

043021 - HOD FLASH (24 Hour) Survey

Q52Q1: In general, how comfortable or uncomfortable are you with your personal data being collected online?

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=1061	N=122	N=318	N=246	N=301	N=73
<b>Total (Unweighted)</b>	N=1061	N=115	N=302	N=234	N=342	N=67
<b>Comfortable (Net)</b>	39%	37%	53%	38%	30%	22%
Very comfortable	12%	11%	22%	11%	3%	1%
Somewhat comfortable	28%	26%	31%	26%	27%	21%
<b>Uncomfortable (Net)</b>	61%	63%	47%	62%	70%	78%
Somewhat uncomfortable	37%	42%	30%	36%	42%	45%
Very uncomfortable	24%	20%	17%	26%	28%	33%

\* Table Base: U.S. RESPONDENTS

Q52Q2: Which of the following type(s) of mobile phone do you currently use for personal use? Please select all that apply.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=1061	N=122	N=318	N=246	N=301	N=73
<b>Total (Unweighted)</b>	N=1061	N=115	N=302	N=234	N=342	N=67
Apple iPhone	44%	68%	50%	35%	37%	29%
Samsung Galaxy	34%	25%	37%	41%	33%	24%
Motorola Moto	6%	5%	6%	6%	6%	3%
Google Pixel	5%	7%	6%	7%	2%	1%
Xiaomi Redmi Note	2%	3%	5%	2%	0%	0%
Huawei Mate	1%	4%	3%	0%	0%	0%
Huawei P20	1%	3%	3%	0%	0%	0%
Other smartphone	13%	4%	16%	12%	14%	18%
A non-smartphone (e.g., flip phones)	3%	0%	0%	2%	6%	19%
None - I do not use a mobile phone	3%	3%	2%	2%	4%	6%
<b>Count</b>	1.13	1.20	1.28	1.07	1.03	1.00

\* Table Base: U.S. RESPONDENTS

Q52Q3: How much do you agree or disagree with each of the following statements?

Pop-ups from mobile apps (e.g., push notifications, in-app ads) are too intrusive.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=994	N=119	N=310	N=238	N=272	N=55
<b>Total (Unweighted)</b>	N=985	N=111	N=293	N=225	N=309	N=47
<b>Agree (Net)</b>	79%	61%	77%	79%	88%	91%
Strongly agree	36%	20%	31%	36%	48%	40%
Somewhat agree	44%	41%	47%	43%	40%	51%
<b>Disagree (Net)</b>	21%	39%	23%	21%	12%	9%
Somewhat disagree	15%	23%	18%	14%	10%	5%
Strongly disagree	6%	16%	4%	7%	2%	4%

\* Table Base: SMARTPHONE USERS  
I am uncomfortable with the detailed level of personal data that mobile apps collect.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=994	N=119	N=310	N=238	N=272	N=55
<b>Total (Unweighted)</b>	N=985	N=111	N=293	N=225	N=309	N=47
<b>Agree (Net)</b>	72%	61%	71%	71%	78%	77%
Strongly agree	29%	15%	29%	28%	32%	39%
Somewhat agree	44%	47%	42%	43%	46%	38%
<b>Disagree (Net)</b>	28%	39%	29%	29%	22%	23%
Somewhat disagree	21%	31%	22%	19%	16%	21%
Strongly disagree	7%	8%	7%	9%	6%	2%

\* Table Base: SMARTPHONE USERS  
The brands I shop with are responsible with the personal information I give them.

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
<b>Total</b>	N=1061	N=122	N=318	N=246	N=301	N=73
<b>Total (Unweighted)</b>	N=1061	N=115	N=302	N=234	N=342	N=67
<b>Agree (Net)</b>	72%	66%	76%	63%	74%	88%
Strongly agree	22%	16%	31%	22%	17%	17%
Somewhat agree	50%	49%	45%	42%	57%	70%
<b>Disagree (Net)</b>	28%	34%	24%	37%	26%	12%
Somewhat disagree	22%	31%	17%	30%	20%	10%
Strongly disagree	6%	4%	7%	6%	6%	3%

\* Table Base: U.S. RESPONDENTS  
**I am concerned about personalized Internet ads.**

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1061	N=122	N=318	N=246	N=301	N=73
Total (Unweighted)	N=1061	N=115	N=302	N=234	N=342	N=67
Agree (Net)	70%	53%	70%	68%	75%	80%
Strongly agree	24%	11%	27%	20%	27%	29%
Somewhat agree	46%	42%	43%	47%	47%	52%
Disagree (Net)	30%	47%	30%	32%	25%	20%
Somewhat disagree	23%	36%	22%	26%	19%	15%
Strongly disagree	7%	11%	8%	6%	6%	5%

\* Table Base: U.S. RESPONDENTS  
**I trust that Facebook is responsible with users' personal data.**

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1061	N=122	N=318	N=246	N=301	N=73
Total (Unweighted)	N=1061	N=115	N=302	N=234	N=342	N=67
Agree (Net)	43%	43%	57%	38%	32%	44%
Strongly agree	12%	8%	23%	10%	5%	9%
Somewhat agree	30%	34%	34%	28%	26%	35%
Disagree (Net)	57%	57%	43%	62%	68%	56%
Somewhat disagree	28%	34%	22%	28%	31%	30%
Strongly disagree	29%	24%	21%	35%	38%	25%

\* Table Base: U.S. RESPONDENTS  
**Q52Q4: Have you updated your iPhone with the newest software update (iOS 14.5)?**

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=462	N=83	N=159	N=86	N=112	N=21
Total (Unweighted)	N=455	N=83	N=149	N=86	N=116	N=21
Yes	67%	71%	77%	67%	54%	38%
No	20%	22%	17%	16%	23%	38%
Not at all sure	13%	7%	5%	17%	24%	24%

\* Table Base: USES IPHONE FOR PERSONAL USE

**Q52Q5: Which of the following statements are true for you? Please select all that apply.**

	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=1061	N=122	N=318	N=246	N=301	N=73
Total (Unweighted)	N=1061	N=115	N=302	N=234	N=342	N=67
I have opted out of seeing or receiving personalized ads	32%	33%	32%	28%	33%	33%
I have researched to understand how my data is collected	29%	31%	42%	32%	17%	13%
** I have received a pop-up message on my iPhone asking	11%	24%	20%	7%	2%	1%
** I have decided to allow a social media app on my iPhone	9%	18%	17%	7%	2%	0%
** I have decided to allow a newly downloaded app on	9%	15%	14%	7%	3%	0%
None of these	37%	26%	21%	39%	50%	56%
Count	1.26	1.48	1.46	1.20	1.08	1.03

\* Table Base: U.S. RESPONDENTS  
 \*\* BASE: IPHONE USERS WHO HAVE UPDATED TO IOS 14.5

**Q52Q6: Would you allow any of the following brand apps to access and track your iPhone data so they could share your information with third parties to provide personalized ads or customize your in-app experiences?**

Facebook	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=462	N=83	N=159	N=86	N=112	N=21
Total (Unweighted)	N=455	N=83	N=149	N=86	N=116	N=21
Yes	40%	48%	55%	38%	20%	3%
No	60%	51%	45%	61%	80%	97%
N/A - I am not familiar with this brand	0%	1%	0%	1%	0%	0%

