

Zogby Analytics Online Survey of Adults  
1/27/15 - 1/28/14 MOE +/- 3.1 Percentage Points

1. After a person dies which of the following describes your view when it comes to keeping the emails and instant messages along with digital photos they have sent private?

	Total		Gender				What is your current employment status?										Age group A									
	n		Male		Female		Working (full or part time)		Temporarily unemployed and looking for work		Temporarily unemployed and not looking for work		Student		Stay at home parent/spouse		Retired		18-29		30-49		50-64		65+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
My online communications and photos should remain private. I wouldn't want anyone accessing them after I die, unless I gave prior consent.	713	70.5	331	67.5	382	73.3	405	70.5	38	83.1	20	74.4	42	71.8	59	56.6	141	74.5	151	67.8	251	69.1	182	72.2	129	74.8
Estate attorneys and executors should control my private communications and photos even if I didn't give prior consent.	153	15.2	90	18.4	63	12.1	96	16.7	1	1.8	3	12.7	6	10.6	13	12.8	32	17.1	26	11.8	60	16.4	37	14.8	29	16.9
Not sure	145	14.4	69	14.1	76	14.6	74	12.8	7	15.1	3	12.9	10	17.6	32	30.6	16	8.4	45	20.5	53	14.5	33	13.1	14	8.2
Total	1012	100.0	491	100.0	521	100.0	574	100.0	45	100.0	27	100.0	59	100.0	105	100.0	189	100.0	222	100.0	364	100.0	253	100.0	172	100.0

	Party						Ideology Recoded						Generation						Education					
	Democratic		Republican		Independent		Liberal		Moderate		Conservative		First Globals		Nikes		Woodstockers		Privates		No College Degree		College Degree+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
My online communications and photos should remain private. I wouldn't want anyone accessing them after I die, unless I gave prior consent.	287	74.6	240	72.0	186	63.3	160	71.4	252	71.7	278	72.7	209	67.5	177	69.6	254	72.7	74	74.7	439	70.1	274	71.6
Estate attorneys and executors should control my private communications and photos even if I didn't give prior consent.	52	13.6	56	16.7	45	15.4	36	16.0	52	14.8	63	16.4	39	12.6	45	17.6	52	14.9	17	17.0	78	12.4	75	19.5
Not sure	45	11.7	38	11.3	63	21.3	28	12.6	48	13.6	42	10.9	62	19.9	33	12.8	43	12.3	8	8.3	109	17.4	34	9.0
Total	384	100.0	334	100.0	294	100.0	224	100.0	352	100.0	382	100.0	309	100.0	254	100.0	349	100.0	99	100.0	625	100.0	383	100.0

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

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	90600. Which of the following best describes you?																	
	Liberal/progressive on just about every issue		Mainly a liberal on government spending		Mainly a liberal on social issues		Conservative on just about every issue		Mainly a conservative on government spending		Mainly a conservative on social issues		Moderate because I look at each issue separately		Moderate because I try to be rational, not passionate about		Not sure	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
My online communications and photos should remain private. I wouldn't want anyone accessing them after I die, unless I gave prior consent.	91	74.7	26	69.1	96	74.8	176	76.2	49	56.9	39	82.2	137	71.0	40	69.0	59	54.5
Estate attorneys and executors should control my private communications and photos even if I didn't give prior consent.	18	14.6	5	13.3	16	12.2	33	14.3	30	34.2	7	15.0	25	12.9	13	23.0	7	6.6
Not sure	13	10.8	7	17.6	17	13.1	22	9.5	8	8.9	1	2.8	31	16.1	5	7.9	42	38.8
Total	122	100.0	38	100.0	128	100.0	231	100.0	87	100.0	48	100.0	192	100.0	58	100.0	109	100.0

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1. After a person dies which of the following describes your view when it comes to keeping the emails and instant messages along with digital photos they have sent private?

	Total		Age group B										Race						Child under 17?							
	n		18-24		25-34		35-54		55-69		70+		White		Hisp		AfrAmer		Asian		Other		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
My online communications and photos should remain private. I wouldn't want anyone accessing them after I die, unless I gave prior consent.	713	70.5	40	61.1	169	69.2	243	70.5	204	71.1	57	81.8	470	69.1	106	81.5	87	72.3	33	61.6	13	76.2	206	69.6	507	70.8
Estate attorneys and executors should control my private communications and photos even if I didn't give prior consent.	153	15.2	5	7.7	34	13.9	56	16.3	47	16.2	11	15.5	110	16.2	11	8.5	23	19.5	4	6.8	3	16.7	53	17.9	101	14.0
Not sure	145	14.4	21	31.2	41	16.9	46	13.2	36	12.6	2	2.7	100	14.7	13	9.9	10	8.2	17	31.7	1	7.1	37	12.5	108	15.1
Total	1012	100.0	66	100.0	243	100.0	345	100.0	287	100.0	69	100.0	681	100.0	130	100.0	120	100.0	53	100.0	17	100.0	296	100.0	716	100.0

	Religion								BornAgain				Attend religious services											
	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		Weekly+		Weekly		1-2/Month		Holidays		Rarely		Never	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
My online communications and photos should remain private. I wouldn't want anyone accessing them after I die, unless I gave prior consent.	194	73.7	389	72.5	18	60.2	112	61.5	208	76.0	181	68.8	79	73.6	169	76.1	88	72.2	47	70.3	211	72.4	104	57.7
Estate attorneys and executors should control my private communications and photos even if I didn't give prior consent.	34	12.8	88	16.4	7	21.7	25	13.8	39	14.1	49	18.9	17	16.3	38	16.9	15	12.1	11	16.7	33	11.2	39	21.7
Not sure	36	13.5	59	11.1	5	18.1	45	24.7	27	9.9	32	12.4	11	10.1	16	7.0	19	15.7	9	13.0	48	16.4	37	20.6
Total	263	100.0	536	100.0	30	100.0	182	100.0	274	100.0	262	100.0	107	100.0	222	100.0	122	100.0	66	100.0	292	100.0	181	100.0

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	Region								Household Income													
	East		South		Centr	GrLks	West		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100-150K		\$150K+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
My online communications and photos should remain private. I wouldn't want anyone accessing them after I die, unless I gave prior consent.	169	75.9	177	67.2	213	70.1	155	69.7	138	72.0	95	68.5	114	72.8	138	73.6	60	64.4	95	65.4	41	71.2
Estate attorneys and executors should control my private communications and photos even if I didn't give prior consent.	37	16.8	45	17.1	45	14.9	25	11.2	17	8.9	24	17.4	17	10.7	32	16.8	20	21.3	28	19.1	14	23.3
Not sure	16	7.3	41	15.7	45	14.9	42	19.1	36	19.1	20	14.1	26	16.5	18	9.5	13	14.3	22	15.4	3	5.5
Total	222	100.0	263	100.0	303	100.0	222	100.0	191	100.0	139	100.0	156	100.0	188	100.0	94	100.0	146	100.0	58	100.0

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1. After a person dies which of the following describes your view when it comes to keeping the emails and instant messages along with digital photos they have sent private?

	Total		Live								Union member				Marital status						Home status							
	n		Lge City		Sm City		Suburbs		Rural		Yes		No		Married		Single		Div/Sep/Wdw		Civil union		Own a home		Live in rental unit		Neither	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
My online communications and photos should remain private. I wouldn't want anyone accessing them after I die, unless I gave prior consent.	713	70.5	169	64.9	131	76.1	246	68.5	167	75.8	99	75.8	614	69.7	361	70.8	209	66.0	116	77.3	25	74.8	471	71.0	207	70.9	30	62.6
Estate attorneys and executors should control my private communications and photos even if I didn't give prior consent.	153	15.2	46	17.7	20	11.7	60	16.7	27	12.3	20	14.9	134	15.2	89	17.5	44	14.0	17	11.2	3	9.0	108	16.3	40	13.8	4	8.0
Not sure	145	14.4	45	17.4	21	12.1	53	14.8	26	11.9	12	9.3	133	15.1	59	11.7	63	20.0	17	11.5	5	16.3	84	12.7	45	15.3	14	29.4
Total	1012	100.0	261	100.0	172	100.0	359	100.0	220	100.0	131	100.0	881	100.0	510	100.0	316	100.0	151	100.0	33	100.0	664	100.0	293	100.0	48	100.0

	NASCAR Fan				Self ID Social Networker				Phone				Self ID Investor Class				Passport?					
	Yes		No		Yes		No		Mobile		Landline		Both		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
My online communications and photos should remain private. I wouldn't want anyone accessing them after I die, unless I gave prior consent.	197	74.9	516	68.9	308	71.6	405	69.6	288	71.1	62	82.4	362	68.3	188	74.5	525	69.1	337	72.8	376	68.5
Estate attorneys and executors should control my private communications and photos even if I didn't give prior consent.	36	13.8	117	15.7	69	16.1	84	14.5	58	14.4	4	5.5	91	17.2	46	18.1	108	14.2	79	17.1	74	13.5
Not sure	30	11.3	116	15.5	53	12.4	92	15.9	59	14.5	9	12.0	77	14.5	19	7.4	127	16.7	47	10.1	99	18.0
Total	263	100.0	749	100.0	430	100.0	582	100.0	405	100.0	75	100.0	530	100.0	253	100.0	759	100.0	463	100.0	549	100.0

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	Lost a job due to corporate downsizing within the past year? <hr>				Been afraid of losing a job within the next year? <hr>				Worked at a job that pays less than an immediate previous job? <hr>				Gone without food for 24 hours in the past month due to a lack of food or money? <hr>				Creative Job Sector				Self ID Creative Class			
	Yes		No		Yes		No		Yes		No		Yes		No		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
My online communications and photos should remain private. I wouldn't want anyone accessing them after I die, unless I gave prior consent.	65	72.6	648	70.3	125	67.5	588	71.1	170	74.3	544	69.4	82	74.0	631	70.0	168	71.2	545	70.3	265	73.7	448	68.7
Estate attorneys and executors should control my private communications and photos even if I didn't give prior consent.	15	16.1	139	15.1	31	16.9	122	14.8	32	14.2	121	15.5	14	12.3	140	15.5	49	20.7	105	13.5	56	15.7	97	14.9
Not sure	10	11.3	135	14.7	29	15.6	117	14.1	26	11.6	119	15.2	15	13.7	130	14.5	19	8.1	126	16.3	38	10.7	107	16.4
Total	90	100.0	922	100.0	185	100.0	827	100.0	228	100.0	784	100.0	111	100.0	901	100.0	236	100.0	776	100.0	360	100.0	652	100.0

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1. After a person dies which of the following describes your view when it comes to keeping the emails and instant messages along with digital photos they have sent private?

