

Consumer Attitudes Towards Data Privacy

IBM-Harris Poll Survey 2019: U.S. Data



Scope of Measurement & Methodological Overview



WHO
U.S. General Public, 18+



HOW
Data were collected via online survey



LENGTH OF SURVEY
Approximately 11 minutes



WHEN
August 8 to 15, 2019

1,000
INTERVIEWS

Story Highlights

U.S. Data Privacy (1/2)

Expectations for and importance in maintaining data privacy are highest for essential services (healthcare, banks, and insurance companies) and e-commerce companies (requiring home address, phone number, and credit card information).

- However, there is a wider gap in the importance of e-commerce companies and the expectations the public has in such companies relative to essential services, with importance not meeting expectations.
- Single-function apps and websites (ride shares, booking engines, and storage sites) and social media/messaging platforms (free messaging or social media apps and platforms) are regarded as less important *and* having lower expectations, though a wide gap still exists.
- Additionally, agreement is higher for essential services than other types of companies that they will do what is needed to protect consumers' data, requiring no government regulation.

The public expects and rewards companies that protect their customers' data.

- Agreement is nearly universal (94%) that businesses should be doing more to actively protect consumers against cybersecurity threats.
- More than half of the public (53%) says how well accompany protects their customers' data from a cyber attack is extremely important in influencing whether they'll do business with a company, more so than the quality of the company's products and services (44%).
- The public thinks the company who collected the personal information should play the biggest role in developing a clear understanding of the use of personal information in business today, more than consumers who share the information, the government, third-parties who use the information, or watchdog groups.



Story Highlights

U.S. Data Privacy (2/2)



There is little doubt that companies share information with other companies: only 3 in 10 think it stays with the original company always (7%) or most of the time (24%).

- More than half (58%) have either personally had data compromised or know someone who has.
- A consumer's Social Security Number and credit card information are considered to be the most concerning types of data that could be compromised, followed by medical history, personal emails, and text message conversations.

There is strong public reception to the ability to take back personal data that was shared with a company.

- More than half say the ability to fully take back or retrieve their personal data is extremely important in reassuring that the company will keep their personal data safe; more than having transparent user guidelines, requiring fewer personal questions, and positive reviews of the company.
- Three-quarters agree that if there was a way to fully take back and retrieve the personal data they share with a company at any time, they would be more willing to share their personal information.
- Nearly seven in 10 say they would be more willing to share personal information if a company could demonstrate that it could monitor how the data was being used. The same amount say they would be more likely to share their personal data with a third party if they could fully take back and revoke the data they gave to a third party at any time, assuring that their personal data is protected.



Nearly two-thirds strongly agree that businesses should be doing more to actively protect consumers against cybersecurity threats.

Views of Personal Data Usage

To what extent do you agree or disagree with each of the following?



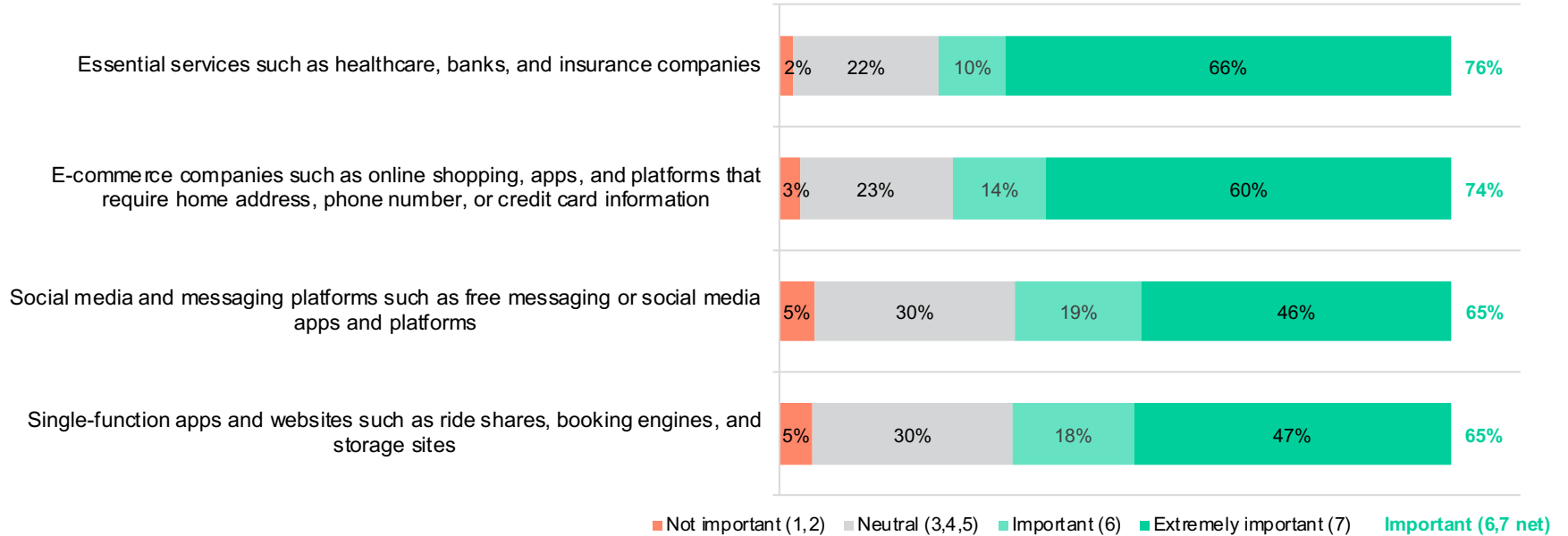
Disagree (net) ■ Strongly disagree ■ Somewhat disagree ■ Somewhat agree ■ Strongly agree Agree (net)



Essential services and e-commerce companies are viewed as more important in maintaining data privacy than social media and single-function apps.

