

**PEW RESEARCH CENTER'S INTERNET PROJECT/GFK PRIVACY PANEL  
SURVEY #2 TOPLINE  
AUGUST 5, 2014-SEPTEMBER 2, 2014  
TOTAL N=498 ADULTS, AGES 18 AND OLDER  
SURVEY CONDUCTED ONLINE**

**MARGIN OF ERROR FOR ALL ADULTS IS +/- 5.6 PERCENTAGE POINTS**

**[INTRO SCREEN DISPLAY]**

In this survey, we want to explore some important questions with you about life today.

First, we would like to ask you about your community and some of the things you think about the world.

**PROGRAMMING NOTE: PLEASE DISREGARD NUMBERS IN PARENTHESES**

**[SP]**

**AMONG ALL ADULTS [N=498]**

**Q1** Overall, are you satisfied or dissatisfied with the way things are going in this country today?

- 29 Satisfied
- 68 Dissatisfied
- 4 Refused

**[SP]**

**AMONG ALL ADULTS [N=498]**

**QPri6a. (Q2)** About how often, if ever, do you visit social media sites such as Facebook, Twitter or LinkedIn?

- 27 Several times a day
- 15 About once a day
- 8 3 to 5 days a week
- 8 1 to 2 days a week
- 6 Every few weeks
- 6 Less often
- 3 Refused
- 69 Ever visit social media sites**
- 28 Never visit social media sites**

[SP]

**AMONG ALL ADULTS [N=498]**

**PIAL6 (Q3).** Let's think about a typical day in your life as you spend time at home, outside your home, and getting from place to place. You use your cellphone and maybe landline phones. You may use credit cards. You might go online and buy things, use search engines, watch videos, or check in on social media. As you go through a typical day, how much control do you feel you have over how much information is collected about you and how it is being used?

47	<b>A lot / some</b>
9	A lot of control
38	Some control
50	<b>Not much / none</b>
37	Not much control
13	No control at all
3	Refused

[GRID, SP; SPLIT RESPONSE OPTIONS EVENLY ON TWO SCREENS]

**AMONG ALL ADULTS [N=498]**

**PIAL6A. (Q4)** Various companies and organizations sometimes need to keep records of your activity on file for their own purposes or because of legal requirements. How long do you think it is reasonable for the following companies or organizations to retain their records or archives of your activity?

	A few weeks	A few months	A few years	As long as they need to	They shouldn't save any information	Doesn't apply to me	Refused
a. Your landline telephone company	11	17	13	16	23	16	4
b. Your cellular telephone company	11	21	14	16	24	10	4
c. Your cable TV company	11	18	13	10	29	16	4
d. Your search engine provider	19	12	6	8	40	12	4

e.	Your e-mail provider	12	19	11	15	32	8	4
f.	The social media sites you use	14	11	5	4	40	22	4
g.	The online video sites you use	13	11	5	4	44	20	4
h.	Government agencies	8	8	23	28	22	8	4
i.	Your credit card companies	6	14	28	22	13	13	4
j.	The online advertisers who place ads on the websites you visit	18	7	1	5	50	14	4
k.	Companies or retailers you do business with	13	17	19	10	27	9	3

**[GRID, SP; SPLIT RESPONSE OPTIONS EVENLY ON TWO SCREENS]  
AMONG ALL ADULTS [N=498]**

PIAL6B (Q5) Still thinking about some of the companies and organizations that maintain records of your activity, how confident are you that these records will remain private and secure?

		Very confident	Somewhat confident	Not too confident	Not at all confident	Don't know	Refused	Very / somewhat confident	Not too / not at all confident
a.	Your landline telephone company	6	25	21	29	15	4	<b>31</b>	<b>50</b>
b.	Your cellular telephone company	5	26	25	31	11	3	<b>30</b>	<b>56</b>
c.	Your cable TV company	5	23	24	29	16	4	<b>27</b>	<b>53</b>
d.	Your search engine provider	2	14	25	41	15	3	<b>16</b>	<b>66</b>
e.	Your e-mail provider	3	26	26	30	11	3	<b>29</b>	<b>57</b>
f.	The social media sites you use	1	10	24	45	18	3	<b>11</b>	<b>69</b>

g.	The online video sites you use	1	10	24	42	19	3	<b>11</b>	<b>66</b>
h.	Government agencies	6	25	23	31	11	3	<b>32</b>	<b>55</b>
i.	Your credit card companies	9	29	21	25	12	4	<b>38</b>	<b>46</b>
j.	The online advertisers who place ads on the websites you visit	1	6	23	53	13	3	<b>8</b>	<b>76</b>
k.	Companies or retailers you do business with	4	22	28	33	10	3	<b>26</b>	<b>61</b>

PIAL6C (Q6) If a motivated person or organization wanted to learn details about your past that you would prefer to keep private, how difficult do you think it would be for them to uncover that sensitive information?

<b>20</b>	<b>Very / somewhat difficult</b>
4	Very difficult
15	Somewhat difficult
<b>64</b>	<b>Not too / not at all difficult</b>
31	Not too difficult
33	Not at all difficult
11	Don't know
4	Not applicable
2	Refused

[PEOPLE-PRESS]

[SP]

AMONG ALL ADULTS [N=498]

Q17 (Q7) How much, if anything, have you heard about the government collecting information about telephone calls, emails and other online communications as part of efforts to monitor terrorist activity? Have you heard...

32	A lot
48	A little
7	Nothing at all
11	Don't know
2	Refused

[People-Press]

**[SP]**

**AMONG ALL ADULTS [N=498]**

Q27 Overall, do you approve or disapprove of the government's collection of telephone and internet data as part of anti-terrorism efforts?

