



EXPERIAN – CONSUMER DATA BREACH SURVEY 2016

Methodology: ComRes interviewed 2,008 GB adults online between 15th and 17th January 2016. Data were weighted to be representative of all adults in Great Britain aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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For information about commissioning research please contact simon.carter@comresglobal.com or call +44 (0)20 7871 8660.

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Four Millbank | London | SW1P 3JA | T. +44 (0)20 7871 8660

Rond-Point Schuman / Schumanplein 6 | Box 5 | 1040 Bruxelles | T. +32 (0)2 234 63 82

51/F Raffles City | No.268 Xi Zang Middle Road | HuangPu District Shanghai | 200001 China | T. +86 (0)21 2312 7674

Online Data Security Survey

ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 1

Q.1 Have any of the following things ever happened to you?**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Any	784 39%	385 39%	399 39%	92 39%	154 44%	129 39%	140 39%	106 37%	163 36%	218 40%	226 42%	173 40%	167 34%	128 48%	340 39%
NET: All whose accounts have been compromised	437 22%	214 22%	223 22%	43 19%	83 24%	84 25%	73 20%	59 21%	95 21%	116 22%	132 24%	90 21%	99 20%	70 26%	185 21%
I have had to change my password because I feared that an online account had been hacked or accessed by someone else	481 24%	240 25%	241 23%	66 28%	97 28%	78 24%	89 25%	63 22%	88 20%	133 25%	125 23%	120 27%	104 21%	83 31%	211 24%
I have had one of my online accounts accessed or used fraudulently by someone else	191 10%	88 9%	103 10%	19 8%	41 12%	32 10%	38 10%	27 9%	34 8%	55 10%	52 10%	44 10%	40 8%	29 11%	87 10%
I have been told by a company I hold an account with or am employed by, that my personal details may have been lost or stolen	153 8%	86 9%	67 7%	15 6%	28 8%	19 6%	29 8%	21 7%	42 9%	35 6%	48 9%	37 8%	34 7%	30 11%	57 7%
I have had my personal details used to commit fraud	139 7%	69 7%	70 7%	9 4%	19 5%	38 11%	19 5%	23 8%	31 7%	42 8%	38 7%	21 5%	38 8%	21 8%	58 7%
I have had to shut down an online account because my account had been hacked	67 3%	40 4%	28 3%	12 5%	15 4%	12 4%	13 4%	8 3%	7 2%	25 5%	13 2%	16 4%	14 3%	11 4%	31 4%
One of the above may have possibly happened but I do not remember the details	84 4%	49 5%	35 3%	8 3%	14 4%	3 1%	24 7%	16 6%	18 4%	22 4%	26 5%	23 5%	13 3%	11 4%	39 5%
None of these	1224 61%	593 61%	631 61%	141 61%	194 56%	201 61%	218 61%	183 63%	286 64%	322 60%	315 58%	264 60%	323 66%	140 52%	528 61%

Online Data Security Survey

ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 1

Q.1 Have any of the following things ever happened to you?**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Any	784 39%	74 43%	37 36%	672 39%	31 37%	81 35%	62 36%	63 35%	71 48%	70 36%	114 43%	116 41%	65 37%
NET: All whose accounts have been compromised	437 22%	35 20%	18 17%	385 22%	16 19%	46 20%	31 18%	31 17%	45 30%	39 20%	65 24%	72 26%	41 23%
I have had to change my password because I feared that an online account had been hacked or accessed by someone else	481 24%	49 28%	22 21%	411 24%	18 22%	39 17%	36 21%	35 20%	48 33%	42 21%	76 29%	74 26%	41 23%
I have had one of my online accounts accessed or used fraudulently by someone else	191 10%	13 7%	10 10%	169 10%	4 5%	23 10%	10 6%	19 11%	21 14%	19 10%	25 9%	27 10%	19 11%
I have been told by a company I hold an account with or am employed by, that my personal details may have been lost or stolen	153 8%	14 8%	5 5%	134 8%	7 9%	12 5%	13 8%	7 4%	19 13%	11 6%	25 10%	30 11%	9 5%
I have had my personal details used to commit fraud	139 7%	13 8%	8 7%	119 7%	8 9%	13 6%	11 6%	9 5%	8 6%	13 7%	24 9%	17 6%	16 9%
I have had to shut down an online account because my account had been hacked	67 3%	8 5%	4 4%	56 3%	1 1%	7 3%	3 2%	1 1%	13 9%	7 4%	11 4%	11 4%	2 1%
One of the above may have possibly happened but I do not remember the details	84 4%	6 4%	4 4%	74 4%	5 6%	17 7%	9 5%	6 3%	5 3%	8 4%	8 3%	11 4%	6 3%
None of these	1224 61%	100 57%	65 64%	1059 61%	53 63%	150 65%	109 64%	118 65%	77 52%	125 64%	151 57%	165 59%	112 63%

Online Data Security Survey

ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 2

Q.2 If you had your personal details lost or stolen by a third party organisation, what actions would you take?**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Any	1914 95%	924 94%	990 96%	205 88%	315 90%	310 94%	348 97%	289 100%	447 99%	519 96%	517 96%	408 93%	471 96%	251 94%	818 94%
I would contact my bank	1496 75%	698 71%	798 78%	134 58%	208 60%	233 71%	283 79%	246 85%	393 87%	396 73%	395 73%	316 72%	390 80%	191 71%	597 69%
I would change my online passwords for other online accounts as a precaution	1300 65%	616 63%	684 66%	118 51%	149 43%	198 60%	258 72%	226 78%	352 78%	340 63%	361 67%	281 64%	317 65%	171 64%	503 58%
I would monitor my bank statements regularly	1297 65%	632 65%	666 65%	112 48%	180 52%	178 54%	252 71%	223 77%	352 78%	357 66%	340 63%	271 62%	329 67%	180 67%	499 58%
I would change the password of the account I hold with the company affected by the data breach	1213 60%	603 62%	610 59%	107 46%	156 45%	172 52%	245 69%	210 73%	322 72%	326 60%	340 63%	254 58%	292 60%	160 60%	489 56%
I would shut down the affected online account	855 43%	405 41%	449 44%	79 34%	83 24%	116 35%	164 46%	154 53%	257 57%	221 41%	226 42%	179 41%	228 46%	118 44%	325 37%
I would contact the police	796 40%	387 40%	410 40%	64 27%	98 28%	115 35%	158 44%	140 48%	222 49%	219 41%	199 37%	178 41%	200 41%	113 42%	303 35%
I would change my online behaviour and become more aware of protecting my information online	710 35%	324 33%	386 37%	63 27%	83 24%	112 34%	145 40%	111 38%	197 44%	187 35%	193 36%	152 35%	179 37%	93 35%	279 32%
I would monitor my credit report regularly	550 27%	272 28%	278 27%	47 20%	79 23%	92 28%	113 32%	76 26%	142 32%	163 30%	138 26%	125 29%	124 25%	89 33%	224 26%
I would contact my internet provider	363 18%	179 18%	184 18%	28 12%	28 8%	34 10%	78 22%	60 21%	134 30%	103 19%	83 15%	92 21%	86 17%	45 17%	120 14%
I would sign up to an identity protection service	200 10%	97 10%	104 10%	17 7%	24 7%	34 10%	46 13%	25 9%	54 12%	66 12%	39 7%	42 10%	53 11%	27 10%	87 10%
Depends on other factors/ what information was taken/ where the information was taken from	3 *	3 *	1 *	- -	- -	- -	2 *	2 1%	- -	3 1%	* *	- -	- -	- -	2 *

Prepared by ComRes



Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 2

Q.2 If you had your personal details lost or stolen by a third party organisation, what actions would you take?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
I would make less online transactions	2 *	1 *	1 *	- -	- -	- -	- -	- -	2 *	1 *	- -	1 *	- -	- -	1 *
I would contact the affected site/ the company	1 *	- -	1 *	- -	- -	1 *	* *	- -	- -	1 *	- -	- -	- -	- -	1 *
Other answers	6 *	* *	5 1%	* *	- -	1 *	3 1%	- -	2 *	1 *	2 *	- -	3 1%	- -	3 *
None of the above	91 5%	53 5%	38 4%	27 12%	32 9%	20 6%	8 2%	1 *	2 1%	20 4%	22 4%	30 7%	18 4%	17 6%	48 6%
Don't know	3 *	2 *	1 *	1 1%	1 *	- -	1 *	- -	- -	1 *	1 *	- -	1 *	- -	3 *

Online Data Security Survey

ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 2

Q.2 If you had your personal details lost or stolen by a third party organisation, what actions would you take?**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Any	1914 95%	172 98%	93 91%	1649 95%	82 98%	225 97%	158 92%	168 93%	145 98%	189 97%	244 92%	268 95%	169 96%
I would contact my bank	1496 75%	137 79%	70 68%	1289 74%	66 78%	179 78%	128 75%	135 75%	104 70%	156 80%	186 70%	203 72%	132 75%
I would change my online passwords for other online accounts as a precaution	1300 65%	126 72%	54 53%	1120 65%	58 68%	154 67%	104 61%	116 64%	110 74%	124 64%	154 58%	191 68%	109 62%
I would monitor my bank statements regularly	1297 65%	123 70%	51 50%	1123 65%	55 65%	161 70%	101 59%	110 61%	95 64%	135 69%	150 56%	209 74%	109 61%
I would change the password of the account I hold with the company affected by the data breach	1213 60%	115 66%	53 52%	1045 60%	46 55%	134 58%	91 53%	110 61%	94 63%	122 63%	151 57%	190 68%	107 61%
I would shut down the affected online account	855 43%	86 49%	45 44%	724 42%	35 42%	105 46%	68 40%	61 34%	73 49%	90 46%	102 38%	123 44%	67 38%
I would contact the police	796 40%	73 42%	35 34%	689 40%	33 40%	93 40%	72 42%	63 35%	49 33%	80 41%	108 41%	115 41%	75 43%
I would change my online behaviour and become more aware of protecting my information online	710 35%	75 43%	35 34%	601 35%	27 32%	78 34%	55 32%	62 34%	61 41%	76 39%	86 32%	91 33%	65 37%
I would monitor my credit report regularly	550 27%	39 22%	25 24%	486 28%	28 34%	60 26%	43 25%	48 27%	44 30%	66 34%	72 27%	82 29%	42 24%
I would contact my internet provider	363 18%	28 16%	32 31%	303 18%	12 15%	37 16%	24 14%	40 22%	27 18%	32 16%	44 16%	58 21%	29 16%
I would sign up to an identity protection service	200 10%	18 10%	7 7%	175 10%	9 11%	25 11%	9 5%	22 12%	19 13%	18 9%	37 14%	24 8%	12 7%
Depends on other factors/ what information was taken/ where the information was taken from	3 *	- -	- -	3 *	- -	- -	- -	1 1%	1 1%	- -	* *	- -	1 1%

Prepared by ComRes



Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 2

Q.2 If you had your personal details lost or stolen by a third party organisation, what actions would you take?

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
I would make less online transactions	2 *	-	-	2 *	-	1 *	-	-	-	-	-	1 *	-
I would contact the affected site/ the company	1 *	-	-	1 *	-	-	* *	-	-	-	-	-	1 *
Other answers	6 *	-	1 1%	5 *	-	1 *	-	1 1%	1 1%	-	1 *	-	* *
None of the above	91 5%	3 2%	9 9%	79 5%	2 2%	5 2%	10 6%	12 7%	3 2%	5 3%	21 8%	13 5%	7 4%
Don't know	3 *	-	-	3 *	-	1 *	3 2%	-	-	-	-	-	-

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 3

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Summary**Base: All respondents**

	Type of Company											
	Bank	Other financial services company (e.g. Paypal, Transferwise)	Data company (e.g. Google, Experian)	Insurance company	Phone company	Utility provider (e.g. water, electricity)	Technology company (e.g. computer software provider, video game provider)	Online retailer	Social media site	Email provider	Government agency (e.g. NHS, local authority etc.)	Traditional retailer (e.g. supermarket, DIY retailer, etc.)
Unweighted base	2008	2008	2008	2008	2008	2008	2008	2008	2008	2008	2008	2008
Weighted base	2008	2008	2008	2008	2008	2008	2008	2008	2008	2008	2008	2008
NET: Their responsibility	1544 77%	1535 76%	1419 71%	1525 76%	1428 71%	1483 74%	1266 63%	1397 70%	815 41%	1234 61%	1609 80%	1216 61%
It is solely their responsibility (+2)	773 38%	720 36%	636 32%	706 35%	605 30%	649 32%	493 25%	534 27%	299 15%	459 23%	899 45%	460 23%
They have a higher level of responsibility (+1)	771 38%	815 41%	783 39%	819 41%	823 41%	834 42%	773 38%	864 43%	516 26%	775 39%	710 35%	756 38%
Equal responsibility (0)	419 21%	426 21%	497 25%	439 22%	514 26%	476 24%	615 31%	541 27%	762 38%	631 31%	349 17%	680 34%
I have a higher level of responsibility (-1)	29 1%	32 2%	62 3%	30 1%	46 2%	34 2%	90 4%	50 2%	292 15%	111 6%	32 2%	92 5%
It is solely my responsibility (-2)	16 1%	15 1%	29 1%	15 1%	20 1%	15 1%	37 2%	19 1%	138 7%	32 2%	18 1%	20 1%
NET: My responsibility	45 2%	47 2%	92 5%	44 2%	66 3%	49 2%	127 6%	69 3%	430 21%	143 7%	50 2%	112 6%
Mean	1.12	1.09	0.96	1.08	0.97	1.03	0.79	0.92	0.27	0.76	1.22	0.77
Standard deviation	0.84	0.83	0.91	0.83	0.86	0.83	0.93	0.85	1.10	0.92	0.85	0.89
Standard error	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02	0.02

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 4

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Bank

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Their responsibility	1544 77%	761 78%	783 76%	179 77%	252 72%	232 70%	274 77%	237 82%	369 82%	421 78%	418 77%	346 79%	359 73%	194 72%	671 77%
It is solely their responsibility	(+2) 773 38%	382 39%	391 38%	88 38%	126 36%	102 31%	141 39%	128 44%	187 42%	215 40%	197 37%	173 40%	187 38%	83 31%	339 39%
They have a higher level of responsibility	(+1) 771 38%	379 39%	392 38%	91 39%	125 36%	130 39%	133 37%	109 38%	182 40%	206 38%	221 41%	173 39%	172 35%	110 41%	331 38%
Equal responsibility	(0) 419 21%	195 20%	224 22%	52 22%	75 22%	89 27%	82 23%	50 17%	72 16%	105 19%	113 21%	80 18%	122 25%	67 25%	179 21%
I have a higher level of responsibility	(-1) 29 1%	11 1%	18 2%	2 1%	10 3%	7 2%	1 *	1 *	8 2%	12 2%	6 1%	5 1%	6 1%	4 2%	12 1%
It is solely my responsibility	(-2) 16 1%	11 1%	5 *	* *	11 3%	1 *	1 *	2 1%	1 *	2 *	4 1%	7 2%	3 1%	3 1%	7 1%
NET: My responsibility	45 2%	22 2%	23 2%	3 1%	21 6%	8 3%	2 1%	2 1%	8 2%	14 3%	9 2%	12 3%	9 2%	8 3%	19 2%
Mean	1.12	1.13	1.11	1.13	0.99	0.99	1.15	1.25	1.22	1.15	1.11	1.14	1.09	0.99	1.13
Standard deviation	0.84	0.85	0.84	0.80	0.99	0.84	0.80	0.78	0.78	0.84	0.82	0.86	0.86	0.86	0.84
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.04	0.05	0.03	0.03	0.03	0.05	0.04	0.06	0.03

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 4

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Bank

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Their responsibility	1544 77%	131 75%	81 79%	1332 77%	67 80%	190 83%	129 76%	127 70%	112 76%	150 77%	206 78%	219 78%	131 74%
It is solely their responsibility	(+2) 773 38%	69 39%	44 43%	661 38%	30 35%	101 44%	69 41%	58 32%	48 33%	73 38%	100 38%	118 42%	63 36%
They have a higher level of responsibility	(+1) 771 38%	62 35%	38 37%	671 39%	37 44%	90 39%	60 35%	69 38%	64 43%	77 39%	106 40%	101 36%	67 38%
Equal responsibility	(0) 419 21%	40 23%	21 21%	358 21%	17 20%	38 16%	36 21%	51 28%	33 22%	35 18%	46 17%	59 21%	44 25%
I have a higher level of responsibility	(-1) 29 1%	3 2%	-	25 1%	-	3 1%	1 1%	1 *	3 2%	7 4%	7 3%	1 1%	2 1%
It is solely my responsibility	(-2) 16 1%	1 1%	-	15 1%	-	-	4 3%	2 1%	-	2 1%	6 2%	1 *	-
NET: My responsibility	45 2%	4 2%	-	41 2%	-	3 1%	5 3%	2 1%	3 2%	10 5%	13 5%	3 1%	2 1%
Mean	1.12	1.11	1.22	1.12	1.15	1.25	1.10	1.00	1.06	1.09	1.09	1.19	1.08
Standard deviation	0.84	0.86	0.77	0.84	0.74	0.76	0.93	0.84	0.80	0.90	0.92	0.81	0.81
Standard error	0.02	0.06	0.08	0.02	0.08	0.05	0.07	0.06	0.07	0.06	0.06	0.05	0.06

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 5

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Other financial services company (e.g. Paypal, Transferwise)

