

1. Own a smartphone

Do you have a smartphone, such as an iPhone, Android, Blackberry or Windows phone?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	69%	68%	69%	73%	83%	63%	51%	70%	67%	70%
No	30%	30%	29%	24%	15%	36%	47%	30%	29%	30%
Not sure	2%	2%	2%	3%	2%	0%	2%	0%	3%	—
Totals (Unweighted N)	100% (998)	100% (480)	100% (518)	100% (188)	100% (286)	100% (365)	100% (159)	100% (342)	100% (414)	100% (242)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	69%	67%	60%	85%	65%	68%	82%	67%	70%	69%	68%
No	30%	32%	38%	13%	32%	31%	18%	31%	29%	30%	28%
Not sure	2%	1%	2%	2%	2%	0%	—	2%	1%	1%	3%
Totals (Unweighted N)	100% (998)	100% (741)	100% (119)	100% (138)	100% (370)	100% (292)	100% (205)	100% (154)	100% (208)	100% (393)	100% (243)

	Total	Own a smartphone		
		Yes	No	Not sure
Yes	69%	100%	—	—
No	30%	—	100%	—
Not sure	2%	—	—	100%
Totals (Unweighted N)	100% (998)	100% (679)	100% (302)	100% (17)

2. Private pictures

Have you personally ever taken a picture with a cell phone that you would be embarrassed for other people to see?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	23%	24%	23%	46%	34%	11%	4%	24%	26%	17%
No	75%	75%	75%	49%	64%	88%	96%	75%	70%	83%
Prefer not to say	2%	1%	2%	6%	2%	1%	—	1%	4%	0%
Totals (Unweighted N)	100% (999)	100% (481)	100% (518)	100% (188)	100% (285)	100% (367)	100% (159)	100% (341)	100% (415)	100% (243)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	23%	19%	33%	37%	27%	23%	22%	21%	19%	28%	22%
No	75%	79%	65%	59%	71%	77%	77%	79%	79%	70%	75%
Prefer not to say	2%	2%	2%	3%	2%	0%	1%	0%	1%	2%	3%
Totals (Unweighted N)	100% (999)	100% (743)	100% (118)	100% (138)	100% (370)	100% (292)	100% (205)	100% (154)	100% (209)	100% (393)	100% (243)

	Total	Own a smartphone		
		Yes	No	Not sure
Yes	23%	31%	8%	7%
No	75%	68%	92%	55%
Prefer not to say	2%	1%	1%	38%
Totals (Unweighted N)	100% (999)	100% (678)	100% (302)	100% (17)

3. Intimate pictures

Have you personally ever taken an intimate photo of yourself or another person with a cell phone?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Yes	20%	23%	17%	39%	27%	10%	3%	20%	23%	15%
No	78%	76%	81%	55%	71%	89%	97%	80%	74%	85%
Prefer not to say	2%	1%	2%	6%	2%	0%	—	1%	3%	1%
Totals (Unweighted N)	100% (993)	100% (478)	100% (515)	100% (186)	100% (284)	100% (365)	100% (158)	100% (339)	100% (412)	100% (242)

	Race				Family Income			Region			
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
Yes	20%	17%	30%	26%	23%	20%	17%	14%	23%	22%	18%
No	78%	81%	68%	70%	75%	79%	82%	86%	76%	76%	78%
Prefer not to say	2%	2%	1%	4%	2%	1%	1%	0%	1%	2%	4%
Totals (Unweighted N)	100% (993)	100% (739)	100% (118)	100% (136)	100% (368)	100% (291)	100% (204)	100% (153)	100% (205)	100% (392)	100% (243)

	Total	Own a smartphone		
		Yes	No	Not sure
Yes	20%	25%	8%	7%
No	78%	73%	91%	57%
Prefer not to say	2%	1%	1%	36%
Totals (Unweighted N)	100% (993)	100% (675)	100% (299)	100% (17)

4. Responsibility

Whose responsibility do you think it is to protect potentially embarrassing photos or videos stored on a cell phone from hackers?

	Gender			Age				Party ID		
	Total	Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
The cell phone owner's responsibility	50%	53%	46%	42%	46%	50%	63%	48%	47%	55%
The cell phone provider's responsibility	4%	4%	3%	9%	3%	2%	1%	4%	4%	2%
Both	43%	40%	45%	43%	47%	42%	36%	46%	42%	41%
Not sure	4%	3%	5%	6%	4%	5%	—	1%	7%	3%
Totals (Unweighted N)	100% (997)	100% (479)	100% (518)	100% (186)	100% (286)	100% (366)	100% (159)	100% (340)	100% (414)	100% (243)

	Race			Family Income			Region				
	Total	White	Black	Hispanic	Under 40	40-80	80+	Northeast	Midwest	South	West
The cell phone owner's responsibility	50%	48%	55%	53%	50%	51%	55%	56%	50%	47%	49%
The cell phone provider's responsibility	4%	3%	7%	5%	3%	3%	4%	4%	3%	3%	4%
Both	43%	45%	32%	37%	42%	44%	39%	36%	41%	47%	43%
Not sure	4%	4%	5%	5%	5%	3%	1%	4%	7%	3%	4%
Totals (Unweighted N)	100% (997)	100% (743)	100% (117)	100% (137)	100% (369)	100% (292)	100% (205)	100% (153)	100% (207)	100% (394)	100% (243)

	Total	Own a smartphone		
		Yes	No	Not sure
The cell phone owner's responsibility	50%	48%	54%	37%
The cell phone provider's responsibility	4%	3%	5%	3%
Both	43%	46%	37%	17%
Not sure	4%	3%	4%	43%
Totals (Unweighted N)	100% (997)	100% (677)	100% (301)	100% (17)