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**2019 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 49 JUNE 2019
TOPLINE
JUNE 3-17, 2019
TOTAL N=4,272**

ASK ALL:

[RANDOMIZE RESPONSES A-C, D ALWAYS LAST]

SOCMEDIAUSE Do you use any of the following social media sites?

	<u>Yes, use this</u>	<u>No, do not use this</u>	<u>No Answer</u>
a. Facebook June 3-17, 2019	74	25	*
b. Instagram June 3-17, 2019	39	60	1
c. Twitter June 3-17, 2019	23	75	2
d. Any other social media sites June 3-17, 2019	30	68	2

ASK IF SOCIAL MEDIA USER (YES TO ANY IN SOCMEDIAUSE) [N=3,578]:

ELECTFTGSNSINT Thinking about the posts and discussions you see on social media about politics and the 2020 election, which comes closer to your view?

[RANDOMIZE RESPONSES 1-2, 3 ALWAYS LAST]

<u>July 12-Aug 8 2016</u>	<u>June 3-17 2019</u>	
20	16	I like seeing lots of political posts and discussions on social media
37	45	I am worn-out by how many political posts and discussions I see on social media
41	38	I don't feel strongly about these posts one way or the other
2	1	No Answer

ASK IF FORM 1 SOCIAL MEDIA USER (YES TO ANY IN SOCMEDIAUSE) [N=1800]:

TALKDISASNSINT In your experience, when you talk about politics with people on social media who you DISagree with, do you generally find it to be...

[RANDOMIZE]

<u>July 12-Aug 8 2016</u>	<u>June 3-17 2019</u>	
35	28	Interesting and informative
59	67	Stressful and frustrating
6	5	No Answer

ASK IF FORM 2 SOCIAL MEDIA USER (YES TO ANY IN SOC MEDIAUSE) [N=1778]:

TALKCMNSNSINT In your experience, when you talk about politics with people on social media who you DISagree with, do you generally find that... **[RANDOMIZE]**

July 12-

Aug 8

2016

29

64

7

June 3-17

2019

26

67

7

You have more in common politically than you thought

You have less in common politically than you thought

No Answer

ASK ALL:

SECUR1

Compared with five years ago, do you feel your personal information is...

[REVERSE ORDER OF OPTIONS 1 AND 2 FOR HALF OF RESPONDENTS]

June 3-17,

2019

6

70

24

*

More secure

Less secure

About the same

No Answer

ASK FORM 1 [N=2,140]:

PRIVACYOPENa

In your own words, what does "privacy" mean to you?

[OPEN END RESPONSES NOT SHOWN]

ASK FORM 2 [N=2,132]:

PRIVACYOPENb

In your own words, what does "digital privacy" mean to you?

[OPEN END RESPONSES NOT SHOWN]

ASK ALL:

PRIVACYNEWS1

How closely, if at all, do you follow news about privacy issues?

June 3-17,

2019

11

46

33

10

*

Very closely

Somewhat closely

Not too closely

Not at all closely

No Answer

ASK ALL:

HOMEASSIST1

Do you have a voice-controlled smart speaker in your home, such as an Amazon Echo or a Google Home?

June 3-17,

2019

25

75

*

Yes

No

No Answer

ASK IF HAVE SMART SPEAKER (HOMEASSIST1=1) [N=1,067]:

HOMEASSIST2 How concerned are you, if at all, about how much data your smart speaker collects about you?

June 3-17,
2019
14 Very concerned
40 Somewhat concerned
36 Not too concerned
10 Not at all concerned
- No Answer

ASK IF HAVE SMART SPEAKER (HOMEASSIST1=1) [N=1,067]:

HOMEASSIST3 Do you ever say "please" when speaking to your smart speaker?

June 3-17,
2019
19 Yes, frequently
35 Yes, on occasion
46 No
* No Answer

ASK IF HAVE SMART SPEAKER (HOMEASSIST1=1) [N=1,067]:

HOMEASSIST4 How important is it that your smart speaker takes your personal interests and preferences into account when responding to your questions or commands?

