Topline questionnaire

2019 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 49 JUNE 2019
FINAL TOPLINE
JUNE 3-17, 2019
TOTAL N=4,272

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

[RANDOMIZE ORDER OF QUESTIONS KNOW1-KNOW10]
Here's a different kind of question. (If you don't know the answer, select "Not sure.") As far as you know…

ASK ALL:
KNOW1   If a website uses cookies, it means that the site… **[RANDOMIZE OPTIONS 1-4]**

June 3-17, 2019	
5	Can see the content of all the files on the device you are using
2	Is not a risk to infect your device with a computer virus
2	Will automatically prompt you to update your web browser software if it is out of date
63	Can track your visits and activity on the site {correct}
27	Not sure
1	No answer

ASK ALL:
KNOW2   Which of the following is the largest source of revenue for most major social media platforms? … **[RANDOMIZE OPTIONS 1-4]**

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4	Exclusive licensing deals with internet service providers and cellphone manufacturers
59	Allowing companies to purchase advertisements on their platforms {correct}
2	Hosting conferences for social media influencers
2	Providing consulting services to corporate clients
32	Not sure
1	No answer

ASK ALL:
KNOW3   When a website has a privacy policy, it means that the site… **[RANDOMIZE OPTIONS 1-4]**

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48	Has created a contract between itself and its users about how it will use their data {correct}
17	Will not share its users' personal information with third parties
4	Adheres to federal guidelines about deceptive advertising practices
3	Does not retain any personally identifying information about its users

27	Not sure
1	No answer

ASK ALL:
KNOW4   What does it mean when a website has "https://" at the beginning of its URL, as opposed to "http://" without the "s"? **[RANDOMIZE OPTIONS 1-4]**

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30	Information entered into the site is encrypted {correct}
1	The content on the site is safe for children
2	The site is only accessible to people in certain countries
12	The site has been verified as trustworthy
53	Not sure
1	No answer

ASK ALL:
KNOW5   Where might someone encounter a phishing scam? **[RANDOMIZE OPTIONS 1-4]**

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12	In an email
2	On social media
1	In a text message
2	On a website
67	All of the above {correct}
*	None of the above
15	Not sure
*	No answer

ASK ALL:
KNOW6   Which two companies listed below are both owned by Facebook? **[RANDOMIZE OPTIONS 1-4]**

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11	Twitter and Instagram
8	Snapchat and WhatsApp
29	WhatsApp and Instagram {correct}
3	Twitter and Snapchat
49	Not sure
*	No answer

ASK ALL:
KNOW7   The term "net neutrality" describes the principle that… **[RANDOMIZE OPTIONS 1-4]**

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2019

45	Internet service providers should treat all traffic on their networks equally {correct}
6	Social media platforms must give equal visibility to conservative and liberal points of view
2	Online advertisers cannot post ads for housing or jobs that are only

	visible to people of a certain race
4	The government cannot censor online speech
42	Not sure
1	No answer

ASK ALL:

KNOW8 Many web browsers offer a feature known as "private browsing" or "incognito mode." If someone opens a webpage on their computer at work using incognito mode, which of the following groups will NOT be able to see their online activities? **[RANDOMIZE OPTIONS 1-4]**
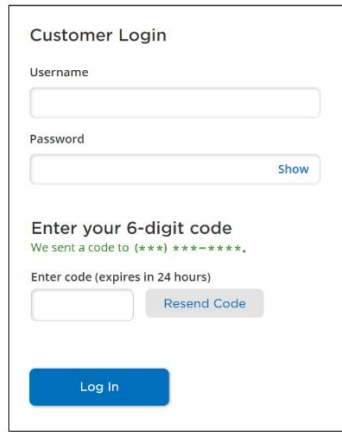
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4	The group that runs their company's internal computer network
3	Their company's internet service provider
24	A coworker who uses the same computer {correct}
18	The websites they visit while in private browsing mode
49	Not sure
1	No answer

ASK ALL:

KNOW9 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]**

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28 {correct}

3

Confirm your Security Image and Keyword

Username: Not Me

Security Image:

Keyword:

Enter Your Password

Password

Password is case-sensitive

Log In

4

Please answer your security questions.

These questions help us verify your identity.

Who was your best childhood friend?

Answer

In which city did your mother and father meet?

Answer

Forgot your answers? Send reset security info email to dxxx@mac.com ▸

5

42	All of the above
17	Not sure
*	No answer

ASK ALL:
KNOW10   Who is this technology leader? **[RANDOMIZE OPTIONS 1-4]**

Photo by Bret Hartman / TED

June 3-17, 2019	
15	Jack Dorsey, co-founder of Twitter {correct}
3	Sergey Brin, co-founder of Google
2	Elon Musk, co-founder of Tesla
3	Travis Kalanick, co-founder of Uber
77	Not sure
*	No answer