

Consumer Voices III Survey

2017 Nationally Representative
Phone Survey

Prepared by CR Survey Research Department

January, 2018



INTRODUCTION

In December 2017, the Consumer Reports Survey Group conducted a nationally representative phone survey to assess the opinion of Americans regarding social media, privacy and other key consumer issues. Opinion Research Corporation (ORC) of Princeton, New Jersey administered the survey to a nationally representative sample of 1,006 U.S. residents through its CARAVAN Omnibus Survey. Respondents were selected by means of random-digit dialing and were interviewed via phone. The data were statistically weighted so that respondents in the survey are demographically and geographically representative of the U.S. population.

This is the third of a series of Consumer Voices Surveys. The previous Consumer Voices Surveys were administered using the same methodology to a nationally representative sample¹. All the questions were new in this iteration of the Consumer Voices Survey; thus, comparison to previous versions is not possible.

REPORT HIGHLIGHTS

- Two-thirds of Americans have a social media account; among those with social media accounts, 68% are active users. A third of Americans do not have a social media account.
- Among Americans with a social media account, a third are highly (*extremely/very*) concerned about how social media sites use the data they collect about them.
- In the past year, 53% of social media account holders have changed their behavior on social media due to privacy concerns (36% made a social media account more private, and a third say they've been posting less/not posting particular things).
- Nearly seven out of 10 Americans with a social media account who have children under 12 years of age typically share pictures of their children. While many typically post pictures of their children, a significantly smaller percentage (41%) of those with a spouse/partner post pictures of their spouse/partner.
- Over two out of 10 Americans with a social media account had a social media account compromised or hacked.
- About four in 10 Americans with a social media account have deactivated/deleted a social media account before. Popular reasons for doing so include social media taking up too much of their time and privacy concerns.
- Social media sites such as Facebook and search engines such as Google can see and track user activities on THEIR websites, track user activities on OTHER websites and apps, and collect information about the user's location. An overwhelming majority of Americans say social media sites/search engines should be required to get their permission before selling/sharing data about their activities on THESE websites, OTHER websites and apps, and their location data.
- Among those who were aware of the Equifax data breach, over half say they didn't do anything in response. A notable percentage (36%) checked to see if they were affected.

¹ Consumer Voices I was administered to 1,012 U.S. residents in January, 2017; Consumer Voices II was administered to 1,007 U.S. residents in April, 2017.

- The majority of Americans have reviewed their credit report. Among those who have not reviewed their credit report, over half felt they didn't need to. Nearly four out of 10 haven't had the time or didn't feel it was worth the time.
- Automakers are deploying new technologies that monitor driver behavior. Most Americans (82%) say automakers should be required to get their permission before collecting data on their driving behavior.
- Automakers may share the information collected about driving behavior with *other* companies. More than half (55%) of Americans say that this is okay, as long as automakers get their permission before sharing the data.