June 3-17,
2019
18 Very important
38 Somewhat important
31 Not too important
12 Not important at all
1 No Answer

ASK IF FORM 1 SMART SPEAKER OWNER (HOMEASSIST1=1) [N=541]:

HOMEASSIST5a Would you like your smart speaker to do a better job of taking your interests and preferences into account in the future?

June 3-17,
2019
42 Yes
58 No
* No Answer

ASK IF FORM 2 SMART SPEAKER OWNER (HOMEASSIST1=1) [N=526]:

HOMEASSIST5b Would you like your smart speaker to do a better job of taking your interests and preferences into account in the future, even if that meant it would need to collect more personal information about you?

June 3-17,
2019
33 Yes
66 No
1 No Answer

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ASK ALL:

HOMEIOT

Do you have other connected items in your home that you can control from your phone, such as smart lighting or a connected thermostat or alarm system?

June 3-17,
2019

20	Yes
80	No
*	No Answer

ASK ALL:**[RANDOMIZE ORDER OF FITTRACK, LOYALTY, AND DNATEST]**

FITTRACK

Do you regularly wear a smart watch or a wearable fitness tracker?

June 3-17,
2019

21	Yes, wear this
78	No, do not wear this
*	No Answer

ASK ALL:

LOYALTY

Do you belong to any loyalty programs of a grocery store or a supermarket that you frequent?

June 3-17,
2019

65	Yes, belong to this
35	No, do not belong to this
*	No Answer

ASK ALL:

DNATEST

Have you ever used a mail-in DNA testing service from a company such as AncestryDNA or 23andMe?

June 3-17,
2019

16	Yes, have used this
84	No, have not used this
*	No Answer

ASK FORM 1 [N=2,140]:

[RANDOMIZE ORDER OF TRACKCO1a AND TRACKCO1b]

TRACKCO1a As far as you know, how much of what you do ONLINE or on your cellphone is being tracked by advertisers, technology firms or other companies?
[RANDOMIZE]

June 3-17,
2019

41	All or almost all of it
31	Most of it
19	Some of it
4	Very little of it
4	None of it
1	No Answer

ASK FORM 1 [N=2,140]:

TRACKCO1b As far as you know, how much of what you do OFFLINE – like where you are or who you are talking to – is being tracked by advertisers, technology firms or other companies? **[RANDOMIZE]**

June 3-17,
2019

12	All or almost all of it
19	Most of it
38	Some of it
20	Very little of it
11	None of it
*	No Answer

ASK FORM 1 [N=2,140]:

[RANDOMIZE ORDER OF CONCERNCO AND BENEFITCO]

CONCERNCO How concerned are you, if at all, about how companies are using the data they collect about you?

June 3-17,
2019

36	Very concerned
43	Somewhat concerned
17	Not too concerned
4	Not at all concerned
*	No Answer

ASK FORM 1 [N=2,140]:

BENEFITCO How much do you feel you personally benefit from the data that companies collect about you?

June 3-17,
2019

5	A great deal
23	Some
49	Very little
23	None
*	No Answer

ASK FORM 1 [N=2,140]:

CONTROLCO How much control do you think you have over the data that companies collect about you?

June 3-17,
2019

3	A great deal of control
15	Some control
51	Very little control
30	No control
*	No Answer

ASK FORM 1 [N=2,140]:

UNDERSTANDCO How much do you feel you understand what companies are doing with the data they collect about you?

June 3-17,
2019

6	A great deal
34	Some
48	Very little
11	Nothing
1	No Answer

ASK FORM 1 [N=2,140]:

POSNEGCO On balance, which would you say most accurately describes how you feel?
[RANDOMIZE]

June 3-17,
2019

17	The benefits I get from companies collecting data about me outweigh the potential risks
81	The potential risks of companies collecting data about me outweigh the benefits I get
2	No Answer

ASK FORM 1 [N=2,140]:

ANONYMOUS1CO Do you think it is possible to go about daily life today without having companies collect data about you?

