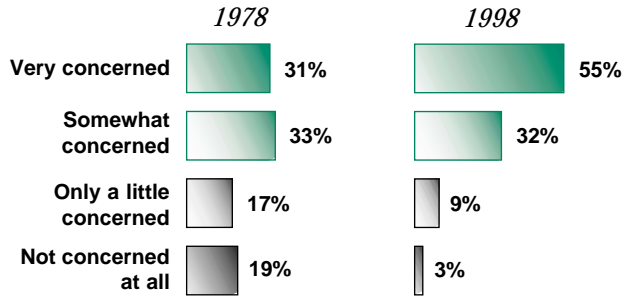


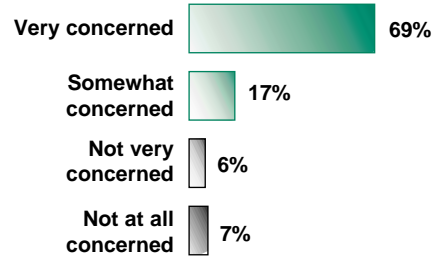
# Private Concerns

**Question:** How concerned are you about threats to your personal privacy in America today? Would you say you're very concerned, somewhat concerned, only a little concerned or not concerned at all?



**Source:** Surveys by Louis Harris and Associates, for Sentry Insurance, November 30-December 10, 1978, and for *Privacy & American Business*/Ameritech, June 23-July 16, 1998.

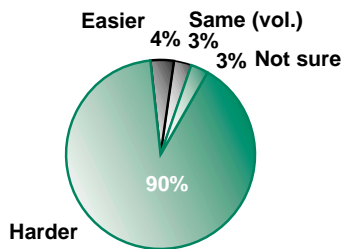
**Question:** In general, how concerned are you about your ability to keep your personal information, such as medical or financial records, confidential... very, somewhat, not very, or not at all?



**Note:** Responses of registered voters.

**Source:** Survey by Opinion Dynamics for Fox News, June 7-8, 2000.

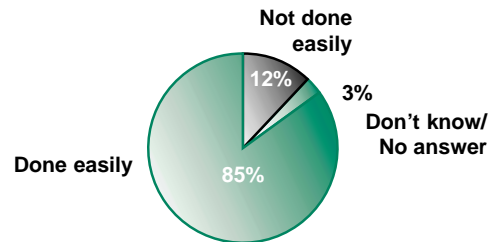
**Question:** Do you think it is getting easier or harder to keep your personal information confidential?



**Note:** Responses of registered voters.

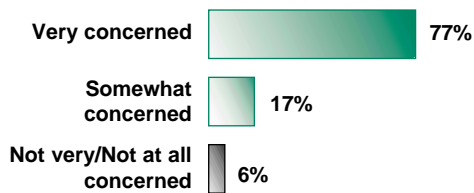
**Source:** Survey by Opinion Dynamics for Fox News, June 7-8, 2000.

**Question:** Do you think if someone wanted to put together a master file on you that included such things as credit information, your employment record, the organizations you belong to, your medical history, your voting record, your phone calls, where you've lived in the past ten years, your buying habits, your payment records on debts, and the trips you have taken, that it could be done fairly easily or not?



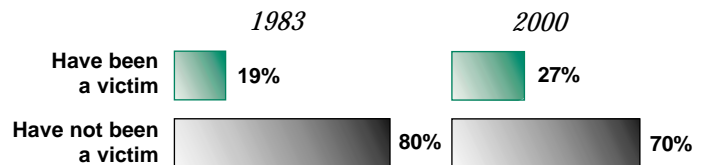
**Source:** Survey by CBS News, March 30-April 1, 1998.

**Question:** How concerned are you about the possible misuse of your personal information in America today—are you very concerned, somewhat concerned, not very concerned, or not at all concerned?



