



Internet Association



Survey On Data Privacy

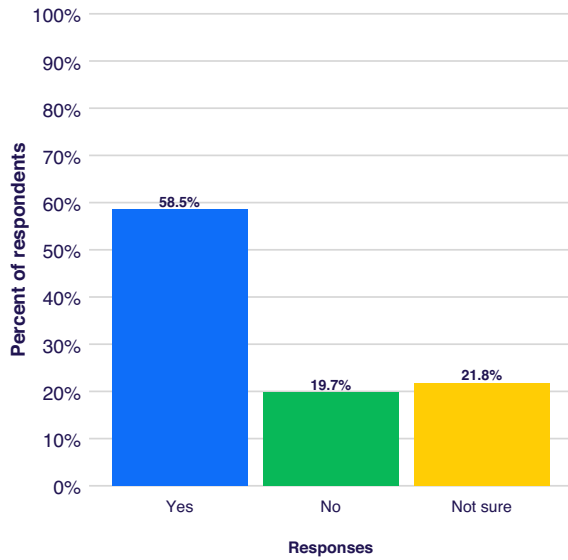
April 2020

Internet Association

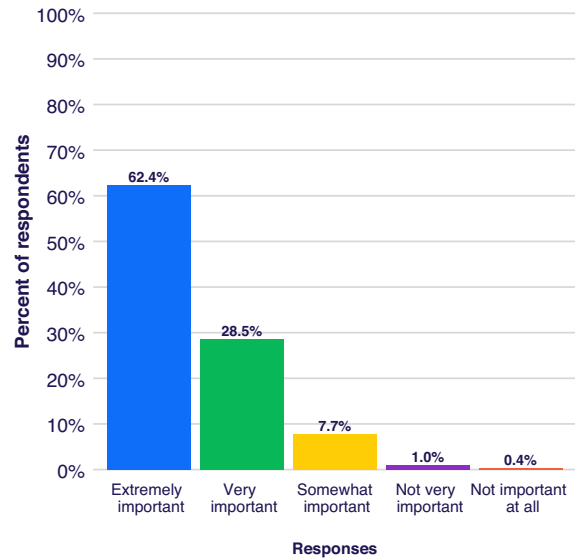


Internet Association Survey On Data Privacy

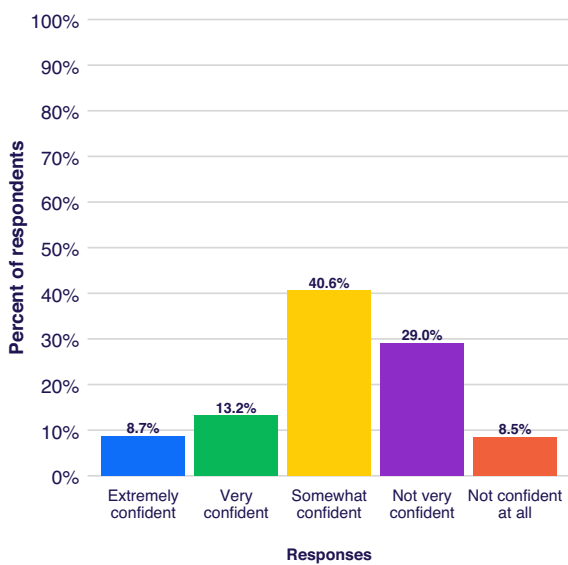
Q1. Do you expect that the personal information you share with online companies and brick and mortar businesses will be securely handled and protected?



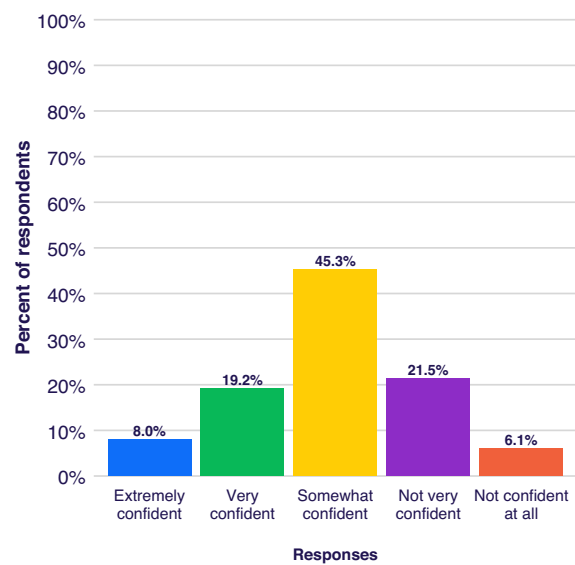
Q2. How important is it that you have privacy protections that cover the data you share with online companies and brick and mortar businesses?



Q3. How confident are you that the personal information you share online (ex. e-commerce sites, social media platforms, mobile apps) is being securely handled and protected?