PRIVACY & SOCIAL MEDIA

66%

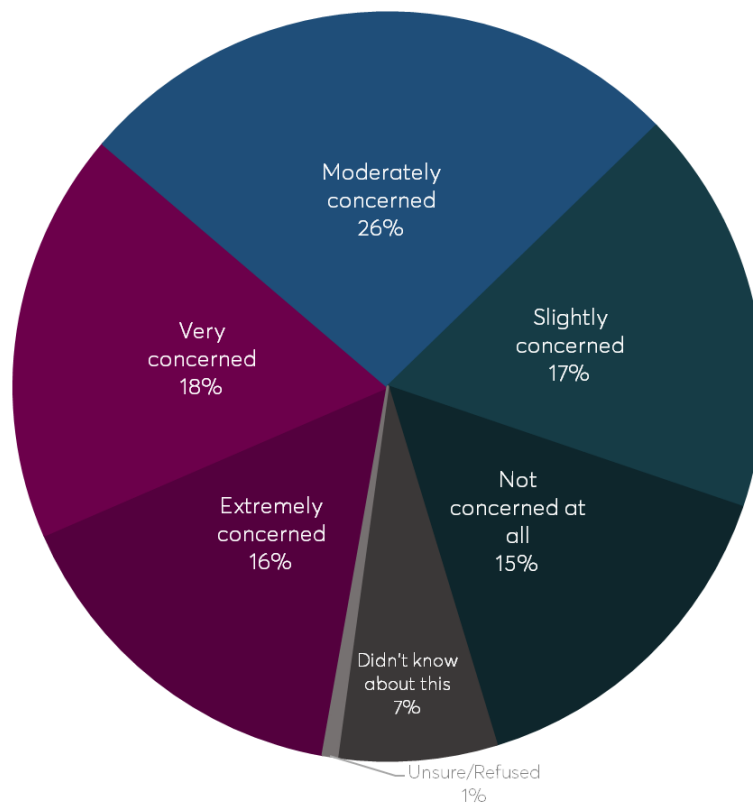
HAVE A SOCIAL MEDIA ACCOUNT

Two-thirds of Americans have a social media account; among those with social media accounts, 68% are active users. A third of Americans do not have a social media account.

SOME ARE HIGHLY CONCERNED ABOUT HOW THEIR SOCIAL MEDIA DATA IS USED

Among Americans with a social media account, a third are highly (*extremely/very*) concerned about how social media sites use the data they collect about them. On the other hand, an equal percentage of Americans (33%) say they are either *slightly concerned* or *not concerned at all* about this.

CONCERN ABOUT HOW SOCIAL MEDIA DATA IS USED



Base: All respondents who have a social media account (659)