	Total		WalMart shopper?								Residency						Sympathetic to Tea Party				Sympathetic to Occupy Wall St			
	n		Weekly		Few/Month		1-2/year		Never		My city or town		America		The planet earth		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
My online communications and photos should remain private. I wouldn't want anyone accessing them after I die, unless I gave prior consent.	713	70.5	209	73.9	261	70.8	182	68.4	40	57.3	194	63.2	355	75.3	148	70.4	178	76.3	535	68.7	131	72.6	582	70.0
Estate attorneys and executors should control my private communications and photos even if I didn't give prior consent.	153	15.2	45	16.0	48	13.1	41	15.4	19	26.5	63	20.3	54	11.5	35	16.8	41	17.7	112	14.4	32	17.8	121	14.6
Not sure	145	14.4	29	10.1	60	16.2	43	16.2	11	16.2	51	16.5	62	13.3	27	12.8	14	6.0	131	16.9	17	9.6	128	15.4
Total	1012	100.0	283	100.0	369	100.0	266	100.0	70	100.0	308	100.0	471	100.0	211	100.0	234	100.0	778	100.0	180	100.0	832	100.0

	Are you currently or have you ever been a member of the National Rifle Association?						Are you a current or former gun owner?						Do you invest in the stock market; have an IRA, a 401-K retirement plan or a pension fund?				Do you or does anyone in your household keep a gun for personal protection, hunting or target shooting at your home, place of business, or at a vacation home or club?				Veteran/Armed Forces?			
	Currently a member of the NRA		Former member of the NRA		Have never been a member of the NRA		Current gun owner		Former gun owner		Have never been a gun owner		Yes		No		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
My online communications and photos should remain private. I wouldn't want anyone accessing them after I die, unless I gave prior consent.	57	73.6	41	60.2	591	72.8	157	68.0	71	80.4	440	72.1	324	72.3	353	68.9	203	72.4	451	71.7	179	74.2	523	71.0
Estate attorneys and executors should control my private communications and photos even if I didn't give prior consent.	19	25.3	22	31.8	109	13.4	50	21.5	13	15.2	78	12.8	74	16.6	77	15.0	52	18.4	82	13.1	45	18.8	100	13.6
Not sure	1	1.1	5	7.9	112	13.8	24	10.5	4	4.4	92	15.1	49	11.1	82	16.1	26	9.2	96	15.3	17	7.0	114	15.4
Total	77	100.0	68	100.0	812	100.0	231	100.0	88	100.0	610	100.0	447	100.0	512	100.0	281	100.0	629	100.0	241	100.0	737	100.0

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	Career or gig?						Did you not have to pay any taxes last year because your income level was below the threshold to pay taxes or because your tax deductions left you with no liability?				Sexual Preference			
	Career		Just a "gig"		Not currently employed		I did not have to pay taxes		I had to pay taxes		Hetero		Not Hetero	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%
My online communications and photos should remain private. I wouldn't want anyone accessing them after I die, unless I gave prior consent.	264	70.2	152	67.5	297	72.3	312	73.3	353	69.6	633	68.9	80	85.8
Estate attorneys and executors should control my private communications and photos even if I didn't give prior consent.	68	18.1	32	14.3	53	13.0	64	14.9	84	16.6	149	16.2	4	4.5
Not sure	44	11.7	41	18.2	60	14.7	50	11.7	70	13.8	136	14.8	9	9.7
Total	376	100.0	225	100.0	410	100.0	426	100.0	507	100.0	919	100.0	93	100.0

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2. When people send emails and instant messages along with digital photos which of the following describes your view when it comes to keeping these communications and photos private, so they could not be shared without your consent?

	Total		Gender				What is your current employment status?										Age group A									
	n		Male		Female		Working (full or part time)		Temporarily unemployed and looking for work		Temporarily unemployed and not looking for work		Student		Stay at home parent/spouse		Retired		18-29		30-49		50-64		65+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I don't care if my friends, family or others see my online communications.	250	24.7	120	24.4	130	25.0	123	21.4	5	10.4	7	25.4	12	21.0	37	35.1	65	34.6	33	14.9	94	25.8	65	25.8	58	33.5
It's against my privacy if those communications and digital photos are shared without my consent.	657	64.9	315	64.2	342	65.7	391	68.0	35	77.7	18	66.4	43	72.3	48	45.5	114	60.2	163	73.5	220	60.6	163	64.3	110	63.9
Not sure	105	10.4	56	11.4	49	9.3	61	10.5	5	11.9	2	8.2	4	6.7	20	19.5	10	5.3	26	11.7	50	13.6	25	9.8	4	2.6
Total	1012	100.0	491	100.0	521	100.0	574	100.0	45	100.0	27	100.0	59	100.0	105	100.0	189	100.0	222	100.0	364	100.0	253	100.0	172	100.0

	Party						Ideology Recoded						Generation						Education					
	Democratic		Republican		Independent		Liberal		Moderate		Conservative		First Globals		Nikes		Woodstockers		Privates		No College Degree		College Degree+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I don't care if my friends, family or others see my online communications.	119	31.0	77	23.2	53	18.1	62	27.7	87	24.8	96	25.0	54	17.6	67	26.3	93	26.7	35	35.9	150	24.0	100	26.0
It's against my privacy if those communications and digital photos are shared without my consent.	235	61.1	231	69.2	191	65.2	148	66.1	231	65.6	253	66.1	213	69.0	155	61.1	227	65.0	61	61.7	403	64.4	253	65.9
Not sure	30	7.9	25	7.6	49	16.7	14	6.2	34	9.6	34	8.9	42	13.5	32	12.6	29	8.3	2	2.4	73	11.6	31	8.0
Total	384	100.0	334	100.0	294	100.0	224	100.0	352	100.0	382	100.0	309	100.0	254	100.0	349	100.0	99	100.0	625	100.0	383	100.0

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	90600. Which of the following best describes you?																	
	Liberal/progressive on just about every issue		Mainly a liberal on government spending		Mainly a liberal on social issues		Conservative on just about every issue		Mainly a conservative on government spending		Mainly a conservative on social issues		Moderate because I look at each issue separately		Moderate because I try to be rational, not passionate about		Not sure	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I don't care if my friends, family or others see my online communications.	36	29.1	9	24.2	45	34.9	59	25.4	22	25.2	8	17.5	36	19.0	19	32.7	17	15.2
It's against my privacy if those communications and digital photos are shared without my consent.	80	65.2	28	74.4	75	58.4	150	64.8	56	64.8	39	82.5	143	74.5	35	61.2	51	46.7
Not sure	7	5.7	1	1.5	9	6.7	23	9.8	9	10.0			13	6.5	3	6.1	41	38.0
Total	122	100.0	38	100.0	128	100.0	231	100.0	87	100.0	48	100.0	192	100.0	58	100.0	109	100.0

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Zogby Analytics Online Survey of Adults  
1/27/15 - 1/28/14 MOE +/- 3.1 Percentage Points

2. When people send emails and instant messages along with digital photos which of the following describes your view when it comes to keeping these communications and photos private, so they could not be shared without your consent?

	Total		Age group B										Race						Child under 17?							
	n		18-24		25-34		35-54		55-69		70+		White		Hisp		AfrAmer		Asian		Other		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I don't care if my friends, family or others see my online communications.	250	24.7	11	17.2	43	17.7	86	24.9	86	30.0	23	33.6	180	26.4	28	21.9	27	22.3	9	16.6	6	37.0	77	26.0	173	24.2
It's against my privacy if those communications and digital photos are shared without my consent.	657	64.9	42	63.0	172	70.6	217	62.8	181	63.2	45	64.2	433	63.7	87	67.1	83	68.7	35	66.7	10	56.9	184	62.3	473	66.0
Not sure	105	10.4	13	19.7	29	11.8	42	12.2	19	6.8	2	2.2	68	10.0	14	11.0	11	8.9	9	16.7	1	6.1	34	11.7	70	9.8
Total	1012	100.0	66	100.0	243	100.0	345	100.0	287	100.0	69	100.0	681	100.0	130	100.0	120	100.0	53	100.0	17	100.0	296	100.0	716	100.0

	Religion								BornAgain				Attend religious services											
	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		Weekly+		Weekly		1-2/Month		Holidays		Rarely		Never	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I don't care if my friends, family or others see my online communications.	81	30.7	115	21.5	12	39.6	42	23.1	59	21.7	56	21.2	33	31.2	53	24.0	23	18.5	17	26.0	66	22.7	54	30.2
It's against my privacy if those communications and digital photos are shared without my consent.	155	59.0	376	70.2	16	51.2	110	60.3	194	70.7	183	69.7	69	64.0	149	67.2	84	68.9	41	62.1	199	68.3	103	57.2
Not sure	27	10.3	45	8.3	3	9.2	30	16.6	21	7.6	24	9.1	5	4.7	20	8.8	15	12.6	8	11.9	26	9.0	23	12.7
Total	263	100.0	536	100.0	30	100.0	182	100.0	274	100.0	262	100.0	107	100.0	222	100.0	122	100.0	66	100.0	292	100.0	181	100.0

	Region								Household Income													
	East		South		Centr GrLks		West		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100-150K		\$150K+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I don't care if my friends, family or others see my online communications.	56	25.0	68	26.0	85	28.2	40	18.2	49	25.9	53	37.9	36	23.2	39	20.9	17	18.1	39	27.0	15	25.3
It's against my privacy if those communications and digital photos are shared without my consent.	148	66.6	173	65.9	188	62.0	147	66.0	111	58.3	74	53.1	98	63.0	129	68.7	67	71.0	104	71.6	40	68.6
Not sure	19	8.4	21	8.1	30	9.8	35	15.8	30	15.9	13	9.0	22	13.8	20	10.4	10	10.9	2	1.4	4	6.1
Total	222	100.0	263	100.0	303	100.0	222	100.0	191	100.0	139	100.0	156	100.0	188	100.0	94	100.0	146	100.0	58	100.0

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1/27/15 - 1/28/14 MOE +/- 3.1 Percentage Points

2. When people send emails and instant messages along with digital photos which of the following describes your view when it comes to keeping these communications and photos private, so they could not be shared without your consent?

