13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q1. Do you have a social media account (such as Facebook or Twitter) that you have used in the last year?

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
Yes	1519 75% BGHQTWY	705 70%	814 80% AB	293 91% AFGH	318 88% AFGH	289 78% GH	258 69% H	361 61%	416 78%	417 74%	329 73%	357 75%	502 74%	416 77%	342 74%	259 76%	370 71% T	359 78% QT	697 79% AQT	93 61%	598 78% AVW	195 71%	108 67%	901 75%	460 71%
No	494 24% CDESU	291 29% AC	204 20%	28 9%	41 11%	81 22% DE	118 31% ADEF	227 38% ADEFG	116 22%	147 26%	118 26%	113 24%	172 25%	121 22%	119 26%	83 24%	147 28% ARS	101 22%	189 21%	58 38% AQRS	162 21%	79 29% U	54 33% AU	295 25%	183 28% A
Don't know	5 * S	4 *	1 *	1 *	2 1%	- -	- -	2 *	1 *	- -	1 *	3 1%	1 *	3 1%	1 *	- -	4 1% S	1 *	- -	1 * S	3 *	- -	- -	3 *	2 *

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q1. Do you have a social media account (such as Facebook or Twitter) that you have used in the last year?

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
Yes	1519	1519	-	358	728	434	152	752	186	688	576	174	395	308	221	440	99	780	195	119	205	104	186	120	185	130	133	968	365	551	1034	257	927
	75%	100%	-	100%	100%	100%	73%	76%	73%	74%	77%	69%	78%	68%	79%	69%	81%	71%	74%	69%	75%	75%	77%	74%	74%	77%	77%	76%	72%	76%	75%	86%	74%
	CLNPRTe	AC		A	A	A					L		N		P		R											e				Afgi	
No	494	-	494	-	-	-	57	232	67	244	172	76	107	139	58	199	22	307	67	54	70	33	56	41	65	39	38	294	145	174	342	41	320
	24%	-	100%	-	-	-	27%	24%	26%	26%	23%	30%	21%	31%	21%	31%	18%	28%	26%	31%	25%	24%	23%	25%	26%	23%	22%	23%	28%	24%	25%	14%	26%
	BDEFh		AB									AK		AM		AO		AQ		A									Ad	h	h		h
Don't know	5	-	-	-	-	-	-	1	1	2	-	1	1	3	-	1	1	4	-	-	-	1	1	1	1	-	1	4	-	1	1	1	1
	*	-	-	-	-	-	-	*	*	*	-	1%	*	1%	-	*	1%	*	-	-	-	1%	*	*	*	-	*	*	-	*	*	*	*
	BEKg											K																					

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q2. Which of the following, if any, have you done on social media in the last year?
Base: All who have used a social media account in the last year

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1519	716	803	293	318	292	259	357	463	434	274	348	502	420	339	258	357	353	717	92	605	192	112	909	446
Weighted base	1519	705	814	293	318	289	258	361	416	417	329	357	502	416	342	259	370	359	697	93	598	195	108	901	460
Talked about your holidays or put up holiday photos	636 42% BGHLQTVY	243 34%	393 48% AB	160 54% AFGH	168 53% AFGH	110 38%	85 33%	114 31%	202 49% AKL	186 45% L	131 40%	116 33%	200 40%	169 41%	151 44%	116 45%	121 33%	158 44% QT	333 48% AQT	24 26% *	273 46% AV	68 35%	46 43%	387 43% Y	158 34%
Talked about a major event in your life – for example wedding, becoming pregnant, giving birth, getting a new job, moving house, etc	518 34% BGHTY	206 29%	312 38% AB	133 45% AFGH	161 51% AFGH	89 31% H	74 29% H	61 17%	136 33%	148 36%	111 34%	122 34%	177 35%	129 31%	124 36%	87 34%	111 30% T	126 35% T	263 38% AQT	18 19% *	241 40% AV	61 31%	41 38%	343 38% AY	111 24%
Recommended a book, film, TV show or play to others	509 34% HKTY	236 33%	273 34%	128 44% AFGH	139 44% AFGH	101 35% H	75 29% H	66 18%	156 37% AKL	153 37% K	91 28%	109 31%	174 35%	129 31%	127 37%	80 31%	115 31%	116 32%	257 37% AT	21 22% *	225 38% AV	54 28%	41 38%	320 35% AY	127 28%
Said when your birthday is	498 33% BHIWX	207 29%	291 36% AB	137 47% AEFGH	116 36% H	84 29%	77 30%	83 23%	116 28%	145 35% I	107 32%	130 36% I	169 34%	123 30%	115 34%	92 35%	136 37% S	124 35%	213 31%	25 27% *	194 32% W	61 31% W	21 19%	276 31%	149 32%
Posted articles from newspapers you agree with	409 27% GHQTY	194 27%	215 26%	91 31% GH	126 40% ADFGH	85 29% GH	50 19%	57 16%	124 30%	118 28%	77 23%	90 25%	140 28%	115 28%	95 28%	59 23%	77 21%	94 26% T	224 32% AQT	13 14% *	184 31% A	49 25%	32 29%	264 29% AY	101 22%
Asked people to support a campaign or petition	382 25% T	163 23%	219 27%	62 21%	103 33% ADFGH	69 24%	60 23%	87 24%	106 26%	109 26%	77 24%	89 25%	132 26%	97 23%	100 29% P	53 20%	80 22%	89 25%	199 29% AQT	14 15% *	148 25%	46 23%	38 36% AUV	232 26%	124 27%
Talked about your children or put up photos of your children	355 23% BDHJS	143 20%	212 26% AB	25 9%	104 33% ADH	84 29% ADH	73 28% ADH	69 19% D	87 21%	82 20%	91 28% IJ	96 27% J	112 22%	85 20%	82 24%	76 30% AMN	107 29% AS	81 23%	147 21%	19 21% *	133 22%	66 34% AU	32 30%	231 26% A	119 26%
Talked about voting for a political party	194 13% CH	107 15% AC	86 11%	37 12%	58 18% AH	36 12%	36 14% H	28 8%	52 12%	59 14%	39 12%	43 12%	76 15%	49 12%	37 11%	31 12%	37 10%	48 13%	102 15% AQ	7 8% *	82 14%	20 10%	14 13%	115 13%	63 14%
Talked or asked questions about a medical condition you or your family have	159 10% HJUX	66 9%	93 11%	30 10%	43 14% H	28 10%	33 13% H	24 7%	38 9%	33 8%	39 12%	49 14% AIJ	63 13%	39 9%	30 9%	27 11%	44 12%	40 11%	69 10%	7 7% *	45 7%	23 12%	12 11%	79 9%	65 14% AX
Talked about your religious beliefs	107 7% H	53 7%	54 7%	29 10% AFH	28 9% H	15 5%	19 8%	16 4%	31 7%	27 6%	24 7%	26 7%	38 7%	31 8%	22 6%	16 6%	19 5%	34 10% AQ	49 7%	5 5% *	37 6%	11 6%	12 11%	61 7%	25 5%
None of these	358 24% CDESUX	189 27% AC	169 21%	45 15%	36 11%	73 25% DE	73 28% DE	131 36% ADEFG	88 21%	97 23%	79 24%	94 26%	119 24%	110 26% O	68 20%	61 24%	105 28% AS	80 22%	142 20%	31 34% ARS*	113 19%	51 26% U	24 22%	188 21%	138 30% AX

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q2. Which of the following, if any, have you done on social media in the last year?

Base: All who have used a social media account in the last year

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1519	1519	-	358	730	431	154	740	186	682	577	171	396	305	215	440	96	784	194	118	206	105	191	120	184	128	130	965	370	548	1033	257	922
Weighted base	1519	1519	-	358	728	434	152	752	186	688	576	174	395	308	221	440	99	780	195	119	205	104	186	120	185	130	133	968	365	551	1034	257	927
Talked about your holidays or put up holiday photos	636 42% DL	636 42%	- -	- -	313 43% D	323 75% ADE	71 46%	301 40%	91 49% AJ	272 40%	263 46% AL	60 34%	202 51% AN	115 37%	104 47%	189 43%	44 45% *	321 41%	83 43%	41 35%	98 48%	39 37%	87 47%	48 40%	76 41%	51 39%	49 37%	421 43%	150 41%	253 46% Ai	457 44% A	133 52% Agi	390 42%
Talked about a major event in your life – for example wedding, becoming pregnant, giving birth, getting a new job, moving house, etc	518 34% DE	518 34%	- -	- -	195 27% D	323 75% ADE	58 38%	260 35%	67 36%	235 34%	219 38% AL	51 29%	150 38%	97 31%	91 41% A	147 34%	34 34% *	270 35%	59 30%	36 30%	76 37%	44 42%	72 39% Y	33 27%	65 35%	44 34%	43 32%	335 35%	123 34%	198 36%	365 35%	106 41% Agi	328 35%
Recommended a book, film, TV show or play to others	509 34% DELNS	509 34%	- -	- -	176 24% D	333 77% ADE	53 35%	259 34%	67 36%	232 34%	231 40% AL	40 23%	168 42% AN	81 26%	75 34%	140 32%	45 45% AR*	258 33%	52 27%	40 33%	71 35%	39 38%	64 34%	48 40%	68 37%	40 31%	37 28%	312 32%	148 41% Acd	183 33%	358 35%	106 41% Afg	338 36% A
Said when your birthday is	498 33% DERe	498 33%	- -	- -	215 30% D	283 65% ADE	63 41% AH	241 32%	68 37%	215 31%	195 34%	61 35%	148 37% A	97 31%	106 48% AP	137 31%	48 49% AR*	230 29%	58 30%	40 34%	67 33%	32 31%	59 32%	41 34%	62 34%	40 30%	57 42% Ae	326 34% e	101 28%	204 37% Agi	346 33%	109 42% Agi	304 33%
Posted articles from newspapers you agree with	409 27% DEc	409 27%	- -	- -	121 17% D	288 66% ADE	45 29%	214 28%	53 29%	196 28%	189 33% AL	39 22%	130 33% AN	69 22%	66 30%	126 29%	27 28% *	221 28%	46 24%	38 32%	62 30%	31 30%	47 25%	41 34%	47 25%	27 21%	22 16%	258 27% c	116 32% Ac	136 25%	280 27%	77 30%	258 28%
Asked people to support a campaign or petition	382 25% DEbc	382 25%	- -	- -	134 18% D	248 57% ADE	36 24%	226 30% A	42 23%	201 29% A	165 29% A	41 23%	114 29% A	71 23%	58 26%	123 28%	21 21% *	210 27%	57 29%	34 28%	47 23%	32 30%	51 28%	40 34% A	48 26% b	20 15%	21 15%	251 26% c	105 29% c	136 25%	278 27% A	77 30%	246 27%
Talked about your children or put up photos of your children	355 23% D	355 23%	- -	- -	163 22% D	192 44% ADE	33 21%	198 26% A	38 21%	173 25%	121 21%	53 30% AK	82 21%	84 27% M	55 25%	111 25%	22 22% *	181 23%	47 24%	21 18%	54 27%	27 26%	39 21%	30 25%	38 21%	34 26%	27 20%	242 25% A	75 21%	131 24%	240 23%	59 23%	223 24%
Talked about voting for a political party	194 13% DEbd	194 13%	- -	- -	35 5% D	158 37% ADE	19 12%	123 16% A	21 11%	108 16% A	92 16% A	20 12%	65 16% A	37 12%	28 13%	70 16% A	8 8% *	118 15% A	19 10%	17 14%	31 15%	23 22% A	24 13%	24 20% A	23 13%	9 7%	12 9%	104 11%	73 20% Acd	65 12%	133 13%	35 14%	147 16% Afg
Talked or asked questions about a medical condition you or your family have	159 10% DEX	159 10%	- -	- -	39 5% D	120 28% ADE	14 9%	85 11%	17 9%	76 11%	64 11%	27 15% A	42 11%	35 11%	32 15% A	55 12%	15 15% *	78 10%	19 10%	13 11%	25 12%	13 13%	11 6%	10 8%	28 15% A	10 8%	9 6%	90 9%	55 15% Acd	71 13% Ag	108 10%	32 12%	103 11%
Talked about your religious beliefs	107 7% DE	107 7%	- -	- -	16 2% D	91 21% ADE	12 8%	63 8%	14 7%	49 7%	50 9% A	15 9%	35 9%	18 6%	18 8%	34 8%	6 6% *	54 7%	10 5%	7 6%	15 7%	8 8%	18 10%	10 9%	13 7%	9 7%	7 5%	61 6%	38 10% Ad	32 6%	65 6%	14 6%	71 8% g
None of these	358 24% EFMOQh	358 24%	- -	358 100% AEF	- -	- -	33 22%	172 23%	42 23%	158 23%	123 21%	47 27%	70 18%	79 26% M	40 18%	111 25% O	11 11% *	197 25% Q	47 24%	32 27%	47 23%	19 18%	41 22%	26 22%	41 22%	35 27%	31 23%	215 22%	90 25%	124 22% h	237 23% h	37 15%	214 23% h

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - Summary table

Base: All Adults aged 16-75 in Great Britain

	Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have comolete trust.														
	The British government	Your local authority	The Office for National Statistics (ONS)	Your GP surgery	The NHS	Academic researchers and universities	Charities	The media / the press	Insurance companies	The police	Telecommunications companies, such as mobile phone companies	Banks	Supermarkets	Online retailers, for example, Amazon, Asos and play.com	Internet companies, such as search engines and social media
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019
Weighted base	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019
0 (NO TRUST AT ALL) (0) (0)	266 13% BCDEFGIJKLMNO	102 5% CDEFGJMNO	62 3% DEFMN	34 2%	45 2% F	31 2%	78 4% DEFMN	242 12% BCDEFGJKLMNO	176 9% BCDEFGJKMNO	76 4% DEFMN	107 5% CDEFGJMNO	192 10% BCDEFGJKMNO	43 2% F	46 2% F	79 4% DEFMN
1 (1) (1)	124 6% BCDEFGJKMNO	53 3% CDEFGN	35 2% DE	20 1%	19 1%	22 1%	27 1%	167 8% ABCDEFGJKLMNO	140 7% BCDEFGJKLMNO	47 2% DEFGN	75 4% BCDEFGJMN	99 5% BCDEFGJKMNO	46 2% DEFGN	29 1%	57 3% CDEFGN
2 (2) (2)	167 8% BCDEFGJMNO	99 5% CDEFJMN	59 3% D	31 2%	41 2%	44 2%	77 4% DEFN	246 12% ABCDEFGJKLMNO	178 9% BCDEFGJKMNO	74 4% DEFN	145 7% BCDEFGJMNO	153 8% BCDEFGJMNO	63 3% DE	50 2% D	97 5% CDEFMN
3 (3) (3)	236 12% BCDEFGJMNO	163 8% CDEFGJMN	108 5% DEFN	49 2%	56 3%	67 3%	109 5% DEFN	267 13% BCDEFGJKLMNO	223 11% BCDEFGJMN	90 4% DE	214 11% BCDEFGJMN	201 10% BCDEFGJMN	118 6% DEFJN	77 4% D	193 10% CDEFGJMN
4 (4) (4)	192 10% CDEFGJN	212 10% CDEFGJN	126 6% DEF	91 5%	96 5%	87 4%	132 7% DEF	269 13% ABCDEFGJLMNO	252 13% ABCDEFGJLMN	110 5%	263 13% ABCDEFGJLMNO	187 9% CDEFGJN	198 10% CDEFGJN	104 5%	214 11% CDEFGJN
5 (5) (5)	284 14% D	406 20% ACDEFGHJLN	355 18% ADEFJ	210 10%	273 14% D	274 14% D	348 17% ADEFJ	337 17% ADEFJ	373 18% ADEFJ	271 13% D	428 21% ACDEFGHJLN	354 18% ADEFJ	390 19% ADEFHIN	330 16% ADEFJ	419 21% ACDEFGHJLN
6 (6) (6)	268 13% DH	310 15% ADEHJL	274 14% DH	196 10%	253 13% D	276 14% DH	276 14% DH	214 11%	271 13% DH	254 13% DH	308 15% DEHJL	255 13% DH	350 17% ACDEFGHJL	310 15% ADEHJL	338 17% ACDEFGHJL
7 (7) (7)	230 11% HI	324 16% AHIKL	316 16% AHIKL	347 17% AHIKLO	366 18% ACHIKLO	384 19% ABCHIKLO	377 19% ABCHIKLO	141 7%	187 9% H	355 18% AHIKLO	243 12% HI	241 12% HI	384 19% ABCHIKLO	440 22% ABCDEFGHIKLMO	298 15% AHIKL
8 (8) (8)	136 7% H	190 9% AHIK	282 14% ABHIKLO	453 22% ABCGHJKLMNO	417 21% ABCGHIKLMNO	413 20% ABCGHIKLMNO	313 15% ABHIKLMO	69 3%	119 6% H	403 20% ABCGHIKLMO	124 6% H	201 10% AHIK	264 13% ABHIKLO	363 18% ABCGHIKLMO	186 9% AHIK
9 (9) (9)	54 3% HI	84 4% AHIKL	162 8% ABHIKLMO	348 17% ABCEFGHJKLMNO	288 14% ABCGHJKLMNO	249 12% ABCGHIKLMNO	173 9% ABHIKLMO	20 1%	35 2% H	214 11% ABCGHIKLMNO	46 2% H	59 3% HI	94 5% AHIKLO	173 9% ABHIKLMO	68 3% HIK
10 (COMPLETE TRUST) (10) (10)	20 1% HI	27 1% HI	67 3% ABHIKLMO	198 10% ABCEFGHJKLMNO	131 7% ABCFGHJKLMNO	85 4% ABGHIKLMNO	56 3% ABHIKLMO	8 *	8 *	87 4% ABGHIKLMNO	19 1% HI	37 2% AHIK	32 2% AHIK	61 3% ABHIKLMO	24 1% HI
Don't know	42 2%	49 2% EHJMN	172 9% ABDEFGHJKLMNO	42 2% E	34 2%	86 4% ABDEGHJKLMNO	53 3% EHJLMN	39 2%	58 3% ADEHJKLMN	37 2%	48 2% EHJMN	41 2% E	35 2%	35 2%	46 2% EJMN
Mean	4.22 H	5.22 AHIKL	5.95 ABHIKLMO	7.07 ABCEFGHJKLMNO	6.72 ABCFGHJKLMNO	6.61 ABCGHJKLMNO	5.95 ABHIKLMO	3.69	4.24 H	6.20 ABCGHIKLMO	4.74 AHI	4.67 AHI	5.72 ABHIKLO	6.27 ABCGHIKLMO	5.19 AHIKL
NET: High Trust	210 10% HI	300 15% AHIK	510 25% ABHIKLMO	999 49% ABCEFGHJKLMNO	836 41% ABCFGHJKLMNO	747 37% ABCGHIKLMNO	542 27% ABHIKLMO	97 5%	162 8% H	704 35% ABCGHIKLMNO	189 9% H	296 15% AHIK	391 19% ABHIKLO	597 30% ABCGHIKLMO	278 14% AHIK
NET: `Low Trust	986 49% BCDEFGJKLMNO	629 31% CDEFGJMN	391 19% DEFN	224 11%	256 13% D	252 12%	424 21% DEFN	1192 59% ABCDEFGJKLMNO	968 48% BCDEFGJKLMNO	398 20% DEFN	803 40% BCDEFGJMNO	832 41% BCDEFGJMNO	469 23% CDEFGJN	307 15% DEF	640 32% CDEFGJMN
Net Diff	-776 -38%	-329 -16%	119 6%	774 38%	580 29%	496 25%	118 6%	-1095 -54%	-807 -40%	307 15%	-614 -30%	-536 -27%	-78 -4%	291 14%	-361 -18%

Overlap formular used

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

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

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - The British government

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 (NO TRUST AT ALL) (0) (0)	266 13% CDJNSUVX	158 16% AC	108 11%	27 8%	40 11%	43 12%	68 18% ADEF	88 15% D	61 11%	61 11%	70 16% J	74 16% IJ	105 16% AN	56 10%	67 14%	39 11%	90 17% ARS	49 11%	101 11%	27 18% RS	78 10%	21 8%	27 17% UV	127 11%	126 19% AX
1 (1) (1)	124 6% CDI	73 7% AC	51 5%	12 4%	14 4%	27 7% D	27 7%	44 8% DE	23 4%	34 6%	32 7%	36 8% I	37 6%	37 7%	27 6%	23 7%	41 8% S	29 6%	45 5%	10 6%	48 6%	19 7%	12 7%	79 7%	40 6%
2 (2) (2)	167 8% UX	72 7%	95 9%	18 6%	38 11% D	31 8%	30 8%	50 9%	40 7%	49 9%	41 9%	37 8%	57 8%	41 8%	37 8%	33 10%	36 7%	45 10%	75 8%	12 8%	51 7%	24 9%	12 8%	87 7%	69 11% AX
3 (3) (3)	236 12%	111 11%	125 12%	35 11%	45 13%	55 15% AH	42 11%	59 10%	61 11%	69 12%	50 11%	56 12%	68 10%	67 12%	64 14% M	37 11%	63 12%	60 13%	101 11%	11 7%	95 12%	34 12%	25 16%	154 13%	68 10%
4 (4) (4)	192 10% W	91 9%	101 10%	35 11%	40 11%	31 9%	39 10%	46 8%	45 9%	53 9%	43 10%	50 11%	71 11%	48 9%	49 11%	24 7%	54 10%	42 9%	83 9%	13 8%	78 10% W	32 12% W	8 5%	119 10%	55 9%
5 (5) (5)	284 14% BY	124 12%	160 16% AB	61 19% AFGH	58 16%	46 12%	42 11%	77 13%	82 15%	77 14%	54 12%	70 15%	100 15%	69 13%	55 12%	60 17% O	67 13%	61 13%	137 15%	19 12%	111 15%	42 15%	18 11%	172 14%	76 12%
6 (6) (6)	268 13%	139 14%	129 13%	42 13%	51 14%	52 14%	54 14%	69 12%	80 15% L	73 13%	65 14%	50 11%	87 13%	87 16% A	56 12%	39 11%	69 13%	61 13%	123 14%	15 10%	115 15%	32 12%	20 12%	167 14%	74 11%
7 (7) (7)	230 11% BLQ	99 10%	131 13% AB	39 12%	42 12%	38 10%	32 9%	78 13% G	75 14% AKL	71 13% L	44 10%	40 8%	70 10%	62 12%	50 11%	47 14%	40 8%	59 13% Q	113 13% Q	18 12%	82 11%	36 13%	20 12%	138 12%	70 11%
8 (8) (8)	136 7% EQ	69 7%	66 7%	25 8% E	15 4%	22 6%	25 7%	50 8% E	38 7%	42 7%	31 7%	25 5%	46 7%	40 7%	31 7%	19 6%	22 4%	32 7%	71 8% AQ	11 7%	54 7%	22 8%	8 5%	85 7%	40 6%
9 (9) (9)	54 3% E	30 3%	24 2%	8 3%	4 1%	12 3%	8 2%	22 4% E	19 4%	16 3%	7 2%	11 2%	13 2%	15 3%	15 3%	10 3%	15 3%	10 2%	24 3%	4 3%	22 3%	9 3%	5 3%	36 3%	14 2%
10 (COMPLETE TRUST) (10) (10)	20 1% CY	15 2% AC	5 *	3 1%	5 1%	5 1%	4 1%	4 1%	4 1%	7 1%	5 1%	4 1%	5 1%	10 2% A	3 1%	1 *	5 1%	5 1%	7 1%	3 2%	14 2% AV	- -	2 1%	16 1% Y	2 *
Don't know	42 2% HIS	17 2%	25 2%	16 5% AFGH	9 2% H	8 2% H	6 2%	3 *	4 1%	11 2%	7 2%	21 4% AIJK	17 2%	8 2%	7 1%	10 3%	17 3% AS	10 2% S	7 1%	9 6% ARS	14 2%	2 1%	4 3%	20 2%	12 2%
Mean	4.22 GLQY	4.11	4.33	4.66 AEFGH	4.20	4.19	3.88	4.23	4.55 AKL	4.38 KL	4.00	3.85	4.08	4.46 AM	4.12	4.25	3.81	4.30 Q	4.44 AQ	4.09	4.47 AW	4.45	3.95	4.39 AY	3.77
NET: High Trust	210 10% E	115 11%	95 9%	36 11% E	23 6%	38 10%	37 10%	76 13% AE	62 12%	65 12%	43 10%	40 8%	64 10%	65 12%	50 11%	30 9%	42 8%	46 10%	103 12% Q	18 12%	91 12%	31 11%	15 9%	137 11%	57 9%
NET: 'Low Trust	986 49% DISU	506 51%	480 47%	128 40%	177 49% D	187 51% D	205 55% AD	288 49% D	230 43%	267 47%	236 53% I	253 53% AI	338 50%	248 46%	243 53% N	156 46%	284 55% AS	224 49%	404 46%	73 48%	350 46%	131 48%	84 52%	566 47%	357 55% AX
Net Diff	-776 -38%	-391 -39%	-385 -38%	-92 -29%	-154 -43%	-149 -40%	-168 -45%	-212 -36%	-168 -32%	-201 -36%	-193 -43%	-213 -45%	-274 -41%	-183 -34%	-193 -42%	-126 -37%	-242 -47%	-178 -39%	-302 -34%	-55 -36%	-259 -34%	-100 -37%	-70 -43%	-429 -36%	-301 -47%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - The British government

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 (NO TRUST AT ALL) (0) (0)	266 13% GIKMOUd	194 13%	71 14%	36 10%	85 12%	73 17% ADE	- -	266 27% AG	2 1%	238 25% AI	73 10%	85 34% AK	47 9%	112 25% AM	24 9%	137 21% AO	14 12%	192 18% A	27 10%	35 20% AS	22 8%	27 20% AU	24 10%	34 21% AX	30 12%	25 15%	21 12%	140 11%	97 19% Acd	84 12%	168 12%	32 11%	200 16% Afgh
1 (1) (1)	124 6% GIKM	95 6%	29 6%	26 7%	46 6%	23 5%	- -	124 13% AG	4 2%	110 12% AI	33 4%	30 12% AK	20 4%	49 11% AM	11 4%	67 10% AO	5 4%	88 8% A	17 6%	13 8%	18 7%	15 11% A	15 6%	9 6%	10 4%	11 7%	6 3%	81 6%	35 7%	39 5%	89 6%	17 6%	88 7% Af
2 (2) (2)	167 8% CGIKOQf	138 9% AC	30 6%	39 11% E	49 7%	49 11% AE	- -	167 17% AG	5 2%	134 14% AI	50 7%	36 14% AK	34 7%	55 12% AM	12 4%	83 13% AO	4 3%	124 11% AQ	20 8%	14 8%	24 9%	9 7%	20 8%	18 11%	19 7%	14 8%	15 9%	109 9%	41 8%	47 6%	123 9% f	25 8%	121 10% Af
3 (3) (3)	236 12% GIKMOQ	176 12%	59 12%	36 10%	95 13%	44 10%	- -	236 24% AG	6 2%	174 19% AI	73 10%	38 15% K	44 9%	72 16% AM	17 6%	100 16% AO	7 6%	146 13% AQ	26 10%	26 15%	33 12%	15 11%	26 11%	25 16%	22 9%	24 14%	15 9%	151 12%	63 12%	99 14% Ah	166 12%	28 9%	163 13% A
4 (4) (4)	192 10% GIKM	149 10%	43 9%	34 9%	73 10%	42 10%	- -	192 19% AG	7 3%	108 12% AI	56 8%	29 11%	36 7%	37 8%	21 7%	60 9%	8 6%	111 10%	25 10%	18 10%	22 8%	9 7%	29 12% Y	10 6%	25 10%	22 13%	14 8%	132 10%	44 9%	70 10%	134 10%	28 9%	126 10%
5 (5) (5)	284 14% BFGHIJKLMPQRqi	195 13%	88 18% AB	46 13%	105 14% F	45 10%	- -	- -	6 2%	97 10% I	79 11%	17 7%	44 9%	58 13% M	32 12%	74 12%	10 8%	128 12%	37 14%	21 12%	43 16%	21 16%	27 11%	21 13%	33 13%	22 13%	24 14%	176 14%	65 13%	91 13%	179 13%	44 15%	157 13%
6 (6) (6)	268 13% GHIJLNPR	212 14%	53 11%	52 14%	112 15% A	49 11%	- -	- -	30 12% J	45 5%	117 16% AL	5 2%	77 15% N	27 6%	41 15% P	38 6%	11 9%	126 12%	38 15%	21 12%	40 14%	13 9%	30 12%	26 16%	36 14%	22 13%	19 11%	180 14%	63 12%	108 15% i	183 13%	39 13%	155 12%
7 (7) (7)	230 11% GHIJLNPR	176 12%	54 11%	40 11%	81 11%	54 13%	- -	- -	57 22% AJ	16 2%	119 16% AL	5 2%	76 15% AN	18 4%	39 14% P	45 7%	20 16% R	97 9%	41 16% AT	15 9%	38 14%	15 11%	32 13%	11 7%	37 15%	14 8%	21 12%	149 12%	56 11%	94 13% i	177 13% Ai	42 14%	132 11%
8 (8) (8)	136 7% HJLNPRbi	102 7%	34 7%	26 7%	40 6%	36 8%	136 65% AH	- -	76 30% AJ	5 *	92 12% AL	1 *	79 16% AN	10 2%	46 16% AP	17 3%	19 16% AR	47 4%	19 7%	8 4%	19 7%	6 4%	26 11% AY	6 4%	24 9% b	5 3%	15 8%	85 7%	34 7%	60 8% Ai	102 7% i	27 9% i	64 5%
9 (9) (9)	54 3% HJRY	35 2%	19 4%	6 2%	20 3%	9 2%	54 26% AH	- -	45 18% AJ	1 *	34 5% AL	4 2%	31 6% AN	6 1%	21 8% AP	12 2%	13 10% AR	21 2%	9 3%	1 1%	11 4%	2 1%	8 3% Y	- -	9 3%	4 2%	8 5%	32 3%	11 2%	24 3%	36 3%	11 4%	31 2%
10 (COMPLETE TRUST) (10) (10)	20 1% HJPRi	16 1%	5 1%	1 *	10 1%	4 1%	20 10% AH	- -	16 6% AJ	2 *	18 2% A	2 1%	14 3% AN	3 1%	14 5% AP	2 *	11 9% AR	4 *	2 1%	- -	3 1%	4 3% A	2 1%	- -	4 1%	1 1%	3 2% e	15 1%	2 *	7 1%	14 1% i	7 2% Agj	7 1%
Don't know	42 2% GHIJKMNOPRdefghi	31 2%	10 2%	16 4% AEF	11 2%	4 1%	- -	- -	1 *	4 *	2 *	1 *	2 *	3 1%	1 *	4 1%	1 1%	6 1%	2 1%	1 1%	2 1%	1 *	4 1%	2 1%	3 1%	5 3%	12 7% Ade	15 1% e	- -	2 *	6 *	1 *	5 *
Mean	4.22 HJLNPRTVfbei	4.21	4.25	4.21	4.31	4.04	8.45 AH	1.96	7.26 AJ	2.44	5.01 AL	2.15	5.23 AN	2.83	5.56 AP	3.07	5.74 AR	3.59	4.56 AT	3.49	4.59 AV	3.72	4.56 AY	3.41	4.69 Ab	3.79	4.61 e	4.32 Ae	3.85	4.48 Agj	4.29 i	4.65 Agj	3.87
NET: High Trust	210 10% HJLNPRTVfbi	152 10%	57 12%	33 9%	70 10%	49 11%	210 100% AH	- -	137 54% AJ	7 1%	144 19% AL	7 3%	123 24% AN	19 4%	81 29% AP	31 5%	42 35% AR	72 7%	30 11% T	9 5%	33 12%	12 9%	36 15% AY	6 4%	36 14% Ab	9 6%	26 15% Ae	132 10%	46 9%	92 13% Ai	152 11% i	45 15% Agj	101 8%
NET: 'Low Trust	986 49% GIKMOQZch	752 50%	232 47%	172 48%	349 48%	232 53% A	- -	986 100% AG	24 9%	764 82% AI	285 38%	217 86% AK	182 36%	325 72% AM	85 30%	448 70% AO	38 31%	662 61% AQ	115 44%	105 61% AS	119 43%	76 55% U	115 47%	96 59% AX	105 42%	97 57% AZ	71 41%	614 48%	279 55% Acd	339 47%	680 49% h	129 43%	698 56% Afgh
Net Diff	-776 -38%	-600 -39%	-175 -35%	-139 -39%	-279 -38%	-182 -42%	210 100%	-986 -100%	113 45%	-757 -81%	-141 -19%	-210 -83%	-58 -12%	-306 -68%	-4 -1%	-417 -65%	5 4%	-591 -54%	-84 -32%	-97 -56%	-86 -31%	-64 -46%	-78 -32%	-90 -56%	-69 -27%	-87 -52%	-45 -26%	-482 -38%	-233 -46%	-247 -34%	-528 -38%	-85 -28%	-597 -48%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 (NO TRUST AT ALL) (0) (0)	102 5% CDS	65 7% AC	37 4%	9 3%	15 4%	18 5%	26 7% D	35 6% D	26 5%	23 4%	26 6%	27 6%	33 5%	23 4%	32 7% A	15 4%	36 7% AS	20 4%	33 4%	13 9% ARS	34 4%	9 3%	12 7%	54 5%	44 7% AX
1 (1) (1)	53 3% CD	35 3% AC	18 2%	1 *	6 2%	12 3% D	13 3% D	22 4% D	15 3%	12 2%	12 3%	14 3%	17 2%	11 2%	17 4%	8 2%	16 3%	8 2%	24 3%	5 3%	18 2%	8 3%	7 4%	32 3%	19 3%
2 (2) (2)	99 5%	51 5%	48 5%	12 4%	15 4%	19 5%	17 5%	36 6%	28 5%	31 5%	15 3%	26 5%	30 4%	23 4%	30 6%	16 5%	21 4%	19 4%	46 5%	14 9% AQR	39 5%	17 6%	12 7%	67 6%	25 4%
3 (3) (3)	163 8% D	73 7%	90 9%	14 4%	31 9% D	30 8% D	37 10% D	50 8% D	37 7%	48 8%	42 9%	37 8%	55 8%	37 7%	44 10%	26 8%	50 10%	33 7%	73 8%	7 5%	65 8%	21 8%	12 7%	98 8%	59 9%
4 (4) (4)	212 10%	105 10%	107 11%	30 9%	35 10%	35 9%	51 14% A	61 10%	48 9%	49 9%	51 11%	64 13% AIJ	64 9%	54 10%	52 11%	41 12%	53 10%	64 14% AST	86 10%	9 6%	84 11%	33 12%	16 10%	133 11%	62 10%
5 (5) (5)	406 20% C	222 22% AC	184 18%	65 20%	78 22%	82 22%	76 20%	104 18%	109 20%	115 20%	92 20%	90 19%	128 19%	112 21%	86 19%	80 23%	107 21%	96 21%	173 20%	30 20%	160 21%	50 18%	25 15%	235 20%	139 22%
6 (6) (6)	310 15% PT	148 15%	163 16%	51 16%	61 17%	64 17%	52 14%	83 14%	101 19% AKL	87 15%	58 13%	64 14%	119 18% OP	92 17% P	59 13%	40 12%	71 14%	74 16% T	151 17% T	14 9%	124 16%	44 16%	27 17%	195 16%	85 13%
7 (7) (7)	324 16% BLO	135 13%	190 19% AB	66 20% AGH	61 17%	57 15%	53 14%	87 15%	86 16%	104 18% L	73 16%	62 13%	110 16%	98 18% O	59 13%	58 17%	72 14%	79 17%	153 17%	22 14%	108 14%	55 20% U	23 14%	186 15%	98 15%
8 (8) (8)	190 9%	84 8%	105 10%	29 9%	37 10%	27 7%	28 7%	68 12% AFG	52 10%	52 9%	42 9%	44 9%	66 10%	53 10%	41 9%	29 9%	45 9%	38 8%	85 10%	21 14%	78 10%	20 7%	16 10%	114 9%	59 9%
9 (9) (9)	84 4% E	49 5%	35 3%	18 6% E	7 2%	13 3%	14 4%	32 5% E	22 4%	20 4%	23 5%	18 4%	28 4%	16 3%	25 5%	15 4%	21 4%	14 3%	41 5%	8 5%	26 3%	13 5%	7 4%	46 4%	31 5%
10 (COMPLETE TRUST) (10) (10)	27 1%	16 2%	11 1%	5 2%	5 1%	3 1%	5 1%	9 2%	4 1%	9 2%	6 1%	8 2%	8 1%	8 1%	9 2%	2 1%	6 1%	5 1%	11 1%	5 3% A	11 1%	2 1%	2 1%	15 1%	11 2%
Don't know	49 2% HSV	18 2%	31 3%	24 7% AEFGH	8 2% H	9 2% H	5 1%	3 *	6 1%	13 2%	10 2%	20 4% AI	17 3%	11 2%	9 2%	11 3%	21 4% AS	12 3%	11 1%	5 3%	18 2%	2 1%	4 2%	24 2%	13 2%
Mean	5.22 BGOQ	5.08	5.37 AB	5.75 AEFGH	5.29 G	5.10	4.92	5.18	5.26	5.32	5.22	5.06	5.30 O	5.37 O	4.96	5.20	5.00	5.25	5.35 AQ	5.16	5.22	5.26	5.00	5.20	5.13
NET: High Trust	300 15%	149 15%	151 15%	52 16%	49 14%	43 12%	47 13%	109 18% AFG	78 15%	82 15%	71 16%	70 15%	102 15%	77 14%	74 16%	47 14%	72 14%	57 12%	137 15%	33 22% AQR	115 15%	34 13%	25 16%	175 15%	100 16%
NET: 'Low Trust	629 31% DN	328 33%	301 30%	66 20%	103 29% D	114 31% D	143 38% ADEF	203 34% AD	154 29%	163 29%	145 32%	167 35% AIJ	199 29%	149 28%	176 38% AMNP	106 31%	176 34%	143 31%	261 30%	48 32%	239 31%	88 32%	58 36%	385 32%	210 32%
Net Diff	-329 -16%	-179 -18%	-150 -15%	-14 -4%	-54 -15%	-71 -19%	-96 -25%	-94 -16%	-77 -14%	-81 -14%	-74 -17%	-97 -20%	-96 -14%	-72 -13%	-101 -22%	-59 -17%	-104 -20%	-85 -19%	-124 -14%	-15 -10%	-124 -16%	-54 -20%	-33 -20%	-211 -18%	-109 -17%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - Your local authority

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 (NO TRUST AT ALL) (0) (0)	102 5% GIKMOQUdfg	76 5%	26 5%	21 6%	34 5%	21 5%	1 1%	100 10% AG	2 1%	87 9% AI	20 3%	48 19% AK	5 1%	62 14% AM	6 2%	66 10% AO	1 1%	79 7% AQ	10 4%	13 8%	7 3%	6 5%	9 4%	11 7%	15 6%	9 5%	7 4%	54 4%	36 7% Ad	26 4%	51 4%	10 3%	67 5% fg
1 (1) (1)	53 3% BEK	29 2%	24 5% AB	8 2%	12 2%	9 2%	2 1%	45 5% AG	4 2%	41 4% AI	13 2%	13 5% AK	9 2%	20 5% AM	4 1%	31 5% AO	2 2%	40 4% A	8 3%	4 2%	7 3%	4 3%	6 2%	4 3%	4 2%	8 5%	4 2%	27 2%	20 4% Ad	21 3% h	31 2%	3 1%	39 3% gh
2 (2) (2)	99 5% GIKQ	74 5%	24 5%	15 4%	34 5%	26 6%	3 1%	84 9% AG	3 1%	82 9% AI	19 3%	44 18% AK	19 4%	50 11% AM	7 2%	70 11% AO	3 2%	78 7% AQ	10 4%	11 7%	12 4%	10 7%	14 6%	7 4%	8 3%	11 6%	4 2%	63 5%	28 6%	35 5%	70 5%	17 6%	71 6%
3 (3) (3)	163 8% GIKMO	119 8%	44 9%	27 8%	58 8%	35 8%	- -	138 14% AG	7 3%	120 13% AI	26 3%	50 20% AK	17 3%	73 16% AM	11 4%	84 13% AO	6 5%	112 10% A	18 7%	23 13% AS	22 8%	5 4%	15 6%	17 10%	18 7%	13 8%	11 6%	102 8%	47 9%	59 8%	111 8%	20 7%	107 9%
4 (4) (4)	212 10% GIKMOQ	159 10%	52 10%	40 11%	77 11%	42 10%	8 4%	156 16% AG	11 4%	144 15% AI	52 7%	30 12% K	33 7%	65 14% AM	19 7%	96 15% AO	6 5%	145 13% AQ	22 8%	15 9%	25 9%	20 14%	27 11%	28 17% A	26 10%	15 9%	15 9%	131 10%	60 12%	73 10%	144 10%	26 9%	150 12% Ag
5 (5) (5)	406 20% GIKLMOQZi	311 21%	93 19%	75 21%	161 22%	75 17%	15 7%	188 19% G	18 7%	185 20% I	99 13%	35 14%	56 11%	86 19% M	26 9%	119 19% O	6 5%	220 20% Q	54 21%	37 21%	52 19%	28 20%	41 17%	35 22%	38 15%	39 23% Z	27 16%	261 21%	100 20%	132 18%	274 20% i	61 20%	227 18%
6 (6) (6)	310 15% GHIJNPQ	236 16%	75 15%	59 16%	114 16%	63 15%	21 10%	118 12%	29 12%	116 12%	123 17% L	13 5%	79 16% N	38 9%	34 12%	70 11%	10 8%	157 14%	41 16%	31 18%	44 16%	20 14%	47 19%	22 14%	42 17%	27 16%	22 13%	207 16%	73 14%	116 16%	221 16%	39 13%	200 16%
7 (7) (7)	324 16% HJLNPR	249 16%	74 15%	49 14%	121 17%	79 18%	48 23% AH	78 8%	58 23% AJ	85 9%	183 24% AL	11 4%	117 23% AN	28 6%	59 21% AP	51 8%	19 15%	141 13%	52 20%	22 13%	57 21% A	23 17%	34 14%	19 12%	46 18%	19 11%	36 21% e	216 17%	69 14%	143 20% Ai	241 18% A	52 17%	204 16%
8 (8) (8)	190 9% HJLNPRT	151 10%	38 8%	35 10%	71 10%	46 11%	57 27% AH	38 4%	67 26% AJ	38 4%	122 16% AL	2 1%	89 18% AN	15 3%	53 19% AP	37 6%	29 24% AR	81 7%	23 9%	8 5%	27 10%	13 10%	31 13% Y	10 6%	35 14% A	20 12%	22 13%	112 9%	52 10%	69 10%	145 11% Ai	39 13% Afi	110 9%
9 (9) (9)	84 4% HJLNPRb	58 4%	26 5%	9 3%	26 4%	23 5% D	42 20% AH	22 2%	41 16% AJ	16 2%	62 8% AL	1 *	56 11% AN	8 2%	37 13% AP	8 1%	24 19% AR	22 2%	18 7% A	4 3%	12 4%	3 2%	11 4%	4 2%	12 5%	2 1%	6 4%	54 4%	19 4%	39 5% Ai	60 4%	18 6%	48 4%
10 (COMPLETE TRUST) (10) (10)	27 1% HR	19 1%	9 2%	4 1%	9 1%	5 1%	13 6% AH	8 1%	13 5% AJ	9 1%	21 3% A	3 1%	18 4% AN	2 1%	20 7% AP	4 1%	16 13% AR	5 1%	3 1%	1 1%	7 2%	2 2%	3 1%	3 2%	4 2%	2 1%	3 2%	20 2%	4 1%	10 1%	17 1%	12 4% Afgj	13 1%
Don't know	49 2% GHIJKLMNOP RSUdefghi	38 2%	11 2%	16 4% AE	12 2%	10 2%	- -	11 1%	1 *	9 1%	8 1%	2 1%	5 1%	2 *	2 1%	3 *	1 1%	11 1%	2 1%	2 1%	1 *	3 2%	7 3%	2 1%	3 1%	4 2%	16 9% Ade	19 1% e	1 *	4 *	12 1%	2 1%	12 1%
Mean	5.22 HJLNPRTYei	5.27	5.09	5.12	5.29	5.35	7.33 AH	4.12	7.04 AJ	4.22	6.21 AL	3.02	6.42 AN	3.73	6.63 AP	4.07	7.21 AR	4.66	5.50 AT	4.68	5.54 A	5.16	5.41 Y	4.77	5.52 Ab	4.98	5.62 Ae	5.31 Ae	4.94	5.43 Ai	5.37 Ai	5.72 Afgj	5.10
NET: High Trust	300 15% HJLNPRT	228 15%	72 15%	48 13%	106 15%	74 17%	112 53% AH	67 7%	121 48% AJ	64 7%	205 27% AL	6 2%	163 32% AN	25 6%	110 40% AP	49 8%	69 56% AR	109 10%	44 17% T	14 8%	45 17%	19 14%	45 18% Y	16 10%	51 20% A	25 15%	31 18%	186 15%	75 15%	118 16% i	223 16% Ai	69 23% Afgj	171 14%
NET: 'Low Trust	629 31% GIKMOQcgh	457 30%	170 34%	111 31%	214 29%	133 31%	14 7%	523 53% AG	27 10%	475 51% AI	129 17%	185 74% AK	83 17%	271 60% AM	47 17%	348 54% AO	18 15%	455 42% AQ	69 26%	67 38% AS	74 27%	45 33%	70 29%	67 41% AX	71 28%	56 33%	41 24%	377 30%	191 37% Acd	213 29%	407 30%	76 25%	434 35% Afgh
Net Diff	-329 -16%	-229 -15%	-98 -20%	-63 -18%	-108 -15%	-58 -13%	98 47%	-456 -46%	95 37%	-411 -44%	76 10%	-179 -71%	80 16%	-245 -54%	63 23%	-299 -47%	51 42%	-346 -32%	-24 -9%	-53 -31%	-29 -11%	-27 -19%	-26 -11%	-50 -31%	-20 -8%	-31 -18%	-10 -6%	-191 -15%	-116 -23%	-95 -13%	-184 -13%	-7 -2%	-263 -21%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - The Office for National Statistics (ONS)

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 (NO TRUST AT ALL) (0) (0)	62 3% VX	38 4%	24 2%	7 2%	13 4%	9 2%	12 3%	22 4%	21 4%	13 2%	12 3%	16 3%	20 3%	15 3%	16 3%	11 3%	16 3%	13 3%	22 2%	11 7% AQRS	19 3%	2 1%	7 4% V	28 2%	30 5% AX
1 (1) (1)	35 2% DUVX	19 2%	17 2%	2 *	5 1%	4 1%	7 2%	17 3% AD	10 2%	7 1%	13 3%	6 1%	12 2%	8 1%	6 1%	10 3%	14 3%	5 1%	14 2%	3 2%	8 1%	1 *	4 2% V	12 1%	22 3% AX
2 (2) (2)	59 3% I	34 3%	26 3%	9 3%	5 1%	11 3%	15 4% E	19 3%	8 1%	18 3%	17 4% I	16 3% I	17 2%	19 3%	16 3%	8 2%	22 4%	9 2%	22 2%	7 4%	25 3%	11 4%	3 2%	39 3%	17 3%
3 (3) (3)	108 5% D	58 6%	50 5%	8 2%	19 5%	20 5%	19 5%	42 7% AD	21 4%	34 6%	24 5%	29 6%	44 7%	24 4%	24 5%	16 5%	38 7% AS	25 5%	38 4%	7 4%	48 6%	13 5%	5 3%	66 6%	38 6%
4 (4) (4)	126 6% PS	64 6%	62 6%	16 5%	23 6%	21 6%	21 6%	45 8%	29 5%	32 6%	34 8%	31 7%	52 8% P	34 6% P	30 7% P	10 3%	34 7%	36 8% S	43 5%	13 8%	41 5%	23 8%	8 5%	71 6%	46 7%
5 (5) (5)	355 18% SX	165 17%	190 19%	59 18%	68 19%	63 17%	74 20%	91 15%	81 15%	92 16%	76 17%	106 22% AIJ	118 17%	104 19%	70 15%	63 19%	113 22% AS	83 18%	132 15%	27 18%	127 17%	42 15%	23 14%	191 16%	127 20%
6 (6) (6)	274 14%	134 13%	140 14%	48 15%	49 14%	43 12%	57 15%	77 13%	76 14%	69 12%	72 16%	57 12%	90 13%	72 13%	62 13%	51 15%	62 12%	64 14%	124 14%	24 16%	106 14%	37 14%	27 16%	170 14%	75 12%
7 (7) (7)	316 16% Q	160 16%	156 15%	42 13%	61 17%	75 20% ADGH	54 14%	85 14%	95 18% L	95 17%	63 14%	63 13%	93 14%	90 17%	82 18%	52 15%	53 10%	89 19% AQ	156 18% AQ	19 13%	134 18%	49 18%	25 15%	207 17% AY	86 13%
8 (8) (8)	282 14% LQT	149 15%	133 13%	45 14%	43 12%	53 14%	56 15%	85 14%	85 16% L	93 16% AL	55 12%	49 10%	99 15%	71 13%	56 12%	56 16%	54 10%	61 13% T	157 18% AQRT	9 6%	105 14%	37 13%	23 14%	165 14%	97 15%
9 (9) (9)	162 8% LQTY	81 8%	81 8%	25 8%	27 7%	32 9%	27 7%	50 9%	55 10% AL	44 8%	36 8%	27 6%	48 7%	51 9%	40 9%	23 7%	27 5%	28 6%	103 12% AQRT	3 2%	68 9%	30 11%	16 10%	113 9% AY	36 6%
10 (COMPLETE TRUST) (10) (10)	67 3%	39 4%	28 3%	9 3%	12 3%	12 3%	11 3%	23 4%	19 4%	23 4%	13 3%	12 3%	19 3%	20 4%	17 4%	11 3%	16 3%	12 3%	32 4%	7 5%	27 4%	11 4%	4 3%	43 4%	19 3%
Don't know	172 9% BGHINS	59 6%	113 11% AB	54 17% AEFGH	36 10% GH	28 8%	22 6%	32 5%	33 6%	45 8%	33 7%	61 13% AIJK	64 9% N	34 6%	43 9%	31 9%	71 14% ARS	37 8% S	43 5%	20 13% AS	56 7%	19 7%	18 11%	93 8%	52 8%
Mean	5.95 LQTY	5.93	5.98	6.16	5.94	6.12	5.86	5.81	6.20 AKL	6.11 L	5.79	5.62	5.85	6.03	5.98	5.99	5.47	5.95 QT	6.33 AQRT	5.19	6.07	6.28 A	6.05	6.12 AY	5.61
NET: High Trust	510 25% LQT	269 27%	241 24%	79 25%	82 23%	97 26%	95 25%	158 27%	159 30% AKL	159 28% L	104 23%	88 19%	166 25%	141 26%	114 25%	90 26%	97 19%	101 22% T	292 33% AQRT	20 13%	200 26%	78 28%	43 27%	321 27%	152 24%
NET: 'Low Trust	391 19% CDIS	213 21% AC	178 17%	41 13%	65 18%	65 18%	74 20% D	146 25% ADEF	89 17%	104 18%	100 22% I	99 21%	144 21% P	100 18%	92 20%	55 16%	124 24% AS	87 19%	140 16%	41 27% ARS	140 18%	49 18%	27 17%	217 18%	154 24% AX
Net Diff	119 6%	56 6%	63 6%	38 12%	17 5%	32 9%	20 5%	13 2%	70 13%	55 10%	4 1%	-11 -2%	21 3%	42 8%	22 5%	35 10%	-27 -5%	14 3%	152 17%	-21 -14%	60 8%	28 10%	16 10%	105 9%	-2 *

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 (NO TRUST AT ALL) (0) (0)	62 3% GIKMOQXd	43 3%	19 4%	8 2%	25 3%	10 2%	1 *	61 6% AG	- -	54 6% AI	7 1%	38 15% AK	5 1%	41 9% AM	1 *	52 8% AO	- -	55 5% AQ	7 3%	9 5%	6 2%	4 3%	2 1%	11 7% AX	8 3%	3 2%	3 1%	28 2%	27 5% Acd	22 3%	37 3%	8 3%	49 4% Ag
1 (1) (1)	35 2% GKMh	29 2%	7 1%	6 2%	11 2%	12 3%	- -	32 3% AG	1 *	32 3% AI	3 *	14 5% AK	3 1%	21 5% AM	4 1%	21 3% A	1 1%	28 3% A	8 3%	2 1%	2 1%	7 5% AU	3 1%	2 1%	1 1%	5 3% Z	2 1%	21 2%	11 2%	13 2% h	20 1% h	- -	27 2% gh
2 (2) (2)	59 3% GIKMO	43 3%	15 3%	11 3%	23 3%	9 2%	1 1%	55 6% AG	1 *	49 5% AI	7 1%	33 13% AK	3 1%	40 9% AM	2 1%	42 7% AO	1 1%	45 4% A	3 1%	7 4%	5 2%	8 6% AU	4 2%	4 2%	5 2%	4 3%	5 3%	36 3%	19 4%	16 2%	38 3%	8 3%	39 3%
3 (3) (3)	108 5% BGIKMX	71 5%	37 8% AB	24 7%	31 4%	17 4%	- -	94 9% AG	3 1%	91 10% AI	13 2%	46 18% AK	8 2%	63 14% AM	9 3%	67 11% AO	7 6%	81 7% A	17 6%	18 10% A	16 6%	6 4%	5 2%	13 8% X	13 5%	10 6%	10 6%	67 5%	32 6%	34 5%	68 5%	13 4%	71 6%
4 (4) (4)	126 6% IKMQZ	93 6%	33 7%	20 6%	44 6%	30 7%	7 4%	95 10% AG	5 2%	86 9% AI	30 4%	31 12% AK	21 4%	52 12% AM	11 4%	67 10% AO	2 2%	92 8% AQ	12 5%	13 8%	18 6%	12 9%	20 8%	17 11% A	8 3%	7 4%	8 5%	77 6%	36 7%	38 5%	79 6%	18 6%	87 7% fg
5 (5) (5)	355 18% FGIKMOQZg	269 18%	85 17%	74 21% F	139 19% F	56 13%	11 5%	181 18% G	17 7%	172 18% I	67 9%	35 14% K	32 6%	85 19% M	22 8%	112 17% O	8 6%	199 18% Q	42 16%	39 23%	45 16%	19 14%	33 14%	34 21%	32 13%	32 19%	34 20%	227 18%	76 15%	119 16%	214 16%	46 15%	205 16%
6 (6) (6)	274 14% KLMOS	205 13%	67 14%	49 14%	98 13%	58 13%	22 11%	119 12%	27 10%	113 12%	83 11% L	15 6%	45 9%	53 12%	24 9%	73 11%	9 8%	149 14%	24 9%	28 16% S	41 15%	15 11%	33 14%	26 16%	33 13%	27 16%	26 15%	171 14%	70 14%	87 12%	175 13%	32 11%	162 13%
7 (7) (7)	316 16% GHILNPQ	252 17%	64 13%	57 16%	125 17%	71 16%	22 11%	122 12%	39 15%	123 13%	134 18% AL	17 7%	82 16% N	32 7%	37 13%	81 13%	11 9%	167 15%	57 22% AT	22 13%	43 16%	26 19%	47 19% Y	17 11%	39 15%	23 14%	24 14%	210 17%	80 16%	119 16%	233 17% A	50 17%	204 16%
8 (8) (8)	282 14% HJLNPRT	209 14%	73 15%	41 11%	94 13%	74 17% AD	57 27% AH	92 9%	64 25% AJ	84 9%	186 25% AL	6 2%	141 28% AN	23 5%	69 25% AP	53 8%	29 24% AR	116 11%	35 13%	15 9%	42 15%	17 12%	42 17%	17 11%	53 21% A	27 16%	25 14%	178 14%	72 14%	132 18% Ai	228 17% Ai	53 18% A	188 15%
9 (9) (9)	162 8% HJLNPRTYc	119 8%	43 9%	28 8%	52 7%	38 9%	49 23% AH	40 4%	54 21% AJ	43 5%	114 15% AL	6 2%	96 19% AN	13 3%	50 18% AP	28 4%	25 21% AR	74 7%	29 11% T	7 4%	26 10%	11 8%	30 12% AY	6 3%	25 10%	9 5%	5 3%	109 9% c	47 9% c	70 10% A	136 10% Ai	28 10%	98 8%
10 (COMPLETE TRUST) (10) (10)	67 3% HJLNPRi	49 3%	18 4%	8 2%	22 3%	20 5%	31 15% AH	20 2%	33 13% AJ	19 2%	57 8% AL	- -	46 9% AN	3 1%	34 12% AP	10 2%	19 15% AR	22 2%	11 4%	3 2%	15 5% AV	1 1%	8 3%	2 1%	13 5%	4 2%	4 2%	41 3%	21 4%	27 4%	48 3% i	22 7% Afgj	33 3%
Don't know	172 9% GIKLMNOPRe fgi	138 9%	34 7%	32 9%	66 9%	40 9%	8 4%	75 8%	9 4%	69 7% I	44 6%	11 4%	21 4%	26 6%	15 5%	34 5%	10 8%	67 6%	18 7%	9 5%	16 6%	12 9%	15 6%	13 8%	19 8%	17 10%	28 16% Ade	102 8% e	20 4%	50 7%	102 7%	21 7%	86 7%
Mean	5.95 HILNPRTVYi	5.99	5.87	5.84	5.91	6.23 ADE	7.84 AH	5.02	7.70 AJ	5.07	7.17 AL	3.44	7.41 AN	4.21	7.34 AP	4.81	7.56 AR*	5.45	6.19 T	5.22	6.27 AV	5.53	6.54 AY	5.17	6.46 Ab	5.89	5.86	6.05 A	5.83	6.21 Ai	6.19 Ai	6.47 Agj	5.85
NET: High Trust	510 25% HJLNPRTY	376 25%	134 27%	77 21%	168 23%	132 30% ADE	137 65% AH	151 15%	151 60% AJ	145 16%	358 48% AL	12 5%	283 56% AN	39 9%	153 55% AP	91 14%	73 60% AR	211 19%	74 28% T	25 14%	83 30% AV	29 21%	80 33% AY	24 15%	91 36% Ab	40 24%	34 20%	327 26%	140 27% c	228 31% Ai	412 30% Ai	103 35% Ai	319 26%
NET: 'Low Trust	391 19% BGIKMOQXZf jk	279 18%	111 22%	69 19%	133 18%	77 18%	9 4%	337 34% AG	10 4%	312 33% AI	61 8%	161 64% AK	40 8%	217 48% AM	27 10%	249 39% AO	12 10%	300 27% AQ	46 18%	49 28% AS	47 17%	38 27% AU	34 14%	47 29% AX	36 15%	30 18%	27 16%	229 18%	125 24% Acd	123 17%	242 18%	47 16%	273 22% Afgh
Net Diff	119 6%	98 6%	23 5%	8 2%	34 5%	55 13%	127 61%	-185 -19%	141 56%	-167 -18%	297 40%	-150 -59%	243 48%	-178 -40%	126 45%	-158 -25%	61 50%	-89 -8%	28 11%	-24 -14%	36 13%	-9 -7%	46 19%	-23 -14%	55 22%	11 6%	7 4%	98 8%	15 3%	106 15%	170 12%	57 19%	46 4%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/R/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - Your GP surgery

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 (NO TRUST AT ALL) (0) (0)	34 2% FX	14 1%	19 2%	10 3% AFG	9 2% F	2 *	4 1%	10 2%	5 1%	7 1%	8 2%	14 3% AI	7 1%	7 1%	13 3% M	7 2%	5 1%	11 2%	10 1%	7 5% AQS	10 1%	2 1%	2 1%	14 1%	18 3% AX
1 (1) (1)	20 1% D	10 1%	9 1%	- -	6 2% D	6 2% D	4 1%	4 1%	5 1%	5 1%	4 1%	6 1%	7 1%	4 1%	7 1%	1 *	7 1%	5 1%	6 1%	2 1%	7 1%	1 *	2 1%	11 1%	9 1%
2 (2) (2)	31 2% V	14 1%	17 2%	5 1%	6 2%	8 2%	5 1%	8 1%	12 2%	6 1%	5 1%	8 2%	11 2%	5 1%	11 2%	4 1%	5 1%	10 2%	13 2%	3 2%	12 2% V	- -	5 3% V	17 1%	13 2%
3 (3) (3)	49 2% W	27 3%	22 2%	4 1%	12 3%	12 3%	8 2%	12 2%	15 3%	16 3%	9 2%	10 2%	16 2%	17 3%	7 1%	8 2%	16 3%	10 2%	20 2%	2 1%	23 3% W	7 2% W	- -	30 2%	16 3%
4 (4) (4)	91 5%	40 4%	51 5%	21 6% F	20 6%	12 3%	13 4%	26 4%	20 4%	30 5%	21 5%	20 4%	39 6%	21 4%	18 4%	14 4%	25 5%	25 5%	35 4%	6 4%	42 6%	12 4%	4 3%	58 5%	21 3%
5 (5) (5)	210 10% HS	103 10%	108 11%	42 13% GH	48 13% GH	48 13% GH	29 8%	43 7%	50 9%	59 11%	41 9%	60 13%	61 9%	64 12%	40 9%	45 13%	59 11%	53 12%	79 9%	20 13%	88 12%	22 8%	18 11%	129 11%	61 9%
6 (6) (6)	196 10% HM	97 10%	99 10%	33 10% H	55 15% AGH	47 13% AH	31 8% H	30 5%	45 8%	53 9%	45 10%	53 11%	52 8%	60 11% M	47 10%	38 11%	50 10%	50 11% T	89 10%	8 5%	85 11%	28 10%	14 9%	127 11%	51 8%
7 (7) (7)	347 17% BHY	147 15%	200 20% AB	62 19% H	71 20% H	65 17%	68 18%	82 14%	103 19%	96 17%	75 17%	72 15%	113 17%	91 17%	89 19%	54 16%	77 15%	77 17%	173 19% AQ	21 14%	138 18%	52 19%	33 20%	222 18% Y	92 14%
8 (8) (8)	453 22% ELQ	225 22%	228 22%	65 20%	65 18%	76 20%	94 25% E	153 26% ADE	130 24% L	133 24% L	105 23%	84 18%	150 22%	123 23%	109 24%	70 21%	97 19%	108 23%	220 25% AQ	28 19%	163 21%	73 27%	35 21%	270 23%	146 23%
9 (9) (9)	348 17% EOUX	186 19%	162 16%	50 16% E	36 10%	59 16% E	71 19% E	133 22% ADEF	105 20%	96 17%	73 16%	75 16%	137 20% AO	90 17%	62 13%	60 17%	90 17%	69 15%	164 18%	25 17%	115 15%	51 19%	25 15%	190 16%	127 20% X
10 (COMPLETE TRUST) (10) (10)	198 10% CDEIS	115 12% AC	82 8%	18 6%	25 7%	29 8%	42 11% DE	85 14% ADEF	37 7%	52 9%	54 12% I	55 12% I	72 11%	43 8%	52 11%	31 9%	71 14% ARS	34 7%	68 8%	25 17% ARS	66 9%	24 9%	18 11%	109 9%	81 13% AX
Don't know	42 2% HS	21 2%	21 2%	13 4% AH	8 2%	8 2%	9 2%	5 1%	6 1%	11 2%	9 2%	16 3% AI	11 2%	15 3%	7 1%	10 3%	19 4% AS	9 2%	10 1%	4 3%	15 2%	3 1%	6 4%	24 2%	10 2%
Mean	7.07 CDERU	7.19 AC	6.97	6.77	6.51	6.90 E	7.35 ADEF	7.51 ADEF	7.12	7.09	7.19	6.90	7.21	7.02	6.99	7.02	7.15 R	6.83	7.16 R	7.02	6.92	7.34 AU	7.14	7.05	7.15
NET: High Trust	999 49% CDEFLUX	527 53% AC	472 46%	133 41%	127 35%	163 44% E	206 55% ADEF	370 63% ADEFG	272 51%	280 50%	232 52%	214 45%	358 53% A	256 47%	223 48%	161 47%	257 49%	211 46%	451 51%	79 52%	344 45%	148 54% U	77 48%	569 47%	353 55% AX
NET: 'Low Trust	224 11% S	106 11%	119 12%	39 12%	53 15% AGH	39 11%	33 9%	60 10%	56 11%	64 11%	47 10%	58 12%	80 12%	54 10%	55 12%	34 10%	59 11%	61 13% S	85 10%	20 13%	94 12%	22 8%	14 9%	129 11%	78 12%
Net Diff	774 38%	421 42%	353 35%	93 29%	74 21%	123 33%	173 46%	310 53%	216 41%	217 38%	185 41%	157 33%	278 41%	202 37%	168 36%	127 37%	199 38%	150 33%	367 41%	59 39%	250 33%	126 46%	63 39%	440 37%	276 43%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 (NO TRUST AT ALL) (0) (0)	34 2% GIK	26 2%	8 2%	6 2%	9 1%	11 2%	- -	33 3% AG	- -	29 3% AI	5 1%	24 9% AK	5 1%	24 5% AM	4 1%	23 4% A	- -	27 3% A	7 3%	6 3%	2 1%	1 1%	3 1%	4 2%	2 1%	1 1%	1 1%	20 2%	11 2%	11 2%	20 1%	4 1%	20 2%
1 (1) (1)	20 1% K	14 1%	6 1%	5 1%	7 1%	2 1%	1 *	17 2% A	1 *	16 2% A	1 *	13 5% AK	2 *	10 2% AM	2 1%	13 2% A	2 1%	15 1% A	3 1%	3 2%	1 *	1 1%	4 2%	- -	2 1%	2 1%	1 1%	12 1%	6 1%	8 1%	12 1%	4 1%	14 1%
2 (2) (2)	31 2% IKJ	25 2%	6 1%	7 2%	14 2%	5 1%	1 *	29 3% AG	- -	29 3% AI	6 1%	18 7% AK	4 1%	25 5% AM	4 1%	19 3% A	1 1%	26 2% A	4 1%	6 3% A	3 1%	2 1%	1 *	5 3% X	2 1%	3 2%	2 1%	12 1%	15 3% Ad	10 1%	19 1%	6 2%	22 2%
3 (3) (3)	49 2% BGKDSg	28 2%	21 4% AB	7 2%	16 2%	5 1%	- -	39 4% AG	2 1%	38 4% AI	10 1%	23 9% AK	8 1%	30 7% AM	1 *	36 6% AO	3 3%	37 3% A	- -	3 2% S	7 2%	5 3%	5 2%	12 7% AX	3 1%	8 5% Z	6 3%	27 2%	13 3%	18 3%	24 2%	7 2%	30 2% g
4 (4) (4)	91 5% GIKMOQX	72 5%	19 4%	12 3%	34 5%	26 6%	4 2%	69 7% AG	4 1%	65 7% AI	11 1%	34 14% AK	11 2%	39 9% AM	- -	54 8% AO	1 1%	69 6% AQ	13 5%	6 4%	16 6%	5 4%	5 2%	3 2%	10 4%	13 7%	3 2%	61 5%	21 4%	25 3%	55 4%	15 5%	54 4%
5 (5) (5)	210 10% GIKMOQXZfg	153 10%	56 11%	36 10%	83 11%	34 8%	1 *	109 11% G	3 1%	100 11% I	28 4%	34 13% K	17 3%	65 14% AM	8 3%	82 13% AO	2 2%	110 10% Q	24 9%	22 13%	24 9%	15 11%	16 7%	16 10%	16 7%	16 9%	15 9%	126 10%	50 10%	51 7%	112 8%	25 8%	119 10% fg
6 (6) (6)	196 10% GIKMQg	148 10%	46 9%	29 8%	71 10%	48 11%	3 2%	113 11% AG	10 4%	107 11% AI	32 4%	24 9% K	19 4%	56 12% AM	18 7%	57 9%	4 3%	114 10% Q	19 7%	21 12%	22 8%	12 9%	22 9%	21 13%	27 11%	23 13%	15 9%	126 10%	46 9%	59 8%	122 9%	26 9%	115 9%
7 (7) (7)	347 17% GIKLMOQ	270 18%	77 16%	61 17%	135 19%	73 17%	17 8%	159 16% G	22 9%	164 18% I	106 14%	30 12%	57 11%	67 15%	25 9%	106 17% O	10 8%	210 19% AQ	45 17%	33 19%	47 17%	28 21%	39 16%	24 15%	48 19%	31 18%	30 17%	231 18%	81 16%	140 19% h	250 18%	45 15%	231 19%
8 (8) (8)	453 22% HJLNP	351 23%	101 20%	83 23%	167 23%	102 23%	56 27% H	200 20%	68 27% J	173 19%	218 29% AL	23 9%	131 26% AN	63 14%	63 23%	113 18%	22 18%	228 21%	59 23%	36 21%	81 29% A	39 29%	63 26%	43 27%	45 18%	37 22%	39 23%	293 23%	115 23%	177 24%	340 25% A	62 21%	290 23%
9 (9) (9)	348 17% HJLNPR	260 17%	87 18%	66 18%	114 16%	81 19%	76 36% AH	130 13%	88 35% AJ	122 13%	211 28% AL	16 6%	156 31% AN	40 9%	78 28% AP	88 14%	38 31% AR	168 15%	52 20%	28 16%	47 17%	19 14%	58 24% AY	20 13%	56 22% Ab	21 12%	27 16%	227 18%	89 17%	144 20% A	272 20% A	64 21% A	231 18%
10 (COMPLETE TRUST) (10) (10)	198 10% HLNPRT	141 9%	56 11%	28 8%	69 10%	43 10%	51 24% AH	81 8%	57 22% AJ	86 9%	121 16% AL	12 5%	92 18% AN	32 7%	76 27% AP	45 7%	39 32% AR	83 8%	34 13% T	6 3%	25 9%	9 6%	25 10%	13 8%	34 13% A	14 8%	20 11%	114 9%	61 12%	79 11%	140 10%	40 13% Ai	113 9%
Don't know	42 2% EFGHIJKLMN OPRUdefgi	31 2%	11 2%	19 5% AEF	8 1%	4 1%	- -	6 1%	- -	5 *	- -	1 *	2 *	2 1%	- -	2 *	1 1%	5 *	3 1%	3 1%	- -	2 2% U	4 1%	1 1%	4 2%	2 1%	13 7% Ade	17 1% e	1 *	5 1%	11 1%	2 1%	10 1%
Mean	7.07 HJLNPRT	7.08	7.06	7.09	7.03	7.16	8.59 AH	6.52	8.47 AJ	6.54	8.04 AL	4.87	8.06 AN	5.81	8.27 AP	6.31	8.47 AR	6.74	7.30 T	6.55	7.25	7.05	7.50 AY	6.77	7.48 Ab	6.81	7.28	7.12	7.05	7.31 Ai	7.28 Ai	7.26	7.10
NET: High Trust	999 49% HJLNPRT	752 50%	245 50%	176 49%	350 48%	226 52%	183 87% AH	412 42%	212 84% AJ	381 41%	549 74% AL	50 20%	379 75% AN	134 30%	217 78% AP	247 39%	99 81% AR	479 44%	145 55% AT	69 40%	153 56% A	67 49%	146 60% AY	76 47%	135 54% b	72 42%	86 50%	634 50%	265 52%	400 55% Ai	752 55% Ai	165 55% A	633 51%
NET: 'Low Trust	224 11% GIKMOQXg	165 11%	60 12%	36 10%	80 11%	48 11%	6 3%	187 19% AG	7 3%	177 19% AI	32 4%	112 45% AK	30 6%	127 28% AM	10 4%	145 23% AO	6 5%	174 16% AQ	26 10%	24 14%	29 10%	13 10%	17 7%	23 14% X	19 8%	25 15% Z	14 8%	132 10%	67 13%	72 10%	131 9%	36 12%	140 11% g
Net Diff	774 38%	588 39%	185 38%	140 39%	270 37%	177 41%	177 85%	225 23%	206 81%	203 22%	517 69%	-62 -25%	349 69%	8 2%	207 74%	101 16%	93 76%	305 28%	119 46%	45 26%	124 45%	54 39%	129 53%	53 33%	116 46%	46 27%	72 42%	502 40%	198 39%	328 45%	621 45%	129 43%	493 40%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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GB adults 16-75
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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - The NHS

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 (NO TRUST AT ALL) (0) (0)	45 2%	19 2%	26 3%	9 3%	9 2%	5 1%	6 2%	15 3%	11 2%	7 1%	13 3%	14 3%	9 1%	12 2%	16 4% AM	7 2%	12 2%	9 2%	17 2%	7 4%	19 2%	3 1%	6 3%	28 2%	15 2%
1 (1) (1)	19 1% J	8 1%	11 1%	2 1%	2 *	2 1%	5 1%	8 1%	9 2% J	2 *	4 1%	5 1%	5 1%	5 1%	8 2%	1 *	6 1%	4 1%	9 1%	- -	6 1%	2 1%	4 2%	11 1%	8 1%
2 (2) (2)	41 2% V	18 2%	23 2%	4 1%	10 3%	7 2%	5 1%	15 3%	13 2%	13 2%	5 1%	10 2%	13 2%	11 2%	9 2%	8 2%	12 2%	8 2%	15 2%	5 3%	13 2%	1 *	5 3% V	19 2%	19 3%
3 (3) (3)	56 3%	27 3%	29 3%	9 3%	11 3%	12 3%	10 3%	13 2%	16 3%	17 3%	12 3%	11 2%	21 3%	13 2%	14 3%	7 2%	14 3%	15 3%	24 3%	3 2%	27 4% W	5 2%	1 1%	33 3%	18 3%
4 (4) (4)	96 5%	38 4%	57 6%	14 4%	21 6%	14 4%	20 5%	26 4%	22 4%	21 4%	24 5%	28 6%	32 5%	27 5%	21 5%	16 5%	22 4%	31 7% AS	35 4%	8 5%	34 4%	16 6%	7 4%	57 5%	29 4%
5 (5) (5)	273 14% S	128 13%	145 14%	47 15%	65 18% AFGH	45 12%	39 10%	77 13%	63 12%	78 14%	57 13%	77 16% I	89 13%	74 14%	59 13%	51 15%	81 15% S	62 13%	104 12%	27 18% S	104 14%	31 11%	30 18% V	165 14%	83 13%
6 (6) (6)	253 13% T	122 12%	132 13%	38 12%	51 14%	43 12%	59 16% AH	61 10%	66 12%	61 11%	68 15%	59 12%	78 12%	77 14%	53 11%	45 13%	62 12% T	60 13% T	122 14% T	9 6%	100 13%	39 14%	20 12%	159 13%	71 11%
7 (7) (7)	366 18%	186 19%	180 18%	54 17%	67 19%	90 24% ADGH	63 17%	92 16%	105 20%	107 19%	79 18%	75 16%	113 17%	105 19%	88 19%	61 18%	80 15%	89 19%	172 19%	25 16%	143 19%	57 21%	29 18%	229 19%	108 17%
8 (8) (8)	417 21%	192 19%	225 22%	63 19%	63 18%	77 21%	81 22%	132 22%	114 21%	125 22%	82 18%	95 20%	154 23%	101 19%	94 20%	67 20%	111 21%	88 19%	193 22%	25 16%	146 19%	74 27% AUW	30 18%	250 21%	132 20%
9 (9) (9)	288 14% CEX	162 16% AC	126 12%	48 15% E	35 10%	48 13%	63 17% E	94 16% E	85 16%	84 15%	62 14%	58 12%	101 15%	73 14%	66 14%	47 14%	69 13%	67 14%	131 15%	21 14%	106 14%	32 12%	16 10%	154 13%	107 17% X
10 (COMPLETE TRUST) (10) (10)	131 7% C	85 8% AC	47 5%	20 6%	19 5%	18 5%	19 5%	54 9% AEFG	27 5%	39 7%	37 8% I	28 6%	48 7%	34 6%	28 6%	21 6%	35 7%	21 5%	57 6%	18 12% AQRS	50 6%	13 5%	12 8%	74 6%	47 7%
Don't know	34 2% HIS	16 2%	19 2%	13 4% AGH	7 2% H	8 2% H	5 1% H	1 *	3 1%	10 2% I	7 1%	15 3% AI	12 2%	6 1%	6 1%	10 3%	16 3% AS	7 2%	7 1%	4 3% S	14 2%	1 *	3 2%	18 2%	8 1%
Mean	6.72 CEL	6.89 AC	6.55	6.72	6.37	6.79 E	6.81 E	6.84 E	6.72	6.88 AL	6.74	6.52	6.86	6.66	6.59	6.72	6.66	6.61	6.82	6.66	6.67	6.88 W	6.44	6.69	6.75
NET: High Trust	836 41% CE	438 44% AC	398 39%	132 41% E	117 33%	144 39%	163 43% E	280 48% AEF	226 42%	247 44%	182 41%	181 38%	303 45% AN	209 39%	188 41%	136 40%	216 41%	176 38%	381 43%	64 42%	302 40%	119 43%	58 36%	479 40%	286 44%
NET: 'Low Trust	256 13% B	110 11%	145 14% AB	38 12%	53 15%	40 11%	46 12%	78 13%	71 13%	61 11%	57 13%	67 14%	80 12%	69 13%	69 15%	39 11%	66 13%	67 14%	101 11%	23 15%	100 13%	27 10%	22 13%	149 12%	89 14%
Net Diff	580 29%	328 33%	252 25%	93 29%	64 18%	104 28%	117 31%	202 34%	155 29%	187 33%	125 28%	113 24%	224 33%	140 26%	120 26%	97 28%	150 29%	109 24%	280 32%	41 27%	202 26%	92 33%	36 22%	330 27%	197 31%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - The NHS

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 (NO TRUST AT ALL) (0) (0)	45 2% GIKMg	31 2%	13 3%	6 2%	12 2%	13 3%	- -	41 4% AG	- -	42 5% AI	7 1%	27 11% AK	5 1%	31 7% AM	2 1%	34 5% AO	- -	36 3% AQ	6 2%	7 4%	5 2%	2 2%	2 1%	8 5% AX	5 2%	3 2%	1 1%	22 2%	19 4% Ad	12 2%	24 2%	5 2%	31 2% g
1 (1) (1)	19 1% K	12 1%	8 2%	2 1%	7 1%	3 1%	1 *	15 1% A	2 1%	15 2% A	3 *	8 3% AK	3 1%	11 3% AM	2 1%	11 2% A	1 1%	17 2% A	3 1%	2 1%	5 2%	2 1%	1 *	4 2%	1 *	1 *	2 1%	9 1%	8 2%	9 1%	11 1%	1 *	14 1%
2 (2) (2)	41 2% IK	29 2%	11 2%	8 2%	16 2%	5 1%	1 *	36 4% AG	1 *	34 4% AI	4 1%	23 9% AK	5 1%	26 6% AM	2 1%	30 5% AO	3 2%	34 3% A	4 1%	5 3%	5 2%	3 2%	2 1%	1 1%	4 2%	5 3%	1 1%	23 2%	15 3%	14 2%	24 2%	7 2%	28 2%
3 (3) (3)	56 3% GIKMO	38 3%	18 4%	11 3%	18 2%	9 2%	- -	51 5% AG	1 *	49 5% AI	5 1%	29 12% AK	6 1%	34 7% AM	1 *	40 6% AO	1 1%	48 4% A	7 3%	9 5%	7 3%	5 3%	3 1%	5 3%	6 3%	6 4%	3 2%	32 3%	20 4%	23 3%	39 3%	9 3%	34 3%
4 (4) (4)	96 5% GIKMOg	74 5%	21 4%	17 5%	33 4%	25 6%	2 1%	68 7% AG	5 2%	66 7% AI	18 2%	37 15% AK	13 3%	43 10% AM	7 2%	59 9% AO	3 3%	65 6% A	10 4%	10 6%	16 6%	7 5%	8 3%	11 7%	8 3%	10 6%	4 3%	68 5%	22 4%	32 4%	54 4%	12 4%	55 4%
5 (5) (5)	273 14% FGIKMOQfg	197 13%	75 15%	54 15%	98 13%	46 11%	7 3%	135 14% G	10 4%	140 15% I	46 6%	44 18% K	24 5%	78 17% AM	10 4%	96 15% O	5 4%	151 14% Q	35 13%	24 14%	35 13%	18 13%	26 11%	18 11%	29 12%	25 15%	27 16%	163 13%	64 12%	74 10%	168 12% f	40 13%	161 13% f
6 (6) (6)	253 13% GIKMOQ	193 13%	59 12%	46 13%	99 14%	48 11%	8 4%	130 13% G	16 6%	120 13% I	60 8%	26 10%	34 7%	65 14% M	17 6%	80 12% O	6 5%	145 13% Q	40 15%	22 13%	30 11%	16 11%	25 10%	26 16%	25 10%	28 17%	14 8%	162 13%	69 14%	86 12%	167 12%	33 11%	148 12%
7 (7) (7)	366 18% GHILMNOQ	281 18%	84 17%	66 18%	138 19%	77 18%	20 10%	157 16% G	31 12%	154 17%	129 17% L	23 9%	67 13%	53 12%	31 11%	101 16%	10 8%	203 19% Q	49 19%	41 24%	48 17%	27 20%	47 19%	31 19%	46 18%	31 19%	30 18%	239 19%	86 17%	134 19%	264 19%	57 19%	246 20% A
8 (8) (8)	417 21% HJLNP	313 21%	104 21%	67 19%	153 21%	92 21%	62 30% AH	170 17%	67 27% AJ	155 17%	215 29% AL	18 7%	151 30% AN	63 14%	79 28% AP	101 16%	28 23%	212 19%	54 21%	29 17%	65 24%	43 31% A	61 25%	29 18%	54 21%	31 18%	34 20%	283 22% A	95 19%	169 23% A	312 23% A	62 21%	277 22% A
9 (9) (9)	288 14% HJLNPRTV	219 14%	69 14%	40 11%	103 14%	75 17% AD	72 34% AH	118 12%	81 32% AJ	98 10%	175 23% AL	10 4%	128 25% AN	31 7%	82 29% AP	62 10%	42 34% AR	121 11%	35 13%	15 9%	39 14%	11 8%	49 20% AY	19 12%	39 16%	24 14%	25 15%	180 14%	76 15%	120 17% Ai	221 16% Ai	48 16%	174 14%
10 (COMPLETE TRUST) (10) (10)	131 7% LNPRb	107 7%	24 5%	26 7%	44 6%	38 9% A	35 17% AH	61 6%	39 15% AJ	58 6%	84 11% AL	4 2%	67 13% AN	13 3%	46 17% AP	23 4%	22 18% AR	57 5%	20 8%	8 5%	20 7%	5 4%	16 7%	8 5%	30 12% Ab	3 2%	18 10% Ad	74 6%	36 7%	54 7%	90 7%	25 8%	79 6%
Don't know	34 2% FHIJKLMNOP RUdefghi	25 2%	9 2%	15 4% AEF	8 1%	2 *	1 *	3 *	- -	3 *	1 *	- -	1 *	2 *	- -	2 *	1 1%	3 *	2 1%	1 1%	- -	1 *	3 1%	3 2%	2 1%	2 1%	12 7% Ade	10 1% e	- -	- -	3 *	- -	2 *
Mean	6.72 CHJLNPRTVe	6.78 AC	6.54	6.66	6.75	6.93 A	8.32 AH	6.21	8.09 AJ	6.12	7.67 AL	4.44	7.76 AN	5.37	8.03 AP	5.80	8.07 AR	6.33	6.79 T	6.21	6.80	6.64	7.27 AY	6.35	7.10 Ab	6.44	7.10 Ae	6.78 e	6.52	6.93 Ai	6.89 Ai	6.92	6.72
NET: High Trust	836 41% HJLNPRTb	639 42%	197 40%	133 37%	300 41%	205 47% ADE	170 81% AH	350 36%	188 74% AJ	311 33%	474 63% AL	33 13%	345 68% AN	108 24%	207 74% AP	187 29%	92 76% AR	391 36%	109 42% T	52 30%	125 45%	59 43%	126 52% AY	56 35%	123 49% Ab	58 34%	77 45%	538 42%	207 41%	343 47% Ai	623 45% Ai	135 45%	530 42%
NET: 'Low Trust	256 13% GIKMOQXcg	185 12%	71 14%	44 12%	85 12%	55 13%	4 2%	211 21% AG	9 4%	205 22% AI	37 5%	125 50% AK	33 6%	145 32% AM	13 5%	173 27% AO	8 6%	199 18% AQ	28 11%	33 19% AS	37 14%	18 13%	16 7%	28 17% X	25 10%	24 14%	12 7%	154 12%	84 16% Acd	89 12%	152 11%	34 11%	162 13% g
Net Diff	580 29%	454 30%	126 25%	89 25%	215 30%	150 35%	166 79%	139 14%	179 71%	106 11%	436 58%	-91 -36%	312 62%	-37 -8%	193 69%	14 2%	84 69%	191 18%	80 31%	20 11%	87 32%	41 29%	110 45%	29 18%	98 39%	33 20%	65 38%	383 30%	123 24%	254 35%	471 34%	101 34%	368 29%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 (NO TRUST AT ALL) (0) (0)	31 2% SVX	14 1%	17 2%	10 3% AFG	8 2%	2 1%	3 1%	8 1%	7 1%	5 1%	6 1%	14 3% AJ	9 1%	7 1%	10 2%	5 2%	11 2%	7 1%	8 1%	6 4% AS	9 1%	- -	3 2% V	12 1%	17 3% AX
1 (1) (1)	22 1% CS	15 2%	6 1%	3 1%	2 1%	3 1%	5 1%	9 2%	3 1%	3 1%	9 2% AJ	6 1%	6 1%	6 1%	6 1%	3 1%	8 2% S	5 1%	3 *	5 3% AS	9 1%	6 2%	- -	15 1%	5 1%
2 (2) (2)	44 2% J	26 3%	19 2%	3 1%	8 2%	7 2%	14 4% AD	13 2%	13 2%	6 1%	10 2%	16 3% J	16 2%	12 2%	10 2%	7 2%	11 2%	7 2%	19 2%	7 4%	15 2%	5 2%	5 3%	25 2%	19 3%
3 (3) (3)	67 3%	35 4%	32 3%	9 3%	7 2%	15 4%	12 3%	25 4%	15 3%	20 3%	16 4%	16 3%	20 3%	20 4%	19 4%	9 2%	25 5% S	14 3%	22 3%	6 4%	23 3%	13 5%	7 4%	43 4%	21 3%
4 (4) (4)	87 4% W	39 4%	47 5%	9 3%	12 3%	19 5%	20 5%	26 4%	17 3%	23 4%	23 5%	24 5%	28 4%	23 4%	23 5%	12 4%	27 5%	18 4%	32 4%	9 6%	34 4% W	11 4%	2 1%	47 4%	35 5%
5 (5) (5)	274 14% S	137 14%	138 14%	36 11%	56 16%	49 13%	50 13%	83 14%	64 12%	73 13%	66 15%	71 15%	92 14%	74 14%	54 12%	54 16%	85 16% AS	68 15% S	92 10%	28 19% S	107 14%	33 12%	23 14%	163 14%	97 15%
6 (6) (6)	276 14%	137 14%	139 14%	40 12%	57 16% F	40 11%	53 14%	85 14%	76 14%	77 14%	60 13%	63 13%	98 15%	62 12%	57 12%	58 17% N	74 14%	64 14%	124 14%	13 9%	122 16% A	35 13%	22 13%	179 15% A	76 12%
7 (7) (7)	384 19%	187 19%	197 19%	62 19%	64 18%	81 22%	74 20%	103 17%	110 21%	107 19%	86 19%	80 17%	119 18%	112 21%	98 21%	55 16%	84 16%	101 22% Q	177 20%	23 15%	138 18%	54 20%	26 16%	218 18%	126 20%
8 (8) (8)	413 20% LQ	213 21%	200 20%	64 20%	74 20%	74 20%	76 20%	126 21%	122 23% L	115 20%	97 22%	79 17%	133 20%	114 21%	98 21%	68 20%	87 17%	91 20%	211 24% AQ	25 17%	155 20%	58 21%	37 23%	249 21%	124 19%
9 (9) (9)	249 12% QT	119 12%	131 13%	49 15% E	36 10%	46 12%	47 13%	72 12%	64 12%	88 16% AKL	44 10%	53 11%	88 13%	64 12%	56 12%	42 12%	45 9%	54 12%	140 16% AQRT	11 7%	88 12%	41 15%	22 13%	151 13%	73 11%
10 (COMPLETE TRUST) (10) (10)	85 4% Y	42 4%	42 4%	19 6% G	18 5%	18 5%	10 3%	20 3%	24 4%	29 5%	15 3%	17 4%	32 5%	26 5%	16 4%	11 3%	21 4%	14 3%	44 5%	5 3%	33 4%	11 4%	10 6%	53 4%	18 3%
Don't know	86 4% SX	36 4%	50 5%	20 6% H	18 5%	16 4%	12 3%	20 3%	18 3%	18 3%	15 3%	34 7% AIJK	35 5%	19 4%	14 3%	18 5%	42 8% ARS	18 4% S	14 2%	12 8% AS	30 4%	7 2%	5 3%	42 4%	33 5%
Mean	6.61 LQTY	6.58	6.64	6.82	6.59	6.69	6.52	6.52	6.75 KL	6.87 AKL	6.44	6.28	6.66	6.63	6.54	6.56	6.24	6.58 QT	6.95 AQRT	5.79	6.60	6.70	6.78	6.65 Y	6.38
NET: High Trust	747 37% LQTY	374 37%	373 37%	131 41%	128 35%	137 37%	134 35%	218 37%	210 39% L	232 41% AKL	156 35%	149 32%	253 37%	203 38%	170 37%	121 35%	153 29%	159 34%	395 45% AQRT	41 27%	276 36%	109 40%	69 43%	454 38%	215 33%
NET: 'Low Trust	252 12% JS	129 13%	122 12%	33 10%	37 10%	47 13%	53 14%	81 14%	56 10%	56 10%	65 14% J	75 16% AIJ	79 12%	69 13%	67 15%	36 11%	82 16% ARS	51 11%	85 10%	34 22% ARS	90 12%	36 13%	16 10%	142 12%	97 15% A
Net Diff	496 25%	245 24%	251 25%	99 31%	90 25%	90 24%	80 21%	137 23%	154 29%	176 31%	92 20%	74 16%	174 26%	134 25%	103 22%	85 25%	71 14%	107 23%	310 35%	7 5%	186 24%	73 27%	53 33%	312 26%	118 18%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - Academic researchers and universities

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 (NO TRUST AT ALL) (0) (0)	31 2% GIKMO	22 1%	9 2%	5 1%	10 1%	7 2%	- -	30 3% AG	- -	26 3% AI	- -	31 12% AK	1 *	25 6% AM	- -	25 4% AO	- -	26 2% A	2 1%	5 3%	2 1%	3 2%	2 1%	6 4% A	3 1%	1 1%	4 2%	20 2%	6 1%	11 2%	18 1%	3 1%	21 2%
1 (1) (1)	22 1% KM	15 1%	6 1%	4 1%	8 1%	2 1%	1 1%	18 2% A	1 *	18 2% A	- -	22 9% AK	1 *	15 3% AM	1 *	16 3% AO	1 1%	16 1%	2 1%	1 *	- -	2 1%	1 *	4 2%	4 2%	3 2%	1 1%	14 1%	5 1%	8 1%	16 1%	3 1%	16 1%
2 (2) (2)	44 2% IKMXg	34 2%	10 2%	7 2%	19 3%	9 2%	1 1%	41 4% AG	1 *	35 4% AI	- -	44 18% AK	1 *	38 8% AM	2 1%	36 6% AO	- -	35 3% A	4 2%	7 4%	5 2%	3 2%	1 1%	5 3%	5 2%	4 2%	3 2%	23 2%	19 4% Ad	13 2%	24 2%	5 2%	27 2%
3 (3) (3)	67 3% BEIKMOQg	43 3%	25 5% AB	14 4%	16 2%	12 3%	3 1%	57 6% AG	2 1%	55 6% AI	- -	67 27% AK	3 1%	53 12% AM	3 1%	50 8% AO	1 1%	53 5% AQ	4 2%	9 5% S	7 3%	7 5%	6 2%	10 6% A	3 1%	12 7% AZ	5 3%	44 3%	18 3%	21 3%	38 3%	5 2%	39 3%
4 (4) (4)	87 4% GIKMOQd	61 4%	26 5%	17 5%	25 3%	18 4%	2 1%	71 7% AG	5 2%	61 7% AI	- -	87 34% AK	1 *	55 12% AM	3 1%	53 8% AO	1 1%	69 6% AQ	9 3%	11 6%	13 5%	7 5%	10 4%	5 3%	10 4%	7 4%	9 5%	45 4%	31 6% Ad	32 4%	54 4%	12 4%	46 4%
5 (5) (5)	274 14% FGHJLMOQXf iii	198 13%	74 15%	47 13%	111 15% F	41 9%	7 4%	146 15% G	13 5%	140 15% I	- -	- -	10 2%	89 20% AM	8 3%	106 17% AO	3 3%	148 14% Q	29 11%	28 16%	30 11%	20 15%	23 9%	19 12%	32 13%	28 17%	27 16%	169 13%	63 12%	69 9%	151 11%	32 11%	150 12% f
6 (6) (6)	276 14% GKLMOQ	217 14%	58 12%	46 13%	120 16% AF	51 12%	17 8%	130 13% G	25 10%	134 14%	- -	- -	18 4%	74 17% M	14 5%	87 14% O	9 7%	169 15% AQ	37 14%	28 16%	33 12%	27 20% AU	37 15%	27 17%	28 11%	22 13%	20 11%	175 14%	73 14%	97 13%	191 14%	35 12%	168 13%
7 (7) (7)	384 19% GKLMNPR	292 19%	92 19%	70 20%	140 19%	81 19%	29 14%	178 18%	37 15%	165 18%	- -	- -	62 12%	49 11%	45 16%	94 15%	19 15%	189 17%	56 21%	32 18%	57 21%	25 18%	45 19%	33 21%	43 17%	37 22%	25 15%	253 20%	97 19%	156 21% A	269 20%	60 20%	256 20% A
8 (8) (8)	413 20% HJLNP	317 21%	96 20%	75 21%	146 20%	96 22%	52 25% H	159 16%	59 23% J	159 17%	413 55% AL	- -	158 31% AN	31 7%	84 30% AP	82 13%	33 27% R	209 19%	62 24%	30 17%	60 22%	19 14%	56 23%	27 17%	63 25%	34 20%	38 22%	263 21%	105 21%	171 24% A	331 24% Ai	63 21%	276 22% A
9 (9) (9)	249 12% HJLNPRbc	189 12%	60 12%	39 11%	77 11%	73 17% ADE	62 29% AH	97 10%	71 28% AJ	90 10%	249 33% AL	- -	171 34% AN	10 2%	73 26% AP	53 8%	28 23% AR	120 11%	38 14% T	13 8%	45 16% A	14 10%	44 18% AY	14 9%	38 15% b	12 7%	13 7%	170 13% c	63 12%	105 14% A	193 14% A	43 15%	166 13%
10 (COMPLETE TRUST) (10) (10)	85 4% HJLNR	70 5%	15 3%	9 2%	30 4%	31 7% ADE	31 15% AH	29 3%	31 12% AJ	29 3%	85 11% AL	- -	71 14% AN	2 *	35 13% AP	21 3%	21 17% AR	31 3%	10 4%	4 3%	16 6%	6 5%	10 4%	5 3%	18 7% Ab	4 2%	10 6%	49 4%	23 5%	30 4%	59 4%	31 10% Afgi	54 4%
Don't know	86 4% HJKLMNPRde fghi	62 4%	23 5%	25 7% AEF	26 4%	12 3%	5 2%	28 3%	6 2%	22 2%	- -	- -	5 1%	9 2%	9 3%	16 3%	5 4%	26 2%	8 3%	5 3%	8 3%	5 4%	8 3%	6 4%	6 2%	4 3%	19 11% Ade	41 3% e	6 1%	13 2%	33 2%	6 2%	30 2%
Mean	6.61 CHJLNPRTVb	6.67 AC	6.43	6.52	6.56	6.98 ADE	8.01 AH	6.01	7.83 AJ	6.06	8.56 AL	2.62	8.28 AN	4.67	7.98 AP	5.61	8.05 AR	6.26	6.90 AT	6.06	7.01 AV	6.29	7.02 AY	6.11	6.98 Ab	6.26	6.52	6.67	6.55	6.81 A	6.81 Ai	7.08 Afgi	6.70 A
NET: High Trust	747 37% HJLNPRTVY	576 38%	172 35%	123 34%	253 35%	200 46% ADE	144 69% AH	285 29%	162 64% AJ	278 30%	747 100% AL	- -	400 79% AN	42 9%	192 69% AP	156 24%	82 68% AR	361 33%	110 42% T	48 28%	121 44% AV	39 28%	110 45% AY	46 29%	119 47% Ab	51 30%	60 35%	483 38%	192 38%	306 42% A	583 42% Ai	137 46% Ai	496 40% A
NET: 'Low Trust	252 12% BGIKMOQSg	174 11%	76 15% AB	47 13%	79 11%	49 11%	7 3%	217 22% AG	10 4%	195 21% AI	- -	252 100% AK	8 2%	186 41% AM	10 4%	181 28% AO	3 3%	198 18% AQ	23 9%	33 19% AS	26 10%	21 15%	21 9%	29 18% AX	24 9%	27 16% Z	21 12%	144 11%	79 15% Ad	85 12%	151 11%	28 9%	148 12%
Net Diff	496 25%	401 26%	96 19%	75 21%	174 24%	152 35%	137 65%	68 7%	152 60%	83 9%	747 100%	-252 -100%	392 78%	-144 -32%	183 66%	-25 -4%	79 65%	162 15%	87 33%	15 8%	95 34%	18 13%	89 36%	17 11%	95 38%	24 14%	39 23%	338 27%	113 22%	221 30%	432 31%	109 36%	348 28%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - Charities

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 (NO TRUST AT ALL) (0) (0)	78 4% SVX	46 5%	32 3%	11 3%	12 3%	13 3%	13 3%	29 5%	16 3%	16 3%	21 5%	24 5%	26 4%	17 3%	22 5%	13 4%	28 5% S	14 3%	21 2%	15 10% ARS	28 4% V	2 1%	7 4% V	37 3%	34 5% AX
1 (1) (1)	27 1% UX	15 2%	12 1%	1 *	3 1%	4 1%	7 2%	13 2% D	4 1%	4 1%	7 2%	11 2% J	8 1%	8 2%	5 1%	5 2%	8 1%	8 2%	8 1%	4 3% S	5 1%	1 *	4 3% UV	10 1%	15 2% AX
2 (2) (2)	77 4% CDU	52 5% AC	25 2%	6 2%	8 2%	10 3%	18 5% D	36 6% ADEF	14 3%	18 3%	22 5%	23 5%	26 4%	19 4%	21 4%	12 3%	25 5%	11 2%	35 4%	7 4%	20 3%	11 4%	11 7% U	42 3%	32 5%
3 (3) (3)	109 5% T	61 6%	48 5%	13 4%	22 6%	18 5%	27 7%	30 5%	27 5%	32 6%	19 4%	31 6%	29 4%	33 6%	33 7% M	15 4%	44 9% ARST	22 5%	41 5%	2 2%	53 7% A	13 5%	7 4%	72 6%	32 5%
4 (4) (4)	132 7% IS	65 6%	67 7%	18 6%	15 4%	16 4%	35 9% AEF	48 8% EF	25 5%	32 6%	42 9% AIJ	33 7%	49 7%	36 7%	27 6%	20 6%	37 7%	35 8% S	43 5%	17 11% AS	42 6%	23 8%	11 7%	76 6%	48 7%
5 (5) (5)	348 17%	170 17%	177 17%	48 15%	69 19%	69 19%	68 18%	94 16%	95 18%	95 17%	69 15%	89 19%	122 18%	86 16%	75 16%	65 19%	94 18%	83 18%	145 16%	25 17%	129 17%	44 16%	27 17%	200 17%	123 19%
6 (6) (6)	276 14% M	144 14%	133 13%	37 12%	58 16%	49 13%	45 12%	87 15%	84 16%	68 12%	69 15%	56 12%	76 11%	75 14%	67 15%	58 17% M	69 13%	55 12%	137 15% A	15 10%	115 15%	37 14%	25 16%	178 15%	74 11%
7 (7) (7)	377 19% LQ	178 18%	198 19%	66 20%	76 21%	67 18%	61 16%	107 18%	109 20% L	114 20% L	88 20% L	66 14%	139 21% O	104 19%	73 16%	61 18%	79 15%	89 19%	184 21% AQ	25 17%	147 19%	55 20%	26 16%	228 19%	113 17%
8 (8) (8)	313 15% EQ	148 15%	165 16%	58 18% E	43 12%	72 20% AEH	55 15%	85 14%	89 17%	96 17%	60 13%	68 14%	113 17%	79 15%	77 17%	44 13%	62 12%	77 17% Q	158 18% AQT	16 11%	121 16%	52 19%	25 15%	197 16%	87 13%
9 (9) (9)	173 9% B	70 7%	103 10% AB	29 9%	35 10%	31 8%	29 8%	50 8%	54 10%	52 9%	31 7%	36 8%	54 8%	52 10%	41 9%	28 8%	36 7%	41 9%	82 9%	15 10%	61 8%	31 11%	11 7%	103 9%	57 9%
10 (COMPLETE TRUST) (10) (10)	56 3% H	28 3%	28 3%	19 6% AEH	8 2%	11 3%	11 3%	7 1%	9 2%	23 4% AI	12 3%	12 3%	18 3%	19 4%	10 2%	8 2%	16 3%	15 3%	22 2%	3 2%	23 3%	3 1%	5 3%	32 3%	14 2%
Don't know	53 3% HIS	23 2%	29 3%	17 5% AGH	11 3% H	10 3% H	8 2%	6 1%	5 1%	14 2%	8 2%	25 5% AIJK	15 2%	12 2%	11 2%	14 4%	23 4% AS	12 3% S	10 1%	8 5% S	18 2%	3 1%	4 3%	25 2%	17 3%
Mean	5.95 BGHLQTY	5.75	6.14 AB	6.43 AEGH	6.05 H	6.15 GH	5.72	5.65	6.16 AKL	6.19 AKL	5.74	5.60	5.99	6.03	5.82	5.89	5.54	6.09 QT	6.20 AQT	5.38	6.02	6.28 AW	5.72	6.04 AY	5.66
NET: High Trust	542 27% BQ	245 25%	297 29% AB	106 33% AEGH	87 24%	113 31% EH	94 25%	141 24%	153 29% K	170 30% AKL	103 23%	116 25%	185 27%	150 28%	128 28%	79 23%	114 22%	132 29% Q	262 30% AQ	34 22%	205 27%	86 31%	41 25%	332 28%	157 24%
NET: 'Low Trust	424 21% CDEFJS	239 24% AC	185 18%	48 15%	60 17%	61 17%	100 26% ADEF	155 26% ADEF	87 16%	103 18%	112 25% AIJ	122 26% AIJ	137 20%	114 21%	108 23%	64 19%	142 27% ARS	89 19%	148 17%	45 30% ARS	149 19%	49 18%	39 24%	237 20%	161 25% AX
Net Diff	118 6%	7 1%	112 11%	58 18%	27 7%	52 14%	-5 -1%	-14 -2%	66 12%	67 12%	-10 -2%	-5 -1%	48 7%	36 7%	19 4%	15 4%	-28 -5%	43 9%	114 13%	-11 -7%	57 7%	36 13%	2 1%	95 8%	-4 -1%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - Charities

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 (NO TRUST AT ALL) (0) (0)	78 4% BGIKMOg	51 3%	25 5%	14 4%	25 3%	12 3%	3 1%	70 7% AG	3 1%	60 6% AI	12 2%	46 18% AK	4 1%	56 12% AM	4 1%	58 9% AO	1 1%	63 6% AQ	10 4%	7 4%	6 2%	6 4%	5 2%	13 8% AX	8 3%	7 4%	6 4%	43 3%	25 5%	25 3%	39 3%	6 2%	52 4% g
1 (1) (1)	27 1% F	18 1%	9 2%	8 2% F	9 1%	2 *	5 2%	19 2% A	5 2%	19 2% A	6 1%	7 3% AK	4 1%	13 3% AM	2 1%	19 3% AO	1 1%	21 2% A	2 1%	3 2%	3 1%	1 1%	3 1%	6 4% A	1 1%	6 3% AZ	1 1%	17 1%	7 1%	10 1%	19 1%	3 1%	21 2%
2 (2) (2)	77 4% BKMXd	46 3%	31 6% AB	12 3%	21 3%	12 3%	4 2%	64 6% AG	4 2%	64 7% AI	14 2%	37 15% AK	9 2%	44 10% AM	12 4%	48 8% A	4 3%	60 6% A	7 3%	8 5%	10 4%	9 6%	2 1%	8 5% X	10 4%	12 7% A	8 4%	39 3%	30 6% Ad	31 4%	52 4%	8 3%	54 4%
3 (3) (3)	109 5% GKMO	86 6%	23 5%	22 6%	42 6%	22 5%	4 2%	80 8% AG	11 4%	71 8% A	18 2%	42 17% AK	17 3%	48 11% AM	6 2%	58 9% AO	7 6%	70 6% A	11 4%	15 9%	15 5%	8 6%	13 5%	12 7%	12 5%	8 5%	10 6%	67 5%	31 6%	35 5%	74 5%	14 5%	70 6%
4 (4) (4)	132 7% GIKMO	91 6%	41 8%	25 7%	41 6%	24 6%	1 *	88 9% AG	6 2%	90 10% AI	21 3%	32 13% AK	13 3%	53 12% AM	10 4%	65 10% AO	3 3%	87 8% AQ	19 7%	14 8%	22 8%	12 8%	16 6%	7 5%	15 6%	10 6%	6 3%	87 7%	35 7%	50 7%	85 6%	19 6%	84 7%
5 (5) (5)	348 17% GIKMOQdfgh i	253 17%	93 19%	60 17%	129 18%	65 15%	18 9%	179 18% G	20 8%	172 18% I	61 8%	48 19% K	39 8%	92 20% AM	19 7%	130 20% AO	5 4%	194 18% Q	38 15%	33 19%	40 15%	22 16%	36 15%	30 18%	36 15%	30 18%	25 14%	198 16%	106 21% Ad	107 15%	210 15%	35 12%	187 15%
6 (6) (6)	276 14% ILO	213 14%	61 12%	42 12%	97 13%	74 17% AD	24 12%	136 14%	24 9%	130 14%	96 13% L	15 6%	56 11%	58 13%	16 6%	81 13% O	14 12%	159 15%	35 13%	17 10%	42 15%	14 10%	39 16%	25 15%	29 11%	26 16%	21 12%	180 14%	68 13%	101 14%	189 14%	41 14%	172 14%
7 (7) (7)	377 19% CHJLNOPQRe	303 20% AC	73 15%	73 20%	142 20%	89 20%	41 20%	149 15%	43 17%	136 15%	155 21% L	12 5%	101 20% N	39 9%	39 14%	90 14%	13 11%	185 17%	59 23%	33 19%	59 21%	26 19%	42 17%	28 17%	49 20%	28 16%	34 20%	256 20% Ae	78 15%	138 19%	283 21% A	64 21%	249 20%
8 (8) (8)	313 15% HJLNPRY	237 16%	76 15%	47 13%	117 16%	73 17%	48 23% AH	119 12%	60 24% AJ	114 12%	186 25% AL	10 4%	121 24% AN	34 7%	75 27% AP	48 8%	20 17%	151 14%	42 16%	30 17%	46 17%	25 18%	47 19% Y	12 8%	44 18%	25 15%	23 13%	210 17%	78 15%	134 18% Ai	238 17% Ai	56 19%	193 15%
9 (9) (9)	173 9% HJLNPR	138 9%	36 7%	29 8%	69 10%	40 9%	42 20% AH	52 5%	51 20% AJ	52 6%	127 17% AL	1 *	99 20% AN	8 2%	62 22% AP	28 4%	31 25% AR	76 7%	23 9%	8 5%	25 9%	8 6%	30 12% AY	9 6%	32 13% A	14 8%	15 8%	116 9%	37 7%	68 9%	133 10% A	34 12%	122 10% A
10 (COMPLETE TRUST) (10) (10)	56 3% HJLNPRb	48 3%	8 2%	8 2%	25 3%	14 3%	19 9% AH	17 2%	24 9% AJ	17 2%	47 6% AL	2 1%	39 8% AN	3 1%	31 11% AP	9 1%	19 16% AR	15 1%	7 3%	3 2%	5 2%	3 2%	7 3%	8 5%	9 4% b	- -	12 7% Ade	29 2%	12 2%	18 2%	42 3%	14 5% fi	30 2%
Don't know	53 3% EGHJKLMNO PRUdefgi	35 2%	17 3%	19 5% AEF	11 2%	6 1%	1 1%	13 1%	3 1%	10 1%	5 1%	- -	3 1%	4 1%	2 1%	5 1%	3 3%	10 1%	8 3%	3 1%	2 1%	3 3%	5 2%	4 2%	3 1%	4 2%	13 7% Ade	24 2% e	2 *	8 1%	16 1%	3 1%	14 1%
Mean	5.95 CHJLNPRYbe	6.07 AC	5.57	5.82	6.09 A	6.24 AD	7.19 AH	5.23	7.15 AJ	5.25	7.05 AL	3.41	7.20 AN	4.27	7.32 AP	4.80	7.40 AR	5.51	6.15 T	5.65	6.10	5.76	6.37 AY	5.30	6.27 Ab	5.57	6.20 e	6.05 Ae	5.64	6.06	6.14 Ai	6.44 Afgi	5.94
NET: High Trust	542 27% HJLNPRY	423 28%	120 24%	84 24%	211 29%	127 29%	108 52% AH	188 19%	135 53% AJ	182 20%	361 48% AL	13 5%	259 51% AN	45 10%	169 61% AP	85 13%	70 58% AR	242 22%	73 28%	42 24%	76 28%	37 27%	83 34% AY	29 18%	85 34% Ab	39 23%	49 29%	354 28%	127 25%	220 30% A	413 30% Ai	104 35% Ai	345 28%
NET: 'Low Trust	424 21% BFGIKMOQXg	292 19%	130 26% AB	81 23% F	138 19%	73 17%	17 8%	321 33% AG	29 12%	305 33% AI	71 9%	164 65% AK	47 9%	213 47% AM	33 12%	248 39% AO	16 13%	302 28% AQ	49 19%	46 27%	56 20%	35 26%	39 16%	47 29% AX	48 19%	42 25%	31 18%	253 20%	129 25% Acd	152 21%	267 19%	51 17%	281 23% Agh
Net Diff	118 6%	131 9%	-11 -2%	3 1%	73 10%	55 13%	92 44%	-133 -13%	106 42%	-122 -13%	290 39%	-150 -60%	212 42%	-169 -37%	135 49%	-163 -25%	54 45%	-60 -6%	24 9%	-5 -3%	20 7%	1 1%	44 18%	-17 -11%	38 15%	-3 -2%	19 11%	101 8%	-2 *	68 9%	145 11%	53 18%	64 5%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/a,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/a,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - The media / the press