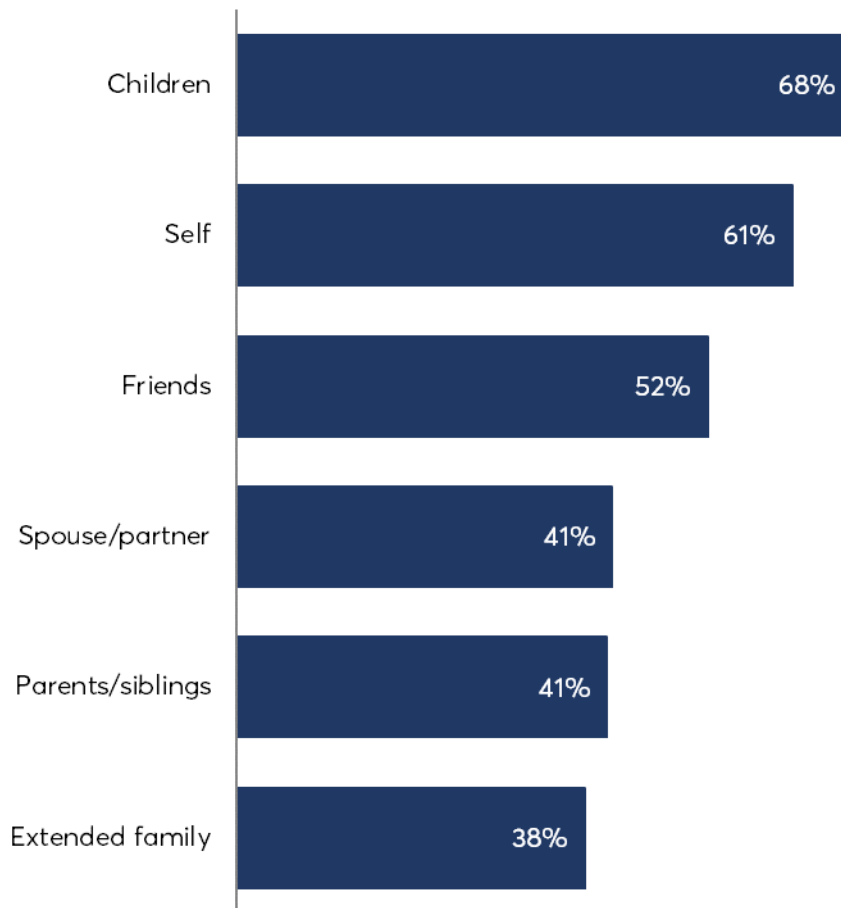
MORE THAN HALF CHANGED BEHAVIOR ON SOCIAL MEDIA DUE TO PRIVACY CONCERNS

In the past year, 53% of social media account holders have changed their behavior on social media due to privacy concerns (36% made a social media account more private, and a third say they've been posting less/not posting particular things).

MANY SHARE PICTURES OF THEIR CHILDREN ON SOCIAL MEDIA

Nearly seven out of 10 Americans with a social media account who have children under 12 years old typically share pictures of their children. While many typically post pictures of their children, a significantly smaller percentage (41%) of those with a spouse/partner typically post pictures of their spouse/partner on social media.

DO YOU TYPICALLY SHARE PICTURES OF THE FOLLOWING ON SOCIAL MEDIA?



Base: All respondents who have a social media account and for whom the response item was applicable (Children (n = 175), Self (n = 656), Friends (n = 646), Parents/siblings (n = 646), Spouse/partner (n = 608), Extended family (n = 639))

22%

HAD SOCIAL MEDIA ACCOUNT
HACKED

Over two out of 10 Americans with a social media account had a social media account compromised or hacked.

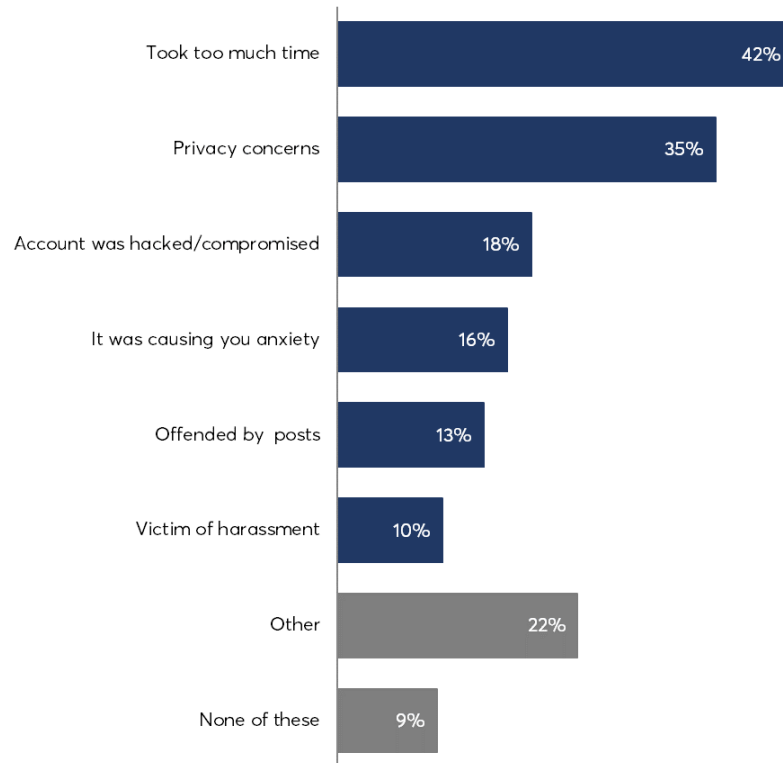
SOME LEFT SOCIAL MEDIA BECAUSE IT WASTED TOO MUCH TIME

41%

DEACTIVATED A SOCIAL MEDIA ACCOUNT

About four in 10 Americans with a social media account have deactivated/deleted a social media account before. Popular reasons for doing so include social media taking too much of their time and privacy concerns. Nearly two out of 10 did so because their account was hacked or compromised. Among the verbatim responses, a few noted lack of use.

