

J15063333-07-03 19-FEB - 25-FEB 2016
DIGITAL FOOTPRINTS

Table 1
VD01A - Which of the following devices, if any, do you use to access the internet?
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|--|--------------------------|-------------------------|-----------------------|---|---|---|--------------------------|--------------------------|-------------------------|------------------------|---------------------------|--------------------------|------------------------|----------------|-------------------------|-----------------------|-------------------------|-------------------------|-------------------------|----------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| A smart phone | 898 73% | 446 73% | 453 74% | 188 90% ^{fgh} _i | 207 92% ^{fgh} _i | 190 88% ^{fgh} _i | 155 68% ^{hi} | 103 60% ^{hi} | 42 42% ⁱ | 13 18% | 276 75% | 252 74% | 189 73% | 181 71% | 623 82% ^o | 275 59% | 363 84% ^q | 535 67% | 757 76% ^s | 141 63% |
| Laptop | 894 73% | 466 76% | 428 70% | 160 77% ^{ai} | 166 73% | 174 80% ^{gi} | 164 71% | 116 68% | 71 71% | 43 62% | 307 83% ^{klm} | 249 73% ^m | 182 70% | 156 62% | 582 77% ^o | 313 67% | 317 73% | 578 73% | 738 74% | 157 70% |
| Tablet device, such as an Apple iPad or Samsung Galaxy | 525 43% | 263 43% | 262 43% | 83 40% ^{ai} | 94 42% ^{ai} | 96 44% ^{ai} | 119 52% ^{ci} | 77 45% ^{ai} | 41 40% ^{ai} | 15 21% | 210 57% ^{klm} | 155 45% ^m | 94 36% ^m | 67 26% | 366 48% ^o | 159 34% | 184 43% | 341 43% | 436 44% | 89 40% |
| Personal computer | 398 32% | 259 42% ^b | 139 23% | 41 20% | 62 27% | 72 33% ^c | 83 36% ^c | 69 40% ^{cd} | 45 45% ^{cd} | 26 37% ^c | 157 43% ^{lm} | 133 39% ^{lm} | 57 22% | 50 20% | 261 34% | 137 29% | 110 25% | 288 36% ^p | 328 33% | 68 30% |
| A TV set | 192 16% | 101 16% | 91 15% | 25 12% | 45 20% ^{hi} | 39 18% ^{hi} | 44 19% ^{hi} | 30 18% ^{hi} | 6 6% | 3 5% | 83 22% ^{lm} | 61 18% ^m | 36 14% ^m | 12 5% | 143 19% ^o | 49 11% | 78 18% | 114 14% | 166 17% | 26 11% |
| A games console (NOT home computer) (e.g. Nintendo DS, Wii, Wii U, PS3, Xbox 360, PS4, Xbox One) | 153 12% | 92 15% ^b | 61 10% | 52 25% ^{fgh} _i | 36 16% ^{ghi} | 37 17% ^{ghi} | 21 9% ^{hi} | 7 4% | 1 1% | - | 47 13% ^m | 51 15% ^m | 42 16% ^m | 13 5% | 114 15% ^o | 38 8% | 77 18% ^q | 76 10% | 132 13% | 21 10% |
| Another mobile device such as an e-reader | 78 6% | 27 4% | 51 8% ^a | 11 5% | 14 6% | 19 9% | 16 7% | 11 6% | 5 5% | 2 3% | 33 9% ^m | 19 6% | 17 7% | 8 3% | 42 5% | 36 8% | 30 7% | 48 6% | 64 6% | 14 6% |
| Other | 2 * | 2 * | * * | - - | * * | - - | - - | 2 1% | - - | * 1% | - - | - - | 2 1% | 1 * | 2 * | 1 * | - - | 2 * | * * | 2 1% ^f |
| Don't know | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - | - - |
| None | 4 * | 2 * | 2 * | - - | - - | 1 1% | - - | 1 1% | 1 1% | 1 2% | - - | - - | 1 * | 3 1% | 1 * | 3 1% | 2 * | 2 * | 3 * | 1 * |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

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Table 2
VD01A - Which of the following devices, if any, do you use to access the internet?
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|--|--------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| A smart phone | 898 73% | 792 80%bc | 70 52%c | 36 36% | - | 836 76%f | 61 49% | 9 21% | 3 13% | 37 47%g | 5 24% | 612 74% | 286 72% | 727 82%n | 171 50% | 299 81%q | 434 74%q | 159 63% | 234 71% | 400 76% | 259 72% |
| Laptop | 894 73% | 742 75%bc | 90 66% | 62 63% | - | 817 74%f | 77 62% | 28 64% | 15 58% | 54 70% | 17 75% | 608 74% | 285 72% | 658 75% | 236 69% | 290 78%q | 433 74%q | 166 65% | 221 67% | 389 74% | 278 78%r |
| Tablet device, such as an Apple iPad or Samsung Galaxy | 525 43% | 464 47%bc | 45 33%c | 16 16% | - | 481 44% | 43 35% | 8 19% | 6 25% | 32 41%g | 8 37% | 354 43% | 171 43% | 407 46%n | 118 34% | 153 41% | 267 45% | 103 40% | 136 41% | 220 42% | 165 46% |
| Personal computer | 398 32% | 349 35%bc | 30 22% | 19 20% | - | 374 34%f | 24 19% | 19 43% | 6 25% | 42 54% | 3 12% | 277 34% | 121 30% | 266 30% | 131 38%m | 128 35% | 172 29% | 97 38%p | 83 25% | 178 34%r | 134 38%r |
| A TV set | 192 16% | 174 18%bc | 10 7% | 8 8% | - | 182 17%f | 10 8% | 3 7% | * 1% | 6 8% | - | 128 16% | 64 16% | 154 17%n | 38 11% | 53 14% | 104 18% | 36 14% | 44 13% | 89 17% | 59 17% |
| A games console (NOT home computer) (e.g. Nintendo DS, Wii, Wii U, PS3, Xbox 360, PS4, Xbox One) | 153 12% | 149 15%bc | 3 2% | 1 1% | - | 152 14%f | 1 1% | - | - | 1 1% | - | 100 12% | 53 13% | 142 16%n | 11 3% | 38 10% | 82 14% | 32 13% | 41 12% | 64 12% | 48 14% |
| Another mobile device such as an e-reader | 78 6% | 71 7%c | 6 4% | 1 1% | - | 72 7% | 6 5% | 2 4% | * 2% | 2 3% | 3 12% | 44 5% | 33 8% | 66 7%n | 12 3% | 31 8% | 31 5% | 16 6% | 20 6% | 37 7% | 21 6% |
| Other | 2 * | 1 * | - | 2 2%a | - | 2 * | * * | - | * 2% | - | - | 2 * | - | * * | 2 1% | - | 2 * | - | 2 1% | - | - |
| Don't know | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| None | 4 * | 2 * | - | 2 2%a | - | 1 * | 2 2%e | - | 1 5% | 1 1% | - | 3 * | - | - | 4 1% m | 1 * | - | 2 1% | 2 1% | - | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 3
VD01B - And in which of the following ways do you access the internet?
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|--|-------------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|--------|--------|--------|----------------|--------------|-----------------------|---------|------------|--------------------|---------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| Fixed Home Broadband through an internet provider via a phone line or cable | 1131 | 572 | 559 | 186 | 201 | 203 | 214 | 164 | 98 | 65 | 354 | 328 | 237 | 212 | 710 | 421 | 393 | 738 | 929 | 202 |
| | 92% | 93% | 91% | 89% | 89% | 93% | 93% | 96%cd | 97%cd | 94% | 96%m | 96%lm | 91%lm | 84% | 94% | 91% | 91% | 93% | 93% | 90% |
| Mobile Internet through your phone, tablet or other device on a mobile network (e.g. 3G or 4G) | 538 | 278 | 260 | 120 | 130 | 107 | 94 | 64 | 17 | 6 | 172 | 150 | 111 | 106 | 370 | 168 | 211 | 327 | 449 | 89 |
| | 44% | 46% | 42% | 58%fghi | 58%fghi | 49%hi | 41%hi | 37%hi | 16% | 9% | 46% | 44% | 43% | 42% | 49%o | 36% | 49%q | 41% | 45% | 40% |
| Public wifi, for example at an internet café or other public place | 188 | 99 | 89 | 44 | 41 | 44 | 24 | 26 | 9 | 1 | 87 | 59 | 30 | 12 | 128 | 60 | 67 | 121 | 148 | 40 |
| | 15% | 16% | 15% | 21%fhi | 18%i | 20%fhi | 10%i | 15%i | 9% | 2% | 24%lm | 17%lm | 11%lm | 5% | 17% | 13% | 16% | 15% | 15% | 18% |
| Mobile Broadband from a USB dongle or any other device requiring a SIM card | 35 | 20 | 15 | 6 | 7 | 8 | 8 | 5 | 2 | - | 12 | 12 | 3 | 7 | 25 | 10 | 9 | 27 | 31 | 5 |
| | 3% | 3% | 2% | 3% | 3% | 4% | 3% | 3% | 2% | - | 3% | 4% | 1% | 3% | 3% | 2% | 2% | 3% | 3% | 2% |
| At work | 5 | 2 | 3 | - | 2 | 1 | 1 | - | - | 3 | 3 | 2 | 1 | - | 5 | - | 1 | 4 | 3 | 3 |
| | * | * | 1% | - | 1% | * | * | - | - | 4%cfg | 1% | 1% | * | - | 1% | - | * | 1% | * | 1% |
| Other | 3 | 3 | - | - | - | - | 1 | 2 | * | - | * | - | 2 | 1 | 2 | 1 | - | 3 | * | 2 |
| | * | * | - | - | - | - | * | 1% | * | - | * | - | 1% | * | * | * | - | * | * | 1%g |
| Don't know | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| None | 5 | 2 | 3 | - | - | 1 | * | 1 | 1 | 2 | - | * | 1 | 3 | 1 | 3 | 2 | 3 | 3 | 1 |
| | * | * | * | - | - | 1% | * | 1% | 1% | 2% | - | * | * | 1% | * | 1% | * | * | * | 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

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Table 4
VD01B - And in which of the following ways do you access the internet?
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|--|---------------------------|--------------------------|----------------|----------------------|----------------|--------------------------|----------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|-------------------------|----------------------|-----------------------------------|-------------------|-----------------|-----------------------------|-------------------------|-------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Fixed Home Broadband through an internet provider via a phone line or cable | 1131 92% | 916 93% | 129 95% | 86 87% | - | 1023 93% ^f | 108 87% | 41 94% | 24 94% | 77 98% | 21 94% | 757 92% | 373 94% | 811 92% | 320 94% | 343 93% | 549 93% | 232 91% | 292 88% | 492 94% ^r | 339 95% ^r |
| Mobile Internet through your phone, tablet or other device on a mobile network (e.g. 3G or 4G) | 538 44% | 471 48% ^{bc} | 44 32% | 22 23% | - | 499 45% ^f | 38 30% | 4 9% | 2 8% | 14 18% | 3 11% | 365 44% | 173 44% | 444 50% ⁿ | 94 27% | 178 48% ^q | 262 45% | 94 37% | 146 44% | 224 43% | 162 45% |
| Public wifi, for example at an internet café or other public place | 188 15% | 171 17% ^{bc} | 12 8% | 5 5% | - | 182 17% ^f | 6 5% | 1 2% | - | 6 7% | 3 15% | 124 15% | 64 16% | 162 18% ⁿ | 26 8% | 51 14% | 105 18% | 32 13% | 50 15% | 82 16% | 57 16% |
| Mobile Broadband from a USB dongle or any other device requiring a SIM card | 35 3% | 33 3% | 2 1% | * * | - | 34 3% | 1 1% | - | - | 1 1% | 1 4% | 24 3% | 11 3% | 26 3% | 9 3% | 12 3% | 13 2% | 11 4% | 6 2% | 20 4% | 9 2% |
| At work | 5 * | 5 * | 1 * | - | - | 5 * | 1 * | 3 6% | - | - | - | 4 1% | 1 * | 5 1% | - | 1 * | 2 * | 3 1% | 4 1% | 2 * | - |
| Other | 3 * | 1 * | - | 2 2% ^a | - | 3 * | - | - | - | * | - | 3 * | - | - | 3 1% ^m | - | 2 * | 1 * | 2 * | * * | 1 * |
| Don't know | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| None | 5 * | 2 * | - | 2 2% ^a | - | 1 * | 3 2% ^e | - | 2 6% | 1 1% | - | 3 * | - | * | 4 1% ^m | 1 * | - | 2 1% | 2 1% | - | * * |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 5
VD01C - Do you have a social media account, for example Twitter, Facebook, Instagram or Snapchat?
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|------------------------|-------------|------------------|------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------|--------|--------|----------------|------------------|-----------------------|------------------|------------------|--------------------|---------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| Yes | 882 | 410 | 472 | 193 | 207 | 174 | 146 | 106 | 37 | 18 | 248 | 248 | 197 | 189 | 588 | 294 | 351 | 530 | 731 | 151 |
| | 72% | 67% | 77% ^a | 92% ^{efg} | 91% ^{efg} | 80% ^{fgh} | 64% ^{hi} | 62% ^{hi} | 37% | 26% | 67% | 73% | 76% | 75% | 77% ^o | 63% | 82% ^q | 67% | 73% | 67% |
| No | 342 | 202 | 140 | 17 | 20 | 42 | 83 | 65 | 63 | 51 | 123 | 93 | 62 | 64 | 171 | 171 | 80 | 262 | 267 | 74 |
| | 28% | 33% ^b | 23% | 8% | 9% | 20% ^{cd} | 36% ^{cde} | 38% ^{cde} | 63% ^{cde} | 74% ^{cde} | 33% | 27% | 24% | 25% | 23% | 37% ⁿ | 18% | 33% ^p | 27% | 33% |
| Don't know | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| None | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base



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Table 6
VD01C - Do you have a social media account, for example Twitter, Facebook, Instagram or Snapchat?
BASE: ALL WHO ARE INTERNET USERS

| TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|--------------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|--------------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 45 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 | |
| Yes | 882 72% | 774 78%bc | 76 55%c | 32 32% | - | 820 75%f | 60 49% | 12 27% | 6 25% | 31 40% | 6 26% | 577 70% | 305 77%k | 882 100%n | - | 282 76%q | 427 73% | 165 65% | 247 75%t | 395 75%t | 234 65% |
| No | 342 28% | 214 22% | 61 45%a | 67 68%ab | - | 278 25% | 63 51%e | 32 73% | 19 75% | 47 60% | 17 74% | 247 30%l | 92 23% | - | 342 100%o | 87 24% | 160 27% | 88 35%o | 83 25% | 129 25% | 123 35%rs |
| Don't know | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| None | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 7
VD02 - How confident, if at all, you are in your skills and ability to do the following: SUMMARY
BASE: ALL WHO ARE INTERNET USERS

| | Total Unwtd | Total Wtd | Very confident | Fairly confident | Not very confident | Not at all confident | Confident [NET] | Not confident [NET] | Don't know |
|---|--------------------|------------------|-----------------------|-------------------------|---------------------------|-----------------------------|------------------------|----------------------------|-------------------|
| Setting and controlling privacy features on a web browser on a PC or laptop | 1155 | 1224 | 472 39% | 335 27% | 235 19% | 179 15% | 807 66% | 414 34% | 2 * |
| Setting and controlling privacy features on a web browser on a mobile phone | 1155 | 1224 | 430 35% | 325 27% | 243 20% | 223 18% | 755 62% | 465 38% | 3 * |
| Setting and controlling privacy features on a web browser on a tablet | 1155 | 1224 | 426 35% | 359 29% | 218 18% | 215 18% | 785 64% | 433 35% | 6 * |
| Deleting web browser history or cached pages | 1155 | 1224 | 587 48% | 331 27% | 152 12% | 152 12% | 918 75% | 304 25% | 2 * |
| Deleting web browser cookies | 1155 | 1224 | 524 43% | 289 24% | 212 17% | 196 16% | 814 66% | 408 33% | 2 * |

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Table 8
VD02_1 - How confident, if at all, you are in your skills and ability to do the following?
To use the internet.
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|------------------------|---------------------------|-----------------|-----------------|------------------------|------------------------|------------------------|------------------|------------------|-------------------|--------------------|-------------------|-----------------|-----------------|---------------------|----------------------------|-----------------------|-----------------|------------------------------|-------------------------------|-----------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK- ING (n) | NOT WORK- ING (o) | YES (p) | NO (q) | NO DISAB- ILITY (r) | ANY DISAB- ILITY (s) | |
| Unweighted Base | 1423 | 729 | 694 | 215 | 179 | 205 | 224 | 205 | 195 | 200 | 242 | 414 | 293 | 474 | 650 | 773 | 378 | 1045 | 1031 | 391 |
| Weighted Base | 1423 | 695 | 728 | 216 | 236 | 223 | 244 | 197 | 139 | 168 | 386 | 385 | 305 | 347 | 792 | 631 | 448 | 975 | 1112 | 310 |
| Very confident | 778 55% | 410 59%b | 369 51% | 173 80%efg hi | 166 70%efg hi | 130 58%hi | 129 53%hi | 106 54%hi | 46 33%i | 28 17% | 266 69%lm | 233 61%lm | 147 48%m | 132 38% | 519 66%o | 259 41% | 280 62%q | 499 51% | 636 57% s | 142 46% |
| Fairly confident | 338 24% | 158 23% | 180 25% | 35 16% | 56 24%i | 73 33%ci | 71 29%ci | 47 24%i | 33 24%i | 22 13% | 79 20% | 83 21% | 87 29% | 89 26% | 190 24% | 147 23% | 126 28%q | 212 22% | 283 25% s | 54 17% |
| Not very confident | 96 7% | 43 6% | 53 7% | 6 3% | 5 2% | 7 3% | 28 11% cde | 14 7% d | 22 16% cdeg | 15 9% cd | 19 5% | 20 5% | 22 7% | 35 10% jk | 42 5% | 54 9% n | 22 5% | 74 8% | 69 6% | 27 9% |
| Not at all confident | 209 15% | 84 12% | 125 17% a | 2 1% | 8 3% | 11 5% | 16 6% c | 30 15% cde | 39 28% cde | 103 61% cdef | 22 6% | 49 13% j | 49 16% j | 88 26% jkl | 39 5% | 170 27% n | 20 4% | 189 19% p | 121 11% | 87 28% r |
| Confident [NET] | 1116 78% | 567 82% b | 549 75% | 208 96% fgh i | 222 94% fgh i | 203 91% fgh i | 200 82% hi | 153 78% hi | 79 56% i | 50 30% | 345 89% klm | 316 82% m | 234 77% m | 221 64% | 710 90% o | 406 64% | 405 90% q | 710 73% | 919 83% s | 196 63% |
| Not confident [NET] | 305 21% | 127 18% | 178 24% a | 8 4% | 13 5% | 18 8% | 44 18% cde | 44 22% cde | 61 44% cde | 118 70% cde | 41 11% | 69 18% j | 71 23% j | 124 36% jkl | 81 10% | 224 35% n | 42 9% | 263 27% p | 190 17% | 114 37% r |
| Don't know | 2 * | 1 * | 1 * | - - | 1 * | 1 1% | - - | - - | - - | - - | - - | - - | - - | 2 1% | 1 * | 1 * | 1 * | 1 * | 2 * | - - |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used.

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Table 9
VD02_1 - How confident, if at all, you are in your skills and ability to do the following?
To use the internet.
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|-------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 1423 | 883 | 148 | 124 | 268 | 1033 | 388 | 52 | 148 | 100 | 95 | 931 | 459 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1423 | 988 | 137 | 99* | 199 | 1116 | 305 | 50* | 118 | 79* | 61* | 955 | 444 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Very confident | 778 | 699 | 46 | 25 | 7 | 778 | - | 28 | - | 46 | - | 508 | 270 | 618 | 153 | 251 | 366 | 152 | 188 | 313 | 268 |
| | 55% | 71%bcd | 34%d | 26%d | 4% | 70%f | - | 56%hj | - | 58%hj | - | 53% | 61%k | 70%n | 45% | 68% | 62% | 60% | 57% | 60% | 75%rs |
| Fairly confident | 338 | 222 | 71 | 34 | 11 | 338 | - | 22 | - | 33 | - | 238 | 99 | 202 | 125 | 92 | 167 | 64 | 100 | 169 | 53 |
| | 24% | 22%d | 52%acd | 34%ad | 5% | 30%f | - | 44%hj | - | 42%hj | - | 25% | 22% | 23% | 37%am | 25% | 28% | 25% | 30%t | 32%t | 15% |
| Not very confident | 96 | 40 | 15 | 18 | 22 | - | 96 | - | 15 | - | 22 | 69 | 26 | 39 | 35 | 17 | 34 | 21 | 23 | 27 | 23 |
| | 7% | 4% | 11%a | 19%a | 11%a | - | 31%e | - | 12%gi | - | 36%ghi | 7% | 6% | 4% | 10%am | 5% | 6% | 8% | 7% | 5% | 6% |
| Not at all confident | 209 | 24 | 5 | 21 | 159 | - | 209 | - | 103 | - | 39 | 138 | 50 | 22 | 28 | 10 | 20 | 17 | 18 | 16 | 14 |
| | 15% | 2% | 3% | 21%ab | 80%abc | - | 69%e | - | 88%gij | - | 64%gij | 14% | 11% | 2% | 8%am | 3% | 3% | 7%o | 5% | 3% | 4% |
| Confident [NET] | 1116 | 921 | 117 | 59 | 18 | 1116 | - | 50 | - | 79 | - | 747 | 368 | 820 | 278 | 342 | 533 | 216 | 289 | 482 | 321 |
| | 78% | 93%bcd | 86%cd | 60%d | 9% | 100%f | - | 100%hj | - | 100%hj | - | 78% | 83% | 93%an | 81% | 93%q | 91%q | 85% | 88% | 92% | 90% |
| Not confident [NET] | 305 | 65 | 20 | 39 | 181 | - | 305 | - | 118 | - | 61 | 207 | 75 | 60 | 63 | 26 | 54 | 38 | 41 | 43 | 36 |
| | 21% | 7% | 14%a | 40%ab | 91%abc | - | 100%e | - | 100%gi | - | 100%gi | 22% | 17% | 7% | 18%am | 7% | 9% | 15%op | 12% | 8% | 10% |
| Don't know | 2 | 2 | - | - | - | - | - | - | - | - | - | 1 | - | 1 | 1 | 1 | - | - | - | - | - |
| | * | * | - | - | - | - | - | - | - | - | - | * | - | * | * | * | - | - | - | - | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base

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Table 10
VD02_2 - How confident, if at all, you are in your skills and ability to do the following?
Setting and controlling privacy features on a web browser on a PC or laptop.
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|------------------------|--------------------------|-------------------------|-------------------------|--------------------------------|---------------------------------|--------------------------------|--------------------------|--------------------------|--------------------------|---------------------------------|--------------|--------------|-------------------------|----------------|-------------------------|-------------------------|------------|------------|-------------------------|------------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| Very confident | 472 39% | 274 45%b | 198 32% | 114 54%fgh i | 118 52%fgh i | 101 46%fgh i | 63 27%i | 46 27%i | 22 22% | 9 12% | 164 44%lm | 146 43%lm | 79 30% | 83 33% | 323 43%o | 149 32% | 182 42% | 290 37% | 401 40% _s | 72 32% |
| Fairly confident | 335 27% | 179 29% | 156 25% | 54 26% | 71 31%i | 55 26% | 75 33%i | 44 26% | 26 26% | 10 14% | 86 23% | 83 24% | 95 37% _{jk} | 72 28% | 224 30% | 111 24% | 117 27% | 218 27% | 278 28% | 57 25% |
| Not very confident | 235 19% | 94 15% | 141 23% _a | 24 12% | 27 12% | 41 19% | 52 23% _{cd} | 49 29% _{cd} | 27 26% _{cd} | 15 22% | 71 19% | 69 20% | 46 18% | 49 19% | 142 19% | 93 20% | 82 19% | 153 19% | 186 19% | 48 22% |
| Not at all confident | 179 15% | 63 10% | 116 19% _a | 17 8% | 9 4% | 19 9% | 39 17% _{cde} | 31 18% _{cde} | 26 26% _{cde} | 36 52% _{cde} fgh | 49 13% | 43 13% | 39 15% | 48 19% | 69 9% | 110 24% _n | 49 11% | 131 16% | 130 13% | 48 21% _r |
| Confident [NET] | 807 66% | 454 74% _b | 353 58% | 168 80% _{fgh} i | 189 83% _{efg} hi | 156 72% _{fgh} i | 138 60% _i | 91 53% _i | 48 47% _i | 18 26% | 250 68% | 229 67% | 174 67% | 154 61% | 547 72% _o | 260 56% | 299 69% | 508 64% | 679 68% _s | 128 57% |
| Not confident [NET] | 414 34% | 157 26% | 258 42% _a | 42 20% | 36 16% | 60 28% _d | 91 40% _{cde} | 81 47% _{cde} | 53 53% _{cde} | 52 74% _{cde} fgh | 120 32% | 112 33% | 85 33% | 96 38% | 211 28% | 204 44% _n | 130 30% | 284 36% | 317 32% | 96 43% _r |
| Don't know | 2 * | 1 * | 1 * | - - | 1 * | 1 1% | - - | - - | - - | - - | - - | - - | - - | 2 1% | 1 * | 1 * | 1 * | 1 * | 2 * | - - |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base

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Table 11
VD02_2 - How confident, if at all, you are in your skills and ability to do the following?
Setting and controlling privacy features on a web browser on a PC or laptop.
BASE: ALL WHO ARE INTERNET USERS

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|-------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Very confident | 472 | 442 | 19 | 12 | - | 471 | 1 | 9 | - | 22 | - | 291 | 182 | 386 | 86 | 171 | 208 | 92 | 86 | 195 | 192 |
| | 39% | 45%bc | 14% | 12% | - | 43%f | 1% | 19% | - | 28% | - | 35% | 46%k | 44%n | 25% | 46%pq | 35% | 36% | 26% | 37%r | 54%rs |
| Fairly confident | 335 | 266 | 55 | 15 | - | 326 | 9 | 9 | 1 | 24 | 2 | 234 | 101 | 249 | 86 | 116 | 178 | 37 | 87 | 169 | 75 |
| | 27% | 27%c | 40%ac | 15% | - | 30%f | 7% | 20% | 3% | 31% | 7% | 28% | 25% | 28% | 25% | 31%q | 30%q | 15% | 27% | 32%t | 21% |
| Not very confident | 235 | 183 | 32 | 21 | - | 190 | 45 | 11 | 4 | 18 | 9 | 174 | 61 | 159 | 76 | 55 | 126 | 53 | 78 | 112 | 43 |
| | 19% | 18% | 23% | 21% | - | 17% | 37%e | 25% | 16% | 23% | 39% | 21% | 15% | 18% | 22% | 15% | 21%o | 21% | 24%t | 21%t | 12% |
| Not at all confident | 179 | 96 | 32 | 51 | - | 111 | 69 | 16 | 21 | 14 | 12 | 124 | 54 | 86 | 93 | 27 | 75 | 71 | 78 | 48 | 48 |
| | 15% | 10% | 23%a | 52%ab | - | 10% | 56%e | 36% | 80% | 18% | 54% | 15% | 14% | 10% | 27%m | 7% | 13%o | 28%op | 24%st | 9% | 14% |
| Confident [NET] | 807 | 707 | 73 | 27 | - | 798 | 10 | 17 | 1 | 46 | 2 | 525 | 282 | 636 | 172 | 287 | 386 | 129 | 173 | 364 | 266 |
| | 66% | 72%bc | 53%c | 27% | - | 73%f | 8% | 39% | 3% | 59% | 7% | 64% | 71%k | 72%n | 50% | 78%pq | 66%q | 51% | 53% | 69%r | 75%r |
| Not confident [NET] | 414 | 278 | 64 | 72 | - | 300 | 114 | 27 | 25 | 32 | 21 | 298 | 115 | 245 | 169 | 82 | 201 | 125 | 157 | 161 | 91 |
| | 34% | 28% | 47%a | 73%ab | - | 27% | 92%e | 61% | 97% | 41% | 93% | 36%l | 29% | 28% | 49%m | 22% | 34%o | 49%op | 47%st | 31% | 25% |
| Don't know | 2 | 2 | - | - | - | - | - | - | - | - | - | 1 | - | 1 | 1 | 1 | - | - | - | - | - |
| | * | * | - | - | - | - | - | - | - | - | - | * | - | * | * | * | - | - | - | - | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 12
VD02_3 - How confident, if at all, you are in your skills and ability to do the following?
Setting and controlling privacy features on a web browser on a mobile phone.
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | |
|------------------------|------------|-------------------------|-----------------------------|-----------------|-----------------|------------|------------|------------|------------|--------------------|--------------------|-------------------------|----------------|-------------------------|------------------|-------------------------|----------------|--------------------|---------------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 557 | 209 173 | 196 205 | 168 131 | 73 | 227 357 | 230 341 | 619 536 | 357 798 | 889 265 | | | | | | | | |
| Weighted Base | 1224 | 612 612 | 209 226 | 217 230 | 171 101* | 70* | 370 341 | 259 253 | 759 465 | 431 793 | 998 224 | | | | | | | | |
| Very confident | 430 35% | 234 196 38% 32% | 117 102 56%efg hi | 45%fgh i | 43%fgh i | 26%i | 25%i | 15%i | 2% | 141 127 38% 37% | 85 77 33% 31% | 297 133 39%o | 133 29% 29% | 171 258 40%q | 258 33% 33% | 366 63 37% s | 63 28% 28% | | |
| Fairly confident | 325 27% | 181 144 30% 24% | 63 74 30%i | 33%i | 26%i | 26%i | 23%i | 26%i | 9% | 82 85 22% 25% | 83 75 32% j | 217 108 29% 23% | 108 23% 23% | 127 197 30% 25% | 197 27% 27% | 271 54 27% 24% | 54 24% 24% | | |
| Not very confident | 243 20% | 111 132 18% 22% | 19 34 9% 15% | 18% c | 30% cde | 27% cd | 22% c | 21% c | | 79 65 21% 19% | 53 46 20% 18% | 152 90 20% 19% | 90 18% 18% | 74 168 17% 21% | 168 20% 20% | 202 41 20% 18% | 41 18% 18% | | |
| Not at all confident | 223 18% | 84 139 14% 23% a | 11 16 5% 7% | 13% c | 19% cd | 25% cde | 36% cde | 46% cde | 67% cde | 68 64 18% 19% | 37 53 14% 21% | 90 133 12% 29% n | 133 29% 29% | 56 166 13% 21% p | 166 21% 21% | 156 66 16% 29% r | 66 29% 29% | | |
| Confident [NET] | 755 62% | 415 340 68% b | 180 175 86% efg hi | 77% fgh i | 69% fgh i | 52% i | 48% i | 41% i | 11% | 223 212 60% 62% | 168 152 65% 60% | 514 241 68% o | 241 52% 52% | 299 456 69% q | 456 57% 57% | 637 117 64% s | 117 52% 52% | | |
| Not confident [NET] | 465 38% | 195 271 32% 44% a | 30 50 14% 22% | 30% c | 48% cde | 52% cde | 59% cde | 87% cde | fg h | 147 129 40% 38% | 91 99 35% 39% | 243 223 32% 48% n | 223 48% 48% | 131 335 30% 42% p | 335 42% 42% | 358 107 36% 48% r | 107 48% 48% | | |
| Don't know | 3 * | 2 1 * * | - 1 - * | 1 1% | - - | - - | * * | 1 1% | | * * | - - | 1 1% | 2 1% | 2 * | 1 * | 1 * | 2 * | 3 * | * * |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

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Table 13
VD02_3 - How confident, if at all, you are in your skills and ability to do the following?
Setting and controlling privacy features on a web browser on a mobile phone.
BASE: ALL WHO ARE INTERNET USERS

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|-------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Very confident | 430 | 409 | 17 | 4 | - | 427 | 3 | 2 | - | 15 | - | 259 | 171 | 363 | 67 | 168 | 186 | 77 | 83 | 184 | 163 |
| | 35% | 41%bc | 13%c | 4% | - | 39%f | 3% | 4% | - | 20%g | - | 31% | 43%k | 41%n | 20% | 45%pq | 32% | 30% | 25% | 35%r | 45%rs |
| Fairly confident | 325 | 265 | 43 | 17 | - | 317 | 8 | 5 | 1 | 25 | 1 | 235 | 90 | 244 | 81 | 109 | 173 | 38 | 79 | 148 | 94 |
| | 27% | 27% | 31%c | 18% | - | 29%f | 6% | 12% | 3% | 32%g | 3% | 28% | 23% | 28% | 24% | 29%q | 29%q | 15% | 24% | 28% | 26% |
| Not very confident | 243 | 187 | 34 | 21 | - | 201 | 41 | 11 | 4 | 13 | 9 | 172 | 71 | 168 | 75 | 57 | 134 | 52 | 80 | 120 | 42 |
| | 20% | 19% | 25% | 22% | - | 18% | 34%e | 24% | 14% | 17% | 42% | 21% | 18% | 19% | 22% | 15% | 23%o | 20% | 24%t | 23%t | 12% |
| Not at all confident | 223 | 124 | 43 | 56 | - | 152 | 71 | 25 | 21 | 24 | 12 | 157 | 65 | 106 | 117 | 36 | 94 | 87 | 88 | 72 | 59 |
| | 18% | 13% | 31%a | 56%ab | - | 14% | 58%e | 58%i | 82% | 31% | 55% | 19% | 16% | 12% | 34%m | 10% | 16%o | 34%op | 27%st | 14% | 17% |
| Confident [NET] | 755 | 673 | 60 | 21 | - | 744 | 11 | 7 | 1 | 41 | 1 | 493 | 262 | 607 | 148 | 276 | 359 | 115 | 162 | 332 | 256 |
| | 62% | 68%bc | 44%c | 22% | - | 68%f | 9% | 16% | 3% | 52%g | 3% | 60% | 66% | 69%n | 43% | 75%pq | 61%q | 45% | 49% | 63%r | 72%rs |
| Not confident [NET] | 465 | 312 | 77 | 77 | - | 353 | 112 | 36 | 25 | 37 | 22 | 329 | 135 | 274 | 191 | 93 | 227 | 138 | 167 | 192 | 101 |
| | 38% | 32% | 56%a | 78%ab | - | 32% | 91%e | 82%i | 97% | 48% | 97% | 40% | 34% | 31% | 56%m | 25% | 39%o | 54%op | 51%st | 37%t | 28% |
| Don't know | 3 | 3 | - | * | - | 1 | - | 1 | - | * | - | 2 | * | 1 | 2 | 1 | 1 | * | - | 1 | * |
| | * | * | - | * | - | * | - | 2% | - | * | - | * | * | * | 1% | * | * | * | - | * | * |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 14
VD02_4 - How confident, if at all, you are in your skills and ability to do the following?
Setting and controlling privacy features on a web browser on a tablet.
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|------------------------|-------------|---------------|--------------|---------------------|--------------------|--------------------|------------------|------------------|-------------------|-------------------------|-------------|--------------|------------|---------------------|----------------------------|-----------------------|-------------|------------------------------|-------------------------------|-----------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK- ING (n) | NOT WORK- ING (o) | YES (p) | NO (q) | NO DISAB- ILITY (r) | ANY DISAB- ILITY (s) | |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| Very confident | 426 35% | 241 39%b | 185 30% | 103 49%fgh i | 106 47%fgh i | 94 43%fgh i | 56 24%i | 39 23% | 20 20% | 8 11% | 140 38% | 134 39%lm | 77 30% | 75 30% | 295 39%o | 131 28% | 176 41%q | 250 31% | 366 37% s | 60 27% |
| Fairly confident | 359 29% | 191 31% | 168 27% | 68 32%i | 76 33%i | 60 27%i | 74 32%i | 47 28%i | 26 26% | 9 12% | 114 31% | 80 24% | 91 35%k | 74 29% | 237 31% | 122 26% | 131 30% | 228 29% | 302 30% | 57 26% |
| Not very confident | 218 18% | 95 16% | 123 20% | 24 12% | 28 12% | 33 15% | 54 23%cd | 45 26%cde | 23 23%cd | 11 16% | 59 16% | 62 18% | 48 18% | 50 20% | 127 17% | 91 20% | 64 15% | 154 19% | 176 18% | 42 19% |
| Not at all confident | 215 18% | 82 13% | 133 22%a | 14 7% | 16 7% | 29 13% | 45 19%cd | 38 22%cd | 31 31%cde f | 42 60%cde fgh | 55 15% | 64 19% | 44 17% | 52 20% | 95 13% | 120 26%n | 58 13% | 157 20%p | 151 15% | 63 28%r |
| Confident [NET] | 785 64% | 432 71%b | 352 58% | 171 82%efg hi | 182 80%fgh i | 154 71%fgh i | 130 57%i | 86 50%i | 46 46%i | 16 24% | 254 69%m | 214 63% | 167 65% | 149 59% | 532 70%o | 253 54% | 307 71%q | 478 60% | 667 67% s | 117 52% |
| Not confident [NET] | 433 35% | 177 29% | 256 42%a | 38 18% | 44 19% | 62 29% c | 99 43% cde | 83 49% cde | 54 54% cde | 53 76% cde fgh | 114 31% | 126 37% | 92 35% | 101 40% j | 223 29% | 211 45% n | 122 28% | 311 39% p | 327 33% | 105 47% r |
| Don't know | 6 * | 3 * | 3 1% | - - | 1 * | 1 1% | 1 * | 2 1% | * * | - - | 2 1% | 1 * | - - | 3 1% | 4 1% | 1 * | 2 * | 4 * | 3 * | 2 1% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base

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Table 15
VD02_4 - How confident, if at all, you are in your skills and ability to do the following?
Setting and controlling privacy features on a web browser on a tablet.
BASE: ALL WHO ARE INTERNET USERS

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|-------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Very confident | 426 | 397 | 19 | 9 | - | 425 | 1 | 7 | 1 | 20 | - | 261 | 164 | 346 | 79 | 163 | 177 | 84 | 77 | 186 | 162 |
| | 35% | 40%bc | 14% | 10% | - | 39%f | 1% | 16% | 3% | 26% | - | 32% | 41%k | 39%n | 23% | 44%pq | 30% | 33% | 23% | 35%r | 45%rs |
| Fairly confident | 359 | 296 | 43 | 20 | - | 353 | 6 | 8 | 1 | 26 | - | 253 | 106 | 275 | 84 | 113 | 203 | 39 | 90 | 162 | 101 |
| | 29% | 30% | 31% | 20% | - | 32%f | 5% | 18% | 3% | 33% | - | 31% | 27% | 31% | 25% | 31%q | 35%q | 15% | 27% | 31% | 28% |
| Not very confident | 218 | 163 | 36 | 20 | - | 171 | 47 | 8 | 4 | 12 | 11 | 159 | 59 | 147 | 72 | 50 | 121 | 46 | 77 | 100 | 40 |
| | 18% | 16% | 26%a | 20% | - | 16% | 38%e | 17% | 14% | 15% | 49% | 19% | 15% | 17% | 21% | 14% | 21%o | 18% | 23%t | 19%t | 11% |
| Not at all confident | 215 | 130 | 36 | 48 | - | 145 | 70 | 22 | 20 | 20 | 11 | 146 | 67 | 113 | 102 | 42 | 83 | 84 | 85 | 74 | 52 |
| | 18% | 13% | 27%a | 49%ab | - | 13% | 56%e | 49%i | 79% | 26% | 51% | 18% | 17% | 13% | 30%m | 11% | 14% | 33%op | 26%st | 14% | 15% |
| Confident [NET] | 785 | 693 | 62 | 29 | - | 778 | 7 | 15 | 2 | 46 | 29 | 514 | 271 | 621 | 163 | 277 | 381 | 123 | 168 | 348 | 264 |
| | 64% | 70%bc | 45%c | 30% | - | 71%f | 5% | 33% | 7% | 59%g | - | 62% | 68% | 70%n | 48% | 75%pq | 65%q | 48% | 51% | 66%r | 74%r |
| Not confident [NET] | 433 | 293 | 72 | 68 | - | 317 | 117 | 29 | 24 | 32 | 23 | 306 | 126 | 259 | 174 | 92 | 204 | 131 | 162 | 174 | 93 |
| | 35% | 30% | 53%a | 69%ab | - | 29% | 95%e | 67%i | 93% | 41% | 100% | 37% | 32% | 29% | 51%m | 25% | 35%o | 51%op | 49%st | 33% | 26% |
| Don't know | 6 | 2 | 3 | 1 | - | 3 | - | - | - | * | - | 4 | * | 1 | 5 | 1 | 3 | * | - | 3 | 1 |
| | * | * | 2%a | 1% | - | * | - | - | - | * | - | * | * | * | 1% ^m | * | * | * | - | * | * |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 16
VD02_5 - How confident, if at all, you are in your skills and ability to do the following?
Deleting web browser history or cached pages.
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|------------------------|--------------------------|-----------------|-----------------|-------------------------|------------------------|------------------------|------------------|------------------|------------------|-------------------------|-----------------|------------------|----------------|----------------|------------------|-----------------------|-----------------|--------------------|---------------------|----------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) | |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| Very confident | 587 48% | 334 55%b | 253 41% | 136 65%fgh i | 132 58%fgh i | 118 54%fhi | 89 39%i | 74 43%hi | 28 28%i | 9 13% | 198 53% m | 181 53% lm | 111 43% | 97 38% | 404 53% o | 183 39% | 215 50% | 371 47% | 494 49% | 93 41% |
| Fairly confident | 331 27% | 159 26% | 172 28% | 55 26% | 64 28% | 57 26% | 70 30% | 38 22% | 34 34% | 13 19% | 93 25% | 76 22% | 86 33% k | 76 30% k | 205 27% | 126 27% | 127 30% | 203 26% | 285 29% s | 46 20% |
| Not very confident | 152 12% | 61 10% | 91 15% a | 12 6% | 12 6% | 28 13% cd | 39 17% cd | 30 17% cd | 18 18% cd | 13 19% cd | 45 12% | 41 12% | 33 13% | 33 13% | 88 12% | 64 14% | 48 11% | 104 13% | 113 11% | 39 17% f |
| Not at all confident | 152 12% | 57 9% | 95 16% a | 6 3% | 16 7% | 13 6% | 32 14% ce | 29 17% cde | 20 20% cde | 35 50% cdef gh | 34 9% | 43 13% | 30 11% | 45 18% j | 61 8% | 91 20% n | 39 9% | 113 14% p | 104 10% | 46 21% r |
| Confident [NET] | 918 75% | 493 81% b | 425 69% | 191 91% efg hi | 196 87% fgh i | 175 81% fgh i | 159 69% i | 112 65% i | 62 62% i | 22 32% | 290 78% m | 257 76% | 197 76% | 173 68% | 609 80% o | 309 66% | 343 80% q | 575 73% | 779 78% s | 139 62% |
| Not confident [NET] | 304 25% | 118 19% | 186 30% a | 18 9% | 29 13% | 41 19% c | 71 31% cde | 59 35% cde | 38 38% cde | 48 68% cde fgh | 80 22% | 83 24% | 63 24% | 78 31% j | 149 20% | 155 33% n | 87 20% | 217 27% p | 217 22% | 86 38% r |
| Don't know | 2 * | 1 * | 1 * | - - | 1 * | 1 1% | - - | - - | - - | - - | - - | - - | - - | 2 1% | 1 * | 1 * | 1 * | 1 * | 2 * | - - |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base

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Table 17
VD02_5 - How confident, if at all, you are in your skills and ability to do the following?
Deleting web browser history or cached pages.
BASE: ALL WHO ARE INTERNET USERS

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|-------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Very confident | 587 | 540 | 29 | 18 | - | 581 | 6 | 9 | - | 28 | - | 385 | 202 | 474 | 113 | 196 | 284 | 106 | 114 | 250 | 222 |
| | 48% | 55%bc | 21% | 18% | - | 53%f | 5% | 20% | - | 36% | - | 47% | 51% | 54%n | 33% | 53%q | 48% | 42% | 35% | 48%r | 62%rs |
| Fairly confident | 331 | 257 | 55 | 19 | - | 322 | 9 | 12 | 1 | 32 | 2 | 224 | 107 | 246 | 84 | 104 | 171 | 51 | 87 | 163 | 76 |
| | 27% | 26% | 40%ac | 19% | - | 29%f | 7% | 27% | 5% | 42% | 9% | 27% | 27% | 28% | 25% | 28% | 29%q | 20% | 26% | 31%t | 21% |
| Not very confident | 152 | 109 | 25 | 18 | - | 106 | 46 | 9 | 5 | 9 | 9 | 103 | 49 | 96 | 56 | 42 | 73 | 37 | 63 | 62 | 25 |
| | 12% | 11% | 18%a | 18% | - | 10% | 37%e | 19% | 18% | 12% | 39% | 12% | 12% | 11% | 17%m | 11% | 12% | 14% | 19%st | 12% | 7% |
| Not at all confident | 152 | 80 | 28 | 43 | - | 90 | 62 | 15 | 20 | 8 | 12 | 111 | 40 | 65 | 87 | 26 | 59 | 60 | 65 | 50 | 33 |
| | 12% | 8% | 21%a | 44%ab | - | 8% | 50%e | 34%i | 77% | 11% | 52% | 13% | 10% | 7% | 25%m | 7% | 10% | 24%op | 20%st | 9% | 9% |
| Confident [NET] | 918 | 797 | 84 | 37 | - | 902 | 15 | 21 | 1 | 60 | 2 | 609 | 308 | 720 | 197 | 300 | 455 | 157 | 201 | 413 | 299 |
| | 75% | 81%bc | 61%c | 38% | - | 82%f | 12% | 47% | 5% | 77%g | 9% | 74% | 78% | 82%n | 58% | 81%q | 77%q | 62% | 61% | 79%r | 84%r |
| Not confident [NET] | 304 | 189 | 53 | 61 | - | 195 | 108 | 23 | 24 | 18 | 21 | 213 | 89 | 160 | 143 | 69 | 132 | 97 | 128 | 111 | 58 |
| | 25% | 19% | 39%a | 62%ab | - | 18% | 88%e | 53%i | 95% | 23% | 91% | 26% | 22% | 18% | 42%n | 19% | 23% | 38%op | 39%st | 21% | 16% |
| Don't know | 2 | 2 | - | - | - | - | - | - | - | - | - | 1 | - | 1 | 1 | 1 | - | - | - | - | - |
| | * | * | - | - | - | - | - | - | - | - | - | * | - | * | * | * | - | - | - | - | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 18
VD02_6 - How confident, if at all, you are in your skills and ability to do the following?
Deleting web browser cookies.
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|------------------------|--------------------------|-------------|-------------|---------------------|--------------------|---------------|-------------|-------------|-------------|--------------|--------------|--------------|-------------|----------------|------------------|-----------------------|-------------|--------------------|---------------------|------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) | |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| Very confident | 524 43% | 302 49%b | 222 36% | 125 60%efg hi | 117 52%fgh i | 101 47%hi | 84 36%i | 59 34%i | 32 32%i | 7 9% | 187 50%lm | 169 50%lm | 86 33% | 82 33% | 366 48%o | 159 34% | 199 46% | 326 41% | 438 44% | 87 39% |
| Fairly confident | 289 24% | 150 24% | 140 23% | 39 18% | 68 30%c | 53 24% | 54 24% | 39 23% | 23 23% | 13 19% | 66 18% | 66 20% | 90 35%jk | 66 26%j | 182 24% | 107 23% | 110 26% | 179 23% | 245 25% | 44 19% |
| Not very confident | 212 17% | 87 14% | 125 20%a | 33 16% | 25 11% | 35 16% | 53 23%cd | 36 21%cd | 16 16% | 14 20% | 62 17% | 56 16% | 49 19% | 45 18% | 128 17% | 84 18% | 70 16% | 142 18% | 175 18% | 36 16% |
| Not at all confident | 196 16% | 72 12% | 124 20%a | 12 6% | 16 7% | 27 12% | 39 17%cd | 38 22%cd | 29 29%cd | 36 52%cd | 55 15% | 49 14% | 35 13% | 57 23%jkl | 81 11% | 115 25%n | 51 12% | 145 18%p | 137 14% | 58 26%r |
| Confident [NET] | 814 66% | 452 74%b | 362 59% | 164 78%efg i | 184 81%fgh i | 154 71%ghi | 138 60%i | 98 57%i | 55 55%i | 20 29% | 253 68%m | 236 69%m | 176 68% | 148 59% | 548 72%o | 265 57% | 309 72%q | 505 64% | 683 68% s | 131 58% |
| Not confident [NET] | 408 33% | 159 26% | 249 41%a | 45 22% | 41 18% | 61 28% | 92 40%cd | 73 43%cd | 45 45%cd | 50 71%cd | 117 32% | 105 31% | 83 32% | 102 40%k | 209 28% | 199 43%n | 121 28% | 287 36%p | 313 31% | 94 42%r |
| Don't know | 2 * | 1 * | 1 * | - - | 1 * | 1 1% | - - | - - | - - | - - | - - | - - | - - | 2 1% | 1 * | 1 * | 1 * | 1 * | 2 * | - - |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base

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Table 19
VD02_6 - How confident, if at all, you are in your skills and ability to do the following?
Deleting web browser cookies.
BASE: ALL WHO ARE INTERNET USERS

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|-------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Very confident | 524 | 495 | 21 | 9 | - | 522 | 3 | 7 | - | 32 | - | 345 | 180 | 428 | 97 | 198 | 225 | 100 | 95 | 234 | 196 |
| | 43% | 50%bc | 15% | 9% | - | 48%f | 2% | 15% | - | 41%g | - | 42% | 45% | 49%n | 28% | 54%pq | 38% | 40% | 29% | 45%r | 55%rs |
| Fairly confident | 289 | 214 | 55 | 20 | - | 282 | 7 | 12 | 1 | 21 | 2 | 197 | 92 | 213 | 76 | 86 | 160 | 40 | 64 | 143 | 78 |
| | 24% | 22% | 40%ac | 20% | - | 26%f | 6% | 28% | 3% | 27% | 10% | 24% | 23% | 24% | 22% | 23% | 27%q | 16% | 19% | 27%r | 22% |
| Not very confident | 212 | 161 | 30 | 20 | - | 168 | 43 | 10 | 4 | 7 | 9 | 137 | 75 | 147 | 64 | 52 | 123 | 37 | 93 | 78 | 39 |
| | 17% | 16% | 22% | 21% | - | 15% | 35%e | 22% | 16% | 9% | 38% | 17% | 19% | 17% | 19% | 14% | 21%o | 15% | 28%st | 15% | 11% |
| Not at all confident | 196 | 116 | 31 | 50 | - | 126 | 70 | 15 | 21 | 18 | 12 | 144 | 51 | 93 | 104 | 33 | 79 | 76 | 78 | 69 | 44 |
| | 16% | 12% | 23%a | 50%ab | - | 11% | 57%e | 35% | 80% | 23% | 52% | 17% | 13% | 10% | 30%m | 9% | 14% | 30%op | 24%st | 13% | 12% |
| Confident [NET] | 814 | 709 | 76 | 29 | - | 804 | 10 | 19 | 1 | 53 | 2 | 542 | 272 | 641 | 173 | 284 | 385 | 140 | 158 | 377 | 274 |
| | 66% | 72%bc | 55%c | 29% | - | 73%f | 8% | 43% | 3% | 68%g | 10% | 66% | 68% | 73%n | 51% | 77%pq | 66%q | 55% | 48% | 72%r | 77%r |
| Not confident [NET] | 408 | 277 | 61 | 70 | - | 294 | 114 | 25 | 25 | 25 | 20 | 281 | 126 | 240 | 168 | 85 | 202 | 113 | 171 | 147 | 83 |
| | 33% | 28% | 45%a | 71%ab | - | 27% | 92%e | 57%i | 97% | 32% | 90% | 34% | 32% | 27% | 49%mi | 23% | 34%o | 45%op | 52%st | 28% | 23% |
| Don't know | 2 | 2 | - | - | - | - | - | - | - | - | - | 1 | - | 1 | 1 | 1 | - | - | - | - | - |
| | * | * | - | - | - | - | - | - | - | - | - | * | - | * | * | * | - | - | - | - | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 20
VD03A - Here are some reasons why people do not access the internet or do not use it very often. Please tell me all the reasons which apply to you.
BASE: ALL WHO ACCESS THE INTERNET LESS THAN ONCE A WEEK

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|---|------------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|------------------------|--------------|-----------------------|----------|------------|--------------------|------------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 296 | 140 | 156 | 6 | 6 | 11 | 21 | 42 | 74 | 136 | 20 | 59 | 74 | 143 | 36 | 260 | 23 | 273 | 160 | 136 |
| Weighted Base | 222 | 89* | 134 | 7** | 9** | 8** | 15** | 32* | 44* | 107 | 20** | 45* | 56* | 101 | 38** | 185 | 20** | 202 | 127 | 95 |
| I don't own a device (eg PC, tablet or mobile phone) that can access the internet | 43 19% | 15 17% | 28 21% | - | 1 14% | 1 12% | 5 31% | 9 27% | 7 16% | 21 19% | 2 9% | 9 20% | 8 14% | 25 24% | 7 19% | 36 20% | - | 43 21% | 18 14% | 25 26% ^f |
| I'm not interested in accessing the internet | 107 48% | 42 48% | 65 49% | 1 14% | - | 1 14% | 7 46% | 14 45% | 29 66% | 55 51% | 10 51% | 20 44% | 32 57% | 45 45% | 12 33% | 95 51% | 4 18% | 104 51% | 58 46% | 49 52% |
| I can't afford a PC, tablet or mobile phone to access the internet | 16 7% | 5 6% | 11 8% | 2 26% | 2 20% | 1 18% | 2 16% | 2 6% | 3 7% | 4 4% | - | 4 8% | 3 5% | 10 10% | 4 10% | 13 7% | 2 12% | 14 7% | 8 7% | 8 8% |
| I can't afford an internet connection | 16 7% | 4 5% | 12 9% | 3 39% | 1 13% | 1 16% | * 1% | 2 7% | 4 8% | 5 5% | - | 4 9% | * 1% | 11 11% ^l | 2 6% | 14 7% | 2 8% | 14 7% | 9 7% | 7 7% |
| There is no/weak internet service where I live | 4 2% | 2 3% | 2 1% | - | - | 1 7% | - | 2 5% | - | 2 2% | - | 1 2% | 2 4% | 1 1% | 2 6% | 2 1% | 2 11% | 2 1% | 2 2% | 2 2% |
| I'm not confident with computers or mobile phones enough to access the internet | 45 20% | 15 17% | 29 22% | - | - | 1 10% | 3 17% | 5 17% | 13 30% | 23 21% | 9 46% | 7 16% | 9 17% | 19 19% | 2 5% | 43 23% | 2 8% | 43 21% | 23 18% | 21 22% |
| I'm worried about my privacy | 36 16% | 10 11% | 26 20% | 2 26% | - | 2 29% | * 3% | 5 17% | 9 19% | 18 17% | 6 31% | 8 17% | 9 17% | 13 13% | 4 10% | 32 17% | 3 15% | 33 16% | 20 15% | 16 17% |
| I can ask others to use the internet for me | 36 16% | 18 20% | 18 13% | - | - | - | 3 20% | 7 22% | 11 25% | 15 14% | 7 33% | 5 10% | 11 20% | 14 13% | 4 11% | 32 17% | 1 3% | 35 17% | 18 14% | 18 19% |
| I have a disability which makes accessing the internet difficult | 5 2% | 1 1% | 4 3% | - | - | - | 1 5% | 1 4% | 1 2% | 2 2% | 2 9% | * 1% | - | 3 3% | - | 5 3% | - | 5 2% | - | 5 5% ^f |
| Too old | 2 1% | 1 1% | 1 1% | - | - | - | - | - | - | 2 2% | - | * 1% | 1 1% | 1 1% | - | 2 1% | - | 2 1% | 1 1% | 1 1% |
| Don't have internet access | 3 1% | 1 2% | 2 1% | - | 1 8% | - | - | - | - | 2 2% | - | 1 2% | - | 2 2% | - | 3 2% | 1 4% | 2 1% | 1 1% | 2 2% |
| I don't use the internet | 4 2% | 3 4% | 1 * | - | - | 2 23% | 1 6% | - | - | 1 1% | 1 5% | - | 1 2% | 2 2% | 1 3% | 3 1% | 3 14% | 1 1% | 4 3% | - |
| Don't need it | 1 * | 1 1% | - | - | - | - | - | * 1% | - | 1 1% | - | - | 1 1% | * * | - | 1 1% | - | 1 1% | * * | 1 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 20

VD03A - Here are some reasons why people do not access the internet or do not use it very often. Please tell me all the reasons which apply to you.

BASE: ALL WHO ACCESS THE INTERNET LESS THAN ONCE A WEEK

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|----------------------|------------|------------------|------------|-----------|-----------|-----------|-----------|-----------------|-----------|--------------|--------|-----------------|-----------------|----------------|--------------|-----------------------|---------|------------|--------------------|---------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Weighted Base | 222 | 89* | 134 | 7** | 9** | 8** | 15** | 32* | 44* | 107 | 20** | 45* | 56* | 101 | 38** | 185 | 20** | 202 | 127 | 95 |
| Other | 7 | 1 | 6 | 1 | 1 | - | - | * | 1 | 3 | * | 3 | 3 | 3 | 4 | 2 | 5 | 6 | 1 | |
| | 3% | 1% | 4% | 9% | 16% | - | - | 2% | 2% | 3% | 2% | 8% ^m | 5% ^m | * | 8% | 2% | 10% | 2% | 4% | 1% |
| Don't know | 4 | 1 | 3 | - | - | - | - | 2 | 1 | 1 | - | - | 2 | 2 | 2 | - | 4 | 3 | 1 | |
| | 2% | 1% | 2% | - | - | - | - | 6% ⁱ | 3% | 1% | - | - | 4% | 2% | 4% | 1% | - | 2% | 3% | 1% |
| None | 16 | 10 | 6 | - | 4 | - | 1 | - | 2 | 8 | 3 | 5 | 3 | 5 | 11 | 2 | 14 | 11 | 5 | |
| | 7% | 12% ^b | 4% | - | 46% | - | 7% | - | 5% | 8% | 14% | 11% | 5% | 5% | 14% | 6% | 9% | 7% | 9% | 6% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 21
VD03A - Here are some reasons why people do not access the internet or do not use it very often. Please tell me all the reasons which apply to you.
BASE: ALL WHO ACCESS THE INTERNET LESS THAN ONCE A WEEK

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---|------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 296 | - | - | 28 | 268 | 26 | 270 | 8 | 128 | 2 | 28 | 197 | 69 | 5 | 23 | 5 | 10 | 11 | 10 | 6 | 11 |
| Weighted Base | 222 | -.** | -.** | 23** | 199 | 24** | 198 | 8** | 99* | 1** | 43* | 148 | 52* | 3** | 20** | 3** | 11** | 8** | 9** | 5** | 9** |
| I don't own a device (eg PC, tablet or mobile phone) that can access the internet | 43 19% | - | - | 3 | 40 | 4 | 39 | 1 | 19 | - | 7 | 28 | 9 | 1 | 3 | * | 2 | 2 | 3 | 1 | * |
| I'm not interested in accessing the internet | 107 48% | - | - | 6 | 102 | 7 | 101 | 3 | 52 | 1 | 29 | 77 | 23 | - | 6 | * | 3 | 1 | - | 2 | 4 |
| I can't afford a PC, tablet or mobile phone to access the internet | 16 7% | - | - | - | 16 | 2 | 14 | 1 | 3 | - | 3 | 13 | 2 | - | - | - | - | - | - | - | - |
| I can't afford an internet connection | 16 7% | - | - | 1 | 15 | 4 | 12 | 1 | 4 | - | 4 | 10 | 5 | - | 1 | - | - | 1 | 1 | - | - |
| There is no/weak internet service where I live | 4 2% | - | - | - | 4 | 2 | 2 | - | 2 | - | - | 4 | - | - | - | - | - | - | - | - | - |
| I'm not confident with computers or mobile phones enough to access the internet | 45 20% | - | - | 8 | 37 | 1 | 43 | - | 23 | - | 13 | 39 | 5 | 2 | 6 | 1 | 3 | 3 | 6 | - | 2 |
| I'm worried about my privacy | 36 16% | - | - | 6 | 30 | 4 | 32 | - | 18 | - | 9 | 33 | 3 | 1 | 5 | 2 | 1 | 3 | 2 | 2 | 2 |
| I can ask others to use the internet for me | 36 16% | - | - | 3 | 33 | 2 | 34 | - | 15 | 1 | 10 | 31 | 3 | - | 3 | - | - | 3 | 2 | - | 1 |
| I have a disability which makes accessing the internet difficult | 5 2% | - | - | 1 | 4 | - | 5 | - | 2 | - | 1 | 4 | 1 | 1 | - | - | - | 1 | 1 | - | - |
| Too old | 2 1% | - | - | - | 2 | - | 2 | - | 2 | - | - | 1 | 1 | - | - | - | - | - | - | - | - |
| Don't have internet access | 3 1% | - | - | - | 3 | - | 3 | - | 2 | - | - | * | 1 | - | - | - | - | - | - | - | - |
| I don't use the internet | 4 2% | - | - | - | 4 | - | 4 | - | 1 | - | - | * | 1 | - | - | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 21
VD03A - Here are some reasons why people do not access the internet or do not use it very often. Please tell me all the reasons which apply to you.
BASE: ALL WHO ACCESS THE INTERNET LESS THAN ONCE A WEEK

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|----------------------|------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Weighted Base | 222 | -** | -** | 23** | 199 | 24** | 198 | 8** | 99* | 1** | 43* | 148 | 52* | 3** | 20** | 3** | 11** | 8** | 9** | 5** | 9** |
| Don't need it | 1 | - | - | - | 1 | 1 | * | 1 | - | - | - | 1 | * | - | - | - | - | - | - | - | - |
| | * | - | - | - | 1% | 3% | * | 10% | - | - | - | 1% | * | - | - | - | - | - | - | - | - |
| Other | 7 | - | - | 2 | 4 | 2 | 4 | 1 | 2 | * | 1 | 4 | 3 | - | 2 | - | 2 | * | 1 | 1 | * |
| | 3% | - | - | 10% | 2% | 10% | 2% | 17% | 2% | 34% | 1% | 3% | 5% | - | 12% | - | 18% | 4% | 8% | 25% | 4% |
| Don't know | 4 | - | - | - | 4 | - | 4 | - | 1 | - | 1 | 2 | 2 | - | - | - | - | - | - | - | - |
| | 2% | - | - | - | 2% | - | 2% | - | 1% | - | 3% | 1% | 4% | - | - | - | - | - | - | - | - |
| None | 16 | - | - | 3 | 13 | 2 | 14 | 2 | 7 | - | 2 | 7 | 4 | - | 3 | - | 3 | - | - | - | 3 |
| | 7% | - | - | 14% | 7% | 7% | 7% | 22% | 7% | - | 6% | 5% | 8% | - | 16% | - | 28% | - | - | - | 35% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 22
VD03B - And what is your main reason for not accessing the internet or not using it that often?
BASE: ALL WHO ACCESS THE INTERNET LESS THAN ONCE A WEEK

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|---|------------|----------|------------|-----------|-----------|-----------|-----------|-----------------|-----------|--------------|--------|------------------|--------|----------------|--------------|-----------------------|---------|------------|--------------------|---------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 296 | 140 | 156 | 6 | 6 | 11 | 21 | 42 | 74 | 136 | 20 | 59 | 74 | 143 | 36 | 260 | 23 | 273 | 160 | 136 |
| Weighted Base | 222 | 89* | 134 | 7** | 9** | 8** | 15** | 32* | 44* | 107 | 20** | 45* | 56* | 101 | 38** | 185 | 20** | 202 | 127 | 95 |
| I don't own a device (eg PC, tablet or mobile phone) that can access the internet | 19 | 9 | 11 | - | 1 | 1 | 2 | 4 | 3 | 9 | - | 5 | 4 | 11 | 2 | 17 | - | 19 | 8 | 12 |
| | 9% | 10% | 8% | - | 14% | 8% | 12% | 12% | 7% | 8% | - | 10% | 7% | 11% | 6% | 9% | - | 10% | 6% | 12% |
| I'm not interested in accessing the internet | 88 | 34 | 55 | 1 | - | 1 | 6 | 12 | 21 | 47 | 7 | 17 | 25 | 39 | 12 | 77 | 4 | 85 | 49 | 39 |
| | 40% | 38% | 41% | 14% | - | 14% | 37% | 39% | 48% | 44% | 35% | 37% | 45% | 39% | 31% | 42% | 18% | 42% | 39% | 41% |
| I can't afford a PC, tablet or mobile phone to access the internet | 5 | * | 5 | 2 | * | 1 | 1 | - | - | 1 | - | 1 | - | 4 | 2 | 3 | 1 | 4 | 4 | 1 |
| | 2% | * | 3% | 26% | 4% | 13% | 5% | - | - | 1% | - | 2% | - | 4% | 5% | 2% | 5% | 2% | 3% | 1% |
| I can't afford an internet connection | 10 | 2 | 8 | 3 | 1 | 1 | * | 2 | 1 | 2 | - | 2 | * | 8 | 2 | 8 | 2 | 9 | 6 | 5 |
| | 5% | 3% | 6% | 39% | 13% | 11% | 1% | 7% | 2% | 2% | - | 4% | * | 8% | 5% | 5% | 8% | 4% | 4% | 5% |
| There is no/weak internet service where I live | 3 | 2 | 2 | - | - | 1 | - | 2 | - | 1 | - | 1 | 2 | * | 2 | 1 | 2 | 1 | 2 | 1 |
| | 2% | 2% | 1% | - | - | 7% | - | 5% | - | 1% | - | 2% | 4% | * | 6% | 1% | 11% | 1% | 2% | 1% |
| I'm not confident with computers or mobile phones enough to access the internet | 19 | 8 | 11 | - | - | 1 | 1 | 3 | 4 | 9 | 1 | 3 | 5 | 10 | 2 | 17 | 2 | 17 | 10 | 9 |
| | 8% | 9% | 8% | - | - | 10% | 9% | 10% | 10% | 8% | 3% | 7% | 9% | 10% | 4% | 9% | 8% | 8% | 8% | 9% |
| I'm worried about my privacy | 16 | 3 | 12 | 1 | - | 1 | * | 2 | 5 | 7 | 3 | 4 | 3 | 6 | 3 | 13 | 2 | 14 | 10 | 5 |
| | 7% | 4% | 9% | 11% | - | 15% | 3% | 6% | 11% | 6% | 16% | 8% | 5% | 6% | 7% | 7% | 9% | 7% | 8% | 6% |
| I can ask others to use the internet for me | 19 | 11 | 8 | - | - | - | 2 | 3 | 5 | 9 | 3 | 2 | 7 | 7 | 3 | 16 | 1 | 18 | 10 | 9 |
| | 9% | 13% | 6% | - | - | - | 14% | 9% | 12% | 8% | 16% | 4% | 13% | 7% | 8% | 9% | 3% | 9% | 8% | 9% |
| I have a disability which makes accessing the internet difficult | 4 | 1 | 3 | - | - | - | 1 | 1 | * | 2 | 2 | * | - | 2 | - | 4 | - | 4 | - | 4 |
| | 2% | 1% | 3% | - | - | - | 5% | 4% | * | 2% | 9% | 1% | - | 2% | - | 2% | - | 2% | - | 4% |
| Other | 26 | 13 | 13 | 1 | 6 | 2 | 1 | * | 3 | 13 | 1 | 11 | 6 | 8 | 8 | 18 | 6 | 21 | 21 | 5 |
| | 12% | 15% | 10% | 9% | 70% | 23% | 6% | 2% | 8% | 12% | 7% | 23% ^m | 11% | 8% | 22% | 10% | 28% | 10% | 17% ^s | 5% |
| Don't know | 2 | * | 2 | - | - | - | - | 2 | - | - | - | - | 2 | * | 2 | * | - | 2 | 2 | - |
| | 1% | * | 1% | - | - | - | - | 6% ^l | - | - | - | - | 3% | * | 4% | * | - | 1% | 2% | - |
| None | 10 | 6 | 5 | - | - | - | 1 | - | 1 | 8 | 3 | 1 | 2 | 5 | 1 | 9 | 2 | 8 | 5 | 5 |
| | 5% | 6% | 3% | - | - | - | 7% | - | 2% | 7% | 14% | 2% | 3% | 5% | 3% | 5% | 9% | 4% | 4% | 6% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 23
VD03B - And what is your main reason for not accessing the internet or not using it that often?
BASE: ALL WHO ACCESS THE INTERNET LESS THAN ONCE A WEEK

