

# ***The Economist/YouGov Poll***

June 18-21, 2011



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## 1. Confidence in email security

How confident are you in the security of your personal e-mail?

	Total	Age			Race			Gender		Education		
		18-29	30-64	65+	White	Black	Hispanic	Male	Female	HS or Less	Some College	College Grad
Very confident	8%	16%	5%	6%	8%	9%	17%	8%	9%	13%	6%	6%
Somewhat confident	49%	61%	46%	32%	49%	51%	35%	51%	46%	43%	54%	49%
Not so confident	30%	14%	35%	40%	30%	26%	34%	29%	30%	30%	27%	32%
Not confident at all	14%	9%	14%	23%	13%	14%	14%	12%	15%	14%	13%	14%
Totals (Unweighted)	100% (992)	100% (188)	100% (652)	100% (152)	100% (776)	100% (106)	100% (110)	100% (436)	100% (556)	100% (429)	100% (313)	100% (250)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Very confident	8%	8%	11%	5%	10%	5%	8%	14%	8%	7%	5%	11%	7%	3%
Somewhat confident	49%	54%	43%	48%	56%	53%	43%	49%	46%	48%	53%	46%	50%	57%
Not so confident	30%	27%	33%	28%	24%	29%	34%	31%	35%	28%	25%	29%	31%	29%
Not confident at all	14%	11%	13%	18%	10%	13%	15%	6%	11%	17%	17%	13%	12%	11%
Totals (Unweighted)	100% (992)	100% (363)	100% (257)	100% (284)	100% (187)	100% (365)	100% (304)	100% (157)	100% (225)	100% (362)	100% (248)	100% (377)	100% (367)	100% (151)

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## 2. Victim of computer security breach

Has any of the following happened to you? (A) Someone accessed your online account by guessing or stealing a password; (B) You were the victim of a \*phishing\* attack. A phishing attack typically takes the form of an email that appears to be from a source you trust (your bank, eBay, your stock broker, a friend) but is really from someone else who is trying to steal from you.; (C) Your computer got a virus; (D) None of these

	Total	Age			Race			Gender		Education		
		18-29	30-64	65+	White	Black	Hispanic	Male	Female	HS or Less	Some College	College Grad
A	12%	18%	10%	5%	11%	13%	17%	12%	11%	7%	15%	13%
B	29%	20%	31%	42%	30%	20%	28%	27%	30%	21%	32%	33%
C	57%	50%	62%	48%	59%	43%	56%	59%	56%	49%	62%	61%
D	32%	37%	29%	34%	31%	43%	25%	29%	34%	42%	27%	27%
Totals	(1,000)	(189)	(659)	(152)	(780)	(107)	(113)	(437)	(563)	(435)	(315)	(250)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
A	12%	15%	10%	10%	16%	11%	10%	9%	13%	11%	13%	12%	12%	11%
B	29%	29%	31%	28%	24%	32%	30%	25%	32%	25%	34%	26%	31%	37%
C	57%	55%	58%	65%	53%	64%	64%	50%	56%	58%	64%	49%	61%	72%
D	32%	32%	31%	29%	32%	29%	27%	32%	32%	34%	27%	37%	29%	18%
Totals	(1,000)	(367)	(258)	(285)	(188)	(368)	(305)	(160)	(226)	(364)	(250)	(380)	(372)	(151)

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## 3. Type of computer security breach

As a result, did anyone... Asked if respondent has been suffered online security breach

	Total	Age			Race			Gender		Education		
		18-29	30-64	65+	White	Black	Hispanic	Male	Female	HS or Less	Some College	College Grad
Steal money from you	5%	8%	5%	2%	5%	7%	6%	7%	4%	6%	6%	5%
Make purchases that were billed to you	11%	10%	11%	14%	11%	12%	15%	10%	12%	8%	10%	15%
Send e-mail as though they were you	31%	33%	31%	35%	33%	19%	31%	33%	30%	31%	31%	32%
Make posts on-line, or tweet, as though they were you	8%	18%	5%	5%	7%	20%	13%	6%	11%	7%	10%	8%
Access your private information	12%	17%	10%	7%	11%	17%	18%	8%	15%	14%	14%	7%
Other	21%	11%	24%	32%	20%	31%	22%	20%	23%	24%	19%	21%
Totals	(686)	(119)	(465)	(102)	(536)	(68)	(82)	(317)	(369)	(277)	(227)	(182)

	Total	Party ID			Ideology			Region				Family Income		
		Dem	Rep	Ind	Lib	Mod	Con	Northeast	Midwest	South	West	Under 40	40-100	100+
Steal money from you	5%	5%	6%	4%	5%	6%	3%	6%	6%	6%	3%	8%	4%	5%
Make purchases that were billed to you	11%	15%	9%	8%	12%	14%	7%	9%	12%	11%	11%	9%	12%	13%
Send e-mail as though they were you	31%	33%	34%	28%	32%	29%	34%	30%	35%	26%	37%	32%	30%	33%
Make posts on-line, or tweet, as though they were you	8%	8%	10%	7%	12%	4%	9%	5%	10%	10%	8%	14%	6%	5%
Access your private information	12%	14%	11%	10%	13%	12%	10%	12%	11%	13%	9%	14%	12%	7%
Other	21%	21%	21%	21%	20%	24%	20%	13%	26%	23%	20%	19%	23%	22%
Totals	(686)	(251)	(178)	(201)	(122)	(264)	(221)	(108)	(148)	(248)	(182)	(237)	(269)	(122)

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<b>Sponsorship</b>	<i>The Economist</i>
<b>Fieldwork</b>	YouGov
<b>Interviewing Dates</b>	June 18-21, 2011
<b>Target population</b>	U.S. Internet Users, aged 18 and over.
<b>Sampling method</b>	Respondents were selected from YouGov's PollingPoint panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2005–2007 American Community Study with information on internet usage drawn from the October 2009 Current Population Survey. Voter registration, turnout, religion, news interest, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Current Population Survey Registration and Voting Supplement and the Pew Religion in American Life Survey. Matching respondents were selected from the PollingPoint panel, an opt-in Internet panel.
<b>Weighting</b>	The sample was weighted using propensity scores based on age, gender, race, education, news interest, voter registration, and non-placement on an ideology scale. The weights range from 0.3 to 4.5, with a mean of one and a standard deviation of 0.74.
<b>Number of respondents</b>	1000
<b>Margin of error</b>	± 3.9% (adjusted for weighting)
<b>Survey mode</b>	Web-based interviews
<b>Questions not reported</b>	60 questions not reported.