**Source:** Survey by Louis Harris and Associates for IBM, April 19-May 21, 1999.

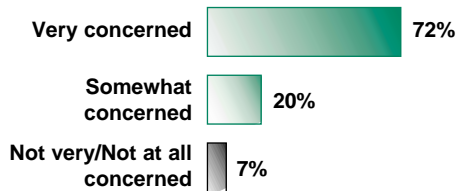
**Question:** Have you personally ever been the victim of what you felt was an improper invasion of privacy?



**Source:** Surveys by Louis Harris and Associates for Southern New England Telephone, September 1-11, 1983, and by Harris Interactive for *Business Week*, March 3-6, 2000.

# Vibrations Along the Web

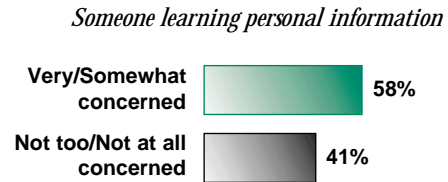
**Question:** How concerned are you about threats to your personal privacy today when using the internet—very concerned, somewhat concerned, not very concerned, or not at all concerned?



**Note:** Responses of internet users.

**Source:** Survey by Louis Harris and Associates for IBM, April 19-May 21, 1999.

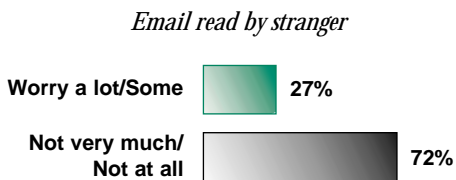
**Question:** How concerned are you, if at all, about... someone learning personal information about you because of things you've done online... very concerned, somewhat, not too, or not at all?



**Note:** Responses of internet users.

**Source:** Survey by Princeton Survey Research Associates for Pew Research Center, May 19-June 21, 2000.

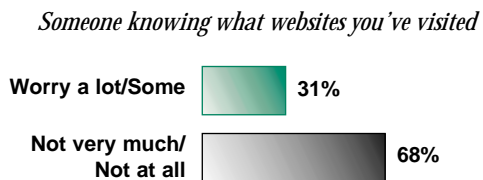
**Question:** How much do you ever worry that... your email will be read by someone besides the person you sent it to... a lot, some, not very much, or not at all?



**Note:** Responses of internet users.

**Source:** Survey by Princeton Survey Research Associates for Pew Research Center, May 19-June 21, 2000.

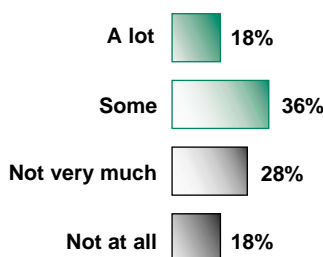
**Question:** How much do you ever worry that... someone might know what websites you've visited... a lot, some, not very much, or not at all?



**Note:** Responses of internet users.

**Source:** Survey by Princeton Survey Research Associates for Pew Research Center, May 19-June 21, 2000.

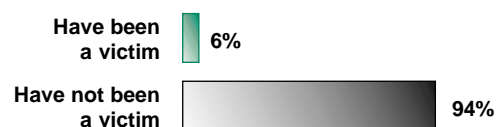
**Question:** ...[H]ow much, if at all, do you worry that someone else might get your credit card number...?



**Note:** Responses of those who have ever used their credit card to buy something on the internet.

**Source:** Survey by Princeton Survey Research Associates for Pew Research Center, May 19-June 21, 2000.

**Question:** Have you ever personally been the victim of what you felt was an invasion of your privacy when using the internet, or not?