June 3-17,
2019

38	Yes, it is possible
62	No, it is not possible
*	No Answer

ASK FORM 2 [N=2,132]:**[RANDOMIZE ORDER OF TRACKGOV1a AND TRACKGOV1b]**

TRACKGOV1a As far as you know, how much of what you do ONLINE or on your cellphone is being tracked by the government?

June 3-17,
2019

24	All or almost all of it
23	Most of it
30	Some of it
14	Very little of it
9	None of it
*	No answer

ASK FORM 2 [N=2,132]:

TRACKGOV1b As far as you know, how much of what you do OFFLINE – like where you are or who you are talking to – is being tracked by the government?

June 3-17,
2019

11	All or almost all of it
13	Most of it
33	Some of it
27	Very little of it
16	None of it
*	No answer

ASK FORM 2 [N=2,132]:**[RANDOMIZE ORDER OF CONCERNGOV AND BENEFITGOV]**

CONCERNGOV How concerned are you, if at all, about how the government is using the data it collects about you?

June 3-17,
2019

25	Very concerned
39	Somewhat concerned
26	Not too concerned
10	Not at all concerned
*	No Answer

ASK FORM 2 [N=2,132]:

BENEFITGOV How much do you feel you personally benefit from the data the government collects about you?

June 3-17,
2019

4	A great deal
19	Some
42	Very little
34	None
1	No Answer

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ASK FORM 2 [N=2,132]:

CONTROLGOV How much control do you think you have over the data the government collects about you?

June 3-17,
2019

4	A great deal of control
12	Some control
41	Very little control
43	No control
*	No Answer

ASK FORM 2 [N=2,132]:

UNDERSTANDGOV How much do you feel you understand what the government is doing with the data they collect about you?

June 3-17,
2019

4	A great deal
17	Some
53	Very little
25	Nothing
*	No Answer

ASK FORM 2 [N=2,132]:

POSNEGGOV On balance, which would you say most accurately describes how you feel?
[RANDOMIZE]

June 3-17,
2019

31	The benefits the government can provide by collecting data about me and others outweigh the potential risks
66	The potential risks of the government collecting data about me and others outweigh the benefits it can provide
4	No Answer

ASK FORM 2 [N=2,132]:

ANONYMOUS1GOV Do you think it is possible to go about daily life today without having the government collect data about you?

June 3-17,
2019

36	Yes, it is possible
63	No, it is not possible
1	No Answer

ASK ALL:

[RANDOMIZE ORDER OF QUESTIONS A-F]

CONCERNGRP

Now thinking about specific people or groups who might have access to your personal information... How concerned are you, if at all, about how much personal information the following people or groups might know about you?

	<u>Concerned a lot</u>	<u>Concerned a little</u>	<u>Not concerned</u>	<u>No Answer</u>
a. [FORM 1 [N=2,140]] Law enforcement agencies June 3-17, 2019	26	36	39	*
b. [FORM 1 [N=2,140]] Advertisers June 3-17, 2019	39	44	16	*
c. [FORM 1 AND EMPLOYED [N=1,313]] Your employer June 3-17, 2019	19	39	42	1
d. [FORM 2 [N=2,132]] The companies you buy things from June 3-17, 2019	30	50	20	*
e. [FORM 2 [N=2,132]] Your friends and family June 3-17, 2019	9	34	57	*
f. [FORM 2 AND SOCIAL MEDIA USER [N=1,778]] The social media sites you use June 3-17, 2019	40	46	14	*

ASK ALL:

[RANDOMIZE ORDER OF QUESTIONS A-F]

CONTROLGRP

Now thinking about specific types of information that different entities might want to know about you... How much control, if any, do you think you have over who can access the following types of information about you?