	Total		Live								Union member				Marital status						Home status							
	n		Lge City		Sm City		Suburbs		Rural		Yes		No		Married		Single		Div/Sep/Wdw		Civil union		Own a home		Live in rental unit		Neither	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I don't care if my friends, family or others see my online communications.	250	24.7	76	29.1	45	26.1	81	22.7	48	21.8	33	24.9	217	24.7	135	26.4	58	18.4	45	30.1	12	35.3	177	26.6	69	23.6	3	7.0
It's against my privacy if those communications and digital photos are shared without my consent.	657	64.9	153	58.7	111	64.8	238	66.5	154	70.0	84	63.9	573	65.1	329	64.5	211	66.9	96	63.9	18	55.4	425	64.0	194	66.5	32	68.2
Not sure	105	10.4	32	12.2	16	9.1	39	10.8	18	8.3	15	11.2	90	10.2	46	9.0	47	14.8	9	5.9	3	9.4	62	9.4	29	10.0	12	24.8
Total	1012	100.0	261	100.0	172	100.0	359	100.0	220	100.0	131	100.0	881	100.0	510	100.0	316	100.0	151	100.0	33	100.0	664	100.0	293	100.0	48	100.0

	NASCAR Fan				Self ID Social Networker				Phone				Self ID Investor Class				Passport?					
	Yes		No		Yes		No		Mobile		Landline		Both		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I don't care if my friends, family or others see my online communications.	66	25.2	184	24.5	131	30.5	119	20.4	100	24.7	21	28.4	128	24.1	65	25.9	185	24.3	119	25.7	131	23.8
It's against my privacy if those communications and digital photos are shared without my consent.	176	66.7	482	64.3	271	63.0	386	66.4	264	65.1	49	64.4	345	65.0	178	70.3	479	63.2	323	69.7	334	60.9
Not sure	21	8.1	83	11.2	28	6.4	77	13.3	41	10.2	5	7.2	58	10.9	10	3.9	95	12.5	21	4.5	84	15.3
Total	263	100.0	749	100.0	430	100.0	582	100.0	405	100.0	75	100.0	530	100.0	253	100.0	759	100.0	463	100.0	549	100.0

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	Lost a job due to corporate downsizing within the past year? <hr>				Been afraid of losing a job within the next year? <hr>				Worked at a job that pays less than an immediate previous job? <hr>				Gone without food for 24 hours in the past month due to a lack of food or money? <hr>				Creative Job Sector				Self ID Creative Class			
	Yes		No		Yes		No		Yes		No		Yes		No		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I don't care if my friends, family or others see my online communications.	28	31.6	222	24.0	46	24.7	204	24.7	61	26.8	189	24.1	34	31.0	216	23.9	55	23.5	195	25.1	89	24.7	161	24.7
It's against my privacy if those communications and digital photos are shared without my consent.	61	67.4	597	64.7	129	69.8	528	63.9	158	69.0	500	63.8	72	64.3	586	65.0	171	72.4	486	62.7	255	70.9	402	61.6
Not sure	1	1.0	104	11.3	10	5.5	95	11.4	10	4.2	95	12.1	5	4.7	100	11.1	10	4.1	95	12.2	16	4.4	89	13.6
Total	90	100.0	922	100.0	185	100.0	827	100.0	228	100.0	784	100.0	111	100.0	901	100.0	236	100.0	776	100.0	360	100.0	652	100.0

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2. When people send emails and instant messages along with digital photos which of the following describes your view when it comes to keeping these communications and photos private, so they could not be shared without your consent?

	Total			WalMart shopper?							Residency				Sympathetic to Tea Party				Sympathetic to Occupy Wall St						
	n		%	Weekly		Few/Month		1-2/year		Never		My city or town		America		The planet earth		Yes		No		Yes		No	
	f	%		f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I don't care if my friends, family or others see my online communications.	250	24.7	78	27.4	85	23.0	65	24.6	13	19.2	98	31.9	97	20.6	54	25.8	58	25.0	192	24.6	49	27.1	201	24.2	
It's against my privacy if those communications and digital photos are shared without my consent.	657	64.9	181	63.8	250	67.6	167	62.8	46	65.7	180	58.4	323	68.5	139	65.9	162	69.4	495	63.6	125	69.4	532	64.0	
Not sure	105	10.4	25	8.7	35	9.4	34	12.6	11	15.1	30	9.7	51	10.9	18	8.3	13	5.6	92	11.8	6	3.5	98	11.8	
Total	1012	100.0	283	100.0	369	100.0	266	100.0	70	100.0	308	100.0	471	100.0	211	100.0	234	100.0	778	100.0	180	100.0	832	100.0	

	Are you currently or have you ever been a member of the National Rifle Association?						Are you a current or former gun owner?						Do you invest in the stock market; have an IRA, a 401-K retirement plan or a pension fund?				Do you or does anyone in your household keep a gun for personal protection, hunting or target shooting at your home, place of business, or at a vacation home or club?				Veteran/Armed Forces?			
	Currently a member of the NRA		Former member of the NRA		Have never been a member of the NRA		Current gun owner		Former gun owner		Have never been a gun owner		Yes		No		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I don't care if my friends, family or others see my online communications.	23	29.7	24	35.7	198	24.3	75	32.6	19	21.8	141	23.1	102	22.8	143	28.0	83	29.7	145	23.0	76	31.6	163	22.1
It's against my privacy if those communications and digital photos are shared without my consent.	53	69.2	38	56.3	532	65.5	137	59.6	66	74.2	398	65.2	320	71.5	302	58.9	185	65.9	403	64.1	153	63.3	492	66.8
Not sure	1	1.1	5	8.0	83	10.2	18	7.8	4	4.0	71	11.6	26	5.7	67	13.2	13	4.5	81	12.9	12	5.1	82	11.1
Total	77	100.0	68	100.0	812	100.0	231	100.0	88	100.0	610	100.0	447	100.0	512	100.0	281	100.0	629	100.0	241	100.0	737	100.0

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	Career or gig?						Did you not have to pay any taxes last year because your income level was below the threshold to pay taxes or because your tax deductions left you with no liability?				Sexual Preference			
	Career		Just a "gig"		Not currently employed		I did not have to pay taxes		I had to pay taxes		Hetero		Not Hetero	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I don't care if my friends, family or others see my online communications.	93	24.7	38	16.7	119	29.1	119	28.0	124	24.5	227	24.7	23	24.9
It's against my privacy if those communications and digital photos are shared without my consent.	247	65.7	161	71.7	249	60.6	266	62.5	341	67.3	594	64.6	63	67.8
Not sure	36	9.6	26	11.6	42	10.4	40	9.5	42	8.2	98	10.7	7	7.3
Total	376	100.0	225	100.0	410	100.0	426	100.0	507	100.0	919	100.0	93	100.0

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3. Most online services describe how your private accounts are handled after you die. Some promise to delete your account upon proof of death, others let you designate a family member, friend, or estate attorney to manage your communications and photos. What is your opinion about this?

	Total		Gender				What is your current employment status?										Age group A									
	n		Male		Female		Working (full or part time)		Temporarily unemployed and looking for work		Temporarily unemployed and not looking for work		Student		Stay at home parent/spouse		Retired		18-29		30-49		50-64		65+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
If I have not given prior consent for someone to access my private communications and photos they should be deleted by online services upon proof of my death.	431	42.6	200	40.8	231	44.2	241	42.0	16	36.3	16	57.8	31	52.8	23	21.6	96	50.8	110	49.5	132	36.3	103	40.6	86	50.0
Only if I have given prior consent for someone to access my private communications and photos should online services allow access upon my death.	299	29.5	137	28.0	162	31.0	179	31.2	11	24.3	7	26.9	14	23.8	36	34.8	50	26.5	46	20.7	127	34.8	82	32.6	43	24.8
If I have not given prior consent for someone to access my private communications and photos my estate attorney or executor should decide what happens to them and if others can see them.	155	15.3	92	18.7	63	12.2	91	15.9	10	22.5	1	5.6	7	11.4	15	14.7	29	15.3	34	15.2	49	13.6	39	15.4	33	19.3
Not sure	127	12.6	62	12.6	65	12.5	63	11.0	8	16.9	3	9.7	7	12.0	30	29.0	14	7.4	33	14.6	56	15.3	29	11.4	10	5.9
Total	1012	100.0	491	100.0	521	100.0	574	100.0	45	100.0	27	100.0	59	100.0	105	100.0	189	100.0	222	100.0	364	100.0	253	100.0	172	100.0

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	Party						Ideology Recoded						Generation						Education					
	Democratic		Republican		Independent		Liberal		Moderate		Conservative		First Globals		Nikes		Woodstockers		Privates		No College Degree		College Degree+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
If I have not given prior consent for someone to access my private communications and photos they should be deleted by online services upon proof of my death.	168	43.7	148	44.2	115	39.1	106	47.2	145	41.3	165	43.1	141	45.4	94	36.9	155	44.4	42	42.2	278	44.4	153	39.9
Only if I have given prior consent for someone to access my private communications and photos should online services allow access upon my death.	133	34.6	79	23.6	87	29.7	76	33.8	113	32.2	103	27.0	75	24.2	90	35.4	107	30.8	26	26.4	172	27.4	126	33.0
If I have not given prior consent for someone to access my private communications and photos my estate attorney or executor should decide what happens to them and if others can see them.	46	12.0	72	21.5	37	12.7	23	10.2	54	15.4	73	19.1	40	12.9	39	15.4	51	14.6	25	25.4	90	14.4	64	16.8
Not sure	37	9.6	36	10.7	54	18.5	20	8.8	39	11.1	41	10.8	54	17.5	31	12.3	36	10.2	6	6.0	86	13.8	40	10.3
Total	384	100.0	334	100.0	294	100.0	224	100.0	352	100.0	382	100.0	309	100.0	254	100.0	349	100.0	99	100.0	625	100.0	383	100.0

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	90600. Which of the following best describes you?																	
	Liberal/progressive on just about every issue		Mainly a liberal on government spending		Mainly a liberal on social issues		Conservative on just about every issue		Mainly a conservative on government spending		Mainly a conservative on social issues		Moderate because I look at each issue separately		Moderate because I try to be rational, not passionate about		Not sure	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
If I have not given prior consent for someone to access my private communications and photos they should be deleted by online services upon proof of my death.	66	54.4	25	64.7	53	41.7	97	42.1	31	35.3	36	75.7	80	41.4	22	38.5	21	19.0
Only if I have given prior consent for someone to access my private communications and photos should online services allow access upon my death.	35	28.8	8	20.5	55	42.7	71	30.8	24	27.5	6	13.6	56	29.2	25	44.0	18	16.8
If I have not given prior consent for someone to access my private communications and photos my estate attorney or executor should decide what happens to them and if others can see them.	10	8.5	4	11.8	14	11.1	39	16.7	26	30.5	5	10.0	36	18.5	7	11.8	14	12.7
Not sure	10	8.4	1	2.9	6	4.5	24	10.3	6	6.7	0	.7	21	10.8	3	5.7	56	51.4
Total	122	100.0	38	100.0	128	100.0	231	100.0	87	100.0	48	100.0	192	100.0	58	100.0	109	100.0

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3. Most online services describe how your private accounts are handled after you die. Some promise to delete your account upon proof of death, others let you designate a family member, friend, or estate attorney to manage your communications and photos. What is your opinion about this?

