

MINT-00.Q1  
 October 28-November 3, 2000  
**1049 Adult Respondents**  
**315 Teen Respondents**

**FREQUENCY QUESTIONNAIRE**

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Q.1 Generally speaking, do you think that things in this country are going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?

	<b>Adult</b>	<b>Teen</b>
Right direction .....	49	52
Wrong track .....	49	47
(Don't know/refused) .....	1	1
<b>Right - Wrong</b> .....	<b>-0</b>	<b>5</b>
(ref:DIRECT)		

Q.2 Now, I'd like to rate your feelings toward some people and organizations, with one hundred meaning a VERY WARM, FAVORABLE feeling; zero meaning a VERY COLD, UNFAVORABLE feeling; and fifty meaning not particularly warm or cold. You can use any number from zero to one hundred, the higher the number the more favorable your feelings are toward that person or organization. If you have no opinion or have never heard of that person or organization, please say so.

		%	%	%
	<b>Mean</b>	<b>Warm</b>	<b>Cool</b>	<b>Ident</b>
2 America Online or AOL				
<b>Adult</b> .....	57.0	41	16	95
<b>Teen</b> .....	61.6	55	18	98
3 The Better Business Bureau online				
<b>Adult</b> .....	66.3	55	12	88
<b>Teen</b> .....	48.9	26	22	69
4 McDonald's				
<b>Adult</b> .....	68.2	69	15	99
<b>Teen</b> .....	70.4	72	17	99
5 The United States Postal Service				
<b>Adult</b> .....	71.5	67	10	90
<b>Teen</b> .....	71.7	67	12	91
6 The Federal Trade Commission or FTC				
<b>Adult</b> .....	49.9	26	24	84
<b>Teen</b> .....	45.2	19	26	70
7 The Federal Bureau of Investigation or FBI				
<b>Adult</b> .....	59.3	50	21	95
<b>Teen</b> .....	57.0	43	25	88

	Mean	% Warm	% Cool	% Ident
8 TRUSTe				
<b>Adult</b> .....	38.9	7	17	43
<b>Teen</b> .....	40.5	12	23	56
9 Microsoft				
<b>Adult</b> .....	66.0	62	15	97
<b>Teen</b> .....	69.4	65	15	96

(ref:THERM)

Q.10 Now I am going to read you some pairs of statements, and I want you to tell me whether you agree more with the first or more with the second statement. The (first/next) pair is...

	1 <sup>st</sup> Stmt Much	1 <sup>st</sup> Smwt	2 <sup>nd</sup> Stmt Smwt	2 <sup>nd</sup> Much	DK/ Ref	Total 1 <sup>st</sup> Stmt	Total 2 <sup>nd</sup> Stmt	1 <sup>st</sup> - 2 <sup>nd</sup>
10 Progress is good.								
Progress creates as many problems as it solves								
<b>Adult</b> .....	37	30	21	9	3	67	30	37
<b>Teen</b> .....	39	28	22	10	1	67	32	35
11 Industries can generally be trusted to regulate themselves								
Industries generally need to be regulated by the government								
<b>Adult</b> .....	8	23	37	29	3	31	66	-35
<b>Teen</b> .....	9	24	33	32	2	33	65	-32
12 My right to privacy is relatively absolute								
Sometimes my right to privacy must be balanced against the needs of society as a whole								
<b>Adult</b> .....	44	22	24	6	3	66	31	35
<b>Teen</b> .....	42	19	28	10	1	61	38	23
13 The growth in high-technology companies, such as computer and dot-com companies, benefits everyone.								
The growth in high-technology companies, such as computer and dot-com companies, only benefits some people								
<b>Adult</b> .....	25	30	28	15	3	55	43	12
<b>Teen</b> .....	22	21	37	18	2	43	55	-12

(ref:TECH)

Q.14 What are the top THREE things that concern you about the Internet?