Importance of Data Privacy

For each company type, how important is it to you that they maintain the privacy of your data?

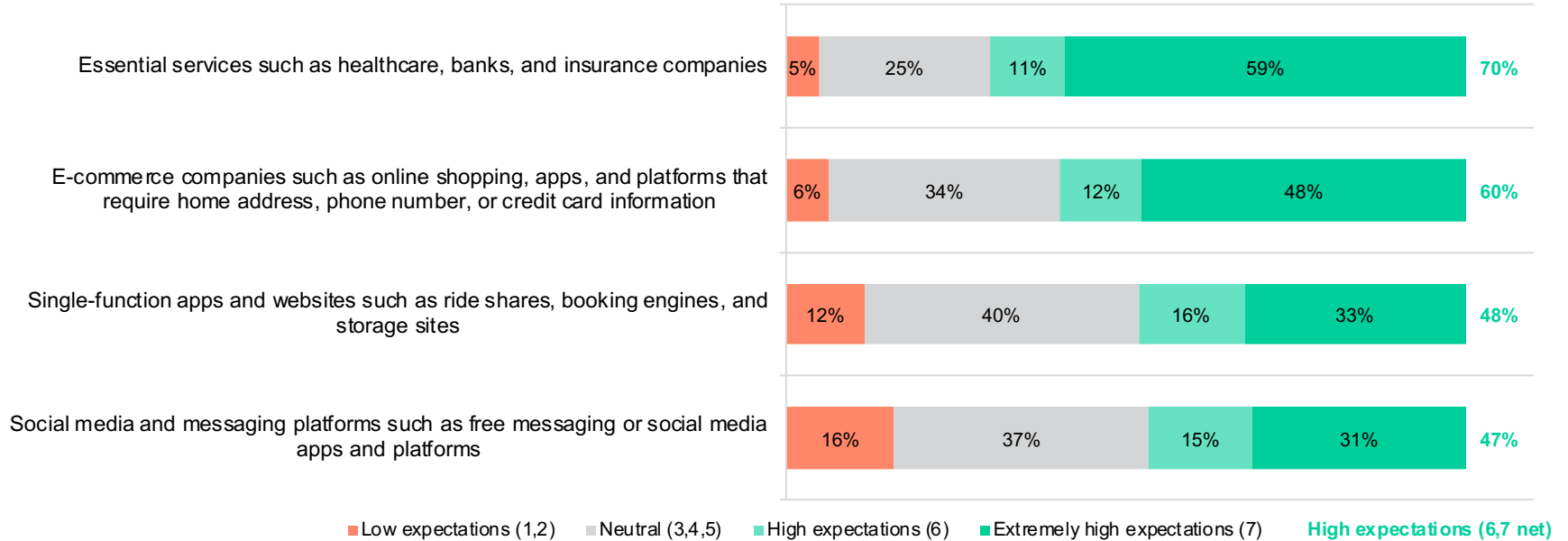




Expectations are higher for essential services than other types of companies in keeping personal data safe.

Expectations of Data Privacy

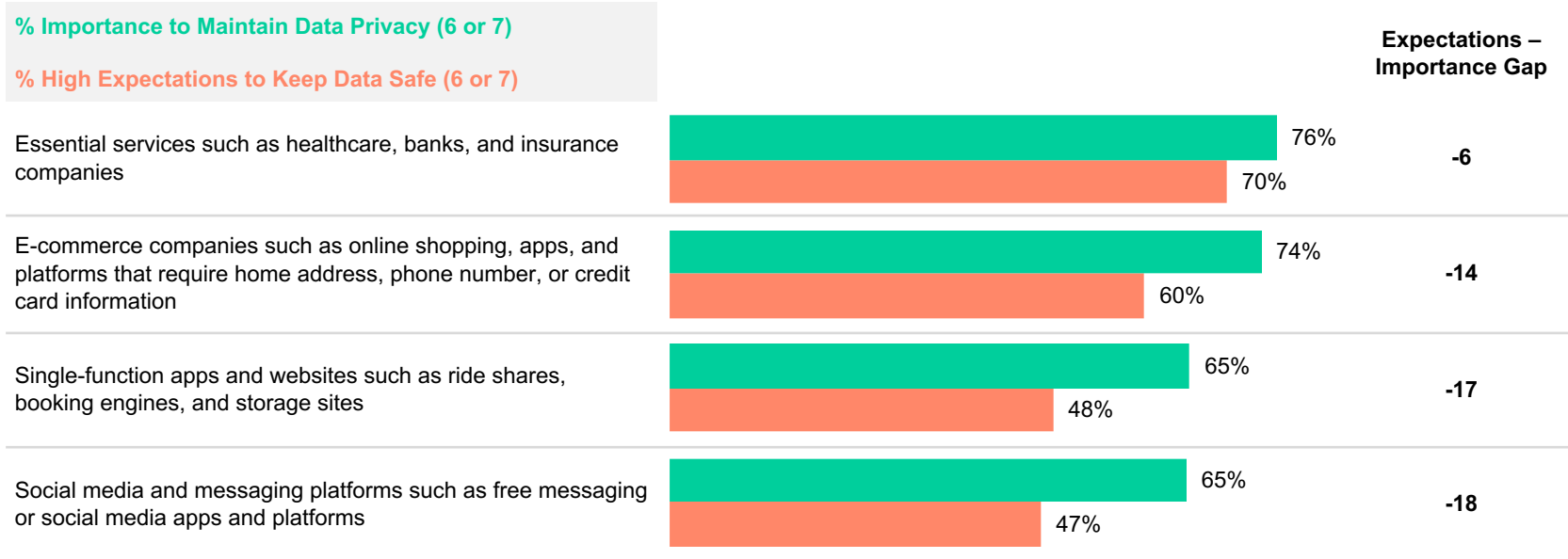
What level of expectations do you have for each of the following types of companies when it comes to keeping your personal data safe?





