



Big Brother Watch – Online Privacy

METHODOLOGY NOTE

ComRes interviewed 1,000 adults online in the UK. Data were weighted for each country to be representative of that country by age, gender and region. ComRes is a member of the British Polling Council and abides by its rules.

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Internet Privacy Survey - UK

Q1 How concerned, if at all, are you about your privacy online?	1
Base: All respondents	
Q2 Which of the following statements comes closest to your view?	2
Base: All respondents	
Q3 When online, how much control would you like to have over your personal data (e.g. the websites you visit or products that you look at)?	3
Base: All respondents	
Q4 When people are using the internet, their online personal data (e.g. websites visited, products looked at or emails sent) is often gathered by websites and organisations (e.g. the company that runs an internet browser or email system). Which of the following types of personal data, if any, do you think it is acceptable to be collected by websites or organisations?	5
Base: All respondents	
Q5 Which of the following, if any, do you think it is acceptable for a company to do with online personal data (e.g. websites visited, products looked at or emails sent)?	6
Base: All respondents	
Q6 After investigating Google's Privacy Policy in 2012, data protection authorities reported that Google's Privacy Policy did not comply with European data protection laws, stating "The Privacy Policy allows Google to combine almost any data from any services for any purposes." In January 2015, Google agreed with UK regulators to make the wording of its privacy policy clearer, but not change how it uses consumers' data. Which of the following statements, if any, comes closest to your view about the agreement on Google's Privacy Policy?	7
Base: All respondents	
Q7 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?	8
Base: All respondents	
Q8 What is the maximum that you be willing to pay for an individual online service currently provided for free (e.g. Google, Facebook, Twitter) if it meant your data would not be collected and used by the company providing that service?	9
Base: All respondents	
Q8 What is the maximum that you be willing to pay for an individual online service currently provided for free (e.g. Google, Facebook, Twitter) if it meant your data would not be collected and used by the company providing that service?	11
Base: All who would be willing to pay	
Q9 There are an increasing number of devices that can connect to the internet, ranging from thermostats, to cars to vending machines. As with devices like smartphones and computers, personal data will be collected by these devices (e.g. home energy usage by a thermostat) for the organisations that provide these services. How concerned, if at all, are you about the collection and usage of personal data by organisations through these devices?	12
Base: All respondents	
D1 Gender	14
Base: All respondents	
D2 Age	15
Base: All respondents	
D3 Where do you live?	16
Base: All respondents	

Internet Privacy Survey - UK

Q1 How concerned, if at all, are you about your privacy online?

Base: All respondents

	Total	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES		
		Male	Female	18-34	35-54	55+	North	Midlands/ Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
		a	b	c	d	e	f	g	h	i	j	k	l	m
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	493	507	287	352	361	370	310	320	785	207	464	191	208
Weighted Total	1000	490	510	290	350	360	370	310	320	785	207	465	191	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very concerned (4.00)	291	135	156	87	100	104	117	91	83	291	-	191	51	22
	29%	28%	31%	30%	29%	29%	32%	29%	26%	37%	-	41%	27%	11%
										J		LM	M	
Fairly concerned (3.00)	494	236	259	155	168	171	170	153	171	494	-	225	96	103
	49%	48%	51%	53%	48%	48%	46%	49%	53%	63%	-	48%	50%	50%
									f	J				
Not very concerned (2.00)	181	94	86	40	66	75	69	52	60	-	181	42	38	67
	18%	19%	17%	14%	19%	21%	19%	17%	19%	-	87%	9%	20%	32%
						C					I		K	KL
Not at all concerned (1.00)	26	20	6	6	14	6	10	12	4	-	26	5	6	12
	3%	4%	1%	2%	4%	2%	3%	4%	1%	-	13%	1%	3%	6%
		B			e			H			I		k	K
Don't know	8	5	3	2	2	4	4	2	2	-	-	1	-	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	-	*	-	2%
														KI
NETS														
Net: Concerned	785	371	415	241	269	275	287	244	254	785	-	416	147	125
	79%	76%	81%	83%	77%	76%	78%	79%	79%	100%	-	90%	77%	60%
			A	DE						J		LM	M	
Net: Not concerned	207	114	92	47	79	81	79	64	64	-	207	47	44	79
	21%	23%	18%	16%	23%	22%	21%	21%	20%	-	100%	10%	23%	38%
		B			C	C					I		K	KL
Mean score	3.06	3.00	3.11	3.12	3.02	3.05	3.08	3.05	3.05	3.37	1.87	3.30	3.01	2.66
			A							J		LM	M	
Standard deviation	.76	.80	.72	.72	.80	.75	.78	.79	.71	.48	.33	.68	.77	.75
Standard error	.02	.04	.03	.04	.04	.04	.04	.04	.04	.02	.02	.03	.06	.05

