

**2019 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 49 JUNE 2019
JUNE 3 – JUNE 17, 2019¹**

BASE: ASK ALL

Randomize and record order of questions a-c, item d always last

SOCMEDIAUSE [S]

Do you use any of the following social media sites?

- a. Facebook
 - 1 Yes, use this
 - 2 No, do not use this
- b. Instagram
 - 1 Yes, use this
 - 2 No, do not use this
- c. Twitter
 - 1 Yes, use this
 - 2 No, do not use this
- d. Any other social media sites
 - 1 Yes, use this
 - 2 No, do not use this

¹ Open-end responses are excluded from public datasets to protect the confidentiality of ATP panelists

Do you use any of the following social media sites?

Instagram

- ☐ Yes, use this
- ☐ No, do not use this

Twitter

- ☐ Yes, use this
- ☐ No, do not use this

Facebook

- ☐ Yes, use this
- ☐ No, do not use this

Any other social media sites

- ☐ Yes, use this
- ☐ No, do not use this

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Outlook 3:26 PM 100%

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Do you use any of the following social media sites?

Instagram

☐ Yes, use this

☐ No, do not use this

Twitter

☐ Yes, use this

☐ No, do not use this

Facebook

☐ Yes, use this

☐ No, do not use this

Any other social media sites

☐ Yes, use this

☐ No, do not use this

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BASE: Yes to at least one item in SOC MEDIAUSE (SNSUSER=1)

Randomize responses 1 and 2. Record order

ELECTFTGNSINT [S]

Thinking about the posts and discussions you see on social media about politics and the 2020 election, which comes closer to your view? **[RANDOMIZE 1 AND 2 WITH ITEM 3 LAST]**

- 1 I like seeing lots of political posts and discussions on social media
- 2 I am worn out by how many political posts and discussions I see on social media
- 3 I don't feel strongly about these posts one way or the other **[anchor]**

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

- ☐ I like seeing lots of political posts and discussions on social media
- ☐ I am worn out by how many political posts and discussions I see on social media
- ☐ I don't feel strongly about these posts one way or the other

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BASE: FORM=1 AND Yes to at least one item in SOC MEDIAUSE (SNSUSER=1)

Randomize responses and record order

TALKDISASNSINT [S]

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]**

- 1 Interesting and informative
- 2 Stressful and frustrating

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

- ☐ Interesting and informative
- ☐ Stressful and frustrating

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BASE: FORM=2 AND Yes to at least one item in SOC MEDIA USE (SNSUSER=1)
Randomize responses and record order

TALCMNSNSINT [S]

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

- 1 You have more in common politically than you thought
- 2 You have less in common politically than you thought

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

☐ You have more in common politically than you thought

☐ You have less in common politically than you thought

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BASE: ASK ALL
Randomize responses 1 and 2. Record order

SECUR1 [S]

On a different topic...

Compared with five years ago, do you feel your personal information is... **[REVERSE ORDER OF OPTIONS 1 AND 2 FOR HALF OF RESPONDENTS]**

- 1 More secure
- 2 Less secure
- 3 About the same **[anchor]**

On a different topic...

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

☐ More secure

☐ Less secure

☐ About the same

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BASE: FORM=1

PRIVACYOPENa

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

[OPEN END]

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

Previous Next

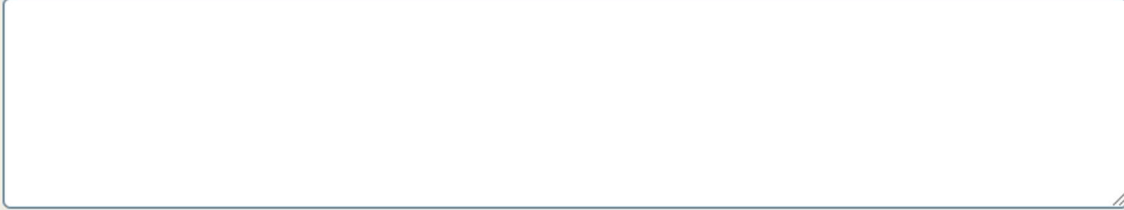
BASE: FORM=2

PRIVACYOPENb [T, allow as many characters as possible. Have box fill width of screen]

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

[OPEN END]

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

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BASE: ASK ALL

PRIVACYNEWS1 [S]

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

- 1 Very closely
- 2 Somewhat closely
- 3 Not too closely
- 4 Not at all closely

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

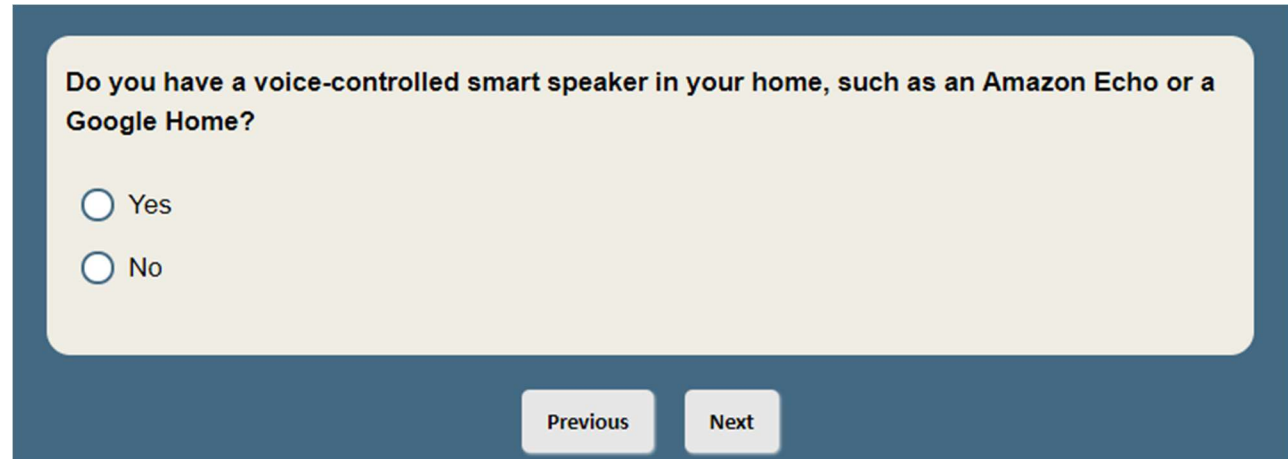
- ☐ Very closely
- ☐ Somewhat closely
- ☐ Not too closely
- ☐ Not at all closely

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BASE: ASK ALL**HOMEASSIST1 [S]**

