



TO: Interested Parties

FROM: Lisa Grove and Ben Patinkin
Grove Insight, Ltd.

RE: Findings from a Recent Poll on Internet Privacy and the Role of Congress

DATE: July 27, 2010

This analysis is based on a survey of 1000 likely 2010 general election voters. A base sample of 800 voters was conducted nationally and an oversample of 200 voters was conducted in California. This survey was conducted over the Internet with respondents pulled from a panel of previously identified voters. Interviews were conducted July 22 to 25, 2010 and the margin of error is +/- 3.1% at the 95% percent level of confidence.

Americans Are Concerned About Google's Collection of Wireless Data.

While Google shows the strongest favorability ratings among the tech companies we tested (74% favorable, 8% unfavorable), our recent poll shows a significant majority of Americans are troubled about recent revelations that Google has been collecting wireless data information. Nearly two-thirds of voters nationwide (65%) say it is one of the things that "worries them most" or a "great deal" with

"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."

65% one of the things that "worries them most" or a "great deal"

"Google is cooperating with the federal government's top electronic spy organizations, the National Security Agency or NSA, with no explanation of what information is shared."

55% one of the things that "worries them most" or a "great deal"

another 20% saying it arouses “some concern.”

Sharing Information with the NSA Also Raises Their Ire as They Call for Hearings

A solid majority (55%) is also bothered (“one of the most” or “great deal”) by Google’s cooperation with the NSA without saying what information is being shared.

Even more voters call for Congressional 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” (69% favor, 19% oppose).

Perhaps most importantly – at least for Members of Congress – voters appear to be in a punishing mood for those who refuse to hold hearings, especially if there are donations from Google in the campaign coffers. Nearly six in 10 said they would be less likely to vote for their Member of Congress if they took campaign contributions from Google and then refused to hold hearings on the Wi-Spy scandal.

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?

More likely	12%
Less likely	59%
No different, not sure	29%

Voters to Congress: Do Not Let Them Track Me and Do More to Protect Kids

The public also shows deep support for a broad range of strong privacy protections. In fact, when asked whether it is “important” to have “more laws that protect the privacy of your personal information” nine in 10 (90%) support this notion. Of these, two thirds (67%) say it is “very important” and there are **no** real differences based on age—meaning voters under 50, including those ages 18-29 are just as likely to say more privacy laws are needed as those over the age of 70.

When asked specifically what laws they would like, attempts to block tracking are in strong demand. In fact, every proposal that included the word “tracking” receives support levels that were 70% or greater.

A “make me anonymous button” (86% favor, 9% oppose) tops the list, followed by preventing online companies from tracking personal information or web searches without your explicit, written approval (84% favor, 11% oppose).

Children should definitely be off limits according to these Americans. Cataloguing the online behavior of children in order to better advertise to young audiences is something 83% of Americans want banned. Banning the collection of any personal data on children under the age of 18 (84% favor, 10% oppose) is another proposal that is widely popular. There is also similar support for extending current advertising protections regarding children beyond TV, radio and print to online advertising (81% favor, 13% oppose)

Popular Fixes on Issue of Internet Privacy, Tracking and Children

	<u>Favor</u>	<u>Oppose</u>
Require the creation of an “anonymous button” that allows individuals to stop anyone from tracking their online searches or purchases	86%	9%
Ban the collection of any personal data on children under the age of 18	84%	10%
Prevent online companies from tracking personal information or web searches without your explicit, written approval	84%	11%
Ban online companies from tracking and storing information related to children’s online behavior so they can target them with advertising	83%	12%
Require the creation of a “do not track me” list for online companies that would be administered by the Federal Trade Commission	80%	12%