



**To:** Interested Parties  
**From:** Amy Simon and John Whaley, Goodwin Simon Strategic Research  
**Date:** October 16, 2019  
**Re:** Summary of Key Findings from California Privacy Survey

*This memo highlights key findings from an online survey conducted October 9-11, 2019 among 777 registered voters across California. A detailed description of the survey methodology can be found at the end of this memo. Please note that due to rounding, a sum may appear to be one point more or less than its parts.*

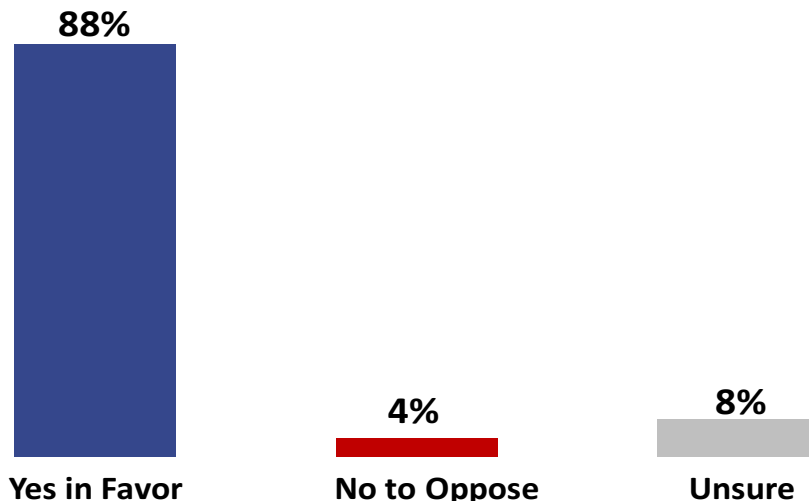
**Key Findings**

- **Nearly 9 out of 10 California voters would vote Yes to support a ballot measure expanding privacy protections for consumers’ personal information.** Eighty-eight percent (88%) said they would vote Yes in favor of this ballot measure if the election were held today. Just 4% would vote No to oppose it.

**EXPANDS CONSUMER PRIVACY RIGHTS. INITIATIVE STATUTE.** Gives consumers the right to prevent businesses from using their sensitive personal information—including race, sexual orientation, or precise location—for advertising. Requires consumer consent before sale of sensitive personal information. Requires parental consent before collecting children’s information. Increases penalties for violating children’s privacy. Creates penalties if businesses lack reasonable security and a consumer’s email and password is hacked or stolen. Requires businesses to disclose if they profile consumers—including by race, sexual orientation, or health status—to determine eligibility for loans, housing, employment, or similar applications. Establishes California Privacy Protection Agency to protect consumer privacy and regulate business use of personal information.

**Support for Consumer Privacy Rights Measure**

*If the election were held today, would you vote YES IN FAVOR or NO TO OPPOSE this ballot measure?*



- **Key privacy protections included in the measure make voters more likely to vote Yes in favor.** Approximately eight in 10 voters say they would be more likely to support the measure after each key protection. This includes requiring consent before businesses can sell sensitive personal information, prohibiting businesses from collecting children’s personal information without consent from a parent or guardian, and giving consumers the right to prevent the use of their personal information for advertising or marketing purposes.