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

- 1 Yes
- 2 No



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

☐ Yes

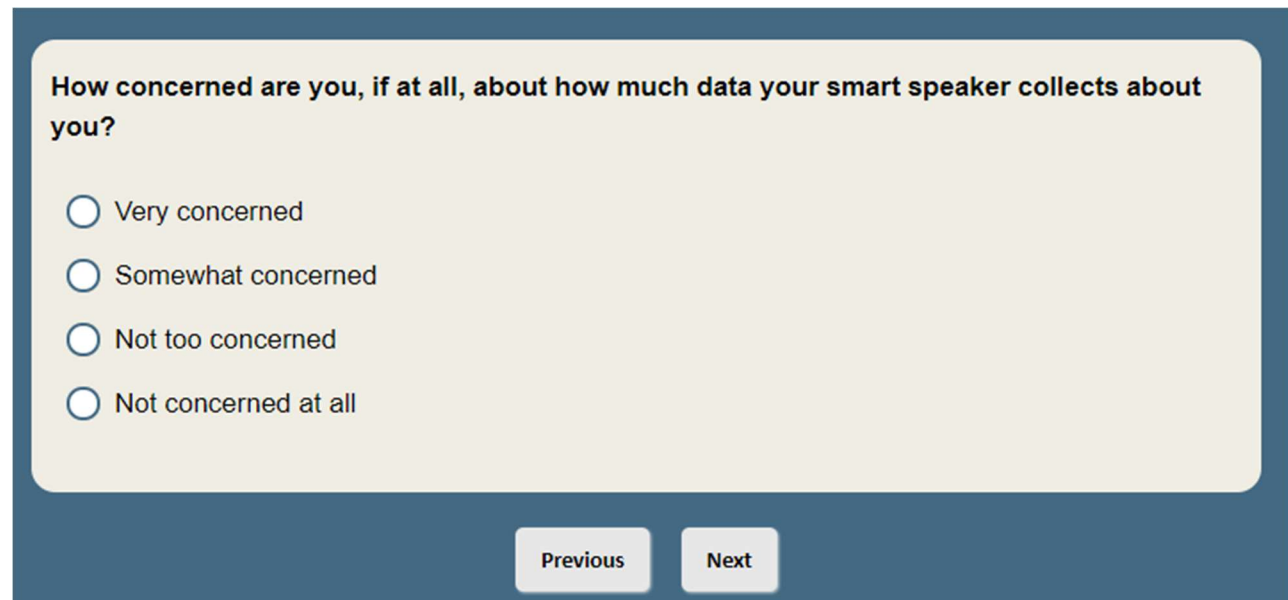
☐ No

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BASE: HOMEASSIST1=1**HOMEASSIST2 [S]**

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

- 1 Very concerned
- 2 Somewhat concerned
- 3 Not too concerned
- 4 Not concerned at all



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

☐ Very concerned

☐ Somewhat concerned

☐ Not too concerned

☐ Not concerned at all

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BASE: HOMEASSIST1=1

HOMEASSIST3 [S]

Do you ever say “please” when speaking to your smart speaker?

- 1 Yes, frequently
- 2 Yes, on occasion
- 3 No

The screenshot shows a survey question displayed on a tablet or smartphone screen. The question is "Do you ever say 'please' when speaking to your smart speaker?". There are three radio button options: "Yes, frequently", "Yes, on occasion", and "No". At the bottom of the screen, there are two buttons labeled "Previous" and "Next".

BASE: HOMEASSIST1=1

HOMEASSIST4 [S]

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

- 1 Very important
- 2 Somewhat important
- 3 Not too important
- 4 Not important at all

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

- ☐ Very important
- ☐ Somewhat important
- ☐ Not too important
- ☐ Not important at all

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BASE: FORM=1 AND HOMEASSIST1=1

HOMEASSIST5a [S]

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

- 1 Yes
- 2 No

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

- ☐ Yes
- ☐ No

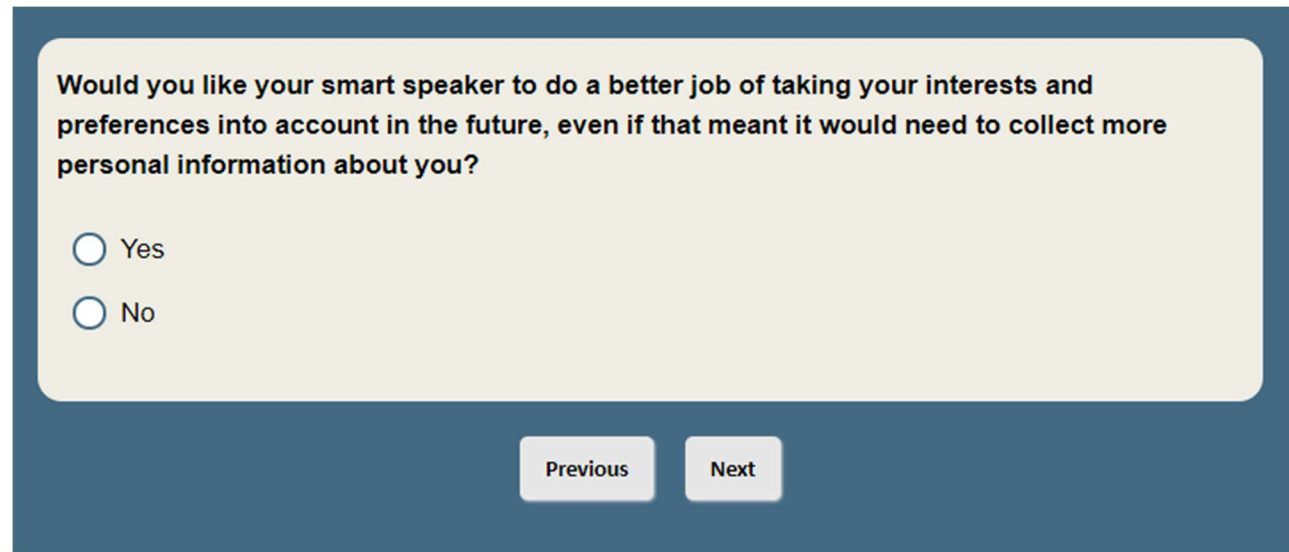
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BASE: FORM=2 AND HOMEASSIST1=1

HOMEASSIST5b [S]

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?

- 1 Yes
- 2 No



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?

☐ Yes

☐ No

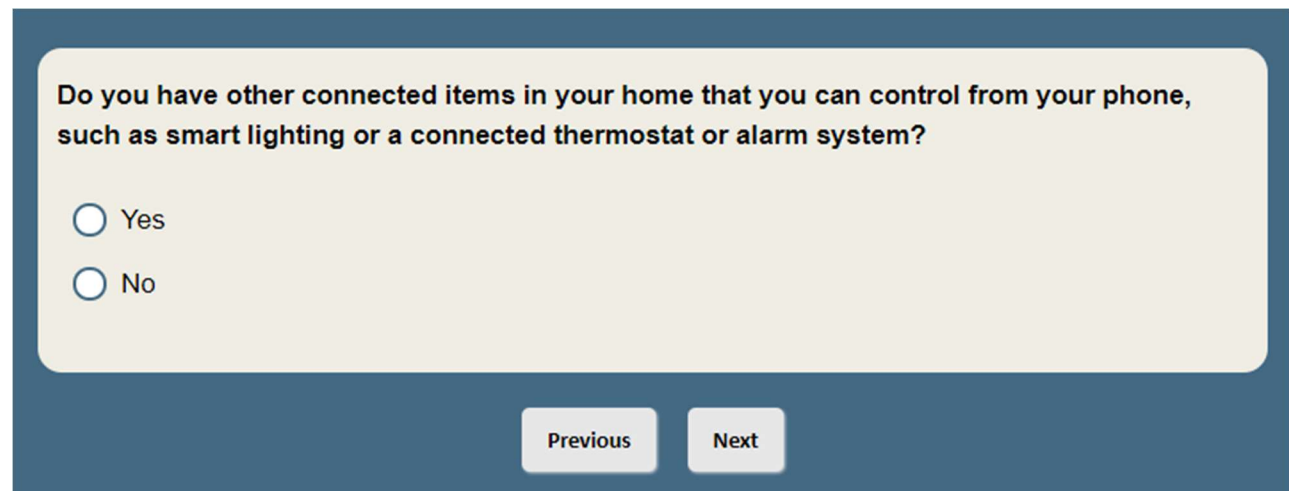
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BASE: ASK ALL

HOMEIOT [S]

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?