	Total		Age group B										Race					Child under 17?								
	n		18-24		25-34		35-54		55-69		70+		White		Hispanic		AfrAmer		Asian		Other		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%		
If I have not given prior consent for someone to access my private communications and photos they should be deleted by online services upon proof of my death.	431	42.6	30	44.8	111	45.6	128	37.0	130	45.3	32	46.8	261	38.3	69	53.0	73	60.7	17	31.7	7	39.6	107	36.3	324	45.2
Only if I have given prior consent for someone to access my private communications and photos should online services allow access upon my death.	299	29.5	22	32.7	53	21.9	121	35.0	81	28.2	22	31.0	230	33.8	19	14.4	20	16.8	21	39.0	5	28.1	97	32.8	202	28.2
If I have not given prior consent for someone to access my private communications and photos my estate attorney or executor should decide what happens to them and if others can see them.	155	15.3	2	2.8	38	15.6	52	15.0	49	17.2	14	20.2	111	16.3	23	17.3	16	13.1	3	6.5	2	12.3	42	14.2	113	15.8
Not sure	127	12.6	13	19.7	41	16.9	45	13.0	27	9.3	1	2.1	79	11.5	20	15.2	11	9.4	12	22.7	3	20.1	49	16.7	78	10.9
Total	1012	100.0	66	100.0	243	100.0	345	100.0	287	100.0	69	100.0	681	100.0	130	100.0	120	100.0	53	100.0	17	100.0	296	100.0	716	100.0

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	Religion								BornAgain				Attend religious services											
	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		Weekly+		Weekly		1-2/Month		Holidays		Rarely		Never	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
If I have not given prior consent for someone to access my private communications and photos they should be deleted by online services upon proof of my death.	110	41.8	245	45.6	9	29.9	67	36.9	120	43.7	125	47.6	74	69.2	98	44.2	38	31.4	19	28.7	135	46.4	62	34.2
Only if I have given prior consent for someone to access my private communications and photos should online services allow access upon my death.	82	31.1	146	27.2	13	43.8	58	31.7	79	29.0	67	25.4	21	19.7	68	30.5	34	27.8	30	45.3	86	29.6	56	30.9
If I have not given prior consent for someone to access my private communications and photos my estate attorney or executor should decide what happens to them and if others can see them.	33	12.5	95	17.8	5	15.1	22	12.3	47	17.3	48	18.2	7	6.4	37	16.5	29	24.2	10	14.9	37	12.6	29	16.1
Not sure	38	14.6	50	9.4	3	11.2	35	19.2	27	9.9	23	8.8	5	4.7	20	8.8	20	16.6	7	11.1	33	11.4	34	18.8
Total	263	100.0	536	100.0	30	100.0	182	100.0	274	100.0	262	100.0	107	100.0	222	100.0	122	100.0	66	100.0	292	100.0	181	100.0

	Region								Household Income														
	East		South		Centr GrLks		West		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100-150K		\$150K+		
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f
If I have not given prior consent for someone to access my private communications and photos they should be deleted by online services upon proof of my death.	92	41.4	122	46.4	126	41.4	91	40.9	92	48.0	61	44.2	61	38.9	74	39.4	33	35.6	62	42.8	29	49.0	
Only if I have given prior consent for someone to access my private communications and photos should online services allow access upon my death.	72	32.3	78	29.7	97	31.9	52	23.2	40	21.2	43	31.0	49	31.4	51	27.2	38	40.9	50	34.4	18	31.3	
If I have not given prior consent for someone to access my private communications and photos my estate attorney or executor should decide what happens to them and if others can see them.	36	16.1	38	14.6	42	13.8	39	17.7	23	12.3	15	10.9	29	18.8	34	17.9	13	14.0	27	18.4	6	9.7	
Not sure	23	10.2	25	9.3	39	12.9	41	18.2	35	18.5	19	13.9	17	10.9	29	15.5	9	9.6	6	4.4	6	10.0	
Total	222	100.0	263	100.0	303	100.0	222	100.0	191	100.0	139	100.0	156	100.0	188	100.0	94	100.0	146	100.0	58	100.0	

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Zogby Analytics Online Survey of Adults  
1/27/15 - 1/28/14 MOE +/- 3.1 Percentage Points

3. Most online services describe how your private accounts are handled after you die. Some promise to delete your account upon proof of death, others let you designate a family member, friend, or estate attorney to manage your communications and photos. What is your opinion about this?

	Total		Live								Union member				Marital status						Home status							
	n		Lge City		Sm City		Suburbs		Rural		Yes		No		Married		Single		Div/Sep/ Wdw		Civil union		Own a home		Live in rental unit		Neither	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
If I have not given prior consent for someone to access my private communications and photos they should be deleted by online services upon proof of my death.	431	42.6	111	42.3	79	46.2	151	42.2	89	40.5	63	48.2	368	41.7	196	38.5	140	44.4	73	48.7	19	56.7	256	38.6	150	51.3	21	43.3
Only if I have given prior consent for someone to access my private communications and photos should online services allow access upon my death.	299	29.5	80	30.7	50	29.1	111	31.1	58	26.1	38	28.9	261	29.6	175	34.3	80	25.4	36	23.6	8	24.6	217	32.7	73	24.9	7	15.3
If I have not given prior consent for someone to access my private communications and photos my estate attorney or executor should decide what happens to them and if others can see them.	155	15.3	32	12.1	18	10.7	55	15.4	50	22.7	20	15.4	135	15.3	74	14.5	49	15.5	29	18.9	4	11.7	117	17.6	31	10.6	6	13.2
Not sure	127	12.6	39	14.9	24	13.9	41	11.3	24	10.8	10	7.6	117	13.3	65	12.7	47	14.8	13	8.8	2	7.0	73	11.0	39	13.2	13	28.3
Total	1012	100.0	261	100.0	172	100.0	359	100.0	220	100.0	131	100.0	881	100.0	510	100.0	316	100.0	151	100.0	33	100.0	664	100.0	293	100.0	48	100.0

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	NASCAR Fan				Self ID Social Networker				Phone				Self ID Investor Class				Passport?					
	Yes		No		Yes		No		Mobile		Landline		Both		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
If I have not given prior consent for someone to access my private communications and photos they should be deleted by online services upon proof of my death.	123	46.7	308	41.1	203	47.2	227	39.1	192	47.4	35	46.7	204	38.4	118	46.5	313	41.3	204	44.0	227	41.3
Only if I have given prior consent for someone to access my private communications and photos should online services allow access upon my death.	74	28.0	225	30.1	135	31.3	164	28.2	126	31.2	17	22.8	155	29.2	77	30.4	222	29.3	150	32.5	149	27.1
If I have not given prior consent for someone to access my private communications and photos my estate attorney or executor should decide what happens to them and if others can see them.	44	16.6	111	14.9	53	12.2	102	17.6	42	10.4	15	20.3	98	18.4	40	15.7	115	15.2	75	16.2	80	14.6
Not sure	23	8.7	104	13.9	40	9.2	87	15.0	44	11.0	8	10.2	75	14.1	19	7.4	108	14.3	34	7.3	93	17.0
Total	263	100.0	749	100.0	430	100.0	582	100.0	405	100.0	75	100.0	530	100.0	253	100.0	759	100.0	463	100.0	549	100.0

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	Lost a job due to corporate downsizing within the past year? <hr>				Been afraid of losing a job within the next year? <hr>				Worked at a job that pays less than an immediate previous job? <hr>				Gone without food for 24 hours in the past month due to a lack of food or money? <hr>				Creative Job Sector				Self ID Creative Class			
	Yes		No		Yes		No		Yes		No		Yes		No		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
If I have not given prior consent for someone to access my private communications and photos they should be deleted by online services upon proof of my death.	59	66.0	371	40.3	92	49.5	339	41.0	115	50.5	315	40.2	76	68.0	355	39.4	122	51.5	309	39.8	186	51.6	245	37.6
Only if I have given prior consent for someone to access my private communications and photos should online services allow access upon my death.	19	21.7	279	30.3	56	30.3	243	29.4	62	27.0	237	30.3	25	22.7	274	30.4	68	28.9	231	29.7	101	28.0	198	30.4
If I have not given prior consent for someone to access my private communications and photos my estate attorney or executor should decide what happens to them and if others can see them.	10	11.1	145	15.7	30	16.1	125	15.2	41	18.0	114	14.5	4	3.7	151	16.8	36	15.2	119	15.4	50	14.0	105	16.1
Not sure	1	1.2	126	13.7	8	4.1	119	14.4	10	4.5	117	14.9	6	5.6	121	13.4	10	4.4	117	15.0	23	6.4	104	15.9
Total	90	100.0	922	100.0	185	100.0	827	100.0	228	100.0	784	100.0	111	100.0	901	100.0	236	100.0	776	100.0	360	100.0	652	100.0

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3. Most online services describe how your private accounts are handled after you die. Some promise to delete your account upon proof of death, others let you designate a family member, friend, or estate attorney to manage your communications and photos. What is your opinion about this?

	Total		WalMart shopper?								Residency						Sympathetic to Tea Party				Sympathetic to Occupy Wall St			
	n		Weekly		Few/Month		1-2/year		Never		My city or town		America		The planet earth		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
If I have not given prior consent for someone to access my private communications and photos they should be deleted by online services upon proof of my death.	431	42.6	139	49.1	142	38.3	118	44.5	22	31.3	131	42.6	200	42.4	86	40.8	112	48.0	319	40.9	86	47.6	345	41.5
Only if I have given prior consent for someone to access my private communications and photos should online services allow access upon my death.	299	29.5	82	28.8	117	31.7	68	25.7	22	31.7	95	30.7	138	29.3	65	31.0	66	28.4	233	29.9	69	38.2	230	27.7
If I have not given prior consent for someone to access my private communications and photos my estate attorney or executor should decide what happens to them and if others can see them.	155	15.3	36	12.8	64	17.3	40	15.2	12	17.0	51	16.4	74	15.7	29	13.7	45	19.3	110	14.1	20	11.0	135	16.3
Not sure	127	12.6	26	9.3	47	12.6	39	14.6	14	20.0	31	10.2	59	12.6	31	14.6	10	4.3	117	15.0	6	3.3	121	14.6
Total	1012	100.0	283	100.0	369	100.0	266	100.0	70	100.0	308	100.0	471	100.0	211	100.0	234	100.0	778	100.0	180	100.0	832	100.0

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	Are you currently or have you ever been a member of the National Rifle Association?						Are you a current or former gun owner?						Do you invest in the stock market; have an IRA, a 401-K retirement plan or a pension fund?				Do you or does anyone in your household keep a gun for personal protection, hunting or target shooting at your home, place of business, or at a vacation home or club?				Veteran/Armed Forces?			
	Currently a member of the NRA		Former member of the NRA		Have never been a member of the NRA		Current gun owner		Former gun owner		Have never been a gun owner		Yes		No		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
If I have not given prior consent for someone to access my private communications and photos they should be deleted by online services upon proof of my death.	47	60.5	28	40.7	334	41.1	108	46.8	53	60.4	235	38.4	208	46.5	200	39.1	132	46.9	257	40.8	121	50.3	305	41.4
Only if I have given prior consent for someone to access my private communications and photos should online services allow access upon my death.	15	18.9	22	32.2	252	31.0	68	29.3	23	25.6	188	30.9	146	32.5	141	27.5	94	33.3	181	28.7	59	24.5	232	31.5
If I have not given prior consent for someone to access my private communications and photos my estate attorney or executor should decide what happens to them and if others can see them.	11	13.9	16	23.2	123	15.2	36	15.5	9	10.5	98	16.1	60	13.5	91	17.8	43	15.4	94	15.0	47	19.4	102	13.9
Not sure	5	6.6	3	3.9	103	12.7	19	8.4	3	3.5	89	14.6	33	7.5	80	15.6	12	4.4	97	15.4	14	5.8	97	13.2
Total	77	100.0	68	100.0	812	100.0	231	100.0	88	100.0	610	100.0	447	100.0	512	100.0	281	100.0	629	100.0	241	100.0	737	100.0

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	Career or gig?						Did you not have to pay any taxes last year because your income level was below the threshold to pay taxes or because your tax deductions left you with no liability?				Sexual Preference			
	Career		Just a "gig"		Not currently employed		I did not have to pay taxes		I had to pay taxes		Hetero		Not Hetero	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%
If I have not given prior consent for someone to access my private communications and photos they should be deleted by online services upon proof of my death.	151	40.1	98	43.5	182	44.3	194	45.4	211	41.6	382	41.6	49	52.4
Only if I have given prior consent for someone to access my private communications and photos should online services allow access upon my death.	123	32.8	70	31.2	105	25.7	107	25.1	170	33.5	266	28.9	33	35.5
If I have not given prior consent for someone to access my private communications and photos my estate attorney or executor should decide what happens to them and if others can see them.	66	17.5	27	11.8	63	15.3	72	16.8	80	15.7	151	16.5	4	4.0
Not sure	36	9.7	30	13.4	61	14.7	54	12.7	47	9.3	120	13.0	8	8.1
Total	376	100.0	225	100.0	410	100.0	426	100.0	507	100.0	919	100.0	93	100.0

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4. If you were to die are there any confidential emails or photos that you would not want others to see?