	<b>Adult</b>	<b>Teen</b>
Privacy of personal information.....	65	54
Ability of children to access adult materials.....	17	6
Scams/fraud.....	16	15
Safety/Security.....	14	12
Financial privacy/Credit card security.....	12	7
Amount of pornography.....	12	14
False information being represented as truth.....	11	9
Speed/Reliability of access.....	10	11
Cost.....	8	6
Potential for contact with dangerous people.....	7	15
Unregulated.....	6	3
Ability to locate information – difficult.....	5	14
Amount of time Internet usage wastes.....	4	2
No choice/need to have Internet access.....	4	2
Viruses.....	4	7
Too much junk e-mail.....	4	6
Censorship/Government intervention.....	4	4
Impersonal.....	3	4
Difficult to use.....	3	3
Access to dangerous information/bomb making/hate literature...3	3	3
Advancement of technology moving very fast.....	2	2
Too many advertisements.....	2	3
Loss of jobs.....	1	1
Child pornography.....	1	2
How fragile the Internet is/Could crash at any time.....	1	1
Crime – general.....	1	-
Creation of a global economy.....	1	-
Cookies.....	0	-
Older generation out of touch with the internet.....	0	-
(Don't know/refused).....	10	17

(ref:PRIVCON2)

Q.15 Now I am going to read you some more pairs of statements, and I want you to tell me whether you agree more with the first or more with the second statement. The (first/next) pair is...

	1 <sup>st</sup> Stmt Much	1 <sup>st</sup> Smwt	2 <sup>nd</sup> Smwt	2 <sup>nd</sup> Much	DK/ Ref	Total 1 <sup>st</sup> Stmt	Total 2 <sup>nd</sup> Stmt	1 <sup>st</sup> - 2 <sup>nd</sup>
15 You have the same rights and protections when you're on the Internet as you have when you are not on the Internet								
There is a real difference in the rights and protections you have on the Internet and those you have in other aspects of your life								
<b>Adult</b> .....	12	20	40	24	4	<b>32</b>	<b>63</b>	<b>-31</b>
<b>Teen</b> .....	18	19	34	28	1	<b>37</b>	<b>62</b>	<b>-25</b>
16 The Internet makes my life easier								
The Internet does not help me much								
<b>Adult</b> .....	27	37	21	11	4	<b>64</b>	<b>32</b>	<b>32</b>
<b>Teen</b> .....	43	34	15	8	1	<b>77</b>	<b>22</b>	<b>55</b>
17 Rules for governing the Internet should be mostly developed and enforced by the government								
Rules for governing the Internet should mostly be developed and enforced by organizations other than the government, such as Internet-related companies and non-profit groups								
<b>Adult</b> .....	13	24	34	26	3	<b>37</b>	<b>60</b>	<b>-23</b>
<b>Teen</b> .....	11	22	41	25	2	<b>33</b>	<b>66</b>	<b>-33</b>
18 If I had a problem on-line, such as a consumer complaint or privacy problem, I am not sure who I would turn to for help								
If I had a problem on-line, such as a consumer complaint or privacy problem, I have a pretty good idea of who I would turn to for help								
<b>Adult</b> .....	46	28	13	9	5	<b>74</b>	<b>21</b>	<b>52</b>
<b>Teen</b> .....	38	27	17	17	2	<b>65</b>	<b>34</b>	<b>31</b>
(ref:NEWTECH)								

Q.19 As you may know, many sites on the Internet feature privacy statements, which describe what kind of information they collect about visitors to their site and how they use this information. How often do you read such privacy statements on sites... often, sometimes, hardly ever, or never?

	<b>Adult</b>	<b>Teen</b>
Often .....	19	19
Sometimes .....	35	23
Hardly ever .....	27	31
Never .....	11	21
(Don't know/refused) .....	7	6
(ref:PRIVACY)		

Q.20 Thinking about the statement you just read, what about the statement stood out?

	<b>Adult</b>	<b>Teen</b>
Offers personal protection/Information will not be sold .....	22	20
Doubt it/Feel that statement is untrue .....	9	3
Information sharing with advertisers.....	7	9
Cookies are eliminated when computer is shut down.....	6	9
Policy can be changed at any time/Changes will be posted on web site.....	5	6
Personal information kept private but some information is shared.....	5	2
Ambiguous and typical of legal statements.....	5	5
Intended to make people comfortable with sharing personal information.....	4	2
Can log out if uncomfortable.....	4	3
Standard privacy statement.....	3	2
Offers no personal security.....	3	1
Registration must be completed but information will not be shared.....	2	1
Statement is believable and personal information is secure .....	2	3
About rules and guidelines not privacy.....	1	-
Internet is not more safe than anywhere else.....	0	1
Not all information in the statement is relevant.....	0	-
No System to monitor if company adheres to policy .....	0	-
Different companies offer different types of privacy policies .....	0	0
(Don't know/refused).....	22	31
(ref:SIMUL2)		

Q.21 Of the following descriptions, please pick the TWO best choices that describe how you feel about the privacy statement you just read.

