

Question 1: Agree or disagree? I would like online services such as Facebook and Google to collect less of my data.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	67.8%	66.3%	67.4%	70.0%	66.4%	69.0%	68.4%	66.0%	70.1%	67.9%
Somewhat agree	12.0%	13.0%	12.3%	10.7%	12.0%	12.1%	12.0%	11.7%	12.9%	11.8%
Neither agree nor disagree	12.2%	10.2%	13.2%	13.1%	12.8%	11.6%	12.7%	11.9%	11.5%	12.7%
Somewhat disagree	1.7%	2.5%	1.4%	1.1%	1.4%	1.9%	1.7%	2.4%	1.2%	1.0%
Strongly disagree	6.3%	8.1%	5.8%	5.0%	7.4%	5.4%	5.2%	7.9%	4.3%	6.6%
Total agree	79.8%	79.3%	79.7%	80.7%	78.4%	81.1%	80.4%	77.7%	83.0%	79.6%
Total disagree	8.0%	10.5%	7.2%	6.2%	8.8%	7.3%	6.9%	10.3%	5.5%	7.7%

Source: The Center for Data Innovation conducted a national online poll of 3,240 U.S. adult Internet users between December 13, 2018 and December 16, 2018. For more information, visit [datainnovation.org](http://datainnovation.org).

Question 2: Agree or disagree? I would like online services such as Facebook and Google to collect less of my data even if it means seeing ads that are less useful to me.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	57.8%	59.5%	58.7%	54.5%	57.8%	57.8%	58.1%	56.8%	58.8%	58.1%
Somewhat agree	16.5%	15.1%	16.9%	17.6%	16.5%	16.5%	16.8%	16.2%	16.9%	16.4%
Neither agree nor disagree	15.0%	14.7%	14.4%	16.3%	14.5%	15.6%	16.7%	15.7%	13.2%	14.6%
Somewhat disagree	4.4%	5.3%	3.9%	3.9%	4.2%	4.5%	3.3%	4.3%	4.9%	4.7%
Strongly disagree	6.3%	5.2%	6.0%	7.7%	7.1%	5.6%	5.1%	7.0%	6.2%	6.2%
Total agree	74.3%	74.6%	75.6%	72.2%	74.3%	74.3%	74.9%	73.1%	75.7%	74.5%
Total disagree	10.6%	10.7%	9.9%	11.5%	11.2%	10.1%	8.4%	11.3%	11.0%	10.9%

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Question 3: Agree or disagree? I would like online services such as Facebook and Google to collect less of my data even if it means seeing more ads than before.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	34.5%	32.7%	35.7%	35.3%	37.4%	31.9%	39.2%	33.4%	34.5%	33.0%
Somewhat agree	18.1%	17.5%	18.4%	18.3%	17.6%	18.5%	17.2%	18.8%	19.2%	16.5%
Neither agree nor disagree	20.7%	20.8%	21.0%	20.3%	20.8%	20.6%	21.4%	20.8%	18.6%	22.1%
Somewhat disagree	10.9%	11.6%	11.4%	9.4%	9.2%	12.4%	9.1%	10.9%	11.3%	11.8%
Strongly disagree	15.8%	17.3%	13.6%	16.8%	14.9%	16.6%	13.1%	16.1%	16.4%	16.6%
Total agree	52.6%	50.2%	54.1%	53.6%	55.0%	50.4%	56.4%	52.3%	53.7%	49.5%
Total disagree	26.7%	29.0%	25.0%	26.1%	24.1%	28.9%	22.2%	27.0%	27.7%	28.4%

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Question 4: Agree or disagree? I would like online services such as Facebook and Google to collect less of my data even if it means losing access to some features I use now.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	34.8%	32.4%	36.4%	35.5%	37.4%	32.4%	35.7%	34.7%	34.1%	34.9%
Somewhat agree	18.8%	17.7%	18.3%	20.7%	19.2%	18.4%	18.9%	19.2%	19.0%	17.8%
Neither agree nor disagree	24.2%	24.0%	23.8%	25.0%	22.9%	25.3%	27.6%	23.7%	23.3%	23.3%
Somewhat disagree	11.4%	12.7%	11.5%	9.7%	10.3%	12.4%	8.7%	11.0%	12.3%	13.1%
Strongly disagree	10.9%	13.3%	10.1%	9.2%	10.2%	11.5%	9.0%	11.5%	11.3%	10.9%
Total agree	53.5%	50.0%	54.7%	56.2%	56.6%	50.8%	54.7%	53.8%	53.1%	52.8%
Total disagree	22.3%	26.0%	21.5%	18.9%	20.5%	23.9%	17.7%	22.5%	23.6%	24.0%

