

Welcome Page and Information Sheet



Welcome to the NIST Phish Cues Survey

The National Institute of Standards and Technology (NIST) is conducting an anonymous survey to understand how visually observable characteristics of phishing emails impact how people interpret a phishing email. This is your opportunity to help us understand how people decide whether an email is a phish and what visually stands out in phishing emails. Your responses will help NIST to further its research goals on this important cybersecurity issue and its evaluation of phishing awareness training methods. By participating, your contribution will be of great value to both our research efforts at NIST and the cybersecurity awareness training of your organization.

This survey should take no more than 20 minutes to complete. The survey responses are confidential and your information is strictly anonymous. Your participation is voluntary. You may choose to skip any question or quit the survey at any time. If you quit the survey, any answers that have already been provided will be retained. Once the survey is completed and submitted, your answers cannot be withdrawn. The anonymous survey results may be shared publicly. If you have any questions about this study, please contact Shanée Dawkins at shanee.dawkins@nist.gov.

If you have any questions about your rights as a research participant, please contact the NIST Research Protections Office and/or Institutional Review Board at 301-975-5445 or email rpooffice@nist.gov.

OMB Control #0693-0089
Expiration Date: 09/30/2024

A Federal agency may not conduct or sponsor, and a person is not required to respond to, nor shall a person be subject to a penalty for failure to comply with an information collection subject to the requirements of the Paperwork Reduction Act of 1995 unless the information collection has a currently valid OMB Control Number. The approved OMB Control Number for this information collection is 0693-0089. Without this approval, we could not conduct this survey/information collection. Public reporting for this information collection is estimated to be approximately 15 minutes, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the information collection. All responses to this information collection are voluntary. Send comments regarding this burden estimate or any other aspect of this information collection, including suggestions for reducing this burden to the National Institute of Standards and Technology at: 100 Bureau Drive, Attn: Shanée Dawkins.

I understand that by clicking "Next", I am choosing to take part in this research study voluntarily.





The questions below are about how you use your work email (not personal email). Thinking of how you use your work email only, please answer the questions below.

What kind of device do you usually use when you check your work email?

- Desktop computer or laptop
- Tablet
- Smartphone
- Other (please specify)

Which statement best describes the amount of work emails you typically receive in a day?

- I get a reasonable amount of email daily.
- The amount of email I get daily is neither reasonable nor unreasonable.
- I get an unreasonable amount of email daily.

What time of day do you typically check your work email?

- Morning
- Afternoon
- Evening
- Continuously throughout the day
- Other (please specify)

What do you look for in an email when determining whether it is a phish or not?





Do you remember seeing an email about a parking ticket?

- Yes, I remember seeing the email.
- No, I do not remember seeing the email.

Please describe your initial thoughts about this email.

When you saw the email, what did you do next?

- Ignored it and continued my work
- Showed it to someone I know
- Forwarded it to my organization's IT department or other trusted authority
- Opened the sender's website in a separate browser window
- Contacted the sender
- Other (please explain)

The wording of this question (“parking ticket”) is conditional. The subject of the email depends on the email template the participant receives.

These questions are conditional - whether participants are asked or not depends on the participant's responses to earlier questions.





You recently received the email shown in the picture.



This page is conditional - whether participants are asked this question or not depends on the participant's responses to earlier questions.

Placeholder images throughout this file are dependent on the email template the participant

Does this email look familiar? (select one)

- Yes, I have seen this email before.
- No, this email does not look familiar.





You recently received the email shown in the picture. Thinking back to when you first saw the email, please respond to the questions below:



Did you notice anything unusual about the email?

- Yes, I thought the email looked suspicious.
- No, I thought the email looked legitimate.

How much of the email did you read before deciding it looked suspicious?

- I only looked at the header of the email.
- I knew at first glance or when I skimmed the contents of the email.
- I fully read or inspected the email.

These questions are conditional - whether participants are asked these questions or not depends on the participant's responses to earlier questions.

How much of the email did you read before deciding it looked suspicious?

- I only looked at the header of the email.
- I knew at first glance or when I skimmed the contents of the email.
- I fully read or inspected the email.

Please explain why you thought the email's header looked suspicious.

How many suspicious things did you notice about the email's header? Move the slider to the number of suspicious things you noticed.

Please list the suspicious things you noticed about the email's header.

How much of the email did you read before deciding it looked suspicious?

- I only looked at the header of the email.
- I knew at first glance or when I skimmed the contents of the email.
- I fully read or inspected the email.

Please explain what about the email looked suspicious.

How many suspicious things did you notice about the email? Move the slider to the number of suspicious things you noticed.

Please list the suspicious things you noticed about the email.

How much of the email did you read before deciding it looked suspicious?

