



EXPERIAN – CONSUMER SURVEY AUTUMN 2017

ComRes interviewed 2,033 British adults aged 18+ online between 8th and 9th November 2017. Data were weighted by age, gender, region and social grade to be representative of all British adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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

REPUTATION | COMMUNICATIONS | PUBLIC POLICY

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

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 1
Q1. Have any of the following things ever happened to you?
Base: All respondents

| | Gender | | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|---|------------|-------------|---------------|-------------------------|------------------------------|--------------|--------------|--------------|------------|--------------|--------------|------------|---------------|-------------|------------|------------|-------------------|----------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Private (q) |
| Unweighted base | 2033 | 976 | 1057 | 229 | 342 | 322 | 351 | 294 | 495 | 571 | 673 | 789 | 604 | 584 | 327 | 518 | 233 | 850 |
| Weighted base | 2033 | 992 | 1041 | 228 | 350 | 327 | 362 | 299 | 468 | 577 | 689 | 767 | 544 | 567 | 418 | 504 | 256 | 915 |
| NET: Any of these | 946 47% | 470 47% | 476 46% | 123 54%GH | 206 59%EF 206 51%GH | 165 51%GH | 168 46%GH | 113 38% | 170 36% | 330 57%JK | 334 48%K | 283 37% | 282 52%MnO | 257 45% | 190 45% | 218 43% | 115 45% | 469 51% |
| I have had to change my password because I feared that an online account had been hacked or accessed by someone else | 594 29% | 288 29% | 306 29% | 82 36%eGH | 142 40%EF 142 GH | 90 27%H | 117 32%GH | 72 24% | 93 20% | 224 39%JK | 206 30%K | 164 21% | 183 34%NO | 172 30%n | 103 25% | 136 27% | 73 28% | 310 34% |
| I have had one of my online accounts accessed or used fraudulently by someone else | 207 10% | 112 11% | 96 9% | 34 15%EF 34 GH | 54 15%EF 54 GH | 28 8% | 35 10% | 25 8% | 31 7% | 88 15%JK | 63 9% | 56 7% | 71 13%NO | 58 10% | 35 8% | 43 9% | 30 12% | 110 12% |
| 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 | 205 10% | 114 11%b | 91 9% | 14 6% | 49 14%CH | 35 11%c | 37 10% | 31 10% | 39 8% | 63 11% | 72 10% | 69 9% | 63 12% | 49 9% | 37 9% | 56 11% | 31 12% | 97 11% |
| I have had my personal details used to commit fraud | 157 8% | 87 9% | 70 7% | 14 6% | 32 9%h | 32 10%H | 32 9% | 20 7% | 27 6% | 46 8% | 64 9%K | 47 6% | 54 10%MO | 39 7% | 37 9%O | 27 5% | 15 6% | 96 11%P |
| I have had to shut down an online account because my account had been hacked | 112 6% | 52 5% | 60 6% | 18 8%GH | 31 9%GH | 23 7%GH | 22 6%GH | 7 2% | 12 3% | 49 8%K | 45 6%K | 19 2% | 31 6% | 34 6% | 24 6% | 24 5% | 15 6% | 65 7% |

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 1
Q1. Have any of the following things ever happened to you?
Base: All respondents

| | Gender | | Age | | | | | | | | | Social Grade | | | | Employment Sector | | |
|---|-------------|-------------|---------------|--------------|--------------|--------------|--------------|----------------|----------------|--------------|--------------|--------------|------------|-------------|-------------|-------------------|---------------|----------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Private (q) |
| Weighted base | 2033 | 992 | 1041 | 228 | 350 | 327 | 362 | 299 | 468 | 577 | 689 | 767 | 544 | 567 | 418 | 504 | 256 | 915 |
| One of the above may have possibly happened but I do not remember the details | 97 5% | 44 4% | 53 5% | 13 6% | 15 4% | 17 5% | 12 3% | 10 3% | 30 6%fg | 29 5% | 29 4% | 40 5% | 24 4% | 26 5% | 17 4% | 30 6% | 13 5% | 30 3% |
| None of these | 1087 53% | 522 53% | 564 54% | 104 46% | 144 41% | 162 49%D | 194 54%D | 186 62%CDEF | 297 64%CDEF | 248 43% | 355 52%I | 484 63%IJ | 263 48% | 310 55%L | 228 55%I | 286 57%L | 141 55% | 446 49% |

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 1
Q1. Have any of the following things ever happened to you?
Base: All respondents

| | Region | | | | | | | | | | | | |
|---|------------|-----------------|--------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|------------------|-------------------|-------------------|
| | Total | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2033 | 194 | 121 | 1718 | 91 | 221 | 191 | 162 | 156 | 223 | 256 | 251 | 167 |
| Weighted base | 2033 | 179 | 102 | 1752 | 85* | 234 | 171 | 183 | 152 | 195 | 270 | 283 | 179 |
| NET: Any of these | 946 47% | 83 46%b | 35 35% | 828 47%B | 43 50%B | 116 49%Bgj | 69 40% | 79 43% | 81 53%BGHJ | 78 40% | 143 53%BGHJ | 139 49%Bgj | 81 45% |
| I have had to change my password because I feared that an online account had been hacked or accessed by someone else | 594 29% | 52 29% | 26 25% | 516 29% | 27 32% | 69 29% | 45 26% | 47 26% | 47 31% | 47 24% | 101 37%BGHJlm | 84 30% | 50 28% |
| I have had one of my online accounts accessed or used fraudulently by someone else | 207 10% | 27 15%DBHJL | 3 3% | 176 10%B | 9 10%bJ | 26 11%Bj | 16 9%bJ | 13 7% | 25 17%BgHJL | 7 4% | 34 12%Bj | 25 9%bJ | 22 12%Bj |
| 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 | 205 10% | 22 12% | 11 10% | 172 10% | 11 12% | 23 10% | 14 8% | 25 13%k | 14 9% | 23 12% | 22 8% | 26 9% | 15 9% |
| I have had my personal details used to commit fraud | 157 8% | 20 11%BjM | 3 3% | 134 8%b | 12 14%BfiJIM | 17 7% | 17 10%BM | 16 9%bM | 10 7% | 11 6% | 24 9%bM | 21 7%M | 6 3% |
| I have had to shut down an online account because my account had been hacked | 112 6% | 7 4% | 7 6% | 99 6% | 7 9%J | 10 4% | 9 5% | 11 6% | 10 7%j | 5 3% | 17 6%j | 20 7%J | 8 4% |

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m
 * small base; ** very small base (under 30) ineligible for sig testing