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Their responsibility	1535 76%	748 76%	788 76%	176 76%	256 73%	231 70%	272 76%	232 80%	368 82%	423 78%	414 77%	336 77%	362 74%	183 68%	671 77%
It is solely their responsibility	(+2) 720 36%	348 36%	372 36%	74 32%	118 34%	99 30%	131 37%	118 41%	180 40%	186 34%	181 34%	175 40%	178 36%	77 29%	306 35%
They have a higher level of responsibility	(+1) 815 41%	399 41%	416 40%	103 44%	138 40%	132 40%	141 39%	114 39%	188 42%	237 44%	233 43%	162 37%	184 38%	106 40%	365 42%
Equal responsibility	(0) 426 21%	202 21%	224 22%	53 23%	75 21%	90 27%	80 22%	55 19%	73 16%	104 19%	113 21%	93 21%	117 24%	75 28%	181 21%
I have a higher level of responsibility	(-1) 32 2%	19 2%	13 1%	3 1%	8 2%	7 2%	5 1%	1 *	8 2%	11 2%	10 2%	3 1%	8 2%	7 3%	11 1%
It is solely my responsibility	(-2) 15 1%	10 1%	5 *	* *	9 3%	1 *	1 *	2 1%	1 *	2 *	3 1%	6 1%	3 1%	3 1%	5 1%
NET: My responsibility	47 2%	29 3%	18 2%	4 2%	17 5%	8 3%	6 2%	3 1%	9 2%	13 2%	13 2%	9 2%	11 2%	11 4%	16 2%
Mean	1.09	1.08	1.10	1.06	1.00	0.97	1.11	1.19	1.20	1.10	1.07	1.13	1.07	0.92	1.10
Standard deviation	0.83	0.85	0.81	0.78	0.94	0.84	0.81	0.79	0.78	0.80	0.82	0.86	0.85	0.88	0.81
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.04	0.05	0.03	0.03	0.03	0.05	0.04	0.06	0.03

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 5

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Other financial services company (e.g. Paypal, Transferwise)

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Their responsibility	1535 76%	135 78%	74 73%	1326 77%	66 78%	184 80%	125 74%	120 67%	116 78%	152 78%	211 80%	222 79%	130 73%
It is solely their responsibility	(+2) 720 36%	66 38%	39 38%	615 36%	33 39%	82 36%	65 38%	53 29%	48 32%	72 37%	94 35%	106 38%	62 35%
They have a higher level of responsibility	(+1) 815 41%	69 40%	35 34%	711 41%	33 39%	102 44%	61 36%	67 37%	68 46%	80 41%	117 44%	116 41%	67 38%
Equal responsibility	(0) 426 21%	34 20%	25 25%	366 21%	18 21%	47 20%	35 21%	54 30%	29 19%	36 19%	46 18%	56 20%	46 26%
I have a higher level of responsibility	(-1) 32 2%	3 2%	3 3%	27 2%	1 1%	- -	6 3%	6 3%	3 2%	4 2%	4 1%	3 1%	1 1%
It is solely my responsibility	(-2) 15 1%	2 1%	- -	12 1%	- -	- -	4 3%	1 1%	- -	2 1%	4 2%	1 *	- -
NET: My responsibility	47 2%	5 3%	3 3%	39 2%	1 1%	- -	10 6%	7 4%	3 2%	6 3%	8 3%	3 1%	1 1%
Mean	1.09	1.11	1.08	1.09	1.16	1.15	1.03	0.92	1.09	1.11	1.11	1.15	1.08
Standard deviation	0.83	0.86	0.86	0.83	0.78	0.73	0.97	0.87	0.78	0.86	0.85	0.78	0.80
Standard error	0.02	0.06	0.09	0.02	0.08	0.05	0.07	0.06	0.07	0.06	0.05	0.05	0.06

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 6

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Data company (e.g. Google, Experian)

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Their responsibility	1419 71%	717 73%	703 68%	157 67%	225 65%	229 70%	258 72%	216 75%	334 74%	391 72%	374 69%	325 74%	329 67%	178 66%	630 73%
It is solely their responsibility	(+2) 636 32%	319 33%	318 31%	60 26%	111 32%	100 30%	113 32%	92 32%	159 35%	160 30%	182 34%	140 32%	155 32%	66 25%	293 34%
They have a higher level of responsibility	(+1) 783 39%	398 41%	385 37%	96 41%	114 33%	129 39%	144 40%	124 43%	175 39%	231 43%	191 35%	186 42%	174 36%	112 42%	336 39%
Equal responsibility	(0) 497 25%	224 23%	273 27%	64 27%	95 27%	91 28%	89 25%	63 22%	96 21%	125 23%	138 26%	98 22%	137 28%	73 27%	210 24%
I have a higher level of responsibility	(-1) 62 3%	22 2%	41 4%	12 5%	16 5%	8 2%	8 2%	7 2%	13 3%	19 3%	22 4%	5 1%	17 4%	12 5%	18 2%
It is solely my responsibility	(-2) 29 1%	16 2%	13 1%	1 *	12 4%	2 1%	4 1%	3 1%	7 2%	6 1%	7 1%	10 2%	7 1%	5 2%	11 1%
NET: My responsibility	92 5%	38 4%	54 5%	13 5%	28 8%	9 3%	12 3%	10 4%	19 4%	24 4%	29 5%	15 3%	24 5%	18 7%	28 3%
Mean	0.96	1.00	0.92	0.87	0.85	0.96	0.99	1.01	1.04	0.96	0.96	1.01	0.92	0.82	1.02
Standard deviation	0.91	0.89	0.92	0.87	1.04	0.85	0.87	0.86	0.90	0.87	0.93	0.89	0.93	0.92	0.88
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 6

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Data company (e.g. Google, Experian)

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Their responsibility	1419 71%	119 68%	78 76%	1222 71%	64 75%	173 75%	118 69%	107 59%	107 72%	131 67%	191 72%	210 75%	123 70%
It is solely their responsibility	(+2) 636 32%	59 34%	31 31%	546 32%	28 34%	61 27%	56 33%	38 21%	43 29%	61 31%	97 37%	106 38%	55 31%
They have a higher level of responsibility	(+1) 783 39%	60 34%	46 45%	677 39%	35 42%	111 48%	62 36%	69 38%	64 43%	69 36%	95 36%	105 37%	68 38%
Equal responsibility	(0) 497 25%	43 25%	21 21%	432 25%	17 20%	55 24%	40 24%	57 32%	36 24%	58 30%	57 22%	62 22%	50 28%
I have a higher level of responsibility	(-1) 62 3%	8 5%	1 1%	53 3%	2 3%	3 1%	8 5%	10 5%	4 3%	5 3%	12 5%	6 2%	4 2%
It is solely my responsibility	(-2) 29 1%	4 2%	2 2%	23 1%	2 2%	- -	4 3%	7 4%	2 1%	1 1%	4 2%	3 1%	- -
NET: My responsibility	92 5%	12 7%	3 3%	76 4%	4 5%	3 1%	12 7%	17 9%	6 4%	6 3%	16 6%	8 3%	4 2%
Mean	0.96	0.93	1.01	0.96	1.02	1.00	0.92	0.67	0.95	0.95	1.01	1.08	0.99
Standard deviation	0.91	1.00	0.87	0.90	0.91	0.75	0.99	1.00	0.87	0.87	0.95	0.87	0.83
Standard error	0.02	0.07	0.10	0.02	0.10	0.05	0.07	0.07	0.08	0.06	0.06	0.05	0.06

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 7

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Insurance company

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Their responsibility	1525 76%	746 76%	779 76%	170 73%	242 70%	238 72%	276 77%	231 80%	368 82%	423 78%	413 76%	332 76%	358 73%	195 73%	655 75%
It is solely their responsibility	(+2) 706 35%	339 35%	367 36%	79 34%	118 34%	98 30%	124 35%	119 41%	168 37%	192 36%	195 36%	146 33%	173 35%	83 31%	309 36%
They have a higher level of responsibility	(+1) 819 41%	407 42%	412 40%	90 39%	124 36%	141 43%	152 42%	113 39%	200 45%	231 43%	218 40%	186 42%	185 38%	112 42%	346 40%
Equal responsibility	(0) 439 22%	207 21%	231 22%	58 25%	86 25%	84 25%	79 22%	55 19%	77 17%	104 19%	120 22%	92 21%	122 25%	68 25%	191 22%
I have a higher level of responsibility	(-1) 30 1%	16 2%	14 1%	6 3%	8 2%	8 2%	2 1%	1 *	5 1%	11 2%	6 1%	6 1%	6 1%	3 1%	15 2%
It is solely my responsibility	(-2) 15 1%	10 1%	5 *	- -	12 3%	- -	1 *	2 1%	- -	2 *	1 *	7 2%	4 1%	3 1%	8 1%
NET: My responsibility	44 2%	25 3%	19 2%	6 3%	20 6%	8 2%	3 1%	3 1%	5 1%	14 3%	7 1%	14 3%	10 2%	6 2%	23 3%
Mean	1.08	1.07	1.09	1.04	0.95	0.99	1.10	1.19	1.18	1.11	1.11	1.05	1.05	1.00	1.08
Standard deviation	0.83	0.84	0.82	0.83	0.99	0.80	0.78	0.80	0.74	0.81	0.80	0.87	0.85	0.84	0.85
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.04	0.05	0.03	0.03	0.03	0.05	0.04	0.05	0.03

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 7

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Insurance company

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Their responsibility	1525 76%	135 77%	82 80%	1308 76%	72 85%	193 83%	119 70%	117 65%	113 76%	145 74%	211 80%	215 77%	123 70%
It is solely their responsibility	(+2) 706 35%	64 37%	38 37%	604 35%	32 38%	96 42%	62 36%	42 23%	43 29%	66 34%	104 39%	105 37%	54 31%
They have a higher level of responsibility	(+1) 819 41%	71 41%	44 43%	704 41%	40 47%	96 42%	57 33%	75 42%	70 47%	79 41%	108 41%	111 39%	70 39%
Equal responsibility	(0) 439 22%	36 20%	20 20%	382 22%	13 15%	36 15%	45 26%	59 33%	32 21%	47 24%	39 15%	62 22%	51 29%
I have a higher level of responsibility	(-1) 30 1%	2 1%	-	27 2%	-	3 1%	1 1%	2 1%	4 3%	3 1%	10 4%	3 1%	2 1%
It is solely my responsibility	(-2) 15 1%	2 1%	-	13 1%	-	-	6 3%	3 1%	-	-	4 2%	1 *	-
NET: My responsibility	44 2%	4 2%	-	40 2%	-	3 1%	7 4%	4 2%	4 3%	3 1%	14 5%	4 1%	2 1%
Mean	1.08	1.11	1.17	1.07	1.23	1.24	0.99	0.85	1.02	1.07	1.12	1.13	0.99
Standard deviation	0.83	0.83	0.74	0.83	0.69	0.75	0.98	0.84	0.78	0.80	0.91	0.80	0.81
Standard error	0.02	0.06	0.08	0.02	0.07	0.05	0.07	0.06	0.07	0.06	0.06	0.05	0.06

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 8

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Phone company

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Their responsibility	1428 71%	707 72%	720 70%	163 70%	229 66%	231 70%	258 72%	215 74%	332 74%	385 71%	393 73%	316 72%	334 68%	176 66%	631 73%
It is solely their responsibility	(+2) 605 30%	304 31%	301 29%	58 25%	104 30%	88 27%	105 29%	95 33%	155 34%	157 29%	177 33%	132 30%	139 28%	70 26%	267 31%
They have a higher level of responsibility	(+1) 823 41%	404 41%	419 41%	105 45%	125 36%	144 44%	152 43%	120 42%	177 39%	228 42%	216 40%	185 42%	194 40%	106 39%	364 42%
Equal responsibility	(0) 514 26%	238 24%	277 27%	62 27%	97 28%	91 27%	92 26%	67 23%	105 23%	132 24%	131 24%	110 25%	141 29%	83 31%	211 24%
I have a higher level of responsibility	(-1) 46 2%	23 2%	23 2%	6 2%	10 3%	7 2%	5 1%	6 2%	12 3%	19 4%	10 2%	3 1%	13 3%	4 2%	16 2%
It is solely my responsibility	(-2) 20 1%	10 1%	10 1%	3 1%	12 4%	1 *	3 1%	1 *	1 *	4 1%	6 1%	8 2%	3 1%	5 2%	10 1%
NET: My responsibility	66 3%	33 3%	33 3%	8 4%	22 6%	8 2%	8 2%	7 2%	13 3%	23 4%	16 3%	11 3%	16 3%	9 4%	26 3%
Mean	0.97	0.99	0.95	0.90	0.86	0.94	0.98	1.04	1.05	0.95	1.01	0.98	0.93	0.86	0.99
Standard deviation	0.86	0.86	0.86	0.84	1.00	0.80	0.82	0.82	0.84	0.86	0.86	0.86	0.85	0.89	0.85
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.04	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 8

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Phone company

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Their responsibility	1428 71%	122 70%	76 74%	1230 71%	68 81%	176 76%	111 65%	114 63%	106 72%	130 67%	200 76%	202 72%	122 69%
It is solely their responsibility	(+2) 605 30%	59 34%	37 36%	509 29%	26 31%	71 31%	55 32%	38 21%	34 23%	54 28%	94 36%	88 31%	48 27%
They have a higher level of responsibility	(+1) 823 41%	62 36%	39 38%	722 42%	43 51%	105 45%	56 33%	76 42%	72 49%	76 39%	106 40%	114 41%	74 42%
Equal responsibility	(0) 514 26%	45 26%	24 23%	446 26%	14 17%	49 21%	52 31%	60 33%	38 26%	62 32%	48 18%	71 25%	50 28%
I have a higher level of responsibility	(-1) 46 2%	7 4%	2 2%	37 2%	2 2%	6 3%	3 2%	3 2%	3 2%	- -	10 4%	7 2%	4 2%
It is solely my responsibility	(-2) 20 1%	1 1%	1 1%	18 1%	- -	- -	4 3%	3 1%	1 1%	2 1%	7 3%	1 *	- -
NET: My responsibility	66 3%	8 5%	3 3%	55 3%	2 2%	6 3%	7 4%	6 3%	4 3%	2 1%	17 6%	7 3%	4 2%
Mean	0.97	0.98	1.06	0.96	1.10	1.05	0.90	0.79	0.91	0.92	1.02	1.01	0.94
Standard deviation	0.86	0.90	0.88	0.85	0.74	0.79	0.96	0.85	0.79	0.84	0.96	0.83	0.81
Standard error	0.02	0.06	0.10	0.02	0.08	0.05	0.07	0.06	0.07	0.06	0.06	0.05	0.06

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 9

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Utility provider (e.g. water, electricity)

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Their responsibility	1483 74%	728 74%	755 73%	152 65%	244 70%	240 73%	265 74%	233 80%	350 78%	401 74%	400 74%	321 73%	361 74%	182 68%	650 75%
It is solely their responsibility	(+2) 649 32%	322 33%	327 32%	56 24%	115 33%	87 27%	120 34%	96 33%	174 39%	174 32%	180 33%	154 35%	141 29%	74 28%	276 32%
They have a higher level of responsibility	(+1) 834 42%	406 42%	428 42%	96 41%	128 37%	152 46%	145 41%	137 47%	176 39%	227 42%	220 41%	167 38%	219 45%	108 40%	374 43%
Equal responsibility	(0) 476 24%	228 23%	248 24%	76 33%	85 24%	81 25%	86 24%	53 18%	93 21%	121 22%	132 24%	102 23%	120 25%	78 29%	197 23%
I have a higher level of responsibility	(-1) 34 2%	13 1%	21 2%	5 2%	8 2%	8 2%	6 2%	1 *	5 1%	13 2%	6 1%	8 2%	6 1%	7 3%	12 1%
It is solely my responsibility	(-2) 15 1%	9 1%	6 1%	- -	11 3%	1 *	- -	2 1%	1 *	4 1%	2 *	6 1%	3 1%	1 1%	10 1%
NET: My responsibility	49 2%	23 2%	27 3%	5 2%	19 6%	9 3%	6 2%	3 1%	6 1%	18 3%	9 2%	14 3%	9 2%	8 3%	21 2%
Mean	1.03	1.04	1.02	0.87	0.95	0.96	1.06	1.12	1.15	1.03	1.05	1.04	1.00	0.92	1.03
Standard deviation	0.83	0.84	0.83	0.80	0.98	0.80	0.80	0.76	0.80	0.85	0.81	0.89	0.80	0.84	0.83
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.04	0.04	0.04	0.03	0.03	0.05	0.04	0.05	0.03

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 9

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Utility provider (e.g. water, electricity)

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Their responsibility	1483 74%	127 73%	73 72%	1283 74%	69 82%	183 79%	114 67%	116 64%	116 78%	139 71%	207 78%	212 76%	127 72%
It is solely their responsibility	(+2) 649 32%	59 34%	33 32%	557 32%	28 34%	81 35%	54 32%	40 22%	43 29%	68 35%	90 34%	95 34%	57 32%
They have a higher level of responsibility	(+1) 834 42%	68 39%	40 39%	726 42%	41 48%	102 44%	60 35%	75 42%	74 50%	70 36%	116 44%	117 42%	70 40%
Equal responsibility	(0) 476 24%	44 25%	24 23%	407 24%	15 18%	45 19%	48 28%	60 33%	28 19%	51 26%	49 19%	64 23%	47 26%
I have a higher level of responsibility	(-1) 34 2%	3 2%	3 3%	28 2%	* *	1 1%	4 2%	2 1%	4 3%	4 2%	5 2%	4 1%	3 2%
It is solely my responsibility	(-2) 15 1%	1 *	2 2%	13 1%	- -	1 *	4 3%	3 1%	- -	- -	4 2%	1 *	- -
NET: My responsibility	49 2%	3 2%	5 5%	41 2%	* *	2 1%	8 5%	4 2%	4 3%	4 2%	9 3%	5 2%	3 2%
Mean	1.03	1.04	0.97	1.03	1.15	1.13	0.91	0.83	1.04	1.04	1.07	1.08	1.02
Standard deviation	0.83	0.83	0.93	0.83	0.72	0.77	0.96	0.84	0.77	0.84	0.86	0.80	0.81
Standard error	0.02	0.06	0.10	0.02	0.08	0.05	0.07	0.06	0.07	0.06	0.05	0.05	0.06

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 10

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?
Technology company (e.g. computer software provider, video game provider)

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Their responsibility	1266 63%	643 66%	622 60%	140 60%	214 62%	203 62%	220 61%	184 64%	304 68%	360 67%	326 60%	286 65%	293 60%	151 56%	564 65%
It is solely their responsibility	(+2) 493 25%	253 26%	240 23%	45 19%	92 26%	85 26%	81 23%	73 25%	117 26%	134 25%	140 26%	102 23%	117 24%	57 21%	230 27%
They have a higher level of responsibility	(+1) 773 38%	390 40%	382 37%	94 40%	123 35%	119 36%	138 39%	111 39%	187 42%	227 42%	186 34%	184 42%	176 36%	94 35%	334 38%
Equal responsibility	(0) 615 31%	281 29%	334 32%	80 34%	102 29%	110 33%	117 33%	86 30%	120 27%	153 28%	180 33%	118 27%	163 33%	89 33%	263 30%
I have a higher level of responsibility	(-1) 90 4%	36 4%	54 5%	12 5%	16 5%	16 5%	11 3%	16 5%	18 4%	19 3%	26 5%	22 5%	24 5%	22 8%	25 3%
It is solely my responsibility	(-2) 37 2%	18 2%	19 2%	1 1%	15 4%	- -	10 3%	4 1%	7 2%	7 1%	9 2%	11 3%	10 2%	6 2%	15 2%
NET: My responsibility	127 6%	54 6%	73 7%	14 6%	31 9%	16 5%	21 6%	20 7%	25 6%	26 5%	34 6%	33 8%	34 7%	28 11%	41 5%
Mean	0.79	0.84	0.75	0.73	0.75	0.83	0.75	0.81	0.86	0.85	0.78	0.79	0.75	0.65	0.85
Standard deviation	0.93	0.91	0.93	0.85	1.04	0.87	0.93	0.92	0.90	0.88	0.94	0.94	0.94	0.98	0.91
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 10

**Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?
 Technology company (e.g. computer software provider, video game provider)**

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Their responsibility	1266 63%	113 64%	59 57%	1094 63%	55 66%	148 64%	94 55%	102 56%	102 68%	119 61%	182 69%	185 66%	107 61%
It is solely their responsibility	(+2) 493 25%	44 25%	25 25%	423 24%	20 23%	55 24%	41 24%	29 16%	36 24%	39 20%	84 32%	75 27%	44 25%
They have a higher level of responsibility	(+1) 773 38%	68 39%	33 33%	671 39%	36 42%	93 40%	53 31%	72 40%	66 44%	80 41%	98 37%	110 39%	64 36%
Equal responsibility	(0) 615 31%	50 29%	34 33%	531 31%	25 29%	75 32%	58 34%	67 37%	41 27%	62 32%	66 25%	76 27%	61 35%
I have a higher level of responsibility	(-1) 90 4%	9 5%	7 7%	74 4%	2 2%	6 3%	12 7%	8 4%	4 3%	10 5%	13 5%	13 5%	6 3%
It is solely my responsibility	(-2) 37 2%	2 1%	3 3%	32 2%	2 3%	1 1%	6 4%	4 2%	2 1%	4 2%	4 2%	6 2%	2 1%
NET: My responsibility	127 6%	12 7%	10 10%	106 6%	4 5%	8 3%	18 11%	12 7%	6 4%	14 7%	17 6%	19 7%	8 5%
Mean	0.79	0.82	0.69	0.80	0.81	0.84	0.65	0.64	0.87	0.73	0.93	0.84	0.79
Standard deviation	0.93	0.92	1.01	0.92	0.92	0.84	1.04	0.89	0.86	0.90	0.95	0.94	0.90
Standard error	0.02	0.07	0.11	0.02	0.10	0.06	0.08	0.07	0.07	0.06	0.06	0.06	0.06

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 11

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?**Online retailer****Base: All respondents**

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Their responsibility	1397 70%	698 71%	699 68%	152 65%	226 65%	223 68%	259 72%	213 74%	324 72%	380 70%	370 68%	317 72%	331 67%	182 68%	613 71%
It is solely their responsibility	(+2) 534 27%	277 28%	256 25%	64 27%	95 27%	76 23%	91 26%	82 28%	126 28%	150 28%	151 28%	115 26%	118 24%	55 21%	255 29%
They have a higher level of responsibility	(+1) 864 43%	421 43%	442 43%	88 38%	131 38%	148 45%	167 47%	132 45%	198 44%	230 43%	219 41%	202 46%	213 43%	127 47%	358 41%
Equal responsibility	(0) 541 27%	251 26%	290 28%	74 32%	100 29%	96 29%	93 26%	67 23%	110 25%	143 27%	149 28%	105 24%	145 30%	74 27%	231 27%
I have a higher level of responsibility	(-1) 50 2%	18 2%	31 3%	6 3%	11 3%	10 3%	5 1%	4 2%	13 3%	15 3%	17 3%	10 2%	9 2%	9 3%	16 2%
It is solely my responsibility	(-2) 19 1%	10 1%	9 1%	- -	12 3%	- -	1 *	4 1%	2 1%	2 *	5 1%	6 1%	6 1%	3 1%	9 1%
NET: My responsibility	69 3%	28 3%	41 4%	6 3%	23 7%	10 3%	6 2%	9 3%	15 3%	17 3%	22 4%	16 4%	15 3%	13 5%	24 3%
Mean	0.92	0.96	0.88	0.90	0.82	0.88	0.96	0.97	0.96	0.95	0.91	0.94	0.87	0.83	0.96
Standard deviation	0.85	0.84	0.85	0.83	0.98	0.80	0.77	0.84	0.83	0.83	0.87	0.85	0.83	0.84	0.85
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.05	0.03

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 11

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Online retailer

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Their responsibility	1397 70%	119 68%	74 72%	1204 70%	62 74%	170 74%	118 69%	104 58%	103 69%	131 67%	200 76%	200 71%	115 65%
It is solely their responsibility	(+2) 534 27%	51 29%	30 29%	453 26%	20 24%	74 32%	41 24%	33 18%	30 20%	47 24%	75 28%	85 30%	47 27%
They have a higher level of responsibility	(+1) 864 43%	68 39%	44 43%	752 43%	42 50%	96 42%	77 45%	71 39%	73 49%	84 43%	126 47%	115 41%	68 39%
Equal responsibility	(0) 541 27%	41 24%	24 24%	476 27%	21 25%	58 25%	42 25%	71 39%	39 26%	57 29%	56 21%	72 26%	59 33%
I have a higher level of responsibility	(-1) 50 2%	10 6%	4 4%	36 2%	1 1%	- -	6 3%	4 2%	6 4%	6 3%	5 2%	6 2%	2 1%
It is solely my responsibility	(-2) 19 1%	4 2%	- -	15 1%	- -	2 1%	4 3%	1 1%	1 1%	1 1%	4 2%	2 1%	- -
NET: My responsibility	69 3%	14 8%	4 4%	51 3%	1 1%	2 1%	10 6%	5 3%	7 5%	7 3%	9 3%	8 3%	2 1%
Mean	0.92	0.87	0.97	0.92	0.97	1.04	0.85	0.72	0.84	0.87	0.99	0.98	0.91
Standard deviation	0.85	0.98	0.84	0.83	0.74	0.82	0.91	0.80	0.81	0.83	0.84	0.84	0.80
Standard error	0.02	0.07	0.09	0.02	0.08	0.05	0.07	0.06	0.07	0.06	0.05	0.05	0.06

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 12

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Social media site

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Their responsibility	815 41%	435 45%	380 37%	89 38%	147 42%	146 44%	139 39%	122 42%	171 38%	242 45%	203 38%	192 44%	178 36%	103 38%	379 44%
It is solely their responsibility	(+2) 299 15%	180 18%	120 12%	29 12%	49 14%	54 16%	46 13%	48 17%	73 16%	83 15%	79 15%	65 15%	72 15%	34 12%	144 17%
They have a higher level of responsibility	(+1) 516 26%	256 26%	260 25%	61 26%	98 28%	92 28%	93 26%	74 26%	98 22%	159 29%	124 23%	127 29%	106 22%	69 26%	235 27%
Equal responsibility	(0) 762 38%	358 37%	405 39%	103 44%	134 38%	125 38%	146 41%	90 31%	165 37%	183 34%	208 38%	157 36%	215 44%	100 37%	336 39%
I have a higher level of responsibility	(-1) 292 15%	123 13%	170 16%	28 12%	44 13%	44 13%	51 14%	49 17%	75 17%	81 15%	96 18%	57 13%	59 12%	46 17%	109 13%
It is solely my responsibility	(-2) 138 7%	62 6%	76 7%	12 5%	23 7%	14 4%	22 6%	28 10%	39 9%	34 6%	34 6%	32 7%	39 8%	19 7%	44 5%
NET: My responsibility	430 21%	185 19%	245 24%	41 17%	67 19%	59 18%	73 20%	77 27%	114 25%	114 21%	130 24%	89 20%	97 20%	65 24%	153 18%
Mean	0.27	0.38	0.17	0.28	0.31	0.39	0.25	0.22	0.20	0.33	0.22	0.31	0.23	0.19	0.38
Standard deviation	1.10	1.11	1.07	1.00	1.07	1.05	1.05	1.20	1.16	1.10	1.09	1.10	1.09	1.09	1.06
Standard error	0.02	0.04	0.03	0.06	0.06	0.06	0.05	0.07	0.05	0.05	0.05	0.06	0.05	0.07	0.04

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 12

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Social media site

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Their responsibility	815 41%	65 38%	50 49%	700 40%	37 44%	98 42%	54 32%	61 34%	62 42%	72 37%	140 53%	115 41%	61 34%
It is solely their responsibility	(+2) 299 15%	32 18%	16 16%	252 15%	14 17%	40 17%	19 11%	14 8%	15 10%	24 12%	54 21%	46 17%	25 14%
They have a higher level of responsibility	(+1) 516 26%	34 19%	34 33%	448 26%	23 27%	58 25%	35 20%	47 26%	47 32%	48 25%	86 33%	68 24%	36 20%
Equal responsibility	(0) 762 38%	76 44%	36 35%	650 38%	31 36%	96 41%	68 40%	87 48%	55 37%	67 35%	72 27%	94 34%	80 45%
I have a higher level of responsibility	(-1) 292 15%	21 12%	13 13%	258 15%	5 6%	27 12%	35 20%	23 13%	22 15%	44 23%	32 12%	49 17%	23 13%
It is solely my responsibility	(-2) 138 7%	12 7%	3 3%	123 7%	12 14%	11 5%	14 8%	9 5%	9 6%	12 6%	20 8%	23 8%	13 7%
NET: My responsibility	430 21%	33 19%	16 16%	381 22%	17 20%	38 16%	48 28%	32 18%	31 21%	56 29%	53 20%	72 26%	36 20%
Mean	0.27	0.30	0.46	0.26	0.26	0.39	0.07	0.19	0.25	0.14	0.46	0.23	0.21
Standard deviation	1.10	1.11	1.00	1.10	1.23	1.05	1.09	0.94	1.03	1.09	1.17	1.17	1.07
Standard error	0.02	0.08	0.11	0.03	0.13	0.07	0.08	0.07	0.09	0.08	0.07	0.07	0.08

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 13

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Email provider

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Their responsibility	1234 61%	631 65%	602 58%	141 60%	201 58%	195 59%	208 58%	188 65%	301 67%	339 63%	327 61%	277 63%	291 59%	148 55%	543 63%
It is solely their responsibility	(+2) 459 23%	240 25%	219 21%	43 19%	83 24%	71 21%	77 21%	73 25%	112 25%	119 22%	133 25%	102 23%	105 21%	54 20%	214 25%
They have a higher level of responsibility	(+1) 775 39%	391 40%	384 37%	98 42%	119 34%	124 38%	131 37%	116 40%	189 42%	220 41%	194 36%	175 40%	186 38%	94 35%	329 38%
Equal responsibility	(0) 631 31%	281 29%	350 34%	76 33%	113 33%	112 34%	131 37%	83 29%	116 26%	154 28%	182 34%	128 29%	168 34%	103 38%	266 31%
I have a higher level of responsibility	(-1) 111 6%	48 5%	63 6%	14 6%	20 6%	21 6%	14 4%	15 5%	27 6%	37 7%	28 5%	21 5%	25 5%	14 5%	44 5%
It is solely my responsibility	(-2) 32 2%	17 2%	15 1%	2 1%	13 4%	2 1%	5 1%	4 1%	6 1%	10 2%	4 1%	12 3%	6 1%	4 1%	15 2%
NET: My responsibility	143 7%	65 7%	78 8%	16 7%	33 10%	23 7%	19 5%	18 6%	33 7%	47 9%	31 6%	33 8%	32 6%	18 7%	59 7%
Mean	0.76	0.81	0.71	0.71	0.68	0.73	0.73	0.83	0.83	0.74	0.79	0.76	0.73	0.67	0.79
Standard deviation	0.92	0.92	0.92	0.87	1.02	0.89	0.89	0.91	0.92	0.94	0.90	0.95	0.90	0.90	0.93
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.05	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 13

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Email provider

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Their responsibility	1234 61%	105 60%	60 59%	1069 62%	53 63%	147 64%	100 59%	102 56%	98 66%	110 57%	178 67%	183 65%	97 55%
It is solely their responsibility	(+2) 459 23%	43 25%	29 28%	386 22%	22 26%	54 23%	35 21%	24 13%	30 20%	38 19%	69 26%	74 26%	39 22%
They have a higher level of responsibility	(+1) 775 39%	61 35%	32 31%	682 39%	32 38%	93 40%	64 38%	77 43%	68 46%	73 37%	108 41%	109 39%	57 33%
Equal responsibility	(0) 631 31%	56 32%	32 31%	544 31%	25 30%	68 29%	63 37%	67 37%	37 25%	69 35%	67 25%	79 28%	70 40%
I have a higher level of responsibility	(-1) 111 6%	11 6%	10 10%	90 5%	3 3%	15 6%	3 2%	9 5%	12 8%	11 6%	16 6%	14 5%	8 4%
It is solely my responsibility	(-2) 32 2%	4 2%	- -	29 2%	3 4%	1 1%	4 3%	3 2%	1 1%	5 2%	4 2%	4 2%	2 1%
NET: My responsibility	143 7%	14 8%	10 10%	119 7%	6 7%	16 7%	7 4%	12 7%	13 9%	15 8%	20 8%	18 7%	10 6%
Mean	0.76	0.74	0.77	0.76	0.78	0.79	0.72	0.61	0.77	0.66	0.84	0.84	0.70
Standard deviation	0.92	0.97	0.97	0.91	0.99	0.90	0.90	0.85	0.89	0.93	0.94	0.93	0.91
Standard error	0.02	0.07	0.11	0.02	0.11	0.06	0.07	0.06	0.08	0.07	0.06	0.06	0.07

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 14

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Government agency (e.g. NHS, local authority etc.)

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Their responsibility	1609 80%	774 79%	835 81%	188 81%	259 74%	251 76%	287 80%	240 83%	384 85%	430 80%	448 83%	346 79%	385 79%	208 78%	683 79%
It is solely their responsibility	(+2) 899 45%	411 42%	487 47%	96 41%	140 40%	129 39%	165 46%	143 50%	226 50%	234 43%	257 48%	193 44%	215 44%	105 39%	385 44%
They have a higher level of responsibility	(+1) 710 35%	363 37%	348 34%	92 40%	118 34%	122 37%	122 34%	97 34%	158 35%	196 36%	191 35%	153 35%	171 35%	104 39%	298 34%
Equal responsibility	(0) 349 17%	179 18%	170 17%	44 19%	62 18%	72 22%	67 19%	46 16%	59 13%	93 17%	81 15%	78 18%	97 20%	48 18%	166 19%
I have a higher level of responsibility	(-1) 32 2%	14 1%	18 2%	1 *	14 4%	6 2%	3 1%	2 1%	6 1%	15 3%	8 1%	5 1%	4 1%	8 3%	10 1%
It is solely my responsibility	(-2) 18 1%	11 1%	6 1%	- -	14 4%	1 *	1 *	1 *	1 *	2 *	3 1%	8 2%	4 1%	5 2%	8 1%
NET: My responsibility	50 2%	25 3%	25 2%	1 *	28 8%	7 2%	4 1%	3 1%	7 2%	17 3%	11 2%	14 3%	8 2%	13 5%	19 2%
Mean	1.22	1.17	1.25	1.22	1.03	1.13	1.25	1.31	1.34	1.19	1.28	1.18	1.20	1.10	1.20
Standard deviation	0.85	0.86	0.84	0.76	1.05	0.83	0.81	0.79	0.77	0.85	0.81	0.90	0.84	0.91	0.85
Standard error	0.02	0.03	0.03	0.05	0.06	0.05	0.04	0.05	0.03	0.03	0.03	0.05	0.04	0.06	0.03

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 14

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Government agency (e.g. NHS, local authority etc.)

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Their responsibility	1609 80%	139 80%	83 81%	1387 80%	69 82%	198 86%	128 75%	127 70%	126 85%	153 79%	218 82%	232 82%	137 77%
It is solely their responsibility	(+2) 899 45%	79 45%	51 50%	769 44%	38 45%	110 48%	70 41%	55 31%	60 40%	90 46%	122 46%	143 51%	81 46%
They have a higher level of responsibility	(+1) 710 35%	60 34%	32 31%	618 36%	31 37%	88 38%	57 34%	72 40%	66 44%	64 33%	96 36%	89 32%	56 32%
Equal responsibility	(0) 349 17%	30 17%	18 17%	301 17%	14 16%	32 14%	34 20%	49 27%	19 13%	35 18%	37 14%	44 16%	37 21%
I have a higher level of responsibility	(-1) 32 2%	4 2%	1 1%	28 2%	* *	1 *	4 3%	1 1%	3 2%	5 3%	5 2%	5 2%	2 1%
It is solely my responsibility	(-2) 18 1%	2 1%	1 1%	15 1%	1 1%	- -	4 3%	4 2%	- -	1 *	5 2%	1 *	- -
NET: My responsibility	50 2%	5 3%	2 2%	43 2%	1 1%	1 *	9 5%	5 3%	3 2%	6 3%	10 4%	6 2%	2 1%
Mean	1.22	1.21	1.28	1.21	1.26	1.33	1.08	0.97	1.23	1.21	1.22	1.31	1.22
Standard deviation	0.85	0.86	0.85	0.85	0.81	0.72	0.97	0.88	0.75	0.86	0.90	0.81	0.82
Standard error	0.02	0.06	0.09	0.02	0.09	0.05	0.07	0.07	0.06	0.06	0.06	0.05	0.06

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 15

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Traditional retailer (e.g. supermarket, DIY retailer, etc.)

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Their responsibility	1216 61%	619 63%	597 58%	123 53%	200 57%	199 60%	224 63%	178 62%	292 65%	350 65%	305 56%	280 64%	282 58%	150 56%	540 62%
It is solely their responsibility	(+2) 460 23%	249 25%	211 20%	49 21%	79 23%	72 22%	83 23%	69 24%	108 24%	122 23%	132 24%	104 24%	102 21%	48 18%	217 25%
They have a higher level of responsibility	(+1) 756 38%	370 38%	386 37%	74 32%	121 35%	127 39%	141 39%	109 38%	184 41%	228 42%	173 32%	175 40%	179 37%	102 38%	323 37%
Equal responsibility	(0) 680 34%	308 32%	371 36%	92 39%	122 35%	117 35%	121 34%	92 32%	137 31%	163 30%	198 37%	137 31%	181 37%	104 39%	281 32%
I have a higher level of responsibility	(-1) 92 5%	40 4%	51 5%	17 7%	16 5%	14 4%	9 2%	17 6%	19 4%	22 4%	34 6%	16 4%	19 4%	11 4%	39 5%
It is solely my responsibility	(-2) 20 1%	10 1%	10 1%	2 1%	10 3%	- -	5 1%	2 1%	1 *	5 1%	3 1%	4 1%	8 2%	4 1%	8 1%
NET: My responsibility	112 6%	51 5%	61 6%	19 8%	26 8%	14 4%	13 4%	20 7%	20 4%	27 5%	37 7%	21 5%	27 6%	15 5%	48 5%
Mean	0.77	0.83	0.72	0.65	0.70	0.78	0.81	0.78	0.84	0.81	0.73	0.82	0.71	0.67	0.81
Standard deviation	0.89	0.89	0.88	0.92	0.97	0.83	0.86	0.91	0.85	0.86	0.92	0.87	0.89	0.86	0.90
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.04	0.05	0.04	0.04	0.04	0.05	0.04	0.06	0.03

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Absolutes/col percents

Table 15

Q.3 How would you rate the level of responsibility each of the following types of companies has to ensure your data is protected online?

Traditional retailer (e.g. supermarket, DIY retailer, etc.)

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Their responsibility	1216 61%	98 56%	57 55%	1062 61%	55 65%	148 64%	84 49%	94 52%	98 66%	122 63%	174 66%	186 66%	101 57%
It is solely their responsibility	(+2) 460 23%	46 26%	29 28%	386 22%	14 17%	62 27%	37 22%	28 15%	29 20%	37 19%	66 25%	72 26%	41 23%
They have a higher level of responsibility	(+1) 756 38%	52 30%	28 27%	676 39%	41 49%	86 37%	47 28%	66 37%	69 47%	85 44%	108 41%	113 40%	60 34%
Equal responsibility	(0) 680 34%	64 37%	38 37%	578 33%	25 30%	72 31%	73 43%	78 43%	39 26%	63 33%	70 27%	88 31%	69 39%
I have a higher level of responsibility	(-1) 92 5%	10 6%	8 8%	74 4%	3 4%	10 4%	9 5%	8 5%	10 7%	9 5%	14 5%	6 2%	5 3%
It is solely my responsibility	(-2) 20 1%	3 2%	-	18 1%	1 1%	1 *	5 3%	1 1%	1 1%	-	7 3%	1 *	1 1%
NET: My responsibility	112 6%	13 7%	8 8%	91 5%	4 5%	11 5%	13 8%	9 5%	11 8%	9 5%	21 8%	7 2%	6 3%
Mean	0.77	0.73	0.76	0.77	0.75	0.86	0.60	0.62	0.78	0.77	0.80	0.89	0.77
Standard deviation	0.89	0.97	0.95	0.88	0.82	0.88	0.98	0.82	0.87	0.81	0.96	0.82	0.86
Standard error	0.02	0.07	0.10	0.02	0.09	0.06	0.07	0.06	0.07	0.06	0.06	0.05	0.06

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Absolutes/col percents

Table 16

Q.4 If an organisation that you used was affected by a data breach, would that discourage you from using their services in the future?**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Yes	1279 64%	629 64%	650 63%	150 64%	224 64%	221 67%	218 61%	197 68%	268 60%	371 69%	347 64%	275 63%	287 59%	189 71%	576 66%
Yes, I would not feel my personal information is safe	529 26%	261 27%	267 26%	58 25%	70 20%	90 27%	94 26%	90 31%	127 28%	140 26%	128 24%	118 27%	143 29%	80 30%	216 25%
Yes, my overall level of trust in the company would decrease	626 31%	302 31%	324 31%	69 30%	126 36%	107 32%	110 31%	92 32%	122 27%	189 35%	192 36%	126 29%	118 24%	86 32%	297 34%
Yes, I would advise my friends and family against the organisation	124 6%	65 7%	59 6%	23 10%	28 8%	25 8%	15 4%	14 5%	19 4%	41 8%	27 5%	30 7%	26 5%	24 9%	64 7%
No, but I would expect the organisation to do something about it	516 26%	249 25%	266 26%	39 17%	73 21%	80 24%	104 29%	75 26%	144 32%	124 23%	131 24%	114 26%	146 30%	45 17%	209 24%
No, it is a common occurrence that can happen to any business	40 2%	27 3%	13 1%	6 2%	10 3%	3 1%	6 2%	7 2%	9 2%	6 1%	13 2%	15 3%	6 1%	6 2%	15 2%
NET: No	556 28%	276 28%	279 27%	44 19%	83 24%	83 25%	110 31%	82 28%	152 34%	130 24%	144 27%	129 29%	153 31%	51 19%	224 26%
I am unsure, my opinion of the company could get worse	173 9%	73 7%	100 10%	38 16%	41 12%	26 8%	30 8%	10 3%	29 6%	39 7%	50 9%	34 8%	50 10%	28 11%	67 8%

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Absolutes/col percents

Table 16

Q.4 If an organisation that you used was affected by a data breach, would that discourage you from using their services in the future?**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Yes	1279 64%	104 59%	74 73%	1101 64%	56 66%	147 64%	110 65%	104 57%	96 65%	140 72%	163 61%	174 62%	113 64%
Yes, I would not feel my personal information is safe	529 26%	46 26%	27 27%	455 26%	24 29%	62 27%	44 26%	47 26%	33 22%	49 25%	75 28%	68 24%	53 30%
Yes, my overall level of trust in the company would decrease	626 31%	50 29%	34 33%	542 31%	25 30%	68 30%	60 35%	49 27%	54 36%	78 40%	67 25%	87 31%	53 30%
Yes, I would advise my friends and family against the organisation	124 6%	7 4%	13 13%	104 6%	6 7%	17 7%	6 4%	8 4%	9 6%	12 6%	20 8%	18 6%	8 4%
No, but I would expect the organisation to do something about it	516 26%	48 28%	22 22%	445 26%	21 25%	57 25%	40 23%	57 32%	36 24%	43 22%	70 27%	80 28%	41 24%
No, it is a common occurrence that can happen to any business	40 2%	3 2%	-	37 2%	-	7 3%	1 1%	8 4%	6 4%	1 1%	3 1%	4 1%	7 4%
NET: No	556 28%	52 30%	22 22%	482 28%	21 25%	64 28%	41 24%	65 36%	41 28%	44 23%	74 28%	84 30%	48 27%
I am unsure, my opinion of the company could get worse	173 9%	19 11%	6 6%	148 9%	7 9%	20 9%	20 12%	12 7%	11 8%	11 6%	29 11%	23 8%	15 9%

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Absolutes/col percents

Table 17

Q.5 In your opinion, what are the most important things that an organisation could do to redeem your confidence and trust in them?

Base: All respondents who would be discouraged from using that company's services in the future

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1276	638	638	169	189	196	229	199	294	401	370	210	295	169	535
Weighted base	1279	629	650	150	224	221	218	197	268	371	347	275	287	189	576
Take increased security measures to protect my information in the future	688 54%	321 51%	367 56%	65 43%	104 46%	102 46%	123 56%	127 64%	168 63%	207 56%	192 55%	143 52%	146 51%	91 48%	297 52%
Financially compensate customers affected by the breach	549 43%	286 45%	263 40%	53 35%	96 43%	93 42%	96 44%	100 51%	111 41%	165 45%	153 44%	108 39%	122 43%	95 50%	231 40%
Communicate promptly and transparently with me following the data breach	548 43%	269 43%	279 43%	44 29%	69 31%	75 34%	96 44%	104 53%	159 59%	174 47%	147 42%	106 38%	121 42%	74 39%	218 38%
At my request, destroy any records they have of me	301 24%	141 22%	160 25%	42 28%	57 26%	49 22%	55 25%	35 18%	63 23%	84 23%	79 23%	63 23%	75 26%	41 22%	148 26%
Offer those affected free credit monitoring services to help them spot any suspicious credit applications that could be made in their name	254 20%	130 21%	124 19%	21 14%	34 15%	47 21%	55 25%	42 21%	55 21%	61 16%	76 22%	67 24%	51 18%	35 18%	110 19%
Offer dedicated help line to assist those that have concerns	244 19%	108 17%	136 21%	16 11%	40 18%	44 20%	45 21%	40 21%	58 22%	69 19%	66 19%	52 19%	57 20%	40 21%	110 19%
Offer those affected an identity theft monitoring service	233 18%	109 17%	124 19%	24 16%	38 17%	48 22%	44 20%	34 17%	45 17%	63 17%	64 18%	45 17%	61 21%	37 19%	99 17%
Monitor the web for any mentions of the compromised data and take action proactively if any suspicious activity is identified	228 18%	108 17%	120 18%	25 17%	38 17%	31 14%	29 13%	40 20%	65 24%	77 21%	65 19%	38 14%	48 17%	42 22%	93 16%
Help educate me on how I can protect myself from identity theft and fraud	107 8%	52 8%	54 8%	13 9%	24 11%	23 10%	9 4%	14 7%	24 9%	36 10%	19 5%	27 10%	24 9%	14 7%	45 8%

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Absolutes/col percents

Table 17

Q.5 In your opinion, what are the most important things that an organisation could do to redeem your confidence and trust in them?

Base: All respondents who would be discouraged from using that company's services in the future

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1279	629	650	150	224	221	218	197	268	371	347	275	287	189	576
None of these	22 2%	13 2%	9 1%	11 7%	- -	2 1%	5 2%	3 1%	1 *	3 1%	4 1%	12 4%	4 1%	2 1%	16 3%
Nothing can change my mind	48 4%	25 4%	22 3%	14 9%	6 3%	11 5%	8 4%	3 2%	6 2%	8 2%	17 5%	8 3%	15 5%	5 2%	20 4%

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Absolutes/col percents

Table 17

Q.5 In your opinion, what are the most important things that an organisation could do to redeem your confidence and trust in them?

Base: All respondents who would be discouraged from using that company's services in the future

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1276	125	61	1090	53	143	117	103	88	136	161	167	122
Weighted base	1279	104	74	1101	56	147	110	104	96	140	163	174	113
Take increased security measures to protect my information in the future	688 54%	57 55%	27 37%	604 55%	32 57%	80 54%	68 62%	65 63%	59 61%	69 49%	80 49%	93 54%	58 51%
Financially compensate customers affected by the breach	549 43%	41 40%	37 50%	470 43%	16 28%	71 49%	52 47%	44 42%	34 35%	62 44%	69 43%	77 44%	46 41%
Communicate promptly and transparently with me following the data breach	548 43%	50 48%	23 31%	474 43%	24 43%	60 41%	52 48%	41 40%	46 48%	63 45%	47 29%	92 53%	49 43%
At my request, destroy any records they have of me	301 24%	27 26%	19 26%	255 23%	15 26%	32 22%	25 23%	19 18%	21 22%	36 25%	47 29%	36 21%	25 22%
Offer those affected free credit monitoring services to help them spot any suspicious credit applications that could be made in their name	254 20%	18 17%	15 20%	222 20%	9 17%	22 15%	22 20%	21 20%	29 30%	25 18%	37 23%	37 21%	21 18%
Offer dedicated help line to assist those that have concerns	244 19%	28 27%	12 16%	203 18%	10 18%	31 21%	15 13%	25 24%	11 11%	33 24%	27 17%	32 18%	21 18%
Offer those affected an identity theft monitoring service	233 18%	19 19%	16 22%	198 18%	13 23%	32 22%	23 21%	9 9%	21 22%	17 12%	32 20%	34 20%	15 13%
Monitor the web for any mentions of the compromised data and take action proactively if any suspicious activity is identified	228 18%	19 18%	15 20%	194 18%	12 22%	20 13%	17 16%	23 22%	16 17%	22 16%	29 18%	33 19%	21 19%
Help educate me on how I can protect myself from identity theft and fraud	107 8%	9 9%	4 6%	93 8%	4 8%	10 7%	7 6%	16 15%	8 8%	12 9%	11 7%	14 8%	11 10%

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Absolutes/col percents

Table 17

Q.5 In your opinion, what are the most important things that an organisation could do to redeem your confidence and trust in them?

Base: All respondents who would be discouraged from using that company's services in the future

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Weighted base	1279	104	74	1101	56	147	110	104	96	140	163	174	113
None of these	22 2%	-	2 2%	20 2%	4 8%	5 3%	1 1%	* *	-	1 1%	3 2%	2 1%	3 3%
Nothing can change my mind	48 4%	3 3%	4 5%	40 4%	1 1%	5 4%	-	1 1%	3 3%	5 4%	8 5%	11 6%	7 6%

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Absolutes/col percents

Table 18

Q.6 Can you name an organisation that has been affected by a data breach?**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
Yes	1154 57%	593 61%	561 54%	103 44%	169 49%	184 56%	230 64%	178 61%	290 65%	340 63%	330 61%	213 49%	271 55%	146 54%	493 57%
No	647 32%	302 31%	346 34%	107 46%	128 37%	106 32%	95 27%	85 29%	126 28%	146 27%	160 30%	175 40%	166 34%	95 35%	285 33%
Don't know	207 10%	83 9%	123 12%	23 10%	51 15%	40 12%	33 9%	27 9%	33 7%	54 10%	51 9%	49 11%	53 11%	28 10%	90 10%

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Absolutes/col percents

Table 18

Q.6 Can you name an organisation that has been affected by a data breach?**Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
Yes	1154 57%	105 60%	53 52%	996 58%	33 40%	136 59%	104 61%	92 51%	92 62%	116 59%	145 55%	178 63%	101 57%
No	647 32%	58 34%	42 41%	547 32%	39 46%	76 33%	54 32%	61 34%	42 29%	56 29%	82 31%	76 27%	61 34%
Don't know	207 10%	11 6%	7 7%	189 11%	12 15%	19 8%	12 7%	28 16%	14 9%	23 12%	38 14%	28 10%	15 9%

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Absolutes/col percents

Table 19

Q.6a Organisations affected by a data breach**Base: All respondents who can name a company**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1183	631	552	110	139	171	244	186	333	376	352	169	286	139	455
Weighted base	1154	593	561	103	169	184	230	178	290	340	330	213	271	146	493
Talk Talk	836 72%	442 74%	394 70%	51 49%	115 68%	140 76%	183 80%	131 74%	216 74%	248 73%	230 70%	155 73%	203 75%	103 70%	357 72%
Sony	47 4%	34 6%	12 2%	15 15%	7 4%	10 6%	5 2%	3 2%	6 2%	9 3%	9 3%	13 6%	15 6%	3 2%	28 6%
Ashley Madison	30 3%	15 2%	15 3%	10 10%	10 6%	4 2%	2 1%	2 1%	3 1%	6 2%	12 4%	7 3%	5 2%	4 2%	13 3%
Ebay	16 1%	9 1%	8 1%	1 1%	7 4%	1 *	4 2%	3 2%	1 *	2 1%	4 1%	5 3%	6 2%	4 3%	6 1%
HSBC	16 1%	4 1%	12 2%	* *	3 2%	- -	6 3%	1 1%	6 2%	4 1%	6 2%	3 1%	2 1%	1 *	6 1%
Barclays	15 1%	7 1%	9 2%	1 1%	2 1%	- -	1 *	2 1%	10 3%	6 2%	6 2%	2 1%	2 1%	2 2%	2 *
NatWest	15 1%	6 1%	10 2%	- -	1 1%	1 *	3 1%	4 2%	6 2%	5 1%	4 1%	4 2%	2 1%	4 3%	3 1%
Carphone Warehouse	14 1%	6 1%	8 1%	3 3%	- -	2 1%	2 1%	2 1%	6 2%	6 2%	6 2%	- -	2 1%	3 2%	3 1%
Playstation/ Sony Playstation	13 1%	6 1%	7 1%	3 3%	5 3%	3 2%	- -	1 1%	1 *	2 1%	5 1%	1 *	5 2%	3 2%	5 1%
The NHS	13 1%	3 1%	10 2%	2 2%	2 1%	4 2%	1 *	- -	4 1%	1 *	7 2%	1 *	3 1%	- -	7 2%
Royal Bank Of Scotland/ RBS	11 1%	6 1%	5 1%	* *	1 *	- -	2 1%	1 1%	7 2%	1 *	7 2%	2 1%	1 1%	3 2%	2 *
Paypal	9 1%	3 1%	6 1%	- -	1 *	3 2%	- -	3 1%	3 1%	3 1%	- -	2 1%	5 2%	- -	6 1%
Google	9 1%	6 1%	2 *	- -	1 1%	1 1%	- -	4 2%	3 1%	7 2%	2 1%	- -	- -	1 1%	4 1%
Facebook	7 1%	3 *	4 1%	- -	1 1%	3 1%	1 1%	- -	2 1%	2 1%	3 1%	2 1%	* *	2 1%	3 1%
T-Mobile	6 1%	4 1%	2 *	1 1%	1 1%	1 *	3 1%	1 1%	- -	3 1%	1 *	1 1%	1 *	1 1%	4 1%
Other bank/ building society	24 2%	11 2%	12 2%	1 1%	4 3%	* *	2 1%	7 4%	9 3%	8 2%	9 3%	3 1%	4 1%	4 3%	8 2%