- 1 Yes
- 2 No



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?

☐ Yes

☐ No

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BASE: ASK ALL

Randomize and record order of FITTRACK, LOYALTY and DNATEST questions. Show all on same screen

FITTRACK [S]

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

- 1 Yes, wear this
- 2 No, do not wear this

LOYALTY [S]

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

- 1 Yes, belong to this
- 2 No, do not belong to this

DNATEST [S]

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

- 1 Yes, have used this
- 2 No, have not used this

The screenshot shows a survey interface with a light blue background. It contains three questions, each with two radio button options. The questions are: 'Have you ever used a mail-in DNA testing service from a company such as AncestryDNA or 23andMe?', 'Do you belong to any loyalty programs of a grocery store or a supermarket that you frequent?', and 'Do you regularly wear a smart watch or a wearable fitness tracker?'. At the bottom of the interface, there are two buttons labeled 'Previous' and 'Next'.

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

☐ Yes, have used this

☐ No, have not used this

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

☐ Yes, belong to this

☐ No, do not belong to this

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

☐ Yes, wear this

☐ No, do not wear this

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BASE: FORM=1

Randomize and record order of TRACKCO1a and TRACKCO1b questions. Show on same screen

TRACKCO1a [S]

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]**

- 1 All or almost all of it
- 2 Most of it
- 3 Some of it
- 4 Very little of it
- 5 None of it

TRACKCO1b [S]

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]**

- 1 All or almost all of it
- 2 Most of it
- 3 Some of it
- 4 Very little of it
- 5 None of it

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?

☐ All or almost all of it

☐ Most of it

☐ Some of it

☐ Very little of it

☐ None of it

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?

☐ All or almost all of it

☐ Most of it

☐ Some of it

☐ Very little of it

☐ None of it

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BASE: FORM=1

Randomize and record order of CONCERNCO and BENEFITCO questions. Show on same screen

CONCERNCO [S]

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

- 1 Very concerned
- 2 Somewhat concerned
- 3 Not too concerned
- 4 Not at all concerned

BENEFITCO [S]

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

- 1 A great deal
- 2 Some
- 3 Very little
- 4 None

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

- ☐ A great deal
- ☐ Some
- ☐ Very little
- ☐ None

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

- ☐ Very concerned
- ☐ Somewhat concerned
- ☐ Not too concerned
- ☐ Not at all concerned

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BASE: FORM=1

CONTROLCO [S]

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

- 1 A great deal of control
- 2 Some control
- 3 Very little control
- 4 No control

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

☐ A great deal of control

☐ Some control

☐ Very little control

☐ No control

Previous Next

This is a screenshot of a survey interface. It features a dark blue header bar with the question text. Below the header is a light beige rounded rectangle containing four radio button options. At the bottom of the beige area are two grey buttons labeled 'Previous' and 'Next'.

BASE: FORM=1

UNDERSTANDCO [S]

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

- 1 A great deal
- 2 Some
- 3 Very little
- 4 Nothing

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

☐ A great deal

☐ Some

☐ Very little

☐ Nothing

Previous Next

This is a screenshot of a survey interface. It features a dark blue header bar with the question text. Below the header is a light beige rounded rectangle containing four radio button options. At the bottom of the beige area are two grey buttons labeled 'Previous' and 'Next'.

BASE: FORM=1

Randomize responses and record order

POSNEGCO [S]

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

- 1 The benefits I get from companies collecting data about me outweigh the potential risks
- 2 The potential risks of companies collecting data about me outweigh the benefits I get

On balance, which would you say most accurately describes how you feel?

☐ The potential risks of companies collecting data about me outweigh the benefits I get

☐ The benefits I get from companies collecting data about me outweigh the potential risks

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BASE: FORM=1

ANONYMOUS1CO [S]

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

- 1 Yes, it is possible
- 2 No, it is not possible

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

☐ Yes, it is possible

☐ No, it is not possible

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BASE: FORM=2

Randomize and record order of TRACKGOV1a and TRACKGOV1b questions. Show on same screen

TRACKGOV1a [S]

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

- 1 All or almost all of it
- 2 Most of it
- 3 Some of it
- 4 Very little of it
- 5 None of it

TRACKGOV1b [S]

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?

- 1 All or almost all of it
- 2 Most of it
- 3 Some of it
- 4 Very little of it
- 5 None of it

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

☐ All or almost all of it

☐ Most of it

☐ Some of it

☐ Very little of it

☐ None of it

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?

☐ All or almost all of it

☐ Most of it

☐ Some of it

☐ Very little of it

☐ None of it

Previous Next

BASE: FORM=2

Randomize and record order of CONCERNGOV and BENEFITGOV questions. Show on same screen

CONCERNGOV [S]

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

- 1 Very concerned
- 2 Somewhat concerned
- 3 Not too concerned
- 4 Not at all concerned

BENEFITGOV [S]

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

- 1 A great deal
- 2 Some
- 3 Very little
- 4 None

The screenshot displays a survey interface with a dark blue header and footer. The main content area has a light beige background. The first question, "How much do you feel you personally benefit from the data the government collects about you?", is followed by four radio button options: "A great deal", "Some", "Very little", and "None". The second question, "How concerned are you, if at all, about how the government is using the data it collects about you?", is followed by four radio button options: "Very concerned", "Somewhat concerned", "Not too concerned", and "Not at all concerned". At the bottom of the interface, there are two buttons labeled "Previous" and "Next".

BASE: FORM=2

CONTROLGOV [S]

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

- 1 A great deal of control
- 2 Some control
- 3 Very little control
- 4 No control

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

☐ A great deal of control

☐ Some control

☐ Very little control

☐ No control

Previous Next

BASE: FORM=2

UNDERSTANDGOV [S]

How much do you feel you understand what the government is doing with the data it collects about you?

- 1 A great deal
- 2 Some
- 3 Very little
- 4 Nothing

How much do you feel you understand what the government is doing with the data it collects about you?

☐ A great deal

☐ Some

☐ Very little

☐ Nothing

Previous Next

BASE: FORM=2

Randomize responses and record order

POSNEGGGOV [S]

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

- 1 The benefits the government can provide by collecting data about me and others outweigh the potential risks
- 2 The potential risks of the government collecting data about me and others outweigh the benefits it can provide

On balance, which would you say most accurately describes how you feel?

☐ The potential risks of the government collecting data about me and others outweigh the benefits it can provide

☐ The benefits the government can provide by collecting data about me and others outweigh the potential risks

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BASE: FORM=2

ANONYMOUS1GOV [S]

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

- 1 Yes, it is possible
- 2 No, it is not possible

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

☐ Yes, it is possible

☐ No, it is not possible

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BASE: ASK ALL

Randomize and record order of questions a-f

CONCERNGRP [S]

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?

