

## WebWatch Survey, Conducted by CRNRC in May 2008

Data is from a sample of 2,008 total respondents selected to represent 3 geographic areas of New York state: New York City metro area (8 counties; 49 percent of all respondents), Long Island (2 counties; 14 percent), and all other counties of the state (37 percent).

*S1 to S3 are screener questions to select respondents who have used the Internet for a year or longer and have owned a home computer for more than 6 months*

<b>S1</b>	<b>How long have you been using the Internet?</b>	<b>%</b>	<b>N</b>
1	Less than a year	0	0
2	1 - 2 years	2	34
3	3 - 4 years	6	121
4	5 years or longer	92	1853
	Base: All	100	2008
<b>S2</b>	<b>Do you have a computer at home?</b>	<b>%</b>	<b>N</b>
1	Yes	100	2008
2	No	0	0
	Base: All	100	2008
<b>S3</b>	<b>For about how long have you had a computer in your home?</b>	<b>%</b>	<b>N</b>
1	Less than 6 months	0	0
2	6 months to 11 months	2	31
3	12 months or more	98	1977
	Base: All	100	2008
<b>Q1</b>	<b>In the past 12 months, which, if any, of the following types of online fraud have you experienced?</b>	<b>%</b>	<b>N</b>
	<b>Select ALL that apply</b>		
1	Merchandise I bought from an online AUCTION was never delivered	5	92
2	Merchandise I bought from an online STORE was never delivered	3	66
3	A work-at-home offer that took my money but sent me nothing, or did not follow through on payment	3	66
4	Phishing; i.e., I submitted personal information (e.g., a PIN code or password) in response to an e-mail that appeared to come from a well-known company (e.g., AOL, Citibank, eBay, Paypal, etc.), but I later learned it was fraudulent	7	147
5	None of the above	86	1724
	Base: All	(M)	2008

**You indicated that you have experienced some type of online fraud in the past year. Did you do any of the following in response?**

Q2

**Select ALL that apply**

	%	N
5 Contacted a bank or credit card company	42	118
2 Looked for help on the Internet	29	82
4 Contacted a consumer advocacy organization	19	53
6 Did nothing	17	47
3 Contacted law enforcement (other than the FBI)	12	35
1 Reported it to the FBI	8	24
7 Other	24	67
Base: Experienced online fraud	(M)	284

**You indicated that you had experienced "phishing" (submitting personal information to someone posing as a bank or well-known company). Which, if any, of the following occurred as a result of you submitting your personal information in response to the fraudulent e-mail?**

Q3

**Select ALL that apply.**

	%	N
3 I had to close my account and open a new one Fraudulent transactions were made using another account	33	48
2 (e.g., eBay or credit card account)	20	29
5 Nothing yet, but I feel my account is vulnerable now	17	25
1 I lost money from my bank account	10	15
4 Other	12	18
6 None of the above	29	43
Base: Experienced phishing	(M)	147

**In the past 12 months, which, if any, of the following types of spam have you received?**

Q4

**Select ALL that apply**

	%	N
3 An email offer for low-priced prescription drugs	64	1295
1 An email informing me that I'd won a lottery that I didn't enter or that turned out to be fake	59	1187
5 An offer for job listings that I didn't ask for	46	931
6 A request to deposit money on behalf of someone else with the promise that I'd receive a portion	45	903
4 An offer from someone I didn't know promoting the benefits of buying a particular stock	38	771
2 A request for personal information from someone I didn't know	37	752
7 A request to deposit money in my bank, then write a check to someone else in return for payment	33	667
8 Other type of spam	54	1075
9 None of the above	13	257
Base: All	(M)	2008

**You indicated that in the past year, you have received spam informing you that you'd won a lottery. What did you do when you received this email?**

Q5

**Select ALL that apply**

	%	N
2 Deleted the email	86	1024
3 Added the sender's address to my spam list	36	422
5 Contacted law enforcement	4	50
6 Contacted a consumer advocacy organization	3	40
4 Looked for help on the Internet	3	36
1 Responded to it	3	34
7 Other	6	75
8 Did nothing	4	43
Base: Received lottery spam	(M)	1187