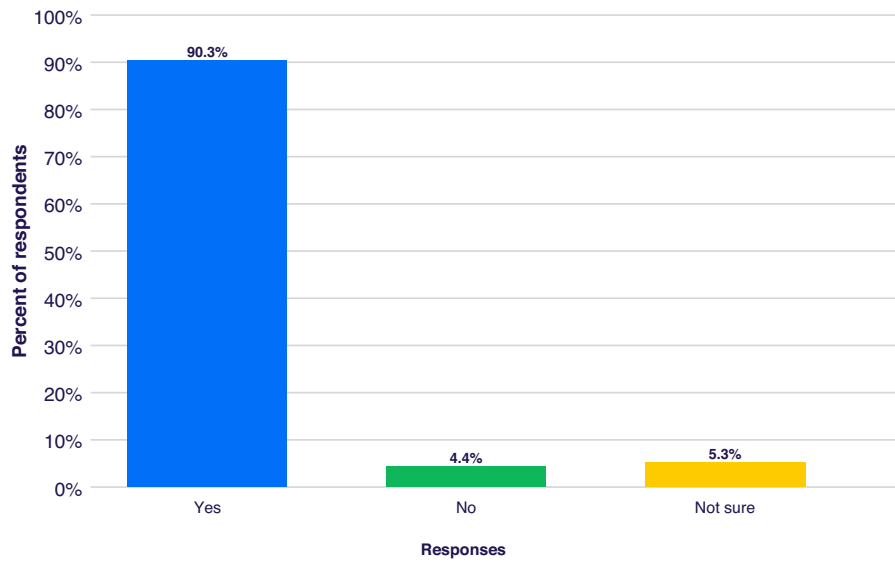


Q4. How confident are you that the personal information you share at physical locations (ex. grocery stores, restaurants) is being securely handled and protected?





Q5. Do you believe that your personal information should have the same protections regardless of whether you share it with an online company or a brick and mortar business?

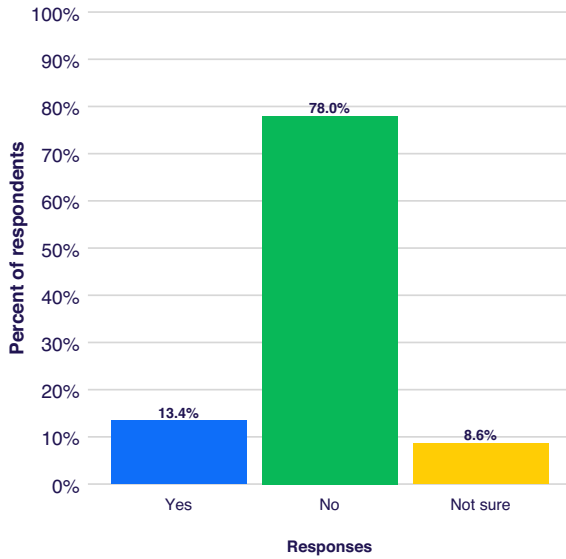


Q6. On a scale of 1-5, please rank how important it is to protect your personal information on the following:

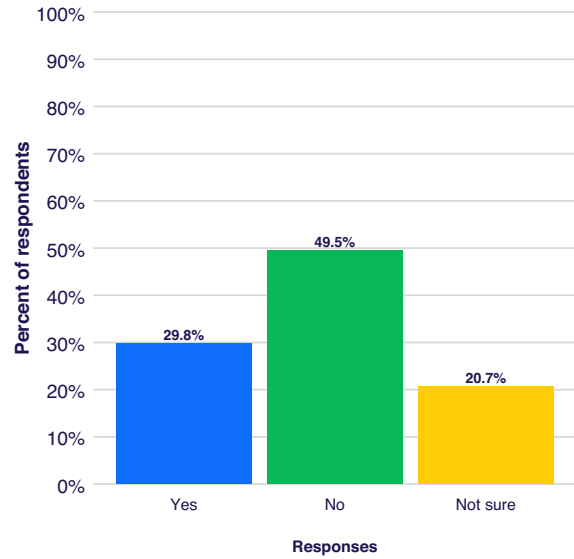
	1. Not important at all	2. Not very important	3. Somewhat important	4. Very important	5. Extremely important
Public social media posts	3.32%	9.09%	21.07%	26.73%	39.80%
Airline ticket purchase	1.76%	3.41%	14.03%	29.96%	50.84%
Grocery store purchases	2.56%	9.54%	24.31%	29.39%	34.21%
Real-time location	1.21%	2.67%	12.38%	26.41%	57.34%
Medical records	0.55%	1.72%	4.82%	12.87%	80.04%
Websites you visit online	1.02%	4.39%	20.94%	31.03%	42.62%
Favorite artists or songs	15.04%	29.75%	28.14%	10.90%	16.17%



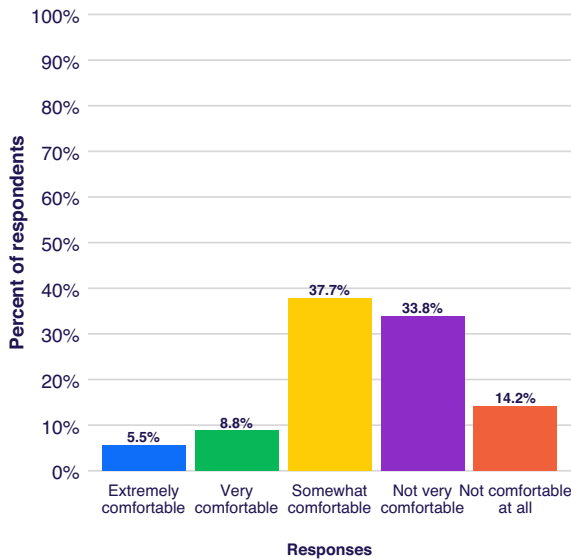
Q7. Do you believe that your data privacy protections should change depending on where you live in the United States?