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 1
Q1. Have any of the following things ever happened to you?
Base: All respondents

| | Region | | | | | | | | | | | | |
|---|-------------|-----------------|-------------------------|-----------------------------|-------------------|-------------------|----------------------------------|--------------------------|----------------------|----------------------------|---------------|-------------------|-------------------|
| | Total | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Weighted base | 2033 | 179 | 102 | 1752 | 85* | 234 | 171 | 183 | 152 | 195 | 270 | 283 | 179 |
| One of the above may have possibly happened but I do not remember the details | 97 5% | 6 3% | 2 2% | 89 5% | 3 3% | 9 4% | 6 3% | 9 5% | 10 6% | 10 5% | 16 6% | 18 7% | 10 5% |
| None of these | 1087 53% | 96 54% | 66 65% ^{Da} | 924 53% ^{EFIKL} | 42 50% | 118 51% | 102 60% ^{fIKI} | 104 57% ^{ik} | 71 47% | 118 60% ^{fIKI} | 128 47% | 144 51% | 98 55% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 1
Q1. Have any of the following things ever happened to you?
Base: All respondents

| | Total | Male by age | | | Female by age | | |
|---|------------|----------------|--------------|-------------|----------------|--------------|------------|
| | | 18-34 (a) | 35-54 (b) | 55+ (c) | 18-34 (d) | 35-54 (e) | 55+ (f) |
| Unweighted base | 2033 | 216 | 336 | 424 | 355 | 337 | 365 |
| Weighted base | 2033 | 219 | 357 | 415 | 358 | 332 | 351 |
| NET: Any of these | 946 47% | 127 58%bCEF | 177 49%CF | 166 40%f | 202 56%bCEF | 157 47%cF | 117 33% |
| I have had to change my password because I feared that an online account had been hacked or accessed by someone else | 594 29% | 76 34%CF | 106 30%F | 107 26%F | 148 41%BCEF | 101 30%F | 58 16% |
| I have had one of my online accounts accessed or used fraudulently by someone else | 207 10% | 40 18%BCEF | 35 10%f | 37 9% | 48 13%ceF | 28 8% | 19 6% |
| 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 | 205 10% | 33 15%CDEF | 43 12% | 38 9% | 30 9% | 29 9% | 32 9% |
| I have had my personal details used to commit fraud | 157 8% | 19 9%F | 32 9%F | 36 9%F | 27 8%F | 32 10%F | 11 3% |
| I have had to shut down an online account because my account had been hacked | 112 6% | 16 7%CF | 26 7%CF | 10 2% | 33 9%CeF | 18 6%CF | 9 2% |
| One of the above may have possibly happened but I do not remember the details | 97 5% | 10 4% | 14 4% | 20 5% | 19 5% | 15 5% | 19 6% |

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f

Prepared by ComRes

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 1
Q1. Have any of the following things ever happened to you?
Base: All respondents

| | Total | Male by age | | | Female by age | | |
|---------------|-------|--------------|-------------------|---------------------|---------------|-------------------|----------------------|
| | | 18-34 (a) | 35-54 (b) | 55+ (c) | 18-34 (d) | 35-54 (e) | 55+ (f) |
| Weighted base | 2033 | 219 | 357 | 415 | 358 | 332 | 351 |
| None of these | 1087 | 92 | 181 | 250 | 156 | 175 | 234 |
| | 53% | 42% | 51% ^{ad} | 60% ^{ABDe} | 44% | 53% ^{AD} | 67% ^{ABcDE} |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 2
Q2. Thinking about any personal data you hold with companies and organisations, to what extent do you believe it is the responsibility of the company, or your own, to protect this data from online theft?
Base: All respondents

| | Total | Gender | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|---|-----------------|-------------|-------------|---------------|-------------|---------------|-------------|--------------|----------------|-------------|--------------|--------------|--------------|-------------|------------|--------------|-------------------|-------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Private (q) |
| Unweighted base | 2033 | 976 | 1057 | 229 | 342 | 322 | 351 | 294 | 495 | 571 | 673 | 789 | 604 | 584 | 327 | 518 | 233 | 850 |
| Weighted base | 2033 | 992 | 1041 | 228 | 350 | 327 | 362 | 299 | 468 | 577 | 689 | 767 | 544 | 567 | 418 | 504 | 256 | 915 |
| NET: The company's responsibility | 1074 53% | 560 56%B | 513 49% | 114 50% | 180 52% | 192 59%cdH | 196 54% | 159 53% | 232 50% | 294 51% | 388 56%ik | 391 51% | 304 56%O | 319 56%O | 214 51% | 237 47% | 120 47% | 494 54%p |
| It is solely the company's responsibility | (+2) 357 18% | 204 21%B | 153 15% | 28 12% | 49 14% | 63 19%C | 71 20%Cd | 47 16% | 100 21%CDg | 76 13% | 134 19%l | 147 19%l | 94 17% | 101 18% | 71 17% | 92 18% | 44 17% | 162 18% |
| The company have a higher level of responsibility | (+1) 716 35% | 356 36% | 360 35% | 86 38%H | 132 38%H | 130 40%H | 125 34%h | 112 38%H | 132 28% | 218 38%K | 254 37%k | 244 32% | 210 39%O | 218 38%O | 143 34% | 145 29% | 75 29% | 332 36%p |
| The company and I have equal responsibility | (0) 697 34% | 318 32% | 379 36%a | 71 31% | 105 30% | 83 25% | 124 34%E | 114 38%dE | 199 43%CDEF | 177 31% | 206 30% | 313 41%IJ | 170 31% | 180 32% | 145 35% | 201 40%LM | 93 36% | 289 32% |
| I have a higher level of responsibility | (-1) 95 5% | 43 4% | 52 5% | 12 5%g | 26 7%GH | 14 4% | 20 6%g | 7 2% | 16 3% | 38 7%K | 34 5%k | 23 3% | 29 5% | 19 3% | 27 6%m | 21 4% | 11 4% | 56 6% |
| It is solely my responsibility | (-2) 82 4% | 43 4% | 39 4% | 6 3% | 19 5%h | 18 6%h | 11 3% | 13 4% | 13 3% | 26 4% | 30 4% | 27 3% | 25 5% | 21 4% | 15 4% | 21 4% | 14 6% | 42 5% |
| NET: My responsibility | 177 9% | 86 9% | 91 9% | 19 8% | 45 13%GH | 32 10%h | 32 9% | 20 7% | 29 6% | 64 11%K | 64 9%k | 49 6% | 54 10% | 40 7% | 42 10% | 42 8% | 25 10% | 98 11% |
| Don't know | 86 4% | 28 3% | 58 6%A | 24 10%DFGH | 19 5%GH | 20 6%fGH | 10 3% | 6 2% | 7 1% | 43 7%JK | 31 4%K | 12 2% | 16 3% | 28 5% | 18 4% | 24 5% | 18 7%q | 34 4% |
| Mean | 0.60 | 0.66B | 0.55 | 0.57 | 0.50 | 0.67d | 0.64 | 0.59 | 0.63d | 0.53 | 0.65i | 0.61 | 0.60 | 0.66 | 0.57 | 0.56 | 0.52 | 0.59 |
| Standard deviation | 0.98 | 1.00 | 0.95 | 0.91 | 1.03 | 1.04 | 0.98 | 0.94 | 0.96 | 0.98 | 1.01 | 0.95 | 1.00 | 0.95 | 0.98 | 0.99 | 1.04 | 1.01 |
| Standard error | 0.02 | 0.03 | 0.03 | 0.06 | 0.06 | 0.06 | 0.05 | 0.06 | 0.04 | 0.04 | 0.04 | 0.03 | 0.04 | 0.04 | 0.06 | 0.04 | 0.07 | 0.04 |