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---|------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 296 | - | - | 28 | 268 | 26 | 270 | 8 | 128 | 2 | 72 | 197 | 69 | 5 | 23 | 5 | 10 | 11 | 10 | 6 | 11 |
| Weighted Base | 222 | .. | .. | 23** | 199 | 24** | 198 | 8** | 99* | 1** | 43* | 148 | 52* | 3** | 20** | 3** | 11** | 8** | 9** | 5** | 9** |
| I don't own a device (eg PC, tablet or mobile phone) that can access the internet | 19 9% | - | - | 2 | 17 | 3 | 17 | - | 9 | - | 3 | 9 | 7 | 1 | 2 | - | 2 | 1 | 2 | 1 | - |
| I'm not interested in accessing the internet | 88 40% | - | - | 4 | 85 | 5 | 83 | 3 | 44 | 1 | 21 | 63 | 20 | - | 4 | * | 2 | * | - | 1 | 2 |
| I can't afford a PC, tablet or mobile phone to access the internet | 5 2% | - | - | - | 5 | 2 | 2 | 1 | - | - | - | 4 | - | - | - | - | - | - | - | - | - |
| I can't afford an internet connection | 10 5% | - | - | 1 | 9 | 3 | 7 | - | 2 | - | 1 | 6 | 3 | - | 1 | - | - | 1 | 1 | - | - |
| There is no/weak internet service where I live | 3 2% | - | - | - | 3 | 2 | 2 | - | 1 | - | - | 3 | - | - | - | - | - | - | - | - | - |
| I'm not confident with computers or mobile phones enough to access the internet | 19 8% | - | - | 5 | 14 | 1 | 18 | - | 9 | - | 4 | 16 | 3 | * | 4 | 1 | 3 | 1 | 3 | - | 1 |
| I'm worried about my privacy | 16 7% | - | - | 4 | 12 | 1 | 14 | - | 7 | - | 5 | 13 | 3 | 1 | 2 | 1 | - | 2 | 1 | 2 | 1 |
| I can ask others to use the internet for me | 19 9% | - | - | 2 | 17 | 1 | 18 | - | 9 | - | 5 | 15 | 3 | - | 2 | - | - | 2 | 1 | - | 1 |
| I have a disability which makes accessing the internet difficult | 4 2% | - | - | 1 | 3 | - | 4 | - | 2 | - | * | 3 | 1 | 1 | - | - | - | 1 | 1 | - | - |
| Other | 26 12% | - | - | 3 | 23 | 3 | 23 | 2 | 10 | * | 3 | 13 | 8 | - | 3 | - | 3 | * | - | 1 | 2 |
| Don't know | 2 1% | - | - | - | 2 | - | 2 | - | - | - | - | 2 | - | - | - | - | - | - | - | - | - |
| None | 10 5% | - | - | 2 | 8 | 2 | 8 | 2 | 6 | - | 1 | 1 | 4 | - | 2 | - | 2 | - | - | 4 | 2 |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 24
VD04A - When thinking about using the internet in general, what concerns, if any, do you have when using the internet?
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | GENDER | | AGE | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|---|-------------|-------------|--------------|---------------|---------------|----------------|-----------------|----------------|----------------|--------------|----------------|----------------|--------------|----------------|--------------|-----------------------|--------------|---------------|--------------------|---------------------|
| | | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| Privacy | 512 | 253 | 259 | 83 | 90 | 89 | 114 | 75 | 42 | 20 | 146 | 146 | 108 | 113 | 333 | 179 | 179 | 334 | 412 | 100 |
| | 42% | 41% | 42% | 40% | 40% | 41% | 49% <i>ai</i> | 44% | 42% | 28% | 39% | 43% | 41% | 45% | 44% | 39% | 41% | 42% | 41% | 45% |
| Safety of personal details/ID theft/hacking | 464 | 241 | 223 | 80 | 69 | 76 | 97 | 77 | 46 | 18 | 144 | 142 | 81 | 97 | 304 | 159 | 135 | 329 | 370 | 93 |
| | 38% | 39% | 36% | 38% | 30% | 35% | 42% <i>adi</i> | 45% <i>adi</i> | 46% <i>adi</i> | 25% | 39% | 42% <i>ali</i> | 31% | 38% | 40% | 34% | 31% | 41% <i>ap</i> | 37% | 41% |
| Fraud | 343 | 181 | 161 | 45 | 62 | 76 | 73 | 40 | 31 | 15 | 108 | 89 | 82 | 64 | 235 | 108 | 131 | 211 | 289 | 53 |
| | 28% | 30% | 26% | 22% | 28% | 35% <i>cgi</i> | 32% <i>ci</i> | 23% | 31% | 21% | 29% | 26% | 31% | 25% | 31% <i>o</i> | 23% | 30% | 27% | 29% | 24% |
| Lack of security of my financial transactions | 319 | 157 | 162 | 40 | 43 | 57 | 84 | 55 | 31 | 9 | 137 | 82 | 55 | 45 | 219 | 100 | 120 | 199 | 254 | 65 |
| | 26% | 26% | 26% | 19% | 19% | 26% | 37% <i>cdi</i> | 32% <i>cdi</i> | 31% <i>cdi</i> | 13% | 37% <i>klm</i> | 24% | 21% | 18% | 29% <i>o</i> | 22% | 28% | 25% | 25% | 29% |
| Viruses | 290 | 160 | 131 | 61 | 44 | 55 | 56 | 44 | 22 | 9 | 95 | 78 | 66 | 52 | 199 | 92 | 111 | 180 | 234 | 56 |
| | 24% | 26% | 21% | 29% <i>ai</i> | 20% | 25% | 24% | 25% | 22% | 12% | 26% | 23% | 25% | 21% | 26% <i>o</i> | 20% | 26% | 23% | 23% | 25% |
| Safety of my children, including online bullying | 196 | 69 | 127 | 17 | 39 | 56 | 50 | 17 | 12 | 5 | 65 | 49 | 43 | 38 | 139 | 57 | 128 | 68 | 164 | 32 |
| | 16% | 11% | 21% <i>a</i> | 8% | 17% <i>c</i> | 26% <i>cgh</i> | 22% <i>cgi</i> | 10% | 12% | 7% | 18% | 15% | 16% | 15% | 18% <i>o</i> | 12% | 30% <i>q</i> | 9% | 16% | 14% |
| Safety of my children such as paedophiles contacting children | 165 | 68 | 97 | 11 | 34 | 49 | 46 | 15 | 8 | 3 | 67 | 38 | 30 | 30 | 126 | 38 | 111 | 54 | 139 | 26 |
| | 13% | 11% | 16% <i>a</i> | 5% | 15% <i>ci</i> | 23% <i>cgh</i> | 20% <i>cghi</i> | 9% | 8% | 4% | 18% | 11% | 12% | 12% | 17% <i>o</i> | 8% | 26% <i>q</i> | 7% | 14% | 12% |
| Companies collecting/using/selling my data | 155 | 79 | 75 | 21 | 26 | 25 | 32 | 27 | 21 | 3 | 57 | 50 | 32 | 15 | 99 | 55 | 49 | 106 | 126 | 29 |
| | 13% | 13% | 12% | 10% | 11% | 12% | 14% <i>ai</i> | 15% <i>ai</i> | 21% <i>ci</i> | 4% | 16% <i>m</i> | 15% <i>m</i> | 12% <i>m</i> | 6% | 13% | 12% | 11% | 13% | 13% | 13% |
| Personal safety, or experience of trolling/bullying/abuse on social media | 119 | 41 | 79 | 31 | 18 | 29 | 21 | 13 | 6 | 3 | 28 | 30 | 30 | 31 | 81 | 39 | 55 | 64 | 98 | 22 |
| | 10% | 7% | 13% <i>a</i> | 15% <i>ai</i> | 8% | 13% | 9% | 8% | 6% | 4% | 8% | 9% | 12% | 12% | 11% | 8% | 13% <i>q</i> | 8% | 10% | 10% |
| Pornographic content | 108 | 49 | 59 | 11 | 10 | 30 | 34 | 12 | 9 | 2 | 46 | 18 | 19 | 24 | 75 | 33 | 58 | 50 | 99 | 9 |
| | 9% | 8% | 10% | 5% | 4% | 14% <i>cdi</i> | 15% <i>cdi</i> | 7% | 9% | 3% | 13% <i>k</i> | 5% | 7% | 10% | 10% | 7% | 13% <i>q</i> | 6% | 10% <i>s</i> | 4% |
| Violent or abusive content | 101 | 51 | 50 | 14 | 17 | 19 | 28 | 9 | 11 | 3 | 38 | 21 | 23 | 19 | 69 | 33 | 51 | 50 | 91 | 10 |
| | 8% | 8% | 8% | 7% | 8% | 9% | 12% | 5% | 11% | 4% | 10% | 6% | 9% | 7% | 9% | 7% | 12% <i>q</i> | 6% | 9% | 5% |
| The government having access to people's/my data | 80 | 43 | 37 | 15 | 14 | 16 | 18 | 6 | 7 | 4 | 41 | 10 | 17 | 12 | 57 | 23 | 29 | 51 | 68 | 12 |
| | 7% | 7% | 6% | 7% | 6% | 7% | 8% | 4% | 7% | 6% | 11% <i>km</i> | 3% | 6% | 5% | 7% | 5% | 7% | 6% | 7% | 5% |
| Police having access to people's/my data | 48 | 28 | 19 | 9 | 7 | 8 | 10 | 8 | 4 | 2 | 22 | 14 | 6 | 6 | 33 | 15 | 18 | 30 | 45 | 3 |
| | 4% | 5% | 3% | 4% | 3% | 4% | 4% | 4% | 4% | 3% | 6% | 4% | 2% | 2% | 4% | 3% | 4% | 4% | 4% <i>s</i> | 1% |
| Computers/software breaking down | 24 | 18 | 6 | 6 | 4 | 3 | 4 | 4 | 2 | 1 | 8 | 8 | 7 | 1 | 14 | 10 | 4 | 21 | 21 | 4 |
| | 2% | 3% <i>b</i> | 1% | 3% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | * | 2% | 2% | 1% | 3% | 2% | 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
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Table 24
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BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|---|-------------|-----------|------------|----------------|-----------|-----------|-----------|-----------|-----------|----------------|---------------|---------------|-----------|----------------|--------------|-----------------------|-----------|---------------|--------------------|---------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| Not having the skills/knowledge to use it | 21 2% | 7 1% | 14 2% | 2 1% | 2 1% | 2 1% | 8 4%g | - | 6 6%cd | 2 2% | 4 1% | 6 2% | 6 2% | 4 2% | 8 1% | 12 3% | 11 3% | 9 1% | 14 1% | 6 3% |
| Internet safety / security | 18 1% | 8 1% | 9 2% | 2 1% | - | 5 2% | 5 2% | 4 2% | * 2% | 1 2% | 8 2% | 3 1% | 4 2% | 2 1% | 8 1% | 10 2% | 6 1% | 11 1% | 10 1% | 8 3%r |
| Cost of apps/in-app purchases | 17 1% | 4 1% | 13 2% | 3 1% | 7 3% | 2 1% | 2 1% | 2 1% | 1 1% | - | 4 1% | 5 2% | 5 2% | 3 1% | 8 1% | 9 2% | 10 2% | 7 1% | 17 2% | * * |
| Speed / too slow | 10 1% | 3 1% | 6 1% | * * | - | 4 2% | 2 1% | 1 1% | 2 2% | 1 1% | 7 2% | 1 * | 1 * | 1 * | 5 1% | 5 1% | 6 1% | 4 * | 8 1% | 2 1% |
| Adverts | 9 1% | 5 1% | 3 1% | 1 * | - | - | 3 1% | 4 2% | 1 1% | - | 3 1% | 4 1% | 2 1% | * * | 4 1% | 5 1% | 2 * | 7 1% | 4 * | 4 2%r |
| It's too difficult | 8 1% | 1 * | 7 1% | 1 1% | 2 1% | * * | - | - | - | 5 7%cd | 2 * | 2 1% | 3 1% | 1 1% | 2 * | 7 1%n | * * | 8 1% | 6 1% | 2 1% |
| It's too expensive (general) | 8 1% | 6 1% | 2 * | 2 1% | 2 1% | 2 1% | - | * * | 1 1% | 1 1% | 2 * | 3 1% | 2 1% | 1 * | 5 1% | 3 1% | 1 * | 7 1% | 7 1% | 1 * |
| Quality of information / online content | 8 1% | 7 1% | 1 * | - | 4 2% | - | 2 1% | 1 1% | - | 1 2% | 3 1% | 4 1% | 1 * | - | 4 1% | 4 1% | 4 1% | 4 * | 7 1% | 1 * |
| Spam emails | 4 * | 3 1% | 1 * | - | - | - | 1 1% | 3 2% | 1 1% | - | - | 3 1% | 2 1% | - | 3 * | 2 * | - | 4 1% | 1 * | 3 1%r |
| It's not for people like me | 3 * | 1 * | 2 * | - | - | * * | 1 * | - | 1 1% | 2 2% | 2 * | 1 * | 1 * | - | 1 * | 2 * | * * | 3 * | 3 * | * * |
| Don't have access to it | 2 * | - | 2 * | - | 2 1% | * * | - | - | - | - | - | * * | 2 1% | * * | 2 * | * * | * * | 2 * | 2 * | * * |
| Malware | 2 * | 2 * | - | 2 1% | * * | - | - | - | - | - | 2 * | - | - | - | * * | 2 * | * * | 2 * | 2 * | - * |
| Popups | 1 * | 1 * | - | - | * * | - | - | 1 * | - | - | - | * * | 1 * | - | 1 * | - | * * | 1 * | 1 * | * * |
| Accidentally deleting something I shouldn't | 1 * | 1 * | - | - | 1 * | - | - | - | - | - | - | - | 1 * | - | 1 * | 1 * | 1 * | - | 1 * | - |
| Don't use internet | * * | * * | - | - | - | - | - | - | * 1% | - | * * | - | - | - | * * | - | * * | * * | * * | - - |
| Other | 47 4% | 22 4% | 24 4% | 6 3% | 6 3% | 3 1% | 14 6%e | 9 6% | 5 5% | 3 4% | 23 6% m | 15 4% m | 5 2% | 4 1% | 28 4% | 18 4% | 7 2% | 40 5% p | 35 4% | 12 5% |
| No concerns | 173 14% | 91 15% | 82 13% | 36 17% f | 39 17% | 23 11% | 21 9% | 22 13% | 17 17% | 14 21% f | 45 12% | 43 13% | 37 14% | 47 19% | 88 12% | 85 18% n | 47 11% | 126 16% | 147 15% | 26 12% |
| Don't know | 13 1% | 4 1% | 9 1% | 1 1% | 2 1% | 6 3% | 1 * | 2 1% | 1 1% | 1 1% | 4 1% | 4 1% | 1 * | 4 2% | 4 1% | 9 2% | 7 2% | 6 1% | 9 1% | 4 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

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|----------------------|-------------|---------------|--------------|--------------|-----------------|--------------|--------------|--------------|------------|--------------|-----------|-----------|-----------|---------------------|----------------------------|-----------------------|-----------|------------------------------|-------------------------------|-----|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK- ING (n) | NOT WORK- ING (o) | YES (p) | NO (q) | NO DISAB- ILITY (r) | ANY DISAB- ILITY (s) | |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| None | 12 | 8 | 4 | - | 7 | - | 4 | 1 | - | - | 9 | 2 | - | * | 11 | * | - | 12 | 9 | 2 |
| | 1% | 1% | 1% | - | 3% ^c | - | 2% | 1% | - | - | 3% | 1% | - | * | 1% ^o | * | - | 1% ^p | 1% | 1% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
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| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---|--------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Privacy | 512 42% | 427 | 48 | 36 | - | 461 | 50 | 12 | 7 | 33 | 9 | 431 | 80 | 369 | 143 | 169 | 244 | 95 | 135 | 234 | 141 |
| Safety of personal details/ID theft/hacking | 464 38% | 390 | 44 | 30 | - | 427 | 35 | 11 | 6 | 39 | 7 | 386 | 77 | 326 | 138 | 137 | 229 | 95 | 125 | 215 | 120 |
| Fraud | 343 28% | 288 | 32 | 23 | - | 313 | 29 | 10 | 5 | 24 | 7 | 260 | 81 | 257 | 85 | 94 | 185 | 62 | 100 | 144 | 97 |
| Lack of security of my financial transactions | 319 26% | 262 | 37 | 21 | - | 290 | 29 | 4 | 5 | 25 | 6 | 260 | 59 | 228 | 91 | 79 | 186 | 53 | 92 | 132 | 95 |
| Viruses | 290 24% | 243 | 33 | 15 | - | 266 | 24 | 6 | 3 | 17 | 5 | 221 | 69 | 223 | 68 | 93 | 159 | 38 | 83 | 121 | 86 |
| Safety of my children, including online bullying | 196 16% | 168 | 13 | 15 | - | 178 | 18 | 5 | - | 6 | 6 | 158 | 38 | 156 | 40 | 47 | 119 | 29 | 65 | 81 | 50 |
| Safety of my children such as paedophiles contacting children | 165 13% | 143 | 15 | 6 | - | 153 | 12 | 2 | 1 | 3 | 4 | 129 | 36 | 126 | 39 | 42 | 97 | 26 | 48 | 74 | 44 |
| Companies collecting/using/selling my data | 155 13% | 134 | 13 | 7 | - | 140 | 15 | 2 | 1 | 16 | 5 | 127 | 28 | 110 | 44 | 24 | 105 | 26 | 43 | 83 | 29 |
| Personal safety, or experience of trolling/bullying/abuse on social media | 119 10% | 103 | 2 | 15 | - | 106 | 13 | 3 | - | 2 | 5 | 99 | 20 | 98 | 21 | 36 | 61 | 22 | 40 | 57 | 22 |
| Pornographic content | 108 9% | 89 | 10 | 9 | - | 94 | 13 | 2 | 1 | 5 | 3 | 87 | 21 | 77 | 31 | 26 | 59 | 23 | 36 | 41 | 31 |
| Violent or abusive content | 101 8% | 88 | 3 | 10 | - | 94 | 8 | 3 | - | 9 | 2 | 87 | 14 | 63 | 39 | 34 | 55 | 12 | 32 | 45 | 24 |
| The government having access to people's/my data | 80 7% | 72 | 3 | 5 | - | 70 | 8 | 3 | 1 | 4 | 3 | 72 | 7 | 59 | 20 | 14 | 52 | 12 | 23 | 38 | 18 |
| Police having access to people's/my data | 48 4% | 42 | 2 | 4 | - | 42 | 5 | 2 | 1 | 2 | 2 | 45 | 3 | 29 | 19 | 20 | 20 | 8 | 9 | 26 | 13 |
| Computers/software breaking down | 24 2% | 21 | 2 | 2 | - | 23 | 1 | 1 | 1 | 1 | * | 17 | 7 | 15 | 10 | 6 | 15 | 4 | 8 | 7 | 9 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
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|---|-------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Not having the skills/knowledge to use it | 21 2% | 14 1% | 1 1% | 5 5%a | - | 9 1% | 11 9%e | 1 1% | 1 4% | 2 2% | 4 19% | 15 2% | 5 1% | 12 1% | 9 3% | 6 2% | 11 2% | 4 2% | 8 2% | 5 1% | 7 2% |
| Internet safety / security | 18 1% | 15 2% | 2 1% | 1 1% | - | 17 2% | 1 1% | 1 2% | * 2% | * 2% | - - | 15 2% | 2 * | 17 2% | 1 * | 8 1% | 6 1% | 3 1% | 4 1% | 8 1% | 5 1% |
| Cost of apps/in-app purchases | 17 1% | 16 2% | - - | 1 1% | - | 14 1% | 3 2% | - - | - - | - - | 1 2% | 12 1% | 5 1% | 16 2% | 1 * | 4 1% | 8 1% | 5 2% | 8 2%t | 8 2% | 1 * |
| Speed / too slow | 10 1% | 9 1% | 1 1% | - - | - | 10 1% | - - | 1 2% | - - | 2 2% | - - | 9 1% | * * | 4 1% | 5 2% | 1 * | 6 1% | 3 1% | 4 1% | 6 1% | 1 * |
| Adverts | 9 1% | 6 1% | 1 * | 1 1% | - | 9 1% | - - | - - | - - | 1 1% | - - | 8 1% | * * | 7 1% | 1 * | 2 1% | 5 1% | 1 * | 4 1% | 2 * | 2 1% |
| It's too difficult | 8 1% | 3 * | * * | 5 5%ab | - | 3 * | 5 4%e | - - | 5 20% | - - | - - | 8 1% | 1 * | 5 1% | 3 1% | 3 1% | 1 * | 3 1% | 6 2% | 2 * | * * |
| It's too expensive (general) | 8 1% | 6 1% | - - | 2 2% | - | 6 1% | 2 2% | - - | 1 3% | - - | 1 2% | 6 1% | 2 * | 6 1% | 2 1% | 5 1% | 3 1% | - - | 4 1% | 3 1% | - - |
| Quality of information / online content | 8 1% | 7 1% | - - | 1 1% | - | 7 1% | 1 1% | - - | 1 4% | - - | - - | 6 1% | 2 * | 6 1% | 2 1% | - - | 7 1% | 1 * | - - | 6 1% | 2 1% |
| Spam emails | 4 * | 3 * | - - | 2 2% | - | 4 * | - - | - - | - - | 1 1% | - - | 3 * | 2 * | 2 * | 2 1% | 1 * | 3 1% | - - | 2 1% | - - | 2 1% |
| It's not for people like me | 3 * | - - | - - | 3 3%a | - | 1 * | 2 2%e | - - | 2 6% | - - | 1 2% | 3 * | - - | 2 * | 2 * | - - | 2 * | 2 1% | 3 1% | * * | - - |
| Don't have access to it | 2 * | 2 * | - - | * * | - | 2 * | * * | - - | - - | - - | - - | 2 * | * * | 2 * | * * | 2 * | * * | - - | 2 1% | * * | - - |
| Malware | 2 * | 2 * | - - | - - | - | 2 * | - - | - - | - - | - - | - - | 2 * | - - | 2 * | - - | - - | 2 * | * * | * * | * * | - - |
| Popups | 1 * | - - | 1 1%a | - - | - | 1 * | - - | - - | - - | - - | - - | 1 * | - - | 1 * | - - | * * | 1 * | - - | * * | * * | - - |
| Accidentally deleting something I shouldn't | 1 * | - - | - - | 1 1%a | - | 1 * | - - | - - | - - | - - | - - | - - | 1 * | 1 * | - - | - - | 1 * | - - | 1 * | - - | - - |
| Don't use internet | * * | - - | - - | * *a | - | - * | * * | - - | * 2% | - - | - - | * * | - - | - * | - * | - * | - * | - * | - * | - * | * * |
| Other | 47 4% | 40 4% | 3 2% | 4 4% | - | 43 4% | 4 3% | 3 6% | - - | 4 5% | 2 7% | 26 3% | 21 5% | 35 4% | 11 3% | 9 2% | 21 4% | 17 7%o | 16 5% | 12 2% | 19 5% |
| No concerns | 173 14% | 129 13% | 30 22%a | 14 14% | - | 157 14% | 15 12% | 11 26% | 3 12% | 16 21% | 1 5% | 46 6% | 127 32%k | 118 13% | 55 16% | 69 19%p | 57 10% | 45 18%p | 36 11% | 64 12% | 66 18%rs |
| Don't know | 13 1% | 10 1% | 2 1% | 1 1% | - | 11 1% | 2 1% | - - | 1 4% | 1 1% | - - | 7 1% | 5 1% | 5 1% | 7 2% | 6 2% | 4 1% | 1 * | 2 1% | 8 1% | 3 1% |

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|---------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|-----|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| 1224 | 988 | 137 | 99* | -** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 44 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Weighted Base | 12 | 11 | - | 1 | - | 10 | 1 | - | - | - | - | 12 | 10 | 1 | 11 | - | * | - | 7 | 5 | |
| None | 1% | 1% | - | 1% | - | 1% | 1% | - | - | - | - | 3%k | 1% | * | 3%pq | - | * | - | 1% | 1% | |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 26
VD04B - When thinking about using the internet in general, what concerns, if any, do you have about the internet?
BASE: ALL WHO NEVER USE THE INTERNET

| | TOTAL | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | |
|---|------------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|---------|--------------|--------|------------------|------------------|----------------|------------------|-----------------------|--------|--------------------|---------------------|
| | | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 268 | 131 | 137 | 6 | 6 | 9 | 19 | 37 | 64 | 127 | 15 | 57 | 63 | 133 | 31 | 237 | 21 | 247 | 142 | 126 |
| Weighted Base | 199 | 83* | 116 | 7** | 9** | 6** | 14** | 26** | 39* | 98* | 15** | 44* | 46* | 94 | 34** | 166 | 18** | 182 | 114* | 86* |
| Don't have access to it | 42 | 19 | 23 | 1 | 1 | * | 4 | 5 | 7 | 24 | - | 5 | 12 | 25 | 5 | 37 | 2 | 40 | 18 | 25 |
| | 21% | 23% | 20% | 9% | 14% | 6% | 30% | 18% | 18% | 25% | - | 12% | 26% | 27% | 15% | 23% | 11% | 22% | 16% | 29% ^f |
| Privacy | 37 | 14 | 23 | 2 | 2 | 2 | 3 | 8 | 8 | 12 | 3 | 7 | 14 | 12 | 12 | 25 | 5 | 32 | 24 | 13 |
| | 19% | 17% | 19% | 26% | 20% | 35% | 21% | 31% | 22% | 12% | 21% | 16% | 31% ^m | 13% | 34% | 15% | 30% | 17% | 22% | 15% |
| Safety of personal details/ID theft/hacking | 19 | 6 | 13 | - | - | 1 | 3 | 2 | 3 | 9 | 2 | * | 6 | 11 | 2 | 18 | 1 | 18 | 11 | 8 |
| | 10% | 8% | 11% | - | - | 25% | 20% | 9% | 9% | 9% | 15% | * | 13% ^k | 12% ^k | 6% | 11% | 8% | 10% | 10% | 9% |
| It's not for people like me | 19 | 9 | 9 | - | - | - | - | 1 | 3 | 14 | - | 4 | 7 | 7 | - | 19 | - | 19 | 9 | 9 |
| | 9% | 11% | 8% | - | - | - | - | 4% | 8% | 15% | - | 10% | 15% | 8% | - | 11% | - | 10% | 8% | 11% |
| Not having the skills/knowledge to use it | 16 | 5 | 11 | - | - | - | 1 | 4 | 4 | 7 | 1 | 1 | 5 | 9 | 1 | 14 | - | 16 | 9 | 7 |
| | 8% | 6% | 9% | - | - | - | 6% | 15% | 10% | 7% | 9% | 2% | 10% | 9% | 4% | 9% | - | 9% | 8% | 8% |
| It's too difficult | 12 | 6 | 6 | - | - | 1 | 1 | 1 | 1 | 8 | - | 3 | 5 | 5 | 1 | 11 | 1 | 11 | 7 | 6 |
| | 6% | 7% | 6% | - | - | 20% | 5% | 5% | 4% | 8% | - | 6% | 11% | 5% | 4% | 7% | 7% | 6% | 6% | 7% |
| Fraud | 12 | 6 | 6 | 1 | - | 1 | 1 | * | 3 | 6 | 1 | 3 | 4 | 5 | 2 | 10 | 1 | 12 | 8 | 4 |
| | 6% | 7% | 5% | 14% | - | 10% | 8% | 2% | 9% | 6% | 4% | 7% | 8% | 5% | 5% | 6% | 3% | 6% | 7% | 5% |
| Don't use internet | 12 | 8 | 4 | * | - | 1 | * | 1 | 4 | 6 | 2 | 2 | 3 | 5 | 1 | 11 | 2 | 10 | 5 | 8 |
| | 6% | 10% | 3% | 5% | - | 10% | 2% | 5% | 10% | 6% | 13% | 5% | 7% | 5% | 2% | 7% | 12% | 6% | 4% | 9% |
| Lack of security of my financial transactions | 9 | 3 | 6 | - | - | * | 1 | * | 2 | 6 | 3 | 2 | 2 | 2 | - | 9 | * | 9 | 3 | 6 |
| | 5% | 4% | 5% | - | - | 3% | 6% | 1% | 5% | 6% | 17% | 5% | 5% | 2% | - | 6% | 1% | 5% | 3% | 7% |
| Safety of my children, including online bullying | 9 | 2 | 7 | 2 | - | 1 | 1 | 1 | - | 4 | 3 | 1 | 2 | 3 | 2 | 7 | 2 | 7 | 6 | 3 |
| | 4% | 2% | 6% | 26% | - | 18% | 8% | 2% | - | 5% | 16% | 2% | 5% | 4% | 7% | 4% | 10% | 4% | 6% | 3% |
| Viruses | 8 | 2 | 7 | 3 | - | 1 | 1 | 2 | * | * | - | 2 | - | 6 | 3 | 6 | 1 | 8 | 8 | * |
| | 4% | 2% | 6% | 48% | - | 10% | 8% | 6% | 4% | * | - | 5% | - | 7% | 9% | 3% | 3% | 4% | 7% ^s | 1% |
| Violent or abusive content | 7 | 2 | 5 | - | - | 1 | - | 1 | 2 | 4 | - | - | 3 | 5 | 1 | 6 | 1 | 7 | 3 | 4 |
| | 4% | 3% | 4% | - | - | 8% | - | 3% | 5% | 4% | - | - | 6% | 5% | 4% | 3% | 3% | 4% | 3% | 5% |
| Personal safety, or experience of trolling/bullying/abuse on social media | 7 | 2 | 4 | - | 1 | * | 1 | 2 | 1 | 2 | - | 2 | 3 | 2 | 1 | 5 | 2 | 5 | 4 | 2 |
| | 3% | 3% | 4% | - | 16% | 3% | 6% | 7% | 2% | 2% | - | 4% | 6% | 2% | 4% | 3% | 9% | 3% | 4% | 2% |
| It's too expensive (general) | 4 | 2 | 3 | - | - | * | * | 1 | - | 2 | - | 1 | 2 | 1 | 1 | 4 | - | 4 | 2 | 3 |
| | 2% | 2% | 2% | - | - | 6% | 2% | 5% | - | 2% | - | 2% | 4% | 1% | 2% | 2% | - | 2% | 2% | 3% |
| Safety of my children such as paedophiles contacting children | 4 | 1 | 2 | - | - | 1 | * | 1 | 1 | 1 | - | - | 1 | 2 | 1 | 3 | 1 | 3 | 2 | 2 |
| | 2% | 2% | 2% | - | - | 18% | 2% | 2% | 3% | 1% | - | - | 3% | 3% | 3% | 2% | 6% | 2% | 2% | 2% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 26
VD04B - When thinking about using the internet in general, what concerns, if any, do you have about the internet?
BASE: ALL WHO NEVER USE THE INTERNET

| | TOTAL | GENDER | | AGE | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|--|------------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|----------|-----------------------|----------------------|----------------|--------------|-----------------------|----------|------------|--------------------|---------------------|
| | | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Weighted Base | 199 | 83* | 116 | 7** | 9** | 6** | 14** | 26** | 39* | 98* | 15** | 44* | 46* | 94 | 34** | 166 | 18** | 182 | 114* | 86* |
| Companies collecting/using/selling my data | 4 2% | 1 2% | 2 2% | - | - | - | - | 2 8% | * 1% | 1 1% | - | 1 2% | 2 4% | * 1% | 1 3% | 2 1% | - | 4 2% | 1 1% | 2 3% |
| Pornographic content | 3 1% | 1 1% | 2 2% | - | - | 1 18% | * 2% | - | - | 1 1% | - | - | 2 4% | 1 1% | 1 3% | 2 1% | 1 6% | 2 1% | 1 1% | 1 2% |
| The government having access to people's/my data | 2 1% | 2 3% | - | 1 14% | - | - | 1 4% | - | 1 2% | - | 1 3% | 1 2% | 1 2% | - | - | 2 1% | - | 2 1% | 1 1% | 1 1% |
| Police having access to people's/my data | 2 1% | 1 1% | 1 1% | - | - | - | - | 1 3% | - | 1 1% | - | - | 2 4% ^m | - | - | 2 1% | - | 2 1% | - | 2 2% |
| Computers/software breaking down | 1 1% | - | 1 1% | - | - | - | - | 1 4% | - | - | - | - | - | 1 1% | 1 3% | - | - | 1 1% | 1 1% | - |
| Not interested in using the internet | 1 1% | 1 1% | - | - | - | - | * 1% | - | 1 2% | - | 1 6% | - | * * | - | - | 1 1% | - | 1 1% | 1 1% | * * |
| Cost of apps/in-app purchases | 1 1% | - | 1 1% | - | - | - | - | - | - | 1 1% | - | - | 1 2% | - | - | 1 1% | - | 1 1% | - | 1 1% |
| Accidentally deleting something I shouldn't | * * | - | * * | - | - | - | - | - | - | - | 1 2% | - | - | - | - | * * | - | * * | * * | - |
| Quality of information / online content | * * | * * | - | - | - | - | - | - | * * | - | - | - | * * | - | * * | - | * * | * * | * * | - |
| Other | 2 1% | * * | 2 2% | - | - | - | 1 8% | - | 1 3% | - | - | 1 2% | * 1% | 1 1% | - | 2 1% | - | 2 1% | * * | 2 2% |
| No concerns | 41 20% | 22 26% | 19 17% | - | 4 46% | - | 2 14% | 5 21% | 6 16% | 23 23% | 2 12% | 13 29% | 9 20% | 17 18% | 8 24% | 33 20% | 2 10% | 39 22% | 22 19% | 19 22% |
| Don't know | 15 7% | 4 5% | 11 9% | - | 2 21% | - | 1 7% | - | 4 10% | 8 8% | 2 13% | 6 14% ^l | - | 6 7% | 1 4% | 13 8% | 3 17% | 12 6% | 12 10% | 3 3% |
| None | 2 1% | 1 1% | * * | - | - | - | - | 1 4% | * 1% | - | - | - | - | 2 2% | 1 3% | * * | - | 2 1% | - | 2 2% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 27
VD04B - When thinking about using the internet in general, what concerns, if any, do you have about the internet?
BASE: ALL WHO NEVER USE THE INTERNET

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---|------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 268 | - | - | - | 268 | 20 | 248 | 7 | 120 | 1 | 63 | 177 | 61 | - | - | - | - | - | - | - | - |
| Weighted Base | 199 | ..* | ..* | ..* | 199 | 18** | 181 | 6** | 92* | 1** | 38* | 131 | 46* | ..* | ..* | ..* | ..* | ..* | ..* | ..* | ..* |
| Don't have access to it | 42 21% | - | - | - | 42 | 2 | 41 | - | 24 | - | 7 | 25 | 11 | - | - | - | - | - | - | - | - |
| Privacy | 37 19% | - | - | - | 37 | 4 | 33 | - | 12 | 1 | 8 | 35 | 2 | - | - | - | - | - | - | - | - |
| Safety of personal details/ID theft/ hacking | 19 10% | - | - | - | 19 | 2 | 18 | - | 9 | - | 3 | 18 | 2 | - | - | - | - | - | - | - | - |
| It's not for people like me | 19 9% | - | - | - | 19 | - | 19 | - | 14 | - | 3 | 16 | 3 | - | - | - | - | - | - | - | - |
| Not having the skills/knowledge to use it | 16 8% | - | - | - | 16 | - | 16 | - | 7 | - | 4 | 12 | 3 | - | - | - | - | - | - | - | - |
| It's too difficult | 12 6% | - | - | - | 12 | 1 | 12 | 1 | 7 | - | 1 | 9 | 3 | - | - | - | - | - | - | - | - |
| Fraud | 12 6% | - | - | - | 12 | 3 | 9 | 1 | 4 | - | 3 | 11 | 1 | - | - | - | - | - | - | - | - |
| Don't use internet | 12 6% | - | - | - | 12 | 1 | 11 | 1 | 5 | - | 4 | 9 | 3 | - | - | - | - | - | - | - | - |
| Lack of security of my financial transactions | 9 5% | - | - | - | 9 | 1 | 8 | 1 | 5 | - | 2 | 9 | - | - | - | - | - | - | - | - | - |
| Safety of my children, including online bullying | 9 4% | - | - | - | 9 | 2 | 7 | - | 4 | - | - | 8 | 1 | - | - | - | - | - | - | - | - |
| Viruses | 8 4% | - | - | - | 8 | 4 | 5 | - | * | - | 2 | 3 | 6 | - | - | - | - | - | - | - | - |
| Violent or abusive content | 7 4% | - | - | - | 7 | - | 7 | - | 4 | - | 2 | 7 | 1 | - | - | - | - | - | - | - | - |
| Personal safety, or experience of trolling/bullying/abuse on social media | 7 3% | - | - | - | 7 | * | 6 | - | 2 | - | 1 | 7 | - | - | - | - | - | - | - | - | - |
| It's too expensive (general) | 4 2% | - | - | - | 4 | 1 | 3 | 1 | 1 | - | - | 3 | 1 | - | - | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 27
VD04B - When thinking about using the internet in general, what concerns, if any, do you have about the internet?
BASE: ALL WHO NEVER USE THE INTERNET

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---|-----------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Weighted Base | 199 | ..** | ..** | ..** | 199 | 18** | 181 | 6** | 92* | 1** | 38* | 131 | 46* | ..** | ..** | ..** | ..** | ..** | ..** | ..** | ..** |
| Safety of my children such as paedophiles contacting children | 4 2% | - | - | - | 4 2% | 1 3% | 3 2% | - | 1 1% | - | 1 3% | 3 3% | 1 1% | - | - | - | - | - | - | - | - |
| Companies collecting/using/selling my data | 4 2% | - | - | - | 4 2% | - | 4 2% | - | 1 1% | - | * 1% | 2 2% | 1 2% | - | - | - | - | - | - | - | - |
| Pornographic content | 3 1% | - | - | - | 3 1% | 1 3% | 2 1% | - | 1 1% | - | - | 3 2% | - | - | - | - | - | - | - | - | - |
| The government having access to people's/my data | 2 1% | - | - | - | 2 1% | 1 5% | 1 1% | - | - | - | 1 2% | 2 2% | - | - | - | - | - | - | - | - | - |
| Police having access to people's/my data | 2 1% | - | - | - | 2 1% | - | 2 1% | - | 1 1% | - | - | 2 2% | - | - | - | - | - | - | - | - | - |
| Computers/software breaking down | 1 1% | - | - | - | 1 1% | - | 1 1% | - | - | - | - | 1 1% | - | - | - | - | - | - | - | - | - |
| Not interested in using the internet | 1 1% | - | - | - | 1 1% | - | 1 1% | - | - | - | 1 2% | 1 1% | * | - | - | - | - | - | - | - | - |
| Cost of apps/in-app purchases | 1 1% | - | - | - | 1 1% | - | 1 1% | - | 1 1% | - | - | 1 1% | - | - | - | - | - | - | - | - | - |
| Accidentally deleting something I shouldn't | * | - | - | - | * | - | * | - | - | - | * | * | - | - | - | - | - | - | - | - | - |
| Quality of information / online content | * * | - | - | - | * * | - | * * | - | - | - | * * | * * | - | - | - | - | - | - | - | - | - |
| Other | 2 1% | - | - | - | 2 1% | - | 2 1% | - | - | - | 1 3% | 1 1% | 1 2% | - | - | - | - | - | - | - | - |
| No concerns | 41 20% | - | - | - | 41 20% | 1 8% | 39 22% | 1 22% | 21 23% | - | 6 17% | 22 16% | 12 27% | - | - | - | - | - | - | - | - |
| Don't know | 15 7% | - | - | - | 15 7% | 1 8% | 13 7% | 1 22% | 6 7% | - | 4 10% | 3 2% | 6 13%k | - | - | - | - | - | - | - | - |
| None | 2 1% | - | - | - | 2 1% | - | 2 1% | - | - | - | * | 1 1% | - | - | - | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 28
VD05A - Generally speaking, when you use the internet, how concerned, if at all, are you about your privacy on line?
By privacy we mean who has access to your personal details or your online activities.
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|------------------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|-----------|-----------|-----------|---------------------|----------------------------|-----------------------|-----------|------------------------------|-------------------------------|------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK- ING (n) | NOT WORK- ING (o) | YES (p) | NO (q) | NO DISAB- ILITY (r) | ANY DISAB- ILITY (s) | |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| Very concerned | 249 | 119 | 131 | 13 | 30 | 56 | 54 | 47 | 28 | 20 | 80 | 62 | 50 | 57 | 146 | 104 | 89 | 160 | 189 | 60 |
| | 20% | 19% | 21% | 6% | 13% | 26%cd | 24%cd | 27%cd | 28%cd | 29%cd | 22% | 18% | 19% | 23% | 19% | 22% | 21% | 20% | 19% | 27%r |
| Fairly concerned | 575 | 270 | 304 | 107 | 106 | 101 | 117 | 77 | 45 | 22 | 171 | 167 | 121 | 116 | 377 | 198 | 221 | 354 | 477 | 98 |
| | 47% | 44% | 50% | 51%i | 47% | 46% | 51%i | 45% | 44% | 31% | 46% | 49% | 47% | 46% | 50%o | 43% | 51% | 45% | 48% | 43% |
| Not very concerned | 269 | 147 | 123 | 63 | 57 | 43 | 39 | 33 | 19 | 14 | 72 | 75 | 65 | 57 | 159 | 110 | 83 | 186 | 230 | 38 |
| | 22% | 24% | 20% | 30%efg | 25% | 20% | 17% | 19% | 19% | 21% | 19% | 22% | 25% | 22% | 21% | 24% | 19% | 24% | 23% | 17% |
| Not at all concerned | 128 | 75 | 53 | 26 | 32 | 16 | 19 | 15 | 8 | 13 | 47 | 36 | 23 | 21 | 76 | 52 | 37 | 92 | 100 | 28 |
| | 10% | 12% | 9% | 12% | 14% | 7% | 8% | 9% | 8% | 18%ef | 13% | 11% | 9% | 8% | 10% | 11% | 9% | 12% | 10% | 13% |
| Concerned [NET] | 824 | 389 | 435 | 120 | 137 | 156 | 172 | 123 | 73 | 42 | 251 | 229 | 171 | 173 | 522 | 301 | 309 | 514 | 666 | 158 |
| | 67% | 64% | 71%a | 57% | 60% | 72%c | 75%cd | 72%c | 73%c | 60% | 68% | 67% | 66% | 68% | 69% | 65% | 72% | 65% | 67% | 70% |
| Not concerned [NET] | 397 | 221 | 176 | 89 | 90 | 59 | 58 | 48 | 27 | 27 | 119 | 112 | 89 | 78 | 235 | 162 | 119 | 278 | 330 | 66 |
| | 32% | 36%b | 29% | 43%efg | 40%ef | 27% | 25% | 28% | 27% | 39% | 32% | 33% | 34% | 31% | 31% | 35% | 28% | 35%p | 33% | 29% |
| Don't know | 2 | 1 | 1 | - | - | 2 | - | - | - | * | - | - | - | 2 | 1 | 1 | 2 | * | 2 | * |
| | * | * | * | - | - | 1% | - | - | - | 1% | - | - | - | 1% | * | * | * | * | * | * |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base

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Table 29
VD05A - Generally speaking, when you use the internet, how concerned, if at all, are you about your privacy on line?
By privacy we mean who has access to your personal details or your online activities.
BASE: ALL WHO ARE INTERNET USERS

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|-------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Very concerned | 249 | 188 | 29 | 32 | - | 210 | 38 | 8 | 12 | 20 | 8 | 249 | - | 157 | 92 | 70 | 89 | 86 | 78 | 96 | 71 |
| | 20% | 19% | 21% | 33%a | - | 19% | 31%e | 18% | 48% | 26% | 36% | 30%l | - | 18% | 27%m | 19% | 15% | 34%op | 24% | 18% | 20% |
| Fairly concerned | 575 | 483 | 60 | 32 | - | 524 | 51 | 16 | 5 | 37 | 8 | 575 | - | 420 | 155 | 171 | 304 | 96 | 157 | 276 | 141 |
| | 47% | 49%c | 44% | 33% | - | 48% | 41% | 37% | 21% | 47% | 36% | 70%l | - | 48% | 45% | 46% | 52%q | 38% | 48% | 53%t | 39% |
| Not very concerned | 269 | 216 | 31 | 21 | - | 248 | 21 | 11 | 3 | 15 | 4 | - | 269 | 213 | 56 | 80 | 148 | 38 | 70 | 112 | 83 |
| | 22% | 22% | 23% | 22% | - | 23% | 17% | 25% | 12% | 19% | 18% | - | 68%k | 24%n | 16% | 22% | 25%q | 15% | 21% | 21% | 23% |
| Not at all concerned | 128 | 99 | 17 | 13 | - | 115 | 13 | 8 | 4 | 6 | 2 | - | 128 | 91 | 37 | 48 | 46 | 34 | 24 | 40 | 62 |
| | 10% | 10% | 12% | 13% | - | 11% | 10% | 19% | 17% | 7% | 10% | - | 32%k | 10% | 11% | 13%p | 8% | 13%p | 7% | 8% | 17%rs |
| Concerned [NET] | 824 | 671 | 88 | 65 | - | 734 | 89 | 24 | 18 | 57 | 16 | 824 | - | 577 | 247 | 242 | 393 | 182 | 235 | 372 | 212 |
| | 67% | 68% | 65% | 65% | - | 67% | 72% | 55% | 69% | 73% | 71% | 100%l | - | 65% | 72% | 65% | 67% | 72% | 71%t | 71%t | 59% |
| Not concerned [NET] | 397 | 316 | 48 | 34 | - | 363 | 34 | 20 | 7 | 21 | 6 | - | 397 | 305 | 92 | 128 | 195 | 72 | 94 | 153 | 145 |
| | 32% | 32% | 35% | 35% | - | 33% | 28% | 45% | 29% | 27% | 29% | - | 100%k | 35%n | 27% | 35% | 33% | 28% | 29% | 29% | 41%rs |
| Don't know | 2 | 2 | 1 | - | - | 1 | * | - | * | - | - | - | - | - | 2 | - | - | - | 1 | - | - |
| | * | * | 1% | - | - | * | * | - | 2% | - | - | - | - | - | 1%rn | - | - | - | * | - | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 30
VD05B - Generally speaking, if you were to use the internet, how concerned would you be about your privacy on line?
By privacy we mean who has access to your personal details or your online activities.
BASE: ALL WHO NEVER USE THE INTERNET

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|------------------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|------------------|--------------|-----------|-----------|-----------|---------------------|----------------------------|-----------------------|-----------|------------------------------|-------------------------------|-----|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK- ING (n) | NOT WORK- ING (o) | YES (p) | NO (q) | NO DISAB- ILITY (r) | ANY DISAB- ILITY (s) | |
| Unweighted Base | 268 | 131 | 137 | 6 | 6 | 9 | 19 | 37 | 64 | 127 | 15 | 57 | 63 | 133 | 31 | 237 | 21 | 247 | 142 | 126 |
| Weighted Base | 199 | 83* | 116 | 7** | 9** | 6** | 14** | 26** | 39* | 98* | 15** | 44* | 46* | 94 | 34** | 166 | 18** | 182 | 114* | 86* |
| Very concerned | 98 | 38 | 60 | 2 | 5 | 3 | 3 | 10 | 20 | 55 | 12 | 22 | 23 | 42 | 14 | 84 | 4 | 94 | 51 | 47 |
| | 49% | 46% | 52% | 38% | 49% | 55% | 22% | 40% | 51% | 56% | 75% | 49% | 50% | 45% | 43% | 50% | 24% | 52% | 45% | 55% |
| Fairly concerned | 33 | 19 | 14 | 1 | 3 | 2 | 2 | 10 | 7 | 9 | 1 | 6 | 12 | 14 | 9 | 24 | 5 | 28 | 18 | 15 |
| | 16% | 23% | 12% | 14% | 30% | 25% | 15% | 38% | 18% | 9% | 6% | 13% | 26% | 15% | 27% | 14% | 27% | 15% | 16% | 17% |
| Not very concerned | 9 | 4 | 5 | - | - | - | 3 | * | 4 | 2 | - | 2 | 1 | 7 | 2 | 7 | 1 | 8 | 8 | 1 |
| | 5% | 5% | 5% | - | - | - | 21% | 1% | 10% ⁱ | 2% | - | 5% | 1% | 7% | 6% | 4% | 6% | 5% | 7% ^s | 1% |
| Not at all concerned | 37 | 14 | 23 | 3 | - | 1 | 1 | 4 | 7 | 21 | 3 | 11 | 9 | 14 | 5 | 32 | 3 | 34 | 23 | 14 |
| | 19% | 16% | 20% | 48% | - | 20% | 8% | 16% | 18% | 21% | 19% | 26% | 20% | 15% | 14% | 19% | 15% | 19% | 21% | 16% |
| Concerned [NET] | 131 | 57 | 74 | 3 | 7 | 5 | 5 | 20 | 27 | 63 | 12 | 28 | 35 | 56 | 23 | 108 | 9 | 122 | 69 | 62 |
| | 66% | 68% | 64% | 52% | 79% | 80% | 37% | 78% | 69% | 64% | 81% | 62% | 76% | 60% | 70% | 65% | 51% | 67% | 61% | 72% |
| Not concerned [NET] | 46 | 18 | 29 | 3 | - | 1 | 4 | 5 | 11 | 23 | 3 | 13 | 10 | 20 | 7 | 40 | 4 | 43 | 32 | 15 |
| | 23% | 21% | 25% | 48% | - | 20% | 28% | 17% | 28% | 23% | 19% | 30% | 21% | 22% | 20% | 24% | 21% | 24% | 28% | 17% |
| Don't know | 22 | 9 | 13 | - | 2 | - | 5 | 1 | 1 | 12 | - | 3 | 1 | 17 | 3 | 19 | 5 | 17 | 13 | 9 |
| | 11% | 10% | 11% | - | 21% | - | 35% | 5% | 4% | 13% | - | 7% | 3% | 18% ^l | 10% | 11% | 28% | 9% | 11% | 11% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 31
VD05B - Generally speaking, if you were to use the internet, how concerned would you be about your privacy on line?
By privacy we mean who has access to your personal details or your online activities.
BASE: ALL WHO NEVER USE THE INTERNET

| TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 268 | - | - | - | 268 | 20 | 248 | 7 | 120 | 1 | 63 | 177 | 61 | - | - | - | - | - | - | - |
| Weighted Base | 199 | ** | ** | ** | 199 | 18** | 181 | 6** | 92* | 1** | 38* | 131 | 46* | ** | ** | ** | ** | ** | ** | ** |
| Very concerned | 98 | - | - | - | 98 | 6 | 92 | 4 | 50 | - | 20 | 98 | - | - | - | - | - | - | - | - |
| | 49% | - | - | - | 49% | 35% | 51% | 69% | 55% | - | 52% | 75%l | - | - | - | - | - | - | - | - |
| Fairly concerned | 33 | - | - | - | 33 | 6 | 26 | - | 9 | 1 | 6 | 33 | - | - | - | - | - | - | - | - |
| | 16% | - | - | - | 16% | 36% | 15% | - | 9% | 100% | 17% | 25%l | - | - | - | - | - | - | - | - |
| Not very concerned | 9 | - | - | - | 9 | 1 | 9 | 1 | 2 | - | 4 | - | 9 | - | - | - | - | - | - | - |
| | 5% | - | - | - | 5% | 3% | 5% | 9% | 2% | - | 10%h | - | 20%k | - | - | - | - | - | - | - |
| Not at all concerned | 37 | - | - | - | 37 | 5 | 33 | 1 | 19 | - | 7 | - | 37 | - | - | - | - | - | - | - |
| | 19% | - | - | - | 19% | 25% | 18% | 22% | 21% | - | 18% | - | 80%k | - | - | - | - | - | - | - |
| Concerned [NET] | 131 | - | - | - | 131 | 13 | 118 | 4 | 59 | 1 | 26 | 131 | - | - | - | - | - | - | - | - |
| | 66% | - | - | - | 66% | 71% | 65% | 69% | 64% | 100% | 68% | 100%l | - | - | - | - | - | - | - | - |
| Not concerned [NET] | 46 | - | - | - | 46 | 5 | 41 | 2 | 21 | - | 11 | - | 46 | - | - | - | - | - | - | - |
| | 23% | - | - | - | 23% | 29% | 23% | 31% | 23% | - | 28% | - | 100%k | - | - | - | - | - | - | - |
| Don't know | 22 | - | - | - | 22 | - | 22 | - | 12 | - | 1 | - | - | - | - | - | - | - | - | - |
| | 11% | - | - | - | 11% | - | 12% | - | 13% | - | 4% | - | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 32
VD06A - And how concerned, if at all, are you about your privacy when accessing the internet through a mobile signal, for example 3G?
By privacy we mean who has access to your personal details or your online activities. Would you say you are...
BASE: ALL WHO ACCESS THE INTERNET ON A MOBILE

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|------------------------|-------------|---------------|--------------|--------------------|------------------|------------------|-------------------|-------------------|------------|--------------|-------------------|-------------------|--------------------|---------------------|----------------------------|-----------------------|------------------|------------------------------|-------------------------------|-----|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK- ING (n) | NOT WORK- ING (o) | YES (p) | NO (q) | NO DISAB- ILITY (r) | ANY DISAB- ILITY (s) | |
| Unweighted Base | 476 | 257 | 219 | 114 | 100 | 95 | 82 | 57 | 23 | 5 | 104 | 150 | 89 | 133 | 295 | 181 | 171 | 305 | 379 | 97 |
| Weighted Base | 538 | 278 | 260 | 120* | 130* | 107* | 94* | 64* | 17** | 6** | 172* | 150 | 111* | 106 | 370 | 168 | 211 | 327 | 449 | 89* |
| Very concerned | 94 | 44 | 50 | 6 | 15 | 23 | 25 | 18 | 5 | 2 | 46 | 14 | 8 | 26 | 68 | 26 | 38 | 56 | 76 | 18 |
| | 17% | 16% | 19% | 5% | 12% | 22% ^c | 27% ^{cd} | 28% ^{cd} | 25% | | 27% ^{kl} | 10% | 7% | 25% ^{kl} | 18% | 16% | 18% | 17% | 17% | 20% |
| Fairly concerned | 248 | 128 | 120 | 55 | 61 | 52 | 45 | 27 | 8 | * | 60 | 66 | 70 | 51 | 166 | 82 | 113 | 134 | 213 | 35 |
| | 46% | 46% | 46% | 46% | 47% | 49% | 48% | 42% | 47% | 8% | 35% | 44% | 63% ^{ijk} | 48% | 45% | 49% | 54% ^q | 41% | 47% | 39% |
| Not very concerned | 134 | 67 | 68 | 45 | 35 | 22 | 15 | 14 | 1 | 4 | 44 | 48 | 26 | 16 | 89 | 45 | 38 | 97 | 106 | 29 |
| | 25% | 24% | 26% | 37% ^{ef} | 27% | 20% | 16% | 21% | 9% | 59% | 26% | 32% ^m | 23% | 16% | 24% | 27% | 18% | 30% ^p | 24% | 32% |
| Not at all concerned | 59 | 38 | 21 | 15 | 20 | 10 | 8 | 4 | 3 | * | 20 | 20 | 6 | 12 | 45 | 15 | 22 | 38 | 52 | 8 |
| | 11% | 14% | 8% | 12% | 15% | 9% | 9% | 6% | 17% | 8% | 12% | 14% | 6% | 12% | 12% | 9% | 10% | 12% | 12% | 9% |
| Concerned [NET] | 342 | 172 | 170 | 61 | 76 | 75 | 70 | 45 | 12 | 2 | 105 | 81 | 78 | 77 | 233 | 108 | 152 | 190 | 289 | 53 |
| | 63% | 62% | 65% | 51% | 58% | 70% ^c | 75% ^{cd} | 70% ^c | 74% | 33% | 61% | 54% | 71% ^k | 73% ^k | 63% | 64% | 72% ^q | 58% | 64% | 59% |
| Not concerned [NET] | 194 | 105 | 89 | 59 | 54 | 32 | 23 | 17 | 4 | 4 | 64 | 68 | 32 | 29 | 134 | 60 | 59 | 135 | 157 | 36 |
| | 36% | 38% | 34% | 49% ^{efg} | 42% ^f | 30% | 24% | 27% | 26% | 67% | 37% | 46% ^{lm} | 29% | 27% | 36% | 36% | 28% | 41% ^p | 35% | 41% |
| Don't know | 3 | 2 | 1 | - | - | - | 1 | 2 | - | - | 2 | 1 | - | - | 3 | - | 1 | 2 | 3 | - |
| | 1% | 1% | * | - | - | - | 1% | 3% | - | - | 1% | * | - | - | 1% | - | * | 1% | 1% | - |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 33
VD06A - And how concerned, if at all, are you about your privacy when accessing the internet through a mobile signal, for example 3G?
By privacy we mean who has access to your personal details or your online activities. Would you say you are...
BASE: ALL WHO ACCESS THE INTERNET ON A MOBILE

| TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-------------------|-----------------------------|----------------------|------------------------|-------------------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 476 | 405 | 43 | 28 | - | 438 | 37 | 3 | 2 | 21 | 2 | 318 | 158 | 389 | 87 | 151 | 221 | 98 | 129 | 193 | 150 |
| Weighted Base | 538 | 471 | 44* | 22** | ** | 499 | 38** | 4** | 2** | 14** | 3** | 365 | 173 | 444 | 94* | 178 | 262 | 94* | 146* | 224 | 162 |
| Very concerned | 94 | 80 | 9 | 5 | - | 85 | 9 | - | 2 | 4 | 1 | 92 | 2 | 73 | 21 | 30 | 32 | 30 | 33 | 39 | 19 |
| | 17% | 17% | 20% | 22% | - | 17% | 23% | - | 76% | 28% | 27% | 25% ^l | 1% | 16% | 23% | 17% | 12% | 32% ^{op} | 23% | 17% | 12% |
| Fairly concerned | 248 | 220 | 18 | 9 | - | 225 | 22 | * | - | 6 | 2 | 220 | 28 | 206 | 42 | 75 | 139 | 32 | 65 | 115 | 67 |
| | 46% | 47% | 41% | 42% | - | 45% | 57% | 12% | - | 42% | 73% | 60% ^l | 16% | 46% | 45% | 42% | 53% ^{oq} | 34% | 45% | 51% | 41% |
| Not very concerned | 134 | 119 | 9 | 6 | - | 131 | 3 | 4 | - | 1 | - | 43 | 91 | 117 | 18 | 46 | 70 | 18 | 37 | 53 | 42 |
| | 25% | 25% | 20% | 28% | - | 26% | 9% | 88% | - | 11% | - | 12% | 53% ^k | 26% | 19% | 26% | 27% | 20% | 25% | 24% | 26% |
| Not at all concerned | 59 | 49 | 8 | 2 | - | 56 | 3 | - | * | 3 | - | 8 | 51 | 49 | 11 | 26 | 22 | 12 | 10 | 18 | 31 |
| | 11% | 10% | 18% | 8% | - | 11% | 9% | - | 24% | 20% | - | 2% | 30% ^k | 11% | 11% | 15% | 8% | 12% | 7% | 8% | 19% ^{rs} |
| Concerned [NET] | 342 | 300 | 27 | 14 | - | 310 | 30 | * | 2 | 10 | 3 | 312 | 30 | 278 | 63 | 105 | 171 | 62 | 98 | 154 | 86 |
| | 63% | 64% | 61% | 64% | - | 62% | 81% | 12% | 76% | 70% | 100% | 85% ^l | 17% | 63% | 68% | 59% | 65% | 66% | 67% ^t | 69% ^t | 53% |
| Not concerned [NET] | 194 | 168 | 17 | 8 | - | 187 | 7 | 4 | * | 4 | - | 51 | 143 | 166 | 28 | 72 | 92 | 30 | 47 | 70 | 73 |
| | 36% | 36% | 39% | 36% | - | 37% | 18% | 88% | 24% | 30% | - | 14% | 82% ^k | 37% | 30% | 40% | 35% | 32% | 32% | 31% | 45% ^s |
| Don't know | 3 | 3 | - | - | - | 2 | 1 | - | - | - | - | 2 | 1 | 1 | 2 | 1 | - | 2 | 1 | - | 2 |
| | 1% | 1% | - | - | - | * | 2% | - | - | - | - | 1% | * | * | 2% ^m | * | - | 2% ^p | * | - | 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 34
VD06B - And how concerned, if at all, are you about your privacy when accessing the internet through a public wifi connection?
By privacy we mean who has access to your personal details or your online activities on the internet. Would you say you are...
BASE: ALL WHO ACCESS THE INTERNET IN A PUBLIC PLACE

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|------------------------|--------------------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|-----------|-----------|-----------|---------------------|----------------------------|-----------------------|-----------|------------------------------|-------------------------------|-----------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK- ING (n) | NOT WORK- ING (o) | YES (p) | NO (q) | NO DISAB- ILITY (r) | ANY DISAB- ILITY (s) | |
| Unweighted Base | 159 | 86 | 73 | 42 | 30 | 33 | 23 | 22 | 8 | 1 | 52 | 58 | 26 | 23 | 99 | 60 | 47 | 112 | 120 | 39 |
| Weighted Base | 188 | 99* | 89* | 44* | 41** | 44** | 24** | 26** | 9** | 1** | 87* | 59* | 30** | 12** | 128* | 60* | 67** | 121* | 148* | 40** |
| Very concerned | 50 27% | 29 30% | 21 23% | 8 18% | 7 16% | 15 34% | 13 54% | 6 25% | 1 12% | - | 29 33% | 13 21% | 5 18% | 3 24% | 41 32% | 9 16% | 23 34% | 27 22% | 38 25% | 12 31% |
| Fairly concerned | 69 37% | 32 32% | 38 43% | 18 42% | 16 40% | 15 35% | 7 31% | 5 21% | 6 65% | 1 100% | 24 27% | 28 47% | 14 46% | 4 36% | 43 34% | 27 44% | 21 32% | 48 40% | 53 36% | 17 42% |
| Not very concerned | 55 30% | 28 28% | 28 31% | 16 36% | 16 39% | 8 19% | 2 10% | 11 43% | 2 24% | - | 29 33% | 16 28% | 7 25% | 3 23% | 33 26% | 23 38% | 20 29% | 36 30% | 47 32% | 8 21% |
| Not at all concerned | 11 6% | 8 8% | 3 3% | 2 4% | 2 5% | 5 12% | 1 5% | 1 3% | - | - | 3 4% | 2 4% | 3 10% | 2 18% | 9 7% | 1 2% | 3 5% | 7 6% | 8 6% | 3 6% |
| Concerned [NET] | 119 64% | 61 62% | 58 66% | 26 60% | 23 56% | 30 69% | 20 85% | 12 46% | 7 76% | 1 100% | 53 61% | 23 68% | 19 65% | 7 60% | 83 65% | 36 60% | 44 66% | 75 62% | 90 61% | 29 73% |
| Not concerned [NET] | 66 35% | 36 36% | 30 34% | 18 40% | 18 44% | 14 31% | 4 15% | 12 46% | 2 24% | - | 32 37% | 19 32% | 10 35% | 5 40% | 42 33% | 24 40% | 23 34% | 43 36% | 56 38% | 11 27% |
| Don't know | 2 1% | 2 2% | - | - | - | - | - | 2 8% | - | - | 2 2% | - | - | - | 2 2% | - | - | 2 2% | 2 1% | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ipsos MORI

J15063333-07-03 19-FEB - 25-FEB 2016
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Table 35
VD06B - And how concerned, if at all, are you about your privacy when accessing the internet through a public wifi connection?
By privacy we mean who has access to your personal details or your online activities on the internet. Would you say you are...
BASE: ALL WHO ACCESS THE INTERNET IN A PUBLIC PLACE

| TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|-----|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 159 | 141 | 11 | 7 | - | 153 | 6 | 1 | - | 5 | 3 | 104 | 55 | 135 | 24 | 45 | 76 | 38 | 45 | 61 | 53 |
| Weighted Base | 188 | 171* | 12** | 5** | -** | 182 | 6** | 1** | -** | 6** | 3** | 124* | 64* | 162* | 26** | 51* | 105* | 32** | 50** | 82* | 57* |
| Very concerned | 50 | 47 | 2 | 2 | - | 50 | - | - | - | 1 | - | 46 | 4 | 47 | 3 | 13 | 26 | 11 | 13 | 22 | 14 |
| | 27% | 27% | 15% | 31% | - | 27% | - | - | - | 18% | - | 37%l | 6% | 29% | 12% | 26% | 24% | 36% | 27% | 27% | 25% |
| Fairly concerned | 69 | 65 | 2 | 2 | - | 67 | 3 | 1 | - | 4 | 2 | 53 | 17 | 60 | 9 | 16 | 44 | 10 | 15 | 37 | 17 |
| | 37% | 38% | 18% | 39% | - | 37% | 43% | 100% | - | 71% | 55% | 43% | 26% | 37% | 36% | 31% | 42% | 31% | 31% | 45% | 30% |
| Not very concerned | 55 | 48 | 6 | 2 | - | 54 | 2 | - | - | 1 | 2 | 21 | 34 | 48 | 8 | 17 | 33 | 6 | 18 | 21 | 16 |
| | 30% | 28% | 51% | 30% | - | 30% | 26% | - | - | 11% | 45% | 17% | 53%k | 29% | 30% | 33% | 31% | 18% | 37% | 26% | 29% |
| Not at all concerned | 11 | 9 | 2 | - | - | 9 | 2 | - | - | - | - | 2 | 9 | 7 | 4 | 5 | 3 | 3 | 3 | 1 | 7 |
| | 6% | 5% | 16% | - | - | 5% | 31% | - | - | - | - | 2% | 14%k | 4% | 14% | 11% | 3% | 8% | 6% | 2% | 12% |
| Concerned [NET] | 119 | 112 | 4 | 4 | - | 117 | 3 | 1 | - | 5 | 2 | 99 | 21 | 107 | 13 | 29 | 69 | 21 | 29 | 59 | 32 |
| | 64% | 65% | 34% | 70% | - | 64% | 43% | 100% | - | 89% | 55% | 79%l | 33% | 66% | 48% | 57% | 66% | 67% | 58% | 73% | 56% |
| Not concerned [NET] | 66 | 57 | 8 | 2 | - | 63 | 3 | - | - | 1 | 2 | 23 | 43 | 55 | 12 | 22 | 36 | 8 | 21 | 22 | 23 |
| | 35% | 33% | 66% | 30% | - | 35% | 57% | - | - | 11% | 45% | 19% | 67%k | 34% | 44% | 43% | 34% | 26% | 42% | 27% | 40% |
| Don't know | 2 | 2 | - | - | - | 2 | - | - | - | - | - | 2 | - | - | 2 | - | - | 2 | - | - | 2 |
| | 1% | 1% | - | - | - | 1% | - | - | - | - | - | 2% | - | - | 8% | - | - | 7% | - | - | 4% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 36
VD07 - And what makes you concerned about privacy issues when accessing the internet through a mobile signal or on a public wifi connection?
BASE: ALL WHO ARE CONCERNED

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|---|------------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|--------|--------|--------|----------------|--------------|-----------------------|---------|------------|--------------------|---------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 324 | 173 | 151 | 72 | 65 | 63 | 62 | 42 | 17 | 3 | 68 | 98 | 64 | 94 | 194 | 130 | 116 | 208 | 259 | 65 |
| Weighted Base | 372 | 186 | 186 | 74* | 83* | 77* | 74* | 46** | 14** | 3** | 117* | 93* | 81* | 81* | 247 | 126 | 156* | 216 | 311 | 61* |
| There are fewer security features on a mobile phone or public wifi connection than when connecting from work or home | 123 | 66 | 57 | 23 | 21 | 32 | 25 | 18 | 4 | 1 | 48 | 25 | 20 | 29 | 91 | 32 | 58 | 65 | 109 | 14 |
| | 33% | 35% | 31% | 31% | 25% | 41% | 34% | 38% | 29% | 35% | 41% | 27% | 25% | 36% | 37% | 26% | 37% | 30% | 35% | 23% |
| I could lose my device or have it stolen and someone could access my personal information | 95 | 51 | 44 | 16 | 23 | 17 | 24 | 11 | 4 | - | 29 | 18 | 22 | 26 | 70 | 25 | 40 | 55 | 85 | 10 |
| | 26% | 27% | 24% | 21% | 27% | 22% | 33% | 24% | 30% | - | 24% | 20% | 27% | 33% | 29% | 20% | 26% | 25% | 27% | 16% |
| Someone could easily access my device, for example by hacking it, when I'm not aware and could access my personal information | 196 | 94 | 103 | 32 | 42 | 49 | 38 | 24 | 10 | 2 | 71 | 49 | 41 | 35 | 127 | 69 | 77 | 119 | 160 | 36 |
| | 53% | 50% | 55% | 43% | 51% | 64% | 51% | 52% | 68% | 49% | 60% | 53% | 51% | 44% | 51% | 55% | 49% | 55% | 52% | 59% |
| My communications, such as texts or emails, can be tracked easily from a mobile device | 90 | 50 | 40 | 24 | 20 | 13 | 16 | 8 | 5 | 3 | 28 | 22 | 17 | 22 | 59 | 31 | 36 | 54 | 78 | 12 |
| | 24% | 27% | 21% | 32% | 24% | 17% | 22% | 17% | 37% | 100% | 24% | 24% | 21% | 28% | 24% | 25% | 23% | 25% | 25% | 19% |
| My locations and whereabouts can be tracked from a mobile device | 58 | 33 | 25 | 15 | 13 | 6 | 14 | 7 | 3 | - | 16 | 12 | 17 | 14 | 39 | 19 | 29 | 29 | 50 | 9 |
| | 16% | 18% | 13% | 21% | 15% | 8% | 19% | 16% | 21% | - | 13% | 13% | 21% | 17% | 16% | 16% | 19% | 13% | 16% | 14% |
| I don't trust the people providing the mobile or public wifi | 42 | 21 | 21 | 5 | 10 | 10 | 6 | 7 | 4 | * | 10 | 5 | 13 | 13 | 28 | 14 | 11 | 30 | 35 | 6 |
| | 11% | 11% | 11% | 6% | 12% | 13% | 9% | 15% | 28% | 16% | 9% | 6% | 16% | 17%k | 11% | 11% | 7% | 14% | 11% | 10% |
| Fraud / stealing my details | 4 | 1 | 4 | * | - | - | 1 | 3 | - | - | 2 | * | 1 | 1 | 1 | 4 | 1 | 3 | 3 | 1 |
| | 1% | * | 2% | * | - | - | 2% | 6% | - | - | 1% | * | 1% | 2% | * | 3% | 1% | 2% | 1% | 2% |
| Other | 8 | 3 | 6 | 2 | 4 | 2 | - | * | * | - | * | 2 | 5 | 1 | 4 | 4 | 5 | 4 | 7 | 2 |
| | 2% | 2% | 3% | 3% | 5% | 2% | - | 1% | 3% | - | * | 3% | 6% | 1% | 2% | 3% | 3% | 2% | 2% | 3% |
| Nothing / no concerns | 2 | 2 | 1 | * | - | 1 | - | - | 1 | - | - | - | 1 | 2 | 2 | 1 | * | 2 | * | 2 |
| | 1% | 1% | * | 1% | - | 1% | - | - | 7% | - | - | - | 1% | 2% | 1% | * | * | 1% | * | 3%r |
| Don't know | 5 | 2 | 3 | - | 1 | - | 2 | 2 | * | - | 2 | - | 2 | 1 | 4 | 1 | 3 | 2 | 5 | * |
| | 1% | 1% | 2% | - | 1% | - | 3% | 3% | 3% | - | 2% | - | 2% | 2% | 2% | 1% | 2% | 1% | 1% | 1% |
| None | 6 | 5 | 1 | 1 | 4 | - | * | - | - | - | - | 2 | 2 | 1 | 4 | 1 | 3 | 3 | 6 | * |
| | 2% | 3% | 1% | 2% | 5% | - | * | - | - | - | - | 2% | 3% | 2% | 1% | 2% | 2% | 1% | 2% | * |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 37
VD07 - And what makes you concerned about privacy issues when accessing the internet through a mobile signal or on a public wifi connection?
BASE: ALL WHO ARE CONCERNED

| TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base 324 | 279 | 28 | 17 | - | 296 | 27 | 2 | 1 | 15 | 2 | 288 | 36 | 263 | 61 | 98 | 156 | 65 | 91 | 145 | 85 |
| Weighted Base 372 | 328 | 28** | 16** | -** | 340 | 31** | 2** | 2** | 12** | 3** | 329 | 44** | 305 | 67* | 117* | 187 | 64* | 104* | 172 | 93* |
| There are fewer security features on a mobile phone or public wifi connection than when connecting from work or home 95 26% | 111 34% | 9 32% | 4 24% | - | 116 34% | 7 24% | 1 69% | - | 2 20% | 2 73% | 108 33% | 15 34% | 106 35% | 17 26% | 45 39% | 63 34% | 15 23% | 24 23% | 69 40%r | 31 33% |
| I could lose my device or have it stolen and someone could access my personal information 95 26% | 83 25% | 9 32% | 3 19% | - | 80 23% | 14 46% | - | - | 2 20% | 2 73% | 91 28% | 4 10% | 77 25% | 18 27% | 38 32%q | 47 25% | 10 16% | 26 25% | 52 30% | 16 17% |
| Someone could easily access my device, for example by hacking it, when I'm not aware and could access my personal information 196 53% | 172 52% | 14 49% | 11 69% | - | 177 52% | 19 61% | - | 2 100% | 7 61% | 3 100% | 172 52% | 25 56% | 160 53% | 36 53% | 45 39% | 111 59%o | 39 60%o | 68 66% s | 78 46% | 49 53% |
| My communications, such as texts or emails, can be tracked easily from a mobile device 90 24% | 82 25% | 4 15% | 3 20% | - | 85 25% | 4 14% | 2 100% | 2 100% | 5 45% | - | 80 24% | 10 23% | 78 25% | 12 18% | 41 35%p | 37 20% | 12 19% | 23 22% | 42 25% | 25 26% |
| My locations and whereabouts can be tracked from a mobile device 58 16% | 53 16% | 2 7% | 3 20% | - | 55 16% | 3 10% | - | - | 3 25% | - | 54 17% | 4 10% | 46 15% | 13 19% | 14 12% | 35 19% | 9 15% | 17 17% | 28 16% | 13 14% |
| I don't trust the people providing the mobile or public wifi 42 11% | 35 11% | 7 25% | * 1% | - | 40 12% | 1 4% | * 31% | - | 4 34% | - | 38 12% | 4 8% | 35 11% | 7 11% | 15 13% | 22 12% | 5 7% | 13 12% | 17 10% | 11 11% |
| Fraud / stealing my details 4 1% | 3 1% | 1 3% | * 3% | - | 4 1% | - | - | - | - | - | 4 1% | - | 4 1% | * 1% | - | 1 1% | 3 4% | - | 3 2% | 1 2% |
| Other 8 2% | 8 2% | * 1% | - | - | 8 2% | - | - | * 4% | - | - | 7 2% | 1 3% | 8 3% | 1 1% | 1 1% | 5 3% | 2 4% | 6 6% | 2 1% | * * |
| Nothing / no concerns 2 1% | 1 * | 1 4% | - | - | 2 * | 1 2% | - | - | 1 9% | - | 2 1% | - | 2 1% | - | 1 1% | 1 * | * * | 1 1% | 1 1% | * * |
| Don't know 5 1% | 5 2% | - | - | - | 5 1% | - | - | - | * 4% | - | 5 2% | - | 3 1% | 2 2% | 2 2% | 2 1% | - | 2 2% | 3 1% | - |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
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Table 37

VD07 - And what makes you concerned about privacy issues when accessing the internet through a mobile signal or on a public wifi connection?