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 (NO TRUST AT ALL) (0) (0)	242 12% CSU	139 14% AC	103 10%	39 12%	33 9%	47 13%	47 12%	75 13%	60 11%	60 11%	60 13%	63 13%	73 11%	61 11%	68 15% A	39 12%	75 14% S	57 12%	91 10%	19 13%	75 10%	30 11%	26 16% U	131 11%	88 14%
1 (1) (1)	167 8% DN	85 9%	82 8%	15 5%	25 7%	40 11% D	43 12% ADEH	44 7%	37 7%	55 10%	37 8%	38 8%	72 11% AN	25 5%	40 9% N	30 9% N	49 9%	34 7%	73 8%	12 8%	69 9%	16 6%	12 8%	98 8%	58 9%
2 (2) (2)	246 12%	120 12%	126 12%	34 11%	44 12%	44 12%	43 11%	81 14%	77 14% AJ	60 11%	50 11%	60 13%	77 11%	61 11%	63 14%	46 13%	62 12%	51 11%	114 13%	19 12%	85 11%	27 10%	26 16%	138 12%	94 15% A
3 (3) (3)	267 13%	131 13%	136 13%	43 13%	55 15%	44 12%	54 14%	71 12%	61 11%	87 15% IL	68 15%	51 11%	90 13%	72 13%	63 14%	42 12%	59 11%	64 14%	127 14%	17 11%	113 15% W	42 15% W	14 8%	168 14%	77 12%
4 (4) (4)	269 13% B	116 12%	153 15% AB	48 15%	48 13%	46 13%	45 12%	82 14%	75 14%	66 12%	63 14%	66 14%	102 15% O	77 14%	50 11%	40 12%	69 13%	66 14%	118 13%	16 11%	113 15%	36 13%	17 11%	166 14%	78 12%
5 (5) (5)	337 17%	153 15%	184 18%	64 20% F	70 19% F	51 14%	58 15%	94 16%	101 19%	90 16%	68 15%	77 16%	108 16%	105 19% A	70 15%	54 16%	77 15%	80 17%	153 17%	26 17%	114 15%	54 20%	30 19%	198 17%	109 17%
6 (6) (6)	214 11% E	113 11%	101 10%	32 10%	27 8%	49 13% E	42 11%	64 11%	62 12%	66 12%	39 9%	47 10%	69 10%	60 11%	46 10%	39 11%	54 10%	45 10%	104 12%	10 7%	75 10%	35 13%	15 9%	125 10%	64 10%
7 (7) (7)	141 7%	73 7%	68 7%	17 5%	33 9%	27 7%	22 6%	42 7%	29 5%	45 8%	33 7%	33 7%	46 7%	39 7%	33 7%	23 7%	27 5%	35 8%	66 7%	13 9%	60 8%	20 7%	11 7%	92 8%	40 6%
8 (8) (8)	69 3%	40 4%	29 3%	13 4%	12 3%	7 2%	10 3%	27 5% F	22 4%	15 3%	20 4%	13 3%	23 3%	16 3%	16 3%	15 4%	17 3%	14 3%	25 3%	13 8% AQRS	27 4%	6 2%	7 5%	40 3%	23 4%
9 (9) (9)	20 1% MS	11 1%	9 1%	2 1%	2 1%	4 1%	5 1%	7 1%	3 1%	6 1%	5 1%	7 1%	1 *	11 2% AM	6 1% M	3 1%	10 2% AS	3 1%	5 1%	2 1%	11 1%	3 1%	- -	14 1%	5 1%
10 (COMPLETE TRUST) (10) (10)	8 * Y	3 *	5 1%	2 1%	3 1%	1 *	1 *	1 *	2 *	3 1%	1 *	2 *	2 *	3 1%	2 *	1 *	2 *	3 1%	3 *	- -	6 1%	1 *	- -	7 1%	- -
Don't know	39 2% HIS	15 1%	24 2%	15 5% AGH	8 2% H	10 3% H	5 1% H	1 *	4 1%	12 2%	6 1%	16 3% AJK	14 2%	8 2%	6 1%	11 3%	18 4% AS	8 2%	7 1%	5 4% S	14 2%	3 1%	3 2%	21 2%	9 1%
Mean	3.69 Y	3.65	3.73	3.80	3.85	3.56	3.53	3.71	3.73	3.74	3.63	3.63	3.61	3.94 AMO	3.52	3.68	3.54	3.71	3.73	3.86	3.80	3.88	3.48	3.77 Y	3.50
NET: High Trust	97 5% S	54 5%	43 4%	17 5%	17 5%	12 3%	17 4%	34 6%	26 5%	24 4%	25 6%	21 4%	26 4%	30 6%	23 5%	18 5%	29 6%	20 4%	33 4%	15 10% ARS	44 6%	10 4%	7 5%	61 5%	28 4%
NET: 'Low Trust	1192 59% N	591 59%	600 59%	179 55%	206 57%	222 60%	232 62%	354 60%	310 58%	326 58%	277 62%	278 59%	413 61% N	296 55%	284 62% N	198 58%	314 60%	272 59%	523 59%	83 54%	456 60%	151 55%	95 59%	702 59%	395 61%
Net Diff	-1095 -54%	-537 -54%	-558 -55%	-162 -50%	-188 -52%	-210 -57%	-215 -57%	-319 -54%	-284 -53%	-302 -54%	-252 -56%	-257 -54%	-387 -57%	-266 -49%	-261 -57%	-180 -53%	-285 -55%	-252 -55%	-490 -55%	-68 -45%	-412 -54%	-141 -51%	-88 -54%	-641 -53%	-367 -57%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 (NO TRUST AT ALL) (0) (0)	242 12% DGIKMOQ	170 11%	71 14%	31 9%	84 11%	55 13%	11 5%	201 20% AG	15 6%	189 20% AI	68 9%	68 27% AK	47 9%	107 24% AM	16 6%	150 23% AO	6 5%	194 18% AQ	26 10%	29 17% AS	29 11%	24 17% A	23 9%	21 13%	31 12%	22 13%	13 7%	140 11%	78 15% Acd	87 12%	152 11%	32 11%	173 14% Ag
1 (1) (1)	167 8% GIKMO	117 8%	50 10%	28 8%	56 8%	32 7%	6 3%	127 13% AG	7 3%	120 13% AI	46 6%	36 14% AK	31 6%	61 14% AM	14 5%	88 14% AO	10 8%	116 11% A	15 6%	14 8%	24 9%	17 12%	16 7%	17 10%	20 8%	14 8%	19 11%	98 8%	45 9%	58 8%	115 8%	21 7%	112 9%
2 (2) (2)	246 12% KMO	193 13%	54 11%	42 12%	94 13%	56 13%	21 10%	160 16% AG	25 10%	147 16% AI	74 10%	49 20% AK	44 9%	84 19% AM	23 8%	110 17% AO	9 8%	173 16% AQ	23 9%	26 15%	40 15%	15 11%	28 12%	28 17%	36 15%	18 11%	14 8%	151 12%	77 15% Ac	78 11%	182 13% f	39 13%	151 12%
3 (3) (3)	267 13% GIOQ2c	199 13%	68 14%	45 13%	96 13%	57 13%	9 4%	161 16% AG	19 8%	138 15% I	89 12%	32 13%	58 11%	57 13%	25 9%	90 14% O	4 4%	162 15% AQ	41 16%	26 15%	40 15%	17 12%	38 16%	21 13%	23 9%	27 16% Z	12 7%	177 14% c	74 15% c	97 13%	196 14%	34 11%	181 15% A
4 (4) (4)	269 13%	208 14%	60 12%	47 13%	103 14%	58 13%	25 12%	127 13%	28 11%	120 13%	96 13%	29 12%	56 11%	53 12%	36 13%	81 13%	10 8%	143 13%	27 10%	28 16%	38 14%	12 9%	33 13%	29 18%	32 13%	17 10%	29 17%	171 14%	65 13%	95 13%	202 15% A	37 12%	172 14%
5 (5) (5)	337 17% GHJLNPQR	261 17%	74 15%	70 20%	126 17%	66 15%	23 11%	106 11%	36 14%	112 12%	118 16% L	20 8%	74 15% N	44 10%	36 13%	64 10%	8 7%	158 14% Q	48 18%	26 15%	40 15%	23 17%	44 18%	23 14%	34 14%	28 16%	29 17%	208 16%	84 16%	131 18%	219 16%	46 15%	195 16%
6 (6) (6)	214 11% HJLNPR	163 11%	49 10%	43 12%	78 11%	43 10%	36 17% AH	50 5%	42 17% AJ	60 6%	102 14% AL	10 4%	72 14% AN	24 5%	31 11% P	35 5%	13 11%	89 8%	35 13% T	12 7%	31 11%	8 6%	32 13%	16 10%	30 12%	18 11%	17 10%	136 11%	55 11%	81 11%	152 11%	38 13%	128 10%
7 (7) (7)	141 7% HJLNPRTVe	104 7%	36 7%	17 5%	51 7%	35 8%	34 16% AH	27 3%	38 15% AJ	29 3%	84 11% AL	4 2%	66 13% AN	8 2%	42 15% AP	13 2%	18 15% AR	37 3%	29 11% AT	5 3%	20 7%	12 9%	14 6%	5 3%	25 10%	14 9%	15 9% e	100 8% Ae	21 4%	57 8%	92 7%	22 7%	82 7%
8 (8) (8)	69 3% EHJLNPRVe	52 3%	17 3%	13 4%	15 2%	24 5% AE	29 14% AH	15 2%	28 11% AJ	14 2%	50 7% AL	2 1%	39 8% AN	6 1%	37 13% AP	5 1%	27 22% AR	15 1%	11 4%	6 3%	7 3%	7 5%	6 2%	1 1%	16 6% A	4 2%	9 5% e	53 4% Ae	7 1%	29 4%	45 3%	17 6% Agj	39 3%
9 (9) (9)	20 1% JNPR	15 1%	5 1%	4 1%	9 1%	2 *	10 5% AH	7 1%	11 4% AJ	3 *	14 2% A	1 *	10 2% AN	1 *	12 4% AP	- -	10 8% AR	2 *	3 1%	- -	2 1%	1 1%	4 2%	- -	3 1%	2 1%	3 2%	12 1%	4 1%	9 1%	14 1%	8 3% Agj	10 1%
10 (COMPLETE TRUST) (10) (10)	8 * HJPRi	8 1%	- -	- -	5 1%	3 1%	6 3% AH	1 *	5 2% AJ	- -	6 1%	- -	6 1% AN	- -	7 3% AP	- -	5 4% AR	- -	2 1%	- -	2 1%	- -	1 *	- -	- -	1 *	- -	8 1%	- -	3 *	4 *	5 2% Afgj	2 *
Don't know	39 2% FGHIJKLMNO PRUdefghi	29 2%	9 2%	17 5% AEF	9 1%	3 1%	- -	2 *	- -	2 *	- -	- -	1 *	3 1%	- -	3 *	1 1%	4 *	2 1%	1 1%	1 *	2 2%	4 1%	3 2%	2 1%	3 2%	13 7% Ade	12 1% e	- -	2 *	5 *	1 *	3 *
Mean	3.69 HJLNPRTVei	3.74	3.51	3.83	3.70	3.75	5.36 AH	2.70	5.11 AJ	2.76	4.31 AL	2.23	4.47 AN	2.45	5.07 AP	2.46	5.66 AR	2.98	4.13 AT	3.13	3.66	3.40	3.88 Y	3.15	3.88	3.68	4.06 e	3.81 Ae	3.27	3.82 i	3.68 i	4.05 Agj	3.52
NET: High Trust	97 5% HJLNPRVe	75 5%	22 4%	17 5%	29 4%	29 7%	44 21% AH	23 2%	44 17% AJ	17 2%	70 9% AL	3 1%	55 11% AN	7 2%	56 20% AP	5 1%	42 35% AR	17 2%	16 6%	6 3%	11 4%	8 6%	12 5% Y	1 1%	19 7% A	7 4%	12 7% e	72 6% Ae	11 2%	41 6% i	63 5%	29 10% Afgj	51 4%
NET: 'Low Trust	1192 59% DGIKMOQSc	886 58%	304 61%	194 54%	434 60%	259 60%	72 34%	776 79% AG	94 37%	714 76% AI	373 50%	215 85% AK	235 47%	364 81% AM	114 41%	519 81% AO	39 32%	787 72% AQ	133 51%	123 71% AS	171 62%	84 61%	138 57%	114 71% AX	141 56%	98 58%	87 51%	738 58%	339 67% Acd	415 57%	846 61% Afh	164 55%	790 63% Afh
Net Diff	-1095 -54%	-811 -53%	-282 -57%	-176 -49%	-405 -56%	-230 -53%	-28 -13%	-753 -76%	-50 -20%	-697 -75%	-303 -41%	-212 -84%	-180 -36%	-357 -79%	-58 -21%	-514 -80%	3 2%	-770 -71%	-117 -45%	-117 -68%	-160 -58%	-75 -55%	-126 -52%	-113 -70%	-123 -49%	-91 -54%	-76 -44%	-666 -53%	-328 -64%	-374 -52%	-783 -57%	-135 -45%	-739 -59%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/ONVQ Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 (NO TRUST AT ALL) (0) (0)	176 9% C	102 10% AC	74 7%	29 9%	28 8%	34 9%	36 10%	48 8%	46 9%	39 7%	46 10%	44 9%	59 9%	44 8%	48 10%	24 7%	46 9%	40 9%	70 8%	19 12%	64 8%	19 7%	14 9%	96 8%	64 10%
1 (1) (1)	140 7% CI	84 8% AC	55 5%	15 5%	23 6%	36 10% AD	27 7%	38 7%	25 5%	36 6%	40 9% I	38 8% I	42 6%	35 7%	33 7%	30 9%	32 6%	29 6%	67 8%	11 7%	53 7%	20 7%	8 5%	80 7%	43 7%
2 (2) (2)	178 9%	87 9%	90 9%	25 8%	25 7%	39 11%	38 10%	50 8%	58 11% AJK	42 7%	29 6%	49 10% K	52 8%	48 9%	44 9%	34 10%	40 8%	38 8%	90 10%	10 6%	67 9%	20 7%	20 12%	107 9%	63 10%
3 (3) (3)	223 11% D	116 12%	107 11%	24 8%	45 12% D	51 14% D	42 11%	60 10%	61 11%	63 11%	46 10%	52 11%	70 10%	64 12%	50 11%	38 11%	48 9%	57 12%	105 12%	13 8%	94 12%	33 12%	17 10%	144 12%	63 10%
4 (4) (4)	252 13% FP	112 11%	140 14%	40 12% F	49 14% F	28 8%	59 16% AF	76 13% F	57 11%	76 13%	58 13%	62 13%	100 15% AP	66 12%	56 12%	31 9%	73 14%	56 12%	106 12%	18 12%	84 11%	40 15%	21 13%	145 12%	90 14%
5 (5) (5)	373 18%	178 18%	196 19%	73 23% AG	69 19%	66 18%	62 17%	104 18%	96 18%	108 19%	79 18%	90 19%	129 19%	104 19%	75 16%	65 19%	102 20%	83 18%	162 18%	26 17%	149 20%	42 15%	30 19%	221 18%	113 18%
6 (6) (6)	271 13% LQ	129 13%	142 14%	43 13%	50 14%	47 13%	51 14%	79 13%	88 17% AL	79 14% L	57 13%	46 10%	89 13%	78 14%	58 13%	45 13%	56 11%	69 15%	130 15% Q	16 10%	109 14%	38 14%	22 14%	169 14%	79 12%
7 (7) (7)	187 9%	86 9%	101 10%	22 7%	40 11%	33 9%	30 8%	62 10%	59 11%	53 9%	37 8%	37 8%	62 9%	51 9%	44 9%	30 9%	44 8%	44 10%	86 10%	13 8%	71 9%	31 11%	13 8%	115 10%	60 9%
8 (8) (8)	119 6%	58 6%	61 6%	15 5%	16 5%	17 5%	18 5%	53 9% ADEFG	25 5%	33 6%	33 7%	28 6%	41 6%	26 5%	26 6%	26 8%	32 6%	21 5%	51 6%	15 10% AR	39 5%	20 7%	11 7%	71 6%	39 6%
9 (9) (9)	35 2% S	18 2%	17 2%	8 2% E	2 1%	5 1%	4 1%	15 2% E	7 1%	11 2%	12 3% L	4 1%	9 1%	9 2%	12 3%	5 1%	13 3% S	10 2%	8 1%	3 2%	10 1%	6 2%	3 2%	19 2%	12 2%
10 (COMPLETE TRUST) (10) (10)	8 *	5 *	3 *	2 1%	3 1%	1 *	- -	2 *	2 *	5 1%	1 *	- -	2 *	2 *	2 *	2 *	3 *	2 *	2 *	1 1%	5 1%	1 *	- -	6 1%	1 *
Don't know	58 3% HISX	25 2%	33 3%	25 8% AEFGH	10 3% H	13 3% H	8 2% H	2 *	8 2%	17 3%	9 2%	24 5% AJK	21 3%	11 2%	14 3%	13 4%	30 6% ARS	10 2%	10 1%	8 5% S	19 2%	4 1%	3 2%	26 2%	16 3%
Mean	4.24 BFGL	4.09	4.39 AB	4.34	4.30	3.96	4.01	4.47 AFG	4.31 L	4.41 AL	4.23	3.96	4.27	4.25	4.16	4.28	4.30	4.26	4.19	4.28	4.24	4.46	4.24	4.29	4.16
NET: High Trust	162 8%	81 8%	81 8%	25 8%	21 6%	23 6%	22 6%	70 12% AEFG	34 6%	49 9%	47 10% I	32 7%	52 8%	37 7%	40 9%	32 9%	48 9%	33 7%	61 7%	20 13% ARS	54 7%	27 10%	14 9%	96 8%	53 8%
NET: 'Low Trust	968 48% D	502 50% A	467 46%	134 42%	170 47%	189 51% D	202 54% ADH	273 46%	247 46%	257 46%	219 49%	245 52%	322 48%	258 48%	231 50%	157 46%	240 46%	221 48%	438 49%	69 46%	362 47%	131 48%	79 49%	572 48%	324 50%
Net Diff	-807 -40%	-421 -42%	-386 -38%	-109 -34%	-149 -41%	-165 -45%	-180 -48%	-203 -34%	-213 -40%	-209 -37%	-172 -38%	-213 -45%	-271 -40%	-221 -41%	-191 -41%	-125 -36%	-192 -37%	-188 -41%	-377 -43%	-50 -33%	-307 -40%	-104 -38%	-65 -40%	-476 -40%	-270 -42%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - Insurance companies

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 (NO TRUST AT ALL) (0) (0)	176 9% GIKMOdgh	130 9%	45 9%	28 8%	54 7%	48 11% E	7 3%	146 15% AG	10 4%	137 15% AI	44 6%	65 26% AK	33 7%	88 20% AM	12 4%	123 19% AO	6 5%	135 12% AQ	18 7%	23 13% AS	17 6%	21 15% AU	15 6%	16 10%	21 8%	16 9%	13 8%	91 7%	62 12% Ad	65 9% h	105 8%	17 6%	124 10% Agh
1 (1) (1)	140 7% G	104 7%	36 7%	29 8%	45 6%	30 7%	5 2%	108 11% AG	12 5%	102 11% AI	44 6%	36 14% AK	33 7%	57 13% AM	12 4%	87 14% AO	6 5%	106 10% A	14 5%	10 6%	23 8%	11 8%	10 4%	17 10% X	16 6%	14 8%	9 5%	86 7%	39 8%	60 8%	100 7%	19 6%	100 8% A
2 (2) (2)	178 9% GIKMQh	132 9%	46 9%	25 7%	67 9%	40 9%	5 3%	125 13% AG	9 4%	119 13% AI	50 7%	42 17% AK	23 5%	64 14% AM	19 7%	92 14% AO	4 3%	130 12% AQ	22 8%	17 10%	25 9%	15 11%	19 8%	13 8%	21 9%	21 13%	10 6%	107 8%	59 11% Acd	60 8%	127 9% h	16 5%	114 9% h
3 (3) (3)	223 11% GIKMOQS	168 11%	54 11%	34 9%	80 11%	54 12%	9 4%	154 16% AG	12 5%	135 14% AI	67 9%	39 15% AK	42 8%	66 15% AM	9 3%	108 17% AO	2 2%	168 15% AQ	16 6%	24 14% S	40 15% A	16 12%	28 12%	23 14%	28 11%	19 11%	18 11%	136 11%	67 13%	70 10%	161 12% f	33 11%	153 12% Af
4 (4) (4)	252 13% GIKOQ	184 12%	69 14%	45 13%	92 13%	46 11%	15 7%	143 15% AG	20 8%	137 15% AI	79 11%	30 12%	56 11%	66 15%	15 5%	85 13% O	8 6%	151 14% Q	41 16%	26 15%	33 12%	18 13%	34 14%	18 11%	25 10%	26 15%	16 9%	169 13%	65 13%	77 11%	180 13% f	36 12%	173 14% Af
5 (5) (5)	373 18% GHJKLMNOPQRi	283 19%	89 18%	72 20%	141 19%	70 16%	28 13%	148 15%	36 14%	140 15%	108 14% L	15 6%	74 15%	51 11%	28 10%	75 12%	8 7%	179 16% Q	48 18%	31 18%	40 15%	23 16%	53 22%	34 21%	39 16%	22 13%	40 23%	223 18%	88 17%	121 17%	243 18%	53 18%	209 17%
6 (6) (6)	271 13% HJLNPR	214 14%	57 12%	50 14%	108 15%	57 13%	35 17% H	84 9%	35 14% J	86 9%	119 16% AL	13 5%	75 15% N	24 5%	59 21% AP	44 7%	19 15%	108 10%	40 15%	19 11%	45 16%	13 10%	35 14%	24 15%	36 14%	17 10%	18 11%	189 15% A	59 12%	102 14%	192 14%	47 16%	172 14%
7 (7) (7)	187 9% HJLNPRVi	136 9%	48 10%	31 9%	66 9%	40 9%	36 17% AH	31 3%	46 18% AJ	37 4%	111 15% AL	6 2%	65 13% AN	17 4%	40 14% AP	12 2%	15 13% R	64 6%	31 12%	11 6%	29 10% V	6 4%	22 9%	9 6%	25 10%	22 13%	10 6%	132 10% Ae	37 7%	86 12% Agj	133 10% i	31 10%	96 8%
8 (8) (8)	119 6% HJLNPRY	87 6%	32 6%	19 5%	44 6%	24 6%	41 20% AH	27 3%	42 16% AJ	25 3%	82 11% AL	3 1%	67 13% AN	12 3%	52 19% AP	6 1%	29 24% AR	35 3%	18 7% T	4 3%	14 5%	8 6%	16 6% Y	3 2%	29 12% Ab	7 4%	14 8%	77 6%	26 5%	51 7%	88 6%	26 9% Ai	69 6%
9 (9) (9)	35 2% HJNPR	28 2%	7 1%	5 2%	13 2%	10 2%	21 10% AH	5 *	23 9% AJ	6 1%	26 3% AL	1 *	25 5% AN	2 *	20 7% AP	4 1%	14 11% AR	6 1%	6 2%	2 1%	5 2%	- -	6 2% Y	- -	5 2%	1 1%	4 2%	26 2%	4 1%	24 3% Agj	25 2%	15 5% Agj	17 1%
10 (COMPLETE TRUST) (10) (10)	8 * HJPRi	6 *	2 *	- -	3 *	3 1%	6 3% AH	- -	6 2% AJ	- -	8 1% A	- -	7 1% AN	- -	8 3% AP	- -	7 6% AR	- -	2 1%	- -	2 1%	1 1%	- -	- -	2 1%	- -	- -	8 1%	- -	2 *	3 *	3 1% gj	2 *
Don't know	58 3% GHJKMNIPRUdefgi	47 3%	10 2%	21 6% AEF	15 2%	11 3%	1 *	13 1%	3 1%	10 1%	9 1%	3 1%	4 1%	2 *	4 1%	3 *	4 3% R	11 1%	5 2%	4 2%	1 *	7 5% U	6 2%	4 3%	3 1%	4 2%	20 11% Ade	22 2%	3 1%	9 1%	21 2%	4 1%	19 1%
Mean	4.24 HJLNPRTVYei	4.26	4.18	4.25	4.34	4.12	6.17 AH	3.21	5.82 AJ	3.27	4.96 AL	2.32	5.07 AN	2.87	5.77 AP	2.74	6.27 AR	3.51	4.65 AT	3.72	4.30 V	3.57	4.53 AY	3.75	4.55 Ab	3.94	4.43 e	4.41 Ae	3.79	4.40 Ai	4.29 i	4.82 Afgj	4.03
NET: High Trust	162 8% HJLNPRTVe	121 8%	40 8%	24 7%	60 8%	37 9%	69 33% AH	32 3%	70 28% AJ	31 3%	116 15% AL	4 1%	99 20% AN	15 3%	79 29% AP	11 2%	50 41% AR	41 4%	27 10% T	7 4%	21 8%	9 7%	22 9% Y	3 2%	37 15% Ab	8 5%	18 10%	111 9%	30 6%	77 11% Agj	116 8% i	43 14% Afgj	89 7%
NET: 'Low Trust	968 48% GIKMOQch	717 47%	249 50%	160 45%	338 46%	219 50%	41 20%	677 69% AG	62 25%	630 67% Ai	284 38%	211 84% AK	187 37%	341 76% AM	68 24%	495 77% AO	26 21%	690 63% AQ	111 42%	100 58% AS	139 51%	80 58% A	106 44%	87 54%	112 45%	95 56% AZ	66 38%	589 47%	292 57% Acd	332 46%	673 49% fh	121 41%	664 53% Afgh
Net Diff	-807 -40%	-596 -39%	-209 -42%	-136 -38%	-279 -38%	-182 -42%	28 13%	-645 -65%	8 3%	-599 -64%	-169 -23%	-208 -83%	-88 -17%	-327 -73%	11 4%	-485 -76%	24 20%	-650 -59%	-84 -32%	-93 -54%	-117 -43%	-71 -51%	-84 -35%	-83 -52%	-75 -30%	-87 -52%	-48 -28%	-478 -38%	-262 -51%	-256 -35%	-556 -40%	-78 -26%	-575 -46%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - The police

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 (NO TRUST AT ALL) (0) (0)	76 4% F	46 5%	30 3%	15 5% F	9 3%	7 2%	20 5% F	24 4%	16 3%	21 4%	20 5%	19 4%	30 4%	18 3%	20 4%	8 2%	20 4%	18 4%	30 3%	8 5%	29 4%	6 2%	9 6%	44 4%	26 4%
1 (1) (1)	47 2%	27 3%	21 2%	7 2%	6 2%	9 2%	10 3%	15 3%	12 2%	10 2%	11 2%	14 3%	14 2%	14 3%	12 3%	7 2%	12 2%	11 2%	20 2%	5 3%	13 2%	8 3%	8 5% AU	30 2%	14 2%
2 (2) (2)	74 4%	43 4%	31 3%	9 3%	11 3%	15 4%	18 5%	21 4%	26 5%	15 3%	14 3%	20 4%	24 4%	15 3%	24 5%	11 3%	19 4%	15 3%	36 4%	4 3%	29 4%	10 4%	5 3%	44 4%	24 4%
3 (3) (3)	90 4% D	53 5%	37 4%	4 1%	19 5% D	15 4% D	17 5% D	34 6% D	22 4%	24 4%	28 6%	16 3%	28 4%	21 4%	23 5%	18 5%	24 5%	23 5%	34 4%	10 6%	33 4%	9 3%	10 6%	52 4%	36 6%
4 (4) (4)	110 5%	50 5%	61 6%	12 4%	20 6%	31 8% ADGH	17 5%	30 5%	32 6%	25 5%	24 5%	28 6%	38 6%	27 5%	32 7%	13 4%	28 5%	21 5%	54 6%	7 5%	43 6%	13 5%	7 4%	64 5%	41 6%
5 (5) (5)	271 13% S	138 14%	133 13%	55 17% GH	54 15%	50 14%	43 11%	69 12%	60 11%	78 14%	50 11%	83 18% AJK	87 13%	75 14%	53 11%	56 16%	77 15%	69 15%	104 12%	21 14%	100 13%	32 12%	18 11%	150 12%	94 15%
6 (6) (6)	254 13%	130 13%	124 12%	35 11%	50 14%	54 14%	47 13%	69 12%	68 13%	67 12%	68 15%	52 11%	75 11%	72 13%	54 12%	53 15%	61 12%	59 13%	122 14%	13 8%	96 13%	44 16%	18 11%	157 13%	74 12%
7 (7) (7)	355 18%	168 17%	187 18%	50 15%	68 19%	65 17%	67 18%	105 18%	103 19%	99 18%	72 16%	80 17%	130 19%	99 18%	76 17%	49 14%	80 15%	84 18%	162 18%	28 18%	134 18%	51 19%	30 19%	215 18%	102 16%
8 (8) (8)	403 20%	184 18%	219 22%	66 20%	67 18%	73 20%	72 19%	125 21%	109 21%	124 22% L	90 20%	80 17%	140 21%	115 21%	91 20%	57 17%	94 18%	92 20%	194 22%	23 15%	161 21%	67 24%	29 18%	258 21% A	118 18%
9 (9) (9)	214 11%	101 10%	113 11%	40 12%	33 9%	32 9%	37 10%	72 12%	60 11%	65 12%	46 10%	43 9%	68 10%	57 11%	49 11%	39 11%	63 12%	40 9%	93 11%	17 11%	75 10%	28 10%	14 9%	117 10%	78 12%
10 (COMPLETE TRUST) (10) (10)	87 4% V	45 4%	43 4%	15 5%	16 4%	12 3%	20 5%	24 4%	21 4%	23 4%	20 4%	24 5%	28 4%	20 4%	18 4%	21 6%	26 5%	22 5%	31 3%	9 6%	36 5%	5 2%	10 6% V	51 4%	29 4%
Don't know	37 2% HSV	16 2%	20 2%	14 4% AGH	7 2% H	9 2% H	5 1%	2 *	3 1%	12 2% I	7 1%	16 3% AI	12 2%	6 1%	8 2%	10 3%	16 3% AS	7 2%	8 1%	6 4% AS	15 2%	1 *	3 2%	19 2%	9 1%
Mean	6.20 B	6.04	6.36 AB	6.35	6.22	6.15	6.07	6.23	6.25	6.36 L	6.12	6.04	6.21	6.27	6.04	6.30	6.21	6.16	6.25	6.05	6.25	6.33	5.97	6.23	6.13
NET: High Trust	704 35%	329 33%	375 37%	121 38%	115 32%	117 32%	130 34%	221 37%	190 36%	212 38% L	155 35%	147 31%	236 35%	192 36%	159 34%	117 34%	183 35%	154 33%	318 36%	50 33%	272 36%	101 37%	54 33%	426 36%	225 35%
NET: 'Low Trust	398 20% CDJ	218 22% AC	180 18%	48 15%	66 18%	76 20%	84 22% D	124 21% D	109 20%	95 17%	97 22%	96 20%	133 20%	96 18%	111 24% ANP	58 17%	102 20%	88 19%	173 20%	34 23%	147 19%	47 17%	39 24%	233 19%	141 22%
Net Diff	307 15%	112 11%	195 19%	73 23%	49 14%	41 11%	46 12%	97 16%	81 15%	117 21%	57 13%	51 11%	103 15%	96 18%	47 10%	60 17%	81 16%	65 14%	145 16%	15 10%	125 16%	54 20%	14 9%	193 16%	84 13%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 (NO TRUST AT ALL) (0) (0)	76 4% BGIKMOXdg	49 3%	27 5% AB	11 3%	26 4%	12 3%	- -	73 7% AG	- -	71 8% AI	15 2%	37 15% AK	9 2%	46 10% AM	4 1%	53 8% AO	1 1%	60 5% AQ	12 5%	11 6%	8 3%	3 2%	4 1%	11 7% AX	10 4%	5 3%	5 3%	36 3%	32 6% Ad	21 3%	39 3%	10 3%	53 4% fg
1 (1) (1)	47 2% GIKM	36 2%	11 2%	9 3%	19 3%	8 2%	- -	39 4% AG	1 *	35 4% AI	10 1%	20 8% AK	5 1%	17 4% AM	2 1%	26 4% AO	1 1%	30 3%	4 2%	4 3%	8 3%	5 4%	4 2%	4 2%	6 2%	5 3%	2 1%	33 3%	13 3%	11 2%	30 2%	8 3%	31 2%
2 (2) (2)	74 4% GIKM	56 4%	18 4%	14 4%	20 3%	22 5% E	- -	66 7% AG	2 1%	59 6% AI	16 2%	24 10% AK	9 2%	35 8% AM	5 2%	43 7% AO	1 1%	52 5% AQ	6 2%	9 5%	13 5%	10 7% A	4 2%	7 4%	6 2%	4 2%	5 3%	46 4%	22 4%	31 4%	50 4%	14 5%	52 4%
3 (3) (3)	90 4% BGIKMO	58 4%	32 7% AB	9 3%	33 5%	15 3%	1 *	76 8% AG	2 1%	76 8% AI	12 2%	36 14% AK	8 2%	42 9% AM	3 1%	48 7% AO	3 2%	69 6% A	9 3%	14 8% AS	9 3%	11 8% U	10 4%	9 5%	8 3%	10 6%	4 2%	56 4%	27 5%	32 4%	64 5%	13 4%	56 5%
4 (4) (4)	110 5% GIKMOZc	84 6%	26 5%	20 6%	39 5%	26 6%	5 2%	81 8% AG	4 2%	78 8% AI	24 3%	29 11% AK	14 3%	43 10% AM	8 3%	63 10% AO	4 3%	76 7% A	10 4%	14 8%	11 4%	3 2%	13 5%	15 9% A	5 2%	16 9% AZ	4 2%	63 5%	41 8% Acd	33 5%	74 5%	13 4%	77 6% f
5 (5) (5)	271 13% GIKMOQUfgh i	198 13%	71 14%	52 15%	97 13%	50 11%	6 3%	152 15% AG	12 5%	138 15% I	63 8%	36 14% K	37 7%	72 16% M	10 4%	96 15% O	5 4%	157 14% Q	30 12%	27 15%	25 9%	28 21% AU	38 15%	19 12%	27 11%	22 13%	23 13%	162 13%	68 13%	80 11%	159 12%	27 9%	152 12%
6 (6) (6)	254 13% GIKMOe	193 13%	60 12%	43 12%	95 13%	55 13%	7 3%	134 14% G	15 6%	128 14% I	73 10%	23 9%	51 10%	52 12%	24 9%	90 14% O	12 10%	156 14% A	25 10%	27 15%	28 10%	18 13%	40 17%	18 11%	34 14%	23 14%	26 15%	171 14%	51 10%	82 11%	176 13%	29 10%	179 14% Afgh
7 (7) (7)	355 18% CGHJLNPe	282 19% AC	72 15%	64 18%	139 19%	79 18%	24 12%	140 14%	40 16%	138 15%	128 17% L	16 6%	78 16% N	48 11%	39 14%	71 11%	15 12%	178 16%	48 18%	27 15%	53 19%	20 14%	33 13%	26 16%	56 22% A	33 19%	30 17%	240 19% Ae	74 14%	128 18%	260 19% A	58 20%	217 17%
8 (8) (8)	403 20% HJLNPRT	300 20%	103 21%	72 20%	148 20%	80 18%	70 33% AH	129 13%	84 33% AJ	122 13%	228 30% AL	16 6%	150 30% AN	55 12%	80 29% AP	85 13%	31 25% R	188 17%	67 26% AT	23 13%	71 26% A	25 18%	55 23%	30 19%	54 22%	29 17%	26 15%	258 20%	112 22%	169 23% A	305 22% A	66 22%	265 21%
9 (9) (9)	214 11% HJLNPRi	164 11%	50 10%	34 10%	72 10%	57 13%	62 30% AH	69 7%	55 22% AJ	57 6%	121 16% AL	7 3%	95 19% AN	23 5%	67 24% AP	42 7%	29 24% AR	85 8%	33 13%	13 8%	32 12%	8 6%	33 14%	16 10%	32 13%	13 8%	22 13%	137 11%	47 9%	96 13% Agj	154 11% i	43 14% Ai	115 9%
10 (COMPLETE TRUST) (10) (10)	87 4% HJR	72 5%	16 3%	13 4%	33 4%	26 6%	33 16% AH	22 2%	40 16% AJ	28 3%	54 7% AL	6 2%	45 9% AN	15 3%	35 13% AP	21 3%	19 16% AR	38 3%	14 6%	3 2%	16 6%	7 5%	8 3%	6 4%	10 4%	5 3%	14 8% Ad	51 4%	22 4%	41 6% Ai	61 4%	18 6% i	46 4%
Don't know	37 2% EHIJKMNPRU defghi	27 2%	9 2%	16 5% AEF	8 1%	4 1%	2 1%	4 *	- -	3 *	3 *	2 1%	1 *	1 *	1 *	2 *	2 2% R	2 *	2 1%	1 1%	- -	1 *	3 1%	1 1%	2 1%	3 2%	13 7% Ade	12 1% e	- -	2 *	5 *	- -	4 *
Mean	6.20 CHJLNPRTYei	6.28 AC	5.97	6.21	6.25	6.39	8.23 AH	5.24	7.95 AJ	5.26	7.09 AL	3.89	7.26 AN	4.89	7.63 AP	5.16	7.72 AR	5.75	6.54 AT	5.45	6.51 AV	5.84	6.52 AY	5.81	6.52 Ab	5.97	6.63 Ae	6.28 e	5.91	6.51 Agj	6.36 Ai	6.46 Ai	6.09
NET: High Trust	704 35% HJLNPRT	535 35%	169 34%	119 33%	252 35%	163 38%	165 78% AH	221 22%	179 70% AJ	207 22%	402 54% AL	29 12%	290 58% AN	93 21%	182 66% AP	148 23%	79 65% AR	311 28%	115 44% AT	40 23%	119 43% AV	40 29%	96 40%	52 32%	96 38% b	47 28%	62 36%	447 35%	182 36%	306 42% Agj	520 38% Ai	126 42% Ai	426 34%
NET: 'Low Trust	398 20% BGIKMOQXZc	283 19%	114 23% AB	64 18%	137 19%	83 19%	6 3%	335 34% AG	9 3%	318 34% AI	78 10%	146 58% AK	46 9%	184 41% AM	22 8%	233 36% AO	9 7%	287 26% AQ	42 16%	52 30% AS	49 18%	31 22%	34 14%	46 28% AX	35 14%	40 23% Z	20 11%	234 18% c	135 26% Acd	128 18%	256 19%	58 20%	270 22% Afg
Net Diff	307 15%	252 17%	55 11%	55 15%	116 16%	81 19%	159 76%	-115 -12%	170 67%	-112 -12%	325 43%	-117 -46%	244 48%	-90 -20%	160 58%	-85 -13%	70 57%	24 2%	73 28%	-13 -7%	69 25%	10 7%	62 26%	6 4%	61 24%	8 5%	42 24%	213 17%	47 9%	178 25%	264 19%	68 23%	156 12%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - Telecommunications companies, such as mobile phone companies

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 (NO TRUST AT ALL) (0) (0)	107 5% JMX	55 5%	52 5%	19 6%	22 6%	13 3%	18 5%	34 6%	35 7% J	19 3%	25 6%	27 6%	26 4%	27 5%	33 7% AM	19 6%	28 5%	28 6%	38 4%	12 8%	36 5%	8 3%	9 5%	53 4%	45 7% AX
1 (1) (1)	75 4%	42 4%	33 3%	8 3%	12 3%	14 4%	16 4%	24 4%	18 3%	19 3%	23 5%	15 3%	21 3%	20 4%	18 4%	16 5%	19 4%	12 3%	40 5%	4 2%	25 3%	11 4%	8 5%	44 4%	24 4%
2 (2) (2)	145 7% NT	68 7%	77 8%	21 7%	22 6%	30 8%	31 8%	42 7%	44 8%	41 7%	23 5%	37 8%	56 8% N	28 5%	43 9% NP	19 5%	34 7%	34 7%	72 8% T	4 3%	61 8%	18 7%	13 8%	92 8%	43 7%
3 (3) (3)	214 11%	108 11%	106 10%	30 9%	40 11%	35 9%	40 11%	70 12%	60 11%	54 10%	49 11%	50 11%	71 10%	63 12%	41 9%	39 11%	49 9%	53 11%	103 12%	9 6%	77 10%	35 13%	13 8%	125 10%	72 11%
4 (4) (4)	263 13%	132 13%	131 13%	34 10%	49 14%	53 14%	50 13%	77 13%	66 12%	82 15%	54 12%	60 13%	90 13%	71 13%	54 12%	48 14%	63 12%	65 14%	112 13%	22 15%	108 14%	38 14%	15 9%	161 13%	87 13%
5 (5) (5)	428 21% Y	205 20%	224 22%	76 24%	84 23%	74 20%	71 19%	122 21%	111 21%	131 23%	84 19%	101 21%	142 21%	120 22%	96 21%	71 21%	106 20%	106 23%	188 21%	29 19%	168 22%	62 23%	44 27% A	275 23% AY	112 17%
6 (6) (6)	308 15%	151 15%	157 15%	45 14%	51 14%	61 17%	63 17%	87 15%	95 18% AJL	77 14%	74 17%	62 13%	98 15%	98 18% AP	72 16%	40 12%	80 15%	67 15%	144 16%	17 11%	118 15%	42 15%	24 15%	183 15%	102 16%
7 (7) (7)	243 12%	123 12%	120 12%	37 12%	40 11%	44 12%	42 11%	80 14%	67 13%	65 12%	58 13%	53 11%	92 14%	57 11%	50 11%	45 13%	54 10%	57 12%	104 12%	28 18% AQS	84 11%	28 10%	25 15%	137 11%	84 13%
8 (8) (8)	124 6% IRW	64 6%	60 6%	23 7%	20 6%	23 6%	26 7%	32 5%	23 4%	39 7% I	32 7%	30 6%	48 7%	25 5%	30 7%	22 6%	36 7%	19 4%	56 6%	13 8% R	44 6% W	21 8% W	3 2%	68 6%	39 6%
9 (9) (9)	46 2% IS	23 2%	23 2%	4 1%	7 2%	6 2%	13 3%	16 3%	6 1%	10 2%	15 3% I	15 3% I	14 2%	14 3%	9 2%	8 2%	21 4% AS	9 2%	10 1%	7 4% S	17 2%	7 3%	1 1%	25 2%	19 3%
10 (COMPLETE TRUST) (10) (10)	19 1%	10 1%	8 1%	4 1%	6 2% H	5 1%	1 *	2 *	3 1%	8 1%	4 1%	4 1%	3 *	7 1%	6 1%	2 1%	8 1%	2 *	7 1%	2 1%	8 1%	- -	2 1%	10 1%	7 1%
Don't know	48 2% HIS	19 2%	28 3%	19 6% AEGH	8 2% H	12 3% H	5 1%	3 1%	6 1%	17 3% I	7 1%	19 4% AJK	14 2%	10 2%	10 2%	14 4% A	21 4% AS	9 2%	11 1%	6 4% S	18 2%	3 1%	4 3%	25 2%	11 2%
Mean	4.74 I	4.74	4.74	4.80	4.71	4.82	4.75	4.67	4.57	4.85 I	4.83	4.72	4.82	4.77	4.62	4.69	4.88	4.60	4.67	5.12 ARS	4.74	4.78	4.61	4.73	4.71
NET: High Trust	189 9% IRW	98 10%	91 9%	31 10%	34 9%	34 9%	40 11%	50 8%	32 6%	57 10% I	50 11% I	49 10% I	65 10%	45 8%	46 10%	32 9%	65 13% ARS	30 6%	73 8%	21 14% RS	69 9% W	28 10% W	6 4%	104 9%	65 10%
NET: 'Low Trust	803 40%	405 40%	398 39%	113 35%	144 40%	145 39%	154 41%	247 42% D	223 42%	216 38%	175 39%	189 40%	264 39%	209 39%	189 41%	140 41%	194 37%	192 42%	365 41%	52 34%	307 40%	111 40%	59 36%	476 40%	272 42%
Net Diff	-614 -30%	-307 -31%	-307 -30%	-81 -25%	-111 -31%	-110 -30%	-115 -31%	-198 -34%	-191 -36%	-159 -28%	-125 -28%	-140 -30%	-199 -30%	-164 -30%	-143 -31%	-108 -32%	-129 -25%	-163 -35%	-292 -33%	-31 -20%	-237 -31%	-82 -30%	-52 -32%	-372 -31%	-207 -32%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 (NO TRUST AT ALL) (0) (0)	107 5% GIKMQ	77 5%	29 6%	13 4%	36 5%	28 6%	4 2%	91 9% AG	5 2%	86 9% AI	25 3%	45 18% AK	15 3%	57 13% AM	8 3%	73 11% AO	1 1%	91 8% AQ	10 4%	9 5%	15 6%	13 10% A	8 3%	12 8% X	11 4%	9 5%	5 3%	65 5%	33 6%	40 5%	70 5%	11 4%	71 6%
1 (1) (1)	75 4% GIKOh	51 3%	24 5%	14 4%	19 3%	18 4%	3 1%	59 6% AG	1 *	57 6% AI	19 3%	16 6% AK	15 3%	35 8% AM	3 1%	51 8% AO	4 3%	59 5% A	7 3%	9 5%	10 4%	8 6%	4 2%	8 5%	9 4%	9 5%	3 2%	40 3%	28 6% Ad	25 3%	49 4% h	5 2%	60 5% Afgh
2 (2) (2)	145 7% IKMO	106 7%	40 8%	23 6%	51 7%	31 7%	9 4%	102 10% AG	11 4%	106 11% AI	37 5%	45 18% AK	24 5%	64 14% AM	8 3%	104 16% AO	6 5%	115 10% AQ	15 6%	22 13% AS	18 7%	13 10%	15 6%	12 7%	20 8%	11 7%	6 4%	92 7%	42 8% c	50 7%	99 7%	17 6%	94 8%
3 (3) (3)	214 11% GKMOc	156 10%	58 12%	35 10%	67 9%	54 13%	8 4%	154 16% AG	20 8%	132 14% AI	55 7%	53 21% AK	36 7%	78 17% AM	11 4%	120 19% AO	7 5%	169 15% AQ	24 9%	28 16% AS	23 9%	18 13%	28 12%	20 13%	22 9%	18 11%	9 5%	137 11% c	64 13% c	76 10%	159 12%	27 9%	149 12% A
4 (4) (4)	263 13% BGIKDQ	184 12%	79 16% AB	40 11%	85 12%	59 14%	11 5%	163 17% AG	17 7%	144 15% AI	75 10%	33 13%	54 11%	67 15%	15 5%	116 18% AO	5 4%	174 16% AQ	35 13%	27 15%	40 14%	19 14%	34 14%	21 13%	30 12%	18 10%	20 11%	158 12%	77 15%	102 14%	195 14% A	41 14%	166 13%
5 (5) (5)	428 21% FGHIJKLMNOPQRfgh	320 21%	106 21%	82 23% F	171 24% F	66 15%	31 15%	180 18%	32 13%	172 18% I	128 17% L	29 12%	78 15%	74 16%	26 9%	98 15% O	9 7%	207 19% Q	50 19%	32 19%	69 25% V	21 15%	51 21%	33 20%	43 17%	41 24%	42 24%	267 21%	100 20%	129 18%	268 19%	49 16%	251 20%
6 (6) (6)	308 15% CHILNPQR	246 16% C	61 12%	53 15%	134 18% AF	58 13%	37 18% H	111 11%	40 16%	112 12%	140 19% AL	13 5%	85 17% N	35 8%	41 15% P	36 6%	11 9%	140 13%	46 18%	21 12%	38 14%	19 14%	41 17%	28 17%	43 17%	25 15%	27 16%	197 16%	78 15%	113 16%	219 16%	48 16%	191 15%
7 (7) (7)	243 12% HJLNPRe	194 13%	49 10%	46 13%	91 12%	57 13%	45 21% AH	64 7%	55 22% AJ	69 7%	130 17% AL	12 5%	89 18% AN	22 5%	57 21% AP	19 3%	17 14% R	80 7%	38 14% T	13 8%	38 14%	11 8%	36 15%	14 9%	36 14%	18 10%	20 11%	175 14% Ae	46 9%	107 15% Ai	175 13%	46 15%	146 12%
8 (8) (8)	124 6% HJLNPR	95 6%	29 6%	16 5%	45 6%	35 8%	33 16% AH	37 4%	40 16% AJ	34 4%	91 12% AL	3 1%	67 13% AN	10 2%	60 22% AP	11 2%	29 24% AR	37 3%	22 8%	6 4%	15 5%	9 6%	12 5%	10 6%	19 8%	13 7%	18 11% Ade	73 6%	30 6%	51 7%	87 6%	31 10% Afgj	72 6%
9 (9) (9)	46 2% HJLNPRY	38 3%	7 1%	14 4% A	14 2%	11 3%	16 7% AH	14 1%	18 7% AJ	15 2%	32 4% AL	- -	26 5% AN	4 1%	32 11% AP	3 1%	21 18% AR	11 1%	5 2%	3 2%	4 1%	4 3%	5 2%	- -	11 4% A	2 1%	5 3%	32 2%	7 1%	24 3% A	33 2%	14 5% Agj	31 2%
10 (COMPLETE TRUST) (10) (10)	19 1% HJR	16 1%	3 1%	1 *	7 1%	8 2% D	13 6% AH	- -	13 5% AJ	2 *	12 2% A	2 1%	10 2% AN	2 1%	12 4% AP	2 *	10 8% AR	2 *	5 2%	- -	3 1%	1 1%	3 1%	- -	3 1%	1 1%	1 1%	13 1%	4 1%	8 1%	11 1%	10 3% Afgj	9 1%
Don't know	48 2% EHJKLMNPRUdefghi	36 2%	11 2%	20 6% AEF	8 1%	8 2%	2 1%	10 1%	3 1%	4 *	5 1%	1 *	5 1%	2 *	4 1%	7 1%	2 2%	8 1%	4 1%	3 1%	1 *	2 1%	5 2%	3 2%	4 2%	4 2%	17 10% Ade	18 1% e	1 *	2 *	13 1% f	2 1%	10 1% f
Mean	4.74 CHILNPRTVWei	4.83 AC	4.46	4.86	4.88 A	4.73	6.29 AH	3.91	6.14 AJ	3.96	5.49 AL	2.96	5.57 AN	3.43	6.47 AP	3.26	6.79 AR	4.00	5.10 AT	4.11	4.74 V	4.24	4.98 Y	4.34	5.04 A	4.68	5.35 Ade	4.81 e	4.41	4.88 Ai	4.75 i	5.39 Afgj	4.61
NET: High Trust	189 9% HJLNPR	150 10%	39 8%	31 9%	66 9%	53 12% A	62 29% AH	51 5%	70 28% AJ	51 5%	135 18% AL	5 2%	103 21% AN	16 4%	104 37% AP	17 3%	61 50% AR	50 5%	32 12% T	9 5%	22 8%	14 10%	20 8%	10 6%	34 13% A	16 10%	25 14% Ade	117 9%	42 8%	82 11% Agj	131 10%	54 18% Afgj	111 9%
NET: 'Low Trust	803 40% BDEGIKMOQch	574 38%	228 46% AB	125 35%	259 36%	190 44% DE	34 16%	569 58% AG	53 21%	525 56% AI	210 28%	192 76% AK	145 29%	302 67% AM	47 17%	464 72% AO	22 18%	608 56% AQ	92 35%	95 55% AS	107 39%	71 52% AU	89 37%	74 46%	91 36%	65 38%	43 25%	492 39% c	244 48% Acd	293 40% h	572 42% Ah	100 33%	540 43% Ah
Net Diff	-614 -30%	-424 -28%	-189 -38%	-94 -26%	-193 -27%	-137 -32%	28 13%	-517 -52%	17 7%	-475 -51%	-75 -10%	-187 -74%	-41 -8%	-286 -63%	57 21%	-447 -70%	39 32%	-558 -51%	-60 -23%	-85 -49%	-85 -31%	-58 -42%	-69 -28%	-64 -39%	-58 -23%	-48 -29%	-18 -10%	-374 -30%	-203 -40%	-211 -29%	-441 -32%	-46 -15%	-429 -34%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - Banks

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 (NO TRUST AT ALL) (0) (0)	192 10% CDV	126 13% AC	66 6%	19 6%	30 8%	40 11% D	39 10% D	65 11% D	50 9%	51 9%	50 11%	41 9%	62 9%	49 9%	55 12% P	26 8%	55 11%	43 9%	78 9%	17 11%	69 9%	17 6%	21 13% V	107 9%	74 11%
1 (1) (1)	99 5% CD	67 7% AC	31 3%	8 2%	11 3%	29 8% ADEG	13 4%	37 6% DE	28 5%	30 5%	22 5%	20 4%	30 4%	25 5%	29 6%	15 5%	22 4%	19 4%	52 6%	5 3%	32 4%	14 5%	14 8% AU	59 5%	33 5%
2 (2) (2)	153 8% CD	88 9% AC	65 6%	14 4%	30 8% D	36 10% D	25 7%	48 8% D	39 7%	40 7%	37 8%	37 8%	56 8%	31 6%	38 8%	27 8%	31 6%	35 8%	74 8%	14 9%	56 7%	20 7%	18 11%	94 8%	52 8%
3 (3) (3)	201 10%	103 10%	97 10%	27 8%	42 12%	34 9%	48 13% H	50 9%	60 11%	56 10%	39 9%	46 10%	67 10%	56 10%	45 10%	34 10%	54 10%	43 9%	93 10%	11 8%	83 11%	21 8%	17 11%	122 10%	65 10%
4 (4) (4)	187 9% W	89 9%	97 10%	31 10%	36 10%	34 9%	41 11%	46 8%	49 9%	58 10%	31 7%	48 10%	68 10%	49 9%	41 9%	29 8%	51 10%	41 9%	80 9%	15 10%	87 11% AW	30 11% W	5 3%	122 10%	48 7%
5 (5) (5)	354 18% H	161 16%	192 19%	68 21% H	71 20% H	66 18%	63 17%	86 15%	90 17%	104 18%	75 17%	84 18%	124 18%	100 18%	75 16%	55 16%	89 17%	97 21% AST	147 17%	20 13%	140 18%	44 16%	21 13%	205 17%	116 18%
6 (6) (6)	255 13% LY	114 11%	141 14%	40 12%	50 14%	48 13%	43 11%	74 13%	73 14% L	76 14% L	63 14% L	43 9%	76 11%	83 15% AM	54 12%	42 12%	56 11%	63 14%	120 14%	16 10%	92 12%	48 18% AU	21 13%	161 13%	67 10%
7 (7) (7)	241 12%	110 11%	131 13%	45 14%	38 11%	37 10%	47 12%	74 12%	69 13%	62 11%	48 11%	62 13%	83 12%	65 12%	47 10%	45 13%	50 10%	60 13%	112 13%	19 13%	102 13%	27 10%	15 9%	145 12%	75 12%
8 (8) (8)	201 10% BFU	75 8%	125 12% AB	36 11%	35 10%	26 7%	34 9%	71 12% F	52 10%	51 9%	52 12%	47 10%	70 10%	47 9%	43 9%	40 12%	60 12% R	35 8%	90 10%	15 10%	58 8%	38 14% AU	17 10%	113 9%	69 11%
9 (9) (9)	59 3% ESUX	26 3%	33 3%	13 4% EF	4 1%	6 2%	9 2%	27 5% AEF	14 3%	10 2%	14 3%	20 4% J	16 2%	14 3%	17 4%	12 3%	19 4%	11 2%	19 2%	10 6% ARS	11 1%	9 3% U	6 4% U	27 2%	25 4%
10 (COMPLETE TRUST) (10) (10)	37 2%	21 2%	15 2%	5 2%	6 2%	5 1%	9 2%	11 2%	7 1%	12 2%	10 2%	8 2%	10 1%	11 2%	10 2%	6 2%	12 2%	5 1%	14 2%	6 4% R	17 2%	4 2%	2 1%	24 2%	12 2%
Don't know	41 2% HIS	17 2%	24 2%	16 5% AEGH	8 2% H	9 3% H	6 2% H	2 *	3 1%	13 2% I	8 2%	17 4% AI	12 2%	9 2%	9 2%	11 3%	20 4% AS	8 2%	7 1%	5 3% S	15 2%	2 1%	4 3%	21 2%	9 1%
Mean	4.67 BFW	4.30	5.04 AB	5.21 AEFGH	4.66 F	4.23	4.61	4.71 F	4.63	4.62	4.69	4.77	4.65	4.75	4.47	4.88 O	4.73	4.62	4.63	4.89	4.61	5.01 AUW	4.27	4.66	4.60
NET: High Trust	296 15% BFRU	123 12%	174 17% AB	54 17% F	46 13%	37 10%	51 14%	109 18% AEF	72 14%	73 13%	76 17%	75 16%	96 14%	72 13%	70 15%	58 17%	92 18% AR	51 11%	123 14%	30 20% R	86 11%	52 19% AU	25 15%	163 14%	106 16%
NET: 'Low Trust	832 41% CD	475 47% AC	357 35%	99 31%	148 41% D	173 47% AD	166 44% D	246 42% D	226 42%	235 42%	179 40%	192 41%	284 42%	210 39%	207 45%	131 38%	212 41%	181 39%	377 42%	62 41%	327 43%	102 37%	75 46%	504 42%	272 42%
Net Diff	-536 -27%	-352 -35%	-184 -18%	-45 -14%	-102 -28%	-137 -37%	-115 -31%	-137 -23%	-154 -29%	-162 -29%	-103 -23%	-117 -25%	-187 -28%	-138 -26%	-137 -30%	-73 -21%	-120 -23%	-131 -28%	-254 -29%	-31 -21%	-240 -31%	-51 -18%	-50 -31%	-341 -28%	-166 -26%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - Banks

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 (NO TRUST AT ALL) (0) (0)	192 10% EGIKOQSdgh	140 9%	52 11%	28 8%	54 7%	58 13% ADE	4 2%	170 17% AG	4 1%	158 17% AI	52 7%	60 24% AK	40 8%	87 19% AM	15 5%	125 19% AO	5 4%	148 14% AQ	16 6%	25 15% AS	22 8%	19 14%	20 8%	23 14% A	24 10%	14 8%	10 6%	103 8%	70 14% Acd	63 9%	116 8%	19 6%	136 11% Afgh
1 (1) (1)	99 5% GIMOQ	73 5%	25 5%	24 7%	32 4%	17 4%	- -	80 8% AG	6 2%	74 8% AI	33 4%	20 8% AK	15 3%	47 10% AM	6 2%	56 9% AO	1 1%	81 7% AQ	13 5%	9 5%	21 8% A	12 9% A	9 4%	9 6%	8 3%	9 5%	7 4%	56 4%	34 7% A	32 4%	74 5%	13 4%	73 6% A
2 (2) (2)	153 8% EGKMOQ	108 7%	46 9%	28 8%	44 6%	35 8%	6 3%	107 11% AG	13 5%	110 12% AI	40 5%	38 15% AK	24 5%	56 12% AM	12 4%	78 12% AO	3 3%	111 10% AQ	18 7%	20 12%	22 8%	8 6%	18 7%	11 7%	14 6%	15 9%	9 5%	97 8%	46 9%	56 8%	116 8% Ah	17 6%	108 9% Ah
3 (3) (3)	201 10% BDGIKO	139 9%	61 12% AB	22 6%	73 10% D	44 10%	8 4%	147 15% AG	13 5%	128 14% AI	57 8%	37 15% AK	41 8%	60 13% AM	15 5%	98 15% AO	8 7%	148 14% AQ	19 7%	19 11%	27 10%	13 10%	30 12%	14 9%	23 9%	21 13%	12 7%	131 10%	59 11%	61 8%	136 10%	29 10%	140 11% Afg
4 (4) (4)	187 9% GO	147 10%	40 8%	32 9%	71 10%	44 10%	12 5%	113 11% AG	15 6%	101 11% AI	60 8%	22 9%	44 9%	38 8%	14 5%	67 11% O	7 5%	120 11% A	23 9%	18 10%	23 8%	13 10%	27 11%	18 11%	24 10%	10 6%	9 5%	125 10%	44 9%	68 9%	127 9%	32 11%	129 10% A
5 (5) (5)	354 18% FGHIJKLMNO PQR2ghi	277 18%	76 15%	78 22% AF	139 19% F	60 14%	19 9%	152 15% G	24 9%	135 14% I	93 12%	30 12%	61 12%	60 13%	28 10%	80 13%	10 8%	157 14%	44 17%	29 17%	43 15%	28 20%	33 14%	27 16%	31 13%	35 20% Z	39 23%	213 17%	83 16%	113 16%	216 16%	40 13%	184 15%
6 (6) (6)	255 13% HJLNOPQV	197 13%	57 11%	45 13%	99 14%	53 12%	31 15% H	75 8%	31 12%	82 9%	100 13% L	19 7%	53 11%	40 9%	25 9%	59 9%	6 5%	124 11% Q	38 15%	22 12%	40 15% V	8 6%	34 14%	23 14%	35 14%	19 11%	23 14%	164 13%	64 13%	92 13%	195 14% Ai	46 15%	149 12%
7 (7) (7)	241 12% HJLNPR	184 12%	56 11%	37 10%	98 13%	50 11%	45 21% AH	65 7%	50 20% AJ	65 7%	127 17% AL	14 5%	87 17% AN	32 7%	47 17% AP	34 5%	22 18% AR	105 10%	37 14% T	13 8%	38 14% V	9 7%	35 15%	14 8%	39 15%	21 12%	23 13%	163 13%	49 10%	100 14%	183 13% Ai	39 13%	145 12%
8 (8) (8)	201 10% HJLNPR	152 10%	49 10%	33 9%	67 9%	51 12%	46 22% AH	46 5%	52 21% AJ	48 5%	120 16% AL	8 3%	81 16% AN	21 5%	66 24% AP	28 4%	29 24% AR	71 6%	33 13%	13 7%	27 10%	18 13%	23 9%	18 11%	31 12%	15 9%	16 10%	135 11%	45 9%	92 13% Agj	139 10%	33 11%	128 10%
9 (9) (9)	59 3% HJLNPR	45 3%	14 3%	12 3%	24 3%	9 2%	22 11% AH	13 1%	25 10% AJ	16 2%	42 6% AL	1 *	35 7% AN	2 1%	29 11% AP	6 1%	16 13% AR	16 1%	11 4%	2 1%	5 2%	1 1%	10 4% Y	1 1%	10 4%	4 3%	5 3%	40 3%	11 2%	30 4% Agj	41 3%	16 5% Agj	33 3%
10 (COMPLETE TRUST) (10) (10)	37 2% HPRei	27 2%	10 2%	3 1%	18 2%	6 1%	18 8% AH	12 1%	20 8% AJ	13 1%	22 3% A	3 1%	21 4% AN	4 1%	22 8% AP	4 1%	15 12% AR	6 1%	7 3%	1 1%	6 2%	5 4%	1 *	- -	8 3%	2 1%	6 3% e	26 2%	4 1%	16 2% i	30 2% i	15 5% Afgj	16 1%
Don't know	41 2% EGHIJKLMNO PRUdefghi	30 2%	10 2%	15 4% AEF	9 1%	6 1%	- -	5 1%	- -	5 *	2 *	1 *	1 *	3 1%	- -	4 1%	1 1%	5 *	2 1%	1 1%	- -	2 2% U	3 1%	3 2%	3 1%	4 2%	14 8% Ade	14 1% e	- -	3 *	6 *	1 *	5 *
Mean	4.67 HJLNPRTVei	4.72	4.51	4.65	4.90 AF	4.48	6.76 AH	3.53	6.44 AJ	3.61	5.41 AL	3.03	5.52 AN	3.32	6.31 AP	3.29	6.78 AR	3.92	5.16 AT	3.96	4.69	4.30	4.75 Y	4.21	5.09 A	4.58	5.23 Ae	4.81 Ae	4.17	4.95 Agj	4.76 Ai	5.24 Agj	4.46
NET: High Trust	296 15% HJLNPRTe	223 15%	73 15%	48 13%	109 15%	67 15%	86 41% AH	71 7%	97 38% AJ	77 8%	184 25% AL	13 5%	137 27% AN	28 6%	117 42% AP	38 6%	60 49% AR	93 9%	51 19% AT	16 9%	39 14%	24 18%	34 14%	19 12%	49 20% A	21 13%	28 16%	201 16% e	61 12%	138 19% Agj	209 15%	63 21% Agj	178 14%
NET: 'Low Trust	832 41% EGIKMOQSc	608 40%	224 45% AB	135 38%	275 38%	198 46% ADE	29 14%	617 63% AG	51 20%	571 61% AI	241 32%	176 70% AK	164 33%	288 64% AM	61 22%	424 66% AO	24 19%	608 56% AQ	90 34%	91 53% AS	115 42%	66 48%	104 43%	76 47%	93 37%	69 41%	45 26%	512 40% c	253 50% Acd	280 39%	569 41%	110 37%	587 47% Afgh
Net Diff	-536 -27%	-384 -25%	-151 -31%	-87 -24%	-166 -23%	-132 -30%	56 27%	-546 -55%	46 18%	-495 -53%	-58 -8%	-163 -65%	-27 -5%	-261 -58%	56 20%	-386 -60%	36 30%	-515 -47%	-39 -15%	-75 -44%	-76 -28%	-41 -30%	-70 -29%	-57 -36%	-44 -17%	-47 -28%	-18 -10%	-311 -25%	-192 -38%	-142 -20%	-360 -26%	-47 -16%	-410 -33%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - Supermarkets

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 (NO TRUST AT ALL) (0) (0)	43 2% M	27 3%	17 2%	6 2%	11 3%	4 1%	7 2%	16 3%	12 2%	11 2%	10 2%	11 2%	5 1%	10 2%	20 4% AMN	8 2% M	12 2%	10 2%	16 2%	5 4%	15 2%	4 1%	5 3%	23 2%	19 3%
1 (1) (1)	46 2%	27 3%	19 2%	4 1%	7 2%	14 4% AD	8 2%	13 2%	12 2%	13 2%	7 2%	13 3%	17 3%	9 2%	9 2%	11 3%	12 2%	6 1%	24 3%	4 2%	21 3%	6 2%	3 2%	30 2%	13 2%
2 (2) (2)	63 3% Q	32 3%	31 3%	9 3%	7 2%	14 4%	10 3%	24 4%	23 4%	16 3%	10 2%	14 3%	25 4%	14 3%	18 4%	6 2%	10 2%	18 4%	32 4%	4 3%	22 3%	7 3%	7 4%	36 3%	21 3%
3 (3) (3)	118 6% CM	74 7% AC	44 4%	14 4%	18 5%	28 8%	24 6%	35 6%	43 8% AL	29 5%	26 6%	20 4%	28 4%	38 7% M	31 7%	21 6%	32 6%	20 4%	59 7%	8 5%	59 8% AV	10 4%	9 5%	78 7%	33 5%
4 (4) (4)	198 10%	90 9%	109 11%	32 10%	30 8%	38 10%	39 10%	59 10%	46 9%	63 11%	46 10%	44 9%	71 11%	47 9%	47 10%	33 10%	43 8%	52 11%	87 10%	16 11%	67 9%	26 10%	18 11%	111 9%	70 11%
5 (5) (5)	390 19%	199 20%	191 19%	58 18%	81 22%	62 17%	81 22%	108 18%	103 19%	110 20%	75 17%	101 21%	123 18%	111 21%	89 19%	67 20%	112 21%	93 20%	159 18%	26 17%	160 21%	63 23%	33 20%	255 21% AY	108 17%
6 (6) (6)	350 17% L	172 17%	178 17%	46 14%	69 19%	70 19%	57 15%	107 18%	88 17%	100 18% L	98 22% AIL	63 13%	117 17%	94 17%	84 18%	54 16%	79 15%	77 17%	172 19% AQ	22 15%	133 17%	48 17%	28 17%	209 17%	112 17%
7 (7) (7)	384 19% OX	188 19%	196 19%	72 22%	62 17%	64 17%	75 20%	112 19%	103 19%	107 19%	75 17%	99 21%	140 21% O	109 20%	72 16%	64 19%	94 18%	92 20%	172 19%	27 18%	139 18%	42 15%	27 17%	208 17%	133 21%
8 (8) (8)	264 13% B	115 11%	150 15% AB	43 13%	46 13%	41 11%	49 13%	86 15%	80 15%	66 12%	61 14%	57 12%	95 14%	66 12%	56 12%	46 14%	61 12%	65 14%	119 13%	19 13%	86 11%	50 18% AU	22 14%	158 13%	89 14%
9 (9) (9)	94 5%	44 4%	50 5%	17 5%	17 5%	19 5%	15 4%	26 4%	18 3%	25 5%	27 6%	24 5%	34 5%	20 4%	20 4%	20 6%	30 6%	17 4%	36 4%	12 8% RS	30 4%	13 5%	8 5%	52 4%	32 5%
10 (COMPLETE TRUST) (10) (10)	32 2% HIPS	16 2%	17 2%	9 3% H	3 1%	10 3% H	7 2%	4 1%	3 1%	10 2% I	7 2%	13 3% I	7 1%	13 2% P	10 2% P	1 *	18 3% ARS	5 1%	6 1%	4 2%	16 2%	3 1%	- -	20 2%	8 1%
Don't know	35 2% HIS	18 2%	17 2%	14 4% AGH	8 2% H	7 2% H	5 1% H	1 *	3 1%	11 2% I	7 1%	15 3% AI	12 2%	8 2%	6 1%	9 3%	18 3% AS	8 2% S	5 1%	4 3% S	15 2%	2 1%	3 2%	21 2%	7 1%
Mean	5.72 BO	5.58	5.85 AB	5.96 AH	5.71	5.64	5.71	5.65	5.59	5.70	5.82	5.79	5.84 O	5.76	5.50	5.70	5.83	5.72	5.65	5.77	5.62	5.88	5.57	5.67	5.74
NET: High Trust	391 19% B	174 17%	217 21% AB	68 21%	67 19%	70 19%	70 19%	116 20%	101 19%	102 18%	95 21%	94 20%	136 20%	100 18%	87 19%	68 20%	109 21%	86 19%	161 18%	35 23%	133 17%	67 24% AU	30 19%	230 19%	130 20%
NET: 'Low Trust	469 23%	249 25%	220 22%	65 20%	73 20%	98 26% E	87 23%	146 25%	135 25%	133 24%	99 22%	101 21%	147 22%	118 22%	125 27% AM	79 23%	109 21%	105 23%	217 25%	37 25%	184 24%	53 19%	41 25%	278 23%	156 24%
Net Diff	-78 -4%	-75 -8%	-3 *	3 1%	-6 -2%	-28 -8%	-17 -5%	-30 -5%	-35 -7%	-31 -6%	-5 -1%	-7 -2%	-10 -2%	-18 -3%	-39 -8%	-11 -3%	* *	-19 -4%	-56 -6%	-2 -2%	-51 -7%	14 5%	-11 -7%	-48 -4%	-26 -4%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - Supermarkets

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 (NO TRUST AT ALL) (0) (0)	43 2% GK	32 2%	12 2%	7 2%	16 2%	9 2%	- -	42 4% AG	2 1%	36 4% AI	7 1%	26 10% AK	6 1%	27 6% AM	5 2%	33 5% AO	1 1%	36 3% A	4 2%	8 5% A	5 2%	6 4%	3 1%	4 3%	3 1%	3 2%	4 2%	23 2%	14 3%	16 2%	28 2%	7 2%	27 2%
1 (1) (1)	46 2% KOSg	33 2%	12 2%	8 2%	17 2%	8 2%	2 1%	37 4% AG	4 2%	33 4% A	8 1%	14 6% AK	8 2%	23 5% AM	1 *	36 6% AO	1 1%	39 4% A	1 1%	5 3% S	8 3%	4 3%	6 3%	6 4%	2 1%	5 3%	2 1%	31 2%	10 2%	12 2%	23 2%	5 2%	31 3% g
2 (2) (2)	63 3% GIOh	48 3%	15 3%	12 3%	17 2%	19 4%	1 1%	56 6% AG	3 1%	48 5% AI	20 3%	21 8% AK	11 2%	31 7% AM	2 1%	45 7% AO	2 2%	53 5% A	9 3%	6 4%	6 2%	7 5%	10 4%	5 3%	10 4%	2 1%	3 2%	34 3%	25 5% Ad	25 3% h	41 3% h	4 1%	40 3% h
3 (3) (3)	118 6% GIKMOQh	84 6%	34 7%	18 5%	40 6%	25 6%	4 2%	92 9% AG	6 2%	89 10% AI	24 3%	48 19% AK	18 3%	58 13% AM	4 1%	84 13% AO	- -	97 9% AQ	16 6%	13 7%	18 7%	9 6%	16 7%	15 9% A	8 3%	12 7%	6 3%	66 5%	45 9% Acd	39 5%	82 6% h	9 3%	85 7% Ah
4 (4) (4)	198 10% GIKMOQ	147 10%	50 10%	31 9%	74 10%	42 10%	5 3%	136 14% AG	10 4%	136 15% AI	40 5%	45 18% AK	30 6%	77 17% AM	8 3%	107 17% AO	1 1%	157 14% AQ	26 10%	20 11%	29 10%	12 9%	19 8%	16 10%	23 9%	20 12%	12 7%	125 10%	56 11%	67 9%	132 10%	30 10%	136 11% Ag
5 (5) (5)	390 19% GIKLMOQfi	290 19%	98 20%	73 20%	145 20%	72 17%	23 11%	193 20% G	29 11%	180 19% I	97 13%	33 13%	66 13%	93 21% M	14 5%	139 22% O	7 6%	227 21% Q	49 19%	36 21%	55 20%	23 17%	45 19%	25 16%	47 19%	34 20%	26 15%	236 19%	108 21%	114 16%	251 18% f	48 16%	221 18%
6 (6) (6)	350 17% GIMNOPQ	263 17%	87 17%	66 18%	129 18%	69 16%	24 11%	175 18% G	28 11%	162 17% I	116 15%	35 14%	71 14%	63 14%	28 10%	95 15%	4 4%	200 18% Q	49 19%	23 14%	45 16%	21 15%	37 15%	41 25% AX	37 15%	33 20%	28 16%	219 17%	88 17%	124 17%	253 18%	58 19%	231 19%
7 (7) (7)	384 19% HJLNPR	302 20%	80 16%	64 18%	152 21%	86 20%	49 24% H	132 13%	60 24% AJ	135 14%	177 24% AL	18 7%	105 21% N	40 9%	67 24% AP	65 10%	24 20%	169 15%	51 19%	30 18%	65 24% A	28 20%	55 22%	24 15%	49 19%	26 15%	32 19%	259 20% A	87 17%	148 20%	274 20%	58 20%	235 19%
8 (8) (8)	264 13% HJLNPRe	195 13%	69 14%	48 13%	82 11%	66 15%	51 24% AH	82 8%	64 25% AJ	77 8%	170 23% AL	4 2%	121 24% AN	27 6%	81 29% AP	27 4%	29 24% AR	91 8%	37 14%	19 11%	34 12%	16 11%	34 14%	17 10%	49 19% A	22 13%	28 16% e	179 14% e	53 10%	124 17% Agi	197 14% A	43 14%	165 13%
9 (9) (9)	94 5% HJLNPRe	73 5%	21 4%	13 4%	35 5%	24 6%	32 15% AH	29 3%	29 11% AJ	29 3%	68 9% AL	2 1%	48 10% AN	7 2%	52 19% AP	5 1%	37 30% AR	16 2%	13 5%	8 5%	9 3%	6 5%	12 5%	4 3%	17 7%	7 4%	13 8% e	64 5%	15 3%	44 6% A	71 5%	24 8% Agi	58 5%
10 (COMPLETE TRUST) (10) (10)	32 2% HJPRi	25 2%	7 1%	4 1%	14 2%	8 2%	16 8% AH	8 1%	18 7% AJ	8 1%	21 3% A	4 2%	20 4% AN	3 1%	17 6% AP	1 *	14 11% AR	5 *	5 2%	2 1%	2 1%	4 3%	2 1%	3 2%	4 2%	3 2%	6 4% Ade	19 1%	6 1%	13 2%	20 1%	11 4% Afgi	14 1%
Don't know	35 2% HJKMNOPRU defgi	26 2%	9 2%	14 4% AEF	8 1%	4 1%	1 1%	3 *	1 *	1 *	- -	1 *	1 *	2 *	- -	1 *	1 1%	2 *	2 1%	3 1%	- -	2 2% U	4 2%	1 1%	2 1%	2 1%	12 7% Ade	11 1%	1 *	1 *	5 *	2 1%	5 *
Mean	5.72 HJLNPRTVe	5.75	5.62	5.70	5.74	5.81	7.20 AH	5.00	6.93 AJ	5.04	6.53 AL	3.89	6.55 AN	4.45	7.34 AP	4.40	7.79 AR	5.06	5.87 T	5.34	5.68	5.54	5.77	5.40	6.10 Ab	5.65	6.28 Ade	5.81 Ae	5.36	5.95 Agi	5.82 Ai	6.13 Agi	5.65
NET: High Trust	391 19% HJLNPRe	294 19%	97 20%	65 18%	131 18%	98 23%	99 47% AH	119 12%	111 44% AJ	113 12%	259 35% AL	10 4%	189 38% AN	37 8%	150 54% AP	34 5%	80 66% AR	113 10%	55 21%	29 17%	45 16%	26 19%	48 20%	24 15%	70 28% Ab	31 19%	48 28% Ade	261 21% e	74 15%	181 25% Agi	288 21% Ai	78 26% Agi	237 19%
NET: 'Low Trust	469 23% GIKMOQch	345 23%	124 25%	76 21%	164 23%	104 24%	13 6%	363 37% AG	25 10%	343 37% AI	98 13%	154 61% AK	72 14%	216 48% AM	19 7%	305 48% AO	6 5%	381 35% AQ	56 22%	52 30% A	65 24%	38 27%	55 23%	46 29%	46 18%	42 25%	26 15%	280 22% c	151 30% Acd	158 22%	307 22%	55 18%	319 26% Afgh
Net Diff	-78 -4%	-51 -3%	-26 -5%	-11 -3%	-34 -5%	-6 -1%	86 41%	-244 -25%	86 34%	-229 -25%	161 22%	-144 -57%	118 23%	-179 -40%	131 47%	-271 -42%	74 61%	-268 -25%	-2 -1%	-23 -13%	-20 -7%	-12 -8%	-7 -3%	-22 -14%	23 9%	-11 -6%	22 13%	-19 -1%	-76 -15%	23 3%	-19 -1%	23 8%	-82 -7%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - Online retailers, for example, Amazon, Asos and play.com

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 (NO TRUST AT ALL) (0) (0)	46 2% CIMV	31 3% AC	15 1%	12 4% F	7 2%	4 1%	7 2%	15 3%	14 3%	7 1%	11 3%	14 3% J	9 1%	13 2%	17 4% AM	7 2%	15 3%	10 2%	15 2%	6 4%	17 2% V	- -	5 3% V	22 2%	20 3%
1 (1) (1)	29 1%	17 2%	12 1%	2 1%	3 1%	4 1%	2 1%	17 3% ADEG	10 2%	4 1%	5 1%	10 2% J	9 1%	8 1%	6 1%	6 2%	9 2%	5 1%	12 1%	4 2%	12 2%	5 2%	2 1%	18 2%	9 1%
2 (2) (2)	50 2%	31 3%	19 2%	7 2%	5 1%	9 3%	9 2%	19 3%	13 2%	11 2%	13 3%	13 3%	13 2%	12 2%	15 3%	10 3%	11 2%	11 2%	22 3%	6 4%	16 2%	7 2%	7 4%	30 2%	15 2%
3 (3) (3)	77 4% M	38 4%	39 4%	8 3%	13 4%	19 5%	11 3%	26 4%	26 5%	19 3%	14 3%	18 4%	15 2%	27 5% M	20 4% M	16 5% M	19 4%	19 4%	34 4%	6 4%	30 4%	6 2%	5 3%	41 3%	31 5%
4 (4) (4)	104 5%	52 5%	52 5%	15 5%	12 3%	18 5%	22 6%	36 6%	24 5%	32 6%	22 5%	26 6%	36 5%	32 6%	17 4%	19 5%	22 4%	23 5%	50 6%	10 6%	39 5%	20 7%	10 6%	69 6%	28 4%
5 (5) (5)	330 16% C	180 18% AC	150 15%	50 16%	65 18%	62 17%	66 17%	88 15%	89 17%	94 17%	61 14%	86 18%	110 16%	106 20% AO	64 14%	50 15%	94 18%	69 15%	144 16%	23 15%	132 17%	47 17%	30 19%	209 17%	97 15%
6 (6) (6)	310 15% T	148 15%	163 16%	43 13%	66 18%	52 14%	59 16%	91 15%	89 17%	85 15%	75 17%	61 13%	102 15%	73 13%	86 19% AN	49 14%	76 15%	78 17% T	144 16% T	13 8%	113 15%	44 16%	21 13%	177 15%	105 16%
7 (7) (7)	440 22% L	218 22%	222 22%	70 22%	71 20%	84 23%	89 24%	127 21%	110 21%	136 24% L	113 25% L	82 17%	158 23%	113 21%	94 20%	76 22%	102 20%	97 21%	216 24% AQT	25 17%	170 22%	56 20%	34 21%	259 22%	138 21%
8 (8) (8)	363 18% B	161 16%	202 20% AB	57 18%	75 21%	59 16%	66 17%	106 18%	97 18%	96 17%	81 18%	89 19%	129 19%	96 18%	79 17%	59 17%	90 17%	89 19%	155 18%	28 18%	129 17%	65 24% AU	26 16%	220 18%	115 18%
9 (9) (9)	173 9%	85 9%	87 9%	29 9%	25 7%	39 11%	28 7%	51 9%	47 9%	50 9%	35 8%	41 9%	60 9%	40 7%	41 9%	32 9%	41 8%	35 8%	73 8%	24 16% AQRS	67 9%	21 8%	14 9%	101 8%	55 9%
10 (COMPLETE TRUST) (10) (10)	61 3% BHSV	21 2%	41 4% AB	15 5% H	12 3%	12 3%	12 3%	11 2%	13 2%	20 4%	12 3%	16 3%	24 4%	14 3%	15 3%	8 2%	25 5% AS	17 4% S	16 2%	3 2%	26 3% V	2 1%	5 3%	34 3%	22 3%
Don't know	35 2% HSV	17 2%	18 2%	12 4% AH	6 2% H	8 2% H	6 2%	3 *	3 1%	10 2% I	7 1%	16 3% AI	10 1%	6 1%	7 2%	11 3% AN	17 3% AS	7 2%	6 1%	5 4% S	13 2%	1 *	3 2%	17 1%	10 2%
Mean	6.27 BH	6.08	6.45 AB	6.35	6.38 H	6.36	6.32	6.07	6.18	6.43 AIL	6.31	6.15	6.48 ANO	6.12	6.18	6.22	6.27	6.32	6.25	6.21	6.27	6.37	6.11	6.28	6.24
NET: High Trust	597 30% B	267 27%	330 32% AB	101 31%	113 31%	110 30%	105 28%	168 28%	156 29%	166 29%	128 29%	147 31%	213 32%	150 28%	135 29%	99 29%	157 30%	141 31%	244 28%	55 36% S	222 29%	89 32%	45 28%	356 30%	192 30%
NET: 'Low Trust	307 15% CEM	170 17% AC	137 13%	46 14%	41 11%	55 15%	52 14%	113 19% AEG	87 16%	73 13%	65 15%	82 17%	81 12%	92 17% M	76 16% M	58 17% M	75 14%	68 15%	133 15%	30 20%	114 15%	38 14%	29 18%	180 15%	103 16%
Net Diff	291 14%	97 10%	194 19%	55 17%	71 20%	55 15%	54 14%	55 9%	69 13%	94 17%	63 14%	65 14%	132 20%	59 11%	59 13%	41 12%	81 16%	73 16%	112 13%	25 16%	108 14%	51 19%	17 10%	175 15%	90 14%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - Online retailers, for example, Amazon, Asos and play.com

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 (NO TRUST AT ALL) (0) (0)	46 2% KMOg	32 2%	14 3%	7 2%	17 2%	8 2%	2 1%	41 4% AG	2 1%	39 4% AI	7 1%	23 9% AK	6 1%	30 7% AM	1 1%	42 6% AO	1 1%	36 3% A	6 2%	7 4%	4 2%	3 2%	5 2%	6 4%	3 1%	5 3%	3 2%	27 2%	15 3%	14 2%	24 2%	3 1%	35 3% gh
1 (1) (1)	29 1% KOg	20 1%	9 2%	7 2%	11 1%	3 1%	1 1%	24 2% A	2 1%	20 2% A	5 1%	13 5% AK	5 1%	17 4% AM	- -	24 4% AO	1 1%	23 2% A	2 1%	3 1%	5 2%	5 4% A	2 1%	2 1%	3 1%	1 1%	1 1%	19 2%	8 1%	8 1%	15 1%	3 1%	17 1%
2 (2) (2)	50 2% BKO	29 2%	21 4% AB	7 2%	15 2%	7 2%	1 1%	42 4% AG	2 1%	39 4% AI	9 1%	21 8% AK	9 2%	23 5% AM	1 *	47 7% AO	- -	45 4% AQ	7 3%	4 3%	3 1%	5 4%	5 2%	6 4%	9 4%	3 2%	3 2%	31 2%	16 3%	18 2%	33 2%	3 1%	34 3% h
3 (3) (3)	77 4% GOh	54 4%	23 5%	10 3%	27 4%	16 4%	2 1%	62 6% AG	6 2%	52 6% AI	21 3%	31 12% AK	14 3%	37 8% AM	1 *	65 10% AO	3 3%	63 6% A	5 2%	11 7% S	15 5%	5 3%	11 5%	7 4%	6 2%	6 3%	3 2%	52 4%	21 4%	25 3%	56 4% h	5 2%	56 4% h
4 (4) (4)	104 5% IKMO	74 5%	30 6%	17 5%	40 5%	18 4%	8 4%	69 7% A	6 3%	70 7% AI	21 3%	28 11% AK	15 3%	40 9% AM	2 1%	65 10% AO	2 2%	79 7% AQ	15 6%	9 5%	18 6%	7 5%	13 5%	6 3%	11 4%	11 7%	6 4%	58 5%	35 7%	31 4%	69 5%	15 5%	69 5%
5 (5) (5)	330 16% GIKMOQfgi	245 16%	83 17%	72 20% AE	106 15%	67 15%	18 9%	173 18% G	19 7%	177 19% AI	65 9%	38 15% K	43 8%	88 20% AM	9 3%	133 21% AO	3 2%	209 19% AQ	38 15%	35 20%	37 13%	26 19%	38 16%	26 16%	38 15%	26 16%	26 15%	199 16%	87 17%	100 14%	192 14%	45 15%	181 15%
6 (6) (6)	310 15% FGIKMOQ	237 16%	73 15%	57 16%	128 18% AF	52 12%	19 9%	143 14% G	24 10%	145 16% I	95 13%	31 12%	58 12%	72 16%	16 6%	96 15% O	3 3%	193 18% AQ	33 13%	27 16%	48 18%	20 15%	38 16%	31 19%	36 14%	26 15%	21 12%	193 15%	87 17%	112 15%	221 16% h	35 12%	199 16% h
7 (7) (7)	440 22% HJLNOPR	331 22%	108 22%	67 19%	161 22%	103 24%	49 24%	181 18%	59 23%	169 18%	181 24% L	30 12%	122 24% N	53 12%	46 16%	88 14%	23 19%	219 20%	61 23%	34 20%	76 28% A	31 22%	56 23%	34 21%	46 18%	40 24%	43 25%	282 22%	106 21%	166 23%	312 23%	76 25%	277 22%
8 (8) (8)	363 18% HJLNPR	280 18%	83 17%	63 18%	124 17%	93 22% A	53 25% AH	154 16%	67 27% AJ	139 15%	194 26% AL	27 11%	122 24% AN	64 14%	87 31% AP	50 8%	27 22% R	159 15%	56 21%	27 16%	46 17%	17 13%	42 17%	27 16%	60 24% A	28 16%	32 19%	230 18%	95 19%	152 21% A	288 21% A	56 19%	244 20% A
9 (9) (9)	173 9% HJLNPRUe	139 9%	34 7%	27 8%	65 9%	46 11%	38 18% AH	65 7%	47 18% AJ	61 7%	111 15% AL	5 2%	79 16% AN	19 4%	79 28% AP	17 3%	36 30% AR	48 4%	28 11%	11 7%	15 5%	15 11% U	21 9%	11 7%	29 11%	13 8%	14 8% e	130 10% Ae	22 4%	76 10% Ai	124 9%	39 13% Agi	103 8%
10 (COMPLETE TRUST) (10) (10)	61 3% CJNPRi	54 4% AC	7 1%	8 2%	26 4%	19 4%	17 8% AH	23 2%	19 8% AJ	17 2%	38 5% AL	3 1%	31 6% AN	5 1%	36 13% AP	9 1%	21 18% AR	14 1%	8 3%	4 2%	8 3%	2 2%	9 4%	3 2%	7 3%	7 4%	9 5%	34 3%	19 4%	23 3%	40 3%	20 7% Afgi	29 2%
Don't know	35 2% FGHIJKMOPR Udefghi	24 2%	10 2%	15 4% AEF	7 1%	1 *	- -	7 1%	- -	5 1%	- -	1 *	1 *	4 1%	- -	3 *	1 1%	4 *	2 1%	- -	- -	1 *	4 1%	3 2%	3 1%	2 1%	11 6% Ade	12 1%	1 *	1 *	4 *	- -	5 *
Mean	6.27 CHILNPRTe	6.37 AC	5.97	6.20	6.32	6.61 ADE	7.32 AH	5.74	7.30 AJ	5.72	7.04 AL	4.55	7.02 AN	5.16	8.05 AP	4.83	7.98 AR	5.70	6.50 T	5.86	6.24	6.00	6.35	6.02	6.54 A	6.30	6.64 Ae	6.33 e	6.05	6.50 Ai	6.41 Ai	6.83 Afgi	6.22
NET: High Trust	597 30% CHIJNPR	473 31% AC	124 25%	98 28%	216 30%	159 37% ADE	109 52% AH	243 25%	133 52% AJ	217 23%	343 46% AL	35 14%	232 46% AN	88 20%	202 73% AP	76 12%	84 69% AR	222 20%	92 35% AT	42 25%	69 25%	35 25%	72 29%	41 25%	96 38% Ab	48 28%	56 32%	394 31%	136 27%	251 35% Ai	451 33% Ai	115 38% Agi	377 30%
NET: 'Low Trust	307 15% BFGIKMOQcfh	209 14%	96 19% AB	48 13%	109 15%	52 12%	14 7%	239 24% AG	18 7%	219 24% AI	64 9%	116 46% AK	49 10%	146 32% AM	6 2%	244 38% AO	8 6%	245 22% AQ	36 14%	35 20%	45 16%	26 19%	36 15%	27 17%	32 13%	27 16%	17 10%	187 15%	94 18% Ac	95 13%	198 14% h	29 10%	210 17% Afgh
Net Diff	291 14%	264 17%	28 6%	51 14%	106 15%	107 25%	95 45%	4 *	115 45%	-2 *	279 37%	-81 -32%	183 36%	-58 -13%	196 70%	-167 -26%	76 63%	-23 -2%	57 22%	7 4%	25 9%	10 7%	36 15%	14 9%	64 25%	21 13%	39 23%	207 16%	42 8%	156 21%	254 18%	86 29%	166 13%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - Internet companies, such as search engines and social media

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 (NO TRUST AT ALL) (0) (0)	79 4% CJS	51 5% AC	27 3%	10 3%	15 4%	8 2%	17 5%	27 5%	26 5% J	14 3%	16 4%	21 5%	19 3%	20 4%	28 6% AM	12 4%	24 5%	22 5%	26 3%	7 5%	23 3%	6 2%	12 7% AUV	40 3%	34 5% A
1 (1) (1)	57 3% D	28 3%	29 3%	3 1%	9 2%	11 3%	14 4% D	20 3% D	13 2%	18 3%	11 2%	14 3%	19 3%	13 2%	17 4%	8 2%	16 3%	11 2%	26 3%	4 2%	22 3%	6 2%	3 2%	30 3%	23 4%
2 (2) (2)	97 5%	51 5%	46 5%	15 5%	17 5%	13 4%	19 5%	33 6%	25 5%	24 4%	18 4%	30 6%	26 4%	24 4%	24 5%	24 7% M	24 5%	16 4%	47 5%	10 7%	33 4%	12 4%	13 8%	57 5%	32 5%
3 (3) (3)	193 10% W	98 10%	94 9%	25 8%	30 8%	42 11%	36 9%	60 10%	60 11%	53 9%	36 8%	44 9%	59 9%	59 11%	41 9%	33 10%	39 7%	50 11%	95 11% Q	9 6%	77 10%	34 12% W	8 5%	119 10%	61 10%
4 (4) (4)	214 11%	102 10%	112 11%	32 10%	35 10%	39 11%	36 10%	72 12%	53 10%	76 14% AL	46 10%	39 8%	73 11%	63 12%	40 9%	39 12%	44 8%	53 11%	98 11%	20 13%	78 10%	30 11%	23 14%	130 11%	63 10%
5 (5) (5)	419 21%	208 21%	211 21%	58 18%	89 25% D	82 22%	76 20%	114 19%	110 21%	119 21%	92 21%	97 21%	149 22%	99 18%	99 21%	71 21%	121 23%	90 20%	177 20%	30 20%	161 21%	54 20%	38 23%	253 21%	136 21%
6 (6) (6)	338 17% Y	161 16%	177 17%	57 18%	67 19%	56 15%	64 17%	94 16%	90 17%	95 17%	85 19%	68 14%	103 15%	109 20% AMP	77 17%	49 14%	85 16%	73 16%	163 18% T	17 11%	147 19% AW	52 19%	20 12%	219 18% AY	92 14%
7 (7) (7)	298 15%	151 15%	147 14%	50 15%	43 12%	59 16%	60 16%	86 15%	81 15%	81 14%	62 14%	74 16%	105 16%	78 14%	67 14%	48 14%	63 12%	77 17% Q	137 15%	21 14%	100 13%	46 17%	26 16%	171 14%	101 16%
8 (8) (8)	186 9% X	83 8%	104 10%	36 11%	28 8%	35 9%	35 9%	52 9%	47 9%	43 8%	52 12% J	44 9%	72 11%	42 8%	40 9%	33 10%	54 10%	39 8%	77 9%	17 11%	65 8%	23 9%	10 6%	98 8%	63 10%
9 (9) (9)	68 3%	33 3%	35 3%	13 4%	10 3%	10 3%	10 3%	25 4%	14 3%	19 3%	14 3%	21 4%	25 4%	18 3%	13 3%	12 3%	22 4%	12 3%	23 3%	11 8% ARS	30 4%	8 3%	6 3%	44 4%	18 3%
10 (COMPLETE TRUST) (10) (10)	24 1% HL	11 1%	13 1%	8 3% AGH	8 2% H	3 1%	2 1%	2 *	5 1%	9 2% L	10 2% L	1 *	9 1%	5 1%	9 2% P	1 *	8 1%	6 1%	10 1%	1 1%	12 2%	1 *	1 1%	14 1%	7 1%
Don't know	46 2% HS	23 2%	24 2%	14 4% AH	10 3% H	11 3% H	8 2%	4 1%	9 2%	11 2%	7 2%	19 4% AJK	15 2%	11 2%	8 2%	13 4% A	21 4% AS	12 3% S	9 1%	5 3%	16 2%	4 1%	3 2%	23 2%	15 2%
Mean	5.19 B	5.08	5.30 AB	5.55 AEGH	5.16	5.24	5.10	5.04	5.07	5.19	5.39 I	5.12	5.36 AO	5.16	5.05	5.08	5.24	5.15	5.17	5.27	5.26	5.24	4.91	5.21	5.08
NET: High Trust	278 14%	127 13%	152 15%	58 18% AG	46 13%	48 13%	47 13%	79 13%	66 12%	71 13%	76 17% I	66 14%	106 16%	65 12%	61 13%	45 13%	84 16%	56 12%	110 12%	29 19% RS	107 14%	32 12%	17 11%	157 13%	88 14%
NET: 'Low Trust	640 32% D	331 33%	309 30%	86 27%	107 30%	113 31%	121 32%	213 36% ADE	178 33%	186 33%	127 28%	149 31%	195 29%	178 33%	150 33%	116 34%	147 28%	152 33%	291 33%	50 33%	232 30%	87 32%	59 36%	377 31%	213 33%
Net Diff	-361 -18%	-204 -20%	-157 -15%	-28 -9%	-61 -17%	-65 -18%	-74 -20%	-134 -23%	-112 -21%	-115 -20%	-51 -11%	-83 -17%	-89 -13%	-113 -21%	-89 -19%	-70 -21%	-63 -12%	-96 -21%	-182 -20%	-21 -14%	-124 -16%	-54 -20%	-42 -26%	-220 -18%	-124 -19%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q3. Please tell me on a score of 0-10 how much you personally trust each of the institutions below. 0 means you do not trust an institution at all, and 10 means you have complete trust. - Internet companies, such as search engines and social media

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 (NO TRUST AT ALL) (0) (0)	79 4% BKMOQg	47 3%	31 6% AB	10 3%	25 3%	13 3%	3 1%	62 6% AG	7 3%	54 6% A	11 1%	36 14% AK	6 1%	44 10% AM	- -	79 12% AO	- -	71 6% AQ	6 2%	9 5%	7 3%	7 5%	7 3%	11 7% A	7 3%	10 6%	2 1%	45 4%	26 5% c	23 3%	45 3%	6 2%	52 4% gh
1 (1) (1)	57 3% KO	40 3%	16 3%	11 3%	20 3%	10 2%	4 2%	45 5% A	5 2%	37 4% A	8 1%	25 10% AK	8 2%	33 7% AM	- -	57 9% AO	1 1%	50 5% A	5 2%	6 4%	8 3%	9 6% A	8 3%	5 3%	3 1%	4 3%	4 2%	34 3%	17 3%	18 3%	37 3%	7 2%	32 3%
2 (2) (2)	97 5% GIKO	70 5%	28 6%	22 6%	27 4%	21 5%	3 1%	76 8% AG	5 2%	78 8% AI	22 3%	25 10% AK	19 4%	39 9% AM	- -	97 15% AO	2 2%	84 8% AQ	10 4%	16 9% AS	11 4%	5 3%	8 3%	10 6%	9 4%	16 9% AZ	4 2%	54 4%	36 7% Acd	30 4%	73 5%	10 3%	70 6% A
3 (3) (3)	193 10% BGIKMOQdf	132 9%	61 12% AB	40 11%	60 8%	32 7%	10 5%	139 14% AG	12 5%	132 14% AI	45 6%	58 23% AK	27 5%	85 19% AM	- -	193 30% AO	2 2%	168 15% AQ	23 9%	25 14% A	28 10%	12 9%	27 11%	19 12%	16 6%	12 7%	11 6%	107 8%	70 14% Acd	55 8%	128 9% f	20 7%	141 11% Afgh
4 (4) (4)	214 11% EGOQ	151 10%	64 13%	28 8%	63 9%	59 14% ADE	11 5%	126 13% AG	19 7%	121 13% AI	70 9%	36 14% K	45 9%	68 15% AM	- -	214 34% AO	1 1%	164 15% AQ	33 13%	20 12%	34 12%	16 12%	26 11%	18 11%	23 9%	17 10%	12 7%	135 11%	58 11%	76 11%	137 10%	24 8%	130 10%
5 (5) (5)	419 21% FGIKLMOPQ Ui	311 20%	106 21%	80 22% F	164 23% F	67 15%	32 15%	191 19%	32 12%	182 20% I	106 14%	33 13%	62 12%	80 18% M	- -	- -	2 2%	233 21% Q	56 21%	43 25%	42 15%	30 22%	51 21%	27 17%	42 17%	34 20%	36 21%	260 21%	104 20%	142 20%	273 20%	60 20%	233 19%
6 (6) (6)	338 17% CGHILNOPR	275 18% AC	60 12%	55 15%	145 20% A	75 17%	24 11%	137 14%	37 15%	131 14%	134 18% L	15 6%	87 17% N	50 11%	- -	- -	12 10%	159 15%	40 15%	22 13%	58 21% AV	15 11%	43 18%	27 17%	51 20%	33 20%	34 20%	221 17%	78 15%	139 19% A	240 17%	49 16%	211 17%
7 (7) (7)	298 15% CHJLNOPR	241 16% AC	57 11%	54 15%	115 16%	72 17%	42 20% AH	116 12%	53 21% AJ	102 11%	155 21% AL	12 5%	97 19% AN	25 5%	- -	- -	19 16% R	97 9%	45 17%	21 12%	43 16%	22 16%	37 15%	25 15%	44 17%	22 13%	24 14%	199 16%	72 14%	114 16%	224 16% A	49 17%	197 16%
8 (8) (8)	186 9% HJLNPRTe	145 10%	42 8%	31 9%	61 8%	52 12% AE	42 20% AH	56 6%	51 20% AJ	62 7%	131 18% AL	6 3%	95 19% AN	16 3%	186 67% AP	- -	33 27% AR	50 5%	26 10% T	7 4%	26 9%	11 8%	25 10%	13 8%	35 14% A	16 10%	25 15% Ade	123 10%	36 7%	77 11%	140 10% A	38 13% A	122 10%
9 (9) (9)	68 3% HJLNPRTe	54 4%	14 3%	8 2%	26 4%	20 5%	29 14% AH	20 2%	26 10% AJ	18 2%	46 6% AL	1 *	42 8% AN	6 1%	68 24% AP	- -	36 30% AR	8 1%	13 5% T	1 1%	10 4%	4 3%	4 2%	3 2%	12 5% b	2 1%	5 3%	51 4% Ae	8 2%	39 5% Agj	52 4% i	23 8% Agj	36 3%
10 (COMPLETE TRUST) (10) (10)	24 1% CPR	22 1%	2 *	1 *	12 2%	9 2% D	10 5% AH	9 1%	8 3% AJ	7 1%	15 2% A	2 1%	15 3% AN	2 *	24 9% AP	- -	13 11% AR	3 *	3 1%	- -	6 2%	2 1%	2 1%	1 1%	5 2%	- -	1 1%	18 1%	5 1%	7 1%	15 1%	11 4% Afgj	13 1%
Don't know	46 2% EFHJKMNOP RUdefghi	31 2%	15 3%	17 5% AEF	10 1%	4 1%	1 1%	10 1%	- -	8 1%	4 1%	2 1%	2 *	3 1%	- -	- -	1 1%	5 *	3 1%	3 1%	1 *	4 3% U	4 2%	1 1%	3 1%	3 2%	14 8% Ade	19 1% e	1 *	5 1%	14 1%	2 1%	12 1%
Mean	5.19 CHJLNPRTVe	5.33 AC	4.74	5.08	5.36 A	5.50 AD	6.58 AH	4.53	6.27 AJ	4.55	6.06 AL	3.25	6.17 AN	3.81	8.42 AP	2.64	7.83 AR	4.30	5.46 AT	4.42	5.38	4.95	5.19	4.80	5.77 Ab	4.87	5.71 Ae	5.33 Ae	4.77	5.45 Agj	5.30 Ai	5.87 Afgj	5.14
NET: High Trust	278 14% HJLNPRTe	221 15%	58 12%	40 11%	99 14%	81 19% ADE	81 39% AH	85 9%	84 33% AJ	87 9%	192 26% AL	10 4%	152 30% AN	23 5%	278 100% AP	- -	82 67% AR	61 6%	43 16% T	8 5%	42 15%	17 12%	31 13%	17 11%	53 21% Ab	18 11%	31 18% e	192 15% Ae	49 10%	123 17% Ai	207 15% A	72 24% Afgj	171 14%
NET: 'Low Trust	640 32% BEGIKMOQZ dfh	440 29%	199 40% AB	111 31%	194 27%	134 31%	31 15%	448 45% AG	48 19%	424 45% AI	156 21%	181 72% AK	105 21%	270 60% AM	- -	640 100% AO	6 5%	537 49% AQ	76 29%	76 44% AS	88 32%	49 35%	77 32%	64 40% A	58 23%	59 35% Z	33 19%	375 30% c	207 41% Acd	203 28% h	420 30% h	67 22%	424 34% Afgh
Net Diff	-361 -18%	-219 -14%	-141 -29%	-71 -20%	-95 -13%	-53 -12%	50 24%	-363 -37%	36 14%	-337 -36%	37 5%	-171 -68%	47 9%	-246 -55%	278 100%	-640 -100%	76 62%	-476 -44%	-34 -13%	-68 -39%	-46 -17%	-32 -23%	-46 -19%	-47 -29%	-5 -2%	-41 -24%	-1 -1%	-184 -15%	-158 -31%	-80 -11%	-213 -15%	5 2%	-253 -20%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q4A. Thinking about a company you are a customer of (for example your bank or main supermarket), what actions by them, if any, do you think would make you most likely to stop using them?
Base: SPLIT SAMPLE A

																	GCSE/O Level/NV	A Level o	Degree/M asters/Ph	No forma qualificati			Self-	ANY	ANY NOT
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	9% DQ	10%	8%	4%	10% D	13% ADH	12% DH	7%	9%	10%	11%	6%	10%	9%	8%	9%	6%	8%	11% AQ	7% *	11%	10%	8% *	10%	9%
	62 6% DH	31 6%	31 6%	4 2%	10 6%	20 10% ADH	18 9% DH	12 4%	17 6%	20 7%	16 7%	9 4%	22 7%	15 6%	14 6%	11 7%	12 5%	12 5%	35 8%	3 4% *	28 8%	9 7%	6 7% *	44 8% A	17 5%
Misleading advertising /	14 1%	10 2%	4 1%	1 1%	4 2% F	- -	4 2%	5 2%	2 1%	4 1%	6 3%	2 1%	7 2%	3 1%	3 1%	- -	1 *	3 1%	8 2%	1 2% *	6 2%	3 2%	- - *	9 2%	4 1%
	2%	2%	2%	1%	2%	3%	1%	1%	2%	1%	1%	2%	1%	2%	1%	2%	*	2%	2%	2% *	1%	1%	1% *	1%	3%
	17% BH	12%	22% AB	23% AH	23% AGH	17%	15%	12%	17%	17%	16%	18%	17%	17%	17%	17%	14%	14%	21% AQR	12% *	18%	17%	13% *	17%	16%
	1% I	2%	1%	2% F	1%	-	1%	1%	-	2% I	1%	1% I	2%	1%	1%	-	1%	1%	1%	- *	1%	*	1% *	1%	1%
	1%	*	1%	*	3% AGH	*	1%	*	*	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1% *	1%	2%	* *	1%	1%
	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2% A	1%	1%	*	2% A	* *	1%	2%	1% *	1%	*
	151 15% BH	54 11%	97 19% AB	33 21% AH	31 19% H	31 16% H	26 13%	30 10%	44 16%	43 15%	30 14%	34 15%	46 15%	43 16%	37 15%	25 15%	31 12%	28 12%	84 19% AQR	9 11% *	57 16%	19 14%	10 12% *	85 15%	53 15%
Low quality	102 10% BH	38 8%	64 12% AB	22 14% H	26 16% AGH	23 12% H	17 9%	13 4%	30 11%	31 11%	21 9%	20 9%	31 10%	30 11%	24 10%	17 10%	20 8%	18 8%	59 13% AQT	4 5% *	42 12%	11 8%	7 8% *	60 10%	30 9%
Arrogance	27 3% BH	6 1%	22 4% AB	7 4% H	9 5% AH	6 3% H	4 2%	2 1%	8 3%	8 3%	5 2%	7 3%	9 3%	8 3%	6 2%	4 2%	4 1%	10 4%	13 3%	2 2% *	7 2%	4 3%	2 2% *	13 2%	12 3%
	35 3%	14 3%	21 4%	5 3%	2 1%	5 3%	6 3%	16 6% AE	9 3%	8 3%	8 4%	10 4%	11 4%	8 3%	10 4%	6 4%	11 4%	4 2%	18 4%	3 4% *	11 3%	5 4%	3 4% *	19 3%	15 4%
	3% B	2%	4% AB	2%	3%	2%	3%	2%	2%	2%	3%	5%	3%	2%	3%	2%	2%	5% AS	2%	2% *	1%	3%	6% U*	3%	3%
	1% BH	*	2% AB	2% H	1% H	1%	1% H	-	1%	1%	-	3% AK	1%	1%	1%	1%	1%	1%	1%	1% *	*	1%	2% U*	1%	1%
	2%	1%	2%	-	3% D	2%	2%	2%	1%	1%	3%	2%	2%	1%	2%	2%	1%	4% AQS	1%	1% *	1%	2%	4% *	2%	2%
	3%	3%	3%	4%	2%	2%	3%	4%	4%	2%	5%	2%	4%	4%	2%	2%	3%	4%	3%	1% *	4%	2%	3% *	3%	3%
	2% F	2%	3%	3% F	4% AF	*	1%	2%	2%	1%	2%	2%	1%	4% A	2%	1%	1%	3%	2%	2% *	1%	2%	2% *	1%	3%
Treating staff / employees	15 2% BF	3 1%	13 2% AB	3 2% F	5 3% F	- -	2 1%	5 2%	4 2%	2 1%	4 2%	4 2%	3 1%	8 3% A	4 2%	1 *	3 1%	4 2%	7 2%	1 2% *	3 1%	2 2%	1 1% *	6 1%	8 2%
	1%	1%	1%	1%	2%	-	*	*	1%	1%	1%	*	*	1%	1%	*	*	1%	1%	- *	*	2%	1% *	1%	1%
	12% Q	10%	13%	14%	10%	12%	8%	14% G	15%	13%	9%	9%	10%	15%	13%	9%	6%	12% Q	16% AQT	6% *	11%	11%	12% *	11%	11%
	18 2% KM	7 2%	10 2%	5 3%	4 2%	3 1%	2 1%	4 1%	8 3% AK	5 2%	-	2%	1%	2%	3% M	1%	1%	2%	2%	1% *	2%	3%	3% *	2%	1%
Disrespect for people as human	6 1%	3 1%	3 1%	1 1%	2 1%	-	1 *	2 1%	4 1%	1 *	-	1 1%	1 *	2 1%	3 1%	-	1 1%	2 1%	3 1%	- - *	3 1%	1 1%	2 2% *	6 1%	- -
	13 1% M	5 1%	8 2%	4 2%	3 2%	3 1%	1 *	3 1%	6 2% K	4 1%	-	2 1%	1 *	6 2% M	4 2%	2 1%	2 1%	2 1%	8 2%	1 1% *	5 1%	3 2%	1 1% *	9 1%	3 1%
	2% M	2%	2%	2%	1%	1%	1%	2%	2%	2%	2%	1%	1%	2%	2%	2%	1%	1%	3% AR	* *	2%	2%	4% *	2%	2%
	1% J	2%	1%	1%	2%	1%	1%	1%	2% AJK	*	*	2% JK	*	1%	3% AMP	*	*	1%	2%	* *	*	2%	3% AU*	1%	1%
	9% Q	8%	11%	12%	6%	10%	6%	11%	11%	11%	8%	7%	9%	10%	10%	8%	4%	10% Q	13% AQ	5% *	9%	7%	9% *	8%	10%
Unethical /	58 6% Q	27 5%	31 6%	11 7%	6 4%	14 7%	10 5%	17 6%	19 7%	24 8% AKL	8 4%	7 3%	18 6%	21 7%	14 5%	6 3%	7 3%	12 5%	36 8% AQ	3 4% *	20 6%	8 6%	4 5% *	32 6%	19 6%
Environmental issues / unethical	6 1% B	1 *	5 1%	-	3 2% A	-	-	3 1%	2 1%	2 1%	1 1%	1 1%	1 *	2 1%	1 *	2 1%	-	1 1%	4 1%	1 2% *	2 1%	-	1 1% *	3 *	4 1%
	38 4% BQ	13 3%	25 5%	9 6% G	3 2%	8 4%	3 2%	15 5%	11 4%	9 3%	9 4%	10 4%	9 3%	12 4%	11 4%	6 4%	3 1%	10 4% Q	23 5% Q	2 3% *	13 4%	3 2%	4 4% *	20 3%	15 4%
	12%	11%	14%	11%	10%	17% AE	14%	11%	13%	12%	11%	13%	16% AOP	13%	10%	9%	9%	14%	13%	13% *	12%	16%	16% *	13%	12%
	2% B	1%	3% AB	1%	2%	3%	3%	1%	1%	1%	3%	4% I	3%	1%	2%	1%	3%	2%	2%	- *	1%	4% U	1% *	2%	2%
Dishonesty / Deceitfulness /	86 9%	47 9%	39 8%	10 6%	9 6%	22 12% E	19 10%	25 8%	28 10%	24 9%	18 8%	16 7%	34 11%	27 10%	16 6%	10 6%	15 6%	22 10%	41 9%	8 10% *	33 9%	12 9%	9 11% *	54 9%	26 8%
	3% K	2%	3%	5%	2%	3%	3%	2%	4% K	3%	1%	3%	3%	3%	1%	2%	1%	3%	3%	3% *	2%	3%	4% *	2%	3%
	4% U	4%	4%	1%	3%	3%	5%	6% D	4%	6% AL	3%	2%	4%	4%	3%	4%	3%	2%	5% A	1% *	2%	5% U	4% *	3%	6% AX
	2% U	2%	1%	1%	2%	1%	1%	3%	2%	2%	1%	1%	2%	1%	1%	2%	2%	1%	2%	- *	1%	2%	2% *	1%	3%
	14 1% B	3 1%	11 2% AB	- -	- -	2 1%	4 2%	7 2%	3 1%	8 3% AL	2 1%	1 *	5 2%	3 1%	4 2%	2 1%	2 1%	1 *	11 2% A	- - *	3 1%	3 2%	1 1% *	6 1%	7 2%
	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	*	1%	2%	1%	1%	1%	1%	1%	1% *	1%	1%	1% *	1%	2%
	7%	6%	8%	7%	5%	6%	7%	8%	6%	10% AL	6%	4%	6%	6%	8%	9%	7%	8%	7%	4% *	5%	8%	6% *	6%	8%
Losing personal / confidential	10 1%	4 1%	6 1%	- -	- -	5 3% ADE	2 1%	3 1%	3 1%	5 2%	1 1%	1 1%	3 1%	2 1%	3 1%	2 1%	2 1%	1 *	6 1%	1 1% *	6 2%	- -	- - *	6 1%	4 1%
	1% UX	1%	2%	2%	2%	1%	1%	1%	2%	2%	*	1%	1%	2%	2%	1%	2%	1%	2%	1% *	*	1%	- *	*	2% X
	30 3%	13 3%	17 3%	3 2%	3 2%	4 2%	8 4%	13 4%	6 2%	13 4%	6 3%	5 2%	10 3%	7 2%	7 3%	6 4%	9 4%	7 3%	12 3%	1 1% *	8 2%	5 4%	3 3% *	15 3%	12 4%
Data protection breach / data	15 1%	5 1%	10 2%	6 4% A	2 1%	2 1%	2 1%	3 1%	7 2%	4 1%	3 1%	1 1%	4 1%	3 1%	4 2%	3 2%	3 1%	5 2%	7 2%	- - *	4 1%	3 2%	1 1% *	8 1%	4 1%
	1% X	1%	2%	2%	1%	*	*	2%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	2%	2% *	1%	-	1% *	1%	2% X
	24% S	25%	22%	18%	26%	20%	26%	26% D	24%	20%	30% AI	21%	22%	23%	26%	25%	26% S	28% S	20%	25% *	25%	27%	20% *	25%	24%
Price / overcharging / ripping me	190 19% FMS	95 19%	95 19%	27 17%	34 21%	25 13%	42 21% F	63 21% F	51 18%	44 16%	56 25% AI	39 17%	48 15%	52 19%	57 23% M	33 20%	58 23% S	51 23% S	64 14%	18 22% *	71 20%	28 22%	14 17% *	114 20%	66 20%
	16 2%	9 2%	6 1%	1 1%	6 4% ADH	4 2%	2 1%	2 1%	4 1%	3 1%	4 2%	5 2%	6 2%	1 *	3 1%	5 3% N	3 1%	6 2%	6 1%	1 2% *	6 2%	2 2%	- - *	9 2%	6 2%
	5%	5%	4%	3%	6%	5%	5%	5%	6%	4%	4%	4%	6%	4%	3%	3%	3%	5%	6%	1% *	4%	6%	4% *	5%	5%
	3%	3%	2%	2%	1%	2%	4%	3%	3%	3%	2%	3%	2%	1%	4%	3%	1%	3%	3%	3% *	2%	3%	4% *	3%	3%
Large bonuses / salary / huge	17 2%	10 2%	7 1%	1 1%	1 1%	1 *	6 3% F	8 3%	5 2%	5 2%	4 2%	3 2%	4 1%	2 1%	7 3%	4 2%	2 1%	3 1%	9 2%	3 3% *	4 1%	4 3%	3 3% *	11 2%	6 2%
	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	-	1%	1%	1%	1%	1%	-	1%	1%	- *	*	1%	1% *	1%	1%
	1%	1%	*	-	1%	*	1%	1%	1%	-	1%	1%	-	*	1%	2% M	1%	*	1%	- *	1%	1%	1% *	1%	*
	2% F	2%	2%	3%	2%	2%	2%	2%	3%	1%	1%	3%	2%	3% F	2% F	-	2%	3%	2%	- *	2%	1%	2% *	1%	2%
	1% B	*	1% B	-	1%	-	1%	1%	1%	-	-	2% J	1%	1%	1%	-	1%	1%	1%	- *	*	-	1% *	*	1%
	1%	2%	1%	3%	1%	2%	1%	1%	2%	1%	1%	2%	2%	2% P	1%	-	1%	3%	1%	- *	1%	1%	1% *	1%	1%
	11% Q	10%	13%	11%	12%	10%	12%	12%	16% AKL	10%	9%	10%	12%	13%	8%	12%	7%	9%	16% AQRT	5% *	10%	13%	13% *	11%	11%
Fraud / money laundering /	61 6% L	26 5%	34 7%	9 5%	9 6%	11 6%	15 8%	16 5%	27 10% AKL	19 7%	8 4%	7 3%	17 5%	21 8%	11 5%	11 7%	11 4%	9 4%	39 9% AQR	2 2% *	23 6%	11 8%	4 4% *	37 6%	17 5%
	17 2%	9 2%	8 2%	5 3% F	2 1%	1 *	2 1%	7 2%	6 2%	3 1%	5 2%	4 2%	8 2%	3 1%	3 1%	3 2%	2 1%	5 2%	9 2%	1 2% *	6 2%	1 1%	1 1% *	8 1%	9 3%
	5% O	4%	5%	3%	6%	4%	4%	6%	6%	3%	5%	5%	5%	6% O	2%	5%	3%	3%	7% A	2% *	3%	5%	9% AU*	5%	4%
	6% G	6%	6%	4%	7%	4%	3%	9% ADFG	6%	6%	5%	6%	5%	7%	4%	8%	5%	6%	6%	7% *	5%	8%	6% *	6%	7%
PROBLEMS WITH FINANCIAL	21 2%	8 2%	13 3%	1 1%	2 1%	4 2%	3 2%	11 4% A	5 2%	7 2%	1 1%	7 3%	4 1%	4 1%	6 2%	6 4%	7 3%	2 1%	9 2%	3 4% R*	6 2%	2 2%	3 3% *	11 2%	9 3%
	4% GO	4%	4%	4%	4% G	2%	2%	6% AFG	4%	4%	5%	3%	4%	6% O	2%	5%	3%	5%	4%	3% *	3%	6%	3% *	4%	5%
	7 1%	4 1%	3 1%	1 1%	2 1%	1 *	- -	3 1%	3 1%	3 1%	- -	- -	2 1%	2 1%	1 *	2 1%	- -	2 1%	4 1%	- - *	3 1%	2 1%	- - *	4 1%	1 *
	7 1%	4 1%	3 1%	2 1%	- -	- -	- -	5 2%	1 *	2 1%	4 2%	- -	1 *	2 1%	2 1%	1 1%	1 1%	5 2% AS	1 *	- - *	1 *	2 2%	- - *	3 1%	3 1%
	28 3% O	12 2%	15 3%	3 2%	8 5%	3 2%	3 2%	11 4%	8 3%	5 2%	7 3%	8 3%	10 3% O	11 4% O	2 1%	5 3%	5 2%	5 2%	14 3%	2 3% *	7 2%	4 3%	2 3% *	14 2%	11 3%
	3% I	2%	3%	2%	3%	2%	4%	2%	1%	3%	3%	4% I	3%	3%	1%	2%	3%	3%	2%	1% *	2%	3%	4% *	2%	3%
	76 8% GP	43 9%	33 6%	17 11% G	17 10% G	15 8%	8 4%	20 7%	14 5%	29 10% AI	13 6%	19 9%	20 6%	24 9%	26 10% P	6 4%	24 9%	13 6%	27 6%	12 15% ARS*	33 9%	7 5%	7 8% *	47 8%	21 6%
	72 7% JS	36 7%	37 7%	15 9%	17 10% H	12 7%	13 7%	15 5%	15 5%	13 5%	18 8%	27 12% AIJ	25 8%	17 6%	12 5%	18 11% O	25 10% AS	17 8%	23 5%	7 9% *	24 7%	13 10%	4 5% *	41 7%	22 7%

Overlap formulae used
ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)
ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

Home

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q4A. Thinking about a company you are a customer of (for example your bank or main supermarket), what actions by them, if any, do you think would make you most likely to stop using them?