- a. **[FORM=1]** Law enforcement agencies
 - 1 Concerned a lot
 - 2 Concerned a little
 - 3 Not concerned
- b. **[FORM=1]** Advertisers
 - 1 Concerned a lot
 - 2 Concerned a little
 - 3 Not concerned
- c. **[FORM=1 AND EMPLOYED]** Your employer
 - 1 Concerned a lot
 - 2 Concerned a little
 - 3 Not concerned
- d. **[FORM=2]** The companies you buy things from
 - 1 Concerned a lot
 - 2 Concerned a little
 - 3 Not concerned
- e. **[FORM=2]** Your friends and family
 - 1 Concerned a lot
 - 2 Concerned a little
 - 3 Not concerned
- f. **[FORM=2 AND (SNSUSER=1)]** The social media sites you use
 - 1 Concerned a lot
 - 2 Concerned a little
 - 3 Not concerned

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?

Law enforcement agencies

- ☐ Concerned a lot
- ☐ Concerned a little
- ☐ Not concerned

Your employer

- ☐ Concerned a lot
- ☐ Concerned a little
- ☐ Not concerned

Advertisers

- ☐ Concerned a lot
- ☐ Concerned a little
- ☐ Not concerned

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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?

The companies you buy things from

- ☐ Concerned a lot
- ☐ Concerned a little
- ☐ Not concerned

The social media sites you use

- ☐ Concerned a lot
- ☐ Concerned a little
- ☐ Not concerned

Your friends and family

- ☐ Concerned a lot
- ☐ Concerned a little
- ☐ Not concerned

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Outlook 3:28 PM 100%

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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?

Your employer

☐ Concerned a lot

☐ Concerned a little

☐ Not concerned

Law enforcement agencies

☐ Concerned a lot

☐ Concerned a little

☐ Not concerned

Advertisers

☐ Concerned a lot

☐ Concerned a little

☐ Not concerned

Previous Next

BASE: ASK ALL

Randomize and record order of questions a-f

CONTROLGRP [S]

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?

a. **[FORM=1 AND (SNSUSER=1)]** Your posts and activities on social media

- 1 A lot of control
- 2 A little control
- 3 No control

- b. **[FORM=1]** The search terms you use online
- 1 A lot of control
 - 2 A little control
 - 3 No control
- c. **[FORM=1]** The purchases you've made, either online or in person
- 1 A lot of control
 - 2 A little control
 - 3 No control
- d. **[FORM=2]** Your physical location
- 1 A lot of control
 - 2 A little control
 - 3 No control
- e. **[FORM=2]** The websites you visit
- 1 A lot of control
 - 2 A little control
 - 3 No control
- f. **[FORM=2]** The private conversations you've had online or using text messaging
- 1 A lot of control
 - 2 A little control
 - 3 No control

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?

The purchases you've made, either online or in person

- ☐ A lot of control
- ☐ A little control
- ☐ No control

Your posts and activities on social media

- ☐ A lot of control
- ☐ A little control
- ☐ No control

The search terms you use online

- ☐ A lot of control
- ☐ A little control
- ☐ No control

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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?

The websites you visit

- ☐ A lot of control
- ☐ A little control
- ☐ No control

The private conversations you've had online or using text messaging

- ☐ A lot of control
- ☐ A little control
- ☐ No control

Your physical location

- ☐ A lot of control
- ☐ A little control
- ☐ No control

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Outlook 3:28 PM 100%

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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?

The purchases you've made, either online or in person

☐ A lot of control

☐ A little control

☐ No control

The search terms you use online

☐ A lot of control

☐ A little control

☐ No control

Your posts and activities on social media

☐ A lot of control

☐ A little control

☐ No control

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BASE: ASK ALL

PP1 [S]

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

- 1 Almost daily
- 2 About once a week
- 3 About once a month
- 4 Less frequently
- 5 Never

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

- ☐ Almost daily
- ☐ About once a week
- ☐ About once a month
- ☐ Less frequently
- ☐ Never

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BASE: PP1=1-4

PP2 [S]

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

- 1 Always
- 2 Often
- 3 Sometimes
- 4 Never

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

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Never

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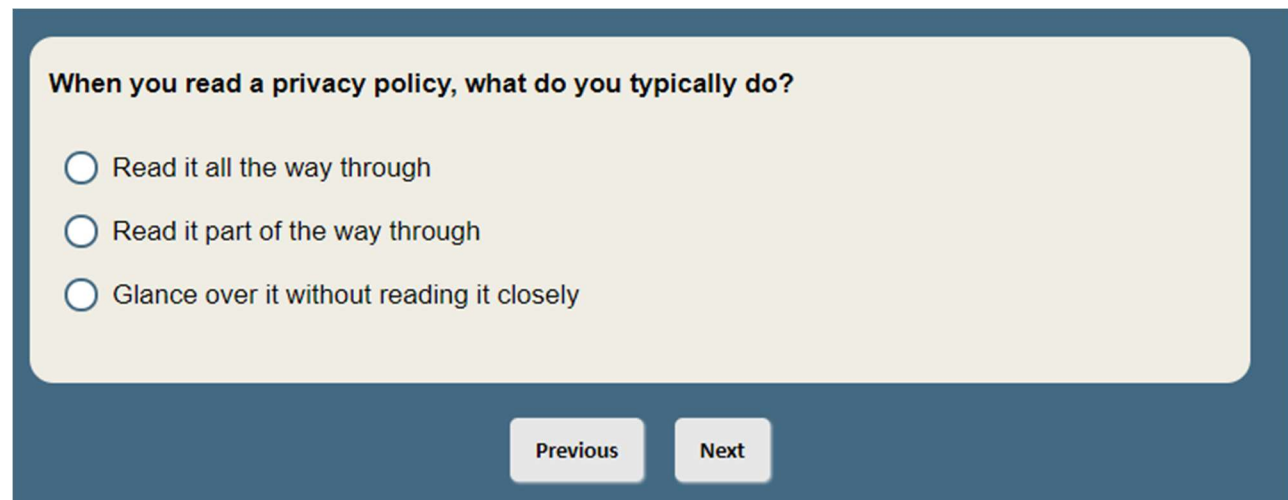
BASE: PP2=1,2,3

Randomize responses order and show as 1-3 or 3-1. Record order shown

PP3 [S]

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

- 1 Read it all the way through
- 2 Read it part of the way through
- 3 Glance over it without reading it closely



When you read a privacy policy, what do you typically do?

☐ Read it all the way through

☐ Read it part of the way through

☐ Glance over it without reading it closely

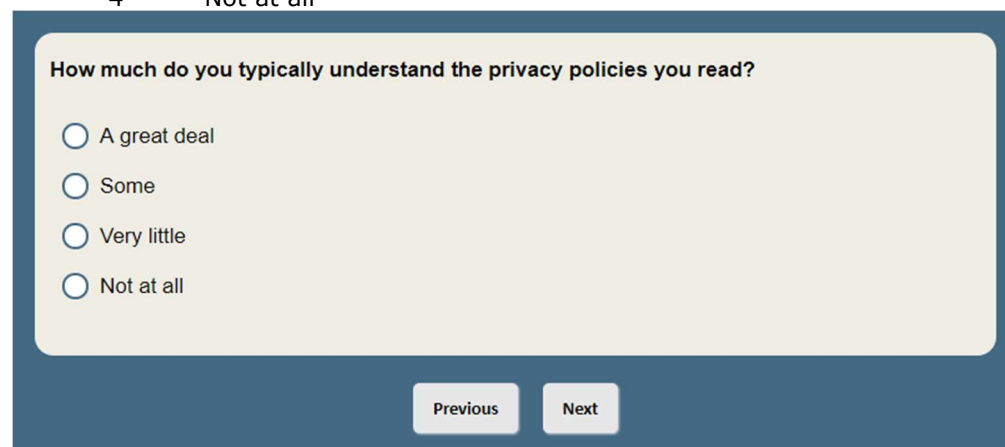
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BASE: PP2=1,2,3

