Public attitudes to the use and sharing of their data

Research for the Royal Statistical Society by Ipsos MORI

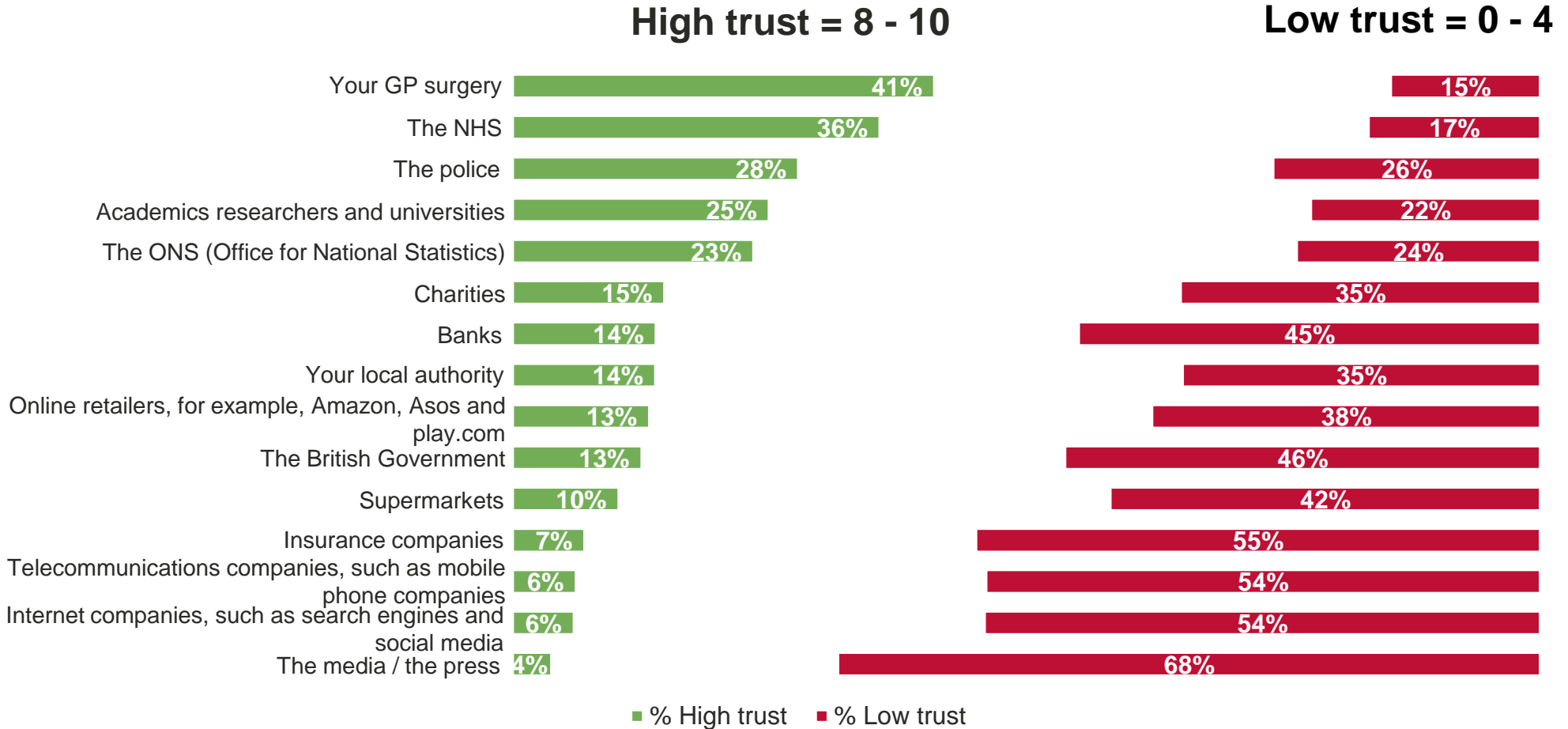**July 2014**

Ipsos MORI
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1. The trust in data deficit

- Most institutions are trusted less with data than they are generally

- Younger people are more trusting with data than older

- Online retailers, internet companies, supermarkets, charities and academics have the biggest gaps between overall trust and trust with data

- Main concerns are usage creep, no personal benefit, and loss of data

Trust in data use is low for all institutions – especially for the media and companies that rely heavily on data!

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

High trust = 8 - 10   **Low trust = 0 - 4**

Institution	% High trust	% Low trust
Your GP surgery	41%	15%
The NHS	36%	17%
The police	28%	26%
Academics researchers and universities	25%	22%
The ONS (Office for National Statistics)	23%	24%
Charities	15%	35%
Banks	14%	45%
Your local authority	14%	35%
Online retailers, for example, Amazon, Asos and play.com	13%	38%
The British Government	13%	46%
Supermarkets	10%	42%
Insurance companies	7%	55%
Telecommunications companies, such as mobile phone companies	6%	54%
Internet companies, such as search engines and social media	6%	54%
The media / the press	4%	68%

■ % High trust   ■ % Low trust

Base: 2,019 GB adults, aged 16-75

Source: Ipsos MORI

# Young people are more trusting of data use than older

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

The British Government

Age	Score
16-24	4.77
25-34	4.42
45-44	4.23
45-54	3.95
55-75	4.00

ABs have an average data trust in the British Government of 4.50, compared with DEs at 3.83

Academic researchers and universities

Age	Score
16-24	6.43
25-34	5.97
45-44	5.81
45-54	5.57
55-75	5.51
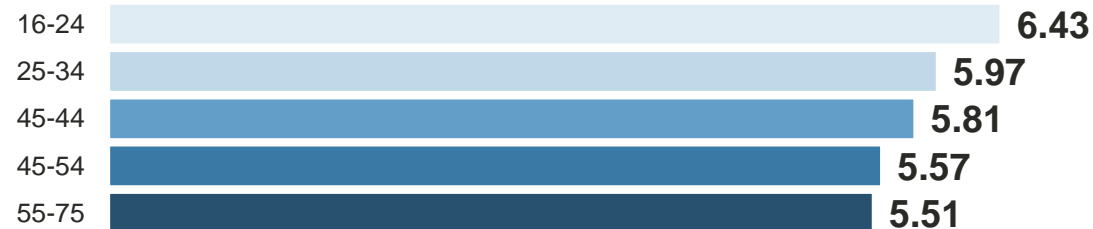
Those who have a degree or higher tend to have more data trust in academics (6.15) than those with no formal qualifications (5.09)

Internet companies

Age	Score
16-24	4.47
25-34	4.01
45-44	4.04
45-54	3.62
55-75	3.35
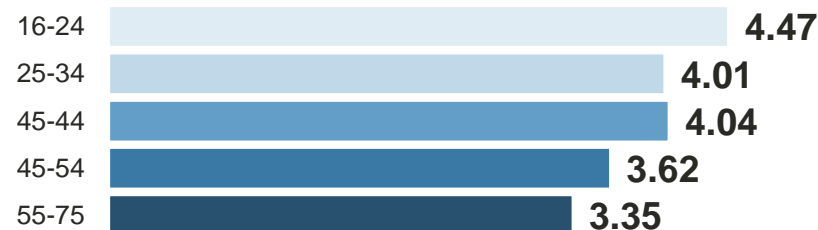
Those who have not taken data privacy precautions have a higher data trust in internet companies (4.76) than those that have taken more than four precautions (3.02)
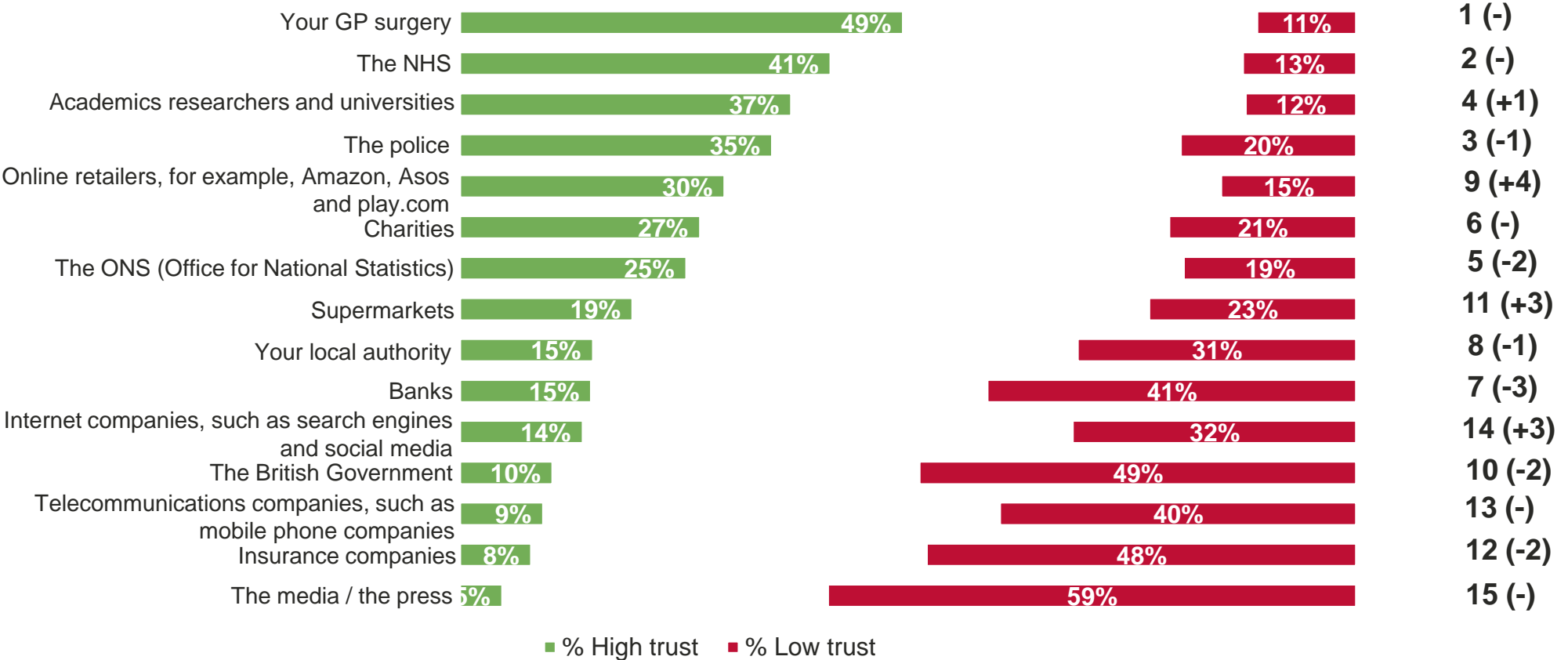
Base: 2,019 GB adults, aged 16-75

Source: Ipsos MORI

Overall trust in organisations follows a similar hierarchy to trust in data…

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"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."

High trust = 8 - 10   **Low trust = 0 - 4**   **Data trust rank**

Institution	% High trust	% Low trust	Data trust rank
Your GP surgery	49%	11%	1 (-)
The NHS	41%	13%	2 (-)
Academics researchers and universities	37%	12%	4 (+1)
The police	35%	20%	3 (-1)
Online retailers, for example, Amazon, Asos and play.com	30%	15%	9 (+4)
Charities	27%	21%	6 (-)
The ONS (Office for National Statistics)	25%	19%	5 (-2)
Supermarkets	19%	23%	11 (+3)
Your local authority	15%	31%	8 (-1)
Banks	15%	41%	7 (-3)
Internet companies, such as search engines and social media	14%	32%	14 (+3)
The British Government	10%	49%	10 (-2)
Telecommunications companies, such as mobile phone companies	9%	40%	13 (-)
Insurance companies	8%	48%	12 (-2)
The media / the press	5%	59%	15 (-)

■ % High trust ■ % Low trust

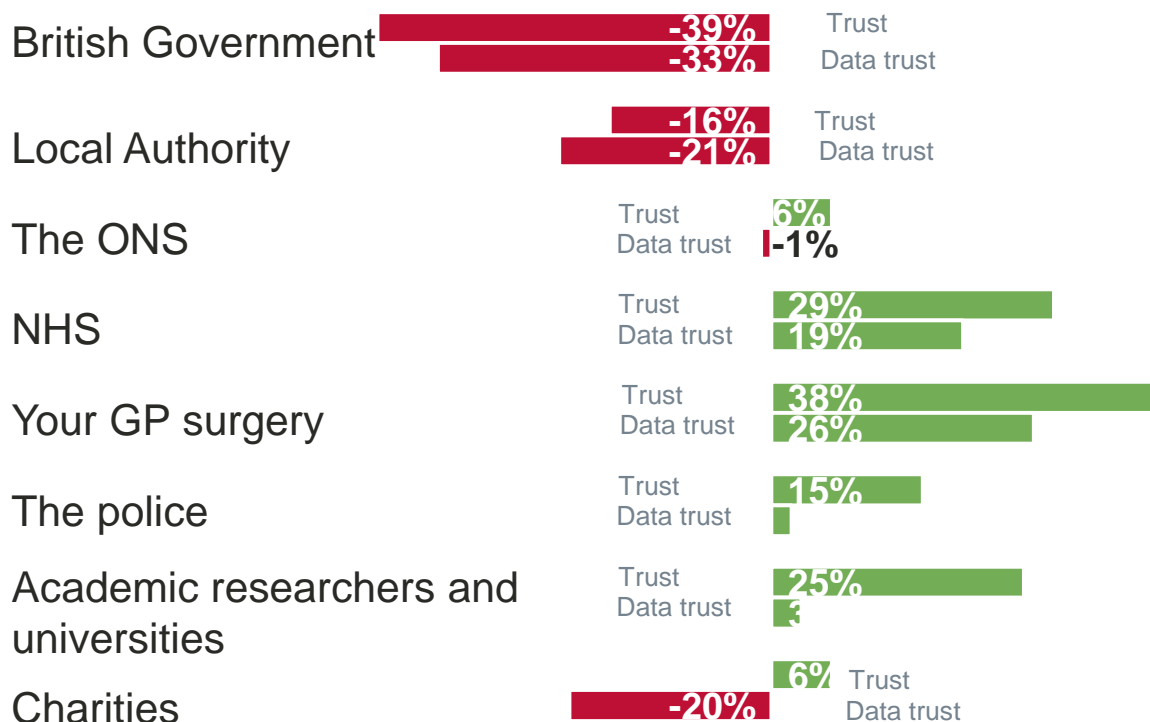Base: 2,019 GB adults, aged 16-75

Source: Ipsos MORI

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In the public sector, the health services and police see the biggest "trust in data deficit" – but even bigger gaps between general trust and trust with data for academics and charities

"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."