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 2
Q2. Thinking about any personal data you hold with companies and organisations, to what extent do you believe it is the responsibility of the company, or your own, to protect this data from online theft?
Base: All respondents

| | Total | Region | | | | | | | | | | | |
|---|-----------------|--------------|---------------|------------------|----------------|----------------|----------------------------|-------------------|-------------------|-------------|---------------|----------------|----------------|
| | | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2033 | 194 | 121 | 1718 | 91 | 221 | 191 | 162 | 156 | 223 | 256 | 251 | 167 |
| Weighted base | 2033 | 179 | 102 | 1752 | 85* | 234 | 171 | 183 | 152 | 195 | 270 | 283 | 179 |
| NET: The company's responsibility | 1074 53% | 98 55% | 46 45% | 930 53% | 48 57% | 127 54% | 89 52% | 90 49% | 75 49% | 101 52% | 159 59%BhL | 133 47% | 107 60%BhL |
| It is solely the company's responsibility | (+2) 357 18% | 25 14% | 14 14% | 318 18% | 14 16% | 52 22%AbHj | 32 19% | 23 12% | 26 17% | 30 15% | 49 18% | 48 17% | 44 25%ABHJI |
| The company have a higher level of responsibility | (+1) 716 35% | 73 41%fL | 32 31% | 611 35% | 35 41%l | 75 32% | 56 33% | 68 37% | 49 32% | 71 36% | 110 41%fL | 85 30% | 62 35% |
| The company and I have equal responsibility | (0) 697 34% | 66 37%K | 42 41%K | 589 34% | 28 33% | 86 37%K | 60 35%K | 72 39%K | 53 35%k | 69 36%K | 68 25% | 94 33%k | 58 33% |
| I have a higher level of responsibility | (-1) 95 5% | 2 1% | 7 6%A | 87 5%A | 4 4%a | 8 4% | 11 7%Am | 6 3% | 12 8%AfhjM | 6 3% | 14 5%A | 22 8%AfhJM | 4 2% |
| It is solely my responsibility | (-2) 82 4% | 8 4% | 5 5% | 69 4% | 3 4% | 9 4% | 8 4% | 5 3% | 7 4% | 5 3% | 14 5% | 15 5% | 4 2% |
| NET: My responsibility | 177 9% | 9 5% | 12 12%ahjM | 156 9%a | 7 8% | 17 7% | 19 11%ajM | 11 6% | 18 12%AhjM | 11 6% | 29 11%ajM | 37 13%AfHJM | 8 4% |
| Don't know | 86 4% | 6 3% | 2 2% | 78 4% | 2 3% | 3 1% | 3 2% | 10 5%F | 7 4%f | 13 7%FG | 14 5%F | 19 7%FG | 6 3% |
| Mean | 0.60 | 0.62 | 0.43 | 0.61b | 0.63 | 0.67bl | 0.57 | 0.56 | 0.52 | 0.63b | 0.64b | 0.49 | 0.81aBGHIJL |
| Standard deviation | 0.98 | 0.90 | 0.99 | 0.99 | 0.94 | 0.99 | 1.02 | 0.86 | 1.02 | 0.90 | 1.03 | 1.06 | 0.92 |
| Standard error | 0.02 | 0.07 | 0.09 | 0.02 | 0.10 | 0.07 | 0.07 | 0.07 | 0.08 | 0.06 | 0.07 | 0.07 | 0.07 |

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

* small base; ** very small base (under 30) ineligible for sig testing

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 2
Q2. Thinking about any personal data you hold with companies and organisations, to what extent do you believe it is the responsibility of the company, or your own, to protect this data from online theft?
Base: All respondents

| | Total | Male by age | | | Female by age | | |
|---|-----------------|--------------|--------------|--------------|-----------------|--------------|-----------------|
| | | 18-34 (a) | 35-54 (b) | 55+ (c) | 18-34 (d) | 35-54 (e) | 55+ (f) |
| Unweighted base | 2033 | 216 | 336 | 424 | 355 | 337 | 365 |
| Weighted base | 2033 | 219 | 357 | 415 | 358 | 332 | 351 |
| NET: The company's responsibility | 1074 53% | 116 53%f | 210 59%DF | 234 56%DF | 178 50% | 178 54%F | 157 45% |
| It is solely the company's responsibility | (+2) 357 18% | 38 17%D | 67 19%Df | 99 24%aDF | 38 11% | 67 20%DF | 48 14% |
| The company have a higher level of responsibility | (+1) 716 35% | 78 36% | 143 40%CF | 135 32% | 140 39%cF | 111 34% | 110 31% |
| The company and I have equal responsibility | (0) 697 34% | 67 31% | 97 27% | 153 37%Bd | 109 31% | 109 33% | 160 46%ABCDE |
| I have a higher level of responsibility | (-1) 95 5% | 14 6%c | 18 5% | 12 3% | 25 7%CF | 16 5% | 11 3% |
| It is solely my responsibility | (-2) 82 4% | 15 7%Cd | 17 5% | 11 3% | 11 3% | 13 4% | 15 4% |
| NET: My responsibility | 177 9% | 29 13% Cf | 35 10% C | 23 5% | 35 10% C | 29 9% | 27 8% |
| Don't know | 86 4% | 7 3% | 15 4% C | 6 1% | 35 10% ABCEF | 16 5% Cf | 7 2% |
| Mean | 0.60 | 0.52 | 0.66F | 0.73ADF | 0.53 | 0.64F | 0.47 |
| Standard deviation | 0.98 | 1.08 | 1.01 | 0.95 | 0.92 | 1.00 | 0.93 |
| Standard error | 0.02 | 0.07 | 0.06 | 0.05 | 0.05 | 0.06 | 0.05 |

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 3

Q3. If you had your personal details lost or stolen by a third party organisation, what actions would you take? I would ...

