

**YouGov / JD Marketing Survey**  
**CloudMask**

GB Sample : 23rd - 24th March 2015

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

In general, how concerned, if at all, would you say you are about your private information (e.g. emails, chat, files, pictures etc.) being accessed/ viewed by others online without your permission?

Unweighted base	2083	1013	1070	241	293	360	433	756	1181	902
Base: All GB Adults online	2083	1000	1083	250	333	382	390	729	1146	937
Very concerned	32%	28%	36%	24%	21%	30%	33%	40%	32%	32%
Fairly concerned	40%	39%	41%	41%	39%	42%	44%	36%	41%	39%
Not very concerned	22%	25%	20%	24%	31%	21%	20%	19%	22%	22%
Not at all concerned	4%	6%	2%	4%	6%	4%	3%	4%	3%	5%
Don't know	2%	3%	2%	7%	3%	3%	1%	0%	2%	3%

For the following question, by "private information online", we mean your emails, chat, files, pictures etc.

Which ONE of the following comes closest to the maximum amount of money you would pay, if anything, per month for software that allows you to decide what private information online is protected (i.e. what can NOT be seen by others)?

Unweighted base	2083	1013	1070	241	293	360	433	756	1181	902
Base: All GB Adults online	2083	1000	1083	250	333	382	390	729	1146	937
£10 a month	4%	4%	4%	6%	4%	4%	4%	3%	5%	3%
£5 a month	14%	13%	16%	16%	16%	14%	14%	13%	15%	13%
£1 a month	15%	15%	14%	19%	9%	15%	13%	17%	14%	15%
£0 - nothing	51%	54%	48%	40%	53%	52%	52%	52%	51%	50%
Don't know	17%	15%	19%	19%	18%	16%	17%	16%	15%	20%

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

For the following question, by "personal information", we mean your name, email address, home address, date of birth etc.

Approximately how many, if any, discounted or free online services (e.g. social media, email providers, voucher/ coupon offers, retail websites etc.) are you currently registered to where you had to share personal information to sign-up? (If you are unsure please give your best estimate)

Unweighted base	2083	1013	1070	241	293	360	433	756	1181	902
Base: All GB Adults online	2083	1000	1083	250	333	382	390	729	1146	937
0 - none	13%	15%	11%	8%	9%	13%	15%	16%	12%	14%
1 to 5	37%	37%	37%	29%	31%	35%	37%	43%	37%	37%
6 to 10	17%	18%	16%	21%	19%	16%	18%	15%	19%	14%
11 to 15	6%	5%	6%	8%	11%	5%	3%	5%	6%	6%
16 to 20	3%	3%	4%	4%	5%	4%	3%	3%	3%	4%
More than 20	7%	7%	7%	10%	9%	8%	7%	4%	7%	6%
Don't know	17%	15%	19%	21%	16%	21%	17%	14%	15%	19%

Just a reminder for the following question, by "personal details and private information", we mean your name, email address, home address, email content, files, pictures etc.

Which ONE, if either, of the following do you think should be MOST responsible for protecting someone's personal details and private information online?

Unweighted base	2083	1013	1070	241	293	360	433	756	1181	902
Base: All GB Adults online	2083	1000	1083	250	333	382	390	729	1146	937
The individual should be MOST responsible for protecting their own personal information online	29%	30%	28%	19%	20%	33%	31%	35%	30%	29%
The organisation responsible for the application or website someone is using (e.g. email, online storage, retailer, bank etc.) should be MOST responsible for protecting the individuals personal information online	61%	59%	62%	62%	68%	57%	59%	59%	62%	58%
Neither of these	2%	3%	2%	3%	5%	2%	3%	1%	2%	2%
Don't know	8%	8%	8%	15%	8%	8%	7%	5%	5%	11%

**YouGov / JD Marketing Survey**  
**CloudMask**

GB Sample : 23rd - 24th March 2015

Total	Region							
Base	North	Midlands	East	London	South	England	Wales	Scotland

In general, how concerned, if at all, would you say you are about your private information (e.g. emails, chat, files, pictures etc.) being accessed/ viewed by others online without your permission?

