

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - Summary table
All Adults aged 16-75 in Great Britain

	Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements.			
	today, I knew that 'smart devices' such as smart TVs, fitness devices, energy smart meters, and in-car navigation systems can collect information about my personal activities	I would want to understand what personal information, if any, was being collected before purchasing or using a 'smart device'	I would want to control who could access my personal information before purchasing or using a 'smart device'	The benefits of 'smart devices' outweigh any privacy concerns about the personal information they may collect
	(A)	(B)	(C)	(D)
Unweighted base	2005	2005	2005	2005
Weighted base	2005	2005	2005	2005
Strongly agree (2)	345 17% D	993 50% AD	1212 60% ABD	94 5%
Tend to agree (1)	606 30% D	679 34% CD	541 27% D	269 13%
Neither agree nor disagree (0)	245 12% BC	197 10% C	159 8%	581 29% ABC
Tend to disagree (-1)	442 22% BC	54 3% C	25 1%	461 23% BC
Strongly disagree (-2)	257 13% BC	21 1%	14 1%	476 24% ABC
Don't know	110 5% BC	61 3%	54 3%	124 6% BC
Top 2 Box	951 47% D	1672 83% AD	1753 87% ABD	363 18%
Bottom 2 Box	699 35% BC	75 4% C	39 2%	937 47% ABC
Mean	0.18 D	1.32 AD	1.49 ABD	-0.51

Overlap formulae used

ColumnProportions (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - Before today, I knew that 'smart devices' such as smart TVs, fitness devices, All Adults aged 16-75 in Great Britain

	Total	Gender		Age					Social grade			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)
Unweighted base	2005	994	1011	322	359	367	373	584	565	518	426	496
Weighted base	2005	993	1012	320	358	368	374	585	530	560	446	470
Strongly agree (2)	345 17%	216 22% C	129 13%	64 20%	69 19%	73 20%	50 13%	89 15%	120 23% KL	98 17%	53 12%	75 16%
Tend to agree (1)	606 30%	299 30%	308 30%	82 26%	119 33%	105 29%	113 30%	187 32%	185 35% L	182 32% L	121 27%	119 25%
Neither agree nor disagree (0)	245 12%	134 13%	111 11%	41 13%	53 15%	50 14%	39 10%	62 11%	59 11%	56 10%	61 14%	70 15%
Tend to disagree (-1)	442 22%	190 19%	252 25% B	71 22%	68 19%	83 23%	101 27%	118 20%	104 20%	129 23%	106 24%	103 22%
Strongly disagree (-2)	257 13%	94 9%	162 16% B	34 11%	33 9%	42 11%	62 16% E	86 15%	49 9%	72 13%	68 15%	68 15% I
Don't know	110 5%	60 6%	50 5%	27 8% G	17 5%	15 4%	9 2%	43 7% G	14 3%	23 4%	37 8% IJ	36 8% I
Top 2 Box	951 47%	515 52% C	436 43%	147 46%	188 52%	178 48%	163 44%	276 47%	304 57% KL	279 50% KL	174 39%	194 41%
Bottom 2 Box	699 35%	284 29%	414 41% B	106 33%	101 28%	125 34%	162 43% DEFH	204 35%	153 29%	201 36%	173 39% I	171 36%
Mean	0.18	0.38 C	-0.01	0.24	0.36 G	0.24 G	-0.03	0.14	0.43 JKL	0.19	-0.03	0.07

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTE

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - Before today, I knew that 'smart devices' such as smart TVs, fitness devices, All Adults aged 16-75 in Great Britain

	Total	REGION										
	Total	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East Anglia	South West	South East	Greater London	Wales	Scotland
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	2005	88	232	186	173	153	190	171	271	267	101	173
Weighted base	2005	87	231	181	183	153	187	176	271	265	100	171
Strongly agree (2)	345 17%	17 20% *	44 19%	23 13% *	38 21% *	27 18% *	27 15% *	23 13% *	40 15%	61 23%	12 12% *	33 19%
Tend to agree (1)	606 30%	18 20% *	67 29%	36 20% *	57 31% *	58 38% BD*	49 26% *	64 36% BD*	92 34% BD	77 29%	42 42% BD*	46 27%
Neither agree nor disagree (0)	245 12%	10 12% *	26 11%	37 20% FIKL*	21 11% *	8 5% *	20 11% *	27 15% F*	28 10%	45 17% F	6 6% *	16 9%
Tend to disagree (-1)	442 22%	22 26% *	50 22%	45 25% *	32 18% *	29 19% *	61 33% EFUJ*	35 20% *	47 17%	41 16%	29 29% J*	49 29% U
Strongly disagree (-2)	257 13%	14 16% *	38 16%	23 13% *	25 14% *	20 13% *	22 12% *	21 12% *	42 16%	24 9%	6 6% *	22 13%
Don't know	110 5%	6 7% *	5 2%	16 9% C*	10 5% *	10 7% *	7 4% *	6 3% *	21 8% C	17 6%	6 6% *	5 3%
Top 2 Box	951 47%	35 40% *	111 48% D	60 33% *	95 52% D*	85 56% D*	76 41% *	87 49% D*	132 49% D	138 52% D	54 53% D*	79 46%
Bottom 2 Box	699 35%	36 41% J*	89 38% J	68 38% J*	57 31% *	49 32% *	83 45% J*	56 32% *	89 33%	65 24%	35 35% *	71 41% J
Mean	0.18	0.03 *	0.13	-0.05 *	0.29 *	0.30 *	-0.01 *	0.19 *	0.16	0.45 BDG	0.26 *	0.12

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTE

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - Before today, I knew that 'smart devices' such as smart TVs, fitness devices, All Adults aged 16-75 in Great Britain

	Total	Marital Status				Household Size				Education			
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated		1 person	2 people	3 people	4+ people	GCSE / O Level / NVQ12	A Level or equivalent	Degree / Masters / PhD	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted base	2005	1133	639	233	391	734	388	492	487	454	865	192	
Weighted base	2005	1074	701	230	343	718	385	559	494	453	810	225	
Strongly agree (2)	345 17%	179 17%	130 19%	36 16%	53 16%	119 17%	49 13%	124 22% G	60 12%	100 22% IL	154 19% IL	22 10%	
Tend to agree (1)	606 30%	345 32%	198 28%	64 28%	97 28%	222 31%	130 34%	158 28%	128 26%	144 32%	280 35% IL	54 24%	
Neither agree nor disagree (0)	245 12%	134 12%	87 12%	24 10%	35 10%	94 13%	34 9%	82 15%	70 14%	44 10%	79 10%	40 18% JK	
Tend to disagree (-1)	442 22%	243 23%	156 22%	44 19%	66 19%	165 23%	103 27% E	107 19%	107 22%	109 24%	178 22%	48 21%	
Strongly disagree (-2)	257 13%	120 11%	89 13%	49 21% BC	75 22% FGH	84 12%	43 11%	54 10%	82 17% J	44 10%	97 12%	33 15%	
Don't know	110 5%	54 5%	42 6%	14 6%	16 5%	35 5%	25 7%	34 6%	47 10% JK	12 3%	22 3%	29 13% JK	
Top 2 Box	951 47%	524 49%	328 47%	99 43%	150 44%	340 47%	179 47%	282 50%	188 38%	244 54% IL	434 54% IL	75 33%	
Bottom 2 Box	699 35%	362 34%	244 35%	92 40%	141 41% H	249 35%	147 38% H	161 29%	189 38%	153 34%	275 34%	81 36%	
Mean	0.18	0.22	0.19	-0.03	-0.04	0.18 E	0.10	0.36 E	-0.05	0.33 IL	0.27 IL	-0.09 *	

ColumnProportions (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - Before today, I knew that 'smart devices' such as smart TVs, fitness devices, All Adults aged 16-75 in Great Britain

	Total		Employment status				Income			
	Total	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2005	695	284	183	1162	843	557	554	366	264
Weighted base	2005	682	309	200	1191	814	485	565	389	263
Strongly agree (2)	345 17%	132 19%	47 15%	40 20% *	218 18%	127 16%	78 16%	63 11%	76 19% H	63 24% GH
Tend to agree (1)	606 30%	234 34%	85 28%	60 30% *	379 32%	228 28%	121 25%	176 31%	124 32%	101 39% G
Neither agree nor disagree (0)	245 12%	61 9%	41 13%	44 22% BEF*	146 12% B	99 12%	68 14%	87 15% I	34 9%	27 10%
Tend to disagree (-1)	442 22%	134 20%	83 27%	38 19% *	256 21%	186 23%	99 20%	127 22%	102 26%	47 18%
Strongly disagree (-2)	257 13%	85 12%	43 14%	13 6% *	142 12%	115 14% D	77 16% J	89 16% J	44 11%	19 7%
Don't know	110 5%	35 5%	10 3%	5 3% *	50 4%	60 7% E	42 9% HIJ	22 4%	9 2%	6 2%
Top 2 Box	951 47%	366 54% CEF	132 43%	99 50% *	597 50% CF	354 44%	199 41%	239 42%	200 51% G	164 62% GHI
Bottom 2 Box	699 35%	220 32%	126 41% DE	51 26% *	397 33%	301 37% D	176 37% J	216 38% J	146 37% J	66 25%
Mean	0.18	0.30 CF	0.03	0.38 C*	0.24 C	0.09	0.05	-0.01	0.23	0.55 GHI

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - Before today, I knew that 'smart devices' such as smart TVs, fitness devices, All Adults aged 16-75 in Great Britain

	Total	Main Shopper		Internet Weekly Usage				
		Yes, mainshop per	No, not mainshop per	Several times a day	Once a day	2 to 5 times a week	About once a week	Less than once a week
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	2005	1871	134	1673	265	49	5	1
Weighted base	2005	1475	530	1617	296	49	11	1
Strongly agree (2)	345 17%	261 18%	84 16%	299 18%	39 13%	5 9% *	- - **	- - **
Tend to agree (1)	606 30%	468 32%	138 26%	502 31%	82 28%	18 36% *	2 17% **	- - **
Neither agree nor disagree (0)	245 12%	164 11%	81 15%	198 12%	34 11%	7 14% *	1 10% **	- - **
Tend to disagree (-1)	442 22%	307 21%	135 25%	332 21%	81 27%	9 19% *	7 64% **	- - **
Strongly disagree (-2)	257 13%	213 14%	44 8%	205 13%	39 13%	9 19% *	- - **	1 100% **
Don't know	110 5%	62 4%	48 9% B	81 5%	21 7%	1 3% *	1 9% **	- - **
Top 2 Box	951 47%	729 49%	223 42%	801 50%	121 41%	22 45% *	2 17% **	- - **
Bottom 2 Box	699 35%	520 35%	179 34%	537 33%	120 41%	19 38% *	7 64% **	1 100% **
Mean	0.18	0.18	0.18 *	0.23	*	-0.03 **	-0.53 **	-2.00 **

ColumnProportions (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - I would want to understand what personal information, if any, was being All Adults aged 16-75 in Great Britain

	Total	Gender		Age					Social grade			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)
Unweighted base	2005	994	1011	322	359	367	373	584	565	518	426	496
Weighted base	2005	993	1012	320	358	368	374	585	530	560	446	470
Strongly agree (2)	993 50%	455 46%	537 53% B	113 35%	155 43%	189 51% D	199 53% DE	337 58% DE	288 54%	260 46%	204 46%	241 51%
Tend to agree (1)	679 34%	325 33%	354 35%	105 33%	129 36%	130 35%	122 33%	192 33%	174 33%	207 37% L	161 36%	138 29%
Neither agree nor disagree (0)	197 10%	126 13% C	71 7%	60 19% FGH	40 11% H	33 9%	35 9% H	28 5%	36 7%	67 12% I	39 9%	56 12% I
Tend to disagree (-1)	54 3%	35 3%	20 2%	17 5% FH	16 5% FH	3 1%	9 2%	8 1%	20 4%	16 3%	10 2%	8 2%
Strongly disagree (-2)	21 1%	13 1%	7 1%	4 1%	6 2%	1 *	3 1%	6 1%	4 1%	2 *	9 2%	6 1%
Don't know	61 3%	39 4%	22 2%	21 6% GH	12 3%	12 3%	5 1%	12 2%	9 2%	8 1%	23 5% IJ	21 5% IJ
Top 2 Box	1672 83%	780 79%	892 88% B	218 68%	284 79% D	319 87% D	321 86% D	530 91% DE	461 87% L	467 83%	364 82%	380 81%
Bottom 2 Box	75 4%	48 5%	27 3%	21 7% FH	22 6% FH	4 1%	12 3%	15 3%	24 5%	18 3%	20 4%	13 3%
Mean	1.32	1.23	1.41 B	1.02	1.18	1.41 DE	1.37 DE	1.48 DE	1.38	1.28	1.27	1.34

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTE

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - I would want to understand what personal information, if any, was being All Adults aged 16-75 in Great Britain

	Total	REGION										
		North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East Anglia	South West	South East	Greater London	Wales	Scotland
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	2005	88	232	186	173	153	190	171	271	267	101	173
Weighted base	2005	87	231	181	183	153	187	176	271	265	100	171
Strongly agree (2)	993 50%	44 50% *	107 46%	95 52% *	90 49% *	76 50% *	91 49% *	100 57% *	122 45%	130 49%	47 47% *	91 53%
Tend to agree (1)	679 34%	30 34% H*	88 38% H	52 29% *	53 29% *	61 40% H*	69 37% H*	35 20% *	108 40% H	87 33% H	37 37% H*	59 34% H
Neither agree nor disagree (0)	197 10%	7 8% *	21 9%	19 10% *	25 14% *	9 6% *	18 10% *	22 13% *	20 7%	31 12%	10 10% *	15 9%
Tend to disagree (-1)	54 3%	3 3% *	8 3%	5 3% *	5 3% *	4 2% *	2 1% *	10 6% *	5 2%	6 2%	3 3% *	5 3%
Strongly disagree (-2)	21 1%	- * *	2 1%	5 3% *	3 2% *	- * *	1 1% *	3 2% *	3 1%	2 1%	- * *	1 1%
Don't know	61 3%	3 4% *	5 2%	5 3% *	7 4% *	4 3% *	6 3% *	5 3% *	13 5% L	10 4%	3 3% *	* *
Top 2 Box	1672 83%	74 85% *	195 84%	147 81% *	143 78% *	137 89% H*	160 86% *	135 77% *	230 85%	217 82%	85 84% *	150 87%
Bottom 2 Box	75 4%	3 3% *	10 4%	11 6% *	8 4% *	4 2% *	3 2% *	13 8% *	7 3%	8 3%	3 3% *	6 3%
Mean	1.32	1.37 *	1.28	1.28 *	1.26 *	1.40 *	1.36 *	1.28 *	1.33	1.32	1.33 *	1.37

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTE

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - I would want to understand what personal information, if any, was being All Adults aged 16-75 in Great Britain

	Total	Marital Status				Household Size				Education			
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated		1 person	2 people	3 people	4+ people	GCSE / O Level / NVQ12	A Level or equivalent	Degree / Masters / PhD	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted base	2005	1133	639	233	391	734	388	492	487	454	865	192	
Weighted base	2005	1074	701	230	343	718	385	559	494	453	810	225	
Strongly agree (2)	993 50%	539 50%	308 44%	146 64% BC	193 56% GH	361 50%	177 46%	262 47%	237 48%	228 50%	410 51%	110 49%	
Tend to agree (1)	679 34%	376 35% D	246 35% D	57 25%	109 32%	251 35%	147 38%	173 31%	174 35%	153 34%	288 36%	61 27%	
Neither agree nor disagree (0)	197 10%	98 9%	86 12% D	13 6%	24 7%	60 8%	33 9%	79 14% EF	50 10%	46 10%	59 7%	29 13%	
Tend to disagree (-1)	54 3%	27 3%	22 3%	5 2%	4 1%	23 3%	15 4%	12 2%	9 2%	14 3%	27 3%	5 2%	
Strongly disagree (-2)	21 1%	9 1%	10 1%	2 1%	4 1%	10 1%	1 *	6 1%	2 *	6 1%	12 1%	1 1%	
Don't know	61 3%	26 2%	29 4%	7 3%	9 3%	13 2%	13 3%	27 5% F	23 5% JK	5 1%	14 2%	19 9% JK	
Top 2 Box	1672 83%	914 85% C	554 79%	203 89% C	301 88% H	612 85% H	323 84%	435 78%	411 83%	382 84%	698 86% L	171 76%	
Bottom 2 Box	75 4%	36 3%	32 5%	6 3%	8 2%	33 5%	16 4%	18 3%	10 2%	20 4%	39 5%	6 3%	
Mean	1.32	1.34 C	1.22	1.53 BC	1.44 H	1.32	1.30	1.27	1.35	1.31	1.33	1.32 *	

ColumnProportions (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - I would want to understand what personal information, if any, was being All Adults aged 16-75 in Great Britain

	Total	Employment status					Income			
	Total	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2005	695	284	183	1162	843	557	554	366	264
Weighted base	2005	682	309	200	1191	814	485	565	389	263
Strongly agree (2)	993 50%	335 49%	182 59% BF	108 54% *	626 53% BF	367 45%	231 48%	270 48%	187 48%	136 52%
Tend to agree (1)	679 34%	237 35%	86 28%	62 31% *	385 32%	294 36%	162 33%	202 36%	139 36%	88 34%
Neither agree nor disagree (0)	197 10%	66 10%	20 7%	22 11% *	108 9%	89 11%	55 11%	55 10%	35 9%	30 11%
Tend to disagree (-1)	54 3%	18 3%	13 4%	4 2% *	34 3%	20 2%	7 2%	12 2%	20 5% G	6 2%
Strongly disagree (-2)	21 1%	8 1%	- -	2 1% *	10 1%	11 1%	6 1%	9 2%	4 1%	1 *
Don't know	61 3%	19 3%	7 2%	2 1% *	27 2%	34 4%	23 5% U	15 3%	4 1%	2 1%
Top 2 Box	1672 83%	572 84%	269 87%	170 85% *	1011 85%	661 81%	393 81%	473 84%	326 84%	225 85%
Bottom 2 Box	75 4%	26 4%	13 4%	6 3% *	44 4%	31 4%	13 3%	22 4%	25 6% G	7 3%
Mean	1.32	1.32	1.45 F	1.36 *	1.36	1.26	1.31	1.30	1.26	1.35

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - I would want to understand what personal information, if any, was being All Adults aged 16-75 in Great Britain

	Total	Main Shopper		Internet Weekly Usage				
		Yes, mainshop per	No, not mainshop per	Several times a day	Once a day	2 to 5 times a week	About once a week	Less than once a week
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	2005	1871	134	1673	265	49	5	1
Weighted base	2005	1475	530	1617	296	49	11	1
Strongly agree (2)	993 50%	748 51%	244 46%	811 50%	140 47%	26 53% *	8 74% **	- - **
Tend to agree (1)	679 34%	507 34%	172 32%	531 33%	116 39%	20 40% *	1 6% **	1 100% **
Neither agree nor disagree (0)	197 10%	138 9%	59 11%	166 10%	22 7%	3 6% *	1 10% **	- - **
Tend to disagree (-1)	54 3%	36 2%	18 3%	48 3%	3 1%	1 1% *	- - **	- - **
Strongly disagree (-2)	21 1%	14 1%	7 1%	19 1%	2 1%	- - *	- - **	- - **
Don't know	61 3%	32 2%	29 5%	42 3%	13 4%	- - *	1 9% **	- - **
Top 2 Box	1672 83%	1255 85%	417 79%	1342 83%	256 86%	46 93% *	9 81% **	1 100% **
Bottom 2 Box	75 4%	50 3%	25 5%	66 4%	6 2%	1 1% *	- - **	- - **
Mean	1.32	1.34	1.26 *	1.31	1.37	1.45 *	1.71 **	1.00 **

ColumnProportions (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - I would want to control who could access my personal information before All Adults aged 16-75 in Great Britain