	<u>A lot of control</u>	<u>A little control</u>	<u>No control</u>	<u>No Answer</u>
a. [FORM 1 AND SOCIAL MEDIA USER [N=1,800]] Your posts and activities on social media June 3-17, 2019	16	50	35	*
b. [FORM 1 [N=2,140]] The search terms you use online June 3-17, 2019	9	39	48	*
c. [FORM 1 [N=2,140]] The purchases you've made, either online or in person June 3-17, 2019	12	43	45	*
d. [FORM 2 [N=2,132]] Your physical location June 3-17, 2019	18	54	28	1

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e.	[FORM 2 [N=2,132]] The websites you visit				
	June 3-17, 2019	10	44	41	*
f.	[FORM 2 [N=2,132]] The private conversations you've had online or using text messaging				
	June 3-17, 2019	13	49	37	*

ASK ALL:

PP1 How often are you asked to agree to the terms and conditions of a company's privacy policy?

June 3-17, 2019	
25	Almost daily
32	About once a week
24	About once a month
15	Less frequently
3	Never
*	No answer

ASK IF EVER ASKED TO AGREE TO PRIVACY POLICY (PP1=1-4) [N=4,170]:

PP2 When you are asked to agree to a company's privacy policy, how often do you read it before agreeing to it?

June 3-17, 2019	
9	Always
14	Often
39	Sometimes
37	Never
1	No answer

ASK IF READ PRIVACY POLICIES BEFORE AGREEING (PP2=1,2,3) [N=2,571]:

PP3 When you read a privacy policy, what do you typically do? **[REVERSE ORDER OF RESPONSE OPTIONS FOR ½ OF RESPONDENTS]**

June 3-17, 2019	
22	Read it all the way through
35	Read it part of the way through
43	Glance over it without reading it closely
*	No answer

ASK IF EVER READS PRIVACY POLICIES (PP2=1,2,3) [N=2,571]:

PP4 How much do you typically understand the privacy policies you read?

June 3-17, 2019	
13	A great deal
55	Some
29	Very little

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3 Not at all
* No Answer

ASK ALL:

[RANDOMIZE ORDER OF QUESTION A-E]

PP5

How confident are you, if at all, that companies will do the following things?

	<u>Very confident</u>	<u>Somewhat confident</u>	<u>Not too confident</u>	<u>Not confident at all</u>	<u>No Answer</u>
a. Follow what their privacy policies say they will do with your personal information June 3-17, 2019	5	37	40	17	1
b. Promptly notify you if your personal data has been misused or compromised June 3-17, 2019	5	30	41	24	1
c. Publicly admit mistakes and take responsibility when they misuse or compromise their users' personal data June 3-17, 2019	3	18	46	32	*
d. Use your personal information in ways you will feel comfortable with June 3-17, 2019	4	27	47	22	1
e. Be held accountable by the government if they misuse or compromise your data June 3-17, 2019	4	21	43	32	*

ASK ALL:

[RANDOMIZE ORDER OF QUESTIONS A-C]

PP6

How comfortable are you, if at all, with companies using your personal data in the following ways?

	<u>Very comfortable</u>	<u>Somewhat comfortable</u>	<u>Not too comfortable</u>	<u>Not comfortable at all</u>	<u>No Answer</u>
a. To help improve their fraud prevention systems June 3-17, 2019	10	47	29	13	1
b. Sharing it with outside groups doing research that might help improve society June 3-17, 2019	6	30	37	27	*

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- c. To help them develop
new products
June 3-17, 2019

8 42 31 18 *

ASK ALL:

PRIVACYREG

How much do you feel you understand the laws and regulations that are currently in place to protect your data privacy?

