

Total	Gender		Age					Social Grade		Government Region												
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland	Northern Ireland

In general, which, if any, of the following types of organisations do you trust to keep your personal information/ data safe? (Please select all that apply)

	Unweighted base	2070	999	1071	213	278	323	488	768	1115	955	99	199	196	156	160	192	203	263	188	1656	112	251	51
<b>Base: All UK Adults online</b>	2070	1004	1066	246	318	337	396	773	1006	1064	110	195	190	158	173	193	257	267	193	1735	101	176	58	
Retailers	8%	8%	8%	12%	9%	10%	9%	5%	8%	8%	5%	6%	10%	10%	6%	6%	7%	10%	9%	8%	8%	10%	9%	
Entertainment companies (e.g. Netflix)	7%	8%	7%	16%	12%	8%	5%	3%	7%	7%	7%	5%	6%	9%	8%	7%	10%	8%	6%	7%	6%	7%	8%	
Financial services companies (e.g. banks, insurance providers etc.)	31%	32%	31%	40%	33%	30%	26%	31%	34%	29%	35%	37%	29%	28%	35%	29%	32%	29%	34%	32%	32%	31%	17%	
Gaming companies (e.g. Playstation, Xbox)	5%	6%	3%	12%	6%	6%	5%	1%	4%	5%	9%	3%	4%	4%	3%	6%	4%	8%	2%	5%	2%	5%	3%	
Government organisations	28%	29%	26%	36%	30%	25%	26%	27%	31%	25%	29%	29%	29%	27%	29%	25%	24%	31%	25%	27%	28%	32%	28%	
Health & fitness companies (e.g. MyFitnessPal, WeightWatchers etc.)	4%	3%	4%	5%	7%	4%	4%	2%	5%	3%	2%	3%	4%	2%	2%	1%	9%	5%	2%	4%	1%	5%	3%	
Employers	33%	32%	33%	44%	41%	33%	34%	24%	35%	30%	36%	26%	30%	30%	36%	33%	34%	32%	34%	32%	33%	36%	27%	
Lifestyle companies	2%	1%	2%	4%	2%	2%	2%	0%	2%	1%	1%	1%	1%	1%	4%	1%	3%	0%	1%	-	4%	3%		
Loyalty programmes (e.g. Nectar card, Boots point card etc.)	14%	12%	15%	18%	16%	11%	17%	11%	15%	12%	10%	14%	13%	11%	17%	13%	12%	15%	12%	13%	12%	16%	18%	
Media publishers (e.g. National Geographic, The Huffington Post etc.)	3%	3%	3%	7%	2%	4%	5%	1%	4%	3%	1%	5%	2%	3%	4%	3%	4%	3%	3%	3%	0%	4%	3%	
Social media websites (e.g. Facebook, Twitter etc.)	7%	8%	6%	15%	11%	7%	6%	2%	6%	7%	6%	6%	5%	4%	9%	4%	6%	9%	7%	6%	8%	9%	7%	
Travel companies (e.g. Thomas Cook, Easyjet etc.)	8%	7%	8%	14%	8%	8%	8%	4%	8%	7%	3%	7%	4%	6%	9%	7%	8%	9%	7%	7%	11%	10%	10%	
Software companies (e.g. Microsoft, Android etc.)	13%	14%	11%	20%	16%	11%	13%	10%	14%	12%	21%	10%	13%	13%	14%	11%	13%	14%	7%	13%	14%	13%	10%	
Utilities providers (e.g. gas, electricity etc.)	22%	22%	22%	33%	24%	20%	19%	19%	21%	22%	30%	22%	20%	20%	27%	21%	17%	22%	19%	21%	22%	25%	21%	
None of these	40%	41%	38%	26%	35%	40%	43%	44%	39%	40%	36%	41%	41%	40%	36%	39%	39%	39%	42%	39%	39%	41%	39%	
Don't know	10%	9%	11%	10%	10%	12%	9%	9%	8%	12%	14%	8%	11%	10%	10%	8%	8%	12%	9%	10%	10%	9%	12%	

**YouGov / Lewis Communications Ltd**  
**State of Data**

Fieldwork Dates: 26th - 27th October 2015  
 Sample: 2,070 UK Adults

Total	Gender		Age					Social Grade		Government Region												
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland	Northern Ireland

We would now like you to think about "personal information", this includes personal messages, pictures and videos etc. you have shared on social media AND data about yourself such as age, address etc. you may have provided to brands or organisations online (e.g. retailers, subscription services, social media websites etc.)...

