



PRESS RELEASE

Smartphone Privacy Settings Are a Priority for Most Americans

More than half have privacy concerns over app usage and website visits.

Washington, DC, November 6, 2019 — A new Ipsos poll finds that 4 in 10 Americans will not consider the phone's default privacy settings a priority when purchasing their next smartphone (38%). A majority report being concerned with third parties tracking activity on downloaded apps and website visits (57% for each) and around 41% are concerned with third parties tracking content that is watched or streamed such as videos.

Americans are evenly split on their awareness of identifiers in some smartphone operating systems, a number specifically tied to a phone or tablet that lets advertisers track activity over time. Of the respondents that are aware of identifiers, 20% have changed the setting to reset this identifier so that advertisers will be unable to track activity. Nearly 6 in 10 report not changing this setting because they do not know how (58%). A plurality, one-third, prefer to have a unique identifier reset automatically once a week (34%), and another quarter prefer to do it themselves.

For full results, please refer to the following questionnaire.



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Full Annotated Questionnaire:

1. What sort of smartphone do you use?

	Total (N=1,007)
iPhone	44%
Android	45%
Both an iPhone and an Android	2%
Other	1%
I don't have a smartphone	8%

2. When thinking about your next smartphone, how much of a priority will the phone's default privacy settings be in your next purchase?

	Total (N=887)
Top priority	16%
High priority but not the top priority	46%
Low priority	15%
Not a priority at all	9%
Don't know	14%
<i>Priority (Net)</i>	62%
<i>Not a priority (Net)</i>	24%

3. What, if any, privacy concerns do you have when it comes to your smartphone? Select all that apply.

	Total (N=887)
The apps I download and use being tracked by third parties	57%
My visits to websites being tracked by third parties	57%
The content I watch or stream, such as videos, being tracked by third parties	41%
Other	3%
None of these	23%



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4. Are you aware that some smartphone operating systems have an identifier, meaning a number specifically tied to your phone or tablet, that lets advertisers track your activity over time?

	Total (N=887)
Yes	50%
No	50%

5. **[Only asked if Q4= yes]** On some devices, there is a setting that lets you reset this identifier so that advertisers will be unable to track you over time. Have you ever changed this setting?

	Total (N=420)
Yes	20%
No, because I don't know how	58%
No, because it does not bother me	17%
Don't know	5%
<i>No (Net)</i>	<i>75%</i>

6. If you discovered that your phone had an identifier that could reset automatically, how often would you prefer to have the identifier reset?

	Total (N=887)
Once a week	34%
Once a month	13%
A few times a year	5%
Once a year	4%
Never	4%
I would prefer to reset it myself	25%
Don't know	17%



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About the Study

These are some of the findings of an Ipsos poll conducted between October 16-17, 2019. For this survey, a sample of roughly 1,007 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ($n=1,007$, $DEFF=1.5$, adjusted Confidence Interval= ± 5.0 percentage points).

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About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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