How Do You Feel About Facial Recognition?

AUDIO

eMarketer Editors

eMarketer principal analyst Victoria Petrock explains attitudes toward facial recognition tech in the US and UK. How aware is the general population of the tech's every day use? What are the major concerns surrounding facial recognition? Where is it being used, and how? She then talks about the most important characteristics of a chatbot, the frequency and times of day we check work and personal email and a new app that automatically cancels subscriptions at the end of the free trial period.

Do US Adults Think that Facial Recognition Technology Is Acceptable in Select Situations?
% of respondents, June 2019

	Acceptable	Not acceptable	Not sure
Law enforcement assessing security threats in public spaces	59%	15%	13%
Apartment building landlords tracking who enters or leaves their buildings	36%	34%	15%
Companies automatically tracking the attendance of their employees	30%	41%	15%
Advertisers seeing how people respond to public ad displays	15%	54%	16%

Note: ages 18+; numbers do not add up to 100% due to the exclusion of responses from those who have not heard of facial recognition technology
Source: Pew Research Center, "More Than Half of US Adults Trust Law Enforcement to Use Facial Recognition Responsibly," Sep 5, 2019

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