



## INFORMATION COMMISSIONER'S OFFICE – TRUST AND CONFIDENCE IN DATA

Methodology: ComRes interviewed 2,153 UK adults online on 12<sup>th</sup> and 27<sup>th</sup> July 2017. Data were weighted to be demographically representative of all UK adults aged 18+ by age, gender, region and socio-economic grade. ComRes is a member of the British Polling Council and abides by its rules.

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## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 1

**Q.1 How much trust and confidence do you have in companies and organisations storing and using your personal information? Please answer on a scale of 1 to 5, whereby 1 means none at all and 5 means a great deal.**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Pri- vate (q)
Unweighted base	2153	1082	1071	269	308	361	373	323	519	577	734	842	559	583	466	545	268	855
Weighted base	2153	1051	1102	241	370	346	383	317	496	611	729	812	576	600	443	534	304	936
NET: Trust and confidence (4/5)	441 20%	215 20%	226 20%	68 28%FGH	91 24%GH	80 23%Gh	72 19%g	42 13%	88 18%	158 26%jK	153 21%K	130 16%	126 22%	121 20%	80 18%	114 21%	57 19%	218 23%
5 - A great deal	77 4%	35 3%	43 4%	12 5%GH	17 5%GH	27 8%FGH	13 3%GH	2 1%	5 1%	29 5%K	40 6%K	8 1%	17 3%	15 3%	22 5% <i>m</i>	24 4%	10 3%	45 5%
4	363 17%	180 17%	183 17%	55 23% <i>EFGh</i>	74 20% <i>G</i>	53 15%	59 15%	39 12%	83 17%	129 21% <i>JK</i>	112 15%	122 15%	109 19% <i>N</i>	105 18% <i>n</i>	59 13%	90 17%	47 15%	173 18%
3	892 41%	417 40%	475 43%	103 43%	180 49% <i>fGH</i>	146 42%	157 41%	125 39%	182 37%	282 46% <i>K</i>	303 42%	307 38%	245 42%	264 44% <i>O</i>	184 42%	200 37%	126 41%	401 43%
2	509 24%	255 24%	255 23%	56 23%	64 17%	66 19%	99 26% <i>DE</i>	95 30% <i>cDE</i>	129 26% <i>DE</i>	119 20%	166 23%	224 28% <i>IJ</i>	136 24%	136 23%	97 22%	141 26%	74 24%	207 22%
1 - None at all	311 14%	163 16%	147 13%	15 6%	36 10%	53 15% <i>Cd</i>	55 14% <i>C</i>	55 17% <i>CD</i>	96 19% <i>CDf</i>	51 8%	108 15% <i>l</i>	151 19% <i>lj</i>	70 12%	80 13%	81 18% <i>LM</i>	79 15%	47 15%	110 12%
NET: Little trust and confidence (1/2)	820 38%	418 40%	402 36%	71 29%	100 27%	120 35% <i>d</i>	154 40% <i>CD</i>	150 47% <i>CDEf</i>	226 46% <i>CDE</i>	171 28%	274 38% <i>l</i>	375 46% <i>IJ</i>	206 36%	216 36%	178 40%	220 41% <i>lm</i>	121 40%	317 34%
Mean	2.72	2.68	2.74	2.98 <i>eFGH</i>	2.92 <i>FGH</i>	2.81 <i>GH</i>	2.68 <i>Gh</i>	2.49	2.54	2.94 <i>JK</i>	2.74 <i>K</i>	2.52	2.77 <i>n</i>	2.73	2.64	2.70	2.67	2.82 <i>p</i>
Standard deviation	1.02	1.03	1.01	0.96	0.97	1.12	1.01	0.95	1.02	0.97	1.06	0.99	0.99	0.98	1.08	1.06	1.02	1.02
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.05	0.06	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 1

**Q.1 How much trust and confidence do you have in companies and organisations storing and using your personal information? Please answer on a scale of 1 to 5, whereby 1 means none at all and 5 means a great deal.**

**Base: All respondents**

	Region													Q.5 Business/org transparency in collection and use of personal data		Q.10 Trust businesses with your personal information		
	Total	Scotland (a)	Wales (b)	North-ern Ireland (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Agree (n)	Disagree (o)	Trust (p)	Distrust (q)
Unweighted base	2153	200	112	104	1737	89	203	200	181	153	221	242	272	176	476	1258	477	1049
Weighted base	2153	184	104*	65*	1800	88*	240	175	188	157	200	278	290	184	498	1270	471	1066
NET: Trust and confidence (4/5)	441 20%	40 22%	25 24% <sup>c</sup>	9 14%	367 20%	27 31%	43 CFGJKM8%	31 18%	50 27%	37 CfjKM23% <sup>c</sup>	34 17%	46 16%	69 24%	30 Cjkm 16%	215 43% <sup>O</sup>	158 12%	244 52% <sup>Q</sup>	89 8%
5 - A great deal	77 4%	9 5% <sup>c</sup>	4 4%	* 1%	64 4%	6 7% <sup>c</sup>	6 fM 2%	5 3%	13 7% <sup>c</sup>	8 fM 5% <sup>c</sup>	7 3%	9 3%	9 3%	3 2%	54 11% <sup>O</sup>	15 1%	54 11% <sup>Q</sup>	8 1%
4	363 17%	31 17%	21 21% <sup>k</sup>	8 13%	302 17%	21 24% <sup>c</sup>	37 fJKm 15%	27 15%	38 20% <sup>k</sup>	29 19%	27 13%	37 13%	60 21% <sup>j</sup>	27 K 15%	161 32% <sup>O</sup>	142 11%	191 40% <sup>Q</sup>	81 8%
3	892 41%	81 44% <sup>e</sup>	40 38%	26 40%	745 41%	27 31%	108 45% <sup>E</sup>	84 48% <sup>E</sup>	68 36%	66 42%	75 38%	125 45% <sup>E</sup>	120 41%	73 40%	198 40%	497 39%	174 37%	344 32%
2	509 24%	38 21%	26 25%	14 22%	431 24%	18 21%	59 24%	42 24%	40 21%	32 20%	63 32% <sup>A</sup>	65 Hk 23%	64 22%	49 27%	54 11%	380 30% <sup>N</sup>	44 9%	362 34% <sup>P</sup>
1 - None at all	311 14%	25 14%	13 13%	16 24% <sup>DABFGi</sup>	257 14%	14 16%	32 13%	18 10%	30 16%	23 15%	28 14%	42 15%	38 13%	32 17% <sup>g</sup>	30 6%	235 19% <sup>N</sup>	9 2%	271 25% <sup>P</sup>
NET: Little trust and confidence (1/2)	820 38%	63 34%	39 38%	30 46% <sup>agil</sup>	688 38%	33 37%	90 37%	60 34%	70 37%	54 35%	91 46% <sup>AGiL</sup>	107 38%	101 35%	81 44% <sup>agl</sup>	84 17%	615 48% <sup>N</sup>	53 11%	633 59% <sup>P</sup>
Mean	2.72	2.78 <sup>Cm</sup>	2.78 <sup>C</sup>	2.44	2.71 <sup>C</sup>	2.84 <sup>Cm</sup>	2.70 <sup>C</sup>	2.76 <sup>Cm</sup>	2.80 <sup>Cm</sup>	2.79 <sup>Cm</sup>	2.61	2.66 <sup>c</sup>	2.79 <sup>CjM</sup>	2.56	3.31 <sup>O</sup>	2.47	3.50 <sup>Q</sup>	2.24
Standard deviation	1.02	1.04	1.04	1.02	1.02	1.17	0.96	0.93	1.14	1.06	1.00	0.99	1.02	0.99	1.01	0.96	0.88	0.94
Standard error	0.02	0.07	0.10	0.10	0.02	0.12	0.07	0.07	0.08	0.09	0.07	0.06	0.06	0.07	0.05	0.03	0.04	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o - p/q**

**\* small base**

## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 2

**Q.2 How much trust and confidence do you have in the following companies and organisations storing and using your personal information?  
Please answer on a scale of 1 to 5, whereby 1 means none at all and 5 means a great deal.**