\* Table Base: USES IPHONE FOR PERSONAL USE

TikTok	Total (A)	Gen Z 18-24 (B)	Millennials 25-40 (C)	Gen X 41-56 (D)	Boomers 57-75 (E)	Silent 76-93 (F)
Total	N=462	N=83	N=159	N=86	N=112	N=21
Total (Unweighted)	N=455	N=83	N=149	N=86	N=116	N=21
Yes	31%	53%	48%	22%	2%	0%
No	63%	41%	48%	75%	86%	82%
N/A - I am not familiar with this brand	7%	6%	4%	3%	12%	18%

USES IPHONE FOR PERSONAL USE

\* Table Base:

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
<b>Nike</b>	N=462		N=83 *		N=159		N=86 *		N=112		N=21 **	
<b>Total</b>	N=455		N=83 *		N=149		N=86 *		N=116		N=21 **	
<b>Total (Unweighted)</b>	39%	EF	46%	EF	61%	AbDEF	37%	EF	11%		3%	
Yes	58%	bC	46%		38%		63%	bC	85%	ABCD	91%	ABCD
No	4%		9%	aCD	2%		0%		5%	d	5%	d
N/A - I am not familiar with this brand												

USES IPHONE FOR PERSONAL USE

\* Table Base:

QS2Q7: How favorable or unfavorable is your opinion of mobile pop-ups from apps, websites, or your phone that provide transparency on personal data collection?

	Total (A)		Gen Z 18-24 (B)		Millennials 25-40 (C)		Gen X 41-56 (D)		Boomers 57-75 (E)		Silent 76-93 (F)	
<b>Total</b>	N=1061		N=122		N=318		N=246		N=301		N=73 *	
<b>Total (Unweighted)</b>	N=1061		N=115		N=302		N=234		N=342		N=67 *	
<b>Favorable (Net)</b>	37%	EF	40%	EF	55%	ABDEF	36%	EF	26%	F	4%	
Very favorable	24%	F	26%	F	30%	aeF	24%	F	22%	F	4%	
Somewhat favorable	63%	C	60%	C	45%		64%	C	74%	ABCD	96%	ABCDE
<b>Unfavorable (Net)</b>	36%		42%	c	30%		34%		38%	c	49%	aCd
Somewhat unfavorable	27%	bC	18%		15%		30%	BC	36%	ABC	47%	ABCD
Very unfavorable												

\* Table Base:

U.S. RESPONDENTS

043021 - HOD FLASH (24 Hour) Survey

Q321: In general, how comfortable or uncomfortable are you with your personal data being collected online?

	Gender				Age				Male Age				Female Age				Region							
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=1061	N=505	N=542	N=174	N=312	N=174	N=167	N=178	N=230	N=157	N=86	N=86	N=81	N=86	N=105	N=155	N=88	N=86	N=82	N=125	N=184	N=403	N=220	N=255
Total (Unweighted)	N=1061	N=511	N=597	N=279	N=518	N=279	N=150	N=198	N=246	N=107	N=106	N=106	N=51	N=74	N=122	N=172	N=82	N=99	N=124	N=125	N=213	N=431	N=220	N=255
Comfortable (Net)	40%	40%	46%	46%	GH	32%	FGH	32%	H	32%	32%	IKLM	32%	32%	43%	43%	43%	43%	R	29%	44%	40%	34%	39%
Very comfortable	12%	13%	10%	10%	GH	19%	FGH	11%	H	4%	19%	LM	26%	KLM	12%	IM	3%	2%	16%	QR	13%	1%	11%	13%
Somewhat comfortable	28%	26%	29%	28%	33%	h	28%	24%	24%	24%	36%	LM	22%	31%	17%	28%	24%	24%	24%	24%	24%	28%	26%	26%
Uncomfortable (Net)	61%	60%	61%	60%	54%	51%	70%	62%	DEF	72%	DEF	64%	J	73%	U	55%	61%	57%	61%	71%	50%	66%	61%	61%
Somewhat uncomfortable	35%	35%	39%	35%	E	33%	5%	E	43%	E	42%	E	37%	J	17%	33%	J	42%	J	41%	29%	37%	41%	5%
Very uncomfortable	24%	25%	22%	22%	15%	D	26%	D	27%	D	31%	D	31%	D	14%	28%	N	19%	19%	30%	NQ	26%	23%	22%

\* Table Base: U.S. RESPONDENTS

Q322: Which of the following type(s) of mobile phone do you currently use for personal use? Please select all that apply.

	Gender				Age				Male Age				Female Age				Region							
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=1061	N=505	N=542	N=174	N=312	N=174	N=167	N=178	N=230	N=157	N=86	N=86	N=81	N=86	N=105	N=155	N=88	N=86	N=82	N=125	N=184	N=403	N=220	N=255
Total (Unweighted)	N=1061	N=511	N=597	N=279	N=518	N=279	N=150	N=198	N=246	N=107	N=106	N=106	N=51	N=74	N=122	N=172	N=82	N=99	N=124	N=125	N=213	N=431	N=220	N=255
Apple iPhone	44%	43%	44%	44%	58%	EFGH	42%	40%	34%	35%	48%	I	50%	L	43%	32%	39%	69%	OPQR	35%	37%	46%	43%	46%
Samsung Galaxy	34%	39%	C	29%	30%	41%	DH	41%	dH	37%	29%	41%	m	45%	M	45%	m	40%	28%	19%	36%	N	37%	35%
Motorola Moto	6%	6%	6%	6%	5%	6%	6%	6%	7%	5%	6%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
Google Pixel	5%	6%	4%	6%	GH	9%	GH	9%	GH	2%	1%	8%	LM	4%	2%	2%	5%	f	5%	r	8%	QR	2%	3%
Xiaomi Redmi Note	2%	3%	3%	3%	GH	7%	GH	1%	0%	0%	3%	10%	IKLM	1%	0%	0%	3%	f	3%	r	0%	0%	3%	3%
Huawei Mate	1%	2%	1%	2%	GH	3%	GH	0%	0%	0%	2%	3%	M	0%	0%	0%	0%	0%	0%	0%	0%	2%	1%	0%
Huawei P20	1%	2%	3%	2%	GH	2%	GH	0%	0%	0%	2%	4%	M	0%	0%	0%	0%	0%	0%	0%	0%	2%	3%	0%
Other smartphone	13%	12%	15%	10%	19%	dH	10%	16%	d	15%	10%	14%	9%	14%	14%	10%	10%	23%	Np	12%	18%	n	16%	15%
A non-smartphone (e.g., flip phone)	4%	4%	4%	0%	1%	1%	1%	5%	0%	0%	1%	0%	1%	1%	0%	1%	1%	1%	0%	1%	10%	NoQ	4%	5%
None - I do not use a mobile phone	3%	2%	3%	3%	1%	0%	3%	6%	EF	2%	2%	2%	2%	2%	0%	1%	1%	1%	3%	3%	0%	4%	3%	2%
Count	1.13	1.18	1.09	1.18	1.33	1.04	1.03	1.01	1.25	1.49	1.03	1.04	1.03	1.18	1.18	1.17	1.04	1.02	1.00	1.23	1.10	1.10	1.10	1.14

\* Table Base: U.S. RESPONDENTS

Q323: How much do you agree or disagree with each of the following statements?

