

Annex A: Methodology

This programme of research was conducted by Accent, an independent market research agency based in London. Accent is a Market Research Society (MRS) Company Partner, and all work was carried out under the Code of Conduct of the MRS, ensuring that all responses were treated in the strictest of confidence. Accent is also registered under the Data Protection Act 1998 and has gained MRQSA (Market Research Quality Standards Association, BS 7911-2003) accreditation.

Quantitative

1,000 interviews with a representative sample of UK internet users were conducted using Computer Aided Telephone Interviewing (CATI) and Accent's proprietary software 'Accis'. Interviews were conducted in Accent's Bristol and Edinburgh telephone units. The Units are staffed by highly experienced interviewing teams, trained to IQCS or MRQSA standards.

Interviews were conducted based on soft quotas for age, gender, socio-economic group and having a social networking site profile. Data was then weighted to be representative of internet users aged 16+, using data from Ofcom's Technology Tracker Q4 2010.

Interviews lasted on average 16 minutes. Pilot interviews were conducted on 8th and 9th February 2011 and main fieldwork was completed between 11th and 24th February 2011.

Qualitative

Following the quantitative interviews, ten depth interviews were conducted over the telephone. Respondents for the depth interviews were recruited from the main survey, chosen to represent a range of age groups and a number of attitudinal positions:

- Low awareness of data collection activities, and unhappy about it
- low awareness of data collection activities, but accepting
- awareness of data collection activities, and takes selective measures not to pass on information
- awareness of data collection activities, and takes measures not to pass on information

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- awareness of data collection activities, but takes no measures not to pass on information.

Interviews lasted about 30 minutes and respondents were offered an incentive of £25 to thank them for their time.

Annex B: Questionnaire

Good morning/afternoon/evening. My name is from a research agency called Accent. I am carrying out research for The Communications Consumer Panel (the consumer watchdog for the UK communications sector), into people's use of the internet and would like to ask you some questions. Any answer you give will be treated in confidence in accordance with the Code of Conduct of the Market Research Society. I can assure you that your answers will be treated with complete confidentiality and your answers will not be attributed back to you.

Q1. Do you or any members of your household work for a market research firm, advertising agency, or public relations firm?

1. Yes **THANK AND CLOSE**
 2. No
-

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

1. Under 16 **THANK AND CLOSE**
 2. 16 - 24 **QUOTA = 17% = 170**
 3. 25 - 34 **QUOTA = 23% = 230**
 4. 35 - 44 **QUOTA = 23% = 230**
 5. 45 - 54 **QUOTA = 16% = 160**
 6. 55 - 64 **QUOTA = 15% = 150**
 7. 65 or over **QUOTA = 7% = 70**
 8. Do not wish to say **THANK AND CLOSE**
-

Q3. Do you have access to the internet; this could be at home, at work, at a different location or via your mobile phone? **DO NOT READ OUT - MULTI CODE**

1. Yes, internet access at home (dial up or broadband)
 2. Yes, internet access using the mobile phone network and a usb dongle plugged into a laptop
 3. Yes, internet access at work
 4. Yes, internet access elsewhere
 5. Yes, internet access via mobile phone
 6. No internet access **THANK AND CLOSE**
-

Q4. **IF Q3 ≠ 1/2/3/4 GO TO ERROR! REFERENCE SOURCE NOT FOUND.:** On average, how often do you personally use the internet either at home or elsewhere? Would you say you access the internet: **READ OUT - SINGLE CODE**

1. Every day
2. Several times a week
3. At least once a week.
4. Less often than once a week **THANK AND CLOSE**
5. Don't know (**DO NOT READ OUT**) **THANK AND CLOSE**

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Q5. ASK IF CODE 5 AT Q3. OTHERS GO TO Q6: On average, how often do you personally use the internet via your mobile phone? Would you say you access the internet via your mobile phone:READ OUT - SINGLE CODE

1. Every day
2. Several times a week
3. At least once a week
4. Less often than once a week
5. Never
6. Don't know (DO NOT READ OUT)

