



ETNO – EU PUBLIC PERCEPTIONS

METHODOLOGY NOTE

ComRes interviewed **9,011 people aged 15+ online** between 29th June and 13th July 2015. Countries surveyed were: UK, Poland, Germany, Italy, France, Spain, Sweden, Estonia and Romania. ComRes is a member of the British Polling Council and abides by its rules.

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To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Consumer perception study Online Fieldwork: June-July 2015

Q1 Which, if any, of the following communication services do you use?

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Email	8416	4082	4334	986	1394	1537	1495	1249	1755	954	956	931	936	912	948	945	885	950
	93%	93%	93%	89%	91%	94%	95%	95%	95%	95%	95%	93%	93%	91%	95%	94%	88%	95%
Traditional mobile messaging services (SMS and/or MMS)	7330	3495	3836	941	1255	1366	1315	1075	1378	776	740	596	878	823	931	926	806	854
	81%	80%	83%	85%	82%	84%	84%	82%	74%	78%	74%	60%	88%	82%	93%	92%	80%	85%
Traditional mobile voice service	6310	3192	3119	784	1068	1175	1096	925	1262	648	505	689	828	633	870	420	916	801
	70%	73%	67%	70%	70%	72%	70%	70%	68%	65%	50%	69%	83%	63%	87%	42%	91%	80%
Instant messaging (e.g. WhatsApp, Facebook Messenger, SnapChat)	5655	2478	3177	945	1206	1158	932	651	764	566	623	872	791	452	468	599	510	775
	63%	57%	69%	85%	79%	71%	59%	49%	41%	57%	62%	87%	79%	45%	47%	60%	51%	77%
Landline telephone voice service (at home)	5636	2863	2773	477	698	1020	1046	954	1441	783	727	731	678	648	525	536	483	527
	63%	65%	60%	43%	46%	62%	67%	73%	78%	78%	73%	73%	68%	65%	52%	53%	48%	53%
Video calls (e.g. Facetime, Skype)	3822	1851	1970	620	720	697	598	500	686	400	313	375	477	328	523	399	492	514
	42%	42%	42%	56%	47%	43%	38%	38%	37%	40%	31%	38%	48%	33%	52%	40%	49%	51%
In-app messaging services (e.g. LinkedIn, Twitter)	2390	1211	1179	442	551	513	384	252	248	297	152	423	342	197	133	379	104	362
	27%	28%	25%	40%	36%	31%	24%	19%	13%	30%	15%	42%	34%	20%	13%	38%	10%	36%
None of the above	85	44	41	14	27	11	11	11	10	5	10	16	3	28	5	1	15	4
	1%	1%	1%	1%	2%	1%	1%	1%	1%	0%	1%	2%	0%	3%	1%	0%	1%	0%

Consumer perception study
Online Fieldwork: June-July 2015

Q1 Which, if any, of the following communication services do you use?

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Email	8416	2533	2450	1546	1128	1997	6419	3715	2557	1424	1484	3816	2731
	93%	92%	94%	95%	96%	88%	95%	94%	94%	93%	92%	93%	91%
Traditional mobile messaging services (SMS and/or MMS)	7330	2207	2072	1384	1019	1561	5770	3304	2185	1240	1284	3354	2422
	81%	80%	79%	85%	86%	69%	86%	84%	80%	81%	80%	81%	81%
Traditional mobile voice service	6310	2045	1806	1105	829	1343	4968	2938	1928	1082	1106	2952	2137
	70%	74%	69%	68%	70%	59%	74%	74%	71%	71%	69%	72%	71%
Instant messaging (e.g. WhatsApp, Facebook Messenger, SnapChat)	5655	1661	1614	1091	803	-	5655	2720	1739	1062	1115	2667	2174
	63%	60%	62%	67%	68%	-	84%	69%	64%	69%	69%	65%	73%
Landline telephone voice service (at home)	5636	1500	1640	1141	903	1374	4262	2498	1749	988	1010	2589	1795
	63%	54%	63%	70%	77%	61%	63%	63%	64%	64%	63%	63%	60%
Video calls (e.g. Facetime, Skype)	3822	1135	1050	729	577	-	3822	1916	1160	726	753	1817	1584
	42%	41%	40%	45%	49%	-	57%	48%	43%	47%	47%	44%	53%
In-app messaging services (e.g. LinkedIn, Twitter)	2390	622	622	549	422	-	2390	1280	710	507	547	1207	1066
	27%	23%	24%	34%	36%	-	35%	32%	26%	33%	34%	29%	36%
None of the above	85	23	22	10	7	85	-	15	17	9	10	24	20
	1%	1%	1%	1%	1%	4%	-	0%	1%	1%	1%	1%	1%

Consumer perception study

Online Fieldwork: June-July 2015

Table 2
Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Base: All respondents

	Attributes					
	Safeguarding my personal data and privacy	Informing me about the use of my personal data	Informing me about contract terms	Allowing control over the use of my personal data	Stable connection and reliability of service (audio, video and/or messaging)	Customer service and support
Unweighted base	9,011	9,011	9,011	9,011	9,011	9,011
Weighted base	9,011	9,011	9,011	9,011	9,011	9,011
Net: 0-3 (Poor)	1572	2105	1539	1793	646	1098
	17%	23%	17%	20%	7%	12%
Net: 4-7 (Average)	3641	3598	4058	3628	3756	4123
	40%	40%	45%	40%	42%	46%
Net: 8-10 (Good)	2378	2130	2709	2259	4078	3087
	26%	24%	30%	25%	45%	34%
0 = extremely poor	387	596	318	521	115	201
	4%	7%	4%	6%	1%	2%
1	303	415	281	321	107	193
	3%	5%	3%	4%	1%	2%
2	400	503	392	419	168	273
	4%	6%	4%	5%	2%	3%
3	482	591	549	532	256	430
	5%	7%	6%	6%	3%	5%
4	552	551	595	576	389	540
	6%	6%	7%	6%	4%	6%
5	1281	1286	1370	1295	1112	1288
	14%	14%	15%	14%	12%	14%
6	838	861	1019	819	921	1050
	9%	10%	11%	9%	10%	12%
7	971	900	1074	938	1333	1244
	11%	10%	12%	10%	15%	14%
8	973	913	1152	963	1732	1353
	11%	10%	13%	11%	19%	15%
9	708	618	825	671	1305	977
	8%	7%	9%	7%	14%	11%
10 = excellent	696	599	732	625	1041	756
	8%	7%	8%	7%	12%	8%

Consumer perception study
Online Fieldwork: June-July 2015

Table 2 Cont'd

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Base: All respondents

	Attributes					
	Safeguarding my personal data and privacy	Informing me about the use of my personal data	Informing me about contract terms	Allowing control over the use of my personal data	Stable connection and reliability of service (audio, video and/or messaging)	Customer service and support
Unweighted base	9,011	9,011	9,011	9,011	9,011	9,011
Weighted base	9,011	9,011	9,011	9,011	9,011	9,011
Don't know	1420	1178	705	1331	531	704
	16%	13%	8%	15%	6%	8%
Mean	5.81	5.38	5.96	5.60	6.98	6.36
Standard deviation	2.76	2.89	2.65	2.83	2.25	2.46
Standard error	0.06	0.06	0.06	0.06	0.05	0.05

Consumer perception study Online Fieldwork: June-July 2015

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Safeguarding my personal data and privacy

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: 0-3 (Poor)	1572	789	784	142	274	276	303	252	327	113	162	215	212	181	275	156	111	148
	17%	18%	17%	13%	18%	17%	19%	19%	18%	11%	16%	22%	21%	18%	27%	16%	11%	15%
Net: 4-7 (Average)	3641	1757	1884	503	643	655	648	501	691	369	394	440	480	483	391	341	403	340
	40%	40%	41%	45%	42%	40%	41%	38%	37%	37%	39%	44%	48%	48%	39%	34%	40%	34%
Net: 8-10 (Good)	2378	1173	1205	322	413	468	382	326	466	312	267	290	249	224	200	162	260	414
	26%	27%	26%	29%	27%	29%	24%	25%	25%	31%	27%	29%	25%	22%	20%	16%	26%	41%
0 = extremely poor	387	203	184	21	76	65	82	63	80	28	32	63	49	51	83	36	10	35
	4%	5%	4%	2%	5%	4%	5%	5%	4%	3%	3%	6%	5%	5%	8%	4%	1%	4%
1	303	152	151	33	42	41	67	49	71	24	31	42	40	25	61	30	18	32
	3%	3%	3%	3%	3%	3%	4%	4%	4%	2%	3%	4%	4%	2%	6%	3%	2%	3%
2	400	206	194	36	57	83	72	60	93	27	48	44	64	43	60	36	36	42
	4%	5%	4%	3%	4%	5%	5%	5%	5%	3%	5%	4%	6%	4%	6%	4%	4%	4%
3	482	228	254	52	100	86	82	80	84	35	51	67	58	62	71	53	47	38
	5%	5%	5%	5%	7%	5%	5%	6%	5%	3%	5%	7%	6%	6%	7%	5%	5%	4%
4	552	240	312	80	88	97	101	83	103	49	52	50	72	71	85	62	58	52
	6%	5%	7%	7%	6%	6%	6%	6%	6%	5%	5%	5%	7%	7%	8%	6%	6%	5%
5	1281	610	671	153	222	225	248	174	259	113	161	173	125	173	130	128	165	113
	14%	14%	14%	14%	15%	14%	16%	13%	14%	11%	16%	17%	12%	17%	13%	13%	16%	11%
6	838	419	419	118	169	156	141	102	152	87	84	96	128	126	97	67	83	70
	9%	10%	9%	11%	11%	10%	9%	8%	8%	9%	8%	10%	13%	13%	10%	7%	8%	7%
7	971	488	482	151	164	178	158	142	177	120	96	120	155	113	79	84	98	105
	11%	11%	10%	14%	11%	11%	10%	11%	10%	12%	10%	12%	15%	11%	8%	8%	10%	10%
8	973	488	485	132	175	188	159	130	190	131	117	118	114	95	85	60	109	143
	11%	11%	10%	12%	11%	12%	10%	10%	10%	13%	12%	12%	11%	10%	9%	6%	11%	14%
9	708	342	367	88	103	154	113	102	148	73	72	93	69	62	63	42	90	146
	8%	8%	8%	8%	7%	9%	7%	8%	8%	7%	7%	9%	7%	6%	6%	4%	9%	15%
10 = excellent	696	343	353	102	136	126	111	94	128	108	78	79	67	66	52	60	61	126
	8%	8%	8%	9%	9%	8%	7%	7%	7%	11%	8%	8%	7%	7%	5%	6%	6%	13%

Consumer perception study
Online Fieldwork: June-July 2015

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Safeguarding my personal data and privacy

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Don't know	1420	655	765	146	195	237	239	236	368	207	179	54	62	114	136	343	227	98
	16%	15%	16%	13%	13%	14%	15%	18%	20%	21%	18%	5%	6%	11%	14%	34%	23%	10%
Mean	5.81	5.81	5.81	6.19	5.83	5.94	5.59	5.67	5.73	6.41	5.88	5.70	5.64	5.61	4.95	5.46	6.14	6.51
Standard deviation	2.76	2.79	2.73	2.53	2.75	2.73	2.81	2.83	2.81	2.64	2.69	2.83	2.71	2.63	2.93	2.75	2.42	2.82
Standard error	0.06	0.09	0.09	0.16	0.15	0.14	0.15	0.17	0.14	0.18	0.18	0.18	0.17	0.17	0.20	0.21	0.17	0.18

Consumer perception study

Online Fieldwork: June-July 2015

Averages/col percents

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Safeguarding my personal data and privacy

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: 0-3 (Poor)	1572	505	409	280	210	403	1169	604	541	1	27	332	277
	17%	18%	16%	17%	18%	18%	17%	15%	20%	0%	2%	8%	9%
Net: 4-7 (Average)	3641	1023	1141	695	464	853	2789	1680	1160	107	268	1797	1340
	40%	37%	44%	43%	39%	38%	41%	42%	43%	7%	17%	44%	45%
Net: 8-10 (Good)	2378	780	672	436	326	525	1853	1318	662	1426	1262	1589	1191
	26%	28%	26%	27%	28%	23%	27%	33%	24%	93%	79%	39%	40%
0 = extremely poor	387	129	92	59	58	114	272	128	143	1	6	43	45
	4%	5%	4%	4%	5%	5%	4%	3%	5%	0%	0%	1%	1%
1	303	95	84	52	34	78	225	115	89	-	5	55	49
	3%	3%	3%	3%	3%	3%	3%	3%	3%	-	0%	1%	2%
2	400	126	114	82	48	95	305	168	145	-	8	97	80
	4%	5%	4%	5%	4%	4%	5%	4%	5%	-	1%	2%	3%
3	482	154	119	86	70	116	366	193	163	-	8	137	103
	5%	6%	5%	5%	6%	5%	5%	5%	6%	-	1%	3%	3%
4	552	168	162	87	73	128	424	237	187	2	17	209	172
	6%	6%	6%	5%	6%	6%	6%	6%	7%	0%	1%	5%	6%
5	1281	365	405	237	161	331	951	528	401	11	53	541	408
	14%	13%	16%	15%	14%	15%	14%	13%	15%	1%	3%	13%	14%
6	838	224	269	165	108	174	664	416	270	16	51	464	337
	9%	8%	10%	10%	9%	8%	10%	11%	10%	1%	3%	11%	11%
7	971	266	305	205	121	220	750	499	302	78	148	583	424
	11%	10%	12%	13%	10%	10%	11%	13%	11%	5%	9%	14%	14%
8	973	305	264	194	146	213	760	527	290	400	373	638	459
	11%	11%	10%	12%	12%	9%	11%	13%	11%	26%	23%	16%	15%
9	708	247	212	120	90	157	551	388	210	470	407	487	382
	8%	9%	8%	7%	8%	7%	8%	10%	8%	31%	25%	12%	13%
10 = excellent	696	228	195	122	89	155	541	403	162	555	482	464	350
	8%	8%	7%	7%	8%	7%	8%	10%	6%	36%	30%	11%	12%

Consumer perception study
Online Fieldwork: June-July 2015

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Safeguarding my personal data and privacy

Base: All respondents

	Total	Income			High	Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium		Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Don't know	1420	450	390	222	179	485	935	353	357	-	48	399	186
	16%	16%	15%	14%	15%	21%	14%	9%	13%	-	3%	10%	6%
Mean	5.81	5.83	5.88	5.88	5.81	5.63	5.86	6.20	5.58	8.93	8.47	6.78	6.71
Standard deviation	2.76	2.85	2.66	2.68	2.78	2.82	2.74	2.67	2.75	1.06	1.64	2.31	2.39
Standard error	0.06	0.12	0.11	0.14	0.17	0.13	0.07	0.09	0.11	0.05	0.08	0.07	0.09

Consumer perception study Online Fieldwork: June-July 2015

Absolutes/col percents

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Informing me about the use of my personal data

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: 0-3 (Poor)	2105	1081	1024	194	350	356	399	345	461	226	236	267	234	218	371	244	140	170
	23%	25%	22%	17%	23%	22%	25%	26%	25%	23%	24%	27%	23%	22%	37%	24%	14%	17%
Net: 4-7 (Average)	3598	1712	1886	508	644	650	614	481	702	353	381	444	449	457	373	338	415	387
	40%	39%	41%	46%	42%	40%	39%	37%	38%	35%	38%	44%	45%	46%	37%	34%	41%	39%
Net: 8-10 (Good)	2130	1067	1062	280	379	437	359	291	384	257	216	246	255	228	183	138	228	379
	24%	24%	23%	25%	25%	27%	23%	22%	21%	26%	22%	25%	25%	23%	18%	14%	23%	38%
0 = extremely poor	596	332	264	44	97	96	116	112	132	69	66	67	57	78	128	61	18	53
	7%	8%	6%	4%	6%	6%	7%	9%	7%	7%	7%	7%	6%	8%	13%	6%	2%	5%
1	415	203	212	40	65	59	89	60	103	41	42	63	51	36	82	51	18	31
	5%	5%	5%	4%	4%	4%	6%	5%	6%	4%	4%	6%	5%	4%	8%	5%	2%	3%
2	503	241	262	48	92	104	89	72	98	53	52	77	54	48	80	64	46	28
	6%	6%	6%	4%	6%	6%	6%	5%	5%	5%	5%	8%	5%	5%	8%	6%	5%	3%
3	591	304	287	62	97	98	106	101	128	63	76	59	73	55	80	69	58	58
	7%	7%	6%	6%	6%	6%	7%	8%	7%	6%	8%	6%	7%	6%	8%	7%	6%	6%
4	551	256	295	76	100	89	103	77	106	42	55	72	75	57	81	61	42	67
	6%	6%	6%	7%	7%	5%	7%	6%	6%	4%	6%	7%	7%	6%	8%	6%	4%	7%
5	1286	596	690	169	220	245	223	181	247	122	152	164	114	179	130	133	177	115
	14%	14%	15%	15%	14%	15%	14%	14%	13%	12%	15%	16%	11%	18%	13%	13%	18%	12%
6	861	429	432	115	159	153	144	109	180	90	85	108	137	105	84	74	92	86
	10%	10%	9%	10%	10%	9%	9%	8%	10%	9%	8%	11%	14%	10%	8%	7%	9%	9%
7	900	430	470	147	164	164	143	113	168	99	89	100	124	116	77	71	104	119
	10%	10%	10%	13%	11%	10%	9%	9%	9%	10%	9%	10%	12%	12%	8%	7%	10%	12%
8	913	484	430	120	154	189	155	130	165	104	102	103	116	105	74	58	98	154
	10%	11%	9%	11%	10%	12%	10%	10%	9%	10%	10%	10%	12%	11%	7%	6%	10%	15%
9	618	290	328	72	106	131	107	91	111	69	59	71	74	61	64	32	72	117
	7%	7%	7%	6%	7%	8%	7%	7%	6%	7%	6%	7%	7%	6%	6%	3%	7%	12%
10 = excellent	599	293	305	88	119	117	97	70	108	84	56	72	66	62	45	48	58	108
	7%	7%	7%	8%	8%	7%	6%	5%	6%	8%	6%	7%	7%	6%	5%	5%	6%	11%

Consumer perception study
Online Fieldwork: June-July 2015

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Informing me about the use of my personal data

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Don't know	1178	514	664	131	153	193	200	198	303	166	168	43	65	98	74	282	219	64
	13%	12%	14%	12%	10%	12%	13%	15%	16%	17%	17%	4%	6%	10%	7%	28%	22%	6%
Mean	5.38	5.34	5.42	5.79	5.48	5.59	5.21	5.13	5.17	5.55	5.27	5.26	5.52	5.40	4.45	4.81	5.91	6.22
Standard deviation	2.89	2.93	2.84	2.67	2.87	2.86	2.94	2.96	2.92	3.00	2.85	2.89	2.79	2.81	3.04	2.84	2.47	2.83
Standard error	0.06	0.09	0.09	0.17	0.15	0.15	0.16	0.17	0.15	0.20	0.19	0.18	0.18	0.18	0.20	0.21	0.17	0.18

Consumer perception study Online Fieldwork: June-July 2015

Averages/col percents

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Informing me about the use of my personal data

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: 0-3 (Poor)	2105	633	588	351	318	551	1555	812	717	2	34	510	389
	23%	23%	23%	21%	27%	24%	23%	21%	26%	0%	2%	12%	13%
Net: 4-7 (Average)	3598	1055	1087	703	429	859	2739	1630	1169	152	316	1815	1340
	40%	38%	42%	43%	36%	38%	41%	41%	43%	10%	20%	44%	45%
Net: 8-10 (Good)	2130	706	606	393	285	445	1685	1222	569	1379	1209	1467	1121
	24%	26%	23%	24%	24%	20%	25%	31%	21%	90%	75%	36%	37%
0 = extremely poor	596	193	146	101	90	179	418	197	211	-	8	79	67
	7%	7%	6%	6%	8%	8%	6%	5%	8%	-	0%	2%	2%
1	415	127	123	64	54	112	303	145	155	-	5	79	65
	5%	5%	5%	4%	5%	5%	4%	4%	6%	-	0%	2%	2%
2	503	150	142	85	79	112	390	191	186	-	5	147	98
	6%	5%	5%	5%	7%	5%	6%	5%	7%	-	0%	4%	3%
3	591	163	177	101	95	148	443	279	165	2	16	204	158
	7%	6%	7%	6%	8%	7%	7%	7%	6%	0%	1%	5%	5%
4	551	173	150	105	68	118	434	232	213	2	15	187	168
	6%	6%	6%	6%	6%	5%	6%	6%	8%	0%	1%	5%	6%
5	1286	371	404	239	152	345	941	532	383	15	68	598	399
	14%	13%	15%	15%	13%	15%	14%	13%	14%	1%	4%	15%	13%
6	861	250	248	177	109	203	658	405	284	35	67	475	351
	10%	9%	10%	11%	9%	9%	10%	10%	10%	2%	4%	12%	12%
7	900	261	284	183	101	193	706	461	289	100	166	554	423
	10%	9%	11%	11%	9%	9%	10%	12%	11%	6%	10%	13%	14%
8	913	281	266	181	135	194	719	510	247	433	382	635	468
	10%	10%	10%	11%	11%	9%	11%	13%	9%	28%	24%	15%	16%
9	618	218	184	113	63	120	498	364	175	443	383	445	348
	7%	8%	7%	7%	5%	5%	7%	9%	6%	29%	24%	11%	12%
10 = excellent	599	207	155	98	86	132	467	349	148	504	444	387	305
	7%	8%	6%	6%	7%	6%	7%	9%	5%	33%	28%	9%	10%

Consumer perception study
Online Fieldwork: June-July 2015

Absolutes/col percents

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Informing me about the use of my personal data

Base: All respondents

	Total	Income			Use		Awareness		Positive Rating		Data information		
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Don't know	1178	364	331	186	147	412	767	290	263	-	46	326	144
	13%	13%	13%	11%	12%	18%	11%	7%	10%	-	3%	8%	5%
Mean	5.38	5.46	5.43	5.49	5.23	5.12	5.46	5.85	5.11	8.79	8.32	6.44	6.45
Standard deviation	2.89	2.96	2.80	2.79	2.97	2.93	2.87	2.81	2.88	1.13	1.72	2.46	2.50
Standard error	0.06	0.12	0.12	0.14	0.18	0.13	0.07	0.09	0.11	0.06	0.09	0.08	0.09

Consumer perception study Online Fieldwork: June-July 2015

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Informing me about contract terms

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: 0-3 (Poor)	1539	799	740	146	267	275	272	260	318	148	100	242	191	179	238	216	65	160
	17%	18%	16%	13%	18%	17%	17%	20%	17%	15%	10%	24%	19%	18%	24%	22%	6%	16%
Net: 4-7 (Average)	4058	1975	2083	546	688	747	751	545	781	386	446	466	504	503	491	399	461	402
	45%	45%	45%	49%	45%	46%	48%	41%	42%	39%	45%	47%	50%	50%	49%	40%	46%	40%
Net: 8-10 (Good)	2709	1320	1389	328	450	488	436	415	592	354	389	271	275	243	241	176	352	409
	30%	30%	30%	29%	30%	30%	28%	32%	32%	35%	39%	27%	27%	24%	24%	18%	35%	41%
0 = extremely poor	318	173	145	25	68	58	47	53	67	38	16	55	34	54	56	30	3	34
	4%	4%	3%	2%	4%	4%	3%	4%	4%	4%	2%	5%	3%	5%	6%	3%	0%	3%
1	281	139	141	25	53	40	61	51	51	30	15	47	36	30	39	39	6	39
	3%	3%	3%	2%	3%	2%	4%	4%	3%	3%	1%	5%	4%	3%	4%	4%	1%	4%
2	392	197	196	34	59	83	71	54	92	32	22	66	53	45	59	63	15	37
	4%	4%	4%	3%	4%	5%	4%	4%	5%	3%	2%	7%	5%	4%	6%	6%	2%	4%
3	549	290	258	62	87	95	94	102	108	48	47	75	68	50	84	85	41	51
	6%	7%	6%	6%	6%	6%	6%	8%	6%	5%	5%	8%	7%	5%	8%	8%	4%	5%
4	595	287	308	82	95	118	113	75	112	47	68	64	71	60	89	78	55	64
	7%	7%	7%	7%	6%	7%	7%	6%	6%	5%	7%	6%	7%	6%	9%	8%	5%	6%
5	1370	655	715	171	227	248	254	182	287	120	152	162	125	184	173	147	182	126
	15%	15%	15%	15%	15%	15%	16%	14%	16%	12%	15%	16%	12%	18%	17%	15%	18%	13%
6	1019	515	503	143	178	184	195	121	198	107	114	123	170	121	112	87	97	88
	11%	12%	11%	13%	12%	11%	12%	9%	11%	11%	11%	12%	17%	12%	11%	9%	10%	9%
7	1074	518	556	150	187	197	190	166	185	113	113	117	137	138	117	87	128	124
	12%	12%	12%	13%	12%	12%	12%	13%	10%	11%	11%	12%	14%	14%	12%	9%	13%	12%
8	1152	579	573	148	188	211	182	185	239	156	148	112	130	103	99	89	150	165
	13%	13%	12%	13%	12%	13%	12%	14%	13%	16%	15%	11%	13%	10%	10%	9%	15%	16%
9	825	390	436	89	134	143	139	137	184	90	131	78	84	73	82	34	118	135
	9%	9%	9%	8%	9%	9%	9%	10%	10%	9%	13%	8%	8%	7%	8%	3%	12%	14%
10 = excellent	732	351	381	91	128	134	115	94	169	107	110	80	61	67	60	53	83	109
	8%	8%	8%	8%	8%	8%	7%	7%	9%	11%	11%	8%	6%	7%	6%	5%	8%	11%

Consumer perception study
Online Fieldwork: June-July 2015

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Informing me about contract terms

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Don't know	705	280	425	93	121	125	112	95	159	113	66	21	33	76	33	211	125	29
	8%	6%	9%	8%	8%	8%	7%	7%	9%	11%	7%	2%	3%	8%	3%	21%	12%	3%
Mean	5.96	5.91	6.02	6.14	5.92	5.96	5.86	5.91	6.02	6.30	6.59	5.55	5.82	5.70	5.42	5.24	6.68	6.36
Standard deviation	2.65	2.67	2.62	2.44	2.71	2.63	2.60	2.73	2.70	2.72	2.41	2.79	2.56	2.65	2.70	2.62	2.13	2.73
Standard error	0.06	0.08	0.08	0.15	0.14	0.13	0.13	0.15	0.13	0.18	0.15	0.18	0.16	0.17	0.17	0.18	0.14	0.17

Consumer perception study Online Fieldwork: June-July 2015

Absolutes/col percents

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Informing me about contract terms

