

2238: MONETISATION OF DATA

Q2. Which of the following age groups do you fall into?

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
16 - 24	16	15	18	100						7	19	19	27	21	24	36	10	20	9	18	10	11	4		2
25 - 34	23	22	25		100					22	24	27	26	15	20	16	26	18	17	31	33	18	31	17	11
35 - 44	23	22	23			100				22	22	25	28	18	23	16	23	27	29	18	24	26	27	30	36
45 - 54	16	18	14				100			23	16	15	7	7	7	9	7	11	15	15	14	29	23	27	39
55+	22	23	21					100	100	25	19	15	13	40	26	23	33	24	30	19	19	15	16	25	12
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q2. Which of the following age groups do you fall into?

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
16 - 24	16	16	20	11	39	25	18	9	10	24	5	25	13	15	17	23	14	19	19	19
25 - 34	23	23	13	29	8	31	26	16	7	29	14	34	26	25	22	18	25	21	26	27
35 - 44	23	23	43	27	33	23	23	24	23	25	19	24	23	22	25	20	22	23	22	20
45 - 54	16	16	20	21	11	14	15	16	24	12	21	12	17	14	17	16	15	17	15	16
55+	22	22	3	12	8	7	18	36	36	9	41	4	21	24	19	24	23	21	18	18
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q3. Do you have access to the internet; this could be at home, at work, at a different location or via your mobile phone?

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Yes, internet access at home (dial up or broadband)	99	98	99	98	99	99	97	98	99	98	98	97	99	98	95	98	99	97	99	96	99	99	100	100	
Yes, internet access using the mobile phone network and a usb dongle plugged into a laptop	2	3	2	3	1	4	3	1	3	2	1	2	2	2	6	2	1	3	1	1	4	1	4		
Yes, internet access at work	41	41	40	27	51	49	53	31	3	54	50	34	19	4	12	30	17	18	21	41	52	53	67	64	72
Yes, internet access elsewhere	3	3	3	7	1	5	2	1	1	2	4	3	3	3	13	2	2	4	4	2	4	1	4	14	
Yes, internet access via mobile phone	22	23	21	34	30	22	20	10	23	25	25	20	10	15	16	20	10	9	17	25	29	26	38	44	
No internet access																									
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q3. Do you have access to the internet; this could be at home, at work, at a different location or via your mobile phone?

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Yes, internet access at home (dial up or broadband)	99	100	91	99	78	99	100	87	99	98	98	98	99	99	99	98	99	99	99	98
Yes, internet access using the mobile phone network and a usb dongle plugged into a laptop	2	2	100	4	4	5	2	2	3	1	5	2	4	0	2	3	1	2	2	
Yes, internet access at work	41	41	70	100	40	64	45	26	43	36	68	41	40	43	35	41	41	41	38	
Yes, internet access elsewhere	3	2	6	3	100	4	3	13	3	3	2	4	4	2	2	4	2	3	2	
Yes, internet access via mobile phone	22	22	48	35	29	100	26	10	29	13	100	29	22	20	17	25	19	25	19	
No internet access																				
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q4. On average, how often do you personally use the internet either at home or elsewhere? Would you say you access the internet:

Base: Those who do not access internet only via mobile phone

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Every day	80	82	78	89	88	79	77	71	57	86	80	79	69	76	72	70	70	75	77	76	81	91	89	96	84
Several times a week	15	15	16	8	10	16	15	21	33	12	14	16	21	18	20	17	15	17	23	19	15	6	7	4	11
At least once a week	5	3	7	3	2	5	7	7	10	2	6	5	10	6	8	13	14	8		4	4	3	4		5
Total (Count)	1022	490	532	167	237	232	162	147	77	296	338	174	113	102	215	25	62	57	45	109	142	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q4. On average, how often do you personally use the internet either at home or elsewhere? Would you say you access the internet:

Base: Those who do not access internet only via mobile phone

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Every day	80	80	89	88	74	92	100			88	67	98	81	79	80	80	80	80	81	82
Several times a week	15	15	11	10	4	7		100	9	24	2	13	16	15	16	15	15	14	12	
At least once a week	5	4		2	21	1			2	9		5	5	5	5	5	5	5	6	
Total (Count)	1022	1009	22	414	31	227	815	156	51	612	410	116	181	405	312	121	586	433	577	214

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q5. On average, how often do you personally use the internet via your mobile phone? Would you say you access the internet via your mobile phone
 Base: Those who access internet via mobile phone

	Total	Gender		Age					SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Every day	51	55	47	52	56	54	44	30	49	51	56	63	22	50	69	47	14	64	38	50	50	39	62	25
Several times a week	19	14	24	25	23	9	20	12	21	18	16	22	23	23	31	35			6	18	24	16	16	48
At least once a week	9	8	11	9	12	4	9	19	13	8	8	5	11	7			19		25	8	5	15	10	12
Less often than once a week	13	13	12	7	6	25	16	23	14	13	11	10	20	13		8	67	36	21	15	17	18	11	15
Never	7	9	5	7	4	7	12	16	4	9	8		24	8		10		10	8	4	4	12		
Total (Count)	228	115	113	57	71	52	33	15	67	85	43	23	10	33	4	13	6	4	19	36	17	31	9	7

W = Weighted Count
 U = Unweighted Count

2238: MONETISATION OF DATA

Q5. On average, how often do you personally use the internet via your mobile phone? Would you say you access the internet via your mobile phone

Base: Those who access internet via mobile phone

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Every day	51	51	60	55	32	51	54	17		56	36	100	59	44	48	69	50	53	50	54
Several times a week	19	19	11	16	11	19	19	25		19	18		9	20	29	11	16	24	19	21
At least once a week	9	10		8	16	9	9	7	51	8	15		7	12	11	4	10	9	13	3
Less often than once a week	13	13	12	13	29	13	12	21	49	12	17		18	12	9	16	14	11	10	14
Never	7	7	16	8	12	7	6	30		5	14		7	12	3		10	2	8	8
Total (Count)	228	226	11	147	9	228	210	16	2	177	51	117	53	91	61	21	144	82	141	41

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q6. Do you have a page or profile on a social networking site such as Facebook MySpace, Twitter or Bebo?

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Yes	60	54	65	89	75	66	47	29	18	55	57	65	73	61	67	64	48	66	63	62	61	61	63	59	63
No	40	46	35	11	25	34	53	71	82	45	43	35	27	39	33	36	52	34	37	38	39	39	37	41	37
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q6. Do you have a page or profile on a social networking site such as Facebook MySpace, Twitter or Bebo?

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Yes	60	60	87	64	64	77	66	36	29	100		84	54	61	61	61	59	61	64	55
No	40	40	13	36	36	23	34	64	71	100		16	46	39	39	39	41	39	36	45
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q7. Gender

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Male	48	100		44	45	47	54	51	52	49	48	54	39	46	42	54	26	38	54	50	52	52	54	75	76
Female	52		100	56	55	53	46	49	48	51	52	46	61	54	58	46	74	62	46	50	48	48	46	25	24
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q7. Gender

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Male	48	48	62	48	52	50	49	46	31	43	55	54	44	45	50	59	45	53	46	56
Female	52	52	38	52	48	50	51	54	69	57	45	46	56	55	50	41	55	47	54	44
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q8. SEG

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
A	1	1	1	1	1	1	2	1	1	3						0	0	1	1	1	0	3	5	6	
B	28	28	28	12	27	27	41	37	25	97						6	6	10	19	20	38	36	50	61	77
C1	33	33	33	38	34	32	33	33	22		100					23	26	17	33	42	32	40	36	24	13
C2	17	19	15	19	20	19	16	12	12			100				6	15	11	10	24	25	17	9	10	5
D	11	9	13	18	12	14	5	7	5				100			9	20	36	29	11	4	6	1		
E	10	10	10	13	6	8	4	10	35					100		56	33	27	7	3	1		1		
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q8. SEG

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
A	1	1	1	1	1	1	1	0	1	1	1	1	1	1	1	1	1	1	1	1
B	28	28	34	37	22	29	30	23	12	26	32	27	28	29	30	20	28	27	26	24
C1	33	33	39	41	42	37	33	31	38	32	35	37	30	33	33	37	32	34	32	38
C2	17	17	9	14	14	19	17	18	16	18	15	21	18	16	15	23	17	17	17	20
D	11	11	10	5	12	10	10	15	21	13	7	12	12	10	11	11	11	11	13	9
E	10	10	8	1	9	5	9	12	13	10	10	2	11	10	10	9	11	9	11	8
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q9. Thinking about using the internet in general, do you have any particular concerns when using the internet?

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Privacy	14	12	16	16	17	12	14	16	6	15	13	14	16	15	16	23	10	13	19	18	14	7	11	22	19
Safety of personal details/ID theft	26	21	30	23	30	23	24	30	23	30	27	21	19	25	22	19	17	17	27	29	28	32	25	28	1
Violent content	1	1	1		2	2	1	1	1	1	2	0	3	1	2	4		1	2		4		1		
Pornographic content	4	4	3		4	7	4	2	1	4	4	3	4	1	3		2	1	2	6	8		2		6
Safety of my children/peadophiles contacting children	7	4	10	1	8	16	5	2	1	6	7	5	9	10	10	6	15	8	9	8	7	7	8	2	6
Fraud	13	13	13	9	16	10	18	15	11	14	14	14	6	13	9	22	11	10	11	16	15	11	10	17	25
Viruses	10	11	10	10	14	9	8	11	8	12	11	9	9	8	9	4	6	5	8	10	18	8	12	4	7
Other concerns	0	0	1	1	0	0	1	1			0	1		2	1	4	3								5
No concerns	52	57	48	61	45	55	49	50	58	49	50	58	61	52	56	55	57	62	55	45	51	57	49	56	42
Don't know	0	0		1									1		1			2							
Security (not specified)	1	1	0		1	1	1		1	0	1	1							1			2			7
Security of financial transactions	1		1			1	1	1	2	0	1	0		2	1		2				1		2		
Pop-ups, persistent, invasive advertising	1	1	1	1			1	3	1	1	0	1	1		0	1			2						
Junk mail	0	0	1	1	0	0		1				1	1												
Reliability of connection - speed, consistency etc	1	0	1		1		0	1	1	0	1	1								1		1			
Facebook - potential misuse of member information	1	0	1	2	1	0	0				0	0	2	1	2		2	2				3			
Cookies	0		1		1		1					1		1	0				1						
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q9. Thinking about using the internet in general, do you have any particular concerns when using the internet?

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
Privacy	14	14	17	14	27	14	12	17	14	14	11	23	19	7	3	20	6	15	17	
Safety of personal details/ID theft	26	25	28	30	37	32	25	33	18	25	28	29	40	34	13	8	36	12	27	24
Violent content	1	1	3	2	7	1	1	1	4	1	1	3	2	1	1	2	1	2	1	
Pornographic content	4	3	3	4	4	5	3	5	4	3	4	7	7	4	2	5	2	4	3	
Safety of my children/peadophiles contacting children	7	7	18	10	16	7	6	11	4	8	6	5	12	7	5	4	8	5	7	4
Fraud	13	13	12	16	29	19	12	16	17	12	15	17	25	15	6	8	18	6	15	14
Viruses	10	10	8	11	25	14	11	8	12	11	9	11	10	13	9	6	12	8	12	12
Other concerns	0	0		4	1	0	1	4	1	0	1	2	0	0		1	0	1	0	
No concerns	52	53	59	48	37	47	54	43	57	54	51	52	29	42	68	84	38	72	49	55
Don't know	0	0				0				0						0	0		1	
Security (not specified)	1	1		0	3	1	1			1	0		2		1		1	1	1	
Security of financial transactions	1	1				1	1			0	1		2		0	1	1	1	0	
Pop-ups, persistent, invasive advertising	1	1		0		1	0	3		0	1	1	1	1	0	1	0	1	1	
Junk mail	0	0		1		1	0	1		0	1		1	1		1		1		
Reliability of connection - speed, consistency etc	1	1		0		1	0	1	1	0	1		1	1	0	1	0	1	1	
Facebook - potential misuse of member information	1	0		0	3		1		2	1	0		2	1		1		1		
Cookies	0	0		0		1	0			0	0		0	0		0		0		
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q10. Generally speaking, when you use the internet, how concerned are you about your privacy on line?

Base: All except those who only access internet via mobile phone

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Not at all concerned	12	15	9	17	9	10	12	13	13	9	13	16	11	10	11	6	12	20	17	8	11	5	9	9	22
Not very concerned	31	32	29	32	29	33	32	27	27	33	31	27	32	29	31	37	34	26	19	30	37	31	34	32	45
Fairly concerned	40	37	42	37	42	39	36	44	39	41	40	38	38	40	39	41	31	33	45	41	39	44	40	40	26
Very concerned	18	16	19	14	20	18	19	16	20	17	16	19	19	20	19	16	22	22	20	21	13	18	18	19	6
Don't know	0	0	0	1			1	1		0		1	1		0		1				2				
Mean	2.63	2.55	2.71	2.48	2.73	2.64	2.63	2.63	2.67	2.67	2.59	2.6	2.64	2.71	2.67	2.67	2.63	2.57	2.68	2.76	2.54	2.77	2.66	2.68	2.16
Std. Deviation	0.91	0.93	0.88	0.93	0.88	0.9	0.93	0.9	0.95	0.86	0.91	0.97	0.92	0.91	0.91	0.83	0.97	1.04	0.98	0.87	0.86	0.82	0.87	0.91	0.87
Base	1019.22	489.15	530.07	166.21	236.91	232.24	161.18	145.85	76.82	294.72	337.63	172.74	111.81	102.31	214.12	25.13	61.03	56.52	44.61	109.39	142.27	59.24	115.89	23.03	15.29
Total (Count)	1022	490	532	167	237	232	162	147	77	296	338	174	113	102	215	25	62	57	45	109	142	60	116	23	15

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q10. Generally speaking, when you use the internet, how concerned are you about your privacy on line?

Base: All except those who only access internet via mobile phone

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research		
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Not at all concerned	12	12	11	10	8	9	12	12	11	12	11	12				100	100		28	13	12
Not very concerned	31	31	6	32	21	27	31	30	32	31	30	25			100			72	29	31	
Fairly concerned	40	40	67	39	48	40	39	43	38	40	39	35		100				69	40	42	
Very concerned	18	18	15	18	24	23	18	15	19	16	20	27	100					31	18	15	
Don't know	0	0				1	0			0		1							0	0	
Mean	2.63	2.63	2.86	2.65	2.87	2.78	2.64	2.61	2.64	2.61	2.68	2.77	4	3	2	1	3.31	1.72	2.63	2.59	
Std. Deviation	0.91	0.91	0.82	0.89	0.87	0.91	0.91	0.89	0.92	0.9	0.92	0.99	0	0	0	0	0.46	0.45	0.92	0.89	
Base	1019.22	1005.74	21.83	414.5	31.41	225.99	811.84	156.05	51.32	608.91	410.31	115	180.97	405.11	311.78	121.36	586.09	433.13	574.98	213.42	
Total (Count)	1022	1009	22	414	31	227	815	156	51	612	410	116	181	405	312	121	586	433	577	214	

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q11. Are you more or less concerned about privacy issues when you use your mobile phone to access the internet compared to when you use a PC, laptop or tablet?

Base: Those who access the internet via mobile phone

	Total	Gender		Age					SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
More concerned	26	25	26	33	25	23	24	15	37	19	23	23	27	24		28	14	30	17	29	24	20	44	34
Less concerned	16	14	18	22	22	10	3	14	17	15	9	22	45	28	67	44	20	36	10	9	8	15	16	
No difference	58	61	55	45	53	67	73	71	46	66	68	56	28	49	33	28	67	34	73	62	68	65	39	66
Total (Count)	212	104	107	53	69	48	29	13	64	77	40	23	8	30	4	11	6	4	17	33	17	27	9	7

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q11. Are you more or less concerned about privacy issues when you use your mobile phone to access the internet compared to when you use a PC, laptop or tablet?

Base: Those who access the internet via mobile phone

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
More concerned	26	26	21	26		26	27	15		25	30	27	36	24	19	25	29	20	27	18
Less concerned	16	16		15	18	16	17	10		18	9	19	24	16	13	13	19	13	22	9
No difference	58	58	79	59	82	58	56	74	100	57	61	54	40	60	68	62	53	67	51	73
Total (Count)	212	209	9	135	8	212	198	11	2	167	44	117	49	80	59	21	130	80	130	37

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q12. Which of the following type of activities do you use the internet for?

Base: All Respondents

	Total	Gender		Age					SEG						Income										
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Booking travel and other leisure activities	71	74	69	64	78	72	75	70	55	82	72	69	63	48	56	44	45	53	77	70	74	86	88	91	75
Buying and/or selling things online, e.g.on Ebay	67	72	62	75	75	71	64	54	42	70	67	67	70	53	62	70	53	65	61	66	67	67	74	81	63
Reading/browsing News or information websites	82	86	79	72	90	85	85	78	77	90	81	78	79	76	78	67	85	78	87	81	84	83	88	95	91
Sending and receiving emails	94	95	94	95	95	94	94	94	90	98	95	91	92	88	90	89	86	93	100	96	95	94	98	96	94
Shopping for groceries and/or other items such as clothes, books, DVD's or CDs	67	65	70	74	75	69	65	57	48	75	67	67	62	53	58	64	55	62	70	71	67	74	79	72	61
Banking and/or paying bills online	66	68	64	59	75	70	65	60	50	70	69	64	56	53	55	69	51	65	69	69	75	78	76	79	81
Finding information for your work/job/studies	72	72	73	80	79	78	77	60	35	79	80	70	59	47	54	59	58	65	67	69	74	80	84	84	84
Looking at social networking sites, such as Facebook, MySpace, Bebo or Twitter	62	57	68	91	77	69	49	32	22	55	62	66	76	65	70	67	48	67	67	63	65	62	61	67	63
Using search engines, such as Google or Bing	95	95	96	97	97	95	96	92	91	97	94	96	95	93	94	97	93	96	100	92	95	95	98	92	91
Watching television, video or listening to music online e.g YouTube, iPlayer, Spotify	59	60	58	87	65	57	50	41	36	60	57	60	66	52	60	52	57	56	47	57	57	55	59	55	64
Playing online games	26	27	25	55	24	29	16	11	10	17	25	33	38	29	34	26	30	37	35	23	23	9	24	20	37
Other	2	3	1		1	3	2	2	3	0	3	1		5	2	8	2			1	1		2	5	
None of the above																									
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q12. Which of the following type of activities do you use the internet for?

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Booking travel and other leisure activities	71	72	88	81	58	77	76	55	39	75	65	77	75	76	65	66	76	65	70	73
Buying and/or selling things online, e.g. on Ebay	67	67	81	70	67	74	73	49	30	73	58	82	65	69	65	66	68	65	69	66
Reading/browsing News or information websites	82	83	88	89	76	83	85	78	52	82	83	81	80	84	84	75	83	82	82	80
Sending and receiving emails	94	94	100	98	87	96	97	92	63	96	92	93	96	96	94	87	96	92	95	90
Shopping for groceries and/or other items such as clothes, books, DVD's or CDs	67	68	78	74	76	77	72	54	31	73	59	79	72	69	67	56	70	64	68	67
Banking and/or paying bills online	66	66	62	72	56	69	71	46	36	73	55	74	71	65	67	57	67	64	68	61
Finding information for your work/job/studies	72	72	77	86	91	81	77	53	54	78	65	81	73	75	72	66	74	70	75	73
Looking at social networking sites, such as Facebook, MySpace, Bebo or Twitter	62	63	90	66	72	79	69	41	29	97	10	85	56	65	63	63	62	63	67	57
Using search engines, such as Google or Bing	95	95	93	97	95	96	97	94	83	96	94	97	97	96	96	88	96	94	96	95
Watching television, video or listening to music online e.g YouTube, iPlayer, Sportify	59	60	82	63	67	71	64	47	24	68	45	78	61	59	59	55	60	58	59	61
Playing online games	26	26	22	24	30	33	29	17	12	34	14	33	24	25	27	29	25	27	27	28
Other	2	2		2	3	2	2	0		2	2		4	1	1	2	2	2	2	1
None of the above																				
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q13. And which of these do you ever use the internet on your mobile phone for?

Base: Those who access the internet via mobile phone

	Total	Gender		Age					SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Booking travel and other leisure activities	16	16	16	24	14	12	16	1	11	15	23	28		21		18		34		19	21	15	2	25
Buying and/or selling things online, e.g.on Ebay	18	23	13	23	18	20	12	1	15	13	25	36		27		18	14	34		16	19	17	35	25
Reading/browsing News or information websites	35	48	22	28	43	33	40	14	34	37	38	38		28	36	61	14	70	23	20	35	45	67	54
Sending and receiving emails	53	59	47	56	60	43	48	49	55	58	56	42		31	69	61	34	34	54	37	46	56	56	54
Shopping for groceries and/or other items such as clothes, books, DVD's or CDs	14	14	14	19	14	13	12	1	7	9	25	31		23		28	14	34		9	13	7	16	
Banking and/or paying bills online	13	17	9	12	16	8	19	1	11	11	20	15		11		7	14	34	8	16	7	16	18	
Finding information for your work/job/studies	27	30	24	27	27	22	38	15	30	26	25	33		25		42		34	16	32	26	30	30	85
Looking at social networking sites, such as Facebook, MySpace, Bebo or Twitter	57	52	62	82	64	40	44	6	43	55	66	75	86	78	64	80	14	64	68	57	60	42	33	39
Using search engines, such as Google or Bing	42	41	44	40	41	42	49	42	51	39	40	41	14	35		70	14	34	32	40	57	37	46	58
Watching television, video or listening to music online e.g YouTube, iPlayer, Spotify	25	29	21	36	31	17	15		16	26	29	43		32		61	34	34	8	17	15	17	32	25
Playing online games	8	7	10	19	6	4	3		3	4	12	34		25		37				8		1		25
Other	3	2	3		4	2	6		2	3	2		14	3								4		
None of the above	10	10	9	2	6	20	5	29	11	10	9	8		6			47		8	16	6	21		
Total (Count)	212	104	107	53	69	48	29	13	64	77	40	23	8	30	4	11	6	4	17	33	17	27	9	7

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q13. And which of these do you ever use the internet on your mobile phone for?

Base: Those who access the internet via mobile phone

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research		
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Booking travel and other leisure activities	16	16	11	16	19	16	17				16	13	27	33	12	9	11	20	10	17	18
Buying and/or selling things online, e.g. on Ebay	18	18	25	17	19	18	18	15			19	15	31	33	13	11	23	21	14	17	18
Reading/browsing News or information websites	35	35	51	38	4	35	37				32	45	44	53	27	32	36	37	33	32	36
Sending and receiving emails	53	53	51	59	49	53	54	38			53	53	69	66	49	45	63	56	50	56	50
Shopping for groceries and/or other items such as clothes, books, DVD's or CDs	14	14	11	11	15	14	15				14	14	22	28	6	10	21	14	13	14	17
Banking and/or paying bills online	13	13	21	13	19	13	13	10			12	14	20	26	8	6	23	14	10	13	12
Finding information for your work/job/studies	27	26	11	27	31	27	28	51			25	35	36	47	18	23	24	29	23	31	21
Looking at social networking sites, such as Facebook, MySpace, Bebo or Twitter	57	57	78	55	84	57	58	46			70	5	74	52	54	64	56	53	62	60	50
Using search engines, such as Google or Bing	42	43	51	46	47	42	45	14			43	41	61	50	41	37	46	44	39	44	34
Watching television, video or listening to music online e.g YouTube, iPlayer, Sportify	25	25	51	22	37	25	26	15			27	15	36	34	20	21	33	25	24	26	20
Playing online games	8	8		7		8	9				9	5	12	13	11	2	6	12	3	11	6
Other	3	3	8	3		3	2	9			3		2	3	2	3	3	2	3	3	3
None of the above	10	10	15	9	16	10	9	21	49		6	24	2	18	7	10		11	7	10	6
Total (Count)	212	209	9	135	8	212	198	11	2	167	44	117	49	80	59	21	130	80	130	37	

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q22r1. Have you heard of asking customers to register some details about themselves and to opt in or out of receiving marketing information from that company?