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

1. Yes QUOTA = 56% = 560
2. No QUOTA = 44% = 440



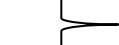
Q7. DO NOT ASK BUT RECORD GENDER:

1. Male QUOTA = 49% = 490
2. Female QUOTA = 51% = 510

Q8. What is the job title of the chief wage earner of your household or, if you are the chief wage earner, your own job title? IF RETIRED, PROBE WHETHER STATE OR PRIVATE PENSION - IF STATE ONLY CODE AS 'E'. IF PRIVATE ASK WHAT THEIR OCCUPATION WAS PRIOR TO RETIREMENT? PROBE

What are/were his/her/your qualifications/responsibilities? PROBE

WRITE IN AND CODE SEG

- | | | |
|---------------|---|-------------------|
| 1. A |  | QUOTA = 1% = 10 |
| 2. B | | QUOTA = 28% = 280 |
| 3. C1 |  | QUOTA = 33% = 330 |
| 4. C2 | | QUOTA = 17% = 170 |
| 5. D |  | QUOTA = 11% = 110 |
| 6. E | | QUOTA = 10% = 100 |
| 7. Not stated | | THANK AND CLOSE |

Main Interview

INTERVIEWER READ OUT:

Thank you. The questionnaire will take about [if Q6 = 2 say #15# or if Q6 = 1 say #20# minutes]. You do not have to answer questions you do not wish to and you can terminate the interview at any point.

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Q9. **ASK ALL:** Thinking about using the internet in general, do you have any particular concerns when using the internet? **DO NOT READ OUT - PROBE FULLY**

1. Privacy
2. Safety of personal details/ID theft
3. Violent content
4. Pornographic content
5. Safety of my children/paedophiles contacting children
6. Fraud
10. Viruses
7. Other concerns
8. No concerns
9. Don't know

Q10. **IF Q3 ≠ 1/2/3/4 GO TO Q11:** Generally speaking, when you use the internet, how concerned are you about your privacy on line? By this we mean who has access to your on-line personal details or behaviour. Would you say you are: **DP PLEASE ROTATE ORDER OF SCALE**

1. Very concerned
2. Fairly concerned
3. Not very concerned
4. Not at all concerned
5. **(DO NOT READ OUT)** Don't know

Q11. **ASK IF Q5 = 1, 2, 3 OR 4. OTHERS GO TO Q12:** Are you more or less concerned about privacy issues when you use your mobile phone to access the internet compared to when you use a PC, laptop or tablet?

1. More concerned
2. Less concerned
3. No difference

Q12. **ASK ALL:** Which of the following type of activities do you use the internet for? **READ OUT - MULTI CODE**

1. Booking travel and other leisure activities
2. Buying and/or selling things online, e.g. on Ebay
3. Reading/browsing News or information websites
4. Sending and receiving emails
5. Shopping for groceries and/or other items such as clothes, books, DVD's or CDs
6. Banking and/or paying bills online
7. Finding information for your work/job/studies
8. Looking at social networking sites, such as Facebook, MySpace, Bebo or Twitter
9. Using search engines, such as Google or Bing
10. Watching television, video or listening to music online e.g YouTube, iPlayer, Spotify
11. Playing online games
12. Other, specify
13. None of the above **THANK AND CLOSE**

Q13. **ASK IF Q5 = 1, 2, 3 OR 4. OTHERS GO ERROR! REFERENCE SOURCE NOT FOUND.:** And which of these do you ever use the internet on your mobile phone for? **READ OUT AND MULTI CODE**

1. Booking travel and other leisure activities

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2. Buying and/or selling things online, e.g. on Ebay
 3. Reading/browsing News or information websites
 4. Sending and receiving emails
 5. Shopping for groceries and/or other items such as clothes, books, DVD's or CDs
 6. Banking and/or paying bills online
 7. Finding information for your work/job/studies
 8. Looking at social networking sites, such as Facebook, MySpace, Bebo or Twitter
 9. Using search engines, such as Google or Bing
 10. Watching television, video or listening to music online e.g. YouTube, iPlayer, Spotify
 11. Playing online games
 12. Other, specify
 13. None of the above
-

Q22. READ OUT: We will be talking to you about how your personal information is used on the internet. Some companies use information about people who use the internet to help them advertise or design new products and services. Information about people's behaviour, purchases, likes, dislikes, age, gender and location can all be used to target relevant adverts, information and services at people. We would like to ask you a few questions to get your views on these kinds of activities.

