

Well Being 428

Q1 ever been notified by a company

Have you ever been notified by a company that your personal information may have been lost by them or stolen from them due to a hack or data breach?

1 Yes

2 No

IF ever been notified by a company = Yes THEN

| **Q2** aware

| Were you aware that your personal information was lost/stolen before being notified by the company? (check all that apply)

| 1 Yes – I found out myself (e.g. suspicious behavior on credit card, locked out of accounts, etc.)

| 2 Yes – I was notified by a 3rd party company (e.g. my bank or credit card company told me)

| 3 Yes – I heard media reports about the data loss

| 4 No – I first learned of this from the affected company

| IF No – I first learned of this from the affected company in aware and (Yes – I found out myself (e.g. suspicious behavior on credit card, locked out of accounts, etc.) in aware or Yes – I was notified by a 3rd party company (e.g. my bank or credit card company told me) in aware or Yes – I heard media reports about the data loss in aware) THEN

|| **Q2_check** aware check

|| You have selected "No" and at least one "Yes." Your answers are important to us. Please go back and correct your answer.

| ENDIF

| **Q3** been notified within the past 12 months by a company

| Have you been notified within the past 12 months by a company that your personal information may have been lost by them or stolen from them due to a hack or data breach?

| 1 Yes

| 2 No

| IF been notified within the past 12 months by a company = Yes THEN

|| **Q4** data breaches past 12 months

|| How many different data breaches have you been notified of in the past 12 months?

|| Integer

| ENDIF

| **Q5a** type information

| Thinking only about the most recent time that you were notified of a potential loss/theft of personal information: What type of information was lost/stolen (check all that apply)

| 1 Credit card information

| 2 Financial information other than credit card information (e.g. bank account numbers, mortgage information)

| 3 Health information

| 4 Social security number

| 5 User account information (e.g., username, password, email address)

| 6 Other personal data (e.g., address, mother's maiden name, etc.)

| 7 Not sure - the company never told me what kind of data was lost

| 8 Not sure - I don't remember

| **Q5b** offered free credit monitoring

| Were you offered free credit monitoring or other assistance in dealing with the potential effects of the data loss/theft by the company that suffered the data loss?

- | 1 Yes
- | 2 No
- | 3 Not sure

| IF offered free credit monitoring = Yes THEN

|| **Q5c** accept offer

|| Did you accept the offer?

- || 1 Yes
- || 2 No

|| **Q5d** why you did or did not accept the offer

|| Please explain why you did or did not accept the offer.

|| Open

| ENDIF

| **Q5e** satisfied

| Were you were satisfied with how the loss/theft of your information was handled?

- | 1 Yes
- | 2 No

| **Q5f** dollar value

| If you could place a dollar value on the amount of displeasure and inconvenience that you experienced as a result of this data loss/theft, what would it be? (Do not use commas)

| Integer

| [The following questions are displayed as a table]

| **Q5g** personally take steps

| Did you personally take any of the following steps to deal with potential effects of the data loss theft? (check all that apply)

- | 1 Changed my passwords or PIN
- | 2 Notified others who may also have been affected
- | 3 Started using a password manager
- | 4 Stopped shopping at a particular website or retailer
- | 5 Closed an account or switched to a new account
- | 6 Became more wary of links and attachments in emails, etc.
- | 7 I did not take any steps
- | 8 Other: Please specify

\$Answer2\$

| **Q5g_other** personally take steps other

| String

| [End of table display]

| IF Other: Please specify

\$Answer2\$ in personally take steps and personally take steps other

| = empty THEN

|| **Q5g_check** personally take steps other

|| You have selected "Other", but have not specified it. Your answers are important to us. Please go back and correct your answer.

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| |
| ENDIF
|
| IF I did not take any steps in personally take steps and cardinal( personally take steps ) >
| Changed my passwords or PIN THEN
| |
| | Q5g_check2 personally take steps check
| | You have selected "I did not take any steps", and at least one other option. Your answers are
| | important to us. Please go back and correct your answer.
| |
| ENDIF
|
| Q5h willingness
| How did the hack or data breach affect your willingness to do business with the company or
| organization that lost your data?
| 1 I stopped dealing with them altogether
| 2 I still deal with them, but I give them less business
| 3 The data loss did not affect the amount of business I give them
| 4 I give them more business
|
| ENDIF

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[The following questions are displayed as a table]

Q6a_intro actions

Companies take a variety of actions to resolve incidents where personal information is lost or stolen. On a scale of 0-5, where 0 represents an action that would not improve your satisfaction at all, and 5 represents an action that would greatly improve your satisfaction, please rate the following actions in terms of how much they would affect your satisfaction with a company's response following a loss/theft of your information.

Q6a1 Apologize to you

Apologize to you

0 0 Would not improve my satisfaction at all

1 1

2 2

3 3

4 4

5 5 Would greatly improve my satisfaction

Q6a2 Notify you immediately

Notify you immediately

0 0 Would not improve my satisfaction at all

1 1

2 2

3 3

4 4

5 5 Would greatly improve my satisfaction

Q6a3 Take measures

Take measures to ensure that a similar breach cannot occur in the future

0 0 Would not improve my satisfaction at all

1 1

2 2

3 3

4 4

5 5 Would greatly improve my satisfaction

Q6a4 Donate money

Donate money to nonprofit organizations that promote cybersecurity

0 0 Would not improve my satisfaction at all

1 1

2 2

3 3

4 4

5 5 Would greatly improve my satisfaction

Q6a5 Provide financial compensation

Provide financial compensation to you for your inconvenience

0 0 Would not improve my satisfaction at all

1 1

2 2

3 3

4 4

5 5 Would greatly improve my satisfaction

Q6a6 Offer credit monitoring

Offer credit monitoring or other measures to ensure that lost data cannot be misused

0 0 Would not improve my satisfaction at all

1 1

2 2

3 3

4 4

5 5 Would greatly improve my satisfaction

[End of table display]

Q6b other measures

Are there any other measures not listed previously that you would recommend that a company use to respond to a loss/theft of your information?

Open

Q7 comfortable

How comfortable do you feel using modern technology like computers, email, and cell phones?

1 Very

2 Moderately

3 Somewhat

4 Not at all

CS_001 HOW PLEASANT INTERVIEW

Could you tell us how interesting or uninteresting you found the questions in this interview?

1 Very interesting

2 Interesting

3 Neither interesting nor uninteresting

4 Uninteresting

5 Very uninteresting