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
I have heard of it	85	86	84	78	93	87	82	89	67	91	88	82	77	70	74	83	79	77	89	88	88	93	95	95	94
I have not heard of it	15	14	16	22	7	13	18	11	33	9	12	18	23	30	26	17	21	23	11	12	12	7	5	5	6
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q22r1. Have you heard of asking customers to register some details about themselves and to opt in or out of receiving marketing information from that company?

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
I have heard of it	85	85	81	91	87	88	88	76	73	86	84	89	87	90	82	71	89	79	86	84
I have not heard of it	15	15	19	9	13	12	12	24	27	14	16	11	13	10	18	29	11	21	14	16
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q23r1. And are you happy for this method to be used to collect information about you? Asking customers to register some details about themselves and to opt in or out of receiving marketing information from that company

Base: Those who have heard of companies asking customers to register some details about themselves and to opt in or out of receiving marketing information

	Total	Gender		Age					SEG						Income										
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Yes, always	13	14	12	10	13	17	14	9	8	17	12	9	15	7	11	10	6	8	13	13	13	14	23	30	18
Yes, if I get adverts or information about products, offers or events that are more relevant to me	6	6	6	7	5	5	6	10	2	6	7	6	6	5	5		8	4	0	5	12	9	3	10	2
Yes, if I get discounts or special offers on products, offers or events that are more relevant to me	7	8	6	6	10	6	6	6	3	6	7	8	9	7	8	10	8	7	8	12	10	3	3	6	2
Yes, as long as the information is collected from a company or brand I trust	32	33	30	41	29	32	30	31	32	31	31	38	26	35	30	42	23	30	40	33	38	36	38	31	25
No, never	49	47	52	44	50	46	53	51	57	47	49	50	52	54	53	44	66	58	42	43	41	44	36	29	57
Total (Count)	868	421	447	130	221	201	134	130	51	270	297	143	87	71	158	21	49	44	40	96	125	56	110	22	14

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q23r1. And are you happy for this method to be used to collect information about you? Asking customers to register some details about themselves and to opt in or out of receiving marketing information from that company

Base: Those who have heard of companies asking customers to register some details about themselves and to opt in or out of receiving marketing information

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
Yes, always	13	13	5	11	14	11	13	11	9	13	13	10	7	13	13	25	11	16	15	9
Yes, if I get adverts or information about products, offers or events that are more relevant to me	6	6		6		10	6	3	9	6	7	9	4	4	7	12	4	9	7	4
Yes, if I get discounts or special offers on products, offers or events that are more relevant to me	7	7	12	9	8	15	7	9	7	7	7	16	9	7	7	4	7	6	8	6
Yes, as long as the information is collected from a company or brand I trust	32	32	36	36	36	33	32	34	30	33	30	30	27	35	35	16	33	30	34	24
No, never	49	49	52	46	47	47	49	51	55	48	52	48	57	48	47	48	51	47	44	63
Total (Count)	868	858	18	378	27	201	713	118	37	525	343	105	158	365	257	86	522	343	494	180

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q22r2. Have you heard of Asking customers to register some details about themselves and opt in or out of receiving marketing information from other 'trusted' companies?

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
I have heard of it	80	82	79	71	90	81	81	82	62	88	85	75	71	60	66	70	68	65	82	83	85	89	93	95	94
I have not heard of it	20	18	21	29	10	19	19	18	38	12	15	25	29	40	34	30	32	35	18	17	15	11	7	5	6
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q22r2. Have you heard of Asking customers to register some details about themselves and opt in or out of receiving marketing information from other 'trusted' companies?

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
I have heard of it	80	80	62	90	82	84	84	67	59	82	77	86	83	83	81	66	83	77	82	76
I have not heard of it	20	20	38	10	18	16	16	33	41	18	23	14	17	17	19	34	17	23	18	24
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q23r2. And are you happy for this method to be used to collect information about you? Asking customers to register some details about themselves and opt in or out of receiving marketing information from other 'trusted' companies

Base: Those who have heard of companies asking customers to register some details about themselves and to opt in or out of receiving marketing information from other 'trusted' companies

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Yes, always	11	13	9	13	10	12	13	9	6	13	11	9	12	5	9	11	11	9	3	10	16	12	16	22	12
Yes, if I get adverts or information about products, offers or events that are more relevant to me	3	4	2	5	3	4	2	3	2	4	2	3	4	4	4		4		3	4	4	4	8	8	
Yes, if I get discounts or special offers on products, offers or events that are more relevant to me	3	4	3	2	5	4	2	1	2	3	3	2	3	4	4			3	3	5	3	2	3	4	8
Yes, as long as the information is collected from a company or brand I trust	20	22	18	27	18	20	14	23	23	17	22	22	17	25	21		3	22	33	24	24	23	23	30	2
No, never	66	62	69	58	68	64	71	65	68	67	64	67	66	67	67	61	82	66	64	62	57	61	58	44	80
Total (Count)	820	402	418	119	214	188	132	120	47	261	287	131	80	61	141	18	42	37	37	90	121	54	108	22	14

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q23r2. And are you happy for this method to be used to collect information about you? Asking customers to register some details about themselves and opt in or out of receiving marketing information from other 'trusted' companies

Base: Those who have heard of companies asking customers to register some details about themselves and to opt in or out of receiving marketing information from other 'trusted' companies

	Total	Type of internet access				Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research		
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes		No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
Yes, always	11	11		9	11	10	12	4	12	10	12	11	6	9	13	23	8	16	12	8
Yes, if I get adverts or information about products, offers or events that are more relevant to me	3	3	7	3		4	4		3	4	2	3	2	4	2	4	4	3	3	3
Yes, if I get discounts or special offers on products, offers or events that are more relevant to me	3	3	16	4		6	3	3	6	4	2	8	2	5	2	1	4	2	3	1
Yes, as long as the information is collected from a company or brand I trust	20	20	24	23	25	16	21	17	11	22	17	13	12	25	22	11	21	19	22	14
No, never	66	66	67	65	65	71	64	77	71	64	68	73	80	62	63	61	68	62	63	74
Total (Count)	820	811	14	372	26	192	685	105	30	503	317	101	150	336	252	80	486	332	472	163

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q22r3. Have you heard of using information from people's social networking profiles in order to provide them with adverts or special offers likely to interest them

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
I have heard of it	59	62	56	72	65	58	59	50	30	62	61	57	63	44	54	60	53	65	67	51	56	63	66	61	82
I have not heard of it	41	38	44	28	35	42	41	50	70	38	39	43	37	56	46	40	47	35	33	49	44	37	34	39	18
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q22r3. Have you heard of using information from people's social networking profiles in order to provide them with adverts or special offers likely to interest them

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
I have heard of it	59	59	69	64	64	64	41	35	68	46	76	62	60	54	62	61	56	61	56	
I have not heard of it	41	41	31	36	36	36	59	65	32	54	24	38	40	46	38	39	44	39	44	
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q23r3. And are you happy for this method to be used to collect information about you? Using information from people's social networking profiles in order to provide them with adverts or special offers likely to interest them

Base: Those who have heard of using information from people's social networking profiles

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Yes, always	8	11	5	14	7	7	6	5	11	9	7	9	12	5	9	27	2	13	7	7	5	2	9	26	13
Yes, if I get adverts or information about products, offers or events that are more relevant to me	5	6	4	6	8	3	4	2	4	9	3	3	4	3	3	10			5	7	9	2	5	6	14
Yes, if I get discounts or special offers on products, offers or events that are more relevant to me	4	5	2	5	5	3	4	1		5	4		4	3	3			5	7	3	7	2	6	2	
Yes, as long as the information is collected from a company or brand I trust	12	12	12	26	10	9	7	10	10	11	11	12	22	14	19	8	8	22	20	13	13	12	10	23	10
No, never	74	71	78	53	75	79	85	83	76	73	78	77	63	78	69	55	90	62	68	70	72	86	74	50	65
Total (Count)	602	303	299	120	155	135	97	73	23	183	205	99	70	45	116	15	33	37	30	55	81	38	76	14	12

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q23r3. And are you happy for this method to be used to collect information about you? Using information from people's social networking profiles in order to provide them with adverts or special offers likely to interest them

Base: Those who have heard of using information from people's social networking profiles

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
Yes, always	8	8		7	14	9	3	4	9	6	12	3	6	7	27	5	13	10	4	
Yes, if I get adverts or information about products, offers or events that are more relevant to me	5	5	17	7	7	5	2	7	6	2	1	6	3	6	5	4	6	4	7	
Yes, if I get discounts or special offers on products, offers or events that are more relevant to me	4	4	17	5	13	5	4	2	3	4	3	2	3	6	3	5	4	5		
Yes, as long as the information is collected from a company or brand I trust	12	12	25	12	13	11	1	18	15	8	3	4	15	19	3	12	14	15	6	
No, never	74	74	75	75	59	74	72	92	69	86	81	87	76	68	63	80	67	69	83	
Total (Count)	602	594	15	266	20	147	519	65	18	415	187	89	113	242	169	75	355	244	350	121

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q22r4. Have you heard of using 'cookies' to collect data about the websites people visit and show them adverts or content likely to interest them on websites they visit in the future

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
I have heard of it	64	71	58	53	67	65	72	70	50	67	68	63	57	51	54	48	62	54	75	53	65	66	74	80	100
I have not heard of it	36	29	42	47	33	35	28	30	50	33	32	37	43	49	46	52	38	46	25	47	35	34	26	20	
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q22r4. Have you heard of using 'cookies' to collect data about the websites people visit and show them adverts or content likely to interest them on websites they visit in the future

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
I have heard of it	64	65	60	73	61	65	68	51	39	67	60	69	69	66	62	59	67	61	66	59
I have not heard of it	36	35	40	27	39	35	32	49	61	33	40	31	31	34	38	41	33	39	34	41
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q23r4. And are you happy for this method to be used to collect information about you? Using 'cookies' to collect data about the websites people visit and show them adverts or content likely to interest them

Base: Those who have heard of using 'cookies' to collect data about the websites people visit

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Yes, always	9	11	6	10	7	12	9	6	7	12	5	13	10		5		9	6	8	9	6	16	25	32	
Yes, if I get adverts or information about products, offers or events that are more relevant to me	3	4	3	2	4	5	3	2	2	4	4	1	7		4		3	4	6	1	7	4	0	2	
Yes, if I get discounts or special offers on products, offers or events that are more relevant to me	3	4	3	5	3	3	2	4	4	4	4	1	5	1	3	6	3	4	2	3	3	2	2		
Yes, as long as the information is collected from a company or brand I trust	19	20	19	26	19	17	18	22	12	19	17	19	24	23	24	46	22	31	21	17	25	24	15	24	10
No, never	69	67	72	61	71	68	71	70	77	67	74	67	61	77	68	54	68	69	66	73	58	68	67	51	58
Total (Count)	657	349	308	89	160	150	117	103	38	200	231	109	64	52	117	12	38	31	33	58	93	40	85	18	15

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q23r4. And are you happy for this method to be used to collect information about you? Using 'cookies' to collect data about the websites people visit and show them adverts or content likely to interest them

Base: Those who have heard of using 'cookies' to collect data about the websites people visit

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
Yes, always	9	9	7	7	5	11	9	4	8	10	6	10	4	9	6	24	7	11	9	6
Yes, if I get adverts or information about products, offers or events that are more relevant to me	3	3	9	5	6	6	3	3		3	4	5	3	3	4	4	3	4	3	4
Yes, if I get discounts or special offers on products, offers or events that are more relevant to me	3	3	9	5	8	7	4	1		3	3	10	4	3	3	1	4	3	2	6
Yes, as long as the information is collected from a company or brand I trust	19	20		23	18	17	20	13	20	20	18	15	13	21	27	7	18	21	19	21
No, never	69	69	84	65	77	67	68	80	72	66	74	68	78	70	65	64	72	65	69	73
Total (Count)	657	651	13	301	19	148	557	80	20	411	246	81	124	267	193	71	391	264	380	127

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q22r5. Have you heard of using mobile phone applications which collect data on where people are and what products or services they are interested in so they can provide adverts and special offers likely to be of interest

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
I have heard of it	45	50	41	43	47	47	49	48	24	52	46	45	38	31	35	42	47	28	57	41	37	47	52	64	78
I have not heard of it	55	50	59	57	53	53	51	52	76	48	54	55	62	69	65	58	53	72	43	59	63	53	48	36	22
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q22r5. Have you heard of using mobile phone applications which collect data on where people are and what products or services they are interested in so they can provide adverts and special offers likely to be of interest

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
I have heard of it	45	45	67	51	57	53	49	31	34	48	40	58	54	45	42	41	48	42	47	39
I have not heard of it	55	55	33	49	43	47	51	69	66	52	60	42	46	55	58	59	52	58	53	61
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q23r5. And are you happy for this method to be used to collect information about you? Using mobile phone applications which collect data on where people are and what products or services they are interested in
 Base: Those who have heard of using mobile phone applications which collect data on where people are and what products or services they are interested in

	Total	Gender		Age					SEG					Income											
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Yes, always	10	13	6	16	13	9	7	5		10	7	13	14	9	11	6	6	9	8	9	11	8	22	16	14
Yes, if I get adverts or information about products, offers or events that are more relevant to me	3	3	2	2	5	1	2	1		4	3	2						6		8	3	2		11	
Yes, if I get discounts or special offers on products, offers or events that are more relevant to me	2	2	2	0	4	1	3	1		4	2	2							6	6	2			11	
Yes, as long as the information is collected from a company or brand I trust	13	12	14	24	11	9	13	12	5	9	13	15	18	19	18	24	11	24	13	13	11	11	11	32	22
No, never	76	73	78	58	72	81	78	83	95	78	77	73	68	73	70	70	83	68	73	77	71	78	64	53	56
Total (Count)	463	246	217	72	112	110	80	71	18	154	157	78	43	32	75	11	29	16	25	45	54	28	60	15	12

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q23r5. And are you happy for this method to be used to collect information about you? Using mobile phone applications which collect data on where people are and what products or services they are interested in

Base: Those who have heard of using mobile phone applications which collect data on where people are and what products or services they are interested in

	Total	Type of internet access				Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research		
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Yes, always	10	9		9	17	10	11	2	8	11	7	11	3	10	8	27	7	13	11	11
Yes, if I get adverts or information about products, offers or events that are more relevant to me	3	3		4	6	5	3			3	1	4	3	2	3	2	2	3	3	1
Yes, if I get discounts or special offers on products, offers or events that are more relevant to me	2	2		4	6	4	2			3	1	4	1	2	3	2	1	3	2	1
Yes, as long as the information is collected from a company or brand I trust	13	13		15	19	17	14	8	8	15	8	17	11	13	19	0	12	14	15	7
No, never	76	76	100	73	58	70	74	89	84	71	85	70	84	76	71	70	79	71	72	83
Total (Count)	463	456	15	212	18	122	397	49	17	297	166	68	99	182	131	50	281	181	271	85

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q24a1. How concerned you feel with companies trying to generate more business by studying your internet behaviour and then targeting things such as adverts and offers

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
1	5	6	5	8	7	3	4	5	4	5	4	8	7	6	6	5	6	5	3	5	3	5	4	22	9
2	3	4	1	5	4	3	2	1	1	2	4	1	3	3	3	1	1	6	2	1	4	8	12		
3	6	7	4	4	6	7	7	4	3	8	6	4	3	3	3	10	5	3	3	6	6	7	10	4	1
4	4	4	4	8	4	3	2	5	1	5	2	6	3	5	4	10	1	2	3	4	3	5	4	4	
5	18	16	20	18	19	19	19	16	13	20	17	19	13	16	7	11	26	21	20	27	17	22	17	28	
6	9	9	9	15	9	9	6	9	7	11	8	9	8	9	9	8	12	17	8	11	10	7	9	8	32
7	14	14	13	17	14	13	14	13	9	13	16	10	15	15	5	13	14	12	16	12	12	15	8		
8	16	15	16	11	15	19	16	17	15	13	16	18	18	15	17	24	19	4	18	12	17	25	10	1	1
9	5	4	5	3	4	5	3	7	9	4	6	4	5	6	5	4	7	3	6	5	6	3	4	4	9
10	20	19	21	10	18	19	26	23	36	18	22	20	17	25	21	27	24	25	21	18	15	14	14	19	19
DON'T KNOW	0	0	1			1	1	1	2	1		0	1	1	1	1									
Mean	6.6	6.42	6.78	5.81	6.31	6.7	6.88	6.96	7.67	6.39	6.77	6.52	6.5	6.93	6.71	6.91	7.05	6.59	6.78	6.41	6.53	6.38	5.9	5.04	6.31
Std. Deviation	2.59	2.69	2.49	2.52	2.68	2.43	2.6	2.53	2.5	2.54	2.56	2.68	2.59	2.67	2.63	2.8	2.59	2.51	2.56	2.53	2.32	2.59	2.59	3.35	2.65
Base	1018.68	489.7	528.98	167.4	236.91	230.8	162.27	145.85	75.45	294.37	337.63	173.23	111.81	101.64	213.45	25.13	61.03	56.52	44.61	109.39	143.27	60.23	115.89	23.03	15.29
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q24a1. How concerned you feel with companies trying to generate more business by studying your internet behaviour and then targeting things such as adverts and offers

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Using mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
1	5	5	6	6	8	5	6	2	6	4	5	5	3	5	14	4	8	6	3	
2	3	3	3	3	4	3	3	1	4	1	3	1	1	3	8	1	5	4	1	
3	6	6	5	7	12	6	6	3	6	5	6	3	5	8	5	7	5	6		
4	4	4		2		5	4	4	5	3	4	4	3	5	4	3	5	4	7	
5	18	18	21	18	28	17	18	16	19	17	17	12	18	19	23	16	20	20	15	
6	9	9	11	12	11	11	10	8	11	10	9	6	12	10	4	10	9	10	12	
7	14	14	10	14	4	14	14	14	10	15	13	15	12	16	14	9	15	12	13	
8	16	16	26	17	13	18	16	17	11	15	17	18	20	16	14	10	17	13	16	
9	5	5	3	4	3	3	4	8	6	5	5	4	5	6	3	6	5	4	4	
10	20	20	17	17	12	18	19	27	23	17	26	16	33	18	17	23	17	17	25	
DON'T KNOW	0	0		5			0		1	0	0		1	0		0	0	0	1	
Mean	6.6	6.6	6.76	6.4	5.68	6.47	6.47	7.28	6.62	6.33	7.01	6.46	7.43	6.78	6.27	5.67	6.98	6.1	6.36	6.82
Std. Deviation	2.59	2.59	2.44	2.6	2.68	2.56	2.61	2.36	2.68	2.6	2.53	2.53	2.54	2.34	2.58	3.06	2.42	2.73	2.63	2.5
Base	1018.68	1004.21	21.83	414.5	29.97	228.17	811.01	156.05	50.62	609.98	408.71	117.18	180.97	402.78	310.4	121.36	583.75	431.76	574.82	213.74
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q24a2. how concerned you feel with companies using information about your internet behaviour to develop new services or businesses that are designed to be likely to appeal to you

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
1	7	9	6	15	8	6	5	4	4	5	6	9	12	10	11	5	4	11	9	5	4	7	9	22	16
2	4	5	3	6	4	5	3	3	1	4	5	4	3	4	3	9	4	2	9	6	3	6	7	12	10
3	9	11	6	8	10	10	8	6	6	10	8	9	11	5	8	11	7	10	7	7	13	11	12	4	5
4	7	6	7	11	6	4	9	7	3	8	7	6	8	4	6	9	1	5	9	7	6	5	7	8	
5	21	18	23	20	18	25	18	23	17	23	20	18	20	20	20	11	18	30	24	15	24	17	25	26	22
6	10	11	9	12	13	8	10	6	7	10	10	9	10	8	9	8	8	9	9	14	11	8	11		17
7	11	10	12	12	12	11	9	11	11	12	12	9	10	9	10		11	8	10	14	11	12	8	19	9
8	13	12	15	4	14	14	16	16	17	13	12	19	10	13	12	19	16	12	17	14	15	16	11	5	
9	4	3	4	3	2	5	3	4	7	2	5	4	5	5	5		4	5	2	5	5	7	2		
10	14	14	15	6	13	13	18	18	25	12	17	13	10	20	15	27	25	7	14	12	9	11	8	4	19
DON'T KNOW	1	0	1	1		1	1	1	2	1			1	2	2		1								
Mean	5.94	5.66	6.2	4.88	5.83	5.92	6.27	6.41	7.03	5.84	6.09	5.94	5.43	6.26	5.82	6.18	6.79	5.43	5.96	6.02	5.87	5.86	5.2	4.36	5.29
Std. Deviation	2.66	2.76	2.54	2.57	2.64	2.61	2.61	2.56	2.56	2.47	2.67	2.74	2.73	2.89	2.83	3.11	2.7	2.54	2.61	2.96	2.37	2.71	2.51	2.64	3.11
Base	1017.57	489.7	527.87	166.26	236.91	230.8	162.27	145.85	75.48	294.37	337.63	173.93	111.81	99.83	211.63	25.13	61.03	56.52	44.61	109.39	143.27	60.23	115.89	23.03	15.29
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q24a2. how concerned you feel with companies using information about your internet behaviour to develop new services or businesses that are designed to be likely to appeal to you

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
1	7	7	11	8	17	10	8	3	4	9	4	10	8	5	7	15	6	10	8	7
2	4	4	5	5	4	4	4	3	3	5	2	5	2	3	5	11	2	6	6	2
3	9	9	20	11	14	9	9	7	6	9	8	8	5	8	11	8	7	10	8	10
4	7	7	17	6	4	5	7	5	4	7	6	8	4	8	8	5	7	7	6	7
5	21	20	11	18	10	17	20	23	22	21	20	13	17	20	24	20	19	23	22	17
6	10	10	6	10	13	11	9	15	3	9	10	11	4	13	9	9	10	9	10	9
7	11	11		9	7	12	11	8	15	11	12	17	13	13	9	7	13	9	11	15
8	13	13	3	15	6	16	13	12	16	12	15	15	19	12	12	10	15	12	12	12
9	4	4	3	3		4	3	4	6	3	4	4	5	4	3	2	4	3	4	3
10	14	14	24	13	25	12	13	20	22	12	19	9	23	14	11	13	17	12	13	18
DON'T KNOW	1	1		0			1	0		1	1			1	1		0	1	1	1
Mean	5.94	5.92	5.36	5.74	5.56	5.84	5.79	6.45	6.68	5.61	6.42	5.74	6.73	6.09	5.59	5.13	6.29	5.46	5.77	6.13
Std. Deviation	2.66	2.66	3.22	2.7	3.32	2.7	2.68	2.49	2.61	2.68	2.55	2.66	2.73	2.49	2.58	2.95	2.58	2.69	2.67	2.71
Base	1017.57	1003.1	21.83	413.06	31.41	228.17	809.87	155.38	51.32	609.6	407.97	117.18	180.97	402.78	309.29	121.36	583.75	430.65	573.68	213.74
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q24a3. how concerned you feel with companies collecting information about you and/or your behaviour online and selling it to other organisations who may use it to sell products/ services to you