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

Net: high trust minus low trust

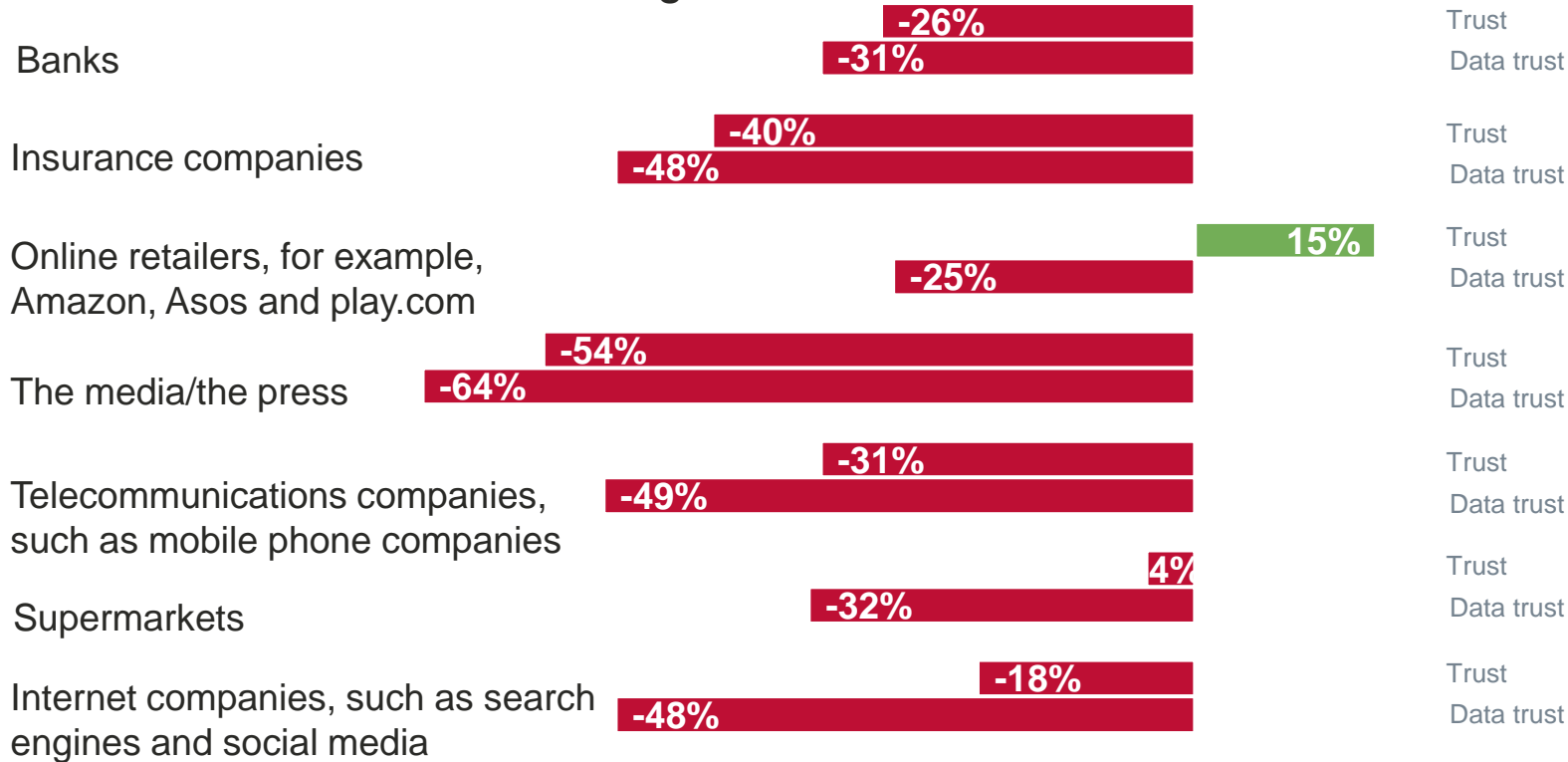| Institution		Net	Trust in data deficit
British Government	Trust	-39%	+6
	Data trust	-33%	
Local Authority	Trust	-16%	-5
	Data trust	-21%	
The ONS	Trust	6%	-7
	Data trust	-1%	
NHS	Trust	29%	-10
	Data trust	19%	
Your GP surgery	Trust	38%	-12
	Data trust	26%	
The police	Trust	15%	-13
	Data trust		
Academic researchers and universities	Trust	25%	-23
	Data trust	3	
Charities	Trust	6%	-26
	Data trust	-20%	

Base: 2,019 GB adults, aged 16-75

Source: Ipsos MORI

But online retailers, supermarkets and internet companies suffer even bigger falls

"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."

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

Net: high trust minus low trust

Institution	Trust	Data trust	Trust in data deficit
Banks	-26%	-31%	-5
Insurance companies	-40%	-48%	-8
Online retailers, for example, Amazon, Asos and play.com	15%	-25%	-40
The media/the press	-54%	-64%	-10
Telecommunications companies, such as mobile phone companies	-31%	-49%	-18
Supermarkets	4%	-32%	-28
Internet companies, such as search engines and social media	-18%	-48%	-30

Base: 2,019 GB adults, aged 16-75

Source: Ipsos MORI

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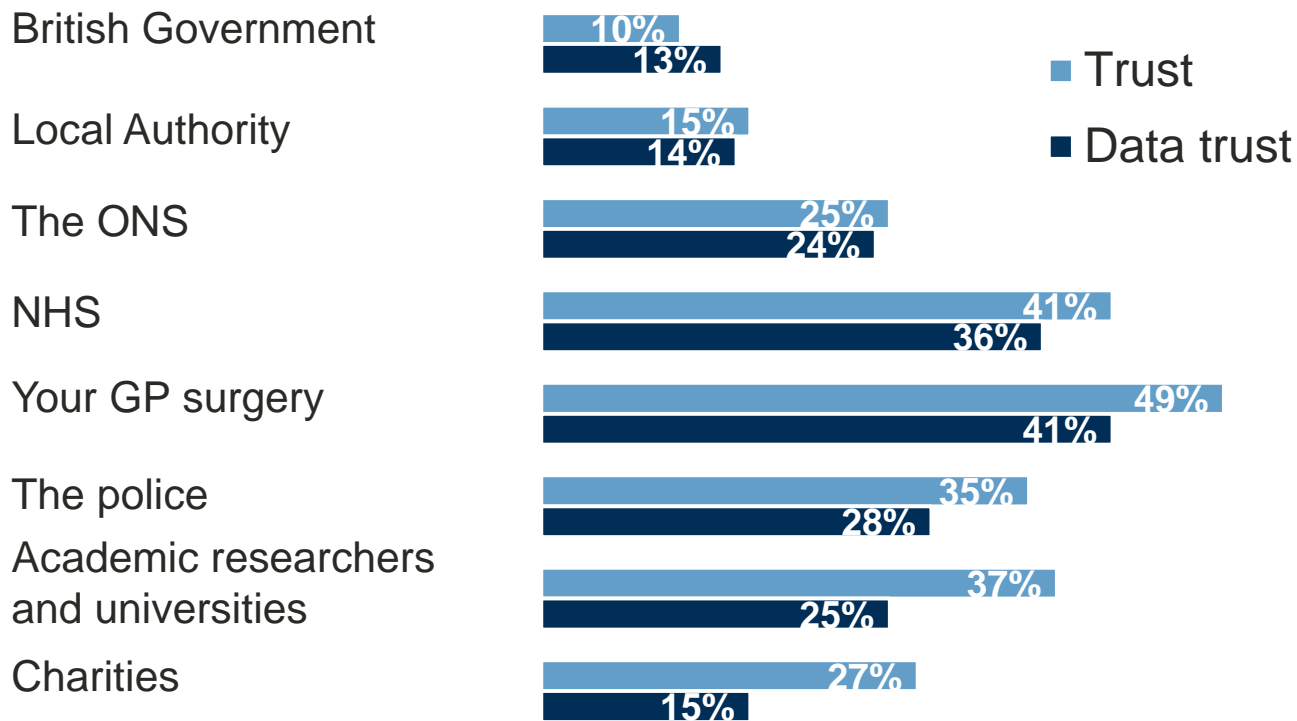
The same deficit can be seen amongst those having a high trust in public sector institutions, with charities and academic researchers taking the biggest blow

"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."

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

High trust - 8-10

■ Trust
■ Data trust

Institution	Trust	Data trust	Trust in data deficit
British Government	10%	13%	+3
Local Authority	15%	14%	-1
The ONS	25%	24%	-1
NHS	41%	36%	-5
Your GP surgery	49%	41%	-8
The police	35%	28%	-7
Academic researchers and universities	37%	25%	-12
Charities	27%	15%	-12

Base: 2,019 GB adults, aged 16-75

Source: Ipsos MORI

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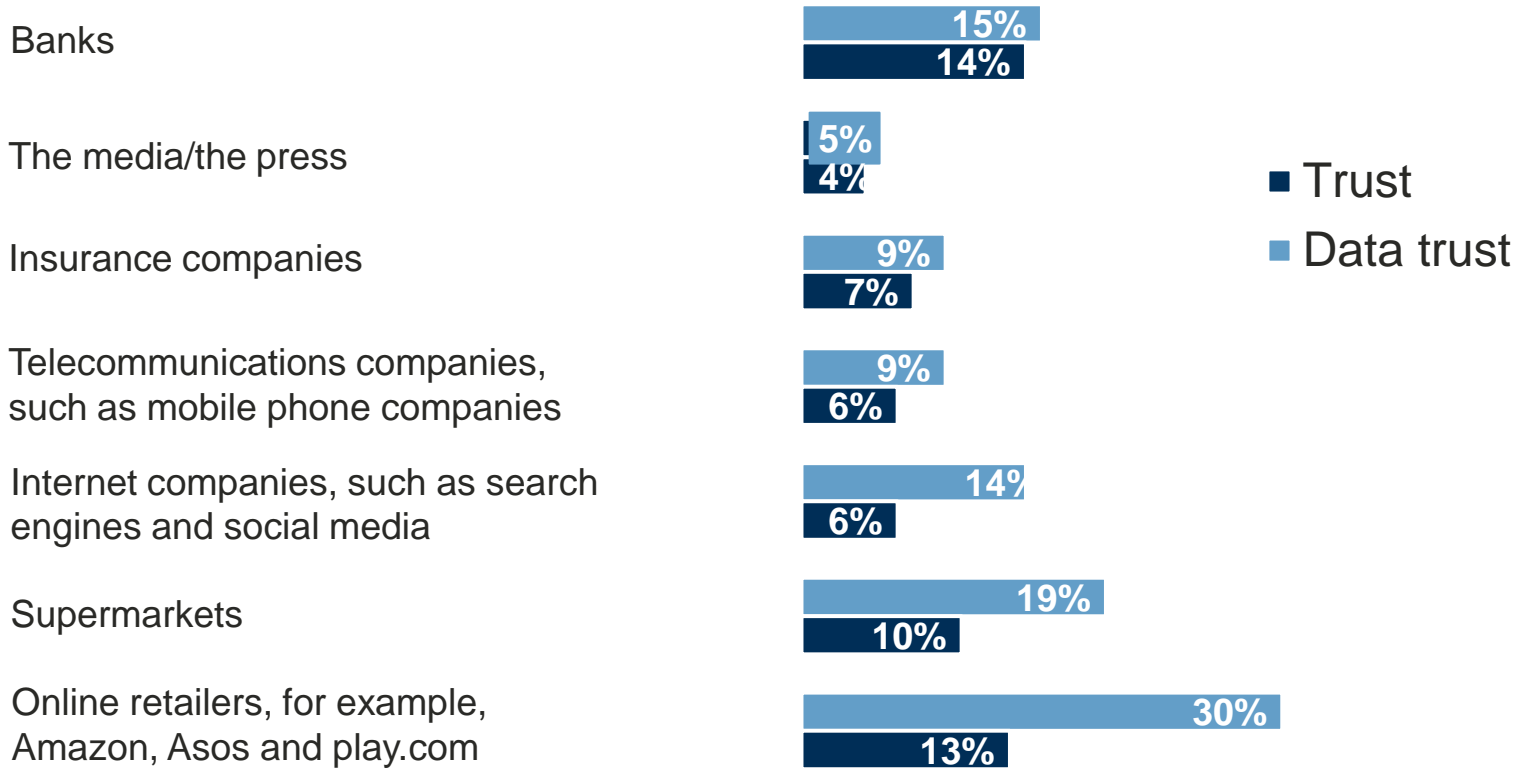DATA : EVIDENCE | DECISIONS

Similarly, the high trust deficit has a big effect on online retailers, supermarkets and internet companies

"Please tell me on a score of 0-10 how much you personally trust each of the institutions below."
"Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your data appropriately."

