

Question 1: Agree or disagree? I would allow a mobile app to collect my biometric data, such as a fingerprint or face scan.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	5.4%	5.7%	5.7%	4.6%	5.4%	5.4%	6.6%	4.8%	4.1%	6.7%
Somewhat agree	9.2%	8.3%	9.4%	9.9%	10.2%	8.3%	9.6%	7.9%	10.4%	9.9%
Neither agree nor disagree	15.4%	17.0%	14.0%	15.4%	14.9%	15.9%	12.5%	15.6%	16.8%	15.9%
Somewhat disagree	12.2%	12.8%	12.9%	10.4%	11.8%	12.5%	14.7%	10.7%	10.6%	14.2%
Strongly disagree	57.8%	56.1%	57.9%	59.7%	57.8%	57.9%	56.5%	61.1%	58.2%	53.3%
Total agree	14.6%	14.1%	15.2%	14.5%	15.5%	13.7%	16.3%	12.7%	14.5%	16.6%
Total disagree	70.0%	68.9%	70.8%	70.1%	69.6%	70.4%	71.2%	71.8%	68.7%	67.5%

Source: The Center for Data Innovation conducted a national online poll of 3,221 U.S. adult Internet users between December 19, 2018 and December 22, 2018. For more information, visit datainnovation.org.

Question 2: Agree or disagree? I would allow a mobile app to collect my biometric data, such as a fingerprint or face scan, if it would make it easier for me to sign in to my account.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	7.0%	7.3%	7.9%	5.4%	7.2%	6.8%	7.7%	5.8%	7.0%	8.3%
Somewhat agree	16.3%	19.6%	16.0%	13.1%	16.5%	16.2%	15.7%	15.8%	17.5%	16.5%
Neither agree nor disagree	13.4%	15.1%	12.3%	12.8%	13.1%	13.7%	11.9%	13.6%	13.6%	13.9%
Somewhat disagree	12.0%	14.0%	10.5%	11.5%	11.0%	13.0%	12.4%	10.4%	12.6%	13.7%
Strongly disagree	51.3%	44.0%	53.3%	57.2%	52.3%	50.3%	52.3%	54.3%	49.3%	47.6%
Total agree	23.3%	26.9%	23.9%	18.5%	23.7%	23.0%	23.4%	21.6%	24.5%	24.8%
Total disagree	63.3%	58.0%	63.8%	68.7%	63.3%	63.3%	64.7%	64.7%	61.9%	61.3%

Source: The Center for Data Innovation conducted a national online poll of 3,221 U.S. adult Internet users between December 19, 2018 and December 22, 2018. For more information, visit datainnovation.org.

Question 3: Agree or disagree? I would allow a mobile app to collect my biometric data, such as a fingerprint or face scan, if it would make my account more secure against hackers.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	12.8%	12.7%	14.1%	11.2%	13.6%	12.1%	12.4%	11.4%	12.6%	15.5%
Somewhat agree	21.6%	24.5%	20.4%	19.8%	21.3%	21.9%	19.4%	21.1%	23.7%	22.1%
Neither agree nor disagree	15.2%	17.3%	14.2%	14.1%	14.7%	15.7%	13.8%	15.8%	16.4%	14.1%
Somewhat disagree	10.6%	12.2%	10.6%	9.0%	9.9%	11.3%	11.8%	10.3%	9.7%	11.3%
Strongly disagree	39.8%	33.3%	40.7%	45.9%	40.5%	39.0%	42.6%	41.5%	37.6%	37.1%
Total agree	34.4%	37.2%	34.5%	31.1%	34.9%	34.0%	31.8%	32.4%	36.3%	37.6%
Total disagree	50.4%	45.5%	51.3%	54.9%	50.4%	50.4%	54.4%	51.7%	47.3%	48.3%

Source: The Center for Data Innovation conducted a national online poll of 3,221 U.S. adult Internet users between December 19, 2018 and December 22, 2018. For more information, visit datainnovation.org.

