

Users	How much time do you spend on the internet on avg? What does your breakdown b/t desktop browser and mobile look like?	How often do you save your personal information to auto-complete (i.e. address, passwords, credit cards)?	What steps have you taken to ensure your online data and private information stays safe? Why?	>> How often do you monitor your credit report? Why? Which service are you using?	Have you ever been a victim of identity theft? How did you know? What did steps did you take to resolve it?	>> If you have never been a victim of identity theft, what do expect are some of the first steps you would take to resolve it?	Have any of your email/ social media accounts ever been hacked? If yes, how did you react and what did you do to regain your account?	What would compel you to purchase device security and/or identity theft protection?	>> If you were to purchase device security and/or identity theft protection, what are some of the key features you'd look for? (list some features)	If you were interested in learning more information about online data security, where would you start? (ie. newsletter subscriptions/ articles/ youtube/ notifications)
Tauhid	- 6 hours including work, streaming, social media. - Desktop for 4 hours, Smart TV/ phone for 2 hours	- Always address, passwords but Never credit card info	- I don't save credit card info. - Because most averse to money being stolen	- Once a year because I'm diligent about credit card payments and don't have loans so I am confident my credit score is consistent throughout the year - I've used the Chase app or googled websites that will show my credit report	- Yes, once - My credit card got charged for something I did not purchase - I contacted my bank and they reimbursed me for the amount lost		- Email account was hacked - I was worried because my email contains sensitive financial information - I changed my password	- If I lost money through identity theft	- Online PC protection - Monitoring of credit report/ scores, public records, dark web, sex offender - Alerts for Data breaches - Mobile app for easier access - Fully managed restoration - Toll-free customer service	- Articles with detailed info on a specific type of theft as opposed to getting daily/ weekly notifications/ emails - Would watch segments on identity theft on Youtube by comedians
Mindy, 29	- For work, I would say desktop 10 hours a day, on my phone I would spend maybe like 3 hours. - On average, I would say I spend 10 hours a day on the Internet	- Not too often. I have some items that are randomly saved like addresses, but credit card information, I never save.	- I haven't really taken any serious steps, but I turn on my two-factor authentication feature for logins. I have different passwords for everything. Extra precautions to keep my information safe.	- I check my credit score every two to three months. I check it so I know that nothing crazy is going on. Also to see numbers and see where I'm at. I use Credit Karma.	- Yes, when I was younger, I found out when I was 20. I got a part-time job that required me to drive. They did a background check and I thought everything would be fine, but they found out that my license was suspended for 2-3 years. I had to go to the DMV and they told me that my license was suspended because I failed to show up in court because of a misdemeanor charge. I had to go to court and they told me that I had to go to the city that issued the ticket. I went to the Glendale court and some of the information was not matching with mine like weight and home address. The court told me that I had been a victim of identity theft. I didn't do anything further to resolve it because it would've just been too much work.		- Email was hacked because it kept sending spam mail to my contacts. - Someone told me I was being hacked so I changed my password immediately.	- If my identity was stolen again, it would probably be something that I would consider, but I just don't think it's worth the money TBH.	- Maybe an immediate alert on my phone or email when one of my accounts has been compromised. - Maybe scanning my devices for malware or threat/potential threats. - Smart recommendations for next steps to protect myself.	- Youtube videos - Google search
Mark, 27	- It depends from time to time, but if I'm working, 80% on mobile because I'm a cop. When I'm home, it's about 20% desktop. - Internet: 5-6 hours when I'm home, 2-3 hours average at work.	- Never. I'm very skeptical about auto-fill so I log out of everything on my desktop. Whatever information I have, it's on my phone.	- I used to pull money out at 7/11 because it was free for Chase accounts, but I kept getting identity theft. I stopped doing that so I could prevent running into those problems again. Even though it's inconvenient, I do it to protect my identity. Chase is pretty good about security, but I rarely use their ATMs. I will try and go inside the bank instead of the ATM outside. - Being sensible and aware - Anti-virus: There's so many free ones you can get nowadays. I've been using my laptop for six years now and I haven't gotten any viruses.	- I check my credit score every month. I have an account with Experian and most credit score for free. - I get an email from Experian that there's a change in my credit score and it makes me rethink if I've done anything or made a payment. When I get notifications, I check it.	- I hadn't been using my AmEx card and got an email at midnight saying that I signed up for a new card. I had to change my email password and reset everything that it could be linked to. - Especially with credit cards, it's really frustrating. Customer service is good with fraud, but whenever I get credit card theft, nobody has an answer. I don't think credit card companies really care how you got identity theft or fraud. "Yeah, yeah, we'll look into it and you'll get your money back." It's not very reassuring.		- I don't know how it happened, but if you don't post for a while on Facebook, spam posts will be made automatically somehow, but I immediately change my passwords and try to solve the problem by myself.	- If I own a lot of property and all of my life-savings got wiped and I'd have to go through a really stressful situation, I think I would consider getting it then. - What's worth more when it comes to identity theft protection is how they would help me get back on my feet after a situation like that. - I do question it though because will it really bring me protection?	- Customer service is huge. If you can make the calls instead of me, to save me that trouble. I would appreciate that. I know that I got identity theft because I got an email, but how can you help me solve this situation? - Convenience - Price point -- I don't want to pay \$50/month for something that is not going to do much for me.	- I think I'd like to see an article, but from a reputable site that I can trust. It would definitely grab my attention because it's trustworthy. - I think mobile would be best.