**Note:** Responses of internet users.

**Source:** Survey by Louis Harris and Associates and Alan F. Westin, April 16-27, 1998.

# Costs of Doing Business

**Question:** How strongly do you agree or disagree with each of the following statements...?

*Percent responding agree*

*...Consumers have lost all control over how personal information is collected and used by companies*

*Strongly/Somewhat*



*...It's impossible to protect consumer privacy in the computer age*

*Strongly/Somewhat*



*...Most businesses handle the personal information they collect about customers in a proper and confidential way*

*Strongly/Somewhat*



*...The benefits of using the internet to get information, send email, and to shop far outweigh the privacy problems that are currently being worked on today*

*Strongly/Somewhat*

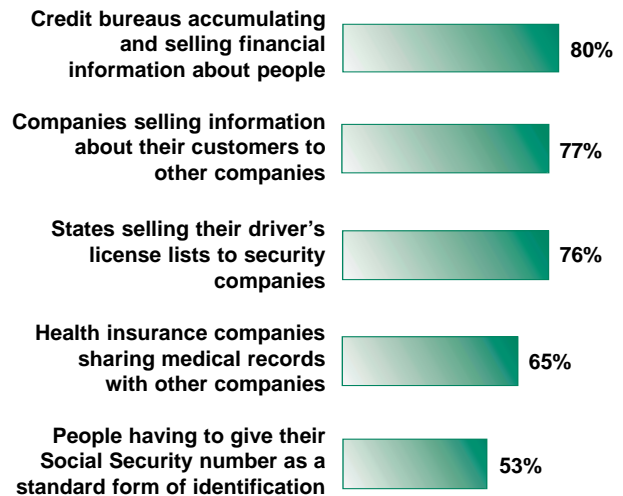


**Note:** Responses to last item are of internet users only.

**Source:** Survey by Louis Harris and Associates for IBM, April 19-May 21, 1999.

**Question:** Let me mention things that some people feel are interfering with personal privacy today. For each one, please tell me whether you think this is a major invasion of privacy, a minor invasion of privacy, or not really an invasion of personal privacy today....

*Percent responding major invasion of privacy*



**Source:** Survey by Peter Hart Research for Shell Oil, March 16-20, 1999.

## Stemming the Tide With a Teacup

**Question:** Which of the following, if any, have you ever done? Have you ever...?

*Percent responding yes*

*...Refused to give information to a business or company because you thought it was not really needed or was too personal*



*...Asked a company not to sell or give your name and address to another company*



*...Asked a company to remove your name and address from any lists they use for marketing purposes*



*...Personally inquired about or looked to see whether a business or service you were thinking of using had any policies on how it would use the consumer information it collected*



*...Decided not to use or purchase something from a company because you weren't sure how they would use your personal information*



*...Asked a company to see what personal information, besides billing information, they had about you in their customer records*



**Source:** Survey by Louis Harris and Associates for IBM, April 19-May 21, 1999.

# Discomfort Levels

**Question:** How comfortable or secure do you feel providing...  
...to businesses online—very comfortable, somewhat comfortable, not very comfortable, or not comfortable at all?

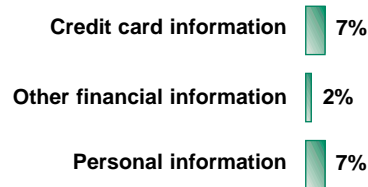
*Percent responding not very or not at all comfortable*



**Note:** Responses of internet users.  
**Source:** Survey by Louis Harris and Associates for National Consumers League, April 22-May 3, 1999.

**Question:** ...Have you ever had a problem online involving fraud or unauthorized use of...?

*Percent responding yes*



**Note:** Responses of internet users.  
**Source:** Survey by Louis Harris and Associates for National Consumers League, April 22-May 3, 1999.

**Question:** Some websites track users' personal information to match users with products and services that meet users' needs. Other websites profit by sharing or selling user information to other organizations. How comfortable would you be if a website...?

