

# RDI – Public Internet Safety

## **METHODOLOGY NOTE**

ComRes interviewed 2,056 GB adults online between 9<sup>th</sup> and 11<sup>th</sup> May 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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## Public Internet Safety Survey

### ONLINE Fieldwork: 9th-11th May 2014

Absolutes/col percents

Table 1

**Q.1 If you were out in your local high street and needed to use public WiFi on your laptop, smartphone or portable device, which of the following, if any, would you do?**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2056	994	1062	244	287	326	396	336	467	598	610	325	523	172	89	242	179	193	144	112	190	234	312	189	253	816
Weighted base	2056	1008	1048	244	346	346	367	305	448	550	570	448	488	185	82	226	185	185	144	103	206	267	288	185	258	894
Look for a sign saying that WiFi is available	879 43%	412 41%	467 45%	96 39%	148 43%	147 42%	147 40%	143 47%	197 44%	238 43%	242 42%	183 41%	215 44%	83 45%	39 48%	86 38%	83 45%	81 44%	80 55%	48 47%	76 37%	99 37%	121 42%	83 45%	117 46%	346 39%
I would go to my preferred place I always go to use the WiFi	268 13%	148 15%	120 11%	35 14%	66 19%	56 16%	30 8%	39 13%	42 9%	76 14%	87 15%	58 13%	47 10%	22 12%	9 11%	39 17%	23 12%	22 12%	10 7%	8 8%	25 12%	38 14%	43 15%	29 16%	38 15%	142 16%
Go into a shop or venue and try to connect to the WiFi on my device	228 11%	116 11%	113 11%	48 20%	45 13%	36 10%	44 12%	21 7%	34 8%	60 11%	69 12%	51 11%	49 10%	24 13%	10 12%	26 12%	11 6%	22 12%	10 7%	11 11%	26 13%	32 12%	36 13%	19 10%	28 11%	119 13%
Ask a member of staff in a shop or venue to see if they have WiFi	175 9%	84 8%	90 9%	14 6%	39 11%	33 10%	36 10%	20 7%	33 7%	54 10%	48 8%	39 9%	34 7%	21 11%	7 8%	19 8%	13 7%	15 8%	8 5%	9 9%	13 7%	38 14%	22 8%	10 6%	20 8%	92 10%
Not applicable - I don't own a laptop, smartphone or other portable device	226 11%	103 10%	123 12%	11 4%	12 4%	24 7%	47 13%	42 14%	90 20%	63 12%	58 10%	44 10%	61 13%	14 8%	9 11%	23 10%	20 11%	14 8%	16 11%	13 13%	26 13%	28 10%	38 13%	25 14%	17 7%	69 8%
Don't know	281 14%	145 14%	136 13%	40 16%	36 10%	50 15%	63 17%	39 13%	52 12%	59 11%	67 12%	72 16%	83 17%	20 11%	8 10%	34 15%	35 19%	31 17%	21 14%	13 13%	38 19%	34 13%	27 9%	20 11%	37 15%	124 14%

## Public Internet Safety Survey

### ONLINE Fieldwork: 9th-11th May 2014

Absolutes/col percents

Table 2

**Q.2 In a public place, what signs, if any, do you do you recall seeing advertising WiFi?**

**Base: All respondents**

	Gender		Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2056	994	1062	244	287	326	396	336	467	598	610	325	523	172	89	242	179	193	144	112	190	234	312	189	253	816
Weighted base	2056	1008	1048	244	346	346	367	305	448	550	570	448	488	185	82	226	185	185	144	103	206	267	288	185	258	894
'Free WiFi'	1172	545	627	161	205	202	173	175	255	327	321	260	263	110	44	128	100	101	80	60	117	130	180	121	142	523
	57%	54%	60%	66%	59%	58%	47%	57%	57%	60%	56%	58%	54%	59%	53%	57%	54%	54%	56%	59%	57%	49%	63%	65%	55%	59%
'Free WiFi provided by O2, The Cloud, BT, etc.'	414	225	189	89	96	97	61	33	38	130	125	78	81	33	17	47	25	45	22	17	38	69	53	48	58	218
	20%	22%	18%	37%	28%	28%	17%	11%	9%	24%	22%	17%	17%	18%	20%	21%	14%	25%	15%	17%	18%	26%	18%	26%	22%	24%
I recall seeing a sign advertising free WiFi, but cannot remember what it says	275	125	150	16	43	30	59	45	82	66	74	60	75	21	16	24	26	20	27	12	30	38	42	20	40	96
	13%	12%	14%	7%	12%	9%	16%	15%	18%	12%	13%	13%	15%	11%	19%	11%	14%	11%	19%	11%	14%	14%	15%	11%	15%	11%
Other	16	8	8	1	1	-	5	3	7	2	4	4	6	3	-	1	3	2	1	-	1	3	2	2	2	3
	1%	1%	1%	*	*	-	1%	1%	2%	*	1%	1%	1%	2%	-	*	2%	1%	1%	-	1%	1%	1%	1%	1%	*
I don't recall seeing any signs advertising free WiFi	448	243	205	34	62	70	106	77	99	106	124	100	118	36	15	54	49	46	31	23	51	58	53	32	43	198
	22%	24%	20%	14%	18%	20%	29%	25%	22%	19%	22%	22%	24%	19%	18%	24%	26%	25%	21%	23%	25%	22%	18%	17%	17%	22%

## Public Internet Safety Survey

### ONLINE Fieldwork: 9th-11th May 2014

Absolutes/col percents

Table 3

**Q.3 When using public WiFi, how would you expect to know you are connected to the correct WiFi service?**

**Base: All who own a portable device**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	1532	746	786	201	248	252	276	244	311	455	469	245	363	134	71	179	125	142	111	79	130	176	239	146	197	637
Weighted base	1549	760	789	194	298	272	256	224	305	428	446	332	344	151	65	170	131	140	107	76	141	206	222	140	203	700
I would assume I am connected if I can access the internet	522 34%	241 32%	281 36%	83 43%	95 32%	76 28%	88 34%	80 36%	101 33%	110 26%	155 35%	123 37%	133 39%	60 40%	33 50%	57 34%	33 25%	45 32%	35 33%	30 39%	47 34%	67 33%	68 31%	47 33%	69 34%	238 34%
The name of the service provider would show up on my device, e.g. The Cloud	483 31%	258 34%	225 29%	59 30%	91 30%	93 34%	92 36%	71 32%	77 25%	149 35%	120 27%	116 35%	98 28%	43 29%	13 20%	54 32%	36 27%	49 35%	30 29%	17 22%	44 31%	76 37%	79 36%	41 29%	66 32%	218 31%
The name of the shop or venue I am in would show up on my device	408 26%	211 28%	197 25%	44 23%	85 29%	84 31%	61 24%	47 21%	87 29%	127 30%	129 29%	72 22%	81 24%	38 25%	12 19%	46 27%	49 38%	33 24%	26 25%	24 32%	37 26%	50 24%	51 23%	40 28%	55 27%	189 27%
Other	10 1%	3 *	8 1%	- -	3 1%	1 *	* *	1 *	5 2%	7 2%	2 *	1 *	1 *	- -	1 2%	- -	1 1%	- -	- -	2 3%	1 1%	1 1%	4 2%	- -	1 1%	4 1%
Don't know	125 8%	47 6%	79 10%	9 4%	24 8%	18 7%	16 6%	24 11%	35 12%	35 8%	40 9%	19 6%	31 9%	9 6%	6 10%	13 7%	12 9%	12 9%	15 14%	3 4%	11 8%	12 6%	20 9%	13 9%	11 6%	50 7%

## Public Internet Safety Survey

### ONLINE Fieldwork: 9th-11th May 2014

Absolutes/col percents

Table 4

**Q.4 When using WiFi in a public location, how, if at all, do you know that the service you are using is safe to use?**

**Base: All who own a portable device**

	Gender		Age					Social Grade				Region								Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	1532	746	786	201	248	252	276	244	311	455	469	245	363	134	71	179	125	142	111	79	130	176	239	146	197	637
Weighted base	1549	760	789	194	298	272	256	224	305	428	446	332	344	151	65	170	131	140	107	76	141	206	222	140	203	700
I don't know if it is safe to use	604 39%	293 39%	311 39%	87 45%	96 32%	100 37%	101 39%	89 40%	130 43%	166 39%	196 44%	109 33%	132 38%	60 39%	29 45%	56 33%	44 33%	49 35%	33 31%	28 37%	65 46%	79 38%	96 43%	64 46%	65 32%	262 37%
I assume that the WiFi provider has measures in place to protect me and my device	476 31%	237 31%	239 30%	69 36%	88 30%	88 32%	78 30%	68 31%	85 28%	129 30%	133 30%	108 33%	107 31%	49 33%	20 31%	50 29%	42 32%	53 38%	33 31%	27 35%	41 29%	65 32%	63 28%	34 24%	67 33%	216 31%
I assume that the shop or venue I am in has measures in place to protect me and my device	363 23%	171 22%	192 24%	59 31%	79 26%	63 23%	48 19%	49 22%	65 21%	95 22%	94 21%	89 27%	85 25%	30 20%	18 27%	45 26%	32 24%	36 25%	25 23%	14 19%	34 24%	39 19%	59 26%	33 23%	49 24%	167 24%
I have safety features on my device (e.g. parental controls)	313 20%	177 23%	136 17%	28 15%	70 24%	57 21%	51 20%	51 23%	55 18%	91 21%	81 18%	73 22%	68 20%	30 20%	10 15%	36 21%	26 20%	25 18%	24 22%	15 20%	28 20%	48 23%	37 17%	33 24%	50 25%	147 21%
Don't know	99 6%	33 4%	66 8%	5 3%	16 5%	18 7%	21 8%	16 7%	24 8%	22 5%	28 6%	27 8%	22 7%	9 6%	2 4%	13 7%	14 11%	10 7%	16 15%	5 7%	7 5%	8 4%	9 4%	7 5%	9 5%	37 5%

**Public Internet Safety Survey**  
**ONLINE Fieldwork: 9th-11th May 2014**

Absolutes/col percents

Table 5  
**Q.5 Who, if anyone, do you think is responsible for ensuring that public WiFi users are protected online? Summary Table**  
**Base: All respondents**

	<u>Top 3 (Net)</u>	<u>First mention</u>	<u>Second mention</u>	<u>Third mention</u>
Unweighted base	2056	2056	2056	2056
Weighted base	2056	2056	2056	2056
The shop or venue offering the WiFi	1399 68%	355 17%	565 27%	479 23%
The WiFi service provider, e.g. The Cloud, O2, BT, etc.	1595 78%	729 35%	570 28%	297 14%
Individuals using the WiFi	1405 68%	583 28%	353 17%	469 23%
The government	513 25%	81 4%	153 7%	279 14%
Other	36 2%	4 *	19 1%	21 1%
Don't know	305 15%	305 15%	397 19%	511 25%

## Public Internet Safety Survey

### ONLINE Fieldwork: 9th-11th May 2014

Absolutes/col percents

Table 6

**Q.5 Who, if anyone, do you think is responsible for ensuring that public WiFi users are protected online? Top 3 (Net)**

**Base: All respondents**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2056	994	1062	244	287	326	396	336	467	598	610	325	523	172	89	242	179	193	144	112	190	234	312	189	253	816
Weighted base	2056	1008	1048	244	346	346	367	305	448	550	570	448	488	185	82	226	185	185	144	103	206	267	288	185	258	894
The WiFi service provider, e.g. The Cloud, O2, BT, etc.	1595 78%	793 79%	803 77%	192 79%	262 76%	270 78%	283 77%	241 79%	348 78%	441 80%	462 81%	326 73%	366 75%	147 80%	63 76%	178 79%	146 79%	136 73%	109 76%	77 75%	163 79%	201 75%	227 79%	148 80%	205 79%	688 77%
Individuals using the WiFi	1405 68%	695 69%	710 68%	173 71%	242 70%	235 68%	242 66%	205 67%	306 68%	390 71%	404 71%	294 66%	318 65%	138 75%	61 75%	141 62%	131 71%	111 60%	100 69%	68 66%	138 67%	165 62%	213 74%	140 75%	187 72%	613 69%
The shop or venue offering the WiFi	1399 68%	669 66%	730 70%	175 72%	240 69%	235 68%	241 66%	213 70%	296 66%	393 72%	402 71%	283 63%	321 66%	137 74%	55 67%	150 66%	131 71%	120 65%	97 68%	66 64%	146 71%	166 62%	191 66%	141 76%	173 67%	607 68%
The government	513 25%	296 29%	217 21%	62 26%	102 29%	104 30%	82 22%	67 22%	96 21%	135 25%	131 23%	116 26%	130 27%	48 26%	19 23%	67 30%	32 17%	50 27%	32 22%	28 27%	51 25%	96 36%	54 19%	36 20%	58 23%	234 26%
Other	36 2%	14 1%	22 2%	1 *	11 3%	5 2%	3 1%	6 2%	11 2%	10 2%	9 2%	4 1%	13 3%	3 1%	2 3%	4 2%	3 2%	3 2%	2 1%	* *	1 *	7 3%	9 3%	2 1%	4 1%	16 2%
Don't know	305 15%	136 14%	169 16%	36 15%	44 13%	49 14%	64 17%	47 15%	65 14%	73 13%	74 13%	80 18%	78 16%	22 12%	11 14%	37 16%	33 18%	37 20%	24 16%	18 17%	33 16%	38 14%	37 13%	17 9%	43 17%	124 14%

## Public Internet Safety Survey

### ONLINE Fieldwork: 9th-11th May 2014

Absolutes/col percents

Table 7

**Q.5 Who, if anyone, do you think is responsible for ensuring that public WiFi users are protected online? First mention**

**Base: All respondents**

	Gender		Age							Social Grade				Region									Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2056	994	1062	244	287	326	396	336	467	598	610	325	523	172	89	242	179	193	144	112	190	234	312	189	253	816
Weighted base	2056	1008	1048	244	346	346	367	305	448	550	570	448	488	185	82	226	185	185	144	103	206	267	288	185	258	894
The WiFi service provider, e.g. The Cloud, O2, BT, etc.	729 35%	367 36%	362 34%	99 41%	119 34%	121 35%	114 31%	119 39%	156 35%	179 33%	199 35%	162 36%	189 39%	79 43%	33 40%	84 37%	62 33%	67 36%	52 36%	38 37%	60 29%	103 38%	83 29%	67 36%	70 27%	327 37%
Individuals using the WiFi	583 28%	300 30%	283 27%	56 23%	97 28%	90 26%	116 32%	86 28%	138 31%	181 33%	162 28%	123 28%	117 24%	51 28%	21 26%	64 28%	52 28%	43 23%	44 30%	25 24%	52 26%	72 27%	98 34%	60 32%	82 32%	243 27%
The shop or venue offering the WiFi	355 17%	149 15%	206 20%	40 16%	66 19%	69 20%	62 17%	41 13%	77 17%	99 18%	109 19%	65 15%	82 17%	28 15%	13 16%	32 14%	30 16%	33 18%	20 14%	18 17%	50 24%	30 11%	61 21%	40 22%	55 21%	154 17%
The government	81 4%	54 5%	27 3%	12 5%	20 6%	15 4%	10 3%	11 4%	11 3%	17 3%	26 5%	17 4%	20 4%	5 3%	3 4%	9 4%	7 4%	5 2%	5 4%	5 4%	10 5%	22 8%	8 3%	1 1%	8 3%	44 5%
Other	4 *	1 *	3 *	- -	1 *	2 1%	- -	1 *	1 *	- -	1 *	1 *	3 1%	- -	- -	- -	* *	- -	- -	- -	- -	2 1%	1 *	* *	- -	1 *
Don't know	305 15%	136 14%	169 16%	36 15%	44 13%	49 14%	64 17%	47 15%	65 14%	73 13%	74 13%	80 18%	78 16%	22 12%	11 14%	37 16%	33 18%	37 20%	24 16%	18 17%	33 16%	38 14%	37 13%	17 9%	43 17%	124 14%



## Public Internet Safety Survey

### ONLINE Fieldwork: 9th-11th May 2014

Absolutes/col percents

Table 8  
**Q.5 Who, if anyone, do you think is responsible for ensuring that public WiFi users are protected online? Second mention**  
**Base: All respondents**

	Gender		Age							Social Grade				Region									Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2056	994	1062	244	287	326	396	336	467	598	610	325	523	172	89	242	179	193	144	112	190	234	312	189	253	816
Weighted base	2056	1008	1048	244	346	346	367	305	448	550	570	448	488	185	82	226	185	185	144	103	206	267	288	185	258	894
The WiFi service provider, e.g. The Cloud, O2, BT, etc.	570 28%	272 27%	298 28%	56 23%	88 26%	97 28%	107 29%	82 27%	140 31%	180 33%	174 31%	103 23%	113 23%	51 28%	25 30%	60 27%	59 32%	42 23%	35 24%	28 28%	70 34%	63 24%	91 32%	46 25%	93 36%	215 24%
The shop or venue offering the WiFi	565 27%	277 27%	288 27%	88 36%	105 30%	84 24%	95 26%	80 26%	114 25%	142 26%	161 28%	125 28%	137 28%	64 35%	18 22%	70 31%	56 30%	45 24%	53 37%	20 20%	51 25%	63 24%	66 23%	58 31%	66 26%	263 29%
Individuals using the WiFi	353 17%	190 19%	163 16%	41 17%	56 16%	71 21%	58 16%	55 18%	71 16%	91 17%	95 17%	80 18%	87 18%	34 18%	20 25%	35 16%	24 13%	38 20%	17 12%	25 24%	29 14%	47 18%	54 19%	30 16%	31 12%	174 19%
The government	153 7%	81 8%	72 7%	17 7%	31 9%	32 9%	25 7%	22 7%	27 6%	40 7%	37 6%	32 7%	44 9%	10 5%	4 4%	14 6%	9 5%	17 9%	5 4%	7 7%	16 8%	36 13%	15 5%	20 11%	17 7%	60 7%
Other	19 1%	9 1%	10 1%	1 *	8 2%	2 1%	1 *	4 1%	3 1%	8 1%	5 1%	1 *	5 1%	2 1%	1 1%	4 2%	* *	1 *	2 1%	* *	1 *	1 *	7 2%	1 *	2 1%	11 1%
Don't know	397 19%	179 18%	218 21%	41 17%	58 17%	60 17%	81 22%	63 21%	93 21%	89 16%	98 17%	107 24%	103 21%	24 13%	15 18%	43 19%	37 20%	43 23%	32 22%	22 21%	40 19%	57 21%	55 19%	30 16%	48 19%	171 19%

## Public Internet Safety Survey

### ONLINE Fieldwork: 9th-11th May 2014

Absolutes/col percents

Table 9

**Q.5 Who, if anyone, do you think is responsible for ensuring that public WiFi users are protected online? Third mention**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2056	994	1062	244	287	326	396	336	467	598	610	325	523	172	89	242	179	193	144	112	190	234	312	189	253	816
Weighted base	2056	1008	1048	244	346	346	367	305	448	550	570	448	488	185	82	226	185	185	144	103	206	267	288	185	258	894
The shop or venue offering the WiFi	479 23%	243 24%	236 23%	47 19%	70 20%	82 24%	84 23%	92 30%	105 23%	152 28%	133 23%	93 21%	102 21%	44 24%	24 29%	48 21%	44 24%	42 23%	25 17%	28 27%	45 22%	72 27%	64 22%	43 23%	52 20%	190 21%
Individuals using the WiFi	469 23%	206 20%	264 25%	76 31%	90 26%	74 21%	69 19%	64 21%	97 22%	118 21%	147 26%	91 20%	114 23%	53 29%	20 24%	41 18%	54 29%	30 16%	39 27%	18 17%	57 28%	45 17%	62 21%	50 27%	74 29%	196 22%
The WiFi service provider, e.g. The Cloud, O2, BT, etc.	297 14%	154 15%	143 14%	36 15%	54 16%	52 15%	62 17%	40 13%	52 12%	82 15%	89 16%	61 14%	65 13%	17 9%	5 6%	34 15%	25 14%	27 14%	23 16%	10 10%	34 16%	35 13%	53 19%	34 19%	41 16%	145 16%
The government	279 14%	161 16%	118 11%	33 14%	50 15%	57 16%	47 13%	34 11%	58 13%	78 14%	68 12%	68 15%	66 13%	33 18%	12 14%	44 19%	16 9%	28 15%	21 15%	16 16%	25 12%	39 14%	30 10%	15 8%	34 13%	129 14%
Other	21 1%	7 1%	14 1%	- -	6 2%	2 *	3 1%	3 1%	7 2%	7 1%	4 1%	2 *	8 2%	1 *	2 2%	1 *	3 2%	2 1%	- -	- -	1 *	5 2%	4 1%	2 1%	1 *	9 1%
Don't know	511 25%	237 24%	274 26%	52 21%	77 22%	81 23%	102 28%	71 23%	129 29%	114 21%	130 23%	134 30%	134 27%	36 20%	21 25%	58 26%	42 22%	56 30%	37 25%	31 30%	44 21%	71 27%	75 26%	41 22%	56 22%	223 25%

**Public Internet Safety Survey**  
**ONLINE Fieldwork: 9th-11th May 2014**

Absolutes/col percents

Table 10

**Q.6 Which, if any, of the following things relating to public WiFi do you think would be helpful? Summary Table**

**Base: All respondents**

	<u>Top 3 (Net)</u>	<u>First mention</u>	<u>Second mention</u>	<u>Third mention</u>
Unweighted base	2056	2056	2056	2056
Weighted base	2056	2056	2056	2056
Knowing more information about how public WiFi can be safer in public locations	1379 67%	321 16%	517 25%	541 26%
A 'Friendly WiFi' logo clearly displayed so that it is easy to identify safe public WiFi	1576 77%	939 46%	388 19%	249 12%
A website to find out where safe public WiFi sites are across the country	1309 64%	364 18%	535 26%	410 20%
More information for children and young people about how to access public WiFi safely in public	722 35%	128 6%	243 12%	350 17%
None of the above	77 4%	77 4%	95 5%	142 7%
Don't know	227 11%	227 11%	277 13%	365 18%

## Public Internet Safety Survey

### ONLINE Fieldwork: 9th-11th May 2014

Absolutes/col percents

Table 11  
**Q.6 Which, if any, of the following things relating to public WiFi do you think would be helpful? Top 3 (Net)**  
**Base: All respondents**

	Gender		Age						Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2056	994	1062	244	287	326	396	336	467	598	610	325	523	172	89	242	179	193	144	112	190	234	312	189	253	816
Weighted base	2056	1008	1048	244	346	346	367	305	448	550	570	448	488	185	82	226	185	185	144	103	206	267	288	185	258	894
A 'Friendly WiFi' logo clearly displayed so that it is easy to identify safe public WiFi	1576 77%	753 75%	823 78%	181 74%	260 75%	272 79%	284 78%	236 77%	342 77%	420 76%	444 78%	339 76%	373 76%	144 78%	67 81%	179 79%	149 80%	145 79%	109 75%	76 74%	143 70%	198 74%	226 78%	141 76%	199 77%	689 77%
Knowing more information about how public WiFi can be safer in public locations	1379 67%	653 65%	726 69%	140 57%	232 67%	227 66%	251 69%	217 71%	311 70%	383 70%	380 67%	279 62%	337 69%	121 65%	49 59%	149 66%	128 69%	129 70%	93 65%	71 69%	141 69%	169 63%	202 70%	128 69%	177 69%	597 67%
A website to find out where safe public WiFi sites are across the country	1309 64%	624 62%	685 65%	133 55%	228 66%	217 63%	236 64%	199 65%	294 66%	351 64%	352 62%	297 66%	309 63%	112 61%	54 66%	151 67%	123 66%	114 62%	89 62%	69 67%	137 67%	159 59%	182 63%	118 64%	161 62%	578 65%
More information for children and young people about how to access public WiFi safely in public	722 35%	343 34%	379 36%	96 39%	138 40%	135 39%	124 34%	100 33%	129 29%	186 34%	200 35%	145 32%	191 39%	72 39%	26 31%	78 34%	67 36%	55 30%	48 34%	36 35%	66 32%	94 35%	113 39%	67 36%	108 42%	304 34%
None of the above	77 4%	49 5%	28 3%	11 4%	12 4%	18 5%	18 5%	10 3%	9 2%	24 4%	23 4%	15 3%	16 3%	4 2%	2 2%	8 4%	3 2%	11 6%	5 4%	4 4%	14 7%	9 3%	9 3%	7 4%	12 5%	36 4%
Don't know	227 11%	119 12%	108 10%	38 16%	30 9%	32 9%	35 9%	31 10%	61 14%	54 10%	63 11%	59 13%	52 11%	21 11%	9 11%	24 11%	21 11%	20 11%	18 13%	8 8%	22 11%	39 15%	24 8%	19 10%	21 8%	98 11%

