



Privacy: **Control vs. Ownership Survey**

2018 Nationally Representative Phone Survey

Prepared by CR Survey Research Department

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INTRODUCTION

In late October 2018, Consumer Reports conducted a nationally representative phone survey. The purpose of this survey was to assess Americans' views on data collected by technology companies with and without their permission. SSRS administered the survey to a nationally representative sample of 1,000 adult U.S. residents through its Omnibus Survey. Respondents were selected by means of random-digit dialing and were interviewed via landline or cell phone. The data were statistically weighted so that respondents in the survey are demographically and geographically representative of the U.S. population.

DATA OWNERSHIP

30%

of Americans agree that companies should be the rightful owners of data they collect WITH your knowledge

To what extent do you agree or disagree that companies should be the rightful owner of the data they collect from or about you WITH your knowledge?	
	%
Strongly agree	7
Agree	23
Neither agree nor disagree	14
Disagree	26
Strongly disagree	28
Don't know	2
Refused	0
Base: All respondents	1000

DATA OWNERSHIP

13%

of Americans agree that companies should be the rightful owners of data they collect WITHOUT your knowledge

To what extent do you agree or disagree that companies should be the rightful owner of the data they collect from or about you WITHOUT your knowledge?	
	%
Strongly agree	6
Agree	7
Neither agree nor disagree	11
Disagree	29
Strongly disagree	45
Don't know	1
Refused	1
Base: All respondents	1000

DATA CONTROL

61%

of Americans agree we should be able to see and control everything companies know about us.

To what extent do you agree or disagree that you should be able to see and control everything companies know about you?

For this question, control includes having the power to obtain all information the company has about you, to decide how the information companies have about you is used to do things like send you targeted advertising, and your ability to require companies to delete information that they have about you.

	%
Strongly agree	36
Agree	25
Neither agree nor disagree	10
Disagree	15
Strongly disagree	12
Don't know	1
Refused	1
Base: All respondents	1000

SUMMARY

Our survey found few Americans appear to be comfortable with the notion that technology companies are the rightful owner of data that they gather without the knowledge of the consumer. However, nearly a third of Americans agree that if one offers their information to a company, such as when making a purchase, then the company is the rightful owner of that information. That said, the majority of Americans agree that they should have the right to see and control everything companies know about them.

METHODOLOGY

This phone survey was fielded by SSRS using a nationally representative sample. The SSRS Omnibus is a national, weekly, dual-frame bilingual telephone survey. Interviews were conducted from October 23-28, 2018 among a sample of 1,000 respondents in English (966) and Spanish (34). Of the 1,000 interviews, 398 were from the landline sample and 602 from the cell phone sample. The margin of error for the sample of 1,003 is +/-3.78% at the 95% confidence interval. Smaller subgroups will have larger error margins.

The SSRS Omnibus uses a fully-replicated, stratified, single-stage, random-digit dialing (RDD) sample of landline telephone households, and randomly generated cell phone numbers. Interviewing is conducted over a six-day period using a computer-assisted telephone interviewing (CATI) system.

All SSRS Omnibus data are weighted to represent the target population. Final data are weighted by age, gender, region, race, education, and phone usage type to be proportionally representative of the U.S. adult population.

Key demographic characteristics (after weighting was applied) of this sample are presented below:

- 51% female
- Average age of 48 years old
- 32% 4-year college graduates
- 44% have a household income of \$50,000 or more