BIG BROTHER?:

AMERICANS FEAR PRIVACY INTRUSION FROM FCC SET-TOP BOX PROPOSAL

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





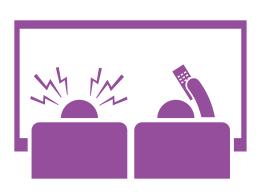






of Americans

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



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.



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.





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.

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.