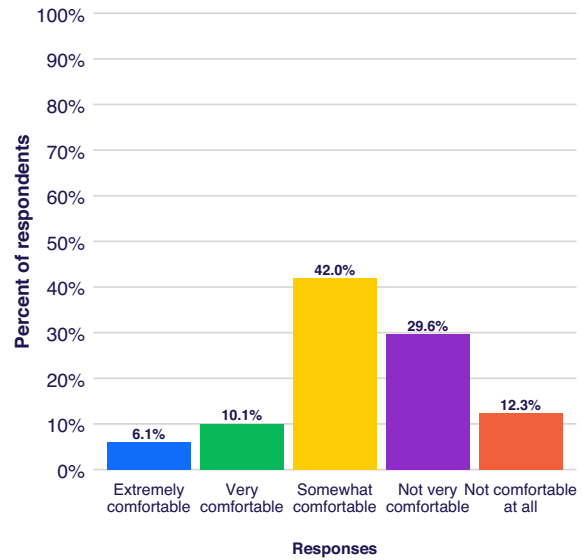
Q8. Do you expect that the personal information you provide to a brick and mortar business will be shared with or sold to third parties?



Q9. How comfortable are you with the data you've shared with a company being used to personalize ads tailored to your preferences?

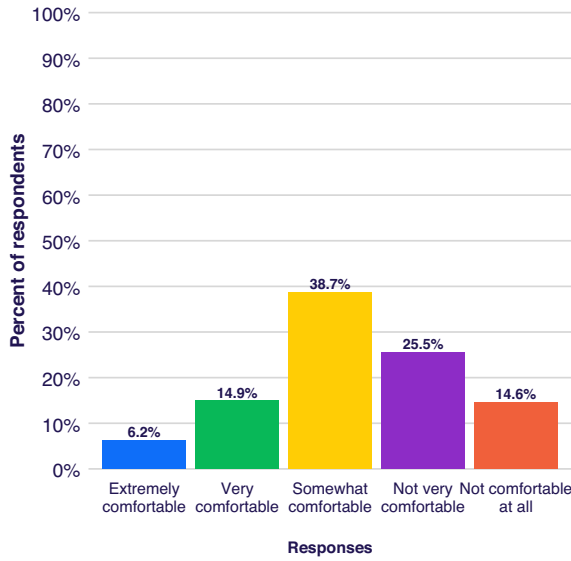


Q10. How comfortable are you sharing data with a company in exchange for a free service?

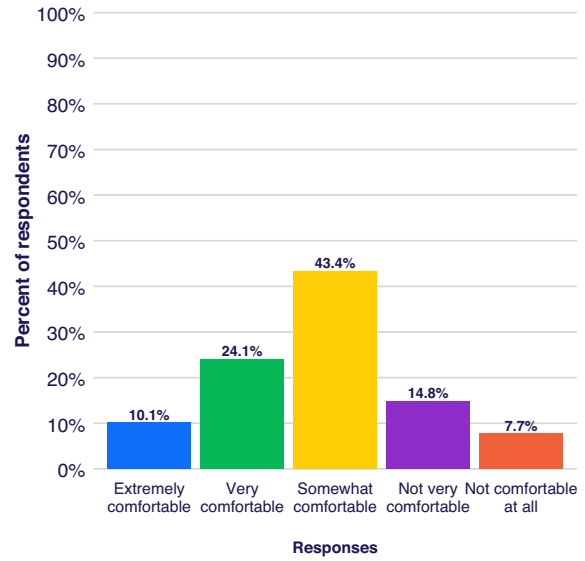




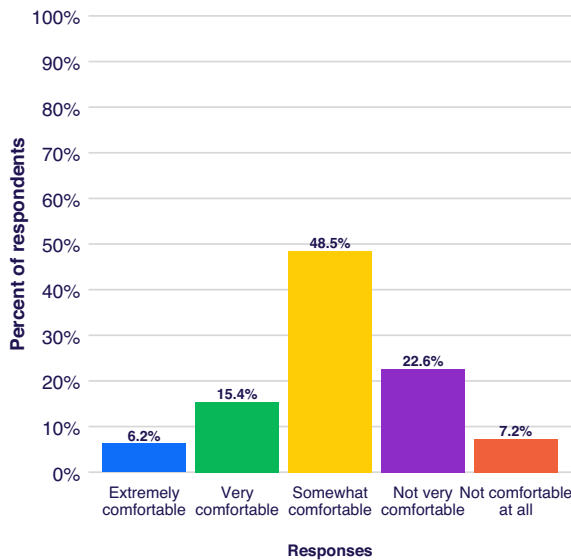
Q11. How comfortable are you with paying for a currently free service to avoid sharing your data with a company?



