



# The California Privacy Initiative

A Project of Consumer Action and the Consumer Federation of America

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## About the California Consumer Privacy Act (CCPA) Survey

In October 2021, Consumer Action and Consumer Federation of America queried residents about their awareness of and experience with some key provisions of the California Consumer Privacy Act (CCPA). The online (GEO CARAVAN) survey conducted Oct. 7-12, 2021, by Engine Insights gathered responses from 1,507 California residents aged 18 years or older. (The survey was made possible with support from the Rose Foundation.)

### **98% chose to take survey in English, 2% in Spanish**

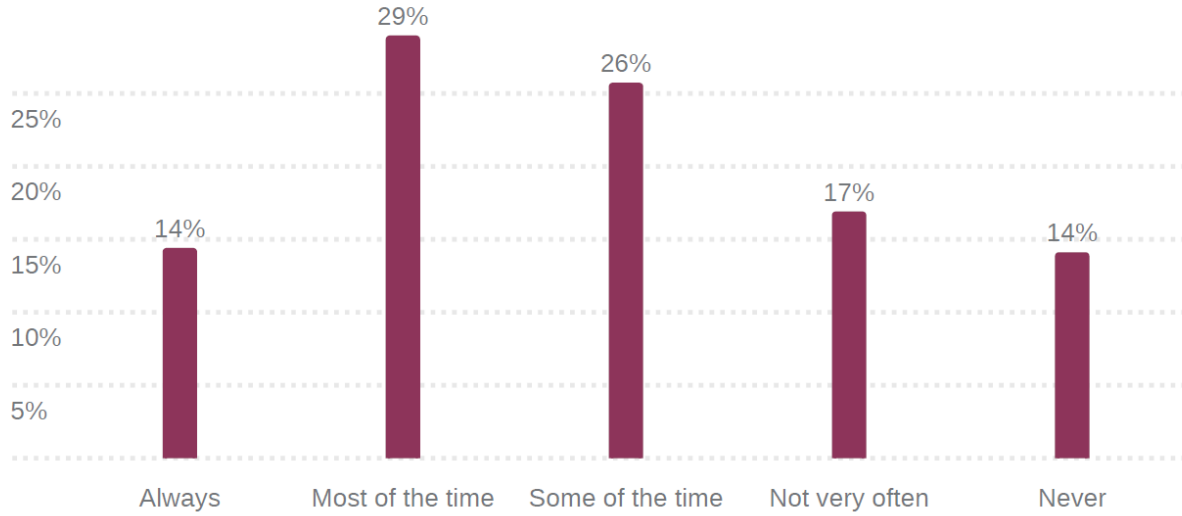
Race breakdown:

- White 67%
- Black 9%
- Native American or Alaska Native 4%
- Asian 10%
- Other 14%

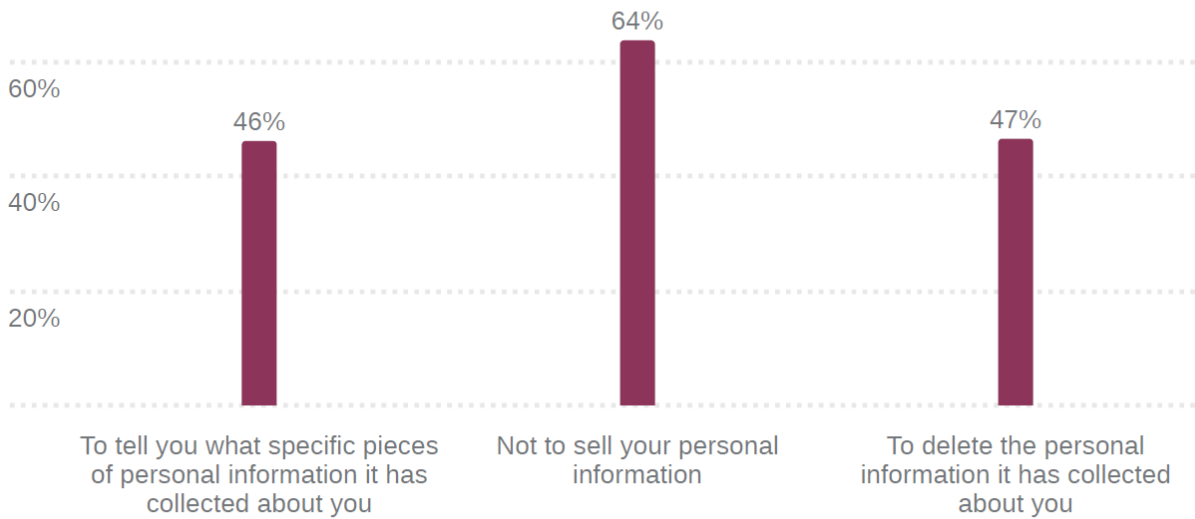
When asked “Do you consider yourself to be of Hispanic/Spanish/Latino descent?” 35% said yes, 65% no.