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Absolutes/col percents

Table 19

Q.6a Organisations affected by a data breach
Base: All respondents who can name a company

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1154	593	561	103	169	184	230	178	290	340	330	213	271	146	493
Other telecommunications company	16 1%	5 1%	11 2%	2 2%	2 1%	4 2%	3 1%	1 1%	4 1%	10 3%	3 1%	2 1%	1 *	2 2%	8 2%
Other Government/ other Government department	13 1%	5 1%	8 1%	- -	2 1%	2 1%	5 2%	3 1%	1 *	3 1%	2 1%	6 3%	2 1%	3 2%	7 1%
Other shop/ supermarket	20 2%	8 1%	12 2%	5 5%	6 4%	2 1%	2 1%	2 1%	3 1%	4 1%	6 2%	7 3%	3 1%	2 1%	8 2%
Other social media	9 1%	6 1%	3 1%	1 1%	1 *	- -	3 1%	3 2%	1 *	4 1%	3 1%	1 *	1 *	2 1%	5 1%
Other answers	52 5%	19 3%	33 6%	9 9%	9 5%	6 3%	8 3%	11 6%	8 3%	20 6%	14 4%	6 3%	12 5%	7 5%	27 5%
Don't know	4 *	3 *	1 *	- -	- -	1 *	- -	- -	3 1%	2 1%	1 *	1 *	* *	- -	1 *

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Absolutes/col percents

Table 19

Q.6a Organisations affected by a data breach**Base: All respondents who can name a company**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1183	125	43	1015	43	137	113	97	85	116	140	176	108
Weighted base	1154	105	53	996	33	136	104	92	92	116	145	178	101
Talk Talk	836 72%	76 72%	41 77%	719 72%	23 68%	100 74%	75 72%	79 86%	67 72%	86 74%	90 62%	127 71%	74 73%
Sony	47 4%	3 3%	2 4%	41 4%	2 5%	10 7%	5 4%	2 2%	2 3%	2 2%	11 8%	4 2%	4 4%
Ashley Madison	30 3%	3 3%	1 1%	26 3%	2 5%	1 1%	3 3%	2 2%	2 2%	2 1%	9 6%	6 4%	* *
Ebay	16 1%	3 3%	-	13 1%	1 2%	2 2%	2 2%	* 1%	4 4%	2 1%	-	3 1%	1 1%
HSBC	16 1%	* *	-	15 2%	-	1 1%	1 1%	-	1 1%	3 2%	7 5%	3 2%	1 1%
Barclays	15 1%	1 1%	-	15 1%	1 2%	-	2 2%	1 1%	1 1%	2 2%	2 1%	4 2%	3 3%
NatWest	15 1%	-	1 1%	15 1%	-	-	1 1%	3 3%	2 3%	1 1%	-	2 1%	5 5%
Carphone Warehouse	14 1%	-	* 1%	14 1%	3 8%	1 1%	3 3%	-	2 2%	1 1%	1 1%	-	4 4%
Playstation/ Sony Playstation	13 1%	2 2%	2 3%	10 1%	1 2%	1 1%	* *	* *	1 1%	1 1%	2 2%	1 *	2 2%
The NHS	13 1%	-	-	13 1%	-	1 1%	3 3%	-	-	-	1 *	6 3%	3 3%
Royal Bank Of Scotland/ RBS	11 1%	3 3%	-	8 1%	-	1 1%	1 1%	-	1 1%	1 1%	2 1%	1 1%	2 2%
Paypal	9 1%	3 3%	2 3%	5 *	-	1 1%	1 1%	2 2%	-	-	1 1%	-	-
Google	9 1%	1 1%	1 1%	7 1%	1 3%	1 1%	2 2%	-	1 1%	1 *	1 1%	-	-
Facebook	7 1%	-	-	7 1%	-	-	* *	* 1%	-	2 2%	2 2%	2 1%	-
T-Mobile	6 1%	1 1%	-	6 1%	1 2%	* *	-	-	-	1 *	2 2%	1 1%	1 1%
Other bank/ building society	24 2%	1 1%	1 2%	22 2%	2 5%	1 1%	4 4%	-	6 6%	2 2%	-	7 4%	1 1%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 19

Q.6a Organisations affected by a data breach**Base: All respondents who can name a company**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Weighted base	1154	105	53	996	33	136	104	92	92	116	145	178	101
Other telecommunications company	16 1%	1 1%	-	14 1%	-	1 1%	1 1%	2 2%	-	4 3%	2 1%	4 2%	1 1%
Other Government/ other Government department	13 1%	3 3%	-	9 1%	1 4%	2 2%	1 1%	-	2 2%	-	-	3 2%	-
Other shop/ supermarket	20 2%	3 3%	3 5%	14 1%	-	2 2%	1 1%	-	-	5 4%	1 1%	3 1%	2 2%
Other social media	9 1%	-	-	9 1%	-	-	3 3%	-	2 2%	1 *	* *	2 1%	1 1%
Other answers	52 5%	2 2%	-	50 5%	* 1%	9 7%	5 5%	4 4%	3 3%	5 4%	15 10%	8 4%	2 2%
Don't know	4 *	-	-	4 *	-	1 1%	-	-	-	-	1 *	2 1%	1 1%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 20

Q.7 Would you have any concerns about using their services as a result?**Base: All respondents who can name a company**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1183	631	552	110	139	171	244	186	333	376	352	169	286	139	455
Weighted base	1154	593	561	103	169	184	230	178	290	340	330	213	271	146	493
Yes	555 48%	296 50%	259 46%	58 56%	74 44%	83 45%	112 49%	83 47%	144 49%	197 58%	150 45%	93 44%	115 42%	78 54%	220 45%
No	262 23%	147 25%	116 21%	19 18%	33 20%	44 24%	42 18%	50 28%	75 26%	64 19%	74 22%	51 24%	73 27%	24 16%	116 24%
Maybe	337 29%	150 25%	187 33%	26 26%	61 36%	57 31%	76 33%	45 25%	72 25%	79 23%	106 32%	69 33%	82 30%	44 30%	156 32%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 20

Q.7 Would you have any concerns about using their services as a result?**Base: All respondents who can name a company**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1183	125	43	1015	43	137	113	97	85	116	140	176	108
Weighted base	1154	105	53	996	33	136	104	92	92	116	145	178	101
Yes	555 48%	51 48%	28 53%	476 48%	17 50%	54 40%	54 52%	38 41%	46 50%	68 59%	69 48%	89 50%	41 41%
No	262 23%	30 28%	4 8%	228 23%	7 20%	51 37%	21 20%	18 20%	23 25%	22 19%	32 22%	33 18%	22 22%
Maybe	337 29%	25 23%	21 39%	292 29%	10 30%	30 22%	29 28%	35 39%	24 26%	25 22%	44 31%	56 32%	38 38%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 21

Q.8 What would be the main reason why you would not use their services?**Base: All respondents who can name a company and would have concerns about using their services as a result**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	573	312	261	55	66	79	117	89	167	213	159	79	122	76	209
Weighted base	555	296	259	58	74	83	112	83	144	197	150	93	115	78	220
I would have concerns about their ability to protect my personal information in the future	305 55%	161 54%	144 56%	32 55%	41 55%	51 62%	64 57%	45 54%	72 50%	90 45%	82 55%	55 60%	78 68%	35 45%	128 58%
I would trust a breached company less than one that had not suffered a breach	102 18%	55 18%	47 18%	8 14%	18 24%	10 12%	21 19%	20 24%	25 17%	49 25%	19 12%	17 18%	17 15%	20 25%	38 17%
Because I came across a negative article in the media	23 4%	14 5%	9 4%	5 8%	2 2%	2 3%	5 4%	6 7%	4 3%	11 6%	7 5%	2 2%	3 3%	7 9%	8 3%
My friends and family advised me not to because of the data breach	11 2%	10 3%	1 *	1 1%	5 6%	5 6%	- -	1 1%	- -	7 3%	4 3%	- -	- -	3 4%	6 3%
Because I came across a negative conversation about it on social media	2 *	2 1%	1 *	- -	1 1%	- -	1 1%	- -	- -	1 1%	1 1%	- -	- -	- -	2 1%
I have no reason to switch from my current provider	112 20%	54 18%	57 22%	13 22%	8 11%	15 18%	21 19%	12 14%	43 30%	39 20%	37 25%	19 20%	17 15%	13 17%	38 17%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 21

Q.8 What would be the main reason why you would not use their services?**Base: All respondents who can name a company and would have concerns about using their services as a result**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	573	59	22	492	21	62	54	44	42	65	72	87	45
Weighted base	555	51	28	476	17	54	54	38	46	68	69	89	41
I would have concerns about their ability to protect my personal information in the future	305 55%	31 60%	20 73%	254 53%	13 75%	32 59%	31 58%	20 52%	26 56%	32 48%	35 52%	47 53%	18 43%
I would trust a breached company less than one that had not suffered a breach	102 18%	10 19%	2 9%	90 19%	1 9%	11 21%	6 11%	9 24%	8 18%	11 16%	17 25%	16 18%	9 22%
Because I came across a negative article in the media	23 4%	2 4%	-	21 4%	* 2%	3 5%	3 5%	-	4 9%	2 3%	6 9%	3 3%	-
My friends and family advised me not to because of the data breach	11 2%	1 2%	-	10 2%	-	2 3%	-	-	2 5%	3 5%	1 1%	-	2 4%
Because I came across a negative conversation about it on social media	2 *	-	-	2 1%	-	-	-	-	-	-	2 4%	-	-
I have no reason to switch from my current provider	112 20%	8 15%	5 19%	99 21%	2 14%	6 12%	14 27%	9 24%	6 13%	20 29%	7 10%	22 25%	12 30%

Online Data Security Survey
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Absolutes/col percents

Table 22

Q.9 Which of the below are you most concerned about in relation to cyber criminals accessing personal information about you?**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
Banking and online financial services company (Paypal, Transferwise)	1326 66%	636 65%	689 67%	142 61%	200 58%	202 61%	260 73%	210 72%	313 70%	359 66%	352 65%	291 66%	324 66%	166 62%	566 65%
The internet (the information publically registered in your name)	592 29%	256 26%	336 33%	60 26%	84 24%	75 23%	95 27%	89 31%	188 42%	162 30%	162 30%	115 26%	154 31%	82 30%	211 24%
Government agency e.g. NHS, local authority etc.	499 25%	231 24%	269 26%	55 24%	65 19%	82 25%	90 25%	64 22%	143 32%	133 25%	139 26%	99 23%	128 26%	58 22%	190 22%
Email providers	470 23%	232 24%	238 23%	47 20%	85 24%	78 24%	86 24%	71 25%	103 23%	116 22%	136 25%	98 22%	120 24%	61 23%	200 23%
Social Networks	446 22%	209 21%	238 23%	59 25%	93 27%	79 24%	67 19%	65 22%	84 19%	110 20%	108 20%	105 24%	123 25%	55 20%	197 23%
Service providers that I have online incl. Utility, TV, Phone Broadband	446 22%	228 23%	217 21%	21 9%	49 14%	60 18%	85 24%	84 29%	147 33%	119 22%	119 22%	98 22%	109 22%	48 18%	175 20%
Mobile devices	345 17%	162 17%	183 18%	50 21%	70 20%	75 23%	52 15%	42 15%	56 12%	97 18%	92 17%	92 21%	65 13%	56 21%	146 17%
Information stored in the Cloud (e.g. Google Drive, DropBox, iCloud)	267 13%	126 13%	141 14%	34 15%	52 15%	45 14%	46 13%	39 13%	50 11%	81 15%	82 15%	50 11%	54 11%	49 18%	109 13%
Apps that store personal information and content incl. Whats App / Viber	182 9%	89 9%	93 9%	27 11%	30 9%	31 10%	25 7%	36 12%	33 7%	53 10%	53 10%	31 7%	45 9%	33 12%	76 9%
Traditional retailer (e.g. supermarket, DIY retailer, etc.)	161 8%	92 9%	70 7%	11 5%	18 5%	20 6%	29 8%	31 11%	54 12%	44 8%	38 7%	36 8%	44 9%	15 6%	64 7%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 22

Q.9 Which of the below are you most concerned about in relation to cyber criminals accessing personal information about you?**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
Banking and online financial services company (Paypal, Transferwise)	1326 66%	119 68%	59 58%	1147 66%	64 75%	163 71%	117 68%	122 68%	91 62%	117 60%	177 67%	181 64%	116 65%
The internet (the information publically registered in your name)	592 29%	50 29%	37 36%	505 29%	29 34%	66 28%	38 22%	46 26%	51 34%	64 33%	80 30%	84 30%	48 27%
Government agency e.g. NHS, local authority etc.	499 25%	37 21%	34 33%	428 25%	23 27%	53 23%	30 18%	39 22%	42 28%	50 26%	60 23%	81 29%	50 28%
Email providers	470 23%	45 26%	24 24%	400 23%	18 22%	51 22%	37 22%	44 24%	36 25%	43 22%	68 26%	57 20%	45 25%
Social Networks	446 22%	33 19%	13 13%	400 23%	17 21%	56 24%	42 25%	36 20%	32 22%	45 23%	44 17%	84 30%	43 24%
Service providers that I have online incl. Utility, TV, Phone Broadband	446 22%	41 24%	25 24%	379 22%	15 17%	59 26%	45 26%	44 24%	34 23%	43 22%	46 18%	56 20%	37 21%
Mobile devices	345 17%	25 15%	23 22%	297 17%	15 18%	41 18%	33 20%	29 16%	26 17%	37 19%	47 18%	48 17%	21 12%
Information stored in the Cloud (e.g. Google Drive, DropBox, iCloud)	267 13%	28 16%	11 10%	228 13%	12 14%	29 13%	27 16%	19 10%	19 13%	25 13%	39 15%	38 14%	19 11%
Apps that store personal information and content incl. Whats App / Viber	182 9%	18 10%	8 8%	156 9%	2 3%	15 6%	11 6%	15 8%	12 8%	25 13%	34 13%	29 10%	12 7%
Traditional retailer (e.g. supermarket, DIY retailer, etc.)	161 8%	22 12%	6 6%	133 8%	5 6%	17 7%	15 9%	17 9%	20 13%	11 6%	17 6%	19 7%	13 7%

Online Data Security Survey
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Absolutes/col percents

Table 23

Q.10a How many online accounts (including social accounts, online retailers, email accounts) and apps, do you think you have?**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
1	149 7%	79 8%	70 7%	22 9%	43 12%	18 5%	27 7%	17 6%	24 5%	31 6%	34 6%	36 8%	48 10%	22 8%	75 9%
2	117 6%	52 5%	64 6%	10 4%	35 10%	20 6%	10 3%	15 5%	27 6%	32 6%	29 5%	35 8%	21 4%	20 8%	47 5%
3	109 5%	63 6%	46 4%	12 5%	20 6%	21 6%	12 3%	12 4%	33 7%	28 5%	29 5%	26 6%	26 5%	15 6%	41 5%
4	106 5%	49 5%	57 6%	12 5%	8 2%	16 5%	19 5%	22 7%	29 6%	30 5%	22 4%	26 6%	28 6%	14 5%	46 5%
5	183 9%	92 9%	91 9%	21 9%	29 8%	34 10%	33 9%	23 8%	44 10%	50 9%	43 8%	52 12%	38 8%	27 10%	72 8%
6-10	557 28%	265 27%	292 28%	62 27%	75 22%	76 23%	111 31%	94 32%	138 31%	134 25%	155 29%	120 27%	147 30%	71 27%	229 26%
11-15	198 10%	90 9%	108 11%	22 10%	37 11%	33 10%	48 13%	21 7%	36 8%	55 10%	44 8%	53 12%	46 9%	28 11%	85 10%
16-20	220 11%	101 10%	119 12%	29 13%	42 12%	38 11%	32 9%	29 10%	50 11%	63 12%	71 13%	35 8%	51 10%	31 12%	93 11%
21+	369 18%	187 19%	182 18%	44 19%	59 17%	73 22%	67 19%	58 20%	69 15%	116 22%	112 21%	56 13%	84 17%	39 14%	180 21%
Mean	15.07	15.52	14.64	15.60	14.92	16.22	16.10	15.12	13.21	16.68	16.24	12.48	14.31	13.67	16.11
Standard deviation	17.38	18.54	16.20	17.40	18.97	18.03	18.44	16.38	15.15	18.75	18.03	15.58	16.30	16.16	18.62
Standard error	0.39	0.58	0.51	1.08	1.12	1.05	0.96	0.95	0.68	0.77	0.75	0.86	0.72	1.03	0.66