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - UK

Q2 Which of the following statements comes closest to your view?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Midlands/ Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
	a	b	c	d	e	f	g	h	i	j	k	l	m	
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Total	1000	493	507	287	352	361	370	310	320	785	207	464	191	208
Weighted Total	1000	490	510	290	350	360	370	310	320	785	207	465	191	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Consumers are being harmed by big companies gathering large amounts of their personal data for internal use	465	238	227	132	156	176	177	145	142	416	47	465	-	-
	46%	49%	44%	46%	45%	49%	48%	47%	44%	53%	23%	100%	-	-
										J		LM		
Consumer experiences are being enhanced by big companies gathering large amounts of their personal data for internal use	191	112	79	77	72	43	66	62	63	147	44	-	191	-
	19%	23%	15%	26%	21%	12%	18%	20%	20%	19%	21%	-	100%	-
		B		dE	E								KM	
Neither	208	102	106	45	70	93	72	63	73	125	79	-	-	208
	21%	21%	21%	15%	20%	26%	19%	20%	23%	16%	38%	-	-	100%
						Cd					I			KL
Don't know	137	38	99	36	52	49	55	40	42	97	37	-	-	-
	14%	8%	19%	13%	15%	14%	15%	13%	13%	12%	18%	-	-	-
			A								I			

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - UK

Q3 When online, how much control would you like to have over your personal data (e.g. the websites you visit or products that you look at)?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Midlands/ Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
	a	b	c	d	e	f	g	h	i	j	k	l	m	
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Total	1000	493	507	287	352	361	370	310	320	785	207	464	191	208
Weighted Total	1000	490	510	290	350	360	370	310	320	785	207	465	191	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Companies should never gather my personal data	159	77	82	46	56	57	67	47	45	130	27	94	20	26
	16%	16%	16%	16%	16%	16%	18%	15%	14%	17%	13%	20%	10%	13%
												LM		
Companies should never gather my personal data unless they explain why and I specifically give my permission each time	581	263	317	159	202	220	210	176	195	475	102	306	89	114
	58%	54%	62%	55%	58%	61%	57%	57%	61%	60%	49%	66%	47%	55%
			A			c				J		LM		
Companies should be able to gather my personal data whenever they want, as long as I agree to it beforehand	200	121	79	58	72	70	73	67	60	141	59	55	67	51
	20%	25%	15%	20%	20%	19%	20%	22%	19%	18%	28%	12%	35%	24%
		B								I			KM	K
Companies should be able to gather my personal data whenever they want	24	13	11	15	7	2	7	10	7	19	5	9	13	1
	2%	3%	2%	5%	2%	1%	2%	3%	2%	2%	2%	2%	7%	*
				DE	e								KM	
Don't know	36	16	20	11	14	11	13	10	13	20	14	-	2	16
	4%	3%	4%	4%	4%	3%	4%	3%	4%	3%	7%	-	1%	8%
										I			K	KL
NETS														
Net: High control	740	340	400	205	257	277	277	223	240	605	129	400	109	140
	74%	69%	78%	71%	74%	77%	75%	72%	75%	77%	62%	86%	57%	67%
			A			c				J		LM		L