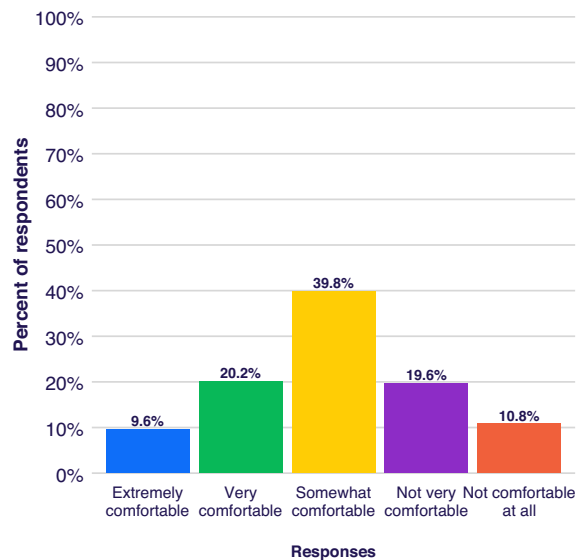
Q12. How comfortable are you sharing data with a GPS or traffic navigation app to find nearby stores, restaurants, and other location-based services?



Q13. How comfortable are you sharing data if it will allow businesses to provide better, more customized services or products tailored to your preferences?

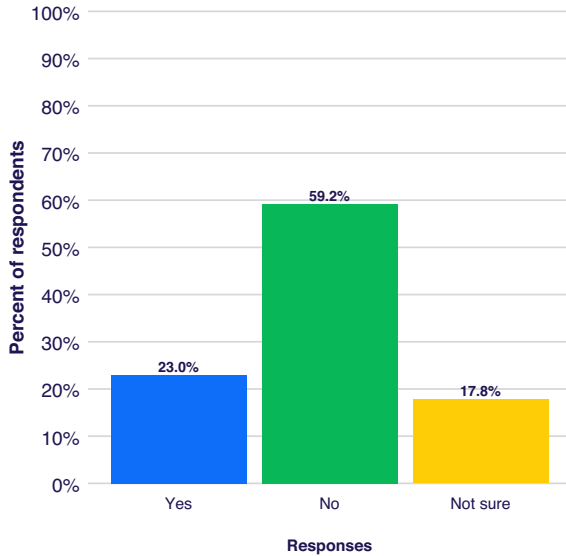


Q14. How comfortable are you with a company - with whom you've shared your data - anonymizing and sharing that data with a government or nonprofit organization to help manage a public health or safety crisis?

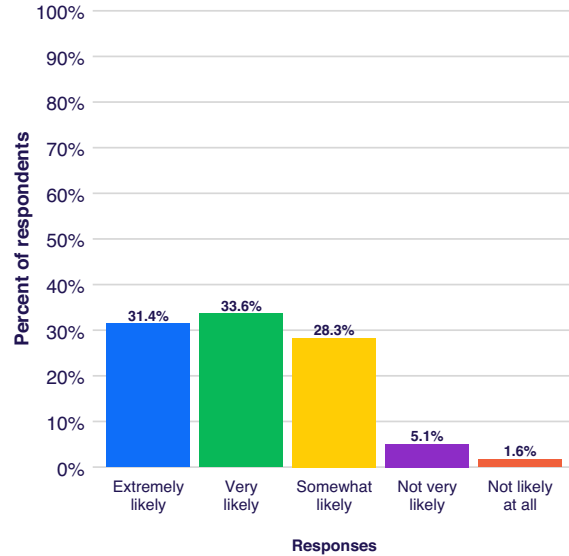




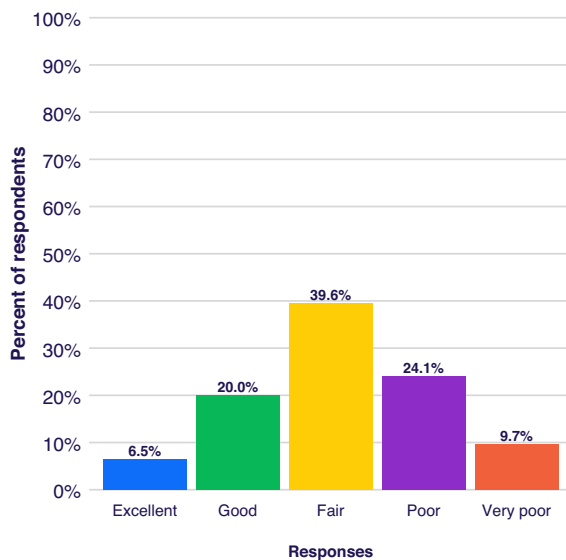
Q15. Do you expect that the personal information you provide to the government will be shared with or sold to third parties?



