

PEW PRIVACY SURVEY HIGHLIGHTS:

<http://www.pewinternet.org/2014/11/12/public-privacy-perceptions/>

... [T]he majority of U.S. adults in a new survey by the Pew Research Center feel that their privacy is being challenged along such core dimensions as the security of their personal information and their ability to retain confidentiality.

- 91% of adults in the survey “agree” or “strongly agree” that consumers have lost control over how personal information is collected and used by companies.
- 88% of adults “agree” or “strongly agree” that it would be very difficult to remove inaccurate information about them online.
- 80% of those who use social networking sites say they are concerned about third parties like advertisers or businesses accessing the data they share on these sites.
- 70% of social networking site users say that they are at least somewhat concerned about the government accessing some of the information they share on social networking sites without their knowledge.

Yet, even as Americans express concern about government access to their data, they feel as though government could do more to regulate what advertisers do with their personal information:

- 80% of adults “agree” or “strongly agree” that Americans should be concerned about the government’s monitoring of phone calls and internet communications. Just 18% “disagree” or “strongly disagree” with that notion.
- 64% believe the government should do more to regulate advertisers, compared with 34% who think the government should not get more involved.
- Only 36% “agree” or “strongly agree” with the statement: “It is a good thing for society if people believe that someone is keeping an eye on the things that they do online.”

In the commercial context, consumers are skeptical about some of the benefits of personal data sharing, but are willing to make tradeoffs in certain circumstances when their sharing of information provides access to free services.

- 61% of adults “disagree” or “strongly disagree” with the statement: “I appreciate that online services are more efficient because of the increased access they have to my personal data.”
- At the same time, 55% “agree” or “strongly agree” with the statement: “I am willing to share some information about myself with companies in order to use online services for free.”

Pew Research Internet Project. The analysis in this report is based on a survey conducted January 10-27, 2014 among a sample of 607 adults, 18 years of age or older.