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: 0-3 (Poor)	1539	483	410	271	217	376	1163	526	540	1	33	339	297
	17%	17%	16%	17%	18%	17%	17%	13%	20%	0%	2%	8%	10%
Net: 4-7 (Average)	4058	1190	1223	759	525	1000	3058	1795	1289	114	294	1909	1365
	45%	43%	47%	46%	45%	44%	45%	45%	47%	7%	18%	46%	46%
Net: 8-10 (Good)	2709	877	780	494	366	626	2083	1494	744	1419	1258	1725	1251
	30%	32%	30%	30%	31%	28%	31%	38%	27%	93%	78%	42%	42%
0 = extremely poor	318	96	81	59	46	90	228	90	116	-	5	39	49
	4%	3%	3%	4%	4%	4%	3%	2%	4%	-	0%	1%	2%
1	281	96	75	50	34	66	214	95	101	-	4	51	46
	3%	3%	3%	3%	3%	3%	3%	2%	4%	-	0%	1%	2%
2	392	135	98	71	52	98	294	125	147	1	4	91	66
	4%	5%	4%	4%	4%	4%	4%	3%	5%	0%	0%	2%	2%
3	549	156	157	91	85	122	427	216	177	-	20	157	136
	6%	6%	6%	6%	7%	5%	6%	5%	7%	-	1%	4%	5%
4	595	175	151	120	94	131	464	250	194	4	8	218	174
	7%	6%	6%	7%	8%	6%	7%	6%	7%	0%	0%	5%	6%
5	1370	430	440	238	149	376	994	545	433	12	58	569	427
	15%	16%	17%	15%	13%	17%	15%	14%	16%	1%	4%	14%	14%
6	1019	251	308	208	158	235	784	479	324	27	70	536	364
	11%	9%	12%	13%	13%	10%	12%	12%	12%	2%	4%	13%	12%
7	1074	334	323	193	125	257	817	521	339	71	158	586	401
	12%	12%	12%	12%	11%	11%	12%	13%	12%	5%	10%	14%	13%
8	1152	357	336	224	175	265	888	625	335	416	384	706	522
	13%	13%	13%	14%	15%	12%	13%	16%	12%	27%	24%	17%	17%
9	825	274	241	151	91	191	634	466	226	474	412	554	393
	9%	10%	9%	9%	8%	8%	9%	12%	8%	31%	26%	13%	13%
10 = excellent	732	245	202	119	101	171	561	403	184	529	462	465	336
	8%	9%	8%	7%	9%	8%	8%	10%	7%	34%	29%	11%	11%

Consumer perception study
Online Fieldwork: June-July 2015

Absolutes/col percents

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Informing me about contract terms

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Don't know	705	209	198	109	70	263	442	140	145	-	21	144	81
	8%	8%	8%	7%	6%	12%	7%	4%	5%	-	1%	4%	3%
Mean	5.96	6.00	6.03	5.96	5.91	5.89	5.99	6.41	5.72	8.88	8.40	6.80	6.69
Standard deviation	2.65	2.71	2.57	2.61	2.67	2.66	2.64	2.51	2.67	1.08	1.64	2.26	2.37
Standard error	0.06	0.11	0.10	0.13	0.16	0.12	0.07	0.08	0.10	0.05	0.08	0.07	0.09

Consumer perception study Online Fieldwork: June-July 2015

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Allowing control over the use of my personal data

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: 0-3 (Poor)	1793	913	880	153	299	284	349	298	411	142	183	267	282	148	307	199	80	183
	20%	21%	19%	14%	20%	17%	22%	23%	22%	14%	18%	27%	28%	15%	31%	20%	8%	18%
Net: 4-7 (Average)	3628	1744	1883	501	634	681	644	485	683	358	402	475	420	492	390	317	410	362
	40%	40%	41%	45%	42%	42%	41%	37%	37%	36%	40%	48%	42%	49%	39%	32%	41%	36%
Net: 8-10 (Good)	2259	1122	1137	316	414	448	361	310	410	286	220	204	229	264	209	133	356	357
	25%	26%	25%	28%	27%	27%	23%	24%	22%	29%	22%	20%	23%	26%	21%	13%	36%	36%
0 = extremely poor	521	285	236	33	90	71	106	81	139	38	53	74	94	44	99	61	9	51
	6%	7%	5%	3%	6%	4%	7%	6%	8%	4%	5%	7%	9%	4%	10%	6%	1%	5%
1	321	163	159	26	51	42	66	55	82	22	31	52	50	26	53	37	13	36
	4%	4%	3%	2%	3%	3%	4%	4%	4%	2%	3%	5%	5%	3%	5%	4%	1%	4%
2	419	203	216	38	59	68	84	85	85	30	46	76	67	32	64	41	25	38
	5%	5%	5%	3%	4%	4%	5%	6%	5%	3%	5%	8%	7%	3%	6%	4%	2%	4%
3	532	263	269	56	100	102	93	77	104	52	54	64	71	47	91	61	33	58
	6%	6%	6%	5%	7%	6%	6%	6%	6%	5%	5%	6%	7%	5%	9%	6%	3%	6%
4	576	275	301	74	101	103	108	68	123	45	72	66	85	67	84	64	45	47
	6%	6%	6%	7%	7%	6%	7%	5%	7%	4%	7%	7%	8%	7%	8%	6%	5%	5%
5	1295	612	683	155	218	259	227	197	239	139	145	196	114	184	123	127	147	121
	14%	14%	15%	14%	14%	16%	14%	15%	13%	14%	14%	20%	11%	18%	12%	13%	15%	12%
6	819	411	408	117	155	155	140	93	158	71	96	94	122	122	97	56	85	76
	9%	9%	9%	11%	10%	10%	9%	7%	9%	7%	10%	9%	12%	12%	10%	6%	9%	8%
7	938	446	491	155	160	164	168	127	163	103	90	119	99	120	86	70	133	117
	10%	10%	11%	14%	10%	10%	11%	10%	9%	10%	9%	12%	10%	12%	9%	7%	13%	12%
8	963	494	469	136	183	183	146	140	174	124	108	84	101	130	74	62	137	144
	11%	11%	10%	12%	12%	11%	9%	11%	9%	12%	11%	8%	10%	13%	7%	6%	14%	14%
9	671	326	345	88	98	144	113	105	124	74	62	58	67	67	72	28	134	110
	7%	7%	7%	8%	6%	9%	7%	8%	7%	7%	6%	6%	7%	7%	7%	3%	13%	11%
10 = excellent	625	301	324	92	133	120	102	65	113	89	50	63	61	67	64	43	85	102
	7%	7%	7%	8%	9%	7%	6%	5%	6%	9%	5%	6%	6%	7%	6%	4%	9%	10%

Consumer perception study
Online Fieldwork: June-July 2015

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Allowing control over the use of my personal data

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Don't know	1331	595	736	142	179	224	218	222	346	214	195	54	71	97	96	352	155	98
	15%	14%	16%	13%	12%	14%	14%	17%	19%	21%	19%	5%	7%	10%	10%	35%	15%	10%
Mean	5.60	5.56	5.64	6.11	5.71	5.83	5.40	5.37	5.30	6.11	5.49	5.13	5.10	5.86	4.93	4.92	6.70	6.13
Standard deviation	2.83	2.87	2.79	2.56	2.83	2.71	2.88	2.88	2.96	2.73	2.73	2.81	2.96	2.55	3.01	2.83	2.31	2.88
Standard error	0.06	0.09	0.09	0.16	0.15	0.14	0.15	0.17	0.15	0.19	0.19	0.18	0.19	0.17	0.20	0.22	0.16	0.19

Consumer perception study

Online Fieldwork: June-July 2015

Absolutes/col percents

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Allowing control over the use of my personal data

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: 0-3 (Poor)	1793	517	500	327	255	427	1366	676	639	18	53	413	341
	20%	19%	19%	20%	22%	19%	20%	17%	24%	1%	3%	10%	11%
Net: 4-7 (Average)	3628	1072	1099	692	457	865	2763	1661	1146	137	298	1806	1335
	40%	39%	42%	42%	39%	38%	41%	42%	42%	9%	19%	44%	45%
Net: 8-10 (Good)	2259	766	660	390	290	523	1737	1293	588	1378	1204	1542	1139
	25%	28%	25%	24%	25%	23%	26%	33%	22%	90%	75%	37%	38%
0 = extremely poor	521	156	133	97	83	151	370	172	192	11	16	82	69
	6%	6%	5%	6%	7%	7%	5%	4%	7%	1%	1%	2%	2%
1	321	85	94	63	36	75	246	112	119	1	6	59	54
	4%	3%	4%	4%	3%	3%	4%	3%	4%	0%	0%	1%	2%
2	419	125	125	68	63	91	328	179	134	3	12	120	83
	5%	5%	5%	4%	5%	4%	5%	5%	5%	0%	1%	3%	3%
3	532	151	148	98	72	110	422	213	195	3	19	151	136
	6%	5%	6%	6%	6%	5%	6%	5%	7%	0%	1%	4%	5%
4	576	185	145	100	90	138	438	249	198	7	18	228	173
	6%	7%	6%	6%	8%	6%	6%	6%	7%	0%	1%	6%	6%
5	1295	358	415	256	157	336	959	527	411	17	50	571	410
	14%	13%	16%	16%	13%	15%	14%	13%	15%	1%	3%	14%	14%
6	819	237	253	153	97	183	636	397	250	21	59	432	332
	9%	9%	10%	9%	8%	8%	9%	10%	9%	1%	4%	10%	11%
7	938	291	286	183	112	208	730	487	287	93	170	575	420
	10%	11%	11%	11%	10%	9%	11%	12%	11%	6%	11%	14%	14%
8	963	295	293	170	137	234	729	533	264	427	380	647	470
	11%	11%	11%	10%	12%	10%	11%	13%	10%	28%	24%	16%	16%
9	671	233	190	126	80	149	522	386	177	447	369	473	351
	7%	8%	7%	8%	7%	7%	8%	10%	7%	29%	23%	11%	12%
10 = excellent	625	238	177	93	73	139	486	374	147	504	455	422	318
	7%	9%	7%	6%	6%	6%	7%	9%	5%	33%	28%	10%	11%

Consumer perception study
Online Fieldwork: June-July 2015

Absolutes/col percents

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Allowing control over the use of my personal data

Base: All respondents

	Total	Income			High	Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium		Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Don't know	1331	404	352	224	177	452	879	326	345	-	50	357	179
	15%	15%	13%	14%	15%	20%	13%	8%	13%	-	3%	9%	6%
Mean	5.60	5.78	5.66	5.54	5.43	5.50	5.63	6.06	5.27	8.73	8.28	6.59	6.53
Standard deviation	2.83	2.88	2.76	2.78	2.88	2.87	2.82	2.75	2.83	1.41	1.87	2.42	2.47
Standard error	0.06	0.12	0.11	0.15	0.18	0.13	0.07	0.09	0.11	0.07	0.09	0.08	0.09

Consumer perception study

Online Fieldwork: June-July 2015

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Stable connection and reliability of service (audio, video and/or messaging)

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: 0-3 (Poor)	646	321	324	72	111	106	124	100	134	48	44	84	102	76	102	87	35	67
	7%	7%	7%	6%	7%	6%	8%	8%	7%	5%	4%	8%	10%	8%	10%	9%	4%	7%
Net: 4-7 (Average)	3756	1761	1995	494	714	697	666	498	687	320	326	488	493	494	453	408	433	342
	42%	40%	43%	44%	47%	43%	42%	38%	37%	32%	33%	49%	49%	49%	45%	41%	43%	34%
Net: 8-10 (Good)	4078	2088	1990	480	626	737	690	635	910	549	572	410	386	376	403	342	482	559
	45%	48%	43%	43%	41%	45%	44%	48%	49%	55%	57%	41%	39%	38%	40%	34%	48%	56%
0 = extremely poor	115	60	55	10	15	23	23	24	21	13	11	11	19	16	17	15	-	12
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	2%	2%	2%	-	1%
1	107	47	60	12	21	11	23	21	19	9	7	13	21	7	27	11	4	8
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	3%	1%	0%	1%
2	168	92	76	19	29	27	26	23	44	8	12	26	27	22	18	21	14	20
	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	3%	3%	2%	2%	2%	1%	2%
3	256	123	134	31	46	45	53	32	49	18	13	34	35	31	41	40	17	27
	3%	3%	3%	3%	3%	3%	3%	2%	3%	2%	1%	3%	3%	3%	4%	4%	2%	3%
4	389	159	231	62	61	63	85	46	72	25	25	46	61	40	68	59	25	41
	4%	4%	5%	6%	4%	4%	5%	3%	4%	3%	2%	5%	6%	4%	7%	6%	3%	4%
5	1112	496	616	133	218	209	195	146	212	92	99	174	102	161	144	121	133	87
	12%	11%	13%	12%	14%	13%	12%	11%	11%	9%	10%	17%	10%	16%	14%	12%	13%	9%
6	921	457	464	120	173	181	158	113	177	87	85	116	142	124	91	87	114	74
	10%	10%	10%	11%	11%	11%	10%	9%	10%	9%	8%	12%	14%	12%	9%	9%	11%	7%
7	1333	649	684	180	262	244	227	193	227	116	117	153	187	170	150	141	161	139
	15%	15%	15%	16%	17%	15%	14%	15%	12%	12%	12%	15%	19%	17%	15%	14%	16%	14%
8	1732	907	826	218	274	291	303	277	370	203	208	167	188	173	184	154	222	233
	19%	21%	18%	20%	18%	18%	19%	21%	20%	20%	21%	17%	19%	17%	18%	15%	22%	23%
9	1305	671	635	146	187	246	226	204	296	162	177	136	116	113	123	106	159	213
	14%	15%	14%	13%	12%	15%	14%	15%	16%	16%	18%	14%	12%	11%	12%	11%	16%	21%
10 = excellent	1041	511	530	116	165	200	161	155	245	184	188	108	82	89	96	82	101	112
	12%	12%	11%	10%	11%	12%	10%	12%	13%	18%	19%	11%	8%	9%	10%	8%	10%	11%

Consumer perception study
Online Fieldwork: June-July 2015

Absolutes/col percents

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Stable connection and reliability of service (audio, video and/or messaging)

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Don't know	531	204	328	66	75	96	92	82	120	85	60	17	22	54	44	165	52	33
	6%	5%	7%	6%	5%	6%	6%	6%	6%	8%	6%	2%	2%	5%	4%	17%	5%	3%
Mean	6.98	7.05	6.92	6.93	6.86	7.03	6.86	7.06	7.12	7.52	7.56	6.74	6.59	6.70	6.59	6.60	7.24	7.30
Standard deviation	2.25	2.24	2.26	2.17	2.20	2.22	2.29	2.31	2.28	2.18	2.14	2.26	2.32	2.19	2.41	2.34	1.88	2.18
Standard error	0.05	0.07	0.07	0.13	0.11	0.11	0.12	0.13	0.11	0.14	0.14	0.14	0.14	0.14	0.15	0.16	0.12	0.14

Consumer perception study

Online Fieldwork: June-July 2015

Absolutes/col percents

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Stable connection and reliability of service (audio, video and/or messaging)

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: 0-3 (Poor)	646	219	171	112	80	186	459	215	222	-	11	137	130
	7%	8%	7%	7%	7%	8%	7%	5%	8%	-	1%	3%	4%
Net: 4-7 (Average)	3756	1129	1126	687	460	901	2855	1591	1220	72	236	1597	1217
	42%	41%	43%	42%	39%	40%	42%	40%	45%	5%	15%	39%	41%
Net: 8-10 (Good)	4078	1244	1171	761	588	960	3119	2069	1161	1462	1339	2295	1596
	45%	45%	45%	47%	50%	42%	46%	52%	43%	95%	83%	56%	53%
0 = extremely poor	115	37	27	27	11	43	71	32	40	-	-	13	21
	1%	1%	1%	2%	1%	2%	1%	1%	1%	-	-	0%	1%
1	107	38	28	18	8	37	69	31	32	-	3	17	19
	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	0%	0%	1%
2	168	56	45	23	27	39	129	54	68	-	4	32	31
	2%	2%	2%	1%	2%	2%	2%	1%	2%	-	0%	1%	1%
3	256	87	71	44	35	67	189	98	82	-	5	74	59
	3%	3%	3%	3%	3%	3%	3%	2%	3%	-	0%	2%	2%
4	389	127	104	67	40	93	296	151	142	2	12	127	94
	4%	5%	4%	4%	3%	4%	4%	4%	5%	0%	1%	3%	3%
5	1112	348	328	194	124	317	796	426	357	5	36	421	338
	12%	13%	13%	12%	11%	14%	12%	11%	13%	0%	2%	10%	11%
6	921	260	302	166	113	215	706	402	298	12	53	413	314
	10%	9%	12%	10%	10%	9%	10%	10%	11%	1%	3%	10%	10%
7	1333	394	391	260	183	276	1057	612	423	52	135	635	471
	15%	14%	15%	16%	16%	12%	16%	15%	16%	3%	8%	15%	16%
8	1732	516	527	312	250	413	1319	866	488	405	391	948	665
	19%	19%	20%	19%	21%	18%	20%	22%	18%	26%	24%	23%	22%
9	1305	419	362	248	179	289	1016	664	390	478	445	761	514
	14%	15%	14%	15%	15%	13%	15%	17%	14%	31%	28%	18%	17%
10 = excellent	1041	310	282	201	159	257	783	539	283	579	502	585	417
	12%	11%	11%	12%	13%	11%	12%	14%	10%	38%	31%	14%	14%

Consumer perception study
Online Fieldwork: June-July 2015

Absolutes/col percents

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Stable connection and reliability of service (audio, video and/or messaging)

Base: All respondents

	Total	Income			High	Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium		Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Don't know	531	167	144	72	50	219	312	80	116	-	19	89	51
	6%	6%	6%	4%	4%	10%	5%	2%	4%	-	1%	2%	2%
Mean	6.98	6.93	6.98	7.04	7.18	6.83	7.03	7.27	6.82	9.00	8.62	7.48	7.35
Standard deviation	2.25	2.30	2.17	2.25	2.18	2.39	2.20	2.11	2.29	0.97	1.40	1.92	2.02
Standard error	0.05	0.09	0.09	0.11	0.13	0.10	0.05	0.07	0.09	0.05	0.07	0.06	0.07

Consumer perception study

Online Fieldwork: June-July 2015

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Customer service and support

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: 0-3 (Poor)	1098	541	557	110	178	186	229	172	223	99	107	146	144	102	210	127	50	111
	12%	12%	12%	10%	12%	11%	15%	13%	12%	10%	11%	15%	14%	10%	21%	13%	5%	11%
Net: 4-7 (Average)	4123	1990	2133	556	738	768	709	559	793	405	414	500	510	522	503	457	431	381
	46%	46%	46%	50%	48%	47%	45%	43%	43%	40%	41%	50%	51%	52%	50%	46%	43%	38%
Net: 8-10 (Good)	3087	1563	1524	348	497	544	517	478	703	379	385	334	327	288	255	223	420	476
	34%	36%	33%	31%	33%	33%	33%	36%	38%	38%	38%	33%	33%	29%	25%	22%	42%	48%
0 = extremely poor	201	119	82	15	35	36	39	38	37	24	12	35	22	29	36	18	5	18
	2%	3%	2%	1%	2%	2%	3%	3%	2%	2%	1%	3%	2%	3%	4%	2%	0%	2%
1	193	91	103	19	25	35	44	30	39	17	13	36	24	16	39	23	4	21
	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	1%	4%	2%	2%	4%	2%	0%	2%
2	273	128	145	25	50	42	58	41	58	16	38	34	37	18	57	31	13	29
	3%	3%	3%	2%	3%	3%	4%	3%	3%	2%	4%	3%	4%	2%	6%	3%	1%	3%
3	430	203	227	51	68	73	88	63	88	42	45	41	60	39	78	55	28	42
	5%	5%	5%	5%	4%	4%	6%	5%	5%	4%	4%	4%	6%	4%	8%	6%	3%	4%
4	540	252	288	77	87	108	95	66	108	46	52	69	72	55	91	66	29	59
	6%	6%	6%	7%	6%	7%	6%	5%	6%	5%	5%	7%	7%	5%	9%	7%	3%	6%
5	1288	598	690	169	238	228	220	178	256	126	129	174	128	166	166	148	156	96
	14%	14%	15%	15%	16%	14%	14%	14%	14%	13%	13%	17%	13%	17%	17%	15%	16%	10%
6	1050	508	542	138	213	199	178	124	199	118	110	120	135	151	118	107	114	78
	12%	12%	12%	12%	14%	12%	11%	9%	11%	12%	11%	12%	13%	15%	12%	11%	11%	8%
7	1244	632	611	172	201	233	217	192	230	115	122	137	176	151	128	137	132	147
	14%	14%	13%	15%	13%	14%	14%	15%	12%	11%	12%	14%	18%	15%	13%	14%	13%	15%
8	1353	683	670	155	223	228	235	230	282	170	173	131	152	135	124	92	192	184
	15%	16%	14%	14%	15%	14%	15%	18%	15%	17%	17%	13%	15%	14%	12%	9%	19%	18%
9	977	517	460	107	152	172	163	146	238	100	120	116	107	87	75	70	130	170
	11%	12%	10%	10%	10%	11%	10%	11%	13%	10%	12%	12%	11%	9%	7%	7%	13%	17%
10 = excellent	756	362	394	86	123	144	119	101	183	108	92	86	68	66	56	60	98	122
	8%	8%	8%	8%	8%	9%	8%	8%	10%	11%	9%	9%	7%	7%	6%	6%	10%	12%

Consumer perception study
Online Fieldwork: June-July 2015

Absolutes/col percents

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Customer service and support

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Don't know	704	280	424	98	113	138	116	106	132	118	95	20	22	89	34	195	100	32
	8%	6%	9%	9%	7%	8%	7%	8%	7%	12%	9%	2%	2%	9%	3%	19%	10%	3%
Mean	6.36	6.39	6.33	6.38	6.31	6.37	6.20	6.38	6.50	6.62	6.60	6.13	6.22	6.25	5.59	5.97	7.00	6.87
Standard deviation	2.46	2.48	2.44	2.30	2.41	2.44	2.53	2.52	2.50	2.46	2.38	2.59	2.42	2.33	2.58	2.42	2.04	2.49
Standard error	0.05	0.08	0.07	0.14	0.13	0.12	0.13	0.14	0.12	0.16	0.16	0.16	0.15	0.15	0.16	0.17	0.13	0.16

Consumer perception study Online Fieldwork: June-July 2015

Averages/col percents

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Customer service and support

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: 0-3 (Poor)	1098	374	275	174	156	300	797	398	395	-	25	250	238
	12%	14%	11%	11%	13%	13%	12%	10%	15%	-	2%	6%	8%
Net: 4-7 (Average)	4123	1177	1224	799	546	1014	3109	1774	1297	118	284	1796	1327
	46%	43%	47%	49%	46%	45%	46%	45%	48%	8%	18%	44%	44%
Net: 8-10 (Good)	3087	1012	910	544	395	692	2394	1633	888	1415	1264	1928	1347
	34%	37%	35%	33%	34%	31%	35%	41%	33%	92%	79%	47%	45%
0 = extremely poor	201	67	50	31	30	68	133	62	66	-	3	28	33
	2%	2%	2%	2%	3%	3%	2%	2%	2%	-	0%	1%	1%
1	193	70	47	22	29	54	139	72	70	-	8	37	39
	2%	3%	2%	1%	2%	2%	2%	2%	3%	-	0%	1%	1%
2	273	99	70	43	41	77	196	96	110	-	7	64	59
	3%	4%	3%	3%	3%	3%	3%	2%	4%	-	0%	2%	2%
3	430	137	110	78	56	101	329	167	149	-	7	121	106
	5%	5%	4%	5%	5%	4%	5%	4%	5%	-	0%	3%	4%
4	540	159	135	103	78	118	422	208	181	1	13	151	127
	6%	6%	5%	6%	7%	5%	6%	5%	7%	0%	1%	4%	4%
5	1288	380	390	231	168	372	917	493	402	12	42	513	391
	14%	14%	15%	14%	14%	16%	14%	12%	15%	1%	3%	12%	13%
6	1050	287	314	207	146	238	812	496	311	21	62	496	352
	12%	10%	12%	13%	12%	11%	12%	13%	11%	1%	4%	12%	12%
7	1244	350	385	257	155	286	958	576	403	84	167	637	457
	14%	13%	15%	16%	13%	13%	14%	15%	15%	6%	10%	15%	15%
8	1353	433	403	246	182	298	1055	698	413	382	357	786	533
	15%	16%	15%	15%	15%	13%	16%	18%	15%	25%	22%	19%	18%
9	977	308	303	174	116	223	754	531	277	495	434	644	453
	11%	11%	12%	11%	10%	10%	11%	13%	10%	32%	27%	16%	15%
10 = excellent	756	271	203	124	97	172	585	403	198	539	472	498	361
	8%	10%	8%	8%	8%	8%	9%	10%	7%	35%	29%	12%	12%

Consumer perception study
Online Fieldwork: June-July 2015

Absolutes/col percents

Q2 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate traditional telecom operators on each of the following?