*Percent responding not at all comfortable*

*...Tracked your movements when you browsed the site, but didn't tie that information to your name or real-world identity*



*...Merged your browsing habits and shopping patterns into a profile that was linked to your real name and identity*



*...Created a profile of you that included your real name and identity as well as additional personal information such as your income, driver's license, credit data, and medical status*



**Note:** Responses of internet users.  
**Source:** Survey by Harris Interactive for *Business Week*, March 3-6, 2000.

**Question:** How comfortable would you be if a website...?

*Percent responding not at all comfortable*

*...Shared information so you could be tracked on multiple websites*

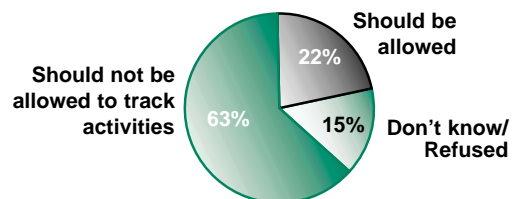


*...Sold your information to other organizations*



**Note:** Responses of internet users.  
**Source:** Survey by Harris Interactive for *Business Week*, March 3-6, 2000.

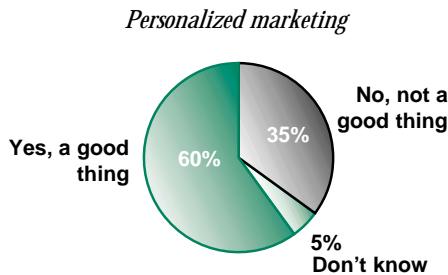
**Question:** Do you think internet companies should be allowed to track the activities of people who visit their websites, or shouldn't websites be allowed to do this?



**Source:** Survey by Princeton Survey Research Associates for Pew Research Center, May 19-June 21, 2000.

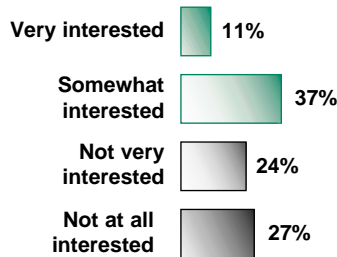
# A Price Worth Paying

**Question:** Most companies today want to know about the individual interests and lifestyles of their customers so that they can tailor their marketing to each customer's personal preferences. In general, do you see such personalized marketing as a good thing for consumers?



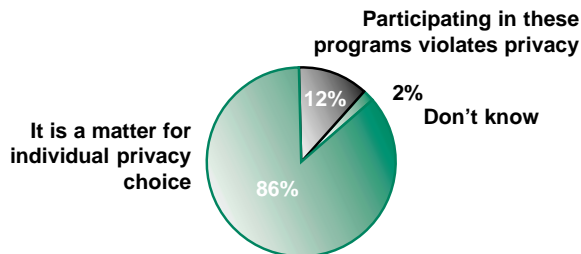
**Source:** Survey by Louis Harris and Associates for IBM, April 19-May 21, 1999.

**Question:** In general, how interested are you in getting information from businesses about new consumer products or services—very interested, somewhat interested, not very interested, or not at all interested?



**Source:** Survey by Louis Harris and Associates for IBM, April 19-May 21, 1999.

**Question:** Some people believe it is wrong for companies on the net to ask individuals to give personal information or watch ads in return for a benefit, on the ground that this leads people to give up their privacy. Others say it is right to let each individual decide whether they want to provide information for uses that are fully explained, in return for benefits. Which view do you agree with most...?



**Note:** Responses of internet users.

**Source:** Survey by Opinion Research Corporation for *Privacy & American Business*, February 11-14, 1999.

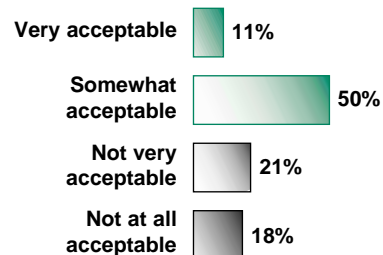
**Question:** In addition to customizing their marketing based on a consumer's particular interests and lifestyle, companies that engage in personalized marketing can also provide other benefits to consumers. Which one of the following three consumer benefits sounds most appealing to you in exchange for providing your personal information...?