**Summary Table****Base: All respondents**

	Companies/Organisations							
	Financial services (e.g. banks and insurance companies)	Mobile, broadband and utility providers (e.g. BT, O2, Virgin, Talk Talk)	National government departments and organisations (e.g. HMRC for national tax and DVLA for road tax)	Local government (e.g. council tax and local services)	The NHS or your local GP	Online retailers (e.g. Amazon or online high street stores)	Social messaging platforms (e.g. Emails, Facebook, Instagram, WhatsApp)	The police
Unweighted base	2153	2153	2153	2153	2153	2153	2153	2153
Weighted base	2153	2153	2153	2153	2153	2153	2153	2153
NET: Trust and confidence (4/5)	846 39%	464 22%	1045 49%	807 37%	1304 61%	628 29%	256 12%	1150 53%
5 - A great deal	259 12%	79 4%	344 16%	192 9%	506 24%	110 5%	54 3%	415 19%
4	587 27%	385 18%	701 33%	614 29%	798 37%	518 24%	202 9%	735 34%
3	716 33%	839 39%	656 30%	774 36%	562 26%	828 38%	566 26%	624 29%
2	351 16%	514 24%	242 11%	353 16%	178 8%	419 19%	623 29%	212 10%
1 - None at all	241 11%	336 16%	210 10%	219 10%	109 5%	278 13%	707 33%	166 8%
NET: Little trust and confidence (1/2)	591 27%	850 39%	452 21%	572 27%	286 13%	697 32%	1331 62%	379 18%
Mean	3.13	2.70	3.34	3.10	3.66	2.89	2.20	3.47
Standard deviation	1.16	1.05	1.16	1.10	1.08	1.07	1.07	1.14
Standard error	0.03	0.02	0.03	0.02	0.02	0.02	0.02	0.02

## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 3

**Q.2 How much trust and confidence do you have in the following companies and organisations storing and using your personal information?**

**Please answer on a scale of 1 to 5, whereby 1 means none at all and 5 means a great deal.**

**Financial services (e.g. banks and insurance companies)**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2153	1082	1071	269	308	361	373	323	519	577	734	842	559	583	466	545	268	855
Weighted base	2153	1051	1102	241	370	346	383	317	496	611	729	812	576	600	443	534	304	936
NET: Trust and confidence (4/5)	846 39%	412 39%	434 39%	115 48%	137 37%	129 37%	135 35%	118 37%	211 43%	252 41%	264 36%	330 41%	256 44%	229 38%	164 37%	197 37%	102 34%	364 39%
5 - A great deal	259 12%	119 11%	140 13%	33 14%	43 12%	45 13%	45 12%	39 12%	54 11%	75 12%	90 12%	93 11%	71 12%	63 10%	50 11%	74 14%	27 9%	109 12%
4	587 27%	293 28%	294 27%	82 34%	95 26%	84 24%	90 23%	80 25%	157 32%	177 29%	174 24%	237 29%	184 32%	166 28%	114 26%	123 23%	76 25%	255 27%
3	716 33%	335 32%	381 35%	77 32%	140 38%	114 33%	132 35%	103 33%	149 30%	217 36%	246 34%	252 31%	186 32%	206 34%	153 34%	170 32%	118 39%	321 34%
2	351 16%	177 17%	174 16%	35 15%	56 15%	63 18%	79 21%	47 15%	70 14%	91 15%	142 19%	117 14%	85 15%	105 18%	67 15%	94 18%	53 17%	150 16%
1 - None at all	241 11%	127 12%	114 10%	14 6%	36 10%	41 12%	36 9%	48 15%	65 13%	51 8%	77 11%	113 14%	49 9%	60 10%	59 13%	72 14%	32 10%	101 11%
NET: Little trust and confidence (1/2)	591 27%	304 29%	287 26%	50 21%	92 25%	103 30%	116 30%	95 30%	135 27%	142 23%	219 30%	230 28%	134 23%	165 27%	126 28%	166 31%	84 28%	251 27%
Mean	3.13	3.09	3.16	3.35	3.14	3.09	3.07	3.04	3.13	3.22	3.08	3.10	3.25	3.11	3.06	3.06	3.04	3.13
Standard deviation	1.16	1.17	1.15	1.07	1.12	1.19	1.14	1.22	1.19	1.10	1.16	1.20	1.12	1.12	1.18	1.23	1.09	1.15
Standard error	0.03	0.04	0.04	0.07	0.06	0.06	0.06	0.07	0.05	0.05	0.04	0.04	0.05	0.05	0.05	0.05	0.07	0.04

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

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**Please answer on a scale of 1 to 5, whereby 1 means none at all and 5 means a great deal.**

**Financial services (e.g. banks and insurance companies)**

**Base: All respondents**

	Region													Q.5 Business/org transparency in collection and use of personal data		Q.10 Trust businesses with your personal information		
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Region Yorkshire & Humbersid e (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Agree (n)	Disagree (o)	Trust (p)	Distrust (q)
Unweighted base	2153	200	112	104	1737	89	203	200	181	153	221	242	272	176	476	1258	477	1049
Weighted base	2153	184	104*	65*	1800	88*	240	175	188	157	200	278	290	184	498	1270	471	1066
NET: Trust and confidence (4/5)	846 39%	84 46% <sup>d</sup> Fkm	50 48% <sup>d</sup> Fikm	29 44% <sup>f</sup>	683 38%	37 43%	80 33%	74 42% <sup>f</sup>	70 37%	57 36%	76 38%	102 37%	121 42% <sup>f</sup>	66 36%	283 57% <sup>O</sup>	424 33%	326 69% <sup>Q</sup>	261 24%
5 - A great deal	259 12%	28 16% <sup>JM</sup>	18 18% <sup>dgi</sup> JM	8 13%	203 11%	14 16% <sup>jm</sup>	29 12%	18 10%	24 13%	14 9%	15 8%	31 11%	44 15% <sup>JM</sup>	14 8%	109 22% <sup>O</sup>	114 9%	139 29% <sup>Q</sup>	53 5%
4	587 27%	56 30% <sup>f</sup>	31 30%	20 31% <sup>f</sup>	480 27%	24 27%	51 21%	57 32% <sup>F</sup>	46 25%	43 27%	61 30% <sup>f</sup>	71 25%	77 27%	52 28%	174 35% <sup>O</sup>	310 24%	187 40% <sup>Q</sup>	207 19%
3	716 33%	53 29%	27 26%	19 29%	617 34% <sup>b</sup>	26 30%	98 41% <sup>ABC</sup> Ghj	52 30%	58 31%	57 36%	64 32%	96 34%	106 36% <sup>b</sup>	61 33%	143 29%	422 33%	98 21%	349 33% <sup>P</sup>
2	351 16%	30 16%	16 15%	8 12%	297 16%	13 15%	35 15%	31 17% <sup>l</sup>	31 16%	23 14%	40 20% <sup>L</sup>	47 17% <sup>l</sup>	32 11%	45 24% <sup>a</sup> CFHk	54 11%	236 19% <sup>N</sup>	38 8%	247 23% <sup>P</sup>
1 - None at all	241 11%	17 9%	12 11%	10 15% <sup>M</sup>	203 11%	11 12%	28 11%	18 10%	29 16% <sup>a</sup> M	20 13% <sup>m</sup>	20 10%	33 12%	31 11%	13 7%	18 4%	188 15% <sup>N</sup>	9 2%	209 20% <sup>P</sup>
NET: Little trust and confidence (1/2)	591 27%	46 25%	28 27%	17 27%	500 28%	24 27%	62 26%	49 28%	60 32% <sup>L</sup>	43 28%	61 30% <sup>L</sup>	80 29% <sup>l</sup>	63 22%	57 31% <sup>L</sup>	72 15%	424 33% <sup>N</sup>	47 10%	457 43% <sup>P</sup>
Mean	3.13	3.27 <sup>d</sup> hjm	3.27	3.16	3.10	3.19	3.08	3.14	3.02	3.05	3.05	3.07	3.25 <sup>h</sup> j	3.05	3.60 <sup>O</sup>	2.94	3.87 <sup>Q</sup>	2.67
Standard deviation	1.16	1.17	1.24	1.24	1.15	1.23	1.14	1.14	1.24	1.15	1.10	1.16	1.16	1.06	1.06	1.17	0.99	1.14
Standard error	0.03	0.08	0.12	0.12	0.03	0.13	0.08	0.08	0.09	0.09	0.07	0.07	0.07	0.08	0.05	0.03	0.05	0.04

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o - p/q**

**\* small base**

## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 4

**Q.2 How much trust and confidence do you have in the following companies and organisations storing and using your personal information?**

