Topline questionnaire

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

THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. OTHER QUESTIONS ON THIS SURVEY HAVE EITHER BEEN PREVIOUSLY RELEASED OR HELD FOR FUTURE RELEASE.

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 More secure
70 Less secure
24 About the same
* No Answer

ASK FORM 1 [N=2,140]:
PRIVACYOPENa In your own words, what does “privacy” mean to you?

June 3-17, 2019
28 Other people and organizations not being able to access their possessions or private life
26 Control over information, possessions, self; deciding what’s accessible to others
15 Themselves, their personal information and possessions, the desire to keep things to themselves
4 Having their information sold, third party involvement
3 General security references, i.e. “secure,” “guarded,” “protective”
2 Tracking, surveillance, monitoring, spying
2 Privacy is a myth/means nothing/doesn’t exist
2 Crime, hacking, fraud, any threats of illicit activity
2 Threat from the government regarding themselves, possessions or private life
1 Personal information is only accessible with the person’s knowledge or consent
* Spam, unwanted calls or solicitations
4 Other
17 Did not answer

ASK FORM 2 [N=2,132]:
PRIVACYOPENb In your own words, what does “digital privacy” mean to you?

June 3-17, 2019
Themselves, their personal information and possessions, the desire to keep things to themselves
Control over information, possessions, self; deciding what’s accessible to others
Other people and organizations not being able to access their possessions or private life
Privacy is a myth/means nothing/doesn’t exist
Having their information sold, third party involvement
Crime, hacking, fraud, any threats of illicit activity
General security references, i.e. "secure," "guarded," "protective"
Company measures, how websites/companies should secure data, terms of service, privacy settings
Personal information is only accessible with the person’s knowledge or consent
Threat from the government regarding themselves, possessions or private life
Other
Did not answer

Threat from the government regarding themselves, possessions or private life

ASK ALL:
PRIVACYNEWS1 How closely, if at all, do you follow news about privacy issues?

June 3-17, 2019

11 Very closely
46 Somewhat closely
33 Not too closely
10 Not at all closely
* No Answer

ASK FORM 1 [N=2,140]:
[РАNDOMATIC 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 control

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
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?

<table>
<thead>
<tr>
<th>Concerned a lot</th>
<th>Concerned a little</th>
<th>Not concerned</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. <strong>[FORM 1 [N=2,140]]</strong> Law enforcement agencies</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 3-17, 2019</td>
<td>26</td>
<td>36</td>
<td>39</td>
</tr>
</tbody>
</table>

| 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?

<table>
<thead>
<tr>
<th>A lot of control</th>
<th>A little control</th>
<th>No control</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. <strong>[FORM 1 AND SOCIAL MEDIA USER [N=1,800]]</strong> Your posts and activities on social media</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>June 3-17, 2019</td>
<td>16</td>
<td>50</td>
<td>35</td>
</tr>
</tbody>
</table>

| 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: Almost daily
   - 54: About once a week
   - 28: About once a month
   - 1: Less frequently

e. [FORM 2 [N=2,132]] The websites you visit
   June 3-17, 2019
   - 10: Always
   - 44: Often
   - 41: Sometimes
   - *: Never

f. [FORM 2 [N=2,132]] The private conversations you've had online or using text messaging
   June 3-17, 2019
   - 13: Read it all the way through
   - 49: Read it part of the way through
   - 37: Glance over it without reading it closely
   - *: No answer

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?

www.pewresearch.org
### ASK ALL: [RANDOMIZE ORDER OF QUESTION A-E]

PP5 How confident are you, if at all, that companies will do the following things?

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

### 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?

<table>
<thead>
<tr>
<th></th>
<th>Very comfortable</th>
<th>Somewhat comfortable</th>
<th>Not too comfortable</th>
<th>Not comfortable at all</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>a.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c.</td>
<td></td>
<td></td>
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</tbody>
</table>

www.pewresearch.org
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 *

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:
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

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Very well</td>
<td>Somewhat well</td>
<td>Not too well</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>54</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>33</td>
<td></td>
<td></td>
<td></td>
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<td>5</td>
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<tr>
<td>*</td>
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<td></td>
</tr>
</tbody>
</table>

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?

<table>
<thead>
<tr>
<th></th>
<th>Acceptable</th>
<th>Unacceptable</th>
<th>Not sure</th>
<th>No Answer</th>
</tr>
</thead>
</table>
| 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:
[RANDOMIZE ORDER OF QUESTIONS A-C]

DB1 In the last 12 months, have you had someone...

<table>
<thead>
<tr>
<th>a. Put fraudulent charges on your debit or credit card</th>
<th>Yes</th>
<th>No</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 3-17, 2019 21</td>
<td>78</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>b. Take over your social media or email account without your permission</th>
<th>Yes</th>
<th>No</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 3-17, 2019 8</td>
<td>91</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>c. Attempt to open a line of credit or apply for a loan using your name</th>
<th>Yes</th>
<th>No</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 3-17, 2019 6</td>
<td>93</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>