	Total	Gender		Age					Social grade			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)
Unweighted base	2005	994	1011	322	359	367	373	584	565	518	426	496
Weighted base	2005	993	1012	320	358	368	374	585	530	560	446	470
Strongly agree (2)	1212 60%	553 56%	659 65% B	137 43%	197 55% D	218 59% D	247 66% DE	413 71% DEF	347 66% J	308 55%	256 57%	301 64% J
Tend to agree (1)	541 27%	276 28%	265 26%	111 35% GH	103 29%	104 28%	91 24%	131 22%	130 24%	186 33% IL	123 28%	102 22%
Neither agree nor disagree (0)	159 8%	104 11% C	55 5%	46 14% GH	36 10% H	32 9% H	23 6%	22 4%	39 7%	45 8%	33 7%	42 9%
Tend to disagree (-1)	25 1%	18 2%	8 1%	7 2%	7 2%	2 1%	4 1%	4 1%	5 1%	9 2%	10 2%	2 *
Strongly disagree (-2)	14 1%	7 1%	7 1%	2 1%	2 1%	1 *	4 1%	5 1%	2 *	3 1%	3 1%	6 1%
Don't know	54 3%	35 4%	19 2%	17 5% GH	11 3%	11 3%	5 1%	10 2%	8 2%	8 1%	20 5% J	17 4%
Top 2 Box	1753 87%	829 84%	924 91% B	248 77%	301 84%	322 88% D	338 91% DE	544 93% DEF	477 90%	494 88%	379 85%	403 86%
Bottom 2 Box	39 2%	24 2%	14 1%	9 3%	10 3%	3 1%	8 2%	9 2%	6 1%	12 2%	13 3%	8 2%
Mean	1.49	1.41	1.57 B	1.23	1.40	1.50 D	1.55 D	1.64 DEF	1.56 J	1.43	1.46	1.53

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTE

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - I would want to control who could access my personal information before All Adults aged 16-75 in Great Britain

	Total	REGION										
		North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East Anglia	South West	South East	Greater London	Wales	Scotland
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	2005	88	232	186	173	153	190	171	271	267	101	173
Weighted base	2005	87	231	181	183	153	187	176	271	265	100	171
Strongly agree (2)	1212 60%	55 64% *	136 59%	107 59% *	112 61% *	101 66% *	114 61% *	107 61% *	153 56%	154 58%	65 65% *	108 63%
Tend to agree (1)	541 27%	20 23% *	76 33%	43 24% *	38 21% *	40 26% *	56 30% *	40 23% *	79 29%	76 29%	27 27% *	47 27%
Neither agree nor disagree (0)	159 8%	9 10% *	14 6%	16 9% *	23 13% *	9 6% *	10 5% *	18 10% *	21 8%	21 8%	5 5% *	13 8%
Tend to disagree (-1)	25 1%	- - *	3 1%	8 5% *	- - *	- - *	1 1% *	3 2% *	3 1%	5 2%	- - *	3 2%
Strongly disagree (-2)	14 1%	- - *	1 *	2 1% *	2 1% *	- - *	1 1% *	4 2% *	2 1%	1 *	- - *	1 1%
Don't know	54 3%	3 4% L*	2 1%	4 2% *	7 4% *	3 2% *	6 3% *	4 2% *	13 5% CL	9 4%	3 3% *	- -
Top 2 Box	1753 87%	75 86% *	211 91% E	151 83% *	150 82% *	141 92% *	170 91% *	147 84% *	231 85%	230 87%	92 92% *	155 90%
Bottom 2 Box	39 2%	- - *	4 2%	10 5% F*	2 1% *	- - *	2 1% *	7 4% *	5 2%	5 2%	- - *	4 2%
Mean	1.49	1.56 *	1.49	1.40 *	1.46 *	1.62 *	1.55 *	1.42 *	1.46	1.47	1.61 *	1.51

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTE

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - I would want to control who could access my personal information before All Adults aged 16-75 in Great Britain

	Total	Marital Status			Household Size				Education			
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated	1 person	2 people	3 people	4+ people	GCSE / O Level / NVQ12	A Level or equivalent	Degree / Masters / PhD	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	2005	1133	639	233	391	734	388	492	487	454	865	192
Weighted base	2005	1074	701	230	343	718	385	559	494	453	810	225
Strongly agree (2)	1212 60%	668 62% C	377 54%	168 73% BC	229 67% GH	455 63% H	222 58%	306 55%	295 60%	274 60%	508 63%	131 58%
Tend to agree (1)	541 27%	280 26%	217 31% D	44 19%	84 24%	190 26%	116 30%	152 27%	136 28%	128 28%	216 27%	55 24%
Neither agree nor disagree (0)	159 8%	81 8% D	72 10% D	6 3%	16 5%	46 6%	28 7%	69 12% EF	34 7%	40 9%	51 6%	22 10%
Tend to disagree (-1)	25 1%	11 1%	9 1%	5 2%	4 1%	11 2%	5 1%	5 1%	4 1%	4 1%	17 2%	1 *
Strongly disagree (-2)	14 1%	10 1%	2 *	2 1%	3 1%	5 1%	2 1%	3 1%	3 1%	2 *	8 1%	1 1%
Don't know	54 3%	24 2%	24 3%	6 3%	7 2%	11 2%	12 3%	24 4% F	22 4% JK	5 1%	12 1%	15 7% JK
Top 2 Box	1753 87%	948 88%	594 85%	211 92% C	313 91% H	644 90% H	338 88%	458 82%	432 87%	402 89%	724 89% L	186 82%
Bottom 2 Box	39 2%	21 2%	11 2%	7 3%	7 2%	17 2%	7 2%	8 1%	7 1%	6 1%	24 3%	2 1%
Mean	1.49	1.51	1.41	1.65 BC	1.58 H	1.52	1.48	1.41	1.52	1.49	1.50	1.49 *

ColumnProportions (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - I would want to control who could access my personal information before All Adults aged 16-75 in Great Britain

	Total	Employment status					Income			
	Total	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2005	695	284	183	1162	843	557	554	366	264
Weighted base	2005	682	309	200	1191	814	485	565	389	263
Strongly agree (2)	1212 60%	401 59%	208 67% F	137 69% F*	747 63% B	465 57%	291 60%	336 59%	237 61%	155 59%
Tend to agree (1)	541 27%	191 28%	75 24%	36 18% *	301 25%	240 29% D	124 26%	152 27%	116 30%	78 30%
Neither agree nor disagree (0)	159 8%	56 8%	15 5%	23 11% *	94 8%	65 8%	42 9%	46 8%	23 6%	27 10%
Tend to disagree (-1)	25 1%	11 2%	2 1%	3 1% *	16 1%	9 1%	4 1%	12 2%	8 2%	2 1%
Strongly disagree (-2)	14 1%	5 1%	1 *	- - *	7 1%	7 1%	4 1%	5 1%	2 1%	1 *
Don't know	54 3%	18 3%	7 2%	2 1% *	27 2%	27 3%	18 4% U	15 3%	3 1%	1 *
Top 2 Box	1753 87%	592 87%	283 92%	173 86% *	1048 88%	705 87%	416 86%	487 86%	353 91%	233 89%
Bottom 2 Box	39 2%	17 2%	3 1%	3 1% *	23 2%	16 2%	9 2%	17 3%	10 3%	2 1%
Mean	1.49	1.46	1.61 BF	1.55 *	1.52 B	1.46	1.49	1.46	1.50	1.47

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - I would want to control who could access my personal information before All Adults aged 16-75 in Great Britain

	Total	Main Shopper		Internet Weekly Usage				
		Yes, mainshop per	No, not mainshop per	Several times a day	Once a day	2 to 5 times a week	About once a week	Less than once a week
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	2005	1871	134	1673	265	49	5	1
Weighted base	2005	1475	530	1617	296	49	11	1
Strongly agree (2)	1212 60%	925 63%	288 54%	977 60%	177 60%	32 65% *	10 91% **	1 100% **
Tend to agree (1)	541 27%	383 26%	158 30%	432 27%	85 29%	13 27% *	- - **	- - **
Neither agree nor disagree (0)	159 8%	111 8%	48 9%	135 8%	17 6%	4 8% *	- - **	- - **
Tend to disagree (-1)	25 1%	16 1%	9 2%	24 1%	1 *	- - *	- - **	- - **
Strongly disagree (-2)	14 1%	14 1%	- -	10 1%	3 1%	- - *	- - **	- - **
Don't know	54 3%	28 2%	26 5%	39 2%	11 4%	- - *	1 9% **	- - **
Top 2 Box	1753 87%	1307 89%	446 84%	1409 87%	262 89%	45 92% *	10 91% **	1 100% **
Bottom 2 Box	39 2%	29 2%	9 2%	34 2%	5 2%	- - *	- - **	- - **
Mean	1.49	1.51	1.44 *	1.48	1.52	1.56 *	2.00 **	2.00 **

ColumnProportions (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - The benefits of 'smart devices' outweigh any privacy concerns about the All Adults aged 16-75 in Great Britain

	Total	Gender		Age					Social grade			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)
Unweighted base	2005	994	1011	322	359	367	373	584	565	518	426	496
Weighted base	2005	993	1012	320	358	368	374	585	530	560	446	470
Strongly agree (2)	94 5%	60 6% C	34 3%	26 8% GH	29 8% GH	12 3%	11 3%	16 3%	23 4%	17 3%	34 8% J	20 4%
Tend to agree (1)	269 13%	132 13%	138 14%	49 15%	70 20% GH	62 17% GH	34 9%	55 9%	67 13%	92 16%	55 12%	56 12%
Neither agree nor disagree (0)	581 29%	335 34% C	246 24%	125 39% GH	121 34% H	119 32% H	97 26%	119 20%	145 27%	166 30%	142 32%	127 27%
Tend to disagree (-1)	461 23%	198 20%	263 26% B	62 19%	68 19%	78 21%	107 29% DE	146 25%	137 26% K	144 26% K	73 16%	107 23%
Strongly disagree (-2)	476 24%	211 21%	265 26%	25 8%	53 15%	77 21% D	113 30% DEF	208 35% DEF	138 26%	117 21%	105 24%	116 25%
Don't know	124 6%	58 6%	66 7%	33 10% G	17 5%	20 5%	11 3%	42 7% G	20 4%	24 4%	37 8% I	44 9% U
Top 2 Box	363 18%	192 19%	172 17%	74 23% GH	99 28% GH	74 20% GH	45 12%	71 12%	90 17%	109 19%	89 20%	76 16%
Bottom 2 Box	937 47%	409 41%	528 52% B	88 27%	121 34%	155 42% D	220 59% DEF	353 60% DEF	275 52% K	261 47%	178 40%	223 47%
Mean	-0.51	-0.39 C	-0.62	-0.05 FGH	-0.14 FGH	-0.42 GH	-0.76	-0.87	-0.59	-0.47	-0.39	-0.57

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTE

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - The benefits of 'smart devices' outweigh any privacy concerns about the All Adults aged 16-75 in Great Britain

	Total	REGION										
		North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East Anglia	South West	South East	Greater London	Wales	Scotland
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	2005	88	232	186	173	153	190	171	271	267	101	173
Weighted base	2005	87	231	181	183	153	187	176	271	265	100	171
Strongly agree (2)	94 5%	5 6% *	12 5%	6 3% *	6 3% *	12 8% *	3 2% *	5 3% *	10 4%	24 9% G	3 3% *	7 4%
Tend to agree (1)	269 13%	11 13% *	43 19% KL	29 16% *	24 13% *	24 16% *	27 15% *	20 11% *	37 14%	33 12%	6 6% *	15 9%
Neither agree nor disagree (0)	581 29%	32 37% *	59 25%	54 30% *	57 31% *	34 22% *	50 27% *	53 30% *	71 26%	81 30%	28 27% *	63 37% CF
Tend to disagree (-1)	461 23%	17 19% *	55 24%	43 24% *	31 17% *	36 24% *	49 26% *	42 24% *	60 22%	57 21%	29 28% *	42 25%
Strongly disagree (-2)	476 24%	16 18% *	47 20%	33 18% *	54 30% *	41 27% *	48 26% *	48 27% *	67 25%	51 19%	30 30% *	41 24%
Don't know	124 6%	6 7% *	15 6%	16 9% L*	11 6% *	6 4% *	9 5% *	6 4% *	25 9% L	20 8% L	6 6% *	3 2%
Top 2 Box	363 18%	16 18% *	56 24% KL	35 19% *	30 16% *	36 23% K*	31 16% *	26 15% *	48 18%	56 21%	9 9% *	22 13%
Bottom 2 Box	937 47%	33 38% *	102 44%	76 42% *	85 46% *	78 51% *	97 52% *	90 51% *	127 47%	108 41%	58 58% BJ*	83 48%
Mean	-0.51	-0.35 K*	-0.37 K	-0.41 *	-0.60 *	-0.49 *	-0.63 *	-0.63 *	-0.55	-0.32 K	-0.80 *	-0.57

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTE

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - The benefits of 'smart devices' outweigh any privacy concerns about the All Adults aged 16-75 in Great Britain

	Total	Marital Status				Household Size				Education			
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated		1 person	2 people	3 people	4+ people	GCSE / O Level / NVQ12	A Level or equivalent	Degree / Masters / PhD	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted base	2005	1133	639	233	391	734	388	492	487	454	865	192	
Weighted base	2005	1074	701	230	343	718	385	559	494	453	810	225	
Strongly agree (2)	94 5%	34 3%	54 8% BD	6 3%	9 3%	34 5%	15 4%	35 6%	23 5%	28 6% K	24 3%	10 5%	
Tend to agree (1)	269 13%	152 14%	95 14%	22 10%	39 11%	96 13%	50 13%	85 15%	50 10%	69 15%	130 16% I	20 9%	
Neither agree nor disagree (0)	581 29%	278 26%	243 35% B	59 26%	83 24%	198 28%	112 29%	187 34% E	147 30%	144 32%	216 27%	62 28%	
Tend to disagree (-1)	461 23%	267 25%	142 20%	52 23%	92 27% H	157 22%	113 29% FH	98 17%	104 21%	117 26%	189 23%	50 22%	
Strongly disagree (-2)	476 24%	280 26% C	122 17%	73 32% C	100 29% GH	190 26% G	71 18%	116 21%	127 26%	84 18%	216 27% J	49 22%	
Don't know	124 6%	63 6%	44 6%	17 7%	20 6%	43 6%	24 6%	37 7%	44 9% JK	11 3%	35 4%	34 15% JK	
Top 2 Box	363 18%	186 17%	150 21% D	28 12%	48 14%	130 18%	65 17%	121 22% E	72 15%	97 21%	154 19%	31 14%	
Bottom 2 Box	937 47%	547 51% C	264 38%	126 55% C	192 56% H	348 48% H	184 48% H	214 38%	232 47%	200 44%	405 50%	99 44%	
Mean	-0.51	-0.60	-0.28 BD	-0.78	-0.73	-0.55	-0.48 E	-0.33 EF	-0.59	-0.36 IK	-0.57	-0.56 *	

ColumnProportions (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - The benefits of 'smart devices' outweigh any privacy concerns about the All Adults aged 16-75 in Great Britain

	Total		Employment status				Income			
	Total	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2005	695	284	183	1162	843	557	554	366	264
Weighted base	2005	682	309	200	1191	814	485	565	389	263
Strongly agree (2)	94 5%	44 6%	13 4%	4 2% *	62 5%	32 4%	18 4%	23 4%	27 7%	11 4%
Tend to agree (1)	269 13%	112 16%	41 13%	20 10% *	174 15%	96 12%	62 13%	74 13%	57 15%	47 18%
Neither agree nor disagree (0)	581 29%	200 29%	73 24%	67 34% *	341 29%	240 30%	132 27%	185 33% J	124 32% J	57 22%
Tend to disagree (-1)	461 23%	151 22%	76 25%	36 18% *	263 22%	198 24%	111 23%	129 23%	83 21%	72 27%
Strongly disagree (-2)	476 24%	136 20%	85 28%	66 33% BE*	287 24% B	189 23%	116 24%	122 22%	89 23%	65 25%
Don't know	124 6%	39 6%	19 6%	7 4% *	65 5%	59 7%	45 9% U	32 6%	9 2%	10 4%
Top 2 Box	363 18%	157 23% DEF	55 18%	24 12% *	235 20% D	128 16%	80 17%	96 17%	85 22%	58 22%
Bottom 2 Box	937 47%	287 42%	162 52% B	101 51% *	550 46% B	387 48%	227 47%	251 44%	172 44%	137 52%
Mean	-0.51	-0.34 CDEF	-0.62	-0.72 *	-0.48 D	-0.55	-0.56	-0.48	-0.39	-0.53

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q3. Here are some statements that people have said about personal information collected through smart devices such as smart TVs, fitness devices, energy smart meters and in-car navigation systems. Please tell me to what extent you agree or disagree with the following statements. - The benefits of 'smart devices' outweigh any privacy concerns about the All Adults aged 16-75 in Great Britain

	Total	Main Shopper		Internet Weekly Usage				
		Yes, mainshop per	No, not mainshop per	Several times a day	Once a day	2 to 5 times a week	About once a week	Less than once a week
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	2005	1871	134	1673	265	49	5	1
Weighted base	2005	1475	530	1617	296	49	11	1
Strongly agree (2)	94 5%	57 4%	37 7%	74 5%	13 4%	1 3% *	- **	- **
Tend to agree (1)	269 13%	226 15% c	43 8%	221 14%	34 12%	11 23% *	- **	- **
Neither agree nor disagree (0)	581 29%	401 27%	180 34%	476 29%	83 28%	12 25% *	1 10% **	- **
Tend to disagree (-1)	461 23%	361 24%	100 19%	377 23%	63 21%	6 13% *	7 71% **	1 100% **
Strongly disagree (-2)	476 24%	353 24%	123 23%	379 23%	79 27%	17 35% *	1 10% **	- **
Don't know	124 6%	77 5%	47 9%	89 5%	23 8%	1 2% *	1 9% **	- **
Top 2 Box	363 18%	283 19%	80 15%	296 18%	47 16%	13 26% *	- **	- **
Bottom 2 Box	937 47%	714 48%	223 42%	756 47%	142 48%	23 47% *	8 80% **	1 100% **
Mean	-0.51	-0.52	-0.47 *	-0.50	-0.59	-0.55 *	-1.00 **	-1.00 **

ColumnProportions (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q4. Thinking about 'smart devices' such as smart TVs, fitness devices, energy smart meters and in-car navigation systems, how concerned, if at all, are you about the following? - Summary table

All Adults aged 16-75 in Great Britain

	Q4. Thinking about 'smart devices' such as smart TVs, fitness devices, energy smart meters and in-car navigation systems, how concerned, if at all, are you about the following?	
	The idea of your personal information being collected by 'smart devices'	The type of personal information being collected through 'smart devices'
	(A)	(B)
Unweighted base	2005	2005
Weighted base	2005	2005
Very concerned (2)	894 45%	907 45%
Fairly concerned (1)	787 39%	781 39%
Not very concerned (-1)	239 12%	221 11%
Not at all concerned (-2)	22 1%	21 1%
Don't know	63 3%	76 4% A
Top 2 Box	1681 84%	1688 84%
Bottom 2 Box	261 13%	241 12%
Mean	1.18	1.21

Overlap formulae used

ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q4. Thinking about 'smart devices' such as smart TVs, fitness devices, energy smart meters and in-car navigation systems, how concerned, if at all, are you about the following? -

The idea of your personal information being collected by 'smart devices'

All Adults aged 16-75 in Great Britain

	Total	Gender		Age					Social grade			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)
Unweighted base	2005	994	1011	322	359	367	373	584	565	518	426	496
Weighted base	2005	993	1012	320	358	368	374	585	530	560	446	470
Very concerned (2)	894 45%	386 39%	508 50% B	91 29%	136 38%	133 36%	177 47% DF	357 61% DEFG	216 41%	254 45%	196 44%	228 49%
Fairly concerned (1)	787 39%	397 40%	390 39%	144 45% H	150 42% H	171 46% H	149 40% H	174 30%	248 47% L	219 39%	168 38%	153 32%
Not very concerned (-1)	239 12%	157 16% C	82 8%	58 18% GH	61 17% H	45 12% H	40 11% H	34 6%	57 11%	60 11%	62 14%	60 13%
Not at all concerned (-2)	22 1%	19 2% C	3 *	14 4% EFGH	- -	2 1%	2 *	4 1%	3 *	10 2%	3 1%	6 1%
Don't know	63 3%	34 3%	29 3%	14 4%	11 3%	16 4%	6 2%	16 3%	7 1%	17 3%	16 3%	23 5% I
Top 2 Box	1681 84%	784 79%	898 89% B	235 73%	286 80%	304 83% D	326 87% D	531 91% DEF	463 87% L	473 84%	364 82%	381 81%
Bottom 2 Box	261 13%	176 18% C	85 8%	71 22% FGH	61 17% H	48 13% H	42 11%	39 7%	59 11%	70 13%	66 15%	66 14%
Mean	1.18	1.02	1.34 B	0.79	1.04	1.10 D	1.25 DE	1.48 DEFG	1.18	1.19	1.14	1.20