	<b>Adult</b>	<b>Teen</b>
Raises doubts .....	33	26
Too long .....	28	41
Complicated .....	27	26
Necessary .....	27	24
Informative .....	26	25
Straightforward .....	17	16
Reassuring .....	13	14
Irrelevant .....	7	8
(Don't know/refused) .....	1	1
(ref:SIMUL3)		

Q.22 If you saw this statement on a website, would it make you more or less likely to use that website or would it make no difference?

	<b>Adult</b>	<b>Teen</b>
Much more likely to use .....	8	9
Somewhat more likely to use .....	25	21
No difference .....	39	47
Somewhat less likely to use .....	14	12
Much less likely to use .....	9	7
Much less likely to use .....	5	4
<b>Total More</b> .....	<b>33</b>	<b>30</b>
<b>Total Less</b> .....	<b>23</b>	<b>19</b>
<b>More - Less</b> .....	<b>10</b>	<b>11</b>
(ref:SIMUL4)		

Q.23 For each of the following pairs of phrases, please select the option that best describes the how you feel about the privacy statement you just read.

	<b>1st Stmt</b>	<b>2nd Stmt</b>	<b>DK/ Ref</b>	<b>1<sup>st</sup> – 2nd</b>
23 This statement protects both my rights and the rights of the company that runs the website.				
This statement seems like a legal document that only protects the website				
<b>Adult.</b> .....	42	58	-	<b>-15</b>
<b>Teen</b> .....	46	48	6	<b>-2</b>
24 This privacy statement is a legally binding document, just like a mortgage or a contract.				
This privacy statement is just a guideline set out by the company that it doesn't have to adhere to				
<b>Adult.</b> .....	23	77	-	<b>-53</b>
<b>Teen</b> .....	33	58	9	<b>-25</b>
25 After reading this privacy statement I would feel more comfortable using my credit card on this site.				
After reading this privacy statement I would feel less comfortable using my credit card on this site				
<b>Adult.</b> .....	38	62	-	<b>-24</b>
<b>Teen</b> .....	53	38	9	<b>15</b>
26 After reading this privacy statement, I feel comfortable that this website will not sell my name to a third party.				
After reading this privacy statement, I am still not certain if this website will sell my name or not				
<b>Adult.</b> .....	27	73	-	<b>-46</b>
<b>Teen</b> .....	34	59	7	<b>-26</b>

(ref:SIMUL5)

Q.27 What do you think should be included in this privacy policy that currently isn't included?

	<b>Adult</b>	<b>Teen</b>
An 800 number that I can call to talk to someone. ....	69	64
A place where I can tell the website if I want them to not share my personal information. ....	11	9
A referral to where I can go for more information about privacy on the Internet. ....	7	12
Nothing - the statement is fine as it is. ....	3	8
Advice on where I can comment on the site to a third party, such as the government or a consumer rights group. ....	2	1
A specific address or area where I can submit complaints. ....	2	3
A street address, city, state and ZIP where the company that runs this website is located. ....	1	1
An explanation of how the Internet works and how my privacy is endangered by the Internet. ....	1	1
An organization I can contact regarding Internet privacy. ....	1	1
(Don't know/refused) .....	3	2
(ref:SIMUL6)		

Q.28 Did you notice the TRUSTe symbol on the privacy statement?

	<b>Adult</b>	<b>Teen</b>
Yes .....	84	79
No .....	16	20
(Don't know/refused) .....	1	1
<b>Yes - No .....</b>	<b>68</b>	<b>59</b>
(ref:TRUSTE1)		

Q.29 Please read the description of TRUSTe below. Does this make you feel better about using this web site?

