



UKCLOUD DATA SECURITY POLL

Methodology: ComRes interviewed 2044 adults in the UK aged 18+ online between 26th and 27th April 2017. Data were weighted by age, gender, socio-economic grade and region to be representative of all UK adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

For information about commissioning research please contact simon.carter@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

Secure Data Survey
ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 1

Q.1 For each of the following types of personal data, how concerned are you about whether it is protected by companies and public services?

Summary**Base: All respondents**

	Types of Personal Data			
	Your health records (e.g. medical history or social care records)	Your personal data (e.g. financial/ tax records or criminal records)	Personally identifiable data (e.g. date of birth or address)	Social media content (e.g. Facebook posts)
Unweighted base	2044	2044	2044	2044
Weighted base	2044	2044	2044	2044
NET: Concerned	1324 65%	1538 75%	1475 72%	1123 55%
Very concerned (4)	641 31%	821 40%	671 33%	427 21%
Fairly concerned (3)	683 33%	716 35%	804 39%	696 34%
Not very concerned (2)	541 26%	364 18%	416 20%	535 26%
Not at all concerned (1)	112 5%	75 4%	91 4%	260 13%
NET: Not concerned	654 32%	439 21%	507 25%	796 39%
Don't know	66 3%	67 3%	62 3%	125 6%
Mean	2.94	3.16	3.04	2.67
Standard deviation	0.91	0.85	0.86	0.97
Standard error	0.02	0.02	0.02	0.02

Secure Data Survey

ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 2

Q.1 For each of the following types of personal data, how concerned are you about whether it is protected by companies and public services?

Your health records (e.g. medical history or social care records)

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)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)	
Unweighted base	2044	972	1072	217	340	339	340	306	502	611	528	433	472	260	844	
Weighted base	2044	996	1048	237	354	336	364	295	458	550	550	446	499	279	878	
NET: Concerned	1324 65%	615 62%	709 68%A	143 60%	212 60%	222 66%	225 62%	216 73%CD	306 67%de	373 68%J	337 61%	294 66%	321 64%	188 67%	546 62%	
Very concerned	(4) 31%	641 31%	310 32%	331 36%A	57 24%	107 30%	104 31%	113 31%	106 36%C	154 34%C	191 35%jk	164 30%	131 29%	155 31%	86 31%	266 30%
Fairly concerned	(3) 33%	683 31%	305 31%	379 36%A	86 36%	104 29%	118 35%	112 31%	110 37%D	153 33%	181 33%	172 31%	163 37%	166 33%	102 37%	280 32%
Not very concerned	(2) 26%	541 26%	295 30%B	246 24%	62 26%	100 28%G	85 25%	117 32%eGH	62 21%	115 25%	136 25%	168 31%IL	121 27%	117 23%	74 27%	256 29%
Not at all concerned	(1) 5%	112 5%	54 5%	58 6%	13 5%	24 7%	18 5%	14 4%	13 5%	30 6%	30 5%	33 6%	16 4%	33 7%k	16 6%	40 5%
NET: Not concerned	654 32%	349 35%B	305 29%	75 31%	125 35%G	103 31%	131 36%G	75 26%	144 32%g	166 30%	201 37%IKL	137 31%	150 30%	90 32%	295 34%	
Don't know	66 3%	32 3%	34 3%	19 8%EFGH	18 5%FGH	11 3%g	8 2%	3 1%	8 2%	11 2%	12 2%	14 3%	28 6%IJ	1 1%	37 4%M	
Mean	2.94	2.90	2.97	2.86	2.88	2.95	2.91	3.06CDF	2.95	2.99J	2.87	2.95	2.94	2.93	2.92	
Standard deviation	0.91	0.92	0.89	0.87	0.94	0.90	0.89	0.87	0.93	0.91	0.92	0.86	0.92	0.90	0.90	
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.06	0.03	

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

Secure Data Survey

ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 2

Q.1 For each of the following types of personal data, how concerned are you about whether it is protected by companies and public services?

Your health records (e.g. medical history or social care records)

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	2044	196	118	1730	91	235	184	138	129	221	259	298	175
Weighted base	2044	178	104	1762	86*	235	174	184	151	198	270	286	180
NET: Concerned	1324 65%	115 65%	72 69%j	1137 65%	51 59%	146 62%	111 64%	124 67%	96 64%	115 58%	185 69%J	188 66%j	120 67%
Very concerned	(4) 641 31%	62 35%Hi	40 38%HI	540 31%	27 31%	73 31%	52 30%	43 23%	37 25%	59 30%	102 38%HIjm	95 33%Hi	52 29%
Fairly concerned	(3) 683 33%	53 30%	32 31%	598 34%	24 28%	74 31%	60 34%	81 44%AbEFgJKL	59 39%j	56 29%	83 31%	93 33%	67 37%j
Not very concerned	(2) 541 26%	47 26%	28 27%	467 27%	26 30%	63 27%	46 26%	47 26%	43 29%	63 32%k	63 23%	71 25%	45 25%
Not at all concerned	(1) 112 5%	7 4%	4 4%	100 6%	6 7%	15 6%	12 7%	7 4%	8 5%	15 7%	11 4%	16 6%	11 6%
NET: Not concerned	654 32%	54 30%	32 31%	567 32%	32 37%	78 33%	58 33%	55 30%	51 34%	77 39%ahKL	74 27%	87 31%	56 31%
Don't know	66 3%	8 5%B	- -	58 3%b	3 4%b	11 5%B	4 3%	5 3%	3 2%	6 3%b	11 4%B	10 4%b	4 2%
Mean	2.94	3.00j	3.03j	2.92	2.87	2.91	2.90	2.89	2.85	2.83	3.07fghIJ	2.97	2.92
Standard deviation	0.91	0.91	0.91	0.91	0.96	0.93	0.92	0.81	0.86	0.95	0.90	0.92	0.89
Standard error	0.02	0.07	0.08	0.02	0.10	0.06	0.07	0.07	0.08	0.06	0.06	0.05	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**