Customer service and support

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Don't know	704	195	202	116	82	259	445	151	139	-	32	143	83
	8%	7%	8%	7%	7%	11%	7%	4%	5%	-	2%	3%	3%
Mean	6.36	6.38	6.46	6.41	6.25	6.17	6.42	6.70	6.18	8.92	8.48	7.09	6.94
Standard deviation	2.46	2.56	2.36	2.33	2.50	2.54	2.43	2.36	2.49	1.04	1.59	2.12	2.26
Standard error	0.05	0.10	0.09	0.12	0.15	0.11	0.06	0.07	0.10	0.05	0.08	0.07	0.08

Consumer perception study Online Fieldwork: June-July 2015

Table 9

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Base: All respondents

	Attributes					
	Safeguarding my personal data and privacy	Informing me about the use of my personal data	Informing me about contract terms	Allowing control over the use of my personal data	Stable connection and reliability of service (audio, video and/or messaging)	Customer service and support
Unweighted base	9,011	9,011	9,011	9,011	9,011	9,011
Weighted base	9,011	9,011	9,011	9,011	9,011	9,011
Net: 0-3 (Poor)	1913	2062	1567	1912	805	1227
	21%	23%	17%	21%	9%	14%
Net: 4-7 (Average)	3525	3549	3966	3529	3954	3969
	39%	39%	44%	39%	44%	44%
Net: 8-10 (Good)	2137	2182	2601	2300	3618	2859
	24%	24%	29%	26%	40%	32%
0 = extremely poor	463	548	348	525	122	218
	5%	6%	4%	6%	1%	2%
1	387	431	294	377	145	235
	4%	5%	3%	4%	2%	3%
2	520	515	425	470	212	331
	6%	6%	5%	5%	2%	4%
3	543	568	501	539	326	443
	6%	6%	6%	6%	4%	5%
4	603	595	602	569	471	542
	7%	7%	7%	6%	5%	6%
5	1215	1245	1319	1208	1174	1295
	13%	14%	15%	13%	13%	14%
6	816	811	968	882	993	975
	9%	9%	11%	10%	11%	11%
7	892	898	1077	869	1317	1157
	10%	10%	12%	10%	15%	13%
8	877	906	1087	963	1534	1197
	10%	10%	12%	11%	17%	13%
9	663	686	837	725	1210	907
	7%	8%	9%	8%	13%	10%
10 = excellent	598	590	677	612	874	755
	7%	7%	8%	7%	10%	8%

Consumer perception study
Online Fieldwork: June-July 2015

Table 9 Cont'd

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Base: All respondents

	Attributes					
	Safeguarding my personal data and privacy	Informing me about the use of my personal data	Informing me about contract terms	Allowing control over the use of my personal data	Stable connection and reliability of service (audio, video and/or messaging)	Customer service and support
Unweighted base	9,011	9,011	9,011	9,011	9,011	9,011
Weighted base	9,011	9,011	9,011	9,011	9,011	9,011
Don't know	1436	1218	877	1271	634	956
	16%	14%	10%	14%	7%	11%
Mean	5.50	5.42	5.90	5.55	6.73	6.22
Standard deviation	2.84	2.89	2.68	2.87	2.32	2.55
Standard error	0.06	0.06	0.06	0.06	0.05	0.06

Consumer perception study Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Safeguarding my personal data and privacy

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: 0-3 (Poor)	1913	962	951	223	316	334	351	318	371	132	257	233	251	208	273	230	169	160
	21%	22%	21%	20%	21%	20%	22%	24%	20%	13%	26%	23%	25%	21%	27%	23%	17%	16%
Net: 4-7 (Average)	3525	1642	1883	505	643	638	607	451	681	383	366	454	456	470	371	305	400	318
	39%	38%	41%	45%	42%	39%	39%	34%	37%	38%	37%	45%	46%	47%	37%	30%	40%	32%
Net: 8-10 (Good)	2137	1088	1049	271	381	424	357	311	393	279	186	255	228	215	199	142	209	424
	24%	25%	23%	24%	25%	26%	23%	24%	21%	28%	19%	25%	23%	22%	20%	14%	21%	42%
0 = extremely poor	463	260	203	45	79	81	90	76	93	43	61	55	68	59	81	46	13	37
	5%	6%	4%	4%	5%	5%	6%	6%	5%	4%	6%	5%	7%	6%	8%	5%	1%	4%
1	387	188	200	36	60	69	79	66	78	25	55	45	54	46	54	48	26	35
	4%	4%	4%	3%	4%	4%	5%	5%	4%	3%	6%	4%	5%	5%	5%	5%	3%	3%
2	520	264	256	59	77	88	106	90	99	24	78	63	63	50	72	71	57	41
	6%	6%	6%	5%	5%	5%	7%	7%	5%	2%	8%	6%	6%	5%	7%	7%	6%	4%
3	543	250	292	84	100	95	77	86	102	39	63	70	67	52	67	64	72	48
	6%	6%	6%	8%	7%	6%	5%	7%	5%	4%	6%	7%	7%	5%	7%	6%	7%	5%
4	603	282	321	85	109	114	111	71	112	55	63	68	81	64	79	66	72	55
	7%	6%	7%	8%	7%	7%	7%	5%	6%	6%	6%	7%	8%	6%	8%	7%	7%	5%
5	1215	557	657	157	229	220	206	150	252	136	137	173	126	182	126	112	132	89
	13%	13%	14%	14%	15%	13%	13%	11%	14%	14%	14%	17%	13%	18%	13%	11%	13%	9%
6	816	392	424	134	140	134	144	97	167	75	74	99	122	112	86	71	108	68
	9%	9%	9%	12%	9%	8%	9%	7%	9%	7%	7%	10%	12%	11%	9%	7%	11%	7%
7	892	411	481	129	164	170	146	133	149	116	91	114	128	112	79	56	89	106
	10%	9%	10%	12%	11%	10%	9%	10%	8%	12%	9%	11%	13%	11%	8%	6%	9%	11%
8	877	467	410	104	163	171	137	132	170	125	68	102	97	98	83	59	88	158
	10%	11%	9%	9%	11%	10%	9%	10%	9%	12%	7%	10%	10%	10%	8%	6%	9%	16%
9	663	319	344	92	97	138	112	97	127	71	57	77	76	63	66	34	70	147
	7%	7%	7%	8%	6%	8%	7%	7%	7%	7%	6%	8%	8%	6%	7%	3%	7%	15%
10 = excellent	598	303	295	76	120	115	108	82	97	84	60	75	55	55	51	49	51	119
	7%	7%	6%	7%	8%	7%	7%	6%	5%	8%	6%	8%	5%	5%	5%	5%	5%	12%

Consumer perception study
Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Safeguarding my personal data and privacy

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Don't know	1436	682	754	113	187	240	257	234	405	206	192	59	67	107	159	325	224	97
	16%	16%	16%	10%	12%	15%	16%	18%	22%	21%	19%	6%	7%	11%	16%	32%	22%	10%
Mean	5.50	5.48	5.51	5.66	5.58	5.62	5.37	5.37	5.40	6.08	5.05	5.50	5.31	5.40	4.95	4.86	5.68	6.49
Standard deviation	2.84	2.91	2.78	2.68	2.80	2.85	2.91	2.96	2.82	2.72	2.92	2.80	2.83	2.72	2.95	2.84	2.51	2.85
Standard error	0.06	0.09	0.09	0.17	0.15	0.15	0.16	0.18	0.15	0.19	0.20	0.18	0.18	0.18	0.20	0.21	0.18	0.19

Consumer perception study

Online Fieldwork: June-July 2015

Averages/col percents

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Safeguarding my personal data and privacy

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: 0-3 (Poor)	1913	562	506	362	281	446	1467	810	638	42	3	499	295
	21%	20%	19%	22%	24%	20%	22%	20%	23%	3%	0%	12%	10%
Net: 4-7 (Average)	3525	1021	1114	651	449	810	2715	1607	1132	299	114	1799	1354
	39%	37%	43%	40%	38%	36%	40%	41%	42%	19%	7%	44%	45%
Net: 8-10 (Good)	2137	737	588	398	258	475	1662	1194	583	1156	1488	1429	1186
	24%	27%	23%	24%	22%	21%	25%	30%	21%	75%	93%	35%	40%
0 = extremely poor	463	135	110	82	78	137	326	172	158	6	-	69	38
	5%	5%	4%	5%	7%	6%	5%	4%	6%	0%	-	2%	1%
1	387	116	98	81	48	90	297	157	132	10	-	81	45
	4%	4%	4%	5%	4%	4%	4%	4%	5%	1%	-	2%	1%
2	520	154	133	94	92	116	403	222	168	14	2	152	83
	6%	6%	5%	6%	8%	5%	6%	6%	6%	1%	0%	4%	3%
3	543	157	165	105	63	103	440	259	180	12	1	197	130
	6%	6%	6%	6%	5%	5%	7%	7%	7%	1%	0%	5%	4%
4	603	162	193	117	77	131	471	265	210	17	-	233	183
	7%	6%	7%	7%	6%	6%	7%	7%	8%	1%	-	6%	6%
5	1215	359	376	225	146	324	891	476	402	51	9	559	401
	13%	13%	14%	14%	12%	14%	13%	12%	15%	3%	1%	14%	13%
6	816	219	270	164	96	171	645	408	236	67	21	459	353
	9%	8%	10%	10%	8%	8%	10%	10%	9%	4%	1%	11%	12%
7	892	281	275	145	131	184	707	459	284	164	85	548	417
	10%	10%	11%	9%	11%	8%	10%	12%	10%	11%	5%	13%	14%
8	877	276	245	183	113	212	665	466	260	319	471	571	477
	10%	10%	9%	11%	10%	9%	10%	12%	10%	21%	29%	14%	16%
9	663	251	178	114	70	136	526	395	174	398	516	464	380
	7%	9%	7%	7%	6%	6%	8%	10%	6%	26%	32%	11%	13%
10 = excellent	598	210	165	100	74	127	471	333	150	439	502	395	328
	7%	8%	6%	6%	6%	6%	7%	8%	6%	29%	31%	10%	11%

Consumer perception study
Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Safeguarding my personal data and privacy

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Don't know	1436	438	403	222	191	535	902	344	365	37	-	390	159
	16%	16%	15%	14%	16%	24%	13%	9%	13%	2%	-	9%	5%
Mean	5.50	5.68	5.56	5.44	5.29	5.36	5.54	5.84	5.27	8.33	8.84	6.43	6.67
Standard deviation	2.84	2.89	2.71	2.82	2.92	2.88	2.83	2.82	2.81	1.80	1.04	2.47	2.36
Standard error	0.06	0.12	0.11	0.15	0.18	0.14	0.07	0.09	0.11	0.09	0.05	0.08	0.09

Consumer perception study

Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Informing me about the use of my personal data

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: 0-3 (Poor)	2062	1044	1018	205	320	344	394	348	452	175	275	240	246	220	324	264	161	156
	23%	24%	22%	18%	21%	21%	25%	26%	24%	18%	28%	24%	25%	22%	32%	26%	16%	16%
Net: 4-7 (Average)	3549	1687	1861	513	667	657	594	445	672	352	361	450	457	463	373	327	417	348
	39%	39%	40%	46%	44%	40%	38%	34%	36%	35%	36%	45%	46%	46%	37%	33%	42%	35%
Net: 8-10 (Good)	2182	1084	1098	299	388	433	365	320	378	294	184	259	237	228	198	136	215	430
	24%	25%	24%	27%	25%	26%	23%	24%	20%	29%	18%	26%	24%	23%	20%	14%	22%	43%
0 = extremely poor	548	315	234	41	79	96	104	101	129	60	67	63	72	69	108	56	14	40
	6%	7%	5%	4%	5%	6%	7%	8%	7%	6%	7%	6%	7%	7%	11%	6%	1%	4%
1	431	206	225	37	66	66	91	73	99	45	64	50	48	37	61	54	33	38
	5%	5%	5%	3%	4%	4%	6%	6%	5%	5%	6%	5%	5%	4%	6%	5%	3%	4%
2	515	255	260	50	81	84	97	83	119	36	74	63	61	54	75	68	48	35
	6%	6%	6%	5%	5%	5%	6%	6%	6%	4%	7%	6%	6%	5%	7%	7%	5%	4%
3	568	269	299	77	94	98	102	91	106	34	71	64	65	60	80	86	65	44
	6%	6%	6%	7%	6%	6%	7%	7%	6%	3%	7%	6%	6%	6%	8%	9%	6%	4%
4	595	268	326	82	116	107	103	70	117	46	67	77	74	51	78	69	80	54
	7%	6%	7%	7%	8%	7%	7%	5%	6%	5%	7%	8%	7%	5%	8%	7%	8%	5%
5	1245	598	647	175	244	221	204	154	247	137	142	173	127	178	123	130	127	109
	14%	14%	14%	16%	16%	14%	13%	12%	13%	14%	14%	17%	13%	18%	12%	13%	13%	11%
6	811	401	410	128	146	149	128	96	163	71	72	95	137	109	84	62	104	76
	9%	9%	9%	12%	10%	9%	8%	7%	9%	7%	7%	10%	14%	11%	8%	6%	10%	8%
7	898	420	478	128	162	180	158	125	145	99	80	105	120	125	88	66	106	109
	10%	10%	10%	11%	11%	11%	10%	9%	8%	10%	8%	10%	12%	12%	9%	7%	11%	11%
8	906	462	444	120	157	169	155	143	162	131	81	100	102	109	71	55	94	164
	10%	11%	10%	11%	10%	10%	10%	11%	9%	13%	8%	10%	10%	11%	7%	5%	9%	16%
9	686	327	359	85	107	145	121	99	130	74	52	97	76	57	73	31	69	156
	8%	7%	8%	8%	7%	9%	8%	8%	7%	7%	5%	10%	8%	6%	7%	3%	7%	16%
10 = excellent	590	295	296	94	124	119	90	78	86	89	51	62	59	62	54	50	53	110
	7%	7%	6%	8%	8%	7%	6%	6%	5%	9%	5%	6%	6%	6%	5%	5%	5%	11%

Consumer perception study
Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Informing me about the use of my personal data

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Don't know	1218	558	659	95	151	202	218	203	349	179	180	51	63	89	107	274	209	66
	14%	13%	14%	9%	10%	12%	14%	15%	19%	18%	18%	5%	6%	9%	11%	27%	21%	7%
Mean	5.42	5.38	5.46	5.80	5.57	5.62	5.26	5.24	5.11	5.85	4.90	5.42	5.36	5.43	4.76	4.72	5.73	6.46
Standard deviation	2.89	2.94	2.83	2.67	2.80	2.87	2.94	3.03	2.92	2.96	2.91	2.84	2.83	2.77	3.04	2.83	2.52	2.81
Standard error	0.06	0.09	0.09	0.16	0.15	0.15	0.16	0.18	0.15	0.20	0.20	0.18	0.18	0.18	0.20	0.21	0.18	0.18

Consumer perception study Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Informing me about the use of my personal data

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: 0-3 (Poor)	2062	569	576	388	312	517	1545	838	705	47	1	517	296
	23%	21%	22%	24%	26%	23%	23%	21%	26%	3%	0%	13%	10%
Net: 4-7 (Average)	3549	1058	1089	668	427	802	2746	1595	1122	274	84	1811	1374
	39%	38%	42%	41%	36%	35%	41%	40%	41%	18%	5%	44%	46%
Net: 8-10 (Good)	2182	751	613	391	279	481	1702	1231	602	1180	1521	1471	1199
	24%	27%	23%	24%	24%	21%	25%	31%	22%	77%	95%	36%	40%
0 = extremely poor	548	164	134	100	83	165	383	178	187	7	1	76	48
	6%	6%	5%	6%	7%	7%	6%	4%	7%	0%	0%	2%	2%
1	431	135	114	78	59	115	316	177	155	7	-	102	50
	5%	5%	4%	5%	5%	5%	5%	4%	6%	0%	-	2%	2%
2	515	121	142	104	95	126	389	235	166	19	-	144	75
	6%	4%	5%	6%	8%	6%	6%	6%	6%	1%	-	3%	2%
3	568	149	187	106	75	111	457	249	197	14	-	195	123
	6%	5%	7%	6%	6%	5%	7%	6%	7%	1%	-	5%	4%
4	595	176	171	122	67	125	470	250	206	15	-	225	172
	7%	6%	7%	7%	6%	6%	7%	6%	8%	1%	-	5%	6%
5	1245	372	374	235	157	309	936	493	411	58	4	587	427
	14%	13%	14%	14%	13%	14%	14%	12%	15%	4%	0%	14%	14%
6	811	225	259	152	104	187	623	375	245	56	8	460	345
	9%	8%	10%	9%	9%	8%	9%	9%	9%	4%	1%	11%	12%
7	898	285	286	159	100	181	717	476	261	145	71	539	430
	10%	10%	11%	10%	8%	8%	11%	12%	10%	9%	4%	13%	14%
8	906	296	251	185	125	218	688	513	253	349	492	609	479
	10%	11%	10%	11%	11%	10%	10%	13%	9%	23%	31%	15%	16%
9	686	236	201	117	82	141	545	377	205	405	536	481	388
	8%	9%	8%	7%	7%	6%	8%	10%	8%	26%	33%	12%	13%
10 = excellent	590	219	161	89	73	122	468	341	144	426	493	382	332
	7%	8%	6%	5%	6%	5%	7%	9%	5%	28%	31%	9%	11%

Consumer perception study
Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Informing me about the use of my personal data

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Don't know	1218	380	332	186	160	466	752	291	290	32	-	317	125
	14%	14%	13%	11%	14%	21%	11%	7%	11%	2%	-	8%	4%
Mean	5.42	5.64	5.48	5.33	5.21	5.20	5.49	5.83	5.17	8.32	8.88	6.41	6.66
Standard deviation	2.89	2.93	2.79	2.83	2.97	2.96	2.86	2.84	2.87	1.81	0.96	2.49	2.38
Standard error	0.06	0.12	0.11	0.15	0.18	0.14	0.07	0.09	0.11	0.09	0.05	0.08	0.09

Consumer perception study Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Informing me about contract terms

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: 0-3 (Poor)	1567	787	781	161	246	280	288	250	343	147	164	202	196	180	238	213	94	132
	17%	18%	17%	14%	16%	17%	18%	19%	19%	15%	16%	20%	20%	18%	24%	21%	9%	13%
Net: 4-7 (Average)	3966	1913	2053	527	714	736	689	529	770	385	438	483	480	490	447	400	467	376
	44%	44%	44%	47%	47%	45%	44%	40%	42%	38%	44%	48%	48%	49%	45%	40%	47%	38%
Net: 8-10 (Good)	2601	1296	1305	326	432	461	439	405	539	322	285	283	292	253	254	161	288	462
	29%	30%	28%	29%	28%	28%	28%	31%	29%	32%	28%	28%	29%	25%	25%	16%	29%	46%
0 = extremely poor	348	191	157	29	60	64	55	56	84	43	28	44	47	53	58	42	3	31
	4%	4%	3%	3%	4%	4%	4%	4%	5%	4%	3%	4%	5%	5%	6%	4%	0%	3%
1	294	153	142	21	43	53	61	48	68	34	30	39	30	34	41	39	18	28
	3%	3%	3%	2%	3%	3%	4%	4%	4%	3%	3%	4%	3%	3%	4%	4%	2%	3%
2	425	207	218	48	69	67	80	66	95	31	38	68	61	36	70	59	26	37
	5%	5%	5%	4%	4%	4%	5%	5%	5%	3%	4%	7%	6%	4%	7%	6%	3%	4%
3	501	237	264	63	74	96	92	79	97	39	68	51	58	58	69	73	47	37
	6%	5%	6%	6%	5%	6%	6%	6%	5%	4%	7%	5%	6%	6%	7%	7%	5%	4%
4	602	298	304	91	99	95	108	91	118	40	60	75	65	58	83	93	76	52
	7%	7%	7%	8%	7%	6%	7%	7%	6%	4%	6%	7%	7%	6%	8%	9%	8%	5%
5	1319	620	699	158	228	255	233	167	278	129	156	187	134	176	147	146	135	109
	15%	14%	15%	14%	15%	16%	15%	13%	15%	13%	16%	19%	13%	18%	15%	15%	13%	11%
6	968	481	487	120	185	174	178	131	181	95	102	94	143	136	102	78	118	100
	11%	11%	11%	11%	12%	11%	11%	10%	10%	9%	10%	9%	14%	14%	10%	8%	12%	10%
7	1077	514	563	158	202	212	171	140	194	121	121	127	138	120	115	82	138	114
	12%	12%	12%	14%	13%	13%	11%	11%	10%	12%	12%	13%	14%	12%	11%	8%	14%	11%
8	1087	541	546	147	190	185	178	163	225	133	121	123	124	118	94	76	133	166
	12%	12%	12%	13%	12%	11%	11%	12%	12%	13%	12%	12%	12%	12%	9%	8%	13%	17%
9	837	431	406	91	123	158	137	148	180	93	77	89	106	73	95	36	85	183
	9%	10%	9%	8%	8%	10%	9%	11%	10%	9%	8%	9%	11%	7%	9%	4%	8%	18%
10 = excellent	677	324	352	88	120	117	124	94	134	96	86	71	63	63	65	49	70	113
	8%	7%	8%	8%	8%	7%	8%	7%	7%	10%	9%	7%	6%	6%	6%	5%	7%	11%

Consumer perception study
Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Informing me about contract terms

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Don't know	877	379	498	98	134	159	156	132	198	147	114	31	35	77	62	228	153	30
	10%	9%	11%	9%	9%	10%	10%	10%	11%	15%	11%	3%	3%	8%	6%	23%	15%	3%
Mean	5.90	5.88	5.92	6.08	5.95	5.92	5.82	5.88	5.82	6.21	5.99	5.69	5.83	5.71	5.46	5.10	6.35	6.67
Standard deviation	2.68	2.72	2.65	2.51	2.63	2.66	2.70	2.78	2.77	2.76	2.61	2.70	2.67	2.63	2.82	2.66	2.25	2.65
Standard error	0.06	0.08	0.08	0.15	0.14	0.14	0.14	0.16	0.13	0.19	0.17	0.17	0.17	0.17	0.18	0.19	0.15	0.17

Consumer perception study Online Fieldwork: June-July 2015

Absolutes/col percents

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Informing me about contract terms

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: 0-3 (Poor)	1567	445	440	287	236	385	1183	586	555	25	1	370	231
	17%	16%	17%	18%	20%	17%	18%	15%	20%	2%	0%	9%	8%
Net: 4-7 (Average)	3966	1179	1211	721	504	936	3030	1770	1231	248	79	1891	1408
	44%	43%	46%	44%	43%	41%	45%	45%	45%	16%	5%	46%	47%
Net: 8-10 (Good)	2601	881	715	482	333	593	2008	1409	737	1230	1526	1644	1267
	29%	32%	27%	29%	28%	26%	30%	36%	27%	80%	95%	40%	42%
0 = extremely poor	348	111	83	59	53	101	247	102	122	5	-	56	37
	4%	4%	3%	4%	5%	4%	4%	3%	4%	0%	-	1%	1%
1	294	85	87	56	41	84	210	120	97	6	1	63	30
	3%	3%	3%	3%	3%	4%	3%	3%	4%	0%	0%	2%	1%
2	425	111	122	83	67	93	331	162	154	9	-	108	64
	5%	4%	5%	5%	6%	4%	5%	4%	6%	1%	-	3%	2%
3	501	139	149	89	74	106	395	202	182	6	-	143	99
	6%	5%	6%	5%	6%	5%	6%	5%	7%	0%	-	3%	3%
4	602	176	171	109	82	138	463	256	186	13	1	240	155
	7%	6%	7%	7%	7%	6%	7%	6%	7%	1%	0%	6%	5%
5	1319	386	394	251	161	340	979	508	417	45	9	553	399
	15%	14%	15%	15%	14%	15%	15%	13%	15%	3%	1%	13%	13%
6	968	275	314	183	117	234	735	455	305	58	7	498	388
	11%	10%	12%	11%	10%	10%	11%	11%	11%	4%	0%	12%	13%
7	1077	342	332	177	143	224	853	551	323	133	62	599	466
	12%	12%	13%	11%	12%	10%	13%	14%	12%	9%	4%	15%	16%
8	1087	336	318	209	154	255	833	576	327	352	427	676	490
	12%	12%	12%	13%	13%	11%	12%	15%	12%	23%	27%	16%	16%
9	837	306	212	161	99	195	642	461	237	427	590	543	431
	9%	11%	8%	10%	8%	9%	10%	12%	9%	28%	37%	13%	14%
10 = excellent	677	239	185	112	80	143	534	372	172	451	509	425	346
	8%	9%	7%	7%	7%	6%	8%	9%	6%	29%	32%	10%	12%

Consumer perception study
Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Informing me about contract terms

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Don't know	877	253	245	144	106	352	524	191	196	30	-	213	88
	10%	9%	9%	9%	9%	16%	8%	5%	7%	2%	-	5%	3%
Mean	5.90	6.08	5.89	5.88	5.74	5.77	5.94	6.29	5.69	8.49	8.93	6.70	6.86
Standard deviation	2.68	2.72	2.60	2.66	2.74	2.73	2.67	2.59	2.70	1.61	0.95	2.33	2.25
Standard error	0.06	0.11	0.10	0.14	0.16	0.12	0.07	0.08	0.11	0.08	0.05	0.07	0.08

Consumer perception study

Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Allowing control over the use of my personal data

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: 0-3 (Poor)	1912	979	933	187	297	307	372	321	427	151	244	250	275	189	294	257	96	156
	21%	22%	20%	17%	19%	19%	24%	24%	23%	15%	24%	25%	27%	19%	29%	26%	10%	16%
Net: 4-7 (Average)	3529	1650	1879	494	640	649	612	453	681	359	388	452	430	484	386	286	397	346
	39%	38%	41%	44%	42%	40%	39%	34%	37%	36%	39%	45%	43%	48%	39%	29%	40%	35%
Net: 8-10 (Good)	2300	1148	1152	320	422	479	364	325	389	289	174	245	227	243	204	141	374	403
	26%	26%	25%	29%	28%	29%	23%	25%	21%	29%	17%	24%	23%	24%	20%	14%	37%	40%
0 = extremely poor	525	292	233	43	74	74	103	93	139	42	68	65	92	58	90	55	9	46
	6%	7%	5%	4%	5%	5%	7%	7%	8%	4%	7%	7%	9%	6%	9%	5%	1%	5%
1	377	189	188	25	59	62	82	66	83	35	49	65	52	40	55	43	12	27
	4%	4%	4%	2%	4%	4%	5%	5%	4%	3%	5%	7%	5%	4%	6%	4%	1%	3%
2	470	241	229	41	66	85	94	84	99	31	61	57	71	42	69	71	32	37
	5%	6%	5%	4%	4%	5%	6%	6%	5%	3%	6%	6%	7%	4%	7%	7%	3%	4%
3	539	257	283	78	99	86	93	77	106	44	67	62	60	49	80	88	43	46
	6%	6%	6%	7%	7%	5%	6%	6%	6%	4%	7%	6%	6%	5%	8%	9%	4%	5%
4	569	263	307	84	110	106	92	66	112	37	82	68	82	72	68	58	47	54
	6%	6%	7%	8%	7%	7%	6%	5%	6%	4%	8%	7%	8%	7%	7%	6%	5%	5%
5	1208	577	631	157	225	223	201	152	251	145	148	183	115	169	131	110	111	97
	13%	13%	14%	14%	15%	14%	13%	12%	14%	14%	15%	18%	11%	17%	13%	11%	11%	10%
6	882	428	454	118	166	153	154	111	180	79	81	105	129	121	101	61	114	91
	10%	10%	10%	11%	11%	9%	10%	8%	10%	8%	8%	10%	13%	12%	10%	6%	11%	9%
7	869	382	487	136	139	167	165	124	139	98	77	96	104	122	86	57	125	104
	10%	9%	11%	12%	9%	10%	11%	9%	7%	10%	8%	10%	10%	12%	9%	6%	12%	10%
8	963	484	479	127	185	194	147	147	162	123	70	119	89	112	68	67	156	160
	11%	11%	10%	11%	12%	12%	9%	11%	9%	12%	7%	12%	9%	11%	7%	7%	16%	16%
9	725	355	370	106	104	156	120	106	132	79	54	68	83	67	80	31	130	132
	8%	8%	8%	10%	7%	10%	8%	8%	7%	8%	5%	7%	8%	7%	8%	3%	13%	13%
10 = excellent	612	309	303	88	132	129	97	71	96	87	51	58	55	64	56	42	88	111
	7%	7%	7%	8%	9%	8%	6%	5%	5%	9%	5%	6%	6%	6%	6%	4%	9%	11%

Consumer perception study
Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Allowing control over the use of my personal data

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Don't know	1271	597	673	110	167	201	223	217	353	202	194	53	71	86	117	318	135	95
	14%	14%	15%	10%	11%	12%	14%	16%	19%	20%	19%	5%	7%	9%	12%	32%	13%	10%
Mean	5.55	5.50	5.60	5.95	5.71	5.83	5.36	5.34	5.20	6.04	4.98	5.28	5.14	5.59	4.97	4.73	6.69	6.40
Standard deviation	2.87	2.94	2.80	2.65	2.79	2.81	2.92	2.99	2.93	2.80	2.84	2.82	2.95	2.70	2.99	2.84	2.33	2.82
Standard error	0.06	0.09	0.09	0.16	0.15	0.15	0.16	0.18	0.15	0.19	0.20	0.18	0.19	0.18	0.20	0.21	0.16	0.18

Consumer perception study Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Allowing control over the use of my personal data

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: 0-3 (Poor)	1912	519	507	376	297	461	1451	744	676	51	10	485	279
	21%	19%	19%	23%	25%	20%	22%	19%	25%	3%	1%	12%	9%
Net: 4-7 (Average)	3529	1046	1124	640	439	818	2711	1626	1106	279	102	1769	1349
	39%	38%	43%	39%	37%	36%	40%	41%	41%	18%	6%	43%	45%
Net: 8-10 (Good)	2300	818	646	394	273	509	1791	1304	606	1171	1493	1540	1230
	26%	30%	25%	24%	23%	22%	27%	33%	22%	76%	93%	37%	41%
0 = extremely poor	525	155	118	106	81	151	375	178	188	9	4	87	49
	6%	6%	5%	6%	7%	7%	6%	5%	7%	1%	0%	2%	2%
1	377	114	101	67	56	89	288	141	146	11	2	79	41
	4%	4%	4%	4%	5%	4%	4%	4%	5%	1%	0%	2%	1%
2	470	109	127	97	87	111	359	195	160	15	3	133	78
	5%	4%	5%	6%	7%	5%	5%	5%	6%	1%	0%	3%	3%
3	539	141	161	106	73	110	430	230	182	17	2	186	111
	6%	5%	6%	6%	6%	5%	6%	6%	7%	1%	0%	5%	4%
4	569	176	171	106	72	124	446	240	206	18	1	219	180
	6%	6%	7%	7%	6%	5%	7%	6%	8%	1%	0%	5%	6%
5	1208	352	379	220	155	304	904	507	372	40	5	554	395
	13%	13%	14%	13%	13%	13%	13%	13%	14%	3%	0%	13%	13%
6	882	250	296	166	105	211	671	426	270	66	20	481	380
	10%	9%	11%	10%	9%	9%	10%	11%	10%	4%	1%	12%	13%
7	869	268	278	149	106	179	690	453	258	156	76	515	395
	10%	10%	11%	9%	9%	8%	10%	11%	9%	10%	5%	13%	13%
8	963	311	281	169	131	214	749	528	273	341	459	633	491
	11%	11%	11%	10%	11%	9%	11%	13%	10%	22%	29%	15%	16%
9	725	265	204	133	73	165	559	426	184	403	549	507	409
	8%	10%	8%	8%	6%	7%	8%	11%	7%	26%	34%	12%	14%
10 = excellent	612	242	162	92	70	130	483	351	148	427	485	400	331
	7%	9%	6%	6%	6%	6%	7%	9%	5%	28%	30%	10%	11%

Consumer perception study
Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Allowing control over the use of my personal data

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Don't know	1271	375	334	223	169	478	793	281	331	32	-	323	136
	14%	14%	13%	14%	14%	21%	12%	7%	12%	2%	-	8%	5%
Mean	5.55	5.83	5.64	5.40	5.24	5.41	5.60	5.99	5.21	8.31	8.82	6.50	6.71
Standard deviation	2.87	2.91	2.72	2.87	2.92	2.92	2.85	2.79	2.87	1.84	1.15	2.48	2.37
Standard error	0.06	0.12	0.11	0.15	0.18	0.14	0.07	0.09	0.12	0.09	0.06	0.08	0.09

Consumer perception study

Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Stable connection and reliability of service (audio, video and/or messaging)

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: 0-3 (Poor)	805	400	405	89	119	119	168	116	193	74	88	90	107	85	128	121	46	67
	9%	9%	9%	8%	8%	7%	11%	9%	10%	7%	9%	9%	11%	8%	13%	12%	5%	7%
Net: 4-7 (Average)	3954	1892	2062	549	721	737	677	546	725	381	407	478	519	496	459	432	476	307
	44%	43%	44%	49%	47%	45%	43%	41%	39%	38%	41%	48%	52%	50%	46%	43%	47%	31%
Net: 8-10 (Good)	3618	1825	1792	403	593	662	618	557	784	435	412	407	354	364	364	271	417	594
	40%	42%	39%	36%	39%	40%	39%	42%	42%	43%	41%	41%	35%	36%	36%	27%	42%	59%
0 = extremely poor	122	66	57	10	18	14	26	23	31	15	10	16	17	16	24	13	1	11
	1%	1%	1%	1%	1%	1%	2%	2%	2%	2%	1%	2%	2%	2%	2%	1%	0%	1%
1	145	64	80	14	20	22	36	16	37	7	17	15	24	17	18	25	5	16
	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	2%	2%	2%	2%	2%	3%	1%	2%
2	212	110	101	24	39	32	40	32	45	18	22	21	29	18	34	34	19	17
	2%	3%	2%	2%	3%	2%	3%	2%	2%	2%	2%	2%	3%	2%	3%	3%	2%	2%
3	326	160	167	42	42	51	65	46	80	33	39	38	37	35	52	48	21	23
	4%	4%	4%	4%	3%	3%	4%	3%	4%	3%	4%	4%	4%	3%	5%	5%	2%	2%
4	471	228	243	63	81	83	77	70	98	32	50	52	60	59	73	69	49	28
	5%	5%	5%	6%	5%	5%	5%	5%	5%	3%	5%	5%	6%	6%	7%	7%	5%	3%
5	1174	552	622	160	219	219	212	147	215	113	114	178	126	151	151	135	127	79
	13%	13%	13%	14%	14%	13%	14%	11%	12%	11%	11%	18%	13%	15%	15%	14%	13%	8%
6	993	483	510	130	184	181	183	141	174	108	90	109	157	126	103	93	132	73
	11%	11%	11%	12%	12%	11%	12%	11%	9%	11%	9%	11%	16%	13%	10%	9%	13%	7%
7	1317	629	687	196	238	253	205	187	239	129	153	138	177	160	132	134	168	127
	15%	14%	15%	18%	16%	15%	13%	14%	13%	13%	15%	14%	18%	16%	13%	13%	17%	13%
8	1534	762	772	173	265	282	256	233	324	191	154	180	159	169	150	141	192	197
	17%	17%	17%	16%	17%	17%	16%	18%	18%	19%	15%	18%	16%	17%	15%	14%	19%	20%
9	1210	621	589	131	166	229	212	190	281	113	144	134	117	112	137	71	140	241
	13%	14%	13%	12%	11%	14%	13%	14%	15%	11%	14%	13%	12%	11%	14%	7%	14%	24%
10 = excellent	874	442	432	99	161	151	150	134	179	130	114	93	77	83	77	59	85	156
	10%	10%	9%	9%	11%	9%	10%	10%	10%	13%	11%	9%	8%	8%	8%	6%	8%	16%

Consumer perception study
Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Stable connection and reliability of service (audio, video and/or messaging)

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Don't know	634	257	378	71	92	118	110	96	148	111	94	25	23	56	51	178	63	33
	7%	6%	8%	6%	6%	7%	7%	7%	8%	11%	9%	3%	2%	6%	5%	18%	6%	3%
Mean	6.73	6.76	6.70	6.67	6.73	6.82	6.61	6.81	6.73	7.01	6.87	6.64	6.47	6.58	6.35	6.13	6.98	7.50
Standard deviation	2.32	2.34	2.31	2.20	2.26	2.21	2.42	2.35	2.44	2.29	2.35	2.30	2.32	2.26	2.48	2.41	1.97	2.24
Standard error	0.05	0.07	0.07	0.13	0.12	0.11	0.12	0.13	0.12	0.15	0.15	0.14	0.15	0.14	0.16	0.16	0.13	0.14

Consumer perception study Online Fieldwork: June-July 2015

Averages/col percents

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Stable connection and reliability of service (audio, video and/or messaging)

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: 0-3 (Poor)	805	242	221	145	113	237	569	304	284	18	-	196	137
	9%	9%	8%	9%	10%	10%	8%	8%	10%	1%	-	5%	5%
Net: 4-7 (Average)	3954	1151	1186	735	508	946	3008	1660	1274	237	82	1732	1262
	44%	42%	45%	45%	43%	42%	45%	42%	47%	15%	5%	42%	42%
Net: 8-10 (Good)	3618	1177	1034	654	486	781	2836	1872	1030	1255	1523	2064	1541
	40%	43%	40%	40%	41%	34%	42%	47%	38%	82%	95%	50%	51%
0 = extremely poor	122	50	27	21	15	47	75	31	46	4	-	16	16
	1%	2%	1%	1%	1%	2%	1%	1%	2%	0%	-	0%	1%
1	145	47	42	24	17	46	99	68	36	-	-	33	28
	2%	2%	2%	1%	1%	2%	1%	2%	1%	-	-	1%	1%
2	212	61	55	42	27	61	151	77	77	7	-	52	40
	2%	2%	2%	3%	2%	3%	2%	2%	3%	0%	-	1%	1%
3	326	85	97	58	54	84	243	127	125	7	-	95	54
	4%	3%	4%	4%	5%	4%	4%	3%	5%	0%	-	2%	2%
4	471	142	121	94	57	133	338	171	160	12	-	157	100
	5%	5%	5%	6%	5%	6%	5%	4%	6%	1%	-	4%	3%
5	1174	348	349	208	144	328	845	425	386	33	7	464	344
	13%	13%	13%	13%	12%	14%	13%	11%	14%	2%	0%	11%	11%
6	993	267	332	193	117	220	773	458	307	44	12	455	339
	11%	10%	13%	12%	10%	10%	11%	12%	11%	3%	1%	11%	11%
7	1317	394	385	240	190	265	1052	606	421	148	64	655	479
	15%	14%	15%	15%	16%	12%	16%	15%	15%	10%	4%	16%	16%
8	1534	447	475	291	215	323	1211	772	449	331	419	833	599
	17%	16%	18%	18%	18%	14%	18%	20%	16%	22%	26%	20%	20%
9	1210	435	325	215	153	272	937	652	341	443	571	735	556
	13%	16%	12%	13%	13%	12%	14%	16%	13%	29%	36%	18%	19%
10 = excellent	874	295	234	148	117	186	688	448	240	481	534	495	386
	10%	11%	9%	9%	10%	8%	10%	11%	9%	31%	33%	12%	13%

Consumer perception study
Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Stable connection and reliability of service (audio, video and/or messaging)

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Don't know	634	188	170	99	72	302	332	120	131	24	-	126	53
	7%	7%	6%	6%	6%	13%	5%	3%	5%	2%	-	3%	2%
Mean	6.73	6.82	6.73	6.70	6.76	6.45	6.82	7.02	6.56	8.61	8.95	7.25	7.29
Standard deviation	2.32	2.39	2.24	2.30	2.31	2.47	2.27	2.23	2.35	1.48	0.94	2.03	2.04
Standard error	0.05	0.09	0.09	0.11	0.14	0.11	0.06	0.07	0.09	0.07	0.05	0.06	0.07

Consumer perception study Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Customer service and support

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: 0-3 (Poor)	1227	601	625	137	205	203	240	191	250	103	142	145	150	124	196	189	95	82
	14%	14%	13%	12%	13%	12%	15%	15%	14%	10%	14%	15%	15%	12%	20%	19%	9%	8%
Net: 4-7 (Average)	3969	1906	2063	540	717	737	673	531	772	391	423	499	498	523	471	383	433	348
	44%	44%	44%	49%	47%	45%	43%	40%	42%	39%	42%	50%	50%	52%	47%	38%	43%	35%
Net: 8-10 (Good)	2859	1464	1395	320	446	508	492	451	641	336	280	326	309	277	260	203	332	536
	32%	33%	30%	29%	29%	31%	31%	34%	35%	34%	28%	33%	31%	28%	26%	20%	33%	54%
0 = extremely poor	218	129	88	20	36	28	48	40	45	23	19	31	27	27	42	27	8	15
	2%	3%	2%	2%	2%	2%	3%	3%	2%	2%	2%	3%	3%	3%	4%	3%	1%	1%
1	235	116	119	22	35	37	51	31	58	18	30	21	30	27	34	40	15	21
	3%	3%	3%	2%	2%	2%	3%	2%	3%	2%	3%	2%	3%	3%	3%	4%	1%	2%
2	331	159	172	40	63	57	64	44	63	27	46	37	34	28	53	55	31	21
	4%	4%	4%	4%	4%	3%	4%	3%	3%	3%	5%	4%	3%	3%	5%	5%	3%	2%
3	443	197	246	55	70	81	77	77	85	36	48	56	59	42	67	67	42	26
	5%	4%	5%	5%	5%	5%	5%	6%	5%	4%	5%	6%	6%	4%	7%	7%	4%	3%
4	542	248	295	76	95	102	91	74	102	37	65	59	70	58	88	74	52	40
	6%	6%	6%	7%	6%	6%	6%	6%	6%	4%	6%	6%	7%	6%	9%	7%	5%	4%
5	1295	599	696	166	240	231	232	172	254	148	137	183	138	169	147	140	135	97
	14%	14%	15%	15%	16%	14%	15%	13%	14%	15%	14%	18%	14%	17%	15%	14%	14%	10%
6	975	495	481	139	173	188	168	123	184	92	97	121	135	139	112	78	116	86
	11%	11%	10%	12%	11%	12%	11%	9%	10%	9%	10%	12%	13%	14%	11%	8%	12%	9%
7	1157	565	592	159	208	216	181	161	232	115	124	137	155	157	125	91	129	125
	13%	13%	13%	14%	14%	13%	12%	12%	13%	11%	12%	14%	15%	16%	12%	9%	13%	12%
8	1197	607	591	134	178	222	199	204	260	161	101	131	132	126	110	99	144	195
	13%	14%	13%	12%	12%	14%	13%	15%	14%	16%	10%	13%	13%	13%	11%	10%	14%	19%
9	907	474	433	102	136	160	156	140	212	73	91	109	106	90	93	53	100	192
	10%	11%	9%	9%	9%	10%	10%	11%	11%	7%	9%	11%	11%	9%	9%	5%	10%	19%
10 = excellent	755	383	371	84	132	126	137	108	169	102	88	86	70	61	58	51	88	150
	8%	9%	8%	8%	9%	8%	9%	8%	9%	10%	9%	9%	7%	6%	6%	5%	9%	15%

Consumer perception study
Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Customer service and support

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Don't know	956	403	554	115	158	188	166	142	188	170	155	30	46	77	74	227	143	34
	11%	9%	12%	10%	10%	11%	11%	11%	10%	17%	16%	3%	5%	8%	7%	23%	14%	3%
Mean	6.22	6.27	6.18	6.20	6.15	6.26	6.10	6.26	6.33	6.49	6.11	6.17	6.12	6.11	5.67	5.46	6.54	7.20
Standard deviation	2.55	2.59	2.51	2.41	2.52	2.45	2.65	2.60	2.59	2.49	2.61	2.51	2.50	2.40	2.66	2.65	2.32	2.39
Standard error	0.06	0.08	0.08	0.15	0.13	0.13	0.14	0.15	0.12	0.17	0.18	0.16	0.16	0.15	0.17	0.19	0.16	0.15

Consumer perception study

Online Fieldwork: June-July 2015

Absolutes/col percents

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Customer service and support

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: 0-3 (Poor)	1227	346	330	213	198	303	923	472	422	28	1	299	192
	14%	13%	13%	13%	17%	13%	14%	12%	16%	2%	0%	7%	6%
Net: 4-7 (Average)	3969	1160	1217	733	511	967	3002	1740	1254	230	79	1812	1322
	44%	42%	47%	45%	43%	43%	45%	44%	46%	15%	5%	44%	44%
Net: 8-10 (Good)	2859	995	794	515	345	635	2224	1510	840	1237	1525	1768	1378
	32%	36%	30%	32%	29%	28%	33%	38%	31%	81%	95%	43%	46%
0 = extremely poor	218	74	55	29	36	67	150	73	68	8	-	39	22
	2%	3%	2%	2%	3%	3%	2%	2%	3%	1%	-	1%	1%
1	235	73	58	40	38	68	167	86	82	3	-	51	31
	3%	3%	2%	2%	3%	3%	2%	2%	3%	0%	-	1%	1%
2	331	88	87	58	56	69	261	128	120	7	-	90	54
	4%	3%	3%	4%	5%	3%	4%	3%	4%	0%	-	2%	2%
3	443	111	131	87	68	99	345	186	151	11	1	120	85
	5%	4%	5%	5%	6%	4%	5%	5%	6%	1%	0%	3%	3%
4	542	159	153	96	78	117	425	220	175	10	2	183	141
	6%	6%	6%	6%	7%	5%	6%	6%	6%	1%	0%	4%	5%
5	1295	376	396	226	160	351	944	497	428	35	3	519	396
	14%	14%	15%	14%	14%	15%	14%	13%	16%	2%	0%	13%	13%
6	975	276	315	191	123	224	751	439	315	57	19	493	341
	11%	10%	12%	12%	10%	10%	11%	11%	12%	4%	1%	12%	11%
7	1157	348	352	221	149	275	882	583	336	128	56	617	444
	13%	13%	13%	14%	13%	12%	13%	15%	12%	8%	4%	15%	15%
8	1197	381	327	237	164	273	924	593	391	343	423	715	550
	13%	14%	13%	15%	14%	12%	14%	15%	14%	22%	26%	17%	18%
9	907	319	271	161	98	193	714	501	255	419	560	582	447
	10%	12%	10%	10%	8%	9%	11%	13%	9%	27%	35%	14%	15%
10 = excellent	755	296	196	117	84	169	586	416	194	475	542	471	381
	8%	11%	7%	7%	7%	7%	9%	11%	7%	31%	34%	11%	13%

Consumer perception study
Online Fieldwork: June-July 2015

Q3 On a scale from 0 to 10, where 0= extremely poor and 10= excellent, how would you rate internet-based communication services on each of the following?

Customer service and support

Base: All respondents

	Total	Income			Use		Awareness		Positive Rating		Data information		
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Don't know	956	257	270	172	125	360	596	233	203	38	-	238	101
	11%	9%	10%	11%	11%	16%	9%	6%	7%	2%	-	6%	3%
Mean	6.22	6.42	6.23	6.25	5.96	6.09	6.26	6.55	6.05	8.54	8.95	6.93	7.03
Standard deviation	2.55	2.60	2.45	2.45	2.62	2.58	2.53	2.48	2.54	1.61	0.96	2.23	2.19
Standard error	0.06	0.10	0.10	0.13	0.16	0.12	0.06	0.08	0.10	0.08	0.05	0.07	0.08

Consumer perception study Online Fieldwork: June-July 2015

Q4 Which, if any, of the following features would you value from your telecom provider? By this we mean a traditional mobile or landline service provider.

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Reliable connection (that does not cut out)	6938	3408	3530	811	1087	1246	1247	1048	1499	783	805	766	727	723	794	822	838	681
	77%	78%	76%	73%	71%	76%	79%	80%	81%	78%	80%	77%	72%	72%	79%	82%	84%	68%
Safeguards on my personal data and privacy	5773	2743	3030	665	931	1034	1034	876	1233	706	736	617	655	618	753	563	629	496
	64%	63%	65%	60%	61%	63%	66%	67%	67%	71%	73%	62%	65%	62%	75%	56%	63%	50%
High sound or picture quality	5185	2561	2624	651	887	955	899	740	1053	581	639	620	421	415	671	535	696	609
	58%	59%	57%	59%	58%	58%	57%	56%	57%	58%	64%	62%	42%	41%	67%	53%	69%	61%
Allowing control over the use of my personal data	4520	2123	2397	533	701	836	838	692	920	605	504	478	560	462	637	412	479	384
	50%	49%	52%	48%	46%	51%	53%	53%	50%	60%	50%	48%	56%	46%	64%	41%	48%	38%
Ensuring proper emergency calls functionality	4400	2074	2325	486	647	790	786	666	1025	584	545	442	444	453	375	446	535	576
	49%	47%	50%	44%	42%	48%	50%	51%	55%	58%	54%	44%	44%	45%	37%	45%	53%	58%
Information about quality or restrictions compared to other services	3298	1592	1706	421	562	633	589	476	617	408	370	366	379	288	437	307	351	392
	37%	36%	37%	38%	37%	39%	37%	36%	33%	41%	37%	37%	38%	29%	44%	31%	35%	39%
None of the above	504	224	280	62	117	81	97	69	79	58	50	72	38	68	31	61	33	93
	6%	5%	6%	6%	8%	5%	6%	5%	4%	6%	5%	7%	4%	7%	3%	6%	3%	9%

Consumer perception study
Online Fieldwork: June-July 2015

Q4 Which, if any, of the following features would you value from your telecom provider? By this we mean a traditional mobile or landline service provider.

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Reliable connection (that does not cut out)	6938	2034	2076	1277	939	1658	5280	3090	2104	1159	1189	3179	2208
	77%	74%	80%	78%	80%	73%	78%	78%	77%	76%	74%	77%	74%
Safeguards on my personal data and privacy	5773	1696	1689	1055	807	1392	4381	2671	1766	1064	1075	2647	1831
	64%	61%	65%	65%	68%	61%	65%	68%	65%	69%	67%	64%	61%
High sound or picture quality	5185	1588	1528	894	710	1084	4101	2468	1565	976	1023	2453	1826
	58%	58%	59%	55%	60%	48%	61%	62%	58%	64%	64%	60%	61%
Allowing control over the use of my personal data	4520	1351	1310	823	632	998	3521	2163	1370	886	905	2081	1493
	50%	49%	50%	50%	54%	44%	52%	55%	50%	58%	56%	51%	50%
Ensuring proper emergency calls functionality	4400	1339	1249	780	636	1036	3364	2098	1319	874	895	2066	1480
	49%	49%	48%	48%	54%	46%	50%	53%	49%	57%	56%	50%	49%
Information about quality or restrictions compared to other services	3298	1016	949	584	461	670	2628	1714	956	752	761	1628	1249
	37%	37%	36%	36%	39%	30%	39%	43%	35%	49%	47%	40%	42%
None of the above	504	187	119	71	40	187	317	101	123	35	44	112	101
	6%	7%	5%	4%	3%	8%	5%	3%	5%	2%	3%	3%	3%

Consumer perception study
Online Fieldwork: June-July 2015

Q5 Which, if any, of the following features would you value from internet-based communication services such as Skype and WhatsApp?

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Reliable connection (that does not cut out)	5882	2817	3065	747	969	1082	1064	863	1157	667	694	671	657	551	760	663	632	589
	65%	64%	66%	67%	64%	66%	68%	66%	63%	67%	69%	67%	65%	55%	76%	66%	63%	59%
High sound or picture quality	5200	2483	2717	730	881	929	899	755	1006	605	597	570	495	447	743	574	596	574
	58%	57%	59%	66%	58%	57%	57%	54%	60%	60%	57%	49%	45%	74%	57%	60%	57%	
Safeguards on my personal data and privacy	4920	2308	2612	617	805	910	894	733	961	615	667	544	620	463	684	475	461	391
	55%	53%	56%	56%	53%	56%	57%	56%	52%	61%	67%	54%	62%	46%	68%	47%	46%	39%
Allowing control over the use of my personal data	3949	1853	2097	490	665	735	736	582	742	521	490	446	536	333	545	362	383	334
	44%	42%	45%	44%	44%	45%	47%	44%	40%	52%	49%	45%	53%	33%	54%	36%	38%	33%
Information about quality or restrictions compared to other services	2862	1400	1462	394	468	534	541	403	523	396	361	334	362	207	377	249	243	332
	32%	32%	32%	35%	31%	33%	34%	31%	28%	40%	36%	33%	36%	21%	38%	25%	24%	33%
Ensuring proper emergency calls functionality	2645	1296	1350	260	408	495	493	385	603	374	371	317	345	206	257	262	215	299
	29%	30%	29%	23%	27%	30%	31%	29%	33%	37%	37%	32%	34%	21%	26%	26%	21%	30%
None of the above	1352	691	662	87	196	202	221	228	419	157	134	117	60	194	86	198	217	190
	15%	16%	14%	8%	13%	12%	14%	17%	23%	16%	13%	12%	6%	19%	9%	20%	22%	19%

Consumer perception study
Online Fieldwork: June-July 2015

Q5 Which, if any, of the following features would you value from internet-based communication services such as Skype and WhatsApp?

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Reliable connection (that does not cut out)	5882	1761	1707	1095	806	1103	4780	2758	1801	1008	1036	2682	2028
	65%	64%	65%	67%	68%	49%	71%	70%	66%	66%	65%	65%	68%
High sound or picture quality	5200	1612	1503	951	681	907	4293	2481	1598	940	996	2435	1880
	58%	58%	58%	58%	58%	40%	64%	63%	59%	61%	62%	59%	63%
Safeguards on my personal data and privacy	4920	1436	1418	935	687	975	3945	2380	1499	884	904	2240	1696
	55%	52%	54%	57%	58%	43%	58%	60%	55%	58%	56%	54%	57%
Allowing control over the use of my personal data	3949	1172	1096	739	576	731	3219	1946	1227	737	758	1807	1400
	44%	42%	42%	45%	49%	32%	48%	49%	45%	48%	47%	44%	47%
Information about quality or restrictions compared to other services	2862	864	786	541	424	519	2343	1498	884	652	679	1418	1167
	32%	31%	30%	33%	36%	23%	35%	38%	33%	42%	42%	34%	39%
Ensuring proper emergency calls functionality	2645	769	718	543	393	535	2111	1347	796	604	608	1274	1038
	29%	28%	28%	33%	33%	24%	31%	34%	29%	39%	38%	31%	35%
None of the above	1352	465	396	187	129	745	607	308	343	156	172	460	168
	15%	17%	15%	11%	11%	33%	9%	8%	13%	10%	11%	11%	6%

Consumer perception study Online Fieldwork: June-July 2015

Q6 Are you aware of different consumer protection levels granted by Internet-based communication services compared with consumer protection granted by traditional communication services?

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: Aware	3955	1989	1966	576	739	743	684	534	679	394	496	511	431	421	416	242	554	491
	44%	45%	42%	52%	48%	45%	44%	41%	37%	39%	50%	51%	43%	42%	42%	24%	55%	49%
Net: Unaware	2719	1305	1414	301	433	511	461	414	600	337	286	314	395	261	282	288	211	344
	30%	30%	30%	27%	28%	31%	29%	31%	32%	34%	29%	31%	39%	26%	28%	29%	21%	34%
Yes, and I am confident that I know where I have a lower protection level	1062	592	469	191	224	203	174	129	140	96	131	169	83	86	66	43	229	158
	12%	14%	10%	17%	15%	12%	11%	10%	8%	10%	13%	17%	8%	9%	7%	4%	23%	16%
Yes, I think there are some differences in protection levels but I am not sure what they are	2894	1397	1497	386	515	540	510	404	539	297	365	342	348	335	350	198	325	333
	32%	32%	32%	35%	34%	33%	32%	31%	29%	30%	36%	34%	35%	33%	35%	20%	32%	33%
No, I am not sure, but I don't think there are any differences in protection levels that are relevant for me	1997	944	1052	232	319	388	341	293	423	257	213	227	284	195	218	192	163	247
	22%	22%	23%	21%	21%	24%	22%	22%	23%	26%	21%	23%	28%	20%	22%	19%	16%	25%
No, I am confident that there are no differences in protection levels that are relevant to me	722	361	361	69	113	122	120	121	176	80	73	87	111	66	64	96	48	97
	8%	8%	8%	6%	7%	7%	8%	9%	10%	8%	7%	9%	11%	7%	6%	10%	5%	10%
Don't know	2337	1079	1257	234	354	382	427	367	572	270	219	175	177	319	303	472	237	165
	26%	25%	27%	21%	23%	23%	27%	28%	31%	27%	22%	17%	18%	32%	30%	47%	24%	16%

Consumer perception study Online Fieldwork: June-July 2015

Q6 Are you aware of different consumer protection levels granted by Internet-based communication services compared with consumer protection granted by traditional communication services?

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: Aware	3955	1239	1167	749	504	772	3184	3955	-	938	941	2217	1720
	44%	45%	45%	46%	43%	34%	47%	100%	-	61%	59%	54%	57%
Net: Unaware	2719	816	786	513	376	636	2083	-	2719	377	433	1219	881
	30%	30%	30%	31%	32%	28%	31%	-	100%	25%	27%	30%	29%
Yes, and I am confident that I know where I have a lower protection level	1062	340	316	174	137	184	878	1062	-	349	346	652	528
	12%	12%	12%	11%	12%	8%	13%	27%	-	23%	22%	16%	18%
Yes, I think there are some differences in protection levels but I am not sure what they are	2894	899	851	575	367	588	2306	2894	-	589	595	1565	1192
	32%	33%	33%	35%	31%	26%	34%	73%	-	38%	37%	38%	40%
No, I am not sure, but I don't think there are any differences in protection levels that are relevant for me	1997	600	595	379	278	428	1568	-	1997	273	318	934	688
	22%	22%	23%	23%	24%	19%	23%	-	73%	18%	20%	23%	23%
No, I am confident that there are no differences in protection levels that are relevant to me	722	216	192	134	98	208	515	-	722	105	115	285	193
	8%	8%	7%	8%	8%	9%	8%	-	27%	7%	7%	7%	6%
Don't know	2337	703	657	371	298	858	1478	-	-	218	232	682	392
	26%	25%	25%	23%	25%	38%	22%	-	-	14%	14%	17%	13%

Consumer perception study

Online Fieldwork: June-July 2015

Table 19
Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

Base: All respondents

	Organisations										
	The Government	The police	My telecom operator	Internet-based communication service provider (i.e. Skype, WhatsApp)	Social networks (i.e. Facebook, Twitter)	Operating system providers (i.e. Android, iOS, Windows)	Search Engines (i.e. Google, Bing, Yahoo)	My insurance provider	My email provider	My bank	Utility companies
Unweighted base	9,011	9,011	9,011	9,011	9,011	9,011	9,011	9,011	9,011	9,011	9,011
Weighted base	9,011	9,011	9,011	9,011	9,011	9,011	9,011	9,011	9,011	9,011	9,011
Net: Not well	3586	2435	3041	3310	3818	3105	3841	2373	2844	1862	3053
	40%	27%	34%	37%	42%	34%	43%	26%	32%	21%	34%
Net: Well	2852	3843	4117	2994	2844	3370	2954	4345	4422	5650	3587
	32%	43%	46%	33%	32%	37%	33%	48%	49%	63%	40%
Not at all well: -2	1783	1126	932	1144	1588	1097	1585	894	924	668	1056
	20%	12%	10%	13%	18%	12%	18%	10%	10%	7%	12%
Not very well: -1	1802	1310	2109	2166	2229	2008	2256	1479	1920	1194	1997
	20%	15%	23%	24%	25%	22%	25%	16%	21%	13%	22%
Fairly well: 1	1902	2077	2862	2179	2033	2413	2065	2735	3028	2866	2593
	21%	23%	32%	24%	23%	27%	23%	30%	34%	32%	29%
Very well: 2	951	1766	1255	815	811	957	888	1610	1394	2784	994
	11%	20%	14%	9%	9%	11%	10%	18%	15%	31%	11%
I don't share personal data with this organisation: NR	514	673	327	661	715	503	586	524	329	317	435
	6%	7%	4%	7%	8%	6%	7%	6%	4%	4%	5%
Don't know: NR	2059	2060	1526	2047	1634	2033	1630	1769	1417	1182	1936
	23%	23%	17%	23%	18%	23%	18%	20%	16%	13%	21%
Mean	-0.24	0.33	0.20	-0.10	-0.26	0.02	-0.23	0.40	0.28	0.79	0.07
Standard deviation	1.49	1.51	1.37	1.39	1.42	1.40	1.43	1.40	1.37	1.33	1.39
Standard error	0.04	0.04	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03

Consumer perception study Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

Summary table - Very/fairly well

Base: All respondents

	Total	Country								
		UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
The Government	2852	428	225	397	330	288	166	402	447	169
	32%	43%	22%	40%	33%	29%	17%	40%	45%	17%
The police	3843	460	368	526	484	336	269	574	518	308
	43%	46%	37%	53%	48%	34%	27%	57%	52%	31%
My telecom operator	4117	487	411	446	473	409	399	407	599	484
	46%	49%	41%	45%	47%	41%	40%	41%	60%	48%
Internet-based communication service provider (i.e. Skype, WhatsApp)	2994	370	199	415	411	277	289	217	381	434
	33%	37%	20%	42%	41%	28%	29%	22%	38%	43%
Social networks (i.e. Facebook, Twitter)	2844	338	170	401	370	281	256	199	348	483
	32%	34%	17%	40%	37%	28%	26%	20%	35%	48%
Operating system providers (i.e. Android, iOS, Windows)	3370	437	277	446	435	318	296	315	384	462
	37%	44%	28%	45%	43%	32%	30%	31%	38%	46%
Search Engines (i.e. Google, Bing, Yahoo)	2954	348	206	411	385	315	257	176	365	490
	33%	35%	21%	41%	38%	31%	26%	18%	36%	49%
My insurance provider	4345	503	429	534	565	430	427	607	516	333
	48%	50%	43%	53%	56%	43%	43%	61%	52%	33%
My email provider	4422	534	415	532	534	406	424	439	617	520
	49%	53%	41%	53%	53%	41%	42%	44%	62%	52%
My bank	5650	681	575	625	643	520	588	709	755	554
	63%	68%	57%	62%	64%	52%	59%	71%	75%	55%
Utility companies	3587	484	376	409	481	392	245	342	484	374
	40%	48%	38%	41%	48%	39%	24%	34%	48%	37%

Consumer perception study Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

The Government

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: Not well	3586	1843	1743	387	614	672	644	536	732	325	537	394	479	413	433	228	201	575
	40%	42%	38%	35%	40%	41%	41%	41%	40%	33%	54%	39%	48%	41%	43%	23%	20%	58%
Net: Well	2852	1507	1345	403	519	549	493	376	511	428	225	397	330	288	166	402	447	169
	32%	34%	29%	36%	34%	34%	31%	29%	28%	43%	22%	40%	33%	29%	17%	40%	45%	17%
Not at all well: -2	1783	934	849	172	299	320	316	291	384	144	267	174	233	202	216	97	75	375
	20%	21%	18%	16%	20%	20%	20%	22%	21%	14%	27%	17%	23%	20%	22%	10%	7%	38%
Not very well: -1	1802	909	893	214	315	353	328	245	348	181	270	220	246	211	216	131	126	200
	20%	21%	19%	19%	21%	22%	21%	19%	19%	18%	27%	22%	25%	21%	22%	13%	13%	20%
Fairly well: 1	1902	1004	897	272	318	363	328	270	351	275	162	261	231	196	113	252	295	116
	21%	23%	19%	24%	21%	22%	21%	21%	19%	27%	16%	26%	23%	20%	11%	25%	29%	12%
Very well: 2	951	503	447	131	201	186	165	106	161	153	63	136	98	91	53	150	152	54
	11%	12%	10%	12%	13%	11%	11%	8%	9%	15%	6%	14%	10%	9%	5%	15%	15%	5%
I don't share personal data with this organisation: NR	514	227	287	67	86	73	74	92	122	47	60	40	58	76	66	48	45	74
	6%	5%	6%	6%	6%	4%	5%	7%	7%	5%	6%	4%	6%	8%	7%	5%	4%	7%
Don't know: NR	2059	797	1262	254	306	342	360	312	485	200	178	168	137	224	337	324	309	182
	23%	18%	27%	23%	20%	21%	23%	24%	26%	20%	18%	17%	14%	22%	34%	32%	31%	18%
Mean	-0.24	-0.23	-0.26	-0.03	-0.17	-0.21	-0.27	-0.38	-0.36	0.15	-0.68	-0.04	-0.35	-0.34	-0.72	0.36	0.50	-0.98
Standard deviation	1.49	1.49	1.48	1.47	1.51	1.48	1.48	1.47	1.48	1.47	1.36	1.47	1.45	1.46	1.35	1.43	1.34	1.33
Standard error	0.04	0.05	0.05	0.10	0.09	0.08	0.09	0.10	0.08	0.10	0.10	0.10	0.10	0.11	0.11	0.11	0.10	0.10

Consumer perception study
Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

The Government

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: Not well	3586	1151	1014	632	488	790	2795	1601	1251	433	469	1182	894
	40%	42%	39%	39%	41%	35%	41%	40%	46%	28%	29%	29%	30%
Net: Well	2852	711	861	641	459	646	2206	1521	845	717	713	2123	1602
	32%	26%	33%	39%	39%	29%	33%	38%	31%	47%	44%	52%	54%
Not at all well: -2	1783	626	477	280	226	401	1382	740	653	185	216	447	351
	20%	23%	18%	17%	19%	18%	20%	19%	24%	12%	13%	11%	12%
Not very well: -1	1802	525	537	352	262	389	1414	861	598	248	253	735	543
	20%	19%	21%	22%	22%	17%	21%	22%	22%	16%	16%	18%	18%
Fairly well: 1	1902	476	564	421	306	443	1459	977	579	388	405	1356	1011
	21%	17%	22%	26%	26%	20%	22%	25%	21%	25%	25%	33%	34%
Very well: 2	951	235	298	219	153	203	747	543	266	330	308	767	591
	11%	9%	11%	13%	13%	9%	11%	14%	10%	21%	19%	19%	20%
I don't share personal data with this organisation: NR	514	178	142	90	49	166	348	240	151	153	154	258	180
	6%	6%	5%	6%	4%	7%	5%	6%	6%	10%	10%	6%	6%
Don't know: NR	2059	718	594	270	182	663	1396	594	472	231	269	553	318
	23%	26%	23%	17%	15%	29%	21%	15%	17%	15%	17%	13%	11%
Mean	-0.24	-0.45	-0.18	-0.04	-0.11	-0.24	-0.24	-0.09	-0.38	0.37	0.28	0.38	0.38
Standard deviation	1.49	1.48	1.49	1.47	1.48	1.49	1.49	1.49	1.47	1.48	1.50	1.40	1.41
Standard error	0.04	0.07	0.07	0.08	0.09	0.08	0.04	0.05	0.06	0.09	0.09	0.05	0.06

Consumer perception study Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

The police

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: Not well	2435	1274	1161	248	409	452	442	401	484	203	340	214	280	337	305	138	140	477
	27%	29%	25%	22%	27%	28%	28%	30%	26%	20%	34%	21%	28%	34%	30%	14%	14%	48%
Net: Well	3843	1955	1889	548	700	738	660	494	703	460	368	526	484	336	269	574	518	308
	43%	45%	41%	49%	46%	45%	42%	38%	38%	46%	37%	53%	48%	34%	27%	57%	52%	31%
Not at all well: -2	1126	620	506	88	175	204	216	203	239	86	145	80	113	155	143	48	51	306
	12%	14%	11%	8%	11%	12%	14%	15%	13%	9%	14%	8%	11%	15%	14%	5%	5%	31%
Not very well: -1	1310	655	655	160	233	248	225	198	245	117	195	135	167	183	162	90	89	172
	15%	15%	14%	14%	15%	15%	14%	15%	13%	12%	20%	13%	17%	18%	16%	9%	9%	17%
Fairly well: 1	2077	1035	1042	289	370	393	366	263	395	242	222	279	268	203	151	274	262	177
	23%	24%	22%	26%	24%	24%	23%	20%	21%	24%	22%	28%	27%	20%	15%	27%	26%	18%
Very well: 2	1766	919	846	259	329	344	294	231	309	218	146	247	216	133	118	300	257	131
	20%	21%	18%	23%	22%	21%	19%	18%	17%	22%	15%	25%	22%	13%	12%	30%	26%	13%
I don't share personal data with this organisation: NR	673	304	368	77	94	113	114	106	169	111	81	75	86	104	73	47	49	46
	7%	7%	8%	7%	6%	7%	7%	8%	9%	11%	8%	7%	9%	10%	7%	5%	5%	5%
Don't know: NR	2060	841	1219	238	324	332	357	314	495	227	211	185	153	224	355	242	295	168
	23%	19%	26%	21%	21%	20%	23%	24%	27%	23%	21%	19%	15%	22%	35%	24%	29%	17%
Mean	0.33	0.30	0.35	0.59	0.40	0.36	0.27	0.14	0.24	0.59	0.04	0.65	0.40	-0.04	-0.11	0.96	0.89	-0.44
Standard deviation	1.51	1.53	1.49	1.40	1.48	1.50	1.52	1.56	1.52	1.42	1.49	1.38	1.46	1.51	1.53	1.24	1.27	1.57
Standard error	0.04	0.05	0.05	0.10	0.09	0.09	0.09	0.10	0.09	0.11	0.11	0.10	0.10	0.11	0.13	0.09	0.10	0.11

Consumer perception study
Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

The police

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: Not well	2435	809	677	441	309	546	1889	1061	880	291	309	640	520
	27%	29%	26%	27%	26%	24%	28%	27%	32%	19%	19%	16%	17%
Net: Well	3843	1017	1155	800	594	838	3005	1981	1161	867	873	2640	1947
	43%	37%	44%	49%	50%	37%	45%	50%	43%	57%	54%	64%	65%
Not at all well: -2	1126	422	294	166	142	272	854	452	417	107	135	221	156
	12%	15%	11%	10%	12%	12%	13%	11%	15%	7%	8%	5%	5%
Not very well: -1	1310	387	383	275	166	274	1036	609	463	185	174	419	364
	15%	14%	15%	17%	14%	12%	15%	15%	17%	12%	11%	10%	12%
Fairly well: 1	2077	562	615	429	311	478	1600	1050	640	368	376	1343	999
	23%	20%	24%	26%	26%	21%	24%	27%	24%	24%	23%	33%	33%
Very well: 2	1766	455	540	371	283	360	1406	932	520	498	498	1297	948
	20%	16%	21%	23%	24%	16%	21%	24%	19%	32%	31%	31%	32%
I don't share personal data with this organisation: NR	673	187	213	121	73	218	454	292	207	153	164	310	204
	7%	7%	8%	7%	6%	10%	7%	7%	8%	10%	10%	8%	7%
Don't know: NR	2060	745	566	271	203	664	1396	621	471	222	259	527	323
	23%	27%	22%	17%	17%	29%	21%	16%	17%	14%	16%	13%	11%
Mean	0.33	0.13	0.40	0.45	0.47	0.27	0.34	0.46	0.19	0.83	0.78	0.94	0.90
Standard deviation	1.51	1.56	1.49	1.45	1.48	1.51	1.51	1.47	1.53	1.37	1.41	1.23	1.24
Standard error	0.04	0.07	0.07	0.08	0.10	0.08	0.04	0.05	0.07	0.08	0.08	0.04	0.05

Consumer perception study Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

My telecom operator

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: Not well	3041	1466	1575	308	517	589	588	468	571	255	408	373	400	359	389	285	200	370
	34%	34%	34%	28%	34%	36%	37%	36%	31%	25%	41%	37%	40%	36%	39%	28%	20%	37%
Net: Well	4117	2144	1973	584	698	741	665	586	845	487	411	446	473	409	399	407	599	484
	46%	49%	43%	52%	46%	45%	42%	45%	46%	49%	41%	45%	47%	41%	40%	41%	60%	48%
Not at all well: -2	932	457	475	60	161	181	188	159	182	81	132	111	104	123	115	73	41	150
	10%	10%	10%	5%	11%	11%	12%	12%	10%	8%	13%	11%	10%	12%	11%	7%	4%	15%
Not very well: -1	2109	1009	1100	248	356	408	400	309	389	174	276	262	296	236	275	211	159	220
	23%	23%	24%	22%	23%	25%	25%	23%	21%	17%	28%	26%	29%	24%	27%	21%	16%	22%
Fairly well: 1	2862	1470	1392	409	486	490	482	423	572	330	285	311	317	278	289	320	409	322
	32%	34%	30%	37%	32%	30%	31%	32%	31%	33%	28%	31%	32%	28%	29%	32%	41%	32%
Very well: 2	1255	673	582	174	211	251	183	163	273	157	126	135	157	131	110	88	190	162
	14%	15%	13%	16%	14%	15%	12%	12%	15%	16%	13%	13%	16%	13%	11%	9%	19%	16%
I don't share personal data with this organisation: NR	327	157	170	46	57	48	62	39	76	64	33	42	28	53	19	31	19	39
	4%	4%	4%	4%	4%	3%	4%	3%	4%	6%	3%	4%	3%	5%	2%	3%	2%	4%
Don't know: NR	1526	608	918	174	254	259	257	223	359	195	148	138	102	179	194	279	184	106
	17%	14%	20%	16%	17%	16%	16%	17%	19%	20%	15%	14%	10%	18%	19%	28%	18%	11%
Mean	0.20	0.25	0.14	0.44	0.19	0.17	0.06	0.12	0.26	0.41	0.00	0.12	0.14	0.08	0.01	0.20	0.68	0.15
Standard deviation	1.37	1.37	1.37	1.26	1.37	1.40	1.37	1.38	1.38	1.34	1.40	1.37	1.37	1.41	1.36	1.29	1.18	1.44
Standard error	0.03	0.04	0.05	0.08	0.08	0.08	0.08	0.08	0.07	0.10	0.10	0.09	0.09	0.10	0.10	0.10	0.08	0.10

Consumer perception study
Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

My telecom operator

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: Not well	3041	886	837	571	466	690	2351	1242	1088	200	242	-	457
	34%	32%	32%	35%	40%	30%	35%	31%	40%	13%	15%	-	15%
Net: Well	4117	1270	1252	789	511	956	3161	2217	1219	1111	1128	4117	2325
	46%	46%	48%	48%	43%	42%	47%	56%	45%	72%	70%	100%	78%
Not at all well: -2	932	310	228	153	146	231	701	327	348	48	64	-	73
	10%	11%	9%	9%	12%	10%	10%	8%	13%	3%	4%	-	2%
Not very well: -1	2109	576	609	418	320	459	1650	915	739	153	177	-	384
	23%	21%	23%	26%	27%	20%	24%	23%	27%	10%	11%	-	13%
Fairly well: 1	2862	873	877	541	364	669	2193	1492	874	598	592	2862	1494
	32%	32%	34%	33%	31%	30%	33%	38%	32%	39%	37%	70%	50%
Very well: 2	1255	397	375	248	147	287	968	725	345	513	535	1255	831
	14%	14%	14%	15%	12%	13%	14%	18%	13%	33%	33%	30%	28%
I don't share personal data with this organisation: NR	327	98	99	56	43	125	202	154	91	93	89	-	92
	4%	4%	4%	3%	4%	6%	3%	4%	3%	6%	6%	-	3%
Don't know: NR	1526	504	423	216	159	495	1031	342	321	130	147	-	120
	17%	18%	16%	13%	13%	22%	15%	9%	12%	8%	9%	-	4%
Mean	0.20	0.22	0.27	0.23	0.05	0.20	0.20	0.40	0.06	1.05	0.99	1.30	0.94
Standard deviation	1.37	1.39	1.34	1.35	1.38	1.38	1.37	1.32	1.38	1.09	1.15	0.46	1.04
Standard error	0.03	0.06	0.06	0.07	0.09	0.07	0.04	0.04	0.06	0.06	0.06	0.01	0.04

Consumer perception study Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

Internet-based communication service provider (i.e. Skype, WhatsApp)

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: Not well	3310	1635	1675	385	587	649	616	470	604	276	523	399	420	389	359	376	227	341
	37%	37%	36%	35%	38%	40%	39%	36%	33%	28%	52%	40%	42%	39%	36%	38%	23%	34%
Net: Well	2994	1535	1459	507	587	544	472	374	510	370	199	415	411	277	289	217	381	434
	33%	35%	31%	46%	38%	33%	30%	28%	28%	37%	20%	42%	41%	28%	29%	22%	38%	43%
Not at all well: -2	1144	591	553	97	197	208	233	174	236	91	218	108	115	164	111	132	60	145
	13%	14%	12%	9%	13%	13%	15%	13%	13%	9%	22%	11%	11%	16%	11%	13%	6%	15%
Not very well: -1	2166	1044	1122	287	390	441	383	295	368	185	304	291	304	225	248	244	168	196
	24%	24%	24%	26%	26%	27%	24%	22%	20%	19%	30%	29%	30%	23%	25%	24%	17%	20%
Fairly well: 1	2179	1122	1057	349	406	386	358	288	392	265	140	294	294	201	221	186	296	282
	24%	26%	23%	31%	27%	24%	23%	22%	21%	26%	14%	29%	29%	20%	22%	19%	30%	28%
Very well: 2	815	413	402	158	181	157	115	86	118	106	59	122	116	76	68	32	84	152
	9%	9%	9%	14%	12%	10%	7%	7%	6%	11%	6%	12%	12%	8%	7%	3%	8%	15%
I don't share personal data with this organisation: NR	661	301	359	52	87	111	124	116	171	112	95	42	34	87	67	77	80	68
	7%	7%	8%	5%	6%	7%	8%	9%	9%	11%	9%	4%	3%	9%	7%	8%	8%	7%
Don't know: NR	2047	902	1144	168	265	333	359	355	566	242	185	144	138	248	287	332	314	157
	23%	21%	25%	15%	17%	20%	23%	27%	31%	24%	18%	14%	14%	25%	29%	33%	31%	16%
Mean	-0.10	-0.09	-0.12	0.20	-0.01	-0.13	-0.24	-0.22	-0.19	0.17	-0.67	0.04	-0.01	-0.30	-0.17	-0.44	0.29	0.13
Standard deviation	1.39	1.39	1.38	1.35	1.40	1.38	1.38	1.37	1.38	1.37	1.31	1.36	1.36	1.41	1.34	1.28	1.28	1.46
Standard error	0.03	0.05	0.05	0.09	0.08	0.08	0.08	0.09	0.08	0.11	0.10	0.09	0.09	0.11	0.10	0.10	0.10	0.10

Consumer perception study

Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

Internet-based communication service provider (i.e. Skype, WhatsApp)

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: Not well	3310	905	905	686	522	664	2646	1415	1182	314	284	949	-
	37%	33%	35%	42%	44%	29%	39%	36%	43%	20%	18%	23%	-
Net: Well	2994	934	923	560	371	438	2556	1720	881	863	934	2325	2994
	33%	34%	35%	34%	31%	19%	38%	43%	32%	56%	58%	56%	100%
Not at all well: -2	1144	330	275	208	201	286	858	416	429	88	78	184	-
	13%	12%	11%	13%	17%	13%	13%	11%	16%	6%	5%	4%	-
Not very well: -1	2166	575	630	478	321	378	1788	998	752	226	206	766	-
	24%	21%	24%	29%	27%	17%	27%	25%	28%	15%	13%	19%	-
Fairly well: 1	2179	657	684	411	272	334	1845	1206	672	487	517	1659	2179
	24%	24%	26%	25%	23%	15%	27%	30%	25%	32%	32%	40%	73%
Very well: 2	815	276	239	150	99	104	711	514	209	376	417	666	815
	9%	10%	9%	9%	8%	5%	11%	13%	8%	25%	26%	16%	27%
I don't share personal data with this organisation: NR	661	216	184	111	73	353	307	274	177	140	145	310	-
	7%	8%	7%	7%	6%	16%	5%	7%	6%	9%	9%	8%	-
Don't know: NR	2047	704	599	275	213	811	1236	546	479	216	243	533	-
	23%	26%	23%	17%	18%	36%	18%	14%	18%	14%	15%	13%	-
Mean	-0.10	-0.01	-0.01	-0.15	-0.28	-0.37	-0.05	0.13	-0.25	0.71	0.81	0.57	1.27
Standard deviation	1.39	1.41	1.36	1.36	1.39	1.39	1.38	1.37	1.37	1.29	1.25	1.21	0.45
Standard error	0.03	0.06	0.06	0.08	0.09	0.08	0.04	0.05	0.06	0.07	0.07	0.04	0.02

Consumer perception study Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

Social networks (i.e. Facebook, Twitter)

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: Not well	3818	1929	1889	427	660	709	709	574	738	386	552	415	487	450	418	477	298	334
	42%	44%	41%	38%	43%	43%	45%	44%	40%	39%	55%	42%	49%	45%	42%	48%	30%	33%
Net: Well	2844	1330	1515	506	576	555	441	335	431	338	170	401	370	281	256	199	348	483
	32%	30%	33%	46%	38%	34%	28%	25%	23%	34%	17%	40%	37%	28%	26%	20%	35%	48%
Not at all well: -2	1588	842	746	135	271	279	302	269	332	162	284	151	183	214	169	216	80	129
	18%	19%	16%	12%	18%	17%	19%	20%	18%	16%	28%	15%	18%	21%	17%	22%	8%	13%
Not very well: -1	2229	1086	1143	291	389	430	407	305	406	224	268	264	304	237	249	261	217	206
	25%	25%	25%	26%	26%	26%	26%	23%	22%	22%	27%	26%	30%	24%	25%	26%	22%	21%
Fairly well: 1	2033	926	1107	342	405	374	330	259	324	243	120	281	253	201	199	157	266	313
	23%	21%	24%	31%	27%	23%	21%	20%	17%	24%	12%	28%	25%	20%	20%	16%	27%	31%
Very well: 2	811	404	407	164	171	181	111	76	107	95	49	119	117	80	57	42	81	170
	9%	9%	9%	15%	11%	11%	7%	6%	6%	9%	5%	12%	12%	8%	6%	4%	8%	17%
I don't share personal data with this organisation: NR	715	361	354	49	79	112	129	134	211	97	111	45	47	74	78	87	100	76
	8%	8%	8%	4%	5%	7%	8%	10%	11%	10%	11%	5%	5%	7%	8%	9%	10%	8%
Don't know: NR	1634	754	880	130	210	259	292	271	471	180	169	139	99	196	249	239	257	106
	18%	17%	19%	12%	14%	16%	19%	21%	25%	18%	17%	14%	10%	20%	25%	24%	26%	11%
Mean	-0.26	-0.32	-0.21	0.12	-0.15	-0.20	-0.40	-0.48	-0.45	-0.16	-0.86	-0.06	-0.21	-0.42	-0.41	-0.67	0.08	0.23
Standard deviation	1.42	1.43	1.40	1.40	1.43	1.43	1.39	1.38	1.39	1.43	1.29	1.41	1.42	1.43	1.36	1.30	1.32	1.43
Standard error	0.03	0.05	0.05	0.09	0.08	0.08	0.08	0.09	0.08	0.10	0.09	0.10	0.09	0.10	0.10	0.10	0.10	0.10

Consumer perception study
Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

Social networks (i.e. Facebook, Twitter)

