



Fall/Winter 2024

## **Highlights and Key Findings: A State-Wide Privacy Survey**

Pursuant to the Oregon Department of Justice's contract with Gard Communications (Gard), Gard engaged Riley Research Associates (Riley Research) to design and conduct a survey of 344 Oregon residents in September 2024.

The purpose of the survey was to assess Oregon consumers' attitudes on privacy, as well as awareness and perceptions of the new Oregon Consumer Privacy Act (OCPA), which took effect on July 1, 2024, to inform further education and outreach efforts of the law. The survey sample included a broad cross section of Oregonians, accounting for gender, race, educational background, county/region of residence and age.

### **Key takeaways:**

- 4 out of 5 consider privacy to be very important (80%).
- At the time of the survey, only 6% of Oregonians were very aware of the new law, while nearly three-quarters had no knowledge (71%).
- Out of seven privacy concerns, children's privacy was the highest-rated concern, followed by financial theft and compromised passwords.
- Respondents tend to believe that "their actions can make a difference" (94%) and tend to "trust themselves" about "making good decisions about sharing personal information" (92%), but most feel somewhat or very "overwhelmed trying to figure out how online privacy works" (79%).
- More than 1 in 3 Oregonians reported receiving a notification of a data breach involving their information (35%) in the last 12 months, and more than 1 in 4 reported fraud charges on a bank account (28%), and 1 in 5 have had a social media account compromised (22%). Just over one-third of Oregonians have not experienced any fraud in the past year (35%).



- Certain demographic groups expressed higher concern for these privacy issues, including older Oregonians (50+), persons of color, and those with less privacy education or awareness of their new rights.
- Two-thirds plan to use the DOJ website to get more information on the Oregon Consumer Privacy Act (66%).
- The most insightful open-ended question was, “Please tell us in your own words, what are your most central thoughts about the new law and the subject of personal privacy?” Of the 344 responses, there were two main answers: support for the new privacy protections of the OCPA, and requests for more consumer education/publicity.

*The Antitrust, False Claims, and Privacy Section of the Oregon DOJ enforces state and federal statutes, including the Oregon Consumer Privacy Act. Riley Research Associates is a full-service market research and consulting firm and has been providing opinion research and consultation throughout Oregon for nearly three decades.*