BASE: ALL WHO ARE CONCERNED

| TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| 372 | 328 | 28** | 16** | -** | 340 | 31** | 2** | 2** | 12** | 3** | 329 | 44** | 305 | 67* | 117* | 187 | 64* | 104* | 172 | 93* |
| None | 6 | 3 | 2 | - | 6 | - | - | - | - | - | 6 | - | 4 | 2 | 2 | 2 | 1 | 2 | 1 | 3 |
| | 2% | 1% | 9% | - | 2% | - | - | - | - | - | 2% | - | 1% | 3% | 2% | 1% | 1% | 2% | 1% | 3% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
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Table 38
VD08 - Here are a number of different activities that people can do on the internet. Which, if any, would make you feel most concerned about how your personal information is being used if you were doing them on the internet?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|--|--------------------------|---------------------|------------|----------------------------------|---------------------|----------------------------------|---------------------|-----------------------|--------------------|--------------|---------------------|---------------------|---------------------|----------------|---------------------|-----------------------|---------------------|--------------------|---------------------|------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) | |
| Unweighted Base | 1423 | 729 | 694 | 215 | 179 | 205 | 224 | 205 | 195 | 200 | 242 | 414 | 293 | 474 | 650 | 773 | 378 | 1045 | 1031 | 391 |
| Weighted Base | 1423 | 695 | 728 | 216 | 236 | 223 | 244 | 197 | 139 | 168 | 386 | 385 | 305 | 347 | 792 | 631 | 448 | 975 | 1112 | 310 |
| Banking and/or paying bills online | 745 52% | 360 52% | 385 53% | 111 51% | 120 51% | 124 56% | 135 55% | 104 53% | 76 55% | 75 45% | 213 55% <i>m</i> | 218 57% <i>m</i> | 162 53% <i>m</i> | 153 44% | 435 55% | 310 49% | 230 51% | 515 53% | 581 52% | 163 53% |
| Buying and/or selling things online, e.g.on Ebay | 396 28% | 201 29% | 195 27% | 84 39% <i>fgh</i> <i>i</i> | 73 31% <i>i</i> | 64 29% | 59 24% | 52 26% | 33 24% | 31 19% | 109 28% | 115 30% <i>m</i> | 97 32% <i>m</i> | 76 22% | 231 29% | 166 26% | 132 29% | 265 27% | 310 28% | 87 28% |
| Looking at social networking sites, such as Facebook, Instagram, Snapchat or Twitter | 353 25% | 158 23% | 195 27% | 72 33% <i>fgh</i> <i>i</i> | 66 28% <i>i</i> | 84 38% <i>fgh</i> <i>i</i> | 57 23% <i>i</i> | 37 19% <i>i</i> | 27 19% <i>i</i> | 10 6% | 104 27% | 93 24% | 86 28% <i>m</i> | 70 20% | 213 27% | 139 22% | 143 32% <i>q</i> | 209 21% | 287 26% | 66 21% |
| Sending and receiving emails | 294 21% | 169 24% <i>b</i> | 125 17% | 44 21% | 49 21% | 47 21% | 45 19% | 45 23% | 30 21% | 33 20% | 84 22% | 80 21% | 61 20% | 69 20% | 168 21% | 125 20% | 86 19% | 207 21% | 224 20% | 70 22% |
| Shopping for groceries and/or other items such as clothes, books, DVDs or CDs | 226 16% | 112 16% | 114 16% | 36 17% | 48 20% <i>hi</i> | 54 24% <i>fgh</i> <i>i</i> | 32 13% | 23 12% | 14 10% | 18 11% | 66 17% | 62 16% | 58 19% <i>m</i> | 40 11% | 146 18% <i>o</i> | 80 13% | 86 19% | 140 14% | 181 16% | 44 14% |
| Using search engines, such as Google or Bing to find out information | 212 15% | 126 18% <i>b</i> | 85 12% | 34 16% | 40 17% | 39 18% | 33 14% | 32 16% | 16 11% | 16 10% | 76 20% <i>lm</i> | 64 17% <i>l</i> | 30 10% | 41 12% | 128 16% | 83 13% | 80 18% | 131 13% | 174 16% | 38 12% |
| Booking travel and other leisure activities | 204 14% | 109 16% | 95 13% | 39 18% <i>i</i> | 38 16% <i>i</i> | 31 14% | 29 12% | 34 17% <i>i</i> | 21 15% <i>i</i> | 11 7% | 69 18% <i>m</i> | 66 17% <i>m</i> | 40 13% | 29 8% | 117 15% | 88 14% | 61 14% | 143 15% | 163 15% | 42 13% |
| Buying medication | 147 10% | 61 9% | 87 12% | 25 11% | 13 6% | 21 9% | 25 10% | 36 18% <i>defh</i> | 11 8% | 17 10% | 51 13% <i>l</i> | 41 11% | 20 7% | 35 10% | 88 11% | 59 9% | 42 9% | 106 11% | 110 10% | 38 12% |
| Participating in online forum discussions | 121 8% | 48 7% | 73 10% | 25 11% <i>hi</i> | 19 8% | 17 7% | 26 11% <i>hi</i> | 22 11% <i>hi</i> | 6 4% | 7 4% | 45 12% <i>m</i> | 31 8% | 27 9% | 18 5% | 77 10% | 44 7% | 50 11% | 71 7% | 98 9% | 23 8% |
| Playing online games | 118 8% | 53 8% | 64 9% | 16 8% | 21 9% | 21 9% | 24 10% | 16 8% | 12 9% | 7 4% | 48 12% <i>lm</i> | 31 8% | 18 6% | 21 6% | 70 9% | 48 8% | 48 11% | 69 7% | 92 8% | 26 8% |
| Reading/browsing News or information websites | 90 6% | 45 6% | 45 6% | 15 7% | 12 5% | 20 9% <i>i</i> | 19 8% <i>i</i> | 14 7% | 5 4% | 4 3% | 22 6% | 29 7% | 16 5% | 23 7% | 48 6% | 42 7% | 39 9% | 51 5% | 79 7% | 11 4% |
| Finding information for your work/job/ studies | 77 5% | 40 6% | 38 5% | 15 7% | 17 7% | 13 6% | 12 5% | 9 4% | 7 5% | 5 3% | 23 6% | 21 6% | 17 6% | 16 5% | 43 5% | 34 5% | 28 6% | 50 5% | 63 6% | 14 5% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used.

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Table 38
VD08 - Here are a number of different activities that people can do on the internet. Which, if any, would make you feel most concerned about how your personal information is being used if you were doing them on the internet?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|--|-------------------|------------|-----------|-------------|-------------|-------------|-----------|------------------------|--------------------------|---------------------------|----------|-----------|------------------------|------------------------|------------------|------------------------|-----------|-------------------------|-----------------------|------------------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) | |
| Weighted Base | 1423 | 695 | 728 | 216 | 236 | 223 | 244 | 197 | 139 | 168 | 386 | 385 | 305 | 347 | 792 | 631 | 448 | 975 | 1112 | 310 |
| Watching television, video or listening to music online e.g YouTube, Netflix, iPlayer, Spotify | 69 5% | 33 5% | 36 5% | 17 8%ghi | 20 9%ghi | 16 7%ghi | 10 4% | 3 2% | 1 1% | 2 1% | 16 4% | 14 4% | 12 4% | 27 8%k | 38 5% | 32 5% | 36 8%q | 33 3% | 63 6% ^s | 6 2% |
| Don't use the internet | 12 1% | 5 1% | 7 1% | - - | - - | 1 * | 1 * | 1 1% | 2 2% | 7 4% ^g cdef | 1 * | 2 * | 2 1% | 8 2% ^k | 1 * | 11 2% ⁿ | 1 * | 11 1% | 10 1% | 3 1% |
| Not interested / don't know enough about the internet | 3 * | 3 * | 1 * | - - | - - | - - | - - | - - | 3 2% | 3 2% | - - | - - | 2 1% | 2 * | - - | 3 1% | - * | 3 * | 1 * | 3 1% ^r |
| Other | 11 1% | 3 * | 8 1% | - - | - - | 1 * | 5 2% | * * | - - | 5 3% ^{cd} | 2 1% | 4 1% | 3 1% | 2 1% | 6 1% | 5 1% | - - | 11 1% | 6 1% | 5 2% |
| No concerns / none | 40 3% | 18 3% | 22 3% | 5 2% | 10 4% | 1 1% | 6 2% | 6 3% | 5 4% | 6 3% | 16 4% | 8 2% | 4 1% | 12 4% | 18 2% | 22 3% | 6 1% | 34 4% | 27 2% | 13 4% |
| Don't know | 35 2% | 13 2% | 22 3% | 3 1% | 1 * | 4 2% | 6 3% | 4 2% | 5 4% ^d | 11 7% ^{cde} | 3 1% | 7 2% | 7 2% | 18 5% ^{jk} | 12 2% | 23 4% ⁿ | 9 2% | 26 3% | 30 3% | 6 2% |
| None | 153 11% | 67 10% | 86 12% | 13 6% | 22 9% | 13 6% | 20 8% | 25 13% ^c | 25 18% ^{cde} | 35 21% ^{cdef} | 24 6% | 39 10% | 41 13% ^j | 49 14% ^j | 65 8% | 88 14% ⁿ | 33 7% | 120 12% ^p | 107 10% | 46 15% ^f |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used.

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Table 39
VD08 - Here are a number of different activities that people can do on the internet. Which, if any, would make you feel most concerned about how your personal information is being used if you were doing them on the internet?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|--|--------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 1423 | 883 | 148 | 124 | 268 | 1033 | 388 | 52 | 148 | 100 | 95 | 931 | 459 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1423 | 988 | 137 | 99* | 199 | 1116 | 305 | 50* | 118 | 79* | 61* | 955 | 444 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Banking and/or paying bills online | 745 52% | 539 55%d | 77 56%d | 59 60%d | 70 35% | 610 55%f | 135 44% | 28 55% | 47 40% | 47 59%h | 29 49% | 569 60%l | 177 40% | 502 57% | 174 51% | 182 49% | 347 59%o | 140 55% | 207 63%st | 281 54% | 184 52% |
| Buying and/or selling things online, e.g.on Ebay | 396 28% | 300 30%d | 48 35%d | 28 28%d | 20 10% | 350 31%f | 46 15% | 12 24% | 19 16% | 23 29% | 10 17% | 299 31%l | 98 22% | 277 31% | 100 29% | 114 31% | 185 31% | 76 30% | 109 33% | 161 31% | 105 29% |
| Looking at social networking sites, such as Facebook, Instagram, Snapchat or Twitter | 353 25% | 301 30%bcd | 28 21%d | 15 15%d | 9 4% | 317 28%f | 34 11% | 5 9% | 6 5% | 17 22%h | 10 16%h | 264 28%l | 89 20% | 280 32%n | 63 19% | 118 32% | 160 27% | 64 25% | 82 25% | 161 31% | 100 28% |
| Sending and receiving emails | 294 21% | 226 23%d | 30 22%d | 21 21%d | 17 8% | 249 22%f | 45 15% | 20 39%hj | 13 11% | 21 26%h | 9 15% | 228 24%l | 65 15% | 182 21% | 95 28%m | 93 25% | 132 22% | 51 20% | 67 20% | 113 22% | 96 27% |
| Shopping for groceries and/or other items such as clothes, books, DVDs or CDs | 226 16% | 173 17%d | 20 15% | 17 17%d | 16 8% | 197 18%f | 29 10% | 7 14% | 11 9% | 10 13% | 4 6% | 174 18%l | 52 12% | 170 19%n | 40 12% | 58 16% | 114 19% | 36 14% | 53 16% | 92 18% | 63 18% |
| Using search engines, such as Google or Bing to find out information | 212 15% | 163 17%d | 29 21%d | 11 11%d | 9 4% | 182 16%f | 30 10% | 9 17% | 8 6% | 10 13% | 5 9% | 159 17%l | 52 12% | 136 15% | 67 20% | 52 14% | 98 17% | 52 21% | 49 15% | 94 18% | 60 17% |
| Booking travel and other leisure activities | 204 14% | 154 16%d | 23 16%d | 16 17%d | 11 6% | 179 16%f | 25 8% | 6 12% | 5 4% | 18 23%hj | 4 6% | 159 17%l | 46 10% | 142 16% | 51 15% | 51 14% | 100 17% | 41 16% | 51 15% | 87 17% | 55 15% |
| Buying medication | 147 10% | 107 11% | 17 13% | 7 7% | 16 8% | 126 11% | 22 7% | 5 10% | 12 10% | 8 10% | 4 6% | 109 11% | 39 9% | 100 11% | 32 9% | 25 7% | 78 13%o | 28 11% | 33 10% | 64 12% | 31 9% |
| Participating in online forum discussions | 121 8% | 99 10%d | 11 8% | 5 5% | 6 3% | 104 9%f | 17 5% | 2 5% | 5 4% | 4 5% | 2 3% | 94 10% | 27 6% | 94 11%n | 21 6% | 24 6% | 67 11%o | 23 9% | 27 8% | 55 11% | 30 8% |
| Playing online games | 118 8% | 94 10%d | 11 8%d | 10 10%d | 2 1% | 109 10%f | 9 3% | 5 10%h | 2 2% | 11 14%hj | 1 1% | 82 9% | 36 8% | 85 10% | 30 9% | 25 7% | 71 12%o | 19 8% | 32 10% | 46 9% | 37 10% |
| Reading/browsing News or information websites | 90 6% | 76 8%d | 6 4% | 3 3% | 6 3% | 80 7%f | 10 3% | 3 6% | 1 1% | 5 7%hj | - | 63 7% | 27 6% | 64 7% | 20 6% | 42 11%pq | 30 5% | 12 5% | 18 5% | 47 9% | 20 6% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base



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Table 39
VD08 - Here are a number of different activities that people can do on the internet. Which, if any, would make you feel most concerned about how your personal information is being used if you were doing them on the internet?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|--|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|--------------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Weighted Base | 1423 | 988 | 137 | 99* | 199 | 1116 | 305 | 50* | 118 | 79* | 61* | 955 | 444 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Finding information for your work/job/ studies | 77 5% | 61 6%d | 4 3% | 9 9%d | 3 2% | 71 6%f | 7 2% | 3 6% | 2 1% | 5 6% | 3 5% | 60 6% | 17 4% | 45 5% | 30 9% | 41 11%pq | 23 4% | 10 4% | 8 2% | 42 8%r | 24 7%r |
| Watching television, video or listening to music online e.g YouTube, Netflix, iPlayer, Spotify | 69 5% | 59 6%d | 6 4%d | 4 4% | 1 1% | 61 5%f | 8 2% | - - | 2 2% | 1 2% | - - | 60 6%l | 9 2% | 55 6% | 13 4% | 28 8% | 26 4% | 15 6% | 19 6% | 36 7%t | 10 3% |
| Don't use the internet | 12 1% | - | - | 1 1%a | 12 6%abc | - | 12 4%e | - | 7 6%i | - | 2 4% | 7 1% | 4 1% | - | 1 * | - | - | 1 * | - | * | - |
| Not interested / don't know enough about the internet | 3 * | - | - | - | 3 2%a | - | 3 1%e | - | 3 3% | - | - | 2 * | 1 * | - | - | - | - | - | - | - | - |
| Other | 11 1% | 5 * | 1 1% | - | 5 2%a | 5 * | 6 2%e | - | 5 4% | - | - | 9 1% | 2 1% | 5 1% | 1 * | 5 1% | 1 * | - | 2 1% | - | 4 1% s |
| No concerns / none | 40 3% | 30 3% | 1 * | 1 1% | 8 4% | 29 3% | 11 4% | 3 6% | 3 3% | 3 4% | 2 3% | 15 2% | 24 6%k | 23 3% | 9 3% | 14 4% | 10 2% | 8 3% | 8 3% | 14 3% | 9 3% |
| Don't know | 35 2% | 5 1% | 1 1% | 1 1% | 28 14%abc | 6 1% | 29 10%e | 1 3% | 10 9%i | * | 5 8%i | 16 2% | 11 2% | 4 * | 4 1% | 5 1% | 2 * | - | 1 * | 3 1% | 3 1% |
| None | 153 11% | 74 8% | 14 10% | 9 10% | 56 28%abc | 90 8% | 62 20%e | 4 8% | 31 26%gi | 8 11% | 16 27%gi | 47 5% | 93 21%k | 70 8% | 27 8% | 27 7% | 40 7% | 26 10% | 21 6% | 34 6% | 39 11% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base

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Table 40
VD09A - In general, when thinking about companies or other organisations online, how much, if any, personal information do you think they collect and store about you from the internet?
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | |
|------------------------|--------------------------|--------------------------|---------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|-------------|------------|------------|---------------------|----------------------------|-----------------------|------------|------------------------------|-------------------------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK- ING (n) | NOT WORK- ING (o) | YES (p) | NO (q) | NO DISAB- ILITY (r) | ANY DISAB- ILITY (s) |
| Unweighted Base | 1155 | 598 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| A great deal | 515 42% | 262 43% 253 41% | 65 31% | 83 37% | 110 51%cd | 97 42%c | 84 49%c | 47 47%c | 29 41% | 179 48%m | 149 44%m | 100 39% | 87 34% | 338 45% | 176 38% | 183 42% | 332 42% | 418 42% | 97 43% |
| A fair amount | 548 45% | 285 47% 263 43% | 111 53%egi | 117 52%egi | 81 37% | 110 48%ei | 66 39% | 41 40% | 22 31% | 152 41% | 159 47% | 116 45% | 121 48% | 348 46% | 201 43% | 189 44% | 359 45% | 451 45% | 97 43% |
| Not very much | 112 9% | 51 8% 61 10% | 28 13%f | 19 9% | 18 8% | 15 6% | 15 9% | 10 11% | 7 11% | 29 8% | 28 8% | 28 11% | 27 11% | 57 7% | 55 12%n | 40 9% | 72 9% | 94 9% | 18 8% |
| None at all | 19 2% | 5 1% 14 2% | * * | 3 1% | 3 2% | 4 2% | 6 3%c | 1 1% | 1 2% | 3 1% | 4 1% | 7 3% | 6 2% | 8 1% | 11 2% | 6 1% | 12 2% | 17 2% | 2 1% |
| Don't know | 29 2% | 9 1% 21 3% | 5 2% | 4 2% | 4 2% | 4 2% | * * | 2 2% | 10 15%def | 8 2% | * * | 8 3%k | 13 5%k | 8 1% | 22 5%n | 13 3% | 17 2% | 18 2% | 11 5%f |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base



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Table 41
VD09A - In general, when thinking about companies or other organisations online, how much, if any, personal information do you think they collect and store about you from the internet?
BASE: ALL WHO ARE INTERNET USERS

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|------------------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| A great deal | 515 | 437 | 45 | 33 | - | 457 | 58 | 22 | 7 | 36 | 11 | 390 | 125 | 380 | 135 | 114 | 242 | 158 | 158 | 192 | 165 |
| | 42% | 44%b | 33% | 33% | - | 42% | 47% | 49% | 27% | 46% | 49% | 47%l | 32% | 43% | 39% | 31% | 41%o | 62%op | 48% ^s | 37% | 46% ^s |
| A fair amount | 548 | 439 | 69 | 41 | - | 511 | 36 | 16 | 6 | 35 | 5 | 362 | 187 | 396 | 152 | 199 | 286 | 63 | 142 | 260 | 141 |
| | 45% | 44% | 50% | 41% | - | 47%f | 29% | 37% | 23% | 45% | 24% | 44% | 47% | 45% | 45% | 54%q | 49%q | 25% | 43% | 49%t | 40% |
| Not very much | 112 | 82 | 18 | 12 | - | 96 | 16 | 1 | 6 | 5 | 5 | 52 | 60 | 77 | 35 | 42 | 50 | 18 | 22 | 56 | 33 |
| | 9% | 8% | 13% | 12% | - | 9% | 13% | 3% | 24% | 6% | 20% | 6% | 15%k | 9% | 10% | 11% | 9% | 7% | 7% | 11% | 9% |
| None at all | 19 | 12 | 2 | 4 | - | 13 | 5 | - | 1 | 1 | 1 | 8 | 11 | 13 | 5 | 10 | - | 9 | 2 | 8 | 8 |
| | 2% | 1% | 2% | 4%a | - | 1% | 4%e | - | 5% | 1% | 3% | 1% | 3% | 2% | 2% | 3%p | - | 4%p | * | 2% | 2% |
| Don't know | 29 | 18 | 3 | 9 | - | 21 | 8 | 5 | 5 | 1 | 1 | 13 | 15 | 14 | 15 | 5 | 9 | 6 | 6 | 9 | 9 |
| | 2% | 2% | 2% | 9%ab | - | 2% | 6%e | 12%i | 21% | 1% | 4% | 2% | 4% | 2% | 4% ^m | 1% | 1% | 2% | 2% | 2% | 3% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 42
VD09B - And how much control, if any, do you think you have over how your personal information from the internet is used?
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | | |
|------------------------|--------------------------|------------|------------|--------------|------------|------------|------------|-------------|--------------|--------------|-------------|-------------|-------------|----------------|--------------|-----------------------|------------|------------|--------------------|---------------------|----------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) | |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 | |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 | |
| A great deal | 78 6% | 46 7% | 33 5% | 9 4% | 20 9% | 19 9% | 11 5% | 7 4% | 9 9% | 3 5% | 20 5% | 24 7% | 17 7% | 17 7% | 55 7% | 24 5% | 32 7% | 20 6% | 47 7% | 69 4% | 10 4% |
| A fair amount | 292 24% | 144 23% | 148 24% | 62 29%ghi | 63 28%i | 58 27%i | 54 24%i | 31 18% | 17 17% | 6 8% | 75 20% | 86 25% | 58 22% | 72 29% | 184 24% | 107 23% | 97 23% | 194 24% | 249 25% | 43 19% | |
| Not very much | 587 48% | 296 48% | 291 47% | 105 50% | 110 49% | 98 45% | 113 49% | 88 52% | 41 41% | 31 45% | 194 52%m | 161 47%m | 140 54%m | 92 37% | 385 51%o | 202 43% | 215 50% | 372 47% | 474 47% | 113 51% | |
| None at all | 254 21% | 122 20% | 132 22% | 34 16% | 28 12% | 40 18% | 48 21% | 46 27%cd | 32 32%cde | 26 38%cde | 80 21% | 70 21% | 42 16% | 62 25%l | 131 17% | 123 26%n | 79 18% | 174 22% | 196 20% | 56 25% | |
| Don't know | 13 1% | 4 1% | 9 1% | - | 4 2% | 2 1% | 3 1% | - | 2 1% | 2 3%cg | 1 * | - | 3 1% | 9 3%k | 3 * | 10 2%n | 7 2% | 5 1% | 11 1% | 2 1% | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base

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Table 43
VD09B - And how much control, if any, do you think you have over how your personal information from the internet is used?
BASE: ALL WHO ARE INTERNET USERS

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | | |
|------------------------|-------------------------|--------------------------|------------------------|----------------------|---------------------|-------------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-------------------------|-----------------------------------|--------------------------|---------------------------|-----------------------------|-------------------------|-------------------------|------------------------|-----|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | | |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 45 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 | |
| A great deal | 78 6% | 66 7% | 8 6% | 4 4% | - | 70 6% | 8 7% | 2 4% | 2 7% | 8 10% | 1 5% | 48 6% | 30 8% | 54 6% | 24 7% | 78 21% ^{pq} | - | - | 11 3% | 35 7% | 32 9% ^r | |
| A fair amount | 292 24% | 259 26% ^{bc} | 17 13% | 15 15% | - | 272 25% ^f | 18 15% | 5 12% | * 2% | 17 22% | * 1% | 193 23% | 98 25% | 228 26% ⁿ | 63 19% | 292 79% ^{pq} | - | - | 48 14% | 148 28% ^r | 93 26% ^r | |
| Not very much | 587 48% | 468 47% | 69 51% | 50 50% | - | 533 49% | 54 44% | 22 50% | 10 38% | 29 37% | 13 56% | 393 48% | 195 49% | 427 48% | 160 47% | - | 587 100% ^{oq} | - | 176 53% | 242 46% | 165 46% | |
| None at all | 254 21% | 189 19% | 39 28% ^a | 27 27% | - | 216 20% | 38 31% ^e | 15 34% | 11 44% | 25 32% | 7 32% | 182 22% | 72 18% | 165 19% | 88 26% ^m | - | - | 254 100% ^{op} | 93 28% st | 95 18% | 63 18% | |
| Don't know | 13 1% | 6 1% | 3 2% | 4 4% ^a | - | 7 1% | 5 4% ^e | - | 2 9% | - | 2 7% | 8 1% | 3 1% | 7 1% | 6 2% | - | - | - | 2 1% | 3 1% | 4 1% | |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 44
VD10A - Which of the following types of organisations, if any, do you trust with your personal information?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| | TOTAL | GENDER | | AGE | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|---|-------------|-------------|------------|---------------|--------------|---------------|--------------|-------------|--------------|---------------|--------------|--------------|--------------|----------------|--------------|-----------------------|------------|-------------|--------------------|---------------------|
| | | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1423 | 729 | 694 | 215 | 179 | 205 | 224 | 205 | 195 | 200 | 242 | 414 | 293 | 474 | 650 | 773 | 378 | 1045 | 1031 | 391 |
| Weighted Base | 1423 | 695 | 728 | 216 | 236 | 223 | 244 | 197 | 139 | 168 | 386 | 385 | 305 | 347 | 792 | 631 | 448 | 975 | 1112 | 310 |
| Banks | 802 56% | 394 57% | 407 56% | 141 65%ghi | 132 56%hi | 149 67%ghi | 150 61%hi | 105 53%i | 61 44% | 64 38% | 257 67%lm | 223 58%m | 173 57%lm | 148 43% | 488 62%o | 314 50% | 264 59% | 538 55% | 659 59%sa | 143 46% |
| The government and public services | 476 33% | 242 35% | 233 32% | 77 36%i | 86 37%i | 75 34%i | 93 38%i | 59 30% | 48 35%i | 37 22% | 168 44%lm | 142 37%lm | 84 28% | 81 23% | 289 36%o | 187 30% | 143 32% | 332 34% | 386 35% | 89 29% |
| Online retailers, such as Amazon | 251 18% | 133 19% | 119 16% | 40 18%i | 45 19%i | 36 16% | 56 23%i | 37 19%i | 21 15% | 17 10% | 97 25%lm | 68 18%lm | 44 14% | 42 12% | 158 20%o | 93 15% | 55 12% | 196 20%p | 183 16% | 68 22%r |
| Email service providers eg Hotmail or gmail | 221 16% | 128 18%b | 93 13% | 38 18%i | 45 19%i | 38 17%i | 34 14%i | 37 19%i | 17 13% | 11 6% | 81 21%lm | 59 15% | 37 12% | 45 13% | 143 18%o | 79 12% | 68 15% | 154 16% | 175 16% | 46 15% |
| Mobile phone providers | 211 15% | 122 18%b | 89 12% | 49 23%fghi | 45 19%hi | 43 19%fhi | 27 11% | 26 13% | 11 8% | 11 6% | 84 22%km | 47 12% | 46 15% | 34 10% | 145 18%o | 66 10% | 66 15% | 145 15% | 169 15% | 42 14% |
| Internet service providers | 181 13% | 103 15% | 77 11% | 23 11% | 34 14% | 32 14% | 23 9% | 35 18%fi | 21 15% | 13 8% | 75 20%klm | 46 12%lm | 34 11% | 25 7% | 113 14% | 68 11% | 33 7% | 148 15%p | 144 13% | 37 12% |
| Search engines such as Bing, Google or Yahoo | 172 12% | 97 14% | 75 10% | 27 13% | 38 16%ei | 17 8% | 33 13% | 32 16%ei | 12 9% | 13 8% | 69 18%klm | 33 9% | 31 10% | 39 11% | 101 13% | 71 11% | 42 9% | 130 13% | 139 13% | 33 11% |
| Supermarkets | 165 12% | 75 11% | 90 12% | 22 10% | 33 14% | 24 11% | 30 12% | 24 12% | 15 11% | 16 10% | 66 17%klm | 39 10% | 28 9% | 32 9% | 102 13% | 63 10% | 52 12% | 112 12% | 131 12% | 33 11% |
| Social media networks e.g. twitter, Facebook etc. | 134 9% | 74 11% | 60 8% | 26 12%hi | 26 11%i | 32 14%hi | 20 8% | 15 8% | 7 5% | 7 4% | 40 10% | 37 10% | 27 9% | 30 9% | 93 12%o | 41 6% | 40 9% | 94 10% | 108 10% | 26 8% |
| Online marketplaces, such as ebay or gumtree | 128 9% | 75 11% | 53 7% | 21 10%i | 25 11%i | 19 8%i | 23 10%i | 23 12%i | 15 11%i | 2 1% | 53 14%km | 25 6% | 25 8% | 25 7% | 82 10% | 46 7% | 30 7% | 98 10% | 103 9% | 25 8% |
| Charities | 126 9% | 55 8% | 71 10% | 21 10% | 24 10% | 20 9% | 18 7% | 22 11% | 11 8% | 9 5% | 49 13%lm | 36 9% | 22 7% | 19 6% | 75 9% | 52 8% | 33 7% | 94 10% | 100 9% | 26 8% |
| Don't know | 32 2% | 10 1% | 23 3% | 2 1% | 1 * | 3 2% | 5 2% | 1 1% | 6 5%dg | 13 8%codef | - - | 9 2%j | 5 2% | 19 5%jkl | 7 1% | 26 4%n | 9 2% | 23 2% | 24 2% | 9 3% |
| None | 321 23% | 146 21% | 175 24% | 26 12% | 52 22%c | 41 18% | 40 16% | 55 28%cf | 44 32%cef | 63 37%code | 50 13% | 94 24%j | 83 27%j | 94 27%j | 155 20% | 166 26%n | 88 20% | 233 24% | 226 20% | 94 30%r |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 45
VD10A - Which of the following types of organisations, if any, do you trust with your personal information?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---|--------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 1423 | 883 | 148 | 124 | 268 | 1033 | 388 | 52 | 148 | 100 | 95 | 931 | 459 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1423 | 988 | 137 | 99* | 199 | 1116 | 305 | 50* | 118 | 79* | 61* | 955 | 444 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Banks | 802 56% | 620 63%d | 75 55%d | 51 52%d | 55 28% | 703 63%f | 99 32% | 24 48%ij | 40 34% | 45 57%hj | 16 26% | 550 58% | 250 56% | 560 64%n | 186 54% | 236 64%q | 369 63%q | 135 53% | 190 58% | 312 60% | 239 67%r |
| The government and public services | 476 33% | 379 38%cd | 47 34%cd | 17 18% | 33 16% | 413 37%f | 63 21% | 14 28% | 23 20% | 38 49%ghj | 10 17% | 318 33% | 157 35% | 329 37% | 114 33% | 147 40% | 205 35% | 89 35% | 105 32% | 208 40% | 129 36% |
| Online retailers, such as Amazon | 251 18% | 207 21%d | 26 19%d | 12 12%d | 5 3% | 230 21%f | 21 7% | 13 25%hj | 4 3% | 19 24%hj | 2 4% | 146 15% | 105 24%k | 180 20% | 66 19% | 88 24% | 108 18% | 51 20% | 64 19% | 94 18% | 88 25% |
| Email service providers eg Hotmail or gmail | 221 16% | 175 18%d | 32 23%cd | 10 10%d | 5 2% | 199 18%f | 22 7% | 7 15%h | 3 3% | 14 17%h | 4 6% | 132 14% | 89 20%k | 165 19% | 51 15% | 71 19% | 105 18% | 40 16% | 59 18% | 81 15% | 75 21% |
| Mobile phone providers | 211 15% | 181 18%bd | 13 9%cd | 10 11%d | 7 3% | 188 17%f | 23 8% | 5 10% | 6 5% | 9 12% | 2 3% | 136 14% | 76 17% | 169 19%n | 35 10% | 85 23%pq | 86 15% | 32 13% | 40 12% | 86 16% | 78 22%r |
| Internet service providers | 181 13% | 141 14%d | 23 17%d | 11 12%d | 5 3% | 166 15%f | 15 5% | 9 18%hj | 4 3% | 19 25%hj | 1 2% | 93 10% | 88 20%k | 131 15% | 44 13% | 59 16% | 76 13% | 38 15% | 36 11% | 73 14% | 66 18%r |
| Search engines such as Bing, Google or Yahoo | 172 12% | 129 13%d | 22 16%d | 14 14%d | 7 4% | 138 12% | 32 11% | 9 18%h | 4 3% | 8 10% | 4 7% | 87 9% | 84 19%k | 122 14% | 42 12% | 63 17%p | 60 10% | 39 15% | 34 10% | 74 14% | 55 15% |
| Supermarkets | 165 12% | 135 14%d | 12 9% | 7 8% | 10 5% | 144 13%f | 20 7% | 9 18%h | 7 6% | 11 14% | 3 6% | 100 10% | 65 15% | 116 13% | 38 11% | 53 14% | 69 12% | 31 12% | 34 10% | 59 11% | 61 17%rs |
| Social media networks e.g. twitter, Facebook etc. | 134 9% | 117 12%bd | 6 4% | 9 9%d | 2 1% | 122 11%f | 11 4% | 6 12%h | 1 1% | 5 6%h | 2 3% | 78 8% | 56 13%k | 119 14%n | 13 4% | 58 16%p | 46 8% | 28 11% | 26 8% | 60 11% | 45 13% |
| Online marketplaces, such as ebay or gumtree | 128 9% | 107 11%d | 10 7%cd | 7 7%d | 4 2% | 115 10%f | 13 4% | * 2% | 2 2% | 12 15%ghj | 3 4% | 66 7% | 62 14%k | 104 12%n | 20 6% | 45 12% | 52 9% | 27 11% | 31 9% | 55 11% | 38 11% |
| Charities | 126 9% | 102 10%d | 11 8% | 7 7% | 6 3% | 112 10%f | 15 5% | 4 8% | 5 4% | 8 10% | 4 6% | 66 7% | 60 14%k | 91 10% | 29 8% | 35 9% | 55 9% | 30 12% | 33 10% | 45 8% | 40 11% |
| Don't know | 32 2% | 6 1% | 1 1% | 2 2% | 23 12%abc | 7 1% | 25 8%e | 1 3% | 12 10%i | 2 2% | 5 8% | 14 1% | 11 3% | 4 1% | 5 1% | 4 1% | 3 * | 2 1% | 2 1% | 3 1% | 3 1% |
| None | 321 23% | 171 17% | 27 20% | 26 26%a | 97 49%abc | 190 17% | 130 43%e | 11 21% | 52 44%gi | 15 19% | 29 48%gi | 213 22% | 94 21% | 148 17% | 75 22% | 52 14% | 107 18% | 62 24%o | 66 20% | 87 17% | 65 18% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - op/q - r/s/t
Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 46
VD10B - And which of the following types of organisations, if any, do you not trust with your personal information?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| | TOTAL | GENDER | | AGE | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|---|--------------------------|------------|------------|------------|------------|------------|-------------|--------------|------------------|-------------------|-------------|-------------|-------------|----------------|--------------|-----------------------|------------|------------|--------------------|---------------------|
| | | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1423 | 729 | 694 | 215 | 179 | 205 | 224 | 205 | 195 | 200 | 242 | 414 | 293 | 474 | 650 | 773 | 378 | 1045 | 1031 | 391 |
| Weighted Base | 1423 | 695 | 728 | 216 | 236 | 223 | 244 | 197 | 139 | 168 | 386 | 385 | 305 | 347 | 792 | 631 | 448 | 975 | 1112 | 310 |
| Social media networks e.g. twitter, Facebook etc. | 692 49% | 346 50% | 345 47% | 100 46% | 117 50% | 105 47% | 125 51%i | 109 56%i | 71 51%i | 64 38% | 214 56%m | 189 49%m | 149 49% | 140 40% | 397 50% | 295 47% | 216 48% | 476 49% | 547 49% | 144 46% |
| Online marketplaces, such as ebay or gumtree | 541 38% | 269 39% | 272 37% | 78 36% | 85 36% | 86 39% | 93 38% | 81 41% | 57 41% | 60 36% | 155 40%m | 162 42%m | 114 37% | 109 32% | 303 38% | 238 38% | 160 36% | 381 39% | 405 36% | 135 43%r |
| Charities | 523 37% | 271 39% | 251 35% | 63 29% | 76 32% | 80 36% | 98 40%c | 88 45%cdi | 65 47%cdi | 52 31% | 150 39% | 145 38% | 117 38% | 110 32% | 303 38% | 219 35% | 158 35% | 365 37% | 396 36% | 125 40% |
| Search engines such as Bing, Google or Yahoo | 516 36% | 253 36% | 264 36% | 75 34% | 91 39% | 74 33% | 91 37% | 75 38% | 55 39% | 56 33% | 143 37% | 159 41%m | 105 34% | 110 32% | 291 37% | 225 36% | 152 34% | 364 37% | 402 36% | 113 36% |
| Supermarkets | 477 34% | 249 36% | 228 31% | 64 29% | 74 31% | 75 34% | 80 33% | 76 39% | 54 39% | 55 33% | 141 36%m | 138 36%m | 108 35%m | 91 26% | 272 34% | 205 33% | 135 30% | 342 35% | 368 33% | 108 35% |
| Online retailers, such as Amazon | 470 33% | 238 34% | 233 32% | 73 34% | 74 32% | 67 30% | 72 29% | 66 33% | 63 46%cde fgi | 55 33% | 127 33% | 146 38%m | 97 32% | 101 29% | 251 32% | 219 35% | 152 34% | 319 33% | 359 32% | 111 36% |
| Mobile phone providers | 452 32% | 224 32% | 229 31% | 58 27% | 74 31% | 63 28% | 82 34% | 75 38%ci | 55 39%ci | 45 27% | 120 31% | 136 35% | 90 29% | 106 31% | 245 31% | 207 33% | 136 30% | 317 32% | 335 30% | 116 37%r |
| Email service providers eg Hotmail or gmail | 405 28% | 200 29% | 205 28% | 60 28% | 62 26% | 51 23% | 74 30% | 62 31% | 48 34%e | 49 29% | 112 29% | 116 30% | 93 30% | 85 24% | 213 27% | 192 30% | 113 25% | 292 30% | 314 28% | 90 29% |
| Internet service providers | 401 28% | 204 29% | 197 27% | 54 25% | 67 29% | 52 23% | 70 29% | 61 31% | 45 32% | 52 31% | 112 29% | 105 27% | 95 31% | 90 26% | 204 26% | 198 31%n | 117 26% | 285 29% | 296 27% | 104 34%r |
| The government and public services | 377 26% | 200 29% | 176 24% | 57 26% | 50 21% | 60 27% | 64 26% | 63 32%d | 40 29% | 42 25% | 82 21% | 112 29% | 88 29% | 94 27% | 207 26% | 170 27% | 119 27% | 258 26% | 274 25% | 101 33%r |
| Banks | 264 19% | 138 20% | 126 17% | 30 14% | 45 19% | 31 14% | 36 15% | 44 23% | 38 27%cef | 40 24%cef | 61 16% | 74 19% | 53 17% | 76 22% | 130 16% | 134 21% | 70 16% | 194 20% | 181 16% | 82 26%r |
| Don't know | 57 4% | 15 2% | 42 6%a | 2 1% | 7 3% | 10 5% | 6 3% | 7 3% | 8 6%c | 15 9%cdfg | 10 3% | 8 2% | 15 5% | 24 7%jk | 23 3% | 34 5%n | 22 5% | 35 4% | 44 4% | 12 4% |
| None | 191 13% | 85 12% | 106 15% | 19 9% | 33 14% | 22 10% | 28 12% | 24 12% | 18 13% | 47 28%code fgh | 38 10% | 52 14% | 46 15% | 54 16% | 87 11% | 104 16%n | 50 11% | 141 15% | 141 13% | 51 16% |
| MISSING | 27 2% | 14 2% | 13 2% | 2 1% | 8 3% | 4 2% | 3 1% | 6 3% | 3 2% | 1 1% | 13 3%m | 9 2% | 4 1% | 2 1% | 19 2% | 8 1% | 2 * | 26 3%p | 22 2% | 5 2% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 47
VD10B - And which of the following types of organisations, if any, do you not trust with your personal information?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---|--------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|------------------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 1423 | 883 | 148 | 124 | 268 | 1033 | 388 | 52 | 148 | 100 | 95 | 931 | 459 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1423 | 988 | 137 | 99* | 199 | 1116 | 305 | 50* | 118 | 79* | 61* | 955 | 444 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Social media networks e.g. twitter, Facebook etc. | 692 49% | 502 51%d | 73 54%d | 48 49%d | 68 34% | 569 51%f | 123 40% | 20 40% | 43 37% | 42 53%h | 29 48% | 508 53%l | 183 41% | 444 50% | 180 53% | 160 43% | 324 55%o | 134 53% | 191 58% _s | 237 45% | 190 53% |
| Online marketplaces, such as ebay or gumtree | 541 38% | 384 39% | 55 40% | 36 37% | 66 33% | 435 39% | 106 35% | 16 33% | 43 37% | 29 37% | 28 47% | 399 42%l | 141 32% | 355 40% | 120 35% | 135 36% | 219 37% | 117 46% | 132 40% | 193 37% | 148 42% |
| Charities | 523 37% | 381 39% | 42 30% | 37 38% | 63 32% | 411 37% | 112 37% | 14 28% | 38 32% | 37 47% | 28 47% | 389 41%l | 133 30% | 334 38% | 126 37% | 126 34% | 219 37% | 112 44%o | 132 40% | 201 38% | 125 35% |
| Search engines such as Bing, Google or Yahoo | 516 36% | 379 38%b | 37 27% | 31 31% | 70 35% | 411 37% | 105 35% | 12 24% | 44 37% | 29 37% | 25 42% | 394 41%l | 120 27% | 337 38% | 109 32% | 125 34% | 204 35% | 114 45%op | 127 39% | 191 36% | 126 35% |
| Supermarkets | 477 34% | 339 34% | 43 31% | 31 32% | 64 32% | 367 33% | 110 36% | 20 20% | 45 38%g | 32 41%g | 22 36% | 350 37%l | 125 28% | 307 35% | 105 31% | 118 32% | 196 33% | 96 38% | 115 35% | 183 35% | 112 31% |
| Online retailers, such as Amazon | 470 33% | 328 33% | 36 27% | 35 36% | 71 36% | 361 32% | 109 36% | 10 20% | 45 38%g | 35 44%g | 29 48%g | 359 38%l | 109 25% | 300 34% | 99 29% | 96 26% | 193 33% | 106 42%op | 124 38% | 163 31% | 110 31% |
| Mobile phone providers | 452 32% | 325 33% | 32 24% | 33 33% | 62 31% | 346 31% | 106 35% | 8 16% | 37 31% | 31 40%g | 24 39%g | 335 35%l | 115 26% | 284 32% | 106 31% | 106 29% | 190 32% | 90 35% | 111 34% | 163 31% | 113 32% |
| Email service providers eg Hotmail or gmail | 405 28% | 286 29% | 28 20% | 30 30% | 62 31% | 312 28% | 94 31% | 10 19% | 39 33% | 24 31% | 23 38% | 305 32%l | 100 22% | 252 29% | 91 27% | 86 23% | 164 28% | 91 36%o | 105 32% _s | 126 24% | 111 31% |
| Internet service providers | 401 28% | 276 28% | 32 24% | 34 34% | 59 30% | 304 27% | 97 32% | 12 23% | 40 34% | 23 29% | 22 36% | 309 32%l | 91 21% | 252 29% | 90 26% | 84 23% | 168 29% | 85 34%o | 100 30% | 138 26% | 102 29% |
| The government and public services | 377 26% | 253 26% | 37 27% | 34 34% | 53 27% | 288 26% | 89 29% | 9 18% | 34 29% | 17 21% | 23 38%g | 289 30%l | 86 19% | 232 26% | 91 27% | 70 19% | 165 28%o | 85 33%o | 98 30% | 120 23% | 103 29% |
| Banks | 264 19% | 159 16% | 27 20% | 19 20% | 58 29%a | 182 16% | 82 27%e | 12 24% | 28 24% | 19 24% | 19 31% | 198 21%l | 66 15% | 138 16% | 68 20% | 47 13% | 91 16% | 65 26%op | 61 19% | 86 16% | 56 16% |
| Don't know | 57 4% | 26 3% | 2 1% | 4 4% | 25 13%abc | 26 2% | 28 9%e | 6 12% | 9 8% | 2 2% | 7 11%i | 29 3% | 20 4% | 20 2% | 12 3% | 9 2% | 15 2% | 5 2% | 6 2% | 18 3% | 4 1% |
| None | 191 13% | 98 10% | 21 15% | 19 19%a | 53 27%ab | 121 11% | 70 23%e | 12 24%i | 35 30%i | 6 8% | 12 19% | 94 10% | 84 19%k | 83 9% | 55 16% _m | 42 11% | 59 10% | 36 14% | 37 11% | 57 11% | 44 12% |
| MISSING | 27 2% | 24 2% | 1 1% | 1 1% | 2 1% | 22 2% | 5 2% | - | 1 1% | 2 2% | 1 2% | 6 1% | 21 5%k | 21 2% | 5 1% | 8 2% | 10 2% | 8 3% | 6 2% | 8 2% | 11 3% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - op/q - r/s/t
Overlap formulae used. * small base

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Table 48
VD11 - There are many reasons why companies might collect your personal information online.
What do you think are the main reasons why companies want to collect your personal data?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | |
|------------------------|-------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|-----------|-----------|-----------|---------------------|----------------------------|-----------------------|-----------|------------------------------|-------------------------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK- ING (n) | NOT WORK- ING (o) | YES (p) | NO (q) | NO DISAB- ILITY (r) | ANY DISAB- ILITY (s) |
| Unweighted Base | | | | | | | | | | | | | | | | | | | |
| 1423 | 729 | 694 | 215 | 179 | 205 | 224 | 205 | 195 | 200 | 242 | 414 | 293 | 474 | 650 | 773 | 378 | 1045 | 1031 | 391 |
| Weighted Base | | | | | | | | | | | | | | | | | | | |
| 1423 | 695 | 728 | 216 | 236 | 223 | 244 | 197 | 139 | 168 | 386 | 385 | 305 | 347 | 792 | 631 | 448 | 975 | 1112 | 310 |
| 591 | 291 | 299 | 71 | 105 | 84 | 129 | 90 | 62 | 49 | 190 | 162 | 137 | 101 | 369 | 221 | 183 | 407 | 470 | 120 |
| 41% | 42% | 41% | 33% | 44%ci | 38% | 53%cei | 46%ci | 44%ci | 29% | 49%lm | 42%lm | 45%lm | 29% | 47%o | 35% | 41% | 42% | 42% | 39% |
| 549 | 269 | 280 | 69 | 93 | 103 | 105 | 77 | 57 | 45 | 186 | 149 | 112 | 102 | 347 | 202 | 200 | 350 | 433 | 117 |
| 39% | 39% | 38% | 32% | 39%ii | 46%ci | 43%ci | 39%ii | 41%ii | 27% | 48%klm | 39%lm | 37% | 29% | 44%o | 32% | 44%q | 36% | 39% | 38% |
| 499 | 244 | 255 | 72 | 77 | 89 | 100 | 74 | 56 | 31 | 179 | 147 | 97 | 75 | 303 | 196 | 147 | 352 | 406 | 92 |
| 35% | 35% | 35% | 33%ii | 33%ii | 40%ii | 41%ii | 38%ii | 41%ii | 18% | 47%lm | 38%lm | 32%lm | 22% | 38%o | 31% | 33% | 36% | 37%ss | 30% |
| 370 | 181 | 189 | 44 | 67 | 70 | 77 | 46 | 40 | 24 | 116 | 94 | 100 | 59 | 232 | 138 | 138 | 232 | 298 | 71 |
| 26% | 26% | 26% | 21% | 29%ii | 32%ci | 32%ci | 23% | 29%ii | 15% | 30%lm | 25%lm | 33%klm | 17% | 29%o | 22% | 31%q | 24% | 27% | 23% |
| 293 | 147 | 146 | 45 | 54 | 63 | 36 | 44 | 33 | 18 | 99 | 77 | 55 | 62 | 194 | 98 | 88 | 204 | 230 | 63 |
| 21% | 21% | 20% | 21%ii | 23%ii | 28%fi | 15% | 22%ii | 24%ii | 11% | 26%lm | 20% | 18% | 18% | 25%o | 16% | 20% | 21% | 21% | 20% |
| 216 | 108 | 108 | 38 | 32 | 49 | 32 | 33 | 19 | 14 | 77 | 46 | 47 | 46 | 134 | 82 | 77 | 138 | 170 | 46 |
| 15% | 16% | 15% | 17%ii | 14% | 22%fi | 13% | 17%ii | 13% | 8% | 20%k | 12% | 15% | 13% | 17% | 13% | 17% | 14% | 15% | 15% |
| 207 | 107 | 100 | 27 | 32 | 42 | 34 | 26 | 27 | 18 | 62 | 65 | 43 | 36 | 124 | 83 | 53 | 153 | 166 | 41 |
| 15% | 15% | 14% | 12% | 14% | 19% | 14% | 13% | 20%ii | 11% | 16% | 17%lm | 14% | 10% | 16% | 13% | 12% | 16% | 15% | 13% |
| 202 | 90 | 112 | 32 | 29 | 49 | 40 | 23 | 20 | 10 | 79 | 58 | 31 | 33 | 143 | 59 | 73 | 129 | 170 | 32 |
| 14% | 13% | 15% | 15%ii | 12% | 22%dgi | 16%ii | 11% | 14%ii | 6% | 20%lm | 15%lm | 10% | 10% | 18%o | 9% | 16% | 13% | 15%ss | 10% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 48
VD11 - There are many reasons why companies might collect your personal information online.
What do you think are the main reasons why companies want to collect your personal data?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|---|-------------|-----------------|-----------|-----------------|-----------|-----------|-----------|-----------|---------|---------------------|------------------|-----------------|-----------------|-------------------|------------------|-----------------------|--------|--------------------|---------------------|-----------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) | |
| Weighted Base | 1423 | 695 | 728 | 216 | 236 | 223 | 244 | 197 | 139 | 168 | 386 | 385 | 305 | 347 | 792 | 631 | 448 | 975 | 1112 | 310 |
| Because they want to know more about people for the sake of it | 105 | 47 | 57 | 18 | 20 | 15 | 16 | 10 | 11 | 14 | 28 | 31 | 24 | 23 | 53 | 52 | 37 | 67 | 80 | 24 |
| | 7% | 7% | 8% | 9% | 8% | 7% | 7% | 5% | 8% | 9% | 7% | 8% | 8% | 7% | 7% | 8% | 8% | 7% | 7% | 8% |
| To help them keep the cost down for their products or services or provide them for free | 89 | 55 | 35 | 11 | 15 | 19 | 18 | 15 | 6 | 5 | 37 | 22 | 16 | 15 | 61 | 28 | 27 | 62 | 80 | 9 |
| | 6% | 8% ^b | 5% | 5% | 6% | 9% | 8% | 8% | 5% | 3% | 10% ^m | 6% | 5% | 4% | 8% ^o | 4% | 6% | 6% | 7% ^s | 3% |
| To sell to people | 14 | 9 | 5 | 1 | * | 2 | 3 | 5 | 2 | 2 | 6 | 5 | 2 | 2 | 6 | 8 | 2 | 13 | 11 | 3 |
| | 1% | 1% | 1% | * | * | 1% | 1% | 3% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% |
| For research / to gain information | 14 | 5 | 8 | 6 | 2 | 3 | - | 3 | 1 | - | 7 | 3 | 2 | 2 | 3 | 10 | 4 | 10 | 10 | 4 |
| | 1% | 1% | 1% | 3% ^f | 1% | 1% | - | 1% | * | - | 2% | 1% | 1% | 1% | * | 2% ⁿ | 1% | 1% | 1% | 1% |
| To gain information about you | 11 | 5 | 7 | 3 | 3 | 2 | - | 2 | * | * | 3 | * | 4 | 3 | 7 | 5 | 5 | 7 | 8 | 3 |
| | 1% | 1% | 1% | 1% | 1% | 1% | - | 1% | * | * | 1% | * | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| Government use | 8 | 7 | 1 | - | 3 | - | 3 | 2 | - | - | 2 | 3 | 3 | - | 8 | - | 3 | 5 | 7 | 1 |
| | 1% | 1% | * | - | 1% | - | 1% | 1% | - | - | 1% | 1% | 1% | - | 1% ^o | - | 1% | 1% | 1% | * |
| For monetary gains | 8 | 7 | 1 | 1 | 1 | 2 | - | - | 1 | 3 | 3 | 1 | 1 | 3 | 5 | 3 | * | 7 | 4 | 4 |
| | 1% | 1% | * | * | 1% | 1% | - | - | 1% | 2% | 1% | * | * | 1% | 1% | * | * | 1% | * | 1% |
| Marketing | 6 | 5 | 1 | 1 | - | 3 | * | 1 | 1 | - | 3 | 1 | - | 2 | 3 | 3 | * | 6 | 2 | 4 |
| | * | 1% | * | * | - | 1% | * | 1% | 1% | - | 1% | * | - | 1% | * | 1% | * | 1% | * | 1% ^r |
| Advertising | 6 | 4 | 1 | 1 | 2 | 1 | 1 | 1 | - | 1 | 1 | 1 | 3 | 3 | 3 | 3 | 2 | 4 | 6 | - |
| | * | 1% | * | * | 1% | * | 1% | * | - | * | * | * | 1% | * | * | * | * | * | 1% | - |
| Identity theft / hacking | 4 | 3 | 2 | 2 | - | 2 | - | * | - | - | 2 | 2 | - | - | 4 | * | * | 4 | 1 | 4 |
| | * | * | * | 1% | - | 1% | - | - | * | - | 1% | 1% | - | - | * | * | * | * | * | 1% ^r |
| Fraud | 4 | 1 | 3 | 2 | - | * | - | 1 | 1 | - | - | 1 | 3 | * | 3 | 2 | 3 | 2 | 3 | 2 |
| | * | * | * | 1% | - | * | - | * | - | - | - | * | 1% | * | * | * | 1% | * | * | * |
| To check what you're doing online | 4 | 2 | 2 | 1 | - | 1 | - | - | - | 2 | - | - | 3 | 1 | 1 | 3 | 1 | 3 | 2 | 2 |
| | * | * | * | 1% | - | * | - | - | - | 1% | - | - | 1% | * | * | * | * | * | * | 1% |
| Don't use the internet | 4 | 2 | 2 | - | - | 1 | - | 1 | - | 2 | - | - | 1 | 3 | 1 | 3 | 2 | 2 | 2 | 2 |
| | * | * | * | - | - | 1% | - | * | - | 1% | - | - | * | 1% | * | * | * | * | * | * |
| To check credit rating | 3 | 2 | 1 | - | 1 | - | - | 2 | * | - | 2 | - | 1 | * | - | 3 | 1 | 2 | * | 3 |
| | * | * | * | - | * | - | - | 1% | * | - | * | - | * | * | * | * | * | * | * | 1% ^r |
| Other | 38 | 27 | 11 | 8 | 5 | 6 | 6 | 6 | 4 | 1 | 16 | 8 | 9 | 4 | 18 | 20 | 13 | 25 | 32 | 6 |
| | 3% | 4% ^b | 1% | 4% | 2% | 3% | 2% | 3% | 3% | 1% | 4% | 2% | 3% | 1% | 2% | 3% | 3% | 3% | 3% | 2% |
| No reasons | 101 | 42 | 59 | 14 | 12 | 6 | 9 | 13 | 11 | 35 | 8 | 25 | 19 | 50 | 30 | 70 | 20 | 81 | 77 | 24 |
| | 7% | 6% | 8% | 7% | 5% | 3% | 4% | 7% | 8% | 21% ^{cdef} | 2% | 6% ^j | 6% ^j | 14% ^{kl} | 4% | 11% ⁿ | 4% | 8% ^p | 7% | 8% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used.

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Table 48
VD11 - There are many reasons why companies might collect your personal information online.
What do you think are the main reasons why companies want to collect your personal data?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| TOTAL | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | |
|-------|----------|-----------------|-----------------|-----------|-----------|-----------|-----------|-----------------|--------------------|--------------|-----------------|-----------------|-------------------|----------------|------------------|-----------------------|--------|--------------------|---------------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| 1423 | 695 | 728 | 216 | 236 | 223 | 244 | 197 | 139 | 168 | 386 | 385 | 305 | 347 | 792 | 631 | 448 | 975 | 1112 | 310 |
| 76 | 24 | 52 | 15 | 14 | 3 | 7 | 7 | 10 | 20 | 3 | 18 | 17 | 38 | 24 | 52 | 20 | 56 | 58 | 19 |
| 5% | 3% | 7% ^a | 7% ^e | 6% | 1% | 3% | 4% | 7% ^e | 12% ^{efg} | 1% | 5% ^j | 6% ^j | 11% ^{kl} | 3% | 8% ⁿ | 4% | 6% | 5% | 6% |

Weighted Base
 Don't know

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used.



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Table 49
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What do you think are the main reasons why companies want to collect your personal data?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------------|------------------------|-----------------------------|------------------------|------------------------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base 1423 | 883 | 148 | 124 | 268 | 1033 | 388 | 52 | 148 | 100 | 95 | 931 | 459 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base 1423 | 988 | 137 | 99* | 199 | 1116 | 305 | 50* | 118 | 79* | 61* | 955 | 444 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| So they can send customers more marketing material and adverts to try to sell them more products or services 591 41% | 456 46%d | 59 43%d | 40 40%d | 36 18% | 513 46%f | 77 25% | 19 38% | 30 25% | 45 57%hj | 17 28% | 424 44%l | 166 38% | 403 46% | 151 44% | 147 40% | 277 47% | 130 51%o | 170 52% ^s | 217 41% | 166 46% |
| So they can sell the data to other companies 549 39% | 428 43%d | 48 35%d | 35 35%d | 38 19% | 473 42%f | 77 25% | 23 46%h | 21 18% | 38 48%h | 19 32%h | 399 42%l | 150 34% | 389 44%n | 123 36% | 128 35% | 278 47% ^o | 105 42% | 146 44% | 223 43% | 139 39% |
| So they can send their customers more relevant marketing material and adverts to try to sell them more products or services 499 35% | 415 42%bcd | 37 27%d | 29 29%d | 19 9% | 441 39%f | 58 19% | 18 35%h | 13 11% | 39 50%hj | 17 28%h | 339 35% | 160 36% | 353 40% | 128 37% | 123 33% | 250 43% ^o | 106 42% | 149 45% ^s | 188 36% | 142 40% |
| So they can share the data with companies from the same group 370 26% | 291 29%d | 31 22%d | 31 32%d | 17 8% | 319 29%f | 51 17% | 11 22% | 14 12% | 31 40%hj | 9 15% | 269 28% | 101 23% | 250 28% | 103 30% | 73 20% | 199 34% ^o | 82 32% ^o | 103 31% | 145 28% | 103 29% |
| To understand the types of people who use their products or services 293 21% | 246 25%bd | 12 9% | 19 20%bd | 16 8% | 256 23%f | 37 12% | 6 12% | 12 10% | 24 31%ghj | 9 14% | 197 21% | 96 22% | 213 24% | 64 19% | 83 22% | 154 26%q | 39 15% | 85 26% | 121 23% | 72 20% |
| To improve their customer service (for example, by knowing the name or past history of the customer if they get in contact) 216 15% | 181 18%bcd | 11 8% | 9 9% | 15 8% | 185 17%f | 31 10% | 6 13% | 7 6% | 14 17%h | 5 8% | 146 15% | 70 16% | 155 18% | 46 13% | 62 17% | 102 17% | 35 14% | 66 20% ^t | 94 18% ^t | 40 11% |
| Because they want to manipulate people's attitudes or behaviours 207 15% | 161 16%d | 16 12% | 15 16%d | 14 7% | 178 16%f | 29 9% | 8 15% | 10 9% | 18 23%h | 9 16% | 176 18%l | 31 7% | 144 16% | 48 14% | 42 11% | 109 19% ^o | 42 16% | 42 13% | 89 17% | 61 17% |
| To help them develop new products or services 202 14% | 174 18%bd | 8 6% | 11 12%d | 8 4% | 178 16%f | 22 7% | 5 11% | 5 4% | 13 16%h | 7 11% | 160 17%l | 42 9% | 154 17%n | 39 12% | 67 18% | 96 16% | 29 12% | 59 18% | 84 16% | 49 14% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - op/q - r/s/t
Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 49
VD11 - There are many reasons why companies might collect your personal information online.
What do you think are the main reasons why companies want to collect your personal data?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|---|-------------------------|----------------|---------------------|----------------|----------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|----------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|----------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Weighted Base | 1423 | 988 | 137 | 99* | 199 | 1116 | 305 | 50* | 118 | 79* | 61* | 955 | 444 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Because they want to know more about people for the sake of it | 105 7% | 71 7% | 12 8% | 10 10% | 12 6% | 79 7% | 25 8% | 6 11% | 9 7% | 5 6% | 6 10% | 80 8% | 23 5% | 65 7% | 27 8% | 36 10% | 43 7% | 12 5% | 16 5% | 53 10%r | 23 6% |
| To help them keep the cost down for their products or services or provide them for free | 89 6% | 77 8%abc | 3 2% | 1 1% | 8 4% | 77 7% | 13 4% | 4 7% | 2 1% | 2 3% | 4 6% | 68 7% | 21 5% | 62 7% | 20 6% | 32 9%q | 40 7% | 9 4% | 16 5% | 38 7% | 28 8% |
| To sell to people | 14 1% | 8 1% | 1 1% | 3 3% | 2 1% | 12 1% | 2 1% | - - | 2 1% | 1 2% | 1 1% | 12 1% | 2 1% | 5 1% | 7 2% ^m | 4 1% | 5 1% | 3 1% | 2 1% | 5 1% | 5 1% |
| For research / to gain information | 14 1% | 13 1% | - - | 1 1% | - - | 14 1% | - - | - - | - - | 1 1% | - - | 10 1% | 4 1% | 14 2% | - - | 7 2% | 7 1% | - - | * - | 8 2% | 6 2% |
| To gain information about you | 11 1% | 10 1% | - - | 1 1% | * * | 11 1% | 1 * | - - | * * | - - | * 1% | 8 1% | 3 1% | 8 1% | 3 1% | 2 1% | 6 1% | 2 1% | 5 1% | 3 1% | 4 1% |
| Government use | 8 1% | 8 1% | - - | - - | - - | 7 1% | 1 * | - - | - - | - - | - - | 6 1% | 2 1% | 7 1% | 1 * | - - | 8 1% | - - | 3 1% | 3 1% | 2 1% |
| For monetary gains | 8 1% | 5 1% | 1 1% | - - | 2 1% | 6 1% | 2 1% | 1 3% | 2 1% | 1 1% | - - | 7 1% | 1 * | 3 * | 3 1% | 1 * | 2 * | 2 1% | * * | 5 1% | - - |
| Marketing | 6 * | 5 1% | - - | * * | 1 1% | 5 * | 1 * | - - | - - | - - | 1 2% | 6 1% | - - | 5 1% | - - | * * | 3 * | 2 1% | 1 * | 1 * | 3 1% |
| Advertising | 6 * | 4 * | - - | - - | 2 1% | 4 * | 2 1% | - - | 1 - | - - | - - | 2 * | 3 1% | 4 * | - - | - - | 2 * | 1 1% | 3 1% | 1 * | 1 * |
| Identity theft / hacking | 4 * | 4 * | * * | - - | - - | 4 * | - - | - - | - - | * 1% | - - | 4 * | - - | 4 * | * * | - - | 4 1% | 1 * | * * | 2 * | 2 1% |
| Fraud | 4 * | 3 * | - - | - - | 2 1% | 3 * | 2 1% | - - | - - | - - | 1 1% | 1 * | 3 1% | 3 * | - - | - - | * 1% | 2 1% | - - | - - | 3 1% |
| To check what you're doing online | 4 * | 2 * | - - | - - | 2 1% | 2 * | 2 1% | - - | 2 1% | - - | - - | 3 * | 1 * | 2 * | - - | 2 1% | - - | - - | 2 1% | - - | - - |
| Don't use the internet | 4 * | - - | - - | - - | 4 2% ^a | - - | 4 1% ^e | - - | 2 2% | - - | - - | * * | 2 * | - - | - - | - - | - - | - - | - - | - - | - - |
| To check credit rating | 3 * | 3 * | - - | * * | - - | 3 * | * * | 1 * | - - | - - | * 1% | 1 * | 2 * | 3 * | * * | - - | 2 * | 1 * | 1 * | 2 * | * * |
| Other | 38 3% | 28 3% | 2 1% | 3 3% | 4 2% | 31 3% | 7 2% | - - | 1 1% | 1 1% | 4 6% ^h | 28 3% | 10 2% | 23 3% | 11 3% | 12 3% | 13 2% | 9 3% | 7 2% | 16 3% | 10 3% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base

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Table 49
VD11 - There are many reasons why companies might collect your personal information online.
What do you think are the main reasons why companies want to collect your personal data?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|----------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|-----|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Weighted Base | 1423 | 988 | 137 | 99* | 199 | 1116 | 305 | 50* | 118 | 79* | 61* | 955 | 444 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| No reasons | 101 | 24 | 11 | 8 | 58 | 32 | 69 | 1 | 34 | - | 11 | 51 | 44 | 26 | 17 | 16 | 16 | 8 | 8 | 17 | 17 |
| | 7% | 2% | 8%a | 8%a | 29%abc | 3% | 23%e | 3% | 29%gi | - | 19%gj | 5% | 10%k | 3% | 5% | 4% | 3% | 3% | 3% | 3% | 5% |
| Don't know | 76 | 26 | 7 | 3 | 40 | 32 | 43 | - | 20 | 1 | 9 | 42 | 20 | 28 | 8 | 12 | 12 | 7 | 10 | 15 | 8 |
| | 5% | 3% | 5% | 3% | 20%abc | 3% | 14%e | - | 17%gi | 1% | 14%gj | 4% | 5% | 3% | 2% | 3% | 2% | 14%q | 3% | 3% | 2% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base

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Table 50
VD12 - There are many ways in which companies can collect information about people on the internet. Which, if any, of the following have you heard of?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|---|--------------------------|---------------------|------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|--------------------|--------------|---------------------------------------|------------------------------|---------------------|----------------|---------------------|-----------------------|---------------------|------------|---------------------|---------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1423 | 729 | 694 | 215 | 179 | 205 | 224 | 205 | 195 | 200 | 242 | 414 | 293 | 474 | 650 | 773 | 378 | 1045 | 1031 | 391 |
| Weighted Base | 1423 | 695 | 728 | 216 | 236 | 223 | 244 | 197 | 139 | 168 | 386 | 385 | 305 | 347 | 792 | 631 | 448 | 975 | 1112 | 310 |
| Asking customers to register some details about themselves and to opt in or out of receiving marketing information from that company | 935 66% | 486 70%b | 449 62% | 149 69% <i>i</i> | 170 72% <i>i</i> | 157 71% <i>i</i> | 170 69% <i>i</i> | 137 69% <i>i</i> | 95 68% <i>i</i> | 57 34% | 312 81% <i>k</i> <i>l</i> <i>m</i> | 282 73% <i>l</i> <i>m</i> | 186 61% <i>m</i> | 155 45% | 588 74% <i>o</i> | 347 55% | 297 66% | 637 65% | 756 68% <i>s</i> | 178 57% |
| 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 | 910 64% | 479 69% <i>b</i> | 431 59% | 154 71% <i>h</i> <i>i</i> | 160 68% <i>i</i> | 155 70% <i>h</i> <i>i</i> | 180 74% <i>h</i> <i>i</i> | 133 67% <i>i</i> | 80 57% <i>i</i> | 48 28% | 316 82% <i>k</i> <i>l</i> <i>m</i> | 266 69% <i>l</i> <i>m</i> | 170 56% <i>m</i> | 157 45% | 576 73% <i>o</i> | 333 53% | 305 68% | 605 62% | 729 66% <i>s</i> | 179 58% |
| Asking customers to register some details about themselves and opt in or out of receiving marketing information from other 'trusted' companies | 905 64% | 471 68% <i>b</i> | 435 60% | 136 63% <i>i</i> | 160 68% <i>i</i> | 163 73% <i>i</i> | 172 71% <i>i</i> | 130 66% <i>i</i> | 88 63% <i>i</i> | 56 33% | 314 81% <i>k</i> <i>l</i> <i>m</i> | 277 72% <i>l</i> <i>m</i> | 160 53% | 153 44% | 570 72% <i>o</i> | 336 53% | 288 64% | 617 63% | 725 65% <i>s</i> | 179 58% |
| Asking to access information from people's social networking profiles, such as Facebook or twitter, in order to provide them with adverts or special offers likely to interest them | 784 55% | 399 57% | 385 53% | 136 63% <i>h</i> <i>i</i> | 155 66% <i>h</i> <i>i</i> | 148 66% <i>h</i> <i>i</i> | 143 59% <i>h</i> <i>i</i> | 109 55% <i>h</i> <i>i</i> | 54 39% <i>i</i> | 39 23% | 268 69% <i>k</i> <i>l</i> <i>m</i> | 217 56% <i>m</i> | 161 53% <i>m</i> | 139 40% | 522 66% <i>o</i> | 262 42% | 278 62% <i>q</i> | 506 52% | 648 58% <i>s</i> | 136 44% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 50
VD12 - There are many ways in which companies can collect information about people on the internet. Which, if any, of the following have you heard of?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

Weighted Base

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 for things likely to be of interest

Don't know

None

| TOTAL | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | |
|------------|-------------|------------|--------------|---------------|--------------|--------------|------------------|------------------|-------------------|--------------|-------------|-----------------|-----------------|----------------|------------------|-----------------------|-----------------|--------------------|---------------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| 1423 | 695 | 728 | 216 | 236 | 223 | 244 | 197 | 139 | 168 | 386 | 385 | 305 | 347 | 792 | 631 | 448 | 975 | 1112 | 310 |
| 742 52% | 402 58%b | 340 47% | 122 57%hi | 157 67%ghi | 129 58%hi | 144 59%hi | 95 48%i | 62 44%i | 33 20% | 250 65%lm | 216 56%m | 152 50%m | 124 36% | 485 61%o | 257 41% | 240 53% | 503 52% | 601 54% s | 141 45% |
| 75 5% | 26 4% | 49 7%a | 9 4% | 15 6% | 9 4% | 8 3% | 5 2% | 11 8%g | 19 11%cefg | 5 1% | 13 4% | 14 5% | 43 12%jkl | 30 4% | 45 7% n | 27 6% | 48 5% | 57 5% | 18 6% |
| 139 10% | 52 7% | 87 12%a | 4 2% | 9 4% | 6 3% | 14 6% | 20 10% cde | 18 13% cde | 67 40% cdef | 14 4% | 23 6% | 48 16% jk | 55 16% jk | 27 3% | 111 18% n | 11 2% | 127 13% p | 88 8% | 51 16% f |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used.