Franklin	Significant majority of day is spent online, but on desktop. I would say probably ratio of desktop to mobile is currently around 90-10. If you're asking in regards to my usage when looking up information, most if not all heavy research is done on the desktop. Phone is mostly reserved for social media browsing, games, and content viewing at the table or during occasional break times.	Never save anything to auto-complete. No passwords, emails, never hit "remember me" for anything. Have my two primary credit cards mostly memorized and try to not have records of any person information anywhere.	I try to implement 2 factor authentication (2FA) wherever possible, especially on my personal email account and a number of other logins. In terms of other private information, I tend to not put in my real birthday anywhere so sometimes its difficult for me to remember security questions. Otherwise, if there's ever somewhere with personal info, I try to delete it off my account and leave it blank whenever I can.	Credit score I don't actually monitor very often. I will check it generally when I need to make a substantial purchase and in the event that I worry I had my ID stolen. I was under the impression that checking your credit score / report slightly reduces the rating so don't really do so unless needed.	I'm not entirely sure if I've been a victim of identity theft before, but I've definitely had my ID stolen before and taken similar steps as if I had experienced fraudulent activity. I filed a police report and froze my credit at the 3 major bureaus for 90 days as well as changed login information to a number of personal financial institutions. When I got my ID stolen, I went through each item in my credit report item by item to make sure nothing was off, but I still worry about my ID being used somewhere else.		I don't believe any of my social media has been hacked up to this point, but if I believed I had been I would contact social media support service first and see what their procedures would be to deal with it.	I'm kind of already at the point of considering a service like this given my last experience, but I think if I had more valuable financial or physical assets (aka was richer), I would very seriously look into purchasing. If I went through another incident of identity theft I definitely would.	I think I would mostly be interested in the recovery component. Going through all my individual accounts and trying to think of anything that was tied into my drivers license was pretty stressful and I was always worried I had left something out. So for me, assisted recovery would be a big component I would look for. Alerts would be good to have as well, something that could help me react faster instead of only finding out about it after it had happened.	I would probably just start searching online, looking through forums and comparing existing reviews from blogs and any other source I could find on google that had some sort of authenticity to it.