Question 4: Agree or disagree? I would allow a mobile app to collect data about my physical location.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	4.4%	5.3%	4.1%	3.8%	4.5%	4.3%	5.7%	3.3%	4.3%	5.4%
Somewhat agree	17.4%	18.0%	18.0%	15.9%	17.8%	16.9%	17.0%	17.1%	17.6%	17.9%
Neither agree nor disagree	19.5%	20.5%	20.8%	16.7%	19.0%	19.9%	18.7%	18.5%	19.6%	21.4%
Somewhat disagree	15.8%	18.9%	15.3%	12.9%	14.2%	17.3%	12.5%	16.6%	15.6%	17.1%
Strongly disagree	42.9%	37.3%	41.9%	50.6%	44.4%	41.5%	46.1%	44.5%	42.9%	38.2%
Total agree	21.8%	23.3%	22.1%	19.7%	22.4%	21.3%	22.7%	20.4%	21.9%	23.3%
Total disagree	58.7%	56.2%	57.2%	63.5%	58.6%	58.8%	58.6%	61.1%	58.5%	55.3%

Source: The Center for Data Innovation conducted a national online poll of 3,221 U.S. adult Internet users between December 19, 2018 and December 22, 2018. For more information, visit datainnovation.org.

Question 5: Agree or disagree? I would allow a mobile app to collect data about my physical location if it gets me discounts at nearby stores and restaurants.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	5.7%	7.7%	5.0%	4.4%	5.7%	5.8%	5.7%	5.5%	5.3%	6.6%
Somewhat agree	18.7%	19.0%	20.4%	16.3%	18.6%	18.9%	20.5%	17.9%	18.1%	19.3%
Neither agree nor disagree	18.8%	20.6%	19.4%	16.1%	18.4%	19.2%	15.4%	20.4%	20.2%	17.5%
Somewhat disagree	15.1%	16.1%	14.8%	14.3%	13.3%	16.7%	15.6%	14.2%	13.8%	17.2%
Strongly disagree	41.6%	36.7%	40.4%	48.8%	44.0%	39.4%	42.8%	42.0%	42.6%	39.4%
Total agree	24.5%	26.7%	25.4%	20.8%	24.3%	24.6%	26.2%	23.4%	23.4%	25.9%
Total disagree	56.7%	52.7%	55.2%	63.1%	57.3%	56.1%	58.4%	56.2%	56.4%	56.6%

Source: The Center for Data Innovation conducted a national online poll of 3,221 U.S. adult Internet users between December 19, 2018 and December 22, 2018. For more information, visit datainnovation.org.

Question 6: Agree or disagree? I would allow a mobile app to collect data about my physical location if it gets me free traffic and navigational information.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	9.6%	11.2%	9.3%	8.1%	9.4%	9.8%	11.6%	8.8%	7.9%	11.1%
Somewhat agree	22.1%	22.6%	22.6%	21.0%	22.9%	21.3%	23.0%	21.8%	21.1%	23.0%
Neither agree nor disagree	18.8%	19.8%	19.2%	17.3%	18.6%	19.0%	14.3%	19.9%	20.5%	18.7%
Somewhat disagree	11.0%	11.4%	11.7%	9.5%	9.8%	12.0%	10.0%	10.4%	11.1%	12.4%
Strongly disagree	38.5%	35.0%	37.2%	44.1%	39.2%	37.9%	41.1%	39.2%	39.4%	34.8%
Total agree	31.7%	33.8%	31.9%	29.1%	32.4%	31.1%	34.6%	30.6%	28.9%	34.0%
Total disagree	49.5%	46.4%	48.9%	53.6%	49.0%	49.9%	51.1%	49.5%	50.5%	47.2%

Source: The Center for Data Innovation conducted a national online poll of 3,221 U.S. adult Internet users between December 19, 2018 and December 22, 2018. For more information, visit datainnovation.org.

Question 7: Agree or disagree? I would allow medical researchers to collect sensitive data about my health.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	5.4%	6.8%	5.1%	4.1%	5.4%	5.3%	4.1%	5.2%	5.0%	6.8%
Somewhat agree	14.1%	14.5%	14.5%	13.2%	14.7%	13.5%	15.4%	13.0%	13.4%	15.6%
Neither agree nor disagree	19.1%	22.2%	18.8%	16.0%	19.6%	18.7%	18.2%	19.6%	21.1%	17.2%
Somewhat disagree	13.7%	15.2%	13.3%	12.7%	12.1%	15.3%	11.9%	14.5%	12.6%	14.9%
Strongly disagree	47.7%	41.3%	48.4%	54.1%	48.2%	47.2%	50.5%	47.7%	48.0%	45.4%
Total agree	19.4%	21.3%	19.5%	17.3%	20.1%	18.8%	19.4%	18.2%	18.4%	22.4%
Total disagree	61.4%	56.5%	61.6%	66.7%	60.3%	62.5%	62.4%	62.2%	60.5%	60.3%

Source: The Center for Data Innovation conducted a national online poll of 3,221 U.S. adult Internet users between December 19, 2018 and December 22, 2018. For more information, visit datainnovation.org.