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Table 51
VD12 - There are many ways in which companies can collect information about people on the internet. Which, if any, of the following have you heard of?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base 1423 | 883 | 148 | 124 | 268 | 1033 | 388 | 52 | 148 | 100 | 95 | 931 | 459 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base 1423 | 988 | 137 | 99* | 199 | 1116 | 305 | 50* | 118 | 79* | 61* | 955 | 444 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Asking customers to register some details about themselves and to opt in or out of receiving marketing information from that company 935 66% | 756 76%bcd | 80 59%d | 59 60%d | 39 20% | 832 75%f | 102 34% | 35 70%hj | 22 19% | 67 86%hj | 27 45%h | 643 67% | 292 66% | 668 76%n | 227 66% | 227 61% | 468 80%o | 198 78%o | 245 74% | 380 72% | 266 74% |
| 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 910 64% | 744 75%cd | 95 69%cd | 49 50%d | 21 11% | 826 74%f | 84 28% | 30 60%hj | 17 15% | 62 78%hj | 19 31%h | 626 66% | 283 64% | 652 74% | 236 69% | 222 60% | 466 79%o | 197 78%o | 239 72% | 372 71% | 272 76% |
| Asking customers to register some details about themselves and opt in or out of receiving marketing information from other 'trusted' companies 905 64% | 739 75%bcd | 79 58%d | 58 59%d | 30 15% | 812 73%f | 94 31% | 35 70%hj | 21 18% | 67 85%hj | 21 35%h | 626 66% | 280 63% | 657 75%n | 219 64% | 226 61% | 449 76%o | 199 78%o | 242 74% | 369 70% | 260 73% |
| Asking to access information from people's social networking profiles, such as Facebook or twitter, in order to provide them with adverts or special offers likely to interest them 784 55% | 650 66%bcd | 69 51%cd | 41 42%d | 24 12% | 704 63%f | 80 26% | 21 41%h | 18 16% | 37 47%hj | 17 29%h | 537 56% | 246 55% | 608 69%n | 152 44% | 215 58% | 370 63% | 174 69%o | 217 66% | 309 59% | 231 65% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base

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Table 51
VD12 - There are many ways in which companies can collect information about people on the internet. Which, if any, of the following have you heard of?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

Weighted Base
 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 for things likely to be of interest
 Don't know
 None

| TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|-------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| 1423 | 988 | 137 | 99* | 199 | 1116 | 305 | 50* | 118 | 79* | 61* | 955 | 444 | 882 | 342 | 370 | 587 | 254 | 330 | 444 | 357 |
| 742 | 606 | 67 | 42 | 27 | 667 | 75 | 17 | 16 | 43 | 18 | 520 | 221 | 545 | 170 | 209 | 352 | 153 | 208 | 291 | 213 |
| 52% | 61%bcd | 49%d | 42%d | 14% | 60%f | 25% | 34%h | 13% | 55%ghj | 30%h | 54% | 50% | 62%n | 50% | 57% | 60% | 60% | 63% | 56% | 60% |
| 75 | 21 | 10 | 3 | 42 | 26 | 46 | - | 19 | 1 | 10 | 40 | 22 | 23 | 11 | 20 | 5 | 2 | 6 | 15 | 8 |
| 5% | 2% | 7%a | 3% | 21%abc | 2% | 15%e | - | 16%gl | 1% | 16%gl | 4% | 5% | 3% | 3% | 5%pq | 1% | 1% | 2% | 3% | 2% |
| 139 | 22 | 11 | 16 | 90 | 33 | 105 | 6 | 61 | 1 | 17 | 79 | 49 | 24 | 25 | 16 | 18 | 14 | 13 | 16 | 19 |
| 10% | 2% | 8%a | 17%a | 45%abc | 3% | 35%e | 12%i | 52%gij | 2% | 27%i | 8% | 11% | 3% | 7%ml | 4% | 3% | 5% | 4% | 3% | 5% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 52
VD13 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally: SUMMARY
BASE: ALL WHO ARE INTERNET USERS

| | Total Unwtd | Total Wtd | Does not benefit me at all 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Benefits me a great deal 10 | MEAN | Does not benefit me [1-3] | Neither [4-7] | Benefits me a great deal [8-10] | Don't know |
|--|-------------|-----------|---------------------------------|------------|------------|------------|------------|------------|------------|----------|----------|--------------------------------|------|------------------------------|------------------|------------------------------------|------------|
| Receiving more targeted adverts and marketing materials to try to sell more goods and services | 1155 | 1224 | 436 36% | 93 8% | 103 8% | 117 10% | 195 16% | 106 9% | 104 8% | 42 3% | 9 1% | 8 1% | 3.49 | 631 52% | 522 43% | 59 5% | 11 1% |
| Helping companies develop new products or services that are designed to appeal to you | 1155 | 1224 | 289 24% | 75 6% | 125 10% | 112 9% | 249 20% | 144 12% | 118 10% | 76 6% | 11 1% | 10 1% | 4.14 | 490 40% | 622 51% | 98 8% | 14 1% |
| Allowing other companies to have access to your personal details | 1155 | 1224 | 584 48% | 140 11% | 126 10% | 98 8% | 140 11% | 63 5% | 44 4% | 12 1% | 3 * | 2 * | 2.61 | 849 69% | 345 28% | 17 1% | 12 1% |
| Receiving better customer service: for example, by knowing the name or past history of the customer if they get in touch | 1155 | 1224 | 276 23% | 66 5% | 105 9% | 125 10% | 224 18% | 142 12% | 129 11% | 90 7% | 19 2% | 36 3% | 4.41 | 448 37% | 620 51% | 145 12% | 11 1% |
| As a way to keep the prices companies charge for goods or services cheap or free | 1155 | 1224 | 321 26% | 89 7% | 96 8% | 93 8% | 267 22% | 122 10% | 99 8% | 47 4% | 16 1% | 49 4% | 4.11 | 507 41% | 580 47% | 112 9% | 25 2% |

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Table 53
VD13_1 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally?
Receiving more targeted adverts and marketing materials to try to sell more goods and services.
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | |
|---------------------------------|-------------|------------|--------------------|--------------------|----------------|----------------|----------------|-----------|------------------|--------------|--------|--------------|--------------|----------------|------------------|-----------------------|--------|--------------------|---------------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 557 | 209 173 | 196 205 | 168 131 | 73 | 227 | 357 | 230 341 | 619 | 536 | 357 | 798 | 889 | 265 | | | | |
| Weighted Base | 1224 | 612 612 | 209 226 | 217 230 | 171 101* | 70* | 370 | 341 | 259 253 | 759 | 465 | 431 | 793 | 998 | 224 | | | | |
| 1 - Does not benefit me at all | 436 | 213 223 | 52 64 | 57 96 | 70 55 | 42 | 132 | 118 | 102 84 | 261 | 175 | 120 | 316 | 320 | 115 | | | | |
| | 36% | 35% 36% | 25% 28% | 26% 42% <i>cde</i> | 41% <i>cde</i> | 55% <i>cde</i> | 36% | 35% | 39% 33% | 34% | 38% | 28% | 40% <i>p</i> | 32% | 51% <i>r</i> | | | | |
| 2 | 93 | 44 49 | 18 15 | 20 15 | 12 7 | 7 | 26 | 28 | 21 18 | 56 | 37 | 46 | 48 | 77 | 16 | | | | |
| | 8% | 7% 8% | 8% 7% | 9% 7% | 7% 7% | 10% | 7% | 8% | 8% 7% | 7% | 8% | 11% <i>q</i> | 6% | 8% | 7% | | | | |
| 3 | 103 | 46 57 | 23 13 | 12 21 | 20 11 | 3 | 38 | 25 | 21 19 | 62 | 40 | 31 | 71 | 89 | 13 | | | | |
| | 8% | 7% 9% | 11% 6% | 5% 9% | 12% 11% | 5% | 10% | 7% | 8% 7% | 8% | 9% | 7% | 9% | 9% | 6% | | | | |
| 4 | 117 | 58 59 | 20 22 | 29 23 | 12 8 | 5 | 33 | 38 | 17 29 | 75 | 42 | 47 | 70 | 97 | 20 | | | | |
| | 10% | 9% 10% | 9% 10% | 13% 10% | 7% 8% | 7% | 9% | 11% | 7% 11% | 10% | 9% | 11% | 9% | 10% | 9% | | | | |
| 5 | 195 | 101 95 | 37 58 | 32 29 | 24 10 | 6 | 45 | 52 | 49 49 | 125 | 70 | 73 | 122 | 161 | 34 | | | | |
| | 16% | 16% 15% | 18% 26% <i>efg</i> | 15% 12% | 14% 10% | 8% | 12% | 15% | 19% 19% <i>j</i> | 16% | 15% | 17% | 15% | 16% | 15% | | | | |
| 6 | 106 | 54 51 | 27 10 | 31 17 | 17 3 | 2 | 31 | 30 | 21 23 | 66 | 40 | 43 | 62 | 92 | 14 | | | | |
| | 9% | 9% 8% | 13% <i>dhi</i> | 4% 14% <i>dhi</i> | 7% 10% | 3% | 8% | 9% | 8% 9% | 9% | 9% | 10% | 8% | 9% | 6% | | | | |
| 7 | 104 | 62 41 | 21 26 | 26 15 | 8 5 | 3 | 45 | 31 | 15 13 | 71 | 33 | 44 | 60 | 97 | 7 | | | | |
| | 8% | 10% 7% | 10% 12% | 12% <i>g</i> | 6% 5% | 4% | 12% <i>m</i> | 9% | 6% 5% | 9% | 7% | 10% | 8% | 10% <i>s</i> | 3% | | | | |
| 8 | 42 | 20 23 | 12 8 | 7 10 | 4 2 | - | 13 | 14 | 6 9 | 27 | 15 | 19 | 23 | 40 | 2 | | | | |
| | 3% | 3% 4% | 6% 3% | 3% 4% | 2% 2% | - | 4% | 4% | 2% 4% | 4% | 3% | 4% | 3% | 4% <i>s</i> | 1% | | | | |
| 9 | 9 | 4 6 | * 2 | 1 2 | 2 2 | - | 4 | 2 | 2 2 | 6 | 4 | 2 | 7 | 9 | - | | | | |
| | 1% | 1% 1% | * 1% | 1% 1% | 1% 1% | - | 1% | * | 1% * | 1% | 1% | 1% | 1% | 1% | - | | | | |
| 10 - Benefits me a great deal | 8 | 5 2 | 1 4 | - * | 1 1 | - | 2 | 1 | 2 2 | 4 | 3 | 2 | 6 | 7 | 1 | | | | |
| | 1% | 1% * | 1% 2% | - * | 1% 1% | - | 1% | * | 1% 1% | 1% | 1% | * | 1% | 1% | * | | | | |
| MEAN | 3.49 | 3.59 3.39 | 3.97 <i>fg</i> | 3.95 <i>fg</i> | 3.93 <i>fg</i> | 3.20 <i>hi</i> | 3.19 <i>hi</i> | 2.53 | 2.29 | 3.58 | 3.54 | 3.28 | 3.50 | 3.57 | 3.37 | 3.79 <i>q</i> | 3.33 | 3.68 <i>s</i> | 2.66 |
| Does not benefit me [1-3] | 631 | 303 329 | 92 92 | 88 132 | 102 72 | 52 | 196 | 171 | 144 121 | 379 | 252 | 197 | 435 | 486 | 145 | | | | |
| | 52% | 49% 54% | 44% 41% | 41% 58% <i>cde</i> | 60% <i>cde</i> | 72% <i>cde</i> | 53% | 50% | 56% 48% | 50% | 54% | 46% | 55% <i>p</i> | 49% | 65% <i>r</i> | | | | |
| Neither [4-7] | 522 | 275 247 | 104 116 | 118 83 | 61 25 | 15 | 155 | 151 | 102 114 | 337 | 185 | 207 | 314 | 447 | 75 | | | | |
| | 43% | 45% 40% | 50% <i>fgh</i> | 51% <i>fgh</i> | 54% <i>fgh</i> | 36% | 42% | 44% | 39% 45% | 44% | 40% | 48% <i>q</i> | 40% | 45% <i>s</i> | 33% | | | | |
| Benefits me a great deal [8-10] | 59 | 29 30 | 13 14 | 8 12 | 7 3 | 2 | 20 | 17 | 11 12 | 37 | 22 | 24 | 35 | 57 | 3 | | | | |
| | 5% | 5% 5% | 6% 6% | 4% 5% | 4% 4% | 3% | 5% | 5% | 4% 5% | 5% | 5% | 6% | 4% | 6% <i>s</i> | 1% | | | | |
| Don't know | 11 | 5 6 | - 4 | 3 2 | 1 1 | 1 | - | 2 | 2 6 | 6 | 6 | 3 | 8 | 9 | 2 | | | | |
| | 1% | 1% 1% | - 2% | 1% 1% | * 1% | 1% | - | 1% | 1% 3% <i>j</i> | 1% | 1% | 1% | 1% | 1% | 1% | | | | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

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Table 54
VD13_1 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally?
Receiving more targeted adverts and marketing materials to try to sell more goods and services.
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---------------------------------|-------|-------------------------|------------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|------------------|-----------------------------------|-------------------|-------------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| 1 - Does not benefit me at all | 436 | 322 | 56 | 58 | - | 370 | 65 | 26 | 16 | 40 | 15 | 307 | 129 | 275 | 161 | 105 | 194 | 133 | 150 | 123 | 159 |
| | 36% | 33% | 41% | 59%ab | - | 34% | 53%e | 58% | 64% | 52% | 65% | 37% | 32% | 31% | 47% ^m | 28% | 33% | 52% ^{op} | 46% ^s | 24% | 44% ^s |
| 2 | 93 | 78 | 9 | 6 | - | 89 | 5 | 7 | - | 4 | 2 | 60 | 33 | 73 | 20 | 21 | 53 | 19 | 35 | 35 | 23 |
| | 8% | 8% | 7% | 6% | - | 8% | 4% | 16% | - | 5% | 11% | 7% | 8% | 8% | 6% | 6% | 9% | 8% | 11% | 7% | 6% |
| 3 | 103 | 89 | 12 | 3 | - | 95 | 8 | 2 | 1 | 10 | * | 73 | 30 | 80 | 23 | 35 | 50 | 17 | 19 | 55 | 26 |
| | 8% | 9% ^c | 9% | 3% | - | 9% | 6% | 6% | 3% | 13% | 1% | 9% | 8% | 9% | 7% | 9% | 8% | 7% | 6% | 11% | 7% |
| 4 | 117 | 96 | 17 | 4 | - | 108 | 9 | 3 | 2 | 6 | 2 | 73 | 44 | 90 | 27 | 32 | 73 | 11 | 20 | 69 | 27 |
| | 10% | 10% | 12% ^c | 4% | - | 10% | 8% | 7% | 7% | 8% | 9% | 9% | 11% | 10% | 8% | 9% | 12% ^q | 4% | 6% | 13% ^{rt} | 7% |
| 5 | 195 | 151 | 32 | 13 | - | 183 | 12 | 2 | 3 | 10 | * | 125 | 70 | 147 | 49 | 69 | 95 | 29 | 42 | 99 | 54 |
| | 16% | 15% | 23% ^a | 13% | - | 17% | 10% | 5% | 13% | 12% | 1% | 15% | 18% | 17% | 14% | 19% | 16% | 11% | 13% | 19% | 15% |
| 6 | 106 | 96 | 6 | 3 | - | 98 | 7 | 2 | - | 1 | 2 | 77 | 29 | 85 | 20 | 36 | 52 | 17 | 25 | 58 | 22 |
| | 9% | 10% | 4% | 3% | - | 9% | 6% | 4% | - | 2% | 7% | 9% | 7% | 10% | 6% | 10% | 9% | 7% | 8% | 11% ^t | 6% |
| 7 | 104 | 95 | 2 | 7 | - | 95 | 9 | 2 | 1 | 5 | - | 60 | 43 | 79 | 24 | 42 | 45 | 16 | 23 | 54 | 26 |
| | 8% | 10% ^b | 1% | 7% ^b | - | 9% | 7% | 5% | 4% | 6% | - | 7% | 11% | 9% | 7% | 11% | 8% | 6% | 7% | 10% | 7% |
| 8 | 42 | 38 | 3 | 1 | - | 39 | 3 | - | - | 1 | 1 | 32 | 11 | 33 | 9 | 17 | 17 | 8 | 8 | 23 | 12 |
| | 3% | 4% | 2% | 1% | - | 4% | 3% | - | - | 1% | 3% | 4% | 3% | 4% | 3% | 5% | 3% | 3% | 2% | 4% | 3% |
| 9 | 9 | 7 | - | 2 | - | 7 | 2 | - | 2 | - | - | 7 | 2 | 8 | 2 | 5 | 3 | 2 | 3 | 1 | 5 |
| | 1% | 1% | - | 2% | - | 1% | 2% | - | 6% | - | - | 1% | * | 1% | * | 1% | 1% | 1% | 1% | * | 1% |
| 10 - Benefits me a great deal | 8 | 7 | - | 1 | - | 8 | - | - | - | 1 | - | 3 | 5 | 5 | 2 | 3 | 4 | - | 1 | 4 | 3 |
| | 1% | 1% | - | 1% | - | 1% | - | - | - | 1% | - | * | 1% | 1% | 1% | 1% | 1% | - | * | 1% | 1% |
| MEAN | 3.49 | 3.64 ^{bc} | 3.00 | 2.71 | - | 3.56 ^f | 2.86 | 2.14 | 2.56 | 2.66 | 2.04 | 3.42 | 3.64 | 3.67 ⁿ | 3.04 | 3.97 ^{pq} | 3.50 ^q | 2.80 | 3.00 | 4.00 ^{rt} | 3.21 |
| Does not benefit me [1-3] | 631 | 488 | 77 | 67 | - | 554 | 78 | 35 | 17 | 55 | 17 | 440 | 192 | 427 | 204 | 160 | 297 | 169 | 204 | 214 | 208 |
| | 52% | 49% | 56% | 68% ^a | - | 50% | 63% ^e | 80% | 67% | 70% | 77% | 53% | 48% | 48% | 60% ^m | 43% | 51% | 67% ^{op} | 62% ^s | 41% | 58% ^s |
| Neither [4-7] | 522 | 438 | 56 | 28 | - | 484 | 37 | 9 | 6 | 21 | 4 | 336 | 186 | 401 | 120 | 179 | 265 | 73 | 110 | 281 | 129 |
| | 43% | 44% ^c | 41% | 28% | - | 44% ^f | 30% | 20% | 24% | 27% | 18% | 41% | 47% | 46% ⁿ | 35% | 48% ^q | 45% ^q | 29% | 33% | 53% ^{rt} | 36% |
| Benefits me a great deal [8-10] | 59 | 52 | 3 | 4 | - | 54 | 5 | - | 2 | 2 | 1 | 42 | 17 | 46 | 13 | 25 | 25 | 9 | 12 | 28 | 20 |
| | 5% | 5% | 2% | 4% | - | 5% | 4% | - | 6% | 2% | 3% | 5% | 4% | 5% | 4% | 7% | 4% | 4% | 4% | 5% | 5% |
| Don't know | 11 | 10 | 1 | * | - | 6 | 3 | - | 1 | - | 1 | 6 | 2 | 7 | 4 | 5 | 1 | 2 | 3 | 2 | 1 |
| | 1% | 1% | 1% | * | - | 1% | 3% ^e | - | 3% | - | 2% | 1% | 1% | 1% | 1% | 1% ^p | * | 1% | 1% | * | * |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - op/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 55
VD13_2 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally?
Helping companies develop new products or services that are designed to appeal to you.
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | |
|---------------------------------|--------------------------|--------------------|---------------------------------------|--------------------------------------|-------------------------------------|-----------------------------|---|--------------------------------|---------------------------------|------------------------------|---------------------------------|---------------------------------|---------------------------------|------------------------------|--------------------|--------------------------------|---------------------------------|---------------------------------|--------------------------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 557 | 209 173 | 196 205 | 168 131 | 73 | 227 357 | 230 341 | 619 536 | 357 798 | 230 265 | 341 265 | 619 536 | 227 357 | 230 341 | 357 798 | 230 265 | 889 265 | 265 |
| Weighted Base | 1224 | 612 612 | 209 226 | 217 230 | 171 101* | 70* | 370 341 | 259 253 | 759 465 | 431 793 | 998 224 | 224 998 | 759 465 | 431 793 | 431 793 | 793 998 | 998 224 | 998 224 | 224 |
| 1 - Does not benefit me at all | 289 24% | 139 150 23% 25% | 38 37 18% 16% | 36 64 17% 28% ^{cde} | 46 34 27% 34% ^{cde} | 34 34 49% ^{cde} | 80 65 22% 19% | 83 61 32% ^{jk} 24% | 160 130 21% 28% ⁿ | 88 201 20% 25% | 207 81 21% 36% ^r | 81 207 21% 36% ^r | 160 130 21% 28% ⁿ | 88 201 20% 25% | 88 201 20% 25% | 207 81 21% 36% ^r | 207 81 21% 36% ^r | 207 81 21% 36% ^r | 81 207 36% ^r 21% |
| 2 | 75 6% | 37 38 6% 6% | 9 10 4% 4% | 10 18 4% 8% | 14 8 8% 8% | 8 6 8% 6% | 35 21 9% ^m 6% | 12 4 4% 3% | 46 29 6% 6% | 28 47 6% 6% | 56 19 6% 8% | 19 56 6% 8% | 46 29 6% 6% | 28 47 6% 6% | 28 47 6% 6% | 47 56 6% 8% | 56 19 6% 8% | 19 56 6% 8% | 19 56 6% 8% |
| 3 | 125 10% | 61 64 10% 11% | 22 26 10% 12% | 29 17 13% 8% | 15 12 9% 12% | 3 4 4% | 37 58 10% ^l 17% ^{ijlm} | 9 20 3% 8% ^l | 84 41 11% 9% | 50 75 12% 9% | 114 11 11% ^s 5% | 11 114 5% 11% ^s | 84 41 11% 9% | 50 75 12% 9% | 50 75 12% 9% | 75 50 9% 12% | 75 114 9% 11% ^s | 114 11 11% ^s 5% | 11 114 5% 11% ^s |
| 4 | 112 9% | 51 60 8% 10% | 15 21 7% 9% | 21 26 10% 11% | 14 9 8% 9% | 6 8 8% | 41 25 11% 7% | 19 26 7% 10% | 65 46 9% 10% | 53 59 12% ^q 7% | 88 23 9% 10% | 23 88 10% 9% | 65 46 9% 10% | 53 59 12% ^q 7% | 53 59 12% 12% | 59 88 7% 13% ^s | 88 23 9% 10% | 23 88 10% 9% | |
| 5 | 249 20% | 125 124 20% 20% | 53 25 25% ^{fh} | 46 24 24% ^h | 34 21 15% | 34 20 20% | 12 12 12% | 15 21 21% | 156 93 21% 20% | 79 169 18% 21% | 206 43 21% 19% | 43 206 19% 21% | 156 93 21% 20% | 79 169 18% 21% | 79 169 18% 21% | 169 79 21% 18% | 206 43 21% 19% | 43 206 19% 21% | |
| 6 | 144 12% | 73 71 12% 12% | 31 29 15% ^{gi} | 29 32 13% ⁱ | 29 12 13% ⁱ | 32 10 14% ⁱ | 12 7 7% | 10 3 10% | 105 40 14% ^o | 51 93 12% 12% | 130 15 13% ^s 7% | 15 130 7% 13% ^s | 105 40 14% ^o 9% | 51 93 12% 12% | 51 93 12% 12% | 93 51 12% 13% ^s | 130 15 13% ^s 7% | 15 130 7% 13% ^s | |
| 7 | 118 10% | 66 52 11% 8% | 23 23 11% 10% | 28 13 13% ^h | 20 8 8% | 17 10 10% | 4 4 4% | 3 4 4% | 42 34 11% 10% | 22 9 9% | 20 8 8% | 8 20 10% 8% | 42 34 11% 10% | 22 9 9% | 22 9 9% | 34 42 10% 11% | 42 34 11% 10% | 34 42 10% 11% | |
| 8 | 76 6% | 41 35 7% 6% | 17 15 8% 7% | 13 6 6% | 12 5 5% | 13 8 8% | 7 7 7% | * 1 1% | 23 22 6% 5% | 14 17 5% 7% | 9 47 6% 6% | 4 9 6% 6% | 23 22 6% 5% | 14 17 5% 7% | 14 17 5% 7% | 17 23 6% 6% | 47 9 6% 7% | 9 47 6% 6% | |
| 9 | 11 1% | 6 5 1% 1% | 2 7 1% 3% ^f | 2 1 1% | - * * | - * * | - * * | - * * | 5 2 1% 1% | 3 1 1% | 2 1 1% | 2 1 1% | 5 2 1% 1% | 3 1 1% | 2 1 1% | 1 2 1% 1% | 1 1 1% 1% | 1 1 1% 1% | |
| 10 - Benefits me a great deal | 10 1% | 6 4 1% 1% | * * * | - * * | 4 3 2% | 3 3 3% ^{cd} | 2 1 1% | 1 1 1% | 2 1 1% | 5 1 2% | 1 1 1% | 1 1 1% | 2 1 1% | 1 1 1% | 1 1 1% | 1 1 1% | 1 1 1% | 1 1 1% | |
| MEAN | 4.14 | 4.25 4.03 | 4.51 ^{fh} 4.53 ^{fh} | 4.44 ^{hi} 3.90 ⁱ | 4.01 ⁱ 3.57 ⁱ | 2.72 | 4.15 4.24 | 3.96 4.18 | 4.28 ^o 3.91 | 4.22 4.10 | 4.29 ^s 3.47 | 3.47 4.29 ^s | 4.28 ^o 3.91 | 4.22 4.10 | 4.22 4.10 | 4.10 4.22 | 4.10 4.22 | 4.29 ^s 3.47 | |
| Does not benefit me [1-3] | 490 40% | 237 253 39% 41% | 69 74 33% 32% | 75 100 35% 44% | 75 55 44% 54% ^{cde} | 42 61 61% ^{cde} | 152 145 41% 42% | 104 89 40% 35% | 289 201 38% 43% | 166 324 39% 41% | 377 111 38% 50% ^r | 111 377 50% ^r 38% | 289 201 38% 43% | 166 324 39% 41% | 166 324 39% 41% | 324 166 41% 39% | 377 111 38% 50% ^r | 111 377 50% ^r 38% | |
| Neither [4-7] | 622 51% | 315 307 52% 50% | 122 128 58% ^{ghi} | 124 111 56% ^{hi} | 77 35 48% 35% | 25 25 36% | 187 163 50% 48% | 135 137 52% 54% | 402 220 53% 47% | 223 399 52% 50% | 527 95 53% ^s 42% | 95 527 42% 53% ^s | 402 220 53% 47% | 223 399 52% 50% | 223 399 52% 50% | 399 223 50% 52% | 527 95 53% ^s 42% | 95 527 42% 53% ^s | |
| Benefits me a great deal [8-10] | 98 8% | 54 44 9% 7% | 19 22 9% ⁱ | 15 7 7% 10% ⁱ | 15 16 7% 10% ⁱ | 9 1 9% ⁱ | 30 30 8% 9% | 18 7 7% 8% | 62 36 8% 8% | 38 60 9% 8% | 85 13 8% 6% | 13 85 6% 8% | 62 36 8% 8% | 38 60 9% 8% | 38 60 9% 8% | 60 38 8% 9% | 85 13 8% 6% | | |
| Don't know | 14 1% | 6 8 1% 1% | - 3 1% | 2 3 1% | 3 3 2% | 1 2 1% 3% ^c | 1 4 1% 1% | 2 7 1% 3% ^j | 5 9 1% 2% | 3 10 1% 1% | 9 5 1% 2% | 5 9 1% 2% | 5 9 1% 2% | 3 10 1% 1% | 3 10 1% 1% | 10 3 1% 1% | 9 5 1% 2% | | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

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Table 56
VD13_2 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally?
Helping companies develop new products or services that are designed to appeal to you.
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---------------------------------|-------|-------------------------|------------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|------------------|-----------------------------------|-------------------|-------------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| 1 - Does not benefit me at all | 289 | 206 | 42 | 41 | - | 244 | 46 | 21 | 12 | 23 | 10 | 195 | 95 | 178 | 111 | 72 | 118 | 96 | 103 | 74 | 110 |
| | 24% | 21% | 31%a | 42%a | - | 22% | 37%e | 48% | 49% | 30% | 46% | 24% | 24% | 20% | 33% ^m | 19% | 20% | 38% ^{op} | 31% ^s | 14% | 31% ^s |
| 2 | 75 | 65 | 3 | 7 | - | 67 | 8 | 4 | 2 | 6 | 2 | 44 | 31 | 51 | 24 | 16 | 43 | 17 | 14 | 39 | 22 |
| | 6% | 7% | 2% | 7% | - | 6% | 6% | 10% | 6% | 8% | 9% | 5% | 8% | 6% | 7% | 4% | 7% | 7% | 4% | 7% | 6% |
| 3 | 125 | 103 | 15 | 7 | - | 121 | 4 | 1 | 2 | 12 | * | 90 | 36 | 96 | 29 | 24 | 78 | 23 | 37 | 58 | 27 |
| | 10% | 10% | 11% | 7% | - | 11% ^f | 3% | 2% | 6% | 15% | 1% | 11% | 9% | 11% | 8% | 6% | 13% ^o | 9% | 11% | 11% | 8% |
| 4 | 112 | 101 | 7 | 3 | - | 104 | 7 | 3 | 3 | 8 | 1 | 81 | 31 | 88 | 24 | 24 | 64 | 22 | 39 | 52 | 19 |
| | 9% | 10% ^c | 5% | 3% | - | 10% | 6% | 7% | 11% | 10% | 6% | 10% | 8% | 10% | 7% | 6% | 11% | 9% | 12% ^t | 10% | 5% |
| 5 | 249 | 191 | 40 | 18 | - | 220 | 29 | 11 | 3 | 7 | 4 | 168 | 80 | 176 | 73 | 90 | 119 | 37 | 66 | 112 | 70 |
| | 20% | 19% | 29% ^a | 18% | - | 20% | 23% | 26% ⁱ | 13% | 10% | 19% | 20% | 20% | 20% | 21% | 24% ^q | 20% | 14% | 20% | 21% | 20% |
| 6 | 144 | 114 | 17 | 13 | - | 136 | 8 | * | 2 | 9 | 1 | 106 | 39 | 114 | 31 | 65 | 62 | 18 | 19 | 79 | 46 |
| | 12% | 12% | 13% | 13% | - | 12% | 7% | 1% | 6% | 12% | 6% | 13% | 10% | 13% | 9% | 17% ^{pq} | 10% | 7% | 6% | 15% ^r | 13% ^r |
| 7 | 118 | 106 | 5 | 6 | - | 110 | 8 | 2 | 1 | 4 | 1 | 73 | 44 | 99 | 19 | 45 | 57 | 16 | 26 | 64 | 28 |
| | 10% | 11% ^b | 4% | 6% | - | 10% | 7% | 5% | 3% | 5% | 3% | 9% | 11% | 11% ⁿ | 6% | 12% | 10% | 6% | 8% | 12% | 8% |
| 8 | 76 | 70 | 5 | 2 | - | 71 | 5 | * | - | 7 | - | 48 | 28 | 59 | 17 | 21 | 37 | 18 | 15 | 33 | 28 |
| | 6% | 7% | 4% | 2% | - | 6% | 4% | 1% | - | 8% | - | 6% | 7% | 7% | 5% | 6% | 6% | 7% | 5% | 6% | 8% |
| 9 | 11 | 11 | * | - | - | 11 | - | - | - | - | - | 4 | 8 | 9 | 2 | 6 | 4 | 1 | 3 | 4 | 4 |
| | 1% | 1% | * | - | - | 1% | - | - | - | - | - | * | 2% ^k | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% |
| 10 - Benefits me a great deal | 10 | 8 | - | 2 | - | 7 | 4 | - | - | 1 | 2 | 7 | 3 | 5 | 5 | 4 | 4 | 3 | 2 | 5 | 3 |
| | 1% | 1% | - | 2% | - | 1% | 3% ^e | - | - | 1% | 8% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| MEAN | 4.14 | 4.28 ^{bc} | 3.73 | 3.34 | - | 4.20 ^f | 3.64 | 2.77 | 2.62 | 3.66 | 3.28 | 4.11 | 4.20 | 4.32 ⁿ | 3.67 | 4.60 ^{pq} | 4.14 ^q | 3.50 | 3.68 | 4.55 ^{rt} | 3.99 |
| Does not benefit me [1-3] | 490 | 374 | 61 | 55 | - | 432 | 58 | 27 | 16 | 42 | 13 | 328 | 161 | 325 | 165 | 111 | 238 | 136 | 155 | 172 | 158 |
| | 40% | 38% | 44% | 56% ^a | - | 39% | 47% | 61% | 61% | 54% | 56% | 40% | 41% | 37% | 48% ^m | 30% | 41% ^o | 54% ^{op} | 47% ^s | 33% | 44% ^s |
| Neither [4-7] | 622 | 513 | 70 | 40 | - | 570 | 53 | 17 | 8 | 28 | 8 | 428 | 194 | 476 | 146 | 223 | 302 | 93 | 151 | 307 | 163 |
| | 51% | 52% ^c | 51% | 40% | - | 52% | 43% | 38% | 33% | 36% | 34% | 52% | 49% | 54% ⁿ | 43% | 60% ^{pq} | 51% ^q | 37% | 46% | 59% ^{rt} | 46% |
| Benefits me a great deal [8-10] | 98 | 89 | 5 | 3 | - | 89 | 9 | * | - | 8 | 2 | 59 | 39 | 73 | 25 | 31 | 44 | 23 | 20 | 42 | 35 |
| | 8% | 9% | 4% | 4% | - | 8% | 7% | 1% | - | 10% | 8% | 7% | 10% | 8% | 7% | 8% | 8% | 9% | 6% | 8% | 10% |
| Don't know | 14 | 13 | 1 | 1 | - | 7 | 4 | * | 2 | 1 | 1 | 8 | 3 | 7 | 6 | 4 | 3 | 2 | 4 | 3 | 1 |
| | 1% | 1% | 1% | 1% | - | 1% | 3% ^e | * | 6% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | * | 1% | 1% | 1% | * |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - op/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 57
VD13_3 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally?
Allowing other companies to have access to your personal details.
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|---------------------------------|-------------|--------------|-----------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|---------------|---------------|---------------|----------------|------------------|-----------------------|--------|--------------------|---------------------|--------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) | |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| 1 - Does not benefit me at all | 584 | 285 | 300 | 74 | 91 | 80 | 131 | 100 | 63 | 45 | 188 | 147 | 140 | 109 | 356 | 228 | 183 | 401 | 448 | 135 |
| | 48% | 47% | 49% | 35% | 40% | 37% | 57% <i>cde</i> | 59% <i>cde</i> | 63% <i>cde</i> | 65% <i>cde</i> | 51% | 43% | 54% <i>km</i> | 43% | 47% | 49% | 43% | 51% <i>p</i> | 45% | 60% <i>r</i> |
| 2 | 140 | 71 | 69 | 22 | 24 | 42 | 23 | 13 | 14 | 3 | 55 | 49 | 18 | 18 | 97 | 43 | 56 | 84 | 123 | 17 |
| | 11% | 12% | 11% | 10% | 11% | 19% <i>cfg</i> | 10% | 7% | 14% | 4% | 15% <i>lm</i> | 14% <i>lm</i> | 7% | 7% | 13% | 9% | 13% | 11% | 12% | 7% |
| 3 | 126 | 77 | 49 | 25 | 31 | 28 | 16 | 17 | 7 | 1 | 42 | 34 | 23 | 25 | 83 | 42 | 49 | 76 | 109 | 16 |
| | 10% | 13% <i>b</i> | 8% | 12% <i>i</i> | 14% <i>i</i> | 13% <i>i</i> | 7% | 10% | 7% | 2% | 11% | 10% | 9% | 10% | 11% | 9% | 11% | 10% | 11% | 7% |
| 4 | 98 | 47 | 50 | 30 | 18 | 17 | 14 | 7 | 7 | 6 | 22 | 38 | 19 | 19 | 58 | 40 | 39 | 59 | 83 | 15 |
| | 8% | 8% | 8% | 14% <i>fg</i> | 8% | 8% | 6% | 4% | 7% | 8% | 6% | 11% | 7% | 7% | 8% | 9% | 9% | 7% | 8% | 7% |
| 5 | 140 | 67 | 73 | 26 | 29 | 33 | 24 | 16 | 1 | 11 | 40 | 35 | 33 | 32 | 94 | 46 | 52 | 89 | 120 | 20 |
| | 11% | 11% | 12% | 12% <i>h</i> | 13% <i>h</i> | 15% <i>h</i> | 10% <i>h</i> | 9% <i>h</i> | 1% | 16% <i>h</i> | 11% | 10% | 13% | 13% | 12% | 10% | 12% | 11% | 12% | 9% |
| 6 | 63 | 25 | 38 | 17 | 19 | 7 | 10 | 5 | 3 | 2 | 9 | 18 | 18 | 18 | 32 | 31 | 25 | 38 | 51 | 12 |
| | 5% | 4% | 6% | 8% | 8% | 3% | 4% | 3% | 3% | 3% | 2% | 5% | 7% <i>j</i> | 7% <i>j</i> | 4% | 7% | 6% | 5% | 5% | 5% |
| 7 | 44 | 28 | 17 | 10 | 13 | 6 | 8 | 8 | - | - | 8 | 12 | 5 | 20 | 27 | 17 | 19 | 26 | 42 | 2 |
| | 4% | 5% | 3% | 5% <i>h</i> | 6% <i>h</i> | 3% | 3% | 5% | - | - | 2% | 3% | 2% | 8% <i>kl</i> | 4% | 4% | 4% | 3% | 4% <i>s</i> | 1% |
| 8 | 12 | 5 | 6 | 5 | 1 | 1 | 2 | 3 | - | - | 2 | 4 | * | 5 | 4 | 8 | 5 | 6 | 10 | 1 |
| | 1% | 1% | 1% | 2% | * | 1% | 1% | 2% | - | - | 1% | 1% | * | 2% | 1% | 2% | 1% | 1% | 1% | 1% |
| 9 | 3 | 2 | 1 | 1 | - | - | - | 2 | - | - | - | 1 | 1 | 1 | 1 | 2 | - | 3 | 3 | - |
| | * | * | * | * | - | - | - | 1% | - | - | - | * | * | * | * | * | - | * | * | - |
| 10 - Benefits me a great deal | 2 | * | 2 | - | - | - | - | - | 2 | - | - | 2 | - | - | 2 | * | - | * | * | 2 |
| | * | * | * | - | - | - | - | - | 2% <i>cf</i> | - | - | 1% | - | - | * | * | - | * | * | 1% <i>f</i> |
| MEAN | 2.61 | 2.62 | 2.61 | 3.16 <i>fg</i> | 2.91 <i>fh</i> | 2.70 <i>h</i> | 2.33 | 2.40 | 1.91 | 2.12 | 2.30 | 2.73 <i>j</i> | 2.49 | 3.04 <i>jl</i> | 2.58 | 2.67 | 2.76 | 2.53 | 2.70 <i>s</i> | 2.23 |
| Does not benefit me [1-3] | 849 | 432 | 417 | 121 | 145 | 150 | 169 | 131 | 85 | 49 | 286 | 230 | 181 | 153 | 536 | 313 | 288 | 561 | 680 | 168 |
| | 69% | 71% | 68% | 58% | 64% | 69% <i>c</i> | 74% <i>c</i> | 76% <i>cd</i> | 84% <i>cde</i> | 71% | 77% <i>km</i> | 67% | 70% | 60% | 71% | 67% | 67% | 71% | 68% | 75% |
| Neither [4-7] | 345 | 167 | 179 | 83 | 78 | 64 | 56 | 35 | 11 | 19 | 80 | 103 | 75 | 89 | 211 | 134 | 134 | 211 | 297 | 49 |
| | 28% | 27% | 29% | 39% <i>fgh</i> | 34% <i>gh</i> | 29% <i>h</i> | 25% <i>h</i> | 20% | 11% | 27% <i>h</i> | 22% | 30% <i>j</i> | 29% | 35% <i>j</i> | 28% | 29% | 31% | 27% | 30% <i>s</i> | 22% |
| Benefits me a great deal [8-10] | 17 | 8 | 9 | 6 | 1 | 1 | 2 | 5 | 2 | - | 2 | 7 | 2 | 6 | 7 | 10 | 5 | 12 | 14 | 3 |
| | 1% | 1% | 2% | 3% | * | 1% | 1% | 3% | 2% | - | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 1% |
| Don't know | 12 | 5 | 7 | - | 2 | 2 | 2 | 1 | 3 | 2 | 2 | 1 | 2 | 5 | 5 | 7 | 3 | 9 | 7 | 5 |
| | 1% | 1% | 1% | - | 1% | 1% | 1% | * | 3% <i>c</i> | 2% | 1% | * | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 2% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base

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Table 58
VD13_3 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally?
Allowing other companies to have access to your personal details.
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---------------------------------|-------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|------------------|-----------------------------------|-------------------|-------------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| 1 - Does not benefit me at all | 584 | 446 | 77 | 61 | - | 511 | 73 | 26 | 20 | 50 | 14 | 400 | 185 | 396 | 189 | 134 | 283 | 163 | 187 | 190 | 202 |
| | 48% | 45% | 56%a | 62%a | - | 47% | 59%e | 58% | 77% | 64% | 61% | 49% | 46% | 45% | 55% ^m | 36% | 48% ^o | 64% ^{op} | 57% ^s | 36% | 57% ^s |
| 2 | 140 | 122 | 10 | 7 | - | 133 | 6 | 3 | - | 12 | 2 | 91 | 48 | 94 | 46 | 47 | 59 | 34 | 46 | 65 | 28 |
| | 11% | 12% | 8% | 7% | - | 12% ^f | 5% | 7% | - | 16% | 7% | 11% | 12% | 11% | 13% | 13% | 10% | 13% | 14% ^t | 12% | 8% |
| 3 | 126 | 111 | 10 | 5 | - | 118 | 8 | 1 | - | 6 | 2 | 86 | 39 | 108 | 17 | 29 | 86 | 9 | 33 | 56 | 36 |
| | 10% | 11% | 7% | 5% | - | 11% | 6% | 2% | - | 7% | 7% | 10% | 10% | 12% ⁿ | 5% | 8% | 15% ^{oq} | 3% | 10% | 11% | 10% |
| 4 | 98 | 86 | 9 | 3 | - | 91 | 7 | 6 | - | 6 | 1 | 67 | 31 | 77 | 21 | 38 | 46 | 13 | 17 | 55 | 25 |
| | 8% | 9% | 7% | 3% | - | 8% | 5% | 13% | - | 7% | 5% | 8% | 8% | 9% | 6% | 10% | 8% | 5% | 5% | 10% ^r | 7% |
| 5 | 140 | 107 | 20 | 14 | - | 124 | 17 | 7 | 4 | 1 | * | 88 | 52 | 104 | 36 | 60 | 60 | 19 | 27 | 78 | 35 |
| | 11% | 11% | 14% | 14% | - | 11% | 13% | 15% ⁱ | 17% | 1% | 1% | 11% | 13% | 12% | 11% | 16% ^{pq} | 10% | 7% | 8% | 15% ^r | 10% |
| 6 | 63 | 51 | 6 | 6 | - | 58 | 5 | 2 | - | 1 | 2 | 44 | 19 | 52 | 11 | 30 | 27 | 4 | 9 | 38 | 15 |
| | 5% | 5% | 4% | 6% | - | 5% | 4% | 4% | - | 2% | 9% | 5% | 5% | 6% | 3% | 8% ^q | 5% | 1% | 3% | 7% ^r | 4% |
| 7 | 44 | 39 | 4 | 2 | - | 42 | 2 | - | - | - | - | 28 | 17 | 34 | 11 | 19 | 17 | 8 | 6 | 31 | 7 |
| | 4% | 4% | 3% | 2% | - | 4% | 2% | - | - | - | - | 3% | 4% | 4% | 3% | 5% | 3% | 3% | 2% | 6% ^{rt} | 2% |
| 8 | 12 | 11 | 1 | * | - | 12 | - | - | - | - | - | 8 | 3 | 9 | 3 | 5 | 6 | 1 | 1 | 4 | 7 |
| | 1% | 1% | 1% | * | - | 1% | - | - | - | - | - | 1% | 1% | 1% | 1% | 1% | 1% | * | * | 1% | 2% |
| 9 | 3 | 3 | - | - | - | 3 | - | - | - | - | - | 2 | 1 | 3 | - | 1 | - | 2 | 1 | 1 | 1 |
| | * | * | - | - | - | * | - | - | - | - | - | * | * | * | - | * | - | 1% | * | * | * |
| 10 - Benefits me a great deal | 2 | 2 | - | - | - | * | 2 | - | - | * | 2 | 2 | - | - | 2 | - | 2 | * | - | 2 | - |
| | * | * | - | - | - | * | 1% ^e | - | - | 1% | 8% | * | - | - | 1% ^m | - | * | * | - | * | - |
| MEAN | 2.61 | 2.67 | 2.42 | 2.29 | - | 2.64 | 2.36 | 2.33 | 1.74 | 1.71 | 2.60 | 2.59 | 2.65 | 2.72 ⁿ | 2.33 | 3.11 ^{pq} | 2.54 ^q | 2.02 | 2.14 | 3.09 ^{rt} | 2.37 |
| Does not benefit me [1-3] | 849 | 679 | 97 | 73 | - | 762 | 87 | 30 | 20 | 68 | 17 | 577 | 272 | 598 | 252 | 210 | 429 | 205 | 265 | 312 | 267 |
| | 69% | 69% | 71% | 74% | - | 69% | 71% | 67% | 77% | 87% ^g | 75% | 70% | 69% | 68% | 74% | 57% | 73% ^o | 81% ^o | 81% ^s | 59% | 75% ^s |
| Neither [4-7] | 345 | 282 | 38 | 25 | - | 315 | 30 | 14 | 4 | 8 | 3 | 227 | 119 | 267 | 79 | 147 | 150 | 44 | 59 | 202 | 83 |
| | 28% | 29% | 28% | 25% | - | 29% | 25% | 33% ⁱ | 17% | 10% | 15% | 28% | 30% | 30% ⁿ | 23% | 40% ^{pq} | 26% ^q | 17% | 18% | 39% ^{rt} | 23% |
| Benefits me a great deal [8-10] | 17 | 16 | 1 | * | - | 15 | 2 | - | - | * | 2 | 13 | 4 | 12 | 5 | 6 | 7 | 3 | 3 | 7 | 7 |
| | 1% | 2% | 1% | * | - | 1% | 1% | - | - | 1% | 8% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 2% |
| Don't know | 12 | 11 | 1 | * | - | 5 | 4 | - | 2 | 2 | 1 | 7 | 2 | 5 | 7 | 6 | 1 | 2 | 2 | 3 | 1 |
| | 1% | 1% | 1% | * | - | * | 3% ^e | - | 6% | 3% | 2% | 1% | 1% | 1% | 2% | 2% ^p | * | 1% | 1% | 1% | * |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 59
VD13_4 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally?
Receiving better customer service: for example, by knowing the name or past history of the customer if they get in touch.
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | |
|---------------------------------|--------------------------|------------------------------|--|--|--|--|---------------------------------|---|---------------------------------|--------------------|---------------------------------|-------------------------------|---------------------------------|---|-----------------------------|--------------------------------|---------------------------------|--------------------------------|---------------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 557 | 209 173 | 196 205 | 168 131 | 73 | 227 357 | 230 341 | 619 536 | 357 798 | 230 265 | 341 | 619 536 | 227 188 | 357 300 | 357 300 | 798 346 | 265 101 | |
| Weighted Base | 1224 | 612 612 | 209 226 | 217 230 | 171 101* | 70* | 370 341 | 259 253 | 759 465 | 431 793 | 998 224 | 224 | 759 465 | 465 431 | 431 793 | 998 224 | 998 224 | 224 998 | |
| 1 - Does not benefit me at all | 276 23% | 124 152 20% 25% | 26 12% 35 16% | 35 16% 62 27% ^{cde} | 49 28% ^{cde} 33 33% ^{cde} | 36 52% ^{cde} 87 23% | 87 23% 76 22% | 66 25% 49 19% | 148 20% 128 28% ⁿ | 83 19% 193 24% | 192 19% 83 37% ^r | 83 | 148 20% 128 28% ⁿ | 128 28% ⁿ 83 19% | 83 19% 193 24% | 192 19% 83 37% ^r | 192 19% 83 37% ^r | 83 37% ^r 192 19% | |
| 2 | 66 5% | 34 6% 32 5% | 9 4% 8 3% | 13 6% 13 6% | 11 7% 10 10% ^d | 2 3% 2 10% ^d | 27 7% 15 4% | 14 5% 10 4% | 41 5% 26 6% | 27 6% 39 5% | 57 6% 9 4% | 2 | 27 7% 15 4% | 14 5% 10 4% | 41 5% 26 6% | 27 6% 39 5% | 27 6% 39 5% | 57 6% 9 4% | |
| 3 | 105 9% | 49 8% 56 9% | 16 7% 10 5% | 20 9% 30 13% ^{cdi} | 20 12% ^{di} 9 9% | 1 1% 1 1% | 36 10% 38 11% ^l | 12 5% 19 8% | 71 9% 34 7% | 37 9% 68 9% | 97 10% ^s 8 4% | 1 | 36 10% 38 11% ^l | 12 5% 19 8% | 71 9% 34 7% | 37 9% 68 9% | 37 9% 68 9% | 97 10% ^s 8 4% | |
| 4 | 125 10% | 66 11% 58 10% | 22 10% 16 7% | 24 11% 27 12% | 20 9% 9 9% | 7 9% 7 9% | 41 11% 35 10% | 28 11% 21 8% | 89 12% 36 8% | 43 10% 82 10% | 103 10% 22 10% | 7 | 41 11% 35 10% | 28 11% 21 8% | 89 12% 36 8% | 43 10% 82 10% | 103 10% 22 10% | | |
| 5 | 224 18% | 122 20% 102 17% | 39 19% 63 28% ^{efg} | 35 16% 33 15% | 26 15% 14 14% | 12 18% 12 18% | 46 13% 65 19% | 58 23% ^{aj} 54 21% ^j | 135 18% 89 19% | 83 19% 141 18% | 192 19% 32 14% | 12 | 46 13% 65 19% | 58 23% ^{aj} 54 21% ^j | 135 18% 89 19% | 83 19% 141 18% | 83 19% 141 18% | | |
| 6 | 142 12% | 57 9% 86 14% ^a | 37 18% ^{fi} 24 11% | 27 12% 21 9% | 19 11% 11 10% | 4 6% 4 10% | 46 12% 34 10% | 31 12% 33 13% | 81 11% 61 13% | 53 12% 90 11% | 115 12% 27 12% | 4 | 46 12% 34 10% | 31 12% 33 13% | 81 11% 61 13% | 53 12% 90 11% | 115 12% 27 12% | | |
| 7 | 129 11% | 69 11% 60 10% | 31 15% ^{fhi} 29 13% ^{hi} | 33 15% ^{fhi} 16 7% | 13 7% 5 5% | 1 1% 1 1% | 41 11% 34 10% | 23 9% 29 12% | 87 12% 41 9% | 54 13% 75 9% | 117 12% ^s 12 5% | 5 | 41 11% 34 10% | 23 9% 29 12% | 87 12% 41 9% | 54 13% 75 9% | 117 12% ^s 12 5% | | |
| 8 | 90 7% | 46 8% 44 7% | 20 9% 21 9% | 21 10% 11 5% | 11 5% 9 5% | 5 3% 5 3% | 28 8% 24 7% | 17 7% 21 8% | 66 9% ^o 23 5% | 25 6% 65 8% | 71 7% 19 8% | 5 | 28 8% 24 7% | 17 7% 21 8% | 66 9% ^o 23 5% | 25 6% 65 8% | 25 6% 65 8% | | |
| 9 | 19 2% | 12 2% 6 1% | 3 1% 5 2% | 3 2% 5 2% | 5 2% 1 1% | 1 1% 1 1% | 8 2% 7 2% | 3 1% 2 1% | 12 2% 6 1% | 7 1% 11 2% | 15 2% 3 2% | 6 | 8 2% 7 2% | 3 1% 2 1% | 12 2% 6 1% | 7 1% 11 2% | 15 2% 3 2% | | |
| 10 - Benefits me a great deal | 36 3% | 26 4% ^b 10 2% | 8 4% 11 5% | 2 1% 8 4% | 3 2% 4 2% | 4 4% - | 9 2% 10 3% | 6 2% 11 4% | 23 3% 14 3% | 14 3% 22 3% | 31 3% 5 2% | 10 - Benefits me a great deal | 9 2% 10 3% | 6 2% 11 4% | 23 3% 14 3% | 14 3% 22 3% | 31 3% 5 2% | | |
| MEAN | 4.41 | 4.59 4.24 | 5.13 ^{fg} 5.09 ^{fg} | 4.71 ^{fg} 4.00 ⁱ | 3.85 ⁱ 3.64 | 2.97 | 4.31 4.39 | 4.27 4.73 | 4.57 ^o 4.16 | 4.54 4.34 | 4.54 ^s 3.86 | 4.41 | 4.59 4.24 | 4.57 ^o 4.16 | 4.54 4.34 | 4.54 4.34 | 4.54 ^s 3.86 | | |
| Does not benefit me [1-3] | 448 37% | 207 34% 241 39% | 50 24% 53 24% | 68 32% 105 46% ^{cde} | 80 46% ^{cde} 52 52% ^{cde} | 39 56% ^{cde} 39 56% ^{cde} | 151 41% ^m 129 38% | 91 35% 78 31% | 260 34% 188 40% | 147 34% 300 38% | 346 35% 101 45% ^r | 37 | 207 34% 241 39% | 260 34% 188 40% | 147 34% 300 38% | 147 34% 300 38% | 346 35% 101 45% ^r | | |
| Neither [4-7] | 620 51% | 314 51% 306 50% | 129 62% ^{fgh} 133 59% ^{fgh} | 133 59% ^{fgh} 120 55% ^{fhi} | 98 43% 78 45% | 39 39% 24 34% | 174 47% 169 49% | 140 54% 137 54% | 392 52% 228 49% | 233 54% 387 49% | 527 53% ^s 93 41% | 51 | 314 51% 306 50% | 392 52% 228 49% | 233 54% 387 49% | 233 54% 387 49% | 527 53% ^s 93 41% | | |
| Benefits me a great deal [8-10] | 145 12% | 84 14% 60 10% | 30 14% 37 16% ^g | 24 12% 24 10% | 13 8% 8 8% | 8 8% 5 8% | 45 12% 41 12% | 25 10% 33 13% | 101 13% 43 9% | 47 11% 98 12% | 117 12% 28 12% | 12 | 84 14% 60 10% | 101 13% 43 9% | 47 11% 98 12% | 47 11% 98 12% | 117 12% 28 12% | | |
| Don't know | 11 1% | 6 1% 5 1% | - 1% 3 1% | 2 1% 2 1% | 1 1% 1 1% | 2 2% 1 1% | 1 1% 2 2% | 2 2% 5 2% | 6 1% 5 1% | 3 1% 7 1% | 8 1% 3 1% | 1 | 6 1% 5 1% | 6 1% 5 1% | 3 1% 7 1% | 3 1% 7 1% | 8 1% 3 1% | | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

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Table 60
VD13_4 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally?
Receiving better customer service: for example, by knowing the name or past history of the customer if they get in touch.
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---------------------------------|-------------|-------------------------|------------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|------------------|-----------------------------------|-------------------|-------------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| 1 - Does not benefit me at all | 276 | 193 | 40 | 43 | - | 227 | 50 | 21 | 15 | 23 | 11 | 193 | 84 | 164 | 113 | 57 | 115 | 100 | 87 | 86 | 99 |
| | 23% | 20% | 29%a | 44%ab | - | 21% | 40%e | 48% | 59% | 29% | 48% | 23% | 21% | 19% | 33% ^m | 16% | 20% | 40% ^{op} | 26% ^s | 16% | 28% ^s |
| 2 | 66 | 54 | 4 | 8 | - | 60 | 6 | 2 | - | 8 | 2 | 41 | 25 | 46 | 20 | 17 | 39 | 10 | 14 | 32 | 21 |
| | 5% | 5% | 3% | 8% | - | 5% | 5% | 5% | - | 10% | 10% | 5% | 6% | 5% | 6% | 5% | 7% | 4% | 4% | 6% | 6% |
| 3 | 105 | 90 | 13 | 3 | - | 97 | 8 | 1 | - | 8 | * | 73 | 32 | 79 | 26 | 28 | 67 | 9 | 33 | 54 | 18 |
| | 9% | 9% | 9% | 3% | - | 9% | 7% | 2% | - | 10% | 2% | 9% | 8% | 9% | 8% | 8% | 11% ^q | 4% | 10% ^t | 10% ^t | 5% |
| 4 | 125 | 106 | 13 | 6 | - | 115 | 10 | 4 | 3 | 7 | 2 | 88 | 37 | 88 | 36 | 39 | 60 | 26 | 31 | 54 | 39 |
| | 10% | 11% | 10% | 6% | - | 10% | 8% | 9% | 10% | 9% | 7% | 11% | 9% | 10% | 11% | 11% | 10% | 10% | 10% | 10% | 11% |
| 5 | 224 | 172 | 32 | 20 | - | 205 | 18 | 9 | 3 | 13 | 1 | 143 | 81 | 163 | 61 | 71 | 110 | 40 | 48 | 116 | 59 |
| | 18% | 17% | 23% | 20% | - | 19% | 14% | 20% | 13% | 16% | 7% | 17% | 20% | 19% | 18% | 19% | 19% | 16% | 15% | 22% ^r | 17% |
| 6 | 142 | 122 | 13 | 8 | - | 131 | 12 | 4 | - | 7 | 3 | 103 | 40 | 113 | 30 | 48 | 72 | 23 | 40 | 67 | 35 |
| | 12% | 12% | 9% | 8% | - | 12% | 9% | 10% | - | 9% | 14% | 12% | 10% | 13% | 9% | 13% | 12% | 9% | 12% | 13% | 10% |
| 7 | 129 | 115 | 11 | 2 | - | 124 | 5 | * | - | 5 | - | 92 | 37 | 111 | 17 | 47 | 65 | 16 | 29 | 67 | 32 |
| | 11% | 12% ^c | 8% | 2% | - | 11% ^f | 4% | 1% | - | 7% | - | 11% | 9% | 13% ⁿ | 5% | 13% ^q | 11% | 6% | 9% | 13% | 9% |
| 8 | 90 | 80 | 5 | 5 | - | 83 | 6 | 2 | 3 | 3 | * | 54 | 36 | 72 | 18 | 38 | 40 | 12 | 26 | 30 | 33 |
| | 7% | 8% | 4% | 5% | - | 8% | 5% | 4% | 12% | 4% | 2% | 7% | 9% | 8% | 5% | 10% ^q | 7% | 5% | 8% | 6% | 9% |
| 9 | 19 | 15 | 2 | 2 | - | 17 | 1 | * | - | 1 | - | 12 | 7 | 13 | 5 | 6 | 6 | 5 | 7 | 3 | 8 |
| | 2% | 2% | 1% | 2% | - | 2% | 1% | 1% | - | 1% | - | 1% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 1% | 2% |
| 10 - Benefits me a great deal | 36 | 31 | 3 | 2 | - | 32 | 4 | - | - | 2 | 2 | 20 | 17 | 26 | 10 | 14 | 13 | 9 | 11 | 14 | 11 |
| | 3% | 3% | 2% | 2% | - | 3% | 3% | - | - | 3% | 8% | 2% | 4% | 3% | 3% | 4% | 2% | 4% | 3% | 3% | 3% |
| MEAN | 4.41 | 4.58 ^{bc} | 3.98 | 3.29 | - | 4.51 ^f | 3.51 | 3.09 | 2.75 | 3.75 | 3.24 | 4.35 | 4.54 | 4.65 ⁿ | 3.79 | 4.94 ^{pq} | 4.39 ^q | 3.72 | 4.32 | 4.57 | 4.31 |
| Does not benefit me [1-3] | 448 | 336 | 57 | 55 | - | 384 | 64 | 24 | 15 | 39 | 13 | 307 | 141 | 289 | 159 | 103 | 221 | 120 | 133 | 172 | 138 |
| | 37% | 34% | 42% | 55% ^a | - | 35% | 52% ^e | 55% | 59% | 50% | 60% | 37% | 35% | 33% | 46% ^m | 28% | 38% ^o | 47% ^{op} | 40% | 33% | 39% |
| Neither [4-7] | 620 | 515 | 69 | 36 | - | 575 | 44 | 18 | 6 | 33 | 6 | 425 | 195 | 476 | 144 | 205 | 306 | 105 | 149 | 303 | 165 |
| | 51% | 52% ^c | 50% ^c | 36% | - | 52% ^f | 36% | 40% | 24% | 42% | 28% | 52% | 49% | 54% ⁿ | 42% | 55% ^q | 52% ^q | 41% | 45% | 58% ^{rt} | 46% |
| Benefits me a great deal [8-10] | 145 | 127 | 10 | 8 | - | 133 | 11 | 2 | 3 | 6 | 2 | 86 | 59 | 111 | 34 | 59 | 59 | 26 | 45 | 48 | 53 |
| | 12% | 13% | 7% | 8% | - | 12% | 9% | 5% | 12% | 8% | 10% | 10% | 15% | 13% | 10% | 16% ^p | 10% | 10% | 14% | 9% | 15% ^s |
| Don't know | 11 | 10 | 1 | * | - | 5 | 4 | - | 2 | 1 | 1 | 6 | 2 | 6 | 5 | 3 | 1 | 3 | 3 | 2 | 1 |
| | 1% | 1% | 1% | * | - | * | 3% ^e | - | 6% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | * | 1% | 1% | * | * |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 61
VD13_5 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally?
As a way to keep the prices companies charge for goods or services cheap or free.
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|---------------------------------|-------------|------------------|-----------|--|--|--|-------------------------------|--------------------|--------------------|--------------------|-------------------|------------------|------------------|-------------------|------------------|-----------------------|------------------|--------------------|---------------------|------------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) | |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| 1 - Does not benefit me at all | 321 | 150 | 171 | 32 | 47 | 44 | 64 | 69 | 32 | 35 | 101 | 89 | 77 | 55 | 190 | 131 | 93 | 228 | 237 | 83 |
| | 26% | 25% | 28% | 15% | 21% | 20% | 28% _c | 40% _{cde} | 32% _c | 50% _{cde} | 27% | 26% | 30% | 22% | 25% | 28% | 22% | 29% _p | 24% | 37% _r |
| 2 | 89 | 49 | 40 | 18 | 12 | 22 | 18 | 8 | 7 | 3 | 42 | 22 | 13 | 11 | 60 | 29 | 31 | 58 | 80 | 9 |
| | 7% | 8% | 7% | 8% | 5% | 10% | 8% | 5% | 7% | 4% | 11% _{lm} | 7% | 5% | 4% | 8% | 6% | 7% | 7% | 8% | 4% |
| 3 | 96 | 41 | 55 | 20 | 8 | 15 | 18 | 17 | 14 | 4 | 40 | 26 | 13 | 17 | 53 | 43 | 32 | 65 | 69 | 27 |
| | 8% | 7% | 9% | 9% _d | 3% | 7% | 8% | 10% _d | 14% _d | 6% | 11% | 8% | 5% | 7% | 7% | 9% | 7% | 8% | 7% | 12% _f |
| 4 | 93 | 57 | 35 | 14 | 23 | 20 | 17 | 13 | 3 | 2 | 24 | 23 | 17 | 28 | 61 | 32 | 33 | 60 | 84 | 9 |
| | 8% | 9% | 6% | 7% | 10% | 9% | 7% | 8% | 3% | 3% | 6% | 7% | 7% | 11% | 8% | 7% | 8% | 8% | 8% | 4% |
| 5 | 267 | 130 | 137 | 47 | 66 | 50 | 46 | 22 | 22 | 14 | 70 | 65 | 69 | 62 | 169 | 98 | 103 | 164 | 224 | 43 |
| | 22% | 21% | 22% | 22% _g | 29% _g | 23% _g | 20% | 13% | 22% | 20% | 19% | 19% | 27% | 25% | 22% | 21% | 24% | 21% | 22% | 19% |
| 6 | 122 | 53 | 69 | 23 | 24 | 19 | 35 | 11 | 3 | 6 | 25 | 39 | 33 | 25 | 90 | 32 | 56 | 66 | 108 | 13 |
| | 10% | 9% | 11% | 11% _h | 11% | 9% | 15% _{gh} | 6% | 3% | 9% | 7% | 11% | 13% | 10% | 12% _o | 7% | 13% _q | 8% | 11% | 6% |
| 7 | 99 | 52 | 47 | 28 | 11 | 27 | 13 | 12 | 7 | - | 25 | 38 | 14 | 23 | 61 | 38 | 38 | 61 | 86 | 13 |
| | 8% | 9% | 8% | 13% _d _f | 5% | 12% _d _i | 6% | 7% | 7% _i | - | 7% | 11% _l | 5% | 9% | 8% | 8% | 9% | 8% | 9% | 6% |
| 8 | 47 | 33 | 14 | 12 | 14 | 5 | 5 | 6 | 3 | 2 | 17 | 9 | 9 | 11 | 25 | 22 | 10 | 37 | 41 | 6 |
| | 4% | 5% _b | 2% | 6% | 6% | 2% | 2% | 4% | 3% | 2% | 5% | 3% | 3% | 4% | 3% | 5% | 2% | 5% | 4% | 3% |
| 9 | 16 | 6 | 10 | 4 | 4 | 1 | 3 | 2 | - | 2 | 2 | 10 | 1 | 4 | 7 | 9 | 6 | 10 | 14 | 2 |
| | 1% | 1% | 2% | 2% | 2% | * | 1% | 1% | - | 2% | * | 3% | * | 2% | 1% | 2% | 1% | 1% | 1% | 1% |
| 10 - Benefits me a great deal | 49 | 33 | 16 | 11 | 14 | 8 | 6 | 3 | 6 | * | 17 | 13 | 9 | 10 | 33 | 16 | 20 | 29 | 38 | 11 |
| | 4% | 5% _b | 3% | 5% | 6% | 4% | 3% | 2% | 6% | * | 5% | 4% | 4% | 4% | 4% | 4% | 5% | 4% | 4% | 5% |
| MEAN | 4.11 | 4.27 | 3.94 | 4.79 _f _g | 4.61 _f _g | 4.26 _g _i | 3.91 _i | 3.35 | 3.77 | 2.93 | 3.85 | 4.26 | 4.01 | 4.40 _j | 4.16 | 4.03 | 4.35 | 3.98 | 4.23 _s | 3.60 |
| Does not benefit me [1-3] | 507 | 240 | 267 | 69 | 67 | 81 | 100 | 95 | 53 | 42 | 183 | 136 | 103 | 83 | 304 | 203 | 156 | 350 | 387 | 119 |
| | 41% | 39% | 44% | 33% | 30% | 37% | 43% _d | 55% _{cde} | 53% _{cde} | 61% _{cde} | 50% _m | 40% | 40% | 33% | 40% | 44% | 36% | 44% _p | 39% | 53% _r |
| Neither [4-7] | 580 | 292 | 288 | 112 | 124 | 117 | 112 | 58 | 36 | 22 | 144 | 165 | 133 | 138 | 380 | 200 | 230 | 350 | 502 | 79 |
| | 47% | 48% | 47% | 54% _g _h _i | 55% _g _h _i | 54% _g _h _i | 49% _g _i | 34% | 36% | 32% | 39% | 48% _j | 51% _j | 54% _j | 50% _o | 43% | 53% _q | 44% | 50% _s | 35% |
| Benefits me a great deal [8-10] | 112 | 72 | 40 | 27 | 32 | 14 | 14 | 12 | 10 | 3 | 36 | 32 | 19 | 25 | 65 | 47 | 36 | 76 | 93 | 19 |
| | 9% | 12% _b | 6% | 13% _f | 14% _f | 7% | 6% | 7% | 10% | 5% | 10% | 9% | 7% | 10% | 9% | 10% | 8% | 10% | 9% | 8% |
| Don't know | 25 | 7 | 18 | 1 | 4 | 5 | 5 | 7 | 2 | 2 | 7 | 7 | 4 | 7 | 10 | 14 | 8 | 16 | 16 | 8 |
| | 2% | 1% | 3% | 1% | 2% | 2% | 2% | 4% _c | 2% | 2% | 2% | 2% | 1% | 3% | 1% | 3% | 2% | 2% | 2% | 4% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 62
VD13_5 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally?
As a way to keep the prices companies charge for goods or services cheap or free.
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---------------------------------|-------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| 1 - Does not benefit me at all | 321 | 238 | 42 | 42 | - | 277 | 44 | 20 | 14 | 24 | 8 | 213 | 108 | 198 | 124 | 69 | 146 | 102 | 106 | 83 | 130 |
| 2 | 89 | 78 | 10 | 1 | - | 88 | 1 | 3 | - | 7 | * | 63 | 26 | 66 | 23 | 31 | 45 | 13 | 29 | 38 | 21 |
| 3 | 96 | 82 | 8 | 6 | - | 91 | 5 | 4 | - | 11 | 3 | 71 | 25 | 74 | 22 | 27 | 56 | 12 | 30 | 46 | 21 |
| 4 | 93 | 77 | 10 | 5 | - | 82 | 10 | 1 | 1 | 2 | 2 | 60 | 32 | 73 | 19 | 28 | 47 | 18 | 22 | 54 | 13 |
| 5 | 267 | 211 | 38 | 17 | - | 237 | 30 | 7 | 7 | 20 | 2 | 179 | 88 | 209 | 58 | 87 | 130 | 46 | 61 | 132 | 74 |
| 6 | 122 | 102 | 13 | 8 | - | 114 | 8 | 6 | 1 | 2 | 2 | 88 | 33 | 91 | 31 | 40 | 63 | 18 | 34 | 58 | 29 |
| 7 | 99 | 85 | 8 | 7 | - | 89 | 10 | - | - | 6 | 1 | 72 | 27 | 69 | 30 | 33 | 45 | 21 | 16 | 50 | 34 |
| 8 | 47 | 40 | 4 | 3 | - | 41 | 6 | 2 | - | 1 | 2 | 20 | 27 | 36 | 11 | 21 | 18 | 8 | 8 | 28 | 10 |
| 9 | 16 | 14 | * | 2 | - | 15 | 2 | - | 2 | - | - | 9 | 7 | 12 | 4 | 4 | 9 | 3 | 5 | 7 | 3 |
| 10 - Benefits me a great deal | 49 | 40 | 3 | 6 | - | 45 | 4 | * | - | 4 | 2 | 30 | 19 | 36 | 13 | 18 | 24 | 7 | 13 | 17 | 19 |
| MEAN | 4.11 | 4.19 | 3.77 | 3.75 | - | 4.13 | 3.92 | 2.97 | 2.87 | 3.66 | 4.15 | 4.05 | 4.22 | 4.25n | 3.73 | 4.51q | 4.11q | 3.56 | 3.71 | 4.55rt | 3.86 |
| Does not benefit me [1-3] | 507 | 398 | 60 | 49 | - | 456 | 50 | 28 | 14 | 42 | 11 | 347 | 160 | 338 | 169 | 127 | 247 | 128 | 165 | 167 | 172 |
| Neither [4-7] | 580 | 475 | 69 | 36 | - | 523 | 58 | 14 | 8 | 29 | 6 | 400 | 180 | 443 | 137 | 188 | 286 | 103 | 133 | 295 | 150 |
| Benefits me a great deal [8-10] | 112 | 94 | 8 | 11 | - | 101 | 11 | 2 | 2 | 5 | 4 | 59 | 53 | 84 | 28 | 43 | 50 | 18 | 26 | 53 | 33 |
| Don't know | 25 | 21 | 1 | 3 | - | 18 | 4 | - | 2 | 1 | 1 | 17 | 5 | 17 | 8 | 12 | 4 | 5 | 6 | 10 | 3 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 63
VD14 - Each of the following statements describe how some people generally feel about companies using their personal information.
For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree: SUMMARY
BASE: ALL WHO ARE INTERNET USERS

| | Total Unwtd | Total Wtd | Totally disagree 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | Totally agree 10 | MEAN | Disagree [1-3] | Neither agree nor disagree [4-7] | Agree [8-10] | Don't know |
|---|-------------|-----------|--------------------|-----------|-----------|----------|------------|------------|------------|------------|----------|------------------|------|----------------|----------------------------------|--------------|------------|
| I am willing for companies to collect my personal information but I want to know what information they collect and how they will use it | 1155 | 1224 | 218 18% | 63 5% | 54 4% | 57 5% | 166 14% | 92 8% | 86 7% | 124 10% | 60 5% | 291 24% | 5.91 | 335 27% | 401 33% | 475 39% | 12 1% |
| I do not allow companies to use my personal information in any circumstances | 1155 | 1224 | 144 12% | 53 4% | 98 8% | 93 8% | 193 16% | 93 8% | 86 7% | 99 8% | 39 3% | 316 26% | 6.05 | 295 24% | 465 38% | 455 37% | 9 1% |
| I am willing to give access to my personal information in exchange for benefits such as free access to a website | 1155 | 1224 | 490 40% | 109 9% | 102 8% | 86 7% | 165 13% | 66 5% | 78 6% | 50 4% | 15 1% | 53 4% | 3.45 | 701 57% | 395 32% | 118 10% | 10 1% |
| I am only willing to give access to my personal information to a company or brand I trust | 1155 | 1224 | 115 9% | 27 2% | 41 3% | 51 4% | 142 12% | 72 6% | 169 14% | 148 12% | 90 7% | 362 30% | 6.94 | 182 15% | 433 35% | 600 49% | 8 1% |
| Government and public services are more responsible with their use of my personal information than private companies | 1155 | 1224 | 176 14% | 54 4% | 69 6% | 91 7% | 230 19% | 117 10% | 130 11% | 146 12% | 60 5% | 125 10% | 5.49 | 299 24% | 568 46% | 331 27% | 26 2% |
| I would rather pay more for goods and services than provide my personal information | 1155 | 1224 | 116 10% | 38 3% | 81 7% | 83 7% | 264 22% | 102 8% | 130 11% | 121 10% | 45 4% | 230 19% | 6.02 | 234 19% | 580 47% | 397 32% | 13 1% |