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: Not well	3818	1003	1104	760	630	841	2976	1677	1311	393	355	1313	691
	42%	36%	42%	47%	53%	37%	44%	42%	48%	26%	22%	32%	23%
Net: Well	2844	963	843	525	301	445	2400	1577	845	806	890	2100	1991
	32%	35%	32%	32%	26%	20%	36%	40%	31%	53%	55%	51%	66%
Not at all well: -2	1588	406	428	295	304	422	1166	639	555	118	107	363	156
	18%	15%	16%	18%	26%	19%	17%	16%	20%	8%	7%	9%	5%
Not very well: -1	2229	597	677	465	326	419	1810	1038	755	275	248	950	536
	25%	22%	26%	28%	28%	18%	27%	26%	28%	18%	15%	23%	18%
Fairly well: 1	2033	683	605	378	215	325	1709	1066	625	481	528	1453	1349
	23%	25%	23%	23%	18%	14%	25%	27%	23%	31%	33%	35%	45%
Very well: 2	811	281	238	147	85	120	691	511	220	325	363	647	642
	9%	10%	9%	9%	7%	5%	10%	13%	8%	21%	23%	16%	21%
I don't share personal data with this organisation: NR	715	235	189	127	86	325	391	294	193	152	151	347	166
	8%	9%	7%	8%	7%	14%	6%	7%	7%	10%	9%	8%	6%
Don't know: NR	1634	558	474	220	162	655	979	407	370	183	209	358	146
	18%	20%	18%	13%	14%	29%	15%	10%	14%	12%	13%	9%	5%
Mean	-0.26	-0.08	-0.23	-0.30	-0.59	-0.54	-0.20	-0.07	-0.37	0.52	0.63	0.31	0.67
Standard deviation	1.42	1.43	1.40	1.39	1.38	1.40	1.41	1.43	1.39	1.36	1.31	1.34	1.20
Standard error	0.03	0.06	0.06	0.08	0.09	0.08	0.04	0.05	0.06	0.08	0.07	0.04	0.05

Consumer perception study Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

Operating system providers (i.e. Android, iOS, Windows)

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: Not well	3105	1598	1507	333	526	594	597	493	562	255	471	355	403	389	372	315	233	312
	34%	37%	33%	30%	34%	36%	38%	37%	30%	25%	47%	36%	40%	39%	37%	31%	23%	31%
Net: Well	3370	1725	1645	553	654	638	509	413	602	437	277	446	435	318	296	315	384	462
	37%	39%	35%	50%	43%	39%	32%	31%	33%	44%	28%	45%	43%	32%	30%	31%	38%	46%
Not at all well: -2	1097	583	515	83	186	203	224	170	232	84	181	112	110	165	141	107	57	140
	12%	13%	11%	7%	12%	12%	14%	13%	13%	8%	18%	11%	11%	16%	14%	11%	6%	14%
Not very well: -1	2008	1015	993	250	340	391	373	323	330	171	289	243	293	225	231	208	176	172
	22%	23%	21%	23%	22%	24%	24%	25%	18%	17%	29%	24%	29%	22%	23%	21%	18%	17%
Fairly well: 1	2413	1228	1185	366	466	447	381	303	450	318	194	307	306	221	225	257	290	294
	27%	28%	26%	33%	31%	27%	24%	23%	24%	32%	19%	31%	30%	22%	23%	26%	29%	29%
Very well: 2	957	498	459	187	188	191	129	110	152	119	83	138	129	97	71	57	95	169
	11%	11%	10%	17%	12%	12%	8%	8%	8%	12%	8%	14%	13%	10%	7%	6%	9%	17%
I don't share personal data with this organisation: NR	503	226	277	49	70	96	96	79	113	75	65	41	29	66	53	43	59	73
	6%	5%	6%	4%	5%	6%	6%	6%	6%	7%	6%	4%	3%	7%	5%	4%	6%	7%
Don't know: NR	2033	825	1209	177	276	307	370	330	573	234	189	158	136	228	281	329	326	152
	23%	19%	26%	16%	18%	19%	24%	25%	31%	23%	19%	16%	14%	23%	28%	33%	33%	15%
Mean	0.02	0.01	0.03	0.37	0.11	0.03	-0.17	-0.15	-0.03	0.31	-0.39	0.15	0.06	-0.20	-0.22	-0.08	0.31	0.23
Standard deviation	1.40	1.41	1.39	1.33	1.39	1.40	1.39	1.38	1.41	1.33	1.38	1.38	1.36	1.44	1.38	1.33	1.28	1.46
Standard error	0.03	0.05	0.05	0.09	0.08	0.08	0.08	0.09	0.08	0.10	0.10	0.10	0.09	0.11	0.10	0.10	0.10	0.10

Consumer perception study
Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

Operating system providers (i.e. Android, iOS, Windows)

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: Not well	3105	827	876	620	494	710	2395	1315	1095	283	270	840	431
	34%	30%	34%	38%	42%	31%	36%	33%	40%	18%	17%	20%	14%
Net: Well	3370	1052	1003	653	432	624	2745	1888	999	921	978	2545	2234
	37%	38%	38%	40%	37%	28%	41%	48%	37%	60%	61%	62%	75%
Not at all well: -2	1097	319	286	196	183	275	822	405	402	85	84	150	61
	12%	12%	11%	12%	16%	12%	12%	10%	15%	6%	5%	4%	2%
Not very well: -1	2008	508	590	425	311	434	1573	910	693	198	186	690	370
	22%	18%	23%	26%	26%	19%	23%	23%	25%	13%	12%	17%	12%
Fairly well: 1	2413	728	743	475	300	474	1939	1278	753	536	556	1780	1510
	27%	26%	28%	29%	25%	21%	29%	32%	28%	35%	35%	43%	50%
Very well: 2	957	323	260	179	133	151	806	610	246	386	422	765	724
	11%	12%	10%	11%	11%	7%	12%	15%	9%	25%	26%	19%	24%
I don't share personal data with this organisation: NR	503	180	130	80	49	214	289	216	151	127	123	216	112
	6%	7%	5%	5%	4%	9%	4%	5%	6%	8%	8%	5%	4%
Don't know: NR	2033	699	601	280	203	718	1315	536	474	203	234	515	217
	23%	25%	23%	17%	17%	32%	19%	14%	17%	13%	15%	13%	7%
Mean	0.02	0.12	0.05	0.01	-0.12	-0.16	0.07	0.24	-0.12	0.78	0.84	0.69	0.93
Standard deviation	1.40	1.42	1.37	1.37	1.42	1.39	1.39	1.38	1.38	1.25	1.23	1.16	1.01
Standard error	0.03	0.06	0.06	0.08	0.09	0.07	0.04	0.05	0.06	0.07	0.07	0.04	0.04

Consumer perception study Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

Search Engines (i.e. Google, Bing, Yahoo)

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: Not well	3841	1902	1939	446	694	737	691	568	706	375	577	405	471	425	441	495	321	330
	43%	43%	42%	40%	45%	45%	44%	43%	38%	37%	58%	41%	47%	42%	44%	49%	32%	33%
Net: Well	2954	1507	1447	445	507	549	484	387	582	348	206	411	385	315	257	176	365	490
	33%	34%	31%	40%	33%	34%	31%	29%	31%	35%	21%	41%	38%	31%	26%	18%	36%	49%
Not at all well: -2	1585	806	779	171	293	294	305	240	282	134	278	120	171	216	190	244	101	130
	18%	18%	17%	15%	19%	18%	19%	18%	15%	13%	28%	12%	17%	22%	19%	24%	10%	13%
Not very well: -1	2256	1096	1160	274	401	443	386	328	424	240	299	285	300	209	251	252	220	200
	25%	25%	25%	25%	26%	27%	25%	25%	23%	24%	30%	29%	30%	21%	25%	25%	22%	20%
Fairly well: 1	2065	1031	1034	299	328	376	356	278	428	238	158	282	273	217	187	136	271	304
	23%	24%	22%	27%	21%	23%	23%	21%	23%	24%	16%	28%	27%	22%	19%	14%	27%	30%
Very well: 2	888	476	413	145	179	173	128	109	155	110	48	129	113	98	70	40	94	187
	10%	11%	9%	13%	12%	11%	8%	8%	8%	11%	5%	13%	11%	10%	7%	4%	9%	19%
I don't share personal data with this organisation: NR	586	280	307	69	87	88	114	93	134	80	65	40	38	70	77	88	60	69
	7%	6%	7%	6%	6%	5%	7%	7%	7%	8%	7%	4%	4%	7%	8%	9%	6%	7%
Don't know: NR	1630	686	945	153	238	262	282	267	428	198	152	143	108	192	228	242	256	111
	18%	16%	20%	14%	16%	16%	18%	20%	23%	20%	15%	14%	11%	19%	23%	24%	26%	11%
Mean	-0.23	-0.21	-0.25	-0.03	-0.25	-0.24	-0.33	-0.33	-0.19	-0.07	-0.77	0.02	-0.17	-0.31	-0.44	-0.78	0.05	0.26
Standard deviation	1.43	1.44	1.41	1.44	1.45	1.43	1.41	1.41	1.41	1.42	1.29	1.38	1.40	1.48	1.39	1.29	1.36	1.45
Standard error	0.03	0.05	0.05	0.09	0.08	0.08	0.08	0.09	0.08	0.10	0.09	0.09	0.09	0.11	0.10	0.10	0.10	0.10

Consumer perception study
Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

Search Engines (i.e. Google, Bing, Yahoo)

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: Not well	3841	1023	1117	743	625	871	2970	1687	1306	360	334	1274	708
	43%	37%	43%	45%	53%	38%	44%	43%	48%	23%	21%	31%	24%
Net: Well	2954	983	861	570	328	596	2358	1630	909	865	943	2268	2005
	33%	36%	33%	35%	28%	26%	35%	41%	33%	56%	59%	55%	67%
Not at all well: -2	1585	426	411	316	278	393	1192	611	567	101	97	350	149
	18%	15%	16%	19%	24%	17%	18%	15%	21%	7%	6%	9%	5%
Not very well: -1	2256	597	706	427	347	478	1778	1076	739	259	237	924	560
	25%	22%	27%	26%	29%	21%	26%	27%	27%	17%	15%	22%	19%
Fairly well: 1	2065	673	603	411	232	440	1625	1086	656	495	526	1546	1325
	23%	24%	23%	25%	20%	19%	24%	27%	24%	32%	33%	38%	44%
Very well: 2	888	310	258	159	96	156	733	543	253	370	416	721	680
	10%	11%	10%	10%	8%	7%	11%	14%	9%	24%	26%	18%	23%
I don't share personal data with this organisation: NR	586	206	156	104	59	220	367	251	152	139	134	274	152
	7%	7%	6%	6%	5%	10%	5%	6%	6%	9%	8%	7%	5%
Don't know: NR	1630	547	478	216	166	580	1050	388	351	169	194	301	129
	18%	20%	18%	13%	14%	26%	16%	10%	13%	11%	12%	7%	4%
Mean	-0.23	-0.08	-0.21	-0.25	-0.50	-0.35	-0.20	-0.04	-0.32	0.63	0.73	0.39	0.67
Standard deviation	1.43	1.45	1.40	1.42	1.39	1.41	1.43	1.43	1.42	1.32	1.30	1.33	1.21
Standard error	0.03	0.06	0.06	0.08	0.09	0.07	0.04	0.05	0.06	0.07	0.07	0.04	0.05

Consumer perception study Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

My insurance provider

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: Not well	2373	1225	1148	213	403	480	464	368	445	207	350	259	281	301	295	147	119	414
	26%	28%	25%	19%	26%	29%	30%	28%	24%	21%	35%	26%	28%	30%	29%	15%	12%	41%
Net: Well	4345	2216	2129	539	747	778	732	634	915	503	429	534	565	430	427	607	516	333
	48%	51%	46%	49%	49%	48%	47%	48%	49%	50%	43%	53%	56%	43%	43%	61%	52%	33%
Not at all well: -2	894	493	401	64	156	163	166	143	201	72	131	74	66	126	104	40	42	239
	10%	11%	9%	6%	10%	10%	11%	11%	11%	7%	13%	7%	7%	13%	10%	4%	4%	24%
Not very well: -1	1479	732	747	148	247	317	298	225	244	135	219	185	215	175	191	106	77	175
	16%	17%	16%	13%	16%	19%	19%	17%	13%	13%	22%	19%	21%	18%	19%	11%	8%	18%
Fairly well: 1	2735	1374	1361	330	472	497	478	413	545	299	271	344	377	283	267	348	327	220
	30%	31%	29%	30%	31%	30%	30%	31%	29%	30%	27%	34%	38%	28%	27%	35%	33%	22%
Very well: 2	1610	842	768	210	275	281	254	222	369	205	158	190	188	147	160	259	189	113
	18%	19%	17%	19%	18%	17%	16%	17%	20%	20%	16%	19%	19%	15%	16%	26%	19%	11%
I don't share personal data with this organisation: NR	524	211	313	115	95	82	73	67	91	98	43	50	44	67	36	30	79	75
	6%	5%	7%	10%	6%	5%	5%	5%	5%	10%	4%	5%	4%	7%	4%	3%	8%	7%
Don't know: NR	1769	722	1048	244	281	295	303	246	400	193	178	156	112	203	244	218	287	178
	20%	16%	23%	22%	18%	18%	19%	19%	22%	19%	18%	16%	11%	20%	24%	22%	29%	18%
Mean	0.40	0.39	0.41	0.63	0.40	0.33	0.30	0.34	0.47	0.60	0.14	0.49	0.48	0.20	0.26	0.90	0.86	-0.28
Standard deviation	1.40	1.42	1.38	1.30	1.40	1.40	1.40	1.40	1.43	1.34	1.45	1.33	1.29	1.44	1.42	1.17	1.17	1.53
Standard error	0.03	0.05	0.05	0.09	0.08	0.08	0.08	0.09	0.08	0.10	0.10	0.09	0.09	0.10	0.10	0.08	0.09	0.11

Consumer perception study
Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

My insurance provider

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: Not well	2373	750	638	432	342	542	1832	999	855	233	248	487	415
	26%	27%	24%	26%	29%	24%	27%	25%	31%	15%	15%	12%	14%
Net: Well	4345	1141	1349	912	630	1008	3337	2200	1308	973	1007	3043	2160
	48%	41%	52%	56%	53%	44%	49%	56%	48%	63%	63%	74%	72%
Not at all well: -2	894	339	227	121	114	219	676	342	326	89	105	109	112
	10%	12%	9%	7%	10%	10%	10%	9%	12%	6%	7%	3%	4%
Not very well: -1	1479	410	411	311	228	323	1156	657	529	143	143	378	303
	16%	15%	16%	19%	19%	14%	17%	17%	19%	9%	9%	9%	10%
Fairly well: 1	2735	718	878	565	379	643	2091	1380	822	513	501	1795	1294
	30%	26%	34%	35%	32%	28%	31%	35%	30%	33%	31%	44%	43%
Very well: 2	1610	423	471	347	251	364	1246	821	486	460	505	1248	865
	18%	15%	18%	21%	21%	16%	18%	21%	18%	30%	31%	30%	29%
I don't share personal data with this organisation: NR	524	209	143	63	50	151	373	254	153	130	128	227	180
	6%	8%	5%	4%	4%	7%	6%	6%	6%	8%	8%	6%	6%
Don't know: NR	1769	659	481	226	157	566	1204	502	403	197	222	359	239
	20%	24%	18%	14%	13%	25%	18%	13%	15%	13%	14%	9%	8%
Mean	0.40	0.25	0.48	0.53	0.44	0.39	0.40	0.52	0.28	0.92	0.92	1.05	0.97
Standard deviation	1.40	1.47	1.35	1.33	1.39	1.40	1.40	1.35	1.43	1.23	1.27	1.03	1.09
Standard error	0.03	0.07	0.06	0.07	0.09	0.07	0.04	0.05	0.06	0.07	0.07	0.03	0.04

Consumer perception study Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

My email provider

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: Not well	2844	1413	1431	296	500	570	532	403	543	256	403	324	338	366	364	289	171	333
	32%	32%	31%	27%	33%	35%	34%	31%	29%	26%	40%	32%	34%	37%	36%	29%	17%	33%
Net: Well	4422	2225	2197	616	736	768	741	647	914	534	415	532	534	406	424	439	617	520
	49%	51%	47%	55%	48%	47%	47%	49%	49%	53%	41%	53%	53%	41%	42%	44%	62%	52%
Not at all well: -2	924	476	448	79	161	167	183	139	195	84	139	82	94	133	128	83	44	136
	10%	11%	10%	7%	11%	10%	12%	11%	11%	8%	14%	8%	9%	13%	13%	8%	4%	14%
Not very well: -1	1920	937	983	217	338	403	349	265	349	172	264	241	244	233	235	206	127	197
	21%	21%	21%	20%	22%	25%	22%	20%	19%	17%	26%	24%	24%	23%	23%	21%	13%	20%
Fairly well: 1	3028	1499	1530	425	499	510	537	445	613	354	292	359	376	276	299	316	415	341
	34%	34%	33%	38%	33%	31%	34%	34%	33%	35%	29%	36%	37%	28%	30%	32%	41%	34%
Very well: 2	1394	726	667	191	237	258	205	202	301	180	123	173	158	131	125	123	202	179
	15%	17%	14%	17%	16%	16%	13%	15%	16%	18%	12%	17%	16%	13%	12%	12%	20%	18%
I don't share personal data with this organisation: NR	329	161	168	44	56	53	62	42	70	38	41	28	39	42	29	44	22	46
	4%	4%	4%	4%	4%	3%	4%	3%	4%	4%	4%	3%	4%	4%	3%	4%	2%	5%
Don't know: NR	1417	576	841	156	234	244	237	223	323	173	142	117	92	186	185	230	192	100
	16%	13%	18%	14%	15%	15%	15%	17%	17%	17%	14%	12%	9%	19%	18%	23%	19%	10%
Mean	0.28	0.29	0.27	0.47	0.25	0.22	0.18	0.29	0.33	0.47	0.00	0.35	0.30	0.05	0.07	0.26	0.77	0.27
Standard deviation	1.37	1.38	1.36	1.29	1.38	1.38	1.37	1.37	1.38	1.33	1.40	1.33	1.33	1.42	1.40	1.33	1.16	1.43
Standard error	0.03	0.04	0.04	0.08	0.08	0.07	0.08	0.08	0.07	0.09	0.10	0.09	0.09	0.10	0.10	0.10	0.08	0.10

Consumer perception study

Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

My email provider

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: Not well	2844	811	783	549	443	662	2181	1166	1010	239	225	611	365
	32%	29%	30%	34%	38%	29%	32%	29%	37%	16%	14%	15%	12%
Net: Well	4422	1368	1336	819	565	1016	3406	2308	1328	1069	1135	3223	2484
	49%	50%	51%	50%	48%	45%	50%	58%	49%	70%	71%	78%	83%
Not at all well: -2	924	300	230	162	141	250	674	340	332	57	60	92	56
	10%	11%	9%	10%	12%	11%	10%	9%	12%	4%	4%	2%	2%
Not very well: -1	1920	512	552	387	302	412	1507	827	678	182	166	519	309
	21%	19%	21%	24%	26%	18%	22%	21%	25%	12%	10%	13%	10%
Fairly well: 1	3028	905	925	557	405	689	2339	1515	937	558	573	2115	1571
	34%	33%	35%	34%	34%	30%	35%	38%	34%	36%	36%	51%	52%
Very well: 2	1394	463	411	261	161	327	1067	793	390	511	562	1108	913
	15%	17%	16%	16%	14%	14%	16%	20%	14%	33%	35%	27%	31%
I don't share personal data with this organisation: NR	329	110	85	61	41	105	223	164	79	91	88	110	82
	4%	4%	3%	4%	4%	5%	3%	4%	3%	6%	6%	3%	3%
Don't know: NR	1417	469	408	205	129	483	935	318	302	134	157	173	63
	16%	17%	16%	13%	11%	21%	14%	8%	11%	9%	10%	4%	2%
Mean	0.28	0.33	0.35	0.27	0.14	0.26	0.29	0.46	0.16	0.98	1.04	0.95	1.04
Standard deviation	1.37	1.39	1.34	1.36	1.37	1.40	1.36	1.33	1.38	1.16	1.14	1.02	0.96
Standard error	0.03	0.06	0.06	0.07	0.08	0.07	0.04	0.04	0.06	0.06	0.06	0.03	0.04

Consumer perception study Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

My bank

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: Not well	1862	938	924	175	318	382	367	291	329	141	258	239	233	250	229	99	98	315
	21%	21%	20%	16%	21%	23%	23%	22%	18%	14%	26%	24%	23%	25%	23%	10%	10%	32%
Net: Well	5650	2807	2843	741	939	987	952	813	1219	681	575	625	643	520	588	709	755	554
	63%	64%	61%	67%	62%	60%	61%	62%	66%	68%	57%	62%	64%	52%	59%	71%	75%	55%
Not at all well: -2	668	351	317	53	108	140	138	99	130	50	93	76	55	96	74	32	30	161
	7%	8%	7%	5%	7%	9%	9%	8%	7%	5%	9%	8%	6%	10%	7%	3%	3%	16%
Not very well: -1	1194	587	607	122	210	243	229	192	198	90	165	163	178	153	156	67	67	154
	13%	13%	13%	11%	14%	15%	15%	15%	11%	9%	16%	16%	18%	15%	16%	7%	7%	15%
Fairly well: 1	2866	1408	1458	351	485	530	524	410	567	291	317	359	373	291	302	322	311	299
	32%	32%	31%	32%	32%	32%	33%	31%	31%	29%	32%	36%	37%	29%	30%	32%	31%	30%
Very well: 2	2784	1400	1384	390	454	457	427	403	653	390	257	266	270	229	286	388	444	255
	31%	32%	30%	35%	30%	28%	27%	31%	35%	39%	26%	27%	27%	23%	29%	39%	44%	26%
I don't share personal data with this organisation: NR	317	152	165	39	58	56	54	38	73	40	31	35	43	56	23	29	23	39
	4%	3%	4%	4%	4%	3%	3%	3%	4%	4%	3%	3%	4%	6%	2%	3%	2%	4%
Don't know: NR	1182	476	706	157	212	211	199	173	230	139	137	102	84	175	162	165	127	92
	13%	11%	15%	14%	14%	13%	13%	13%	12%	14%	14%	10%	8%	18%	16%	16%	13%	9%
Mean	0.79	0.78	0.79	0.99	0.77	0.67	0.66	0.75	0.91	1.07	0.58	0.67	0.71	0.52	0.70	1.20	1.26	0.38
Standard deviation	1.33	1.34	1.31	1.22	1.32	1.36	1.36	1.34	1.30	1.21	1.39	1.32	1.27	1.41	1.35	1.06	1.04	1.51
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.07	0.08	0.06	0.08	0.09	0.09	0.08	0.10	0.09	0.07	0.07	0.10

Consumer perception study
Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

My bank

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: Not well	1862	614	511	317	254	429	1433	751	686	182	201	309	294
	21%	22%	20%	19%	22%	19%	21%	19%	25%	12%	12%	8%	10%
Net: Well	5650	1635	1692	1101	785	1336	4314	2769	1709	1151	1183	3578	2500
	63%	59%	65%	67%	67%	59%	64%	70%	63%	75%	74%	87%	84%
Not at all well: -2	668	241	177	88	84	166	502	241	255	60	72	55	69
	7%	9%	7%	5%	7%	7%	7%	6%	9%	4%	4%	1%	2%
Not very well: -1	1194	372	334	229	170	263	931	510	431	122	129	254	224
	13%	13%	13%	14%	14%	12%	14%	13%	16%	8%	8%	6%	7%
Fairly well: 1	2866	819	851	562	397	690	2176	1369	895	440	473	1597	1197
	32%	30%	33%	34%	34%	30%	32%	35%	33%	29%	29%	39%	40%
Very well: 2	2784	816	841	539	388	646	2138	1400	814	711	710	1981	1303
	31%	30%	32%	33%	33%	29%	32%	35%	30%	46%	44%	48%	44%
I don't share personal data with this organisation: NR	317	99	93	56	35	98	219	166	90	89	91	129	120
	4%	4%	4%	3%	3%	4%	3%	4%	3%	6%	6%	3%	4%
Don't know: NR	1182	410	315	159	104	403	779	270	234	112	131	101	80
	13%	15%	12%	10%	9%	18%	12%	7%	9%	7%	8%	2%	3%
Mean	0.79	0.71	0.84	0.87	0.80	0.79	0.79	0.90	0.66	1.22	1.17	1.34	1.23
Standard deviation	1.33	1.38	1.30	1.25	1.31	1.33	1.33	1.26	1.38	1.12	1.15	0.89	0.98
Standard error	0.03	0.06	0.05	0.07	0.08	0.06	0.03	0.04	0.06	0.06	0.06	0.03	0.04

Consumer perception study Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

Utility companies

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: Not well	3053	1531	1522	304	504	608	557	469	611	268	385	393	382	348	354	273	199	450
	34%	35%	33%	27%	33%	37%	35%	36%	33%	27%	38%	39%	38%	35%	35%	27%	20%	45%
Net: Well	3587	1864	1723	459	632	659	617	512	709	484	376	409	481	392	245	342	484	374
	40%	43%	37%	41%	41%	40%	39%	39%	38%	48%	38%	41%	48%	39%	24%	34%	48%	37%
Not at all well: -2	1056	551	505	92	186	199	183	185	212	93	139	109	108	131	135	87	37	218
	12%	13%	11%	8%	12%	12%	12%	14%	11%	9%	14%	11%	11%	13%	13%	9%	4%	22%
Not very well: -1	1997	980	1018	213	318	409	375	284	399	176	246	285	274	217	220	187	162	232
	22%	22%	22%	19%	21%	25%	24%	22%	22%	18%	25%	28%	27%	22%	22%	19%	16%	23%
Fairly well: 1	2593	1312	1281	327	430	462	463	389	523	338	266	303	339	279	181	277	363	248
	29%	30%	28%	29%	28%	28%	29%	30%	28%	34%	27%	30%	34%	28%	18%	28%	36%	25%
Very well: 2	994	552	442	132	202	198	154	123	186	146	110	106	142	113	64	65	121	126
	11%	13%	10%	12%	13%	12%	10%	9%	10%	15%	11%	11%	14%	11%	6%	6%	12%	13%
I don't share personal data with this organisation: NR	435	190	245	86	68	54	72	65	90	52	50	37	32	59	78	53	39	35
	5%	4%	5%	8%	4%	3%	5%	5%	5%	5%	5%	4%	3%	6%	8%	5%	4%	3%
Don't know: NR	1936	790	1146	262	322	314	326	269	442	197	190	160	108	202	324	334	281	141
	21%	18%	25%	24%	21%	19%	21%	20%	24%	20%	19%	16%	11%	20%	32%	33%	28%	14%
Mean	0.07	0.10	0.04	0.26	0.13	0.04	0.03	-0.02	0.05	0.36	-0.05	0.02	0.15	0.03	-0.30	0.08	0.54	-0.20
Standard deviation	1.39	1.40	1.37	1.35	1.42	1.39	1.36	1.39	1.38	1.35	1.41	1.34	1.36	1.41	1.38	1.32	1.18	1.49
Standard error	0.03	0.05	0.05	0.10	0.08	0.08	0.08	0.09	0.07	0.10	0.10	0.09	0.09	0.10	0.11	0.10	0.09	0.10

Consumer perception study
Online Fieldwork: June-July 2015

Q7 How well, if at all, do you think each of the following inform you about how they handle your personal data?