High trust – 8-10

| Institution	Trust in data deficit
Banks — Data trust 15%, Trust 14%	-1
The media/the press — Data trust 5%, Trust 4%	-1
Insurance companies — Data trust 9%, Trust 7%	-2
Telecommunications companies, such as mobile phone companies — Data trust 9%, Trust 6%	-3
Internet companies, such as search engines and social media — Data trust 14%, Trust 6%	-8
Supermarkets — Data trust 19%, Trust 10%	-9
Online retailers, for example, Amazon, Asos and play.com — Data trust 30%, Trust 13%	-17

■ Trust
■ Data trust

Base: 2,019 GB adults, aged 16-75

Source: Ipsos MORI

The "data trust deficit" – nearly all organisations have lower trust on data use than general trust: online retailers have biggest deficit, but others eg charities also long way from line

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"Please tell me on a score of 0-10 how much you personally trust each of the institutions below."
"Please tell me on a score of 0-10 how much you personally trust each of the institutions below to use your data appropriately."

Base: 2,019 GB adults, aged 16-75

Source: Ipsos MORI

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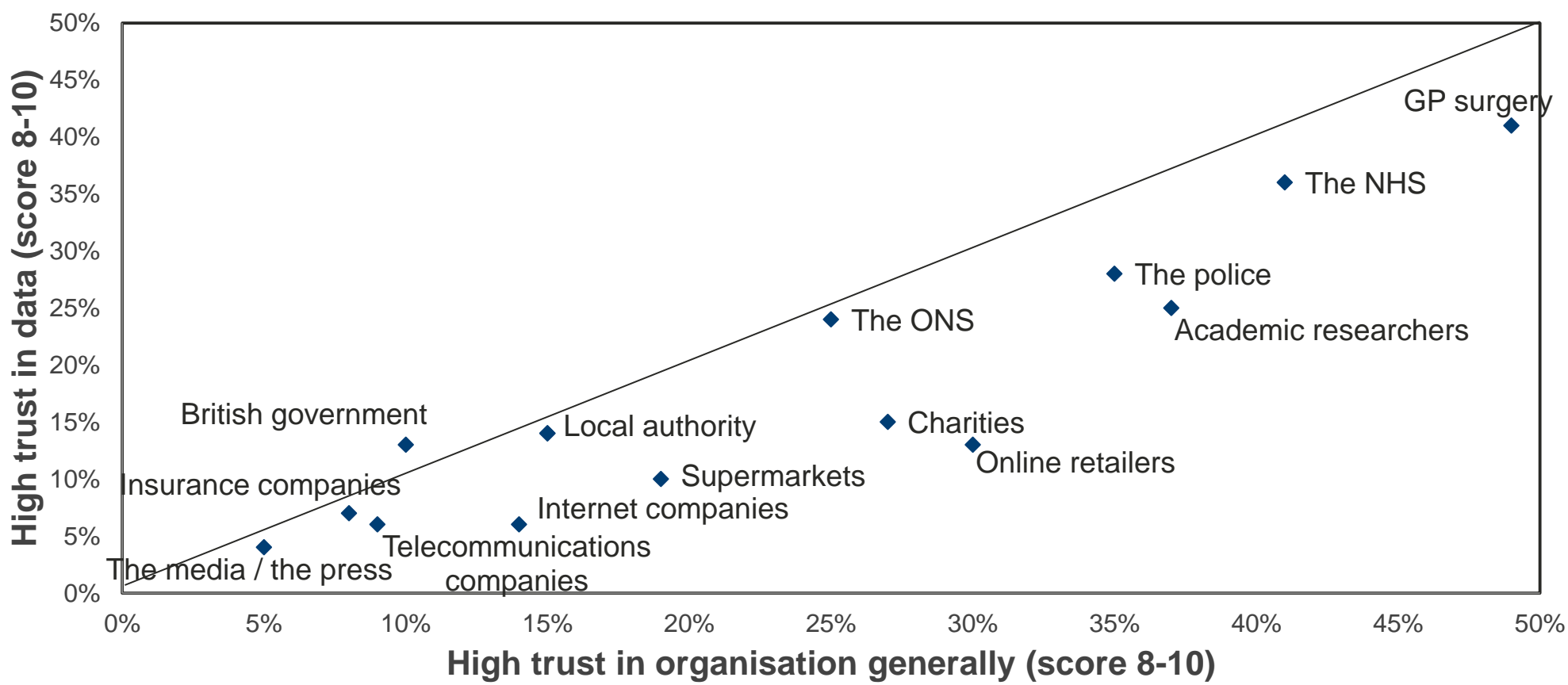
Main concerns are suspicions around usage creep, lack of personal benefits and loss of data – but differences between organisations....

"Why do you say you have a low level of trust in .... to use your data appropriately?"
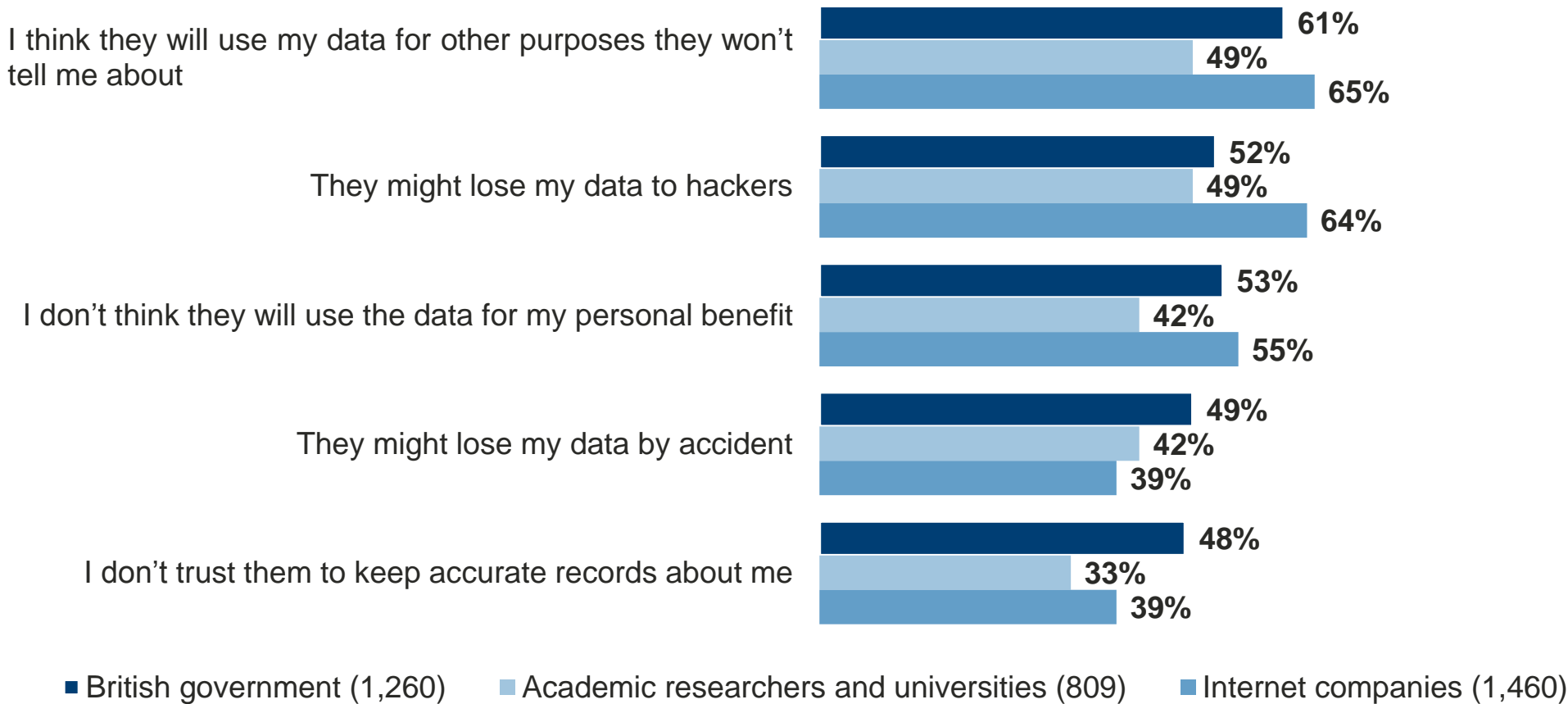
I think they will use my data for other purposes they won't tell me about
- 61%
- 49%
- 65%

They might lose my data to hackers
- 52%
- 49%
- 64%

I don't think they will use the data for my personal benefit
- 53%
- 42%
- 55%

They might lose my data by accident
- 49%
- 42%
- 39%

I don't trust them to keep accurate records about me
- 48%
- 33%
- 39%

■ British government (1,260)   ■ Academic researchers and universities (809)   ■ Internet companies (1,460)

Bases on chart

Source: Ipsos MORI

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

I don't think I would be able to change/delete my data if it is wrong
- 42%
- 33%
- 38%

I don't trust them at all
- 50%
- 16%
- 34%

My personal data may be used to discriminate against me (for example, by future employers, insurance companies or by the police)
- 40%
- 22%
- 27%

I don't think they would have the skills to use my data appropriately
- 31%
- 17%
- 20%

Other reason
- 3%
- 3%
- 4%

Don't know
- 3%
- 9%
- 3%
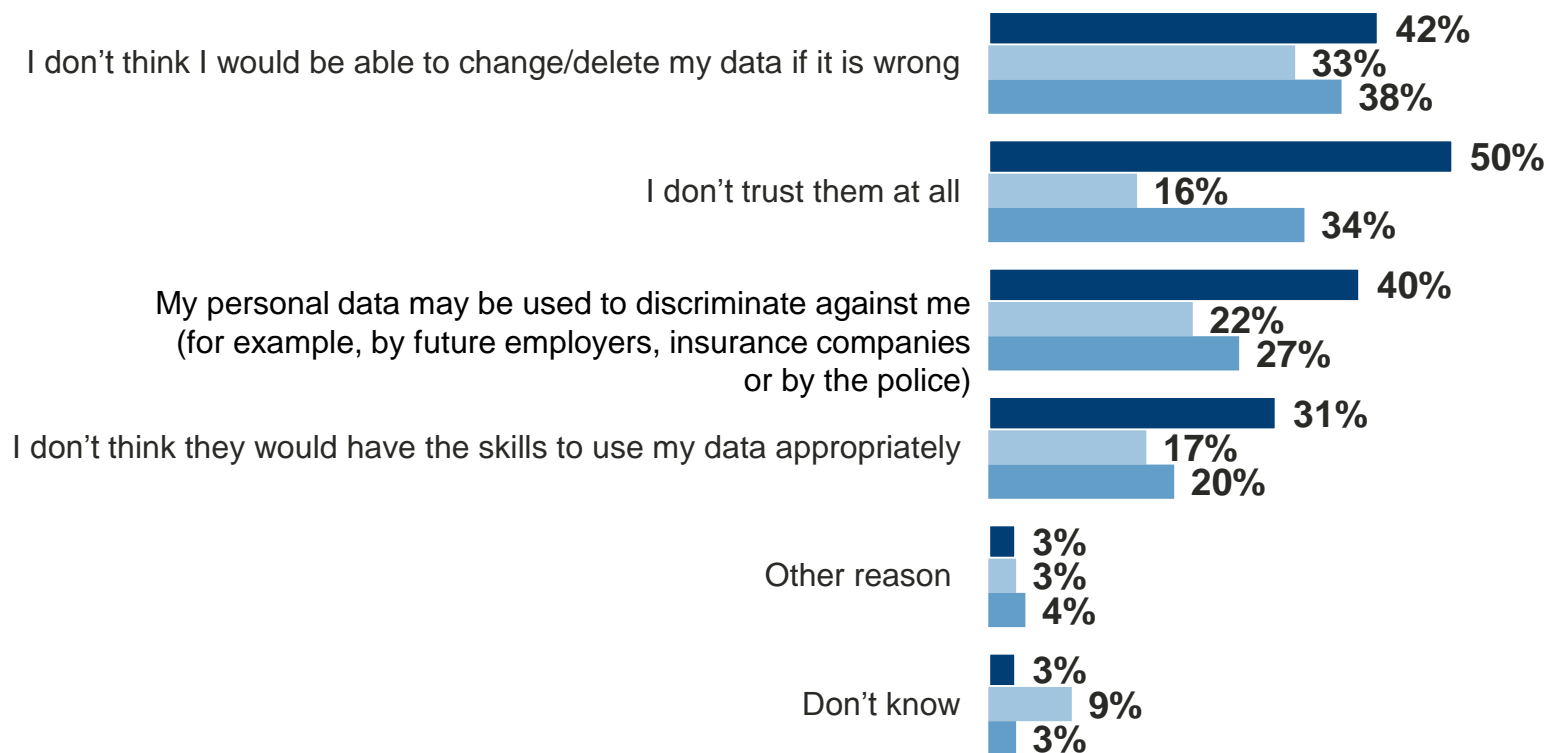
■ British government (1,260) ■ Academic researchers and universities (809) ■ Internet companies (1,460)

Bases on chart

Source: Ipsos MORI

2. Attitudes to data-sharing within government

- With no mention of safeguards, balance of opinion is against data-sharing

- But around half would be in favour of data sharing within government, so long as safeguards are in place – compared with one third against

- Anonymity makes the most difference, but opting out, harsh penalties and controls on access all make a difference

Data privacy concerns

Question asked as:

"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?"