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 64
VD14_1 - Each of the following statements describe how some people generally feel about companies using their personal information.
For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree.
I am willing for companies to collect my personal information but I want to know what information they collect and how they will use it.
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | GENDER | | AGE | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|----------------------------------|-------|----------|------------|--------------------|--------------------|---------------------|--------------------|--------------------|--------------------|--------------------|-------------------|--------|-------------------|-------------------|-------------------|-----------------------|-------------------|------------------|--------------------|---------------------|
| | | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK -ING (n) | NOT WORK -ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| 1 - Totally disagree | 218 | 110 | 109 | 15 | 29 | 25 | 44 | 46 | 29 | 30 | 65 | 56 | 54 | 43 | 112 | 106 | 55 | 163 | 152 | 67 |
| | 18% | 18% | 18% | 7% | 13% | 12% | 19% ^c | 27% ^{cde} | 29% ^{cde} | 44% ^{cde} | 17% | 16% | 21% | 17% | 15% | 23% ⁿ | 13% | 21% ^p | 15% | 30% ^r |
| 2 | 63 | 31 | 32 | 12 | 11 | 4 | 10 | 10 | 11 | 5 | 19 | 21 | 10 | 13 | 34 | 29 | 14 | 49 | 57 | 7 |
| | 5% | 5% | 5% | 6% | 5% | 2% | 4% | 6% | 11% ^{ef} | 8% | 5% | 6% | 4% | 5% | 4% | 6% | 3% | 6% | 6% | 3% |
| 3 | 54 | 23 | 31 | 5 | 8 | 9 | 14 | 4 | 7 | 7 | 17 | 14 | 15 | 8 | 33 | 21 | 20 | 34 | 40 | 13 |
| | 4% | 4% | 5% | 2% | 4% | 4% | 6% | 2% | 7% | 9% ^{cg} | 4% | 4% | 6% | 3% | 4% | 4% | 5% | 4% | 4% | 6% |
| 4 | 57 | 30 | 27 | 10 | 12 | 8 | 9 | 12 | 2 | 3 | 16 | 20 | 8 | 14 | 31 | 26 | 17 | 40 | 49 | 8 |
| | 5% | 5% | 4% | 5% | 5% | 4% | 4% | 7% | 2% | 5% | 4% | 6% | 3% | 5% | 4% | 6% | 4% | 5% | 5% | 4% |
| 5 | 166 | 70 | 96 | 39 | 34 | 23 | 31 | 20 | 12 | 7 | 36 | 38 | 47 | 45 | 103 | 63 | 67 | 99 | 148 | 18 |
| | 14% | 11% | 16% | 19% | 15% | 11% | 13% | 12% | 12% | 10% | 10% | 11% | 18% ^{jk} | 18% ^{jk} | 14% | 14% | 16% | 13% | 15% ^s | 8% |
| 6 | 92 | 47 | 46 | 15 | 21 | 30 | 12 | 9 | 4 | 1 | 29 | 26 | 13 | 24 | 64 | 28 | 33 | 59 | 80 | 13 |
| | 8% | 8% | 8% | 7% | 9% | 14% ^{fghi} | 5% | 5% | 4% | 1% | 8% | 8% | 5% | 9% | 8% | 6% | 8% | 7% | 8% | 6% |
| 7 | 86 | 50 | 36 | 16 | 18 | 27 | 14 | 5 | 3 | 2 | 24 | 27 | 19 | 16 | 54 | 31 | 37 | 48 | 79 | 7 |
| | 7% | 8% | 6% | 8% | 8% | 12% ^{gh} | 6% | 3% | 3% | 3% | 6% | 8% | 7% | 6% | 7% | 7% | 9% | 6% | 8% ^s | 3% |
| 8 | 124 | 71 | 53 | 31 | 16 | 23 | 15 | 25 | 10 | 3 | 55 | 33 | 17 | 19 | 78 | 46 | 44 | 80 | 99 | 25 |
| | 10% | 12% | 9% | 15% ^{dfl} | 7% | 11% | 7% | 15% ^f | 10% | 4% | 15% ^{lm} | 10% | 7% | 8% | 10% | 10% | 10% | 10% | 10% | 11% |
| 9 | 60 | 28 | 32 | 12 | 14 | 9 | 17 | 3 | 4 | 1 | 17 | 21 | 8 | 13 | 39 | 21 | 24 | 36 | 52 | 8 |
| | 5% | 5% | 5% | 6% | 6% | 4% | 7% ^{cg} | 2% | 4% | 2% | 5% | 6% | 3% | 5% | 5% | 4% | 6% | 5% | 5% | 4% |
| 10 - Totally agree | 291 | 146 | 145 | 55 | 58 | 56 | 62 | 35 | 18 | 7 | 91 | 83 | 66 | 51 | 204 | 87 | 117 | 174 | 236 | 55 |
| | 24% | 24% | 24% | 26% ^{ai} | 26% ^{ai} | 26% ^{ai} | 27% ^{ai} | 20% | 18% | 10% | 25% | 24% | 26% | 20% | 27% ^o | 19% | 27% | 22% | 24% | 24% |
| MEAN | 5.91 | 5.98 | 5.84 | 6.67 ^{gh} | 6.23 ^{gh} | 6.53 ^{gh} | 5.97 ^{hi} | 5.26 ⁱ | 4.83 ⁱ | 3.48 | 6.09 | 6.00 | 5.71 | 5.73 | 6.24 ^o | 5.37 | 6.40 ^q | 5.64 | 6.03 ^s | 5.38 |
| Disagree [1-3] | 335 | 164 | 171 | 31 | 48 | 39 | 68 | 60 | 46 | 42 | 100 | 92 | 79 | 64 | 179 | 156 | 90 | 246 | 249 | 87 |
| | 27% | 27% | 28% | 15% | 21% | 18% | 30% ^{ce} | 35% ^{cde} | 46% ^{cde} | 61% ^{cde} | 27% | 27% | 30% | 25% | 24% | 34% ⁿ | 21% | 31% ^p | 25% | 39% ^r |
| Neither agree nor disagree [4-7] | 401 | 197 | 204 | 80 | 86 | 89 | 66 | 46 | 21 | 13 | 105 | 111 | 87 | 99 | 253 | 148 | 154 | 247 | 356 | 45 |
| | 33% | 32% | 33% | 38% ^{ghi} | 38% ^{hi} | 41% ^{fgh} | 29% | 27% | 21% | 19% | 28% | 33% | 34% | 39% ^{ej} | 33% | 32% | 36% | 31% | 36% ^s | 20% |
| Agree [8-10] | 475 | 246 | 229 | 98 | 88 | 89 | 94 | 63 | 32 | 11 | 163 | 136 | 92 | 84 | 321 | 154 | 186 | 289 | 388 | 87 |
| | 39% | 40% | 37% | 47% ^{ghi} | 39% ^{hi} | 41% ^{hi} | 41% ^{hi} | 37% ^{hi} | 32% ^{hi} | 16% | 44% ^m | 40% | 35% | 33% | 42% ^o | 33% | 43% | 36% | 39% | 39% |
| Don't know | 12 | 6 | 7 | - | 4 | 1 | 1 | 3 | 1 | 3 | 2 | 2 | 2 | 7 | 6 | 7 | 1 | 11 | 6 | 5 |
| | 1% | 1% | 1% | - | 2% | * | * | 2% | 1% | 5% ^{cef} | 1% | * | 1% | 3% ^k | 1% | 1% | * | 1% | 1% | 2% ^f |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base

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Table 65
VD14_1 - Each of the following statements describe how some people generally feel about companies using their personal information.
For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree.
I am willing for companies to collect my personal information but I want to know what information they collect and how they will use it.
BASE: ALL WHO ARE INTERNET USERS

| TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|----------------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|-------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 | |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| 1 - Totally disagree | 218 | 155 | 29 | 35 | - | 175 | 43 | 17 | 13 | 16 | 12 | 157 | 61 | 134 | 85 | 42 | 98 | 75 | 76 | 69 | 71 |
| | 18% | 16% | 21% | 35%ab | - | 16% | 35%e | 39% | 52% | 21% | 54% | 19% | 15% | 15% | 25%m | 11% | 17% | 29%op | 23%rs | 13% | 20%st |
| 2 | 63 | 43 | 8 | 12 | - | 56 | 7 | 4 | 1 | 10 | 1 | 33 | 30 | 40 | 23 | 19 | 32 | 12 | 16 | 35 | 13 |
| | 5% | 4% | 6% | 12%a | - | 5% | 6% | 10% | 4% | 13% | 3% | 4% | 8%k | 5% | 7% | 5% | 5% | 5% | 5% | 7% | 4% |
| 3 | 54 | 44 | 7 | 3 | - | 47 | 7 | 5 | 2 | 5 | 2 | 35 | 19 | 36 | 17 | 17 | 30 | 7 | 7 | 26 | 21 |
| | 4% | 4% | 5% | 3% | - | 4% | 6% | 10% | 8% | 6% | 7% | 4% | 5% | 4% | 5% | 5% | 5% | 3% | 2% | 5% | 6%r |
| 4 | 57 | 50 | 4 | 3 | - | 53 | 4 | 2 | 1 | 2 | - | 38 | 19 | 42 | 15 | 24 | 23 | 10 | 10 | 33 | 14 |
| | 5% | 5% | 3% | 3% | - | 5% | 3% | 6% | 4% | 3% | - | 5% | 5% | 5% | 4% | 6% | 4% | 4% | 3% | 6% | 4% |
| 5 | 166 | 131 | 21 | 15 | - | 147 | 18 | 5 | 2 | 10 | 2 | 110 | 55 | 126 | 40 | 57 | 71 | 35 | 40 | 79 | 45 |
| | 14% | 13% | 15% | 15% | - | 13% | 15% | 11% | 9% | 13% | 10% | 13% | 14% | 14% | 12% | 15% | 12% | 14% | 12% | 15% | 13% |
| 6 | 92 | 83 | 5 | 4 | - | 86 | 7 | - | 1 | 2 | 2 | 54 | 39 | 72 | 21 | 47 | 40 | 6 | 19 | 54 | 20 |
| | 8% | 8% | 4% | 4% | - | 8% | 5% | - | 3% | 3% | 7% | 6% | 10% | 8% | 6% | 13%pq | 7%q | 2% | 6% | 10%t | 6% |
| 7 | 86 | 70 | 13 | 3 | - | 80 | 6 | 1 | 1 | 2 | 1 | 52 | 34 | 71 | 15 | 28 | 43 | 12 | 21 | 45 | 19 |
| | 7% | 7% | 9% | 3% | - | 7% | 5% | 3% | 3% | 3% | 4% | 6% | 9% | 8% | 4% | 8% | 7% | 5% | 6% | 9% | 5% |
| 8 | 124 | 109 | 10 | 4 | - | 123 | 1 | 3 | - | 10 | - | 90 | 34 | 90 | 34 | 31 | 57 | 33 | 34 | 58 | 32 |
| | 10% | 11% | 7% | 4% | - | 11%f | * | 7% | - | 13% | - | 11% | 8% | 10% | 10% | 9% | 10% | 13% | 10% | 11% | 9% |
| 9 | 60 | 51 | 9 | * | - | 54 | 6 | 1 | 1 | 3 | * | 44 | 17 | 45 | 15 | 17 | 36 | 7 | 18 | 27 | 16 |
| | 5% | 5%c | 6%c | * | - | 5% | 5% | 1% | 2% | 4% | 2% | 5% | 4% | 5% | 4% | 5% | 6% | 3% | 5% | 5% | 4% |
| 10 - Totally agree | 291 | 245 | 27 | 19 | - | 269 | 22 | 5 | 2 | 15 | 3 | 203 | 88 | 221 | 70 | 85 | 153 | 53 | 88 | 93 | 107 |
| | 24% | 25% | 20% | 19% | - | 25% | 18% | 11% | 7% | 19% | 13% | 25% | 22% | 25% | 20% | 23% | 26% | 21% | 27%rs | 18% | 30%st |
| MEAN | 5.91 | 6.12c | 5.54c | 4.33 | - | 6.07f | 4.50 | 3.72 | 3.03 | 5.23 | 3.48 | 5.96 | 5.81 | 6.14n | 5.31 | 6.10q | 6.09q | 5.25 | 5.91 | 5.83 | 6.04 |
| Disagree [1-3] | 335 | 241 | 45 | 49 | - | 278 | 58 | 26 | 16 | 32 | 14 | 225 | 110 | 210 | 125 | 79 | 160 | 94 | 99 | 129 | 105 |
| | 27% | 24% | 33% | 50%ab | - | 25% | 47%e | 59% | 64% | 41% | 64% | 27% | 28% | 24% | 37%m | 21% | 27% | 37%op | 30% | 25% | 29% |
| Neither agree nor disagree [4-7] | 401 | 334 | 42 | 25 | - | 366 | 35 | 8 | 5 | 17 | 5 | 253 | 147 | 310 | 91 | 156 | 178 | 63 | 90 | 211 | 98 |
| | 33% | 34% | 31% | 25% | - | 33% | 28% | 19% | 19% | 21% | 21% | 31% | 37% | 35%n | 27% | 42%pq | 30% | 25% | 27% | 40%rt | 27% |
| Agree [8-10] | 475 | 406 | 46 | 23 | - | 447 | 28 | 8 | 3 | 29 | 3 | 337 | 138 | 356 | 118 | 133 | 246 | 93 | 140 | 179 | 154 |
| | 39% | 41%c | 34% | 24% | - | 41%f | 23% | 19% | 10% | 37% | 15% | 41% | 35% | 40% | 35% | 36% | 42% | 37% | 42%rs | 34% | 43%st |
| Don't know | 12 | 7 | 4 | 1 | - | 8 | 3 | 1 | 2 | 1 | - | 9 | 2 | 5 | 7 | 2 | 3 | 4 | 1 | 5 | 1 |
| | 1% | 1% | 3%a | 1% | - | 1% | 2% | 3% | 7% | 1% | - | 1% | 1% | 1% | 2%m | 1% | 1% | 2% | * | 1% | * |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 66
VD14_2 - Each of the following statements describe how some people generally feel about companies using their personal information.
For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree.
I do not allow companies to use my personal information in any circumstances.
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|----------------------------------|--------|------------------|------------|-------------------|--------------------|--------------------------------|--------------------|--------------------|-----------------------------------|-----------------------------------|-------------------|-------------------|-------------------|-------------------|------------------|-----------------------|------------------|-------------------|--------------------|---------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK -ING (n) | NOT WORK -ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| 1 - Totally disagree | 144 | 86 | 57 | 23 | 32 | 40 | 22 | 17 | 8 | 3 | 59 | 37 | 22 | 26 | 95 | 49 | 61 | 83 | 109 | 35 |
| | 12% | 14%b | 9% | 11% | 14% | 18% ^h _{fi} | 10% | 10% | 8% | 4% | 16% ^l | 11% | 8% | 10% | 13% | 10% | 14% | 10% | 11% | 16% |
| 2 | 53 | 29 | 24 | 11 | 6 | 11 | 11 | 9 | 4 | 2 | 22 | 21 | 7 | 3 | 37 | 16 | 13 | 40 | 47 | 6 |
| | 4% | 5% | 4% | 5% | 3% | 5% | 5% | 5% | 4% | 3% | 6% ^m | 6% ^m | 3% | 1% | 5% | 3% | 3% | 5% | 5% | 2% |
| 3 | 98 | 57 | 41 | 26 | 6 | 17 | 30 | 10 | 4 | 4 | 34 | 35 | 19 | 9 | 63 | 35 | 36 | 62 | 78 | 20 |
| | 8% | 9% | 7% | 12% ^{dh} | 3% | 8% | 13% ^{dh} | 6% | 4% | 6% | 9% ^m | 10% ^m | 7% | 4% | 8% | 7% | 8% | 8% | 8% | 9% |
| 4 | 93 | 44 | 49 | 22 | 22 | 18 | 16 | 10 | 4 | 1 | 22 | 30 | 20 | 21 | 65 | 28 | 36 | 57 | 86 | 7 |
| | 8% | 7% | 8% | 11% ^{ei} | 9% ^{ei} | 8% | 7% | 6% | 4% | 1% | 6% | 9% | 8% | 8% | 9% | 6% | 8% | 7% | 9% ^s | 3% |
| 5 | 193 | 97 | 96 | 37 | 51 | 39 | 24 | 26 | 7 | 8 | 54 | 42 | 44 | 53 | 135 | 58 | 79 | 114 | 170 | 23 |
| | 16% | 16% | 16% | 18% ^h | 23% ^{fh} | 18% ^h | 11% | 15% | 7% | 11% | 15% | 12% | 17% | 21% ^k | 18% ^o | 13% | 18% | 14% | 17% ^s | 10% |
| 6 | 93 | 38 | 56 | 17 | 16 | 15 | 24 | 12 | 6 | 4 | 24 | 25 | 21 | 23 | 50 | 43 | 34 | 59 | 76 | 17 |
| | 8% | 6% | 9% | 8% | 7% | 7% | 10% | 7% | 6% | 6% | 6% | 7% | 8% | 9% | 7% | 9% | 8% | 7% | 8% | 7% |
| 7 | 86 | 42 | 44 | 16 | 16 | 15 | 14 | 19 | 4 | 1 | 29 | 22 | 14 | 21 | 57 | 29 | 36 | 49 | 78 | 7 |
| | 7% | 7% | 7% | 8% | 7% | 7% | 6% | 11% | 4% | 2% | 8% | 7% | 5% | 8% | 7% | 6% | 8% | 6% | 8% ^s | 3% |
| 8 | 99 | 39 | 60 | 17 | 19 | 25 | 17 | 9 | 10 | 2 | 25 | 26 | 26 | 23 | 63 | 36 | 38 | 61 | 84 | 15 |
| | 8% | 6% | 10% | 8% | 8% | 12% | 7% | 5% | 10% | 4% | 7% | 8% | 10% | 9% | 8% | 8% | 9% | 8% | 8% | 7% |
| 9 | 39 | 24 | 15 | 3 | 11 | 6 | 3 | 7 | 2 | 8 | 18 | 11 | 4 | 5 | 21 | 19 | 9 | 31 | 31 | 8 |
| | 3% | 4% | 3% | 2% | 5% | 3% | 1% | 4% | 2% | 11% ^{ce} _{th} | 5% | 3% | 2% | 2% | 3% | 4% | 2% | 4% | 3% | 4% |
| 10 - Totally agree | 316 | 152 | 164 | 35 | 46 | 30 | 68 | 52 | 50 | 35 | 82 | 91 | 81 | 62 | 170 | 146 | 87 | 230 | 232 | 84 |
| | 26% | 25% | 27% | 17% | 20% | 14% | 30% ^{ce} | 31% ^{ce} | 50% ^{cde} _{fg} | 50% ^{cde} _{fg} | 22% | 27% | 31% | 24% | 22% | 32% ⁿ | 20% | 29% ^p | 23% | 37% ^r |
| MEAN | 6.05 | 5.83 | 6.27 | 5.43 | 5.89 | 5.26 | 6.13 ^{ce} | 6.41 ^{ce} | 7.45 ^{cd} _{efg} | 7.83 ^{cd} _{efg} | 5.66 | 5.99 | 6.49 ^j | 6.26 | 5.80 | 6.48 ⁿ | 5.70 | 6.25 ^p | 5.96 | 6.46 |
| Disagree [1-3] | 295 | 172 | 123 | 60 | 44 | 67 | 63 | 36 | 16 | 9 | 116 | 93 | 48 | 39 | 196 | 99 | 110 | 185 | 234 | 61 |
| | 24% | 28% ^b | 20% | 29% ^{hi} | 19% | 31% ^{dhi} | 27% ^{ai} | 21% | 16% | 13% | 31% ^{lm} | 27% ^{lm} | 18% | 15% | 26% | 21% | 25% | 23% | 23% | 27% |
| Neither agree nor disagree [4-7] | 465 | 220 | 244 | 93 | 105 | 87 | 78 | 67 | 22 | 14 | 129 | 119 | 98 | 118 | 307 | 158 | 185 | 280 | 411 | 54 |
| | 38% | 36% | 40% | 44% ^{hi} | 46% ^{thi} | 40% ^{hi} | 34% ^h | 39% ^{hi} | 21% | 20% | 35% | 35% | 38% | 47% ^{jk} | 40% | 34% | 43% ^q | 35% | 41% ^s | 24% |
| Agree [8-10] | 455 | 215 | 239 | 55 | 76 | 62 | 88 | 68 | 62 | 45 | 125 | 128 | 111 | 90 | 254 | 201 | 133 | 322 | 347 | 108 |
| | 37% | 35% | 39% | 26% | 33% | 28% | 38% ^c | 39% ^c | 62% ^{cde} _{fg} | 64% ^{cde} _{fg} | 34% | 38% | 43% | 36% | 33% | 43% ⁿ | 31% | 41% ^p | 35% | 48% ^r |
| Don't know | 9 | 4 | 5 | 2 | 2 | 1 | 1 | 1 | 1 | 2 | - | * | 2 | 7 | 2 | 7 | 3 | 6 | 6 | 2 |
| | 1% | 1% | 1% | 1% | 1% | * | * | 1% | 1% | 3% | - | * | 1% | 3% ^{jk} | * | 1% | 1% | 1% | 1% | 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

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Table 67

VD14_2 - Each of the following statements describe how some people generally feel about companies using their personal information.
For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree.
I do not allow companies to use my personal information in any circumstances.
BASE: ALL WHO ARE INTERNET USERS

| TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|----------------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|-------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 | |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| 1 - Totally disagree | 144 | 128 | 7 | 9 | - | 130 | 14 | 2 | 1 | 6 | 2 | 89 | 54 | 112 | 32 | 42 | 66 | 34 | 44 | 58 | 41 |
| | 12% | 13%b | 5% | 9% | - | 12% | 12% | 4% | 5% | 8% | 8% | 11% | 14% | 13% | 9% | 11% | 11% | 13% | 13% | 11% | 12% |
| 2 | 53 | 47 | 5 | 1 | - | 52 | 1 | 2 | - | 4 | - | 35 | 18 | 39 | 14 | 11 | 31 | 11 | 14 | 21 | 18 |
| | 4% | 5% | 4% | 1% | - | 5% | 1% | 4% | - | 5% | - | 4% | 4% | 4% | 4% | 3% | 5% | 4% | 4% | 4% | 5% |
| 3 | 98 | 89 | 7 | 3 | - | 91 | 7 | 2 | 3 | 4 | - | 67 | 32 | 79 | 19 | 27 | 56 | 14 | 27 | 45 | 26 |
| | 8% | 9% | 5% | 3% | - | 8% | 6% | 4% | 10% | 6% | - | 8% | 8% | 9% | 6% | 7% | 10% | 5% | 8% | 9% | 7% |
| 4 | 93 | 85 | 4 | 4 | - | 88 | 5 | 1 | - | 3 | 2 | 60 | 33 | 78 | 15 | 27 | 50 | 16 | 17 | 59 | 16 |
| | 8% | 9%b | 3% | 4% | - | 8% | 4% | 1% | - | 4% | 8% | 7% | 8% | 9%n | 4% | 7% | 8% | 6% | 5% | 11%rt | 5% |
| 5 | 193 | 157 | 26 | 10 | - | 183 | 10 | 6 | 1 | 7 | * | 124 | 70 | 147 | 47 | 70 | 97 | 23 | 44 | 96 | 50 |
| | 16% | 16% | 19% | 10% | - | 17%f | 8% | 15% | 5% | 9% | 1% | 15% | 18% | 17% | 14% | 19%q | 17%q | 9% | 13% | 18% | 14% |
| 6 | 93 | 74 | 12 | 8 | - | 79 | 14 | 3 | 1 | 4 | 2 | 57 | 36 | 61 | 33 | 38 | 39 | 17 | 19 | 47 | 27 |
| | 8% | 7% | 8% | 8% | - | 7% | 11% | 7% | 4% | 5% | 9% | 7% | 9% | 7% | 10% | 10% | 7% | 7% | 6% | 9% | 8% |
| 7 | 86 | 69 | 15 | 1 | - | 79 | 5 | 1 | - | 1 | 3 | 60 | 24 | 71 | 15 | 36 | 37 | 11 | 23 | 40 | 21 |
| | 7% | 7% | 11%c | 1% | - | 7% | 4% | 3% | - | 1% | 11% | 7% | 6% | 8% | 4% | 10% | 6% | 5% | 7% | 8% | 6% |
| 8 | 99 | 79 | 12 | 8 | - | 86 | 13 | - | 2 | 10 | * | 72 | 27 | 73 | 27 | 40 | 51 | 8 | 22 | 44 | 33 |
| | 8% | 8% | 8% | 8% | - | 8% | 11% | - | 10% | 13%g | 1% | 9% | 7% | 8% | 8% | 11%q | 9%q | 3% | 7% | 8% | 9% |
| 9 | 39 | 31 | 2 | 6 | - | 36 | 3 | 7 | 1 | 1 | 1 | 26 | 13 | 25 | 15 | 8 | 21 | 10 | 12 | 15 | 12 |
| | 3% | 3% | 2% | 6% | - | 3% | 2% | 16%i | 3% | 1% | 4% | 3% | 3% | 3% | 4% | 2% | 4% | 4% | 4% | 3% | 3% |
| 10 - Totally agree | 316 | 224 | 45 | 48 | - | 268 | 48 | 20 | 14 | 37 | 13 | 230 | 86 | 194 | 122 | 68 | 139 | 107 | 105 | 98 | 111 |
| | 26% | 23% | 33%a | 48%ab | - | 24% | 39%e | 46% | 57% | 48% | 58% | 28% | 22% | 22% | 36%m | 18% | 24% | 42%op | 32%r | 19% | 31%r |
| MEAN | 6.05 | 5.79 | 6.82a | 7.59a | - | 5.95 | 6.95e | 7.68 | 8.11 | 7.30 | 7.97 | 6.21i | 5.72 | 5.78 | 6.75m | 5.87 | 5.89 | 6.70op | 6.27s | 5.69 | 6.37s |
| Disagree [1-3] | 295 | 263 | 20 | 12 | - | 272 | 23 | 5 | 4 | 14 | 2 | 191 | 104 | 230 | 64 | 80 | 154 | 59 | 85 | 124 | 85 |
| | 24% | 27%abc | 14% | 12% | - | 25% | 18% | 12% | 15% | 18% | 8% | 23% | 26% | 26%n | 19% | 22% | 26% | 23% | 26% | 24% | 24% |
| Neither agree nor disagree [4-7] | 465 | 385 | 57 | 23 | - | 430 | 34 | 12 | 2 | 15 | 7 | 301 | 163 | 356 | 109 | 171 | 223 | 67 | 104 | 242 | 114 |
| | 38% | 39%c | 42%c | 23% | - | 39%f | 27% | 26% | 9% | 19% | 29% | 36% | 41% | 40%n | 32% | 46%pq | 38%q | 26% | 32% | 46%rt | 32% |
| Agree [8-10] | 455 | 334 | 58 | 62 | - | 391 | 64 | 27 | 18 | 48 | 14 | 328 | 127 | 291 | 163 | 115 | 211 | 125 | 140 | 156 | 157 |
| | 37% | 34% | 43% | 63%ab | - | 36% | 52%e | 62% | 69% | 62% | 62% | 40%l | 32% | 33% | 48%r | 31% | 36% | 49%op | 42%r | 30% | 44%r |
| Don't know | 9 | 6 | 2 | 1 | - | 5 | 3 | - | 2 | 1 | - | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 1 | 2 | 2 |
| | 1% | 1% | 1% | 1% | - | * | 2%e | - | 7% | 1% | - | 1% | 1% | * | 2% | 1% | - | 1%p | * | * | * |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 68
VD14_3 - Each of the following statements describe how some people generally feel about companies using their personal information.
For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree.
I am willing to give access to my personal information in exchange for benefits such as free access to a website.
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | GENDER | | AGE | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|----------------------------------|-------|----------|------------|--------------------|-------------------|---------------------|--------------------|---------------------|--------------------|--------------------|--------|--------|-------------------|-----------------|---------------|-----------------------|-------------------|------------------|--------------------|---------------------|
| | | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK -ING (n) | NOT WORK -ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| 1 - Totally disagree | 490 | 247 | 244 | 56 | 71 | 69 | 106 | 81 | 69 | 38 | 138 | 150 | 102 | 101 | 287 | 203 | 146 | 344 | 376 | 113 |
| | 40% | 40% | 40% | 27% | 31% | 32% | 46% ^{cde} | 47% ^{cde} | 68% ^{cde} | 55% ^{cde} | 37% | 44% | 39% | 40% | 38% | 44% | 34% | 43% ^p | 38% | 50% ^r |
| 2 | 109 | 48 | 60 | 26 | 20 | 16 | 18 | 17 | 7 | 5 | 37 | 24 | 20 | 28 | 69 | 39 | 43 | 66 | 88 | 21 |
| | 9% | 8% | 10% | 12% | 9% | 8% | 8% | 10% | 7% | 7% | 10% | 7% | 8% | 11% | 9% | 8% | 10% | 8% | 9% | 9% |
| 3 | 102 | 55 | 47 | 16 | 30 | 24 | 15 | 7 | 8 | 1 | 31 | 26 | 24 | 22 | 70 | 33 | 37 | 66 | 87 | 15 |
| | 8% | 9% | 8% | 8% | 13% ^{gi} | 11% ^{gi} | 7% | 4% | 8% | 2% | 8% | 8% | 9% | 9% | 9% | 7% | 8% | 8% | 9% | 7% |
| 4 | 86 | 52 | 33 | 19 | 19 | 9 | 23 | 10 | 5 | 2 | 33 | 28 | 10 | 14 | 55 | 31 | 36 | 50 | 81 | 5 |
| | 7% | 9% | 5% | 9% | 8% | 4% | 10% | 6% | 5% | 2% | 9% | 8% | 4% | 6% | 7% | 7% | 8% | 6% | 8% ^s | 2% |
| 5 | 165 | 79 | 86 | 28 | 38 | 33 | 32 | 20 | 6 | 7 | 38 | 40 | 46 | 40 | 109 | 56 | 55 | 110 | 144 | 21 |
| | 13% | 13% | 14% | 13% | 17% ^h | 15% | 14% | 12% | 6% | 10% | 10% | 12% | 18% ^{aj} | 16% | 14% | 12% | 13% | 14% | 14% | 9% |
| 6 | 66 | 32 | 34 | 16 | 5 | 11 | 8 | 23 | 2 | 1 | 28 | 12 | 14 | 12 | 40 | 26 | 24 | 42 | 52 | 14 |
| | 5% | 5% | 6% | 8% ^d | 2% | 5% | 3% | 14% ^{defh} | 2% | 1% | 8% | 3% | 5% | 5% | 5% | 6% | 6% | 5% | 5% | 6% |
| 7 | 78 | 37 | 40 | 20 | 25 | 14 | 7 | 8 | - | 5 | 19 | 26 | 19 | 13 | 49 | 29 | 31 | 47 | 68 | 10 |
| | 6% | 6% | 7% | 10% ^{fh} | 11% ^{fh} | 6% ^h | 3% | 4% | - | 7% ^h | 5% | 8% | 7% | 5% | 6% | 6% | 7% | 6% | 7% | 5% |
| 8 | 50 | 23 | 27 | 13 | 6 | 14 | 11 | 2 | 1 | 3 | 19 | 19 | 5 | 6 | 38 | 12 | 23 | 27 | 43 | 7 |
| | 4% | 4% | 4% | 6% ^{gh} | 3% | 7% ^{gh} | 5% | 1% | 1% | 4% | 5% | 6% | 2% | 3% | 5% | 3% | 5% | 3% | 4% | 3% |
| 9 | 15 | 7 | 8 | 8 | 2 | 1 | 2 | 2 | - | - | 2 | 4 | 4 | 5 | 7 | 8 | 3 | 12 | 12 | 3 |
| | 1% | 1% | 1% | 4% | 1% | 1% | 1% | 1% | - | - | 1% | 1% | 2% | 2% | 1% | 2% | 1% | 1% | 1% | 1% |
| 10 - Totally agree | 53 | 28 | 25 | 7 | 8 | 24 | 5 | 2 | 2 | 6 | 26 | 10 | 11 | 7 | 32 | 21 | 31 | 22 | 40 | 13 |
| | 4% | 5% | 4% | 3% | 3% | 11% ^{cdfg} | 2% | 1% | 2% | 9% ^{fg} | 7% | 3% | 4% | 3% | 4% | 5% | 7% ^q | 3% | 4% | 6% |
| MEAN | 3.45 | 3.44 | 3.47 | 4.06 ^{fg} | 3.64 ^h | 4.18 ^{fg} | 3.07 ^h | 3.03 ^h | 1.97 | 3.16 ^h | 3.66 | 3.33 | 3.51 | 3.24 | 3.53 | 3.32 | 3.83 ^q | 3.24 | 3.52 | 3.15 |
| Disagree [1-3] | 701 | 350 | 351 | 98 | 121 | 110 | 139 | 105 | 84 | 44 | 205 | 199 | 146 | 151 | 426 | 275 | 225 | 476 | 551 | 149 |
| | 57% | 57% | 57% | 47% | 53% | 51% | 61% ^c | 61% ^c | 83% ^{cde} | 63% ^c | 55% | 58% | 56% | 60% | 56% | 59% | 52% | 60% ^p | 55% | 66% ^r |
| Neither agree nor disagree [4-7] | 395 | 201 | 194 | 82 | 88 | 67 | 70 | 60 | 13 | 14 | 118 | 107 | 91 | 79 | 254 | 141 | 146 | 249 | 344 | 51 |
| | 32% | 33% | 32% | 39% ^{hi} | 39% ^{hi} | 31% ^h | 30% ^h | 35% ^h | 13% | 21% | 32% | 31% | 35% | 31% | 33% | 30% | 34% | 31% | 34% ^s | 23% |
| Agree [8-10] | 118 | 58 | 60 | 27 | 16 | 40 | 19 | 6 | 3 | 8 | 47 | 33 | 21 | 18 | 77 | 41 | 57 | 61 | 95 | 23 |
| | 10% | 9% | 10% | 13% ^{gh} | 7% | 18% ^{dgh} | 8% | 3% | 3% | 12% ^{gh} | 13% | 10% | 8% | 7% | 10% | 9% | 13% ^q | 8% | 9% | 10% |
| Don't know | 10 | 3 | 7 | 2 | 2 | 1 | 2 | - | 1 | 3 | - | 2 | 2 | 6 | 2 | 8 | 3 | 7 | 8 | 2 |
| | 1% | 1% | 1% | 1% | 1% | * | 1% | - | 1% | 4% ^g | - | 1% | 1% | 2% ^j | * | 2% ⁿ | 1% | 1% | 1% | 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

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Table 69
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For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree.
I am willing to give access to my personal information in exchange for benefits such as free access to a website.
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|----------------------------------|-------|-------------------------|------------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|------------------|-----------------------------------|-------------------|-------------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| 1 - Totally disagree | 490 | 367 | 70 | 54 | - | 427 | 63 | 24 | 14 | 52 | 16 | 336 | 154 | 309 | 181 | 116 | 216 | 155 | 160 | 155 | 169 |
| | 40% | 37% | 51%a | 55%a | - | 39% | 51%e | 54% | 55% | 67% | 72% | 41% | 39% | 35% | 53% ^m | 31% | 37% | 61% ^{op} | 49% ^s | 30% | 47% ^s |
| 2 | 109 | 86 | 13 | 10 | - | 95 | 14 | 4 | 1 | 5 | 2 | 79 | 30 | 80 | 29 | 32 | 61 | 16 | 25 | 50 | 33 |
| | 9% | 9% | 10% | 10% | - | 9% | 11% | 9% | 4% | 6% | 10% | 10% | 8% | 9% | 8% | 9% | 10% | 6% | 8% | 10% | 9% |
| 3 | 102 | 85 | 12 | 5 | - | 90 | 12 | 1 | - | 7 | 2 | 62 | 40 | 85 | 18 | 33 | 60 | 9 | 24 | 54 | 23 |
| | 8% | 9% | 9% | 5% | - | 8% | 10% | 3% | - | 9% | 7% | 7% | 10% | 10% ⁿ | 5% | 9% ^q | 10% ^q | 3% | 7% | 10% | 6% |
| 4 | 86 | 75 | 7 | 4 | - | 80 | 5 | - | 2 | 4 | * | 51 | 33 | 67 | 19 | 23 | 54 | 7 | 27 | 41 | 17 |
| | 7% | 8% | 5% | 4% | - | 7% | 4% | - | 7% | 6% | 1% | 6% | 8% | 8% | 6% | 6% | 9% ^q | 3% | 8% | 8% | 5% |
| 5 | 165 | 134 | 20 | 11 | - | 155 | 10 | 3 | 4 | 6 | * | 121 | 44 | 120 | 45 | 70 | 67 | 26 | 23 | 97 | 45 |
| | 13% | 14% | 15% | 11% | - | 14% | 8% | 7% | 16% | 8% | 1% | 15% | 11% | 14% | 13% | 19% ^{pq} | 11% | 10% | 7% | 19% ^r | 13% ^r |
| 6 | 66 | 60 | 3 | 3 | - | 63 | 3 | 1 | - | 1 | 1 | 39 | 27 | 55 | 11 | 28 | 31 | 8 | 19 | 33 | 14 |
| | 5% | 6% | 2% | 3% | - | 6% | 2% | 2% | - | 1% | 6% | 5% | 7% | 6% | 3% | 7% | 5% | 3% | 6% | 6% | 4% |
| 7 | 78 | 69 | 5 | 4 | - | 75 | 3 | 5 | - | - | - | 47 | 31 | 69 | 9 | 25 | 40 | 13 | 20 | 38 | 20 |
| | 6% | 7% | 4% | 4% | - | 7% | 2% | 11% ⁱ | - | - | - | 6% | 8% | 8% ⁿ | 3% | 7% | 7% | 5% | 6% | 7% | 6% |
| 8 | 50 | 48 | 2 | 1 | - | 49 | * | 3 | - | 1 | - | 39 | 11 | 42 | 8 | 14 | 29 | 5 | 13 | 27 | 10 |
| | 4% | 5% | 1% | 1% | - | 5% ^f | * | 6% | - | 1% | - | 5% | 3% | 5% | 2% | 4% | 5% | 2% | 4% | 5% | 3% |
| 9 | 15 | 15 | - | - | - | 12 | 3 | - | - | - | - | 11 | 4 | 14 | 1 | 5 | 8 | 1 | * | 12 | 3 |
| | 1% | 1% | - | - | - | 1% | 2% | - | - | - | - | 1% | 1% | 2% | * | 1% | 1% | * | * | 2% ^r | 1% |
| 10 - Totally agree | 53 | 43 | 4 | 6 | - | 44 | 10 | 3 | 3 | 1 | * | 33 | 20 | 36 | 17 | 20 | 21 | 13 | 16 | 16 | 21 |
| | 4% | 4% | 3% | 7% | - | 4% | 8% | 7% | 11% | 2% | 2% | 4% | 5% | 4% | 5% | 5% | 4% | 5% | 5% | 3% | 6% |
| MEAN | 3.45 | 3.62 ^{bc} | 2.72 | 2.79 | - | 3.51 ^f | 2.92 | 3.24 | 3.01 | 2.01 | 1.82 | 3.42 | 3.52 | 3.68 ⁿ | 2.86 | 3.89 ^q | 3.49 ^q | 2.73 | 3.15 | 3.84 ^{rt} | 3.20 |
| Disagree [1-3] | 701 | 537 | 95 | 69 | - | 612 | 89 | 29 | 15 | 64 | 20 | 477 | 224 | 474 | 227 | 180 | 336 | 179 | 209 | 259 | 225 |
| | 57% | 54% | 69% ^a | 70% ^a | - | 56% | 72% ^e | 65% | 59% | 82% | 89% | 58% | 56% | 54% | 66% ^m | 49% | 57% ^o | 71% ^{op} | 64% ^s | 49% | 63% ^s |
| Neither agree nor disagree [4-7] | 395 | 339 | 35 | 21 | - | 374 | 20 | 9 | 6 | 12 | 2 | 258 | 135 | 310 | 85 | 146 | 192 | 53 | 89 | 209 | 95 |
| | 32% | 34% ^c | 26% | 22% | - | 34% ^f | 16% | 20% | 23% | 15% | 8% | 31% | 34% | 35% ⁿ | 25% | 39% ^q | 33% ^q | 21% | 27% | 40% ^{rt} | 27% |
| Agree [8-10] | 118 | 105 | 6 | 7 | - | 105 | 13 | 6 | 3 | 2 | * | 83 | 35 | 92 | 26 | 39 | 58 | 19 | 30 | 54 | 34 |
| | 10% | 11% | 5% | 7% | - | 10% | 11% | 13% | 11% | 3% | 2% | 10% | 9% | 10% | 8% | 11% | 10% | 8% | 9% | 10% | 10% |
| Don't know | 10 | 8 | 1 | 1 | - | 7 | 2 | 1 | 2 | 1 | - | 6 | 3 | 6 | 4 | 5 | 1 | 2 | 1 | 2 | 3 |
| | 1% | 1% | 1% | 1% | - | 1% | 2% | 2% | 7% | 1% | - | 1% | 1% | 1% | 1% | 1% | * | 1% | * | * | 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 70
VD14_4 - Each of the following statements describe how some people generally feel about companies using their personal information.
For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree.
I am only willing to give access to my personal information to a company or brand I trust.
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | GENDER | | AGE | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|----------------------------------|------------|------------|------------|--------------------|---------------|---------------|---------------|-----------|-------------|--------------|--------------|--------------|------------|----------------|---------------|-----------------------|------------|------------|--------------------|---------------------|
| | | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK -ING (n) | NOT WORK -ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| 1 - Totally disagree | 115 9% | 68 11% | 46 8% | 19 9% | 11 5% | 18 8% | 20 9% | 20 12% | 17 17%de | 9 13%cd | 21 6% | 29 9% | 29 11% | 35 14%j | 59 8% | 56 12%n | 30 7% | 85 11% | 84 8% | 31 14%r |
| 2 | 27 2% | 16 3% | 11 2% | 3 2% | 2 1% | 5 2% | 7 3% | 6 3% | 4 4% | * 1% | 7 2% | 10 3% | 6 2% | 3 1% | 15 2% | 12 3% | 8 2% | 19 2% | 24 2% | 3 1% |
| 3 | 41 3% | 18 3% | 23 4% | 8 4% | 7 3% | 9 4% | 11 5% | 2 1% | 2 2% | 2 2% | 14 4% | 12 3% | 6 2% | 9 4% | 26 3% | 15 3% | 25 6%q | 16 2% | 33 3% | 8 4% |
| 4 | 51 4% | 23 4% | 28 5% | 10 5% | 12 5% | 6 3% | 5 2% | 9 5% | 6 6% | 3 4% | 21 6% | 12 4% | 6 2% | 12 5% | 25 3% | 25 5% | 13 3% | 38 5% | 42 4% | 9 4% |
| 5 | 142 12% | 68 11% | 74 12% | 31 15% | 32 14% | 19 9% | 25 11% | 21 12% | 8 8% | 6 9% | 22 6% | 43 13%j | 46 18%j | 30 12%j | 86 11% | 56 12% | 45 10% | 97 12% | 126 13%sa | 15 7% |
| 6 | 72 6% | 39 6% | 33 5% | 16 8% | 15 7% | 13 6% | 11 5% | 9 5% | 2 2% | 4 6% | 9 2% | 23 7%j | 18 7%j | 21 8%j | 45 6% | 27 6% | 23 5% | 49 6% | 62 6% | 9 4% |
| 7 | 169 14% | 86 14% | 83 14% | 39 19%fh | 44 19%fh | 30 14% | 22 9% | 19 11% | 8 11% | 8 11% | 64 17%k | 32 9% | 38 15% | 34 14% | 113 15% | 56 12% | 57 13% | 112 14% | 141 14% | 27 12% |
| 8 | 148 12% | 80 13% | 68 11% | 27 13% | 31 14% | 30 14% | 25 11% | 22 13% | 7 7% | 7 10% | 46 12% | 50 15% | 26 10% | 25 10% | 97 13% | 51 11% | 68 16%q | 80 10% | 130 13% | 18 8% |
| 9 | 90 7% | 47 8% | 44 7% | 7 3% | 12 5% | 33 15%cdfi | 16 7% | 13 8% | 8 8% | 1 2% | 33 9% | 33 10%l | 11 4% | 14 5% | 65 9% | 25 5% | 39 9% | 51 6% | 71 7% | 19 8% |
| 10 - Totally agree | 362 30% | 164 27% | 199 32% | 49 24% | 57 25% | 54 25% | 88 39%cdde | 49 29% | 38 38%cd | 26 38%cd | 131 35%lm | 96 28% | 71 27% | 65 26% | 227 30% | 135 29% | 122 28% | 240 30% | 279 28% | 83 37%r |
| MEAN | 6.94 | 6.77 | 7.11 | 6.61 | 7.02 | 7.12 | 7.21 | 6.75 | 6.72 | 6.97 | 7.46lm | 6.95 | 6.63 | 6.46 | 7.11o | 6.65 | 7.10 | 6.85 | 6.92 | 7.02 |
| Disagree [1-3] | 182 15% | 102 17% | 80 13% | 30 14% | 20 9% | 31 14% | 38 16% | 29 17% | 22 22%de | 11 17% | 42 11% | 51 15% | 41 16% | 48 19%j | 100 13% | 83 18% | 62 14% | 120 15% | 140 14% | 42 19% |
| Neither agree nor disagree [4-7] | 433 35% | 215 35% | 218 36% | 96 46%efg hi | 104 46%efh | 68 31% | 62 27% | 58 34% | 24 24% | 21 30% | 116 31% | 111 33% | 108 42% | 98 39% | 269 35% | 164 35% | 138 32% | 295 37% | 371 37%sa | 60 27% |
| Agree [8-10] | 600 49% | 290 47% | 310 51% | 83 40% | 100 44% | 117 54%cd | 129 56%cd | 84 49% | 53 52% | 35 50% | 210 57%lm | 178 52%lm | 108 42% | 104 41% | 389 51% | 211 45% | 229 53% | 371 47% | 481 48% | 120 53% |
| Don't know | 8 1% | 4 1% | 4 1% | - - | 2 1% | 1 * | 1 * | 1 * | 1 1% | 3 4%cd | 1 * | 1 * | 2 1% | 4 2% | 1 * | 7 2%n | 1 * | 7 1% | 6 1% | 3 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base



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Table 71
VD14_4 - Each of the following statements describe how some people generally feel about companies using their personal information.
For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree.
I am only willing to give access to my personal information to a company or brand I trust.
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|----------------------------------|-------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| 1 - Totally disagree | 115 | 85 | 12 | 17 | - | 87 | 26 | 4 | 5 | 9 | 8 | 79 | 35 | 65 | 50 | 30 | 47 | 36 | 41 | 32 | 39 |
| 2 | 27 | 21 | 4 | 3 | - | 22 | 4 | * | - | 3 | 1 | 20 | 7 | 12 | 15 | 10 | 5 | 12 | 16 | 4 | 6 |
| 3 | 41 | 34 | 4 | 3 | - | 35 | 6 | - | 2 | 1 | 1 | 31 | 10 | 27 | 14 | 10 | 20 | 10 | 9 | 22 | 9 |
| 4 | 51 | 49 | 1 | * | - | 40 | 10 | 1 | 2 | 5 | 1 | 25 | 25 | 42 | 9 | 27 | 19 | 3 | 9 | 29 | 11 |
| 5 | 142 | 110 | 19 | 12 | - | 127 | 15 | 4 | 2 | 6 | 1 | 89 | 53 | 104 | 38 | 55 | 57 | 26 | 33 | 76 | 32 |
| 6 | 72 | 64 | 2 | 7 | - | 66 | 6 | 2 | 3 | 1 | 1 | 54 | 17 | 52 | 19 | 21 | 34 | 17 | 18 | 39 | 14 |
| 7 | 169 | 137 | 24 | 8 | - | 163 | 6 | 8 | - | 7 | 1 | 107 | 61 | 135 | 34 | 57 | 90 | 21 | 29 | 97 | 38 |
| 8 | 148 | 121 | 15 | 12 | - | 137 | 11 | 6 | * | 6 | 1 | 95 | 52 | 108 | 40 | 42 | 87 | 19 | 37 | 68 | 43 |
| 9 | 90 | 70 | 15 | 5 | - | 84 | 7 | 1 | 1 | 6 | 2 | 66 | 25 | 65 | 25 | 27 | 48 | 16 | 27 | 35 | 28 |
| 10 - Totally agree | 362 | 291 | 42 | 29 | - | 333 | 29 | 18 | 8 | 32 | 6 | 252 | 111 | 270 | 92 | 88 | 181 | 92 | 108 | 120 | 134 |
| MEAN | 6.94 | 6.95 | 7.17 | 6.49 | - | 7.08f | 5.68 | 7.47 | 6.02 | 7.16 | 5.18 | 6.97 | 6.88 | 7.12n | 6.46 | 6.66 | 7.22o | 6.73 | 6.82 | 6.84 | 7.24 |
| Disagree [1-3] | 182 | 140 | 19 | 23 | - | 144 | 37 | 5 | 7 | 13 | 9 | 129 | 52 | 104 | 78 | 50 | 72 | 58 | 66 | 58 | 55 |
| Neither agree nor disagree [4-7] | 433 | 360 | 45 | 27 | - | 396 | 37 | 14 | 6 | 20 | 4 | 276 | 157 | 332 | 100 | 161 | 200 | 67 | 90 | 241 | 96 |
| Agree [8-10] | 600 | 482 | 71 | 47 | - | 554 | 47 | 25 | 10 | 44 | 8 | 413 | 188 | 443 | 157 | 157 | 315 | 126 | 172 | 222 | 205 |
| Don't know | 8 | 6 | 1 | 2 | - | 4 | 3 | - | 3 | 1 | 1 | 6 | 1 | 2 | 6 | 2 | - | 2 | 1 | 2 | 1 |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 72
VD14_5 - Each of the following statements describe how some people generally feel about companies using their personal information.
For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree.
Government and public services are more responsible with their use of my personal information than private companies.
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | GENDER | | AGE | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|----------------------------------|------------|------------|------------|--------------------------|-------------------------|-------------------------|------------|------------------------|-------------------------|-----------------------|-------------------------|------------|-------------------------|-------------------------|------------------------|-----------------------|------------|------------|-------------------------|------------------------|
| | | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK -ING (n) | NOT WORK -ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| 1 - Totally disagree | 176 14% | 100 16% | 76 12% | 18 8% | 30 13% | 32 15% | 35 15% | 36 21% ^c | 14 14% | 12 17% | 64 17% | 44 13% | 42 16% | 26 10% | 104 14% | 72 15% | 56 13% | 119 15% | 127 13% | 48 22% ^f |
| 2 | 54 4% | 21 3% | 33 5% | 5 2% | 9 4% | 23 10% ^{cd} | 6 2% | 3 9% ^{cd} | 9 9% | - - | 20 5% | 18 5% | 9 3% | 8 3% | 37 5% | 17 4% | 26 6% | 28 4% | 47 5% | 7 3% |
| 3 | 69 6% | 33 5% | 37 6% | 15 7% | 20 9% | 8 4% | 14 6% | 6 3% | 3 3% | 4 6% | 27 7% | 22 6% | 10 4% | 10 4% | 42 6% | 27 6% | 23 5% | 46 6% | 56 6% | 14 6% |
| 4 | 91 7% | 36 6% | 55 9% | 10 5% | 28 12% ^{ce} | 11 5% | 18 8% | 14 8% | 6 6% | 4 5% | 28 8% | 26 8% | 17 7% | 20 8% | 64 8% | 28 6% | 31 7% | 60 8% | 87 9% ^s | 4 2% |
| 5 | 230 19% | 105 17% | 125 20% | 45 21% | 48 21% | 35 16% | 38 16% | 32 19% | 18 18% | 13 19% | 52 14% | 56 16% | 60 23% ^{aj} | 61 24% ^{jk} | 136 18% | 93 20% | 80 19% | 150 19% | 185 19% | 45 20% |
| 6 | 117 10% | 60 10% | 57 9% | 34 16% ^{cd} | 12 5% | 27 12% | 19 8% | 12 7% | 4 4% | 8 12% | 24 7% | 36 10% | 27 10% | 30 12% | 66 9% | 51 11% | 46 11% | 71 9% | 100 10% | 17 8% |
| 7 | 130 11% | 67 11% | 64 10% | 26 12% | 20 9% | 20 9% | 31 13% | 23 8% | 8 5% | 3 5% | 38 10% | 41 12% | 24 9% | 27 11% | 97 13% ^o | 33 7% | 43 10% | 87 11% | 111 11% | 19 9% |
| 8 | 146 12% | 83 14% | 64 10% | 18 9% | 22 10% | 26 12% | 28 12% | 20 12% | 20 20% ^{cd} | 11 16% | 57 15% | 41 12% | 24 9% | 24 9% | 90 12% | 57 12% | 51 12% | 95 12% | 122 12% | 24 11% |
| 9 | 60 5% | 34 5% | 26 4% | 10 5% | 12 5% | 10 5% | 14 6% | 7 4% | 3 3% | 6 8% | 17 5% | 20 6% | 14 6% | 9 4% | 36 5% | 24 5% | 19 4% | 41 5% | 48 5% | 12 5% |
| 10 - Totally agree | 125 10% | 64 10% | 61 10% | 27 13% ⁱ | 23 10% | 23 11% | 23 10% | 15 9% | 12 12% | 2 3% | 38 10% | 33 10% | 28 11% | 27 11% | 81 11% | 44 10% | 50 12% | 75 9% | 99 10% | 26 12% |
| MEAN | 5.49 | 5.55 | 5.42 | 5.92 ^g | 5.30 | 5.36 | 5.59 | 5.25 | 5.60 | 5.32 | 5.35 | 5.56 | 5.44 | 5.65 | 5.53 | 5.41 | 5.54 | 5.46 | 5.53 | 5.28 |
| Disagree [1-3] | 299 24% | 153 25% | 146 24% | 37 18% | 59 26% | 63 29% ^c | 54 24% | 44 26% | 25 25% | 16 23% | 111 30% ^m | 83 24% | 61 24% | 44 18% | 183 24% | 116 25% | 105 24% | 194 24% | 230 23% | 69 31% ^f |
| Neither agree nor disagree [4-7] | 568 46% | 267 44% | 301 49% | 114 55% ^{eh} | 108 48% | 92 43% | 106 46% | 82 48% | 37 37% | 28 41% | 143 39% | 158 46% | 129 50% ^j | 138 55% ^j | 362 48% | 206 44% | 199 46% | 369 46% | 483 48% ^s | 85 38% |
| Agree [8-10] | 331 27% | 180 29% | 151 25% | 55 26% | 57 25% | 60 28% | 65 28% | 41 24% | 35 35% | 19 27% | 111 30% | 94 28% | 66 26% | 60 24% | 206 27% | 125 27% | 120 28% | 211 27% | 269 27% | 62 28% |
| Don't know | 26 2% | 12 2% | 14 2% | 3 1% | 2 1% | 2 1% | 5 2% | 4 2% | 4 4% | 7 9% ^{cd} | 6 2% | 6 2% | 3 1% | 11 4% | 7 1% | 18 4% ⁿ | 6 1% | 20 2% | 16 2% | 9 4% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 73
VD14_5 - Each of the following statements describe how some people generally feel about companies using their personal information.
For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree.
Government and public services are more responsible with their use of my personal information than private companies.
BASE: ALL WHO ARE INTERNET USERS

| TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|----------------------------------|-------------------------|----------------|---------------------|------------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|------------------|-----------------------------|----------------------|------------------------|------------------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 | |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| 1 - Totally disagree | 176 | 142 | 17 | 17 | - | 152 | 24 | 6 | 6 | 9 | 5 | 120 | 56 | 116 | 60 | 34 | 87 | 54 | 48 | 51 | 75 |
| | 14% | 14% | 13% | 17% | - | 14% | 19% | 13% | 24% | 12% | 20% | 15% | 14% | 13% | 18% | 9% | 15%o | 21%o | 15% | 10% | 21% ^s |
| 2 | 54 | 45 | 4 | 5 | - | 47 | 7 | - | - | 5 | 4 | 36 | 18 | 36 | 18 | 10 | 26 | 17 | 16 | 16 | 19 |
| | 4% | 5% | 3% | 6% | - | 4% | 5% | - | - | 6% | 18% | 4% | 5% | 4% | 5% | 3% | 4% | 7%o | 5% | 3% | 5% |
| 3 | 69 | 57 | 4 | 8 | - | 63 | 6 | 2 | 3 | 2 | 1 | 42 | 27 | 59 | 11 | 28 | 31 | 9 | 25 | 35 | 9 |
| | 6% | 6% | 3% | 8% | - | 6% | 5% | 4% | 10% | 3% | 3% | 5% | 7% | 7% ⁿ | 3% | 8% | 5% | 4% | 7% ^t | 7% ^t | 2% |
| 4 | 91 | 77 | 8 | 7 | - | 81 | 10 | 2 | 2 | 4 | 2 | 70 | 21 | 70 | 21 | 22 | 51 | 18 | 20 | 57 | 14 |
| | 7% | 8% | 6% | 7% | - | 7% | 8% | 4% | 7% | 5% | 10% | 8% | 5% | 8% | 6% | 6% | 9% | 7% | 6% | 11% ^t | 4% |
| 5 | 230 | 182 | 28 | 20 | - | 212 | 18 | 9 | 4 | 14 | 5 | 145 | 84 | 173 | 57 | 75 | 101 | 50 | 52 | 115 | 63 |
| | 19% | 18% | 21% | 20% | - | 19% | 15% | 21% | 15% | 18% | 20% | 18% | 21% | 20% | 17% | 20% | 17% | 20% | 16% | 22% | 18% |
| 6 | 117 | 95 | 10 | 12 | - | 103 | 14 | 7 | 2 | 2 | 3 | 81 | 36 | 82 | 35 | 48 | 52 | 17 | 32 | 65 | 20 |
| | 10% | 10% | 7% | 13% | - | 9% | 11% | 15% ⁱ | 7% | 2% | 12% | 10% | 9% | 9% | 10% | 13% ^q | 9% | 7% | 10% | 12% ^t | 6% |
| 7 | 130 | 104 | 20 | 6 | - | 120 | 9 | 2 | 1 | 8 | - | 93 | 36 | 103 | 27 | 46 | 70 | 12 | 28 | 69 | 32 |
| | 11% | 11% | 15% | 6% | - | 11% | 8% | 5% | 4% | 10% | - | 11% | 9% | 12% | 8% | 13% ^q | 12% ^q | 5% | 8% | 13% | 9% |
| 8 | 146 | 121 | 17 | 8 | - | 131 | 15 | 8 | 3 | 19 | 1 | 101 | 45 | 98 | 48 | 41 | 75 | 29 | 45 | 44 | 57 |
| | 12% | 12% | 12% | 8% | - | 12% | 12% | 18% | 13% | 24% | 5% | 12% | 11% | 11% | 14% | 11% | 13% | 11% | 14% ^s | 8% | 16% ^s |
| 9 | 60 | 47 | 7 | 5 | - | 57 | 3 | 5 | 1 | 3 | - | 42 | 18 | 45 | 14 | 21 | 34 | 5 | 10 | 25 | 24 |
| | 5% | 5% | 5% | 5% | - | 5% | 2% | 11% | 2% | 3% | - | 5% | 4% | 5% | 4% | 6% | 6% ^q | 2% | 3% | 5% | 7% |
| 10 - Totally agree | 125 | 98 | 18 | 8 | - | 111 | 14 | - | 2 | 10 | 3 | 80 | 45 | 87 | 38 | 35 | 53 | 36 | 47 | 41 | 37 |
| | 10% | 10% | 14% | 8% | - | 10% | 11% | - | 8% | 12% ^g | 12% | 10% | 11% | 10% | 11% | 9% | 9% | 14% | 14% ^s | 8% | 10% |
| MEAN | 5.49 | 5.47 | 5.94 ^c | 5.05 | - | 5.52 | 5.18 | 5.63 | 4.76 | 5.98 | 4.33 | 5.49 | 5.48 | 5.51 | 5.43 | 5.77 ^q | 5.48 | 5.09 | 5.58 | 5.50 | 5.42 |
| Disagree [1-3] | 299 | 244 | 25 | 30 | - | 262 | 37 | 8 | 9 | 16 | 9 | 198 | 101 | 210 | 89 | 72 | 144 | 81 | 89 | 103 | 103 |
| | 24% | 25% | 18% | 31% ^b | - | 24% | 30% | 17% | 34% | 21% | 42% | 24% | 25% | 24% | 26% | 19% | 25% | 32% ^o | 27% ^s | 20% | 29% ^s |
| Neither agree nor disagree [4-7] | 568 | 457 | 66 | 44 | - | 516 | 51 | 20 | 8 | 27 | 9 | 389 | 177 | 428 | 140 | 191 | 274 | 97 | 132 | 305 | 129 |
| | 46% | 46% | 48% | 45% | - | 47% | 41% | 45% | 32% | 35% | 42% | 47% | 45% | 49% | 41% | 52% ^q | 47% | 38% | 40% | 58% ^{rt} | 36% |
| Agree [8-10] | 331 | 267 | 43 | 21 | - | 299 | 32 | 13 | 6 | 31 | 4 | 223 | 108 | 230 | 101 | 97 | 162 | 70 | 103 | 110 | 118 |
| | 27% | 27% | 31% | 22% | - | 27% | 26% | 29% | 23% | 40% | 17% | 27% | 27% | 26% | 29% | 26% | 28% | 28% | 31% ^s | 21% | 33% ^s |
| Don't know | 26 | 20 | 4 | 2 | - | 21 | 4 | 4 | 3 | 4 | - | 13 | 11 | 14 | 12 | 10 | 6 | 6 | 6 | 6 | 8 |
| | 2% | 2% | 3% | 2% | - | 2% | 3% | 9% | 10% | 5% | - | 2% | 3% | 2% | 4% | 3% | 1% | 2% | 2% | 1% | 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 74
VD14_6 - Each of the following statements describe how some people generally feel about companies using their personal information.
For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree.
I would rather pay more for goods and services than provide my personal information.
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | GENDER | | AGE | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|----------------------------------|-------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|--------|--------|--------|----------------|---------------|-----------------------|---------|------------|--------------------|---------------------|
| | | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK -ING (n) | NOT WORK -ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| 1 - Totally disagree | 116 | 60 | 56 | 17 | 26 | 18 | 15 | 21 | 9 | 10 | 43 | 29 | 19 | 24 | 75 | 42 | 35 | 81 | 86 | 31 |
| | 10% | 10% | 9% | 8% | 12% | 8% | 7% | 12% | 9% | 15% | 12% | 9% | 7% | 10% | 10% | 9% | 8% | 10% | 9% | 14%r |
| 2 | 38 | 12 | 25 | 7 | 4 | 10 | 4 | 6 | 3 | 3 | 8 | 15 | 8 | 6 | 25 | 13 | 20 | 18 | 30 | 8 |
| | 3% | 2% | 4% | 4% | 2% | 5% | 2% | 3% | 3% | 5% | 2% | 4% | 3% | 3% | 3% | 3% | 5% | 2% | 3% | 3% |
| 3 | 81 | 37 | 43 | 21 | 11 | 15 | 15 | 8 | 7 | 2 | 36 | 31 | 7 | 7 | 53 | 28 | 21 | 59 | 66 | 15 |
| | 7% | 6% | 7% | 10% | 5% | 7% | 7% | 5% | 7% | 3% | 10%lm | 9%lm | 3% | 3% | 7% | 6% | 5% | 7% | 7% | 7% |
| 4 | 83 | 45 | 38 | 20 | 14 | 13 | 16 | 10 | 5 | 4 | 30 | 27 | 9 | 17 | 49 | 34 | 36 | 47 | 72 | 11 |
| | 7% | 7% | 6% | 10% | 6% | 6% | 7% | 6% | 5% | 5% | 8% | 8% | 3% | 7% | 6% | 7% | 8% | 6% | 7% | 5% |
| 5 | 264 | 146 | 118 | 41 | 59 | 48 | 49 | 43 | 16 | 8 | 63 | 64 | 82 | 53 | 179 | 85 | 92 | 172 | 224 | 40 |
| | 22% | 24% | 19% | 20% | 26%i | 22% | 22% | 25% | 16% | 12% | 17% | 19% | 32%jkm | 21% | 24% | 18% | 21% | 22% | 22% | 18% |
| 6 | 102 | 45 | 57 | 17 | 25 | 21 | 18 | 8 | 7 | 5 | 36 | 21 | 16 | 29 | 63 | 39 | 45 | 57 | 90 | 12 |
| | 8% | 7% | 9% | 8% | 11% | 10% | 8% | 5% | 7% | 8% | 10% | 6% | 6% | 11%k | 8% | 8% | 11% | 7% | 9% | 6% |
| 7 | 130 | 61 | 70 | 27 | 24 | 23 | 30 | 15 | 9 | 2 | 35 | 46 | 26 | 24 | 79 | 51 | 45 | 85 | 110 | 20 |
| | 11% | 10% | 11% | 13%i | 11% | 11% | 13%i | 9% | 9% | 3% | 9% | 14% | 10% | 9% | 10% | 11% | 10% | 11% | 11% | 9% |
| 8 | 121 | 52 | 70 | 23 | 18 | 26 | 20 | 14 | 15 | 6 | 44 | 33 | 13 | 30 | 70 | 52 | 49 | 72 | 104 | 18 |
| | 10% | 8% | 11% | 11% | 8% | 12% | 9% | 8% | 14% | 9% | 12%l | 10% | 5% | 12%l | 9% | 11% | 11% | 9% | 10% | 8% |
| 9 | 45 | 26 | 19 | 2 | 3 | 14 | 7 | 7 | 7 | 4 | 20 | 9 | 11 | 5 | 23 | 22 | 15 | 30 | 37 | 8 |
| | 4% | 4% | 3% | 1% | 1% | 6%c | 3% | 4% | 7%cd | 6%c | 5% | 3% | 4% | 2% | 3% | 5% | 4% | 4% | 4% | 4% |
| 10 - Totally agree | 230 | 120 | 110 | 32 | 39 | 27 | 50 | 38 | 22 | 22 | 52 | 64 | 63 | 51 | 139 | 92 | 71 | 160 | 171 | 59 |
| | 19% | 20% | 18% | 15% | 17% | 13% | 22%e | 22%e | 22% | 31%cde | 14% | 19% | 24%j | 20% | 18% | 20% | 16% | 20% | 17% | 26%r |
| MEAN | 6.02 | 6.04 | 6.00 | 5.76 | 5.79 | 5.87 | 6.31 | 6.03 | 6.50c | 6.39 | 5.76 | 5.93 | 6.34 | 6.20 | 5.91 | 6.20 | 5.97 | 6.05 | 6.00 | 6.12 |
| Disagree [1-3] | 234 | 110 | 124 | 46 | 42 | 44 | 35 | 34 | 18 | 16 | 87 | 75 | 35 | 37 | 152 | 82 | 76 | 158 | 181 | 53 |
| | 19% | 18% | 20% | 22% | 19% | 20% | 15% | 20% | 18% | 23% | 23%lm | 22%lm | 13% | 15% | 20% | 18% | 18% | 20% | 18% | 24% |
| Neither agree nor disagree [4-7] | 580 | 297 | 283 | 106 | 122 | 105 | 115 | 76 | 36 | 19 | 164 | 159 | 133 | 123 | 370 | 209 | 218 | 361 | 496 | 84 |
| | 47% | 49% | 46% | 51%hi | 54%hi | 48%i | 50%hi | 44%i | 36% | 28% | 44% | 47% | 51% | 49% | 49% | 45% | 51% | 46% | 50%r | 37% |
| Agree [8-10] | 397 | 199 | 198 | 58 | 60 | 67 | 77 | 60 | 44 | 32 | 116 | 106 | 88 | 87 | 231 | 166 | 135 | 262 | 312 | 85 |
| | 32% | 32% | 32% | 27% | 26% | 31% | 34% | 35% | 44%cde | 46%cd | 31% | 31% | 34% | 34% | 30% | 36% | 31% | 33% | 31% | 38% |
| Don't know | 13 | 6 | 6 | - | 2 | 1 | 3 | 1 | 2 | 3 | 2 | 1 | 4 | 6 | 5 | 8 | 1 | 11 | 9 | 3 |
| | 1% | 1% | 1% | - | 1% | 1% | 1% | 1% | 2% | 4%c | 1% | * | 1% | 2%k | 1% | 2% | * | 1% | 1% | 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base