*If you have more than one computer at home, please answer the following questions in regards to the home computer you use the most.*

**Which, if any, of the following protective measures do you use on your home computer?**

Q6

**Select ALL that apply**

	%	N
4 Anti-virus software	83	1667
1 Internet firewall protection (hardware or software)	80	1603
2 Spam-blocking filter	68	1375
3 Advertisement or pop-up blocking software	64	1286
5 "Spyware"-detection or removal software	64	1283
9 Computer turned off when not in use	51	1014
I never click on any link in an email from a financial institution, if that email refers to an account I have with that		
11 institution	43	854
6 Anti-phishing toolbar	21	415
10 Internet connection disabled or unplugged when not in use	18	371
7 Parental controls	12	236
Use a Web site or service to identify dangerous Web sites		
8 (e.g., SiteAdvisor, StopBadware.org)	8	166
12 Not sure if I have any protective measures	2	35
13 Other	4	75
14 None of the above	3	56
Base: All	(M)	2008

**In the past year, have you consulted any of the following sources for more information about how to improve your online security and/or your computer's safety?**

Q7 **Select ALL that apply**

	%	N
6 My Internet service provider or other computer service company	19	379
1 Consumer media print or Web site (e.g., Consumer Reports)	11	214
2 Other specialized media print or Web site (e.g., business or computer magazines or Web sites)	9	177
3 Mainstream media print or Web site (e.g., local newspaper, news magazine such as Time or Newsweek and their Web site)	8	166
4 Government or law enforcement Web site	5	101
5 Nonprofit advocacy group (e.g., ConsumerWebWatch.org or National Center for Missing and Exploited Children)	3	57
7 Other	7	143
8 None	65	1299
Base: All	(M)	2008

**In which of the following ways has the need to avoid SPYWARE (programs that install themselves on your computer to monitor your online activity and harvest your personal information without your knowledge) affected your use of the Internet in the PAST YEAR?**

Q8 **Select ALL that apply.**

	%	N
9 I am more careful about Web sites I visit	43	855
13 It has not affected my usage of the Internet	41	817
4 Download <b>free</b> programs less frequently	27	549
7 No longer use <b>free</b> file/music-sharing software (e.g., Kazaa, LimeWire)	15	293
6 Download music or video less	11	211
8 No longer use <b>purchased</b> file/music-sharing software (e.g.,	10	198
11 Now use a separate credit card for Internet transactions	10	197
10 Changed my Web browser from Microsoft Internet Explorer to a different browser	9	184
3 Shop online less	8	168
5 Download <b>purchased</b> programs less frequently	8	165
2 Browse the Internet less	5	105
1 Use e-mail less	4	76
12 Other	4	74
Base: All	(M)	2008

<b>In the past 12 months, has your home computer been infected with "malware" (spyware, viruses, worms, or other types of software designed to infiltrate or damage a computer system without the owner's consent) ?</b>		<b>%</b>	<b>N</b>
Q9	1 Yes	24	480
	2 No	61	1226
	3 Unsure	15	302
	Base: All	100	2008

<b>If you used diagnostic/antivirus software to scan your computer for viruses, spyware, or other types of malware in the past year, did it tell you any of the following?</b>		<b>%</b>	<b>N</b>
Q10	1 Your computer has been infected with a virus	23	393
	2 Your computer has been infected with a Trojan horse	20	341
	3 Your computer has been infected with something other than a virus or Trojan horse (specify): _____	4	64
	4 It did not say my computer had been infected with anything	60	1055
	5 I have not scanned my computer within the past 12 months	6	103
	Base: Has antivirus or spyware-detection software	(M)	1740

<b>Which, if any, of the following occurred because of a virus, worm, or other type of malware infection on your home computer in the past 12 months? Select ALL that apply.</b>		<b>%</b>	<b>N</b>
Q11	I had to run protection/security (e.g., antiviral) software to fix		
	1 the problem	53	253
	2 My computer started running slowly and having problems	53	252
	10 My computer worked, but had problems it didn't have before	32	155
	6 I had to reformat my hard drive	20	98
	7 It cost money to fix the problem	16	76
	3 My computer became inoperable	14	67
	8 Took more than 2 weeks to fix	11	54
	9 Important data files were lost permanently	10	48
	4 I needed to replace the computer	6	29
	5 I had to replace hardware (e.g., the hard drive)	6	29
	11 My identity was stolen and used to impersonate me	3	13
	12 Other	5	23
	13 None of the above	9	42
	Base: Computer has had malware in past 12 months	(M)	480