Secure Data Survey

ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 3

Q.1 For each of the following types of personal data, how concerned are you about whether it is protected by companies and public services?

Your personal data (e.g. financial/ tax records or criminal records)

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)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)	
Unweighted base	2044	972	1072	217	340	339	340	306	502	611	528	433	472	260	844	
Weighted base	2044	996	1048	237	354	336	364	295	458	550	550	446	499	279	878	
NET: Concerned	1538 75%	738 74%	799 76%	166 70%	265 75%	249 74%	257 71%	232 79%CF	369 81%CdEF	432 79%jl	405 74%	337 76%	365 73%	209 75%	641 73%	
Very concerned	(4) 40%	821 42%	416 39%	405 34%	81 37%	129 38%	128 39%	143 46%CDe	134 45%CDe	206 46%JKL	252 39%	216 38%	170 37%	184 37%	104 37%	348 40%
Fairly concerned	(3) 35%	716 32%	323 38%A	394 36%	85 38%f	136 36%	121 36%	115 32%	98 33%	163 36%	180 33%	189 34%	167 37%	181 36%	105 38%	293 33%
Not very concerned	(2) 18%	364 19%	189 17%	174 17%	41 16%	55 16%	65 19%h	89 24%cDGH	48 16%	66 14%	88 16%	115 21%i	77 17%	84 17%	54 19%	172 20%
Not at all concerned	(1) 4%	75 4%	38 4%	38 4%	13 6%f	13 4%	12 4%	9 2%	9 3%	20 4%	18 3%	18 3%	16 4%	23 5%	15 5%n	27 3%
NET: Not concerned	439 21%	227 23%	212 20%	54 23%	68 19%	78 23%	97 27%DGH	57 19%	85 19%	106 19%	132 24%i	94 21%	107 21%	69 25%	199 23%	
Don't know	67 3%	30 3%	37 4%	17 7%EFGH	21 6%efGH	9 3%h	10 3%h	6 2%	4 1%	12 2%	13 2%	15 3%	27 6%IJ	1 *	38 4%M	
Mean	3.16	3.16	3.15	3.06	3.15	3.12	3.10	3.24Cef	3.22Cef	3.24JKL	3.12	3.14	3.11	3.07	3.15	
Standard deviation	0.85	0.87	0.84	0.89	0.83	0.86	0.86	0.84	0.85	0.84	0.86	0.84	0.87	0.89	0.85	
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.04	0.04	0.06	0.03	

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

Secure Data Survey

ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 3

Q.1 For each of the following types of personal data, how concerned are you about whether it is protected by companies and public services?

Your personal data (e.g. financial/ tax records or criminal records)

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	2044	196	118	1730	91	235	184	138	129	221	259	298	175
Weighted base	2044	178	104	1762	86*	235	174	184	151	198	270	286	180
NET: Concerned	1538 75%	136 77%	86 83% ^{dE} _{fj}	1315 75%	58 68%	171 73%	139 80% ^E	139 75%	111 73%	144 73%	206 76%	210 74%	138 77%
Very concerned	(4) 821 40%	69 39%	49 47% ⁱ	703 40%	36 42%	90 38%	69 40%	68 37%	53 35%	78 39%	121 45% ⁱ	113 40%	76 42%
Fairly concerned	(3) 716 35%	67 38% ^e	37 36%	612 35%	22 26%	81 35%	70 40% ^E _k	71 38% ^e	58 38% ^e	66 33%	85 32%	97 34%	62 34%
Not very concerned	(2) 364 18%	29 16%	15 14%	319 18%	23 27% ^a _{BG} ^{Klm}	47 20%	24 14%	32 17%	33 22% ^g	38 19%	40 15%	52 18%	31 17%
Not at all concerned	(1) 75 4%	6 4%	2 2%	67 4%	2 2%	9 4%	5 3%	8 4%	5 3%	9 5%	9 3%	13 4%	6 3%
NET: Not concerned	439 21%	35 20%	17 17%	386 22%	25 29% ^{BG} _K	57 24% ^g	29 17%	40 22%	38 25% ^g	47 24%	49 18%	64 23%	38 21%
Don't know	67 3%	6 3%	1 1%	60 3%	3 3%	7 3%	5 3%	5 3%	3 2%	7 4%	15 6% ^{Bi}	11 4%	4 2%
Mean	3.16	3.16	3.29 ^{fi}	3.15	3.10	3.11	3.21	3.11	3.07	3.11	3.25 ^{fi}	3.13	3.18
Standard deviation	0.85	0.84	0.79	0.86	0.90	0.87	0.80	0.86	0.85	0.89	0.84	0.88	0.85
Standard error	0.02	0.06	0.07	0.02	0.09	0.06	0.06	0.07	0.08	0.06	0.05	0.05	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**

Secure Data Survey

ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 4

Q.1 For each of the following types of personal data, how concerned are you about whether it is protected by companies and public services?