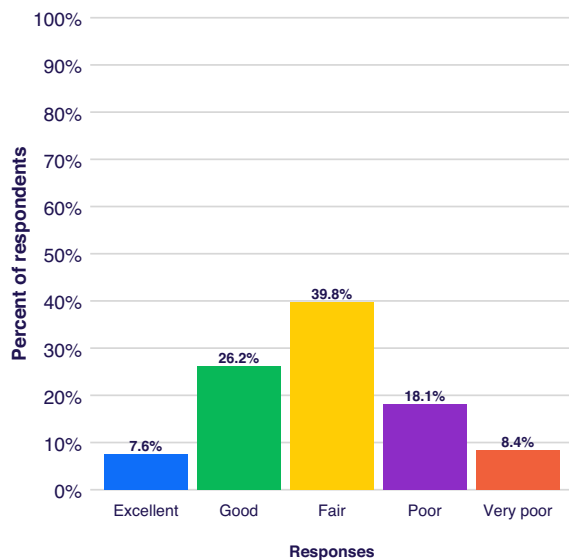
Q16. What is the likelihood that your personal information will be misused when it's not protected by the same law or consistent regulations across the entire country?



Q17. Currently, what level of control do you feel you have over the personal information you share online (ex. e-commerce sites, social media platforms, mobile apps)?

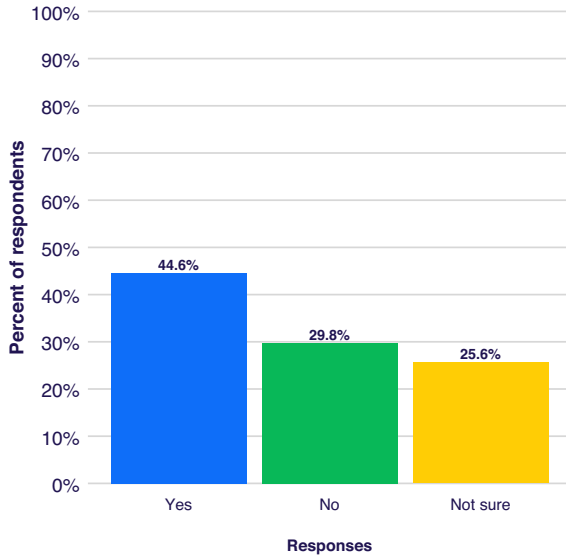


Q18. Currently, what level of control do you feel you have over the personal information you share at brick and mortar businesses (ex. retail stores, restaurants)?

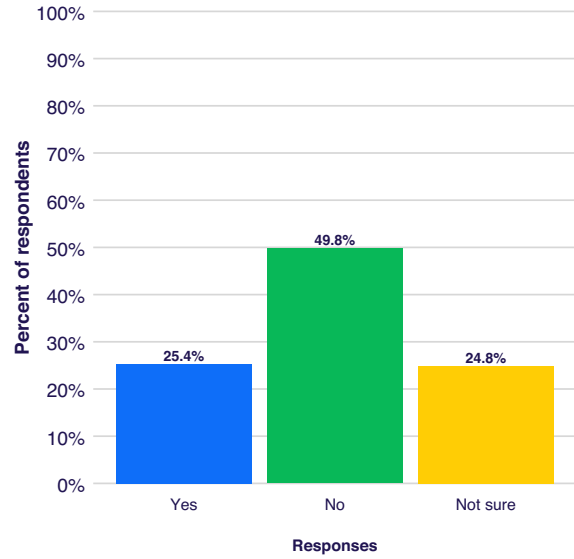




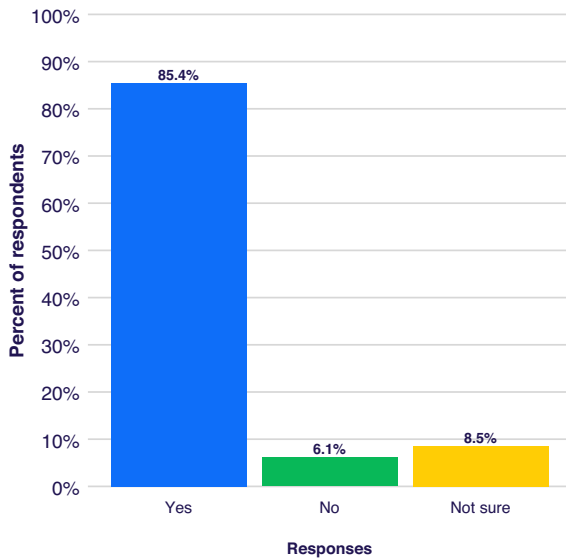
Q19. Do you know where to find information about your privacy protections and how to change your privacy settings with online companies?