Base: All respondents

| | Gender | | Age | | | | | | | | | Social Grade | | | | Employment Sector | | |
|---|--------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|-------------|--------------|--------------|--------------|-----------|-----------|-----------|-------------------|---------------|----------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Private (q) |
| Unweighted base | 2033 | 976 | 1057 | 229 | 342 | 322 | 351 | 294 | 495 | 571 | 673 | 789 | 604 | 584 | 327 | 518 | 233 | 850 |
| Weighted base | 2033 | 992 | 1041 | 228 | 350 | 327 | 362 | 299 | 468 | 577 | 689 | 767 | 544 | 567 | 418 | 504 | 256 | 915 |
| NET: Any | 1949 | 955 | 994 | 218 | 328 | 304 | 349 | 289 | 461 | 546 | 653 | 750 | 526 | 547 | 397 | 480 | 245 | 871 |
| | 96% | 96% | 95% | 96% | 94% | 93% | 97%e | 97%e | 99%CDEfg | 95% | 95% | 98%IJ | 97% | 97% | 95% | 95% | 96% | 95% |
| Contact the organisation/ organisation's customer services team that notified me for information | 1315 | 606 | 710 | 134 | 177 | 194 | 241 | 206 | 363 | 311 | 436 | 569 | 369 | 376 | 257 | 314 | 163 | 529 |
| | 65% | 61% | 68%A | 59%d | 51% | 59%D | 67%cDe | 69%CDE | 78%CDEFG54% | 63%I | 74%IJ | 68%no | 66% | 61% | 62% | 63% | 58% | |
| Contact the police | 1003 | 469 | 535 | 98 | 148 | 118 | 165 | 177 | 296 | 246 | 283 | 473 | 266 | 283 | 204 | 250 | 115 | 390 |
| | 49% | 47% | 51%a | 43% | 42% | 36% | 46%E | 59%CDEF | 63%CDEF | 43% | 41% | 62%IJ | 49% | 50% | 49% | 50% | 45% | 43% |
| Stop using the company | 972 | 463 | 509 | 119 | 161 | 135 | 170 | 150 | 237 | 280 | 305 | 387 | 274 | 250 | 204 | 244 | 119 | 426 |
| | 48% | 47% | 49% | 52%E | 46% | 41% | 47% | 50%E | 51%E | 49% | 44% | 50%J | 50%M | 44% | 49% | 48% | 46% | 47% |
| Request financial compensation | 848 | 427 | 421 | 82 | 129 | 127 | 148 | 135 | 227 | 211 | 275 | 362 | 253 | 234 | 172 | 189 | 112 | 356 |
| | 42% | 43% | 40% | 36% | 37% | 39% | 41% | 45%cd | 49%CDEF | 37% | 40% | 47%IJ | 46%O | 41% | 41% | 38% | 44% | 39% |
| Advise my friends and family against using the organisation | 839 | 395 | 444 | 112 | 127 | 118 | 133 | 117 | 232 | 239 | 251 | 349 | 260 | 219 | 157 | 202 | 106 | 331 |
| | 41% | 40% | 43% | 49%DEFG | 36% | 36% | 37% | 39% | 50%DEFG | 41% | 36% | 46%J | 48%MNO | 39% | 38% | 40% | 41% | 36% |
| Highlight and share my experience on social media | 396 | 173 | 223 | 56 | 76 | 72 | 70 | 51 | 72 | 132 | 142 | 122 | 114 | 104 | 74 | 104 | 67 | 174 |
| | 19% | 17% | 21%A | 24%gH | 22%H | 22%H | 19% | 17% | 15% | 23%K | 21%K | 16% | 21% | 18% | 18% | 21% | 26%Q | 19% |
| Take legal action against the organisation | 372 | 174 | 198 | 56 | 65 | 56 | 50 | 52 | 94 | 121 | 105 | 146 | 107 | 102 | 64 | 98 | 50 | 153 |
| | 18% | 18% | 19% | 25%EFg | 18% | 17% | 14% | 17% | 20%F | 21%J | 15% | 19%j | 20% | 18% | 15% | 20% | 20% | 17% |
| Other - specify | 48 | 23 | 25 | 2 | 8 | 8 | 7 | 8 | 14 | 11 | 15 | 22 | 14 | 18 | 7 | 10 | 8 | 18 |
| | 2% | 2% | 2% | 1% | 2% | 3% | 2% | 3% | 3% | 2% | 2% | 3% | 3% | 3% | 2% | 2% | 3% | 2% |
| None of the above | 84 | 37 | 47 | 10 | 22 | 23 | 12 | 10 | 6 | 32 | 36 | 17 | 19 | 20 | 21 | 24 | 11 | 44 |
| | 4% | 4% | 5% | 4%H | 6%H | 7%fgH | 3%h | 3%h | 1% | 5%K | 5%K | 2% | 3% | 3% | 5% | 5% | 4% | 5% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 3

Q3. If you had your personal details lost or stolen by a third party organisation, what actions would you take? I would ...

Base: All respondents

| | Total | Region | | | | | | | | | | | |
|--|-------------|-----------------|--------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|---------------|-------------------|-------------------|
| | | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humburside (g) | West Midlands (h) | East Midlands (i) | Eastern (l) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2033 | 194 | 121 | 1718 | 91 | 221 | 191 | 162 | 156 | 223 | 256 | 251 | 167 |
| Weighted base | 2033 | 179 | 102 | 1752 | 85* | 234 | 171 | 183 | 152 | 195 | 270 | 283 | 179 |
| NET: Any | 1949 | 174 | 97 | 1679 | 80 | 224 | 163 | 177 | 148 | 185 | 262 | 271 | 168 |
| | 96% | 97% | 95% | 96% | 94% | 96% | 96% | 97% | 97% | 95% | 97% | 96% | 94% |
| Contact the organisation/ organisation's customer services team that notified me for information | 1315 65% | 117 66% | 64 63% | 1134 65% | 49 57% | 149 64% | 117 68%l | 127 70%eL | 110 72%eKL | 125 64% | 170 63% | 167 59% | 120 67% |
| Contact the police | 1003 49% | 98 55%k | 55 55%k | 850 48% | 48 56%k | 108 46% | 82 48% | 91 50% | 72 47% | 98 50% | 120 45% | 139 49% | 91 51% |
| Stop using the company | 972 48% | 96 54%fJ | 48 47% | 828 47% | 38 44% | 102 44% | 82 48% | 92 50% | 80 52%j | 83 43% | 137 51% | 134 48% | 81 45% |
| Request financial compensation | 848 42% | 87 49%dJL | 43 43% | 717 41% | 32 38% | 95 41% | 69 41% | 83 45%l | 61 40% | 74 38% | 130 48%JL | 99 35% | 75 42% |
| Advise my friends and family against using the organisation | 839 41% | 82 46%J | 39 39% | 717 41% | 35 41% | 96 41% | 64 37% | 80 44%j | 57 38% | 67 34% | 119 44%j | 122 43%j | 77 43% |
| Highlight and share my experience on social media | 396 19% | 37 21% | 24 24%J | 335 19% | 21 24%j | 54 23%J | 27 16% | 38 21% | 34 22%j | 28 15% | 48 18% | 51 18% | 34 19% |
| Take legal action against the organisation | 372 18% | 38 21% | 13 13% | 320 18% | 13 16% | 36 15% | 25 15% | 42 23%bfjg | 28 18% | 30 15% | 54 20% | 54 19% | 38 21% |
| Other - specify | 48 2% | 5 3%L | 3 3%L | 40 2% | - - | 7 3%L | 2 1%l | 2 1% | 5 3%L | 4 2%L | 12 4%eghL | - - | 8 4%eghL |
| None of the above | 84 4% | 5 3% | 5 5% | 74 4% | 5 6% | 10 4% | 8 4% | 6 3% | 4 3% | 11 5% | 9 3% | 12 4% | 11 6% |

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 3

Q3. If you had your personal details lost or stolen by a third party organisation, what actions would you take? I would ...