*The charts begin on page 2.*

P1. In the last year, as you have visited businesses' websites, how often have you seen a notice about Californians' privacy rights? 1,507 Responses

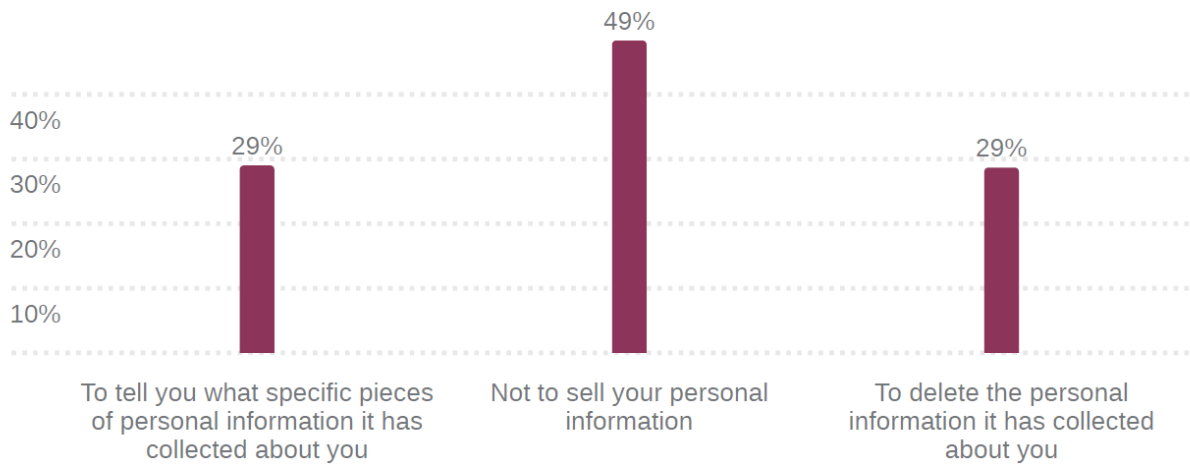


P2. In the last year, how many times have you asked businesses whose websites you have visited to do the following? - Ever Summary 1,507 Responses