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - UK

Q3 When online, how much control would you like to have over your personal data (e.g. the websites you visit or products that you look at)?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Midlands/ Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
	a	b	c	d	e	f	g	h	i	j	k	l	m	
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Total	1000	493	507	287	352	361	370	310	320	785	207	464	191	208
Weighted Total	1000	490	510	290	350	360	370	310	320	785	207	465	191	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: Low control	224	134	90	74	79	72	80	77	67	160	64	64	80	52
	22%	27%	18%	25%	22%	20%	22%	25%	21%	20%	31%	14%	42%	25%
		B	e							I		KM	K	
Net: Gather in some form	805	397	407	232	280	292	290	253	262	635	166	371	169	166
	80%	81%	80%	80%	80%	81%	78%	82%	82%	81%	80%	80%	89%	80%
												KM		

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - UK

Q4 When people are using the internet, their online personal data (e.g. websites visited, products looked at or emails sent) is often gathered by websites and organisations (e.g. the company that runs an internet browser or email system).

Which of the following types of personal data, if any, do you think it is acceptable to be collected by websites or organisations?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Midlands/ Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	l	m
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	493	507	287	352	361	370	310	320	785	207	464	191	208
Weighted Total	1000	490	510	290	350	360	370	310	320	785	207	465	191	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Purchase history (i.e. things bought online)	335	197	138	116	115	104	121	106	108	252	81	124	101	80
	33%	40%	27%	40%	33%	29%	33%	34%	34%	32%	39%	27%	53%	38%
		B		dE							i		KM	K
Browsing history (i.e. websites visited)	264	138	126	82	98	85	93	87	84	195	67	99	82	57
	26%	28%	25%	28%	28%	23%	25%	28%	26%	25%	32%	21%	43%	28%
											l		KM	k
Search history (i.e. terms used in internet search engines)	234	124	110	90	77	68	77	76	81	176	57	73	89	50
	23%	25%	22%	31%	22%	19%	21%	25%	25%	22%	28%	16%	47%	24%
				DE									KM	K
Physical location (e.g. when using a smartphone or tablet)	178	115	63	69	52	58	66	53	59	132	45	67	66	35
	18%	23%	12%	24%	15%	16%	18%	17%	18%	17%	22%	14%	35%	17%
		B		DE							i		KM	
Content of emails	81	49	32	40	21	20	26	30	25	67	13	34	30	12
	8%	10%	6%	14%	6%	6%	7%	10%	8%	9%	6%	7%	16%	6%
		B		DE									KM	
None of the above	429	184	245	93	155	181	162	136	131	344	80	245	31	74
	43%	37%	48%	32%	44%	50%	44%	44%	41%	44%	39%	53%	16%	35%
			A		C	C						LM		L

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - UK

Q5 Which of the following, if any, do you think it is acceptable for a company to do with online personal data (e.g. websites visited, products looked at or emails sent)?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Midlands/ Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
		a	b	c	d	e	f	g	h	i	j	k	l	m
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	493	507	287	352	361	370	310	320	785	207	464	191	208
Weighted Total	1000	490	510	290	350	360	370	310	320	785	207	465	191	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Use personal data to tailor search results to people's interests	246 25%	146 30%	100 20%	86 30%	84 24%	76 21%	90 24%	70 23%	86 27%	173 22%	71 34%	76 16%	88 46%	53 25%
		B		E					f	I			KM	K
Use personal data to tailor online adverts to people's interests	240 24%	131 27%	109 21%	80 27%	91 26%	70 19%	74 20%	83 27%	83 26%	171 22%	68 33%	71 15%	80 42%	60 29%
		B		E	E			F	f	I			KM	K
Share anonymised data with other companies	146 15%	93 19%	53 10%	60 21%	51 14%	36 10%	35 10%	50 16%	61 19%	115 15%	31 15%	70 15%	39 20%	30 14%
		B		DE	e			F	F				k	
Combine personal data from different services run by the same company to construct a profile of that user	118 12%	70 14%	48 9%	51 18%	40 11%	27 7%	38 10%	42 14%	38 12%	88 11%	29 14%	33 7%	52 27%	26 12%
		B		DE	e								KM	K
Store personal data indefinitely	52 5%	33 7%	19 4%	29 10%	17 5%	6 2%	16 4%	14 5%	22 7%	42 5%	10 5%	27 6%	18 9%	5 2%
		B		DE	E							M	kM	
None of the above	508 51%	220 45%	287 56%	116 40%	179 51%	213 59%	207 56%	148 48%	153 48%	417 53%	86 41%	287 62%	44 23%	90 43%
			A		C	CD	GH			J		LM		L

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - UK

Q6 After investigating Google's Privacy Policy in 2012, data protection authorities reported that Google's Privacy Policy did not comply with European data protection laws, stating "The Privacy Policy allows Google to combine almost any data from any services for any purposes." In January 2015, Google agreed with UK regulators to make the wording of its privacy policy clearer, but not change how it uses consumers' data. Which of the following statements, if any, comes closest to your view about the agreement on Google's Privacy Policy?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Midlands/ Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	l	m
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	493	507	287	352	361	370	310	320	785	207	464	191	208
Weighted Total	1000	490	510	290	350	360	370	310	320	785	207	465	191	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UK regulators should have been more strict	681	330	352	161	235	285	246	208	227	561	118	364	110	135
	68%	67%	69%	55%	67%	79%	67%	67%	71%	71%	57%	78%	58%	65%
				C	CD					J		LM		
UK regulators made a suitable agreement	165	99	67	68	59	39	58	55	52	121	43	63	56	35
	17%	20%	13%	23%	17%	11%	16%	18%	16%	15%	21%	14%	30%	17%
		B		DE	E						i		KM	
UK regulators should have been less strict	26	18	8	17	6	3	8	12	6	21	5	11	11	3
	3%	4%	2%	6%	2%	1%	2%	4%	2%	3%	2%	2%	6%	1%
		B		DE									KM	
Don't know	127	44	84	45	50	33	57	35	35	81	41	26	13	34
	13%	9%	16%	15%	14%	9%	15%	11%	11%	10%	20%	6%	7%	17%
		A		E	E		h				I			KL

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - UK

Q7 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			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Midlands/ Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
		a	b	c	d	e	f	g	h	i	j	k	l	m
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	493	507	287	352	361	370	310	320	785	207	464	191	208
Weighted Total	1000	490	510	290	350	360	370	310	320	785	207	465	191	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Should be doing more	724	347	378	169	261	294	262	225	238	600	122	378	119	148
	72%	71%	74%	58%	75%	82%	71%	73%	74%	76%	59%	81%	62%	71%
					C	CD				J		LM		I
The current amount of action is about right	155	93	62	71	51	34	55	49	51	104	51	58	52	33
	16%	19%	12%	24%	15%	9%	15%	16%	16%	13%	25%	13%	27%	16%
		B		DE	E						I		KM	
Should be doing less	23	15	8	16	2	5	10	6	7	17	4	7	9	5
	2%	3%	2%	6%	1%	1%	3%	2%	2%	2%	2%	2%	5%	2%
				DE									K	
Don't know	97	36	61	35	36	27	43	30	24	64	30	21	11	22
	10%	7%	12%	12%	10%	7%	12%	10%	7%	8%	15%	5%	6%	11%
			A	e			h			I				KI

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - UK

Q8 What is the maximum that you be willing to pay for an individual online service currently provided for free (e.g. Google, Facebook, Twitter) if it meant your data would not be collected and used by the company providing that service?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Midlands/ Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
		a	b	c	d	e	f	g	h	i	j	k	l	m
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	493	507	287	352	361	370	310	320	785	207	464	191	208
Weighted Total	1000	490	510	290	350	360	370	310	320	785	207	465	191	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
I would not be willing to pay anything	751	366	385	199	260	292	285	228	239	576	171	350	135	166
	75%	75%	75%	69%	74%	81%	77%	73%	75%	73%	83%	75%	71%	80%
						CD					I			L
£0.01-4.99	36	15	21	14	13	9	9	14	13	33	3	21	6	6
	4%	3%	4%	5%	4%	2%	2%	5%	4%	4%	1%	5%	3%	3%
										j				
£5-9.99	43	29	14	15	12	16	17	16	10	38	5	21	11	10
	4%	6%	3%	5%	3%	4%	5%	5%	3%	5%	2%	5%	6%	5%
		B												
£10+	36	19	17	17	11	8	10	8	18	32	4	19	10	4
	4%	4%	3%	6%	3%	2%	3%	3%	6%	4%	2%	4%	5%	2%
				dE					fg				m	
Don't know	133	61	73	45	54	35	49	44	40	106	24	53	29	22
	13%	12%	14%	15%	15%	10%	13%	14%	13%	14%	12%	11%	15%	11%
				E	E									
NETS														
Net: ANY	115	63	53	46	36	33	36	38	41	103	12	61	27	20
	12%	13%	10%	16%	10%	9%	10%	12%	13%	13%	6%	13%	14%	10%
				DE						J				
Net: £0.01-5.99	78	43	35	28	25	25	26	29	23	70	8	42	16	16
	8%	9%	7%	10%	7%	7%	7%	9%	7%	9%	4%	9%	8%	8%
										J				
Net: £6+	37	20	17	18	11	8	10	9	18	33	4	19	11	4
	4%	4%	3%	6%	3%	2%	3%	3%	6%	4%	2%	4%	6%	2%
				dE					fg				M	
Median	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - UK

Q8 What is the maximum that you be willing to pay for an individual online service currently provided for free (e.g. Google, Facebook, Twitter) if it meant your data would not be collected and used by the company providing that service?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Midlands/ Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
Significance Level: 90%		a	b	c	d	e	f	g	h	i	j	k	l	m
Significance Level: 95%		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	493	507	287	352	361	370	310	320	785	207	464	191	208
Weighted Total	1000	490	510	290	350	360	370	310	320	785	207	465	191	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Mean score	.81	.88	.73	1.25	.74	.53	.67	.74	1.03	.93	.38	.88	1.19	.57
				dE						J			M	
Standard deviation	2.67	2.63	2.70	3.46	2.62	1.86	2.32	2.32	3.27	2.88	1.67	2.72	3.39	2.21
Standard error	.09	.13	.13	.22	.15	.10	.13	.14	.20	.11	.12	.13	.27	.16

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - UK

Q8 What is the maximum that you be willing to pay for an individual online service currently provided for free (e.g. Google, Facebook, Twitter) if it meant your data would not be collected and used by the company providing that service?

Base: All who would be willing to pay

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Midlands/ Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
Significance Level: 90%		a	b	c	d	e	f	g	h	i	*j	k	*l	*m
Significance Level: 95%		A	B	C	D	E	F	G	H	I	*J	K	*L	*M
Unweighted Total	115	63	52	46	36	33	36	38	41	103	12	61	27	20
Weighted Total	115	63	53	46	36	33	36	38	41	103	12	61	27	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
£0.01-4.99	36	15	21	14	13	9	9	14	13	33	3	21	6	6
	31%	24%	40%	31%	36%	27%	25%	37%	32%	32%	25%	35%	22%	30%
			a											
£5-9.99	43	29	14	15	12	16	17	16	10	38	5	21	11	10
	37%	46%	27%	32%	33%	49%	47%	42%	24%	37%	42%	34%	41%	49%
			B											
£10+	36	19	17	17	11	8	10	8	18	32	4	19	10	4
	31%	30%	33%	37%	31%	24%	28%	21%	44%	31%	33%	31%	37%	20%
								G						
NETS														
Net: ANY	115	63	53	46	36	33	36	38	41	103	12	61	27	20
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Net: £0.01-5.99	78	43	35	28	25	25	26	29	23	70	8	42	16	16
	68%	68%	67%	61%	69%	76%	72%	76%	56%	68%	67%	69%	59%	80%
								h						
Net: £6+	37	20	17	18	11	8	10	9	18	33	4	19	11	4
	32%	32%	33%	39%	31%	24%	28%	24%	44%	32%	33%	31%	41%	20%
								g						
Median	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Mean score	6.07	6.04	6.10	6.62	6.09	5.27	5.94	5.16	7.03	6.09	5.85	5.92	7.13	5.29
									g					
Standard deviation	4.67	4.06	5.34	5.33	4.94	3.12	4.16	3.89	5.59	4.81	3.37	4.51	5.21	4.58
Standard error	.44	.51	.74	.79	.82	.54	.69	.63	.87	.47	.97	.58	1.00	1.02

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - UK

Q9 There are an increasing number of devices that can connect to the internet, ranging from thermostats, to cars to vending machines. As with devices like smartphones and computers, personal data will be collected by these devices (e.g. home energy usage by a thermostat) for the organisations that provide these services.

How concerned, if at all, are you about the collection and usage of personal data by organisations through these devices?

Base: All respondents

	Total	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES		
		Male	Female	18-34	35-54	55+	North	Midlands/ Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
		a	b	c	d	e	f	g	h	i	j	k	l	m
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	493	507	287	352	361	370	310	320	785	207	464	191	208
Weighted Total	1000	490	510	290	350	360	370	310	320	785	207	465	191	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Very concerned (4.00)	252	124	128	58	78	116	89	80	83	233	18	169	33	27
	25%	25%	25%	20%	22%	32%	24%	26%	26%	30%	9%	36%	17%	13%
						CD				J		LM		
Fairly concerned (3.00)	439	198	241	140	153	146	155	137	147	378	61	212	94	77
	44%	40%	47%	48%	44%	40%	42%	44%	46%	48%	30%	46%	49%	37%
			A	E						J		M	M	
Not very concerned (2.00)	209	119	90	66	77	66	76	67	66	117	90	61	49	73
	21%	24%	18%	23%	22%	18%	21%	22%	21%	15%	43%	13%	26%	35%
		B								I		K	KL	
Not at all concerned (1.00)	39	27	12	13	13	13	19	13	7	19	20	11	10	15
	4%	6%	2%	5%	4%	4%	5%	4%	2%	2%	10%	2%	5%	7%
		B					H			I			k	K
Don't know	61	22	39	12	29	20	31	13	17	38	18	11	5	16
	6%	4%	8%	4%	8%	6%	8%	4%	5%	5%	9%	2%	3%	8%
			A		C		G			I				KL
NETS														
Net: Concerned	691	322	369	199	231	261	244	217	230	611	79	381	127	104
	69%	66%	72%	69%	66%	73%	66%	70%	72%	78%	38%	82%	66%	50%
			A		d				f	J		LM	M	
Net: Not concerned	248	146	102	79	90	79	95	80	73	136	110	72	59	88
	25%	30%	20%	27%	26%	22%	26%	26%	23%	17%	53%	16%	31%	42%
		B									I		K	KL
Mean score	2.96	2.90	3.03	2.88	2.92	3.07	2.93	2.96	3.01	3.10	2.41	3.19	2.81	2.60
			A			CD				J		LM	M	

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - UK

Q9 There are an increasing number of devices that can connect to the internet, ranging from thermostats, to cars to vending machines. As with devices like smartphones and computers, personal data will be collected by these devices (e.g. home energy usage by a thermostat) for the organisations that provide these services.