June 3-17,
2019

3 A great deal
33 Some
49 Very little
14 Not at all
* No Answer

ASK FORM 1 [N=2,140]:

GOVREGV1

How much government regulation of what companies can do with their customers' personal information do you think there should be?
[RANDOMIZE]

June 3-17,
2019

75 More regulation
8 Less regulation
16 About the same amount
1 No Answer

ASK FORM 2 [N=2,132]:

GOVREGV2

Which of the following do you think would be a more effective way to safeguard people's personal information? **[RANDOMIZE]**

June 3-17,
2019

55 Better tools for allowing people to control their personal information themselves
44 Stronger laws governing what companies can and cannot do with people's personal information
1 No Answer

ASK ALL

SHARE1

Have you recently decided NOT to use a product or service because you were worried about how much personal information would be collected about you?

June 3-17,
2019

52 Yes, have done this
48 No, have not done this
1 No Answer

ASK IF DECIDED NOT TO USE PRODUCT OVER PRIVACY CONCERNS (SHARE1= 1)**[N=2,249]:**

SHARE2

Can you describe a recent situation where you decided not to use a product or service over concerns about how much personal information would be collected? What was the product or service, and what did you find problematic?

[OPEN END RESPONSES NOT SHOWN]**[RANDOMIZE ORDER OF QUESTIONS KNOW1-KNOW10]**

Here's a different kind of question. (If you don't know the answer, select "Not sure.") As far as you know...

ASK ALL:

KNOW1

If a website uses cookies, it means that the site... **[RANDOMIZE OPTIONS 1-4]**

June 3-17,
2019

- 5 Can see the content of all the files on the device you are using
- 2 Is not a risk to infect your device with a computer virus
- 2 Will automatically prompt you to update your web browser software if it is out of date
- 63 Can track your visits and activity on the site {correct}
- 27 Not sure
- 1 No Answer

ASK ALL:

KNOW2

Which of the following is the largest source of revenue for most major social media platforms? ... **[RANDOMIZE OPTIONS 1-4]**

June 3-17,
2019

- 4 Exclusive licensing deals with internet service providers and cellphone manufacturers
- 59 Allowing companies to purchase advertisements on their platforms {correct}
- 2 Hosting conferences for social media influencers
- 2 Providing consulting services to corporate clients
- 32 Not sure
- 1 No Answer

ASK ALL:

KNOW3

When a website has a privacy policy, it means that the site... **[RANDOMIZE OPTIONS 1-4]**

June 3-17,
2019

- 48 Has created a contract between itself and its users about how it will use their data {correct}
- 17 Will not share its users' personal information with third parties
- 4 Adheres to federal guidelines about deceptive advertising practices
- 3 Does not retain any personally identifying information about its users
- 27 Not sure
- 1 No Answer

ASK ALL:

KNOW4

What does it mean when a website has "https://" at the beginning of its URL, as opposed to "http://" without the "s"? **[RANDOMIZE OPTIONS 1-4]**

June 3-17,
2019

- 30 Information entered into the site is encrypted {correct}
- 1 The content on the site is safe for children
- 2 The site is only accessible to people in certain countries
- 12 The site has been verified as trustworthy
- 53 Not sure
- 1 No Answer

ASK ALL:

KNOW5

Where might someone encounter a phishing scam? **[RANDOMIZE OPTIONS 1-4]**

June 3-17,
2019

- 12 In an email
- 2 On social media
- 1 In a text message
- 2 On a website
- 67 All of the above {correct}
- * None of the above
- 15 Not sure
- * No Answer

ASK ALL:

KNOW6

Which two companies listed below are both owned by Facebook? **[RANDOMIZE OPTIONS 1-4]**

June 3-17,
2019

- 11 Twitter and Instagram
- 8 Snapchat and WhatsApp
- 29 WhatsApp and Instagram {correct}
- 3 Twitter and Snapchat
- 49 Not sure
- * No Answer

ASK ALL:

KNOW7

The term "net neutrality" describes the principle that... **[RANDOMIZE OPTIONS 1-4]**