Essential services are viewed as both the most important to maintain data privacy as well as having the highest expectations, with expectations almost meeting importance. A wider gap exists between importance and expectations among other types of companies.

Importance vs Expectations

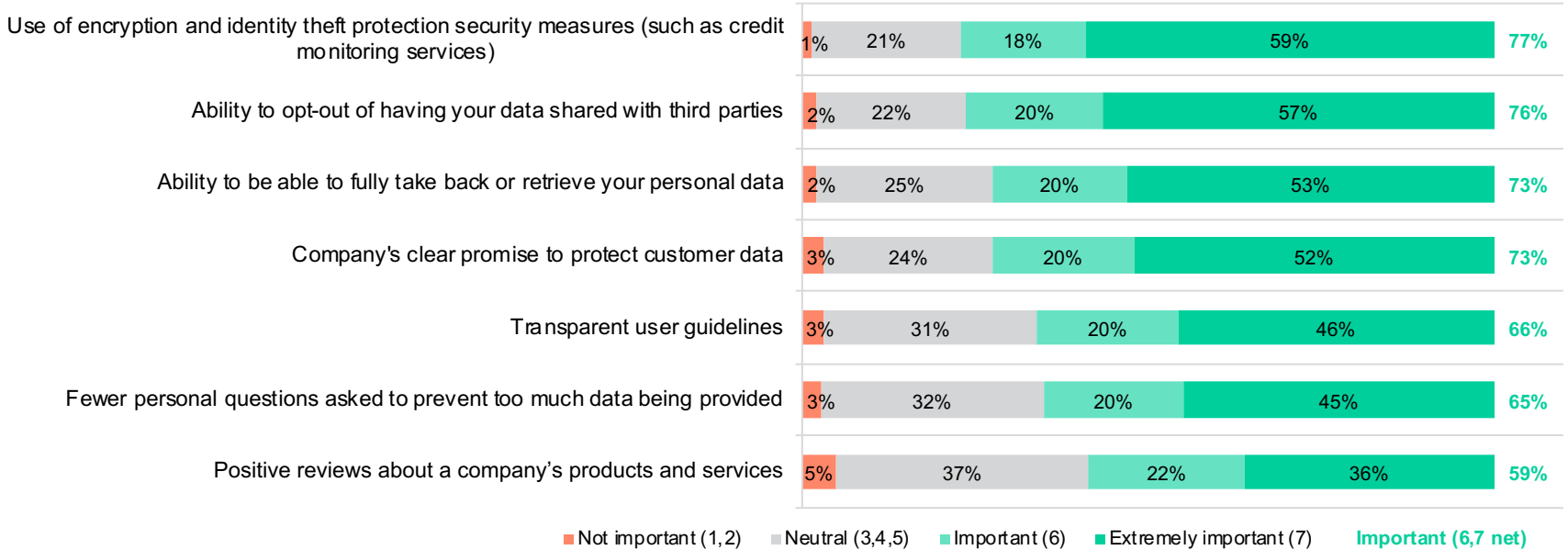




More than half say the ability to opt-out of having data shared with third parties and being able to take back personal data are extremely important, more than transparent user guidelines, asking fewer questions, and positive company reviews.

Importance of Ways to Keep Data Private

How important is each of the following items a company could do to reassure you that they will keep your personal data safe?