**Note:** Responses of those who said personalized marketing is a good idea.

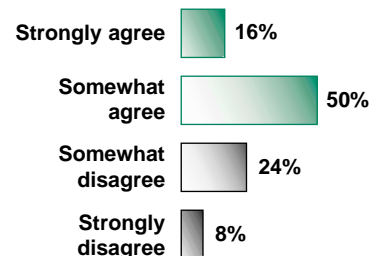
**Source:** Survey by Louis Harris and Associates for IBM, April 19-May 21, 1999.

**Question:** Many businesses create customer profiles about their customers that include information such as purchase behavior and product usage, demographic characteristics, and credit history. How acceptable would it be for businesses you deal with to use information from your customer profile to inform you of existing and new products and services that these businesses provide, and that they think would be of interest to you...?



**Source:** Survey by Louis Harris and Associates for *Privacy & American Business*/Ameritech, June 23-July 16, 1998.

**Question:** How strongly do you agree or disagree with each of the following statements...? The benefits of using the internet to get information, send email, and to shop far outweigh the privacy problems that are currently being worked on today—do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree?

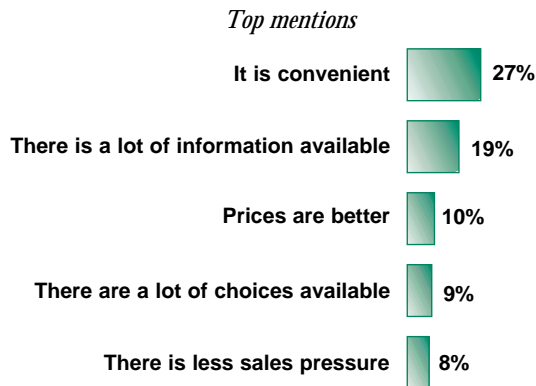


**Note:** Responses of internet users.

**Source:** Survey by Louis Harris and Associates for IBM, April 19-May 21, 1999.

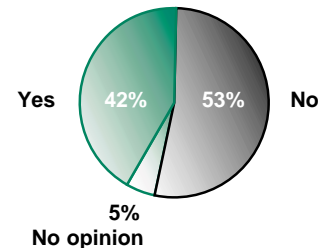
# And Willingness to Pay It

**Question:** Which one of the following do you think is the best reason to shop for a variety of products and services, from clothing to insurance to cars, over the internet...?



**Note:** Responses of internet users.  
**Source:** Survey by NBC News/ *Wall Street Journal*, June 14-18, 2000.

**Question:** Do you think that buying things over the internet threatens your personal privacy, or not?



**Note:** Responses of internet users.  
**Source:** Survey by ABC News, January 21-26, 2000.

**Question:** Some websites offer net users a valuable benefit—such as free email, a free website, special discounts on products or even a free PC—if the person will agree to provide some personal information in return. If the website informs individuals fully about what will be done with this personal information, do you think it is fair or not fair for each of the following things to be required, in return for the benefit...?

### Percent responding fair

*...A person getting the benefit agrees to answer questions about his or her consumer interests and preferences, and this information will be used only for statistical analysis of interests and buying trends among net users*



*...A person getting the benefit agrees that banner-type ads for products or services can appear on the PC they are given, or at the website they visit to receive the free service*

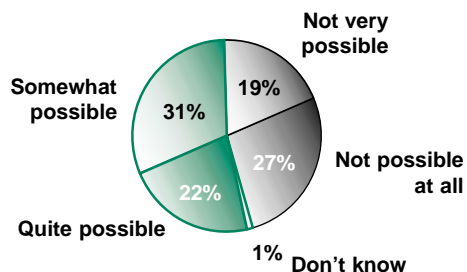


*...A person getting the benefit agrees that his or her email address can be provided to reputable companies, so they can send offers of products or services that reflect that person's particular interests*



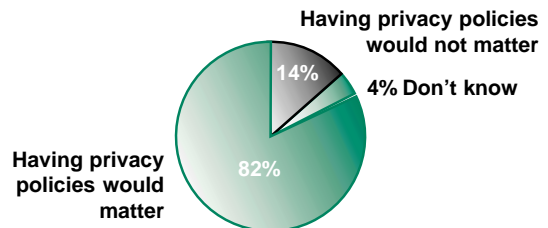
**Note:** Responses of internet users.  
**Source:** Survey by Opinion Research Corporation for *Privacy & American Business*, February 11-14, 1999.