Pop-ups from mobile apps (e.g., push notifications, in-app ads) are too intrusive.

	Gender				Age				Male Age				Female Age				Region							
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=994	N=477	N=506	N=164	N=303	N=170	N=164	N=182	N=230	N=154	N=84	N=84	N=81	N=86	N=99	N=149	N=83	N=86	N=83	N=103	N=170	N=378	N=202	N=244
Total (Unweighted)	N=994	N=488	N=568	N=268	N=483	N=268	N=147	N=184	N=230	N=104	N=104	N=104	N=51	N=74	N=122	N=172	N=82	N=99	N=124	N=125	N=213	N=431	N=220	N=255
Agree (Net)	79%	79%	81%	81%	D	82%	D	83%	D	92%	DEFG	67%	81%	I	76%	83%	I	93%	IKL	68%	82%	n	87%	n
Strongly agree	36%	37%	35%	35%	22%	41%	D	32%	D	43%	D	46%	31%	37%	43%	43%	N	37%	N	39%	N	45%	N	43%
Somewhat agree	42%	42%	45%	43%	43%	43%	45%	46%	46%	44%	42%	45%	46%	46%	47%	50%	50%	44%	46%	46%	46%	43%	46%	46%
Disagree (Net)	21%	21%	19%	19%	32%	EFGH	19%	H	18%	H	17%	H	8%	24%	M	24%	M	17%	m	7%	32%	dPQR	18%	13%
Somewhat disagree	15%	15%	15%	15%	34%	EFGH	13%	H	13%	H	8%	23%	M	15%	M	12%	m	4%	4%	25%	dPQR	11%	10%	13%
Strongly disagree	6%	6%	6%	6%	9%	H	5%	6%	6%	2%	11%	jm	3%	9%	5%	4%	6%	7%	7%	3%	4%	1%	6%	6%

\* Table Base: SMARTPHONE USERS

I am uncomfortable with the detailed level of personal data that mobile apps collect.

	Gender				Age				Male Age				Female Age				Region							
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=994	N=477	N=506	N=164	N=303	N=170	N=164	N=182	N=230	N=154	N=84	N=84	N=81	N=86	N=99	N=149	N=83	N=86	N=83	N=103	N=170	N=378	N=202	N=244
Total (Unweighted)	N=994	N=488	N=568	N=268	N=483	N=268	N=147	N=184	N=230	N=104	N=104	N=104	N=51	N=74	N=122	N=172	N=82	N=99	N=124	N=125	N=213	N=431	N=220	N=255
Agree (Net)	72%	71%	73%	73%	86%	70%	77%	73%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%	80%
Strongly agree	29%	29%	29%	29%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%
Somewhat agree	44%	42%	45%	43%	41%	41%	47%	40%	45%	37%	42%	42%	42%	42%	47%	49%	41%	41%	41%	41%	41%	41%	41%	41%
Disagree (Net)	28%	29%	27%	27%	14%	29%	23%	26%	20%	30%	32%	31%	18%	21%	18%	21%	21%	21%	21%	21%	21%	21%	21%	21%
Somewhat disagree	21%	21%	20%	20%	19%	19%	19%	19%	19%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%
Strongly disagree	7%	8%	6%	6%	5%	11%	DH	8%	8%	5%	4%	10%	14%	1%	7%	6%	7%	13%	PR	2%	9%	P	3%	9%

\* Table Base: SMARTPHONE USERS

The brands I shop with are responsible for most of my personal information I give them.

	Gender				Age				Male Age				Female Age				Region							
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Midwest (U)	West (V)	
Total	N=1061	N=505	N=542	N=174	N=312	N=174	N=167	N=178	N=230	N=157	N=86	N=86	N=81	N=86	N=105	N=155	N=88	N=86	N=82	N=125	N=184	N=403	N=220	N=255
Total (Unweighted)	N=1061	N=511	N=597	N=279	N=518	N=279	N=150	N=198	N=246	N=107	N=106	N=106	N=51	N=74	N=122	N=172	N=82	N=99	N=124	N=125	N=213	N=431	N=220	N=255
Agree (Net)	72%	70%	75%	71%	77%	Fg	65%	67%	79%	dFG	69%	80%	KL	58%	62%	76%	Q	73%	75%	71%	72%	73%	73%	73%
Strongly agree	22%	23%	21%	20%	26%	H	27%	H	23%	18%	16%	24%	32%	LM	17%	15%	14%	27%	21%	19%	16%	27%	U	22%
Somewhat agree	47%	46%	52%	49%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%	43%
Disagree (Net)	28%	28%	25%	25%	29%	h	23%	23%	23%	31%	31%	31%	20%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%	24%
Somewhat disagree	22%	22%	21%	21%	24%	th	15%	15%	15%	23%	23%	23%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%
Strongly disagree	6%	7%	c	4%	5%	4%	5%	4%	10%	dH	4%	7%	4%	7%	4%	5%	7%	7%	7%	7%	7%	7%	7%	7%

\* Table Base: U.S. RESPONDENTS

I am concerned about personalized internet ads.

	Gender				Age				Male Age				Female Age				Region				
	Total (A)	Male (B)	Female (C)		18-34 (D)	35-44 (E)	45-54 (F)	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South

\*\* I have decided to allow a newly downloaded app 9% 11% C 6% 15% GH 12% GH 9% H 5% H 0% 20% LM 16% LM 14% LM 2% 0% 59% UKI 10% R 7% R 6% R 8% R 1% NOQ 11% V 9% V 6% 9%  
 None of these 37% 33% 40% b 23% 22% 39% DE 44% DE 58% DEFG 18% 19% 31% 44% U 59% UKI 28% 24% 47% NO 44% NO 58% NOQ 42% V 39% V 36% 29%  
 Count 1,28 1,23 1,21 1,46 1,23 1,10 1,54

U.S. RESPONDENTS  
 \*\* Table Base: IPHONE USERS WHO HAVE UPDATED TO IOS 14.5  
 \*\* BASE:

Q52Q6: Would you allow any of the following brand apps to access and track your iPhone data so they could share your information with third parties to provide personalized ads or customize your in-app experience?