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q4. Thinking about 'smart devices' such as smart TVs, fitness devices, energy smart meters and in-car navigation systems, how concerned, if at all, are you about the following? -

The idea of your personal information being collected by 'smart devices'

All Adults aged 16-75 in Great Britain

	REGION											
	Total	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East Anglia	South West	South East	Greater London	Wales	Scotland
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	2005	88	232	186	173	153	190	171	271	267	101	173
Weighted base	2005	87	231	181	183	153	187	176	271	265	100	171
Very concerned (2)	894 45%	31 35% *	114 49% J	82 45% *	75 41% *	93 61% BEGU*	75 40% *	80 45% *	110 41%	97 37%	52 52% *	84 49% J
Fairly concerned (1)	787 39%	40 46% F*	90 39%	75 42% *	72 39% *	44 29% *	79 42% *	74 42% *	100 37%	108 41%	37 37% *	69 40%
Not very concerned (-1)	239 12%	10 11% *	23 10%	19 10% *	26 14% *	15 10% *	22 12% *	18 10% *	45 17%	39 15%	6 6% *	16 10%
Not at all concerned (-2)	22 1%	4 4% FL*	2 1%	1 * *	2 1% *	- - *	1 1% *	* * *	4 2%	8 3%	* * *	- - *
Don't know	63 3%	3 3% *	3 1%	4 2% *	7 4% *	2 1% *	9 5% *	4 2% *	11 4%	13 5%	4 4% *	2 1%
Top 2 Box	1681 84%	71 81% *	204 88% IJ	158 87% *	147 81% *	137 89% IJ*	154 82% *	153 87% *	210 78%	205 77%	90 89% *	153 89% IJ
Bottom 2 Box	261 13%	13 15% *	24 11%	20 11% *	28 15% *	15 10% *	24 13% *	18 10% *	49 18% KL	47 18%	6 6% *	16 10%
Mean	1.18	1.00 *	1.28 IJ	1.24 *	1.10 *	1.42 BEIJ*	1.15 *	1.25 *	1.03	0.98	1.41 BIJ*	1.30 IJ

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q4. Thinking about 'smart devices' such as smart TVs, fitness devices, energy smart meters and in-car navigation systems, how concerned, if at all, are you about the following? -

The idea of your personal information being collected by 'smart devices'

All Adults aged 16-75 in Great Britain

	Total	Marital Status				Household Size				Education			
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated		1 person	2 people	3 people	4+ people	GCSE / O Level / NVQ12	A Level or equivalent	Degree / Masters / PhD	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted base	2005	1133	639	233	391	734	388	492	487	454	865	192	
Weighted base	2005	1074	701	230	343	718	385	559	494	453	810	225	
Very concerned (2)	894 45%	512 48% C	256 36%	127 55% C	170 50% H	340 47%	164 43%	220 39%	249 50% J	178 39%	349 43%	113 50%	
Fairly concerned (1)	787 39%	402 37%	305 44%	80 35%	124 36%	286 40%	158 41%	219 39%	167 34%	201 44% I	333 41% I	81 36%	
Not very concerned (-1)	239 12%	126 12% D	101 14% D	12 5%	36 10%	67 9%	43 11%	93 17% EF	47 10%	58 13%	102 13%	19 8%	
Not at all concerned (-2)	22 1%	5 * B	14 2% B	3 1%	4 1%	3 *	7 2%	8 1%	2 * JK	10 2%	10 1%	- -	
Don't know	63 3%	29 3%	26 4%	8 4%	9 3%	22 3%	13 3%	18 3%	29 6% JK	6 1%	16 2%	12 5% JK	
Top 2 Box	1681 84%	914 85%	561 80%	207 90% C	294 86% H	626 87% H	322 84%	439 79%	416 84%	379 84%	682 84%	194 86%	
Bottom 2 Box	261 13%	132 12% D	115 16% D	15 6%	40 12%	70 10%	50 13%	101 18% EF	49 10%	68 15%	113 14%	19 8%	
Mean	1.18	1.23 C	1.02	1.43 BC	1.26 H	1.28 H	1.15	1.02	1.32 JK	1.07	1.14	1.35 J	

ColumnProportions (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q4. Thinking about 'smart devices' such as smart TVs, fitness devices, energy smart meters and in-car navigation systems, how concerned, if at all, are you about the following? - The idea of your personal information being collected by 'smart devices'

All Adults aged 16-75 in Great Britain

	Total	Employment status					Income			
	Total	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2005	695	284	183	1162	843	557	554	366	264
Weighted base	2005	682	309	200	1191	814	485	565	389	263
Very concerned (2)	894 45%	260 38%	155 50% BE	93 46% *	508 43% B	386 47% B	232 48% J	253 45%	159 41%	97 37%
Fairly concerned (1)	787 39%	305 45% F	127 41%	76 38% *	508 43% F	279 34%	160 33%	217 38%	173 45% G	128 49% GH
Not very concerned (-1)	239 12%	89 13% C	16 5%	29 14% C*	134 11% C	105 13% C	64 13%	69 12%	48 12%	33 13%
Not at all concerned (-2)	22 1%	11 2%	- -	- - *	11 1%	11 1%	4 1%	8 1%	3 1%	3 1%
Don't know	63 3%	17 3%	10 3%	2 1% *	30 2%	33 4%	24 5% U	17 3%	6 1%	3 1%
Top 2 Box	1681 84%	565 83%	283 92% BEF	169 84% *	1017 85% B	665 82%	392 81%	470 83%	332 85%	225 85%
Bottom 2 Box	261 13%	100 15% CE	16 5%	29 14% C*	145 12% C	116 14% C	68 14%	78 14%	51 13%	36 14%
Mean	1.18	1.08	1.41 BDEF	1.18 *	1.18 B	1.18	1.20	1.16	1.14	1.09

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q4. Thinking about 'smart devices' such as smart TVs, fitness devices, energy smart meters and in-car navigation systems, how concerned, if at all, are you about the following? - The idea of your personal information being collected by 'smart devices'

All Adults aged 16-75 in Great Britain

	Total	Main Shopper		Internet Weekly Usage				
		Yes, mainshop per	No, not mainshop per	Several times a day	Once a day	2 to 5 times a week	About once a week	Less than once a week
		(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	2005	1871	134	1673	265	49	5	1
Weighted base	2005	1475	530	1617	296	49	11	1
Very concerned (2)	894 45%	678 46%	216 41%	696 43%	156 53% D	21 43% *	9 81% **	1 100% **
Fairly concerned (1)	787 39%	575 39%	212 40%	659 41% E	92 31%	20 40% *	1 10% **	- - **
Not very concerned (-1)	239 12%	165 11%	74 14%	195 12%	32 11%	8 17% *	- - **	- - **
Not at all concerned (-2)	22 1%	11 1%	11 2%	19 1%	3 1%	- - *	- - **	- - **
Don't know	63 3%	46 3%	17 3%	48 3%	11 4%	- - *	1 9% **	- - **
Top 2 Box	1681 84%	1253 85%	428 81%	1355 84%	248 84%	41 83% *	10 91% **	1 100% **
Bottom 2 Box	261 13%	176 12%	85 16%	214 13%	36 12%	8 17% *	- - **	- - **
Mean	1.18	1.22	1.07	1.16	1.29	1.09 *	1.89 **	2.00 **

ColumnProportions (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q4. Thinking about 'smart devices' such as smart TVs, fitness devices, energy smart meters and in-car navigation systems, how concerned, if at all, are you about the following? -

The type of personal information being collected through 'smart devices'

All Adults aged 16-75 in Great Britain

	Total	Gender		Age					Social grade			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)
Unweighted base	2005	994	1011	322	359	367	373	584	565	518	426	496
Weighted base	2005	993	1012	320	358	368	374	585	530	560	446	470
Very concerned (2)	907 45%	382 38%	525 52% B	90 28%	123 34%	154 42% D	187 50% DE	352 60% DEFG	246 46%	253 45%	179 40%	229 49%
Fairly concerned (1)	781 39%	401 40%	380 38%	152 48% H	157 44% H	153 42% H	142 38%	177 30%	222 42%	219 39%	178 40%	162 34%
Not very concerned (-1)	221 11%	145 15% C	75 7%	40 13% H	66 18% GH	42 12% H	36 10%	36 6%	45 9%	61 11%	69 15% I	46 10%
Not at all concerned (-2)	21 1%	19 2% C	1 *	13 4% EFGH	* *	2 1%	2 *	3 1%	3 1%	11 2% K	- -	6 1%
Don't know	76 4%	45 5%	31 3%	25 8% GH	11 3%	16 4%	7 2%	16 3%	13 3%	16 3%	19 4%	27 6% I
Top 2 Box	1688 84%	783 79%	904 89% B	242 76%	280 78%	307 83%	329 88% DE	529 90% DEF	468 88% K	472 84%	357 80%	391 83%
Bottom 2 Box	241 12%	165 17% C	77 8%	53 17% H	67 19% GH	44 12% H	38 10%	39 7%	49 9%	72 13%	69 15% I	52 11%
Mean	1.21	1.04	1.38 B	0.90	0.97	1.18 D	1.30 DE	1.48 DEFG	1.28	1.18	1.10	1.27

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q4. Thinking about 'smart devices' such as smart TVs, fitness devices, energy smart meters and in-car navigation systems, how concerned, if at all, are you about the following? -

The type of personal information being collected through 'smart devices'

All Adults aged 16-75 in Great Britain

	Total	REGION										
	Total	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East Anglia	South West	South East	Greater London	Wales	Scotland
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	2005	88	232	186	173	153	190	171	271	267	101	173
Weighted base	2005	87	231	181	183	153	187	176	271	265	100	171
Very concerned (2)	907 45%	35 40% *	97 42%	80 44% *	83 46% *	77 51% *	85 45% *	85 49% *	116 43%	111 42%	54 54% *	83 48%
Fairly concerned (1)	781 39%	39 45% *	104 45% 	72 40% *	65 36% *	58 38% *	74 39% *	68 39% *	92 34%	99 37%	37 37% *	73 43%
Not very concerned (-1)	221 11%	6 7% *	22 9%	23 13% *	26 14% *	14 9% *	18 10% *	18 10% *	41 15%	34 13%	5 5% *	14 8%
Not at all concerned (-2)	21 1%	3 4% L*	2 1%	1 * *	* * *	- - *	1 1% *	* * *	8 3%	4 1%	* * *	- - *
Don't know	76 4%	4 4% *	6 3%	5 3% *	7 4% *	4 2% *	9 5% *	4 2% *	13 5%	18 7% L	4 4% *	2 1%
Top 2 Box	1688 84%	73 84% *	202 87% 	152 84% *	149 81% *	135 89% *	158 85% *	154 87% *	208 77%	210 79%	91 91% *	156 91%
Bottom 2 Box	241 12%	10 11% *	24 10%	24 13% *	27 15% *	14 9% *	19 10% *	18 10% *	50 18% CKL	38 14%	5 5% *	14 8%
Mean	1.21	1.14 *	1.21	1.18 *	1.17 *	1.33 *	1.25 *	1.28 *	1.03	1.13	1.45 *	1.33

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q4. Thinking about 'smart devices' such as smart TVs, fitness devices, energy smart meters and in-car navigation systems, how concerned, if at all, are you about the following? -

The type of personal information being collected through 'smart devices'

All Adults aged 16-75 in Great Britain

	Total	Marital Status				Household Size				Education			
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated		1 person	2 people	3 people	4+ people	GCSE / O Level / NVQ12	A Level or equivalent	Degree / Masters / PhD	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted base	2005	1133	639	233	391	734	388	492	487	454	865	192	
Weighted base	2005	1074	701	230	343	718	385	559	494	453	810	225	
Very concerned (2)	907 45%	518 48% C	252 36%	137 60% BC	176 51% GH	355 49% GH	148 38%	229 41%	229 46%	192 42%	377 46%	108 48%	
Fairly concerned (1)	781 39%	403 38%	308 44% D	70 30%	117 34%	274 38%	168 44% E	221 40%	188 38%	196 43%	312 39%	76 34%	
Not very concerned (-1)	221 11%	120 11% D	89 13% D	11 5%	35 10%	65 9%	52 13%	69 12%	43 9%	52 11%	94 12%	20 9%	
Not at all concerned (-2)	21 1%	3 * B	15 2% B	3 1%	4 1%	2 * F	4 1%	11 2% F	2 * JK	7 2%	9 1%	3 1%	
Don't know	76 4%	29 3% B	38 5% B	9 4%	11 3%	22 3%	13 3%	30 5%	32 6% JK	7 2%	19 2%	18 8% JK	
Top 2 Box	1688 84%	921 86% C	560 80%	207 90% C	293 85%	629 88% H	316 82%	450 80%	417 84%	387 86%	689 85%	184 82%	
Bottom 2 Box	241 12%	124 12%	104 15% D	14 6%	39 11%	67 9%	56 15%	79 14%	45 9%	59 13%	102 13%	23 10%	
Mean	1.21	1.26 C	1.04	1.48 BC	1.28 G	1.31 GH	1.09	1.11	1.29	1.15	1.21	1.29 *	

ColumnProportions (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q4. Thinking about 'smart devices' such as smart TVs, fitness devices, energy smart meters and in-car navigation systems, how concerned, if at all, are you about the following? - The type of personal information being collected through 'smart devices'

All Adults aged 16-75 in Great Britain

	Total	Employment status					Income			
	Total	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2005	695	284	183	1162	843	557	554	366	264
Weighted base	2005	682	309	200	1191	814	485	565	389	263
Very concerned (2)	907 45%	272 40%	161 52% BE	96 48% *	529 44% B	378 46%	229 47%	261 46%	155 40%	109 41%
Fairly concerned (1)	781 39%	287 42%	118 38%	79 39% *	483 41%	298 37%	169 35%	207 37%	177 45% G	116 44%
Not very concerned (-1)	221 11%	100 15% CEF	17 6%	23 11% *	140 12% C	80 10%	58 12%	68 12%	46 12%	30 11%
Not at all concerned (-2)	21 1%	6 1%	- -	- - *	6 1%	15 2% E	2 *	8 1%	2 *	5 2%
Don't know	76 4%	18 3%	13 4%	2 1% *	33 3%	43 5% E	27 6% J	21 4%	9 2%	3 1%
Top 2 Box	1688 84%	558 82%	279 90% BEF	175 87% *	1012 85% B	676 83%	398 82%	469 83%	332 85%	225 86%
Bottom 2 Box	241 12%	106 16% CE	17 6%	23 11% *	146 12% C	95 12%	60 12%	75 13%	48 12%	35 13%
Mean	1.21	1.08	1.43 BEF	1.26 *	1.20 B	1.22	1.24	1.19	1.15	1.13

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q4. Thinking about 'smart devices' such as smart TVs, fitness devices, energy smart meters and in-car navigation systems, how concerned, if at all, are you about the following? - The type of personal information being collected through 'smart devices'

All Adults aged 16-75 in Great Britain

	Total	Main Shopper		Internet Weekly Usage				
		Yes, mainshop per	No, not mainshop per	Several times a day	Once a day	2 to 5 times a week	About once a week	Less than once a week
		(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	2005	1871	134	1673	265	49	5	1
Weighted base	2005	1475	530	1617	296	49	11	1
Very concerned (2)	907 45%	679 46%	227 43%	706 44%	165 56% D	18 37% *	9 81% **	1 100% **
Fairly concerned (1)	781 39%	586 40%	195 37%	651 40% E	90 30%	24 49% *	1 10% **	- - **
Not very concerned (-1)	221 11%	151 10%	69 13%	188 12%	25 8%	7 15% *	- - **	- - **
Not at all concerned (-2)	21 1%	10 1%	11 2%	14 1%	3 1%	- - *	- - **	- - **
Don't know	76 4%	49 3%	27 5%	57 4%	13 4%	- - *	1 9% **	- - **
Top 2 Box	1688 84%	1266 86%	422 80%	1357 84%	255 86%	42 85% *	10 91% **	1 100% **
Bottom 2 Box	241 12%	161 11%	80 15%	203 13%	28 10%	7 15% *	- - **	- - **
Mean	1.21	1.24	1.11 *	1.18	1.37	1.07 *	1.89 **	2.00 **

ColumnProportions (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTE

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Summary table

All Adults aged 16-75 in Great Britain

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people?											
	Your partner	Close Friends	Your insurance company (medical, vehicle, life, etc.)	Your Boss	Supermarkets	Advertising companies	The Police	Energy Companies	Health Professionals	Government	Market Researchers
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)
Unweighted base	2005	2005	2005	979	2005	2005	2005	2005	2005	2005	2005
Weighted base	2005	2005	2005	991	2005	2005	2005	2005	2005	2005	2005
Very comfortable (2)	652 33% BCDEFGHIJK	200 10% CDEFHIJK	78 4% EFHK	46 5% EFHK	35 2% F	22 1% F	177 9% CDEFHIJK	38 2% F	128 6% CEFHJK	58 3% EFHK	35 2% F
Fairly comfortable (1)	431 21% CDEFHIJK	535 27% ACDEFGHIJK	269 13% DFHJ	81 8% F	242 12% DFHJ	109 5% F	390 19% CDEFHIJK	189 9% F	460 23% CDEFGHIJK	196 10% F	221 11% F
Neither comfortable nor uncomfortable (0)	409 20% F	534 27% ACDFGHIJK	422 21% F	189 19% F	482 24% ACDF	339 17% F	459 23% F	460 23% DF	517 26% ACDFJ	430 21% F	456 23% F
Fairly uncomfortable (-1)	171 9% A	348 17% A	526 26% ABGI	256 26% ABGI	572 29% ABGI	596 30% ABCGIJ	398 20% A	563 28% ABGI	391 19% A	507 25% ABGI	581 29% ABGI
Very uncomfortable (-2)	210 10% A	319 16% A	618 31% ABGI	388 39% ABCEGHIK	605 30% ABGI	868 43% ABCEGHIJK	515 26% ABI	678 34% ABCEGI	434 22% AB	738 37% ABCEGHIK	636 32% ABGI
Don't know	132 7% BCDEFGHIJK	70 3% F	93 5% BEFGHIJK	32 3% F	69 3% F	71 4% F	66 3% F	77 4% F	75 4% F	76 4% F	77 4% F
Top 2 Box	1083 54% BCDEFGHIJK	735 37% CDEFGHIJK	346 17% DEFHIJK	127 13% F	277 14% FH	131 7% F	568 28% CDEFGHIJK	228 11% F	588 29% CDEFGHIJK	255 13% F	256 13% F
Bottom 2 Box	381 19% A	666 33% A	1143 57% ABGI	643 65% ABCEGIK	1177 59% ABGI	1464 73% ABCDEGHIJK	913 46% ABI	1241 62% ABCEGI	825 41% AB	1245 62% ABCEGI	1216 61% ABCGI
Mean	0.61 BCDEFGHIJK	-0.03 CDEFGHIJK	-0.70 DFHJ	-0.89 F	-0.76 DFHJ	-1.13 F	-0.35 CDEFGHIJK	-0.86 F	-0.28 CDEFGHIJK	-0.87 F	-0.81 F

Overlap formulae used

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K Minimum Base: 30(**) Small Base: 100(**)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Your partner

All Adults aged 16-75 in Great Britain

	Total	Gender		Age					Social grade			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)
Unweighted base	2005	994	1011	322	359	367	373	584	565	518	426	496
Weighted base	2005	993	1012	320	358	368	374	585	530	560	446	470
Very comfortable (2)	652 33%	277 28%	375 37% B	78 24%	119 33%	129 35% D	141 38% D	185 32%	191 36%	160 29%	145 33%	155 33%
Fairly comfortable (1)	431 21%	235 24%	195 19%	80 25%	78 22%	81 22%	80 21%	111 19%	127 24%	126 23%	85 19%	92 20%
Neither comfortable nor uncomfortable (0)	409 20%	224 23%	185 18%	77 24%	74 21%	80 22%	75 20%	104 18%	94 18%	120 21%	90 20%	105 22%
Fairly uncomfortable (-1)	171 9%	81 8%	90 9%	25 8%	43 12%	24 7%	24 6%	55 9%	46 9%	50 9%	44 10%	31 7%
Very uncomfortable (-2)	210 10%	98 10%	112 11%	22 7%	35 10%	29 8%	37 10%	87 15% DF	49 9%	60 11%	53 12%	48 10%
Don't know	132 7%	77 8%	55 5%	39 12% EG	9 2%	23 6%	17 5%	44 7% E	22 4%	44 8%	28 6%	39 8% I
Top 2 Box	1083 54%	512 52%	570 56%	157 49%	198 55%	210 57%	222 59% DH	296 51%	319 60% J	287 51%	230 52%	247 53%
Bottom 2 Box	381 19%	179 18%	202 20%	47 15%	78 22%	54 15%	61 16%	142 24% DFG	96 18%	110 20%	97 22%	79 17%
Mean	0.61	0.56	0.66	0.59	0.58	0.74 H	0.74 H	0.47	0.72	0.54	0.54	0.64

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Your partner

All Adults aged 16-75 in Great Britain

	REGION											
	Total	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East Anglia	South West	South East	Greater London	Wales	Scotland
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	2005	88	232	186	173	153	190	171	271	267	101	173
Weighted base	2005	87	231	181	183	153	187	176	271	265	100	171
Very comfortable (2)	652 33%	33 38% *	69 30%	76 42% J*	60 33% *	47 30% *	75 40% J*	48 27% *	88 32%	69 26%	39 38% *	49 29%
Fairly comfortable (1)	431 21%	13 15% *	52 23%	40 22% *	45 25% *	48 31% BGU*	33 18% *	34 19% *	48 18%	46 17%	17 17% *	55 32% BGUJK
Neither comfortable nor uncomfortable (0)	409 20%	22 25% *	48 21%	28 15% *	35 19% *	25 16% *	29 16% *	38 21% *	56 21%	65 24%	25 25% *	40 23%
Fairly uncomfortable (-1)	171 9%	7 8% *	23 10%	18 10% *	8 5% *	10 7% *	22 12% *	12 7% *	27 10%	29 11%	6 6% *	7 4%
Very uncomfortable (-2)	210 10%	10 11% *	21 9%	11 6% *	22 12% *	15 10% *	14 7% *	33 19% CDG*	30 11%	28 11%	9 9% *	16 10%
Don't know	132 7%	3 3% *	19 8% L	9 5% *	11 6% *	8 5% *	14 7% *	10 6% *	22 8% L	28 11% L	4 4% *	4 2%
Top 2 Box	1083 54%	46 53% *	121 52%	116 64% HU*	106 58% J*	95 62% J*	108 58% J*	82 47% *	136 50%	115 43%	55 55% *	104 61% J
Bottom 2 Box	381 19%	17 19% *	44 19%	28 16% *	31 17% *	25 17% *	36 19% *	46 26% L*	57 21%	57 22%	16 16% *	24 14%
Mean	0.61	0.63 *	0.59	0.89 HJ*	0.66 *	0.69 *	0.77 *	0.31 *	0.55	0.41	0.71 *	0.68

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Your partner

All Adults aged 16-75 in Great Britain

	Total	Marital Status				Household Size				Education			
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated		1 person	2 people	3 people	4+ people	GCSE / O Level / NVQ12	A Level or equivalent	Degree / Masters / PhD	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted base	2005	1133	639	233	391	734	388	492	487	454	865	192	
Weighted base	2005	1074	701	230	343	718	385	559	494	453	810	225	
Very comfortable (2)	652 33%	443 41% CD	165 23%	45 19%	65 19%	279 39% E	122 32% E	186 33% E	163 33%	152 34%	251 31%	81 36%	
Fairly comfortable (1)	431 21%	244 23% D	157 22% D	30 13%	56 16%	141 20%	90 23%	143 26% E	103 21%	120 26% L	176 22%	32 14%	
Neither comfortable nor uncomfortable (0)	409 20%	178 17%	172 25% B	59 26% B	85 25% F	129 18%	90 23%	105 19%	95 19%	91 20%	162 20%	44 20%	
Fairly uncomfortable (-1)	171 9%	91 8%	64 9%	16 7%	27 8%	68 9%	31 8%	45 8%	51 10%	28 6%	82 10%	10 4%	
Very uncomfortable (-2)	210 10%	95 9%	68 10%	47 20% BC	61 18% FGH	75 10%	29 8%	45 8%	38 8%	42 9%	101 12% I	29 13%	
Don't know	132 7%	23 2%	75 11% B	34 15% B	48 14% FGH	25 4%	22 6%	36 6%	44 9% K	20 4%	38 5%	29 13% JK	
Top 2 Box	1083 54%	687 64% CD	322 46% D	74 32%	121 35%	421 59% E	212 55% E	329 59% E	266 54%	272 60%	427 53%	113 50%	
Bottom 2 Box	381 19%	186 17%	133 19%	63 27% BC	89 26% GH	143 20%	60 16%	89 16%	89 18%	70 15%	183 23% J	39 17%	
Mean	0.61	0.81 CD	0.46 D	0.05	0.12	0.70 E	0.67 E	0.73 E	0.67	0.72	0.51	0.64 *	

ColumnProportions (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Your partner

All Adults aged 16-75 in Great Britain

	Total	Employment status					Income			
	Total	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2005	695	284	183	1162	843	557	554	366	264
Weighted base	2005	682	309	200	1191	814	485	565	389	263
Very comfortable (2)	652 33%	243 36%	102 33%	51 25% *	397 33%	256 31%	121 25%	196 35% G	152 39% G	89 34% G
Fairly comfortable (1)	431 21%	140 20%	66 22%	48 24% *	254 21%	177 22%	94 19%	101 18%	104 27% H	73 28% GH
Neither comfortable nor uncomfortable (0)	409 20%	130 19%	44 14%	55 27% CE*	229 19%	180 22% C	113 23% J	126 22%	73 19%	40 15%
Fairly uncomfortable (-1)	171 9%	71 10% F	35 11% F	16 8% *	121 10% F	50 6%	40 8%	35 6%	31 8%	33 13% H
Very uncomfortable (-2)	210 10%	72 11%	42 13%	21 11% *	135 11%	75 9%	64 13% I	60 11% I	19 5%	21 8%
Don't know	132 7%	27 4%	20 6%	10 5% *	56 5%	76 9% BE	52 11% U	48 8% U	9 2%	6 2%
Top 2 Box	1083 54%	383 56%	169 55%	99 49% *	651 55%	432 53%	215 44%	297 53% G	257 66% GH	162 62% G
Bottom 2 Box	381 19%	143 21% F	76 25% F	37 18% *	256 21% F	125 15%	104 22% I	95 17%	50 13%	54 21%
Mean	0.61	0.63	0.53	0.48 *	0.58	0.66	0.39	0.65 G	0.89 G	0.69 G

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Your partner

All Adults aged 16-75 in Great Britain

	Total	Main Shopper		Internet Weekly Usage				
		Yes, mainshop per	No, not mainshop per	Several times a day	Once a day	2 to 5 times a week	About once a week	Less than once a week
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	2005	1871	134	1673	265	49	5	1
Weighted base	2005	1475	530	1617	296	49	11	1
Very comfortable (2)	652 33%	500 34%	153 29%	514 32%	106 36%	16 33% *	8 74% **	- - **
Fairly comfortable (1)	431 21%	312 21%	118 22%	367 23%	51 17%	10 20% *	- - **	- - **
Neither comfortable nor uncomfortable (0)	409 20%	310 21%	99 19%	314 19%	67 23%	14 28% *	1 10% **	1 100% **
Fairly uncomfortable (-1)	171 9%	116 8%	55 10%	151 9%	16 5%	3 7% *	1 6% **	- - **
Very uncomfortable (-2)	210 10%	158 11%	53 10%	173 11%	35 12%	2 5% *	- - **	- - **
Don't know	132 7%	79 5%	53 10%	98 6%	21 7%	3 7% *	1 9% **	- - **
Top 2 Box	1083 54%	812 55%	271 51%	881 54%	157 53%	26 53% *	8 74% **	- - **
Bottom 2 Box	381 19%	274 19%	108 20%	324 20%	51 17%	6 12% *	1 6% **	- - **
Mean	0.61	0.63	0.55	0.59	0.65	0.75	1.57	- - **
			*			**	**	**

ColumnProportions (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Close Friends

All Adults aged 16-75 in Great Britain

	Total	Gender		Age					Social grade			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)
Unweighted base	2005	994	1011	322	359	367	373	584	565	518	426	496
Weighted base	2005	993	1012	320	358	368	374	585	530	560	446	470
Very comfortable (2)	200 10%	93 9%	107 11%	47 15% H	40 11% H	39 11% H	45 12% H	30 5%	63 12%	52 9%	33 7%	52 11%
Fairly comfortable (1)	535 27%	226 23%	309 31% B	87 27%	105 29%	95 26%	87 23%	162 28%	132 25%	156 28%	114 26%	133 28%
Neither comfortable nor uncomfortable (0)	534 27%	285 29%	249 25%	84 26%	99 28%	112 31%	96 26%	142 24%	132 25%	146 26%	130 29%	126 27%
Fairly uncomfortable (-1)	348 17%	186 19%	162 16%	56 17%	67 19%	52 14%	66 18%	107 18%	99 19%	100 18%	79 18%	70 15%
Very uncomfortable (-2)	319 16%	159 16%	159 16%	22 7%	42 12%	52 14% D	74 20% DE	128 22% DEF	96 18%	81 15%	70 16%	71 15%
Don't know	70 3%	45 5%	25 2%	25 8% EGH	6 2%	17 5%	6 2%	17 3%	8 2%	25 4% I	19 4%	18 4%
Top 2 Box	735 37%	319 32%	416 41% B	134 42%	144 40%	134 36%	131 35%	192 33%	194 37%	208 37%	147 33%	185 39%
Bottom 2 Box	666 33%	345 35%	321 32%	78 24%	109 30%	105 29%	140 37% DF	234 40% DEF	195 37%	181 32%	149 33%	141 30%
Mean	-0.03	-0.10	0.04	0.27 GH	0.09 H	0.04 H	-0.10	-0.25	-0.07	*	-0.09	0.06

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Close Friends

All Adults aged 16-75 in Great Britain

	REGION											
	Total	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East Anglia	South West	South East	Greater London	Wales	Scotland
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	2005	88	232	186	173	153	190	171	271	267	101	173
Weighted base	2005	87	231	181	183	153	187	176	271	265	100	171
Very comfortable (2)	200 10%	13 14% *	23 10%	13 7% *	30 16% K*	16 10% *	24 13% *	14 8% *	30 11%	21 8%	4 4% *	13 8%
Fairly comfortable (1)	535 27%	15 18% *	52 22%	61 34% B*	47 26% *	56 36% BCH*	52 28% *	37 21% *	69 25%	64 24%	31 31% *	51 30%
Neither comfortable nor uncomfortable (0)	534 27%	24 28% *	57 25%	52 29% *	39 22% *	36 23% *	56 30% *	53 30% *	65 24%	80 30%	21 21% *	51 30%
Fairly uncomfortable (-1)	348 17%	20 23% *	47 20%	26 15% *	34 18% *	21 14% *	23 12% *	29 17% *	46 17%	53 20%	18 18% *	31 18%
Very uncomfortable (-2)	319 16%	14 16% *	37 16%	24 13% *	26 14% *	22 15% *	23 12% *	37 21% *	51 19%	35 13%	24 24% *	26 15%
Don't know	70 3%	1 1% *	15 7% L	4 2% *	8 4% L*	3 2% *	9 5% L*	6 4% *	10 4% L	12 5% L	2 2% *	- -
Top 2 Box	735 37%	28 32% *	75 32%	74 41% *	76 42% *	71 47% CHJ*	76 41% *	51 29% *	99 36%	85 32%	35 35% *	63 37%
Bottom 2 Box	666 33%	34 39% *	84 36%	51 28% *	59 33% *	43 28% *	46 25% *	66 38% *	97 36%	88 33%	42 42% G*	57 33%
Mean	-0.03	-0.08 *	-0.10	0.07 *	0.12 *	0.14 *	0.18 H*	-0.23 *	-0.07	-0.06	-0.27 *	-0.04

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Close Friends

All Adults aged 16-75 in Great Britain

	Total	Marital Status				Household Size				Education			
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated		1 person	2 people	3 people	4+ people	GCSE / O Level / NVQ12	A Level or equivalent	Degree / Masters / PhD	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted base	2005	1133	639	233	391	734	388	492	487	454	865	192	
Weighted base	2005	1074	701	230	343	718	385	559	494	453	810	225	
Very comfortable (2)	200 10%	108 10% D	82 12% D	11 5%	36 11%	76 11%	36 9%	52 9%	46 9%	43 10%	77 9%	34 15%	
Fairly comfortable (1)	535 27%	287 27%	194 28%	53 23%	78 23%	182 25%	97 25%	178 32% E	148 30% L	148 33% KL	200 25%	38 17%	
Neither comfortable nor uncomfortable (0)	534 27%	298 28%	171 24%	64 28%	73 21%	200 28%	112 29%	149 27%	129 26%	105 23%	215 26%	64 28%	
Fairly uncomfortable (-1)	348 17%	177 16%	130 19%	41 18%	69 20%	119 17%	78 20%	82 15%	85 17%	82 18%	149 18%	32 14%	
Very uncomfortable (-2)	319 16%	181 17%	84 12%	53 23% C	77 22% GH	125 17%	46 12%	71 13%	56 11%	69 15%	152 19% I	41 18%	
Don't know	70 3%	23 2%	40 6% B	8 3%	10 3%	16 2%	16 4%	28 5%	30 6% JK	6 1%	18 2%	16 7% JK	
Top 2 Box	735 37%	395 37% D	276 39% D	64 28%	114 33%	258 36%	133 35%	230 41%	194 39%	191 42% K	277 34%	72 32%	
Bottom 2 Box	666 33%	358 33%	214 31%	94 41% C	145 42% FGH	244 34%	124 32%	153 27%	141 29%	151 33%	301 37% I	73 32%	
Mean	-0.03	-0.04 D	0.09 D	-0.32	-0.21	-0.05	*	0.11 E	0.09 K	0.03	-0.13	-0.03 *	

ColumnProportions (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Close Friends

All Adults aged 16-75 in Great Britain

	Total	Employment status					Income			
	Total	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2005	695	284	183	1162	843	557	554	366	264
Weighted base	2005	682	309	200	1191	814	485	565	389	263
Very comfortable (2)	200 10%	76 11%	36 12%	11 6% *	123 10%	77 9%	52 11% H	34 6%	48 12% H	38 14% H
Fairly comfortable (1)	535 27%	180 26%	69 22%	45 22% *	294 25%	241 30%	121 25%	153 27%	114 29%	58 22%
Neither comfortable nor uncomfortable (0)	534 27%	174 26%	88 29%	64 32% *	326 27%	208 26%	123 25%	165 29%	101 26%	74 28%
Fairly uncomfortable (-1)	348 17%	125 18%	55 18%	34 17% *	214 18%	134 16%	80 16%	93 16%	81 21%	43 16%
Very uncomfortable (-2)	319 16%	110 16%	49 16%	43 22% *	203 17%	115 14%	86 18% I	93 16%	44 11%	45 17%
Don't know	70 3%	17 3%	11 4%	3 1% *	31 3%	39 5%	24 5% I	28 5% I	1 *	4 2%
Top 2 Box	735 37%	256 37%	106 34%	56 28% *	417 35%	318 39%	173 36%	187 33%	162 42%	96 37%
Bottom 2 Box	666 33%	235 35%	104 34%	78 39% *	417 35%	249 31%	165 34%	185 33%	125 32%	88 34%
Mean	-0.03	-0.02	-0.04	-0.27 *	-0.07	0.04	-0.06	-0.11	0.11	* *
				*		D				

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Close Friends

All Adults aged 16-75 in Great Britain

	Total	Main Shopper		Internet Weekly Usage				
		Yes, mainshop per	No, not mainshop per	Several times a day	Once a day	2 to 5 times a week	About once a week	Less than once a week
		(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	2005	1871	134	1673	265	49	5	1
Weighted base	2005	1475	530	1617	296	49	11	1
Very comfortable (2)	200 10%	143 10%	58 11%	157 10%	34 11%	4 8% *	- - **	- - **
Fairly comfortable (1)	535 27%	395 27%	139 26%	432 27%	80 27%	12 24% *	7 71% **	- - **
Neither comfortable nor uncomfortable (0)	534 27%	381 26%	153 29%	436 27%	65 22%	19 39% E*	- - **	- - **
Fairly uncomfortable (-1)	348 17%	267 18%	81 15%	276 17%	61 21%	7 14% *	- - **	1 100% **
Very uncomfortable (-2)	319 16%	253 17%	65 12%	267 17%	42 14%	4 9% *	2 20% **	- - **
Don't know	70 3%	37 2%	33 6% B	48 3%	13 4%	3 5% *	1 9% **	- - **
Top 2 Box	735 37%	538 36%	197 37%	589 36%	114 39%	16 32% *	7 71% **	- - **
Bottom 2 Box	666 33%	520 35%	146 28%	544 34%	103 35%	11 23% *	2 20% **	1 100% **
Mean	-0.03	-0.06	0.09 *	-0.04	0.01	0.09 **	0.34 **	-1.00 **

ColumnProportions (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Your insurance company (medical, vehicle, life, etc.)

All Adults aged 16-75 in Great Britain

	Total	Gender		Age					Social grade			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)
Unweighted base	2005	994	1011	322	359	367	373	584	565	518	426	496
Weighted base	2005	993	1012	320	358	368	374	585	530	560	446	470
Very comfortable (2)	78 4%	37 4%	41 4%	13 4%	12 3%	18 5%	11 3%	23 4%	21 4%	15 3%	14 3%	27 6%
Fairly comfortable (1)	269 13%	132 13%	136 13%	43 14%	72 20% FGH	38 10%	46 12%	69 12%	61 12%	68 12%	81 18%	59 13%
Neither comfortable nor uncomfortable (0)	422 21%	217 22%	205 20%	79 25% G	81 23% G	78 21%	54 15%	130 22% G	90 17%	133 24% I	87 19%	112 24% I
Fairly uncomfortable (-1)	526 26%	263 26%	263 26%	97 30% H	79 22%	122 33% EH	102 27%	126 22%	161 30% L	160 29% L	111 25%	94 20%
Very uncomfortable (-2)	618 31%	280 28%	337 33%	52 16%	107 30% D	87 24%	152 41% DEF	220 38% DF	185 35%	158 28%	123 28%	152 32%
Don't know	93 5%	63 6% C	30 3%	37 11% EGH	7 2%	25 7% EGH	8 2%	17 3%	12 2%	25 4%	30 7% I	27 6% I
Top 2 Box	346 17%	169 17%	177 17%	57 18%	84 24% FGH	56 15%	57 15%	91 16%	82 15%	83 15%	95 21%	86 18%
Bottom 2 Box	1143 57%	543 55%	600 59%	149 46%	186 52%	209 57%	254 68% DEFH	346 59% D	346 65% JKL	318 57%	234 53%	245 52%
Mean	-0.70	-0.66	-0.73	-0.46 GH	-0.56 GH	-0.64 G	-0.92	-0.80	-0.83	-0.71	-0.60	-0.64

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Your insurance company (medical, vehicle, life, etc.)