On balance, people unhappy to accept data sharing without safeguards

"Overall, which of the following statements is closest to your view?"

Don't know

Agree more with: "We should not share the data as the risks to people's privacy and security outweighs the benefits"

Agree more with: "We should share all the data we can because it benefits the services and me"

5%

33%

44%

17%

Agree equally with both / agree with neither

Only a quarter (27%) of 25-34s agree with sharing all the data we can; this compares with 39% of 55-75s
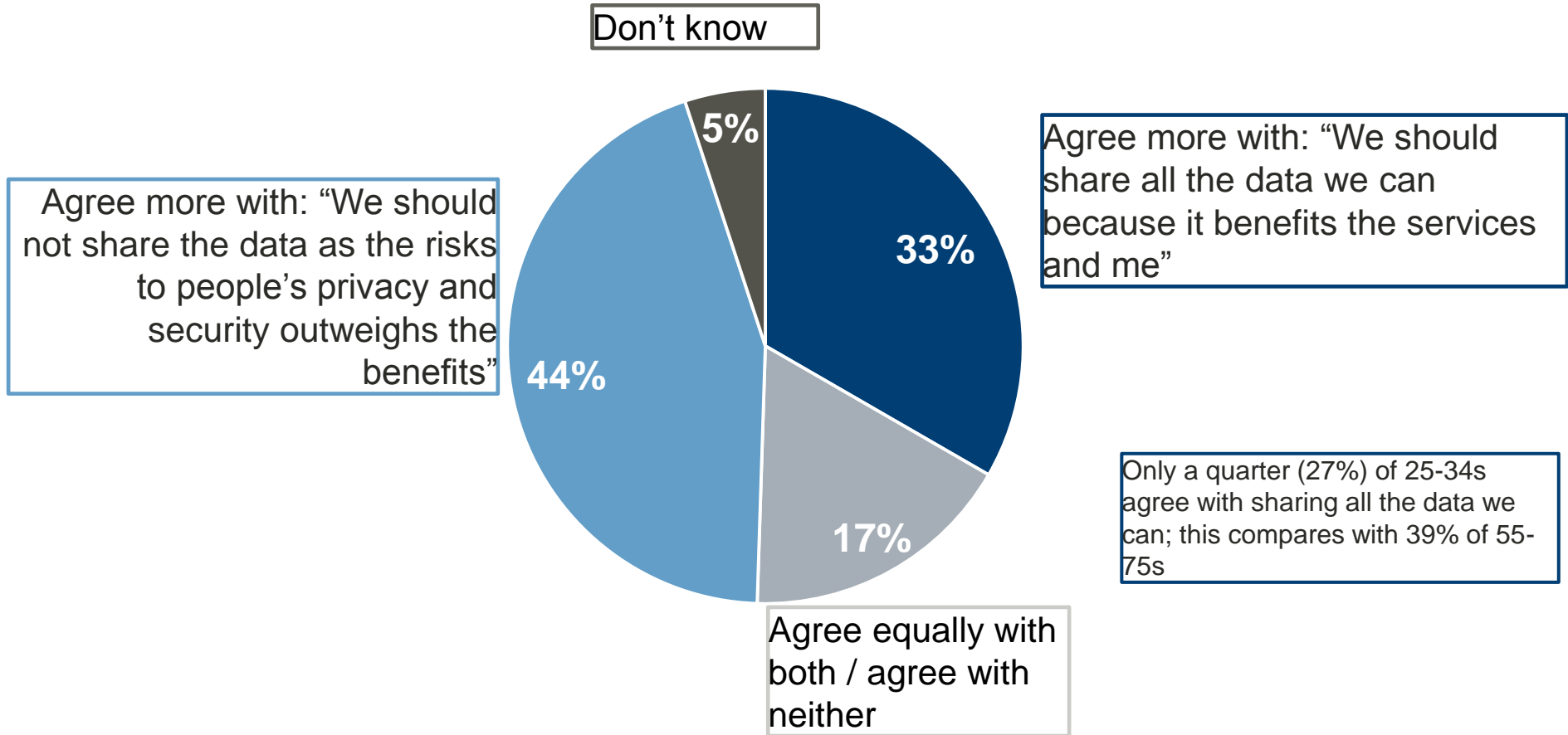
Base: 1,000 online GB adults aged 16-75

Source: Ipsos MORI

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Safeguards change minds, but people don't mind which safeguards are in place

"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, as long as…

B. We should not share the data as the risks to people's privacy and security outweighs the benefits

	A	B
no mention of safeguards	33%	44%
…data is anonymised and I can't be identified	55%	28%
… I can opt-out if I choose	52%	34%
…there are heavy fines and possible prison sentences for anyone caught misusing the…	49%	33%
…there are strict controls on who can access the data and how it is used	48%	32%
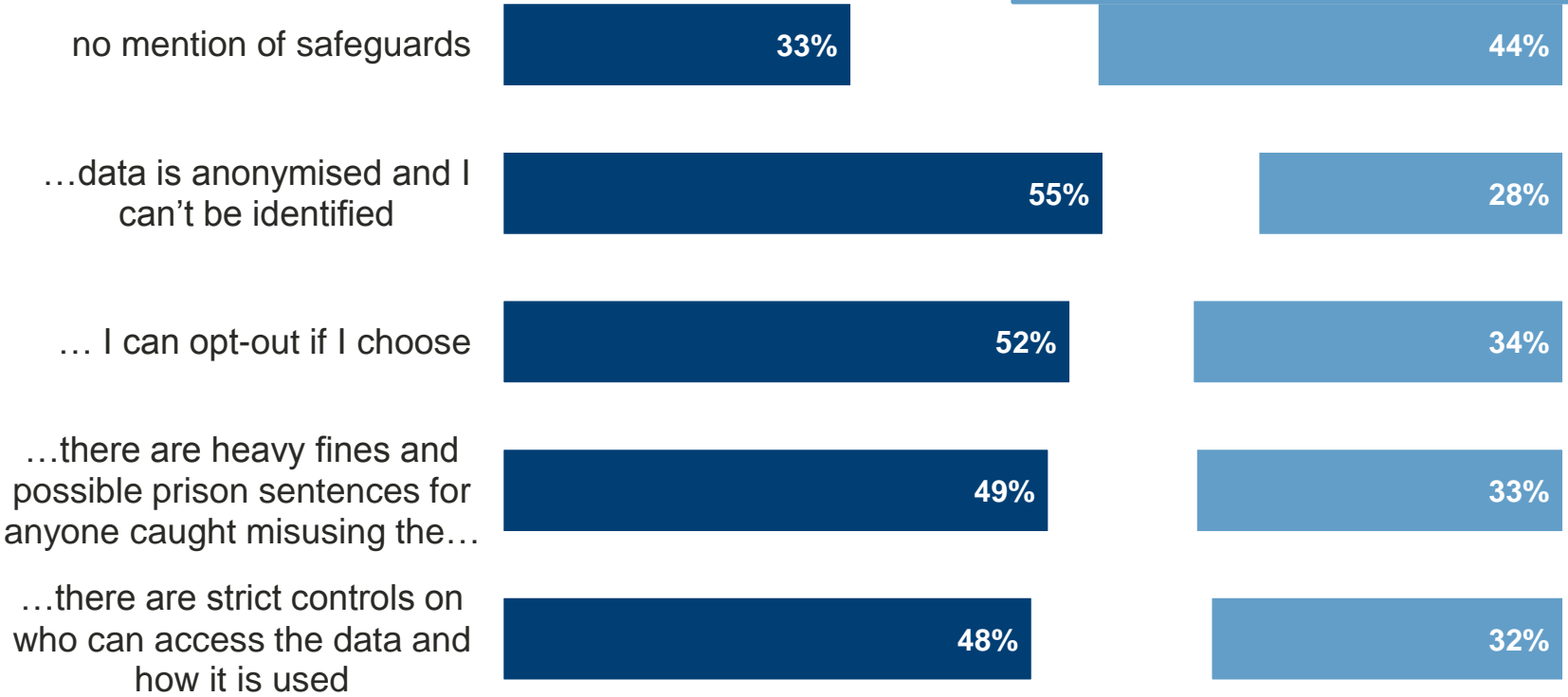
The age theme is continued, with 55-75s more likely to agree with sharing data than younger age groups

Those with a high data trust in the government are on average more open to data sharing with safeguards (64% support), compared with those with low data trust (47% support)

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3. What about other types of data-sharing?

- A clear hierarchy, with most support for data sharing with researchers, then charities, and lastly companies

- If the organisation is also working with/for the government, support increases further

- People accept data-sharing within government for security, combating fraud, or for patients' health

- Significant knowledge gaps: many think more is shared than is commonly the case, eg a third think health records are sold to private companies
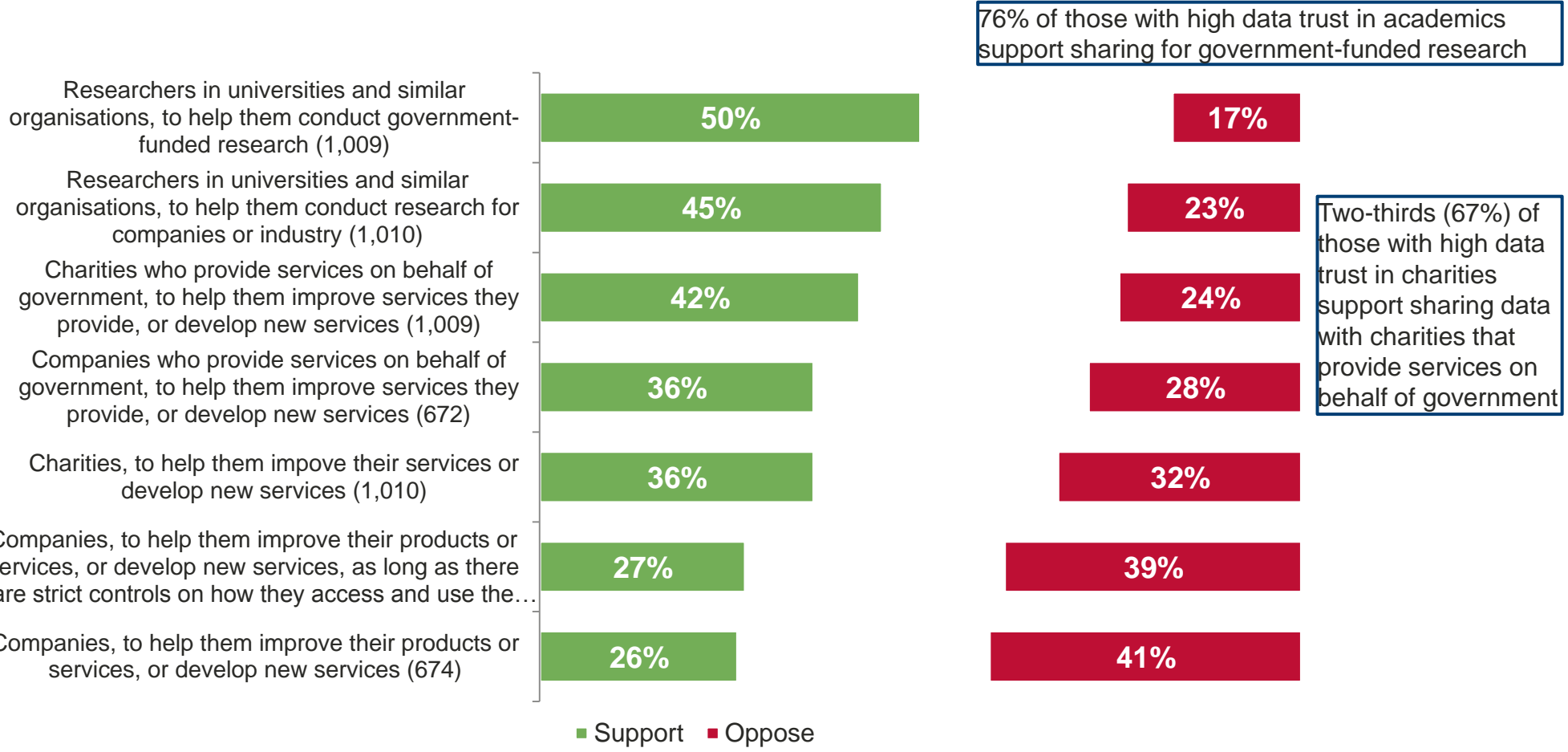
Trust in government sharing with non-government