### Favorability of Key Privacy Protections

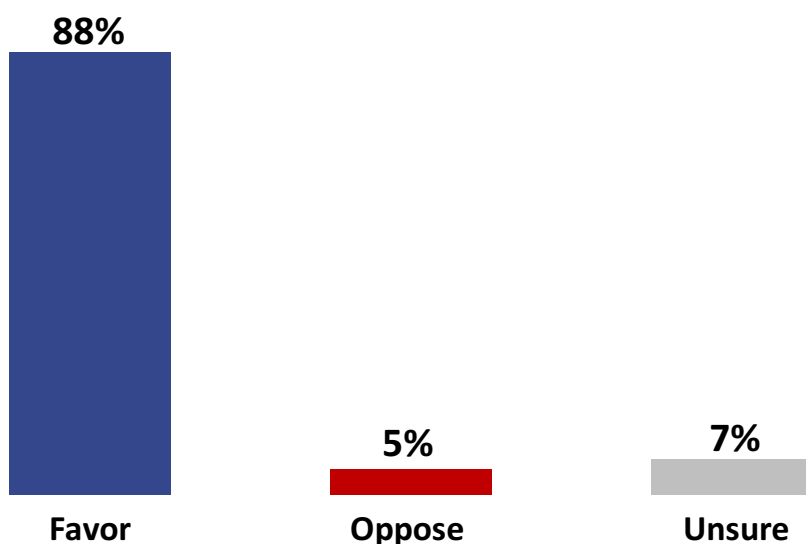
	<b>More Likely to Vote Yes</b>	<b>More Likely to Vote No</b>	<b>Makes No Difference</b>	<b>Unsure</b>
<i>Ranked by More Likely to Vote Yes</i>				
Requires businesses to obtain your consent before selling your sensitive personal information, like your health or financial information.	<b>82%</b>	10%	2%	6%
Prohibits businesses from collecting children’s personal information without their parent’s or guardian’s consent.	<b>81</b>	9	3	6
Gives you the right to opt out of the use of your sensitive personal information, such as your race, sexual orientation, or exact location, for advertising or marketing purposes.	<b>80</b>	9	4	7
Increases penalties for privacy violations involving children’s personal information.	<b>79</b>	10	4	7
Requires businesses to disclose if they use your personal information to advance their own political purposes in an election.	<b>79</b>	11	3	7
Gives you the right to require businesses to correct inaccurate personal information they have about you.	<b>78</b>	11	5	7
Allows you to prohibit businesses from tracking you using your mobile electronic device to within half a mile of your location for advertising or marketing purposes.	<b>77</b>	11	5	7
Allows you to stop businesses from profiling you to target you with personalized ads based on information they collected from other businesses.	<b>76</b>	12	6	7

- **Voters overwhelmingly favor the California Consumer Privacy Act of 2018 which will take effect in January 2020.** Eighty-eight percent of voters favor the law, and just five percent oppose it. Importantly, voter support for this law has remained consistent over time. In a June 2019 survey, 90 percent of California voters favored the law (while just five percent opposed).

The California Consumer Privacy Act gives consumers important rights regarding the collection of their personal information by a business. These include the right to know what personal information is collected, the right to stop a business from selling personal information, the right to have the business delete personal information, and the requirement that a business take greater care of personal information to prevent it from being hacked or stolen. Also, a business cannot charge a consumer an unjust or unreasonable fee if the consumer opts out of the sale of their personal information.

## Support for California Consumer Privacy Act

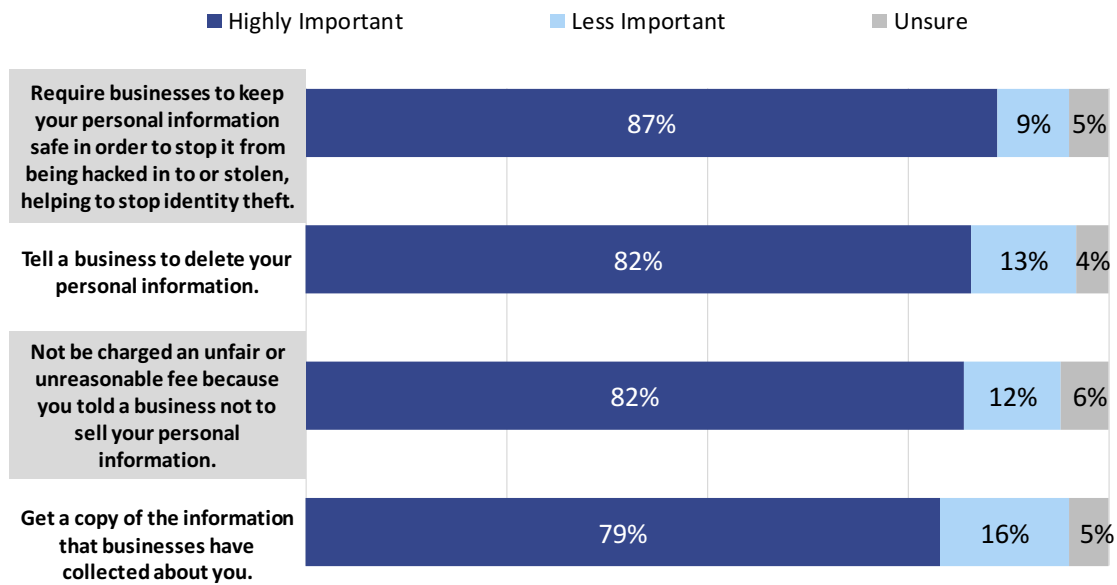
*Do you favor or oppose the California Consumer Privacy Act?*