Personally identifiable data (e.g. date of birth or address)

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)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2044	972	1072	217	340	339	340	306	502	611	528	433	472	260	844
Weighted base	2044	996	1048	237	354	336	364	295	458	550	550	446	499	279	878
NET: Concerned	1475 72%	681 68%	794 76%A	165 69%	253 71%	237 71%	255 70%	227 77%cf	338 74%	411 75%	392 71%	317 71%	354 71%	201 72%	617 70%
Very concerned	(4) 33%	671 31%	306 35%a	68 29%	107 30%	110 33%	112 31%	116 39%CDF	158 34%	202 37%kl	181 33%	132 30%	156 31%	88 32%	281 32%
Fairly concerned	(3) 39%	804 38%	429 41%	97 41%	146 41%	127 38%	144 39%	110 37%	181 39%	209 38%	211 38%	185 42%	198 40%	113 41%	336 38%
Not very concerned	(2) 20%	416 24%B	176 17%	41 17%	62 17%	74 22%	91 25%cd	58 20%	91 20%	102 19%	119 22%	99 22%	96 19%	64 23%	190 22%
Not at all concerned	(1) 4%	91 5%	43 4%	15 6%fG	22 6%fG	14 4%g	10 3%	5 2%	24 5%fG	25 4%	26 5%	17 4%	24 5%	10 4%	36 4%
NET: Not concerned	507 25%	288 29%B	219 21%	56 24%	83 23%	88 26%	101 28%g	63 21%	115 25%	126 23%	145 26%	116 26%	119 24%	75 27%	226 26%
Don't know	62 3%	27 3%	35 3%	17 7%EFfGH	18 5%fGH	10 3%h	8 2%	5 2%	5 1%	12 2%	12 2%	12 3%	26 5%IJk	3 1%	35 4%M
Mean	3.04	2.97	3.10A	2.99	3.01	3.02	3.00	3.16CDeFh	3.04	3.09k	3.02	3.00	3.03	3.01	3.02
Standard deviation	0.86	0.87	0.83	0.88	0.87	0.86	0.83	0.81	0.87	0.86	0.87	0.83	0.86	0.84	0.85
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.04	0.04	0.04	0.04	0.05	0.03

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

Secure Data Survey

ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 4

Q.1 For each of the following types of personal data, how concerned are you about whether it is protected by companies and public services?

Personally identifiable data (e.g. date of birth or address)

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	2044	196	118	1730	91	235	184	138	129	221	259	298	175
Weighted base	2044	178	104	1762	86*	235	174	184	151	198	270	286	180
NET: Concerned	1475 72%	129 72%	88 85%DAEFGIJKLM	1258 71%	56 65%	160 68%	124 72%	139 76%	105 70%	137 69%	202 75%e	205 72%	132 73%
Very concerned	(4) 671 33%	57 32%	35 34%	579 33%	31 36%	78 33%	56 32%	48 26%	38 25%	67 34%	105 39%HI	92 32%	63 35%i
Fairly concerned	(3) 804 39%	71 40%e	53 51%DaEFGJKLM	679 39%	24 28%	82 35%	69 40%e	91 49%EFJKlm	67 44%Ef	70 35%	97 36%	112 39%e	68 38%
Not very concerned	(2) 416 20%	36 20%	14 14%	366 21%b	23 27%Bh	54 23%b	36 21%	29 16%	34 22%	40 20%	56 21%	57 20%	36 20%
Not at all concerned	(1) 91 4%	6 4%K	2 2%	83 5%	3 4%k	14 6%bK	9 5%K	11 6%K	9 6%K	15 7%BK	2 1%	14 5%K	7 4%K
NET: Not concerned	507 25%	42 24%b	16 15%	449 25%B	26 30%B	69 29%Bk	45 26%B	40 22%	43 28%B	55 28%B	58 22%	71 25%b	43 24%
Don't know	62 3%	7 4%B	- -	55 3%b	4 5%B	7 3%b	4 3%	5 3%	3 2%	7 3%b	10 4%b	10 3%b	5 3%
Mean	3.04	3.05	3.17fhlj	3.03	3.02	2.98	3.01	2.99	2.91	2.99	3.17FgHIJl	3.03	3.08
Standard deviation	0.86	0.83	0.72	0.86	0.91	0.91	0.87	0.82	0.85	0.93	0.79	0.86	0.85
Standard error	0.02	0.06	0.07	0.02	0.10	0.06	0.06	0.07	0.08	0.06	0.05	0.05	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**

Secure Data Survey

ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 5

Q.1 For each of the following types of personal data, how concerned are you about whether it is protected by companies and public services?

