



California Statewide Survey Re: Poll Results of Likely 2020 Presidential Voters

Topline Findings

A survey of likely November 2020 California voters conducted in March 2019 shows extraordinary support for stronger consumer privacy protections. Support for the passage of stronger consumer privacy laws in California is consistently near or above 90% across every major subgroup of California’s diverse electorate.

This includes young and old voters, men and women, voters of color and white voters, urban and suburban and rural, and even across party, whether voters are users of technology or not. There is strong and widespread support for new laws that require companies to do much more to protect people’s personal information.

The full questions are shown below.

Highlight One:

94% of likely voters support new laws that require tech companies to get permission before they share personal information, and laws that give Californians the right to know what personal information has been collected and with whom it has been shared.

<i>California is considering new laws to require tech companies to get your permission from you before they share your personal information. It would give you the right to know what personal information about you has been collected and who your personal information has been shared with.</i>		
Support New Laws, Strongly	76%	→94%
Support New Laws, Somewhat	18	
Oppose New Laws, Somewhat	2	→5%
Oppose New Laws, Strongly	3	
Don't know	1	

In a time of heightened partisanship, there is agreement with respect to privacy across political party. 96% of Democrats, 93% of Independents, and 89% of Republicans support these new laws.

Further, support is above 90% for every age segment, ethnic group, for both men and women, and in every area of the state.

The data show that Californians of all ages care about privacy, with young voters caring the most.

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Party Affiliation		
	Support	Oppose
Democrats	96%	3%
Republicans	89	9
Independents (No Party Preference)	93	5
Age Group		
Millennials and Younger (18-38)	96	3
Generation X (39-54)	92	8
Boomers (55-73)	93	4
Silent Generation (74+)	93	7
Region		
Bay Area	96	3
Southern California	92	6
Central Valley and Sacramento	95	4

Support for each of the provisions of the proposed new law is very strong, including over three-quarters of voters *strongly* in support of each component.

Provisions of the Bill	Support
Make sure companies ask you and get your permission before they can share your personal information.	97%
Make sure you can learn what personal information companies have collected about you and which companies they have shared it with.	95
Make sure you can take a company to court if they violate your privacy rights.	94
Make sure you can take your information with you, like photos, messages, or friends list, if you want to stop using one company's service, like email or social media, and start using a new one.	92
Stop companies from discriminating against you, like charging you a higher price or giving you a worse product, if you use your privacy rights.	86

Highlight Two:

9 in 10 agree that even if they don't pay money for products like Google, Facebook or Twitter, they should have a right to privacy and their personal information should only be shared with permission.

Also, there is strong intensity in the agreement, with 77% saying they agree much more with the pro-privacy statement. Moreover, 92% of Twitter users, 91% of Google users, and 90% of Facebook users agree.

Support is consistent for both women and men, and across political parties, regions of the state, ethnicities, and age groups.

<i>When you use products like Google, Facebook and Twitter, which statement do you agree with more...</i>		
Even if I don't pay money for the products, I should have my right to privacy, and my personal information should only be shared with my permission.	77% Much More	→90%
	13 Somewhat More	
Because I don't pay money for the products, I think it's okay that companies collect my personal information and then share my personal information without my permission.	4% Somewhat More	→7%
	3 Much More	
Don't Know	3	

Highlight Three:

Two-Thirds agree MUCH more that tech companies need to take additional steps to protect personal information.

9 in 10 agree that more needs to be done, with over two-thirds agreeing *MUCH* more, compared to only 8% of likely voters who say that tech companies are doing enough today to protect personal information.

<i>When you think about tech companies, which of the following do you agree with more...</i>		
Tech companies need to take additional steps to protect my personal information	68% Much More	→89%
	21 Somewhat More	
Tech companies are doing enough to protect my personal information	6% Somewhat More	→8%
	2 Much More	
Don't Know	3	

Methodology

David Binder Research conducted a survey of 800 likely November 2020 voters between March 9th and 13th, 2019. Interviews were conducted online, and by cell phone and landline. Latino respondents were given the choice to take the survey in English or Spanish. The margin of error for the survey is +/- 3.5%, and this survey represents a current snapshot of views on this issue. The margin of error is higher for subgroups of the electorate.