PP4 [S]

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

- 1 A great deal
- 2 Some
- 3 Very little
- 4 Not at all



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

☐ A great deal

☐ Some

☐ Very little

☐ Not at all

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BASE: ASK ALL

Randomize and record order of questions a thru e

PP5 [S]

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

- a. Follow what their privacy policies say they will do with your personal information
 - 1 Very confident
 - 2 Somewhat confident
 - 3 Not too confident
 - 4 Not confident at all
- b. Promptly notify you if your personal data has been misused or compromised
 - 1 Very confident
 - 2 Somewhat confident
 - 3 Not too confident
 - 4 Not confident at all
- c. Publicly admit mistakes and take responsibility when they misuse or compromise their users' personal data
 - 1 Very confident
 - 2 Somewhat confident
 - 3 Not too confident
 - 4 Not confident at all
- d. Use your personal information in ways you will feel comfortable with
 - 1 Very confident
 - 2 Somewhat confident
 - 3 Not too confident
 - 4 Not confident at all
- e. Be held accountable by the government if they misuse or compromise your data
 - 1 Very confident
 - 2 Somewhat confident
 - 3 Not too confident
 - 4 Not confident at all

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

Follow what their privacy policies say they will do with your personal information

- ☐ Very confident
- ☐ Somewhat confident
- ☐ Not too confident
- ☐ Not confident at all

Promptly notify you if your personal data has been misused or compromised

- ☐ Very confident
- ☐ Somewhat confident
- ☐ Not too confident
- ☐ Not confident at all

Publicly admit mistakes and take responsibility when they misuse or compromise their users' personal data

- ☐ Very confident
- ☐ Somewhat confident
- ☐ Not too confident
- ☐ Not confident at all

Be held accountable by the government if they misuse or compromise your data

- ☐ Very confident
- ☐ Somewhat confident
- ☐ Not too confident
- ☐ Not confident at all

Use your personal information in ways you will feel comfortable with

- ☐ Very confident
- ☐ Somewhat confident
- ☐ Not too confident
- ☐ Not confident at all

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Outlook 3:28 PM 100%

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

Use your personal information in ways you will feel comfortable with

☐ Very confident

☐ Somewhat confident

☐ Not too confident

☐ Not confident at all

Promptly notify you if your personal data has been misused or compromised

☐ Very confident

☐ Somewhat confident

☐ Not too confident

☐ Not confident at all

Follow what their privacy policies say they will do with your personal information

☐ Very confident

☐ Somewhat confident

☐ Not too confident

☐ Not confident at all

Publicly admit mistakes and take responsibility when they misuse or compromise their users' personal data

☐ Very confident

☐ Somewhat confident

☐ Not too confident

☐ Not confident at all

Be held accountable by the government if they misuse or compromise your data

☐ Very confident

☐ Somewhat confident

☐ Not too confident

☐ Not confident at all

BASE: ASK ALL

Randomize and record order of questions a thru c

PP6 [S]

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

a. To help improve their fraud prevention systems

- 1 Very comfortable
- 2 Somewhat comfortable
- 3 Not too comfortable
- 4 Not comfortable at all

b. Sharing it with outside groups doing research that might help improve society

- 1 Very comfortable
- 2 Somewhat comfortable
- 3 Not too comfortable
- 4 Not comfortable at all

c. To help them develop new products

- 1 Very comfortable
- 2 Somewhat comfortable
- 3 Not too comfortable
- 4 Not comfortable at all

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

To help improve their fraud prevention systems

- ☐ Very comfortable
- ☐ Somewhat comfortable
- ☐ Not too comfortable
- ☐ Not comfortable at all

Sharing it with outside groups doing research that might help improve society

- ☐ Very comfortable
- ☐ Somewhat comfortable
- ☐ Not too comfortable
- ☐ Not comfortable at all

To help them develop new products

- ☐ Very comfortable
- ☐ Somewhat comfortable
- ☐ Not too comfortable
- ☐ Not comfortable at all

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Outlook 3:29 PM 100%

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

To help improve their fraud prevention systems

☐ Very comfortable

☐ Somewhat comfortable

☐ Not too comfortable

☐ Not comfortable at all

To help them develop new products

☐ Very comfortable

☐ Somewhat comfortable

☐ Not too comfortable

☐ Not comfortable at all

Sharing it with outside groups doing research that might help improve society

☐ Very comfortable

☐ Somewhat comfortable

☐ Not too comfortable

☐ Not comfortable at all

BASE: ASK ALL

PRIVACYREG [S]

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

- 1 A great deal
- 2 Some
- 3 Very little
- 4 Not at all

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

- ☐ A great deal
- ☐ Some
- ☐ Very little
- ☐ Not at all

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BASE: FORM=1

Randomize and record response options

GOVREGV1 [S]

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

- 1 More regulation
- 2 Less regulation
- 3 About the same amount **[ANCHOR]**

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

- ☐ Less regulation
- ☐ More regulation
- ☐ About the same amount

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BASE: FORM=2

Randomize responses and record order

GOVREGV2 [S]

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

- 1 Better tools for allowing people to control their personal information themselves
- 2 Stronger laws governing what companies can and cannot do with people's personal information

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

☐ Better tools for allowing people to control their personal information themselves

☐ Stronger laws governing what companies can and cannot do with people's personal information

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BASE: 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?

- 1 Yes, have done this
- 2 No, have not done this

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?

☐ Yes, have done this

☐ No, have not done this

[Previous](#) [Next](#)

BASE: SHARE1=1

SHARE2 [T, allow as many characters as possible. Have box fill width of screen]

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]

Randomize and record order of questions KNOW1-KNOW10. Show the display intro on the first question only

[DISPLAY ON FIRST QUESTION IN KNOW1-KNOW10 SERIES]

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

BASE: ASK ALL

Randomize responses 1-4 and record order

KNOW1 [S]

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

- 1 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
- 3 Will automatically prompt you to update your web browser software if it is out of date
- 4 Can track your visits and activity on the site {correct}

[SPACE]

- 5 Not sure **[ANCHOR]**

If a website uses cookies, it means that the site...

- ☐ Can see the content of all the files on the device you are using
- ☐ Will automatically prompt you to update your web browser software if it is out of date
- ☐ Can track your visits and activity on the site
- ☐ Is not a risk to infect your device with a computer virus
- ☐ Not sure

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BASE: ASK ALL

Randomize responses 1-4 and record order

KNOW2 [S]

Which of the following is the largest source of revenue for most major social media platforms?

[RANDOMIZE OPTIONS 1-4]

- 1 Exclusive licensing deals with internet service providers and cellphone manufacturers
- 2 Allowing companies to purchase advertisements on their platforms {correct}
- 3 Hosting conferences for social media influencers
- 4 Providing consulting services to corporate clients

[SPACE]

- 5 Not sure **[ANCHOR]**

Which of the following is the largest source of revenue for most major social media platforms?