Facebook

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	Age	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	Male Age	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	Female Age	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region	Midwest (U)	West (V)
Total	N=462	N=219	N=241	N=182	N=174	N=166	N=61	N=61	N=80	N=75	N=43	N=34	N=27	N=27	N=41	N=106	N=31	N=32	N=33	N=33	N=39	N=84	N=171	N=90	N=117	
Total (Unweighted)	N=453	N=217	N=235	N=167	N=163	N=160	N=64	N=61	N=81	N=50	N=54	N=22	N=23	N=23	N=40	N=117	N=29	N=38	N=41	N=41	N=41	N=96	N=185	N=95	N=139	
Yes	40%	41%	39%	49%	60%	FGH	38%	H	28%	H	11%	53%	LM	72%	IKLM	43%	LM	6%	7%	28%	R	14%	39%	43%	31%	
No	60%	59%	61%	51%	40%	61%	E	72%	DE	89%	DEFG	47%	J	28%	57%	J	94%	92%	UK	53%	56%	54%	57%	69%	58%	
N/A - I am not familiar with this brand	0%	0%	1%	1%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	2%	0%	0%	0%	2%	0%	0%	0%	

U.S. RESPONDENTS  
 \*\* Table Base: IPHONE USERS WHO HAVE UPDATED TO IOS 14.5  
 \*\* BASE:

TikTok

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	Age	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	Male Age	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	Female Age	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region	Midwest (U)	West (V)
Total	N=622	N=219	N=403	N=241	N=182	N=174	N=166	N=61	N=61	N=80	N=75	N=43	N=34	N=27	N=41	N=106	N=31	N=32	N=33	N=33	N=39	N=84	N=171	N=90	N=117	
Total (Unweighted)	N=455	N=217	N=238	N=167	N=163	N=160	N=64	N=61	N=81	N=50	N=54	N=22	N=23	N=23	N=40	N=117	N=29	N=38	N=41	N=41	N=41	N=96	N=185	N=95	N=139	
Yes	31%	33%	30%	51%	FGH	43%	FGH	23%	GH	7%	H	0%	55%	KLM	48%	KLM	0%	0%	48%	PQR	32%	R	20%	R	12%	R
No	63%	62%	64%	45%	52%	52%	75%	DE	82%	DE	87%	DE	28%	DE	45%	76%	U	96%	87%	U	51%	61%	61%	60%	NO	
N/A - I am not familiar with this brand	7%	7%	7%	4%	7%	3%	11%	13%	13%	DF	7%	7%	0%	4%	UK	13%	U	2%	6%	6%	16%	N	14%	N	9%	

U.S. RESPONDENTS  
 \*\* Table Base: IPHONE USERS WHO HAVE UPDATED TO IOS 14.5  
 \*\* BASE:

Nike

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	Age	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	Male Age	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	Female Age	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region	Midwest (U)	West (V)
Total	N=462	N=219	N=241	N=182	N=174	N=166	N=61	N=61	N=80	N=75	N=43	N=34	N=27	N=27	N=41	N=106	N=31	N=32	N=33	N=33	N=39	N=84	N=171	N=90	N=117	
Total (Unweighted)	N=455	N=217	N=238	N=167	N=163	N=160	N=64	N=61	N=81	N=50	N=54	N=22	N=23	N=23	N=40	N=117	N=29	N=38	N=41	N=41	N=41	N=96	N=185	N=95	N=139	
Yes	39%	44%	33%	53%	IGH	58%	FGH	38%	GH	14%	0%	60%	LM	71%	KLM	44%	LM	4%	7%	48%	40%	R	32%	R	23%	R
No	58%	52%	63%	b	42%	41%	62%	DE	84%	DEF	87%	DEF	31%	29%	56%	U	96%	UK	84%	UK	49%	57%	68%	R	75%	N
N/A - I am not familiar with this brand	4%	5%	3%	5%	1%	0%	1%	7%	ef	9%	J	0%	0%	0%	9%	J	2%	3%	0%	3%	5%	5%	2%	4%	1%	

Q52Q7: How favorable or unfavorable is your opinion of mobile pop-ups from apps, websites, or your phone that provide transparency on personal data collection?

	Total (A)	Male (B)	Female (C)	18-34 (D)	35-44 (E)	45-54 (F)	Age	55-64 (G)	65+ (H)	18-34 (I)	35-44 (J)	Male Age	45-54 (K)	55-64 (L)	65+ (M)	18-34 (N)	35-44 (O)	Female Age	45-54 (P)	55-64 (Q)	65+ (R)	Northeast (S)	South (T)	Region	Midwest (U)	West (V)
Total	N=1061	N=505	N=542	N=312	N=174	N=167	N=178	N=230	N=157	N=107	N=86	N=81	N=86	N=105	N=155	N=88	N=88	N=86	N=92	N=92	N=125	N=184	N=403	N=220	N=255	
Total (Unweighted)	N=1061	N=511	N=597	N=279	N=188	N=150	N=198	N=107	N=106	N=107	N=106	N=51	N=74	N=121	N=172	N=82	N=99	N=99	N=124	N=124	N=125	N=184	N=431	N=186	N=231	
Favorable (Net)	37%	39%	30%	46%	IGH	53%	FGH	35%	H	32%	H	13%	50%	KLM	69%	IKLM	29%	M	13%	43%	R	41%	R	38%	R	
Very favorable	13%	15%	11%	19%	FGH	26%	FGH	10%	H	6%	h	2%	21%	KLM	38%	IKLM	8%	IM	2%	1%	17%	R	14%	R	14%	
Somewhat favorable	24%	24%	19%	27%	H	30%	H	26%	H	13%	25%	13%	23%	21%	26%	R	29%	R	30%	R	29%	R	13%	28%	24%	
Unfavorable (Net)	63%	61%	64%	54%	IGH	45%	DE	68%	DE	68%	DE	83%	50%	J	31%	U	73%	U	87%	UKI	57%	58%	63%	NOQ		
Somewhat unfavorable	36%	34%	37%	31%	E	25%	34%	34%	44%	EF	39%	J	21%	35%	31%	U	42%	J	38%	38%	36%	46%	Op	36%	35%	
Very unfavorable	27%	27%	27%	19%	0%	3%	DE	35%	DE	41%	DE	11%	10%	36%	U	44%	U	19%	27%	26%	38%	Nq	26%	26%		

U.S. RESPONDENTS

043021 - HOD FLASH (24 Hour Survey)

Q32Q1: In general, how comfortable or uncomfortable are you with your personal data being collected online?

	Household Income										Employed	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)			Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=1061	N=315	N=171	N=136	N=370	N=340	N=351	N=239	N=584	N=477	N=136	N=673	N=325	N=736	N=746	N=278	N=492	N=569	N=126	N=177
Total (Unweighted)	N=1061	N=383	N=200	N=131	N=278	N=335	N=325	N=270	N=549	N=512	N=136	N=726	N=302	N=739	N=739	N=289	N=534	N=527	N=765	N=88
Comfortable (Net)	39%	33%	33%	32%	48%	48%	42%	37%	33%	53%	L	43%	N	32%	43%	42%	42%	37%	35%	45%
Very comfortable	12%	9%	10%	5%	18%	9%	9%	15%	10%	7%	L	7%	23%	N	7%	13%	10%	13%	10%	18%
Somewhat comfortable	28%	28%	23%	27%	30%	28%	29%	27%	29%	26%	L	25%	33%	N	25%	25%	29%	26%	25%	32%
Uncomfortable (Net)	62%	67%	67%	68%	52%	52%	63%	63%	67%	47%	L	57%	68%	N	62%	64%	63%	65%	65%	49%
Very uncomfortable	37%	38%	45%	43%	e	43%	e	38%	38%	39%	L	34%	K	41%	K	39%	38%	39%	31%	32%
Somewhat uncomfortable	24%	24%	24%	24%	21%	26%	23%	23%	21%	27%	L	17%	K	17%	27%	M	23%	22%	23%	19%

\* Table Base: U.S. RESPONDENTS

Q32Q2: Which of the following type(s) of mobile phone do you currently use for personal use? Please select all that apply.