Base: All respondents

| | Total | Male by age | | | Female by age | | |
|--|-------------|--------------|--------------|-----------------|---------------|---------------|-----------------|
| | | 18-34 (a) | 35-54 (b) | 55+ (c) | 18-34 (d) | 35-54 (e) | 55+ (f) |
| Unweighted base | 2033 | 216 | 336 | 424 | 355 | 337 | 365 |
| Weighted base | 2033 | 219 | 357 | 415 | 358 | 332 | 351 |
| NET: Any | 1949 | 209 | 337 | 410 | 337 | 317 | 340 |
| | 96% | 95% | 94% | 99%ABDE | 94% | 95% | 97% |
| Contact the organisation/ organisation's customer services team that notified me for information | 1315 65% | 100 45% | 211 59%A | 295 71%ABD | 211 59%A | 225 68%ABD | 274 78%ABCDE |
| Contact the police | 1003 49% | 91 42% | 128 36% | 249 60%ABDE | 155 43%b | 155 47%B | 224 64%ABDE |
| Stop using the company | 972 48% | 104 47% | 146 41% | 214 51%B | 176 49%B | 159 48%b | 173 49%B |
| Request financial compensation | 848 42% | 85 39% | 132 37% | 210 50%ABDef | 126 35% | 142 43%d | 152 43%D |
| Advise my friends and family against using the organisation | 839 41% | 87 40% | 126 35% | 182 44%B | 152 42%b | 125 38% | 168 48%aBE |
| Highlight and share my experience on social media | 396 19% | 40 18% | 70 20% | 63 15% | 92 26%abCF | 72 22%C | 60 17% |
| Take legal action against the organisation | 372 18% | 41 19% | 55 15% | 78 19% | 80 22%BE | 51 15% | 67 19% |
| Other - specify | 48 2% | 4 2% | 8 2% | 11 3% | 7 2% | 7 2% | 11 3% |
| None of the above | 84 4% | 11 5%C | 21 6%C | 5 1% | 21 6%C | 15 5%C | 11 3% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 4

Q4. If an organisation that you used was affected by a data breach, to what extent would that discourage you from using their services in the future?

Base: All respondents

| | Gender | | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|------------------------------|--------|-------------|---------------|---------------------|------------------|------------------|------------------|------------------|---------------------|------------------|------------------|-------------------|--------------------|-----------------|------------------|-----------------|-------------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Pri- vate (q) |
| Unweighted base | 2033 | 976 | 1057 | 229 | 342 | 322 | 351 | 294 | 495 | 571 | 673 | 789 | 604 | 584 | 327 | 518 | 233 | 850 |
| Weighted base | 2033 | 992 | 1041 | 228 | 350 | 327 | 362 | 299 | 468 | 577 | 689 | 767 | 544 | 567 | 418 | 504 | 256 | 915 |
| NET: To at least some extent | 1828 | 897 | 931 | 196 | 316 | 297 | 320 | 273 | 425 | 512 | 618 | 698 | 507 | 504 | 369 | 449 | 232 | 818 |
| | 90% | 90% | 89% | 86% | 90% | 91% | 89% | 91% ^c | 91% ^c | 89% | 90% | 91% | 93% ^{MNO} | 89% | 88% | 89% | 90% | 89% |
| To a great extent | 793 | 382 | 411 | 75 | 132 | 117 | 135 | 119 | 215 | 207 | 252 | 334 | 210 | 218 | 159 | 205 | 91 | 335 |
| | 39% | 39% | 39% | 33% | 38% | 36% | 37% | 40% | 46% ^{CDEF} | 36% | 37% | 44% ^{IJ} | 39% | 39% | 38% | 41% | 35% | 37% |
| To some extent | 1035 | 515 | 521 | 122 | 184 | 180 | 186 | 154 | 210 | 305 | 366 | 364 | 297 | 285 | 209 | 244 | 141 | 484 |
| | 51% | 52% | 50% | 53% ^h | 53% ^H | 55% ^H | 51% ^h | 51% ^h | 45% | 53% ^k | 53% ^k | 47% | 55% ^o | 50% | 50% | 48% | 55% | 53% |
| To no extent | 56 | 33 | 23 | 3 | 10 | 8 | 12 | 6 | 17 | 13 | 20 | 23 | 15 | 16 | 9 | 15 | 6 | 28 |
| | 3% | 3% | 2% | 2% | 3% | 2% | 3% | 2% | 4% | 2% | 3% | 3% | 3% | 3% | 2% | 3% | 2% | 3% |
| Don't know | 149 | 62 | 87 | 28 | 24 | 22 | 29 | 20 | 26 | 52 | 51 | 46 | 22 | 47 | 40 | 40 | 18 | 69 |
| | 7% | 6% | 8% | 12% ^{DEGH} | 7% | 7% | 8% | 7% | 5% | 9% ^k | 7% | 6% | 4% | 8% ^L | 10% ^L | 8% ^L | 7% | 8% |

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 4

Q4. If an organisation that you used was affected by a data breach, to what extent would that discourage you from using their services in the future?

Base: All respondents

| | Total | Region | | | | | | | | | | | |
|------------------------------|-------------|------------------------------|---------------------------|---------------------|-------------------------|---------------------------|----------------------------------|-----------------------|----------------------|-------------------------|-------------------------|--------------------------|---------------------------|
| | | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2033 | 194 | 121 | 1718 | 91 | 221 | 191 | 162 | 156 | 223 | 256 | 251 | 167 |
| Weighted base | 2033 | 179 | 102 | 1752 | 85* | 234 | 171 | 183 | 152 | 195 | 270 | 283 | 179 |
| NET: To at least some extent | 1828 90% | 168 94% ^{dBiJKL} | 87 85% | 1573 90% | 80 94% ^{bl} | 218 93% ^{BJL} | 154 90% | 164 90% | 135 89% | 171 88% | 241 89% | 245 87% | 165 92% ^b |
| To a great extent | 793 39% | 80 45% ^{jm} | 38 38% | 674 38% | 30 35% | 87 37% | 69 40% | 68 37% | 65 43% | 69 36% | 118 44% ^m | 108 38% | 61 34% |
| To some extent | 1035 51% | 88 49% | 48 48% | 899 51% | 50 59% ^{ik} | 131 56% ^{iK} | 86 50% | 96 53% | 70 46% | 102 52% | 123 46% | 137 49% | 104 58% ^{iKI} |
| To no extent | 56 3% | 1 1% | 3 3% | 52 3% | 1 1% | 6 3% | 5 3% | 2 1% | 5 3% | 11 6% ^{AeH} | 10 4% ^a | 7 3% | 5 3% |
| Don't know | 149 7% | 9 5% | 12 12% ^{dAFm} | 128 7% | 4 5% | 10 4% | 12 7% | 17 9% ^f | 12 8% | 13 7% | 19 7% | 31 11% ^{aFm} | 9 5% |

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

IT Security Survey
ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 4

Q4. If an organisation that you used was affected by a data breach, to what extent would that discourage you from using their services in the future?

Base: All respondents

| | Total | Male by age | | | Female by age | | |
|------------------------------|-------------|--------------|-------------------------|-------------------------|-------------------------|-------------------------|----------------------------|
| | | 18-34 (a) | 35-54 (b) | 55+ (c) | 18-34 (d) | 35-54 (e) | 55+ (f) |
| Unweighted base | 2033 | 216 | 336 | 424 | 355 | 337 | 365 |
| Weighted base | 2033 | 219 | 357 | 415 | 358 | 332 | 351 |
| NET: To at least some extent | 1828 90% | 199 90% | 321 90% | 378 91% | 314 88% | 297 89% | 321 91% |
| To a great extent | 793 39% | 84 38% | 128 36% | 170 41% ^d | 122 34% | 124 37% | 164 47% ^{aBDE} |
| To some extent | 1035 51% | 114 52% | 193 54% ^F | 208 50% | 191 53% ^F | 173 52% ^f | 156 44% |
| To no extent | 56 3% | 8 4% | 8 2% | 17 4% ^{df} | 5 2% | 12 4% | 6 2% |
| Don't know | 149 7% | 13 6% | 28 8% | 21 5% | 39 11% ^{aC} | 23 7% | 25 7% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 5

Q5. If an organisation that you used was affected by a data breach and your information was lost or stolen, how would you like to be notified of the breach?

Base: All respondents

| | Gender | | | Age | | | | | | | | | Social Grade | | | | Employment Sector | |
|---|-------------|-------------------------|-------------------------|---------------------------|--------------------------|-----------------------|-------------------------|----------------------------|----------------------------|-------------------------|-----------------------|--------------------------|---------------------------|--------------------------|----------------------|--------------------------|-------------------|---------------------|
| | Total | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Pri- vate (q) |
| Unweighted base | 2033 | 976 | 1057 | 229 | 342 | 322 | 351 | 294 | 495 | 571 | 673 | 789 | 604 | 584 | 327 | 518 | 233 | 850 |
| Weighted base | 2033 | 992 | 1041 | 228 | 350 | 327 | 362 | 299 | 468 | 577 | 689 | 767 | 544 | 567 | 418 | 504 | 256 | 915 |
| NET: Any | 1984 98% | 973 98% | 1011 97% | 215 94% | 340 97% | 318 97% | 351 97% | 295 99% ^C | 465 99% ^{CDEF} | 556 96% | 668 97% | 760 99% ^{IJ} | 533 98% | 553 98% | 406 97% | 491 98% | 247 96% | 893 98% |
| Email | 1341 66% | 677 68% ^b | 664 64% | 137 60% | 225 64% | 214 65% | 214 59% | 226 76% ^{CDEF} | 325 70% ^{CF} | 362 63% | 428 62% | 551 72% ^{IJ} | 394 72% ^{mNO} | 382 67% ^{No} | 252 60% | 312 62% | 171 67% | 586 64% |
| Letter by post | 1022 50% | 474 48% | 548 53% ^A | 100 44% | 169 48% | 159 49% | 178 49% | 160 54% ^C | 255 54% ^C | 270 47% | 337 49% | 415 54% ^{Ij} | 280 51% | 284 50% | 194 46% | 264 52% | 122 47% | 425 46% |
| Telephone | 928 46% | 439 44% | 489 47% | 103 45% | 162 46% | 132 40% | 175 48% ^e | 133 44% | 223 48% ^e | 265 46% | 307 45% | 355 46% | 249 46% | 266 47% | 184 44% | 228 45% | 111 43% | 406 44% |
| Face-to-face | 386 19% | 202 20% | 184 18% | 44 19% | 59 17% | 45 14% | 64 18% | 62 21% ^E | 112 24% ^{DEF} | 103 18% | 109 16% | 174 23% ^{IJ} | 91 17% | 91 16% | 84 20% | 120 24% ^{LM} | 44 17% | 152 17% |
| External media/ press e.g. TV, Newspaper, online publication | 246 12% | 131 13% | 115 11% | 25 11% | 40 12% | 34 10% | 38 10% | 36 12% | 73 16% ^{Ef} | 66 11% | 72 10% | 108 14% ^J | 72 13% | 64 11% | 40 10% | 69 14% ⁿ | 29 11% | 101 11% |
| Newsletter/ Bulletin | 125 6% | 70 7% | 56 5% | 16 7% | 28 8% | 16 5% | 20 6% | 16 5% | 28 6% | 45 8% | 37 5% | 44 6% | 37 7% ⁿ | 32 6% | 15 4% | 41 8% ^N | 12 5% | 65 7% |
| Social media e.g. Facebook, Twitter | 114 6% | 54 5% | 59 6% | 27 12% ^{EFGH} | 32 9% ^{efGH} | 17 5% ^G | 18 5% ^G | 5 2% | 14 3% | 59 10% ^{JK} | 35 5% ^K | 20 3% | 36 7% | 29 5% | 20 5% | 28 6% | 17 7% | 62 7% |
| Other service (please specify) | 12 1% | 8 1% | 5 * | - - | 2 * | 3 1% | 3 1% | 1 * | 3 1% | 2 * | 6 1% | 4 1% | 5 1% ^M | - - | 4 1% ^m | 3 1% ^m | - - | 6 1% |
| None of the above | 49 2% | 19 2% | 30 3% | 13 6% ^{GH} | 9 3% ^H | 10 3% ^H | 11 3% ^H | 4 1% | 3 1% | 22 4% ^K | 21 3% ^K | 7 1% | 11 2% | 13 2% | 13 3% | 12 2% | 9 4% | 22 2% |

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 5

Q5. If an organisation that you used was affected by a data breach and your information was lost or stolen, how would you like to be notified of the breach?