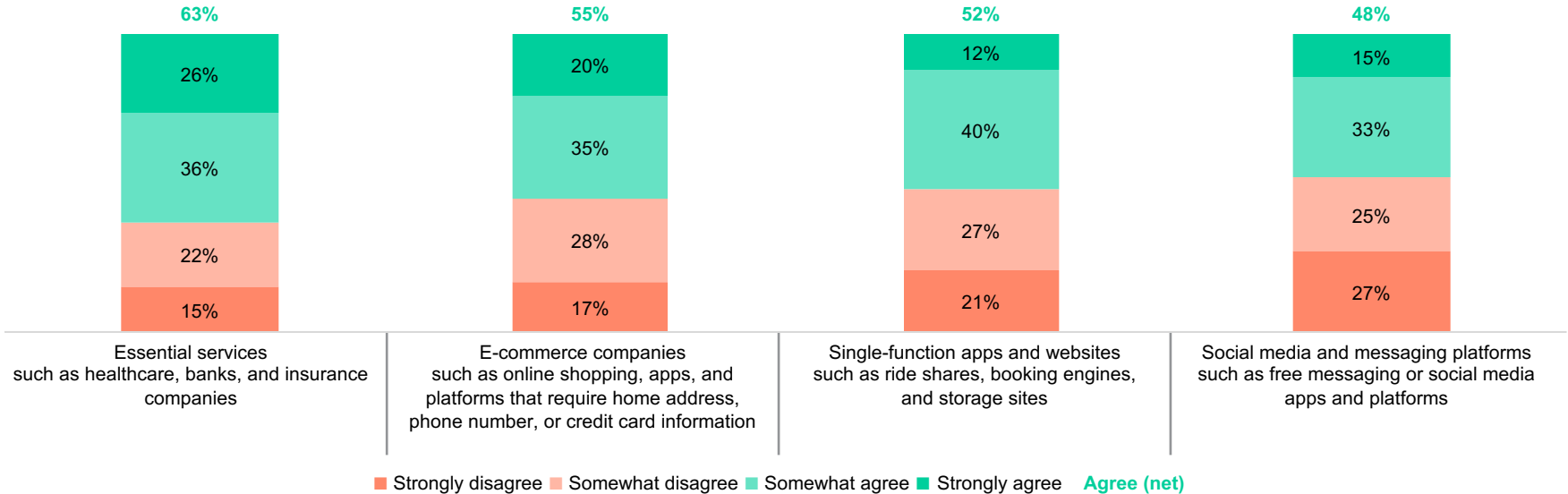


Essential services are regarded as the most likely to be able to self-regulate when it comes to protecting consumers' data; social media companies less so.

Government Regulation

For each company type, to what extent do you agree or disagree with the statement below?

They will do what is needed to protect consumers' data, therefore no additional government regulation is needed.

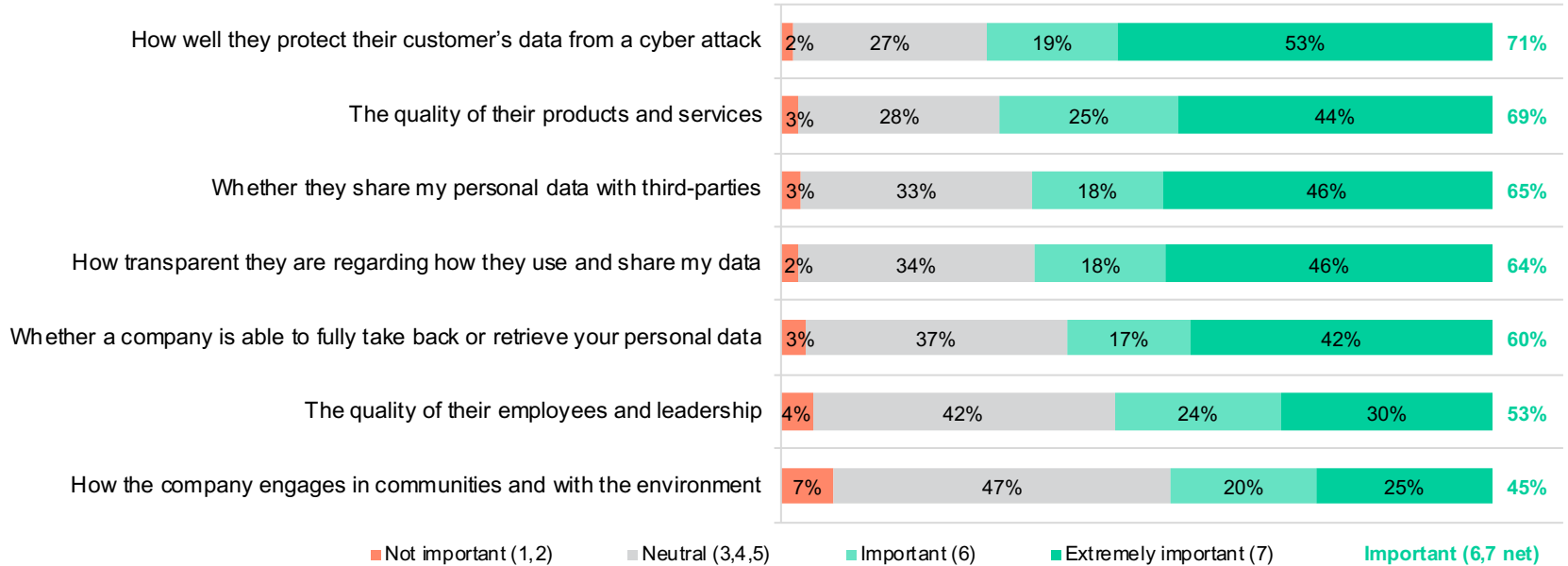




How well a company protects their customer's data from a cyber attack is viewed as more important than the quality of a company's products and services.