For the following question, we would like you to think about social media platforms (e.g. snapchat) where you are able to control when personal information (e.g. messages, pictures, videos etc.) are automatically removed (i.e. the length of time recipients/ followers are able to view your personal information). If you do not have a social media account, please imagine that you did...

Do you think you would share more or less personal information on social media if you could control when personal information is automatically removed, or would it make no difference?

	Unweighted base	2070	999	1071	213	278	323	488	768	1115	955	99	199	196	156	160	192	203	263	188	1656	112	251	51
<b>Base: All UK Adults online</b>	2070	1004	1066	246	318	337	396	773	1006	1064	110	195	190	158	173	193	257	267	193	1735	101	176	58	
I think I would share a lot more personal information	2%	3%	2%	3%	4%	2%	2%	2%	3%	2%	1%	2%	1%	2%	3%	3%	4%	2%	1%	2%	1%	2%	3%	
I think I would share a little more personal information	11%	13%	9%	21%	14%	8%	10%	9%	12%	10%	8%	8%	10%	9%	9%	14%	15%	10%	11%	11%	14%	13%	12%	
It would make no difference to the amount of personal information I share	56%	56%	56%	56%	55%	60%	62%	51%	59%	53%	50%	55%	57%	51%	59%	54%	59%	58%	53%	56%	57%	59%	49%	
I think I would share a little less personal information	3%	2%	4%	5%	4%	2%	3%	3%	3%	3%	6%	3%	1%	4%	4%	6%	3%	2%	2%	3%	3%	1%	2%	
I think I would share a lot less personal information	12%	13%	11%	3%	4%	12%	8%	20%	10%	13%	10%	18%	15%	9%	9%	12%	7%	12%	14%	12%	11%	11%	13%	
Don't know	16%	14%	18%	13%	19%	16%	15%	16%	14%	18%	24%	14%	15%	25%	16%	10%	13%	16%	20%	16%	14%	13%	21%	

**YouGov / Lewis Communications Ltd**  
**State of Data**

Fieldwork Dates: 26th - 27th October 2015  
 Sample: 2,070 UK Adults

Total	Gender		Age					Social Grade		Government Region												
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland	Northern Ireland

Still thinking about social media platforms (e.g. snapchat) where you are able to control when personal information is automatically removed...

Which, if any, of the following statements do you agree with? (Please select all that apply)

	Unweighted base	2070	999	1071	213	278	323	488	768	1115	955	99	199	196	156	160	192	203	263	188	1656	112	251	51
	<b>Base: All UK Adults online</b>	2070	1004	1066	246	318	337	396	773	1006	1064	110	195	190	158	173	193	257	267	193	1735	101	176	58
I like having control of how long my friends/ followers can view my comments and pictures		19%	19%	18%	27%	22%	24%	15%	14%	19%	18%	14%	18%	17%	18%	20%	16%	20%	20%	16%	18%	27%	17%	24%
I feel my personal conversations are more protected when I can control when they are automatically removed		17%	18%	16%	22%	19%	18%	16%	14%	16%	18%	12%	20%	18%	14%	17%	15%	22%	16%	19%	17%	11%	18%	16%
Before taking this survey I understood that a message on these platforms will only be removed from my friends/ followers feed and not actually be permanently deleted		12%	13%	12%	30%	16%	14%	10%	6%	14%	11%	9%	11%	9%	7%	10%	8%	23%	15%	8%	12%	18%	12%	18%
I am more comfortable sharing very personal things when I know they can't be viewed forever		10%	11%	9%	21%	9%	9%	10%	8%	9%	11%	6%	12%	6%	12%	13%	12%	12%	10%	7%	10%	14%	8%	9%
I feel I have less inhibitions about what I share knowing it will be automatically removed		6%	7%	4%	13%	6%	5%	6%	4%	4%	7%	2%	5%	4%	5%	6%	10%	7%	5%	5%	6%	5%	6%	11%
I prefer personal information to remain on social media (i.e. not automatically removed)		3%	3%	3%	5%	4%	4%	4%	2%	4%	3%	3%	4%	1%	2%	2%	2%	6%	5%	1%	3%	4%	4%	4%
None of these		31%	29%	33%	19%	25%	26%	32%	39%	33%	30%	24%	38%	33%	25%	35%	41%	27%	28%	37%	32%	23%	27%	28%
Don't know		26%	26%	26%	22%	26%	23%	28%	27%	22%	29%	40%	20%	24%	33%	25%	23%	23%	30%	23%	26%	19%	24%	29%