	Household Income										Employed	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)			Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=1061	N=315	N=171	N=136	N=370	N=340	N=351	N=239	N=584	N=477	N=136	N=673	N=325	N=736	N=746	N=278	N=492	N=569	N=126	N=177
Total (Unweighted)	N=1061	N=383	N=200	N=131	N=278	N=335	N=325	N=270	N=549	N=512	N=136	N=726	N=302	N=739	N=739	N=289	N=534	N=527	N=765	N=88
Apple iPhone	44%	32%	40%	41%	36%	39%	38%	37%	30%	33%	L	39%	N	41%	47%	38%	45%	42%	41%	41%
Samsung Galaxy	34%	30%	30%	41%	32%	32%	30%	37%	36%	33%	L	37%	N	34%	34%	34%	30%	34%	34%	40%
Motorola Moto	8%	6%	de	8%	de	3%	6%	8%	H	3%	L	5%	5%	6%	5%	6%	6%	6%	5%	7%
Google Pixel	5%	4%	c	1%	3%	3%	3%	5%	7%	J	2%	3%	8%	N	3%	5%	3%	5%	4%	2%
Xiaomi Redmi Note	2%	1%	0%	3%	4%	bc	2%	0%	1%	3%	J	3%	5%	1%	2%	1%	2%	1%	2%	4%
Huawei Mate	1%	2%	0%	2%	2%	3%	1%	1%	1%	2%	J	0%	3%	L	0%	3%	N	0%	2%	1%
Huawei P20	1%	0%	1%	0%	2%	B	0%	2%	F	0%	3%	L	0%	2%	1%	2%	1%	1%	1%	4%
Other smartphone	13%	12%	cd	12%	10%	11%	11%	15%	H	8%	L	11%	16%	L	13%	14%	13%	15%	11%	11%
A non-smartphone (e.g., flip phones)	3%	3%	8%	3%	2%	4%	3%	2%	5%	I	0%	5%	K	1%	5%	M	4%	3%	5%	0%
None - I do not use a mobile phone	3%	4%	1%	2%	1%	1%	5%	3%	2%	5%	I	1%	4%	K	1%	4%	M	2%	4%	0%
Count	1,13	1,08	1,06	1,06	1,22	1,07	1,12	1,12	1,19	1,06	1,28	1,05	1,25	1,08	1,13	1,10	1,16	1,10	1,11	1,06

\* Table Base: U.S. RESPONDENTS

Q32Q3: How much do you agree or disagree with each of the following statements?

Pop-ups from mobile apps (e.g., push notifications, in-app ads) are too intrusive.

	Household Income										Employed	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)			Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=1061	N=315	N=171	N=136	N=370	N=340	N=351	N=239	N=584	N=477	N=136	N=673	N=325	N=736	N=746	N=278	N=492	N=569	N=126	N=177
Total (Unweighted)	N=1061	N=383	N=200	N=131	N=267	N=320	N=300	N=257	N=530	N=455	N=136	N=666	N=296	N=689	N=693	N=268	N=503	N=482	N=705	N=87
Agree (Net)	79%	75%	75%	80%	84%	BC	73%	77%	85%	Fr	78%	82%	78%	80%	81%	78%	85%	R	75%	68%
Strongly agree	30%	30%	39%	39%	37%	28%	33%	44%	35%	37%	38%	38%	36%	37%	33%	38%	42%	31%	41%	28%
Somewhat agree	44%	44%	40%	41%	47%	C	45%	40%	45%	43%	45%	42%	44%	45%	44%	44%	44%	44%	39%	48%
Disagree (Net)	21%	25%	E	20%	16%	23%	H	23%	15%	24%	18%	22%	22%	19%	22%	22%	15%	22%	32%	27%
Somewhat disagree	15%	19%	E	20%	E	13%	11%	19%	H	18%	H	10%	16%	13%	17%	14%	15%	13%	12%	15%
Strongly disagree	6%	6%	6%	7%	6%	5%	7%	6%	5%	7%	6%	5%	6%	5%	6%	5%	6%	6%	6%	5%

\* Table Base: SMARTPHONE USERS

I am uncomfortable with the detailed level of personal data that mobile apps collect.

	Household Income										Employed	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)			Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=1061	N=315	N=171	N=136	N=370	N=340	N=351	N=239	N=584	N=477	N=136	N=673	N=325	N=736	N=746	N=278	N=492	N=569	N=126	N=177
Total (Unweighted)	N=1061	N=383	N=200	N=131	N=267	N=320	N=300	N=257	N=530	N=455	N=136	N=666	N=296	N=689	N=693	N=268	N=503	N=482	N=705	N=87
Agree (Net)	79%	75%	75%	80%	84%	BC	73%	77%	85%	Fr	78%	82%	78%	80%	81%	78%	85%	R	75%	68%
Strongly agree	30%	30%	39%	39%	37%	28%	33%	44%	35%	37%	38%	38%	36%	37%	33%	38%	42%	31%	41%	28%
Somewhat agree	44%	44%	40%	41%	47%	C	45%	40%	45%	43%	45%	42%	44%	45%	44%	44%	44%	44%	39%	48%
Disagree (Net)	21%	25%	E	20%	16%	23%	H	23%	15%	24%	18%	22%	22%	19%	22%	22%	15%	22%	32%	27%
Somewhat disagree	15%	19%	E	20%	E	13%	11%	19%	H	18%	H	10%	16%	13%	17%	14%	15%	13%	12%	15%
Strongly disagree	6%	6%	6%	7%	6%	5%	7%	6%	5%	7%	6%	5%	6%	5%	6%	5%	6%	6%	6%	5%

\* Table Base: SMARTPHONE USERS

The brands I shop with are responsible with the personal information I give them.

	Household Income										Employed	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)			Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=1061	N=315	N=171	N=136	N=370	N=340	N=351	N=239	N=584	N=477	N=136	N=673	N=325	N=736	N=746	N=278	N=492	N=569	N=126	N=177
Total (Unweighted)	N=1061	N=383	N=200	N=131	N=278	N=335	N=325	N=270	N=549	N=512	N=136	N=726	N=302	N=739	N=739	N=289	N=534	N=527	N=765	N=88
Agree (Net)	72%	74%	74%	69%	75%	70%	72%	75%	71%	72%	72%	72%	75%	71%	74%	74%	70%	74%	74%	69%
Strongly agree	29%	28%	29%	28%	29%	28%	29%	29%	27%	28%	28%	28%	29%	28%	29%	29%	29%	29%	29%	25%
Somewhat agree	40%	41%	41%	39%	42%	48%	h	41%	39%	44%	i	40%	39%	44%	41%	43%	44%	39%	44%	43%
Disagree (Net)	28%	31%	29%	25%	29%	29%	29%	26%	32%	J	23%	34%	L	24%	24%	23%	27%	23%	24%	31%
Somewhat disagree	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%	22%
Strongly disagree	6%	6%	6%	4%	2%	6%	4%	8%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%

\* Table Base: U.S. RESPONDENTS

I am concerned about personalized internet ads.