- I only looked at the header of the email.
- I knew at first glance or when I skimmed the contents of the email.
- I fully read or inspected the email.

Please explain what about the email looked suspicious.

How many suspicious things did you notice about the email? Move the slider to the number of suspicious things you noticed.

Please list the suspicious things you noticed about the email.

Did you notice anything unusual about the email?

- Yes, I thought the email looked suspicious.
- No, I thought the email looked legitimate.

How much of the email did you read before deciding it looked legitimate?

- I only looked at the header of the email.
- I knew at first glance or when I skimmed the contents of the email.
- I fully read or inspected the email.

These questions are conditional – whether participants are asked these questions or not depends on the participant’s responses to earlier questions.

How much of the email did you read before deciding it looked legitimate?

- I only looked at the header of the email.
- I knew at first glance or when I skimmed the contents of the email.
- I fully read or inspected the email.

Please explain why you thought the email’s header looked legitimate.

How much of the email did you read before deciding it looked legitimate?

- I only looked at the header of the email.
- I knew at first glance or when I skimmed the contents of the email.
- I fully read or inspected the email.

Please explain why you thought the email looked legitimate.

How much of the email did you read before deciding it looked legitimate?

- I only looked at the header of the email.
- I knew at first glance or when I skimmed the contents of the email.
- I fully read or inspected the email.

Please explain why you thought the email looked legitimate.



Now we will ask you questions about specific parts of the email. Thinking back to when you first saw the email, please answer the questions below.



Page 5 OR Page 6 is asked to the participant, depending on their previous survey responses. All questions on pages 5 and 6 are conditional unless otherwise noted.

For pages 5 and 6, the grid questions below the placeholder image are conditional - whether they are asked or not depends on the email template the participant receives. Only one grid question will be

How many of the following, if any, did you notice in the email?

	0	1	2	3	4	5	fm not sure
Links where the text did not match the URL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Links that appeared to be from well-known websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attachments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other suspicious things you noticed in the email (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="text"/>						

How many of the following, if any, did you notice in the email?

	0	1	2	3	4	5	fm not sure
Imitation of well-known branding or logos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Out-of-date branding or logos from well-known brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content or formatting that appeared to be unprofessional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unexpected security icons or text	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other suspicious things you noticed in the email (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="text"/>						

How many of the following, if any, did you notice in the email?

	0	1	2	3	4	5	fm not sure
Legal language like copyright information, disclaimers, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Details unrelated to the email's message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Requests for sensitive or personal information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pressure or urgency to do something quickly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threats of consequences for not doing something	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other suspicious things you noticed in the email (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="text"/>						

How many of the following, if any, did you notice in the email?

	0	1	2	3	4	5	fm not sure
Spelling errors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grammar errors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inconsistencies within the email's message, sender's information, and/or attachments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other suspicious things you noticed in the email (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="text"/>						

How many of the following, if any, did you notice in the email?

	0	1	2	3	4	5	fm not sure
Requests to help, contribute, or donate to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers that appeared too good to be true	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suggestions that something special was just for you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers granted only for a limited time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other suspicious things you noticed in the email (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="text"/>						

Now we will ask you further questions about things that may or may not be present in the email.

How many of the following, if any, do you notice in the email?

	0	1	I'm not sure
Email's sender name does not match their email address	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email's sender address appears to be from a well-known website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Is the email missing expected branding or logos?

Yes, I noticed. (please describe)

No, I didn't notice.

No, this is not in the email.

I'm not sure.

How many of the following, if any, do you notice in the email?

	0	1	I'm not sure
Email is missing an appropriate formal or informal greeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email is not personalized for you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Body of the email is missing the sender's name or contact information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How many of the following, if any, do you notice in the email?

	0	1	I'm not sure
Email appears to be work-related	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email appears to be from a friend, colleague, boss, or known authority	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

For pages 5 and 6, these questions are also conditional - whether they are asked or not depends on the email template the participant

You indicated that you noticed "Links where the text did not match the URL" in the email. Please list them below.



How easy or difficult was this email to recognize as a phishing email because of the "Links where the text did not match the URL" that you noticed in this email?

- It was not difficult to recognize this email as a phishing email.
- It was moderately difficult to recognize this email as a phishing email.
- It was very difficult to recognize this email as a phishing email.

For pages 5 and 6, the wording of these questions is conditional. For each item in the first grid question, these questions are asked depending on participant responses.



Please indicate how applicable the email was to your responsibilities at work, if at all:

- The email had **no applicability** to my work responsibilities.
- The email had **low applicability** to my work responsibilities.
- The email had **moderate applicability** to my work responsibilities.
- The email had **significant applicability** to my work responsibilities.
- The email had **extreme applicability** to my work responsibilities.

