

Big Brother Watch Online Privacy Survey

METHODOLOGY NOTE

ComRes interviewed 10,354 adults online from 13th to 19th March 2013. ComRes interviewed respondents from France (1050), Spain (1037), Germany (1050), UK (2050), Australia (1044), India (1022), Japan (1028), South Korea (1036) and Brazil (1037). Data were weighted to be demographically representative of all adults aged 18+ according to each country. ComRes is a member of the British Polling Council and abides by its rules

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Online Privacy Survey

CAWI Fieldwork : 13th - 19th March 2013

Absolutes/col percents

Table 1
Q.1 How concerned, if at all, are you about your privacy online?
Base: All respondents

	Total	Country										Gender		Age						
		France (a)	Spain (b)	Germany (c)	UK (d)	Australia (e)	India (f)	Japan (g)	South Korea (h)	Brazil (i)	Europe (j)	Non-Europe (k)	Male (l)	Female (m)	18-24 (n)	25-34 (o)	35-44 (p)	45-54 (q)	55-64 (r)	65+ (s)
Unweighted base	10354	1050	1037	1050	2050	1044	1022	1028	1036	1037	5187	5167	5236	5118	1476	1969	2031	1773	1588	1517
Weighted base	9000	1000	1000	1000	1000	1000	1000	1000	1000	1000	4000	5000	4444	4556	1312	1689	1699	1445	1245	1609
NET: Very/Fairly concerned	7069 79%	719 72%CD	902 90%ACD EGH	423 42%	683 68%C	852 85%ACD H	942 94%ABC DEGHI	837 84%ACD	811 81%ACD	900 90%ACD EGH	2728 68%	4341 87%J	3431 77%	3638 80%L	1088 83%PQR S	1371 81%pQR S	1338 79%S	1121 78%S	965 78%S	1185 74%
Very concerned	(4) 3373 37%	355 35%CDG H	482 48%ACDE GH	81 8%	221 22%C	425 42%ACD GH	731 73%ABC DEGHI	221 22%C	239 24%C	620 62%ABC DEGH	1138 28%	2235 45%J	1604 36%	1769 39%L	546 42%PQR S	703 42%PQR S	633 37%S	532 37%S	440 35%	519 32%
Fairly concerned	(3) 3696 41%	365 36%FI	421 42%ACF I	342 34%FI	462 46%ABC eFI	427 43%ACF I	211 21%	616 62%ABC DEFhI	572 57%ABC DEFI	280 28%F	1590 40%	2106 42%J	1827 41%	1869 41%	542 41%	668 40%	705 41%	589 41%	525 42%	666 41%
Not very concerned	(2) 1544 17%	162 16%BEFG I	91 9%F	496 50%ABD EFGHI	250 25%ABE FGHI	129 13%BFI	38 4%	130 13%BFI	176 18%BEFG I	72 7%F	999 25%K	545 11%	814 18%M	730 16%	174 13%	253 15%	293 17%No	264 18%NO	219 18%NO	342 21%NOpQR
Not at all concerned	(1) 278 3%	103 10%BCDE FGHI	5 *	66 7%BDEF GHI	38 4%BEFG HI	16 2%Bfh	7 1%	14 1%b	6 1%	24 2%BFH	212 5%K	66 1%	157 4%M	122 3%	29 2%	44 3%	47 3%	43 3%	50 4%NOP	64 4%NOp
NET: Not at all/Not very concerned	1822 20%	265 26%BEF GHI	96 10%F	562 56%ABD EFGHI	288 29%BEF GHI	145 14%BFI	45 5%	143 14%BFI	182 18%BEF GI	96 10%F	1211 30%K	611 12%	970 22%M	852 19%	203 15%	297 18%	339 20%No	307 21%NO	269 22%NO	406 25%NOpQR
Don't know	108 1%	16 2%BEI	2 *	15 1%BEI	29 3%ABCE FHI	3 *	13 1%BEI	20 2%BEHI	7 1%b	5 *	61 2%K	47 1%	66 1%L	21 2%r	21 1%	22 1%	17 1%	11 1%	18 1%	
Mean	3.14	2.99CD	3.38AC DEGH	2.44	2.89C	3.27AC DGH	3.69AB CDEGHI	3.07AC D	3.05CD	3.50AB CDEGH	2.93	3.31J	3.11	3.18L	3.24PQ RS	3.22PQ RS	3.15rS	3.13S	3.10S	3.03
Standard deviation	0.81	0.97	0.67	0.74	0.79	0.74	0.58	0.64	0.66	0.73	0.87	0.72	0.82	0.80	0.77	0.80	0.80	0.81	0.83	0.84

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k - l/m - n/o/p/q/r/s

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Table 2

Q.2 Which ONE of the following statements comes closest to your view?

Base: All respondents

	Total	Country										Gender		Age						
		France (a)	Spain (b)	Germany (c)	UK (d)	Australia (e)	India (f)	Japan (g)	South Korea (h)	Brazil (i)	Europe (j)	Non-Europe (k)	Male (l)	Female (m)	18-24 (n)	25-34 (o)	35-44 (p)	45-54 (q)	55-64 (r)	65+ (s)
Unweighted base	10354	1050	1037	1050	2050	1044	1022	1028	1036	1037	5187	5167	5236	5118	1476	1969	2031	1773	1588	1517
Weighted base	9000	1000	1000	1000	1000	1000	1000	1000	1000	1000	4000	5000	4444	4556	1312	1689	1699	1445	1245	1609
Consumers are being harmed by big companies gathering large amounts of their personal data for internal use	3703 41%	441 44% BCE FGI	379 38% FGI	393 39% FGI	459 46% BCE FGI	398 40% FGI	323 32% G	208 21%	780 78% ABC DEFGI	324 32% G	1671 42%	2032 41%	1927 43% M	1777 39%	511 39%	687 41%	713 42% n	626 43% N	506 41%	660 41%
Consumer experiences are being enhanced by big companies gathering large amounts of their personal data for internal use	2655 29%	352 35% CDE GH	474 47% ACD EGH	216 22% DGH	176 18% GH	254 25% CDG H	482 48% ACD EGH	111 11% H	78 8%	511 51% ACD EGH	1219 30% k	1436 29%	1381 31% M	1274 28%	463 35% PQR S	589 35% PQR S	523 31% QRS	390 27% S	320 26%	369 23%
Neither	1668 19%	114 11% bH	91 9% H	305 30% ABD EFHI	208 21% ABE FHI	176 18% ABF HI	119 12% BHI	511 51% ABCD EFHI	53 5%	93 9% H	717 18%	951 19%	779 18%	889 20% L	197 15%	253 15%	305 18% NO	264 18% NO	268 22% NOP Q	382 24% NOPQ
Don't know	974 11%	93 9% Bi	56 6%	86 9% B	157 16% ABC FHI	172 17% ABCF HI	77 8% b	171 17% ABCF HI	89 9% B	72 7%	393 10%	581 12% J	357 8%	616 14% L	141 11%	160 9%	159 9%	165 11% op	151 12% OP	198 12% OP

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k - l/m - n/o/p/q/r/s

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Table 3

Q.3 Generally speaking, do you think privacy and data protection regulators (in Europe) were right or wrong to investigate Google's privacy policy and how it allows the company to collect and combine data on consumers?