**Please answer on a scale of 1 to 5, whereby 1 means none at all and 5 means a great deal.**

**Mobile, broadband and utility providers (e.g. BT, O2, Virgin, Talk Talk),**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2153	1082	1071	269	308	361	373	323	519	577	734	842	559	583	466	545	268	855
Weighted base	2153	1051	1102	241	370	346	383	317	496	611	729	812	576	600	443	534	304	936
NET: Trust and confidence (4/5)	464 22%	235 22%	230 21%	76 32% <sup>d</sup>	90 24% <sup>GH</sup>	88 25% <sup>f</sup>	75 20%	53 17%	82 17%	167 27% <sup>jk</sup>	163 22% <sup>K</sup>	135 17%	123 21%	132 22%	91 21%	117 22%	55 18%	220 24% <sup>p</sup>
5 - A great deal	79 4%	30 3%	49 4% <sup>a</sup>	8 3%	19 5% <sup>gh</sup>	19 6% <sup>GH</sup>	13 3%	7 2%	13 3%	27 4% <sup>k</sup>	33 4% <sup>K</sup>	19 2%	14 3%	18 3%	22 5% <sup>l</sup>	25 5% <sup>l</sup>	12 4%	31 3%
4	385 18%	205 19% <sup>b</sup>	181 16%	68 28% <sup>DEFGH</sup>	71 19% <sup>h</sup>	68 20% <sup>H</sup>	62 16%	46 15%	69 14%	140 23% <sup>JK</sup>	130 18% <sup>k</sup>	115 14%	109 19%	115 19%	69 16%	92 17%	43 14%	190 20% <sup>P</sup>
3	839 39%	389 37%	449 41%	98 40%	155 42%	132 38%	150 39%	112 35%	192 39%	253 41%	282 39%	304 37%	226 39%	245 41%	165 37%	202 38%	123 40%	364 39%
2	514 24%	253 24%	261 24%	46 19%	82 22%	69 20%	111 29% <sup>CdE</sup>	86 27% <sup>CE</sup>	120 24%	128 21%	180 25%	206 25% <sup>i</sup>	141 24%	140 23%	110 25%	125 23%	78 26%	215 23%
1 - None at all	336 16%	174 17%	162 15%	21 9%	42 11%	58 17% <sup>Cd</sup>	47 12%	67 21% <sup>CDF</sup>	101 20% <sup>CDF</sup>	64 10%	104 14% <sup>i</sup>	168 21% <sup>lJ</sup>	86 15%	83 14%	77 17%	90 17%	48 16%	137 15%
NET: Little trust and confidence (1/2)	850 39%	427 41%	423 38%	67 28%	125 34%	127 37% <sup>C</sup>	158 41% <sup>Cd</sup>	152 48% <sup>CDEF</sup>	222 45% <sup>CDE</sup>	192 31%	284 39% <sup>l</sup>	374 46% <sup>lJ</sup>	227 39%	222 37%	187 42%	214 40%	126 42%	352 38%
Mean	2.70	2.68	2.72	2.98 <sup>EFGH</sup>	2.84 <sup>fGH</sup>	2.78 <sup>GH</sup>	2.70 <sup>GH</sup>	2.50	2.54	2.90 <sup>JK</sup>	2.73 <sup>K</sup>	2.52	2.70	2.74	2.66	2.70	2.65	2.75
Standard deviation	1.05	1.05	1.04	0.98	1.03	1.11	0.99	1.04	1.05	1.01	1.05	1.04	1.02	1.01	1.09	1.08	1.03	1.04
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.06	0.04

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 4

**Q.2 How much trust and confidence do you have in the following companies and organisations storing and using your personal information?**

**Please answer on a scale of 1 to 5, whereby 1 means none at all and 5 means a great deal.**

**Mobile, broadband and utility providers (e.g. BT, O2, Virgin, Talk Talk),**

**Base: All respondents**

	Region													Q.5 Business/org transparency in collection and use of personal data		Q.10 Trust businesses with your personal information		
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Region Yorkshire & Humbersid e (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Agree (n)	Disagree (o)	Trust (p)	Distrust (q)
Unweighted base	2153	200	112	104	1737	89	203	200	181	153	221	242	272	176	476	1258	477	1049
Weighted base	2153	184	104*	65*	1800	88*	240	175	188	157	200	278	290	184	498	1270	471	1066
NET: Trust and confidence (4/5)	464 22%	32 18%	30 28%AcJk	11 16%	392 22%	22 25%	52 22%	43 25%J	42 22%	32 20%	33 16%	54 20%	75 26%acJ	39 21%	219 44%O	168 13%	213 45%Q	132 12%
5 - A great deal	79 4%	5 3%	9 9%DAefjK M	3 4%J	62 3%	2 2%	9 4%j	8 4%J	11 6%JM	5 3%j	1 1%	10 4%J	14 5%Jm	3 1%	49 10%O	16 1%	49 10%Q	15 1%
4	385 18%	27 15%	21 20%	8 12%	330 18%	20 22%c	44 18%	36 20%	31 17%	26 17%	31 16%	44 16%	61 21%c	36 20%	170 34%O	152 12%	164 35%Q	118 11%
3	839 39%	82 45%BM	33 32%	22 34%	701 39%	32 36%	90 37%	76 43%bM	78 41%M	61 39%	78 39%	117 42%bM	114 39% m	56 30%	185 37%	468 37%	185 39%Q	312 29%
2	514 24%	39 21%	27 25%	17 26%	432 24%	21 24%	64 27%h	34 20%	35 19%	32 20%	53 26%h	70 25%	70 24%	53 29%gHi	64 13%	370 29%N	59 12%	343 32%P
1 - None at all	336 16%	30 16%	15 14%	15 23%DfGKL	275 15%	13 15%	34 14%	22 12%	33 18%l	32 21%gkL	37 18%L	36 13%	31 11%	37 20%gkL	29 6%	264 21%N	15 3%	280 26%P
NET: Little trust and confidence (1/2)	850 39%	69 38%	42 40%	32 49%daGHkLi9	707 39%	34 39%	98 41%g	56 32%	68 36%	64 41%	90 45%GL	106 38%	102 35%	90 49%aGHkL	94 19%	634 50%N	74 16%	622 58%P
Mean	2.70	2.66	2.83CJM	2.48	2.71C	2.74	2.70	2.85CiJM	2.74cj	2.62	2.54	2.72cj	2.85aCIJM	2.54	3.29O	2.44	3.37Q	2.29
Standard deviation	1.05	1.01	1.16	1.12	1.04	1.05	1.04	1.03	1.11	1.09	0.98	1.00	1.03	1.06	1.01	0.99	0.94	1.02
Standard error	0.02	0.07	0.11	0.11	0.03	0.11	0.07	0.07	0.08	0.09	0.07	0.06	0.06	0.08	0.05	0.03	0.04	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o - p/q**

**\* small base**



## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 5

**Q.2 How much trust and confidence do you have in the following companies and organisations storing and using your personal information?**

**Please answer on a scale of 1 to 5, whereby 1 means none at all and 5 means a great deal.**

**National government departments and organisations (e.g. HMRC for national tax and DVLA for road tax)**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2153	1082	1071	269	308	361	373	323	519	577	734	842	559	583	466	545	268	855
Weighted base	2153	1051	1102	241	370	346	383	317	496	611	729	812	576	600	443	534	304	936
NET: Trust and confidence (4/5)	1045 49%	498 47%	547 50%	133 55%DE	168 45%	158 46%	189 49%	153 48%	244 49%	301 49%	347 48%	397 49%	308 53%NO	301 50%N	189 43%	247 46%	148 49%	441 47%
5 - A great deal	344 16%	148 14%	195 18%A	56 23%DEfgh	53 14%	47 14%	66 17%	53 17%	68 14%	109 18%	113 15%	122 15%	92 16%	96 16%	61 14%	95 18%	54 18%	143 15%
4	701 33%	350 33%	351 32%	78 32%	114 31%	111 32%	123 32%	99 31%	176 35%	192 31%	234 32%	275 34%	216 37%NO	205 34%o	128 29%	152 29%	93 31%	299 32%
3	656 30%	310 30%	346 31%	79 33%	119 32%	118 34%F	100 26%	93 30%	146 29%	198 32%	219 30%	239 29%	182 32%	175 29%	147 33%	152 28%	83 27%	314 34%p
2	242 11%	131 12%	111 10%	12 5%	54 15%Ch	40 12%C	53 14%Ch	35 11%C	49 10%C	65 11%	93 13%	84 10%	52 9%	78 13%l	56 13%l	57 11%	47 15%	107 11%
1 - None at all	210 10%	111 11%	99 9%	17 7%	30 8%	30 9%	41 11%	36 11%	57 12%c	47 8%	70 10%	93 11%l	34 6%	47 8%	51 12%Lm	78 15%LM	27 9%	74 8%
NET: Little trust and confidence (1/2)	452 21%	242 23%B	210 19%	29 12%	83 23%C	70 20%C	94 24%C	70 22%C	106 21%C	112 18%	164 22%	176 22%	86 15%	125 21%L	107 24%L	135 25%L	73 24%	181 19%
Mean	3.34	3.28	3.39A	3.59DEFGH	3.29	3.30	3.32	3.32	3.30	3.41	3.31	3.31	3.49NO	3.37No	3.21	3.24	3.34	3.35
Standard deviation	1.16	1.17	1.16	1.11	1.13	1.11	1.21	1.21	1.17	1.13	1.17	1.19	1.05	1.13	1.18	1.28	1.19	1.11
Standard error	0.03	0.04	0.04	0.07	0.06	0.06	0.06	0.07	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.05	0.07	0.04