What type of device were you using when you first saw the email?

- Desktop computer or laptop
- Tablet
- Smartphone
- Don't remember
- Other (please specify)

For pages 5 and 6, these questions are asked to all participants and are not conditional.





Using the screen capture of the email shown, please respond to the following questions.



Now we will ask you further questions about things that may or may not be present in the email.

Page 5 OR Page 6 is asked to the participant, depending on their previous survey responses.

The skip logic and branching is identical to page 5. The only difference between page 5 and page 6 is the wording of certain questions.

How many of the following, if any, do you notice in the email?

	0	1	2	3	4	5	I'm not sure
Links where the text does not match the URL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Links that appear to be from well-known websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attachments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other suspicious things you notice in the email (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="text"/>						

How many of the following, if any, do you notice in the email?

	0	1	2	3	4	5	I'm not sure
Spelling errors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grammar errors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inconsistencies within the email's message, sender's information, and/or attachments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other suspicious things you notice in the email (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="text"/>						

How many of the following, if any, do you notice in the email?

	0	1	2	3	4	5	I'm not sure
Imitation of well-known branding or logos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Out-of-date branding or logos from well-known brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content or formatting that appear to be unprofessional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unexpected security icons or text	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other suspicious things you notice in the email (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="text"/>						

How many of the following, if any, do you notice in the email?

	0	1	2	3	4	5	I'm not sure
Requests to help contribute, or donate to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers that appear too good to be true	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suggestions that something special is just for you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers granted only for a limited time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other suspicious things you notice in the email (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="text"/>						

How many of the following, if any, do you notice in the email?

	0	1	2	3	4	5	I'm not sure
Legal language like copyright information, disclaimers, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Details unrelated to the email's message	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Requests for sensitive or personal information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pressure or urgency to do something quickly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threats of consequences for not doing something	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other suspicious things you notice in the email (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="text"/>						

Now we will ask you further questions about things that may or may not be present in the email.

How many of the following, if any, do you notice in the email?

	0	1	I'm not sure
Email's sender name does not match their email address	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email's sender address appears to be from a well-known website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Is the email missing expected branding or logos?

Yes, I noticed. (please describe)

No, I didn't notice.

No, this is not in the email.

I'm not sure.

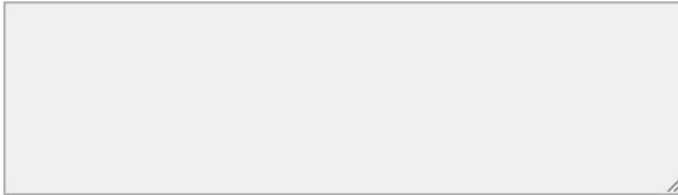
How many of the following, if any, do you notice in the email?

	0	1	I'm not sure
Email is missing an appropriate formal or informal greeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email is not personalized for you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Body of the email is missing the sender's name or contact information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How many of the following, if any, do you notice in the email?

	0	1	I'm not sure
Email appears to be work-related	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email appears to be from a friend, colleague, boss, or known authority	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You indicated that you noticed "Links where the text did not match the URL" in the email. Please list them below.



How easy or difficult was this email to recognize as a phishing email because of the "Links where the text did not match the URL" that you noticed in this email?

- It was not difficult to recognize this email as a phishing email.
- It was moderately difficult to recognize this email as a phishing email.
- It was very difficult to recognize this email as a phishing email.

Please indicate how applicable the email was to your responsibilities at work, if at all:

- The email had **no applicability** to my work responsibilities.
- The email had **low applicability** to my work responsibilities.
- The email had **moderate applicability** to my work responsibilities.
- The email had **significant applicability** to my work responsibilities.
- The email had **extreme applicability** to my work responsibilities.



Previously, we asked about the specific email used for this training exercise. Now, the questions below ask more broadly about emails you typically receive at work.

What is your level of confidence in identifying an email as a phishing email because of the following?

	No confidence	Low confidence	Neither high nor low confidence	High confidence	Extremely high confidence
Links where the text did not match the URL links.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Links that appear to be from well-known websites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attachments.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The email's sender name did not match their email address.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The email's sender address appears to be from a well-known website.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How likely or unlikely are you to look for the following when you are trying to decide if an email is a phish or not?

	Extremely unlikely	Unlikely	Neither likely nor unlikely	Likely	Extremely likely
Links where the text did not match the URL links.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Links that appear to be from well-known websites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attachments.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The email's sender name did not match their email address.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The email's sender address appears to be from a well-known website.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





Previously, we asked about the specific email used for this training exercise. Now, the questions below ask more broadly about emails you typically receive at work.