Importance When Doing Business with a Company

It's likely that many things come together to influence whether or not you'll do business with a company. Today, how important would you say are each of the following when it comes to your decision?

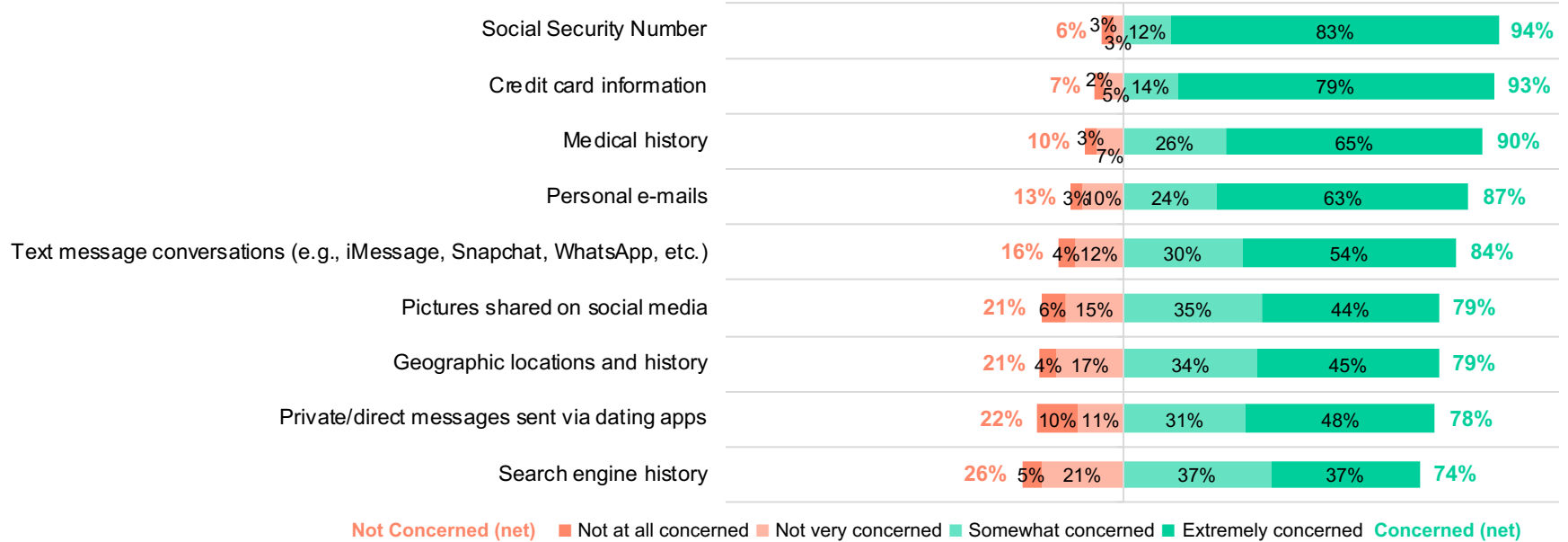




Three-quarters or more would be somewhat or extremely concerned about most types of data being compromised. Social Security Number and credit card information are regarded as the most concerning information.

Types of Data Compromised

How concerned would you be if you were to learn that each of the following types of your personal data was compromised and shared with a company you didn't know about?