- ☐ Allowing companies to purchase advertisements on their platforms
- ☐ Hosting conferences for social media influencers
- ☐ Exclusive licensing deals with internet service providers and cellphone manufacturers
- ☐ Providing consulting services to corporate clients
- ☐ Not sure

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BASE: ASK ALL

Randomize responses 1-4 and record order

KNOW3 [S]

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

- 1 Has created a contract between itself and its users about how it will use their data
{correct}
- 2 Will not share its users' personal information with third parties
- 3 Adheres to federal guidelines about deceptive advertising practices
- 4 Does not retain any personally identifying information about its users
- [SPACE]**
- 5 Not sure **[ANCHOR]**

When a website has a privacy policy, it means that the site...

- ☐ Has created a contract between itself and its users about how it will use their data
- ☐ Does not retain any personally identifying information about its users
- ☐ Adheres to federal guidelines about deceptive advertising practices
- ☐ Will not share its users' personal information with third parties
- ☐ Not sure

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BASE: ASK ALL

Randomize responses 1-4 and record order

KNOW4 [S]

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]**

- 1 Information entered into the site is encrypted **{correct}**
- 2 The content on the site is safe for children
- 3 The site is only accessible to people in certain countries
- 4 The site has been verified as trustworthy

[SPACE]

- 5 Not sure **[ANCHOR]**

What does it mean when a website has “https://” at the beginning of its URL, as opposed to “http://” without the “s”?

- ☐ The site has been verified as trustworthy
- ☐ The site is only accessible to people in certain countries
- ☐ The content on the site is safe for children
- ☐ Information entered into the site is encrypted
- ☐ Not sure

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BASE: ASK ALL

Randomize responses 1-4 and record order

KNOW5 [S]

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

- 1 In an email
- 2 On social media
- 3 In a text message
- 4 On a website

[SPACE]

5 All of the above **[ANCHOR]** {correct}

6 None of the above **[ANCHOR]**

[SPACE]

7 Not sure **[ANCHOR]**

Where might someone encounter a phishing scam?

- ☐ On social media
- ☐ On a website
- ☐ In a text message
- ☐ In an email
- ☐ All of the above
- ☐ None of the above
- ☐ Not sure

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BASE: ASK ALL

Randomize responses 1-4 and record order

KNOW6 [S]

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

- 1 Twitter and Instagram
- 2 Snapchat and WhatsApp
- 3 WhatsApp and Instagram {correct}
- 4 Twitter and Snapchat

[SPACE]

- 5 Not sure **[ANCHOR]**

Which two companies listed below are both owned by Facebook?

- ☐ Snapchat and WhatsApp
- ☐ Twitter and Snapchat
- ☐ WhatsApp and Instagram
- ☐ Twitter and Instagram
- ☐ Not sure

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BASE: ASK ALL

Randomize responses 1-4 and record order

KNOW7 [S]

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

- 1 Internet service providers should treat all traffic on their networks equally {correct}
 - 2 Social media platforms must give equal visibility to conservative and liberal points of view
 - 3 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
- [SPACE]**
- 5 Not sure **[ANCHOR]**

The term “net neutrality” describes the principle that...

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

Previous Next

BASE: ASK ALL

Randomize responses 1-4 and record order

KNOW8 [S]

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]**

- 1 The group that runs their company’s internal computer network
- 2 Their company’s internet service provider
- 3 A coworker who uses the same computer {correct}
- 4 The websites they visit while in private browsing mode

[SPACE]

- 5 Not sure **[ANCHOR]**

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?

- ☐ The group that runs their company’s internal computer network
- ☐ Their company’s internet service provider
- ☐ The websites they visit while in private browsing mode
- ☐ A coworker who uses the same computer
- ☐ Not sure

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BASE: ASK ALL

Randomize responses 1-4 and record order

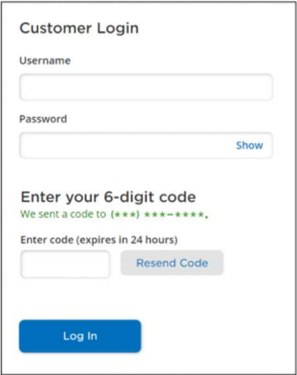
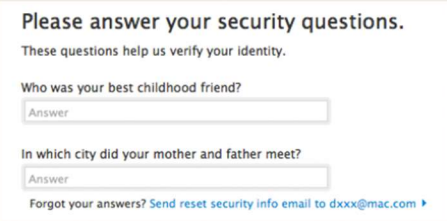

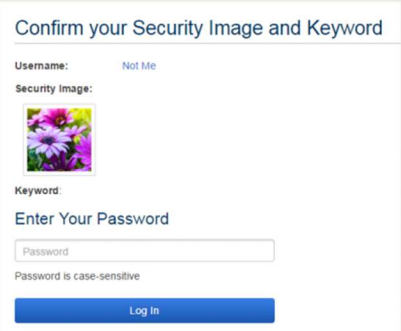
KNOW9 [S]

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]**

- 1 **Insert KNOW9 Item 1 (correct answer).png [do not include this wording:**Picture of 2-step code **{correct}]**
- 2 **Insert KNOW9 Item 2(captcha).png [do not include this wording:**Picture of captcha]
- 3 **Insert KNOW9 Item 3 (security image).png [do not include this wording:**Picture of security image]
- 4 **Insert KNOW9 Item 4 (multiple security questions).png [do not include this wording:**Picture of “favorite sport + mother’s maiden name” security question] **[SPACE]**
- 5 All of the above **[ANCHOR]**
- [SPACE]**
- 6 Not sure **[ANCHOR]**

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

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?

- ☐  A screenshot of a "Customer Login" form. It has fields for "Username" and "Password" (with a "Show" button). Below these is a section titled "Enter your 6-digit code" with a message "We sent a code to (***). ***-****". There is a field for the code, a "Resend Code" button, and a "Log In" button at the bottom.
- ☐  A screenshot of a security verification page titled "Please answer your security questions." It says "These questions help us verify your identity." and asks two questions: "Who was your best childhood friend?" and "In which city did your mother and father meet?". Each question has an "Answer" field. At the bottom, it says "Forgot your answers? Send reset security info email to dxxx@mac.com".
- ☐  A screenshot of a reCAPTCHA challenge. It shows the words "morning" and "overlooks" in a stylized font. Below them is a text input field with the prompt "Type the two words:". To the right of the input field are icons for a refresh button, a volume icon, and a help icon. The reCAPTCHA logo is also present with the text "stop spam. read books."
- ☐  A screenshot of a security verification page titled "Confirm your Security Image and Keyword". It shows a "Username" field with a "Not Me" link. Below it is a "Security Image" field showing a picture of purple flowers. Then there is a "Keyword" field and a "Password" field with the prompt "Enter Your Password". A note says "Password is case-sensitive". There is a "Log In" button at the bottom.
- ☐ All of the above
- ☐ Not sure

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BASE: ASK ALL

Randomize responses 1-4 and record order


KNOW10 [S]

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

[insert KNOW10.jpg]

- 1 Jack Dorsey, co-founder of Twitter **{correct}**
 - 2 Sergey Brin, co-founder of Google
 - 3 Elon Musk, co-founder of Tesla
 - 4 Travis Kalanick, co-founder of Uber
- [SPACE]**
- 5 Not sure **[ANCHOR]**

Who is this technology leader?



