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

17	Themselves, their personal information and possessions, the desire to keep things to themselves
14	Control over information, possessions, self; deciding what's accessible to others
13	Other people and organizations not being able to access their possessions or private life
9	Privacy is a myth/means nothing/doesn't exist
6	Having their information sold, third party involvement
5	Crime, hacking, fraud, any threats of illicit activity
4	General security references, i.e. "secure," "guarded," "protective"
3	Tracking, surveillance, monitoring, spying
2	Company measures, how websites/companies should secure data, terms of service, privacy settings
2	Personal information is only accessible with the person's knowledge or consent
1	Threat from the government regarding themselves, possessions or private life
4	Other
31	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]:
[RANDOMIZE 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 Answer

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?

	Concerned a lot	Concerned a little	Not concerned	No Answer
a. **[FORM 1 [N=2,140]]** Law enforcement agencies June 3-17, 2019	26	36	39	*
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?

	A lot of control	A little control	No control	No Answer
a. **[FORM 1 AND SOCIAL MEDIA USER [N=1,800]]** Your posts and activities on social media June 3-17, 2019	16	50	35	*
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   54   28   1

e. **[FORM 2 [N=2,132]]** The
websites you visit
    June 3-17, 2019   10   44   41   *

f. **[FORM 2 [N=2,132]]** The private
conversations you've had online or
using text messaging
    June 3-17, 2019   13   49   37   *

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?

June 3-17, 2019	
13	A great deal
55	Some
29	Very little
3	Not at all
*	No Answer

ASK ALL:
[RANDOMIZE ORDER OF QUESTION A-E]
PP5   How confident are you, if at all, that companies will do the following things?

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

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?

	Very comfortable	Somewhat comfortable	Not too comfortable	Not comfortable at all	No Answer

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
   7   Very well
   54   Somewhat well
   33   Not too well
   5   Not well at all
   *   No Answer

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?

	Acceptable	Unacceptable	Not sure	No Answer
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… **[RANDOMIZE]**

	Yes	No	No Answer
a. Put fraudulent charges on your debit or credit card			
June 3-17, 2019	21	78	1
b. Take over your social media or email account without your permission			
June 3-17, 2019	8	91	1
c. Attempt to open a line of credit or apply for a loan using your name			
June 3-17, 2019	6	93	1