As a reminder, by "personal information", we mean personal messages, pictures and videos etc. you have shared on social media AND data about yourself such as age, address etc. you may have provided to brands or organisations online (e.g. retailers, subscription services, social media websites etc.)...

How concerned, if at all, are you about each of the following? (Please select one option on each row) - The level of protection of information/ data that I share with brands or organisations online

	Unweighted base	2070	999	1071	213	278	323	488	768	1115	955	99	199	196	156	160	192	203	263	188	1656	112	251	51
	<b>Base: All UK Adults online</b>	2070	1004	1066	246	318	337	396	773	1006	1064	110	195	190	158	173	193	257	267	193	1735	101	176	58
Very concerned		33%	32%	33%	20%	23%	24%	30%	45%	33%	32%	37%	34%	41%	29%	25%	26%	35%	30%	38%	33%	27%	33%	34%
Fairly concerned		39%	39%	39%	43%	40%	41%	40%	37%	39%	39%	36%	37%	35%	47%	49%	45%	34%	39%	34%	39%	38%	40%	35%
Not very concerned		17%	17%	16%	26%	20%	20%	18%	10%	18%	15%	14%	16%	12%	12%	18%	21%	18%	16%	16%	16%	19%	19%	17%
Not at all concerned		2%	2%	1%	1%	3%	2%	2%	1%	1%	2%	0%	1%	2%	3%	2%	1%	2%	2%	1%	1%	3%	2%	-
Don't know		10%	9%	11%	10%	15%	14%	11%	6%	9%	12%	13%	12%	10%	9%	6%	8%	11%	13%	10%	10%	12%	6%	14%

**YouGov / Lewis Communications Ltd**  
**State of Data**

Fieldwork Dates: 26th - 27th October 2015  
Sample: 2,070 UK Adults

Total	Gender		Age					Social Grade		Government Region												
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland	Northern Ireland

As a reminder, by "personal information", we mean personal messages, pictures and videos etc. you have shared on social media AND data about yourself such as age, address etc. you may have provided to brands or organisations online (e.g. retailers, subscription services, social media websites etc.)...

How concerned, if at all, are you about each of the following? (Please select one option on each row) - How brands and organisations use the personal information/ data I have shared with them online

Unweighted base	2070	999	1071	213	278	323	488	768	1115	955	99	199	196	156	160	192	203	263	188	1656	112	251	51
<b>Base: All UK Adults online</b>	2070	1004	1066	246	318	337	396	773	1006	1064	110	195	190	158	173	193	257	267	193	1735	101	176	58
Very concerned	35%	34%	35%	17%	22%	23%	35%	50%	35%	34%	37%	36%	41%	36%	29%	34%	35%	35%	34%	35%	26%	34%	34%
Fairly concerned	38%	37%	40%	45%	40%	44%	36%	34%	39%	38%	38%	35%	37%	40%	45%	42%	34%	36%	39%	38%	40%	40%	37%
Not very concerned	17%	19%	14%	27%	24%	19%	18%	9%	17%	16%	11%	17%	13%	13%	17%	16%	20%	17%	17%	16%	21%	20%	15%
Not at all concerned	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%	-	1%	1%	2%	3%	1%	1%	2%	2%	1%	1%	1%	-
Don't know	9%	9%	10%	9%	13%	13%	10%	6%	8%	10%	14%	11%	8%	8%	6%	7%	10%	10%	9%	9%	11%	6%	14%

Previously you said you were concerned about how brands and organisations use the personal information/ data you have shared with them online.

Do you think that your concerns about how your personal data is used will mean that in three year's time (i.e. October 2018) you'll share more or less of your personal data on average with brands and organisations than you do now, or would it make no difference?

