

Topline

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

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