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 5

**Q.2 How much trust and confidence do you have in the following companies and organisations storing and using your personal information?**

**Please answer on a scale of 1 to 5, whereby 1 means none at all and 5 means a great deal.**

**National government departments and organisations (e.g. HMRC for national tax and DVLA for road tax)**

**Base: All respondents**

	Total	Region													Q.5 Business/org transparency in collection and use of personal data		Q.10 Trust businesses with your personal information	
		Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Region Yorkshire & Humbersid e (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Agree (n)	Disagree (o)	Trust (p)	Distrust (q)
Unweighted base	2153	200	112	104	1737	89	203	200	181	153	221	242	272	176	476	1258	477	1049
Weighted base	2153	184	104*	65*	1800	88*	240	175	188	157	200	278	290	184	498	1270	471	1066
NET: Trust and confidence (4/5)	1045 49%	110 60% DEFHJK LM	56 33% M	32 49% m	848 47%	38 44%	114 47% m	91 52% M	86 46%	91 58% EfHJKI M	93 46%	123 44%	142 49% M	70 38%	311 63% O	566 45%	364 77% Q	380 36%
5 - A great deal	344 16%	40 22% DghJM	21 20% Jm	12 18% J	271 15%	16 18% J	41 17% J	26 15%	27 14%	27 17% J	18 9%	42 15% j	54 19% JM	20 11%	115 23% O	179 14%	167 35% Q	94 9%
4	701 33%	70 38% ekM	35 33%	20 31%	577 32%	22 25%	72 30%	66 37% ekM	60 32%	64 41% EfKLM	74 37% ekm	81 29%	88 30%	49 27%	197 39% O	388 31%	198 42% Q	286 27%
3	656 30%	41 23%	32 31%	14 21%	569 32% AC	34 39% AChi	78 33% Ac	55 31% ac	51 27%	42 27%	66 33% AC	84 30%	94 32% Ac	65 35% AC	129 26%	393 31% n	72 15%	340 32% P
2	242 11%	20 11%	8 8%	10 15% EF	204 11%	5 5%	18 7%	18 10%	21 11%	13 8%	24 12% e	40 14% EFi	29 10%	37 20% ABEFGHI JL	34 12% N	157 12% N	24 5%	179 17% P
1 - None at all	210 10%	13 7%	8 8%	10 15% AGiM lJL	180 10%	11 13%	30 13% agm	12 7%	29 15% AbGijlM	11 7%	18 9%	30 11%	26 9%	12 7%	23 5%	153 12% N	11 2%	167 16% P
NET: Little trust and confidence (1/2)	452 21%	33 18%	17 16%	19 30% dABefG lJL	384 21%	16 18%	48 20%	29 17%	50 27% abGII	24 15%	42 21%	71 25% abGII	54 19%	49 27% abGII	57 11%	311 24% N	35 7%	347 32% P
Mean	3.34	3.57 DCfHJ KM	3.49 hjkM	3.22	3.31	3.31	3.32	3.43 hkM	3.18	3.53 cHJKM	3.26	3.23	3.40 hM	3.15	3.70 O	3.22	4.03 Q	2.96
Standard deviation	1.16	1.15	1.14	1.33	1.16	1.21	1.21	1.07	1.26	1.10	1.07	1.20	1.16	1.08	1.04	1.19	0.96	1.19
Standard error	0.03	0.08	0.11	0.13	0.03	0.13	0.09	0.08	0.09	0.09	0.07	0.08	0.07	0.08	0.05	0.03	0.04	0.04

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o - p/q**

**\* small base**

Prepared by ComRes



## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 6

**Q.2 How much trust and confidence do you have in the following companies and organisations storing and using your personal information?**

**Please answer on a scale of 1 to 5, whereby 1 means none at all and 5 means a great deal.**

**Local government (e.g. council tax and local services)**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2153	1082	1071	269	308	361	373	323	519	577	734	842	559	583	466	545	268	855
Weighted base	2153	1051	1102	241	370	346	383	317	496	611	729	812	576	600	443	534	304	936
NET: Trust and confidence (4/5)	807 37%	374 36%	432 39%	109 45%De	134 FGH36%	128 37%	134 35%	112 35%	190 38%	242 40%	262 36%	302 37%	235 41%N	236 39%N	137 31%	199 37%N	118 39%	326 35%
5 - A great deal	192 9%	80 8%	113 10%a	31 13%GH	39 11%G	33 10%g	33 9%	18 6%	39 8%	70 11%K	66 9%	56 7%	45 8%	54 9%	35 8%	58 11%	26 9%	78 8%
4	614 29%	295 28%	320 29%	78 32%d	94 25%	95 27%	101 26%	95 30%	151 31%	172 28%	196 27%	246 30%	190 33%NO	182 30%N	102 23%	141 26%	92 30%	247 26%
3	774 36%	374 36%	400 36%	77 32%	149 40%c	127 37%	132 35%	112 35%	177 36%	226 37%	259 36%	289 36%	204 35%	220 37%	167 38%	183 34%	104 34%	359 38%
2	353 16%	182 17%	171 15%	37 15%	62 17%	50 14%	79 21%EH	58 18%h	68 14%	98 16%	129 18%	126 15%	102 18%	94 16%	79 18%	77 14%	56 18%	164 18%
1 - None at all	219 10%	120 11%b	99 9%	19 8%	25 7%	42 12%D	38 10%	35 11%d	61 12%cD	44 7%	79 11%l	96 12%l	35 6%	50 8%	61 14%LM	74 14%LM	26 9%	87 9%
NET: Little trust and confidence (1/2)	572 27%	302 29%B	270 24%	55 23%	87 24%	91 26%	117 31%cd	93 29%	129 26%	142 23%	208 29%i	221 27%	137 24%	144 24%	140 32%LM	152 28%	82 27%	251 27%
Mean	3.10	3.03	3.16A	3.27eFGH	3.16g	3.08	3.03	3.01	3.08	3.21JK	3.05	3.05	3.19No	3.16N	2.93	3.06	3.12	3.07
Standard deviation	1.10	1.10	1.09	1.11	1.05	1.13	1.10	1.07	1.11	1.07	1.11	1.10	1.01	1.06	1.13	1.18	1.08	1.07
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.06	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.07	0.04

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 6

**Q.2 How much trust and confidence do you have in the following companies and organisations storing and using your personal information?**

**Please answer on a scale of 1 to 5, whereby 1 means none at all and 5 means a great deal.**

**Local government (e.g. council tax and local services)**

**Base: All respondents**

	Region													Q.5 Business/org transparency in collection and use of personal data		Q.10 Trust businesses with your personal information		
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Region Yorkshire & Humbersid e (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Agree (n)	Disagree (o)	Trust (p)	Distrust (q)
Unweighted base	2153	200	112	104	1737	89	203	200	181	153	221	242	272	176	476	1258	477	1049
Weighted base	2153	184	104*	65*	1800	88*	240	175	188	157	200	278	290	184	498	1270	471	1066
NET: Trust and confidence (4/5)	807 37%	85 46%De	41 FJKM39%	25 38%	657 36%	29 33%	82 34%	74 42%jM	76 41%M	62 40% m	66 33%	101 36%	113 39% m	54 29%	260 52% O	419 33%	323 69% Q	243 23%
5 - A great deal	192 9%	24 13% DJM	10 10% J	7 11% J	151 8%	13 15% JM	23 9% J	18 10% J	16 8% J	13 8% j	6 3%	25 9% J	26 9% J	12 6%	83 17% O	80 6%	108 23% Q	43 4%
4	614 29%	60 33% Em	31 29% e	17 27%	506 28%	16 18%	59 25%	55 32% Em	61 32% Em	50 32% E	60 30% E	75 27%	88 30% E	42 23%	177 36% O	339 27%	215 46% Q	200 19%
3	774 36%	56 31%	36 35%	21 33%	661 37%	35 40% h	98 41% aH	68 39% h	54 29%	51 32%	75 37%	95 34%	100 34%	84 46% Abc L	177 36% HIK	438 34%	110 23%	386 36% P
2	353 16%	30 16%	14 14%	9 14%	300 17%	12 13%	34 14%	18 11%	27 15%	28 18% g	43 21% fG	52 19% G	51 18% G	34 18% G	39 8%	250 20% N	30 6%	255 24% P
1 - None at all	219 10%	13 7%	13 13% m	9 15% AM	184 10%	12 14% m	27 11%	15 9%	30 16% AGJLM	15 10%	17 8%	30 11%	26 9%	11 6%	22 4%	163 13% N	8 2%	183 17% P
NET: Little trust and confidence (1/2)	572 27%	43 23%	28 26%	18 29% g	483 27%	23 27%	61 25%	34 19%	57 30% G	44 28% g	60 30% G	82 30% G	77 27% g	45 25%	61 12%	413 33% N	38 8%	438 41% P
Mean	3.10	3.29Df M	HJK 3.09	3.06	3.08	3.07	3.07	3.25hJ km	3.03	3.10	2.97	3.05	3.12	3.05	3.52O	2.94	3.82Q	2.69
Standard deviation	1.10	1.11	1.15	1.21	1.09	1.21	1.10	1.06	1.20	1.10	0.99	1.12	1.09	0.96	1.00	1.11	0.92	1.08
Standard error	0.02	0.08	0.11	0.12	0.03	0.13	0.08	0.07	0.09	0.09	0.07	0.07	0.07	0.07	0.05	0.03	0.04	0.03

