



## November 2021 Privacy for America Nationwide Opinion Research on Data Privacy

Privacy for America partnered with Research Narrative and InnovateMR to conduct research among registered voters to answer a wide range of questions about data privacy issues, including on consumer appetite and preferences towards data regulation.

The following report draws on a nationwide online survey of 1,524 registered voters, across a demographic cross section of U.S. registered voters ages 18+, balancing for age, ethnic, and gender representation.

### Nearly all U.S. voters feel it's important for Congress to pass new legislation to protect personal data.

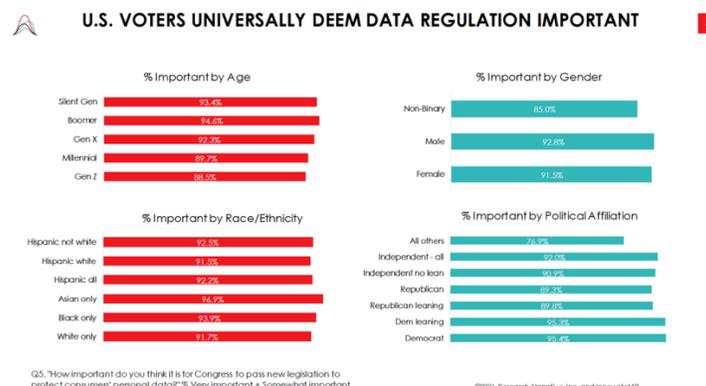
- Our survey reveals strong support for federal privacy legislation. 92% of surveyed voters report that it is very or somewhat important that Congress pass legislation to protect consumer data privacy.
- Four in every five voters want to create a national standard for all companies to follow that would outright prohibit harmful ways of collecting, using and sharing personal data.

### The COVID-19 pandemic and increased use of digital technology presented elevated privacy concerns and increased the urgency for data protection.

- The pandemic made 40% of surveyed voters desire data privacy regulations more than in the past.
- The majority of those voters (65%) express heightened concerned about cyber fraud and criminal activity, with 40% of voters noting they are more concerned due to increased digital financial activity such as online shopping, banking and bill paying during the pandemic.

### There is widespread bipartisan support among voters for federal privacy legislation.

- Voters across the political spectrum support congressional action on data privacy. Virtually all Democrat (95.4%), Independent (92.0%), and Republican (89.3%) surveyed voters report that it is very or somewhat important for Congress to pass federal privacy legislation.
- There is near universal support among voters by age, race and gender that passing new data privacy legislation is important.





**Voters also believe federal regulation of data privacy to be most effective, which they see as much easier to implement than individual state regulations.**

- A majority of voters (62%) prefer federal regulation over state or relying solely on self-regulation.

**Voters are primarily motivated by the desire to protect themselves, not to punish companies.**

- Voters favor regulation that protects their data from misuse or abuse, but their support is driven by a desire for protection rather than one to punish Big Tech companies.
- The survey also found regulatory oversight of personal data breeds trust with voters. Industries that are already federally regulated (e.g., banking or health care) have higher trust levels when it comes to sharing personal data.

**American voters support action from Congress that would protect their data privacy, prevent harm and heighten transparency. Privacy for America's proposed framework for a comprehensive federal privacy bill would address several of these concerns.**

- A significant majority of voters report it is either critical or important to:
  - Create a national standard for all companies to follow that outlines reasonable/legal and unreasonable/illegal ways to collect, use and share personal data (81%)
  - Give consumers more control over the data a company has about them, including the right to erase data, update or correct data, and the right to move data to another company (80%)
  - Require companies to invest in security measures to protect against hacks or breaches (79%)
  - Increase fines for companies that fail to protect personal data (78%)