	Total		Gender				What is your current employment status?										Age group A									
	n		Male		Female		Working (full or part time)		Temporarily unemployed and looking for work		Temporarily unemployed and not looking for work		Student		Stay at home parent/spouse		Retired		18-29		30-49		50-64		65+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	241	23.8	113	23.0	128	24.6	165	28.7	8	18.2	6	22.3	26	43.7	13	12.2	14	7.6	93	42.0	112	30.8	26	10.2	9	5.4
No	608	60.1	290	59.0	319	61.1	323	56.2	26	57.7	16	61.0	17	29.7	68	65.0	155	81.8	81	36.6	201	55.2	185	73.0	141	81.8
Not sure	163	16.1	88	18.0	75	14.3	86	15.0	11	24.1	5	16.8	16	26.6	24	22.8	20	10.6	48	21.4	51	14.0	42	16.8	22	12.8
Total	1012	100.0	491	100.0	521	100.0	574	100.0	45	100.0	27	100.0	59	100.0	105	100.0	189	100.0	222	100.0	364	100.0	253	100.0	172	100.0

	Party						Ideology Recoded						Generation						Education					
	Democratic		Republican		Independent		Liberal		Moderate		Conservative		First Globals		Nikes		Woodstockers		Privates		No College Degree		College Degree+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	113	29.3	64	19.1	64	21.9	80	35.8	90	25.6	66	17.2	128	41.3	74	29.2	35	10.0	4	3.8	138	22.0	102	26.6
No	230	59.8	214	63.9	165	56.2	115	51.5	220	62.5	247	64.6	117	37.9	149	58.6	257	73.6	85	85.8	385	61.6	221	57.7
Not sure	42	10.9	57	17.0	64	21.9	29	12.8	42	11.9	69	18.1	64	20.8	31	12.2	57	16.4	10	10.4	103	16.4	60	15.7
Total	384	100.0	334	100.0	294	100.0	224	100.0	352	100.0	382	100.0	309	100.0	254	100.0	349	100.0	99	100.0	625	100.0	383	100.0

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	90600. Which of the following best describes you?																	
	Liberal/progressive on just about every issue		Mainly a liberal on government spending		Mainly a liberal on social issues		Conservative on just about every issue		Mainly a conservative on government spending		Mainly a conservative on social issues		Moderate because I look at each issue separately		Moderate because I try to be rational, not passionate about		Not sure	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	37	30.0	22	58.1	54	42.1	35	15.3	14	15.6	12	24.2	40	20.8	13	22.3	15	13.6
No	71	58.2	13	34.3	58	45.2	159	69.0	60	69.4	21	44.6	136	70.5	37	64.8	53	48.5
Not sure	14	11.8	3	7.6	16	12.8	36	15.6	13	14.9	15	31.2	17	8.8	7	12.9	41	37.9
Total	122	100.0	38	100.0	128	100.0	231	100.0	87	100.0	48	100.0	192	100.0	58	100.0	109	100.0

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4. If you were to die are there any confidential emails or photos that you would not want others to see?

	Total		Age group B										Race										Child under 17?			
	n		18-24		25-34		35-54		55-69		70+		White		Hispanic		African American		Asian		Other		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	241	23.8	29	44.0	99	40.6	89	25.7	21	7.3	3	4.7	108	15.9	61	46.5	44	36.7	22	40.5	4	21.1	81	27.5	159	22.3
No	608	60.1	17	25.3	101	41.3	209	60.6	222	77.4	59	84.7	458	67.3	55	42.3	55	45.4	24	45.0	12	68.5	171	57.8	437	61.1
Not sure	163	16.1	20	30.7	44	18.1	47	13.7	44	15.3	7	10.6	114	16.7	15	11.2	22	18.0	8	14.5	2	10.3	43	14.7	120	16.7
Total	1012	100.0	66	100.0	243	100.0	345	100.0	287	100.0	69	100.0	681	100.0	130	100.0	120	100.0	53	100.0	17	100.0	296	100.0	716	100.0

	Religion								Born Again				Attend religious services											
	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		Weekly+		Weekly		1-2/Month		Holidays		Rarely		Never	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	64	24.2	124	23.2	8	24.7	45	24.7	63	22.9	62	23.5	58	54.4	61	27.6	24	19.4	7	11.2	53	18.2	33	18.5
No	168	63.9	324	60.5	18	60.6	97	53.5	147	53.8	177	67.4	40	37.5	129	57.9	77	63.3	52	79.0	187	64.0	116	64.2
Not sure	31	11.8	88	16.4	4	14.7	40	21.8	64	23.3	24	9.1	9	8.1	32	14.5	21	17.3	7	9.9	52	17.8	31	17.2
Total	263	100.0	536	100.0	30	100.0	182	100.0	274	100.0	262	100.0	107	100.0	222	100.0	122	100.0	66	100.0	292	100.0	181	100.0

	Region								Household Income													
	East		South		Centr GrLks		West		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100-150K		\$150K+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	47	21.0	79	29.9	57	18.9	58	26.1	38	20.1	29	20.6	16	10.5	45	23.7	19	20.5	52	35.5	19	32.1
No	145	65.3	146	55.7	201	66.4	114	51.4	118	61.7	91	65.6	97	62.2	115	60.9	62	66.2	80	54.7	36	61.9
Not sure	30	13.7	38	14.4	45	14.7	50	22.5	35	18.1	19	13.7	43	27.3	29	15.3	13	13.3	14	9.8	4	6.0
Total	222	100.0	263	100.0	303	100.0	222	100.0	191	100.0	139	100.0	156	100.0	188	100.0	94	100.0	146	100.0	58	100.0

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Zogby Analytics Online Survey of Adults  
1/27/15 - 1/28/14 MOE +/- 3.1 Percentage Points

4. If you were to die are there any confidential emails or photos that you would not want others to see?

	Total		Live								Union member				Marital status						Home status							
	n		Lge City		Sm City		Suburbs		Rural		Yes		No		Married		Single		Div/Sep/Wdw		Civil union		Own a home		Live in rental unit		Neither	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	241	23.8	83	31.9	38	21.9	88	24.5	32	14.5	60	45.6	181	20.5	92	18.1	117	36.9	24	15.8	6	17.3	146	22.0	73	24.9	21	43.3
No	608	60.1	134	51.3	98	56.8	217	60.4	160	72.6	53	40.3	555	63.1	337	66.2	137	43.5	109	72.6	24	72.7	431	65.0	159	54.2	15	31.7
Not sure	163	16.1	44	16.7	36	21.2	54	15.1	29	12.9	18	14.1	144	16.4	80	15.7	62	19.6	17	11.6	3	10.0	86	13.0	61	20.9	12	25.1
Total	1012	100.0	261	100.0	172	100.0	359	100.0	220	100.0	131	100.0	881	100.0	510	100.0	316	100.0	151	100.0	33	100.0	664	100.0	293	100.0	48	100.0

	NASCAR Fan				Self ID Social Networker				Phone				Self ID Investor Class				Passport?					
	Yes		No		Yes		No		Mobile		Landline		Both		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	86	32.5	155	20.7	152	35.4	88	15.2	131	32.3	16	20.8	94	17.7	85	33.4	156	20.6	133	28.6	108	19.7
No	137	52.1	471	62.9	208	48.4	400	68.8	206	50.9	50	66.8	351	66.2	138	54.5	470	62.0	268	57.9	340	62.0
Not sure	41	15.4	122	16.3	70	16.2	93	16.0	68	16.7	9	12.4	85	16.1	31	12.1	132	17.4	63	13.5	100	18.3
Total	263	100.0	749	100.0	430	100.0	582	100.0	405	100.0	75	100.0	530	100.0	253	100.0	759	100.0	463	100.0	549	100.0

	Lost a job due to corporate downsizing within the past year? <hr>				Been afraid of losing a job within the next year? <hr>				Worked at a job that pays less than an immediate previous job? <hr>				Gone without food for 24 hours in the past month due to a lack of food or money? <hr>				Creative Job Sector				Self ID Creative Class			
	Yes		No		Yes		No		Yes		No		Yes		No		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	55	61.0	186	20.2	95	51.1	146	17.7	82	36.0	159	20.2	72	64.9	169	18.7	87	37.0	153	19.8	119	33.2	121	18.6
No	32	35.6	576	62.5	71	38.3	537	65.0	122	53.4	486	62.1	35	31.4	573	63.7	123	51.9	486	62.6	187	52.1	421	64.5
Not sure	3	3.5	160	17.3	20	10.5	143	17.3	24	10.6	139	17.7	4	3.8	159	17.6	26	11.1	137	17.6	53	14.7	110	16.8
Total	90	100.0	922	100.0	185	100.0	827	100.0	228	100.0	784	100.0	111	100.0	901	100.0	236	100.0	776	100.0	360	100.0	652	100.0

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Zogby Analytics Online Survey of Adults  
1/27/15 - 1/28/14 MOE +/- 3.1 Percentage Points

4. If you were to die are there any confidential emails or photos that you would not want others to see?

	Total		WalMart shopper?								Residency				Sympathetic to Tea Party				Sympathetic to Occupy Wall St					
	n		Weekly		Few/Month		1-2/year		Never		My city or town		America		The planet earth		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	241	23.8	100	35.3	75	20.2	55	20.8	7	10.6	93	30.3	84	17.8	49	23.1	60	25.8	181	23.2	62	34.2	179	21.5
No	608	60.1	141	49.7	247	66.9	156	58.8	51	72.4	176	57.4	301	63.9	127	60.3	141	60.5	467	60.0	98	54.2	511	61.4
Not sure	163	16.1	42	15.0	48	12.9	54	20.4	12	17.0	38	12.3	86	18.2	35	16.7	32	13.7	131	16.8	21	11.6	142	17.1
Total	1012	100.0	283	100.0	369	100.0	266	100.0	70	100.0	308	100.0	471	100.0	211	100.0	234	100.0	778	100.0	180	100.0	832	100.0