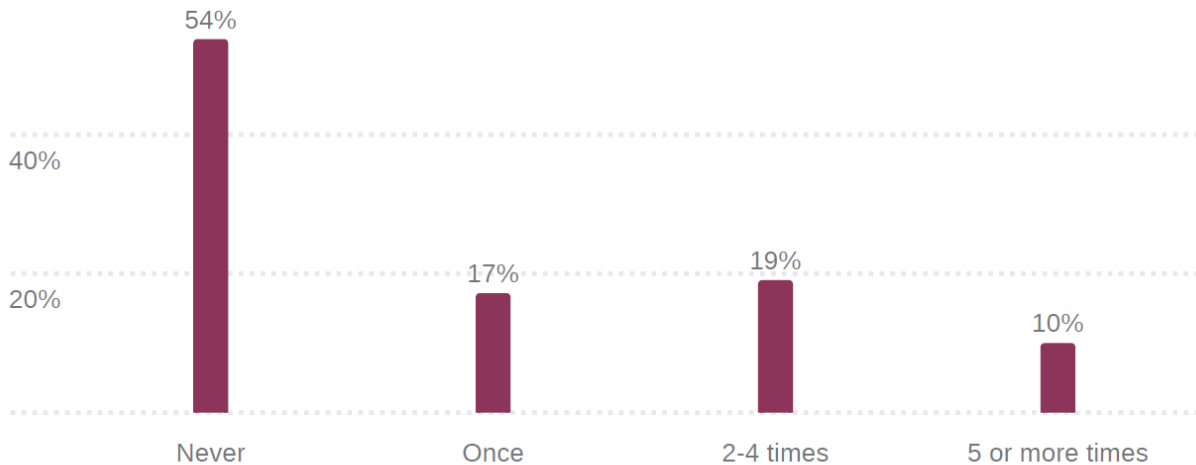


P2. In the last year, have many times have you asked businesses whose websites you have visited to do the following? - More than once Summary

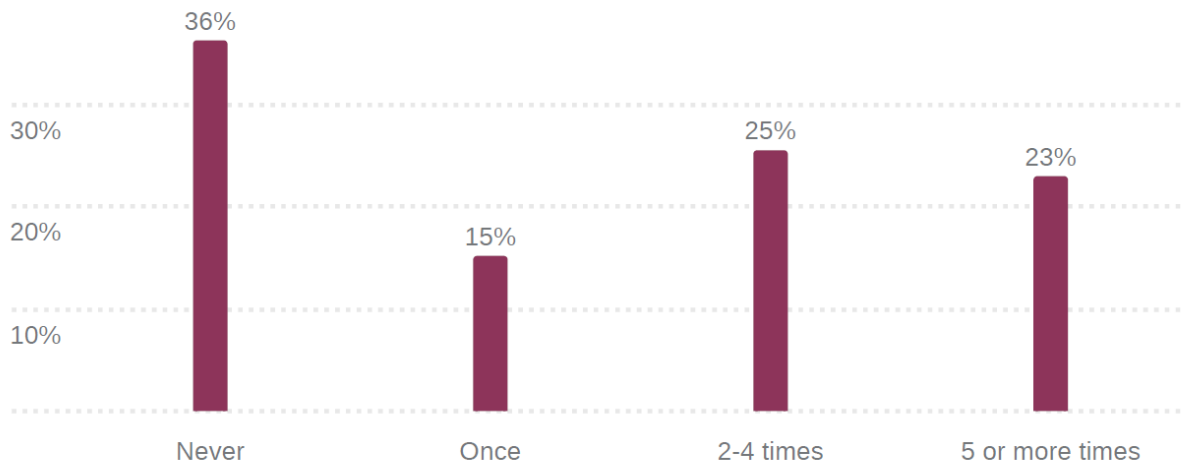
1,507 Responses



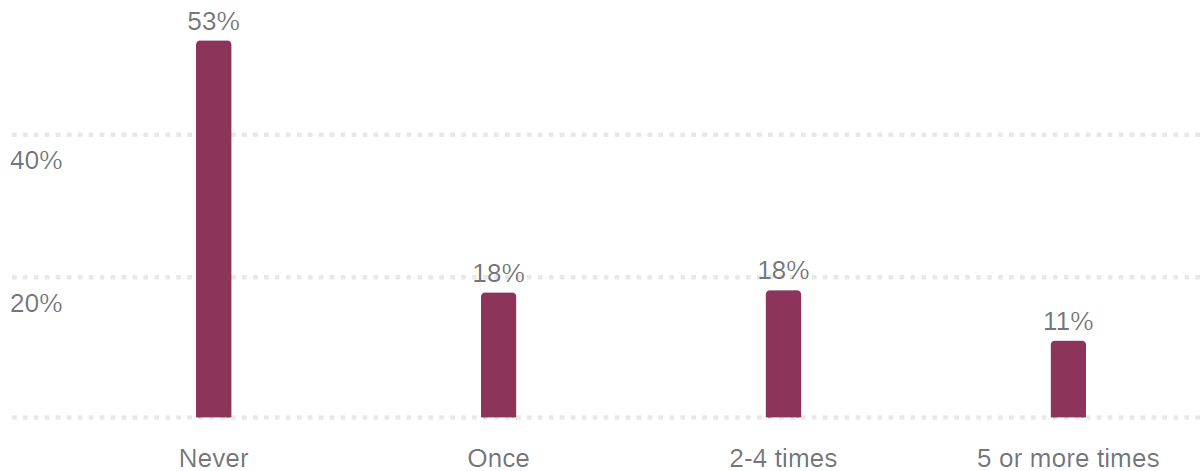
P2A. In the last year, how many times have you asked businesses whose websites you have visited to do the following? - To tell you what specific pieces of personal information it has collected about you 1,507 Responses



