

# The Economist/YouGov Poll



Sample 1000 Internet Users  
Conducted June 18-21, 2011  
Margin of Error  $\pm 3.9\%$

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

Very confident .....	8%
Somewhat confident .....	49%
Not so confident .....	30%
Not confident at all .....	14%

## 2. Has any of the following happened to you?

Someone accessed your online account by guessing or stealing a password .....	12%
You were the victim of a <i>phishing</i> 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. ....	29%
Your computer got a virus .....	57%
None of these .....	32%

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

Steal money from you .....	5%
Make purchases that were billed to you .....	11%
Send e-mail as though they were you .....	31%
Make posts on-line, or tweet, as though they were you .....	8%
Access your private information .....	12%
Other .....	21%

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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.