

Digital Citizens Alliance Nationwide Survey of Voter Attitudes Surrounding Internet Safety

N=1,006 Registered Voters

February 19 – 23rd, 2014

MoE $\pm 3.1\%$





Methodology

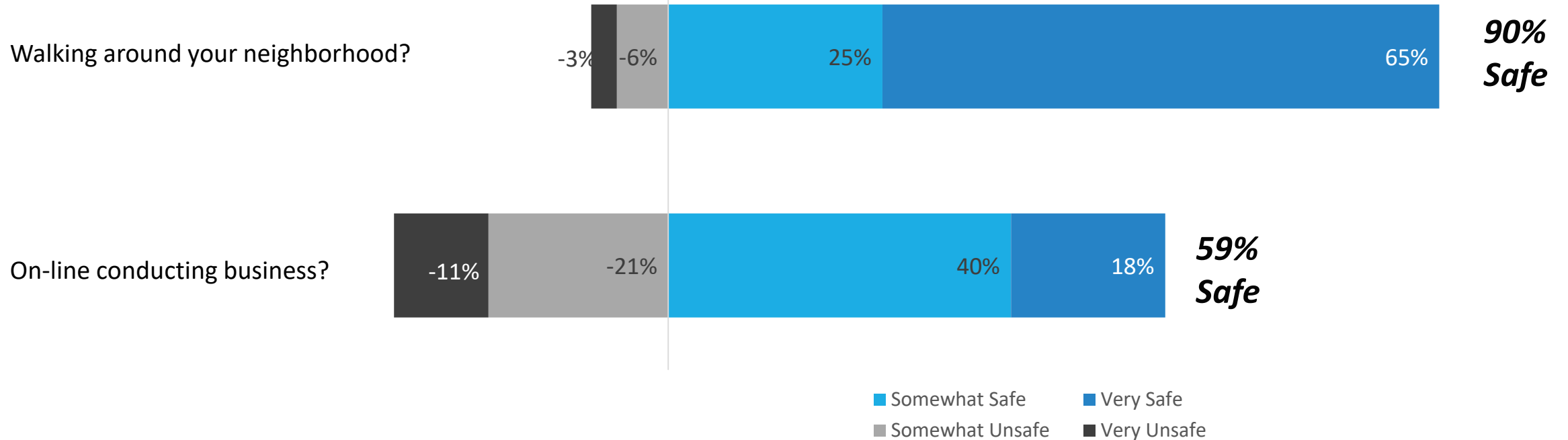
- 1,006 Interviews Nationwide
 - Registered voters
- Phone Interviews
 - 32% cell phone interviews
 - 68% landline interviews
 - Live Interviewers
- Fielded 2/19 – 2/23/2014
- Margin of error on findings: $\pm 3.1\%$
 - Higher for subgroups.



Just 18% of Americans Feel “Very Safe” On-line

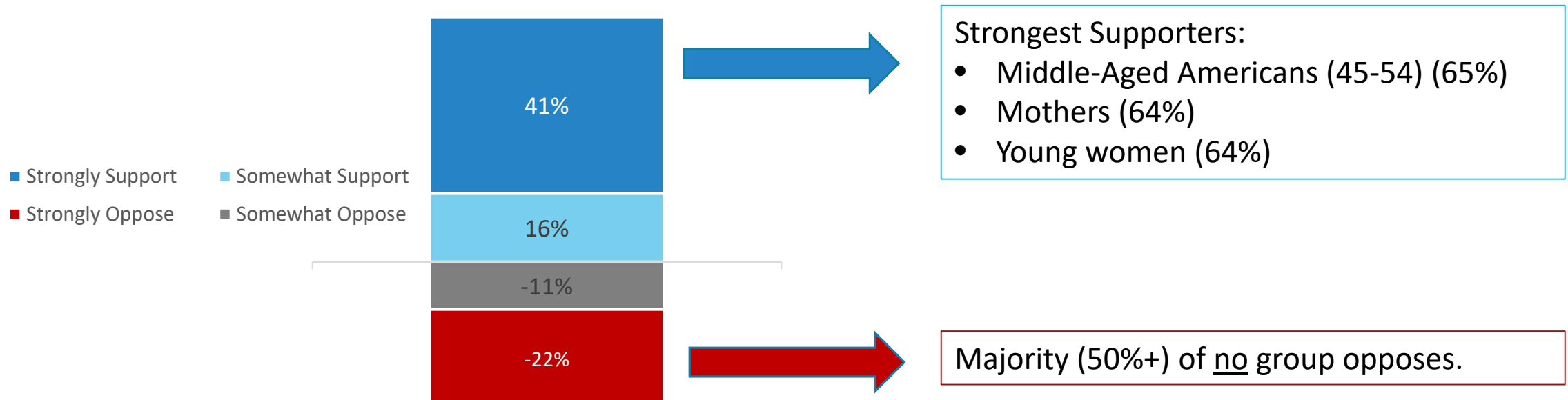
(47 Points Below Those Feeling Safe In Their Neighborhoods)

