

Topline questionnaire

**2023 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 127 INTERNET TOPLINE
MAY 15-21, 2023
N=5,101**

THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. OTHER QUESTIONS ON THIS SURVEY HAVE BEEN RELEASED OR ARE BEING HELD FOR FUTURE RELEASE.

NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (*). ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING.

U.S. adults	Sample size 5,101	Margin of error at 95% confidence level +/- 1.7 percentage points
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ASK ALL:

DIGCONF Overall, how confident do you feel using computers, smartphones, or other electronic devices to do the things you need to do online?¹⁰

<u>May 15-21, 2023</u>		<u>Apr 12-18, 2021</u>	<u>Oct 29-Nov 11, 2019</u>
53	Very confident	57	58
36	Somewhat confident	33	31
9	Only a little confident	7	7
2	Not at all confident	2	3
*	No answer	1	*

ASK ALL:

TECHHELP Which of the following best describes you, even if neither is exactly right?

When I get a new computer, smartphone, or other electronic device, I usually... **[RANDOMIZE RESPONSE OPTIONS]**

<u>May 15-21, 2023</u>		<u>Apr 12-18, 2021</u>
22	Need someone else to set it up or show me how to use it	26
77	Am able to set it up and learn how to use it on my own	73
*	No answer	1

¹⁰ In the April 2021 survey, the question wording was slightly different: "Overall, how confident do you feel, if at all, using computers, smartphones, or other electronic devices to do the things you need to do online?"

PRIVFEEL BASED ON ALL ADULTS:

PRIVFEEL When you think about managing your privacy online, do you feel... **[RANDOMIZE ITEMS]**

	Yes, <u>I do</u>	No, I <u>do not</u>	No <u>answer</u>	Does not use <u>internet</u>
a. Overwhelmed by figuring out what you need to do May 15-21, 2023	37	59	1	3
b. Skeptical that anything you do will make much difference May 15-21, 2023	61	35	1	3
c. Confident those who have access to your personal information will do what is right May 15-21, 2023	21	76	1	3
d. You trust yourself to make the right decisions about your personal information May 15-21, 2023	78	19	*	3
e. Like privacy is not that big of a deal to you May 15-21, 2023	29	67	1	3

ASK ALL:

PRIVWRY How worried are you about each of the following? **[RANDOMIZE ITEMS]**

	<u>Very worried</u>	<u>Somewhat worried</u>	<u>Not too worried</u>	<u>Not at all worried</u>	<u>No answer</u>
a. People stealing your identity or personal information May 15-21, 2023	38	46	14	2	*
b. Companies selling your information to others without you knowing May 15-21, 2023	42	42	14	2	*
c. ASK IF INTERNET USER (XTABLET=2) [N=4,996]: Law enforcement monitoring what you do online May 15-21, 2023	15	24	39	21	*

PRIVWRYc BASED ON ALL ADULTS:

PRIVWRY How worried are you about each of the following? **[RANDOMIZE ITEMS]**

	<u>Very worried</u>	<u>Somewhat worried</u>	<u>Not too worried</u>	<u>Not at all worried</u>	<u>No answer</u>	<u>Does not use internet</u>
c. Law enforcement monitoring what you do online May 15-21, 2023	15	24	38	20	*	3

CYBCONF BASED ON ALL ADULTS:

CYBCONF How confident are you in knowing what steps to take if your personal information is hacked or stolen online?

May 15-21, 2023

11	Very confident
42	Somewhat confident
34	Not too confident
10	Not at all confident
*	No answer
3	Does not use internet

ASK ALL:

DB1 In the last 12 months, have you had someone... **[RANDOMIZE ITEMS]**¹¹

	<u>Yes, this has happened in the last 12 months</u>	<u>No, this has not happened in the last 12 months</u>	<u>No answer</u>
a. Put fraudulent charges on your debit or credit card			
May 15-21, 2023	26	73	*
Jun 3-17, 2019	21	78	1
b. Take over your email or social media account without your permission ¹²			
May 15-21, 2023	11	89	*
Jun 3-17, 2019	8	91	1
c. Attempt to open a line of credit or apply for a loan using your name			
May 15-21, 2023	7	93	*
Jun 3-17, 2019	6	93	1

DISPLAY TO ALL:

We are interested in what people know off the top of their head about some topics. You may find some of these questions easy and others difficult. (If you don't know the answer, select "Not sure.") As far as you know...

