacy?	No	83%	81%	83%	85%
	Yes	17%	19%	17%	15%
	Total	3307	1355	1209	427
TM1175Y17_4 - In the last month, have you done any of the following to protect your privacy? Have you... Started using a specialized privacy-oriented communication service like Signal, WhatsApp, Wickr or Confide to protect your privacy?	No	95%	95%	95%	96%
	Yes	5%	5%	5%	4%
	Total	3307	1355	1209	427
TM1175Y17_5 - In the last month, have you done any of the following to protect your privacy? Have you... Unplugged your smart TV or other online-connected devices when you're not using them to protect your privacy?	No	90%	90%	90%	91%
	Yes	10%	10%	10%	9%
	Total	3307	1355	1209	427
TM1175Y17_6 - In the last month, have you done any of the following to protect your privacy? Have you... Placed tape over the camera on your computer, phone, or smart device when you're not using them to protect your privacy?	No	84%	83%	84%	85%
	Yes	16%	17%	16%	15%
	Total	3307	1355	1209	427
TM1175Y17_7 - In the last month, have you done any of the following to protect your privacy? Have you... Traded-in your smart TV or other online devices for simpler replacements to protect your privacy?	No	96%	96%	96%	98%
	Yes	4%	4%	4%	2%
	Total	3307	1355	1209	427
TM1175Y17_8 - In the last month, have you done any of the following to protect your privacy? Have you... Done other things to protect your privacy?	No	96%	97%	97%	95%
	Yes	4%	3%	3%	5%
	Total	3307	1355	1209	427
TM1175Y17_9 - In the last month, have you done any of the following to protect your privacy? Have you... Done none of these to protect your privacy?	No	46%	49%	46%	41%
	Yes	54%	51%	54%	59%
	Total	3307	1355	1209	427



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## How to Calculate Bayesian Credibility Intervals

The calculation of credibility intervals assumes that Y has a binomial distribution conditioned on the parameter  $\theta$ , i.e.,  $Y|\theta \sim \text{Bin}(n, \theta)$ , where n is the size of our sample. In this setting, Y counts the number of “yes”, or “1”, observed in the sample, so that the sample mean ( $\bar{y}$ ) is a natural estimate of the true population proportion  $\theta$ . This model is often called the likelihood function, and it is a standard concept in both the Bayesian and the Classical framework. The Bayesian <sup>1</sup> statistics combines both the prior distribution and the likelihood function to create a posterior distribution. The posterior distribution represents our opinion about which are the plausible values for  $\theta$  adjusted after observing the sample data. In reality, the posterior distribution is one’s knowledge base updated using the latest survey information. For the prior and likelihood functions specified here, the posterior distribution is also a beta distribution ( $\pi(\theta/y) \sim \beta(y+a, n-y+b)$ ), but with updated hyper-parameters.

Our credibility interval for  $\vartheta$  is based on this posterior distribution. As mentioned above, these intervals represent our belief about which are the most plausible values for  $\vartheta$  given our updated knowledge base. There are different ways to calculate these intervals based on  $\pi(\theta/y)$ . Since we want only one measure of precision for all variables in the survey, analogous to what is done within the Classical framework, we will compute the largest possible credibility interval for any observed sample. The worst case occurs when we assume that  $a=1$  and  $b=1$  and  $y=n/2$ . Using a simple approximation of the posterior by the normal distribution, the 95% credibility interval is given by, approximately:

$$\bar{y} \pm \frac{1}{\sqrt{n}}$$

For this poll, the Bayesian Credibility Interval was adjusted using standard weighting design effect  $1+L=1.3$  to account for complex weighting<sup>2</sup>

Examples of credibility intervals for different base sizes are below. Ipsos does not publish data for base sizes (sample sizes) below 100.

Sample size	Credibility intervals
2,000	2.5
1,500	2.9
1,000	3.5
750	4.1
500	5.0
350	6.0
200	7.9
100	11.2