	<b>Adult</b>	<b>Teen</b>
Yes .....	70	68
No .....	27	30
(Don't know/refused) .....	2	1
<b>Yes - No .....</b>	<b>43</b>	<b>38</b>
(ref:TRUSTE2)		

Q.30 As you may have noticed, this site is operated by the Federal Trade Commission, or FTC. Thinking about this site, please answer the following questions. Please rate how appropriate you think it is for the government to be doing this kind of thing.

	<b>Adult</b>	<b>Teen</b>
Very appropriate .....	54	44
Somewhat appropriate .....	27	31
A little appropriate .....	10	18
Not very appropriate .....	4	4
Not appropriate at all .....	3	1
Not appropriate at all .....	2	2
<b>Total Appropriate .....</b>	<b>82</b>	<b>75</b>
<b>Total Not .....</b>	<b>7</b>	<b>5</b>
<b>Appropriate - Not .....</b>	<b>75</b>	<b>70</b>
(ref:KIDZ2)		

Q.31 After reading this site, does it make you feel better or worse about you and your children using the Internet?

	<b>Adult</b>	<b>Teen</b>
Much better .....	26	23
Somewhat better .....	62	66
Somewhat worse .....	6	6
Much worse .....	2	1
No difference .....	4	3
<b>Total Better .....</b>	<b>88</b>	<b>90</b>
<b>Total Worse .....</b>	<b>8</b>	<b>7</b>
<b>Better - Worse .....</b>	<b>80</b>	<b>83</b>
(ref:KIDZ3)		

Q.32 Now, I am going to read you some pairs of statements. Please tell which of the statements you agree with more.

	1 <sup>st</sup> Stmt Much	1 <sup>st</sup> Smwt	2 <sup>nd</sup> Smwt	2 <sup>nd</sup> Much	DK/ Ref	Total 1 <sup>st</sup> Stmt	Total 2 <sup>nd</sup> Stmt	1 <sup>st</sup> - 2 <sup>nd</sup>
32 People should be able to put information on the Internet or visit chat rooms without revealing their real name in order to protect their privacy								

People should be required to disclose their real name when they are on the Internet so you can steer clear of false information and dangerous people

<b>Adult</b> .....	37	33	16	10	4	<b>70</b>	<b>26</b>	<b>44</b>
<b>Teen</b> .....	47	25	16	9	4	<b>71</b>	<b>25</b>	<b>47</b>

33 Online commerce should be exempt from sales tax, in order to stimulate the growth of the Internet

Online commerce should be subject to the same sales taxes as other commerce, so that Internet businesses do not have an artificial advantage over other businesses

<b>Adult</b> .....	20	17	30	28	5	<b>37</b>	<b>58</b>	<b>-21</b>
<b>Teen</b> .....	17	26	30	22	5	<b>42</b>	<b>53</b>	<b>-10</b>

34 People should not be allowed to share copyrighted works, such as songs and movies, on the Internet free of charge, even if the sharing is just for personal use, because artists deserve to be paid for their work

People should be allowed to share songs and movies on the Internet free of charge for their own personal use, even if those works are copyrighted, because it maximizes freedom and communication without really hurting anyone

<b>Adult</b> .....	30	29	23	13	4	<b>60</b>	<b>36</b>	<b>23</b>
<b>Teen</b> .....	18	19	27	31	4	<b>37</b>	<b>59</b>	<b>-22</b>

(ref:FUTURE)

Q.35 In an average week, how many total hours do you spend on-line (including e-mail and the Internet) for each of the following purposes?

	<b>0 to 9</b>	<b>10 to 19</b>	<b>20 to 29</b>	<b>30 to 39</b>	<b>40 to 49</b>	<b>50 to 59</b>	<b>60 or more</b>	<b>DK/ Ref</b>
35 (ADULT ONLY) Work .....	79	13	4	2	2	0	1	-
36 Studying								
<b>Adult</b> .....	81	18	1	0	0	-	-	-
<b>Teen</b> .....	84	11	2	2	0	0	1	-
37 Shopping								
<b>Adult</b> .....	81	17	1	0	0	-	0	-
<b>Teen</b> .....	87	10	1	1	0	-	1	-
38 Email								
<b>Adult</b> .....	66	22	6	3	1	0	1	-
<b>Teen</b> .....	59	26	8	2	2	1	2	-
39 Other personal use								
<b>Adult</b> .....	67	23	6	2	1	1	0	-
<b>Teen</b> .....	54	24	10	6	2	1	3	-

(ref:INTERNET2)

Q.40 When did you first use the Internet? Was it within the last six months, between six months and a year ago, between one and three years ago, or more than three years ago?