	Household Income										Employed	Children in HH	Parent of Child Under 18		Home Ownership		Marital Status		Race/Ethnicity	
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	No (J)			Yes (M)	No (N)	Homeowner (O)	Renter (P)	Married (Q)	Not married (R)	White (S)	AA (T)
Total	N=1061	N=315	N=171	N=136	N=370	N=340	N=351	N=239	N=584	N=477	N=136	N=673	N=325	N=736	N=746	N=278	N=492	N=569	N=126	N=177
Total (Unweighted)	N=1061	N=383	N=200	N=131	N=278	N=335	N=325	N=270	N=549	N=512	N=136	N=726	N=302	N=739	N=739	N=289	N=534	N=527	N=765	N=88
Agree (Net)	70%	66%	62%	77%	68%	78%	82%	72%	71%	68%	68%	69%	70%	70%	73%	70%	67%	73%	71%	62%
Strongly agree	24%	20%	22%	25%	29%	B	16%	21%	20%	25%	22%	27%	21%	27%	P	19%	20%	30%	R	18%
Somewhat agree	46%	47%	40%	52%	c	44%	49%	42%	44%	43%	47%	43%	44%	45%	45%	45%	41%	49%	Q	45%
Disagree (Net)	30%	34%	38%	23%	27%	30%	h	30%	28%	32%	32%	32%	30%	29%	30%	30%	33%	33%	27%	38%
Somewhat disagree	23%	25%	D	15%	21%	21%	28%	h	24%	24%	24%	23%	22%	24%	23%	22%	24%	21%	23%	20%
Strongly disagree	7%	8%	6%	8%	6%	6%	5%	5%	5%	7%	7%	6%	8%	7%	6%	6%	7%	6%	6%	8%

I have opted out of seeing or receiving personalized : 32%	30%	28%	43%	BCE	30%	27%	35%	F	33%	31%	32%	30%	33%	26%	34%	M	34%	P	25%	34%	30%	33%	30%	30%	30%	
I have researched to understand how my data is coll: 29%	31%	C	20%	28%	34%	C	27%	25%	33%	R	31%	20%	41%	L	23%	27%	40%	N	22%	30%	31%	29%	27%	30%	39%	S
** I have received a pop-up message on my iPhone : 13%	5%	7%	7%	7%	18%	BCD	8%	10%	15%	F	7%	14%	J	7%	10%	6%	16%	N	9%	32%	9%	11%	9%	11%	14%	S
** I have decided to allow a social media app on my i: 9%	7%	6%	5%	7%	14%	BCD	7%	9%	11%	J	5%	16%	L	5%	10%	7%	15%	N	7%	9%	10%	7%	11%	10%	17%	S
** I have decided to allow a newly downloaded app : 9%	6%	6%	5%	5%	14%	BCD	6%	8%	10%	J	3%	13%	J	3%	10%	6%	13%	N	7%	9%	8%	9%	6%	13%	15%	S
None of these	38%	38%	48%	32%	29%	45%	35%	30%	26%	45%	50%	23%	23%	45%	22%	43%	M	35%	37%	36%	37%	36%	42%	29%	24%	
Count	1,26	1,17	1,14	1,21	1,39	1,20	1,23	1,31	1,16	1,43	1,17	1,38	1,21	1,28	1,20	1,27	1,26	1,22	1,27	1,26	1,22	1,31	1,31	1,39	1,39	

\* Table Base: U.S. RESPONDENTS  
 \*\* BASE: IPHONE USERS WHO HAVE UPDATED TO IOS 14.5

Q3Q6: Would you allow any of the following brand apps to access and track your iPhone data so they could share your information with third parties to provide personalized ads or customize your in-app experiences?

	Facebook											TikTok												
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed (J)	Yes (K)	Children in HH (L)	Yes (M)	Parent of Child Under 18 (N)	Homeowner (O)	Renter (P)	Married (Q)	Marital Status (R)	White (S)	AA (T)	Race/Ethnicity (U)	Hispanic (V)		
Total	N=462	N=101	N=68	N=56	N=208	N=131	N=135	N=121	N=292	N=170	N=198	N=263	N=161	N=301	N=348	N=106	N=221	N=241	N=263	N=52	N=52	N=93	N=93	
Total (Unweighted)	N=455	N=123	N=87	N=56	N=160	N=115	N=118	N=138	N=276	N=179	N=199	N=283	N=151	N=304	N=338	N=111	N=239	N=216	N=308	N=36	N=36	N=64	N=64	
Yes	40%	50%	e	37%	37%	45%	32%	41%	48%	J	24%	53%	L	30%	59%	N	30%	39%	40%	30%	66%	S	54%	S
No	60%	49%	c	63%	63%	b	64%	62%	55%	75%	I	47%	70%	70%	M	63%	53%	60%	59%	70%	34%	45%	45%	
N/A - I am not familiar with this brand	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	

\* Table Base: U.S. RESPONDENTS  
 \*\* BASE: IPHONE USERS WHO HAVE UPDATED TO IOS 14.5

	Facebook											TikTok													
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed (J)	Yes (K)	Children in HH (L)	Yes (M)	Parent of Child Under 18 (N)	Homeowner (O)	Renter (P)	Married (Q)	Marital Status (R)	White (S)	AA (T)	Race/Ethnicity (U)	Hispanic (V)			
Total	N=462	N=101	N=68	N=56	N=208	N=131	N=135	N=121	N=292	N=170	N=198	N=263	N=161	N=301	N=348	N=106	N=221	N=241	N=263	N=52	N=52	N=93	N=93		
Total (Unweighted)	N=455	N=123	N=87	N=56	N=160	N=115	N=118	N=138	N=276	N=179	N=199	N=283	N=151	N=304	N=338	N=111	N=239	N=216	N=308	N=36	N=36	N=64	N=64		
Yes	31%	39%	C	19%	24%	32%	24%	29%	38%	J	19%	48%	L	38%	52%	N	19%	23%	38%	Q	22%	57%	S	42%	S
No	63%	57%	74%	B	74%	B	74%	F	59%	68%	46%	48%	K	44%	69%	M	61%	59%	69%	R	71%	34%	56%	T	
N/A - I am not familiar with this brand	7%	4%	7%	6%	5%	10%	6%	5%	3%	13%	I	6%	7%	5%	8%	D	2%	8%	5%	7%	9%	2%	2%		

\* Table Base: U.S. RESPONDENTS  
 \*\* BASE: IPHONE USERS WHO HAVE UPDATED TO IOS 14.5

	Facebook											TikTok													
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed (J)	Yes (K)	Children in HH (L)	Yes (M)	Parent of Child Under 18 (N)	Homeowner (O)	Renter (P)	Married (Q)	Marital Status (R)	White (S)	AA (T)	Race/Ethnicity (U)	Hispanic (V)			
Total	N=462	N=101	N=68	N=56	N=208	N=131	N=135	N=121	N=292	N=170	N=198	N=263	N=161	N=301	N=348	N=106	N=221	N=241	N=263	N=52	N=52	N=93	N=93		
Total (Unweighted)	N=455	N=123	N=87	N=56	N=160	N=115	N=118	N=138	N=276	N=179	N=199	N=283	N=151	N=304	N=338	N=111	N=239	N=216	N=308	N=36	N=36	N=64	N=64		
Yes	31%	39%	C	19%	24%	32%	24%	29%	38%	J	19%	48%	L	38%	52%	N	19%	23%	38%	Q	22%	57%	S	42%	S
No	63%	57%	74%	B	74%	B	74%	F	59%	68%	46%	48%	K	44%	69%	M	61%	59%	69%	R	71%	34%	56%	T	
N/A - I am not familiar with this brand	4%	3%	2%	0%	3%	5%	5%	2%	6%	I	2%	5%	K	0%	5%	M	0%	2%	5%	3%	4%	2%	2%		

\* Table Base: U.S. RESPONDENTS  
 \*\* BASE: IPHONE USERS WHO HAVE UPDATED TO IOS 14.5

Q3Q7: How favorable or unfavorable is your opinion of mobile pop-ups from apps, websites, or your phone that provide transparency on personal data collection?