Social media content (e.g. Facebook posts)

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)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)	
Unweighted base	2044	972	1072	217	340	339	340	306	502	611	528	433	472	260	844	
Weighted base	2044	996	1048	237	354	336	364	295	458	550	550	446	499	279	878	
NET: Concerned	1123 55%	495 50%	628 60%A	147 62%FGH	217 61%FGH	187 56%	188 52%	153 52%	231 51%	297 54%	304 55%	248 56%	274 55%	158 57%	480 55%	
Very concerned	(4) 21%	427 19%	186 23%A	241 14%	32 24%C	85 19%	65 21% _c	75 22%C	66 23%C	105 22%	121 22%	109 20%	100 23%	97 20%	58 21%	180 21%
Fairly concerned	(3) 34%	696 31%	309 37%A	387 48%DEFGH	115 37%gH	132 36%gH	122 31%	113 30%	87 28%	126 32%	176 35%	148 33%	177 35%	101 36%	300 34%	
Not very concerned	(2) 26%	535 29%B	285 24%	250 27% _h	64 23%	82 30% _{dH}	102 31% _{DH}	114 28% _H	82 20%	92 26%	144 27%	151 26%	117 25%	123 31%	257 29%	
Not at all concerned	(1) 13%	260 16%B	156 10%	105 4%	8 10%C	36 9%C	31 12%C	42 15% _{CE}	44 22% _{CDEFG}	99 13%	74 13%	69 12%	55 13%	63 9%	94 11%	
NET: Not concerned	796 39%	441 44%B	355 34%	72 30%	118 33%	133 40% _C	156 43% _{CD}	125 43% _{CD}	191 42% _{CD}	218 40%	220 40%	172 39%	186 37%	113 40%	351 40%	
Don't know	125 6%	60 6%	66 6%	19 8%	18 5%	16 5%	20 5%	17 6%	36 8% _e	35 6%	26 5%	26 6%	39 8% _j	8 3%	46 5%	
Mean	2.67	2.56	2.78 _A	2.78 _{gH}	2.79 _{fgH}	2.69	2.64	2.63	2.56	2.67	2.66	2.70	2.67	2.70	2.68	
Standard deviation	0.97	0.99	0.94	0.74	0.94	0.90	0.96	1.01	1.10	0.99	0.95	0.98	0.96	0.91	0.94	
Standard error	0.02	0.03	0.03	0.05	0.05	0.05	0.05	0.06	0.05	0.04	0.04	0.05	0.05	0.06	0.03	

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

Secure Data Survey

ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 5

Q.1 For each of the following types of personal data, how concerned are you about whether it is protected by companies and public services?

Social media content (e.g. Facebook posts)

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	2044	196	118	1730	91	235	184	138	129	221	259	298	175
Weighted base	2044	178	104	1762	86*	235	174	184	151	198	270	286	180
NET: Concerned	1123 55%	90 51%	67 64% ^d	966 55% ^{AHlJl}	50 58%	133 57%	98 56%	94 51%	72 48%	97 49%	161 60% ^a	155 54%	107 59% ^{ij}
Very concerned	(4) 427 21%	34 19%	25 24%	369 21%	21 25%	49 21%	31 18%	33 18%	33 22%	37 18%	67 25%	56 20%	43 24%
Fairly concerned	(3) 696 34%	56 32%	42 40% ^{lj}	598 34%	29 34%	84 36% ⁱ	67 39% ^l	62 34%	39 26%	60 31%	94 35% ⁱ	98 34%	64 35% ⁱ
Not very concerned	(2) 535 26%	47 27%	31 30%	457 26%	21 24%	58 25%	49 29%	49 26%	45 30%	53 27%	62 23%	82 29% ^m	38 21%
Not at all concerned	(1) 260 13%	27 15% ^B	5 5%	229 13% ^B	12 14% ^B	30 13% ^B	17 10%	29 16% ^B	20 13% ^B	30 15% ^B	33 12% ^B	34 12% ^B	23 13% ^B
NET: Not concerned	796 39%	74 42%	36 34%	686 39%	33 38%	88 38%	67 39%	78 42%	66 43%	83 42%	95 35%	116 41%	61 34%
Don't know	125 6%	14 8% ^B	2 2%	110 6% ^b	3 4%	14 6% ^b	9 5%	12 6% ^b	14 9% ^B	18 9% ^B	14 5%	15 5%	12 7% ^b
Mean	2.67	2.59	2.84 ^d	2.67 ^{AHlJl}	2.72	2.68	2.67	2.57	2.62	2.58	2.76 ^h	2.65	2.76
Standard deviation	0.97	0.99	0.84	0.97	1.01	0.97	0.90	0.99	1.01	1.00	0.98	0.95	0.99
Standard error	0.02	0.07	0.08	0.02	0.11	0.07	0.07	0.09	0.09	0.07	0.06	0.06	0.08

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**

Secure Data Survey

ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 6

Q.2 There have been recent reports of cyber attacks and foreign surveillance activities that could mean your personal data is less secure. To what extent do you trust each of the following to securely store and process personal data?

Summary

Base: All respondents

		Organisations		
		Secure government networks (not on the internet)	UK-based businesses (bound by UK data protection law)	Non-UK based businesses (bound by non-UK data protection law)
Unweighted base		2044	2044	2044
Weighted base		2044	2044	2044
NET: Likely to trust		1280 63%	1188 58%	304 15%
Very likely to trust	(4)	285 14%	121 6%	27 1%
Fairly likely to trust	(3)	995 49%	1067 52%	276 14%
Fairly unlikely to trust	(2)	319 16%	417 20%	695 34%
Very unlikely to trust	(1)	171 8%	183 9%	727 36%
NET: Unlikely to trust		490 24%	600 29%	1422 70%
Don't know		274 13%	255 12%	318 16%
Mean		2.79	2.63	1.77
Standard deviation		0.83	0.76	0.77
Standard error		0.02	0.02	0.02

Secure Data Survey

ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 7

Q.2 There have been recent reports of cyber attacks and foreign surveillance activities that could mean your personal data is less secure. To what extent do you trust each of the following to securely store and process personal data?

Secure government networks (not on the internet)

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)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2044	972	1072	217	340	339	340	306	502	611	528	433	472	260	844
Weighted base	2044	996	1048	237	354	336	364	295	458	550	550	446	499	279	878
NET: Likely to trust	1280 63%	636 64%	643 61%	141 60%	217 61%	200 60%	205 56%	195 66%F	322 70%CDEF	376 68%jKL	349 63%I	270 61%	285 57%	179 64%	528 60%
Very likely to trust	(4) 285 14%	153 15%b	132 13%	36 15%	63 18%EF	36 11%	38 10%	44 15%	69 15%ef	92 17%kl	77 14%	56 12%	61 12%	36 13%	117 13%
Fairly likely to trust	(3) 995 49%	483 49%	511 49%	105 44%	154 44%	165 49%	167 46%	151 51%d	252 55%CDF	285 52%L	272 49%	215 48%	223 45%	143 51%	410 47%
Fairly unlikely to trust	(2) 319 16%	166 17%	153 15%	34 14%	57 16%	58 17%	64 18%g	37 13%	69 15%	99 18%jkl	76 14%	61 14%	82 17%	57 21%n	138 16%
Very unlikely to trust	(1) 171 8%	92 9%	79 8%	18 8%	28 8%	27 8%	35 10%	32 11%H	31 7%	39 7%	41 8%	45 10%i	45 9%	16 6%	84 10%m
NET: Unlikely to trust	490 24%	258 26%b	232 22%	52 22%	85 24%	85 25%	100 27%h	69 24%	99 22%	138 25%	118 21%	107 24%	128 26%	73 26%	222 25%
Don't know	274 13%	101 10%	173 16%A	44 19%GH	52 15%H	50 15%H	60 16%GH	31 10%	37 8%	36 7%	83 15%I	68 15%I	86 17%I	27 10%	128 15%m
Mean	2.79	2.78	2.80	2.83f	2.83F	2.73	2.68	2.78	2.86EF	2.83I	2.82	2.74	2.73	2.79	2.75
Standard deviation	0.83	0.85	0.80	0.84	0.86	0.80	0.84	0.87	0.77	0.80	0.81	0.85	0.85	0.76	0.85
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.05	0.04	0.03	0.04	0.04	0.04	0.05	0.03

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

Secure Data Survey

ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 7

Q.2 There have been recent reports of cyber attacks and foreign surveillance activities that could mean your personal data is less secure. To what extent do you trust each of the following to securely store and process personal data?

Secure government networks (not on the internet)

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	2044	196	118	1730	91	235	184	138	129	221	259	298	175
Weighted base	2044	178	104	1762	86*	235	174	184	151	198	270	286	180
NET: Likely to trust	1280 63%	112 63%	68 65%	1100 62%	55 64%	155 66%	113 65%	118 64%	90 59%	115 58%	162 60%	184 64%	109 61%
Very likely to trust	(4) 285 14%	23 13%	13 13%	249 14%	8 10%	41 17%J	28 16%j	29 16%	24 16%	19 10%	34 13%	42 15%	24 13%
Fairly likely to trust	(3) 995 49%	90 50%	55 52%	850 48%	46 54%	115 49%	84 49%	88 48%	66 44%	96 48%	128 47%	142 50%	85 47%
Fairly unlikely to trust	(2) 319 16%	20 11%	18 18%	280 16%	10 11%	32 14%	30 17%	30 16%	27 18%	32 16%	49 18%a	44 16%	27 15%
Very unlikely to trust	(1) 171 8%	18 10%H	11 10%H	143 8%	11 13%HI	19 8%h	14 8%	6 3%	11 7%	21 11%H	23 8%h	19 7%	19 11%H
NET: Unlikely to trust	490 24%	38 21%	29 28%	423 24%	21 24%	51 22%	43 25%	36 20%	38 25%	53 27%	72 27%	63 22%	46 26%
Don't know	274 13%	28 15%B	7 7%	239 14%B	10 12%	28 12%	18 10%	30 16%B	23 15%b	30 15%B	36 13%b	39 14%b	25 14%b
Mean	2.79	2.78	2.73	2.79	2.69	2.85j	2.82	2.91beJkm	2.80	2.68	2.74	2.84j	2.73
Standard deviation	0.83	0.84	0.84	0.82	0.86	0.84	0.83	0.74	0.84	0.84	0.83	0.79	0.87
Standard error	0.02	0.07	0.08	0.02	0.10	0.06	0.06	0.07	0.08	0.06	0.06	0.05	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**

Secure Data Survey

ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 8

Q.2 There have been recent reports of cyber attacks and foreign surveillance activities that could mean your personal data is less secure.