How safe do you feel...



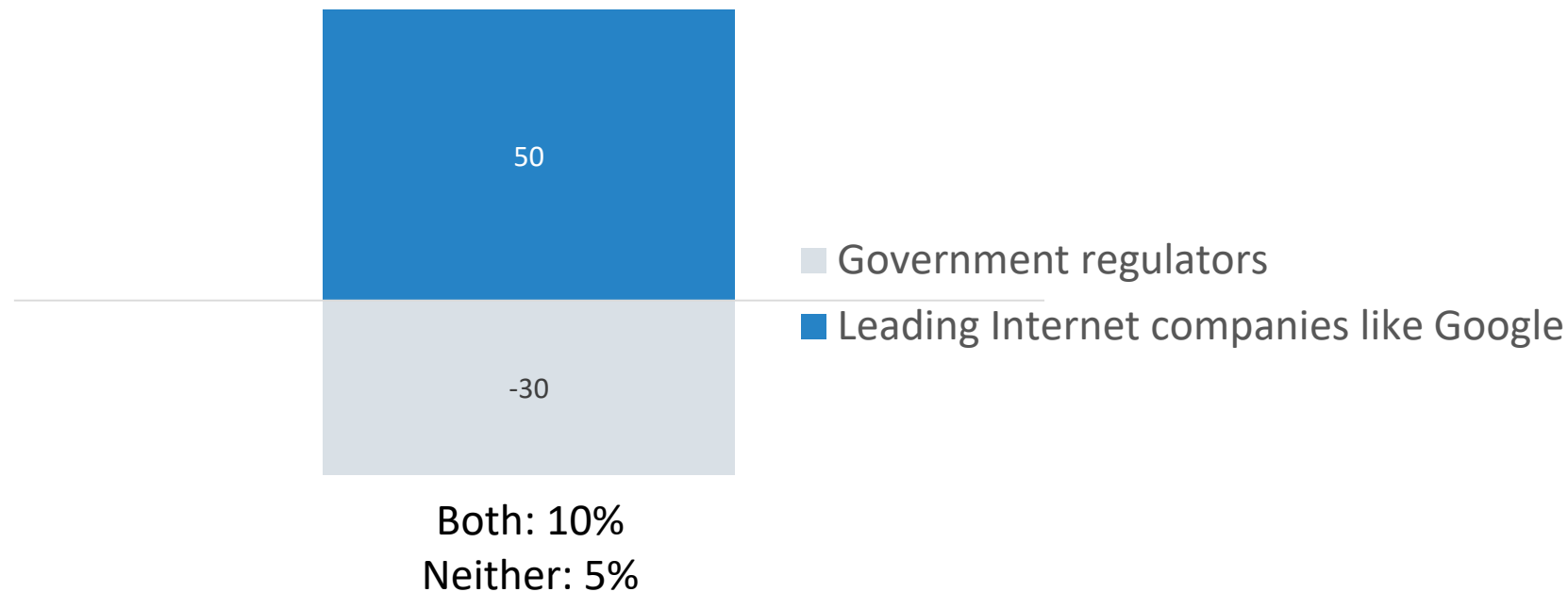
Strong Support for Limiting Google/YouTube Ads From Illegal Sites

Do you support or oppose limiting Google and YouTube from accepting ad revenue from sites that are known to be providing illegal products or services?
57% Support | 41% *Strongly* Support



Less Interest in Government Solutions; More Interest in Google Stepping Up

Who should play a bigger role when it comes to protecting people from crime and harm on the Internet?



Google Has a “Responsibility”

As a nearly \$40 billion business, Google has a responsibility to help make the Internet safe.