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Table 75
VD14_6 - Each of the following statements describe how some people generally feel about companies using their personal information.
For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree.
I would rather pay more for goods and services than provide my personal information.
BASE: ALL WHO ARE INTERNET USERS

| TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|----------------------------------|-------------------------|------------------|---------------------|-------------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|------------------|-----------------------------------|-------------------|------------------|-----------------------------|----------------------|------------------------|-------------------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| 1 - Totally disagree | 116 | 98 | 11 | 8 | - | 102 | 14 | 7 | 4 | 7 | 1 | 71 | 45 | 84 | 32 | 27 | 54 | 34 | 31 | 46 | 39 |
| | 10% | 10% | 8% | 8% | - | 9% | 11% | 15% | 14% | 9% | 7% | 9% | 11% | 10% | 9% | 7% | 9% | 13%o | 9% | 9% | 11% |
| 2 | 38 | 33 | 3 | 2 | - | 34 | 3 | 3 | - | 3 | - | 26 | 12 | 22 | 15 | 6 | 24 | 6 | 12 | 12 | 13 |
| | 3% | 3% | 2% | 2% | - | 3% | 3% | 7% | - | 3% | - | 3% | 3% | 3% | 4% | 2% | 4% | 2% | 4% | 2% | 4% |
| 3 | 81 | 74 | 5 | 2 | - | 75 | 5 | 1 | 1 | 6 | * | 49 | 31 | 69 | 11 | 27 | 39 | 14 | 22 | 38 | 20 |
| | 7% | 7% ^c | 4% | 2% | - | 7% | 4% | 3% | 3% | 8% | 1% | 6% | 8% | 8% ⁿ | 3% | 7% | 7% | 6% | 7% | 7% | 6% |
| 4 | 83 | 79 | 2 | 2 | - | 78 | 6 | 2 | 2 | 5 | - | 48 | 35 | 67 | 16 | 21 | 46 | 15 | 18 | 46 | 17 |
| | 7% | 8% ^b | 2% | 2% | - | 7% | 5% | 5% | 7% | 6% | - | 6% | 9% | 8% | 5% | 6% | 8% | 6% | 6% | 9% | 5% |
| 5 | 264 | 211 | 35 | 18 | - | 240 | 23 | 5 | 3 | 13 | 3 | 186 | 77 | 193 | 71 | 85 | 137 | 39 | 66 | 123 | 71 |
| | 22% | 21% | 25% | 18% | - | 22% | 18% | 12% | 12% | 16% | 15% | 23% | 19% | 22% | 21% | 23% | 23% ^q | 15% | 20% | 23% | 20% |
| 6 | 102 | 81 | 15 | 6 | - | 93 | 9 | 3 | 3 | 4 | 3 | 73 | 29 | 79 | 23 | 39 | 44 | 18 | 22 | 54 | 26 |
| | 8% | 8% | 11% | 6% | - | 8% | 8% | 6% | 11% | 4% | 13% | 9% | 7% | 9% | 7% | 11% | 7% | 7% | 7% | 10% | 7% |
| 7 | 130 | 110 | 10 | 10 | - | 125 | 5 | 2 | - | 7 | 2 | 92 | 39 | 100 | 30 | 56 | 60 | 14 | 30 | 72 | 28 |
| | 11% | 11% | 7% | 10% | - | 11% ^f | 4% | 4% | - | 9% | 7% | 11% | 10% | 11% | 9% | 15% ^q | 10% | 6% | 9% | 14% ^t | 8% |
| 8 | 121 | 95 | 17 | 9 | - | 109 | 12 | 4 | 2 | 11 | 3 | 80 | 41 | 84 | 37 | 24 | 68 | 28 | 32 | 52 | 37 |
| | 10% | 10% | 13% | 9% | - | 10% | 10% | 9% | 8% | 14% | 16% | 10% | 10% | 10% | 11% | 6% | 12% ^o | 11% | 10% | 10% | 10% |
| 9 | 45 | 29 | 9 | 7 | - | 41 | 5 | 4 | - | 5 | 2 | 36 | 9 | 26 | 20 | 9 | 20 | 17 | 14 | 23 | 9 |
| | 4% | 3% | 7% ^a | 7% ^a | - | 4% | 4% | 10% | - | 6% | 11% | 4% | 2% | 3% | 6% | 2% | 3% | 7% ^o | 4% | 4% | 2% |
| 10 - Totally agree | 230 | 170 | 27 | 33 | - | 196 | 34 | 13 | 9 | 17 | 6 | 156 | 75 | 151 | 79 | 71 | 95 | 64 | 78 | 56 | 95 |
| | 19% | 17% | 20% | 34% ^{ab} | - | 18% | 28% ^e | 29% | 35% | 22% | 25% | 19% | 19% | 17% | 23% ^m | 19% | 16% | 25% ^p | 24% ^s | 11% | 27% ^s |
| MEAN | 6.02 | 5.85 | 6.45 ^a | 7.13 ^a | - | 5.98 | 6.41 | 6.30 | 6.57 | 6.30 | 7.27 | 6.12 | 5.83 | 5.89 | 6.36 ^m | 6.11 | 5.87 | 6.28 | 6.22 ^s | 5.73 | 6.27 ^s |
| Disagree [1-3] | 234 | 205 | 19 | 11 | - | 212 | 23 | 11 | 4 | 16 | 2 | 146 | 88 | 175 | 59 | 61 | 117 | 55 | 66 | 96 | 72 |
| | 19% | 21% ^c | 14% | 11% | - | 19% | 18% | 26% | 17% | 21% | 8% | 18% | 22% | 20% | 17% | 16% | 20% | 22% | 20% | 18% | 20% |
| Neither agree nor disagree [4-7] | 580 | 481 | 62 | 36 | - | 536 | 43 | 12 | 8 | 28 | 8 | 398 | 180 | 440 | 140 | 201 | 287 | 86 | 137 | 295 | 143 |
| | 47% | 49% ^c | 45% | 37% | - | 49% ^f | 35% | 27% | 29% | 36% | 35% | 48% | 45% | 50% ⁿ | 41% | 54% ^q | 49% ^q | 34% | 41% | 56% ^{rt} | 40% |
| Agree [8-10] | 397 | 294 | 53 | 49 | - | 346 | 51 | 21 | 11 | 33 | 11 | 272 | 125 | 261 | 136 | 103 | 183 | 109 | 124 | 130 | 141 |
| | 32% | 30% | 39% | 50% ^a | - | 32% | 41% ^e | 47% | 43% | 42% | 51% | 33% | 31% | 30% | 40% ^m | 28% | 31% | 43% ^{op} | 38% ^s | 25% | 39% ^s |
| Don't know | 13 | 8 | 3 | 2 | - | 4 | 7 | - | 3 | 1 | 1 | 8 | 4 | 5 | 7 | 4 | 1 | 4 | 3 | 3 | 1 |
| | 1% | 1% | 2% | 2% | - | * | 6% ^e | - | 10% | 1% | 7% | 1% | 1% | 1% | 2% | 1% | * | 2% ^p | 1% | 1% | * |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 76
VD15 - How often, if at all, do you personally do each of these. If you were not aware you could do this, please say so: SUMMARY
BASE: ALL WHO ARE INTERNET USERS

| | Total Unwtd | Total Wtd | Always | Often | Rarely | Never do this | Not aware of this | Don't know |
|---|-------------|-----------|------------|------------|------------|---------------|-------------------|------------|
| Opting-out of receiving marketing or information from a company | 1155 | 1224 | 515 42% | 389 32% | 146 12% | 100 8% | 70 6% | 3 * |
| Opting out of sharing your personal information with partner companies to the company | 1155 | 1224 | 500 41% | 316 26% | 195 16% | 127 10% | 81 7% | 4 * |
| Reading privacy statements, or a company's terms and conditions, to inform your decision about whether to use the site or service | 1155 | 1224 | 177 14% | 259 21% | 387 32% | 301 25% | 95 8% | 4 * |
| Changing the settings on your browser to block 'cookies' (devices that collect data on the websites you visit) or to choose which 'cookies' you will accept | 1155 | 1224 | 209 17% | 259 21% | 332 27% | 266 22% | 151 12% | 6 1% |
| Using the 'private' mode on your internet browser | 1155 | 1224 | 181 15% | 225 18% | 285 23% | 278 23% | 250 20% | 4 * |
| Making sure there is a padlock or secure web address in your browser's address bar | 1155 | 1224 | 399 33% | 264 22% | 233 19% | 182 15% | 142 12% | 4 * |
| Using security software (such as anti-virus software) | 1155 | 1224 | 698 57% | 211 17% | 139 11% | 112 9% | 61 5% | 3 * |

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Table 77
VD15_1 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so.
Opting-out of receiving marketing or information from a company.
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | | |
|------------------------|-------------|------------|-----------|-------------------|-------------------|-----------|-----------|-------------------|------------------|-------------------|-------------------|------------------|------------------|-------------------|------------------|-----------------------|--------|--------------------|---------------------|------------------|----|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) | | |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 | |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 | |
| Always | 515 | 254 | 262 | 73 | 94 | 95 | 105 | 74 | 49 | 26 | 185 | 150 | 89 | 91 | 321 | 195 | 183 | 332 | 401 | 114 | |
| | 42% | 42% | 43% | 35% | 41% | 44% | 46% | 43% | 49% ^c | 38% | 50% ^{lm} | 44% ^l | 34% | 36% | 42% | 42% | 42% | 42% | 40% | 51% ^r | |
| Often | 389 | 194 | 195 | 71 | 86 | 65 | 72 | 56 | 26 | 12 | 133 | 110 | 82 | 64 | 277 | 112 | 131 | 258 | 333 | 56 | |
| | 32% | 32% | 32% | 34% ^{ai} | 38% ^{ai} | 30% | 31% | 33% ^{ai} | 26% | 17% | 36% ^m | 32% | 32% | 25% | 37% ^o | 24% | 30% | 33% | 33% ^s | 25% | |
| Rarely | 146 | 81 | 65 | 36 | 21 | 27 | 24 | 22 | 8 | 7 | 28 | 44 | 37 | 37 | 22 | 83 | 63 | 60 | 86 | 128 | 18 |
| | 12% | 13% | 11% | 17% ^{dh} | 9% | 13% | 10% | 13% | 8% | 10% | 8% | 13% | 14% | 15% ^j | 11% | 14% | 14% | 11% | 13% | 8% | |
| Never do this | 100 | 50 | 50 | 23 | 15 | 21 | 10 | 9 | 10 | 12 | 17 | 22 | 28 | 34 | 49 | 52 | 36 | 64 | 78 | 22 | |
| | 8% | 8% | 8% | 11% ^f | 7% | 9% | 4% | 5% | 10% | 18% ^d | 5% | 6% | 11% ^j | 13% ^{jk} | 6% | 10% ⁿ | 8% | 8% | 8% | 10% | |
| Not aware of this | 70 | 31 | 39 | 7 | 8 | 8 | 19 | 10 | 7 | 12 | 8 | 14 | 24 | 24 | 28 | 42 | 20 | 50 | 57 | 14 | |
| | 6% | 5% | 6% | 3% | 4% | 4% | 8% | 6% | 7% | 17% ^{cd} | 2% | 4% | 9% ^{jk} | 9% ^{jk} | 4% | 9% ⁿ | 5% | 6% | 6% | 6% | |
| Don't know | 3 | 2 | 1 | - | 2 | - | - | - | 1 | - | - | - | 3 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | |
| | * | * | * | - | 1% | - | - | - | 1% | - | - | - | 1% | * | * | * | * | * | * | 1% | |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084

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Table 78
VD15_1 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so.
Opting-out of receiving marketing or information from a company.
BASE: ALL WHO ARE INTERNET USERS

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|------------------------|-------------------------|------------------|---------------------|-------------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|------------------|-----------------------------------|-------------------|------------------|-----------------------------|----------------------|------------------------|-------------------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Always | 515 | 428 | 52 | 36 | - | 471 | 45 | 22 | 5 | 39 | 10 | 360 | 155 | 363 | 153 | 143 | 243 | 128 | 138 | 192 | 184 |
| | 42% | 43% | 38% | 36% | - | 43% | 36% | 50% | 18% | 50% | 45% | 44% | 39% | 41% | 45% | 39% | 41% | 51% ^{op} | 42% | 37% | 52% ^{rs} |
| Often | 389 | 336 | 35 | 18 | - | 375 | 13 | 11 | 1 | 24 | 2 | 263 | 125 | 312 | 77 | 126 | 212 | 49 | 90 | 194 | 101 |
| | 32% | 34% ^c | 26% | 18% | - | 34% ^f | 11% | 25% | 3% | 30% | 11% | 32% | 32% | 35% ⁿ | 22% | 34% ^q | 36% ^q | 19% | 27% | 37% ^{rt} | 28% |
| Rarely | 146 | 113 | 21 | 12 | - | 132 | 14 | 7 | 1 | 5 | 2 | 90 | 56 | 105 | 41 | 51 | 72 | 23 | 44 | 72 | 29 |
| | 12% | 11% | 15% | 12% | - | 12% | 11% | 15% | 2% | 7% | 11% | 11% | 14% | 12% | 12% | 14% | 12% | 9% | 13% | 14% ^t | 8% |
| Never do this | 100 | 67 | 18 | 15 | - | 77 | 23 | 4 | 8 | 7 | 3 | 62 | 39 | 65 | 35 | 28 | 42 | 28 | 27 | 50 | 23 |
| | 8% | 7% | 13% ^a | 15% ^a | - | 7% | 19% ^e | 10% | 31% | 9% | 15% | 7% | 10% | 7% | 10% | 8% | 7% | 11% | 8% | 9% | 6% |
| Not aware of this | 70 | 41 | 11 | 18 | - | 41 | 28 | - | 12 | 3 | 4 | 46 | 22 | 34 | 36 | 19 | 17 | 24 | 31 | 17 | 20 |
| | 6% | 4% | 8% | 18% ^{ab} | - | 4% | 23% ^e | - | 45% | 4% | 17% | 6% | 6% | 4% | 11% ^m | 5% | 3% | 10% ^p | 9% ^s | 3% | 6% |
| Don't know | 3 | 3 | - | - | - | 2 | - | - | - | 1 | - | 3 | - | 2 | 1 | 2 | - | 1 | - | - | - |
| | * | * | - | - | - | * | - | - | - | 1% | - | * | - | * | * | 1% | - | * | - | - | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 79
VD15_2 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so.
Opting out of sharing your personal information with partner companies to the company.
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|------------------------|--------------------------|---------------|--------------|--|------------------------|------------------------|-------------------------|--------------|--|---|--------------------------------------|-------------------------|-----------------------------------|-------------------------------------|----------------------------|------------------------|-------------------------|------------------------------|-------------------------------|-----------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK- ING (n) | NOT WORK- ING (o) | YES (p) | NO (q) | NO DISAB- ILITY (r) | ANY DISAB- ILITY (s) | |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| Always | 500 41% | 243 40% | 256 42% | 66 32% | 84 37% | 98 45% ^c | 105 46% ^c | 71 42% | 52 52% ^c ^d ⁱ | 23 32% | 192 52% ^l ^m | 147 43% ^m | 96 37% ^m | 66 26% | 324 43% | 176 38% | 198 46% ^q | 302 38% | 401 40% | 99 44% |
| Often | 316 26% | 154 25% | 162 26% | 55 26% | 71 31% ^h | 55 26% | 64 28% ^h | 42 24% | 16 16% | 12 18% | 99 27% | 91 27% | 54 21% | 72 28% | 227 30% ^o | 89 19% | 94 22% | 222 28% | 257 26% | 59 26% |
| Rarely | 195 16% | 113 18% | 83 14% | 55 26% ^e ^f ^g | 45 20% ^h | 31 14% | 26 11% | 26 15% | 7 7% | 6 9% | 39 11% | 53 16% | 55 21% ^j | 49 19% ^j | 114 15% | 81 18% | 79 18% | 116 15% | 170 17% | 26 11% |
| Never do this | 127 10% | 59 10% | 68 11% | 25 12% | 14 6% | 17 8% | 19 8% | 22 13% | 16 16% ^d ^e | 14 20% ^d ^e ^f | 29 8% | 27 8% | 31 12% | 41 16% ^j ^k | 50 7% | 77 17% ⁿ | 38 9% | 89 11% | 101 10% | 27 12% |
| Not aware of this | 81 7% | 39 6% | 42 7% | 7 4% | 10 5% | 16 7% | 16 7% | 9 5% | 8 8% | 14 21% ^c ^d ^e ^f | 12 3% | 23 7% | 24 9% ^j | 22 9% ^j | 41 5% | 40 9% | 20 5% | 61 8% | 68 7% | 13 6% |
| Don't know | 4 * | 3 * | 1 * | - - | 2 1% | - - | - - | 1 1% | 1 1% | - - | - - | - - | 4 2% ^j ^k | 2 * | 2 * | 1 * | 3 * | 2 * | 1 1% | |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base

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Table 80
 VD15_2 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so.
 Opting out of sharing your personal information with partner companies to the company.
 BASE: ALL WHO ARE INTERNET USERS

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|-------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Always | 500 | 424 | 43 | 32 | - | 467 | 33 | 20 | 3 | 43 | 10 | 360 | 140 | 368 | 132 | 137 | 240 | 122 | 135 | 185 | 179 |
| | 41% | 43%b | 32% | 33% | - | 43%f | 26% | 45% | 11% | 55% | 43% | 44%l | 35% | 42% | 39% | 37% | 41% | 48%o | 41% | 35% | 50%rs |
| Often | 316 | 269 | 33 | 13 | - | 296 | 19 | 10 | 3 | 14 | 2 | 216 | 100 | 239 | 77 | 96 | 180 | 39 | 75 | 154 | 85 |
| | 26% | 27%c | 24% | 13% | - | 27%f | 16% | 22% | 10% | 18% | 10% | 26% | 25% | 27% | 22% | 26%q | 31%q | 15% | 23% | 29% | 24% |
| Rarely | 195 | 158 | 26 | 11 | - | 176 | 19 | 5 | 1 | 5 | 1 | 111 | 85 | 150 | 45 | 73 | 97 | 26 | 47 | 106 | 41 |
| | 16% | 16% | 19% | 11% | - | 16% | 16% | 11% | 4% | 7% | 6% | 13% | 21%k | 17% | 13% | 20%q | 17%q | 10% | 14% | 20%t | 12% |
| Never do this | 127 | 85 | 22 | 20 | - | 102 | 26 | 5 | 9 | 12 | 5 | 84 | 44 | 81 | 46 | 39 | 43 | 42 | 47 | 48 | 31 |
| | 10% | 9% | 16%a | 20%a | - | 9% | 21%e | 12% | 34% | 15% | 21% | 10% | 11% | 9% | 14% | 10% | 7% | 17%p | 14% | 9% | 9% |
| Not aware of this | 81 | 48 | 11 | 22 | - | 54 | 25 | 4 | 10 | 4 | 4 | 50 | 28 | 41 | 40 | 23 | 27 | 23 | 26 | 32 | 21 |
| | 7% | 5% | 8% | 22%ab | - | 5% | 21%e | 10% | 40% | 5% | 20% | 6% | 7% | 5% | 12%rn | 6% | 5% | 9%p | 8% | 6% | 6% |
| Don't know | 4 | 3 | 1 | - | - | 2 | 1 | - | - | 1 | - | 3 | 1 | 2 | 2 | 2 | - | 2 | - | - | - |
| | * | * | 1% | - | - | * | 1% | - | - | 1% | - | * | * | * | * | 1% | - | 1% | - | - | - |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 81
VD15_3 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so.
Reading privacy statements, or a company's terms and conditions, to inform your decision about whether to use the site or service.
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|------------------------|--------------------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|--------------|------------|-------------|------------|---------------------|----------------------------|-----------------------|------------|------------------------------|-------------------------------|-----------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK- ING (n) | NOT WORK- ING (o) | YES (p) | NO (q) | NO DISAB- ILITY (r) | ANY DISAB- ILITY (s) | |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| Always | 177 14% | 85 14% | 92 15% | 41 20%f | 37 16% | 29 14% | 22 10% | 24 14% | 15 14% | 9 12% | 38 10% | 55 16% | 38 14% | 47 19%j | 103 14% | 74 16% | 72 17% | 105 13% | 143 14% | 34 15% |
| Often | 259 21% | 137 22% | 123 20% | 31 15% | 57 25%c | 42 19% | 57 25%c | 41 24% | 22 22% | 8 12% | 87 23% | 66 19% | 52 20% | 55 22% | 176 23% | 83 18% | 89 21% | 171 22% | 211 21% | 48 21% |
| Rarely | 387 32% | 199 32% | 189 31% | 68 33% | 71 31% | 66 31% | 81 35%i | 58 34% | 29 29% | 14 20% | 123 33% | 120 35%m | 76 29% | 68 27% | 252 33% | 135 29% | 132 31% | 255 32% | 325 33% | 62 28% |
| Never do this | 301 25% | 147 24% | 154 25% | 58 28% | 42 19% | 62 29% | 49 21% | 39 23% | 26 26% | 24 35%dl | 96 26% | 82 24% | 67 26% | 56 22% | 180 24% | 121 26% | 105 24% | 196 25% | 238 24% | 63 28% |
| Not aware of this | 95 8% | 42 7% | 53 9% | 11 5% | 17 8% | 17 8% | 20 9% | 8 5% | 8 7% | 14 20%def | 27 7% | 18 5% | 27 10%k | 23 9% | 45 6% | 50 11%n | 32 7% | 63 8% | 79 8% | 16 7% |
| Don't know | 4 * | 3 * | 1 * | - - | 2 1% | - - | - - | 1 1% | 1 1% | - - | - - | - - | 4 2%jk | 2 * | 2 * | 1 * | 3 * | 2 * | 1 1% | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base



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Table 82
 VD15_3 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so.
 Reading privacy statements, or a company's terms and conditions, to inform your decision about whether to use the site or service.
 BASE: ALL WHO ARE INTERNET USERS

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|-------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Always | 177 | 150 | 13 | 14 | - | 160 | 17 | 6 | 3 | 11 | 4 | 110 | 66 | 132 | 45 | 61 | 84 | 30 | 42 | 61 | 74 |
| | 14% | 15% | 9% | 14% | - | 15% | 14% | 13% | 11% | 14% | 16% | 13% | 17% | 15% | 13% | 17% | 14% | 12% | 13% | 12% | 21%rs |
| Often | 259 | 216 | 27 | 16 | - | 237 | 22 | 7 | 2 | 21 | 2 | 196 | 63 | 183 | 76 | 89 | 127 | 43 | 69 | 121 | 69 |
| | 21% | 22% | 20% | 16% | - | 22% | 18% | 15% | 7% | 26% | 8% | 24%l | 16% | 21% | 22% | 24% | 22% | 17% | 21% | 23% | 19% |
| Rarely | 387 | 326 | 43 | 18 | - | 363 | 24 | 12 | 2 | 24 | 5 | 254 | 133 | 292 | 96 | 132 | 184 | 71 | 89 | 194 | 102 |
| | 32% | 33%c | 32%c | 19% | - | 33%f | 19% | 28% | 6% | 31% | 21% | 31% | 33% | 33% | 28% | 36% | 31% | 28% | 27% | 37%rt | 29% |
| Never do this | 301 | 232 | 39 | 30 | - | 268 | 33 | 15 | 9 | 18 | 9 | 194 | 107 | 218 | 83 | 64 | 155 | 80 | 89 | 121 | 88 |
| | 25% | 23% | 28% | 31% | - | 24% | 26% | 35% | 36% | 23% | 38% | 24% | 27% | 25% | 24% | 17% | 26%o | 32%o | 27% | 23% | 25% |
| Not aware of this | 95 | 61 | 14 | 20 | - | 67 | 26 | 4 | 10 | 4 | 4 | 66 | 27 | 55 | 40 | 22 | 37 | 28 | 40 | 27 | 25 |
| | 8% | 6% | 10% | 21%ab | - | 6% | 21%e | 9% | 40% | 5% | 17% | 8% | 7% | 6% | 12%rn | 6% | 6% | 11% | 12%rs | 5% | 7% |
| Don't know | 4 | 3 | 1 | - | - | 2 | 1 | - | - | 1 | - | 3 | 1 | 2 | 2 | 2 | - | 2 | - | - | - |
| | * | * | 1% | - | - | * | 1% | - | - | 1% | - | * | * | * | * | 1% | - | 1% | - | - | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 83

VD15_4 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so.

Changing the settings on your browser to block 'cookies', (devices that collect data on the websites you visit) or to choose which 'cookies' you will accept'.

BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | |
|------------------------|-------------------|------------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|--|---------------------------------|--------------|------------|-----------|------------------------|-------------------------|----------------------------|-----------------------|------------|------------------------------|-------------------------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK- ING (n) | NOT WORK- ING (o) | YES (p) | NO (q) | NO DISAB- ILITY (r) | ANY DISAB- ILITY (s) |
| Unweighted Base | 1155 | 598 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| Always | 209 17% | 107 18% 101 17% | 40 19% _{hi} | 33 15% | 41 19% _{hi} | 35 15% | 33 19% _{hi} | 23 22% _{hi} | 4 6% | 62 17% | 60 18% | 45 17% | 42 17% | 140 18% | 69 15% | 87 20% | 122 15% | 168 17% | 40 18% |
| Often | 259 21% | 134 22% 125 20% | 53 25% _{hi} | 59 26% _{hi} | 38 17% | 56 24% _{hi} | 32 19% | 15 15% | 7 9% | 84 23% | 66 19% | 60 23% | 50 20% | 181 24% _o | 79 17% | 79 18% | 180 23% | 216 22% | 44 19% |
| Rarely | 332 27% | 183 30% 149 24% | 57 27% _{hi} | 77 34% _{hi} | 61 28% _{hi} | 65 28% _{hi} | 53 31% _{hi} | 15 15% | 5 7% | 92 25% | 103 30% | 69 27% | 68 27% | 218 29% | 114 25% | 119 28% | 214 27% | 292 29% _s | 40 18% |
| Never do this | 266 22% | 126 21% 140 23% | 39 19% | 44 20% | 48 22% | 48 21% | 31 18% | 27 27% | 28 41% _{code} fg | 82 22% | 82 24% | 51 20% | 51 20% | 152 20% | 115 25% | 101 23% | 166 21% | 201 20% | 65 29% _r |
| Not aware of this | 151 12% | 56 9% 95 16% _a | 20 9% | 11 5% | 27 13% _d | 26 11% | 20 12% | 21 21% _{code} cdf fg | 25 36% _{code} fg | 48 13% | 29 9% | 35 14% | 39 15% _k | 65 9% | 86 18% _n | 44 10% | 107 14% | 116 12% | 35 15% |
| Don't know | 6 1% | 5 1% 1 * | - - | 2 1% | 1 1% | - - | 2 1% | 1 1% | - - | 2 1% | - - | - - | 4 2% _k | 3 * | 3 1% | 2 * | 5 1% | 4 * | 1 1% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base



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Table 84

VD15_4 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so.
Changing the settings on your browser to block 'cookies', (devices that collect data on the websites you visit) or to choose which 'cookies' you will accept'.
BASE: ALL WHO ARE INTERNET USERS

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|------------------------|-------------------------|------------------|---------------------|-------------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|------------------|-----------------------------|----------------------|------------------------|-------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Always | 209 | 178 | 16 | 14 | - | 189 | 20 | 3 | 2 | 16 | 6 | 136 | 72 | 154 | 54 | 67 | 94 | 48 | 48 | 66 | 94 |
| | 17% | 18% | 12% | 14% | - | 17% | 16% | 7% | 6% | 21% | 29% | 17% | 18% | 18% | 16% | 18% | 16% | 19% | 15% | 13% | 26%rs |
| Often | 259 | 226 | 23 | 10 | - | 248 | 12 | 6 | * | 14 | 1 | 173 | 86 | 196 | 63 | 95 | 119 | 44 | 54 | 122 | 83 |
| | 21% | 23% ^c | 17% | 11% | - | 23% ^f | 9% | 14% | 2% | 17% | 5% | 21% | 22% | 22% | 19% | 26% ^q | 20% | 17% | 16% | 23% | 23% |
| Rarely | 332 | 279 | 38 | 14 | - | 314 | 18 | 3 | 2 | 15 | - | 238 | 94 | 254 | 78 | 113 | 180 | 38 | 69 | 185 | 77 |
| | 27% | 28% ^c | 28% ^c | 15% | - | 29% ^f | 15% | 7% | 7% | 19% | - | 29% | 24% | 29% | 23% | 31% ^q | 31% ^q | 15% | 21% | 35% ^{rt} | 22% |
| Never do this | 266 | 205 | 35 | 27 | - | 227 | 39 | 19 | 10 | 19 | 8 | 168 | 98 | 186 | 80 | 58 | 143 | 63 | 101 | 88 | 74 |
| | 22% | 21% | 25% | 27% | - | 21% | 31% ^e | 42% | 39% | 25% | 33% | 20% | 25% | 21% | 23% | 16% | 24% ^o | 25% ^o | 31% st | 17% | 21% |
| Not aware of this | 151 | 95 | 23 | 33 | - | 115 | 35 | 13 | 12 | 14 | 7 | 103 | 45 | 87 | 64 | 34 | 50 | 57 | 57 | 62 | 29 |
| | 12% | 10% | 17% ^a | 33% ^{ab} | - | 10% | 28% ^e | 30% | 47% | 18% | 33% | 13% | 11% | 10% | 19% ^m | 9% | 9% | 22% ^{op} | 17% ^t | 12% | 8% |
| Don't know | 6 | 5 | 1 | - | - | 4 | 1 | - | - | 1 | - | 5 | 1 | 4 | 3 | 2 | - | 4 | - | 2 | - |
| | 1% | 1% | 1% | - | - | * | 1% | - | - | 1% | - | 1% | * | * | 1% | 1% | - | 2% ^p | - | * | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Ipsos MORI

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Table 85
VD15_5 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so.
Using the 'private' mode on your internet browser.
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|------------------------|-------------------|---------------|--------------|--------------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------|------------|-----------|---------------------|----------------------------|-----------------------|------------|------------------------------|-------------------------------|-----------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK- ING (n) | NOT WORK- ING (o) | YES (p) | NO (q) | NO DISAB- ILITY (r) | ANY DISAB- ILITY (s) | |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| Always | 181 15% | 95 15% | 86 14% | 28 13% | 26 11% | 43 20% | 28 12% | 35 20% | 12 12% | 9 13% | 56 15% | 51 15% | 38 15% | 36 14% | 118 16% | 63 14% | 67 15% | 114 14% | 150 15% | 31 14% |
| Often | 225 18% | 128 21% | 98 16% | 59 28%efg hi | 53 23%ehi | 29 13% | 42 18%h | 29 17% | 8 8% | 6 8% | 51 14% | 76 22%j | 44 17% | 54 21%j | 159 21%o | 66 14% | 72 17% | 153 19% | 189 19% | 36 16% |
| Rarely | 285 23% | 159 26% | 126 21% | 48 23%hi | 71 31%ghi | 64 29%ghi | 58 25%hi | 26 15% | 12 12% | 6 8% | 91 25% | 69 20% | 71 27% | 54 21% | 193 25% | 92 20% | 112 26% | 173 22% | 239 24% | 45 20% |
| Never do this | 278 23% | 143 23% | 135 22% | 46 22% | 49 23% | 49 23% | 46 20% | 35 20% | 29 29% | 24 34%f | 97 26% | 79 23% | 48 19% | 54 21% | 154 20% | 124 27%n | 99 23% | 180 23% | 223 22% | 55 24% |
| Not aware of this | 250 20% | 84 14% | 166 27%a | 28 13% | 25 11% | 31 14% | 56 25%cde | 45 26%cde | 39 39%cde | 26 37%cde | 75 20% | 66 19% | 58 22% | 52 21% | 132 17% | 118 25%n | 80 19% | 170 21% | 195 19% | 56 25% |
| Don't know | 4 * | 3 * | 1 * | - - | 2 1% | - - | - - | 1 1% | 1 1% | - - | - - | - - | - - | 4 2%jk | 2 * | 2 * | 1 * | 3 * | 2 * | 1 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

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Table 86
VD15_5 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so.
Using the 'private' mode on your internet browser.
BASE: ALL WHO ARE INTERNET USERS

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|------------------------|-------------------------|------------------|---------------------|-------------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|------------------|-----------------------------------|-------------------|------------------|-----------------------------|----------------------|------------------------|------------------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Always | 181 | 157 | 16 | 8 | - | 164 | 17 | 5 | 4 | 10 | 2 | 118 | 63 | 137 | 44 | 56 | 79 | 47 | 44 | 55 | 82 |
| | 15% | 16% | 11% | 8% | - | 15% | 14% | 11% | 15% | 12% | 9% | 14% | 16% | 16% | 13% | 15% | 13% | 18% | 13% | 11% | 23%rs |
| Often | 225 | 191 | 26 | 9 | - | 206 | 19 | 3 | 3 | 6 | 2 | 156 | 69 | 181 | 44 | 94 | 107 | 23 | 43 | 105 | 77 |
| | 18% | 19% ^c | 19% | 9% | - | 19% | 16% | 7% | 11% | 8% | 8% | 19% | 17% | 21% ⁿ | 13% | 25% ^{pq} | 18% ^q | 9% | 13% | 20% ^r | 22% ^r |
| Rarely | 285 | 239 | 31 | 14 | - | 274 | 11 | 5 | 1 | 11 | * | 190 | 94 | 221 | 63 | 95 | 161 | 28 | 65 | 146 | 70 |
| | 23% | 24% ^c | 23% | 15% | - | 25% ^f | 9% | 11% | 2% | 15% | 2% | 23% | 24% | 25% ⁿ | 19% | 26% ^q | 27% ^q | 11% | 20% | 28% ^{rt} | 20% |
| Never do this | 278 | 218 | 30 | 30 | - | 248 | 30 | 16 | 7 | 23 | 7 | 172 | 106 | 192 | 87 | 71 | 136 | 70 | 87 | 119 | 72 |
| | 23% | 22% | 22% | 31% | - | 23% | 24% | 37% | 29% | 29% | 29% | 21% | 27% | 22% | 25% | 19% | 23% | 27% ^o | 26% | 23% | 20% |
| Not aware of this | 250 | 180 | 33 | 37 | - | 204 | 45 | 15 | 11 | 28 | 12 | 185 | 63 | 149 | 102 | 52 | 104 | 85 | 91 | 99 | 57 |
| | 20% | 18% | 24% | 38% ^{ab} | - | 19% | 36% ^e | 33% | 43% | 35% | 52% | 22% ^l | 16% | 17% | 30% ^m | 14% | 18% | 33% ^{op} | 27% st | 19% | 16% |
| Don't know | 4 | 3 | 1 | - | - | 2 | 1 | - | - | 1 | - | 3 | 1 | 2 | 2 | 2 | 2 | - | - | - | - |
| | * | * | 1% | - | - | * | 1% | - | - | 1% | - | * | * | * | * | 1% | - | 1% | - | - | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 87
VD15_7 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so.
Making sure there is a padlock or secure web address in your browser's address bar.
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|------------------------|--------------------------|---------------|------------------------|--------------------------|--------------------------|--------------|------------------------|-------------------------|-------------------------|---------------------------|-------------------------|-------------------------|-----------------------|------------------------|----------------------------|-----------------------|------------|------------------------------|-------------------------------|------------------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK- ING (n) | NOT WORK- ING (o) | YES (p) | NO (q) | NO DISAB- ILITY (r) | ANY DISAB- ILITY (s) | |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| Always | 399 33% | 214 35% | 184 30% | 56 27% | 65 29% | 74 34% | 86 38% ^c | 61 36% | 38 38% | 18 26% | 143 39% ^m | 124 36% ^m | 77 30% | 55 22% | 264 35% | 134 29% | 152 35% | 247 31% | 322 32% | 76 34% |
| Often | 264 22% | 145 24% | 119 19% | 51 24% | 60 27% ^{gi} | 52 24% | 46 20% | 27 16% | 19 19% | 9 12% | 65 18% | 79 23% | 61 23% | 60 24% | 166 22% | 98 21% | 90 21% | 175 22% | 225 22% | 40 18% |
| Rarely | 233 19% | 109 18% | 124 20% | 54 26% ^{fhi} | 61 27% ^{fhi} | 37 17% | 34 15% | 34 20% ^{hi} | 9 9% | 5 7% | 67 18% | 58 17% | 45 17% | 63 25% ^k | 147 19% | 86 18% | 87 20% | 146 18% | 200 20% | 33 15% |
| Never do this | 182 15% | 89 15% | 93 15% | 35 17% | 25 11% | 30 14% | 36 15% | 28 16% | 17 16% | 14 20% | 53 14% | 46 13% | 43 17% | 40 16% | 100 13% | 82 18% | 62 14% | 121 15% | 145 15% | 37 17% |
| Not aware of this | 142 12% | 51 8% | 90 15% ^a | 14 7% | 14 6% | 24 11% | 28 12% | 21 12% | 17 17% ^{cd} | 24 35% ^{code} | 42 11% | 35 10% | 33 13% | 32 12% | 78 10% | 64 14% | 41 9% | 101 13% | 105 10% | 37 17% ^f |
| Don't know | 4 * | 3 * | 1 * | - - | 2 1% | - - | - - | 1 1% | 1 1% | - - | - - | - - | 4 2% ^{jk} | 2 * | 2 * | 1 * | 3 * | 2 * | 1 1% | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

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Table 88
VD15_7 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so.
Making sure there is a padlock or secure web address in your browser's address bar.
BASE: ALL WHO ARE INTERNET USERS

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|-------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Always | 399 | 344 | 30 | 25 | - | 370 | 29 | 15 | 3 | 31 | 7 | 288 | 130 | 287 | 111 | 109 | 203 | 85 | 93 | 140 | 165 |
| | 33% | 35%b | 22% | 25% | - | 34%f | 23% | 35% | 10% | 40% | 33% | 33% | 33% | 33% | 33% | 30% | 35% | 34% | 28% | 27% | 46%rs |
| Often | 264 | 224 | 29 | 11 | - | 249 | 15 | 8 | 1 | 18 | 1 | 184 | 80 | 193 | 71 | 95 | 125 | 43 | 44 | 144 | 76 |
| | 22% | 23%c | 21% | 12% | - | 23%f | 12% | 18% | 3% | 23% | 4% | 22% | 20% | 22% | 21% | 26%q | 21% | 17% | 13% | 27%r | 21%r |
| Rarely | 233 | 185 | 32 | 16 | - | 215 | 18 | 4 | 1 | 8 | 1 | 147 | 86 | 179 | 53 | 77 | 132 | 24 | 68 | 121 | 39 |
| | 19% | 19% | 23% | 16% | - | 20% | 14% | 10% | 2% | 10% | 6% | 18% | 22% | 20% | 16% | 21%q | 22%q | 10% | 21%t | 23%t | 11% |
| Never do this | 182 | 135 | 27 | 20 | - | 153 | 29 | 5 | 9 | 11 | 6 | 116 | 66 | 138 | 44 | 57 | 71 | 53 | 68 | 70 | 45 |
| | 15% | 14% | 20% | 20% | - | 14% | 23%e | 11% | 34% | 14% | 25% | 14% | 17% | 16% | 13% | 15% | 12% | 21%p | 21%st | 13% | 13% |
| Not aware of this | 142 | 98 | 18 | 26 | - | 108 | 33 | 12 | 13 | 10 | 7 | 106 | 34 | 81 | 61 | 29 | 56 | 47 | 57 | 49 | 33 |
| | 12% | 10% | 13% | 27%ab | - | 10% | 26%e | 27% | 49% | 13% | 33% | 13% | 8% | 9% | 18%rn | 8% | 10% | 18%op | 17%st | 9% | 9% |
| Don't know | 4 | 3 | 1 | - | - | 2 | 1 | - | - | 1 | - | 3 | 1 | 2 | 2 | 2 | 2 | 2 | - | - | - |
| | * | * | 1% | - | - | * | 1% | - | - | 1% | - | * | * | * | * | 1% | - | 1% | - | - | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 89
VD15_8 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so.
Using security software (such as anti-virus software).
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|------------------------|--------------------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|-------------|-------------|-------------|---------------------|----------------------------|-----------------------|------------|------------------------------|-------------------------------|------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK- ING (n) | NOT WORK- ING (o) | YES (p) | NO (q) | NO DISAB- ILITY (r) | ANY DISAB- ILITY (s) | |
| Unweighted Base | 1155 | 598 557 | 209 173 | 173 196 | 196 205 | 205 168 | 168 131 | 131 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 | | |
| Weighted Base | 1224 | 612 612 | 209 226 | 226 217 | 217 230 | 230 171 | 171 101* | 101* 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 | | |
| Always | 698 57% | 373 61%b | 324 53% | 105 50% | 112 50% | 117 54% | 143 62%cd | 110 64%cd | 75 75%cde | 35 50% | 239 65%m | 205 60%m | 142 55%m | 111 44% | 433 57% | 264 57% | 244 57% | 453 57% | 555 56% | 142 63% |
| Often | 211 17% | 95 16% | 116 19% | 49 23%hi | 47 21%hi | 43 20%hi | 37 16%h | 25 15% | 6 6% | 5 7% | 62 17% | 47 18% | 37 14% | 50 20% | 148 20%o | 63 13% | 78 18% | 133 17% | 182 18% | 29 13% |
| Rarely | 139 11% | 65 11% | 74 12% | 26 12%h | 39 17%gh | 26 12% | 25 11% | 13 8% | 4 4% | 6 9% | 28 7% | 34 10% | 35 14% | 41 16%jk | 86 11% | 52 11% | 48 11% | 91 11% | 120 12% | 19 8% |
| Never do this | 112 9% | 53 9% | 59 10% | 25 12% | 17 8% | 17 8% | 14 6% | 15 9% | 10 10% | 14 20%defg | 28 8% | 26 7% | 26 10% | 33 13%k | 56 7% | 57 12%n | 39 9% | 74 9% | 90 9% | 23 10% |
| Not aware of this | 61 5% | 23 4% | 38 6% | 5 2% | 9 4% | 13 6% | 11 5% | 8 5% | 5 15%cdfg | 10 4% | 13 4% | 19 7% | 15 6% | 34 4% | 27 6% | 21 5% | 40 5% | 51 5% | 10 5% | |
| Don't know | 3 * | 2 * | 1 * | - - | 2 1% | - - | - - | - - | 1 1% | - - | - - | - - | 3 1% | 1 * | 2 * | 1 * | 2 * | 2 * | 1 1% | |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base

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Table 90
VD15_8 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so.
Using security software (such as anti-virus software).
BASE: ALL WHO ARE INTERNET USERS

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|------------------------|-------------------------|------------------|---------------------|-------------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|------------------|-----------------------------------|-------------------|------------------|-----------------------------|----------------------|------------------------|-------------------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Always | 698 | 581 | 71 | 45 | - | 642 | 55 | 24 | 11 | 61 | 14 | 482 | 215 | 503 | 194 | 204 | 341 | 150 | 161 | 273 | 262 |
| | 57% | 59% ^c | 52% | 46% | - | 59% ^f | 45% | 55% | 42% | 79% ^g | 61% | 59% | 54% | 57% | 57% | 55% | 58% | 59% | 49% | 52% | 73% ^{rs} |
| Often | 211 | 171 | 29 | 11 | - | 198 | 13 | 5 | - | 4 | 2 | 138 | 74 | 170 | 41 | 61 | 112 | 37 | 58 | 115 | 38 |
| | 17% | 17% | 21% | 11% | - | 18% | 11% | 11% | - | 5% | 10% | 17% | 19% | 19% ⁿ | 12% | 17% | 19% | 14% | 18% ^t | 22% ^t | 11% |
| Rarely | 139 | 115 | 16 | 8 | - | 125 | 14 | 5 | 1 | 4 | * | 90 | 48 | 100 | 39 | 56 | 67 | 15 | 43 | 76 | 15 |
| | 11% | 12% | 12% | 8% | - | 11% | 11% | 12% | 3% | 5% | 1% | 11% | 12% | 11% | 11% | 15% ^q | 11% ^q | 6% | 13% ^t | 14% ^t | 4% |
| Never do this | 112 | 82 | 12 | 18 | - | 94 | 18 | 10 | 4 | 6 | 4 | 63 | 49 | 74 | 38 | 33 | 50 | 29 | 36 | 48 | 29 |
| | 9% | 8% | 9% | 18% ^a | - | 9% | 15% ^e | 23% ⁱ | 16% | 8% | 18% | 8% | 12% ^k | 8% | 11% | 9% | 9% | 12% | 11% | 9% | 8% |
| Not aware of this | 61 | 35 | 9 | 17 | - | 37 | 23 | - | 10 | 3 | 2 | 48 | 11 | 32 | 29 | 14 | 18 | 22 | 32 | 13 | 14 |
| | 5% | 4% | 7% | 17% ^{ab} | - | 3% | 18% ^e | - | 40% | 3% | 11% | 6% | 3% | 4% | 8% ^m | 4% | 3% | 9% ^{op} | 10% st | 2% | 4% |
| Don't know | 3 | 3 | - | - | - | 2 | - | - | - | 1 | - | 3 | - | 2 | 1 | 2 | - | 1 | - | - | - |
| | * | * | - | - | - | * | - | - | - | 1% | - | * | - | * | * | 1% | - | * | - | - | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 91
VD15_6 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so.
Changing your privacy settings on social networking sites.
BASE: ALL WHO HAVE A SOCIAL MEDIA ACCOUNT

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|------------------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|---------|--------------|--------|--------|--------|----------------|------------------|-----------------------|--------|--------------------|---------------------|-----|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) | |
| Unweighted Base | 820 | 390 | 430 | 194 | 157 | 159 | 140 | 101 | 53 | 16 | 143 | 253 | 169 | 255 | 484 | 336 | 295 | 525 | 632 | 188 |
| Weighted Base | 882 | 410 | 472 | 193 | 207 | 174* | 146* | 106* | 37* | 18** | 248 | 248 | 197 | 189 | 588 | 294 | 351 | 530 | 731 | 151 |
| Always | 260 | 112 | 148 | 71 | 76 | 56 | 30 | 18 | 8 | 1 | 78 | 82 | 54 | 46 | 181 | 78 | 128 | 132 | 219 | 41 |
| | 29% | 27% | 31% | 37%fg | 37%fg | 32%g | 21% | 17% | 22% | 5% | 32% | 33% | 27% | 24% | 31% | 27% | 36%q | 25% | 30% | 27% |
| Often | 241 | 121 | 120 | 56 | 51 | 48 | 49 | 32 | 4 | 1 | 76 | 63 | 50 | 52 | 167 | 74 | 88 | 153 | 200 | 41 |
| | 27% | 29% | 25% | 29%h | 25% | 28%h | 33%h | 30%h | 11% | 6% | 31% | 26% | 25% | 27% | 28% | 25% | 25% | 29% | 27% | 27% |
| Rarely | 230 | 108 | 121 | 44 | 58 | 46 | 37 | 27 | 12 | 5 | 68 | 64 | 57 | 42 | 165 | 65 | 92 | 138 | 200 | 30 |
| | 26% | 26% | 26% | 23% | 28% | 26% | 26% | 26% | 31% | 29% | 27% | 26% | 29% | 22% | 28% | 22% | 26% | 26% | 27% | 20% |
| Never do this | 110 | 52 | 58 | 20 | 10 | 23 | 19 | 22 | 10 | 7 | 20 | 30 | 27 | 33 | 55 | 55 | 32 | 77 | 84 | 26 |
| | 12% | 13% | 12% | 10% | 5% | 13%d | 13%d | 21%cd | 26%cd | 40% | 8% | 12% | 14% | 17%j | 9% | 19%n | 9% | 15% | 12% | 17% |
| Not aware of this | 39 | 15 | 23 | 2 | 10 | 2 | 11 | 6 | 4 | 4 | 6 | 8 | 9 | 15 | 19 | 19 | 11 | 27 | 26 | 12 |
| | 4% | 4% | 5% | 1% | 5% | 1% | 7%ce | 6% | 11%ce | 20% | 2% | 3% | 5% | 8%jk | 3% | 7%n | 3% | 5% | 4% | 8%f |
| Don't know | 3 | 1 | 2 | - | 2 | - | - | 1 | - | - | - | - | 1 | 2 | 1 | 2 | - | 3 | 1 | 2 |
| | * | * | * | - | 1% | - | - | 1% | - | - | - | - | * | 1% | * | 1% | - | 1% | * | 2%f |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 92
 VD15_6 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so.
 Changing your privacy settings on social networking sites.
 BASE: ALL WHO HAVE A SOCIAL MEDIA ACCOUNT

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|-------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 820 | 694 | 82 | 44 | - | 751 | 68 | 10 | 6 | 44 | 9 | 527 | 293 | 820 | - | 252 | 381 | 180 | 248 | 337 | 231 |
| Weighted Base | 882 | 774 | 76* | 32* | ** | 820 | 60* | 12** | 6** | 31* | 6** | 577 | 305 | 882 | ** | 282 | 427 | 165 | 247 | 395 | 234 |
| Always | 260 | 250 | 6 | 4 | - | 254 | 6 | 1 | - | 8 | - | 169 | 90 | 260 | - | 86 | 120 | 54 | 68 | 103 | 89 |
| | 29% | 32%bc | 7% | 14% | - | 31%f | 10% | 7% | - | 26% | - | 29% | 30% | 29% | - | 31% | 28% | 32% | 27% | 26% | 38%rs |
| Often | 241 | 211 | 27 | 3 | - | 232 | 9 | 1 | - | 4 | * | 158 | 83 | 241 | - | 76 | 126 | 38 | 54 | 119 | 65 |
| | 27% | 27%c | 36%c | 10% | - | 28%f | 15% | 10% | - | 11% | 7% | 27% | 27% | 27% | - | 27% | 30% | 23% | 22% | 30% | 28% |
| Rarely | 230 | 201 | 19 | 9 | - | 213 | 17 | 3 | 2 | 11 | 1 | 152 | 77 | 230 | - | 82 | 115 | 33 | 69 | 121 | 40 |
| | 26% | 26% | 25% | 30% | - | 26% | 28% | 30% | 28% | 35% | 11% | 26% | 25% | 26% | - | 29% | 27% | 20% | 28%t | 31%t | 17% |
| Never do this | 110 | 83 | 17 | 9 | - | 90 | 20 | 3 | 4 | 6 | 3 | 65 | 45 | 110 | - | 27 | 51 | 30 | 41 | 40 | 28 |
| | 12% | 11% | 23%a | 29%a | - | 11% | 32%e | 25% | 68% | 20% | 56% | 11% | 15% | 12% | - | 10% | 12% | 18%o | 17% | 10% | 12% |
| Not aware of this | 39 | 26 | 7 | 6 | - | 29 | 9 | 3 | * | 2 | 2 | 29 | 9 | 39 | - | 9 | 14 | 11 | 15 | 13 | 10 |
| | 4% | 3% | 9%a | 17%a | - | 4% | 15%e | 29% | 4% | 8% | 26% | 5% | 3% | 4% | - | 3% | 3% | 7% | 6% | 3% | 4% |
| Don't know | 3 | 3 | - | - | - | 2 | - | - | - | - | - | 3 | - | 3 | - | 2 | 1 | - | - | - | 1 |
| | * | * | - | - | - | * | - | - | - | - | - | 1% | - | * | - | 1% | * | - | - | - | * |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 93
VD16 - Looking at the types of information below, which three, if any, are you most concerned about providing to companies on the internet?
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | GENDER | | AGE | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|---|--------------------------|-------------|------------|--------------------|--------------|------------|-------------|-------------|--------------|--------------|-------------|-------------|-------------|----------------|--------------|-----------------------|------------|------------|--------------------|---------------------|
| | | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| Your postal address | 255 21% | 112 18% | 143 23% | 53 25%hi | 52 23% | 43 20% | 46 20% | 42 24%hi | 13 13% | 7 10% | 55 15% | 83 24%j | 61 24%j | 57 22%j | 156 21% | 100 21% | 101 23% | 155 19% | 199 20% | 56 25% |
| Your mobile number | 437 36% | 239 39%b | 198 32% | 99 47%efg hi | 87 38% | 76 35% | 78 34% | 47 28% | 34 34% | 17 24% | 107 29% | 119 35% | 99 38% | 112 44%jk | 282 37% | 155 33% | 156 36% | 281 35% | 363 36% | 74 33% |
| Your Landline telephone number | 262 21% | 123 20% | 138 23% | 26 12% | 40 17% | 50 23%c | 64 28%cd | 42 24%c | 18 17% | 23 32%cdh | 80 22% | 61 18% | 72 28%km | 48 19% | 168 22% | 94 20% | 84 20% | 177 22% | 209 21% | 53 23% |
| Your Email address | 197 16% | 117 19%b | 80 13% | 33 16% | 41 18% | 26 12% | 32 14% | 35 21% | 16 16% | 14 20% | 53 14% | 38 11% | 43 17% | 63 25%jkl | 117 15% | 81 17% | 67 16% | 130 16% | 163 16% | 34 15% |
| Your emails that you send and receive | 205 17% | 98 16% | 107 18% | 33 16% | 38 17% | 25 11% | 45 20% | 26 15% | 22 22%e | 17 24%e | 68 18% | 67 20% | 33 13% | 37 15% | 111 15% | 94 20%n | 60 14% | 145 18% | 160 16% | 45 20% |
| Your credit or debit card details for making online payments (eg when you are shopping online) | 811 66% | 398 65% | 412 67% | 139 66% | 130 57% | 135 62% | 158 69% | 120 70%d | 80 79%cde | 49 70% | 267 72%m | 231 68%m | 169 65% | 143 56% | 496 65% | 314 68% | 266 62% | 544 69% | 649 65% | 161 72% |
| Information about you and your friends from social networking sites (including photos and comments), like Facebook, Twitter, Instagram and Snapchat | 242 20% | 114 19% | 128 21% | 40 19% | 38 17% | 52 24% | 44 19% | 35 21% | 19 19% | 14 20% | 86 23%m | 70 21% | 48 18% | 38 15% | 151 20% | 91 19% | 98 23% | 143 18% | 190 19% | 52 23% |
| The browsing history in your computer, i.e. the websites you have recently visited | 240 20% | 129 21% | 111 18% | 32 15% | 46 20% | 40 19% | 55 24% | 28 16% | 28 28%cg | 11 16% | 77 21% | 78 23% | 41 16% | 44 17% | 147 19% | 93 20% | 76 18% | 164 21% | 195 20% | 45 20% |
| Your current location, for instance if you are using the internet on your mobile phone | 249 20% | 116 19% | 133 22% | 70 34%efg hi | 58 26%fgh | 45 21%h | 36 15% | 22 13% | 9 9% | 10 14% | 73 20% | 78 23% | 43 17% | 55 22% | 145 19% | 104 22% | 90 21% | 159 20% | 206 21% | 44 19% |
| The people who you contact online | 151 12% | 77 13% | 74 12% | 18 8% | 20 9% | 36 17%c | 33 14% | 22 13% | 18 18%c | 4 6% | 60 16% | 37 11% | 29 11% | 24 10% | 105 14% | 46 10% | 59 14% | 92 12% | 125 13% | 26 12% |
| Other | 10 1% | 9 1% | 2 * | 1 1% | 7 3%f | - | - | 2 1% | * * | * * | 7 2% | 1 * | 1 * | 2 1% | 7 1% | 3 1% | - | 10 1% | 10 1% | 1 * |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

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Table 93
VD16 - Looking at the types of information below, which three, if any, are you most concerned about providing to companies on the internet?
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|----------------------|-------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|---------|--------------|---------|---------|-----------|----------------|------------------|-----------------------|----------|--------------------|---------------------|---------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) | |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| Don't know | 15 1% | 8 1% | 6 1% | 2 1% | 2 1% | 2 1% | 3 1% | 2 1% | 1 1% | 3 4% | 2 1% | 1 * | 4 2% | 7 3%k | 6 1% | 8 2% | 4 1% | 10 1% | 12 1% | 2 1% |
| None | 30 2% | 12 2% | 18 3% | 4 2% | 8 3% | 7 3% | 3 1% | 5 3% | 3 3% | * * | 3 1% | 8 2% | 14 5%j | 5 2% | 18 2% | 12 3% | 11 3% | 19 2% | 22 2% | 8 4% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base



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Table 94
VD16 - Looking at the types of information below, which three, if any, are you most concerned about providing to companies on the internet?
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---|-------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Your postal address | 255 21% | 206 21% | 28 21% | 21 22% | - | 232 21% | 23 19% | 3 8% | 4 15% | 10 12% | 3 14% | 177 21% | 78 20% | 189 21% | 66 19% | 62 17% | 139 24%o | 52 21% | 66 20% | 123 23% | 67 19% |
| Your mobile number | 437 36% | 357 36% | 47 34% | 33 33% | - | 397 36% | 40 33% | 7 17% | 9 37% | 31 40%g | 3 13% | 291 35% | 146 37% | 334 38%n | 103 30% | 146 40% | 204 35% | 83 33% | 109 33% | 199 38% | 128 36% |
| Your Landline telephone number | 262 21% | 206 21% | 31 22% | 25 25% | - | 222 20% | 40 32%e | 12 27% | 11 41% | 13 17% | 4 18% | 186 23% | 75 19% | 183 21% | 78 23% | 83 23% | 133 23% | 44 17% | 71 22% | 98 19% | 92 26%a |
| Your Email address | 197 16% | 154 16% | 27 20% | 16 16% | - | 178 16% | 19 15% | 10 22% | 4 17% | 12 16% | 4 16% | 146 18% | 51 13% | 134 15% | 63 18% | 69 19%p | 69 12% | 55 22%p | 38 11% | 101 19%r | 58 16% |
| Your emails that you send and receive | 205 17% | 156 16% | 24 17% | 25 26%a | - | 183 17% | 22 18% | 13 30% | 3 14% | 16 21% | 6 26% | 141 17% | 64 16% | 140 16% | 65 19% | 60 16% | 101 17% | 43 17% | 55 17% | 95 18% | 54 15% |
| Your credit or debit card details for making online payments (eg when you are shopping online) | 811 66% | 648 66% | 94 69% | 68 69% | - | 744 68%f | 66 54% | 35 79% | 14 54% | 63 81% | 17 75% | 554 67% | 257 65% | 587 67% | 224 65% | 219 59% | 393 67% | 191 75%op | 237 72%a | 328 63% | 242 68% |
| Information about you and your friends from social networking sites (including photos and comments), like Facebook, Twitter, Instagram and Snapchat | 242 20% | 206 21%b | 16 12% | 20 21% | - | 222 20% | 20 16% | 12 26% | 3 10% | 12 15% | 7 31% | 168 20% | 74 19% | 192 22%n | 50 15% | 61 17% | 138 23%o | 42 17% | 76 23% | 92 18% | 70 20% |
| The browsing history in your computer, i.e. the websites you have recently visited | 240 20% | 201 20% | 21 15% | 18 18% | - | 222 20% | 18 15% | 6 13% | 5 21% | 24 31% | 4 18% | 183 22%l | 57 14% | 171 19% | 69 20% | 70 19% | 118 20% | 50 20% | 69 21% | 104 20% | 67 19% |
| Your current location, for instance if you are using the internet on your mobile phone | 249 20% | 229 23%bc | 13 10% | 7 7% | - | 233 21%f | 16 13% | 8 18% | 2 7% | 6 7% | 3 13% | 172 21% | 78 20% | 211 24%n | 38 11% | 68 18% | 139 24% | 42 17% | 78 24% | 96 18% | 76 21% |
| The people who you contact online | 151 12% | 128 13% | 17 13% | 6 6% | - | 136 12% | 15 12% | 2 5% | 2 9% | 15 19% | 3 13% | 102 12% | 49 12% | 108 12% | 43 12% | 57 15% | 71 12% | 23 9% | 41 12% | 80 15%t | 27 8% |
| Other | 10 1% | 10 1% | 1 * | - | - | 10 1% | 1 1% | - | - | - | - | - | 10 3%k | 10 1% | - | 7 2%p | 1 * | 2 1% | - | 8 1% | 2 1% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 94
 VD16 - Looking at the types of information below, which three, if any, are you most concerned about providing to companies on the internet?
 BASE: ALL WHO ARE INTERNET USERS

| TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|----------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|----|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Weighted Base | 988 | 137 | 99* | -** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 | |
| Don't know | 15 | 11 | 2 | 1 | - | 8 | 5 | 1 | 2 | 1 | 1 | 8 | 4 | 8 | 7 | 6 | 4 | 2 | 4 | 2 | 3 |
| | 1% | 1% | 2% | 1% | - | 1% | 4%e | 2% | 6% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | * | * | 1% |
| None | 30 | 17 | 9 | 5 | - | 21 | 9 | - | * | 2 | 1 | 8 | 22 | 14 | 16 | 7 | 11 | 11 | 6 | 11 | 13 |
| | 2% | 2% | 6%a | 5% | - | 2% | 7%e | - | 1% | 2% | 6% | 1% | 6%k | 2% | 5%m | 2% | 2% | 4% | 2% | 2% | 4% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 95
VD17 - When thinking about what is currently being done to protect your personal information when using the internet, do you think a lot more needs to be done, or enough is currently being done by each of the following: SUMMARY
BASE: ALL WHO ARE INTERNET USERS

| | Total Unwtd | Total Wtd | Enough is being done 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | A lot more needs to be done 10 | MEAN | Enough being done [1-3] | Neither [4-7] | More needs to be done [8-10] | Don't know |
|---|-------------|-----------|------------------------|----------|----------|----------|------------|------------|------------|------------|-----------|--------------------------------|------|-------------------------|---------------|------------------------------|------------|
| Companies which use personal information collected online | 1155 | 1224 | 34 3% | 25 2% | 31 3% | 51 4% | 170 14% | 108 9% | 135 11% | 162 13% | 111 9% | 380 31% | 7.39 | 90 7% | 465 38% | 654 53% | 15 1% |
| Internet service providers | 1155 | 1224 | 47 4% | 32 3% | 41 3% | 62 5% | 191 16% | 117 10% | 140 11% | 158 13% | 96 8% | 327 27% | 7.03 | 120 10% | 510 42% | 581 48% | 13 1% |
| The government | 1155 | 1224 | 47 4% | 59 5% | 63 5% | 73 6% | 183 15% | 116 10% | 121 10% | 138 11% | 88 7% | 322 26% | 6.79 | 170 14% | 493 40% | 547 45% | 14 1% |

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Table 96
VD17_1 - When thinking about what is currently being done to protect your personal information when using the internet, do you think a lot more needs to be done, or enough is currently being done by each of the following?
Companies which use personal information collected online.
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | GENDER | | AGE | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|----------------------------------|------------|------------|------------|---------------|------------|------------|--------------|-------------|--------------|--------------|------------|------------|-------------|----------------|---------------|-----------------------|------------|------------|--------------------|---------------------|
| | | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK -ING (n) | NOT WORK -ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| 1 - Enough is being done | 34 3% | 19 3% | 15 3% | 1 * | 14 6%cf | 5 2% | 3 1% | 8 5%g | 1 1% | 1 2% | 8 2% | 11 3% | 9 3% | 6 2% | 27 4% | 6 1% | 10 2% | 24 3% | 30 3% | 4 2% |
| 2 | 25 2% | 12 2% | 13 2% | 6 3% | 7 3% | 5 2% | 3 1% | - - | 3 3%g | 1 1% | 1 * | 10 3%j | 9 4%j | 5 2% | 18 2% | 7 2% | 15 4%q | 10 1% | 22 2% | 4 2% |
| 3 | 31 3% | 16 3% | 15 2% | 10 5%g | 6 3% | 6 3% | 6 3% | * * | 3 3% | - - | 5 1% | 11 3% | 1 1% | 14 5%j | 17 2% | 14 3% | 10 2% | 21 3% | 25 3% | 6 3% |
| 4 | 51 4% | 26 4% | 25 4% | 20 9%fg | 9 4% | 8 4% | 6 3% | 4 2% | 4 4% | 1 1% | 12 3% | 13 4% | 9 4% | 17 7% | 25 3% | 27 6% | 13 3% | 39 5% | 49 5%g | 3 1% |
| 5 | 170 14% | 80 13% | 90 15% | 33 16% | 34 15% | 30 14% | 31 13% | 20 12% | 11 11% | 11 16% | 35 9% | 54 16% | 43 16%j | 39 15% | 109 14% | 61 13% | 58 14% | 112 14% | 147 15% | 23 10% |
| 6 | 108 9% | 55 9% | 53 9% | 27 13%g | 18 8% | 23 11% | 21 9% | 9 5% | 5 5% | 5 7% | 41 11% | 22 6% | 15 6% | 30 12%kl | 70 9% | 38 8% | 52 12%q | 56 7% | 92 9% | 16 7% |
| 7 | 135 11% | 72 12% | 63 10% | 27 13%h | 22 10% | 29 13%h | 22 9% | 26 15%h | 4 4% | 7 10% | 56 15%m | 36 11% | 25 10% | 19 7% | 84 11% | 51 11% | 54 12% | 82 10% | 110 11% | 25 11% |
| 8 | 162 13% | 89 15% | 73 12% | 31 15%i | 34 15% | 25 11% | 27 12% | 31 18%i | 11 11% | 3 5% | 61 17%l | 48 14% | 23 9% | 30 12% | 106 14% | 56 12% | 52 12% | 110 14% | 139 14% | 23 10% |
| 9 | 111 9% | 52 9% | 59 10% | 11 5% | 24 11% | 18 8% | 24 10% | 15 9% | 13 13%c | 6 9% | 39 11% | 32 9% | 25 10% | 15 6% | 73 10% | 38 8% | 40 9% | 71 9% | 98 10% | 13 6% |
| 10 - A lot more needs to be done | 380 31% | 181 30% | 199 33% | 43 20% | 57 25% | 61 28% | 88 39%cd | 56 33%g | 42 42%g | 34 49%gde | 105 28% | 103 30% | 99 38% | 74 29% | 221 29% | 159 34% | 121 28% | 259 33% | 278 28% | 102 46%r |
| MEAN | 7.39 | 7.34 | 7.43 | 6.80 | 6.98 | 7.26 | 7.79cd | 7.68cd | 7.92cd | 8.10cd | 7.64m | 7.26 | 7.53 | 7.04 | 7.31 | 7.52 | 7.26 | 7.46 | 7.25 | 8.00r |
| Enough being done [1-3] | 90 7% | 47 8% | 43 7% | 16 8% | 27 12% | 16 7% | 12 5% | 9 5% | 7 7% | 2 3% | 14 4% | 33 10%j | 20 8% | 24 9%j | 62 8% | 28 6% | 35 8% | 55 7% | 77 8% | 14 6% |
| Neither [4-7] | 465 38% | 233 38% | 231 38% | 106 51%dfg | 82 36% | 91 42%h | 79 34% | 59 34% | 25 25% | 23 34% | 144 39% | 124 36% | 91 35% | 105 42% | 287 38% | 177 38% | 176 41% | 288 36% | 397 40%g | 68 30% |
| More needs to be done [8-10] | 654 53% | 323 53% | 331 54% | 85 41% | 115 51% | 104 48% | 139 60%ce | 102 59%g | 66 66%gde | 43 62%g | 205 55% | 182 54% | 147 57%g | 119 47% | 400 53% | 253 54% | 213 49% | 440 56% | 515 52% | 138 62%r |
| Don't know | 15 1% | 9 1% | 6 1% | 2 1% | 2 1% | 6 3%f | - - | 2 1% | 2 2%g | 1 1% | 7 2% | 2 * | 1 * | 5 2% | 9 1% | 6 1% | 6 1% | 9 1% | 5 1% | 2 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base



