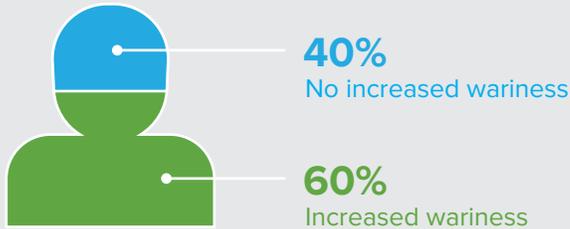


# Taking a Pulse on Data Privacy

The majority of consumers have become increasingly wary of sharing personal information with companies as a result of the Facebook and Cambridge Analytica scandal.



80% of U.S. adults interviewed report being Facebook users. Among them, only 9% deleted their Facebook accounts in response to the Cambridge Analytica controversy.

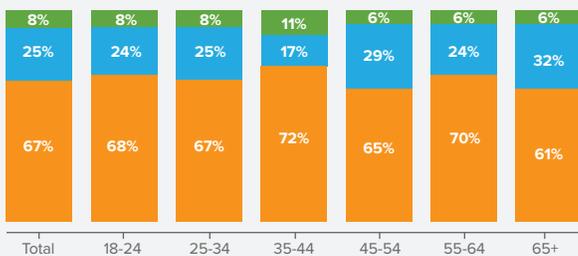
9%  
(of the 80% subset deleted their Facebook accounts in response to the Cambridge Analytica controversy)

91%  
(of the 80% subset of respondents that use Facebook and kept their accounts despite Cambridge Analytica controversy)



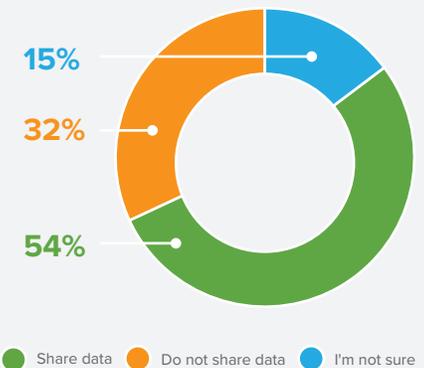
Survey findings show that data privacy concerns are shared by the majority of consumers, regardless of age group.

- Little to no concern
- Some concern
- High level of concern



15% of respondents are not sure if they share their personal data, but 54% report that they do at least some of the time.

Regardless of their sharing activity, almost half are uncomfortable to some degree with giving their personal information to companies.



Almost a quarter of those interviewed are most comfortable sharing their personal information with companies in the finance industry such as banks, mortgage, and credit card companies.

Amazon was mentioned by over 200 people as a brand they are most comfortable sharing personal information with. Google and Walmart closely followed with 58 and 47 mentions, respectively.



Top 3 reasons why people share personal information with companies:

- 53% To join a loyalty program
- 46% To meet a requirement for sign-up
- 45% To receive promotional emails

Among 16 categories asked about such as phone number, marital status, religion, and work address, these are the types of personal data that most consumers are generally willing to share with companies:

