



Big Brother Watch Online Privacy Survey

METHODOLOGY NOTE

ComRes interviewed 2050 British adults online from 15th to 17th February 2013. Data were weighted to be demographically representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

Online Privacy Survey

ONLINE Fieldwork : 15th-17th February 2013

Absolutes/col percents

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

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2050	966	1084	184	319	388	367	327	465	784	503	289	474	288	831
Weighted base	2050	1005	1045	246	328	390	349	307	430	553	595	431	471	285	863
NET: Concerned	1400 68%	638 63%	763 73%	146 59%	224 68%	278 71%	231 66%	206 67%	314 73%	381 69%	397 67%	283 66%	340 72%	193 68%	565 66%
Very concerned	(4) 22%	453 19%	257 25%	37 15%	69 21%	96 25%	72 21%	66 21%	112 26%	121 22%	113 19%	97 23%	121 26%	61 21%	189 22%
Fairly concerned	(3) 46%	948 44%	506 48%	109 44%	155 47%	182 47%	159 46%	140 46%	202 47%	260 47%	284 48%	186 43%	218 46%	132 46%	376 44%
Not very concerned	(2) 25%	512 29%	221 21%	61 25%	74 23%	85 22%	98 28%	85 28%	108 25%	145 26%	159 27%	105 25%	102 22%	74 26%	225 26%
Not at all concerned	(1) 4%	79 4%	47 5%	31 3%	22 9%	16 5%	18 5%	9 3%	8 3%	6 1%	18 3%	23 4%	22 5%	16 3%	32 4%
NET: Not concerned	590 29%	338 34%	252 24%	83 34%	90 27%	103 26%	107 31%	93 30%	114 27%	163 29%	182 31%	127 30%	118 25%	90 31%	257 30%
Don't know	59 3%	29 3%	30 3%	17 7%	15 4%	8 2%	10 3%	8 3%	1 *	9 2%	16 3%	20 5%	14 3%	3 1%	40 5%
Mean	2.89	2.81	2.97	2.71	2.88	2.93	2.87	2.88	2.98	2.89	2.84	2.87	2.97	2.84	2.88
Standard deviation	0.79	0.81	0.77	0.85	0.80	0.81	0.77	0.78	0.75	0.78	0.78	0.83	0.79	0.82	0.80
Standard error	0.02	0.03	0.02	0.07	0.05	0.04	0.04	0.04	0.04	0.03	0.04	0.05	0.04	0.05	0.03

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	Region											
	Total	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	2050	186	93	241	157	188	153	115	173	259	301	184
Weighted base	2050	178	93	241	181	190	159	109	192	258	263	187
NET: Concerned	1400 68%	123 69%	59 63%	168 70%	111 61%	141 75%	108 67%	79 73%	126 65%	178 69%	180 68%	128 69%
Very concerned	(4) 453 22%	39 22%	20 21%	55 23%	19 11%	52 27%	35 22%	20 18%	51 27%	59 23%	64 24%	39 21%
Fairly concerned	(3) 948 46%	83 47%	39 42%	113 47%	91 51%	89 47%	73 46%	59 55%	74 39%	119 46%	116 44%	90 48%
Not very concerned	(2) 512 25%	47 26%	29 31%	54 22%	52 29%	34 18%	44 27%	25 23%	51 27%	58 22%	65 25%	53 28%
Not at all concerned	(1) 79 4%	6 3%	2 2%	13 5%	13 7%	2 1%	7 4%	2 2%	14 7%	9 4%	10 4%	3 1%
NET: Not concerned	590 29%	52 29%	30 33%	67 28%	65 36%	36 19%	50 32%	27 25%	65 34%	67 26%	75 29%	56 30%
Don't know	59 3%	3 2%	4 4%	6 2%	5 3%	12 7%	1 1%	3 2%	1 1%	13 5%	8 3%	3 2%
Mean	2.89	2.89	2.86	2.90	2.67	3.08	2.86	2.92	2.85	2.93	2.92	2.89
Standard deviation	0.79	0.78	0.78	0.82	0.77	0.72	0.81	0.70	0.90	0.79	0.81	0.74
Standard error	0.02	0.06	0.08	0.05	0.06	0.05	0.07	0.07	0.07	0.05	0.05	0.06