P2B. In the last year, how many times have you asked businesses whose websites you have visited to do the following? - Not to sell your personal information 1,507 Responses

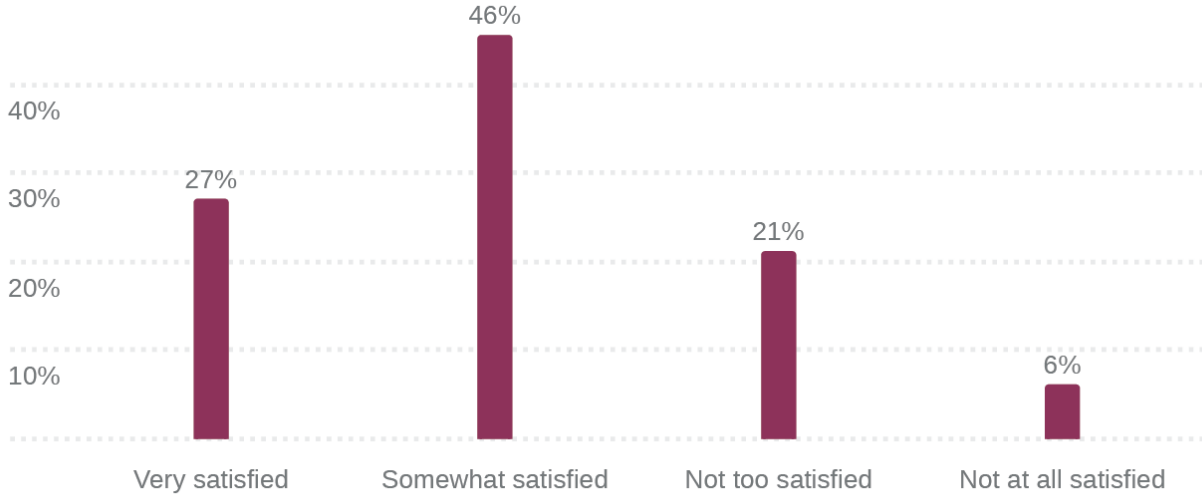


P2C. In the last year, how many times have you asked businesses whose websites you have visited to do the following? - To delete the personal information it has collected about you 1,507 Responses