Base: All respondents

	Total	Country										Gender		Age						
		France (a)	Spain (b)	Germany (c)	UK (d)	Australia (e)	India (f)	Japan (g)	South Korea (h)	Brazil (i)	Europe (j)	Non- Europe (k)	Male (l)	Female (m)	18-24 (n)	25-34 (o)	35-44 (p)	45-54 (q)	55-64 (r)	65+ (s)
Unweighted base	10354	1050	1037	1050	2050	1044	1022	1028	1036	1037	5187	5167	5236	5118	1476	1969	2031	1773	1588	1517
Weighted base	9000	1000	1000	1000	1000	1000	1000	1000	1000	1000	4000	5000	4444	4556	1312	1689	1699	1445	1245	1609
Right	5974 66%	757 76% CDG H	779 78% CD e FGH	691 69% GH	709 71% GH	741 74% CdG H	725 73% cGH	288 29%	480 48% G	804 80% ACD EFGH	2936 73% K	3038 61%	3086 69% M	2888 63%	872 66%	1139 67%	1140 67%	949 66%	819 66%	1055 66%
Wrong	1172 13%	119 12% EI	120 12% EI	144 14% aDE FI	107 11% ei	86 9%	105 10%	174 17% ABc DEFI	234 23% ABCD EFGI	83 8%	490 12%	682 14% j	592 13%	580 13%	177 14%	228 14%	215 13%	195 14%	150 12%	206 13%
Don't know	1854 21%	124 12%	101 10%	165 16% ABI	184 18% ABI	173 17% ABI	170 17% ABI	538 54% ABC DEFHI	286 29% ABC DEFI	113 11%	574 14%	1280 26% J	766 17%	1088 24% L	262 20%	322 19%	345 20%	301 21%	276 22% O	348 22% o

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k - l/m - n/o/p/q/r/s

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Table 4

Q.4 And do you think that national regulators (in general) should be doing more or less to force Google to comply with existing European Directives/ rules and regulations on privacy and protection of personal data?

Base: All respondents

	Total	Country										Gender		Age						
		France (a)	Spain (b)	Germany (c)	UK (d)	Australia (e)	India (f)	Japan (g)	South Korea (h)	Brazil (i)	Europe (j)	Non-Europe (k)	Male (l)	Female (m)	18-24 (n)	25-34 (o)	35-44 (p)	45-54 (q)	55-64 (r)	65+ (s)
Unweighted base	10354	1050	1037	1050	2050	1044	1022	1028	1036	1037	5187	5167	5236	5118	1476	1969	2031	1773	1588	1517
Weighted base	9000	1000	1000	1000	1000	1000	1000	1000	1000	1000	4000	5000	4444	4556	1312	1689	1699	1445	1245	1609
Should be doing more	5878 65%	699 70% H	804 80% EFGH	731 73% DEF GH	661 66% FGH	686 69% FGH	598 60% G	312 31%	587 59% G	799 80% ACD EFGH	2895 72% K	2983 60%	2981 67% M	2897 64%	756 58%	1127 67% N	1113 66% N	988 68% Nps	850 68% Nps	1043 65% N
The current amount of action is about right	1654 18%	162 16% BI	123 12%	183 18% BDI	144 14%	171 17% Bdl	195 19% aBD I	364 36% ABC DEFHI	188 19% BDI	125 13%	611 15%	1043 21% J	810 18%	845 19%	289 22% OPQ R	279 16%	312 18% q	232 16%	205 17%	337 21% OpQR
Should be doing less	494 5%	55 6% BCDE I	25 3%	25 2%	37 4% c	33 3%	125 13% ABCD EGI	56 6% BCD EI	108 11% ABCD EGI	30 3%	142 4%	352 7% J	292 7% M	202 4%	108 8% oPQR S	111 7% QRS	102 6% QRS	59 4%	47 4%	66 4%
Don't know	974 11%	84 8% Bcl	49 5%	62 6%	158 16% ABC EFHI	110 11% ABCF I	82 8% Bcl	267 27% ABC DEFHI	116 12% ABCF I	45 5%	352 9%	622 12% J	362 8%	612 13% L	158 12% p	173 10%	172 10%	167 12%	142 11%	163 10%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f/g/h/i - j/k - l/m - n/o/p/q/r/s