To what extent do you trust each of the following to securely store and process personal data?

UK-based businesses (bound by UK data protection law)

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)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2044	972	1072	217	340	339	340	306	502	611	528	433	472	260	844
Weighted base	2044	996	1048	237	354	336	364	295	458	550	550	446	499	279	878
NET: Likely to trust	1188 58%	557 56%	632 60% ^a	124 52%	204 58%	188 56%	201 55%	173 59%	299 65% ^{CDEFg}	325 59%	327 59%	251 56%	285 57%	162 58%	497 57%
Very likely to trust	(4) 121 6%	51 5%	70 7%	18 8% ^{eg}	26 7% ^{eg}	13 4%	26 7% ^e	12 4%	26 6%	36 6%	26 5%	23 5%	36 7%	22 8%	54 6%
Fairly likely to trust	(3) 1067 52%	506 51%	561 54%	106 44%	178 50%	175 52%	175 48%	161 55% ^C	273 59% ^{CDEF}	290 53%	300 55%	228 51%	249 50%	139 50%	442 50%
Fairly unlikely to trust	(2) 417 20%	243 24% ^B	175 17%	49 21%	67 19%	67 20%	72 20%	60 20%	102 22%	134 24% ^{Jk}	97 18%	86 19%	100 20%	67 24% ⁿ	164 19%
Very unlikely to trust	(1) 183 9%	104 10% ^B	79 8%	13 5%	31 9%	29 9%	40 11% ^C	34 11% ^C	37 8%	54 10%	49 9%	40 9%	40 8%	22 8%	90 10%
NET: Unlikely to trust	600 29%	346 35% ^B	254 24%	62 26%	97 28%	97 29%	111 31%	93 32%	139 30%	188 34% ^{JkL}	146 27%	126 28%	140 28%	90 32%	254 29%
Don't know	255 12%	92 9%	163 16% ^A	51 22% ^{deFGH}	53 15% ^{gH}	51 15% ^{gH}	52 14% ^H	28 10% ^H	20 4%	36 7%	77 14% ^l	68 15% ^l	74 15% ^l	28 10%	127 14% ^m
Mean	2.63	2.56	2.70 ^A	2.69	2.66	2.60	2.60	2.57	2.66	2.60	2.64	2.62	2.66	2.64	2.61
Standard deviation	0.76	0.77	0.74	0.74	0.78	0.73	0.81	0.77	0.72	0.77	0.74	0.76	0.77	0.77	0.79
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.05	0.05	0.03	0.03	0.03	0.04	0.04	0.05	0.03

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

Secure Data Survey

ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 8

Q.2 There have been recent reports of cyber attacks and foreign surveillance activities that could mean your personal data is less secure.

To what extent do you trust each of the following to securely store and process personal data?

UK-based businesses (bound by UK data protection law)

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	2044	196	118	1730	91	235	184	138	129	221	259	298	175
Weighted base	2044	178	104	1762	86*	235	174	184	151	198	270	286	180
NET: Likely to trust	1188 58%	102 58%	65 62%j	1021 58%	50 58%	152 65%JKm	106 61%j	108 59%	90 60%	101 51%	147 55%	168 59%	99 55%
Very likely to trust	(4) 121 6%	9 5%	8 7%	105 6%	8 9%L	13 6%	9 5%	17 9%L	6 4%	10 5%	16 6%	10 3%	17 9%L
Fairly likely to trust	(3) 1067 52%	94 53%	57 55%	916 52%	42 49%	138 59%JKM	97 56%jm	92 50%	84 56%	91 46%	132 49%	158 55%jm	82 46%
Fairly unlikely to trust	(2) 417 20%	33 19%	22 21%	362 21%	15 18%	33 14%	38 22%f	37 20%	33 22%f	53 27%aFlm	63 23%F	56 20%	34 19%
Very unlikely to trust	(1) 183 9%	18 10%h	12 11%h	154 9%	9 11%	21 9%	13 8%	9 5%	9 6%	21 10%h	24 9%	25 9%	23 13%Hi
NET: Unlikely to trust	600 29%	51 29%	33 32%f	516 29%	24 28%	54 23%	51 30%	46 25%	42 28%	74 37%aFHL	87 32%F	80 28%	57 32%f
Don't know	255 12%	24 14%B	6 6%	225 13%B	12 13%b	29 12%b	16 9%	30 16%Bg	18 12%	23 12%	35 13%b	38 13%B	24 14%b
Mean	2.63	2.61	2.62	2.63	2.65	2.70J	2.64	2.75Jk	2.66	2.52	2.59	2.62	2.59
Standard deviation	0.76	0.77	0.80	0.75	0.83	0.74	0.72	0.72	0.68	0.78	0.76	0.72	0.87
Standard error	0.02	0.06	0.08	0.02	0.09	0.05	0.06	0.07	0.06	0.06	0.05	0.04	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**

Secure Data Survey

ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 9

Q.2 There have been recent reports of cyber attacks and foreign surveillance activities that could mean your personal data is less secure.