June 3-17,
2019

- 45 Internet service providers should treat all traffic on their networks equally {correct}
- 6 Social media platforms must give equal visibility to conservative and liberal points of view
- 2 Online advertisers cannot post ads for housing or jobs that are only visible to people of a certain race
- 4 The government cannot censor online speech

42 Not sure
1 No Answer

ASK ALL:
KNOW8

Many web browsers offer a feature known as "private browsing" or "incognito mode." If someone opens a webpage on their computer at work using incognito mode, which of the following groups will NOT be able to see their online activities? **[RANDOMIZE OPTIONS 1-4]**

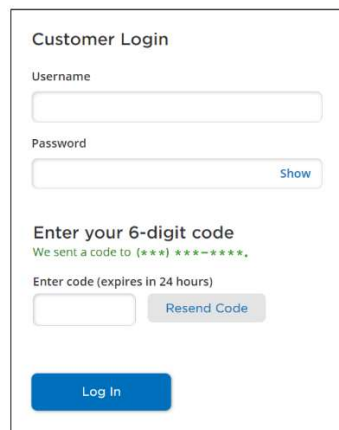
June 3-17,
2019

4 The group that runs their company's internal computer network
3 Their company's internet service provider
24 A coworker who uses the same computer {correct}
18 The websites they visit while in private browsing mode
49 Not sure
1 No Answer

ASK ALL:
KNOW9

Some websites and online services use a security process known as two-step or two-factor authentication. Which of the following images is an example of two-factor authentication? **[RANDOMIZE OPTIONS 1-4]**

June 3-17,
2019

A screenshot of a "Customer Login" form. It includes fields for "Username" and "Password" (with a "Show" button). Below these is a section for "Enter your 6-digit code" with a message "We sent a code to (***-***-****)." and a "Resend Code" button. At the bottom is a "Log In" button.

28 {correct}




3

4

Confirm your Security Image and Keyword

Username: [Not Me](#)

Security Image:



Keyword:

Enter Your Password

Password is case-sensitive

Please answer your security questions.

These questions help us verify your identity.

Who was your best childhood friend?

In which city did your mother and father meet?

5

Forgot your answers? [Send reset security info email to dxxx@mac.com](#)

42 All of the above

17 Not sure

* No Answer

ASK ALL:
KNOW10

Who is this technology leader? **[RANDOMIZE OPTIONS 1-4]**



June 3-17,
2019

15 Jack Dorsey, co-founder of Twitter {correct}
3 Sergey Brin, co-founder of Google
2 Elon Musk, co-founder of Tesla
3 Travis Kalanick, co-founder of Uber
77 Not sure
* No Answer

ASK ALL:

PWMAN

Do you use a password manager, such as LastPass or iCloud Keychain, to help keep track of your online passwords?

June 3-17,

2019

20

Yes

80

No

1

No Answer

ASK IF DO NOT USE PASSWORD MANAGER (PWMAN=2) [N=3,388]:

PWMAN2

What is the main reason you do not use a password manager? **[RANDOMIZE OPTIONS 1-7, keep 8 at bottom]**

June 3-17,

2019

20

Don't know what that is

7

My passwords are secure enough already

20

Just don't need it

2

They are too expensive

5

They are too complicated

29

Don't trust them

3

Don't think they would be effective

14

Some other reason

1

No Answer

ASK ALL:

SMARTPHONE

Do you have a smartphone?

June 3-17,

2019

89

Yes

11

No

*

No Answer

ASK IF SMARTPHONE OWNER (SMARTPHONE=1) [N=3,784]:

SMARTAPP

How do you typically update the apps on your smartphone? **[REVERSE ORDER FOR ½ OF RESPONDENTS]**

June 3-17,

2019

45

Set them to update automatically

18

Update them yourself as soon as you are notified a new version is available

31

Update them yourself whenever it's convenient

6

Never install app updates

*

No answer

ASK ALL:

PUBLICDATA

Today a wide range of information about people is searchable online. Do you think it is more important for people to have the ability to... **[RANDOMIZE 1 AND 2]**

June 3-17,
2019

23

Discover potentially useful information about others

74

Keep things about themselves that might be potentially damaging from being searchable online

3

No Answer

ASK FORM 1 [N=2,140]:

RTBF

Do you think that ALL Americans should have the right to have the following information about themselves removed from public online search results?