	Unweighted base	2083	528	326	183	282	475	1794	110	179
<b>Base: All GB Adults online</b>		2083	512	342	200	267	477	1798	104	181
Very concerned		32%	32%	36%	33%	29%	29%	32%	31%	34%
Fairly concerned		40%	42%	34%	37%	38%	42%	39%	40%	44%
Not very concerned		22%	21%	22%	22%	23%	24%	22%	23%	19%
Not at all concerned		4%	3%	4%	6%	5%	4%	4%	3%	2%
Don't know		2%	2%	3%	2%	6%	1%	2%	2%	1%

For the following question, by "private information online", we mean your emails, chat, files, pictures etc.

Which ONE of the following comes closest to the maximum amount of money you would pay, if anything, per month for software that allows you to decide what private information online is protected (i.e. what can NOT be seen by others)?

	Unweighted base	2083	528	326	183	282	475	1794	110	179
<b>Base: All GB Adults online</b>		2083	512	342	200	267	477	1798	104	181
£10 a month		4%	4%	6%	3%	4%	3%	4%	5%	2%
£5 a month		14%	12%	14%	17%	13%	17%	15%	12%	12%
£1 a month		15%	14%	13%	18%	14%	15%	15%	12%	17%
£0 - nothing		51%	52%	53%	48%	49%	47%	50%	51%	58%
Don't know		17%	17%	15%	14%	21%	18%	17%	19%	12%

Total	Region							
Base	North	Midlands	East	London	South	England	Wales	Scotland

For the following question, by "personal information", we mean your name, email address, home address, date of birth etc.

Approximately how many, if any, discounted or free online services (e.g. social media, email providers, voucher/ coupon offers, retail websites etc.) are you currently registered to where you had to share personal information to sign-up? (If you are unsure please give your best estimate)

<b>Unweighted base</b>	2083	528	326	183	282	475	1794	110	179
<b>Base: All GB Adults online</b>	2083	512	342	200	267	477	1798	104	181
0 - none	13%	13%	16%	10%	12%	11%	13%	11%	20%
1 to 5	37%	37%	39%	41%	32%	36%	37%	37%	40%
6 to 10	17%	16%	14%	17%	21%	19%	17%	17%	10%
11 to 15	6%	6%	6%	5%	7%	7%	6%	6%	4%
16 to 20	3%	3%	3%	3%	3%	6%	4%	3%	1%
More than 20	7%	8%	5%	7%	7%	7%	7%	3%	9%
Don't know	17%	17%	17%	16%	19%	15%	17%	22%	16%

Just a reminder for the following question, by "personal details and private information", we mean your name, email address, home address, email content, files, pictures etc.

Which ONE, if either, of the following do you think should be MOST responsible for protecting someone's personal details and private information online?

<b>Unweighted base</b>	2083	528	326	183	282	475	1794	110	179
<b>Base: All GB Adults online</b>	2083	512	342	200	267	477	1798	104	181
The individual should be MOST responsible for protecting their own personal information online	29%	30%	28%	32%	20%	32%	29%	42%	27%
The organisation responsible for the application or website someone is using (e.g. email, online storage, retailer, bank etc.) should be MOST responsible for protecting the individuals personal information online	61%	59%	62%	61%	63%	61%	61%	49%	64%
Neither of these	2%	3%	2%	1%	4%	2%	3%	2%	2%
Don't know	8%	7%	8%	6%	14%	5%	8%	7%	8%

**YouGov / JD Marketing Survey**  
**CloudMask**

GB Sample : 23rd - 24th March 2015

Total	Government Region											
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales

In general, how concerned, if at all, would you say you are about your private information (e.g. emails, chat, files, pictures etc.) being accessed/ viewed by others online without your permission?