REASONS FOR DELETING SOCIAL MEDIA ACCOUNT



Base: All respondents who ever deleted a social media account (270)

88%

OF AMERICANS SAY SOCIAL MEDIA SITES/SEARCH ENGINES SHOULD GET THEIR PERMISSION BEFORE **SELLING/SHARING DATA ABOUT THEIR ACTIVITIES ON THESE WEBSITES**

Social media sites such as Facebook and search engines such as Google can see and track user activities on THEIR websites, track user activities on OTHER websites and apps, and collect information about the user's location. An overwhelming majority of Americans say social media sites/search engines should be required to get their permission before selling or sharing data about their activities on these websites—that is, on Facebook or Google itself. Still, most (78%) say they would NOT be willing to pay to use these websites in exchange for these companies not sharing/selling their data.

87%

OF AMERICANS SAY SOCIAL MEDIA SITES/SEARCH ENGINES SHOULD GET THEIR PERMISSION BEFORE **COLLECTING/USING THE DATA ABOUT THEIR ACTIVITIES ON OTHER WEBSITES/APPS**

Most Americans say social media sites/search engines should be required to get their permission before collecting or using data about their activities on OTHER websites/apps.

88%

OF AMERICANS SAY SOCIAL MEDIA SITES/SEARCH ENGINES SHOULD GET THEIR PERMISSION BEFORE **COLLECTING/USING INFORMATION ABOUT THEIR LOCATION**

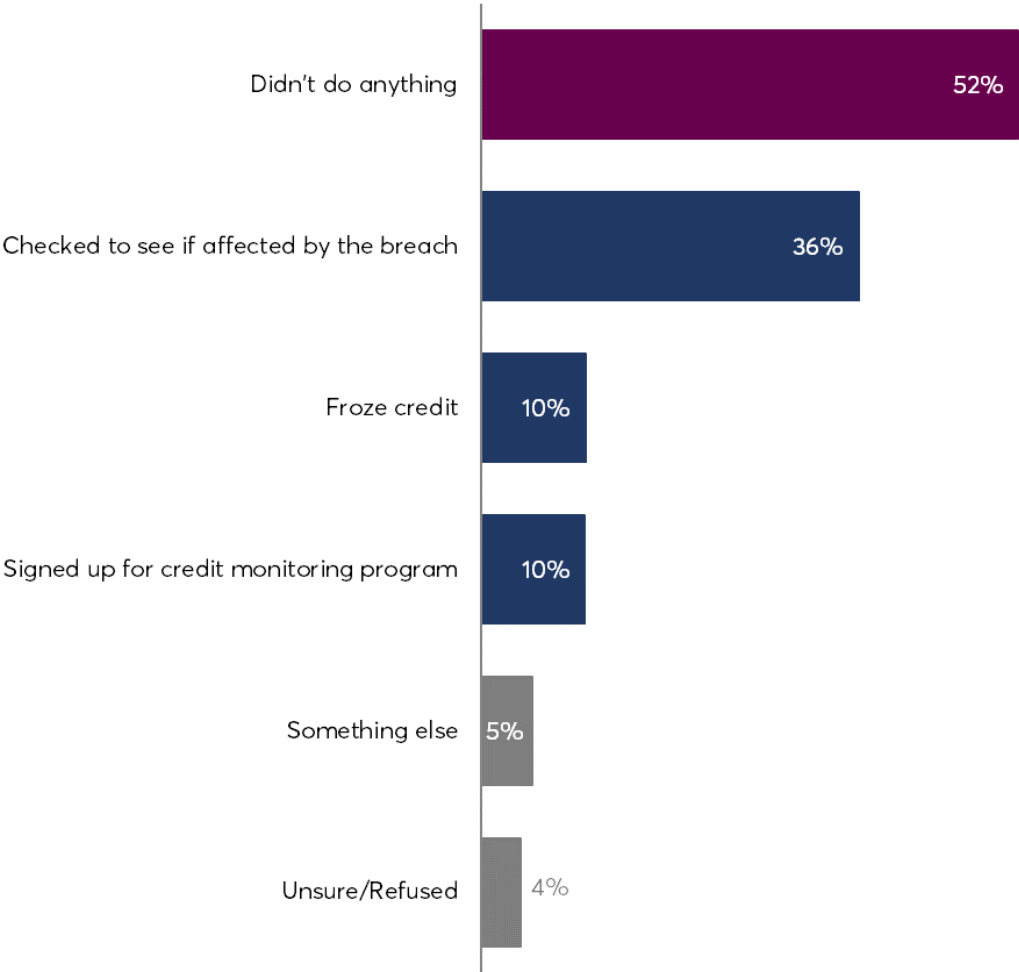
The vast majority of Americans say social media sites/search engines should be required to get their permission before collecting or using information about their location.