[RANDOMIZE QUESTION ORDER DKQ1 – DKQ10]**DKQ1 NOT PRESENTED HERE**

¹¹ In the June 2019 survey, the question wording did not include "This has (not) happened in the last 12 months" in the response options. Additionally in 2019, item b read: "Take over your social media or email account without your permission."

¹² On this item, "no" also includes those who do not use the internet.

ASK ALL:

DKQ2 If a website uses cookies, it means that the site can... **[RANDOMIZE OPTIONS 1-4, WITH 5 ALWAYS LAST]**

May 15-21, 2023

3	Protect your computer from getting viruses
8	Send you pop-up advertisements
3	Look at files saved on your computer
67	Track your visits and activity on the site {correct}
19	Not sure
*	No answer

DKQ3-4 NOT PRESENTED HERE**ASK ALL:**

DKQ5 Which of the following passwords is the most secure? **[RANDOMIZE OPTIONS 1-4, WITH 5 ALWAYS LAST]**

May 15-21, 2023

1	SportsFan1983
87	WTh!58iLf2?9zD {correct}
1	abc12.6.48
1	1234567890
10	Not sure
*	No answer

NO DKQ6; DKQ7 NOT PRESENTED HERE

ASK ALL:
DKQ8

Some websites and online services use a security process known as two-step or two-factor authentication. Which of the following images is an example of two-factor authentication? **[RANDOMIZE OPTIONS 1-4, WITH 5 ALWAYS LAST]**

May 15-21, 2023

Enter code

If [REDACTED] matches the last 4 digits of the phone number on your account, we'll send you a code.

48

Don't ask me again on this device

Verify

{correct}

4



21

Please answer your security questions.

These questions help us verify your identity.

What was your childhood nickname?

answer

What was the name of your first manager?

answer

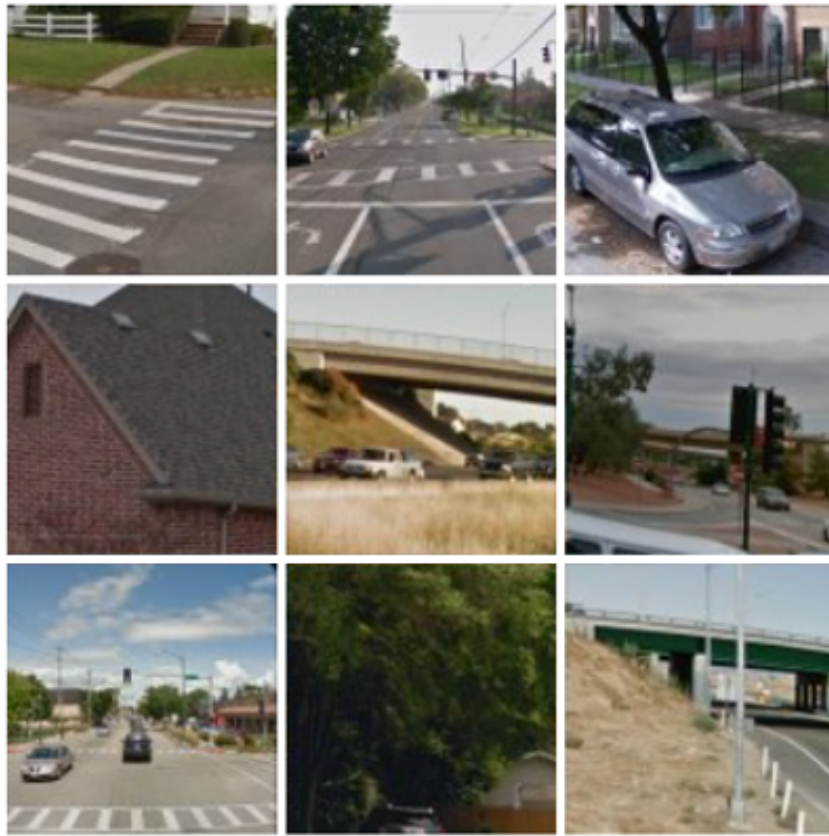
Forgot your answers? [Send reset security info email to](#) [REDACTED]

Select all images with

crosswalks

Click verify once there are none left.