Amina	I would say I spend around 7 hours a day (46 hours a week) all on my phone	I never use auto complete	I'll usually get the app of something instead of using my browser, and I use paypal. I do it because it makes me feel better.	I don't have credit.	No, and I know that because I've never had fraud charges	The first thing I would do is call my bank	No	If I had experienced fraud on my account before, I would feel compelled to purchase identity protection.	I need statistics to see if it actually works, and I am skeptical of the numbers. Insurance would be important and real time updates	I prefer to call places myself and ask questions
Bobbie	2 hours on internet, and 3 hours a day on the phone	Not that often anymore, I don't really	Well, trying to change passwords so that they aren't the same. I change them every so often and make sure the passwords aren't too simple. I do it because I believe it will make me safer.	Unfortunately I haven't been doing that well, and only checking it once a year. I only check it to make sure there aren't fraudulent charges. Equifax, transunion, etc	No, and I know that because I've never had fraud charges. I do monitor my social security account though.	i saw in AARP magazine that there's a 1-800 number to call, and so I keep it in my purse, so if anything ever happens that is the first number I would call	Not that I'm aware of	It would be to make sure no one is going into any of my financial accounts, I've had Norton before	I haven't thought about it too much, but now that you mention it I would look for something that makes my accounts very hard to reach and get into, something not too challenging for me to understand how to use, and a service that is actually doing what they say	I would prefer emails that would refer me to the proper source
Joe	Probably 12 hours a day or so? Still working atm so I still have that 9-5 timeframe and then I'll be online later playing games with people or just decompressing. Not on my phone nearly as much really	Used to work in cybersecurity so I try not to save anything in auto-complete at all. Occasionally will let website store email, but never the password	I use a VPN when I can, but know that that's not necessarily a common practice. Try to use 2FA wherever possible as well and generally just use common sense in emails and looking out for phishing scams and whatnot. I guess I do it to keep my information safe? I know what a pain it can be to try to get your information back so just try to avoid that scenario from happening at all	I'll monitor every few months or so and again, just as a preventative measure. I usually run it through my bank and as part of my account we routinely get free reports so just try to take advantage of it. Just a usual check to make sure nothing is super out of the ordinary	I don't think I've ever had anything stolen up to this point?	If something did happen, I'd probably start with a credit freeze, make sure nobody can open anything else. Check credit cards for fake/bad charges and try to find out what depth of information was taken? But yeah definitely start with credit and banks and then kind of work down the list from there.	Not to my knowledge? If so just look into changing password as fast as possible	I think I do an acceptable job of personal security and its kind of where I work so I'm not sure I could be easily compelled to buy ID theft protection. Feels almost like insurance to a point and not sure if I need some service like that at the moment	I feel like I would be equally suspicious of the ID theft prevention company having access to your data as well so I'd be curious what kind of security measures they have in place to protect themselves. But otherwise the stuff that isn't as easily accessible, like having your information be sold from leaks and getting those kind of alerts might be most useful?	I'd probably start just by talking to people in my network, but again I'm in the unique position of working in the industry so to speak so I don't think most people would have that option.
Lane	- 14 hours a day - 11 hours on desktop and 3 hours on mobile	- Address, name on Google - Credit card if website seems trustworthy	- Not writing it down anywhere on a document/ notes because Autofill makes it easier to keep track of passwords - Making a complex password because I have a master password	- I don't monitor because not used to it.	- Yes, Spotify. I could tell because hacker was changing music. Netflix too. I was able to tell because address and password was changed in account settings. - I confronted the hacker because I saw their address for Netflix to ask them to stop using my account. For Spotify, I deleted my account		- Instagram account was hacked. I knew because they posted a picture from my account. - I changed my password and check all the devices that are logged into using my account to make sure no one else is using it	- If it was integrated into my web browser as an extension. - Would want to use it on mobile but not sure how but only if it was integrated. Seems like a lot of trouble to have a separate app for security and don't feel safe saving all private info on one app.	- Statistics to show how many people have been victims and I need password protection - Two factor authorization but only if it's only built into the app I'm already on - Articles but only if not wordy, just want infographics - I'd expect my bank would be able to cancel cards and insure would cover lost assets	- Atm use LinkedIn for info and tend to read infographics
Key findings	- 5 out of 7 users are using desktop throughout their day. - Users would spend an average of 5-13 hours a day on the Internet. On average, 10 hours a day.	- 100% of users do not save their credit card information on their desktop or mobile. - 3 out of 7 users would save their address	- 100% of interviewees said they used one or more measure to protect their personal info - 3 out of 8 (%) people said they used 2 factor authentication for added security when browsing online. - 3 out of 8 (%) people said they used complex/ different passwords to deter hacking	- 5 out of 8 people don't check their credit scores often (more than once a year)	62.5% of all interviewed have experienced some form of identity theft. However, there were varying steps of action taken after finding out about the theft, no trends there	The most common answer was to call the bank	Everyone, whether their account had been hacked or not, agreed that the best thing to do would be to immediately change their password.	- Even users who had already experienced incidents of identity theft before still don't feel hugely compelled to purchase some sort of protection plan. In its current form, ITP seems to add an additional layer of worry about if the ITP service is safe to use on its own (esp as a container for all your private information) - Most users would consider more seriously if they experienced another incident or had more valuable assets in their portfolio	- Again, multiple interviewees mentioned a surprising lack of trust in giving their information away to somebody else to protect - Want additional validation of the problem (more proactive awareness that these kinds of incidents are more common than people expect?) - Trend of "if I'm paying for the service, assure me peace of mind and allow me to be as uninvolved as possible, handle the situation for me"	- Articles and Youtube were tied in terms of receiving information. - Other options included: Google, phone call, email, my network, LinkedIn for infographics