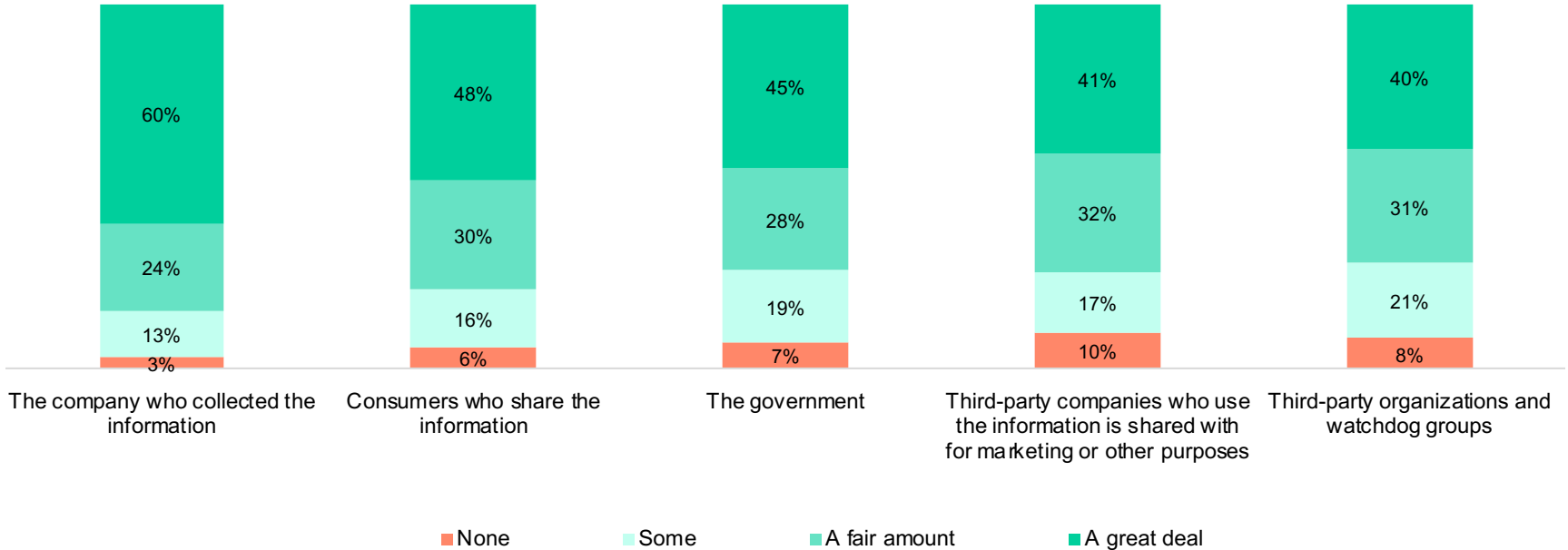




The company who collected the information is viewed as the most responsible entity for developing a clear understanding how personal information is being used.

Role in Understanding How Data Is Used

How much of a role should each of these entities have in developing a clear understanding of the use of personal information in business today?

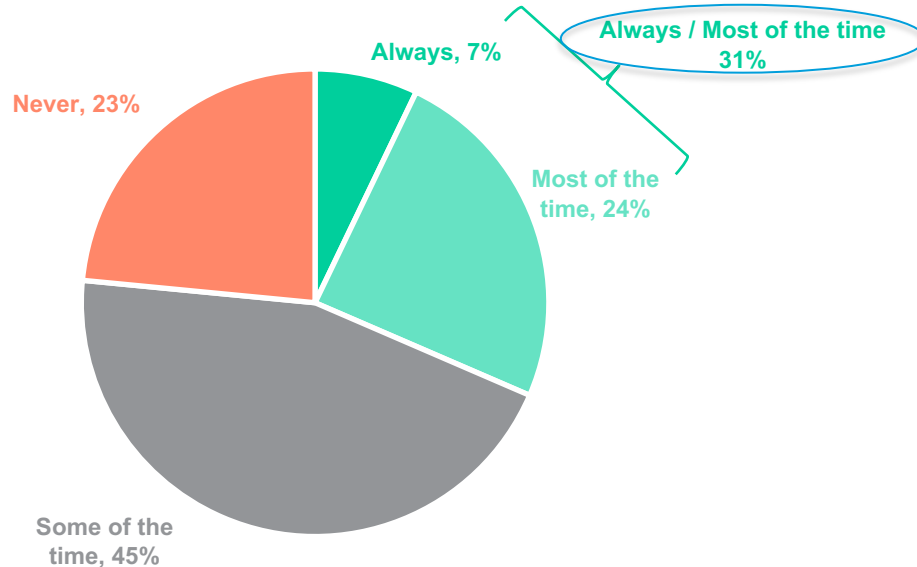




Only three in ten believe that personal data remains only with the original company at least most of the time.

When Data Stays Within Original Company

When you share personal data with a company or organization, how often do you believe that data remains only within that original company?

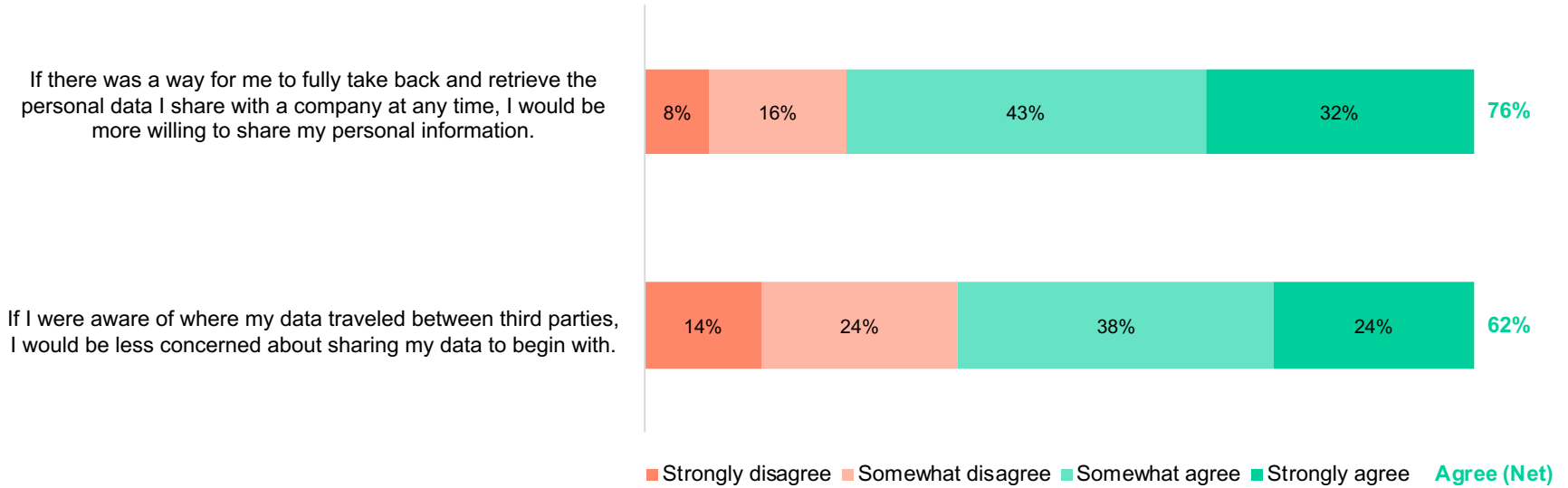




Three-fourths agree they would be *more* willing to share personal information if there was a way to fully take back and retrieve the data at any time. Three-fifths agree that they would be less concerned about sharing data if they were aware of where the data traveled.