	Are you currently or have you ever been a member of the National Rifle Association?						Are you a current or former gun owner?						Do you invest in the stock market; have an IRA, a 401-K retirement plan or a pension fund?				Do you or does anyone in your household keep a gun for personal protection, hunting or target shooting at your home, place of business, or at a vacation home or club?				Veteran/Armed Forces?			
	Currently a member of the NRA		Former member of the NRA		Have never been a member of the NRA		Current gun owner		Former gun owner		Have never been a gun owner		Yes		No		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	48	63.0	15	22.0	155	19.1	61	26.6	22	24.4	132	21.7	132	29.5	81	15.8	89	31.7	116	18.5	68	28.3	167	22.7
No	23	30.5	47	69.5	522	64.3	147	63.6	59	67.0	364	59.7	261	58.4	336	65.6	171	61.0	395	62.9	145	60.1	447	60.7
Not sure	5	6.5	6	8.5	135	16.6	23	9.8	8	8.6	114	18.6	54	12.0	96	18.6	21	7.3	117	18.6	28	11.7	122	16.6
Total	77	100.0	68	100.0	812	100.0	231	100.0	88	100.0	610	100.0	447	100.0	512	100.0	281	100.0	629	100.0	241	100.0	737	100.0

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	Career or gig?						Did you not have to pay any taxes last year because your income level was below the threshold to pay taxes or because your tax deductions left you with no liability?				Sexual Preference			
	Career		Just a "gig"		Not currently employed		I did not have to pay taxes		I had to pay taxes		Hetero		Not Hetero	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Yes	97	25.7	77	34.1	67	16.4	88	20.7	122	24.0	195	21.2	45	48.9
No	223	59.2	116	51.7	269	65.6	273	64.0	313	61.8	568	61.8	40	43.0
Not sure	57	15.2	32	14.2	74	18.0	65	15.3	72	14.2	155	16.9	8	8.1
Total	376	100.0	225	100.0	410	100.0	426	100.0	507	100.0	919	100.0	93	100.0

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5. Since 1986, a federal law has prioritized privacy of electronic communications such as email. But now trust and estate attorneys want new laws giving them control over private communications when a person dies. In your opinion, what should be the priority?

	Total		Gender				What is your current employment status?								Age group A											
	n		Male		Female		Working (full or part time)		Temporarily unemployed and looking for work		Temporarily unemployed and not looking for work		Student		Stay at home parent/spouse		Retired		18-29		30-49		50-64		65+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Privacy should be the priority. We may not know whether a deceased person wanted family or friends to see their private communications and photos.	710	70.2	324	66.1	386	74.1	412	71.8	32	71.2	21	77.8	41	69.3	58	55.5	137	72.7	148	66.7	255	70.0	181	71.5	126	73.6
Access should be the priority. It doesn't matter whether or not the deceased person wanted family or friends to see their private communications and photos - all of it should be available for family and heirs to see.	145	14.4	88	17.9	58	11.1	88	15.4	3	7.1			2	3.0	16	15.1	34	18.0	29	13.1	57	15.5	33	13.0	26	15.0
Not sure	156	15.5	79	16.1	78	14.9	73	12.8	10	21.7	6	22.2	16	27.7	31	29.4	18	9.4	45	20.2	53	14.5	39	15.4	20	11.4
Total	1012	100.0	491	100.0	521	100.0	574	100.0	45	100.0	27	100.0	59	100.0	105	100.0	189	100.0	222	100.0	364	100.0	253	100.0	172	100.0

	Party						Ideology Recoded						Generation						Education					
	Democratic		Republican		Independent		Liberal		Moderate		Conservative		First Globals		Nikes		Woodstockers		Privates		No College Degree		College Degree+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Privacy should be the priority. We may not know whether a deceased person wanted family or friends to see their private communications and photos.	272	70.7	242	72.4	197	67.0	163	72.7	245	69.5	278	72.8	200	64.6	187	73.5	252	72.3	72	72.5	431	68.9	278	72.6
Access should be the priority. It doesn't matter whether or not the deceased person wanted family or friends to see their private communications and photos - all of it should be available for family and heirs to see.	70	18.2	43	12.9	32	11.0	32	14.3	65	18.6	46	12.0	48	15.5	35	13.9	44	12.7	16	16.6	85	13.6	59	15.4
Not sure	43	11.1	49	14.7	65	22.0	29	13.1	42	11.9	58	15.2	62	19.9	32	12.6	52	14.9	11	10.9	109	17.4	46	12.1
Total	384	100.0	334	100.0	294	100.0	224	100.0	352	100.0	382	100.0	309	100.0	254	100.0	349	100.0	99	100.0	625	100.0	383	100.0

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	90600. Which of the following best describes you?																	
	Liberal/progressive on just about every issue		Mainly a liberal on government spending		Mainly a liberal on social issues		Conservative on just about every issue		Mainly a conservative on government spending		Mainly a conservative on social issues		Moderate because I look at each issue separately		Moderate because I try to be rational, not passionate about		Not sure	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Privacy should be the priority. We may not know whether a deceased person wanted family or friends to see their private communications and photos.	90	73.7	24	63.5	91	71.1	182	78.9	60	68.8	36	76.4	141	73.0	38	65.8	48	44.7
Access should be the priority. It doesn't matter whether or not the deceased person wanted family or friends to see their private communications and photos - all of it should be available for family and heirs to see.	20	16.8	8	19.9	23	17.8	21	9.1	13	14.7	7	14.1	28	14.5	15	25.2	12	10.6
Not sure	12	9.6	6	16.6	14	11.0	28	12.0	14	16.6	5	9.5	24	12.5	5	8.9	49	44.7
Total	122	100.0	38	100.0	128	100.0	231	100.0	87	100.0	48	100.0	192	100.0	58	100.0	109	100.0

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5. Since 1986, a federal law has prioritized privacy of electronic communications such as email. But now trust and estate attorneys want new laws giving them control over private communications when a person dies. In your opinion, what should be the priority?

	Total		Age group B										Race						Child under 17?							
	n		18-24		25-34		35-54		55-69		70+		White		Hispanic		AfrAmer		Asian		Other		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%		
Privacy should be the priority. We may not know whether a deceased person wanted family or friends to see their private communications and photos.	710	70.2	39	58.7	161	66.2	254	73.5	200	69.5	57	82.8	485	71.2	90	69.0	87	72.6	30	56.9	12	71.1	217	73.4	493	68.9
Access should be the priority. It doesn't matter whether or not the deceased person wanted family or friends to see their private communications and photos - all of it should be available for family and heirs to see.	145	14.4	4	5.5	44	18.2	42	12.2	46	16.0	8	11.7	84	12.3	27	20.4	22	18.5	6	10.9	5	27.5	41	13.9	104	14.5
Not sure	156	15.5	24	35.8	38	15.6	50	14.4	41	14.4	4	5.5	112	16.5	14	10.6	11	8.9	17	32.2	0	1.5	37	12.7	119	16.6
Total	1012	100.0	66	100.0	243	100.0	345	100.0	287	100.0	69	100.0	681	100.0	130	100.0	120	100.0	53	100.0	17	100.0	296	100.0	716	100.0

	Religion								BornAgain				Attend religious services											
	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		Weekly+		Weekly		1-2/Month		Holidays		Rarely		Never	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Privacy should be the priority. We may not know whether a deceased person wanted family or friends to see their private communications and photos.	191	72.6	391	72.9	16	53.1	112	61.5	211	77.0	180	68.6	91	85.2	163	73.3	69	57.0	51	76.9	215	73.8	107	59.0
Access should be the priority. It doesn't matter whether or not the deceased person wanted family or friends to see their private communications and photos - all of it should be available for family and heirs to see.	32	12.3	78	14.5	9	29.7	26	14.5	23	8.5	54	20.7	9	8.5	29	13.0	32	26.6	5	8.1	33	11.3	36	19.7
Not sure	40	15.2	68	12.6	5	17.2	44	24.0	40	14.4	28	10.7	7	6.2	31	13.7	20	16.4	10	14.9	44	14.9	38	21.3
Total	263	100.0	536	100.0	30	100.0	182	100.0	274	100.0	262	100.0	107	100.0	222	100.0	122	100.0	66	100.0	292	100.0	181	100.0

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	Region								Household Income													
	East		South		Centr GrLks		West		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100-150K		\$150K+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Privacy should be the priority. We may not know whether a deceased person wanted family or friends to see their private communications and photos.	170	76.4	187	71.1	215	70.7	139	62.4	126	65.7	101	72.3	99	63.6	127	67.8	73	78.2	113	77.8	43	73.9
Access should be the priority. It doesn't matter whether or not the deceased person wanted family or friends to see their private communications and photos - all of it should be available for family and heirs to see.	35	15.7	36	13.6	40	13.3	33	14.9	27	13.9	22	15.8	30	19.5	34	18.2	8	8.9	13	8.6	9	14.8
Not sure	18	7.9	40	15.3	48	15.9	50	22.6	39	20.3	17	11.9	26	16.9	26	14.1	12	12.9	20	13.6	7	11.2
Total	222	100.0	263	100.0	303	100.0	222	100.0	191	100.0	139	100.0	156	100.0	188	100.0	94	100.0	146	100.0	58	100.0

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5. Since 1986, a federal law has prioritized privacy of electronic communications such as email. But now trust and estate attorneys want new laws giving them control over private communications when a person dies. In your opinion, what should be the priority?

	Total		Live								Union member				Marital status								Home status					
	n		Lge City		Sm City		Suburbs		Rural		Yes		No		Married		Single		Div/Sep/Wdw		Civil union		Own a home		Live in rental unit		Neither	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Privacy should be the priority. We may not know whether a deceased person wanted family or friends to see their private communications and photos.	710	70.2	178	68.2	126	73.5	259	72.3	147	66.5	96	73.3	614	69.7	370	72.5	205	64.8	111	73.9	22	66.8	460	69.4	221	75.4	25	53.1
Access should be the priority. It doesn't matter whether or not the deceased person wanted family or friends to see their private communications and photos - all of it should be available for family and heirs to see.	145	14.4	34	12.9	23	13.2	46	12.8	43	19.4	18	13.7	127	14.5	71	13.9	46	14.4	20	13.4	9	26.5	104	15.7	37	12.5	2	4.8
Not sure	156	15.5	49	18.8	23	13.3	53	14.9	31	14.1	17	13.0	139	15.8	69	13.6	66	20.8	19	12.7	2	6.7	99	14.9	35	12.1	20	42.1
Total	1012	100.0	261	100.0	172	100.0	359	100.0	220	100.0	131	100.0	881	100.0	510	100.0	316	100.0	151	100.0	33	100.0	664	100.0	293	100.0	48	100.0

