November 23, 2015

To: Interested Parties
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**Re: Poll Finds Strong Support for Expanding Online Privacy Protections and Internet
    Access**

A recent nationwide poll finds that Americans overwhelmingly support proposals to strengthen online privacy protections and also want to see the federal government do more to help low-income Americans afford internet access.[1] The public not only strongly supports such proposals, it also wants to see the next president make privacy and technology issues a priority. Below are some of the key findings from this research:

- **There is strong support for the government helping low-income Americans afford internet access.** Internet access is seen as critical to succeed in the 21st century economy, and the public doesn't want to see low-income Americans left behind. As a result, 58% support the federal government providing assistance to help low-income Americans afford internet access. Support is especially high among Democrats (75%), but a strong majority of Independents (58%) are also in favor.

- **There is a great deal of concern over online privacy among the public.** Over 80% of Americans are concerned about their privacy online, including 50% that are *very* concerned. Concern is especially high among African Americans (70% very concerned), Americans 50 and over (58%), and Latinos (57%).

- **There is overwhelming support for proposals to strengthen online privacy protections.[2]** At least 80% of the public supports making it illegal for companies to sell or share their personal information, allowing individuals to have information about them removed from internet search results (also known as "the right to be forgotten"), and giving people the ability to stop companies from tracking the websites they visit. Over two-thirds also support ending the federal government's warrantless collection of Americans' online activities.

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[1] This memo is based on the results of a national poll of 850 adults conducted by Anzalone Liszt Grove Research. The poll was conducted July 24-29, 2015 and included an oversample of 50 Asian Americans. 40% of all interviews were conducted via cell phone and interviews were conducted in English and Spanish. The margin of error for the poll is +/- 3.5 percentage points at the 95% level of confidence.

[2] See table on page 3 for full list of proposals tested.

- **The public also wants the next president to make these issues a priority.**[3] Nine in ten want to see the next president put an emphasis on protecting privacy, over 80% want to prioritize teaching technology skills and using technology to make government more efficient, and nearly two-thirds want to see an emphasis on expanding internet access as well.

- **Americans want the companies whose websites they use to take an active role in protecting their privacy.** Over 90% believe these companies should be taking steps to protect the public's privacy online, with 69% feeling that the companies should be doing "a great deal" to protect it. More than three out of four (78%) also believe that the federal government should take an active role in protecting our online privacy.

- **The vulnerability of personal financial information is the dominant online privacy concern.** More than three out of four Americans said that their top concern related to online privacy was suffering financial harm due to their personal information being violated.

- **Concern over doxing is also high.** More than four out of five Americans are concerned about doxing (the posting of someone's personal information online), including 62% who express intense concern.

- **Despite high levels of concern, most don't know how to protect their privacy online.** There is clearly a need for more information about what people can do to protect their privacy on the internet, as 61% say they are concerned but don't know what to do to protect themselves. Communities of color are especially likely to feel this way, with 73% of Latinos and 66% of African and Asian Americans agreeing with this sentiment.

- **The public is willing to take action to protect their privacy online.** Americans express a willingness to take steps to keep their personal information safe online. A broad share would opt out of online services that widely share their personal info (82%), and they express a clear desire to use websites that prioritize privacy (87%). And nearly three in four (71%) said they would be willing to e-mail, call, or write a letter to a member of Congress or a policymaker to help protect their privacy online.

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[3] See table on page 3 for full list of issues tested.

SUPPORT FOR ONLINE PRIVACY PROPOSALS *"Please tell me whether you support or oppose that proposal…"*	% Strongly Support	% Total Support
Requiring companies to post a short, clearly written disclosure box on their homepage that explains how your information will be used.	79	94
Making it illegal for companies to sell or share information they collect about someone online to other companies, without that person's permission.	77	85
Allowing individuals to have information about them removed from internet search results.	66	86
Giving people the ability to stop companies from tracking the websites they visit.	59	80
Ending the federal government program that collects information on the online activities of Americans without approval from a judge.	49	68
Allowing individuals to access the data that companies have collected about them from their online activity.	49	66
Requiring companies to publish the formulas they use for loan approvals and for credit and hiring decisions.	46	68

POLICY PRIORITIES FOR NEXT PRESIDENT *"Please tell me whether you support or oppose that policy being a priority for the next president…"*	% Strongly support it being a priority	% Total support it being a priority
Protecting privacy so we have more control over our personal information	73	90
Teaching technology skills so our next generation can compete and succeed	67	89
Using technology to make government more efficient	55	83
Expanding internet access to help ensure all Americans share in the power of the internet	36	64