14



VERIFY

13
1

Not sure
No answer

ASK ALL:

DKQ9

Websites in the United States are prohibited from collecting data online from children under what age without a parent's consent? **[RANDOMIZE HALF ORDER 1-5 OR 5-1, WITH 6 ALWAYS LAST]**

May 15-21, 2023

1	{Age} 5
1	10
21	13 {correct}
8	16
27	18
40	Not sure
1	No answer

ASK ALL:

DKQ10

Does the United States have a national privacy law that sets common standards for what companies can do with all data their products and services collect?

May 15-21, 2023

24	Yes, it does
23	No, it does not {correct}
52	Not sure
1	No answer

**[RANDOMIZE ORDER OF BLOCK 1 AND BLOCK 2]
[BLOCK 1]**

ASK ALL:

CONCERNCO

How concerned are you about how companies are using the data they collect about you?¹³

May 15-21, 2023

35	Very concerned
46	Somewhat concerned
16	Not too concerned
3	Not at all concerned
*	No answer

Jun 3-17, 2019

36
43
17
4
*

ASK ALL:

CONTROLCO

How much control do you think you have over the data that companies collect about you?

May 15-21, 2023

5	A great deal of control
21	Some control
51	Very little control
23	No control
1	No answer

Jun 3-17, 2019

3
15
51
30
*

¹³ In the June 2019 survey, the question wording was slightly different: "How concerned, if at all, are you about how companies are using the data they collect about you?"

ASK ALL:

UNDERSTANDCO How much do you feel you understand what companies are doing with the data they collect about you?

<u>May 15-21, 2023</u>		<u>Jun 3-17, 2019</u>
6	A great deal	6
26	Some	34
49	Very little	48
18	Nothing	11
1	No answer	1

[END OF BLOCK 1]

[BLOCK 2]

ASK ALL:

CONCERNGOV How concerned are you about how the government is using the data it collects about you?¹⁴

<u>May 15-21, 2023</u>		<u>Jun 3-17, 2019</u>
31	Very concerned	25
39	Somewhat concerned	39
24	Not too concerned	26
5	Not at all concerned	10
*	No answer	*

ASK ALL:

CONTROLGOV How much control do you think you have over the data the government collects about you?

<u>May 15-21, 2023</u>		<u>Jun 3-17, 2019</u>
6	A great deal of control	4
14	Some control	12
43	Very little control	41
36	No control	43
1	No answer	*

ASK ALL:

UNDERSTANDGOV How much do you feel you understand what the government is doing with the data it collects about you?

<u>May 15-21, 2023</u>		<u>Jun 3-17, 2019</u>
5	A great deal	4
17	Some	17
50	Very little	53
27	Nothing	25
1	No answer	*

[END OF BLOCK 2]

¹⁴ In the June 2019 survey, the question wording was slightly different: "How concerned, if at all, are you about how the government is using the data it collects about you?"

ASK ALL:

AIPRIV1

How acceptable do you think each of the following uses of people's information is?

[RANDOMIZE ITEMS]

		<u>Very acceptable</u>	<u>Somewhat acceptable</u>	<u>Somewhat unacceptable</u>	<u>Very unacceptable</u>	<u>Not sure</u>	<u>No answer</u>
a.	A smart speaker analyzing people's voices to learn to recognize who is speaking						
	May 15-21, 2023	8	33	21	24	14	*
b.	Social media companies analyzing what people do on their sites to deliver personalized content						
	May 15-21, 2023	5	36	27	21	10	*
c.	Using computer programs, or algorithms, to determine who should be eligible for public assistance						
	May 15-21, 2023	5	23	21	34	17	*

DISPLAY IF INTERNET USER (XTABLET=2) [N=4,996]:

Privacy policies are often used by companies to describe how they are using people's data. Thinking about privacy policies you might come across online or on your smartphone...