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Table 97
VD17_1 - When thinking about what is currently being done to protect your personal information when using the internet, do you think a lot more needs to be done, or enough is currently being done by each of the following?
Companies which use personal information collected online.
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|----------------------------------|------------|-------------------------|----------------|-------------------------|----------------|-------------------------|------------------------|-----------------------------|------------------------|----------------------|--------------------------|-------------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------------|--------------------------|-----------------------------|--------------------------|-------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| 1 - Enough is being done | 34 3% | 28 3% | 3 2% | 3 3% | - | 29 3% | 4 4% | 1 2% | * | 1 1% | - | 12 1% | 22 6%k | 27 3% | 7 2% | 10 3% | 18 3% | 5 2% | 9 3% | 5 1% | 19 5% _s |
| 2 | 25 2% | 19 2% | 3 2% | 3 3% | - | 23 2% | 2 1% | - | 1 3% | 3 4% | - | 21 3% | 4 1% | 17 2% | 8 2% | 14 4%p | 7 1% | 3 1% | 4 1% | 12 2% | 3 3% |
| 3 | 31 3% | 28 3% | 3 2% | - | - | 29 3% | 2 1% | - | - | 3 4% | - | 24 3% | 6 2% | 23 3% | 8 2% | 12 3% | 13 2% | 5 2% | 6 2% | 13 3% | 12 3% |
| 4 | 51 4% | 46 5% | 3 2% | 2 2% | - | 47 4% | 4 3% | - | 1 3% | 4 5% | - | 32 4% | 19 5% | 42 5% | 10 3% | 24 6%q | 23 4% | 3 1% | 9 3% | 33 6% | 10 3% |
| 5 | 170 14% | 133 13% | 26 19% | 10 10% | - | 155 14% | 15 12% | 8 18% | 3 12% | 8 11% | 3 14% | 112 14% | 58 15% | 119 13% | 51 15% | 62 17% | 78 13% | 30 12% | 31 9% | 95 18% _{rt} | 42 12% |
| 6 | 108 9% | 89 9% | 12 9% | 6 7% | - | 95 9% | 12 10% | 4 9% | 1 4% | 3 4% | 2 9% | 60 7% | 48 12%k | 80 9% | 28 8% | 42 11%q | 52 9% | 11 5% | 16 5% | 62 12% _r | 30 8% |
| 7 | 135 11% | 119 12% | 11 8% | 6 7% | - | 131 12% _f | 4 4% | 5 11% | 2 7% | 4 5% | * | 81 10% | 54 14% | 105 12% | 30 9% | 38 10% | 74 13% | 24 10% | 35 11% | 72 14% _t | 28 8% |
| 8 | 162 13% | 138 14% | 13 9% | 11 12% | - | 158 14% _f | 5 4% | 3 7% | - | 11 14% | * | 112 14% | 50 13% | 114 13% | 48 14% | 51 14% | 85 15% | 25 10% | 43 13% | 63 12% | 55 15% |
| 9 | 111 9% | 89 9% | 11 8% | 10 10% | - | 102 9% | 9 7% | 4 9% | 2 8% | 13 16% | 2 2% | 79 10% | 32 8% | 79 9% | 32 9% | 35 9% | 53 9% | 21 8% | 30 9% | 55 11% | 25 7% |
| 10 - A lot more needs to be done | 380 31% | 286 29% | 48 35% | 46 47% _a | - | 315 29% | 65 53% _e | 19 42% | 16 61% | 26 33% | 17 74% | 284 34% _l | 96 24% | 266 30% | 114 33% | 77 21% | 178 30% _o | 123 48% _{op} | 146 44% _{st} | 112 21% | 122 34% _s |
| MEAN | 7.39 | 7.31 | 7.47 | 8.06 _a | - | 7.32 | 7.98 _e | 7.97 | 8.31 | 7.62 | 8.90 | 7.57 _l | 7.01 | 7.33 | 7.55 | 6.82 | 7.43 _o | 8.14 _{op} | 8.02 _{st} | 7.03 | 7.34 |
| Enough being done [1-3] | 90 7% | 75 8% | 9 7% | 6 6% | - | 82 7% | 8 7% | 1 2% | 1 5% | 7 9% | - | 57 7% | 33 8% | 68 8% | 23 7% | 36 10% | 39 7% | 14 5% | 20 6% | 31 6% | 40 11% _{rs} |
| Neither [4-7] | 465 38% | 387 39% _c | 52 38% | 25 26% | - | 429 39% _f | 36 29% | 17 38% | 7 26% | 19 25% | 5 24% | 286 35% | 179 45% _k | 346 39% | 118 35% | 166 45% _q | 226 39% _q | 69 27% | 91 28% | 262 50% _{rt} | 111 31% |
| More needs to be done [8-10] | 654 53% | 514 52% | 72 53% | 68 68% _{ab} | - | 575 52% | 79 64% _e | 26 59% | 18 68% | 49 63% | 17 76% | 474 58% _l | 179 45% | 459 52% | 194 57% | 163 44% | 316 54% _o | 168 66% _{op} | 219 66% _{st} | 230 44% | 202 56% _s |
| Don't know | 15 1% | 11 1% | 4 3% | - | - | 12 1% | 1 1% | 1 1% | - | 2 3% | - | 7 1% | 7 2% | 9 1% | 7 2% | 5 1% | 6 1% | 3 1% | - | 2 * | 5 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - op/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 98
VD17_2 - When thinking about what is currently being done to protect your personal information when using the internet, do you think a lot more needs to be done, or enough is currently being done by each of the following? Internet service providers.
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|----------------------------------|------------|------------|------------|--------------|-------------|-------------------------|-------------------------|------------------------|-------------------------|------------------------|------------|------------|-------------------------|----------------------|-------------------------|-------------------------|------------|-------------------------|-------------------------|-------------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK -ING (n) | NOT WORK -ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| 1 - Enough is being done | 47 4% | 28 5% | 19 3% | 7 3% | 15 7% | 7 3% | 6 3% | 9 5% | 2 2% | 1 2% | 11 3% | 13 4% | 13 5% | 10 4% | 35 5% | 12 3% | 17 4% | 30 4% | 40 4% | 7 3% |
| 2 | 32 3% | 23 4%b | 9 1% | 8 4% | 5 2% | 8 4% | 2 1% | 2 1% | 6 6%fg | 1 1% | 4 1% | 14 4%j | 8 3% | 6 2% | 16 2% | 16 3% | 17 4% | 15 2% | 26 3% | 6 3% |
| 3 | 41 3% | 21 3% | 20 3% | 13 6%g | 6 2% | 8 4% | 8 3% | * | 5 5%g | 2 2% | 12 3% | 13 4% | 4 2% | 11 4% | 21 3% | 20 4% | 13 3% | 28 4% | 30 3% | 11 5% |
| 4 | 62 5% | 25 4% | 37 6% | 13 6% | 17 8%g | 12 5% | 12 5% | 3 2% | 2 2% | 4 6% | 20 5% | 21 6% | 11 4% | 11 4% | 41 5% | 22 5% | 26 6% | 36 5% | 57 6% | 6 2% |
| 5 | 191 16% | 89 15% | 102 17% | 39 18% | 34 15% | 37 17% | 34 15% | 23 13% | 12 12% | 12 18% | 49 13% | 54 16% | 49 19% | 39 15% | 124 16% | 66 14% | 64 15% | 127 16% | 161 16% | 29 13% |
| 6 | 117 10% | 57 9% | 60 10% | 24 11% | 20 9% | 18 8% | 25 11% | 20 12% | 4 4% | 5 8% | 40 11% | 29 8% | 17 7% | 32 12%l | 85 11%o | 31 7% | 51 12% | 65 8% | 108 11% ^s | 9 4% |
| 7 | 140 11% | 89 15%b | 51 8% | 33 16%fh | 30 13% | 22 10% | 19 8% | 24 14% | 6 6% | 6 8% | 56 15%l | 38 11%l | 14 5% | 33 13%l | 86 11% | 54 12% | 48 11% | 92 12% | 119 12% | 21 9% |
| 8 | 158 13% | 75 12% | 83 13% | 21 10% | 35 15% | 29 14% | 33 14% | 27 16% | 7 7% | 5 8% | 45 12% | 41 12% | 39 15% | 31 12% | 102 13% | 55 12% | 55 13% | 102 13% | 132 13% | 26 12% |
| 9 | 96 8% | 49 8% | 48 8% | 14 7% | 19 9% | 20 9% | 15 6% | 12 7% | 11 11% | 6 8% | 31 8% | 30 9% | 21 8% | 15 6% | 62 8% | 35 7% | 40 9% | 57 7% | 84 8% | 12 6% |
| 10 - A lot more needs to be done | 327 27% | 150 25% | 177 29% | 38 18% | 42 18% | 51 24% | 75 33%cd | 50 29%cd | 43 42%cd | 28 40%cd | 99 27% | 87 25% | 81 31% | 60 24% | 178 24% | 149 32% ⁿ | 95 22% | 232 29% ^p | 234 23% | 93 41% ^r |
| MEAN | 7.03 | 6.91 | 7.16 | 6.46 | 6.65 | 6.93 | 7.35cd | 7.39cd | 7.62cd | 7.57cd | 7.20 | 6.88 | 7.18 | 6.84 | 6.91 | 7.24 | 6.83 | 7.15 | 6.91 | 7.58r |
| Enough being done [1-3] | 120 10% | 72 12% | 48 8% | 28 13% | 25 11% | 23 10% | 16 7% | 11 6% | 13 13% | 4 5% | 27 7% | 41 12% | 25 9% | 28 11% | 72 9% | 48 10% | 47 11% | 73 9% | 96 10% | 24 11% |
| Neither [4-7] | 510 42% | 261 43% | 249 41% | 108 52%fh | 101 45%h | 88 41%h | 91 39%h | 69 40%h | 25 25% | 27 39% | 164 44% | 141 41% | 91 35% | 114 45%l | 336 44% ^o | 174 37% | 189 44% | 321 40% | 445 45% ^s | 65 29% |
| More needs to be done [8-10] | 581 48% | 274 45% | 307 50% | 73 35% | 96 42% | 101 47% ^c | 123 54% ^c | 89 52% ^c | 60 60% ^{cd} | 39 56% ^c | 175 47% | 158 46% | 142 55% ^m | 106 42% | 343 45% | 239 51% | 191 44% | 391 49% | 450 45% | 131 58% ^f |
| Don't know | 13 1% | 5 1% | 8 1% | - | 4 2% | 5 2% | - | 2 1% | 2 2% ^{cf} | - | 4 1% | 1 * | 2 1% | 5 2% ^k | 9 1% | 4 1% | 4 1% | 8 1% | 7 1% | 5 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

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Table 99
VD17_2 - When thinking about what is currently being done to protect your personal information when using the internet, do you think a lot more needs to be done, or enough is currently being done by each of the following? Internet service providers.
BASE: ALL WHO ARE INTERNET USERS

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|----------------------------------|-------------------------|------------------|---------------------|-------------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-------------------|-----------------------------|----------------------|------------------------|-------------------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| 1 - Enough is being done | 47 | 40 | 3 | 4 | - | 42 | 4 | 1 | * | 2 | - | 17 | 29 | 39 | 8 | 15 | 26 | 5 | 11 | 11 | 25 |
| | 4% | 4% | 2% | 4% | - | 4% | 3% | 2% | 2% | 2% | - | 2% | 7%k | 4% | 2% | 4% | 4% | 2% | 3% | 2% | 7% _s |
| 2 | 32 | 27 | 3 | 3 | - | 30 | 2 | 2 | 1 | 6 | - | 23 | 9 | 20 | 12 | 13 | 12 | 6 | 4 | 13 | 15 |
| | 3% | 3% | 2% | 3% | - | 3% | 1% | - | 3% | 8% | - | 3% | 2% | 2% | 3% | 3% | 2% | 2% | 1% | 3% | 4% |
| 3 | 41 | 33 | 7 | 1 | - | 38 | 3 | 2 | - | 3 | 2 | 23 | 17 | 35 | 6 | 12 | 22 | 6 | 6 | 20 | 14 |
| | 3% | 3% | 5% | 1% | - | 3% | 2% | 4% | - | 4% | 8% | 3% | 4% | 4% | 2% | 3% | 4% | 2% | 2% | 4% | 4% |
| 4 | 62 | 59 | 3 | 1 | - | 62 | * | 4 | - | 2 | - | 48 | 15 | 52 | 11 | 28 | 22 | 10 | 6 | 42 | 15 |
| | 5% | 6% _c | 2% | 1% | - | 6% _f | * | 9% | - | 3% | - | 6% | 4% | 6% | 3% | 8% _p | 4% | 4% | 2% | 8% _r | 4% |
| 5 | 191 | 155 | 26 | 9 | - | 173 | 17 | 7 | 5 | 11 | 1 | 125 | 66 | 139 | 51 | 65 | 75 | 50 | 36 | 99 | 55 |
| | 16% | 16% | 19% | 9% | - | 16% | 14% | 16% | 20% | 14% | 4% | 15% | 17% | 16% | 15% | 18% | 13% | 20% _p | 11% | 19% _r | 15% |
| 6 | 117 | 103 | 6 | 8 | - | 106 | 10 | 4 | 1 | 3 | 1 | 79 | 38 | 86 | 30 | 40 | 63 | 12 | 22 | 59 | 35 |
| | 10% | 10% _b | 4% | 8% | - | 10% | 8% | 10% | 4% | 4% | 5% | 10% | 10% | 10% | 9% | 11% _q | 11% _q | 5% | 7% | 11% | 10% |
| 7 | 140 | 117 | 14 | 9 | - | 135 | 5 | 4 | 2 | 5 | 1 | 78 | 62 | 108 | 32 | 48 | 79 | 14 | 32 | 90 | 18 |
| | 11% | 12% | 11% | 9% | - | 12% _f | 4% | 9% | 7% | 6% | 7% | 9% | 16% _k | 12% | 9% | 13% _q | 13% _q | 5% | 10% _t | 17% _{rt} | 5% |
| 8 | 158 | 128 | 16 | 14 | - | 151 | 7 | 5 | - | 6 | 1 | 114 | 44 | 111 | 47 | 50 | 81 | 25 | 43 | 70 | 44 |
| | 13% | 13% | 12% | 14% | - | 14% _f | 5% | 12% | - | 7% | 6% | 14% | 11% | 13% | 14% | 14% | 14% | 10% | 13% | 13% | 12% |
| 9 | 96 | 78 | 8 | 10 | - | 84 | 12 | 4 | 2 | 10 | * | 65 | 32 | 70 | 27 | 28 | 50 | 16 | 36 | 35 | 24 |
| | 8% | 8% | 6% | 10% | - | 8% | 10% | 8% | 8% | 13% | 2% | 8% | 8% | 8% | 8% | 8% | 9% | 6% | 11% | 7% | 7% |
| 10 - A lot more needs to be done | 327 | 238 | 47 | 42 | - | 266 | 61 | 13 | 14 | 27 | 15 | 245 | 81 | 214 | 113 | 67 | 150 | 108 | 133 | 84 | 110 |
| | 27% | 24% | 34% _a | 42% _a | - | 24% | 50% _e | 30% | 57% | 35% | 69% | 30% _l | 20% | 24% | 33% _m | 18% | 26% _o | 43% _{op} | 40% _{st} | 16% | 31% _s |
| MEAN | 7.03 | 6.90 | 7.37 | 7.94 _a | - | 6.92 | 8.02 _e | 7.24 | 8.14 | 7.30 | 8.70 | 7.241 | 6.61 | 6.88 | 7.43 _m | 6.58 | 7.08 _o | 7.60 _{op} | 7.88 _{st} | 6.61 | 6.87 |
| Enough being done [1-3] | 120 | 100 | 12 | 7 | - | 111 | 9 | 2 | 1 | 11 | 2 | 63 | 56 | 94 | 26 | 40 | 61 | 17 | 22 | 44 | 54 |
| | 10% | 10% | 9% | 7% | - | 10% | 7% | 6% | 5% | 14% | 8% | 8% | 14% _k | 11% | 8% | 11% | 10% | 7% | 7% | 8% | 15% _{rs} |
| Neither [4-7] | 510 | 434 | 49 | 26 | - | 476 | 33 | 19 | 8 | 21 | 4 | 330 | 180 | 385 | 125 | 181 | 239 | 86 | 96 | 289 | 122 |
| | 42% | 44% _c | 36% | 26% | - | 43% _f | 27% | 44% | 31% | 27% | 16% | 40% | 45% | 44% | 36% | 49% _q | 41% | 34% | 29% | 55% _{rt} | 34% |
| More needs to be done [8-10] | 581 | 445 | 71 | 65 | - | 501 | 80 | 22 | 16 | 43 | 17 | 424 | 157 | 394 | 187 | 145 | 281 | 149 | 212 | 189 | 178 |
| | 48% | 45% | 52% | 66% _a | - | 46% | 65% _e | 50% | 64% | 56% | 76% | 52% _l | 39% | 45% | 55% _m | 39% | 48% _o | 59% _{op} | 64% _{st} | 36% | 50% _s |
| Don't know | 13 | 9 | 4 | - | - | 10 | 1 | - | - | 2 | - | 7 | 5 | 8 | 5 | 4 | 6 | 2 | - | 2 | 3 |
| | 1% | 1% | 3% | - | - | 1% | 1% | - | - | 3% | - | 1% | 1% | 1% | 1% | 1% | 1% | 1% | - | * | 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 100
VD17_3 - When thinking about what is currently being done to protect your personal information when using the internet, do you think a lot more needs to be done, or enough is currently being done by each of the following? The government.
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|----------------------------------|------------|------------|------------|------------------------|--------------------------|-------------------------|---------------------------|-------------------------|--------------------------|--------------------------|------------|------------------------|------------|------------------------|---------------|-------------------------|------------|-------------------------|-------------------------|-------------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK -ING (n) | NOT WORK -ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| 1 - Enough is being done | 47 4% | 19 3% | 28 5% | 9 4% | 17 8% ^f | 7 3% | 4 2% | 8 5% | 2 2% | 1 2% | 9 2% | 11 3% | 15 6% | 11 5% | 32 4% | 15 3% | 24 6% | 23 3% | 43 4% | 4 2% |
| 2 | 59 5% | 28 5% | 31 5% | 11 5% | 8 4% | 13 6% | 13 6% | 3 2% | 7 7% | 3 5% | 23 6% | 15 4% | 10 4% | 12 5% | 35 5% | 24 5% | 26 6% | 34 4% | 50 5% | 9 4% |
| 3 | 63 5% | 26 4% | 37 6% | 14 7% | 13 6% | 6 3% | 15 6% | 10 6% | 4 4% | 2 3% | 20 5% | 25 7% ^m | 10 4% | 8 3% | 38 5% | 25 5% | 18 4% | 45 6% | 47 5% | 16 7% |
| 4 | 73 6% | 46 7% | 27 4% | 13 6% | 18 8% | 12 6% | 14 6% | 11 6% | 3 3% | 2 3% | 31 8% | 16 5% | 14 5% | 11 4% | 48 6% | 24 5% | 25 6% | 48 6% | 69 7% ^s | 4 2% |
| 5 | 183 15% | 95 16% | 88 14% | 25 12% | 48 21% ^c | 36 17% | 31 14% | 21 12% | 11 10% | 10 15% | 38 10% | 66 19% ^j | 42 16% | 36 14% | 121 16% | 61 13% | 67 15% | 116 15% | 162 16% ^s | 21 9% |
| 6 | 116 10% | 55 9% | 61 10% | 25 12% | 18 8% | 19 9% | 19 8% | 20 12% | 7 7% | 8 12% | 39 10% | 30 9% | 22 8% | 26 10% | 79 10% | 38 8% | 51 12% | 66 8% | 100 10% | 16 7% |
| 7 | 121 10% | 62 10% | 59 10% | 30 14% ^f | 26 12% | 19 9% | 16 7% | 16 9% | 6 6% | 7 11% | 35 10% | 36 10% | 22 9% | 28 11% | 76 10% | 45 10% | 49 11% | 72 9% | 101 10% | 20 9% |
| 8 | 138 11% | 74 12% | 64 10% | 25 12% | 27 12% | 31 14% ⁱ | 28 12% | 17 10% | 8 8% | 2 3% | 46 12% | 27 8% | 30 12% | 34 13% ^k | 91 12% | 46 10% | 45 10% | 93 12% | 113 11% | 24 11% |
| 9 | 88 7% | 45 7% | 43 7% | 17 8% | 7 3% | 17 8% | 25 11% ^d | 10 6% | 10 10% ^d | 3 5% | 31 8% | 26 8% | 15 6% | 17 7% | 54 7% | 34 7% | 36 8% | 52 7% | 74 7% | 14 6% |
| 10 - A lot more needs to be done | 322 26% | 153 25% | 168 27% | 38 18% | 42 18% | 52 24% | 66 29% ^c | 54 32% ^{cd} | 40 40% ^{cde} | 29 41% ^{cde} | 92 25% | 86 25% | 79 30% | 65 26% | 177 23% | 144 31% ⁿ | 85 20% | 237 30% ^p | 231 23% | 91 41% ^r |
| MEAN | 6.79 | 6.81 | 6.77 | 6.50 | 6.13 | 6.82 ^d | 7.03 ^d | 7.00 ^d | 7.52 ^{cd} | 7.38 ^{cd} | 6.79 | 6.66 | 6.87 | 6.88 | 6.66 | 7.00 | 6.45 | 6.97 ^p | 6.62 | 7.56 ^r |
| Enough being done [1-3] | 170 14% | 73 12% | 96 16% | 34 16% | 38 17% | 26 12% | 31 14% | 21 12% | 12 12% | 7 9% | 52 14% | 51 15% | 35 14% | 31 12% | 105 14% | 65 14% | 68 16% | 102 13% | 141 14% | 29 13% |
| Neither [4-7] | 493 40% | 258 42% | 234 38% | 93 44% ^h | 110 49% ^{fh} | 86 40% | 80 35% | 68 40% | 27 27% | 28 41% | 143 39% | 148 43% | 100 39% | 102 40% | 324 43% | 169 36% | 192 45% | 301 38% | 432 43% ^s | 61 27% |
| More needs to be done [8-10] | 547 45% | 272 45% | 275 45% | 80 38% | 76 33% | 100 46% ^d | 119 52% ^{ccd} | 81 47% ^d | 58 58% ^{cd} | 34 49% | 168 45% | 140 41% | 124 48% | 115 46% | 322 43% | 225 48% | 165 38% | 382 48% ^p | 417 42% | 130 58% ^r |
| Don't know | 14 1% | 8 1% | 7 1% | 3 1% | 2 1% | 5 2% | - | 1 1% | 2 2% ^f | 1 1% | 7 2% | 2 1% | - | 5 2% ^l | 7 1% | 7 1% | 6 1% | 8 1% | 8 1% | 5 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base



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Table 101
VD17_3 - When thinking about what is currently being done to protect your personal information when using the internet, do you think a lot more needs to be done, or enough is currently being done by each of the following?
The government.
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|----------------------------------|-------|-------------------------|------------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|------------------|-----------------------------------|-------------------|-------------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| 1 - Enough is being done | 47 | 42 | 3 | 2 | - | 41 | 6 | 1 | * | 2 | - | 21 | 26 | 39 | 9 | 15 | 23 | 8 | 11 | 11 | 26 |
| | 4% | 4% | 2% | 2% | - | 4% | 5% | 2% | 2% | 2% | - | 3% | 7%k | 4% | 3% | 4% | 4% | 3% | 3% | 2% | 7% _s |
| 2 | 59 | 54 | 2 | 3 | - | 56 | 3 | 3 | 1 | 7 | - | 49 | 10 | 45 | 14 | 26 | 23 | 10 | 13 | 22 | 24 |
| | 5% | 6% | 2% | 3% | - | 5% | 3% | 6% | 3% | 9% | - | 6% _l | 3% | 5% | 4% | 7% | 4% | 4% | 4% | 4% | 7% |
| 3 | 63 | 51 | 9 | 3 | - | 61 | 2 | 2 | - | 4 | - | 34 | 29 | 53 | 10 | 18 | 40 | 5 | 10 | 25 | 28 |
| | 5% | 5% | 7% | 3% | - | 6% | 2% | 4% | - | 5% | - | 4% | 7% | 6% | 3% | 5% | 7% _q | 2% | 3% | 5% | 8% _r |
| 4 | 73 | 67 | 4 | 2 | - | 67 | 5 | 1 | 1 | 2 | 1 | 52 | 20 | 50 | 22 | 41 | 22 | 8 | 7 | 42 | 24 |
| | 6% | 7% | 3% | 2% | - | 6% | 4% | 3% | 3% | 3% | 4% | 6% | 5% | 6% | 6% | 11% _{pq} | 4% | 3% | 2% | 8% _r | 7% _r |
| 5 | 183 | 152 | 22 | 9 | - | 166 | 17 | 5 | 5 | 8 | 2 | 113 | 69 | 124 | 59 | 62 | 78 | 43 | 39 | 99 | 43 |
| | 15% | 15% | 16% | 9% | - | 15% | 14% | 12% | 20% | 11% | 10% | 14% | 17% | 14% | 17% | 17% | 13% | 17% | 12% | 19% _{rt} | 12% |
| 6 | 116 | 102 | 6 | 9 | - | 110 | 6 | 7 | 1 | 6 | 1 | 76 | 40 | 88 | 28 | 35 | 64 | 15 | 20 | 68 | 28 |
| | 10% | 10% | 5% | 9% | - | 10% | 5% | 16% | 4% | 8% | 4% | 9% | 10% | 10% | 8% | 9% | 11% | 6% | 6% | 13% _r | 8% |
| 7 | 121 | 98 | 10 | 13 | - | 110 | 11 | 3 | 5 | 5 | 2 | 76 | 45 | 96 | 25 | 36 | 65 | 20 | 29 | 69 | 23 |
| | 10% | 10% | 8% | 13% | - | 10% | 9% | 6% | 18% | 6% | 7% | 9% | 11% | 11% | 7% | 10% | 11% | 8% | 9% | 13% _t | 6% |
| 8 | 138 | 111 | 19 | 8 | - | 135 | 3 | 2 | - | 8 | * | 85 | 53 | 111 | 26 | 41 | 70 | 25 | 39 | 70 | 27 |
| | 11% | 11% | 14% | 8% | - | 12% _f | 2% | 4% | - | 10% | 2% | 10% | 13% | 13% _n | 8% | 11% | 12% | 10% | 12% | 13% _t | 8% |
| 9 | 88 | 70 | 12 | 6 | - | 78 | 10 | 2 | 1 | 10 | * | 67 | 21 | 60 | 28 | 26 | 46 | 14 | 30 | 35 | 23 |
| | 7% | 7% | 9% | 6% | - | 7% | 8% | 5% | 4% | 12% | 1% | 8% | 5% | 7% | 8% | 7% | 8% | 6% | 9% | 7% | 6% |
| 10 - A lot more needs to be done | 322 | 232 | 44 | 46 | - | 263 | 59 | 18 | 11 | 24 | 16 | 244 | 77 | 207 | 115 | 66 | 149 | 105 | 131 | 80 | 110 |
| | 26% | 23% | 32% | 46% _{ab} | - | 24% | 47% _e | 41% | 42% | 31% | 72% | 30% _l | 19% | 23% | 34% _m | 18% | 25% _o | 41% _{op} | 40% _{st} | 15% | 31% _s |
| MEAN | 6.79 | 6.60 | 7.33a | 7.92a | - | 6.69 | 7.69e | 7.27 | 7.57 | 7.13 | 8.85 | 6.98l | 6.40 | 6.65 | 7.15m | 6.23 | 6.84o | 7.50op | 7.63st | 6.44 | 6.53 |
| Enough being done [1-3] | 170 | 148 | 15 | 7 | - | 158 | 11 | 5 | 1 | 12 | - | 104 | 65 | 137 | 33 | 59 | 86 | 23 | 34 | 59 | 77 |
| | 14% | 15% | 11% | 7% | - | 14% | 9% | 12% | 5% | 16% | - | 13% | 16% | 15% _n | 10% | 16% _q | 15% | 9% | 10% | 11% | 22% _{rs} |
| Neither [4-7] | 493 | 418 | 43 | 32 | - | 454 | 39 | 17 | 11 | 22 | 6 | 318 | 175 | 359 | 134 | 174 | 230 | 85 | 95 | 279 | 118 |
| | 40% | 42% _b | 32% | 32% | - | 41% | 31% | 38% | 45% | 28% | 25% | 39% | 44% | 41% | 39% | 47% _q | 39% | 34% | 29% | 53% _{rt} | 33% |
| More needs to be done [8-10] | 547 | 412 | 75 | 60 | - | 475 | 72 | 22 | 12 | 42 | 17 | 396 | 150 | 378 | 170 | 133 | 265 | 144 | 200 | 185 | 160 |
| | 45% | 42% | 55% _a | 61% _a | - | 43% | 58% _e | 50% | 47% | 53% | 75% | 48% _l | 38% | 43% | 50% | 36% | 45% _o | 57% _{op} | 61% _{st} | 35% | 45% _s |
| Don't know | 14 | 10 | 4 | - | - | 10 | 2 | - | 1 | 2 | - | 5 | 7 | 9 | 5 | 4 | 6 | 2 | 1 | 2 | 3 |
| | 1% | 1% | 3% | - | - | 1% | 2% | - | 3% | 3% | - | 1% | 2% | 1% | 2% | 1% | 1% | 1% | * | * | 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/l - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 102
VD17B - And using the same 1 to 10 scale, when thinking about what you're currently doing to protect your personal information when using the internet, do you think you are doing enough or that you could do a lot more?
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | |
|------------------------------|-------------|------------------------|--------------------------------------|----------------------|-----------------------------------|--------------------|----------------------|---------------------|-----------|------------------------|----------------------|--------|--------|----------------|------------------|-----------------------|--------|--------------------|---------------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 557 | 209 173 | 196 205 | 168 131 | 73 | 227 357 | 230 341 | 619 536 | 357 798 | 889 265 | | | | | | | | |
| Weighted Base | 1224 | 612 612 | 209 226 | 217 230 | 171 101* | 70* | 370 341 | 259 253 | 759 465 | 431 793 | 998 224 | | | | | | | | |
| 1 - I am doing enough | 173 | 96 77 | 19 32 | 20 36 | 27 20 | 19 | 49 44 | 39 41 | 101 72 | 47 126 | 132 41 | | | | | | | | |
| | 14% | 16% 13% | 9% 14% | 9% 15% | 16% 20%ce | 28%ode | 13% 13% | 15% 16% | 13% 15% | 11% 16% | 13% 18% | | | | | | | | |
| 2 | 54 | 33 21 | 4 8 | 8 10 | 17 4 | 2 | 19 18 | 11 6 | 37 17 | 17 37 | 40 14 | | | | | | | | |
| | 4% | 5% 4% | 2% 4% | 4% 5% | 10%c | 4% 3% | 5% 5% | 4% 3% | 5% 4% | 4% 5% | 4% 6% | | | | | | | | |
| 3 | 130 | 69 61 | 24 24 | 28 23 | 15 11 | 6 | 53 28 | 23 25 | 82 48 | 42 88 | 103 27 | | | | | | | | |
| | 11% | 11% 10% | 11% 11% | 13% 10% | 8% 11% | 8% | 14% 8% | 9% 10% | 11% 10% | 10% 11% | 10% 12% | | | | | | | | |
| 4 | 113 | 62 51 | 31 34 | 18 13 | 9 8 | 1 | 44 31 | 14 24 | 78 36 | 28 85 | 98 15 | | | | | | | | |
| | 9% | 10% 8% | 15%fgi | 15%fgi | 8% 6% | 5% | 12%l | 9% 5% | 10% 10% | 10% 8% | 10% 7% | | | | | | | | |
| 5 | 149 | 76 73 | 28 32 | 25 24 | 19 13 | 8 | 31 50 | 34 33 | 89 59 | 67 81 | 122 26 | | | | | | | | |
| | 12% | 12% 12% | 13% 14% | 11% 11% | 11% 13% | 11% | 8% 15%j | 13% 13% | 12% 13% | 16%q | 10% 12% | | | | | | | | |
| 6 | 126 | 70 56 | 27 16 | 34 20 | 9 10 | 9 | 34 41 | 24 26 | 60 65 | 48 78 | 104 22 | | | | | | | | |
| | 10% | 11% 9% | 13%g | 7% 16%dg | 9% 5% | 10% | 9% 12% | 9% 10% | 8% 14%n | 11% 10% | 10% 10% | | | | | | | | |
| 7 | 137 | 59 78 | 24 27 | 25 29 | 17 12 | 4 | 40 46 | 34 17 | 90 47 | 55 82 | 123 14 | | | | | | | | |
| | 11% | 10% 13% | 12% 12% | 11% 12% | 10% 12% | 6% | 11% 13% ^m | 13% ^m 7% | 12% 10% | 13% 10% | 12% ^s 6% | | | | | | | | |
| 8 | 163 | 78 85 | 31 29 | 21 31 | 32 14 | 4 | 44 40 | 41 38 | 110 53 | 58 105 | 141 22 | | | | | | | | |
| | 13% | 13% 14% | 15% 13% | 10% 13% | 19% ^{ei} 14% | 6% | 12% 12% | 16% 15% | 15% 11% | 13% 13% | 14% 10% | | | | | | | | |
| 9 | 38 | 14 24 | 7 5 | 11 12 | 3 1 | - | 14 11 | 5 7 | 26 12 | 21 17 | 34 4 | | | | | | | | |
| | 3% | 2% 4% | 3% 2% | 5% 5% | 2% 1% | - | 4% 3% | 2% 3% | 3% 3% | 5% 2% | 3% 2% | | | | | | | | |
| 10 - I need to do a lot more | 129 | 49 80 | 15 16 | 23 30 | 22 7 | 14 | 37 31 | 32 28 | 76 52 | 44 85 | 93 36 | | | | | | | | |
| | 11% | 8% 13% ^a | 7% 7% | 11% 13% | 13% 7% | 21% ^{cdh} | 10% 9% | 13% 11% | 10% 11% | 10% 11% | 9% 16% ^r | | | | | | | | |
| MEAN | 5.38 | 5.07 5.68 ^a | 5.51 5.10 | 5.59 5.58 | 5.38 4.98 | 5.08 | 5.24 5.40 | 5.58 5.35 | 5.40 5.34 | 5.66 ^q 5.22 | 5.43 5.16 | | | | | | | | |
| Don't know | 12 | 7 5 | - 2 | 4 2 | 1 1 | 2 | 3 1 | 1 7 | 8 5 | 4 8 | 8 3 | | | | | | | | |
| | 1% | 1% 1% | - 1% | 2% 1% | 1% 1% | 3% ^c | 1% * | 1% 3% ^k | 1% 1% | 1% 1% | 1% 2% | | | | | | | | |
| Enough being done [1-3] | 357 | 198 160 | 47 64 | 57 69 | 59 35 | 27 | 121 90 | 74 73 | 221 137 | 106 251 | 275 82 | | | | | | | | |
| | 29% | 32% 26% | 22% 28% | 26% 30% | 34% ^c 35% ^c | 39% ^c | 33% 26% | 28% 29% | 29% 29% | 25% 32% ^p | 28% 37% ^r | | | | | | | | |
| Neither [4-7] | 524 | 266 258 | 110 110 | 101 86 | 54 42 | 21 | 150 168 | 106 101 | 318 207 | 198 326 | 447 77 | | | | | | | | |
| | 43% | 44% 42% | 52% ^{fgi} 49% ^{gi} | 47% ^g 38% | 32% 42% | 31% | 40% 49% ^m | 41% 40% | 42% 44% | 46% 41% | 45% ^s 34% | | | | | | | | |
| More needs to be done [8-10] | 330 | 141 189 | 53 50 | 55 72 | 58 23 | 19 | 96 82 | 79 73 | 213 117 | 122 208 | 268 62 | | | | | | | | |
| | 27% | 23% 31% ^a | 25% 22% | 25% 31% | 34% ^d 23% | 27% | 26% 24% | 30% 29% | 28% 25% | 28% 26% | 27% 28% | | | | | | | | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base



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Table 103
VD17B - And using the same 1 to 10 scale, when thinking about what you're currently doing to protect your personal information when using the internet, do you think you are doing enough or that you could do a lot more?
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|------------------------------|-------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| 1 - I am doing enough | 173 | 134 | 16 | 23 | - | 153 | 20 | 13 | 6 | 15 | 5 | 98 | 75 | 103 | 70 | 66 | 73 | 33 | - | 75 | 173 |
| 14% | 14% | 11% | 24%ab | - | 14% | 16% | 31% | 23% | 19% | 23% | 12% | 19%k | 12% | 20%m | 18% | 12% | 13% | - | - | - | 48%rs |
| 2 | 54 | 38 | 14 | 3 | - | 51 | 3 | 2 | - | 4 | - | 35 | 19 | 32 | 22 | 19 | 26 | 8 | - | - | 54 |
| 4% | 4% | 10%ac | 3% | - | 5% | 2% | 5% | 5% | - | 5% | - | 4% | 5% | 4% | 7% | 5% | 4% | 3% | - | - | 15%rs |
| 3 | 130 | 110 | 11 | 9 | - | 116 | 14 | 1 | 4 | 8 | 3 | 79 | 51 | 99 | 32 | 41 | 66 | 23 | - | - | 130 |
| 11% | 11% | 8% | 9% | - | 11% | 11% | 3% | 17% | 10% | 14% | 10% | 10% | 13% | 11% | 9% | 11% | 11% | 9% | - | - | 36%rs |
| 4 | 113 | 105 | 6 | 2 | - | 107 | 7 | 1 | - | 6 | 2 | 67 | 46 | 96 | 17 | 43 | 57 | 13 | - | 113 | - |
| 9% | 11%ac | 5% | 2% | - | 10% | 5% | 1% | - | 7% | 8% | 8% | 8% | 12% | 11%n | 5% | 12%q | 10% | 5% | - | 22%rt | - |
| 5 | 149 | 121 | 18 | 9 | - | 128 | 21 | 2 | 6 | 9 | 4 | 111 | 38 | 115 | 34 | 54 | 64 | 30 | - | 149 | - |
| 12% | 12% | 13% | 9% | - | 12% | 17% | 5% | 22% | 12% | 17% | 13% | 13% | 10% | 13% | 10% | 15% | 11% | 12% | - | 28%rt | - |
| 6 | 126 | 107 | 9 | 10 | - | 115 | 11 | 9 | * | 10 | - | 97 | 29 | 88 | 38 | 52 | 45 | 28 | - | 126 | - |
| 10% | 11% | 6% | 10% | - | 10% | 9% | 19% | 2% | 13% | - | 12% | 7% | 10% | 11% | 14%p | 8% | 11% | - | 24%rt | - | - |
| 7 | 137 | 112 | 15 | 10 | - | 133 | 4 | 3 | 1 | 11 | * | 97 | 40 | 97 | 40 | 34 | 77 | 24 | - | 137 | - |
| 11% | 11% | 11% | 10% | - | 12%f | 3% | 6% | 4% | 15% | 2% | 12% | 10% | 11% | 11% | 12% | 9% | 13% | 10% | - | 26%rt | - |
| 8 | 163 | 132 | 23 | 8 | - | 146 | 17 | 3 | 1 | 11 | 4 | 110 | 52 | 125 | 38 | 31 | 96 | 35 | 163 | - | - |
| 13% | 13% | 16% | 8% | - | 13% | 13% | 8% | 4% | 14% | 16% | 4% | 13% | 13% | 14% | 11% | 8% | 16%o | 14% | 49%st | - | - |
| 9 | 38 | 32 | 4 | 2 | - | 35 | 3 | - | - | * | 1 | 33 | 5 | 32 | 6 | 2 | 27 | 8 | 38 | - | - |
| 3% | 3% | 3% | 2% | - | 3% | 3% | - | - | * | 5% | 5% | 4%l | 1% | 4% | 2% | 1% | 5%o | 3%o | 12%st | - | - |
| 10 - I need to do a lot more | 129 | 90 | 17 | 22 | - | 108 | 21 | 9 | 6 | 4 | 3 | 92 | 37 | 89 | 40 | 25 | 53 | 50 | - | 129 | - |
| 11% | 9% | 12% | 22%a | - | 10% | 17%e | 19%i | 22% | 5% | 15% | 15% | 11% | 9% | 10% | 12% | 7% | 9% | 20%op | 39%st | - | - |
| MEAN | 5.38 | 5.34 | 5.55 | 5.51 | - | 5.36 | 5.55 | 5.06 | 5.12 | 4.92 | 5.21 | 5.60l | 4.91 | 5.49 | 5.08 | 4.74 | 5.52o | 6.00o | 8.90st | 5.55t | 1.88 |
| Don't know | 12 | 7 | 5 | * | - | 7 | 3 | 1 | 2 | 1 | - | 5 | 6 | 6 | 6 | 3 | 4 | 2 | - | - | - |
| 1% | 1% | 4%a | * | - | 1% | 3%e | 1% | 6% | 1% | 1% | - | 1% | 2% | 1% | 2% | 1% | 1% | 1% | - | - | - |
| Enough being done [1-3] | 357 | 281 | 40 | 35 | - | 321 | 36 | 17 | 10 | 26 | 8 | 212 | 145 | 234 | 123 | 125 | 165 | 63 | - | - | 357 |
| 29% | 28% | 30% | 36% | - | 29% | 30% | 39% | 39% | 34% | 37% | 26% | 36%k | 27% | 36%m | 34% | 28% | 25% | - | - | - | 100%rs |
| Neither [4-7] | 524 | 445 | 48 | 31 | - | 482 | 43 | 14 | 7 | 36 | 6 | 372 | 153 | 395 | 129 | 183 | 242 | 95 | - | 524 | - |
| 43% | 45%c | 35% | 31% | - | 44% | 34% | 32% | 28% | 46% | 27% | 45% | 38% | 45% | 38% | 50%pq | 41% | 38% | - | 100%rt | - | - |
| More needs to be done [8-10] | 330 | 255 | 43 | 32 | - | 289 | 41 | 12 | 7 | 15 | 8 | 235 | 94 | 247 | 83 | 59 | 176 | 93 | 330 | - | - |
| 27% | 26% | 31% | 32% | - | 26% | 33% | 27% | 27% | 19% | 36% | 29% | 24% | 28% | 24% | 16% | 30%o | 37%o | 100%st | - | - | - |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - op/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 104
VD18 - When considering online security features, such as anti-virus software, spyware software, or firewalls, which of the following most applies to you?
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | | |
|--|--------------------------|------------|------------|------------------------|------------------------|------------------------|-----------|------------------------|------------------------|----------------------|--------------------------|-------------------------|------------------------|-------------------------|--------------|------------------------|------------------------|------------|--------------------|---------------------|-----------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) | |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 | |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 | |
| I pay for online security protection recommended by my Internet Service Provider | 109 9% | 50 8% | 59 10% | 16 8% | 15 7% | 14 6% | 25 11% | 18 10% | 14 14%e | 6 9% | 22 6% | 38 11% | 26 10% | 22 9% | 56 7% | 53 11% ⁿ | 33 8% | 22 9% | 75 9% | 87 9% | 22 10% |
| I pay for online security protection I've chosen myself | 377 31% | 205 33% | 173 28% | 49 23% | 65 29% | 70 32% | 72 31% | 59 35% ^c | 38 38% ^c | 24 35% | 147 40% ^{lm} | 109 32% ^m | 75 29% ^m | 46 18% | 245 32% | 132 28% | 121 28% | 256 32% | 300 30% | 78 35% | |
| I have free online security protection provided by my Internet Service Provider | 260 21% | 121 20% | 138 23% | 45 22% | 49 22% | 46 21% | 48 21% | 42 24% | 20 20% | 10 15% | 64 17% | 68 20% | 59 23% | 70 27% ^{jk} | 164 22% | 96 21% | 101 23% | 159 20% | 224 22% | 36 16% | |
| I have free online security protection software downloaded off the internet | 266 22% | 136 22% | 130 21% | 56 27% | 48 21% | 43 20% | 53 23% | 31 18% | 18 18% | 17 24% | 91 25% ^m | 78 23% ^m | 60 23% ^m | 37 15% | 172 23% | 94 20% | 83 19% | 183 23% | 215 22% | 51 23% | |
| I don't have any online security protection | 180 15% | 86 14% | 94 15% | 39 19% ^h | 45 20% ^h | 35 16% ^h | 30 13% | 19 11% | 6 6% | 8 11% | 35 9% | 44 13% | 38 14% | 64 25% ^{jk} | 105 14% | 76 16% | 79 18% ^q | 102 13% | 149 15% | 32 14% | |
| I don't know the state of my online security protection | 32 3% | 14 2% | 18 3% | 4 2% | 4 2% | 9 4% | 3 1% | 3 2% | 4 4% | 4 6% ^f | 11 3% | 4 1% | 3 1% | 14 6% ^{kl} | 17 2% | 14 3% | 13 3% | 18 2% | 24 2% | 7 3% | |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

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Table 105
VD18 - When considering online security features, such as anti-virus software, spyware software, or firewalls, which of the following most applies to you?
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|--|--------------------------|-------------------------|----------------------|-------------------------|----------------|---------------------|------------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|------------------------|-----------------------------------|-------------------|-----------------|-----------------------------|-------------------------|--------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| I pay for online security protection recommended by my Internet Service Provider | 109 9% | 77 8% | 24 17%a | 8 8% | - | 95 9% | 13 11% | 2 5% | 4 17% | 10 12% | 5 21% | 73 9% | 36 9% | 63 7% | 46 13% ^m | 34 9% | 53 9% | 21 8% | 22 7% | 40 8% | 46 13% ^{rs} |
| I pay for online security protection I've chosen myself | 377 31% | 309 31% | 44 32% | 25 25% | - | 349 32% | 28 23% | 20 46% | 4 16% | 32 41% | 6 26% | 259 31% | 118 30% | 268 30% | 109 32% | 101 27% | 198 34% | 78 31% | 99 30% | 132 25% | 147 41% ^{rs} |
| I have free online security protection provided by my Internet Service Provider | 260 21% | 211 21% | 28 21% | 21 21% | - | 238 22% | 22 18% | 6 14% | 4 17% | 14 17% | 6 28% | 171 21% | 89 22% | 197 22% | 63 18% | 66 18% | 137 23% | 53 21% | 76 23% | 114 22% | 70 19% |
| I have free online security protection software downloaded off the internet | 266 22% | 227 23% ^b | 18 13% | 21 21% | - | 243 22% | 23 19% | 10 23% | 6 25% | 17 22% | 1 6% | 184 22% | 82 21% | 205 23% | 61 18% | 89 24% | 122 21% | 55 22% | 65 20% | 139 27% ^t | 62 17% |
| I don't have any online security protection | 180 15% | 143 14% | 14 10% | 23 24% ^{ab} | - | 149 14% | 31 25% ^e | 3 6% | 5 20% | 2 2% | 4 17% | 115 14% | 65 16% | 135 15% | 45 13% | 70 19% ^p | 68 12% | 38 15% | 60 18% ^t | 86 16% ^t | 32 9% |
| I don't know the state of my online security protection | 32 3% | 22 2% | 9 7% ^a | 1 1% | - | 24 2% | 6 4% | 3 7% | 2 6% | 4 5% | 1 3% | 22 3% | 7 2% | 14 2% | 18 5% ^m | 10 3% | 9 2% | 8 3% | 8 3% ^t | 13 2% ^t | 1 * |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 106
VD19 - To what extent do you agree or disagree with the following statement?
I feel the level of protection offered by my online security service is sufficient.
BASE: ALL WHO USE ONLINE SECURITY PROTECTION

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|----------------------------|--------------------------|-------------------------|------------|------------------------|------------|------------|-------------------------|------------------------|------------------------|-------------------------|-------------------------|------------|------------|----------------|------------------|-----------------------|------------|--------------------|---------------------|----------------------|
| | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) | |
| Unweighted Base | 958 | 500 | 458 | 165 | 132 | 158 | 177 | 148 | 117 | 61 | 201 | 132 | 195 | 251 | 518 | 440 | 279 | 679 | 737 | 221 |
| Weighted Base | 1012 | 512 | 500 | 166 | 177* | 173* | 197 | 150* | 91* | 57* | 325 | 293 | 219 | 175 | 637 | 375 | 339 | 673 | 825 | 186 |
| Strongly agree | 235 23% | 136 26% ^b | 99 20% | 27 16% | 47 26% | 32 18% | 42 21% | 43 29% ^c | 22 24% | 22 38% ^{ce} | 80 25% | 71 24% | 51 23% | 33 19% | 153 24% | 82 22% | 67 20% | 168 25% | 183 22% | 52 28% |
| Tend to agree | 457 45% | 227 44% | 230 46% | 82 49% | 72 41% | 86 50% | 101 51% ^g | 55 37% | 36 40% | 24 43% | 161 50% | 128 44% | 85 39% | 83 47% | 283 45% | 174 46% | 156 46% | 301 45% | 373 45% | 84 45% |
| Neither agree nor disagree | 225 22% | 102 20% | 123 25% | 43 26% ⁱ | 39 22% | 43 25% | 36 18% | 36 24% | 24 26% ⁱ | 6 11% | 60 18% | 64 22% | 61 28% | 41 24% | 149 23% | 76 20% | 79 23% | 147 22% | 193 23% | 33 18% |
| Tend to disagree | 76 8% | 40 8% | 37 7% | 12 7% | 19 11% | 10 6% | 16 8% | 10 7% | 7 8% | 3 5% | 22 7% | 24 8% | 16 7% | 14 8% | 45 7% | 32 8% | 32 9% | 44 7% | 65 8% | 11 6% |
| Strongly disagree | 15 2% | 6 1% | 9 2% | 2 1% | - - | 3 2% | 2 1% | 6 4% | 1 1% | 2 4% ^d | 3 1% | 6 2% | 4 2% | 2 1% | 5 1% | 10 3% | 5 2% | 10 1% | 9 1% | 6 3% ^f |
| Agree [NET] | 692 68% | 363 71% | 329 66% | 110 66% | 119 67% | 117 68% | 143 73% | 99 66% | 58 64% | 46 81% | 241 74% ^l | 199 68% | 137 62% | 116 66% | 436 68% | 256 68% | 223 66% | 469 70% | 556 67% | 136 73% |
| Disagree [NET] | 92 9% | 46 9% | 46 9% | 13 8% | 19 11% | 13 8% | 17 9% | 16 10% | 8 9% | 5 9% | 24 8% | 30 10% | 20 9% | 16 9% | 50 8% | 42 11% | 37 11% | 54 8% | 74 9% | 17 9% |
| Don't know | 2 * | 1 * | 1 * | 1 1% | - - | - - | 1 1% | - - | - - | - - | - - | - - | 1 1% | 1 1% | 1 * | 1 * | - - | 2 * | 2 * | - - |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base

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Table 107
VD19 - To what extent do you agree or disagree with the following statement?
I feel the level of protection offered by my online security service is sufficient.
BASE: ALL WHO USE ONLINE SECURITY PROTECTION

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|----------------------------|-------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 958 | 737 | 125 | 96 | - | 859 | 99 | 41 | 20 | 93 | 24 | 632 | 326 | 683 | 275 | 256 | 462 | 235 | 270 | 374 | 313 |
| Weighted Base | 1012 | 824 | 114* | 74* | ** | 925 | 87* | 38** | 19** | 72* | 18** | 686 | 325 | 732 | 279 | 290 | 509 | 208 | 261 | 425 | 324 |
| Strongly agree | 235 | 180 | 34 | 21 | - | 208 | 27 | 13 | 9 | 17 | 5 | 144 | 91 | 151 | 83 | 63 | 116 | 56 | 50 | 61 | 123 |
| | 23% | 22% | 30% | 28% | - | 22% | 32% | 35% | 45% | 24% | 28% | 21% | 28%k | 21% | 30%m | 22% | 23% | 27% | 19% | 14% | 38%rs |
| Tend to agree | 457 | 376 | 55 | 26 | - | 429 | 28 | 20 | 5 | 30 | 6 | 299 | 158 | 354 | 104 | 132 | 239 | 84 | 114 | 200 | 144 |
| | 45% | 46% | 48% | 36% | - | 46%f | 32% | 52% | 25% | 42% | 32% | 44% | 49% | 48%n | 37% | 46% | 47% | 40% | 43% | 47% | 44% |
| Neither agree nor disagree | 225 | 189 | 19 | 17 | - | 204 | 21 | 2 | 4 | 19 | 4 | 170 | 56 | 161 | 64 | 67 | 114 | 44 | 56 | 134 | 36 |
| | 22% | 23% | 17% | 23% | - | 22% | 25% | 5% | 21% | 27% | 24% | 25%l | 17% | 22% | 23% | 23% | 22% | 21% | 21%t | 31%rt | 11% |
| Tend to disagree | 76 | 64 | 6 | 6 | - | 70 | 7 | 2 | 1 | 5 | 2 | 57 | 19 | 55 | 21 | 23 | 35 | 17 | 36 | 26 | 14 |
| | 8% | 8% | 5% | 9% | - | 8% | 8% | 5% | 4% | 7% | 11% | 8% | 6% | 8% | 8% | 8% | 7% | 8% | 14%st | 6% | 4% |
| Strongly disagree | 15 | 11 | * | 4 | - | 13 | 2 | 1 | 1 | * | 1 | 14 | 1 | 9 | 6 | 4 | 5 | 6 | 4 | 4 | 8 |
| | 2% | 1% | * | 5%ab | - | 1% | 2% | 3% | 6% | 1% | 5% | 2% | * | 1% | 2% | 1% | 1% | 3% | 2% | 1% | 2% |
| Agree [NET] | 692 | 556 | 89 | 47 | - | 637 | 55 | 33 | 13 | 47 | 11 | 443 | 250 | 505 | 187 | 195 | 354 | 140 | 164 | 261 | 267 |
| | 68% | 68% | 78%a | 64% | - | 69% | 64% | 86% | 70% | 65% | 60% | 65% | 77%k | 69% | 67% | 67% | 70% | 67% | 63% | 61% | 82%rs |
| Disagree [NET] | 92 | 76 | 6 | 10 | - | 83 | 9 | 3 | 2 | 6 | 3 | 71 | 20 | 64 | 27 | 27 | 40 | 24 | 40 | 29 | 22 |
| | 9% | 9% | 5% | 13% | - | 9% | 10% | 8% | 10% | 8% | 16% | 10% | 6% | 9% | 10% | 9% | 8% | 11% | 15%st | 7% | 7% |
| Don't know | 2 | 2 | - | - | - | 1 | 1 | - | - | - | - | 2 | - | 1 | 1 | 1 | 1 | - | 1 | 1 | - |
| | * | * | - | - | - | * | 2%e | - | - | - | - | * | - | * | * | 1% | * | - | 1% | * | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 108
VD20 - For which of these reasons, if any, do you not use any online security protection?
BASE: ALL WHO DO NOT USE ONLINE SECURITY PROTECTION

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|---|------------|-----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|----------|-----------|----------|----------------|--------------|-----------------------|-----------|------------|--------------------|---------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 171 | 83 | 88 | 41 | 38 | 32 | 26 | 18 | 9 | 7 | 20 | 43 | 32 | 76 | 90 | 81 | 69 | 102 | 134 | 37 |
| Weighted Base | 180 | 86* | 94* | 39* | 45* | 35** | 30** | 19** | 6** | 8** | 35** | 44* | 38** | 64* | 105* | 76* | 79* | 102* | 149 | 32** |
| I don't know if I have any | 29 16% | 9 11% | 20 21% | 5 12% | 9 21% | 5 13% | 5 19% | 2 8% | 1 11% | 3 37% | 7 21% | 7 16% | 3 8% | 12 19% | 18 17% | 12 15% | 14 17% | 16 16% | 27 18% | 3 8% |
| I can't afford to use any | 29 16% | 19 22% | 10 11% | 10 25% | 9 19% | 4 11% | 2 5% | 5 26% | 1 11% | - | 1 4% | 7 15% | 9 24% | 12 19% | 18 17% | 11 15% | 16 20% | 13 13% | 27 18% | 3 9% |
| I don't know how to use it | 41 23% | 16 19% | 25 26% | 6 16% | 5 12% | 12 33% | 11 36% | 4 19% | 1 21% | 3 34% | 8 24% | 10 23% | 9 23% | 14 23% | 21 20% | 20 26% | 19 24% | 22 22% | 36 24% | 6 18% |
| I don't think it would work | 26 14% | 14 16% | 12 13% | 7 18% | 6 14% | 5 16% | 5 16% | 2 8% | 1 11% | - | 3 9% | 7 16% | 3 9% | 12 19% | 14 13% | 12 16% | 10 12% | 16 16% | 25 17% | 1 3% |
| The costs of such software outweigh the benefits | 11 6% | 7 8% | 4 4% | 3 7% | 1 2% | 3 8% | 2 8% | 3 14% | - | - | - | 2 6% | 5 12% | 4 6% | 7 6% | 4 6% | 6 8% | 5 5% | 6 4% | 5 16% |
| I don't trust the provider of the protection with my data | 13 7% | 10 12% | 3 4% | 5 12% | 6 13% | 2 5% | - | 1 7% | - | - | 2 5% | 2 6% | 7 19% | 2 3% | 10 10% | 3 4% | 6 7% | 8 8% | 13 9% | - |
| My Internet Service Provider doesn't offer me any | 6 3% | 1 1% | 4 5% | 2 5% | 1 3% | 1 3% | 2 5% | - | - | - | - | * 1% | 2 5% | 3 5% | 3 3% | 3 3% | 4 5% | 2 2% | 5 3% | 1 3% |
| I don't need it | 6 3% | 4 5% | 2 2% | 2 6% | 3 6% | * 1% | * 1% | - | - | - | 3 9% | * 1% | * 1% | 2 3% | 5 5% | 1 1% | 5 6% | 1 1% | 4 3% | 2 5% |
| Use Apple technology | 10 5% | 7 8% | 3 3% | 2 6% | 2 5% | - | 2 6% | 2 12% | 1 15% | * 4% | 3 10% | 4 9% | 1 3% | 1 1% | 7 7% | 2 3% | 4 5% | 5 5% | 6 4% | 3 10% |
| I don't have / use a computer / at home | 4 2% | 3 3% | 2 2% | - | - | 1 2% | 1 5% | 2 9% | 1 9% | - | - | 1 1% | 1 2% | 3 5% | 2 2% | 2 3% | 1 1% | 4 4% | 4 3% | - |
| I use my phone | 3 2% | 1 1% | 2 2% | 1 4% | - | 1 4% | - | - | * 6% | - | * 1% | 1 2% | - | 2 3% | 1 1% | 2 3% | 1 1% | 2 2% | 1 1% | 2 6% |
| Other | 19 11% | 8 10% | 11 12% | 3 8% | 7 16% | 4 4% | 10 10% | 5 5% | 2 31% | 2 25% | 7 20% | 4 10% | 4 10% | 4 6% | 10 9% | 10 13% | 2 3% | 17 16%p | 13 9% | 6 19% |
| Don't know | 5 3% | 2 3% | 2 2% | 1 2% | 1 3% | 1 3% | 1 4% | - | - | - | - | 2 6% | - | 2 4% | 4 4% | 1 1% | 1 1% | 4 4% | 3 2% | 1 4% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 109
VD20 - For which of these reasons, if any, do you not use any online security protection?
BASE: ALL WHO DO NOT USE ONLINE SECURITY PROTECTION

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---|-----------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 171 | 130 | 16 | 25 | - | 138 | 33 | 2 | 5 | 3 | 6 | 105 | 66 | 128 | 43 | 62 | 65 | 39 | 62 | 77 | 30 |
| Weighted Base | 180 | 143 | 14** | 23** | -** | 149 | 31** | 3** | 5** | 2** | 4** | 115* | 65* | 135 | 45** | 70* | 68* | 38** | 60* | 86* | 32** |
| I don't know if I have any | 29 16% | 23 16% | 2 12% | 5 22% | - | 23 16% | 6 19% | 2 88% | 1 11% | - | 1 16% | 19 16% | 11 17% | 23 17% | 7 15% | 11 15% | 12 18% | 6 16% | 12 20% | 10 12% | 6 20% |
| I can't afford to use any | 29 16% | 25 17% | 1 6% | 4 17% | - | 26 18% | 3 10% | - | - | - | 1 16% | 27 24% | 2 3% | 27 20% | 2 5% | 16 23% | 7 10% | 5 14% | 8 13% | 19 22% | 3 10% |
| I don't know how to use it | 41 23% | 30 21% | 5 38% | 6 24% | - | 33 22% | 9 28% | - | 3 51% | - | 1 31% | 27 23% | 15 22% | 26 19% | 15 33% | 11 16% | 17 24% | 11 29% | 20 33% | 17 20% | 5 14% |
| I don't think it would work | 26 14% | 23 16% | - | 3 12% | - | 21 14% | 5 15% | - | 1 35% | - | - | 18 16% | 7 11% | 20 15% | 6 13% | 17 25% | 7 11% | 1 2% | 5 9% | 17 20% | 3 10% |
| The costs of such software outweigh the benefits | 11 6% | 7 5% | 1 9% | 3 12% | - | 10 7% | 1 4% | - | - | - | - | 7 6% | 5 7% | 8 6% | 3 6% | 5 7% | 6 9% | - | 6 10% | 2 3% | 3 9% |
| I don't trust the provider of the protection with my data | 13 7% | 12 9% | 1 9% | - | - | 13 9% | - | - | - | - | - | 10 8% | 4 6% | 12 9% | 2 4% | 10 14% | 4 6% | - | 2 4% | 8 9% | 3 10% |
| My Internet Service Provider doesn't offer me any | 6 3% | 4 3% | 1 9% | - | - | 5 3% | 1 3% | - | - | - | - | 4 3% | 2 3% | 5 4% | * | 2 3% | 3 4% | 1 3% | 2 3% | 3 3% | 1 3% |
| I don't need it | 6 3% | 6 4% | - | * 1% | - | 6 4% | * 1% | - | - | - | - | 3 3% | 3 4% | 6 4% | * 1% | 3 5% | 2 3% | * 1% | 2 3% | 3 4% | 1 2% |
| Use Apple technology | 10 5% | 7 5% | 2 14% | * 1% | - | 10 6% | - | * 12% | - | 1 46% | - | 4 4% | 5 8% | 7 5% | 2 5% | - | 4 7% | 5 13% | 2 3% | 7 8% | 1 4% |
| I don't have / use a computer / at home | 4 2% | 3 2% | 1 4% | 1 2% | - | 2 1% | 2 6% | - | - | 1 14% | - | 2 2% | 2 3% | 4 3% | 1 1% | - | 1 2% | 3 8% | 1 2% | - | 3 10% |
| I use my phone | 3 2% | 2 1% | - | 1 4% | - | 1 1% | 2 6% | - | - | * 19% | - | 2 2% | 1 1% | 3 2% | * 1% | - | 2 3% | 1 2% | - | 3 3% | * 1% |
| Other | 19 11% | 15 10% | 1 6% | 3 15% | - | 15 10% | 4 14% | - | 2 38% | 1 46% | 1 23% | 8 7% | 11 17% | 11 8% | 8 18% | 8 11% | 6 9% | 5 13% | 7 11% | 6 7% | 6 20% |
| Don't know | 5 3% | 5 3% | - | - | - | 5 3% | - | - | - | - | - | 4 3% | 1 2% | 2 2% | 2 6% | 4 5% | 1 1% | - | 1 2% | 1 1% | 1 4% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing



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Table 110
VD21 - How often, if at all, have you chosen not to use a website because you were concerned about the safety of your personal details?
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|------------------------|-------------|----------|------------|-------------------|-------------------|--------------------|-------------------|-------------------|--------------------|--------------------|------------------|------------------|------------------|-------------------|------------------|-----------------------|---------|------------|--------------------|---------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| Very often | 122 | 59 | 63 | 16 | 21 | 18 | 25 | 19 | 13 | 11 | 25 | 31 | 30 | 37 | 73 | 49 | 40 | 82 | 91 | 31 |
| | 10% | 10% | 10% | 8% | 9% | 8% | 11% | 11% | 13% | 16% | 7% | 9% | 12% | 15%jk | 10% | 11% | 9% | 10% | 9% | 14% |
| Fairly often | 472 | 249 | 223 | 93 | 79 | 104 | 83 | 66 | 33 | 15 | 131 | 130 | 106 | 105 | 306 | 166 | 178 | 294 | 391 | 81 |
| | 39% | 41% | 36% | 44% ^{ai} | 35% | 48% ^{dhi} | 36% ^{ai} | 38% ^{ai} | 33% | 21% | 35% | 38% | 41% | 41% | 40% | 36% | 41% | 37% | 39% | 36% |
| Not very often | 475 | 237 | 238 | 79 | 105 | 72 | 100 | 64 | 35 | 21 | 164 | 135 | 103 | 73 | 314 | 161 | 172 | 303 | 396 | 78 |
| | 39% | 39% | 39% | 38% | 46% ^{ei} | 33% | 43% | 37% | 35% | 30% | 44% ^m | 40% ^m | 40% ^m | 29% | 41% ^o | 35% | 40% | 38% | 40% | 35% |
| Never | 148 | 63 | 85 | 21 | 19 | 22 | 22 | 22 | 19 | 23 | 50 | 44 | 21 | 33 | 63 | 84 | 39 | 108 | 116 | 32 |
| | 12% | 10% | 14% | 10% | 8% | 10% | 10% | 13% | 19% ^{cde} | 33% ^{cde} | 14% | 13% | 8% | 13% | 8% | 18% ⁿ | 9% | 14% | 12% | 14% |
| Often [NET] | 594 | 308 | 286 | 109 | 100 | 121 | 108 | 85 | 46 | 25 | 156 | 161 | 136 | 141 | 379 | 215 | 218 | 376 | 482 | 112 |
| | 49% | 50% | 47% | 52% | 44% | 56% ⁱ | 47% | 50% | 45% | 36% | 42% | 47% | 52% | 56% ^{jk} | 50% | 46% | 51% | 47% | 48% | 50% |
| Don't know | 7 | 4 | 3 | 1 | 2 | 2 | - | 1 | 1 | 1 | - | 1 | - | 6 | 2 | 5 | 1 | 5 | 5 | 2 |
| | 1% | 1% | * | * | 1% | 1% | - | * | 1% | 1% | - | * | - | 2% ^{kl} | * | 1% | * | 1% | 1% | 1% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

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Table 111
VD21 - How often, if at all, have you chosen not to use a website because you were concerned about the safety of your personal details?
BASE: ALL WHO ARE INTERNET USERS

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | | |
|------------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|-----|-----|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | | |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 45 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 | |
| Very often | 122 | 86 | 22 | 14 | - | 105 | 16 | 6 | 5 | 9 | 3 | 90 | 31 | 85 | 37 | 36 | 55 | 29 | 39 | 40 | 41 | |
| | 10% | 9% | 16%a | 14% | - | 10% | 13% | 14% | 18% | 12% | 14% | 11% | 10% | 10% | 11% | 10% | 9% | 12% | 12% | 8% | 12% | |
| Fairly often | 472 | 387 | 43 | 42 | - | 435 | 37 | 12 | 3 | 27 | 6 | 355 | 117 | 357 | 115 | 156 | 233 | 81 | 128 | 219 | 124 | |
| | 39% | 39% | 31% | 43% | - | 40% | 30% | 26% | 12% | 35% | 26% | 43%l | 29% | 40% | 34% | 42%q | 40% | 32% | 39% | 42% | 35% | |
| Not very often | 475 | 407 | 49 | 19 | - | 431 | 44 | 14 | 7 | 27 | 7 | 305 | 170 | 361 | 114 | 134 | 242 | 97 | 127 | 205 | 142 | |
| | 39% | 41%c | 36%c | 20% | - | 39% | 36% | 32% | 26% | 35% | 33% | 37% | 43% | 41%n | 33% | 36% | 41% | 38% | 38% | 39% | 40% | |
| Never | 148 | 102 | 22 | 23 | - | 122 | 26 | 12 | 11 | 13 | 6 | 69 | 79 | 76 | 72 | 40 | 57 | 45 | 35 | 58 | 50 | |
| | 12% | 10% | 16% | 24%a | - | 11% | 21%e | 28% | 41% | 17% | 26% | 8% | 20%k | 9% | 21%m | 11% | 10% | 18%op | 11% | 11% | 14% | |
| Often [NET] | 594 | 473 | 65 | 56 | - | 540 | 53 | 18 | 8 | 37 | 9 | 446 | 147 | 442 | 153 | 192 | 288 | 111 | 167 | 259 | 166 | |
| | 49% | 48% | 48% | 57% | - | 49% | 43% | 40% | 30% | 47% | 41% | 54%l | 37% | 50% | 45% | 52% | 49% | 44% | 51% | 49% | 46% | |
| Don't know | 7 | 6 | 1 | * | - | 4 | 1 | - | 1 | 1 | - | 5 | 1 | 3 | 4 | 4 | 1 | 1 | 1 | 2 | - | |
| | 1% | 1% | 1% | * | - | * | 1% | - | 3% | 1% | - | 1% | * | * | 1% | 1% | * | * | * | * | - | |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 112
VD22 - And thinking about the last time you chose not to use a website because you were concerned over the safety of your personal details, for what purpose were you intending to use that website for?
BASE: ALL WHO HAVE CHOSEN NOT TO USE A WEBSITE

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|--|-------------|------------|-------------|----------------------|------------|-------------|------------|----------------------|-----------------------|-------------------------|------------|------------|-----------------------|----------------|--------------|-----------------------|------------|-----------------------|--------------------|---------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 985 | 512 | 473 | 183 | 161 | 174 | 178 | 140 | 103 | 46 | 194 | 305 | 201 | 285 | 560 | 425 | 318 | 667 | 765 | 219 |
| Weighted Base | 1069 | 545 | 524 | 188 | 205 | 194 | 207 | 148* | 80* | 46* | 320 | 296 | 238 | 215 | 693 | 376 | 390 | 679 | 877 | 191 |
| To buy goods or services | 527 49% | 247 45% | 279 53%a | 82 43% | 99 48% | 108 56% | 103 50% | 71 48% | 41 51% | 23 49% | 165 52% | 145 49% | 107 45% | 110 51% | 362 52%o | 165 44% | 180 46% | 346 51% | 435 50% | 91 48% |
| To book a holiday | 74 7% | 42 8% | 31 6% | 10 5% | 7 4% | 18 9% | 15 7% | 8 6% | 11 14%cd | 4 8% | 26 8% | 25 8% | 13 6% | 9 4% | 46 7% | 27 7% | 22 6% | 52 8% | 66 8% | 8 4% |
| For social reasons (for example, sharing photos with friends or family, using a social networking account) | 166 15% | 92 17% | 73 14% | 49 26%def gh | 32 16% | 27 14% | 24 11% | 19 13% | 10 12% | 5 11% | 40 12% | 33 11% | 38 16% | 55 26%jkl | 94 14% | 71 19% | 63 16% | 102 15% | 142 16% | 24 12% |
| To look at or read news | 71 7% | 40 7% | 31 6% | 6 3% | 11 5% | 13 7% | 15 7% | 16 11%c | 4 5% | 6 13%c | 26 8% | 19 7% | 11 5% | 14 7% | 43 6% | 28 7% | 26 7% | 45 7% | 58 7% | 13 7% |
| To play games, watch TV or films | 105 10% | 53 10% | 52 10% | 29 16%ghi | 21 10% | 25 13%gi | 21 10% | 5 3% | 4 5% | - | 23 7% | 30 10% | 31 13% | 20 9% | 66 10% | 39 10% | 65 17%q | 40 6% | 85 10% | 20 11% |
| For entertainment or leisure | 166 16% | 88 16% | 78 15% | 31 16% | 43 21%h | 33 17% | 28 14% | 21 14% | 7 9% | 4 10% | 44 14% | 50 17% | 37 16% | 35 16% | 108 16% | 58 15% | 65 17% | 101 15% | 143 16% | 23 12% |
| For my studies | 2 * | 2 * | * * | 2 1% | - * | - * | * * | - * | - * | - * | - * | * 1% | 1 * | 1 1% | * 1% | 2 1% | * * | 2 * | 2 1% | - * |
| For browsing / searching / getting information | 5 1% | 2 * | 4 1% | 1 1% | - * | - * | 2 1% | - * | 1 1% | 1 1% | 2 1% | 2 1% | 1 * | 1 * | 2 * | 3 1% | 2 1% | 3 * | 5 1% | 1 * |
| Other | 21 2% | 9 2% | 11 2% | 6 3% ^d | - * | 1 * | 4 2% | 6 4% ^d | 2 2% | 2 4% ^d | 8 3% | 6 2% | 2 1% | 5 2% | 12 2% | 9 2% | 8 2% | 12 2% | 16 2% | 4 2% |
| Don't know | 65 6% | 39 7% | 25 5% | 6 3% | 19 9% | 8 4% | 7 3% | 13 9% | 4 5% | 8 16% ^{cef} | 11 3% | 16 6% | 22 9% ^j | 15 7% | 39 6% | 26 7% | 14 4% | 51 8% ^p | 47 5% | 18 9% |
| None | 21 2% | 8 1% | 13 3% | 2 1% | 4 2% | 1 1% | 1 1% | 7 5% ^f | 5 6% ^{ef} | - | 8 2% | 9 3% | 2 1% | 3 1% | 16 2% | 5 1% | 5 1% | 16 2% | 17 2% | 4 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base



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Table 113
VD22 - And thinking about the last time you chose not to use a website because you were concerned over the safety of your personal details, for what purpose were you intending to use that website for?
BASE: ALL WHO HAVE CHOSEN NOT TO USE A WEBSITE

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|--|--------------------------|--------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|-------------------------|--------------------------|-------------------------|------------------------|-----------------------------------|-------------------|-----------------|-----------------------------|-------------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 985 | 777 | 119 | 89 | - | 879 | 105 | 31 | 15 | 80 | 23 | 673 | 311 | 733 | 252 | 279 | 474 | 225 | 292 | 405 | 285 |
| Weighted Base | 1069 | 880 | 114* | 75* | ** | 971 | 97* | 32** | 14** | 64* | 17** | 750 | 317 | 803 | 266 | 326 | 529 | 207 | 294 | 464 | 308 |
| To buy goods or services | 527 49% | 426 48% | 69 60%ac | 32 43% | - | 481 50% | 45 47% | 17 53% | 6 39% | 34 53% | 8 46% | 371 49% | 156 49% | 390 49% | 137 51% | 163 50% | 248 47% | 114 55% | 164 56% ^s | 213 46% | 149 48% |
| To book a holiday | 74 7% | 53 6% | 8 7% | 13 17%a | - | 66 7% | 8 8% | 3 10% | - 3% | 9 14% | 2 12% | 53 7% | 21 7% | 44 5% | 29 11% ^m | 26 8% | 40 8% | 7 3% | 19 6% | 37 8% | 17 6% |
| For social reasons (for example, sharing photos with friends or family, using a social networking account) | 166 15% | 138 16% | 13 11% | 15 19% | - | 147 15% | 18 19% | 5 16% | - - | 6 10% | 4 24% | 115 15% | 51 16% | 150 19% ⁿ | 15 6% | 74 23% ^{pq} | 68 13% | 24 12% | 34 11% | 98 21% ^{rt} | 34 11% |
| To look at or read news | 71 7% | 57 6% | 5 4% | 9 12% | - | 61 6% | 10 10% | 2 7% | 4 28% | 2 3% | 2 9% | 59 8% ^l | 12 4% | 55 7% | 16 6% | 27 8% | 28 5% | 16 8% | 20 7% | 32 7% | 19 6% |
| To play games, watch TV or films | 105 10% | 94 11% ^c | 9 8% | 2 2% | - | 101 10% | 4 4% | - - | - - | 4 6% | - - | 78 10% | 27 8% | 92 11% ⁿ | 13 5% | 35 11% | 55 10% | 13 6% | 29 10% | 44 9% | 32 10% |
| For entertainment or leisure | 166 16% | 156 18% ^{bc} | 6 5% | 4 5% | - | 156 16% | 10 11% | 4 11% | 1 6% | 6 10% | 1 4% | 134 18% ^l | 32 10% | 128 16% | 38 14% | 60 18% | 78 15% | 28 13% | 27 9% | 97 21% ^{rt} | 41 13% |
| For my studies | 2 * | - - | * * | 2 3%a | - | 2 * | * * | - - | - - | - - | - - | 1 * | 1 * | 1 * | 1 * | * * | 2 * | - - | - - | 1 * | 1 * |
| For browsing / searching / getting information | 5 1% | 5 1% | - - | - - | - | 5 1% | - - | 1 2% | - - | 1 2% | - - | 3 * | 2 1% | 4 * | 2 1% | - - | 5 1% | - - | 5 2% | 1 * | * * |
| Other | 21 2% | 18 2% | 2 1% | 1 1% | - | 18 2% | 2 2% | - - | 2 13% | 1 2% | * 3% | 11 1% | 10 3% | 16 2% | 5 2% | 6 2% | 10 2% | 5 2% | 4 1% | 9 2% | 7 2% |
| Don't know | 65 6% | 48 5% | 8 7% | 9 12%a | - | 56 6% | 8 8% | 6 18% | 2 13% | 3 5% | 1 3% | 40 5% | 24 7% | 46 6% | 19 7% | 12 4% | 35 7% | 15 7% | 15 5% | 27 6% | 22 7% |
| None | 21 2% | 18 2% | 1 * | 3 3% | - | 19 2% | 2 2% | - - | - - | 3 5% | 1 8% | 13 2% | 8 3% | 10 1% | 11 4% ^m | 11 3% | 8 1% | 2 1% | 2 1% | 9 2% | 11 3% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - op/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 114
VD23 - Before today, have you heard of SMART products?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|--|-------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|---------------------------|-------------------|-------------------|-------------------|-------------------|------------------|-----------------------|---------|------------|--------------------|---------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1423 | 729 | 694 | 215 | 179 | 205 | 224 | 205 | 195 | 200 | 242 | 414 | 293 | 474 | 650 | 773 | 378 | 1045 | 1031 | 391 |
| Weighted Base | 1423 | 695 | 728 | 216 | 236 | 223 | 244 | 197 | 139 | 168 | 386 | 385 | 305 | 347 | 792 | 631 | 448 | 975 | 1112 | 310 |
| Yes - I had heard of SMART products before today | 926 | 484 | 441 | 142 | 166 | 152 | 158 | 137 | 93 | 77 | 296 | 267 | 184 | 178 | 568 | 357 | 297 | 629 | 729 | 196 |
| | 65% | 70% ^b | 61% | 66% ⁱ | 70% ⁱ | 68% ⁱ | 65% ⁱ | 70% ⁱ | 67% ⁱ | 46% | 77% ^{lm} | 69% ^{lm} | 60% ^m | 51% | 72% ^o | 57% | 66% | 65% | 66% | 63% |
| No - I have not heard of SMART products before today | 495 | 210 | 285 | 73 | 69 | 71 | 86 | 60 | 45 | 91 | 90 | 117 | 121 | 167 | 224 | 271 | 151 | 343 | 380 | 115 |
| | 35% | 30% | 39% ^a | 34% | 29% | 32% | 35% | 30% | 33% | 54% ^{cde} fgh | 23% | 30% | 40% ^{jk} | 48% ^{kl} | 28% | 43% ⁿ | 34% | 35% | 34% | 37% |
| Don't know | 3 | 1 | 2 | 1 | 1 | - | - | - | 1 | - | - | 1 | - | 2 | - | 3 | 1 | 2 | 3 | - |
| | * | * | * | * | * | - | - | - | * | - | - | * | - | * | - | * | * | * | * | - |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used.