ASK ALL: 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? I

READ OUT - MULTICODE

DP: FOR EACH CODE ASK Q22/Q23 BEFORE BRINGING UP NEXT CODE

1. Asking customers to register some details about themselves and to opt in or out of receiving marketing information from that company;
 2. Asking customers to register some details about themselves and opt in or out of receiving marketing information from other 'trusted' companies;
 3. Using information from people's social networking profiles in order to provide them with adverts or special offers likely to interest them;
 4. 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;
 5. 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
-

Q23. And of these methods shown, which, if any, are you happy to be used to collect information about you? FOR EACH STATEMENT ASK RESPONDENT TO CHOOSE FROM THE FOLLOWING (READ OUT) - MULTI CODE ALLOWED IF 2, 3 OR 4, BUT IF 1 OR 5 SINGLE CODE

DP: FOR EACH CODE ASK Q22/Q23 BEFORE BRINGING UP NEXT CODE

1. Yes, always
2. Yes, if I get adverts or information about products, offers or events that are more relevant to me

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3. Yes, if I get discounts or special offers on products, offers or events that are more relevant to me
4. Yes, as long as the information is collected from a company or brand I trust
5. No, never.

Q24. Companies can have different reasons to collect your personal information. I am going to read out three statements and I would like you to tell me how concerned you feel with companies using your personal information in this way. Please tell me on a scale of 1 - 10, where 1 is completely unconcerned and 10 is extremely concerned, how you feel about: read out

		DON'T KNOW (DO NOT READ OUT)
1. A company trying to generate more business, by studying your internet behaviour and then targeting things such as adverts and offers, on the basis of the information they have gathered		
2. A company using information about your internet behaviour to develop new services or businesses that are designed to be likely to appeal to you		
3. A company collecting information about you and/or your behaviour online and selling it to other organisations who may use it to sell products/ services to you		

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

1. Opting-out of receiving marketing or information from a company
2. Opting out of sharing your personal information with partner companies to the company
3. Reading privacy statements, or a company's terms and conditions, to inform your decision about whether to use the site or service
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
5. Using the 'private' mode on your internet browser
6. Changing your privacy settings on social networking sites
7. None of the above (**DO NOT READ OUT**) **GO TO Q27**

Q26. Which, if any, of these methods do you use personally? **FOR EACH STATEMENT ASK RESPONDENT TO CHOOSE FROM THE FOLLOWING (READ OUT) - SINGLE CODE**

DP: ONLY SHOW CODES MENTIONED IN Q25

- | | Have
never
done | Have done
in the
past but
do not so
anymore | Do
regularly
now |
|--|-----------------------|---|------------------------|
| 1. Opting-out of receiving marketing or information from a company..... | 1 | 2 | 3 |
| 2. Opting out of sharing your personal information with partner companies to the company | 1 | 2 | 3 |
| 3. Reading privacy statements, or a company's terms and conditions, to inform your decision about whether to use the site or service | 1 | 2 | 3 |

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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 1 2 3
5. Using the 'private' mode on your internet browser 1 2 3
6. Changing your privacy settings on social networking sites (only asked to those with social networking site) 1 2 3

Q27. Each statement describes 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. **READ OUT - DP: ROTATE ORDER OF STATEMENTS**

1. I am happy for companies to use my personal information but only if I have clearly opted in;
2. I am happy for companies to use my personal information in return for adverts and information that are more relevant to me;
3. I am happy for companies to use my personal information in return for discounts and special offers of interest to me;
4. I am happy for companies to collect my personal information but I want to know what information they collect and how they will use it;
5. I am not happy for companies to use my personal information unless I have a clear opt-out option;
6. I am happy for companies to use my personal information provided they do not share it with any other companies
7. I am not happy for companies to use my personal information in any circumstances