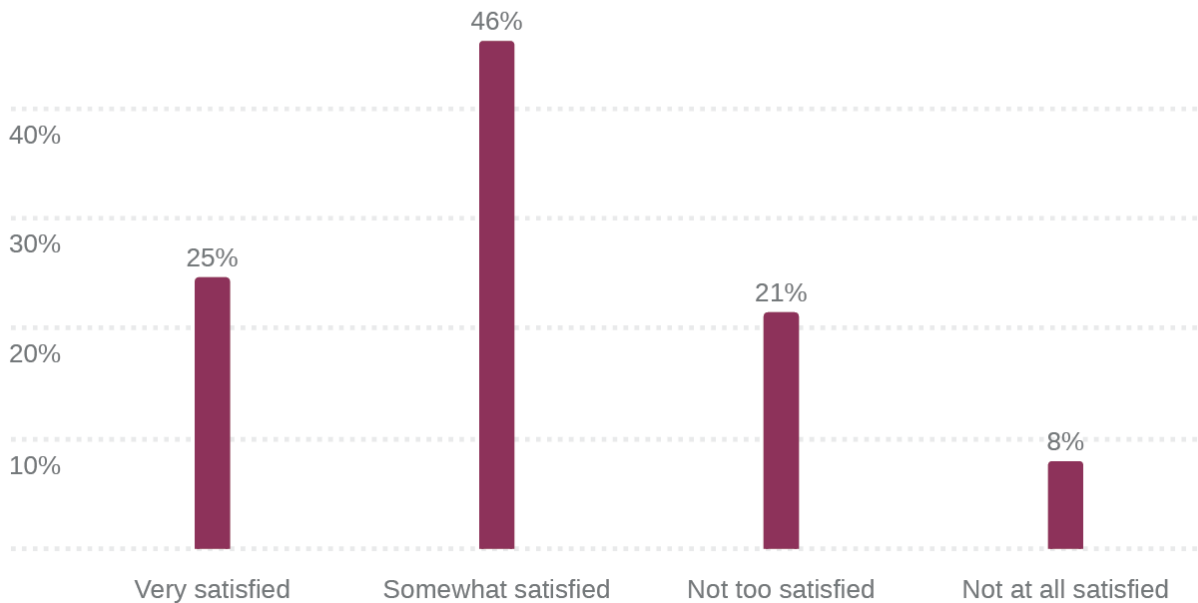


P3A. In general, how satisfied were you with businesses' responses to your request? - To tell you what specific pieces of personal information it has collected about you (Base = Ever asked a business to tell them what specific pieces of personal information it has collected about them in the past year)

