

February 27, 2014

To: Interested Parties

Fr: Anzalone Liszt Grove Research

Re: Americans Strongly Support Reining in Corporate Surveillance

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The public overwhelmingly supports proposals to limit corporate surveillance and rejects arguments that these practices benefit consumers, based on a national poll recently conducted by Anzalone Liszt Grove Research.<sup>1</sup> Below are some of the key findings from this research on Americans' attitudes towards online and digital privacy:

- **Americans overwhelmingly support proposals to limit corporate surveillance.** At least three-quarters of Americans support each of the six proposals tested to limit corporate surveillance, with two-thirds or more supporting each strongly. This robust support extends across both demographic and partisan lines, with at least 70% of both whites and communities of color in favor of each proposal and Democrats, Republicans and Independents all strongly supporting them as well. These proposals focus on increasing transparency, limiting the selling and sharing of info, reducing the length of privacy policies, and giving internet users more control over how their personal information is treated online.<sup>2</sup>
- **The public rejects claims that online tracking benefits consumers.** By an overwhelming 68-point margin (82% to 14%), Americans say that it is unacceptable for companies to track what they do online without permission, even if they get free services or lower prices in return. This sentiment is equally strong among whites (83%) and communities of color (80%). The public also strongly refutes the notion that companies' collection of personal information benefits consumers, with 62% saying such practices violate their right to privacy rather than helping them get the products or services they want.
- **The public is concerned about their privacy but they don't know how to protect it.** Americans recognize that their private information is vulnerable online, but that they also feel powerless about how to protect it. Two-out-of-three (65%) agree with the statement "I'm concerned about my privacy, but I don't know what to do to protect it," with agreement rising to 73% among communities of color. This suggests that people need more information about the steps they can take to better protect their privacy online.
- **Younger Americans are even more supportive of stronger privacy protections.** Our research findings contradict the conventional wisdom that younger generations value their privacy less than older ones. Americans under 50 are even more supportive of proposals to rein in corporate surveillance than those 50 and over.

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<sup>1</sup> This memo is based on the results of a national poll of N=851 adults (801 National + OS of 50 Asian Americans) conducted by Anzalone Liszt Grove Research between December 2-8, 2013. 30% of all interviews were conducted via cell phone and interviews were conducted in English and Spanish. The margin of error for the poll is plus or minus 3.5 percentage points at the 95% level of confidence.

<sup>2</sup> Full list of proposals tested and results on page 2.

Support for Limits on Corporate Surveillance	% Strongly Support	% Total Support
Requiring companies to delete any personal information they collect about someone online if the person requests.	<b>83</b>	<b>94</b>
Requiring websites' privacy policies to be shorter and more understandable.	<b>79</b>	<b>93</b>
Requiring companies to inform people if the companies are collecting information about them online.	<b>79</b>	<b>90</b>
Giving people the ability to stop companies from tracking the websites they visit.	<b>66</b>	<b>83</b>
Making it illegal for companies to sell or share information they collect about someone online to other companies.	<b>66</b>	<b>80</b>
Requiring companies to get permission from teens ages 13 to 15 before collecting any personal information about them or sending them targeted ads based on their online activities.	<b>66</b>	<b>78</b>