To what extent do you trust each of the following to securely store and process personal data?

Non-UK based businesses (bound by non-UK data protection law)

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)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2044	972	1072	217	340	339	340	306	502	611	528	433	472	260	844
Weighted base	2044	996	1048	237	354	336	364	295	458	550	550	446	499	279	878
NET: Likely to trust	304 15%	149 15%	154 15%	43 18%GH	82 23%FGH	69 21%fGH	53 15%GH	21 7%	35 8%	102 19%JL	74 13%	66 15%	62 12%	49 17%	161 18%
Very likely to trust	(4) 27 1%	13 1%	14 1%	1 1%	11 3%cGH	4 1%	5 1%	2 1%	4 1%	8 1%	4 1%	10 2%j	5 1%	5 2%	15 2%
Fairly likely to trust	(3) 276 14%	136 14%	140 13%	42 18%GH	71 20%FGH	65 19%FGH	49 13%GH	19 6%	32 7%	94 17%jKL	70 13%	56 12%	57 11%	44 16%	145 17%
Fairly unlikely to trust	(2) 695 34%	363 36%B	333 32%	77 33%	120 34%	130 39%f	114 31%	98 33%	156 34%	178 32%	199 36%l	167 37%L	151 30%	114 41%N	288 33%
Very unlikely to trust	(1) 727 36%	373 37%	354 34%	63 27%	87 25%	79 23%	139 38%CDE	138 47%CDEF	221 48%CDEF	218 40%JK	178 32%	142 32%	188 38%k	86 31%	282 32%
NET: Unlikely to trust	1422 70%	735 74%B	687 65%	141 59%	207 58%	209 62%	253 69%CDe	237 80%CDEF	377 82%CDEF	396 72%	378 69%	309 69%	339 68%	199 71%n	570 65%
Don't know	318 16%	111 11%	207 20%A	54 23%fGH	65 18%gH	58 17%H	58 16%H	37 13%	46 10%	52 9%	98 18%l	70 16%l	98 20%l	31 11%	147 17%M
Mean	1.77	1.76	1.78	1.89fGH	2.02FGH	1.98FGH	1.74GH	1.55	1.56	1.78	1.78	1.82L	1.70	1.87	1.86
Standard deviation	0.77	0.76	0.78	0.77	0.84	0.76	0.78	0.66	0.67	0.80	0.73	0.78	0.76	0.77	0.81
Standard error	0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.04	0.03	0.03	0.03	0.04	0.04	0.05	0.03

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

Secure Data Survey

ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 9

Q.2 There have been recent reports of cyber attacks and foreign surveillance activities that could mean your personal data is less secure.

To what extent do you trust each of the following to securely store and process personal data?

Non-UK based businesses (bound by non-UK data protection law)

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	2044	196	118	1730	91	235	184	138	129	221	259	298	175
Weighted base	2044	178	104	1762	86*	235	174	184	151	198	270	286	180
NET: Likely to trust	304 15%	30 17% ^m	19 18% ^M	255 14%	13 15%	42 18% ^M	24 14%	33 18% ^M	22 14%	24 12%	41 15% ^m	39 14%	17 9%
Very likely to trust	(4) 27 1%	1 1%	- -	26 1%	1 1%	2 1%	1 *	7 4% ^{abfGJLM}	1 1%	1 1%	10 4% ^{abfGJLM}	2 1%	- -
Fairly likely to trust	(3) 276 14%	28 16% ^m	19 18% ^M	229 13%	12 14%	39 17% ^M	23 13%	26 14%	20 14%	23 11%	32 12%	37 13%	17 9%
Fairly unlikely to trust	(2) 695 34%	57 32%	31 29%	608 35%	26 30%	82 35%	77 45% ^{ABEFHIJKM}	56 30%	49 32%	66 33%	86 32%	106 37%	60 34%
Very unlikely to trust	(1) 727 36%	59 33%	44 42% ^{fgh}	625 35%	34 40%	73 31%	53 31%	54 29%	60 40% ^h	77 39% ^{fh}	101 37%	100 35%	72 40% ^{fgh}
NET: Unlikely to trust	1422 70%	115 65%	74 71% ^h	1233 70%	60 70%	155 66%	131 75% ^{AfH}	110 60%	109 72% ^h	143 72% ^H	187 69% ^h	206 72% ^H	132 74% ^{aH}
Don't know	318 16%	33 18% ^{bg}	11 10%	275 16%	13 15%	38 16%	19 11%	40 22% ^{BGI}	20 14%	31 16%	41 15%	41 15%	31 17%
Mean	1.77	1.81 ^M	1.74	1.77	1.72	1.85 ^{JM}	1.82 ^M	1.91 ^{JM}	1.71	1.69	1.78 ^m	1.76	1.63
Standard deviation	0.77	0.78	0.78	0.77	0.79	0.78	0.70	0.87	0.76	0.73	0.84	0.73	0.68
Standard error	0.02	0.06	0.08	0.02	0.09	0.06	0.05	0.08	0.07	0.05	0.06	0.05	0.06

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**

Secure Data Survey
ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 10

Q.3 The UK government holds various personal data about you (e.g. medical records, tax records etc). Should the UK government seek your permission before storing and processing your personal data with non-UK businesses (bound by non-UK data protection law)?

