

YouGov Survey Results

Sample Size: 2007

Fieldwork: 23rd - 24th October 2019

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

For the following question by, 'personal data', we mean data that can be used to identify an individual (e.g. age, gender, address, telephone number etc.).

Which, if any, of the following would be indications to you that an organisation is using personal data that they hold about you ethically? (Please select all that apply)

	Unweighted base	2007	941	1066	182	312	373	330	810
	Base: All GB adults online	2007	973	1034	223	308	365	332	779
Only collecting the necessary personal data to provide me with a service	52%	51%	53%	47%	53%	54%	53%	52%	52%
Providing information about how personal data about me is used by the organisation	47%	44%	49%	40%	51%	48%	46%	46%	46%
Providing information about who the organisation is sharing personal data about me with	38%	37%	40%	35%	43%	39%	38%	37%	37%
Providing information about any payments that they may receive for sharing personal data about me	26%	26%	25%	29%	27%	28%	25%	23%	23%
Providing information about assessments they carry out on their storage of personal data	28%	28%	27%	24%	33%	30%	27%	25%	25%
Having an independent data ethics board that assesses how they use data	32%	32%	32%	32%	37%	36%	29%	29%	29%
Asking my opinion about how they are using personal data about me	40%	41%	39%	41%	42%	35%	40%	41%	41%
The organisation sharing personal data about me with UK government to improve public services	13%	15%	11%	10%	14%	11%	12%	14%	14%
The organisation sharing personal data about me with charities to support their missions	9%	10%	8%	4%	9%	7%	9%	11%	11%
The organisation sharing personal data about me with researchers to support their research	13%	15%	11%	10%	15%	12%	12%	13%	13%
None of these	6%	8%	5%	7%	7%	6%	7%	5%	5%
Don't know	23%	22%	24%	25%	18%	22%	21%	25%	25%

YouGov Survey Results

Sample Size: 2007

Fieldwork: 23rd - 24th October 2019

Total	Social Grade		Region							
	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

For the following question by, 'personal data', we mean data that can be used to identify an individual (e.g. age, gender, address, telephone number etc.).

Which, if any, of the following would be indications to you that an organisation is using personal data that they hold about you ethically? (Please select all that apply)

	Unweighted base	2007	1173	834	482	330	174	266	480	1732	99	176
	Base: All GB adults online	2007	1144	863	480	331	171	271	481	1734	98	175
Only collecting the necessary personal data to provide me with a service	52%	60%	42%	49%	45%	58%	52%	57%	52%	52%	54%	55%
Providing information about how personal data about me is used by the organisation	47%	52%	39%	42%	45%	44%	49%	52%	47%	47%	46%	47%
Providing information about who the organisation is sharing personal data about me with	38%	42%	33%	40%	34%	37%	40%	40%	39%	39%	33%	40%
Providing information about any payments that they may receive for sharing personal data about me	26%	29%	21%	26%	19%	24%	30%	27%	25%	25%	21%	29%
Providing information about assessments they carry out on their storage of personal data	28%	31%	23%	25%	26%	28%	28%	30%	27%	27%	28%	29%
Having an independent data ethics board that assesses how they use data	32%	39%	24%	30%	25%	33%	38%	35%	32%	32%	30%	35%
Asking my opinion about how they are using personal data about me	40%	45%	33%	40%	31%	41%	42%	43%	40%	40%	42%	41%
The organisation sharing personal data about me with UK government to improve public services	13%	13%	13%	13%	12%	14%	16%	12%	13%	13%	11%	13%
The organisation sharing personal data about me with charities to support their missions	9%	8%	11%	9%	10%	11%	10%	7%	9%	9%	9%	10%
The organisation sharing personal data about me with researchers to support their research	13%	12%	14%	13%	12%	14%	14%	12%	13%	13%	16%	12%
None of these	6%	5%	8%	7%	8%	6%	6%	5%	6%	6%	6%	6%
Don't know	23%	18%	29%	24%	26%	21%	21%	20%	23%	23%	25%	22%

YouGov Survey Results

Sample Size: 2007

Fieldwork: 23rd - 24th October 2019

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

As a reminder, for the following question by, 'personal data', we mean data that can be used to identify an individual (e.g. age, gender, address, telephone number etc.). Thinking about what you view as the ethical use of data...

How important, if at all, is it to you that the organisations you interact with everyday use personal data about you ethically?

Unweighted base	2007	941	1066	182	312	373	330	810
Base: All GB adults online	2007	973	1034	223	308	365	332	779
Very important	63%	58%	67%	41%	56%	57%	66%	73%
Fairly important	24%	27%	22%	37%	31%	31%	22%	16%
Not very important	5%	5%	4%	5%	5%	5%	6%	4%
Not at all important	1%	2%	1%	2%	2%	1%	1%	1%
Don't know	7%	8%	6%	15%	6%	6%	6%	5%
Net: Important	87%	85%	89%	78%	87%	88%	88%	89%
Net: Not important	6%	7%	5%	7%	7%	6%	7%	6%

YouGov Survey Results

Sample Size: 2007

Fieldwork: 23rd - 24th October 2019

Total	Social Grade		Region							
	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

As a reminder, for the following question by, 'personal data', we mean data that can be used to identify an individual (e.g. age, gender, address, telephone number etc.). Thinking about what you view as the ethical use of data...

How important, if at all, is it to you that the organisations you interact with everyday use personal data about you ethically?

Unweighted base	2007	1173	834	482	330	174	266	480	1732	99	176
Base: All GB adults online	2007	1144	863	480	331	171	271	481	1734	98	175
Very important	63%	65%	60%	61%	64%	63%	61%	65%	63%	62%	62%
Fairly important	24%	25%	23%	26%	23%	26%	24%	22%	24%	27%	25%
Not very important	5%	4%	6%	5%	6%	5%	4%	5%	5%	5%	4%
Not at all important	1%	1%	2%	2%	0%	2%	3%	1%	2%	1%	-
Don't know	7%	5%	9%	6%	7%	4%	8%	7%	7%	4%	10%
Net: Important	87%	90%	83%	87%	86%	89%	85%	87%	87%	90%	87%
Net: Not important	6%	5%	8%	7%	6%	6%	7%	6%	7%	6%	4%

YouGov Survey Results

Sample Size: 2007

Fieldwork: 23rd - 24th October 2019

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Thinking about how organisations indicate to you that they are using data ethically...

In general, which, if any, of the following would you trust to use personal data about you ethically? (Please select all that apply)

	2007	941	1066	182	312	373	330	810
Unweighted base	2007	941	1066	182	312	373	330	810
Base: All GB adults online	2007	973	1034	223	308	365	332	779
Central Government	30%	32%	28%	29%	26%	33%	28%	30%
Emergency services (e.g police, fire etc.)	47%	44%	51%	47%	47%	51%	43%	48%
My local authority	31%	30%	31%	29%	30%	32%	29%	31%
NHS and healthcare providers	59%	56%	61%	54%	59%	58%	54%	62%
Online retailers (e.g. Amazon, Ebay etc.)	10%	8%	12%	8%	13%	11%	11%	8%
Offline retailers (i.e. physical shops)	6%	6%	6%	8%	8%	7%	6%	5%
Banks, building societies (e.g. Halifax, Barclays etc.)	42%	38%	46%	33%	38%	41%	40%	48%
Credit card companies	24%	23%	24%	12%	20%	22%	22%	31%
Medical research charities (e.g. Cancer Research UK, MS Society etc.)	25%	24%	26%	26%	25%	24%	26%	25%
Marketing and advertising companies (e.g. Saatchi & Saatchi, JCDecaux etc.)	3%	3%	3%	7%	3%	2%	3%	1%
Insurance Companies (e.g. Aviva, Direct Line etc.)	20%	19%	21%	15%	20%	19%	18%	22%
Social media organisations (e.g. LinkedIn, Facebook, Instagram etc.)	5%	5%	5%	8%	8%	6%	5%	3%
Universities	18%	17%	19%	36%	24%	20%	17%	10%
Family and friends	34%	32%	37%	36%	35%	37%	33%	33%
Utility providers (i.e. energy, water and telecoms companies)	18%	16%	20%	14%	20%	18%	18%	18%
Public transport providers	7%	7%	7%	12%	9%	4%	6%	6%
Food producers and farmers	4%	4%	4%	6%	6%	5%	3%	1%
None of these	14%	15%	12%	10%	10%	12%	18%	16%
Don't know	10%	10%	11%	16%	13%	11%	9%	8%

YouGov Survey Results

Sample Size: 2007

Fieldwork: 23rd - 24th October 2019

Total	Social Grade		Region							
	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Thinking about how organisations indicate to you that they are using data ethically...