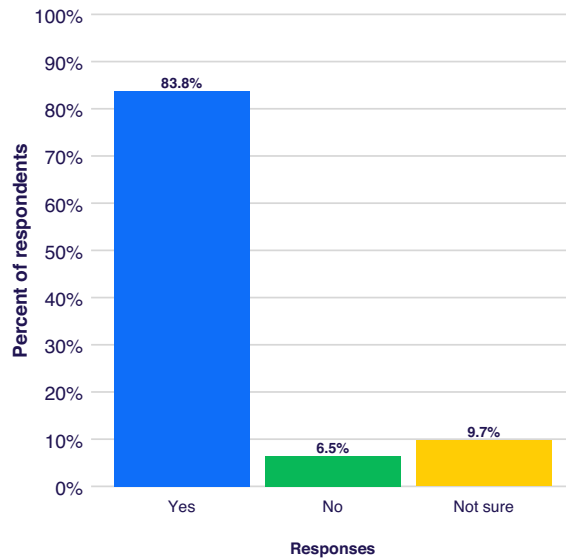
Q20. Do you know where to find information about your privacy protections and how to change your privacy settings with brick and mortar businesses?



Q21. Do you think you should have more control over the personal information you share online?

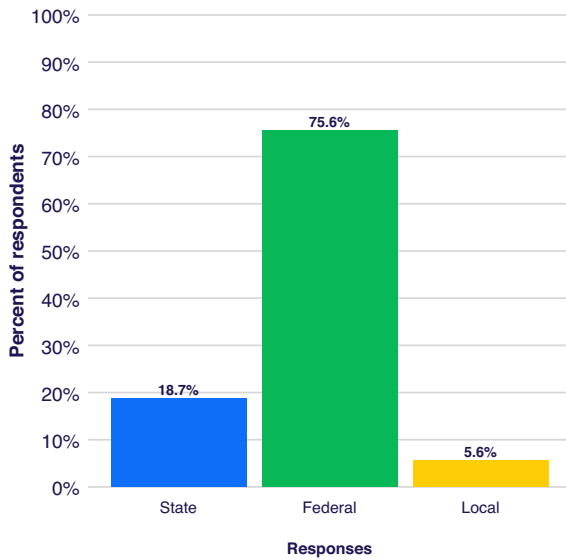


Q22. Do you think you should have more control over the personal information you share with brick and mortar businesses?

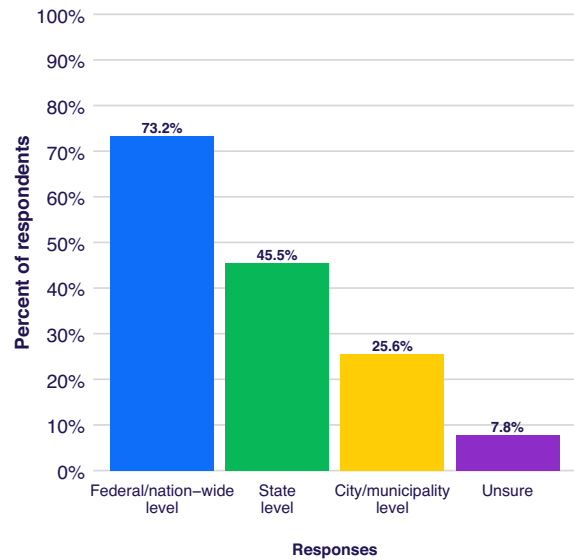




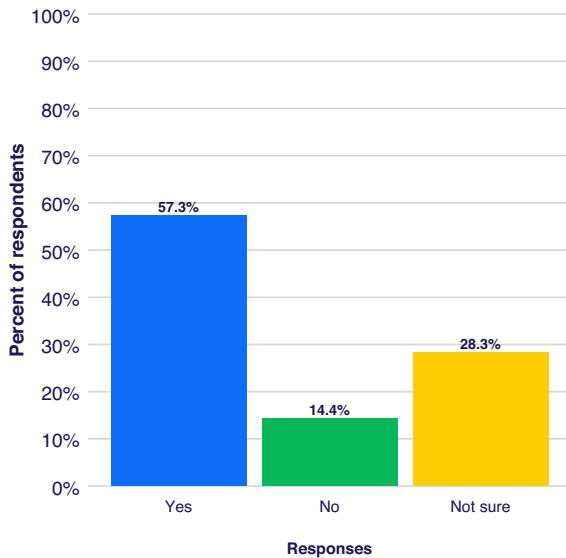
Q23. What level of government should set data privacy protections? Please pick one.



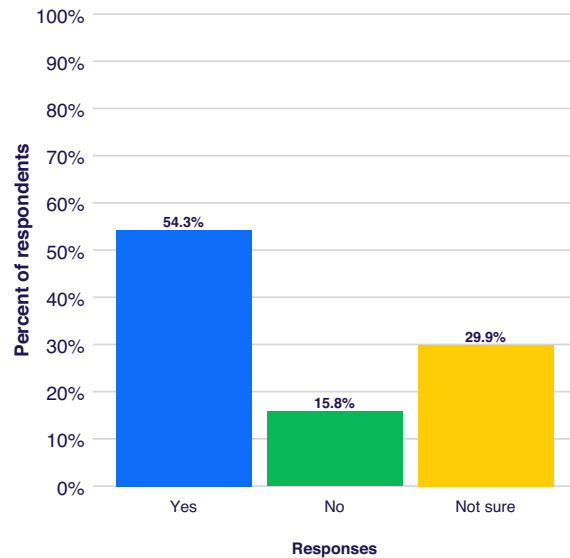
Q24. What level of government should enforce data privacy protections? Please pick one or all that may apply.