Base: SPLIT SAMPLE A

	(A)	(B)	(C)	(D)	(E) 1-3	(F) 4 or more	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T) Do not	(U)	(V) Do not	(W)	(X) Do not	(Y) Governance/Enforcement	(Z) Do not	(a)	(b) 1-3 precautions	(c) 4 or more precautions	(d)	(e) Pragmatist	(f) Beneficiary	(g) Big
[illegible]	9%	9%	9%	9%	9%	9%	11%	11%	8%	11%	7%	13%	9%	11%	9%	9%	6%	9%	9%	7%	11%	12%	12%	10%	7%	12%	8%	9%	12%	10%	10%	8%	10%
Low quality / poor service / bad service	62 6%	48 6%	14 5%	11 6%	23 7%	14 6%	6 6%	40 8%	4 3%	38 8%	15 4%	12 8%	13 5%	15 6%	6 5%	20 6%	1 2%	32 6%	9 7%	4 5%	13 9%	6 9%	10 8%	6 7%	5 4%	5 7%	5 6%	38 6%	19 8%	25 7%	42 6%	8 6%	43 7%
Misleading advertising /	14 1%	8 1%	6 2%	- -	6 2%	2 1%	2 2%	7 1%	3 3%	7 2%	6 2%	3 2%	6 2%	5 2%	3 2%	5 1%	- -	8 1%	2 2%	2 3%	1 1%	- -	4 3%	- -	1 1%	2 3%	- -	7 1%	6 2%	6 2%	11 2%	2 2%	6 1%
[illegible]	2%	1%	2%	2%	1%	2%	3%	2%	2%	2%	2%	3%	1%	2%	2%	1%	4%	2%	1%	-	2%	3%	1%	3%	2%	2%	2%	2%	2%	2%	2%	1%	2%

13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q4B. Thinking about a company you are a customer of (for example your bank or main supermarket), which of the following actions by them, if any, would make you most likely to stop using them?

Base: SPLIT SAMPLE B

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1010	504	506	166	195	181	177	291	285	293	192	240	358	266	215	171	257	235	447	71	403	141	79	623	297
Weighted base	1012	503	509	163	197	181	179	292	256	282	226	248	361	262	215	174	269	236	435	71	402	144	76	622	305
Providing a poor service	733 72%	369 73%	365 72%	111 68%	148 75%	126 70%	133 74%	216 74%	187 73%	203 72%	162 72%	181 73%	254 70%	183 70%	166 77%	131 75%	192 71%	171 73%	321 74%	49 68% *	287 71%	110 77%	57 74% *	454 73%	219 72%
Failing to keep safe or losing your personal data	730 72% BFU	339 67%	392 77% AB	115 71%	139 71%	116 64%	137 77% F	222 76% F	198 77% AJ	194 69%	158 70%	181 73%	257 71%	187 72%	154 72%	132 76%	198 74%	164 69%	324 74% T	45 63% *	272 68%	111 77% U	54 70% *	436 70%	232 76%
Selling anonymous data about their customers to other companies	636 63% DR	303 60%	333 65%	89 55%	123 62%	107 59%	110 62%	208 71% ADEFG	161 63%	170 60%	153 68%	152 61%	214 59%	166 64%	136 63%	121 70% M	177 66% R	133 56%	284 65% R	42 59% *	247 62%	98 68%	46 60% *	391 63%	201 66%
Charging more than their competitors	534 53%	261 52%	273 54%	82 50%	111 56%	94 52%	101 57%	146 50%	137 54%	142 51%	118 52%	137 55%	179 49%	128 49%	129 60% AMN	98 56%	142 53%	122 52%	236 54%	34 48% *	207 52%	80 56%	39 51% *	327 53%	164 54%
Avoiding paying tax in the UK	506 50% DEL	248 49%	258 51%	63 38%	86 43%	85 47%	96 54% DE	175 60% ADEF	132 51% L	154 55% L	121 54% L	99 40%	175 49%	134 51%	101 47%	95 55%	130 48%	114 48%	232 53%	30 42% *	188 47%	83 58% U	38 50% *	310 50%	160 53%
Paying their workers below the minimum wage	472 47% BFR	206 41%	266 52% AB	76 47%	89 45%	72 40%	88 49%	147 50% F	118 46%	139 49%	109 48%	106 43%	156 43%	120 46%	113 52% M	83 48%	124 46%	92 39%	226 52% AR	31 43% *	173 43%	79 55% AUW	30 40% *	282 45%	155 51%
Giving large bonuses to their Chief Executive	434 43% DFILU	211 42%	223 44%	51 31%	74 37%	61 34%	84 47% DF	165 56% ADEF	96 38%	132 47% IL	115 51% AIL	91 37%	147 41%	108 41%	97 45%	83 48%	131 48% AR	92 39%	180 41%	32 44% *	152 38%	66 46%	37 48% *	255 41%	150 49% AX
Exploiting overseas workers	378 37% B	155 31%	223 44% AB	64 39%	78 40%	56 31%	71 40%	108 37%	99 39%	112 40%	74 33%	93 37%	123 34%	100 38%	86 40%	69 40%	97 36%	87 37%	173 40%	21 30% *	139 35%	66 46% AU	30 39% *	235 38%	114 37%
Damaging the environment	352 35% BL	152 30%	200 39% AB	59 36%	70 36%	58 32%	62 35%	102 35%	103 40% AL	103 36%	75 33%	71 29%	117 32%	95 36%	77 36%	63 36%	85 32%	73 31%	176 40% AQRT	18 25% *	140 35%	49 34%	28 37% *	217 35%	101 33%
Other	12 1%	6 1%	6 1%	1 1%	2 1%	1 *	3 2%	5 2%	6 2%	3 1%	2 1%	2 1%	5 1%	2 1%	1 *	4 2%	4 1%	1 *	7 2%	1 1% *	5 1%	- -	3 3% V*	7 1%	4 1%
Don't know	39 4% HISX	20 4%	20 4%	10 6% H	11 5% H	10 6% H	4 2%	4 1%	4 2%	9 3%	9 4%	17 7% AI	16 4%	8 3%	10 5%	6 3%	18 7% AS	9 4% S	5 1%	8 11% ARS*	12 3%	2 1%	3 4% *	17 3%	15 5%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q4B. Thinking about a company you are a customer of (for example your bank or main supermarket), which of the following actions by them, if any, would make you most likely to stop using them?

Base: SPLIT SAMPLE B

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1010	780	227	193	371	216	103	487	130	457	372	113	259	207	132	298	62	545	127	90	139	68	127	76	121	86	82	635	257	370	691	162	588
Weighted base	1012	781	228	190	374	217	104	492	132	460	375	113	260	209	136	295	64	544	130	92	137	67	126	76	122	87	84	639	254	372	692	163	594
Providing a poor service	733 72% DG	575 74%	158 69%	123 65%	278 74% D	174 80% AD	66 63%	379 77% AG	89 68%	347 75%	278 74%	85 76%	195 75%	154 74%	92 68%	218 74%	41 63% *	414 76% AQ	94 72%	73 79% *	99 72%	55 82% *	96 77%	58 77% *	92 75%	63 72% *	55 66% *	465 73%	201 79% Acd	280 75%	521 75% A	118 73%	460 77% A
Failing to keep safe or losing your personal data	730 72% IOQSc	571 73%	159 70%	128 67%	273 73%	169 78% AD	69 66%	374 76% AG	83 63%	354 77% AI	279 74%	82 73%	189 73%	157 75%	87 64%	229 78% AO	39 60% *	419 77% AQ	80 61%	78 85% AS*	102 74%	50 74% *	92 73%	63 83% A*	88 73%	68 77% *	42 50% *	462 72% c	212 83% Acd	264 71%	520 75% Afh	110 67%	472 79% Afgh
Selling anonymous data about their customers to other companies	636 63% ch	488 63%	146 64%	113 59%	229 61%	147 68%	63 61%	331 67% A	76 57%	314 68% AI	244 65%	71 63%	168 65%	146 70% A	79 58%	210 71% AO	33 51% *	375 69% AQ	74 57%	70 76% AS*	87 63%	49 73% *	71 56%	62 81% AX*	71 58%	64 73% AZ*	36 43% *	412 64% c	179 71% Ac	245 66% h	442 64% h	83 51%	424 71% Afgh
Charging more than their competitors	534 53%	421 54%	113 49%	89 47%	195 52%	136 63% ADE	48 47%	275 56%	65 49%	255 55%	205 55%	62 55%	150 58%	113 54%	65 48%	164 56%	33 51% *	305 56% A	67 52%	48 52% *	75 55%	40 60% *	67 53%	46 61% *	61 50%	44 51% *	42 49% *	337 53%	146 58%	208 56%	392 57% A	83 51%	350 59% Ah
Avoiding paying tax in the UK	506 50% EQSch	389 50%	116 51%	93 49%	170 46%	126 58% AE	46 45%	258 52%	56 43%	245 53% I	207 55% A	60 53%	148 57% A	110 52%	64 47%	154 52%	24 38% *	295 54% AQ	49 38%	47 51% *	76 55%	42 62% A*	62 49%	43 57% *	62 51%	42 47% *	32 38% *	318 50% c	148 58% Acd	186 50% h	365 53% Ah	65 40%	331 56% Afgh
Paying their workers below the minimum wage	472 47%	377 48%	94 41%	79 42%	173 46%	125 58% ADE	43 41%	242 49%	57 43%	231 50% A	194 52% A	47 42%	147 56% AN	96 46%	60 44%	143 48%	26 40% *	270 50% A	55 43%	40 43% *	66 49%	41 61% A*	55 44%	39 52% *	57 46%	39 45% *	31 37% *	292 46%	144 57% Acd	171 46%	336 49%	70 43%	310 52% Afgh
Giving large bonuses to their Chief Executive	434 43% GIUch	323 41%	110 48%	75 40%	147 39%	101 47%	29 27%	253 51% AG	38 29%	246 53% AI	158 42%	54 48%	108 41%	97 46%	53 39%	134 45%	23 35% *	258 48% A	53 41%	43 47% *	42 31%	35 52% U*	52 42%	44 58% AX*	53 44%	38 44% *	21 25% *	279 44% c	126 50% Ac	164 44% h	304 44% h	53 32%	286 48% Agh
Exploiting overseas workers	378 37% D	302 39%	76 33%	56 29%	140 37%	107 49% ADE	32 31%	211 43% AG	45 34%	197 43% A	154 41%	39 35%	114 44% A	81 38%	45 33%	119 40%	25 38% *	230 42% A	43 33%	30 33% *	51 37%	27 40% *	53 42%	31 41% *	43 35%	35 40% *	26 31% *	234 37%	109 43% A	134 36%	267 39%	53 33%	251 42% Afgh
Damaging the environment	352 35% DE	281 36%	71 31%	52 27%	112 30%	118 54% ADE	33 32%	184 37%	50 38%	173 38%	153 41% A	42 37%	113 43% AN	69 33%	46 33%	111 38%	27 43% *	205 38% A	40 31%	34 37% *	50 36%	27 40% *	38 30%	29 38% *	50 41%	29 33% *	26 31% *	224 35%	98 38%	133 36%	259 37% Ah	49 30%	237 40% Ah
Other	12 1%	10 1%	2 1%	4 2%	2 1%	4 2%	- -	7 1%	1 1%	8 2%	6 2%	2 1%	2 1%	3 1%	- -	4 1%	- - *	11 2% A	3 2%	- - *	1 1%	- - *	2 1%	2 2% *	2 2%	1 1% *	1 1% *	7 1%	4 2%	5 1%	10 1%	- -	10 2%
Don't know	39 4% FHJKMPRTUZ defghi	31 4%	7 3%	18 9% AEF	10 3%	3 1%	4 4%	11 2%	2 2%	8 2%	8 2%	3 3%	2 1%	5 3%	4 3%	5 2%	1 1% *	9 2%	4 3%	- - *	- -	1 1% *	5 4%	- - *	1 1%	2 2% *	6 7% de*	15 2%	1 *	5 1%	10 2%	1 1%	9 2%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
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GB adults 16-75
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Q5. As you may know, different government departments and services collect data about individuals, for example your tax records and health records. People have different views on how much this information should be shared within government. Data sharing can bring benefits, such as finding more effective medical treatments, using information about local communities to plan local schools or roads etc. But some people worry that data sharing will be a risk to their privacy and security, by linking different types of data together and potentially allowing them to be identified. Overall, which of the following statements is closest to your view? - Summary table

Base: All Adults aged 16-75 in Great Britain

	a) "We should share all the data we can because it benefits the services and me – as long as I can opt out if I choose" /b) "We should not share data as the risks to people's privacy and security outweigh the benefits"	a) "We should share all the data we can because it benefits the services and me – as long as the data is anonymised and I can't be identified as an individual" /b) "We should not share data as the risks to people's privacy and security outweigh the benefits"	a) "We should share all the data we can because it benefits the services and me – as long as there are strict controls on who can access the data and how it is used" /b) "We should not share data as the risks to people's privacy and security outweigh the benefits"	a) "We should share all the data we can because it benefits the services and me – as long as there are heavy fines and possible prison sentences for anyone caught misusing the data" /b) "We should not share data as the risks to people's privacy and security outweigh
	(A)	(B)	(C)	(D)
Unweighted base	505	505	505	504
Weighted base	506	500	504	509
Agree much more with a than with b	101 20%	127 25% A	111 22%	107 21%
Agree a little more with a than with b	161 32%	148 30%	132 26%	144 28%
Agree equally with both / don't agree with either	53 11%	70 14%	80 16% A	67 13%
Agree a little more with b than with a	83 16% B	58 12%	72 14%	87 17% B
Agree much more with b than with a	90 18%	80 16%	90 18%	82 16%
Don't know	18 4%	17 3%	19 4%	22 4%
NET: agree with a	262 52%	274 55% C	243 48%	251 49%
NET: agree with b	173 34% B	138 28%	161 32%	169 33%
Net Diff	89 18%	137 27%	82 16%	82 16%

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

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

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Q5A. Q5. Overall, which of the following statements is closest to your view? - SPLIT SAMPLE A a) "We should share all the data we can because it benefits the services and me – as long as I can opt out if I choose" / b) "We should not share data as the risks to people's privacy and security outweigh the benefits"

Base: SPLIT SAMPLE A

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	505	265	240	82	75	102	93	153	144	146	98	117	175	131	133	66	133	103	226	43	183	77	38	298	160
Weighted base	506	261	245	85	74	102	93	152	129	139	117	121	177	127	137	65	137	107	217	46	182	77	36	295	166
Agree much more with a than with b	101 20% EQ	60 23%	41 17%	21 24% E*	8 10% *	18 18% *	15 17% *	39 25% E	31 24%	25 18%	24 20% *	21 17%	34 19%	28 22%	29 21%	10 16% *	18 13%	20 18% *	47 22%	16 35% AQR*	36 19%	10 13% *	10 27% *	55 19%	35 21%
Agree a little more with a than with b	161 32%	79 30%	82 33%	20 23% *	23 31% *	39 38% D*	27 29% *	52 35%	46 36%	43 31%	32 27% *	40 33%	54 31%	44 35%	39 28%	24 36% *	48 35%	34 32% *	67 31%	12 27% *	60 33%	29 38% *	8 24% *	98 33%	54 32%
Agree equally with both / don't agree with either	53 11%	27 11%	26 11%	11 13% *	7 10% *	12 12% *	12 13% *	11 7%	15 11%	13 10%	15 13% *	10 8%	19 11%	12 9%	15 11%	8 12% *	13 9%	15 14% *	21 10%	4 9% *	25 14%	4 6% *	3 7% *	32 11%	14 9%
Agree a little more with b than with a	83 16%	39 15%	44 18%	18 21% *	15 21% *	13 12% *	14 15% *	24 16%	15 12%	26 19%	20 17% *	22 18%	30 17%	23 18%	20 15%	10 15% *	19 14%	16 15% *	41 19%	7 15% *	24 13%	15 20% *	8 21% *	47 16%	25 15%
Agree much more with b than with a	90 18% D	49 19%	41 17%	8 10% *	16 22% D*	17 16% *	24 26% AD*	25 16%	18 14%	28 20%	23 20% *	21 17%	35 20%	18 14%	25 18%	12 18% *	33 24% A	15 15% *	36 16%	6 13% *	32 18%	15 20% *	6 18% *	54 18%	33 20%
Don't know	18 4% H	7 3%	11 5%	8 10% AGH*	4 6% H*	4 4% *	1 1% *	1 1%	3 3%	4 3%	4 3% *	7 5%	4 2%	3 2%	9 7%	2 3% *	6 4%	7 6% *	5 2%	1 2% *	6 3%	2 3% *	1 2% *	9 3%	5 3%
NET: agree with a	262 52%	139 53%	123 50%	41 47% *	31 42% *	57 56% *	42 45% *	91 60% AEG	77 60% AJ	67 48%	55 47% *	62 51%	88 50%	72 56%	68 50%	34 52% *	66 48%	54 50% *	114 53%	28 61% *	96 52%	39 51% *	18 51% *	153 52%	89 54%
NET: agree with b	173 34% I	88 34%	85 35%	26 30% *	31 42% *	29 29% *	38 41% *	49 32%	33 26%	54 39% I	43 37% *	43 35%	65 37%	41 32%	45 33%	22 34% *	52 38%	31 30% *	76 35%	13 28% *	56 31%	31 40% *	14 39% *	101 34%	58 35%
Net Diff	89 18%	52 20%	37 15%	15 17%	* *	28 27%	4 4%	42 28%	44 34%	14 10%	13 11%	19 15%	23 13%	31 25%	23 17%	12 18%	14 10%	22 21%	38 17%	15 33%	40 22%	8 11%	4 12%	52 18%	31 19%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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23 - 25 June 2014

GB adults 16-75

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Ipsos MORI

Q5A. Q5. Overall, which of the following statements is closest to your view? - SPLIT SAMPLE A a) "We should share all the data we can because it benefits the services and me – as long as I can opt out if I choose" / b) "We should not share data as the risks to people's privacy and security outweigh the benefits"

Base: SPLIT SAMPLE A

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	505	377	127	94	185	98	48	245	65	240	176	65	105	117	57	175	28	285	262	171	-	-	-	-	-	-	35	317	139	186	360	80	312
Weighted base	506	377	128	94	184	98	50	248	67	241	180	66	107	119	59	174	29	283	262	173	-	-	-	-	-	-	34	323	135	189	358	80	312
Agree much more with a than with b	101 20% T	72 19%	29 22%	16 17% *	40 22%	17 17% *	12 25% *	45 18%	18 27% J*	39 16%	42 23%	8 13% *	33 31% AN	20 16%	19 32% AP*	29 16%	9 30% **	54 19%	101 39% AT	- -	- -	- -	- -	- -	- -	- -	5 13% *	69 21%	25 19%	50 26% Ai	83 23% Ai	26 33% Agi*	54 17%
Agree a little more with a than with b	161 32% NT	122 32%	39 30%	31 33% *	60 32%	31 32% *	18 36% *	69 28%	24 36% *	71 29%	68 38% AL	14 22% *	45 42% AN	28 24%	23 40% *	48 27%	11 39% **	82 29%	161 61% AT	- -	- -	- -	- -	- -	- -	- -	10 29% *	105 33%	43 32%	62 33%	122 34%	26 32% *	105 34%
Agree equally with both / don't agree with either	53 11% CSTg	48 13% AC	5 4%	11 12% *	25 13%	12 12% *	9 17% *	21 9%	7 11% *	24 10%	17 9%	6 9% *	10 9%	8 6%	7 12% *	16 9%	3 10% **	24 9%	- -	- -	- -	- -	- -	- -	- -	- -	3 8% *	40 12%	9 7%	21 11%	29 8%	11 14% *	32 10%
Agree a little more with b than with a	83 16% EGOS	56 15%	27 21%	17 18% *	21 12%	17 18% *	3 6% *	44 18% G	11 16% *	46 19%	27 15%	12 18% *	13 12%	20 17%	4 7% *	35 20% O	3 9% **	56 20% A	- -	83 48% AS	- -	- -	- -	- -	- -	- -	5 15% *	55 17%	23 17%	31 16%	62 17%	10 12% *	60 19% A
Agree much more with b than with a	90 18% IKMOSdfh	63 17%	27 21%	14 15% *	33 18%	15 16% *	6 12% *	61 25% A	5 8% *	57 24% AI	21 12%	21 32% AK*	4 3%	37 31% AM	4 7% *	41 24% AO	2 7% **	61 22% A	- -	90 52% AS	- -	- -	- -	- -	- -	- -	9 26% *	46 14%	34 25% Ad	21 11%	58 16% fh	7 9% *	58 19% fh
Don't know	18 4% CJRSTegi	16 4%	1 1%	4 4% *	6 3%	6 6% *	2 4% *	7 3%	1 2% *	4 2%	6 3%	4 6% *	2 2%	7 6%	1 2% *	6 3%	1 5% **	6 2%	- -	- -	- -	- -	- -	- -	- -	- -	3 8% e*	8 3%	1 1%	4 2%	4 1%	1 1% *	3 1%
NET: agree with a	262 52% HJLNPRT	195 52%	67 53%	47 50% *	99 54%	48 49% *	30 60% *	115 46%	42 63% AJ*	110 46%	110 61% AL	23 34% *	78 73% AN	48 40%	43 72% AP*	76 44%	20 69% **	135 48%	262 100% AT	- -	- -	- -	- -	- -	- -	- -	15 43% *	174 54%	68 50%	112 59% Ai	205 57% Ai	52 64% Ai*	159 51%
NET: agree with b	173 34% BGKMOSfh	119 31%	54 42% AB	32 34% *	54 29%	33 33% *	9 18% *	105 43% AG	16 24% *	103 43% AI	48 26%	33 50% AK*	17 16%	57 48% AM	8 14% *	76 44% AO	5 16% **	118 41% A	- -	173 100% AS	- -	- -	- -	- -	- -	- -	14 41% *	101 31%	56 42% Ad	52 28%	120 34% fh	16 21% *	118 38% Afgh
Net Diff	89 18%	76 20%	13 10%	16 17%	45 25%	15 15%	21 42%	9 4%	27 40%	7 3%	62 34%	-10 -16%	61 57%	-9 -8%	35 58%	* *	16 54%	18 6%	262 100%	-173 -100%	- -	- -	- -	- -	- -	- -	1 2%	73 22%	12 9%	60 32%	85 24%	35 44%	41 13%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q5B. Q5. Overall, which of the following statements is closest to your view? - SPLIT SAMPLE B a) "We should share all the data we can because it benefits the services and me – as long as the data is anonymised and I can't be identified as an individual" / b) "We should not share data as the risks to people's privacy and security outweigh the benefits"
Base: SPLIT SAMPLE B

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	505	234	271	78	105	92	83	147	149	142	93	121	166	131	118	90	113	111	246	35	206	73	48	327	142
Weighted base	500	230	269	75	103	90	82	150	134	135	110	121	162	131	117	89	117	112	237	34	205	74	46	325	144
Agree much more with a than with b	127 25% CDQ	76 33% AC	51 19%	11 15% *	21 21%	22 24% *	19 23% *	54 36% ADE	37 27%	27 20%	35 32% J*	28 23%	46 29%	26 20%	31 26%	24 27% *	21 18%	30 27%	69 29% Q	7 22% *	45 22%	23 32% *	12 27% *	80 25%	40 28%
Agree a little more with a than with b	148 30% B	56 24%	92 34% AB	21 28% *	38 37%	25 27% *	24 29% *	40 27%	45 33%	45 34%	26 24% *	31 26%	46 28%	40 30%	34 29%	28 31% *	33 28%	32 29%	77 32%	6 18% *	68 33%	23 31% *	19 41% *	110 34% AY	34 23%
Agree equally with both / don't agree with either	70 14% BSX	25 11%	45 17%	16 21% *	16 15%	11 12% *	11 13% *	17 12%	14 11%	15 11%	17 16% *	23 19%	17 11%	17 13%	22 19%	14 15% *	23 20% AS	12 11%	25 11%	9 26% ARS*	23 11%	9 13% *	4 9% *	36 11%	25 17%
Agree a little more with b than with a	58 12% HI	24 10%	34 13%	9 12% *	12 11%	13 15% H*	14 17% H*	10 7%	10 7%	23 17% AI	13 12% *	13 10%	21 13%	19 15%	8 7%	9 10% *	19 16%	13 12%	22 9%	4 11% *	29 14%	8 11% *	4 8% *	40 12%	16 11%
Agree much more with b than with a	80 16%	43 18%	38 14%	12 16% *	14 14%	15 17% *	13 16% *	26 17%	26 20%	20 15%	14 13% *	19 16%	25 15%	22 17%	18 15%	15 17% *	15 13%	21 19%	41 17%	3 9% *	35 17%	9 13% *	5 11% *	50 15%	24 17%
Don't know	17 3% PS	7 3%	10 4%	6 8% AH*	3 3%	4 5% *	2 2% *	2 1%	2 1%	5 3%	5 4% *	6 5%	7 4% P	7 5% P	3 3%	- - *	6 5%	3 3%	4 1%	5 14% ARS*	5 3%	1 1% *	2 5% *	9 3%	5 4%
NET: agree with a	274 55% DQ	132 57%	143 53%	32 43% *	59 57%	46 52% *	43 52% *	94 63% AD	81 61%	72 54%	61 56% *	59 49%	92 57%	66 50%	65 56%	51 58% *	54 46%	62 55%	145 61% AQT	14 40% *	113 55%	46 63% *	31 67% *	191 59% A	74 51%
NET: agree with b	138 28%	66 29%	72 27%	20 27% *	26 25%	29 32% *	27 33% *	36 24%	36 27%	43 32%	27 25% *	32 26%	46 28%	42 32%	26 22%	24 27% *	34 29%	34 31%	63 27%	7 20% *	64 31%	17 23% *	9 19% *	90 28%	40 28%
Net Diff	137 27%	66 29%	71 26%	12 16%	33 32%	18 20%	16 20%	58 39%	45 34%	30 22%	34 31%	27 23%	46 28%	24 19%	39 33%	27 31%	20 17%	27 25%	82 35%	7 20%	49 24%	29 40%	22 48%	101 31%	33 23%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q5B. Q5. Overall, which of the following statements is closest to your view? - SPLIT SAMPLE B a) "We should share all the data we can because it benefits the services and me – as long as the data is anonymised and I can't be identified as an individual" / b) "We should not share data as the risks to people's privacy and security outweigh the benefits"

Base: SPLIT SAMPLE B

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	505	378	126	78	181	119	51	239	63	224	184	65	132	116	67	167	20	277	-	-	275	139	-	-	-	-	38	334	119	187	332	75	299
Weighted base	500	374	125	77	179	118	50	239	63	220	184	63	132	114	68	163	21	271	-	-	274	138	-	-	-	-	40	331	116	187	331	76	296
Agree much more with a than with b	127 25% V	93 25%	34 27%	19 24% *	42 24%	32 28%	18 36% *	56 23%	19 30% *	51 23%	60 32% A	14 21% *	51 39% AN	28 25%	21 31% *	41 25%	4 22% **	75 28%	- -	- -	127 46% AV	- -	- -	- -	- -	- -	6 16% *	79 24%	38 33% A	58 31% Ai	96 29% Ai	22 29% *	73 25%
Agree a little more with a than with b	148 30% V	111 30%	36 29%	29 37% *	50 28%	32 28%	15 30% *	63 27%	16 26% *	60 27%	61 33%	13 20% *	40 31%	28 24%	21 30% *	47 29%	6 27% **	75 28%	- -	- -	148 54% AV	- -	- -	- -	- -	- -	10 26% *	106 32%	29 25%	62 33%	108 33% Ai	29 38% *	85 29%
Agree equally with both / don't agree with either	70 14% UVeg	52 14%	18 14%	7 9% *	29 16%	16 14%	4 8% *	35 15%	9 14% *	25 12%	20 11%	10 16% *	15 11%	17 15%	9 12% *	20 12%	3 15% **	35 13%	- -	- -	- -	- -	- -	- -	- -	- -	6 15% *	56 17% Ae	7 6%	19 10%	36 11%	8 10% *	34 12%
Agree a little more with b than with a	58 12% U	44 12%	14 11%	7 9% *	25 14%	12 10%	3 6% *	29 12%	9 14% *	30 13%	17 9%	6 9% *	13 10%	14 12%	5 8% *	16 10%	5 24% **	28 10%	- -	- -	- -	58 42% AU	- -	- -	- -	- -	6 16% *	39 12%	12 10%	29 16% Ag	37 11%	7 10% *	40 13%
Agree much more with b than with a	80 16% MUdf	60 16%	19 15%	12 15% *	26 14%	23 19%	9 17% *	47 20% A	9 14% *	48 22% A	23 12%	15 24% K*	13 10%	23 20% M	12 17% *	33 20%	3 13% **	52 19% A	- -	- -	- -	80 58% AU	- -	- -	- -	- -	8 20% *	43 13%	28 24% Ad	16 8%	48 14% f	7 10% *	61 21% Afgh
Don't know	17 3% MUVgi	13 4%	4 3%	5 6% *	6 4%	2 2%	1 2% *	8 3%	1 2% *	6 3%	3 2%	6 10% AK*	- -	4 3% M	1 2% *	6 4%	- - **	6 2%	- -	- -	- -	- -	- -	- -	- -	- -	3 7% *	8 2%	2 2%	3 2%	5 2%	2 3% *	3 1%
NET: agree with a	274 55% HLV	205 55%	70 56%	47 61% *	92 52%	65 55%	33 66% H*	119 50%	35 56% *	111 51%	121 66% AL	26 42% *	91 70% AN	56 49%	42 61% *	88 54%	10 49% **	150 55%	- -	- -	274 100% AV	- -	- -	- -	- -	- -	17 42% *	185 56%	67 58%	120 64% Ai	204 62% Ai	51 67% Ai*	158 53%
NET: agree with b	138 28% KMU	104 28%	33 26%	19 24% *	51 28%	35 30%	12 24% *	76 32%	17 28% *	77 35% A	39 21%	21 33% *	25 19%	37 32% M	17 25% *	49 30%	8 37% **	80 29%	- -	- -	- -	138 100% AU	- -	- -	- -	- -	14 35% *	82 25%	40 34%	45 24%	85 26%	15 19% *	101 34% Afgh
Net Diff	137 27%	100 27%	37 29%	29 37%	42 23%	30 26%	21 42%	43 18%	18 28%	34 15%	82 44%	5 9%	66 50%	20 17%	25 36%	39 24%	2 12%	70 26%	- -	- -	274 100%	-138 -100%	- -	- -	- -	- -	3 7%	103 31%	27 24%	75 40%	119 36%	36 48%	56 19%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q5C. Q5. Overall, which of the following statements is closest to your view? - SPLIT SAMPLE C a) "We should share all the data we can because it benefits the services and me – as long as there are strict controls on who can access the data and how it is used" / b) "We should not share data as the risks to people's privacy and security outweigh the benefits"

Base: SPLIT SAMPLE C

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	505	259	246	81	89	88	93	154	155	158	88	104	173	139	106	87	129	121	220	35	197	56	48	301	161
Weighted base	504	254	250	81	90	90	92	151	138	153	104	110	172	136	105	90	133	121	213	37	191	55	47	294	168
Agree much more with a than with b	111 22% Y	55 21%	57 23%	19 23% *	15 17% *	18 21% *	14 16% *	44 29% AEG	36 26%	39 25%	19 18% *	18 16% *	40 23%	30 22%	25 24%	16 17% *	22 16%	30 25%	54 25%	6 16% *	42 22%	17 31% *	14 30% *	73 25% Y	27 16%
Agree a little more with a than with b	132 26% N	65 26%	67 27%	17 21% *	27 30% *	21 23% *	28 30% *	40 26%	38 28%	47 31% L	25 24% *	21 19% *	53 31% N	24 18%	34 32% N	21 23% *	33 25%	28 23%	63 29%	8 22% *	49 26%	14 26% *	12 25% *	75 26%	49 29%
Agree equally with both / don't agree with either	80 16% M	41 16%	39 15%	13 16% *	19 21% *	13 14% *	18 19% *	18 12%	18 13%	23 15%	15 14% *	23 21% *	19 11%	25 19%	13 13%	22 25% AMO*	23 18%	21 18%	27 13%	8 22% *	36 19% W	7 13% *	3 6% *	46 16%	30 18%
Agree a little more with b than with a	72 14%	42 16%	30 12%	14 17% *	10 11% *	15 17% *	12 13% *	21 14%	20 14%	21 14%	17 16% *	14 13% *	24 14%	22 16%	10 10%	15 17% *	19 14%	20 17%	28 13%	5 14% *	29 15%	4 8% *	10 21% *	44 15%	21 12%
Agree much more with b than with a	90 18%	42 17%	47 19%	15 18% *	14 15% *	17 18% *	17 19% *	27 18%	23 17%	20 13%	23 22% *	24 22% *	29 17%	28 20%	19 18%	14 16% *	26 19%	17 14%	39 18%	8 21% *	28 15%	10 19% *	8 18% *	47 16%	33 20%
Don't know	19 4% HS	9 4%	10 4%	4 5% H*	5 6% H*	6 6% H*	3 4% *	1 1%	3 2%	2 2%	5 4% *	10 9% AIJ*	8 5%	6 5%	4 3%	1 1% *	10 8% AS	4 3%	3 1%	2 6% *	7 4%	2 4% *	- - *	9 3%	7 4%
NET: agree with a	243 48% LN	120 47%	124 50%	36 44% *	42 47% *	39 44% *	42 45% *	84 56% A	74 54% L	86 56% AKL	44 43% *	39 35% *	93 54% N	55 40%	59 56% NP	37 41% *	55 41%	58 48%	117 55% AQ	14 38% *	91 48%	31 56% *	26 55% *	148 50%	76 46%
NET: agree with b	161 32%	84 33%	77 31%	28 35% *	24 27% *	32 36% *	29 32% *	48 32%	43 31%	41 27%	40 38% *	38 35% *	52 30%	50 37%	30 28%	30 33% *	44 33%	38 31%	67 31%	13 35% *	58 30%	15 27% *	18 39% *	91 31%	54 32%
Net Diff	82 16%	35 14%	46 19%	8 9%	18 20%	7 8%	13 14%	36 24%	31 23%	45 29%	5 5%	1 1%	41 24%	5 3%	29 28%	7 8%	10 8%	20 17%	50 23%	1 3%	33 17%	16 30%	8 17%	57 19%	22 13%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Base: SPLIT SAMPLE C

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	505	387	116	94	182	111	52	255	60	225	193	57	142	108	68	160	25	273	-	-	-	-	248	161	-	-	47	294	138	168	345	65	315
Weighted base	504	386	117	93	180	112	51	258	61	226	191	60	140	110	70	162	26	273	-	-	-	-	243	161	-	-	48	293	137	168	344	64	317
Agree much more with a than with b	111	88	23	20	44	24	19	47	24	42	50	12	45	20	19	35	4	61	-	-	-	-	111	-	-	-	11	65	35	39	81	20	66
	22%	23%	20%	21%	25%	21%	37%	18%	39%	19%	26%	20%	32%	18%	27%	21%	16%	22%	-	-	-	-	46%	-	-	-	23%	22%	25%	23%	23%	32%	21%
	HY			*			AH*		AJ*			*	AN		*		**						AY				*					i*	
Agree a little more with a than with b	132	99	33	21	47	31	17	68	20	59	60	9	39	20	12	42	4	80	-	-	-	-	132	-	-	-	9	85	36	48	107	16	86
	26%	26%	29%	22%	26%	27%	34%	26%	33%	26%	31%	15%	27%	19%	17%	26%	17%	29%	-	-	-	-	54%	-	-	-	19%	29%	26%	28%	31%	25%	27%
	LNY			*			*		*		AL	*			*		**						AY				*				Ai	*	
Agree equally with both / don't agree with either	80	64	16	22	26	17	8	39	8	34	32	9	18	15	21	20	10	33	-	-	-	-	-	-	-	-	7	51	16	24	54	11	45
	16%	17%	13%	23%	14%	15%	16%	15%	14%	15%	17%	15%	13%	14%	29%	12%	40%	12%	-	-	-	-	-	-	-	-	15%	17%	12%	14%	16%	17%	14%
	RXY			A*			*		*			*			AP*		**										*					*	
Agree a little more with b than with a	72	58	14	17	19	22	4	42	4	36	18	8	14	18	4	24	3	38	-	-	-	-	-	72	-	-	6	44	15	29	44	12	46
	14%	15%	12%	18%	11%	20%	8%	16%	7%	16%	10%	13%	10%	16%	6%	15%	11%	14%	-	-	-	-	-	45%	-	-	13%	15%	11%	17%	13%	19%	15%
	KOX			*		E	*		*			*			*		**							AX			*			g		*	
Agree much more with b than with a	90	63	27	10	35	18	2	54	4	54	28	21	23	36	13	40	3	60	-	-	-	-	-	90	-	-	5	45	35	28	54	5	71
	18%	16%	23%	10%	20%	16%	4%	21%	6%	24%	15%	36%	16%	32%	19%	24%	12%	22%	-	-	-	-	-	55%	-	-	11%	15%	26%	17%	16%	7%	22%
	DGIXh			*			*	G	*	AI		AK*		AM	*	A	**	A						AX			*		Acd	h	h	*	Afgh
Don't know	19	15	4	5	9	1	1	9	1	1	3	1	2	1	1	1	1	1	-	-	-	-	-	-	-	-	9	4	-	1	4	-	2
	4%	4%	4%	5%	5%	1%	2%	3%	2%	1%	2%	1%	1%	1%	2%	1%	4%	*	-	-	-	-	-	-	-	-	19%	1%	-	*	1%	-	1%
	FJKPRXYdefgi			*			*		*			*			*		**										Ade*					*	
NET: agree with a	243	186	56	41	91	55	36	115	44	101	110	21	84	40	31	77	9	140	-	-	-	-	243	-	-	-	20	150	70	87	187	37	152
	48%	48%	48%	44%	51%	49%	70%	44%	71%	45%	57%	35%	60%	37%	44%	47%	33%	51%	-	-	-	-	100%	-	-	-	42%	51%	52%	52%	54%	57%	48%
	LNY			*			AH*		AJ*		AL	*	AN		*		**						AY				*				Ai	*	
NET: agree with b	161	120	41	26	54	40	6	96	8	90	46	29	36	53	17	64	6	98	-	-	-	-	-	161	-	-	11	89	50	57	98	17	118
	32%	31%	35%	28%	30%	36%	12%	37%	13%	40%	24%	49%	26%	48%	25%	39%	23%	36%	-	-	-	-	-	100%	-	-	24%	89	30%	34%	29%	26%	37%
	GIKXg			*			*	AG	*	AI		AK*		AM	*	AO	**							AX			*					*	Ag
Net Diff	82	66	15	14	37	15	30	19	36	11	63	-8	48	-13	14	13	3	42	-	-	-	-	243	-161	-	-	9	61	20	30	89	20	35
	16%	17%	13%	16%	20%	13%	59%	7%	58%	5%	33%	-14%	34%	-12%	20%	8%	10%	15%	-	-	-	-	100%	-100%	-	-	19%	21%	15%	18%	26%	31%	11%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q5D. Q5. Overall, which of the following statements is closest to your view? - SPLIT SAMPLE D a) "We should share all the data we can because it benefits the services and me – as long as there are heavy fines and possible prison sentences for anyone caught misusing the data" / b) "We should not share data as the risks to people's privacy and security outweigh the benefits"

Base: SPLIT SAMPLE D

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	504	253	251	80	92	90	107	135	145	142	99	118	160	145	101	98	128	119	222	35	188	66	32	286	162
Weighted base	509	254	255	81	94	88	109	137	133	137	117	122	163	145	103	98	134	122	219	35	185	68	33	286	168
Agree much more with a than with b	107 21% CEL	66 26% AC	41 16%	18 23% *	11 12% *	14 16% *	26 24% E	38 27% AEF	39 29% AJL	22 16%	29 25% L*	17 14%	40 24%	31 22%	15 14% *	21 21% *	22 17%	24 20%	53 24%	8 22% *	34 18%	11 16% *	7 23% *	52 18%	43 26%
Agree a little more with a than with b	144 28% MR	78 31%	66 26%	21 26% *	28 30% *	24 27% *	30 28%	41 30%	36 27%	50 36% AK	26 22% *	33 27%	36 22%	41 28%	39 38% AM*	28 29% *	38 29%	26 21%	69 31% R	12 33% *	55 30%	24 34% *	13 39% *	91 32% Y	38 23%
Agree equally with both / don't agree with either	67 13% FI	26 10%	41 16%	19 23% AFGH*	16 17% F*	6 7% *	11 10%	15 11%	9 7%	16 12%	17 14% *	25 20% AI	21 13%	23 16%	14 13% *	9 10% *	22 16%	18 15%	22 10%	5 15% *	24 13%	10 15% *	1 4% *	35 12%	24 14%
Agree a little more with b than with a	87 17% D	36 14%	51 20%	8 9% *	14 15% *	25 29% ADEH*	19 17%	21 16%	23 17%	24 18%	24 21% *	16 13%	29 18%	26 18%	15 15% *	17 18% *	20 15%	22 18%	41 19%	4 11% *	42 23% A	10 15% *	4 13% *	57 20%	23 14%
Agree much more with b than with a	82 16% U	40 16%	41 16%	9 11% *	16 17% *	12 14% *	23 21%	22 16%	21 16%	18 13%	16 14% *	26 21%	24 15%	19 13%	19 18% *	20 20% *	23 18%	25 20%	30 14%	4 11% *	22 12%	13 19% *	7 22% *	42 15%	32 19%
Don't know	22 4% GHS	8 3%	15 6%	6 8% GH*	8 9% AGH*	7 8% GH*	1 1%	- -	5 3%	6 4%	5 5% *	6 5%	13 8% AO	5 4%	2 2% *	2 2% *	8 6%	7 6%	5 2%	3 7% *	8 4%	1 2% *	- - *	9 3%	8 5%
NET: agree with a	251 49% CLR	144 57% AC	107 42%	39 49% *	39 42% *	38 43% *	56 51%	78 57% AEF	75 56% AL	72 53%	55 47% *	49 41%	76 46%	72 50%	53 52% *	49 50% *	60 45%	50 41%	121 55% AR	19 56% *	89 48%	34 50% *	20 62% *	143 50%	81 48%
NET: agree with b	169 33% D	76 30%	92 36%	16 20% *	30 32% *	37 42% AD*	41 38% D	44 32%	44 33%	42 31%	41 35% *	41 34%	53 33%	45 31%	34 33% *	37 38% *	43 32%	47 39%	71 32%	8 22% *	65 35%	23 33% *	11 35% *	99 35%	55 33%
Net Diff	82 16%	68 27%	15 6%	23 28%	9 10%	1 1%	15 14%	35 25%	31 23%	30 22%	14 12%	8 7%	23 14%	28 19%	20 19%	13 13%	17 13%	3 2%	50 23%	12 34%	24 13%	11 17%	9 27%	45 16%	27 16%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q5D. Q5. Overall, which of the following statements is closest to your view? - SPLIT SAMPLE D a) "We should share all the data we can because it benefits the services and me – as long as there are heavy fines and possible prison sentences for anyone caught misusing the data" / b) "We should not share data as the risks to people's privacy and security outweigh the benefits"

Base: SPLIT SAMPLE D

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	504	377	125	92	182	103	59	237	64	242	194	62	126	106	79	140	45	264	-	-	-	-	-	-	252	167	50	316	122	183	342	79	321
Weighted base	509	383	124	93	185	105	58	241	63	246	193	62	125	108	80	140	46	265	-	-	-	-	-	-	251	169	51	319	122	182	345	79	323
Agree much more with a than with b	107 21% HPbi	75 20%	30 24%	18 19% *	33 18%	25 23%	20 34% AH*	41 17%	26 41% AJ*	47 19%	50 26% AL	8 12% *	42 34% AN	16 15%	30 38% AP*	18 13%	15 32% R*	48 18%	- -	- -	- -	- -	- -	- -	107 42% Ab	- -	10 20% *	73 23%	21 17%	49 27% Ai	82 24% Ai	25 32% Ai*	58 18%
Agree a little more with a than with b	144 28% b	110 29%	35 28%	23 25% *	54 29%	33 31%	16 28% *	64 26%	15 23% *	68 28%	69 36% A	16 26% *	41 33%	30 28%	23 28% *	39 28%	15 33% *	78 29%	- -	- -	- -	- -	- -	- -	144 58% Ab	- -	10 20% *	94 29%	36 30%	53 29%	111 32% A	30 38% A*	105 32% A
Agree equally with both / don't agree with either	67 13% Zbg	50 13%	17 14%	12 13% *	24 13%	14 13%	10 18% *	29 12%	7 12% *	28 11%	19 10%	8 13% *	12 10%	10 10%	7 9% *	18 13%	4 10% *	31 12%	- -	- -	- -	- -	- -	- -	- -	- -	11 22% d*	36 11%	17 14%	25 14%	38 11%	8 11% *	36 11%
Agree a little more with b than with a	87 17% MZ	73 19%	15 12%	21 23% *	31 17%	21 20%	6 10% *	48 20%	9 14% *	41 16%	29 15%	12 19% *	14 11%	20 18%	10 12% *	28 20%	4 8% *	45 17%	- -	- -	- -	- -	- -	- -	- -	87 52% AZ	7 14% *	59 18%	20 17%	26 15%	53 15%	8 10% *	58 18%
Agree much more with b than with a	82 16% GIKMZh	58 15%	24 19%	14 15% *	32 17%	11 11%	4 6% *	48 20% AG	4 6% *	54 22% AI	21 11%	15 25% K*	11 9%	29 27% AM	8 10% *	31 22% AO	5 10% *	56 21% A	- -	- -	- -	- -	- -	- -	- -	82 48% AZ	6 12% *	48 15%	26 21%	26 14% h	55 16% h	5 7% *	61 19% Ah
Don't know	22 4% KRZbdefgi	18 5%	3 3%	5 5% *	11 6%	2 1%	2 3% *	10 4%	3 4% *	9 4%	4 2%	3 5% *	4 3%	2 2%	2 3% *	6 4%	3 7% *	7 2%	- -	- -	- -	- -	- -	- -	- -	- -	6 12% Ade*	9 3%	1 1%	2 1%	5 2%	2 2% *	5 2%
NET: agree with a	251 49% HPb	185 48%	65 53%	41 44% *	87 47%	57 55%	36 62% AH*	105 44%	41 64% AJ*	115 47%	119 62% AL	24 38% *	84 67% AN	47 43%	53 66% AP*	58 41%	30 65% AR*	126 48%	- -	- -	- -	- -	- -	- -	251 100% Ab	- -	20 40% *	167 52%	57 47%	102 56% A	193 56% Ai	56 70% Afgi*	163 50%
NET: agree with b	169 33% GIKMOQZh	130 34%	39 31%	35 38% *	63 34%	32 31%	9 16% *	97 40% AG	12 20% *	94 38% AI	51 26%	27 44% K*	25 20%	49 45% AM	18 22% *	59 42% AO	8 18% *	102 38% AQ	- -	- -	- -	- -	- -	- -	- -	169 100% AZ	13 26% *	107 34%	47 38%	53 29% h	108 31% h	13 17% *	119 37% Afgh
Net Diff	82 16%	55 14%	26 21%	6 6%	24 13%	25 24%	27 46%	8 3%	28 45%	21 9%	68 35%	-3 -5%	58 47%	-3 -2%	35 44%	-1 -1%	22 47%	24 9%	- -	- -	- -	- -	- -	- -	251 100%	-169 -100%	7 13%	60 19%	11 9%	50 27%	85 25%	42 54%	44 14%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q6. When data from public services is being shared, personal data is often anonymised to prevent individuals being identified. This process includes removing identifying information such as a person's name, address and date of birth from the data before sharing. To what extent, if at all, would you support or oppose government bodies sharing anonymised data with the following organisations? - Summary Table

Base: All Adults aged 16-75 in Great Britain

	Q6. When data from public services is being shared, personal data is often anonymised to prevent individuals being identified. This process includes removing identifying information such as a person's name, address and date of birth from the data before sharing. To what extent, if at all, would you support or oppose government bodies sharing anonymised data with the following organisations?						
	Researchers in universities and similar organisations, to help them conduct government-funded research	Researchers in universities and similar organisations, to help them conduct research for companies or industry	Charities, to help them improve their services, or develop new services	Charities who provide services on behalf of government, to help them improve services they provide, or develop new services	Companies, to help them improve their products or services, or develop new services	Companies, to help them improve their products or services, or develop new services, as long as there are strict controls on how they access and use the data	Companies who provide services on behalf of government, to help them improve services they provide, or develop new services
	(A)	(B)	(C)	(D)	(E)	(F)	(G)
Unweighted base	1009	1010	1010	1009	674	673	672
Weighted base	1008	1011	1011	1008	670	681	667
Strongly support	116 12% CDEFG	95 9% CDEFG	67 7% EF	62 6% F	30 5%	21 3%	32 5%
Tend to support	384 38% CEFG	356 35% CEF	293 29% EF	360 36% CEFG	147 22%	166 24%	210 31% EF
Neither support nor oppose	299 30%	280 28%	283 28%	306 30%	193 29%	201 29%	216 32% BC
Tend to oppose	103 10%	155 15% A	202 20% ABD	135 13% A	163 24% ABCDG	145 21% ABD	119 18% AD
Strongly oppose	72 7%	81 8%	121 12% AB	107 11% AB	112 17% ABCDG	118 17% ABCDG	66 10% A
Don't know	35 3%	44 4%	44 4%	38 4%	25 4%	30 4%	24 4%
NET: support	500 50% BCDEFG	451 45% CEFG	361 36% EF	422 42% CEFG	177 26%	187 27%	242 36% EF
NET: oppose	174 17%	236 23% A	323 32% ABDG	242 24% A	275 41% ABCDG	263 39% ABCDG	185 28% AB
Net Diff	326 32%	215 21%	38 4%	179 18%	-98 -15%	-77 -11%	57 9%

Overlap formulae used

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

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

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q6.1. When data from public services is being shared, personal data is often anonymised to prevent individuals being identified. This process includes removing identifying information such as a person's name, address and date of birth from the data before sharing. To what extent, if at all, would you support or oppose government bodies sharing anonymised data with the following organisations? Researchers in universities and similar organisations, to help them conduct government-funded research

Base: HALF OF SAMPLE

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1009	491	518	167	168	185	186	303	302	302	177	228	340	265	232	172	265	213	459	72	376	129	79	584	331
Weighted base	1008	485	524	167	169	184	189	299	273	289	213	234	342	259	233	174	275	215	443	75	373	127	77	577	343
Strongly support	116 12% Q	61 12%	56 11%	25 15%	23 14%	16 9%	18 9%	35 12%	45 16% AJK	30 10%	16 8%	26 11%	41 12%	29 11%	26 11%	20 11%	19 7%	20 9%	70 16% AQR	8 11% *	43 11%	17 14%	9 12% *	69 12%	33 10%
Tend to support	384 38% LT	179 37%	204 39%	64 38%	73 43%	71 38%	69 36%	108 36%	113 41% L	123 43% L	83 39% L	65 28%	135 39%	102 39%	82 35%	65 37%	92 33%	80 37% T	195 44% AQT	17 23% *	149 40%	53 42%	25 33% *	227 39%	128 37%
Neither support nor oppose	299 30% IS	139 29%	160 31%	51 30%	47 28%	54 29%	58 31%	89 30%	66 24%	83 29%	63 30%	87 37% AI	92 27%	73 28%	77 33%	57 33%	104 38% AS	64 30%	102 23%	29 39% S*	118 32% V	28 22%	23 30% *	169 29%	106 31%
Tend to oppose	103 10% D	54 11%	49 9%	9 5%	17 10%	18 10%	23 12% D	35 12% D	25 9%	24 8%	26 12%	28 12%	35 10%	29 11%	26 11%	13 7%	29 11%	24 11%	41 9%	8 11% *	36 10%	15 12%	9 12% *	61 11%	33 10%
Strongly oppose	72 7% ESU	39 8%	33 6%	7 4%	5 3%	12 7%	17 9% E	31 10% ADE	20 7%	20 7%	18 8%	14 6%	27 8%	18 7%	12 5%	15 9%	20 7%	22 10% S	23 5%	7 9% *	16 4%	8 6%	10 13% AU*	34 6%	33 10% AX
Don't know	35 3% HI	13 3%	22 4%	12 7% AEGH	4 3%	13 7% AGH	4 2%	1 *	5 2%	10 3%	7 3%	14 6% AI	12 3%	9 3%	9 4%	5 3%	11 4%	6 3%	12 3%	5 7% S*	11 3%	5 4%	- - *	16 3%	10 3%
NET: support	500 50% LQT	240 50%	260 50%	89 53%	96 57% AG	87 47%	86 46%	142 48%	157 58% AKL	152 53% L	99 46%	92 39%	176 51%	131 50%	108 47%	85 49%	111 40%	99 46%	265 60% AQRT	25 33% *	192 51%	70 55%	34 44% *	296 51%	161 47%
NET: oppose	174 17% DSU	93 19%	82 16%	15 9%	22 13%	31 17% D	40 21% D	66 22% ADE	45 16%	43 15%	44 21%	42 18%	62 18%	47 18%	39 17%	27 16%	49 18%	46 21% S	64 15%	15 20% *	52 14%	23 18%	20 26% AU*	95 16%	66 19%
Net Diff	326 32%	147 30%	178 34%	74 44%	74 44%	56 30%	46 24%	76 25%	113 41%	109 38%	54 26%	49 21%	114 33%	84 32%	70 30%	58 33%	61 22%	54 25%	201 45%	10 13%	140 37%	47 37%	14 19%	201 35%	95 28%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/Q/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q6.1. When data from public services is being shared, personal data is often anonymised to prevent individuals being identified. This process includes removing identifying information such as a person's name, address and date of birth from the data before sharing. To what extent, if at all, would you support or oppose government bodies sharing anonymised data with the following organisations? Researchers in universities and similar organisations, to help them conduct government-funded research
Base: HALF OF SAMPLE

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1009	763	243	181	375	207	116	478	133	471	383	126	257	226	148	320	70	544	130	87	139	71	128	76	123	90	79	648	254	374	693	151	610
Weighted base	1008	762	244	182	374	206	115	481	134	472	381	127	253	227	152	317	72	539	129	88	137	71	122	76	123	94	79	653	248	376	691	148	612
Strongly support	116 12% JLNY	89 12%	26 11%	15 8%	44 12%	31 15% D	26 23% AH	55 11%	33 25% AJ	44 9%	80 21% AL	7 5%	81 32% AN	8 4%	26 17% AP	32 10%	16 23% AR*	56 10%	23 18% AT	5 5% *	25 18% AV	4 6% *	22 18% AY	2 3% *	23 18% Ab	5 5% *	5 6% *	76 12%	35 14%	59 16% Ai	93 13% Ai	30 20% Agj	69 11%
Tend to support	384 38% HJLNPV	300 39%	83 34%	66 37%	143 38%	91 44% A	40 35%	163 34%	53 39%	162 34%	174 46% AL	28 22%	111 44% AN	56 24%	51 34%	101 32%	23 32% *	213 39%	55 43%	34 38% *	66 48% AV	18 26% *	59 48% AY	24 31% *	50 40%	28 30% *	30 38% *	257 39%	91 37%	161 43% A	313 45% Ai	69 47% A	245 40%
Neither support nor oppose	299 30% KMRUXefghi	232 30%	67 27%	54 30%	125 33% AF	52 25%	31 27%	142 30%	31 23%	139 29%	76 20%	41 33% K	44 17%	72 32% M	51 33%	91 29%	26 36% *	136 25%	38 30%	23 26% *	27 20%	24 33% U*	24 20%	22 29% *	28 23%	35 37% Z*	32 41% Ade*	195 30%	58 23%	82 22%	159 23%	32 22%	152 25%
Tend to oppose	103 10% MSch	72 9%	31 13%	23 12%	30 8%	20 10%	9 8%	57 12%	11 8%	65 14% A	32 8%	25 20% AK	11 4%	39 17% AM	15 10%	40 13%	4 5% *	69 13% A	6 5%	12 14% S*	14 10%	12 17% A*	8 6%	16 21% AX*	15 12%	10 11% *	3 3% *	64 10%	36 14% Ac	42 11% h	74 11% h	8 5%	81 13% Agh
Strongly oppose	72 7% BIKMOQ	41 5%	31 13% AB	12 6%	20 5%	10 5%	5 4%	50 10% AG	2 1%	56 12% AI	14 4%	22 18% AK	5 2%	45 20% AM	5 3%	46 14% AO	1 1% *	57 11% AQ	5 4%	12 13% AS*	6 4%	12 16% AU*	6 5%	9 12% *	6 5%	12 12% *	2 2% *	42 6%	26 11% Acd	25 7%	43 6%	5 4%	60 10% Afgh
Don't know	35 3% JKMRUefgj	28 4%	6 3%	12 7% AF	13 3%	3 1%	4 3%	14 3%	4 3%	7 1%	5 1%	3 3%	1 1%	6 3%	4 3%	8 2%	2 3% *	8 1%	1 1%	3 3% *	- -	1 2% *	3 2%	3 3% *	1 1%	4 4% *	7 9% Ade*	18 3%	2 1%	6 2%	10 1%	4 2%	6 1%
NET: support	500 50% HJLNPVYb	390 51%	109 45%	81 45%	187 50%	122 59% ADE	67 58% H	218 45%	86 64% AJ	206 44%	254 67% AL	35 27%	192 76% AN	64 28%	77 51%	133 42%	39 55% *	269 50%	78 61% AT	38 43% *	91 66% AV	22 31% *	81 66% AY	26 34% *	72 59% Ab	33 35% *	35 44% *	334 51%	127 51%	221 59% Ai	405 59% Ai	99 67% Afgj	313 51%
NET: oppose	174 17% BEIKMQSch	113 15%	62 25% AB	34 19%	49 13%	29 14%	14 12%	107 22% AG	13 10%	121 26% AI	46 12%	47 37% AK	16 6%	84 37% AM	20 13%	86 27% AO	4 6% *	126 23% AQ	12 9%	24 27% AS*	19 14%	24 34% AU*	14 12%	25 33% AX*	22 18%	21 23% *	4 6% *	107 16% c	62 25% Acd	67 18% h	117 17% h	13 9%	141 23% Afgh
Net Diff	326 32%	277 36%	48 20%	47 26%	138 37%	93 45%	53 46%	111 23%	73 54%	84 18%	208 55%	-13 -10%	176 69%	-20 -9%	57 37%	47 15%	35 49%	143 26%	67 52%	14 16%	72 52%	-2 -2%	67 55%	1 1%	51 41%	12 13%	30 39%	227 35%	64 26%	154 41%	289 42%	87 58%	173 28%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q6.2. When data from public services is being shared, personal data is often anonymised to prevent individuals being identified. This process includes removing identifying information such as a person's name, address and date of birth from the data before sharing. To what extent, if at all, would you support or oppose government bodies sharing anonymised data with the following organisations? Researchers in universities and similar organisations, to help them conduct research for companies or industry

Base: HALF OF SAMPLE

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1010	520	490	154	193	187	190	286	291	286	201	232	334	281	226	169	238	241	455	76	398	143	87	628	294
Weighted base	1011	515	495	156	192	186	187	291	261	275	236	239	333	281	229	168	245	246	443	77	390	147	85	623	302
Strongly support	95 9% QRT	53 10%	42 9%	15 10%	16 8%	22 12%	12 7%	30 10%	27 10%	26 9%	23 10%	19 8%	31 9%	21 8%	28 12%	15 9%	12 5%	14 6%	67 15% AQRT	2 3% *	37 10%	15 10%	13 15% *	64 10%	24 8%
Tend to support	356 35% PQY	172 33%	184 37%	60 39%	73 38%	64 35%	66 35%	92 32%	101 39%	102 37%	77 33%	77 32%	123 37% P	100 36%	89 39% P	45 27%	71 29%	93 38% Q	171 39% AQ	21 28% *	148 38%	51 35%	34 40% *	233 37% Y	86 28%
Neither support nor oppose	280 28% S	144 28%	136 27%	51 33%	51 27%	49 27%	60 32%	69 24%	61 23%	79 29%	67 28%	73 31%	86 26%	85 30%	58 25%	50 30%	84 34% AS	77 31% S	95 21%	25 33% S*	107 27%	41 28%	16 19% *	164 26%	92 31%
Tend to oppose	155 15%	76 15%	79 16%	18 12%	25 13%	31 16%	26 14%	55 19% A	43 16%	43 16%	36 15%	33 14%	47 14%	49 18%	31 13%	28 17%	39 16%	33 13%	62 14%	21 27% AQRS*	57 15%	26 18%	12 14% *	95 15%	51 17%
Strongly oppose	81 8% CD	51 10% AC	30 6%	2 1%	10 5% D	12 6% D	18 10% D	39 14% ADEF	22 9%	18 7%	20 8%	21 9%	27 8%	19 7%	13 6%	22 13% ANO	21 9%	17 7%	40 9%	2 3% *	31 8%	9 6%	6 6% *	46 7%	34 11% A
Don't know	44 4% HJNSUX	20 4%	24 5%	9 6% H	17 9% AGH	8 4%	5 3%	4 2%	7 3%	7 2%	14 6%	17 7% AIJ	20 6% N	6 2%	10 5%	8 5%	18 7% AS	12 5%	9 2%	5 6% S*	11 3%	5 3%	5 6% *	21 3%	16 5%
NET: support	451 45% PQTY	225 44%	226 46%	76 49%	88 46%	86 46%	78 42%	122 42%	128 49% L	128 47%	100 42%	96 40%	153 46% P	121 43%	117 51% AP	59 35%	82 34%	107 44% Q	237 54% AQRT	24 31% *	185 47%	66 45%	46 54% *	297 48% AY	109 36%
NET: oppose	236 23% D	127 25%	109 22%	20 13%	35 18%	42 23% D	44 23% D	95 33% ADEFG	65 25%	61 22%	56 24%	53 22%	74 22%	68 24%	43 19%	50 30% AO	61 25%	50 20%	101 23%	23 30% *	88 23%	35 24%	17 20% *	141 23%	84 28% A
Net Diff	215 21%	98 19%	117 24%	56 36%	53 28%	44 24%	35 19%	28 10%	63 24%	67 24%	44 19%	42 18%	79 24%	53 19%	74 32%	10 6%	22 9%	57 23%	136 31%	1 1%	97 25%	31 21%	29 34%	156 25%	25 8%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/Q/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q6.2. When data from public services is being shared, personal data is often anonymised to prevent individuals being identified. This process includes removing identifying information such as a person's name, address and date of birth from the data before sharing. To what extent, if at all, would you support or oppose government bodies sharing anonymised data with the following organisations? Researchers in universities and similar organisations, to help them conduct research for companies or industry

Base: HALF OF SAMPLE

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1010	756	251	177	355	224	94	498	119	460	364	123	248	221	123	322	48	555	132	84	136	68	120	85	129	77	91	613	264	350	686	148	637
Weighted base	1011	757	251	176	354	227	94	505	120	462	366	125	250	224	126	323	50	553	133	85	137	66	121	86	128	75	94	613	262	350	687	151	636
Strongly support	95 9% CHLNPTb	82 11% AC	13 5%	11 6%	35 10%	36 16% ADE	17 18% AH*	38 7%	20 17% AJ	39 8%	64 18% AL	4 3%	60 24% AN	6 3%	21 17% AP	22 7%	7 14% *	47 9%	11 8% T	1 1% *	27 20% AV	2 3% *	16 13%	5 6% *	24 18% Ab	2 2% *	5 5% *	59 10%	29 11%	42 12% A	75 11% A	20 13%	60 9%
Tend to support	356 35% LNPVYb	274 36%	81 32%	53 30%	132 37%	89 39%	37 40% *	177 35%	53 44% AJ	155 34%	162 44% AL	22 17%	115 46% AN	43 19%	50 40%	99 31%	25 51% AR*	192 35%	69 52% AT	29 35% *	51 37% V	12 18% *	60 49% AY	21 24% *	53 41% b	16 22% *	38 40% *	228 37%	89 34%	151 43% Ai	287 42% Ai	80 53% Afgj	230 36%
Neither support nor oppose	280 28% FGHJKMRUeghi	205 27%	72 29%	51 29%	104 29%	50 22%	17 18% *	125 25%	26 21%	111 24%	70 19%	43 34% K	40 16%	68 31% M	29 23%	83 26%	12 23% *	139 25%	30 23%	19 22% *	27 20%	22 33% U*	25 20%	28 32% *	35 27%	25 33% *	29 31% *	172 28%	59 23%	92 26% g	153 22%	31 21%	158 25% g
Tend to oppose	155 15% Mcfh	108 14%	47 19%	29 16%	48 14%	32 14%	12 13% *	91 18% A	11 9%	90 19% Ai	46 13%	29 23% AK	24 9%	53 24% AM	19 15%	67 21% A	4 7% *	102 18% A	17 13%	21 25% AS*	19 14%	12 19% *	13 11%	18 21% *	14 11%	20 26% AZ*	6 7% *	95 15% c	49 19% c	35 10%	105 15% fh	12 8%	118 19% Afgh
Strongly oppose	81 8% BEKMQSZdh	52 7%	28 11% AB	21 12% E	17 5%	15 6%	7 7% *	58 11% A	7 6%	58 13% Ai	13 4%	25 20% AK	8 3%	49 22% AM	5 4%	43 13% AO	- - *	65 12% AQ	3 3%	13 16% AS*	10 7%	14 21% AU*	6 5%	12 14% AX*	1 1%	11 14% AZ*	7 7% *	40 7%	34 13% Ad	24 7%	56 8% h	5 3%	60 9% Afh
Don't know	44 4% JMOPRZdefgj	35 5%	9 4%	12 7% F	18 5%	6 2%	3 3% *	16 3%	4 3%	9 2%	10 3%	3 2%	4 2%	5 2%	1 1%	8 3%	2 4% *	8 1%	2 1%	1 1% *	2 2%	4 6% *	2 2%	3 3% *	1 1%	2 3% *	9 9% Ade*	19 3% e	1 *	6 2%	10 2%	2 1%	10 2%
NET: support	451 45% CDLNPVYb	356 47% AC	94 38%	64 36%	167 47% D	125 55% AD	55 58% AH*	215 42%	73 61% AJ	194 42%	227 62% AL	26 20%	175 70% AN	49 22%	72 57% AP	121 38%	33 65% AR*	239 43%	81 60% AT	30 36% *	78 57% AV	14 21% *	76 63% AY	26 30% *	77 60% Ab	18 24% *	43 46% *	287 47%	118 45%	193 55% Ai	362 53% Ai	100 66% Afgj	290 46%
NET: oppose	236 23% BEIKMQSXZcfh	161 21%	75 30% AB	49 28% E	65 18%	46 20%	19 20% *	149 30% A	18 15%	148 32% Ai	60 16%	54 43% AK	31 12%	102 45% AM	25 20%	110 34% AO	4 7% *	167 30% AQ	21 16%	34 40% AS*	29 21%	27 40% AU*	19 15%	30 35% AX*	15 12%	30 40% AZ*	13 14% *	135 22%	83 32% Acd	59 17%	161 23% fh	17 12%	178 28% Afgh
Net Diff	215 21%	195 26%	19 8%	15 9%	102 29%	79 35%	36 38%	65 13%	55 46%	45 10%	167 46%	-28 -23%	144 57%	-53 -24%	47 37%	12 4%	29 58%	73 13%	60 45%	-4 -4%	49 36%	-13 -19%	57 47%	-4 -4%	62 48%	-12 -16%	30 32%	152 25%	35 13%	134 38%	201 29%	82 55%	112 18%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q6.3. When data from public services is being shared, personal data is often anonymised to prevent individuals being identified. This process includes removing identifying information such as a person's name, address and date of birth from the data before sharing. To what extent, if at all, would you support or oppose government bodies sharing anonymised data with the following organisations? Charities, to help them improve their services, or develop new services
Base: HALF OF SAMPLE

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1010	520	490	154	193	187	190	286	291	286	201	232	334	281	226	169	238	241	455	76	398	143	87	628	294
Weighted base	1011	515	495	156	192	186	187	291	261	275	236	239	333	281	229	168	245	246	443	77	390	147	85	623	302
Strongly support	67 7% G	34 7%	33 7%	19 12% AEGH	10 5%	18 10% G	5 3%	15 5%	13 5%	18 6%	18 8%	19 8%	24 7%	17 6%	18 8%	8 5%	15 6%	11 5%	38 9% A	4 5% *	24 6%	10 7%	7 9% *	42 7%	17 6%
Tend to support	293 29% GY	138 27%	155 31%	52 33% G	58 30%	61 33% G	43 23%	79 27%	79 30%	83 30%	63 27%	69 29%	95 28%	87 31%	73 32%	38 23%	63 26%	79 32%	134 30%	17 23% *	124 32%	48 32%	19 22% *	190 31% Y	73 24%
Neither support nor oppose	283 28%	140 27%	143 29%	39 25%	62 32%	50 27%	54 29%	78 27%	76 29%	83 30%	63 27%	60 25%	90 27%	76 27%	56 24%	61 36% AMNO	64 26%	77 31%	115 26%	26 34% *	109 28%	40 27%	26 30% *	174 28%	88 29%
Tend to oppose	202 20%	107 21%	95 19%	30 19%	29 15%	36 19%	46 24% E	61 21%	51 20%	55 20%	47 20%	49 20%	64 19%	68 24% A	42 18%	28 16%	52 21%	47 19%	86 19%	16 21% *	77 20%	30 20%	15 18% *	121 19%	65 22%
Strongly oppose	121 12% CDF	76 15% AC	45 9%	5 3%	17 9% D	14 8%	33 18% ADEF	51 18% ADEF	33 13%	29 10%	33 14%	27 11%	41 12%	26 9%	30 13%	24 14%	32 13%	24 10%	58 13%	7 9% *	46 12%	14 10%	13 15% *	74 12%	42 14%
Don't know	44 4% HNSUX	20 4%	24 5%	10 7% H	16 8% AFH	6 3%	6 3%	6 2%	9 3%	8 3%	13 5%	15 6%	19 6% N	6 2%	10 5%	8 5%	18 8% ARS	8 3%	12 3%	6 8% S*	10 3%	6 4%	5 6% *	21 3%	16 5%
NET: support	361 36% GPY	172 33%	189 38%	71 45% AGH	68 35% G	79 43% AGH	48 26%	95 33%	91 35%	100 36%	81 34%	89 37%	119 36%	104 37%	91 40% P	47 28%	78 32%	90 37%	171 39%	21 28% *	148 38%	58 39%	26 31% *	232 37% Y	90 30%
NET: oppose	323 32% CDE	183 36% AC	140 28%	35 23%	46 24%	50 27%	79 42% ADEF	112 39% ADEF	84 32%	83 30%	80 34%	76 32%	105 32%	94 34%	72 31%	52 31%	84 34%	71 29%	144 33%	23 30% *	123 32%	44 30%	28 33% *	195 31%	108 36%
Net Diff	38 4%	-11 -2%	49 10%	35 23%	22 11%	29 16%	-31 -17%	-17 -6%	7 3%	17 6%	1 *	13 5%	14 4%	10 3%	19 8%	-5 -3%	-6 -2%	19 8%	27 6%	-2 -3%	25 6%	14 9%	-2 -2%	37 6%	-18 -6%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q6.3. When data from public services is being shared, personal data is often anonymised to prevent individuals being identified. This process includes removing identifying information such as a person's name, address and date of birth from the data before sharing. To what extent, if at all, would you support or oppose government bodies sharing anonymised data with the following organisations? Charities, to help them improve their services, or develop new services
Base: HALF OF SAMPLE

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1010	756	251	177	355	224	94	498	119	460	364	123	248	221	123	322	48	555	132	84	136	68	120	85	129	77	91	613	264	350	686	148	637
Weighted base	1011	757	251	176	354	227	94	505	120	462	366	125	250	224	126	323	50	553	133	85	137	66	121	86	128	75	94	613	262	350	687	151	636
Strongly support	67 7% C	58 8% AC	9 4%	10 5%	27 8%	22 10%	12 13% AH*	29 6%	17 14% AJ	29 6%	38 10% AL	5 4%	36 14% AN	9 4%	16 12% AP	18 5%	13 25% AR*	32 6%	13 10%	2 3% *	14 10%	2 3% *	8 7%	3 3% *	14 11%	4 6% *	11 12% Ae*	42 7%	14 6%	32 9% Ai	48 7%	17 12% Agj	41 6%
Tend to support	293 29% DNPRb	231 30%	63 25%	36 20%	110 31% D	85 38% AD	33 35% *	147 29%	40 33%	127 28%	129 35% AL	27 22%	100 40% AN	41 18%	51 41% AP	64 20%	17 34% *	145 26%	46 35%	20 23% *	43 31%	13 20% *	44 36%	23 27% *	54 42% Ab	13 17% *	32 34% *	182 30%	73 28%	118 34% Ai	229 33% Ai	64 43% Afgj	184 29%
Neither support nor oppose	283 28% HJMOefg	216 29%	64 26%	58 33% F	105 30%	53 23%	20 21% *	123 24%	31 26%	111 24%	90 25%	27 21%	47 19%	58 26%	21 17%	87 27% O	9 17% *	147 27%	35 26%	22 26% *	31 22%	19 29% *	33 27%	23 27% *	30 24%	26 34% *	27 29% *	178 29%	60 23%	83 24%	170 25%	39 26%	165 26%
Tend to oppose	202 20% ch	146 19%	56 22%	40 23%	66 19%	40 18%	16 17% *	110 22%	22 18%	105 23% A	68 19%	32 25%	43 17%	55 25% M	21 17%	81 25% A	7 15% *	126 23% A	26 19%	21 24% *	29 21%	15 22% *	28 23%	20 23% *	21 16%	19 25% *	11 12% *	129 21% c	59 22% c	71 20% h	147 21% h	18 12%	142 22% Ah
Strongly oppose	121 12% BEIKMXZcd	71 9%	49 20% AB	19 11%	28 8%	24 11%	11 12% *	81 16% A	7 6%	80 17% AI	30 8%	30 24% AK	21 8%	52 23% AM	16 13%	64 20% A	2 5% *	92 17% AQ	10 8%	19 23% AS*	20 14%	15 22% A*	6 5%	14 16% X*	7 6%	10 14% *	4 5% *	63 10%	53 20% Acd	39 11%	80 12%	12 8%	91 14% Agh
Don't know	44 4% FHJMORUdefghi	35 5%	9 4%	14 8% AF	18 5% F	3 1%	2 2% *	16 3%	4 3%	10 2%	11 3%	4 3%	4 2%	7 3%	1 1%	9 3%	2 4% *	11 2%	3 2%	1 1% *	1 1%	3 4% *	2 2%	2 2% *	2 2%	3 4% *	8 8% de*	19 3%	2 1%	7 2%	14 2%	1 1%	15 2%
NET: support	361 36% CDLNPRVb	289 38% AC	72 29%	45 26%	136 39% D	107 47% ADE	45 48% AH*	176 35%	57 47% AJ	156 34%	167 46% AL	32 26%	136 54% AN	51 23%	67 53% AP	82 25%	30 59% AR*	177 32%	59 45% AT	22 26% *	57 41% V	15 23% *	52 43%	26 31% *	67 53% Ab	17 23% *	43 46% Ae*	224 37%	88 34%	149 43% Ai	276 40% Ai	82 54% Afgj	224 35%
NET: oppose	323 32% BEIKMZch	217 29%	105 42% AB	59 33%	94 27%	64 28%	27 29% *	191 38% A	29 24%	185 40% AI	98 27%	62 49% AK	64 25%	108 48% AM	38 30%	145 45% AO	10 19% *	218 39% AQ	36 27%	40 47% AS*	49 36%	29 44% A*	34 28%	34 40% *	28 22%	29 39% Z*	15 16% *	192 31% c	112 43% Acd	110 32% h	227 33% h	30 20%	233 37% Afgh
Net Diff	38 4%	72 10%	-33 -13%	-13 -8%	42 12%	43 19%	18 19%	-15 -3%	28 23%	-29 -6%	69 19%	-29 -23%	72 29%	-57 -25%	29 23%	-63 -19%	20 40%	-41 -7%	23 18%	-18 -21%	8 6%	-14 -21%	18 15%	-7 -9%	39 31%	-12 -16%	28 30%	32 5%	-24 -9%	39 11%	50 7%	52 34%	-8 -1%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q6.4. When data from public services is being shared, personal data is often anonymised to prevent individuals being identified. This process includes removing identifying information such as a person's name, address and date of birth from the data before sharing. To what extent, if at all, would you support or oppose government bodies sharing anonymised data with the following organisations? Charities who provide services on behalf of government, to help them improve services they provide, or develop new services

Base: HALF OF SAMPLE

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1009	491	518	167	168	185	186	303	302	302	177	228	340	265	232	172	265	213	459	72	376	129	79	584	331
Weighted base	1008	485	524	167	169	184	189	299	273	289	213	234	342	259	233	174	275	215	443	75	373	127	77	577	343
Strongly support	62 6% G	30 6%	32 6%	20 12% AFGH	12 7%	11 6%	5 3%	13 4%	19 7%	22 8%	10 5%	11 5%	21 6%	17 7%	13 6%	11 6%	11 4%	15 7%	33 8%	3 4% *	26 7%	6 4%	5 6% *	36 6%	19 5%
Tend to support	360 36% HQW	162 34%	197 38%	70 42% H	69 41% H	69 37%	63 33%	89 30%	109 40%	106 37%	68 32%	77 33%	120 35%	97 38%	82 35%	60 35%	83 30%	82 38%	175 40% AQT	20 26% *	142 38% W	52 41% W	16 21% *	210 36%	113 33%
Neither support nor oppose	306 30%	147 30%	159 30%	45 27%	50 30%	53 29%	60 32%	98 33%	75 28%	86 30%	70 33%	74 32%	103 30%	76 29%	69 30%	58 33%	96 35% R	55 26%	124 28%	31 41% ARS*	121 32%	33 26%	24 32% *	178 31%	107 31%
Tend to oppose	135 13% D	64 13%	71 14%	14 8%	24 14%	20 11%	31 16% D	47 16% D	37 13%	37 13%	31 14%	30 13%	45 13%	37 14%	32 14%	21 12%	38 14%	31 14%	61 14%	5 7% *	43 11%	22 18%	15 20% *	80 14%	47 14%
Strongly oppose	107 11% CDEU	66 14% AC	42 8%	5 3%	10 6%	19 10% D	25 13% DE	48 16% ADE	27 10%	27 9%	26 12%	27 11%	37 11%	24 9%	27 12%	19 11%	33 12%	26 12%	38 9%	10 13% *	29 8%	11 9%	15 20% AUV*	55 10%	47 14% A
Don't know	38 4% HI	15 3%	23 4%	12 7% AEGH	3 2%	12 7% AEH	5 3%	5 2%	5 2%	11 4%	8 4%	15 6% AI	16 5%	7 3%	9 4%	6 4%	14 5%	7 3%	11 3%	6 8% S*	13 3%	3 3%	2 2% *	18 3%	12 3%
NET: support	422 42% HQTW	192 40%	229 44%	91 54% AGH	81 48% GH	80 44% H	68 36%	102 34%	128 47% AKL	128 44%	77 36%	88 38%	141 41%	115 44%	95 41%	71 41%	94 34%	97 45% QT	209 47% AQT	23 31% *	168 45% W	57 45% W	21 27% *	246 43%	131 38%
NET: oppose	242 24% CDU	130 27% AC	112 21%	19 11%	34 20% D	38 21% D	57 30% ADEF	94 32% ADEF	64 23%	64 22%	57 27%	57 24%	82 24%	61 24%	60 26%	39 23%	71 26%	56 26%	99 22%	15 20% *	72 19%	33 26%	30 39% AU*	135 23%	94 27%
Net Diff	179 18%	62 13%	117 22%	72 43%	47 28%	42 23%	11 6%	7 2%	64 23%	64 22%	20 10%	31 13%	58 17%	54 21%	36 15%	31 18%	22 8%	40 19%	110 25%	8 10%	96 26%	24 19%	-9 -12%	111 19%	38 11%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/Q/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q6.4. When data from public services is being shared, personal data is often anonymised to prevent individuals being identified. This process includes removing identifying information such as a person's name, address and date of birth from the data before sharing. To what extent, if at all, would you support or oppose government bodies sharing anonymised data with the following organisations? Charities who provide services on behalf of government, to help them improve services they provide, or develop new services

Base: HALF OF SAMPLE

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1009	763	243	181	375	207	116	478	133	471	383	126	257	226	148	320	70	544	130	87	139	71	128	76	123	90	79	648	254	374	693	151	610
Weighted base	1008	762	244	182	374	206	115	481	134	472	381	127	253	227	152	317	72	539	129	88	137	71	122	76	123	94	79	653	248	376	691	148	612
Strongly support	62 6% N	51 7%	11 5%	9 5%	22 6%	20 10% A	11 10%	33 7%	15 11% AJ	27 6%	40 11% AL	5 4%	36 14% AN	6 3%	16 10% AP	16 5%	8 11% R*	28 5%	10 8%	3 3% *	10 7%	1 1% *	16 13% AY	1 1% *	13 10% b	2 2% *	3 4% *	37 6%	22 9%	31 8% A	52 8% A	20 13% Afgj	46 8% A
Tend to support	360 36% CHJLNPTb	289 38% AC	71 29%	57 31%	141 38%	91 44% AD	54 47% AH	142 30%	72 54% AJ	138 29%	173 45% AL	28 22%	117 46% AN	43 19%	62 41% P	90 28%	33 46% R*	180 33%	51 40%	24 27% *	64 46% AV	21 29% *	58 47% AY	19 25% *	50 40% b	22 23% *	31 40% *	247 38%	77 31%	157 42% A	293 42% Ai	76 51% Afgj	229 37%
Neither support nor oppose	306 30% GIKMXefghi	236 31%	68 28%	64 35% F	121 32%	52 25%	25 21%	138 29%	26 20%	140 30% I	90 24%	37 29%	56 22%	69 30% M	44 29%	88 28%	21 29% *	151 28%	44 34%	26 30% *	32 24%	21 30% *	26 21%	19 25% *	33 27%	35 38% *	26 33% *	204 31% e	60 24%	89 24% h	170 25% h	24 16%	155 25% h
Tend to oppose	135 13% IOc	99 13%	36 15%	24 13%	47 13%	28 13%	13 11%	74 15%	10 7%	77 16% AI	44 11%	24 19% K	27 11%	46 20% AM	11 7%	54 17% AO	5 6% *	86 16% AQ	13 10%	17 19% *	20 15%	11 15% *	11 9%	23 31% AX*	15 12%	12 13% *	4 5% *	89 14% c	41 17% c	51 14%	93 13%	15 10%	87 14%
Strongly oppose	107 11% BEFKMQd	57 8%	50 21% AB	16 9%	29 8%	12 6%	9 8%	76 16% AG	8 6%	81 17% AI	26 7%	28 22% AK	13 5%	57 25% AM	14 9%	60 19% AO	1 2% *	81 15% AQ	9 7%	16 18% AS*	12 8%	16 22% AU*	8 6%	11 15% X*	12 10%	18 19% AZ*	7 9% *	53 8%	47 19% Acd	36 10%	70 10%	12 8%	86 14% Afgh
Don't know	38 4% JKMRUagi	31 4%	7 3%	12 7% AF	15 4%	4 2%	4 3%	18 4%	3 2%	10 2%	8 2%	4 3%	4 2%	6 3%	6 4%	9 3%	4 6% *	12 2%	2 2%	3 3% *	- -	2 2% *	4 3%	3 3% *	1 1%	4 4% *	7 9% Ade*	23 3% e	1 *	11 3% gi	12 2%	2 1%	8 1%
NET: support	422 42% CHILNPRTVYb	340 45% AC	82 34%	66 36%	163 43%	111 54% ADE	65 57% AH	175 36%	87 65% AJ	165 35%	214 56% AL	33 26%	153 60% AN	49 22%	77 51% AP	106 33%	41 57% AR*	208 39%	61 48% T	27 30% *	73 53% AV	22 30% *	73 60% AY	20 26% *	62 51% Ab	24 26% *	34 43% *	285 44%	99 40%	188 50% Ai	345 50% Ai	95 64% Afgj	276 45% A
NET: oppose	242 24% BEIKMOQSXcd	156 20%	87 36% AB	40 22%	76 20%	39 19%	22 19%	150 31% AG	18 13%	157 33% AI	70 18%	52 41% AK	40 16%	103 46% AM	25 16%	114 36% AO	6 8% *	168 31% AQ	21 17%	32 37% AS*	32 23%	27 38% AU*	19 16%	35 46% AX*	27 22%	30 32% *	11 14% *	142 22%	88 35% Acd	87 23%	163 24%	27 18%	173 28% Afgh
Net Diff	179 18%	184 24%	-4 -2%	25 14%	86 23%	72 35%	44 38%	24 5%	70 52%	8 2%	144 38%	-18 -15%	113 45%	-54 -24%	53 35%	-8 -2%	35 49%	40 7%	40 31%	-6 -7%	41 30%	-5 -7%	54 44%	-15 -19%	36 29%	-6 -7%	23 30%	143 22%	11 4%	101 27%	183 26%	69 46%	103 17%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q6.5. When data from public services is being shared, personal data is often anonymised to prevent individuals being identified. This process includes removing identifying information such as a person's name, address and date of birth from the data before sharing. To what extent, if at all, would you support or oppose government bodies sharing anonymised data with the following organisations? Companies, to help them improve their products or services, or develop new services

Base: A THIRD OF SAMPLE

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	674	344	330	103	136	119	132	184	209	190	129	146	224	186	153	111	164	167	297	46	259	94	53	406	203
Weighted base	670	336	334	106	136	118	128	182	186	183	154	148	223	181	156	111	166	172	286	46	253	94	51	398	208
Strongly support	30 5% N	14 4%	16 5%	7 6% *	5 4%	5 5%	5 4%	8 4%	6 3%	5 3%	9 6%	11 8% J	15 7% N	3 2%	10 6% N	3 3%	11 6%	7 4%	10 4%	2 5% *	12 5%	3 3% *	3 5% *	17 4%	12 6%
Tend to support	147 22%	75 22%	71 21%	25 24% *	27 20%	31 26%	22 17%	42 23%	37 20%	39 21%	35 23%	35 24%	45 20%	42 23%	36 23%	23 21%	39 23%	36 21%	65 23%	6 13% *	59 23%	26 27% *	10 19% *	94 24%	36 17%
Neither support nor oppose	193 29% V	93 28%	101 30%	28 27% *	49 36% H	33 28%	37 29%	46 25%	45 24%	60 33%	41 27%	47 32%	60 27%	53 29%	42 27%	39 35%	48 29%	49 29%	75 26%	21 47% AQRS*	88 35% AVW	14 15% *	10 19% *	112 28%	66 32%
Tend to oppose	163 24% BLU	71 21%	92 27%	28 26% *	31 23%	21 18%	33 26%	50 27%	53 28% L	46 25%	40 26%	25 17%	52 23%	56 31% AP	34 22%	21 19%	35 21%	45 26%	70 24%	13 29% *	50 20%	33 35% AU*	18 35% U*	101 25%	47 22%
Strongly oppose	112 17% CDT	75 22% AC	37 11%	9 8% *	19 14%	20 17%	29 23% AD	36 20% D	44 24% AKL	30 17%	19 12%	19 13%	37 17%	25 14%	28 18%	22 20%	24 14%	28 16%	58 20% AT	3 6% *	38 15%	16 17% *	11 22% *	65 16%	41 20%
Don't know	25 4% BGHINX	8 2%	17 5%	10 9% AGH*	6 4% H	8 7% GH	1 1%	1 *	1 1%	3 2%	10 6% IJ	11 7% AIJ	14 6% AN	2 1%	6 4%	3 3%	10 6%	7 4%	7 3%	1 1% *	7 3%	2 3% *	- - *	9 2%	6 3%
NET: support	177 26%	90 27%	87 26%	32 30% *	32 24%	36 31%	27 21%	50 27%	43 23%	44 24%	44 29%	46 31%	60 27%	45 25%	46 30%	26 24%	49 30%	44 25%	76 26%	8 18% *	71 28%	29 30% *	12 24% *	111 28%	48 23%
NET: oppose	275 41% LU	146 43%	129 39%	37 34% *	50 37%	41 35%	62 49% DF	85 47% DF	97 52% AJKL	76 41% L	58 38%	44 30%	90 40%	81 45%	62 40%	43 39%	58 35%	72 42%	128 45%	16 34% *	88 35%	49 52% AU*	29 57% AU*	166 42%	88 42%
Net Diff	-98 -15%	-56 -17%	-42 -12%	-5 -4%	-18 -13%	-4 -4%	-35 -27%	-36 -20%	-54 -29%	-32 -17%	-14 -9%	3 2%	-30 -13%	-36 -20%	-16 -10%	-17 -15%	-9 -5%	-29 -17%	-53 -18%	-8 -17%	-17 -7%	-21 -22%	-17 -33%	-55 -14%	-40 -19%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q6.5. When data from public services is being shared, personal data is often anonymised to prevent individuals being identified. This process includes removing identifying information such as a person's name, address and date of birth from the data before sharing. To what extent, if at all, would you support or oppose government bodies sharing anonymised data with the following organisations? Companies, to help them improve their products or services, or develop new services

Base: A THIRD OF SAMPLE

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes		
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	674	525	147	113	257	155	80	318	83	300	263	70	184	152	93	194	39	360	93	55	88	46	84	55	83	50	61	403	190	237	473	104	407
Weighted base	670	524	144	111	256	158	78	320	83	297	265	68	188	148	93	191	42	353	94	53	87	45	83	54	84	51	61	404	185	238	468	104	403
Strongly support	30 5%	27 5%	4 3%	3 3%	12 5%	11 7%	7 9% *	17 5%	5 6% *	14 5%	16 6%	3 4% *	17 9% AN	5 3%	13 14% AP*	5 2%	12 28% AR*	12 3%	8 9% A*	1 2% *	3 4% *	2 5% *	1 1% *	1 2% *	6 7% *	2 4% *	2 3% *	18 5%	10 5%	15 6% g	19 4%	8 8%	15 4%
Tend to support	147 22% DLNPRe	124 24%	23 16%	16 15%	65 26% D	42 26% D	27 34% AH*	60 19%	29 35% AJ*	57 19%	70 26% AL	8 12% *	57 31% AN	23 15%	29 32% AP*	27 14%	12 28% *	60 17%	19 21% *	7 14% *	28 32% AV*	6 13% *	22 27% *	8 15% *	26 31% A*	10 19% *	15 25% *	103 25% Ae	29 16%	69 29% Ai	123 26% Ai	48 46% Afgj	86 21%
Neither support nor oppose	193 29% HIKMRghi	150 29%	43 29%	31 28%	79 31%	40 25%	17 21% *	78 24%	17 20% *	65 22%	63 24%	23 33% *	37 20%	39 26%	24 26% *	50 26%	10 24% *	90 25%	26 28% *	16 29% *	23 27% *	8 18% *	22 26% *	12 23% *	19 22% *	11 22% *	20 33% *	119 29%	45 24%	63 26% h	110 24%	19 18%	96 24%
Tend to oppose	163 24% Q	122 23%	41 28%	28 25%	58 23%	36 23%	14 18% *	80 25%	14 17% *	86 29% AI	65 24%	13 19% *	45 24%	40 27%	19 21% *	51 27%	4 10% *	106 30% AQ	25 27% *	15 29% *	23 26% *	8 19% *	22 26% *	21 39% A*	14 16% *	17 33% Z*	13 21% *	101 25%	48 26%	58 24%	119 25%	21 21%	110 27% A
Strongly oppose	112 17% EOQdh	81 15%	31 22%	22 19%	31 12%	28 18%	9 12% *	74 23% AG	13 15% *	73 25% A	43 16%	20 29% AK*	26 14%	39 26% AM	5 5% *	54 29% AO	- - *	84 24% AQ	12 13% *	13 25% *	10 12% *	19 42% AU*	15 18% *	10 18% *	18 21% *	9 18% *	5 8% *	54 13%	53 29% Acd	31 13% h	92 20% Afh	6 6%	90 22% Afh
Don't know	25 4% FJRUdefgj	22 4%	3 2%	10 9% AEF	10 4%	1 1%	5 6% *	11 3%	5 6% J*	1 *	9 3%	1 2% *	5 3%	3 2%	3 3% *	4 2%	4 9% R*	2 *	3 3% *	- - *	- - *	1 3% *	1 2% *	2 3% *	1 2% *	2 5% *	6 11% Ade*	9 2% e	- -	3 1%	6 1%	1 1%	6 1%
NET: support	177 26% CDLNPRe	150 29% AC	27 19%	19 17%	78 30% D	53 34% AD	34 43% AH*	76 24%	34 41% AJ*	71 24%	86 33% AL	11 16% *	75 40% AN	27 19%	42 45% AP*	31 16%	24 57% AR*	72 20%	28 30% *	9 16% *	31 36% AV*	8 19% *	23 28% *	9 17% *	32 38% A*	12 23% *	17 28% *	121 30% Ae	39 21%	84 35% Agj	141 30% Ai	56 54% Afgj	101 25%
NET: oppose	275 41% BEGOQch	203 39%	72 50% AB	50 45%	90 35%	64 40%	23 29% *	154 48% AG	27 33% *	159 54% AI	108 41%	33 48% *	71 38%	78 53% AM	24 26% *	106 55% AO	4 10% *	190 54% AQ	37 39% *	29 54% A*	33 38% *	27 60% AU*	37 44% *	31 57% A*	31 38% *	26 50% *	17 29% *	155 38%	101 54% Acd	89 37% h	211 45% Afh	27 26%	200 50% Afgh
Net Diff	-98 -15%	-53 -10%	-45 -31%	-30 -27%	-12 -5%	-11 -7%	11 14%	-78 -24%	7 9%	-88 -30%	-21 -8%	-22 -32%	4 2%	-51 -34%	18 19%	-75 -39%	19 46%	-118 -33%	-9 -10%	-20 -38%	-2 -2%	-19 -42%	-13 -16%	-22 -40%	1 1%	-14 -27%	* -1%	-34 -8%	-62 -33%	-5 -2%	-69 -15%	29 28%	-99 -25%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q6.6. When data from public services is being shared, personal data is often anonymised to prevent individuals being identified. This process includes removing identifying information such as a person's name, address and date of birth from the data before sharing. To what extent, if at all, would you support or oppose government bodies sharing anonymised data with the following organisations? Companies, to help them improve their products or services, or develop new services, as long as there are strict controls on how they access and use the data

Base: A THIRD OF SAMPLE

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	673	333	340	114	107	128	119	205	204	181	133	155	218	191	160	104	166	148	308	51	257	87	60	404	211
Weighted base	681	335	346	110	107	130	125	209	185	174	158	165	223	192	163	104	180	148	299	54	256	90	60	406	221
Strongly support	21 3%	11 3%	10 3%	6 5%	4 4%	3 2%	1 1%	7 3%	5 3%	5 3%	3 2%	7 5%	4 2%	8 4%	4 2%	5 4%	5 3%	3 2%	10 3%	3 5% *	7 3%	4 5% *	- - *	11 3%	5 2%
Tend to support	166 24%	89 26%	77 22%	24 22%	26 24%	35 27%	27 22%	54 26%	45 24%	40 23%	36 23%	45 27%	56 25%	39 20%	46 28%	25 24%	41 23%	39 26%	70 23%	17 32% *	67 26%	22 25% *	14 23% *	103 25%	52 23%
Neither support nor oppose	201 29%	92 27%	109 31%	36 33%	30 28%	40 31%	44 35% H	51 24%	53 28%	52 30%	50 32%	45 28%	65 29%	63 33%	46 28%	27 26%	66 37% ARS	36 24%	82 27%	17 32% *	74 29%	25 27% *	18 30% *	116 29%	70 31%
Tend to oppose	145 21% LT	64 19%	81 23%	28 25%	18 17%	27 21%	25 20%	47 22%	44 24% L	38 22%	39 25% L	24 15%	45 20%	40 21%	38 23%	22 21%	33 18%	37 25% T	70 23% T	4 8% *	62 24%	18 21% *	12 20% *	92 23%	40 18%
Strongly oppose	118 17% CD	69 21% AC	49 14%	6 6%	20 19% D	21 16% D	22 17% D	49 23% AD	34 19%	31 18%	23 14%	30 18%	41 18%	36 19%	22 13%	20 19%	25 14%	24 16%	62 21% A	7 13% *	41 16%	14 16% *	15 25% *	70 17%	42 19%
Don't know	30 4% HSU	10 3%	20 6%	10 9% AH	9 8% H	5 4%	5 4%	2 1%	5 3%	7 4%	6 4%	12 7%	11 5%	6 3%	7 4%	6 5%	10 6% S	9 6% S	6 2%	5 10% S*	6 2%	6 7% U*	1 2% *	13 3%	12 6%
NET: support	187 27%	99 30%	88 25%	30 27%	30 28%	37 29%	29 23%	61 29%	49 27%	45 26%	40 25%	53 32%	60 27%	47 24%	50 31%	30 29%	45 25%	42 28%	80 27%	20 37% *	74 29%	27 30% *	14 23% *	114 28%	57 26%
NET: oppose	263 39% T	133 40%	130 37%	34 31%	38 36%	48 37%	47 38%	95 46% AD	78 42%	69 40%	62 39%	54 33%	86 39%	76 40%	59 36%	42 40%	58 32%	62 42% T	133 44% AQT	11 21% *	102 40%	32 36% *	27 45% *	162 40%	82 37%
Net Diff	-77 -11%	-34 -10%	-42 -12%	-5 -4%	-8 -8%	-11 -8%	-19 -15%	-34 -16%	-29 -16%	-24 -14%	-22 -14%	-2 -1%	-26 -12%	-29 -15%	-9 -6%	-12 -12%	-12 -7%	-20 -13%	-53 -18%	9 16%	-29 -11%	-6 -6%	-13 -22%	-48 -12%	-25 -11%

Overlap formular used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q6.6. When data from public services is being shared, personal data is often anonymised to prevent individuals being identified. This process includes removing identifying information such as a person's name, address and date of birth from the data before sharing. To what extent, if at all, would you support or oppose government bodies sharing anonymised data with the following organisations? Companies, to help them improve their products or services, or develop new services, as long as there are strict controls on how they access and use the data

Base: A THIRD OF SAMPLE

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																			
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data																	
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	673	501	171	122	239	140	67	317	84	321	246	87	159	146	87	233	39	375	83	60	90	47	75	59	82	58	55	448	148	234	457	104	415
Weighted base	681	508	173	122	246	140	68	327	84	329	248	91	158	151	93	234	42	378	84	64	90	48	74	61	82	60	55	453	152	239	462	104	426
Strongly support	21 3% N	18 3%	3 2%	3 3%	6 3%	8 6% A	3 5% *	11 3%	3 4% *	8 3%	11 4%	2 2% *	7 4% N	1 1%	5 5% *	4 2%	3 7% *	11 3%	4 4% *	1 1% *	6 7% A*	- - *	2 3% *	* 1% *	4 5% *	2 4% *	1 2% *	15 3%	5 3%	11 5%	18 4%	7 7% Ai	12 3%
Tend to support	166 24% HJPTb	131 26%	34 20%	29 24%	66 27%	36 26%	26 38% AH*	65 20%	33 40% AJ*	68 21%	81 32% A	22 24% *	55 34% AN	29 19%	35 37% AP*	43 19%	17 40% AR*	83 22%	33 40% AT*	8 12% *	28 31% *	8 18% *	27 36% AY*	11 17% *	24 30% b*	6 11% *	21 37% Ade*	108 24%	35 23%	76 32% Ai	127 28% Ai	46 44% Aligi	101 24%
Neither support nor oppose	201 29% JPRefghi	153 30%	48 28%	36 29%	79 32%	38 27%	23 33% *	86 26%	24 29% *	85 26%	62 25%	24 26% *	38 24%	41 27%	29 31% *	54 23%	12 29% *	82 22%	19 22% *	21 33% *	23 26% *	16 34% *	15 20% *	15 25% *	26 32% *	20 33% *	22 40% e*	143 32% e	27 18%	55 23%	117 25%	21 21%	107 25%
Tend to oppose	145 21% c	108 21%	37 22%	26 21%	49 20%	33 23%	11 16% *	79 24%	19 23% *	79 24%	49 20%	22 24% *	34 22%	34 23%	14 15% *	62 27% AO	8 19% *	97 26% A	17 20% *	15 24% *	17 19% *	13 27% *	20 27% *	18 29% *	22 27% *	10 16% *	4 7% *	100 22% c	40 26% c	62 26% A	107 23%	23 22%	101 24%
Strongly oppose	118 17% BGIOQ2cfh	75 15%	43 25% AB	20 16%	35 14%	20 14%	4 6% *	76 23% AG	4 5% *	79 24% Ai	41 16%	19 21% *	23 15%	43 29% AM	9 10% *	63 27% AO	2 5% *	96 25% AQ	11 13% *	18 28% AS*	16 17% *	9 19% *	8 11% *	16 26% X*	5 7% *	20 33% AZ*	3 5% *	70 15% c	46 30% Acd	32 13% h	83 18% Bh	5 5%	97 23% Aligh
Don't know	30 4% IKMRSUZefgi	23 5%	8 4%	9 7%	10 4%	4 3%	2 3% *	10 3%	- - *	10 3%	5 2%	2 2% *	1 *	3 2%	1 1% *	7 3%	- - *	10 3%	- - *	1 2% *	- - *	1 1% *	2 3% *	1 2% *	- - *	2 3% *	5 9% e*	17 4% e	- -	4 2%	9 2%	2 2%	8 2%
NET: support	187 27% CHJNPTb	149 29% C	37 21%	32 26%	72 29%	44 32%	29 42% AH*	76 23%	36 43% AJ*	77 23%	91 37% A	24 27% *	62 39% AN	30 20%	40 43% AP*	48 20%	20 47% AR*	93 25%	37 44% AT*	9 14% *	34 38% AV*	8 18% *	29 39% AY*	11 18% *	28 34% b*	9 15% *	22 39% A*	123 27%	40 26%	87 36% Agi	145 31% Ai	53 51% Aligi	113 26%
NET: oppose	263 39% BGIOch	183 36%	80 47% AB	46 37%	85 34%	53 38%	15 22% *	155 47% AG	23 28% *	158 48% Ai	90 36%	41 45% *	58 36%	78 51% AM	23 25% *	125 53% AO	10 24% *	193 51% AQ	28 33% *	33 52% AS*	33 36% *	22 47% *	29 38% *	33 55% A*	27 34% *	29 49% *	7 12% *	170 37% c	86 56% Acd	94 39% h	190 41% h	28 27%	198 47% Aligh
Net Diff	-77 -11%	-34 -7%	-43 -25%	-14 -11%	-12 -5%	-8 -6%	14 21%	-79 -24%	13 16%	-81 -25%	2 1%	-17 -19%	4 2%	-48 -32%	16 18%	-77 -33%	10 23%	-100 -26%	9 11%	-24 -38%	1 1%	-14 -29%	1 1%	-22 -37%	* *	-21 -35%	15 27%	-47 -10%	-46 -30%	-6 -3%	-45 -10%	25 24%	-86 -20%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h,i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h,i Minimum Base: 30(**) Small Base: 100(*)

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Q6.7. When data from public services is being shared, personal data is often anonymised to prevent individuals being identified. This process includes removing identifying information such as a person's name, address and date of birth from the data before sharing. To what extent, if at all, would you support or oppose government bodies sharing anonymised data with the following organisations? Companies who provide services on behalf of government, to help them improve services they provide, or develop new services

Base: A THIRD OF SAMPLE

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	672	334	338	104	118	125	125	200	180	217	116	159	232	169	145	126	173	139	309	51	258	91	53	402	211
Weighted base	667	329	338	106	118	122	124	198	162	207	138	161	229	167	143	128	175	140	301	52	254	90	51	396	216
Strongly support	32 5%	15 5%	17 5%	5 4% *	5 4%	5 4%	7 5%	11 6%	8 5%	9 4%	7 5%	9 6%	11 5%	13 8% AO	3 2%	5 4%	4 2%	8 6%	17 6%	3 6% *	9 3%	6 7% *	5 10% U*	20 5%	11 5%
Tend to support	210 31% BFY	91 28%	119 35% AB	41 38% F*	37 31%	28 23%	34 27%	71 36% F	54 33%	66 32%	42 30%	49 30%	70 31%	44 27%	50 35%	45 35%	48 27%	41 29%	110 37% AQT	11 21% *	76 30%	39 43% AU*	17 34% *	132 33%	55 26%
Neither support nor oppose	216 32% HIS	106 32%	110 32%	45 42% AH*	43 37% H	40 33%	38 31%	50 25%	43 27%	71 35%	44 32%	58 36%	75 33%	60 36%	45 32%	35 28%	68 39% AS	52 37% S	78 26%	18 35% *	86 34%	25 28% *	14 27% *	125 32%	72 33%
Tend to oppose	119 18% DW	61 19%	57 17%	9 9% *	17 15%	29 24% D	24 20% D	39 20% D	35 21%	33 16%	25 18%	27 17%	45 20%	31 19%	21 15%	21 17%	30 17%	25 18%	52 17%	11 22% *	51 20% W	13 14% *	4 7% *	67 17%	43 20%
Strongly oppose	66 10% CDLN	42 13% AC	24 7%	3 3% *	10 8%	15 12% D	17 13% D	22 11% D	21 13% L	22 11%	16 11%	8 5%	24 10%	10 6%	18 12% N	15 12%	12 7%	12 8%	40 13% AQ	2 5% *	24 10%	6 7% *	8 15% *	38 10%	27 12%
Don't know	24 4% S	13 4%	11 3%	4 3% *	7 6%	5 4%	4 3%	4 2%	2 1%	7 3%	5 4%	10 6% I	5 2%	8 5%	5 4%	5 4%	12 7% ARS	3 2%	3 1%	6 11% ARS*	9 4%	2 2% *	3 6% *	14 3%	8 4%
NET: support	242 36% BFQY	106 32%	136 40% AB	45 43% F*	41 35%	33 27%	41 33%	83 42% F	61 38%	74 36%	49 35%	58 36%	80 35%	58 35%	54 38%	50 39%	52 30%	49 35%	127 42% AQ	14 27% *	85 33%	45 50% AU*	22 44% *	152 38%	66 30%
NET: oppose	185 28% CD	103 31% AC	82 24%	12 12% *	27 23% D	43 36% ADE	41 33% D	61 31% D	56 34% AL	54 26%	40 29%	35 22%	69 30%	41 24%	39 27%	37 29%	42 24%	37 26%	92 31%	14 27% *	75 29%	19 21% *	12 23% *	105 27%	70 32%
Net Diff	57 9%	3 1%	54 16%	33 31%	15 13%	-11 -9%	* *	21 11%	6 4%	20 10%	8 6%	23 15%	12 5%	17 10%	15 10%	14 11%	10 6%	13 9%	35 12%	* 1%	10 4%	26 29%	11 21%	47 12%	-4 -2%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q6.7. When data from public services is being shared, personal data is often anonymised to prevent individuals being identified. This process includes removing identifying information such as a person's name, address and date of birth from the data before sharing. To what extent, if at all, would you support or oppose government bodies sharing anonymised data with the following organisations? Companies who provide services on behalf of government, to help them improve services they provide, or develop new services

Base: A THIRD OF SAMPLE

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	672	493	176	123	234	136	63	341	85	310	238	92	162	149	91	215	40	364	86	56	97	46	89	47	87	59	54	410	180	253	449	91	425
Weighted base	667	487	177	125	226	136	63	338	87	308	234	93	158	151	92	215	38	361	85	56	97	45	86	47	86	58	57	409	173	248	447	91	420
Strongly support	32	26	7	4	13	9	7	13	13	11	20	3	20	3	10	7	5	13	5	-	10	3	5	1	6	1	3	20	10	21	23	7	16
	5%	5%	4%	3%	6%	6%	11%	4%	15%	4%	9%	4%	13%	2%	11%	3%	14%	4%	6%	-	10%	6%	6%	3%	7%	2%	6%	5%	6%	8%	5%	7%	4%
							AH*		AJ*		A	*	AN		AP*		AR*		*	*	A*	*	*	*	*	*	*			Agi		*	
Tend to support	210	152	57	37	67	48	23	89	37	77	99	21	67	26	35	48	14	101	31	11	43	4	42	8	36	11	18	137	51	101	172	40	140
	31%	31%	32%	30%	29%	36%	37%	26%	42%	25%	42%	22%	43%	17%	38%	22%	37%	28%	36%	20%	44%	8%	49%	18%	42%	18%	32%	34%	30%	41%	38%	44%	33%
	HJLNPRVYb						*		AJ*		AL	*	AN		P*		*		T*	*	AV*	*	AY*	*	Ab*	*	*			Ai	Ai	Ai*	
Neither support nor oppose	216	160	54	41	82	36	16	102	20	88	64	32	43	44	26	65	11	101	23	16	28	10	26	14	22	27	22	137	40	61	114	22	114
	32%	33%	31%	33%	36%	27%	26%	30%	23%	29%	27%	35%	27%	29%	28%	30%	28%	28%	27%	28%	29%	22%	30%	30%	26%	46%	39%	34%	23%	25%	26%	24%	27%
	IKRefgi						*		*			*			*		*		*	*	*	*	*	*	*	AZ*	e*	e				*	
Tend to oppose	119	88	31	24	39	26	11	71	10	72	34	11	20	34	15	52	4	84	20	13	11	11	10	12	15	12	5	71	41	39	85	12	93
	18%	18%	17%	19%	17%	19%	17%	21%	12%	23%	14%	11%	13%	22%	16%	24%	12%	23%	24%	24%	11%	25%	11%	26%	17%	20%	9%	17%	24%	16%	19%	13%	22%
							*	A	*	AI		*		M	*	A	*	A	*	*	*	U*	*	X*	*	*	*		Ac			*	Afgh
Strongly oppose	66	44	22	11	16	17	6	51	4	51	15	21	8	35	6	35	2	54	5	15	3	16	3	9	4	6	4	31	30	20	45	9	50
	10%	9%	12%	9%	7%	13%	9%	15%	5%	16%	7%	22%	5%	23%	7%	16%	5%	15%	6%	26%	3%	35%	3%	19%	5%	10%	7%	8%	17%	8%	10%	9%	12%
	KMLUXd						*	A	*	AI		AK*		AM	*	AO	*	A	*	AS*	*	AU*	*	AX*	*	*	*		Ad			*	Af
Don't know	24	17	7	8	9	-	-	12	2	9	2	5	-	9	1	8	2	7	1	1	2	2	1	2	2	2	4	13	1	6	8	2	6
	4%	3%	4%	6%	4%	-	-	4%	3%	3%	1%	6%	-	6%	1%	4%	4%	2%	1%	2%	3%	4%	1%	5%	3%	3%	7%	3%	1%	2%	2%	2%	1%
	FKMRegi			F	F		*		*			K*		M	*		*		*	*	*	*	*	*	*	*	e*					*	
NET: support	242	178	64	41	80	57	30	102	50	89	119	24	88	29	45	54	19	114	36	11	52	6	47	10	42	12	22	157	61	122	195	47	156
	36%	36%	36%	33%	35%	42%	48%	30%	58%	29%	51%	26%	55%	19%	49%	25%	51%	32%	42%	20%	54%	14%	55%	20%	49%	20%	38%	38%	35%	49%	44%	51%	37%
	HJLNPRTVYb						AH*		AJ*		AL	*	AN		AP*		R*		T*	*	AV*	*	AY*	*	Ab*	*	*			Agi	Ai	Ai*	
NET: oppose	185	132	52	35	55	43	17	122	15	122	49	31	28	69	21	87	6	138	25	28	14	27	12	21	19	18	9	102	71	60	130	21	143
	28%	27%	30%	28%	24%	31%	26%	36%	17%	40%	21%	34%	18%	46%	23%	41%	17%	38%	30%	50%	14%	60%	14%	44%	22%	30%	16%	25%	41%	24%	29%	22%	34%
	IKMLUXd						*	A	*	AI		K*		AM	*	AO	*	AQ	*	AS*	*	AU*	*	AX*	*	*	*		Acd		f	*	Afgh
Net Diff	57	45	11	6	25	14	14	-20	36	-34	70	-7	60	-40	24	-33	13	-23	10	-17	38	-21	35	-11	23	-6	12	55	-10	62	64	26	13
	9%	9%	6%	5%	11%	10%	22%	-6%	41%	-11%	30%	-8%	38%	-26%	26%	-15%	34%	-6%	12%	-30%	40%	-46%	41%	-24%	27%	-10%	22%	14%	-6%	25%	14%	29%	3%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
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Ipsos MORI

Q7. Which of the following examples of sharing and using people's personal data do you think currently happen?