	<b>Adult</b>	<b>Teen</b>
Within the last six months .....	14	11
Six months to a year ago .....	24	10
One to three years ago .....	32	36
More than three years ago .....	28	43
(Don't know/Refused) .....	2	-

(ref:FIRSTON)

Q.41 For what purpose would you say you use the Internet most often?

	<b>Adult</b>	<b>Teen</b>
Work .....	15	3
School .....	4	34
Personal .....	79	63
(Don't know/refused) .....	2	1

(ref:INRNT3)

Q.42 (ADULT ONLY) Do you have any children 18 years of age or younger?

	<b>Total</b>
Yes .....	36
No .....	63
(Don't know/Refused) .....	1
(ref:KIDS)	

**[382 Adult Respondents]**

Q.43 (IF YES) Do your children access the Internet at home?

	<b>Total</b>
Yes .....	57
No .....	43
(Don't know/refused) .....	-
(ref:KIDSIN)	

Q.44 I am going to read you a list of activities that some people have told us they do on the Internet. For each one, please tell me whether you do that activity often, sometimes, rarely, or never.

	<b>Often</b>	<b>Some times</b>	<b>Rarely</b>	<b>Never</b>	<b>DK/ Ref</b>	<b>Often/ Some</b>	<b>Rarely/ Never</b>
44 Send or receive email or instant messages							
<b>Adult</b> .....	55	30	10	6	-	<b>85</b>	<b>15</b>
<b>Teen</b> .....	63	22	9	5	-	<b>85</b>	<b>15</b>
45 Go to chat rooms							
<b>Adult</b> .....	3	10	15	72	-	<b>13</b>	<b>87</b>
<b>Teen</b> .....	17	20	31	32	-	<b>37</b>	<b>63</b>
46 Research subjects that interest you							
<b>Adult</b> .....	32	45	13	10	-	<b>77</b>	<b>23</b>
<b>Teen</b> .....	36	41	16	7	-	<b>77</b>	<b>23</b>
47 Trade stocks or do personal banking							
<b>Adult</b> .....	4	9	7	79	-	<b>13</b>	<b>87</b>
<b>Teen</b> .....	2	3	4	90	-	<b>5</b>	<b>95</b>
48 Shop or bid on items at an auction site like eBay							
<b>Adult</b> .....	3	13	18	65	-	<b>17</b>	<b>83</b>
<b>Teen</b> .....	5	8	13	74	-	<b>13</b>	<b>87</b>
49 Work with others on issues affecting my community							
<b>Adult</b> .....	2	9	16	73	-	<b>11</b>	<b>89</b>
<b>Teen</b> .....	4	8	17	71	-	<b>12</b>	<b>88</b>
(ref:ACTIVE)							

Q.50 Have you ever purchased something over the Internet using a credit card?

	<b>Adult</b>	<b>Teen</b>
Yes .....	38	19
No .....	62	81
(Don't know/refused) .....	0	-
<b>Yes - No .....</b>	<b>-24</b>	<b>-61</b>
(ref:CREDIT)		

Q.51 How closely do you follow news stories about the Internet?

	<b>Adult</b>	<b>Teen</b>
Very closely .....	7	5
Somewhat closely .....	33	22
A little closely .....	30	30
Not much at all .....	29	42
(Don't know/refused) .....	1	1
(ref:NEWS)		

Q.52 How often, if ever, would you say you use an automatic teller machine, or ATM, per month?

	<b>Adult</b>	<b>Teen</b>
1-5 .....	35	18
6-10 .....	19	5
11-15 .....	5	3
16-20 .....	3	1
21-25 .....	1	0
26 or more .....	2	-
Never use ATMs .....	34	72
(Don't know/refused) .....	0	2
(ref:ATM)		

Q.53 (ADULT ONLY) In your current job, do you work in information technology, or do you work for a company whose primary business is in the Internet, software, or computer industries?