**Within the past 12 months, on which of the following sites have you maintained a profile?**

**Q12 Select ALL that apply.**

	%	N
12 MySpace (www.myspace.com)	20	407
4 Classmates (www.classmates.com)	16	314
5 Facebook (www.facebook.com)	14	284
16 YouTube (www.youtube.com)	10	203
15 Yahoo! 360 (360.yahoo.com)	8	167
1 AOL Hometown (hometown.aol.com)	6	122
10 LinkedIn (www.linkedin.com)	6	121
8 hi5 (www.hi5.com)	3	69
3 BlackPlanet.com (www.blackplanet.com)	3	59
6 Friendster (www.friendster.com)	3	56
14 Tagged (www.tagged.com)	2	46
11 LiveJournal (www.livejournal.com)	1	22
2 Bebo (www.bebo.com)	1	17
9 iMeem (www.imeem.com)	1	16
17 Xanga (www.xanga.com)	1	13
7 Gaiaonline.com (www.gaiaonline.com)	1	11
13 Orkut (www.orkut.com)	1	11
18 Other: _____	4	80
19 Don't know/Not sure	3	59
20 None of the above	50	1006
Base: All	(M)	2008

**We want to ask you about privacy concerns online. In the past 12 months, have you done any of the following?**

**Q13 Select ALL that apply**

	%	N
6 Deleted cookies from your Web browser	53	1055
4 "opt out" of third-party data sharing	22	445
1 networked information from your profile on a social networking site in order to make it inaccessible	21	417
2 Changed your account information on a Web site to limit the amount of personal information the site keeps about you	15	302
5 Set your Web browser not to accept cookies	15	298
3 Created a special credit card number to be used only for online transactions	8	153
7 None of the above	32	634
Base: All	(M)	2008

<b>Q14 On a social networking site, have you ever done or experienced any of the following?</b>			
<b>Select ALL that apply.</b>		<b>%</b>	<b>N</b>
1	Posted pictures of yourself	23	457
4	Purchased an item or service from another user	6	125
	Posted personally identifiable information such as your cell		
2	phone number or home address	5	109
	Had an interaction with another user that made you		
3	uncomfortable	4	87
5	Tried to sell an item or service to another user	4	71
6	None of the above	70	1399
	Base: All	(M)	2008

<b>Q15 Do you have children under the age of 18 who live in your household?</b>		<b>%</b>	<b>N</b>
1	Yes, and they use the Internet	23	465
2	Yes, but they do not use the Internet	8	169
3	No	68	1374
	Base: All	100	2008

<b>Q16 Which, if any, of the following precautions do you or another adult in your household take to ensure your child(ren)'s safety online?</b>		<b>Children do not use Internet</b>					
<b>Select ALL that apply.</b>		<b>All</b>		<b>Children use Internet</b>			
		<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>	<b>%</b>	<b>N</b>
6	Keep the computer in an open family area, not allowing Talk to them about safeguarding personal information and	47	297	57	265	19	32
4	what is appropriate/safe to post online	44	279	57	266	8	13
	Talk to them about avoiding and defending against						
5	cyberstalkers and predators (adults who target children and	41	262	53	247	9	15
3	Talk to them about avoiding online scams	40	254	51	239	9	15
9	Monitor their online activities and postings myself	39	249	48	221	17	28
	Talk to them about malware (e.g., viruses and spyware) and						
2	hackers	34	214	44	203	7	11
	Keep track of their screen names, passwords, and account						
7	information	32	206	42	193	8	13
	Use parental control features supplied by my Internet						
8	Service Provider or parental control software	29	184	34	159	15	25
1	Prevent them from using the Internet at all	9	58	3	15	25	43
11	None of the above	16	103	7	31	43	72
10	Other: _____	3	22	2	8	8	14
	Base: Has children under 18 living in household	(M)	634	(M)	465	(M)	169

