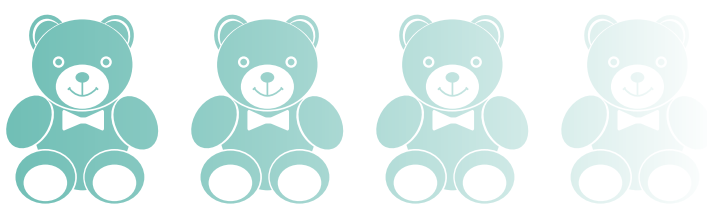
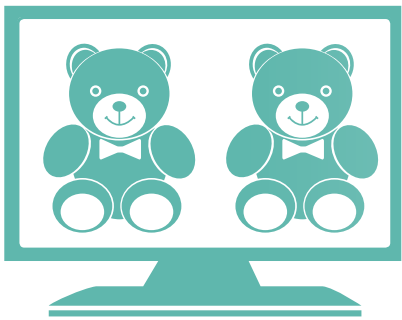


# BIG BROTHER?:

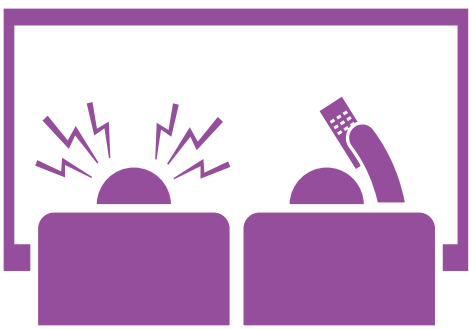
## AMERICANS FEAR PRIVACY INTRUSION FROM FCC SET-TOP BOX PROPOSAL

PARENTS WORRIED ABOUT ACCESS TO THEIR CHILDREN'S ONLINE ACTIVITIES.



62%  
of Americans

said **they are not comfortable** with Google collecting information about their children's viewing habits and interests.



73%  
of Americans

said **it would bother them** if ads related to their online browsing activity showed up while they were watching a program with family and friends on the living room TV.

63%  
of Americans

are **concerned about Google** potentially gaining more of their information through their online searches, mobile device, **or any future efforts by Google** to know what they are doing in their homes or cars.



66%  
of Americans

**draw a distinction** between what they do on their laptop or mobile device as a **personal experience** while they consider watching TV in their living room a **communal experience**.

51%  
of Americans

think the FCC plan to enable Google and others to replace a cable set top box is a bad idea. **Concerns about privacy or Google gaining too much power** outweigh the benefits of creating an all-in-one device.