Base: All Respondents

	Total	Gender		Age						SEG						Income																				
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over											
1	3	3	3	3	3	3	3	3	4	4	2	3	2	4	3	5	2	3	5	2	2	1	2	5												
2	1	1	2	3	1	2	1	1	2	1	1	2	3	1	2		3	1		4	1	2	3	6												
3	2	3	1	4	2	1	2	2	1	2	2	0	2	3	3	11	3		3	2	2	3	2													
4	1	1	1	3	2	1	0	0			1	2	2	2	2	5	1	4				2	6													
5	3	3	3	5	3	4	2	2	3	4	4	1	4	2	3		2	5	8	2	4	3	6	1	16											
6	3	3	3	9	2	3	1	1	3	4	3	1	5	3	4	6		3	0	5	4	3	1													
7	7	8	7	13	9	5	4	7	2	7	6	9	8	6	7	5	5	7	3	10	9	8	12	14												
8	15	16	14	18	15	14	15	14	11	20	12	12	15	14	15	7	11	16	19	11	13	9	18	17	34											
9	11	11	11	12	12	10	11	11	9	11	13	9	10	12	11	5	16	14	8	14	16	8	9	9												
10	53	50	55	29	51	57	63	58	64	48	56	60	47	50	49	56	55	47	54	50	49	63	45	42	51											
DON'T KNOW	0		0	1					1					2	1																					
Mean	8.48	8.38	8.58	7.53	8.47	8.63	8.93	8.71	8.76	8.37	8.62	8.72	8.16	8.32	8.24	7.9	8.57	8.34	8.4	8.4	8.54	8.77	8.19	7.83	8.55											
Std. Deviation	2.27	2.32	2.22	2.47	2.23	2.22	1.99	2.19	2.33	2.29	2.16	2.18	2.45	2.5	2.47	3.01	2.4	2.31	2.45	2.33	2.11	2.16	2.34	2.79	1.83											
Base	1021.32	491.14	530.18	166.26	236.91	232.24	163.17	146.59	76.15	296.71	337.63	173.93	112.54	100.5	213.04	25.13	61.77	56.52	44.61	109.39	143.27	60.23	115.89	23.03	15.29											
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15											

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q24a3. how concerned you feel with companies collecting information about you and/or your behaviour online and selling it to other organisations who may use it to sell products/ services to you

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
1	3	3	6	3		2	3	2	2	3	2	1	4	1	2	9	2	4	3	2
2	1	2	5	1	5	3	2	1		2	1	2		2	2	2	1	2	2	1
3	2	2		1		2	1	2	8	1	2	2		2	3		2	2	2	1
4	1	1		1		2	1	1	3	2	1		1	1	2	4	1	2	1	2
5	3	3		3	7	3	3	4	5	4	2	3	2	2	4	9	2	5	4	1
6	3	3	7	2	9	6	3	1	6	4	2	7	1	3	2	7	3	3	3	4
7	7	7	9	6	8	9	7	6	7	8	6	8	4	8	8	8	7	8	7	7
8	15	15		14	17	13	14	18	14	15	15	15	7	17	19	9	14	16	16	16
9	11	11	5	12	3	10	11	10	10	11	11	11	10	12	11	8	12	10	11	11
10	53	52	68	55	51	51	53	54	44	49	58	51	70	52	47	44	57	46	49	54
DON'T KNOW	0	0					0			0					1			0	0	0
Mean	8.48	8.48	8.45	8.58	8.32	8.31	8.49	8.63	7.97	8.33	8.72	8.49	9.06	8.61	8.35	7.54	8.75	8.12	8.32	8.69
Std. Deviation	2.27	2.28	2.82	2.26	2.2	2.35	2.29	2.12	2.48	2.37	2.1	2.12	2.04	2.04	2.26	2.97	2.05	2.5	2.38	2.01
Base	1021.32	1006.84	21.83	414.5	31.41	228.17	812.94	156.05	51.32	611.01	410.31	117.18	180.97	405.11	309.96	121.36	586.09	431.32	576.02	214.48
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q25. Similar to collecting personal information, there are also many ways in which people can control what is done with and who has access to their personal information. Which, if any, of the following have you heard of?

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Opting-out of receiving marketing or information from a company	83	84	82	76	88	90	85	80	65	93	85	76	69	73	71	85	69	68	87	86	87	90	95	87	94
Opting out of sharing your personal information with partner companies to the company	78	78	77	70	84	85	82	70	57	85	80	75	66	66	66	80	67	62	90	80	81	86	88	81	88
Reading privacy statements, or company's terms and conditions, to inform your decision about whether to use the site or service	78	77	79	80	83	78	79	77	61	85	78	78	72	69	71	85	73	83	89	73	85	84	86	82	84
Changing the settings on your browser to block or choose which 'cookies' you will accept	68	75	61	70	67	72	71	67	45	75	68	67	65	53	59	63	65	63	75	66	64	69	79	75	100
Using the 'private' mode on your internet browser	51	59	44	62	57	56	48	39	24	52	51	54	52	40	46	41	46	58	44	49	48	56	54	69	79
Changing your privacy settings on social networking sites	62	57	66	81	74	66	58	36	23	62	59	64	72	54	64	61	57	63	69	62	61	70	69	54	82
None of the above	4	4	5	2	2	2	3	8	17	1	4	6	6	8	7	3	10	9		3	1	1	2	5	
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q25. Similar to collecting personal information, there are also many ways in which people can control what is done with and who has access to their personal information. Which, if any, of the following have you heard of?

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
Opting-out of receiving marketing or information from a company	83	83	86	90	88	86	86	72	74	85	80	85	82	86	85	70	85	81	84	82
Opting out of sharing your personal information with partner companies to the company	78	78	78	85	83	81	81	65	63	80	74	84	76	80	79	66	79	75	79	76
Reading privacy statements, or company's terms and conditions, to inform your decision about whether to use the site or service	78	79	81	82	80	78	81	69	72	80	76	73	75	82	81	64	80	76	79	77
Changing the settings on your browser to block or choose which 'cookies' you will accept	68	68	64	73	78	70	73	50	43	71	63	70	71	65	70	66	67	69	70	65
Using the 'private' mode on your internet browser	51	51	58	55	56	58	56	34	24	58	40	60	49	51	54	48	50	52	53	51
Changing your privacy settings on social networking sites	62	62	81	69	75	71	68	39	33	85	27	71	60	63	64	54	62	61	65	56
None of the above	4	4	3	2		3	3	10	14	2	7	5	4	3	3	13	3	6	3	5
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q26a1. Do you personally use opting-out of receiving marketing or information from a company with?

Base: Those who have heard of ways to control what is done with personal information, but didn't state Opting-out of receiving marketing or information

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Have never done	4	5	3	5	3	2	5	8	9	3	4	9	2	3	2		3			4	4	3	2	7	
Have done in the past but do not so anymore	8	7	8	12	3	7	9	12	7	6	8	10	8	10	9	11	4	12	10	15	6	10	5	1	6
Do regularly now	88	87	88	83	94	91	86	81	83	90	88	81	90	88	89	89	92	88	90	81	89	87	92	92	94
Total (Count)	849	415	434	126	208	208	139	117	50	276	288	132	78	74	152	21	42	38	39	94	125	54	110	20	14

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q26a1. Do you personally use opting-out of receiving marketing or information from a company with?

Base: Those who have heard of ways to control what is done with personal information, but didn't state Opting-out of receiving marketing or information

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
Have never done	4	4		3	10	3	4	6	10	4	5	2	5	3	3	11	3	5	3	6
Have done in the past but do not so anymore	8	8	30	8	11	8	7	8	19	8	8	6	4	10	8	8	8	8	9	6
Do regularly now	88	88	70	89	79	89	89	86	71	88	87	91	91	87	89	81	88	87	88	88
Total (Count)	849	839	19	371	28	195	697	113	38	522	327	100	148	347	265	85	495	350	483	177

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q26a2. Do you personally use opting out of sharing your personal information with partner companies to the company?

Base: Those who have heard of ways to control what is done with personal information, but didn't state Opting out of sharing personal information with partner companies to the company

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Have never done	4	5	4	8	1	3	2	5	11	2	4	9	3	4	4	7	9	3	9	5	4	6	1		
Have done in the past but do not so anymore	7	7	7	9	4	7	11	7	6	6	7	9	10	9	9	12	2	11	10	11	4	11	4	1	16
Do regularly now	89	88	89	83	95	90	86	88	83	93	89	82	87	87	87	81	89	87	81	83	92	84	95	99	84
Total (Count)	794	383	410	117	199	199	133	103	44	252	269	131	74	67	141	20	41	35	40	88	116	52	102	19	13

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q26a2. Do you personally use opting out of sharing your personal information with partner companies to the company?

Base: Those who have heard of ways to control what is done with personal information, but didn't state Opting out of sharing personal information with partner companies to the company

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
Have never done	4	4		3	11	5	4	5	9	4	4	4	5	3	3	12	3	5	4	5
Have done in the past but do not so anymore	7	7	23	6	11	7	7	8	12	7	7	5	2	10	8	4	7	7	8	5
Do regularly now	89	89	77	91	78	88	90	87	79	89	89	91	93	88	90	84	89	88	88	91
Total (Count)	794	784	17	350	26	185	659	101	33	490	304	99	138	325	247	80	463	327	458	163

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q26a3. Do you personally read privacy statements, or a company's terms and conditions, to inform your decision about whether to use the site or service?

Base: Those who have heard of ways to control what is done with personal information, but didn't state reading privacy statements, or a company's terms and conditions

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Have never done	15	16	14	20	13	12	13	18	20	13	15	18	12	18	15	17	18	11	14	15	10	16	15	17	15
Have done in the past but do not so anymore	21	20	23	27	17	21	22	20	25	24	20	20	20	22	21	18	14	21	13	19	27	22	17	14	37
Do regularly now	64	64	64	53	70	67	64	62	55	63	65	62	68	60	64	64	68	67	73	66	63	62	67	69	48
Total (Count)	803	380	423	134	196	182	130	113	47	254	263	135	81	71	152	21	45	47	40	79	121	51	100	19	13

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q26a3. Do you personally read privacy statements, or a company's terms and conditions, to inform your decision about whether to use the site or service?

Base: Those who have heard of ways to control what is done with personal information, but didn't state reading privacy statements, or a company's terms and conditions

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
Have never done	15	15	11	16	6	13	15	15	23	15	15	12	13	14	16	19	13	17	15	19
Have done in the past but do not so anymore	21	21	50	19	23	23	22	15	31	20	23	21	23	22	22	15	22	20	21	26
Do regularly now	64	64	39	65	72	64	64	70	45	65	62	68	64	64	62	66	64	63	64	55
Total (Count)	803	793	18	342	25	177	658	107	37	492	311	86	136	334	253	78	470	331	458	166

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q26a4. Do you personally use change the settings on your browser to block 'cookies' or choose which 'cookies' you will accept?

Base: Those who have heard of ways to control what is done with personal information, but didn't state changing settings to block 'cookies' or choose which 'cookies' they will accept

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Have never done	22	20	24	27	21	19	17	24	35	22	16	23	30	32	31	16	27	31	26	17	24	19	16	26	6
Have done in the past but do not so anymore	15	15	16	20	10	14	18	18	9	19	19	8	10	12	11	16	9	12	10	19	11	15	14	12	17
Do regularly now	63	65	61	53	69	67	65	57	56	60	65	69	60	56	59	67	65	57	63	65	65	67	70	63	77
Total (Count)	694	367	327	117	160	168	116	98	35	221	228	117	73	54	127	16	40	36	33	72	92	41	91	17	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q26a4. Do you personally use change the settings on your browser to block 'cookies' or choose which 'cookies' you will accept?

Base: Those who have heard of ways to control what is done with personal information, but didn't state changing settings to block 'cookies' or choose which 'cookies' they will accept

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
Have never done	22	21	5	17	19	18	20	27	39	19	26	21	24	22	17	27	23	20	24	24
Have done in the past but do not so anymore	15	15	35	13	17	18	15	16	26	15	16	14	14	16	17	13	15	16	16	17
Do regularly now	63	63	60	70	64	64	65	56	36	66	58	65	62	62	66	60	62	64	61	59
Total (Count)	694	686	14	303	25	159	593	77	22	437	257	81	129	265	217	80	393	297	402	140

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q26a5. Do you personally browse the internet in 'private' mode?

Base: Those who have heard of ways to control what is done with personal information, but didn't state using the 'private' mode on your internet browser

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Have never done	26	26	26	36	21	19	28	30	36	29	21	28	22	37	28	20	36	27	16	21	26	17	21	30	20
Have done in the past but do not so anymore	19	21	15	23	17	16	22	17	16	15	23	18	21	14	18	59	5	22	29	32	7	25	11		20
Do regularly now	55	53	59	40	63	65	50	54	49	56	57	54	57	50	54	21	59	50	55	47	67	58	67	70	60
Total (Count)	522	289	233	104	135	129	78	57	19	155	174	94	58	41	99	10	28	33	19	54	68	33	63	16	12

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q26a5. Do you personally browse the internet in 'private' mode?

Base: Those who have heard of ways to control what is done with personal information, but didn't state using the 'private' mode on your internet browser

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
Have never done	26	26	28	21	28	26	25	31	51	25	29	25	28	26	25	26	27	25	25	29
Have done in the past but do not so anymore	19	18	19	16	30	23	19	20	11	16	24	15	12	17	23	23	15	23	20	17
Do regularly now	55	56	53	63	42	51	57	49	38	59	47	60	60	57	52	51	58	52	55	55
Total (Count)	522	519	13	228	18	132	456	53	12	357	165	70	88	207	167	58	295	226	304	110

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q26a6. Do you personally change your privacy settings on social networking sites (only asked to those with social networking site)

Base: Those who have heard of ways to control what is done with personal information, but didn't state changing privacy settings on social networking sites

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Have never done	19	25	15	11	10	17	34	44	51	22	19	18	24	10	18	12	27	26	21	17	16	16	21	18	24
Have done in the past but do not so anymore	10	10	10	7	8	12	12	10	9	11	7	14	8	8	8	3	11	8	18	8	15	7	10	8	
Do regularly now	71	65	75	82	82	71	54	46	40	68	74	68	68	82	74	80	69	64	71	65	76	69	72	68	
Total (Count)	630	278	352	136	176	153	95	52	18	183	200	111	81	55	137	15	35	36	31	68	88	42	80	13	13

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q26a6. Do you personally change your privacy settings on social networking sites (only asked to those with social networking site)

Base: Those who have heard of ways to control what is done with personal information, but didn't state changing privacy settings on social networking sites

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
Have never done	19	19	5	20	4	14	17	30	66	7	76	12	36	15	17	18	21	17	17	21
Have done in the past but do not so anymore	10	10	21	8	15	12	10	13		11	4	5	8	10	11	10	9	11	11	6
Do regularly now	71	71	73	72	81	74	74	57	34	82	20	83	56	76	72	73	70	72	72	73
Total (Count)	630	624	18	285	24	161	552	61	17	520	110	83	108	256	199	66	364	265	372	121

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q27a1. Agree/disagree: I am happy for companies to use my personal information but only if I have clearly opted in

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
1	12	11	13	5	5	12	17	15	29	8	11	15	14	18	16	11	15	16	9	12	6	11	6	4	6
2	2	2	3	2	3	3	1	1	1	2	3	1	2	3	2	3		3	4	3	3	1	1		
3	2	3	2	4	1	2	1	5	2	1	4	3	2	1	2		6	2	4	6	2	4	1		
4	3	4	1	2	4	2	3	1	2	1	4	2	2	3	3		3		2		4	2			
5	10	10	10	8	9	9	11	11	15	11	8	11	8	10	9	5	10	14	8	7	12	7	12	4	8
6	5	5	4	6	6	5	2	4	4	3	5	7	4	5	5		2	5	8	4	4		7	1	
7	9	12	7	12	11	7	8	9	5	11	10	6	7	6	7	6	2	15	6	12	9	9	11	9	8
8	12	11	14	8	14	13	14	13	11	16	11	11	12	11	12	4	18	10	19	6	18	7	10	13	22
9	8	7	8	10	9	5	6	10	7	5	10	10	9	3	6	13	9	6	10	7	9	6	7	4	
10	37	36	38	43	37	41	38	32	22	41	35	34	37	38	38	58	35	32	31	42	33	52	44	59	55
DON'T KNOW	1	1	0	1	1	0	0		2	0	1		1	1	1					1				7	
Mean	7.17	7.16	7.18	7.7	7.56	7.2	6.98	6.89	5.58	7.57	7.11	6.91	7.12	6.69	6.92	8.13	6.99	6.8	7.23	7.11	7.38	7.59	7.78	8.71	8.32
Std. Deviation	3.1	3.02	3.16	2.73	2.66	3.18	3.33	3.2	3.57	2.81	3.1	3.21	3.25	3.44	3.34	3.12	3.28	3.17	2.93	3.3	2.73	3.24	2.66	2.31	2.56
Base	1017.4	486.7	530.7	166.26	235.49	231.08	163.01	146.59	74.95	295.54	335.37	173.93	111.39	101.17	212.56	25.13	61.77	56.52	44.61	109.39	142.11	60.23	115.89	21.46	15.29
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q27a1. Agree/disagree: I am happy for companies to use my personal information but only if I have clearly opted in

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
1	12	11	3	11	13	7	10	17	28	8	18	8	12	9	10	23	10	14	9	13
2	2	2	5	2		2	2	3		3	1	2	3	3	2	1	3	2	2	3
3	2	2	7	1	4	2	3	2	3	2	4	3	3	3	2		3	2	2	2
4	3	3	1	2		2	3	3		3	2	3	3	3	1	5	3	2	2	5
5	10	10	5	9	8	7	9	13	15	9	12	5	7	11	11	8	9	10	11	11
6	5	5		4	4	6	5	4	6	5	4	4	6	5	4	4	5	4	4	6
7	9	9	3	9	12	15	9	11	7	9	9	15	10	9	10	6	9	9	9	8
8	12	13	4	12	7	12	13	8	12	11	14	12	12	13	14	9	13	12	12	13
9	8	8		8	9	8	8	7	9	7	8	8	8	8	8	6	8	8	9	7
10	37	37	70	41	44	38	39	33	20	42	29	39	38	37	37	37	37	37	41	31
DON'T KNOW	1	1				1	1	1		1	0		0	0	1		0	1	0	1
Mean	7.17	7.19	8.27	7.42	7.45	7.56	7.38	6.56	5.74	7.55	6.6	7.52	7.21	7.21	7.34	6.53	7.21	7.11	7.47	6.79
Std. Deviation	3.1	3.08	3.03	3.05	3.16	2.75	2.98	3.36	3.5	2.9	3.29	2.86	3.12	3.01	2.96	3.59	3.04	3.17	2.94	3.14
Base	1017.4	1002.92	21.83	414.5	31.41	226.75	809.88	155.2	51.32	609.11	408.29	117.18	180.12	403.95	308.06	121.36	584.06	429.42	575.86	214
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q27a2. Agree/disagree: I am happy for companies to use my personal information in return for adverts and information that are more relevant to me

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
1	31	29	33	17	28	31	34	37	46	28	30	35	28	37	32	26	35	32	25	38	19	27	23	22	31
2	8	8	7	6	6	11	8	7	7	5	10	8	8	6	7	4	6	6	15	9	7	11	9	10	1
3	8	7	9	7	10	7	9	7	8	10	7	8	4	10	7	5	16	4	8	10	10	5	8	7	14
4	7	7	8	11	8	6	7	6	6	9	6	9	5	4	5	3	2	8	1	7	5	9	12	20	
5	18	19	16	17	15	19	22	18	12	21	16	15	17	17	17	21	15	23	21	17	27	13	23	22	8
6	6	7	6	6	11	5	5	4	3	8	7	5	6	4	5	5	2	1	4	8	8	13	8		11
7	6	7	5	10	8	7	4	3	2	6	7	6	8	1	4	6	2	7	5	5	8	5	8		2
8	6	5	7	10	4	6	4	8	6	6	5	6	6	9	8	14	8	13	7	3	5	8	6		
9	2	2	1	3	2	1	1	3	2	2	2	1	4	2	3	4	3	1	5	1	3		2		
10	8	9	7	13	9	6	7	5	4	5	9	7	13	8	10	15	9	10	4	8	7	13	4	27	13
DON'T KNOW	0	0	1		1			1	3	0	1		1		0		1								
Mean	4.13	4.29	3.99	5.17	4.34	3.94	3.73	3.82	3.25	4.09	4.2	3.87	4.69	3.89	4.31	5.23	3.99	4.56	4.06	3.73	4.61	4.54	4.27	4.9	4.04
Std. Deviation	2.9	2.93	2.87	2.95	2.91	2.81	2.72	2.89	2.8	2.65	2.98	2.85	3.21	3	3.13	3.32	3.09	3.17	2.74	2.9	2.64	3.15	2.56	3.49	2.98
Base	1018.47	489.27	529.2	167.4	235.63	232.24	163.17	145.82	74.22	295.69	334.73	173.93	111.81	102.31	214.12	25.13	61.03	56.52	44.61	109.39	143.27	60.23	115.89	23.03	15.29
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q27a2. Agree/disagree: I am happy for companies to use my personal information in return for adverts and information that are more relevant to me

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
1	31	31	46	28	24	23	30	38	29	28	35	24	36	28	29	38	30	32	27	34
2	8	8	8	9	7	7	7	8	8	6	10	6	8	8	6	10	8	7	7	9
3	8	8	5	8	12	8	8	9	9	8	9	8	9	8	9	5	9	8	8	8
4	7	7	17	6	15	8	8	6	6	8	6	7	6	9	8	2	8	6	8	7
5	18	17	15	20	17	22	19	12	15	18	17	22	15	19	19	13	18	17	19	16
6	6	6	8	8	8	7	4	4	7	5	5	5	4	8	7	4	6	6	7	6
7	6	6	6	6	5	9	6	7	9	7	4	14	5	6	5	9	6	6	7	4
8	6	6	6	6	13	4	6	6	10	6	6	1	7	6	5	7	6	6	6	6
9	2	2	5	1	3	2	2	2	2	2	2	3	3	1	2	3	2	2	3	1
10	8	8	6	8	8	8	8	6	9	9	6	9	5	8	9	8	7	9	9	8
DON'T KNOW	0	0					0	1		0	0		0	1	0		1	0	0	
Mean	4.13	4.12	3.55	4.21	4.32	4.54	4.19	3.75	4.4	4.4	3.73	4.54	3.81	4.2	4.28	4	4.08	4.2	4.38	3.9
Std. Deviation	2.9	2.9	2.97	2.85	2.86	2.81	2.88	2.94	3.06	2.94	2.8	2.85	2.89	2.81	2.93	3.14	2.84	2.99	2.93	2.89
Base	1018.47	1004	21.83	414.5	31.41	228.17	811.73	154.43	51.32	610.04	408.44	117.18	180.12	402.59	310.5	121.36	582.71	431.85	575.14	215.15
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q27a3. Agree/disagree: I am happy for companies to use my personal information in return for discounts and special offers of interest to me