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Table 2

Q.2 Which ONE of the following statements comes closest to your view?**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2050	966	1084	184	319	388	367	327	465	784	503	289	474	288	831
Weighted base	2050	1005	1045	246	328	390	349	307	430	553	595	431	471	285	863
Consumers are being harmed by big companies gathering large amounts of their personal data for internal use	940 46%	478 48%	462 44%	105 43%	142 43%	176 45%	156 45%	138 45%	223 52%	268 48%	260 44%	201 47%	211 45%	133 47%	394 46%
Consumer experiences are being enhanced by big companies gathering large amounts of their personal data for internal use	361 18%	196 20%	165 16%	59 24%	80 24%	84 22%	54 16%	37 12%	46 11%	102 19%	107 18%	74 17%	77 16%	66 23%	166 19%
Neither	426 21%	218 22%	208 20%	30 12%	51 16%	77 20%	82 23%	85 28%	102 24%	126 23%	134 23%	81 19%	86 18%	49 17%	178 21%
Don't know	323 16%	112 11%	211 20%	52 21%	55 17%	53 14%	57 16%	47 15%	58 14%	57 10%	94 16%	75 17%	97 21%	38 13%	124 14%

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Consumers are being harmed by big companies gathering large amounts of their personal data for internal use	940 46%	96 54%	44 48%	113 47%	78 43%	82 43%	79 50%	55 50%	102 53%	104 41%	97 37%	90 48%
Consumer experiences are being enhanced by big companies gathering large amounts of their personal data for internal use	361 18%	28 16%	12 13%	53 22%	25 14%	29 15%	34 22%	11 10%	25 13%	72 28%	41 16%	30 16%
Neither	426 21%	29 16%	23 25%	41 17%	42 23%	43 23%	23 14%	27 24%	44 23%	43 16%	76 29%	37 20%
Don't know	323 16%	25 14%	13 14%	35 14%	36 20%	36 19%	23 15%	17 15%	21 11%	39 15%	49 19%	30 16%

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Table 3

Q.3 Generally speaking, do you think privacy and data protection regulators 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

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2050	966	1084	184	319	388	367	327	465	784	503	289	474	288	831
Weighted base	2050	1005	1045	246	328	390	349	307	430	553	595	431	471	285	863
Right	1454 71%	728 72%	725 69%	161 65%	200 61%	257 66%	253 72%	242 79%	342 79%	418 75%	427 72%	280 65%	329 70%	209 73%	576 67%
Wrong	218 11%	109 11%	109 10%	24 10%	51 16%	55 14%	31 9%	28 9%	29 7%	56 10%	52 9%	65 15%	46 10%	31 11%	110 13%
Don't know	378 18%	167 17%	211 20%	61 25%	78 24%	78 20%	65 19%	38 12%	60 14%	80 14%	116 20%	86 20%	96 20%	45 16%	177 20%

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Right	1454 71%	136 76%	64 69%	157 65%	125 69%	130 69%	117 73%	79 72%	146 76%	167 65%	185 70%	147 79%
Wrong	218 11%	15 9%	11 12%	37 15%	15 8%	22 11%	12 7%	10 9%	18 9%	22 8%	38 14%	20 11%
Don't know	378 18%	27 15%	17 19%	47 19%	41 23%	38 20%	31 19%	20 18%	28 15%	69 27%	40 15%	20 11%

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Table 4

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

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2050	966	1084	184	319	388	367	327	465	784	503	289	474	288	831
Weighted base	2050	1005	1045	246	328	390	349	307	430	553	595	431	471	285	863
Should be doing more	1356 66%	680 68%	675 65%	125 51%	186 57%	248 64%	250 72%	229 75%	318 74%	373 67%	377 63%	289 67%	317 67%	184 65%	559 65%
The current amount of action is about right	295 14%	147 15%	147 14%	34 14%	51 16%	60 15%	44 13%	42 14%	63 15%	88 16%	103 17%	42 10%	61 13%	49 17%	117 14%
Should be doing less	75 4%	47 5%	29 3%	18 8%	27 8%	22 6%	4 1%	2 1%	3 1%	28 5%	25 4%	15 4%	6 1%	19 7%	43 5%
Don't know	324 16%	130 13%	194 19%	68 28%	65 20%	60 15%	51 15%	34 11%	46 11%	64 12%	89 15%	85 20%	87 18%	33 12%	144 17%

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Should be doing more	1356 66%	129 72%	58 62%	149 62%	110 61%	132 69%	101 63%	69 64%	139 72%	154 60%	174 66%	142 76%
The current amount of action is about right	295 14%	25 14%	18 19%	38 16%	36 20%	20 11%	24 15%	18 16%	26 14%	30 12%	39 15%	20 11%
Should be doing less	75 4%	4 2%	3 3%	8 3%	3 2%	9 5%	12 7%	1 1%	- -	25 10%	7 3%	4 2%
Don't know	324 16%	20 12%	15 16%	46 19%	32 18%	29 15%	22 14%	21 19%	27 14%	49 19%	43 16%	21 11%