

DATA PRIVACY: ARE YOU CONCERNED?

A SAS survey of 525 US adult consumers reveals big concerns about data privacy

In the wake of recent data scandals and the implementation of the General Data Protection Regulation (GDPR) in the EU, US consumers are increasingly worried about their data privacy. We asked Americans how concerned they were, how that affected their behaviors and trust of companies, and what should be done about it.

THE BIG REVEAL

73%

said their concern over the privacy of their personal data has increased in the past few years.

67%

of US consumers think the government should do more to protect data privacy.

66%

have taken steps to secure their data, like changing privacy settings, removing a social media account or declining terms of agreement.



WHO DO YOU TRUST?

Almost half of participants were very confident or extremely confident that these industries keep their data secure:

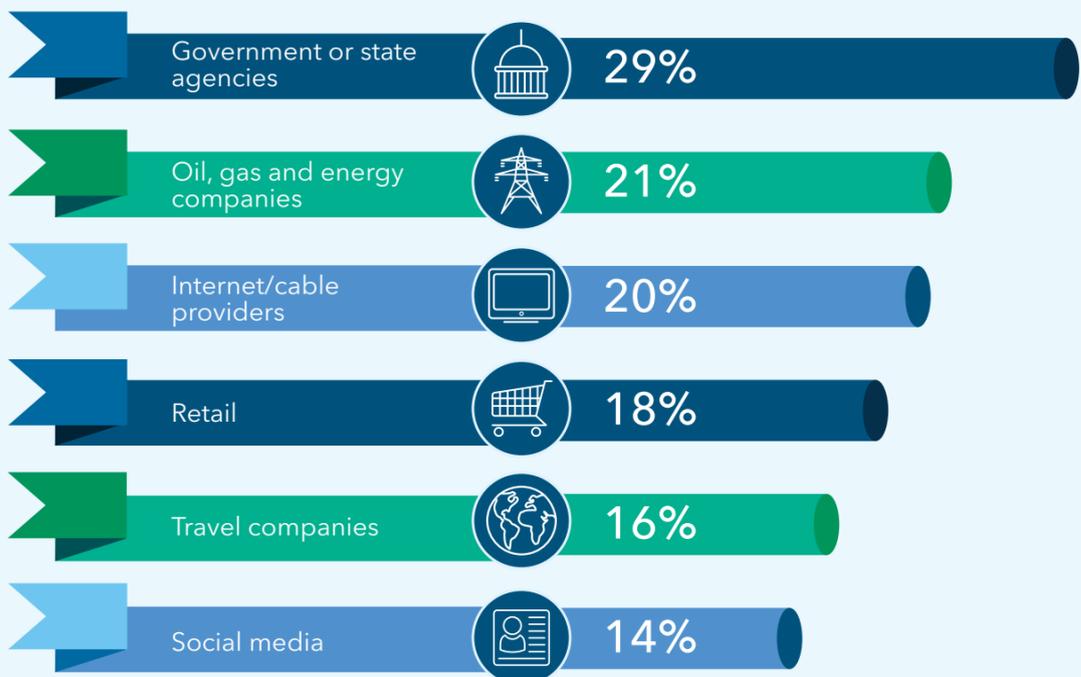


47%
Health Care



46%
Banking

THESE INDUSTRIES? NOT SO MUCH.



SOCIAL ANXIETY



PERSONAL DATA PROTECTION RIGHTS IN THE US?



Read the full report:
Data Privacy: Are You Concerned?