All Adults aged 16-75 in Great Britain

	REGION											
	Total	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East Anglia	South West	South East	Greater London	Wales	Scotland
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	2005	88	232	186	173	153	190	171	271	267	101	173
Weighted base	2005	87	231	181	183	153	187	176	271	265	100	171
Very comfortable (2)	78 4%	3 3% *	12 5%	2 1% *	19 10% DHJL*	4 3% *	6 3% *	4 2% *	11 4%	9 3%	2 2% *	5 3%
Fairly comfortable (1)	269 13%	12 14% *	38 16%	25 14% *	23 12% *	26 17% *	35 19% *	18 10% *	33 12%	32 12%	11 11% *	17 10%
Neither comfortable nor uncomfortable (0)	422 21%	20 23% *	36 16%	60 33% CEIKL*	34 19% *	34 22% *	43 23% *	44 25% *	49 18%	58 22%	12 12% *	30 18%
Fairly uncomfortable (-1)	526 26%	21 25% *	60 26%	33 18% *	54 30% *	37 24% *	47 25% *	42 24% *	79 29%	62 24%	25 24% *	64 37% DJ
Very uncomfortable (-2)	618 31%	26 30% *	71 31%	57 31% *	44 24% *	46 30% *	44 23% *	61 35% *	84 31%	83 31%	48 48% CEGIJ*	54 31%
Don't know	93 5%	4 4% *	14 6% L	4 2% *	8 5% *	5 3% *	12 7% L*	6 4% *	14 5%	22 8% L	2 2% *	2 1%
Top 2 Box	346 17%	15 17% *	49 21%	27 15% *	42 23% *	30 20% *	41 22% *	22 12% *	44 16%	40 15%	13 13% *	22 13%
Bottom 2 Box	1143 57%	48 55% *	132 57%	90 50% *	99 54% *	83 54% *	91 49% *	103 59% *	164 60%	145 55%	72 72% DEFGJ*	118 69% DEFGJ
Mean	-0.70	-0.67 *	-0.65	-0.66 *	-0.47 KL*	-0.64 *	-0.50 KL*	-0.81 *	-0.75	-0.73	-1.06 *	-0.86

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Your insurance company (medical, vehicle, life, etc.)

All Adults aged 16-75 in Great Britain

	Total	Marital Status				Household Size				Education			
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated		1 person	2 people	3 people	4+ people	GCSE / O Level / NVQ12	A Level or equivalent	Degree / Masters / PhD	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted base	2005	1133	639	233	391	734	388	492	487	454	865	192	
Weighted base	2005	1074	701	230	343	718	385	559	494	453	810	225	
Very comfortable (2)	78 4%	44 4%	26 4%	7 3%	11 3%	36 5%	15 4%	16 3%	25 5%	8 2%	29 4%	13 6%	
Fairly comfortable (1)	269 13%	139 13%	101 14%	28 12%	46 14%	96 13%	50 13%	76 14%	64 13%	71 16%	103 13%	30 13%	
Neither comfortable nor uncomfortable (0)	422 21%	229 21%	146 21%	47 20%	59 17%	151 21%	73 19%	139 25% E	107 22%	96 21%	158 19%	42 19%	
Fairly uncomfortable (-1)	526 26%	272 25%	191 27%	63 27%	87 25%	158 22%	121 31% F	160 29%	160 32% KL	132 29% L	198 24%	36 16%	
Very uncomfortable (-2)	618 31%	360 34% C	181 26%	76 33%	125 37% GH	258 36% GH	104 27%	130 23%	108 22%	138 30% I	301 37% I	71 32% I	
Don't know	93 5%	30 3%	55 8% B	8 4%	14 4%	19 3%	22 6%	38 7% F	30 6% JK	8 2%	22 3%	33 15% UK	
Top 2 Box	346 17%	183 17%	128 18%	35 15%	57 17%	132 18%	65 17%	92 16%	89 18%	79 17%	132 16%	43 19%	
Bottom 2 Box	1143 57%	632 59%	373 53%	139 61%	212 62% H	416 58%	225 59%	290 52%	268 54%	270 60% L	498 62% L	107 48%	
Mean	-0.70	-0.73	-0.62	-0.78	-0.82	-0.72	-0.69	-0.60 E	-0.56 K	-0.72	-0.81	-0.64 *	

ColumnProportions (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Your insurance company (medical, vehicle, life, etc.)

All Adults aged 16-75 in Great Britain

	Total		Employment status				Income			
	Total	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2005	695	284	183	1162	843	557	554	366	264
Weighted base	2005	682	309	200	1191	814	485	565	389	263
Very comfortable (2)	78 4%	27 4%	11 3%	6 3% *	43 4%	34 4%	23 5%	14 2%	12 3%	18 7% H
Fairly comfortable (1)	269 13%	98 14%	42 14%	22 11% *	162 14%	107 13%	73 15%	83 15%	61 16%	33 13%
Neither comfortable nor uncomfortable (0)	422 21%	149 22%	57 19%	34 17% *	240 20%	182 22%	92 19%	119 21%	85 22%	43 16%
Fairly uncomfortable (-1)	526 26%	194 29%	64 21%	49 24% *	307 26%	218 27%	112 23%	149 26%	108 28%	75 28%
Very uncomfortable (-2)	618 31%	197 29%	114 37% F	86 43% BEF*	396 33% BF	221 27%	143 29%	171 30%	119 31%	91 35%
Don't know	93 5%	18 3%	21 7% BE	4 2% *	42 4%	51 6% BE	42 9% U	30 5% U	4 1%	3 1%
Top 2 Box	346 17%	125 18%	53 17%	28 14% *	205 17%	141 17%	95 20%	97 17%	74 19%	51 19%
Bottom 2 Box	1143 57%	391 57%	178 58%	135 67% F*	704 59%	440 54%	255 53%	320 57%	227 58%	166 63% G
Mean	-0.70	-0.66 DE	-0.79	-0.96 *	-0.74	-0.64 D	-0.63	-0.71	-0.67	-0.72

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Your insurance company (medical, vehicle, life, etc.)

All Adults aged 16-75 in Great Britain

	Total	Main Shopper		Internet Weekly Usage				
		Yes, mainshop per	No, not mainshop per	Several times a day	Once a day	2 to 5 times a week	About once a week	Less than once a week
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	2005	1871	134	1673	265	49	5	1
Weighted base	2005	1475	530	1617	296	49	11	1
Very comfortable (2)	78 4%	55 4%	23 4%	60 4%	13 4%	2 3% *	- **	- **
Fairly comfortable (1)	269 13%	204 14%	64 12%	208 13%	47 16%	7 14% *	1 6% **	- **
Neither comfortable nor uncomfortable (0)	422 21%	299 20%	123 23%	344 21%	57 19%	13 26% *	- **	- **
Fairly uncomfortable (-1)	526 26%	385 26%	141 27%	422 26%	84 28%	14 28% *	- **	1 100% **
Very uncomfortable (-2)	618 31%	488 33%	130 24%	526 33%	72 24%	11 23% *	9 84% **	- **
Don't know	93 5%	43 3%	50 9% B	57 3%	22 8% D	3 5% *	1 9% **	- **
Top 2 Box	346 17%	259 18%	87 16%	268 17%	61 21%	8 17% *	1 6% **	- **
Bottom 2 Box	1143 57%	873 59%	270 51%	947 59%	156 53%	25 52% *	9 84% **	1 100% **
Mean	-0.70	-0.73	-0.60 *	-0.73	-0.56	-0.58 **	-1.78 **	-1.00 **

ColumnProportions (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Your Boss

All Adults aged 16-75 in Great Britain

	Total	Gender		Age					Social grade			
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	979	517	462	114	224	219	183	239	315	298	211	155
Weighted base	991	488	503	91	230	229	189	252	295	302	252	142
Very comfortable (2)	46 5%	23 5%	23 5%	5 5% *	15 6% G	18 8% G	2 1%	7 3%	17 6%	11 4%	13 5% *	6 4%
Fairly comfortable (1)	81 8%	48 10%	33 7%	11 12% *	23 10%	16 7%	13 7%	18 7%	14 5%	31 10%	25 10% *	11 8%
Neither comfortable nor uncomfortable (0)	189 19%	100 21%	89 18%	18 20% *	52 23%	40 17%	30 16%	49 19%	41 14%	59 19%	55 22% *	35 25% I
Fairly uncomfortable (-1)	256 26%	115 24%	140 28%	35 39% H*	54 24%	56 25%	56 30%	54 21%	81 27%	82 27%	58 23% *	35 25%
Very uncomfortable (-2)	388 39%	184 38%	204 41%	21 23% *	82 36%	91 40% D	83 44% D	110 44% D	138 47% J	105 35%	91 36% *	53 37%
Don't know	32 3%	18 4%	13 3%	1 1% *	3 1%	8 4%	4 2%	14 6%	4 1%	14 5%	11 4% *	2 1%
Top 2 Box	127 13%	71 15%	56 11%	16 17% *	38 17%	34 15%	15 8%	25 10%	30 10%	42 14%	38 15% *	17 12%
Bottom 2 Box	643 65%	299 61%	344 69%	56 61% *	137 59%	148 64%	139 74% E	164 65%	219 74% JKL	187 62%	149 59% *	88 62%
Mean	-0.89	-0.83	-0.96	-0.63 GH*	-0.73 G	-0.85	-1.11	-1.02	-1.07	-0.83	-0.78 *	-0.84

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Your Boss

All Adults aged 16-75 in Great Britain

	REGION											
	Total	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East Anglia	South West	South East	Greater London	Wales	Scotland
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	979	43	110	94	83	76	103	82	130	120	51	87
Weighted base	991	41	107	87	90	61	109	98	134	129	48	87
Very comfortable (2)	46 5%	5 12% DFGL*	5 4% *	- - *	10 11% DL*	1 1% *	2 2% *	2 2% *	9 7% *	10 8% *	2 4% **	1 1% *
Fairly comfortable (1)	81 8%	4 10% *	16 15% J*	7 8% *	7 8% *	9 15% J*	5 5% *	8 8% *	11 8% *	4 3% *	3 7% **	6 6% *
Neither comfortable nor uncomfortable (0)	189 19%	7 16% *	15 14% *	37 43% BCEFGHUL*	14 15% *	10 16% *	20 19% *	16 16% *	19 14% *	31 24% *	4 8% **	17 19% *
Fairly uncomfortable (-1)	256 26%	6 15% *	33 30% *	15 17% *	14 16% *	12 20% *	45 42% BDEF*	22 22% *	35 26% *	34 26% *	12 26% **	28 32% *
Very uncomfortable (-2)	388 39%	18 44% *	36 33% *	27 30% *	40 44% *	27 45% *	30 28% *	49 50% G*	57 42% *	43 33% *	25 53% **	36 41% *
Don't know	32 3%	1 2% *	3 3% *	1 1% *	5 5% *	2 4% *	6 5% *	1 1% *	3 2% *	7 6% *	1 2% **	1 1% *
Top 2 Box	127 13%	9 22% GL*	21 19% L*	7 8% *	17 19% *	10 16% *	8 7% *	10 10% *	20 15% *	14 11% *	5 11% **	6 7% *
Bottom 2 Box	643 65%	24 60% *	68 64% *	41 47% *	54 60% *	39 65% *	75 69% D*	71 72% D*	92 68% D*	77 59% *	38 79% **	63 73% D*
Mean	-0.89	-0.71 *	-0.75 *	-0.70 *	-0.79 *	-0.97 *	-0.93 *	-1.11 *	-0.91 *	-0.79 *	-1.19 **	-1.06 *

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTE

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Your Boss

All Adults aged 16-75 in Great Britain

	Total	Marital Status				Household Size				Education			
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated		1 person	2 people	3 people	4+ people	GCSE / O Level / NVQ12	A Level or equivalent	Degree / Masters / PhD	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted base	979	600	275	104	192	370	204	213	221	194	498	61	
Weighted base	991	588	296	107	183	370	192	246	227	206	472	71	
Very comfortable (2)	46 5%	30 5%	15 5%	1 1% *	3 2%	18 5%	18 9% EH	7 3% *	7 3%	8 4% *	22 5%	8 11% *	
Fairly comfortable (1)	81 8%	50 8%	28 9%	4 3% *	12 6%	28 8%	21 11%	21 8% *	18 8%	22 11% *	36 8%	6 8% *	
Neither comfortable nor uncomfortable (0)	189 19%	110 19%	59 20%	21 19% *	25 14%	76 20%	39 20%	49 20% *	49 22%	35 17% *	84 18%	7 10% *	
Fairly uncomfortable (-1)	256 26%	156 27%	73 25%	26 25% *	43 24%	97 26%	54 28%	61 25% *	54 24%	67 32% *	114 24%	20 29% *	
Very uncomfortable (-2)	388 39%	226 38%	113 38%	49 46% *	90 49% G	144 39%	56 29%	98 40% *	84 37%	71 34% *	204 43%	28 39% *	
Don't know	32 3%	17 3%	8 3%	6 6% *	10 5%	7 2%	4 2%	11 4% *	15 7% K	3 1% *	11 2%	2 3% *	
Top 2 Box	127 13%	80 14% D	43 15% D	4 4% *	15 8%	46 13%	39 20% E	27 11% *	25 11%	30 15% *	58 12%	14 19% *	
Bottom 2 Box	643 65%	382 65%	186 63%	75 70% *	133 73% G	241 65%	110 57%	159 64% *	138 61%	138 67% *	318 67%	48 68% G	
Mean	-0.89	-0.87 D	-0.83 D	-1.19 *	-1.18	-0.88 E	-0.58 EFH	-0.95 *	-0.90	-0.84 *	-0.96	-0.78 *	

ColumnProportions (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Your Boss

All Adults aged 16-75 in Great Britain

	Total	Employment status					Income			
	Total	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	979	695	284	-	979	-	182	278	233	182
Weighted base	991	682	309	-	991	-	164	286	236	171
Very comfortable (2)	46 5%	37 5%	9 3%	- -	46 5%	- -	7 5%	9 3%	18 8%	11 7%
Fairly comfortable (1)	81 8%	59 9%	23 7%	- -	81 8%	- -	15 9%	28 10%	22 9%	12 7%
Neither comfortable nor uncomfortable (0)	189 19%	137 20%	52 17%	- -	189 19%	- -	29 18%	71 25% J	44 19%	20 12%
Fairly uncomfortable (-1)	256 26%	165 24%	91 29%	- -	256 26%	- -	45 28%	61 21%	57 24%	57 33% H
Very uncomfortable (-2)	388 39%	266 39%	122 40%	- -	388 39%	- -	57 35%	103 36%	93 39%	68 40%
Don't know	32 3%	19 3%	12 4%	- -	32 3%	- -	9 6% I	14 5%	3 1%	3 2%
Top 2 Box	127 13%	96 14%	31 10%	- -	127 13%	- -	23 14%	36 13%	40 17%	23 14%
Bottom 2 Box	643 65%	431 63%	213 69%	- -	643 65%	- -	103 63%	164 57%	150 63%	125 73% H
Mean	-0.89	-0.85	-0.99	-	-0.89	-	-0.84	-0.82	-0.79	-0.94

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Your Boss

All Adults aged 16-75 in Great Britain

	Total	Main Shopper		Several times a day (D)	Internet Weekly Usage			
		Yes, mainshop per (B)	No, not mainshop per (C)		Once a day (E)	2 to 5 times a week (F)	About once a week (G)	Less than once a week (H)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	979	940	39	819	131	26	3	-
Weighted base	991	790	201	807	152	29	3	-
Very comfortable (2)	46 5%	29 4%	16 8% *	40 5%	2 2% *	4 13% **	- - **	- - -
Fairly comfortable (1)	81 8%	73 9%	8 4% *	64 8%	14 9% *	3 11% **	- - **	- - -
Neither comfortable nor uncomfortable (0)	189 19%	152 19%	37 18% *	158 20%	26 17% *	5 19% **	- - **	- - -
Fairly uncomfortable (-1)	256 26%	197 25%	59 29% *	199 25%	49 32% *	7 24% **	1 34% **	- - -
Very uncomfortable (-2)	388 39%	314 40%	74 37% *	322 40%	56 37% *	8 29% **	1 33% **	- - -
Don't know	32 3%	25 3%	6 3% *	24 3%	5 3% *	1 4% **	1 32% **	- - -
Top 2 Box	127 13%	103 13%	25 12% *	104 13%	16 11% *	7 24% **	- - **	- - -
Bottom 2 Box	643 65%	511 65%	132 66% *	521 65%	105 69% *	15 53% **	2 68% **	- - -
Mean	-0.89	-0.90	-0.85	-0.89	-0.97	-0.47	-1.49	- -
			*		*	**	**	

ColumnProportions (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Supermarkets

All Adults aged 16-75 in Great Britain

	Total	Gender		Age					Social grade			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)
Unweighted base	2005	994	1011	322	359	367	373	584	565	518	426	496
Weighted base	2005	993	1012	320	358	368	374	585	530	560	446	470
Very comfortable (2)	35 2%	25 3% c	9 1%	13 4% FG	8 2%	1 *	3 1%	10 2%	8 1%	10 2%	5 1%	12 2%
Fairly comfortable (1)	242 12%	122 12%	121 12%	47 15% H	51 14%	51 14%	42 11%	51 9%	62 12%	64 11%	64 14%	52 11%
Neither comfortable nor uncomfortable (0)	482 24%	242 24%	240 24%	81 25%	84 23%	87 24%	103 28%	127 22%	109 21%	140 25%	103 23%	130 28% I
Fairly uncomfortable (-1)	572 29%	283 28%	289 29%	93 29%	125 35% G	106 29%	83 22%	165 28%	147 28%	182 33% L	126 28%	117 25%
Very uncomfortable (-2)	605 30%	276 28%	329 33%	57 18%	85 24%	111 30% D	138 37% DE	215 37% DE	196 37% JL	141 25%	133 30%	136 29%
Don't know	69 3%	45 5% c	23 2%	30 9% EFGH	5 1%	11 3%	5 1%	17 3%	8 2%	23 4%	14 3%	24 5% I
Top 2 Box	277 14%	147 15%	130 13%	60 19% H	60 17%	52 14%	44 12%	61 10%	70 13%	74 13%	69 16%	64 14%
Bottom 2 Box	1177 59%	559 56%	619 61%	150 47%	210 59% D	217 59% D	221 59% D	380 65% D	342 65% L	323 58%	259 58%	253 54%
Mean	-0.76	-0.70	-0.82	-0.46 FGH	-0.64 H	-0.77	-0.85	-0.92	-0.88	-0.71	-0.74	-0.70

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTE

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Supermarkets

All Adults aged 16-75 in Great Britain

	REGION											
	Total	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East Anglia	South West	South East	Greater London	Wales	Scotland
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	2005	88	232	186	173	153	190	171	271	267	101	173
Weighted base	2005	87	231	181	183	153	187	176	271	265	100	171
Very comfortable (2)	35 2%	4 5% IJ*	5 2%	2 1% *	7 4% *	3 2% *	5 3% *	1 * *	2 1%	2 1%	1 1% *	3 2%
Fairly comfortable (1)	242 12%	7 8% *	35 15%	14 8% *	30 16% *	26 17% *	23 12% *	19 11% *	31 12%	28 11%	12 12% *	17 10%
Neither comfortable nor uncomfortable (0)	482 24%	26 30% F*	43 19%	56 31% CF*	51 28% *	23 15% *	50 27% *	34 19% *	62 23%	82 31% CF	19 19% *	36 21%
Fairly uncomfortable (-1)	572 29%	24 28% *	66 29%	56 31% J*	52 28% *	58 38% J*	51 27% *	46 26% *	83 31% J	50 19%	22 22% *	64 37% J
Very uncomfortable (-2)	605 30%	22 25% *	73 32% E	50 28% *	35 19% *	41 27% *	50 27% *	69 39% E*	81 30%	90 34% E	43 43% EG*	51 30%
Don't know	69 3%	4 4% L*	9 4% L	3 2% *	8 5% L*	2 2% *	9 5% L*	6 4% *	12 4% L	13 5% L	2 2% *	- -
Top 2 Box	277 14%	11 12% *	40 17%	16 9% *	37 20% D*	29 19% *	28 15% *	20 11% *	33 12%	30 11%	14 14% *	20 12%
Bottom 2 Box	1177 59%	46 54% *	139 60%	106 58% *	87 47% *	99 65% E*	100 54% *	116 66% E*	164 60%	140 53%	66 65% E*	115 67% EJ
Mean	-0.76	-0.65 *	-0.76	-0.78 *	-0.45 HIJKL*	-0.72 *	-0.66 *	-0.97 *	-0.81	-0.78	-0.95 *	-0.83