Question asked as:

"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…"

Support for anonymised data sharing outside of government varies according to with whom and why, with researchers most trusted

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"To what extent, if at all, would you support or oppose government bodies sharing anonymised data with the following organisations?"*

76% of those with high data trust in academics support sharing for government-funded research

Organisation	Support	Oppose
Researchers in universities and similar organisations, to help them conduct government-funded research (1,009)	50%	17%
Researchers in universities and similar organisations, to help them conduct research for companies or industry (1,010)	45%	23%
Charities who provide services on behalf of government, to help them improve services they provide, or develop new services (1,009)	42%	24%
Companies who provide services on behalf of government, to help them improve services they provide, or develop new services (672)	36%	28%
Charities, to help them impove their services or develop new services (1,010)	36%	32%
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…	27%	39%
Companies, to help them improve their products or services, or develop new services (674)	26%	41%

Two-thirds (67%) of those with high data trust in charities support sharing data with charities that provide services on behalf of government

■ Support ■ Oppose

Base: Bases on chart

Source: Ipsos MORI

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A hierarchy of support for data sharing?

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By whom

For whom

University researchers

Government-funded – 50%

Company-funded – 45%

Charities

Who provide public services – 42%

For themselves – 36%

But at this level controls make no difference?

Companies

Who provide public services – 36%

For themselves

Mentioning controls – 27%

No mention of controls – 26%

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Most people know that retailers are tracking data for recommendations, and government are using it for anti-terror and fraud tracking – but around one in three also think health records are being shared with private companies/academics and they aren't

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

Category	Percentage
Online retailers looking at your past pages and sending you targeted advertisements	77%
Government monitoring email and internet search traffic to identify potential terrorists and people with extremist views	73%
Tax and benefit records being shared to help catch fraud	71%
All hospitals and GPs nationally being able to access your health records for reasons directly relating to your care	67%
Pharmaceutical companies sharing data with academic researchers to test companies' claims about effectiveness of medical treatments	52%
Energy companies monitoring what time individuals come home in the evening, in order to predict when and where energy will be most needed	50%
GP health records being shared with academics and scientists for research to improve treatments	41%
Health records being shared with private healthcare companies for the development of more effective treatments	38%
Health records being sold to private healthcare companies to make money for government	34%
Technology companies tracking whether there is a flu epidemic by monitoring what people search for on the internet	31%
None of these	2%
Don't know	6%

Over 45s are broadly more likely to think that these examples happen than 16-34s

Those with a low data trust in internet companies are more likely to think that online retailers send targeted advertisements based on past pages (86% compared with 68% for high data trust)

People who have taken four or more data privacy precautions are much more likely than those who have taken no privacy precautions to believe these examples happen as well

Base: Results from a combined split sample. Percentages calculated off 2,019 GB adults 16-75 from two split samples, except 'Health records being shared…' and 'Health records being sold...', which have a base of c.1,010

Source: Ipsos MORI

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"Thinking again about the same list, do you think the following examples should or should not happen?"

Should not happen | Should happen

Statement	Should not happen	Should happen
All hospitals and GPs nationally being able to access your health records for reasons directly relating to your care	-12%	77%
Tax and benefit records being shared to help catch fraud	-15%	72%
Government monitoring email and internet search traffic to identify potential terrorists and people with extremist views	-25%	57%
Pharmaceutical companies sharing data with academic researchers to test the companies' claims about effectiveness of medical treatments	-24%	57%
GP health records being shared with academics and scientists for research to improve treatments	-26%	53%
Energy companies monitoring what time individuals come home in evening, to predict when and where energy will be most needed	-42%	38%
Health records being shared with private healthcare companies for the development of more effective treatments	-45%	32%
Technology companies tracking whether there is a flu epidemic by monitoring what people search for on the internet	-48%	24%
Online retailers looking at your past pages and sending you targeted advertisements	-71%	13%
Health records being sold to private healthcare companies to make money for government	-84%	5%

55-75s tend to be more likely than younger age groups to think activities by the government, eg tax and benefit sharing, should happen. But less likely to think that sharing data with private companies should happen.
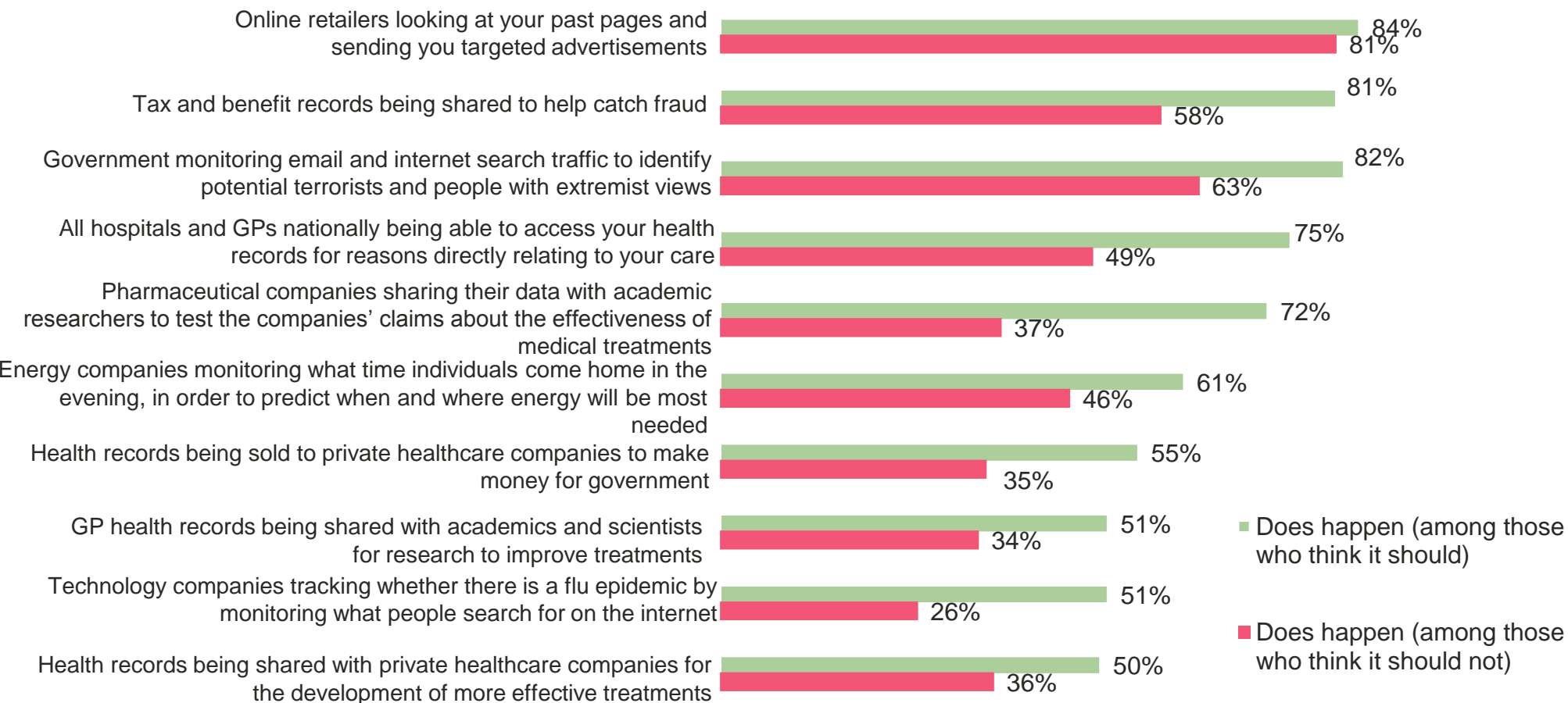
Base: 2,019 GB adults 16-75, except 'Health records being shared…' and 'Health records being sold...', which have a base of c.1,010

Source: Ipsos MORI

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Public Affairs

Those who think something *should* happen are more likely to think it *does* – but still many think something does happen when they don't want it to

"Which of the following examples of sharing and using people's personal data do you think currently happen?"
"Thinking again about the same list, do you think the following examples should or should not happen?"

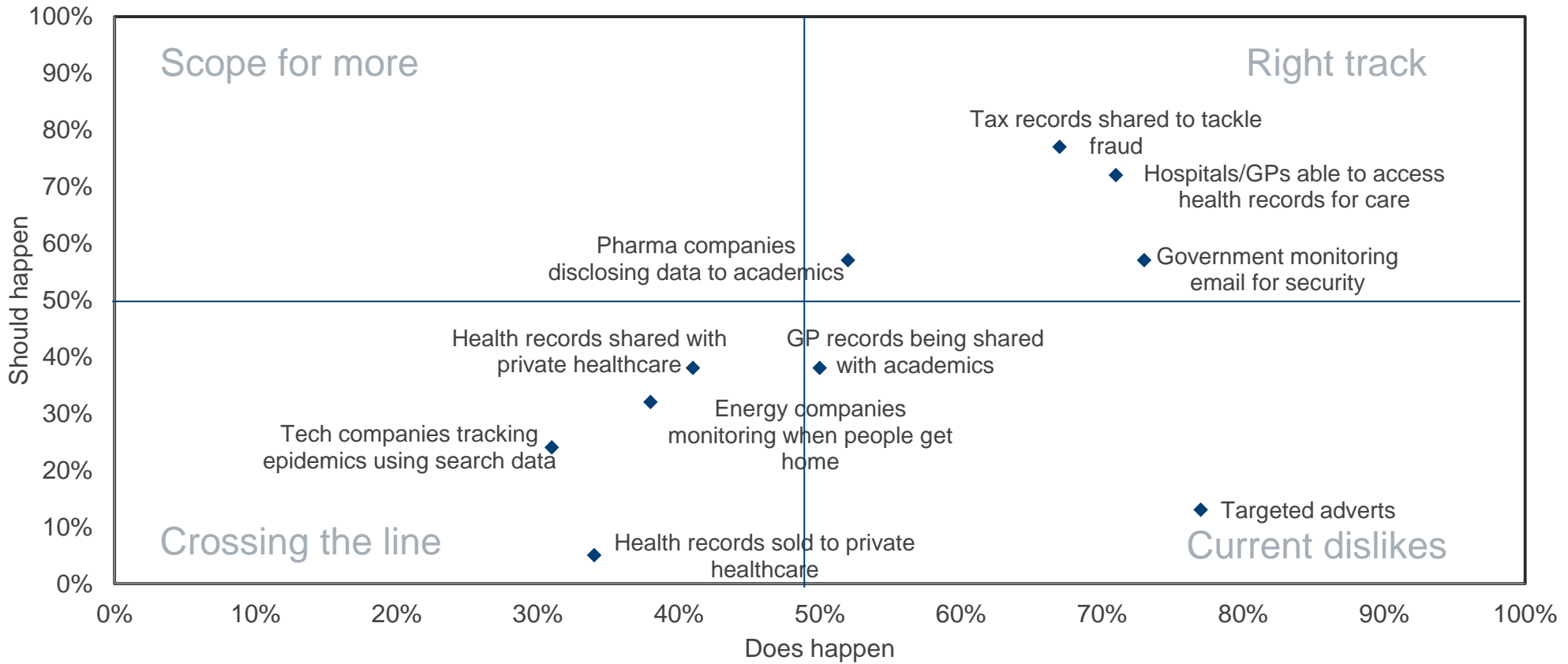| Category	Does happen (among those who think it should)	Does happen (among those who think it should not)
Online retailers looking at your past pages and sending you targeted advertisements	84%	81%
Tax and benefit records being shared to help catch fraud	81%	58%
Government monitoring email and internet search traffic to identify potential terrorists and people with extremist views	82%	63%
All hospitals and GPs nationally being able to access your health records for reasons directly relating to your care	75%	49%
Pharmaceutical companies sharing their data with academic researchers to test the companies' claims about the effectiveness of medical treatments	72%	37%
Energy companies monitoring what time individuals come home in the evening, in order to predict when and where energy will be most needed	61%	46%
Health records being sold to private healthcare companies to make money for government	55%	35%
GP health records being shared with academics and scientists for research to improve treatments	51%	34%
Technology companies tracking whether there is a flu epidemic by monitoring what people search for on the internet	51%	26%
Health records being shared with private healthcare companies for the development of more effective treatments	50%	36%

Base: Results from a combined split sample. Percentages calculated off 2,019 GB adults 16-75 from two split samples, except 'Health records being shared…' and 'Health records being sold...', which have a base of c.1,010

Source: Ipsos MORI

No-one in the "scope for more" quadrant, but quite a few on "right track", while targeted adverts stand out as a dislike ....