Base: All adults aged 16-75 in Great Britain 'Health records being shared...'

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1011	498	513	172	173	183	199	284	296	299	186	230	356	250	236	169	280	214	450	67	375	129	80	584	331
Weighted base	1014	493	521	173	174	183	200	284	266	287	223	238	356	249	236	173	291	217	438	68	370	129	77	577	346
Online retailers looking at your past pages and sending you targeted advertisements	788 78% DKQRT	375 76%	413 79%	115 66%	127 73%	146 80% D	169 84% ADE	231 82% DE	229 86% AJKL	224 78%	161 72%	174 73%	270 76%	199 80%	185 78%	133 77%	213 73%	157 72%	377 86% AQRT	42 62% *	288 78%	105 81%	63 81% *	456 79%	275 79%
Tax and benefit records being shared to help catch fraud	745 73% DQ	348 71%	396 76%	110 64%	124 71%	134 73%	164 82% ADEF	213 75% D	207 78% AL	207 72%	165 74%	165 70%	268 75%	182 73%	171 72%	123 71%	198 68%	151 69%	350 80% AQRT	45 67% *	264 71%	100 77%	61 79% *	425 74%	266 77%
Government monitoring email and internet search traffic to identify potential terrorists and people with extremist views	721 71% CDLQT	371 75% AC	350 67%	101 58%	115 66%	130 71% D	154 77% DE	222 78% ADE	218 82% AJKL	204 71%	146 65%	154 65%	252 71%	181 73%	169 72%	118 68%	190 65%	145 66%	348 80% AQRT	38 57% *	266 72%	85 65%	57 74% *	408 71%	256 74%
All hospitals and GPs nationally being able to access your health records for reasons directly relating to your care	695 69% T	332 67%	363 70%	108 62%	123 70%	121 66%	147 73% D	197 69%	184 69%	189 66%	160 72%	162 68%	252 71%	169 68%	161 68%	113 65%	192 66%	149 69% T	317 72% AT	37 54% *	246 67%	88 68%	54 70% *	388 67%	249 72%
Pharmaceutical companies sharing their data with academic researchers to test the companies' claims about the effectiveness of medical treatments	539 53% M	271 55%	268 51%	90 52%	86 49%	96 53%	106 53%	161 57%	155 58% A	145 51%	112 50%	127 54%	173 49%	140 56%	126 53%	101 58% M	150 52%	105 48%	255 58% ART	29 43% *	193 52%	59 46%	47 60% V*	299 52%	191 55%
Energy companies monitoring what time individuals come home in the evening, in order to predict when and where energy will be most needed	525 52%	271 55% A	254 49%	78 45%	85 49%	97 53%	113 56% D	153 54%	150 57% AJ	136 47%	116 52%	122 51%	185 52%	139 56%	115 49%	86 50%	144 50%	102 47%	248 57% AR	30 45% *	186 50%	61 48%	54 71% AUV*	302 52%	181 52%
GP health records being shared with academics and scientists for research to improve treatments	413 41% C	217 44% AC	195 37%	62 36%	61 35%	78 43%	74 37%	139 49% ADEG	120 45%	117 41%	87 39%	89 38%	135 38%	110 44%	96 41%	71 41%	108 37%	77 36%	201 46% AQR	27 39% *	140 38%	53 41%	31 41% *	224 39%	152 44%
Health records being shared with private healthcare companies for the development of more effective treatments	382 38% J	190 39%	192 37%	59 34%	68 39%	66 36%	78 39%	112 39%	117 44% AI	93 32%	85 38%	87 37%	132 37%	96 38%	88 37%	66 38%	99 34%	76 35%	184 42% AQ	24 35% *	136 37%	48 37%	28 36% *	211 37%	138 40%
Technology companies tracking whether there is a flu epidemic by monitoring what people search for on the internet	311 31% CR	168 34% AC	143 27%	47 27%	46 26%	62 34%	67 33%	89 32%	93 35%	86 30%	64 28%	68 29%	108 30%	85 34%	63 27%	55 32%	78 27%	49 23%	164 38% AQR	19 28% *	123 33%	32 24%	27 36% *	182 32%	103 30%
Health records being sold to private healthcare companies to make money for government	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- -	- -	- - *	- -	- -
None of these	14 1% HM	4 1%	10 2%	5 3% H	6 3% AGH	2 1%	1 1%	- -	2 1%	2 1%	1 1%	9 4% AUK	2 *	4 2%	6 2% M	3 1%	3 1%	5 2%	4 1%	2 3% *	4 1%	2 2%	- - *	6 1%	5 2%
Don't know	67 7% GINS	35 7%	32 6%	20 12% AGH	11 6%	15 8% G	7 3%	14 5%	8 3%	21 7% I	17 8% I	21 9% I	25 7%	9 4%	15 6%	18 10% N	28 10% AS	18 8% S	13 3%	7 11% S*	26 7%	6 4%	2 3% *	33 6%	24 7%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
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Q7. Which of the following examples of sharing and using people's personal data do you think currently happen?

Base: All adults aged 16-75 in Great Britain 'Health records being shared...'

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes		
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1011	759	249	166	371	222	101	511	128	488	374	135	246	244	139	331	59	564	130	87	137	70	125	82	123	90	82	631	265	376	697	140	628
Weighted base	1014	760	251	164	371	226	100	517	129	491	374	137	247	247	146	331	61	562	129	88	136	68	123	85	123	94	83	636	263	377	694	138	631
Online retailers looking at your past pages and sending you targeted advertisements	788 78% c	586 77%	202 81%	120 73%	275 74%	190 84% ADE	73 73% *	424 82% AG	96 74%	422 86% AI	318 85% AL	102 75%	204 82% A	205 83% A	106 72%	274 83% AO	41 68% *	483 86% AQ	102 79%	73 82% *	111 82%	53 77% *	107 87% AY	63 74% *	100 81%	76 81% *	38 46% *	506 80% c	238 91% Acd	312 83% A	598 86% Afhi	106 77%	530 84% Ah
Tax and benefit records being shared to help catch fraud	745 73% c	559 74%	184 73%	114 70%	267 72%	179 79% AD	68 68% *	404 78% AG	93 72%	384 78% A	286 77%	98 72%	190 77%	188 76%	104 71%	260 79% A	41 68% *	448 80% AQ	92 72%	73 82% *	106 78%	51 74% *	98 80%	58 69% *	93 75%	73 78% *	39 46% *	484 76% Ac	218 83% Acd	306 81% Ah	557 80% A	103 74%	502 80% A
Government monitoring email and internet search traffic to identify potential terrorists and people with extremist views	721 71% EQch	530 70%	191 76% A	116 71%	241 65%	173 77% AE	75 75% *	385 74% A	90 70%	386 79% AI	287 77% A	95 69%	184 74%	186 75%	95 65%	251 76% AO	32 52% *	456 81% AQ	90 70%	68 77% *	103 76%	47 68% *	101 82% AY	56 66% *	96 78%	66 71% *	37 45% *	458 72% c	221 84% Acd	293 78% Ah	549 79% Ah	86 62%	496 79% Ah
All hospitals and GPs nationally being able to access your health records for reasons directly relating to your care	695 69% c	528 69%	166 66%	107 65%	251 68%	170 75% AD	66 67% *	367 71%	85 65%	364 74% A	273 73% A	88 65%	172 70%	177 72%	104 71%	233 70%	42 69% *	412 73% A	88 68%	76 86% AS*	94 69%	45 66% *	90 73% Y	51 60% *	84 68%	72 76% *	43 51% *	447 70% c	199 76% Ac	273 72% A	511 74% A	94 68%	473 75% A
Pharmaceutical companies sharing their data with academic researchers to test the companies' claims about the effectiveness of medical treatments	539 53% EQc	404 53%	135 54%	77 47%	178 48%	148 66% ADE	56 56% *	278 54%	68 52%	280 57% A	225 60% AL	65 48%	138 56%	135 55%	74 51%	189 57%	24 39% *	337 60% AQ	68 53%	52 59% *	73 54%	39 58% *	66 54%	41 49% *	66 53%	58 62% *	31 38% *	329 52% c	175 67% Acd	217 58% A	407 59% A	74 54%	374 59% A
Energy companies monitoring what time individuals come home in the evening, in order to predict when and where energy will be most needed	525 52% DEc	389 51%	135 54%	69 42%	168 45%	153 68% ADE	53 53% *	293 57% A	67 52%	281 57% A	210 56% A	77 56%	138 56%	145 59% A	76 52%	194 58% A	32 53% *	320 57% A	69 54%	51 58% *	66 48%	42 61% *	64 52%	40 47% *	72 58%	51 54% *	30 36% *	334 53% c	157 60% Acd	211 56% A	395 57% A	71 51%	357 57% A
GP health records being shared with academics and scientists for research to improve treatments	413 41% E	310 41%	102 41%	63 38%	135 36%	112 49% ADE	48 48% *	219 42%	56 43%	221 45% A	159 43%	64 47%	105 42%	117 47% A	61 42%	146 44%	20 32% *	255 45% A	53 41%	39 45% *	54 40%	30 44% *	53 43%	29 34% *	48 39%	46 49% *	31 37% *	260 41%	121 46% A	171 45% A	310 45% A	52 37%	277 44% A
Health records being shared with private healthcare companies for the development of more effective treatments	382 38% c	289 38%	93 37%	59 36%	131 35%	99 44% AE	33 33% *	206 40%	44 34%	209 43% A	148 40%	61 44%	88 36%	104 42%	55 38%	137 41%	17 28% *	240 43% AQ	52 40%	36 41% *	45 33%	33 49% U*	49 40%	32 38% *	43 35%	45 48% A*	22 26% *	242 38% c	116 44% Ac	150 40%	285 41% Ah	44 32%	269 43% Ah
Technology companies tracking whether there is a flu epidemic by monitoring what people search for on the internet	311 31% c	236 31%	75 30%	45 27%	101 27%	90 40% ADE	36 36% *	172 33%	40 31%	170 35% A	133 35% A	43 31%	80 32%	86 35%	46 31%	113 34%	18 30% *	192 34% A	38 30%	24 27% *	41 30%	23 33% *	39 32%	26 31% *	45 36%	33 35% *	14 17% *	195 31% c	98 37% Ac	111 29%	228 33% A	54 39% Af	206 33%
Health records being sold to private healthcare companies to make money for government	- - *	- -	- -	- -	- -	- -	- - *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- -	- -	- - *	- -	- - *	- -	- - *	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
None of these	14 1% KMfgj	10 1%	4 2%	2 1%	5 1%	3 1%	1 1% *	6 1%	1 1%	7 1%	- -	4 3% K	- -	8 3% AM	1 1%	8 2%	- - *	8 1%	- -	- - *	2 2%	1 1% *	- -	3 3% X*	1 1%	2 2% *	3 3% e*	7 1%	1 *	1 *	4 1%	1 1%	2 *
Don't know	67 7% FHIKPRUdefgi	51 7%	16 6%	20 12% AF	27 7% F	4 2%	5 5% *	25 5%	9 7%	19 4%	14 4%	11 8%	11 5%	10 4%	11 7%	14 4%	5 8% R*	16 3%	6 5%	2 2% *	3 2%	6 9% U*	4 3%	11 13% AX*	5 4%	5 5% *	16 19% Ade*	23 4%	7 3%	10 3%	19 3%	5 4%	20 3%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q7. Which of the following examples of sharing and using people's personal data do you think currently happen?

Base: All adults aged 16-75 in Great Britain 'Health records being sold...'

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1008	513	495	149	188	189	177	305	297	289	192	230	318	296	222	172	223	240	464	81	399	143	86	628	294
Weighted base	1005	507	498	149	187	187	176	306	268	276	225	236	319	291	226	169	229	243	449	84	393	145	85	623	299
Online retailers looking at your past pages and sending you targeted advertisements	776 77% DELT	393 77%	383 77%	97 65%	133 71%	149 80% D	142 81% DE	255 83% ADE	221 83% AJL	209 76%	176 78%	170 72%	246 77%	221 76%	174 77%	134 80%	166 72% T	179 73% T	383 85% AQRT	49 58% *	299 76%	122 84% AU	68 80% *	489 79%	228 76%
Government monitoring email and internet search traffic to identify potential terrorists and people with extremist views	725 72% DELT	375 74%	350 70%	87 58%	114 61%	141 75% DE	141 80% ADE	242 79% ADE	213 79% AJL	196 71%	163 72%	153 65%	239 75%	197 68%	165 73%	124 73%	159 69%	164 67%	354 79% AQRT	48 58% *	277 70%	112 77%	62 72% *	450 72%	226 76%
Tax and benefit records being shared to help catch fraud	714 71% DELT	364 72%	350 70%	89 60%	116 62%	144 77% DE	128 73% DE	237 77% ADE	205 77% AL	195 71%	167 74% L	147 62%	236 74%	196 67%	158 70%	124 73%	153 67%	163 67%	347 77% AQRT	51 61% *	274 70%	109 75%	58 69% *	442 71%	218 73%
All hospitals and GPs nationally being able to access your health records for reasons directly relating to your care	667 66% N	332 65%	335 67%	91 61%	121 65%	130 69%	118 67%	207 68%	177 66%	175 63%	155 69%	159 68%	222 70% N	171 59%	148 66%	124 74% AN	147 64%	155 64%	314 70% A	50 60% *	252 64%	106 73% U	56 66% *	414 66%	202 68%
Pharmaceutical companies sharing their data with academic researchers to test the companies' claims about the effectiveness of medical treatments	508 51% TU	249 49%	259 52%	67 45%	88 47%	87 46%	92 52%	175 57% ADEF	149 56% A	132 48%	115 51%	112 47%	171 54%	142 49%	106 47%	88 52%	106 46%	114 47%	255 57% AQRT	33 39% *	180 46%	81 56% U	49 58% U*	311 50%	154 52%
Energy companies monitoring what time individuals come home in the evening, in order to predict when and where energy will be most needed	477 47% CDT	260 51% AC	216 43%	58 39%	86 46%	98 52% D	83 47%	151 49% D	142 53% A	126 46%	102 45%	106 45%	157 49%	131 45%	108 48%	81 48%	100 44% T	105 43% T	246 55% AQRT	25 30% *	192 49%	79 54%	40 47% *	310 50%	136 46%
GP health records being shared with academics and scientists for research to improve treatments	407 40%	208 41%	198 40%	51 34%	74 39%	72 39%	77 44%	133 43%	126 47% AI	101 36%	89 40%	91 38%	147 46% AN	107 37%	84 37%	69 41%	87 38%	97 40%	195 44%	27 32% *	152 39%	68 47%	33 39% *	252 41%	125 42%
Health records being sold to private healthcare companies to make money for government	344 34% CD	200 39% AC	144 29%	32 21%	58 31% D	63 34% D	72 41% D	120 39% AD	106 39% A	93 34%	70 31%	75 32%	111 35%	100 34%	69 30%	64 38%	69 30%	81 33%	173 39% AQT	21 25% *	133 34%	48 33%	30 35% *	210 34%	116 39%
Technology companies tracking whether there is a flu epidemic by monitoring what people search for on the internet	313 31% CQT	173 34% AC	140 28%	48 32%	53 29%	67 36%	58 33%	86 28%	102 38% AKL	86 31%	57 25%	68 29%	113 35% O	91 31%	59 26%	51 30%	58 25%	74 31%	165 37% AQT	16 19% *	135 34%	44 31%	25 29% *	203 33%	84 28%
Health records being shared with private healthcare companies for the development of more effective treatments	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- -	- -	- - *	- -	- -
None of these	19 2%	8 2%	11 2%	4 3%	6 3%	2 1%	3 2%	3 1%	3 1%	5 2%	8 4%	3 1%	5 2%	6 2%	6 3%	2 1%	2 1%	7 3%	7 2%	3 4% *	11 3% V	- -	2 2% *	13 2%	3 1%
Don't know	64 6% HISV	32 6%	33 7%	16 11% AH	16 9% H	11 6%	10 6%	10 3%	10 4%	17 6%	16 7%	21 9% I	17 5%	20 7%	16 7%	11 6%	22 10% AS	20 8% S	15 3%	8 9% S*	25 6% V	2 2%	7 8% V*	34 5%	23 8%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q7. Which of the following examples of sharing and using people's personal data do you think currently happen?

Base: All adults aged 16-75 in Great Britain 'Health records being sold...'

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes		
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1008	760	245	192	359	209	109	465	124	443	373	114	259	203	132	311	59	535	132	84	138	69	123	79	129	77	88	630	253	348	682	159	619
Weighted base	1005	759	243	194	357	208	110	469	125	443	373	115	257	204	132	309	61	530	133	85	139	70	120	77	128	75	90	630	247	349	684	161	617
Online retailers looking at your past pages and sending you targeted advertisements	776 77% LQc	576 76%	198 81%	141 73%	267 75%	169 81% D	83 76%	379 81% A	92 74%	361 81% A	309 83% AL	79 69%	212 83% A	156 77%	95 72%	248 80% O	37 60% *	454 86% AQ	109 82%	69 82% *	116 84%	58 84% *	98 81%	66 85% *	99 77%	58 77% *	39 44% *	497 79% c	232 94% Acd	285 82% A	583 85% Afh	122 76%	515 83% Ah
Government monitoring email and internet search traffic to identify potential terrorists and people with extremist views	725 72% EIQc	539 71%	185 76%	138 71%	242 68%	159 76% E	74 68%	362 77% AG	78 63%	345 78% AI	281 75%	85 74%	193 75%	160 78% A	91 69%	243 79% AO	37 61% *	427 81% AQ	94 71%	66 79% *	110 79% A	52 75% *	95 79%	62 81% *	100 78%	58 78% *	39 44% *	456 72% c	224 91% Acd	259 74% h	543 79% Afh	108 67%	500 81% Afh
Tax and benefit records being shared to help catch fraud	714 71% Eich	530 70%	184 75%	135 70%	240 67%	155 74%	79 72%	346 74%	77 62%	327 74% I	282 76% A	81 70%	184 72%	149 73%	96 72%	224 72%	37 61% *	406 77% AQ	92 69%	56 66% *	108 78%	48 70% *	87 72%	55 72% *	106 83% A	63 84% A*	33 37% *	460 73% c	211 85% Acd	258 74% h	532 78% Afh	101 63%	484 78% Afh
All hospitals and GPs nationally being able to access your health records for reasons directly relating to your care	667 66% Ec	505 67%	161 66%	129 67%	220 62%	156 75% AE	75 69%	328 70% A	86 69%	304 69%	266 71% A	78 68%	179 70%	142 69%	94 71%	205 66%	44 72% *	363 68%	83 62%	66 78% AS*	95 69%	47 67% *	87 73%	54 70% *	89 70%	49 65% *	39 44% *	429 68% c	190 77% Acd	243 70%	492 72% A	106 66%	450 73% Ah
Pharmaceutical companies sharing their data with academic researchers to test the companies' claims about the effectiveness of medical treatments	508 51% Ec	380 50%	128 53%	89 46%	163 46%	128 61% ADE	51 47%	254 54% A	59 48%	250 57% A	204 55% A	57 50%	142 55%	106 52%	68 52%	166 54%	28 46% *	302 57% A	64 48%	46 54% *	84 60% AV	31 45% *	70 58%	41 53% *	66 52%	42 56% *	26 29% *	327 52% c	146 59% Ac	180 51%	377 55% A	78 49%	349 57% Afh
Energy companies monitoring what time individuals come home in the evening, in order to predict when and where energy will be most needed	477 47% Ec	365 48%	112 46%	84 44%	150 42%	131 63% ADE	54 49%	243 52% A	59 47%	232 52% A	185 50%	61 53%	129 50%	111 55% A	64 48%	168 55% A	29 48% *	282 53% A	65 49%	42 50% *	74 54%	40 57% *	54 45%	38 49% *	62 49%	38 51% *	23 26% *	310 49% c	138 56% Ac	182 52% A	359 52% A	92 57% A	322 52% A
GP health records being shared with academics and scientists for research to improve treatments	407 40% Ec	307 40%	99 41%	75 39%	121 34%	111 53% ADE	42 38%	198 42%	46 37%	193 44%	153 41%	48 42%	112 44%	89 44%	57 43%	144 47% A	24 39% *	237 45% A	54 41%	34 41% *	64 46%	30 43% *	50 41%	32 41% *	55 43%	34 46% *	24 26% *	255 40% c	125 50% Acd	140 40%	289 42%	63 39%	268 43% A
Health records being sold to private healthcare companies to make money for government	344 34% EGIcd	255 34%	89 36%	62 32%	105 29%	88 42% ADE	28 25%	205 44% AG	30 24%	194 44% AI	122 33%	55 48% AK	83 32%	87 42% AM	44 33%	137 44% AO	24 40% *	208 39% A	39 29%	36 43% S*	47 34%	34 49% AU*	43 36%	34 44% *	42 33%	33 44% *	22 24% *	195 31%	124 50% Acd	111 32%	236 35%	53 33%	240 39% Afg
Technology companies tracking whether there is a flu epidemic by monitoring what people search for on the internet	313 31% CQc	251 33% AC	62 26%	56 29%	106 30%	89 43% ADE	30 27%	170 36% A	31 25%	164 37% AI	124 33%	43 38%	85 33%	71 35%	37 28%	113 37% A	12 19% *	194 37% AQ	40 30%	29 34% *	47 34%	21 30% *	46 38%	25 33% *	38 30%	31 41% *	13 15% *	198 31% c	100 41% Acd	105 30%	230 34% A	57 35%	218 35% Af
Health records being shared with private healthcare companies for the development of more effective treatments	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- - *	- -	- -	- - *	- -	- - *	- -	- - *	- -	- - *	- - *	- -	- -	- -	- -	- -	- -
None of these	19 2% FKMdgj	15 2%	3 1%	7 4% F	8 2% F	- -	2 2%	6 1%	1 1%	7 2%	2 1%	5 5% AK	1 *	5 2%	3 2%	4 1%	1 2% *	8 2%	1 *	1 1% *	3 2%	2 3% *	- -	- - *	1 1%	3 4% *	7 8% Ade*	5 1%	3 1%	3 1%	5 1%	4 3% gj	5 1%
Don't know	64 6% JKMORdefgi	48 6%	16 7%	15 8%	23 7%	10 5%	5 4%	26 6%	8 6%	16 4%	15 4%	6 5%	8 3%	10 5%	3 2%	20 7%	1 1% *	21 4%	9 7%	2 3% *	4 3%	1 1% *	7 6%	5 7% *	4 3%	3 4% *	20 23% Ade*	23 4% e	- -	13 4%	23 3%	5 3%	19 3%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q8. Thinking again about the same list, do you think the following examples should or should not happen? - Summary table

Base: All Adults aged 16-75 in Great Britain

	Q8. Thinking again about the same list, do you think the following examples should or should not happen?									
	All hospitals and GPs nationally being able to access your health records for reasons directly relating to your care	GP health records being shared with academics and scientists for research to improve treatments	Tax and benefit records being shared to help catch fraud	Online retailers looking at your past pages and sending you targeted advertisements	Energy companies monitoring what time individuals come home in the evening, in order to predict when and where energy will be most needed	Technology companies tracking whether there is a flu epidemic by monitoring what people search for on the internet	Government monitoring email and internet search traffic to protect national security by identifying potential terrorists and people involved in extremist groups	Pharmaceutical companies sharing their data with academic researchers to test the companies' claims about medical treatments	Health records being shared with private healthcare companies for the development of more effective treatment	Health records being sold to private healthcare companies to make money for government
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)
Unweighted base	2019	2019	2019	2019	2019	2019	2019	2019	1011	1008
Weighted base	2019	2019	2019	2019	2019	2019	2019	2019	1014	1005
Should happen	1546 77% BCDEFGHIJ	1078 53% DEFIJ	1450 72% BDEFGHIJ	272 13% J	761 38% DFIJ	487 24% DJ	1144 57% BDEFIJ	1149 57% BDEFIJ	327 32% DFJ	52 5%
Should not happen	248 12%	531 26% ACH	299 15% A	1427 71% ABCEFGHI	852 42% ABCGH	969 48% ABCEGH	500 25% AC	477 24% AC	461 45% ABCGH	844 84% ABCDEFGHI
Don't know	225 11%	410 20% ACDJ	270 13% AJ	320 16% ACJ	406 20% ACDJ	563 28% ABCDEGHIJ	375 19% ACDJ	393 19% ACDJ	226 22% ACDGHJ	109 11%

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(*)

13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q8. Thinking again about the same list, do you think the following examples should or should not happen? All hospitals and GPs nationally being able to access your health records for reasons directly relating to your care

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
Should happen	1546 77% DLNQ	771 77%	775 76%	225 70%	264 73%	279 75%	293 78% D	485 82% ADEF	431 81% AL	430 76%	341 76%	344 73%	523 77%	394 73%	357 77%	272 79% N	371 71%	347 75%	716 81% AQRT	111 73%	583 76%	218 79%	130 80%	931 78%	489 76%
Should not happen	248 12%	131 13%	117 11%	44 14%	38 11%	43 12%	53 14%	70 12%	56 11%	65 11%	62 14%	65 14%	80 12%	81 15% AO	49 11%	38 11%	65 13%	56 12%	106 12%	21 14%	94 12%	36 13%	16 10%	146 12%	79 12%
Don’t know	225 11% BGHISV	98 10%	128 13%	53 16% AGH	59 16% AGH	48 13% GH	30 8%	35 6%	46 9%	69 12% I	46 10%	64 14% I	73 11%	65 12%	55 12%	33 10%	84 16% AS	58 13% S	65 7%	19 13% S	86 11%	21 8%	17 10%	123 10%	77 12%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q8. Thinking again about the same list, do you think the following examples should or should not happen? All hospitals and GPs nationally being able to access your health records for reasons directly relating to your care

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
Should happen	1546	1173	370	278	566	330	174	745	212	704	627	156	430	307	220	467	97	853	217	127	238	96	211	99	212	122	104	1011	405	616	1159	244	1015
	77%	77%	75%	78%	78%	76%	83%	76%	83%	75%	84%	62%	85%	68%	79%	73%	80%	78%	83%	74%	87%	70%	87%	61%	84%	72%	60%	80%	79%	85%	84%	82%	81%
	LNPYc						AH		AJ		AL		AN						AT		AV		AY		Ab			Ac	c	Ai	Ai	A	A
Should not happen	248	176	71	39	81	56	20	149	22	153	76	62	45	97	32	109	14	153	29	25	21	27	13	41	19	35	22	154	67	67	131	34	160
	12%	12%	14%	11%	11%	13%	9%	15%	9%	16%	10%	25%	9%	21%	11%	17%	11%	14%	11%	14%	8%	20%	5%	26%	8%	21%	13%	12%	13%	9%	10%	11%	13%
	KMUXZfg							AG		AI		AK		AM		AO		A				AU		AX		AZ							fg
Don't know	225	170	53	41	81	48	16	91	20	77	45	33	29	47	27	64	11	86	16	21	16	14	19	21	20	12	47	101	37	43	87	21	74
	11%	11%	11%	11%	11%	11%	8%	9%	8%	8%	6%	13%	6%	10%	10%	10%	9%	8%	6%	12%	6%	10%	8%	13%	8%	7%	27%	8%	7%	6%	6%	7%	6%
	HJKMRSUdefghi							M				K		M						S							Ade						

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q8. Thinking again about the same list, do you think the following examples should or should not happen? GP health records being shared with academics and scientists for research to improve treatments

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
Should happen	1078 53% CLQ	569 57% AC	509 50%	169 53%	185 51%	197 53%	202 54%	324 55%	315 59% AKL	305 54%	226 50%	232 49%	368 54%	276 51%	255 55%	180 53%	229 44%	250 54% Q	525 59% AQT	74 49%	403 53%	151 55%	100 62% AU	654 55%	333 52%
Should not happen	531 26% S	267 27%	264 26%	70 22%	84 23%	100 27%	107 28%	170 29% D	137 26%	142 25%	126 28%	127 27%	182 27%	139 26%	118 25%	92 27%	159 31% AS	114 25%	213 24%	45 30%	212 28%	70 26%	41 25%	323 27%	174 27%
Don’t know	410 20% BHISWX	164 16%	245 24% AB	83 26% AGH	92 25% AGH	72 20%	68 18%	95 16%	81 15%	117 21% I	97 22% I	115 24% AI	125 19%	125 23%	90 19%	70 20%	133 26% AS	97 21%	148 17%	32 21%	149 19%	53 19%	21 13%	223 19%	138 21%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q8. Thinking again about the same list, do you think the following examples should or should not happen? GP health records being shared with academics and scientists for research to improve treatments

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
Should happen	1078 53% HJLNTVYbc	825 54%	253 51%	186 52%	371 51%	267 62% ADE	131 62% AH	501 51%	159 63% AJ	468 50%	499 67% AL	86 34%	370 73% AN	160 36%	166 60% AP	324 51%	78 64% AR	576 53%	165 63% AT	77 44%	185 68% AV	50 36%	164 67% AY	64 40%	171 68% Ab	66 39%	77 45%	708 56% Ac	281 55% c	453 62% Ai	832 60% Ai	194 65% Ai	687 55%
Should not happen	531 26% KMUXZfg	389 26%	140 28%	88 25%	198 27%	103 24%	45 21%	297 30% AG	58 23%	308 33% AI	144 19%	116 46% AK	73 14%	213 47% AM	66 24%	203 32% AO	23 19%	331 30% AQ	61 23%	62 36% AS	47 17%	63 45% AU	44 18%	64 39% AX	41 16%	70 41% AZ	45 26%	327 26%	148 29%	155 21%	324 24%	69 23%	354 28% Afgh
Don't know	410 20% FUKMPRSUXZ defghi	306 20%	101 20%	84 24% F	158 22% F	64 15%	34 16%	187 19%	37 14%	157 17%	105 14%	50 20% K	61 12%	77 17% M	47 17%	113 18%	21 18%	185 17%	36 14%	34 20%	42 15%	25 18%	36 15%	34 21%	39 16%	33 19%	51 30% Ade	231 18%	81 16%	118 16% h	221 16% h	35 12%	207 17% h

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q8. Thinking again about the same list, do you think the following examples should or should not happen? Tax and benefit records being shared to help catch fraud

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
Should happen	1450 72% DELQT	720 72%	730 72%	194 60%	241 67%	276 74% DE	277 74% D	462 78% ADE	411 77% AKL	412 73% L	319 71%	308 65%	486 72%	371 69%	332 72%	261 76% AN	348 67%	324 70%	681 77% AQRT	98 64%	545 71%	209 76%	120 74%	874 73%	470 73%
Should not happen	299 15% CS	176 18% AC	123 12%	51 16%	55 15%	47 13%	57 15%	88 15%	69 13%	77 14%	71 16%	83 17%	103 15%	87 16%	66 14%	43 13%	82 16%	68 15%	116 13%	34 22% ARS	113 15%	40 14%	27 17%	180 15%	88 14%
Don’t know	270 13% BHISVX	104 10%	166 16% AB	77 24% AFGH	64 18% AGH	47 13% H	43 11% H	39 7%	53 10%	75 13%	59 13%	83 18% AI	85 13%	82 15%	64 14%	39 11%	91 17% AS	70 15% S	90 10%	20 13%	105 14%	26 9%	14 9%	146 12%	87 13%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q8. Thinking again about the same list, do you think the following examples should or should not happen? Tax and benefit records being shared to help catch fraud

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
Should happen	1450	1087	362	247	537	303	172	694	211	645	595	139	407	288	211	445	90	811	210	107	223	81	203	100	200	121	99	941	385	573	1105	242	933
	72%	72%	73%	69%	74%	70%	82%	70%	83%	69%	80%	55%	81%	64%	76%	70%	74%	74%	80%	62%	81%	59%	83%	62%	80%	72%	58%	74%	76%	79%	80%	81%	75%
	JLNTVYc						AH		AJ		AL		AN					A	AT		AV		AY		A			Ac	Ac	Ai	Ai	Ai	A
Should not happen	299	221	76	56	93	71	20	177	24	194	85	74	53	114	38	121	16	189	37	35	27	38	20	40	34	32	26	183	85	102	169	35	208
	15%	15%	15%	16%	13%	16%	9%	18%	9%	21%	11%	30%	10%	25%	14%	19%	13%	17%	14%	20%	10%	27%	8%	25%	14%	19%	15%	14%	17%	14%	12%	12%	17%
	GIKMUXg							AG		AI		AK		AM		A		A		A		AU		AX									Afgh
Don't know	270	211	57	55	97	59	17	115	19	94	68	38	44	49	30	74	16	92	16	32	25	19	20	21	16	15	47	142	39	51	103	22	107
	13%	14%	11%	15%	13%	14%	8%	12%	7%	10%	9%	15%	9%	11%	11%	12%	13%	8%	6%	18%	9%	14%	8%	13%	7%	9%	27%	11%	8%	7%	7%	7%	9%
	GHIJKMRSUX Zdefghi											K								S							Ade	e					g

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q8. Thinking again about the same list, do you think the following examples should or should not happen? Online retailers looking at your past pages and sending you targeted advertisements

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
Should happen	272 13% HK	149 15%	123 12%	55 17% AH	48 13% H	67 18% AH	50 13% H	51 9%	87 16% AK	76 14%	46 10%	63 13%	92 14%	76 14%	60 13%	43 12%	62 12%	54 12%	142 16% AQRT	14 9%	115 15% W	35 13%	14 8%	164 14%	83 13%
Should not happen	1427 71% DEF	710 71%	716 70%	192 60%	238 66%	243 66%	270 72% D	483 82% ADEFG	376 70%	398 71%	325 72%	328 69%	474 70%	374 69%	329 71%	249 73%	363 70%	332 72%	622 70%	110 73%	539 71%	203 74%	118 73%	861 72%	458 71%
Don’t know	320 16% BHIS	140 14%	180 18% AB	75 23% AFGH	74 21% AGH	60 16% H	56 15% H	55 9%	71 13%	89 16%	78 17%	83 17%	108 16%	90 17%	73 16%	50 15%	95 18% S	75 16%	123 14%	28 18%	109 14%	36 13%	30 19%	175 15%	104 16%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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23 - 25 June 2014

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							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
Should happen	272 13% CNPRTVYei	223 15% AC	47 10%	42 12%	105 14%	76 18% AD	32 15%	122 12%	47 19% AJ	112 12%	118 16% A	28 11%	90 18% AN	34 8%	55 20% AP	61 10%	37 30% AR	100 9%	51 19% AT	14 8%	42 15% V	6 4%	32 13% Y	11 7%	56 22% Ab	15 9%	22 13%	192 15% Ae	54 11%	129 18% Agi	211 15% Ai	115 39% Afgi	145 12%
Should not happen	1427 71% BEOQch	1036 68%	389 79% AB	247 69%	490 67%	298 69%	146 70%	734 74% A	166 66%	726 78% AI	525 70%	190 75%	345 69%	370 82% AM	182 65%	509 80% AO	65 53%	886 81% AQ	187 71%	135 78% A	191 70%	112 81% AU	176 72%	126 78% A	165 66%	133 79% AZ	97 56%	896 71% c	407 80% Acd	516 71% h	1005 73% Ah	137 46%	975 78% Afgh
Don't know	320 16% CHJNPRSdefgi	260 17% AC	58 12%	68 19% F	132 18% AF	59 14%	31 15%	130 13%	40 16% J	96 10%	104 14%	34 14%	68 14%	46 10%	42 15%	70 11%	20 17% R	106 10%	24 9%	24 14%	41 15%	20 15%	35 14%	24 15%	30 12%	20 12%	53 31% Ade	178 14% e	48 9%	81 11%	162 12% i	46 15% fgi	128 10%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q8. Thinking again about the same list, do you think the following examples should or should not happen? Energy companies monitoring what time individuals come home in the evening, in order to predict when and where energy will be most needed

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
Should happen	761 38% CLQTY	424 42% AC	337 33%	109 34%	133 37%	151 41%	140 37%	228 39%	236 44% AJKL	211 38%	160 36%	154 32%	261 39%	195 36%	171 37%	133 39%	157 30%	164 36%	397 45% AQRT	43 28%	317 42% A	103 37%	61 37%	480 40% AY	220 34%
Should not happen	852 42% IS	411 41%	441 43%	134 41%	144 40%	147 40%	166 44%	261 44%	206 39%	232 41%	199 44%	215 45% I	285 42%	232 43%	191 41%	144 42%	246 47% AS	200 43% S	333 38%	73 48% S	314 41%	121 44%	73 45%	508 42%	273 42%
Don’t know	406 20% BHISUX	165 16%	241 24% AB	80 25% AGH	83 23% H	72 19%	69 18%	101 17%	92 17%	120 21%	89 20%	105 22% I	128 19%	113 21%	100 22%	65 19%	117 22% S	97 21%	156 18%	35 23%	132 17%	50 18%	29 18%	211 18%	152 24% AX

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q8. Thinking again about the same list, do you think the following examples should or should not happen? Energy companies monitoring what time individuals come home in the evening, in order to predict when and where energy will be most needed

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
Should happen	761	589	171	135	269	186	103	338	128	321	336	78	257	135	120	225	55	398	125	56	118	44	107	36	124	59	43	501	207	323	594	172	467
	38%	39%	35%	38%	37%	43%	49%	34%	50%	34%	45%	31%	51%	30%	43%	35%	45%	36%	48%	32%	43%	32%	44%	23%	49%	35%	25%	40%	41%	45%	43%	58%	37%
	HJLNYc					AE	AH		AJ		AL		AN		P				AT		V		AY		Ab			Ac	c	Ai	Ai	Afgi	
Should not happen	852	612	237	132	310	170	74	467	85	460	292	133	169	245	112	305	44	523	92	79	110	72	96	93	95	90	79	529	226	286	559	93	588
	42%	40%	48%	37%	43%	39%	35%	47%	33%	49%	39%	53%	34%	54%	40%	48%	36%	48%	35%	45%	40%	53%	39%	58%	38%	53%	46%	42%	44%	39%	41%	31%	47%
	BDGIKMSgh		AB					AG		AI		AK		AM		AO		AQ		S		AU		AX		AZ				h	h		Afgh
Don't know	406	317	86	91	149	77	33	181	41	152	120	40	78	71	47	110	23	171	45	38	47	21	40	32	32	20	50	236	76	117	225	34	194
	20%	21%	17%	26%	20%	18%	16%	18%	16%	16%	16%	16%	15%	16%	17%	17%	19%	16%	17%	22%	17%	15%	17%	20%	13%	12%	29%	19%	15%	16%	16%	11%	16%
	JKMNPRZbdefghi			AF																							Ade			h	h		h

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q8. Thinking again about the same list, do you think the following examples should or should not happen? Technology companies tracking whether there is a flu epidemic by monitoring what people search for on the internet

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
Should happen	487 24% CKQY	281 28% AC	206 20%	83 26%	88 24%	102 27% H	88 23%	127 21%	148 28% AK	141 25%	90 20%	108 23%	171 25%	140 26%	100 22%	76 22%	106 20%	101 22%	244 28% AQR	36 23%	209 27% AV	54 20%	38 23%	301 25% Y	135 21%
Should not happen	969 48% BD	457 46%	512 50% AB	138 43%	167 46%	172 46%	186 49%	307 52% AD	246 46%	271 48%	225 50%	226 48%	324 48%	248 46%	228 49%	168 49%	262 50%	235 51%	408 46%	64 42%	354 46%	142 52%	82 51%	578 48%	323 50%
Don’t know	563 28%	262 26%	301 29%	102 32%	106 29%	97 26%	102 27%	156 26%	139 26%	152 27%	133 30%	139 29%	179 27%	152 28%	134 29%	98 29%	152 29%	124 27%	234 26%	52 34% S	201 26%	78 29%	42 26%	321 27%	187 29%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q8. Thinking again about the same list, do you think the following examples should or should not happen? Technology companies tracking whether there is a flu epidemic by monitoring what people search for on the internet

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
Should happen	487 24% JNPRTi	377 25%	110 22%	81 23%	165 23%	131 30% ADE	79 38% AH	219 22%	88 35% AJ	196 21%	230 31% AL	49 19%	183 36% AN	77 17%	103 37% AP	121 19%	51 42% AR	226 21%	84 32% AT	22 13%	78 29% V	24 17%	68 28%	34 21%	86 34% Ab	35 20%	41 24%	315 25%	125 25%	207 29% Ai	371 27% Ai	130 44% Afgi	281 22%
Should not happen	969 48% GIMOQZch	722 47%	245 50%	175 49%	349 48%	198 46%	78 37%	519 53% AG	104 41%	523 56% AI	346 46%	137 55% AK	210 42%	267 59% AM	116 41%	366 57% AO	41 33%	617 57% AQ	117 45%	107 62% AS	122 44%	86 62% AU	109 45%	92 57% AX	103 41%	97 58% AZ	65 38%	622 49% c	266 52% Ac	332 46% h	658 48% h	105 35%	675 54% Afgh
Don't know	563 28% HJKMNOPRV degh i	420 28%	139 28%	101 28%	213 29%	105 24%	52 25%	247 25%	62 24%	216 23%	172 23%	65 26%	111 22%	107 24%	60 22%	152 24%	30 25%	248 23%	61 23%	43 25%	74 27%	28 21%	66 27%	36 22%	62 25%	37 22%	66 38% Ade	328 26%	119 23%	186 26%	348 25% i	63 21%	293 23%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q8. Thinking again about the same list, do you think the following examples should or should not happen? Government monitoring email and internet search traffic to protect national security by identifying potential terrorists and people involved in extremist groups

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
Should happen	1144 57% DL	551 55%	593 58%	151 47%	188 52%	195 53%	229 61% DEF	381 65% ADEF	315 59% L	326 58%	256 57%	247 52%	395 59%	289 53%	262 57%	199 58%	289 56%	255 55%	526 59% AT	75 49%	432 57%	166 60%	90 56%	688 57%	373 58%
Should not happen	500 25% CY	297 30% AC	202 20%	81 25%	91 25%	97 26%	87 23%	144 24%	131 25%	135 24%	114 25%	120 25%	171 25%	146 27%	103 22%	80 23%	124 24%	116 25%	212 24%	48 32%	196 26%	73 27%	47 29%	315 26% Y	141 22%
Don’t know	375 19% BHVX	151 15%	224 22% AB	90 28% AFGH	82 23% AGH	79 21% H	60 16% H	64 11%	87 16%	102 18%	79 18%	106 22% AI	109 16%	105 19%	97 21% M	64 19%	108 21%	89 19%	149 17%	29 19%	135 18%	36 13%	25 16%	196 16%	131 20% X

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

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							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
Should happen	1144 57% HJLNPVYbc	858 56%	285 58%	196 55%	418 57%	244 56%	156 74% AH	509 52%	184 72% AJ	465 50%	459 61% AL	123 49%	331 66% AN	231 51%	174 63% AP	321 50%	73 60%	625 57%	165 63% AT	87 50%	183 67% AV	61 44%	170 70% AY	73 45%	166 66% Ab	82 49%	74 43%	770 61% Ac	285 56% c	480 66% Ai	890 65% Ai	203 68% Ai	722 58%
Should not happen	500 25% GIMXdfg	378 25%	121 25%	92 26%	171 23%	115 27%	34 16%	304 31% AG	43 17%	317 34% AI	171 23%	93 37% AK	101 20%	163 36% AM	61 22%	199 31% AO	28 23%	300 27% A	66 25%	59 34% A	58 21%	45 33% AU	39 16%	58 36% AX	51 20%	60 35% AZ	43 25%	293 23%	154 30% Ad	151 21%	309 22%	61 20%	338 27% Afgh
Don't know	375 19% GIJKLMNRSU Zdefghi	284 19%	88 18%	70 20%	139 19%	74 17%	20 10%	172 17% G	27 11%	152 16% I	117 16%	35 14%	72 14%	56 13%	43 16%	120 19%	21 17%	167 15%	32 12%	27 16%	34 12%	32 23% U	35 14%	30 19%	35 14%	27 16%	56 32% Ade	203 16%	71 14%	95 13%	179 13%	35 12%	188 15% g

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q8. Thinking again about the same list, do you think the following examples should or should not happen? Pharmaceutical companies sharing their data with academic researchers to test the companies' claims about medical treatments

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
Should happen	1149 57% LQT	591 59% A	558 55%	177 55%	199 55%	210 57%	210 56%	354 60%	349 65% AJKL	324 57% L	246 55%	230 49%	390 58%	301 56%	274 59%	184 54%	236 45%	267 58% QT	581 66% AQRT	66 44%	428 56%	161 59%	102 63%	691 58%	363 56%
Should not happen	477 24% I	245 25%	232 23%	63 20%	80 22%	83 22%	102 27% D	150 25%	110 21%	140 25%	113 25%	115 24%	163 24%	126 23%	101 22%	86 25%	147 28% ARS	95 21%	193 22%	43 28%	200 26% A	63 23%	36 22%	298 25%	145 22%
Don't know	393 19% BHISX	163 16%	229 22% AB	82 26% AGH	82 23% H	77 21% H	65 17%	86 15%	75 14%	100 18%	89 20% I	129 27% AIJK	122 18%	112 21%	87 19%	72 21%	138 26% AS	99 22% S	113 13%	43 28% AS	136 18%	51 19%	24 15%	211 18%	137 21%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q8. Thinking again about the same list, do you think the following examples should or should not happen? Pharmaceutical companies sharing their data with academic researchers to test the companies' claims about medical treatments

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
Should happen	1149 57% EHLNVYbc	860 57%	287 58%	195 55%	391 54%	274 63% ADE	141 67% AH	525 53%	177 70% AJ	509 55%	537 72% AL	94 38%	383 76% AN	186 41%	170 61%	349 54%	72 59%	644 59% A	170 65% AT	91 53%	194 71% AV	61 44%	175 72% AY	64 39%	176 70% Ab	77 45%	79 46%	732 58% c	322 63% Acd	479 66% Ai	903 66% Ai	210 70% Ai	751 60% A
Should not happen	477 24% KMUXZfgh	356 23%	120 24%	88 25%	181 25%	88 20%	47 22%	274 28% A	48 19%	271 29% AI	118 16%	104 41% AK	61 12%	185 41% AM	65 23%	181 28% A	29 24%	286 26% A	51 20%	52 30% AS	46 17%	55 40% AU	35 14%	61 38% AX	42 17%	62 36% AZ	40 23%	309 24%	120 24%	152 21%	279 20%	51 17%	317 25% Afgh
Don't know	393 19% GIJKMRUXZdefghi	303 20%	87 18%	75 21%	156 21% F	72 17%	22 10%	187 19% G	28 11%	154 16% I	93 12%	53 21% K	59 12%	80 18% M	44 16%	110 17%	21 17%	162 15%	40 15%	30 18%	35 13%	22 16%	34 14%	36 23% X	33 13%	31 18%	53 31% Ade	225 18% e	68 13%	95 13%	195 14%	39 13%	181 14%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q8. Thinking again about the same list, do you think the following examples should or should not happen? Health records being shared with private healthcare companies for the development of more effective treatment

Base: HALF OF SAMPLE

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1011	498	513	172	173	183	199	284	296	299	186	230	356	250	236	169	280	214	450	67	375	129	80	584	331
Weighted base	1014	493	521	173	174	183	200	284	266	287	223	238	356	249	236	173	291	217	438	68	370	129	77	577	346
Should happen	327 32% CGY	178 36% AC	149 29%	74 43% AFGH	57 32%	54 30%	52 26%	91 32%	86 32%	100 35%	70 31%	70 30%	120 34%	81 33%	69 29%	56 32%	83 29%	70 32%	146 33%	28 42% Q*	135 37% A	42 32%	26 34% *	203 35% AY	93 27%
Should not happen	461 45% DR	226 46%	234 45%	49 28%	72 41% D	81 45% D	106 53% ADE	153 54% ADE	124 47%	131 46%	101 45%	105 44%	155 44%	111 45%	113 48%	82 47%	133 46%	85 39%	212 48% R	30 44% *	163 44%	63 49%	38 50% *	265 46%	163 47%
Don’t know	226 22% BHSX	89 18%	138 26% AB	51 29% AH	46 26% H	47 26% H	42 21% H	40 14%	56 21%	56 19%	52 23%	62 26%	81 23%	56 23%	54 23%	35 20%	74 26% S	63 29% AST	80 18%	10 14% *	71 19%	25 19%	13 16% *	109 19%	90 26% X

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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GB adults 16-75

Public

Ipsos MORI

Q8. Thinking again about the same list, do you think the following examples should or should not happen? Health records being shared with private healthcare companies for the development of more effective treatment

Base: HALF OF SAMPLE

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1011	759	249	166	371	222	101	511	128	488	374	135	246	244	139	331	59	564	130	87	137	70	125	82	123	90	82	631	265	376	697	140	628
Weighted base	1014	760	251	164	371	226	100	517	129	491	374	137	247	247	146	331	61	562	129	88	136	68	123	85	123	94	83	636	263	377	694	138	631
Should happen	327 32% HJNPRTV	252 33%	75 30%	58 35%	115 31%	79 35%	42 42% AH*	148 29%	49 38% J	130 27%	149 40% AL	35 26%	102 41% AN	53 22%	67 46% AP	87 26%	23 38% *	164 29%	58 45% AT	20 22% *	60 44% AV	14 21% *	44 36% Y	19 22% *	47 38%	24 25% *	28 34% *	217 34%	76 29%	155 41% Agi	259 37% Ai	63 46% Agi	198 31%
Should not happen	461 45% GKMOSUcfh	335 44%	124 49%	70 43%	168 45%	97 43%	36 36% *	276 53% AG	51 39%	280 57% AI	154 41%	81 59% AK	95 39%	160 65% AM	41 28%	176 53% AO	21 35% *	306 55% AQ	46 36%	53 60% AS*	49 36%	42 62% AU*	49 40%	44 52% *	49 40%	60 63% AZ*	26 32% *	285 45% c	142 54% Acd	155 41%	307 44% h	46 33%	322 51% Afgh
Don't know	226 22% HJKLNRbefgi	174 23%	52 21%	36 22%	88 24%	50 22%	22 22% *	93 18%	29 22%	81 17%	71 19%	20 15%	50 20%	34 14%	38 26%	68 20%	17 27% R*	92 16%	24 19%	16 18% *	27 20%	12 17% *	29 24%	21 25% *	27 22% b	11 11% *	28 34% Ade*	134 21%	44 17%	67 18%	128 18%	29 21%	111 18%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q8. Thinking again about the same list, do you think the following examples should or should not happen? Health records being sold to private healthcare companies to make money for government

Base: HALF OF SAMPLE

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1008	513	495	149	188	189	177	305	297	289	192	230	318	296	222	172	223	240	464	81	399	143	86	628	294
Weighted base	1005	507	498	149	187	187	176	306	268	276	225	236	319	291	226	169	229	243	449	84	393	145	85	623	299
Should happen	52 5% CH	37 7% AC	15 3%	12 8% H	10 6%	13 7% H	7 4%	9 3%	13 5%	21 7% AK	6 3%	12 5%	17 5%	17 6%	9 4%	9 5%	9 4%	14 6%	27 6%	2 2% *	25 6%	7 5%	4 4% *	36 6%	9 3%
Should not happen	844 84% DE	420 83%	424 85%	112 75%	144 77%	156 84%	156 89% DE	275 90% ADEF	229 85%	227 82%	200 89% L	188 80%	272 85%	237 82%	194 86%	141 84%	188 82%	204 84%	384 86%	68 81% *	326 83%	126 87%	71 83% *	523 84%	256 86%
Don’t know	109 11% HS	51 10%	58 12%	25 17% AFGH	32 17% AFGH	17 9%	13 7%	22 7%	26 10%	28 10%	20 9%	35 15% A	31 10%	37 13%	23 10%	18 11%	32 14% S	25 10%	37 8%	14 17% S*	42 11%	12 8%	10 12% *	64 10%	33 11%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q8. Thinking again about the same list, do you think the following examples should or should not happen? Health records being sold to private healthcare companies to make money for government

Base: HALF OF SAMPLE

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1008	760	245	192	359	209	109	465	124	443	373	114	259	203	132	311	59	535	132	84	138	69	123	79	129	77	88	630	253	348	682	159	619
Weighted base	1005	759	243	194	357	208	110	469	125	443	373	115	257	204	132	309	61	530	133	85	139	70	120	77	128	75	90	630	247	349	684	161	617
Should happen	52 5% HJNRTi	39 5%	13 5%	9 5%	14 4%	16 8%	10 9% H	17 4%	11 9% J	11 3%	23 6%	4 4%	20 8% AN	4 2%	9 7%	12 4%	8 13% AR*	18 3%	8 6% T	- - *	13 10% AV	1 1% *	6 5%	3 4% *	8 6%	1 1% *	8 9% *	34 5%	10 4%	29 8% Agi	30 4% i	23 14% Afgi	17 3%
Should not happen	844 84% Qch	633 83%	211 87%	159 82%	298 83%	176 85%	90 82%	420 90% AG	98 79%	412 93% AI	322 86%	100 87%	217 84%	192 94% AM	114 86%	272 88% A	43 71% *	481 91% AQ	117 88%	80 95% A*	115 83%	63 90% *	100 83%	70 92% *	110 86%	69 92% A*	54 60% *	550 87% Ac	223 90% Ac	303 87% h	617 90% Afh	124 77%	569 92% Afgh
Don't know	109 11% HJKNRdefgi	87 12%	20 8%	26 13%	45 13%	16 8%	9 9%	32 7%	15 12% J	20 4%	28 8%	11 9%	20 8% N	7 3%	10 7%	25 8%	10 16% R*	31 6%	8 6%	4 5% *	10 7%	6 8% *	15 13%	4 5% *	9 7%	5 7% *	28 31% Ade*	46 7%	15 6%	17 5%	37 5%	14 9% i	30 5%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - Summary table
Base: All Adults aged 16-75 in Great Britain

	Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately?														
	The British government	Your local authority	The Office for National Statistics (ONS)	Your GP surgery	The NHS	Academic researchers and universities	Charities	The media / the press	Insurance companies	The police	Telecommunications companies, such as mobile phone companies	Banks	Supermarkets	Online retailers, for example, Amazon, Asos and play.com	Internet companies, such as search engines and social media
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019
Weighted base	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019	2019
0 - (Do not trust at all) (0)	299 15% BCDEFGJKLMN	163 8% CDEF	117 6% DEF	60 3%	77 4% D	90 4% D	151 7% CDEF	503 25% ABCDEFGJKLMNO	292 14% BCDEFGJKLMN	150 7% CDEF	260 13% BCDEFGJMN	255 13% BCDEFGJMN	176 9% CDEFGJ	167 8% CDEF	268 13% BCDEFGJMN
1 (1)	122 6% BCDEFGJMN	75 4% CDEF	43 2% D	23 1%	32 2%	31 2%	73 4% CDEF	208 10% ABCDEFGJKLMNO	145 7% BCDEFGJLMN	58 3% DEF	127 6% BCDEFGJMN	115 6% BCDEFGJMN	81 4% CDEFJ	78 4% CDEF	156 8% ABCDEFGJKLMN
2 (2)	147 7% BCDEFGJ	116 6% CDEFJ	74 4% DE	45 2%	45 2%	75 4% DE	116 6% CDEFJ	261 13% ABCDEFGJKLMNO	214 11% ABCDEFGJLMNO	89 4% DE	210 10% ABCDEFGJLMNO	154 8% BCDEFGJ	150 7% BCDEFGJ	136 7% CDEFJ	176 9% BCDEFGJN
3 (3)	181 9% CDEFJ	162 8% CDEFJ	121 6% DE	75 4%	78 4%	111 5% DE	170 8% CDEFJ	227 11% ABCDEFGJLMN	226 11% ABCDEFGJLMN	104 5% DE	246 12% ABCDEFGJLMN	173 9% CDEFJ	189 9% CDEFJ	168 8% CDEFJ	239 12% ABCDEFGJLMN
4 (4)	185 9% CDEFJ	187 9% CDEFJ	124 6% D	91 5%	106 5%	144 7% DE	197 10% CDEFJ	181 9% CDEFJ	232 12% ABCDEFHJ	124 6% D	246 12% ABCDEFGHJ	210 10% CDEFJ	249 12% ABCDEFGHJLN	214 11% CDEFJ	253 13% ABCDEFGHJLN
5 (5)	324 16% DH	407 20% ACDEFHIJKLO	354 18% DEH	270 13%	304 15% DH	357 18% DEH	373 18% ADEHJ	257 13%	334 17% DH	318 16% DH	357 18% DEH	332 16% DH	404 20% ACDEFHIJKLO	402 20% ACDEFHIJKLO	358 18% DEH
6 (6)	218 11% H	279 14% ADHKLO	265 13% AHKLO	238 12% HO	265 13% AHKLO	286 14% ADHKLO	271 13% AHKLO	133 7%	208 10% H	248 12% HIKO	204 10% H	226 11% H	259 13% AHKO	264 13% AHKLO	197 10% H
7 (7)	191 9% HIKO	246 12% AHKLMO	255 13% AHKLMO	304 15% ABCGHKLMNO	304 15% ABCGHKLMNO	291 14% ABHKLMNO	260 13% AHKLMO	77 4%	123 6% H	270 13% AHKLMO	149 7% H	184 9% HIK	210 10% HIKO	232 12% AHKLO	156 8% HI
8 (8)	159 8% HIKMO	172 8% HIKMO	269 13% ABGHKLMNO	367 18% ABCFGHJKLMNO	368 18% ABCFGHJKLMNO	286 14% ABGHKLMNO	182 9% HIKMO	49 2%	84 4% H	303 15% ABGHKLMNO	87 4% H	176 9% HIKMO	126 6% HIKO	171 8% HIKMO	72 4% H
9 (9)	68 3% HIKO	77 4% HIKO	141 7% ABGHKLMNO	259 13% ABCFGHJKLMNO	230 11% ABCFGHJKLMNO	148 7% ABGHKLMNO	73 4% HIKO	19 1%	43 2% HK	170 8% ABGHKLMNO	24 1%	71 4% HIKO	58 3% HKO	68 3% HIKO	34 2% H
10 – (Complete trust) (10)	27 1% HIKO	32 2% HIKO	64 3% ABGHKLMNO	203 10% ABCEFGHJKLMNO	124 6% ABCFGHJKLMNO	70 3% ABGHKLMNO	44 2% AHKMNO	9 *	15 1%	89 4% ABCGHKLMNO	14 1%	35 2% HIKO	25 1% HIKO	30 1% HIKO	15 1%
Don't know	98 5% DEL	104 5% DELMN	192 9% ABDEFGHJKLMNO	85 4%	86 4%	131 6% ABDEGHJKLMNO	108 5% DEHKLMNO	96 5% DE	103 5% DEKLMN	96 5% DE	94 5% DE	89 4%	93 5% D	90 4%	94 5% DE
Mean	4.23 HIKO	4.88 AHKLMO	5.62 ABGHKLMNO	6.67 ABCEFGHJKLMNO	6.35 ABCFGHJKLMNO	5.80 ABCGHJKLMNO	4.95 AHKLMNO	2.81	3.74 H	5.65 ABGHKLMNO	3.83 HI	4.39 AHIKO	4.55 AHIKLO	4.77 AHIKLMO	3.81 H
NET: High Trust	254 13% HIKMO	280 14% HIKMO	475 24% ABGHKLMNO	829 41% ABCEFGHJKLMNO	722 36% ABCFGHJKLMNO	504 25% ABGHKLMNO	299 15% AHIKMO	77 4%	141 7% H	562 28% ABCFGHJKLMNO	125 6% H	282 14% HIKMO	209 10% HIKO	268 13% HIKMO	122 6% H
NET: 'Low Trust	934 46% BCDEFGJMN	703 35% CDEFJ	478 24% DE	294 15%	338 17% D	451 22% DE	708 35% CDEFJ	1380 68% ABCDEFGJKLMNO	1110 55% ABCDEFGJLMN	525 26% CDEF	1089 54% ABCDEFGJLMN	907 45% BCDEFGJMN	845 42% BCDEFGJN	762 38% BCDEFGJ	1092 54% ABCDEFGJLMN

Overlap formulae used

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

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

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Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - The British government

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 - (Do not trust at all) (0)	299 15% CDIRUVX	168 17% AC	131 13%	33 10%	42 12%	44 12%	70 19% ADEF	109 18% ADEF	66 12%	75 13%	69 15%	89 19% AIJ	98 15%	82 15%	79 17% P	41 12%	94 18% ARS	54 12%	120 14%	31 21% ARS	91 12%	29 11%	30 18% UV	150 13%	130 20% AX
1 (1)	122 6% CDE	75 7% AC	47 5%	12 4%	14 4%	23 6%	28 7% DE	46 8% ADE	29 5%	36 6%	26 6%	31 6%	42 6%	32 6%	24 5%	24 7%	31 6%	35 8% S	44 5%	12 8%	52 7%	13 5%	8 5%	73 6%	43 7%
2 (2)	147 7%	75 8%	71 7%	16 5%	21 6%	32 9%	31 8%	46 8%	33 6%	44 8%	40 9%	31 6%	49 7%	35 6%	36 8%	27 8%	36 7%	39 8%	60 7%	12 8%	51 7%	17 6%	12 7%	80 7%	60 9% AX
3 (3)	181 9%	91 9%	91 9%	27 8%	33 9%	27 7%	34 9%	60 10%	50 9%	43 8%	39 9%	49 10%	56 8%	45 8%	44 9%	36 11%	54 10%	36 8%	83 9%	8 5%	76 10%	29 11%	18 11%	123 10% AY	46 7%
4 (4)	185 9%	81 8%	104 10%	28 9%	38 11%	42 11%	28 7%	48 8%	43 8%	53 9%	52 12%	36 8%	67 10%	49 9%	39 9%	29 9%	40 8%	44 10%	89 10%	11 7%	65 9%	31 11%	21 13%	118 10%	51 8%
5 (5)	324 16% HK	153 15%	172 17%	59 18%	64 18%	70 19% H	53 14%	79 13%	106 20% AK	89 16%	54 12%	75 16%	132 20% AOP	87 16%	61 13%	44 13%	78 15%	67 14%	152 17%	28 19%	128 17%	47 17%	21 13%	196 16%	101 16%
6 (6)	218 11%	102 10%	116 11%	39 12%	44 12%	36 10%	38 10%	61 10%	63 12%	54 10%	56 12%	45 10%	63 9%	64 12%	44 10%	47 14% M	50 10%	60 13% T	97 11%	10 7%	85 11%	36 13%	15 9%	136 11%	60 9%
7 (7)	191 9% BL	79 8%	112 11% AB	32 10%	41 11%	32 9%	35 9%	52 9%	56 10%	62 11% L	40 9%	33 7%	61 9%	55 10%	44 10%	32 9%	38 7%	42 9%	103 12% AQT	8 5%	75 10%	31 11%	12 7%	118 10%	55 9%
8 (8)	159 8%	84 8%	75 7%	28 9%	31 9%	26 7%	26 7%	47 8%	47 9%	52 9%	31 7%	30 6%	54 8%	41 8%	40 9%	24 7%	32 6%	28 6%	85 10% AQR	14 9%	71 9%	19 7%	8 5%	98 8%	43 7%
9 (9)	68 3% EM	38 4%	31 3%	13 4% E	4 1%	10 3%	15 4% E	27 5% E	21 4%	18 3%	11 2%	19 4%	15 2%	24 4% M	17 4%	13 4%	18 3%	20 4%	24 3%	7 5%	22 3%	9 3%	6 3%	36 3%	25 4%
10 – (Complete trust) (10)	27 1% L	14 1%	12 1%	7 2%	2 1%	4 1%	5 1%	8 1%	6 1%	10 2% L	8 2% L	1 *	5 1%	9 2%	10 2%	3 1%	4 1%	7 2%	13 1%	2 1%	11 1%	4 2%	3 2%	19 2%	5 1%
Don't know	98 5% HIS	42 4%	56 5%	29 9% AGH	27 8% AGH	23 6% H	13 3% H	6 1%	13 2%	27 5% I	22 5% I	35 7% AI	32 5%	19 3%	24 5%	23 7% N	45 9% AS	29 6% S	17 2%	8 5% S	35 5%	9 3%	9 5%	53 4%	25 4%
Mean	4.23 BGHLQY	4.06	4.39 AB	4.77 AFGH	4.42 GH	4.23	3.95	4.00	4.50 AKL	4.39 L	4.09	3.83	4.14	4.34	4.19	4.27	3.88	4.29 Q	4.43 AQT	3.92	4.39 AW	4.52 W	3.87	4.35 AY	3.84
NET: High Trust	254 13%	135 14%	118 12%	49 15%	36 10%	40 11%	46 12%	82 14%	74 14%	81 14%	50 11%	50 11%	74 11%	73 14%	67 14%	40 12%	55 11%	54 12%	121 14%	24 16%	104 14%	32 12%	17 10%	152 13%	73 11%
NET: 'Low Trust	934 46% CDEI	490 49% AC	444 44%	116 36%	149 41%	169 46% D	191 51% DE	310 53% ADEF	222 42%	250 44%	227 50% I	235 50% I	312 46%	243 45%	222 48%	157 46%	255 49%	209 45%	397 45%	74 49%	335 44%	120 44%	89 55% AUV	544 45%	330 51% AX

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - The British government

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes		
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 - (Do not trust at all) (0)	299	218	80	45	101	72	-	286	-	299	84	90	46	151	26	158	14	242	30	39	23	38	28	35	34	26	25	156	112	95	185	30	233
	15%	14%	16%	13%	14%	17%	-	29%	-	32%	11%	36%	9%	33%	9%	25%	12%	22%	11%	22%	8%	28%	11%	21%	14%	15%	14%	12%	22%	13%	13%	10%	19%
	GIKMOUdgh							AG		Ai		AK		AM		AO		AQ		AS		AU		AX					Acd				Afgh
1 (1)	122	87	35	26	37	24	-	115	-	122	33	31	14	56	8	63	-	98	11	17	22	10	9	16	11	16	5	75	40	39	89	15	95
	6%	6%	7%	7%	5%	6%	-	12%	-	13%	4%	12%	3%	12%	3%	10%	-	9%	4%	10%	8%	7%	4%	10%	4%	9%	3%	6%	8%	5%	6%	5%	8%
	GIKMOQ							AG		Ai		AK		AM		AO		AQ		AS				X		Z			c				Afg
2 (2)	147	108	38	27	54	28	1	123	-	147	44	28	27	60	15	64	4	111	21	8	21	8	17	11	24	18	14	93	36	48	107	21	106
	7%	7%	8%	8%	7%	6%	*	13%	-	16%	6%	11%	5%	13%	5%	10%	3%	10%	8%	4%	8%	6%	7%	7%	9%	11%	8%	7%	7%	7%	8%	7%	8%
	GI							AG		Ai		AK		AM		AO		AQ															Af
3 (3)	181	137	44	30	64	43	3	140	-	181	57	29	25	63	19	69	7	128	22	19	29	12	22	15	18	21	5	124	50	73	137	23	134
	9%	9%	9%	8%	9%	10%	1%	14%	-	19%	8%	11%	5%	14%	7%	11%	6%	12%	8%	11%	11%	8%	9%	9%	7%	12%	3%	10%	10%	10%	10%	8%	11%
	GIMc							AG		Ai				AM				A										c	c		A		A
4 (4)	185	137	48	30	68	38	3	100	-	185	60	18	37	43	19	69	4	127	26	20	17	10	26	14	29	14	7	128	49	65	141	32	126
	9%	9%	10%	8%	9%	9%	2%	10%	-	20%	8%	7%	7%	9%	7%	11%	3%	12%	10%	12%	6%	7%	11%	9%	11%	8%	4%	10%	10%	9%	10%	11%	10%
	GIQc							G		Ai								AQ										c	c		A		
5 (5)	324	242	80	62	120	60	11	98	-	-	89	21	47	32	34	73	5	127	43	28	48	18	29	29	36	27	22	221	65	110	197	38	175
	16%	16%	16%	17%	16%	14%	5%	10%	-	-	12%	8%	9%	7%	12%	11%	4%	12%	17%	16%	17%	13%	12%	18%	14%	16%	13%	17%	13%	15%	14%	13%	14%
	GHJKLMNPQ Regi							G										Q										Ae					
6 (6)	218	176	42	35	93	48	20	38	-	-	89	14	57	15	31	44	8	91	27	11	40	9	34	17	29	16	22	142	49	79	155	33	126
	11%	12%	9%	10%	13%	11%	9%	4%	-	-	12%	5%	11%	3%	11%	7%	7%	8%	10%	6%	15%	6%	14%	11%	12%	9%	13%	11%	10%	11%	11%	11%	10%
	HJLNPRT				A		H				L		N		P						AV												
7 (7)	191	149	43	28	69	52	32	27	-	-	115	7	82	13	40	31	16	72	32	8	35	9	27	12	27	13	17	122	48	77	150	34	107
	9%	10%	9%	8%	9%	12%	15%	3%	-	-	15%	3%	16%	3%	14%	5%	14%	7%	12%	5%	13%	6%	11%	7%	11%	8%	10%	10%	9%	11%	11%	11%	9%
	HJLNPRT						AH				AL		AN		AP		R		T		AV									i	Ai		
8 (8)	159	121	38	31	57	34	61	17	159	-	91	7	95	9	44	34	30	56	27	11	17	12	29	8	26	10	20	105	33	76	122	39	78
	8%	8%	8%	9%	8%	8%	29%	2%	63%	-	12%	3%	19%	2%	16%	5%	25%	5%	10%	6%	6%	9%	12%	5%	10%	6%	12%	8%	7%	10%	9%	13%	6%
	HJLNPR						AH		AJ		AL		AN		AP		AR						AY				e			Ai	Ai	Agj	
9 (9)	68	47	20	10	25	13	54	5	68	-	47	2	48	3	23	10	22	23	10	4	11	1	12	-	14	1	6	45	16	31	48	18	32
	3%	3%	4%	3%	3%	3%	26%	1%	27%	-	6%	1%	10%	1%	8%	2%	18%	2%	4%	2%	4%	1%	5%	-	6%	1%	4%	4%	3%	4%	3%	6%	3%
	HJLNPRYbi						AH		AJ		AL		AN		AP		AR						Y		Ab					i	i	Agj	
10 – (Complete trust) (10)	27	17	9	1	8	8	21	1	27	-	23	1	24	3	17	5	10	10	5	1	7	4	3	-	1	2	4	16	6	12	18	7	10
	1%	1%	2%	*	1%	2%	10%	*	10%	-	3%	*	5%	1%	6%	1%	8%	1%	2%	1%	3%	3%	1%	-	*	1%	2%	1%	1%	2%	1%	2%	1%
	DHJi					D	AH		AJ		AL		AN		AP		AR													i	i	i	
Don't know	98	80	18	34	32	13	3	36	-	-	14	5	2	2	3	20	1	8	7	7	5	8	10	6	3	6	27	38	6	22	30	8	27
	5%	5%	4%	9%	4%	3%	1%	4%	-	-	2%	2%	*	1%	1%	3%	*	1%	3%	4%	2%	6%	4%	4%	1%	4%	15%	3%	1%	3%	2%	3%	2%
	GHJKLMNOP QRUZdefgi			AEF																		U					Ade	e					
Mean	4.23	4.26	4.12	4.17	4.32	4.24	7.80	2.40	8.48	1.82	5.06	2.29	5.72	2.25	5.55	3.11	6.39	3.37	4.65	3.42	4.64	3.47	4.75	3.42	4.48	3.66	4.73	4.37	3.74	4.52	4.32	4.92	3.77
	HJLNPRTVYb ei						AH		AJ		AL		AN		AP		AR		AT		AV		AY		b		Ae	Ae		Agj	Ai	Afgj	
NET: High Trust	254	186	67	42	89	55	137	24	254	-	162	10	167	15	84	48	62	89	42	16	35	17	44	8	41	12	30	166	56	119	187	64	120
	13%	12%	14%	12%	12%	13%	65%	2%	100%	-	22%	4%	33%	3%	30%	8%	51%	8%	16%	9%	13%	13%	18%	5%	16%	7%	17%	13%	11%	16%	14%	22%	10%
	HJLNPRYbi						AH		AJ		AL		AN		AP		AR		T				AY		b		Ae			Agj	i	Afgj	
NET: 'Low Trust	934	688	244	158	325	206	7	764	-	934	278	195	150	373	87	424	29	705	110	103	111	77	101	90	115	94	55	576	286	320	659	121	693
	46%	45%	49%	44%	45%	47%	3%	78%	-	100%	37%	78%	30%	83%	31%	66%	24%	65%	42%	60%	41%	56%	42%	55%	46%	56%	32%	45%	56%	44%	48%	40%	56%
	GIKMOQUch							AG		Ai		AK		AM		AO		AQ		AS		AU		AX		A		c	Acd		Afh		Afgh

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - Your local authority

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 - (Do not trust at all) (0)	163	99	64	17	25	17	37	66	41	43	33	45	47	41	47	28	45	32	68	18	54	13	20	87	68
	8%	10%	6%	5%	7%	5%	10%	11%	8%	8%	7%	10%	7%	8%	10%	8%	9%	7%	8%	12%	7%	5%	12%	7%	10%
	CDFV	AC					DF	ADEF															UV		AX
1 (1)	75	44	31	5	9	18	10	34	21	16	17	22	20	15	25	15	22	13	31	8	20	16	7	43	27
	4%	4%	3%	2%	2%	5%	3%	6%	4%	3%	4%	5%	3%	3%	5%	4%	4%	3%	3%	6%	3%	6%	4%	4%	4%
	DU					D		ADEG							AMN							U			
2 (2)	116	67	49	10	11	18	35	43	26	29	29	33	46	30	26	15	29	31	45	11	46	13	12	71	42
	6%	7%	5%	3%	3%	5%	9%	7%	5%	5%	6%	7%	7%	6%	6%	4%	6%	7%	5%	7%	6%	5%	7%	6%	6%
	DE						ADEF	DE																	
3 (3)	162	76	86	16	31	38	27	50	45	42	44	31	55	33	39	35	45	31	72	13	74	22	12	108	41
	8%	8%	8%	5%	9%	10%	7%	8%	8%	7%	10%	7%	8%	6%	8%	10%	9%	7%	8%	9%	10%	8%	8%	9%	6%
	D					D										N					A			A	
4 (4)	187	97	90	28	35	39	44	41	48	46	45	47	69	57	40	21	38	52	87	10	79	28	9	116	58
	9%	10%	9%	9%	10%	11%	12%	7%	9%	8%	10%	10%	10%	11%	9%	6%	7%	11%	10%	7%	10%	10%	6%	10%	9%
	HP						H						P	P				Q							
5 (5)	407	193	214	52	79	79	76	121	115	123	77	92	140	114	78	75	111	88	183	24	156	60	36	252	129
	20%	19%	21%	16%	22%	21%	20%	21%	22%	22%	17%	19%	21%	21%	17%	22%	21%	19%	21%	16%	20%	22%	22%	21%	20%
6 (6)	279	129	149	53	50	47	44	85	80	76	67	56	83	76	64	55	58	74	123	24	94	44	19	157	92
	14%	13%	15%	16%	14%	13%	12%	14%	15%	13%	15%	12%	12%	14%	14%	16%	11%	16%	14%	16%	12%	16%	12%	13%	14%
	Q																	Q							
7 (7)	246	116	130	48	51	39	46	63	75	71	47	53	81	74	46	45	61	53	122	10	95	36	15	146	76
	12%	12%	13%	15%	14%	10%	12%	11%	14%	13%	10%	11%	12%	14%	10%	13%	12%	11%	14%	6%	12%	13%	9%	12%	12%
	T																		AT						
8 (8)	172	76	96	31	34	29	26	52	47	55	38	32	60	56	35	21	35	27	94	16	62	24	16	102	55
	8%	8%	9%	10%	9%	8%	7%	9%	9%	10%	8%	7%	9%	10%	8%	6%	7%	6%	11%	11%	8%	9%	10%	8%	9%
	R													P					AQR						
9 (9)	77	44	33	20	8	17	13	18	14	24	15	24	31	14	21	11	22	20	31	4	34	8	4	47	19
	4%	4%	3%	6%	2%	5%	4%	3%	3%	4%	3%	5%	5%	3%	5%	3%	4%	4%	4%	2%	4%	3%	3%	4%	3%
	I			AEH								I													
10 – (Complete trust) (10)	32	15	17	8	5	3	8	9	6	9	12	4	11	10	9	2	7	7	12	5	10	3	3	16	12
	2%	1%	2%	2%	1%	1%	2%	1%	1%	2%	3%	1%	2%	2%	2%	*	1%	2%	1%	4%	1%	1%	2%	1%	2%
											L														
Don't know	104	44	60	35	23	27	11	7	15	28	25	36	32	20	31	21	46	32	18	8	39	8	10	56	26
	5%	4%	6%	11%	6%	7%	3%	1%	3%	5%	5%	8%	5%	4%	7%	6%	9%	7%	2%	5%	5%	3%	6%	5%	4%
	GHIS			AEGH	GH	AGH	H				I	AI			N		AS	S		S					
Mean	4.88	4.70	5.06	5.59	5.06	4.90	4.65	4.56	4.91	5.05	4.87	4.66	4.95	5.03	4.69	4.77	4.74	4.89	5.00	4.58	4.91	4.99	4.57	4.89	4.74
	BH		AB	AEFGH	GH					L				O					A						
NET: High Trust	280	134	146	59	47	48	46	79	67	89	65	59	101	80	66	33	64	54	137	25	106	36	23	165	87
	14%	13%	14%	18%	13%	13%	12%	13%	13%	16%	15%	13%	15%	15%	14%	10%	12%	12%	15%	17%	14%	13%	14%	14%	13%
	P			AG									P	P											
NET: 'Low Trust	703	383	320	75	111	130	153	235	180	177	168	178	237	177	177	113	179	160	303	61	274	91	60	425	235
	35%	38%	31%	23%	31%	35%	41%	40%	34%	31%	37%	38%	35%	33%	38%	33%	34%	35%	34%	40%	36%	33%	37%	35%	36%
	CDJ	AC			D	D	ADE	ADE				J													

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - Your local authority

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes		
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 - (Do not trust at all) (0)	163	112	50	30	50	33	7	139	3	154	34	63	15	112	10	106	2	147	18	17	10	21	12	22	18	18	10	80	71	48	96	13	127
	8%	7%	10%	8%	7%	7%	3%	14%	1%	16%	5%	25%	3%	25%	4%	17%	1%	13%	7%	10%	4%	15%	5%	13%	7%	11%	6%	6%	14%	7%	7%	4%	10%
	BGIKMOQUdgh							AG		Ai		AK		AM		AO		AQ				AU		AX					Acd		h		Afgh
1 (1)	75	49	25	13	24	13	1	64	2	66	19	20	10	43	5	46	-	67	5	9	10	5	9	7	11	12	5	46	21	33	49	7	52
	4%	3%	5%	4%	3%	3%	*	6%	1%	7%	3%	8%	2%	10%	2%	7%	-	6%	2%	5%	4%	3%	4%	4%	4%	7%	3%	4%	4%	4%	4%	2%	4%
	BGIKMQ							AG		Ai		AK		AM		AO		AQ								A				h			
2 (2)	116	89	28	22	42	24	2	98	2	108	27	33	13	63	15	55	2	96	17	15	13	7	12	12	14	11	6	71	35	33	85	17	81
	6%	6%	6%	6%	6%	6%	1%	10%	1%	12%	4%	13%	3%	14%	5%	9%	2%	9%	6%	9%	5%	5%	5%	7%	6%	6%	3%	6%	7%	5%	6%	6%	6%
	GIKM							AG		Ai		AK		AM		A		AQ													f		f
3 (3)	162	116	44	22	59	35	1	118	3	128	37	33	21	77	8	74	5	130	21	16	27	12	17	11	20	13	10	111	38	55	116	18	116
	8%	8%	9%	6%	8%	8%	*	12%	1%	14%	5%	13%	4%	17%	3%	12%	4%	12%	8%	9%	10%	9%	7%	7%	8%	7%	6%	9%	7%	8%	8%	6%	9%
	GIKMO							AG		Ai		AK		AM		AO		AQ															Ah
4 (4)	187	141	45	30	60	50	8	109	6	143	54	33	33	55	15	79	1	137	24	19	23	13	22	18	18	15	10	113	61	63	137	23	130
	9%	9%	9%	8%	8%	12%	4%	11%	2%	15%	7%	13%	7%	12%	6%	12%	1%	13%	9%	11%	8%	9%	9%	11%	7%	9%	6%	9%	12%	9%	10%	8%	10%
	GIKMOQ							AG		Ai		AK		AM		AO		AQ											Ac				A
5 (5)	407	308	98	85	153	70	22	189	18	162	111	32	50	52	37	105	5	203	54	38	52	29	46	30	46	35	31	267	95	132	261	58	237
	20%	20%	20%	24%	21%	16%	10%	19%	7%	17%	15%	13%	10%	11%	13%	16%	4%	19%	21%	22%	19%	21%	19%	19%	18%	21%	18%	21%	19%	18%	19%	19%	19%
	FGIJKLMNOPQq			F	F			G		I								Cq															
6 (6)	279	211	67	48	112	51	25	92	26	76	107	10	61	18	30	63	8	124	34	22	47	14	44	21	32	20	16	194	62	102	192	49	156
	14%	14%	14%	14%	15%	12%	12%	9%	10%	8%	14%	4%	12%	4%	11%	10%	6%	11%	13%	13%	17%	10%	18%	13%	13%	12%	9%	15%	12%	14%	14%	16%	12%
	HILNPQRi										L		N										A					Ac			i		
7 (7)	246	192	54	41	90	61	39	69	51	44	145	12	97	12	41	48	18	93	34	19	37	9	39	15	42	17	24	160	59	104	188	36	164
	12%	13%	11%	11%	12%	14%	19%	7%	20%	5%	19%	5%	19%	3%	15%	7%	15%	8%	13%	11%	14%	6%	16%	9%	17%	10%	14%	13%	12%	14%	14%	12%	13%
	HJLNPRV						AH		AJ		AL		AN		P		R				V				Ab					A	A		
8 (8)	172	139	32	21	70	48	47	40	74	24	115	3	116	11	53	34	38	56	30	8	28	10	20	11	35	9	20	107	41	79	134	37	95
	8%	9%	6%	6%	10%	11%	23%	4%	29%	3%	15%	1%	23%	2%	19%	5%	32%	5%	11%	5%	10%	8%	8%	7%	14%	6%	12%	8%	8%	11%	10%	12%	8%
	HJLNPR				D	AD	AH		AJ		AL		AN		AP		AR		T						Ab					Ai	Ai		Ai
9 (9)	77	53	23	11	21	22	35	19	44	13	57	5	57	4	34	11	24	25	11	1	15	8	9	6	6	10	10	50	15	37	60	19	47
	4%	4%	5%	3%	3%	5%	17%	2%	17%	1%	8%	2%	11%	1%	12%	2%	19%	2%	4%	1%	6%	5%	4%	4%	2%	6%	6%	4%	3%	5%	4%	6%	4%
	HJNPRT						AH		AJ		AL		AN		AP		AR		T											A		Ai	
10 – (Complete trust) (10)	32	24	8	3	12	9	21	5	23	6	25	1	27	1	25	1	18	4	5	2	5	3	4	1	4	1	2	24	5	12	23	13	12
	2%	2%	2%	1%	2%	2%	10%	*	9%	1%	3%	*	5%	*	9%	*	15%	*	2%	1%	2%	2%	2%	1%	2%	1%	1%	2%	1%	2%	2%	4%	1%
	HJNPRi						AH		AJ		AL		AN		AP		AR														i	Afgj	
Don't know	104	84	20	32	33	18	3	44	2	11	18	7	4	2	4	19	1	11	9	7	6	8	9	7	6	7	28	43	7	28	36	11	33
	5%	6%	4%	9%	5%	4%	1%	4%	1%	1%	2%	3%	1%	1%	1%	3%	1%	1%	3%	4%	2%	6%	4%	4%	2%	4%	16%	3%	1%	4%	3%	4%	3%
	GIJKMNOPQRUZdegj			AEF				G																			Ade	e		gi			
Mean	4.88	4.96	4.66	4.72	4.99	5.10	7.12	3.79	7.36	3.44	5.87	2.86	6.47	2.70	6.40	3.72	7.61	3.99	5.16	4.30	5.32	4.42	5.22	4.36	5.13	4.44	5.44	5.02	4.43	5.16	5.02	5.58	4.64
	CHILNPRTVYbel	AC					AH		AJ		AL		AN		AP		AR		T		AV		AY		b		Ae	Ae		Ai	Ai	Afgj	
NET: High Trust	280	217	63	35	103	79	103	64	141	43	196	9	200	16	113	46	80	84	46	12	48	21	33	18	45	20	33	180	61	128	217	68	153
	14%	14%	13%	10%	14%	18%	49%	7%	56%	5%	26%	3%	40%	4%	40%	7%	66%	8%	18%	7%	18%	15%	14%	11%	18%	12%	19%	14%	12%	18%	16%	23%	12%
	DHILNPRTi				D	AD	AH		AJ		AL		AN		AP		AR		T								Ae			Ai	Ai	Afgj	
NET: 'Low Trust	703	507	191	117	236	155	18	528	17	598	171	181	92	350	54	360	10	577	84	76	84	57	72	70	81	69	40	422	225	232	484	78	506
	35%	33%	39%	33%	32%	36%	9%	54%	7%	64%	23%	72%	18%	78%	19%	56%	9%	53%	32%	44%	30%	42%	30%	43%	32%	41%	23%	33%	44%	32%	35%	26%	41%
	BGIKMOQcfh		AB					AG		Ai		AK		AM		AO		AQ		AS		U		AX				c	Acd	h	fh		Afgh

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 - (Do not trust at all) (0)	117 6% CSX	69 7% AC	48 5%	12 4%	17 5%	16 4%	24 6%	47 8% ADF	24 5%	28 5%	22 5%	42 9% AUK	33 5%	31 6%	31 7%	22 6%	35 7%	28 6%	41 5%	13 9% S	38 5%	9 3%	10 6%	57 5%	54 8% AX
1 (1)	43 2% CDE	28 3%	15 2%	2 1%	3 1%	9 2%	11 3% DE	19 3% DE	9 2%	11 2%	13 3%	10 2%	15 2%	12 2%	9 2%	7 2%	14 3%	9 2%	17 2%	3 2%	11 1%	6 2%	3 2%	21 2%	21 3% AX
2 (2)	74 4% S	34 3%	40 4%	7 2%	13 3%	10 3%	15 4%	29 5% D	17 3%	18 3%	20 4%	19 4%	26 4%	16 3%	21 4%	11 3%	25 5%	17 4%	24 3%	8 5%	27 3%	13 5%	5 3%	45 4%	25 4%
3 (3)	121 6%	63 6%	58 6%	17 5%	21 6%	22 6%	16 4%	45 8% AG	27 5%	29 5%	33 7%	32 7%	45 7%	29 5%	28 6%	19 6%	35 7%	26 6%	44 5%	16 11% ARS	47 6%	15 5%	12 7%	73 6%	35 5%
4 (4)	124 6%	58 6%	65 6%	15 5%	22 6%	31 8%	25 7%	31 5%	25 5%	36 6%	36 8% I	27 6%	46 7%	28 5%	30 7%	19 5%	38 7%	27 6%	48 5%	12 8%	54 7%	22 8%	7 4%	82 7%	32 5%
5 (5)	354 18%	168 17%	186 18%	53 17%	72 20%	66 18%	69 18%	93 16%	90 17%	92 16%	89 20%	83 18%	124 18%	99 18%	70 15%	60 18%	104 20%	77 17%	144 16%	29 19%	134 18%	44 16%	23 14%	201 17%	127 20%
6 (6)	265 13%	136 14%	129 13%	42 13%	56 15%	42 11%	43 12%	82 14%	72 13%	74 13%	57 13%	63 13%	81 12%	74 14%	59 13%	52 15%	61 12%	73 16%	113 13%	18 12%	109 14%	38 14%	16 10%	163 14%	77 12%
7 (7)	255 13% QT	129 13%	126 12%	41 13%	49 14%	45 12%	57 15% H	62 11%	78 15% K	77 14%	46 10%	53 11%	72 11%	77 14%	62 14%	44 13%	41 8%	62 14% QT	142 16% AQT	10 7%	105 14%	32 12%	23 14%	160 13%	72 11%
8 (8)	269 13% ELQR	145 15%	124 12%	37 11%	34 9%	56 15% E	47 13%	95 16% AE	90 17% AL	78 14% L	58 13%	43 9%	99 15%	69 13%	57 12%	44 13%	53 10%	45 10%	155 18% AQRT	15 10%	98 13%	36 13%	28 17%	162 13%	88 14%
9 (9)	141 7% QTY	63 6%	78 8%	24 8%	26 7%	28 8%	26 7%	36 6%	47 9% L	45 8%	25 6%	24 5%	51 8%	43 8%	26 6%	21 6%	25 5%	37 8% QT	75 9% AQT	4 3%	53 7%	33 12% AU	11 7%	96 8% AY	34 5%
10 – (Complete trust) (10)	64 3%	35 4%	29 3%	10 3%	10 3%	9 2%	15 4%	22 4%	17 3%	24 4%	12 3%	12 3%	17 2%	21 4%	18 4%	9 3%	13 2%	15 3%	31 4%	5 3%	25 3%	9 3%	5 3%	40 3%	20 3%
Don't know	192 9% BHINSX	73 7%	119 12% AB	62 19% AEFGH	39 11% H	36 10% H	27 7%	28 5%	38 7%	52 9%	37 8%	65 14% AUK	67 10%	39 7%	51 11% N	35 10%	76 15% ARS	45 10% S	53 6%	18 12% S	63 8%	18 7%	19 12%	100 8%	59 9%
Mean	5.62 HLQTY	5.56	5.68	5.93 H	5.65	5.72	5.61	5.40	5.97 AKL	5.84 AKL	5.38	5.14	5.62	5.74	5.50	5.57	5.12	5.61 QT	6.01 AQRT	4.85	5.70	5.89	5.72	5.75 AY	5.31
NET: High Trust	475 24% ELQT	243 24%	232 23%	71 22%	69 19%	93 25%	88 23%	153 26% E	153 29% AKL	147 26% L	96 21%	79 17%	167 25%	133 25%	100 22%	74 22%	91 17%	97 21%	262 30% AQRT	25 16%	176 23%	78 28% A	44 27%	297 25%	142 22%
NET: 'Low Trust	478 24% DIS	252 25%	226 22%	53 16%	75 21%	87 24% D	90 24% D	172 29% ADE	102 19%	122 22%	125 28% AU	130 27% AU	164 24%	117 22%	119 26%	77 23%	147 28% AS	106 23%	173 20%	52 34% ARS	176 23%	65 24%	37 23%	278 23%	168 26%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 - (Do not trust at all) (0)	117	81	34	21	41	19	2	100	1	113	17	57	6	92	8	79	1	110	11	12	10	15	6	22	10	11	8	53	51	31	64	9	90
	6%	5%	7%	6%	6%	4%	1%	10%	*	12%	2%	23%	1%	20%	3%	12%	1%	10%	4%	7%	4%	11%	2%	14%	4%	7%	5%	4%	10%	4%	5%	3%	7%
	GIKMOQXdfgh							AG		Ai		AK		AM		AO		AQ				AU		AX					Acd				Afgh
1 (1)	43	30	14	8	18	4	-	42	-	42	7	20	3	30	4	30	1	39	6	7	5	3	1	3	7	6	2	26	14	20	25	1	32
	2%	2%	3%	2%	2%	1%	-	4%	-	4%	1%	8%	1%	7%	1%	5%	1%	4%	2%	4%	2%	2%	1%	2%	3%	3%	1%	2%	3%	3%	2%	*	3%
	FGIKMh							AG		Ai		AK		AM		AO		A												gh	h		gh
2 (2)	74	50	23	16	16	18	2	61	1	70	11	25	6	54	4	45	1	65	6	5	9	4	6	6	11	17	4	46	21	22	50	8	54
	4%	3%	5%	4%	2%	4%	1%	6%	*	8%	1%	10%	1%	12%	1%	7%	1%	6%	2%	3%	3%	3%	3%	4%	4%	10%	2%	4%	4%	3%	4%	3%	4%
	EGIKMO							AG		Ai		AK		AM		AO		AQ								AZ							f
3 (3)	121	87	33	23	40	24	2	95	-	111	26	32	10	80	7	63	3	102	13	19	19	8	12	8	17	6	5	81	33	37	83	19	84
	6%	6%	7%	6%	6%	6%	1%	10%	-	12%	3%	13%	2%	18%	3%	10%	2%	9%	5%	11%	7%	6%	5%	5%	7%	4%	3%	6%	7%	5%	6%	6%	7%
	GIKMO							AG		Ai		AK		AM		AO		AQ		AS													f
4 (4)	124	93	29	19	47	27	4	81	6	93	20	21	4	61	5	58	-	98	20	23	11	9	10	13	8	11	9	79	33	39	82	11	88
	6%	6%	6%	5%	6%	6%	2%	8%	2%	10%	3%	8%	1%	13%	2%	9%	-	9%	8%	13%	4%	6%	4%	8%	3%	7%	5%	6%	6%	5%	6%	4%	7%
	GIKMOQZh							AG		Ai		K		AM		AO		AQ		A													Afgh
5 (5)	354	269	84	69	135	65	15	174	14	148	82	39	33	46	34	101	9	182	45	35	35	27	37	31	39	28	33	221	84	101	206	40	202
	18%	18%	17%	19%	19%	15%	7%	18%	6%	16%	11%	16%	6%	10%	12%	16%	7%	17%	17%	20%	13%	20%	15%	19%	15%	16%	19%	17%	16%	14%	15%	13%	16%
	GIKMNOQUfgh							G		I				M				Cq										A			A		
6 (6)	265	201	64	42	108	51	23	113	15	110	86	12	40	27	32	65	12	125	23	25	37	23	42	22	32	24	27	174	58	100	183	43	160
	13%	13%	13%	12%	15%	12%	11%	11%	6%	12%	11%	5%	8%	6%	12%	10%	10%	11%	9%	15%	13%	17%	17%	14%	13%	14%	15%	14%	11%	14%	13%	15%	13%
	HILMNPRS									I	L																						
7 (7)	255	201	54	41	91	70	32	90	31	81	129	13	68	19	31	67	10	126	43	18	44	12	33	15	29	21	18	176	58	105	190	45	160
	13%	13%	11%	11%	12%	16%	15%	9%	12%	9%	17%	5%	14%	4%	11%	10%	9%	12%	16%	10%	16%	9%	14%	10%	12%	13%	10%	14%	11%	14%	14%	15%	13%
	HILNP						H				AL		N								V							A			A		
8 (8)	269	199	70	45	101	53	46	84	78	69	164	11	155	15	63	54	30	109	36	11	47	14	43	18	44	20	19	175	72	114	221	48	173
	13%	13%	14%	13%	14%	12%	22%	9%	31%	7%	22%	5%	31%	3%	23%	9%	24%	10%	14%	6%	17%	10%	18%	11%	17%	12%	11%	14%	14%	16%	16%	16%	14%
	HILNPRT						AH		AJ		AL		AN		AP		AR		T		A		A		A					A	Ai		
9 (9)	141	109	31	20	46	43	48	36	63	21	104	4	107	4	44	22	32	51	27	6	23	8	27	5	29	6	9	86	43	72	118	38	83
	7%	7%	6%	6%	6%	10%	23%	4%	25%	2%	14%	1%	21%	1%	16%	3%	27%	5%	10%	4%	8%	6%	11%	3%	11%	3%	5%	7%	8%	10%	9%	13%	7%
	HILNPRYb						AH		AJ		AL		AN		AP		AR		AT				AY		Ab					Ai	Ai	Agj	
10 – (Complete trust) (10)	64	45	19	9	18	19	28	18	35	18	51	1	47	4	30	12	15	25	9	1	18	2	10	4	7	3	3	42	18	31	50	14	32
	3%	3%	4%	2%	2%	4%	13%	2%	14%	2%	7%	*	9%	1%	11%	2%	12%	2%	4%	1%	7%	1%	4%	3%	3%	2%	2%	3%	4%	4%	4%	5%	3%
	HILNPRTi						AH		AJ		AL		AN		AP		AR				AV									i	i	i	
Don't know	192	153	39	45	68	40	8	92	11	58	49	16	24	17	15	43	8	59	21	11	17	13	16	13	19	16	35	107	23	56	106	24	89
	9%	10%	8%	13%	9%	9%	4%	9%	4%	6%	7%	6%	5%	4%	5%	7%	6%	5%	8%	6%	6%	10%	7%	8%	8%	10%	20%	8%	5%	8%	8%	8%	7%
	GIJKMNOPRUdefgj			A				G																			Ade	e					
Mean	5.62	5.68	5.46	5.42	5.63	5.96	7.65	4.62	7.97	4.31	6.84	3.16	7.54	3.12	6.99	4.45	7.70	4.84	5.94	4.77	6.16	5.04	6.37	4.85	5.92	5.09	5.67	5.74	5.37	6.01	5.89	6.36	5.43
	HILNPRTVYbei					ADE	AH		AJ		AL		AN		AP		AR*		AT		AV		AY		b			Ae		Ai	Ai	Afgj	
NET: High Trust	475	354	120	74	165	115	122	138	175	108	319	16	309	24	137	88	77	185	73	19	88	24	80	27	79	29	32	303	133	216	389	99	288
	24%	23%	24%	21%	23%	27%	58%	14%	69%	12%	43%	6%	61%	5%	49%	14%	63%	17%	28%	11%	32%	17%	33%	17%	32%	17%	18%	24%	26%	30%	28%	33%	23%
	HILNPRTYb						AH		AJ		AL		AN		AP		AR		T		AV		AY		Ab				c	Ai	Ai	Agj	
NET: 'Low Trust	478	342	133	87	162	93	9	378	8	429	82	155	29	318	28	276	6	414	57	66	54	39	35	53	53	51	29	284	153	149	303	48	348
	24%	22%	27%	24%	22%	21%	5%	38%	3%	46%	11%	61%	6%	70%	10%	43%	5%	38%	22%	38%	20%	28%	14%	33%	21%	30%	17%	22%	30%	21%	22%	16%	28%
	BGIKMOQXcfgh		B					AG		Ai		AK		AM		AO		AQ		AS				AX		Z			Acd	h	h		Afgh

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - Your GP surgery

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 - (Do not trust at all) (0)	60 3% 	28 3% 	32 3% 	9 3% 	16 4% 	8 2% 	12 3% 	15 3% 	11 2% 	17 3% 	11 3% 	21 4% I	17 3% 	18 3% 	16 3% 	9 3% 	12 2% 	19 4% 	20 2% 	9 6% AQS	26 3% 	4 1% 	3 2% 	33 3% 	25 4%
1 (1)	23 1% NS	11 1% 	11 1% 	5 2% 	3 1% 	4 1% 	1 * 	10 2% 	3 1% 	3 1% 	6 1% 	10 2% AU	9 1% 	2 * 	10 2% ANP	1 * 	6 1% 	10 2% AS	5 1% 	2 1% 	5 1% 	3 1% 	5 3% AU	13 1% 	7 1%
2 (2)	45 2% J	22 2% 	23 2% 	5 2% 	9 2% 	11 3% 	5 1% 	14 2% 	12 2% 	7 1% 	14 3% J	12 3% 	15 2% 	11 2% 	12 3% 	6 2% 	10 2% 	11 2% 	18 2% 	6 4% 	15 2% 	6 2% 	4 3% 	25 2% 	17 3%
3 (3)	75 4% 	38 4% 	36 4% 	7 2% 	12 3% 	9 2% 	17 5% 	30 5% F	21 4% 	18 3% 	19 4% 	16 3% 	21 3% 	23 4% 	18 4% 	13 4% 	25 5% 	12 3% 	31 3% 	7 5% 	29 4% 	9 3% 	5 3% 	43 4% 	29 4%
4 (4)	91 5% 	42 4% 	49 5% 	8 2% 	20 5% 	17 4% 	19 5% 	28 5% 	26 5% 	29 5% 	18 4% 	19 4% 	35 5% 	23 4% 	19 4% 	14 4% 	20 4% 	23 5% 	43 5% 	5 3% 	46 6% A	12 5% 	5 3% 	64 5% A	22 3%
5 (5)	270 13% H	130 13% 	140 14% 	48 15% 	53 15% 	59 16% H	47 13% 	62 11% 	74 14% 	77 14% 	56 12% 	63 13% 	86 13% 	83 15% 	56 12% 	46 13% 	72 14% 	52 11% 	123 14% 	22 15% 	100 13% 	39 14% 	15 9% 	154 13% 	88 14%
6 (6)	238 12% Y	120 12% 	118 12% 	37 11% 	43 12% 	50 14% 	45 12% 	63 11% 	67 13% 	71 13% 	56 13% 	44 9% 	74 11% 	74 14% 	48 10% 	42 12% 	55 11% 	66 14% 	105 12% 	13 8% 	99 13% 	37 13% 	26 16% 	162 14% AY	56 9%
7 (7)	304 15% JMQ	153 15% 	150 15% 	46 14% 	56 15% 	56 15% 	63 17% 	83 14% 	90 17% J	70 12% 	68 15% 	75 16% 	85 13% 	80 15% 	83 18% M	56 16% 	61 12% 	66 14% 	162 18% AQT	15 10% 	119 16% 	36 13% 	23 14% 	178 15% 	100 16%
8 (8)	367 18% L	177 18% 	191 19% 	57 18% 	72 20% 	60 16% 	76 20% 	102 17% 	101 19% L	120 21% AL	81 18% 	65 14% 	122 18% 	110 20% 	76 16% 	59 17% 	92 18% 	80 17% 	174 20% 	21 14% 	148 19% 	54 20% 	32 20% 	234 19% 	104 16%
9 (9)	259 13% ENQU	134 13% 	125 12% 	42 13% 	30 8% 	41 11% 	45 12% 	101 17% AEFG	73 14% 	76 13% 	52 12% 	58 12% 	111 16% ANO	52 10% 	52 11% 	44 13% 	53 10% 	58 13% 	126 14% Q	22 14% 	80 10% 	42 15% U	20 12% 	141 12% 	96 15%
10 – (Complete trust) (10)	203 10% ISUX	104 10% 	99 10% 	32 10% 	28 8% 	32 9% 	35 9% 	76 13% AEF	43 8% 	53 9% 	48 11% 	60 13% I	71 11% 	48 9% 	52 11% 	32 9% 	74 14% ARS	38 8% 	66 7% 	24 16% ARS	64 8% 	25 9% 	14 9% 	102 9% 	83 13% AX
Don't know	85 4% HISY	41 4% 	44 4% 	25 8% AGH	21 6% GH	23 6% AGH	9 3% 	6 1% 	11 2% 	24 4% I	20 4% I	30 6% AI	27 4% 	17 3% 	20 4% 	20 6% 	39 8% AS	25 5% S	14 2% 	6 4% S	34 4% 	7 3% 	9 5% 	50 4% 	19 3%
Mean	6.67 E	6.71	6.63	6.76	6.39	6.57	6.68	6.84 AE	6.69	6.77	6.64	6.55	6.79	6.55	6.58	6.75	6.76	6.49	6.73	6.54	6.54	6.80	6.64	6.61	6.74
NET: High Trust	829 41% EFU	414 41%	415 41%	131 41%	130 36%	134 36%	156 41%	279 47% AEF	217 41%	249 44%	180 40%	183 39%	304 45% ANO	210 39%	180 39%	135 40%	219 42%	176 38%	366 41%	67 44%	291 38%	120 44%	66 41%	477 40%	283 44%
NET: 'Low Trust	294 15% D	142 14%	152 15%	35 11%	58 16% D	48 13%	55 15%	96 16% D	74 14%	74 13%	68 15%	78 16%	99 15%	77 14%	75 16%	42 12%	74 14%	75 16%	116 13%	29 19% S	120 16%	34 13%	23 14%	178 15%	99 15%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
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Ipsos MORI

Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - Your GP surgery

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes		
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 - (Do not trust at all) (0)	60	41	19	7	21	13	-	51	-	58	6	33	2	53	5	44	-	59	7	9	5	6	4	8	5	5	5	29	23	14	34	8	42
	3%	3%	4%	2%	3%	3%	-	5%	-	6%	1%	13%	*	12%	2%	7%	-	5%	3%	5%	2%	4%	2%	5%	2%	3%	3%	2%	4%	2%	2%	3%	3%
	GIKMOqtfg							AG		AI		AK		AM		AO		AQ						X					Ad				fg
1 (1)	23	19	4	4	8	7	-	18	-	21	4	9	2	18	3	16	1	21	2	2	3	3	-	1	2	3	-	15	5	9	13	2	14
	1%	1%	1%	1%	1%	2%	-	2%	-	2%	1%	4%	*	4%	1%	2%	1%	2%	1%	1%	1%	2%	-	1%	1%	2%	-	1%	1%	1%	1%	1%	1%
								A		AI		AK		AM		A		A															
2 (2)	45	31	14	5	14	12	-	40	1	42	7	22	3	30	3	30	1	41	4	4	7	2	2	8	5	3	3	23	18	16	29	8	32
	2%	2%	3%	1%	2%	3%	-	4%	1%	5%	1%	9%	1%	7%	1%	5%	1%	4%	1%	2%	2%	2%	1%	5%	2%	2%	2%	2%	4%	2%	2%	3%	3%
	GIKM							AG		AI		AK		AM		AO		A						AX					Ad				
3 (3)	75	46	28	19	19	8	1	54	-	68	11	34	2	56	1	51	-	65	8	8	9	8	4	10	3	8	3	46	25	24	45	7	54
	4%	3%	6%	5%	3%	2%	1%	5%	-	7%	1%	14%	*	12%	1%	8%	-	6%	3%	5%	3%	6%	2%	6%	1%	5%	2%	4%	5%	3%	3%	2%	4%
	BEFGIKMOQZ		AB	EF				AG		AI		AK		AM		AO		AQ						X		Z							g
4 (4)	91	63	25	13	29	21	2	61	-	72	17	19	5	56	6	40	1	80	11	11	11	3	9	10	11	13	5	59	22	26	57	9	61
	5%	4%	5%	4%	4%	5%	1%	6%	-	8%	2%	8%	1%	12%	2%	6%	1%	7%	4%	6%	4%	2%	4%	6%	4%	8%	3%	5%	4%	4%	4%	3%	5%
	GIKM							AG		AI		AK		AM		AO		AQ								A							
5 (5)	270	205	65	44	117	44	12	137	4	126	56	39	23	62	17	96	6	131	27	25	33	21	23	22	29	32	27	166	63	73	151	31	146
	13%	13%	13%	12%	16%	10%	6%	14%	1%	13%	8%	15%	5%	14%	6%	15%	5%	12%	10%	15%	12%	15%	10%	14%	11%	19%	16%	13%	12%	10%	11%	10%	12%
	FGIKMOQfgj				AF			G		I		K		M		O		Q								AZ							
6 (6)	238	177	61	40	84	52	9	124	3	132	58	21	19	51	21	73	3	144	26	31	29	14	32	24	25	23	13	145	70	90	164	33	161
	12%	12%	12%	11%	12%	12%	4%	13%	1%	14%	8%	8%	4%	11%	8%	11%	3%	13%	10%	18%	10%	10%	13%	15%	10%	14%	8%	11%	14%	12%	12%	11%	13%
	GIKMOQ							G		AI				M				AQ		AS									c				
7 (7)	304	228	75	56	111	61	14	144	21	135	108	25	60	36	23	88	6	174	45	24	49	24	40	22	37	21	20	198	82	103	231	41	204
	15%	15%	15%	16%	15%	14%	7%	15%	8%	14%	14%	10%	12%	8%	8%	14%	5%	16%	17%	14%	18%	17%	17%	13%	15%	12%	12%	16%	16%	14%	17%	14%	16%
	GILMNOQ							G		I			N			O		Q													Af		A
8 (8)	367	294	73	66	141	88	53	145	70	125	186	21	139	47	65	86	29	179	50	23	62	28	54	27	54	24	34	252	79	140	280	60	232
	18%	19%	15%	18%	19%	20%	25%	15%	28%	13%	25%	8%	28%	10%	23%	14%	24%	16%	19%	13%	23%	20%	22%	17%	22%	14%	20%	20%	15%	19%	20%	20%	19%
	CHILNPR	AC					AH		AJ		AL		AN		AP		R											Ae			Ai		
9 (9)	259	189	70	38	85	66	58	87	82	73	160	9	132	18	61	56	31	110	46	17	30	12	36	16	47	18	16	169	71	123	201	44	165
	13%	12%	14%	11%	12%	15%	27%	9%	32%	8%	21%	3%	26%	4%	22%	9%	26%	10%	18%	10%	11%	9%	15%	10%	19%	11%	9%	13%	14%	17%	15%	15%	13%
	HJLNPR						AH		AJ		AL		AN		AP		AR		AT						Ab					Agi	Ai		
10 – (Complete trust) (10)	203	156	46	34	72	50	59	93	73	80	123	14	115	21	70	44	42	87	30	13	33	11	31	11	28	12	21	132	49	91	151	47	119
	10%	10%	9%	10%	10%	12%	28%	9%	29%	9%	16%	6%	23%	5%	25%	7%	35%	8%	11%	7%	12%	8%	13%	7%	11%	7%	12%	10%	10%	13%	11%	16%	10%
	JLNPR						AH		AJ		AL		AN		AP		AR						Y							Ai	i	Agj	
Don't know	85	69	16	30	27	13	2	31	1	2	11	5	1	1	3	16	1	1	6	5	4	5	8	4	4	7	24	33	3	15	21	8	19
	4%	5%	3%	8%	4%	3%	1%	3%	*	*	1%	2%	*	*	1%	2%	1%	*	2%	3%	1%	4%	3%	2%	2%	4%	14%	3%	1%	2%	2%		3%	2%
	GHIJKMNOPRUZdefgj			AEF																							Ade	e					
Mean	6.67	6.74	6.48	6.68	6.69	6.88	8.45	6.09	8.72	5.82	7.69	4.52	8.22	4.66	7.90	5.70	8.57	6.10	7.02	6.09	6.86	6.39	7.25	6.05	7.14	6.21	6.87	6.79	6.47	7.01	6.89	7.10	6.62
	CHILNPRTYbe	AC					AH		AJ		AL		AN		AP		AR		AT				AY		Ab			Ae		Ai	Ai	Ai	
NET: High Trust	829	640	188	138	298	204	169	325	224	278	469	44	385	87	196	186	103	376	126	52	124	51	121	53	130	54	71	553	199	354	632	152	516
	41%	42%	38%	39%	41%	47%	81%	33%	88%	30%	63%	17%	76%	19%	70%	29%	84%	34%	48%	30%	45%	37%	50%	33%	52%	32%	41%	44%	39%	49%	46%	51%	41%
	HILNPRTYb					ADE	AH		AJ		AL		AN		AP		AR		AT				AY		Ab			A		Ai	Ai	Ai	
NET: 'Low Trust	294	201	89	50	91	60	3	224	1	261	45	118	14	214	19	180	3	265	32	35	36	22	19	37	26	32	17	172	92	91	178	35	203
	15%	13%	18%	14%	12%	14%	2%	23%	1%	28%	6%	47%	3%	47%	7%	28%	3%	24%	12%	20%	13%	16%	8%	23%	10%	19%		14%	18%	12%	13%	12%	16%
	BEGIKMOQXZfg		AB					AG		AI		AK		AM		AO		AQ		AS				AX		Z			Acd				Afgh

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - The NHS

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 - (Do not trust at all) (0)	77 4%	40 4%	37 4%	14 4%	15 4%	9 2%	14 4%	25 4%	16 3%	17 3%	17 4%	26 6% AI	23 3%	24 4%	15 3%	14 4%	19 4%	19 4%	29 3%	9 6%	30 4%	5 2%	7 5%	42 3%	28 4%
1 (1)	32 2%	15 2%	17 2%	2 1%	3 1%	5 1%	7 2%	14 2% D	10 2%	6 1%	9 2%	8 2%	10 1%	5 1%	13 3% AN	4 1%	11 2%	6 1%	13 1%	2 1%	12 2%	5 2%	3 2%	20 2%	12 2%
2 (2)	45 2% V	26 3%	19 2%	3 1%	4 1%	10 3%	8 2%	20 3% ADE	14 3%	8 1%	13 3%	10 2%	15 2%	11 2%	13 3%	5 2%	13 3%	10 2%	15 2%	7 4% S	21 3% V	1 *	4 3%	27 2%	17 3%
3 (3)	78 4%	38 4%	40 4%	6 2%	13 4%	12 3%	19 5% D	27 5%	22 4%	21 4%	21 5%	14 3%	31 5%	15 3%	23 5%	9 3%	23 5%	16 4%	32 4%	7 4%	32 4%	11 4%	5 3%	48 4%	28 4%
4 (4)	106 5%	48 5%	58 6%	11 4%	22 6%	17 5%	21 6%	35 6%	26 5%	26 5%	27 6%	27 6%	34 5%	32 6%	22 5%	19 5%	30 6%	23 5%	46 5%	8 5%	39 5%	14 5%	12 7%	65 5%	30 5%
5 (5)	304 15% H	151 15%	153 15%	55 17% H	64 18% H	65 18% H	51 14%	69 12%	88 17%	80 14%	57 13%	79 17%	90 13%	91 17%	69 15%	53 16%	70 13%	62 14%	147 17%	25 16%	115 15%	43 16%	27 16%	185 15%	92 14%
6 (6)	265 13%	132 13%	133 13%	39 12%	55 15%	48 13%	48 13%	74 13%	73 14%	71 13%	63 14%	58 12%	83 12%	78 14%	52 11%	52 15%	58 11%	78 17% AQS	113 13%	16 10%	103 14%	48 18% A	22 14%	174 14% A	74 11%
7 (7)	304 15%	149 15%	155 15%	47 15%	47 13%	52 14%	65 17%	93 16%	81 15%	89 16%	73 16%	60 13%	103 15%	89 16%	68 15%	44 13%	69 13%	68 15%	151 17% AT	15 10%	119 16%	37 14%	18 11%	174 14%	100 15%
8 (8)	368 18% T	170 17%	197 19%	60 19%	69 19%	66 18%	69 18%	103 17%	105 20%	113 20%	68 15%	82 17%	131 19%	93 17%	81 17%	63 18%	98 19%	75 16%	176 20% T	18 12%	137 18%	58 21%	30 18%	225 19%	116 18%
9 (9)	230 11% E	114 11%	117 11%	37 11%	30 8%	40 11%	42 11%	82 14% AE	59 11%	77 14% AL	50 11%	45 9%	83 12%	58 11%	52 11%	38 11%	52 10%	54 12%	101 11%	22 15%	78 10%	32 12%	13 8%	124 10%	85 13%
10 – (Complete trust) (10)	124 6% C	75 7% AC	49 5%	21 7%	19 5%	22 6%	22 6%	40 7%	29 6%	30 5%	30 7%	34 7%	43 6%	30 6%	31 7%	20 6%	36 7%	23 5%	49 6%	16 11% ARS	43 6%	10 4%	13 8%	66 6%	46 7%
Don't know	86 4% HINSY	42 4%	45 4%	26 8% AGH	20 5% GH	24 6% AGH	9 3%	7 1%	10 2%	25 4% I	20 4% I	31 6% AI	28 4%	15 3%	23 5%	20 6% N	39 7% AS	26 6% S	14 2%	8 5% S	34 4%	8 3%	9 5%	51 4%	18 3%
Mean	6.35	6.36	6.34	6.55	6.23	6.39	6.31	6.32	6.34	6.57 AL	6.25	6.19	6.44	6.30	6.28	6.37	6.29	6.30	6.43	6.25	6.26	6.47	6.18	6.30	6.38
NET: High Trust	722 36%	359 36%	363 36%	118 37%	118 33%	128 35%	133 35%	225 38%	193 36%	220 39%	149 33%	161 34%	257 38%	181 33%	164 35%	121 35%	187 36%	152 33%	326 37%	57 38%	258 34%	101 37%	56 34%	415 35%	247 38%
NET: 'Low Trust	338 17% DJ	168 17%	170 17%	37 11%	57 16%	54 15%	69 18% D	120 20% ADF	87 16%	78 14%	87 19% J	85 18%	114 17%	87 16%	86 19%	52 15%	97 19%	74 16%	134 15%	31 21%	134 18%	37 13%	31 19%	202 17%	115 18%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - The NHS

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes		
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 - (Do not trust at all) (0)	77 4% GIKMOdg	53 4%	23 5%	8 2%	28 4%	17 4%	2 1%	62 6% AG	1 *	74 8% AI	13 2%	41 16% AK	5 1%	66 15% AM	5 2%	57 9% AO	- -	73 7% AQ	7 3%	9 5%	7 2%	9 6%	5 2%	11 7% AX	8 3%	9 5%	5 3%	34 3%	34 7% Ad	23 3%	41 3%	8 3%	51 4% g
1 (1)	32 2% GIKMOZ	24 2%	7 2%	4 1%	15 2%	5 1%	- -	29 3% AG	- -	30 3% AI	2 *	15 6% AK	1 *	24 5% AM	- -	24 4% AO	- -	30 3% A	2 1%	5 3%	4 2%	2 2%	1 *	5 3% X	- -	8 4% AZ	2 1%	16 1%	14 3% Ad	13 2%	18 1%	5 2%	27 2% Ag
2 (2)	45 2% IKM	35 2%	10 2%	17 5% AEF	11 1%	7 2%	1 *	39 4% AG	1 *	42 5% AI	8 1%	24 9% AK	5 1%	34 8% AM	3 1%	28 4% AO	1 1%	41 4% A	8 3%	5 3%	6 2%	4 3%	3 1%	4 2%	3 1%	5 3%	2 1%	24 2%	16 3%	16 2%	31 2%	6 2%	31 3%
3 (3)	78 4% BGIKMOQXcfh	43 3%	34 7% AB	11 3%	20 3%	12 3%	1 1%	60 6% AG	1 *	69 7% AI	10 1%	31 12% AK	4 1%	55 12% AM	1 1%	47 7% AO	- -	69 6% AQ	9 4%	13 7% A	8 3%	4 3%	2 1%	12 7% AX	4 2%	9 5%	2 1%	52 4%	22 4%	22 3%	50 4% h	4 1%	55 4% fh
4 (4)	106 5% GIKMOc	82 5%	23 5%	20 6%	37 5%	25 6%	2 1%	72 7% AG	1 1%	92 10% AI	17 2%	21 8% AK	8 2%	60 13% AM	6 2%	49 8% AO	5 4%	83 8% A	10 4%	14 8% S	13 5%	7 5%	13 6%	13 8%	15 6%	9 5%	3 2%	71 6% c	30 6% c	35 5%	67 5%	21 7%	67 5%
5 (5)	304 15% FGIKMOQXfgi	229 15%	75 15%	52 14%	127 17% AF	51 12%	11 5%	143 14% G	4 1%	140 15% I	71 9%	37 15% K	18 4%	60 13% M	23 8%	93 15% O	4 3%	153 14% Q	34 13%	25 14%	41 15%	20 15%	26 11%	22 14%	38 15%	27 16%	27 16%	194 15%	65 13%	83 11%	177 13%	40 14%	164 13%
6 (6)	265 13% GIKMOQS	208 14%	57 12%	44 12%	108 15%	56 13%	10 5%	133 13% G	11 4%	130 14% I	66 9%	28 11%	34 7%	49 11% M	16 6%	91 14% O	6 5%	155 14% Q	20 8%	33 19% AS	33 12%	22 16%	37 15%	26 16%	32 13%	22 13%	18 10%	163 13%	80 16% A	98 13%	182 13%	34 11%	179 14% A
7 (7)	304 15% HIJLNPQ	225 15%	79 16%	65 18%	103 14%	57 13%	30 14%	119 12%	21 8%	116 12%	111 15% L	21 8%	63 12% N	37 8%	42 15%	67 10%	9 8%	160 15% Q	60 23% AT	20 11%	48 17%	23 17%	38 15%	19 12%	34 13%	27 16%	20 12%	201 16%	78 15%	104 14%	231 17% Afh	34 11%	195 16% h
8 (8)	368 18% HILNP	286 19%	80 16%	58 16%	135 19%	94 22% A	51 24% AH	160 16%	86 34% AJ	129 14%	198 27% AL	17 7%	156 31% AN	39 9%	75 27% AP	98 15%	29 24%	185 17%	47 18%	27 15%	60 22%	24 18%	57 23% A	27 17%	51 20%	28 17%	32 19%	255 20% Ae	79 15%	153 21% A	295 21% Ai	69 23% A	241 19%
9 (9)	230 11% HILNPRTY	171 11%	60 12%	31 9%	73 10%	67 15% ADE	62 30% AH	80 8%	77 30% AJ	60 6%	161 21% AL	7 3%	138 27% AN	17 4%	65 23% AP	45 7%	39 32% AR	88 8%	42 16% AT	9 5%	29 11%	12 9%	34 14% Y	10 6%	40 16% Ab	14 8%	22 13%	147 12%	58 11%	109 15% Ai	180 13% Ai	45 15% A	146 12%
10 – (Complete trust) (10)	124 6% LNPR	94 6%	30 6%	18 5%	46 6%	30 7%	37 18% AH	58 6%	50 20% AJ	48 5%	80 11% AL	4 2%	72 14% AN	10 2%	39 14% AP	24 4%	28 23% AR	53 5%	16 6%	10 6%	21 8%	5 3%	19 8%	7 4%	21 8% b	5 3%	14 8%	76 6%	31 6%	55 8% Ai	85 6%	24 8%	72 6%
Don't know	86 4% GHIJKMNOPRUZdefgj	70 5%	17 3%	29 8% AEF	27 4%	13 3%	3 1%	32 3%	2 1%	4 *	10 1%	6 3%	1 *	- -	3 1%	17 3%	1 1%	2 *	8 3%	5 3%	4 1%	5 3%	8 3%	5 3%	4 2%	7 4%	24 14% Ade	34 3% e	3 1%	15 2%	21 2%	9 3% g	19 2%
Mean	6.35 HILNPRTYbe	6.40	6.21	6.25	6.32	6.66 ADE	8.10 AH	5.76	8.40 AJ	5.41	7.42 AL	3.98	7.94 AN	4.24	7.68 AP	5.34	8.31 AR	5.75	6.69 AT	5.72	6.60 V	6.00	6.93 AY	5.60	6.79 Ab	5.75	6.81 Ae	6.48 Ae	6.02	6.67 Ai	6.58 Ai	6.73 Ai	6.30
NET: High Trust	722 36% DHILNPRTYb	551 36%	170 34%	107 30%	253 35%	191 44% ADE	151 72% AH	297 30%	212 84% AJ	237 25%	438 59% AL	28 11%	365 73% AN	66 15%	179 64% AP	166 26%	96 79% AR	326 30%	104 40% T	45 26%	110 40% V	41 30%	110 45% AY	44 27%	112 45% Ab	47 28%	69 40%	478 38% A	168 33%	317 44% Agi	560 41% Ai	137 46% Agi	459 37%
NET: 'Low Trust	338 17% BGIKMOQXCg	237 16%	97 20% B	61 17%	111 15%	65 15%	6 3%	261 27% AG	4 2%	307 33% AI	51 7%	132 52% AK	23 5%	239 53% AM	15 5%	205 32% AO	6 5%	297 27% AQ	36 14%	45 26% AS	38 14%	26 19%	25 10%	46 28% AX	31 12%	39 23% AZ	14 8%	196 16% c	116 23% Acd	109 15%	206 15%	44 15%	232 19% Afg

Overlap formulae used

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 - (Do not trust at all) (0)	90 4% CS	54 5% AC	36 4%	12 4%	12 3%	16 4%	20 5%	30 5%	17 3%	20 4%	18 4%	35 7% AIJK	24 4%	27 5%	22 5%	16 5%	28 5% S	25 5%	28 3%	9 6%	34 4%	7 3%	8 5%	49 4%	37 6%
1 (1)	31 2%	16 2%	15 1%	3 1%	4 1%	3 1%	8 2%	14 2%	10 2%	6 1%	8 2%	7 1%	11 2%	4 1%	11 2% N	4 1%	11 2%	8 2%	9 1%	3 2%	8 1%	8 3% U	4 2%	19 2%	10 2%
2 (2)	75 4% D	42 4%	33 3%	6 2%	9 2%	10 3%	19 5% D	30 5% ADE	15 3%	17 3%	22 5%	21 4%	25 4%	21 4%	15 3%	14 4%	24 5%	11 2%	30 3%	9 6% R	27 4%	8 3%	7 4%	42 4%	29 5%
3 (3)	111 5% DEM	57 6%	54 5%	3 1%	12 3% D	23 6% D	16 4% D	57 10% ADEG	24 5%	28 5%	35 8% AI	23 5%	26 4%	30 5%	36 8% AM	18 5%	36 7%	22 5%	40 5%	12 8%	37 5%	28 10% AU	12 8%	77 6% A	32 5%
4 (4)	144 7% S	69 7%	76 7%	16 5%	29 8%	23 6%	37 10% AD	40 7%	35 7%	41 7%	34 8%	34 7%	46 7%	39 7%	32 7%	27 8%	46 9% S	29 6%	48 5%	22 15% AQRS	57 7%	24 9%	6 4%	87 7%	48 7%
5 (5)	357 18% O	180 18%	178 17%	51 16%	66 18%	72 19%	67 18%	101 17%	110 21% A	95 17%	71 16%	81 17%	132 20% O	95 18%	64 14%	66 19% O	91 17%	88 19%	154 17%	24 16%	137 18%	38 14%	33 20%	207 17%	125 19%
6 (6)	286 14% T	147 15%	140 14%	38 12%	65 18% ADH	53 14%	53 14%	76 13%	83 15%	71 13%	64 14%	68 14%	103 15%	74 14%	67 14%	42 12%	63 12%	69 15%	142 16% AT	13 9%	126 17% A	47 17%	17 11%	191 16% AY	78 12%
7 (7)	291 14% Q	132 13%	159 16%	54 17%	50 14%	55 15%	54 14%	77 13%	71 13%	89 16%	68 15%	63 13%	94 14%	80 15%	62 13%	55 16%	52 10%	77 17% Q	141 16% Q	20 13%	113 15%	33 12%	21 13%	166 14%	94 15%
8 (8)	286 14% T	144 14%	142 14%	58 18% A	50 14%	47 13%	50 13%	81 14%	90 17% AL	87 15%	55 12%	54 11%	93 14%	81 15%	72 15%	41 12%	64 12%	53 11%	157 18% AQRT	12 8%	109 14%	37 13%	23 14%	169 14%	81 13%
9 (9)	148 7%	63 6%	85 8%	31 10%	20 6%	23 6%	24 6%	50 8%	37 7%	51 9%	31 7%	29 6%	54 8%	41 8%	35 8%	18 5%	33 6%	30 6%	77 9% A	8 6%	46 6%	20 7%	13 8%	79 7%	56 9%
10 – (Complete trust) (10)	70 3% H	38 4%	32 3%	17 5% H	16 5% H	13 4%	11 3%	13 2%	18 3%	25 4%	14 3%	13 3%	23 3%	21 4%	13 3%	13 4%	13 3%	15 3%	38 4%	4 2%	24 3%	14 5%	6 3%	43 4%	16 2%
Don't know	131 6% HIS	59 6%	72 7%	34 11% AGH	26 7% H	32 9% GH	18 5%	21 4%	23 4%	34 6%	28 6%	46 10% AIJ	43 6%	27 5%	32 7%	28 8%	60 11% AS	35 8% S	21 2%	14 9% S	46 6%	11 4%	13 8%	70 6%	39 6%
Mean	5.80 BHLQT	5.68	5.91 AB	6.43 AEFGH	5.97 GH	5.81	5.57	5.51	5.93 L	6.07 AKL	5.64	5.45	5.89	5.84	5.70	5.66	5.40	5.73 T	6.15 AQRT	5.09	5.79	5.78	5.69	5.77	5.64
NET: High Trust	504 25% LQRT	245 25%	259 25%	105 33% AEFGH	87 24%	84 23%	85 23%	143 24%	145 27% L	163 29% AKL	100 22%	96 20%	170 25%	142 26%	120 26%	72 21%	110 21%	97 21%	272 31% AQRT	25 16%	179 23%	71 26%	42 26%	291 24%	153 24%
NET: 'Low Trust	451 22% DEIMS	238 24%	213 21%	40 12%	66 18% D	74 20% D	100 27% ADEF	170 29% ADEF	102 19%	112 20%	117 26% IJ	120 25% IJ	133 20%	121 22%	118 25% M	80 23%	145 28% ARS	95 21%	156 18%	55 36% AQRS	163 21%	74 27% A	37 23%	274 23%	156 24%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - Academic researchers and universities

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 - (Do not trust at all) (0)	90 4% GIKMOQXdg	62 4%	27 5%	18 5%	29 4%	15 3%	2 1%	73 7% AG	1 *	86 9% AI	5 1%	55 22% AK	- -	90 20% AM	4 2%	65 10% AO	- -	90 8% AQ	8 3%	11 6%	8 3%	12 9% AU	5 2%	16 10% AX	7 3%	9 6%	8 4%	47 4%	33 6% Ad	25 3%	49 4%	8 3%	64 5% fg
1 (1)	31 2% KMd	20 1%	10 2%	6 2%	10 1%	4 1%	3 1%	22 2% A	2 1%	24 3% A	2 *	15 6% AK	- -	31 7% AM	3 1%	17 3% A	- -	29 3% A	3 1%	3 2%	4 1%	2 1%	3 1%	3 2%	2 1%	7 4% AZ	1 *	14 1%	17 3% Ad	12 2%	25 2%	3 1%	19 2%
2 (2)	75 4% GIKMOQ	51 3%	24 5%	14 4%	23 3%	13 3%	2 1%	60 6% AG	2 1%	65 7% AI	8 1%	33 13% AK	- -	75 17% AM	2 1%	51 8% AO	- -	68 6% AQ	11 4%	8 5%	8 3%	5 4%	8 3%	8 5%	8 3%	8 5%	4 3%	42 3%	24 5%	25 3%	46 3%	6 2%	53 4% g
3 (3)	111 5% BGIKMOQh	72 5%	39 8% AB	21 6%	32 4%	19 4%	1 *	87 9% AG	- -	91 10% AI	14 2%	42 17% AK	- -	111 25% AM	4 2%	65 10% AO	- -	98 9% AQ	14 5%	15 9%	17 6%	8 6%	12 5%	6 4%	10 4%	11 7%	7 4%	62 5%	40 8% Ad	33 5% h	78 6% h	7 2%	82 7% Afh
4 (4)	144 7% IKMOQ	104 7%	39 8%	20 6%	60 8%	23 5%	11 5%	83 8% A	10 4%	108 12% AI	13 2%	41 16% AK	- -	144 32% AM	9 3%	72 11% AO	2 2%	109 10% AQ	12 5%	20 12% AS	19 7%	10 7%	12 5%	19 12% AX	19 7%	13 8%	11 6%	92 7%	38 7%	51 7%	95 7%	18 6%	89 7%
5 (5)	357 18% FGIKLMNOQfgh	265 17%	91 18%	74 21% F	129 18%	61 14%	14 7%	175 18% G	11 4%	161 17% I	66 9%	27 11%	- -	- -	30 11%	115 18% O	2 2%	194 18% Q	40 15%	34 20%	39 14%	30 22%	38 16%	26 16%	37 15%	34 20%	26 15%	219 17%	92 18%	98 13%	213 15%	36 12%	213 17% fgh
6 (6)	286 14% GHIKLMNOPQe	226 15%	60 12%	43 12%	116 16%	68 16%	20 10%	122 12%	21 8%	122 13% I	82 11% L	14 6%	- -	- -	23 8%	69 11%	6 5%	152 14% Q	37 14%	30 17%	31 11%	22 16%	38 16%	22 14%	34 14%	29 17%	21 12%	203 16% Ae	58 11%	99 14%	201 15%	39 13%	185 15%
7 (7)	291 14% JLMNPR	227 15%	64 13%	52 15%	109 15%	65 15%	23 11%	127 13%	32 13%	103 11%	134 18% AL	7 3%	- -	- -	42 15% P	54 8%	12 10%	129 12%	47 18%	28 16%	46 17%	15 11%	32 13%	16 10%	43 17%	23 13%	22 12%	195 15%	73 14%	126 17% A	228 17% A	50 17%	190 15%
8 (8)	286 14% DHJLNPRT	225 15%	60 12%	38 11%	122 17% AD	64 15%	57 27% AH	99 10%	81 32% AJ	87 9%	222 30% AL	1 *	286 57% AN	- -	75 27% AP	52 8%	40 33% AR	110 10%	45 17% T	8 5%	49 18%	15 11%	45 18% A	21 13%	51 20% Ab	17 10%	25 15%	190 15%	68 13%	113 16%	216 16% Ai	56 19% Ai	177 14%
9 (9)	148 7% EHJLNRTb	110 7%	38 8%	26 7%	38 5%	46 11% AE	41 20% AH	58 6%	54 21% AJ	45 5%	115 15% AL	7 3%	148 29% AN	- -	46 16% AP	37 6%	32 26% AR	61 6%	25 9% T	6 3%	29 10% A	8 6%	28 11% A	11 7%	20 8% b	5 3%	12 7%	97 8%	37 7%	78 11% Agi	122 9% Ai	34 11% Ai	89 7%
10 – (Complete trust) (10)	70 3% CDHJLNRi	61 4% AC	9 2%	6 2%	24 3%	32 7% ADE	25 12% AH	24 2%	31 12% AJ	18 2%	64 9% AL	- -	70 14% AN	- -	31 11% AP	16 3%	23 19% AR	23 2%	9 3%	3 2%	14 5%	2 2%	11 5%	4 3%	12 5%	3 2%	6 3%	44 3%	19 4%	34 5% Ai	52 4% i	26 9% Afgj	35 3%
Don't know	131 6% EIJKLMNOPRUZdefgj	98 6%	33 7%	40 11% AEF	35 5%	23 5%	11 5%	55 6%	8 3%	25 3%	23 3%	9 3%	- -	- -	8 3%	28 4%	4 3%	30 3%	13 5%	7 4%	10 4%	9 6%	11 4%	7 4%	7 3%	10 6%	29 17% Ade	64 5% e	12 2%	32 4%	52 4%	15 5%	51 4%
Mean	5.80 CHILNPRTVYbel	5.92 AC	5.44	5.56	5.85	6.31 ADE	7.45 AH	5.15	7.74 AJ	4.84	7.34 AL	2.94	8.57 AN	2.42	7.26 AP	4.69	8.33 AR	5.02	6.13 AT	5.07	6.22 AV	5.25	6.32 AY	5.21	6.26 Ab	5.15	5.98	5.95 Ae	5.46	6.17 Agi	5.99 Ai	6.65 Afgj	5.68
NET: High Trust	504 25% DHILNPRTb	395 26%	107 22%	70 20%	184 25% D	142 33% ADE	123 59% AH	182 18%	167 66% AJ	150 16%	400 54% AL	8 3%	504 100% AN	- -	152 54% AP	105 16%	95 78% AR	193 18%	78 30% T	17 10%	91 33% AV	25 18%	84 34% AY	36 22%	84 33% Ab	25 15%	44 25%	330 26%	124 24%	225 31% Agi	390 28% Ai	116 39% Afgj	301 24%
NET: 'Low Trust	451 22% BFGIKMOQXdh	308 20%	139 28% AB	79 22%	155 21%	75 17%	19 9%	325 33% AG	15 6%	373 40% AI	42 6%	186 74% AK	- -	451 100% AM	23 8%	270 42% AO	2 2%	394 36% AQ	48 18%	57 33% AS	56 20%	37 26%	40 17%	53 33% AX	47 19%	49 29% AZ	31 18%	256 20%	151 30% Acd	146 20% h	294 21% h	43 14%	308 25% Afgh

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - Charities

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 - (Do not trust at all) (0)	151 7% CFIM	90 9% AC	61 6%	17 5%	21 6%	17 4%	42 11% ADEF	54 9% DF	31 6%	39 7%	35 8%	47 10% AI	38 6%	48 9% M	41 9% M	25 7%	47 9%	35 8%	57 6%	12 8%	51 7%	16 6%	13 8%	81 7%	63 10% AX
1 (1)	73 4% CDNU	44 4%	29 3%	4 1%	10 3%	13 4% D	12 3%	35 6% ADE	15 3%	17 3%	14 3%	27 6% AIJ	26 4% N	10 2%	21 5% N	16 5% N	18 3%	21 5%	27 3%	7 5%	16 2%	14 5% U	8 5% U	38 3%	31 5%
2 (2)	116 6% CD	69 7% AC	48 5%	9 3%	15 4%	16 4%	29 8% DEF	48 8% ADEF	32 6%	25 4%	35 8% J	24 5%	36 5%	30 5%	29 6%	22 6%	27 5%	19 4%	54 6%	17 11% AQRS	41 5%	18 7%	17 11% AU	77 6%	33 5%
3 (3)	170 8% D	82 8%	88 9%	15 5%	23 6%	28 8%	40 11% DE	63 11% ADE	49 9%	38 7%	43 10%	39 8%	51 8%	42 8%	44 10%	33 10%	61 12% ARS	31 7%	67 8%	12 8%	68 9%	17 6%	15 9%	100 8%	64 10%
4 (4)	197 10%	98 10%	99 10%	22 7%	32 9%	33 9%	41 11%	70 12% D	58 11%	48 9%	46 10%	45 10%	71 11%	51 9%	40 9%	35 10%	53 10%	39 8%	85 10%	21 14%	68 9%	34 12%	17 10%	119 10%	67 10%
5 (5)	373 18% Q	192 19%	182 18%	49 15%	79 22% DG	80 22% D	60 16%	104 18%	104 20%	101 18%	83 18%	85 18%	128 19%	105 19%	84 18%	57 17%	80 15%	77 17%	182 21% AQ	34 23% Q	144 19%	49 18%	30 19%	223 19%	125 19%
6 (6)	271 13% QT	122 12%	148 15%	44 14%	60 17%	51 14%	43 12%	73 12%	76 14%	81 14%	60 13%	53 11%	96 14%	78 14%	61 13%	35 10%	55 11% T	76 17% AQT	134 15% AQT	5 3%	107 14%	46 17%	19 12%	173 14%	75 12%
7 (7)	260 13% HOV	118 12%	141 14%	67 21% AEFGH	40 11%	52 14% H	43 12%	58 10%	78 15%	74 13%	47 10%	61 13%	99 15% O	70 13% O	41 9%	49 14% O	63 12%	55 12%	126 14%	16 10%	112 15% VW	25 9%	14 9%	151 13%	77 12%
8 (8)	182 9%	83 8%	99 10%	32 10%	38 11%	37 10%	26 7%	49 8%	49 9%	68 12% AKL	33 7%	32 7%	56 8%	47 9%	51 11%	28 8%	43 8%	41 9%	87 10%	11 7%	74 10%	30 11% W	9 5%	113 9%	49 8%
9 (9)	73 4%	30 3%	43 4%	21 7% AFGH	13 4%	8 2%	12 3%	18 3%	19 4%	23 4%	15 3%	15 3%	24 3%	23 4%	15 3%	12 3%	13 3%	24 5% AQ	31 3%	4 3%	28 4%	9 3%	5 3%	42 3%	21 3%
10 – (Complete trust) (10)	44 2% H	21 2%	23 2%	14 4% AH	6 2%	10 3% H	8 2%	6 1%	8 1%	19 3% AI	10 2%	8 2%	16 2%	15 3%	8 2%	5 1%	15 3%	9 2%	16 2%	4 3%	13 2%	5 2%	2 1%	20 2%	15 2%
Don't know	108 5% HISY	50 5%	58 6%	28 9% AH	24 7% H	24 6% H	19 5% H	13 2%	14 3%	28 5% I	29 6% I	36 8% AI	34 5%	21 4%	27 6%	25 7% N	46 9% AS	33 7% S	21 2%	8 5% S	41 5%	11 4%	12 8%	63 5%	25 4%
Mean	4.95 BGHLQTWY	4.72	5.18 AB	5.84 AEFGH	5.22 AGH	5.23 AGH	4.51	4.46	5.05 L	5.29 AKL	4.75	4.62	5.10 O	5.04	4.75	4.79	4.73	5.09 T	5.09 AQT	4.48	5.11 AW	4.96 W	4.38	4.98 Y	4.69
NET: High Trust	299 15% HL	134 13%	165 16%	67 21% AGH	58 16%	56 15%	45 12%	73 12%	76 14%	110 20% AIKL	57 13%	55 12%	96 14%	85 16%	74 16%	45 13%	71 14%	75 16%	134 15%	20 13%	115 15%	44 16%	16 10%	175 15%	86 13%
NET: 'Low Trust	708 35% CDEFJSU	383 38% AC	325 32%	67 21%	100 28% D	107 29% D	164 44% ADEF	269 46% ADEF	185 35%	168 30%	173 38% J	182 38% J	222 33%	181 33%	174 38%	131 38%	205 39% ARS	145 31%	290 33%	68 45% ARS	245 32%	99 36%	70 43% AU	414 35%	258 40% AX

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes		
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 - (Do not trust at all) (0)	151 7% BIKMUdgh	94 6%	56 11% AB	21 6%	47 6%	26 6%	9 4%	115 12% AG	6 2%	130 14% AI	28 4%	59 23% AK	13 3%	103 23% AM	15 5%	100 16% AO	4 4%	134 12% AQ	13 5%	13 8%	13 5%	14 10% U	12 5%	23 14% AX	21 8%	21 12% A	10 6%	74 6%	64 13% Acd	52 7% h	90 7% h	9 3%	109 9% Agh
1 (1)	73 4%	54 4%	18 4%	14 4%	20 3%	21 5%	7 3%	54 5% A	8 3%	55 6% A	22 3%	26 10% AK	12 2%	42 9% AM	8 3%	41 6% AO	2 2%	62 6% A	9 3%	8 5%	12 4%	5 4%	6 3%	6 4%	6 3%	11 6%	4 2%	40 3%	30 6% Ad	32 4%	54 4%	8 3%	53 4%
2 (2)	116 6% GIKMQ	83 5%	34 7%	19 5%	39 5%	25 6%	5 3%	82 8% AG	5 2%	87 9% AI	32 4%	32 13% AK	14 3%	57 13% AM	14 5%	55 9% A	2 1%	94 9% AQ	16 6%	14 8%	14 5%	9 7%	12 5%	8 5%	12 5%	10 6%	8 5%	70 6%	35 7%	42 6%	88 6%	17 6%	81 7%
3 (3)	170 8% EGIKMch	119 8%	50 10%	35 10%	49 7%	34 8%	9 4%	111 11% AG	8 3%	126 14% AI	44 6%	35 14% AK	20 4%	86 19% AM	16 6%	82 13% AO	5 4%	135 12% AQ	24 9%	21 12%	29 11%	13 10%	14 6%	17 10%	17 7%	14 8%	3 2%	118 9% c	44 9% c	60 8% h	121 9% h	15 5%	121 10% Ah
4 (4)	197 10% BFGIKMOQ	135 9%	61 12% AB	30 8%	77 11% F	28 7%	12 6%	110 11% G	11 4%	122 13% AI	47 6%	38 15% AK	28 5%	65 14% AM	15 5%	81 13% AO	3 3%	150 14% AQ	28 11%	22 13%	26 10%	12 9%	22 9%	14 9%	22 9%	15 9%	12 7%	125 10%	57 11%	68 9%	139 10%	29 10%	122 10%
5 (5)	373 18% GIJKLMNOQR	289 19%	85 17%	79 22% F	141 19%	68 16%	24 11%	186 19% G	23 9%	150 16% I	103 14%	30 12%	51 10%	47 10%	26 9%	112 17% O	11 9%	188 17% Q	50 19%	30 17%	48 18%	29 21%	41 17%	36 22%	42 17%	36 21%	30 18%	229 18%	97 19%	111 15%	238 17%	49 16%	220 18%
6 (6)	271 13% HILMNPQR	213 14%	57 12%	49 14%	107 15%	58 13%	31 15% H	93 9%	33 13%	86 9%	106 14% L	13 5%	47 9% N	26 6%	29 11%	61 9%	7 6%	116 11%	33 12%	28 16%	33 12%	18 13%	47 19% A	21 13%	30 12%	18 11%	22 13%	184 15%	59 11%	101 14%	187 14%	41 14%	161 13%
7 (7)	260 13% CHILNPRYe	212 14% AC	47 10%	42 12%	102 14%	68 16%	27 13%	100 10%	48 19% AJ	88 9%	129 17% AL	10 4%	99 20% AN	13 3%	46 17% P	36 6%	13 10%	104 10%	37 14%	15 9%	44 16%	17 13%	36 15% Y	10 6%	45 18% A	20 12%	28 16% e	184 15% Ae	47 9%	102 14%	204 15% Ai	50 17% Ai	159 13%
8 (8)	182 9% DHILNPR	144 10%	38 8%	21 6%	75 10% D	49 11% D	41 20% AH	52 5%	60 24% AJ	40 4%	128 17% AL	1 *	118 23% AN	3 1%	48 17% AP	32 5%	25 20% AR	61 6%	25 10%	10 6%	29 11%	14 10%	24 10%	11 7%	33 13% Ab	10 6%	10 6%	124 10%	44 9%	67 9%	134 10%	38 13% Afi	116 9%
9 (9)	73 4% HILNPR	59 4%	14 3%	13 4%	24 3%	21 5%	24 11% AH	25 2%	29 11% AJ	21 2%	56 7% AL	- -	61 12% AN	3 1%	30 11% AP	8 1%	27 22% AR	20 2%	12 5%	6 3%	10 4%	1 1%	13 5% Y	2 1%	12 5%	3 2%	11 7% Ad	43 3%	17 3%	47 6% Agi	54 4%	20 7% Agi	48 4%
10 – (Complete trust) (10)	44 2% HNR	35 2%	9 2%	3 1%	13 2%	18 4% ADE	15 7% AH	15 2%	20 8% AJ	18 2%	38 5% AL	2 1%	37 7% AN	2 *	25 9% AP	9 1%	21 17% AR	11 1%	4 2%	2 1%	7 2%	- -	8 3%	6 3%	6 3%	1 1%	8 5% Ad	24 2%	11 2%	20 3%	29 2%	14 5% Agi	24 2%
Don't know	108 5% IJKLMNOPRZdefgi	84 6%	24 5%	32 9% AEF	35 5%	17 4%	6 3%	43 4%	2 1%	12 1%	14 2%	6 2%	3 1%	3 1%	6 2%	23 4%	2 2%	16 1%	10 4%	5 3%	9 3%	5 4%	9 4%	8 5%	5 2%	10 6%	25 14% Ade	51 4% e	7 1%	24 3%	39 3%	10 3%	34 3%
Mean	4.95 CHILNPRTYbei	5.12 AC	4.46	4.84	5.13 A	5.33 AD	6.29 AH	4.21	6.68 AJ	3.97	5.96 AL	2.75	6.61 AN	2.74	6.17 AP	3.76	7.27 AR	4.09	5.10 T	4.51	5.15 V	4.56	5.47 AY	4.33	5.32 Ab	4.29	5.60 Ade	5.10 Ae	4.44	5.14 Ai	5.03 Ai	5.75 Afgi	4.81
NET: High Trust	299 15% DHILNPRb	238 16%	61 12%	37 10%	112 15% D	89 20% ADE	80 38% AH	92 9%	109 43% AJ	79 8%	222 30% AL	3 1%	216 43% AN	8 2%	103 37% AP	49 8%	73 60% AR	93 8%	42 16%	18 10%	45 17%	15 11%	45 18%	18 11%	51 20% Ab	14 8%	30 17%	191 15%	72 14%	134 18% Agi	217 16%	72 24% Afgi	187 15%
NET: 'Low Trust	708 35% BEFGIKMOQXch	484 32%	220 45% AB	118 33%	232 32%	134 31%	42 20%	472 48% AG	38 15%	520 56% AI	172 23%	189 75% AK	87 17%	354 79% AM	67 24%	359 56% AO	16 13%	576 53% AQ	91 35%	78 45% AS	94 34%	54 39%	66 27%	68 42% X	78 31%	71 42% Z	37 21%	427 34% c	229 45% Acd	253 35% h	492 36% h	78 26%	487 39% Afgh

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - The media / the press

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 - (Do not trust at all) (0)	503 25% CDEUX	272 27% AC	231 23%	64 20%	64 18%	94 26% E	108 29% DE	173 29% ADE	132 25%	146 26%	103 23%	122 26%	155 23%	129 24%	142 31% AMNP	78 23%	127 24%	108 23%	236 27%	33 22%	163 21%	66 24%	51 31% U	279 23%	192 30% AX
1 (1)	208 10% E	114 11%	93 9%	27 8%	25 7%	40 11%	52 14% ADE	64 11%	50 9%	52 9%	57 13%	49 10%	74 11%	56 10%	41 9%	37 11%	56 11%	52 11%	87 10%	13 9%	75 10%	26 9%	22 13%	122 10%	69 11%
2 (2)	261 13%	132 13%	129 13%	35 11%	49 14%	47 13%	52 14%	78 13%	85 16% AKL	77 14%	50 11%	49 10%	94 14%	61 11%	49 11%	56 16% ANO	61 12%	52 11%	121 14%	26 17%	110 14%	34 12%	24 15%	168 14%	72 11%
3 (3)	227 11% BT	98 10%	129 13% B	34 11%	49 13%	41 11%	40 11%	64 11%	71 13% L	57 10%	55 12%	44 9%	71 11%	58 11%	57 12%	41 12%	54 10%	59 13% T	106 12% T	8 5%	89 12%	28 10%	16 10%	133 11%	77 12%
4 (4)	181 9%	87 9%	94 9%	27 8%	42 12%	27 7%	29 8%	56 10%	51 10%	49 9%	40 9%	40 8%	63 9%	46 9%	42 9%	30 9%	44 8%	38 8%	85 10%	15 10%	78 10%	29 11%	11 7%	118 10%	51 8%
5 (5)	257 13% GW	114 11%	142 14%	48 15% G	59 16% AGH	46 12%	35 9%	69 12%	65 12%	72 13%	56 13%	63 13%	91 13%	79 15% O	47 10%	41 12%	66 13%	50 11%	119 13%	22 14%	95 12%	47 17% AUW	12 7%	154 13%	79 12%
6 (6)	133 7% PQY	65 7%	67 7%	30 9% AE	19 5%	25 7%	24 6%	35 6%	29 5%	36 6%	30 7%	37 8%	50 7% P	44 8% P	24 5%	14 4%	22 4%	45 10% AQS	57 6%	8 5%	52 7%	20 7%	7 5%	80 7%	32 5%
7 (7)	77 4%	36 4%	40 4%	15 5%	11 3%	14 4%	13 3%	24 4%	21 4%	18 3%	19 4%	18 4%	21 3%	27 5%	18 4%	11 3%	22 4%	12 3%	32 4%	10 7% R	33 4%	5 2%	4 3%	42 3%	29 5%
8 (8)	49 2% G	21 2%	27 3%	11 3% G	13 3% G	6 2%	4 1%	16 3%	11 2%	16 3%	11 2%	11 2%	15 2%	14 3%	10 2%	10 3%	9 2%	11 2%	22 2%	7 5% Q	15 2%	8 3%	4 3%	28 2%	15 2%
9 (9)	19 1% IS	12 1%	7 1%	3 1%	4 1%	4 1%	3 1%	5 1%	1 *	9 2% I	4 1%	5 1%	7 1%	6 1%	6 1%	1 *	13 2% AS	4 1% S	1 *	1 1%	11 1%	2 1%	- -	13 1%	5 1%
10 – (Complete trust) (10)	9 * H	3 *	6 1%	3 1% H	2 1%	1 *	3 1% H	- -	3 1%	4 1%	1 *	1 *	2 *	5 1%	1 *	1 *	2 *	2 *	4 *	1 1%	6 1%	1 *	- -	7 1%	2 *
Don't know	96 5% HINS	45 4%	51 5%	26 8% AGH	25 7% AGH	25 7% H	13 4% H	6 1%	13 2%	26 5% I	22 5% I	34 7% AI	33 5%	15 3%	26 6% N	22 7% N	45 9% AS	27 6% S	16 2%	8 5% S	37 5%	8 3%	10 6%	55 5%	23 4%
Mean	2.81 BGHOWY	2.66	2.96 AB	3.29 AFGH	3.20 AFGH	2.72	2.46	2.61	2.72	2.84	2.84	2.84	2.85	3.05 AOP	2.58	2.66	2.82	2.85	2.73	3.15	2.99 AW	2.93 W	2.18	2.87 Y	2.61
NET: High Trust	77 4%	36 4%	41 4%	17 5%	18 5%	11 3%	10 3%	20 3%	15 3%	29 5% I	16 3%	18 4%	23 3%	25 5%	17 4%	11 3%	24 5%	17 4%	27 3%	9 6%	33 4%	11 4%	4 3%	48 4%	22 3%
NET: 'Low Trust	1380 68% DELN	704 70%	677 66%	186 58%	229 63%	249 67% D	281 75% ADEF	435 74% ADEF	390 73% AJL	382 68%	305 68%	304 64%	457 68%	350 65%	331 72% N	243 71%	341 66%	309 67%	635 72% AQT	95 63%	514 67%	182 66%	124 77% AUV	820 68%	460 71%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - The media / the press

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes		
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 - (Do not trust at all) (0)	503 25% GIMQcdh	371 24%	131 27%	77 22%	171 23%	123 28% D	39 18%	346 35% AG	40 16%	363 39% AI	170 23%	101 40% AK	105 21%	202 45% AM	58 21%	259 40% AO	10 8%	415 38% AQ	58 22%	48 28%	59 22%	43 31% U	52 22%	49 30%	65 26%	49 29%	30 18%	284 22%	182 36% Acd	176 24% h	364 26% Ah	58 19%	367 29% Afgh
1 (1)	208 10% GIMQc	147 10%	60 12%	40 11%	72 10%	35 8%	13 6%	135 14% AG	17 7%	139 15% AI	71 10%	34 14%	36 7%	76 17% AM	19 7%	90 14% AO	4 3%	162 15% AQ	34 13%	20 12%	35 13%	14 10%	27 11%	14 9%	20 8%	25 15% Z	9 5%	134 11% c	58 11% c	70 10%	156 11% A	28 9%	145 12% A
2 (2)	261 13% IKOQV	188 12%	73 15%	39 11%	98 13%	51 12%	18 9%	138 14% G	23 9%	143 15% AI	79 11%	38 15%	57 11%	76 17% AM	20 7%	87 14% O	8 7%	187 17% AQ	27 10%	26 15%	45 16% V	9 7%	34 14%	26 16%	40 16%	20 12%	15 9%	160 13%	83 16% Acd	89 12%	194 14% A	41 14%	169 14%
3 (3)	227 11% GQ	181 12%	46 9%	48 13%	85 12%	47 11%	11 5%	113 12% G	22 8%	111 12%	88 12%	23 9%	53 10%	46 10%	25 9%	69 11%	6 5%	131 12% Q	30 11%	22 13%	39 14%	17 12%	35 14%	18 11%	25 10%	16 10%	15 9%	163 13% Ae	47 9%	102 14% Ah	175 13% A	28 9%	150 12%
4 (4)	181 9% HLNP	138 9%	42 9%	39 11%	58 8%	41 9%	23 11%	72 7%	24 10%	75 8%	82 11% AL	11 4%	50 10% N	22 5%	27 10% P	37 6%	12 10%	90 8%	22 8%	17 10%	24 9%	8 6%	26 11%	14 9%	23 9%	12 7%	14 8%	124 10%	43 8%	66 9%	135 10%	33 11%	124 10%
5 (5)	257 13% HJKLNPQRefg i	198 13%	57 12%	43 12%	108 15% A	47 11%	23 11%	87 9%	24 10% J	55 6%	79 11%	18 7%	58 11% N	16 4%	34 12% P	47 7%	8 6%	61 6%	33 13%	20 12%	27 10%	22 16%	24 10%	22 14%	27 11%	20 12%	28 16% e	163 13% e	46 9%	78 11%	132 10%	32 11%	124 10%
6 (6)	133 7% HINPRi	105 7%	28 6%	20 6%	50 7%	35 8%	32 15% AH	23 2%	30 12% AJ	23 2%	66 9% A	13 5%	51 10% AN	6 1%	24 9% P	17 3%	8 6% R	25 2%	20 8%	6 3%	23 8%	10 7%	18 7%	9 5%	17 7%	7 4%	14 8%	91 7%	25 5%	56 8% i	90 6% i	26 9% i	67 5%
7 (7)	77 4% HJLNPRV	59 4%	17 3%	14 4%	29 4%	16 4%	14 6% AH	21 2%	21 8% AJ	13 1%	42 6% AL	3 1%	32 6% AN	4 1%	28 10% AP	9 1%	14 12% AR	9 1%	16 6% AT	3 2%	8 3%	1 1%	9 4%	2 1%	14 5%	9 5%	10 6%	51 4%	14 3%	34 5% i	51 4%	18 6% Agj	41 3%
8 (8)	49 2% HJLNPRe	38 2%	11 2%	5 1%	17 2%	15 3%	15 7% AH	11 1%	27 11% AJ	5 *	32 4% AL	2 1%	36 7% AN	- -	23 8% AP	6 1%	27 23% AR	4 *	9 3%	2 1%	5 2%	5 4%	3 1%	1 1%	13 5% A	3 2%	9 5% Ae	32 3%	6 1%	22 3% g	29 2%	9 3%	27 2%
9 (9)	19 1% HJPR	12 1%	6 1%	2 1%	6 1%	4 1%	13 6% AH	3 *	16 6% AJ	2 *	14 2% A	2 1%	17 3% AN	1 *	9 3% AP	1 *	16 13% AR	2 *	5 2%	3 2%	1 *	2 2%	4 1%	- -	2 1%	- -	2 1%	15 1%	2 *	12 2% Ai	16 1% i	12 4% Afgj	8 1%
10 – (Complete trust) (10)	9 * HJRi	9 1%	- -	- -	4 1%	5 1% AD	7 3% AH	- -	8 3% AJ	- -	9 1% A	- -	8 2% AN	- -	7 3% AP	1 *	8 7% AR	1 *	1 *	- -	4 2% A	- -	1 *	- -	- -	1 1%	1 1%	7 1%	1 *	3 *	5 *	3 1% i	2 *
Don't know	96 5% GHJKLMNOP QRUZdefgj	74 5%	22 4%	31 9% AEF	28 4%	14 3%	3 1%	35 4%	2 1%	6 1%	15 2%	5 2%	3 1%	2 *	4 2%	17 3%	1 1%	5 *	7 3%	5 3%	5 2%	7 5%	9 4%	6 4%	5 2%	7 4%	25 14% Ade	41 3% e	3 1%	19 3%	29 2%	10 3%	24 2%
Mean	2.81 CHILNPRTYeg i	2.87 C	2.61	2.79	2.91	2.87	4.27 AH	1.98	4.43 AJ	1.74	3.25 AL	1.82	3.68 AN	1.35	3.96 AP	1.75	5.89 AR	1.72	3.09 T	2.44	2.80	2.67	2.85 Y	2.34	2.94	2.43	3.62 Ade	2.96 Ae	2.15	2.96 gi	2.67 i	3.41 Afgj	2.49
NET: High Trust	77 4% DHILNPRYei	59 4%	17 3%	7 2%	28 4%	24 5% D	35 17% AH	14 1%	51 20% AJ	7 1%	55 7% AL	4 1%	61 12% AN	1 *	39 14% AP	8 1%	51 42% AR	7 1%	14 6%	5 3%	10 4%	7 5%	8 3%	1 1%	15 6%	4 2%	12 7% Ae	54 4% e	9 2%	37 5% Agj	50 4%	24 8% Afgj	37 3%
NET: 'Low Trust	1380 68% GIKMOQch	1025 67%	353 71%	242 68%	484 67%	298 69%	104 49%	805 82% AG	125 49%	830 89% AI	490 66%	209 83% AK	300 60%	422 94% AM	149 54%	542 85% AO	40 33%	984 90% AQ	171 65%	134 77% AS	202 74%	91 66%	175 72%	122 75%	173 69%	122 72%	84 49%	865 68% c	413 81% Acd	502 69% h	1025 74% Afh	189 63%	955 77% Afgh

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 - (Do not trust at all) (0)	292 14% CDU	161 16%	132 13%	32 10%	50 14%	48 13%	70 19% ADF	93 16% D	82 15%	75 13%	59 13%	77 16%	84 12%	82 15%	81 18% AM	45 13%	76 15%	61 13%	137 15%	19 12%	95 12%	39 14%	28 17%	162 13%	112 17% AX
1 (1)	145 7%	75 7%	70 7%	18 6%	18 5%	31 8%	32 9%	45 8%	34 6%	41 7%	43 10% L	28 6%	44 7%	39 7%	31 7%	30 9%	38 7%	37 8%	62 7%	8 5%	50 7%	24 9%	15 9%	89 7%	44 7%
2 (2)	214 11% DQ	116 12%	98 10%	20 6%	36 10%	33 9%	47 12% D	79 13% ADF	63 12%	64 11%	41 9%	48 10%	76 11%	52 10%	39 8%	47 14% O	40 8%	46 10%	103 12% Q	26 17% AQR	75 10%	34 12%	24 15%	133 11%	70 11%
3 (3)	226 11%	108 11%	117 12%	35 11%	45 12%	45 12%	38 10%	63 11%	65 12%	67 12%	48 11%	46 10%	79 12%	55 10%	60 13%	32 9%	48 9%	47 10%	114 13% AQ	16 11%	110 14% AV	22 8%	15 9%	147 12%	63 10%
4 (4)	232 12%	107 11%	125 12%	35 11%	40 11%	51 14%	38 10%	69 12%	52 10%	66 12%	61 14%	53 11%	71 10%	71 13%	53 11%	37 11%	58 11%	46 10%	108 12%	19 13%	94 12%	41 15%	17 11%	152 13% A	64 10%
5 (5)	334 17% B	149 15%	185 18%	63 19%	67 19%	51 14%	54 14%	99 17%	97 18% K	83 15%	60 13%	94 20% AJK	124 18%	92 17%	70 15%	49 14%	90 17%	81 18%	145 16%	18 12%	121 16%	40 15%	25 16%	186 16%	113 18%
6 (6)	208 10% O	112 11%	96 9%	42 13%	38 10%	33 9%	37 10%	59 10%	57 11%	63 11%	48 11%	41 9%	86 13% AO	58 11%	33 7%	32 9%	43 8%	58 13% Q	92 10%	15 10%	80 11%	27 10%	12 8%	120 10%	70 11%
7 (7)	123 6%	63 6%	60 6%	18 6%	22 6%	30 8% H	25 7%	28 5%	40 7%	31 6%	28 6%	24 5%	33 5%	39 7%	30 6%	21 6%	33 6%	22 5%	59 7%	9 6%	52 7%	16 6%	8 5%	76 6%	35 5%
8 (8)	84 4% B	32 3%	52 5% AB	14 4%	14 4%	12 3%	15 4%	29 5%	20 4%	25 4%	22 5%	17 4%	31 5%	16 3%	19 4%	17 5%	21 4%	18 4%	37 4%	7 5%	26 3%	14 5%	5 3%	45 4%	29 4%
9 (9)	43 2% S	22 2%	20 2%	10 3%	4 1%	7 2%	8 2%	14 2%	8 2%	16 3%	10 2%	9 2%	8 1%	12 2%	14 3% M	8 2%	18 3% AS	13 3% S	10 1%	2 1%	17 2%	6 2%	4 2%	27 2%	12 2%
10 – (Complete trust) (10)	15 1% LS	8 1%	6 1%	3 1%	3 1%	2 1%	2 1%	4 1%	4 1%	5 1%	6 1% L	- -	6 1%	6 1%	1 *	2 1%	4 1%	4 1%	3 *	4 2% AS	8 1%	1 *	- -	9 1%	6 1%
Don't know	103 5% GHINS	46 5%	57 6%	34 10% AGH	24 7% GH	27 7% GH	12 3% H	7 1%	11 2%	28 5% I	24 5% I	39 8% AIJ	33 5%	18 3%	30 7% N	22 6% N	50 10% ARS	27 6% S	17 2%	9 6% S	35 5%	9 3%	9 5%	53 4%	27 4%
Mean	3.74 GW	3.63	3.84	4.24 AEFGH	3.80	3.73	3.47	3.63	3.72	3.80	3.82	3.60	3.84	3.76	3.59	3.70	3.85	3.84	3.62	3.80	3.84 W	3.70	3.32	3.74	3.66
NET: High Trust	141 7% S	63 6%	78 8%	27 8%	21 6%	21 6%	25 7%	47 8%	33 6%	45 8%	38 8%	25 5%	46 7%	33 6%	34 7%	28 8%	43 8%	35 8%	50 6%	13 8%	51 7%	22 8%	9 6%	81 7%	47 7%
NET: 'Low Trust	1110 55% DQ	567 57%	543 53%	139 43%	189 52% D	208 56% D	224 60% ADE	349 59% ADE	296 55%	312 55%	251 56%	251 53%	354 52%	301 56%	265 57%	191 56%	261 50%	238 52%	524 59% AQR	87 58%	425 56%	160 58%	98 61%	683 57% A	352 55%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - Insurance companies

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes		
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 - (Do not trust at all) (0)	292 14% GIKMOQdh	218 14%	73 15%	46 13%	97 13%	75 17%	11 5%	236 24% AG	9 4%	244 26% AI	80 11%	81 32% AK	46 9%	145 32% AM	23 8%	179 28% AO	4 3%	256 23% AQ	30 12%	30 17%	34 12%	39 28% AU	28 11%	34 21% AX	36 14%	24 14%	18 10%	154 12%	114 22% Acd	96 13% h	193 14% h	23 8%	218 17% Afgh
1 (1)	145 7% IKOQc	102 7%	43 9%	21 6%	45 6%	36 8%	9 4%	108 11% AG	9 3%	112 12% AI	43 6%	30 12% AK	30 6%	69 15% AM	11 4%	80 13% AO	3 2%	114 10% AQ	13 5%	13 8%	21 7%	10 7%	12 5%	11 7%	17 7%	24 14% AZ	6 3%	95 7%	40 8%	49 7%	111 8% A	20 7%	104 8% A
2 (2)	214 11% GIMQ	154 10%	61 12%	36 10%	76 10%	43 10%	12 6%	136 14% AG	12 5%	141 15% AI	75 10%	35 14%	40 8%	78 17% AM	26 9%	95 15% AO	1 1%	169 15% AQ	25 9%	22 13%	37 13%	12 9%	30 12%	18 11%	27 11%	19 11%	15 9%	138 11%	57 11%	78 11%	161 12% Ah	24 8%	149 12% Ah
3 (3)	226 11% GIMOQc	171 11%	54 11%	41 12%	77 11%	53 12%	11 5%	128 13% AG	13 5%	140 15% AI	79 11%	28 11%	41 8%	61 14% M	16 6%	88 14% AO	3 3%	167 15% AQ	33 12%	19 11%	32 12%	13 10%	32 13%	24 15%	25 10%	13 8%	10 6%	143 11% c	70 14% Ac	82 11%	156 11%	30 10%	157 13% A
4 (4)	232 12% FMOPQ	171 11%	60 12%	47 13% F	90 12% F	33 8%	19 9%	99 10%	21 8%	115 12%	73 10%	22 9%	36 7%	48 11%	18 7%	51 8%	2 2%	152 14% AQ	27 10%	32 19% AS	27 10%	12 9%	34 14%	19 12%	29 12%	26 15%	23 13%	148 12%	61 12%	88 12%	176 13% A	38 13%	150 12%
5 (5)	334 17% HJLNPQRgi	255 17%	78 16%	58 16%	132 18%	65 15%	34 16%	126 13%	30 12%	97 10%	121 16% L	22 9%	80 16% N	27 6%	39 14%	67 11%	12 10%	111 10%	46 18%	24 14%	56 20% V	15 11%	38 16%	26 16%	36 14%	22 13%	28 16%	212 17%	74 15%	104 14%	203 15%	42 14%	174 14%
6 (6)	208 10% HJLNPR	162 11%	47 9%	32 9%	85 12%	45 10%	30 14% H	56 6%	39 16% AJ	47 5%	89 12% L	14 5%	67 13% AN	9 2%	41 15% AP	32 5%	15 12% R	60 5%	34 13%	14 8%	29 11%	11 8%	26 11%	10 6%	34 14%	14 8%	20 12%	135 11%	48 9%	84 12%	151 11%	36 12%	128 10%
7 (7)	123 6% HJNPRe	92 6%	31 6%	19 5%	44 6%	29 7%	16 8% H	30 3%	32 13% AJ	14 2%	68 9% AL	9 4%	54 11% AN	7 2%	32 11% AP	19 3%	17 14% AR	31 3%	18 7%	9 5%	17 6%	5 4%	13 5%	11 7%	18 7%	11 7%	12 7%	88 7% Ae	22 4%	52 7%	92 7%	28 9% Ai	73 6%
8 (8)	84 4% HJLNPRTei	65 4%	19 4%	12 3%	31 4%	22 5%	34 16% AH	18 2%	45 18% AJ	9 1%	52 7% AL	2 1%	60 12% AN	3 1%	38 13% AP	8 1%	25 21% AR	14 1%	20 8% AT	1 1%	9 3%	9 7%	14 6%	4 2%	10 4%	6 3%	8 4%	62 5% Ae	13 3%	41 6% Agi	56 4% i	23 8% Agi	37 3%
9 (9)	43 2% HJLNPRYe	35 2%	7 1%	12 3%	14 2%	9 2%	22 10% AH	5 *	32 12% AJ	4 *	37 5% AL	1 *	33 6% AN	1 *	22 8% AP	4 1%	25 21% AR	7 1%	7 3%	1 1%	5 2%	2 1%	4 1%	- -	12 5% Ab	1 1%	4 2%	34 3% Ae	5 1%	23 3% Ai	33 2%	18 6% Afgi	23 2%
10 – (Complete trust) (10)	15 1% HJNPRi	12 1%	3 1%	- -	5 1%	6 1% D	7 3% AH	3 *	11 4% AJ	3 *	13 2% AL	- -	15 3% AN	- -	9 3% AP	1 *	11 9% AR	2 *	2 1%	1 1%	2 1%	- -	3 1%	- -	2 1%	1 1%	- -	12 1%	3 1%	4 1%	8 1% i	6 2% Afgi	3 *
Don't know	103 5% GIJKMNOPR UZdefgj	84 6%	19 4%	34 10% AEF	32 4%	18 4%	5 2%	41 4%	1 *	10 1%	18 2%	7 3%	3 1%	2 *	4 1%	16 2%	3 2%	9 1%	8 3%	7 4%	5 2%	9 7% U	9 4%	6 4%	5 2%	8 5%	30 17% Ade	45 4% e	3 1%	24 3%	36 3%	11 4%	31 2%
Mean	3.74 HJLNPRTVYei	3.79	3.56	3.77	3.87	3.68	5.57 AH	2.70	6.02 AJ	2.46	4.41 AL	2.28	4.94 AN	1.95	5.22 AP	2.41	7.01 AR	2.67	4.21 AT	3.25	3.77 V	3.02	3.92 Y	3.13	3.98 b	3.38	4.18 e	3.93 Ae	3.15	3.95 Agi	3.73 i	4.65 Afgi	3.42
NET: High Trust	141 7% HJLNPRTYei	112 7%	28 6%	24 7%	51 7%	37 9%	63 30% AH	25 3%	88 35% AJ	16 2%	102 14% AL	3 1%	108 21% AN	4 1%	69 25% AP	13 2%	62 51% AR	23 2%	29 11% AT	4 2%	16 6%	11 8%	21 9% Y	4 2%	24 10%	8 5%	11 7%	108 9% Ae	21 4%	68 9% Agi	97 7% i	47 16% Afgi	64 5%
NET: 'Low Trust	1110 55% BGIKMOQSch	816 54%	291 59% AB	191 53%	385 53%	239 55%	62 30%	707 72% AG	63 25%	751 80% AI	350 47%	196 78% AK	193 38%	402 89% AM	95 34%	493 77% AO	13 11%	858 79% AQ	127 49%	116 67% AS	151 55%	87 63%	136 56%	105 65% A	134 53%	105 62% A	71 41%	677 53% c	342 67% Acd	393 54% h	797 58% Afh	135 45%	779 62% Afgh

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - The police

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 - (Do not trust at all) (0)	150 7% CFV	93 9% AC	56 6%	18 6%	23 6%	18 5%	41 11% ADEF	50 9% F	40 8%	34 6%	30 7%	46 10% AJ	49 7%	42 8%	34 7%	25 7%	39 8%	31 7%	65 7%	14 9%	53 7%	12 5%	15 9%	80 7%	61 9% AX
1 (1)	58 3% CD	36 4% C	22 2%	4 1%	8 2%	12 3%	12 3%	24 4% D	16 3%	12 2%	17 4%	13 3%	23 3%	12 2%	16 4%	7 2%	9 2%	18 4% Q	23 3%	8 6% Q	18 2%	8 3%	9 6% AU	35 3%	21 3%
2 (2)	89 4% CE	58 6% AC	32 3%	10 3%	7 2%	17 5% E	23 6% E	33 6% E	25 5%	24 4%	20 4%	21 4%	30 4%	24 4%	21 4%	15 4%	22 4%	19 4%	41 5%	7 5%	27 4%	11 4%	8 5%	46 4%	37 6%
3 (3)	104 5% G	44 4%	60 6%	13 4%	22 6% G	18 5%	11 3%	40 7% AG	28 5%	23 4%	31 7%	21 4%	31 5%	28 5%	28 6%	17 5%	27 5%	21 5%	48 5%	8 5%	40 5%	18 6%	6 3%	63 5%	34 5%
4 (4)	124 6%	71 7%	53 5%	15 5%	17 5%	28 8%	18 5%	46 8%	35 7%	34 6%	31 7%	24 5%	42 6%	32 6%	31 7%	18 5%	30 6%	26 6%	59 7%	10 6%	55 7%	19 7%	7 4%	80 7%	34 5%
5 (5)	318 16%	152 15%	166 16%	52 16%	63 17%	63 17%	60 16%	81 14%	83 16%	89 16%	60 13%	86 18%	107 16%	93 17%	65 14%	53 16%	86 17%	77 17%	132 15%	22 15%	124 16%	44 16%	27 17%	195 16%	93 14%
6 (6)	248 12%	117 12%	131 13%	34 11%	41 11%	47 13%	51 14%	74 13%	68 13%	66 12%	56 13%	57 12%	82 12%	78 14%	50 11%	38 11%	57 11%	74 16% AQST	106 12%	12 8%	83 11%	49 18% AU	21 13%	153 13%	76 12%
7 (7)	270 13%	123 12%	147 14%	45 14%	57 16%	49 13%	43 11%	76 13%	80 15%	69 12%	64 14%	57 12%	81 12%	61 11%	65 14%	62 18% AMN	73 14%	53 12%	129 15%	15 10%	106 14%	38 14%	17 10%	161 13%	84 13%
8 (8)	303 15% BLR	134 13%	169 17%	54 17%	59 16%	48 13%	59 16%	83 14%	80 15%	105 19% AL	64 14%	54 11%	112 17% P	87 16%	63 14%	40 12%	67 13%	53 12%	164 18% AQR	19 13%	125 16%	39 14%	21 13%	185 15%	95 15%
9 (9)	170 8%	90 9%	80 8%	29 9%	27 7%	26 7%	30 8%	58 10%	45 8%	57 10%	30 7%	39 8%	50 7%	43 8%	48 10%	30 9%	48 9%	33 7%	72 8%	17 11%	59 8%	22 8%	17 10%	98 8%	53 8%
10 – (Complete trust) (10)	89 4% BH	35 3%	54 5%	20 6% H	18 5%	17 5%	16 4%	18 3%	22 4%	24 4%	22 5%	21 4%	35 5%	22 4%	18 4%	15 4%	22 4%	26 6%	31 3%	11 7% S	40 5%	7 3%	5 3%	53 4%	31 5%
Don't know	96 5% HIS	47 5%	49 5%	27 8% AGH	21 6% H	27 7% AGH	12 3%	9 1%	11 2%	26 5% I	24 5% I	35 7% AI	33 5%	19 3%	23 5%	21 6%	41 8% AS	30 6% S	16 2%	10 6% S	34 4%	9 3%	9 5%	52 4%	26 4%
Mean	5.65 BH	5.37	5.91 AB	6.11 AFGH	5.89 GH	5.67	5.43	5.39	5.63	5.92 AL	5.55	5.42	5.65	5.63	5.62	5.70	5.67	5.58	5.69	5.49	5.76	5.71	5.39	5.70	5.47
NET: High Trust	562 28% L	259 26%	303 30%	104 32% F	104 29%	91 25%	105 28%	158 27%	147 28%	185 33% AIKL	116 26%	114 24%	196 29%	152 28%	129 28%	85 25%	137 26%	112 24%	267 30% AR	47 31%	224 29%	68 25%	43 27%	336 28%	178 28%
NET: 'Low Trust	525 26% CDEJ	302 30% AC	223 22%	60 19%	75 21%	92 25%	105 28% DE	192 33% ADEF	144 27%	127 23%	129 29% J	124 26%	175 26%	137 25%	130 28%	83 24%	127 24%	115 25%	237 27%	47 31%	192 25%	67 24%	45 27%	304 25%	187 29% A

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - The police

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes		
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 - (Do not trust at all) (0)	150 7% GIKMOQXdg	106 7%	43 9%	27 8%	47 6%	31 7%	1 *	135 14% AG	- -	144 15% AI	32 4%	61 24% AK	14 3%	99 22% AM	10 4%	100 16% AO	3 3%	130 12% AQ	17 7%	18 10%	18 6%	16 11%	7 3%	20 13% AX	16 7%	16 9%	11 6%	75 6%	59 12% Acd	46 6%	88 6%	16 5%	105 8% Afg
1 (1)	58 3% Gif	39 3%	18 4%	11 3%	16 2%	13 3%	1 *	53 5% AG	1 *	54 6% AI	16 2%	21 8% AK	10 2%	30 7% AM	4 2%	33 5% AO	1 1%	46 4% A	4 2%	11 6% AS	5 2%	11 8% AU	4 2%	7 5%	6 2%	5 3%	3 2%	35 3%	21 4%	13 2%	39 3% f	6 2%	47 4% Afg
2 (2)	89 4% GIMd	63 4%	26 5%	17 5%	28 4%	18 4%	1 *	69 7% AG	3 1%	81 9% AI	25 3%	25 10% AK	8 1%	44 10% AM	6 2%	47 7% AO	4 3%	69 6% A	7 3%	9 5%	11 4%	5 3%	10 4%	8 5%	11 4%	11 6%	5 3%	47 4%	34 7% Ad	29 4%	61 4%	13 4%	58 5%
3 (3)	104 5% DGIMO	72 5%	30 6%	10 3%	36 5%	26 6% D	3 1%	68 7% AG	2 1%	79 8% AI	31 4%	25 10% AK	15 3%	47 10% AM	7 2%	52 8% AO	2 2%	77 7% AQ	11 4%	8 5%	15 5%	7 5%	10 4%	9 6%	11 5%	12 7%	4 2%	67 5%	31 6%	39 5%	67 5%	14 5%	70 6%
4 (4)	124 6% GIKM	98 6%	25 5%	24 7%	54 7%	20 5%	4 2%	80 8% AG	2 1%	100 11% AI	23 3%	26 10% AK	11 2%	51 11% AM	10 4%	48 8% O	3 3%	94 9% AQ	20 8%	17 10% A	18 7%	9 7%	14 6%	9 6%	10 4%	11 6%	10 6%	85 7%	29 6%	40 6%	84 6%	17 6%	83 7%
5 (5)	318 16% GIKLMNOQS Ufgh	231 15%	87 18%	68 19% F	107 15%	56 13%	12 6%	159 16% G	8 3%	144 15% I	78 10%	27 11%	42 8%	51 11%	25 9%	93 15% O	2 2%	167 15% Q	30 12%	31 18%	30 11%	20 15%	44 18%	28 17%	37 15%	28 17%	19 11%	209 17%	73 14%	98 14%	200 15%	33 11%	196 16% h
6 (6)	248 12% FGHIJKMNO	183 12%	65 13%	45 13%	97 13%	41 9%	12 6%	100 10% G	14 6%	88 9%	73 10%	24 10%	37 7%	39 9%	24 8%	79 12%	12 10%	132 12%	28 11%	24 14%	32 12%	15 11%	30 12%	21 13%	36 14%	29 17%	17 10%	155 12%	65 13%	79 11%	175 13%	34 11%	157 13%
7 (7)	270 13% DHILNP	208 14%	61 12%	36 10%	113 16% AD	60 14%	28 13%	102 10%	30 12%	95 10%	120 16% AL	13 5%	73 14% N	36 8%	36 13%	61 10%	10 8%	134 12%	47 18% AT	18 10%	44 16%	14 10%	37 15%	21 13%	35 14%	19 11%	28 16%	181 14%	56 11%	111 15%	205 15% A	42 14%	174 14%
8 (8)	303 15% HILNPRTb	238 16%	65 13%	55 15%	103 14%	79 18% A	57 27% AH	105 11%	88 35% AJ	77 8%	175 23% AL	12 5%	149 30% AN	26 6%	73 26% AP	58 9%	29 24% AR	135 12%	52 20% AT	15 9%	54 20% A	19 14%	44 18% Y	17 10%	45 18% b	16 10%	26 15%	207 16% A	69 13%	128 18% Ai	223 16% Ai	55 18%	180 14%
9 (9)	170 8% HJLNPR	131 9%	40 8%	27 7%	56 8%	48 11% A	56 27% AH	48 5%	65 26% AJ	35 4%	106 14% AL	6 2%	93 18% AN	16 3%	48 17% AP	29 4%	28 23% AR	62 6%	21 8%	13 8%	28 10%	9 6%	27 11%	9 6%	29 12% b	10 6%	14 8%	111 9%	45 9%	75 10% Ai	139 10% Ai	38 13% Ai	101 8%
10 – (Complete trust) (10)	89 4% CDHILN	75 5% AC	13 3%	8 2%	40 6% D	27 6% D	33 16% AH	26 3%	41 16% AJ	30 3%	57 8% AL	4 2%	51 10% AN	10 2%	33 12% AP	21 3%	27 22% AR	39 4%	15 6%	4 2%	15 6%	5 4%	10 4%	6 4%	9 4%	5 3%	12 7%	53 4%	24 5%	46 6% Agi	67 5% i	20 7% i	49 4%
Don't know	96 5% GIJKMNOPQ RUZdefgj	74 5%	21 4%	30 9% AEF	29 4%	15 3%	3 1%	40 4%	2 1%	8 1%	13 2%	8 3%	2 *	2 *	3 1%	18 3%	1 1%	6 1%	8 3%	6 3%	4 1%	9 6% U	7 3%	6 4%	5 2%	8 5%	25 14% Ade	42 3% e	5 1%	21 3%	31 2%	9 3%	27 2%
Mean	5.65 CHILNPRTVYbel	5.76 AC	5.32	5.46	5.79	5.94 AD	7.94 AH	4.61	8.12 AJ	4.31	6.58 AL	3.32	7.16 AN	3.68	7.03 AP	4.47	7.70 AR	4.96	6.08 AT	4.90	6.04 AV	5.03	6.21 AY	5.00	5.94 b	5.08	6.14 Ae	5.79 Ae	5.22	6.04 Agi	5.85 Ai	6.19 Agi	5.48
NET: High Trust	562 28% CHILNPRTYb	444 29% AC	118 24%	90 25%	200 27%	154 36% ADE	146 70% AH	179 18%	194 76% AJ	141 15%	337 45% AL	22 9%	293 58% AN	51 11%	153 55% AP	108 17%	84 69% AR	236 22%	89 34% AT	32 18%	97 35% AV	33 24%	82 34% AY	33 20%	83 33% Ab	31 18%	52 30%	371 29%	137 27%	250 34% Agi	428 31% Ai	113 38% Agi	330 26%
NET: 'Low Trust	525 26% GIKMOQXcdf R	378 25%	143 29%	89 25%	181 25%	108 25%	9 4%	406 41% AG	7 3%	457 49% AI	127 17%	158 63% AK	57 11%	271 60% AM	38 14%	280 44% AO	13 11%	418 38% AQ	60 23%	63 36% AS	67 24%	47 34% AU	44 18%	54 33% AX	55 22%	54 32% Z	32 19%	308 24%	174 34% Acd	167 23%	339 25%	67 23%	364 29% Afgh

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - Telecommunications companies, such as mobile phone companies

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 - (Do not trust at all) (0)	260 13% FM	131 13%	129 13%	33 10%	48 13%	33 9%	56 15% F	90 15% ADF	82 15% AJ	62 11%	51 11%	64 14%	70 10%	70 13%	72 16% M	47 14%	59 11%	62 14%	119 13%	20 13%	84 11%	33 12%	24 15%	141 12%	102 16% AX
1 (1)	127 6%	62 6%	65 6%	13 4%	15 4%	27 7%	20 5%	52 9% ADE	36 7%	38 7%	27 6%	27 6%	40 6%	32 6%	34 7%	21 6%	26 5%	30 7%	62 7%	9 6%	42 5%	20 7%	12 7%	73 6%	46 7%
2 (2)	210 10%	114 11%	95 9%	33 10%	31 8%	34 9%	51 14% AE	60 10%	58 11%	63 11%	47 10%	41 9%	73 11%	54 10%	41 9%	41 12%	48 9%	50 11%	98 11%	14 9%	84 11%	28 10%	22 14%	134 11%	59 9%
3 (3)	246 12% T	123 12%	123 12%	33 10%	51 14%	35 10%	44 12%	83 14% F	72 14%	68 12%	55 12%	51 11%	81 12%	62 12%	58 12%	45 13%	60 12%	57 12%	120 14% T	10 6%	95 12%	26 10%	25 15%	146 12%	86 13%
4 (4)	246 12%	114 11%	132 13%	32 10%	46 13%	49 13%	54 14%	66 11%	71 13%	68 12%	49 11%	59 12%	81 12%	64 12%	63 14%	38 11%	64 12%	46 10%	118 13%	18 12%	95 12%	44 16% A	17 11%	157 13%	72 11%
5 (5)	357 18%	173 17%	184 18%	55 17%	68 19%	67 18%	55 15%	113 19%	92 17%	97 17%	85 19%	84 18%	134 20%	102 19%	70 15%	51 15%	96 18%	74 16%	159 18%	29 19%	132 17%	47 17%	27 17%	206 17%	120 19%
6 (6)	204 10% OQY	99 10%	105 10%	38 12%	30 8%	45 12%	33 9%	58 10%	55 10%	60 11%	50 11%	39 8%	64 9%	66 12% O	34 7%	40 12% O	38 7%	49 11%	96 11% Q	21 14% Q	85 11%	30 11%	18 11%	133 11% Y	52 8%
7 (7)	149 7% HW	77 8%	72 7%	31 10% EH	20 6%	34 9% H	32 9%	32 6%	30 6%	48 9%	35 8%	36 8%	58 9%	36 7%	35 8%	21 6%	37 7%	37 8%	65 7%	10 7%	61 8% W	24 9% W	4 3%	89 7%	41 6%
8 (8)	87 4%	43 4%	44 4%	15 5%	23 6% AH	15 4%	15 4%	18 3%	18 3%	22 4%	19 4%	27 6%	32 5%	23 4%	17 4%	14 4%	30 6% S	18 4%	30 3%	8 5%	39 5%	10 3%	4 2%	53 4%	25 4%
9 (9)	24 1% SX	15 1%	9 1%	6 2%	3 1%	3 1%	6 2%	7 1%	4 1%	7 1%	4 1%	9 2%	6 1%	7 1%	9 2%	2 *	10 2% S	6 1%	4 *	4 2% S	8 1%	1 *	- -	8 1%	12 2% X
10 – (Complete trust) (10)	14 1% X	5 *	9 1%	6 2% AGH	3 1%	3 1%	1 *	1 *	4 1%	4 1%	4 1%	2 *	7 1%	5 1%	2 *	- -	6 1%	3 1%	3 *	2 1%	4 1%	1 *	- -	5 *	8 1%
Don't know	94 5% GHIS	44 4%	50 5%	28 9% AGH	24 7% GH	25 7% GH	9 3%	9 1%	11 2%	26 5% I	23 5% I	34 7% AI	29 4%	18 3%	25 5%	23 7% N	46 9% AS	27 6% S	15 2%	7 5% S	35 5%	10 4%	9 5%	54 4%	22 3%
Mean	3.83 HISW	3.81	3.86	4.28 AGH	3.89 H	4.09 AGH	3.68	3.52	3.58	3.92 I	3.94 I	3.92 I	4.01 AOP	3.92	3.64	3.61	4.05 AS	3.79	3.69	4.13	3.97 W	3.82 W	3.30	3.85	3.68
NET: High Trust	125 6% HSW	63 6%	62 6%	27 8% H	29 8% H	21 6%	22 6%	26 4%	26 5%	34 6%	27 6%	38 8% I	45 7%	36 7%	29 6%	15 4%	46 9% AS	28 6%	37 4%	14 9% S	51 7% W	12 4%	4 2%	66 5%	45 7%
NET: 'Low Trust	1089 54% DFQ	544 54%	545 53%	144 45%	191 53% D	179 48%	225 60% ADF	351 59% ADEF	319 60% AJKL	299 53%	228 51%	242 51%	346 51%	282 52%	268 58% M	193 56%	257 49%	246 53%	515 58% AQT	71 47%	400 52%	152 55%	100 62% AU	651 54%	367 57%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - Telecommunications companies, such as mobile phone companies

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes		
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 - (Do not trust at all) (0)	260 13% EGIKMOQcdh	185 12%	73 15%	37 10%	79 11%	69 16% ADE	9 4%	199 20% AG	8 3%	213 23% AI	70 9%	73 29% AK	39 8%	135 30% AM	23 8%	164 26% AO	3 3%	242 22% AQ	29 11%	22 13%	28 10%	33 24% AU	27 11%	31 19% AX	31 12%	21 13%	11 6%	132 10%	107 21% Acd	92 13% h	182 13% h	22 7%	196 16% Afgh
1 (1)	127 6% BFIMOQSf	80 5%	46 9% AB	17 5%	45 6%	18 4%	8 4%	94 10% AG	7 3%	98 10% AI	38 5%	31 12% AK	22 4%	61 14% AM	10 3%	71 11% AO	1 1%	116 11% AQ	7 3%	14 8% S	28 10% A	8 6%	18 7%	11 7%	14 5%	12 7%	6 4%	77 6%	41 8%	33 5%	92 7% f	13 4%	87 7% f
2 (2)	210 10% GIKMOQ	157 10%	53 11%	33 9%	68 9%	56 13%	8 4%	147 15% AG	9 3%	146 16% AI	58 8%	37 15% AK	27 5%	79 18% AM	12 4%	104 16% AO	5 4%	181 17% AQ	26 10%	26 15% A	29 11%	13 9%	19 8%	18 11%	28 11%	24 14%	15 9%	133 10%	57 11%	72 10%	156 11% A	31 11%	148 12% A
3 (3)	246 12% OQch	189 12%	56 11%	50 14%	85 12%	53 12%	18 9%	127 13%	23 9%	141 15% AI	95 13%	35 14%	52 10%	67 15% M	21 8%	90 14% O	2 1%	191 17% AQ	26 10%	24 14%	35 13%	15 11%	35 14%	20 12%	30 12%	17 10%	9 5%	163 13% c	70 14% c	88 12% h	185 13% Ah	24 8%	166 13% h
4 (4)	246 12% BOQ	169 11%	75 15% AB	36 10%	91 13%	42 10%	25 12%	107 11%	28 11%	121 13%	81 11%	21 8%	53 11%	61 14%	19 7%	76 12% O	3 2%	159 15% AQ	30 12%	30 18% A	32 12%	16 11%	37 15%	18 11%	33 13%	18 11%	17 10%	163 13%	63 12%	80 11%	186 14% Af	35 12%	156 13%
5 (5)	357 18% FGHJLMNPQRgi	279 18%	79 16%	76 21% F	144 20% F	59 14%	25 12%	147 15%	26 10%	116 12%	121 16%	28 11%	73 14% N	28 6%	39 14%	67 11%	6 5%	113 10%	47 18%	29 17%	47 17%	24 18%	39 16%	26 16%	39 16%	31 18%	28 16%	231 18%	80 16%	130 18%	221 16%	44 15%	203 16%
6 (6)	204 10% HJLNPR	158 10%	47 9%	37 10%	71 10%	49 11%	31 15% AH	71 7%	44 17% AJ	53 6%	94 13% AL	15 6%	68 14% AN	9 2%	36 13% P	33 5%	15 13% R	54 5%	39 15% AT	10 6%	29 11%	9 6%	24 10%	17 11%	29 12%	21 12%	26 15% Ae	133 11%	43 9%	83 11% gi	132 10%	42 14% Agi	114 9%
7 (7)	149 7% CHILNPRTVe	123 8% AC	26 5%	27 8%	57 8%	39 9%	30 14% AH	34 3%	33 13% AJ	26 3%	89 12% AL	2 1%	72 14% AN	- -	45 16% AP	11 2%	15 12% R	14 1%	27 10% T	5 3%	26 10% V	2 1%	19 8%	9 5%	24 10%	11 6%	18 11% e	105 8% e	24 5%	65 9%	103 7%	32 11% Agi	90 7%
8 (8)	87 4% CHILNPRei	73 5% C	13 3%	9 3%	43 6% AD	21 5%	31 15% AH	15 2%	51 20% AJ	9 1%	54 7% AL	4 2%	62 12% AN	7 2%	41 15% AP	7 1%	40 33% AR	14 1%	19 7% AT	4 2%	11 4%	9 6%	10 4%	4 2%	11 4%	6 4%	14 8% Ae	59 5% e	13 3%	46 6% Agi	65 5% i	26 9% Agi	41 3%
9 (9)	24 1% HJNPR	18 1%	6 1%	3 1%	7 1%	7 2%	10 5% AH	6 1%	14 6% AJ	4 *	21 3% AL	- -	20 4% AN	1 *	19 7% AP	- -	21 17% AR	- -	3 1%	1 1%	2 1%	1 1%	3 1%	1 1%	7 3% A	1 *	2 1%	17 1%	5 1%	11 1%	18 1%	14 5% Afgi	15 1%
10 – (Complete trust) (10)	14 1% HNPR	13 1%	1 *	1 *	6 1%	6 1%	7 3% AH	3 *	10 4% AJ	4 *	10 1% A	1 *	13 3% AN	- -	10 4% AP	1 *	10 8% AR	2 *	2 1%	- -	2 1%	- -	2 1%	1 1%	1 *	1 1%	- -	12 1%	2 *	5 1%	8 1%	7 3% Afgi	5 *
Don't know	94 5% HIJKLMNOPRUZdefgi	76 5%	18 4%	31 9% AEF	32 4%	13 3%	5 3%	36 4%	2 1%	3 *	14 2%	5 2%	3 *	1 *	4 1%	14 2%	2 1%	5 *	7 3%	6 4%	5 2%	8 6% U	9 4%	5 3%	5 2%	7 4%	26 15% Ade	41 3% e	3 1%	21 3%	29 2%	10 3%	28 2%
Mean	3.83 CHILNPRTVei	3.96 AC	3.47	3.92	4.04 A	3.84	5.48 AH	2.94	5.80 AJ	2.71	4.48 AL	2.36	5.04 AN	2.07	5.46 AP	2.46	7.13 AR	2.59	4.36 AT	3.25	3.85 V	3.15	3.92 Y	3.36	4.02	3.71	4.65 Ade	4.01 Ae	3.20	4.08 Agi	3.77 i	4.78 Afgi	3.57
NET: High Trust	125 6% CDHILNPRei	103 7% C	20 4%	13 4%	56 8% AD	34 8% D	49 23% AH	23 2%	75 30% AJ	17 2%	86 12% AL	5 2%	95 19% AN	9 2%	71 25% AP	9 1%	71 58% AR	17 2%	24 9% AT	5 3%	15 5%	10 7%	16 6%	6 4%	19 8%	8 5%	16 9% e	88 7% e	20 4%	62 9% Agi	92 7% i	47 16% Afgi	62 5%
NET: 'Low Trust	1089 54% BDEGIKMOQScfh	780 51%	304 62% AB	173 48%	368 51%	239 55%	69 33%	674 68% AG	75 29%	719 77% AI	343 46%	196 78% AK	193 38%	404 90% AM	84 30%	506 79% AO	14 11%	889 81% AQ	119 45%	118 68% AS	153 56%	85 62%	136 56%	98 61%	135 54%	92 54%	59 34%	668 53% c	339 66% Acd	365 50% h	801 58% Afh	125 42%	752 60% Afgh

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 - (Do not trust at all) (0)	255 13% CD	162 16% AC	93 9%	22 7%	36 10%	50 13% D	56 15% D	91 15% ADE	68 13%	65 12%	62 14%	60 13%	77 11%	71 13%	70 15%	37 11%	70 13%	48 10%	115 13%	23 15%	88 12%	25 9%	31 19% AUV	144 12%	98 15% A
1 (1)	115 6% D	65 7%	50 5%	9 3%	17 5%	27 7% D	19 5%	42 7% D	26 5%	34 6%	32 7%	23 5%	33 5%	26 5%	32 7%	24 7%	24 5%	28 6%	52 6%	11 7%	48 6%	17 6%	7 5%	72 6%	32 5%
2 (2)	154 8% CD	93 9% AC	60 6%	15 5%	21 6%	24 6%	32 9%	61 10% ADEF	50 9%	42 8%	28 6%	34 7%	54 8%	47 9%	31 7%	21 6%	32 6%	33 7%	79 9%	10 6%	58 8%	18 7%	18 11%	94 8%	50 8%
3 (3)	173 9%	81 8%	92 9%	25 8%	28 8%	36 10%	42 11% H	43 7%	46 9%	56 10%	33 7%	38 8%	66 10%	39 7%	39 8%	30 9%	49 10%	33 7%	82 9%	8 5%	82 11% A	22 8%	13 8%	116 10% A	49 8%
4 (4)	210 10%	96 10%	115 11%	28 9%	44 12%	45 12%	37 10%	57 10%	59 11%	56 10%	48 11%	48 10%	68 10%	60 11%	48 10%	34 10%	57 11%	51 11%	88 10%	14 9%	81 11%	36 13%	15 9%	132 11%	66 10%
5 (5)	332 16%	160 16%	172 17%	60 19%	62 17%	55 15%	54 14%	100 17%	94 18%	91 16%	76 17%	71 15%	113 17%	95 18%	72 16%	52 15%	85 16%	78 17%	143 16%	26 17%	126 16%	43 16%	25 15%	194 16%	106 16%
6 (6)	226 11% HQ	105 10%	121 12%	43 13% H	55 15% AGH	38 10%	38 10%	52 9%	62 12%	60 11%	51 11%	52 11%	72 11%	66 12%	44 10%	44 13%	39 7%	56 12% Q	115 13% AQ	16 11%	88 12%	37 13% W	11 7%	136 11%	65 10%
7 (7)	184 9% B	73 7%	111 11% AB	37 11% F	27 7%	26 7%	43 11% F	52 9%	39 7%	53 9%	46 10%	45 10%	64 9%	53 10%	39 8%	28 8%	50 10%	39 9%	85 10%	10 6%	66 9%	27 10%	10 6%	104 9%	57 9%
8 (8)	176 9%	79 8%	97 9%	34 10%	29 8%	28 7%	27 7%	59 10%	53 10%	49 9%	38 8%	36 8%	66 10%	43 8%	38 8%	29 8%	41 8%	45 10%	74 8%	16 11%	56 7%	23 8%	16 10%	95 8%	67 10%
9 (9)	71 4% K	30 3%	41 4%	17 5%	12 3%	12 3%	13 3%	17 3%	18 3%	20 4%	8 2%	25 5% AK	21 3%	13 2%	18 4%	20 6% AMN	24 5%	14 3%	29 3%	5 3%	24 3%	14 5%	6 4%	44 4%	20 3%
10 – (Complete trust) (10)	35 2%	17 2%	18 2%	5 2%	7 2%	7 2%	7 2%	10 2%	8 1%	13 2%	7 2%	8 2%	10 1%	11 2%	10 2%	5 1%	8 2%	9 2%	10 1%	7 5% AQS	14 2%	3 1%	1 1%	18 2%	15 2%
Don't know	89 4% GHINS	41 4%	48 5%	28 9% AGH	23 6% GH	24 6% AGH	9 3%	5 1%	10 2%	25 4% I	20 4% I	34 7% AI	32 5%	15 3%	21 5%	21 6% N	41 8% AS	26 6% S	15 2%	7 5% S	32 4%	8 3%	9 5%	50 4%	20 3%
Mean	4.39 BHW	4.05	4.74 AB	5.14 AEFGH	4.60 FH	4.16	4.21	4.15	4.36	4.44	4.28	4.48	4.46	4.37	4.22	4.54	4.37	4.55	4.31	4.48	4.32	4.64 W	3.90	4.34	4.37
NET: High Trust	282 14%	126 13%	156 15%	56 17%	48 13%	46 13%	46 12%	87 15%	79 15%	82 14%	53 12%	68 14%	97 14%	67 12%	65 14%	53 16%	72 14%	69 15%	113 13%	28 19%	94 12%	40 15%	23 14%	157 13%	102 16%
NET: 'Low Trust	907 45% CD	496 50% AC	410 40%	99 31%	147 41% D	181 49% DE	186 49% DE	294 50% ADE	248 47%	253 45%	202 45%	203 43%	297 44%	244 45%	221 48%	145 42%	233 45%	193 42%	416 47%	65 43%	357 47%	118 43%	84 52%	559 47%	295 46%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - Banks

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes		
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 - (Do not trust at all) (0)	255 13% GIKMOQdh	187 12%	68 14%	43 12%	83 11%	61 14%	4 2%	221 22% AG	4 2%	233 25% AI	73 10%	72 29% AK	43 9%	137 30% AM	17 6%	161 25% AO	6 5%	216 20% AQ	23 9%	28 16% S	28 10%	30 22% AU	27 11%	29 18% AX	34 13%	18 11%	17 10%	127 10%	105 21% Acd	78 11% h	162 12% h	22 7%	188 15% Afgh
1 (1)	115 6% GIKMOQ	80 5%	34 7%	16 5%	33 5%	31 7%	5 2%	89 9% AG	6 3%	94 10% AI	31 4%	25 10% AK	19 4%	50 11% AM	7 3%	64 10% AO	1 1%	95 9% AQ	15 6%	12 7%	14 5%	14 10% A	7 3%	11 7%	11 4%	21 12% AZ	5 3%	72 6%	37 7% c	44 6%	86 6%	14 5%	88 7% A
2 (2)	154 8% GIOf	110 7%	44 9%	26 7%	52 7%	31 7%	7 3%	97 10% AG	5 2%	110 12% AI	51 7%	24 9%	31 6%	57 13% AM	13 5%	74 12% AO	4 4%	124 11% AQ	13 5%	8 5%	26 9%	6 5%	25 10%	12 8%	23 9%	20 12%	10 6%	91 7%	49 10% A	38 5%	116 8% fh	16 5%	114 9% Afh
3 (3)	173 9% IMQ	128 8%	45 9%	30 8%	55 8%	43 10%	12 6%	102 10% AG	11 4%	109 12% AI	57 8%	22 9%	29 6%	60 13% AM	20 7%	67 10% A	3 2%	128 12% AQ	23 9%	19 11%	28 10%	12 8%	22 9%	14 8%	19 8%	13 8%	13 7%	113 9%	42 8%	61 8%	113 8%	24 8%	112 9%
4 (4)	210 10% GIKMOQc	161 11%	46 9%	43 12%	84 11%	34 8%	11 5%	114 12% G	8 3%	121 13% AI	58 8%	28 11%	31 6%	55 12% M	11 4%	66 10% O	4 4%	153 14% AQ	30 12%	28 16% A	33 12%	11 8%	26 11%	13 8%	22 9%	11 7%	6 3%	141 11% c	61 12% c	81 11%	154 11%	31 11%	141 11%
5 (5)	332 16% GHIJKLMNPQ Rfgj	254 17%	78 16%	63 18%	124 17%	67 15%	24 11%	129 13%	14 6%	110 12% I	100 13%	33 13%	59 12%	35 8%	39 14%	72 11%	3 3%	129 12% Q	38 14%	28 16%	40 15%	24 18%	36 15%	31 19%	32 13%	25 15%	27 15%	216 17%	73 14%	100 14%	208 15%	48 16%	179 14%
6 (6)	226 11% HILNPQRe	180 12%	46 9%	41 12%	92 13%	46 11%	25 12% H	72 7%	24 9%	63 7%	91 12% L	13 5%	58 12% N	26 6%	28 10% P	40 6%	5 4%	89 8%	32 12%	17 10%	39 14%	13 9%	31 13%	21 13%	28 11%	21 12%	18 11%	163 13% Ae	39 8%	102 14% Agi	161 12%	33 11%	133 11%
7 (7)	184 9% HJNPRVY	134 9%	49 10%	26 7%	69 9%	39 9%	27 13% H	56 6%	48 19% AJ	44 5%	91 12% AL	15 6%	67 13% AN	13 3%	40 14% AP	38 6%	17 14% R	68 6%	33 13% A	14 8%	25 9%	6 4%	20 8%	6 4%	31 12%	18 10%	18 11%	130 10% Ae	36 7%	68 9%	144 10% Ai	33 11%	112 9%
8 (8)	176 9% HJLNPRT	134 9%	42 8%	22 6%	73 10% D	39 9%	49 23% AH	49 5%	67 27% AJ	30 3%	107 14% AL	9 4%	96 19% AN	10 2%	54 19% AP	27 4%	39 32% AR	60 6%	30 12% T	7 4%	19 7%	11 8%	28 11%	14 9%	34 14% Ab	10 6%	23 13% Ad	106 8%	45 9%	85 12% Agi	132 10%	33 11%	107 9%
9 (9)	71 4% HJLNPR	57 4%	13 3%	13 4%	22 3%	22 5%	25 12% AH	17 2%	44 17% AJ	8 1%	51 7% AL	3 1%	48 10% AN	3 1%	27 10% AP	10 2%	24 20% AR	17 2%	14 5%	5 3%	12 4%	2 2%	8 3%	5 3%	10 4%	3 2%	7 4%	49 4%	14 3%	38 5% Agi	50 4%	23 8% Agi	38 3%
10 – (Complete trust) (10)	35 2% HJNPRi	25 2%	10 2%	4 1%	14 2%	7 2%	17 8% AH	10 1%	22 9% AJ	10 1%	24 3% A	3 1%	23 5% AN	3 1%	18 6% AP	5 1%	14 11% AR	11 1%	5 2%	2 1%	6 2%	5 3%	5 2%	1 1%	4 1%	2 1%	5 3%	24 2%	5 1%	17 2% i	29 2% i	12 4% Agi	14 1%
Don't know	89 4% GHIJKLMNOP RUZdefgj	71 5%	18 4%	30 8% AEF	26 4%	14 3%	4 2%	30 3%	1 *	2 *	13 2%	5 2%	- -	1 *	4 1%	16 3%	2 1%	2 *	6 2%	6 3%	4 1%	5 4%	8 3%	5 3%	4 2%	8 5%	25 14% Ade	35 3% e	3 1%	16 2%	23 2%	9 3%	22 2%
Mean	4.39 HJLNPRTVYai	4.45	4.22	4.29	4.59 A	4.34	6.51 AH	3.30	7.06 AJ	2.97	5.14 AL	2.94	5.63 AN	2.50	5.94 AP	3.04	7.21 AR	3.42	4.92 AT	3.93	4.49 V	3.73	4.59 Y	3.92	4.63 b	3.98	5.05 Ae	4.59 Ae	3.74	4.78 Agi	4.49 Ai	5.21 Afgj	4.10
NET: High Trust	282 14% HJLNPRTbi	216 14%	65 13%	39 11%	110 15%	68 16%	91 43% AH	76 8%	133 53% AJ	48 5%	182 24% AL	15 6%	167 33% AN	16 4%	98 35% AP	42 6%	77 63% AR	88 8%	49 19% AT	14 8%	38 14%	18 13%	41 17%	20 12%	48 19% Ab	15 9%	34 20% Ae	179 14%	64 13%	139 19% Agi	211 15% Ai	68 23% Agi	159 13%
NET: 'Low Trust	907 45% GIKMOQcdfh	665 44%	237 48%	158 44%	307 42%	200 46%	40 19%	622 63% AG	33 13%	667 71% AI	270 36%	171 68% AK	153 30%	360 80% AM	69 25%	432 67% AO	18 15%	716 66% AQ	104 40%	94 55% AS	129 47%	72 52%	107 44%	79 49%	108 43%	83 49%	51 29%	543 43% c	295 58% Acd	301 42% h	631 46% fh	107 36%	643 52% Afgh

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - Supermarkets

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 - (Do not trust at all) (0)	176 9% CFMVX	101 10% AC	75 7%	20 6%	28 8%	21 6%	40 11% DF	67 11% ADF	56 11%	41 7%	33 7%	46 10%	46 7%	52 10%	47 10% M	31 9%	51 10%	35 8%	81 9%	9 6%	56 7%	15 6%	18 11% V	89 7%	76 12% AX
1 (1)	81 4% DEN	48 5%	34 3%	3 1%	8 2%	19 5% DE	16 4% D	35 6% ADE	26 5%	23 4%	19 4%	13 3%	31 5% N	8 1%	24 5% N	18 5% N	14 3%	18 4%	41 5%	8 6%	28 4%	12 4%	9 5%	49 4%	31 5%
2 (2)	150 7% CD	87 9% AC	63 6%	11 3%	20 6%	31 8% D	34 9% D	54 9% D	36 7%	41 7%	35 8%	39 8%	44 7%	43 8%	40 9%	23 7%	33 6%	35 8%	72 8%	10 7%	48 6%	27 10% U	21 13% AU	97 8%	45 7%
3 (3)	189 9% D	95 9%	94 9%	16 5%	28 8%	31 8%	43 11% D	71 12% ADE	62 12% A	47 8%	41 9%	39 8%	59 9%	58 11%	39 8%	33 10%	45 9%	37 8%	94 11%	13 8%	74 10%	26 10%	16 10%	116 10%	59 9%
4 (4)	249 12%	116 12%	133 13%	38 12%	52 14%	43 12%	49 13%	67 11%	73 14%	75 13%	44 10%	56 12%	87 13%	67 12%	56 12%	39 11%	51 10%	59 13%	113 13%	26 17% Q	104 14%	39 14%	14 9%	158 13%	68 10%
5 (5)	404 20% G	198 20%	206 20%	65 20%	82 23% G	85 23% G	61 16%	111 19%	106 20%	121 21%	88 20%	89 19%	148 22%	110 20%	79 17%	67 20%	103 20%	80 17%	192 22%	29 19%	159 21%	66 24%	31 19%	257 21%	116 18%
6 (6)	259 13%	123 12%	137 13%	49 15%	39 11%	41 11%	47 13%	82 14%	63 12%	72 13%	69 15%	55 12%	97 14%	69 13%	59 13%	35 10%	60 11%	68 15%	116 13%	16 10%	94 12%	29 11%	23 14%	146 12%	87 14%
7 (7)	210 10% HT	94 9%	116 11%	51 16% AEGH	35 10%	43 12% H	38 10%	42 7%	58 11%	56 10%	46 10%	49 10%	68 10%	56 10%	45 10%	41 12%	55 11% T	62 13% AT	88 10% T	5 3%	88 12%	22 8%	10 6%	120 10%	65 10%
8 (8)	126 6%	57 6%	69 7%	24 7%	29 8%	18 5%	20 5%	36 6%	27 5%	40 7%	30 7%	30 6%	41 6%	34 6%	28 6%	23 7%	29 6%	25 5%	54 6%	18 12% AQRS	47 6%	21 8%	9 5%	76 6%	37 6%
9 (9)	58 3% SX	26 3%	32 3%	11 3%	11 3%	10 3%	11 3%	14 2%	11 2%	14 3%	13 3%	19 4%	18 3%	17 3%	15 3%	8 2%	22 4% AS	13 3%	15 2%	8 5% S	18 2%	4 2%	2 2%	24 2%	29 4% AX
10 – (Complete trust) (10)	25 1% S	11 1%	15 1%	7 2% H	5 1%	5 1%	4 1%	3 1%	4 1%	8 1%	7 2%	6 1%	10 1%	9 2%	6 1%	1 *	13 2% AS	4 1%	6 1%	3 2%	10 1%	3 1%	- -	13 1%	10 2%
Don't know	93 5% HIS	45 5%	47 5%	28 9% AGH	23 6% GH	23 6% GH	12 3% H	7 1%	11 2%	25 4% I	25 6% I	32 7% AI	28 4%	17 3%	25 5%	22 7% N	43 8% AS	26 6% S	16 2%	7 5% S	37 5%	8 3%	9 5%	54 5%	21 3%
Mean	4.55 BHISW	4.34	4.75 AB	5.29 AEFGH	4.78 GH	4.62 H	4.32	4.14	4.30	4.65 I	4.69 I	4.58	4.67	4.60	4.39	4.45	4.70 S	4.66 S	4.37	4.77	4.64 W	4.52 W	3.99	4.52	4.47
NET: High Trust	209 10% IS	94 9%	115 11%	42 13%	44 12%	33 9%	36 10%	53 9%	42 8%	62 11%	49 11%	55 12% I	69 10%	60 11%	48 10%	32 9%	64 12% S	41 9%	74 8%	29 19% AQRS	74 10%	29 10%	11 7%	113 9%	76 12%
NET: 'Low Trust	845 42% CDQ	447 45% AC	399 39%	88 27%	136 38% D	145 39% D	182 48% ADEF	293 50% ADEF	253 47% AJKL	228 40%	171 38%	193 41%	266 39%	228 42%	206 45%	144 42%	195 37%	184 40%	401 45% AQ	66 44%	311 41%	120 44%	78 48%	509 42%	279 43%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - Supermarkets