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o - p/q**

**\* small base**

## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 7

**Q.2 How much trust and confidence do you have in the following companies and organisations storing and using your personal information?**

**Please answer on a scale of 1 to 5, whereby 1 means none at all and 5 means a great deal.**

**The NHS or your local GP**

**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2153	1082	1071	269	308	361	373	323	519	577	734	842	559	583	466	545	268	855
Weighted base	2153	1051	1102	241	370	346	383	317	496	611	729	812	576	600	443	534	304	936
NET: Trust and confidence (4/5)	1304 61%	631 60%	673 61%	157 65% <sup>d</sup> Eg	214 58%	186 54%	235 61% <sup>e</sup>	183 58%	329 66% <sup>DE</sup> G	371 61%	421 58%	512 63% <sup>ij</sup>	352 61%	353 59%	262 59%	336 63%	185 61%	542 58%
5 - A great deal	506 24%	240 23%	267 24%	67 28% <sup>E</sup>	79 21%	61 18%	88 23%	78 25% <sup>E</sup>	134 27% <sup>d</sup> E	145 24%	149 20%	212 26% <sup>J</sup>	120 21%	134 22%	96 22%	157 29% <sup>LMN</sup>	76 25%	187 20%
4	798 37%	392 37%	406 37%	91 38%	135 37%	126 36%	147 38%	104 33%	195 39% <sup>g</sup>	226 37%	272 37%	300 37%	232 40% <sup>O</sup>	220 37%	166 38%	180 34%	109 36%	355 38%
3	562 26%	288 27%	275 25%	64 26%	114 31% <sup>g</sup> H	102 29% <sup>H</sup>	103 27% <sup>h</sup>	76 24%	104 21%	178 29% <sup>K</sup>	205 28% <sup>K</sup>	180 22%	161 28%	156 26%	121 27%	125 23%	79 26%	275 29%
2	178 8%	81 8%	97 9%	12 5%	30 8%	32 9% <sup>c</sup>	30 8%	37 12% <sup>Ch</sup>	37 7%	42 7%	63 9%	73 9%	43 7%	63 11% <sup>o</sup>	32 7%	39 7%	29 10%	74 8%
1 - None at all	109 5%	50 5%	58 5%	8 3%	12 3%	26 7% <sup>c</sup> Df	15 4%	21 7% <sup>d</sup>	26 5%	21 3%	41 6% <sup>i</sup>	47 6% <sup>i</sup>	20 4%	27 4%	28 6% <sup>l</sup>	33 6% <sup>l</sup>	10 3%	45 5%
NET: Little trust and confidence (1/2)	286 13%	132 13%	155 14%	20 8%	42 11%	58 17% <sup>Cdf</sup>	45 12%	58 18% <sup>CDFH</sup>	63 13%	63 10%	103 14% <sup>i</sup>	121 15% <sup>l</sup>	63 11%	90 15% <sup>l</sup>	60 14%	73 14%	39 13%	119 13%
Mean	3.66	3.66	3.66	3.81 <sup>d</sup> EG	3.64 <sup>e</sup>	3.47	3.69 <sup>E</sup>	3.57	3.75 <sup>EG</sup>	3.71 <sup>j</sup>	3.58	3.68	3.67	3.62	3.61	3.73	3.70	3.60
Standard deviation	1.08	1.06	1.10	1.01	1.01	1.11	1.03	1.17	1.09	1.01	1.08	1.13	1.00	1.08	1.10	1.14	1.05	1.04
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.07	0.05	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.06	0.04

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 7

**Q.2 How much trust and confidence do you have in the following companies and organisations storing and using your personal information?**

Please answer on a scale of 1 to 5, whereby 1 means none at all and 5 means a great deal.

The NHS or your local GP

Base: All respondents

	Total	Region												Q.5 Business/org transparency in collection and use of personal data		Q.10 Trust businesses with your personal information		
		Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humbersid e (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Agree (n)	Disagree (o)	Trust (p)	Distrust (q)
Unweighted base	2153	200	112	104	1737	89	203	200	181	153	221	242	272	176	476	1258	477	1049
Weighted base	2153	184	104*	65*	1800	88*	240	175	188	157	200	278	290	184	498	1270	471	1066
NET: Trust and confidence (4/5)	1304 61%	139 76% HIJKLM	69 DbcEFG 66% e	42 65%	1054 59%	46 52%	142 59%	115 66% Ehkl	104 55%	94 60%	115 57%	158 57%	167 58%	112 61%	359 72% O	734 58%	403 86% Q	518 49%
5 - A great deal	506 24%	68 37% DEFGHI JKLM	33 31% DFHJK 29% dfhJ	19 21%	387 21%	21 24%	47 19%	45 26% J	37 20%	33 21%	32 16%	60 22%	71 24% J	42 23%	146 29% O	288 23%	188 40% Q	167 16%
4	798 37%	72 39%	36 34%	23 36%	667 37%	25 28%	96 40% e	70 40% e	68 36%	61 39%	83 41% el	98 35%	96 33%	70 38%	213 43% O	446 35%	215 46% Q	351 33%
3	562 26%	34 19%	24 23%	14 21%	490 27% A	31 36% AbCGH 31% AcG	75 4%	37 21%	47 25%	38 24%	53 26% a	79 28% Ag	82 28% A	48 26%	113 23%	323 25%	46 10%	318 30% P
2	178 8%	8 4%	9 9%	4 5%	158 9% A	10 12% AF	10 4%	17 9% af	18 9% af	16 10% aF	16 8%	25 9% af	29 10% AF	16 9% a	14 3%	133 11% N	14 3%	138 13% P
1 - None at all	109 5%	3 2%	2 2%	5 8% ABE	98 5% A	1 1%	12 5% a	7 4%	19 10% ABEF GkL6% ae M	9 15% A	16 8% AbEgl	15 5% ae	12 4%	7 4%	11 2%	80 6% N	8 2%	92 9% P
NET: Little trust and confidence (1/2)	286 13%	10 6%	12 11%	9 14% A	256 14% A	11 12% a	23 9%	23 13% A	37 20% AbF	24 15% A	32 16% Af	41 15% A	41 14% A	24 13% A	25 5%	213 17% N	22 5%	230 22% P
Mean	3.66	4.05 DbCEF GHIJKLM	3.84 DHJK	3.72 h	3.60	3.63	3.64	3.74 HJ	3.45	3.60	3.49	3.59	3.64	3.67 h	3.94 O	3.57	4.19 Q	3.34
Standard deviation	1.08	0.93	1.04	1.19	1.08	1.00	1.01	1.06	1.21	1.09	1.10	1.09	1.08	1.05	0.91	1.13	0.86	1.15
Standard error	0.02	0.07	0.10	0.12	0.03	0.11	0.07	0.08	0.09	0.09	0.07	0.07	0.07	0.08	0.04	0.03	0.04	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o - p/q  
\* small base

## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 8

**Q.2 How much trust and confidence do you have in the following companies and organisations storing and using your personal information?**