## Public Internet Safety Survey

### ONLINE Fieldwork: 9th-11th May 2014

Absolutes/col percents

Table 12

**Q.6 Which, if any, of the following things relating to public WiFi do you think would be helpful? First mention**

**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2056	994	1062	244	287	326	396	336	467	598	610	325	523	172	89	242	179	193	144	112	190	234	312	189	253	816
Weighted base	2056	1008	1048	244	346	346	367	305	448	550	570	448	488	185	82	226	185	185	144	103	206	267	288	185	258	894
A 'Friendly WiFi' logo clearly displayed so that it is easy to identify safe public WiFi	939 46%	450 45%	488 47%	93 38%	136 39%	173 50%	174 48%	150 49%	211 47%	266 48%	255 45%	194 43%	224 46%	90 48%	38 47%	105 46%	88 48%	91 49%	68 47%	47 45%	77 37%	106 40%	142 50%	88 47%	118 46%	382 43%
A website to find out where safe public WiFi sites are across the country	364 18%	183 18%	181 17%	38 16%	72 21%	55 16%	72 20%	39 13%	88 20%	102 19%	95 17%	77 17%	89 18%	33 18%	16 20%	45 20%	35 19%	25 14%	27 19%	21 20%	45 22%	38 14%	47 16%	30 16%	51 20%	162 18%
Knowing more information about how public WiFi can be safer in public locations	321 16%	142 14%	179 17%	38 16%	65 19%	42 12%	51 14%	59 19%	65 15%	77 14%	100 18%	66 15%	77 16%	21 11%	11 13%	35 15%	30 16%	26 14%	16 11%	13 12%	36 18%	57 21%	47 16%	30 16%	40 15%	150 17%
More information for children and young people about how to access public WiFi safely in public	128 6%	65 6%	64 6%	25 10%	31 9%	25 7%	17 5%	17 6%	13 3%	26 5%	35 6%	36 8%	31 6%	16 9%	6 7%	8 4%	7 4%	11 6%	10 7%	10 10%	11 5%	19 7%	19 6%	11 6%	17 6%	65 7%
None of the above	77 4%	49 5%	28 3%	11 4%	12 4%	18 5%	18 5%	10 3%	9 2%	24 4%	23 4%	15 3%	16 3%	4 2%	2 2%	8 4%	3 2%	11 6%	5 4%	4 4%	14 7%	9 3%	9 3%	7 4%	12 5%	36 4%
Don't know	227 11%	119 12%	108 10%	38 16%	30 9%	32 9%	35 9%	31 10%	61 14%	54 10%	63 11%	59 13%	52 11%	21 11%	9 11%	24 11%	21 11%	20 11%	18 13%	8 8%	22 11%	39 15%	24 8%	19 10%	21 8%	98 11%