Q28. Again on a scale of 1 - 10, where this time 1 is completely unconcerned and 10 is extremely concerned, in general how concerned are you about providing (or: companies being able to collect) the following data: **READ OUT**

		NOT APPLICABLE	DON'T KNOW (DO NOT READ OUT)
1	Your postal address		
2	Your mobile number		
3	Your Landline telephone number		
4	Your Email address		
5	Your emails that you send and receive		
6	Your credit or debit card details for making online payments (eg when you are shopping online)		
7	Information about you and your friends from social networking sites, like Facebook, Twitter, MySpace and Bebo		
8	The browsing history in your computer, i.e. the websites you have recently visited		
9	Your current location, for instance if you are using the internet on your mobile phone		

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

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1. More needs to be done to protect my personal information
2. Enough is currently being done to protect my personal information
3. Less could be done to protect my personal information
4. I don't know what is currently being done to protect my personal information

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

1. People should have responsibility for their own information
2. Companies who ask for or use the personal information
3. Government
4. An independent organisation
5. Other

Q31. **ASK IF REGISTERED ON A SOCIAL NETWORKING WEBSITE (Q6 = 1), ELSE GO TO Q36.** You mentioned earlier that you have a page or profile on a social networking site. Which site or sites are you registered at?

1. Bebo
2. Facebook
3. Flickr
4. Myspace
5. Ning
6. Twitter
7. HI5
8. Piczo
9. Other (please specify)

Q32. **ASK FOR EACH WEBSITE MENTIONED IN Q31:** Which of these options apply in terms of who can see the different types of information on your social networking site profile that I'm going to read out? **READ OUT EACH IN TURN AND CODE ONE RESPONSE PER ROW**

	Can only be seen by my friends	Can be seen by my friends plus friends of friends	Can be seen by anyone	Can't be seen	Different photos or albums have different settings	Don't have this on my page	Don't know
A Your contact details - such as your email address, home address, telephone number, and so on	1	2	3	4	N/A	6	7
B Your personal information - such as your relationship status, date of birth, home town, and	1	2	3	4	N/A	6	7

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so on

C Photographs that you have posted on the site 1 2 3 4 5 6 7

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

1. Yes
2. No
3. Don't know/not sure

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

1. Yes
2. No
3. Don't know/not sure

Q35. And on a scale of 1 to 10, where 1 is completely unconcerned and 10 is extremely concerned, how concerned would you say you are about the fact that companies are able to use your personal information in this way?

About you

Q36. Finally, some questions about you. The personal information you provide during this survey will be kept confidential by Accent and will not be disclosed to third parties. It will be used for analysis purposes only. Are you the chief income earner in your household?

Q37.

- Yes
No
Don't know

Q38. What is your total annual household income, before tax and other deductions? If you don't know, please give your best estimate.

- Up to £5,750
£5,750 - £11,499
£11,500-£14,499
£14,500-£17,249
£17,250-£28,749
£28,750-£40,249
£40,250-£45,999
£46,000-£80,499
£80,500-£114,999
£115,000 and over
Prefer not to say

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Q39. How many adults (ie those aged 16 or over) usually live at your home address? SINGLE CODE

- one
- two
- three
- four
- five
- six
- more than six
- Prefer not to say

Q40. How many children (ie those aged under 16) usually live at your home address? SINGLE CODE

- None
- one
- two
- three
- four
- five
- six
- more than six
- Prefer not to say

Q41. Do you have any customer loyalty cards or are you a member of any schemes? This can also include credit cards where you 'save up' benefits. If so, can you select the ones you are part of from the list belowMULTICODE

- Tesco Clubcard
- Nectar
- Boots Advantage
- Co-op Dividend
- Air miles
- Marks and Spencer Rewards
- House of Fraser Recognition Card/House of Fraser Loyalty Card
- House of Fraser Recognition Master Card
- Barclaycard Freedom
- Others SPECIFY (OPTION TO INPUT SEVERAL)
- I do not have any loyalty cards/ I am not a member of any schemes
- Prefer not to say

Thank you for your help in this research

This research was conducted under the terms of the MRS code of conduct and is completely confidential. If you would like to confirm my credentials or those of Accent please call the MRS free on 0500 396999.