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes		
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 - (Do not trust at all) (0)	176 9% GIKMOQdfh	124 8%	52 10%	30 9%	59 8%	35 8%	6 3%	140 14% AG	6 2%	148 16% AI	42 6%	56 22% AK	24 5%	100 22% AM	9 3%	128 20% AO	1 1%	169 16% AQ	17 6%	20 12%	16 6%	27 20% AU	17 7%	26 16% AX	16 6%	16 10%	11 6%	82 6%	79 15% Acd	50 7% h	111 8% h	6 2%	131 11% Afgh
1 (1)	81 4% BEIOQh	51 3%	30 6% AB	15 4%	19 3%	18 4%	4 2%	55 6% AG	4 1%	58 6% AI	29 4%	15 6%	18 4%	39 9% AM	3 1%	48 7% AO	- -	78 7% AQ	11 4%	6 3%	18 6% A	6 5%	9 4%	8 5%	12 5%	9 5%	4 2%	51 4%	25 5%	32 4% h	60 4% h	2 1%	59 5% Ah
2 (2)	150 7% FIMOQd	115 8%	35 7%	36 10% AF	56 8%	23 5%	10 5%	104 11% AG	9 4%	107 11% AI	48 6%	30 12% AK	26 5%	72 16% AM	8 3%	82 13% AO	2 2%	136 12% AQ	20 8%	16 9%	24 9%	12 9%	16 6%	11 7%	15 6%	20 12% AZ	12 7%	79 6%	57 11% Ad	50 7%	115 8% A	18 6%	112 9% Af
3 (3)	189 9% IKMOQc	135 9%	53 11%	30 8%	64 9%	41 9%	14 7%	127 13% AG	12 5%	140 15% AI	53 7%	44 17% AK	30 6%	83 19% AM	12 4%	88 14% AO	2 1%	167 15% AQ	25 9%	13 7%	25 9%	8 6%	26 11%	19 12%	26 10%	18 11%	3 2%	125 10% c	56 11% c	65 9%	137 10%	21 7%	138 11% Afh
4 (4)	249 12% GIMOQc	181 12%	66 13%	39 11%	83 11%	59 14%	16 7%	128 13% G	21 8%	144 15% AI	80 11%	35 14%	37 7%	73 16% AM	22 8%	99 15% AO	2 2%	184 17% AQ	37 14%	32 18% A	35 13%	17 13%	29 12%	21 13%	25 10%	20 12%	10 6%	163 13% c	72 14% c	84 12%	179 13%	34 11%	173 14% Af
5 (5)	404 20% GHIJKLMNOPQRfi	307 20%	97 20%	73 21%	158 22%	75 17%	27 13%	166 17%	22 9%	140 15% i	131 17%	32 13%	67 13% N	34 8%	33 12%	92 14%	4 3%	188 17% Q	54 21%	40 23%	47 17%	21 15%	54 22%	31 19%	49 20%	28 17%	27 15%	271 21% A	93 18%	128 18%	267 19%	56 19%	228 18%
6 (6)	259 13% HILNPRi	201 13%	58 12%	42 12%	93 13%	67 15%	33 16% H	96 10%	47 18% AJ	85 9%	100 13% L	21 8%	78 15% N	23 5%	44 16% P	47 7%	10 8%	83 8%	32 12%	21 12%	50 18% A	15 11%	32 13%	20 12%	34 13%	18 11%	21 12%	176 14%	56 11%	103 14% i	182 13% i	49 16% Ai	143 11%
7 (7)	210 10% HILNPRe	166 11%	43 9%	29 8%	87 12%	51 12%	36 17% AH	74 7%	46 18% AJ	54 6%	123 16% AL	6 2%	87 17% AN	11 2%	42 15% AP	20 3%	14 12% R	48 4%	24 9%	13 8%	30 11%	12 9%	25 10%	15 10%	29 12%	16 10%	29 17% Ade	142 11% e	33 6%	89 12% A	156 11%	40 13%	133 11%
8 (8)	126 6% HILNPRTei	100 7%	24 5%	20 6%	51 7%	29 7%	31 15% AH	31 3%	46 18% AJ	27 3%	78 10% AL	3 1%	80 16% AN	7 2%	62 22% AP	10 2%	41 34% AR	22 2%	26 10% AT	1 1%	15 5%	10 7%	12 5%	5 3%	30 12% A	11 7%	20 11% Ade	84 7% e	21 4%	65 9% Agi	85 6% i	32 11% Agi	62 5%
9 (9)	58 3% JNPR	47 3%	10 2%	12 3%	23 3%	12 3%	19 9% AH	21 2%	27 11% AJ	17 2%	34 5% AL	4 1%	33 7% AN	6 1%	24 9% AP	7 1%	29 24% AR	8 1%	8 3%	4 3%	5 2%	1 1%	12 5% Y	2 1%	9 4%	4 3%	7 4%	40 3%	9 2%	30 4% Agi	40 3%	21 7% Afgj	33 3%
10 – (Complete trust) (10)	25 1% NPRi	19 1%	6 1%	2 1%	7 1%	10 2% D	12 5% AH	8 1%	15 6% AJ	7 1%	17 2% A	2 1%	21 4% AN	1 *	17 6% AP	2 *	16 14% AR	4 *	3 1%	2 1%	4 2%	2 2%	3 1%	1 1%	1 *	2 1%	3 2%	15 1%	6 1%	11 1%	15 1%	8 3% Agi	11 1%
Don't know	93 5% GIJKLMNOPQRUZdefgj	72 5%	21 4%	30 8% AEF	27 4%	15 3%	4 2%	36 4%	- -	7 1%	13 2%	5 2%	2 *	2 *	3 1%	16 3%	- -	5 *	6 2%	5 3%	6 2%	5 4%	9 4%	4 2%	4 2%	7 4%	26 15% Ade	39 3% e	2 *	19 3%	29 2%	10 3%	25 2%
Mean	4.55 CHILNPRTVYei	4.65 AC	4.23	4.38	4.71 A	4.76 D	6.03 AH	3.78	6.35 AJ	3.55	5.20 AL	3.04	5.73 AN	2.74	6.33 AP	3.08	7.81 AR	3.35	4.75 T	4.12	4.57 V	3.90	4.71 Y	3.91	4.90 Ab	4.24	5.42 Ade	4.75 Ae	3.82	4.87 Agi	4.55 i	5.65 Afgj	4.27
NET: High Trust	209 10% HILNPRTYei	167 11%	41 8%	34 9%	82 11%	51 12%	61 29% AH	60 6%	88 35% AJ	51 5%	129 17% AL	9 4%	135 27% AN	14 3%	102 37% AP	19 3%	87 71% AR	34 3%	37 14% AT	8 5%	23 9%	13 10%	27 11% Y	8 5%	41 16% A	17 10%	30 18% Ade	140 11% e	36 7%	106 15% Agi	141 10% i	62 21% Afgj	105 8%
NET: 'Low Trust	845 42% BEGIKMOQcdfh	606 40%	235 48% AB	150 42%	281 39%	175 40%	49 23%	554 56% AG	51 20%	598 64% AI	252 34%	179 71% AK	135 27%	367 81% AM	54 19%	446 70% AO	7 6%	734 67% AQ	109 41%	86 50% A	118 43%	71 51% A	97 40%	84 52% AX	94 37%	83 49% Z	40 23%	498 39% c	289 57% Acd	282 39% h	603 44% Afh	81 27%	613 49% Afgh

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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GB adults 16-75
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Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - Online retailers, for example, Amazon, Asos and play.com

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 - (Do not trust at all) (0)	167	98	69	20	20	22	36	69	44	38	33	52	40	59	40	27	53	32	69	13	51	16	19	86	70
	8%	10%	7%	6%	6%	6%	10%	12%	8%	7%	7%	11%	6%	11%	9%	8%	10%	7%	8%	8%	7%	6%	12%	7%	11%
	CEMUX	AC					E	ADEF				AJ		AM									UV		AX
1 (1)	78	46	32	4	7	10	21	37	22	18	24	15	24	18	22	13	19	15	41	3	31	11	10	51	26
	4%	5%	3%	1%	2%	3%	6%	6%	4%	3%	5%	3%	4%	3%	5%	4%	4%	3%	5%	2%	4%	4%	6%	4%	4%
	DE						DEF	ADEF																	
2 (2)	136	67	69	13	21	21	32	48	47	33	22	34	49	31	30	26	27	29	67	13	49	22	16	86	40
	7%	7%	7%	4%	6%	6%	9%	8%	9%	6%	5%	7%	7%	6%	6%	7%	5%	6%	8%	9%	6%	8%	10%	7%	6%
	D						D	D	AJK																
3 (3)	168	86	82	20	31	35	33	49	45	54	41	29	49	45	37	37	42	39	77	10	69	33	8	110	51
	8%	9%	8%	6%	9%	9%	9%	8%	8%	10%	9%	6%	7%	8%	8%	11%	8%	8%	9%	7%	9%	12%	5%	9%	8%
	L									L												AW			
4 (4)	214	99	114	28	39	43	38	66	63	61	52	38	69	63	48	33	35	55	111	12	80	34	19	132	65
	11%	10%	11%	9%	11%	12%	10%	11%	12%	11%	12%	8%	10%	12%	10%	10%	7%	12%	13%	8%	10%	12%	12%	11%	10%
	LQ								L									Q	AQ						
5 (5)	402	203	199	66	76	64	67	128	111	120	79	93	147	110	84	62	106	80	184	32	151	57	33	241	130
	20%	20%	20%	21%	21%	17%	18%	22%	21%	21%	18%	20%	22%	20%	18%	18%	20%	17%	21%	21%	20%	21%	21%	20%	20%
6 (6)	264	125	139	47	54	50	49	65	79	68	68	49	92	68	62	42	57	72	119	16	115	42	17	174	66
	13%	13%	14%	14%	15%	14%	13%	11%	15%	12%	15%	10%	14%	13%	13%	12%	11%	16%	13%	11%	15%	15%	11%	15%	10%
	LY								L		L							Q			A			AY	
7 (7)	232	121	112	41	40	52	47	54	58	65	53	57	81	63	47	41	60	55	98	19	85	24	18	127	78
	12%	12%	11%	13%	11%	14%	12%	9%	11%	11%	12%	12%	12%	12%	10%	12%	12%	12%	11%	13%	11%	9%	11%	11%	12%
	H					H																			
8 (8)	171	79	92	28	31	34	27	50	35	54	35	46	62	40	39	30	36	36	80	18	62	21	12	95	58
	8%	8%	9%	9%	9%	9%	7%	9%	7%	10%	8%	10%	9%	7%	8%	9%	7%	8%	9%	12%	8%	8%	7%	8%	9%
9 (9)	68	20	48	18	15	12	9	14	13	21	16	17	23	20	18	7	30	15	21	2	27	9	2	38	22
	3%	2%	5%	5%	4%	3%	2%	2%	2%	4%	4%	4%	3%	4%	4%	2%	6%	3%	2%	1%	4%	3%	1%	3%	3%
	BS		AB	AGH													AST								
10 – (Complete trust) (10)	30	12	18	10	7	6	5	3	6	7	6	11	11	8	9	2	14	8	4	4	12	-	-	12	16
	1%	1%	2%	3%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	1%	3%	2%	*	3%	2%	-	-	1%	3%
	HSVX			AH													AS	S		S	V				AX
Don't know	90	43	47	27	21	22	12	8	9	25	21	34	27	17	25	21	42	25	14	9	32	7	9	48	24
	4%	4%	5%	8%	6%	6%	3%	1%	2%	5%	5%	7%	4%	3%	5%	6%	8%	5%	2%	6%	4%	2%	5%	4%	4%
	HIS			AGH	H	H				I	I	AI				N	AS	S		S					
Mean	4.77	4.58	4.96	5.37	5.09	5.03	4.49	4.30	4.58	4.91	4.81	4.80	4.96	4.65	4.75	4.62	4.87	4.88	4.64	4.93	4.86	4.63	4.24	4.72	4.73
	BGHISW		AB	AGH	AGH	AGH				I			AN								W				
NET: High Trust	268	111	157	56	53	52	40	67	54	82	57	75	96	67	66	39	80	59	105	24	101	30	14	144	96
	13%	11%	15%	17%	15%	14%	11%	11%	10%	15%	13%	16%	14%	12%	14%	11%	15%	13%	12%	16%	13%	11%	9%	12%	15%
	BIX		AB	AGH						I		I													
NET: 'Low Trust	762	397	365	86	118	130	161	268	221	203	171	167	232	216	178	137	175	170	365	51	279	115	71	465	251
	38%	40%	36%	27%	33%	35%	43%	46%	41%	36%	38%	35%	34%	40%	38%	40%	34%	37%	41%	34%	37%	42%	44%	39%	39%
	DEMQ					D	ADEF	ADEF	AL					M					AQ						

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes		
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 - (Do not trust at all) (0)	167 8% BGIKMOQdg h	114 7%	51 10% B	32 9%	51 7%	31 7%	7 3%	128 13% AG	7 3%	142 15% AI	37 5%	53 21% AK	24 5%	98 22% AM	7 3%	126 20% AO	1 1%	161 15% AQ	19 7%	18 10%	15 5%	19 14% AU	17 7%	24 15% AX	17 7%	19 11%	9 5%	79 6%	73 14% Acd	52 7% h	99 7% h	6 2%	124 10% Afgh
1 (1)	78 4% BIOQd	51 3%	26 5%	14 4%	25 3%	12 3%	4 2%	59 6% AG	4 2%	60 6% AI	25 3%	18 7% AK	14 3%	38 8% AM	3 1%	50 8% AO	- -	76 7% AQ	5 2%	10 6%	13 5%	10 8% A	8 3%	5 3%	12 5%	5 3%	3 2%	38 3%	36 7% Acd	37 5% h	63 5% Ah	6 2%	58 5% Ah
2 (2)	136 7% IKMOQ	94 6%	41 8%	22 6%	46 6%	26 6%	9 4%	91 9% AG	7 3%	96 10% AI	39 5%	31 12% AK	21 4%	62 14% AM	8 3%	74 12% AO	- -	125 11% AQ	19 7%	14 8%	28 10% A	8 6%	14 6%	9 6%	13 5%	11 6%	6 3%	97 8% Ac	31 6%	43 6%	92 7%	12 4%	93 7% h
3 (3)	168 8% GIMOQcf	122 8%	45 9%	30 8%	54 7%	38 9%	8 4%	100 10% AG	12 5%	113 12% AI	54 7%	30 12% AK	27 5%	77 17% AM	6 2%	90 14% AO	1 1%	154 14% AQ	24 9%	21 12%	22 8%	10 7%	26 11%	17 10%	20 8%	10 6%	4 2%	107 8% c	50 10% c	49 7%	128 9% Af	20 7%	125 10% Af
4 (4)	214 11% OQ	160 11%	52 11%	36 10%	79 11%	45 10%	17 8%	104 11%	19 8%	120 13% AI	86 11%	28 11%	49 10%	57 13%	17 6%	75 12% O	1 1%	164 15% AQ	35 13%	17 10%	34 12%	12 8%	29 12%	14 9%	24 10%	17 10%	12 7%	142 11%	57 11%	70 10%	157 11%	28 9%	141 11%
5 (5)	402 20% FGJKLMNOP QRtI	301 20%	101 21%	80 22% F	154 21% F	67 15%	30 14%	181 18%	19 7%	153 16% I	118 16%	38 15%	60 12%	44 10%	30 11%	96 15%	- -	185 17% Q	47 18%	36 21%	57 21%	31 22%	47 19%	29 18%	44 17%	35 21%	24 14%	260 21%	101 20%	127 17%	262 19%	49 16%	225 18%
6 (6)	264 13% HILNPQRe	209 14%	54 11%	46 13%	94 13%	69 16%	30 14%	103 10%	29 11%	98 10%	100 13% L	16 6%	65 13% N	24 5%	35 13% P	52 8%	6 5%	100 9%	32 12%	23 13%	39 14%	14 10%	33 14%	21 13%	34 14%	29 17%	32 19% Ae	175 14% e	49 10%	110 15% A	193 14%	39 13%	165 13%
7 (7)	232 12% HILNPRVb	176 12%	57 11%	33 9%	84 12%	59 14%	37 18% AH	88 9%	50 20% AJ	70 8%	111 15% AL	17 7%	85 17% AN	25 6%	50 18% AP	40 6%	19 16% R	68 6%	31 12%	18 10%	32 12%	8 6%	21 9%	22 13%	46 18% Ab	11 7%	28 16% Ae	151 12%	52 10%	88 12%	169 12%	48 16% Afgj	149 12%
8 (8)	171 8% DHILNPRT	136 9%	35 7%	20 6%	73 10% D	43 10% D	33 16% AH	62 6%	61 24% AJ	46 5%	103 14% AL	12 5%	94 19% AN	23 5%	64 23% AP	17 3%	38 32% AR	45 4%	26 10% T	6 4%	20 7%	13 9%	27 11%	11 7%	26 10%	16 9%	18 11%	114 9%	37 7%	84 12% Agi	122 9% i	45 15% Agj	94 8%
9 (9)	68 3% CHILNPR	58 4% AC	9 2%	11 3%	27 4%	21 5%	24 11% AH	21 2%	34 13% AJ	16 2%	45 6% AL	1 *	48 9% AN	- -	35 13% AP	3 *	38 32% AR	8 1%	13 5%	4 3%	7 3%	5 4%	11 4%	3 2%	7 3%	5 3%	6 3%	48 4%	14 3%	40 6% Agi	48 3%	25 8% Agj	35 3%
10 – (Complete trust) (10)	30 1% NPRi	27 2%	3 1%	4 1%	12 2%	11 3%	5 3%	13 1%	10 4% AJ	13 1%	15 2%	2 1%	18 4% AN	1 *	19 7% AP	1 *	17 14% AR	2 *	5 2%	1 1%	3 1%	2 2%	2 1%	2 1%	3 1%	4 2%	6 3%	18 1%	7 1%	8 1%	18 1%	12 4% Afgj	14 1%
Don't know	90 4% IJKMNOPQR UZdefgi	72 5%	18 4%	31 9% AEF	28 4%	13 3%	6 3%	35 4%	1 1%	6 1%	14 2%	6 3%	- -	1 *	3 1%	16 2%	- -	3 *	6 2%	5 3%	4 1%	5 3%	8 3%	5 3%	4 2%	7 4%	24 14% Ade	38 3% e	3 1%	17 2%	26 2%	8 3%	26 2%
Mean	4.77 CHILNPRTVei	4.91 AC	4.36	4.58	4.95 AD	5.12 AD	6.06 AH	4.12	6.53 AJ	3.83	5.40 AL	3.31	5.91 AN	3.03	6.66 AP	3.24	8.17 AR	3.58	4.97 T	4.24	4.69	4.31	4.89	4.39	5.05	4.71	5.66 Ade	4.92 Ae	4.19	5.05 Agi	4.81 i	5.93 Afgj	4.53
NET: High Trust	268 13% CDHILNPRTi	221 15% AC	47 10%	35 10%	112 15% AD	74 17% AD	62 30% AH	96 10%	105 42% AJ	75 8%	163 22% AL	15 6%	160 32% AN	24 5%	118 42% AP	22 3%	93 77% AR	55 5%	44 17% T	12 7%	30 11%	21 15%	40 17%	16 10%	36 14%	25 15%	30 17%	179 14%	58 11%	133 18% Agi	188 14% i	82 28% Afgj	143 11%
NET: 'Low Trust	762 38% BGIKMOQcfh	541 36%	217 44% AB	133 37%	256 35%	151 35%	45 21%	482 49% AG	49 19%	532 57% AI	240 32%	159 63% AK	134 27%	332 74% AM	42 15%	414 65% AO	3 3%	680 62% AQ	102 39%	79 46% A	112 41%	59 43%	93 38%	69 43%	86 34%	62 36%	34 20%	463 37% c	248 49% Acd	251 35% h	539 39% fh	73 24%	541 43% Afgh

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - Internet companies, such as search engines and social media

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
0 - (Do not trust at all) (0)	268 13% DFMU	145 15%	123 12%	28 9%	41 11%	35 9%	66 18% ADEF	97 17% ADEF	75 14%	71 13%	53 12%	68 14%	69 10%	81 15% M	69 15% M	48 14%	65 12%	56 12%	130 15%	17 11%	83 11%	37 13%	27 17% U	146 12%	106 16% AX
1 (1)	156 8% D	76 8%	80 8%	13 4%	23 6%	27 7%	29 8% D	65 11% ADE	48 9%	50 9%	28 6%	29 6%	46 7%	42 8%	37 8%	32 9%	33 6%	37 8%	80 9% T	6 4%	53 7%	27 10%	18 11%	97 8%	52 8%
2 (2)	176 9%	91 9%	86 8%	20 6%	29 8%	30 8%	36 9%	62 11% D	54 10%	49 9%	37 8%	37 8%	67 10%	42 8%	43 9%	25 7%	35 7%	38 8%	85 10%	18 12%	73 10%	22 8%	18 11%	112 9%	53 8%
3 (3)	239 12%	125 13%	114 11%	39 12%	36 10%	42 11%	44 12%	78 13%	74 14%	59 10%	54 12%	52 11%	81 12%	62 11%	54 12%	42 12%	64 12%	56 12%	103 12%	16 11%	95 12%	33 12%	18 11%	146 12%	72 11%
4 (4)	253 13% B	109 11%	144 14% AB	35 11%	50 14%	50 14%	39 10%	80 14%	68 13%	78 14%	56 13%	50 11%	85 13%	65 12%	59 13%	44 13%	61 12%	61 13%	114 13%	17 11%	95 12%	38 14%	22 14%	155 13%	77 12%
5 (5)	358 18% HR	182 18%	177 17%	62 19%	75 21% H	77 21% H	60 16%	84 14%	101 19%	92 16%	84 19%	81 17%	128 19%	91 17%	85 18%	54 16%	92 18%	67 14%	172 19% R	28 18%	144 19%	50 18%	25 16%	219 18%	105 16%
6 (6)	197 10% IW	97 10%	100 10%	35 11%	34 9%	31 9%	39 10%	57 10%	39 7%	57 10%	52 12% I	49 10%	67 10%	60 11%	41 9%	29 9%	44 8%	48 10%	88 10%	17 11%	72 9% W	29 10% W	7 4%	108 9%	70 11%
7 (7)	156 8% HY	73 7%	83 8%	36 11% AH	26 7%	33 9% H	30 8%	30 5%	39 7%	46 8%	35 8%	36 8%	59 9%	44 8%	26 6%	27 8%	39 7%	45 10%	60 7%	12 8%	68 9%	23 8%	11 6%	102 8%	39 6%
8 (8)	72 4%	37 4%	35 3%	16 5%	16 4%	13 3%	10 3%	18 3%	13 2%	26 5% I	15 3%	19 4%	26 4%	19 4%	14 3%	13 4%	20 4%	16 3%	29 3%	7 5%	25 3%	6 2%	5 3%	36 3%	27 4%
9 (9)	34 2% S	16 2%	18 2%	7 2%	5 1%	6 2%	8 2%	8 1%	7 1%	6 1%	10 2%	12 2%	14 2%	8 2%	7 2%	4 1%	17 3% ARS	5 1%	9 1%	3 2%	15 2%	2 1%	2 1%	19 2%	12 2%
10 – (Complete trust) (10)	15 1% S	5 1%	10 1%	5 2% H	3 1%	2 1%	3 1%	1 *	5 1%	5 1%	2 1%	3 1%	3 1%	7 1%	4 1%	1 *	7 1% S	5 1% S	2 *	1 1%	7 1%	1 *	- -	8 1%	7 1%
Don't know	94 5% HIS	44 4%	50 5%	27 8% AGH	24 7% GH	23 6% H	12 3% H	8 1%	10 2%	25 4% I	22 5% I	38 8% AIJ	29 4%	18 3%	24 5%	23 7% N	44 8% AS	27 6% S	14 2%	9 6% S	34 4%	8 3%	9 5%	51 4%	25 4%
Mean	3.81 HISW	3.73	3.90	4.47 AEFGH	4.01 GH	4.04 GH	3.62	3.35	3.59	3.84	3.97 I	3.89	4.01 AOP	3.83	3.62	3.66	4.03 AS	3.88	3.62	4.08 S	3.98 AW	3.68	3.25	3.81	3.71
NET: High Trust	122 6% SV	59 6%	63 6%	28 9% AH	24 7%	21 6%	21 6%	27 5%	25 5%	37 7%	27 6%	33 7%	44 6%	35 6%	25 5%	18 5%	44 9% AS	26 6%	40 4%	11 7%	47 6%	9 3%	7 4%	63 5%	47 7%
NET: 'Low Trust	1092 54% DEQ	546 55%	546 54%	134 42%	178 49%	184 50% D	213 57% DE	383 65% ADEFG	319 60% AKL	307 55%	229 51%	237 50%	348 52%	291 54%	261 57%	191 56%	257 49%	248 54%	512 58% AQT	74 49%	398 52%	155 57%	103 64% AU	657 55%	359 56%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q9. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust. - Internet companies, such as search engines and social media

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies															
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data													
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes		
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
0 - (Do not trust at all) (0)	268	177	89	41	75	62	11	199	15	216	76	69	42	145	11	189	-	268	31	32	23	28	29	31	30	27	10	141	110	79	187	17	204
	13%	12%	18%	11%	10%	14%	5%	20%	6%	23%	10%	27%	8%	32%	4%	30%	-	25%	12%	19%	8%	21%	12%	19%	12%	16%	6%	11%	22%	11%	14%	6%	16%
	BEGIKMOQUcdfh		AB					AG		Ai		AK		AM		AO		AQ		A		AU		A				c	Acd	h	fh		Afgh
1 (1)	156	100	55	25	40	36	12	101	10	107	50	29	31	63	8	93	-	156	10	17	32	12	17	18	15	15	4	89	61	56	114	10	119
	8%	7%	11%	7%	6%	8%	6%	10%	4%	11%	7%	12%	6%	14%	3%	15%	-	14%	4%	10%	12%	9%	7%	11%	6%	9%	2%	7%	12%	8%	8%	3%	10%
	BEIOQSch		AB					AG		Ai		AK		AM		AO		AQ		S	A							c	Acd	h	h		Agh
2 (2)	176	125	51	36	67	22	10	107	15	114	53	36	30	62	9	92	-	176	23	15	24	14	26	14	20	17	12	110	49	68	134	19	118
	9%	8%	10%	10%	9%	5%	5%	11%	6%	12%	7%	14%	6%	14%	3%	14%	-	16%	9%	9%	9%	10%	11%	9%	8%	10%	7%	9%	10%	9%	10%	6%	9%
	FGKMOQ			F	F			AG		Ai		AK		AM		AO		AQ													Ah		
3 (3)	239	174	65	38	79	57	17	138	22	147	93	31	41	78	13	100	-	239	37	30	36	14	26	23	27	19	11	152	71	82	186	33	169
	12%	11%	13%	11%	11%	13%	8%	14%	9%	16%	12%	12%	8%	17%	5%	16%	-	22%	14%	18%	13%	10%	11%	14%	11%	11%	6%	12%	14%	11%	14%	11%	14%
	MOQc							AG		Ai				AM		AO		AQ		A								c	c		Af		Af
4 (4)	253	203	47	57	91	55	21	116	27	121	89	33	50	46	20	63	-	253	34	23	35	10	42	12	34	23	25	158	67	90	185	37	172
	13%	13%	10%	16%	13%	13%	10%	12%	11%	13%	12%	13%	10%	10%	7%	10%	-	23%	13%	13%	13%	7%	17%	8%	13%	14%	14%	12%	13%	12%	13%	12%	14%
	CMOPQ	C		A														AQ					AY										A
5 (5)	358	288	70	64	148	77	28	149	35	111	117	26	79	30	38	59	-	-	41	27	53	25	42	34	37	29	32	239	70	126	214	51	188
	18%	19%	14%	18%	20%	18%	13%	15%	14%	12%	16%	10%	16%	7%	14%	9%	-	-	16%	16%	19%	18%	17%	21%	15%	17%	19%	19%	14%	17%	16%	17%	15%
	CHILNPQRwgj	AC			A						L		N															e					
6 (6)	197	151	46	27	82	43	33	59	29	46	91	12	70	11	42	17	-	-	27	11	35	15	28	8	31	11	18	147	31	83	144	44	107
	10%	10%	9%	8%	11%	10%	16%	6%	12%	5%	12%	5%	14%	2%	15%	3%	-	-	10%	6%	13%	11%	11%	5%	12%	6%	11%	12%	6%	11%	10%	15%	9%
	HILNPQRYei						AH		J		AL		AN		AP								Y		b		e	Ae		i	i	Agj	
7 (7)	156	127	28	27	62	38	29	43	36	38	85	7	66	11	53	4	-	-	31	7	22	3	17	12	23	12	22	108	23	61	105	35	86
	8%	8%	6%	8%	8%	9%	14%	4%	14%	4%	11%	3%	13%	2%	19%	1%	-	-	12%	4%	8%	2%	7%	7%	9%	7%	13%	9%	23%	8%	8%	12%	7%
	HILNPQRVe						AH		AJ		AL		AN		AP				AT		V						Ae	e				Afgj	
8 (8)	72	55	17	5	31	19	21	23	34	16	47	2	55	1	43	6	72	-	12	2	2	5	6	3	23	3	9	46	17	34	47	22	41
	4%	4%	3%	2%	4%	4%	10%	2%	13%	2%	6%	1%	11%	*	16%	1%	59%	-	5%	1%	1%	4%	2%	2%	9%	2%	5%	4%	3%	5%	3%	7%	3%
	DHILNPRU				D	D	AH		AJ		AL		AN		AP		AR					U			Ab					gj		Agj	
9 (9)	34	30	5	4	18	7	15	9	18	8	24	-	27	1	27	-	34	-	6	3	4	2	2	1	6	3	2	26	4	23	27	17	15
	2%	2%	1%	1%	2%	2%	7%	1%	7%	1%	3%	-	5%	*	10%	-	28%	-	2%	1%	1%	2%	1%	1%	3%	2%	1%	2%	1%	3%	2%	6%	1%
	HILNPRi						AH		AJ		AL		AN		AP		AR													Agj	i	Afgj	
10 – (Complete trust) (10)	15	14	-	1	7	6	6	5	10	5	12	1	14	-	12	-	15	-	2	-	4	-	1	1	1	2	3	10	2	4	5	5	5
	1%	1%	-	*	1%	1%	3%	1%	4%	1%	2%	1%	3%	-	4%	-	13%	-	1%	-	2%	-	*	1%	*	1%	2%	1%	*	1%	*	2%	*
	CNPRgj	C					AH		AJ		A		AN		AP		AR															fgj	
Don't know	94	74	21	32	29	13	5	36	2	6	12	6	1	3	3	17	-	-	7	6	5	8	8	5	3	7	25	40	4	20	28	8	24
	5%	5%	4%	9%	4%	3%	2%	4%	1%	1%	2%	2%	*	1%	1%	3%	-	-	3%	3%	2%	6%	3%	3%	1%	4%	14%	3%	1%	1%	2%	3%	2%
	HIJKLMNOPQRUZdefgj			AEF																		U					Ade	e					
Mean	3.81	3.99	3.26	3.70	4.17	3.93	5.28	3.06	5.37	2.81	4.38	2.45	4.98	2.04	6.03	2.09	8.53	2.05	4.17	3.11	3.88	3.27	3.74	3.25	4.27	3.51	4.76	4.02	3.02	4.07	3.73	4.94	3.47
	CHILNPRTVYegj	AC			AD		AH		AJ		AL		AN		AP		AR		AT		V				Ab		Ade	Ae		Agj	i	Afgj	
NET: High Trust	122	99	22	11	56	32	42	38	62	29	82	3	95	2	82	6	122	-	20	5	10	8	9	6	30	8	14	82	23	62	80	44	60
	6%	7%	4%	3%	8%	7%	20%	4%	24%	3%	11%	1%	19%	1%	29%	1%	100%	-	8%	3%	4%	5%	3%	4%	12%	5%	8%	6%	4%	8%	6%	15%	5%
	DHILNPRi				AD	D	AH		AJ		AL		AN		AP		AR		T						Ab					Agj	i	Afgj	
NET: 'Low Trust	1092	780	307	197	352	231	72	662	89	705	361	198	193	394	61	537	-	1092	135	118	150	80	140	98	126	102	61	650	360	375	805	117	782
	54%	51%	62%	55%	48%	53%	34%	67%	35%	75%	48%	79%	38%	87%	22%	84%	-	100%	52%	68%	55%	58%	58%	61%	50%	60%	36%	51%	70%	52%	58%	39%	63%
	BEGIKMOQcdh		AB	E				AG		AI		AK		AM		AO		AQ		AS						Z		c	Acd	h	Afh		Afgh

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q10. Why do you say you have a low level of trust in… to use your personal data appropriately? - Summary table

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in [INSERT INSTITUTION]

	The British government	Your local authority	The Office for National Statistics (ONS)	Your GP surgery	The NHS	Academic researchers and universities	Charitable organisations	The media / the press	Insurance companies	The police	Telecommunications companies, such as mobile phone companies	Banks	Supermarkets	Online retailers, for example, Amazon, Asos and play.com	Internet companies, such as search engines and social media
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
Unweighted base	1260	106	67	36	36	809	124	351	243	59	223	152	153	136	1460
Weighted base	1258	108	70	38	36	808	127	353	249	58	219	156	151	135	1450
I don't trust them at all	635 50% BCDEFGIJKLMNO	33 31% CDFGMN	8 12% *	5 14% *	5 14% *	132 16%	22 18%	204 58% ABCDEFGIJKLMNO	78 31% CDEFGMN	19 32% CDFGMN*	51 23% FN	57 36% CDEFGKMN	26 17%	19 14%	498 34% CDEFGKMN
They might lose my data by accident	617 49% CDFGHIKMNO	48 44% DGHI	25 36% *	9 23% *	15 41% *	339 42% DGHI	39 31%	95 27%	77 31%	21 36% *	76 35% H	68 44% DGHI	59 39% H	54 40% H	572 39% DHI
They might lose my data to hackers	653 52% DEGHIJ	48 45% J	30 43% J*	10 27% *	13 35% *	396 49% DGHJ	50 39% J	140 40% J	109 44% J	13 23% *	114 52% DGHJ	75 48% DJ	67 44% J	94 70% ABCDEFGHIJKLM	924 64% ABCDEFGHIJKLM
I don't think they will use the data for my personal benefit	671 53% CDEFGJ	49 46% D	23 32% *	8 20% *	12 33% *	336 42% D	52 41% D	195 55% CDEFGJ	140 56% CDEFGJ	20 35% *	140 64% ABCDEFGHJLMO	82 53% CDEFJ	76 50% CDJ	83 61% BCDEFGJ	800 55% CDEFGJ
I don't think they would have the skills to use my data appropriately	389 31% CFIKLNO	36 34% CFIKLNO	12 17% *	9 24% *	11 30% F*	137 17%	40 31% CFIKLNO	95 27% FILNO	46 18%	15 25% *	44 20%	27 17%	46 30% CFIKLNO	22 16%	295 20% F
I think they will use my data for other purposes they won't tell me about	768 61% BCDEFGHJL	46 43% D	32 46% D*	7 18% *	12 33% *	399 49% D	59 46% D	188 53% DE	152 61% BCDEFG	28 48% D*	142 65% BCDEFGHJL	82 53% DE	109 72% ABCDEFGHJL	89 66% BCDEFGHJL	935 65% ABCDEFGHJL
I don't trust them to keep accurate records about me	602 48% CDFGIKLMNO	50 47% CDFGIKLMN	10 15% *	8 22% *	14 39% C*	233 29% C	38 30% C	165 47% CDFGIKLMNO	87 35% C	24 42% CDF*	66 30% C	49 31% C	48 32% C	43 32% C	561 39% CDFK
I don't think I would be able to change/delete my data if it is wrong	532 42% BCDFGHIKLMO	31 29%	20 28% *	5 13% *	10 27% *	271 33% D	32 25%	122 35% D	84 34% D	21 37% D*	64 29% D	45 29% D	51 34% D	50 37% DG	545 38% DFGKL
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	503 40% BCDEFGHKLMNO	29 27% CGKMN	8 12% *	6 15% *	8 21% G*	177 22% GM	10 8%	110 31% CFGKMN	109 44% BCDEFGHKLMNO	22 38% CDFGKMN*	38 17% G	41 27% CGKMN	19 13%	22 17% G	393 27% CFGKMN
Other reason	34 3%	3 3%	3 4% *	5 13% ABFHIKLMO*	2 5% *	24 3%	13 10% ABFHIKMO	12 3%	7 3%	2 3% *	6 3%	6 4%	2 2%	6 5%	54 4%
Don't know	41 3% K	2 1%	7 11% ABHIKLMNO*	8 21% ABFGHIJKLMNO*	2 6% K*	72 9% ABHIKLMNO	10 8% ABHIKLMNO	6 2%	6 2%	3 5% K*	2 1%	3 2%	4 3%	2 2%	46 3% K

Overlap formulae used

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

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

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10a. Why do you say you have a low level of trust in The British government to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in The British government

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1260	650	610	172	214	241	244	389	364	356	237	303	444	334	282	200	321	271	569	99	470	164	113	747	423
Weighted base	1258	642	616	174	212	239	244	388	328	340	281	310	445	330	282	201	332	276	548	102	464	166	110	740	431
I think they will use my data for other purposes they won't tell me about	768 61% DFLQT	400 62%	367 60%	89 51%	119 56%	128 54%	156 64% DF	275 71% ADEF	214 65% AL	211 62%	173 62%	169 55%	259 58%	212 64%	171 61%	126 63%	184 55%	173 63% T	359 66% AQT	51 50% *	273 59%	100 60%	73 67%	446 60%	274 63%
I don't think they will use the data for my personal benefit	671 53% DELQU	357 56%	314 51%	71 41%	98 46%	117 49%	140 57% DE	245 63% ADEF	186 57% L	178 52%	162 58% L	145 47%	231 52%	173 53%	154 54%	112 56%	161 48%	159 58% QT	307 56% QT	45 44% *	228 49%	98 59% U	65 60% U	391 53%	241 56%
They might lose my data to hackers	653 52% DTW	333 52%	320 52%	63 36%	105 49% D	118 49% D	138 56% D	229 59% ADEF	180 55%	162 48%	160 57% J	151 49%	239 54%	165 50%	139 49%	110 55%	161 49%	152 55% T	298 54% T	42 41% *	229 49%	92 55% W	47 43%	368 50%	242 56% AX
I don't trust them at all	635 50% CDEUX	361 56% AC	274 45%	64 37%	92 43%	116 48% D	141 58% ADEF	222 57% ADEF	154 47%	171 50%	147 52%	163 53%	216 48%	159 48%	149 53%	112 56%	177 53%	141 51%	269 49%	47 47% *	212 46%	84 51%	60 55%	356 48%	247 57% AX
They might lose my data by accident	617 49% DELQ	330 51%	287 47%	51 30%	90 42% D	126 53% DE	129 53% DE	221 57% ADE	186 57% AJL	165 49% L	141 50% L	125 40%	215 48%	168 51%	139 49%	94 47%	144 43%	147 53% QT	286 52% AQT	41 40% *	224 48%	83 50%	55 50%	363 49%	224 52%
I don't trust them to keep accurate records about me	602 48% CDELU	337 52% AC	265 43%	46 26%	85 40% D	104 43% D	137 56% ADEF	231 59% ADEF	166 51% L	165 48%	145 52% L	127 41%	213 48%	150 45%	136 48%	102 51%	148 45%	136 49%	273 50%	45 44% *	202 44%	84 50%	55 50%	341 46%	232 54% AX
I don't think I would be able to change/delete my data if it is wrong	532 42% DLQTU	276 43%	256 41%	40 23%	77 36% D	96 40% D	103 42% D	215 55% ADEFG	161 49% AJL	131 39%	128 46% L	112 36%	188 42%	136 41%	121 43%	86 43%	118 35%	113 41%	269 49% AQRT	32 32% *	174 38%	73 44%	58 53% AU	305 41%	205 48% AX
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	503 40% CDET	287 45% AC	216 35%	53 31%	67 31%	91 38%	105 43% DE	186 48% ADEF	123 38%	144 42%	119 42%	117 38%	191 43%	127 39%	104 37%	80 40%	127 38%	111 40% T	235 43% T	29 29% *	173 37%	67 40%	46 42%	287 39%	187 43%
I don't think they would have the skills to use my data appropriately	389 31% CDL	227 35% AC	162 26%	29 16%	58 27% D	76 32% D	85 35% D	141 36% ADE	119 36% AL	106 31% L	90 32% L	73 24%	123 28%	106 32%	91 32%	69 34%	95 29%	85 31%	186 34% AT	22 22% *	140 30%	56 34%	40 36%	236 32%	137 32%
Other reason	34 3%	23 4%	11 2%	3 2%	6 3%	9 4%	10 4%	7 2%	9 3%	10 3%	8 3%	8 2%	11 3%	10 3%	11 4%	2 1%	10 3%	5 2%	17 3%	3 3% *	14 3%	3 2%	3 3%	20 3%	14 3%
Don't know	41 3% BHO	14 2%	27 4% AB	13 7% AGH	10 5% H	9 4%	4 2%	6 1%	6 2%	12 4%	7 3%	15 5% I	17 4% O	17 5% AO	3 1%	4 2%	13 4%	9 3%	14 3%	5 5% *	17 4%	2 1%	2 2%	21 3%	17 4%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10a. Why do you say you have a low level of trust in The British government to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in The British government

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1260	928	327	217	447	264	19	855	-	931	367	214	196	403	116	497	32	835	154	131	161	95	132	118	153	119	75	795	356	428	859	159	869
Weighted base	1258	929	325	219	444	265	18	862	-	934	367	216	196	405	121	497	34	832	154	131	159	95	130	119	151	121	77	797	351	430	856	159	869
I think they will use my data for other purposes they won't tell me about	768 61% Ecdh	553 60%	213 65%	140 64% E	244 55%	170 64% E	9 48% **	554 64% A	- -	610 65% A	258 70% AL	133 62%	140 72% A	261 64%	76 63%	332 67% A	19 56% *	556 67% A	88 57%	80 61%	93 58%	68 72% AU*	85 66%	84 71% A	90 59%	85 70% A	35 45% *	460 58% c	269 77% Acd	270 63% h	578 68% Afh	79 50%	598 69% Afh
I don't think they will use the data for my personal benefit	671 53% Ecdh	481 52%	189 58% A	123 56% E	202 45%	155 58% E	4 21% **	493 57% A	- -	541 58% A	225 61% A	120 55%	114 58%	231 57%	66 54%	280 56%	17 49% *	482 58% A	74 48%	66 51%	76 48%	57 60% *	79 61%	75 64% A	83 55%	84 69% AZ	28 36% *	396 50% c	244 69% Acd	230 53% h	500 58% Afh	61 38%	530 61% Afgh
They might lose my data to hackers	653 52% Ucd	468 50%	183 56%	107 49%	215 48%	145 55%	7 39% **	465 54% A	- -	508 54% A	197 54%	125 58%	96 49%	231 57% A	64 53%	274 55%	19 56% *	458 55% A	81 53%	66 51%	68 43%	60 63% AU*	67 52%	67 56%	87 58%	73 60%	29 37% *	383 48%	238 68% Acd	215 50%	490 57% Afh	74 46%	492 57% Afh
I don't trust them at all	635 50% Ed	466 50%	167 51%	110 50%	206 46%	150 56% AE	1 5% **	537 62% A	- -	559 60% A	193 53%	130 60% A	105 54%	239 59% A	68 57%	271 54% A	22 65% *	443 53% A	71 46%	76 58%	69 43%	59 62% AU*	55 42%	69 58% X	79 53%	61 50%	32 42% *	378 47%	217 62% Acd	214 50%	436 51%	74 47%	481 55% Afgh
They might lose my data by accident	617 49% BEUcd	433 47%	183 56% AB	107 49%	185 42%	141 53% E	6 34% **	442 51% A	- -	481 52% A	185 50%	112 52%	97 49%	211 52%	51 42%	257 52%	16 48% *	438 53% A	79 52%	67 51%	65 41%	54 57% U*	66 51%	64 54%	75 49%	72 59% A	27 35% *	352 44%	234 67% Acd	213 50%	474 55% Afh	75 48%	472 54% Af
I don't trust them to keep accurate records about me	602 48% EUcd	430 46%	170 52%	107 49%	183 41%	140 53% E	6 34% **	446 52% A	- -	486 52% A	177 48%	122 56% A	90 46%	227 56% AM	56 46%	263 53% A	18 52% *	434 52% A	73 47%	61 47%	62 39%	56 59% AU*	64 49%	66 55%	76 50%	69 57% A	23 30% *	351 44% c	224 64% Acd	199 46%	450 53% Afh	68 43%	457 53% Afh
I don't think I would be able to change/delete my data if it is wrong	532 42% Ecdh	380 41%	151 46%	92 42%	156 35%	132 50% AE	8 43% **	375 43%	- -	419 45% A	162 44%	93 43%	88 45%	190 47% A	44 36%	233 47% AO	9 27% *	399 48% AQ	74 48%	52 40%	65 41%	53 55% AU*	55 42%	52 44%	68 45%	60 50%	19 25% *	299 38% c	212 60% Acd	189 44% h	411 48% Afh	55 35%	415 48% Ah
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	503 40% Ecd	367 40%	133 41%	88 40%	148 33%	131 50% ADE	8 43% **	371 43% A	- -	412 44% A	158 43%	100 46% A	87 44%	185 46% A	41 34%	219 44% A	14 40% *	358 43% A	63 41%	54 41%	52 33%	55 57% AU*	51 39%	50 42%	60 40%	55 46%	20 26% *	284 36%	197 56% Acd	158 37%	362 42% Afh	55 35%	392 45% Afgh
I don't think they would have the skills to use my data appropriately	389 31% EQUcd	276 30%	112 34%	71 32%	118 27%	87 33%	4 24% **	306 36% A	- -	334 36% A	109 30%	82 38% AK	62 32%	157 39% A	29 24%	181 36% AO	5 14% *	290 35% AQ	42 27%	37 28%	33 21%	46 49% AU*	37 28%	43 36%	60 40% A	46 38%	13 17% *	217 27%	158 45% Acd	131 31%	291 34% A	49 31%	307 35% Af
Other reason	34 3%	24 3%	11 3%	5 2%	12 3%	7 3%	- - **	30 3% A	- -	30 3%	12 3%	9 4%	4 2%	14 3%	1 1%	18 4%	1 2% *	24 3%	4 2%	4 3%	3 2%	7 7% AU*	3 2%	3 2%	3 2%	1 1%	- - *	20 2%	14 4%	8 2%	23 3%	2 1%	28 3%
Don't know	41 3% HJKRXdefgl	31 3%	8 2%	7 3%	15 3%	9 3%	2 10% **	13 1%	- -	17 2%	7 2%	8 4%	2 1%	14 4%	2 2%	15 3%	- - *	21 3%	4 3%	2 1%	4 3%	- - *	- -	1 1%	3 2%	5 4%	2 2% *	16 2%	3 1%	5 1%	13 2% i	3 2%	8 1%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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GB adults 16-75
Public
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Q10b. Why do you say you have a low level of trust in Your local authority to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Your local authority

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	106	48	58	8	25	20	26	27	31	25	17	33	30	35	18	23	26	22	53	5	45	10	10	65	37
Weighted base	108	49	58	8	25	20	26	28	28	24	21	35	33	34	19	22	26	23	52	6	46	10	10	65	38
I don't trust them to keep accurate records about me	50 47% CL	30 62% AC*	20 34% *	4 51% **	7 29% **	7 36% **	15 56% **	17 60% **	14 49% *	12 52% **	13 64% **	11 31% *	13 40% **	15 45% *	8 44% **	13 61% **	12 48% **	10 42% **	25 49% *	2 40% **	21 45% *	3 27% **	7 73% **	31 47% *	18 47% *
I don't think they will use the data for my personal benefit	49 46% C	29 59% AC*	20 35% *	4 48% **	5 21% **	9 43% **	14 53% **	17 61% **	13 45% *	11 47% **	11 52% **	14 41% *	14 42% **	15 44% *	8 44% **	12 55% **	12 47% **	7 31% **	27 52% *	3 45% **	20 43% *	6 63% **	5 55% **	31 48% *	17 44% *
They might lose my data to hackers	48 45%	25 51% *	23 40% *	2 24% **	6 24% **	11 55% **	15 55% **	15 52% **	14 48% *	10 43% **	14 65% **	10 30% *	12 36% **	17 50% *	10 51% **	10 44% **	9 33% **	11 49% **	25 47% *	3 57% **	17 38% *	4 43% **	6 66% **	28 43% *	19 51% *
They might lose my data by accident	48 44% L	23 46% *	25 43% *	3 37% **	7 28% **	8 40% **	15 56% **	15 52% **	15 52% L*	16 67% **	9 42% **	8 24% *	10 30% **	19 55% *	8 44% **	11 49% **	9 33% **	10 41% **	26 50% *	3 57% **	20 43% *	6 61% **	3 26% **	28 44% *	19 51% *
I think they will use my data for other purposes they won't tell me about	46 43%	25 50% *	21 36% *	2 24% **	9 38% **	8 38% **	13 50% **	14 48% **	9 32% *	15 64% **	10 46% **	12 34% *	10 30% **	18 52% *	6 31% **	12 58% **	11 42% **	7 32% **	25 47% *	3 45% **	20 44% *	6 55% **	4 42% **	30 45% *	15 40% *
I don't think they would have the skills to use my data appropriately	36 34%	17 35% *	19 33% *	2 24% **	6 25% **	5 23% **	13 50% **	10 36% **	9 31% *	10 40% **	7 35% **	11 31% *	13 41% **	11 31% *	4 23% **	8 36% **	9 35% **	9 36% **	17 33% *	1 22% **	15 33% *	4 41% **	5 57% **	25 38% *	10 27% *
I don't trust them at all	33 31%	19 39% *	14 24% *	4 52% **	5 20% **	4 19% **	8 31% **	12 44% **	7 25% *	5 23% **	9 41% **	12 35% *	8 25% **	8 24% *	7 39% **	10 45% **	9 36% **	5 24% **	15 28% *	4 64% **	13 29% *	3 29% **	4 46% **	21 32% *	11 28% *
I don't think I would be able to change/delete my data if it is wrong	31 29%	12 25% *	19 32% *	2 26% **	4 16% **	6 28% **	7 28% **	12 43% **	10 35% *	9 37% **	6 29% **	6 19% *	8 24% **	12 36% *	6 31% **	5 23% **	5 19% **	7 32% **	16 31% *	3 45% **	11 24% *	4 43% **	3 35% **	19 28% *	13 33% *
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	29 27% I	15 30% *	15 25% *	5 59% **	2 9% **	3 14% **	10 38% **	10 35% **	3 10% *	8 35% **	9 41% **	10 28% *	7 22% **	7 20% *	7 35% **	9 41% **	8 30% **	4 19% **	16 31% *	1 22% **	11 24% *	2 23% **	2 21% **	15 24% *	12 32% *
Other reason	3 3%	1 2% *	2 3% *	1 11% **	1 3% **	- - **	1 4% **	- - **	- - *	- - **	- - **	3 8% *	- - **	1 3% *	- - **	2 8% **	1 4% **	- - **	2 3% *	- - **	1 3% *	- - **	- - **	1 2% *	1 2% *
Don't know	2 1%	1 2% *	1 1% *	- - **	1 3% **	- - **	1 3% **	- - **	- - *	- - **	- - **	2 4% *	- - **	2 5% *	- - **	- - **	1 3% **	1 3% **	- - *	- - **	- - *	- - **	- - **	- - *	2 4% *

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q10b. Why do you say you have a low level of trust in Your local authority to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Your local authority

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																		
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data																
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	106	88	18	20	43	25	11	53	15	44	47	9	33	9	22	19	7	55	15	12	12	11	15	5	13	5	10	70	24	43	79	17	65
Weighted base	108	90	18	20	44	25	11	55	16	46	47	9	34	9	23	18	8	55	14	13	12	11	16	5	13	5	11	72	24	44	79	17	65
I don't trust them to keep accurate records about me	50 47% *	42 47% *	8 46% **	9 43% **	24 54% *	9 37% **	1 11% **	26 47% *	5 34% **	22 49% *	25 52% *	5 49% **	17 49% *	4 46% **	13 55% **	10 53% **	3 42% **	24 45% *	5 34% **	8 66% **	6 53% **	5 45% **	6 40% **	3 59% **	6 47% **	2 35% **	3 31% **	32 45% *	15 63% **	16 36% *	39 49% f*	8 48% **	32 48% *
I don't think they will use the data for my personal benefit	49 46% *	41 46% *	8 45% **	7 33% **	23 52% *	11 45% **	4 33% **	28 52% *	7 44% **	25 55% *	26 56% *	2 23% **	18 52% *	2 24% **	10 45% **	10 54% **	2 26% **	29 52% *	6 42% **	6 51% **	5 41% **	6 56% **	7 46% **	3 59% **	6 45% **	2 46% **	1 9% **	35 49% *	13 54% **	17 39% *	35 44% *	7 42% **	35 54% Ag*
They might lose my data to hackers	48 45% *	42 46% *	7 36% **	9 44% **	21 48% *	11 46% **	3 28% **	28 51% *	7 44% **	24 53% *	25 53% *	2 23% **	12 36% *	4 48% **	9 40% **	8 45% **	4 52% **	27 50% *	7 53% **	7 57% **	3 28% **	6 56% **	7 41% **	2 38% **	7 57% **	2 38% **	1 7% **	34 47% *	14 57% **	16 35% *	34 44% *	6 33% **	39 60% Afg*
They might lose my data by accident	48 44% *	39 44% *	9 48% **	10 51% **	19 42% *	10 40% **	3 27% **	28 51% *	7 43% **	23 50% *	21 45% *	4 42% **	14 41% *	4 44% **	7 29% **	6 35% **	2 25% **	29 53% *	4 32% **	5 40% **	6 50% **	4 39% **	8 52% **	3 59% **	7 55% **	3 61% **	3 24% **	36 50% *	10 41% **	15 35% *	38 48% f*	5 32% **	32 50% *
I think they will use my data for other purposes they won't tell me about	46 43% *	39 43% *	7 40% **	10 48% **	19 43% *	10 40% **	3 30% **	26 48% *	8 47% **	21 45% *	23 49% *	2 23% **	12 37% *	2 24% **	9 40% **	11 58% **	2 27% **	27 49% *	6 43% **	8 66% **	4 34% **	4 35% **	6 39% **	3 59% **	7 55% **	2 45% **	1 9% **	30 41% *	15 63% **	14 33% *	33 42% *	5 30% **	34 51% Afg*
I don't think they would have the skills to use my data appropriately	36 34% *	29 32% *	7 41% **	8 41% **	11 25% *	10 38% **	1 10% **	23 42% *	5 33% **	18 40% *	18 37% *	2 19% **	13 39% *	2 20% **	6 24% **	7 40% **	1 15% **	19 36% *	4 28% **	4 33% **	5 40% **	3 30% **	5 33% **	3 63% **	7 52% **	1 18% **	1 13% **	24 34% *	11 46% **	16 36% *	29 36% *	5 30% **	27 41% *
I don't trust them at all	33 31% *	27 30% *	6 35% **	8 38% **	14 32% *	5 20% **	1 12% **	21 38% *	6 35% **	17 36% *	15 32% *	3 37% **	12 35% *	2 24% **	6 27% **	8 43% **	4 59% **	15 27% *	4 32% **	3 24% **	1 7% **	4 37% **	5 29% **	1 19% **	4 31% **	1 18% **	4 34% **	24 33% *	6 25% **	15 35% *	27 34% *	6 37% **	22 33% *
I don't think I would be able to change/delete my data if it is wrong	31 29% f	25 28% *	6 34% **	6 28% **	11 25% *	8 34% **	2 19% **	19 34% *	2 15% **	17 37% *	17 35% *	2 23% **	9 27% *	2 24% **	2 10% **	8 45% **	1 16% **	20 36% *	4 26% **	4 33% **	3 24% **	3 26% **	5 33% **	1 21% **	4 33% **	1 18% **	2 17% **	21 29% *	9 37% **	7 16% *	27 34% f*	3 17% **	22 34% f*
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	29 27% *	25 28% *	4 22% **	6 31% **	12 28% *	7 28% **	- - **	18 33% *	3 21% **	16 35% *	13 28% *	- - **	12 34% *	2 24% **	6 28% **	7 37% **	2 26% **	15 28% *	3 19% **	5 39% **	3 24% **	4 39% **	5 32% **	2 38% **	3 24% **	1 16% **	- - **	23 32% *	6 27% **	9 20% *	25 31% f*	5 30% **	24 36% Af*
Other reason	3 3% *	2 2% *	1 6% **	- - **	1 2% *	1 3% **	- - **	2 3% *	1 7% **	2 4% *	2 4% *	1 8% **	1 3% *	- - **	1 4% **	1 4% **	1 11% **	2 4% *	1 6% **	1 6% **	- - **	- - **	- - **	- - **	1 9% **	- - **	- - **	1 1% *	2 8% **	1 2% *	1 1% *	- - **	3 4% *
Don't know	2 1% d	2 2% *	- - **	1 4% **	1 2% *	- - **	- - **	- - *	- - **	- - *	1 2% *	- - **	1 2% *	- - **	- - **	- - **	- - **	1 1% *	- - **	- - **	- - **	- - **	- - **	1 15% **	- - **	- - **	- - **	- - *	- - **	- - *	1 1% *	- - **	- - *

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10c. Why do you say you have a low level of trust in The Office for National Statistics (ONS) to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in The Office for National Statistics (ONS)

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/ONVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	67	29	38	16	11	11	9	20	16	19	18	14	25	20	11	11	21	12	29	5	26	10	3	39	21
Weighted base	70	30	40	17	11	11	9	21	14	18	23	14	26	20	12	12	24	13	28	5	26	10	3	39	23
I think they will use my data for other purposes they won't tell me about	32 46% *	16 55% **	16 39% *	6 35% **	4 37% **	7 63% **	3 35% **	12 55% **	7 49% **	9 48% **	10 44% **	6 45% **	14 56% **	8 39% **	4 33% **	6 50% **	8 32% **	8 63% **	15 54% **	1 23% **	13 51% **	3 36% **	2 66% **	19 49% *	11 48% **
They might lose my data to hackers	30 43% *	17 56% **	13 33% *	4 24% **	3 28% **	6 57% **	7 78% **	9 42% **	6 41% **	8 42% **	10 43% **	6 44% **	15 57% **	7 35% **	3 28% **	5 41% **	8 34% **	8 60% **	12 43% **	2 39% **	12 44% **	5 57% **	2 66% **	19 49% *	9 41% **
They might lose my data by accident	25 36% *	11 38% **	14 35% *	4 22% **	2 19% **	7 65% **	7 78% **	5 23% **	6 43% **	8 42% **	6 27% **	5 37% **	11 42% **	6 32% **	4 35% **	4 31% **	4 18% **	8 61% **	11 40% **	2 39% **	12 47% **	4 37% **	- - **	16 41% *	7 32% **
I don't think they will use the data for my personal benefit	23 32% *	12 42% **	10 25% *	6 33% **	1 9% **	4 35% **	1 13% **	11 51% **	6 43% **	4 20% **	9 38% **	4 29% **	13 50% **	3 16% **	3 25% **	3 28% **	7 28% **	7 54% **	6 20% **	3 65% **	10 38% **	2 26% **	2 67% **	15 38% *	6 25% **
I don't think I would be able to change/delete my data if it is wrong	20 28% *	11 36% **	9 23% *	2 14% **	3 28% **	5 45% **	4 45% **	5 24% **	6 42% **	6 31% **	5 22% **	3 22% **	7 29% **	4 22% **	4 36% **	4 31% **	5 23% **	6 51% **	7 25% **	1 16% **	7 25% **	3 29% **	1 33% **	10 27% *	8 33% **
I don't think they would have the skills to use my data appropriately	12 17% *	6 22% **	5 13% *	3 19% **	2 17% **	- - **	2 26% **	4 20% **	4 25% **	1 5% **	5 23% **	2 13% **	3 12% **	3 17% **	3 21% **	3 21% **	7 31% **	2 15% **	2 9% **	- - **	4 14% **	1 9% **	- - **	5 12% *	6 26% **
I don't trust them to keep accurate records about me	10 15% *	2 7% **	8 20% *	1 8% **	1 9% **	1 7% **	3 35% **	4 18% **	3 22% **	3 16% **	1 5% **	3 22% **	6 23% **	2 12% **	1 9% **	1 7% **	2 8% **	2 12% **	5 16% **	2 41% **	5 19% **	2 25% **	1 34% **	8 21% *	2 8% **
I don't trust them at all	8 12% *	4 14% **	4 11% *	1 8% **	1 9% **	1 11% **	1 12% **	4 18% **	2 16% **	2 11% **	2 10% **	2 14% **	5 18% **	3 14% **	1 8% **	- - **	- - **	1 12% **	6 21% **	1 19% **	4 15% **	2 16% **	1 33% **	7 17% *	2 8% **
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	8 12% *	4 12% **	5 11% *	3 15% **	- - **	3 25% **	- - **	3 13% **	4 25% **	3 15% **	- - **	2 14% **	3 11% **	3 13% **	1 8% **	2 15% **	- - **	2 14% **	4 16% **	2 38% **	5 17% **	1 9% **	1 34% **	7 17% *	1 3% **
Other reason	3 4% *	2 6% **	1 3% *	- - **	1 9% **	1 8% **	- - **	1 6% **	1 6% **	1 5% **	1 6% **	- - **	1 5% **	2 9% **	- - **	- - **	1 5% **	- - **	2 7% **	- - **	2 7% **	- - **	- - **	2 5% *	1 5% **
Don't know	7 11% *	- - **	7 18% A*	3 20% **	2 19% **	- - **	1 8% **	1 5% **	2 13% **	1 6% **	4 16% **	1 5% **	1 3% **	3 17% **	2 17% **	1 9% **	3 14% **	1 8% **	3 11% **	- - **	3 12% **	2 21% **	- - **	5 13% *	1 3% **

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10c. Why do you say you have a low level of trust in The Office for National Statistics (ONS) to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in The Office for National Statistics (ONS)

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	67	51	16	6	30	15	7	28	11	27	23	2	16	4	13	15	5	33	10	8	7	8	5	11	5	3	5	45	16	15	44	11	40
Weighted base	70	53	17	6	30	16	8	28	13	26	23	2	16	5	14	15	6	34	11	8	8	8	6	11	5	3	6	47	16	16	45	11	41
I think they will use my data for other purposes they won't tell me about	32 46% *	26 49% *	6 36% **	4 69% **	13 43% **	9 53% **	1 11% **	14 50% **	5 35% **	15 59% **	16 70% **	1 51% **	8 51% **	2 54% **	3 22% **	10 67% **	2 43% **	19 57% *	4 40% **	2 26% **	6 69% **	6 73% **	- - **	6 53% **	3 60% **	2 62% **	2 35% **	22 46% *	8 54% **	7 46% **	28 62% A*	4 36% **	25 61% A*
They might lose my data to hackers	30 43% B*	18 34% *	12 68% **	2 32% **	11 35% **	5 34% **	1 16% **	12 42% **	5 37% **	11 44% **	11 46% **	1 51% **	7 40% **	1 26% **	4 29% **	7 49% **	2 43% **	18 54% *	2 19% **	6 76% **	5 60% **	5 61% **	1 18% **	5 44% **	2 39% **	1 33% **	1 20% **	21 44% *	8 51% **	7 42% **	20 45% *	3 27% **	20 48% *
They might lose my data by accident	25 36% *	16 30% *	9 54% **	3 46% **	8 26% **	5 34% **	1 16% **	11 38% **	5 37% **	10 39% **	9 39% **	1 51% **	6 37% **	1 26% **	3 21% **	9 61% **	1 23% **	16 47% *	2 17% **	3 38% **	3 41% **	5 61% **	1 18% **	4 37% **	3 57% **	1 33% **	1 20% **	18 38% *	6 40% **	4 25% **	17 39% *	3 27% **	17 43% *
I don't think they will use the data for my personal benefit	23 32% *	18 34% *	5 29% **	2 34% **	12 41% **	3 20% **	1 15% **	9 31% **	5 37% **	9 35% **	9 38% **	1 51% **	5 28% **	2 54% **	4 29% **	8 52% **	2 43% **	13 39% *	7 68% **	1 17% **	2 27% **	4 49% **	1 21% **	5 44% **	- - **	- - **	2 35% **	16 35% *	4 27% **	6 40% **	21 47% A*	5 45% **	19 46% A*
I don't think I would be able to change/delete my data if it is wrong	20 28% *	15 28% *	5 29% **	- - **	11 35% **	4 26% **	- - **	10 36% **	2 19% **	8 32% **	11 46% **	- - **	6 38% **	- - **	4 31% **	6 40% **	2 43% **	11 33% *	2 23% **	2 31% **	2 26% **	6 77% **	- - **	2 16% **	2 39% **	1 33% **	1 15% **	11 23% *	8 50% **	6 37% **	16 35% *	3 30% **	14 33% *
I don't think they would have the skills to use my data appropriately	12 17% *	10 18% *	2 12% **	- - **	7 24% **	2 15% **	2 30% **	5 17% **	3 20% **	5 18% **	5 20% **	- - **	4 27% **	1 29% **	5 33% **	1 6% **	3 45% **	5 15% *	1 14% **	2 30% **	1 15% **	3 33% **	- - **	2 14% **	1 22% **	1 38% **	1 19% **	8 17% *	3 17% **	6 38% **	7 16% *	2 21% **	6 15% *
I don't trust them to keep accurate records about me	10 15% *	6 12% *	4 23% **	- - **	3 9% **	4 22% **	2 28% **	3 11% **	3 25% **	4 16% **	3 15% **	- - **	3 17% **	1 17% **	4 26% **	2 11% **	- - **	6 19% *	1 9% **	2 27% **	- - **	2 22% **	2 39% **	1 8% **	- - **	- - **	2 40% **	5 11% *	3 17% **	1 6% **	6 14% *	3 23% **	4 11% *
I don't trust them at all	8 12% d*	7 13% *	2 11% **	- - **	5 15% **	2 12% **	1 13% **	5 18% **	- - **	5 20% **	3 15% **	- - **	1 4% **	- - **	3 21% **	1 5% **	1 20% **	3 9% *	1 11% **	2 27% **	1 15% **	1 8% **	1 18% **	2 14% **	- - **	- - **	1 20% **	2 5% *	5 33% **	1 7% **	5 12% *	- - **	7 18% *
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	8 12% *	6 11% *	3 15% **	- - **	3 11% **	2 13% **	1 15% **	3 12% **	1 9% **	4 16% **	4 19% **	- - **	3 16% **	- - **	2 13% **	1 6% **	- - **	4 11% *	1 10% **	1 11% **	- - **	3 31% **	1 21% **	3 23% **	- - **	- - **	1 21% **	4 9% *	3 18% **	2 12% **	7 14% *	- - **	6 15% *
Other reason	3 4% B*	1 2% *	2 13% **	- - **	1 3% **	- - **	- - **	2 8% **	- - **	1 5% **	- - **	1 49% **	- - **	- - **	1 7% **	1 8% **	- - **	1 4% *	1 8% **	- - **	- - **	- - **	1 22% **	- - **	- - **	- - **	2 5% *	- - **	1 6% **	2 5% *	- - **	2 5% *
Don't know	7 11% Rgi*	6 12% *	1 6% **	- - **	5 17% **	1 6% **	1 15% **	2 6% **	4 28% **	2 6% **	1 5% **	- - **	3 16% **	- - **	3 23% **	- - **	1 13% **	1 3% *	- - **	- - **	- - **	- - **	1 21% **	3 29% **	- - **	- - **	1 25% **	6 13% *	- - **	- - **	1 2% *	1 7% **	2 4% *

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10d. Why do you say you have a low level of trust in Your GP surgery to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Your GP surgery

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/ONVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	36	18	18	11	8	7	7	3	12	10	7	7	14	10	7	5	9	9	17	1	17	2	-	19	12
Weighted base	38	17	20	12	9	7	7	3	11	10	9	8	14	11	7	5	10	10	17	1	16	2	-	19	13
They might lose my data to hackers	10	3	7	1	4	1	2	2	3	2	3	3	5	2	2	-	3	1	6	-	4	1	-	5	3
	27%	18%	34%	8%	42%	14%	33%	71%	25%	21%	28%	33%	38%	21%	30%	-	31%	13%	33%	-	24%	56%	-	28%	26%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
I don't think they would have the skills to use my data appropriately	9	6	3	-	3	4	2	-	6	2	-	1	4	3	1	1	1	-	8	-	5	-	-	5	3
	24%	32%	17%	-	39%	56%	27%	-	51%	21%	-	18%	28%	29%	12%	18%	10%	-	47%	-	28%	-	-	24%	24%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
They might lose my data by accident	9	4	4	2	1	3	1	2	5	3	1	-	5	2	1	1	1	3	4	1	6	-	-	6	2
	23%	25%	21%	16%	11%	38%	14%	72%	42%	27%	15%	-	34%	16%	13%	19%	10%	31%	23%	100%	39%	-	-	34%	18%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
I don't trust them to keep accurate records about me	8	5	3	2	2	1	2	1	4	3	1	-	5	2	1	-	2	1	5	-	5	-	-	5	3
	22%	29%	15%	19%	23%	14%	28%	28%	34%	32%	15%	-	34%	17%	18%	-	19%	13%	29%	-	31%	-	-	28%	23%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
I don't think they will use the data for my personal benefit	8	3	5	3	1	1	3	-	2	1	3	2	2	4	1	1	3	1	3	-	3	-	-	3	2
	20%	18%	22%	22%	16%	14%	38%	-	16%	10%	31%	27%	12%	34%	18%	18%	32%	13%	19%	-	19%	-	-	17%	13%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
I think they will use my data for other purposes they won't tell me about	7	3	4	2	1	2	2	-	3	2	1	1	3	1	3	-	2	1	4	-	4	-	-	4	3
	18%	19%	18%	19%	12%	28%	25%	-	26%	21%	15%	9%	19%	9%	44%	-	18%	13%	23%	-	25%	-	-	22%	22%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	6	3	3	1	1	1	2	1	4	2	-	-	3	1	1	1	2	-	4	-	4	-	-	4	2
	15%	16%	15%	8%	12%	14%	27%	28%	33%	21%	-	-	20%	9%	13%	18%	19%	-	22%	-	22%	-	-	20%	16%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
I don't trust them at all	5	4	1	1	2	-	2	-	1	1	1	2	1	2	-	2	2	2	1	-	1	-	-	1	2
	14%	22%	7%	9%	27%	-	26%	-	9%	10%	12%	27%	5%	21%	-	43%	21%	17%	8%	-	6%	-	-	5%	13%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
I don't think I would be able to change/delete my data if it is wrong	5	2	3	1	1	1	1	1	2	2	-	1	3	1	1	-	3	-	2	-	2	-	-	2	3
	13%	11%	14%	7%	12%	14%	14%	28%	17%	21%	-	11%	20%	9%	12%	-	28%	-	12%	-	11%	-	-	10%	23%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
Other reason	5	3	2	2	1	-	1	-	-	1	3	1	1	2	1	-	1	4	-	-	2	-	-	2	3
	13%	15%	12%	19%	16%	-	19%	-	-	11%	29%	18%	10%	20%	18%	-	13%	37%	-	-	14%	-	-	13%	21%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
Don't know	8	1	7	5	2	1	-	-	1	4	1	2	2	2	2	1	1	2	5	-	2	1	-	3	3
	21%	5%	34%	37%	21%	20%	-	-	8%	41%	15%	19%	17%	22%	27%	20%	14%	15%	29%	-	12%	44%	-	16%	20%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10d. Why do you say you have a low level of trust in Your GP surgery to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Your GP surgery

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	36	31	5	4	19	8	4	19	3	17	14	3	12	-	5	11	5	14	5	2	3	2	2	4	6	6	3	23	7	14	20	6	19
Weighted base	38	32	5	3	19	9	4	20	4	17	14	4	13	-	6	11	5	14	5	2	3	2	2	5	5	7	4	23	7	14	20	6	19
They might lose my data to hackers	10 27%	8 24% **	2 42% **	- - **	4 23% **	3 35% **	- - **	7 34% **	1 34% **	4 24% **	4 30% **	- - **	3 23% **	-	- - **	3 30% **	1 24% **	5 36% **	- - **	2 100% **	2 66% **	1 64% **	- - **	1 21% **	- - **	4 55% **	- - **	7 30% **	3 39% **	4 31% **	7 32% **	1 19% **	8 40% **
I don't think they would have the skills to use my data appropriately	9 24%	8 25% **	1 19% **	3 79% **	3 14% **	2 26% **	1 23% **	5 26% **	- - **	4 23% **	4 27% **	- - **	3 23% **	-	1 14% **	2 18% **	1 16% **	4 28% **	- - **	- - **	1 35% **	- - **	1 58% **	1 21% **	2 32% **	3 52% **	- - **	7 30% **	2 28% **	4 28% **	5 23% **	3 49% **	6 30% **
They might lose my data by accident	9 23%	7 21% **	2 35% **	- - **	7 35% **	- - **	1 24% **	6 29% **	1 34% **	3 21% **	6 40% **	- - **	2 15% **	-	- - **	5 42% **	1 24% **	4 31% **	- - **	- - **	2 65% **	1 64% **	2 100% **	1 21% **	1 16% **	2 28% **	- - **	7 29% **	1 13% **	5 35% **	6 30% **	1 16% **	6 30% **
I don't trust them to keep accurate records about me	8 22%	7 22% **	1 19% **	- - **	4 20% **	3 34% **	- - **	6 30% **	- - **	5 30% **	6 44% **	- - **	5 40% **	-	- - **	2 18% **	- - **	4 30% **	2 43% **	1 41% **	2 68% **	- - **	1 58% **	1 21% **	- - **	1 15% **	- - **	4 17% **	4 57% **	4 30% **	5 25% **	2 35% **	4 22% **
I don't think they will use the data for my personal benefit	8 20%	7 21% **	1 19% **	2 45% **	2 12% **	3 29% **	1 23% **	5 27% **	1 38% **	4 24% **	3 22% **	- - **	5 35% **	-	2 38% **	1 9% **	1 16% **	3 22% **	1 25% **	- - **	- - **	1 36% **	- - **	2 53% **	1 16% **	2 36% **	1 38% **	4 17% **	2 31% **	3 19% **	4 19% **	1 15% **	4 20% **
I think they will use my data for other purposes they won't tell me about	7 18%	6 18% **	1 19% **	1 21% **	3 15% **	2 25% **	- - **	5 25% **	- - **	5 29% **	4 30% **	- - **	4 33% **	-	- - **	2 18% **	- - **	5 36% **	1 25% **	- - **	2 66% **	1 36% **	- - **	1 21% **	- - **	1 15% **	- - **	4 15% **	3 46% **	4 28% **	5 24% **	2 35% **	7 36% **
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	6 15%	5 15% **	1 19% **	1 24% **	2 10% **	2 20% **	1 23% **	3 14% **	- - **	3 16% **	4 27% **	- - **	3 23% **	-	1 14% **	2 18% **	1 16% **	4 27% **	- - **	1 41% **	2 66% **	- - **	- - **	1 21% **	1 16% **	1 15% **	- - **	3 12% **	3 39% **	4 29% **	4 18% **	2 34% **	4 20% **
I don't trust them at all	5 14%	3 11% **	2 33% **	- - **	1 5% **	2 26% **	- - **	4 21% **	- - **	3 16% **	- - **	- - **	1 7% **	-	- - **	2 15% **	- - **	3 19% **	1 18% **	- - **	- - **	- - **	- - **	1 21% **	1 14% **	2 38% **	- - **	3 15% **	2 23% **	1 7% **	2 10% **	- - **	3 14% **
I don't think I would be able to change/delete my data if it is wrong	5 13%	4 12% **	1 19% **	- - **	2 9% **	2 20% **	1 24% **	3 14% **	- - **	3 16% **	2 14% **	- - **	4 29% **	-	- - **	2 18% **	1 16% **	3 21% **	- - **	1 41% **	1 35% **	- - **	- - **	1 21% **	1 16% **	1 15% **	- - **	2 8% **	3 39% **	3 21% **	2 9% **	1 19% **	3 15% **
Other reason	5 13%	4 11% **	1 27% **	- - **	1 6% **	2 25% **	- - **	3 13% **	1 28% **	3 15% **	2 16% **	1 30% **	4 27% **	-	2 39% **	1 12% **	1 20% **	3 19% **	2 45% **	- - **	- - **	- - **	- - **	1 27% **	- - **	- - **	- - **	1 5% **	3 35% **	1 8% **	2 12% **	1 19% **	3 13% **
Don't know	8 21%	8 24% **	- - **	- - **	5 26% **	3 28% **	1 29% **	4 19% **	- - **	3 20% **	2 15% **	3 70% **	3 25% **	-	1 23% **	3 30% **	1 25% **	2 15% **	1 18% **	- - **	- - **	- - **	- - **	1 20% **	1 22% **	- - **	2 62% **	3 15% **	1 16% **	1 9% **	2 11% **	- - **	2 11% **

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10e. Why do you say you have a low level of trust in The NHS to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in The NHS

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/ONVQ Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	36	15	21	8	11	4	4	9	12	9	6	9	10	12	9	5	8	6	21	1	14	9	-	23	9
Weighted base	36	16	20	9	10	4	3	9	11	8	7	10	11	12	9	4	8	7	20	1	15	9	-	24	9
They might lose my data by accident	15	5	10	1	2	4	3	5	6	4	4	1	4	4	5	2	5	1	9	-	7	4	-	11	4
	41%	29%	51%	11%	24%	100%	75%	51%	57%	44%	51%	15%	37%	34%	58%	38%	57%	17%	46%	-	48%	40%	-	45%	52%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
I don't trust them to keep accurate records about me	14	3	12	1	4	3	2	5	5	5	2	2	2	6	6	-	4	1	9	-	5	3	-	8	5
	39%	16%	56%	9%	36%	71%	51%	52%	49%	56%	33%	17%	17%	49%	69%	-	48%	13%	46%	-	33%	33%	-	33%	63%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
They might lose my data to hackers	13	4	9	3	-	2	3	5	3	3	4	3	4	4	4	1	1	3	9	-	4	4	-	8	3
	35%	24%	43%	31%	-	50%	75%	55%	31%	32%	52%	30%	33%	33%	47%	21%	15%	40%	43%	-	26%	47%	-	34%	34%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
I don't think they will use the data for my personal benefit	12	6	5	2	3	2	3	2	5	4	1	2	2	5	5	1	-	1	11	-	6	3	-	9	3
	33%	41%	27%	20%	31%	44%	100%	17%	48%	44%	12%	21%	16%	38%	52%	21%	-	12%	55%	-	40%	31%	-	36%	30%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
I think they will use my data for other purposes they won't tell me about	12	4	8	2	2	3	2	3	3	5	2	2	5	2	5	-	1	1	10	-	3	4	-	7	4
	33%	25%	39%	24%	19%	71%	51%	33%	23%	56%	35%	23%	42%	20%	55%	-	12%	18%	48%	-	19%	48%	-	30%	47%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
I don't think they would have the skills to use my data appropriately	11	4	7	1	2	2	3	3	2	4	3	2	2	2	5	2	3	1	7	-	5	2	-	7	3
	30%	27%	33%	9%	17%	50%	100%	31%	22%	44%	46%	17%	17%	19%	57%	43%	37%	12%	36%	-	33%	23%	-	29%	39%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
I don't think I would be able to change/delete my data if it is wrong	10	3	7	2	1	1	2	4	3	4	3	1	3	3	3	-	4	1	4	-	5	1	-	6	3
	27%	19%	33%	25%	8%	22%	51%	42%	24%	44%	36%	8%	30%	27%	34%	-	49%	18%	22%	-	36%	10%	-	26%	40%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	8	5	3	1	-	2	2	3	2	2	1	2	1	3	3	1	2	-	5	-	5	1	-	6	1
	21%	29%	14%	9%	-	44%	50%	33%	22%	22%	17%	21%	8%	22%	34%	21%	29%	-	26%	-	33%	13%	-	25%	8%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
I don't trust them at all	5	4	2	-	2	1	1	2	3	2	-	1	2	2	1	-	1	-	4	-	3	-	-	3	2
	14%	22%	8%	-	17%	22%	26%	18%	23%	23%	-	8%	18%	19%	10%	-	10%	-	22%	-	19%	-	-	12%	29%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
Other reason	2	1	1	-	1	-	1	-	-	-	1	1	-	-	1	1	-	1	1	-	-	-	-	-	1
	5%	5%	4%	-	8%	-	25%	-	-	-	12%	8%	-	-	10%	20%	-	12%	4%	-	-	-	-	-	10%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**
Don't know	2	1	1	2	-	-	-	-	-	1	-	1	-	1	-	1	1	-	-	1	1	-	-	1	-
	6%	9%	4%	24%	-	-	-	-	-	10%	-	14%	-	11%	-	21%	16%	-	-	100%	9%	-	-	6%	-
		**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**		**	**

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
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Q10e. Why do you say you have a low level of trust in The NHS to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in The NHS

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	36	26	10	2	15	9	3	14	4	14	12	2	6	3	5	7	5	10	4	4	7	2	4	1	5	4	4	22	8	12	18	9	15
Weighted base	36	26	10	2	15	9	3	15	5	13	12	3	6	3	5	8	5	10	3	4	7	2	4	1	5	4	4	23	7	11	17	9	15
They might lose my data by accident	15 41%	10 38% **	5 50% **	1 47% **	5 35% **	4 42% **	1 28% **	6 41% **	1 25% **	7 49% **	5 41% **	1 39% **	3 50% **	2 58% **	2 53% **	3 39% **	3 52% **	6 59% **	2 45% **	1 20% **	3 43% **	1 35% **	1 30% **	1 100% **	3 59% **	3 75% **	- - **	9 38% **	6 86% **	6 50% **	10 60% **	4 45% **	8 55% **
I don't trust them to keep accurate records about me	14 39%	11 42% **	3 29% **	1 53% **	5 30% **	5 61% **	1 28% **	8 54% **	- - **	10 77% **	6 49% **	1 39% **	4 65% **	1 34% **	3 55% **	4 51% **	1 13% **	6 60% **	2 71% **	2 44% **	4 56% **	- - **	1 30% **	1 100% **	2 35% **	2 52% **	1 22% **	6 26% **	6 86% **	6 51% **	11 62% **	5 52% **	8 57% **
They might lose my data to hackers	13 35%	9 34% **	4 38% **	1 47% **	5 35% **	2 28% **	1 28% **	8 51% **	1 28% **	5 39% **	6 52% **	2 61% **	3 50% **	- - **	2 53% **	5 64% **	3 54% **	6 54% **	2 45% **	1 35% **	3 43% **	1 65% **	1 30% **	- - **	2 35% **	1 23% **	- - **	9 40% **	4 50% **	3 24% **	9 52% **	3 31% **	6 43% **
I don't think they will use the data for my personal benefit	12 33%	7 28% **	5 45% **	1 47% **	6 37% **	1 10% **	2 56% **	2 12% **	1 26% **	4 33% **	5 39% **	1 39% **	4 66% **	1 34% **	4 80% **	1 12% **	3 52% **	2 17% **	2 45% **	- - **	2 27% **	- - **	1 24% **	1 100% **	4 76% **	2 49% **	2 46% **	7 29% **	3 47% **	4 41% **	6 36% **	2 27% **	5 32% **
I think they will use my data for other purposes they won't tell me about	12 33%	9 34% **	3 29% **	- - **	7 46% **	2 21% **	1 28% **	6 39% **	1 28% **	6 44% **	5 43% **	1 39% **	4 65% **	1 34% **	2 35% **	3 43% **	2 38% **	4 43% **	2 45% **	1 35% **	2 29% **	1 65% **	- - **	1 100% **	2 35% **	3 77% **	2 45% **	5 24% **	5 63% **	3 25% **	7 41% **	3 31% **	8 57% **
I don't think they would have the skills to use my data appropriately	11 30%	7 27% **	4 38% **	1 47% **	3 18% **	4 40% **	2 56% **	5 34% **	- - **	6 48% **	6 48% **	- - **	4 65% **	- - **	2 53% **	1 15% **	2 29% **	4 41% **	2 45% **	1 20% **	3 42% **	- - **	1 30% **	- - **	3 52% **	1 26% **	1 22% **	6 25% **	5 61% **	4 41% **	8 45% **	4 41% **	5 31% **
I don't think I would be able to change/delete my data if it is wrong	10 27%	8 30% **	2 18% **	- - **	4 26% **	4 42% **	1 44% **	4 27% **	- - **	6 42% **	3 25% **	- - **	2 30% **	- - **	2 35% **	1 12% **	1 13% **	3 31% **	2 45% **	1 20% **	2 26% **	- - **	1 30% **	- - **	1 18% **	1 26% **	- - **	5 24% **	4 58% **	3 25% **	6 33% **	2 23% **	7 46% **
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	8 21%	7 25% **	1 9% **	1 47% **	5 32% **	1 10% **	2 56% **	1 8% **	- - **	4 28% **	4 32% **	- - **	2 30% **	1 42% **	2 53% **	1 12% **	2 29% **	2 21% **	1 20% **	- - **	2 30% **	- - **	1 30% **	1 100% **	3 52% **	- - **	2 52% **	4 17% **	2 22% **	2 16% **	4 22% **	2 27% **	3 19% **
I don't trust them at all	5 14%	4 16% **	1 10% **	- - **	3 22% **	1 9% **	- - **	2 12% **	1 21% **	1 11% **	2 16% **	- - **	1 15% **	- - **	1 15% **	2 25% **	1 13% **	2 19% **	2 48% **	1 20% **	1 13% **	- - **	1 24% **	1 100% **	- - **	- - **	- - **	3 13% **	2 32% **	1 8% **	2 10% **	1 8% **	3 18% **
Other reason	2 5%	1 3% **	1 9% **	- - **	1 5% **	- - **	- - **	2 11% **	- - **	2 13% **	1 7% **	- - **	1 14% **	- - **	- - **	- - **	- - **	- - **	- - **	- - **	- - **	- - **	1 21% **	- - **	- - **	- - **	- - **	2 7% **	- - **	2 15% **	2 10% **	1 9% **	1 6% **
Don't know	2 6%	- - **	2 22% **	- - **	- - **	- - **	- - **	- - **	- - **	- - **	- - **	- - **	- - **	- - **	- - **	- - **	- - **	- - **	- - **	1 21% **	- - **	- - **	- - **	- - **	- - **	- - **	- - **	1 4% **	- - **	- - **	- - **	- - **	1 6% **

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10f. Why do you say you have a low level of trust in Academic researchers and universities to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Academic researchers and universities

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/ONVQ Level/12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	809	421	388	91	134	147	166	271	238	216	159	196	266	218	183	142	228	180	323	78	308	112	72	492	271
Weighted base	808	418	390	91	133	146	167	271	212	207	189	201	265	216	182	146	235	183	310	80	300	112	70	482	282
I think they will use my data for other purposes they won't tell me about	399 49% DETUX	210 50%	189 48%	26 28% *	51 39%	62 42% D	94 56% DEF	166 61% ADEF	102 48%	100 49%	102 54%	94 47%	119 45%	112 52%	93 51%	76 52%	116 49% T	90 49% T	167 54% AT	26 33% *	133 44%	57 51%	32 46% *	222 46%	156 55% AX
They might lose my data to hackers	396 49% DEUX	204 49%	192 49%	24 26% *	53 40% D	64 44% D	86 51% DE	169 62% ADEFG	107 50%	92 45%	94 50%	102 51%	121 46%	111 51%	87 48%	77 53%	113 48%	93 51%	157 51%	33 41% *	123 41%	62 56% U	37 53% *	222 46%	155 55% AX
They might lose my data by accident	339 42% DUX	173 41%	166 43%	24 26% *	45 34%	57 39% D	71 43% D	141 52% ADEF	93 44%	86 41%	80 42%	80 40%	99 37%	102 47% M	71 39%	67 46%	97 41%	81 44%	135 43%	27 33% *	111 37%	44 39%	31 44% *	186 39%	137 49% AX
I don't think they will use the data for my personal benefit	336 42% DETU	185 44%	151 39%	23 25% *	40 30%	56 38% D	73 44% DE	144 53% ADEF	94 45%	85 41%	83 44%	73 36%	105 40%	88 41%	77 42%	66 45%	95 40%	71 39%	146 47% AT	24 30% *	108 36%	49 44%	33 47% *	190 39%	134 48% AX
I don't think I would be able to change/delete my data if it is wrong	271 33% DEU	140 34%	130 33%	16 18% *	32 24%	42 29%	53 32% D	128 47% ADEFG	81 38%	64 31%	61 32%	65 32%	86 33%	71 33%	57 32%	56 38%	70 30%	54 30%	128 41% AQRT	19 24% *	80 27%	41 37% U	27 39% U*	149 31%	112 40% AX
I don't trust them to keep accurate records about me	233 29% CDEMU	136 33% AC	97 25%	17 19% *	25 19%	44 30% E	48 29%	99 36% ADE	73 34% AJ	53 26%	56 30%	52 26%	64 24%	65 30%	54 30%	50 34% M	63 27%	58 32%	90 29%	22 28% *	75 25%	37 33%	25 35% *	136 28%	87 31%
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	177 22% D	96 23%	80 21%	12 13% *	24 18%	29 20%	42 25% D	70 26% D	48 23%	42 20%	44 23%	42 21%	50 19%	44 20%	39 22%	44 30% AMN	45 19%	36 20%	81 26% A	15 18% *	57 19%	26 23%	15 21% *	98 20%	68 24%
I don't think they would have the skills to use my data appropriately	137 17% CD	89 21% AC	48 12%	7 8% *	26 19% D	25 17%	21 13%	58 21% ADG	34 16%	35 17%	34 18%	34 17%	35 13%	42 19%	32 18%	28 19%	42 18%	34 18%	49 16%	13 16% *	55 18%	17 16%	14 20% *	86 18%	47 17%
I don't trust them at all	132 16% C	85 20% AC	48 12%	12 14% *	20 15%	22 15%	24 14%	54 20%	30 14%	28 13%	35 19%	40 20%	43 16%	35 16%	27 15%	27 18%	37 16%	29 16%	48 16%	18 23% *	53 18%	16 14%	13 19% *	82 17%	46 16%
Other reason	24 3% N	17 4%	7 2%	2 2% *	3 3%	8 6% A	4 2%	6 2%	8 4%	6 3%	4 2%	6 3%	11 4% N	2 1%	4 2%	6 4%	4 2%	7 4%	11 4%	2 3% *	10 3%	4 3%	1 2% *	15 3%	8 3%
Don't know	72 9% BH	27 7%	45 12% AB	16 18% AGH*	16 12% H	17 11% H	14 8%	11 4%	15 7%	24 12%	16 8%	17 9%	28 10%	21 10%	14 8%	10 7%	25 11%	17 9%	24 8%	7 8% *	37 12% A	7 6%	3 4% *	46 10%	24 9%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10f. Why do you say you have a low level of trust in Academic researchers and universities to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Academic researchers and universities

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	809	573	231	152	284	137	33	495	24	529	107	213	-	447	52	381	4	588	89	89	95	68	80	80	82	82	57	471	248	243	507	80	521
Weighted base	808	573	231	153	284	136	33	500	26	533	108	213	-	451	53	384	4	588	87	90	95	67	79	79	84	83	57	474	243	244	506	79	522
I think they will use my data for other purposes they won't tell me about	399 49% cd	272 47%	126 55% AB	77 50%	130 46%	65 48%	15 46% *	259 52%	17 66% **	285 53% A	49 45%	122 57% AK	- -	257 57% A	25 47% *	204 53%	2 37% **	329 56% A	44 50% *	53 58% *	44 46% *	40 61% *	32 41% *	42 52% *	40 48% *	54 65% AZ*	14 25% *	215 45% c	165 68% Acd	119 49%	278 55% Afh	34 43% *	304 58% Afgh
They might lose my data to hackers	396 49% c	268 47%	127 55% AB	73 48%	130 46%	65 48%	15 47% *	255 51%	10 37% **	291 55% A	54 50%	108 51%	- -	247 55% A	27 51% *	202 53%	2 45% **	316 54% A	42 48% *	46 50% *	45 47% *	39 59% *	40 51% *	41 51% *	49 59% *	46 56% *	16 27% *	221 47% c	151 62% Acd	129 53%	281 55% A	36 46% *	288 55% A
They might lose my data by accident	339 42% cd	233 41%	105 46%	58 38%	115 41%	60 44%	11 33% *	217 43%	9 33% **	250 47% A	56 51% A	93 43%	- -	207 46% A	23 44% *	166 43%	3 77% **	273 47% A	32 36% *	34 38% *	40 41% *	38 57% A*	38 49% *	33 42% *	42 50% *	39 47% *	15 27% *	175 37%	145 60% Acd	112 46%	248 49% A	35 45% *	249 48% A
I don't think they will use the data for my personal benefit	336 42% cd	229 40%	105 46%	72 47%	107 38%	50 37%	10 31% *	219 44%	8 32% **	245 46% A	47 43%	98 46%	- -	210 47% A	24 44% *	175 46% A	1 14% **	268 46% A	35 40% *	49 54% A*	35 36% *	31 47% *	38 48% *	40 51% *	31 38% *	37 45% *	11 20% *	177 37% c	143 59% Acd	109 45%	237 47% Ah	28 35% *	242 46% Ah
I don't think I would be able to change/delete my data if it is wrong	271 33% cd	184 32%	86 37%	56 36%	86 30%	41 30%	7 20% *	183 37% A	6 21% **	208 39% A	39 36%	82 38%	- -	166 37% A	18 33% *	146 38% A	1 14% **	226 38% A	28 32% *	33 37% *	28 29% *	28 42% *	30 38% *	30 38% *	27 33% *	32 39% *	7 13% *	137 29% c	125 52% Acd	84 34%	199 39% A	23 30% *	207 40% A
I don't trust them to keep accurate records about me	233 29% cd	160 28%	72 31%	47 31%	77 27%	36 27%	6 18% *	161 32% A	6 21% **	175 33% A	30 28%	74 35% A	- -	159 35% A	12 22% *	129 34% A	- - **	189 32% A	26 30% *	25 27% *	24 25% *	21 32% *	27 34% *	29 36% *	23 27% *	26 32% *	7 13% *	116 24% c	108 45% Acd	73 30%	164 32% A	21 27% *	174 33% A
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	177 22% c	121 21%	54 24%	33 22%	55 19%	32 24%	6 20% *	112 22%	3 13% **	131 25% A	22 20%	54 25%	- -	121 27% A	10 18% *	97 25% A	1 14% **	134 23%	15 17% *	19 21% *	17 18% *	24 36% AU*	13 17% *	21 27% *	17 20% *	28 34% A*	5 8% *	96 20% c	74 30% Acd	52 21%	120 24%	16 20% *	138 27% Afg
I don't think they would have the skills to use my data appropriately	137 17% d	95 17%	41 18%	25 16%	47 17%	23 17%	6 20% *	88 18%	5 20% **	100 19%	14 13%	43 20%	- -	100 22% A	8 15% *	69 18%	1 23% **	104 18%	15 17% *	17 19% *	15 15% *	15 22% *	11 13% *	17 22% *	14 16% *	16 19% *	6 11% *	67 14%	65 27% Acd	49 20%	87 17%	17 22% *	98 19%
I don't trust them at all	132 16% Zg	87 15%	44 19%	22 14%	39 14%	26 19%	5 17% *	90 18%	4 15% **	99 19% A	11 10%	60 28% AK	- -	106 24% A	8 15% *	79 21% A	- - **	106 18% A	15 17% *	13 15% *	16 17% *	15 23% *	12 15% *	22 28% AX*	6 8% *	14 17% *	12 21% *	70 15%	47 19%	42 17% g	66 13%	10 12% *	83 16% g
Other reason	24 3% E	16 3%	8 3%	8 5% E	3 1%	5 4%	- - *	20 4% A	1 3% **	19 4%	3 3%	6 3%	- -	15 3%	1 2% *	17 4%	- - **	18 3%	3 3% *	1 1% *	3 3% *	2 3% *	2 2% *	5 6% *	1 1% *	2 2% *	1 2% *	11 2%	10 4%	6 3%	16 3%	- - *	15 3%
Don't know	72 9% JLNRSVZefgi	52 9%	18 8%	14 9%	24 8%	13 10%	2 7% *	38 8%	1 3% **	35 7%	9 8%	11 5%	- -	22 5%	4 7% *	29 8%	- - **	42 7%	3 3% *	4 4% *	6 7% *	1 1% *	5 6% *	10 12% *	2 2% *	8 10% Z*	10 17% Ade*	35 7% e	8 3%	12 5%	26 5%	3 4% *	31 6%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10g. Why do you say you have a low level of trust in Charitable organisations to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Charitable organisations

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/ONVQ Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	124	70	54	14	19	24	25	42	31	28	28	37	32	35	37	20	26	22	64	12	41	17	16	74	41
Weighted base	127	68	58	16	19	25	25	42	28	27	33	39	32	34	41	19	28	23	62	14	41	18	16	74	43
I think they will use my data for other purposes they won't tell me about	59 46%	28 42% *	30 52% *	6 37% **	7 35% **	11 42% **	14 57% **	22 51% *	11 39% *	14 52% **	17 51% **	17 44% *	12 38% *	12 36% *	24 60% *	10 51% **	15 52% **	13 58% **	27 44% *	4 28% **	18 43% *	7 39% **	10 63% **	35 47% *	20 47% *
I don't think they will use the data for my personal benefit	52 41% C	35 51% AC*	17 29% *	6 36% **	9 44% **	5 22% **	14 57% **	18 43% *	10 34% *	12 46% **	14 41% **	16 41% *	12 36% *	12 35% *	18 44% *	10 51% **	10 36% **	10 42% **	28 46% *	4 27% **	19 46% *	8 45% **	7 45% **	34 45% *	15 34% *
They might lose my data to hackers	50 39%	32 47% A*	17 30% *	2 12% **	5 26% **	7 28% **	12 50% **	24 56% A*	10 34% *	12 43% **	13 40% **	15 39% *	12 37% *	12 36% *	15 38% *	10 51% **	11 39% **	10 42% **	24 39% *	5 37% **	15 36% *	7 40% **	9 57% **	31 41% *	18 42% *
I don't think they would have the skills to use my data appropriately	40 31% Y	20 30% *	19 33% *	7 45% **	6 32% **	8 33% **	5 22% **	13 31% *	6 21% *	11 42% **	15 44% **	8 20% *	9 27% *	13 39% *	12 29% *	6 30% **	6 22% **	9 38% **	22 36% *	2 18% **	15 37% *	8 43% **	6 40% **	29 39% AY*	8 18% *
They might lose my data by accident	39 31%	25 37% *	14 23% *	2 11% **	4 20% **	7 29% **	8 31% **	19 44% A*	7 25% *	9 35% **	12 37% **	10 26% *	10 30% *	10 29% *	12 30% *	7 35% **	8 28% **	6 27% **	21 34% *	4 28% **	9 21% *	6 36% **	7 45% **	22 30% *	15 35% *
I don't trust them to keep accurate records about me	38 30% M	25 37% *	13 22% *	2 11% **	6 33% **	5 22% **	8 33% **	16 39% *	5 18% *	9 32% **	13 40% **	11 28% *	5 15% *	16 46% AM*	12 29% *	6 30% **	11 39% **	5 21% **	19 30% *	4 27% **	14 35% *	5 26% **	6 37% **	25 34% *	11 26% *
I don't think I would be able to change/delete my data if it is wrong	32 25%	22 32% *	10 17% *	2 12% **	6 31% **	7 28% **	4 18% **	13 31% *	6 22% *	7 26% **	11 32% **	9 22% *	9 27% *	9 28% *	11 28% *	3 14% **	7 24% **	7 32% **	16 25% *	2 17% **	10 25% *	4 24% **	7 46% **	22 30% *	9 22% *
I don't trust them at all	22 18%	16 23% *	7 11% *	1 9% **	4 20% **	3 12% **	4 17% **	10 23% *	4 13% *	4 15% **	10 30% **	5 12% *	2 7% *	6 17% *	10 25% *	4 19% **	10 35% **	3 14% **	8 13% *	1 10% **	7 18% *	1 5% **	2 13% **	10 14% *	11 24% *
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	10 8% CL	9 13% AC*	1 2% *	1 8% **	2 11% **	2 7% **	3 12% **	2 5% *	1 3% *	4 13% **	6 16% **	- - *	4 13% *	3 8% *	3 7% *	- - **	3 10% **	2 10% **	5 8% *	- - **	7 17% A*	- - **	2 13% **	9 12% *	1 2% *
Other reason	13 10%	8 11% *	5 9% *	1 7% **	3 15% **	1 4% **	3 13% **	4 11% *	4 14% *	2 8% **	5 14% **	2 5% *	3 10% *	4 11% *	2 5% *	3 18% **	2 7% **	- - **	8 12% *	3 22% **	5 12% *	- - **	1 7% **	6 8% *	5 12% *
Don't know	10 8% OX	7 10% *	3 6% *	- - **	2 9% **	3 10% **	2 9% **	3 8% *	2 7% *	2 7% **	3 8% **	4 10% *	4 14% O*	4 12% O*	- - *	2 8% **	2 7% **	- - **	6 9% *	2 15% **	2 5% *	- - **	1 5% **	3 4% *	6 14% *

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10g. Why do you say you have a low level of trust in Charitable organisations to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Charitable organisations

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																		
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data																
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	124	91	33	28	40	23	23	49	26	37	63	10	41	6	24	33	11	55	27	8	19	6	15	9	14	11	7	88	27	54	91	23	75
Weighted base	127	93	34	26	41	26	24	51	27	38	65	11	42	6	26	33	12	54	28	8	18	7	15	10	14	12	7	93	25	56	91	23	77
I think they will use my data for other purposes they won't tell me about	59 46%	40 44% *	18 54% *	11 44% **	16 39% *	13 50% **	8 33% **	28 55% *	9 34% **	25 65% A*	33 51% *	4 35% **	21 49% *	2 26% **	12 45% **	13 40% *	6 48% **	29 54% *	11 39% **	2 30% **	8 43% **	4 58% **	8 52% **	4 44% **	7 55% **	7 55% **	2 30% **	40 43% *	17 67% **	28 51% *	47 52% A*	4 17% **	41 54% *
I don't think they will use the data for my personal benefit	52 41%	36 39% *	16 46% *	8 31% **	15 38% *	12 48% **	7 31% **	26 51% *	9 33% **	21 56% A*	30 46% *	2 21% **	15 36% *	2 33% **	11 40% **	12 37% *	4 36% **	23 43% *	13 46% **	4 50% **	7 36% **	- - **	9 57% **	3 30% **	7 48% **	4 36% **	1 18% **	32 35% *	17 67% **	26 46% *	44 49% A*	11 47% **	31 41% *
They might lose my data to hackers	50 39% d	33 36% *	17 48% *	9 35% **	14 34% *	10 40% **	10 41% **	25 50% *	10 37% **	21 54% A*	26 41% *	5 46% **	16 38% *	4 69% **	9 35% **	17 53% *	4 34% **	25 47% *	8 28% **	3 45% **	6 35% **	2 30% **	7 48% **	4 46% **	6 47% **	4 36% **	1 19% **	29 31% *	18 73% **	23 42% *	42 46% A*	6 27% **	32 42% *
I don't think they would have the skills to use my data appropriately	40 31%	31 33% *	9 26% *	10 37% **	12 30% *	9 36% **	10 40% **	16 32% *	11 41% **	13 35% *	23 35% *	3 27% **	17 41% *	- - **	12 46% **	15 46% A*	4 35% **	16 30% *	11 39% **	1 12% **	6 36% **	2 38% **	3 22% **	3 33% **	5 34% **	5 39% **	2 30% **	25 27% *	13 51% **	20 36% *	32 35% *	6 26% **	24 31% *
They might lose my data by accident	39 31% d	25 28% *	13 39% *	10 40% **	9 22% *	6 24% **	6 25% **	18 35% *	8 29% **	15 41% *	23 35% *	3 27% **	11 27% *	1 12% **	5 20% **	14 41% *	4 34% **	22 40% A*	6 21% **	5 60% **	7 37% **	- - **	5 35% **	6 57% **	5 40% **	2 18% **	2 31% **	23 25% *	14 55% **	19 33% *	33 36% A*	7 29% **	26 33% *
I don't trust them to keep accurate records about me	38 30% d	25 26% *	14 39% *	7 27% **	10 25% *	7 29% **	7 28% **	17 34% *	8 28% **	12 31% *	21 33% *	4 35% **	14 34% *	1 14% **	6 24% **	12 36% *	2 16% **	20 38% *	8 28% **	2 26% **	8 46% **	1 16% **	3 22% **	1 9% **	5 34% **	2 21% **	2 30% **	21 23% *	15 60% **	17 30% *	31 35% *	4 17% **	28 36% *
I don't think I would be able to change/delete my data if it is wrong	32 25%	21 22% *	12 34% *	5 21% **	6 15% *	9 35% **	2 9% **	15 30% *	4 17% **	11 29% *	16 25% *	3 24% **	8 19% *	1 15% **	9 33% **	10 29% *	4 35% **	13 25% *	9 32% **	3 37% **	3 15% **	- - **	6 42% **	2 23% **	6 43% **	2 18% **	1 13% **	20 22% *	11 43% **	16 28% *	27 29% *	1 3% **	21 27% *
I don't trust them at all	22 18% g	14 15% *	8 24% *	2 9% **	6 13% *	6 24% **	3 12% **	10 20% *	5 17% **	6 16% *	13 20% *	2 19% **	7 16% *	- - **	4 15% **	7 20% *	3 21% **	11 21% *	1 4% **	- - **	5 28% **	1 22% **	2 12% **	1 9% **	6 43% **	3 29% **	1 18% **	15 17% *	6 22% **	10 17% *	12 13% *	- - **	17 23% g*
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	10 8%	8 9% *	2 6% *	1 3% **	5 12% *	2 8% **	2 10% **	3 7% *	1 3% **	4 11% *	5 8% *	1 9% **	3 7% *	1 16% **	2 8% **	2 7% *	1 9% **	6 11% *	1 4% **	- - **	1 4% **	- - **	4 27% **	- - **	2 15% **	- - **	- - **	6 7% *	4 16% **	4 7% *	9 10% *	2 10% **	7 9% *
Other reason	13 10% d	8 9% *	4 12% *	2 6% **	3 8% *	3 13% **	- - **	8 15% *	3 11% **	6 16% *	7 10% *	- - **	5 12% *	- - **	3 11% **	2 7% *	2 15% **	7 12% *	3 11% **	- - **	1 7% **	1 16% **	1 8% **	1 13% **	3 22% **	1 8% **	3 44% **	6 6% *	4 16% **	7 13% *	7 8% *	3 14% **	7 8% *
Don't know	10 8%	8 8% *	2 6% *	5 20% **	3 6% *	- - **	2 9% **	2 3% *	2 8% **	2 4% *	3 5% *	- - **	1 2% *	- - **	1 5% **	4 11% *	- - **	3 6% *	4 14% **	- - **	2 11% **	1 12% **	1 6% **	1 13% **	- - **	- - **	1 13% **	8 8% *	- - **	3 5% *	7 8% *	1 5% **	5 7% *

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10h. Why do you say you have a low level of trust in The media / the press to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in The media / the press

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	351	160	191	69	67	51	65	99	98	112	68	73	130	91	73	57	73	83	175	20	125	50	26	201	109
Weighted base	353	158	195	69	68	51	64	99	89	108	81	74	135	91	71	55	76	83	172	22	123	51	25	199	114
I don't trust them at all	204 58%	95 60%	109 56%	38 54% *	33 48% *	33 65% *	36 56% *	64 65% E*	57 64% *	60 56%	49 61% *	37 50% *	79 59%	52 57% *	39 54% *	34 62% *	45 59% *	47 57% *	100 58%	13 59% **	67 54%	29 56% *	14 57% **	110 55%	74 65%
I don't think they will use the data for my personal benefit	195 55% E	92 58%	104 53%	37 53% *	30 43% *	33 64% E*	36 57% *	60 60% E*	55 62% *	58 54%	46 57% *	36 48% *	80 59%	47 52% *	40 56% *	28 51% *	37 49% *	49 59% *	98 57%	11 51% **	65 52%	29 57% *	19 74% **	112 56%	62 55%
I think they will use my data for other purposes they won't tell me about	188 53% Q	85 54%	103 53%	39 56% *	30 43% *	27 52% *	29 45% *	64 64% AEG*	60 67% AJKL*	57 53%	38 47% *	33 45% *	69 51%	51 56% *	40 56% *	28 52% *	32 43% *	44 53% *	100 58% Q	11 52% **	61 49%	29 57% *	15 61% **	106 53%	59 52%
I don't trust them to keep accurate records about me	165 47% E	75 47%	91 47%	32 46% *	23 33% *	22 42% *	31 49% *	58 58% AE*	46 51% *	52 48%	33 41% *	35 47% *	58 43%	39 43% *	39 55% *	30 54% *	31 41% *	41 49% *	84 49%	9 42% **	50 40%	25 50% *	12 49% **	87 44%	59 52%
They might lose my data to hackers	140 40% EU	57 36%	83 42%	24 34% *	18 27% *	16 32% *	31 49% E*	50 51% ADEF*	37 42% *	41 38%	31 38% *	31 42% *	51 38%	35 39% *	26 36% *	28 50% *	34 45% *	32 39% *	64 37%	9 42% **	38 30%	28 56% AU*	12 49% **	78 39%	47 41%
I don't think I would be able to change/delete my data if it is wrong	122 35% EU	54 34%	68 35%	19 28% *	13 18% *	18 34% *	22 35% E*	50 51% ADEG*	30 34% *	34 31%	34 42% *	24 32% *	46 34%	29 31% *	27 37% *	21 38% *	24 32% *	24 30% *	63 37%	10 47% **	30 24%	24 47% U*	13 53% **	67 33%	44 39%
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	110 31% ISU	47 30%	62 32%	26 37% *	16 24% *	19 37% *	17 26% *	32 32% *	21 23% *	33 30%	31 38% I*	26 35% *	43 32%	26 28% *	26 36% *	15 28% *	31 41% S*	28 34% *	45 26%	6 26% **	28 23%	20 40% U*	10 39% **	58 29%	33 29%
I don't think they would have the skills to use my data appropriately	95 27% EJ	49 31%	45 23%	18 26% *	12 17% *	14 27% *	24 37% E*	28 28% *	28 31% *	21 20%	22 27% *	24 32% *	37 27%	21 23% *	24 33% *	13 24% *	19 25% *	24 29% *	46 27%	7 31% **	26 21%	22 44% AU*	12 46% **	60 30%	25 22%
They might lose my data by accident	95 27% EOU	44 28%	50 26%	16 22% *	12 17% *	15 29% *	20 31% *	33 33% E*	24 26% *	32 30%	17 22% *	21 29% *	39 29% O	26 29% O*	10 14% *	20 36% O*	19 25% *	23 28% *	48 28%	4 20% **	24 19%	20 40% AU*	8 30% **	51 26%	32 29%
Other reason	12 3%	6 4%	6 3%	2 3% *	- - *	4 7% E*	4 6% E*	3 3% *	2 2% *	4 4%	3 4% *	3 5% *	4 3%	4 4% *	4 5% *	1 2% *	2 2% *	4 5% *	6 4%	- - **	3 2%	4 8% *	- - **	7 4%	5 5%
Don't know	6 2% MUX	3 2%	2 1%	2 3% *	2 3% *	1 2% *	1 1% *	- - *	1 1% *	3 3%	1 2% *	1 1% *	- -	3 3% M*	2 3% M*	1 1% *	2 2% *	1 2% *	1 1%	2 7% **	- -	1 2% *	- - **	1 *	3 2%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
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Q10h. Why do you say you have a low level of trust in The media / the press to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in The media / the press