"Which of the following examples of sharing and using people's personal data do you think currently happen?"
"Thinking again about the same list, do you think the following examples should or should not happen?"

Scope for more

Right track

Tax records shared to tackle fraud

Hospitals/GPs able to access health records for care

Pharma companies disclosing data to academics

Government monitoring email for security

Health records shared with private healthcare

GP records being shared with academics

Energy companies monitoring when people get home

Tech companies tracking epidemics using search data

Targeted adverts

Crossing the line

Current dislikes

Health records sold to private healthcare

X-axis: Does happen (0% to 100%)
Y-axis: Should happen (0% to 100%)

Source: Ipsos MORI

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4. What do people *think* about data privacy?

- Data loss is one of the worst things a company can do, selling anonymous data not far behind – but people only think of it if prompted

- A sense that data sharing is inevitable in the modern world

- Very few think either government or companies have their best interests at heart when using data

- Even if data use causes no harm, people still find it "creepy"

- People want to know more, but some think government should also have a role

- Both government and internet companies are a threat to privacy – but especially internet companies

When prompted two of the top 3 worst things a company can do relate to data – more than exploiting foreign workers

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"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?"
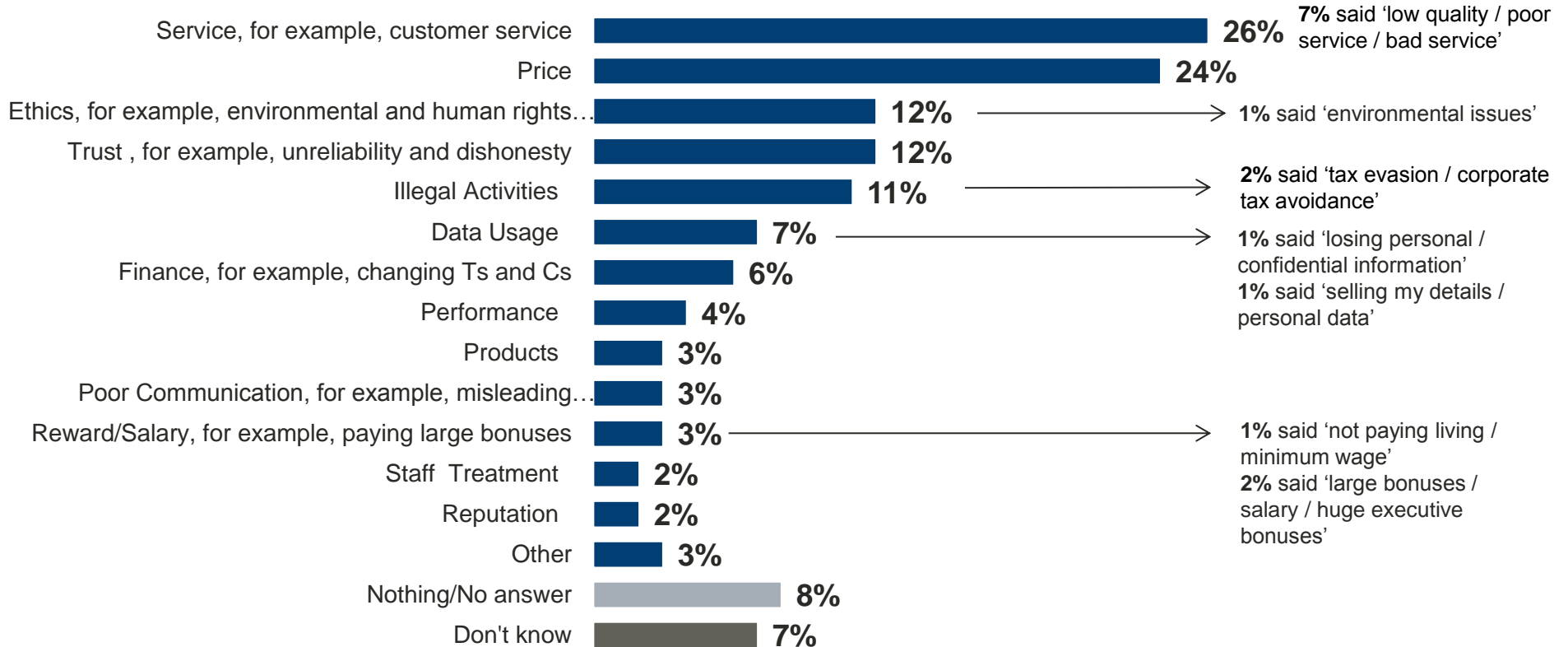*PROMPTED*

Category	%
Providing a poor service	72%
Failing to keep safe or losing your personal data	72%
Selling anonymous data about their customers to other companies	63%
Charging more than their competitors	53%
Avoiding paying tax in the UK	50%
Paying their workers below the minumum wage	47%
Giving large bonuses to their Chief Executive	43%
Exploiting overseas workers	37%
Damaging the environment	35%
Other	1%
Don't know	4%
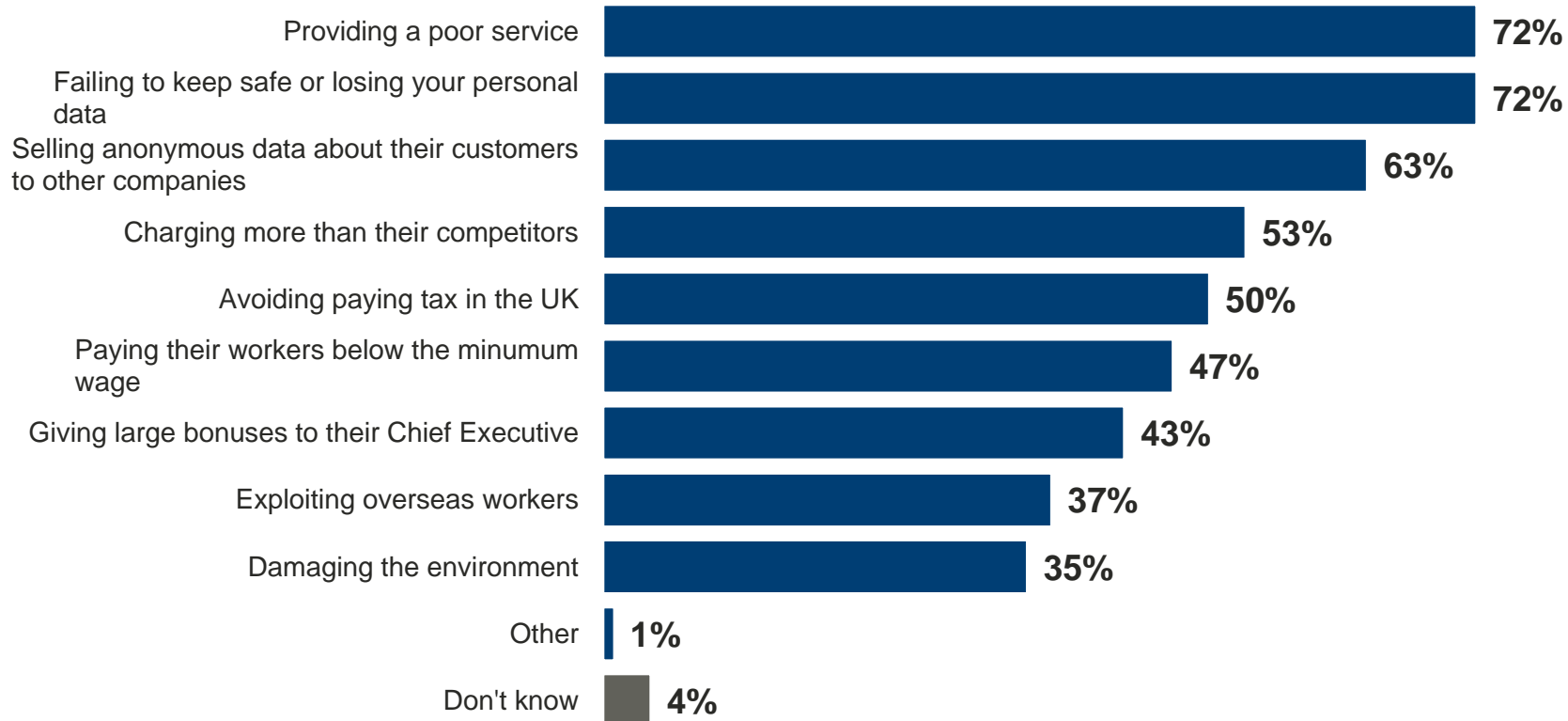
Base: Split sample, 1,009 GB adults aged 16-75

Source: Ipsos MORI

But it's much less top-of-mind when people are not shown a list

"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? – FREE TEXT RESPONSE"

Category	%
Service, for example, customer service	26%
Price	24%
Ethics, for example, environmental and human rights…	12%
Trust , for example, unreliability and dishonesty	12%
Illegal Activities	11%
Data Usage	7%
Finance, for example, changing Ts and Cs	6%
Performance	4%
Products	3%
Poor Communication, for example, misleading…	3%
Reward/Salary, for example, paying large bonuses	3%
Staff Treatment	2%
Reputation	2%
Other	3%
Nothing/No answer	8%
Don't know	7%

7% said 'low quality / poor service / bad service'

1% said 'environmental issues'

2% said 'tax evasion / corporate tax avoidance'

1% said 'losing personal / confidential information'
1% said 'selling my details / personal data'

1% said 'not paying living / minimum wage'
2% said 'large bonuses / salary / huge executive bonuses'

Base: Split sample, 1,009 GB adults aged 16-75

Source: Ipsos MORI

Ipsos MORI
Public Affairs

Privacy under threat from government and internet companies – but companies are the biggest worry. Makes no difference when highlight different types of information held by companies and government

ROYAL STATISTICAL SOCIETY
DATA · EVIDENCE · DECISIONS

28

"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?"

Basic question

Question with:
"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."

	Basic question	Question with
Internet companies	29%	31%
The government	14%	14%
Both	43%	39%
Neither	7%	9%
Don't know	7%	
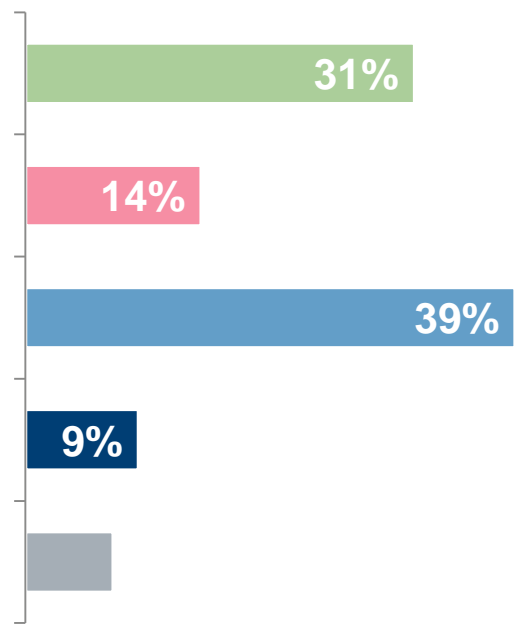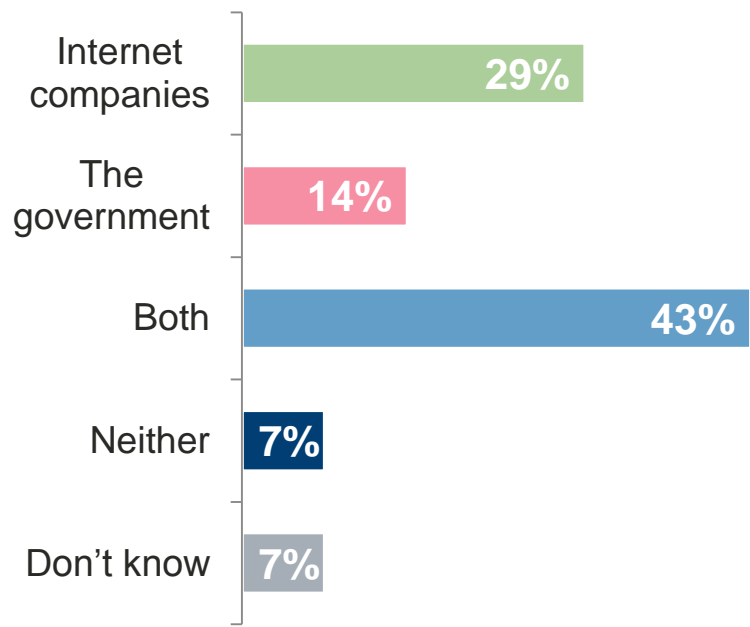
Base: Basic question asked of 1,011 GB adults. Question with description asked of 1,008 GB adults