Source: The Center for Data Innovation conducted a national online poll of 3,240 U.S. adult Internet users between December 13, 2018 and December 16, 2018. For more information, visit [datainnovation.org](http://datainnovation.org).

Question 5: Agree or disagree? I would like online services such as Facebook and Google to collect less of my data even if it means paying a monthly subscription fee.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	18.0%	15.8%	18.2%	20.3%	20.7%	15.5%	18.3%	18.5%	17.7%	17.3%
Somewhat agree	8.7%	8.5%	8.9%	8.5%	8.9%	8.4%	6.8%	9.3%	8.5%	9.2%
Neither agree nor disagree	20.1%	18.7%	21.3%	20.2%	20.5%	19.7%	21.7%	19.5%	19.6%	20.3%
Somewhat disagree	10.9%	12.2%	11.0%	9.2%	11.1%	10.7%	12.0%	11.4%	11.0%	9.4%
Strongly disagree	42.4%	44.8%	40.7%	41.7%	38.7%	45.7%	41.2%	41.4%	43.2%	43.9%
Total agree	26.6%	24.3%	27.1%	28.8%	29.6%	23.9%	25.1%	27.8%	26.2%	26.5%
Total disagree	53.3%	57.0%	51.6%	50.9%	49.9%	56.3%	53.1%	52.7%	54.2%	53.2%

Source: The Center for Data Innovation conducted a national online poll of 3,240 U.S. adult Internet users between December 13, 2018 and December 16, 2018. For more information, visit [datainnovation.org](http://datainnovation.org).

Question 6: Agree or disagree? I would like online services such as Facebook and Google to collect more of my data.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	7.4%	5.7%	8.0%	8.6%	9.1%	5.8%	7.4%	7.6%	7.3%	7.1%
Somewhat agree	3.4%	3.6%	3.5%	3.1%	3.8%	3.1%	3.7%	4.0%	3.2%	2.8%
Neither agree nor disagree	14.8%	14.7%	15.9%	13.3%	13.4%	16.0%	14.1%	14.9%	14.5%	15.2%
Somewhat disagree	9.1%	9.3%	9.6%	8.2%	9.3%	8.9%	9.3%	9.1%	9.7%	8.3%
Strongly disagree	65.4%	66.7%	63.1%	66.8%	64.4%	66.3%	65.5%	64.4%	65.2%	66.8%
Total agree	10.8%	9.3%	11.5%	11.7%	12.9%	8.9%	11.1%	11.5%	10.5%	9.8%
Total disagree	74.4%	76.0%	72.6%	74.9%	73.6%	75.2%	74.8%	73.5%	75.0%	75.0%

Source: The Center for Data Innovation conducted a national online poll of 3,240 U.S. adult Internet users between December 13, 2018 and December 16, 2018. For more information, visit [datainnovation.org](http://datainnovation.org).

Question 7: Agree or disagree? I would like online services such as Facebook and Google to collect more of my data if it means seeing ads that are more useful to me.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	8.5%	7.4%	9.1%	8.9%	10.6%	6.5%	9.3%	8.7%	8.8%	7.2%
Somewhat agree	7.6%	6.7%	7.9%	8.4%	7.1%	8.1%	6.1%	8.9%	7.4%	7.0%
Neither agree nor disagree	20.9%	20.5%	21.6%	20.5%	20.3%	21.5%	21.7%	19.2%	20.3%	23.4%
Somewhat disagree	12.4%	12.9%	12.0%	12.3%	12.6%	12.1%	13.4%	12.7%	12.4%	11.2%
Strongly disagree	50.6%	52.4%	49.5%	49.9%	49.3%	51.8%	49.4%	50.5%	51.0%	51.3%
Total agree	16.1%	14.1%	16.9%	17.3%	17.7%	14.6%	15.5%	17.6%	16.2%	14.2%
Total disagree	63.0%	65.3%	61.5%	62.2%	62.0%	63.9%	62.8%	63.2%	63.5%	62.4%

Source: The Center for Data Innovation conducted a national online poll of 3,240 U.S. adult Internet users between December 13, 2018 and December 16, 2018. For more information, visit [datainnovation.org](http://datainnovation.org).

