



**NATIONAL STUDY
TOPLINE RESULTS – JULY 26, 2010**

- 1. Are you female or male?
 Male..... 54
 Female..... 46

[MALES SHOULD REPRESENT 48% OF SAMPLE AND FEMALES SHOULD REPRESENT 52% OF SAMPLE]

- 2. What is your age? **[ADD PREPOPULATED LIST OF AGES—TERMINATE THOSE UNDER 18]**
- 3. In what state do you live? **[ADD PREPOPULATED LIST OF STATES]**
- 4. In what county do you live? **[ADD PREPOPULATED LIST OF COUNTIES]**
- 5. Are you registered to vote?
 Yes100
 No **TERMINATE**
 Don't know.. **TERMINATE**

- 6. On November 2nd, 2010, there will be a general election. How likely would you say you are to vote in this general election — are you almost certain to vote, will you probably vote, are the chances about 50-50, are you probably not going to vote, or are you definitely not going to vote?
 almost certain 84
 probably8
 50-508
 probably not **TERMINATE**
 definitely not..... **TERMINATE**
 dk **TERMINATE**

Below is a list of organizations. After each, please tell me overall, do you have a very favorable, somewhat favorable, neutral, somewhat unfavorable, or very unfavorable impression of them? If you haven't heard of the organization {7}, or if you don't know enough about the organization to have an impression,{6}, please indicate that in the appropriate place. **[ROTATE]**

		Very fav	S.what fav	Neutral	S.what unfav	Very unfav	No opin	Nvr Hrd
__7.	Google	51	23	12	4	4	5	0
__8.	Twitter	5	10	33	15	12	24	1

[ROTATE ONTO NEXT PAGE]

	Very fav	S.what fav	Neutral	S.what unfav	Very unfav	No opin	Nvr Hrd
__9. Microsoft	31	30	18	10	7	3	0
__10. Facebook	22	24	22	14	11	6	0
__11. Yahoo	29	29	24	10	5	3	0
__12. Apple	23	26	25	10	5	10	0

13. Thinking about the Internet, how important is it to you personally to have more laws that protect the privacy of your personal information and Internet searches both online and on your hard drive—is it very important to you personally, somewhat important, not too important, not important at all or aren't you sure?

Very important.....	67	90
Somewhat important.....	23	
Not too important	6	
Not important at all.....	3	9
DK/NA.....	1	

Below is a list of things people say they are concerned about personally. After each, please indicate whether it is one of the things that worries you most, whether it worries you a great deal, some, not too much, not at all or whether you aren't sure. **[ROTATE]**

	One of Most	Great Deal	Some	Not too much	Not at all	dk
__14. Google and Facebook can track and store your personal information as you surf the Internet and participate in social media, then advertise to you based on your personal information.	22	30	24	13	6	5
__15. Google is cooperating with the federal government's top electronic spy organization, the National Security Agency or NSA, with no explanation of what information is shared.....	25	30	22	10	6	7
__16. Google has admitted that over the last three years it gathered communications from home WiFi networks without permission from the owner and stored the data on its servers.	30	35	20	6	4	6

SPLIT SAMPLE A

__17. Congressional representatives have received campaign contributions from Google and are refusing to hold hearings on the so-called "Wi-Spy" scandal.....	24	32	26	6	4	8
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SPLIT SAMPLE B

__18. Many of Google's lobbyists used to work for members of Congress who are refusing to hold hearings on Google's Wi-Fi scandal and have introduced privacy legislation consumer groups say doesn't go far enough to protect Americans' privacy on the Internet.....	20	32	24	9	5	10
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[ROTATE ONTO NEXT PAGE]

	One of Most	Great Deal	Some	Not too much	Not at all	dk
SPLIT SAMPLE A						
__19. Google currently has a virtual monopoly of the Internet search market, with 65 percent of searches conducted on its site, driving traffic to businesses that they are affiliated with.	10	23	29	23	11	4

SPLIT SAMPLE B

__20. Google has photographed your home without asking and is displaying it on the Internet on its Street View service for anyone to see and use	16	18	20	21	20	4
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Below is a list of some proposals and issues that are being considered by state and national leaders. After each one, please indicate whether you would favor or oppose that particular proposal. **[IF "FAVOR" OR "OPPOSE," ASK:]** Do you _____ [FAVOR/OPPOSE] that proposal strongly or not so strongly? **[ROTATE]**