Source: Ipsos MORI

Ipsos MORI
Public Affairs

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ROYAL STATISTICAL SOCIETY
DATA · EVIDENCE · DECISIONS

"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"

35%

Agreement particularly high among those with high data trust in government (47%)

26%

| 5% | 30% | 33% | 18% | 8% | 4% |

"You can't live in the modern world without giving personal information to companies and government"

68%

Those who selected 4+ privacy precautions were more likely to express this attitude (75%)

9%

| 16% | 52% | 19% | 6% | 3% | 4% |

"Government and private companies know so much about us now that it's impossible to keep your identity secret, even if you try"

66%

55-75s (74%), those who have taken 4+ privacy precautions (75%) and those with low data trust are most likely to agree

8%

| 18% | 48% | 21% | 6% | 2% | 5% |

■ Strongly agree ■ Tend to agree ■ Neither agree / nor disagree ■ Tend to disagree ■ Strongly Disagree ■ Don't know

Base: 2,019 GB adults, aged 16-75

Source: Ipsos MORI

Ipsos MORI
Public Affairs

Little sense of direct benefits and neither government nor companies given credit for their motives

"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"
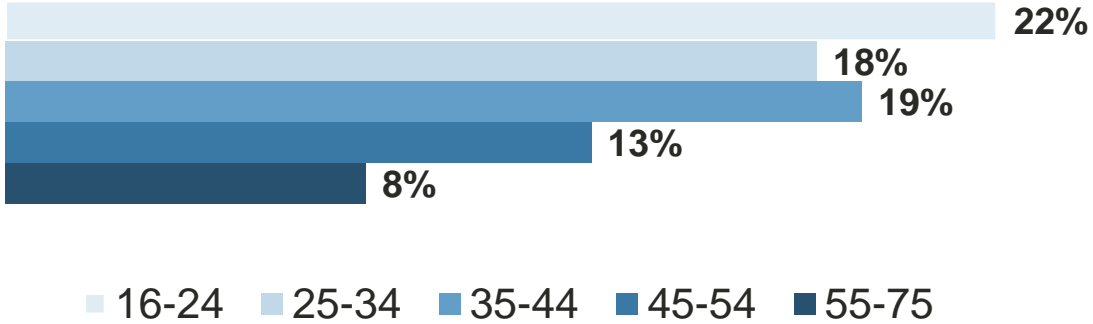- 15%
- 2% | 13% | 35% | 28% | 16% | 5%
- 44%

"Government and public services have my best interests at heart when they use my personal data"*
- 11%
- 2% | 9% | 34% | 30% | 20% | 6%
- 50%

"Companies have my best interests at heart when they use my personal data"*
- 6%
- 20% | 37% | 34% | 4%
- 71%

"Government and public services use my personal information for their benefit, not mine"*
- 63%
- 24% | 39% | 23% | 6% | 2% | 6%
- 8%

"Companies use my personal information for their benefit, not mine"*
- 78%
- 42% | 36% | 13% | 3% | 1% | 4%
- 4%

Legend: ■ Strongly agree ■ Tend to agree ■ Neither agree / nor disagree ■ Tend to disagree ■ Strongly Disagree ■ Don't know

Base: 2,019 GB Adults aged 16-75, *Split samples, all asked of c. 1,009 GB adults

Source: Ipsos MORI

Younger people, and those with social media accounts, more likely to feel they benefit

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"

% agree

Social media account

17%
8%

■ Social media account ■ No social media account
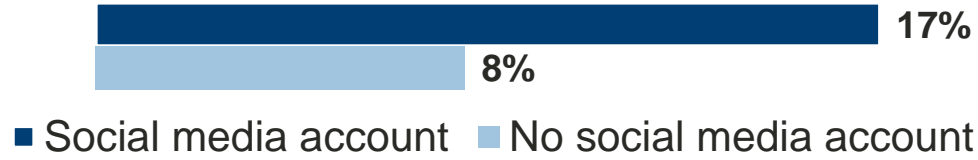
62% of those who have taken more than 4 privacy precautions **disagree** that they benefit from companies using personal data

Age groups

22%
18%
19%
13%
8%

■ 16-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-75

Base: 2,019 GB adults, aged 16-75

Source: Ipsos MORI

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"To what extent do you agree or disagree with the following statements?"

16-24s are more likely to agree than disagree, and people with 4+ social media activities are as likely to agree as disagree

48% of those who have put 4+ privacy precautions in place disagree with this attitude

29% **35%**

"Once my data has been anonymised and there is no way I can be identified, I'm not really bothered how it is used"

| 7% | 22% | 31% | 23% | 12% | 6% |

31% **29%**

"Government and companies have got so much data about people, they would never take the time or effort to look at my data individually"

| 7% | 24% | 33% | 21% | 8% | 7% |

Two-fifths (40%) of those who have put 4+ privacy precautions in place disagree with this attitude

62% **10%**

" I find it a bit creepy that government and businesses could know so much about me, even if it doesn't really harm me"

| 24% | 38% | 24% | 8% | 2% | 4% |

■ Strongly agree ■ Tend to agree ■ Neither agree / nor disagree ■ Tend to disagree ■ Strongly Disagree ■ Don't know

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Older people more likely to find data sharing 'creepy', as are the heavier users of social media

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"

% agree

Social media activity
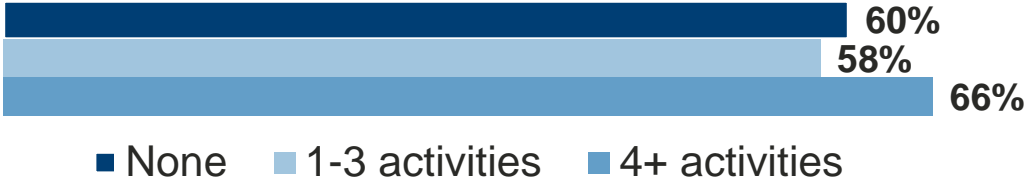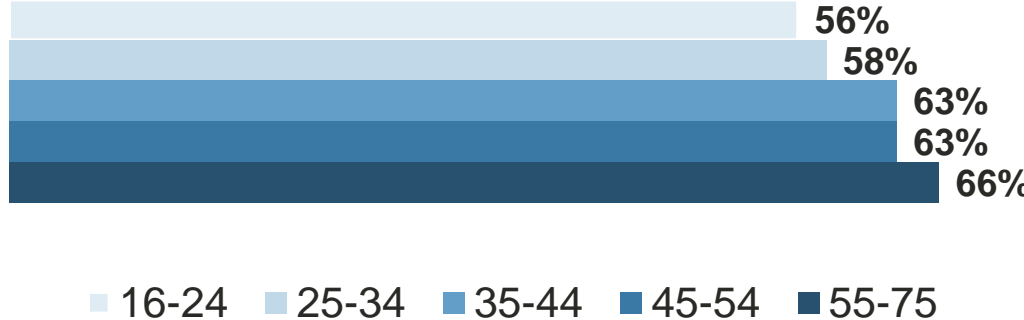
- 60% None
- 58% 1-3 activities
- 66% 4+ activities

■ None ■ 1-3 activities ■ 4+ activities

Age groups

- 56%
- 58%
- 63%
- 63%
- 66%

■ 16-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-75

Source: Ipsos MORI

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"To what extent do you agree or disagree with the following statements?"

Desire to know what information government and private companies know is especially high among those who have taken 4+ privacy precautions, the older age groups and those with little data trust

But only 5% of those say they would like to know more have actually asked a government department what information they hold about them

"I would really like to know what information government knows about me"
Strongly agree	Tend to agree	Neither agree / nor disagree	Tend to disagree	Strongly Disagree	Don't know
35%	36%	20%	4%	1%	4%

71% 5%

"I would really like to know what information private companies know about me"
| 36% | 36% | 20% | 4% | 1% | 4% |

72% 5%

"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"
| 13% | 27% | 30% | 17% | 8% | 5% |

40% 25%

■ Strongly agree ■ Tend to agree ■ Neither agree / nor disagree ■ Tend to disagree ■ Strongly Disagree ■ Don't know

Base: 2,019 GB adults, aged 16-75

Source: Ipsos MORI

5. What do people *do* about data privacy

- Many people on social media share personal details such as photos, birthdays, life events etc – despite concern about privacy elsewhere

- And while people claim they tick boxes to opt-out of marketing materials, very few do anything proactive, or that would involve them missing out on a service

Three in four use a social media account

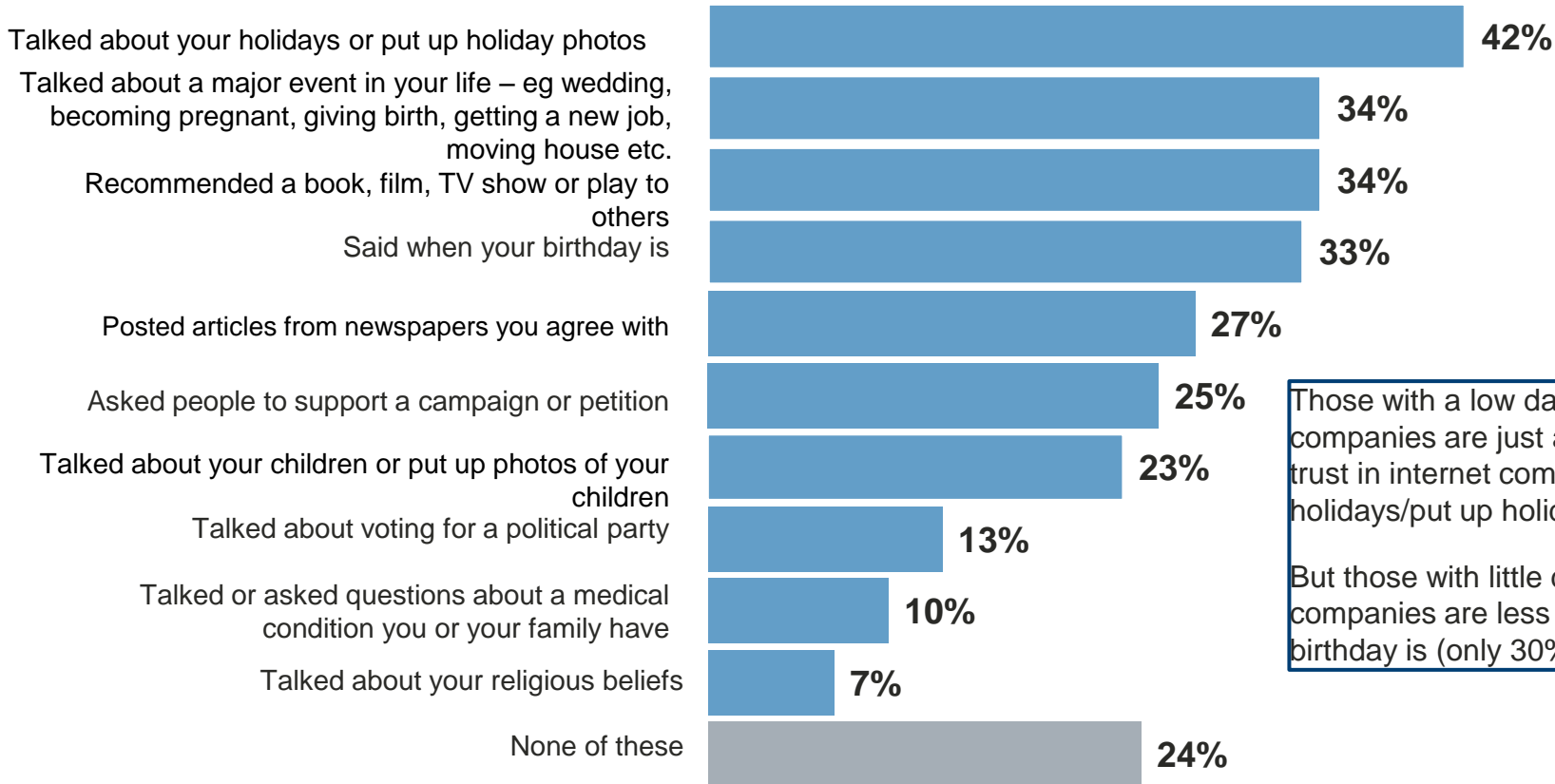*"Do you have a social media account (such as Facebook or Twitter) that you have used in the last year?"*

- Yes
- No

Base: 2,019 GB adults, aged 16-75

Source: Ipsos MORI

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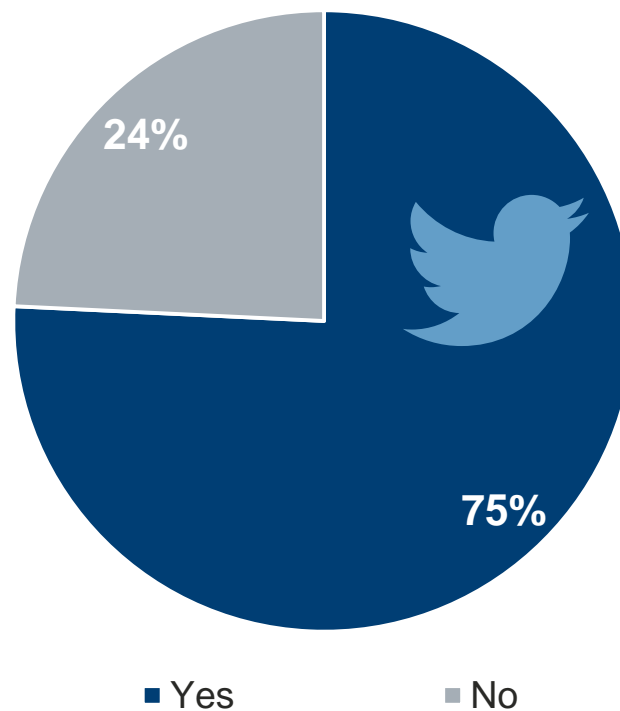
Widespread discussion of personal lives, hobbies and interests on social media – but more reticent about politics, religion and health

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

Category	Percentage
Talked about your holidays or put up holiday photos	42%
Talked about a major event in your life – eg wedding, becoming pregnant, giving birth, getting a new job, moving house etc.	34%
Recommended a book, film, TV show or play to others	34%
Said when your birthday is	33%
Posted articles from newspapers you agree with	27%
Asked people to support a campaign or petition	25%
Talked about your children or put up photos of your children	23%
Talked about voting for a political party	13%
Talked or asked questions about a medical condition you or your family have	10%
Talked about your religious beliefs	7%
None of these	24%

Those with a low data trust in internet companies are just as likely as those with high trust in internet companies to talk about holidays/put up holiday photos on social media.