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)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2044	972	1072	217	340	339	340	306	502	611	528	433	472	260	844
Weighted base	2044	996	1048	237	354	336	364	295	458	550	550	446	499	279	878
Yes - they should seek my permission	1685 82%	834 84%	851 81%	195 82%	282 80%	273 81%	302 83%	248 84%	386 84%	451 82%	442 80%	359 81%	432 87% ^{iJK}	234 84%	706 80%
No - I trust them to decide what is best	238 12%	124 12%	115 11%	19 8%	46 13%	39 12%	37 10%	36 12%	62 13% ^c	76 14% ^L	66 12% ^l	56 13% ^L	40 8%	34 12%	105 12%
Don't know	121 6%	38 4%	83 8% ^A	23 10% ^{GH}	26 7% ^{gH}	23 7% ^H	26 7% ^{gH}	11 4%	11 2%	22 4%	41 8% ^l	30 7% ⁱ	27 5%	12 4%	67 8% ^m

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

Secure Data Survey

ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 10

Q.3 The UK government holds various personal data about you (e.g. medical records, tax records etc). Should the UK government seek your permission before storing and processing your personal data with non-UK businesses (bound by non-UK data protection law)?

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	2044	196	118	1730	91	235	184	138	129	221	259	298	175
Weighted base	2044	178	104	1762	86*	235	174	184	151	198	270	286	180
Yes - they should seek my permission	1685 82%	150 84%	86 82%	1450 82%	73 85%	186 79%	145 84%	154 84%	122 81%	159 80%	226 84%	238 83%	146 82%
No - I trust them to decide what is best	238 12%	18 10%	13 13%	207 12%	10 12%	37 16%	19 11%	18 10%	15 10%	29 15%	28 10%	30 10%	22 12%
Don't know	121 6%	10 6%	5 5%	105 6%	3 4%	12 5%	10 6%	12 6%	14 9%	10 5%	15 6%	18 6%	11 6%

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**

Secure Data Survey

ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 11
Q.4 Which of the following best reflects your view when it comes to the UK government working with businesses?
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)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2044	972	1072	217	340	339	340	306	502	611	528	433	472	260	844
Weighted base	2044	996	1048	237	354	336	364	295	458	550	550	446	499	279	878
The UK government should always work with UK businesses regardless of their price and service	419 20%	197 20%	222 21%	38 16%	83 23% ^c	67 20%	72 20%	66 22% ^c	92 20%	110 20% ^J	80 15%	117 26% ^{IJ}	112 23% ^J	47 17%	179 20%
The UK government should prioritise working with UK businesses if the price and service is comparable with non-UK businesses	1133 55%	603 61% ^B	530 51%	117 49%	162 46%	175 52%	208 57% ^{cD}	184 63% ^{CDE}	288 63% ^{CDE}	341 62% ^{KL}	341 62% ^{KL}	220 49%	231 46%	168 60%	474 54%
The UK government should not take where a company is based into account when deciding who to work with	199 10%	96 10%	104 10%	30 13% ^{GH}	50 14% ^{GH}	36 11% ^G	36 10% ^G	13 5%	34 7%	59 11%	53 10%	41 9%	46 9%	38 14%	94 11%
Don't know	293 14%	100 10%	193 18% ^A	52 22% ^{FGH}	60 17% ^{GH}	57 17% ^{GH}	48 13%	31 10%	44 10%	40 7%	76 14% ^I	68 15% ^I	109 22% ^{IJK}	26 9%	130 15% ^M

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

Secure Data Survey

ONLINE Fieldwork: 26th-27th April 2017

Absolutes/col percents

Table 11
Q.4 Which of the following best reflects your view when it comes to the UK government working with businesses?
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	2044	196	118	1730	91	235	184	138	129	221	259	298	175
Weighted base	2044	178	104	1762	86*	235	174	184	151	198	270	286	180
The UK government should always work with UK businesses regardless of their price and service	419 20%	44 25%gK	26 25%gK	349 20%	16 19%	54 23%K	29 17%	36 20%	37 25%K	39 20%k	36 14%	64 22%K	37 21%k
The UK government should prioritise working with UK businesses if the price and service is comparable with non-UK businesses	1133 55%	102 57%	57 55%	974 55%	45 52%	124 53%	105 60%l	102 56%	73 48%	108 54%	163 60%l	162 57%	93 52%
The UK government should not take where a company is based into account when deciding who to work with	199 10%	12 7%	5 5%	182 10%	11 12%b	28 12%b	17 10%	21 11%	18 12%b	21 11%	28 10%	24 8%	15 8%
Don't know	293 14%	20 11%	16 15%	258 15%	14 17%	29 12%	23 13%	24 13%	23 15%	30 15%	43 16%	35 12%	35 19%Afl

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**