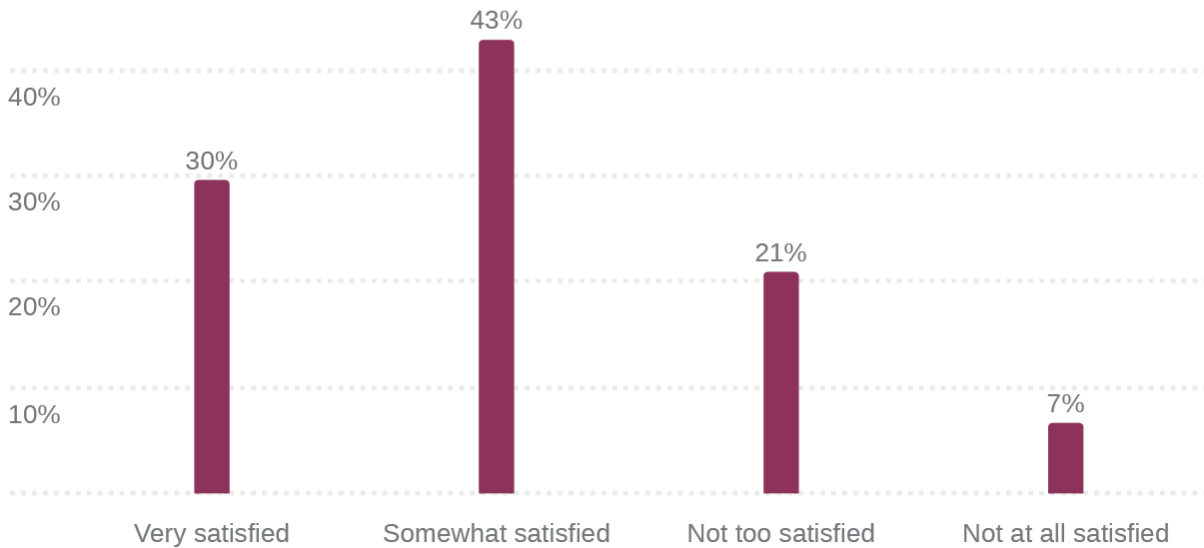
697 Responses



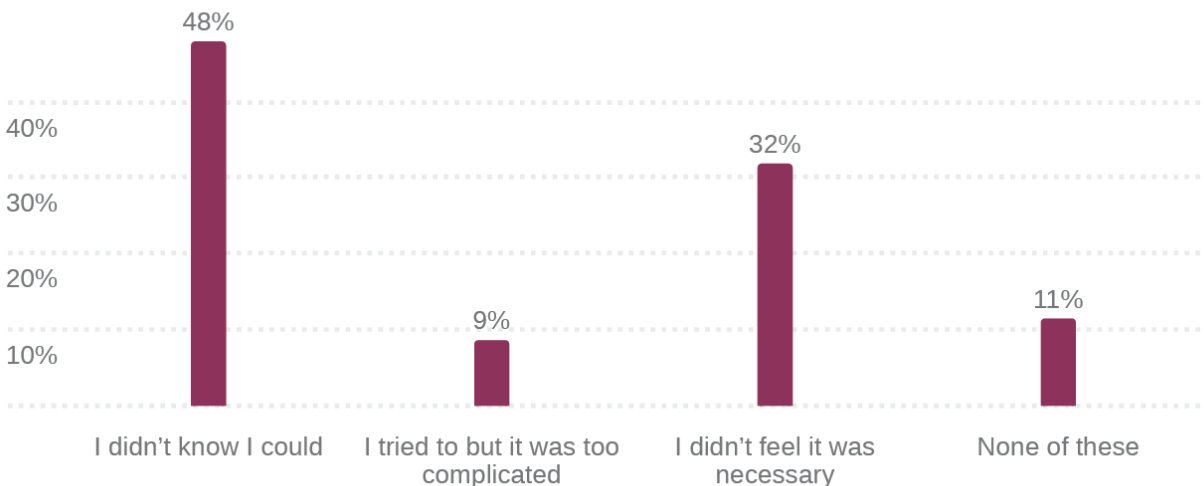
P3B. In general, how satisfied were you with businesses' responses to your request? - Not to sell your personal information (Base = Ever asked a business not to sell their personal information in the past year) 959 Responses



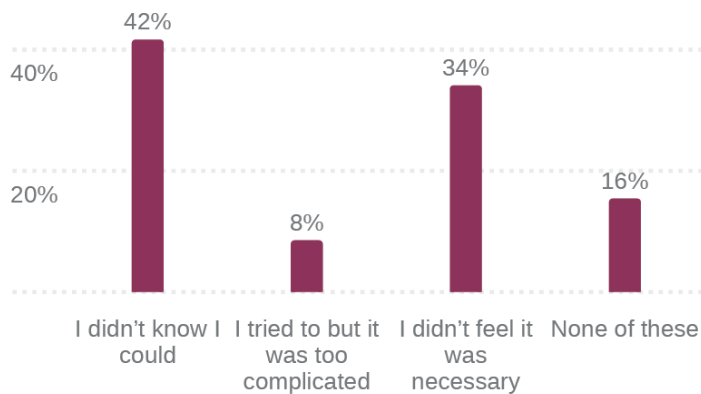
P3C. In general, how satisfied were you with businesses' responses to your request? - To delete the personal information it has collected about you (Base = Ever asked a business to delete the personal information it has collected about them in the past year) 702 Responses



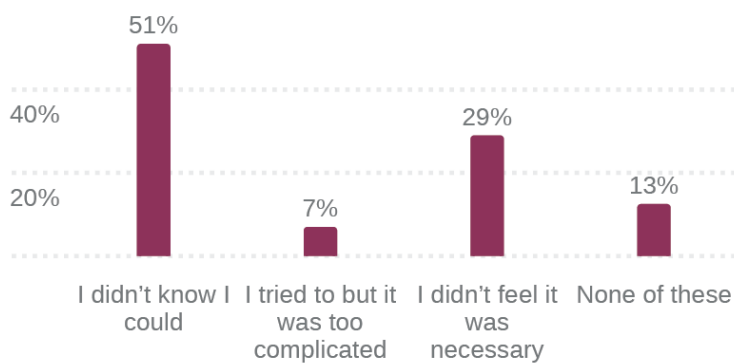
P4A. What was the main reason you didn't request the following from businesses whose websites you have visited in the last year? - To tell you what specific pieces of personal information it has collected about you (Base = Never asked a business to tell them what specific pieces of personal information it has collected about them in the past year) 810 Responses



P4B. What was the main reason you didn't request the following from businesses whose websites you have visited in the last year? - Not to sell your personal information (Base = Never asked a business not to sell their personal information in the past year) 548 Responses



P4C. What was the main reason you didn't request the following from businesses whose websites you have visited in the last year? - To delete the personal information it has collected about you (Base = Never asked a business to delete the personal information it has collected about them in the past year) 805 Responses



P5. Should businesses be required to get your permission if they want to collect, use, sell or share your personal information for any purposes other than to provide you with the product or service you requested? 1,507 Responses

