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]

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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
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...

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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
ASK ALL: KNOW10

Who is this technology leader? [RANDOMIZE OPTIONS 1-4]

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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