Base: All respondents

| | Total | Region | | | | | | | | | | | |
|---|-------------|-----------------|---------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|----------------|-------------------|-------------------|
| | | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humburside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2033 | 194 | 121 | 1718 | 91 | 221 | 191 | 162 | 156 | 223 | 256 | 251 | 167 |
| Weighted base | 2033 | 179 | 102 | 1752 | 85* | 234 | 171 | 183 | 152 | 195 | 270 | 283 | 179 |
| NET: Any | 1984 98% | 178 99%ghJl | 99 97% | 1707 97% | 84 99% | 229 98% | 165 97% | 177 97% | 149 98% | 186 96% | 266 98%j | 274 97% | 176 99% |
| Email | 1341 66% | 115 64% | 69 68% | 1157 66% | 56 65% | 159 68% | 106 62% | 118 64% | 102 67% | 119 61% | 196 73%aGhJ | 186 66% | 116 65% |
| Letter by post | 1022 50% | 92 51% | 60 59%dEjK | 870 50% | 36 43% | 118 50% | 86 51% | 104 57%EK | 77 51% | 94 48% | 118 44% | 144 51% | 92 52% |
| Telephone | 928 46% | 86 48% | 48 47% | 794 45% | 48 56%hijkl | 109 47% | 79 46% | 79 43% | 65 43% | 86 44% | 117 43% | 123 43% | 90 50% |
| Face-to-face | 386 19% | 30 17% | 17 17% | 339 19% | 18 21% | 39 17% | 32 19% | 38 21% | 21 14% | 31 16% | 66 24%afJ | 64 23%lj | 30 17% |
| External media/ press e.g. TV, Newspaper, online publication | 246 12% | 18 10% | 11 11% | 217 12% | 5 6% | 28 12% | 19 11% | 19 10% | 25 17%aEm | 21 11% | 44 16%aEhjM | 39 14%e | 16 9% |
| Newsletter/ Bulletin | 125 6% | 14 8% | 8 8% | 103 6% | 4 5% | 13 6% | 9 5% | 8 4% | 8 5% | 9 4% | 27 10%gHJL | 14 5% | 12 7% |
| Social media e.g. Facebook, Twitter | 114 6% | 11 6%hJ | 3 3% | 100 6% | 6 7%hj | 17 7%HJ | 8 5% | 4 2% | 11 7%HJ | 4 2% | 22 8%HJ | 21 8%HJ | 7 4% |
| Other service (please specify) | 12 1% | * * | 1 1%k | 10 1% | - - | 1 * | * * | 2 1% | 1 1% | 1 1% | - - | 2 1% | 4 2%K |
| None of the above | 49 2% | 1 1% | 3 3% | 45 3% | 1 1% | 4 2% | 6 3%a | 6 3%a | 4 2% | 9 4%AK | 5 2% | 9 3%a | 3 1% |

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 5

Q5. If an organisation that you used was affected by a data breach and your information was lost or stolen, how would you like to be notified of the breach?

Base: All respondents

| | Total | Male by age | | | Female by age | | |
|---|-------|---------------------|-------------------|----------------------|--------------------|-------------------|--------------------|
| | | 18-34 (a) | 35-54 (b) | 55+ (c) | 18-34 (d) | 35-54 (e) | 55+ (f) |
| Unweighted base | 2033 | 216 | 336 | 424 | 355 | 337 | 365 |
| Weighted base | 2033 | 219 | 357 | 415 | 358 | 332 | 351 |
| NET: Any | 1984 | 216 | 345 | 412 | 340 | 323 | 348 |
| | 98% | 98% ^d | 96% | 99% ^{BDe} | 95% | 97% | 99% ^{BD} |
| Email | 1341 | 137 | 223 | 317 | 225 | 205 | 235 |
| | 66% | 63% | 62% | 76% ^{ABDEF} | 63% | 62% | 67% |
| Letter by post | 1022 | 91 | 159 | 225 | 179 | 179 | 190 |
| | 50% | 41% | 44% | 54% ^{AB} | 50% ^a | 54% ^{AB} | 54% ^{AB} |
| Telephone | 928 | 101 | 158 | 180 | 164 | 150 | 175 |
| | 46% | 46% | 44% | 43% | 46% | 45% | 50% ^c |
| Face-to-face | 386 | 49 | 61 | 92 | 54 | 47 | 82 |
| | 19% | 22% ^{DE} | 17% | 22% ^{DE} | 15% | 14% | 23% ^{bDE} |
| External media/ press e.g. TV, Newspaper, online publication | 246 | 25 | 48 | 58 | 41 | 24 | 50 |
| | 12% | 12% | 13% ^E | 14% ^E | 11% ^e | 7% | 14% ^E |
| Newsletter/ Bulletin | 125 | 16 | 23 | 30 | 28 | 14 | 14 |
| | 6% | 7% ^f | 6% | 7% ^{ef} | 8% ^{eF} | 4% | 4% |
| Social media e.g. Facebook, Twitter | 114 | 24 | 22 | 9 | 35 | 14 | 11 |
| | 6% | 11% ^{bCEF} | 6% ^{Cf} | 2% | 10% ^{CEF} | 4% | 3% |
| Other service (please specify) | 12 | - | 6 | 1 | 2 | - | 3 |
| | 1% | - | 2% ^{acE} | * | * | - | 1% |
| None of the above | 49 | 4 | 13 | 3 | 18 | 8 | 3 |
| | 2% | 2% | 4% ^{CF} | 1% | 5% ^{aCF} | 3% ^c | 1% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 6

Q6. If an organisation that you used was affected by a data breach and your information was lost or stolen, what support, if any, would you expect them to provide as a result? Please select up to three options.