PPREAD BASED ON ALL ADULTS:

PPREAD

How often do you click "agree" right away, without reading what these policies say?

May 15-21, 2023

31	Always or almost always
26	Often
22	Sometimes
12	Rarely
6	Never
*	No answer
3	Does not use internet

PPEFF BASED ON ALL ADULTS:

PPEFF How effective do you think privacy policies are as a way for companies to communicate how they are using people's data? **[RANDOMLY DISPLAY RESPONSE OPTIONS 1-5 OR 5-1]**

May 15-21, 2023

2	Extremely effective
6	Very effective
27	Somewhat effective
36	Not too effective
25	Not at all effective
1	No answer
3	Does not use internet

PPUSE BASED ON ALL ADULTS:

PPUSE Which of the following comes closer to your view, even if neither is exactly right? **[RANDOMIZE RESPONSE OPTIONS]**

Privacy policies are...

May 15-21, 2023

69	Just something I have to get past in order to use a product or service
27	A meaningful part of my decision to use a product or service
1	No answer
3	Does not use internet

DISPLAY TO ALL:

Thinking now about the leaders of social media companies...

ASK ALL:

SMLEAD How much do you trust that leaders of social media companies will... **[RANDOMIZE ITEMS]**

	<u>A great deal</u>	<u>Some</u>	<u>Very little</u>	<u>Not at all</u>	<u>Not sure</u>	<u>No answer</u>
a. Publicly admit mistakes and take responsibility when they misuse or compromise users' personal data May 15-21, 2023	5	11	34	43	7	*
b. Be held accountable by the government if they misuse or compromise users' personal data May 15-21, 2023	7	16	34	36	7	*
c. Not sell users' personal data to others without their consent May 15-21, 2023	6	11	30	46	7	*

DIGHABT1 BASED ON ALL ADULTS:

DIGHABT1 Have you ever stopped using a digital device, website or app because you were worried about how your personal information was being used?

May 15-21, 2023

49	Yes, I have
47	No, I have not
1	No answer
3	Does not use internet

ASK IF INTERNET USER (XTABLET=2) [N=4,996]:

DIGHABT2 Do you ever do any of the following to manage your privacy online? **[RANDOMIZE ITEMS]**

	<u>Yes, I do</u>	<u>No, I do not</u>	<u>No answer</u>
a. Decline or turn off cookies or other tracking on websites May 15-21, 2023	69	30	1
NO ITEM b			
c. Use messaging apps or services that encrypt your private communication with others May 15-21, 2023	37	61	1
d. Use a browser or search engine that doesn't keep track of what you're doing May 15-21, 2023	45	53	2
e. ASK ITEM e if SOCIAL MEDIA USER (SNSUSE=1) [N=3,944]: Change your social media privacy settings May 15-21, 2023	68	31	1

DIGHABT2a-d BASED ON ALL ADULTS:

DIGHABT2 Do you ever do any of the following to manage your privacy online? **[RANDOMIZE ITEMS]**

	Yes, I <u>do</u>	No, I do <u>not</u>	No <u>answer</u>	Does not use <u>internet</u>
a. Decline or turn off cookies or other tracking on websites May 15-21, 2023	67	30	1	3

NO ITEM b

c. Use messaging apps or services that encrypt your private communication with others May 15-21, 2023	36	59	1	3
d. Use a browser or search engine that doesn't keep track of what you're doing May 15-21, 2023	44	51	2	3

PWFEEL BASED ON ALL ADULTS:

PWFEEL Do you ever feel... **[RANDOMIZE ITEMS]**

	Yes, I feel <u>this way</u>	No, I do not <u>feel this way</u>	No answer to <u>PWFEEL</u>	Does not use <u>internet</u>
a. Overwhelmed by the amount of passwords you have to keep track of? May 15-21, 2023	69	27	1	3
b. Anxious about whether the passwords you use are strong and secure? May 15-21, 2023	45	51	1	3

PWPREF BASED ON ALL ADULTS:

PWPREF When picking a password, do you generally create one that you think will be... **[RANDOMIZE RESPONSE OPTIONS]**

May 15-21, 2023

46	Easier to remember, even if it may be less secure
50	More secure, even if it may be harder to remember
1	No answer
3	Does not use internet

PWMAN BASED ON ALL ADULTS:

PWMAN Do you use a password manager, such as LastPass or iCloud Keychain, to help keep track of your online passwords?