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	351	278	73	58	139	81	62	119	89	89	199	11	162	9	72	61	33	133	52	30	60	18	49	25	45	25	29	234	86	158	280	68	220
Weighted base	353	279	74	58	141	81	62	118	88	88	200	11	163	10	75	59	35	130	53	30	61	18	49	24	46	25	30	237	84	159	282	70	220
I don't trust them at all	204 58% F	155 56%	49 67% *	39 68% F*	77 55%	39 48% *	33 53% *	65 55%	47 53% *	49 56% *	118 59%	6 55% **	92 57%	10 100% **	42 56% *	38 64% *	23 67% *	76 58%	30 58% *	23 77% **	34 55% *	12 68% **	23 48% *	12 51% **	29 63% *	12 49% **	15 50% **	137 58%	51 61% *	97 61%	170 60%	35 50% *	140 64% Ah
I don't think they will use the data for my personal benefit	195 55%	154 55%	41 56% *	31 54% *	74 53%	49 61% *	30 48% *	62 52%	53 60% *	51 58% *	113 56%	6 53% **	99 61%	6 60% **	39 52% *	27 45% *	15 43% *	76 58%	29 56% *	13 42% **	42 69% A*	6 32% **	30 62% *	17 70% **	32 70% A*	11 43% **	13 42% **	135 57%	48 58% *	90 56%	165 58% Ah	33 47% *	133 61% Ah
I think they will use my data for other purposes they won't tell me about	188 53% Q	152 54%	36 49% *	30 51% *	75 53%	47 58% *	32 51% *	55 47%	46 53% *	43 49% *	110 55%	8 70% **	90 55%	7 70% **	35 46% *	29 48% *	8 22% *	77 59% Q	31 59% *	13 43% **	35 57% *	6 32% **	27 55% *	14 57% **	31 68% A*	12 48% **	17 55% **	120 50%	52 62% *	81 51%	157 56%	33 48% *	126 57% A
I don't trust them to keep accurate records about me	165 47% h	128 46%	37 51% *	26 46% *	65 46%	37 45% *	28 45% *	56 48%	37 42% *	44 50% *	97 49%	5 46% **	82 50%	7 70% **	33 43% *	27 45% *	12 35% *	64 49%	26 50% *	13 43% **	31 51% *	6 35% **	19 39% *	12 49% **	28 61% A*	12 49% **	12 41% **	107 45%	45 54% *	77 48% h	133 47% h	23 33% *	113 51% Ah
They might lose my data to hackers	140 40%	107 38%	33 45% *	24 41% *	48 34%	35 44% *	22 36% *	44 37%	32 37% *	36 41% *	78 39%	5 46% **	67 41%	4 41% **	26 35% *	25 42% *	10 29% *	56 43%	23 43% *	8 26% **	26 43% *	7 40% **	18 36% *	8 34% **	24 52% *	11 44% **	9 31% **	93 39%	37 44% *	69 43% h	118 42%	22 31% *	107 48% Agh
I don't think I would be able to change/delete my data if it is wrong	122 35% E	92 33%	30 41% *	20 34% *	39 27%	33 42% E*	19 30% *	36 31%	27 31% *	31 35% *	72 36%	5 41% **	65 40%	5 46% **	23 30% *	15 25% *	8 22% *	53 41%	25 48% A*	10 33% **	20 32% *	4 24% **	15 31% *	9 37% **	17 37% *	9 36% **	7 22% **	77 33%	38 45% Ad*	57 36%	104 37%	23 33% *	83 38%
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	110 31% h	90 32%	20 27% *	18 31% *	39 28%	33 41% AE*	16 26% *	33 28%	23 26% *	27 31% *	65 33%	4 38% **	54 33%	4 38% **	26 34% *	18 30% *	10 29% *	48 37%	12 23% *	11 38% **	16 26% *	6 33% **	14 28% *	9 37% **	20 44% A*	7 29% **	9 31% **	72 30%	28 33% *	50 31%	91 32% h	15 21% *	80 36% Ah
I don't think they would have the skills to use my data appropriately	95 27% O	72 26%	23 31% *	14 24% *	38 27%	20 25% *	16 26% *	32 27%	18 20% *	27 30% *	56 28%	4 33% **	49 30%	2 24% **	11 14% *	14 24% *	6 18% *	39 30%	16 30% *	8 27% **	18 29% *	4 23% **	15 31% *	9 37% **	13 29% *	3 13% **	4 14% **	66 28%	25 30% *	44 28%	78 28%	17 25% *	72 33% Ag
They might lose my data by accident	95 27% O	73 26%	22 30% *	19 32% *	33 23%	21 26% *	17 27% *	26 22%	18 20% *	23 26% *	54 27%	4 34% **	47 29%	3 33% **	13 17% *	17 29% *	4 13% *	43 33% AQ	17 33% *	6 20% **	18 29% *	5 28% **	12 24% *	10 39% **	12 27% *	6 22% **	5 15% **	57 24%	33 39% Ad*	41 26%	76 27%	14 20% *	74 33% Afgh
Other reason	12 3% M	9 3%	3 5% *	5 9% AE*	2 1%	2 2% *	3 5% *	2 2%	3 4% *	4 4% *	6 3%	1 13% **	2 1%	1 14% **	3 4% *	3 6% *	- - *	9 7% A	1 2% *	- - **	2 3% *	- - **	3 6% *	1 6% **	2 4% *	1 4% **	2 7% **	6 3%	4 5% *	5 3%	10 4%	3 5% *	9 4%
Don't know	6 2% gl	5 2%	1 1% *	3 6% AF*	1 1%	- - *	1 2% *	2 2%	3 4% *	1 1% *	4 2%	- - **	3 2%	- - **	1 2% *	2 3% *	1 4% *	2 1%	- - *	1 3% **	- - *	1 4% **	- - *	- - **	- - *	- - **	2 6% **	3 1%	- - *	1 *	2 1%	- - *	1 *

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10i. Why do you say you have a low level of trust in Insurance companies to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Insurance companies

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	243	111	132	50	36	41	46	70	75	62	48	58	74	74	54	41	48	54	129	12	85	41	20	146	71
Weighted base	249	110	139	53	36	41	47	72	68	60	57	64	76	73	57	43	51	56	129	14	86	41	20	147	76
I think they will use my data for other purposes they won't tell me about	152 61% CR	77 70% AC	75 54%	31 59% *	21 59% *	26 63% *	29 62% *	45 62% *	45 67% *	34 56% *	36 63% *	37 57% *	41 54% *	43 59% *	39 69% *	28 65% *	30 60% *	25 46% *	90 70% AR	5 39% **	53 61% *	24 58% *	14 69% **	90 61%	48 63% *
I don't think they will use the data for my personal benefit	140 56% CJR	71 64% AC	70 50%	23 44% *	24 65% *	20 48% *	25 53% *	49 68% ADF*	45 67% AJ*	26 44% *	35 60% *	34 54% *	43 56% *	36 50% *	36 64% *	25 59% *	26 51% *	24 43% *	84 65% AR	7 48% **	49 57% *	24 57% *	13 64% **	86 58%	41 54% *
They might lose my data to hackers	109 44%	50 45%	59 42%	20 38% *	16 43% *	14 34% *	24 52% *	35 48% *	32 47% *	22 37% *	23 40% *	32 50% *	30 39% *	31 43% *	30 54% *	17 39% *	25 49% *	26 46% *	55 42%	4 25% **	39 45% *	25 60% A*	7 35% **	71 48%	31 41% *
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	109 44% CK	60 54% AC	49 35%	21 39% *	17 46% *	18 43% *	15 32% *	39 54% AG*	36 53% K*	24 40% *	16 28% *	33 51% K*	28 37% *	28 38% *	33 58% AMN*	19 45% *	18 36% *	20 36% *	66 51% A	5 34% **	39 45% *	18 43% *	11 55% **	68 46%	32 42% *
I don't trust them to keep accurate records about me	87 35%	44 40%	43 31%	17 33% *	14 37% *	12 29% *	12 26% *	32 44% *	24 35% *	22 37% *	22 38% *	19 30% *	25 33% *	21 28% *	28 50% AN*	13 30% *	13 25% *	14 26% *	54 42% AQR	6 40% **	30 35% *	16 39% *	6 30% **	52 35%	26 34% *
I don't think I would be able to change/delete my data if it is wrong	84 34% F	41 37%	44 32%	13 24% *	8 23% *	9 21% *	19 40% *	36 50% ADEF*	22 33% *	21 34% *	20 35% *	22 34% *	26 34% *	24 33% *	24 42% *	10 24% *	15 30% *	19 34% *	46 35%	5 32% **	23 27% *	16 38% *	10 50% **	49 33%	30 39% *
I don't trust them at all	78 31% L	39 35%	39 28%	13 24% *	13 36% *	12 30% *	16 34% *	23 33% *	21 31% *	23 37% L*	23 39% L*	12 18% *	21 28% *	28 38% *	20 35% *	9 21% *	15 29% *	14 25% *	43 33%	6 43% **	24 28% *	14 34% *	6 28% **	44 30%	28 36% *
They might lose my data by accident	77 31% D	39 35%	37 27%	10 19% *	8 23% *	12 29% *	20 44% AD*	26 36% D*	23 34% *	16 27% *	18 31% *	20 31% *	21 27% *	22 30% *	20 36% *	14 32% *	17 33% *	18 32% *	39 30%	3 25% **	24 27% *	14 33% *	9 46% **	46 31%	27 36% *
I don't think they would have the skills to use my data appropriately	46 18%	25 23%	21 15%	7 13% *	4 12% *	6 14% *	7 14% *	22 31% ADEG*	15 22% *	8 13% *	15 26% *	9 14% *	15 19% *	11 15% *	13 23% *	7 17% *	9 17% *	7 13% *	27 21%	3 25% **	14 17% *	15 35% AU*	5 23% **	33 23% A	10 14% *
Other reason	7 3% U	2 2%	5 3%	1 3% *	1 3% *	1 3% *	3 7% H*	- - *	1 1% *	2 3% *	3 4% *	1 2% *	1 1% *	5 7% A*	1 2% *	- - *	1 2% *	2 4% *	3 3%	- - **	- - *	2 6% U*	- - **	2 2%	3 4% *
Don't know	6 2% S	1 1%	5 3%	2 4% *	1 3% *	- - *	2 4% *	1 2% *	1 2% *	2 3% *	1 2% *	2 3% *	3 4% *	2 2% *	- - *	1 2% *	1 1% *	3 5% *	1 1%	1 9% **	2 2% *	- - *	- - **	2 1%	3 4% *

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10i. Why do you say you have a low level of trust in Insurance companies to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Insurance companies

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	243	180	63	34	90	56	47	77	49	64	135	6	108	10	48	47	14	98	38	12	46	7	39	23	33	16	20	162	57	99	179	37	156
Weighted base	249	185	64	36	92	58	48	78	51	66	140	7	109	11	52	47	14	100	39	12	50	7	38	24	34	16	22	166	58	104	185	38	161
I think they will use my data for other purposes they won't tell me about	152 61%	108 58%	44 69% *	17 48% *	54 58% *	37 64% *	27 57% *	52 66% *	28 56% *	40 61% *	83 59%	1 18% **	71 65%	5 48% **	30 57% *	24 51% *	7 49% **	64 64% *	28 71% *	6 52% **	30 60% *	5 74% **	22 59% *	14 56% **	21 63% *	9 54% **	9 42% **	101 61%	40 69% *	62 60% *	122 66% Ah	19 50% *	107 67% Ah
I don't think they will use the data for my personal benefit	140 56%	107 57%	34 53% *	24 67% *	51 55% *	32 55% *	26 55% *	53 67% A*	23 45% *	44 66% I*	80 57%	1 14% **	69 63%	5 49% **	30 59% *	24 51% *	8 59% **	62 61% *	25 65% *	4 34% **	30 61% *	5 66% **	19 51% *	12 51% **	20 59% *	11 68% **	8 34% **	98 59%	34 58% *	64 61% *	112 61% A	18 48% *	102 63% A
They might lose my data to hackers	109 44% O	80 43%	29 46% *	15 43% *	41 44% *	24 41% *	21 45% *	41 53% *	20 39% *	34 52% *	54 38%	3 49% **	44 41%	8 71% **	15 29% *	16 35% *	3 19% **	50 49% *	17 45% *	3 27% **	26 53% *	4 55% **	13 36% *	8 31% **	14 42% *	7 41% **	8 35% **	72 44%	27 46% *	41 39% *	83 45%	16 42% *	73 46%
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	109 44%	84 45%	25 39% *	15 42% *	41 45% *	28 48% *	15 31% *	43 55% AG*	18 36% *	34 52% *	59 42%	4 51% **	52 48%	5 42% **	20 38% *	17 36% *	8 53% **	42 42% *	13 35% *	6 50% **	21 42% *	5 74% **	18 48% *	6 24% **	21 63% A*	7 44% **	8 35% **	68 41%	33 57% Ad*	43 41% *	87 47%	15 39% *	78 49% A
I don't trust them to keep accurate records about me	87 35%	66 35%	22 34% *	10 29% *	34 37% *	21 37% *	18 37% *	27 34% *	16 32% *	26 40% *	46 33%	2 32% **	39 36%	4 40% **	14 27% *	13 28% *	5 36% **	37 37% *	14 35% *	4 38% **	15 31% *	2 32% **	15 40% *	6 26% **	19 55% A*	4 25% **	8 35% **	55 33%	24 42% *	34 33% *	65 35%	13 34% *	63 39%
I don't think I would be able to change/delete my data if it is wrong	84 34%	57 31%	27 43% *	8 22% *	30 32% *	19 34% *	15 31% *	35 45% A*	15 29% *	29 44% *	47 34%	3 49% **	40 37%	4 41% **	12 24% *	18 38% *	4 27% **	36 36% *	14 35% *	5 46% **	14 28% *	4 62% **	14 37% *	9 36% **	13 39% *	6 35% **	8 37% **	56 34%	21 36% *	41 39% *	64 34%	9 24% *	61 38%
I don't trust them at all	78 31%	55 30%	23 36% *	14 38% *	22 24% *	19 33% *	10 22% *	31 40% G*	15 29% *	21 32% *	42 30%	4 51% **	39 36%	3 29% **	19 37% *	16 34% *	5 34% **	32 32% *	14 36% *	2 14% **	15 31% *	2 26% **	13 34% *	13 52% **	12 35% *	1 6% **	7 31% **	48 29%	22 39% *	30 29% *	60 32%	10 27% *	58 36% A
They might lose my data by accident	77 31% G	58 31%	18 29% *	10 27% *	32 34% *	17 29% *	9 18% *	31 39% G*	10 21% *	26 40% I*	38 27%	4 65% **	29 26%	6 54% **	12 24% *	14 29% *	2 15% **	35 35% *	10 25% *	1 8% **	18 37% *	3 44% **	12 31% *	8 31% **	13 40% *	7 42% **	6 26% **	46 28%	23 40% *	29 28% *	62 34%	11 28% *	54 34%
I don't think they would have the skills to use my data appropriately	46 18%	30 16%	16 25% *	5 14% *	15 16% *	10 17% *	8 16% *	18 23% *	9 17% *	15 23% *	22 16%	2 32% **	17 16%	4 37% **	6 12% *	10 21% *	2 13% **	24 24% *	7 19% *	3 26% **	9 18% *	3 44% **	7 18% *	5 21% **	9 28% *	3 18% **	4 20% **	30 18%	12 20% *	18 17% *	31 17%	7 18% *	32 20%
Other reason	7 3%	6 3%	1 2% *	1 3% *	2 2% *	2 4% *	- - *	1 1% *	1 2% *	1 2% *	5 3%	- - **	4 3%	- - **	1 3% *	1 2% *	- - **	6 6% A*	- - *	- - **	- - *	1 14% **	1 3% *	1 6% **	3 9% A*	- - **	2 10% **	3 2%	1 2% *	1 1% *	5 3%	1 3% *	5 3%
Don't know	6 2% Rg	5 2%	1 2% *	- - *	3 3% *	2 3% *	2 5% *	2 3% *	1 3% *	3 4% *	5 4%	- - **	2 2%	- - **	2 5% *	1 2% *	1 8% **	- - *	- - *	1 8% **	- - *	- - **	2 6% *	3 12% **	- - *	- - **	1 6% **	3 2%	1 2% *	1 1% *	1 *	1 3% *	3 2% g

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q10j. Why do you say you have a low level of trust in The police to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in The police

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	59	32	27	7	11	12	13	16	17	16	14	12	17	20	11	11	16	12	28	3	24	5	2	31	21
Weighted base	58	32	26	6	11	11	13	17	16	15	17	11	17	20	11	11	17	11	27	3	24	5	2	31	21
I think they will use my data for other purposes they won't tell me about	28 48% B*	11 33% *	17 65% **	4 58% **	3 26% **	4 33% **	6 49% **	11 68% **	11 70% **	5 33% **	7 42% **	5 44% **	7 41% **	11 54% **	7 63% **	4 34% **	8 48% **	5 40% **	14 54% **	1 27% **	10 41% **	1 16% **	1 50% **	12 38% *	14 65% **
I don't trust them to keep accurate records about me	24 42% *	14 44% *	10 40% **	3 45% **	5 48% **	2 17% **	6 45% **	9 52% **	7 47% **	4 26% **	7 42% **	6 55% **	4 27% **	8 40% **	7 65% **	5 48% **	8 47% **	2 16% **	13 50% **	1 47% **	7 29% **	3 64% **	- - **	10 33% *	10 49% **
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	22 38% *	11 33% *	11 43% **	2 32% **	4 37% **	3 25% **	4 27% **	10 57% **	7 42% **	6 39% **	7 42% **	3 25% **	5 29% **	10 48% **	5 46% **	3 25% **	6 36% **	2 15% **	13 50% **	1 27% **	8 33% **	- - **	1 50% **	9 28% *	11 52% **
I don't think I would be able to change/delete my data if it is wrong	21 37% *	10 32% *	11 43% **	- - **	2 20% **	5 48% **	4 33% **	9 56% **	7 46% **	6 39% **	3 21% **	5 44% **	7 44% **	6 28% **	4 41% **	4 36% **	5 28% **	3 24% **	12 47% **	1 47% **	8 32% **	2 35% **	1 50% **	10 33% *	10 46% **
They might lose my data by accident	21 36% B*	8 25% *	13 50% **	4 58% **	2 19% **	4 36% **	3 22% **	9 51% **	8 53% **	4 26% **	8 49% **	1 7% **	8 48% **	7 37% **	4 35% **	2 18% **	6 36% **	4 39% **	10 39% **	- - **	9 39% **	1 16% **	1 50% **	11 36% *	7 36% **
I don't think they will use the data for my personal benefit	20 35% *	12 37% *	8 32% **	3 42% **	3 27% **	3 24% **	5 40% **	7 40% **	6 41% **	5 37% **	6 37% **	2 21% **	4 27% **	8 40% **	4 36% **	4 36% **	5 31% **	3 29% **	12 43% **	- - **	8 31% **	1 25% **	1 50% **	10 31% *	9 43% **
I don't trust them at all	19 32% *	11 35% *	8 29% **	2 26% **	3 28% **	2 17% **	6 50% **	6 34% **	6 36% **	5 31% **	7 43% **	2 13% **	4 25% **	6 31% **	4 33% **	5 45% **	8 49% **	4 32% **	7 25% **	- - **	7 30% **	2 43% **	1 50% **	10 33% *	7 33% **
I don't think they would have the skills to use my data appropriately	15 25% *	6 19% *	9 33% **	1 16% **	2 18% **	- - **	6 43% **	6 38% **	8 52% **	1 7% **	4 22% **	2 17% **	5 28% **	7 37% **	2 16% **	1 9% **	5 27% **	1 7% **	9 35% **	- - **	7 28% **	1 16% **	- - **	8 25% *	7 34% **
They might lose my data to hackers	13 23% X*	5 16% *	8 31% **	2 26% **	2 22% **	- - **	3 26% **	6 35% **	4 23% **	2 13% **	4 22% **	4 37% **	5 31% **	5 27% **	1 8% **	2 18% **	5 30% **	1 11% **	6 23% **	1 27% **	3 13% **	1 16% **	- - **	4 13% *	6 30% **
Other reason	2 3% *	1 3% *	1 4% **	- - **	- - **	1 7% **	- - **	1 6% **	- - **	1 7% **	- - **	1 7% **	- - **	1 5% **	- - **	1 8% **	- - **	- - **	2 7% **	- - **	- - **	- - **	- - **	- - *	2 9% **
Don't know	3 5% *	1 4% *	2 8% **	1 16% **	1 9% **	1 10% **	- - **	- - **	- - **	2 14% **	1 7% **	- - **	- - **	1 5% **	1 10% **	1 11% **	1 7% **	1 9% **	1 4% **	- - **	3 13% **	- - **	- - **	3 10% *	- - **

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in The police

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	59	47	12	9	19	19	5	30	8	26	27	6	20	2	10	16	7	23	5	6	5	4	7	4	11	3	6	42	11	22	43	12	35
Weighted base	58	46	12	8	19	19	5	29	8	25	27	6	19	2	9	15	7	22	5	6	5	4	7	4	11	4	5	42	11	22	42	12	35
I think they will use my data for other purposes they won't tell me about	28 48% *	23 49% *	5 43% **	6 67% **	10 52% **	7 39% **	1 18% **	15 51% **	2 21% **	12 48% **	10 37% **	2 37% **	11 55% **	- - **	4 46% **	7 45% **	3 36% **	15 66% **	3 52% **	4 71% **	2 49% **	2 46% **	5 70% **	2 48% **	3 28% **	1 35% **	1 15% **	19 45% *	8 76% **	12 56% **	22 52% *	6 54% **	20 58% *
I don't trust them to keep accurate records about me	24 42% B*	16 35% *	8 68% **	- - **	9 46% **	7 39% **	2 44% **	11 38% **	2 28% **	10 40% **	11 42% **	3 57% **	9 47% **	- - **	2 19% **	7 47% **	1 14% **	12 55% **	3 61% **	1 17% **	1 23% **	2 46% **	5 73% **	1 29% **	4 37% **	3 74% **	1 16% **	16 37% *	8 75% **	9 40% **	19 46% *	5 44% **	18 51% *
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	22 38% *	15 33% *	7 56% **	2 25% **	7 36% **	6 33% **	1 19% **	12 41% **	2 24% **	10 41% **	12 44% **	2 32% **	11 56% **	1 42% **	4 42% **	6 38% **	2 27% **	9 42% **	2 37% **	1 17% **	3 64% **	1 25% **	5 69% **	1 29% **	4 37% **	3 74% **	- - **	13 31% *	9 84% **	8 37% **	16 37% *	3 24% **	17 49% *
I don't think I would be able to change/delete my data if it is wrong	21 37% *	15 32% *	7 53% **	3 36% **	3 17% **	8 45% **	3 63% **	12 43% **	3 41% **	10 40% **	10 37% **	2 37% **	9 46% **	- - **	3 27% **	5 33% **	- - **	13 59% **	2 37% **	3 46% **	2 42% **	2 46% **	4 56% **	- - **	3 27% **	3 74% **	- - **	15 35% *	7 61% **	11 47% **	18 43% *	4 31% **	16 47% *
They might lose my data by accident	21 36% B*	13 29% *	8 61% **	3 35% **	5 26% **	6 30% **	- - **	13 45% **	1 16% **	12 47% **	7 27% **	2 37% **	8 43% **	- - **	4 42% **	7 45% **	3 47% **	13 56% **	3 62% **	2 34% **	1 23% **	2 55% **	4 55% **	- - **	4 38% **	1 35% **	- - **	13 31% *	8 73% **	9 40% **	17 40% *	6 53% **	14 41% *
I don't think they will use the data for my personal benefit	20 35% *	15 33% *	5 42% **	4 44% **	6 30% **	6 31% **	1 18% **	10 35% **	1 12% **	10 41% **	9 35% **	2 40% **	7 34% **	- - **	2 18% **	7 47% **	1 12% **	10 45% **	2 37% **	1 17% **	3 64% **	1 25% **	3 41% **	2 48% **	3 29% **	2 60% **	- - **	13 31% *	7 65% **	8 36% **	16 39% *	3 25% **	16 47% A*
I don't trust them at all	19 32% *	14 31% *	4 35% **	2 21% **	6 30% **	7 37% **	2 37% **	11 37% **	2 22% **	11 44% **	7 26% **	4 71% **	6 30% **	- - **	4 44% **	8 53% **	2 28% **	6 27% **	1 18% **	2 34% **	3 66% **	4 100% **	1 15% **	1 19% **	2 20% **	2 60% **	2 34% **	13 31% *	4 36% **	11 48% **	15 35% *	5 45% **	14 41% *
I don't think they would have the skills to use my data appropriately	15 25% d*	9 21% *	5 43% **	- - **	4 22% **	5 29% **	- - **	9 30% **	1 12% **	7 27% **	7 26% **	1 20% **	6 31% **	- - **	2 17% **	5 33% **	1 13% **	8 35% **	2 37% **	2 38% **	2 49% **	1 25% **	3 40% **	- - **	- - **	1 35% **	- - **	7 17% *	8 72% **	3 15% **	12 28% *	3 22% **	11 32% *
They might lose my data to hackers	13 23% *	11 24% *	2 17% **	2 19% **	5 27% **	4 24% **	- - **	7 25% **	1 10% **	5 20% **	5 20% **	- - **	4 20% **	- - **	3 27% **	3 18% **	2 28% **	6 29% **	3 59% **	1 21% **	1 23% **	1 25% **	1 12% **	1 29% **	1 8% **	1 40% **	1 15% **	10 23% *	3 27% **	4 20% **	11 26% I*	1 6% **	5 14% *
Other reason	2 3% *	1 2% *	1 8% **	- - **	1 4% **	- - **	- - **	1 3% **	- - **	1 3% **	2 7% **	- - **	2 9% **	- - **	- - **	1 5% **	- - **	2 8% **	- - **	- - **	- - **	- - **	1 15% **	- - **	1 7% **	- - **	1 16% **	1 2% *	- - **	1 5% **	1 2% *	- - **	1 3% *
Don't know	3 5% *	3 7% *	- - **	- - **	1 6% **	2 11% **	- - **	1 3% **	- - **	1 4% **	- - **	1 17% **	- - **	1 58% **	- - **	1 7% **	- - **	- - **	- - **	- - **	- - **	- - **	- - **	1 22% **	- - **	- - **	1 20% **	2 5% *	- - **	- - **	1 3% *	- - **	1 3% *

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing

23 - 25 June 2014

GB adults 16-75

Public

Ipsos MORI

Q10k. Why do you say you have a low level of trust in Telecommunications companies, such as mobile phone companies to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Telecommunications companies, such as mobile phone companies

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/ONVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	223	112	111	37	37	41	40	68	77	62	39	45	67	71	48	37	39	49	124	11	86	27	27	140	66
Weighted base	219	108	111	36	37	39	39	68	70	59	45	45	64	69	49	37	40	48	120	11	83	27	27	137	66
I think they will use my data for other purposes they won't tell me about	142 65% 	74 68% 	68 61% 	23 64% *	19 52% *	23 60% *	29 74% E*	47 69% *	49 70% *	37 63% *	28 61% *	28 63% *	39 62% *	42 61% *	33 67% *	28 75% *	28 71% *	30 63% *	78 65% 	6 51% **	55 66% *	17 63% **	18 65% **	89 65% 	44 66% *
I don't think they will use the data for my personal benefit	140 64% DJM	73 67% 	68 61% 	17 48% *	22 59% *	26 66% *	28 72% D*	47 70% D*	52 75% AJ*	27 45% *	30 66% J*	32 71% J*	33 52% *	41 60% *	38 78% AMN*	27 75% M*	24 61% *	31 66% *	80 67% 	4 40% **	52 62% *	17 63% **	17 63% **	86 63% 	46 69% *
They might lose my data to hackers	114 52% FSX	57 53% 	56 51% 	13 37% *	18 49% *	13 34% *	23 58% F*	46 68% ADF*	31 45% *	26 44% *	29 63% *	27 61% *	33 51% *	37 53% *	26 52% *	18 50% *	28 69% AS*	25 53% *	54 45% 	6 57% **	39 47% *	14 51% **	11 42% **	64 47% 	43 65% AX*
They might lose my data by accident	76 35% 	42 38% 	34 31% 	9 25% *	10 27% *	9 24% *	18 45% *	30 44% F*	22 32% *	17 29% *	19 42% *	18 39% *	21 33% *	26 38% *	18 36% *	11 31% *	17 43% *	20 42% *	35 29% 	3 31% **	25 29% *	11 41% **	9 34% **	45 33% 	25 38% *
I don't trust them to keep accurate records about me	66 30% D	35 32% 	32 29% 	5 15% *	10 27% *	10 26% *	11 29% *	30 44% AD*	21 30% *	16 27% *	13 29% *	16 36% *	18 28% *	20 29% *	16 33% *	12 33% *	16 40% *	14 29% *	34 28% 	2 19% **	23 28% *	10 36% **	7 26% **	40 29% 	23 35% *
I don't think I would be able to change/delete my data if it is wrong	64 29% C	39 36% AC	25 22% 	8 21% *	11 31% *	7 17% *	12 30% *	27 39% AF*	18 26% *	15 26% *	18 40% *	12 28% *	17 27% *	23 33% *	12 25% *	11 31% *	11 27% *	16 34% *	34 28% 	3 29% **	25 30% *	7 26% **	7 26% **	39 28% 	20 31% *
I don't trust them at all	51 23% C	32 30% AC	19 17% 	9 25% *	12 32% *	8 20% *	8 21% *	14 21% *	15 22% *	16 27% *	6 14% *	13 30% *	14 22% *	13 19% *	14 28% *	10 26% *	7 18% *	17 35% A*	25 21% 	2 19% **	21 25% *	6 24% **	6 23% **	33 24% 	12 19% *
I don't think they would have the skills to use my data appropriately	44 20% 	26 24% 	18 16% 	4 11% *	7 18% *	11 27% *	9 22% *	14 20% *	16 23% *	9 15% *	8 17% *	11 24% *	12 18% *	14 21% *	9 18% *	9 25% *	7 18% *	15 32% AS*	21 17% 	1 6% **	16 19% *	5 18% **	8 29% **	29 21% 	12 18% *
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	38 17% CG	25 23% C	14 12% 	3 9% *	5 14% *	7 17% *	2 5% *	21 31% ADG*	12 17% *	11 19% *	7 16% *	8 19% *	9 15% *	14 20% *	8 17% *	7 19% *	9 23% *	9 19% *	18 15% 	2 19% **	15 18% *	6 21% **	3 11% **	23 17% 	14 21% *
Other reason	6 3% U	1 1% 	4 4% 	1 2% *	- - *	- - *	2 4% *	3 5% *	2 2% *	3 5% *	1 3% *	- - *	2 3% *	1 1% *	2 4% *	1 2% *	- - *	1 2% *	3 2% 	2 18% **	- - *	3 10% **	1 4% **	4 3% 	1 1% *
Don't know	2 1% X	1 1% 	1 1% 	2 4% A*	- - *	- - *	- - *	- - *	1 1% *	- - *	- - *	1 2% *	1 1% *	- - *	1 2% *	- - *	1 2% *	- - *	- -	1 7% **	- - *	- - **	- - **	- -	1 1% *

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10k. Why do you say you have a low level of trust in Telecommunications companies, such as mobile phone companies to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Telecommunications companies, such as mobile phone companies

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																		
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data																
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	223	171	52	31	91	49	35	80	43	63	118	4	89	10	35	53	13	111	25	11	39	15	34	17	41	12	13	142	65	96	176	32	143
Weighted base	219	168	52	30	89	48	35	79	42	61	117	4	87	11	37	50	13	107	24	11	38	15	32	16	40	13	14	139	63	94	173	31	140
I think they will use my data for other purposes they won't tell me about	142 65%	109 65%	33 63% *	21 69% **	53 60% *	35 73% *	20 58% *	52 66% *	32 77% *	39 65% *	81 69%	2 45% **	60 69% *	5 50% **	25 68% *	36 71% *	11 80% **	76 71% A	17 74% **	8 70% **	21 57% *	10 65% **	23 72% *	12 71% **	30 74% *	6 45% **	7 50% **	87 62%	47 74% *	60 64% *	118 68%	20 65% *	101 72% A
I don't think they will use the data for my personal benefit	140 64%	110 66%	30 59% *	20 66% **	56 63% *	34 70% *	23 65% *	45 58% *	28 67% *	37 60% *	81 70%	1 21% **	59 67% *	6 60% **	27 75% *	29 57% *	9 67% **	74 69%	16 68% **	3 28% **	26 69% *	8 53% **	22 70% *	10 64% **	28 70% *	8 58% **	5 38% **	89 64%	45 71% *	59 63% *	120 69% A	17 54% *	93 66%
They might lose my data to hackers	114 52%	88 53%	25 49% *	19 62% **	45 51% *	24 50% *	16 47% *	42 53% *	21 50% *	31 52% *	60 51%	2 52% **	43 50% *	8 71% **	20 54% *	26 53% *	7 56% **	58 54%	13 56% **	5 47% **	15 40% *	7 50% **	13 41% *	9 58% **	25 61% *	7 53% **	8 56% **	67 48%	38 60% *	44 47% *	98 56% Af	15 49% *	75 53%
They might lose my data by accident	76 35% d	60 36%	16 31% *	12 39% **	33 37% *	16 32% *	11 31% *	27 34% *	15 34% *	21 34% *	44 38%	- - **	30 35% *	2 20% **	11 31% *	18 36% *	5 39% **	39 37%	10 42% **	3 29% **	10 26% *	7 49% **	7 22% *	7 45% **	19 46% *	3 26% **	6 44% **	38 27%	31 48% Ad*	30 32% *	62 36%	12 40% *	50 36%
I don't trust them to keep accurate records about me	66 30%	50 30%	16 31% *	7 24% **	28 31% *	15 31% *	13 37% *	22 28% *	13 30% *	19 31% *	39 34%	- - **	28 33% *	3 29% **	10 26% *	15 30% *	5 39% **	34 32%	7 28% **	2 19% **	11 30% *	4 28% **	8 25% *	7 46% **	14 36% *	3 27% **	4 27% **	38 28%	23 36% *	27 28% *	55 32%	7 23% *	46 33%
I don't think I would be able to change/delete my data if it is wrong	64 29%	51 30%	13 25% *	8 26% **	28 32% *	15 31% *	12 33% *	24 30% *	15 34% *	18 29% *	36 31%	- - **	29 33% *	3 30% **	9 26% *	14 29% *	3 22% **	38 35%	5 20% **	2 19% **	7 19% *	5 32% **	11 35% *	7 42% **	18 43% A*	3 27% **	- - **	35 25%	29 45% Ad*	22 23% *	54 31% f	6 20% *	40 29%
I don't trust them at all	51 23% g	43 26%	8 16% *	5 16% **	19 21% *	19 40% AE*	9 26% *	25 31% A*	9 22% *	19 31% *	34 29% A	- - **	24 28% *	1 9% **	13 36% *	12 24% *	7 54% **	26 24%	6 26% **	2 18% **	11 29% *	4 25% **	8 26% *	3 20% **	11 26% *	2 17% **	3 19% **	27 20%	18 29% *	18 20% *	34 19%	8 26% *	37 26% g
I don't think they would have the skills to use my data appropriately	44 20%	34 20%	9 18% *	3 10% **	20 22% *	11 23% *	7 21% *	14 18% *	12 27% *	11 19% *	30 26% A	- - **	22 26% *	1 9% **	8 21% *	12 24% *	3 22% **	25 23%	7 29% **	1 9% **	5 14% *	5 36% **	7 23% *	4 27% **	9 21% *	1 9% **	- - **	23 17%	19 31% Ad*	18 19% *	37 21%	6 19% *	31 22%
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	38 17% d	30 18%	8 16% *	8 26% **	13 15% *	9 18% *	6 16% *	14 18% *	9 21% *	13 22% *	19 16%	1 24% **	15 17% *	2 18% **	6 15% *	10 21% *	5 41% **	22 21%	5 21% **	1 8% **	7 19% *	3 19% **	3 8% *	4 25% **	9 23% *	2 18% **	3 25% **	19 13%	16 26% Ad*	14 14% *	30 17%	2 8% *	28 20%
Other reason	6 3% g	4 2%	2 4% *	- - **	4 4% *	- - *	- - *	3 4% *	1 2% *	3 5% *	3 3%	- - **	3 4% *	1 8% **	- - *	2 3% *	- - **	3 2%	1 4% **	- - **	1 3% *	- - **	2 5% *	- - **	- - *	1 8% **	- - **	4 3%	2 3% *	3 3% *	3 2%	- - *	5 3%
Don't know	2 1% i	2 1%	- - *	1 3% **	1 1% *	- - *	- - *	1 1% *	1 2% *	- - *	1 1%	- - **	- - *	- - **	- - *	- - *	- - **	- -	- - **	- - **	- - *	- - **	- - *	- - **	- - *	- - **	- - **	2 1%	- - *	1 1% *	1 *	- - *	- -

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10l. Why do you say you have a low level of trust in Banks to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Banks

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	152	82	70	26	25	22	35	44	39	50	34	29	44	39	35	34	43	35	65	9	63	15	10	88	47
Weighted base	156	83	72	29	26	23	35	44	35	49	41	31	46	40	37	34	44	37	64	10	65	16	10	90	47
I don't think they will use the data for my personal benefit	82 53%	41 49% *	42 57% *	13 47% **	13 50% **	9 40% **	19 54% *	28 64% *	22 64% *	24 48% *	21 50% *	16 50% **	22 49% *	23 59% *	20 55% *	16 49% *	19 43% *	22 60% *	37 57% *	4 38% **	31 48% *	9 60% **	8 76% **	48 53% *	25 53% *
I think they will use my data for other purposes they won't tell me about	82 53% P	44 53% *	37 52% *	10 36% **	16 63% **	8 36% **	18 53% *	29 66% A*	20 57% *	26 54% *	21 52% *	14 45% **	22 48% *	26 65% P*	22 61% P*	11 34% *	20 45% *	23 62% *	35 55% *	4 34% **	30 46% *	8 52% **	7 70% **	45 50% *	30 64% *
They might lose my data to hackers	75 48% JU	38 46% *	36 50% *	10 35% **	11 44% **	7 31% **	21 60% *	26 58% *	21 59% J*	18 36% *	20 49% *	16 53% **	23 51% *	19 48% *	19 52% *	14 40% *	21 47% *	18 48% *	32 50% *	4 36% **	24 38% *	9 57% **	7 67% **	40 44% *	27 57% *
They might lose my data by accident	68 44%	35 42% *	33 46% *	10 34% **	11 44% **	7 31% **	15 45% *	25 56% *	16 45% *	18 38% *	20 50% *	13 43% **	21 46% *	18 44% *	15 41% *	15 43% *	19 42% *	18 49% *	28 44% *	4 35% **	30 46% *	6 38% **	4 40% **	40 44% *	23 49% *
I don't trust them at all	57 36% C	39 46% AC*	18 25% *	5 18% **	8 31% **	8 35% **	14 41% *	21 48% *	13 37% *	19 40% *	14 34% *	10 32% **	17 38% *	10 25% *	19 51% AN*	10 30% *	18 40% *	11 29% *	22 34% *	6 57% **	22 33% *	7 44% **	7 71% **	35 39% *	16 34% *
I don't trust them to keep accurate records about me	49 31%	27 32% *	22 30% *	4 15% **	9 35% **	7 32% **	8 23% *	20 46% AG*	15 43% *	12 25% *	14 35% *	7 23% **	14 31% *	12 31% *	12 32% *	10 30% *	10 23% *	14 38% *	22 34% *	2 23% **	21 33% *	7 44% **	5 52% **	33 37% *	14 29% *
I don't think I would be able to change/delete my data if it is wrong	45 29% Q	26 31% *	19 26% *	4 13% **	5 20% **	5 23% **	7 21% *	23 53% AG*	13 38% *	11 23% *	16 39% *	4 13% **	15 33% *	11 28% *	10 27% *	9 26% *	7 16% *	11 30% *	22 35% Q*	4 38% **	18 27% *	6 39% **	7 70% **	31 34% *	12 26% *
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	41 27% j	22 26% *	19 27% *	6 20% **	4 16% **	6 26% **	9 26% *	17 38% *	11 31% *	8 16% *	13 32% *	9 31% **	14 30% *	10 26% *	9 25% *	8 25% *	12 26% *	8 22% *	19 30% *	3 25% **	14 22% *	3 20% **	4 40% **	21 24% *	17 36% *
I don't think they would have the skills to use my data appropriately	27 17% Q	15 18% *	12 17% *	5 19% **	4 15% **	1 4% **	4 11% *	13 28% A*	10 28% K*	8 16% *	4 9% *	5 17% **	5 11% *	9 22% *	9 25% *	4 12% *	3 6% *	7 20% *	15 24% Q*	1 13% **	12 18% *	6 38% **	2 18% **	19 21% *	5 11% *
Other reason	6 4%	4 4% *	3 4% *	- - **	2 7% **	1 5% **	- - *	3 7% *	2 5% *	1 2% *	4 9% *	- - **	2 5% *	1 2% *	2 6% *	1 3% *	- - *	- - *	5 8% A*	1 9% **	2 3% *	1 8% **	1 11% **	4 5% *	2 4% *
Don't know	3 2%	2 2% *	2 3% *	2 6% **	- - **	1 4% **	1 2% *	- - *	1 3% *	2 4% *	- - *	1 3% **	1 2% *	- - *	1 2% *	2 5% *	2 3% *	1 3% *	1 1% *	- - **	2 3% *	- - **	- - **	2 2% *	2 3% *

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10l. Why do you say you have a low level of trust in Banks to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Banks

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																		
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data																
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	152	122	30	25	56	41	17	64	21	48	73	6	56	5	25	32	8	57	21	9	21	14	19	12	24	6	14	98	38	50	113	28	94
Weighted base	156	126	30	26	57	42	18	64	22	50	73	6	57	5	27	31	9	57	21	10	23	13	18	12	25	7	14	102	38	51	115	31	95
I don't think they will use the data for my personal benefit	82 53% 	69 55% 	13 43% **	14 53% **	32 55% *	24 56% *	9 48% **	31 48% *	11 51% **	29 59% *	36 49% *	2 33% **	26 45% *	3 59% **	12 43% **	16 51% *	2 26% **	36 63% *	15 74% **	4 44% **	14 59% **	6 49% **	7 40% **	7 56% **	13 53% **	1 17% **	3 24% **	52 51% *	27 70% A*	26 51% *	66 57% 	13 43% **	48 51% *
I think they will use my data for other purposes they won't tell me about	82 53% Ed	64 51% 	18 60% **	16 63% **	23 41% *	24 57% *	8 42% **	36 56% *	10 47% **	29 59% *	41 56% *	2 29% **	31 54% *	3 54% **	12 43% **	19 61% *	3 37% **	37 65% A*	13 65% **	3 34% **	15 65% **	10 72% **	10 54% **	6 48% **	13 52% **	2 29% **	3 20% **	47 46% *	32 84% Ad*	25 49% *	64 55% 	15 48% **	57 61% A*
They might lose my data to hackers	75 48% 	60 48% 	15 49% **	10 39% **	28 49% *	21 50% *	8 43% **	29 46% *	10 46% **	23 45% *	30 41% *	3 61% **	24 41% *	2 34% **	8 30% **	16 52% *	4 50% **	31 56% *	16 80% **	2 23% **	7 29% **	7 50% **	9 50% **	7 59% **	13 51% **	3 47% **	4 29% **	44 43% *	27 71% Ad*	23 45% *	57 50% 	12 40% **	47 50% *
They might lose my data by accident	68 44% 	58 46% 	10 33% **	9 36% **	28 48% *	21 51% *	5 29% **	28 44% *	8 36% **	23 46% *	28 38% *	2 33% **	22 39% *	1 18% **	8 31% **	16 52% *	4 43% **	30 52% *	11 54% **	2 22% **	11 46% **	7 49% **	7 39% **	7 59% **	11 45% **	2 38% **	4 29% **	39 38% *	25 66% Ad*	21 41% *	54 47% 	10 33% **	43 45% *
I don't trust them at all	57 36% 	43 35% 	13 44% **	6 24% **	24 41% *	13 32% *	8 43% **	29 45% *	12 53% **	23 45% *	24 33% *	1 13% **	21 37% *	3 54% **	7 26% **	11 36% *	4 47% **	21 38% *	7 33% **	3 31% **	11 46% **	6 43% **	9 48% **	3 24% **	10 38% **	2 30% **	5 36% **	34 33% *	16 43% *	23 45% *	41 36% 	11 37% **	36 38% *
I don't trust them to keep accurate records about me	49 31% d	38 30% 	11 35% **	3 11% **	16 27% *	20 46% A*	5 30% **	24 36% *	5 24% **	18 35% *	26 35% *	2 35% **	18 31% *	3 59% **	6 23% **	13 42% *	1 13% **	22 39% *	5 25% **	2 24% **	8 33% **	6 42% **	10 54% **	3 24% **	7 27% **	2 29% **	2 16% **	25 25% *	20 54% Ad*	14 28% *	38 34% 	8 25% **	37 40% A*
I don't think I would be able to change/delete my data if it is wrong	45 29% f	35 28% 	10 32% **	6 24% **	13 22% *	16 38% *	8 44% **	19 30% *	7 31% **	15 31% *	19 26% *	- - **	14 24% *	1 18% **	6 22% **	9 29% *	1 15% **	20 35% *	6 30% **	- - **	5 22% **	6 49% **	6 31% **	3 26% **	11 42% **	1 17% **	- - **	26 26% *	18 48% Ad*	8 16% *	33 29% f	9 30% **	31 32% f*
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	41 27% d	35 27% 	7 23% **	8 31% **	11 19% *	15 36% *	5 29% **	21 32% *	3 15% **	17 35% *	24 32% *	1 13% **	16 28% *	2 34% **	10 35% **	6 20% *	3 38% **	13 24% *	8 37% **	- - **	1 4% **	4 28% **	7 40% **	4 33% **	11 44% **	1 11% **	3 22% **	19 19% *	19 51% Ad*	9 19% *	35 31% f	7 24% **	32 33% Af*
I don't think they would have the skills to use my data appropriately	27 17% 	23 18% 	4 13% **	3 11% **	11 19% *	9 21% *	2 12% **	11 17% *	4 19% **	9 18% *	13 18% *	- - **	9 15% *	1 18% **	1 3% **	9 28% *	1 12% **	14 25% *	3 16% **	2 22% **	3 14% **	5 36% **	4 20% **	1 8% **	3 12% **	- - **	1 7% **	15 15% *	11 28% *	10 21% *	20 17% 	2 7% **	17 17% *
Other reason	6 4% Hd	5 4% 	1 4% **	3 13% **	1 2% *	1 2% *	2 13% **	- - *	4 16% **	- - *	4 6% *	- - **	4 7% *	- - **	2 8% **	2 7% *	- - **	3 6% *	- - **	- - **	- - **	- - **	1 5% **	- - **	3 13% **	- - **	- - **	1 1% *	5 14% Ad*	1 2% *	5 5% 	1 4% **	3 3% *
Don't know	3 2% 	3 2% 	1 3% **	1 3% **	- - *	2 5% *	- - **	2 4% *	- - **	- - *	2 2% *	- - **	1 2% *	- - **	1 4% **	- - *	- - **	1 1% *	- - **	- - **	- - **	1 5% **	1 5% **	- - **	- - **	1 14% **	2 11% **	2 2% *	- - *	1 1% *	2 2% 	- - **	2 2% *

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10m. Why do you say you have a low level of trust in Supermarkets to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Supermarkets

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/ONVQ Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	153	77	76	23	34	24	24	48	57	49	23	24	54	37	40	22	30	32	84	7	69	24	9	102	40
Weighted base	151	75	76	23	34	22	24	48	50	47	27	26	52	38	40	22	32	31	81	8	66	24	8	97	44
I think they will use my data for other purposes they won't tell me about	109 72%	57 76% *	52 69% *	16 69% **	22 66% *	13 61% **	24 100% **	33 70% *	37 73% *	31 67% *	20 72% **	21 81% **	39 75% *	27 72% *	33 83% *	10 46% **	20 65% **	23 72% *	61 76% *	5 70% **	45 68% *	18 76% **	7 89% **	70 72% *	33 75% *
I don't think they will use the data for my personal benefit	76 50%	42 56% *	33 44% *	8 33% **	17 50% *	7 30% **	15 63% **	29 61% *	22 44% *	22 46% *	16 57% **	16 61% **	27 52% *	14 36% *	25 62% N*	10 47% **	18 57% **	18 57% *	38 47% *	2 29% **	30 46% *	11 48% **	6 78% **	48 49% *	23 54% *
They might lose my data to hackers	67 44%	31 41% *	36 47% *	9 39% **	13 39% *	9 42% **	12 51% **	23 49% *	22 44% *	23 49% *	12 43% **	10 38% **	22 43% *	19 51% *	19 48% *	6 28% **	11 35% **	15 49% *	40 49% *	1 13% **	31 47% *	12 50% **	2 32% **	45 46% *	19 43% *
They might lose my data by accident	59 39%	26 35% *	33 43% *	5 23% **	17 50% *	9 39% **	12 52% **	16 33% *	19 38% *	21 45% *	9 34% **	9 35% **	19 37% *	18 48% *	16 40% *	6 28% **	11 36% **	15 47% *	32 39% *	1 12% **	23 36% *	15 62% **	3 43% **	42 43% *	15 35% *
I don't think I would be able to change/delete my data if it is wrong	51 34%	25 33% *	26 34% *	6 27% **	11 32% *	6 26% **	9 36% **	19 41% *	20 41% *	15 31% *	8 31% **	7 28% **	21 40% *	10 25% *	17 42% *	4 18% **	12 39% **	8 25% *	31 38% *	- - **	20 30% *	8 33% **	3 44% **	31 32% *	19 44% *
I don't trust them to keep accurate records about me	48 32%	26 35% *	22 29% *	9 40% **	10 31% *	7 30% **	7 29% **	14 30% *	19 38% *	13 27% *	11 39% **	6 21% **	18 35% *	11 29% *	16 40% *	3 14% **	11 36% **	8 26% *	27 34% *	1 17% **	21 32% *	9 36% **	3 33% **	32 33% *	14 32% *
I don't think they would have the skills to use my data appropriately	46 30%	24 32% *	21 28% *	5 23% **	13 39% *	6 29% **	7 29% **	13 28% *	17 33% *	15 32% *	7 25% **	7 25% **	17 33% *	11 29% *	11 27% *	6 30% **	12 37% **	7 22% *	27 33% *	- - **	22 33% *	7 29% **	5 66% **	34 35% *	12 27% *
I don't trust them at all	26 17%	15 21% *	11 14% *	1 4% **	5 15% *	2 8% **	6 24% **	12 26% *	9 17% *	6 12% *	6 22% **	6 22% **	10 19% *	3 8% *	12 31% AN*	1 5% **	9 28% **	4 12% *	13 16% *	1 18% **	11 16% *	5 20% **	3 37% **	18 19% *	8 19% *
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	19 13%	12 16% *	7 10% *	2 7% **	6 17% *	2 8% **	1 5% **	9 19% *	5 11% *	8 16% *	4 13% **	3 10% **	7 14% *	5 14% *	6 15% *	1 4% **	4 12% **	3 9% *	11 14% *	1 17% **	7 10% *	6 26% **	3 34% **	15 16% *	4 9% *
Other reason	2 2%	1 2% *	1 2% *	- - **	- - *	- - **	1 5% **	1 2% *	- - *	- - *	1 4% **	1 5% **	- - *	2 7% A*	- - *	- - **	1 4% **	- - *	1 1% *	- - **	1 2% *	- - **	- - **	1 1% *	1 3% *
Don't know	4 3%	1 1% *	3 4% *	2 9% **	1 3% *	1 4% **	- - **	- - *	1 2% *	3 7% *	- - **	- - **	2 4% *	1 3% *	1 3% *	- - **	1 3% **	- - *	3 4% *	- - **	3 5% *	- - **	- - **	3 3% *	- - *

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
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Q10m. Why do you say you have a low level of trust in Supermarkets to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Supermarkets

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																		
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data																
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	153	113	40	21	54	38	25	60	27	44	83	7	64	6	12	46	4	92	29	12	24	6	26	11	15	14	7	92	54	71	125	28	99
Weighted base	151	111	40	21	53	38	24	61	27	44	80	8	62	6	13	45	4	90	29	12	23	6	24	11	15	14	8	91	52	70	124	29	98
I think they will use my data for other purposes they won't tell me about	109 72%	78 70%	32 79% *	13 63% **	37 70% *	28 74% *	17 70% **	51 84% A*	15 57% **	37 85% A*	59 73% *	5 57% **	44 70% *	3 51% **	9 74% **	33 72% *	3 75% **	63 71% *	21 71% **	9 75% **	22 93% **	3 56% **	16 68% **	8 69% **	9 62% **	8 59% **	4 47% **	64 70% *	42 80% *	50 71% *	91 73%	24 83% **	72 74% *
I don't think they will use the data for my personal benefit	76 50%	51 46%	24 61% *	8 37% **	28 54% *	15 41% *	10 39% **	37 61% A*	12 45% **	25 58% *	41 52% *	3 38% **	34 55% *	2 35% **	9 67% **	25 55% *	3 77% **	47 52% *	16 54% **	5 40% **	15 66% **	3 43% **	14 56% **	5 43% **	4 30% **	8 60% **	2 23% **	40 44% *	34 65% Ad*	32 45% *	63 51%	10 36% **	50 51% *
They might lose my data to hackers	67 44% K	47 43%	19 49% *	6 31% **	24 46% *	17 44% *	7 29% **	25 41% *	11 40% **	15 34% *	29 36% *	5 57% **	26 41% *	3 44% **	6 48% **	23 50% *	4 100% **	42 47% *	11 38% **	6 47% **	11 47% **	3 41% **	12 48% **	6 50% **	8 53% **	6 43% **	2 32% **	39 43% *	25 48% *	29 42% *	58 47%	11 38% **	48 48% *
They might lose my data by accident	59 39% d	42 38%	17 43% *	5 26% **	21 40% *	16 41% *	3 14% **	28 47% *	6 21% **	18 42% *	28 35% *	4 55% **	22 35% *	4 66% **	6 51% **	16 35% *	2 53% **	36 40% *	9 32% **	6 47% **	9 38% **	2 25% **	8 31% **	3 25% **	8 53% **	8 57% **	5 59% **	28 31% *	26 50% Ad*	22 31% *	50 41% f	12 42% **	43 44% f*
I don't think I would be able to change/delete my data if it is wrong	51 34% Bd	32 29%	19 47% AB*	3 13% **	14 26% *	16 41% *	6 26% **	20 33% *	7 25% **	15 35% *	25 31% *	2 28% **	20 33% *	1 13% **	6 44% **	17 36% *	2 53% **	31 35% *	13 45% **	5 37% **	4 19% **	2 25% **	9 38% **	2 18% **	5 35% **	4 31% **	2 31% **	25 27% *	24 45% Ad*	20 28% *	44 35%	12 42% **	36 37% *
I don't trust them to keep accurate records about me	48 32%	36 32%	12 31% *	6 29% **	13 25% *	16 43% *	6 26% **	22 36% *	9 32% **	13 31% *	24 30% *	5 57% **	16 26% *	3 51% **	5 43% **	16 35% *	3 77% **	26 29% *	11 36% **	4 32% **	6 27% **	3 55% **	9 39% **	2 18% **	3 20% **	4 32% **	4 46% **	25 28% *	19 36% *	19 27% *	40 32%	7 24% **	30 31% *
I don't think they would have the skills to use my data appropriately	46 30% K	36 32%	10 25% *	4 20% **	17 32% *	14 38% *	4 18% **	23 38% *	5 18% **	20 46% A*	18 22% *	2 30% **	17 27% *	- - **	3 23% **	16 36% *	- - **	33 37% A*	8 27% **	5 37% **	6 25% **	2 25% **	8 33% **	5 47% **	5 37% **	4 30% **	2 31% **	27 29% *	16 31% *	20 28% *	38 30%	7 24% **	30 31% *
I don't trust them at all	26 17% B	15 13%	11 29% AB*	4 18% **	6 12% *	5 13% *	5 20% **	12 20% *	6 24% **	5 11% *	11 14% *	2 21% **	9 15% *	1 15% **	2 17% **	10 23% *	- - **	15 17% *	7 23% **	4 31% **	3 12% **	1 14% **	4 14% **	2 21% **	1 6% **	- - **	1 12% **	13 14% *	13 24% *	8 12% *	20 16%	2 6% **	16 17% *
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	19 13%	13 12%	6 15% *	1 6% **	9 17% *	3 9% *	2 8% **	11 18% *	4 15% **	9 21% *	10 12% *	3 35% **	8 12% *	2 36% **	2 15% **	10 22% A*	- - **	12 14% *	3 10% **	5 40% **	4 16% **	2 25% **	2 8% **	- - **	- - **	2 15% **	2 31% **	10 11% *	7 13% *	8 12% *	17 14%	4 13% **	12 12% *
Other reason	2 2%	1 1%	1 3% *	- - **	- - *	1 3% *	- - **	1 2% *	- - **	- - *	2 3% *	- - **	- - *	- - **	- - **	2 5% *	- - **	2 3% *	- - **	1 9% **	- - **	- - **	- - **	1 12% **	- - **	- - **	- - **	1 1% *	1 3% *	- - *	1 1%	- - **	2 3% *
Don't know	4 3%	4 4%	- - *	- - **	2 4% *	2 6% *	- - **	2 3% *	- - **	1 2% *	3 4% *	- - **	3 5% *	- - **	1 9% **	1 2% *	- - **	3 3% *	1 3% **	- - **	- - **	- - **	1 5% **	- - **	1 7% **	- - **	- - **	3 3% *	1 2% *	2 3% *	3 2%	- - **	4 4% *

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10n. Why do you say you have a low level of trust in Online retailers, for example, Amazon, Asos and play.com to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Online retailers, for example, Amazon, Asos and play.com

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/ONVQ Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	136	66	70	24	21	21	25	45	53	42	21	20	47	32	34	23	21	30	79	6	47	25	10	82	44
Weighted base	135	64	71	24	21	21	23	45	48	41	25	21	46	32	33	24	21	29	78	6	46	24	10	80	46
They might lose my data to hackers	94 70% U	39 62% *	55 77% *	15 62% **	12 55% **	16 75% **	17 72% **	34 77% *	33 68% *	32 78% *	13 53% **	16 79% **	33 71% *	23 72% *	21 63% *	17 73% **	15 69% **	19 65% **	55 71% *	5 80% **	27 58% *	19 80% **	7 72% **	53 66% *	35 76% *
I think they will use my data for other purposes they won't tell me about	89 66%	48 75% AC*	42 58% *	12 49% **	15 71% **	17 80% **	17 71% **	29 64% *	36 74% *	25 61% *	19 76% **	10 46% **	27 58% *	20 64% *	24 74% *	18 75% **	15 70% **	16 56% **	55 70% *	3 53% **	36 78% A*	11 45% **	7 72% **	54 67% *	29 64% *
I don't think they will use the data for my personal benefit	83 61% C	45 71% AC*	37 53% *	10 40% **	11 55% **	14 66% **	16 67% **	32 71% *	34 70% *	23 56% *	15 60% **	11 52% **	25 54% *	18 55% *	23 70% *	17 73% **	12 54% **	15 51% **	54 69% A*	2 38% **	31 68% *	13 55% **	8 80% **	52 66% *	25 53% *
They might lose my data by accident	54 40%	29 46% *	25 35% *	6 25% **	5 23% **	10 49% **	14 61% **	18 41% *	20 41% *	16 39% *	12 48% **	6 28% **	16 35% *	10 31% *	15 46% *	13 53% **	8 37% **	7 24% **	38 48% A*	1 19% **	17 36% *	13 53% **	4 41% **	34 42% *	20 42% *
I don't think I would be able to change/delete my data if it is wrong	50 37% N	24 37% *	26 37% *	3 13% **	7 36% **	9 41% **	9 37% **	22 49% *	14 29% *	14 33% *	13 54% **	9 42% **	19 41% N*	5 14% *	16 48% N*	10 44% **	8 39% **	9 30% **	33 42% *	- - **	13 29% *	11 47% **	3 32% **	28 35% *	21 46% *
I don't trust them to keep accurate records about me	43 32% N	22 35% *	21 30% *	3 11% **	4 18% **	9 41% **	10 42% **	18 41% *	14 29% *	16 38% *	12 47% **	2 11% **	13 27% *	5 15% *	16 48% AN*	10 42% **	5 23% **	9 32% **	25 33% *	4 58% **	12 25% *	10 42% **	6 63% **	28 35% *	14 30% *
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	22 17%	11 17% *	11 16% *	3 13% **	5 23% **	5 26% **	4 17% **	5 11% *	6 11% *	9 22% *	5 19% **	3 15% **	7 15% *	5 15% *	10 29% A*	1 4% **	3 16% **	2 6% **	17 22% *	- - **	7 16% *	5 20% **	2 22% **	14 18% *	8 18% *
I don't think they would have the skills to use my data appropriately	22 16%	8 13% *	14 19% *	1 4% **	4 21% **	6 26% **	3 11% **	8 18% *	4 9% *	7 17% *	7 29% **	3 16% **	7 15% *	5 14% *	6 19% *	4 18% **	6 30% **	3 10% **	11 14% *	1 19% **	8 17% *	5 22% **	1 12% **	14 18% *	7 16% *
I don't trust them at all	19 14%	12 19% *	7 10% *	2 6% **	4 18% **	3 14% **	2 10% **	9 19% *	7 14% *	6 15% *	4 18% **	2 11% **	6 14% *	2 6% *	7 21% *	4 17% **	3 14% **	3 11% **	12 15% *	1 19% **	7 16% *	3 12% **	2 23% **	12 16% *	5 12% *
Other reason	6 5%	4 7% *	2 3% *	2 8% **	- - **	3 12% **	1 4% **	1 3% *	4 7% *	2 4% *	1 5% **	- - **	3 6% *	1 3% *	2 6% *	1 4% **	- - **	1 3% **	6 7% *	- - **	3 6% *	- - **	2 20% **	5 6% *	1 2% *
Don't know	2 2% S	1 2% *	1 2% *	1 6% **	1 5% **	- - **	- - **	- - *	- - *	1 3% *	- - **	1 7% **	- - *	2 8% A*	- - *	- - **	2 11% **	- - **	- - *	- - **	1 3% *	- - **	- - **	1 2% *	1 2% *

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q10n. Why do you say you have a low level of trust in Online retailers, for example, Amazon, Asos and play.com to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Online retailers, for example, Amazon, Asos and play.com

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	136	100	36	24	49	27	26	41	30	33	74	9	53	6	9	40	-	83	22	10	23	5	28	4	21	7	2	98	34	51	107	18	88
Weighted base	135	97	37	22	49	27	26	40	29	32	73	8	52	6	9	39	-	80	23	9	23	5	27	4	20	6	2	96	34	50	106	18	86
They might lose my data to hackers	94 70%	65 67% *	29 77% *	17 77% **	33 67% *	16 58% **	19 73% **	30 74% *	19 66% **	24 75% *	53 72% *	5 58% **	37 71% *	5 73% **	7 76% **	31 79% *	-	63 79% A*	17 72% **	6 67% **	15 65% **	4 81% **	19 71% **	4 100% **	17 84% **	6 90% **	2 100% **	66 69% *	25 72% *	34 68% *	80 76% A	14 78% **	65 75% *
I think they will use my data for other purposes they won't tell me about	89 66%	65 67% *	24 64% *	15 69% **	32 66% *	18 66% **	18 69% **	31 77% *	21 71% **	22 67% *	52 71% *	5 61% **	39 76% *	2 34% **	6 68% **	29 75% *	-	61 76% A*	18 76% **	5 61% **	16 69% **	4 80% **	17 63% **	4 100% **	11 56% **	4 72% **	2 100% **	59 62% *	28 82% Ad*	36 71% *	73 69%	13 73% **	61 70% *
I don't think they will use the data for my personal benefit	83 61%	58 60% *	25 66% *	16 76% **	25 52% *	16 60% **	17 65% **	30 73% *	21 70% **	20 63% *	49 67% *	3 39% **	41 78% A*	2 34% **	6 69% **	25 65% *	-	58 73% A*	15 64% **	8 84% **	10 42% **	4 80% **	21 79% **	3 74% **	11 57% **	4 72% **	2 100% **	55 58% *	24 71% *	36 72% *	69 65%	8 44% **	54 63% *
They might lose my data by accident	54 40% d	34 35% *	20 53% *	11 49% **	15 30% *	9 33% **	13 50% **	17 43% *	11 37% **	13 42% *	28 38% *	2 21% **	23 44% *	5 73% **	2 23% **	20 52% *	-	38 47% A*	9 41% **	3 30% **	10 41% **	2 41% **	13 46% **	2 48% **	10 48% **	2 31% **	1 46% **	32 34% *	21 60% Ad*	21 41% *	46 44%	8 45% **	34 39% *
I don't think I would be able to change/delete my data if it is wrong	50 37% d	32 33% *	18 47% *	10 45% **	14 28% *	9 32% **	4 17% **	23 57% A*	7 25% **	17 51% *	24 33% *	4 49% **	17 33% *	5 73% **	- - **	18 47% *	-	35 44% *	12 54% **	2 22% **	9 37% **	3 61% **	7 26% **	2 52% **	8 39% **	3 57% **	1 46% **	28 29% *	19 57% Ad*	19 37% *	41 39%	6 36% **	32 37% *
I don't trust them to keep accurate records about me	43 32% BEd	24 24% *	19 52% AB*	6 29% **	9 19% *	8 30% **	11 42% **	11 28% *	10 35% **	8 26% *	27 37% *	2 21% **	24 47% A*	3 47% **	2 27% **	18 45% *	-	28 35% *	8 36% **	4 40% **	6 25% **	2 41% **	13 47% **	- - **	5 26% **	4 63% **	2 100% **	24 25% *	18 52% Ad*	16 32% *	39 37% A	5 29% **	30 35% *
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	22 17% d	17 18% *	5 14% *	5 22% **	5 10% *	7 28% **	3 12% **	12 31% A*	6 20% **	6 20% *	15 20% *	4 47% **	14 26% A*	1 15% **	1 10% **	11 29% A*	-	16 20% *	3 12% **	2 23% **	3 13% **	2 41% **	5 19% **	1 33% **	3 14% **	1 17% **	1 46% **	12 12% *	9 28% d*	5 10% *	22 20% Af	5 29% **	16 19% f*
I don't think they would have the skills to use my data appropriately	22 16%	14 15% *	7 20% *	5 22% **	6 12% *	4 14% **	6 23% **	10 24% *	4 13% **	4 14% *	10 14% *	3 39% **	9 18% *	3 48% **	1 13% **	8 20% *	-	15 19% *	2 9% **	1 12% **	4 19% **	1 21% **	6 22% **	2 52% **	1 4% **	2 33% **	1 46% **	15 16% *	6 17% *	7 14% *	19 18%	2 12% **	17 20% *
I don't trust them at all	19 14%	11 11% *	8 22% *	4 17% **	5 11% *	2 8% **	4 15% **	6 15% *	5 18% **	5 15% *	11 15% *	1 12% **	9 17% *	2 34% **	3 34% **	6 16% *	-	13 16% *	3 13% **	2 20% **	2 9% **	2 41% **	5 18% **	- - **	3 13% **	1 17% **	2 100% **	12 12% *	5 15% *	4 8% *	17 16% f	2 12% **	13 15% *
Other reason	6 5%	5 5% *	1 3% *	2 7% **	3 5% *	1 4% **	1 4% **	3 7% *	2 6% **	2 6% *	5 7% *	- - **	4 9% *	- - **	- - **	4 10% *	-	5 6% *	1 5% **	- - **	1 4% **	1 20% **	- - **	- - **	4 18% **	- - **	- - **	4 5% *	2 6% *	2 4% *	6 6%	1 5% **	4 5% *
Don't know	2 2% BKRgj	- - *	2 7% B*	- - **	- - *	- - **	- - **	- - *	- - **	- - *	- - *	- - **	- - *	- - **	- - **	- - *	-	- - *	- - **	- - **	- - **	- - **	- - **	- - **	- - **	- - **	- - **	1 1% *	- - *	- - *	- -	- - **	- - *

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q10o. Why do you say you have a low level of trust in Internet companies, such as search engines and social media to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Internet companies, such as search engines and social media

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1460	741	719	196	255	264	275	470	468	416	264	312	480	390	346	244	340	313	707	100	555	205	132	892	454
Weighted base	1450	728	722	196	253	261	273	467	420	400	313	318	476	383	346	245	349	315	684	101	542	205	129	876	464
I think they will use my data for other purposes they won't tell me about	935 65% DET	475 65%	460 64%	101 51%	146 58%	174 67% DE	184 67% DE	330 71% ADE	277 66%	268 67% L	201 64%	190 60%	299 63%	256 67%	219 63%	161 66%	214 61%	195 62%	473 69% AQRT	53 52% *	349 64%	129 63%	82 64%	561 64%	315 68%
They might lose my data to hackers	924 64% BETUX	445 61%	479 66% AB	118 60%	140 56%	161 62%	178 65% E	327 70% ADEF	271 65%	258 65%	203 65%	192 60%	306 64%	235 61%	218 63%	166 68%	222 64% T	201 64% T	450 66% T	51 50% *	315 58%	143 70% U	77 60%	536 61%	320 69% AX
I don't think they will use the data for my personal benefit	800 55% DELT	406 56%	394 55%	86 44%	120 48%	142 54% D	164 60% DE	288 62% ADE	254 61% AL	219 55%	172 55%	154 48%	258 54%	204 53%	191 55%	147 60%	186 53% T	170 54% T	408 60% AT	36 35% *	288 53%	114 56%	79 61%	481 55%	272 59%
They might lose my data by accident	572 39% CDE	309 42% AC	263 36%	45 23%	79 31%	111 42% DE	125 46% ADE	213 46% ADE	173 41%	158 40%	127 41%	114 36%	193 41%	152 40%	132 38%	95 39%	135 39%	114 36%	291 43% AT	32 31% *	204 38%	91 44%	50 39%	345 39%	203 44% A
I don't trust them to keep accurate records about me	561 39% DETU	290 40%	271 38%	53 27%	80 32%	106 40% DE	107 39% D	216 46% ADE	179 43% AL	148 37%	122 39%	112 35%	178 37%	138 36%	131 38%	115 47% AMNO	121 35%	134 42% QT	277 40% T	30 29% *	182 34%	88 43% U	66 51% AU	336 38%	196 42%
I don't think I would be able to change/delete my data if it is wrong	545 38% DELQTU	282 39%	263 36%	53 27%	73 29%	97 37% DE	101 37% D	220 47% ADEFG	194 46% AJKL	136 34%	120 38% L	95 30%	175 37%	150 39%	122 35%	98 40%	105 30%	126 40% QT	290 42% AQT	24 24% *	184 34%	90 44% U	56 43% U	329 38%	191 41%
I don't trust them at all	498 34% CDF	281 39% AC	217 30%	44 22%	82 32% D	72 28%	99 36% DF	200 43% ADEF	131 31%	131 33%	117 38%	119 37%	150 31%	131 34%	116 33%	102 42% AMO	120 34%	117 37%	224 33%	38 37% *	171 32%	70 34%	46 36%	288 33%	176 38%
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	393 27% CT	216 30% AC	177 25%	47 24%	60 24%	60 23%	79 29%	147 32% AEF	112 27%	112 28%	83 27%	86 27%	133 28%	107 28%	88 25%	66 27%	83 24%	82 26%	209 31% AQT	19 18% *	131 24%	67 33% U	32 25%	230 26%	134 29%
I don't think they would have the skills to use my data appropriately	295 20% D	155 21%	140 19%	29 15%	51 20%	48 18%	55 20%	112 24% AD	82 19%	84 21%	73 23%	56 18%	89 19%	85 22%	62 18%	58 24%	70 20%	65 21%	147 21%	14 14% *	99 18%	45 22%	33 26%	177 20%	100 22%
Other reason	54 4% UX	32 4%	22 3%	5 3%	9 3%	13 5%	10 4%	17 4%	14 3%	12 3%	11 3%	17 5%	13 3%	17 4%	15 4%	10 4%	9 2%	13 4%	30 4%	3 3% *	13 2%	6 3%	6 5%	25 3%	25 5% AX
Don't know	46 3% HS	18 2%	28 4%	13 7% AFGH	13 5% H	6 2%	6 2%	7 2%	9 2%	11 3%	10 3%	15 5%	21 4% O	16 4%	6 2%	4 2%	17 5% AS	14 4% S	13 2%	2 2% *	18 3%	6 3%	3 2%	28 3%	14 3%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Ipsos MORI

Q10o. Why do you say you have a low level of trust in Internet companies, such as search engines and social media to use your personal data appropriately?

Base: A random selection of adults aged 16-75 in Great Britain who reported having a trust of 5 or lower in Internet companies, such as search engines and social media

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1460	1074	381	261	505	308	103	807	124	813	483	221	276	421	96	599	-	1099	179	144	206	106	188	129	164	130	93	893	437	503	1029	169	974
Weighted base	1450	1068	377	261	500	307	100	811	124	815	477	224	272	424	99	596	-	1092	177	145	203	105	182	132	163	130	94	889	430	501	1020	168	970
I think they will use my data for other purposes they won't tell me about	935 65% Ech	682 64%	253 67%	168 65%	299 60%	215 70% AE	57 57%	538 66%	77 62%	546 67% A	338 71% AL	135 60%	196 72% A	276 65%	61 62% *	404 68% A	- -	761 70% A	119 67%	96 66%	125 62%	77 74% AU	124 68%	89 67%	115 70%	94 72%	36 39% *	562 63% c	331 77% Acd	328 66% h	711 70% Afh	87 51%	693 71% Afh
They might lose my data to hackers	924 64% Gcd	673 63%	251 66%	157 60%	315 63%	200 65%	51 51%	516 64% G	72 58%	525 64%	305 64%	141 63%	175 65%	270 64%	58 59% *	378 63%	- -	719 66% A	106 60%	92 64%	131 65%	79 75% A	120 66%	88 67%	106 65%	87 67%	45 48% *	543 61% c	329 77% Acd	322 64%	697 68% Afh	100 59%	665 69% Afh
I don't think they will use the data for my personal benefit	800 55% Ecdh	574 54%	225 60% A	147 56%	255 51%	172 56%	54 54%	447 55%	71 58%	461 57%	292 61% AL	118 53%	182 67% AN	235 55%	49 50% *	344 58%	- -	641 59% A	89 50%	81 56%	113 56%	62 59%	121 66% AY	72 55%	95 58%	76 58%	34 36% *	457 51% c	304 71% Acd	275 55% h	623 61% Afh	74 44%	597 61% Afh
They might lose my data by accident	572 39% BGd	396 37%	175 46% AB	92 35%	181 36%	124 40%	30 30%	338 42% G	39 32%	355 44% AI	176 37%	90 40%	100 37%	190 45% AM	34 34% *	242 41%	- -	472 43% A	66 38%	56 39%	74 37%	57 55% AU	76 42%	63 48%	66 40%	58 44%	28 30% *	318 36%	225 52% Acd	182 36%	434 43% Afh	58 34%	435 45% Afgh
I don't trust them to keep accurate records about me	561 39% Ocdh	405 38%	155 41%	100 38%	182 36%	124 40%	34 34%	328 40%	41 33%	336 41% A	177 37%	94 42%	103 38%	186 44% A	26 26% *	254 43% AO	- -	455 42% A	60 34%	57 40%	67 33%	54 51% AU	73 40%	56 43%	64 39%	63 48% A	26 28% *	299 34%	232 54% Acd	180 36%	421 41% Afh	50 30%	419 43% Afh
I don't think I would be able to change/delete my data if it is wrong	545 38% ETcdh	393 37%	151 40%	102 39%	159 32%	132 43% AE	33 33%	312 38%	42 33%	322 40%	194 41%	80 36%	112 41%	167 39%	31 31% *	233 39%	- -	444 41% A	67 38%	43 30%	80 40%	55 52% AU	71 39%	50 38%	69 42%	55 42%	19 20% *	298 34% c	225 52% Acd	191 38% h	430 42% Afh	50 30%	410 42% Afh
I don't trust them at all	498 34% BEMOUcdh	336 31%	160 43% AB	94 36%	149 30%	93 30%	36 36%	309 38% A	43 34%	320 39% A	153 32%	96 43% AK	77 29%	199 47% AM	19 19% *	283 48% AO	- -	440 40% A	59 33%	53 37%	54 26%	46 44% AU	59 32%	62 47% AX	54 33%	51 39%	19 21% *	282 32% c	190 44% Acd	159 32%	337 33% h	43 26%	355 37% Afgh
My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)	393 27% EGcd	288 27%	104 28%	68 26%	114 23%	106 35% ADE	18 18%	236 29% G	33 27%	250 31% A	129 27%	72 32%	85 31%	134 32% A	24 25% *	187 31% A	- -	328 30% A	43 24%	40 28%	52 25%	49 47% AU	48 26%	30 23%	42 25%	47 36% AZ	12 13% *	213 24% c	167 39% Acd	123 25%	298 29% Afh	38 23%	301 31% Afh
I don't think they would have the skills to use my data appropriately	295 20% Bd	202 19%	91 24% AB	55 21%	93 19%	54 18%	14 14%	189 23% AG	18 14%	190 23% AI	96 20%	57 26% A	47 17%	113 27% AM	14 14% *	145 24% AO	- -	247 23% A	33 19%	31 22%	40 20%	30 29% A	37 20%	36 27%	29 18%	25 19%	14 15% *	165 19%	114 27% Acd	95 19%	209 20%	32 19%	220 23% Afg
Other reason	54 4% f	39 4%	15 4%	7 3%	21 4%	11 4%	2 2%	28 4%	2 2%	32 4%	21 4%	12 5%	13 5%	21 5%	2 2% *	37 6% A	- -	49 4% A	5 3%	6 4%	5 3%	7 6%	7 4%	9 7%	9 5% b	1 1%	3 3% *	26 3%	21 5%	12 2%	43 4% fh	2 1%	38 4% f
Don't know	46 3% HJRVXdefgi	35 3%	10 3%	6 2%	20 4%	9 3%	3 3%	16 2%	4 3%	15 2%	10 2%	6 3%	4 1%	14 3%	3 3% *	16 3%	- -	22 2%	3 2%	2 1%	4 2%	- -	* *	3 3%	3 2%	5 3%	3 3% e*	19 2%	3 1%	10 2% i	12 1%	5 3% gi	8 1%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q11. Have you done any of these things to protect your data or avoid intrusion into your privacy?

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NV Q12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
Ticked a box, opting you out of receiving marketing material from websites	1566 78% DLQT	778 78%	787 77%	199 62%	273 76% D	280 76% D	316 84% ADEF	498 85% ADEF	453 85% AJKL	427 76%	349 78% L	336 71%	524 78%	414 77%	359 78%	269 79%	364 70%	361 78% QT	745 84% AQRT	95 63%	584 76%	222 81%	135 83%	941 78%	517 80%
Signed up for the Telephone Preference Service, which removes your number from marketing call lists	1044 52% CDELNQT	547 55% AC	497 49%	72 22%	146 41% D	200 54% DE	229 61% ADE	397 67% ADEFG	319 60% AJKL	297 53% L	227 51% L	203 43%	370 55% AN	250 46%	238 51%	186 54% N	235 45%	248 54% QT	503 57% AQT	60 39%	386 51%	158 58% AU	92 57%	637 53%	370 57% A
Changed the default settings on your computer or browser to increase your privacy	919 46% CDLQT	485 48% AC	434 43%	125 39%	160 44%	175 47% D	182 48% D	278 47% D	282 53% AJKL	246 44%	202 45%	189 40%	296 44%	258 48%	211 46%	155 45%	184 35%	226 49% QT	463 52% AQT	47 31%	341 45%	111 41%	96 59% AUV	548 46%	293 45%
Opted out of your name being on the published version of the electoral register	634 31% DLQT	325 33%	308 30%	47 15%	111 31% D	124 34% D	149 40% ADE	202 34% D	191 36% AL	181 32% L	145 32% L	118 25%	196 29%	168 31%	154 33%	116 34%	140 27%	136 29% T	329 37% AQRT	29 19%	241 32%	88 32%	48 30%	377 31%	231 36% A
Stopped using Facebook so that you can protect your privacy	297 15% CD	182 18% AC	116 11%	29 9%	43 12%	63 17% D	57 15% D	105 18% ADE	75 14%	84 15%	71 16%	67 14%	104 15%	76 14%	67 14%	51 15%	74 14%	60 13%	140 16%	23 15%	115 15%	35 13%	29 18%	179 15%	100 16%
Started using more secure methods of communication, such as encrypted emails	210 10% CDQY	131 13% AC	79 8%	22 7%	47 13% D	49 13% D	37 10%	56 10%	59 11%	64 11%	46 10%	41 9%	69 10%	64 12%	50 11%	28 8%	36 7%	43 9%	122 14% AQRT	10 7%	98 13% A	28 10%	15 10%	142 12% AY	52 8%
Stopped using supermarket loyalty cards so that you can protect your privacy	125 6% CE	82 8% AC	43 4%	21 7%	13 4%	20 5%	24 6%	46 8% E	31 6%	29 5%	31 7%	34 7%	37 6%	40 7%	30 7%	18 5%	28 5%	23 5%	67 8% A	8 5%	44 6%	25 9% A	15 9%	84 7%	34 5%
Asked a government department, public service or private company to delete any information they hold about you	111 6%	56 6%	55 5%	16 5%	21 6%	24 6%	24 6%	26 4%	28 5%	28 5%	30 7%	25 5%	46 7%	25 5%	19 4%	22 6%	24 5%	26 6%	57 6%	5 3%	45 6%	17 6%	8 5%	71 6%	32 5%
Asked a government department, public service or private company what information they hold about you	99 5% C	66 7% AC	33 3%	14 4%	21 6%	23 6%	19 5%	22 4%	20 4%	31 5%	23 5%	26 5%	33 5%	31 6%	18 4%	17 5%	18 3%	32 7% AQT	47 5%	3 2%	38 5%	14 5%	6 4%	58 5%	31 5%
None of these	173 9% GHISY	85 9%	87 9%	47 15% AEGH	29 8%	37 10% G	20 5%	39 7%	29 5%	60 11% AI	33 7%	50 11% I	57 8%	55 10%	35 8%	25 7%	57 11% AS	34 7%	56 6%	26 17% ARS	72 9%	20 7%	10 6%	102 9%	41 6%
Don't know	71 3% GHISX	29 3%	42 4%	26 8% AFGH	21 6% AGH	11 3%	5 1%	7 1%	9 2%	18 3%	15 3%	29 6% AIJ	26 4%	15 3%	12 3%	17 5%	24 5% S	23 5% S	17 2%	7 4%	26 3%	5 2%	2 1%	34 3%	23 4%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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23 - 25 June 2014
GB adults 16-75
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Q11. Have you done any of these things to protect your data or avoid intrusion into your privacy?

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes		
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
Ticked a box, opting you out of receiving marketing material from websites	1566 78% GQch	1169 77%	396 80%	267 75%	547 75%	354 82% ADE	149 71%	790 80% AG	184 73%	766 82% AI	613 82% AL	188 75%	399 79%	355 79%	205 73%	515 81% AO	74 61%	923 85% AQ	208 79%	143 83%	229 83% A	108 78%	199 82%	125 77%	195 78%	138 82%	- -	1065 84% Ac	501 98% Acd	585 81% Ah	1180 86% Afh	215 72%	1054 84% Afh
Signed up for the Telephone Preference Service, which removes your number from marketing call lists	1044 52% BEQcdh	756 50%	288 58% AB	189 53%	347 48%	220 51%	99 47%	514 52%	124 49%	513 55% A	398 53%	131 52%	268 53%	251 56%	134 48%	343 54%	44 36%	632 58% AQ	156 60% AT	85 49%	148 54%	77 56%	134 55%	80 50%	143 57%	93 55%	- -	584 46% c	461 90% Acd	366 50%	793 58% Afh	139 46%	711 57% Afh
Changed the default settings on your computer or browser to increase your privacy	919 46% CDOQcd	718 47% AC	200 41%	144 40%	332 46%	241 56% ADE	84 40%	490 50% AG	106 42%	484 52% AI	351 47%	120 48%	232 46%	223 50%	111 40%	332 52% AO	41 34%	573 53% AQ	121 46%	90 52%	111 40%	74 54% AU	119 49%	76 47%	119 48%	86 51%	- -	463 37% c	457 90% Acd	310 43%	679 49% Afh	128 43%	638 51% Afh
Opted out of your name being on the published version of the electoral register	634 31% EGIOcdh	461 30%	172 35%	111 31%	206 28%	144 33%	52 25%	349 35% AG	58 23%	340 36% AI	228 31%	89 35%	152 30%	165 37% AM	61 22%	233 36% AO	30 25%	418 38% AQ	86 33%	64 37%	93 34%	46 33%	83 34%	60 37%	70 28%	51 30%	- -	247 19% c	387 76% Acd	216 30%	463 34% Afh	77 26%	444 36% Afgh
Stopped using Facebook so that you can protect your privacy	297 15% BEFKcd	140 9%	157 32% AB	58 16% EF	47 6%	34 8%	33 16%	175 18% A	40 16%	163 17% A	94 13%	49 19% AK	64 13%	88 19% AM	30 11%	127 20% AO	18 14%	191 18% A	31 12%	38 22% AS	43 16%	22 16%	37 15%	28 17%	41 16%	32 19%	- -	116 9% c	181 35% Acd	98 13%	210 15%	36 12%	220 18% Afgh
Started using more secure methods of communication, such as encrypted emails	210 10% Dcdf	162 11%	48 10%	22 6%	70 10%	70 16% ADE	21 10%	108 11%	29 12%	111 12%	81 11%	29 11%	58 12%	57 13%	30 11%	76 12%	12 10%	130 12% A	26 10%	23 13%	23 9%	17 13%	29 12%	22 14%	28 11%	17 10%	- -	64 5% c	146 29% Acd	62 9%	134 10%	36 12% f	148 12% Afg
Stopped using supermarket loyalty cards so that you can protect your privacy	125 6% cdg	89 6%	36 7%	19 5%	38 5%	32 7%	19 9%	78 8% A	15 6%	75 8% A	42 6%	28 11% AK	25 5%	46 10% AM	14 5%	53 8% A	8 7%	80 7% A	23 9%	10 6%	15 6%	11 8%	15 6%	14 8%	14 6%	11 6%	- -	41 3% c	84 16% Acd	38 5%	73 5%	13 5%	89 7% Afg
Asked a government department, public service or private company to delete any information they hold about you	111 6% Ecd	91 6%	20 4%	22 6%	30 4%	39 9% AE	10 5%	72 7% A	11 4%	69 7% A	46 6%	20 8%	29 6%	27 6%	12 4%	46 7% A	11 9%	64 6%	12 4%	9 5%	20 7%	9 6%	10 4%	17 11% AX	13 5%	9 6%	- -	30 2% c	81 16% Acd	34 5%	76 6%	21 7%	76 6%
Asked a government department, public service or private company what information they hold about you	99 5% Ccd	83 5% C	15 3%	17 5%	29 4%	36 8% AE	17 8% A	53 5%	12 5%	56 6%	37 5%	21 8% A	28 6%	31 7% A	18 6%	39 6%	8 7%	55 5%	16 6%	11 6%	15 5%	9 6%	11 5%	7 4%	13 5%	8 5%	- -	28 2%	71 14% Acd	27 4%	68 5%	20 7% f	68 5% f
None of these	173 9% FHJPRdegi	133 9%	38 8%	31 9%	76 10% AF	27 6%	26 12% AH	71 7%	30 12% AJ	55 6%	60 8%	21 8%	44 9%	31 7%	31 11% P	33 5%	14 11% R	61 6%	15 6%	14 8%	17 6%	14 10%	20 8%	11 7%	20 8%	13 8%	173 100% Ade	- -	- -	60 8% i	94 7%	30 10% gi	81 7%
Don't know	71 3% HIJKMRTXcdefgl	53 3%	17 3%	23 6% AEF	18 2%	12 3%	5 2%	22 2%	2 1%	17 2%	13 2%	7 3%	5 1%	13 3% M	6 2%	25 4%	3 2%	21 2%	5 2%	1 1%	5 2%	2 1%	3 1%	11 7% AX	7 3%	2 1%	- -	- -	- -	12 2%	14 1%	6 2%	15 1%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q12. To what extent do you agree or disagree with the following statements: - Summary table

Base: All Adults aged 16-75 in Great Britain

	Q12. Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your personal data appropriately? 0 means you do not trust them at all, and 10 means you have complete trust.													
	"I don't think much about what information or data the government and companies hold about me as there is nothing I can do about it"	"You can't live in the modern world without giving personal information to companies and government"	"Government and companies have got so much data about people, they would never take the time or effort to look at my data individually"	"I benefit from companies using my personal data – for example by getting a quicker service, or recommendations for products I wouldn't have thought of"	"Government and public services have my best interests at heart when they use my personal data"	"Companies have my best interests at heart when they use my personal data"	"Government and public services use my personal information for their benefit, not mine"	"Companies use my personal information for their benefit, not mine"	"I would really like to know what information government knows about me"	"I would really like to know what information private companies know about me"	"Once my data has been anonymised and there is no way I can be identified, I'm not really bothered how it is used"	"Government and private companies know so much about us now that it's impossible to keep your identity secret, even if you try"	"It's too difficult for me to keep control of all my personal data – it should be the government's job to prevent anyone missuing it"	" I find it a bit creepy that government and businesses could know so much about me, even if it doesn't really harm me"
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)
Unweighted base	2019	2019	2019	2019	1008	1011	1008	1011	1008	1011	2019	2019	2019	2019
Weighted base	2019	2019	2019	2019	1000	1019	1000	1019	1000	1019	2019	2019	2019	2019
Strongly agree	110 5% DEF	330 16% ACDEFKM	137 7% ADEF	33 2%	16 2%	17 2%	238 24% ABCDEFKLM	431 42% ABCDEFGJKLMN	348 35% ABCDEFGKLMN	362 36% ABCDEFGKLMN	136 7% DEF	369 18% ACDEFKM	266 13% ACDEFK	486 24% ABCDEFKLM
Tend to agree	616 30% CDEFKM	1047 52% ACDEFGHIJKLMN	494 24% DEF	266 13% EF	88 9% F	43 4%	388 39% ACDEFKM	370 36% ACDEFKM	364 36% ACDEFKM	367 36% ACDEFKM	452 22% DEF	962 48% ACDEFGHIJKMN	541 27% DEFK	762 38% ACDEFKM
Neither agree nor disagree	674 33% BFGHIJKLMN	385 19% H	663 33% BFGHIJLMN	715 35% BCFGHIJKLMN	336 34% BFGHIJLMN	201 20% H	234 23% BHI	135 13%	196 20% H	202 20% H	621 31% BFGHIJLN	432 21% BH	602 30% BFGHIJLN	487 24% BFHIJL
Tend to disagree	361 18% BGHIJLN	115 6% HI	424 21% ABGHIJLMN	575 28% ABCGHIJKLMN	298 30% ABCGHIJKLMN	374 37% ABCDEGHIJKLMN	62 6% HI	35 3%	35 4%	45 4%	462 23% ABGHIJLMN	128 6% HIJ	347 17% BGHIJLN	160 8% BHIJL
Strongly disagree	169 8% BGHIJLN	64 3% GHIJLN	159 8% BGHIJLN	331 16% ABCGHIJKLMN	200 20% ABCDGHIJKLMN	343 34% ABCDEGHIJKLMN	17 2% J	10 1%	14 1%	7 1%	234 12% ABCGHIJLMN	33 2% J	155 8% BGHIJLN	41 2% HJ
Don't know	88 4% B	76 4%	142 7% ABDFHIJKLMN	99 5% BHIN	62 6% ABDFHIJLN	41 4%	61 6% ABFHIJLN	37 4%	44 4%	36 4%	114 6% ABFHIJLN	95 5% BJ	108 5% ABFHJN	83 4%
NET: Agree	726 36% CDEFK	1378 68% ACDEFGKLMN	631 31% DEF	299 15% EF	104 10% F	60 6%	626 63% ACDEFKM	801 79% ABCDEFGJKLMN	712 71% ACDEFGKLMN	729 72% ABCDEFGKLMN	588 29% DEF	1331 66% ACDEFGKMN	806 40% ACDEFK	1248 62% ACDEFKM
NET: Disagree	530 26% BGHIJLN	180 9% HIJ	583 29% ABGHIJLMN	906 45% ABCGHIJKLMN	498 50% ABCDGHIJKLMN	717 70% ABCDEGHIJKLMN	80 8% HIJ	45 4%	49 5%	53 5%	696 34% ABCGHIJLMN	160 8% HIJ	502 25% BGHIJLN	201 10% HJL
Net Diff	195 10%	1198 59%	48 2%	-607 -30%	-394 -39%	-657 -64%	546 55%	756 74%	663 66%	676 66%	-108 -5%	1171 58%	304 15%	1047 52%

Overlap formulae used

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

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

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q12a. To what extent do you agree or disagree with the following statements: - "I don't think much about what information or data the government and companies hold about me as there is nothing I can do about it"

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
Strongly agree	110 5%	59 6%	51 5%	18 6%	21 6%	17 5%	18 5%	36 6%	25 5%	27 5%	32 7%	26 5%	35 5%	34 6%	25 5%	16 5%	34 7%	22 5%	40 4%	15 10% ARS	41 5%	17 6%	9 5%	68 6%	34 5%
Tend to agree	616 30% L	291 29%	325 32%	107 33%	97 27%	117 31%	115 30%	181 31%	169 32%	170 30%	150 34% L	126 27%	193 29%	154 29%	152 33%	116 34%	155 30%	158 34% T	265 30%	38 25%	243 32%	81 29%	47 29%	371 31%	189 29%
Neither agree nor disagree	674 33%	321 32%	353 35%	108 34%	126 35%	130 35%	118 31%	192 33%	166 31%	185 33%	146 33%	178 38% AI	236 35%	179 33%	148 32%	112 33%	196 38% ARS	142 31%	278 31%	57 38%	251 33%	96 35%	55 34%	402 34%	217 34%
Tend to disagree	361 18% KQT	180 18%	181 18%	50 16%	75 21%	56 15%	78 21%	103 17%	114 21% AKL	113 20% K	58 13%	76 16%	117 17%	107 20%	79 17%	58 17%	71 14%	79 17%	195 22% AQRT	16 11%	136 18%	45 16%	29 18%	209 17%	120 19%
Strongly disagree	169 8% CDE	108 11% AC	61 6%	17 5%	19 5%	34 9% E	36 10% DE	64 11% ADE	47 9%	48 9%	41 9%	32 7%	59 9%	48 9%	37 8%	26 7%	34 7%	38 8%	89 10% AQ	9 6%	62 8%	27 10%	18 11%	107 9%	57 9%
Don't know	88 4% HISX	40 4%	48 5%	23 7% AGH	23 6% H	17 4%	12 3%	14 2%	12 2%	20 4%	21 5% I	36 8% AIJ	35 5%	18 3%	22 5%	15 4%	30 6% S	23 5% S	19 2%	17 11% AQRS	30 4%	9 3%	5 3%	44 4%	28 4%
NET: Agree	726 36%	350 35%	376 37%	125 39%	118 33%	134 36%	133 35%	216 37%	194 36%	197 35%	182 41% AL	152 32%	229 34%	188 35%	177 38%	132 39%	189 36%	180 39%	305 34%	53 35%	284 37%	98 36%	56 35%	438 37%	223 35%
NET: Disagree	530 26% CDKQT	288 29% AC	242 24%	67 21%	93 26%	90 24%	114 30% D	167 28% D	161 30% AKL	162 29% KL	100 22%	108 23%	176 26%	155 29%	116 25%	84 24%	106 20%	116 25% T	284 32% AQRT	25 17%	198 26%	71 26%	47 29%	316 26%	177 27%
Net Diff	195 10%	62 6%	134 13%	58 18%	25 7%	44 12%	19 5%	49 8%	33 6%	36 6%	82 18%	44 9%	53 8%	33 6%	62 13%	48 14%	83 16%	64 14%	21 2%	28 18%	86 11%	27 10%	9 6%	123 10%	46 7%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q12a. To what extent do you agree or disagree with the following statements: - "I don't think much about what information or data the government and companies hold about me as there is nothing I can do about it"

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
Strongly agree	110 5% T	81 5%	29 6%	16 5%	39 5%	26 6%	16 8%	58 6%	22 9% A	57 6%	44 6%	21 8%	41 8% A	36 8% A	31 11% AP	38 6%	10 9%	58 5%	21 8% T	2 1%	21 7%	7 5%	11 4%	9 5%	16 6%	8 5%	14 8%	65 5%	27 5%	110 15% Agi	92 7% Ai	40 14% Agi	71 6%
Tend to agree	616 30% JNPe	470 31%	145 29%	108 30%	227 31%	136 31%	76 36% H	281 29%	97 38% AJ	263 28%	262 35% AL	64 26%	184 37% AN	109 24%	92 33% P	165 26%	51 42% AR	317 29%	92 35%	50 29%	99 36% A	38 27%	76 31%	48 30%	87 35%	45 27%	46 27%	428 34% Ae	133 26%	616 85% Aghi	522 38% Ai	122 41% Ai	412 33% A
Neither agree nor disagree	674 33% HJKMRefghi	509 34%	164 33%	121 34%	260 36% F	128 30%	63 30%	300 30%	72 28%	279 30%	204 27%	81 32%	139 28%	136 30%	88 31%	197 31%	38 31%	340 31%	81 31%	61 35%	83 30%	36 26%	71 29%	46 29%	86 34%	64 38%	62 36%	438 35% e	143 28%	- -	386 28% f	74 25% f	352 28% f
Tend to disagree	361 18% Qcf	283 19%	77 16%	61 17%	127 18%	95 22% A	41 19%	185 19%	39 15%	188 20% A	158 21% A	44 18%	98 19%	88 20%	45 16%	124 19%	11 9%	215 20% AQ	48 18%	33 19%	49 18%	28 20%	52 21%	35 21%	41 16%	29 17%	18 11%	220 17% c	122 24% Acd	- -	256 19% f	45 15% f	260 21% Afgh
Strongly disagree	169 8% BESdfh	110 7%	60 12% AB	24 7%	46 6%	39 9%	11 5%	128 13% AG	15 6%	123 13% AI	60 8%	31 12% AK	33 7%	66 15% AM	21 8%	90 14% AO	7 6%	137 13% AQ	12 5%	21 12% S	17 6%	24 18% AU	28 11%	17 10%	17 7%	18 11%	9 5%	81 6%	78 15% Acd	- -	104 8% fh	14 5% f	138 11% Afgh
Don't know	88 4% FGHJKMORU Zdefghi	67 4%	20 4%	28 8% AEF	30 4%	9 2%	3 1%	33 3%	8 3%	24 3%	19 3%	11 4%	9 2%	14 3%	2 1%	26 4% O	4 3%	25 2%	9 3%	6 4%	5 2%	5 4%	6 2%	7 4%	4 2%	5 3%	23 13% Ade	33 3%	6 1%	- -	18 1% f	4 1% f	15 1% f
NET: Agree	726 36% Pe	551 36%	174 35%	124 35%	265 36%	162 37%	92 44% AH	339 34%	119 47% AJ	320 34%	306 41% AL	85 34%	225 45% AN	146 32%	123 44% AP	203 32%	62 51% AR	375 34%	112 43% AT	52 30%	120 44% AV	45 32%	87 36%	57 35%	102 41%	53 31%	60 35%	494 39% Ae	160 31%	726 100% Aghi	613 45% Ai	163 54% Agi	483 39% A
NET: Disagree	530 26% Qcdfh	392 26%	136 28%	85 24%	173 24%	134 31% ADE	52 25%	313 32% AG	54 21%	311 33% AI	218 29% A	75 30%	131 26%	155 34% AM	66 24%	214 33% AO	18 15%	352 32% AQ	60 23%	53 31%	66 24%	52 38% AU	80 33% A	51 32%	58 23%	47 28%	28 16%	301 24% c	200 39% Acd	- -	360 26% fh	59 20% f	398 32% Afgh
Net Diff	195 10%	159 10%	38 8%	39 11%	92 13%	28 6%	40 19%	27 3%	65 26%	9 1%	88 12%	10 4%	95 19%	-9 -2%	57 20%	-11 -2%	44 36%	23 2%	52 20%	-1 -1%	54 20%	-7 -5%	7 3%	6 3%	44 18%	6 3%	32 19%	192 15%	-40 -8%	726 100%	254 18%	104 35%	85 7%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q12b. To what extent do you agree or disagree with the following statements: - "You can't live in the modern world without giving personal information to companies and government"

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
Strongly agree	330 16% CD	185 18% AC	146 14%	40 12%	64 18%	75 20% ADG	53 14%	98 17%	94 18%	88 16%	76 17%	72 15%	98 15%	102 19% M	80 17%	50 15%	73 14%	65 14%	164 19% AQR	28 18%	135 18%	45 16%	32 20%	212 18% A	108 17%
Tend to agree	1047 52% BELT	496 50%	552 54% AB	153 47%	161 45%	183 49%	219 58% ADEF	330 56% ADE	304 57% AL	290 51%	232 52%	222 47%	344 51%	273 51%	245 53%	185 54%	256 49%	247 54% T	479 54% T	65 43%	383 50%	143 52%	88 55%	614 51%	343 53%
Neither agree nor disagree	385 19% GIS	179 18%	207 20%	74 23% GH	92 25% AFGH	67 18%	51 14%	101 17%	79 15%	114 20% I	91 20% I	102 21% I	127 19%	97 18%	90 19%	71 21%	113 22% S	95 21%	145 16%	32 21%	151 20%	55 20%	23 14%	229 19%	112 17%
Tend to disagree	115 6% K	64 6%	52 5%	23 7%	17 5%	23 6%	26 7%	26 4%	33 6% K	39 7% K	14 3%	31 6% K	46 7% O	36 7%	18 4%	16 5%	28 5%	23 5%	55 6%	9 6%	44 6%	13 5%	6 4%	64 5%	44 7%
Strongly disagree	64 3% C	42 4% AC	22 2%	9 3%	8 2%	7 2%	15 4%	26 4% F	16 3%	16 3%	17 4%	15 3%	25 4%	17 3%	11 2%	11 3%	20 4%	11 2%	26 3%	8 5%	22 3%	13 5%	8 5%	42 3%	16 3%
Don't know	76 4% HIS	36 4%	41 4%	24 7% AGH	19 5% H	15 4% H	11 3%	7 1%	7 1%	18 3% I	19 4% I	32 7% AIJ	34 5% AN	14 3%	18 4%	10 3%	30 6% AS	20 4% S	16 2%	11 7% AS	28 4%	6 2%	4 2%	38 3%	22 3%
NET: Agree	1378 68% DELQ	680 68%	697 68%	193 60%	226 63%	258 70% DE	272 72% DE	429 73% ADE	398 75% AJKL	377 67%	307 69%	294 62%	442 66%	375 70%	324 70%	235 69%	329 63%	312 68%	644 73% AQT	93 61%	519 68%	187 68%	121 75%	827 69%	451 70%
NET: Disagree	180 9% CO	106 11% AC	74 7%	32 10%	24 7%	30 8%	42 11% E	52 9%	49 9%	55 10%	31 7%	45 10%	71 11% O	53 10%	30 6%	26 8%	48 9%	34 7%	81 9%	16 11%	66 9%	26 9%	14 9%	106 9%	60 9%
Net Diff	1198 59%	575 57%	623 61%	161 50%	201 56%	229 62%	231 61%	376 64%	350 66%	323 57%	276 62%	249 53%	371 55%	323 60%	295 64%	209 61%	281 54%	278 60%	562 63%	76 50%	453 59%	161 59%	107 66%	721 60%	391 61%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
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Q12b. To what extent do you agree or disagree with the following statements: - "You can't live in the modern world without giving personal information to companies and government"

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
Strongly agree	330 16% Ec	252 17%	78 16%	50 14%	97 13%	105 24% ADE	42 20%	174 18%	53 21% A	157 17%	144 19% A	47 19%	109 22% A	83 18%	62 22% A	118 19%	23 19%	208 19% A	58 22% A	32 19%	54 20%	23 16%	41 17%	20 13%	43 17%	27 16%	18 11%	193 15%	115 23% Acd	174 24% Ai	330 24% Ai	74 25% Ai	234 19% A
Tend to agree	1047 52% FLNPc	782 51%	264 53%	187 52%	394 54% F	201 46%	110 52%	506 51%	134 53%	501 54%	438 59% AL	104 41%	281 56% AN	211 47%	145 52%	301 47%	57 47%	597 55% A	147 56%	88 51%	150 55%	62 45%	147 60% AY	78 48%	150 60% Ab	82 48%	76 44%	694 55% Ac	267 52%	439 60% A	1047 76% Afhi	177 59% A	738 59% A
Neither agree nor disagree	385 19% JKMRSXefghi	302 20%	82 17%	70 20%	156 21% A	75 17%	34 16%	179 18%	37 15%	159 17%	101 14%	61 24% AK	61 12%	81 18% M	47 17%	117 18%	24 19%	168 15%	27 10%	30 17% S	44 16%	27 20%	32 13%	33 20%	42 17%	37 22%	44 26% Ae	257 20% e	56 11%	70 10% g	- -	30 10% g	156 13% fg
Tend to disagree	115 6% KZfgh	86 6%	29 6%	19 5%	37 5%	31 7%	15 7%	60 6%	17 7%	56 6%	31 4%	22 9% AK	26 5%	33 7%	16 6%	46 7%	8 7%	59 5%	18 7%	13 8%	15 5%	12 9%	14 6%	13 8%	4 2%	10 6% Z	12 7%	63 5%	40 8% Ad	24 3% g	- -	10 3% g	71 6% fg
Strongly disagree	64 3% Bdfg	39 3%	24 5% AB	9 2%	17 2%	13 3%	5 3%	39 4%	5 2%	42 4% A	18 2%	11 4%	16 3%	29 6% AM	4 2%	32 5% AO	6 5%	42 4%	5 2%	5 3%	9 3%	9 7% A	4 2%	11 7% AX	6 2%	9 5%	4 2%	32 3%	26 5% Ad	12 2% g	- -	6 2% g	45 4% fg
Don't know	76 4% FHJKMORUdefghi	59 4%	16 3%	23 7% AEF	27 4%	8 2%	3 2%	28 3%	7 3%	19 2%	14 2%	7 3%	11 2%	14 3%	4 1%	25 4%	4 4%	18 2%	6 2%	4 3%	3 1%	5 3%	6 2%	6 4%	6 2%	4 2%	19 11% Ade	27 2%	5 1%	6 1% g	- -	2 1% g	5 * g
NET: Agree	1378 68% LYc	1034 68%	342 69%	237 66%	491 68%	306 71%	152 73%	680 69%	187 74%	659 71% A	583 78% AL	151 60%	390 77% AN	294 65%	207 74% AP	420 66%	80 66%	805 74% A	205 78% AT	120 69%	204 74% AV	85 62%	187 77% AY	98 61%	193 77% Ab	108 64%	94 54%	887 70% Ac	382 75% Acd	613 85% Ai	1378 100% Afhi	251 84% Ai	971 78% A
NET: Disagree	180 9% KZdfgh	125 8%	54 11%	28 8%	53 7%	44 10%	20 10%	99 10%	22 9%	98 10% A	49 7%	33 13% AK	42 8%	62 14% AM	20 7%	78 12% AO	14 11%	101 9%	23 9%	18 11%	23 8%	21 16% AU	18 7%	24 15% AX	10 4%	19 11% Z	15 9%	96 8%	67 13% Ad	36 5% g	- -	16 5% g	116 9% fgh
Net Diff	1198 59%	909 60%	289 58%	209 58%	438 60%	262 60%	132 63%	581 59%	164 65%	561 60%	534 71%	118 47%	347 69%	232 51%	187 67%	342 53%	66 54%	704 64%	182 69%	102 59%	181 66%	64 46%	170 70%	74 46%	183 73%	89 53%	79 46%	792 63%	315 62%	578 80%	1378 100%	235 79%	856 69%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q12c. To what extent do you agree or disagree with the following statements: - "Government and companies have got so much data about people, they would never take the time or effort to look at my data individually"

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
Strongly agree	137 7% J	77 8%	61 6%	18 6%	25 7%	21 6%	28 7%	45 8%	39 7%	29 5%	31 7%	39 8%	40 6%	43 8%	32 7%	22 7%	42 8%	30 6%	59 7%	6 4%	53 7%	20 7%	12 7%	85 7%	41 6%
Tend to agree	494 24% LY	230 23%	264 26%	88 27%	84 23%	92 25%	80 21%	151 26%	147 28% AL	140 25%	108 24%	98 21%	172 25%	127 24%	109 24%	86 25%	111 21%	138 30% AQS	208 24%	36 24%	194 25%	72 26%	42 26%	309 26% Y	137 21%
Neither agree nor disagree	663 33%	325 32%	338 33%	100 31%	133 37%	118 32%	127 34%	184 31%	165 31%	198 35%	145 32%	154 33%	216 32%	180 33%	138 30%	128 38% AO	173 33%	149 32%	289 33%	51 34%	256 34%	86 31%	48 30%	391 33%	219 34%
Tend to disagree	424 21% LP	214 21%	210 21%	66 20%	65 18%	91 25% E	83 22%	119 20%	123 23% L	120 21%	97 22%	84 18%	135 20%	125 23% P	107 23% P	58 17%	103 20%	82 18%	215 24% ART	24 16%	160 21%	59 22%	32 20%	252 21%	140 22%
Strongly disagree	159 8% CD	102 10% AC	57 6%	14 4%	22 6%	22 6%	36 10% D	65 11% ADEF	38 7%	42 8%	40 9%	39 8%	59 9%	38 7%	33 7%	29 8%	43 8%	30 7%	76 9%	9 6%	55 7%	20 7%	16 10%	91 8%	60 9%
Don't know	142 7% BHINSX	53 5%	89 9% AB	37 11% AGH	32 9% H	27 7% H	22 6%	25 4%	21 4%	34 6%	27 6%	60 13% AIJK	54 8% N	27 5%	42 9% N	19 6%	48 9% AS	32 7% S	38 4%	24 16% AQRS	44 6%	17 6%	11 7%	73 6%	47 7%
NET: Agree	631 31% Y	307 31%	325 32%	106 33%	108 30%	113 30%	108 29%	196 33%	186 35% AL	169 30%	139 31%	137 29%	212 31%	170 32%	141 31%	108 32%	153 29%	168 36% AQS	267 30%	43 28%	247 32%	92 34%	54 34%	394 33% Y	178 28%
NET: Disagree	583 29% CER	316 32% AC	268 26%	80 25%	88 24%	113 30%	119 32% DE	184 31% DE	161 30%	163 29%	137 31%	122 26%	194 29%	163 30%	140 30%	87 25%	146 28%	112 24%	291 33% ART	33 22%	215 28%	79 29%	48 30%	342 29%	200 31%
Net Diff	48 2%	-9 -1%	57 6%	26 8%	21 6%	* *	-12 -3%	12 2%	25 5%	6 1%	2 1%	15 3%	18 3%	8 1%	1 *	21 6%	7 1%	56 12%	-24 -3%	9 6%	32 4%	13 5%	7 4%	51 4%	-22 -3%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
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GB adults 16-75
Public
Ipsos MORI

Q12c. To what extent do you agree or disagree with the following statements: - "Government and companies have got so much data about people, they would never take the time or effort to look at my data individually"