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
1	25	23	27	14	18	25	30	32	44	22	25	28	21	34	27	19	29	30	28	29	12	27	15	26	26
2	6	6	6	5	6	8	5	7	6	6	7	4	8	4	6	4	3	3	14	4	7	5	11	1	1
3	6	5	8	7	5	7	6	7	6	6	7	4	10	6	8		11	6	6	8	6	3	5	4	
4	5	7	4	7	5	5	8	6	1	6	5	9	2	6	4	5	4	10	5	3	6	5	3	6	9
5	16	17	15	13	14	20	18	15	14	14	18	18	13	16	14	11	23	14	16	18	22	9	20	3	20
6	8	7	10	12	14	6	3	8	5	10	7	11	5	7	6	8	0	9	2	5	14	12	9	4	
7	10	11	8	8	13	9	11	7	8	11	10	9	10	7	8	27	5	10	8	8	9	11	12	28	2
8	8	7	8	11	8	5	7	11	6	10	7	4	8	8	8	13	4	3	7	9	12	7	9		11
9	3	3	4	4	4	3	1	5		4	3	3	4	1	2		8	3	2	1	3		6	6	19
10	11	13	9	18	12	13	11	4	6	10	11	9	20	9	15	13	13	10	11	15	10	21	10	22	13
DON'T KNOW	0	1	0		1				4	1	0			1	1			1							
Mean	4.84	5.04	4.66	5.71	5.34	4.72	4.47	4.3	3.58	5.03	4.8	4.61	5.38	4.24	4.84	5.72	4.69	4.49	4.33	4.78	5.48	5.23	5.3	5.71	5.61
Std. Deviation	3.07	3.08	3.05	3.04	2.94	3.08	3.06	2.96	2.96	3.01	3.06	2.94	3.34	3.05	3.25	2.99	3.23	3.04	3.16	3.23	2.69	3.39	2.91	3.48	3.48
Base	1018.33	488.53	529.8	167.4	235.39	232.24	163.17	146.59	73.54	294.17	336.78	173.93	112.54	100.9	213.44	25.13	61.77	55.78	44.61	109.39	143.27	60.23	115.89	23.03	15.29
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q27a3. Agree/disagree: I am happy for companies to use my personal information in return for discounts and special offers of interest to me
 Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
1	25	29	21	22	21	23	33	31	20	32	17	33	23	21	30	26	23	21	27	
2	6	15	6	12	5	6	3	14	6	6	5	5	8	5	6	7	5	6	7	
3	6	7	6		6	6	10	3	5	8	5	8	7	6	4	7	5	5	10	
4	5	6	5	3	5	6	4	2	5	6	4	5	7	5	3	6	4	6	5	
5	16	19	18	19	14	16	18	15	16	17	14	11	17	18	17	15	18	17	16	
6	8	9	9	8	12	9	7	6	9	8	11	9	7	11	4	8	9	9	9	
7	10	9	11	17	12	10	7	9	11	7	14	8	10	11	7	9	10	10	7	
8	8	10	8		10	8	8	5	10	5	14	6	7	10	10	7	10	8	6	
9	3	3	4	4	4	3	4	2	4	2	3	4	3	3	6	3	3	4	2	
10	11	11	11	15	10	12	6	14	13	9	14	10	11	11	13	11	12	12	11	
DON'T KNOW	0	0	0			0	1		0	1		0	1	0		1	0	0		
Mean	4.84	4.84	4.25	5.08	5.1	5.18	4.98	4.22	4.43	5.25	4.23	5.71	4.36	4.8	5.14	4.89	4.66	5.07	5.12	4.52
Std. Deviation	3.07	3.06	3.2	2.98	3.17	2.97	3.07	2.91	3.3	3.06	2.98	2.99	3.13	3.02	2.96	3.33	3.06	3.06	3.03	3.03
Base	1018.33	1003.85	21.83	412.98	31.41	228.17	810.81	155.2	51.32	611.3	407.02	117.18	180.12	401.91	311.03	121.36	582.03	432.39	575.64	215.15
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count
 U = Unweighted Count

2238: MONETISATION OF DATA

Q27a4. Agree/disagree: I am happy for companies to collect my personal information but I want to know what information they collect and how they will use it

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
1	19	20	18	5	9	19	28	25	45	16	18	20	14	30	22	28	23	26	11	16	10	27	10	14	21
2	4	4	4	4	3	3	3	6	5	4	3	4	4	5	4		6			6	5		3	5	6
3	4	4	4	4	5	2	3	4	4	2	6	3	2	4	3		1	3	10	6	6		4		
4	3	4	3	2	4	3	3	2	4	4	2	2	4	5	4	5	2	3	2		5		4		1
5	10	9	11	6	9	12	11	12	6	11	10	9	10	4	7	12	12	14	14	12	12	16	11	4	19
6	4	4	5	6	4	5	4	2	3	5	2	8	4	6	5	13			3	5	3		10		
7	8	10	7	9	9	10	6	7	7	9	11	4	3	10	6	7	3	7	12	7	9	8	8	19	13
8	12	11	14	13	18	11	9	12	6	15	8	15	12	13	13	11	25	8	10	8	15	8	12	10	16
9	7	6	7	7	9	5	7	6	2	5	8	8	6	3	4		6	6	4	7	11	11	6	4	
10	29	28	30	43	30	28	24	24	15	28	29	28	38	20	29	25	21	34	35	33	25	31	32	44	23
DON'T KNOW	1	1	0		1	0	1		2	1	0		2	1	2						1				
Mean	6.32	6.19	6.43	7.63	7.02	6.26	5.61	5.68	4.14	6.47	6.31	6.32	6.93	5.25	6.12	5.69	5.98	6.2	6.81	6.39	6.62	6.31	6.87	7.35	5.87
Std. Deviation	3.4	3.45	3.36	2.84	2.96	3.34	3.61	3.57	3.56	3.26	3.43	3.44	3.34	3.56	3.54	3.47	3.5	3.73	3.13	3.44	3.08	3.65	3.04	3.32	3.43
Base	1016.65	485.77	530.88	167.4	234.44	231.08	162.18	146.59	74.95	294.7	336.78	173.93	110.04	101.2	211.24	25.13	61.77	55.17	44.61	109.39	142.11	60.23	115.89	23.03	15.29
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q27a4. Agree/disagree: I am happy for companies to collect my personal information but I want to know what information they collect and how they will use it

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
1	19	19	33	16	20	16	17	25	29	14	27	15	21	19	15	25	19	18	14	24
2	4	4	1	4		3	3	5	5	4	4	3	4	4	2	5	4	3	3	5
3	4	4	7	4		2	4	3	4	4	3	2	2	4	5	1	3	4	3	3
4	3	3		4		3	3	2	2	3	3	5	4	4	2	2	4	2	3	5
5	10	10	6	8	3	9	10	11	8	9	12	9	10	9	11	11	9	11	11	8
6	4	4		3	8	7	4	5	8	5	4	6	5	3	6	3	4	5	4	7
7	8	8	4	6	17	10	8	9	10	7	10	8	7	8	10	7	8	9	9	4
8	12	12	6	13	20	12	12	13	12	12	12	15	9	14	13	8	13	12	13	14
9	7	6	14	9	9	7	7	6	4	8	5	9	6	8	5	5	7	5	8	5
10	29	29	29	33	22	30	31	20	18	34	21	29	31	25	30	34	27	31	31	24
DON'T KNOW	1	1		0		0	1	1		1	0		1	0	1		1	1	0	1
Mean	6.32	6.32	5.79	6.66	6.67	6.64	6.52	5.61	5.34	6.83	5.56	6.69	6.2	6.23	6.56	6.19	6.22	6.46	6.72	5.7
Std. Deviation	3.4	3.41	4.01	3.41	3.19	3.25	3.36	3.46	3.5	3.26	3.48	3.23	3.52	3.38	3.24	3.69	3.42	3.37	3.23	3.53
Base	1016.65	1002.18	21.83	413.51	31.41	227.17	809.13	155.2	51.32	608.21	408.44	117.18	178.77	403.11	309.5	121.36	581.88	430.86	576.04	214
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q27a5. Agree/disagree: I am not happy for companies to use my personal information unless I have a clear opt-out option

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
1	10	10	9	8	6	10	11	12	17	7	10	13	8	13	10	7	14	10	7	9	9	2	7	18	22
2	2	2	2	2	2	0	1	3	3	1	2	2		2	1	3	3		5	4	2	1	1		
3	2	1	2	3	2	1	1	2	1	0	3	3	2	1	2		1	1	3	2		1			
4	1	2	1	4	1	1	1	1	1	2	1	1	1	3	2	5			4	1	2	6			
5	5	4	5	4	4	3	8	5	7	3	6	5	5	6	5	5	4	4	8	4	6	6	6	6	
6	5	6	4	8	8	5	1	2	2	4	5	5	4	6	5		2	8	2	2	6	3	4	10	
7	6	6	6	8	7	5	6	3	5	5	7	6	6	5	6	9	2	9	5	6	2	4	6	5	
8	13	13	14	10	12	15	14	16	12	16	11	11	13	16	14	12	17	18	13	10	16	11	16	12	16
9	9	10	9	10	13	9	9	8	4	12	8	11	11	3	7	13	10	7	3	16	14	6	8	4	17
10	46	44	48	42	44	51	49	46	45	48	47	42	48	44	46	44	47	42	51	52	38	60	52	50	39
DON'T KNOW	1	1	1		0	0		1	3	0	1		2	2	2	3			1	1					
Mean	7.79	7.7	7.87	7.58	7.95	8.1	7.83	7.56	7.17	8.19	7.67	7.44	8.06	7.35	7.73	7.89	7.68	7.76	7.61	8.33	7.5	8.53	8.22	7.48	7.21
Std. Deviation	2.95	2.97	2.92	2.92	2.66	2.81	3	3.23	3.48	2.63	3.03	3.2	2.72	3.21	2.98	2.88	3.25	2.83	3.11	2.66	3.03	2.32	2.6	3.45	3.64
Base	1016.04	488.11	527.92	167.4	235.79	231.08	163.17	144.41	74.18	295.69	335.24	173.93	110.65	100.53	211.18	24.46	61.77	56.52	44.61	108.65	142.11	60.23	115.89	23.03	15.29
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q27a5. Agree/disagree: I am not happy for companies to use my personal information unless I have a clear opt-out option

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Using mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
1	10	10	3	10	9	5	9	11	18	9	11	4	7	9	9	19	8	12	8	15
2	2	2		2		1	2	1	3	2	2	1	1	2	2	1	2	2	1	2
3	2	2		1		3	2	2	2	2	1	2		3	2	1	2	1	1	3
4	1	1		1		1	1	2		2	1	1		1	3	2	1	3	2	2
5	5	5		4	7	6	4	5	10	4	6	7	5	4	6	5	4	6	6	5
6	5	5	1	5	4	5	5	2	4	5	4	8	4	6	4	5	5	4	6	5
7	6	6	6	4	14	7	5	7	12	5	8	5	8	8	5	3	8	4	5	9
8	13	14	10	15	7	13	13	14	12	13	15	12	9	14	17	7	13	15	14	12
9	9	9	8	11	8	10	10	8	9	11	7	12	9	11	9	6	10	8	10	8
10	46	46	72	48	50	49	47	46	29	47	44	49	56	44	43	49	48	44	45	38
DON'T KNOW	1	1		0			1	2		0	1		0	0	1	1	0	1	0	1
Mean	7.79	7.79	9.2	7.91	8.04	8.18	7.88	7.73	6.6	7.89	7.64	8.23	8.36	7.78	7.71	7.21	7.96	7.57	7.87	7.05
Std. Deviation	2.95	2.95	1.86	2.93	2.75	2.52	2.89	3.02	3.35	2.89	3.03	2.4	2.6	2.88	2.9	3.57	2.81	3.11	2.8	3.32
Base	1016.04	1001.56	21.83	412.99	31.41	228.17	810.03	153.69	51.32	609.88	406.16	117.18	180.12	403.33	308.06	120.62	583.45	428.68	574.6	214
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q27a6. Agree/disagree: I am happy for companies to use my personal information provided they do not share it with any other companies

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
1	20	18	22	7	16	22	24	25	36	14	20	25	21	27	24	17	26	27	12	22	11	22	13	9	31
2	4	4	4	3	3	4	5	6	5	4	5	4	3	4	3	3	2	1	5	5	4	1	7	4	
3	4	4	4	3	2	6	4	5	3	5	4	4	1	4	2		5	2	7	4	2	3	3	18	
4	6	8	4	8	7	3	6	7	4	7	5	6	4	6	5	5	7	4	4	2	7	2	6	4	
5	14	13	15	13	13	16	11	15	16	14	16	10	18	8	13	14	17	13	17	10	21	16	13	6	
6	6	5	7	8	10	4	4	4	3	7	6	7	4	4	4	5	5	5		6	4	11	5	6	
7	9	11	7	9	14	7	9	7	3	10	10	5	11	7	9	6		6	6	12	12	5	13	16	
8	13	13	12	16	11	13	12	14	11	13	11	13	12	17	14	25	20	13	18	8	17	13	11	15	
9	5	5	5	9	5	5	4	6	3	4	4	8	7	6	6	7	5	9	6	5	6	6	3	10	
10	19	19	19	23	19	20	21	11	15	20	18	19	21	17	19	18	14	19	26	26	17	22	26	23	
DON'T KNOW	0	0						1	1	0	0												4		
Mean	5.74	5.86	5.62	6.71	6.05	5.67	5.56	5.02	4.61	6.03	5.6	5.56	5.96	5.42	5.7	6.32	5.26	5.67	6.37	5.9	6.23	5.92	6.21	6.88	5.38
Std. Deviation	3.23	3.17	3.28	2.79	3.02	3.33	3.41	3.19	3.45	3.05	3.18	3.42	3.26	3.46	3.36	3.13	3.27	3.46	3.21	3.46	2.84	3.3	3.17	2.9	3.85
Base	1021.26	489.27	531.99	167.4	236.91	232.24	163.17	145.58	75.97	295.69	336.78	173.93	112.54	102.31	214.86	25.13	61.77	56.52	44.61	109.39	143.27	60.23	115.89	22.02	15.29
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q27a6. Agree/disagree: I am happy for companies to use my personal information provided they do not share it with any other companies

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
1	20	20	29	18	19	14	18	26	32	17	24	13	22	19	15	29	20	19	17	22
2	4	4	4	4	3	4	4	5	5	4	4	3	3	5	4	4	4	4	4	4
3	4	4	13	4	7	4	4	3	3	3	6	5	2	4	5	5	3	5	4	4
4	6	6	1	6	9	6	6	7	4	5	7	9	8	6	5	4	6	5	6	7
5	14	14	10	14	24	13	14	13	14	14	14	15	11	15	16	11	13	15	14	15
6	6	6	6	8	10	6	6	11	6	7	13	9	5	7	4	6	6	5	9	
7	9	9	8	11	4	10	9	8	5	10	8	12	10	8	10	7	9	9	10	7
8	13	13	4	12	16	11	13	13	10	13	12	6	9	15	13	10	13	12	13	12
9	5	5	5	5	7	6	6	3	3	7	4	7	6	6	4	8	6	5	7	4
10	19	19	30	20	16	21	20	14	13	22	14	17	21	17	21	18	19	20	21	15
DON'T KNOW	0	0	0	0	0	0	0	1		0	1	1	1			0				0
Mean	5.74	5.74	5.59	5.87	5.78	6.08	5.92	5.12	4.75	6.13	5.16	5.91	5.77	5.71	5.95	5.29	5.73	5.76	6	5.38
Std. Deviation	3.23	3.23	3.83	3.18	3.11	3.04	3.19	3.26	3.29	3.19	3.19	2.9	3.32	3.2	3.1	3.5	3.23	3.22	3.18	3.16
Base	1021.26	1006.79	21.83	413.48	31.41	227.15	813.74	155.2	51.32	612.82	408.44	116.17	179.1	405.11	311.78	121.36	584.22	433.13	577.16	214.14
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q27a7. Agree/disagree: I am not happy for companies to use my personal information in any circumstances

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
1	14	15	12	16	15	13	10	15	13	17	11	12	17	12	15	11	17	14	12	13	16	12	14	30	17
2	5	6	4	3	6	6	5	3	3	5	6	5	3	3	3		4		3	5	4	8	11	11	
3	6	6	5	5	5	7	7	6	2	5	8	5	5	4	4	8	7	7	4	8	4	3	10	9	6
4	4	5	3	4	8	1	4	3	3	6	3	5	1	4	2	6	8	2	3	9	4	3	4	4	11
5	20	18	22	25	23	19	20	15	12	20	17	23	21	24	23	20	16	26	18	20	22	19	15	10	7
6	5	6	4	10	6	4	3	4	2	6	6	4	4	1	3		1		5		10	5	7	4	11
7	5	5	5	8	5	6	3	5	3	7	5	5	4	4	4	8	4		4	1	9	3	8	6	
8	9	8	10	8	10	10	8	11	8	10	10	9	10	8	9	10	13	18	16	8	9	1	8	5	5
9	4	4	3	3	5	4	3	3	4	3	4	3	4	6	5		3	7	3	3	4	5	5		1
10	27	25	30	18	18	28	34	34	47	20	31	28	30	33	31	34	25	26	31	32	17	38	17	20	42
DON'T KNOW	1	1	1			1	2	1	1	1	0	1	2	1	1	3	1		2		1	1			
Mean	6.12	5.86	6.36	5.61	5.64	6.17	6.46	6.48	7.18	5.59	6.38	6.2	6.21	6.51	6.36	6.56	5.85	6.38	6.6	5.98	5.67	6.44	5.4	4.59	6.49
Std. Deviation	3.21	3.24	3.16	2.96	3.07	3.24	3.25	3.34	3.37	3.15	3.2	3.16	3.34	3.22	3.28	3.2	3.33	3.14	3.17	3.35	2.99	3.43	3.12	3.53	3.6
Base	1013.18	488.19	524.98	167.4	236.91	228.8	159.66	144.45	75.97	292.62	336.01	172.13	110.78	101.64	212.42	24.46	61.05	56.52	43.91	109.39	142.17	59.34	115.89	23.03	15.29
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q27a7. Agree/disagree: I am not happy for companies to use my personal information in any circumstances

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Using mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
1	14	14	14	14	17	12	15	10	10	15	12	11	10	13	14	18	12	15	14	11
2	5	5	10	6	1	5	6	2	3	5	5	5	5	3	6	8	3	7	6	5
3	6	6	3	7	11	7	6	4	10	5	6	6	7	6	5	4	7	5	7	3
4	4	4	12	6		6	5	1		4	5	6	5	5	4	1	5	3	4	4
5	20	20	6	18	18	24	20	23	17	21	18	22	20	20	21	18	20	20	23	19
6	5	5	5	6	12	7	6	3	2	6	4	5	6	4	5	5	5	5	5	5
7	5	5		5	4	5	5	9	3	5	6	5	5	7	4	3	6	3	5	7
8	9	10	28	9	9	10	10	10	6	10	9	9	8	12	9	6	10	8	9	10
9	4	4		5	4	6	3	4	9	4	4	7	4	3	6	2	3	5	3	5
10	27	27	22	23	24	18	26	33	38	25	31	22	29	27	24	35	28	27	23	30
DON'T KNOW	1	1		1		1	1	2	2	1	1	1	1	1	1	1	1	1	1	1
Mean	6.12	6.12	5.95	5.86	5.9	5.82	5.94	6.82	6.83	5.97	6.33	6.04	6.29	6.2	5.96	6.09	6.23	5.99	5.77	6.53
Std. Deviation	3.21	3.2	3.31	3.19	3.23	2.96	3.22	3	3.33	3.19	3.23	3.07	3.13	3.15	3.21	3.53	3.14	3.3	3.16	3.14
Base	1013.18	998.7	21.83	409.31	31.41	225.87	808.2	153.71	50.28	607.34	405.83	115.88	179.22	400.51	308.9	120.64	579.73	429.54	573.64	212.23
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q28a1. Extremely concerned/ Completely unconcerned about providing: Your postal address

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
1	8	11	5	9	6	10	6	9	5	8	8	9	7	4	6	16	7	4	6	4	10	7	7	25	20
2	5	5	5	8	5	5	3	5	1	5	3	4	6	7	7		2	10	5	6	4	7	4		9
3	4	5	4	2	5	3	5	4	12	6	4	4	1	6	3		3		8	7	9	1	8	1	
4	3	4	3	5	4	3	4	3	1	5	3	4	3	1	2			1	6	7	5	7	4		1
5	12	13	11	16	9	12	13	13	9	12	10	15	10	12	11	8	14	10	12	15	14	9	12	5	14
6	6	6	6	7	6	6	5	7	8	8	6	6	5	2	3	3	4	7	2	6	5	13	8	6	6
7	9	8	10	10	8	10	10	8	8	11	8	6	12	8	10	9	7	10	6	7	7	6	10	21	22
8	12	12	12	10	14	14	10	10	9	12	13	13	9	11	10	12	12	18	10	12	10	12	13	18	1
9	7	7	8	9	9	4	8	7	7	5	9	7	7	8	8	17	5	11	3	6	10	6	5	5	
10	32	30	35	25	35	30	35	34	37	26	34	31	39	39	39	35	45	29	41	31	27	31	26	19	19
NOT APPLICABLE	0		1			2		1	1	0	1		1	1	1								1		7
DONT KNOW	0	0	0				2	0	1	1	0									1	1	0			
Mean	6.96	6.61	7.29	6.52	7.22	6.76	7.24	6.91	7.24	6.53	7.2	6.81	7.29	7.31	7.3	7.36	7.58	7.23	7.01	6.76	6.45	6.88	6.63	6.14	5.44
Std. Deviation	2.99	3.13	2.81	3	2.91	3.08	2.85	3.09	2.89	2.97	2.95	3.03	2.98	2.98	2.97	3.21	2.91	2.79	3.18	2.92	3.15	2.97	2.93	3.35	3.36
Base	1014.65	490.11	524.54	167.4	236.91	228.75	160.62	145.68	75.3	293.44	333.83	173.93	111.81	101.64	213.45	25.13	61.77	56.52	44.61	109.39	142.51	59.34	114.41	23.03	14.19
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q28a1. Extremely concerned/ Completely unconcerned about providing: Your postal address

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
1	8	8	11	8	8	8	9	4	5	8	7	9	4	7	9	13	6	10	9	8
2	5	5	6	4	4	3	5	5	2	5	4	3	3	5	5	4	5	5	5	5
3	4	4		4	4	3	4	4	3	4	4	2	3	3	8	4	3	7	5	3
4	3	3	7	4		3	3	4	3	3	4	2	2	3	5	4	3	5	4	2
5	12	12	10	12	9	11	12	13	10	12	12	13	10	12	13	12	11	13	12	11
6	6	6	6	7	3	6	6	7	2	6	7	7	5	7	6	7	6	6	6	5
7	9	9	6	8	9	13	9	9	10	10	8	14	10	11	8	5	10	7	10	7
8	12	12	3	11	15	12	12	12	11	12	12	7	16	13	11	5	14	9	13	10
9	7	7		6	15	3	7	5	15	7	8	3	9	8	7	5	8	7	7	10
10	32	32	46	33	30	38	31	35	36	32	33	39	39	32	26	38	34	30	29	38
NOT APPLICABLE	0	0		1	3		0	1	2	0	1				1	3		1	0	1
DONT KNOW	0	0	4	0		0	0	1		0	0	1	1	0		1	0	0	0	
Mean	6.96	6.95	6.98	6.91	7.31	7.19	6.87	7.18	7.65	6.93	7.01	7.11	7.71	7.07	6.46	6.73	7.27	6.54	6.73	7.27
Std. Deviation	2.99	2.99	3.42	3.03	2.97	2.95	3.03	2.82	2.73	3.01	2.95	3.01	2.6	2.9	3.06	3.37	2.82	3.15	3.01	3.04
Base	1014.65	1000.18	20.94	411.2	30.31	227.27	809.64	153.79	50.23	607.88	406.77	116.28	179.22	404.04	310.01	117.47	583.26	427.48	575.15	214.06
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q28a2. Extremely concerned/ Completely unconcerned about providing: Your mobile number

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
1	3	5	2	6	2	3	2	4	4	3	5	4	1	2	1	11	1	2		2	1	4	12	2	
2	1	2	1	2	1	2	1	0	2	1	2	1	3	2	3		2		2	1	2				
3	2	2	2	2		2	5	2	2	4	2	1	1	3	2		5		2	1	3	3	6	9	
4	3	3	2	4	3	3	1	2		3	2	2	3	1	2			2	5	6	4	4	4		
5	7	9	5	8	8	4	5	9	4	7	7	8	3	6	5		6	4	2	13	10	10	7	8	
6	3	4	3	2	2	5	5	4		4	4	3	2	3	2	3		3	2	4	2	8	5	9	
7	7	8	7	9	10	8	2	4	9	8	7	9	5	4	4	11	5	6	3	8	7	7	9	16	
8	14	14	15	15	17	14	15	11	6	17	13	16	14	8	11	12	14	16	27	10	16	11	9	23	
9	10	10	11	10	12	10	13	8	6	12	11	10	8	7	8	14	9	6	3	9	15	14	8	19	
10	45	41	49	39	42	47	49	46	53	41	43	45	55	55	55	41	55	51	55	44	40	41	45	20	
NOT APPLICABLE	3	3	2		1	2	2	7	9	1	3	0	6	6	6	6	2	6	2	3	1	1	3	7	
DONT KNOW	1	1	0	1	1				5		1	0	1	2	2		1	1		1	1				
Mean	8.14	7.85	8.41	7.64	8.24	8.2	8.38	8.06	8.45	8.02	7.98	8.13	8.73	8.47	8.6	7.87	8.64	8.52	8.74	8.04	8.05	8.07	7.79	7.27	7.28
Std. Deviation	2.45	2.63	2.24	2.8	2.15	2.41	2.32	2.58	2.59	2.4	2.6	2.41	2.06	2.46	2.26	3.04	2.16	2.25	1.82	2.31	2.35	2.26	2.75	3.15	2.33
Base	990.3	473.69	516.61	165.95	234.34	227.85	159.86	136.15	66.15	292.6	326.67	172.46	104.76	93.81	198.57	23.64	59.56	52.44	43.76	105.02	140.85	59.38	112.44	23.03	14.19
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q28a2. Extremely concerned/ Completely unconcerned about providing: Your mobile number

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
1	3	3	6	4		4	3	3	4	3	3	3	2	4	8	2	5	2	5	
2	1	1		1		0	1		1	2	1	1	1	2	2	1	2	1	3	
3	2	2		3	5	4	1		2	2	4	1	2	3	2	2	2	3	1	
4	3	2		3	9	4	2	4	3	2	4	2	3	3	1	3	3	4	1	
5	7	7	5	8		6	7	8	7	7	7	6	9	6	5	8	6	7	5	
6	3	3	6	5	4	3	4	1	3	4	5	3	3	4	2	3	4	3	3	
7	7	7	6	8	8	9	7	7	10	8	6	6	9	7	5	8	6	8	7	
8	14	14	6	12	10	17	14	19	8	15	13	14	17	15	14	9	15	13	17	
9	10	11		10	6	7	11	7	13	11	10	9	11	12	6	11	10	10	12	
10	45	45	72	45	55	46	45	46	44	45	46	47	50	43	42	53	45	45	47	
NOT APPLICABLE	3	2		2	3		2	5	7	1	5		1	2	3	2	4	3	3	
DONT KNOW	1	1		0			0	1	3	0	1		0	0	0	2	0	1	1	
Mean	8.14	8.14	8.73	8.02	8.44	8	8.1	8.28	8.36	8.1	8.21	8.02	8.44	8.1	7.99	8.17	8.21	8.04	8.07	8.22
Std. Deviation	2.45	2.46	2.47	2.53	2.28	2.52	2.49	2.29	2.31	2.48	2.41	2.55	2.21	2.35	2.54	2.31	2.31	2.64	2.37	2.56
Base	990.3	977.45	21.83	404.56	30.31	228.17	796.05	147.04	46.22	604.69	385.61	117.18	178.35	395.97	302.39	109.68	574.32	412.07	556.51	209.74
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q28a3. Extremely concerned/ Completely unconcerned about providing: Your Landline telephone number

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
1	4	5	3	6	2	3	3	6	5	4	4	4	2	3	3	11	4	4	4	2	2	2	7	12	10
2	2	2	2	4	1	2	2	2	1	1	2	3	2	1	2		1	2	3	3	3	3	1		9
3	2	4	1	1	1	4	3	4	4	4	2	1	1	1	1		1	6	4	4	5	4			
4	2	2	2	3	2	3	1	5	1	3	3	3	2	1	1			2	2	5	3	4	2	9	
5	8	9	8	12	6	8	5	11	9	9	7	9	8	11	9	5	9	3	9	16	9	11	5		8
6	4	4	4	3	4	4	3	4	6	5	5	3	1	3	2		4	3	2	2	1	4	8		11
7	6	6	6	5	8	8	5	4	6	6	7	6	5	5	5		5	10	7	8	5	4	10	13	
8	13	14	13	16	15	13	15	10	9	15	12	17	12	10	11	15	13	16	10	8	14	10	10	20	18
9	11	10	11	14	12	8	12	6	10	10	13	8	8	12	10	16	11	11	2	12	14	9	7	13	6
10	46	43	49	35	48	47	52	47	46	43	44	45	58	52	55	40	51	53	58	41	44	50	47	34	29
NOT APPLICABLE	1	0	1	1		1		1	1		1		1	2	1	13									7
DONT KNOW	0	0							1		0														
Mean	8.04	7.81	8.25	7.55	8.41	8.01	8.43	7.67	7.89	7.86	7.99	7.95	8.51	8.35	8.43	8.08	8.34	8.74	8.12	7.62	8.06	8.07	7.76	7.45	6.83
Std. Deviation	2.56	2.69	2.41	2.79	2.17	2.56	2.34	2.87	2.72	2.58	2.61	2.62	2.36	2.4	2.37	3	2.38	1.81	2.72	2.66	2.52	2.49	2.82	3.03	3.33
Base	1015.46	488.02	527.44	165.95	236.91	229.1	163.17	145.04	75.3	296.71	333.14	173.93	110.99	100.69	211.68	21.92	61.77	56.52	44.61	109.39	143.27	60.23	115.89	23.03	14.19
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q28a3. Extremely concerned/ Completely unconcerned about providing: Your Landline telephone number

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
1	4	4		4	9	5	3	4	8	4	4	4	2	2	6	7	2	6	4	4
2	2	2	6	2		1	2	2		2	2	1	2	2	2	2	2	2	2	3
3	2	2		3	7	1	3	0		2	3	1	1	2	3	4	2	4	3	2
4	2	2		3	9	3	3	2	2	3	2	3	2	3	3	1	3	2	3	0
5	8	9	5	6	5	5	8	9	9	8	9	7	5	10	8	9	8	9	9	8
6	4	4		4		5	4	3	4	4	4	6	4	4	4	2	4	4	4	3
7	6	6	6	8	9	6	6	8	7	6	6	5	5	7	6	5	6	6	5	5
8	13	14	10	10	7	17	13	15	11	14	13	14	12	16	14	7	15	12	16	13
9	11	10		9	15	7	11	7	17	11	10	7	11	11	11	7	11	10	12	9
10	46	46	73	49	34	50	46	47	39	46	46	51	55	43	42	54	47	45	42	53
NOT APPLICABLE	1	1		0	7	1	0	1	4	0	1	1		0	1	3	0	1	1	1
DONT KNOW	0	0					1			0			0				0			
Mean	8.04	8.03	8.91	8.04	7.22	8.21	8.04	8.07	7.92	8.05	8.02	8.18	8.57	8.05	7.71	7.98	8.21	7.79	7.92	8.28
Std. Deviation	2.56	2.56	2.19	2.61	3.16	2.5	2.56	2.54	2.71	2.56	2.55	2.52	2.24	2.37	2.78	2.9	2.34	2.82	2.57	2.54
Base	1015.46	1000.99	21.83	413.4	29.36	226.72	811.4	153.79	49.27	611.73	403.73	115.73	180.12	403.34	310.01	118.08	583.46	428.09	573.88	213.24
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q28a4. Extremely concerned/ Completely unconcerned about providing: Your Email address

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
1	5	7	3	9	3	4	4	6	6	5	7	5	2	5	3	6	5	3	3	2	5	1	7	21	10
2	3	4	3	6	4	2	2	4	2	3	3	4	5	3	4	5	3	2	10	3	3	1	6	1	
3	4	5	3	5	1	9	3	5	1	5	5	3	1	6	4	5	5	2	4	3	6	6	4	6	9
4	3	4	3	2	5	4	3	3	1	4	3	2	3	5	4	3	2	5	4	4	3	8	4		
5	17	17	17	19	13	17	20	19	16	21	14	20	17	12	15	6	11	13	14	25	19	24	23	20	14
6	6	6	6	9	6	8	5	3	1	7	6	5	5	5	5	5	7	5	9	3	4	6	12	6	12
7	9	8	10	9	14	9	8	5	10	11	9	7	13	7	10	13	10	17	6	9	10	3	6	10	16
8	11	11	11	9	10	11	14	13	12	12	13	11	8	6	7		9	11	11	6	12	13	6	23	17
9	8	8	8	10	9	5	10	7	5	7	7	8	10	10	10	12	14	9	2	8	7	4	4	4	
10	31	28	34	21	35	31	30	35	40	24	33	35	35	35	35	43	33	31	38	36	32	32	28	9	13
NOT APPLICABLE	1	0	2			1	0	1	4		1	0	1	4	2	4		1				1			7
DONT KNOW	0	0							2		1											1			
Mean	7.06	6.73	7.36	6.34	7.41	6.91	7.23	7.08	7.61	6.74	7.12	7.18	7.43	7.15	7.3	7.51	7.3	7.38	6.98	7.21	7.08	7	6.36	5.59	6.1
Std. Deviation	2.79	2.94	2.61	2.96	2.63	2.78	2.63	2.91	2.78	2.68	2.86	2.85	2.59	2.96	2.77	3.07	2.82	2.54	2.99	2.7	2.78	2.63	2.92	3.02	2.76
Base	1012.65	488.69	523.96	167.4	236.91	229.1	162.48	145.08	71.68	296.71	332.96	173.25	111.81	97.92	209.73	24.18	61.77	55.85	44.61	109.39	143.27	59.38	115.2	23.03	14.19
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q28a4. Extremely concerned/ Completely unconcerned about providing: Your Email address

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
1	5	5	6	5	9	5	6	1	5	6	4	4	2	3	6	15	3	9	5	6
2	3	3		2		2	3	4	3	4	2	3	3	5	2	3	4	2	4	4
3	4	4		5	4	5	5	4		5	3	3	2	2	6	8	2	7	4	5
4	3	3		3	7	4	3	4	4	2	5	4	4	3	4	2	3	3	4	1
5	17	17	24	17	5	15	17	19	13	17	17	11	10	20	18	16	17	17	20	11
6	6	6		9		8	6	6	3	7	5	12	5	7	6	6	6	6	7	5
7	9	9	4	10	8	11	10	8	9	10	8	9	9	10	11	4	10	9	9	12
8	11	11	11	11	11	11	11	11	5	10	13	12	13	10	13	7	11	11	10	13
9	8	8	5	7	15	7	7	8	17	8	8	7	10	8	8	4	9	7	9	9
10	31	31	51	32	32	31	31	33	31	31	32	34	40	32	24	35	34	27	29	34
NOT APPLICABLE	1	1		0	9		0	1	10	0	2		1	1	1	2	1	1	1	1
DONT KNOW	0	0						1	2		0		0		0		0			
Mean	7.06	7.04	7.93	7.05	7.38	7.08	6.99	7.27	7.53	6.96	7.21	7.29	7.84	7.16	6.7	6.41	7.37	6.62	6.91	7.24
Std. Deviation	2.79	2.8	2.71	2.72	3.06	2.73	2.82	2.61	2.79	2.84	2.71	2.68	2.48	2.66	2.77	3.38	2.63	2.95	2.77	2.86
Base	1012.65	998.95	21.83	413.4	28.59	228.17	812.98	153.12	45.56	610.37	402.28	117.18	178.76	402.74	308.38	118.85	581.5	427.24	573.98	213.29
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q28a5. Extremely concerned/ Completely unconcerned about providing: Your emails that you send and receive

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
1	4	5	3	7	2	3	5	5	6	6	3	3	5	3	4	5	7	4	3	4	4	3	5	18	
2	2	3	2	4	3	1	2	2	1	1	2	2	3	3	3	5	2	3	2	3	1	2	4		
3	2	1	2	1	1	3	3	1	2	2	2	2	4	2		3		4	1	2	5	0			
4	2	1	3	2	4	1	1	1	1	3	1	1	4	2	3	2	3		1	2	3	2			
5	8	8	8	14	5	9	7	9	7	8	7	9	9	11	10	8	7	8	12	14	8	3	8	7	24
6	3	3	3	4	2	4	3	3		3	4	3	4	1	3	5	5	7	2	2	6	1			11
7	5	5	5	5	9	3	5	2	6	7	4	6	5	2	4	11	3	8	2	9	4	3	5	11	
8	10	11	10	12	9	10	10	14	8	9	13	10	10	7	9	13	13	11	13	10	13	2	12		
9	9	10	9	10	12	9	9	8	4	8	10	10	11	8	9	9	11	12	6	8	11	6	9	4	5
10	51	51	52	41	54	53	51	53	58	52	50	52	51	53	52	42	45	44	48	49	54	53	59	47	53
NOT APPLICABLE	2	1	2	2		2	3	1	5	1	2	1	2	4	3	4	2	1	3			3		7	
DONT KNOW	0	1			1			1	2		1										4	1			
Mean	8.17	8.12	8.22	7.62	8.47	8.22	8.13	8.21	8.32	8.06	8.27	8.25	8.2	8	8.11	7.81	7.83	7.98	7.99	7.99	8.37	8.21	8.28	7.39	8.19
Std. Deviation	2.61	2.69	2.53	2.86	2.32	2.53	2.69	2.63	2.78	2.74	2.48	2.53	2.58	2.81	2.69	2.82	2.87	2.56	2.58	2.6	2.45	2.6	2.8	3.42	2.34
Base	1002.19	480.17	522.01	164.71	235.49	228	158.18	144.23	71.58	294.72	327.24	171.93	110.43	97.87	208.29	24.18	60.28	55.85	43.23	109.39	143.27	57.97	111.53	23.03	14.19
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q28a5. Extremely concerned/ Completely unconcerned about providing: Your emails that you send and receive

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
1	4	4	6	4	5	3	4	3	8	4	4	4	3	3	4	10	3	6	4	4
2	2	2		2		1	2	3	3	3	2	1	3	3	1	2	3	1	2	4
3	2	2		2		1	2	1		2	1	1	1	1	3	2	1	2	2	
4	2	2		2		3	2	2		1	3	2	1	2	2	3	2	2	2	1
5	8	9		8	7	11	8	10	9	9	7	10	4	8	11	10	7	11	11	4
6	3	3		4		3	3	3		3	3	5	1	3	3	6	3	4	3	3
7	5	5	5	5	4	6	5	6	8	6	5	5	6	6	5	1	6	4	5	4
8	10	10		9	12	10	10	11	8	10	10	7	7	13	10	8	11	9	11	14
9	9	9		9	10	5	9	9	16	8	11	6	11	10	10	5	10	9	10	9
10	51	51	83	54	52	55	53	50	32	51	51	57	62	50	49	49	53	49	50	52
NOT APPLICABLE	2	2		1	9	2	1	1	13	1	2	1	1	2	1	3	1	2	1	2
DONT KNOW	0	0	6	0		1	0	1	2	0	0	1	1		1		0	1		
Mean	8.17	8.16	9.31	8.25	8.61	8.27	8.2	8.18	7.66	8.12	8.25	8.29	8.69	8.19	8.07	7.57	8.35	7.93	8.11	8.24
Std. Deviation	2.61	2.62	2.25	2.57	2.34	2.47	2.61	2.49	2.95	2.64	2.55	2.53	2.35	2.52	2.6	3.16	2.47	2.77	2.58	2.64
Base	1002.19	988.48	20.42	408.31	28.59	223.28	804.36	153.02	43.81	601.73	400.46	114.67	177.74	397.96	305.2	117.37	575.7	422.57	571.27	211.2
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q28a6. Extremely concerned/ Completely unconcerned about providing: Your credit or debit card details for making online payments

Base: All Respondents

	Total	Gender		Age						SEG						Income																			
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over										
1	3	3	3	8	1	2	2	2	2	3	2	2	5	1	3	5	1		3	2	3	2													
2	1	1	1	3		1		2	1	2	0	1		1	1				1				2		11										
3	1	2	1	2	1	0	2	2	2	1	2	2		1	1	6	1	1		2		1	2	6	6										
4	1	1	1	1	1	1	1	0	1	0	1	1		1	0						0	1	1												
5	3	3	3	1	1	5	5	4	5	5	3	4	1	1	1		1	1	0	5	5	2	6	4											
6	1	1	1	1	1	1	2	1	2	2	1			2	1				3		2	1	3	3											
7	2	3	1	2	2	2	2	2	1	3	2	1	2		1	5		2	2	2	2	4	2												
8	5	6	5	6	3	4	8	5	8	8	5	3	2	7	4	5	2	3	4	5	7	7	9	5											
9	5	5	6	3	8	4	7	5	3	5	6	7	3	6	4	3	8	7	12	5	4	6	7												17
10	73	71	75	72	82	74	67	71	62	68	75	76	80	71	76	72	76	80	73	72	77	72	61	73	69										
NOT APPLICABLE	4	3	5	3	0	6	4	5	10	3	3	3	7	8	7	4	5	6	7	3	2	2	3	1	7										
DONT KNOW	0	0	0				0		2		0			1	0					1															
Mean	9.08	8.94	9.22	8.59	9.55	9.14	9.04	9	8.76	8.8	9.16	9.19	9.3	9.24	9.27	8.78	9.36	9.64	9.46	8.93	9.24	9.14	8.6	8.42	9.33										
Std. Deviation	2.13	2.26	1.99	2.9	1.34	2.05	1.96	2.2	2.36	2.37	2	2.03	2.15	1.85	2.01	2.62	1.8	1.12	1.6	2.26	1.88	1.85	2.43	2.97	1.84										
Base	980.49	474.8	505.69	163.08	235.79	218.68	155.56	139.76	67.61	287.3	325.35	169.16	105.06	93.62	198.68	24.18	57.65	53.21	41.55	106.37	139.49	59.14	111.88	22.81	14.19										
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15										

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q28a6. Extremely concerned/ Completely unconcerned about providing: Your credit or debit card details for making online payments

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
1	3	3		3		4	3	3	3	2	5	2	3	3	3	2	3	2	5	
2	1	1	7	1		1	1		1	0	1	2	1	1		1	1	1	1	
3	1	1		2	3	1	2	0	1	1	1	1	0	1	6	1	2	1	1	
4	1	1		1		1	0	1	1	0	1		1	1		1	1	1	1	
5	3	3	6	3	3	3	3	4	2	5	1	2	3	4	4	3	4	3	3	
6	1	1		0	3		1	0	1	1	1		1	2		1	1	2		
7	2	2	6	2	4	1	2	2	4	2	2	1	1	0	4	3	0	4	2	
8	5	5		5	13	3	5	6	7	5	5	4	2	7	5	4	6	5	4	
9	5	5		6	2	6	6	4	6	5	8	2	7	5	5	6	5	6	3	
10	73	73	81	75	64	77	74	74	63	73	73	75	85	73	69	66	77	68	74	
NOT APPLICABLE	4	4		2	7	4	3	4	18	4	4	3	2	3	5	8	3	6	4	
DONT KNOW	0	0					0	1		0	0	0		0	0	1	0	0	0	
Mean	9.08	9.08	8.96	9.14	8.99	9.16	9.06	9.17	9.28	9.06	9.12	9.07	9.36	9.15	8.94	8.8	9.21	8.9	9.17	
Std. Deviation	2.13	2.14	2.39	2.04	1.8	2.2	2.16	2.01	1.85	2.2	2.02	2.33	2	2.01	2.21	2.44	2.01	2.27	1.97	
Base	980.49	966.02	21.83	405.59	29.36	219.87	789.35	148.21	41.93	589.5	390.99	113.4	175.65	394.33	296.07	110.53	569.98	406.6	554.26	
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q28a7. Extremely concerned/ Completely unconcerned about providing: Information about you and your friends from social networking sites

Base: All Respondents

	Total	Gender		Age						SEG						Income												
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over			
1	5	6	4	6	3	4	4	7	6	6	4	5	2	6	4													
2	1	1	1	3	2	1		1	1	2	2	1	1	1	1		1					1	1	2	6			
3	1	2	1	3	1	2	1	1		0	2	3	2		1			3	1	2	1	2	2					
4	1	1	1	3	0	2	1		1	1	1	2		3	1	5					2	2	2					
5	7	6	7	10	8	5	7	3	3	6	6	7	8	7	8	11	8	4	7	7	3	8	14	10	11			
6	3	3	3	6	2	4	2	1	2	4	2	4	4	1	2	3	1	3	3	1	1	5	4	4	9			
7	5	6	4	10	7	4	5	1	1	2	6	6	6	8	7	10	5	8	7	6	3	7	4		5			
8	10	10	9	11	14	11	6	7	3	10	10	10	11	6	9	7	3	13	10	13	10	7	8	7	11			
9	5	4	6	10	6	3	5	4	1	4	7	4	6	5	5	4	6	12	4	5	3	4	4	4	10			
10	33	28	38	31	39	40	32	24	17	30	32	38	38	31	35	30	32	34	38	27	43	33	31	45	27			
NOT APPLICABLE	27	31	23	5	15	23	36	49	56	33	27	18	20	29	24	27	38	19	25	34	25	26	22	19	26			
DONT KNOW	2	2	2	1	2	1	2	2	9	1	3	1	2	4	3	3	3	2	2	1	1	1	3					
Mean	7.8	7.54	8.02	7.27	8.08	8.04	7.97	7.69	7.11	7.56	7.93	7.77	8.16	7.68	7.95	7.96	8.12	8.24	8.19	7.95	8.04	7.75	7.36	7.81	8.11			
Std. Deviation	2.79	2.91	2.68	2.83	2.52	2.7	2.74	3.26	3.54	3.03	2.7	2.8	2.38	2.88	2.61	2.2	2.71	2.36	2.46	2.46	3.02	2.7	2.95	3.11	1.96			
Base	730.89	329.5	401.39	158.07	195.45	176.11	102.45	71.94	26.86	194.7	237.33	141.11	88.55	69.19	157.74	17.71	36.58	44.53	32.82	71.88	105.54	43.77	86.73	18.55	11.37			
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15			

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q28a7. Extremely concerned/ Completely unconcerned about providing: Information about you and your friends from social networking sites

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
1	5	5	12	4		4	5	4	3	4	6	4	3	5	4	9	5	5	4	7
2	1	1		1		1	1	2		2	0	3	1	2	1	2	1	2	2	2
3	1	1		1	5	2	1	1	2	2	0	2	1	2	1	2	1	2	2	2
4	1	1		1		2	1	2		2	0	1		1	3	1	1	2	1	1
5	7	6		7	8	7	7	3	7	10	1	7	3	5	10	11	4	10	8	3
6	3	3	4	3	12	6	4	1		5	0	8	1	4	4	1	3	3	3	3
7	5	5	12	6		7	6	3		8	1	4	3	6	6	4	5	5	6	5
8	10	10	14	11	12	13	10	9	4	14	3	15	9	11	10	6	10	9	10	11
9	5	5		4	6	4	6	4	1	7	2	3	6	5	4	5	6	5	6	6
10	33	33	54	36	38	41	35	26	29	44	18	46	44	32	27	31	36	29	32	33
NOT APPLICABLE	27	26	3	24	20	12	22	42	50	1	64	7	28	26	26	28	27	27	26	25
DONT KNOW	2	2		2		2	1	5	3	0	5	1	2	1	4	1	1	3	1	2
Mean	7.8	7.8	8.06	7.95	8.14	7.96	7.78	7.9	8.12	7.84	7.65	8	8.71	7.77	7.54	7.23	8.05	7.45	7.76	7.7
Std. Deviation	2.79	2.79	3	2.65	2.24	2.57	2.78	2.86	2.97	2.61	3.53	2.62	2.35	2.81	2.7	3.26	2.71	2.87	2.72	3.01
Base	730.89	722.62	21.09	308.56	25.27	196.74	621.91	83.75	24.24	604.75	126.14	108.05	127.6	296.65	216.88	85.85	424.25	302.73	417.97	155.84
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q28a8. Extremely concerned/ Completely unconcerned about providing: The browsing history in your computer, i.e. the websites you have recently visited

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
1	6	7	4	14	2	4	5	5	7	5	7	6	5	4	4	11	5	5	3	4	4	2	5	11	
2	2	1	2	1	2	1	1	1	2	1	1	2	3	1	2		4	4			1	4	3		
3	3	2	3	1	3	4	3	3	3	3	2	2	3	7	5	3	9	3	8		4	1	2	4	
4	2	2	2	2	2	1	2	3		1	1	3	1	2	2	5	2	6			2	2	1		7
5	10	12	7	10	9	10	12	10	8	11	8	12	10	10	10	5	8	6	22	14	14	8	11	13	17
6	5	4	7	8	3	8	3	3	5	5	6	5	3	6	4	15	2	9		7	4	6	6	4	5
7	7	6	8	12	8	5	8	4	5	6	5	9	9	9	9	4	10	14	6	6	7	9	6		
8	12	12	13	15	14	9	9	15	17	13	14	11	11	9	10	6	12	9	10	20	8	16	13	5	13
9	8	7	9	10	10	6	9	6	6	7	10	7	7	7	7	10	6	8	3	3	6	8	8	6	
10	44	45	43	27	47	49	45	49	44	46	43	42	47	40	44	41	41	33	47	46	50	53	39	55	45
NOT APPLICABLE	1	1	2		0	3	3	1	1	1	2	1	1	2	1		2	3			1		4		7
DONT KNOW	0	0	1	1				1	3			0		2	1										
Mean	7.8	7.74	7.85	6.9	8.16	7.91	7.88	7.98	7.77	7.91	7.85	7.58	7.89	7.55	7.73	7.34	7.43	7.22	7.68	8.03	7.9	8.12	7.65	7.76	8.07
Std. Deviation	2.72	2.81	2.63	3.03	2.41	2.67	2.66	2.69	2.85	2.64	2.74	2.79	2.73	2.75	2.74	3.1	2.96	2.79	2.72	2.34	2.67	2.48	2.74	3.2	2.33
Base	1004.27	483.98	520.29	166.26	235.79	225.17	158.84	144.35	73.85	292.52	329.87	171.85	111.39	98.64	210.03	25.13	60.65	54.62	43.84	109.39	141.57	60.23	111.02	23.03	14.19
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q28a8. Extremely concerned/ Completely unconcerned about providing: The browsing history in your computer, i.e. the websites you have recently visited

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
1	6	6	6	5	13	6	2	6	6	5	7	3	4	5	16	4	8	5	7	
2	2	2	1	1	1	2	1	2	2	1	1	1	1	2	1	2	2	1	2	
3	3	3	4	3	3	2	4	4	2	3	2	2	3	2	2	3	3	3	3	
4	2	2	3	2	2	2	2	2	2	1	3	2	3	2	1	3	2	1	1	
5	10	10	6	10	3	10	9	11	17	9	11	8	9	14	10	8	13	12	5	
6	5	5	5	12	5	6	2	6	6	5	4	1	6	7	5	4	6	6	4	
7	7	7	7	8	8	7	6	3	8	6	6	6	9	5	8	8	6	8	8	
8	12	12	17	12	18	11	12	17	16	12	13	13	15	13	9	13	12	13	9	
9	8	8	5	8	5	7	8	8	12	9	7	10	8	8	7	8	8	7	15	
10	44	44	55	46	34	47	45	44	29	43	45	49	62	43	38	36	49	37	41	44
NOT APPLICABLE	1	1	3	2	7	2	1	1	3	1	2	1	1	2	3	1	3	1	3	
DONT KNOW	0	0	0	0	0	0	1	1	0	1	0	0	1	1	0	1	0	1	0	
Mean	7.8	7.79	8.26	7.93	7.37	7.82	7.78	8.01	7.29	7.74	7.88	7.97	8.72	7.88	7.53	6.74	8.14	7.31	7.65	7.94
Std. Deviation	2.72	2.73	2.76	2.63	3.01	2.73	2.76	2.44	2.74	2.77	2.64	2.75	2.27	2.56	2.7	3.38	2.5	2.92	2.71	2.78
Base	1004.27	990.54	21.09	404.11	29.1	224.66	801.66	152.78	48.83	604.91	399.35	115.88	179.43	401.95	300.91	118.06	581.38	418.98	569.48	209.73
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q28a9. Extremely concerned/ Completely unconcerned about providing: Your current location, for instance if you are using the internet on your mobile phone

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
1	6	7	4	7	4	6	5	7	8	4	7	7	3	8	5	5	5	7	3	6	7	4	7	16	
2	2	2	2	3	3	2	3	0		3	1	3	1	1	1	5		2		1	2		2	4	
3	2	3	2	2	2	2	4	2	1	2	3	3		1	1	6			10	1	3		5	4	
4	2	3	2	3	2	3	2	1		1	2	5	2		1		4	8		2		3	6		
5	7	8	5	12	6	7	7	4	2	8	6	5	12	4	8	5	3	4	4	2	10	9	5	14	19
6	2	2	2	2	4	2	3	1	3	2	3	2	1	3	2	11	4		4	1	1	9	2		
7	6	7	6	5	10	5	5	6	6	9	5	6	2	10	6	7	2	7	2	6	7	7	11	4	16
8	9	8	11	10	12	9	6	11	7	13	8	10	8	5	6		5	5	13	13	11	9	8	6	
9	7	6	8	11	6	5	7	5	5	5	8	7	9	5	7		9	6	5	4	5	5	9		11
10	39	36	42	38	44	47	38	31	25	39	40	38	45	36	40	33	53	42	36	41	40	41	36	41	46
NOT APPLICABLE	16	16	15	9	6	11	20	32	35	14	15	14	16	24	20	22	16	22	14	12	14	9	11	5	7
DONT KNOW	1	2	1		1	2	0	1	8	1	2	0	1	3	2	6	3		2	1	1	5			
Mean	7.79	7.46	8.09	7.53	7.98	7.93	7.68	7.75	7.61	7.85	7.74	7.54	8.3	7.67	8.02	6.97	8.77	7.86	7.52	7.72	7.73	7.98	7.51	6.46	8.34
Std. Deviation	2.86	3.02	2.67	2.95	2.61	2.88	2.98	2.96	3.09	2.7	2.96	3.04	2.47	3.08	2.76	3.28	2.36	3.07	2.87	2.84	2.92	2.51	2.95	3.64	2.08
Base	848.23	402.73	445.5	153.16	218.74	203.37	129.75	99.24	43.96	249.57	281.52	148.79	93.98	74.37	168.35	18.09	50.05	43.82	37.43	95.39	121.95	51.78	103.08	21.95	14.19
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q28a9. Extremely concerned/ Completely unconcerned about providing: Your current location, for instance if you are using the internet on your mobile phone

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
1	6	6	9	5		5	6	5	7	6	6	5	2	6	6	9	5	7	6	5
2	2	2	4	2		1	2	2		2	2	1	2	2	2	2	2	2	1	4
3	2	2		3	7	3	2	2		2	2	4	0	2	3	4	2	3	3	
4	2	2	3	3		5	2	2		3	1	3	2	3	1	3	2	2	2	2
5	7	7	1	6	15	10	6	9	5	8	5	12	6	5	10	4	5	8	8	6
6	2	2		2	4	3	3	1	4	2	2	3	2	3	2	1	3	2	2	2
7	6	6	12	8	5	5	6	7	6	7	6	5	3	8	7	5	7	6	7	6
8	9	10	5	10	3	9	9	8	14	11	7	11	10	11	9	4	11	8	11	7
9	7	7		6	6	5	7	6	9	8	5	5	6	6	8	7	6	8	7	9
10	39	39	61	44	45	52	41	34	27	43	34	49	54	38	35	35	43	35	38	42
NOT APPLICABLE	16	16		11	15	2	14	23	26	9	25	1	12	14	16	25	14	19	14	16
DONT KNOW	1	1	6	1		1	1	2	1	1	3	1	1	1	2	1	1	2	1	1
Mean	7.79	7.79	8.08	7.9	8.01	7.94	7.81	7.69	7.79	7.85	7.69	7.81	8.62	7.7	7.59	7.29	7.99	7.51	7.73	7.96
Std. Deviation	2.86	2.86	3.16	2.81	2.52	2.76	2.87	2.87	2.74	2.79	2.99	2.8	2.3	2.85	2.89	3.39	2.72	3.02	2.8	2.85
Base	848.23	834.61	20.62	364.93	26.84	222.55	693.01	116.78	37.45	552.22	296.01	114.56	157.43	344.17	254.01	89.7	501.6	343.72	489.88	179.62
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q29. Which of the following statements best describes how you feel about what is currently being done to protect your personal information when using the internet?

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
More needs to be done to protect my personal information	66	64	68	57	71	66	68	71	53	70	65	64	62	66	64	66	65	57	70	67	61	72	64	51	80
Enough is currently being done to protect my personal information	12	14	10	20	13	12	8	10	4	11	11	17	11	9	10	11	7	17	8	10	17	11	17	32	8
Less could be done to protect my personal information	0	0		0					1	0				1	0		1								
I don't know what is currently being done to protect my personal information	22	22	22	23	16	22	24	19	42	20	24	19	27	24	25	24	27	26	22	23	22	17	19	17	12
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q29. Which of the following statements best describes how you feel about what is currently being done to protect your personal information when using the internet?

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
More needs to be done to protect my personal information	66	66	82	68	53	68	67	64	48	67	64	72	74	69	61	54	71	59	65	69
Enough is currently being done to protect my personal information	12	12	5	14	29	13	13	7	5	14	9	10	4	10	15	23	8	17	13	10
Less could be done to protect my personal information	0	0				0	0			0	0				1		0	0	0	
I don't know what is currently being done to protect my personal information	22	22	13	19	18	19	19	29	47	19	27	18	21	21	24	22	21	23	22	21
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q30. Who do you think should have responsibility for ensuring people's personal information is looked after and used in accordance with their wishes?

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
People should have responsibility for their own information	70	69	72	75	72	72	68	65	64	67	72	72	73	70	71	54	74	76	78	62	65	67	69	66	84
Companies who ask for or use the personal information	53	51	56	53	58	54	56	46	43	58	55	55	48	38	43	42	49	47	46	49	55	47	58	43	68
Government	40	41	39	35	49	40	41	36	30	42	42	37	41	33	37	46	41	33	36	37	46	34	36	38	6
An independent organisation	39	41	38	34	46	36	44	36	32	46	37	35	35	35	35	50	38	31	29	32	40	45	41	48	22
Other	1	1	0	2			1			1	0		1	1								1	1		
ISPs	3	4	3	1	3	5	3	6	3	3	3	4	8	1	5		3	5	7	5	3	5	5		
Don't know	1	1	1		1	2	2	1	2	1	1	1	4	1	3	3	4	1	2		1				
The police	0	0	0		1		1			0	0								1		1				
A regulatory/overseeing body (general)	0	0	0		1	1	1			0	0	1								1		1		5	
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q30. Who do you think should have responsibility for ensuring people's personal information is looked after and used in accordance with their wishes?

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
People should have responsibility for their own information	70	70	72	71	85	75	71	67	75	73	66	76	74	68	73	66	70	71	72	68
Companies who ask for or use the personal information	53	54	50	55	51	68	55	48	41	56	49	69	65	54	46	50	57	47	54	52
Government	40	40	55	43	45	50	41	37	36	40	40	50	54	44	32	27	47	31	41	39
An independent organisation	39	39	60	41	41	44	39	41	36	39	39	48	45	39	42	24	41	37	37	41
Other	1	1		0		1	0	1		1	0	2	1	0	1		1	0	1	
ISPs	3	3	15	3	2	2	4	2		3	4	4	4	5	2	3	5	2	3	2
Don't know	1	1		0	3	0	1	2	4	0	2		1	1	1	2	1	1	1	0
The police	0	0		1		1	0			0		1	1				0		0	
A regulatory/overseeing body (general)	0	0		0		0	0		2	0	0			1	0		1	0	0	1
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q31. You mentioned earlier that you have a page or profile on a social networking site. Which site or sites are you registered at?

Base: Those who have a page or profile on a social networking site

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Bebo	3	3	4	10	1	1	1	2		2	2	4	4	9	7	23	3	3	4	4	1	6	0		
Facebook	99	98	100	99	99	98	99	100	100	98	98	100	100	100	100	100	100	100	100	100	100	98	100	100	
Flickr	1	1	1	3	1	1		0		0	1	1		4	2			4		1		2		2	
Myspace	5	6	3	10	3	3	4			3	7	2	8	2	5	9		3	5	2	5	6	5	9	15
Ning																									
Twitter	10	10	10	16	10	7	6	4	6	7	11	5	14	15	14	49		13	21	4	12	12	12		
HLS	0	1	0	2																2		2			
Picizo																									
Other	3	5	1	4	2	2	2	2	5	1	6			4	2			3	3	7	3		5		
Total (Count)	613	265	348	148	178	154	76	42	14	162	193	113	82	62	145	16	30	37	28	68	87	36	73	14	10

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q31. You mentioned earlier that you have a page or profile on a social networking site. Which site or sites are you registered at?

Base: Those who have a page or profile on a social networking site

	Total	Type of internet access					Frequency of internet access			Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Bebo	3	3		2	7	7	3	5		3	6	2	3	5	2	3	4	4	3
Facebook	99	99	88	98	100	98	99	100	100	99	97	100	98	100	99	98	100	100	99
Flickr	1	1		2	7	2	1			1	3	1	1	2	1	1	0	2	
Myspace	5	4	9	7	7	5	5		9	5	5	4	3	8	2	3	6	5	7
Ning																			
Twitter	10	10	6	11	13	12	10	5	9	10	16	7	9	13	10	8	12	11	7
Hi5	0	0		1			1			0			1	1	0	1	1		
Piczo																			
Other	3	3	5	4	7	4	3	2		3	5	5	3	2	1	3	2	3	1
Total (Count)	613	608	19	265	20	177	540	57	15	613	99	98	247	190	74	345	264	370	117

W = Weighted Count

U = Unweighted Count

Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q32a1. Who can see on your Bebo profile your contact details such as your email address, home address, telephone number?

Base: Those who have a page or profile on Bebo

	Total	Gender		Age					SEG						Income							
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499
Can only be seen by my friends	81	78	82	88	50	90	100			100	73	100	100	100	100	100	100	100	100	100	58	
Can be seen by anyone	14	22	9	12	50				60		27											
Can't be seen	1		2			10			8													100
Don't have this on my page	4		7					100	32												42	
Total (Count)	21	8	13	14	2	2	1	1	3	4	4	4	6	9	4	1	1	1	3	1	2	0

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32a1. Who can see your Bebo profile your contact details such as your email address, home address, telephone number?

Base: Those who have a page or profile on Bebo

	Total	Type of internet access				Frequency of internet access		Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research			
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No	
Can only be seen by my friends	81	81		74	100	71	87	42	81	53	100	86	80		100	89	71	83	62
Can be seen by anyone	14	14		26		22	7	58	14	47								11	38
Can't be seen	1	1					1		1			3			2				
Don't have this on my page	4	4				7	5		4			11			8			6	
Total (Count)	21	21		5	1	13	18	3	21	6	2	8	9	1	11	10	15	3	

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32a2. Who can see on your Bebo profile your personal information - such as your relationship status, date of birth, home town?

Base: Those who have a page or profile on Bebo

	Total	Gender		Age					SEG						Income							
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499
Can only be seen by my friends	70	35	91	71	100	90				100	82	100	57	73	33	100	100	100	100	100	58	
Can be seen by anyone	25	55	7	29				100	92				43	27	67						42	
Can't be seen	1		2			10			8													100
DONT KNOW	4	10					100				18											
Total (Count)	21	8	13	14	2	2	1	1	3	4	4	4	6	9	4	1	1	1	3	1	2	0

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32a2. Who can see on your Bebo profile your personal information - such as your relationship status, date of birth, home town?

Base: Those who have a page or profile on Bebo

	Total	Type of internet access					Frequency of internet access		Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Can only be seen by my friends	70	70		83	100	65	82		70	60	100	86	42	100	89	49	66	75
Can be seen by anyone	25	25				30	12	100	25	28		11	49		8	43	34	
Can't be seen	1	1					1		1			3		2				
DONT KNOW	4	4		17		6	4		4	12			9		8			25
Total (Count)	21	21		5	1	13	18	3	21	6	2	8	9	1	11	10	15	3

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32a3. Who can see on your Bebo profile photographs that you have posted?

Base: Those who have a page or profile on Bebo

	Total	Gender		Age					SEG						Income										
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499			
Can only be seen by my friends	69	45	83	71	100	43	100			100	100	71	57	62	33	100	100								
Can be seen by my friends plus friends of friends	11	16	8	9		47						29	21	24	33		100								
Can be seen by anyone	19	39	7	21				100	92				21	13	33								42		
Don't have this on my page	1		2			10			8															100	
Total (Count)	21	8	13	14	2	2	1	1	3	4	4	4	6	9	4	1	1	1	3	1	2	0			

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32a3. Who can see on your Bebo profile photographs that you have posted?

Base: Those who have a page or profile on Bebo

	Total	Type of internet access					Frequency of internet access		Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Can only be seen by my friends	69	69		100	100	70	73	42	69	72	100	74	51	100	80	57	66	100
Can be seen by my friends plus friends of friends	11	11				10	13		11			12	15		10	13	8	
Can be seen by anyone	19	19				20	12	58	19	28		11	34		8	30	25	
Don't have this on my page	1	1					1		1			3			2			
Total (Count)	21	21		5	1	13	18	3	21	6	2	8	9	1	11	10	15	3

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32b1. Who can see on your Facebook profile your contact details such as your email address, home address, telephone number?

Base: Those who have a page or profile on Facebook

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Can only be seen by my friends	72	70	73	72	75	74	70	59	72	70	75	65	81	72	77	60	74	78	84	82	68	67	68	47	43
Can be seen by my friends plus friends of friends	4	6	3	4	4	4	7	2	17	4	6	4	2	6	4	13	3	4		3	9	5	1	18	
Can be seen by anyone	4	7	2	7	4	2	3	6		4	1	9	2	8	4		6	6	7	3	3	3	9		
Can't be seen	6	5	6	3	3	10	5	11	5	7	5	6	3	8	5	7	6	2	3	1	11	3	8	12	20
Don't have this on my page	11	9	12	11	13	7	9	18	7	13	10	13	12	4	9	17	8	10	6	9	6	17	17	32	17
DONT KNOW	3	2	3	3	1	3	5	3		3	3	4		3	1	4	4			2	3	5	6	3	
Total (Count)	606	260	347	147	177	151	75	42	14	159	189	113	82	62	145	16	30	37	28	68	87	36	71	14	10

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q32b1. Who can see your Facebook profile your contact details such as your email address, home address, telephone number?

Base: Those who have a page or profile on Facebook

	Total	Type of internet access					Frequency of internet access			Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Can only be seen by my friends	72	72	83	72	59	65	73	66	67	72	68	74	75	67	72	72	74	68	
Can be seen by my friends plus friends of friends	4	4		5	7	8	4	8	7	4	10	4	2	7	5	3	4	6	
Can be seen by anyone	4	4	10	3	6	4	7		4	5	6	3	4	8	4	5	7		
Can't be seen	6	6		7	14	5	6	1	6	2	7	4	6	10	5	7	5	6	
Don't have this on my page	11	11		10	20	12	10	11	26	11	11	12	11	6	12	10	10	10	
DON'T KNOW	3	3	7	3	5	2	6		3	3	1	3	3	2	3	2	3	2	
Total (Count)	606	602	17	259	20	173	534	57	15	606	95	98	241	190	73	339	263	370	116

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32b2. Who can see on your Facebook profile your personal information - such as your relationship status, date of birth, home town?

Base: Those who have a page or profile on Facebook

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Can only be seen by my friends	77	71	82	74	83	83	61	76	78	77	82	72	82	69	76	52	78	74	90	85	71	71	84	58	85
Can be seen by my friends plus friends of friends	5	8	3	5	5	5	10	2	10	4	7	7	2	6	4	13	3	7	4	5	10	11		9	
Can be seen by anyone	8	11	5	12	5	8	7	8		5	6	10	8	18	12	31	9	11	3	5	12	9	4	10	2
Can't be seen	2	1	2	1	2	2	4	2		3	2	2		2	1			3		1	1	0	5	1	8
Don't have this on my page	5	6	4	5	3	1	12	11	12	7	2	7	7	3	5		7	4	3	5	4	3	5	14	2
DONT KNOW	2	2	3	3	2	1	5	2		4	2	2	2	3	2	4	4			1	5	3	7	3	
Total (Count)	606	260	347	147	177	151	75	42	14	159	189	113	82	62	145	16	30	37	28	68	87	36	71	14	10

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32b2. Who can see your Facebook profile your personal information - such as your relationship status, date of birth, home town?

Base: Those who have a page or profile on Facebook

	Total	Type of internet access					Frequency of internet access			Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Can only be seen by my friends	77	78	74	78	86	68	78	71	73	77	68	74	81	77	72	79	76	79	72
Can be seen by my friends plus friends of friends	5	5		7	7	8	5	8	7	5	11	7	5	3	8	6	5	6	7
Can be seen by anyone	8	8	8	6	7	11	8	10	14	8	10	7	5	11	11	5	11	7	10
Can't be seen	2	2	7	2		3	2	2		2	2	4	1	1	3	2	2	2	2
Don't have this on my page	5	5	10	4		5	5	6	5	5	6	7	5	4	4	6	4	3	7
DON'T KNOW	2	2		2		4	2	4		2	3		3	3	2	2	3	3	2
Total (Count)	606	602	17	259	20	173	534	57	15	606	95	98	241	190	73	339	263	370	116

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q32b3. Who can see on your Facebook profile photographs that you have posted?

Base: Those who have a page or profile on Facebook

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Can only be seen by my friends	78	72	82	76	83	80	70	70	72	76	81	77	83	66	76	52	81	80	83	77	70	84	87	47	87
Can be seen by my friends plus friends of friends	7	10	6	4	9	8	10	2	17	8	9	7	5	8	6	21	3	4	4	10	14	5	6	9	
Can be seen by anyone	8	11	7	17	4	5	10	8		9	6	9	9	14	11	16	10	11	3	8	11	3	4	18	3
Can't be seen	0		0			0				0															
Different photos or albums have different settings	1	1	1	1		1	2			1	1			3	1	7			2		1	4			
Don't have this on my page	3	5	2		2	2	5	18	5	3	2	4	3	5	4		3	5		3	3			26	10
DON'T KNOW	3	2	3	3	1	4	4	2	7	3	2	3		5	2	4	4		8	2	1	5	3		
Total (Count)	606	260	347	147	177	151	75	42	14	159	189	113	82	62	145	16	30	37	28	68	87	36	71	14	10

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32b3. Who can see on your Facebook profile photographs that you have posted?

Base: Those who have a page or profile on Facebook

	Total	Type of internet access					Frequency of internet access			Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Can only be seen by my friends	78	78	90	80	71	72	80	65	60	78	71	76	80	78	74	78	77	78	74
Can be seen by my friends plus friends of friends	7	7		8	7	10	7	8	13	7	12	9	7	6	9	8	7	6	8
Can be seen by anyone	8	8	10	6	13	10	8	14	14	8	9	7	7	11	9	7	10	8	12
Can't be seen	0	0					0			0				0		0			
Different photos or albums have different settings	1	1		1	5	1	1			1	2	2		1	1	1	1	1	
Don't have this on my page	3	3		3	3	3	3	4	12	3	1	3	3	3	4	3	3	3	3
DONT KNOW	3	3		2		4	2	8		3	5	2	3	1	4	3	2	3	3
Total (Count)	606	602	17	259	20	173	534	57	15	606	95	98	241	190	73	339	263	370	116

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32c1. Who can see on your Flickr profile your contact details - such as your email address, home address, telephone number?

Base: Those who have a page or profile on Flickr

	Total	Gender		Age				SEG						Income			
		Male	Female	16 - 24	25 - 34	35 - 44	55 - 64	AB	C1	C2	D	E	DE	£14,500- £17,249	£28,750- £40,249	£46,000- £80,499	£115,000 and over
Can only be seen by my friends	39	6	64	61			100	100					100				100
Can be seen by anyone	23	53		39					53								
Can't be seen	20		36		100				47							100	
Don't have this on my page	17	40				100				100					100		
Total (Count)	6	3	4	4	1	1	0	0	3	1			2	2	1	1	0

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32c1. Who can see on your Flickr profile your contact details - such as your email address, home address, telephone number?

Base: Those who have a page or profile on Flickr

	Total	Type of internet access				Frequency of internet	Social networking	Frequent access to	Concern about privacy online (1)			Concern about privacy online (2)		Willing to be re-contacted in the follow.		
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere				Via mobile phone	Every day	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	NET Concerned
Can only be seen by my friends	39	39		4		53				11	68	6	68	100	44	
Can be seen by anyone	23	23		36	100	53		53		89		50			56	
Can't be seen	20	20		32		47		47	100			44				
Don't have this on my page	17	17		27		17					32		32			
Total (Count)	6	6		4	1	3		6	3	1	2	3	3	3	1	3

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q32c2. Who can see on your Flickr profile your personal information - such as your relationship status, date of birth, home town?

Base: Those who have a page or profile on Flickr

	Total	Gender		Age				SEG						Income				
		Male	Female	16 - 24	25 - 34	35 - 44	55 - 64	AB	C1	C2	D	E	DE	£14,500- £17,249	£28,750- £40,249	£46,000- £80,499	£115,000 and over	
Can only be seen by my friends	21	6	32	31			100	100					50	50	100			
Can be seen by anyone	23	53		39					53									
Can't be seen	20		36		100				47							100		
Don't have this on my page	36	40	32	31		100				100			50	50		100		
Total (Count)	6	3	4	4	1	1	0	0	3	1			2	2	1	1	1	0

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32c2. Who can see on your Flickr profile your personal information - such as your relationship status, date of birth, home town?

Base: Those who have a page or profile on Flickr

	Total	Type of internet access					Frequency of internet	Social networking	Frequent access to	Concern about privacy online (1)			Concern about privacy online (2)		Willing to be re-contacted in the follow.	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	NET Concerned	NET Unconcerned	Yes	No
Can only be seen by my friends	21	21		4			21	21		11	34	6	34	100		
Can be seen by anyone	23	23		36	100	53	23	23	53	89		50			56	
Can't be seen	20	20		32		47	20	20	47	100		44				
Don't have this on my page	36	36		27			36	36			66		66		44	
Total (Count)	6	6		4	1	3	6	6	3	1	2	3	3	3	1	3

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32c3. Who can see on your Flickr profile photographs that you have posted?

Base: Those who have a page or profile on Flickr

	Total	Gender		Age				SEG						Income			
		Male	Female	16 - 24	25 - 34	35 - 44	55 - 64	AB	C1	C2	D	E	DE	£14,500- £17,249	£28,750- £40,249	£46,000- £80,499	£115,000 and over
Can only be seen by my friends	39	6	64	61			100	100					100				100
Can be seen by anyone	23	53		39					53								
Can't be seen	20		36		100				47						100		
Don't have this on my page	17	40				100				100				100			
Total (Count)	6	3	4	4	1	1	0	0	3	1			2	2	1	1	0

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32c3. Who can see on your Flickr profile photographs that you have posted?

Base: Those who have a page or profile on Flickr

	Total	Type of internet access					Frequency of internet	Social networking	Frequent access to	Concern about privacy online (1)			Concern about privacy online (2)		Willing to be re-contacted in the follow.	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	NET Concerned	NET Unconcerned	Yes	No
Can only be seen by my friends	39	39		4			39	39		11	68	6	68	100	44	
Can be seen by anyone	23	23		36	100	53	23	23	53	89		50			56	
Can't be seen	20	20		32		47	20	20	47	100		44				
Don't have this on my page	17	17		27			17	17			32		32			
Total (Count)	6	6		4	1	3	6	6	3	1	2	3	3	3	1	3

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q32d1. Who can see on your Myspace profile your contact details - such as your email address, home address, telephone number?

Base: Those who have a page or profile on Myspace

	Total	Gender		Age				SEG						Income								
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	AB	C1	C2	D	E	DE	Up to £5,750	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Can only be seen by my friends	65	63	69	63	100	55	30	28	90	50	60		53		100	100	100	54	100	73	100	100
Can be seen by anyone	22	29	11	20		24	70	72		50	19		17				46		27			
Don't have this on my page	13	8	20	18		21			10		21	100	31	100								
Total (Count)	28	17	11	15	5	5	3	5	13	2	7	1	8	1	1	1	1	4	2	4	1	1

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32d1. Who can see on your Myspace profile your contact details - such as your email address, home address, telephone number?

Base: Those who have a page or profile on Myspace

	Total	Type of internet access					Frequency of internet access		Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	At least once a week	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Can only be seen by my friends	65	69		75		41	69		65	79	100	52	61	100	67	64	62	64
Can be seen by anyone	22	23	100	25		45	23		22	21		36	21		25	20	25	20
Don't have this on my page	13	9		100		15	9	100	13			12	18		8	16	13	15
Total (Count)	28	26	2	19	1	9	26	1	28	5	3	8	15	1	11	17	17	8

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32d2. Who can see on your Myspace profile your personal information - such as your relationship status, date of birth, home town?

Base: Those who have a page or profile on Myspace

	Total	Gender		Age				SEG						Income								
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	AB	C1	C2	D	E	DE	Up to £5,750	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Can only be seen by my friends	70	63	80	71	100	55	30	28	100	50	60		53		100	100	100	54	100	73	100	100
Can be seen by anyone	21	27	11	17		24	70	39		50	40		35	100				46		27		
Can't be seen	6	10		11				33														
Don't have this on my page	3		8			21						100	13									
Total (Count)	28	17	11	15	5	5	3	5	13	2	7	1	8	1	1	1	1	4	2	4	1	1

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32d2. Who can see on your Myspace profile your personal information - such as your relationship status, date of birth, home town?

Base: Those who have a page or profile on Myspace

	Total	Type of internet access					Frequency of internet access		Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	At least once a week	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Can only be seen by my friends	70	74		75		55	74		70	79	100	52	70	100	67	72	62	80
Can be seen by anyone	21	16		16	100	25	16	100	21	21		14	30		10	28	33	
Can't be seen	6	6	100	9		19	6		6			22			15			20
Don't have this on my page	3	4					4		3			12			8		5	
Total (Count)	28	26	2	19	1	9	26	1	28	5	3	8	15	1	11	17	17	8

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32d3. Who can see on your Myspace profile photographs that you have posted?

Base: Those who have a page or profile on Myspace

	Total	Gender		Age				SEG						Income								
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	AB	C1	C2	D	E	DE	Up to £5,750	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Can only be seen by my friends	65	48	89	71	75	52	30	28	100		40	100	47		100		100	29	100	73	100	100
Can be seen by my friends plus friends of friends	4	7				24				50								24				
Can be seen by anyone	17	21	11	17		24	35	19		50	40		35	100			24		27			
Don't have this on my page	15	24		11	25		35	53			20		18			100	22					
Total (Count)	28	17	11	15	5	5	3	5	13	2	7	1	8	1	1	1	1	4	2	4	1	1

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32d3. Who can see on your Myspace profile photographs that you have posted?

Base: Those who have a page or profile on Myspace

	Total	Type of internet access					Frequency of internet access		Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	At least once a week	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Can only be seen by my friends	65	68		69		55	68		65	79	100	64	62		75	57	59	80
Can be seen by my friends plus friends of friends	4	4		6			4		4				7		7			
Can be seen by anyone	17	13		11	100	14	13	100	17			14	24		10	22	27	
Don't have this on my page	15	15	100	14		30	15		15	21		22	7	100	15	14	13	20
Total (Count)	28	26	2	19	1	9	26	1	28	5	3	8	15	1	11	17	17	8

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32f1. Who can see on your Twitter profile your contact details - such as your email address, home address, telephone number?

Base: Those who have a page or profile on Twitter

	Total	Gender		Age						SEG						Income						
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499
Can only be seen by my friends	54	75	39	45	51	69	77	48	100	47	58	55	68	36	54		74	97	100	64	78	44
Can be seen by anyone	15	5	23	22	21		3			14	18	21	11	14	12		26	3		12		18
Can't be seen	2		4		7						6											15
Don't have this on my page	18	15	19	22	6	31		52		19	6		21	51	34	81				12	22	12
DON'T KNOW	11	5	15	11	15		20			20	12	24				19				12		11
Total (Count)	60	26	34	23	19	11	5	2	1	12	22	5	12	9	21	8	5	6	3	11	4	8

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32f1. Who can see on your Twitter profile your contact details - such as your email address, home address, telephone number?

Base: Those who have a page or profile on Twitter

	Total	Type of internet access					Frequency of internet access			Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Can only be seen by my friends	54	56	100	49	47	39	56	45		54	45	60	58	51	49	58	51	57	57
Can be seen by anyone	15	16		22		17	16	6		15	16	20	13	16	16	15	16	13	28
Can't be seen	2	2		4		6	2		2	8	20				5				
Don't have this on my page	18	16		8	53	16	14	49	100	18	8		19	27		14	21	22	
DON'T KNOW	11	11		17		22	11			11	22		10	6	35	8	13	8	15
Total (Count)	60	59	1	30	3	22	56	3	1	60	16	6	22	24	7	28	32	42	9

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32f2. Who can see on your Twitter profile your personal information - such as your relationship status, date of birth, home town?

Base: Those who have a page or profile on Twitter

	Total	Gender		Age						SEG						Income						
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499
Can only be seen by my friends	51	63	42	39	57	65	63		100	44	49	62	77	23	54		74	100	100	56	60	54
Can be seen by my friends plus friends of friends	1	3					17					14									18	
Can be seen by anyone	15	10	18	28	7					8	18		23	14	19	34				12	22	
Can't be seen	2		4		7						6											15
Don't have this on my page	21	19	22	22	14	35				28	15			63	28	47	26			20		21
DON'T KNOW	11	5	15	11	15		20			20	12	24				19				12		11
Total (Count)	60	26	34	23	19	11	5	2	1	12	22	5	12	9	21	8	5	6	3	11	4	8

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32f2. Who can see on your Twitter profile your personal information - such as your relationship status, date of birth, home town?

Base: Those who have a page or profile on Twitter

	Total	Type of internet access					Frequency of internet access			Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Can only be seen by my friends	51	52		46	47	38	52	51		51	45	60	49	46	61	52	50	56	54
Can be seen by my friends plus friends of friends	1	1		3			1			1			3		3			2	
Can be seen by anyone	15	13		13	53	16	11	49	100	15	8	20	4	27		8	20	18	15
Can't be seen	2	2		4		6	2			2	8	20				5			
Don't have this on my page	21	21	100	17		18	22			21	16		33	21	4	25	17	16	16
DON'T KNOW	11	11		17		22	11			11	22		10	6	35	8	13	8	15
Total (Count)	60	59	1	30	3	22	56	3	1	60	16	6	22	24	7	28	32	42	9

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32f3. Who can see on your Twitter profile photographs that you have posted?

Base: Those who have a page or profile on Twitter

	Total	Gender		Age						SEG					Income							
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499
Can only be seen by my friends	51	55	48	45	47	65	80		100	32	49	76	66	48	58	14	74	77	100	40	78	54
Can be seen by anyone	21	16	24	22	23	20		52		22	29		11	24	17		26			28	22	15
Don't have this on my page	17	24	13	22	15	14		48		26	10		23	28	25	66		23		20		21
DONT KNOW	11	5	15	11	15		20			20	12	24				19				12		11
Total (Count)	60	26	34	23	19	11	5	2	1	12	22	5	12	9	21	8	5	6	3	11	4	8

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32f3. Who can see on your Twitter profile photographs that you have posted?

Base: Those who have a page or profile on Twitter

	Total	Type of internet access					Frequency of internet access			Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Can only be seen by my friends	51	52		43	47	30	52	51		51	34	60	50	51	46	53	50	53	70
Can be seen by anyone	21	21	100	27		35	22		21	35	40	28	16		30	12	21	15	
Don't have this on my page	17	16		12	53	12	14	49	17	8		12	27	18	9	25	18		
DON'T KNOW	11	11		17		22	11		11	22		10	6	35	8	13	8	15	
Total (Count)	60	59	1	30	3	22	56	3	1	60	16	6	22	24	7	28	32	42	9

W = Weighted Count

U = Unweighted Count

Q32g1. Who can see on your HIS profile your contact details - such as your email address, home address, telephone number?

Base: Those who have a page or profile on HIS

	Total	Gender		Age	SEG						Income		
		Male	Female	16 - 24	AB	C1	C2	D	E	DE	£17,250- £28,749	£46,000- £80,499	
Can only be seen by my friends	100	100	100	100		100						100	100
Total (Count)	3	1	1	3		3						1	1

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q32g1. Who can see on your H15 profile your contact details - such as your email address, home address, telephone number?

Base: Those who have a page or profile on H15

	Total	Type of internet access					Frequency of internet access	Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)		Concern about privacy online (2)		Willing to be re-contacted in the follow-up research
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Yes		Fairly concerned	Not very concerned	NET Concerned	NET Unconcerned	Yes
Can only be seen by my friends	100	100		100			100	100		100	100	100	100	100
Total (Count)	3	3		3			3	3		1	1	1	1	3

W = Weighted Count

U = Unweighted Count

Q32g2. Who can see on your HIS profile your personal information - such as your relationship status, date of birth, home town?

Base: Those who have a page or profile on HIS

	Total	Gender		Age	SEG						Income		
		Male	Female	16 - 24	AB	C1	C2	D	E	DE	£17,250- £28,749	£46,000- £80,499	
Can only be seen by my friends	100	100	100	100		100						100	100
Total (Count)	3	1	1	3		3						1	1

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q32g2. Who can see on your H15 profile your personal information - such as your relationship status, date of birth, home town?

Base: Those who have a page or profile on H15

	Total	Type of internet access					Frequency of internet access	Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)		Concern about privacy online (2)		Willing to be re-contacted in the follow-up research
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Yes		Fairly concerned	Not very concerned	NET Concerned	NET Unconcerned	Yes
Can only be seen by my friends	100	100		100			100	100		100	100	100	100	100
Total (Count)	3	3		3			3	3		1	1	1	1	3

W = Weighted Count

U = Unweighted Count

Q32g3. Who can see on your HIS profile photographs that you have posted?

Base: Those who have a page or profile on HIS

	Total	Gender		Age	SEG						Income		
		Male	Female	16 - 24	AB	C1	C2	D	E	DE	£17,250- £28,749	£46,000- £80,499	
Can only be seen by my friends	100	100	100	100		100						100	100
Total (Count)	3	1	1	3		3						1	1

W = Weighted Count
 U = Unweighted Count

2238: MONETISATION OF DATA

Q32g3. Who can see on your H15 profile photographs that you have posted?

Base: Those who have a page or profile on H15

	Total	Type of internet access					Frequency of internet access	Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)		Concern about privacy online (2)		Willing to be re-contacted in the follow-up research
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Yes		Fairly concerned	Not very concerned	NET Concerned	NET Unconcerned	Yes
Can only be seen by my friends	100	100		100			100	100		100	100	100	100	100
Total (Count)	3	3		3			3	3		1	1	1	1	3

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32i1. Who can see on your other social websites profile your contact details - such as your email address, home address, telephone number?

Base: Those who have a page or profile on other social websites

	Total	Gender		Age						SEG					Income					
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£46,000- £80,499
Can only be seen by my friends	62	84	45	100	36	69			100					75	75	100	100	62	100	68
Can be seen by anyone	18	8	30		32		40	100		51	11			25	25			14	100	
Can't be seen	8				32						11									32
Don't have this on my page	6	8					60			49										
DON'T KNOW	7		25			31					9						24			
Total (Count)	17	12	4	6	4	4	2	1	1	2	12			3	3	1	1	5	2	4

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32i1. Who can see on your other social websites profile your contact details - such as your email address, home address, telephone number?

Base: Those who have a page or profile on other social websites

	Total	Type of internet access					Frequency of internet access		Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Can only be seen by my friends	62	62		59	100	64	66		62	54	29	90	68		65	54	61	
Can be seen by anyone	18	18		11			19		18		21	10	32		14	26	28	
Can't be seen	8	8		11		20	8		8	26	27			11				
Don't have this on my page	6	6	100	9		16	6		6	20				100	20			100
DON'T KNOW	7	7		10				100	7		23			9			11	
Total (Count)	17	17	1	11	1	6	15	1	17	5	5	7	4	1	12	5	10	1

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q3212. Who can see on your other social websites profile your personal information - such as your relationship status, date of birth, home town?

Base: Those who have a page or profile on other social websites

	Total	Gender		Age						SEG					Income					
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£46,000- £80,499
Can only be seen by my friends	54	74		100	36	34			100					75	75	100	100	62	100	37
Can be seen by anyone	18	8	45		32		40	100		51	11			25	25			14	100	
Can't be seen	8		30		32						11									32
Don't have this on my page	13	18				34	60			49	10									31
DON'T KNOW	7		25			31					9						24			
Total (Count)	17	12	4	6	4	4	2	1	1	2	12			3	3	1	1	5	2	4

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q322. Who can see on your other social websites profile your personal information - such as your relationship status, date of birth, home town?

Base: Those who have a page or profile on other social websites

	Total	Type of internet access					Frequency of internet access		Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Can only be seen by my friends	54	54		49	100	64	58		54	54	29	90	37		65	29	61	
Can be seen by anyone	18	18		11			19		18		21	10	32		14	26	28	
Can't be seen	8	8		11		20	8		8	26	27			11				
Don't have this on my page	13	13	100	19		16	14		13	20			31	100	45			100
DONT KNOW	7	7		10				100	7		23			9			11	
Total (Count)	17	17	1	11	1	6	15	1	17	5	5	7	4	1	12	5	10	1

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32i3. Who can see on your other social websites profile photographs that you have posted?

Base: Those who have a page or profile on other social websites

	Total	Gender		Age					SEG					Income						
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£46,000- £80,499
Can only be seen by my friends	38	52		77		34			100		47			28	28			31		37
Can be seen by my friends plus friends of friends	9	12			36						12							31		
Can be seen by anyone	25	18	45	23	32		100			49	11		72	72	100			14	56	
Can't be seen	8		30		32						11									32
Don't have this on my page	13	18				34		100		51	10							44		31
DONT KNOW	7		25			31					9							24		
Total (Count)	17	12	4	6	4	4	2	1	1	2	12			3	3	1	1	5	2	4

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q32i3. Who can see on your other social websites profile photographs that you have posted?

Base: Those who have a page or profile on other social websites

	Total	Type of internet access					Frequency of internet access		Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Can only be seen by my friends	38	38		36	100	42	41		38	25		72	37		42	29	35	
Can be seen by my friends plus friends of friends	9	9		12		22	9		9	29	29				12		14	
Can be seen by anyone	25	25	100	20		16	27		25	20		28	32	100	17	46	31	100
Can't be seen	8	8		11		20	8		8	26	27				11			
Don't have this on my page	13	13		11			14		13		21		31		9	25	10	
DON'T KNOW	7	7		10				100	7		23				9		11	
Total (Count)	17	17	1	11	1	6	15	1	17	5	5	7	4	1	12	5	10	1

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q33. Are you aware that any information that is not set to private on a social networking site profile can be seen by anyone, including companies?

Base: Those who have a page or profile on a social networking site

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Yes	83	84	82	89	85	86	73	71	58	83	87	80	74	88	80	89	87	70	82	77	85	86	86	76	100
No	16	15	17	10	14	14	25	28	42	16	12	17	26	12	20	11	13	30	18	22	13	14	14	24	
Don't know/not sure	1	1	1	1	1		2	2		1	1	3								1	3		0		
Total (Count)	613	265	348	148	178	154	76	42	14	162	193	113	82	62	145	16	30	37	28	68	87	36	73	14	10

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q33. Are you aware that any information that is not set to private on a social networking site profile can be seen by anyone, including companies?

Base: Those who have a page or profile on a social networking site

	Total	Type of internet access					Frequency of internet access			Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Yes	83	83	89	88	97	83	84	84	52	83	84	74	83	87	85	80	87	84	80
No	16	16	11	11	3	15	15	16	48	16	13	23	16	13	15	18	13	15	18
Don't know/not sure	1	1		1		2	1			1	3	3	1		1		1	2	
Total (Count)	613	608	19	265	20	177	540	57	15	613	99	98	247	190	74	345	264	370	117

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q34. Are you aware that companies may target the advertising you receive on your social networking site based on information about you or your friends that is not set to private?

Base: Those who have a page or profile on a social networking site

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Yes	72	77	68	77	72	73	66	59	72	73	73	68	69	73	70	86	65	54	80	69	68	74	73	85	100
No	27	21	31	21	26	26	33	41	28	26	25	29	31	24	28	14	31	46	20	27	29	26	26	15	
Don't know/not sure	2	2	1	3	2	1	1			1	1	3	4	2		4			4	4		0			
Total (Count)	613	265	348	148	178	154	76	42	14	162	193	113	82	62	145	16	30	37	28	68	87	36	73	14	10

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q34. Are you aware that companies may target the advertising you receive on your social networking site based on information about you or your friends that is not set to private?

Base: Those who have a page or profile on a social networking site

	Total	Type of internet access					Frequency of internet access			Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Yes	72	71	69	75	84	70	73	65	54	72	74	63	70	75	79	68	76	72	69
No	27	27	31	24	16	28	26	29	46	27	23	36	30	21	19	32	21	26	30
Don't know/not sure	2	2		2		1	1	5		2	2	1	0	3	2	0	3	2	1
Total (Count)	613	608	19	265	20	177	540	57	15	613	99	98	247	190	74	345	264	370	117

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q35. How concerned you are about the fact that companies are able to use your personal information - 1 completely unconcerned/ 10 extremely concerned
 Base: Those who have a page or profile on a social networking site

	Total	Gender		Age						SEG						Income										
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over	
1	4	5	3	6	3	4	1	2	7	4	3	3	3	5	4	12		7	8	2	4		5	20	15	
2	2	3	2	2	4	3	1			2	4	3							2			9	9			
3	2	3	1	2	2	4	1	2		3	4	1							2	2		3		15		
4	2	4	1	4		5	3			5	3			2	1					3	4	6		13		
5	9	9	10	12	9	8	9	6	12	14	7	10		11	3	7	9	3		14	10	17	10	15		
6	4	4	5	7	2	3	9	2	10	4	5	6		2	4	3		8	4	3	5	2	5	7		
7	10	10	10	11	15	7	4	8		13	7	9		9	11	10		7	10	3	5	12	4	21	11	10
8	18	18	19	15	22	18	17	24		20	20	18		14	17	16		12	11	24	25	17	15	11	22	18
9	9	7	10	13	6	8	10	11	5	7	9	8		13	10	11		10	18	16	3	6	12	8	15	
10	37	36	38	28	37	39	43	46	62	28	37	40		47	43	45		63	47	46	42	42	44	22	16	15
DON'T KNOW	1	1	2	2	1	1	2		5	1	1	1		2	5	3					1		1			
Mean	7.75	7.45	7.98	7.34	7.8	7.64	8.15	8.52	8.29	7.26	7.64	7.91	8.4	8.27	8.35	7.23	9.14	8.36	8.42	8	7.92	8.22	6.62	5.66	6.08	
Std. Deviation	2.52	2.74	2.31	2.64	2.42	2.7	2.24	1.94	2.84	2.56	2.65	2.46	2.15	2.31	2.22	2.94	1.33	2.47	2.49	2.27	2.43	2.07	2.82	3.29	3.36	
Base	604.49	262.29	342.2	144.77	177.21	152.6	74.66	41.88	13.38	160.91	191.52	111.71	80.87	59.5	140.36	15.5	29.81	37.12	28.05	68.01	86.17	36.46	71.88	13.58	9.56	
Total (Count)	613	265	348	148	178	154	76	42	14	162	193	113	82	62	145	16	30	37	28	68	87	36	73	14	10	

W = Weighted Count
 U = Unweighted Count

2238: MONETISATION OF DATA

Q35. How concerned you are about the fact that companies are able to use your personal information - 1 completely unconcerned/ 10 extremely concerned

Base: Those who have a page or profile on a social networking site

	Total	Type of internet access					Frequency of internet access			Social networking profile	Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week			Yes	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned
1	4	3	12	3	5	3	4			4	3	1	3	5	5	2	5	3	6
2	2	3		5	6	2	3			2	1		0	5	7	0	5	2	3
3	2	2		2	7	1	3			2	2		1	5	2	1	4	4	4
4	2	2		4	11	3	2	3		2	2	1	1	3	6	1	4	2	1
5	9	9	26	11	7	10	10	5	9	9	9	1	10	11	16	7	12	10	7
6	4	4	8	4	7	5	4	3	5	4	5	1	6	5	4	4	4	4	5
7	10	10		10		11	9	16		10	12	7	11	10	8	10	10	12	8
8	18	19	6	18	13	20	19	18	7	18	21	21	22	17	8	22	14	17	19
9	9	9		6	11	6	8	19	14	9	5	10	9	8	10	9	8	10	9
10	37	37	48	37	32	38	37	36	58	37	40	58	36	28	34	42	30	35	39
DON'T KNOW	1	1		1			1		7	1			1	3		1	2	2	
Mean	7.75	7.76	7.13	7.53	6.86	7.78	7.65	8.4	8.99	7.75	7.87	9.01	7.95	7.07	7.01	8.26	7.05	7.74	7.67
Std. Deviation	2.52	2.51	3.24	2.62	3.15	2.41	2.6	1.66	1.73	2.52	2.35	1.51	2.21	2.82	2.99	2.09	2.87	2.47	2.74
Base	604.49	599.98	18.95	263.03	20.12	176.75	532.94	56.68	13.89	604.49	98.52	98.06	244.81	183.48	74.23	342.87	257.71	362.84	117.34
Total (Count)	613	608	19	265	20	177	540	57	15	613	99	98	247	190	74	345	264	370	117

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q36. Are you the chief income earner in your household?

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Yes	56	70	44	26	57	58	63	69	74	63	56	46	47	66	56	77	79	62	76	63	63	63	54	44	67
No	42	28	54	72	40	39	36	28	24	34	42	52	52	32	42	19	21	38	24	37	37	37	45	51	33
Don't know	2	2	2	2	2	3	1	3	2	3	2	3	1	2	2	4							1	4	
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q36. Are you the chief income earner in your household?

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Yes	56	56	56	59	46	52	56	58	56	50	66	53	61	54	57	55	56	57	58	50
No	42	42	44	39	51	45	42	40	39	48	31	42	37	43	41	44	41	42	41	46
Don't know	2	2		3	3	3	2	2	5	2	3	4	2	3	1	1	3	1	1	4
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q37. What is your total annual household income, before tax and other deductions?

Base: All Respondents

	Total	Gender		Age						SEG						Income										
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over	
Up to £5,750	2	3	2	5	2	2	1	2	4	1	2	1	2	14	8	100										
£5,750 - £11,499	6	3	9	4	7	6	3	9	10	1	5	5	11	20	15	100										
£11,500-£14,499	6	4	7	7	4	7	4	4	11	2	3	4	18	15	16		100									
£14,500-£17,249	4	5	4	2	3	5	4	7	5	3	4	3	12	3	8			100								
£17,250-£28,749	11	11	10	11	14	9	10	10	8	7	14	15	11	3	7				100							
£28,750-£40,249	14	15	13	9	20	15	12	13	11	19	13	20	5	1	4				100							
£40,250-£45,999	6	6	5	4	5	7	11	4	4	7	7	6	3		2					100						
£46,000-£80,499	11	13	10	2	15	13	16	12	2	21	12	6	1	1	1							100				
£80,500-£114,999	2	4	1		2	3	4	4		5	2	1											100			
£115,000 and over	1	2	1	0	1	2	4	1		4	1	0												100		
Prefer not to say	36	33	38	55	28	31	32	34	48	30	38	38	37	43	40											
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15	

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q37. What is your total annual household income, before tax and other deductions?

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Up to £5,750	2	2	6	2	11	2	3	7	3	2	2	2	3	3	1	2	2	3	2	
£5,750 - £11,499	6	6	5	3	3	6	6	17	5	8	5	8	5	7	6	6	7	7	5	
£11,500-£14,499	6	6	3	2		2	6	9	6	5	1	7	5	5	9	5	6	6	6	
£14,500-£17,249	4	4	5	2		2	4	7		4	2	5	5	3	6	5	4	6	2	
£17,250-£28,749	11	11	7	11	12	8	10	13	9	11	10	6	13	11	10	7	12	9	13	7
£28,750-£40,249	14	14	3	18	10	16	14	14	11	14	14	15	10	14	17	13	13	16	13	
£40,250-£45,999	6	6	12	8	7	8	7	2	3	6	6	7	6	7	6	3	6	5	4	
£46,000-£80,499	11	11	5	19	4	13	13	5	10	12	10	10	11	11	12	9	11	11	7	
£80,500-£114,999	2	2	4	4	3	4	3	1		2	2	5	2	2	2	2	2	2	2	
£115,000 and over	1	2		3	7	3	2	1	2	2	1	1	1	2	3	1	2	2	2	
Prefer not to say	36	36	48	30	43	37	35	42	33	35	38	45	35	37	33	42	37	35	28	51
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q38. How many adults (aged 16 or over) usually live at your home address?

Base: All Respondents

	Total	Gender		Age						SEG						Income																
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over							
One	16	14	19	8	10	20	16	22	33	14	15	10	14	39	26	49	43	24	27	23	10	15	6									
Two	54	57	51	35	63	57	49	55	64	59	56	49	49	46	47	38	43	55	53	54	60	60	73	50	80							
Three	17	17	16	30	13	15	17	17	2	16	16	20	22	11	17	8	9	16	18	16	16	17	12	34	12							
Four	8	8	9	18	8	6	11	3		6	10	13	9	1	5		4	5	3	1	10	4	8	16	3							
Five	2	2	3	5	3	0	4	2		2	2	5	4		2	5	1			6	2	3	0		5							
Six	0		1	2			1			1		1	1		1						1		1									
Prefer not to say	2	2	2	2	2	1	2	1	1	1	2	2	1	3	2						1											
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15							

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q38. How many adults (aged 16 or over) usually live at your home address?

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
One	16	16	21	14	17	16	14	31	16	17	20	21	14	18	13	16	17	18	11	
Two	54	54	47	56	60	54	57	45	52	57	50	54	57	52	50	56	51	54	51	
Three	17	17	23	14	15	18	16	8	18	15	14	16	17	15	21	17	16	17	15	
Four	8	8	9	12		10	8	9	9	7	10	4	7	11	12	6	11	8	13	
Five	2	2		2	8	3	3	1	4	3	2	3	2	3	2	2	3	3	3	
Six	0	0		1		1	0	2	1		2	1	0	1		0	1	0	1	
Prefer not to say	2	2		2		1	2	3	4	3	2	1	2	1	2	2	2	0	6	
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q39. How many children (aged under 16) usually live at your home address?

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
None	62	66	58	67	54	35	64	91	95	64	62	61	51	68	59	62	59	62	65	61	63	58	58	62	56
One	17	14	20	16	18	29	18	5	3	17	18	16	22	11	16	18	18	20	7	18	19	21	18	15	16
Two	15	14	16	12	18	28	14	1	1	14	15	16	16	14	15	20	13	16	23	14	15	18	20	18	22
Three	3	3	3	2	5	6	1	1		1	3	5	6	3	5		8	2	3	5	3	3	3	4	5
Four	1	1	1	1	3	0	1			1		1	3	1	2		2		3	1		1	1		
Five	0	0	0		1			1					1	1	1					1					
Six	0	0		0						0															
More than six	0	0							1					1	0										
Prefer not to say	2	2	2	2	2	1	2	2		2	3	1	1	2	1						1				
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count
U = Unweighted Count

2238: MONETISATION OF DATA

Q39. How many children (aged under 16) usually live at your home address?

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
None	62	62	61	58	51	59	61	65	66	59	66	61	60	63	63	58	62	61	59	66
One	17	17	22	21	21	18	18	16	9	19	14	16	19	18	15	19	18	16	18	14
Two	15	15	12	17	24	18	16	11	14	17	12	18	13	14	16	19	14	17	16	13
Three	3	3	5	2	3	3	3	2	7	3	3	2	6	2	4	1	3	3	5	
Four	1	1		1		1	1	2		1	2	1	1	1	1	2	1	1	1	1
Five	0	0					0	0		0	0		1				0		0	0
Six	0	0					0			0						0	0		0	0
More than six	0	0					0			0			0				0			
Prefer not to say	2	2		1		1	2	3	4	1	3	1	1	3	1	2	2	2	0	6
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q40. Do you have any customer loyalty cards or are you a member of any schemes? This can also include credit cards where you 'save up' benefits. If so, can you select the ones you are part of from the list below

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Tesco Clubcard	58	53	64	46	62	58	63	63	56	62	57	60	52	57	55	56	55	69	57	55	72	62	75	51	70
Nectar	40	38	42	19	39	43	44	55	42	49	43	35	28	27	28	30	44	30	33	41	43	48	62	43	59
Boots Advantage	34	19	48	30	39	34	30	33	39	35	39	29	24	33	29	36	40	32	32	31	37	35	45	30	38
Co-op Dividend	12	9	15	4	8	12	15	19	18	12	11	15	11	9	10	6	8	12	13	12	13	22	12		1
Air miles	5	5	4	3	1	7	9	5	5	6	6	3	4	1	3					1	4	7	8	29	34
Marks and Spencer Rewards	7	6	7	2	2	5	7	15	22	10	6	6	2	5	4	3	5	8	4	2	7	10	10	5	22
House of Fraser Recognition Card/House of Fraser Loyalty Card	1		1		1	1	1	1	2	1	1						1						2		
House of Fraser Recognition Master Card	0		0					1		0													1		
Barclaycard Freedom	2	2	1		1	2	1	2	4	2	2	1	1		0		5				1	6	5		5
Others 1	1	1	1	1	1	1	1	2	1	2	1	1	1	1	1		4			1	3	6	1	1	5
Others 2	1	1	1	1	1		1	1		1	0	0	1		0						1			8	11
Others 3	0		0	1																					
Others 4																									
I do not have any loyalty cards/ I am not a member of any schemes	22	27	17	40	21	20	16	16	14	19	20	25	32	22	27	14	20	21	27	23	15	16	11	35	6
Prefer not to say	3	4	2	1	3	2	5	5	4	3	3	2	3	4	3	3	2			1	2				
Shell	1	1	1		1	0	2	1	1	0	2	0	2		1			1		2	1		3		1
Iceland	1	0	2	3	1	2	0	0	2	1	2	5	1	3	5	2	3	2	1	1	1				
Waterstone's	2	1	3	3	2	2	1	1	1	2	3	2	1	1	1	6	2			1	1	2	4		
Morrisons	1	1	1	1	1	2	1	2	1	1	2	2		1	0	8				3	1		4		
B&Q	1	1	0	1				1	4	1	0		1	1	1					2					
John Lewis	0	0	0		0		0		3	0	0			1	0			1					0		
Debenhams	2	1	2	2	1	2	2	2	1	1	2	2	4		2		2	1	5	1	3	1	2		
GAME	2	3	0	5	1	2	1			1	1	1	5	1	3	4	2	4		1			1		11
Matalan	1	0	1		1	1		1	2	1	1	1	1	1	1			1	2	2					
Bon Marche	0		0			0		0	1		0			2	1		3	1							
Amex	0	1	0		1		1			1														4	17
IKEA	0	0	0		0		1		1	0				2	1			1				2	0		
Homebase	0	0	0	1				1			0		1	1	1										
Laura Ashley	0	0	0	1				1		1	0										1			8	
Café Nero	0	0	0	1					1	1	0											1			
HMV	1	1	1	4	1	1				1	1	1	1	2	2			3		1			1		
Frequent flyer card	0	0				1	0			1													0	4	6
Subway	0	1	0		2						0			2	1			2		1					
Sainsbury's Loyalty	0		1		1	0	0		1	1		1		2	1					1					
Focus DIY	0	0	0					1	3	1				1	0			1				2			
Amazon	0	1			1			1	1	1	0												1		
New Look	0		1	2		0				1			1	1	1		2		3						
Asda	0	0	0		1				1		1											1			
Body Shop	0	1	1	2						1	1												1		
Coffee Shops (Other)	0	1	0	1	1					0	1	1		1								1		6	
Toys R Us	0		0		1	0				1	0									1	1				
Texaco	0	0	0		1	0				0	1												1		
Argos	0		0		1	0				0								4							
Burton/Dorothy Perkins	0	0	0	1	1					0			1		1						1		1		

2238: MONETISATION OF DATA

Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15
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W = Weighted Count
U = Unweighted Count
Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q40. Do you have any customer loyalty cards or are you a member of any schemes? This can also include credit cards where you 'save up' benefits. If so, can you select the ones you are part of from the list below

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No		Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes
Tesco Clubcard	58	58	63	65	66	64	61	45	64	61	55	67	63	58	58	54	59	57	61	54
Nectar	40	40	43	45	39	42	40	38	42	38	43	41	45	40	39	36	42	38	41	35
Boots Advantage	34	34	47	38	41	37	35	28	37	37	30	41	35	39	30	25	38	29	36	30
Co-op Dividend	12	12		11	15	6	11	14	22	10	15	2	14	11	11	12	12	11	13	7
Air miles	5	5	8	6	11	7	5	4	2	6	4	7	6	5	5	2	6	4	5	3
Marks and Spencer Rewards	7	7	6	6	3	4	6	7	8	4	10	4	6	8	6	4	8	5	6	7
House of Fraser Recognition Card/House of Fraser Loyalty Card	1	1		1		1	1			0	1	1	2	0	0		1	0	0	
House of Fraser Recognition Master Card	0	0		0		0	0				0		1				0		0	
Barclaycard Freedom	2	2		1		2	2			1	2	2	2	2	1	2	2	1	1	2
Others 1	1	1				2	1	1	2	1	2		1	1	3	1	1	2	1	0
Others 2	1	1	4	1	2	2	1	1		1	1	2	1	1	0		1	0	1	0
Others 3	0	0		0			0			0					0		0		1	
Others 4																				
I do not have any loyalty cards/ I am not a member of any schemes	22	22	13	17	19	16	22	22	22	22	21	15	22	20	23	28	21	24	21	27
Prefer not to say	3	3	1	3		2	2	6	3	2	4	1	1	5	3		4	2	1	7
Shell	1	1		1		1	1	1		1	1	2	1	0	1	1	1	1	1	
Iceland	1	1	5	1	4	2	1	0	6	1	1	1	3	1	1	1	1	1	2	1
Waterstone's	2	2	11	3		3	2	3		2	2	4	1	2	3		2	2	2	2
Morrisons	1	1	6	2	2	1	2	1		1	2	2	0	2	1	1	1	1	1	1
B&Q	1	1					1	1		1	0		1	0	1	1	0	1	0	1
John Lewis	0	0		0			0	1		0	1			1			0		0	1
Debenhams	2	2		2		3	1	3	2	2	2	2	1	2	2	1	2	1	2	2
GAME	2	2		2	9	4	2		3	2	1	7	2	2	1		2	1	2	2
Matalan	1	1		1	2		1	1	2	1	1		1	0	1		1	1	1	1
Bon Marche	0	0					0		3	0	0		0		1		0	0	0	0
Amex	0	0	4	1	3	1	0			1		1	1		1	0	0	0		
IKEA	0	0				0	0		1	0	0	1	0	0	1	0	0	1		
Homebase	0	0				0	0		1	0	0			1			1	0	1	
Laura Ashley	0	0		1		0	0			0	0	1	1	1			1		0	1
Café Nero	0	0	7				0	1		0	0		1				0		0	
HMV	1	1	5	1		2	1			1	0	2	1	1	1		1	1	2	1
Frequent flyer card	0	0		0	3	0	0			0	0			0		1	0	0	0	0
Subway	0	0		0		1	0			1		2	1		0		0	0	1	
Sainsbury's Loyalty	0	0		1		1	1	0		1	0	1		1	1		0	1	0	1
Focus DIY	0	0					0		1	0	0		0	1	1		0	1	0	0
Amazon	0	0		0			0			0	0		1				0	0	0	
New Look	0	0			1	0	2			0	0		0	1			0	1	1	
Asda	0	0		0			0		2	0	0				1		0	0		
Body Shop	0	0		1		1	1			0	0		1		1		0	1	0	1
Coffee Shops (Other)	0	0		1		1	0			1		1		0		2	0	1	1	

2238: MONETISATION OF DATA

Toys R Us	0	0		0			0	1			0	0			1			0		0
Texaco	0	0				0	0			0	0	1			0	0		0	0	0
Argos	0	0			1	0	1			0			1		0	0		0	0	0
Burton/Dorothy Perkins	0	0		0		1	0			0	0	1			0	0		0	0	0
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count
 U = Unweighted Count
 Note: More than one answer may be given, so percentages may add up to more than 100%

2238: MONETISATION OF DATA

Q41. Would it be okay for us to re-contact you about this follow up research?

Base: All Respondents

	Total	Gender		Age						SEG						Income									
		Male	Female	16 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 or over	AB	C1	C2	D	E	DE	Up to £5,750	£5,750 - £11,499	£11,500- £14,499	£14,500- £17,249	£17,250- £28,749	£28,750- £40,249	£40,250- £45,999	£46,000- £80,499	£80,500- £114,999	£115,000 and over
Yes	56	54	58	66	64	55	52	52	34	53	55	56	68	59	64	65	65	57	72	68	65	49	62	58	65
No	21	25	18	25	24	19	22	16	20	18	24	25	17	17	17	15	18	21	10	13	19	14	13	14	29
Not stated	23	21	24	9	12	27	26	32	46	29	21	19	15	24	19	20	18	22	18	20	15	36	25	27	6
Total (Count)	1023	491	532	167	237	232	163	147	77	297	338	174	113	102	215	25	62	57	45	109	143	60	116	23	15

W = Weighted Count

U = Unweighted Count

2238: MONETISATION OF DATA

Q41. Would it be okay for us to re-contact you about this follow up research?

Base: All Respondents

	Total	Type of internet access					Frequency of internet access			Social networking profile		Frequent access to internet on mobile phone	Concern about privacy online (1)				Concern about privacy online (2)		Willing to be re-contacted in the follow-up research	
		At home (dial up or broadband)	Using mobile phone network and usb dongle	At work	Elsewhere	Via mobile phone	Every day	Several times a week	At least once a week	Yes	No	Frequent	Very concerned	Fairly concerned	Not very concerned	Not at all concerned	NET Concerned	NET Unconcerned	Yes	No
Yes	56	57	40	57	60	62	57	54	54	60	51	60	58	56	55	60	57	56	100	
No	21	21	24	20	16	18	21	16	26	19	24	19	17	22	21	22	21	21		100
Not stated	23	23	37	24	23	20	21	30	20	21	26	21	25	22	24	18	23	23		
Total (Count)	1023	1009	22	414	31	228	815	156	51	613	410	117	181	405	312	121	586	433	577	215

W = Weighted Count

U = Unweighted Count