

YouGov Survey Results

Sample Size: 2068 GB Adults

Fieldwork: 1st - 2nd September 2014

Total	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region				
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
2068	X	X	X	X	596	523	411	1003	1065	246	523	707	591	1179	889	265	672	443	509	180
Unweighted Sample	480	634	121	226	554	568	408	989	1079	207	460	822	579	1414	654	298	635	388	480	267
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about when people use the Internet, which of the following issues, if any, concern you the MOST? (Please tick up to three)

Having money or personal information stolen online (cyber crime)	62	70	61	59	58	68	62	63	57	66	49	58	62	69	65	57	65	63	62	58	61
Internet companies sharing personal data with other companies	45	48	46	51	49	47	48	50	44	46	36	38	47	53	47	43	43	43	50	44	46
Children accessing content or communications of a sexual nature online	41	45	44	42	41	45	43	39	36	47	22	37	45	49	41	42	37	43	45	37	42
Internet companies sharing personal data with government organisations	27	20	30	28	36	23	26	33	29	25	25	22	29	31	28	26	36	26	26	25	27
The UK Government collecting personal data	26	15	31	28	37	19	26	29	29	22	24	24	26	28	23	29	29	24	26	25	27
Bullying via the Internet (cyber bullying)	23	27	23	26	20	27	22	24	20	26	23	21	24	24	24	23	21	24	27	20	22
Damage to your reputation from something posted online	12	15	10	14	8	12	10	12	10	13	23	13	11	7	14	9	11	11	11	12	15
None of the above	5	4	3	6	4	3	3	5	7	2	5	6	4	3	3	6	3	4	3	6	5
Don't know	4	1	4	0	2	2	4	2	4	4	14	4	2	1	3	5	4	4	5	3	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And if you had to choose, which ONE of those concerns you MOST OF ALL?

[This question was only asked to all respondents except those who answered 'None of the above' or 'Don't know' in the first question; n=1667]

Having money or personal information stolen online (cyber crime)	45	51	39	42	43	48	40	46	44	45	40	45	43	47	46	42	44	48	44	44	38
Children accessing content or communications of a sexual nature online	20	23	21	15	20	22	22	15	15	24	10	16	21	24	17	23	17	19	21	19	23
The UK Government collecting personal data	10	4	12	10	14	6	13	11	14	7	16	9	10	9	9	12	13	9	9	11	15
Internet companies sharing personal data with other companies	9	10	11	9	12	10	10	10	11	7	13	8	10	9	10	8	9	10	7	12	5
Bullying via the Internet (cyber bullying)	6	7	6	7	3	7	6	6	6	5	5	8	6	4	7	4	5	5	7	6	6
Internet companies sharing personal data with government organisations	5	2	4	8	6	3	3	5	5	4	4	5	5	4	5	4	5	4	5	4	4
Damage to your reputation from something posted online	3	2	3	7	1	2	4	3	3	3	8	5	2	1	3	3	2	3	4	3	4
Don't know/ prefer not to say	3	2	3	3	1	2	3	3	2	4	5	4	3	2	3	4	5	3	3	2	4

Sometimes websites on the Internet use a feature called 'cookies'. How familiar are you, if at all, with the subject of 'Internet cookies'?

Very familiar	26	29	27	28	31	25	24	27	35	17	27	28	29	20	27	24	28	22	27	29	28
Fairly familiar	47	51	47	51	42	51	50	50	46	48	46	50	47	45	50	44	46	52	44	45	47
TOTAL FAMILIAR	73	80	74	79	73	76	74	77	81	65	73	78	76	65	77	68	74	74	71	74	75
Fairly unfamiliar	14	13	15	15	13	15	13	13	10	18	11	12	14	17	12	16	15	12	16	15	11
Not at all familiar	10	6	10	3	13	9	12	7	6	14	7	6	9	17	8	12	8	10	11	9	12
TOTAL UNFAMILIAR	24	19	25	18	26	24	25	20	16	32	18	18	23	34	20	28	23	22	27	24	23
Don't know	3	1	1	2	1	1	2	2	3	3	9	4	1	1	2	4	3	4	3	2	3

Weighted Sample
Unweighted Sample

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Internet cookies are a kind of computer file that records information about your online activity. Still thinking about cookies, please say whether you think the following statements are true or false. Don't worry if you don't know the answer. Try to answer as best you can without any extra information. You will have 40 SECONDS TO ANSWER EACH QUESTION before automatically moving to the next one. Internet cookies are only used for advertising or market research.

TRUE	15	13	17	12	15	15	16	11	13	16	17	12	15	16	14	15	11	15	15	15	16
FALSE	63	68	63	66	67	64	62	69	71	56	59	69	63	59	65	61	67	62	63	61	65
Don't know	22	19	20	22	17	21	23	20	16	28	24	20	22	25	21	24	22	23	21	24	19

Once a cookie has been downloaded and stored on a computer, it cannot be deleted.

TRUE	8	8	9	3	10	8	9	6	7	8	9	7	8	7	8	7	11	7	7	8	9
FALSE	70	73	70	85	69	70	70	76	78	63	66	75	72	66	72	68	69	73	70	69	71
Don't know	22	19	21	12	22	22	21	18	15	28	25	18	20	26	20	24	20	21	23	23	21

Cookies can be used to steal and gather data from other parts of your computer, even when you're offline.

TRUE	29	30	29	27	33	29	27	28	32	26	29	29	30	27	29	28	33	27	28	28	31
FALSE	38	38	37	47	41	37	38	43	41	35	44	40	37	35	40	36	35	40	38	38	36
Don't know	33	32	34	26	26	33	35	29	27	39	27	32	33	38	31	36	32	33	34	34	33

Cookies can be blocked by changing the settings in your internet browser.

TRUE	75	78	75	82	77	76	74	79	77	74	73	79	77	70	78	72	73	75	78	75	78
FALSE	6	6	6	9	7	7	5	7	7	5	8	6	6	7	6	6	6	8	4	7	6
Don't know	18	16	19	9	16	18	21	14	16	21	18	15	17	23	16	22	21	18	18	19	16

Information gathered about you through a website's cookies can be shared with other companies and organisations without your permission.

TRUE	65	72	66	60	72	69	64	65	67	63	55	63	66	71	66	64	62	64	66	68	65
FALSE	14	13	14	23	13	13	13	17	13	15	16	16	13	12	15	13	14	15	14	13	13
Don't know	21	15	20	17	15	18	23	18	20	22	29	21	21	17	19	23	24	22	20	19	23

A cookie cannot be used as a computer virus.

TRUE	24	24	24	32	23	23	21	27	26	22	29	27	22	22	24	24	22	26	25	21	26
FALSE	36	38	36	34	40	35	36	38	39	33	38	36	37	34	38	33	36	36	30	38	44
Don't know	40	37	41	34	37	43	42	35	35	45	34	37	41	45	38	43	43	38	45	41	30