Q25. Should a federal law protecting the data privacy of Americans nationwide preempt state privacy laws that often differ and conflict?

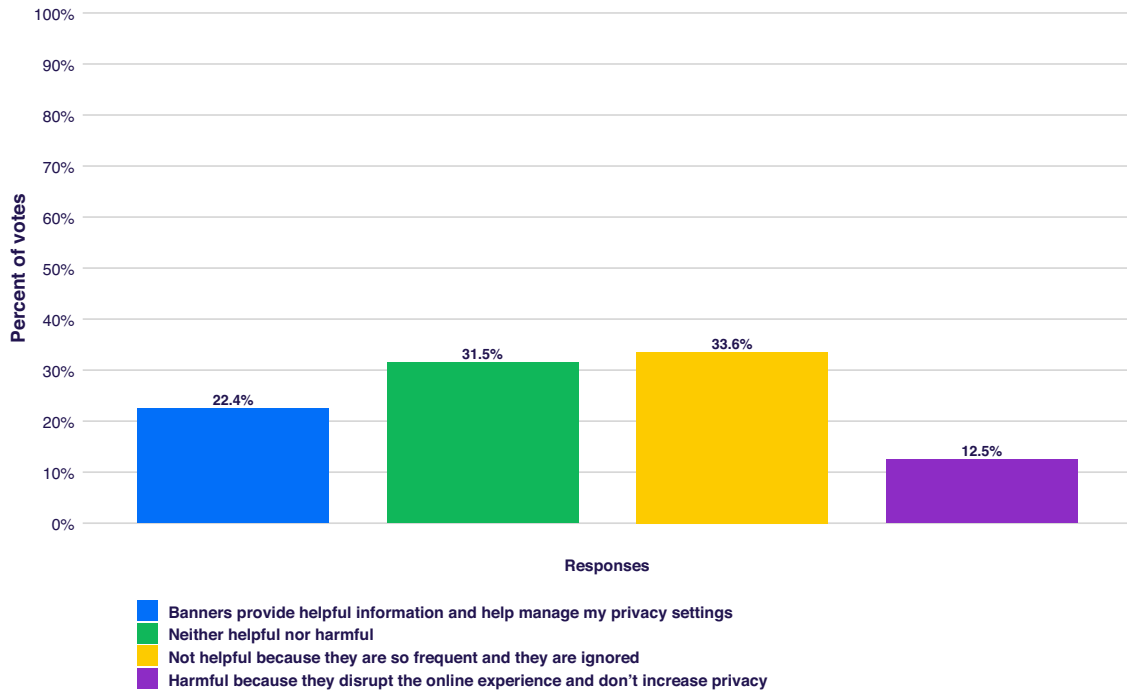


Q26. Do you believe that a strong government privacy enforcer would be more effective than a trial lawyer suing on behalf of individuals?

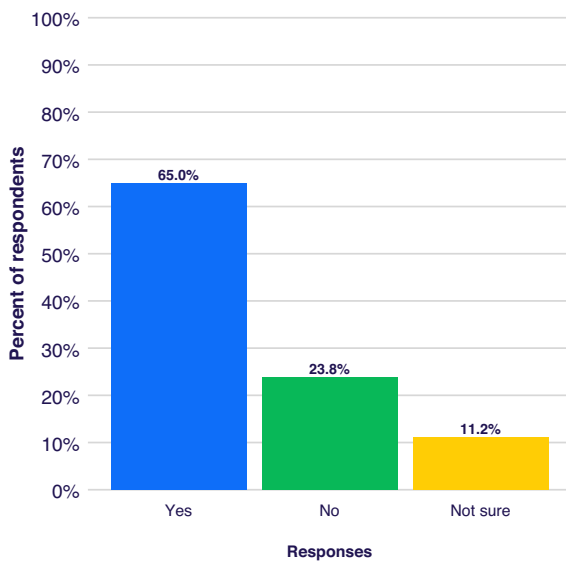




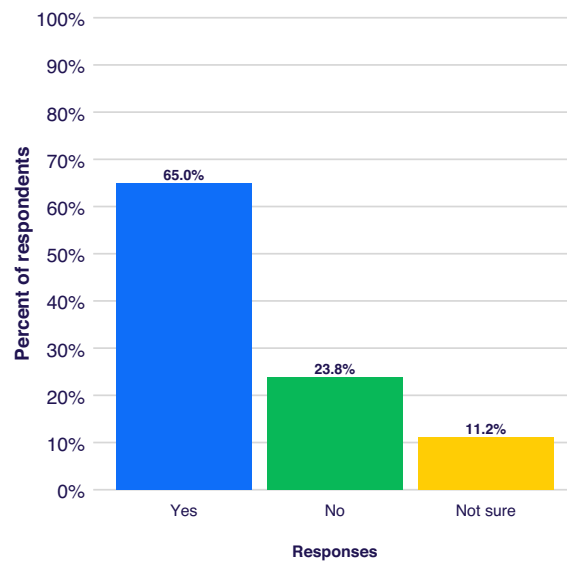
Q27. Many online sites have added “cookie” banners and notices. Do you think these notices are helpful or harmful in managing your privacy?