May 15-21, 2023

32	Yes, I use a password manager
66	No, I do not use a password manager
1	No answer

Jun 3-17, 2019¹⁵

20
80
1

PWEXP BASED ON ALL ADULTS:

PWEXP In thinking about how you access your different online accounts, how often do you...
[RANDOMIZE ITEMS]

		Always or almost <u>always</u>	<u>Often</u>	<u>Sometimes</u>	<u>Rarely</u>	<u>Never</u>	No answer	Does not use internet
a.	Reset your passwords May 15-21, 2023	5	16	47	24	4	1	3
b.	Save passwords in your browser May 15-21, 2023	16	18	24	14	24	1	3
c.	Write your passwords down May 15-21, 2023	26	15	19	17	20	1	3

DISPLAY IF SMARTPHONE OWNER (SMARTPHONE=1) [N=4,801]:

Thinking specifically about your personal smartphone...

ASK IF SMARTPHONE OWNER (SMARTPHONE=1) [N=4,801]:

SPACCESS Do you use a passcode, fingerprint, face recognition, or other security feature to unlock your smartphone?

May 15-21, 2023

83	Yes, I do
16	No, I do not
1	No answer

¹⁵ In the June 2019 survey, the responses were slightly different, reading "Yes" and "No." For consistency with that survey, in this table based on all adults, "no" includes those who do not use the internet.

ASK IF SMARTPHONE OWNER (SMARTPHONE=1) [N=4,801]:

UPDATEPREF How do you typically handle software updates for each of the following? **[RANDOMIZE ITEMS]**

		I set them to update <u>automatically</u>	I update them when I'm notified, as soon as it's convenient	I update them when I'm notified, but only when I <u>am required to</u>	I never install updates	No answer
a.	Your smartphone operating system May 15-21, 2023	42	37	17	3	1
b.	Specific apps on your smartphone May 15-21, 2023	40	34	21	4	1

ASK ALL:

PRIVACYREG How much do you feel you understand the laws and regulations that are currently in place to protect your data privacy?

<u>May 15-21, 2023</u>		<u>Jun 3-17, 2019</u>
3	A great deal	3
24	Some	33
51	Very little	49
21	Not at all	14
*	No answer	*

ASK ALL:

GOVREGV1 How much government regulation do you think there should be of what companies can do with their customers' personal information? **[RANDOMIZE RESPONSE OPTIONS 1 AND 2, WITH OPTION 3 ALWAYS LAST]¹⁶**

<u>May 15-21, 2023</u>		<u>Jun 3-17, 2019</u>
72	More regulation than now	75
7	Less regulation than now	8
18	About the same amount as now	16
3	No answer	1

¹⁶ In the June 2019 survey, the question wording did not include "than now" or "as now" in the response options.

ASK ALL:

KIDPRIV1

How concerned are you about each of the following? **[RANDOMIZE ITEMS]**

		Very <u>concerned</u>	Somewhat <u>concerned</u>	Not too <u>concerned</u>	Not at all <u>concerned</u>	No <u>answer</u>
a.	Advertisers using data about what children do online to target ads to them May 15-21, 2023	51	34	10	3	1
b.	Online games or gaming apps tracking what children are doing on them May 15-21, 2023	48	35	11	4	1
c.	Social media sites and apps knowing personal information about children May 15-21, 2023	59	30	8	3	1

ASK ALL:

KIDPRIV2

How much responsibility do you think each of the following should have for protecting children's digital privacy? **[RANDOMIZE ITEMS]**

		A great deal of <u>responsibility</u>	Some <u>responsibility</u>	Very little <u>responsibility</u>	No responsibility <u>at all</u>	No <u>answer</u>
a.	The government May 15-21, 2023	46	39	10	5	1
b.	Technology companies May 15-21, 2023	59	32	5	3	1
c.	Parents May 15-21, 2023	85	10	3	1	1