	NASCAR Fan				Self ID Social Networker				Phone				Self ID Investor Class				Passport?					
	Yes		No		Yes		No		Mobile		Landline		Both		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Privacy should be the priority. We may not know whether a deceased person wanted family or friends to see their private communications and photos.	196	74.5	514	68.7	308	71.5	402	69.2	290	71.7	52	69.3	368	69.3	189	74.8	521	68.7	347	74.9	363	66.2
Access should be the priority. It doesn't matter whether or not the deceased person wanted family or friends to see their private communications and photos - all of it should be available for family and heirs to see.	43	16.2	103	13.7	68	15.8	77	13.3	46	11.3	16	21.2	83	15.6	39	15.4	106	14.0	70	15.1	75	13.7
Not sure	24	9.3	132	17.6	55	12.7	102	17.5	69	17.0	7	9.5	80	15.1	25	9.8	132	17.3	46	10.0	110	20.1
Total	263	100.0	749	100.0	430	100.0	582	100.0	405	100.0	75	100.0	530	100.0	253	100.0	759	100.0	463	100.0	549	100.0

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	Lost a job due to corporate downsizing within the past year? <hr>				Been afraid of losing a job within the next year? <hr>				Worked at a job that pays less than an immediate previous job? <hr>				Gone without food for 24 hours in the past month due to a lack of food or money? <hr>				Creative Job Sector				Self ID Creative Class			
	Yes		No		Yes		No		Yes		No		Yes		No		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Privacy should be the priority. We may not know whether a deceased person wanted family or friends to see their private communications and photos.	74	81.7	637	69.1	147	79.5	563	68.1	171	74.9	539	68.8	92	82.9	618	68.6	197	83.3	514	66.2	278	77.2	433	66.3
Access should be the priority. It doesn't matter whether or not the deceased person wanted family or friends to see their private communications and photos - all of it should be available for family and heirs to see.	7	7.3	139	15.0	14	7.4	132	15.9	22	9.8	123	15.7	10	8.9	135	15.0	19	7.9	127	16.3	36	10.0	109	16.7
Not sure	10	11.0	147	15.9	24	13.1	132	16.0	35	15.3	121	15.5	9	8.3	147	16.3	21	8.8	136	17.5	46	12.8	110	16.9
Total	90	100.0	922	100.0	185	100.0	827	100.0	228	100.0	784	100.0	111	100.0	901	100.0	236	100.0	776	100.0	360	100.0	652	100.0

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Zogby Analytics Online Survey of Adults  
 1/27/15 - 1/28/14 MOE +/- 3.1 Percentage Points

5. Since 1986, a federal law has prioritized privacy of electronic communications such as email. But now trust and estate attorneys want new laws giving them control over private communications when a person dies. In your opinion, what should be the priority?

	Total		WalMart shopper?								Residency						Sympathetic to Tea Party				Sympathetic to Occupy Wall St			
	n		Weekly		Few/Month		1-2/year		Never		My city or town		America		The planet earth		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Privacy should be the priority. We may not know whether a deceased person wanted family or friends to see their private communications and photos.	710	70.2	209	74.0	249	67.5	187	70.4	47	67.1	203	66.1	353	75.0	139	65.7	190	81.5	520	66.8	133	73.9	577	69.4
Access should be the priority. It doesn't matter whether or not the deceased person wanted family or friends to see their private communications and photos - all of it should be available for family and heirs to see.	145	14.4	43	15.1	66	17.8	27	10.1	8	12.1	57	18.4	54	11.5	32	15.3	21	9.2	124	15.9	25	13.7	120	14.5
Not sure	156	15.5	31	10.9	54	14.7	52	19.5	15	20.8	47	15.4	63	13.5	40	19.0	22	9.3	135	17.3	22	12.3	134	16.1
Total	1012	100.0	283	100.0	369	100.0	266	100.0	70	100.0	308	100.0	471	100.0	211	100.0	234	100.0	778	100.0	180	100.0	832	100.0

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	Are you currently or have you ever been a member of the National Rifle Association?						Are you a current or former gun owner?						Do you invest in the stock market; have an IRA, a 401-K retirement plan or a pension fund?				Do you or does anyone in your household keep a gun for personal protection, hunting or target shooting at your home, place of business, or at a vacation home or club?				Veteran/Armed Forces?			
	Currently a member of the NRA		Former member of the NRA		Have never been a member of the NRA		Current gun owner		Former gun owner		Have never been a gun owner		Yes		No		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Privacy should be the priority. We may not know whether a deceased person wanted family or friends to see their private communications and photos.	58	75.9	40	58.8	574	70.7	162	70.0	70	78.6	411	67.3	339	75.7	334	65.2	201	71.8	433	68.9	185	76.7	516	70.1
Access should be the priority. It doesn't matter whether or not the deceased person wanted family or friends to see their private communications and photos - all of it should be available for family and heirs to see.	9	12.0	13	19.2	120	14.8	38	16.4	8	9.0	97	16.0	52	11.6	89	17.3	40	14.1	100	15.9	34	14.2	106	14.4
Not sure	9	12.1	15	22.0	118	14.5	31	13.6	11	12.4	102	16.7	56	12.6	90	17.5	40	14.2	96	15.3	22	9.0	114	15.5
Total	77	100.0	68	100.0	812	100.0	231	100.0	88	100.0	610	100.0	447	100.0	512	100.0	281	100.0	629	100.0	241	100.0	737	100.0

	Career or gig?						Did you not have to pay any taxes last year because your income level was below the threshold to pay taxes or because your tax deductions left you with no liability?				Sexual Preference			
	Career		Just a "gig"		Not currently employed		I did not have to pay taxes		I had to pay taxes		Hetero		Not Hetero	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%
Privacy should be the priority. We may not know whether a deceased person wanted family or friends to see their private communications and photos.	269	71.6	161	71.3	280	68.3	295	69.3	367	72.3	636	69.2	74	79.8
Access should be the priority. It doesn't matter whether or not the deceased person wanted family or friends to see their private communications and photos - all of it should be available for family and heirs to see.	66	17.5	24	10.7	55	13.4	65	15.1	76	15.1	140	15.2	5	5.7
Not sure	41	10.9	41	18.0	75	18.2	66	15.5	64	12.6	143	15.6	13	14.5
Total	376	100.0	225	100.0	410	100.0	426	100.0	507	100.0	919	100.0	93	100.0

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Zogby Analytics Online Survey of Adults  
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6. When you die, whom do you want to see your private messages and photos?

	Total		Gender				What is your current employment status?								Age group A											
	n		Male		Female		Working (full or part time)		Temporarily unemployed and looking for work		Temporarily unemployed and not looking for work		Student		Stay at home parent/spouse		Retired		18-29		30-49		50-64		65+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I'll make arrangements for my family or friends to have access to them.	537	53.1	243	49.5	294	56.4	302	52.7	26	58.1	11	42.3	26	45.1	50	48.2	113	59.9	88	39.5	199	54.7	147	58.0	104	60.3
I'll give an estate attorney or executor full access and let them decide what to do.	97	9.6	54	11.0	43	8.2	61	10.7	2	5.4	1	2.0	4	7.4	11	10.8	15	7.8	36	16.0	29	8.0	14	5.4	18	10.6
I really don't want anyone accessing my private communications and photos.	248	24.5	124	25.2	125	23.9	141	24.6	8	16.7	12	45.2	24	40.6	21	20.0	42	22.2	66	29.8	82	22.7	59	23.4	41	23.6
Not sure	130	12.8	70	14.3	60	11.5	69	12.0	9	19.8	3	10.5	4	6.9	22	21.1	19	10.1	33	14.7	53	14.7	33	13.2	9	5.5
Total	1012	100.0	491	100.0	521	100.0	574	100.0	45	100.0	27	100.0	59	100.0	105	100.0	189	100.0	222	100.0	364	100.0	253	100.0	172	100.0

	Party				Ideology Recoded						Generation						Education							
	Democratic		Republican		Independent		Liberal		Moderate		Conservative		First Globals		Nikes		Woodstockers		Privates		No College Degree		College Degree+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I'll make arrangements for my family or friends to have access to them.	220	57.3	189	56.7	127	43.4	125	55.9	189	53.8	211	55.2	128	41.4	149	58.6	194	55.7	66	66.5	303	48.4	234	61.1
I'll give an estate attorney or executor full access and let them decide what to do.	33	8.5	42	12.4	23	7.7	25	11.3	33	9.5	34	8.8	49	15.9	13	5.2	25	7.1	9	9.4	58	9.3	38	9.8
I really don't want anyone accessing my private communications and photos.	88	23.0	77	23.0	83	28.4	52	23.4	86	24.4	97	25.3	79	25.7	61	23.9	88	25.2	20	20.5	175	27.9	74	19.2
Not sure	43	11.2	26	7.9	60	20.6	21	9.4	44	12.4	41	10.7	53	17.0	31	12.2	42	11.9	4	3.6	90	14.4	38	9.9
Total	384	100.0	334	100.0	294	100.0	224	100.0	352	100.0	382	100.0	309	100.0	254	100.0	349	100.0	99	100.0	625	100.0	383	100.0

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	90600. Which of the following best describes you?																	
	Liberal/progressive on just about every issue		Mainly a liberal on government spending		Mainly a liberal on social issues		Conservative on just about every issue		Mainly a conservative on government spending		Mainly a conservative on social issues		Moderate because I look at each issue separately		Moderate because I try to be rational, not passionate about		Not sure	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I'll make arrangements for my family or friends to have access to them.	72	59.1	20	52.3	75	58.5	132	57.3	54	62.4	22	45.6	101	52.5	33	56.8	28	26.0
I'll give an estate attorney or executor full access and let them decide what to do.	8	6.2	8	20.0	21	16.2	18	7.7	12	14.2	3	5.5	21	11.0	3	5.9	3	3.0
I really don't want anyone accessing my private communications and photos.	25	20.7	10	26.4	25	19.3	57	24.6	16	18.7	23	47.5	54	28.1	15	26.7	23	21.3
Not sure	17	14.0	0	1.3	8	6.0	24	10.3	4	4.7	1	1.4	16	8.3	6	10.6	54	49.7
Total	122	100.0	38	100.0	128	100.0	231	100.0	87	100.0	48	100.0	192	100.0	58	100.0	109	100.0

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1/27/15 - 1/28/14 MOE +/- 3.1 Percentage Points

6. When you die, whom do you want to see your private messages and photos?

	Total		Age group B										Race						Child under 17?							
	n		18-24		25-34		35-54		55-69		70+		White		Hisp		AfrAmer		Asian		Other		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%		
I'll make arrangements for my family or friends to have access to them.	537	53.1	20	30.4	108	44.4	197	56.9	165	57.4	48	68.6	396	58.1	64	48.9	45	37.7	22	40.7	8	44.6	176	59.4	361	50.4
I'll give an estate attorney or executor full access and let them decide what to do.	97	9.6	20	29.6	30	12.2	17	4.9	26	9.2	4	5.7	57	8.4	25	19.1	10	8.3	1	2.7	3	18.6	32	10.7	65	9.1
I really don't want anyone accessing my private communications and photos.	248	24.5	14	20.8	66	27.0	88	25.4	64	22.1	18	25.7	145	21.3	27	20.6	50	41.6	21	39.4	4	21.9	57	19.1	192	26.8
Not sure	130	12.8	13	19.2	40	16.4	44	12.7	32	11.2			83	12.1	15	11.4	15	12.4	9	17.2	3	14.9	32	10.7	98	13.7
Total	1012	100.0	66	100.0	243	100.0	345	100.0	287	100.0	69	100.0	681	100.0	130	100.0	120	100.0	53	100.0	17	100.0	296	100.0	716	100.0