Please can I take a note of your name and where we can contact you for quality control purposes?

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Respondent name:

Telephone: home:work:.....

Thank you

I confirm that this interview was conducted under the terms of the MRS code of conduct and is completely confidential

Interviewer's signature:

Time Interview completed:

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If you would like any further information about Communications Consumer Panel and the work they do please visit: www.communicationsconsumerpanel.org.uk

Annex C: Telephone depths



Moderator:

Group:

Date:

Time:

Venue:

Good morning/afternoon... My name is ... and I work for Accent. You recently participated in a research project we are conducting for The Communication Consumer Panel (the consumer watchdog for the UK communications sector) into people's use of the internet and you very kindly agreed to do this follow up interview.

Before we start, I would like to reassure you that any answer you give will be treated in accordance with the Code of Conduct of the Market Research Society. This means that your answers will be treated with complete confidentiality and your answers will not be attributed back to you. Thank you very much for agreeing to help us with this research.

The discussion is also being tape-recorded. This is to ensure accuracy - so I do not have to try to remember what you have said - and for analysis purposes only. The recordings will not be passed to any third party not associated with the research project, and I assure you that none of your comments will be attributed to you by name. The discussion will last around 25-30 minutes. Can I stress that we are looking for your views. There are no right or wrong answers.

Introduction 5 mins (5)

Now to start I would like to ask you a few questions about you and your internet usage.

- Respondent background (age, profession, family status)
- And just as a recap from the previous interview:

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- How often do you use the internet?
- Mainly at home or at work or elsewhere?
- What mainly used for (shopping, banking, booking holidays etc.)

Personal information on the internet 15 mins (20)

Now, as you may remember from the previous interview I would like to talk to you about how your personal information is used on the internet. Some companies use personal information about people's behaviour, purchases, likes, dislikes, age, gender and location to target relevant adverts, information and services at people. I would like to talk to you in a bit more detail about ways in which your personal information on the internet might be collected and used. Firstly, there are different ways in which companies can collect your personal information on the internet. For instance, they may ask you to register some personal details or to opt in or out of receiving marketing information from them. Another method is using cookies to collect information on websites you visit and show you advertising and offers based on this.

- INT: IF NECESSARY EXPLAIN: Many websites use cookies. Cookies are small files that websites put on your computer hard drive when you first visit the website. Think of a cookie as an identification card that's uniquely yours. Its job is to notify the site when you've returned. Cookies tell the website how often you visit pages and let you store preferences and user names, register products and services, and personalize pages. Cookies also enable web sites to monitor their users' web surfing habits and profile them for marketing purposes.
- What do you think about these different ways of collecting information about you? Are some more acceptable than others? Why are you happy with some methods and not others?
 - INT.: REFER BACK TO NOTES FROM QUANT
- Generally speaking, how do you feel about 'sharing' personal information in return for some kind of benefit such as discounts, offers, special adverts?
- **MOBILE INTERNET USERS:** How do you feel about the fact that your location may be made available to other companies?
 - For instance you might be targeted with location based benefits such as offers on a retailer that you are near to. How do you feel about that?
- Are there certain types of benefits that mean you are happier to share your information?
 - If yes, what types of benefits? Can you give an example where you have shared your information for a specific benefit?
 - Unprompted then probe (explore differences between benefits and motivations for consumer)

