

## Estimating the value of computer files using willingness to pay and willingness to accept

### Survey questionnaire

Q1: For the following question, please think about the personal digital device you use the most often (e.g. computer, laptop, tablet, smartphone)...

Which, if any, of the following do you currently store on this device (i.e. have saved to the device, not including cloud storage)? (Please select all that apply. If you don't store anything or don't have any personal digital devices, please select the relevant "not applicable" option)

Photographs

Music

Movies/TV programmes

Work/education documents (e.g. projects being worked on)

Personal documents (e.g. notes, grocery lists)

Sensitive documents (e.g. financial information, passwords)

Other

Don't know

Not applicable – I don't store anything on this device

Not applicable – I don't have any personal digital devices

Q2. Which, if any, of the following security measures you plan to apply in the next year that you do not currently do (i.e. by November 2018)? (Please select all that apply. If you do not plan to apply any security measures that you do not currently do, please select the "Not applicable" option)

Install, renew or change my antivirus software

Engage in safer web browsing habits (e.g. not visiting unprotected websites)

Changing passwords more frequently

Use a password manager (e.g. software that saves my passwords)

Use 2-factor authentication (e.g. an online banking "card reader")

Use security scripts and plug-ins in my internet browser (e.g. apps that show the safety of sites I visit)

Exercise more caution and control over software I install

Disable some online banking capabilities

Stop online banking completely

Perform back-ups of my data more often

Not applicable - I don't plan to apply any security measures in the next year that I do not currently do

Q3. For the following questions, by "back-up", we mean to knowingly make copies of files/ data in case the original is lost or damaged (e.g. images, phone numbers, messages). This could either be as a hard copy (e.g. hard drives) or in the "cloud" (e.g. internet storage). Please do not include when your device may automatically back-up or 'sync' data.

Still thinking about the personal device you use most often (e.g. computer, laptop, tablet, smartphone)...

Approximately how often, if at all, do you knowingly back-up ANY files from this device? (Please select the option that best applies. If you are unsure, please give your best estimate)

More than once a day

Once a day

Twice a week

Once a week

Once a fortnight

Once a month

Once every 3 months

Once every 6 months

Once a year

Once every 2 years

Less often than once every 2 years

Never

Q4a. Please imagine that you accidentally lost access to ALL the files (e.g. photographs, documents) on your main personal digital device (e.g. computer, laptop, tablet, smartphone). The only way to recover your files is to pay a private company who are experts in file recovery.

Approximately, how much is the MAXIMUM you would pay in order to restore access to ALL

your files on your device? (Please type your answer in the box below to the nearest pound "£". If you are unsure, please give your best estimate)

Q4b. Please imagine that your main personal device (e.g. computer, laptop, tablet, smartphone) has been infected by a virus, which means you have lost access to ALL the files (e.g. photographs, documents) on your device. The criminals responsible for the virus have been caught and you are eligible for monetary compensation.

Approximately, how much is the MINIMUM you would consider fair compensation for the loss of ALL your files on your device? (Please type your answer in the box below to the nearest pound "£". If you are unsure, please give your best estimate)

Q5. Before taking this survey which, if any, of the following terms/ phrases had you heard of? (Please select all that apply)

Ransomware

Sexting

Crypto-currency

Online identity theft

WannaCry

CryptoLocker

Bitcoin

Cyber-bullying

None of these

Q6. Please remember that all your answers are always treated confidentially and are never analysed individually.

For the following questions, by "experienced ransomware", we mean occasions where your digital files (e.g. photographs, documents) are encrypted by individual(s) and they ask you for money in order to restore access to the files etc. This does NOT include occasions where one file has been stolen and you are being asked for money to prevent publication or experiences of online identity fraud...

Have you EVER experienced ransomware?

Yes

No

Don't know/can't recall

Q6B You said that you had personally experienced ransomware. If you have experienced this more than once, please think about the most recent occasion...

Approximately how much did the individual(s) ask for in ransom for your files? (Please type your answer in the box below to the nearest pound "£". If you are unsure, please give your best estimate)

Q6C You said that you have experienced ransomware. If you have experienced this on more than one occasion, please think about the most recent time...

Which ONE, if any, of the following best describes the outcome of your experience with ransomware?

I did not pay the individual(s) and did not recover access to my files

I did not pay the individual(s) and recovered the files myself

I did not pay the individual(s) and an expert recovered the files for me

I paid the individual(s) and recovered access to my files as a result

I paid the individual(s), but did not recover access to my files so had to recover them in some other way

I paid the individual(s), but did not recover access to my files at all

Q7 Please imagine your digital files (e.g. photographs, documents) were encrypted by individual(s) and they ask you for £300 in order to restore access to the files etc.

How willing, if at all, do you think you would be to pay the £300?

Very willing

Fairly willing

Not very willing

Not willing at all

Q8. Please imagine your digital files (e.g. photographs, documents) were encrypted by individual(s) and they ask you for money in order to restore access to the files etc.

Which one, if any, of the following statements best applies to you?

- I would not want to give money to criminals on principle
- I would not trust the criminals to give me back access to my files
- I would rather pay a computer expert to try and recover them
- My files are not worth paying a ransom for
- If the price was right I would pay a ransom
- None of these

Q9. For the following question, by "data breach", we mean any occasion where sensitive, protected, or confidential data (e.g. personal identifying information, health records, credit card data) is compromised. This means that it may have been viewed, stolen, or used by someone who is not authorised to do so (e.g. someone outside of the company entrusted with the data).

Overall how concerned, if at all, are you that your personal information may be subject to a data breach?

- Very concerned
- Fairly concerned
- Not very concerned
- Not concerned at all

Q10. As a reminder, by "data breach", we mean any occasion where sensitive, protected, or confidential data (e.g. personal identifying information, health records, credit card data) is compromised. This means that it may have been viewed, stolen, or used by someone who is not authorised to do so (e.g. someone outside of the company entrusted with the data).

Thinking specifically about data breaches experienced by UK companies...

Which, if any, of the following statements do you agree with? (Please select all that apply)

- I think the UK government should do more to prevent data breaches in companies
- I think the companies who have a data breach are the only ones to blame
- I think the companies who have a data breach should pay large fines
- I think the users affected should be given significant compensation (e.g. money)

Q11. Reverse of Q4.