**Question:** How possible is it that you might participate at some time in this kind of internet program that exchanges benefits for information, with full explanation of how the information would be used? Would you say it is: quite possible, somewhat possible, not very possible, or not possible at all?



**Note:** Responses of internet users.  
**Source:** Survey by Opinion Research Corporation for *Privacy & American Business*, February 11-14, 1999.

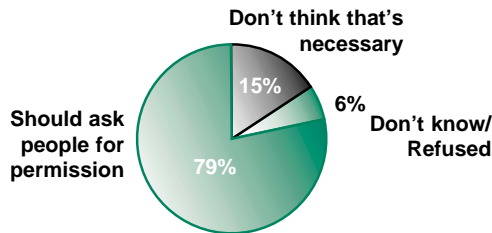
**Question:** In deciding whether you would join such a program, would it matter to you whether the website follows the kind of privacy policies recommended by the online industry associations, or would you just not be concerned with how your information was used for marketing purposes, as long as you got the valuable benefit being offered?



**Note:** Responses of internet users.  
**Source:** Survey by Opinion Research Corporation for *Privacy & American Business*, February 11-14, 1999.

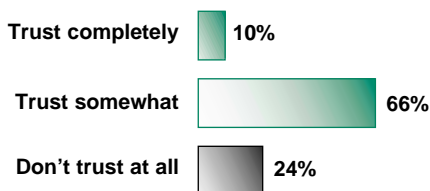
# Policing Privacy

**Question:** Do you think all internet companies should ask people for permission to use personal information when people give it to them, or don't you think that's necessary?



**Source:** Survey by Princeton Survey Research Associates for Pew Research Center, May 19-June 21, 2000.

**Question:** If a company posts a privacy policy on its website, to what extent do you trust that company to follow the policy—do you trust them completely, somewhat, or not at all?



**Note:** Responses of internet users.  
**Source:** Survey by Harris Interactive for *Business Week*, March 3-6, 2000.

**Question:** Which is closer to your view on the issue of privacy...?

*The best way to protect the privacy of personal, medical and financial records is by passing strong federal restrictions*



*The best way to protect the privacy of personal records is to give individuals more personal control over who sees those records, rather than passing strong federal restrictions*

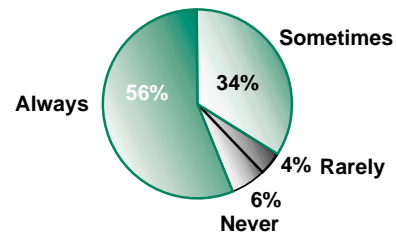


*Interfering in the free market, including flow of information, will hinder the development of the internet and reduce the quality of service banks, health care plans and websites can provide*



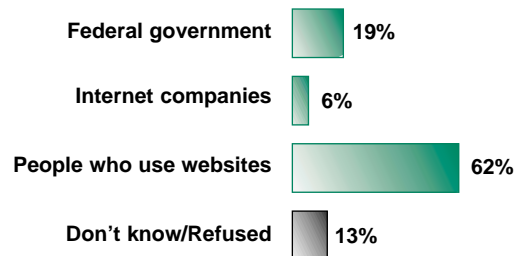
**Note:** Responses of registered voters.  
**Source:** Survey by Penn, Schoen & Berland Associates for the Democratic Leadership Council, January 6-8, 2000.

**Question:** If privacy notices allowed you to "opt out," in other words you could choose not to have personal information collected by a particular website, how often would you "opt out"—always, sometimes, rarely, or never?