**Please answer on a scale of 1 to 5, whereby 1 means none at all and 5 means a great deal.**

**Online retailers (e.g. Amazon or online high street stores)**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2153	1082	1071	269	308	361	373	323	519	577	734	842	559	583	466	545	268	855
Weighted base	2153	1051	1102	241	370	346	383	317	496	611	729	812	576	600	443	534	304	936
NET: Trust and confidence (4/5)	628 29%	308 29%	320 29%	77 32%GH	121 33%GH	121 35%GH	116 30%Gh	71 22%	122 25%	198 32%K	237 33%K	193 24%	154 27%	170 28%	132 30%	173 32%l	89 29%	294 31%
5 - A great deal	110 5%	53 5%	57 5%	13 5%	26 7%gh	25 7%gH	16 4%	12 4%	19 4%	39 6%K	41 6%	30 4%	17 3%	20 3%	29 6%LM	44 8%LM	15 5%	50 5%
4	518 24%	255 24%	263 24%	64 26%Gh	95 26%g	96 28%GH	100 26%Gh	60 19%	103 21%	159 26%K	196 27%K	162 20%	137 24%	149 25%	103 23%	128 24%	74 24%	245 26%
3	828 38%	378 36%	450 41%A	104 43%E	145 39%	116 34%	143 37%	125 39%	195 39%	248 41%j	259 36%	320 39%	239 41%n	229 38%	158 36%	202 38%	110 36%	359 38%
2	419 19%	214 20%	205 19%	45 19%	68 18%	64 18%	86 22%	63 20%	94 19%	113 18%	149 20%	157 19%	129 22%O	121 20%o	83 19%	85 16%	62 20%	174 19%
1 - None at all	278 13%	151 14%b	127 12%	16 7%	36 10%	46 13%C	38 10%	58 18%CDeF	84 17%CDF	52 8%	84 11%	143 18%J	54 9%	80 13%l	70 16%L	74 14%L	43 14%	109 12%
NET: Little trust and confidence (1/2)	697 32%	365 35%B	332 30%	61 25%	104 28%	109 32%	124 32%c	121 38%CDe	179 36%CD	165 27%	233 32%i	300 37%lj	184 32%	201 34%	153 35%	159 30%	105 35%	283 30%
Mean	2.89	2.85	2.93	3.05GH	3.02GH	2.97GH	2.92GH	2.70	2.75	3.03K	2.95K	2.73	2.88	2.85	2.86	2.97m	2.86	2.95
Standard deviation	1.07	1.10	1.04	0.97	1.05	1.13	1.02	1.08	1.08	1.02	1.08	1.08	0.97	1.05	1.14	1.14	1.09	1.06
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.06	0.05	0.04	0.04	0.04	0.04	0.04	0.05	0.05	0.07	0.04

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 8

**Q.2 How much trust and confidence do you have in the following companies and organisations storing and using your personal information?**

Please answer on a scale of 1 to 5, whereby 1 means none at all and 5 means a great deal.

Online retailers (e.g. Amazon or online high street stores)

Base: All respondents

	Total	Region												Q.5 Business/org transparency in collection and use of personal data		Q.10 Trust businesses with your personal information		
		Scotland (a)	Wales (b)	North-ern Ire-land (c)	NET: England (d)	North East (e)	North West (f)	Region Yorkshire & Humbersid e (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Agree (n)	Disagree (o)	Trust (p)	Distrust (q)
Unweighted base	2153	200	112	104	1737	89	203	200	181	153	221	242	272	176	476	1258	477	1049
Weighted base	2153	184	104*	65*	1800	88*	240	175	188	157	200	278	290	184	498	1270	471	1066
NET: Trust and confidence (4/5)	628 29%	55 30%	35 33% <sup>m</sup>	17 27%	521 29%	30 34% <sup>m</sup>	66 27%	51 29%	60 32% <sup>m</sup>	43 28%	51 25%	80 29%	99 34% <sup>jM</sup>	42 23%	243 49% <sup>O</sup>	282 22%	251 53% <sup>Q</sup>	185 17%
5 - A great deal	110 5%	13 7% <sup>EM</sup>	5 5% <sup>e</sup>	3 5% <sup>e</sup>	89 5%	1 1%	16 7% <sup>EM</sup>	6 4%	12 6% <sup>EM</sup>	7 5%	7 3%	17 6% <sup>eM</sup>	20 7% <sup>EM</sup>	3 2%	51 10% <sup>O</sup>	37 3%	59 12% <sup>Q</sup>	26 2%
4	518 24%	42 23%	29 28%	14 22%	432 24%	29 33% <sup>Fjkm</sup>	50 21%	45 26%	48 25%	36 23%	44 22%	62 22%	80 27%	39 21%	191 38% <sup>O</sup>	245 19%	192 41% <sup>Q</sup>	159 15%
3	828 38%	79 43% <sup>E</sup>	36 35%	23 35%	690 38%	26 29%	98 41% <sup>e</sup>	71 41% <sup>e</sup>	65 35%	59 38%	76 38%	107 38%	116 40% <sup>e</sup>	73 40%	175 35%	485 38%	166 35%	362 34%
2	419 19%	32 17%	17 17%	19 29% <sup>DABEfg</sup> 20% <sup>HKL</sup>	351 20%	14 16%	48 20%	33 19%	30 16%	38 24% <sup>hl</sup>	46 23% <sup>l</sup>	48 17%	47 16%	47 26% <sup>aHKL</sup>	57 11%	287 23% <sup>N</sup>	42 9%	282 26% <sup>P</sup>
1 - None at all	278 13%	19 10%	16 15%	6 9%	238 13%	18 21% <sup>ACfgil</sup> 12% <sup>m</sup>	28 12%	20 11%	33 17% <sup>acL</sup>	17 11%	28 14%	43 16% <sup>l</sup>	28 10%	22 12%	24 5%	217 17% <sup>N</sup>	12 3%	237 22% <sup>P</sup>
NET: Little trust and confidence (1/2)	697 32%	50 27%	33 32%	25 38% <sup>aL</sup>	589 33%	32 37% <sup>l</sup>	76 32%	53 30%	63 33%	55 35% <sup>l</sup>	74 37% <sup>aL</sup>	91 33%	75 26%	69 38% <sup>aL</sup>	80 16%	504 40% <sup>N</sup>	55 12%	519 49% <sup>P</sup>
Mean	2.89	2.99 <sup>jM</sup>	2.91	2.84	2.88	2.77	2.90	2.91	2.87	2.87	2.78	2.87	3.05 <sup>EJKM</sup>	2.75	3.38 <sup>O</sup>	2.68	3.51 <sup>Q</sup>	2.49
Standard deviation	1.07	1.04	1.13	1.02	1.07	1.15	1.07	1.02	1.17	1.04	1.05	1.12	1.05	0.98	0.98	1.06	0.91	1.07
Standard error	0.02	0.07	0.11	0.10	0.03	0.12	0.07	0.07	0.09	0.08	0.07	0.07	0.06	0.07	0.04	0.03	0.04	0.03

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o - p/q

\* small base



## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 9

**Q.2 How much trust and confidence do you have in the following companies and organisations storing and using your personal information?**

**Please answer on a scale of 1 to 5, whereby 1 means none at all and 5 means a great deal.**

**Social messaging platforms (e.g. Emails, Facebook, Instagram, WhatsApp)**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2153	1082	1071	269	308	361	373	323	519	577	734	842	559	583	466	545	268	855
Weighted base	2153	1051	1102	241	370	346	383	317	496	611	729	812	576	600	443	534	304	936
NET: Trust and confidence (4/5)	256 12%	127 12%	129 12%	48 20%FGH	58 16%FGH	61 18%FGH	35 9%g	17 5%	36 7%	106 17%jK	96 13%K	53 7%	75 13%	60 10%	44 10%	77 14%Mn	32 11%	129 14%
5 - A great deal	54 3%	24 2%	30 3%	8 3%Gh	14 4%GH	18 5%FGH	7 2%	2 1%	6 1%	21 4%K	25 3%K	8 1%	9 2%	13 2%	14 3%	18 3%l	8 3%	24 3%
4	202 9%	103 10%	99 9%	41 17%FGH	44 12%fGH	44 13%FGH	28 7%	15 5%	30 6%	85 14%JK	72 10%K	45 6%	66 11%mN	47 8%	30 7%	59 11%mN	24 8%	106 11%
3	566 26%	247 23%	319 29%A	82 34%FGH	125 34%FGH	104 30%gH	98 26%H	73 23%H	84 17%	206 34%JK	203 28%K	157 19%	159 28%N	170 28%N	93 21%	145 27%N	79 26%	294 31%
2	623 29%	297 28%	327 30%	66 27%	111 30%	95 28%	117 31%	85 27%	150 30%	176 29%	212 29%	235 29%	166 29%	183 31%O	144 32%O	131 24%	102 34%q	256 27%
1 - None at all	707 33%	380 36%B	327 30%	45 19%	77 21%	86 25%	133 35%CDE	141 45%CDEF	226 46%CDEF	122 20%	218 30%l	367 45%J	177 31%	187 31%	162 37%lm	181 34%	91 30%	257 27%
NET: Little trust and confidence (1/2)	1331 62%	677 64%B	654 59%	111 46%	187 51%	181 52%	250 65%CDE	226 71%CDE	376 76%CDEF	298 49%	431 59%l	602 74%lJ	343 59%	370 62%	306 69%LMO	312 58%	193 63%Q	513 55%
Mean	2.20	2.14	2.25A	2.58FGH	2.48FGH	2.46FGH	2.11GH	1.90	1.87	2.52JK	2.28K	1.88	2.24N	2.19	2.07	2.25N	2.20	2.34p
Standard deviation	1.07	1.08	1.06	1.08	1.06	1.14	1.02	0.96	0.98	1.07	1.09	0.97	1.06	1.03	1.06	1.14	1.04	1.07
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.05	0.05	0.06	0.04

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 9

**Q.2 How much trust and confidence do you have in the following companies and organisations storing and using your personal information?**