But those with little data trust in internet companies are less likely to say when their birthday is (only 30%)

Base: All having used social media in the past year (1,519)

Source: Ipsos MORI

"Easy" privacy precautions fairly common, but few have been proactive or done something which involves a loss of service

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

Response	%
Ticked a box, opting you out of receiving marketing material from websites	78%
Signed up for the Telephone Preference Service, which removes your number from marketing call lists	52%
Changed the default settings on your computer or browser to increase your privacy	46%
Opted out of your name being on the published version of the electoral register	31%
Stopped using Facebook so that you can protect your privacy	15%
Started using more secure methods of communication, such as encrypted emails	10%
Stopped using supermarket loyalty cards so that you can protect your privacy	6%
Asked a government department, public service or private company to delete any information they hold about you	6%
Asked a government department, public service or private company what information they hold about you	5%
None of these	9%
Don't know	3%

16-24s are less likely than older age groups to take precautions, 15% said 'none of these' compared with just 6% of 45-75s

18% of those with a low trust in internet companies have stopped using their Facebook accounts for privacy reasons

Only 12% of those with a low data trust in internet companies use secure methods of communication

Base: 2,019 GB adults, aged 16-75

Source: Ipsos MORI

Ipsos MORI
Public Affairs

Finally, knowledge is very low on these issues, and we know views shift. Answering the questions in the survey has a reported effect…

A third of people say answering the questions in the survey made them more worried – needs to be interpreted in light of nature of questions

"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?"
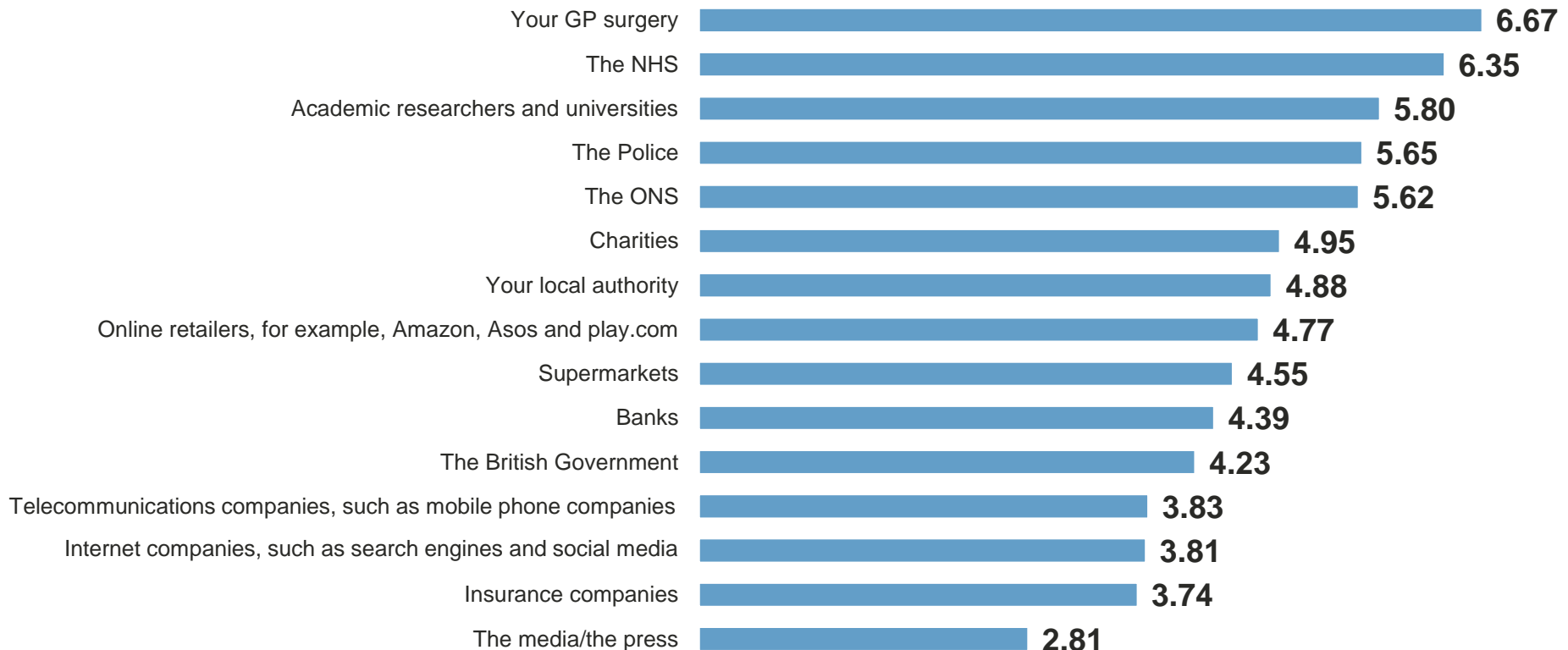

1%

32%

67%

■ More worried　　　■ No difference　　　■ Less worried

Base: 2,019 GB adults, aged 16-75

Source: Ipsos MORI

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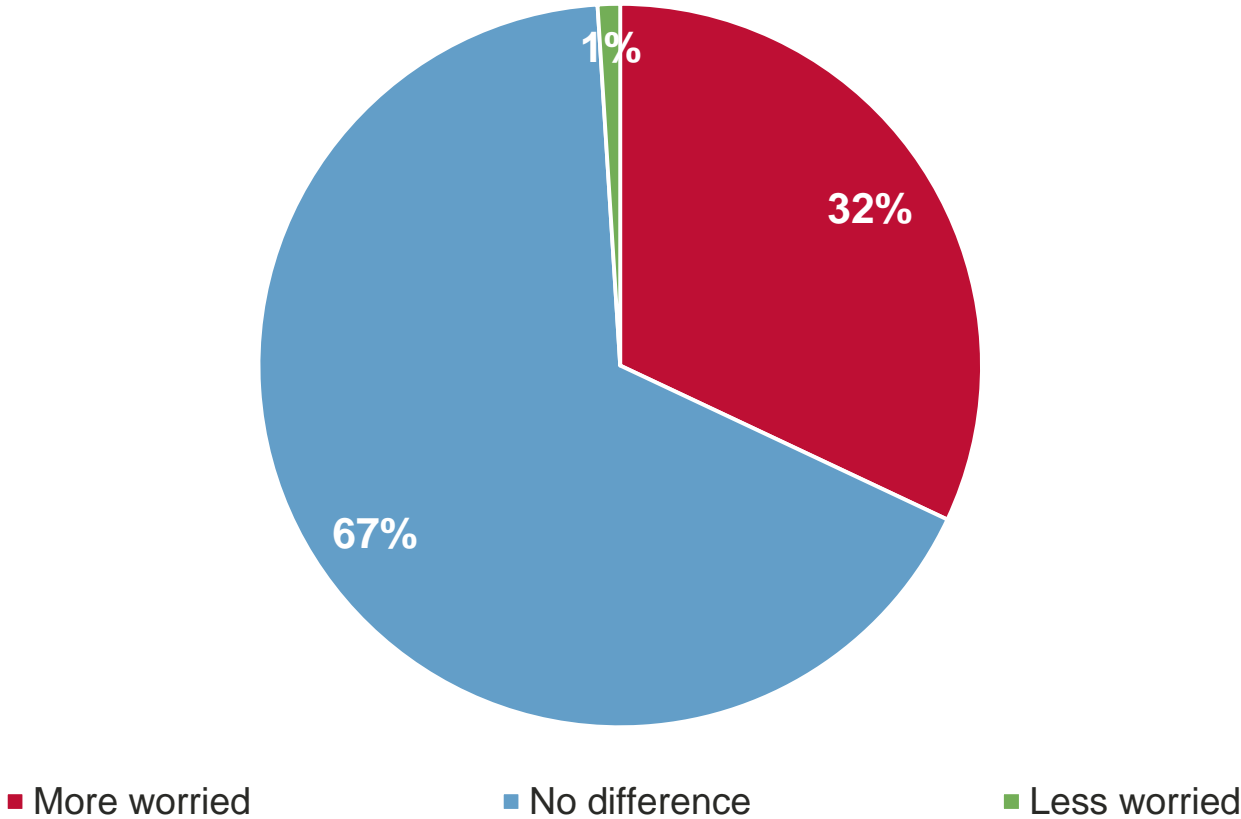
Appendices

Data trust scores - mean scores

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

Institution	Score
Your GP surgery	6.67
The NHS	6.35
Academic researchers and universities	5.80
The Police	5.65
The ONS	5.62
Charities	4.95
Your local authority	4.88
Online retailers, for example, Amazon, Asos and play.com	4.77
Supermarkets	4.55
Banks	4.39
The British Government	4.23
Telecommunications companies, such as mobile phone companies	3.83
Internet companies, such as search engines and social media	3.81
Insurance companies	3.74
The media/the press	2.81

Base: 2,019 GB adults, aged 16-75

Source: Ipsos MORI

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"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."

Institution	Score
Your GP surgery	7.07
The NHS	6.72
Academic researchers and universities	6.61
Online retailers, for example, Amazon, Asos and play.com	6.27
The Police	6.20
The ONS	5.95
Charities	5.95
Supermarkets	5.72
Your local authority	5.22
Internet companies, such as search engines and social media	5.19
Telecommunications companies, such as mobile phone companies	4.74
Banks	4.67
Insurance companies	4.24
The British Government	4.22
The media/the press	3.69

Base: 2,019 GB adults, aged 16-75

Source: Ipsos MORI

- The Royal Statistical Society commissioned Ipsos MORI to complete a poll of the general public across Great Britain on personal data sharing.

- Results are based on a total of 2,019 completed surveys from a quota survey of GB adults aged 16-75.

- Surveys were completed online using iOnline, Ipsos MORI's online omnibus. Fieldwork was between 23rd and 25th June.

- Base sizes of less than 100 should be treated with caution and these results seen as indicative only. Bases of less than 30 should be treated with extreme caution and be seen as indicative only.

- The data has been weighted by age, gender, region, social grade, working status, main shopper.

- The question 'We should share all the data we can because it benefits the services and me' (*slide 12*) was undertaken on a different omnibus of 1,000 GB adults aged 16-75. Fieldwork dates were 15th to 18th July.

The next slide provides a guide for looking at significant differences between results for differing base sizes.

- Because a sample, rather than the entire population, was interviewed for this survey, the percentage results are subject to sampling tolerances – which vary with the size of the sample and the percentage figure concerned.

- For example, for a question where 50% of the people in a (weighted) sample of c. 2000 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than two percentage points, plus or minus, from the result that would have been obtained from the census of the entire population (using the same procedures). An indication of approximate sampling tolerances is given in the table opposite.

- Strictly speaking the tolerances shown here apply only to perfect random samples - in practice good quality quota sampling has been found to be as accurate - although clustering of the sampling points and non-response weighting can have an influence on statistical reliability.

Approximate sampling tolerances applicable to percentages at or near these levels (at the 95% confidence level)			
Size of sample or sub-group on which survey result is based	10% or 90% ±	30% or 70% ±	50% ±
2,019 (All people interviewed)	1.3	2	2.2
c. 1,000 (a half sample)	1.9	2.8	3.1
c. 500 (a quarter sample)	2.6	4	4.4
When comparing two different samples of the same size, the following tolerances apply (at the 95% confidence level)			
Size of sample or sub-group on which survey result is based	10% or 90% ±	30% or 70% ±	50% ±
2,019 vs 2,019	1.9	2.8	3.1
1,000 vs 1,000	2.6	4.0	4.4
500 vs 500	3.7	5.7	6.2

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