**Note:** Responses of internet users.  
**Source:** Survey by Harris Interactive for *Business Week*, March 3-6, 2000.

**Question:** Who do you think should have the most say over how internet companies track people's activities online and use personal information? Should it be the federal government, internet companies, or should it be left up to people who use websites?



**Source:** Survey by Princeton Survey Research Associates for Pew Research Center, May 19-June 21, 2000.

**Question:** Here are three ways that the government could approach internet privacy issues. Which one of these three do you think would be best at this stage of internet development?

*Government should let groups develop voluntary privacy standards, but not take any action now unless real problems arise*



*Government should recommend privacy standards for the internet, but not pass laws at this time*



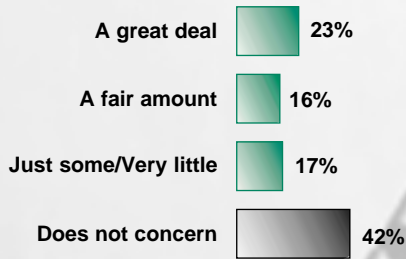
*Government should pass laws now for how personal information can be collected and used on the internet*



**Source:** Survey by Harris Interactive for *Business Week*, March 3-6, 2000.

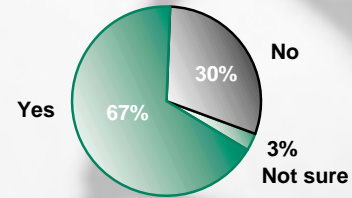
# Holding the Key to Me

**Question:** Later this month, scientists are expected to announce that they have completed a genetic blueprint of the human body. Some are hopeful that this will help to detect and combat illnesses. Others are concerned that this could violate privacy rights because information about people's health problems may be used against them.... How much does this concern you...?



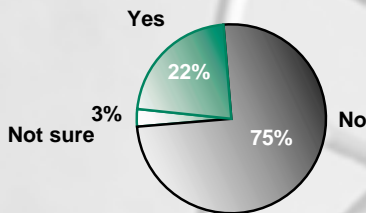
**Source:** Survey by NBC News/*Wall Street Journal*, June 14-18, 2000.

**Question:** Would you want your doctor to have information about your genetic code, or wouldn't you?



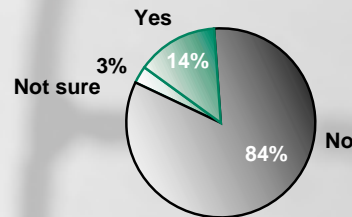
**Source:** Survey by Yankelovich Partners for *Time/CNN*, June 14-15, 2000.

**Question:** Would you want your health insurance company to have information about your genetic code, or wouldn't you?



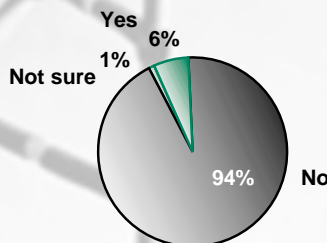
**Source:** Survey by Yankelovich Partners for *Time/CNN*, June 14-15, 2000.

**Question:** Would you want the government to have information about your genetic code, or wouldn't you?



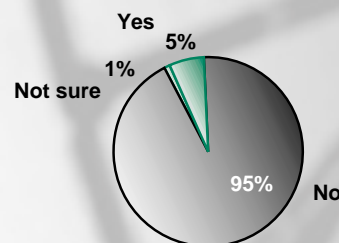
**Source:** Survey by Yankelovich Partners for *Time/CNN*, June 14-15, 2000.

**Question:** Do you think insurance companies should or should not be able to obtain access to a person's genetic record, or DNA, without his or her permission?



**Source:** Survey by Yankelovich Partners for *Time/CNN*, December 17-18, 1998.

**Question:** Do you think employers should or should not be able to obtain access to employees' genetic record, or DNA, without their permission?



**Source:** Survey by Yankelovich Partners for *Time/CNN*, December 17-18, 1998.