Unweighted base	2083	104	241	183	160	166	183	282	276	199	1794	110	179
Base: All GB Adults online	2083	96	241	176	164	177	200	267	282	195	1798	104	181
Very concerned	32%	34%	31%	33%	36%	37%	33%	29%	28%	31%	32%	31%	34%
Fairly concerned	40%	43%	39%	45%	37%	32%	37%	38%	46%	36%	39%	40%	44%
Not very concerned	22%	17%	25%	17%	20%	24%	22%	23%	22%	26%	22%	23%	19%
Not at all concerned	4%	4%	4%	3%	4%	4%	6%	5%	3%	5%	4%	3%	2%
Don't know	2%	3%	2%	2%	2%	3%	2%	6%	1%	2%	2%	2%	1%

For the following question, by "private information online", we mean your emails, chat, files, pictures etc.

Which ONE of the following comes closest to the maximum amount of money you would pay, if anything, per month for software that allows you to decide what private information online is protected (i.e. what can NOT be seen by others)?

Unweighted base	2083	104	241	183	160	166	183	282	276	199	1794	110	179
Base: All GB Adults online	2083	96	241	176	164	177	200	267	282	195	1798	104	181
£10 a month	4%	6%	1%	6%	9%	2%	3%	4%	4%	1%	4%	5%	2%
£5 a month	14%	10%	12%	14%	14%	13%	17%	13%	18%	17%	15%	12%	12%
£1 a month	15%	9%	15%	16%	13%	12%	18%	14%	17%	12%	15%	12%	17%
£0 - nothing	51%	53%	55%	48%	49%	56%	48%	49%	43%	52%	50%	51%	58%
Don't know	17%	22%	16%	17%	14%	16%	14%	21%	18%	18%	17%	19%	12%

Total	Government Region											
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	England	Wales

For the following question, by "personal information", we mean your name, email address, home address, date of birth etc.

Approximately how many, if any, discounted or free online services (e.g. social media, email providers, voucher/ coupon offers, retail websites etc.) are you currently registered to where you had to share personal information to sign-up? (If you are unsure please give your best estimate)

<b>Unweighted base</b>	2083	104	241	183	160	166	183	282	276	199	1794	110	179
<b>Base: All GB Adults online</b>	2083	96	241	176	164	177	200	267	282	195	1798	104	181
0 - none	13%	11%	16%	9%	15%	17%	10%	12%	11%	10%	13%	11%	20%
1 to 5	37%	36%	38%	36%	42%	35%	41%	32%	33%	39%	37%	37%	40%
6 to 10	17%	12%	16%	19%	13%	15%	17%	21%	20%	17%	17%	17%	10%
11 to 15	6%	9%	5%	5%	4%	8%	5%	7%	7%	6%	6%	6%	4%
16 to 20	3%	2%	2%	5%	3%	3%	3%	3%	8%	2%	4%	3%	1%
More than 20	7%	7%	7%	9%	7%	3%	7%	7%	8%	6%	7%	3%	9%
Don't know	17%	24%	16%	17%	16%	19%	16%	19%	12%	19%	17%	22%	16%

Just a reminder for the following question, by "personal details and private information", we mean your name, email address, home address, email content, files, pictures etc.

Which ONE, if either, of the following do you think should be MOST responsible for protecting someone's personal details and private information online?

<b>Unweighted base</b>	2083	104	241	183	160	166	183	282	276	199	1794	110	179
<b>Base: All GB Adults online</b>	2083	96	241	176	164	177	200	267	282	195	1798	104	181
The individual should be MOST responsible for protecting their own personal information online	29%	36%	26%	32%	30%	25%	32%	20%	31%	34%	29%	42%	27%
The organisation responsible for the application or website someone is using (e.g. email, online storage, retailer, bank etc.) should be MOST responsible for protecting the individuals personal information online	61%	55%	60%	60%	61%	64%	61%	63%	63%	58%	61%	49%	64%
Neither of these	2%	2%	5%	2%	3%	1%	1%	4%	2%	1%	3%	2%	2%
Don't know	8%	7%	9%	6%	6%	9%	6%	14%	4%	7%	8%	7%	8%

**YouGov / JD Marketing Survey**  
**CloudMask**

GB Sample : 23rd - 24th March 2015

Total	Working status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

In general, how concerned, if at all, would you say you are about your private information (e.g. emails, chat, files, pictures etc.) being accessed/ viewed by others online without your permission?

Unweighted base	2083	926	302	1228	123	456	84	192	994	278	196	60	555
Base: All GB Adults online	2083	927	303	1230	124	442	93	194	993	281	183	63	563
Very concerned	32%	27%	37%	30%	22%	40%	31%	34%	34%	31%	40%	44%	25%
Fairly concerned	40%	41%	38%	41%	39%	36%	46%	40%	40%	37%	35%	42%	43%
Not very concerned	22%	26%	19%	24%	25%	19%	17%	16%	22%	24%	21%	11%	23%
Not at all concerned	4%	4%	5%	4%	4%	4%	3%	3%	4%	7%	2%	-	4%
Don't know	2%	2%	1%	1%	9%	0%	4%	7%	1%	1%	3%	2%	5%

For the following question, by "private information online", we mean your emails, chat, files, pictures etc.

Which ONE of the following comes closest to the maximum amount of money you would pay, if anything, per month for software that allows you to decide what private information online is protected (i.e. what can NOT be seen by others)?

Unweighted base	2083	926	302	1228	123	456	84	192	994	278	196	60	555
Base: All GB Adults online	2083	927	303	1230	124	442	93	194	993	281	183	63	563
£10 a month	4%	4%	4%	4%	6%	3%	3%	3%	3%	2%	3%	8%	6%
£5 a month	14%	13%	18%	14%	18%	13%	10%	16%	13%	14%	12%	9%	17%
£1 a month	15%	14%	13%	13%	17%	18%	13%	13%	14%	15%	18%	20%	14%
£0 - nothing	51%	53%	48%	52%	43%	51%	54%	45%	53%	53%	47%	39%	47%
Don't know	17%	16%	17%	16%	17%	15%	20%	23%	16%	15%	20%	25%	16%

Total	Working status							Marital Status				
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

For the following question, by "personal information", we mean your name, email address, home address, date of birth etc.

Approximately how many, if any, discounted or free online services (e.g. social media, email providers, voucher/ coupon offers, retail websites etc.) are you currently registered to where you had to share personal information to sign-up? (If you are unsure please give your best estimate)

Unweighted base	2083	926	302	1228	123	456	84	192	994	278	196	60	555
Base: All GB Adults online	2083	927	303	1230	124	442	93	194	993	281	183	63	563
0 - none	13%	13%	12%	13%	5%	15%	21%	13%	14%	11%	15%	14%	11%
1 to 5	37%	36%	43%	37%	37%	41%	29%	28%	38%	37%	40%	51%	33%
6 to 10	17%	17%	15%	17%	21%	16%	14%	17%	18%	17%	11%	9%	18%
11 to 15	6%	7%	5%	6%	4%	4%	5%	8%	6%	6%	4%	7%	6%
16 to 20	3%	3%	3%	3%	4%	3%	3%	6%	3%	6%	2%	2%	3%
More than 20	7%	7%	5%	7%	11%	5%	11%	9%	5%	8%	7%	3%	10%
Don't know	17%	17%	16%	17%	18%	15%	19%	19%	15%	15%	21%	13%	19%

Just a reminder for the following question, by "personal details and private information", we mean your name, email address, home address, email content, files, pictures etc.

Which ONE, if either, of the following do you think should be MOST responsible for protecting someone's personal details and private information online?

Unweighted base	2083	926	302	1228	123	456	84	192	994	278	196	60	555
Base: All GB Adults online	2083	927	303	1230	124	442	93	194	993	281	183	63	563
The individual should be MOST responsible for protecting their own personal information online	29%	30%	28%	30%	12%	37%	24%	24%	32%	27%	32%	43%	23%
The organisation responsible for the application or website someone is using (e.g. email, online storage, retailer, bank etc.) should be MOST responsible for protecting the individuals personal information online	61%	60%	62%	61%	69%	58%	58%	61%	59%	64%	59%	50%	63%
Neither of these	2%	3%	3%	3%	2%	1%	4%	3%	3%	1%	1%	2%	3%
Don't know	8%	6%	8%	7%	17%	5%	14%	12%	6%	8%	8%	6%	11%

**YouGov / JD Marketing Survey  
CloudMask**

GB Sample : 23rd - 24th March 2015

Total	Children in Household						Social Media (monthly or more)			
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

In general, how concerned, if at all, would you say you are about your private information (e.g. emails, chat, files, pictures etc.) being accessed/ viewed by others online without your permission?

Unweighted base	2083	1458	270	231	73	574	51	1480	399	279	620
Base: All GB Adults online	2083	1423	277	248	78	603	57	1488	377	287	613
Very concerned	32%	33%	30%	23%	42%	29%	38%	29%	31%	31%	28%
Fairly concerned	40%	39%	42%	49%	32%	43%	17%	43%	38%	42%	43%
Not very concerned	22%	23%	23%	22%	18%	22%	9%	23%	26%	24%	25%
Not at all concerned	4%	4%	3%	4%	7%	4%	5%	4%	3%	3%	3%
Don't know	2%	2%	2%	1%	1%	1%	30%	2%	1%	0%	1%

For the following question, by "private information online", we mean your emails, chat, files, pictures etc.

Which ONE of the following comes closest to the maximum amount of money you would pay, if anything, per month for software that allows you to decide what private information online is protected (i.e. what can NOT be seen by others)?

Unweighted base	2083	1458	270	231	73	574	51	1480	399	279	620
Base: All GB Adults online	2083	1423	277	248	78	603	57	1488	377	287	613
£10 a month	4%	4%	5%	2%	5%	4%	2%	4%	5%	3%	4%
£5 a month	14%	14%	15%	15%	23%	16%	11%	15%	16%	18%	14%
£1 a month	15%	15%	16%	13%	14%	15%	8%	15%	16%	16%	16%
£0 - nothing	51%	52%	46%	53%	49%	49%	42%	50%	50%	47%	49%
Don't know	17%	16%	18%	17%	9%	17%	37%	17%	13%	15%	17%

Total	Children in Household						Social Media (monthly or more)			
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Facebook	LinkedIn	Google+	Twitter

For the following question, by "personal information", we mean your name, email address, home address, date of birth etc.

Approximately how many, if any, discounted or free online services (e.g. social media, email providers, voucher/ coupon offers, retail websites etc.) are you currently registered to where you had to share personal information to sign-up? (If you are unsure please give your best estimate)

Unweighted base	2083	1458	270	231	73	574	51	1480	399	279	620
Base: All GB Adults online	2083	1423	277	248	78	603	57	1488	377	287	613
0 - none	13%	14%	10%	10%	11%	10%	17%	10%	7%	13%	7%
1 to 5	37%	38%	38%	31%	35%	35%	31%	38%	32%	34%	33%
6 to 10	17%	17%	15%	21%	15%	18%	6%	18%	23%	20%	20%
11 to 15	6%	5%	6%	8%	17%	8%	4%	6%	8%	4%	8%
16 to 20	3%	3%	6%	4%	5%	5%	3%	4%	3%	4%	4%
More than 20	7%	7%	8%	7%	8%	8%	4%	8%	13%	11%	10%
Don't know	17%	17%	16%	17%	9%	16%	35%	16%	14%	14%	17%

Just a reminder for the following question, by "personal details and private information", we mean your name, email address, home address, email content, files, pictures etc.

Which ONE, if either, of the following do you think should be MOST responsible for protecting someone's personal details and private information online?

Unweighted base	2083	1458	270	231	73	574	51	1480	399	279	620
Base: All GB Adults online	2083	1423	277	248	78	603	57	1488	377	287	613
The individual should be MOST responsible for protecting their own personal information online	29%	29%	27%	36%	25%	31%	18%	30%	28%	34%	28%
The organisation responsible for the application or website someone is using (e.g. email, online storage, retailer, bank etc.) should be MOST responsible for protecting the individuals personal information online	61%	62%	63%	55%	64%	60%	43%	61%	66%	60%	63%
Neither of these	2%	2%	4%	3%	7%	4%	3%	2%	2%	2%	2%
Don't know	8%	7%	6%	7%	4%	6%	37%	7%	5%	4%	7%