**In the past 12 months, have you experienced a problem with a product or service purchased online which caused you to try to get your money back?**  
**If you experienced more than one problem, please tell us about the most recent one.**

	%	N
5 No, I have not experienced such a problem	83	1666
1 Yes, I paid with my credit card	9	184
3 Yes, I paid by Paypal or another online payment service	4	89
2 Yes, I paid with my debit card	3	54
4 Yes, I paid some other way	1	15
Base: All	100	2008

**Q18 What was the outcome of this problem?**  
**Select ALL that apply**

	%	N
1 I got my money back from the merchant	54	185
2 I got my money back from the bank or service I used	23	79
3 I did not get my money back at all	11	39
4 I am still trying to get my money back	11	39
Base: Experienced online shopping problem	100	342

**Q19 Which, if any, of the following Web sites have you ever used for buying items through an online auction?**  
**This includes browsing for items, whether or not you actually purchased anything.**  
**Select ALL that apply**

	%	N
3 eBay	52	1040
1 Amazon	45	901
4 Overstock.com	21	421
2 Bidz.com	4	75
5 uBid	2	46
6 WeBidz	1	11
8 None of the above	30	609
7 Other auction Web site: _____	2	50
Base: All	(M)	2008

**Q20 Which, if any, of the following steps did you take to learn about auction fraud before placing a bid or making a purchase on online auction sites?**  
**Select ALL that apply**

	Used auctions		Used eBay	
	%	N	%	N
7 I did not consult any resources	57	786	53	556
4 Looked at the auction site's resources	22	312	27	279
5 Talked to friends/family/colleagues	17	236	18	185
1 Conducted a Google search for information	16	221	15	158
3 Visited a consumer information Web site	10	133	9	90
2 Visited a law enforcement Web site	3	46	3	31
6 Other: _____	1	11	1	7



Base: Used online auction website

		(M)	1399	(M)	1040
		Used auctions		Used eBay	
	%	N	%	N	
	23	318	28	292	
	24	333	27	284	
	15	212	17	173	
	14	189	15	156	
	6	85	5	53	
	19	262	8	82	
	100	1399	100	1040	

**Q21 When did you make your most recent auction purchase?**

- 1 Less than 1 month ago
  - 2 1 to 6 months ago
  - 3 7 to 12 months ago
  - 4 13 months to 3 years ago
  - 5 More than 3 years ago
  - 6 I have never made an online auction purchase
- Base: Used online auction website

**Q22 Which, if any, of the following types of scams or deceptive practices have you EVER experienced in an online auction?**

Select ALL that apply.

- 4 Seller never sent my merchandise
  - 1 Merchandise I received was not in usable condition
  - 3 Seller didn't tell me relevant information about the item
  - 2 Seller sent me merchandise of lesser value than the item I bid on
  - 5 Seller contacted me and offered to sell me the item outside site ("bid siphoning")
  - 8 I bid on or purchased an item that I later learned was a counterfeit or fake, (e.g., a bootleg VHS, CD, or DVD)
  - 7 I bid on or purchased an item on what I later learned was a fake listing
  - 9 I received a request for payment from a party that I later learned was impersonating a legitimate seller
  - 6 A seller's accomplice drove the price up to get me to drop out of the auction so the seller could offer me the item outside of the online auction ("shill" bidding)
  - 10 Other: \_\_\_\_\_
  - 11 None of the above
- Base: Used online auction website

		Used auctions		Used eBay	
	%	N	%	N	
	11	147	13	136	
	7	94	8	85	
	7	92	8	84	
	7	91	7	77	
	4	54	4	46	
	3	44	4	38	
	2	37	3	32	
	3	35	3	29	
	2	24	2	16	
	2	22	2	19	
	73	1020	68	708	
	(M)	1399	(M)	1040	

**Q23 When did you most recently experience a scam or deceptive practice in an online auction?**

- 1 Within the last 12 months
  - 2 About 1 to 2 years ago
  - 3 About 2 to 3 years ago
  - 4 More than 3 years ago
  - 5 Don't recall
- Base: Experienced online auction scam

		Used auctions		Used eBay	
	%	N	%	N	
	36	138	38	126	
	24	91	25	83	
	15	56	13	44	
	15	55	14	48	
	10	39	9	31	
	100	379	100	332	