	<b>Total</b>
Yes .....	9
No .....	65
(Unemployed) .....	26
(Other) .....	0
(Don't know/refused) .....	-
(ref:JOB)	

Q.54 Did you ever use the Internet before being given WebTV?

	<b>Adult</b>	<b>Teen</b>
Yes, in the previous month .....	54	96
Yes, but not in the previous month .....	4	4
No .....	36	-
(Refused) .....	1	-
(Not asked) .....	5	-
(ref:WEBUSER)		

Q.55 Record respondent's gender

	<b>Adult</b>	<b>Teen</b>
Male .....	48	48
Female .....	52	52
(Refused) .....	1	-
(ref:GENDER)		

Q.56 Adult Age

	<b>Total</b>
18-29 .....	18
30-39 .....	20
40-49 .....	22
50-64 .....	22
65 and over .....	18
(ref:AGECAT)	

Q.56 Teen Age

	<b>Total</b>
15 .....	34
16 .....	33
17 .....	33
(ref:TEENAGE)	

Q.58 Adult Race

	<b>Total</b>
White .....	77
Black/African-American .....	10
Hispanic .....	7
American Indian or Alaska Native .....	1
Asian/Pacific Islander .....	2
(Other) .....	0
(Refused) .....	3
(ref:RACE)	

Q.58 Teen race

	<b>Total</b>
White .....	66
Black/African-American .....	15
Hispanic .....	14
(Other) .....	4
(Refused) .....	1
(ref:TEENRACE)	

Q.59 (ADULT ONLY) Are you married, single, separated, divorced, or widowed?

	<b>Total</b>
Married .....	64
Widowed .....	6
Divorced .....	11
Separated .....	1
Never married .....	17
(Refused) .....	1
(ref:MARITAL)	

Q.60 Adult Education level

	<b>Total</b>
Less than high school .....	1
Some high school .....	6
High school graduate or equivalent .....	29
Some college .....	24
Associate degree .....	2
Bachelor's degree .....	24
Master's degree .....	10
Professional degree .....	3
Doctorate degree .....	-
(Refused) .....	1
(ref:EDUC)	

Q.60 Teen Education level

	<b>Total</b>
8th grade .....	1
9th grade .....	6
10th grade .....	35
11th grade .....	33
12th grade .....	20
College student .....	2
Not in school .....	2
(ref:TEENEDUC)	

Q.61 Adult Work status

	<b>Total</b>
Working full time .....	57
Working part time .....	8
With a job, but on medical leave, vacation or strike .....	1
Unemployed, temporarily laid off, or looking for work .....	2
Retired .....	18
Homemaker .....	9
In school, also working full or part time .....	3
In school, not working for pay .....	2
(Refused) .....	0
(ref:WORK)	

Q.61 Teen Work status

	<b>Total</b>
Not working .....	44
Yes, part time .....	43
Yes, full time .....	4
Yes, sometimes part-time and sometimes full-time .....	9
(ref:TEENWORK)	

Q.62 (ADULT ONLY) Own/Rent

	<b>Total</b>
Owned by you or someone in household .....	75
Rented for cash .....	22
Occupied without payment of cash rent .....	1
(Refused) .....	1
(ref:RENT)	

Q.63 (ADULT ONLY) Party ID

	<b>Total</b>
Strong Republican .....	17
Weak Republican .....	13
Independent-lean Republican .....	10
Independent .....	14
Independent-lean Democrat .....	10
Weak Democrat .....	17
Strong Democrat .....	17
(Don't know/Refused/Other) .....	2
(ref:PARTY)	

## Q.64 (ADULT ONLY) Income

	<b>Total</b>
Less than \$10,000 .....	2
\$10,000 to under \$20,000 .....	7
\$20,000 to under \$50,000 .....	34
\$50,000 to under \$75,000 .....	24
\$75,000 to under \$100,000 .....	11
\$100,000 to under \$125,000 .....	4
\$125,000 or more .....	4
(Don't know/Refused) .....	15
(ref:INCOME)	