PRIVACY & CREDIT CARDS

In September, the credit reporting agency Equifax announced a data breach potentially exposing the personal identifying information of many consumers. As of the date when this survey was fielded, nearly a fifth of Americans were unaware of this breach. Almost a third do not know if they have been affected. While four out of 10 say they were not affected; 9% say they were.

Among those who were aware of the breach, over half say they didn't do anything in response. A notable percentage (36%) checked to see if they were affected. One out of 10 froze their credit or signed up for a credit monitoring program.

RESPONSE TO EQUIFAX DATA BREACH



Base: All respondents who were aware of Equifax data breach (818)

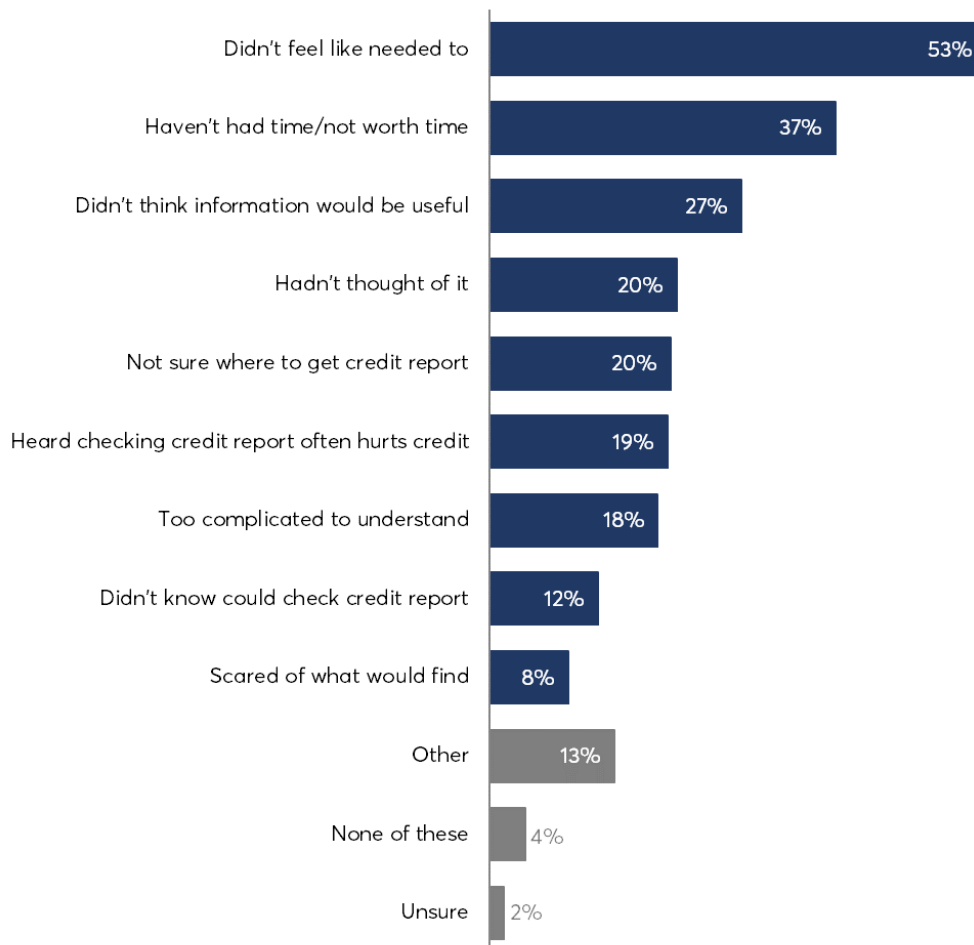
68%

HAVE REVIEWED CREDIT REPORT

The majority of Americans have reviewed their credit report. Among this group, six out of 10 have reviewed their report within the past six months.

Among those who have not reviewed their credit report, over half felt they didn't need to. Nearly four out of 10 haven't had the time or didn't feel it was worth the time. Among the verbatim responses, a few noted not having a computer or that someone else handles their finances.