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 115
VD23 - Before today, have you heard of SMART products?
BASE: ALL ADULTS 15+ IN UNITED KINGDOM

| TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|--|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base 1423 | 883 | 148 | 124 | 268 | 1033 | 388 | 52 | 148 | 100 | 95 | 931 | 459 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base 1423 | 988 | 137 | 99* | 199 | 1116 | 305 | 50* | 118 | 79* | 61* | 955 | 444 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Yes - I had heard of SMART products before today 926 65% | 697 71%cd | 95 70%d | 59 60%d | 74 37% | 788 71%f | 138 45% | 42 84%hj | 35 30% | 59 76%hj | 34 56%h | 628 66% | 296 67% | 626 71% | 226 66% | 239 65% | 424 72% | 184 73% | 224 68% | 354 68% | 269 75% |
| No - I have not heard of SMART products before today 495 35% | 288 29% | 41 30% | 39 40%a | 126 63%abc | 327 29% | 167 55%e | 8 16% | 82 70%gij | 19 24% | 27 44%gi | 325 34% | 147 33% | 253 29% | 116 34% | 129 35% | 163 28% | 69 27% | 106 32% | 169 32% | 89 25% |
| Don't know 3 * | 3 * | - | - | - | 2 * | - | - | - | 1 1% | - | 2 * | 1 * | 2 * | 1 * | 2 1% | - | 1 * | - | 1 * | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



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Table 116
VD24 - Do you use any SMART products at home?
BASE: ALL WHO HAVE HEARD OF A SMART PRODUCT

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|---|------------|----------|------------|-----------|-----------|-----------|-----------|-----------|------------------|------------------|--------|--------|--------|----------------|--------------|-----------------------|---------|------------|--------------------|---------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 846 | 469 | 377 | 131 | 114 | 132 | 136 | 133 | 124 | 76 | 182 | 280 | 165 | 219 | 446 | 400 | 232 | 614 | 629 | 216 |
| Weighted Base | 926 | 484 | 441 | 142 | 166* | 152* | 158 | 137* | 93* | 77* | 296 | 267 | 184 | 178 | 568 | 357 | 297 | 629 | 729 | 196 |
| Yes - I do use a SMART product(s) at home | 393 | 204 | 189 | 70 | 91 | 77 | 63 | 57 | 24 | 11 | 120 | 117 | 83 | 74 | 264 | 130 | 157 | 236 | 327 | 66 |
| | 42% | 42% | 43% | 49%hi | 55%fhi | 51%hi | 40%hi | 42%hi | 26% | 14% | 40% | 44% | 45% | 41% | 46%o | 36% | 53%q | 38% | 45% s | 34% |
| No - I do not use a SMART product at home | 532 | 280 | 252 | 72 | 75 | 75 | 95 | 80 | 69 | 66 | 176 | 151 | 101 | 104 | 305 | 227 | 139 | 393 | 402 | 129 |
| | 58% | 58% | 57% | 51% | 45% | 49% | 60% d | 58% | 74% cde fg | 86% cde fg | 60% | 56% | 55% | 59% | 54% | 64% n | 47% | 62% p | 55% | 66% r |
| Don't know | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base



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Table 117
VD24 - Do you use any SMART products at home?
BASE: ALL WHO HAVE HEARD OF A SMART PRODUCT

| TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base 846 | 586 | 99 | 73 | 88 | 688 | 158 | 39 | 37 | 74 | 50 | 569 | 275 | 551 | 207 | 203 | 358 | 193 | 223 | 285 | 245 |
| Weighted Base 926 | 697 | 95* | 59* | 74* | 788 | 138 | 42** | 35* | 59* | 34* | 628 | 296 | 626 | 226 | 239 | 424 | 184 | 224 | 354 | 269 |
| Yes - I do use a SMART product(s) at home 393 42% | 327 47%cd | 35 36% | 16 27% | 15 21% | 352 45%f | 41 30% | 8 20% | 3 8% | 18 30%h | 6 18% | 274 44% | 119 40% | 288 46% | 90 40% | 132 55%pq | 173 41% | 71 38% | 85 38% | 182 51%r | 111 41% |
| No - I do not use a SMART product at home 532 58% | 370 53% | 61 64% | 43 73%a | 58 79%a | 436 55% | 97 70%e | 34 80% | 32 92%i | 41 70% | 28 82% | 354 56% | 177 60% | 338 54% | 136 60% | 107 45% | 251 59%o | 113 62%o | 139 62% s | 173 49% | 157 59% |
| Don't know | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 118
VD25 - When thinking about using SMART products in general, what concerns, if any, do you have?
BASE: ALL WHO HAVE HEARD OF A SMART PRODUCT

| | TOTAL | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | |
|---|------------|----------|------------|-------------------|-----------|------------------|------------------|------------------|-------------------|-------------------|------------------|--------|------------------|------------------|----------------|------------------|-----------------------|------------------|--------------------|---------------------|
| | | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 846 | 469 | 377 | 131 | 114 | 132 | 136 | 133 | 124 | 76 | 182 | 280 | 165 | 219 | 446 | 400 | 232 | 614 | 629 | 216 |
| Weighted Base | 926 | 484 | 441 | 142 | 166* | 152* | 158 | 137* | 93* | 77* | 296 | 267 | 184 | 178 | 568 | 357 | 297 | 629 | 729 | 196 |
| Invasion of privacy | 149 | 89 | 60 | 22 | 33 | 22 | 28 | 16 | 14 | 14 | 39 | 50 | 31 | 28 | 82 | 67 | 57 | 92 | 119 | 30 |
| | 16% | 18% | 14% | 16% | 20% | 15% | 17% | 11% | 15% | 18% | 13% | 19% | 17% | 16% | 14% | 19% | 19% | 15% | 16% | 15% |
| The data could get into the wrong hands | 126 | 72 | 54 | 18 | 14 | 19 | 35 | 19 | 12 | 10 | 45 | 38 | 22 | 20 | 77 | 49 | 42 | 84 | 98 | 28 |
| | 14% | 15% | 12% | 12% | 8% | 13% | 22% ^d | 14% | 13% | 13% | 15% | 14% | 12% | 11% | 13% | 14% | 14% | 13% | 13% | 14% |
| Someone could hack the product | 101 | 53 | 48 | 11 | 22 | 17 | 24 | 10 | 12 | 5 | 43 | 24 | 24 | 11 | 67 | 34 | 27 | 74 | 77 | 23 |
| | 11% | 11% | 11% | 7% | 13% | 11% | 15% | 7% | 13% | 6% | 14% ^m | 9% | 13% ^m | 6% | 12% | 10% | 9% | 12% | 11% | 12% |
| It was not worth the effort / hassle | 99 | 51 | 48 | 13 | 10 | 8 | 18 | 15 | 15 | 20 | 27 | 35 | 15 | 23 | 51 | 48 | 19 | 80 | 76 | 23 |
| | 11% | 10% | 11% | 9% | 6% | 5% | 12% | 11% | 16% ^{de} | 26% ^{cd} | 9% | 13% | 8% | 13% | 9% | 14% | 7% | 13% ^p | 10% | 12% |
| It was expensive for me | 90 | 48 | 42 | 28 | 11 | 21 | 7 | 13 | 6 | 5 | 21 | 32 | 13 | 25 | 51 | 40 | 27 | 63 | 73 | 17 |
| | 10% | 10% | 9% | 20% ^{cd} | 6% | 14% ^f | 4% | 9% | 6% | 7% | 7% | 12% | 7% | 14% ^j | 9% | 11% | 9% | 10% | 10% | 9% |
| I find it difficult to use/ understand | 87 | 41 | 46 | 10 | 6 | 11 | 18 | 17 | 13 | 12 | 23 | 18 | 22 | 23 | 44 | 42 | 23 | 64 | 58 | 28 |
| | 9% | 8% | 10% | 7% | 4% | 7% | 12% ^d | 12% ^d | 14% ^d | 16% ^d | 8% | 7% | 12% | 13% ^k | 8% | 12% | 8% | 10% | 8% | 14% ^f |
| Health risks (general mention) | 25 | 15 | 10 | 3 | 3 | 3 | 4 | 6 | 2 | 4 | 9 | 7 | 5 | 5 | 14 | 11 | 9 | 16 | 16 | 8 |
| | 3% | 3% | 2% | 2% | 2% | 2% | 3% | 4% | 2% | 5% | 3% | 2% | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 4% |
| I am paying too much attention to the SMART product/ checking it too much | 25 | 9 | 16 | 3 | 9 | 5 | 6 | 1 | 1 | - | 10 | 10 | 3 | 2 | 18 | 7 | 11 | 14 | 20 | 5 |
| | 3% | 2% | 4% | 2% | 5% | 3% | 4% | 1% | 1% | - | 3% | 4% | 1% | 1% | 3% | 2% | 4% | 2% | 3% | 3% |
| Product reliability / breaking / not working / going wrong | 17 | 9 | 8 | 2 | 2 | - | 4 | 3 | 1 | 4 | 7 | 4 | 2 | 4 | 8 | 9 | 2 | 15 | 13 | 4 |
| | 2% | 2% | 2% | 2% | 1% | - | 3% | 2% | 1% | 5% ^e | 2% | 1% | 1% | 2% | 1% | 3% | 1% | 2% | 2% | 2% |
| Don't use them | 15 | 9 | 6 | 1 | - | - | 3 | 5 | 2 | 3 | 3 | 4 | 1 | 7 | 5 | 10 | 1 | 14 | 11 | 4 |
| | 2% | 2% | 1% | 1% | - | - | 2% | 4% | 2% | 4% ^{de} | 1% | 1% | * | 4% | 1% | 3% | * | 2% | 1% | 2% |
| Was not installed correctly (general mention) | 14 | 5 | 9 | 5 | 1 | 1 | 3 | 3 | * | 1 | 4 | 7 | 1 | 2 | 2 | 12 | 5 | 8 | 7 | 7 |
| | 1% | 1% | 2% | 3% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 3% | 1% | 1% | * | 3% ⁿ | 2% | 1% | 1% | 4% ^f |
| Safety / security / issues / viruses | 11 | 5 | 6 | 3 | 6 | - | - | 1 | * | 1 | 3 | 5 | 1 | 3 | 4 | 7 | 5 | 6 | 10 | 1 |
| | 1% | 1% | 1% | 2% | 3% | - | - | 1% | * | 2% | 1% | 2% | * | 2% | 1% | 2% | 2% | 1% | 1% | * |
| Installation took a long time | 8 | 7 | 1 | - | - | 3 | 2 | 1 | 1 | 1 | 2 | 5 | 1 | - | 7 | 2 | * | 8 | 7 | 1 |
| | 1% | 2% | * | - | - | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | - | 1% | * | * | 1% | 1% | 1% |
| Not interested in using them | 7 | 4 | 3 | * | - | 1 | 2 | - | 4 | - | 1 | 1 | 3 | 2 | 2 | 5 | - | 7 | 4 | 3 |
| | 1% | 1% | 1% | * | - | * | 1% | - | 5% ^{cdg} | - | * | * | 1% | 1% | * | 1% | - | 1% | 1% | 2% |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

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Table 118
VD25 - When thinking about using SMART products in general, what concerns, if any, do you have?
BASE: ALL WHO HAVE HEARD OF A SMART PRODUCT

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|--|------------|------------|------------|-----------|--------------|-----------|-----------|-----------|------------|--------------|------------|-----------|-------------|----------------|--------------|-----------------------|-----------|------------|--------------------|---------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Weighted Base | 926 | 484 | 441 | 142 | 166* | 152* | 158 | 137* | 93* | 77* | 296 | 267 | 184 | 178 | 568 | 357 | 297 | 629 | 729 | 196 |
| Don't need it | 6 1% | 3 1% | 4 1% | 1 1% | - | - | 1 * | - | 4 4%deg | 1 1% | 3 1% | * | 1 1% | 1 1% | 2 * | 4 1% | 1 * | 6 1% | 2 * | 5 2%r |
| Cost of products / installation | 5 * | 2 * | 2 1% | 1 1% | - | 2 1% | - | 1 1% | - | - | 1 * | 2 1% | - | 2 1% | 5 1% | - | 1 * | 4 1% | 2 * | 2 1% |
| Don't know enough about them / haven't heard of them | 4 * | 1 * | 2 1% | - | * | 2 1% | - | - | - | 1 2% | 1 * | 2 1% | * | 1 * | 2 * | 2 1% | 2 1% | 2 * | 3 * | 1 * |
| Inappropriate use of [personal] information | 3 * | 3 1% | - | 2 1% | - | - | - | 1 1% | - | - | 3 1% | - | - | - | - | 3 1% | 2 1% | 1 * | 3 * | - |
| Not thought about it | 3 * | 1 * | 2 * | - | - | 1 1% | 1 1% | * | - | 1 1% | - | 1 * | 1 1% | 1 1% | 2 * | 1 * | 1 * | 2 * | 2 * | 1 * |
| Products not tried and tested / established | 2 * | 1 * | 1 * | 1 1% | - | 1 1% | - | - | - | - | 1 * | 1 * | - | - | 1 * | 1 * | 1 * | 1 * | 2 * | - |
| Somebody breaking in to my house | 1 * | 1 * | - | 1 1% | - | - | - | * | - | - | 1 * | - | - | * | - | 1 * | - | 1 * | 1 * | - |
| Bank details being taken / financial fraud | 1 * | - | 1 * | - | - | 1 * | * | - | - | - | 1 * | * | - | - | 1 * | * | - | 1 * | 1 * | - |
| Poor battery life | 1 * | - | 1 * | * | - | - | - | - | * | - | * | * | - | - | - | 1 * | - | 1 * | * | * |
| Other | 27 3% | 14 3% | 12 3% | 6 5% | 2 1% | 7 5% | 3 2% | 2 2% | 2 2% | 4 5% | 5 2% | 13 5% | 3 2% | 6 3% | 13 2% | 14 4% | 6 2% | 21 3% | 20 3% | 7 4% |
| Nothing / have no concerns | 225 24% | 119 25% | 106 24% | 27 19% | 54 33%chi | 43 29% | 37 23% | 34 25% | 17 18% | 13 17% | 82 28% | 65 24% | 45 24% | 33 19% | 159 28%o | 66 18% | 77 26% | 148 23% | 183 25% | 42 22% |
| Don't know | 98 11% | 36 7% | 62 14%a | 15 11% | 19 11% | 14 9% | 18 12% | 14 11% | 13 14% | 4 5% | 37 12%k | 15 6% | 32 17%km | 14 8% | 60 11% | 37 10% | 38 13% | 59 9% | 83 11% | 14 7% |
| None | 8 1% | 8 2%b | - | - | 5 3% | - | 1 * | 1 1% | * | - | 3 1% | 2 1% | 2 1% | 1 1% | 7 1% | * | 3 1% | 5 1% | 5 1% | 2 1% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

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Table 119
VD25 - When thinking about using SMART products in general, what concerns, if any, do you have?
BASE: ALL WHO HAVE HEARD OF A SMART PRODUCT

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---|------------|-------------------------|----------------|---------------------|------------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|------------------|-----------------------------------|-------------------|------------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 846 | 586 | 99 | 73 | 88 | 688 | 158 | 39 | 37 | 74 | 50 | 569 | 275 | 551 | 207 | 203 | 358 | 193 | 223 | 285 | 245 |
| Weighted Base | 926 | 697 | 95* | 59* | 74* | 788 | 138 | 42** | 35* | 59* | 34* | 628 | 296 | 626 | 226 | 239 | 424 | 184 | 224 | 354 | 269 |
| Invasion of privacy | 149 | 115 | 14 | 6 | 14 | 133 | 16 | 7 | 7 | 12 | 2 | 125 | 24 | 95 | 40 | 30 | 72 | 34 | 38 | 62 | 35 |
| | 16% | 16% | 15% | 10% | 19% | 17% | 11% | 16% | 20% | 20% | 7% | 20% ^l | 8% | 15% | 18% | 12% | 17% | 18% | 17% | 18% | 13% |
| The data could get into the wrong hands | 126 | 94 | 12 | 10 | 9 | 109 | 16 | 4 | 6 | 9 | 2 | 105 | 21 | 81 | 35 | 20 | 65 | 32 | 32 | 51 | 33 |
| | 14% | 13% | 13% | 17% | 13% | 14% | 12% | 9% | 16% | 16% | 7% | 17% ^l | 7% | 13% | 16% | 8% | 15% ^o | 17% ^o | 14% | 14% | 12% |
| Someone could hack the product | 101 | 81 | 7 | 6 | 7 | 88 | 13 | 2 | 3 | 9 | 4 | 76 | 24 | 64 | 29 | 33 | 47 | 13 | 25 | 42 | 26 |
| | 11% | 12% | 7% | 9% | 9% | 11% | 9% | 5% | 8% | 15% | 11% | 12% | 8% | 10% | 13% | 14% | 11% | 7% | 11% | 12% | 10% |
| It was not worth the effort / hassle | 99 | 61 | 12 | 12 | 14 | 78 | 21 | 8 | 12 | 10 | 5 | 60 | 40 | 52 | 33 | 19 | 49 | 16 | 12 | 33 | 40 |
| | 11% | 9% | 12% | 21% ^a | 19% ^a | 10% | 15% | 20% | 34% | 16% | 15% | 9% | 13% | 8% | 15% ^m | 8% | 12% | 9% | 5% | 9% | 15% ^r |
| It was expensive for me | 90 | 75 | 7 | 3 | 5 | 74 | 17 | 2 | 3 | 2 | 4 | 63 | 27 | 65 | 20 | 29 | 43 | 12 | 21 | 44 | 20 |
| | 10% | 11% | 7% | 5% | 7% | 9% | 12% | 4% | 10% | 4% | 11% | 10% | 9% | 10% | 9% | 12% | 10% | 7% | 9% | 12% | 8% |
| I find it difficult to use/ understand | 87 | 56 | 12 | 9 | 10 | 63 | 23 | 4 | 8 | 6 | 7 | 64 | 23 | 50 | 26 | 14 | 44 | 18 | 26 | 28 | 22 |
| | 9% | 8% | 13% | 15% | 14% | 8% | 17% ^e | 9% | 24% | 10% | 20% | 10% | 8% | 8% | 12% | 6% | 10% | 10% | 12% | 8% | 8% |
| Health risks (general mention) | 25 | 18 | 4 | 2 | 1 | 20 | 5 | 3 | 1 | 2 | - | 17 | 8 | 18 | 6 | 2 | 13 | 9 | 9 | 12 | 2 |
| | 3% | 3% | 4% | 4% | 1% | 3% | 4% | 6% | 3% | 3% | - | 3% | 3% | 3% | 3% | 1% | 3% | 5% ^o | 4% ^t | 3% | 1% |
| I am paying too much attention to the SMART product/ checking it too much | 25 | 23 | 2 | - | 1 | 23 | 2 | - | - | - | 1 | 22 | 3 | 20 | 4 | 7 | 11 | 6 | 4 | 16 | 4 |
| | 3% | 3% | 2% | - | 1% | 3% | 2% | - | - | - | 2% | 4% | 1% | 3% | 2% | 3% | 3% | 3% | 2% | 5% | 1% |
| Product reliability / breaking / not working / going wrong | 17 | 10 | 2 | 3 | 2 | 13 | 4 | 2 | 2 | * | 1 | 9 | 8 | 11 | 4 | 3 | 9 | 2 | * | 11 | 3 |
| | 2% | 1% | 2% | 6% ^a | 3% | 2% | 3% | 5% | 5% | * | 2% | 1% | 3% | 2% | 2% | 1% | 2% | 1% | * | 3% | 1% |
| Don't use them | 15 | 8 | 1 | 2 | 4 | 10 | 4 | 3 | - | 2 | * | 5 | 8 | 6 | 4 | 3 | 5 | 2 | 2 | 3 | 5 |
| | 2% | 1% | 1% | 3% | 5% ^a | 1% | 3% | 7% | - | 3% | - | 1% | 3% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% |
| Was not installed correctly (general mention) | 14 | 10 | 1 | 1 | 1 | 11 | 3 | - | 1 | * | - | 9 | 5 | 10 | 3 | 1 | 7 | 4 | 4 | 6 | 3 |
| | 1% | 2% | 1% | 2% | 1% | 1% | 2% | - | 3% | 1% | - | 1% | 2% | 2% | 1% | 1% | 2% | 2% | 2% | 2% | 1% |
| Safety / security / issues / viruses | 11 | 9 | 2 | - | 1 | 11 | - | 1 | - | * | - | 7 | 5 | 10 | * | 1 | 7 | 2 | 8 | * | 2 |
| | 1% | 1% | 2% | - | 1% | 1% | - | 3% | - | * | - | 1% | 2% | 2% | * | * | 2% | 1% | 4% ^s | * | 1% |
| Installation took a long time | 8 | 7 | - | * | 1 | 6 | 3 | - | 1 | 1 | - | 8 | - | 6 | 2 | 3 | 3 | 1 | 2 | - | 5 |
| | 1% | 1% | - | 1% | 1% | 2% | 2% | - | 3% | 1% | - | 1% | - | 1% | 1% | 1% | 1% | 1% | 1% | - | 2% ^s |
| Not interested in using them | 7 | 3 | 1 | 2 | 1 | 4 | 3 | - | - | 1 | 3 | 5 | 2 | 3 | 3 | 1 | * | 4 | 3 | 1 | 2 |
| | 1% | * | 1% | 3% | 2% | 1% | 2% | - | - | 2% | 9% | 1% | 1% | * | 1% | * | * | 2% ^p | 1% | * | 1% |
| Don't need it | 6 | 3 | 1 | * | 1 | 4 | 2 | - | 1 | 3 | * | 4 | 2 | 5 | * | 1 | 3 | 1 | 2 | 1 | 2 |
| | 1% | * | 1% | 1% | 2% | 1% | 2% | - | 3% | 5% | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% | * | 1% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084

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BASE: ALL WHO HAVE HEARD OF A SMART PRODUCT

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|--|------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Weighted Base | 926 | 697 | 95* | 59* | 74* | 788 | 138 | 42** | 35* | 59* | 34* | 628 | 296 | 626 | 226 | 239 | 424 | 184 | 224 | 354 | 269 |
| Cost of products / installation | 5* | 5 | - | - | - | 5 | - | - | - | - | - | 2 | 3 | 3 | 1 | 2 | 2 | 1 | 1 | 1 | 2 |
| | | 1% | - | - | - | 1% | - | - | - | - | - | * | 1% | 1% | 1% | 1% | * | * | * | * | 1% |
| Don't know enough about them / haven't heard of them | 4* | 2 | * | - | 1 | 3 | 1 | * | 1 | - | - | 3 | * | 2 | * | * | 1 | 2 | 2 | * | - |
| | | * | 1% | - | 1% | * | 1% | 1% | 3% | - | - | 1% | * | * | * | * | 1% | 1% | 1% | * | - |
| Inappropriate use of [personal] information | 3* | 1 | 2 | - | - | 3 | - | - | - | - | - | 3 | - | 3 | - | - | 2 | 1 | - | 2 | 1 |
| | | * | 2%a | - | - | * | - | - | - | - | - | * | - | * | - | * | 1% | 1% | * | * | * |
| Not thought about it | 3* | 1 | 1 | * | 1 | 2 | 1 | - | 1 | - | - | 2 | 1 | 2 | - | * | 2 | - | 1 | * | 1 |
| | | * | 1% | * | 1% | * | * | - | 2% | - | - | * | * | * | - | * | * | - | 1% | * | * |
| Products not tried and tested / established | 2* | 2 | - | - | - | 2 | - | - | - | - | - | - | 2 | 2 | - | - | 2 | - | 1 | - | 1 |
| | | * | - | - | - | * | - | - | - | - | - | - | 1% | * | - | - | * | - | 1% | - | * |
| Somebody breaking in to my house | 1* | 1 | - | - | * | 1 | * | - | - | - | - | * | 1 | 1 | - | - | - | 1 | - | 1 | - |
| | | * | - | - | * | * | * | - | - | - | - | * | * | * | - | - | 1% | - | * | * | - |
| Bank details being taken / financial fraud | 1* | 1 | * | - | - | 1 | - | - | - | - | - | 1 | - | 1 | * | - | 1 | - | 1 | - | - |
| | | * | * | - | - | * | - | - | - | - | - | * | - | * | - | * | - | * | * | - | - |
| Poor battery life | 1* | - | * | - | * | * | * | - | - | - | * | 1 | - | * | - | - | * | - | - | - | * |
| | | - | * | - | 1% | * | * | - | - | - | 1% | * | - | * | - | * | - | - | - | - | * |
| Other | 27 | 17 | 1 | 5 | 3 | 23 | 4 | 2 | 2 | 1 | 1 | 18 | 9 | 20 | 3 | 6 | 14 | 3 | 6 | 13 | 5 |
| | 3% | 2% | 1% | 9%ab | 5% | 3% | 3% | 5% | 5% | 1% | 4% | 3% | 3% | 3% | 1% | 2% | 3% | 2% | 3% | 4% | 2% |
| Nothing / have no concerns | 225 | 185 | 16 | 11 | 13 | 196 | 29 | 8 | 5 | 11 | 6 | 140 | 85 | 161 | 50 | 66 | 99 | 47 | 60 | 71 | 81 |
| | 24% | 27% | 16% | 18% | 18% | 25% | 21% | 20% | 14% | 19% | 16% | 22% | 29% | 26% | 22% | 28% | 23% | 25% | 27% | 20% | 30%a |
| Don't know | 98 | 67 | 19 | 4 | 8 | 82 | 16 | 1 | 2 | 7 | 6 | 65 | 33 | 66 | 24 | 26 | 42 | 19 | 19 | 43 | 25 |
| | 11% | 10% | 20%ac | 7% | 10% | 10% | 12% | 3% | 7% | 13% | 17% | 10% | 11% | 11% | 11% | 11% | 10% | 10% | 8% | 12% | 9% |
| None | 8 | 6 | * | * | 1 | 6 | 1 | - | - | - | * | 2 | 5 | 6 | 1 | 1 | 5 | * | 2 | 3 | 2 |
| | 1% | 1% | * | * | 2% | 1% | 1% | - | - | - | 1% | * | 2% | 1% | * | 1% | 1% | * | 1% | 1% | 1% |

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

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Table 120
VD27 - Lastly, can you tell me which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home?
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | GENDER | | AGE | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|---------------------------|-------------|----------|------------|------------------|-----------|-----------|-----------|------------------|--------------------|--------------------|-----------------|------------------|--------|------------------|--------------|-----------------------|---------|------------------|--------------------|---------------------|
| | | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Unweighted Base | 1155 | 598 | 557 | 209 | 173 | 196 | 205 | 168 | 131 | 73 | 227 | 357 | 230 | 341 | 619 | 536 | 357 | 798 | 889 | 265 |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| Virgin Media | 318 | 185 | 134 | 57 | 51 | 69 | 62 | 51 | 20 | 9 | 107 | 94 | 55 | 63 | 211 | 107 | 115 | 204 | 274 | 44 |
| | 26% | 30%b | 22% | 27%i | 22% | 32%i | 27%i | 30%i | 20% | 13% | 29% | 27% | 21% | 25% | 28% | 23% | 27% | 26% | 27% ^s | 20% |
| Sky | 272 | 127 | 145 | 46 | 67 | 62 | 47 | 30 | 11 | 10 | 74 | 68 | 75 | 55 | 186 | 87 | 124 | 149 | 220 | 52 |
| | 22% | 21% | 24% | 22%h | 30%ghi | 28%gh | 20% | 17% | 11% | 15% | 20% | 20% | 29%k | 22% | 24%o | 19% | 29%q | 19% | 22% | 23% |
| TalkTalk | 154 | 73 | 81 | 25 | 29 | 24 | 28 | 23 | 13 | 13 | 37 | 44 | 32 | 40 | 91 | 62 | 50 | 104 | 120 | 33 |
| | 13% | 12% | 13% | 12% | 13% | 11% | 12% | 14% | 13% | 18% | 10% | 13% | 12% | 16% | 12% | 13% | 12% | 13% | 12% | 15% |
| BT Total | 119 | 47 | 71 | 14 | 17 | 6 | 26 | 20 | 19 | 17 | 43 | 38 | 19 | 19 | 57 | 62 | 27 | 92 | 94 | 25 |
| Broadband/ BT | 10% | 8% | 12% | 7% | 8% | 3% | 11%e | 11%e | 19% ^{cde} | 25% ^{cde} | 12% | 11% | 7% | 7% | 7% | 13% ⁿ | 6% | 12% ^p | 9% | 11% |
| Yahoo/ BT | | | | | | | | | | | | | | | | | | | | |
| Openworld | | | | | | | | | | | | | | | | | | | | |
| BT Infinity | 107 | 51 | 55 | 15 | 13 | 16 | 30 | 15 | 13 | 4 | 33 | 40 | 22 | 11 | 72 | 35 | 32 | 75 | 83 | 23 |
| | 9% | 8% | 9% | 7% | 6% | 8% | 13% | 9% | 13% | 6% | 9% | 12% ^m | 9% | 4% | 9% | 8% | 7% | 9% | 8% | 10% |
| BT (other/ unspecified) | 65 | 36 | 29 | 12 | 18 | 10 | 9 | 8 | 3 | 5 | 18 | 15 | 14 | 17 | 43 | 22 | 22 | 43 | 58 | 7 |
| | 5% | 6% | 5% | 6% | 8% | 5% | 4% | 4% | 3% | 8% | 5% | 5% | 6% | 7% | 6% | 5% | 5% | 5% | 6% | 3% |
| Plusnet | 38 | 20 | 18 | 4 | 8 | 4 | 14 | 3 | 3 | 3 | 21 | 8 | 8 | 2 | 26 | 12 | 7 | 31 | 32 | 6 |
| | 3% | 3% | 3% | 2% | 3% | 2% | 6% | 2% | 3% | 4% | 6% ^m | 2% | 3% | 1% | 3% | 3% | 2% | 4% | 3% | 3% |
| EE/ Everything Everywhere | 36 | 21 | 15 | 14 | 4 | 10 | 3 | 2 | 2 | - | 7 | 12 | 8 | 9 | 20 | 16 | 18 | 18 | 31 | 5 |
| | 3% | 3% | 2% | 7% ^{cd} | 2% | 5% | 2% | 1% | 2% | - | 2% | 3% | 3% | 4% | 3% | 3% | 4% | 2% | 3% | 2% |
| Utility Warehouse | 15 | 4 | 11 | - | 1 | 1 | 1 | 7 | 5 | - | 7 | 3 | 5 | * | 8 | 7 | 3 | 12 | 11 | 4 |
| | 1% | 1% | 2% | - | * | 1% | 1% | 4% ^{cd} | 5% ^{cdef} | - | 2% | 1% | 2% | * | 1% | 2% | 1% | 2% | 1% | 2% |
| O2 | 15 | 5 | 10 | 7 | 5 | 2 | 1 | - | - | - | 2 | 3 | 3 | 7 | 7 | 7 | 4 | 11 | 11 | 4 |
| | 1% | 1% | 2% | 3% ^g | 2% | 1% | * | - | - | - | * | 1% | 1% | 3% ^j | 1% | 2% | 1% | 1% | 1% | 2% |
| Post Office | 12 | 7 | 5 | * | 1 | 1 | 1 | 3 | 3 | 4 | 3 | 3 | 5 | 1 | 2 | 10 | 2 | 11 | 7 | 5 |
| | 1% | 1% | 1% | * | * | * | * | 1% | 3% ^c | 6% ^{cdef} | 1% | 1% | 2% | * | * | 2% ⁿ | * | 1% | 1% | 2% |
| 3 | 10 | 3 | 7 | 4 | 4 | 2 | - | 1 | - | - | - | - | 4 | 6 | 5 | 6 | 6 | 4 | 10 | 1 |
| | 1% | 1% | 1% | 2% | 2% | 1% | - | 1% | - | - | - | - | 1% | 3% ^{jk} | 1% | 1% | 1% | 1% | 1% | * |
| Vodafone | 7 | 3 | 4 | * | 4 | 1 | 1 | - | 1 | - | - | 3 | 1 | 3 | 4 | 3 | 5 | 2 | 6 | 1 |
| | 1% | * | 1% | * | 2% | * | * | - | 1% | - | - | 1% | * | 1% | 1% | 1% | 1% | * | 1% | * |
| AOL | 7 | 4 | 3 | * | - | - | 2 | 3 | 1 | - | 4 | 2 | * | - | 5 | 2 | 3 | 3 | 6 | 1 |
| | 1% | 1% | 1% | * | - | - | 1% | 2% | 1% | - | 1% | 1% | * | - | 1% | * | 1% | * | 1% | * |
| Orange | 7 | 2 | 4 | - | - | 1 | * | 2 | 2 | 2 | 4 | - | * | 2 | 3 | 4 | - | 7 | 3 | 3 |
| | 1% | * | 1% | - | - | * | * | 1% | 2% ^c | 2% | 1% | - | * | 1% | * | 1% | - | 1% | * | 2% ^f |
| Tesco.net | 4 | 2 | 1 | 2 | 2 | - | - | - | - | - | - | - | 2 | 1 | 2 | 1 | 2 | 2 | 4 | - |
| | * | * | * | 1% | 1% | - | - | - | - | - | - | - | 1% | * | * | * | * | * | * | - |
| T-Mobile | 2 | - | 2 | - | - | - | - | 2 | - | - | - | - | - | 2 | - | 2 | - | 2 | 2 | - |
| | * | - | * | - | - | - | - | 1% | - | - | - | - | - | 1% | - | * | - | * | * | - |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
Overlap formulae used. * small base

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Table 120
VD27 - Lastly, can you tell me which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home?
BASE: ALL WHO ARE INTERNET USERS

| | GENDER | | AGE | | | | | | | SOCIAL GRADE | | | | WORKING STATUS | | CHILDREN IN HOUSEHOLD | | DISABILITY | | |
|----------------------|-------------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|---------|---------|---------|----------------|--------------|-----------------------|----------|------------|--------------------|---------------------|
| | TOTAL | MALE (a) | FEMALE (b) | 15-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | WORK-ING (n) | NOT WORK-ING (o) | YES (p) | NO (q) | NO DISAB-ILITY (r) | ANY DISAB-ILITY (s) |
| Weighted Base | 1224 | 612 | 612 | 209 | 226 | 217 | 230 | 171 | 101* | 70* | 370 | 341 | 259 | 253 | 759 | 465 | 431 | 793 | 998 | 224 |
| Other | 9 1% | 4 1% | 5 1% | - | * | 2 1% | 4 2% | 2 1% | 1 1% | - | 2 1% | 1 * | - | 5 2%kl | 5 1% | 4 1% | 2 * | 7 1% | 6 1% | 3 1% |
| None | 5 * | 3 1% | 2 * | 1 1% | - | 2 1% | * * | * * | 1 1% | * 1% | 1 * | 3 1% | - | 1 1% | 2 * | 3 1% | - | 5 1% | 4 * | 1 1% |
| Don't know | 22 2% | 13 2% | 9 1% | 7 3% | 3 1% | 6 3% | 2 1% | 1 1% | 1 1% | 2 3% | 7 2% | 4 1% | 5 2% | 7 3% | 10 1% | 13 3% | 10 2% | 12 1% | 16 2% | 6 3% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h/i - j/k/l/m - n/o - p/q - r/s
 Overlap formulae used. * small base



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Table 121
VD27 - Lastly, can you tell me which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home?
BASE: ALL WHO ARE INTERNET USERS

| | TOTAL | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | |
|---|--------------------------|-------------------------|----------------------|-------------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|-------------------------|------------------------|-----------------------------------|-------------------|-----------------------|-----------------------------|----------------------|------------------------|
| | | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) |
| Unweighted Base | 1155 | 883 | 148 | 124 | - | 1013 | 140 | 45 | 28 | 99 | 32 | 754 | 398 | 820 | 335 | 326 | 533 | 281 | 338 | 460 | 345 |
| Weighted Base | 1224 | 988 | 137 | 99* | ** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Virgin Media | 318 26% | 273 28% ^c | 32 23% | 14 14% | - | 289 26% | 29 23% | 7 15% | 2 9% | 16 21% | 4 18% | 226 27% | 93 23% | 238 27% | 81 24% | 118 32% ^p | 139 24% | 60 23% | 73 22% | 150 29% | 94 26% |
| Sky | 272 22% | 222 23% | 33 24% | 18 18% | - | 244 22% | 29 23% | 5 12% | 5 19% | 7 9% | 4 19% | 174 21% | 97 24% | 219 25% ⁿ | 53 16% | 80 22% | 139 24% | 51 20% | 68 21% | 116 22% | 85 24% |
| TalkTalk | 154 13% | 116 12% | 25 18% | 13 13% | - | 132 12% | 21 17% | 5 11% | 8 30% | 10 13% | 3 12% | 108 13% | 45 11% | 102 12% | 52 15% | 51 14% | 65 11% | 34 13% | 40 12% | 69 13% | 41 12% |
| BT Total Broadband/ BT Yahoo/ BT Openworld | 119 10% | 83 8% | 14 10% | 22 22% ^{ab} | - | 106 10% | 13 11% | 12 27% | 6 22% | 16 21% | 2 11% | 87 11% | 32 8% | 66 8% | 52 15% ^m | 35 10% | 56 10% | 26 10% | 35 11% | 48 9% | 36 10% |
| BT Infinity | 107 9% | 87 9% | 15 11% | 4 4% | - | 100 9% | 7 6% | 3 8% | 1 3% | 12 15% | 1 6% | 67 8% | 40 10% | 77 9% | 30 9% | 23 6% | 61 10% | 22 9% | 31 9% | 44 8% | 31 9% |
| BT (other/ unspecified) | 65 5% | 54 5% | 4 3% | 7 7% | - | 58 5% | 7 6% | 3 6% | 3 11% | 1 2% | 2 9% | 46 6% | 19 5% | 51 6% | 14 4% | 12 3% | 32 5% | 21 8% ^o | 22 7% | 26 5% | 16 4% |
| Plusnet | 38 3% | 36 4% | 1 1% | 1 2% | - | 37 3% | 1 1% | 3 6% | - | 3 4% | - | 27 3% | 11 3% | 27 3% | 11 3% | 11 3% | 21 4% | 7 3% | 12 4% | 13 3% | 13 4% |
| EE/ Everything Everywhere | 36 3% | 32 3% | 2 1% | 2 2% | - | 33 3% | 3 2% | - | - | 1 2% | 1 5% | 20 2% | 17 4% | 27 3% | 9 3% | 15 4% | 17 3% | 4 2% | 8 2% | 17 3% | 11 3% |
| Utility Warehouse | 15 1% | 7 1% | 6 4% ^a | 3 3% | - | 14 1% | * * | - | - | 4 5% | * 2% | 11 1% | 4 1% | 8 1% | 7 2% | 3 1% | 10 2% | 2 1% | 1 * | 6 1% | 7 2% |
| O2 | 15 1% | 13 1% | 1 * | 1 1% | - | 12 1% | 3 2% | - | - | - | - | 9 1% | 6 2% | 14 2% | 1 * | 6 2% | 8 1% | 1 * | 3 1% | 8 2% | 3 1% |
| Post Office | 12 1% | 7 1% | 1 1% | 5 5% ^a | - | 10 1% | 3 2% | 4 9% | - | 1 2% | 2 7% | 8 1% | 5 1% | 5 1% | 7 2% ^m | 3 1% | 6 1% | 3 1% | 3 1% | 6 1% | 3 1% |
| 3 | 10 1% | 7 1% | 2 2% | 1 1% | - | 9 1% | 1 1% | - | - | - | - | 7 1% | 3 1% | 6 1% | 5 1% | 2 1% | 2 * | 5 2% | 6 2% | 2 * | 2 * |
| Vodafone | 7 1% | 6 1% | 1 1% | - | - | 6 1% | 1 1% | - | - | * 1% | 1 4% | 2 * | 5 1% | 6 1% | 1 * | 2 * | 2 * | 3 1% | 6 2% ^s | 1 * | * * |
| AOL | 7 1% | 6 1% | - | 1 1% | - | 6 1% | 1 1% | - | - | - | 4 4% | 4 1% | 3 1% | 5 1% | 2 1% | 1 * | 3 * | 3 1% | 6 2% ^s | - | 1 * |
| Orange | 7 1% | 4 * | - | 3 3% ^a | - | 7 1% | - | 2 4% | - | 2 3% | - | 4 * | 3 1% | 6 1% | 1 * | 1 * | 4 1% | 2 1% | 1 * | 3 1% | 2 1% |
| Tesco.net | 4 * | 4 * | - | - | - | 4 * | - | - | - | - | - | 1 * | 2 1% | 4 * | - | - | 2 * | - | 1 * | 3 1% | - |
| T-Mobile | 2 * | 2 * | - | - | - | 2 * | - | - | - | - | - | - | 2 * | 2 * | - | - | - | 2 1% | - | - | 2 * |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

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Table 121
VD27 - Lastly, can you tell me which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home?
BASE: ALL WHO ARE INTERNET USERS

| | INTERNET USAGE | | | | INTERNET CONFIDENCE | | AGE AND INTERNET CONFIDENCE | | | | PRIVACY CONCERN | | SOCIAL MEDIA ACCOUNT | | CONTROL OVER PERSONAL INFORMATION | | | SECURITY BEHAVIOUR | | | |
|----------------------|-------------------------|----------------|---------------------|----------------|---------------------|--------------------|-----------------------------|------------------------|----------------------|--------------------------|------------------|--------------------------|----------------------|-----------------|-----------------------------------|-------------------|-----------------|-----------------------------|----------------------|------------------------|-----|
| | SEVERAL TIMES A DAY (a) | ONCE A DAY (b) | LESS THAN DAILY (c) | NOT A USER (d) | CON-FIDENT (e) | NOT CON-FIDENT (f) | 75+ CON-FIDENT (g) | 75+ NOT CON-FIDENT (h) | 65-74 CON-FIDENT (i) | 65-74 NOT CON-FIDENT (j) | VERY/ FAIRLY (k) | NOT VERY/ NOT AT ALL (l) | HAS AC-COUNT (m) | NO AC-COUNT (n) | GREAT DEAL/ FAIR AMOUNT (o) | NOT VERY MUCH (p) | NONE AT ALL (q) | NOT DOING ENOUGH [8-10] (r) | DOING SOME [4-7] (s) | DOING ENOUGH [1-3] (t) | |
| Weighted Base | 1224 | 988 | 137 | 99* | -** | 1098 | 123 | 44* | 26** | 78* | 23** | 824 | 397 | 882 | 342 | 370 | 587 | 254 | 330 | 524 | 357 |
| Other | 9 | 7 | 1 | 1 | - | 7 | 1 | - | - | 1 | - | 5 | 4 | 5 | 4 | 1 | 5 | 4 | 5 | 3 | 1 |
| | 1% | 1% | 1% | 1% | - | 1% | 1% | - | - | 1% | - | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | 1% | * |
| None | 5 | 5 | - | 1 | - | 4 | 2 | - | * | 1 | 1 | 3 | 2 | 4 | 2 | 4 | 1 | - | 2 | - | 3 |
| | * | * | - | 1% | - | * | 1% | - | 2% | 1% | 2% | * | * | * | 1% | 1% | * | - | * | - | 1% |
| Don't know | 22 | 20 | - | 2 | - | 20 | 2 | 1 | 1 | 1 | * | 16 | 6 | 11 | 11 | 4 | 14 | 4 | 8 | 8 | 6 |
| | 2% | 2% | - | 2% | - | 2% | 2% | 1% | 5% | 1% | 1% | 2% | 2% | 1% | 3% | 1% | 2% | 2% | 2% | 2% | 2% |

Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d - e/f - g/h/i/j - k/l - m/n - o/p/q - r/s/t
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

For further information, phone the Ipsos MORI Omnibus team on +44 (0) 20 8861 8084



Ipsos MORI

| | Page | Table | Title | Base Description | Base |
|---|------|-------|--|--|------|
| ● | 1 | 1 | VD01A - Which of the following devices, if any, do you use to access the internet? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 2 | 2 | VD01A - Which of the following devices, if any, do you use to access the internet? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 3 | 3 | VD01B - And in which of the following ways do you access the internet? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 4 | 4 | VD01B - And in which of the following ways do you access the internet? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 5 | 5 | VD01C - Do you have a social media account, for example Twitter, Facebook, Instagram or Snapchat? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 6 | 6 | VD01C - Do you have a social media account, for example Twitter, Facebook, Instagram or Snapchat? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| | 7 | 7 | VD02 - How confident, if at all, you are in your skills and ability to do the following: SUMMARY | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 8 | 8 | VD02_1 - How confident, if at all, you are in your skills and ability to do the following? To use the internet. | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 9 | 9 | VD02_1 - How confident, if at all, you are in your skills and ability to do the following? To use the internet. | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 10 | 10 | VD02_2 - How confident, if at all, you are in your skills and ability to do the following? Setting and controlling privacy features on a web browser on a PC or laptop. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 11 | 11 | VD02_2 - How confident, if at all, you are in your skills and ability to do the following? Setting and controlling privacy features on a web browser on a PC or laptop. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 12 | 12 | VD02_3 - How confident, if at all, you are in your skills and ability to do the following? Setting and controlling privacy features on a web browser on a mobile phone. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 13 | 13 | VD02_3 - How confident, if at all, you are in your skills and ability to do the following? Setting and controlling privacy features on a web browser on a mobile phone. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 14 | 14 | VD02_4 - How confident, if at all, you are in your skills and ability to do the following? Setting and controlling privacy features on a web browser on a tablet. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 15 | 15 | VD02_4 - How confident, if at all, you are in your skills and ability to do the following? Setting and controlling privacy features on a web browser on a tablet. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 16 | 16 | VD02_5 - How confident, if at all, you are in your skills and ability to do the following? Deleting web browser history or cached pages. | BASE: ALL WHO ARE INTERNET USERS | 1155 |

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| ● | 17 | 17 | VD02_5 - How confident, if at all, you are in your skills and ability to do the following? Deleting web browser history or cached pages. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 18 | 18 | VD02_6 - How confident, if at all, you are in your skills and ability to do the following? Deleting web browser cookies. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 19 | 19 | VD02_6 - How confident, if at all, you are in your skills and ability to do the following? Deleting web browser cookies. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 20 | 20 | VD03A - Here are some reasons why people do not access the internet or do not use it very often. Please tell me all the reasons which apply to you. | BASE: ALL WHO ACCESS THE INTERNET LESS THAN ONCE A WEEK | 296 |
| ● | 21 | 20 | VD03A - Here are some reasons why people do not access the internet or do not use it very often. Please tell me all the reasons which apply to you. | BASE: ALL WHO ACCESS THE INTERNET LESS THAN ONCE A WEEK | 222 |
| ● | 22 | 21 | VD03A - Here are some reasons why people do not access the internet or do not use it very often. Please tell me all the reasons which apply to you. | BASE: ALL WHO ACCESS THE INTERNET LESS THAN ONCE A WEEK | 296 |
| | 23 | 21 | VD03A - Here are some reasons why people do not access the internet or do not use it very often. Please tell me all the reasons which apply to you. | BASE: ALL WHO ACCESS THE INTERNET LESS THAN ONCE A WEEK | 222 |
| ● | 24 | 22 | VD03B - And what is your main reason for not accessing the internet or not using it that often? | BASE: ALL WHO ACCESS THE INTERNET LESS THAN ONCE A WEEK | 296 |
| ● | 25 | 23 | VD03B - And what is your main reason for not accessing the internet or not using it that often? | BASE: ALL WHO ACCESS THE INTERNET LESS THAN ONCE A WEEK | 296 |
| ● | 26 | 24 | VD04A - When thinking about using the internet in general, what concerns, if any, do you have when using the internet? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 27 | 24 | VD04A - When thinking about using the internet in general, what concerns, if any, do you have when using the internet? | BASE: ALL WHO ARE INTERNET USERS | 1224 |
| ● | 28 | 24 | VD04A - When thinking about using the internet in general, what concerns, if any, do you have when using the internet? | BASE: ALL WHO ARE INTERNET USERS | 1224 |
| ● | 29 | 25 | VD04A - When thinking about using the internet in general, what concerns, if any, do you have when using the internet? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 30 | 25 | VD04A - When thinking about using the internet in general, what concerns, if any, do you have when using the internet? | BASE: ALL WHO ARE INTERNET USERS | 1224 |
| ● | 31 | 25 | VD04A - When thinking about using the internet in general, what concerns, if any, do you have when using the internet? | BASE: ALL WHO ARE INTERNET USERS | 1224 |

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| ● | 32 | 26 | VD04B - When thinking about using the internet in general, what concerns, if any, do you have about the internet? | BASE: ALL WHO NEVER USE THE INTERNET | 268 |
| ● | 33 | 26 | VD04B - When thinking about using the internet in general, what concerns, if any, do you have about the internet? | BASE: ALL WHO NEVER USE THE INTERNET | 199 |
| ● | 34 | 27 | VD04B - When thinking about using the internet in general, what concerns, if any, do you have about the internet? | BASE: ALL WHO NEVER USE THE INTERNET | 268 |
| ● | 35 | 27 | VD04B - When thinking about using the internet in general, what concerns, if any, do you have about the internet? | BASE: ALL WHO NEVER USE THE INTERNET | 199 |
| ● | 36 | 28 | VD05A - Generally speaking, when you use the internet, how concerned, if at all, are you about your privacy on line? By privacy we mean who has access to your personal details or your online activities. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 37 | 29 | VD05A - Generally speaking, when you use the internet, how concerned, if at all, are you about your privacy on line? By privacy we mean who has access to your personal details or your online activities. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 38 | 30 | VD05B - Generally speaking, if you were to use the internet, how concerned would you be about your privacy on line? By privacy we mean who has access to your personal details or your online activities. | BASE: ALL WHO NEVER USE THE INTERNET | 268 |
| ● | 39 | 31 | VD05B - Generally speaking, if you were to use the internet, how concerned would you be about your privacy on line? By privacy we mean who has access to your personal details or your online activities. | BASE: ALL WHO NEVER USE THE INTERNET | 268 |
| ● | 40 | 32 | VD06A - And how concerned, if at all, are you about your privacy when accessing the internet through a mobile signal, for example 3G? By privacy we mean who has access to your personal details or your online activities. Would you say you are... | BASE: ALL WHO ACCESS THE INTERNET ON A MOBILE | 476 |
| ● | 41 | 33 | VD06A - And how concerned, if at all, are you about your privacy when accessing the internet through a mobile signal, for example 3G? By privacy we mean who has access to your personal details or your online activities. Would you say you are... | BASE: ALL WHO ACCESS THE INTERNET ON A MOBILE | 476 |
| | 42 | 34 | VD06B - And how concerned, if at all, are you about your privacy when accessing the internet through a public wifi connection? By privacy we mean who has access to your personal details or your online activities on the internet. Would you say you are... | BASE: ALL WHO ACCESS THE INTERNET IN A PUBLIC PLACE | 159 |

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|---|------|-------|--|---|------|
| ● | 43 | 35 | VD06B - And how concerned, if at all, are you about your privacy when accessing the internet through a public wifi connection? By privacy we mean who has access to your personal details or your online activities on the internet. Would you say you are... | BASE: ALL WHO ACCESS THE INTERNET IN A PUBLIC PLACE | 159 |
| ● | 44 | 36 | VD07 - And what makes you concerned about privacy issues when accessing the internet through a mobile signal or on a public wifi connection? | BASE: ALL WHO ARE CONCERNED | 324 |
| ● | 45 | 37 | VD07 - And what makes you concerned about privacy issues when accessing the internet through a mobile signal or on a public wifi connection? | BASE: ALL WHO ARE CONCERNED | 324 |
| | 46 | 37 | VD07 - And what makes you concerned about privacy issues when accessing the internet through a mobile signal or on a public wifi connection? | BASE: ALL WHO ARE CONCERNED | 372 |
| ● | 47 | 38 | VD08 - Here are a number of different activities that people can do on the internet. Which, if any, would make you feel most concerned about how your personal information is being used if you were doing them on the internet? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 48 | 38 | VD08 - Here are a number of different activities that people can do on the internet. Which, if any, would make you feel most concerned about how your personal information is being used if you were doing them on the internet? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 49 | 39 | VD08 - Here are a number of different activities that people can do on the internet. Which, if any, would make you feel most concerned about how your personal information is being used if you were doing them on the internet? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 50 | 39 | VD08 - Here are a number of different activities that people can do on the internet. Which, if any, would make you feel most concerned about how your personal information is being used if you were doing them on the internet? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 51 | 40 | VD09A - In general, when thinking about companies or other organisations online, how much, if any, personal information do you think they collect and store about you from the internet? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 52 | 41 | VD09A - In general, when thinking about companies or other organisations online, how much, if any, personal information do you think they collect and store about you from the internet? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 53 | 42 | VD09B - And how much control, if any, do you think you have over how your personal information from the internet is used? | BASE: ALL WHO ARE INTERNET USERS | 1155 |

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| ● | 54 | 43 | VD09B - And how much control, if any, do you think you have over how your personal information from the internet is used? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 55 | 44 | VD10A - Which of the following types of organisations, if any, do you trust with your personal information? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 56 | 45 | VD10A - Which of the following types of organisations, if any, do you trust with your personal information? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 57 | 46 | VD10B - And which of the following types of organisations, if any, do you not trust with your personal information? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 58 | 47 | VD10B - And which of the following types of organisations, if any, do you not trust with your personal information? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 59 | 48 | VD11 - There are many reasons why companies might collect your personal information online. What do you think are the main reasons why companies want to collect your personal data? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 60 | 48 | VD11 - There are many reasons why companies might collect your personal information online. What do you think are the main reasons why companies want to collect your personal data? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 61 | 48 | VD11 - There are many reasons why companies might collect your personal information online. What do you think are the main reasons why companies want to collect your personal data? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 62 | 49 | VD11 - There are many reasons why companies might collect your personal information online. What do you think are the main reasons why companies want to collect your personal data? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 63 | 49 | VD11 - There are many reasons why companies might collect your personal information online. What do you think are the main reasons why companies want to collect your personal data? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 64 | 49 | VD11 - There are many reasons why companies might collect your personal information online. What do you think are the main reasons why companies want to collect your personal data? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 65 | 50 | VD12 - There are many ways in which companies can collect information about people on the internet. Which, if any, of the following have you heard of? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 66 | 50 | VD12 - There are many ways in which companies can collect information about people on the internet. Which, if any, of the following have you heard of? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |

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| ● | 67 | 51 | VD12 - There are many ways in which companies can collect information about people on the internet. Which, if any, of the following have you heard of? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 68 | 51 | VD12 - There are many ways in which companies can collect information about people on the internet. Which, if any, of the following have you heard of? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| | 69 | 52 | VD13 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally: SUMMARY | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 70 | 53 | VD13_1 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally? Receiving more targeted adverts and marketing materials to try to sell more goods and services. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 71 | 54 | VD13_1 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally? Receiving more targeted adverts and marketing materials to try to sell more goods and services. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 72 | 55 | VD13_2 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally? Helping companies develop new products or services that are designed to appeal to you. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 73 | 56 | VD13_2 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally? Helping companies develop new products or services that are designed to appeal to you. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 74 | 57 | VD13_3 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally? Allowing other companies to have access to your personal details. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 75 | 58 | VD13_3 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally? Allowing other companies to have access to your personal details. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 76 | 59 | VD13_4 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally? Receiving better customer service: for example, by knowing the name or past history of the customer if they get in touch. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 77 | 60 | VD13_4 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally? Receiving better customer service: for example, by knowing the name or past history of the customer if they get in touch. | BASE: ALL WHO ARE INTERNET USERS | 1155 |

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| ● | 78 | 61 | VD13_5 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally? As a way to keep the prices companies charge for goods or services cheap or free. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 79 | 62 | VD13_5 - How much, if at all, do you think each of the following ways of using your personal information benefits you personally? As a way to keep the prices companies charge for goods or services cheap or free. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| | 80 | 63 | VD14 - Each of the following statements describe how some people generally feel about companies using their personal information. For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree: SUMMARY | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 81 | 64 | VD14_1 - Each of the following statements describe how some people generally feel about companies using their personal information. For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree. I am willing for companies to collect my personal information but I want to know what information they collect and how they will use it. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 82 | 65 | VD14_1 - Each of the following statements describe how some people generally feel about companies using their personal information. For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree. I am willing for companies to collect my personal information but I want to know what information they collect and how they will use it. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 83 | 66 | VD14_2 - Each of the following statements describe how some people generally feel about companies using their personal information. For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree. I do not allow companies to use my personal information in any circumstances. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 84 | 67 | VD14_2 - Each of the following statements describe how some people generally feel about companies using their personal information. For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree. I do not allow companies to use my personal information in any circumstances. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 85 | 68 | VD14_3 - Each of the following statements describe how some people generally feel about companies using their personal information. For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree. I am willing to give access to my personal information in exchange for benefits such as free access to a website. | BASE: ALL WHO ARE INTERNET USERS | 1155 |

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| ● | 86 | 69 | VD14_3 - Each of the following statements describe how some people generally feel about companies using their personal information. For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree. I am willing to give access to my personal information in exchange for benefits such as free access to a website. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 87 | 70 | VD14_4 - Each of the following statements describe how some people generally feel about companies using their personal information. For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree. I am only willing to give access to my personal information to a company or brand I trust. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 88 | 71 | VD14_4 - Each of the following statements describe how some people generally feel about companies using their personal information. For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree. I am only willing to give access to my personal information to a company or brand I trust. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 89 | 72 | VD14_5 - Each of the following statements describe how some people generally feel about companies using their personal information. For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree. Government and public services are more responsible with their use of my personal information than private companies. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 90 | 73 | VD14_5 - Each of the following statements describe how some people generally feel about companies using their personal information. For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree. Government and public services are more responsible with their use of my personal information than private companies. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 91 | 74 | VD14_6 - Each of the following statements describe how some people generally feel about companies using their personal information. For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree. I would rather pay more for goods and services than provide my personal information. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 92 | 75 | VD14_6 - Each of the following statements describe how some people generally feel about companies using their personal information. For each statement can you please say if you agree or disagree, on a scale of 1 to 10 where 1 means you totally disagree and 10 means you totally agree. I would rather pay more for goods and services than provide my personal information. | BASE: ALL WHO ARE INTERNET USERS | 1155 |

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| | 93 | 76 | VD15 - How often, if at all, do you personally do each of these. If you were not aware you could do this, please say so: SUMMARY | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 94 | 77 | VD15_1 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so. Opting-out of receiving marketing or information from a company. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 95 | 78 | VD15_1 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so. Opting-out of receiving marketing or information from a company. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 96 | 79 | VD15_2 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so. Opting out of sharing your personal information with partner companies to the company. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 97 | 80 | VD15_2 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so. Opting out of sharing your personal information with partner companies to the company. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 98 | 81 | VD15_3 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so. Reading privacy statements, or a company's terms and conditions, to inform your decision about whether to use the site or service. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 99 | 82 | VD15_3 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so. Reading privacy statements, or a company's terms and conditions, to inform your decision about whether to use the site or service. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 100 | 83 | VD15_4 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so. Changing the settings on your browser to block 'cookies', (devices that collect data on the websites you visit) or to choose which 'cookies' you will accept'. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 101 | 84 | VD15_4 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so. Changing the settings on your browser to block 'cookies', (devices that collect data on the websites you visit) or to choose which 'cookies' you will accept'. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 102 | 85 | VD15_5 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so. Using the 'private' mode on your internet browser. | BASE: ALL WHO ARE INTERNET USERS | 1155 |

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| ● | 103 | 86 | VD15_5 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so. Using the 'private' mode on your internet browser. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 104 | 87 | VD15_7 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so. Making sure there is a padlock or secure web address in your browser's address bar. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 105 | 88 | VD15_7 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so. Making sure there is a padlock or secure web address in your browser's address bar. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 106 | 89 | VD15_8 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so. Using security software (such as anti-virus software). | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 107 | 90 | VD15_8 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so. Using security software (such as anti-virus software). | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 108 | 91 | VD15_6 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so. Changing your privacy settings on social networking sites. | BASE: ALL WHO HAVE A SOCIAL MEDIA ACCOUNT | 820 |
| ● | 109 | 92 | VD15_6 - How often, if at all, do you personally do each of these? If you were not aware you could do this, please say so. Changing your privacy settings on social networking sites. | BASE: ALL WHO HAVE A SOCIAL MEDIA ACCOUNT | 820 |
| ● | 110 | 93 | VD16 - Looking at the types of information below, which three, if any, are you most concerned about providing to companies on the internet? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 111 | 93 | VD16 - Looking at the types of information below, which three, if any, are you most concerned about providing to companies on the internet? | BASE: ALL WHO ARE INTERNET USERS | 1224 |
| ● | 112 | 94 | VD16 - Looking at the types of information below, which three, if any, are you most concerned about providing to companies on the internet? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 113 | 94 | VD16 - Looking at the types of information below, which three, if any, are you most concerned about providing to companies on the internet? | BASE: ALL WHO ARE INTERNET USERS | 1224 |
| | 114 | 95 | VD17 - When thinking about what is currently being done to protect your personal information when using the internet, do you think a lot more needs to be done, or enough is currently being done by each of the following: SUMMARY | BASE: ALL WHO ARE INTERNET USERS | 1155 |

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| ● | 115 | 96 | VD17_1 - When thinking about what is currently being done to protect your personal information when using the internet, do you think a lot more needs to be done, or enough is currently being done by each of the following? Companies which use personal information collected online. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 116 | 97 | VD17_1 - When thinking about what is currently being done to protect your personal information when using the internet, do you think a lot more needs to be done, or enough is currently being done by each of the following? Companies which use personal information collected online. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 117 | 98 | VD17_2 - When thinking about what is currently being done to protect your personal information when using the internet, do you think a lot more needs to be done, or enough is currently being done by each of the following? Internet service providers. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 118 | 99 | VD17_2 - When thinking about what is currently being done to protect your personal information when using the internet, do you think a lot more needs to be done, or enough is currently being done by each of the following? Internet service providers. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 119 | 100 | VD17_3 - When thinking about what is currently being done to protect your personal information when using the internet, do you think a lot more needs to be done, or enough is currently being done by each of the following? The government. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 120 | 101 | VD17_3 - When thinking about what is currently being done to protect your personal information when using the internet, do you think a lot more needs to be done, or enough is currently being done by each of the following? The government. | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 121 | 102 | VD17B - And using the same 1 to 10 scale, when thinking about what you're currently doing to protect your personal information when using the internet, do you think you are doing enough or that you could do a lot more? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 122 | 103 | VD17B - And using the same 1 to 10 scale, when thinking about what you're currently doing to protect your personal information when using the internet, do you think you are doing enough or that you could do a lot more? | BASE: ALL WHO ARE INTERNET USERS | 1155 |

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| ● | 123 | 104 | VD18 - When considering online security features, such as anti-virus software, spyware software, or firewalls, which of the following most applies to you? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 124 | 105 | VD18 - When considering online security features, such as anti-virus software, spyware software, or firewalls, which of the following most applies to you? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 125 | 106 | VD19 - To what extent do you agree or disagree with the following statement? I feel the level of protection offered by my online security service is sufficient. | BASE: ALL WHO USE ONLINE SECURITY PROTECTION | 958 |
| ● | 126 | 107 | VD19 - To what extent do you agree or disagree with the following statement? I feel the level of protection offered by my online security service is sufficient. | BASE: ALL WHO USE ONLINE SECURITY PROTECTION | 958 |
| ● | 127 | 108 | VD20 - For which of these reasons, if any, do you not use any online security protection? | BASE: ALL WHO DO NOT USE ONLINE SECURITY PROTECTION | 171 |
| ● | 128 | 109 | VD20 - For which of these reasons, if any, do you not use any online security protection? | BASE: ALL WHO DO NOT USE ONLINE SECURITY PROTECTION | 171 |
| ● | 129 | 110 | VD21 - How often, if at all, have you chosen not to use a website because you were concerned about the safety of your personal details? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 130 | 111 | VD21 - How often, if at all, have you chosen not to use a website because you were concerned about the safety of your personal details? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 131 | 112 | VD22 - And thinking about the last time you chose not to use a website because you were concerned over the safety of your personal details, for what purpose were you intending to use that website for? | BASE: ALL WHO HAVE CHOSEN NOT TO USE A WEBSITE | 985 |
| ● | 132 | 113 | VD22 - And thinking about the last time you chose not to use a website because you were concerned over the safety of your personal details, for what purpose were you intending to use that website for? | BASE: ALL WHO HAVE CHOSEN NOT TO USE A WEBSITE | 985 |
| ● | 133 | 114 | VD23 - Before today, have you heard of SMART products? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 134 | 115 | VD23 - Before today, have you heard of SMART products? | BASE: ALL ADULTS 15+ IN UNITED KINGDOM | 1423 |
| ● | 135 | 116 | VD24 - Do you use any SMART products at home? | BASE: ALL WHO HAVE HEARD OF A SMART PRODUCT | 846 |
| ● | 136 | 117 | VD24 - Do you use any SMART products at home? | BASE: ALL WHO HAVE HEARD OF A SMART PRODUCT | 846 |
| ● | 137 | 118 | VD25 - When thinking about using SMART products in general, what concerns, if any, do you have? | BASE: ALL WHO HAVE HEARD OF A SMART PRODUCT | 846 |
| ● | 138 | 118 | VD25 - When thinking about using SMART products in general, what concerns, if any, do you have? | BASE: ALL WHO HAVE HEARD OF A SMART PRODUCT | 926 |

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| ● | 139 | 119 | VD25 - When thinking about using SMART products in general, what concerns, if any, do you have? | BASE: ALL WHO HAVE HEARD OF A SMART PRODUCT | 846 |
| ● | 140 | 119 | VD25 - When thinking about using SMART products in general, what concerns, if any, do you have? | BASE: ALL WHO HAVE HEARD OF A SMART PRODUCT | 926 |
| ● | 141 | 120 | VD27 - Lastly, can you tell me which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| ● | 142 | 120 | VD27 - Lastly, can you tell me which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? | BASE: ALL WHO ARE INTERNET USERS | 1224 |
| ● | 143 | 121 | VD27 - Lastly, can you tell me which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? | BASE: ALL WHO ARE INTERNET USERS | 1155 |
| | 144 | 121 | VD27 - Lastly, can you tell me which Internet Service Provider (ISP) does your household currently use as its MAIN supplier at home? | BASE: ALL WHO ARE INTERNET USERS | 1224 |