Utility companies

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: Not well	3053	925	876	560	424	685	2368	1287	1104	314	319	799	599
	34%	34%	34%	34%	36%	30%	35%	33%	41%	20%	20%	19%	20%
Net: Well	3587	1020	1063	765	522	843	2745	1921	1077	936	960	2724	2018
	40%	37%	41%	47%	44%	37%	41%	49%	40%	61%	60%	66%	67%
Not at all well: -2	1056	364	269	169	144	257	799	382	406	77	93	144	134
	12%	13%	10%	10%	12%	11%	12%	10%	15%	5%	6%	4%	4%
Not very well: -1	1997	561	607	392	281	428	1569	905	698	237	226	655	466
	22%	20%	23%	24%	24%	19%	23%	23%	26%	15%	14%	16%	16%
Fairly well: 1	2593	736	772	563	365	618	1975	1362	788	528	547	1908	1365
	29%	27%	30%	34%	31%	27%	29%	34%	29%	34%	34%	46%	46%
Very well: 2	994	283	290	202	157	224	770	559	289	408	413	816	653
	11%	10%	11%	12%	13%	10%	11%	14%	11%	27%	26%	20%	22%
I don't share personal data with this organisation: NR	435	142	132	66	37	143	292	209	105	106	107	178	126
	5%	5%	5%	4%	3%	6%	4%	5%	4%	7%	7%	4%	4%
Don't know: NR	1936	672	541	241	196	596	1340	539	433	178	219	417	250
	21%	24%	21%	15%	17%	26%	20%	14%	16%	12%	14%	10%	8%
Mean	0.07	0.01	0.11	0.18	0.12	0.08	0.07	0.25	-0.07	0.76	0.75	0.74	0.74
Standard deviation	1.39	1.41	1.36	1.34	1.39	1.39	1.38	1.35	1.40	1.26	1.27	1.13	1.16
Standard error	0.03	0.06	0.06	0.07	0.09	0.07	0.04	0.05	0.06	0.07	0.07	0.04	0.04

Consumer perception study Online Fieldwork: June-July 2015

Absolutes/col percents

Table 32

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

Base: All respondents

	Organisations										
	The Government	The police	My telecom operator	Internet-based communication service provider (i.e. Skype, WhatsApp)	Social networks (i.e. Facebook, Twitter)	Operating system providers (i.e. Android, iOS, Windows)	Search Engines (i.e. Google, Bing, Yahoo)	My insurance provider	My email provider	My bank	Utility companies
Unweighted base	9,011	9,011	9,011	9,011	9,011	9,011	9,011	9,011	9,011	9,011	9,011
Weighted base	9,011	9,011	9,011	9,011	9,011	9,011	9,011	9,011	9,011	9,011	9,011
Yes, they should be legally required to inform me	7192 80%	7298 81%	7738 86%	6896 77%	6937 77%	6912 77%	6793 75%	7615 85%	7569 84%	7885 88%	7336 81%
No, there should be no legal requirement	656 7%	707 8%	453 5%	749 8%	736 8%	736 8%	928 10%	480 5%	560 6%	396 4%	592 7%
Don't know	1163 13%	1006 11%	819 9%	1366 15%	1338 15%	1363 15%	1291 14%	915 10%	881 10%	730 8%	1083 12%

Consumer perception study
Online Fieldwork: June-July 2015

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

The Government

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Yes, they should be legally required to inform me	7192	3516	3675	856	1197	1318	1273	1067	1480	859	791	776	815	715	829	795	795	818
	80%	80%	79%	77%	78%	81%	81%	81%	80%	86%	79%	78%	81%	71%	83%	79%	79%	82%
No, there should be no legal requirement	656	366	290	109	129	124	99	84	111	48	87	94	87	96	46	59	65	76
	7%	8%	6%	10%	8%	8%	6%	6%	6%	5%	9%	9%	9%	10%	5%	6%	6%	8%
Don't know	1163	492	672	146	200	194	200	163	260	94	124	130	101	190	127	148	142	107
	13%	11%	14%	13%	13%	12%	13%	12%	14%	9%	12%	13%	10%	19%	13%	15%	14%	11%

Consumer perception study
Online Fieldwork: June-July 2015

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

The Government

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Yes, they should be legally required to inform me	7192	2180	2109	1309	972	1685	5507	3258	2256	1198	1219	3315	2350
	80%	79%	81%	80%	82%	74%	82%	82%	83%	78%	76%	81%	78%
No, there should be no legal requirement	656	176	187	147	107	177	478	342	216	158	186	386	342
	7%	6%	7%	9%	9%	8%	7%	9%	8%	10%	12%	9%	11%
Don't know	1163	402	315	177	100	404	759	355	248	177	200	416	302
	13%	15%	12%	11%	9%	18%	11%	9%	9%	12%	12%	10%	10%

Consumer perception study
Online Fieldwork: June-July 2015

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

The police

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Yes, they should be legally required to inform me	7298	3541	3756	863	1185	1318	1296	1092	1544	851	786	750	782	717	867	826	854	863
	81%	81%	81%	78%	78%	81%	82%	83%	83%	85%	79%	75%	78%	72%	87%	82%	85%	86%
No, there should be no legal requirement	707	405	302	115	146	141	100	80	125	51	96	126	106	104	46	60	51	66
	8%	9%	7%	10%	10%	9%	6%	6%	7%	5%	10%	13%	11%	10%	5%	6%	5%	7%
Don't know	1006	427	579	134	195	177	175	143	182	99	119	123	114	179	89	115	97	70
	11%	10%	12%	12%	13%	11%	11%	11%	10%	10%	12%	12%	11%	18%	9%	12%	10%	7%

Consumer perception study
Online Fieldwork: June-July 2015

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

The police

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Yes, they should be legally required to inform me	7298	2256	2126	1306	967	1759	5538	3305	2257	1217	1257	3387	2409
	81%	82%	81%	80%	82%	78%	82%	84%	83%	79%	78%	82%	80%
No, there should be no legal requirement	707	183	198	165	118	168	539	357	241	157	164	403	322
	8%	7%	8%	10%	10%	7%	8%	9%	9%	10%	10%	10%	11%
Don't know	1006	319	286	161	94	339	668	293	221	160	184	327	263
	11%	12%	11%	10%	8%	15%	10%	7%	8%	10%	11%	8%	9%

Consumer perception study
Online Fieldwork: June-July 2015

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

My telecom operator

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Yes, they should be legally required to inform me	7738	3781	3958	890	1264	1394	1372	1161	1658	873	850	819	881	806	918	801	879	911
	86%	86%	85%	80%	83%	85%	87%	88%	90%	87%	85%	82%	88%	80%	92%	80%	88%	91%
No, there should be no legal requirement	453	239	215	94	89	93	70	42	65	34	58	85	55	50	27	60	43	41
	5%	5%	5%	8%	6%	6%	4%	3%	4%	3%	6%	9%	5%	5%	3%	6%	4%	4%
Don't know	819	355	464	127	173	149	130	112	128	94	93	96	68	145	56	141	79	48
	9%	8%	10%	11%	11%	9%	8%	9%	7%	9%	9%	10%	7%	15%	6%	14%	8%	5%

Consumer perception study
Online Fieldwork: June-July 2015

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

My telecom operator

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Yes, they should be legally required to inform me	7738	2378	2259	1394	1038	1840	5898	3520	2412	1322	1387	3614	2550
	86%	86%	87%	85%	88%	81%	87%	89%	89%	86%	86%	88%	85%
No, there should be no legal requirement	453	117	136	100	69	128	326	240	149	112	109	278	245
	5%	4%	5%	6%	6%	6%	5%	6%	5%	7%	7%	7%	8%
Don't know	819	263	215	139	71	298	521	196	158	99	110	224	198
	9%	10%	8%	9%	6%	13%	8%	5%	6%	6%	7%	5%	7%

Consumer perception study
Online Fieldwork: June-July 2015

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

Internet-based communication service provider (i.e. Skype, WhatsApp)

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Yes, they should be legally required to inform me	6896	3350	3547	815	1167	1289	1232	1025	1368	810	738	808	823	738	801	654	703	821
	77%	77%	76%	73%	77%	79%	78%	78%	74%	81%	74%	81%	82%	74%	80%	65%	70%	82%
No, there should be no legal requirement	749	400	349	148	155	139	113	95	100	57	99	91	83	79	73	119	76	71
	8%	9%	8%	13%	10%	9%	7%	7%	5%	6%	10%	9%	8%	8%	7%	12%	8%	7%
Don't know	1366	624	742	149	204	208	227	195	383	133	163	101	97	184	128	229	223	108
	15%	14%	16%	13%	13%	13%	14%	15%	21%	13%	16%	10%	10%	18%	13%	23%	22%	11%

Consumer perception study
Online Fieldwork: June-July 2015

Absolutes/col percents

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

Internet-based communication service provider (i.e. Skype, WhatsApp)

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Yes, they should be legally required to inform me	6896	2081	1999	1273	953	1501	5395	3190	2179	1204	1237	3184	2365
	77%	75%	77%	78%	81%	66%	80%	81%	80%	78%	77%	77%	79%
No, there should be no legal requirement	749	221	218	145	112	178	570	367	252	159	175	426	366
	8%	8%	8%	9%	9%	8%	8%	9%	9%	10%	11%	10%	12%
Don't know	1366	457	395	215	114	586	780	399	288	170	194	507	262
	15%	17%	15%	13%	10%	26%	12%	10%	11%	11%	12%	12%	9%

Consumer perception study
Online Fieldwork: June-July 2015

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

Social networks (i.e. Facebook, Twitter)

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Yes, they should be legally required to inform me	6937	3357	3581	852	1189	1313	1227	1011	1345	821	747	803	818	740	800	685	691	832
	77%	77%	77%	77%	78%	80%	78%	77%	73%	82%	75%	80%	82%	74%	80%	68%	69%	83%
No, there should be no legal requirement	736	388	347	131	137	125	126	95	122	49	96	93	88	79	71	114	72	73
	8%	9%	7%	12%	9%	8%	8%	7%	7%	5%	10%	9%	9%	8%	7%	11%	7%	7%
Don't know	1338	629	709	129	200	198	219	208	384	131	158	104	97	181	131	202	239	95
	15%	14%	15%	12%	13%	12%	14%	16%	21%	13%	16%	10%	10%	18%	13%	20%	24%	10%

Consumer perception study
Online Fieldwork: June-July 2015

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

Social networks (i.e. Facebook, Twitter)

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Yes, they should be legally required to inform me	6937	2104	2006	1280	945	1500	5438	3219	2182	1196	1255	3230	2356
	77%	76%	77%	78%	80%	66%	81%	81%	80%	78%	78%	78%	79%
No, there should be no legal requirement	736	205	216	148	111	186	550	351	241	165	167	402	343
	8%	7%	8%	9%	9%	8%	8%	9%	9%	11%	10%	10%	11%
Don't know	1338	449	389	205	123	581	757	386	296	173	183	486	294
	15%	16%	15%	13%	10%	26%	11%	10%	11%	11%	11%	12%	10%

Consumer perception study
Online Fieldwork: June-July 2015

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

Operating system providers (i.e. Android, iOS, Windows)

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Yes, they should be legally required to inform me	6912	3380	3532	834	1174	1285	1218	1022	1379	831	756	798	807	745	776	692	702	806
	77%	77%	76%	75%	77%	79%	78%	78%	75%	83%	75%	80%	80%	74%	77%	69%	70%	81%
No, there should be no legal requirement	736	398	338	129	145	147	114	86	115	51	96	88	94	81	66	112	65	83
	8%	9%	7%	12%	10%	9%	7%	7%	6%	5%	10%	9%	9%	8%	7%	11%	7%	8%
Don't know	1363	596	767	149	207	204	239	207	357	119	149	114	103	175	159	198	235	111
	15%	14%	17%	13%	14%	12%	15%	16%	19%	12%	15%	11%	10%	17%	16%	20%	23%	11%

Consumer perception study
Online Fieldwork: June-July 2015

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

Operating system providers (i.e. Android, iOS, Windows)

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Yes, they should be legally required to inform me	6912	2061	2004	1301	958	1565	5348	3194	2170	1211	1252	3204	2350
	77%	75%	77%	80%	81%	69%	79%	81%	80%	79%	78%	78%	78%
No, there should be no legal requirement	736	216	224	132	110	177	559	362	253	156	164	431	346
	8%	8%	9%	8%	9%	8%	8%	9%	9%	10%	10%	10%	12%
Don't know	1363	482	383	199	111	524	839	399	296	167	190	482	298
	15%	17%	15%	12%	9%	23%	12%	10%	11%	11%	12%	12%	10%

Consumer perception study
Online Fieldwork: June-July 2015

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

Search Engines (i.e. Google, Bing, Yahoo)

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Yes, they should be legally required to inform me	6793	3350	3442	792	1113	1258	1170	1023	1438	825	741	785	798	740	758	656	684	805
	75%	77%	74%	71%	73%	77%	74%	78%	78%	82%	74%	78%	80%	74%	76%	65%	68%	80%
No, there should be no legal requirement	928	467	460	166	199	167	160	108	128	58	122	111	100	82	106	150	99	99
	10%	11%	10%	15%	13%	10%	10%	8%	7%	6%	12%	11%	10%	8%	11%	15%	10%	10%
Don't know	1291	556	734	154	214	212	242	184	286	117	138	105	105	179	138	196	218	96
	14%	13%	16%	14%	14%	13%	15%	14%	15%	12%	14%	10%	10%	18%	14%	20%	22%	10%

Consumer perception study
Online Fieldwork: June-July 2015

Absolutes/col percents

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

Search Engines (i.e. Google, Bing, Yahoo)

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Yes, they should be legally required to inform me	6793	2037	1976	1252	949	1589	5204	3120	2148	1186	1218	3153	2270
	75%	74%	76%	77%	80%	70%	77%	79%	79%	77%	76%	77%	76%
No, there should be no legal requirement	928	291	269	172	129	208	719	458	311	175	199	519	428
	10%	11%	10%	11%	11%	9%	11%	12%	11%	11%	12%	13%	14%
Don't know	1291	430	366	209	101	469	822	378	259	173	187	445	296
	14%	16%	14%	13%	9%	21%	12%	10%	10%	11%	12%	11%	10%

Consumer perception study
Online Fieldwork: June-July 2015

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

My insurance provider

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Yes, they should be legally required to inform me	7615	3721	3894	894	1251	1374	1345	1135	1616	868	829	816	862	781	907	846	842	864
	85%	85%	84%	80%	82%	84%	86%	86%	87%	87%	83%	82%	86%	78%	91%	84%	84%	86%
No, there should be no legal requirement	480	263	218	87	98	92	80	53	70	33	74	82	64	60	33	39	38	58
	5%	6%	5%	8%	6%	6%	5%	4%	4%	3%	7%	8%	6%	6%	3%	4%	4%	6%
Don't know	915	390	525	130	176	170	147	127	165	100	98	102	77	159	62	118	122	78
	10%	9%	11%	12%	12%	10%	9%	10%	9%	10%	10%	10%	8%	16%	6%	12%	12%	8%

Consumer perception study
Online Fieldwork: June-July 2015

Absolutes/col percents

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

My insurance provider

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Yes, they should be legally required to inform me	7615	2300	2246	1384	1033	1813	5802	3461	2362	1270	1317	3539	2486
	85%	83%	86%	85%	88%	80%	86%	87%	87%	83%	82%	86%	83%
No, there should be no legal requirement	480	135	130	103	75	116	364	261	162	129	135	298	281
	5%	5%	5%	6%	6%	5%	5%	7%	6%	8%	8%	7%	9%
Don't know	915	324	235	147	71	336	579	234	195	135	153	280	227
	10%	12%	9%	9%	6%	15%	9%	6%	7%	9%	10%	7%	8%

Consumer perception study Online Fieldwork: June-July 2015

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

My email provider

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Yes, they should be legally required to inform me	7569	3720	3850	849	1204	1367	1334	1153	1663	860	836	805	866	795	874	777	866	890
	84%	85%	83%	76%	79%	84%	85%	88%	90%	86%	84%	81%	86%	79%	87%	78%	86%	89%
No, there should be no legal requirement	560	287	273	119	135	98	91	58	59	44	73	92	63	59	55	83	45	45
	6%	7%	6%	11%	9%	6%	6%	4%	3%	4%	7%	9%	6%	6%	6%	8%	4%	5%
Don't know	881	367	515	144	188	170	146	104	129	97	92	102	74	146	72	142	91	64
	10%	8%	11%	13%	12%	10%	9%	8%	7%	10%	9%	10%	7%	15%	7%	14%	9%	6%

Consumer perception study
Online Fieldwork: June-July 2015

Absolutes/col percents

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

My email provider

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Yes, they should be legally required to inform me	7569	2318	2207	1364	1027	1840	5729	3461	2369	1287	1333	3548	2476
	84%	84%	85%	84%	87%	81%	85%	87%	87%	84%	83%	86%	83%
No, there should be no legal requirement	560	163	164	119	75	121	439	290	172	129	136	328	308
	6%	6%	6%	7%	6%	5%	7%	7%	6%	8%	8%	8%	10%
Don't know	881	277	240	150	76	304	577	205	178	118	136	241	210
	10%	10%	9%	9%	6%	13%	9%	5%	7%	8%	8%	6%	7%

Consumer perception study
Online Fieldwork: June-July 2015

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

My bank

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Yes, they should be legally required to inform me	7885	3853	4032	925	1271	1407	1388	1189	1705	885	854	836	884	805	937	864	906	915
	88%	88%	87%	83%	83%	86%	88%	90%	92%	88%	85%	84%	88%	80%	93%	86%	90%	92%
No, there should be no legal requirement	396	215	181	77	85	86	58	42	49	33	59	78	58	47	25	30	28	41
	4%	5%	4%	7%	6%	5%	4%	3%	3%	3%	6%	8%	6%	5%	2%	3%	3%	4%
Don't know	730	306	424	110	169	143	127	84	97	83	88	87	62	149	41	108	69	44
	8%	7%	9%	10%	11%	9%	8%	6%	5%	8%	9%	9%	6%	15%	4%	11%	7%	4%

Consumer perception study
Online Fieldwork: June-July 2015

Absolutes/col percents

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

My bank

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Yes, they should be legally required to inform me	7885	2410	2306	1423	1060	1894	5991	3565	2462	1331	1384	3694	2595
	88%	87%	88%	87%	90%	84%	89%	90%	91%	87%	86%	90%	87%
No, there should be no legal requirement	396	112	115	89	56	98	298	219	126	107	115	238	237
	4%	4%	4%	5%	5%	4%	4%	6%	5%	7%	7%	6%	8%
Don't know	730	236	191	120	63	274	456	171	131	96	106	185	162
	8%	9%	7%	7%	5%	12%	7%	4%	5%	6%	7%	4%	5%

Consumer perception study Online Fieldwork: June-July 2015

Absolutes/col percents

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

Utility companies

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Yes, they should be legally required to inform me	7336	3580	3756	846	1189	1343	1301	1104	1553	866	777	813	855	786	804	742	812	880
	81%	82%	81%	76%	78%	82%	83%	84%	84%	87%	78%	81%	85%	79%	80%	74%	81%	88%
No, there should be no legal requirement	592	332	260	103	122	107	91	71	99	37	93	82	78	55	60	72	62	54
	7%	8%	6%	9%	8%	7%	6%	5%	5%	4%	9%	8%	8%	5%	6%	7%	6%	5%
Don't know	1083	462	621	163	214	185	180	140	199	99	130	105	69	161	138	188	127	66
	12%	11%	13%	15%	14%	11%	11%	11%	11%	10%	13%	10%	7%	16%	14%	19%	13%	7%

Consumer perception study
Online Fieldwork: June-July 2015

Q8 For each of the following organisations, please indicate whether or not they should be legally required to inform you if there was a breach in your personal data that they were holding. For example, this could include losing your data, sharing your data without your permission, or being hacked.

Utility companies

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Yes, they should be legally required to inform me	7336	2235	2127	1342	1006	1753	5583	3349	2300	1265	1301	3427	2428
	81%	81%	81%	82%	85%	77%	83%	85%	85%	83%	81%	83%	81%
No, there should be no legal requirement	592	168	181	117	84	147	446	303	188	130	138	336	296
	7%	6%	7%	7%	7%	6%	7%	8%	7%	8%	9%	8%	10%
Don't know	1083	355	303	173	89	366	717	303	231	139	166	354	270
	12%	13%	12%	11%	8%	16%	11%	8%	9%	9%	10%	9%	9%

Consumer perception study Online Fieldwork: June-July 2015

Q9 What are the main obstacles you face when deciding to switch or predominantly use a certain internet-based service over another (for example switching from Skype to WhatsApp) for talking or messaging to your contacts?

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Friends not using the same service or provider	3495	1625	1870	592	690	676	565	440	531	351	347	441	465	244	332	320	457	537
	39%	37%	40%	53%	45%	41%	36%	33%	29%	35%	35%	44%	46%	24%	33%	32%	46%	54%
New service has additional costs	2689	1287	1402	400	533	525	461	341	430	382	384	322	308	231	293	174	310	287
	30%	29%	30%	36%	35%	32%	29%	26%	23%	38%	38%	32%	31%	23%	29%	17%	31%	29%
Not being able to transfer my number, username or other identifier meaning my contacts can't continuously reach me	2384	1192	1191	359	442	473	424	273	413	300	298	268	285	207	320	140	311	256
	26%	27%	26%	32%	29%	29%	27%	21%	22%	30%	30%	27%	28%	21%	32%	14%	31%	26%
New service has fewer features than the one I am currently using	1817	901	917	327	405	354	291	204	237	215	255	229	222	153	215	93	223	212
	20%	21%	20%	29%	27%	22%	19%	16%	13%	21%	25%	23%	22%	15%	21%	9%	22%	21%
I do not use internet-based services	846	458	388	40	84	106	161	171	284	135	134	60	58	107	116	102	78	57
	9%	10%	8%	4%	6%	6%	10%	13%	15%	13%	13%	6%	6%	11%	12%	10%	8%	6%
Don't know	2396	1111	1285	203	322	406	409	413	643	222	198	236	186	384	242	450	278	200
	27%	25%	28%	18%	21%	25%	26%	31%	35%	22%	20%	24%	19%	38%	24%	45%	28%	20%

Consumer perception study
Online Fieldwork: June-July 2015

Absolutes/col percents

Q9 What are the main obstacles you face when deciding to switch or predominantly use a certain internet-based service over another (for example switching from Skype to WhatsApp) for talking or messaging to your contacts?

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Friends not using the same service or provider	3495	1115	1010	625	465	375	3120	1840	1083	624	647	1677	1388
	39%	40%	39%	38%	39%	17%	46%	47%	40%	41%	40%	41%	46%
New service has additional costs	2689	837	755	526	370	476	2213	1411	832	542	549	1358	1077
	30%	30%	29%	32%	31%	21%	33%	36%	31%	35%	34%	33%	36%
Not being able to transfer my number, username or other identifier meaning my contacts can't continuously reach me	2384	709	704	449	343	362	2021	1272	752	446	448	1189	961
	26%	26%	27%	27%	29%	16%	30%	32%	28%	29%	28%	29%	32%
New service has fewer features than the one I am currently using	1817	582	495	368	244	258	1559	1033	543	428	435	982	830
	20%	21%	19%	23%	21%	11%	23%	26%	20%	28%	27%	24%	28%
I do not use internet-based services	846	274	264	120	109	598	249	267	261	122	110	339	100
	9%	10%	10%	7%	9%	26%	4%	7%	10%	8%	7%	8%	3%
Don't know	2396	693	728	406	268	776	1620	667	632	306	348	897	550
	27%	25%	28%	25%	23%	34%	24%	17%	23%	20%	22%	22%	18%

Consumer perception study Online Fieldwork: June-July 2015

Q10 What are the main obstacles you face when deciding to switch social media services or predominantly use one social media service over another (for example switching from Facebook to Google+)
Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Friends not using the same service or provider	3190	1468	1722	572	677	600	543	366	431	362	337	405	386	198	338	286	435	443
	35%	34%	37%	51%	44%	37%	35%	28%	23%	36%	34%	41%	38%	20%	34%	29%	43%	44%
Not being able to transfer my data (contacts, pictures, conversations)	2010	939	1071	354	417	406	344	212	277	246	226	241	272	190	272	141	198	222
	22%	21%	23%	32%	27%	25%	22%	16%	15%	25%	23%	24%	27%	19%	27%	14%	20%	22%
Not being able to transfer my username or other identifier , meaning my contacts can't immediately find me	1798	850	947	288	329	378	319	209	275	219	226	193	248	156	217	142	207	189
	20%	19%	20%	26%	22%	23%	20%	16%	15%	22%	23%	19%	25%	16%	22%	14%	21%	19%
New service has additional costs	1752	828	924	261	357	358	290	223	264	282	300	212	201	140	153	101	231	133
	19%	19%	20%	23%	23%	22%	18%	17%	14%	28%	30%	21%	20%	14%	15%	10%	23%	13%
New service has fewer features than the one I am currently using	1701	853	848	339	384	345	265	167	202	185	218	217	226	130	201	104	202	218
	19%	20%	18%	30%	25%	21%	17%	13%	11%	19%	22%	22%	23%	13%	20%	10%	20%	22%
I do not use social media	1371	800	571	37	102	202	262	284	484	194	215	106	107	182	206	153	138	69
	15%	18%	12%	3%	7%	12%	17%	22%	26%	19%	22%	11%	11%	18%	21%	15%	14%	7%
Don't know	2408	1086	1322	222	346	392	418	411	620	204	168	239	203	374	205	432	294	288
	27%	25%	29%	20%	23%	24%	27%	31%	34%	20%	17%	24%	20%	37%	20%	43%	29%	29%

Consumer perception study Online Fieldwork: June-July 2015

Q10 What are the main obstacles you face when deciding to switch social media services or predominantly use one social media service over another (for example switching from Facebook to C...)
Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Friends not using the same service or provider	3190	1007	951	587	389	334	2856	1683	992	576	598	1564	1244
	35%	36%	36%	36%	33%	15%	42%	43%	36%	38%	37%	38%	42%
Not being able to transfer my data (contacts, pictures, conversations)	2010	598	588	392	290	226	1784	1083	632	392	394	1010	848
	22%	22%	23%	24%	25%	10%	26%	27%	23%	26%	25%	25%	28%
Not being able to transfer my username or other identifier , meaning my contacts can't immediately find me	1798	537	529	345	266	238	1559	976	575	365	380	911	727
	20%	19%	20%	21%	23%	11%	23%	25%	21%	24%	24%	22%	24%
New service has additional costs	1752	541	475	363	260	280	1472	937	546	392	385	900	712
	19%	20%	18%	22%	22%	12%	22%	24%	20%	26%	24%	22%	24%
New service has fewer features than the one I am currently using	1701	562	485	314	226	185	1517	980	512	404	414	919	750
	19%	20%	19%	19%	19%	8%	22%	25%	19%	26%	26%	22%	25%
I do not use social media	1371	385	398	259	202	824	547	451	415	161	147	547	246
	15%	14%	15%	16%	17%	36%	8%	11%	15%	10%	9%	13%	8%
Don't know	2408	737	712	381	277	698	1710	718	641	314	364	916	604
	27%	27%	27%	23%	23%	31%	25%	18%	24%	20%	23%	22%	20%

Consumer perception study
Online Fieldwork: June-July 2015

Q11a Apps and Music can often be only used in one operating system and if you wish to change, you have to buy new ones.

E.g. Apps purchased from Apple AppStore cannot be used on Android phones and vice versa.

Which, if any, of the following statements comes closest to your opinion?