Unweighted base	1510	713	797	137	162	216	350	645	830	680	72	139	152	117	118	146	141	187	136	1208	72	191	39
<b>Base: All UK Adults online who are concerned about how brands and organisations use the personal data they have shared with them online</b>	1509	708	800	153	195	224	284	653	740	769	82	140	147	121	128	146	176	190	141	1270	67	130	41
Share much more	1%	0%	1%	1%	-	-	1%	1%	1%	1%	-	1%	-	3%	1%	-	-	0%	-	1%	2%	0%	2%
Share a little more	2%	3%	1%	3%	6%	4%	2%	1%	2%	3%	3%	2%	2%	4%	2%	5%	2%	2%	3%	2%	1%	-	
It would make no difference	31%	32%	30%	38%	30%	38%	33%	26%	34%	28%	33%	31%	30%	33%	31%	33%	31%	30%	26%	31%	33%	33%	24%
Share a little less	24%	23%	25%	28%	33%	26%	24%	20%	24%	24%	16%	21%	28%	19%	23%	30%	27%	25%	21%	24%	28%	26%	19%
Share much less	32%	32%	31%	14%	17%	22%	30%	44%	31%	32%	36%	33%	33%	30%	27%	25%	25%	35%	38%	31%	28%	32%	41%
Don't know	11%	9%	12%	16%	14%	10%	10%	8%	8%	12%	11%	11%	7%	12%	15%	10%	11%	8%	13%	11%	8%	8%	15%

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**State of Data**

Fieldwork Dates: 26th - 27th October 2015  
 Sample: 2,070 UK Adults



Total	Gender		Age					Social Grade		Government Region												
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland	Northern Ireland

Which, if any, of the following could an organisation or brand do to make you trust them with your personal data? (Please select all that apply)

Unweighted base	2070	999	1071	213	278	323	488	768	1115	955	99	199	196	156	160	192	203	263	188	1656	112	251	51
Base: All UK Adults online	2070	1004	1066	246	318	337	396	773	1006	1064	110	195	190	158	173	193	257	267	193	1735	101	176	58
If they were transparent about how my personal information/data is used	50%	50%	50%	66%	51%	48%	47%	47%	53%	46%	41%	45%	44%	43%	53%	48%	52%	53%	48%	48%	58%	60%	53%
If they received positive reviews from other customers	16%	15%	18%	28%	22%	13%	13%	13%	15%	17%	14%	19%	12%	17%	18%	15%	20%	14%	16%	16%	16%	16%	14%
If they had regular communication with me about their data policies	25%	25%	25%	36%	23%	19%	26%	24%	26%	24%	25%	24%	26%	22%	33%	23%	21%	23%	18%	24%	35%	30%	36%
If they have a privacy policy in place	43%	38%	47%	53%	41%	42%	39%	42%	45%	41%	45%	38%	44%	40%	51%	38%	44%	40%	41%	42%	50%	43%	50%
If they had good customer satisfaction ratings	18%	15%	20%	27%	23%	17%	15%	15%	18%	18%	17%	19%	16%	19%	18%	17%	19%	14%	22%	18%	22%	20%	12%
If they responded quickly to any issues	38%	39%	36%	47%	43%	33%	37%	35%	39%	36%	37%	29%	29%	42%	44%	38%	42%	39%	37%	37%	40%	41%	36%
Other	2%	3%	2%	3%	2%	3%	3%	1%	3%	2%	2%	2%	3%	5%	1%	2%	2%	3%	2%	2%	0%	3%	-
Don't know	9%	9%	9%	8%	9%	12%	11%	8%	9%	9%	13%	6%	10%	6%	14%	9%	7%	10%	9%	9%	8%	8%	17%
Not applicable - Nothing would improve my trust	25%	24%	25%	14%	23%	21%	26%	30%	21%	27%	29%	29%	29%	24%	21%	24%	18%	27%	28%	25%	22%	19%	26%

In general, which, if any, of the following would make you lose trust in organisation or brand with your personal information/ data? (Please select all that apply)