	Facebook											TikTok													
	Total (A)	Less than \$50K (B)	\$50K - \$74.9K (C)	\$75K - \$99.9K (D)	\$100K+ (E)	HS or Less (F)	Some College (G)	College Grad+ (H)	Yes (I)	Employed (J)	Yes (K)	Children in HH (L)	Yes (M)	Parent of Child Under 18 (N)	Homeowner (O)	Renter (P)	Married (Q)	Marital Status (R)	White (S)	AA (T)	Race/Ethnicity (U)	Hispanic (V)			
Total	N=1361	N=315	N=171	N=136	N=504	N=340	N=351	N=239	N=584	N=477	N=588	N=675	N=325	N=736	N=746	N=278	N=592	N=569	N=647	N=126	N=126	N=177	N=177		
Total (Unweighted)	N=1301	N=383	N=200	N=131	N=478	N=321	N=325	N=270	N=649	N=512	N=535	N=726	N=302	N=759	N=739	N=289	N=534	N=527	N=675	N=88	N=88	N=115	N=115		
Favorable (Net)	37%	36%	36%	28%	46%	BCD	35%	40%	34%	45%	J	26%	48%	L	30%	52%	N	30%	37%	38%	31%	43%	S	50%	S
Very favorable	13%	8%	11%	11%	20%	BCD	11%	17%	18%	J	7%	22%	L	8%	24%	N	8%	14%	11%	15%	12%	14%	17%	17%	
Somewhat favorable	24%	27%	d	23%	26%	d	23%	23%	28%	J	20%	26%	23%	28%	n	22%	24%	23%	23%	20%	20%	29%	33%	S	
Unfavorable (Net)	63%	64%	E	64%	e	72%	E	54%	66%	GH	74%	I	52%	70%	K	48%	70%	62%	69%	U	57%	50%	30%	S	
Somewhat unfavorable	36%	37%	e	35%	45%	E	29%	38%	39%	35%	30%	33%	38%	29%	39%	M	34%	39%	35%	37%	37%	40%	30%	30%	
Very unfavorable	27%	27%	29%	27%	25%	28%	29%	25%	28%	30%	I	26%	32%	K	19%	26%	32%	27%	27%	32%	24%	16%	20%		

\* Table Base: U.S. RESPONDENTS

043021 - HOD FLASH (24 Hour) Survey

QS2Q1: In general, how comfortable or uncomfortable are you with your personal data being collected online?

	Total (A)	iPhone Users (B)	Personal Phone User Types			Updated to iOS 14.5	
			Other Smartphone Us	Non-smartphone User	Yes (E)	No (F)	
Total	N=1061	N=462	N=592	N=37	*	N=308	N=93 *
Total (Unweighted)	N=1061	N=455	N=586	N=43	*	N=284	N=101
Comfortable (Net)	39%	45% D	41% D	15%		52%	f 32%
Very comfortable	12%	15%	13%	5%		19%	f 10%
Somewhat comfortable	28%	30% D	28% D	10%		34%	f 22%
Uncomfortable (Net)	61%	55%	59%	85%	BC	48%	68% E
Somewhat uncomfortable	37%	35%	36%	46%		31%	e 43%
Very uncomfortable	24%	20%	23%	38%	BC	16%	e 25%

\* Table Base: U.S. RESPONDENTS

QS2Q2: Which of the following type(s) of mobile phone do you currently use for personal use? Please select all that apply.

	Total (A)	iPhone Users (B)	Personal Phone User Types			Updated to iOS 14.5	
			Other Smartphone Us	Non-smartphone User	Yes (E)	No (F)	
Total	N=1061	N=462	N=592	N=37	*	N=308	N=93 *
Total (Unweighted)	N=1061	N=455	N=586	N=43	*	N=284	N=101
Apple iPhone	44%	100% CD	10% D	0%		100%	100%
Samsung Galaxy	34%	9% d	62% BD	0%		11%	5%
Motorola Moto	6%	3%	10% BD	0%		3%	2%
Google Pixel	5%	4%	9% Bd	0%		6%	F 0%
Xiaomi Redmi Note	2%	2%	4%	0%		2%	1%
Huawei Mate	1%	2%	2%	0%		2%	1%
Huawei P20	1%	2%	2%	0%		2%	0%
Other smartphone	13%	2%	24% BD	2%		2%	0%
A non-smartphone (e.g., flip phones)	3%	0%	0%	100%	BC	0%	0%
None - I do not use a mobile phone	3%	0%	0%	0%		0%	0%
Count	1.13	1.23	1.24	1.02		1.30	1.09

\* Table Base: U.S. RESPONDENTS

QS2Q3: How much do you agree or disagree with each of the following statements?

Pop-ups from mobile apps (e.g., push notifications, in-app ads) are too intrusive.

	Total (A)	iPhone Users (B)	Personal Phone User Types			Updated to iOS 14.5	
			Other Smartphone Us	Non-smartphone User	Yes (E)	No (F)	
Total	N=994	N=462	N=592	N=1	**	N=308	N=93 *
Total (Unweighted)	N=985	N=455	N=586	N=1	**	N=284	N=101
Agree (Net)	79%	79%	80%	100%		75%	85% e
Strongly agree	36%	32%	39% B	100%		29%	47% E
Somewhat agree	44%	46%	41%	0%		46%	38%
Disagree (Net)	21%	21%	20%	0%		25%	f 15%
Somewhat disagree	15%	16%	14%	0%		19%	11%
Strongly disagree	6%	6%	6%	0%		6%	4%

\* Table Base: SMARTPHONE USERS

I am uncomfortable with the detailed level of personal data that mobile apps collect.

	Total (A)	iPhone Users (B)	Personal Phone User Types			Updated to iOS 14.5	
			Other Smartphone Us	Non-smartphone User	Yes (E)	No (F)	
Total	N=994	N=462	N=592	N=1	**	N=308	N=93 *
Total (Unweighted)	N=985	N=455	N=586	N=1	**	N=284	N=101
Agree (Net)	72%	70%	73%	0%		69%	67%
Strongly agree	29%	28%	28%	0%		28%	25%
Somewhat agree	44%	42%	44%	0%		41%	42%
Disagree (Net)	28%	30%	27%	100%		31%	33%
Somewhat disagree	21%	22%	19%	100%		23%	22%
Strongly disagree	7%	8%	8%	0%		8%	11%

\* Table Base: SMARTPHONE USERS

The brands I shop with are responsible with the personal information I give them.