Q28. Are you aware that third-party “data brokers” collect individuals’ personal information from a variety of online and offline resources to sell for a profit?

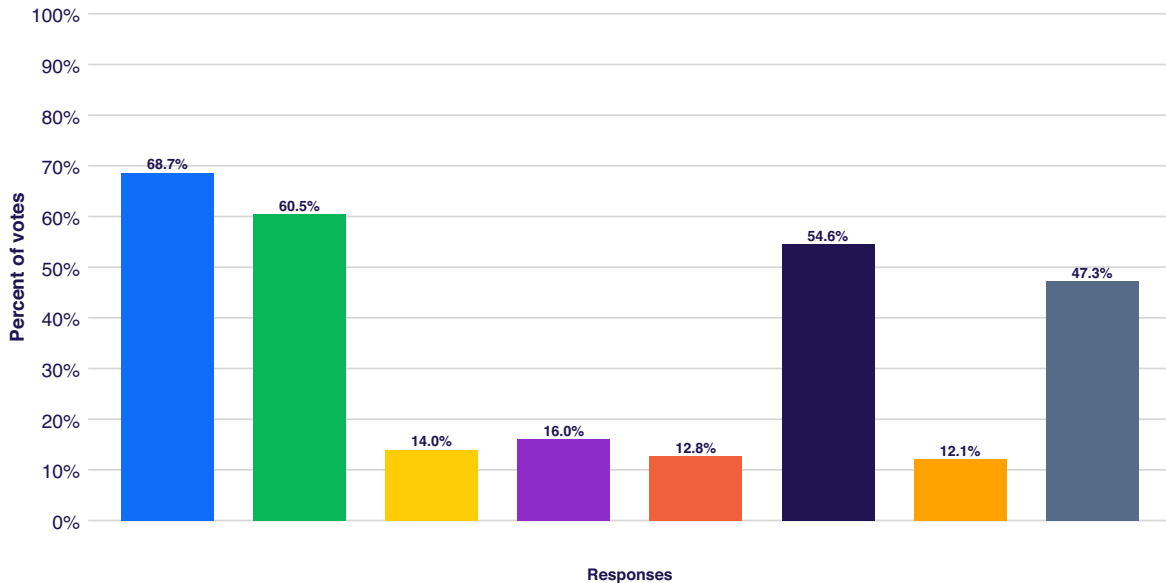


Q29. Do you think third-party “data brokers” should have to provide the same transparency and access to data that other companies do when collecting individuals’ personal information?





Q30. The following principles have been suggested as part of a framework for national data privacy protection. Please pick the three you believe to be most important.



- A privacy law should set clear expectations and consistent experiences across state lines and industries.
- A privacy law should provide me with a better understanding of how my data is collected, used, and shared by companies.
- A privacy law should promote innovation and economic growth.
- A privacy law should be mindful of its impact on small- and medium-sized companies.
- A privacy law shouldn't hinder a company's ability to function or grow.
- A privacy law should be clear about the choices I have when providing my personal information to companies.
- A privacy law should encourage U.S. leadership in innovation and tech policy globally.
- A privacy law should apply consistently to everyone (businesses, nonprofits, etc.) to the extent they are not already regulated by the federal government.

Demographic Of Survey Respondents

IA's privacy survey was conducted via online interviews through SurveyMonkey from April 20-22, 2020. The survey included interviews with 2,744 American adults.

Q31. Age

Answer Choices	Responses
< 18	0.00%
18-29	28.45%
30-44	22.04%
45-60	34.97%
> 60	14.54%

Q32. Gender

Answer Choices	Responses
Male	45.54%
Female	54.46%



Q33. Household Income

Answer Choices	tResponses
\$0-\$9,999	7.03%
\$10,000-\$24,999	12.17%
\$25,000-\$49,999	20.48%
\$50,000-\$74,999	18.91%
\$75,000-\$99,999	13.74%
\$100,000-\$124,999	9.22%
\$125,000-\$149,999	3.64%
\$150,000-\$174,999	1.64%
\$175,000-\$199,999	1.28%
\$200,000+	2.84%
Prefer not to answer	9.04%

Q34. Region

Answer Choices	Responses
New England	4.56%
Middle Atlantic	13.49%
East North Central	14.00%
West North Central	6.39%
South Atlantic	18.16%
East South Central	5.84%
West South Central	11.43%
Mountain	7.57%
Pacific	18.56%

Q35. Device Type

Answer Choices	Responses
iOS Phone / Tablet	51.40%
Android Phone / Tablet	42.59%
Other Phone / Tablet	0.00%
Windows Desktop / Laptop	4.44%
MacOS Desktop / Laptop	1.20%
Other	0.36%