Unweighted base	2070	999	1071	213	278	323	488	768	1115	955	99	199	196	156	160	192	203	263	188	1656	112	251	51
Base: All UK Adults online	2070	1004	1066	246	318	337	396	773	1006	1064	110	195	190	158	173	193	257	267	193	1735	101	176	58
If a potential data breach is reported	46%	47%	46%	45%	42%	43%	45%	50%	46%	47%	53%	45%	46%	44%	48%	45%	46%	43%	50%	46%	49%	45%	49%
If more than one data breach in a year is confirmed	56%	55%	58%	63%	56%	47%	57%	58%	58%	55%	53%	52%	55%	52%	57%	60%	53%	57%	61%	56%	59%	60%	61%
If a data breach is confirmed by the organisation or brand	55%	53%	58%	65%	50%	48%	53%	59%	55%	55%	51%	56%	58%	51%	59%	52%	53%	55%	57%	55%	56%	56%	59%
Knowing the organisation has previously been the target of a cyber attack	51%	45%	56%	53%	43%	42%	48%	58%	50%	52%	44%	49%	55%	47%	52%	49%	45%	50%	55%	50%	50%	61%	51%
If more than one potential data breach in the past year has been reported	51%	51%	50%	51%	47%	46%	49%	55%	51%	50%	48%	47%	55%	42%	52%	48%	52%	51%	54%	50%	46%	54%	56%
A lack of communication following a data breach from the organisation	62%	62%	61%	71%	55%	53%	59%	67%	63%	60%	58%	53%	59%	54%	63%	59%	66%	64%	63%	61%	64%	67%	74%
Other	3%	5%	1%	3%	5%	3%	4%	2%	3%	3%	1%	4%	4%	3%	3%	4%	3%	4%	3%	3%	1%	2%	-
Don't know	11%	10%	12%	8%	12%	12%	11%	11%	10%	11%	15%	15%	11%	12%	10%	10%	10%	9%	12%	11%	12%	5%	14%
Not applicable - Nothing would make me lose trust	4%	4%	4%	5%	7%	4%	4%	2%	3%	5%	7%	4%	7%	6%	4%	1%	4%	4%	3%	4%	7%	1%	2%

Total	Gender		Age					Social Grade		Government Region												
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North East	North West	Yorkshire & the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales	Scotland	Northern Ireland

Which, if any, of the following do you think would incentivise you to share your personal information/ data with brands or organisations online? (Please select all that apply)

	Unweighted base	2070	999	1071	213	278	323	488	768	1115	955	99	199	196	156	160	192	203	263	188	1656	112	251	51
<b>Base: All UK Adults online</b>		2070	1004	1066	246	318	337	396	773	1006	1064	110	195	190	158	173	193	257	267	193	1735	101	176	58
If it was required for automated log-in (i.e. only having to log in once)	13%	12%	14%	25%	13%	11%	11%	10%	13%	13%	14%	11%	8%	9%	11%	14%	20%	11%	14%	13%	15%	11%	20%	
To receive discounts for a service	22%	24%	20%	40%	28%	23%	23%	13%	23%	21%	21%	13%	21%	24%	23%	21%	29%	23%	24%	23%	19%	22%	13%	
To benefit from personalised offers	13%	15%	12%	24%	18%	18%	12%	7%	12%	14%	15%	9%	8%	14%	18%	12%	17%	10%	15%	13%	12%	15%	17%	
To receive access to free services (e.g. free WiFi)	16%	18%	14%	38%	23%	14%	12%	9%	17%	15%	19%	12%	15%	12%	13%	12%	24%	14%	18%	15%	16%	19%	16%	
To benefit from personalised marketing material	5%	5%	4%	7%	6%	6%	5%	3%	4%	5%	2%	2%	4%	4%	5%	3%	9%	6%	4%	5%	3%	5%	3%	
If I trust them with my information	28%	29%	26%	40%	27%	26%	21%	28%	28%	27%	27%	28%	25%	23%	39%	31%	21%	23%	33%	27%	35%	28%	19%	
Other	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%	3%	2%	2%	1%	1%	2%	2%	1%	0%	2%	-	2%	-	
Don't know	14%	12%	15%	15%	15%	13%	15%	13%	13%	15%	15%	11%	9%	20%	11%	12%	14%	16%	15%	14%	14%	13%	20%	
Not applicable - nothing would incentivise me to share my personal information/ data with brands or organisations online	38%	37%	40%	18%	30%	38%	43%	46%	37%	40%	46%	46%	44%	35%	36%	37%	33%	38%	36%	38%	40%	37%	40%	