

Table 3: Americans' Grades on the Navigational Knowledge (N=2,014)

	# Correct for that group	Percent of the population
F (53% or less correct)	0-9	77%
D (59-65% correct)	10-11	15%
C (71-76% correct)	12-13	6%
B (82-88% correct)	14-15	1%
A (94% correct)	16	.03%

The numbers don't add to 100% because of rounding error.

Table 5: Americans' Responses to Marketers' Information Collection Activities (N=2,014)

	Strongly Agree (%)	Agree (%)	Disagree (%)	Strongly Disagree (%)	Neither* (%)
If companies give me a discount, it is a fair exchange for them to collect information about me without my knowing it. (88% disagree)	3	8	24	64	1
If I log onto a store's Wi-Fi, it is fair for them to monitor what I'm doing online while I am in the store. (68% disagree)	7	24	26	42	1
It's okay if a store where I shop uses information it has about me to create a picture of me that improves the services they provide for me. (61% disagree)	5	34	32	29	1
I sometimes feel that if I don't let companies take my data, I won't get the discounts I want. (52% agree)	12	40	25	22	1

*Neither was a volunteered *don't know* on the phone or a skipped question on the web version.