How concerned, if at all, are you about the collection and usage of personal data by organisations through these devices?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Midlands/ Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
		a	b	c	d	e	f	g	h	i	j	k	l	m
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	493	507	287	352	361	370	310	320	785	207	464	191	208
Weighted Total	1000	490	510	290	350	360	370	310	320	785	207	465	191	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard deviation	.81	.86	.75	.79	.80	.83	.84	.82	.77	.75	.80	.76	.79	.83
Standard error	.03	.04	.03	.05	.04	.04	.05	.05	.04	.03	.06	.04	.06	.06

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - UK

D1 Gender

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Midlands/ Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
	a	b	c	d	e	f	g	h	i	j	k	l	m	
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Total	1000	493	507	287	352	361	370	310	320	785	207	464	191	208
Weighted Total	1000	490	510	290	350	360	370	310	320	785	207	465	191	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Male	490	490	-	145	173	172	182	156	152	371	114	238	112	102
	49%	100%	-	50%	49%	48%	49%	50%	48%	47%	55%	51%	59%	49%
		B								I			km	
Female	510	-	510	145	177	188	188	154	168	415	92	227	79	106
	51%	-	100%	50%	51%	52%	51%	50%	52%	53%	45%	49%	41%	51%
		A							J		I		I	

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - UK

D2 Age

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Midlands/ Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
		a	b	c	d	e	f	g	h	i	j	k	l	m
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	493	507	287	352	361	370	310	320	785	207	464	191	208
Weighted Total	1000	490	510	290	350	360	370	310	320	785	207	465	191	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
18 - 24	120	56	64	120	-	-	48	40	32	98	20	57	27	23
	12%	11%	13%	41%	-	-	13%	13%	10%	13%	10%	12%	14%	11%
				DE										
25 - 34	170	89	81	170	-	-	60	52	58	143	26	75	50	22
	17%	18%	16%	59%	-	-	16%	17%	18%	18%	13%	16%	26%	11%
				DE						j		m	KM	
35 - 44	170	89	81	-	170	-	71	56	43	130	39	83	40	27
	17%	18%	16%	-	49%	-	19%	18%	13%	17%	19%	18%	21%	13%
					CE		H						M	
45 - 54	180	84	96	-	180	-	68	47	65	138	41	73	32	43
	18%	17%	19%	-	51%	-	18%	15%	20%	18%	20%	16%	17%	21%
					CE				g					
55 - 64	150	74	76	-	-	150	52	38	60	115	32	79	15	39
	15%	15%	15%	-	-	42%	14%	12%	19%	15%	15%	17%	8%	19%
						CD			G			L		L
65+	210	98	112	-	-	210	70	77	63	160	49	97	27	54
	21%	20%	22%	-	-	58%	19%	25%	20%	20%	24%	21%	14%	26%
						CD		f				I		L
NETS														
Net: 18-34	290	145	145	290	-	-	108	92	90	241	47	132	77	45
	29%	30%	28%	100%	-	-	29%	30%	28%	31%	23%	28%	40%	22%
				DE						J		m	KM	
Net: 35-54	350	173	177	-	350	-	139	103	108	269	79	156	72	70
	35%	35%	35%	-	100%	-	38%	33%	34%	34%	38%	34%	38%	34%
					CE									
Net: 55+	360	172	188	-	-	360	123	115	122	275	81	176	43	93
	36%	35%	37%	-	-	100%	33%	37%	38%	35%	39%	38%	22%	45%
						CD						L		kL