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- Discounts on products you're interested in
- Special offers or recommendations directed at you based on products or services you have shown an interest in
 - INT. IF NECESSARY EXPLAIN: For example, recommendations on websites such as Amazon based on what you are looking at and what other shoppers looking for similar products looked at.
- 'Free' content on websites such as news and entertainment websites
 - INT. IF NECESSARY EXPLAIN: It is the process of advertising on these sites, and increasing use of personalised adverts which make the companies more money, that allows this content to be provided for free.
- Personalised services that rely on a regular process of feedback to improve them.
 - INT. IF NECESSARY EXPLAIN: For example Last.fm's personal 'radio' service. The online music service learns users' musical preferences based on what they individually choose to listen to. It also looks at the profiles of other users with similar preferences so that it can find more songs that the individual might like.
- If no, why not, what if anything would make you happier to share your information?
 - What would make you less happy to share information?
- Generally speaking, are there particular websites that you use more than others?
 - Particular types of website (travel information, banking/financial products/comparison websites etc.)?
 - Websites of specific brands/companies/organisations?
 - And why is it that you use these websites more regularly than others?
 - INT: Try and focus on why they use, for instance, specific travel websites over other or specific online shopping websites over other.
- Thinking about websites that you use regularly, are you happier to provide personal information to some websites than others?
 - Which ones are they and why?

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- INT.: Probe fully - what is it about the websites (ie the ones you use regularly)?
 - Company names/ brands you recognise? Recommended by a friend?
- Do you have any loyalty or points cards such as Nectar or Tesco Club Card? Which ones?
 - IF YES: What made you decide to sign up for such a scheme?
 - What are the benefits for you of having these types of cards?
 - And what do you think the benefits are for the company?
 - To what extent do you feel these types of schemes are different from sharing (or companies collecting) personal information online?
 - Why is it different?
 - INT - if necessary explain that what the companies are doing is essentially the same as sharing or collecting personal data. Then ask whether they had realised this and whether this changes their opinion?
 - How much do you think about how these companies use your personal information?
 - Would you expect them to share your personal information with other companies in order to make money?
 - Are you less or more concerned about this than sharing information online?
 - ◆ If so why is it different?
 - IF NO: Is there any particular reason why you haven't got any of these types of cards?

Social Networking (IF APPLICABLE) 5 mins (25)

- In the previous interview you said you have profiles on [CHECK BACK TO NOTES FROM QUANT], is that correct?
- Do you have any general concerns about the safety/ privacy of the information you post on these sites? Probe types of concerns for each
 - Personal details such as age, location etc.
 - Photos

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- Information about yourself/daily life
- As you know, these social networking sites have privacy settings that allow you to select who can see information on your profile page? Why do you think they are there?
- IF USE PRIVACY SETTINGS: Why do you use privacy settings? Probe fully What is your concern if you didn't use these settings?
 - If use different settings for different people or types of information why is that?
- IF NOT USED: You said in the previous interview that you do not use privacy settings on your social networking profile page/s, why is this?
- ASK ALL: If no privacy settings are put in place, who do you think can see your profile page? IF NECESSARY- Do you understand that anyone can see (and use) the information about you
- And did you know that this also includes companies who can then use the information they find about you in their advertising or to target specific types of offers? Do you think it is ok for companies to do this? Why/ why not?
 - If yes, are you happy for this type of information to be used in exchange for targeted marketing, discounts, good offers, other benefits?
 - Any type of return more than others?
- ASK ALL: How and why do they think companies might use this information, prompt with some different examples if people can't think of any, find out what people think about this - are some acceptable and some not, is there clear enough information about it etc.

Responsibility for protection of information 5 mins (30)

- In the previous interview you said that you felt enough/not enough [INT CHECK NOTES] is being done to protect your personal information on the internet. Do you still feel that way?
 - IF YES: Why do you think that?
 - IF NO: What has changed? And why do you think about it differently?
- In the previous interview you said that you had taken the following measures... to manage access to your personal information.
 - IF USED: Do you find these easy to use?

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- Do you think they provide enough protection? How might they be improved?
- **IF NONE USED:** Do you think you would use any measures in the future? Why/why not?
- In the previous interview you said that ... should have responsibility for ensuring people's personal information is looked after. Do you still think this? Why? Is there anyone else who should be involved? Is there anything you think should be done to change or improve the way people's personal information is used? If so, what are these?

Thank you very much.