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Supermarkets

All Adults aged 16-75 in Great Britain

	Total	Marital Status				Household Size				Education			
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated		1 person	2 people	3 people	4+ people	GCSE / O Level / NVQ12	A Level or equivalent	Degree / Masters / PhD	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted base	2005	1133	639	233	391	734	388	492	487	454	865	192	
Weighted base	2005	1074	701	230	343	718	385	559	494	453	810	225	
Very comfortable (2)	35 2%	13 1%	18 3%	4 2%	6 2%	11 1%	6 1%	12 2%	10 2%	8 2%	10 1%	6 3%	
Fairly comfortable (1)	242 12%	120 11%	97 14%	25 11%	42 12%	73 10%	36 9%	91 16% FG	69 14%	65 14%	88 11%	17 8%	
Neither comfortable nor uncomfortable (0)	482 24%	264 25%	171 24%	47 21%	82 24%	168 23%	102 26%	131 23%	124 25%	102 22%	182 22%	57 25%	
Fairly uncomfortable (-1)	572 29%	312 29%	209 30%	52 22%	87 26%	208 29%	123 32%	153 27%	144 29%	135 30%	242 30%	49 22%	
Very uncomfortable (-2)	605 30%	345 32% c	168 24%	93 40% c	113 33%	240 33%	102 26%	150 27%	120 24%	136 30%	275 34% i	75 33%	
Don't know	69 3%	21 2%	39 6% b	9 4%	12 4%	18 3%	17 4%	21 4%	27 5% JK	6 1%	14 2%	21 9% JK	
Top 2 Box	277 14%	133 12%	115 16%	29 13%	48 14%	84 12%	41 11%	103 18% FG	79 16%	73 16%	98 12%	23 10%	
Bottom 2 Box	1177 59%	656 61% c	376 54%	144 63%	201 59%	448 62% H	225 58%	303 54%	264 53%	272 60%	517 64% i	124 55%	
Mean	-0.76	-0.81	-0.62 BD	-0.92	-0.79	-0.85	-0.76	-0.63 F	-0.63 K	-0.73	-0.86	-0.83 *	

ColumnProportions (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Supermarkets

All Adults aged 16-75 in Great Britain

	Total	Employment status					Income			
	Total	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2005	695	284	183	1162	843	557	554	366	264
Weighted base	2005	682	309	200	1191	814	485	565	389	263
Very comfortable (2)	35 2%	7 1%	4 1%	2 1% *	13 1%	22 3%	10 2%	3 1%	4 1%	4 2%
Fairly comfortable (1)	242 12%	87 13%	35 11%	16 8% *	138 12%	104 13%	56 12%	71 13%	57 15%	36 14%
Neither comfortable nor uncomfortable (0)	482 24%	162 24%	66 21%	37 19% *	265 22%	217 27%	131 27%	130 23%	107 27%	57 22%
Fairly uncomfortable (-1)	572 29%	228 33% F	79 26%	58 29% *	365 31%	207 25%	107 22%	157 28%	117 30% G	87 33% G
Very uncomfortable (-2)	605 30%	183 27%	114 37% BF	84 42% BEF*	381 32% B	224 28%	151 31%	177 31%	102 26%	76 29%
Don't know	69 3%	16 2%	10 3%	3 1% *	29 2%	40 5% E	29 6% U	27 5% I	2 1%	3 1%
Top 2 Box	277 14%	94 14%	39 13%	18 9% *	151 13%	126 15%	66 14%	75 13%	61 16%	41 15%
Bottom 2 Box	1177 59%	411 60% F	194 63% F	142 71% F*	746 63% F	431 53%	258 53%	334 59%	219 56%	163 62%
Mean	-0.76	-0.74 DE	-0.89	-1.04 *	-0.83 D	-0.66 CDE	-0.73	-0.80	-0.66	-0.74

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Supermarkets

All Adults aged 16-75 in Great Britain

	Total	Main Shopper		Internet Weekly Usage				
		Yes, mainshop per	No, not mainshop per	Several times a day	Once a day	2 to 5 times a week	About once a week	Less than once a week
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	2005	1871	134	1673	265	49	5	1
Weighted base	2005	1475	530	1617	296	49	11	1
Very comfortable (2)	35 2%	21 1%	14 3%	25 2%	9 3%	1 2% *	- **	- **
Fairly comfortable (1)	242 12%	199 13%	43 8%	190 12%	47 16%	2 4% *	1 6% **	- **
Neither comfortable nor uncomfortable (0)	482 24%	375 25%	107 20%	399 25%	65 22%	10 21% *	- **	- **
Fairly uncomfortable (-1)	572 29%	402 27%	169 32%	470 29%	77 26%	20 41% *	- **	- **
Very uncomfortable (-2)	605 30%	442 30%	163 31%	492 30%	86 29%	13 26% *	9 84% **	1 100% **
Don't know	69 3%	35 2%	33 6% B	42 3%	12 4%	3 5% *	1 9% **	- **
Top 2 Box	277 14%	220 15%	57 11%	215 13%	56 19%	3 6% *	1 6% **	- **
Bottom 2 Box	1177 59%	844 57%	333 63%	961 59%	162 55%	33 67% *	9 84% **	1 100% **
Mean	-0.76	-0.73	-0.86 *	-0.77	-0.65	-0.91 **	-1.78 **	-2.00 **

ColumnProportions (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Advertising companies

All Adults aged 16-75 in Great Britain

	Total	Gender		Age					Social grade			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)
Unweighted base	2005	994	1011	322	359	367	373	584	565	518	426	496
Weighted base	2005	993	1012	320	358	368	374	585	530	560	446	470
Very comfortable (2)	22 1%	16 2%	6 1%	2 1%	6 2%	3 1%	2 1%	10 2%	5 1%	5 1%	3 1%	9 2%
Fairly comfortable (1)	109 5%	72 7% C	37 4%	28 9% FGH	44 12% FGH	13 4%	10 3%	14 2%	22 4%	27 5%	32 7%	28 6%
Neither comfortable nor uncomfortable (0)	339 17%	190 19%	149 15%	72 23% H	64 18%	70 19% H	64 17%	68 12%	66 12%	96 17%	88 20% I	89 19% I
Fairly uncomfortable (-1)	596 30%	281 28%	316 31%	103 32%	122 34%	114 31%	103 28%	154 26%	147 28%	189 34%	126 28%	134 28%
Very uncomfortable (-2)	868 43%	388 39%	480 47% B	85 27%	116 32%	156 42% DE	190 51% DE	320 55% DEF	282 53% JKL	218 39%	182 41%	186 40%
Don't know	71 4%	47 5% C	24 2%	30 9% EFGH	6 2%	11 3%	5 1%	19 3%	8 2%	24 4%	14 3%	25 5% I
Top 2 Box	131 7%	88 9% C	43 4%	29 9% GH	50 14% FGH	16 4%	12 3%	24 4%	27 5%	32 6%	35 8%	37 8%
Bottom 2 Box	1464 73%	668 67%	796 79% B	188 59%	238 67%	270 73% D	293 79% DE	474 81% DEF	429 81% JKL	407 73%	308 69%	320 68%
Mean	-1.13	-1.01 C	-1.24	-0.84 FGH	-0.85 FGH	-1.14 H	-1.27	-1.34	-1.30	-1.10 I	-1.05 I	-1.03 I

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Advertising companies

All Adults aged 16-75 in Great Britain

	REGION											
	Total	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East Anglia	South West	South East	Greater London	Wales	Scotland
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	2005	88	232	186	173	153	190	171	271	267	101	173
Weighted base	2005	87	231	181	183	153	187	176	271	265	100	171
Very comfortable (2)	22 1%	1 1% *	2 1%	1 *	8 4% *	1 1% *	2 1% *	1 *	3 1%	1 1%	* *	2 1%
Fairly comfortable (1)	109 5%	6 7% *	21 9% HJ	11 6% *	14 8% *	10 7% *	10 5% *	3 2% *	11 4%	8 3%	7 7% *	7 4%
Neither comfortable nor uncomfortable (0)	339 17%	18 21% *	38 16%	40 22% *	33 18% *	19 12% *	26 14% *	27 16% *	42 16%	53 20%	11 11% *	32 19%
Fairly uncomfortable (-1)	596 30%	25 29% *	80 35% H	60 33% *	54 30% *	49 32% *	54 29% *	36 21% *	84 31%	72 27%	31 31% *	50 29%
Very uncomfortable (-2)	868 43%	32 37% *	82 35%	65 36% *	66 36% *	72 47% *	84 45% *	102 58% BCDEI*	118 44%	117 44%	49 49% *	81 47%
Don't know	71 4%	4 4% L*	9 4% L	4 2% *	8 5% L*	2 2% *	10 6% L*	6 4% *	12 4% L	14 5% L	2 2% *	- -
Top 2 Box	131 7%	7 9% *	23 10% HJ	12 6% *	21 12% HJ*	11 7% *	12 7% *	4 2% *	14 5%	10 4%	7 7% *	9 5%
Bottom 2 Box	1464 73%	57 66% *	162 70%	125 69% *	120 66% *	121 79% *	139 74% *	138 79% *	202 75%	189 71%	80 80% *	130 76%
Mean	-1.13	-0.97 H*	-0.98 H	-1.00 H*	-0.90 H*	-1.20 *	-1.18 *	-1.39 *	-1.17	-1.17	-1.24 *	-1.17

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Advertising companies

All Adults aged 16-75 in Great Britain

	Total	Marital Status				Household Size				Education			
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated		1 person	2 people	3 people	4+ people	GCSE / O Level / NVQ12	A Level or equivalent	Degree / Masters / PhD	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted base	2005	1133	639	233	391	734	388	492	487	454	865	192	
Weighted base	2005	1074	701	230	343	718	385	559	494	453	810	225	
Very comfortable (2)	22 1%	12 1%	6 1%	3 1%	5 2%	9 1%	2 *	5 1%	10 2%	3 1%	8 1%	1 1%	
Fairly comfortable (1)	109 5%	44 4%	58 8% BD	7 3%	13 4%	30 4%	21 5%	45 8%	27 6%	29 6%	40 5%	12 5%	
Neither comfortable nor uncomfortable (0)	339 17%	166 15%	139 20%	34 15%	54 16%	114 16%	55 14%	117 21%	96 19% K	76 17%	107 13%	39 17%	
Fairly uncomfortable (-1)	596 30%	346 32% D	202 29%	48 21%	88 26%	208 29%	146 38% EFH	155 28%	145 29%	151 33% L	254 31% L	46 21%	
Very uncomfortable (-2)	868 43%	485 45% C	256 37%	127 55% BC	169 49% GH	339 47% GH	145 38%	215 39%	189 38%	187 41%	387 48% I	104 46%	
Don't know	71 4%	21 2%	40 6% B	10 4%	13 4%	19 3%	17 4%	22 4%	28 6% JK	6 1%	15 2%	22 10% JK	
Top 2 Box	131 7%	56 5%	64 9% B	10 5%	19 5%	39 5%	23 6%	50 9%	37 7%	33 7%	47 6%	14 6%	
Bottom 2 Box	1464 73%	831 77% C	458 65%	175 76% C	257 75% H	547 76% H	291 75% H	370 66%	334 68%	338 75%	641 79% IL	151 67%	
Mean	-1.13	-1.18	-0.97 BD	-1.31	-1.22	-1.20	-1.12	-0.99 EF	-1.02 K	-1.09	-1.22	-1.18 *	

ColumnProportions (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Advertising companies

All Adults aged 16-75 in Great Britain

	Total	Employment status					Income			
	Total	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2005	695	284	183	1162	843	557	554	366	264
Weighted base	2005	682	309	200	1191	814	485	565	389	263
Very comfortable (2)	22 1%	6 1%	3 1%	2 1% *	11 1%	11 1%	6 1%	2 *	4 1%	2 1%
Fairly comfortable (1)	109 5%	51 7% E	10 3%	7 4% *	69 6%	40 5%	23 5%	33 6%	27 7%	19 7%
Neither comfortable nor uncomfortable (0)	339 17%	125 18%	45 15%	28 14% *	198 17%	141 17%	101 21% J	88 16%	75 19%	31 12%
Fairly uncomfortable (-1)	596 30%	218 32%	82 27%	55 27% *	355 30%	241 30%	122 25%	178 32%	121 31%	94 36% G
Very uncomfortable (-2)	868 43%	265 39%	158 51% B	104 52% B*	527 44% B	341 42%	200 41%	237 42%	161 41%	115 44%
Don't know	71 4%	18 3%	11 3%	3 1% *	31 3%	40 5% E	31 6% U	28 5% I	1 *	3 1%
Top 2 Box	131 7%	57 8%	13 4%	10 5% *	79 7%	51 6%	29 6%	35 6%	30 8%	21 8%
Bottom 2 Box	1464 73%	483 71%	240 78%	159 80% *	882 74% B	582 71%	323 67%	415 73%	282 72%	209 79% G
Mean	-1.13	-1.03 CDE	-1.28	-1.27 *	-1.14 C	-1.11	-1.08	-1.14	-1.06	-1.16

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Advertising companies

All Adults aged 16-75 in Great Britain

	Total	Main Shopper		Internet Weekly Usage				
		Yes, mainshop per	No, not mainshop per	Several times a day	Once a day	2 to 5 times a week	About once a week	Less than once a week
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	2005	1871	134	1673	265	49	5	1
Weighted base	2005	1475	530	1617	296	49	11	1
Very comfortable (2)	22 1%	16 1%	6 1%	12 1%	9 3% D	1 2% *	- - **	- - **
Fairly comfortable (1)	109 5%	77 5%	31 6%	94 6%	11 4%	1 2% *	- - **	- - **
Neither comfortable nor uncomfortable (0)	339 17%	257 17%	82 15%	283 17%	41 14%	8 16% *	- - **	- - **
Fairly uncomfortable (-1)	596 30%	443 30%	154 29%	476 29%	91 31%	19 38% *	7 71% **	- - **
Very uncomfortable (-2)	868 43%	644 44%	224 42%	708 44%	131 44%	18 37% *	2 20% **	1 100% **
Don't know	71 4%	38 3%	33 6% B	43 3%	13 4%	3 5% *	1 9% **	- - **
Top 2 Box	131 7%	94 6%	37 7%	106 7%	20 7%	2 3% *	- - **	- - **
Bottom 2 Box	1464 73%	1087 74%	377 71%	1185 73%	222 75%	37 75% *	10 91% **	1 100% **
Mean	-1.13	-1.13	-1.12 *	-1.13	-1.15	-1.13 **	-1.22 **	-2.00 **

ColumnProportions (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - The Police

All Adults aged 16-75 in Great Britain

	Total	Gender		Age					Social grade			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)
Unweighted base	2005	994	1011	322	359	367	373	584	565	518	426	496
Weighted base	2005	993	1012	320	358	368	374	585	530	560	446	470
Very comfortable (2)	177 9%	79 8%	98 10%	29 9%	34 9%	34 9%	32 9%	49 8%	48 9%	46 8%	39 9%	44 9%
Fairly comfortable (1)	390 19%	178 18%	212 21%	63 20%	71 20%	73 20%	60 16%	123 21%	101 19%	109 19%	89 20%	92 19%
Neither comfortable nor uncomfortable (0)	459 23%	237 24%	222 22%	92 29% H	82 23%	98 27% H	83 22%	105 18%	107 20%	122 22%	109 24%	121 26%
Fairly uncomfortable (-1)	398 20%	195 20%	204 20%	56 17%	85 24%	77 21%	71 19%	110 19%	108 20%	119 21%	91 20%	80 17%
Very uncomfortable (-2)	515 26%	265 27%	250 25%	55 17%	81 23%	74 20%	123 33% DEF	182 31% DEF	157 30%	140 25%	102 23%	116 25%
Don't know	66 3%	39 4%	26 3%	26 8% EGH	6 2%	13 4%	5 1%	17 3%	8 2%	24 4% I	16 4%	17 4%
Top 2 Box	568 28%	257 26%	311 31%	92 29%	105 29%	106 29%	92 25%	172 29%	149 28%	155 28%	128 29%	135 29%
Bottom 2 Box	913 46%	459 46%	454 45%	111 35%	165 46% D	150 41%	194 52% DF	292 50% D	266 50% L	259 46%	193 43%	196 42%
Mean	-0.35	-0.41	-0.30	-0.15 GH	-0.30	-0.24 G	-0.53	-0.45	-0.43	-0.37	-0.30	-0.29

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTE

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - The Police

All Adults aged 16-75 in Great Britain

	REGION											
	Total	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East Anglia	South West	South East	Greater London	Wales	Scotland
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	2005	88	232	186	173	153	190	171	271	267	101	173
Weighted base	2005	87	231	181	183	153	187	176	271	265	100	171
Very comfortable (2)	177 9%	9 11% L*	23 10% L	12 7% *	29 16% GL*	12 8% *	11 6% *	11 6% *	32 12% L	25 10%	6 6% *	6 4%
Fairly comfortable (1)	390 19%	17 19% *	38 17%	53 29% CEU*	29 16% *	44 29% CJ*	43 23% *	32 18% *	48 18%	38 14%	15 15% *	33 19%
Neither comfortable nor uncomfortable (0)	459 23%	22 25% *	47 21%	43 24% *	50 27% *	26 17% *	52 28% *	48 27% *	54 20%	55 21%	24 24% *	38 22%
Fairly uncomfortable (-1)	398 20%	14 16% *	48 21%	28 15% *	39 21% *	30 20% *	36 19% *	25 14% *	53 20%	63 24%	16 16% *	47 27% DH
Very uncomfortable (-2)	515 26%	24 28% *	65 28% E	42 23% *	29 16% *	39 25% *	34 18% *	54 31% E*	72 27%	71 27%	38 38% EG*	47 27%
Don't know	66 3%	1 1% *	9 4%	3 2% *	8 4% *	2 1% *	10 6% L*	6 4% *	10 4%	14 5% L	2 2% *	1 1%
Top 2 Box	568 28%	26 30% *	62 27%	65 36% L*	58 32% *	56 37% JL*	54 29% *	42 24% *	81 30%	63 24%	21 21% *	39 23%
Bottom 2 Box	913 46%	38 44% *	113 49%	70 39% *	67 37% *	69 45% *	70 38% *	79 45% *	126 46%	134 50% E	53 53% *	94 55% DEG
Mean	-0.35	-0.31 *	-0.42	-0.19 L*	-0.05 JKL*	-0.26 *	-0.22 *	-0.47 *	-0.33	-0.46	-0.65 *	-0.56

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - The Police

All Adults aged 16-75 in Great Britain

	Total	Marital Status				Household Size				Education			
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated		1 person	2 people	3 people	4+ people	GCSE / O Level / NVQ12	A Level or equivalent	Degree / Masters / PhD	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted base	2005	1133	639	233	391	734	388	492	487	454	865	192	
Weighted base	2005	1074	701	230	343	718	385	559	494	453	810	225	
Very comfortable (2)	177 9%	97 9%	57 8%	23 10%	32 9%	71 10%	38 10%	37 7%	47 10%	34 8%	63 8%	29 13%	
Fairly comfortable (1)	390 19%	235 22%	121 17%	35 15%	57 17%	149 21%	71 18%	114 20%	94 19%	94 21%	152 19%	48 21%	
Neither comfortable nor uncomfortable (0)	459 23%	233 22%	174 25%	53 23%	68 20%	145 20%	85 22%	161 29% EF	114 23%	114 25%	164 20%	50 22%	
Fairly uncomfortable (-1)	398 20%	212 20%	142 20%	44 19%	66 19%	137 19%	81 21%	115 21%	107 22% L	95 21%	167 21%	29 13%	
Very uncomfortable (-2)	515 26%	275 26%	172 25%	67 29%	107 31% H	201 28% H	96 25%	111 20%	103 21%	110 24%	249 31% I	52 23%	
Don't know	66 3%	22 2%	35 5% B	8 4%	13 4%	16 2%	14 4%	22 4%	28 6% JK	6 1%	16 2%	16 7% JK	
Top 2 Box	568 28%	332 31%	178 25%	58 25%	89 26%	219 31%	109 28%	150 27%	142 29%	129 28%	215 27%	78 35%	
Bottom 2 Box	913 46%	487 45%	315 45%	111 48%	173 50% H	338 47%	177 46%	226 40%	211 43%	205 45%	416 51% IL	81 36%	
Mean	-0.35	-0.32	-0.38	-0.44	-0.48	-0.35	-0.34	-0.28	-0.27 K	-0.34	-0.49	-0.13 K*	

ColumnProportions (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - The Police