## Public Internet Safety Survey

### ONLINE Fieldwork: 9th-11th May 2014

Absolutes/col percents

Table 13

**Q.6 Which, if any, of the following things relating to public WiFi do you think would be helpful? Second mention**

**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2056	994	1062	244	287	326	396	336	467	598	610	325	523	172	89	242	179	193	144	112	190	234	312	189	253	816
Weighted base	2056	1008	1048	244	346	346	367	305	448	550	570	448	488	185	82	226	185	185	144	103	206	267	288	185	258	894
A website to find out where safe public WiFi sites are across the country	535 26%	259 26%	276 26%	56 23%	79 23%	91 26%	102 28%	84 28%	122 27%	145 26%	144 25%	116 26%	130 27%	43 23%	19 23%	59 26%	39 21%	51 28%	35 25%	26 26%	51 25%	73 27%	82 28%	56 30%	64 25%	239 27%
Knowing more information about how public WiFi can be safer in public locations	517 25%	235 23%	282 27%	43 17%	82 24%	93 27%	91 25%	90 29%	119 27%	148 27%	138 24%	112 25%	119 24%	43 23%	19 23%	57 25%	59 32%	51 28%	38 27%	32 31%	46 22%	54 20%	78 27%	42 23%	74 29%	218 24%
A 'Friendly WiFi' logo clearly displayed so that it is easy to identify safe public WiFi	388 19%	190 19%	198 19%	57 23%	83 24%	46 13%	72 20%	48 16%	82 18%	89 16%	115 20%	95 21%	89 18%	41 22%	20 24%	41 18%	41 22%	28 15%	24 17%	23 22%	45 22%	44 16%	46 16%	34 19%	51 20%	178 20%
More information for children and young people about how to access public WiFi safely in public	243 12%	121 12%	123 12%	34 14%	45 13%	55 16%	37 10%	31 10%	42 9%	71 13%	70 12%	34 8%	68 14%	30 16%	7 8%	28 12%	20 11%	18 10%	16 11%	6 6%	20 10%	39 15%	39 13%	20 11%	30 11%	98 11%
None of the above	95 5%	61 6%	34 3%	13 5%	17 5%	20 6%	23 6%	11 4%	10 2%	28 5%	28 5%	21 5%	18 4%	5 3%	4 4%	10 4%	3 2%	13 7%	7 5%	5 5%	15 7%	14 5%	9 3%	9 5%	15 6%	45 5%
Don't know	277 13%	142 14%	135 13%	42 17%	39 11%	40 12%	42 11%	41 13%	73 16%	68 12%	74 13%	71 16%	64 13%	22 12%	13 16%	31 14%	24 13%	24 13%	23 16%	11 11%	28 14%	44 16%	34 12%	23 13%	25 10%	116 13%

## Public Internet Safety Survey

### ONLINE Fieldwork: 9th-11th May 2014

Absolutes/col percents

Table 14

**Q.6 Which, if any, of the following things relating to public WiFi do you think would be helpful? Third mention**

**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2056	994	1062	244	287	326	396	336	467	598	610	325	523	172	89	242	179	193	144	112	190	234	312	189	253	816
Weighted base	2056	1008	1048	244	346	346	367	305	448	550	570	448	488	185	82	226	185	185	144	103	206	267	288	185	258	894
Knowing more information about how public WiFi can be safer in public locations	541 26%	276 27%	264 25%	59 24%	84 24%	91 26%	110 30%	69 23%	127 28%	157 29%	142 25%	101 22%	141 29%	57 31%	19 23%	57 25%	40 22%	51 28%	39 27%	27 26%	59 29%	58 22%	77 27%	56 30%	64 25%	230 26%
A website to find out where safe public WiFi sites are across the country	410 20%	182 18%	228 22%	39 16%	77 22%	71 20%	62 17%	76 25%	85 19%	104 19%	112 20%	103 23%	90 18%	36 19%	19 23%	47 21%	49 27%	38 20%	27 19%	22 21%	40 20%	48 18%	53 18%	32 17%	46 18%	176 20%
More information for children and young people about how to access public WiFi safely in public	350 17%	158 16%	192 18%	37 15%	62 18%	55 16%	70 19%	52 17%	74 16%	89 16%	95 17%	74 17%	91 19%	26 14%	13 16%	41 18%	40 21%	26 14%	23 16%	19 19%	34 17%	35 13%	55 19%	36 20%	61 24%	141 16%
A 'Friendly WiFi' logo clearly displayed so that it is easy to identify safe public WiFi	249 12%	113 11%	136 13%	30 12%	41 12%	53 15%	38 10%	38 12%	49 11%	65 12%	74 13%	51 11%	59 12%	12 7%	8 10%	33 15%	20 11%	26 14%	16 11%	7 7%	22 10%	49 18%	37 13%	19 10%	30 11%	128 14%
None of the above	142 7%	92 9%	50 5%	20 8%	29 8%	28 8%	25 7%	21 7%	19 4%	46 8%	45 8%	28 6%	23 5%	17 9%	9 11%	11 5%	8 4%	13 7%	7 5%	9 9%	18 9%	19 7%	19 7%	10 6%	22 8%	73 8%
Don't know	365 18%	187 19%	178 17%	59 24%	54 15%	48 14%	61 17%	50 16%	94 21%	89 16%	102 18%	91 20%	84 17%	37 20%	15 18%	37 16%	28 15%	31 17%	31 22%	19 19%	32 15%	58 22%	46 16%	32 17%	35 14%	146 16%