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]:

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 RESPONSE, CODED ANSWERS ShOWN BELOW]

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21 Websites
15 Must share general personal information
11 Electronics
10 Social media
10 DNA, financial, health care services
9 Service is untrustworthy
8 Surveillance
6 Access to device
4 Payment security
4 Third-party involvement
3 Contests/sweepstakes/surveys/quizzes
3 Spam/robocalls, etc.
1 Games
1 Free downloads/trials/samples/prizes
* Cookies
9 Other
32 Refused