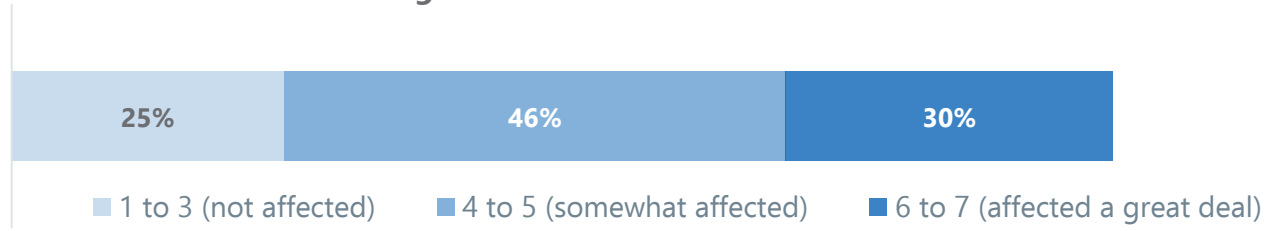


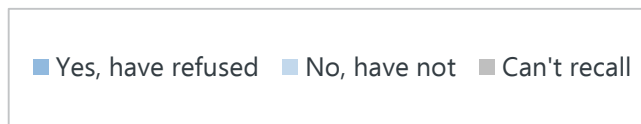
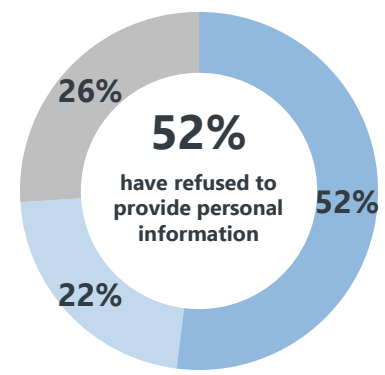
Impact of Mishandling of Personal Information

- › Incidents in which sensitive personal information has been mishandled do have an impact on the public's willingness to share their personal information. Only one-quarter of residents (25%) indicated that their willingness to share their personal information with organizations has not been affected by these incidents.
- › Just over half of residents (52%) have refused to provide an organization with their personal information.
- › In the past year, however, only 18% of residents have asked a company how it uses their personal information. Among these residents, 41% chose not to do business with the company because of privacy concerns.
- › Residents who have refused to provide personal information are more likely than those who have not refused to ask organizations how their personal information is used. However, the majority (58%) of those who have refused to provide their information to organizations have not asked these organizations how their information would be used or protected.

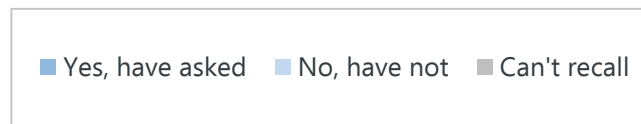
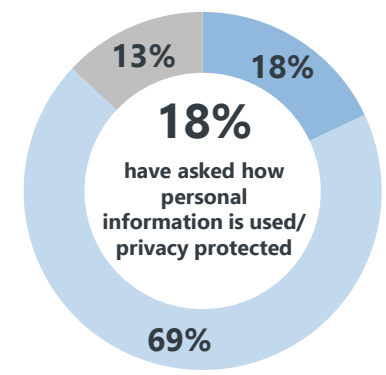
Impact of Sensitive Personal Information Being Lost, Stolen or Made Public on Willingness to Share Personal Information



Have you ever refused to provide an organization with your personal information?



In the past year, have you asked a company how it uses your personal information or protects your privacy?



Q16: Recently there have been a number of incidents reported in the news of sensitive personal information, such as private photos and debit or credit information, being lost, stolen or made public. To what extent has this affected your willingness to share personal information with organizations? Please use a scale of 1 to 7, where 1 is not at all, and 7 is a great deal. Base: All respondents (n=1,015)