- **Strong majorities of voters consider each of the rights ensured by the California Consumer Privacy Act of 2018 to be highly important to them personally.** Eighty-seven percent consider it highly important that the Act requires businesses to keep personal information safe to prevent it from being hacked or stolen and to help stop identify theft. More than eight in 10 (82%) voters consider it highly important that the law allows them to tell a business to delete their personal information. Eighty-two percent of voters also feel it is highly important to not be charged unfair or unreasonable fees for telling a business not to sell their personal information, and almost eight in 10 (79%) consider it highly important that the law allows them to get a copy of the information that businesses collect about them.

## Importance of Rights Ensured by the Law

*When the California Consumer Privacy Act goes into effect, it will ensure a number of rights of Californians regarding how businesses collect, use and sell consumers’ information. For each, please indicate how important these rights are for you personally.*

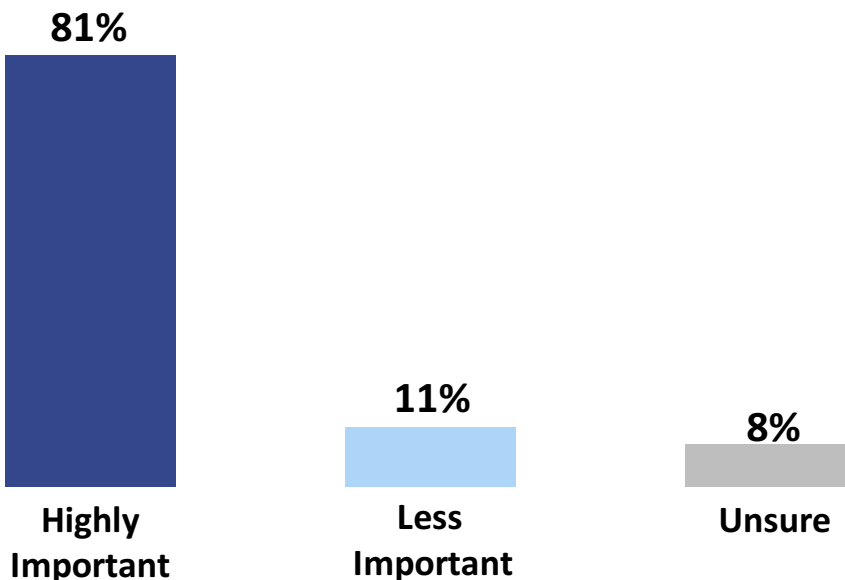


*Ranked by Highly Important*

- **More than eight in 10 voters (81%) believe it is highly important that any federal privacy law be at least as strong as and not weaker than California’s Consumer Privacy Act.** By contrast, just 11 percent of voters think it is less important that any federal privacy law be as strong as and not weaker than California’s Consumer Privacy Act.

## Support for California Consumer Privacy Act

*Some people say that instead of California having its own consumer privacy law, Congress should preempt California and pass a federal privacy law that sets a national standard. How important is it for you personally that any federal privacy law is at least as strong as and not weaker than California’s Consumer Privacy Act?*