	<u>Yes, should be able to remove this from online searches</u>	<u>No, should not be able to remove this from online searches</u>	<u>No Answer</u>
a. Data collected by law enforcement, such as criminal records or mugshots June 3-17, 2019	39	59	2
b. Information about their employment history or work record June 3-17, 2019	67	31	1
c. Negative media coverage June 3-17, 2019	56	42	2
d. Potentially embarrassing photos or videos June 3-17, 2019	85	14	1

ASK FORM 2 [N=2,132]:

[RANDOMIZE AND RECORD ORDER OF QUESTIONS A-D]

RTD

Do you think that ALL Americans should have the right to have the following data about themselves be permanently deleted by the people or organizations who have that information?

	<u>Yes, should have the right to have this deleted</u>	<u>No, should not have the right to have this deleted</u>	<u>No Answer</u>
a. Data collected by law enforcement, such as criminal records or mugshots June 3-17, 2019	36	61	3
b. Potentially embarrassing photos or videos June 3-17, 2019	87	11	2

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c.	Medical data collected by a health provider			
	June 3-17, 2019	69	29	2
d.	Financial data collected by their tax preparer			
	June 3-17, 2019	79	19	2

ASK ALL:
PROFILE1

Today it is possible to take personal data about people from many different sources – such as their purchasing and credit histories, their online browsing or search behaviors, or their public voting records – and combine them together to create detailed profiles of people’s potential interests and characteristics. Companies and other organizations use these profiles to offer targeted advertisements or special deals, or to assess how risky people might be as customers.

Prior to today, how much had you heard or read about this concept?

June 3-17, 2019	
27	A lot
50	A little
22	Nothing at all
1	No Answer

ASK IF HAVE HEARD OF DATA PROFILES (PROFILE1=1-2) [N=3,361]:

PROFILE2 How many companies do you think use these types of profiles to help understand their customers?

June 3-17, 2019	
17	All of them
57	Most of them
18	Some of them
2	Only a few of them
4	Not sure
*	No Answer

ASK IF HAVE HEARD OF DATA PROFILES (PROFILE1=1-2) [N=3,361]:

PROFILE3 Do you ever see advertisements or solicitations that appear to be based on a profile that has been made of you using your personal data?

June 3-17, 2019	
49	Yes, frequently
34	Yes, on occasion
9	No
7	Not sure
*	No Answer

ASK IF EVER SEE ADS BASED ON PERSONAL DATA (PROFILE3=1,2) [N=2,816]:

PROFILE4 How much, if at all, do you understand what data about you is being used to create these advertisements?

June 3-17,
2019

14	A great deal
50	Somewhat
31	Not too much
4	Not at all
*	No Answer

ASK IF EVER SEE ADS BASED ON PERSONAL DATA (PROFILE3=1,2) [N=2,816]:

PROFILE5 In general, how well do these advertisements accurately reflect your actual interests and characteristics?

June 3-17,
2019

7	Very well
54	Somewhat well
33	Not too well
5	Not well at all
*	No Answer

ASK ALL:**[RANDOMIZE ORDER OF QUESTIONS A-F]**

DATAUSE Now thinking about other ways that private companies and government agencies might use data or information they collect about people...

In your opinion, do you think the following uses of data or information are acceptable or unacceptable?