All Adults aged 16-75 in Great Britain

	Total	Employment status					Income			
	Total	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2005	695	284	183	1162	843	557	554	366	264
Weighted base	2005	682	309	200	1191	814	485	565	389	263
Very comfortable (2)	177 9%	61 9%	25 8%	18 9% *	104 9%	73 9%	50 10%	43 8%	35 9%	31 12%
Fairly comfortable (1)	390 19%	127 19%	68 22%	31 16% *	226 19%	164 20%	93 19%	109 19%	87 22%	49 18%
Neither comfortable nor uncomfortable (0)	459 23%	153 22%	55 18%	39 20% *	246 21%	212 26% CE	106 22%	129 23%	84 22%	51 20%
Fairly uncomfortable (-1)	398 20%	148 22%	64 21%	41 20% *	252 21%	146 18%	78 16%	120 21%	77 20%	68 26% G
Very uncomfortable (-2)	515 26%	178 26%	87 28%	67 33% F*	332 28%	183 23%	132 27%	136 24%	104 27%	61 23%
Don't know	66 3%	16 2%	10 3%	4 2% *	30 3%	35 4%	26 5% U	27 5% I	2 *	3 1%
Top 2 Box	568 28%	188 27%	93 30%	50 25% *	330 28%	237 29%	143 30%	152 27%	122 31%	79 30%
Bottom 2 Box	913 46%	326 48% F	151 49%	107 54% F*	584 49% F	329 40%	210 43%	256 45%	181 47%	129 49%
Mean	-0.35	-0.38	-0.40	-0.54 *	-0.41	-0.26	-0.32	-0.37	-0.33	-0.31

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - The Police

All Adults aged 16-75 in Great Britain

	Total	Main Shopper		Internet Weekly Usage				
		Yes, mainshop per	No, not mainshop per	Several times a day	Once a day	2 to 5 times a week	About once a week	Less than once a week
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	2005	1871	134	1673	265	49	5	1
Weighted base	2005	1475	530	1617	296	49	11	1
Very comfortable (2)	177 9%	137 9%	40 8%	141 9%	27 9%	7 14% *	- **	- **
Fairly comfortable (1)	390 19%	289 20%	102 19%	307 19%	63 21%	11 22% *	1 6% **	1 100% **
Neither comfortable nor uncomfortable (0)	459 23%	331 22%	128 24%	374 23%	64 22%	8 16% *	- **	- **
Fairly uncomfortable (-1)	398 20%	284 19%	114 22%	320 20%	59 20%	12 24% *	7 64% **	- **
Very uncomfortable (-2)	515 26%	398 27%	117 22%	432 27%	69 23%	9 19% *	2 20% **	- **
Don't know	66 3%	37 3%	28 5%	43 3%	13 4%	3 5% *	1 9% **	- **
Top 2 Box	568 28%	426 29%	142 27%	448 28%	90 30%	18 36% *	1 6% **	1 100% **
Bottom 2 Box	913 46%	681 46%	232 44%	752 47%	128 43%	21 43% *	9 84% **	- **
Mean	-0.35	-0.36	-0.33 *	-0.38	-0.28	-0.13 **	-1.08 **	1.00 **

ColumnProportions (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Energy Companies

All Adults aged 16-75 in Great Britain

	Total	Gender		Age					Social grade			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)
Unweighted base	2005	994	1011	322	359	367	373	584	565	518	426	496
Weighted base	2005	993	1012	320	358	368	374	585	530	560	446	470
Very comfortable (2)	38 2%	21 2%	17 2%	5 1%	8 2%	8 2%	5 1%	13 2%	8 1%	9 2%	6 1%	16 3%
Fairly comfortable (1)	189 9%	95 10%	95 9%	35 11%	43 12%	30 8%	33 9%	48 8%	48 9%	56 10%	36 8%	49 11%
Neither comfortable nor uncomfortable (0)	460 23%	256 26% C	204 20%	88 28%	89 25%	91 25%	76 20%	116 20%	97 18%	138 25%	111 25%	113 24%
Fairly uncomfortable (-1)	563 28%	275 28%	288 29%	99 31%	111 31%	109 30%	99 27%	146 25%	153 29%	178 32% L	119 27%	113 24%
Very uncomfortable (-2)	678 34%	296 30%	381 38% B	59 18%	101 28% D	118 32% D	155 42% DEF	244 42% DEF	214 40% JL	153 27%	160 36%	151 32%
Don't know	77 4%	50 5% C	26 3%	35 11% EFGH	6 2%	11 3%	6 2%	18 3%	10 2%	25 4%	14 3%	28 6% I
Top 2 Box	228 11%	116 12%	112 11%	39 12%	51 14%	38 10%	38 10%	62 11%	56 11%	65 12%	42 9%	65 14%
Bottom 2 Box	1241 62%	571 58% B	670 66% B	158 49%	212 59%	228 62% D	254 68% D	389 67% D	367 69% JL	332 59%	279 63%	264 56%
Mean	-0.86	-0.78 C	-0.94	-0.61 FGH	-0.72 GH	-0.84	-1.00	-0.99	-0.99	-0.77 I	-0.90	-0.76 I

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Energy Companies

All Adults aged 16-75 in Great Britain

	REGION											
	Total	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East Anglia	South West	South East	Greater London	Wales	Scotland
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	2005	88	232	186	173	153	190	171	271	267	101	173
Weighted base	2005	87	231	181	183	153	187	176	271	265	100	171
Very comfortable (2)	38 2%	2 2% *	5 2%	1 1% *	8 4% *	3 2% *	2 1% *	1 * *	4 1%	5 2%	3 3% *	5 3%
Fairly comfortable (1)	189 9%	5 6% *	24 10%	19 11% *	25 14% *	19 12% *	16 9% *	17 10% *	17 6%	25 9%	11 11% *	10 6%
Neither comfortable nor uncomfortable (0)	460 23%	22 25% *	51 22%	52 29% *	40 22% *	44 29% *	43 23% *	33 19% *	60 22%	62 23%	20 20% *	32 19%
Fairly uncomfortable (-1)	563 28%	29 34% *	68 29%	37 20% *	51 28% *	33 22% *	55 29% *	45 26% *	91 34% D	74 28%	25 25% *	54 31%
Very uncomfortable (-2)	678 34%	25 28% *	75 32%	67 37% *	49 27% *	49 32% *	61 33% *	73 42% *	84 31%	86 32%	39 39% *	69 40% E
Don't know	77 4%	4 4% *	9 4%	4 2% *	8 5% *	5 3% *	10 5% *	6 4% *	15 6% L	13 5%	2 2% *	1 1%
Top 2 Box	228 11%	7 8% *	29 12%	21 11% *	34 18% J*	21 14% *	18 10% *	18 10% *	21 8%	30 11%	14 14% *	15 9%
Bottom 2 Box	1241 62%	54 62% *	143 62%	104 58% *	101 55% *	83 54% *	116 62% *	118 67% *	175 65%	160 60%	64 64% *	123 72% DEF
Mean	-0.86	-0.84 *	-0.83	-0.84 *	-0.62 HIL*	-0.73 *	-0.89 *	-1.02 *	-0.92	-0.84	-0.87 *	-1.01

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Energy Companies

All Adults aged 16-75 in Great Britain

	Total	Marital Status				Household Size				Education			
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated		1 person	2 people	3 people	4+ people	GCSE / O Level / NVQ12	A Level or equivalent	Degree / Masters / PhD	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted base	2005	1133	639	233	391	734	388	492	487	454	865	192	
Weighted base	2005	1074	701	230	343	718	385	559	494	453	810	225	
Very comfortable (2)	38 2%	25 2%	10 1%	3 1%	8 2%	15 2%	5 1%	9 2%	16 3%	6 1%	14 2%	2 1%	
Fairly comfortable (1)	189 9%	99 9%	71 10%	20 9%	39 11%	70 10%	32 8%	48 9%	39 8%	50 11%	81 10%	20 9%	
Neither comfortable nor uncomfortable (0)	460 23%	233 22%	178 25%	49 21%	78 23%	155 22%	81 21%	146 26%	113 23%	106 23%	167 21%	53 24%	
Fairly uncomfortable (-1)	563 28%	304 28%	195 28%	64 28%	84 25%	181 25%	129 34% EF	169 30%	171 35% L	127 28% L	225 28% L	39 17%	
Very uncomfortable (-2)	678 34%	390 36% C	203 29%	84 37%	121 35%	277 39% H	118 31%	162 29%	126 26%	158 35% I	309 38% I	84 37% I	
Don't know	77 4%	23 2%	44 6% B	9 4%	13 4%	20 3%	20 5%	24 4%	29 6% JK	6 1%	15 2%	26 11% JK	
Top 2 Box	228 11%	124 12%	80 11%	23 10%	48 14%	85 12%	37 10%	58 10%	55 11%	56 12%	95 12%	22 10%	
Bottom 2 Box	1241 62%	694 65% C	399 57%	148 64%	205 60%	458 64%	247 64%	331 59%	298 60%	285 63%	534 66% L	124 55%	
Mean	-0.86	-0.89	-0.78	-0.93	-0.82	-0.91	-0.89	-0.80	-0.76	-0.85	-0.92	-0.92 *	

ColumnProportions (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Energy Companies

All Adults aged 16-75 in Great Britain

	Total		Employment status				Income			
	Total	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2005	695	284	183	1162	843	557	554	366	264
Weighted base	2005	682	309	200	1191	814	485	565	389	263
Very comfortable (2)	38 2%	11 2%	7 2%	2 1% *	21 2%	18 2%	12 2%	8 1%	9 2%	1 1%
Fairly comfortable (1)	189 9%	65 9%	21 7%	25 13% *	111 9%	79 10%	48 10%	53 9%	47 12%	23 9%
Neither comfortable nor uncomfortable (0)	460 23%	171 25%	55 18%	45 22% *	271 23%	189 23%	116 24%	145 26%	89 23%	57 22%
Fairly uncomfortable (-1)	563 28%	201 29%	91 30%	45 23% *	338 28%	225 28%	122 25%	152 27%	120 31%	84 32%
Very uncomfortable (-2)	678 34%	218 32%	123 40%	79 40% *	420 35% B	257 32%	158 33%	174 31%	124 32%	94 36%
Don't know	77 4%	17 2%	11 4%	3 1% *	31 3%	46 6% BE	29 6% U	32 6% U	1 *	4 2%
Top 2 Box	228 11%	75 11%	28 9%	28 14% *	131 11%	96 12%	60 12%	61 11%	55 14%	24 9%
Bottom 2 Box	1241 62%	419 61%	214 69% F	124 62% *	758 64%	483 59%	280 58%	326 58%	244 63%	178 68% G
Mean	-0.86	-0.83	-1.01	-0.88 *	-0.89	-0.81	-0.80	-0.81	-0.78	-0.95

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Energy Companies

All Adults aged 16-75 in Great Britain

	Total	Main Shopper		Internet Weekly Usage				
		Yes, mainshop per	No, not mainshop per	Several times a day	Once a day	2 to 5 times a week	About once a week	Less than once a week
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	2005	1871	134	1673	265	49	5	1
Weighted base	2005	1475	530	1617	296	49	11	1
Very comfortable (2)	38 2%	32 2%	6 1%	26 2%	11 4%	1 2% *	- **	- **
Fairly comfortable (1)	189 9%	160 11%	29 6%	154 10%	25 8%	5 10% *	- **	- **
Neither comfortable nor uncomfortable (0)	460 23%	342 23%	118 22%	373 23%	65 22%	8 17% *	- **	- **
Fairly uncomfortable (-1)	563 28%	400 27%	163 31%	468 29%	78 27%	16 33% *	1 6% **	- **
Very uncomfortable (-2)	678 34%	502 34%	176 33%	546 34%	103 35%	16 33% *	9 84% **	1 100% **
Don't know	77 4%	39 3%	38 7% B	50 3%	12 4%	3 5% *	1 9% **	- **
Top 2 Box	228 11%	192 13% C	35 7%	180 11%	36 12%	6 12% *	- **	- **
Bottom 2 Box	1241 62%	902 61%	339 64%	1013 63%	182 61%	33 66% *	10 91% **	1 100% **
Mean	-0.86	-0.82	-0.96 *	-0.86	-0.84	-0.90 **	-1.93 **	-2.00 **

ColumnProportions (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Health Professionals

All Adults aged 16-75 in Great Britain

	Total	Gender		Age					Social grade			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)
Unweighted base	2005	994	1011	322	359	367	373	584	565	518	426	496
Weighted base	2005	993	1012	320	358	368	374	585	530	560	446	470
Very comfortable (2)	128 6%	61 6%	67 7%	25 8%	24 7%	15 4%	17 5%	47 8%	35 7%	30 5%	30 7%	32 7%
Fairly comfortable (1)	460 23%	239 24%	221 22%	79 25%	94 26%	89 24%	86 23%	111 19%	131 25%	130 23%	88 20%	111 24%
Neither comfortable nor uncomfortable (0)	517 26%	278 28%	239 24%	85 27%	98 27%	105 28%	87 23%	141 24%	124 23%	157 28%	118 27%	118 25%
Fairly uncomfortable (-1)	391 19%	170 17%	221 22%	65 20%	69 19%	72 20%	82 22%	103 18%	113 21%	111 20%	84 19%	83 18%
Very uncomfortable (-2)	434 22%	195 20%	239 24%	36 11%	66 18%	69 19%	96 26% D	167 29% DEF	119 22%	108 19%	106 24%	101 22%
Don't know	75 4%	50 5% C	25 2%	30 9% EGH	7 2%	17 5% G	5 1%	16 3%	8 2%	23 4%	19 4%	25 5% I
Top 2 Box	588 29%	300 30%	288 28%	104 32%	118 33%	105 28%	103 28%	158 27%	167 31%	160 29%	119 27%	143 30%
Bottom 2 Box	825 41%	365 37%	460 45% B	101 32%	134 38%	141 38%	178 48% DE	270 46% D	231 44%	219 39%	190 43%	185 39%
Mean	-0.28	-0.21	-0.35	-0.03 GH	-0.16 G	-0.26	-0.42	-0.41	-0.28	-0.25	-0.35	-0.25

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Health Professionals

All Adults aged 16-75 in Great Britain

	REGION											
	Total	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East Anglia	South West	South East	Greater London	Wales	Scotland
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	2005	88	232	186	173	153	190	171	271	267	101	173
Weighted base	2005	87	231	181	183	153	187	176	271	265	100	171
Very comfortable (2)	128 6%	7 8% *	17 7%	6 3% *	15 8% *	18 12% DH*	11 6% *	6 3% *	21 8%	18 7%	3 3% *	8 5%
Fairly comfortable (1)	460 23%	16 18% *	46 20%	49 27% *	52 28% *	36 24% *	46 25% *	40 23% *	59 22%	45 17%	18 18% *	51 30% J
Neither comfortable nor uncomfortable (0)	517 26%	26 30% *	57 25%	47 26% *	49 27% *	40 26% *	57 31% *	36 21% *	72 27%	74 28%	21 21% *	38 22%
Fairly uncomfortable (-1)	391 19%	14 16% *	44 19%	34 19% *	36 20% *	28 19% *	31 17% *	31 18% *	56 21%	50 19%	31 31% *	36 21%
Very uncomfortable (-2)	434 22%	21 25% *	53 23%	42 23% *	24 13% *	29 19% *	30 16% *	55 31% EGI*	50 19%	66 25% E	25 25% *	37 22%
Don't know	75 4%	4 4% L*	14 6% L	4 2% *	8 4% L*	2 1% *	11 6% L*	7 4% *	12 4% L	13 5% L	2 2% *	- -
Top 2 Box	588 29%	23 26% *	64 28%	55 30% *	67 36% J*	54 35% *	57 31% *	46 26% *	80 30%	63 24%	21 21% *	60 35% J
Bottom 2 Box	825 41%	35 40% *	97 42%	75 42% *	60 33% *	58 38% *	62 33% *	86 49% EG*	106 39%	116 44%	56 56% EFGI*	74 43%
Mean	-0.28	-0.33 *	-0.32	-0.32 *	-0.01 HJK*	-0.10 HK*	-0.13 HK*	-0.53 *	-0.21	-0.40	-0.59 *	-0.25

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Health Professionals

All Adults aged 16-75 in Great Britain

	Total	Marital Status				Household Size				Education			
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated		1 person	2 people	3 people	4+ people	GCSE / O Level / NVQ12	A Level or equivalent	Degree / Masters / PhD	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted base	2005	1133	639	233	391	734	388	492	487	454	865	192	
Weighted base	2005	1074	701	230	343	718	385	559	494	453	810	225	
Very comfortable (2)	128 6%	63 6%	46 7%	19 8%	26 8%	51 7%	22 6%	28 5%	37 8%	23 5%	49 6%	16 7%	
Fairly comfortable (1)	460 23%	249 23%	167 24%	43 19%	70 20%	160 22%	88 23%	142 25%	110 22%	112 25%	189 23%	48 22%	
Neither comfortable nor uncomfortable (0)	517 26%	278 26%	178 25%	61 26%	84 25%	177 25%	104 27%	152 27%	137 28%	119 26%	191 24%	51 23%	
Fairly uncomfortable (-1)	391 19%	204 19%	143 20%	43 19%	63 18%	129 18%	91 24%	108 19%	108 22%	96 21%	155 19%	32 14%	
Very uncomfortable (-2)	434 22%	257 24% c	121 17%	56 24%	87 25% GH	182 25% GH	63 16%	102 18%	73 15%	96 21%	208 26% I	57 25% I	
Don't know	75 4%	22 2%	45 6% B	7 3%	12 4%	20 3%	16 4%	27 5%	29 6% JK	6 1%	19 2%	21 9% JK	
Top 2 Box	588 29%	313 29%	214 30%	62 27%	97 28%	211 29%	111 29%	170 30%	147 30%	135 30%	238 29%	64 29%	
Bottom 2 Box	825 41%	461 43%	264 38%	99 43%	150 44%	311 43%	154 40%	211 38%	181 37%	193 43%	363 45% I	89 40%	
Mean	-0.28	-0.32	-0.19	-0.34	-0.34	-0.33	-0.23	-0.22	-0.15 K	-0.29	-0.36	-0.32 *	

ColumnProportions (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Health Professionals

All Adults aged 16-75 in Great Britain

	Total		Employment status				Income			
	Total	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2005	695	284	183	1162	843	557	554	366	264
Weighted base	2005	682	309	200	1191	814	485	565	389	263
Very comfortable (2)	128 6%	33 5%	27 9%	9 5% *	69 6%	59 7%	40 8%	33 6%	23 6%	19 7%
Fairly comfortable (1)	460 23%	179 26%	69 22%	33 17% *	282 24%	178 22%	101 21%	127 22%	122 31% GH	66 25%
Neither comfortable nor uncomfortable (0)	517 26%	174 26%	79 26%	51 26% *	304 26%	213 26%	114 24%	165 29%	92 24%	64 24%
Fairly uncomfortable (-1)	391 19%	149 22%	48 16%	39 20% *	236 20%	155 19%	87 18%	88 16%	85 22%	60 23%
Very uncomfortable (-2)	434 22%	132 19%	75 24%	64 32% BEF*	271 23% B	163 20%	112 23%	124 22%	65 17%	52 20%
Don't know	75 4%	15 2%	10 3%	4 2% *	29 2%	46 6% BE	31 6% U	28 5% I	1 *	3 1%
Top 2 Box	588 29%	212 31%	97 31%	43 21% *	351 29%	237 29%	141 29%	160 28%	145 37% H	84 32%
Bottom 2 Box	825 41%	281 41%	124 40%	103 51% F*	507 43%	318 39%	199 41%	212 38%	151 39%	112 43%
Mean	-0.28	-0.25 D	-0.25	-0.58 *	-0.31 D	-0.24 D	-0.29	-0.27	-0.12	-0.23