☐ Sergey Brin, co-founder of Google

☐ Elon Musk, co-founder of Tesla

☐ Jack Dorsey, co-founder of Twitter

☐ Travis Kalanick, co-founder of Uber

☐ Not sure

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BASE: ASK ALL

PWMAN [S]

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

- 1 Yes
- 2 No

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

☐ Yes

☐ No

Previous Next

BASE: PWMAN=2

Randomize responses 1-7 and record order

PWMAN2 [S]

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

- 1 Don't know what that is
- 2 My passwords are secure enough already
- 3 Just don't need it
- 4 They are too expensive
- 5 They are too complicated
- 6 Don't trust them
- 7 Don't think they would be effective
- 8 Some other reason **[anchor]**

What is the main reason you do not use a password manager?

- ☐ Don't know what that is
- ☐ They are too expensive
- ☐ Just don't need it
- ☐ They are too complicated
- ☐ Don't think they would be effective
- ☐ My passwords are secure enough already
- ☐ Don't trust them
- ☐ Some other reason

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BASE: ASK ALL

SMARTPHONE [S]

Do you have a smartphone?

- 1 Yes
- 2 No

Do you have a smartphone?

- ☐ Yes
- ☐ No

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BASE: SMARTPHONE=1

Randomize in order 1-4 or 4-1. Record order shown

SMARTAPP [S]

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

- 1 Set them to update automatically
- 2 Update them yourself as soon as you are notified a new version is available
- 3 Update them yourself whenever it's convenient
- 4 Never install app updates

The screenshot shows a survey question: "How do you typically update the apps on your smartphone?". Below the question are four radio button options: "Set them to update automatically", "Update them yourself as soon as you are notified a new version is available", "Update them yourself whenever it's convenient", and "Never install app updates". At the bottom of the survey area are two buttons: "Previous" and "Next".

BASE: ASK ALL

Randomize responses and record order

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]**

- 1 Discover potentially useful information about others
- 2 Keep things about themselves that might be potentially damaging from being searchable online

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...

☐ Discover potentially useful information about others

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

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BASE: FORM=1

Randomize and record order of questions a-d

RTBF [S]

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

- a. Data collected by law enforcement, such as criminal records or mugshots
 - 1 Yes, should be able to remove this from online searches
 - 2 No, should not be able to remove this from online searches
- b. Information about their employment history or work record
 - 1 Yes, should be able to remove this from online searches
 - 2 No, should not be able to remove this from online searches
- c. Negative media coverage
 - 1 Yes, should be able to remove this from online searches
 - 2 No, should not be able to remove this from online searches
- d. Potentially embarrassing photos or videos
 - 1 Yes, should be able to remove this from online searches
 - 2 No, should not be able to remove this from online searches

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

Negative media coverage

- ☐ Yes, should be able to remove this from online searches
- ☐ No, should not be able to remove this from online searches

Potentially embarrassing photos or videos

- ☐ Yes, should be able to remove this from online searches
- ☐ No, should not be able to remove this from online searches

Information about their employment history or work record

- ☐ Yes, should be able to remove this from online searches
- ☐ No, should not be able to remove this from online searches

Data collected by law enforcement, such as criminal records or mugshots

- ☐ Yes, should be able to remove this from online searches
- ☐ No, should not be able to remove this from online searches

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Outlook 3:30 PM 100%

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

Negative media coverage

☐ Yes, should be able to remove this from online searches

☐ No, should not be able to remove this from online searches

Information about their employment history or work record

☐ Yes, should be able to remove this from online searches

☐ No, should not be able to remove this from online searches

Data collected by law enforcement, such as criminal records or mugshots

☐ Yes, should be able to remove this from online searches

☐ No, should not be able to remove this from online searches

Potentially embarrassing photos or videos

☐ Yes, should be able to remove this from online searches

☐ No, should not be able to remove this from online searches

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BASE: FORM=2

Randomize and record order of questions a-d

RTD [S]

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?

- a. Data collected by law enforcement, such as criminal records or mugshots
 - 1 Yes, should have the right to have this deleted
 - 2 No, should not have the right to have this deleted

- b. Potentially embarrassing photos or videos
 - 1 Yes, should have the right to have this deleted
 - 2 No, should not have the right to have this deleted
- c. Medical data collected by a health provider
 - 1 Yes, should have the right to have this deleted
 - 2 No, should not have the right to have this deleted
- d. Financial data collected by their tax preparer
 - 1 Yes, should have the right to have this deleted
 - 2 No, should not have the right to have this deleted

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?

Data collected by law enforcement, such as criminal records or mugshots

- ☐ Yes, should have the right to have this deleted
- ☐ No, should not have the right to have this deleted

Medical data collected by a health provider

- ☐ Yes, should have the right to have this deleted
- ☐ No, should not have the right to have this deleted

Financial data collected by their tax preparer

- ☐ Yes, should have the right to have this deleted
- ☐ No, should not have the right to have this deleted

Potentially embarrassing photos or videos

- ☐ Yes, should have the right to have this deleted
- ☐ No, should not have the right to have this deleted

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Outlook 3:41 PM 100%

surveys.ipsosay.com

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?

Data collected by law enforcement, such as criminal records or mugshots

☐ Yes, should have the right to have this deleted

☐ No, should not have the right to have this deleted

Potentially embarrassing photos or videos

☐ Yes, should have the right to have this deleted

☐ No, should not have the right to have this deleted

Medical data collected by a health provider

☐ Yes, should have the right to have this deleted

☐ No, should not have the right to have this deleted

Financial data collected by their tax preparer

☐ Yes, should have the right to have this deleted

☐ No, should not have the right to have this deleted

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BASE: ASK ALL
PROFILE1 [S]

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?

- 1 A lot
- 2 A little
- 3 Nothing at all

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?

- ☐ A lot
- ☐ A little
- ☐ Nothing at all

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BASE: ASK IF PROFILE1=1-2

PROFILE2 [S]

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

- 1 All of them
- 2 Most of them
- 3 Some of them
- 4 Only a few of them

[SPACE]

- 5 Not sure

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

☐ All of them

☐ Most of them

☐ Some of them

☐ Only a few of them

☐ Not sure

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BASE: ASK IF PROFILE1=1-2

PROFILE3 [S]

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?

- 1 Yes, frequently
- 2 Yes, on occasion
- 3 No
- [SPACE]**
- 4 Not sure

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?

- ☐ Yes, frequently
- ☐ Yes, on occasion
- ☐ No
- ☐ Not sure

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BASE: ASK IF PROFILE3=1,2

PROFILE4 [S]

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

- 1 A great deal
- 2 Somewhat
- 3 Not too much
- 4 Not at all

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

- ☐ A great deal
- ☐ Somewhat
- ☐ Not too much
- ☐ Not at all

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BASE: ASK IF PROFILE3=1,2

PROFILES [S]

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

- 1 Very well
- 2 Somewhat well
- 3 Not too well
- 4 Not well at all

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

☐ Very well

☐ Somewhat well

☐ Not too well

☐ Not well at all

Previous Next

BASE: ASK ALL

Randomize and record 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?

