

## Media Coverage

### CATI Fieldwork : 15th-17th April 2011

Absolutes/col percents

Table 1  
**Q1 Compared to how you felt 12 months ago, do you feel more secure, less secure, or about the same, about providing personal details to a business online?**  
**Base: All respondents**

	Gender		Age						Social Grade				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1003	463	540	77	115	170	200	184	257	352	181	142	328	269	263	246	138	87
Weighted base	1003	491	512	120	160	191	170	150	211	271	291	211	231	255	265	252	145	87
More secure	50 5%	32 7%	18 4%	13 11%	11 7%	8 4%	3 2%	5 3%	9 4%	11 4%	13 5%	15 7%	10 5%	14 6%	7 3%	18 7%	6 4%	5 6%
Less secure	480 48%	201 41%	279 55%	56 46%	73 46%	90 47%	88 52%	78 52%	96 45%	130 48%	127 44%	104 49%	119 51%	116 46%	120 45%	125 50%	76 53%	42 48%
About the same	403 40%	231 47%	172 34%	50 42%	68 42%	88 46%	75 44%	58 39%	65 31%	119 44%	135 46%	73 35%	76 33%	111 43%	108 41%	96 38%	52 36%	36 41%
None of these	70 7%	28 6%	42 8%	2 2%	8 5%	5 2%	5 3%	10 6%	41 19%	11 4%	15 5%	19 9%	26 11%	14 5%	28 11%	12 5%	11 7%	5 5%

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Table 2

**Q2 To what extent do you agree or disagree with each of the following statements?**

**- If it was revealed that a company had lost or misused personal customer data or records, I would stop using their products or services**

**Base: All respondents**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1003	463	540	77	115	170	200	184	257	352	181	142	328	269	263	246	138	87
Weighted base	1003	491	512	120	160	191	170	150	211	271	291	211	231	255	265	252	145	87
NET Agree	783 78%	364 74%	419 82%	99 82%	110 69%	142 75%	142 83%	126 84%	164 78%	199 73%	225 77%	178 85%	180 78%	195 76%	204 77%	203 81%	112 78%	68 78%
Strongly agree	(4) 537 53%	249 51%	288 56%	59 49%	73 45%	92 48%	95 56%	123 63%	128 58%	144 47%	132 50%	133 63%	133 58%	119 47%	139 53%	144 57%	91 63%	44 50%
Agree	(3) 246 25%	115 23%	131 26%	39 33%	38 24%	50 26%	46 27%	31 21%	41 20%	71 26%	81 28%	47 22%	47 20%	76 30%	65 24%	60 24%	21 14%	24 28%
Disagree	(2) 133 13%	78 16%	55 11%	14 12%	32 20%	32 17%	16 9%	15 10%	24 11%	52 19%	36 12%	18 9%	27 12%	41 16%	28 11%	32 13%	20 14%	13 15%
Strongly disagree	(1) 63 6%	41 8%	22 4%	6 5%	13 8%	12 7%	8 5%	9 6%	16 8%	15 5%	18 6%	13 6%	18 8%	17 6%	22 8%	14 6%	7 5%	3 3%
NET Disagree	196 20%	119 24%	77 15%	20 16%	45 28%	45 23%	23 14%	24 16%	40 19%	67 25%	54 18%	31 15%	45 19%	57 22%	50 19%	46 18%	27 19%	16 18%
Don't know	24 2%	9 2%	15 3%	2 2%	5 3%	4 2%	5 3%	1 *	7 3%	5 2%	12 4%	1 *	6 3%	3 1%	10 4%	3 1%	5 4%	3 4%
Mean	3.28	3.18	3.38	3.29	3.10	3.19	3.39	3.42	3.33	3.17	3.26	3.42	3.32	3.18	3.26	3.34	3.41	3.30
Standard deviation	0.93	0.99	0.85	0.86	1.00	0.95	0.85	0.89	0.96	0.93	0.92	0.89	0.96	0.93	0.97	0.90	0.92	0.86
Standard error	0.03	0.05	0.04	0.10	0.09	0.07	0.06	0.07	0.06	0.05	0.07	0.07	0.05	0.06	0.06	0.06	0.08	0.09

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Table 3

**Q 2 To what extent do you agree or disagree with each of the following statements?**

**- Companies mis-using or losing customers personal data should have to register incidents online for future public reference**

**Base: All respondents**

	Gender			Age						Social Grade				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1003	463	540	77	115	170	200	184	257	352	181	142	328	269	263	246	138	87
Weighted base	1003	491	512	120	160	191	170	150	211	271	291	211	231	255	265	252	145	87
NET Agree	859 86%	417 85%	442 86%	98 81%	128 80%	168 88%	162 95%	134 89%	170 80%	243 90%	247 85%	180 86%	188 82%	207 81%	220 83%	221 88%	131 90%	80 92%
Strongly agree	(4) 615 61%	305 62%	310 61%	64 53%	95 59%	120 63%	114 67%	102 68%	120 57%	157 58%	185 64%	143 68%	130 56%	146 57%	151 57%	164 65%	97 67%	56 64%
Agree	(3) 244 24%	112 23%	132 26%	34 28%	33 20%	48 25%	48 28%	32 21%	49 23%	86 32%	62 21%	38 18%	58 25%	61 24%	69 26%	57 23%	34 23%	24 27%
Disagree	(2) 72 7%	38 8%	34 7%	16 14%	20 13%	10 5%	5 3%	8 5%	13 6%	12 5%	23 8%	21 10%	16 7%	31 12%	18 7%	13 5%	7 5%	4 4%
Strongly disagree	(1) 33 3%	19 4%	14 3%	3 2%	4 2%	7 3%	2 1%	6 4%	12 6%	8 3%	6 2%	4 2%	15 7%	9 4%	11 4%	9 3%	3 2%	1 1%
NET Disagree	106 11%	57 12%	49 9%	19 16%	24 15%	17 9%	7 4%	14 9%	25 12%	20 7%	30 10%	25 12%	31 14%	40 16%	29 11%	22 9%	10 7%	5 5%
Don't know	38 4%	17 3%	22 4%	4 3%	9 5%	6 3%	1 1%	3 2%	16 8%	7 3%	14 5%	5 3%	11 5%	8 3%	15 6%	8 3%	4 3%	3 3%
Mean	3.49	3.48	3.50	3.36	3.45	3.52	3.62	3.56	3.42	3.49	3.54	3.56	3.38	3.39	3.44	3.55	3.60	3.60
Standard deviation	0.78	0.81	0.75	0.81	0.81	0.76	0.60	0.78	0.87	0.72	0.75	0.76	0.89	0.85	0.82	0.76	0.68	0.63
Standard error	0.03	0.04	0.03	0.09	0.08	0.06	0.04	0.06	0.06	0.04	0.06	0.06	0.05	0.05	0.05	0.05	0.06	0.07