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Health Professionals

All Adults aged 16-75 in Great Britain

	Total	Main Shopper		Internet Weekly Usage				
		Yes, mainshop per	No, not mainshop per	Several times a day	Once a day	2 to 5 times a week	About once a week	Less than once a week
	Total (A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	2005	1871	134	1673	265	49	5	1
Weighted base	2005	1475	530	1617	296	49	11	1
Very comfortable (2)	128 6%	103 7%	25 5%	95 6%	27 9%	4 7% *	- **	- **
Fairly comfortable (1)	460 23%	344 23%	116 22%	372 23%	69 23%	11 21% *	1 6% **	- **
Neither comfortable nor uncomfortable (0)	517 26%	361 24%	156 29%	421 26%	72 24%	15 31% *	- **	- **
Fairly uncomfortable (-1)	391 19%	296 20%	95 18%	329 20%	49 17%	9 18% *	- **	1 100% **
Very uncomfortable (-2)	434 22%	334 23%	100 19%	352 22%	65 22%	8 17% *	9 84% **	- **
Don't know	75 4%	36 2%	39 7% B	48 3%	12 4%	3 5% *	1 9% **	- **
Top 2 Box	588 29%	448 30%	141 27%	466 29%	97 33%	14 29% *	1 6% **	- **
Bottom 2 Box	825 41%	631 43%	194 37%	681 42%	114 39%	17 35% *	9 84% **	1 100% **
Mean	-0.28	-0.29	-0.26 *	-0.30	-0.20	-0.16 **	-1.78 **	-1.00 **

ColumnProportions (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Government

All Adults aged 16-75 in Great Britain

	Total	Gender		Age					Social grade			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)
Unweighted base	2005	994	1011	322	359	367	373	584	565	518	426	496
Weighted base	2005	993	1012	320	358	368	374	585	530	560	446	470
Very comfortable (2)	58 3%	33 3%	25 2%	14 4%	11 3%	10 3%	11 3%	12 2%	11 2%	18 3%	10 2%	20 4%
Fairly comfortable (1)	196 10%	97 10%	100 10%	35 11%	45 13%	34 9%	26 7%	56 10%	58 11%	64 11%	30 7%	44 9%
Neither comfortable nor uncomfortable (0)	430 21%	221 22%	209 21%	90 28% GH	91 25% G	83 22%	62 17%	105 18%	106 20%	120 21%	107 24%	96 21%
Fairly uncomfortable (-1)	507 25%	247 25%	259 26%	84 26%	88 25%	115 31% H	99 26%	122 21%	136 26%	143 25%	117 26%	110 23%
Very uncomfortable (-2)	738 37%	344 35%	394 39%	69 22%	116 32% D	108 29%	171 46% DEF	274 47% DEF	209 39%	190 34%	160 36%	179 38%
Don't know	76 4%	51 5% C	25 2%	29 9% EGH	7 2%	18 5% G	5 1%	17 3%	10 2%	25 4%	21 5%	21 4%
Top 2 Box	255 13%	130 13%	125 12%	49 15%	56 16%	44 12%	37 10%	68 12%	69 13%	82 15%	40 9%	64 14%
Bottom 2 Box	1245 62%	591 60%	653 65%	153 48%	204 57%	223 61% D	270 72% DEF	396 68% DE	345 65%	333 59%	278 62%	289 62%
Mean	-0.87	-0.82	-0.91	-0.55 GH	-0.72 GH	-0.79 GH	-1.06	-1.04	-0.91	-0.79	-0.91	-0.86

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTE

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Government

All Adults aged 16-75 in Great Britain

	REGION											
	Total	North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East Anglia	South West	South East	Greater London	Wales	Scotland
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	2005	88	232	186	173	153	190	171	271	267	101	173
Weighted base	2005	87	231	181	183	153	187	176	271	265	100	171
Very comfortable (2)	58 3%	1 1% *	7 3%	4 2% *	11 6% *	3 2% *	4 2% *	3 2% *	11 4%	8 3%	3 3% *	3 2%
Fairly comfortable (1)	196 10%	5 5% *	22 10%	22 12% *	18 10% *	17 11% *	15 8% *	19 11% *	28 10%	26 10%	8 8% *	17 10%
Neither comfortable nor uncomfortable (0)	430 21%	19 21% *	43 18%	50 28% *	55 30% IK*	40 26% *	41 22% *	33 19% *	49 18%	53 20%	14 14% *	33 19%
Fairly uncomfortable (-1)	507 25%	22 26% *	64 27%	33 18% *	49 27% *	37 24% *	49 26% *	40 23% *	63 23%	74 28%	25 25% *	51 30%
Very uncomfortable (-2)	738 37%	37 42% E*	88 38% E	69 38% E*	42 23% *	50 33% *	67 36% *	74 42% E*	112 41% E	84 32%	48 48% EJ*	67 39% E
Don't know	76 4%	4 4% *	9 4%	3 2% *	8 4% *	5 3% *	10 6% L*	6 4% *	9 3%	19 7% L	2 2% *	1 *
Top 2 Box	255 13%	6 7% *	29 13%	26 14% *	29 16% *	21 14% *	19 10% *	22 13% *	38 14%	35 13%	10 10% *	20 12%
Bottom 2 Box	1245 62%	59 68% E*	151 65% E	102 56% *	91 50% *	87 57% *	116 62% *	114 65% *	174 64% E	158 60%	74 73% E*	118 69% E
Mean	-0.87	-1.06 *	-0.91	-0.80 *	-0.54 BCGHKIL*	-0.77 *	-0.91 *	-0.96 *	-0.91	-0.81	-1.10 *	-0.95

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Government

All Adults aged 16-75 in Great Britain

	Total	Marital Status				Household Size				Education			
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated		1 person	2 people	3 people	4+ people	GCSE / O Level / NVQ12	A Level or equivalent	Degree / Masters / PhD	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted base	2005	1133	639	233	391	734	388	492	487	454	865	192	
Weighted base	2005	1074	701	230	343	718	385	559	494	453	810	225	
Very comfortable (2)	58 3%	31 3%	20 3%	8 3%	10 3%	24 3%	8 2%	17 3%	22 4% J	4 1%	21 3%	9 4% J	
Fairly comfortable (1)	196 10%	116 11%	59 8%	21 9%	31 9%	66 9%	32 8%	67 12%	35 7%	52 12%	94 12%	13 6%	
Neither comfortable nor uncomfortable (0)	430 21%	220 21%	171 24%	38 17%	60 18%	143 20%	89 23%	137 24%	103 21%	97 21%	165 20%	47 21%	
Fairly uncomfortable (-1)	507 25%	278 26%	185 26%	43 19%	72 21%	181 25%	104 27%	149 27%	145 29%	129 29%	187 23%	45 20%	
Very uncomfortable (-2)	738 37%	400 37%	226 32%	112 49% BC	157 46% GH	288 40% H	134 35%	159 28%	160 32%	163 36%	329 41% I	84 37%	
Don't know	76 4%	28 3%	40 6% B	8 3%	13 4%	16 2%	16 4%	30 5% F	28 6% JK	7 1%	15 2%	26 12% UK	
Top 2 Box	255 13%	147 14%	79 11%	29 12%	41 12%	89 12%	40 11%	84 15%	57 12%	56 12%	115 14%	23 10%	
Bottom 2 Box	1245 62%	678 63%	412 59%	155 67%	229 67% H	469 65% H	239 62%	308 55%	305 62%	293 65%	516 64%	129 57%	
Mean	-0.87	-0.86	-0.82	-1.04	-1.01	-0.92	-0.88	-0.69 EF	-0.83	-0.89	-0.89	-0.91 *	

ColumnProportions (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Government

All Adults aged 16-75 in Great Britain

	Total	Employment status					Income			
	Total	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2005	695	284	183	1162	843	557	554	366	264
Weighted base	2005	682	309	200	1191	814	485	565	389	263
Very comfortable (2)	58 3%	16 2%	10 3%	6 3% *	32 3%	27 3%	18 4%	10 2%	14 4%	7 3%
Fairly comfortable (1)	196 10%	74 11%	29 9%	10 5% *	113 9%	84 10%	40 8%	71 13%	37 9%	34 13%
Neither comfortable nor uncomfortable (0)	430 21%	146 21%	57 18%	32 16% *	235 20%	195 24%	96 20%	120 21%	87 22%	61 23%
Fairly uncomfortable (-1)	507 25%	193 28%	77 25%	52 26% *	321 27%	186 23%	111 23%	129 23%	122 31% GH	75 29%
Very uncomfortable (-2)	738 37%	237 35%	120 39%	97 49% BEF*	454 38% B	284 35%	185 38%	207 37%	127 33%	83 31%
Don't know	76 4%	17 3%	17 5%	3 1% *	37 3%	39 5%	35 7% U	27 5% I	2 * *	3 1%
Top 2 Box	255 13%	90 13%	39 13%	16 8% *	144 12%	110 14%	58 12%	82 14%	51 13%	41 16%
Bottom 2 Box	1245 62%	430 63%	197 64%	149 74% BEF*	775 65% F	470 58%	295 61%	336 60%	250 64%	158 60%
Mean	-0.87	-0.84 D	-0.92	-1.14 *	-0.91 D	-0.80 D	-0.90	-0.84	-0.81	-0.74

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Government

All Adults aged 16-75 in Great Britain

	Total	Main Shopper		Internet Weekly Usage				
		Yes, mainshop per (B)	No, not mainshop per (C)	Several times a day (D)	Once a day (E)	2 to 5 times a week (F)	About once a week (G)	Less than once a week (H)
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	2005	1871	134	1673	265	49	5	1
Weighted base	2005	1475	530	1617	296	49	11	1
Very comfortable (2)	58 3%	44 3%	14 3%	44 3%	9 3%	2 4% *	- **	- **
Fairly comfortable (1)	196 10%	164 11%	32 6%	151 9%	36 12%	6 12% *	1 6% **	- **
Neither comfortable nor uncomfortable (0)	430 21%	296 20%	133 25%	336 21%	71 24%	11 23% *	- **	- **
Fairly uncomfortable (-1)	507 25%	377 26%	130 25%	423 26%	65 22%	13 26% *	- **	- **
Very uncomfortable (-2)	738 37%	557 38%	181 34%	617 38%	94 32%	14 29% *	9 84% **	1 100% **
Don't know	76 4%	37 2%	39 7% B	44 3%	20 7% D	3 5% *	1 9% **	- **
Top 2 Box	255 13%	209 14%	46 9%	195 12%	45 15%	8 16% *	1 6% **	- **
Bottom 2 Box	1245 62%	934 63%	311 59%	1041 64% E	160 54%	27 55% *	9 84% **	1 100% **
Mean	-0.87	-0.86	-0.88 *	-0.90	-0.72	-0.67 **	-1.78 **	-2.00 **

ColumnProportions (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Market Researchers

All Adults aged 16-75 in Great Britain

	Total	Gender		Age					Social grade			
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-75 (H)	AB (I)	C1 (J)	C2 (K)	DE (L)
Unweighted base	2005	994	1011	322	359	367	373	584	565	518	426	496
Weighted base	2005	993	1012	320	358	368	374	585	530	560	446	470
Very comfortable (2)	35 2%	22 2%	13 1%	5 2%	9 3%	2 1%	4 1%	14 2%	6 1%	7 1%	6 1%	16 3%
Fairly comfortable (1)	221 11%	120 12%	100 10%	43 13%	51 14% G	33 9%	29 8%	65 11%	47 9%	70 12%	58 13%	46 10%
Neither comfortable nor uncomfortable (0)	456 23%	231 23%	225 22%	82 26%	84 23%	93 25%	90 24%	106 18%	96 18%	138 25%	98 22%	124 26% I
Fairly uncomfortable (-1)	581 29%	285 29%	296 29%	104 32%	111 31%	128 35% GH	93 25%	145 25%	177 33% L	159 28%	127 29%	117 25%
Very uncomfortable (-2)	636 32%	283 29%	353 35% B	51 16%	96 27% D	99 27% D	152 41% DEF	238 41% DEF	193 36%	161 29%	143 32%	140 30%
Don't know	77 4%	52 5% C	25 2%	35 11% EFGH	7 2%	12 3%	5 1%	18 3%	11 2%	25 4%	14 3%	28 6% I
Top 2 Box	256 13%	142 14%	114 11%	48 15%	61 17% FG	35 9%	34 9%	79 13%	53 10%	77 14%	64 14%	62 13%
Bottom 2 Box	1216 61%	568 57%	649 64% B	155 48%	206 58%	228 62% D	245 66% D	383 65% D	370 70% JKL	320 57%	270 61%	257 55%
Mean	-0.81	-0.73 C	-0.89	-0.53 FGH	-0.66 GH	-0.82	-0.97	-0.93	-0.97	-0.74 I	-0.79	-0.72 I

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Market Researchers

All Adults aged 16-75 in Great Britain

	Total	REGION										
		North East	North West	Yorkshire and Humberside	West Midlands	East Midlands	East Anglia	South West	South East	Greater London	Wales	Scotland
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)
Unweighted base	2005	88	232	186	173	153	190	171	271	267	101	173
Weighted base	2005	87	231	181	183	153	187	176	271	265	100	171
Very comfortable (2)	35 2%	1 1% *	2 1%	3 2% *	8 5% *	3 2% *	3 2% *	2 1% *	6 2%	2 1%	2 2% *	3 2%
Fairly comfortable (1)	221 11%	10 12% *	35 15% L	14 8% *	20 11% *	31 20% DHIL*	22 12% *	11 6% *	23 9%	30 11%	12 12% *	11 7%
Neither comfortable nor uncomfortable (0)	456 23%	25 29% *	43 19%	47 26% *	39 21% *	30 19% *	46 25% *	30 17% *	63 23%	66 25%	20 20% *	46 27%
Fairly uncomfortable (-1)	581 29%	20 23% *	72 31%	50 28% *	62 34% *	35 23% *	44 24% *	46 26% *	91 34%	84 31%	27 27% *	49 29%
Very uncomfortable (-2)	636 32%	27 31% *	70 30%	63 35% *	45 24% *	49 32% *	62 33% *	79 45% CEU*	73 27%	70 26%	37 37% *	62 36%
Don't know	77 4%	4 4% L*	9 4% L	4 2% *	9 5% L*	5 3% *	10 5% L*	6 4% *	14 5% L	14 5% L	2 2% *	- -
Top 2 Box	256 13%	11 13% *	38 16%	17 9% *	28 15% *	34 22% DHIL*	25 13% *	13 8% *	29 11%	32 12%	14 14% *	14 8%
Bottom 2 Box	1216 61%	47 54% *	142 61%	113 63% *	107 59% *	84 55% *	106 57% *	126 72% BFGJ*	165 61%	153 58%	64 64% *	111 65%
Mean	-0.81	-0.73 H*	-0.77 H	-0.88 *	-0.66 H*	-0.64 H*	-0.78 *	-1.12 *	-0.79 H	-0.75 H	-0.87 *	-0.91

ColumnProportions (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F/G/H/I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Market Researchers

All Adults aged 16-75 in Great Britain

	Total	Marital Status				Household Size				Education			
		Married/ Living as Married	Single	Widowed/ Divorced/ Separated		1 person	2 people	3 people	4+ people	GCSE / O Level / NVQ12	A Level or equivalent	Degree / Masters / PhD	No formal qualificati ons
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	
Unweighted base	2005	1133	639	233	391	734	388	492	487	454	865	192	
Weighted base	2005	1074	701	230	343	718	385	559	494	453	810	225	
Very comfortable (2)	35 2%	19 2%	10 1%	5 2%	9 3% G	16 2%	1 *	9 2%	14 3%	5 1%	11 1%	4 2%	
Fairly comfortable (1)	221 11%	112 10%	90 13%	19 8%	33 10%	76 11%	44 11%	68 12%	56 11%	61 13%	78 10%	24 11%	
Neither comfortable nor uncomfortable (0)	456 23%	239 22%	172 25%	45 19%	71 21%	152 21%	89 23%	143 26%	110 22%	107 24%	173 21%	47 21%	
Fairly uncomfortable (-1)	581 29%	315 29%	208 30%	58 25%	80 23%	200 28%	129 34% E	171 31%	156 32%	129 28%	244 30%	51 23%	
Very uncomfortable (-2)	636 32%	367 34% C	174 25%	95 41% C	136 40% GH	255 36% GH	102 27%	142 25%	128 26%	145 32%	290 36% I	72 32%	
Don't know	77 4%	22 2%	47 7% B	8 4%	13 4%	20 3%	20 5%	25 4%	30 6% JK	6 1%	14 2%	26 11% JK	
Top 2 Box	256 13%	131 12%	100 14%	24 11%	42 12%	92 13%	45 12%	77 14%	70 14%	66 14%	89 11%	28 13%	
Bottom 2 Box	1216 61%	682 63% C	382 54%	153 67% C	217 63%	455 63%	231 60%	314 56%	283 57%	274 60%	534 66% IL	124 55%	
Mean	-0.81	-0.85	-0.68 BD	-0.98	-0.92	-0.86	-0.79	-0.69 E	-0.70 K	-0.78	-0.91	-0.82 *	

ColumnProportions (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Market Researchers

All Adults aged 16-75 in Great Britain

	Total	Employment status					Income			
	Total	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2005	695	284	183	1162	843	557	554	366	264
Weighted base	2005	682	309	200	1191	814	485	565	389	263
Very comfortable (2)	35 2%	8 1%	3 1%	5 2% *	16 1%	19 2%	9 2%	9 2%	5 1%	4 2%
Fairly comfortable (1)	221 11%	88 13%	22 7%	24 12% *	135 11%	86 11%	54 11%	62 11%	53 14%	34 13%
Neither comfortable nor uncomfortable (0)	456 23%	166 24%	68 22%	34 17% *	267 22%	188 23%	114 24%	145 26%	93 24%	46 17%
Fairly uncomfortable (-1)	581 29%	195 29%	93 30%	58 29% *	346 29%	234 29%	128 26%	146 26%	117 30%	94 36% GH
Very uncomfortable (-2)	636 32%	209 31%	112 36%	75 37% *	396 33%	240 29%	149 31%	172 30%	121 31%	82 31%
Don't know	77 4%	16 2%	10 3%	4 2% *	31 3%	47 6% BE	31 6% U	30 5% I	1 *	4 1%
Top 2 Box	256 13%	96 14%	26 8%	29 15% *	151 13%	105 13%	62 13%	71 13%	58 15%	38 14%
Bottom 2 Box	1216 61%	405 59%	205 66%	132 66% *	742 62%	474 58%	277 57%	318 56%	238 61%	175 67% H
Mean	-0.81	-0.77 E	-0.96	-0.88 *	-0.84	-0.77	-0.78	-0.77	-0.76	-0.83

Overlap formulae used

ColumnProportions (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D/E/F,G/H/I/J Minimum Base: 30(**) Small Base: 100(*)

12-066889-39 - Advertising Study February 2014

Friday 14th - 17th February 2014

Public

Ipsos MORI on behalf of TRUSTe

Q5. How comfortable or uncomfortable are you sharing personal information accessed through your 'smart devices', i.e. smart TVs, fitness devices, energy smart meters and in-car navigation systems, with the following organisations or people? - Market Researchers

All Adults aged 16-75 in Great Britain

	Total	Main Shopper		Internet Weekly Usage				
		Yes, mainshop per	No, not mainshop per	Several times a day	Once a day	2 to 5 times a week	About once a week	Less than once a week
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)
Unweighted base	2005	1871	134	1673	265	49	5	1
Weighted base	2005	1475	530	1617	296	49	11	1
Very comfortable (2)	35 2%	27 2%	8 2%	24 1%	10 3%	1 2% *	- **	- **
Fairly comfortable (1)	221 11%	158 11%	63 12%	174 11%	41 14%	3 6% *	- **	- **
Neither comfortable nor uncomfortable (0)	456 23%	356 24%	99 19%	367 23%	66 22%	12 24% *	- **	- **
Fairly uncomfortable (-1)	581 29%	390 26%	190 36% B	485 30%	70 24%	19 39% *	- **	1 100% **
Very uncomfortable (-2)	636 32%	505 34% C	131 25%	518 32%	94 32%	12 23% *	10 91% **	- **
Don't know	77 4%	39 3%	38 7% B	49 3%	14 5%	3 5% *	1 9% **	- **
Top 2 Box	256 13%	185 13%	71 13%	198 12%	51 17%	4 8% *	- **	- **
Bottom 2 Box	1216 61%	896 61%	321 61%	1003 62%	165 56%	31 63% *	10 91% **	1 100% **
Mean	-0.81	-0.83	-0.76 *	-0.83	-0.70	-0.81 **	-2.00 **	-1.00 **

ColumnProportions (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H Minimum Base: 30(**) Small Base: 100(*)