Question 8: Agree or disagree? I would allow medical researchers to collect sensitive data about my health if it could lead to new cures or treatments for me or my family.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	13.2%	15.2%	12.1%	12.3%	13.6%	12.8%	11.1%	13.5%	13.8%	13.7%
Somewhat agree	23.0%	23.2%	24.6%	20.9%	22.6%	23.4%	26.2%	21.6%	23.0%	23.1%
Neither agree nor disagree	20.0%	23.3%	19.2%	17.1%	19.2%	20.7%	19.7%	21.1%	20.1%	18.3%
Somewhat disagree	9.9%	9.9%	9.9%	10.0%	8.9%	10.9%	11.2%	8.5%	10.0%	11.2%
Strongly disagree	33.9%	28.4%	34.2%	39.6%	35.7%	32.1%	31.8%	35.3%	33.2%	33.7%
Total agree	36.3%	38.4%	36.8%	33.3%	36.2%	36.3%	37.3%	35.1%	36.8%	36.8%
Total disagree	43.8%	38.3%	44.1%	49.6%	44.6%	43.0%	43.0%	43.8%	43.1%	44.9%

Source: The Center for Data Innovation conducted a national online poll of 3,221 U.S. adult Internet users between December 19, 2018 and December 22, 2018. For more information, visit datainnovation.org.

Question 9: Agree or disagree? I would allow medical researchers to collect sensitive data about my health if it could lead to new cures or treatments for others.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	12.9%	16.3%	11.4%	11.0%	13.1%	12.8%	11.3%	13.2%	13.4%	13.2%
Somewhat agree	22.9%	22.6%	24.3%	21.5%	22.2%	23.6%	26.3%	22.1%	22.3%	22.4%
Neither agree nor disagree	20.3%	23.2%	19.4%	18.3%	19.8%	20.9%	19.9%	21.6%	20.7%	18.4%
Somewhat disagree	10.1%	10.0%	10.1%	10.1%	9.4%	10.7%	9.3%	8.8%	10.4%	12.3%
Strongly disagree	33.8%	27.9%	34.8%	39.1%	35.6%	32.0%	33.2%	34.3%	33.3%	33.7%
Total agree	35.8%	38.9%	35.7%	32.5%	35.3%	36.4%	37.6%	35.3%	35.6%	35.7%
Total disagree	43.8%	37.9%	44.9%	49.1%	44.9%	42.8%	42.5%	43.1%	43.7%	46.0%

Source: The Center for Data Innovation conducted a national online poll of 3,221 U.S. adult Internet users between December 19, 2018 and December 22, 2018. For more information, visit datainnovation.org.

Question 10: Agree or disagree? People who donate their medical data to researchers working on new cures and treatments should pay less for health care than people who do not.

Response	Overall	Age			Gender		Region			
		18-34	35-54	55+	Male	Female	Northeast	South	Midwest	West
Strongly agree	9.2%	10.4%	8.8%	8.3%	10.3%	8.1%	10.1%	10.2%	8.3%	7.8%
Somewhat agree	18.4%	19.8%	18.4%	16.9%	19.0%	17.9%	21.4%	17.8%	17.7%	18.1%
Neither agree nor disagree	27.9%	28.4%	27.9%	27.3%	26.0%	29.7%	26.7%	28.6%	29.6%	25.9%
Somewhat disagree	10.3%	11.1%	9.9%	9.8%	9.0%	11.5%	7.6%	9.9%	11.0%	12.2%
Strongly disagree	34.2%	30.3%	35.0%	37.7%	35.7%	32.8%	34.2%	33.5%	33.5%	36.0%
Total agree	27.6%	30.3%	27.2%	25.2%	29.3%	26.0%	31.5%	28.0%	25.9%	25.9%
Total disagree	44.5%	41.4%	44.9%	47.5%	44.7%	44.3%	41.8%	43.4%	44.5%	48.2%

Source: The Center for Data Innovation conducted a national online poll of 3,221 U.S. adult Internet users between December 19, 2018 and December 22, 2018. For more information, visit datainnovation.org.