

## Topline Questionnaire

PEW RESEARCH CENTER  
PRIVACY PANEL SURVEY #4 TOPLINE  
JANUARY 27-FEBRUARY 16, 2015  
TOTAL N=461 ADULTS, AGES 18 AND OLDER  
SURVEY CONDUCTED ONLINE

**MARGIN OF ERROR FOR ALL ADULTS IS +/- 5.8 PERCENTAGE POINTS**

Sometimes people are willing to share some personal information in exchange for certain benefits. For each of the following scenarios, please indicate whether or not you would be willing to share information about yourself in exchange for getting something you might need or enjoy...

**PROGRAMMING NOTE: RANDOMIZE Q2A-Q2G SETS]**

**AMONG ALL ADULTS [N=461]**

Q2a. A grocery store has offered you a free loyalty card that will save you money on your purchases. In exchange, the store will keep track of your shopping habits and sell this data to third parties. Would this scenario be acceptable to you, or not?

47 Yes

32 No

20 It depends

1 Refused

**52 NET No/Depends**

**AMONG ALL ADULTS [N=461]**

Q2b. A new health information website is being used by your doctor's office to help manage patient records. Your participation would allow you to have access to your own health records and make scheduling appointments easier. If you choose to participate, you will be allowing your doctor's office to upload your health records to the website and the doctor promises it is a secure site. Would this scenario be acceptable to you, or not?

- 52 Yes
- 26 No
- 20 It depends
- 1 Refused

**46 NET No/Depends**

**AMONG ALL ADULTS [N=461]**

Q2c. A new social media platform is being used by your former high school to help manage communications about a class reunion. You can find out the basic information about the reunion over email, but your participation on the social media site would reconnect you with old friends and allow you to communicate more easily with those who are attending. If you choose to participate, you will be creating a profile using your real name and sharing a photo of yourself. Your access to the service is free, but your activity on the site would be used by the site to deliver advertisements it hopes will be appealing to you. Would this scenario be acceptable to you, or not?

- 33 Yes
- 51 No
- 15 It depends
- 1 Refused

**66 NET No/Depends**

**QUESTION 2D – NOT REPORTED**

**AMONG ALL ADULTS [N=461]**

Q2E. YOUR INSURANCE COMPANY IS OFFERING A DISCOUNT TO YOU IF YOU AGREE TO PLACE A DEVICE IN YOUR CAR THAT ALLOWS MONITORING OF YOUR DRIVING SPEED AND LOCATION. AFTER THE COMPANY COLLECTS DATA ABOUT YOUR DRIVING HABITS, IT MAY OFFER YOU FURTHER DISCOUNTS TO REWARD YOU FOR SAFE DRIVING. WOULD THIS SCENARIO BE ACCEPTABLE TO YOU, OR NOT?

37 Yes

45 No

16 It depends

1 Refused

**62 NET No/Depends**

**AMONG ALL ADULTS [N=461]**

Q2F. SEVERAL CO-WORKERS OF YOURS HAVE RECENTLY HAD PERSONAL BELONGINGS STOLEN FROM YOUR WORKPLACE, AND THE COMPANY IS PLANNING TO INSTALL HIGH-RESOLUTION SECURITY CAMERAS THAT USE FACIAL RECOGNITION TECHNOLOGY TO HELP IDENTIFY THE THIEVES AND MAKE THE WORKPLACE MORE SECURE. THE FOOTAGE WOULD STAY ON FILE AS LONG AS THE COMPANY WISHES TO RETAIN IT, AND COULD BE USED TO TRACK VARIOUS MEASURES OF EMPLOYEE ATTENDANCE AND PERFORMANCE. WOULD THIS SCENARIO BE ACCEPTABLE TO YOU, OR NOT?

54 Yes

24 No

21 It depends

1 Refused

**45 NET No/Depends**

**AMONG ALL ADULTS [N=461]**

Q2G. A NEW TECHNOLOGY COMPANY HAS CREATED AN INEXPENSIVE THERMOSTAT SENSOR FOR YOUR HOUSE THAT WOULD LEARN ABOUT YOUR TEMPERATURE ZONE AND MOVEMENTS AROUND THE HOUSE AND POTENTIALLY SAVE YOU ON YOUR ENERGY BILL. IT IS PROGRAMMABLE REMOTELY IN RETURN FOR SHARING DATA ABOUT SOME OF THE BASIC ACTIVITIES THAT TAKE PLACE IN YOUR HOUSE LIKE WHEN PEOPLE ARE THERE AND WHEN THEY MOVE FROM ROOM TO ROOM. WOULD THIS SCENARIO BE ACCEPTABLE TO YOU, OR NOT?

27	Yes
55	No
17	It depends
1	Refused
<b>72</b>	<b>NET No/Depends</b>

**[SHOW Q3A-D ON THE SAME PAGE; SP]****[RANDOMIZE ORDER OF ITEM A-D INSERTS]****AMONG ALL ADULTS [N=461]**

Q3 In the course of making decisions about what personal information to share with various companies, at any point in the last **month** have you felt any of the following things?

First at any point, have you felt...

	Yes	No	Refused
a. Discouraged with the amount of effort needed to understand what would be done with your data	35	61	5

Next at any point, have you felt... ..

b. Confused by the information provided in a privacy policy	38	59	3
---	----	----	---

Next at any point, have you felt... ..

c. Confident that you understood what would be done with your data	50	47	3
--	----	----	---

Next at any point, have you felt... ..

d. Impatient because you wanted to learn more but needed to make a decision right away	29	68	3
--	----	----	---