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - UK

D3 Where do you live?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Midlands/ Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
		a	b	c	d	e	f	g	h	i	j	k	l	m
		A	B	C	D	E	F	G	H	I	J	K	L	M
Unweighted Total	1000	493	507	287	352	361	370	310	320	785	207	464	191	208
Weighted Total	1000	490	510	290	350	360	370	310	320	785	207	465	191	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
North East	42	21	21	14	11	17	42	-	-	34	7	20	7	6
	4%	4%	4%	5%	3%	5%	11%	-	-	4%	3%	4%	4%	3%
							GH							
North West	121	56	66	40	44	38	121	-	-	93	26	51	26	23
	12%	11%	13%	14%	12%	11%	33%	-	-	12%	13%	11%	14%	11%
							GH							
Yorks/ Humberside	103	51	52	26	40	37	103	-	-	75	27	48	20	24
	10%	10%	10%	9%	11%	10%	28%	-	-	10%	13%	10%	10%	11%
							GH							
East Midlands	73	36	37	28	22	23	-	73	-	60	13	34	17	16
	7%	7%	7%	10%	6%	6%	-	24%	-	8%	6%	7%	9%	8%
								FH						
West Midlands	97	50	47	30	40	27	-	97	-	75	22	40	24	23
	10%	10%	9%	10%	11%	7%	-	31%	-	10%	11%	9%	13%	11%
					e			FH						
East of England	92	49	43	23	27	42	-	92	-	71	19	44	16	17
	9%	10%	8%	8%	8%	12%	-	30%	-	9%	9%	9%	8%	8%
					d			FH						
London	105	51	54	41	36	28	-	-	105	81	24	46	25	23
	10%	10%	11%	14%	10%	8%	-	-	33%	10%	12%	10%	13%	11%
				E				FG						
South East	136	65	72	31	43	62	-	-	136	108	28	59	26	35
	14%	13%	14%	11%	12%	17%	-	-	43%	14%	14%	13%	14%	17%
						Cd		FG						
South West	79	37	42	17	30	32	-	-	79	65	12	37	12	15
	8%	7%	8%	6%	8%	9%	-	-	25%	8%	6%	8%	6%	7%
								FG						

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M

Internet Privacy Survey - UK

D3 Where do you live?

Base: All respondents

	GENDER		AGE			REGION			CONCERN ABOUT PRIVACY ONLINE		GATHERING PERSONAL DATA FOR BIG COMPANIES			
	Total	Male	Female	18-34	35-54	55+	North	Midlands/ Central	South	Concerned	Not concerned	Consumers harmed	Consumer experiences enhanced	Neither
	a	b	c	d	e	f	g	h	i	j	k	l	m	
	A	B	C	D	E	F	G	H	I	J	K	L	M	
Unweighted Total	1000	493	507	287	352	361	370	310	320	785	207	464	191	208
Weighted Total	1000	490	510	290	350	360	370	310	320	785	207	465	191	208
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Wales	48	22	26	10	14	24	-	48	-	38	10	27	5	7
	5%	4%	5%	3%	4%	7%	-	15%	-	5%	5%	6%	3%	3%
						c		FH				I		
Scotland	87	50	37	20	39	28	87	-	-	71	16	49	9	17
	9%	10%	7%	7%	11%	8%	23%	-	-	9%	8%	11%	5%	8%
						c	GH					L		
Northern Ireland	17	5	12	8	6	3	17	-	-	14	3	9	4	2
	2%	1%	2%	3%	2%	1%	5%	-	-	2%	1%	2%	2%	1%
			a	e			GH							
NETS														
North	370	182	188	108	139	123	370	-	-	287	79	177	66	72
	37%	37%	37%	37%	40%	34%	100%	-	-	37%	38%	38%	35%	35%
							GH							
Midlands	310	156	154	92	103	115	-	310	-	244	64	145	62	63
	31%	32%	30%	32%	29%	32%	-	100%	-	31%	31%	31%	32%	30%
								FH						
South	320	152	168	90	108	122	-	-	320	254	64	142	63	73
	32%	31%	33%	31%	31%	34%	-	-	100%	32%	31%	31%	33%	35%
								FG						

Columns Tested: A,B - C,D,E - F,G,H - I,J - K,L,M