Base: All respondents

| | Total | Gender | | Age | | | | | | | Social Grade | | | | Employment Sector | | | |
|--|-------------|-------------|---------------|--------------|--------------|--------------|--------------|----------------|----------------|--------------|--------------|--------------|-------------|-------------|-------------------|---------------|---------------|---------------------|
| | | Male (a) | Female (b) | 18-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65+ (h) | 18-34 (i) | 35-54 (j) | 55+ (k) | AB (l) | C1 (m) | C2 (n) | DE (o) | Public (p) | Pri- vate (q) |
| Unweighted base | 2033 | 976 | 1057 | 229 | 342 | 322 | 351 | 294 | 495 | 571 | 673 | 789 | 604 | 584 | 327 | 518 | 233 | 850 |
| Weighted base | 2033 | 992 | 1041 | 228 | 350 | 327 | 362 | 299 | 468 | 577 | 689 | 767 | 544 | 567 | 418 | 504 | 256 | 915 |
| Advice and support on what to do | 1314 65% | 604 61% | 709 68%A | 131 58%d | 170 49% | 203 62%D | 239 66%cd | 217 72%CDE | 353 76%CDEF | 302 52% | 442 64%l | 570 74%lJ | 356 65%N | 390 69%N | 240 57% | 328 65%N | 169 66%Q | 520 57% |
| Pursuing those responsible | 1104 54% | 550 55% | 555 53% | 98 43% | 161 46% | 152 46% | 189 52%c | 194 65%CDEF | 310 66%CDEF | 259 45% | 341 49% | 504 66%lJ | 297 55% | 292 52% | 208 50% | 307 61%LMN | 145 56%Q | 417 46% |
| Financial compensation | 1047 51% | 544 55%B | 502 48% | 118 52% | 161 46% | 164 50% | 193 53%d | 147 49% | 264 57%Deg | 279 48% | 357 52% | 411 54%i | 284 52% | 289 51% | 235 56%O | 238 47% | 142 55% | 462 50% |
| Web monitoring - alerts when your personal data is found online | 676 33% | 298 30% | 378 36%A | 79 35% | 119 34% | 92 28% | 119 33% | 103 35% | 164 35%e | 198 34% | 211 31% | 267 35% | 189 35% | 195 34% | 129 31% | 163 32% | 69 27% | 303 33% |
| Credit monitoring - alerts provided on credit activity e.g. a loan application | 564 28% | 263 27% | 301 29% | 42 18% | 100 29%C | 99 30%C | 116 32%CH | 89 30%C | 118 25%c | 143 25% | 215 31%l | 207 27% | 156 29% | 165 29% | 110 26% | 133 26% | 79 31% | 266 29% |
| A discount on future services or goods | 210 10% | 110 11% | 100 10% | 33 15%GH | 52 15%fGH | 41 13%gH | 36 10%H | 23 8% | 25 5% | 85 15%jK | 77 11%K | 48 6% | 56 10% | 54 9% | 43 10% | 58 11% | 31 12% | 117 13% |
| Other (please specify) | 9 * | 5 1% | 3 * | 3 1%e | 1 * | - - | 1 * | 1 * | 4 1% | 3 1% | 1 * | 4 1% | 2 * | 2 * | 3 1% | 1 * | - - | 3 * |
| Don't know | 120 6% | 55 5% | 66 6% | 26 11%FGH | 30 9%FH | 23 7%H | 16 4% | 15 5%h | 10 2% | 56 10%JK | 39 6%K | 25 3% | 23 4% | 38 7%l | 29 7% | 30 6% | 13 5% | 68 7% |

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 6

Q6. If an organisation that you used was affected by a data breach and your information was lost or stolen, what support, if any, would you expect them to provide as a result? Please select up to three options.

Base: All respondents

| | Total | Region | | | | | | | | | | | |
|--|-------------|-----------------|---------------|---------------------|-------------------|-------------------|----------------------------------|----------------------|----------------------|----------------|---------------|-------------------|-------------------|
| | | Scotland (a) | Wales (b) | NET: England (d) | North East (e) | North West (f) | Yorkshire & Humberside (g) | West Midlands (h) | East Midlands (i) | Eastern (j) | London (k) | South East (l) | South West (m) |
| Unweighted base | 2033 | 194 | 121 | 1718 | 91 | 221 | 191 | 162 | 156 | 223 | 256 | 251 | 167 |
| Weighted base | 2033 | 179 | 102 | 1752 | 85* | 234 | 171 | 183 | 152 | 195 | 270 | 283 | 179 |
| Advice and support on what to do | 1314 65% | 128 72%dbKI | 62 61% | 1124 64% | 53 62% | 150 64% | 110 64% | 123 67% | 106 69% | 125 64% | 164 61% | 179 63% | 114 64% |
| Pursuing those responsible | 1104 54% | 105 59%K | 57 56%k | 942 54% | 52 61%K | 136 58%K | 90 53% | 103 56%K | 91 60%K | 106 54%k | 122 45% | 147 52% | 94 52% |
| Financial compensation | 1047 51% | 87 49% | 53 52% | 906 52% | 35 41% | 124 53%e | 84 49% | 92 50% | 78 51% | 111 57%E | 135 50% | 146 52% | 102 57%E |
| Web monitoring - alerts when your personal data is found online | 676 33% | 51 29% | 42 41%Aljl | 583 33% | 28 33% | 89 38%al | 59 35% | 68 37%i | 42 27% | 59 30% | 93 35% | 88 31% | 56 31% |
| Credit monitoring - alerts provided on credit activity e.g. a loan application | 564 28% | 67 37%DBGJLM | 23 22% | 475 27% | 24 28% | 71 31%JI | 42 25% | 54 30%j | 48 31%JI | 41 21% | 87 32%bJLm | 65 23% | 42 23% |
| A discount on future services or goods | 210 10% | 19 10% | 7 7% | 185 11% | 11 13% | 24 10% | 24 14%bHI | 13 7% | 13 8% | 19 10% | 37 14%bHI | 23 8% | 21 12% |
| Other (please specify) | 9 * | * * | 1 1% | 8 * | - - | - - | 1 * | 2 1% | - - | 1 1% | 2 1% | - - | 2 1% |
| Don't know | 120 6% | 6 3% | 10 10%AFgj | 104 6% | 4 5% | 8 4% | 8 5% | 13 7% | 8 5% | 9 5% | 24 9%AF | 20 7% | 9 5% |

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

*** small base; ** very small base (under 30) ineligible for sig testing**

IT Security Survey

ONLINE Fieldwork: 8th - 9th November 2017

Absolutes/col percents

Table 6

Q6. If an organisation that you used was affected by a data breach and your information was lost or stolen, what support, if any, would you expect them to provide as a result? Please select up to three options.

Base: All respondents

| | Total | Male by age | | | Female by age | | |
|--|-------------|--------------|--------------|----------------|---------------|---------------|-----------------|
| | | 18-34 (a) | 35-54 (b) | 55+ (c) | 18-34 (d) | 35-54 (e) | 55+ (f) |
| Unweighted base | 2033 | 216 | 336 | 424 | 355 | 337 | 365 |
| Weighted base | 2033 | 219 | 357 | 415 | 358 | 332 | 351 |
| Advice and support on what to do | 1314 65% | 102 47% | 207 58%A | 295 71%ABD | 199 56%a | 235 71%ABD | 275 78%ABCDE |
| Pursuing those responsible | 1104 54% | 107 49% | 177 50%d | 265 64%ABDE | 153 43% | 163 49% | 238 68%ABDE |
| Financial compensation | 1047 51% | 121 55%D | 190 53%D | 233 56%D | 158 44% | 166 50% | 178 51% |
| Web monitoring - alerts when your personal data is found online | 676 33% | 60 27% | 96 27% | 142 34%B | 138 39%AB | 115 35%B | 125 36%aB |
| Credit monitoring - alerts provided on credit activity e.g. a loan application | 564 28% | 43 20% | 113 32%A | 108 26% | 100 28%A | 102 31%A | 99 28%A |
| A discount on future services or goods | 210 10% | 34 15%CEF | 49 14%CEF | 27 6% | 51 14%CEF | 28 8% | 21 6% |
| Other (please specify) | 9 * | 3 1%e | 1 * | 1 * | 1 * | - | 3 1% |
| Don't know | 120 6% | 18 8%CF | 20 6%f | 17 4% | 37 10%BCEF | 19 6%F | 9 2% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b/c/d/e/f