REASONS FOR NOT REVIEWING CREDIT REPORT

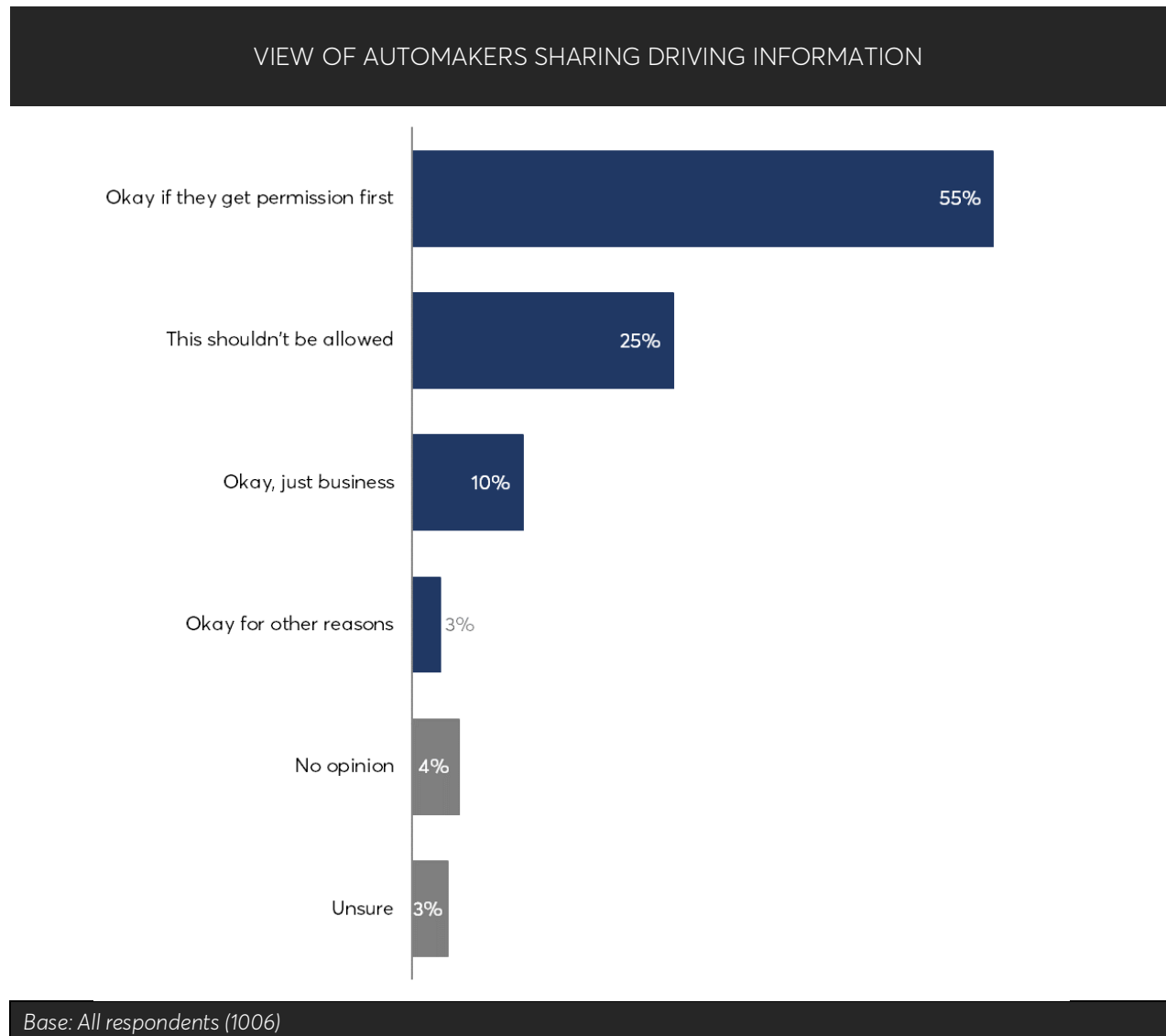


Base: All respondents who never reviewed credit report (306)

PRIVACY & AUTOS

Automakers are deploying new technologies that monitor driver behavior. Most (82%) Americans say automakers should be required to get their permission before **collecting** this data.

Automakers may share the information collected about driving behavior with *other* companies. More than half (55%) of Americans say that this is okay, as long as automakers get their permission before **sharing** the data. A notable percentage (25%) think this should not be allowed.



GENDER TRENDS

50%

OF WOMEN ARE ACTIVE SOCIAL MEDIA USERS

A significantly greater percentage of women (50%) than men (39%) are active social media users.

35%

OF MEN DID NOT KNOW IF THEY WERE AFFECTED BY THE DATA BREACH

A significantly greater percentage of men (35%) than women (27%) did not know if they were affected by the Equifax data breach (as of the date this survey was fielded).

17%

OF MEN SAY AUTOMAKERS SHOULD **NOT** BE REQUIRED TO GET PERMISSION BEFORE COLLECTING DATA ABOUT THEIR DRIVING BEHAVIOR

A significantly greater percentage of men (17%) than women (9%) say automakers should not be required to get their permission before collecting data about their driving behavior.

GENERATIONAL TRENDS

93%

OF BABY BOOMERS SAY SOCIAL MEDIA WEBSITES/SEARCH ENGINES SHOULD GET THEIR PERMISSION BEFORE COLLECTING/USING THEIR DATA ON OTHER PLATFORMS