What is your level of confidence in identifying an email as a phishing email because of the following?

	No confidence	Low confidence	Neither high nor low confidence	High confidence	Extremely high confidence
Imitation of well-known branding or logos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Out-of-date branding or logos from well-known brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content or formatting that appears to be unprofessional.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unexpected email security icons or text.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Missing expected branding or logos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How likely or unlikely are you to look for the following when you are trying to decide if an email is a phish or not?

	Extremely unlikely	Unlikely	Neither likely nor unlikely	Likely	Extremely likely
Imitation of well-known branding or logos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Out-of-date branding or logos from well-known brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Content or formatting that appears to be unprofessional.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unexpected email security icons or text.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Missing expected branding or logos.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





Previously, we asked about the specific email used for this training exercise. Now, the questions below ask more broadly about emails you typically receive at work.

What is your level of confidence in identifying an email as a phishing email because of the following?

	No confidence	Low confidence	Neither high nor low confidence	High confidence	Extremely high confidence
Legal language like copyright information, disclaimers, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Details unrelated to the email's message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Requests for sensitive or personal information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pressure or urgency to do something quickly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threats of consequences for not doing something.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Missing an appropriate formal or informal greeting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not personalized for you.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Body of email missing email sender's name or contact information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How likely or unlikely are you to look for the following when you are trying to decide if an email is a phish or not?

	Extremely unlikely	Unlikely	Neither likely nor unlikely	Likely	Extremely likely
Legal language like copyright information, disclaimers, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Details unrelated to the email's message.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Requests for sensitive or personal information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pressure or urgency to do something quickly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Threats of consequences for not doing something.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Missing an appropriate formal or informal greeting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Not personalized for you.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Body of email missing email sender's name or contact information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How likely or unlikely are you to look for the following when you are trying to decide if an email is a phish or not?

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
Requests to help, contribute, or donate to others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers that appear too good to be true.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suggestions that something special is just for you.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers granted only for a limited time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email appears to be work-related.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email appears to be from a friend, colleague, boss, or known authority.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





Previously, we asked about the specific email used for this training exercise. Now, the questions below ask more broadly about emails you typically receive at work.

What is your level of confidence in identifying an email as a phishing email because of the following?

	No confidence	Low confidence	Neither high nor low confidence	High confidence	Extremely high confidence
Requests to help, contribute, or donate to others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers that appear too good to be true.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Suggestions that something special is just for you.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers granted only for a limited time.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email appears to be work-related.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email appears to be from a friend, colleague, boss, or known authority.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Previously, we asked about the specific email used for this training exercise. Now, the questions below ask more broadly about emails you typically receive at work.

What is your level of confidence in identifying an email as a phishing email because of the following?

	No confidence	Low confidence	Neither high nor low confidence	High confidence	Extremely high confidence
Spelling errors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grammar errors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inconsistencies within the email's message, sender's information, and/or attachments.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How likely or unlikely are you to look for the following when you are trying to decide if an email is a phish or not?

	Extremely unlikely	Unlikely	Neither likely nor unlikely	Likely	Extremely likely
Spelling errors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grammar errors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inconsistencies within the email's message, sender's information, and/or attachments.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



What is your job title?

Which job type listed below best fits your day-to-day responsibilities?

- Administrative support:** Provide general clerical and coordination support for the business aspects of the organization.
- Mission-based:** Central to the mission and goals of the organization.
- Facilities support in the field:** To provide protection, safety, maintenance, construction, repair or installation of facilities, grounds, infrastructure, equipment and/or vehicles.
- Facilities support in the office:** Plan, design, direct, or organize activities related to the protection, safety, maintenance, construction, repair or installation of facilities, grounds, infrastructure, equipment, and/or vehicles.
- Legal:** To ensure organizational legal and regulatory compliance and/or provide legal counsel.
- Management:** Provide directorial-level administrative decisions that affect the organization and envision, develop, and recommend higher-level managerial and administrative initiatives, programs, and policies.
- Organizational support:** Advise on, administer, or perform work that requires knowledge of both business and trade practices.
- Other (please specify)

Please provide any last thoughts, comments, or observations about phishing emails that you would like to share with us.

When a participant hovers over a response option, examples of the job type will be displayed:

- **Administrative support**-For example, timecard tracking, travel and expense report preparation, or meeting planning
- **Mission-based**-For example, an instructor, scientist, researcher, or salesperson
- **Facilities support in the field**-For example, security guard, janitorial staff or groundskeeper
- **Facilities support in the office**-For example, a facilities manager or security captain
- **Legal**-For example, general counsel
- **Management**-For example, Chief Executive Office, Director, or Department Chair
- **Organizational support**-For example, grants and contracts, employee relations finance