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Absolutes/col percents

Table 23

Q.10a How many online accounts (including social accounts, online retailers, email accounts) and apps, do you think you have?**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
1	149 7%	10 6%	8 8%	132 8%	5 6%	17 7%	6 4%	18 10%	15 10%	17 9%	27 10%	13 5%	14 8%
2	117 6%	5 3%	13 13%	98 6%	5 5%	23 10%	12 7%	10 6%	3 2%	10 5%	18 7%	10 3%	8 4%
3	109 5%	9 5%	6 6%	95 5%	6 7%	12 5%	7 4%	11 6%	5 3%	11 6%	16 6%	18 6%	10 6%
4	106 5%	12 7%	3 3%	90 5%	4 5%	15 6%	14 8%	6 3%	5 3%	8 4%	15 6%	13 5%	11 6%
5	183 9%	14 8%	12 12%	157 9%	14 17%	26 11%	18 10%	18 10%	7 4%	11 6%	22 8%	28 10%	13 7%
6-10	557 28%	52 30%	25 24%	480 28%	25 30%	62 27%	52 31%	47 26%	50 34%	69 35%	63 24%	71 25%	41 23%
11-15	198 10%	17 10%	9 9%	173 10%	3 4%	19 8%	21 12%	22 12%	14 9%	9 5%	21 8%	43 15%	20 12%
16-20	220 11%	27 16%	12 12%	181 10%	11 13%	25 11%	16 10%	17 9%	19 13%	21 11%	25 10%	30 11%	16 9%
21+	369 18%	29 16%	14 14%	326 19%	11 13%	31 13%	24 14%	31 17%	32 22%	39 20%	59 22%	56 20%	43 24%
Mean	15.07	15.14	11.34	15.28	13.20	12.69	13.85	15.15	16.89	14.12	15.70	16.93	17.85
Standard deviation	17.38	17.27	10.94	17.68	16.52	15.28	16.69	18.62	16.82	14.75	18.54	19.19	20.33
Standard error	0.39	1.23	1.20	0.43	1.78	1.01	1.23	1.38	1.45	1.06	1.16	1.17	1.46

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 24

Q.10b How many online accounts (including social accounts, online retailers, email accounts) and apps, do you actively use?**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
1	188 9%	93 10%	94 9%	25 11%	53 15%	23 7%	30 8%	20 7%	36 8%	39 7%	47 9%	46 10%	56 11%	33 12%	87 10%
2	151 8%	70 7%	82 8%	22 10%	36 10%	23 7%	18 5%	21 7%	32 7%	48 9%	37 7%	37 8%	30 6%	25 9%	65 8%
3	178 9%	110 11%	68 7%	22 10%	19 6%	30 9%	25 7%	32 11%	49 11%	50 9%	38 7%	50 11%	40 8%	23 8%	70 8%
4	150 7%	71 7%	79 8%	14 6%	20 6%	19 6%	28 8%	22 8%	47 10%	41 8%	34 6%	31 7%	43 9%	21 8%	53 6%
5	263 13%	125 13%	137 13%	39 17%	47 14%	43 13%	48 13%	31 11%	54 12%	62 12%	79 15%	73 17%	48 10%	38 14%	122 14%
6-10	623 31%	296 30%	327 32%	77 33%	92 26%	99 30%	119 33%	95 33%	142 32%	162 30%	183 34%	127 29%	152 31%	83 31%	253 29%
11-15	182 9%	86 9%	96 9%	16 7%	39 11%	35 10%	37 10%	20 7%	35 8%	58 11%	45 8%	31 7%	48 10%	14 5%	92 11%
16-20	126 6%	60 6%	66 6%	11 5%	19 5%	30 9%	22 6%	15 5%	30 7%	28 5%	40 7%	20 5%	38 8%	17 6%	50 6%
21+	147 7%	68 7%	80 8%	8 4%	22 6%	27 8%	32 9%	32 11%	26 6%	52 10%	37 7%	23 5%	35 7%	14 5%	74 9%
Mean	9.21	9.12	9.28	7.47	8.25	10.09	10.22	10.07	8.83	10.10	9.54	7.70	9.20	8.28	9.54
Standard deviation	9.94	10.48	9.41	7.08	8.43	10.36	10.77	11.67	9.92	11.06	10.67	7.95	9.26	9.16	10.16
Standard error	0.22	0.33	0.30	0.44	0.50	0.60	0.56	0.68	0.44	0.45	0.44	0.44	0.41	0.59	0.36

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 24

Q.10b How many online accounts (including social accounts, online retailers, email accounts) and apps, do you actively use?**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
1	188 9%	11 7%	14 13%	162 9%	7 8%	21 9%	11 6%	20 11%	16 10%	21 11%	30 11%	17 6%	20 12%
2	151 8%	8 4%	15 15%	128 7%	4 4%	28 12%	14 8%	14 8%	5 4%	11 6%	25 9%	12 4%	16 9%
3	178 9%	14 8%	7 7%	157 9%	10 12%	25 11%	15 9%	17 9%	11 8%	18 9%	24 9%	27 10%	10 5%
4	150 7%	17 10%	3 3%	130 7%	10 12%	12 5%	24 14%	10 6%	11 7%	9 4%	22 8%	20 7%	12 7%
5	263 13%	25 14%	12 12%	226 13%	14 16%	31 13%	22 13%	25 14%	13 8%	28 15%	28 11%	49 17%	17 9%
6-10	623 31%	52 30%	30 29%	541 31%	23 27%	77 33%	47 28%	63 35%	48 32%	67 34%	74 28%	86 31%	55 31%
11-15	182 9%	22 12%	6 6%	153 9%	6 7%	11 5%	20 12%	13 7%	20 13%	15 8%	26 10%	27 10%	15 9%
16-20	126 6%	13 8%	6 5%	107 6%	6 7%	14 6%	9 5%	8 5%	11 7%	11 6%	17 6%	19 7%	12 7%
21+	147 7%	12 7%	9 9%	126 7%	5 6%	10 5%	7 4%	11 6%	15 10%	15 8%	19 7%	23 8%	20 11%
Mean	9.21	9.87	8.21	9.20	8.93	8.20	8.38	8.44	10.68	9.13	9.04	9.64	10.55
Standard deviation	9.94	11.06	8.02	9.93	11.27	9.67	8.18	9.19	9.82	9.89	10.11	9.50	12.02
Standard error	0.22	0.79	0.88	0.24	1.21	0.84	0.60	0.68	0.84	0.71	0.63	0.58	0.86

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 25

Q.11 How many different passwords do you use across all of your online accounts/apps?**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
1	87 4%	44 5%	43 4%	21 9%	24 7%	9 3%	13 4%	7 2%	13 3%	24 4%	26 5%	20 4%	17 4%	14 5%	41 5%
2	163 8%	82 8%	81 8%	22 9%	33 9%	32 10%	23 6%	19 7%	36 8%	37 7%	42 8%	40 9%	45 9%	22 8%	71 8%
3	339 17%	168 17%	171 17%	55 24%	72 21%	67 20%	52 14%	36 12%	58 13%	82 15%	98 18%	84 19%	75 15%	46 17%	156 18%
4	242 12%	100 10%	142 14%	37 16%	51 15%	41 12%	26 7%	34 12%	53 12%	72 13%	60 11%	54 12%	56 11%	28 10%	104 12%
5	322 16%	144 15%	178 17%	35 15%	75 21%	49 15%	64 18%	48 16%	52 12%	74 14%	93 17%	76 17%	79 16%	50 19%	146 17%
6-10	530 26%	265 27%	265 26%	44 19%	64 18%	74 23%	113 31%	89 31%	145 32%	146 27%	134 25%	105 24%	144 29%	74 27%	214 25%
11-15	108 5%	59 6%	49 5%	7 3%	9 3%	21 6%	26 7%	14 5%	31 7%	37 7%	22 4%	26 6%	23 5%	11 4%	51 6%
16-20	93 5%	38 4%	55 5%	3 1%	5 1%	15 5%	23 6%	15 5%	32 7%	24 4%	31 6%	12 3%	27 6%	15 6%	30 3%
21+	123 6%	76 8%	46 5%	8 4%	16 4%	22 7%	20 5%	28 10%	29 6%	44 8%	34 6%	21 5%	23 5%	8 3%	55 6%
Mean	8.50	9.38	7.68	5.81	6.96	8.18	9.32	9.78	9.87	9.40	8.60	7.68	8.13	7.18	8.18
Standard deviation	11.75	13.69	9.50	7.14	11.41	9.97	12.54	12.02	13.82	12.58	12.14	11.18	10.81	7.23	11.00
Standard error	0.26	0.43	0.30	0.44	0.67	0.58	0.65	0.70	0.62	0.52	0.50	0.62	0.48	0.46	0.39

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 25

Q.11 How many different passwords do you use across all of your online accounts/apps?**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
1	87 4%	5 3%	8 8%	74 4%	6 7%	10 5%	10 6%	8 4%	4 3%	5 3%	15 6%	11 4%	5 3%
2	163 8%	12 7%	6 6%	145 8%	9 11%	24 10%	12 7%	18 10%	15 10%	13 7%	23 9%	15 5%	16 9%
3	339 17%	28 16%	20 19%	291 17%	18 22%	33 15%	34 20%	25 14%	22 15%	37 19%	53 20%	42 15%	26 15%
4	242 12%	28 16%	15 15%	198 11%	6 8%	39 17%	17 10%	26 15%	8 5%	28 14%	30 11%	27 10%	17 9%
5	322 16%	27 15%	19 18%	277 16%	16 20%	37 16%	24 14%	34 19%	28 19%	29 15%	40 15%	42 15%	26 15%
6-10	530 26%	51 29%	17 17%	462 27%	15 18%	62 27%	49 29%	44 24%	44 30%	55 28%	59 22%	83 30%	50 28%
11-15	108 5%	4 2%	5 5%	99 6%	6 7%	10 5%	10 6%	10 5%	3 2%	12 6%	12 4%	21 8%	15 8%
16-20	93 5%	9 5%	7 7%	78 4%	3 4%	9 4%	10 6%	5 3%	12 8%	7 4%	13 5%	12 4%	7 4%
21+	123 6%	10 6%	5 5%	108 6%	3 4%	6 2%	4 3%	11 6%	13 9%	8 4%	19 7%	28 10%	15 9%
Mean	8.50	7.60	6.83	8.69	7.13	6.70	6.91	8.62	10.26	7.71	8.77	10.40	10.78
Standard deviation	11.75	9.09	6.39	12.22	10.20	8.27	6.01	13.08	14.61	9.57	12.96	13.23	17.02
Standard error	0.26	0.65	0.70	0.29	1.10	0.55	0.44	0.97	1.26	0.69	0.81	0.80	1.22

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 26

Q.12 Which of the following best describes how often you change your passwords for your online accounts?**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: At least once every few months	549 27%	255 26%	294 29%	51 22%	97 28%	109 33%	116 33%	71 25%	104 23%	146 27%	135 25%	126 29%	141 29%	72 27%	256 29%
NET: At least once a year	746 37%	364 37%	382 37%	71 31%	144 41%	146 44%	146 41%	99 34%	140 31%	198 37%	187 35%	178 41%	183 37%	97 36%	350 40%
NET: Rarely/ Never	888 44%	443 45%	444 43%	89 38%	140 40%	137 42%	153 43%	143 50%	225 50%	247 46%	250 46%	181 41%	210 43%	119 44%	381 44%
NET: Only when/ feel account has been compromised	374 19%	171 17%	203 20%	73 31%	65 19%	47 14%	59 16%	46 16%	84 19%	95 18%	103 19%	79 18%	97 20%	52 19%	137 16%
Once a month, or more often	102 5%	42 4%	60 6%	19 8%	28 8%	16 5%	17 5%	12 4%	10 2%	25 5%	26 5%	26 6%	26 5%	24 9%	51 6%
Once every few months	447 22%	212 22%	234 23%	32 14%	69 20%	93 28%	99 28%	59 21%	94 21%	121 22%	109 20%	101 23%	115 24%	48 18%	205 24%
Once a year	198 10%	109 11%	88 9%	20 9%	47 14%	37 11%	29 8%	28 10%	36 8%	52 10%	52 10%	52 12%	42 9%	26 10%	94 11%
I rarely change my password	803 40%	403 41%	400 39%	76 33%	112 32%	124 38%	140 39%	136 47%	215 48%	229 42%	223 41%	164 37%	187 38%	117 44%	334 38%
I never change my password	85 4%	40 4%	44 4%	13 5%	27 8%	13 4%	13 4%	8 3%	11 2%	19 3%	27 5%	17 4%	22 5%	3 1%	47 5%
If I feel an account has been compromised	287 14%	133 14%	154 15%	51 22%	44 13%	34 10%	49 14%	33 12%	76 17%	78 14%	80 15%	60 14%	69 14%	37 14%	106 12%
Only if I know an account has been either hacked or compromised	87 4%	38 4%	49 5%	22 9%	21 6%	13 4%	10 3%	13 5%	9 2%	16 3%	23 4%	19 4%	29 6%	14 5%	30 4%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 26

Q.12 Which of the following best describes how often you change your passwords for your online accounts?**Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: At least once every few months	549 27%	52 30%	32 31%	466 27%	23 27%	52 23%	45 26%	57 32%	39 26%	60 31%	77 29%	68 24%	43 25%
NET: At least once a year	746 37%	65 37%	43 42%	638 37%	30 36%	80 34%	62 36%	66 36%	60 40%	82 42%	108 41%	87 31%	64 36%
NET: Rarely/ Never	888 44%	73 42%	40 39%	775 45%	37 44%	113 49%	87 51%	85 47%	60 40%	89 46%	105 40%	125 45%	74 42%
NET: Only when/ feel account has been compromised	374 19%	36 21%	19 19%	318 18%	17 20%	39 17%	22 13%	30 17%	29 19%	24 12%	52 20%	68 24%	39 22%
Once a month, or more often	102 5%	12 7%	6 6%	84 5%	5 5%	13 6%	8 5%	11 6%	3 2%	14 7%	17 6%	8 3%	5 3%
Once every few months	447 22%	39 22%	26 25%	382 22%	18 22%	40 17%	37 22%	46 25%	36 24%	46 23%	61 23%	60 21%	39 22%
Once a year	198 10%	14 8%	11 11%	173 10%	7 8%	27 12%	17 10%	9 5%	21 14%	22 11%	31 12%	19 7%	20 11%
I rarely change my password	803 40%	68 39%	31 30%	704 41%	31 37%	94 41%	83 49%	80 44%	56 38%	76 39%	98 37%	120 43%	67 38%
I never change my password	85 4%	5 3%	9 9%	70 4%	6 7%	19 8%	4 2%	5 3%	4 3%	13 7%	7 3%	6 2%	7 4%
If I feel an account has been compromised	287 14%	29 17%	15 14%	243 14%	16 18%	30 13%	15 9%	23 13%	26 18%	18 9%	36 14%	48 17%	32 18%
Only if I know an account has been either hacked or compromised	87 4%	8 4%	5 5%	75 4%	1 1%	8 4%	7 4%	7 4%	2 2%	5 3%	16 6%	21 7%	8 4%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 27

Q.13 When creating a password, which, if any of the following actions do you take?**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
Use a combination of letters, numbers and symbols	1195 60%	588 60%	607 59%	109 47%	168 48%	195 59%	225 63%	199 69%	299 66%	340 63%	329 61%	237 54%	289 59%	158 59%	490 56%
Choose a memorable word (maiden name, DOB, pets name)	496 25%	221 23%	275 27%	43 19%	74 21%	74 22%	88 24%	78 27%	139 31%	115 21%	129 24%	121 28%	131 27%	60 22%	199 23%
Choose a word that's in the dictionary combined with a number	209 10%	87 9%	122 12%	21 9%	45 13%	40 12%	23 6%	29 10%	51 11%	61 11%	51 9%	49 11%	48 10%	32 12%	79 9%
Use the same password for all my accounts	170 8%	79 8%	91 9%	51 22%	48 14%	21 6%	25 7%	8 3%	18 4%	41 8%	50 9%	45 10%	33 7%	28 10%	83 10%
Use part of my personally identifiable information (name, email address, postal address etc.)	162 8%	89 9%	73 7%	15 6%	34 10%	27 8%	25 7%	17 6%	44 10%	37 7%	33 6%	48 11%	44 9%	22 8%	67 8%
Use a password generator	96 5%	68 7%	28 3%	11 5%	31 9%	25 7%	11 3%	7 2%	11 2%	27 5%	21 4%	29 7%	20 4%	10 4%	48 6%
Take the first letter from a series of words in a memorable sentence	90 4%	46 5%	44 4%	17 7%	10 3%	19 6%	12 3%	14 5%	18 4%	30 6%	25 5%	13 3%	22 5%	12 4%	42 5%
None of the above	231 11%	112 11%	118 11%	42 18%	44 13%	37 11%	50 14%	18 6%	39 9%	62 11%	62 12%	56 13%	51 10%	25 9%	117 13%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 27

Q.13 When creating a password, which, if any of the following actions do you take?**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
Use a combination of letters, numbers and symbols	1195 60%	116 67%	55 54%	1023 59%	52 62%	134 58%	102 60%	106 59%	93 63%	114 59%	151 57%	167 59%	104 59%
Choose a memorable word (maiden name, DOB, pets name)	496 25%	41 23%	32 31%	424 24%	25 30%	58 25%	42 25%	37 21%	29 20%	58 30%	67 25%	67 24%	39 22%
Choose a word that's in the dictionary combined with a number	209 10%	18 10%	12 11%	179 10%	5 5%	27 12%	13 8%	17 9%	18 12%	27 14%	40 15%	18 6%	15 8%
Use the same password for all my accounts	170 8%	9 5%	12 11%	150 9%	9 11%	20 9%	9 5%	16 9%	19 13%	15 8%	26 10%	22 8%	15 8%
Use part of my personally identifiable information (name, email address, postal address etc.)	162 8%	14 8%	15 14%	133 8%	5 6%	13 5%	9 5%	19 11%	18 12%	15 8%	20 7%	24 9%	10 6%
Use a password generator	96 5%	9 5%	5 5%	81 5%	2 2%	5 2%	7 4%	11 6%	3 2%	5 3%	17 6%	23 8%	9 5%
Take the first letter from a series of words in a memorable sentence	90 4%	8 5%	9 9%	72 4%	5 6%	10 5%	7 4%	4 2%	7 5%	16 8%	8 3%	9 3%	6 3%
None of the above	231 11%	12 7%	12 12%	206 12%	7 9%	23 10%	23 13%	24 13%	18 12%	21 11%	35 13%	36 13%	20 11%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 28