	<u>Acceptable</u>	<u>Unacceptable</u>	<u>Not sure</u>	<u>No Answer</u>
a. [FORM 1 [N=2,140]] The government collecting data about all Americans to assess who might be a potential terrorist threat June 3-17, 2019	49	31	19	*
b. [FORM 1 [N=2,140]] Poorly performing schools sharing data about their students with a nonprofit group seeking to help improve educational outcomes June 3-17, 2019	49	27	24	*
c. [FORM 1 [N=2,140]] DNA testing companies sharing their customers' genetic data with law enforcement agencies in order to help solve crimes June 3-17, 2019	48	33	18	1

d. [FORM 2 [N=2,132]] Makers of a fitness tracking app sharing their users' data with medical researchers seeking to better understand the link between exercise and heart disease June 3-17, 2019	41	35	22	1
e. [FORM 2 [N=2,132]] A social media company monitoring its users' posts for signs of depression, so they can identify people who are at risk of self-harm and connect them to counseling services June 3-17, 2019	27	45	27	1
f. [FORM 2 [N=2,132]] Makers of smart speakers sharing audio recordings of their customers with law enforcement to help with criminal investigations June 3-17, 2019	25	49	25	1

ASK ALL:

FACE1

How much have you heard or read about the development of automated facial recognition technology that can identify someone based on a picture or video that includes their face?

June 3-17,
2019

25	A lot
61	A little
13	Nothing at all
*	No Answer

**ASK IF HAVE HEARD OF FACIAL RECOGNITION (FACE1=1,2) [N=3,722]:
[RANDOMIZE ORDER OF QUESTIONS A-C]**

FACE2

Based on what you know, how effective do you think facial recognition technology is at the following things?

	<u>Very effective</u>	<u>Somewhat effective</u>	<u>Not too effective</u>	<u>Not effective at all</u>	<u>No Answer</u>
a. Accurately identifying individual people June 3-17, 2019	24	61	12	1	1
b. Accurately assessing someone's gender June 3-17, 2019	18	54	22	4	1
c. Accurately assessing someone's race June 3-17, 2019	17	54	22	5	2

ASK IF HAVE HEARD OF FACIAL RECOGNITION (FACE1=1,2) [N=3,722]:
[RANDOMIZE ORDER OF QUESTIONS A-C]

FACE3 How much, if at all, do you trust the following groups to use facial recognition technology responsibly?

	<u>A great deal</u>	<u>Somewhat</u>	<u>Not too much</u>	<u>Not at all</u>	<u>No Answer</u>
a. Advertisers June 3-17, 2019	3	18	40	39	1
b. Technology companies June 3-17, 2019	6	35	35	23	1
c. Law enforcement agencies June 3-17, 2019	20	45	20	14	1

ASK IF HAVE HEARD OF FACIAL RECOGNITION (FACE1=1,2) [N=3,722]:
[RANDOMIZE ORDER OF QUESTIONS A-D]

FACE4 In your opinion, is it acceptable or unacceptable to use facial recognition technology in the following situations?

	<u>Acceptable</u>	<u>Unacceptable</u>	<u>Not sure</u>	<u>No Answer</u>
a. [FORM 1 [N=1,879]] Law enforcement agencies assessing potential security threats in public spaces June 3-17, 2019	68	17	15	*
b. [FORM 1 [N=1,879]] Companies automatically tracking the attendance of their employees June 3-17, 2019	35	47	18	*
c. [FORM 2 [N=1,843]] Advertisers seeing how people respond to public advertising displays June 3-17, 2019	18	63	18	1
d. [FORM 2 [N=1,843]] Apartment building landlords tracking who enters or leaves their buildings June 3-17, 2019	42	39	18	1

ASK ALL:

[RANDOMIZE ORDER OF QUESTIONS A-C]

DB1 In the last 12 months, have you had someone... **[RANDOMIZE]**

	<u>Yes</u>	<u>No</u>	<u>No Answer</u>
a. Put fraudulent charges on your debit or credit card June 3-17, 2019	21	78	1
b. Take over your social media or email account without your permission June 3-17, 2019	8	91	1
c. Attempt to open a line of credit or apply for a loan using your name June 3-17, 2019	6	93	1