



## 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 that voters are strongly opposed to tech companies’ provision of biometric surveillance to the government and law enforcement, and to their collection and sharing of biometric information without advance permission. This opposition is shared by voters who are consumers of the major tech companies. .

Specifically, voters feel strongly that:

- 1) Tech companies should NOT be providing biometric surveillance, like face recognition, to the government and law enforcement agencies.
- 2) Tech companies should NOT be collecting biometric information without advance permission.
- 3) Tech companies should NOT be sharing biometric information without advance permission.

Agreement on these key areas is remarkably consistent across Democrats, Republicans and Independents, for consumers of tech companies, across generations, and for both men and women. The full questions are shown below.

### Highlight One:

**Nearly two-thirds (64%) of likely voters oppose tech companies providing biometric surveillance, like face recognition, to the government and law enforcement agencies.** 45% of voters *strongly* oppose tech companies doing this, demonstrating an intense depth of hostility toward the idea of tech companies providing biometric surveillance products or services to the government and law enforcement agencies.

<i>Do you support or oppose tech companies like Amazon, Google, and Microsoft providing biometric surveillance, like face recognition, to the government and law enforcement agencies?</i>		
Support, strongly	11%	→29%
Support, Somewhat	18	
Oppose, Somewhat	19	→64%
Oppose, Strongly	45	
Don't know	7	

There a consensus across likely voters across California, with a majority of Democrats, Republicans and Independents opposed to tech companies providing biometric surveillance, like face recognition to governments and law enforcement agencies. Further, across generations and for both men and women, there is consistently strong opposition to tech companies providing this information to the government and law enforcement agencies.

As highlighted below, such opposition is also strong among voters who are also consumers of Google, Amazon, Microsoft, Facebook and Twitter.

<i>Do you support or oppose tech companies like Amazon, Google, and Microsoft providing biometric surveillance, like face recognition, to the government and law enforcement agencies?</i>		
<b>Party Affiliation</b>		
	<b>% Support</b>	<b>% Oppose</b>
Democrats	22%	70%
Republicans	41	54
Independents (No Party Preference)	26	66
<b>Age Group</b>		
Millennials and Younger (18-38)	25	70
Generation X (39-54)	27	68
Boomers (55-73)	33	58
Silent Generation (74+)	33	59
<b>Gender</b>		
Women	29	63
Men	28	66
<b>Consumers of Tech Companies</b>		
Google consumer	29	65
Amazon consumer	29	65
Microsoft consumer	29	65
Facebook consumer	30	63
Twitter consumer	25	72

## Highlight Two:

**92% of likely voters oppose companies collecting their biometric information without their advance permission.** Nearly 83% of voters strongly oppose companies collecting their biometric information – such as facial features, DNA, voice, or the way they walk – without advance permission, signaling a very strong opposition this practice.

<i>Now thinking about your biometric information, meaning your unique bodily characteristics – including your facial features, DNA, your voice, or the way you walk -- that can be used to identify you, please tell me if agree or disagree with: Companies should be collecting your biometric information without your advance permission.</i>		
Support, strongly	4%	→7%
Support, Somewhat	3	
Oppose, Somewhat	9	→92%
Oppose, Strongly	83	
Don't know	1	

Across the diverse electorate of California, voters of all parties, across age groups and for both men and women intensely oppose companies collecting their biometric information without advance permission, with 1 in 10 of voters or fewer in support. Opposition is also consistently high among consumers of Google, Amazon, Microsoft, Facebook and Twitter.

<i>Companies should be collecting your biometric information without your advance permission.</i>		
<b>Party Affiliation</b>		
	<b>% Support</b>	<b>% Oppose</b>
Democrats	5%	94%
Republicans	8	91
Independents (No Party Preference)	10	89
<b>Age Group</b>		
Millennials and Younger (18-38)	10	90
Generation X (39-54)	6	92
Boomers (55-73)	6	93
Silent Generation (74+)	9	91

Gender		
Female	6	93
Male	9	90
Consumers of Tech Companies		
Google consumer	7	92
Amazon consumer	7	93
Microsoft consumer	7	91
Facebook consumer	7	92
Twitter consumer	9	90

**Highlight Three:**

**94% of likely voters oppose companies sharing their biometric information without their advance permission, with 87% strongly opposed.**

<i>Now thinking about your biometric information, meaning your unique bodily characteristics – including your facial features, DNA, your voice, or the way you walk -- that can be used to identify you, please tell me if agree or disagree with: Companies should be sharing your biometric information without your advance permission.</i>		
Support, strongly	3%	→5%
Support, Somewhat	2	
Oppose, Somewhat	7	→94%
Oppose, Strongly	87	
Don't know	1	

Across the diverse electorate of California, over 90% of voters of all parties, across age groups and for both men and women oppose companies sharing their biometric information without advance permission. Over 93% of consumers of Google, Amazon, Microsoft, Facebook and Twitter oppose this practice as well.

<i>Companies should be sharing your biometric information without your advance permission.</i>		
<b>Party Affiliation</b>		
	<b>% Support</b>	<b>% Oppose</b>
Democrats	5%	94%
Republicans	4	96
Independents (No Party Preference)	6	93
<b>Age Group</b>		
Millennials and Younger (18-38)	7	92
Generation X (39-54)	5	94
Boomers (55-73)	3	96
Silent Generation (74+)	6	93
<b>Gender</b>		
Female	4	94
Male	6	94
<b>Consumers of Tech Companies</b>		
Google consumer	4	95
Amazon consumer	5	94
Microsoft consumer	4	94
Facebook consumer	5	94
Twitter consumer	6	93

## Methodology

David Binder Research conducted a survey of 800 likely November 2020 voters between March 9<sup>th</sup> and 13<sup>th</sup>, 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.