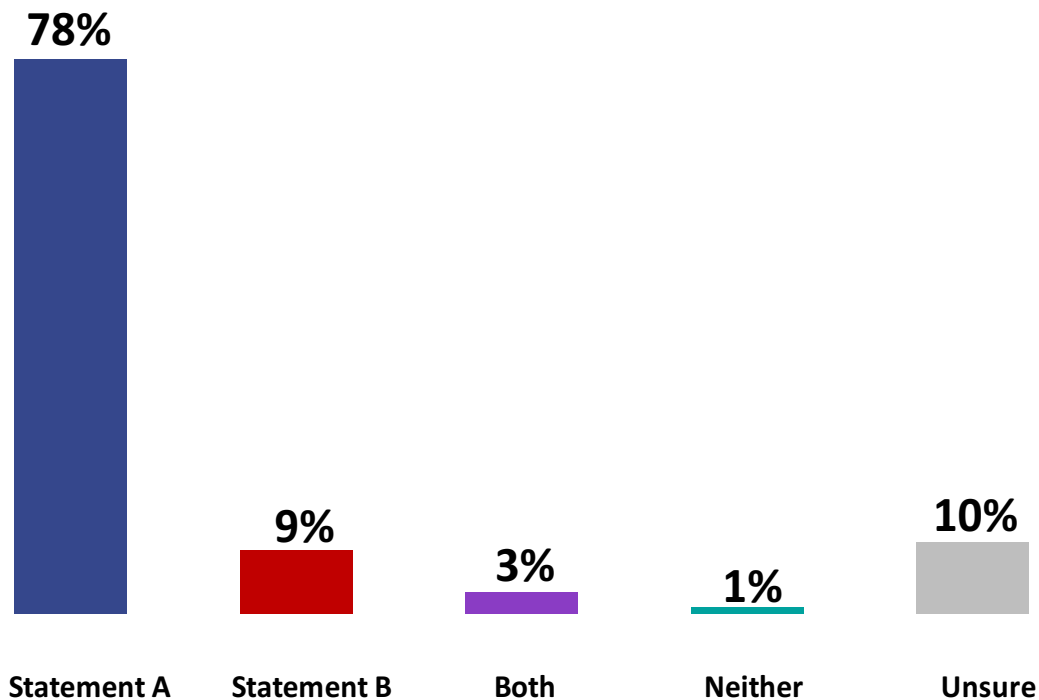
- **An overwhelming majority of California voters (78%) agree with passing a new ballot measure to provide additional consumer privacy protections.** A far lower nine percent agree with opposing a new ballot measure and waiting to see how the existing law works before adding additional consumer privacy protections.

## Statements About Waiting for Additional Protections

*This new ballot measure would provide additional consumer privacy protections to the California Consumer Privacy Act that was passed in 2018. Below are two statements about this new ballot measure. After you read both, please indicate which one you agree with more.*

**Statement A:** We should pass this new ballot measure to provide additional consumer privacy protections to the existing law—protections that are already available to consumers in Europe and elsewhere in the world.

**Statement B:** We should oppose this new ballot measure for now, and instead wait a few years to see how the existing law works before making changes to it.



- The current results show that voters remain very supportive of the California Consumer Privacy Act. In a similar survey on consumer privacy issues conducted in June, 2019 among 603 registered California voters, 90 percent favored the California Consumer Privacy Act (CCPA)—statistically equivalent to the 88 percent of voters who favor the CCPA in the current survey. In addition, the June 2019 survey showed that more than seven in ten (71%) voters would like to see more privacy laws rather than fewer privacy laws (6%), and that more than three in four voters are concerned about their personal information being sold without their permission or their identity being stolen. Moreover, in the June 2019 survey, 69 percent of voters said that it will require laws for social media companies like Facebook and Google to do a better job of protecting people's privacy, compared to just 17 percent of voters who said that social media companies will do a much better job of protecting people's privacy on their own.

#### SURVEY METHODOLOGY

*This online survey was conducted statewide and is a representative sample of registered voters across California. Forty-eight percent of respondents identify as Democrats, 30 percent identify as Republican, and 21 percent identify as independent or something else. Although the survey was conducted in English, just over one quarter (26%) of survey respondents identify as Hispanic, with another 12 percent identifying as Black, Asian or other ethnicity. The survey has an overall margin of error of  $\pm 3.6$  percentage points.*

***For questions about survey methodology or findings, please contact Amy Simon at [amys@goodwinsimon.com](mailto:amys@goodwinsimon.com) or 510-428-9995.***