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
Strongly agree	137 7%	106 7%	31 6%	30 8%	48 7%	28 6%	10 5%	83 8% A	19 7%	76 8% A	54 7%	23 9%	43 8%	45 10% A	26 9%	48 7%	11 9%	84 8%	20 8%	7 4%	26 9%	13 10%	21 9%	10 6%	20 8%	7 4%	9 5%	83 7%	42 8%	68 9% Ag	105 8% A	38 13% Agi	101 8% A
Tend to agree	494 24% HJLNP	376 25%	118 24%	75 21%	182 25%	120 28% D	66 31% AH	218 22%	76 30% AJ	207 22%	214 29% AL	40 16%	153 30% AN	83 18%	75 27% P	116 18%	39 32% R	253 23%	92 35% AT	32 19%	75 27%	26 19%	57 24%	40 25%	65 26%	46 27%	38 22%	341 27% Ae	110 22%	253 35% Agi	410 30% Ai	123 41% Afgi	333 27% A
Neither agree nor disagree	663 33% FHJKMRefghi	497 33%	164 33%	118 33%	260 36% AF	119 27%	65 31%	282 29%	73 29%	260 28%	204 27%	86 34% K	130 26%	135 30%	84 30%	201 31%	34 28%	325 30%	74 28%	60 35%	88 32%	37 27%	72 30%	45 28%	85 34%	55 33%	67 39% e	428 34% e	137 27%	197 27%	380 28%	70 23%	326 26%
Tend to disagree	424 21% cfh	328 22%	93 19%	68 19%	145 20%	115 26% ADE	51 24%	220 22%	60 24%	225 24% A	168 22%	49 19%	112 22%	99 22%	64 23%	152 24% A	26 22%	251 23% A	46 18%	50 29% AS	58 21%	32 23%	59 24%	36 22%	48 19%	38 22%	26 15%	261 21%	135 26% Acd	131 18%	315 23% Afh	44 15%	307 25% Afgh
Strongly disagree	159 8% BEdfh	105 7%	53 11% AB	27 8%	43 6%	35 8%	12 6%	114 12% AG	14 5%	113 12% AI	65 9%	34 13% AK	44 9%	62 14% AM	19 7%	80 12% AO	6 5%	123 11% AQ	13 5%	13 8%	16 6%	17 12% AU	23 9%	19 12%	19 7%	20 12%	8 5%	80 6%	70 14% Acd	40 6%	103 7% fh	13 4%	123 10% Afgh
Don't know	142 7% FGJMORbdefghi	107 7%	34 7%	40 11% AEF	51 7% F	17 4%	5 3%	69 7% G	12 5%	53 6%	43 6%	20 8%	22 4%	26 6%	11 4%	43 7%	6 5%	55 5%	16 6%	9 5%	12 4%	13 9%	11 4%	11 7%	15 6%	4 2%	25 14% Ade	73 6% e	15 3%	36 5%	64 5%	11 4%	58 5%
NET: Agree	631 31% LPT	482 32%	149 30%	105 29%	229 32%	148 34%	76 36%	301 31%	95 37% AJ	283 30%	268 36% AL	63 25%	195 39% AN	128 29%	101 36% P	164 26%	49 40% AR	338 31%	112 43% AT	40 23%	100 37% A	39 28%	78 32%	50 31%	85 34%	52 31%	47 27%	423 33% A	152 30%	321 44% Agi	515 37% Ai	161 54% Afgi	434 35% A
NET: Disagree	583 29% EScdfh	433 29%	146 30%	95 27%	188 26%	150 35% ADE	63 30%	334 34% A	74 29%	337 36% AI	233 31%	83 33%	156 31%	161 36% A	83 30%	232 36% A	33 27%	374 34% A	59 23%	64 37% AS	74 27%	49 36%	82 34%	55 34%	66 26%	58 34%	34 20%	342 27%	205 40% Acd	171 24%	418 30% Afh	58 19%	430 34% Afgh
Net Diff	48 2%	49 3%	3 1%	10 3%	41 6%	-3 -1%	13 6%	-33 -3%	21 8%	-54 -6%	35 5%	-20 -8%	39 8%	-32 -7%	18 6%	-68 -11%	17 14%	-36 -3%	53 20%	-24 -14%	26 10%	-10 -7%	-4 -1%	-5 -3%	18 7%	-5 -3%	13 7%	82 6%	-53 -10%	150 21%	97 7%	103 35%	4 *

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
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Ipsos MORI

Q12d. To what extent do you agree or disagree with the following statements: - "I benefit from companies using my personal data – for example by getting a quicker service, or recommendations for products I wouldn't have thought of"

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
Strongly agree	33 2% GY	18 2%	16 2%	11 4% AGH	8 2% G	8 2% G	1 *	5 1%	10 2%	9 2%	8 2%	6 1%	7 1%	11 2%	11 2%	4 1%	5 1%	10 2%	11 1%	7 4% AQS	15 2%	6 2%	1 1%	22 2%	5 1%
Tend to agree	266 13% HY	140 14%	125 12%	59 18% AGH	56 16% H	61 17% AH	48 13% H	41 7%	85 16% AK	75 13%	48 11%	58 12%	100 15%	74 14%	55 12%	37 11%	63 12%	62 14%	123 14%	17 11%	114 15%	30 11%	18 11%	163 14%	68 10%
Neither agree nor disagree	715 35% BG	322 32%	393 39% AB	131 41% AGH	143 40% G	129 35%	115 31%	197 33%	178 33%	207 37%	159 36%	170 36%	241 36%	186 34%	167 36%	121 35%	195 38%	159 35%	300 34%	60 40%	291 38% A	92 34%	49 30%	432 36%	225 35%
Tend to disagree	575 28% DET	276 28%	299 29%	72 22%	79 22%	110 30% DE	118 31% DE	196 33% ADE	161 30%	163 29%	124 28%	127 27%	180 27%	163 30%	132 29%	100 29%	132 25%	151 33% AQT	262 30% T	31 20%	217 28%	79 29%	49 30%	345 29%	191 30%
Strongly disagree	331 16% CDFRU	200 20% AC	131 13%	25 8%	52 14% D	43 12%	77 20% ADEF	134 23% ADEF	89 17%	86 15%	82 18%	74 16%	104 15%	89 17%	74 16%	65 19%	86 17% R	55 12%	166 19% AR	24 16%	96 13%	53 19% U	38 23% AU	187 16%	125 19% AX
Don't know	99 5% HINS	44 4%	55 5%	24 7% AH	23 6% H	19 5%	17 5%	17 3%	10 2%	23 4% I	28 6% I	38 8% AIJ	43 6% AN	17 3%	24 5%	15 4%	39 7% AS	23 5% S	24 3%	13 9% AS	30 4%	14 5%	7 5%	51 4%	31 5%
NET: Agree	299 15% HY	158 16%	141 14%	70 22% AGH	64 18% H	69 19% AGH	49 13% H	47 8%	95 18% AK	84 15%	56 12%	64 13%	108 16%	85 16%	65 14%	41 12%	68 13%	73 16%	134 15%	24 16%	129 17% A	36 13%	20 12%	185 15% Y	73 11%
NET: Disagree	906 45% CDETU	476 48% AC	430 42%	97 30%	131 36%	154 42% D	194 52% ADEF	330 56% ADEF	250 47%	249 44%	206 46%	202 43%	283 42%	252 47%	206 45%	165 48%	218 42%	206 45%	428 48% AQT	54 36%	313 41%	132 48% U	86 53% AU	532 44%	316 49% A
Net Diff	-607 -30%	-318 -32%	-289 -28%	-27 -8%	-67 -19%	-84 -23%	-145 -39%	-283 -48%	-154 -29%	-165 -29%	-150 -33%	-138 -29%	-176 -26%	-167 -31%	-140 -30%	-124 -36%	-150 -29%	-133 -29%	-294 -33%	-30 -20%	-184 -24%	-96 -35%	-67 -41%	-347 -29%	-243 -38%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q12d. To what extent do you agree or disagree with the following statements: - "I benefit from companies using my personal data – for example by getting a quicker service, or recommendations for products I wouldn't have thought of"

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
Strongly agree	33 2% R	29 2%	4 1%	5 1%	13 2%	12 3%	6 3%	13 1%	9 3% A	14 2%	13 2%	8 3% A	10 2%	5 1%	15 6% AP	11 2%	11 9% AR	9 1%	9 4% AT	1 1%	3 1%	2 1%	2 1%	3 2%	8 3% A	2 1%	2 1%	26 2%	4 1%	23 3% Agi	24 2%	33 11% Afgi	19 1%
Tend to agree	266 13% CDJLNPRb	228 15% AC	37 8%	33 9%	123 17% AD	72 17% AD	38 18% AH	116 12%	56 22% AJ	106 11%	124 17% AL	20 8%	106 21% AN	38 8%	56 20% AP	56 9%	33 27% AR	108 10%	42 16% T	16 9%	48 17% AV	13 9%	35 14%	14 9%	47 19% Ab	11 7%	28 16%	176 14%	57 11%	140 19% Agi	228 17% Ai	266 89% Afgi	155 12%
Neither agree nor disagree	715 35% CHJNPRYefghi	557 37% AC	156 32%	136 38%	270 37%	151 35%	74 35%	292 30%	90 35% J	264 28%	254 34%	77 31%	174 35%	129 29%	98 35%	183 29%	48 40% R	314 29%	87 33%	55 32%	93 34%	39 28%	92 38% Y	43 26%	89 35%	63 38%	78 45% Ae	478 38% Ae	125 25%	236 33% h	445 32% hi	- -	370 30% h
Tend to disagree	575 28% OQch	430 28%	145 29%	102 29%	204 28%	124 29%	57 27%	306 31% A	60 24%	303 32% AI	215 29%	73 29%	136 27%	129 29%	61 22%	201 31% AO	16 13%	369 34% AQ	76 29%	56 32%	82 30%	42 30%	74 30%	52 32%	66 26%	56 33%	29 17%	373 29% c	171 33% Ac	207 29% h	425 31% Ah	- -	414 33% Afgh
Strongly disagree	331 16% BEMQcdh	202 13%	127 26% AB	54 15%	87 12%	62 14%	30 14%	219 22% AG	36 14%	218 23% AI	118 16%	61 24% AK	66 13%	133 29% AM	38 14%	164 26% AO	8 7%	264 24% AQ	38 15%	38 22% AS	41 15%	35 26% AU	34 14%	44 27% AX	33 13%	30 18%	15 9%	170 13%	145 28% Acd	109 15% h	233 17% h	- -	267 21% Afgh
Don't know	99 5% FGJKMRdefghi	73 5%	26 5%	28 8% AEF	32 4%	13 3%	4 2%	40 4%	4 2%	28 3%	24 3%	13 5%	13 2%	17 4%	9 3%	26 4%	6 5%	28 3%	9 3%	8 4%	7 3%	7 5%	6 3%	6 4%	7 3%	6 4%	21 12% Ade	44 3% e	7 1%	11 2% h	23 2% h	- -	25 2% h
NET: Agree	299 15% CDHJNPRTbe	257 17% AC	41 8%	37 10%	135 19% AD	84 19% AD	45 21% AH	129 13%	64 25% AJ	121 13%	137 18% AL	28 11%	116 23% AN	43 9%	72 26% AP	67 10%	44 36% AR	117 11%	52 20% AT	16 10%	51 19% V	15 11%	37 15%	17 10%	56 22% Ab	13 8%	30 17%	202 16% e	62 12%	163 22% Agi	251 18% Ai	299 100% Afgi	173 14%
NET: Disagree	906 45% BEIMOQcdh	632 42%	271 55% AB	156 44%	290 40%	186 43%	86 41%	524 53% AG	95 38%	521 56% AI	333 45%	133 53% AK	201 40%	262 58% AM	99 36%	365 57% AO	24 20%	633 58% AQ	114 44%	94 54% AS	123 45%	77 56% AU	108 44%	96 59% AX	100 40%	86 51% Z	44 25%	543 43% c	316 62% Acd	316 44% h	658 48% Afh	- -	681 55% Afgh
Net Diff	-607 -30%	-376 -25%	-230 -47%	-119 -33%	-155 -21%	-102 -23%	-42 -20%	-395 -40%	-31 -12%	-401 -43%	-196 -26%	-105 -42%	-85 -17%	-219 -49%	-27 -10%	-298 -47%	19 16%	-516 -47%	-63 -24%	-78 -45%	-72 -26%	-63 -45%	-71 -29%	-79 -49%	-44 -18%	-72 -43%	-14 -8%	-341 -27%	-254 -50%	-153 -21%	-407 -30%	299 100%	-507 -41%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q12e. To what extent do you agree or disagree with the following statements: - "Government and public services have my best interests at heart when they use my personal data"

Base: HALF OF SAMPLE

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1008	508	500	165	184	185	185	289	284	323	183	218	341	278	237	152	263	226	448	71	392	123	80	595	314
Weighted base	1000	501	499	166	184	182	180	287	255	309	218	218	340	275	234	151	266	231	432	71	386	123	77	585	318
Strongly agree	16 2% HY	10 2%	6 1%	7 4% AGH	2 1%	5 3% H	1 *	1 *	5 2%	5 2%	4 2%	2 1%	4 1%	9 3% A	3 1%	1 1%	4 1%	5 2%	7 2%	1 1% *	11 3% A	- -	1 1% *	12 2% Y	- -
Tend to agree	88 9% JY	49 10%	39 8%	17 10%	16 9%	17 9%	16 9%	22 8%	27 11% J	18 6%	24 11% J	20 9%	24 7%	27 10%	24 10%	13 9%	21 8%	20 9%	39 9%	8 12% *	36 9%	14 11%	9 11% *	58 10% Y	17 5%
Neither agree nor disagree	336 34% BOUWX	151 30%	185 37% AB	72 44% AEFGH	59 32%	58 32%	52 29%	95 33%	75 30%	112 36%	70 32%	78 36%	112 33%	107 39% AO	61 26%	56 37% O	88 33%	79 34%	144 33%	25 35% *	111 29%	48 39% UW	15 20% *	175 30%	117 37% X
Tend to disagree	298 30% D	138 28%	160 32%	37 22%	61 33% D	55 30%	61 34% D	84 29%	94 37% AJKL	91 29%	55 25%	58 27%	108 32%	78 28%	73 31%	40 26%	79 30%	66 29%	134 31%	19 26% *	132 34% A	31 25%	28 36% *	191 33% A	90 28%
Strongly disagree	200 20% CD	122 24% AC	78 16%	15 9%	34 19% D	34 18% D	42 23% D	75 26% AD	51 20%	65 21%	47 22%	37 17%	72 21%	44 16%	56 24% N	28 18%	49 18%	46 20%	95 22%	11 15% *	78 20%	24 19%	20 26% *	121 21%	72 23%
Don't know	62 6% HINSX	30 6%	32 6%	18 11% AGH	12 7%	14 8% H	7 4%	10 3%	3 1%	18 6% I	17 8% I	23 11% AIJ	20 6%	10 4%	18 8% N	13 9% N	25 10% AS	15 7% S	13 3%	7 10% S*	18 5%	6 5%	4 5% *	28 5%	22 7%
NET: Agree	104 10% JY	59 12%	45 9%	24 14% H	18 10%	22 12%	17 9%	24 8%	32 12% J	23 7%	27 13%	22 10%	27 8%	36 13% M	26 11%	14 10%	24 9%	24 11%	46 11%	9 13% *	47 12%	14 11%	10 13% *	70 12% AY	17 5%
NET: Disagree	498 50% DLN	260 52%	238 48%	52 31%	96 52% D	88 48% D	104 57% AD	159 55% AD	145 57% AKL	156 51%	102 47%	95 43%	180 53% N	122 44%	129 55% N	68 45%	128 48%	112 49%	229 53%	30 42% *	210 54% A	55 44%	47 62% AV*	312 53% A	162 51%
Net Diff	-394 -39%	-201 -40%	-194 -39%	-28 -17%	-78 -42%	-67 -37%	-86 -48%	-135 -47%	-114 -44%	-133 -43%	-75 -34%	-73 -33%	-153 -45%	-86 -31%	-102 -44%	-53 -35%	-103 -39%	-88 -38%	-183 -42%	-20 -29%	-163 -42%	-41 -33%	-38 -49%	-242 -41%	-145 -46%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q12e. To what extent do you agree or disagree with the following statements: - "Government and public services have my best interests at heart when they use my personal data"

Base: HALF OF SAMPLE

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1008	769	236	186	349	234	122	453	140	447	385	110	258	222	144	305	61	523	130	87	137	70	123	79	129	77	81	631	253	373	684	166	614
Weighted base	1000	765	233	182	348	234	121	452	140	441	381	110	255	219	144	301	62	514	129	88	136	68	120	77	128	75	81	630	246	375	679	165	608
Strongly agree	16 2%	14 2%	1 1%	2 1%	3 1%	10 4% AE	5 4% AH	4 1%	7 5% AJ	4 1%	5 1%	2 2%	5 2%	3 2%	5 4% A	7 2%	5 8% AR*	8 2%	3 2%	- - *	3 2%	1 1% *	3 2%	- - *	3 2%	1 1% *	- - *	11 2%	1 *	10 3% Ag	9 1%	8 5% Agi	10 2%
Tend to agree	88 9% HJNRV	70 9%	18 8%	18 10%	33 10%	19 8%	25 21% AH	18 4%	35 25% AJ	19 4%	44 11% A	6 5%	39 15% AN	7 3%	23 16% AP	20 7%	14 23% AR*	23 5%	14 11%	7 8% *	10 8%	1 2% *	16 13%	5 7% *	18 14% Ab	3 4% *	9 11% *	64 10%	15 6%	52 14% Agi	73 11% Ai	35 21% Afgi	51 8%
Neither agree nor disagree	336 34% HJLNPRTYegi	267 35%	68 29%	61 34%	131 38%	75 32%	56 47% AH	105 23%	64 46% AJ	88 20%	138 36% L	26 23%	107 42% AN	48 22%	60 42% AP	75 25%	23 37% *	129 25%	45 35% T	20 22% *	50 37%	17 25% *	41 34%	17 22% *	52 41%	22 30% *	43 53% Ade*	213 34% e	62 25%	113 30%	211 31% i	60 36% i	158 26%
Tend to disagree	298 30% GIOc	229 30%	69 30%	51 28%	104 30%	74 31%	27 22%	143 32% G	26 19%	152 35% AI	115 30%	32 29%	66 26%	67 31%	32 22%	91 30%	13 21% *	186 36% AQ	41 32%	31 35% *	50 37%	26 38% *	32 27%	27 36% *	30 24%	21 28% *	13 16% *	211 34% Ac	73 29% c	125 33% h	228 34% Ah	42 26%	213 35% Ah
Strongly disagree	200 20% BEGIKMOQU cdfh	137 18%	62 27% AB	31 17%	57 16%	49 21%	4 3%	154 34% AG	5 4%	163 37% AI	63 17%	40 36% AK	30 12%	87 40% AM	19 13%	95 32% AO	4 6% *	153 30% AQ	20 15%	28 31% AS*	18 13%	19 27% U*	22 18%	24 32% AX*	21 17%	26 35% AZ*	7 8% *	103 16%	91 37% Acd	62 17% h	137 20% fh	17 10%	160 26% Afgh
Don't know	62 6% FIJKMNRdefg hi	47 6%	14 6%	19 11% AF	21 6%	7 3%	4 3%	28 6%	3 2%	15 3%	16 4%	6 5%	8 3%	6 3%	5 3%	14 5%	3 6% *	14 3%	6 5%	3 4% *	5 4%	5 7% *	7 6%	3 4% *	3 3%	2 3% *	10 12% Ade*	28 5%	5 2%	13 3%	20 3%	3 2%	15 3%
NET: Agree	104 10% HJNRVe	84 11%	20 8%	19 11%	36 10%	29 12%	30 25% AH	22 5%	42 30% AJ	24 5%	48 13%	8 7%	44 17% AN	11 5%	29 20% AP	26 9%	19 31% AR*	32 6%	17 13%	7 8% *	13 10%	2 3% *	19 15%	5 7% *	21 16% Ab	3 5% *	9 11% *	75 12% Ae	16 6%	62 17% Agi	82 12% Ai	43 26% Afgi	61 10%
NET: Disagree	498 50% BGIMOQZch	366 48%	131 56% AB	83 45%	161 46%	123 52%	30 25%	297 66% AG	31 22%	315 71% AI	179 47%	71 65% AK	96 38%	154 71% AM	51 35%	186 62% AO	17 27% *	339 66% AQ	60 47%	58 66% AS*	67 50%	45 65% AU*	54 45%	52 67% AX*	52 40%	47 63% AZ*	19 24% *	314 50% c	164 66% Acd	187 50% h	365 54% Ah	59 36%	373 61% Afgh
Net Diff	-394 -39%	-282 -37%	-112 -48%	-63 -35%	-125 -36%	-94 -40%	-1 -1%	-275 -61%	11 8%	-292 -66%	-130 -34%	-64 -58%	-52 -20%	-144 -66%	-22 -15%	-160 -53%	2 4%	-307 -60%	-44 -34%	-51 -58%	-54 -40%	-43 -62%	-35 -29%	-46 -60%	-30 -24%	-43 -58%	-10 -13%	-239 -38%	-148 -60%	-124 -33%	-283 -42%	-16 -10%	-312 -51%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q12f. To what extent do you agree or disagree with the following statements: - "Companies have my best interests at heart when they use my personal data"

Base: HALF OF SAMPLE

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1011	503	508	156	177	187	191	300	309	265	195	242	333	268	221	189	240	228	466	77	382	149	86	617	311
Weighted base	1019	499	520	157	176	188	196	302	278	254	231	256	335	265	228	191	254	230	454	80	378	151	86	614	327
Strongly agree	17 2%	11 2%	6 1%	7 5% AGH	2 1%	3 2%	2 1%	3 1%	4 1%	5 2%	6 3%	2 1%	5 1%	4 1%	5 2%	3 1%	2 1%	4 2%	6 1%	5 6% AQS*	10 3%	1 1%	1 1% *	13 2%	2 1%
Tend to agree	43 4% HIS	19 4%	24 5%	14 9% AFH	7 4%	6 3%	9 4%	7 2%	5 2%	12 5% I	11 5% I	15 6% I	20 6%	10 4%	6 3%	8 4%	10 4%	15 6% S	12 3%	6 8% S*	16 4%	3 2%	3 4% *	22 4%	12 4%
Neither agree nor disagree	201 20% HS	91 18%	110 21%	41 26% AGH	39 22% H	47 25% GH	30 16%	44 14%	54 19%	48 19%	48 21%	52 20%	70 21%	46 18%	46 20%	39 20%	59 23% S	51 22% S	70 15%	21 27% S*	82 22%	30 20%	12 14% *	124 20%	63 19%
Tend to disagree	374 37% B	167 33%	207 40% AB	50 32%	61 35%	79 42% D	74 38%	110 36%	108 39%	90 35%	87 38%	90 35%	116 35%	91 34%	94 41%	73 38%	85 34%	84 37%	180 40%	24 30% *	148 39%	62 41%	28 33% *	238 39%	112 34%
Strongly disagree	343 34% CDFTUX	196 39% AC	147 28%	35 22%	56 32%	44 23%	76 39% DF	132 44% ADEF	104 37%	89 35%	70 30%	80 31%	102 30%	107 41% AM	73 32%	61 32%	85 34% T	66 29%	177 39% ART	14 17% *	106 28%	50 33%	37 43% U*	192 31%	130 40% AX
Don't know	41 4% IS	16 3%	25 5%	9 6%	10 6%	9 5%	5 3%	7 2%	4 2%	10 4%	9 4%	18 7% AI	22 6% ANO	7 3%	5 2%	7 4%	12 5% S	10 4%	9 2%	10 12% AQRS*	16 4%	6 4%	4 4% *	26 4%	8 3%
NET: Agree	60 6% HIS	29 6%	31 6%	22 14% AEFGH	10 5%	9 5%	11 5%	9 3%	8 3%	17 7% I	18 8% I	17 7%	25 8%	13 5%	11 5%	10 5%	12 5%	19 8% S	18 4%	11 13% AQS*	26 7%	4 3%	5 5% *	35 6%	14 4%
NET: Disagree	717 70% DMT	364 73%	354 68%	85 54%	117 67% D	123 66% D	150 77% ADEF	242 80% ADEF	212 76% AL	179 70%	157 68%	169 66%	218 65%	198 75% M	166 73%	135 70%	170 67% T	151 66% T	358 79% AQRT	38 48% *	254 67%	112 74%	65 76% *	431 70%	242 74%
Net Diff	-657 -64%	-334 -67%	-323 -62%	-63 -40%	-108 -61%	-114 -61%	-139 -71%	-233 -77%	-204 -73%	-161 -63%	-140 -61%	-153 -60%	-193 -58%	-185 -70%	-155 -68%	-124 -65%	-158 -62%	-132 -57%	-339 -75%	-28 -34%	-228 -60%	-108 -71%	-60 -71%	-396 -64%	-228 -70%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q12f. To what extent do you agree or disagree with the following statements: - "Companies have my best interests at heart when they use my personal data"

Base: HALF OF SAMPLE

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1011	750	258	172	381	197	88	523	112	484	362	139	247	225	127	337	57	576	132	84	138	69	125	82	123	90	89	630	265	351	695	133	633
Weighted base	1019	754	262	175	380	199	89	533	113	492	367	141	249	232	134	338	60	578	133	85	139	70	123	85	123	94	92	635	264	351	699	134	640
Strongly agree	17 2% 	13 2% 	4 2% 	2 1% 	7 2% 	3 2% 	2 2% *	8 2% 	1 1% 	9 2% 	5 1% 	4 3% 	3 1% 	7 3% 	2 1% 	7 2% 	1 2% *	9 2% 	4 3% 	1 2% *	2 2% 	- - *	2 2% 	1 1% *	4 3% 	3 3% *	- - *	13 2% 	4 2% 	12 4% Ag	10 1% 	5 4% g	13 2%
Tend to agree	43 4% CJNPRe	39 5% AC	4 2% 	3 2% 	22 6% D	14 7% AD	8 9% AH*	17 3% 	10 9% AJ	14 3% 	15 4% 	3 2% 	17 7% AN	4 2% 	14 11% AP	4 1% 	8 13% AR*	11 2% 	7 5% 	1 1% *	4 3% 	2 3% *	4 3% 	7 8% *	9 8% b	1 1% *	6 6% e*	33 5% e	4 2% 	26 7% Agi	31 4% 	22 16% Afgi	24 4%
Neither agree nor disagree	201 20% HJPRefgi	157 21% 	44 17% 	35 20% 	86 23% 	36 18% 	19 21% *	84 16% 	23 20% 	65 13% 	66 18% 	34 24% 	50 20% 	38 16% 	36 27% AP	43 13% 	23 38% AR*	68 12% 	23 17% 	10 12% *	26 18% 	10 14% *	19 15% 	15 18% *	23 19% 	16 17% *	32 34% Ade*	125 20% e	30 11% 	54 15% i	90 13% i	34 26% fgi	70 11%
Tend to disagree	374 37% LNPce	281 37% 	92 35% 	69 39% 	143 38% 	69 35% 	34 39% *	185 35% 	49 44% 	174 35% 	148 40% L	32 23% 	99 40% N	66 29% 	53 40% P	98 29% 	20 34% *	210 36% 	61 46% A	29 34% *	70 51% AV	24 34% *	48 39% 	27 32% *	39 32% 	34 36% *	25 27% *	266 42% Ace	81 31% 	143 41% 	294 42% A	49 37% 	261 41% A
Strongly disagree	343 34% BEIOQSUcdh	233 31% 	108 41% AB	57 32% 	105 28% 	71 36% E	26 29% *	226 42% AG	26 23% 	218 44% AI	125 34% 	61 43% A	76 31% 	108 47% AM	24 18% 	175 52% AO	6 10% *	271 47% AQ	33 25% 	39 46% AS*	34 24% 	32 46% AU*	51 41% 	31 37% *	44 36% 	38 41% *	15 17% *	185 29% c	141 53% Acd	111 31% h	266 38% Afh	21 16% 	267 42% Afgh
Don't know	41 4% GHJKMRXdefgi	31 4% 	10 4% 	11 6% 	15 4% 	5 3% 	- - *	13 3% 	4 3% 	11 2% 	7 2% 	7 5% 	4 1% 	9 4% 	5 3% 	11 3% 	3 5% *	10 2% 	6 4% 	5 5% *	3 2% 	2 3% *	- - 	4 4% X*	3 3% 	2 2% *	15 16% Ade*	14 2% 	3 1% 	5 1% 	8 1% 	3 2% 	5 1%
NET: Agree	60 6% CPRe	52 7% AC	9 3% 	5 3% 	29 8% D	17 9% D	10 11% AH*	25 5% 	11 10% J	24 5% 	20 5% 	7 5% 	21 8% 	11 5% 	16 12% AP	11 3% 	8 14% AR*	20 3% 	11 8% 	2 3% *	6 5% 	2 3% *	6 5% 	8 9% *	13 11% A	4 4% *	6 6% *	45 7% Ae	9 3% 	38 11% Agi	41 6% 	27 20% Afgi	37 6%
NET: Disagree	717 70% BEOQch	514 68% 	200 76% AB	125 71% 	248 65% 	141 71% 	60 67% *	411 77% A	75 66% 	393 80% AI	274 75% A	93 66% 	175 70% 	174 75% 	77 58% 	273 81% AO	26 44% *	481 83% AQ	94 71% 	68 80% A*	104 75% 	56 80% *	98 80% A	58 69% *	83 68% 	72 77% *	40 43% *	451 71% c	222 84% Acd	254 72% h	561 80% Afh	70 53% 	528 83% Afgh
Net Diff	-657 -64%	-463 -61%	-191 -73%	-120 -69%	-219 -58%	-123 -62%	-50 -56%	-386 -72%	-64 -56%	-369 -75%	-253 -69%	-86 -61%	-154 -62%	-163 -70%	-61 -46%	-263 -78%	-18 -29%	-461 -80%	-84 -63%	-65 -77%	-98 -71%	-54 -77%	-92 -75%	-51 -60%	-70 -57%	-68 -73%	-34 -37%	-405 -64%	-213 -81%	-216 -61%	-520 -74%	-44 -33%	-491 -77%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q12g. To what extent do you agree or disagree with the following statements: - "Government and public services use my personal information for their benefit, not mine"

Base: HALF OF SAMPLE

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1008	508	500	165	184	185	185	289	284	323	183	218	341	278	237	152	263	226	448	71	392	123	80	595	314
Weighted base	1000	501	499	166	184	182	180	287	255	309	218	218	340	275	234	151	266	231	432	71	386	123	77	585	318
Strongly agree	238 24% CD	143 29% AC	95 19%	20 12%	45 24% D	47 26% D	49 27% D	77 27% D	57 22%	75 24%	54 25%	52 24%	79 23%	58 21%	68 29% AN	33 22%	67 25%	52 23%	104 24%	15 21% *	93 24%	25 20%	22 28% *	140 24%	88 28%
Tend to agree	388 39% E	183 37%	205 41%	57 34%	59 32%	74 41%	75 41%	123 43% E	116 45% AL	119 39%	81 37%	72 33%	128 38%	111 40%	83 35%	67 44%	101 38%	91 39%	168 39%	29 40% *	150 39%	49 40%	34 44% *	233 40%	120 38%
Neither agree nor disagree	234 23% H	112 22%	121 24%	55 33% AFGH	50 27% H	36 20%	40 22%	52 18%	56 22%	68 22%	50 23%	60 28%	80 24%	74 27%	48 21%	31 20%	63 23%	52 23%	101 23%	18 25% *	87 23%	27 22%	13 17% *	127 22%	75 24%
Tend to disagree	62 6% PQY	24 5%	38 8%	15 9% F	15 8%	7 4%	9 5%	17 6%	16 6%	25 8%	12 5%	10 4%	25 7% P	18 6%	16 7%	4 3%	10 4%	17 7%	33 8% Q	3 4% *	26 7%	12 10%	7 9% *	45 8% AY	10 3%
Strongly disagree	17 2%	10 2%	7 1%	3 2%	2 1%	3 2%	1 1%	8 3%	4 1%	7 2%	6 3%	1 *	6 2%	5 2%	2 1%	4 2%	3 1%	5 2%	9 2%	- - *	8 2%	5 4% A	- - *	13 2%	3 1%
Don't know	61 6% HINSX	28 6%	33 7%	16 9% GH	13 7%	15 8% H	7 4%	10 3%	7 3%	15 5%	15 7% I	24 11% AIJ	22 6%	9 3%	17 7%	12 8% N	23 9% AS	14 6%	17 4%	7 10% S*	21 5%	6 5%	1 2% *	28 5%	22 7%
NET: Agree	626 63% DL	326 65%	300 60%	76 46%	104 57%	122 67% DE	123 68% DE	200 70% ADE	173 68% AL	195 63%	135 62%	123 57%	207 61%	169 61%	151 64%	100 66%	168 63%	143 62%	272 63%	43 61% *	243 63%	74 60%	55 72% *	372 64%	208 65%
NET: Disagree	80 8% LQY	35 7%	45 9%	18 11%	16 9%	10 5%	10 5%	25 9%	19 8%	33 11% AL	18 8%	10 5%	31 9%	23 8%	18 8%	8 5%	13 5%	22 10% Q	42 10% Q	3 4% *	34 9%	17 14% A	7 9% *	58 10% AY	13 4%
Net Diff	546 55%	291 58%	255 51%	58 35%	88 48%	112 61%	114 63%	175 61%	153 60%	162 52%	118 54%	113 52%	176 52%	146 53%	132 57%	92 61%	155 58%	121 52%	230 53%	41 57%	210 54%	56 46%	49 64%	315 54%	195 61%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q12g. To what extent do you agree or disagree with the following statements: - "Government and public services use my personal information for their benefit, not mine"

Base: HALF OF SAMPLE

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1008	769	236	186	349	234	122	453	140	447	385	110	258	222	144	305	61	523	130	87	137	70	123	79	129	77	81	631	253	373	684	166	614
Weighted base	1000	765	233	182	348	234	121	452	140	441	381	110	255	219	144	301	62	514	129	88	136	68	120	77	128	75	81	630	246	375	679	165	608
Strongly agree	238 24% GIQZcd	173 23%	64 27%	35 19%	73 21%	66 28% D	10 9%	174 38% AG	14 10%	182 41% AI	84 22%	39 35% AK	54 21%	90 41% AM	29 20%	103 34% AO	7 12% *	167 32% AQ	26 20%	27 30% *	30 22%	27 39% AU*	22 18%	26 33% AX*	21 16%	27 36% AZ*	11 14% *	131 21%	93 38% Acd	101 27% h	177 26% Ah	30 18%	196 32% Afgh
Tend to agree	388 39% Hc	296 39%	92 40%	76 42%	136 39%	84 36%	45 38%	154 34%	51 37%	161 36%	164 43% A	36 33%	106 41%	76 35%	59 41%	105 35%	23 38% *	211 41%	51 39%	38 43% *	54 40%	20 30% *	52 43%	34 45% *	60 47% A	27 36% *	20 25% *	272 43% Ac	92 37% c	166 44% A	307 45% A	72 44%	283 47% A
Neither agree nor disagree	234 23% CHJNPRVYefgi	190 25% C	43 18%	37 20%	95 27% A	58 25%	40 33% AH	69 15%	46 33% AJ	56 13%	80 21%	18 17%	57 22% N	28 13%	35 24%	55 18%	16 26% R*	80 16%	36 28%	17 19% *	27 20%	9 13% *	27 22% Y	7 9% *	38 30%	14 19% *	33 41% Ade*	145 23% e	38 16%	68 18% i	123 18% i	42 26% fgi	72 12%
Tend to disagree	62 6% JNRZi	44 6%	18 8%	10 5%	18 5%	17 7%	13 11% AH	22 5%	18 13% AJ	15 3%	31 8%	4 4%	27 10% AN	7 3%	15 10% P	15 5%	10 16% AR*	24 5%	10 8%	3 3% *	16 12% A	5 8% *	7 6%	6 8% *	3 2%	2 3% *	7 8% *	42 7%	13 5%	22 6%	37 5%	14 9% i	27 5%
Strongly disagree	17 2%	13 2%	5 2%	3 2%	5 1%	4 2%	7 6% AH	9 2%	6 4% A	9 2%	6 2%	6 5% AK	3 1%	9 4% A	3 2%	8 3%	1 2% *	13 3%	1 1%	2 2% *	2 1%	3 4% *	7 5% A	1 1% *	1 1%	1 1% *	2 2% *	8 1%	7 3%	5 1%	11 2%	3 2%	10 2%
Don't know	61 6% FJKMRdefghi	49 6%	11 5%	21 12% AEF	22 6% F	6 3%	4 4%	24 5%	5 4%	18 4%	15 4%	6 6%	8 3%	9 4%	4 3%	15 5%	4 6% *	19 4%	5 4%	2 2% *	7 5%	5 7% *	7 6%	3 4% *	4 3%	3 4% *	8 10% e*	31 5% e	3 1%	14 4%	24 3%	3 2%	19 3%
NET: Agree	626 63% GIQc	469 61%	156 67%	111 61%	208 60%	150 64%	56 46%	328 72% AG	65 47%	343 78% AI	248 65%	75 68%	160 63%	166 76% AM	88 61%	208 69% A	30 49% *	378 74% AQ	76 59%	65 73% AS*	83 61%	47 69% *	74 61%	60 78% AX*	81 64%	54 72% *	31 39% *	403 64% c	184 75% Acd	267 71% Ah	484 71% Ah	103 62%	479 79% Afgh
NET: Disagree	80 8% JZi	57 7%	23 10%	13 7%	23 7%	21 9%	21 17% AH	31 7%	24 17% AJ	24 5%	37 10%	10 9%	30 12% A	16 7%	18 12%	23 8%	11 18% AR*	37 7%	11 9%	4 5% *	18 13% A	8 12% *	13 11%	7 9% *	4 3%	3 5% *	9 11% *	51 8%	20 8%	27 7%	48 7%	18 11% i	38 6%
Net Diff	546 55%	412 54%	133 57%	98 54%	185 53%	129 55%	35 29%	297 66%	41 29%	319 72%	211 55%	65 59%	130 51%	150 69%	70 49%	185 61%	19 31%	340 66%	65 51%	60 68%	66 48%	39 57%	61 50%	53 69%	77 60%	51 68%	23 28%	352 56%	164 67%	240 64%	435 64%	85 51%	441 73%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q12h. To what extent do you agree or disagree with the following statements: - "Companies use my personal information for their benefit, not mine"

Base: HALF OF SAMPLE

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1011	503	508	156	177	187	191	300	309	265	195	242	333	268	221	189	240	228	466	77	382	149	86	617	311
Weighted base	1019	499	520	157	176	188	196	302	278	254	231	256	335	265	228	191	254	230	454	80	378	151	86	614	327
Strongly agree	431 42% CDT	254 51% AC	178 34%	41 26%	70 40% D	77 41% D	95 48% D	148 49% AD	140 50% AJKL	104 41%	91 39%	96 37%	133 40%	116 44%	97 43%	86 45%	111 44% T	95 41% T	204 45% T	21 27% *	154 41%	57 38%	45 53% AUV*	256 42%	153 47%
Tend to agree	370 36% BQ	143 29%	227 44% AB	70 44% A	59 34%	65 35%	67 34%	109 36%	94 34%	91 36%	94 41%	91 36%	118 35%	100 38%	86 38%	66 35%	77 30%	88 38%	177 39% Q	28 35% *	126 33%	64 43% U	32 37% *	222 36%	110 34%
Neither agree nor disagree	135 13% HSW	64 13%	71 14%	28 18% H	30 17% H	30 16% H	21 11%	25 8%	30 11%	37 15%	30 13%	39 15%	50 15%	28 11%	35 15%	22 12%	40 16%	31 13%	48 10%	17 22% AS*	63 17% AW	16 11%	5 6% *	84 14%	44 13%
Tend to disagree	35 3% O	14 3%	21 4%	8 5%	6 3%	7 4%	7 4%	7 2%	11 4%	7 3%	8 3%	10 4%	13 4%	9 3%	3 1%	10 5% O	9 4%	7 3%	15 3%	4 4% *	14 4%	4 3%	1 1% *	19 3%	12 4%
Strongly disagree	10 1% CI	8 2% C	2 *	1 1%	1 1%	1 1%	1 *	6 2% A	- -	5 2% I	- -	6 2% IK	3 1%	4 2%	2 1%	1 *	5 2%	2 1%	3 1%	- - *	6 2%	2 1%	- - *	9 1%	1 *
Don't know	37 4% IS	16 3%	21 4%	9 5%	9 5%	8 4%	5 3%	6 2%	3 1%	10 4% I	9 4%	15 6% I	19 6% A	7 3%	6 3%	6 3%	12 5% S	8 3%	7 2%	10 13% AQRS*	15 4%	7 4%	3 3% *	25 4%	7 2%
NET: Agree	801 79% DLMTU	397 79%	405 78%	111 71%	130 73%	142 76%	162 83% DE	257 85% ADEF	234 84% AJL	195 77%	185 80%	187 73%	250 75%	216 82% M	183 80%	152 79%	188 74% T	182 79% T	382 84% AQT	49 61% *	280 74%	121 80%	77 90% AU*	478 78%	263 80%
NET: Disagree	45 4% O	23 5%	22 4%	9 6%	7 4%	8 4%	8 4%	14 5%	11 4%	12 5%	8 3%	15 6%	16 5%	14 5%	5 2%	11 6% O	14 6%	9 4%	18 4%	4 4% *	20 5%	7 4%	1 1% *	27 4%	13 4%
Net Diff	756 74%	374 75%	382 74%	102 65%	122 69%	134 72%	154 79%	243 80%	223 80%	184 72%	178 77%	172 67%	234 70%	203 77%	178 78%	141 74%	174 68%	173 75%	364 80%	46 57%	260 69%	115 76%	76 89%	451 73%	250 76%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1011	750	258	172	381	197	88	523	112	484	362	139	247	225	127	337	57	576	132	84	138	69	125	82	123	90	89	630	265	351	695	133	633
Weighted base	1019	754	262	175	380	199	89	533	113	492	367	141	249	232	134	338	60	578	133	85	139	70	123	85	123	94	92	635	264	351	699	134	640
Strongly agree	431	306	125	70	133	102	31	281	37	258	163	71	102	119	42	201	12	312	44	49	52	34	57	42	53	45	24	256	148	158	334	37	337
	42%	41%	48%	40%	35%	51%	35%	53%	33%	52%	44%	50%	41%	51%	32%	59%	20%	54%	33%	57%	37%	49%	46%	49%	43%	49%	26%	40%	56%	45%	48%	27%	53%
	EIOQSch		AB			ADE	*	AG		AI		A		AM		AO	*	AQ		AS*		*		*		*	*	c	Acd	h	Ah		Afgh
Tend to agree	370	285	85	64	159	62	39	170	45	167	152	31	105	68	55	82	26	198	64	24	66	22	46	28	47	23	27	252	88	162	301	65	253
	36%	38%	32%	36%	42%	31%	44%	32%	40%	34%	42%	22%	42%	30%	41%	24%	43%	34%	48%	28%	47%	32%	37%	33%	38%	25%	29%	40%	33%	46%	43%	49%	40%
	HLNPb				AF		H*				AL		AN		P		*		AT	*	AV	*		*	b	*	*	A		Ai	Ai	Ai	A
Neither agree nor disagree	135	104	31	19	63	22	15	51	19	40	32	25	29	22	26	28	19	40	15	6	13	9	14	7	15	13	22	86	15	21	41	25	29
	13%	14%	12%	11%	17%	11%	17%	10%	17%	8%	9%	18%	11%	10%	20%	8%	32%	7%	11%	7%	9%	12%	12%	9%	12%	14%	23%	14%	6%	6%	6%	18%	5%
	HJKPRefgi				A		*		J			K			AP		AR*			*		*		*		*	Ade*	e			i	fgi	
Tend to disagree	35	29	6	7	11	10	4	15	6	13	9	8	7	8	8	11	1	12	5	2	5	2	4	5	4	4	5	26	4	5	14	7	10
	3%	4%	2%	4%	3%	5%	4%	3%	5%	3%	2%	6%	3%	4%	6%	3%	2%	2%	4%	2%	3%	3%	3%	6%	3%	5%	5%	4%	2%	1%	2%	6%	2%
	Refgi						*										*			*		*		*		*	*					fgi	
Strongly disagree	10	4	5	4	-	-	-	5	2	6	4	2	1	5	1	5	-	8	1	-	2	-	1	-	1	4	1	5	4	2	6	-	7
	1%	1%	2%	2%	-	-	-	1%	2%	1%	1%	1%	*	2%	1%	1%	-	1%	1%	-	1%	-	1%	-	1%	4%	1%	1%	2%	*	1%	-	1%
	BE			EF			*										*			*		*		*		A*	*						
Don't know	37	27	9	11	13	3	-	11	5	8	6	4	6	8	1	11	2	9	4	5	1	2	1	3	3	4	14	10	4	3	4	-	4
	4%	4%	4%	6%	3%	2%	-	2%	4%	2%	2%	3%	2%	4%	1%	3%	3%	2%	3%	5%	1%	3%	1%	3%	3%	5%	16%	2%	2%	1%	1%	-	1%
	HJKRUdefghi			F			*										*			*		*		*		*	Ade*						
NET: Agree	801	591	210	134	293	164	71	451	82	425	315	102	206	188	97	284	38	509	108	72	118	57	103	69	100	69	51	508	236	320	635	102	590
	79%	78%	80%	77%	77%	82%	79%	85%	73%	86%	86%	72%	83%	81%	73%	84%	63%	88%	81%	85%	85%	81%	84%	82%	81%	73%	55%	80%	89%	91%	91%	76%	92%
	Qc						*	A		AI	AL					AO	*	AQ		*		*		*		*	*	c	Acd	Ah	Ah		Ah
NET: Disagree	45	33	11	12	11	10	4	20	7	19	13	10	8	13	9	16	1	20	6	2	7	2	5	5	5	8	5	32	8	7	19	7	17
	4%	4%	4%	7%	3%	5%	4%	4%	6%	4%	3%	7%	3%	6%	7%	5%	2%	3%	4%	2%	5%	3%	4%	6%	4%	9%	6%	5%	3%	2%	3%	6%	3%
	fgi			E			*										*			*		*		*		*	*					fi	
Net Diff	756	558	199	123	282	153	67	431	75	406	302	92	198	174	88	268	36	489	102	70	111	54	98	64	95	61	45	476	228	314	616	94	573
	74%	74%	76%	70%	74%	77%	75%	81%	66%	82%	82%	65%	80%	75%	66%	79%	61%	85%	77%	83%	80%	78%	80%	76%	78%	65%	49%	75%	86%	89%	88%	70%	90%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q12i. To what extent do you agree or disagree with the following statements: - "I would really like to know what information government knows about me"

Base: HALF OF SAMPLE

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1008	508	500	165	184	185	185	289	284	323	183	218	341	278	237	152	263	226	448	71	392	123	80	595	314
Weighted base	1000	501	499	166	184	182	180	287	255	309	218	218	340	275	234	151	266	231	432	71	386	123	77	585	318
Strongly agree	348 35% D	188 37%	160 32%	41 25%	69 38% D	64 35% D	60 33%	114 40% D	93 36%	108 35%	67 31%	79 36%	119 35%	97 35%	89 38%	43 29%	85 32%	74 32%	161 37%	29 40% *	137 35%	44 35%	30 39% *	210 36%	114 36%
Tend to agree	364 36%	171 34%	193 39%	60 37%	60 32%	65 36%	68 38%	110 38%	96 37%	111 36%	83 38%	74 34%	123 36%	104 38%	74 32%	63 42% O	97 37%	91 40%	153 35%	22 31% *	141 37%	44 35%	28 37% *	213 36%	114 36%
Neither agree nor disagree	196 20% H	98 20%	98 20%	43 26% AH	38 21%	35 19%	37 20%	43 15%	49 19%	63 20%	42 19%	42 19%	67 20%	52 19%	47 20%	29 19%	53 20%	44 19%	85 20%	14 20% *	77 20%	24 20%	11 14% *	112 19%	61 19%
Tend to disagree	35 4%	13 3%	23 5%	7 4%	6 3%	6 3%	7 4%	10 3%	12 5%	9 3%	10 5%	5 2%	11 3%	12 4%	8 3%	4 3%	13 5%	6 3%	14 3%	3 4% *	9 2%	6 5%	5 6% U*	19 3%	12 4%
Strongly disagree	14 1% C	11 2% C	3 1%	2 1%	1 *	3 1%	4 2%	5 2%	4 1%	7 2%	1 1%	2 1%	5 2%	3 1%	1 *	4 3%	3 1%	4 2%	7 2%	- - *	8 2%	2 1%	1 1% *	10 2%	3 1%
Don't know	44 4% HINS	21 4%	23 5%	13 8% AGH	11 6% H	9 5%	5 3%	6 2%	2 1%	11 4% I	14 6% I	17 8% AIJ	15 4%	6 2%	15 7% N	7 5%	16 6%	12 5%	13 3%	4 5% *	15 4%	4 3%	2 3% *	21 4%	13 4%
NET: Agree	712 71% D	359 72%	353 71%	101 61%	129 70%	130 71%	128 71%	223 78% AD	189 74%	220 71%	151 69%	153 70%	242 71%	202 73%	163 69%	106 70%	182 68%	165 71%	314 73%	51 71% *	277 72%	87 71%	58 76% *	423 72%	228 72%
NET: Disagree	49 5%	23 5%	26 5%	9 5%	6 3%	9 5%	10 6%	14 5%	16 6%	16 5%	11 5%	6 3%	17 5%	15 5%	9 4%	8 5%	16 6%	10 4%	21 5%	3 4% *	16 4%	7 6%	6 8% *	29 5%	16 5%
Net Diff	663 66%	336 67%	327 65%	92 56%	123 67%	121 66%	118 65%	209 73%	173 68%	204 66%	140 64%	147 67%	225 66%	187 68%	153 66%	98 65%	166 63%	155 67%	293 68%	48 68%	261 68%	80 65%	52 68%	393 67%	212 67%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q12i. To what extent do you agree or disagree with the following statements: - "I would really like to know what information government knows about me"

Base: HALF OF SAMPLE

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1008	769	236	186	349	234	122	453	140	447	385	110	258	222	144	305	61	523	130	87	137	70	123	79	129	77	81	631	253	373	684	166	614
Weighted base	1000	765	233	182	348	234	121	452	140	441	381	110	255	219	144	301	62	514	129	88	136	68	120	77	128	75	81	630	246	375	679	165	608
Strongly agree	348	261	87	60	109	92	34	207	37	209	147	40	87	108	54	119	12	215	49	32	43	33	43	39	37	30	16	199	129	117	255	49	293
	35%	34%	37%	33%	31%	39%	28%	46%	26%	47%	39%	37%	34%	49%	37%	39%	19%	42%	38%	36%	32%	49%	36%	50%	29%	39%	20%	32%	53%	31%	38%	29%	48%
	IQcd					E		AG		AI				AM		A	*	AQ		*		AU*		A*		*	*	c	Acd		Afh		Afgh
Tend to agree	364	285	79	70	132	83	52	143	55	147	148	34	103	58	60	97	30	183	39	37	63	20	42	26	52	24	26	255	76	173	291	71	243
	36%	37%	34%	38%	38%	36%	43%	32%	39%	33%	39%	31%	40%	26%	42%	32%	49%	36%	30%	42%	46%	29%	35%	34%	41%	32%	33%	40%	31%	46%	43%	43%	40%
	HNe						H						N				AR*			*	AV	*		*		*	*	Ae		Ai	Ai	A	A
Neither agree nor disagree	196	149	46	32	79	38	25	65	34	58	56	23	42	36	19	58	13	81	27	16	22	8	24	4	30	16	26	125	30	60	100	30	54
	20%	19%	20%	18%	23%	16%	21%	14%	24%	13%	15%	21%	17%	16%	13%	19%	21%	16%	21%	19%	16%	11%	20%	6%	23%	21%	32%	20%	12%	16%	15%	18%	9%
	HJKORYefgi								J								*			*		*	Y	*		*	Ade*	e		i	i	i	
Tend to disagree	35	27	8	6	10	11	5	14	7	12	13	6	11	8	6	10	1	17	8	1	4	1	5	4	4	1	3	26	6	15	19	13	12
	4%	4%	3%	3%	3%	5%	4%	3%	5%	3%	3%	5%	4%	4%	4%	3%	2%	3%	7%	1%	3%	2%	4%	5%	3%	1%	4%	4%	3%	4%	3%	8%	2%
	gi																*			*		*		*		*	*			i		Afgi	
Strongly disagree	14	7	6	-	1	6	2	7	3	7	8	3	6	4	2	7	3	9	2	1	1	3	2	1	3	2	2	9	3	7	8	1	4
	1%	1%	3%	-	*	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	5%	2%	2%	1%	1%	4%	1%	1%	2%	2%	2%	1%	1%	2%	1%	1%	1%
	BEi		B			DE											A*			*		*		*		*	*			i			
Don't know	44	36	7	15	18	3	3	17	4	9	11	4	5	5	4	10	2	8	3	1	2	3	5	3	2	3	7	17	2	3	6	2	3
	4%	5%	3%	8%	5%	1%	2%	4%	3%	2%	3%	4%	2%	2%	2%	3%	4%	2%	2%	1%	2%	5%	4%	4%	2%	4%	9%	3%	1%	1%	1%	1%	1%
	FJKMRdefghi			AF	F												*			*		*		*		*	de*						
NET: Agree	712	545	166	130	240	175	86	350	92	356	295	75	191	166	114	216	42	399	88	69	106	53	85	64	89	53	43	454	205	290	546	120	535
	71%	71%	71%	71%	69%	75%	71%	77%	66%	81%	77%	68%	75%	76%	79%	72%	69%	78%	68%	78%	78%	78%	71%	84%	70%	71%	53%	72%	83%	77%	81%		88%
	c							A		AI	AL				A		*	A		*		*		AX*		*	*	c	Acd	A	Ah		Afgh
NET: Disagree	49	35	15	6	11	18	7	21	10	19	20	8	17	12	8	17	4	25	11	2	5	4	7	5	7	3	5	35	9	22	26	14	16
	5%	5%	6%	3%	3%	7%	6%	5%	7%	4%	5%	7%	7%	5%	5%	6%	7%	5%	8%	2%	4%	6%	5%	6%	5%	3%	6%	6%	4%	6%	4%	8%	3%
	gi					E											*			*		*		*		*	*			gi	i	Agi	
Net Diff	663	511	151	123	230	158	79	329	82	337	274	67	173	154	106	199	38	373	77	67	101	50	79	60	82	51	38	419	196	268	520	106	519
	66%	67%	65%	68%	66%	67%	66%	73%	58%	76%	72%	60%	68%	70%	74%	66%	62%	73%	60%	76%	74%	73%	65%	78%	64%	68%	47%	67%	80%	72%	77%	64%	85%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q12j. To what extent do you agree or disagree with the following statements: - "I would really like to know what information private companies know about me"

Base: HALF OF SAMPLE

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1011	503	508	156	177	187	191	300	309	265	195	242	333	268	221	189	240	228	466	77	382	149	86	617	311
Weighted base	1019	499	520	157	176	188	196	302	278	254	231	256	335	265	228	191	254	230	454	80	378	151	86	614	327
Strongly agree	362 36% CRUX	198 40% AC	164 32%	47 30%	60 34%	55 29%	69 35%	131 43% ADF	93 33%	89 35%	98 42% AIL	83 32%	116 35%	87 33%	85 37%	75 39%	107 42% AR	67 29%	160 35%	28 35% *	118 31%	55 36%	28 33% *	201 33%	136 42% AX
Tend to agree	367 36%	171 34%	195 38%	53 34%	54 31%	72 38%	79 40%	108 36%	110 40% K	90 36%	71 31%	95 37%	124 37%	99 37%	73 32%	70 36%	79 31%	93 41% Q	170 37%	24 30% *	142 38%	61 40%	27 32% *	230 37%	112 34%
Neither agree nor disagree	202 20% H	91 18%	111 21%	39 25% H	37 21%	43 23%	34 18%	48 16%	51 18%	54 21%	47 20%	50 20%	57 17%	56 21%	56 24% M	33 17%	44 17%	49 21%	91 20%	18 22% *	80 21%	25 17%	22 25% *	127 21%	57 18%
Tend to disagree	45 4%	21 4%	24 5%	8 5%	14 8% AGH	9 5%	5 3%	9 3%	17 6%	11 4%	7 3%	11 4%	18 5%	13 5%	6 3%	8 4%	8 3%	12 5%	24 5%	1 1% *	20 5%	5 4%	5 5% *	30 5%	13 4%
Strongly disagree	7 1% S	5 1%	2 *	1 1%	2 1%	- -	3 1%	1 *	1 *	1 *	2 1%	3 1%	2 1%	3 1%	- -	2 1%	7 3% ARS	- -	- -	- - *	2 1%	1 1%	1 1% *	4 1%	2 1%
Don't know	36 4% HS	13 3%	23 4%	9 6% H	9 5% H	8 4%	5 3%	5 2%	7 3%	8 3%	6 3%	14 6%	17 5%	6 2%	8 3%	5 2%	9 4%	9 4%	9 2%	10 12% AQRS*	15 4%	4 3%	3 3% *	22 4%	7 2%
NET: Agree	729 72% DE	369 74%	360 69%	100 64%	115 65%	127 68%	148 76% DE	239 79% ADEF	203 73%	179 71%	168 73%	178 70%	240 72%	186 70%	158 69%	144 75%	186 73%	160 70%	330 73%	52 65% *	260 69%	116 76%	55 65% *	431 70%	248 76%
NET: Disagree	53 5% O	26 5%	26 5%	9 6%	16 9% AH	9 5%	8 4%	10 3%	18 6%	12 5%	10 4%	14 5%	20 6%	16 6%	6 3%	10 5%	16 6%	12 5%	24 5%	1 1% *	22 6%	6 4%	6 7% *	34 6%	15 5%
Net Diff	676 66%	343 69%	333 64%	91 58%	99 56%	118 63%	140 71%	228 76%	185 67%	168 66%	159 69%	164 64%	220 66%	170 64%	152 67%	134 70%	170 67%	148 64%	306 67%	52 64%	238 63%	109 72%	50 58%	396 65%	233 71%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q12j. To what extent do you agree or disagree with the following statements: - "I would really like to know what information private companies know about me"

Base: HALF OF SAMPLE

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1011	750	258	172	381	197	88	523	112	484	362	139	247	225	127	337	57	576	132	84	138	69	125	82	123	90	89	630	265	351	695	133	633
Weighted base	1019	754	262	175	380	199	89	533	113	492	367	141	249	232	134	338	60	578	133	85	139	70	123	85	123	94	92	635	264	351	699	134	640
Strongly agree	362 36% DGc	271 36%	90 34%	50 28%	130 34%	91 46% ADE	19 22% *	235 44% AG	32 28%	218 44% AI	146 40% A	52 37%	100 40%	98 42% A	42 31%	145 43% AO	18 30% *	252 44% A	38 28%	35 42% S*	50 36%	28 40% *	43 35%	33 39% *	55 44% A	32 35% *	17 19% *	212 33% c	130 49% Acd	116 33%	280 40% Afh	40 30%	295 46% Afgh
Tend to agree	367 36% FL	270 36%	96 37%	63 36%	148 39% F	59 30%	39 43% *	184 34%	44 39%	174 35%	142 39% L	38 27%	85 34%	78 34%	50 38%	111 33%	23 38% *	213 37%	55 41%	31 37% *	53 38%	27 39% *	49 40%	30 36% *	41 34%	32 34% *	27 29% *	245 39% A	92 35%	150 43% A	291 42% A	61 45% A	266 42% A
Neither agree nor disagree	202 20% HJKNPRefgi	150 20%	51 20%	39 22%	75 20%	36 18%	26 29% AH*	81 15%	29 26% J	66 13%	57 15%	32 23%	49 20%	33 14%	37 27% AP	53 16%	16 27% R*	75 13%	32 24%	13 15% *	28 20%	9 13% *	23 18%	15 17% *	18 14%	19 20% *	28 30% Ade*	130 21% e	31 12%	56 16% gi	90 13% i	21 16% i	56 9%
Tend to disagree	45 4% i	35 5%	10 4%	11 6%	16 4%	9 4%	5 6% *	18 3%	6 5%	19 4%	15 4%	10 7%	11 5%	8 4%	4 3%	15 4%	2 3% *	23 4%	4 3%	2 2% *	5 4%	3 4% *	8 6%	4 4% *	8 6%	6 6% *	7 7% *	30 5%	7 3%	23 7% Agi	28 4% i	11 8% Agi	17 3%
Strongly disagree	7 1% BK	2 *	4 1% B	- -	2 1%	- -	- - *	5 1%	- -	4 1%	- -	4 3% AK	- -	6 3% AM	- -	4 1%	- - *	5 1%	- -	- - *	1 1%	- - *	- -	- - *	- -	3 3% AZ*	1 1% *	6 1%	1 *	4 1%	4 1%	- -	3 *
Don't know	36 4% HJKMRXdefghi	25 3%	10 4%	12 7% AEF	9 2%	4 2%	- - *	11 2%	3 2%	11 2%	7 2%	5 4%	4 2%	8 4%	1 1%	10 3%	1 2% *	10 2%	4 3%	3 4% *	2 1%	3 5% *	- -	3 3% X*	2 2%	2 2% *	13 14% Ade*	12 2%	3 1%	3 1%	5 1%	1 1%	4 1%
NET: Agree	729 72% DLc	541 72%	186 71%	113 64%	278 73% D	150 75% D	58 65% *	418 78% AG	75 67%	393 80% AI	289 79% AL	89 63%	185 74%	176 76%	92 69%	255 75%	41 68% *	465 80% AQ	93 70%	66 79% *	103 74%	55 79% *	92 75%	64 75% *	96 78%	64 68% *	44 48% *	457 72% c	222 84% Acd	265 76% A	571 82% Afh	101 75%	561 88% Afgh
NET: Disagree	53 5% i	38 5%	14 5%	11 6%	18 5%	9 4%	5 6% *	23 4%	6 5%	22 5%	15 4%	15 10% AK	11 5%	15 6%	4 3%	19 6%	2 3% *	28 5%	4 3%	2 2% *	6 4%	3 4% *	8 6%	4 4% *	8 6%	9 10% *	8 8% e*	36 6%	8 3%	27 8% Agi	32 5% i	11 8% gi	20 3%
Net Diff	676 66%	503 67%	172 66%	102 58%	260 68%	141 71%	52 59%	395 74%	70 61%	370 75%	274 75%	75 53%	174 70%	161 69%	88 65%	236 70%	39 65%	437 76%	88 66%	64 76%	97 70%	52 74%	84 69%	60 71%	88 72%	55 59%	36 40%	421 66%	214 81%	239 68%	539 77%	89 67%	541 85%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
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GB adults 16-75
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Ipsos MORI

Q12k. To what extent do you agree or disagree with the following statements: - "Once my data has been anonymised and there is no way I can be identified, I'm not really bothered how it is used"

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
Strongly agree	136 7% Q	78 8%	58 6%	25 8%	24 7%	31 8%	19 5%	37 6%	43 8%	37 7%	24 5%	32 7%	40 6%	39 7%	39 9%	17 5%	20 4%	30 6%	75 8% AQ	11 7%	53 7%	18 7%	8 5%	79 7%	46 7%
Tend to agree	452 22% L	227 23%	225 22%	77 24%	79 22%	88 24%	75 20%	134 23%	138 26% AL	123 22%	105 23%	87 18%	154 23%	129 24%	101 22%	68 20%	101 19%	116 25% Q	208 23%	28 18%	188 25% V	50 18%	34 21%	272 23%	131 20%
Neither agree nor disagree	621 31% IS	297 30%	324 32%	112 35%	127 35% FH	103 28%	109 29%	170 29%	146 27%	181 32%	146 33%	148 31%	210 31%	164 30%	153 33%	94 28%	181 35% AS	145 32%	243 27%	52 34%	230 30%	88 32%	49 30%	368 31%	205 32%
Tend to disagree	462 23% D	215 22%	247 24%	53 16%	75 21%	89 24% D	107 28% ADE	138 23% D	125 23%	139 25%	95 21%	104 22%	142 21%	132 24%	91 20%	97 28% AMO	117 22%	99 21%	219 25%	27 18%	181 24%	66 24%	38 23%	285 24%	140 22%
Strongly disagree	234 12% CDER	133 13% AC	101 10%	24 7%	28 8%	40 11%	51 14% DE	90 15% ADEF	73 14%	58 10%	48 11%	55 12%	83 12%	54 10%	49 11%	47 14%	66 13% R	40 9%	112 13% R	16 11%	76 10%	40 15% U	23 14%	138 12%	87 13%
Don't know	114 6% HINSX	50 5%	63 6%	32 10% AFGH	27 7% H	20 5%	16 4%	20 3%	9 2%	26 5% I	30 7% I	49 10% AIJ	46 7% N	22 4%	28 6%	19 6%	36 7% S	31 7% S	29 3%	17 11% AS	35 5%	12 4%	11 7%	58 5%	37 6%
NET: Agree	588 29% GLQ	305 30%	284 28%	101 31%	104 29%	119 32% G	93 25%	171 29%	180 34% AJL	160 28%	129 29%	119 25%	195 29%	169 31% P	140 30%	85 25%	121 23%	146 32% Q	283 32% AQ	39 26%	241 32% V	68 25%	41 25%	351 29%	177 27%
NET: Disagree	696 34% DEOR	348 35%	348 34%	77 24%	104 29%	128 35% D	158 42% ADEF	228 39% ADE	198 37%	196 35%	143 32%	159 34%	225 33%	186 34%	141 30%	144 42% AMNO	183 35%	139 30%	331 37% ART	44 29%	257 34%	106 39%	61 38%	423 35%	227 35%
Net Diff	-108 -5%	-43 -4%	-64 -6%	24 8%	* *	-10 -3%	-65 -17%	-57 -10%	-17 -3%	-36 -6%	-14 -3%	-40 -8%	-30 -5%	-17 -3%	* *	-59 -17%	-62 -12%	7 2%	-48 -5%	-5 -3%	-15 -2%	-38 -14%	-19 -12%	-73 -6%	-50 -8%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q12k. To what extent do you agree or disagree with the following statements: - "Once my data has been anonymised and there is no way I can be identified, I'm not really bothered how it is used"

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
Strongly agree	136 7% NV	111 7%	25 5%	20 6%	53 7%	38 9%	19 9%	70 7%	27 11% A	67 7%	74 10% A	15 6%	63 13% AN	19 4%	29 11% AP	39 6%	15 12% AR	68 6%	34 13% AT	10 6%	29 11% AV	4 3%	15 6%	9 5%	18 7%	8 5%	12 7%	89 7%	35 7%	85 12% Agi	115 8% Ai	55 18% Afgi	82 7%
Tend to agree	452 22% CHJLNPRV	360 24% AC	92 19%	72 20%	185 25% A	104 24%	66 32% AH	174 18%	88 35% AJ	163 17%	201 27% AL	34 13%	173 34% AN	59 13%	78 28% AP	121 19%	37 30% AR	216 20%	71 27% T	29 17%	79 29% AV	15 11%	70 29% AY	30 18%	67 27%	35 21%	32 18%	316 25% Ae	99 19%	241 33% Agi	386 28% Ai	119 40% Afgi	278 22%
Neither agree nor disagree	621 31% HIJKMRSefgh i	457 30%	162 33%	114 32%	217 30%	126 29%	59 28%	273 28%	64 25%	245 26%	197 26%	76 30%	112 22%	140 31% M	80 29%	178 28%	39 32%	300 27%	65 25%	50 29%	76 28%	39 28%	80 33%	39 24%	80 32%	51 30%	69 40% Ade	393 31% e	124 24%	188 26% h	356 26% h	59 20%	319 26% h
Tend to disagree	462 23% Icfh	341 22%	120 24%	78 22%	162 22%	101 23%	45 22%	259 26% A	44 18%	257 28% AI	160 21%	62 25%	100 20%	114 25% M	58 21%	156 24%	19 16%	287 26% AQ	60 23%	56 32% AS	65 24%	39 28%	49 20%	38 24%	51 20%	37 22%	25 14%	288 23% c	150 29% Acd	139 19%	336 24% Afh	53 18%	346 28% Afgh
Strongly disagree	234 12% BEGIMOSUcd fh	157 10%	75 15% AB	37 10%	67 9%	52 12%	14 6%	161 16% AG	17 7%	165 18% AI	84 11%	49 20% AK	41 8%	100 22% AM	20 7%	114 18% AO	8 7%	180 17% AQ	20 8%	20 11%	16 6%	34 25% AU	25 10%	34 21% AX	24 10%	33 19% AZ	9 5%	131 10% c	93 18% Acd	57 8% h	152 11% fh	8 3%	188 15% Afgh
Don't know	114 6% FJKMRXdefgh i	94 6%	20 4%	37 10% AEF	44 6% F	12 3%	6 3%	48 5%	12 5%	37 4%	31 4%	15 6%	15 3%	19 4%	13 5%	32 5%	5 4%	40 4%	11 4%	9 5%	9 3%	8 6%	5 2%	11 7% X	11 4%	5 3%	27 16% Ade	50 4% e	10 2%	17 2%	32 2%	5 2%	36 3%
NET: Agree	588 29% CHJLNPRV	471 31% AC	117 24%	92 26%	237 33% AD	142 33% D	86 41% AH	244 25%	115 45% AJ	230 25%	275 37% AL	49 19%	236 47% AN	77 17%	107 39% AP	160 25%	51 42% AR	284 26%	105 40% AT	39 23%	109 40% AV	19 13%	85 35% AY	38 24%	85 34%	43 26%	44 25%	404 32% Ae	133 26%	326 45% Agi	501 36% Ai	174 58% Afgi	360 29%
NET: Disagree	696 34% BEGIMOQcfh	498 33%	195 39% AB	115 32%	229 31%	154 35%	59 28%	420 43% AG	62 24%	422 45% AI	244 33%	112 44% AK	141 28%	214 48% AM	78 28%	270 42% AO	27 22%	467 43% AQ	81 31%	75 44% AS	82 30%	73 53% AU	74 30%	73 45% AX	75 30%	70 41% Z	33 19%	418 33% c	243 48% Acd	195 27% h	488 35% fh	61 20%	533 43% Afgh
Net Diff	-108 -5%	-27 -2%	-78 -16%	-23 -7%	8 1%	-12 -3%	27 13%	-176 -18%	54 21%	-191 -20%	30 4%	-63 -25%	96 19%	-137 -30%	29 11%	-110 -17%	24 20%	-183 -17%	24 9%	-36 -21%	27 10%	-54 -39%	11 5%	-34 -21%	10 4%	-27 -16%	10 6%	-14 -1%	-110 -21%	131 18%	13 1%	113 38%	-173 -14%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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23 - 25 June 2014
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Q12l. To what extent do you agree or disagree with the following statements: - "Government and private companies know so much about us now that it's impossible to keep your identity secret, even if you try"

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
Strongly agree	369 18% CDR	204 20% AC	166 16%	45 14%	58 16%	68 18%	62 16%	137 23% ADEG	91 17%	89 16%	86 19%	104 22% AIJ	123 18%	97 18%	88 19%	61 18%	108 21% R	68 15%	162 18%	31 21%	134 18%	53 19%	24 15%	211 18%	132 20%
Tend to agree	962 48% DL	464 46%	498 49%	130 40%	157 44%	177 48% D	201 53% ADE	298 50% DE	284 53% AL	268 48% L	223 50% L	187 39%	314 47%	266 49%	220 48%	162 47%	231 44%	217 47%	449 51% AQ	65 43%	356 47%	133 49%	86 53%	575 48%	313 48%
Neither agree nor disagree	432 21% H	199 20%	233 23%	89 28% AFGH	100 28% AFGH	76 21% H	79 21% H	88 15%	103 19%	133 24%	82 18%	114 24% K	141 21%	118 22%	93 20%	81 24%	110 21%	112 24%	175 20%	35 23%	172 22%	61 22%	30 18%	262 22%	128 20%
Tend to disagree	128 6%	72 7%	55 5%	23 7%	21 6%	26 7%	17 4%	41 7%	36 7%	38 7%	30 7%	23 5%	43 6%	35 6%	32 7%	17 5%	34 7%	32 7%	55 6%	7 5%	57 8%	14 5%	12 7%	83 7%	36 6%
Strongly disagree	33 2% U	18 2%	15 1%	5 2%	5 1%	4 1%	7 2%	12 2%	7 1%	10 2%	6 1%	9 2%	15 2%	7 1%	5 1%	7 2%	8 2%	6 1%	17 2%	1 1%	6 1%	6 2%	5 3% U	18 1%	11 2%
Don't know	95 5% HIS	42 4%	53 5%	31 10% AFGH	21 6% H	19 5% H	11 3%	14 2%	12 2%	24 4%	22 5% I	37 8% AIJ	39 6% N	18 3%	25 5%	14 4%	29 5% S	26 6% S	28 3%	13 9% AS	38 5%	8 3%	5 3%	51 4%	26 4%
NET: Agree	1331 66% DELR	668 67%	663 65%	174 54%	215 59%	244 66% D	263 70% DE	435 74% ADEF	375 70% AJL	357 63%	308 69% L	290 61%	438 65%	363 67%	307 66%	224 65%	339 65%	285 62%	611 69% AR	96 63%	490 64%	186 68%	111 68%	786 66%	445 69%
NET: Disagree	160 8%	90 9%	70 7%	28 9%	26 7%	30 8%	23 6%	53 9%	43 8%	49 9%	36 8%	32 7%	58 9%	41 8%	37 8%	24 7%	42 8%	38 8%	72 8%	8 5%	64 8%	20 7%	17 11%	100 8%	47 7%
Net Diff	1171 58%	578 58%	594 58%	147 45%	189 52%	214 58%	240 64%	382 65%	332 62%	309 55%	272 61%	258 55%	380 56%	321 60%	270 58%	200 58%	297 57%	247 54%	540 61%	88 58%	426 56%	167 61%	93 58%	686 57%	398 62%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
Strongly agree	369 18% E	271 18%	97 20%	59 16%	113 16%	99 23% ADE	35 17%	246 25% AG	38 15%	244 26% AI	140 19%	58 23% A	95 19%	117 26% AM	54 19%	153 24% A	20 17%	253 23% A	47 18%	35 20%	45 16%	26 19%	43 18%	39 24% A	50 20%	39 23%	26 15%	222 18%	119 23% Acd	163 22% A	292 21% A	63 21%	307 25% Ag
Tend to agree	962 48% LNPYc	721 47%	240 49%	173 48%	347 48%	201 46%	96 46%	465 47%	131 52%	445 48%	401 54% AL	100 40%	264 52% AN	195 43%	147 53% P	276 43%	60 50%	538 49%	134 51%	90 52%	155 56% AV	62 45%	125 51% Y	64 40%	125 50%	77 46%	58 33%	633 50% Ac	264 52% Ac	417 57% A	800 58% Ai	164 55% A	697 56% A
Neither agree nor disagree	432 21% HJKMRefghi	335 22%	96 19%	68 19%	175 24% A	92 21%	49 24% H	166 17%	53 21%	148 16%	130 17%	60 24% K	83 16%	83 18%	47 17%	124 19%	26 22%	182 17%	47 18%	30 17%	52 19%	28 20%	46 19%	35 22%	51 20%	33 20%	54 31% Ade	274 22% e	75 15%	91 13%	177 13%	38 13%	148 12%
Tend to disagree	128 6% fgi	95 6%	31 6%	20 6%	48 7%	27 6%	22 10% AH	53 5%	22 9%	53 6%	43 6%	14 6%	42 8% A	30 7%	22 8%	48 7%	11 9%	69 6%	21 8%	10 6%	13 5%	7 5%	16 7%	14 9%	18 7%	12 7%	10 6%	81 6%	33 7%	33 5%	76 6%	24 8% fgi	58 5%
Strongly disagree	33 2% g	21 1%	11 2%	7 2%	10 1%	4 1%	2 1%	19 2%	3 1%	19 2%	10 1%	8 3% A	8 2%	11 3%	5 2%	12 2%	1 *	23 2%	4 2%	3 2%	3 1%	8 6% AU	4 2%	1 1%	2 1%	4 2%	3 2%	17 1%	13 2%	9 1%	11 1%	5 2%	19 1% g
Don't know	95 5% FHJKMORUZ defghi	76 5%	19 4%	31 9% AEF	35 5% F	11 2%	5 3%	36 4%	6 2%	26 3%	23 3%	11 4%	12 2%	15 3%	4 2%	26 4%	3 3%	26 2%	10 4%	5 3%	6 2%	8 5%	9 4%	7 4%	5 2%	4 2%	22 13% Ade	39 3% e	7 1%	12 2%	22 2%	6 2%	19 2%
NET: Agree	1331 66% c	992 65%	338 68%	232 65%	460 63%	300 69% E	131 63%	711 72% AG	169 67%	688 74% AI	542 72% AL	158 63%	359 71% A	312 69%	200 72% A	430 67%	81 66%	791 72% A	181 69%	125 72%	200 73% AV	87 63%	168 69%	104 64%	175 70%	116 69%	83 48%	855 68% c	382 75% Acd	580 80% A	1092 79% A	226 76% A	1004 80% Ah
NET: Disagree	160 8% fgi	116 8%	42 8%	27 8%	58 8%	31 7%	24 11%	72 7%	26 10%	72 8%	53 7%	22 9%	50 10%	41 9%	27 10%	60 9%	12 9%	92 8%	25 9%	13 8%	16 6%	15 11%	20 8%	16 10%	20 8%	16 9%	13 8%	98 8%	46 9%	43 6%	87 6%	29 10% fgi	77 6%
Net Diff	1171 58%	876 58%	296 60%	205 57%	402 55%	269 62%	107 51%	639 65%	143 56%	616 66%	489 65%	136 54%	309 61%	271 60%	174 62%	370 58%	69 57%	700 64%	156 59%	112 65%	184 67%	72 52%	148 61%	88 54%	155 62%	100 59%	70 40%	757 60%	336 66%	537 74%	1005 73%	197 66%	927 74%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
Public
Ipsos MORI

Q12m. To what extent do you agree or disagree with the following statements: - "It's too difficult for me to keep control of all my personal data – it should be the government's job to prevent anyone misusing it"

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
Strongly agree	266 13% CR	157 16% AC	108 11%	37 11%	46 13%	39 10%	48 13%	96 16% AF	65 12%	65 11%	72 16% J	64 14%	75 11%	81 15% M	62 13%	47 14%	83 16% ARS	48 10%	103 12%	31 21% ARS	98 13%	35 13%	21 13%	154 13%	90 14%
Tend to agree	541 27%	259 26%	281 28%	101 31% A	91 25%	104 28%	94 25%	150 25%	146 27%	142 25%	114 25%	138 29%	203 30% AP	136 25%	121 26%	81 24%	130 25%	131 28%	243 27%	37 24%	215 28%	67 25%	42 26%	325 27%	163 25%
Neither agree nor disagree	602 30% HM	281 28%	320 31%	95 29%	111 31%	118 32%	124 33% H	154 26%	150 28%	179 32%	137 31%	136 29%	177 26%	169 31% M	148 32% M	107 31%	171 33%	128 28%	262 30%	41 27%	240 31%	83 30%	43 26%	366 31%	184 29%
Tend to disagree	347 17% LQT	161 16%	187 18%	44 14%	60 17%	77 21% ADG	57 15%	109 19%	116 22% AKL	110 19% L	69 15%	53 11%	124 18%	95 18%	68 15%	61 18%	66 13%	86 19% QT	182 21% AQT	14 9%	126 16%	52 19%	35 22%	213 18%	113 18%
Strongly disagree	155 8% CDF	95 10% AC	60 6%	13 4%	29 8% DF	16 4%	38 10% DF	60 10% ADF	48 9%	44 8%	28 6%	35 7%	53 8%	36 7%	36 8%	29 9%	34 7%	39 9%	72 8%	9 6%	51 7%	24 9%	16 10%	91 8%	57 9%
Don't know	108 5% HISX	46 5%	63 6%	33 10% AFGH	23 6% H	17 5%	15 4%	21 4%	9 2%	24 4% I	28 6% I	47 10% AIJK	44 6%	22 4%	27 6%	16 5%	36 7% S	30 6% S	23 3%	20 13% AQRS	33 4%	12 4%	5 3%	50 4%	39 6%
NET: Agree	806 40%	417 42%	390 38%	138 43%	137 38%	143 39%	143 38%	245 42%	211 39%	207 37%	187 42%	202 43%	278 41%	217 40%	183 40%	128 37%	213 41%	179 39%	347 39%	68 45%	313 41%	102 37%	63 39%	479 40%	252 39%
NET: Disagree	502 25% DLQT	256 26%	246 24%	57 18%	89 25% D	93 25% D	95 25% D	169 29% AD	164 31% AKL	153 27% L	97 22%	88 19%	177 26%	132 24%	104 22%	90 26%	100 19%	125 27% QT	254 29% AQT	23 15%	176 23%	76 28%	51 32% AU	304 25%	170 26%
Net Diff	304 15%	161 16%	143 14%	81 25%	48 13%	50 14%	48 13%	77 13%	47 9%	54 10%	89 20%	114 24%	101 15%	86 16%	80 17%	38 11%	113 22%	53 12%	92 10%	45 30%	137 18%	26 9%	12 7%	175 15%	82 13%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
23 - 25 June 2014
GB adults 16-75
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Ipsos MORI

Q12m. To what extent do you agree or disagree with the following statements: - "It's too difficult for me to keep control of all my personal data – it should be the government's job to prevent anyone misusing it"

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
Strongly agree	266 13%	197 13%	68 14%	44 12%	91 13%	62 14%	21 10%	175 18% AG	25 10%	158 17% AI	117 16% A	36 14%	76 15%	86 19% A	45 16%	98 15%	20 17%	169 15% A	28 11%	21 12%	36 13%	17 12%	34 14%	28 17%	44 18% A	27 16%	17 10%	162 13%	83 16% Ac	130 18% Ag	201 15% A	46 15%	213 17% Ag
Tend to agree	541 27%	410 27%	131 27%	82 23%	193 26%	135 31% AD	63 30%	258 26%	70 28%	261 28%	219 29%	58 23%	152 30% N	106 24%	75 27%	172 27%	29 24%	299 27%	69 26%	57 33%	85 31%	36 26%	69 29%	41 25%	72 29%	37 22%	39 22%	365 29% A	131 26%	248 34% A	454 33% A	97 32% A	409 33% A
Neither agree nor disagree	602 30% FHJKMPRXefghi	467 31%	134 27%	117 33% F	241 33% AF	109 25%	56 27%	259 26%	72 28%	234 25%	190 25%	75 30%	124 25%	125 28%	87 31%	169 26%	41 34%	282 26%	75 29%	48 28%	71 26%	39 29%	58 24%	39 24%	71 28%	57 34%	60 35% e	384 30% e	127 25%	168 23%	332 24%	68 23%	287 23%
Tend to disagree	347 17%	262 17%	85 17%	59 16%	119 16%	84 19%	49 23% AH	168 17%	54 21%	168 18%	131 18%	44 17%	100 20%	69 15%	37 13%	109 17%	19 16%	203 19%	55 21%	28 16%	55 20%	25 18%	46 19%	29 18%	40 16%	32 19%	24 14%	221 17%	102 20%	123 17%	253 18% Ai	64 21% Afi	210 17%
Strongly disagree	155 8% BEdf	98 6%	55 11% AB	24 7%	40 6%	33 8%	13 6%	86 9%	23 9%	86 9% A	60 8%	27 11%	36 7%	48 11% A	26 9%	62 10% A	6 5%	105 10% A	23 9%	10 6%	21 8%	12 9%	28 11% A	17 11%	17 7%	10 6%	10 6%	84 7%	61 12% Acd	36 5%	105 8% f	21 7%	101 8% f
Don't know	108 5% FHJKMRUdefghi	86 6%	21 4%	32 9% AF	44 6% F	10 2%	7 3%	40 4%	9 4%	28 3%	29 4%	12 5%	17 3%	17 4%	8 3%	29 5%	6 5%	33 3%	12 4%	9 5%	8 3%	8 6%	7 3%	7 4%	8 3%	6 4%	24 14% Ade	50 4% e	7 1%	21 3%	33 2%	4 1%	29 2%
NET: Agree	806 40% Dc	607 40%	199 40%	126 35%	284 39%	197 45% ADE	84 40%	433 44% A	95 38%	419 45% AI	337 45% AL	94 37%	228 45% A	193 43%	120 43%	271 42%	49 41%	468 43% A	97 37%	78 45%	120 44%	53 38%	104 43%	69 43%	116 46% A	64 38%	56 32%	527 42% Ac	213 42% c	378 52% Ag	655 48% A	143 48% A	621 50% Ag
NET: Disagree	502 25% BEf	360 24%	141 28% AB	83 23%	159 22%	117 27% E	62 30%	254 26%	77 30% A	253 27% A	192 26%	70 28%	136 27%	116 26%	63 23%	171 27%	25 21%	308 28% A	78 30%	38 22%	76 28%	38 27%	74 30% A	46 29%	57 23%	42 25%	33 19%	305 24%	163 32% Acd	158 22%	357 26% f	85 28% f	310 25% f
Net Diff	304 15%	247 16%	59 12%	43 12%	124 17%	80 18%	22 10%	179 18%	18 7%	165 18%	145 19%	24 9%	92 18%	76 17%	57 20%	99 16%	24 20%	160 15%	19 7%	41 24%	44 16%	15 11%	30 12%	23 14%	59 23%	21 13%	22 13%	222 18%	50 10%	220 30%	297 22%	58 19%	311 25%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-102839-01 - Perceptions of Data Sharing
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GB adults 16-75
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Ipsos MORI

Q12n. To what extent do you agree or disagree with the following statements: - " I find it a bit creepy that government and businesses could know so much about me, even if it doesn't really harm me"

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
Strongly agree	486 24% CUX	260 26% AC	226 22%	73 23%	87 24%	77 21%	94 25%	155 26% F	128 24%	121 21%	111 25%	126 27%	158 23%	129 24%	112 24%	87 25%	136 26%	106 23%	210 24%	34 22%	162 21%	60 22%	44 27%	266 22%	179 28% AX
Tend to agree	762 38% B	343 34%	420 41% AB	108 34%	122 34%	156 42% DE	142 38%	233 40%	207 39%	228 40%	161 36%	166 35%	247 37%	216 40%	170 37%	129 38%	184 35%	172 37%	344 39%	62 41%	293 38%	116 42%	60 37%	469 39%	227 35%
Neither agree nor disagree	487 24%	254 25%	233 23%	79 25%	103 29% AH	87 24%	90 24%	127 22%	126 24%	148 26%	108 24%	104 22%	158 23%	121 22%	118 26%	90 26%	125 24%	109 24%	224 25%	29 19%	203 27% A	63 23%	33 20%	299 25%	157 24%
Tend to disagree	160 8% JP	80 8%	81 8%	35 11%	24 7%	24 7%	27 7%	50 9%	57 11% AJK	34 6%	31 7%	38 8%	63 9% P	43 8%	38 8%	17 5%	36 7%	37 8%	76 9%	11 7%	55 7%	22 8%	17 10%	93 8%	48 7%
Strongly disagree	41 2%	25 3%	15 1%	6 2%	6 2%	7 2%	8 2%	14 2%	8 2%	12 2%	15 3% L	5 1%	15 2%	15 3% O	5 1%	7 2%	11 2%	15 3% S	13 1%	2 2%	19 2%	6 2%	4 2%	29 2%	9 1%
Don't know	83 4% HIS	38 4%	45 4%	21 7% AH	19 5% H	19 5% H	14 4% H	9 2%	7 1%	20 4% I	23 5% I	33 7% AIJ	34 5%	16 3%	20 4%	12 4%	29 5% S	22 5% S	19 2%	13 9% AS	32 4%	7 2%	5 3%	43 4%	25 4%
NET: Agree	1248 62% D	603 60%	646 63%	182 56%	209 58%	233 63%	236 63%	388 66% ADE	335 63%	349 62%	272 61%	293 62%	405 60%	346 64%	281 61%	216 63%	320 62%	278 60%	554 63%	96 63%	455 60%	176 64%	104 64%	736 61%	406 63%
NET: Disagree	201 10% P	105 10%	96 9%	40 12%	29 8%	31 8%	36 9%	64 11%	65 12% AJ	47 8%	46 10%	44 9%	78 12% P	57 11%	42 9%	23 7%	47 9%	52 11%	89 10%	14 9%	73 10%	28 10%	20 13%	122 10%	58 9%
Net Diff	1047 52%	498 50%	550 54%	141 44%	180 50%	201 54%	201 53%	324 55%	270 51%	302 54%	226 50%	249 53%	327 48%	288 53%	239 52%	193 56%	274 53%	226 49%	466 53%	82 54%	382 50%	149 54%	84 52%	614 51%	348 54%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q12n. To what extent do you agree or disagree with the following statements: - " I find it a bit creepy that government and businesses could know so much about me, even if it doesn't really harm me"

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							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
Strongly agree	486 24% BDEGIQUcdh	340 22%	145 29% AB	63 18%	140 19%	136 31% ADE	30 14%	330 33% AG	36 14%	335 36% AI	191 26%	81 32% A	110 22%	163 36% AM	61 22%	213 33% AO	19 16%	349 32% AQ	52 20%	52 30% S	47 17%	43 31% AU	58 24%	64 40% AX	54 21%	55 32% AZ	30 17%	264 21%	184 36% Acd	166 23%	359 26% Afh	55 18%	486 39% Afgh
Tend to agree	762 38% LNPc	587 39%	175 35%	151 42% F	285 39%	152 35%	71 34%	369 37%	84 33%	358 38%	305 41% AL	68 27%	191 38%	145 32%	109 39%	211 33%	41 34%	433 40%	107 41%	65 38%	111 40%	58 42%	94 39%	54 33%	109 44% A	64 38%	51 30%	507 40% Ac	197 39% c	317 44% A	613 44% A	119 40%	762 61% Afgh
Neither agree nor disagree	487 24% FHJKNPRVYefgi	372 24%	113 23%	86 24%	205 28% AF	81 19%	67 32% AH	175 18%	70 27% J	154 16%	156 21%	66 26%	114 23%	88 19%	67 24%	125 20%	36 30% R	193 18%	64 25%	33 19%	78 29% V	22 16%	50 21%	23 15%	56 22%	33 20%	52 30% e	328 26% Ae	77 15%	148 20% i	262 19% i	67 22% i	- -
Tend to disagree	160 8% HJRi	131 9%	29 6%	23 7%	62 9%	46 11% A	34 16% AH	61 6%	46 18% AJ	51 5%	66 9%	17 7%	67 13% AN	28 6%	27 10%	48 7%	15 13% R	72 7%	27 10%	12 7%	30 11%	8 6%	27 11%	10 6%	18 7%	11 7%	15 9%	115 9% Ae	30 6%	72 10% Agi	110 8% i	46 15% Afgi	- -
Strongly disagree	41 2% Ei	27 2%	14 3%	9 2%	9 1%	9 2%	4 2%	21 2%	9 3%	18 2%	15 2%	8 3%	13 3%	10 2%	10 4%	17 3%	4 3%	24 2%	7 3%	5 3%	5 2%	1 1%	7 3%	4 2%	6 2%	1 1%	3 2%	22 2%	15 3%	17 2% i	25 2% i	10 3% gi	- -
Don't know	83 4% FGHJKMORUdefghi	63 4%	18 4%	26 7% AEF	28 4%	9 2%	3 2%	30 3%	9 4%	19 2%	15 2%	12 5% K	10 2%	17 4%	3 1%	25 4% O	6 5% R	20 2%	5 2%	6 3%	4 1%	6 4%	7 3%	7 4%	9 3%	5 3%	21 12% Ade	29 2%	6 1%	6 1% i	9 1% i	2 1% i	- -
NET: Agree	1248 62% EGIQc	927 61%	320 65%	214 60%	425 58%	288 66% AE	101 48%	698 71% AG	120 47%	693 74% AI	496 66% AL	148 59%	301 60%	308 68% AM	171 61%	424 66% A	60 49%	782 72% AQ	159 61%	118 68%	158 57%	101 73% AU	152 63%	118 73% AX	163 65%	119 70% A	81 47%	771 61% c	382 75% Acd	483 67% Ah	971 71% Afh	173 58%	1248 100% Afgh
NET: Disagree	201 10% HJi	158 10%	43 9%	32 9%	71 10%	55 13% A	38 18% AH	82 8%	55 22% AJ	68 7%	81 11%	25 10%	80 16% AN	38 8%	37 13%	65 10%	19 16% AR	96 9%	33 13%	17 10%	35 13%	9 7%	34 14% A	13 8%	23 9%	12 7%	18 11%	137 11%	45 9%	89 12% Agi	135 10% i	56 19% Afgi	- -
Net Diff	1047 52%	769 51%	277 56%	182 51%	354 49%	233 54%	63 30%	616 63%	65 26%	625 67%	415 56%	123 49%	221 44%	270 60%	134 48%	359 56%	41 34%	686 63%	126 48%	101 58%	122 45%	92 67%	118 49%	104 65%	140 56%	106 63%	63 36%	634 50%	336 66%	394 54%	836 61%	117 39%	1248 100%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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GB adults 16-75

Public

Ipsos MORI

Q13. Finally, after going through these questions and thinking about data privacy and sharing in more detail, are you more or less worried about how your personal data is shared and used or has it made no difference?

Base: All Adults aged 16-75 in Great Britain

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	2019	1011	1008	321	361	372	376	589	593	588	378	460	674	546	458	341	503	454	914	148	774	272	166	1212	625
Weighted base	2019	1000	1019	323	361	370	376	589	533	563	449	473	675	540	462	342	520	461	886	152	763	274	162	1200	645
No difference	1361 67% CLQ	721 72% AC	640 63%	218 68%	229 63%	256 69%	257 68%	401 68%	389 73% AJL	371 66%	303 68%	298 63%	459 68%	361 67%	311 67%	230 67%	323 62%	309 67%	621 70% AQ	108 71% Q	532 70%	183 67%	110 68%	825 69%	424 66%
More worried	642 32% BISU	269 27%	373 37% AB	102 31%	123 34%	112 30%	118 31%	187 32%	141 26%	189 33% I	142 32%	171 36% AI	209 31%	174 32%	149 32%	110 32%	193 37% AST	146 32%	261 29%	42 28%	222 29%	89 32%	52 32%	363 30%	217 34%
Less worried	16 1% H	10 1%	6 1%	3 1%	9 2% AFGH	2 *	1 *	1 *	4 1%	4 1%	4 1%	5 1%	7 1%	5 1%	2 *	2 1%	4 1%	6 1%	5 1%	1 1%	9 1%	2 1%	- -	11 1%	5 1%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q13. Finally, after going through these questions and thinking about data privacy and sharing in more detail, are you more or less worried about how your personal data is shared and used or has it made no difference?

Base: All Adults aged 16-75 in Great Britain

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data														
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	2019	1519	494	358	730	431	210	976	252	931	747	249	505	447	271	642	118	1099	262	171	275	139	248	161	252	167	170	1261	518	724	1379	299	1247
Weighted base	2019	1519	494	358	728	434	210	986	254	934	747	252	504	451	278	640	122	1092	262	173	274	138	243	161	251	169	173	1266	510	726	1378	299	1248
No difference	1361	1032	326	258	513	260	154	625	181	574	516	164	362	267	190	406	82	676	190	104	203	70	170	94	176	102	118	868	325	504	949	216	767
	67%	68%	66%	72%	71%	60%	74%	63%	71%	61%	69%	65%	72%	59%	68%	63%	67%	62%	72%	60%	74%	51%	70%	58%	70%	61%	68%	69%	64%	69%	69%	72%	61%
	FHJNPRTVYei			AF	AF		AH		J				AN						T		AV		Y					e		i	Ai	i	
More worried	642	473	168	99	208	165	53	354	69	353	225	85	133	182	83	231	36	411	70	67	71	68	70	66	70	66	55	388	180	216	421	75	475
	32%	31%	34%	28%	29%	38%	25%	36%	27%	38%	30%	34%	26%	40%	30%	36%	30%	38%	27%	39%	26%	49%	29%	41%	28%	39%	32%	31%	35%	30%	31%	25%	38%
	EGMUh					ADE		AG		AI				AM		A		A		S		AU		AX		AZ					h		Afgh
Less worried	16	15	1	1	6	8	2	6	4	7	7	2	8	2	6	2	4	5	2	2	1	-	3	1	5	-	-	10	5	6	7	8	6
	1%	1%	*	*	1%	2%	1%	1%	1%	1%	1%	1%	2%	*	2%	*	3%	*	1%	1%	*	-	1%	1%	2%	-	-	1%	1%	1%	1%	3%	*
	Rgi					AD							A		AP		AR								A							Afgi	

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Ipsos MORI

Q14. Which one of these do you worry about most, if at all: the threat to your privacy from internet companies (for example, Google, Facebook or Amazon) or the threat to your privacy from government?

Base: SPLIT SAMPLE G

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1011	503	508	156	177	187	191	300	309	265	195	242	333	268	221	189	240	228	466	77	382	149	86	617	311
Weighted base	1019	499	520	157	176	188	196	302	278	254	231	256	335	265	228	191	254	230	454	80	378	151	86	614	327
Internet companies	296 29% KQ	131 26%	165 32%	53 34% H	47 27%	47 25%	73 37% AEFH	76 25%	102 37% AJK	69 27%	50 22%	74 29%	89 26%	77 29%	61 27%	69 36% AM	53 21%	70 30% Q	157 35% AQT	16 20% *	112 30%	46 30%	28 33% *	186 30%	85 26%
The government	147 14% C	87 17% AC	61 12%	30 19% H	31 18%	28 15%	23 12%	36 12%	36 13%	39 15%	36 16%	37 14%	49 15%	36 14%	36 16%	26 14%	36 14%	40 17%	57 13%	14 18% *	64 17%	19 13%	11 13% *	94 15%	43 13%
Both	435 43% D	225 45%	211 41%	46 29%	70 40% D	86 46% D	81 42% D	151 50% ADE	108 39%	112 44%	106 46%	109 43%	142 42%	120 45%	94 41%	79 41%	131 52% ARS	86 37%	182 40%	36 45% *	157 42%	65 43%	37 43% *	259 42%	149 46%
Neither	70 7%	33 7%	36 7%	9 6%	13 7%	12 6%	14 7%	22 7%	16 6%	20 8%	18 8%	15 6%	25 8%	18 7%	18 8%	8 4%	11 4%	15 6%	38 8%	6 7% *	25 7%	6 4%	6 7% *	38 6%	28 8%
Don't know	71 7% BGS	24 5%	47 9% AB	19 12% AGH	15 9% G	15 8% G	4 2%	18 6%	16 6%	14 5%	21 9%	20 8%	30 9%	13 5%	18 8%	9 5%	23 9% S	21 9% S	20 4%	8 10% *	20 5%	14 9%	4 4% *	38 6%	22 7%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Q14. Which one of these do you worry about most, if at all: the threat to your privacy from internet companies (for example, Google, Facebook or Amazon) or the threat to your privacy from government?

Base: SPLIT SAMPLE G

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes			
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1011	750	258	172	381	197	88	523	112	484	362	139	247	225	127	337	57	576	132	84	138	69	125	82	123	90	89	630	265	351	695	133	633
Weighted base	1019	754	262	175	380	199	89	533	113	492	367	141	249	232	134	338	60	578	133	85	139	70	123	85	123	94	92	635	264	351	699	134	640
Internet companies	296 29% BEHJLNc	205 27%	90 34% AB	50 29%	95 25%	60 30%	51 57% AH*	104 19%	65 57% AJ	93 19%	140 38% AL	30 21%	105 42% AN	46 20%	35 26%	104 31%	13 22% *	195 34% A	40 30%	22 26% *	47 34%	23 33% *	47 38% AY	19 22% *	39 32%	25 27% *	18 20% *	193 30% c	78 30%	117 33% Ai	232 33% Ai	35 26%	180 28%
The government	147 14% DGI	112 15%	35 13%	17 10%	61 16%	35 17% D	- - *	107 20% AG	7 6%	107 22% AI	48 13%	29 21% AK	31 12%	38 16%	21 15%	48 14%	11 18% *	81 14%	19 15%	9 11% *	27 20%	9 13% *	21 17%	15 17% *	15 12%	16 17% *	10 11% *	99 16%	37 14%	50 14%	100 14%	30 22% Afgi	92 14%
Both	435 43% GIKMUXdh	323 43%	111 43%	80 46%	156 41%	87 44%	27 30% *	266 50% AG	25 22%	251 51% AI	137 37%	66 47%	83 33%	122 53% AM	62 46%	156 46%	25 42% *	254 44%	55 41%	46 54% A*	40 29%	36 52% U*	41 33%	44 52% X*	52 42%	43 46% *	42 45% *	251 40%	136 52% Ad	138 39%	290 41% h	44 33%	317 50% Afgh
Neither	70 7% JRei	56 7%	14 5%	12 7%	34 9% A	10 5%	10 12% H*	29 5%	15 13% AJ	20 4%	27 7%	10 7%	21 8%	11 5%	11 8%	17 5%	7 12% R*	23 4%	11 8%	3 4% *	12 8%	2 3% *	7 6%	3 4% *	14 11% A	4 5% *	10 11% e*	48 7% e	10 4%	26 7% i	43 6% i	17 13% Afgi	19 3%
Don't know	71 7% GHIJKMPRVZegi	58 8%	12 5%	16 9% F	34 9% F	8 4%	1 1% *	27 5%	2 2%	22 4%	15 4%	6 4%	9 3%	15 7%	6 4%	14 4%	3 6% *	25 4%	8 6%	5 5% *	13 10% V	- - *	6 5%	4 5% *	3 3%	5 5% *	12 13% Ae*	44 7% e	3 1%	20 6%	34 5%	8 6%	31 5%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

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Q15. As you may know, different organisations hold different types of data about you. For example, internet companies like Google, Facebook and Amazon can hold information on what you search for on the internet, your shopping habits and your personal interests while government has information like tax or medical records. Which one of these do you worry about most, if at all: the threat to your privacy from internet companies or the threat to your privacy from government?

Base: SPLIT SAMPLE H

		Gender		Age					Social grade				Region (4 code scale)				Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	South	West	East	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)
Unweighted base	1008	508	500	165	184	185	185	289	284	323	183	218	341	278	237	152	263	226	448	71	392	123	80	595	314
Weighted base	1000	501	499	166	184	182	180	287	255	309	218	218	340	275	234	151	266	231	432	71	386	123	77	585	318
Internet companies	315 31% Q	143 29%	171 34%	61 37%	72 39% AFGH	49 27%	49 27%	84 29%	103 40% AJKL	97 31%	58 26%	57 26%	100 29%	95 35%	73 31%	47 31%	62 23%	70 30%	164 38% AQT	18 25% *	131 34%	33 27%	23 30% *	187 32%	87 27%
The government	137 14% CHY	90 18% AC	47 9%	24 14%	27 15%	30 17% H	27 15%	28 10%	31 12%	43 14%	35 16%	28 13%	50 15%	35 13%	34 15%	18 12%	37 14%	33 14%	58 13%	8 11% *	65 17% A	18 15%	11 15% *	94 16% AY	32 10%
Both	386 39% DI	205 41%	181 36%	38 23%	60 33%	75 41% D	78 43% DE	135 47% ADE	84 33%	127 41% I	94 43% I	81 37%	139 41%	97 35%	94 40%	56 37%	115 43%	86 37%	156 36%	29 41% *	135 35%	54 44%	34 45% *	223 38%	141 44% A
Neither	90 9% X	37 7%	53 11%	15 9%	14 7%	16 9%	16 9%	30 10%	25 10%	22 7%	18 8%	25 12%	29 8%	24 9%	18 8%	19 13%	31 12%	18 8%	33 8%	9 13% *	28 7%	8 6%	7 9% *	43 7%	37 12% X
Don't know	73 7% BHSW	26 5%	47 9% AB	28 17% AEFGH	11 6%	12 7%	11 6%	10 4%	13 5%	20 6%	13 6%	26 12% AUK	22 7%	24 9%	15 7%	11 8%	21 8%	24 10% S	21 5%	7 9% *	27 7%	10 8%	1 1% *	38 7%	21 7%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F/G/H,A/I/J/K/L,A/M/N/O/P,A/Q/R/S/T,A/U/V/W,A/X/Y Minimum Base: 30(**) Small Base: 100(*)

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Base: SPLIT SAMPLE H

							Trust in British Government				Trust in Academic Researchers				Trust in Internet Companies																	
							Trust		Trust with data		Trust		Trust with data		Trust		Trust with data															
		Social media account		Social media activity															Opt-out		Anonymity		Controlled Access		Governance/Enforcement		Taken privacy precautions			Privacy attitudes		
	Total	Yes	No	None	1-3 activities	4 or more activities	High	Low	High	Low	High	Low	High	Low	High	Low	High	Low	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	Share data	Do not share data	None	1-3 precautions	4 or more precautions	Fatalists	Pragmatists	Beneficiaries	Big Brother
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(X)	(Y)	(Z)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1008	769	236	186	349	234	122	453	140	447	385	110	258	222	144	305	61	523	130	87	137	70	123	79	129	77	81	631	253	373	684	166	614
Weighted base	1000	765	233	182	348	234	121	452	140	441	381	110	255	219	144	301	62	514	129	88	136	68	120	77	128	75	81	630	246	375	679	165	608
Internet companies	315 31% DHJLNQ	240 31%	75 32%	45 25%	115 33%	80 34% D	62 51% AH	97 21%	78 56% AJ	88 20%	145 38% AL	16 14%	108 42% AN	42 19%	49 34%	95 32%	12 19% *	177 34% AQ	40 31%	26 30% *	58 43% A	22 33% *	50 41% AY	19 25% *	42 33%	18 23% *	20 25% *	215 34% A	77 31%	133 36% Ai	241 36% Ai	56 34%	188 31%
The government	137 14% i	112 15%	24 10%	25 13%	48 14%	39 17%	11 9%	81 18% AG	8 6%	82 19% AI	45 12%	21 19% K	31 12%	34 15%	19 13%	37 12%	9 15% *	65 13%	16 12%	16 18% *	22 16%	8 11% *	12 10%	13 17% *	19 15%	11 15% *	9 12% *	85 14%	42 17%	52 14%	91 13%	34 21% Afgj	85 14%
Both	386 39% BGIKMOUfgh	280 37%	105 45% AB	79 43%	121 35%	80 34%	21 18%	221 49% AG	21 15%	230 52% AI	128 34%	60 54% AK	69 27%	122 56% AM	42 29%	136 45% AO	21 34% *	229 45% A	46 36%	38 43% *	38 28%	32 47% U*	39 33%	34 44% *	53 42%	46 61% AZ*	27 34% *	234 37%	116 47% Acd	119 32% h	247 36% fh	38 23%	275 45% Afgh
Neither	90 9% CHJNPRbei	76 10% C	13 5%	20 11%	36 10%	19 8%	15 12% H	28 6%	25 18% AJ	24 5%	38 10%	7 7%	35 14% AN	10 4%	24 17% AP	19 6%	15 25% AR*	26 5%	16 13%	4 5% *	11 8%	3 4% *	14 12%	4 6% *	9 7% b	- - *	13 16% Ae*	63 10% e	7 3%	48 13% Agj	67 10% i	26 16% Agj	33 5%
Don't know	73 7% HJRZbdegj	57 7%	16 7%	14 7%	28 8%	15 7%	12 10%	25 5%	9 6%	18 4%	25 7%	6 5%	12 5%	12 5%	9 6%	15 5%	4 7% *	16 3%	10 8%	4 4% *	6 4%	4 5% *	5 4%	6 8% *	4 3%	1 1% *	11 13% Ade*	33 5% e	5 2%	22 6%	32 5%	11 7%	26 4%

Overlap formulae used

ColumnProportions (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C,A/D/E/F,A/G/H,A/I/J,A/K/L,A/M/N,A/O/P,A/Q/R,A/S/T,A/U/V,A/X/Y,A/Z/b,A/c/d/e,A/f/g/h/i Minimum Base: 30(**) Small Base: 100(*)

13-065432-29 - Data Sharing 2

15th - 18th July 2014

All adults age 16-75 in Great Britain

Public

Ipsos MORI

PE05. Overall, which of the following statements is closest to your view? a) "We should share all the data we can because it benefits the services and me b) "We should not share data as the risks to people's privacy and security outweigh the benefits"

All respondents aged 16-75 in GB

	Total	Gender		Age					Social grade				Region					Education				Employment status				
	Total	Male	Female	16-24	25-34	35-44	45-54	55-75	AB	C1	C2	DE	North	Midlands	South	Wales	Scotland	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PhD	No formal qualifications	Full-time	Part-time	Self-Employed	ANY WORKING	ANY NOT WORKING
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)
Unweighted base	1000	495	505	141	178	187	190	304	258	287	217	238	246	260	363	49	82	243	247	428	82	347	136	81	564	326
Weighted base	1003	501	502	161	176	183	186	296	266	281	223	232	245	262	364	51	80	237	248	442	75	368	144	85	597	302
Agree much more with a than with b	141 14%	83 17% C	58 11%	14 9%	22 12%	20 11%	31 17% D	54 18% DF	40 15%	40 14%	30 14%	31 13%	32 13%	35 13%	51 14%	5 10% *	18 22% *	29 12%	32 13%	69 16%	12 15% *	56 15%	20 14%	12 14% *	88 15%	41 14%
Agree a little more with a than with b	195 19%	95 19%	100 20%	38 24%	26 14%	30 16%	39 21%	62 21%	46 17%	53 19%	51 23%	44 19%	52 21%	50 19%	72 20%	9 17% *	12 16% *	40 17%	53 21%	93 21%	9 12% *	65 18%	29 20%	21 24% *	115 19%	57 19%
Agree equally with both / don't agree with either	173 17%	76 15%	97 19%	34 21% H	34 19%	41 23% GH	25 13%	39 13%	35 13%	60 21% I	37 17%	40 17%	48 20%	48 18%	50 14%	17 33% MNOQ*	10 13% *	43 18%	47 19%	68 15%	15 20% *	68 19%	25 17%	11 13% *	104 17%	49 16%
Agree a little more with b than with a	226 22%	105 21%	120 24%	33 21%	45 25%	48 26%	39 21%	61 21%	58 22%	65 23%	54 24%	48 21%	46 19%	58 22%	91 25%	12 23% *	20 24% *	59 25%	57 23%	92 21%	18 23% *	84 23%	30 21%	15 18% *	129 22%	72 24%
Agree much more with b than with a	220 22%	120 24%	101 20%	27 17%	43 25%	33 18%	46 25%	71 24%	78 29% JK	50 18%	40 18%	53 23%	52 21%	57 22%	87 24%	7 14% *	17 21% *	54 23%	43 17%	107 24% S	16 22% *	80 22%	34 24%	22 26% *	136 23%	65 21%
Don't know	49 5%	22 4%	27 5%	16 10% GH	7 4%	10 6%	6 3%	9 3%	9 3%	13 5%	10 5%	17 7%	15 6%	14 5%	15 4%	2 4% *	3 4% *	12 5%	17 7% T	15 3%	6 8% *	14 4%	6 4%	4 5% *	24 4%	19 6%
NET: Agree more with A	336 33%	178 36%	157 31%	52 32%	47 27%	51 28%	70 38% EF	116 39% EF	86 32%	93 33%	81 37%	75 32%	85 34%	85 32%	122 34%	13 27% *	30 38% *	69 29%	84 34%	161 36%	21 28% *	122 33%	49 34%	32 38% *	203 34%	98 32%
NET: Agree more with B	446 44%	225 45%	221 44%	60 37%	88 50% D	81 44%	85 46%	132 45%	136 51% J	115 41%	94 42%	100 43%	98 40%	115 44%	177 49% M	19 37% *	37 46% *	113 48%	100 40%	199 45%	34 45% *	163 44%	64 45%	37 44% *	265 44%	137 45%
Net Diff	-110 -11%	-47 -9%	-63 -13%	-8 -5%	-41 -23%	-31 -17%	-15 -8%	-16 -5%	-50 -19%	-22 -8%	-13 -6%	-25 -11%	-14 -6%	-30 -11%	-55 -15%	-5 -10%	-6 -8%	-44 -18%	-16 -6%	-38 -9%	-13 -17%	-42 -11%	-15 -11%	-5 -6%	-62 -10%	-38 -13%

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q,R/S/T/U,V/W/X/Y/Z Minimum Base: 30(**) Small Base: 100(*)