A significantly greater percentage of Baby Boomers (93%) than Millennials (86%) or Gen Xers (85%) say social media websites/search engines should be required to get their permission before collecting or using the data about their activities on other websites/apps.

63%

OF MILLENNIALS HAVE REVIEWED THEIR CREDIT REPORT

A significantly smaller percentage of Millennials (63%) than Gen Xers (75%) or Baby Boomers (75%) have reviewed their credit report.

59%

OF MILLENNIALS HAVE DEACTIVATED/DELETED A SOCIAL MEDIA ACCOUNT

A significantly greater percentage of Millennials (59%) than Gen Xers (28%) or Baby Boomers (27%) have deactivated or deleted a social media account.

SUMMARY

Privacy is a significant issue for the American consumer. While many Americans have social media accounts, our survey results show some concerns regarding privacy. Indeed, a third of people with a social media account are highly concerned about how these websites use the data they collect. Many have even modified their behavior (e.g., posting less) due to privacy concerns. Moreover, the vast majority of Americans say social media sites/search engines should get their permission before selling/sharing the data these websites collect. The overwhelming majority of Americans would also like automakers to get their permission before collecting/sharing data about their driving behavior.

METHODOLOGY

This phone survey was fielded by ORC using a nationally-representative sample. The survey fielded from December 14-17, 2017. The margin of error is +/- 3.1 percentage points at the 95% confidence level.