32	Approve
40	Disapprove
26	Don't know
2	Refused

[People-Press]

**[SP]**

**AMONG ALL ADULTS [N=498]**

Q28 (Q8) Thinking about the data the government collects as part of anti-terrorism efforts ...Do you think there are adequate limits on what telephone and internet data the government can collect, or not?

31	Yes, there are adequate limits on what government can collect
65	No, there are not adequate limits on what government can collect
4	Refused

**[SP]**

**AMONG ALL ADULTS [N=498]**

Q17a (Q9) Have you changed your internet or cellphone use in recent months in any way to avoid having your activities tracked or noticed, or haven't you done this?

7	Yes
91	No
3	Refused

**[IF Q17A=1]**

**[MEDIUM TEXTBOX]**

**AMONG THOSE WHO HAVE CHANGED INTERNET OR CELLPHONE USE [N=473]**

Q17b (Q10) Would you give us a few details about how you have changed your internet and cellphone use?

## OPEN-END RESPONSES NOT SHOWN

**[GRID; RANDOMIZE; SPLIT RESPONSE OPTIONS EVENLY ON TWO SCREENS]  
AMONG ALL ADULTS [N=498]**

PIAL7 (Q11) While using the internet, have you ever done any of the following things?

	Yes	No	Does not apply to me	Don't know	Refused
a. Used a temporary username or email address	25	56	9	5	3
b. Added a privacy-enhancing browser plugin like DoNotTrackMe or Privacy Badger	9	72	8	8	3
c. Given inaccurate or misleading information about yourself	24	60	7	6	3
d. Set your browser to disable or turn off cookies	34	43	8	12	3
e. Cleared cookies and browser history	59	22	7	8	3
f. Used a service that allows you to browse the Web anonymously, such as a proxy server, Tor software, or a virtual personal network (VPN)	9	67	9	10	4
g. Encrypted your phone calls, text messages or email	10	68	10	10	3
h. Decided not to use a website because they asked for your real name	23	55	12	7	3
i. Deleted or edited something you posted in the past	29	46	14	8	3
j. Asked someone to remove something that was posted about you online	11	63	15	7	3
k. Used a public computer to browse anonymously	12	68	12	6	3
l. Used a search engine that doesn't keep track of your search history	15	52	11	19	3
m. Refused to provide information about yourself that wasn't relevant to the transaction	57	23	9	8	3

**[SP]**

**AMONG ALL ADULTS [N=498]**

Q17b (Q12) Do you think that people should have the ability to use the internet completely anonymously for certain kinds of online activities?

55	Yes
16	No
27	Don't know
2	Refused

**[IF Q17B =1]**

**AMONG THOSE WHO THINK PEOPLE SHOULD BE ABLE TO USE INTERNET ANONYMOUSLY [N=248]**

Q17c (Q13) Could you please tell us briefly why you think that people should have the ability to use the internet completely anonymously?

**OPEN-END RESPONSES NOT SHOWN**

**[IF Q17B=2]**

**AMONG THOSE WHO THINK PEOPLE SHOULD NOT BE ABLE TO USE INTERNET ANONYMOUSLY [N=439]**

Q17d (Q14) Could you please tell us briefly why you think that people should not have the ability to use the internet completely anonymously?

**OPEN-END RESPONSES NOT SHOWN**

**[SHOW QF1 BEFORE THE DISPLAY]**

**[CUSTOM QF1 WORDING]**

**AMONG ALL ADULTS [N=498]**

(Q16) Thinking about the topics related to privacy that were covered in this survey, do you have any additional comments you would like to share?

**OPEN-END RESPONSES NOT SHOWN**

The excerpt below includes the questions from Survey #4 that are included in this report.

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**PEW RESEARCH CENTER'S INTERNET PROJECT/GFK PRIVACY PANEL  
SURVEY #4 TOPLINE  
JANUARY 27-FEBRUARY 16, 2015  
TOTAL N=461 ADULTS, AGES 18 AND OLDER  
SURVEY CONDUCTED ONLINE**

**MARGIN OF ERROR FOR ALL ADULTS IS +/- 5.8 PERCENTAGE POINTS**

**[SP; RANDOMIZE Q1A-Q1I AND SHOW 3 PER PAGE]  
AMONG ALL ADULTS [N=461]**

Q1 Privacy means different things to different people today. In thinking about all of your daily interactions—both online and offline—please tell me how important each of the following are to you . . .

	Very important	Somewhat important	Not very important	Not at all important	Don't know / doesn't apply	Refused	<b>NET Important</b>	<b>NET Not important</b>
a. Being in control of who can get information about you	74	19	3	1	1	2	<b>93</b>	<b>4</b>
b. Not having someone watch you or listen to you without your permission	67	20	8	1	2	2	<b>88</b>	<b>9</b>
c. Controlling what information is collected about you	65	25	5	1	1	3	<b>90</b>	<b>6</b>



d.	Having individuals in social and work situations not ask you things that are highly personal	44	36	13	2	4	2	<b>79</b>	<b>15</b>
e.	Being able to have times when you are completely alone, away from anyone else	55	30	9	2	2	3	<b>85</b>	<b>10</b>
f.	Being able to share confidential matters with someone you trust	72	21	2	1	1	3	<b>93</b>	<b>4</b>
g.	Not being monitored at work	28	28	22	6	15	2	<b>56</b>	<b>27</b>
h.	Not being disturbed at home	56	29	9	2	2	2	<b>85</b>	<b>11</b>
i.	Being able to go around in public without always being identified	34	29	25	6	4	2	<b>63</b>	<b>31</b>