	Favor strngly	Favor not strngly	Oppose not strngly	Oppose strngly	DK
__21. Use the federal government's power to break up corporate monopolies to separate Google's search and other businesses much like what happened to the major telephone company, AT&T, in the mid-1980s	26	20	18	22	14
__22. Prevent online companies from tracking personal information or web searches without your explicit, written approval.....	66	18	7	4	5
__23. Require the creation of a "do not track me" list for online companies that would be administered by the Federal Trade Commission	63	17	7	5	7
__24. Require the creation of an "anonymous button" that allows individuals to stop anyone from tracking their online searches or purchases.....	66	20	5	4	5
__25. Ban online companies from tracking and storing information related to children's online behavior so they can target them with advertising.....	68	15	7	5	5
__26. Extend current laws that protect children from being targeted for advertising on TV, radio and print be extended to protect children from online advertising.....	60	21	8	5	6
__27. Ban the collection of any personal data on children under the age of 18.....	72	12	6	4	6
__28. Require all online providers to ask on every page that a consumer visits whether that consumer would like to have their information tracked	48	22	14	11	5
__29. Bar online companies from using data assembled from tracking consumers' online habits for marketing or advertising to the consumer	49	23	15	6	8

[ROTATE ONTO NEXT PAGE]

	Favor strngly	Favor not strngly	Oppose not strngly	Oppose strngly	DK
__30. Make it a criminal offense if an online company that collects personal or financial information loses that data	54	24	9	5	8
__31. Have Congress hold hearings on Google’s gathering data from home WiFi networks and its sharing of information with U.S. spy agencies like the National Security Administration, the NSA	44	25	10	9	11

[ASK Q32 LAST; READ ONLY TO VOTERS REGISTERED IN CALIFORNIA]

32. Amend the California State Constitution so that, quote, “the right to privacy includes a guarantee of privacy on the Internet,” unquote.....	56	23	5	9	8
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[RESUME ASKING EVERYONE]

33. Would you be more or less likely to vote for the Congressperson from your area if you found out they took campaign contributions from Google and then refused to hold hearings on the so-called “Wi-Spy” scandal perpetrated by Google, where the company gathered communications from home WiFi networks without permission from the owner and stored the data on its servers, or wouldn’t it make a difference to you either way?

Much more likely	6	12
Somewhat more likely	6	
No difference	22	
Somewhat less likely	21	
Much less likely	38	59
Not sure	7	

- 34.
- 35.
- 36.
- 37.
- 38.
- 39.
- 40.
- 41.
- 42.
- 43.
- 44.
- 45.
- 46.
- 47.
- 48.
- 49.
- 50.
- 51.

Thank you. The few remaining questions are for classification purposes only.

52. Generally speaking, do you think of yourself as a Republican, a Democrat, an Independent, or something else? **[IF REPUBLICAN OR DEMOCRAT, ASK:]** Do you consider yourself a strong (Republican/Democrat) or a not so strong (Republican/Democrat)? **[IF INDEPENDENT, ASK:]** Would you say that you lean more toward the Republicans or more toward the Democrats?

strong Republican	25	44
not so strong Republican	12	
Indep. leans Republican	7	
Independent	11	
Indep. leans Democratic	12	
not so strong Democrat	8	
strong Democrat	24	44
DK/NA/Other	1	

53. Do you have any children under the age of 18 living at home?

Yes, children	29
No	71
DK/NA	0

54. What is your age?

18-29	16
30-39	13
40-49	20
50-59	20
60-69	21
70+	9
DK/NA	0

55. Do you come from an Hispanic, Latino or a Spanish-speaking background?

Yes [SKIP TO Q57]	11
No	88
DK/NA/REF	1

[ASK Q56 ONLY OF CODES 2 AND 3 IN Q55]

56. What is your race?

White	74
Hispanic	10
Black	11
Native American	1
Asian/Pacific Islander	0
Other	1
DK/NA/REF	3

[RESUME ASKING EVERYONE]

57. Are you currently married, single, divorced or widowed?

Married	58
Single	2
Divorced	11
Widowed	3
NA	22

58. Do you have access to the Internet in either your home or your place of work?
- Yes, home **[GO TO Q59]** 56
 - Yes, work **[GO TO Q59]** 1
 - Both **[GO TO Q59]** 42
 - No **[SKIP TO Q.64]** 1
 - DK/NA **[SKIP TO Q.64]** 0

[ASK Q59-63 ONLY AMONG Q58 CODES 1, 2 OR 3]

Below is a list of online social networking sites. For each one, please indicate whether or not you currently have a profile on that site.

	Yes	No	DK/NA
__59. Facebook	65	34	1
__60. Twitter	17	82	1
__61. MySpace	22	76	2

62. Have you ever used Google's Street View program?
- Yes..... 59
 - No..... 38
 - DK/NA 4

63. Do you have a home WiFi network and is it password protected?
- Yes, and it's password protected..... 50
 - Yes, but it's not password protected 7
 - No 39
 - DK/NA 5

[RESUME ASKING EVERYONE]

64. What was the last level of schooling you completed?
- High school graduate or less..... 3
 - Some college 32
 - College graduate..... 26
 - Post-graduate 7
 - NA 20

This completes our public opinion survey. Thank you very much for your time and cooperation.