Data Usage

To what extent do you agree or disagree with each of the following?

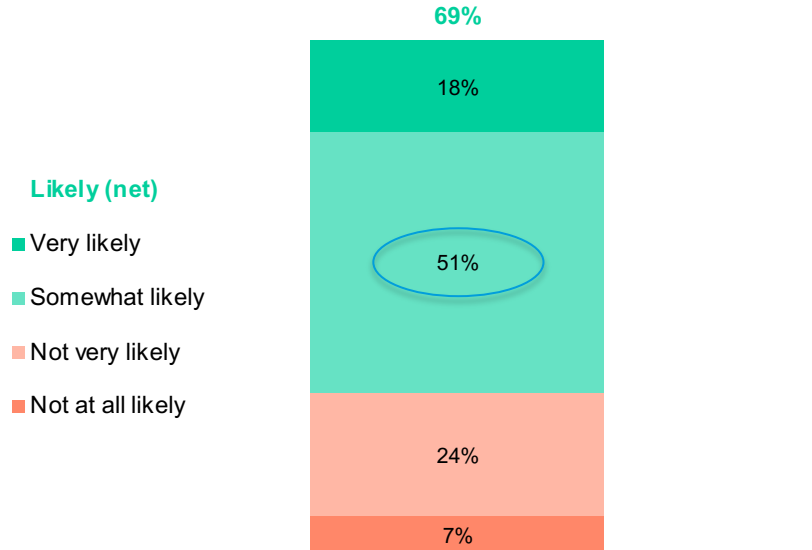




Seven in 10 say they would be very or somewhat likely to share personal data with a third party if there was new technology that allowed for fully taking back and revoking data at any time, though half are only *somewhat* likely.

Technology to Revoke Data

There is new technology available that allows individuals to fully take back and revoke the data they give to a third party at any time, assuring that personal data is protected. If you knew technology like this existed, how likely would you be to share personal data with a third party?

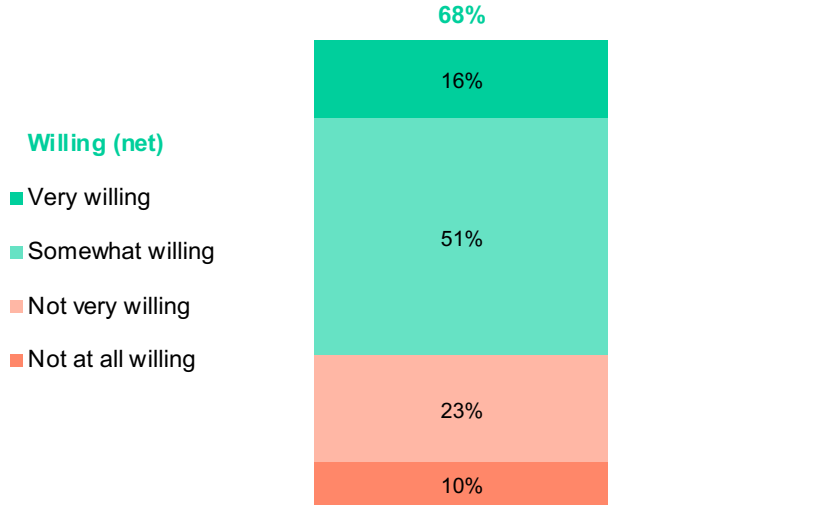




Two-thirds say they are very or somewhat willing to share personal information if a company could demonstrate that it could monitor how their data was being used.

How Data Is Being Used

How willing would you be to share your personal information if a company could demonstrate that it could monitor how your data was being used?