ASK IF FORM 1 (XFORM=1) [N=2,538]:

ACCPTLWF1 How acceptable do you think it is for law enforcement to do each of the following during a criminal investigation? **[RANDOMIZE ITEMS]**

	<u>Very acceptable</u>	<u>Somewhat acceptable</u>	<u>Somewhat unacceptable</u>	<u>Very unacceptable</u>	<u>Not sure</u>	<u>No answer</u>
a. Obtain footage from cameras people install at their residences, like video doorbells May 15-21, 2023	41	32	9	9	7	1
b. Require third parties to turn over users' private chats, messages or calls May 15-21, 2023	24	30	18	15	11	1
c. Break the passcode on a user's phone to get access to its contents May 15-21, 2023	25	29	17	18	11	1
d. Use information from cell phone towers to track where someone is May 15-21, 2023	43	31	10	7	8	1

ASK IF FORM 2 (XFORM=2) [N=2,563]:

ACCPTLWF2 How acceptable do you think it is for law enforcement to do each of the following during a criminal investigation where public safety is at risk? **[RANDOMIZE ITEMS]**

	<u>Very acceptable</u>	<u>Somewhat acceptable</u>	<u>Somewhat unacceptable</u>	<u>Very unacceptable</u>	<u>Not sure</u>	<u>No answer</u>
a. Obtain footage from cameras people install at their residences, like video doorbells May 15-21, 2023	43	30	10	10	6	*
b. Require third parties to turn over users' private chats, messages or calls May 15-21, 2023	28	31	16	15	10	*
c. Break the passcode on a user's phone to get access to its contents May 15-21, 2023	30	31	13	18	9	1
d. Use information from cell phone towers to track where someone is May 15-21, 2023	47	30	10	8	5	*

ASK ALL:

Artificial intelligence (AI) is designed to learn tasks that humans typically do, for instance recognizing speech or pictures.

AI_HEARD How much have you heard or read about AI?¹⁷

<u>May 15-21, 2023</u>		<u>Dec 12-18, 2022</u>
27	A lot	26
60	A little	59
13	Nothing at all	15
*	No answer	*

ASK IF HEARD A LOT OR A LITTLE ABOUT AI (AI_HEARD=1,2) [N=4,566]:

AIPRIV2 As companies use AI to collect and analyze personal details and information, do you think this information will be used in ways... **[RANDOMIZE ITEMS; RANDOMLY DISPLAY RESPONSE OPTIONS 1-4 OR 4-1, WITH 5 ALWAYS LAST]**

		<u>Definitely will happen</u>	<u>Probably will happen</u>	<u>Probably will not happen</u>	<u>Definitely will not happen</u>	<u>Not sure</u>	<u>No answer</u>
a.	People would not be comfortable with						
	May 15-21, 2023	40	41	8	3	7	*
b.	That were not originally intended						
	May 15-21, 2023	44	36	8	3	9	*
c.	That could make people's lives easier						
	May 15-21, 2023	14	48	20	7	10	*

ASK IF HEARD A LOT OR A LITTLE ABOUT AI (AI_HEARD=1,2) [N=4,566]:

AIPRIV3 How much do you trust companies to make responsible decisions about how they use AI in their products?

<u>May 15-21, 2023</u>	
2	A great deal
22	Some
41	Very little
30	Not at all
6	Not sure
*	No answer

ASK ALL:

PARTY In politics today, do you consider yourself a:

ASK IF INDEP/SOMETHING ELSE (PARTY=3,4) OR MISSING:

PARTYLN As of today do you lean more to...¹⁸

<u>Republican</u>	<u>Democrat</u>	<u>Independent</u>	<u>Something else</u>	<u>No answer</u>	<u>Lean Rep</u>	<u>Lean Dem</u>
28	28	27	15	2	18	19

¹⁷ AI_HEARD was also asked in a subsequent survey fielded prior to this report's publication. [Read the August report](#) for those findings.

¹⁸ PARTY and PARTYLN asked in a prior survey.