**Please answer on a scale of 1 to 5, whereby 1 means none at all and 5 means a great deal.**

**Social messaging platforms (e.g. Emails, Facebook, Instagram, WhatsApp)**

**Base: All respondents**

	Total	Region												Q.5 Business/org transparency in collection and use of personal data		Q.10 Trust businesses with your personal information		
		Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humbersid e (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Agree (n)	Disagree (o)	Trust (p)	Distrust (q)
Unweighted base	2153	200	112	104	1737	89	203	200	181	153	221	242	272	176	476	1258	477	1049
Weighted base	2153	184	104*	65*	1800	88*	240	175	188	157	200	278	290	184	498	1270	471	1066
NET: Trust and confidence (4/5)	256 12%	25 13%	14 13%	5 8%	212 12%	13 15%	28 12%	17 9%	25 13%	18 12%	17 9%	37 13%	40 14%j	17 9%	140 28%O	78 6%	121 26%Q	68 6%
5 - A great deal	54 3%	4 2%	2 2%	2 3%	46 3%	1 1%	14 6%eGJKIM	2 1%	8 4%gJ	7 4%gJ	2 1%	5 2%	7 2%	2 1%	32 6%O	11 1%	28 6%Q	12 1%
4	202 9%	20 11%f	12 11%	4 6%	166 9%	13 14%cF	14 6%	15 8%	17 9%	11 7%	16 8%	32 12%f	34 12%f	14 8%	108 22%O	66 5%	93 20%Q	56 5%
3	566 26%	43 24%	27 26%	19 29%	477 27%	31 35%ahJ	65 27%	44 25%	44 23%	45 29%j	40 20%	75 27%	88 30%J	45 25%	162 33%O	253 20%	164 35%Q	169 16%
2	623 29%	60 32%Ce	37 36%CEI	13 20%	513 29%c	18 20%	71 30%	56 32%Ce	51 27%	39 25%	55 27%	79 28%	86 30%c	58 32%ce	116 23%	415 33%N	131 28%	312 29%
1 - None at all	707 33%	56 31%	26 25%	28 43%daBefk L	598 33%	26 29%	75 31%	58 33%	69 36%bL	54 35%l	88 44%ABEFGi2 KLm	88 60%	76 26%	64 35%l	80 16%	525 41%N	56 12%	517 48%P
NET: Little trust and confidence (1/2)	1331 62%	116 63%e	63 61%	41 63%e	1111 62%	44 50%	147 61%e	114 65%El	120 64%E	93 59%	143 71%bEFIKL	166 60%	162 56%	122 66%EL	196 39%	940 74%N	186 40%	829 78%P
Mean	2.20	2.22J	2.29J	2.05	2.19	2.37cgJm	2.25J	2.12j	2.17j	2.22J	1.94	2.23J	2.34CGJM	2.09	2.79O	1.92	2.80Q	1.81
Standard deviation	1.07	1.07	1.03	1.09	1.08	1.08	1.13	1.00	1.14	1.13	1.01	1.07	1.06	1.01	1.14	0.95	1.07	0.96
Standard error	0.02	0.08	0.10	0.11	0.03	0.11	0.08	0.07	0.08	0.09	0.07	0.07	0.06	0.08	0.05	0.03	0.05	0.03

**Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o - p/q**

**\* small base**

## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 10

**Q.2 How much trust and confidence do you have in the following companies and organisations storing and using your personal information?**

Please answer on a scale of 1 to 5, whereby 1 means none at all and 5 means a great deal.

The police

Base: All respondents

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2153	1082	1071	269	308	361	373	323	519	577	734	842	559	583	466	545	268	855
Weighted base	2153	1051	1102	241	370	346	383	317	496	611	729	812	576	600	443	534	304	936
NET: Trust and confidence (4/5)	1150 53%	540 51%	610 55% <sup>a</sup>	142 59% <sup>de</sup>	188 51%	177 51%	207 54%	169 53%	267 54%	330 54%	384 53%	436 54%	330 57% <sup>mN</sup>	307 51%	220 50%	293 55%	168 55%	490 52%
5 - A great deal	415 19%	187 18%	228 21%	67 28% <sup>DEFGH</sup>	61 16%	62 18%	76 20%	54 17%	94 19%	128 21%	139 19%	148 18%	110 19%	107 18%	74 17%	124 23% <sup>MN</sup>	74 24% <sup>Q</sup>	151 16%
4	735 34%	353 34%	383 35%	75 31%	127 34%	115 33%	130 34%	115 36%	174 35%	202 33%	245 34%	288 35%	220 38% <sup>O</sup>	200 33%	146 33%	169 32%	94 31%	340 36%
3	624 29%	299 28%	326 30%	73 30%	123 33% <sup>fg</sup>	104 30%	98 26%	83 26%	143 29%	196 32%	202 28%	226 28%	179 31% <sup>O</sup>	182 30% <sup>o</sup>	131 29%	133 25%	86 28%	289 31%
2	212 10%	110 10%	103 9%	11 5%	30 8%	33 9% <sup>C</sup>	54 14% <sup>CDeH</sup>	40 13% <sup>Cd</sup>	44 9% <sup>C</sup>	41 7%	87 12% <sup>l</sup>	84 10% <sup>l</sup>	37 6%	72 12% <sup>L</sup>	49 11% <sup>L</sup>	54 10% <sup>L</sup>	35 12%	91 10%
1 - None at all	166 8%	103 10% <sup>B</sup>	64 6%	15 6%	29 8%	32 9%	24 6%	24 8%	42 8%	44 7%	56 8%	66 8%	30 5%	38 6%	43 10% <sup>Lm</sup>	55 10% <sup>LM</sup>	14 5%	66 7%
NET: Little trust and confidence (1/2)	379 18%	212 20% <sup>B</sup>	166 15%	26 11%	59 16%	65 19% <sup>C</sup>	78 20% <sup>C</sup>	64 20% <sup>C</sup>	86 17% <sup>C</sup>	86 14%	143 20% <sup>l</sup>	150 18% <sup>l</sup>	68 12%	110 18% <sup>L</sup>	92 21% <sup>L</sup>	108 20% <sup>L</sup>	49 16%	157 17%
Mean	3.47	3.39	3.55 <sup>A</sup>	3.70 <sup>DEFGH</sup>	3.43	3.41	3.47	3.43	3.47	3.54	3.44	3.45	3.59 <sup>MN</sup>	3.44	3.36	3.47	3.59 <sup>q</sup>	3.45
Standard deviation	1.14	1.18	1.09	1.12	1.10	1.16	1.14	1.14	1.15	1.11	1.15	1.14	1.03	1.11	1.17	1.24	1.12	1.09
Standard error	0.02	0.04	0.03	0.07	0.06	0.06	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.05	0.05	0.05	0.07	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q

## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 10

**Q.2 How much trust and confidence do you have in the following companies and organisations storing and using your personal information?**

Please answer on a scale of 1 to 5, whereby 1 means none at all and 5 means a great deal.

The police

Base: All respondents

	Total	Region												Q.5 Business/org transparency in collection and use of personal data		Q.10 Trust businesses with your personal information		
		Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Region Yorkshire & Humbersid e (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Agree (n)	Disagree (o)	Trust (p)	Distrust (q)
Unweighted base	2153	200	112	104	1737	89	203	200	181	153	221	242	272	176	476	1258	477	1049
Weighted base	2153	184	104*	65*	1800	88*	240	175	188	157	200	278	290	184	498	1270	471	1066
NET: Trust and confidence (4/5)	1150 53%	119 65% DeLM	59 FHJK6%	37 57% k	936 52%	46 52%	124 52%	106 60% jKM	98 52%	87 56% k	102 51%	128 46%	156 54%	89 48%	326 66% O	638 50%	379 80% Q	438 41%
5 - A great deal	415 19%	41 22% K	26 25% dfjK	17 26% dFJK	330 18%	17 19%	37 15%	35 20%	38 20%	28 18%	32 16%	40 14%	63 22% K	39 21% k	135 27% O	215 17%	196 42% Q	116 11%
4	735 34%	77 42% DbhKLM1%	32 1%	20 32%	605 34%	29 33%	87 36% m	71 40% klM	60 32%	59 38% m	70 35%	88 32%	92 32%	50 27%	192 39% o	423 33%	183 39% Q	322 30%
3	624 29%	45 24%	24 23%	11 17%	545 30% C	28 32% C	73 30% C	42 24%	44 24%	44 28% c	60 30% C	95 34% ABCGH1%	90 31% C	70 38% ABCGH1%	123 5%	369 29%	73 16%	342 32% P
2	212 10%	12 7%	14 13% af	8 13% af	179 10%	7 8%	16 7%	17 9%	24 13% af	17 11%	24 12% af	34 12% af	23 8%	17 9%	31 6%	140 11% N	13 3%	151 14% P
1 - None at all	166 8%	8 4%	8 8%	9 13% dAgjllM	141 8%	8 9%	28 12% AiM	11 7%	22 11% AiM	8 5%	14 7%	21 8%	21 7%	8 4%	17 3%	123 10% N	6 1%	135 13% P
NET: Little trust and confidence (1/2)	379 18%	20 11%	22 21% A	17 26% dAgilM18%A	320 18% A	14 16%	44 18% a	28 16%	45 24% AgilM16%	25 16%	38 19% A	55 20% A	45 15%	25 14%	48 10%	263 21% N	19 4%	286 27% P
Mean	3.47	3.72 JKI	3.52	3.44	3.45	3.46	3.37	3.58 fK	3.37	3.52	3.40	3.33	3.53 k	3.52	3.79 O	3.37	4.16 Q	3.13
Standard deviation	1.14	1.03	1.23	1.36	1.13	1.15	1.17	1.11	1.26	1.07	1.11	1.10	1.14	1.06	1.02	1.17	0.88	1.17
Standard error	0.02	0.07	0.12	0.13	0.03	0.12	0.08	0.08	0.09	0.09	0.07	0.07	0.07	0.08	0.05	0.03	0.04	0.04