	Religion								BornAgain				Attend religious services											
	Catholic		Protestant		Jewish		Other/None		Yes		No/NS		Weekly+		Weekly		1-2/Month		Holidays		Rarely		Never	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I'll make arrangements for my family or friends to have access to them.	170	64.6	267	49.8	16	52.7	84	46.0	150	54.6	118	44.9	59	55.3	134	60.5	56	46.5	46	69.3	143	49.1	92	51.1
I'll give an estate attorney or executor full access and let them decide what to do.	19	7.0	47	8.8	5	15.9	26	14.2	17	6.2	30	11.5	16	14.9	12	5.3	25	20.8	4	6.3	22	7.6	13	7.2
I really don't want anyone accessing my private communications and photos.	45	17.0	162	30.2	6	20.1	36	19.5	79	29.0	83	31.5	27	25.2	59	26.3	23	18.6	8	12.3	90	30.9	36	20.2
Not sure	30	11.3	60	11.1	3	11.3	37	20.3	28	10.2	32	12.1	5	4.6	18	7.9	17	14.1	8	12.1	36	12.4	39	21.5
Total	263	100.0	536	100.0	30	100.0	182	100.0	274	100.0	262	100.0	107	100.0	222	100.0	122	100.0	66	100.0	292	100.0	181	100.0

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	Region								Household Income													
	East		South		Centr GrLks		West		< \$25K		\$25-35K		\$35-50K		\$50-75K		\$75-100K		\$100-150K		\$150K+	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I'll make arrangements for my family or friends to have access to them.	123	55.2	142	54.0	164	53.9	109	48.9	88	46.2	74	53.4	72	46.2	111	59.3	53	56.7	87	60.0	33	56.3
I'll give an estate attorney or executor full access and let them decide what to do.	25	11.2	20	7.6	28	9.3	24	10.7	6	3.1	17	12.5	22	14.1	7	3.9	10	10.9	17	11.4	10	16.4
I really don't want anyone accessing my private communications and photos.	52	23.2	73	27.6	71	23.4	53	23.9	53	27.8	27	19.2	43	27.3	52	27.7	20	21.7	37	25.2	9	15.7
Not sure	23	10.4	29	10.8	41	13.4	37	16.5	44	22.9	21	14.9	19	12.4	17	9.1	10	10.7	5	3.3	7	11.6
Total	222	100.0	263	100.0	303	100.0	222	100.0	191	100.0	139	100.0	156	100.0	188	100.0	94	100.0	146	100.0	58	100.0

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1/27/15 - 1/28/14 MOE +/- 3.1 Percentage Points

6. When you die, whom do you want to see your private messages and photos?

	Total		Live								Union member				Marital status								Home status					
	n		Lge City		Sm City		Suburbs		Rural		Yes		No		Married		Single		Div/Sep/Wdw		Civil union		Own a home		Live in rental unit		Neither	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I'll make arrangements for my family or friends to have access to them.	537	53.1	154	58.8	89	51.8	176	49.2	118	53.6	73	56.0	464	52.6	306	60.1	123	38.8	84	55.9	24	71.8	376	56.7	149	50.8	12	25.5
I'll give an estate attorney or executor full access and let them decide what to do.	97	9.6	17	6.4	13	7.5	38	10.6	29	13.2	19	14.3	78	8.9	46	9.0	41	13.1	8	5.0	2	4.9	76	11.4	8	2.7	12	24.5
I really don't want anyone accessing my private communications and photos.	248	24.5	52	20.0	48	27.7	101	28.2	47	21.5	28	21.4	220	25.0	100	19.6	96	30.3	48	31.6	4	12.4	142	21.4	94	32.0	11	22.9
Not sure	130	12.8	39	14.8	22	13.1	43	12.0	26	11.6	11	8.4	119	13.5	57	11.2	56	17.8	11	7.5	4	11.0	69	10.5	42	14.4	13	27.1
Total	1012	100.0	261	100.0	172	100.0	359	100.0	220	100.0	131	100.0	881	100.0	510	100.0	316	100.0	151	100.0	33	100.0	664	100.0	293	100.0	48	100.0

	NASCAR Fan				Self ID Social Networker				Phone				Self ID Investor Class				Passport?					
	Yes		No		Yes		No		Mobile		Landline		Both		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I'll make arrangements for my family or friends to have access to them.	141	53.6	396	52.9	251	58.2	286	49.3	213	52.7	34	45.6	289	54.5	151	59.6	386	50.9	256	55.1	282	51.3
I'll give an estate attorney or executor full access and let them decide what to do.	34	13.0	62	8.3	36	8.5	60	10.4	46	11.4	11	15.2	39	7.3	34	13.5	63	8.2	58	12.5	39	7.1
I really don't want anyone accessing my private communications and photos.	68	25.8	180	24.1	99	22.9	150	25.7	95	23.5	21	28.1	132	24.9	53	21.0	195	25.7	121	26.1	127	23.2
Not sure	20	7.6	110	14.7	45	10.4	85	14.7	50	12.4	8	11.1	70	13.2	15	5.9	115	15.2	29	6.3	101	18.4
Total	263	100.0	749	100.0	430	100.0	582	100.0	405	100.0	75	100.0	530	100.0	253	100.0	759	100.0	463	100.0	549	100.0

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	Lost a job due to corporate downsizing within the past year? <hr>				Been afraid of losing a job within the next year? <hr>				Worked at a job that pays less than an immediate previous job? <hr>				Gone without food for 24 hours in the past month due to a lack of food or money? <hr>				Creative Job Sector				Self ID Creative Class			
	Yes		No		Yes		No		Yes		No		Yes		No		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I'll make arrangements for my family or friends to have access to them.	47	51.8	490	53.2	87	47.3	450	54.4	120	52.5	417	53.2	47	42.0	490	54.4	149	63.0	388	50.1	196	54.6	341	52.2
I'll give an estate attorney or executor full access and let them decide what to do.	18	19.7	79	8.6	21	11.4	76	9.1	27	11.7	70	8.9	17	15.4	80	8.8	15	6.4	81	10.5	30	8.2	67	10.3
I really don't want anyone accessing my private communications and photos.	23	25.0	226	24.5	66	35.7	182	22.0	71	31.0	178	22.7	41	36.5	208	23.1	62	26.0	187	24.1	108	30.1	140	21.5
Not sure	3	3.5	127	13.7	10	5.6	120	14.5	11	4.8	119	15.2	7	6.0	123	13.7	11	4.5	119	15.4	26	7.1	104	16.0
Total	90	100.0	922	100.0	185	100.0	827	100.0	228	100.0	784	100.0	111	100.0	901	100.0	236	100.0	776	100.0	360	100.0	652	100.0

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1/27/15 - 1/28/14 MOE +/- 3.1 Percentage Points

6. When you die, whom do you want to see your private messages and photos?

	Total		WalMart shopper?								Residency						Sympathetic to Tea Party				Sympathetic to Occupy Wall St			
	n		Weekly		Few/Month		1-2/year		Never		My city or town		America		The planet earth		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I'll make arrangements for my family or friends to have access to them.	537	53.1	147	52.0	212	57.5	133	50.1	32	46.1	177	57.6	243	51.5	109	51.6	155	66.4	382	49.1	121	67.2	416	50.0
I'll give an estate attorney or executor full access and let them decide what to do.	97	9.6	21	7.6	42	11.4	23	8.7	10	14.6	36	11.7	40	8.5	21	9.7	17	7.1	80	10.3	19	10.6	77	9.3
I really don't want anyone accessing my private communications and photos.	248	24.5	84	29.8	69	18.6	74	27.8	14	20.7	63	20.4	130	27.7	49	23.2	47	20.2	201	25.8	31	16.9	218	26.2
Not sure	130	12.8	30	10.6	46	12.6	36	13.4	13	18.5	32	10.3	58	12.3	33	15.5	15	6.3	115	14.8	9	5.2	121	14.5
Total	1012	100.0	283	100.0	369	100.0	266	100.0	70	100.0	308	100.0	471	100.0	211	100.0	234	100.0	778	100.0	180	100.0	832	100.0

	Are you currently or have you ever been a member of the National Rifle Association?						Are you a current or former gun owner?						Do you invest in the stock market; have an IRA, a 401-K retirement plan or a pension fund?				Do you or does anyone in your household keep a gun for personal protection, hunting or target shooting at your home, place of business, or at a vacation home or club?				Veteran/Armed Forces?			
	Currently a member of the NRA		Former member of the NRA		Have never been a member of the NRA		Current gun owner		Former gun owner		Have never been a gun owner		Yes		No		Yes		No		Yes		No	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I'll make arrangements for my family or friends to have access to them.	55	71.1	39	57.5	434	53.4	140	60.8	51	58.1	317	52.0	246	55.0	268	52.4	181	64.6	309	49.1	148	61.5	377	51.2
I'll give an estate attorney or executor full access and let them decide what to do.	7	9.1	12	17.1	73	8.9	21	9.2	18	20.7	46	7.6	45	10.2	50	9.8	25	9.0	65	10.3	32	13.4	59	8.0
I really don't want anyone accessing my private communications and photos.	12	15.5	13	19.5	197	24.2	48	20.9	14	15.7	154	25.2	122	27.3	111	21.7	57	20.4	156	24.8	42	17.3	204	27.7
Not sure	3	4.3	4	6.0	109	13.4	21	9.1	5	5.6	93	15.2	34	7.6	83	16.2	17	6.0	100	15.9	19	7.8	97	13.1
Total	77	100.0	68	100.0	812	100.0	231	100.0	88	100.0	610	100.0	447	100.0	512	100.0	281	100.0	629	100.0	241	100.0	737	100.0

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

Zogby Analytics Online Survey of Adults  
 1/27/15 - 1/28/14 MOE +/- 3.1 Percentage Points

	Career or gig?						Did you not have to pay any taxes last year because your income level was below the threshold to pay taxes or because your tax deductions left you with no liability?				Sexual Preference			
	Career		Just a "gig"		Not currently employed		I did not have to pay taxes		I had to pay taxes		Hetero		Not Hetero	
	f	%	f	%	f	%	f	%	f	%	f	%	f	%
I'll make arrangements for my family or friends to have access to them.	205	54.4	113	50.2	219	53.4	226	53.1	278	54.7	504	54.8	33	35.9
I'll give an estate attorney or executor full access and let them decide what to do.	48	12.8	21	9.5	27	6.6	33	7.7	61	12.1	87	9.4	10	10.7
I really don't want anyone accessing my private communications and photos.	87	23.2	56	24.9	105	25.6	103	24.1	129	25.4	208	22.6	40	43.3
Not sure	36	9.6	35	15.4	59	14.4	64	15.1	40	7.8	121	13.1	9	10.0
Total	376	100.0	225	100.0	410	100.0	426	100.0	507	100.0	919	100.0	93	100.0

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative