

**YouGov / Irwin Mitchell**  
**Sample Size - 2129 GB decision makers**

Fieldwork: 18th - 27th April 2017

| Total | Organization size |        |       |            | Gender |        | Age      |       |       |     |
|-------|-------------------|--------|-------|------------|--------|--------|----------|-------|-------|-----|
|       | Small             | Medium | Large | Don't know | Male   | Female | Under 35 | 35-44 | 45-54 | 55+ |

For the following question, please imagine that your business was fined 4% of its global turnover for not complying with GDPR...

In which, if any, of the following ways do you think this would impact your business as a result of this? (Please select all that apply. If any of your answers don't appear in the list below, please type them in the 'Other' box.)

|  |             |             |            |            |          |             |            |            |            |            |            |
|--|-------------|-------------|------------|------------|----------|-------------|------------|------------|------------|------------|------------|
| Unweighted base  | 2129        | 1140        | 322        | 667        | -        | 1545        | 584        | 275        | 473        | 614        | 767        |
| <b>Base: All Senior Decision Makers</b>                                | <b>2129</b> | <b>1020</b> | <b>260</b> | <b>849</b> | <b>-</b> | <b>1547</b> | <b>582</b> | <b>278</b> | <b>494</b> | <b>626</b> | <b>731</b> |
| We would go out of business  | 18%         | 25%         | 14%        | 10%        | -        | 17%         | 19%        | 19%        | 14%        | 17%        | 21%        |
| We would have to make <b>**small scale**</b> redundancies              | 21%         | 12%         | 29%        | 28%        | -        | 21%         | 20%        | 29%        | 29%        | 19%        | 13%        |
| We would have to make <b>**large scale**</b> redundancies              | 10%         | 5%          | 13%        | 16%        | -        | 11%         | 9%         | 18%        | 11%        | 10%        | 7%         |
| We would have to close down some sites                                 | 4%          | 1%          | 3%         | 9%         | -        | 5%          | 3%         | 8%         | 7%         | 3%         | 3%         |
| Other  | 7%          | 7%          | 7%         | 6%         | -        | 6%          | 8%         | 2%         | 4%         | 9%         | 8%         |
| Don't know   | 19%         | 19%         | 18%        | 20%        | -        | 19%         | 21%        | 14%        | 18%        | 22%        | 20%        |
| Not applicable - I don't think it would have any impact on my business | 24%         | 31%         | 18%        | 17%        | -        | 24%         | 22%        | 15%        | 20%        | 24%        | 29%        |

**You said that you think that the new General Data Protection Regulation (GDPR) will have no impact on your business...**

Which, if any, of the following are reasons why you think this? (Please select all that apply)

|   |            |            |           |            |          |            |            |           |            |            |            |
|---|------------|------------|-----------|------------|----------|------------|------------|-----------|------------|------------|------------|
| Unweighted base   | 882        | 514        | 121       | 247        | -        | 629        | 253        | 92        | 195        | 242        | 353        |
| <b>Base: All Senior Decision Makers who think GDPR will have no impact</b>                                      | <b>878</b> | <b>469</b> | <b>97</b> | <b>312</b> | <b>-</b> | <b>622</b> | <b>256</b> | <b>95</b> | <b>200</b> | <b>247</b> | <b>336</b> |
| It's a European Union law and we are leaving the European Union, so I don't think this will impact our business | 10%        | 6%         | 11%       | 14%        | -        | 10%        | 9%         | 17%       | 8%         | 10%        | 8%         |
| We are not a consumer-facing business   | 22%        | 30%        | 16%       | 13%        | -        | 24%        | 17%        | 14%       | 17%        | 22%        | 28%        |
| We outsource data   | 7%         | 3%         | 7%        | 12%        | -        | 6%         | 8%         | 18%       | 10%        | 6%         | 3%         |
| It's not an issue for the sector we work in   | 33%        | 39%        | 28%       | 25%        | -        | 32%        | 34%        | 29%       | 32%        | 28%        | 38%        |
| The Information Commissioner's Office (ICO) will not have the capacity to enforce all breaches                  | 6%         | 5%         | 6%        | 7%         | -        | 6%         | 5%         | 11%       | 9%         | 6%         | 3%         |
| Other   | 27%        | 25%        | 29%       | 31%        | -        | 27%        | 29%        | 18%       | 29%        | 31%        | 27%        |
| Don't know  | 8%         | 8%         | 10%       | 9%         | -        | 9%         | 8%         | 8%        | 9%         | 7%         | 9%         |

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|       | Small             | Medium | Large | Don't know | Male   | Female | Under 35 | 35-44 | 45-54 | 55+ |

Having read this, has your organisation started preparing for the new data protection rules (GDPR)?

|   |      |      |     |     |   |      |     |     |     |     |     |
|---|------|------|-----|-----|---|------|-----|-----|-----|-----|-----|
| Unweighted base                         | 2129 | 1140 | 322 | 667 | - | 1545 | 584 | 275 | 473 | 614 | 767 |
| <b>Base: All Senior Decision Makers</b> | 2129 | 1020 | 260 | 849 | - | 1547 | 582 | 278 | 494 | 626 | 731 |
| Yes, it has                             | 29%  | 11%  | 32% | 50% | - | 29%  | 28% | 42% | 36% | 29% | 19% |
| No, it hasn't                           | 51%  | 78%  | 41% | 21% | - | 50%  | 53% | 39% | 42% | 48% | 64% |
| Don't know/can't recall                 | 20%  | 11%  | 27% | 29% | - | 21%  | 19% | 19% | 23% | 23% | 16% |