- a. **[FORM=1]** The government collecting data about all Americans to assess who might be a potential terrorist threat
 - 1 Acceptable
 - 2 Unacceptable
 - 3 Not sure
- b. **[FORM=1]** Poorly performing schools sharing data about their students with a nonprofit group seeking to help improve educational outcomes
 - 1 Acceptable
 - 2 Unacceptable
 - 3 Not sure

- c. **[FORM=1]** DNA testing companies sharing their customers' genetic data with law enforcement agencies in order to help solve crimes
- 1 Acceptable
 - 2 Unacceptable
 - 3 Not sure
- d. **[FORM=2]** Makers of a fitness tracking app sharing their users' data with medical researchers seeking to better understand the link between exercise and heart disease
- 1 Acceptable
 - 2 Unacceptable
 - 3 Not sure
- e. **[FORM=2]** 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
- 1 Acceptable
 - 2 Unacceptable
 - 3 Not sure
- f. **[FORM=2]** Makers of smart speakers sharing audio recordings of their customers with law enforcement to help with criminal investigations
- 1 Acceptable
 - 2 Unacceptable
 - 3 Not sure

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?

The government collecting data about all Americans to assess who might be a potential terrorist threat

- ☐ Acceptable
- ☐ Unacceptable
- ☐ Not sure

Poorly performing schools sharing data about their students with a nonprofit group seeking to help improve educational outcomes

- ☐ Acceptable
- ☐ Unacceptable
- ☐ Not sure

DNA testing companies sharing their customers' genetic data with law enforcement agencies in order to help solve crimes

- ☐ Acceptable
- ☐ Unacceptable
- ☐ Not sure

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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?

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

- ☐ Acceptable
- ☐ Unacceptable
- ☐ Not sure

Makers of smart speakers sharing audio recordings of their customers with law enforcement to help with criminal investigations

- ☐ Acceptable
- ☐ Unacceptable
- ☐ Not sure

Makers of a fitness tracking app sharing their users' data with medical researchers seeking to better understand the link between exercise and heart disease

- ☐ Acceptable
- ☐ Unacceptable
- ☐ Not sure

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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?

The government collecting data about all Americans to assess who might be a potential terrorist threat

☐ Acceptable

☐ Unacceptable

☐ Not sure

DNA testing companies sharing their customers' genetic data with law enforcement agencies in order to help solve crimes

☐ Acceptable

☐ Unacceptable

☐ Not sure

Poorly performing schools sharing data about their students with a nonprofit group seeking to help improve educational outcomes

☐ Acceptable

☐ Unacceptable

☐ Not sure

BASE: ASK ALL

FACE1 [S]

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?

- 1 A lot
- 2 A little
- 3 Nothing at all

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?

- ☐ A lot
- ☐ A little
- ☐ Nothing at all

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BASE: FACE1=1,2

Randomize and record order of questions a-c

FACE2 [S]

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

- a. Accurately identifying individual people
 - 1 Very effective
 - 2 Somewhat effective
 - 3 Not too effective
 - 4 Not effective at all
- b. Accurately assessing someone's gender
 - 1 Very effective
 - 2 Somewhat effective
 - 3 Not too effective
 - 4 Not effective at all
- c. Accurately assessing someone's race
 - 1 Very effective
 - 2 Somewhat effective
 - 3 Not too effective
 - 4 Not effective at all

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

Accurately assessing someone's race

- ☐ Very effective
- ☐ Somewhat effective
- ☐ Not too effective
- ☐ Not effective at all

Accurately assessing someone's gender

- ☐ Very effective
- ☐ Somewhat effective
- ☐ Not too effective
- ☐ Not effective at all

Accurately identifying individual people

- ☐ Very effective
- ☐ Somewhat effective
- ☐ Not too effective
- ☐ Not effective at all

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

Accurately assessing someone's race

☐ Very effective

☐ Somewhat effective

☐ Not too effective

☐ Not effective at all

Accurately assessing someone's gender

☐ Very effective

☐ Somewhat effective

☐ Not too effective

☐ Not effective at all

Accurately identifying individual people

☐ Very effective

☐ Somewhat effective

☐ Not too effective

☐ Not effective at all

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BASE: FACE1=1,2

Randomize and record order of questions a-c

FACE3 [S]

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

- a. Advertisers
- 1 A great deal
- 2 Somewhat
- 3 Not too much
- 4 Not at all

b. Technology companies

- 1 A great deal
- 2 Somewhat
- 3 Not too much
- 4 Not at all

c. Law enforcement agencies

- 1 A great deal
- 2 Somewhat
- 3 Not too much
- 4 Not at all

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

Law enforcement agencies

- ☐ A great deal
- ☐ Somewhat
- ☐ Not too much
- ☐ Not at all

Advertisers

- ☐ A great deal
- ☐ Somewhat
- ☐ Not too much
- ☐ Not at all

Technology companies

- ☐ A great deal
- ☐ Somewhat
- ☐ Not too much
- ☐ Not at all

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

Advertisers

☐ A great deal

☐ Somewhat

☐ Not too much

☐ Not at all

Technology companies

☐ A great deal

☐ Somewhat

☐ Not too much

☐ Not at all

Law enforcement agencies

☐ A great deal

☐ Somewhat

☐ Not too much

☐ Not at all

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BASE: FACE1=1,2

Randomize and record order of questions a-d

FACE4 [S]

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

- a. **[FORM=1]** Law enforcement agencies assessing potential security threats in public spaces
- 1 Acceptable
- 2 Unacceptable
- 3 Not sure

- b. **[FORM=1]** Companies automatically tracking the attendance of their employees
- 1 Acceptable
 - 2 Unacceptable
 - 3 Not sure
- c. **[FORM=2]** Advertisers seeing how people respond to public advertising displays
- 1 Acceptable
 - 2 Unacceptable
 - 3 Not sure
- d. **[FORM=2]** Apartment building landlords tracking who enters or leaves their buildings
- 1 Acceptable
 - 2 Unacceptable
 - 3 Not sure

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

Companies automatically tracking the attendance of their employees

- ☐ Acceptable
- ☐ Unacceptable
- ☐ Not sure

Law enforcement agencies assessing potential security threats in public spaces

- ☐ Acceptable
- ☐ Unacceptable
- ☐ Not sure

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

Advertisers seeing how people respond to public advertising displays

- ☐ Acceptable
- ☐ Unacceptable
- ☐ Not sure

Apartment building landlords tracking who enters or leaves their buildings

- ☐ Acceptable
- ☐ Unacceptable
- ☐ Not sure

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

Companies automatically tracking the attendance of their employees

- ☐ Acceptable
- ☐ Unacceptable
- ☐ Not sure

Law enforcement agencies assessing potential security threats in public spaces

- ☐ Acceptable
- ☐ Unacceptable
- ☐ Not sure

BASE: ASK ALL

Randomize and record order of questions a-c

DB1

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

- a. Put fraudulent charges on your debit or credit card
 - 1 Yes
 - 2 No
- b. Take over your social media or email account without your permission
 - 1 Yes
 - 2 No
- c. Attempt to open a line of credit or apply for a loan using your name
 - 1 Yes
 - 2 No

The screenshot shows a survey interface with a dark blue header and footer. The main content area is a light beige rounded rectangle. It contains the following text and options:

In the last 12 months, have you had someone...

Take over your social media or email account without your permission

☐ Yes

☐ No

Put fraudulent charges on your debit or credit card

☐ Yes

☐ No

Attempt to open a line of credit or apply for a loan using your name

☐ Yes

☐ No

At the bottom of the beige area are two buttons: "Previous" and "Next".

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Place B...

In the last 12 months, have you had someone...

Attempt to open a line of credit or apply for a loan using your name

☐ Yes

☐ No

Take over your social media or email account without your permission

☐ Yes

☐ No

Put fraudulent charges on your debit or credit card

☐ Yes

☐ No

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