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
I would value being able to use any App provided by any app store on my mobile phone handset	4425	2176	2249	708	922	946	784	489	576	469	371	555	555	422	501	547	387	618
	49%	50%	49%	64%	60%	58%	50%	37%	31%	47%	37%	55%	55%	42%	50%	55%	39%	62%
Being able to use any Apps provided by any app store on my mobile phone handset is not something I would value	2140	1058	1082	220	309	344	344	369	554	229	313	186	332	247	162	147	277	246
	24%	24%	23%	20%	20%	21%	22%	28%	30%	23%	31%	19%	33%	25%	16%	15%	28%	25%
Don't know	2446	1140	1306	184	295	345	444	457	721	303	317	259	115	332	339	308	338	136
	27%	26%	28%	17%	19%	21%	28%	35%	39%	30%	32%	26%	11%	33%	34%	31%	34%	14%

Consumer perception study
Online Fieldwork: June-July 2015

Q11a Apps and Music can often be only used in one operating system and if you wish to change, you have to buy new ones.

E.g. Apps purchased from Apple AppStore cannot be used on Android phones and vice versa.

Which, if any, of the following statements comes closest to your opinion?

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
I would value being able to use any App provided by any app store on my mobile phone handset	4425	1318	1252	834	656	640	3785	2271	1343	863	915	2170	1720
	49%	48%	48%	51%	56%	28%	56%	57%	49%	56%	57%	53%	57%
Being able to use any Apps provided by any app store on my mobile phone handset is not something I would value	2140	627	621	445	284	604	1536	977	733	351	363	1036	735
	24%	23%	24%	27%	24%	27%	23%	25%	27%	23%	23%	25%	25%
Don't know	2446	813	738	355	239	1021	1425	707	643	320	327	911	539
	27%	29%	28%	22%	20%	45%	21%	18%	24%	21%	20%	22%	18%

Consumer perception study Online Fieldwork: June-July 2015

Q11b Apps and Music can often be only used in one operating system and if you wish to change, you have to buy new ones.

E.g. Apps purchased from Apple AppStore cannot be used on Android phones and vice versa.

Which, if any, of the following statements comes closest to your opinion?

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
I would value being able to transfer Apps I have bought when using one operating system to a new phone with a different operating system	4806 53%	2343 54%	2463 53%	736 66%	980 64%	1008 62%	844 54%	586 45%	652 35%	500 50%	502 50%	593 59%	555 55%	461 46%	530 53%	577 58%	451 45%	637 64%
Being able to transfer Apps I have bought when using one operating system to a new phone with a different operating system is not something I would value	1728 19%	894 20%	834 18%	199 18%	254 17%	276 17%	288 18%	294 22%	416 22%	194 19%	152 15%	171 17%	338 34%	187 19%	127 13%	116 12%	229 23%	214 21%
Don't know	2477 27%	1137 26%	1340 29%	177 16%	291 19%	352 21%	440 28%	435 33%	783 42%	306 31%	347 35%	235 24%	110 11%	353 35%	345 34%	309 31%	322 32%	149 15%

Consumer perception study
Online Fieldwork: June-July 2015

Absolutes/col percents

Q11b Apps and Music can often be only used in one operating system and if you wish to change, you have to buy new ones.

E.g. Apps purchased from Apple AppStore cannot be used on Android phones and vice versa.

Which, if any, of the following statements comes closest to your opinion?

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
I would value being able to transfer Apps I have bought when using one operating system to a new phone with a different operating system	4806	1417	1363	909	709	731	4075	2470	1456	902	950	2309	1808
	53%	51%	52%	56%	60%	32%	60%	62%	54%	59%	59%	56%	60%
Being able to transfer Apps I have bought when using one operating system to a new phone with a different operating system is not something I would value	1728	510	507	361	220	490	1238	779	627	317	332	885	639
	19%	19%	19%	22%	19%	22%	18%	20%	23%	21%	21%	21%	21%
Don't know	2477	831	741	363	249	1045	1431	706	636	314	323	923	546
	27%	30%	28%	22%	21%	46%	21%	18%	23%	21%	20%	22%	18%

Consumer perception study Online Fieldwork: June-July 2015

Q12 It is currently not possible to communicate across different Internet-based communication services and platforms (for example, you cannot use Skype to message a friend on Facebook, or use WhatsApp calls with a contact on Skype). Which, if any, of the following statements comes closest to your opinion?

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
I would value being able to contact friends across different platforms (i.e. message a Facebook friend through Twitter)	3980	2014	1966	542	810	836	731	495	566	419	346	500	495	348	500	344	370	657
	44%	46%	42%	49%	53%	51%	46%	38%	31%	42%	35%	50%	49%	35%	50%	34%	37%	66%
Being able to contact friends across different platforms (i.e. message a Facebook friend through Twitter) is not something I would value	2719	1234	1485	399	415	458	417	419	611	326	354	272	385	347	211	255	344	226
	30%	28%	32%	36%	27%	28%	27%	32%	33%	33%	35%	27%	38%	35%	21%	25%	34%	23%
Don't know	2312	1126	1186	171	301	342	424	401	674	255	301	228	123	306	291	403	288	117
	26%	26%	26%	15%	20%	21%	27%	30%	36%	26%	30%	23%	12%	31%	29%	40%	29%	12%

Consumer perception study
Online Fieldwork: June-July 2015

Q12 It is currently not possible to communicate across different Internet-based communication services and platforms (for example, you cannot use Skype to message a friend on Facebook, or use WhatsApp calls with a contact on Skype). Which, if any, of the following statements comes closest to your opinion?

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
I would value being able to contact friends across different platforms (i.e. message a Facebook friend through Twitter)	3980	1302	1122	744	518	525	3455	2119	1211	848	899	1976	1612
	44%	47%	43%	46%	44%	23%	51%	54%	45%	55%	56%	48%	54%
Being able to contact friends across different platforms (i.e. message a Facebook friend through Twitter) is not something I would value	2719	745	819	539	386	744	1976	1220	909	409	404	1317	920
	30%	27%	31%	33%	33%	33%	29%	31%	33%	27%	25%	32%	31%
Don't know	2312	711	670	349	274	997	1315	617	600	277	302	824	461
	26%	26%	26%	21%	23%	44%	19%	16%	22%	18%	19%	20%	15%

Consumer perception study
Online Fieldwork: June-July 2015

Q13a Thinking about all communication services, which, if any, of the following comes closest to your opinion considering the services terms of use?

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
I consider giving my personal data to a service provider equivalent to paying a monetary fee for using the service	2559	1362	1197	353	468	540	417	342	439	284	250	373	405	308	182	124	205	428
	28%	31%	26%	32%	31%	33%	27%	26%	24%	28%	25%	37%	40%	31%	18%	12%	21%	43%
I consider giving my personal data to a service provider different from paying a monetary fee for using the service	3140	1582	1558	436	595	568	534	425	582	351	389	407	389	315	502	71	300	415
	35%	36%	34%	39%	39%	35%	34%	32%	31%	35%	39%	41%	39%	31%	50%	7%	30%	42%
Don't know	3312	1430	1882	323	462	528	620	548	830	367	362	219	209	377	318	806	496	157
	37%	33%	41%	29%	30%	32%	39%	42%	45%	37%	36%	22%	21%	38%	32%	80%	50%	16%

Consumer perception study
Online Fieldwork: June-July 2015

Q13a Thinking about all communication services, which, if any, of the following comes closest to your opinion considering the services terms of use?

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
I consider giving my personal data to a service provider equivalent to paying a monetary fee for using the service	2559	772	729	467	417	459	2100	1383	814	569	608	1333	1086
	28%	28%	28%	29%	35%	20%	31%	35%	30%	37%	38%	32%	36%
I consider giving my personal data to a service provider different from paying a monetary fee for using the service	3140	1021	884	600	388	673	2466	1612	1027	574	590	1546	1145
	35%	37%	34%	37%	33%	30%	37%	41%	38%	37%	37%	38%	38%
Don't know	3312	965	998	566	373	1133	2179	960	878	391	407	1238	763
	37%	35%	38%	35%	32%	50%	32%	24%	32%	25%	25%	30%	25%

Consumer perception study
Online Fieldwork: June-July 2015

Q13b Thinking about all communication services, which, if any, of the following comes closest to your opinion considering the services terms of use?

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
I would prefer being charged a monetary fee for using a service if it means that I don't have to share personal data with the service provider	3071	1557	1514	390	542	565	515	452	607	279	352	348	373	267	364	250	351	488
	34%	36%	33%	35%	36%	35%	33%	34%	33%	28%	35%	35%	37%	27%	36%	25%	35%	49%
I would prefer sharing personal data with a service provider if it means that I am not charged a monetary fee for using a service	2892	1479	1413	407	520	541	505	373	547	384	292	360	370	336	336	219	272	321
	32%	34%	30%	37%	34%	33%	32%	28%	30%	38%	29%	36%	37%	34%	34%	22%	27%	32%
Don't know	3048	1337	1710	315	464	530	552	490	697	338	357	292	259	398	302	533	379	190
	34%	31%	37%	28%	30%	32%	35%	37%	38%	34%	36%	29%	26%	40%	30%	53%	38%	19%

Consumer perception study
Online Fieldwork: June-July 2015

Q13b Thinking about all communication services, which, if any, of the following comes closest to your opinion considering the services terms of use?

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
I would prefer being charged a monetary fee for using a service if it means that I don't have to share personal data with the service provider	3071	949	852	534	475	662	2409	1652	897	611	628	1505	1111
	34%	34%	33%	33%	40%	29%	36%	42%	33%	40%	39%	37%	37%
I would prefer sharing personal data with a service provider if it means that I am not charged a monetary fee for using a service	2892	883	876	576	377	625	2268	1391	1008	576	621	1515	1204
	32%	32%	34%	35%	32%	28%	34%	35%	37%	38%	39%	37%	40%
Don't know	3048	927	883	523	327	979	2069	912	814	346	357	1097	679
	34%	34%	34%	32%	28%	43%	31%	23%	30%	23%	22%	27%	23%

Consumer perception study
Online Fieldwork: June-July 2015

Q13c Thinking about all communication services, which, if any, of the following comes closest to your opinion considering the services terms of use?

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Service providers should be required to offer me the option of choosing whether to pay a monetary fee for using a service or sharing personal data instead	5008	2476	2532	612	876	945	898	741	937	523	454	577	648	466	745	321	516	758
	56%	57%	55%	55%	57%	58%	57%	56%	51%	52%	45%	58%	65%	47%	74%	32%	51%	76%
It is not necessary for service providers to offer me the option of choosing whether to pay a monetary fee for using a service or sharing personal data instead	1542	782	761	236	293	274	249	188	303	197	241	214	175	205	81	137	167	126
	17%	18%	16%	21%	19%	17%	16%	14%	16%	20%	24%	21%	17%	21%	8%	14%	17%	13%
Don't know	2461	1116	1345	264	357	417	425	386	612	281	306	210	180	329	176	544	319	116
	27%	26%	29%	24%	23%	26%	27%	29%	33%	28%	31%	21%	18%	33%	18%	54%	32%	12%

Consumer perception study Online Fieldwork: June-July 2015

Q13c Thinking about all communication services, which, if any, of the following comes closest to your opinion considering the services terms of use?

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Service providers should be required to offer me the option of choosing whether to pay a monetary fee for using a service or sharing personal data instead	5008 56%	1614 59%	1428 55%	875 54%	694 59%	1055 47%	3953 59%	2502 63%	1597 59%	908 59%	961 60%	2391 58%	1756 59%
It is not necessary for service providers to offer me the option of choosing whether to pay a monetary fee for using a service or sharing personal data instead	1542 17%	445 16%	441 17%	322 20%	215 18%	366 16%	1177 17%	764 19%	536 20%	330 22%	338 21%	848 21%	656 22%
Don't know	2461 27%	699 25%	741 28%	436 27%	269 23%	845 37%	1616 24%	690 17%	587 22%	295 19%	307 19%	878 21%	582 19%

Consumer perception study
Online Fieldwork: June-July 2015

Q13d Thinking about all communication services, which, if any, of the following comes closest to your opinion considering the services terms of use?

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
I think it is acceptable that service providers use personal data for commercial use	1457	788	669	256	350	313	218	131	188	168	170	173	281	156	150	76	136	148
	16%	18%	14%	23%	23%	19%	14%	10%	10%	17%	17%	17%	28%	16%	15%	8%	14%	15%
I think it is not acceptable for service providers to use personal data for commercial use	6201	2982	3219	657	903	1089	1101	1005	1446	660	668	695	613	666	725	690	686	798
	69%	68%	69%	59%	59%	67%	70%	76%	78%	66%	67%	69%	61%	67%	72%	69%	69%	80%
Don't know	1353	604	749	198	273	234	253	179	217	173	163	133	110	179	127	237	179	54
	15%	14%	16%	18%	18%	14%	16%	14%	12%	17%	16%	13%	11%	18%	13%	24%	18%	5%

Consumer perception study
Online Fieldwork: June-July 2015

Q13d Thinking about all communication services, which, if any, of the following comes closest to your opinion considering the services terms of use?

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
I think it is acceptable that service providers use personal data for commercial use	1457	412	414	312	230	244	1213	872	408	435	442	903	734
	16%	15%	16%	19%	19%	11%	18%	22%	15%	28%	28%	22%	25%
I think it is not acceptable for service providers to use personal data for commercial use	6201	1928	1816	1116	800	1561	4640	2729	1987	919	981	2757	1903
	69%	70%	70%	68%	68%	69%	69%	69%	73%	60%	61%	67%	64%
Don't know	1353	418	381	206	149	461	892	355	324	179	182	457	357
	15%	15%	15%	13%	13%	20%	13%	9%	12%	12%	11%	11%	12%

Consumer perception study Online Fieldwork: June-July 2015

Q14 Which of the following do you use to find contact details for calls and messages?

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Search engine (e.g. Google, Bing)	5684	2825	2859	626	876	1021	1035	870	1256	601	728	591	600	406	664	703	762	627
	63%	65%	62%	56%	57%	62%	66%	66%	68%	60%	73%	59%	60%	41%	66%	70%	76%	63%
Social networks (e.g. Facebook, LinkedIn)	3458	1570	1888	637	706	667	557	401	491	291	323	363	358	262	398	336	478	649
	38%	36%	41%	57%	46%	41%	35%	30%	27%	29%	32%	36%	36%	26%	40%	34%	48%	65%
Other internet-based searches	3298	1722	1576	336	513	581	584	549	735	251	306	319	471	251	384	439	398	480
	37%	39%	34%	30%	34%	36%	37%	42%	40%	25%	31%	32%	47%	25%	38%	44%	40%	48%
Internet directories	3272	1642	1630	362	486	596	599	517	712	311	422	319	205	590	253	465	414	293
	36%	38%	35%	33%	32%	36%	38%	39%	38%	31%	42%	32%	20%	59%	25%	46%	41%	29%
Printed phone books (e.g. white/yellow pages)	2668	1371	1298	222	302	413	469	437	825	332	440	291	421	380	221	169	219	194
	30%	31%	28%	20%	20%	25%	30%	33%	45%	33%	44%	29%	42%	38%	22%	17%	22%	19%
Telephone directories and inquiries / hotlines	2355	1202	1153	226	306	426	431	373	592	261	454	230	160	211	236	164	328	311
	26%	27%	25%	20%	20%	26%	27%	28%	32%	26%	45%	23%	16%	21%	24%	16%	33%	31%
None of the above	818	368	451	127	193	151	130	101	116	129	73	124	72	104	100	57	53	105
	9%	8%	10%	11%	13%	9%	8%	8%	6%	13%	7%	12%	7%	10%	10%	6%	5%	11%

Consumer perception study
Online Fieldwork: June-July 2015

Q14 Which of the following do you use to find contact details for calls and messages?

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Search engine (e.g. Google, Bing)	5684	1707	1645	1048	801	1271	4412	2607	1772	967	990	2697	1888
	63%	62%	63%	64%	68%	56%	65%	66%	65%	63%	62%	66%	63%
Social networks (e.g. Facebook, LinkedIn)	3458	1196	974	566	399	343	3115	1837	997	711	778	1783	1436
	38%	43%	37%	35%	34%	15%	46%	46%	37%	46%	48%	43%	48%
Other internet-based searches	3298	993	905	627	481	644	2654	1584	1027	603	636	1597	1164
	37%	36%	35%	38%	41%	28%	39%	40%	38%	39%	40%	39%	39%
Internet directories	3272	918	958	626	509	805	2467	1633	904	596	620	1554	1078
	36%	33%	37%	38%	43%	36%	37%	41%	33%	39%	39%	38%	36%
Printed phone books (e.g. white/yellow pages)	2668	737	740	548	405	814	1854	1218	826	501	511	1283	848
	30%	27%	28%	34%	34%	36%	27%	31%	30%	33%	32%	31%	28%
Telephone directories and inquiries / hotlines	2355	742	648	405	360	590	1765	1175	712	500	501	1229	842
	26%	27%	25%	25%	31%	26%	26%	30%	26%	33%	31%	30%	28%
None of the above	818	315	217	112	69	287	532	220	204	93	97	219	173
	9%	11%	8%	7%	6%	13%	8%	6%	7%	6%	6%	5%	6%

Consumer perception study
Online Fieldwork: June-July 2015

Q15 Please indicate which of the following, if any, you have done in the last month

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	8,508	4,244	4,264	1,101	1,541	1,538	1,498	1,224	1,606	498	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	8,517	4,061	4,456	1,112	1,505	1,593	1,473	1,193	1,642	507	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
I have used a public pay phone	523	288	234	114	140	118	66	30	55	56	120	107	76	51	16	27	19	50
	6%	7%	5%	10%	9%	7%	4%	3%	3%	11%	12%	11%	8%	5%	2%	3%	2%	5%
I have seen a public pay phone, but I did not use it	3144	1630	1514	489	575	588	562	414	516	305	401	485	427	334	497	220	76	400
	37%	40%	34%	44%	38%	37%	38%	35%	31%	60%	40%	48%	43%	33%	50%	22%	8%	40%
None of the above	4850	2143	2707	509	790	886	845	749	1071	146	479	408	500	616	489	755	907	549
	57%	53%	61%	46%	52%	56%	57%	63%	65%	29%	48%	41%	50%	62%	49%	75%	91%	55%

Consumer perception study
Online Fieldwork: June-July 2015

Q15 Please indicate which of the following, if any, you have done in the last month
Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	8,508	2,574	2,565	1,555	1,026	2,077	6,431	3,798	2,521	1,441	1,519	3,899	2,859
Weighted base	8,517	2,662	2,438	1,513	1,112	2,054	6,463	3,788	2,537	1,437	1,511	3,865	2,837
I have used a public pay phone	523	125	140	123	101	83	440	381	107	213	219	362	315
	6%	5%	6%	8%	9%	4%	7%	10%	4%	15%	14%	9%	11%
I have seen a public pay phone, but I did not use it	3144	1026	847	575	420	642	2502	1460	1029	543	580	1459	1135
	37%	39%	35%	38%	38%	31%	39%	39%	41%	38%	38%	38%	40%
None of the above	4850	1511	1451	815	591	1328	3522	1946	1402	682	712	2044	1388
	57%	57%	59%	54%	53%	65%	54%	51%	55%	47%	47%	53%	49%

Consumer perception study Online Fieldwork: June-July 2015

Q16 On a scale from 0 to 10, where 0= not important at all and 10= extremely important, how important are public pay phones for you in an emergency?

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
Net: Not important (0-3)	2620	1342	1278	338	434	422	441	373	613	239	251	137	161	239	448	493	428	226
	29%	31%	28%	30%	28%	26%	28%	28%	33%	24%	25%	14%	16%	24%	45%	49%	43%	23%
Net: Neither (4-7)	2925	1343	1583	406	547	577	473	411	511	342	322	396	344	408	262	292	338	221
	32%	31%	34%	36%	36%	35%	30%	31%	28%	34%	32%	40%	34%	41%	26%	29%	34%	22%
Net: Important (8-10)	3466	1689	1777	368	545	637	658	531	727	420	428	468	498	354	291	217	236	553
	38%	39%	38%	33%	36%	39%	42%	40%	39%	42%	43%	47%	50%	35%	29%	22%	24%	55%
0 - not important at all	1311	692	619	162	203	191	213	189	353	110	110	44	65	118	261	253	223	126
	15%	16%	13%	15%	13%	12%	14%	14%	19%	11%	11%	4%	7%	12%	26%	25%	22%	13%
1	494	257	237	63	81	72	102	76	101	54	47	28	36	52	81	87	72	39
	5%	6%	5%	6%	5%	4%	6%	6%	5%	5%	5%	3%	4%	5%	8%	9%	7%	4%
2	437	219	219	58	80	87	70	55	86	35	57	40	31	40	62	85	63	25
	5%	5%	5%	5%	5%	5%	4%	4%	5%	3%	6%	4%	3%	4%	6%	8%	6%	2%
3	378	174	203	54	70	72	56	52	72	40	37	25	28	29	45	69	68	37
	4%	4%	4%	5%	5%	4%	4%	4%	4%	4%	4%	2%	3%	3%	4%	7%	7%	4%
4	296	131	165	53	69	56	44	37	37	30	31	31	35	36	24	48	42	19
	3%	3%	4%	5%	5%	3%	3%	3%	2%	3%	3%	3%	3%	4%	2%	5%	4%	2%
5	1121	525	596	122	185	217	193	181	223	128	126	141	93	146	120	123	158	87
	12%	12%	13%	11%	12%	13%	12%	14%	12%	13%	13%	14%	9%	15%	12%	12%	16%	9%
6	630	282	348	95	131	123	118	73	90	82	73	78	106	83	48	68	56	36
	7%	6%	7%	9%	9%	8%	8%	6%	5%	8%	7%	8%	11%	8%	5%	7%	6%	4%
7	879	405	474	135	162	182	119	120	161	102	92	146	111	143	71	53	82	79
	10%	9%	10%	12%	11%	11%	8%	9%	9%	10%	9%	15%	11%	14%	7%	5%	8%	8%
8	1010	501	509	123	164	174	184	153	213	113	155	148	153	146	83	52	78	82
	11%	11%	11%	11%	11%	11%	12%	12%	12%	11%	15%	15%	15%	15%	8%	5%	8%	8%

Consumer perception study
Online Fieldwork: June-July 2015

Q16 On a scale from 0 to 10, where 0= not important at all and 10= extremely important, how important are public pay phones for you in an emergency?

Base: All respondents

	Total	Gender		Age						Country								
		Male	Female	15-24	25-34	35-44	45-54	55-64	65+	UK	Germany	Spain	Italy	France	Poland	Sweden	Estonia	Romania
Unweighted base	9,011	4,571	4,440	1,101	1,563	1,587	1,601	1,342	1,817	1,001	1,001	1,000	1,003	1,001	1,002	1,001	1,002	1,000
Weighted base	9,011	4,374	4,637	1,112	1,526	1,636	1,572	1,315	1,851	1,001	1,001	1,000	1,003	1,001	1,002	1,002	1,002	1,000
9	742	372	370	61	102	131	143	136	169	104	82	123	120	83	43	35	44	107
	8%	9%	8%	6%	7%	8%	9%	10%	9%	10%	8%	12%	12%	8%	4%	4%	4%	11%
10 - extremely important	1714	816	897	184	279	331	331	242	345	203	192	197	225	125	165	129	114	364
	19%	19%	19%	17%	18%	20%	21%	18%	19%	20%	19%	20%	22%	12%	16%	13%	11%	36%
Mean	5.67	5.58	5.76	5.45	5.63	5.91	5.82	5.74	5.46	6.07	5.99	6.76	6.73	5.75	4.51	4.07	4.43	6.74
Standard deviation	3.50	3.56	3.44	3.41	3.40	3.36	3.53	3.50	3.69	3.35	3.33	2.80	3.01	3.19	3.77	3.53	3.45	3.61
Standard error	0.07	0.11	0.10	0.20	0.17	0.16	0.17	0.19	0.17	0.21	0.21	0.17	0.19	0.20	0.23	0.22	0.21	0.22

Consumer perception study Online Fieldwork: June-July 2015

Q16 On a scale from 0 to 10, where 0= not important at all and 10= extremely important, how important are public pay phones for you in an emergency?

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
Net: Not important (0-3)	2620	785	799	438	376	683	1937	1025	817	291	298	1085	683
	29%	28%	31%	27%	32%	30%	29%	26%	30%	19%	19%	26%	23%
Net: Neither (4-7)	2925	844	855	574	371	746	2180	1273	867	367	389	1353	1013
	32%	31%	33%	35%	31%	33%	32%	32%	32%	24%	24%	33%	34%
Net: Important (8-10)	3466	1129	957	621	432	838	2628	1658	1034	876	918	1679	1297
	38%	41%	37%	38%	37%	37%	39%	42%	38%	57%	57%	41%	43%
0 - not important at all	1311	422	395	216	164	357	954	493	382	169	178	489	312
	15%	15%	15%	13%	14%	16%	14%	12%	14%	11%	11%	12%	10%
1	494	133	170	72	76	120	374	188	168	47	56	224	124
	5%	5%	6%	4%	6%	5%	6%	5%	6%	3%	4%	5%	4%
2	437	110	130	92	75	112	325	174	146	42	32	196	123
	5%	4%	5%	6%	6%	5%	5%	4%	5%	3%	2%	5%	4%
3	378	119	104	58	60	93	285	169	122	33	32	175	125
	4%	4%	4%	4%	5%	4%	4%	4%	4%	2%	2%	4%	4%
4	296	81	91	61	37	66	230	115	109	33	35	135	101
	3%	3%	3%	4%	3%	3%	3%	3%	4%	2%	2%	3%	3%
5	1121	365	307	196	135	314	807	453	299	125	134	477	327
	12%	13%	12%	12%	11%	14%	12%	11%	11%	8%	8%	12%	11%
6	630	161	176	139	92	151	478	275	189	80	81	308	246
	7%	6%	7%	9%	8%	7%	7%	7%	7%	5%	5%	7%	8%
7	879	236	281	178	107	214	664	430	270	129	138	434	340
	10%	9%	11%	11%	9%	9%	10%	11%	10%	8%	9%	11%	11%
8	1010	287	301	206	132	251	760	475	319	219	226	510	378
	11%	10%	12%	13%	11%	11%	11%	12%	12%	14%	14%	12%	13%

Consumer perception study
Online Fieldwork: June-July 2015

Absolutes/col percents

Q16 On a scale from 0 to 10, where 0= not important at all and 10= extremely important, how important are public pay phones for you in an emergency?

Base: All respondents

	Total	Income				Use		Awareness		Positive Rating		Data information	
		Low	Lower Medium	Upper Medium	High	Traditional only	New	Aware	Unaware	To traditional telecom	To internet comms	Telecom positive	Internet positive
Unweighted base	9,011	2,657	2,779	1,663	1,085	2,294	6,717	3,969	2,710	1,541	1,617	4,159	3,022
Weighted base	9,011	2,758	2,611	1,633	1,179	2,266	6,745	3,955	2,719	1,534	1,605	4,117	2,994
9	742	215	214	156	101	183	558	392	223	227	233	396	318
	8%	8%	8%	10%	9%	8%	8%	10%	8%	15%	15%	10%	11%
10 - extremely important	1714	628	443	258	200	403	1310	791	492	430	459	773	600
	19%	23%	17%	16%	17%	18%	19%	20%	18%	28%	29%	19%	20%
Mean	5.67	5.80	5.52	5.74	5.51	5.54	5.72	5.98	5.61	6.82	6.84	5.91	6.19
Standard deviation	3.50	3.58	3.50	3.36	3.48	3.51	3.49	3.42	3.49	3.37	3.37	3.39	3.29
Standard error	0.07	0.13	0.13	0.16	0.20	0.14	0.08	0.11	0.13	0.17	0.16	0.10	0.12