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o - p/q

\* small base

## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 11

**Q.3 Which of the following statements comes closest to your understanding of how your personal data is being used by companies and organisations in the UK?**

**Base: All respondents**

	Gender		Age									Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2153	1082	1071	269	308	361	373	323	519	577	734	842	559	583	466	545	268	855
Weighted base	2153	1051	1102	241	370	346	383	317	496	611	729	812	576	600	443	534	304	936
I have a good understanding of how my personal data is used	211 10%	129 12%B	83 7%	29 12%gH	51 14%GH	58 17%FGH	39 10%H	22 7%H	13 3%	80 13%K	97 13%K	35 4%	70 12%O	63 11%o	41 9%	38 7%	33 11%	124 13%
I am familiar with some aspects of how my personal data is used, but not all aspects	1115 52%	567 54%b	548 50%	137 57%H	206 56%H	186 54%H	199 52%h	166 52%H	222 45%	343 56%K	384 53%k	388 48%	344 60%MNO	310 52%o	215 49%	246 46%	173 57%	510 54%
I know very little about how my personal data is used	702 33%	301 29%	401 36%A	60 25%	97 26%	85 25%	125 33%cE	105 33%CdE	230 46%CDEF	157 26%	210 29%	335 41%lJ	140 24%	202 34%L	158 36%L	201 38%L	86 28%	251 27%
I know nothing at all about how my personal data is used	125 6%	54 5%	71 6%	16 7%	16 4%	18 5%	20 5%	24 7%	31 6%	32 5%	38 5%	55 7%	23 4%	24 4%	29 6%	49 9%LM	12 4%	52 6%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 11

**Q.3 Which of the following statements comes closest to your understanding of how your personal data is being used by companies and organisations in the UK?**

**Base: All respondents**

	Region														Q.5 Business/org transparency in collection and use of personal data		Q.10 Trust businesses with your personal information	
	Total	Scotland (a)	Wales (b)	North-ern Ire-land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humbersid e (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Agree (n)	Disagree (o)	Trust (p)	Distrust (q)
Unweighted base	2153	200	112	104	1737	89	203	200	181	153	221	242	272	176	476	1258	477	1049
Weighted base	2153	184	104*	65*	1800	88*	240	175	188	157	200	278	290	184	498	1270	471	1066
I have a good understanding of how my personal data is used	211 10%	13 7%	11 11%	9 14% <sup>agJ</sup>	178 10%	11 12%	20 8%	13 7%	19 10%	16 10%	13 6%	40 14% <sup>AfGJl</sup>	25 9%	22 12% <sup>j</sup>	125 25% <sup>O</sup>	68 5%	76 16% <sup>Q</sup>	86 8%
I am familiar with some aspects of how my personal data is used, but not all aspects	1115 52%	88 48%	46 44%	30 46%	951 53%	40 45%	113 47%	95 54%	98 52%	93 59% <sup>aBceF</sup>	106 53%	150 54%	157 54%	100 54%	279 56%	684 54%	259 55% <sup>q</sup>	523 49%
I know very little about how my personal data is used	702 33%	70 38% <sup>dIKM</sup>	40 38% <sup>iK</sup>	21 32%	571 32%	31 35%	94 39% <sup>IKM</sup>	57 32%	64 34% <sup>k</sup>	42 27%	71 35% <sup>K</sup>	71 25%	92 32%	50 27%	89 18%	455 36% <sup>N</sup>	116 25%	391 37% <sup>P</sup>
I know nothing at all about how my personal data is used	125 6%	12 7%	7 7%	5 8% <sup>h</sup>	100 6%	6 7%	14 6%	11 6%	7 3%	6 4%	11 6%	18 6%	16 5%	12 6%	4 1%	63 5% <sup>N</sup>	20 4%	66 6%

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o - p/q**

**\* small base**

## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 12

**Q.4 Which of the following statements comes closest to your understanding about how your personal data is being made available to third parties and the public by companies and organisations in the UK?**

**Base: All respondents**

	Gender			Age									Social Grade				Employment Sector	
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	18-34 (i)	35-54 (j)	55+ (k)	AB (l)	C1 (m)	C2 (n)	DE (o)	Public (p)	Private (q)
Unweighted base	2153	1082	1071	269	308	361	373	323	519	577	734	842	559	583	466	545	268	855
Weighted base	2153	1051	1102	241	370	346	383	317	496	611	729	812	576	600	443	534	304	936
I have a good understanding of how my personal data is made available	181 8%	110 10%B	72 7%	28 12%GH	45 12%GH	48 14%FGH	32 8%H	16 5%h	13 3%	73 12%K	80 11%K	29 4%	62 11%no	52 9%	32 7%	35 7%	29 10%	112 12%
I am familiar with some aspects of how my personal data is made available, but not all aspects	945 44%	491 47%B	454 41%	111 46%H	179 48%H	160 46%H	166 43%h	146 46%H	183 37%	290 47%K	326 45%	329 41%	289 50%NO	279 46%O	187 42%o	191 36%	144 47%	440 47%
I know very little about how my personal data is made available	831 39%	368 35%	463 42%A	80 33%	124 34%	111 32%	156 41%cdE	116 37%	245 49%CDEFG3%	204 33%	266 36%	361 44%IJ	193 34%	228 38%	180 41%L	229 43%L	117 38%	307 33%
I know nothing at all about how my personal data is made available	195 9%	82 8%	113 10%a	22 9%	22 6%	28 8%	29 8%	39 12%Df	55 11%D	44 7%	57 8%	94 12%IJ	32 6%	41 7%	44 10%L	78 15%LMN	14 5%	77 8%p

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k - l/m/n/o - p/q**

## Trust and Confidence in Data Survey

### ONLINE Fieldwork: 12th - 27th July 2017

Absolutes/col percents

Table 12

**Q.4 Which of the following statements comes closest to your understanding about how your personal data is being made available to third parties and the public by companies and organisations in the UK?**

**Base: All respondents**

	Region													Q.5 Business/org transparency in collection and use of personal data		Q.10 Trust businesses with your personal information		
	Total	Scotland (a)	Wales (b)	North- ern Ire- land (c)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humbersid e (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)	Agree (n)	Disagree (o)	Trust (p)	Distrust (q)
Unweighted base	2153	200	112	104	1737	89	203	200	181	153	221	242	272	176	476	1258	477	1049
Weighted base	2153	184	104*	65*	1800	88*	240	175	188	157	200	278	290	184	498	1270	471	1066
I have a good understanding of how my personal data is made available	181 8%	14 7%	6 6%	7 11%gj	154 9%	9 11%g	19 8%	8 5%	18 9%	15 10%g	11 5%	37 13%abfGJM	25 9%	12 6%	96 19%O	67 5%	62 13%Q	79 7%
I am familiar with some aspects of how my personal data is made available, but not all aspects	945 44%	73 40%	44 42%	29 45%	799 44%	35 40%	84 35%	82 47%F	76 41%	79 51%aFh	86 43%	127 46%F	137 47%F	92 50%aFh	260 52%O	560 44%	221 47%	454 43%
I know very little about how my personal data is made available	831 39%	74 40%k	44 42%k	22 34%	691 38%	33 38%	112 47%cgIKIM	66 38%	82 43%K	54 34%	85 42%K	87 31%	108 37%	64 35%	126 25%	532 42%N	156 33%	431 40%P
I know nothing at all about how my personal data is made available	195 9%	23 13%hIL	10 10%	6 10%	156 9%	10 11%	25 10%	19 11%i	12 7%	8 5%	18 9%	28 10%	19 7%	16 9%	15 3%	111 9%N	32 7%	102 10%p

**Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m - n/o - p/q**

**\* small base**