	Total (A)	iPhone Users (B)	Personal Phone User Types			Updated to iOS 14.5	
			Other Smartphone Us	Non-smartphone User	Yes (E)	No (F)	
Total	N=1061	N=462	N=592	N=37	*	N=308	N=93 *
Total (Unweighted)	N=1061	N=455	N=586	N=43	*	N=284	N=101
Agree (Net)	72%	73%	71%	93%	BC	72%	76%
Strongly agree	22%	25%	21%	18%		27%	24%
Somewhat agree	50%	48%	50%	74%	BC	45%	52%
Disagree (Net)	28%	27% D	29% D	7%		28%	24%
Somewhat disagree	22%	21% D	24% D	5%		22%	19%
Strongly disagree	6%	6%	5%	2%		6%	5%



\* Table Base: U.S. RESPONDENTS  
 I am concerned about personalized Internet ads.

	Total (A)	iPhone Users (B)	Personal Phone User Types			Updated to iOS 14.5
			Other Smartphone Us	Non-smartphone User	Yes (E)	No (F)
Total	N=1061	N=462	N=592	N=37	N=308	N=93 *
Total (Unweighted)	N=1061	N=455	N=586	N=43	N=284	N=101
Agree (Net)	70%	69%	71%	68%	68%	72%
Strongly agree	24%	23%	25%	34%	23%	25%
Somewhat agree	46%	46%	45%	33%	45%	46%
Disagree (Net)	30%	31%	29%	32%	32%	28%
Somewhat disagree	23%	25%	22%	28%	25%	22%
Strongly disagree	7%	6%	8%	4%	7%	6%

\* Table Base: U.S. RESPONDENTS  
 I trust that Facebook is responsible with users' personal data.

	Total (A)	iPhone Users (B)	Personal Phone User Types			Updated to iOS 14.5
			Other Smartphone Us	Non-smartphone User	Yes (E)	No (F)
Total	N=1061	N=462	N=592	N=37	N=308	N=93 *
Total (Unweighted)	N=1061	N=455	N=586	N=43	N=284	N=101
Agree (Net)	43%	46%	43%	41%	49%	41%
Strongly agree	12%	15%	13%	11%	17%	14%
Somewhat agree	30%	31%	30%	30%	33%	26%
Disagree (Net)	57%	54%	57%	59%	51%	59%
Somewhat disagree	28%	28%	26%	35%	28%	27%
Strongly disagree	29%	26%	31%	23%	23%	32%

\* Table Base: U.S. RESPONDENTS  
 Q52Q4: Have you updated your iPhone with the newest software update (iOS 14.5)?

	Total (A)	iPhone Users (B)	Personal Phone User Types			Updated to iOS 14.5
			Other Smartphone Us	Non-smartphone User	Yes (E)	No (F)
Total	N=462	N=462	N=60	N=0	N=308	N=93 *
Total (Unweighted)	N=455	N=455	N=56	N=0	N=284	N=101
Yes	67%	67%	81%	0%	100%	F 0%
No	20%	20%	13%	0%	0%	100% E
Not at all sure	13%	13%	6%	0%	0%	0%

\* Table Base: USES IPHONE FOR PERSONAL USE  
 Q52Q5: Which of the following statements are true for you? Please select all that apply.

	Total (A)	iPhone Users (B)	Personal Phone User Types			Updated to iOS 14.5
			Other Smartphone Us	Non-smartphone User	Yes (E)	No (F)
Total	N=1061	N=462	N=592	N=37	N=308	N=93 *
Total (Unweighted)	N=1061	N=455	N=586	N=43	N=284	N=101
I have opted out of seeing or receiving personalized ads	32%	31%	34%	25%	32%	29%
I have researched to understand how my data is collected	29%	28%	bD	6%	28%	35%
** I have received a pop-up message on my iPhone asking	11%	25%	CD	5%	0%	F 38%
** I have decided to allow a social media app on my iPhone	9%	21%	CD	5%	0%	F 32%
** I have decided to allow a newly downloaded app on my iPhone	9%	20%	CD	5%	0%	F 30%
None of these	37%	27%	B	72%	BC	17%
Count	1.26	1.53	1.20	1.03	1.77	1.07 E

Table Base: U.S. RESPONDENTS  
 \*\* BASE: IPHONE USERS WHO HAVE UPDATED TO IOS 14.5

Q52Q6: Would you allow any of the following brand apps to access and track your iPhone data so they could share your information with third parties to provide personalized ads or customize your in-app experiences?

Facebook

	Total (A)	iPhone Users (B)	Personal Phone User Types			Updated to iOS 14.5
			Other Smartphone Us	Non-smartphone User	Yes (E)	No (F)
Total	N=462	N=462	N=60	N=0	N=308	N=93 *
Total (Unweighted)	N=455	N=455	N=56	N=0	N=284	N=101
Yes	40%	40%	72%	0%	47%	F 19%
No	60%	60%	28%	0%	53%	81% E
N/A - I am not familiar with this brand	0%	0%	0%	0%	1%	0%

\* Table Base: USES IPHONE FOR PERSONAL USE

TikTok

	Total (A)	iPhone Users (B)	Personal Phone User Types			Updated to iOS 14.5
			Other Smartphone Us	Non-smartphone User	Yes (E)	No (F)
Total	N=462	N=462	N=60	N=0	N=308	N=93 *
Total (Unweighted)	N=455	N=455	N=56	N=0	N=284	N=101
Yes	31%	31%	57%	0%	36%	F 21%
No	63%	63%	41%	0%	58%	74% E
N/A - I am not familiar with this brand	7%	7%	2%	0%	6%	5%

\* Table Base:

USES IPHONE FOR PERSONAL USE

Nike

	Total (A)	iPhone Users (B)	Personal Phone User Types			Updated to iOS 14.5	
			Other Smartphone Us	Non-smartphone User	Yes (E)	No (F)	
<b>Total</b>	N=462	N=462	N=60	N=0	**	N=308	N=93 *
<b>Total (Unweighted)</b>	N=455	N=455	N=56	N=0	**	N=284	N=101
Yes	39%	39%	73%	0%		44%	31%
No	58%	58% C	27%	0%		52%	67% E
N/A - I am not familiar with this brand	4%	4%	0%	0%		4%	2%

\* Table Base:

USES IPHONE FOR PERSONAL USE

QS2Q7: How favorable or unfavorable is your opinion of mobile pop-ups from apps, websites, or your phone that provide transparency on personal data collection?

	Total (A)	iPhone Users (B)	Personal Phone User Types			Updated to iOS 14.5	
			Other Smartphone Us	Non-smartphone User	Yes (E)	No (F)	
<b>Total</b>	N=1061	N=462	N=592	N=37	*	N=308	N=93 *
<b>Total (Unweighted)</b>	N=1061	N=455	N=586	N=43	*	N=284	N=101
<b>Favorable (Net)</b>	37%	43% cD	37%	D	19%	50%	34%
Very favorable	13%	15% d	15%		5%	20%	9%
Somewhat favorable	24%	28% cd	22%		14%	30%	25%
<b>Unfavorable (Net)</b>	63%	57%	63%	b	81%	50%	66% E
Somewhat unfavorable	36%	33%	38%	d	22%	31%	33%
Very unfavorable	27%	24%	25%		59%	19%	33% E

\* Table Base:

U.S. RESPONDENTS