**When you experienced this most recent scam or deceptive practice, what actions, if any, did you take to resolve the issue?**

Q24

**Select ALL that apply.**

- 1 Tried to resolve the matter with the seller directly
  - 3 Filed a formal complaint with PayPal
  - 8 Left negative feedback for the seller
  - 2 Reported incident to authorities
  - 4 Filed a formal complaint with my credit card company
  - 5 Contacted a law enforcement agency
  - 6 Contacted a lawyer
  - 7 Reported incident to the Federal Trade Commission (FTC)
  - 9 Other: \_\_\_\_\_
  - 10 Did nothing
- Base: Experienced online auction scam

Used auctions		Used eBay	
%	N	%	N
56	214	59	196
41	155	42	140
29	109	32	105
16	61	15	49
9	34	9	29
6	23	5	17
4	15	2	8
3	12	3	11
12	45	11	38
12	47	12	41
(M)	379	(M)	332

**Overall, how has your experience with scams or deceptive practices changed your use of online auction sites?**

Q25

**Select ALL that apply.**

- 5 I do more research on sellers before bidding
  - 7 I have not changed the way I use online auction sites
  - 3 I no longer buy certain types of products on auction sites
  - 4 I now buy only inexpensive, low-risk items
  - 2 I now only do business with a select group of sellers
  - 1 I've stopped bidding on online auction sites
  - 6 Other: \_\_\_\_\_
- Base: Experienced online auction scam

Used auctions		Used eBay	
%	N	%	N
39	148	41	136
30	114	32	107
21	80	21	70
19	72	20	66
16	59	14	47
12	47	10	34
2	9	2	8
(M)	379	(M)	332

**Has your bank, credit card issuer or a store/website where you shop ever notified you that your personal and/or financial information had been compromised?**

Q26

- 1 Yes
  - 2 No
  - 3 Unsure
- Base: All

%	N
20	400
75	1505
5	103
100	2008

**Have you ever registered a domain name (i.e., a website address such as www.yourname.com) on the Internet?**

Q27

**(select one)**

- 1 Yes
  - 2 No
- Base: All

%	N
14	274
86	1734
100	2008

<b>Did you choose an option to protect your personal identity when you registered the domain name, or did you give your full name and address? (select one)</b>		<b>%</b>	<b>N</b>
1	Yes, I chose a privacy option for free	35	95
2	Yes, I paid a fee for a privacy option	12	33
3	No, I did not choose a privacy option	33	90
4	Unsure	20	56
Base: Registered domain name		100	274

<b>Have you ever used the WHOIS database to find out the name of a Web site's registered owner?</b>		<b>%</b>	<b>N</b>
1	Yes, and I found the information I was looking for	8	165
2	Yes, but I could not find the information	2	40
3	No, but I was aware I could do this	8	160
4	No, and I was not aware this was possible	68	1374
5	Don't know/not sure	13	269
Base: All		100	2008

**Demographic information****Are you...? (select one)**

	%	N
1 Male	50	1002
2 Female	50	1006
Base: All	100	2008

**Education level**

	%	N
0 No answer	1	21
1 Grade School	0	7
2 Some High School	2	40
3 Graduated High School	15	309
4 Some College - no degree	25	492
5 Graduated College - Associate's degree (2 year)	12	233
6 Graduated College - Bachelor's degree (4 year)	26	524
7 Post Graduate Degree - MS, MA, MBA, MD, DVM, Ph.D., DC	19	382
Base: All	100	2008

**Annual Household Income**

	%	N
1 Under \$20,000	9	180
2 \$20,000 - \$29,999	11	222
3 \$30,000 - \$39,999	7	142
4 \$40,000 - \$49,999	10	185
5 \$50,000 - \$59,999	9	169
6 \$60,000 - \$69,999	9	168
7 \$70,000 - \$79,999	7	160
8 \$80,000 - \$89,999	8	158
9 \$90,000 - \$99,999	9	166
10 \$100,000 - \$149,999	15	310
11 \$150,000 - \$199,999	3	73
12 \$200,000 +	4	75
Base: All	100	2008