Q.14 Which of the following do you currently do to protect your personal information online?**Summary****Base: All respondents**

	Actions						
	Install and regularly update anti-virus software/ malware protection on my computer or laptop	Install and update anti-virus or malware protection on my mobile devices	Enable a 2-step verification process (using a password and contact method e.g. code sent to your mobile) to add an extra layer of security to my account	Use a password generator to generate strong, secure, random passwords online	Use web/ identity theft monitoring services	Change my passwords regularly for my online accounts/ apps	Do not access sensitive information when using a public Wi-Fi
Unweighted base	2008	2008	2008	2008	2008	2008	2008
Weighted base	2008	2008	2008	2008	2008	2008	2008
NET: Ever	1884 94%	1527 76%	1488 74%	707 35%	1035 52%	1751 87%	1705 85%
NET: Always/ sometimes	1732 86%	1299 65%	1115 56%	438 22%	661 33%	925 46%	1530 76%
Always	1390 69%	923 46%	314 16%	183 9%	315 16%	356 18%	1110 55%
Sometimes	342 17%	376 19%	802 40%	254 13%	346 17%	569 28%	420 21%
Rarely	152 8%	228 11%	373 19%	269 13%	374 19%	826 41%	174 9%
Never	124 6%	481 24%	520 26%	1301 65%	973 48%	257 13%	303 15%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 29

Q.14 Which of the following do you currently do to protect your personal information online?**Install and regularly update anti-virus software/ malware protection on my computer or laptop****Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Ever	1884 94%	920 94%	964 94%	204 87%	303 87%	311 94%	343 96%	282 97%	440 98%	507 94%	503 93%	409 93%	465 95%	255 95%	805 93%
NET: Always/ sometimes	1732 86%	866 89%	866 84%	172 74%	265 76%	284 86%	321 90%	272 94%	419 93%	468 87%	469 87%	355 81%	440 90%	229 85%	742 85%
Always	1390 69%	703 72%	687 67%	106 46%	183 53%	218 66%	277 77%	233 81%	373 83%	368 68%	367 68%	292 67%	364 74%	161 60%	580 67%
Sometimes	342 17%	163 17%	179 17%	65 28%	82 24%	66 20%	44 12%	38 13%	46 10%	100 19%	102 19%	63 14%	76 16%	68 25%	161 19%
Rarely	152 8%	54 6%	98 9%	32 14%	39 11%	27 8%	22 6%	10 4%	21 5%	39 7%	34 6%	54 12%	24 5%	26 10%	64 7%
Never	124 6%	58 6%	66 6%	30 13%	45 13%	18 6%	14 4%	8 3%	10 2%	33 6%	37 7%	29 7%	25 5%	13 5%	63 7%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 29

Q.14 Which of the following do you currently do to protect your personal information online?

Install and regularly update anti-virus software/ malware protection on my computer or laptop

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Ever	1884 94%	164 94%	93 91%	1627 94%	82 98%	219 95%	161 94%	174 96%	146 98%	174 89%	242 91%	259 92%	171 97%
NET: Always/ sometimes	1732 86%	153 88%	80 78%	1499 87%	69 82%	202 88%	153 90%	165 91%	141 95%	155 79%	217 82%	243 87%	154 87%
Always	1390 69%	121 69%	58 57%	1211 70%	57 67%	167 73%	121 71%	133 73%	111 74%	125 64%	165 62%	205 73%	129 73%
Sometimes	342 17%	32 18%	22 22%	288 17%	12 14%	35 15%	32 19%	32 18%	31 21%	30 15%	52 20%	39 14%	26 14%
Rarely	152 8%	11 6%	13 12%	128 7%	14 16%	17 7%	8 4%	9 5%	5 3%	19 10%	25 9%	16 6%	16 9%
Never	124 6%	11 6%	9 9%	104 6%	2 2%	12 5%	10 6%	6 4%	3 2%	21 11%	23 9%	22 8%	6 3%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 30

Q.14 Which of the following do you currently do to protect your personal information online?**Install and update anti-virus or malware protection on my mobile devices****Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Ever	1527 76%	750 77%	777 75%	168 72%	262 75%	278 84%	283 79%	217 75%	318 71%	417 77%	411 76%	331 76%	368 75%	223 83%	663 76%
NET: Always/ sometimes	1299 65%	648 66%	651 63%	128 55%	211 61%	242 73%	247 69%	188 65%	283 63%	358 66%	344 64%	280 64%	318 65%	190 71%	561 65%
Always	923 46%	474 48%	449 44%	65 28%	131 38%	168 51%	195 55%	133 46%	231 51%	264 49%	225 42%	208 47%	226 46%	127 47%	394 45%
Sometimes	376 19%	174 18%	202 20%	63 27%	80 23%	74 23%	52 14%	55 19%	53 12%	94 17%	119 22%	72 16%	92 19%	63 24%	167 19%
Rarely	228 11%	102 10%	126 12%	41 17%	52 15%	36 11%	35 10%	29 10%	35 8%	59 11%	68 13%	52 12%	49 10%	32 12%	102 12%
Never	481 24%	228 23%	253 25%	65 28%	86 25%	51 16%	75 21%	72 25%	132 29%	123 23%	129 24%	106 24%	122 25%	46 17%	205 24%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 30

Q.14 Which of the following do you currently do to protect your personal information online?

Install and update anti-virus or malware protection on my mobile devices

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Ever	1527 76%	129 74%	81 79%	1317 76%	71 84%	170 74%	129 76%	144 80%	118 80%	140 72%	202 76%	201 71%	142 80%
NET: Always/ sometimes	1299 65%	106 61%	74 72%	1120 65%	54 65%	135 59%	112 66%	124 69%	99 67%	121 62%	171 65%	175 62%	126 72%
Always	923 46%	75 43%	54 52%	795 46%	38 46%	108 47%	83 49%	85 47%	66 45%	85 44%	120 45%	123 44%	86 49%
Sometimes	376 19%	31 18%	20 20%	325 19%	16 19%	28 12%	29 17%	40 22%	33 22%	36 18%	51 19%	52 19%	40 23%
Rarely	228 11%	23 13%	7 7%	197 11%	16 19%	35 15%	17 10%	20 11%	19 13%	19 10%	31 12%	25 9%	15 9%
Never	481 24%	45 26%	21 21%	414 24%	14 16%	60 26%	41 24%	37 20%	30 20%	54 28%	63 24%	80 29%	35 20%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 31

Q.14 Which of the following do you currently do to protect your personal information online?**Enable a 2-step verification process (using a password and contact method e.g. code sent to your mobile) to add an extra layer of security to my account****Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Ever	1488	743	745	188	283	272	273	208	265	395	410	340	343	215	689
	74%	76%	72%	81%	81%	83%	76%	72%	59%	73%	76%	78%	70%	80%	79%
NET: Always/ sometimes	1115	554	561	144	215	211	194	151	201	293	312	248	262	161	503
	56%	57%	55%	62%	62%	64%	54%	52%	45%	54%	58%	57%	53%	60%	58%
Always	314	160	154	35	71	65	50	37	55	88	81	77	68	47	141
	16%	16%	15%	15%	21%	20%	14%	13%	12%	16%	15%	18%	14%	17%	16%
Sometimes	802	394	408	109	144	146	144	114	146	205	232	171	194	115	363
	40%	40%	40%	47%	41%	44%	40%	39%	32%	38%	43%	39%	40%	43%	42%
Rarely	373	189	184	44	68	62	79	56	64	102	98	91	82	53	185
	19%	19%	18%	19%	19%	19%	22%	19%	14%	19%	18%	21%	17%	20%	21%
Never	520	235	284	45	65	58	85	82	185	145	130	98	147	54	179
	26%	24%	28%	19%	19%	17%	24%	28%	41%	27%	24%	22%	30%	20%	21%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 31

Q.14 Which of the following do you currently do to protect your personal information online?

Enable a 2-step verification process (using a password and contact method e.g. code sent to your mobile) to add an extra layer of security to my account

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Ever	1488 74%	121 69%	73 72%	1294 75%	62 73%	161 70%	125 74%	139 77%	116 78%	133 68%	210 79%	211 75%	137 78%
NET: Always/ sometimes	1115 56%	90 52%	59 57%	967 56%	43 51%	123 53%	92 54%	97 54%	88 59%	100 51%	166 63%	155 55%	102 58%
Always	314 16%	23 13%	13 13%	277 16%	15 18%	45 19%	33 19%	23 12%	19 13%	29 15%	48 18%	39 14%	28 16%
Sometimes	802 40%	67 38%	45 44%	690 40%	28 33%	79 34%	60 35%	75 41%	69 47%	71 36%	118 45%	116 41%	74 42%
Rarely	373 19%	31 18%	15 14%	327 19%	19 22%	37 16%	33 19%	42 23%	28 19%	33 17%	45 17%	56 20%	35 20%
Never	520 26%	53 31%	29 28%	437 25%	22 27%	70 30%	45 26%	41 23%	32 22%	62 32%	54 21%	70 25%	39 22%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 32

Q.14 Which of the following do you currently do to protect your personal information online?**Use a password generator to generate strong, secure, random passwords online****Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Ever	707 35%	355 36%	351 34%	98 42%	172 49%	137 42%	106 30%	77 27%	117 26%	199 37%	181 33%	149 34%	177 36%	108 40%	340 39%
NET: Always/ sometimes	438 22%	228 23%	209 20%	63 27%	118 34%	91 28%	64 18%	39 13%	63 14%	124 23%	113 21%	96 22%	104 21%	67 25%	228 26%
Always	183 9%	92 9%	91 9%	25 11%	46 13%	41 13%	34 9%	14 5%	24 5%	55 10%	46 8%	40 9%	43 9%	30 11%	96 11%
Sometimes	254 13%	136 14%	118 11%	38 16%	72 21%	50 15%	30 8%	25 9%	40 9%	70 13%	68 13%	57 13%	60 12%	37 14%	132 15%
Rarely	269 13%	127 13%	142 14%	36 15%	54 15%	46 14%	42 12%	38 13%	54 12%	75 14%	68 13%	53 12%	74 15%	41 15%	112 13%
Never	1301 65%	623 64%	678 66%	135 58%	176 51%	193 58%	252 70%	212 73%	333 74%	341 63%	359 67%	288 66%	313 64%	161 60%	528 61%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 32

Q.14 Which of the following do you currently do to protect your personal information online?**Use a password generator to generate strong, secure, random passwords online****Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Ever	707 35%	53 30%	43 42%	611 35%	35 42%	72 31%	52 30%	69 38%	52 35%	63 33%	108 41%	95 34%	64 37%
NET: Always/ sometimes	438 22%	31 18%	25 25%	381 22%	23 28%	47 20%	34 20%	45 25%	28 19%	38 19%	67 25%	63 22%	38 22%
Always	183 9%	17 10%	10 10%	156 9%	10 11%	24 10%	14 8%	14 8%	13 9%	19 10%	29 11%	19 7%	15 9%
Sometimes	254 13%	14 8%	15 14%	226 13%	14 16%	23 10%	20 12%	31 17%	15 10%	19 10%	38 14%	44 16%	23 13%
Rarely	269 13%	22 12%	17 17%	230 13%	12 14%	26 11%	18 11%	24 13%	25 17%	26 13%	41 16%	32 11%	26 15%
Never	1301 65%	122 70%	60 58%	1120 65%	49 58%	158 69%	119 70%	112 62%	96 65%	131 67%	157 59%	186 66%	112 63%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 33

Q.14 Which of the following do you currently do to protect your personal information online?**Use web/ identity theft monitoring services****Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Ever	1035 52%	532 54%	503 49%	138 59%	215 62%	197 60%	182 51%	120 41%	184 41%	278 52%	270 50%	248 57%	238 49%	168 63%	485 56%
NET: Always/ sometimes	661 33%	334 34%	327 32%	83 35%	152 44%	130 39%	113 31%	67 23%	116 26%	168 31%	175 32%	161 37%	157 32%	115 43%	312 36%
Always	315 16%	163 17%	151 15%	29 13%	63 18%	67 20%	57 16%	29 10%	69 15%	97 18%	64 12%	76 17%	78 16%	55 20%	139 16%
Sometimes	346 17%	170 17%	176 17%	53 23%	88 25%	63 19%	56 16%	38 13%	47 11%	71 13%	111 21%	85 19%	80 16%	60 22%	173 20%
Rarely	374 19%	198 20%	176 17%	55 24%	63 18%	67 20%	69 19%	53 18%	68 15%	111 21%	96 18%	87 20%	81 16%	54 20%	173 20%
Never	973 48%	446 46%	527 51%	95 41%	133 38%	133 40%	176 49%	170 59%	266 59%	262 48%	270 50%	190 43%	252 51%	100 37%	383 44%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 33

Q.14 Which of the following do you currently do to protect your personal information online?**Use web/ identity theft monitoring services****Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Ever	1035 52%	93 54%	58 57%	883 51%	52 61%	102 44%	84 49%	103 57%	76 51%	94 48%	155 59%	123 44%	94 53%
NET: Always/ sometimes	661 33%	57 33%	42 41%	562 32%	22 26%	70 30%	61 36%	61 34%	45 30%	59 30%	103 39%	80 29%	61 34%
Always	315 16%	27 15%	19 19%	269 16%	13 15%	31 14%	29 17%	24 13%	20 13%	28 14%	50 19%	44 16%	31 18%
Sometimes	346 17%	30 17%	22 22%	293 17%	9 11%	39 17%	33 19%	37 21%	25 17%	31 16%	53 20%	37 13%	29 17%
Rarely	374 19%	37 21%	17 16%	321 19%	30 36%	32 14%	23 13%	42 23%	31 21%	35 18%	52 20%	43 15%	33 19%
Never	973 48%	81 46%	44 43%	848 49%	33 39%	129 56%	86 51%	78 43%	72 49%	101 52%	110 41%	158 56%	83 47%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 34

Q.14 Which of the following do you currently do to protect your personal information online?**Change my passwords regularly for my online accounts/ apps****Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Ever	1751 87%	860 88%	891 86%	176 75%	291 84%	292 89%	318 89%	267 92%	407 90%	483 89%	470 87%	376 86%	423 86%	245 91%	742 86%
NET: Always/ sometimes	925 46%	451 46%	475 46%	79 34%	155 44%	166 50%	165 46%	145 50%	215 48%	249 46%	244 45%	200 46%	233 48%	138 52%	386 44%
Always	356 18%	163 17%	193 19%	28 12%	53 15%	73 22%	90 25%	43 15%	69 15%	90 17%	88 16%	91 21%	86 18%	52 19%	158 18%
Sometimes	569 28%	287 29%	282 27%	52 22%	101 29%	93 28%	76 21%	101 35%	146 32%	159 29%	155 29%	108 25%	147 30%	87 32%	228 26%
Rarely	826 41%	410 42%	416 40%	97 41%	136 39%	126 38%	153 43%	123 42%	191 43%	234 43%	226 42%	176 40%	189 39%	106 40%	356 41%
Never	257 13%	118 12%	139 14%	58 25%	57 16%	38 11%	40 11%	22 8%	43 10%	57 11%	70 13%	62 14%	67 14%	24 9%	126 14%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 34

Q.14 Which of the following do you currently do to protect your personal information online?