In general, which, if any, of the following would you trust to use personal data about you ethically? (Please select all that apply)

	2007	1173	834	482	330	174	266	480	1732	99	176
Unweighted base	2007	1173	834	482	330	174	266	480	1732	99	176
Base: All GB adults online	2007	1144	863	480	331	171	271	481	1734	98	175
Central Government	30%	33%	25%	29%	28%	26%	30%	31%	29%	35%	29%
Emergency services (e.g police, fire etc.)	47%	51%	43%	46%	48%	49%	44%	49%	47%	50%	48%
My local authority	31%	33%	28%	28%	30%	30%	29%	32%	30%	38%	29%
NHS and healthcare providers	59%	62%	55%	58%	61%	60%	50%	59%	58%	69%	61%
Online retailers (e.g. Amazon, Ebay etc.)	10%	9%	11%	9%	14%	9%	8%	10%	10%	12%	8%
Offline retailers (i.e. physical shops)	6%	7%	6%	6%	6%	9%	8%	6%	7%	5%	4%
Banks, building societies (e.g. Halifax, Barclays etc.)	42%	43%	41%	44%	41%	42%	39%	39%	41%	56%	41%
Credit card companies	24%	23%	24%	22%	26%	23%	22%	23%	23%	35%	22%
Medical research charities (e.g. Cancer Research UK, MS Society etc.)	25%	27%	23%	24%	25%	22%	26%	28%	25%	27%	21%
Marketing and advertising companies (e.g. Saatchi & Saatchi, JCDecaux etc.)	3%	3%	2%	2%	2%	2%	4%	3%	3%	2%	4%
Insurance Companies (e.g. Aviva, Direct Line etc.)	20%	20%	20%	19%	22%	25%	18%	17%	19%	27%	20%
Social media organisations (e.g. LinkedIn, Facebook, Instagram etc.)	5%	5%	5%	3%	5%	4%	6%	4%	4%	8%	8%
Universities	18%	21%	14%	20%	15%	17%	18%	16%	18%	22%	19%
Family and friends	34%	35%	34%	32%	35%	34%	35%	36%	34%	35%	33%
Utility providers (i.e. energy, water and telecoms companies)	18%	18%	18%	19%	18%	19%	17%	17%	18%	21%	14%
Public transport providers	7%	8%	5%	6%	7%	5%	13%	5%	7%	5%	4%
Food producers and farmers	4%	4%	4%	4%	3%	4%	3%	4%	4%	2%	5%
None of these	14%	13%	15%	13%	13%	13%	11%	16%	14%	12%	15%
Don't know	10%	8%	14%	11%	11%	13%	12%	9%	11%	8%	10%

YouGov Survey Results

Sample Size: 2007

Fieldwork: 23rd - 24th October 2019

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

As a reminder, by 'personal data', we mean data that can be used to identify an individual (e.g. age, gender, address, telephone number etc.). Thinking about what you view as the ethical use of data...

In general, which ONE, if any, of the following do you think should be MOST responsible for ensuring an individual's personal data is handled more ethically? (Please select the option that best applies. If you do not think anyone is most responsible for ensuring an individual's personal data is handled more ethically, please select the 'Not applicable' option)

Unweighted base	2007	941	1066	182	312	373	330	810
Base: All GB adults online	2007	973	1034	223	308	365	332	779
Government and regulators like the Information Commissioner's Office (ICO)	44%	46%	42%	43%	36%	42%	43%	48%
Companies and organisations	18%	19%	17%	17%	30%	25%	18%	10%
Consumer rights organisations	3%	3%	4%	2%	2%	3%	3%	5%
The individual	12%	13%	12%	9%	8%	10%	14%	15%
Don't know	10%	9%	11%	15%	13%	8%	8%	9%
Not applicable – I don't think anyone is most responsible for ensuring that an individual's personal data is handled more ethically	13%	11%	15%	15%	11%	12%	14%	13%

YouGov Survey Results

Sample Size: 2007

Fieldwork: 23rd - 24th October 2019

Total	Social Grade		Region							
	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

As a reminder, by 'personal data', we mean data that can be used to identify an individual (e.g. age, gender, address, telephone number etc.). Thinking about what you view as the ethical use of data...