Question 8: Agree or disagree? I would like online services such as Facebook and Google to collect more of my data if it means seeing fewer ads than before.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	10.1%	11.1%	9.2%	10.2%	11.2%	9.2%	10.0%	11.0%	10.0%	9.0%
Somewhat agree	9.1%	9.8%	8.6%	9.1%	9.5%	8.8%	9.8%	8.8%	8.8%	9.4%
Neither agree nor disagree	23.5%	22.2%	25.2%	22.8%	21.6%	25.2%	24.5%	22.8%	23.1%	24.3%
Somewhat disagree	12.9%	15.6%	11.6%	11.5%	12.7%	13.1%	13.9%	13.7%	13.8%	10.2%
Strongly disagree	44.3%	41.4%	45.4%	46.4%	45.0%	43.7%	41.7%	43.7%	44.3%	47.1%
Total agree	19.3%	20.9%	17.8%	19.3%	20.7%	17.9%	19.9%	19.8%	18.8%	18.4%
Total disagree	57.2%	57.0%	57.0%	57.9%	57.7%	56.9%	55.7%	57.4%	58.1%	57.3%

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Question 9: Agree or disagree? I would like online services such as Facebook and Google to collect more of my data if it means getting access to new features I would use.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	7.9%	7.6%	8.0%	8.1%	9.4%	6.5%	8.5%	9.1%	7.6%	5.9%
Somewhat agree	9.4%	8.4%	9.7%	10.1%	9.3%	9.4%	10.3%	8.8%	9.2%	9.8%
Neither agree nor disagree	25.8%	25.5%	25.7%	26.2%	23.5%	27.8%	24.8%	24.3%	24.6%	29.7%
Somewhat disagree	13.5%	15.9%	12.6%	11.9%	14.6%	12.5%	14.9%	15.4%	13.2%	9.9%
Strongly disagree	43.5%	42.6%	44.2%	43.6%	43.1%	43.8%	41.6%	42.4%	45.4%	44.7%
Total agree	17.3%	16.0%	17.6%	18.2%	18.7%	15.9%	18.8%	17.9%	16.8%	15.7%
Total disagree	57.0%	58.5%	56.7%	55.6%	57.7%	56.3%	56.4%	57.8%	58.6%	54.6%

Source: The Center for Data Innovation conducted a national online poll of 3,240 U.S. adult Internet users between December 13, 2018 and December 16, 2018. For more information, visit [datainnovation.org](http://datainnovation.org).

Question 10: Agree or disagree? I would like online services such as Facebook and Google to collect more of my data if it means getting more free apps and services.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	8.2%	8.5%	7.6%	8.5%	9.2%	7.2%	8.7%	9.2%	7.4%	7.0%
Somewhat agree	8.3%	8.3%	8.4%	8.3%	8.3%	8.4%	8.3%	8.2%	9.5%	7.7%
Neither agree nor disagree	26.9%	26.8%	26.6%	27.4%	26.3%	27.4%	28.1%	26.2%	26.1%	27.8%
Somewhat disagree	12.5%	13.1%	12.7%	11.7%	12.7%	12.5%	13.8%	13.1%	11.5%	11.8%
Strongly disagree	44.0%	43.3%	44.7%	44.0%	43.5%	44.6%	41.1%	43.4%	45.6%	45.7%
Total agree	16.5%	16.8%	16.1%	16.8%	17.6%	15.6%	16.9%	17.3%	16.9%	14.7%
Total disagree	56.6%	56.4%	57.4%	55.7%	56.1%	57.0%	54.9%	56.5%	57.1%	57.5%

Source: The Center for Data Innovation conducted a national online poll of 3,240 U.S. adult Internet users between December 13, 2018 and December 16, 2018. For more information, visit [datainnovation.org](http://datainnovation.org).