Change my passwords regularly for my online accounts/ apps

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Ever	1751 87%	160 91%	85 83%	1507 87%	75 90%	192 83%	159 94%	169 94%	127 86%	165 85%	225 85%	242 86%	151 86%
NET: Always/ sometimes	925 46%	85 49%	48 47%	793 46%	37 44%	99 43%	84 49%	85 47%	69 46%	95 49%	117 44%	123 44%	84 48%
Always	356 18%	37 21%	19 18%	300 17%	15 18%	34 15%	36 21%	30 17%	35 23%	34 17%	47 18%	40 14%	29 16%
Sometimes	569 28%	47 27%	29 29%	493 28%	22 26%	65 28%	48 28%	55 31%	34 23%	60 31%	70 26%	83 30%	55 31%
Rarely	826 41%	75 43%	37 36%	714 41%	38 45%	94 41%	76 44%	84 46%	59 40%	71 36%	108 41%	118 42%	67 38%
Never	257 13%	15 9%	17 17%	225 13%	9 10%	38 17%	11 6%	12 6%	21 14%	29 15%	40 15%	39 14%	25 14%

Online Data Security Survey
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Absolutes/col percents

Table 35

Q.14 Which of the following do you currently do to protect your personal information online?**Do not access sensitive information when using a public Wi-Fi****Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Ever	1705 85%	833 85%	872 85%	197 84%	297 85%	292 89%	308 86%	248 86%	362 81%	472 87%	473 88%	359 82%	400 82%	244 91%	736 85%
NET: Always/ sometimes	1530 76%	736 75%	795 77%	158 68%	248 71%	261 79%	289 81%	237 82%	338 75%	430 80%	422 78%	312 71%	367 75%	225 84%	640 74%
Always	1110 55%	527 54%	583 57%	82 35%	146 42%	164 50%	219 61%	191 66%	309 69%	317 59%	281 52%	221 50%	292 60%	150 56%	401 46%
Sometimes	420 21%	209 21%	211 21%	75 32%	102 29%	97 29%	70 20%	47 16%	29 7%	112 21%	141 26%	91 21%	75 15%	75 28%	239 27%
Rarely	174 9%	97 10%	77 7%	39 17%	49 14%	31 10%	19 5%	11 4%	24 5%	43 8%	51 9%	47 11%	34 7%	19 7%	96 11%
Never	303 15%	145 15%	158 15%	36 16%	51 15%	38 11%	50 14%	41 14%	87 19%	68 13%	67 12%	79 18%	90 18%	25 9%	132 15%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 35

Q.14 Which of the following do you currently do to protect your personal information online?**Do not access sensitive information when using a public Wi-Fi****Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Ever	1705 85%	152 87%	83 81%	1470 85%	75 89%	192 83%	142 83%	147 81%	133 90%	162 83%	231 87%	232 83%	155 88%
NET: Always/ sometimes	1530 76%	134 77%	76 75%	1320 76%	62 73%	175 76%	130 76%	124 69%	120 81%	149 76%	208 78%	212 75%	141 80%
Always	1110 55%	102 59%	48 47%	960 55%	47 56%	134 58%	93 54%	80 44%	84 56%	108 55%	159 60%	158 56%	98 56%
Sometimes	420 21%	31 18%	29 28%	360 21%	15 17%	41 18%	38 22%	44 25%	37 25%	41 21%	49 18%	54 19%	42 24%
Rarely	174 9%	18 10%	7 7%	149 9%	13 16%	17 7%	12 7%	23 13%	13 9%	14 7%	23 9%	21 7%	14 8%
Never	303 15%	23 13%	19 19%	261 15%	9 11%	39 17%	29 17%	33 19%	15 10%	32 17%	34 13%	48 17%	22 12%

Online Data Security Survey
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Absolutes/col percents

Table 36

Q.15 Which of the following do you currently do to protect your personal information online?**Summary****Base: All respondents**

	Actions					
	Clear automatically saved passwords/ cache/ memory on my computer/ laptop/ mobile device	Password protect/ pattern lock my mobile devices	Do not open email attachments from people I do not know	Close down unused online accounts	Look for trusted accreditations (e.g. security padlock in the website address) on a website before purchasing from that website or registering my details	Do not send confidential data over email/ Mobile
Unweighted base	2008	2008	2008	2008	2008	2008
Weighted base	2008	2008	2008	2008	2008	2008
NET: Ever	1755 87%	1521 76%	1922 96%	1786 89%	1872 93%	1852 92%
NET: Always/ sometimes	1345 67%	1267 63%	1826 91%	1362 68%	1710 85%	1603 80%
Always	647 32%	845 42%	1527 76%	656 33%	1153 57%	987 49%
Sometimes	698 35%	423 21%	300 15%	705 35%	557 28%	616 31%
Rarely	411 20%	254 13%	96 5%	424 21%	163 8%	249 12%
Never	253 13%	487 24%	86 4%	222 11%	136 7%	156 8%

Online Data Security Survey
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Absolutes/col percents

Table 37

Q.15 Which of the following do you currently do to protect your personal information online?
Clear automatically saved passwords/ cache/ memory on my computer/ laptop/ mobile device
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Ever	1755 87%	875 89%	881 86%	194 83%	305 88%	300 91%	314 88%	259 89%	383 85%	470 87%	477 88%	388 89%	421 86%	249 93%	770 89%
NET: Always/ sometimes	1345 67%	677 69%	668 65%	143 61%	239 69%	231 70%	253 71%	193 67%	286 64%	360 67%	369 68%	303 69%	313 64%	208 77%	586 67%
Always	647 32%	328 34%	318 31%	57 24%	112 32%	110 34%	130 36%	96 33%	142 32%	172 32%	163 30%	161 37%	152 31%	95 35%	272 31%
Sometimes	698 35%	349 36%	349 34%	86 37%	128 37%	120 36%	123 34%	97 34%	144 32%	188 35%	207 38%	142 32%	161 33%	113 42%	314 36%
Rarely	411 20%	197 20%	213 21%	51 22%	66 19%	69 21%	61 17%	66 23%	97 22%	110 20%	108 20%	85 20%	108 22%	41 15%	184 21%
Never	253 13%	104 11%	149 14%	39 17%	43 12%	30 9%	44 12%	30 11%	66 15%	70 13%	63 12%	49 11%	69 14%	20 7%	98 11%

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Absolutes/col percents

Table 37

Q.15 Which of the following do you currently do to protect your personal information online?
Clear automatically saved passwords/ cache/ memory on my computer/ laptop/ mobile device
Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Ever	1755 87%	150 86%	84 82%	1522 88%	76 91%	197 85%	156 91%	166 92%	134 90%	168 86%	230 87%	238 85%	156 88%
NET: Always/ sometimes	1345 67%	110 63%	69 68%	1166 67%	59 70%	150 65%	107 63%	134 74%	100 68%	126 65%	183 69%	188 67%	120 68%
Always	647 32%	51 29%	31 31%	564 33%	31 37%	67 29%	55 32%	61 34%	43 29%	60 31%	96 36%	95 34%	56 32%
Sometimes	698 35%	58 34%	38 37%	602 35%	28 33%	83 36%	52 31%	72 40%	57 38%	66 34%	87 33%	93 33%	64 36%
Rarely	411 20%	41 23%	14 14%	356 21%	18 21%	47 20%	49 29%	32 18%	34 23%	42 22%	48 18%	51 18%	36 21%
Never	253 13%	24 14%	19 18%	209 12%	8 9%	34 15%	15 9%	15 8%	14 10%	26 14%	34 13%	43 15%	21 12%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 38

Q.15 Which of the following do you currently do to protect your personal information online?**Password protect/ pattern lock my mobile devices****Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Ever	1521	747	775	205	296	280	275	199	266	410	424	346	341	231	712
	76%	76%	75%	88%	85%	85%	77%	69%	59%	76%	78%	79%	70%	86%	82%
NET: Always/ sometimes	1267	630	638	180	246	237	232	158	215	344	368	282	273	195	606
	63%	64%	62%	77%	71%	72%	65%	54%	48%	64%	68%	64%	56%	73%	70%
Always	845	422	423	127	159	155	148	99	157	238	239	186	182	121	390
	42%	43%	41%	55%	46%	47%	41%	34%	35%	44%	44%	42%	37%	45%	45%
Sometimes	423	208	215	53	87	82	84	59	58	106	129	96	91	74	215
	21%	21%	21%	23%	25%	25%	24%	20%	13%	20%	24%	22%	19%	28%	25%
Rarely	254	117	137	25	49	44	43	41	51	65	56	64	69	36	106
	13%	12%	13%	11%	14%	13%	12%	14%	11%	12%	10%	15%	14%	13%	12%
Never	487	232	255	28	52	49	82	90	184	130	116	92	149	37	156
	24%	24%	25%	12%	15%	15%	23%	31%	41%	24%	22%	21%	30%	14%	18%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 38

Q.15 Which of the following do you currently do to protect your personal information online?**Password protect/ pattern lock my mobile devices****Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Ever	1521 76%	120 69%	81 79%	1321 76%	64 76%	163 71%	134 79%	147 81%	118 80%	147 75%	211 80%	196 70%	140 79%
NET: Always/ sometimes	1267 63%	97 56%	70 68%	1100 64%	50 59%	135 58%	106 62%	124 69%	98 66%	130 67%	181 68%	157 56%	120 68%
Always	845 42%	64 37%	36 36%	744 43%	37 45%	87 38%	75 44%	75 42%	51 35%	88 45%	133 50%	108 38%	89 51%
Sometimes	423 21%	34 19%	33 33%	356 21%	12 15%	47 20%	32 19%	49 27%	46 31%	42 21%	48 18%	49 17%	31 18%
Rarely	254 13%	22 13%	11 11%	220 13%	14 17%	28 12%	28 16%	23 13%	21 14%	17 9%	30 12%	39 14%	20 11%
Never	487 24%	55 31%	21 21%	410 24%	20 24%	68 29%	36 21%	34 19%	30 20%	48 25%	54 20%	85 30%	36 21%

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Absolutes/col percents

Table 39

Q.15 Which of the following do you currently do to protect your personal information online?**Do not open email attachments from people I do not know****Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Ever	1922 96%	936 96%	986 96%	217 93%	328 94%	321 97%	350 98%	286 99%	421 94%	521 97%	529 98%	406 93%	466 95%	262 98%	839 97%
NET: Always/ sometimes	1826 91%	885 90%	941 91%	202 87%	308 89%	296 90%	334 93%	280 97%	407 90%	496 92%	498 92%	388 89%	444 91%	240 89%	795 92%
Always	1527 76%	723 74%	804 78%	156 67%	233 67%	236 72%	279 78%	255 88%	368 82%	428 79%	416 77%	314 72%	369 75%	193 72%	631 73%
Sometimes	300 15%	162 17%	137 13%	46 20%	75 22%	60 18%	55 15%	25 9%	39 9%	68 13%	83 15%	74 17%	75 15%	46 17%	164 19%
Rarely	96 5%	51 5%	45 4%	15 7%	20 6%	25 8%	16 4%	6 2%	14 3%	25 5%	31 6%	18 4%	22 4%	22 8%	44 5%
Never	86 4%	42 4%	43 4%	16 7%	20 6%	9 3%	8 2%	4 1%	29 6%	19 3%	11 2%	31 7%	24 5%	7 2%	29 3%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 39

Q.15 Which of the following do you currently do to protect your personal information online?**Do not open email attachments from people I do not know****Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Ever	1922 96%	171 98%	97 95%	1654 96%	82 98%	217 94%	166 97%	171 95%	145 98%	183 94%	248 94%	270 96%	171 97%
NET: Always/ sometimes	1826 91%	164 94%	88 86%	1574 91%	79 94%	212 92%	157 92%	164 91%	136 91%	178 91%	225 85%	263 94%	160 91%
Always	1527 76%	142 81%	72 71%	1312 76%	65 77%	183 79%	128 75%	128 71%	118 79%	148 76%	183 69%	230 82%	129 73%
Sometimes	300 15%	22 13%	16 15%	262 15%	14 17%	29 12%	28 17%	36 20%	18 12%	29 15%	43 16%	33 12%	32 18%
Rarely	96 5%	7 4%	9 9%	80 5%	3 4%	5 2%	9 6%	7 4%	9 6%	5 3%	23 9%	7 2%	11 6%
Never	86 4%	3 2%	5 5%	77 4%	2 2%	14 6%	4 3%	9 5%	4 2%	12 6%	16 6%	11 4%	5 3%

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Absolutes/col percents

Table 40

Q.15 Which of the following do you currently do to protect your personal information online?**Close down unused online accounts****Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Ever	1786 89%	874 89%	912 89%	181 78%	294 84%	294 89%	328 92%	270 93%	418 93%	479 89%	486 90%	395 90%	426 87%	249 93%	777 90%
NET: Always/ sometimes	1362 68%	659 67%	703 68%	120 51%	221 63%	214 65%	253 71%	215 74%	339 75%	351 65%	377 70%	321 73%	313 64%	186 69%	589 68%
Always	656 33%	327 33%	329 32%	50 21%	89 25%	73 22%	125 35%	114 39%	207 46%	171 32%	155 29%	162 37%	168 34%	81 30%	256 30%
Sometimes	705 35%	332 34%	374 36%	70 30%	132 38%	141 43%	128 36%	101 35%	132 29%	180 33%	221 41%	159 36%	145 29%	105 39%	333 38%
Rarely	424 21%	215 22%	209 20%	62 26%	73 21%	81 24%	75 21%	55 19%	79 17%	128 24%	109 20%	73 17%	113 23%	63 24%	188 22%
Never	222 11%	104 11%	118 11%	52 22%	54 16%	36 11%	30 8%	19 7%	32 7%	61 11%	54 10%	43 10%	64 13%	20 7%	91 10%

Online Data Security Survey
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Absolutes/col percents

Table 40

Q.15 Which of the following do you currently do to protect your personal information online?**Close down unused online accounts****Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Ever	1786 89%	162 93%	87 85%	1537 89%	78 92%	197 86%	152 89%	167 93%	136 92%	171 88%	232 87%	248 88%	155 88%
NET: Always/ sometimes	1362 68%	125 71%	68 67%	1169 68%	55 65%	153 66%	121 71%	128 71%	95 64%	128 66%	174 66%	196 70%	118 67%
Always	656 33%	60 34%	23 22%	574 33%	29 34%	78 34%	59 34%	56 31%	51 34%	62 32%	85 32%	101 36%	54 30%
Sometimes	705 35%	65 37%	46 45%	595 34%	26 31%	74 32%	62 37%	73 40%	44 30%	65 34%	89 34%	95 34%	65 37%
Rarely	424 21%	37 21%	18 18%	368 21%	23 27%	45 19%	31 18%	39 22%	41 28%	43 22%	58 22%	52 19%	37 21%
Never	222 11%	13 7%	16 15%	194 11%	7 8%	33 14%	18 11%	13 7%	12 8%	24 12%	33 13%	32 12%	21 12%

Online Data Security Survey
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Absolutes/col percents

Table 41

Q.15 Which of the following do you currently do to protect your personal information online?**Look for trusted accreditations (e.g. security padlock in the website address) on a website before purchasing from that website or registering my details****Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Ever	1872	906	966	209	318	309	332	274	430	511	511	409	441	257	809
	93%	93%	94%	90%	91%	94%	93%	95%	96%	95%	95%	94%	90%	96%	93%
NET: Always/ sometimes	1710	829	881	184	277	277	320	255	397	467	471	369	403	233	724
	85%	85%	86%	79%	80%	84%	89%	88%	88%	87%	87%	84%	82%	87%	83%
Always	1153	532	621	103	149	184	224	185	308	311	314	237	291	147	443
	57%	54%	60%	44%	43%	56%	63%	64%	69%	58%	58%	54%	59%	55%	51%
Sometimes	557	297	260	81	128	93	96	70	89	156	157	132	112	86	281
	28%	30%	25%	35%	37%	28%	27%	24%	20%	29%	29%	30%	23%	32%	32%
Rarely	163	77	86	25	41	33	12	19	33	44	40	41	38	24	85
	8%	8%	8%	11%	12%	10%	3%	7%	7%	8%	7%	9%	8%	9%	10%
Never	136	72	63	24	30	21	26	15	20	29	29	28	49	12	59
	7%	7%	6%	10%	9%	6%	7%	5%	4%	5%	5%	6%	10%	4%	7%

Online Data Security Survey
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Absolutes/col percents

Table 41

Q.15 Which of the following do you currently do to protect your personal information online?

Look for trusted accreditations (e.g. security padlock in the website address) on a website before purchasing from that website or registering my details

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Ever	1872 93%	165 95%	95 93%	1612 93%	83 98%	207 90%	160 94%	170 94%	145 98%	184 95%	240 91%	261 93%	162 92%
NET: Always/ sometimes	1710 85%	155 89%	83 81%	1472 85%	74 88%	195 85%	142 83%	155 86%	137 92%	164 84%	214 81%	240 85%	151 86%
Always	1153 57%	112 64%	48 47%	993 57%	52 62%	124 54%	103 60%	108 60%	93 63%	109 56%	139 52%	164 59%	100 57%
Sometimes	557 28%	43 25%	35 34%	479 28%	22 26%	72 31%	39 23%	46 26%	43 29%	55 28%	76 29%	75 27%	51 29%
Rarely	163 8%	11 6%	12 12%	140 8%	9 10%	12 5%	18 11%	15 8%	9 6%	20 10%	25 10%	21 8%	11 6%
Never	136 7%	9 5%	7 7%	120 7%	2 2%	23 10%	11 6%	11 6%	3 2%	11 5%	25 9%	20 7%	15 8%

Online Data Security Survey
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Absolutes/col percents

Table 42

Q.15 Which of the following do you currently do to protect your personal information online?**Do not send confidential data over email/ Mobile****Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	2008	1005	1003	258	286	296	370	295	503	593	581	325	509	244	795
Weighted base	2008	978	1030	233	348	330	358	289	450	540	540	438	490	269	868
NET: Ever	1852 92%	900 92%	953 93%	205 88%	315 90%	306 93%	336 94%	277 96%	413 92%	510 95%	509 94%	395 90%	438 89%	256 95%	815 94%
NET: Always/ sometimes	1603 80%	755 77%	848 82%	175 75%	250 72%	262 79%	293 82%	248 86%	374 83%	437 81%	427 79%	343 78%	396 81%	223 83%	677 78%
Always	987 49%	460 47%	527 51%	83 36%	112 32%	125 38%	204 57%	178 62%	284 63%	283 52%	244 45%	210 48%	250 51%	119 44%	385 44%
Sometimes	616 31%	295 30%	321 31%	92 40%	138 40%	137 42%	89 25%	70 24%	89 20%	154 29%	183 34%	133 30%	146 30%	104 39%	291 34%
Rarely	249 12%	144 15%	105 10%	30 13%	64 19%	44 13%	43 12%	29 10%	39 9%	73 14%	82 15%	52 12%	42 9%	33 12%	138 16%
Never	156 8%	79 8%	77 7%	28 12%	33 10%	24 7%	22 6%	13 4%	37 8%	30 5%	31 6%	43 10%	52 11%	13 5%	53 6%

Online Data Security Survey
ONLINE Fieldwork: 15th-17th January 2016

Absolutes/col percents

Table 42

Q.15 Which of the following do you currently do to protect your personal information online?**Do not send confidential data over email/ Mobile****Base: All respondents**

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	2008	198	83	1727	86	227	185	181	135	194	254	270	195
Weighted base	2008	175	102	1731	84	231	171	181	148	195	265	281	177
NET: Ever	1852 92%	168 96%	93 91%	1591 92%	79 94%	211 92%	159 94%	167 92%	140 95%	177 91%	241 91%	254 90%	162 92%
NET: Always/ sometimes	1603 80%	144 83%	81 79%	1377 80%	75 89%	186 81%	133 78%	139 77%	123 83%	152 78%	201 76%	217 77%	151 86%
Always	987 49%	91 52%	41 40%	856 49%	40 48%	121 53%	86 50%	79 44%	72 48%	103 53%	119 45%	145 52%	91 52%
Sometimes	616 31%	54 31%	40 40%	522 30%	35 41%	65 28%	48 28%	61 34%	51 34%	49 25%	82 31%	72 26%	60 34%
Rarely	249 12%	24 14%	12 12%	214 12%	4 5%	25 11%	26 15%	27 15%	18 12%	25 13%	40 15%	37 13%	11 6%
Never	156 8%	6 4%	9 9%	140 8%	5 6%	19 8%	11 6%	14 8%	8 5%	17 9%	24 9%	27 10%	14 8%