



**Date:** June 7, 2010

## **Results from June 4-7 Nationwide Poll**

### **Methodology**

Zogby International was commissioned by Scott Cleland, Precursor LLC., to conduct an online survey of 2,111 adults. The survey was conducted from 6/4/10 through 6/7/10.

A sampling of Zogby International's online panel, which is representative of the adult population of the U.S., was invited to participate. Slight weights were added to region, party, age, race, religion, gender, and education to more accurately reflect the population. The margin of error is +/- 2.2 percentage points. Margins of error are higher in sub-groups. The MOE calculation is for sampling error only.

### **Key Findings**

- About nine in ten (87%) adults surveyed nationwide are concerned with the security of their personal information on the Internet, while 13% are not.
- Eight in ten (80%) are concerned with companies recording their online habits and using the data to generate profit through advertising, and a fifth (19%) are not.
- Nine in ten (88%) believe that tracking where Internet users go on the Internet without their permission is an unfair business practice, while 7% believe it is a fair practice.
- Relaxing a privacy policy after a company has collected personal information and associations is an unfair business practice according to nine in ten (91%), while just 1% believe it is a fair practice.
- Half (49%) believe government regulators should play a larger role in protecting online consumer privacy, and more than a third (36%) do not.
- The large majority (88%) believe consumers should enjoy similar legal privacy protections online as they have offline, while 4% do not.
- Eight in ten (79%) support a national "Do Not Track List," similar to the current national "Do Not Call List," to prevent tracking where people go on the Internet, and 6% do not.
- The large majority (79%) believe law enforcement should have to get a warrant, like the one they have to get to wiretap phone conversations, to track where a user goes on the Internet, while 12% do not.

**Narrative Summary**

***1-2. How concerned would you say you are with the following aspects of the Internet?***

*1. The security of your personal information*

Very concerned	43%	<b>Concerned</b>	<b>87%</b>
Somewhat concerned	43		
Not very concerned	11	<b>Not concerned</b>	<b>13</b>
Not at all concerned	2		
Not sure	<1		

About nine in ten (87%) adults surveyed nationwide are concerned with the security of their personal information on the Internet, while 13% are not.

*2. Companies recording your online habits and using the data to generate profit through advertising*

Very concerned	44%	<b>Concerned</b>	<b>80%</b>
Somewhat concerned	37		
Not very concerned	15	<b>Not concerned</b>	<b>19</b>
Not at all concerned	4		
Not sure	<1		

Eight in ten (80%) are concerned with companies recording their online habits and using the data to generate profit through advertising, and a fifth (19%) are not.

***3-4. Do you believe the following are fair or unfair business practices?***

*3. Tracking where an Internet user goes on the Internet without the user's permission*

Fair	7%
Unfair	88
Not sure	5

Nine in ten (88%) believe that tracking where Internet users go on the Internet without their permission is an unfair business practice, while 7% believe it is a fair practice.

*4. Relaxing a privacy policy after a company has collected personal information and associations*

Fair	1%
Unfair	91
Not sure	8

Relaxing a privacy policy after a company has collected personal information and associations is an unfair business practice according to nine in ten (91%), while just 1% believe it is a fair practice.

5. *Do you believe government regulators should play a larger role in protecting online consumer privacy?*

Yes	49%
No	36
Not sure	16

Half (49%) believe government regulators should play a larger role in protecting online consumer privacy, and more than a third (36%) do not.

6. *Do you believe consumers should enjoy similar legal privacy protections online as they have offline?*

Yes	88%
No	4
Not sure	8

The large majority (88%) believe consumers should enjoy similar legal privacy protections online as they have offline, while 4% do not.

7. *Do you support or oppose a national “Do Not Track List,” similar to the current national “Do Not Call List,” to prevent tracking where people go on the Internet?*

Support	79%
Oppose	6
Not sure	15

Eight in ten (79%) support a national “Do Not Track List,” similar to the current national “Do Not Call List,” to prevent tracking where people go on the Internet, and 6% do not.

8. *Do you believe law enforcement should have to get a warrant to track where you go on the Internet, like they have to get one to wiretap phone conversations?*

Yes	79%
No	12
Not sure	9

The large majority (79%) believe law enforcement should have to get a warrant, like the one they have to get to wiretap phone conversations, to track where a user goes on the Internet, while 12% do not.