

_____	6%
_____	7%
_____	22%
_____	8%
_____	10%
_____	11%
_____	3%
Have complete trust in them _____	11%
DON'T KNOW _____	2%

2 E

Employers

Do not trust them at all _____	10%
_____	3%
_____	4%
_____	5%
_____	19%
_____	7%
_____	13%
_____	14%
_____	7%
Have complete trust in them _____	13%
DON'T KNOW _____	4%

2 F

Credit bureaus, like Equifax, TRW, or TransUnion

Do not trust them at all _____	26%
_____	7%
_____	9%
_____	4%
_____	18%
_____	6%
_____	7%
_____	6%
_____	1%

Have complete trust in them _____	4%
DON'T KNOW _____	11%

2 G

\_\_\_\_\_  
 Companies that sell to consumers at homes by direct mail  
 -----

Do not trust them at all _____	36%
_____	12%
_____	10%
_____	6%
_____	18%
_____	4%
_____	4%
_____	4%
_____	1%
Have complete trust in them _____	3%
DON'T KNOW _____	2%

2 H

\_\_\_\_\_  
 Hospitals  
 -----

Do not trust them at all _____	10%
_____	4%
_____	5%
_____	6%
_____	19%
_____	7%
_____	12%
_____	15%
_____	8%
Have complete trust in them _____	13%
DON'T KNOW _____	2%

2 I

\_\_\_\_\_  
 Credit card companies like Visa, MasterCard, or American Express  
 -----

Do not trust them at all _____	19%
--------------------------------	-----

	7%
	7%
	6%
	18%
	8%
	8%
	12%
	4%
Have complete trust in them	8%
DON'T KNOW	3%

2 J

Banks offering consumer checking and savings accounts  
-----

Do not trust them at all	11%
	4%
	6%
	5%
	19%
	8%
	12%
	14%
	7%
Have complete trust in them	13%
DON'T KNOW	1%

2 K

Cable television companies  
-----

Do not trust them at all	15%
	6%
	7%
	6%
	26%
	6%
	9%

_____	8%
_____	4%
Have complete trust in them _____	7%
DON'T KNOW _____	6%

2 L

Private investigators  
-----

Do not trust them at all _____	28%
_____	7%
_____	7%
_____	5%
_____	18%
_____	4%
_____	5%
_____	5%
_____	2%
Have complete trust in them _____	4%
DON'T KNOW _____	15%

3 Have you ever had the company you use for local telephone service release the personal information they had about you in a way you thought was not proper?

YES _____	9%
NO _____	82%
DON'T KNOW _____	9%

4 In the past year, have you or a member of your household bought something from a mailing such as a catalog or brochure that was sent to your residence or workplace, or not?

YES _____	72%
NO _____	27%
DON'T KNOW _____	1%

5 Have you ever received a notice from a business you used, such as a credit card company, catalog firm, publication, or non-profit organization giving you the opportunity to "opt out" or decline having them give your name and address to other organizations that wanted to send you offers by mail for related products or services?

YES _____	41%
NO _____	57%

DON'T KNOW _____	1%
6. Have you ever checked such an "opt out" yourself, and declined to have such use made of your name and address? (412)	
YES _____	62%
NO _____	37%
DON'T KNOW _____	1%
7. When you are a customer of a business--such as a bank, a department store, an insurance company, or a local telephone service--do you consider it acceptable for this business to communicate with you from time to time about new products or services, or special discounts they are offering to their customers that they think may be of interest or benefit to you? Is this... (READ LIST)	
Acceptable (very plus somewhat) _____	88%
Very acceptable _____	36%
Somewhat acceptable _____	52%
Not very acceptable _____	5%
Not at all acceptable _____	6%
DON'T KNOW _____	1%
8. Would it become acceptable to you if this company offered you the opportunity to "opt out" or decline to receive information about new products or services, or special discounts and contacted those customers who did NOT "opt out." Would providing such notice and "opt out" make this ...? (READ LIST) (117)	
Acceptable (very plus somewhat) _____	42%
Very acceptable _____	21%
Somewhat acceptable _____	21%
Not very acceptable _____	18%
Not at all acceptable _____	36%
DON'T KNOW _____	3%
9. Many new consumer services are being developed by local telephone companies today. These include voice mail, long distance calling plans, cellular telephone service, expanded cable television or home interactive video services. How interested would you be in having your local telephone company inform you about such new services from time to time? Would you say you are... (READ LIST)	
Interested (very plus somewhat) _____	64%
Very interested _____	16%
Somewhat interested _____	48%
Not very interested _____	19%

Not at all interested_____	17%
DON'T KNOW_____	0%
10 When you call your local telephone company to discuss your services, the customer service representative that you speak with normally looks up your billing and account service record. As a result of talking with you and seeing the services you already have, the representative may also want to offer you new services. On that call, do you consider it acceptable for the representative to offer you new services? Would that be...(READ LIST)	
Acceptable (very plus somewhat)_____	69%
Very acceptable_____	20%
Somewhat acceptable_____	48%
Not very acceptable_____	16%
Not at all acceptable_____	15%
DON'T KNOW_____	1%
11 Your local telephone company may also look at its customer records to see which of its current customers it thinks would be most interested in, or benefit from hearing about new services. Do you consider it acceptable for your local telephone company to look over customer records for this purpose? Would that be... (READ LIST)	
Acceptable (very plus somewhat) _____	64%
Very acceptable_____	15%
Somewhat acceptable_____	48%
Not very acceptable_____	19%
Not at all acceptable_____	17%
DON'T KNOW_____	1%
12 Would it become acceptable to you if your local telephone company offered you the opportunity to "opt out" or decline to have your customer information used to describe new services to you, and then communicated such new services to customers who did not choose to "opt out"? Would that become...(READ LIST)	
Acceptable (very plus somewhat)_____	45%
Very acceptable_____	19%
Somewhat acceptable_____	25%
Not very acceptable_____	19%
Not at all acceptable_____	35%
DON'T KNOW_____	1%
13 If your local telephone company provides you with an opportunity to "opt out" or decline to have your customer information used in this way, would you prefer receiving such a notice and "opt out" opportunity in your monthly telephone bill or in a separate mailing to you?	
Monthly bill_____	46%

Separate mailing _____	51%
DON'T KNOW _____	4%

14 How concerned are you about threats to your personal privacy in America today -- are you very concerned, somewhat concerned, not very concerned, or not concerned at all?

Concerned (very plus somewhat) _____	89%
Very concerned _____	55%
Somewhat concerned _____	13%
Not very concerned _____	8%
Not concerned at all _____	3%
Don't know _____	0%

15. Do you agree or disagree with each of the following statements? Please tell me if you agree strongly, agree somewhat, disagree somewhat, or disagree strongly with each statement.

15A

Consumers have lost all control over HOW personal information about them is circulated and used by companies

Agree (strongly plus somewhat) _____	82%
Agree strongly _____	50%
Agree somewhat _____	32%
Disagree somewhat _____	12%
Disagree strongly _____	5%
DON'T KNOW _____	1%

15 B

Your rights to privacy as a consumer are adequately protected today by law or business practice

Agree (strongly plus somewhat) _____	47%
Agree strongly _____	14%
Agree somewhat _____	33%
Disagree somewhat _____	26%
Disagree strongly _____	26%
DON'T KNOW _____	1%