In general, which ONE, if any, of the following do you think should be MOST responsible for ensuring an individual's personal data is handled more ethically? (Please select the option that best applies. If you do not think anyone is most responsible for ensuring an individual's personal data is handled more ethically, please select the 'Not applicable' option)

	Unweighted base	2007	1173	834	482	330	174	266	480	1732	99	176
	Base: All GB adults online	2007	1144	863	480	331	171	271	481	1734	98	175
Government and regulators like the Information Commissioner's Office (ICO)		44%	45%	42%	40%	45%	40%	45%	43%	43%	47%	51%
Companies and organisations		18%	22%	13%	19%	16%	19%	17%	21%	19%	11%	14%
Consumer rights organisations		3%	3%	4%	3%	5%	2%	5%	2%	3%	6%	2%
The individual		12%	12%	13%	14%	13%	12%	9%	12%	12%	16%	11%
Don't know		10%	8%	13%	10%	12%	13%	11%	7%	10%	9%	10%
Not applicable – I don't think anyone is most responsible for ensuring that an individual's personal data is handled more ethically		13%	11%	16%	14%	10%	14%	12%	14%	13%	11%	13%

YouGov Survey Results

Sample Size: 2007

Fieldwork: 23rd - 24th October 2019

Total	Gender		Age				
	Male	Female	18-24	25-34	35-44	45-54	55+

Please imagine that you and your family were able to receive a personalised public service (such as social care or education) if you shared personal data about you with your local authority...

In general, which, if any, of the following types of data would you be comfortable sharing with your local authority in exchange for this type of service? (Please select all that apply)

	Unweighted base	2007	941	1066	182	312	373	330	810
Base: All GB adults online		2007	973	1034	223	308	365	332	779
Personal data about me (e.g. my name and address etc.)		44%	44%	44%	42%	45%	43%	40%	47%
Sensitive data about me (e.g. my race or sexual orientation etc.)		23%	22%	23%	27%	31%	28%	18%	18%
Behavioural data about me (e.g. what I like on social media or my travel patterns etc.)		13%	13%	13%	20%	22%	17%	9%	8%
Data about my community (e.g. statistics about the kind of people who live in my area or where crimes happen etc.)		44%	43%	45%	44%	51%	47%	45%	39%
Data about my environment (e.g. air quality or bus routes etc.)		48%	49%	48%	52%	52%	48%	48%	46%
None of these		16%	17%	16%	8%	16%	15%	17%	20%
Don't know		14%	13%	15%	19%	12%	15%	17%	12%

YouGov Survey Results

Sample Size: 2007

Fieldwork: 23rd - 24th October 2019

Total	Social Grade		Region							
	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland

Please imagine that you and your family were able to receive a personalised public service (such as social care or education) if you shared personal data about you with your local authority...

In general, which, if any, of the following types of data would you be comfortable sharing with your local authority in exchange for this type of service? (Please select all that apply)

	Unweighted base	2007	1173	834	482	330	174	266	480	1732	99	176
	Base: All GB adults online	2007	1144	863	480	331	171	271	481	1734	98	175
Personal data about me (e.g. my name and address etc.)		44%	48%	39%	43%	41%	51%	42%	43%	43%	52%	48%
Sensitive data about me (e.g. my race or sexual orientation etc.)		23%	25%	19%	26%	20%	22%	22%	22%	23%	24%	22%
Behavioural data about me (e.g. what I like on social media or my travel patterns etc.)		13%	14%	12%	13%	10%	11%	17%	13%	13%	13%	16%
Data about my community (e.g. statistics about the kind of people who live in my area or where crimes happen etc.)		44%	48%	39%	44%	43%	43%	46%	44%	44%	47%	41%
Data about my environment (e.g. air quality or bus routes etc.)		48%	52%	43%	46%	47%	51%	51%	48%	48%	56%	46%
None of these		16%	14%	19%	16%	18%	15%	14%	17%	16%	15%	18%
Don't know		14%	12%	16%	15%	14%	14%	15%	14%	14%	9%	14%