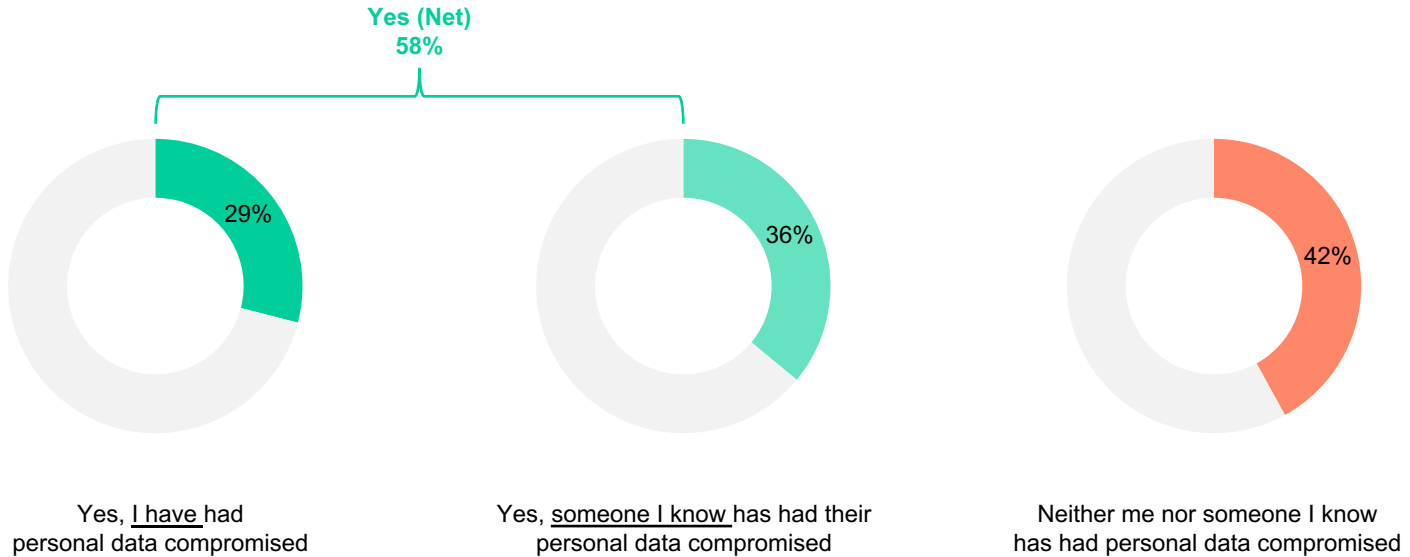




More than half of the public have either personally had or know someone who has had their personal data compromised.

Personally Had Data Compromised

Have you or someone you know ever had personal data compromised or been cyber-hacked? Please select any that apply.

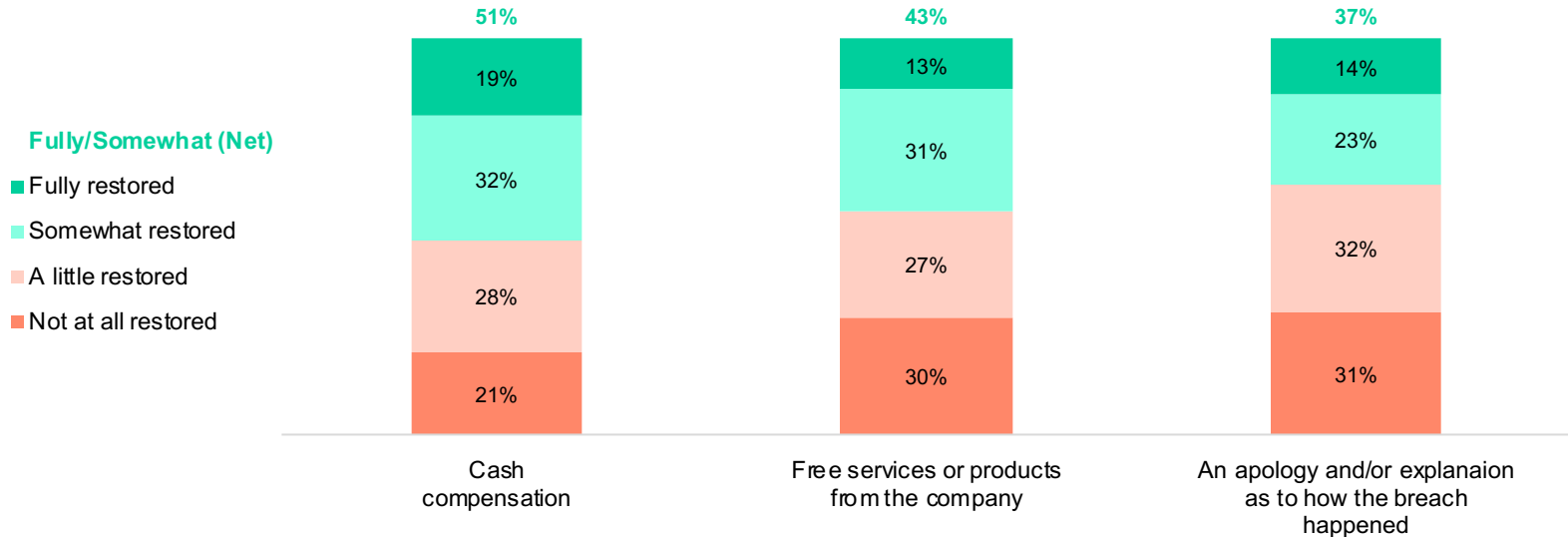




Half say a cash compensation would somewhat or fully restore their trust in a company after a data breach, more than free services & products or an apology.

Restoration of Trust After Data Breach

If you or a family member were to have your personal information which you provided to a company breached and stolen, how would your trust in the company be impacted if they were to do each of the following actions?





For questions on this research, contact:

Wendy Salomon
wendy.salomon@harrisinsights.com
646-831-6775



Methodology for Use in Press Materials

US

This survey was conducted online by The Harris Poll on behalf of IBM from August 8 to 15, 2019 among 1,000 adults in the U.S. age 18+. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Wendy Salomon at wendy.salomon@harrisinsights.com.